

## The Estonian national Pavilion at 10. International Architecture Exhibition, La Biennale di Venezia

Info: Yoko Alender [yoko@urbanmark.ee](mailto:yoko@urbanmark.ee) +3725101387 International Press Release

OPENING PROGRAMME - September 9th - at Associazione Culturale Spiazzi, vicino San Martino

10 am opening seminar, talks by the authors and invited specialists  
6 pm performance by estonian contrabassist Taavo Rimmel  
6.30 pm VERNISSAGE



la Biennale di Venezia

10. Mostra  
Internazionale  
di Architettura  
Partecipazioni nazionali

The Estonian exhibition Joint space searches for possibilities to create superpersonal space combining mobile positioning with an on-line medium. Architects, urbanists and geographers have cooperated with geo-informatics to cut through the lifelessness of traditional planning.

Estonia is in the forefront of applications for new technology – parking, bus-tickets and banking through mobile phones is every-day life in this small north-european contry. Mobile phone and internet usage is world leading, even the government is elected, operates on-line. At the architecture biennale the latest ICT technology meets city-planning.

85% of all phonecalls start with „Hi! Where are you?“. Why ask, your mobile phone can position your location. 750 people have given us 450 000 positionings during the last years.

This input has created a real-time medium – JOINT SPACE. An interface creating quality through feedback besides mapping quantity.

Which are today the possibilities for personality in the cityscape?

A space reflecting and recognised by the individual, her cultural background, social identity etc. How to create such a manyfaceted space?

Personality can today be realised in expanding the consciousness of space usage. A clever intensity in time and space – a instaneous transformation of space. By joining real-time position and social identity in JOINT SPACE as a medium we have tried to create a possibilty for the realisation of such a personal space. Personal space creates additional value, diversity. It embodies our personal history.

Surveillance fear interests us: is location really so important, so private? Why do people choose to show, why not? Which are the possibilites for positive creation when choosing to show, not ignoring possible draw-backs.

The Estonian exhibition consists of

**A web-site** projected on an interactive screen viewing real-time movement  
[www.jointspace.ee](http://www.jointspace.ee)

**Projects** carried out using mobile positioning in Estonia:

- Joint Art Academy - a way of moving from object to subject, an individualised crowd, a multifaceted perception of space
- Real-time tourism monitor: Estonia
- Mobile Map Of Suburban Commuting And Sprawl

**Book** about positioning, planning and revolution – texts ranging from science to filosophy and poetry

**Film** an artistic visualisation of different identity based spaces/routes in Tallinn

**Music** estonian music, bringing bits of the estonian audio space to Venice both live and through hifi

Decision making in local governments and city politics are inadequate categories or instruments of organizing space. The motive to please the majority of people is the drawback of policies. We believe there exists a personal space for every individual.

Consumption is the conflux explicable to all. The acquisition of functions, spaces, infrastructures and prefabricated models of being this/doing that. Looking more closely at this space we see people bending unconsciously to situations forced upon them. In other situations using the minimal possibilities left for it they outmaneuver. Tactical behaviour, searching for instantaneous actuating codes can countervail constructed frames.

It is a question of how groups of individuals can make their voice heard. Not with one-time action when the critical limit being reached is sending people to the barricades, but through systematic every-day participation.

**Official website:** [www.urbanmark.ee/venezia](http://www.urbanmark.ee/venezia)