The Evolution of Architecture through Digital: A Survey on Fashion Catwalk Becoming Digital

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Abstract : While mathematical tools that make digital architecture possible are very sophisticated and advanced, theoretical development of digital architecture (intended as a discipline that integrates or replaces the real architecture) is not. The fashion show, that involves interiors architecture, exhibit design and scenography, has been exploiting for ten years the opportunities offered by digital technologies. To gain greater visibility and to reach a wider audience, high-level experimentations have been performed. The aim of this paper is in investigating, through the analysis of some cases of virtual fashion shows, the 'architectural' impact of the virtual conception of interior space.