

Media Architectures as Infrastructures of Privatization

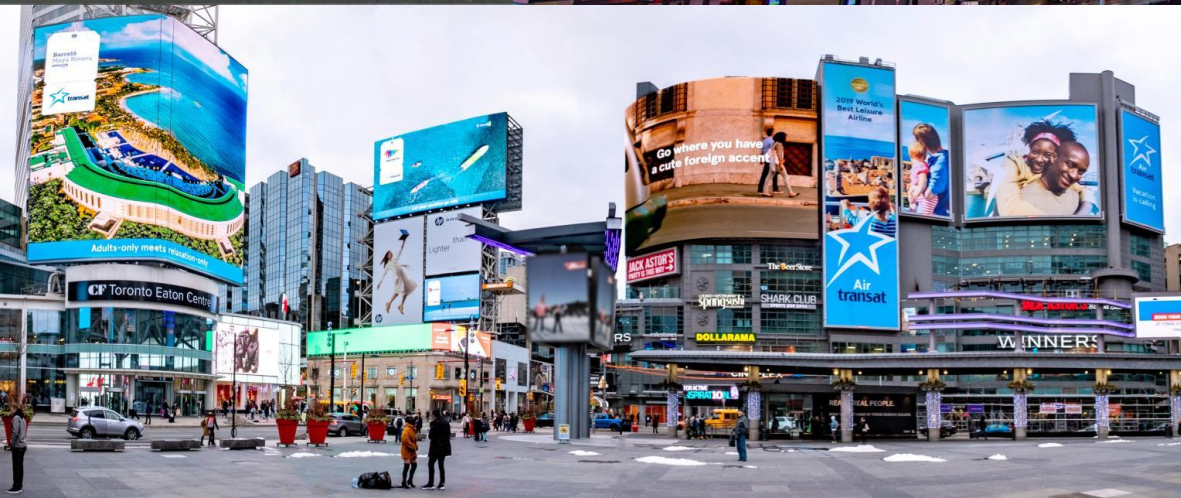


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Three Dominant Narratives in Media Architecture Studies

Paradigm	Examples	Context
Commercialization	Struppek, Pop et al., Papasterigiadis et al.	Commercial culture
Mediatization	McQuire, Kronhagel, Haeusler, Tomitsch	Electrification, Digitization
Remediation of cinema	Verhoeff, Casetti, Colangelo	Post-cinematic, new media, and digital cultures

What are the histories of
media architecture real estate?



Four Historical Commonalities:

Local Government Backed Economic Rejuvenation Projects

Total redevelopment

Gentrification

Red light districts; land expropriation

Cultural Heritage

Protection of architecture, or media, or idealized version thereof

Privatization

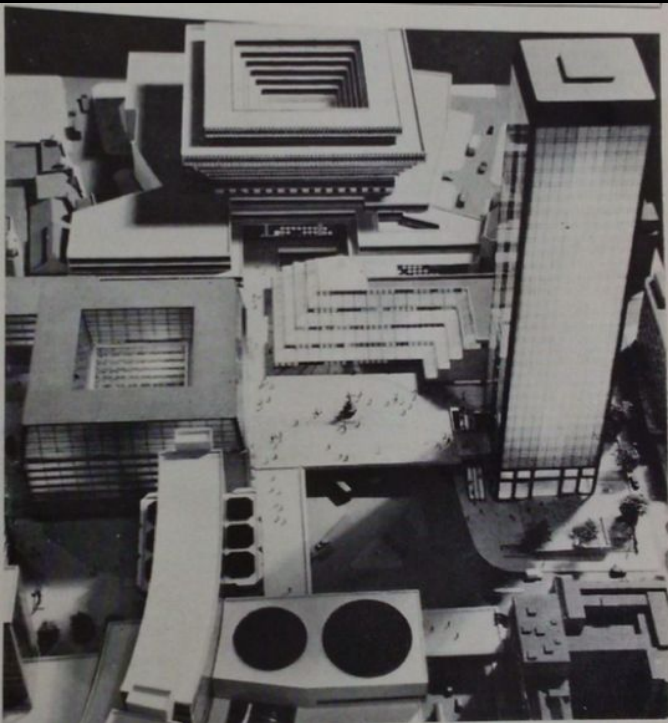
Business Improvement Districts, Public Private Partnerships



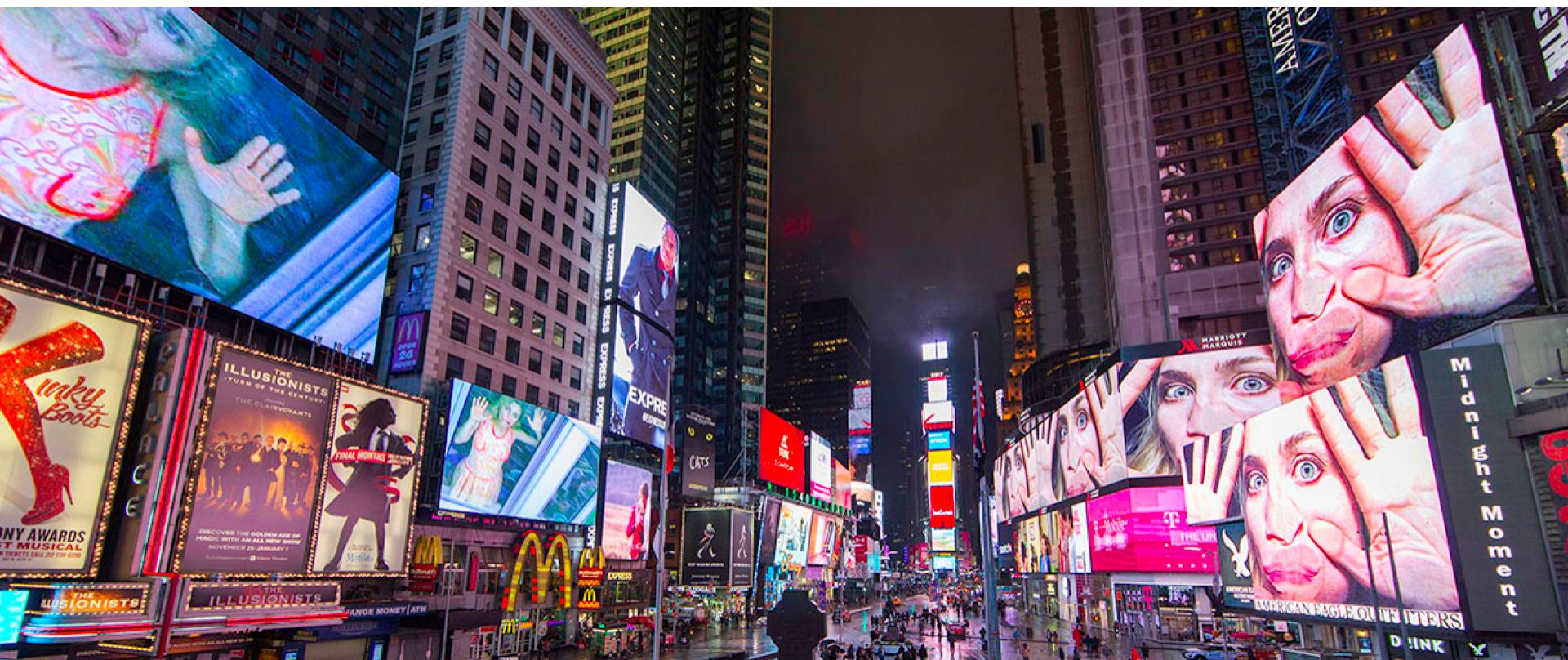
Top Left: Piccadilly Circus 1962.

Top Right: "New Newscaster" in Piccadilly Circus (British Pathé) 1968.

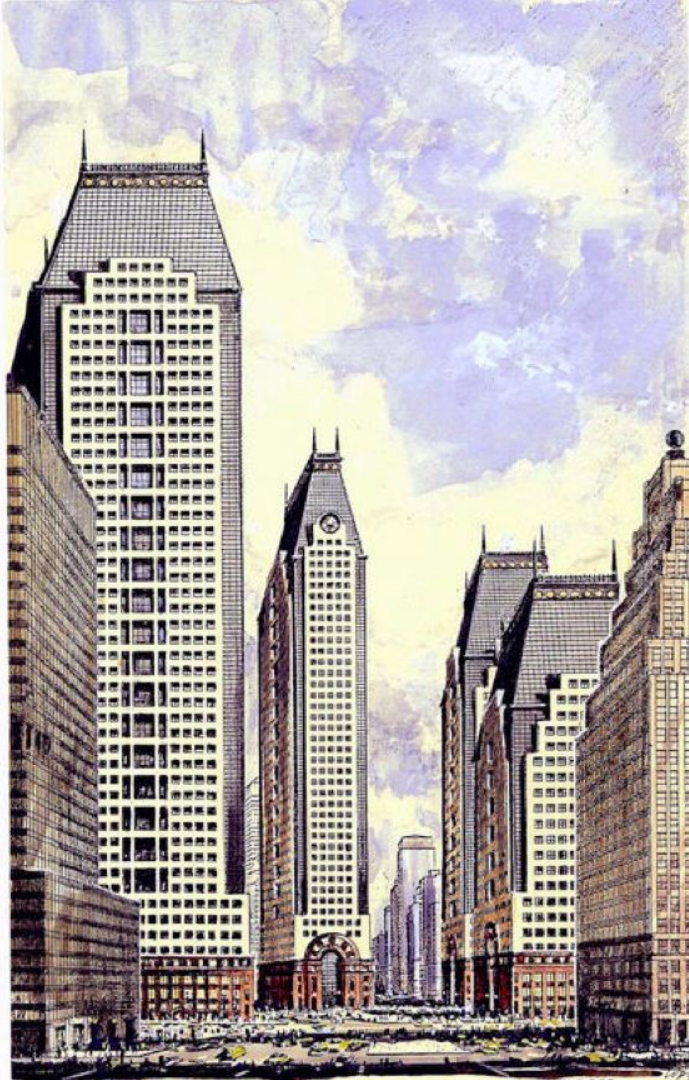
Bottom Left: Piccadilly Circus 2015.



Three separate proposals to comprehensively redevelop Piccadilly Circus put forward for approval during the 1960s



Times Square, 2017



**Designs for
Times Square
Centre by John
Burgee and
Philip Johnson,
1984**



Yonge Street and Dundas Street, Toronto c.1995



Yonge-Dundas Square c.2015



Level P4 of Dundas Square Underground Parking Lot