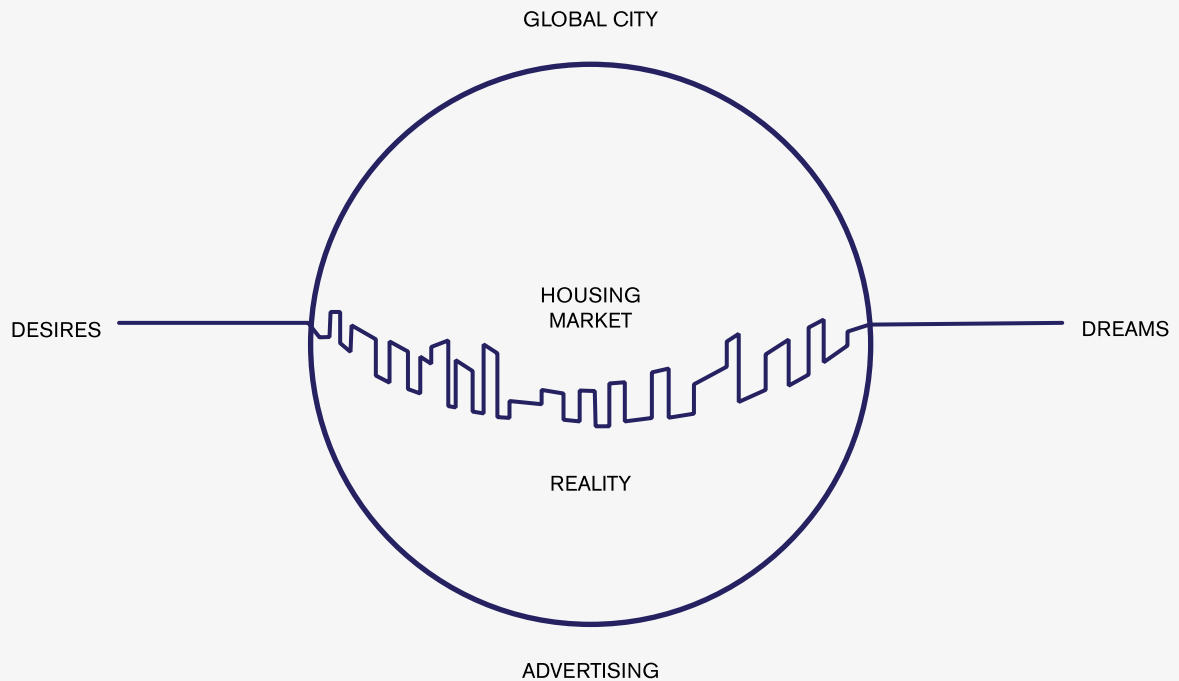


D-09 PROMISE AREAS

MFG PALTRINIERI - MIRKO SMERDEL



The ongoing series *Promise Areas* stems from Discipula's interest in the relationship between images and systems of political and economic power.

Specifically, the project relates to the use of renderings (created to show and advertise luxury apartments under construction) as a tool for the transmission of a vision, and ideology, of a neoliberal and capitalist nature.

Starting from the "Globalization and World Cities Research Network" (GaWC) ranking of global cities, Dis-

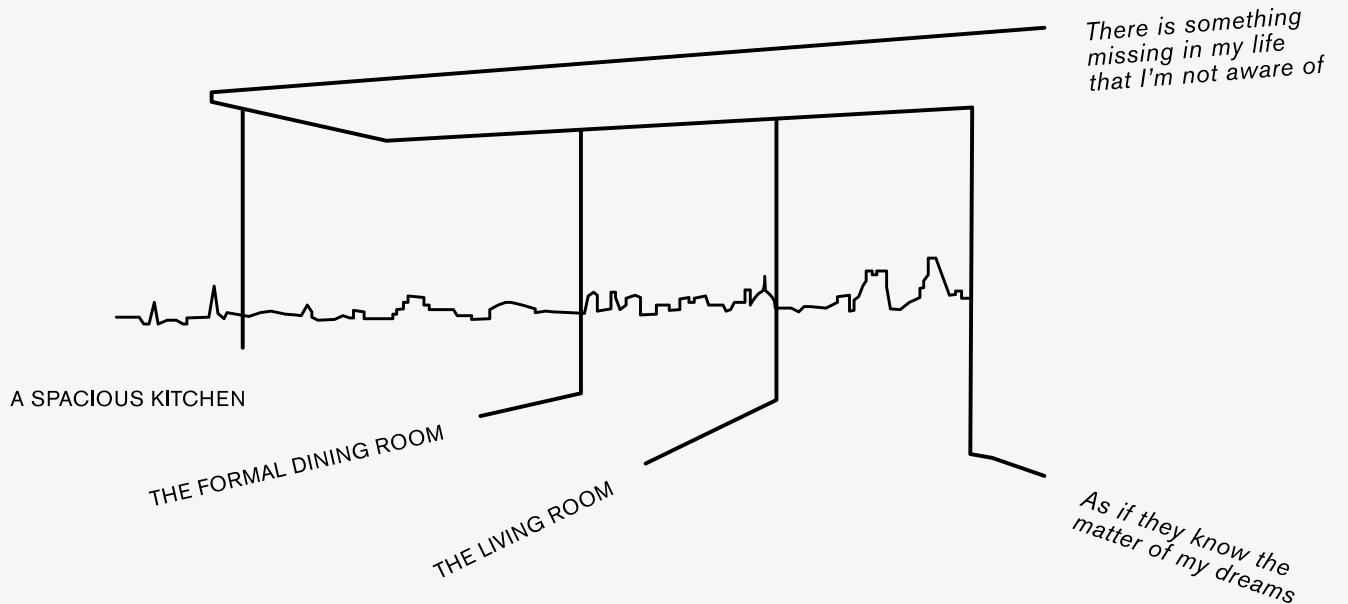
cipula selected one rendering for each of the first 28 cities.

The renderings are then reduced to skeletal layouts, points of departure for diagrams in which different textual elements taken from real estate websites interact with original texts written by Discipula.

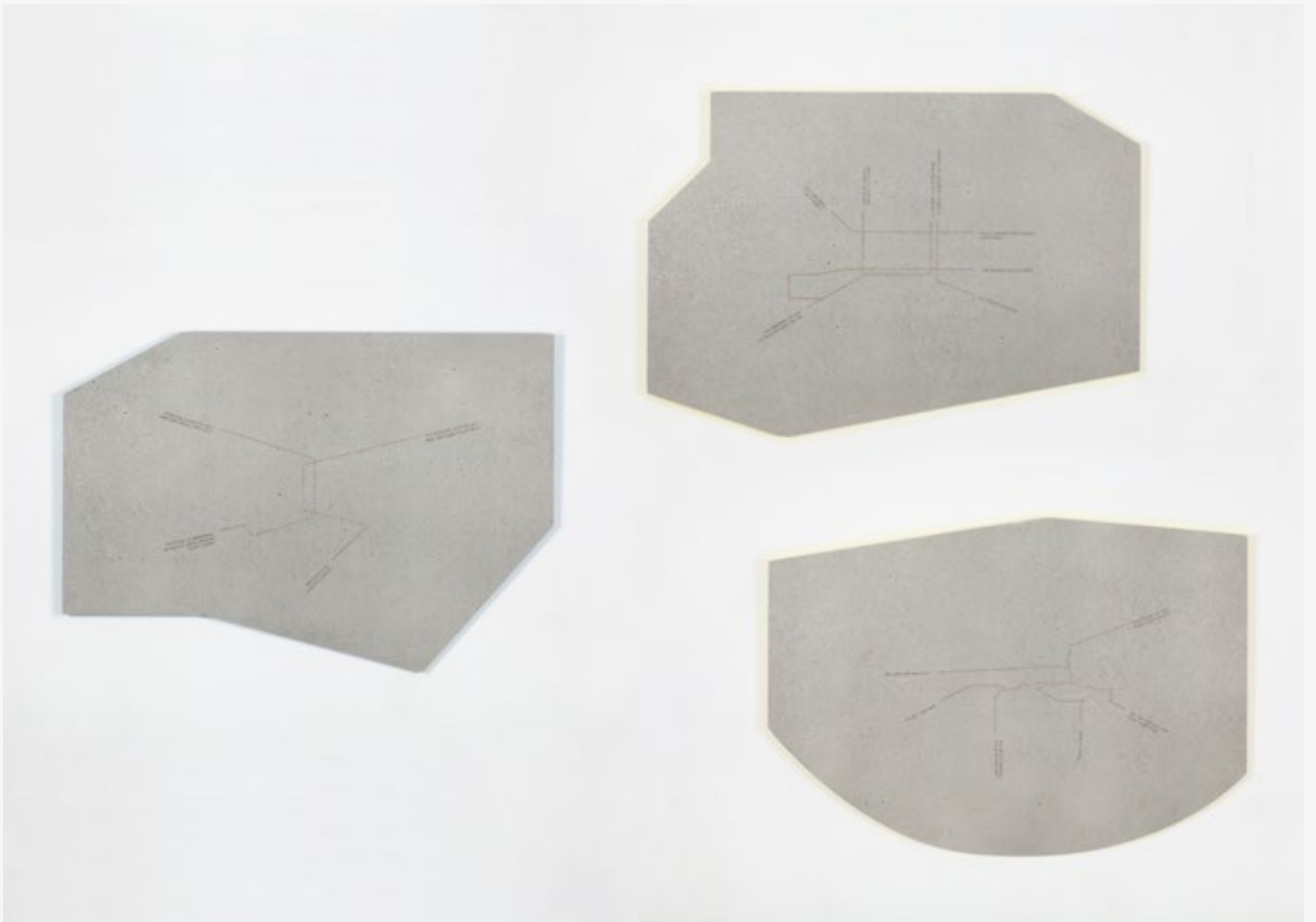
The aim of *Promise Areas* is to create psychological spaces where to explore the tension between simple human needs and desires, ostentation and power that these renderings seem to symbolize.



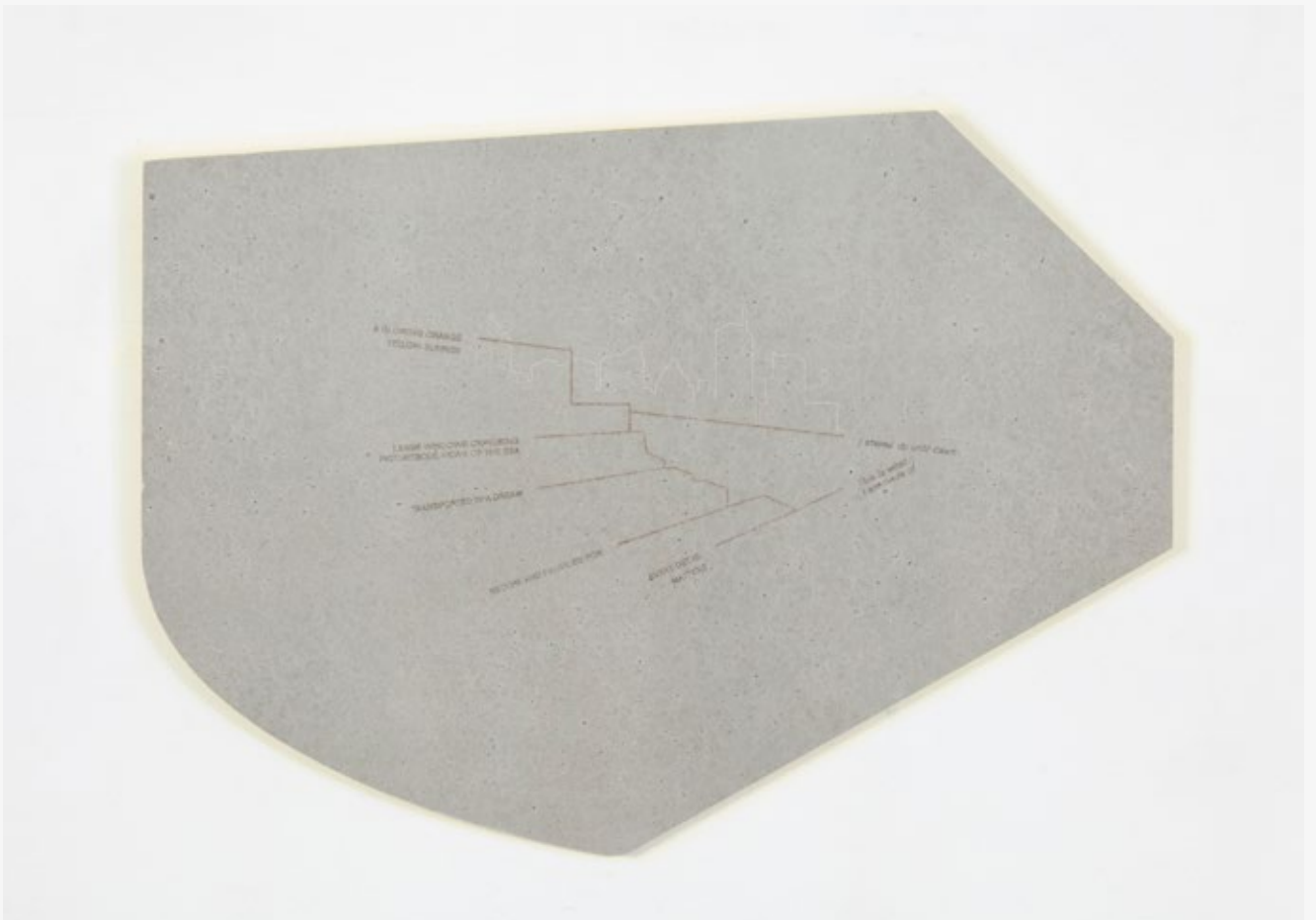
Rendering of a luxury real estate in London



Digital drawing for the city of London



Installation views: laser engraving on Conclad, enamel, 100 x 70 cm each



Promise Areas #04 - Tokyo, laser engraving on Conclad, enamel, 100 x 70 cm



Detail of Promise Areas #04 - Tokyo