

DECLAMO APPARTUS

Vox populi in the digital age

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Abstract

Layers

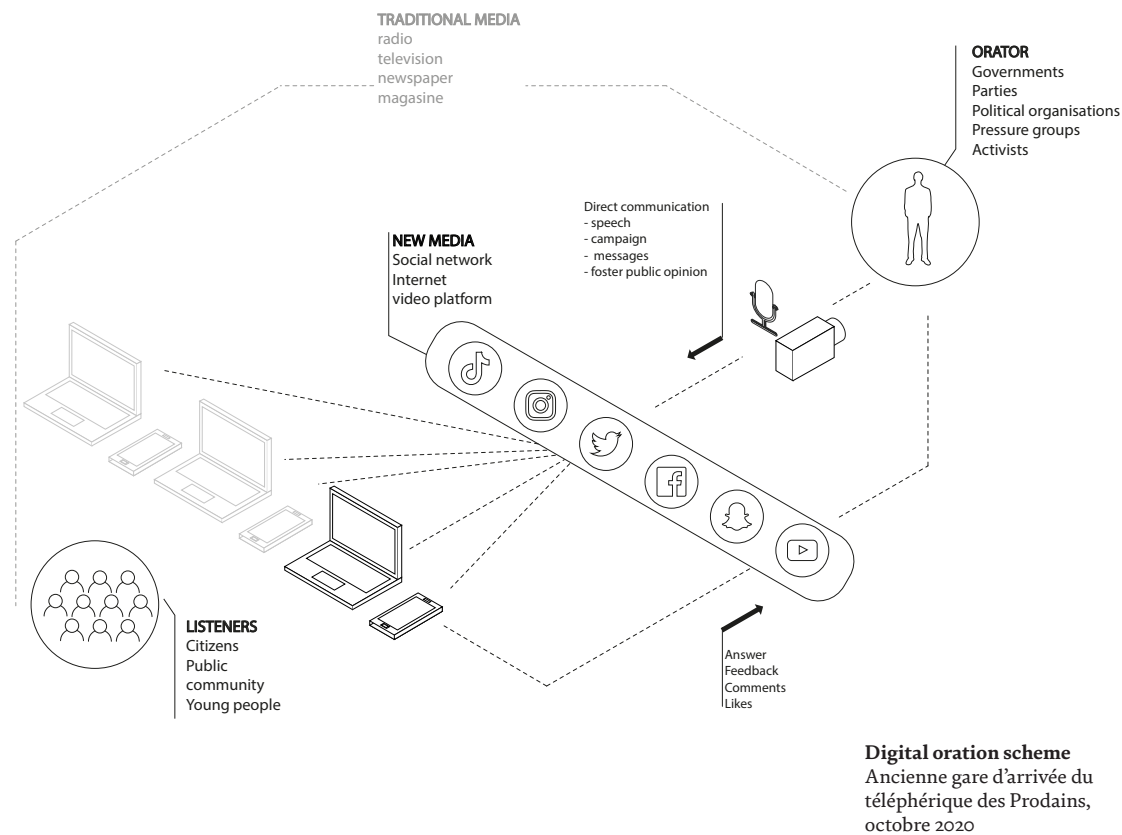
Flow

Mobile architecture

Details

References

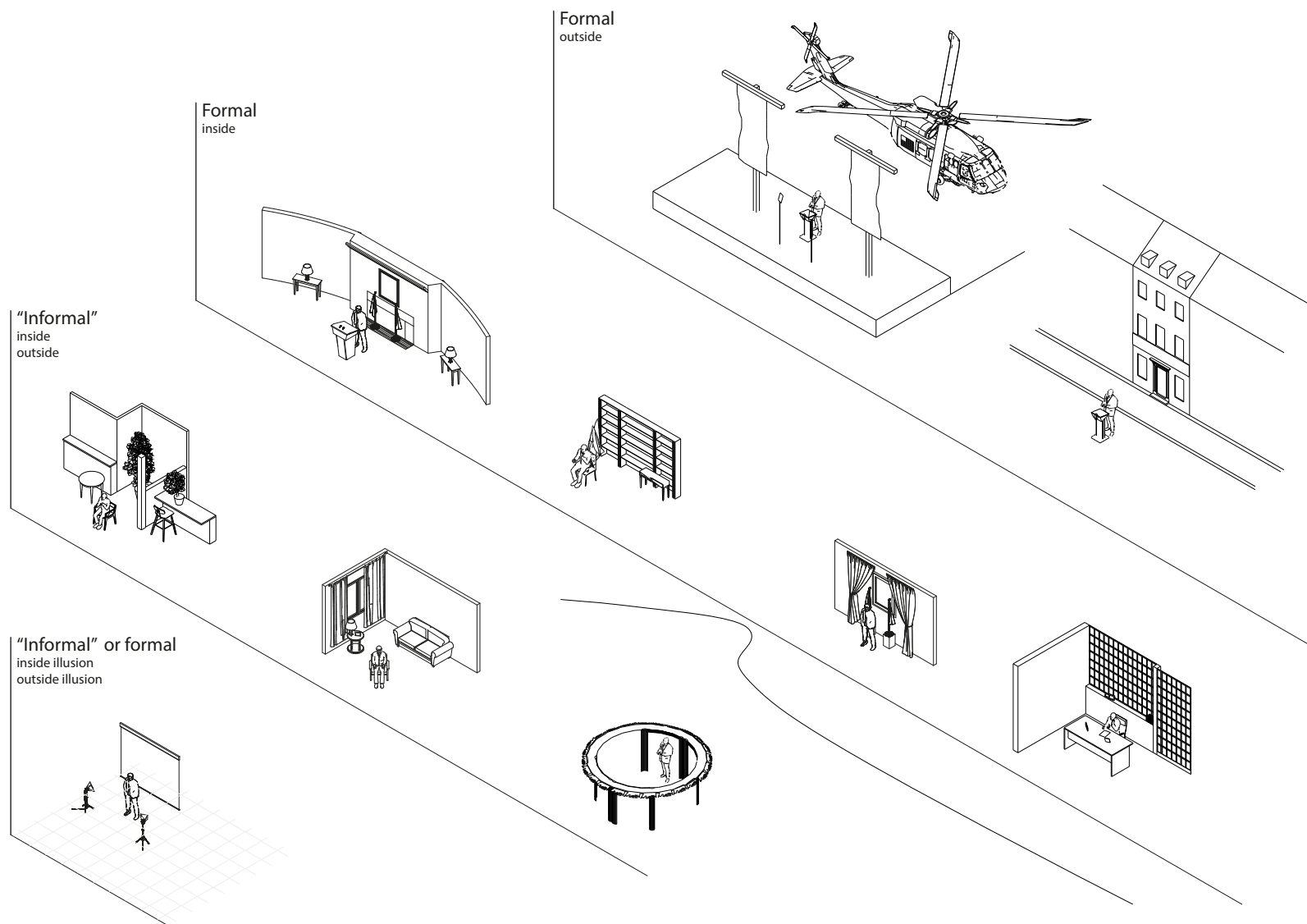
Abstract



Communication has dramatically changed the way in which modern political campaigns are run with the arrival of these new media. With more digital native citizens coming into the voting population, social media have become important platforms on which politicians establish themselves and engage with the voters. In the digital age, evidence across the world has showcased the increasing importance of social media in electoral politics.

This phenomenon of more direct communication with citizens has changed politics because it has given politicians a direct medium to give their constituents information and the people to speak directly to the politicians.

Over times, with the mutation of the way of orating through the virtual, the spatiality of this kind of digital speech need to be more consider. That can be a potential way to improve our democracy with a spatiality that can offer a better configuration of communication until direct democracy.



Axonometric views of social network speech

The analysis research is based on the digital oration with a particular attention on political speech through social networks.

This kind of orating exercise show that everything in the broadcasting video is not random with a relexion on the spatillity. With the overview of multiple study case that go from the very formal office to the informal landscape background passing by the green screen

We tried to extrapolate the ingredient of digital oration and to expose a panorama of type of spaces that are the stage of virtual speeches.

The depth of space is an important parametric aspect in these cases. On our two-dimensional screen, the configuration of the projected image must suggest a thickness of space.

The emergence of more and more political speech on social networks by citizens to defend various causes makes us feel the need to develop this phenomenon in depth.



Joe Biden on Instagram
Biden's speech about russian interference in election

Our project focuses on this digital oration but with the will to invert the communication pattern from the politician to the citizens through social networks with the main idea of giving professional tools to the citizens to allow them to give a speech like the politicians and thus strengthen the direct democracy. There is a will to improve the importance of the citizens' voice (vox populi). The voice of the people is no longer translated into a like or a dislike but into a vocal and performative dimension that brings a more impactful way of giving approval or disapproval of a law or a political speech.

A form of oral dialogue manifests itself in the digital world but also in the urban public space in order to have a panorama of citizens' opinions on the various political subjects of the day.

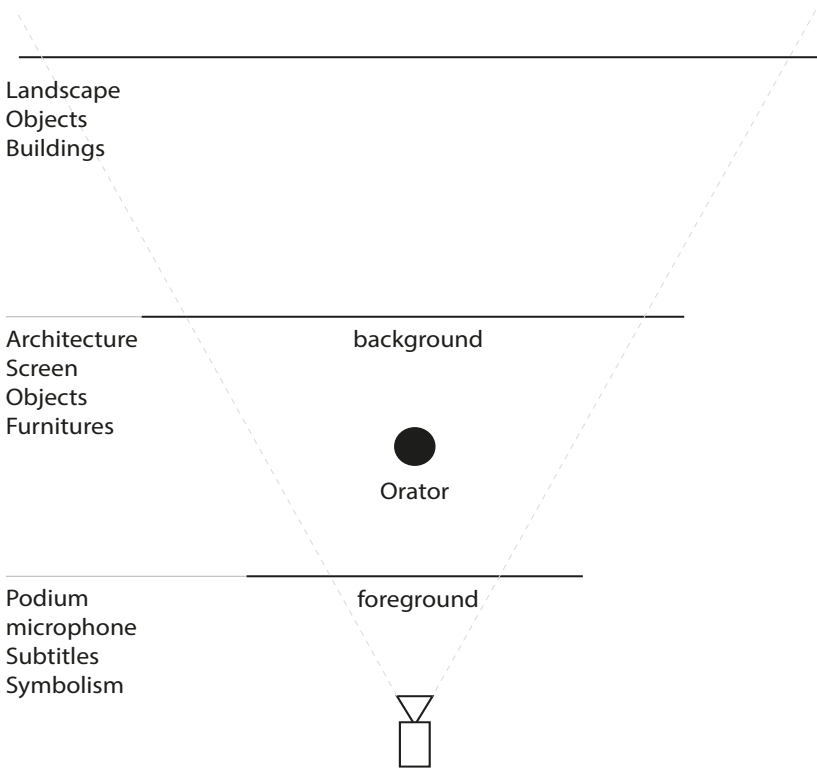
This idea is materialised in urban spatial opportunities through a mobile architectural object called "Declamo Apparatus" that is deployed in the city. This performative object allows its user to capture his or her discourse on a topic in the most efficient way and share it in the virtual world.

I listen, think, give my opinion and broadcast it.



Orating space reference
Auckland Albert Park speakers
Corner

Deepness scheme
the different layers of the
digital orating



Layers



Bern's map
with the localisation of
declamos

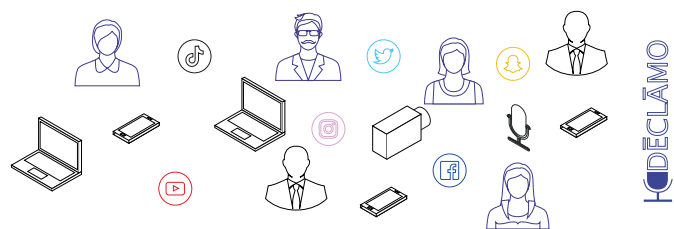
The project is applied throughout Switzerland. Each canton has one Declamo Apparatus per 100'000 inhabitants and the cantons with less than 100'000 inhabitants have one.

An application geolocates the citizen and allows him to reserve a Declamo in his canton.

The Declamo can be transported to a location with a strategic background in relation to the speech. Once the video is over, the Declamo must be brought back.

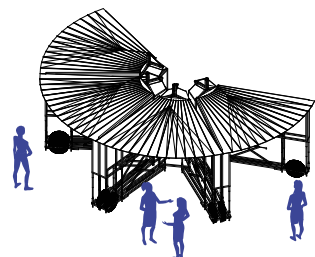
The Instagram page @DeclamoApp is used to publish the completed performance. On show days, the Declamos are gathered in a public square in the canton and the datas collected by the Declamos are broadcast face to face with the political speech or presentation of the current topic.

VIRTUAL SPACE



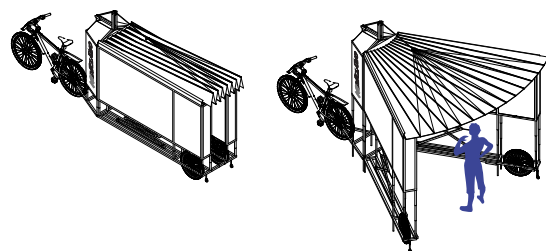
SOCIAL MEDIA
The oration of a reaction or a speech is taking place in the Declamo apparatus that is simultaneously broadcast on virtual social platform

SPATIAL INFRASTRUCTURE

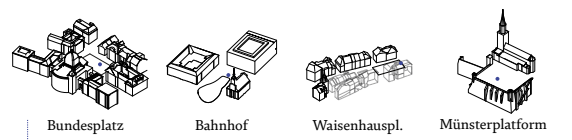


D  CL  MO PAVILLON
Combination of the Declamo apparatus of the canton that form a spatial infrastructure exposition in the public place in front of the parliament.

OBJECTS



D  CL  MO APPARATUS
A mobile object for the digital oration that give the opportunity to citizens to tell, respond to a politician or make a allocution a message through this installation.

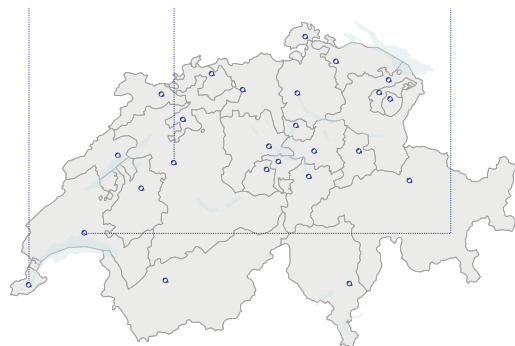


URBAN



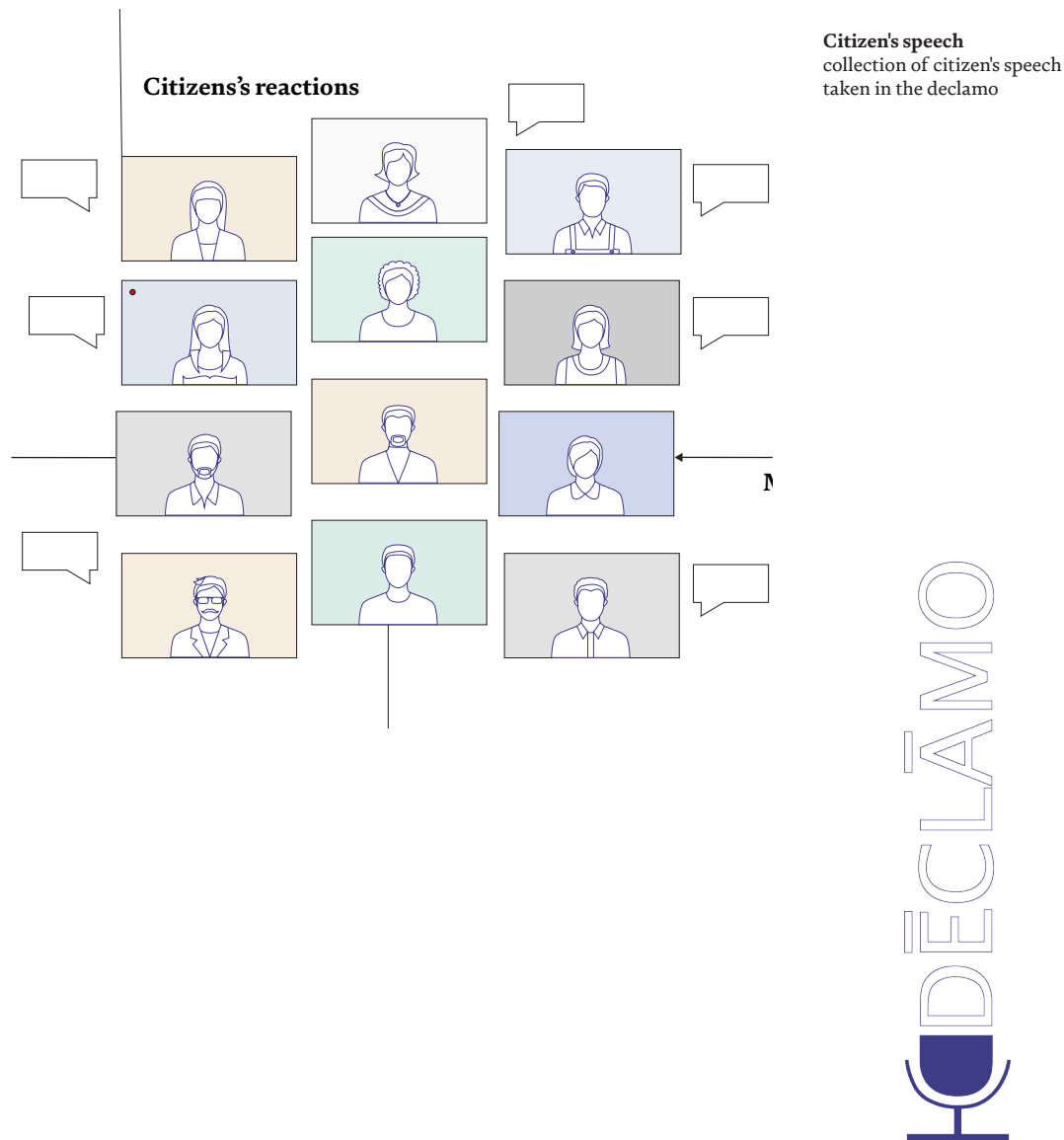
CITIES
In every administrative centers of every canton, Declamos catch symbolic and relevant places, streets, parks or landscape to emphasize the vocal message with a space framing.

TERRITORY



SWITZERLAND

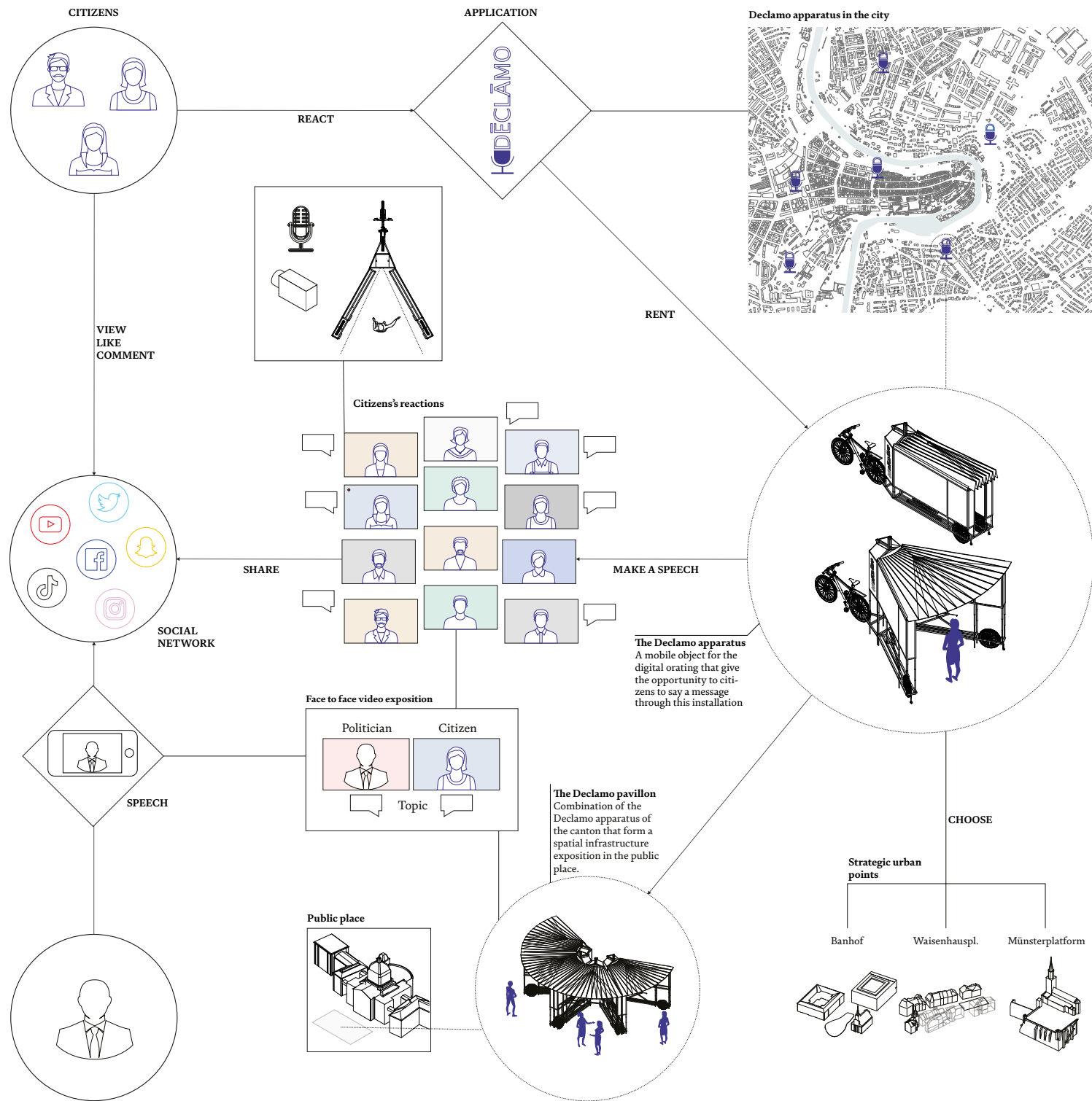
Layers diagram
All actors from territory to the virtual



Citizen performance can respond to a political speech or a current issue. The citizen reserves a Declamo around him on the DeclamoApp. He retrieves his Declamo and rides to a position offering a strategic background. The Declamo is deployed, the speaker performs and the Declamo can be brought back to its place of origin.

The video is recorded in the Declamo as "citizen oration Data" and posted on the Instagram page @DeclamoApp.

During the cantonal exhibitions, the cantonal Declamos are deployed in a public square and the "citizen oration Datas" are displayed in the Declamo face to face with the targeted political speeches or current topics.



Flow diagram
The connections between all actors



Declamo Pavillon
Urban infrastructure on the
public place

The design research aimed to develop a compact element that could be transported by bicycle to make the apparatus more accessible to everyone. Thus, the Declamo unfolds for performance and folds up for transport.

The opening angle is designed to have the maximum viewing angle when capturing. In addition, seven Declamos can be gathered and together create a circle for displaying the orations.

The expression of the suspended fan roof reinforces the modular design of the whole.

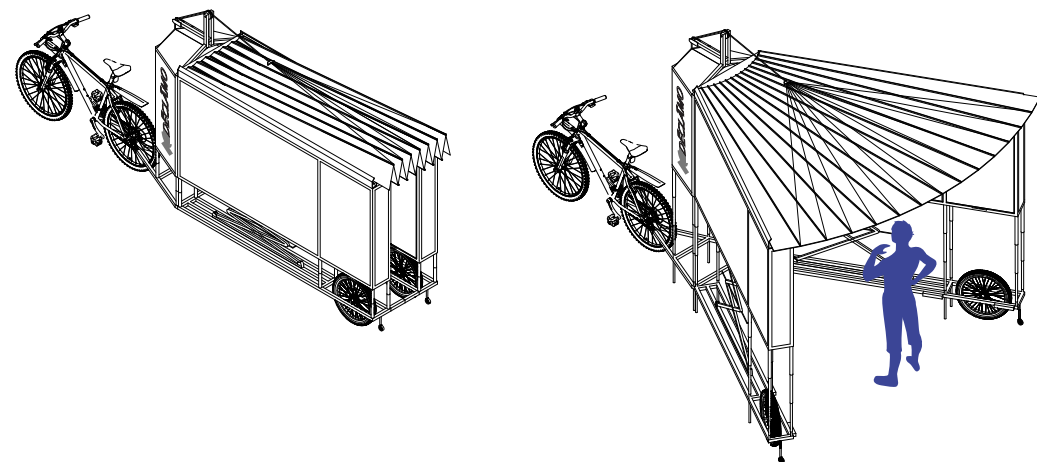
The structure is divided into two parts which open with hinges and form a structural unit when the whole is compacted.

A screw lifting system allows vertical opening, side by side.

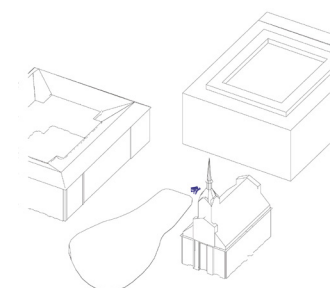
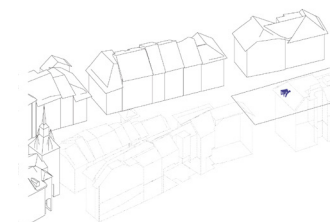
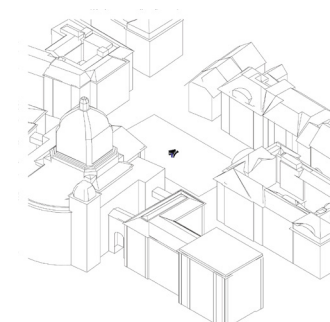
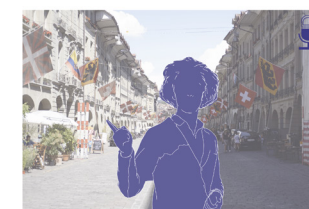
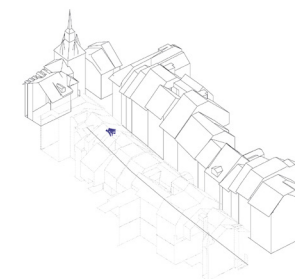
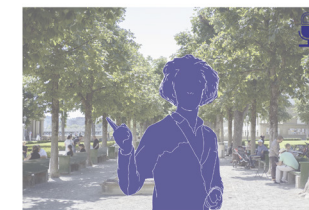
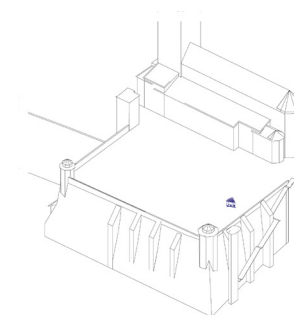
TVs are fixed on both sides of the Declamo to display the videos collected during the public exhibitions.

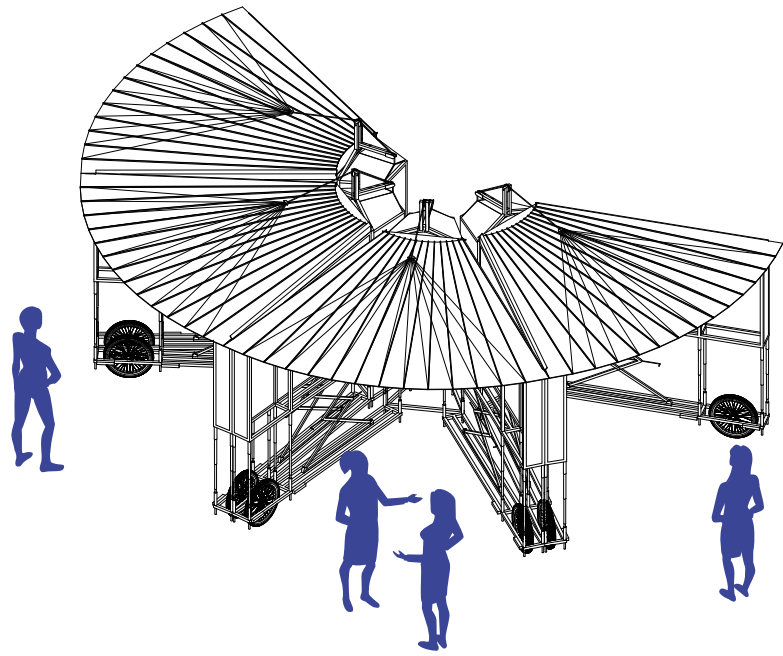
All the elements allowing the speech are installed in the fixed base of the device.

In order to reduce the weight as much as possible, we have chosen to develop a steel structure and a wooden infill.

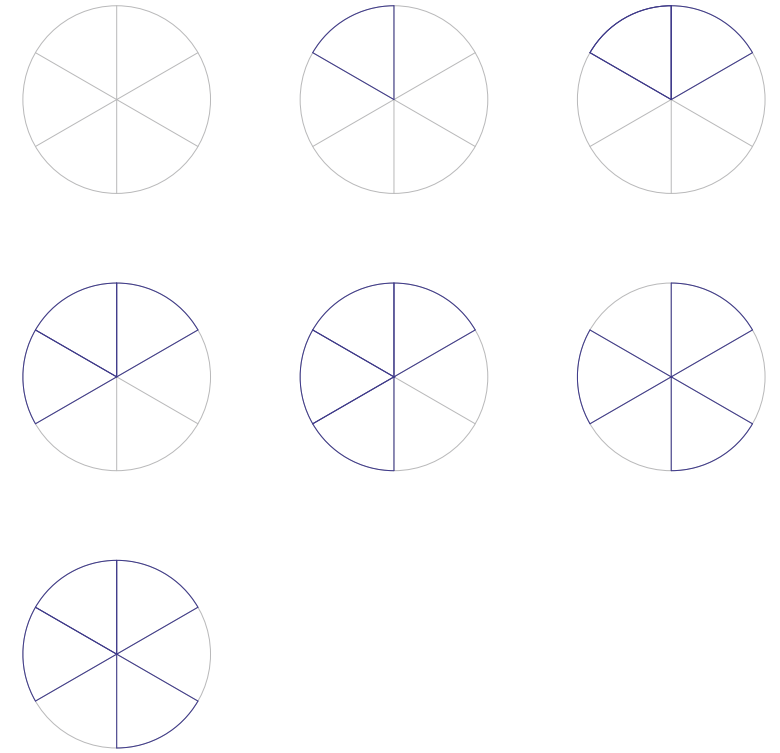


capture the city
different view framing
through the city of Bern





Axonometric view of a combination
A combination of 4 declamos



Scheme of different variations



Exposition of speeches in the Bundesplatz

Details

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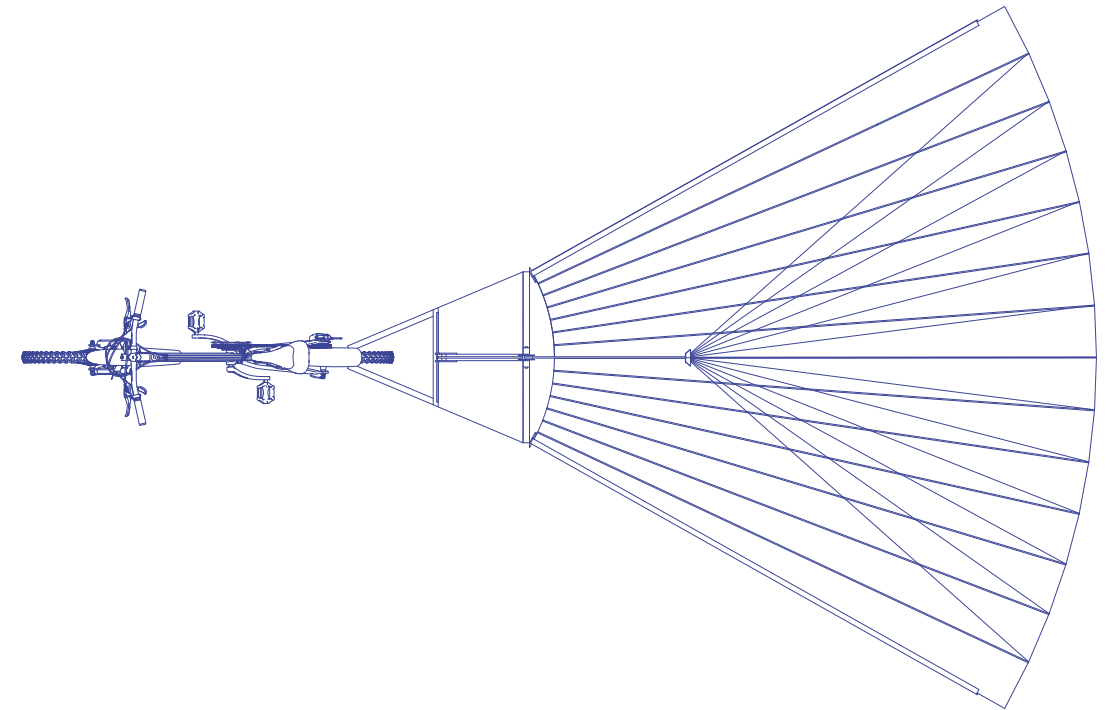
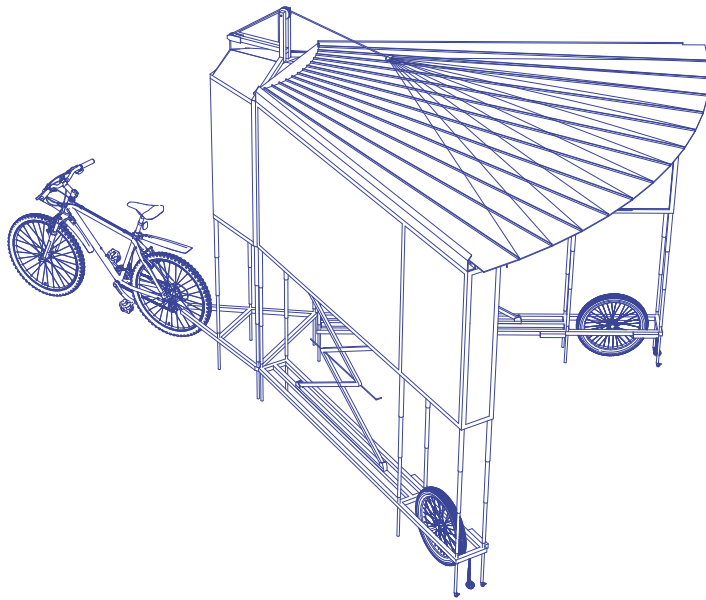
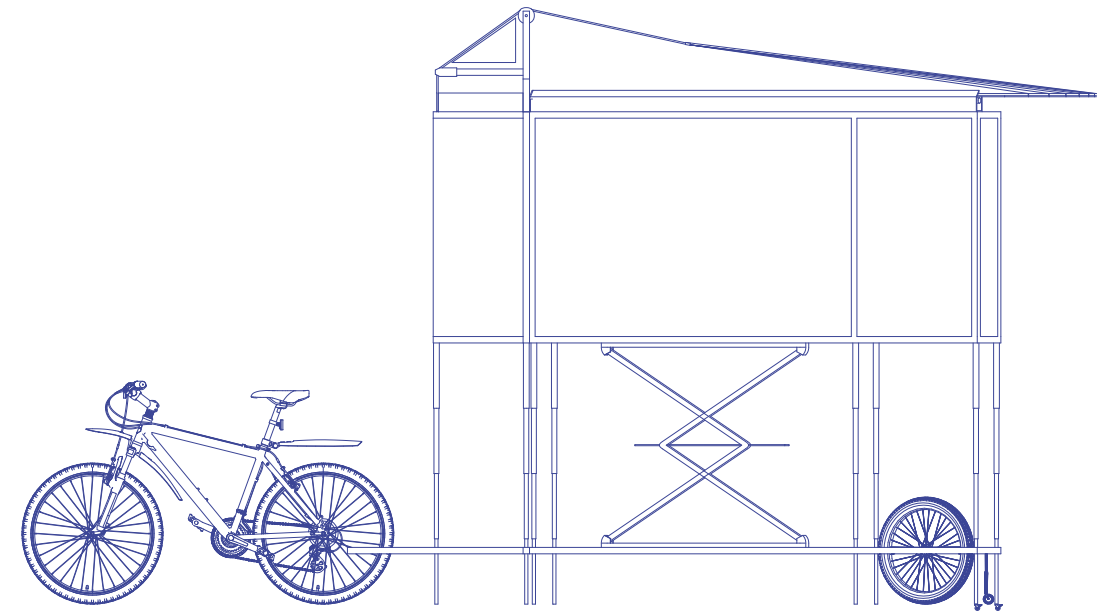
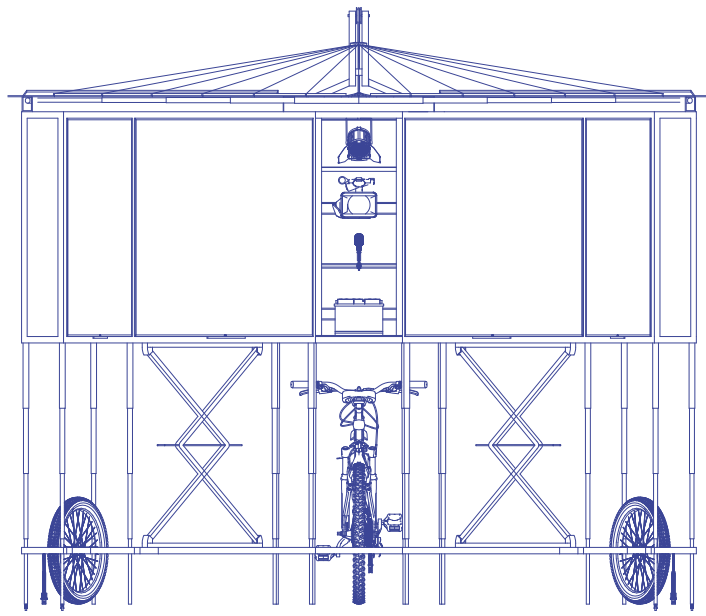
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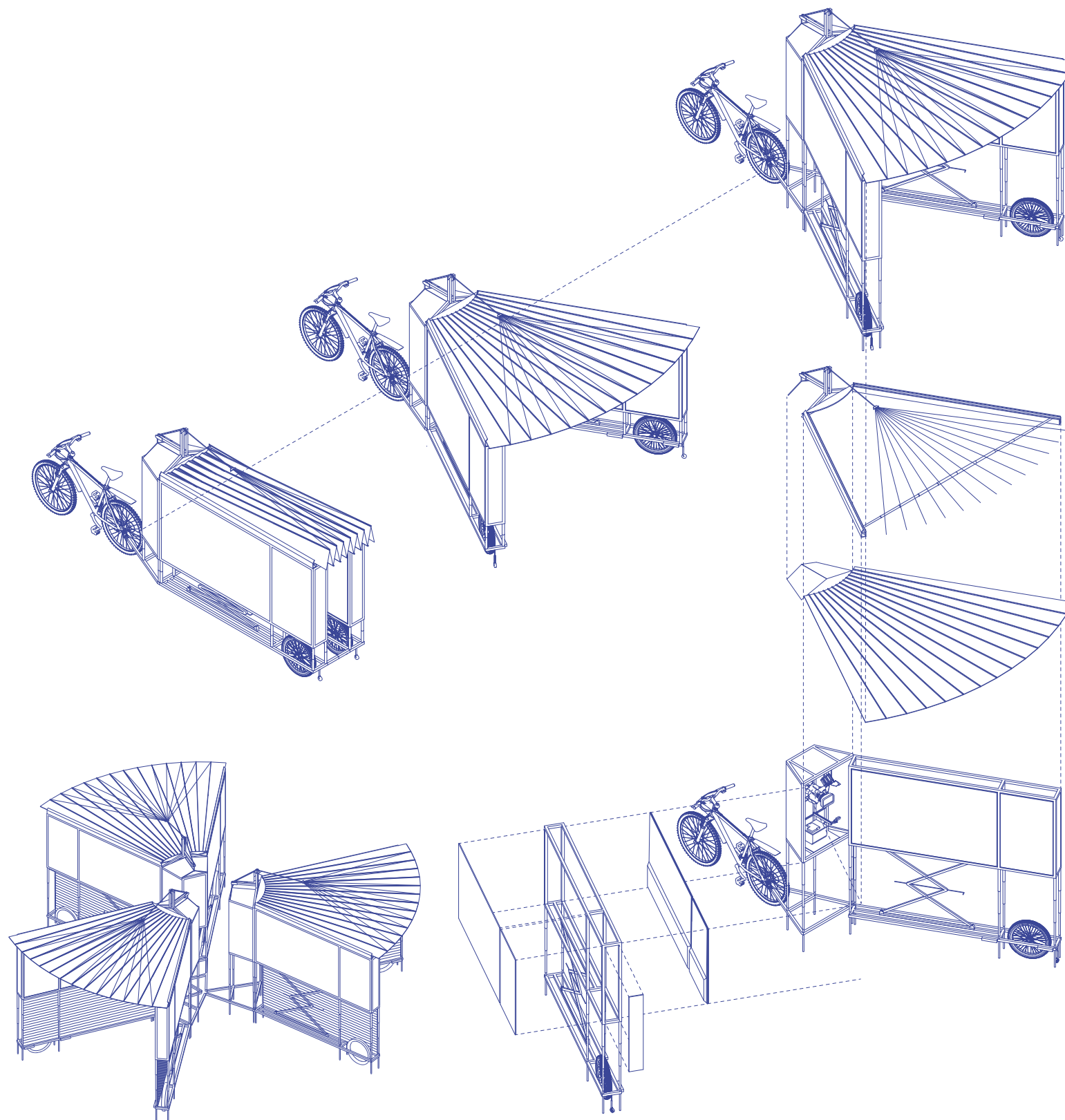
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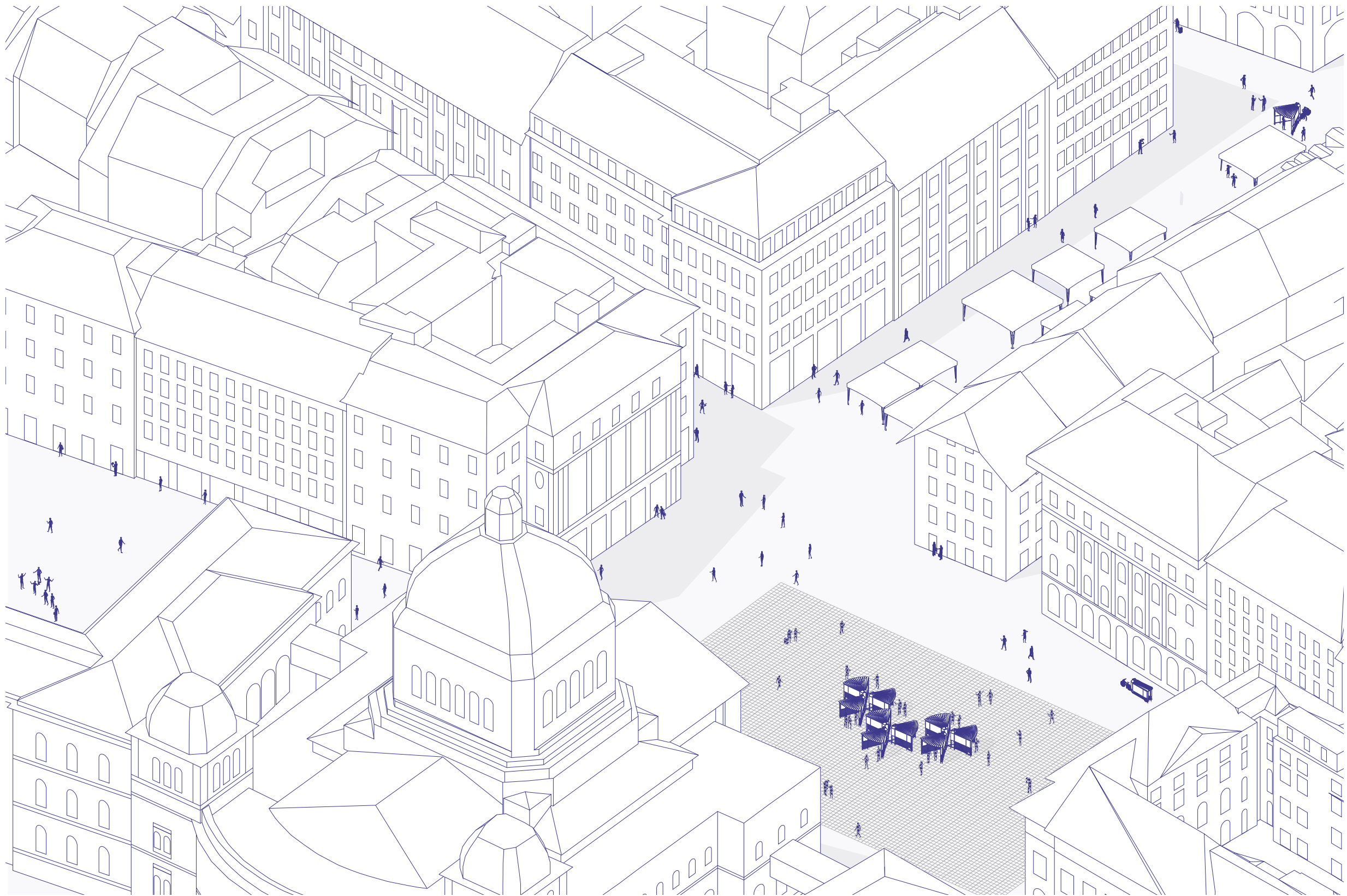
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References



Matadero-Madrid
The Escaravox are two
40-meter-span mobile shading
devices 2012



Mobilitecture



Tricycle house
People's industrial design
office