Mediatecture. Media, Perception, Spatiality

Mediatecture has a theoretical promise of describing frameworks, spaces, and environments of our digital existence. It also aids in understanding hybrid spaces where technology and media cannot be separated from the built environment. Smartphone applications allow us to read several layers of cultural meanings, and this affects not only our perception of space and the environment but also our perception of ourselves. The new uses of space bring about new ways of perception, which enables us to experience our borders, possibilities, and identity in a new light.

In today's world, different aspects of our lives coexist without coherence, unification, or centralization. Our online and offline existences have become so intertwined that it is no longer possible to separate them reassuringly. The connection between the two is now more evident than ever before, as we engage and occupy physical space and the body with our online presence. It's paradoxical, but technology can actually enhance our sense of presence in the physical world. Through the screens of our phones, we can tap into augmented reality, transforming the space and adding new layers to it.

It is evident that the world we live in is becoming increasingly complex, and the term „mediatecture" and other related concepts only provide a few aspects of this newer and more widespread phenomenon, but they are by no means exhaustive or definitive.