
SALES ODDITY
MILANO 2 AND THE POLITICS OF DIRECT-TO-HOME TV URBANISM

by Andrés Jaque/Office for Political Innovation

MEMORIA DEL PROYECTO
Premiado con el León de Plata al mejor Proyecto de Investigación

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I. DESCRIPCIÓN DEL PROYECTO

En 1970 Berlusconi promovió Milano 2, una ciudad residencial a 7,5 km de Milán, publicitada como ‘la ciudad de los número uno’ y diseñada para exiliar a prósperos sectores de la sociedad que trabajaban para corporaciones multinacionales de la polución, del crimen, de las masas obreras y de una incierta promiscuidad de mercado. Berlusconi afirmó: ‘No vendo espacio, vendo ventas’. La televisión moldeaba y transformaba los cuartos de estar en extensiones del Palazzo dei Cigni de Mediaset, en el cual las personas famosas traducían la vida ordinaria del día a día en patrones de consumo, deseables para audiencias prefiladas. Milano 2 ha sido el ensayo probeta en el cual los urbanismos de las televisiones nacionales de posguerra han sido confrontados por un entorno transmedia donde nuevas formas de política han ganado relevancia.

In 1970 Berlusconi promoted Milano 2, a residential city 7,5 kilometers from Milan, advertised as “the city of the number ones” and designed to exile affluent sectors of society, hired by multinational corporations, from pollution, crime, workers and uncertain market promiscuity. Berlusconi stated: “I do not sell space, I sell sales”. TV rendered living rooms as extensions of Mediaset’s Palazzo dei Cigni; in which sexy celebrities translated ordinary life into consumption patterns, desirable to profiled audiences. Milano2 has been the test-tube in which post-WWII national-TV-urbanisms were globally confronted by a transmedia environment, in which new forms of politics have gained relevance.

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CRÉDITOS

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Un proyecto de Andrés Jaque/Office for Political Innovation

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Arte Sonoro/Sound art

Jorge López Conde

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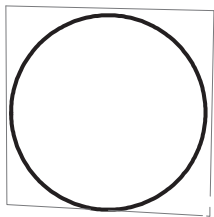
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II. PLANOS

Tulle-made hanging model

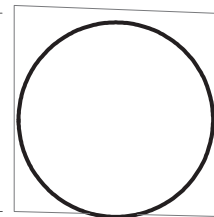
Hanging frame made of aluminium tube

4000



curtain

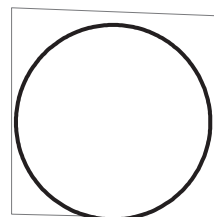
1250



Concealed low power speakers connected to amplifier connected with hard-disc in projector

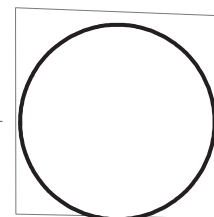
curtain

6673



curtain

7.000 luxes Video Projector fixed to roof structure



Proyecto/Project: Sales Oddity. Milano 2 and the Politics of TV Urbanism

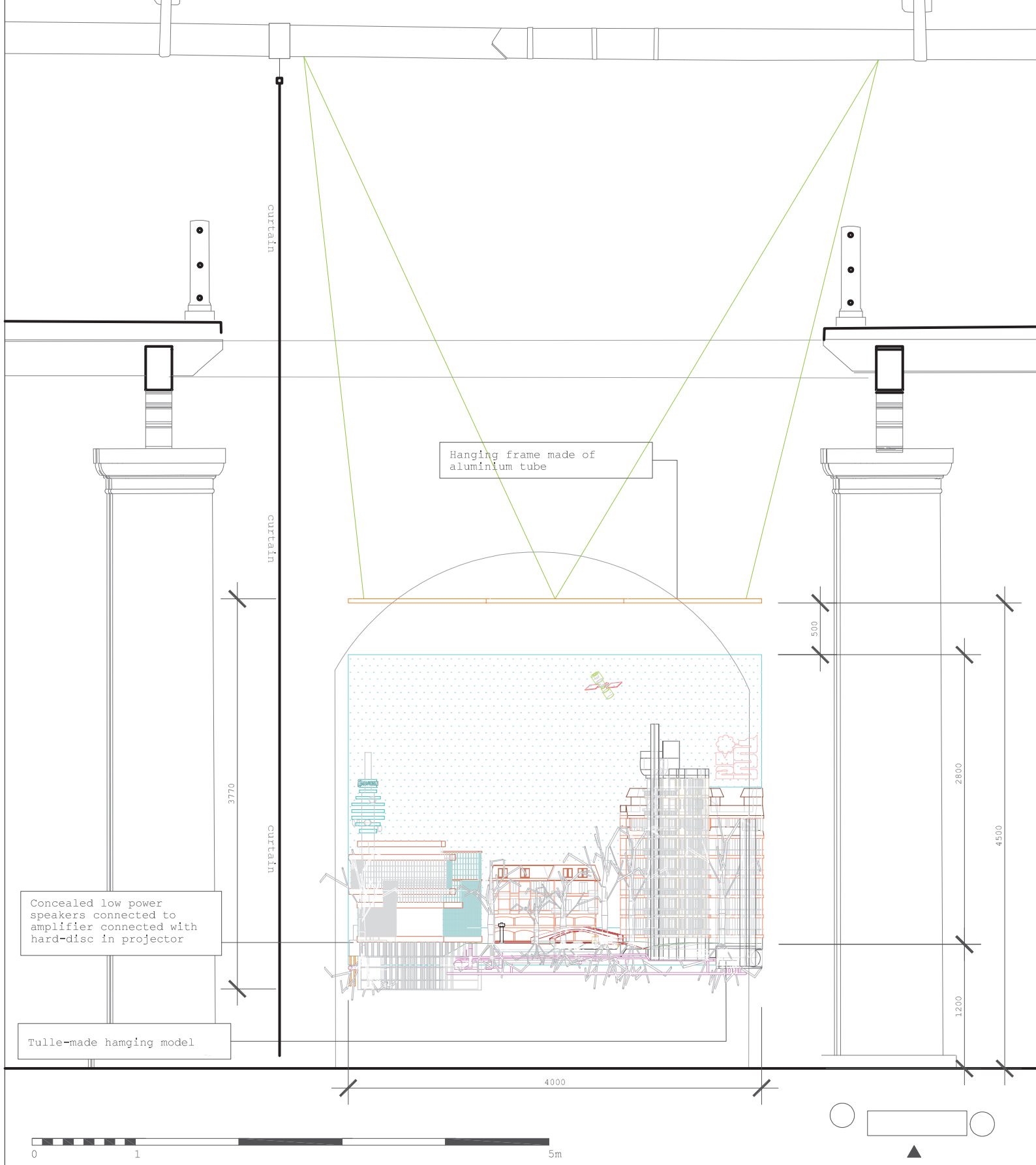
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Escala/Scale: 1:50 Nombre plano/Name drawing: Setting 01 Supervisado por/Supervised by: Alberto Heras, architect

Nº plano/Nº drawing: 01 Este plano debería ser impreso en/ This drawing should be printed on: A4

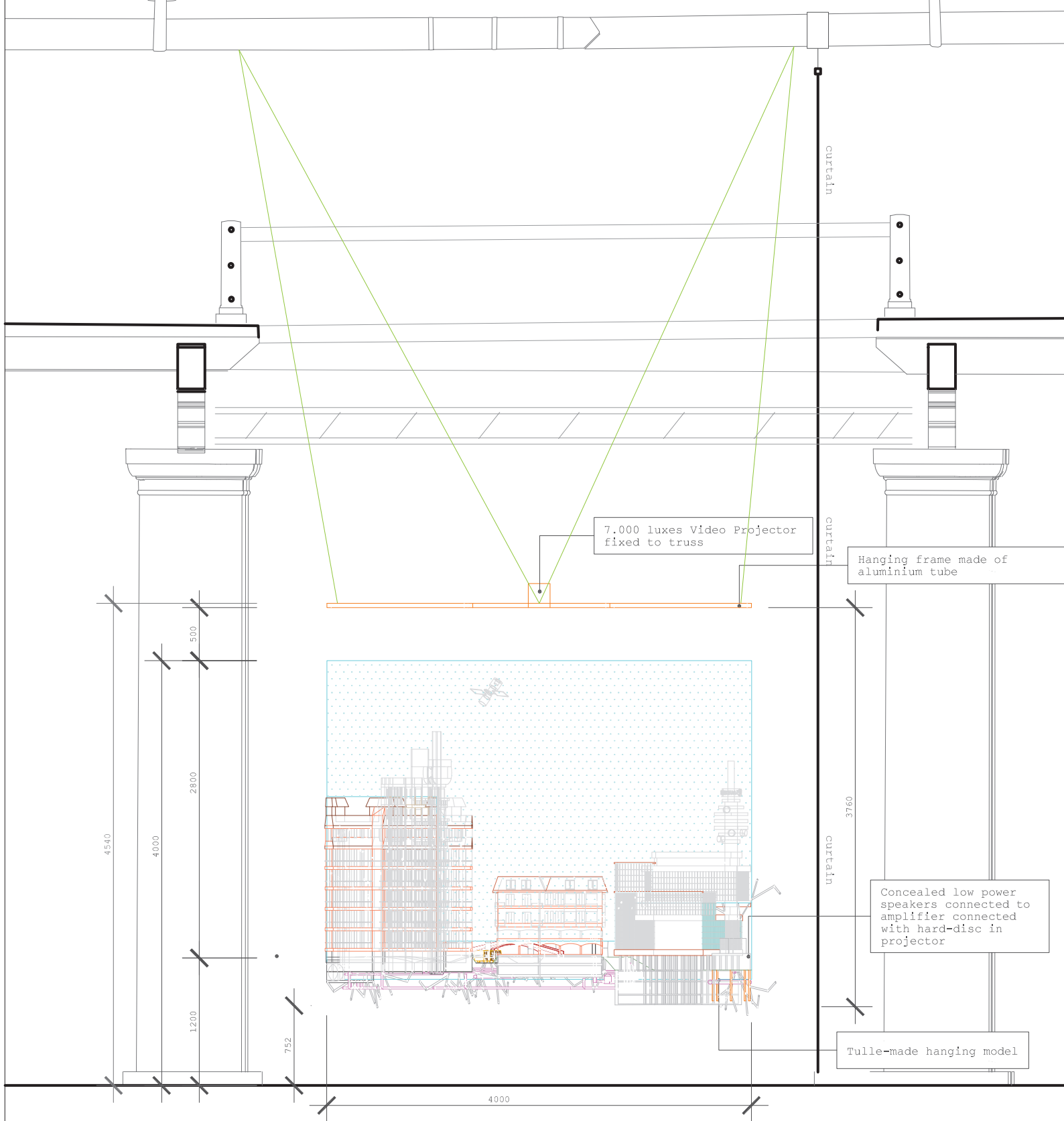
Propiedad/ Property: Arquitecto/Architect: ANDRÉS JAQUE. COLEGIADO COAM Nº 13.198 ANDRÉS JAQUE ARCHITECTS Office for Political Innovation



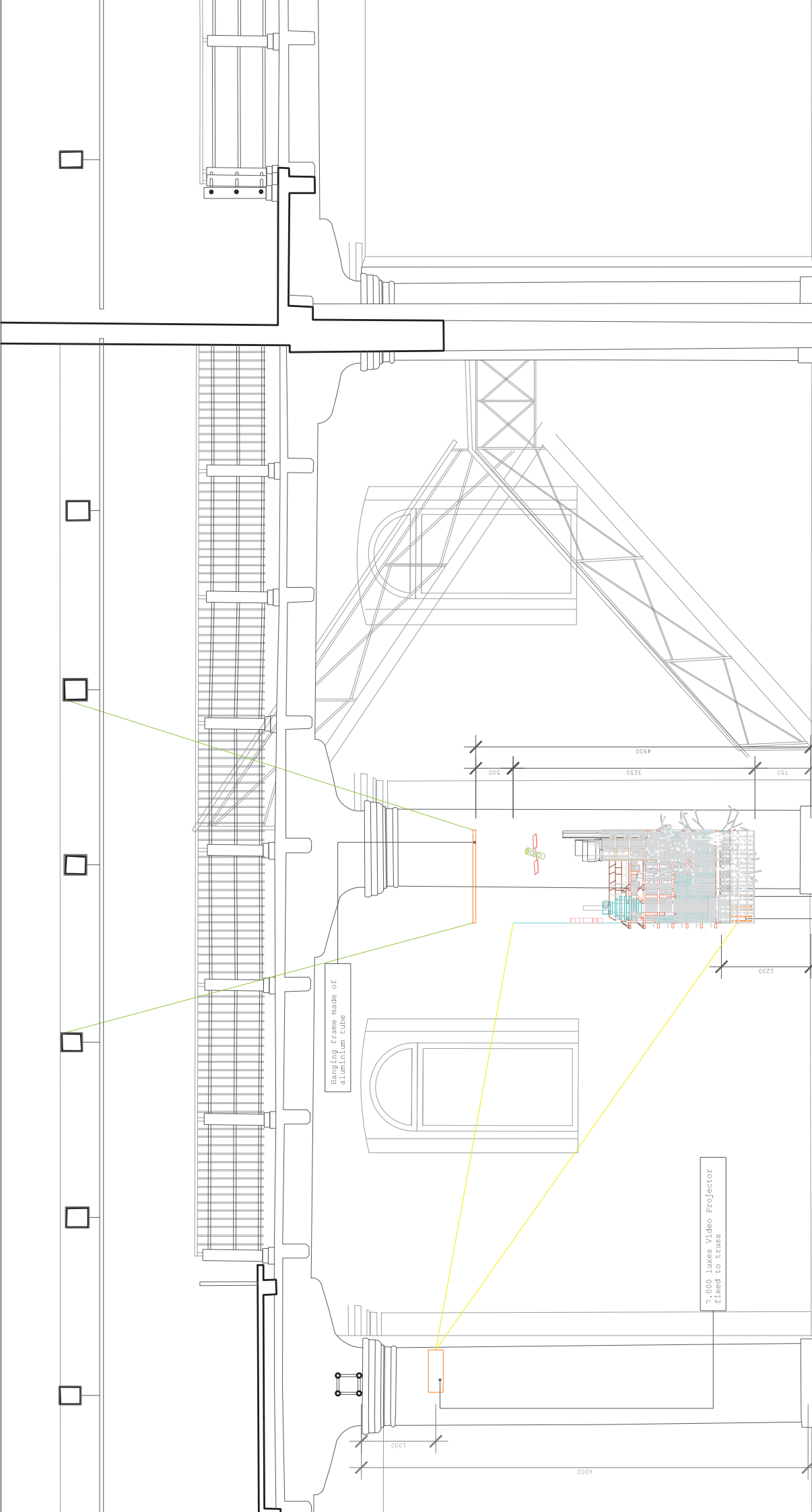
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Escala/Scale: 1:50	Nombre plano/Name drawing: Setting 04	Supervisado por/Supervised by: Alberto Heras, architect		
Nº plano/Nº drawing: 04	Este plano debería ser impreso en/ This drawing should be printed on: A4	Arquitecto/Architect: ANDRÉS JAQUE. COLEGIADO COAM Nº 13.198		
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Fecha/Date : (YY/MM/DD) 14-05-23	Este plano sustituye a/This drawing substitutes: 14.05.08	Confidencialidad/Confidentiality: Confidential	Cotas medidas en:/Dimensions in: MILLIMETERS	
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Nº plano/Nº drawing: 05	Este plano debería ser impreso en/ This drawing should be printed on: A4			
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Projecto/Project: Sales Oddity, Milano 2 and the Politics of TV Urbanism		Cotas medidase en/Dimensions in: MILLIMETERS		
Localización/Location: MONDITALIA, Arsenale, FUNDAMENTALS, Biennale di Venezia		Confidencialidad/Confidentiality: Confidential		
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Escala/Scale: 1:50		Nombre plano/Name drawing: Setting 06		Supervisado por/Supervised by: Alberto Heras, architect
Nº plano/Nº drawing: A3		Este plano debería ser impreso en/ This drawing should be printed on: A3		
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Concealed low power speakers connected to amplifier connected with hard-disc in projector

Tulle-made hanging model

7,000 Luxes Video Projector fixed to truss

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III. IMÁGENES DE LA INSTALACIÓN



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