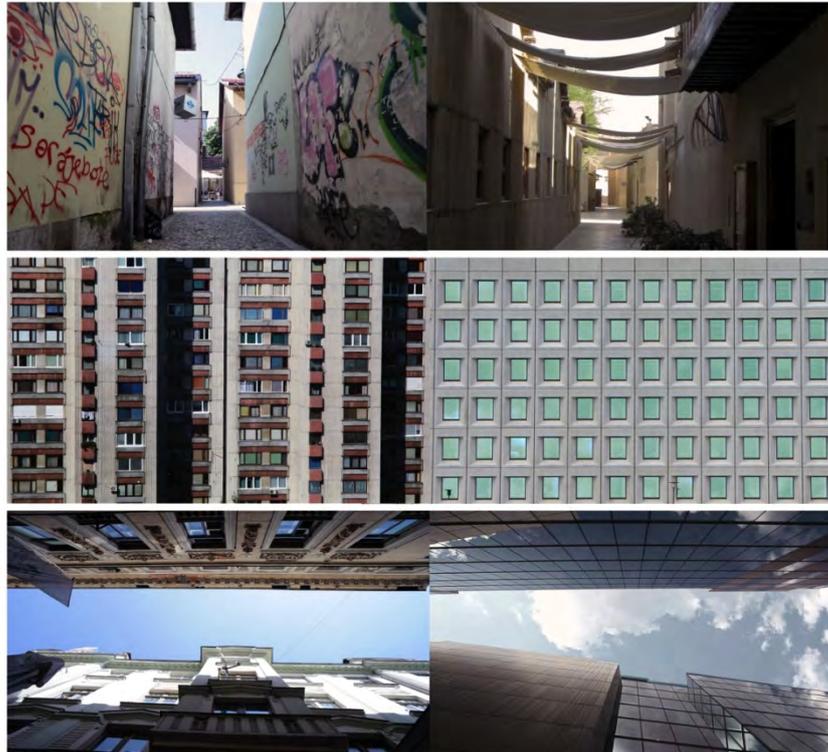


Zinka Bejtic**Displacement – Architectural Authenticity of Urban Space**
Video Installation, Loop (indoor or outdoor, screen based or projected)**Topic: Art & Architecture****Author: Assistant Professor Zinka Bejtic**
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United Arab Emirateswww.aus.eduwww.zinkabejtic.org**References/Screenings**

- [1] Zinka, Bejtic "Split" Aesthetica Film Festival, York, UK, 2015
- [2] Zinka Bejtic, "Split", Currents New Media, Digital Media Festival, New Mexico, US 2015
- [3] Zinka Bejtic, "If I Don't", Miami Fashion Film Festival, Miami, US 2014
- [4] [3] Zinka Bejtic, "Fragments", SIKKA Art Fair, Dubai, UAE 2014
- [5] Zinka Bejtic, "If I Don't", Columbia George International Film Festival, Los Angeles, US, 2014

Abstract:

The qualities of specific experience related to unique geographical location have always been very significant. Considering the advances in digital technologies, facilitation of communication and global influence of advertising, we are today more than ever inclined to look for specifics that make something different or unique - whether it's a product, service or an environment. The architectural elements that define a specific man-built space and make it authentic are integrated in the spatial yet interpreted in social and cultural context. As we are witnessing the globalization and the diminishment of borders in cultural aspect these location specific experiences are becoming extremely valuable. What are the specific architectural attributes that make an environment authentic? Through contrasting and comparing of cities Dubai and Sarajevo, two very distinctive locations that cannot be more different in geographical, cultural and social sense, extreme similarity of formal visual elements is suggested while the interpretation relies on the cultural context. The installation challenges the idea of architectural displacement and questions the diminishment of authenticity in urban spaces. Images run parallel to each other as a part of simultaneous installation.

*Example: Three still frames from installation*zbejtic@aus.eduzinkabejtic@gmail.com**Keywords:** Architecture, Visual Language, Cultural Authenticity, Installation, Globalization, Video Art,