



Keynote Speech

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'DIGITELLA'

The purpose of this paper is to trigger controversy. It disguises its provocative statement with a playful hybrid word made up from digit and umbrella. The reason why we can discuss design and cinema as well as numerous other topics pertaining to "visuality" under the same umbrella is none other than a whole new set of relations the unit of which is "the digit". The spatial reality preceding digital technology is closely related to the unisequential conception of time. The spatial aspect of digital technology can best be described by virtual or augmented reality which is related to a multisequential conception of time. Architecture as we have known of it finds itself redefined in this new kind of visuality where haptics become at least as important as optics and the diegetic space becomes inhabitable transforming the viewer into an actor. This short paper will explore the various interfaces between the images and their producers/consumers where traditional borderlines become meaningless.

* **Dr. Feride Cicekoglu** has a background in architecture and has developed a professional interest in literature and cinema due to her years as a political prisoner during the military junta of 1980 in Turkey. Since then she has written or contributed to a number of screenplays, such as *Don't let them Shoot the Kite* (Tunc Basaran, 1989 – Priz du Public, Cannes) and *Journey to Hope* (Xavier Koller, 1991 – Academy Award for Best Foreign Film) and has published stories which were translated into several languages. At the moment she is at Istanbul Bilgi University, Film-TV Department. Her recent publications include *New York-Istanbul* (Homer, Istanbul, 2003), two articles on the relation of word and image in Orhan Pamuk's novel *My Name is Red* (*Journal of Aesthetic Education*, 2003) and two chapters in an international project contributed by 14 writers from 11 countries (*Global Novel*, Athens, 2004).