

## ICONOLOC: AN UNFINISHED MANIFESTO

### Embracing SPIRIT\_55/66

The Japanese whom willing to sacrifice international credibility to defend their inherited identity, the Chinese whom fiercely divided in between two poles of the great debate, or the French who doesn't think importing foreign symbol in the core of their sacred space is a real problem had all proven one thing – engineered or otherwise, Cultural Hypnosis does exist. An on-going reality hidden deep beneath the digitally over-publicized inflation or rather invasion of sci-fi architecture. As the hyperreal is aggressively taking over the physical/biological geographies – as common majority is spending more time, making more friend, feeling more confident, experiencing more freedom, taking more lessons, mining more trust, believing more truth, portraying more selfness in the realm of the world wide web products of real(istic) culture will soon be left as piles of digital ruins. Merely collectible or even imitable souvenirs from the past. Objects of meaningless surrogates. Similarly to world wars, global recessions, resources depletion, or planetary destruction: this is a global phenomenon. Like how Keynes had insisted on, like it or not – *We are all in it together*.

The *Origin/Discourses of Postmodern Architecture* are just two glimpses out of the vast global perspectives; an alternative theory to re-read our cultural history in the downstream architectural point of view. Paying more focuses on the development of Classical (including Neo Classical)/Modernist/Postmodernist styles, the three-core systems practiced correlative spreading approaches – given birth in the Eurocentric-hemisphere, then distributed worldwide through the practices of global colonialization/imperialism/capitalism and media/entertainment/communication domination. Thus if the problem of identity is assumed to be seeded from any homogenization attempts (like how ideological homogenization attempt had generated world wars), then the cure to this disease must be hidden somewhere within the long forgotten local wisdoms. SPIRIT\_45 is just the beginning. An initiation from Indonesia which calls upon the construction of much wider movement. To embrace the rise of SPIRIT\_55 and furthermore SPIRIT\_66. To once again gather, and revive both Bandung and Tri Continentale spirits and foster wider architectural discourses on deeply rooted design. Not to merely serve conservation purposes, but to furthermore provide fresher insights over inventive practical grounds. Reinterpretation means which utilize more contextual design vocabularies.