

# THE NETWORK SOCIETY: THE NEW CONTEXT FOR PLANNING

abstracts



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## RURAL VERSUS URBAN ARCHITECTURE FOR THE SMALL COMMUNITIES: CASE STUDY OF ANDROS ISLAND

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In the era of the network society and globalization, the development of vernacular architectural values for the housing in the rural areas appears as an aesthetic choice. The paradox is that the urban fluctuations need rural' s architecture model for the regional development ("glocalisation?").

In Greece, the primer differentiation between rural and urban architecture, is the grouping of housing in small villages with population under 2000 inhabitants, providing vernacular architectural elements for each settlement' s "microstructure". In concern with the representation of the "macrostructure", the primer differentiation results from the roofing pattern and the density of the buildings.

The topics of rural versus urban housing pattern and their "macrostructure" representation are surveyed in the case study of Andros Island's settlements, in order to evaluate the state of rural and traditional architecture, in respect of the new context of planning.

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## CHALLENGES AND OPPORTUNITIES FOR URBAN DESIGN IN THE INFORMATION-TECHNOLOGY ERA

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Current trends point to a future city of increasing complexity and contradiction. The city will continue to transform in fragments with viable and distressed areas located side-by-side. Older areas will have the unique opportunity to renew themselves and become viable through information-technology (IT) economy. The increasing use of broadband and wireless communications and the resulting interconnectivity of cities, cross-border uses of monetary and creative capital, changing consumer preferences, are transforming the city centers into global nodes and destination places. What are the opportunities and challenges for urban design? Can the western model of city design continue to be relevant? What will the image of the emerging 21st century city be? The relevancy of the western model of urban design will be challenged, as contradicting forces will require new ways of understanding and structuring segregated, unplanned, and competing public/private urban spaces. Traditional urban design principles that were able to structure the city center and establish a holistic sense of civic space will increasingly be used to produce invented spaces, to thematise developments. The downtowns of major cities are being transformed to corporate products driven by short-term gains from the emerging experience economy. Based on literature and experience with urban design projects involving distressed areas, this paper will establish the background for understanding the key issues, and will explore the challenges and opportunities for urban design by promoting the concept that cities will increasingly becoming a puzzle of contradictory 'places' characterized by their visual attributes, places as products, places resulting from processes, and places containing experiential meaning.

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