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INFLUENCE OF TELEVISION IN TOWN-PLANNED AND  
ARCHITECTONIC SPACES

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If Brasília is not to be reduced to the significance of a mere landmark of conquest, a cross, sign of passing and death, but rather may spread its wings and embrace the curvature of the globe, adhering thereto and upraising therefrom a new civilization, it cannot be allowed to remain as it is today, an urban centre in the midst of an endless expanse of scrubby uplands, but should come to be the central knot in a wide-flung network of communities covering the whole of the national territory.

A true civilization cannot be created — according to the views of Adriano Olivetti — separating economic planning from town-planning.

True civilization is harmony between private and public life, between work and home, between consumer and producer centres, between residential centres and hospital, welfare, educational, cultural and recreational centres.

Efficient town-planning applied to the organic solution of district, regional and national problems alone can give SHAPE to an economic plan.

But in smaller and the smallest communities, it becomes difficult to accommodate cultural and recreational centres among dwellings. Here it is that television can make its contribution, both as a medium of dissemination (which it already is) and as a new outlet for creative expression (which as yet it is not), and help to equalize standards of civilization irrespective of variations in demographic density.

In localities that cannot hope to keep a cinema going, much less a theatre, where a museum would have little chance of being set up and surviving, television can supply, not only news and information, but also the visual education of a museum, the diversion of a theatre or a cinema, and — in the near future, let us hope — an attractiveness of its own, as an original art and not merely as a means.

In this way, not only will civilization be disseminated but one of the reasons for demographic overcrowding will be eliminated with the levelling of the difference in culture, comfort and recreation between town and country, and it will be easier to attain the modern ideal of harmonious fusion between urban and rural activities.

At the same time, whereas the numerous distractions of the big city have helped to split up the family and to give rise to the idea that a home is merely a place to sleep in, since a man goes about nearly all of his activities elsewhere, leading — together with speculation in real estate — to the construction of residences that lack enough space for the family to "get together" ; television, by bringing amusement, culture and art right into the home, reassembles the family, which no longer has to scatter in order to find what each member is seeking.

More than evident, therefore, is the social importance of this art that television will develop into and its influence, which is centrifugal in town-planned spaces and centripetal in architectonic ones.

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