

CARLO PERONI, MATTEO ANDREOZZI

DARMSTADT
AUGUST 2011

From Utopia To Ecotopia

Presentation's Structure

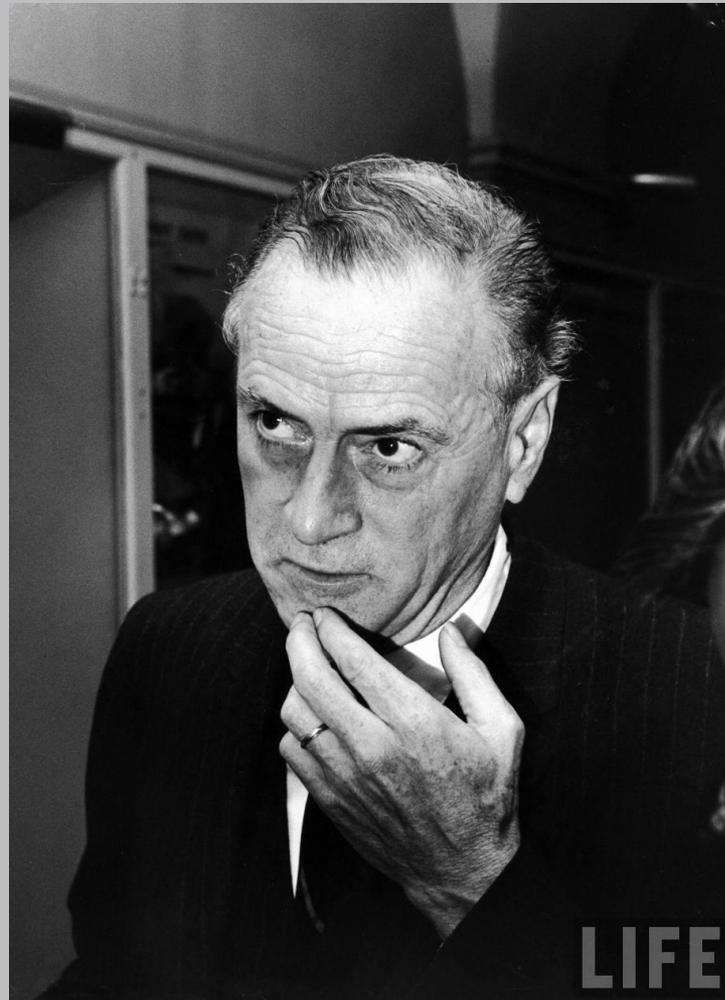
1. **Media Theory and Deep Ecology Movement**
2. **More Complex Environments**
3. **Networks and Communities**

Aims

- Proposing some concepts to set a new cultural framework
- Exploring the distinction of the notions of Nature and Technology
- Suggesting the astonishing role of *network* as a conceptual tool to face world's complexity

Marshall McLuhan

1911-1980



Media Revolution

- From oral to written culture
- From written to print culture
- From print culture to electric (mass media) culture
- From electric to digital (personal media) culture?

Arne Næss

1912-2009



Some Principles of Deep Ecology

- Rejection of the man-in-environment image in favour of *the relational, total-field image*
- Local autonomy and decentralization
- Diversity

Ecosystems

- “Natural” ecology
- Human ecology
- Ecology of communication

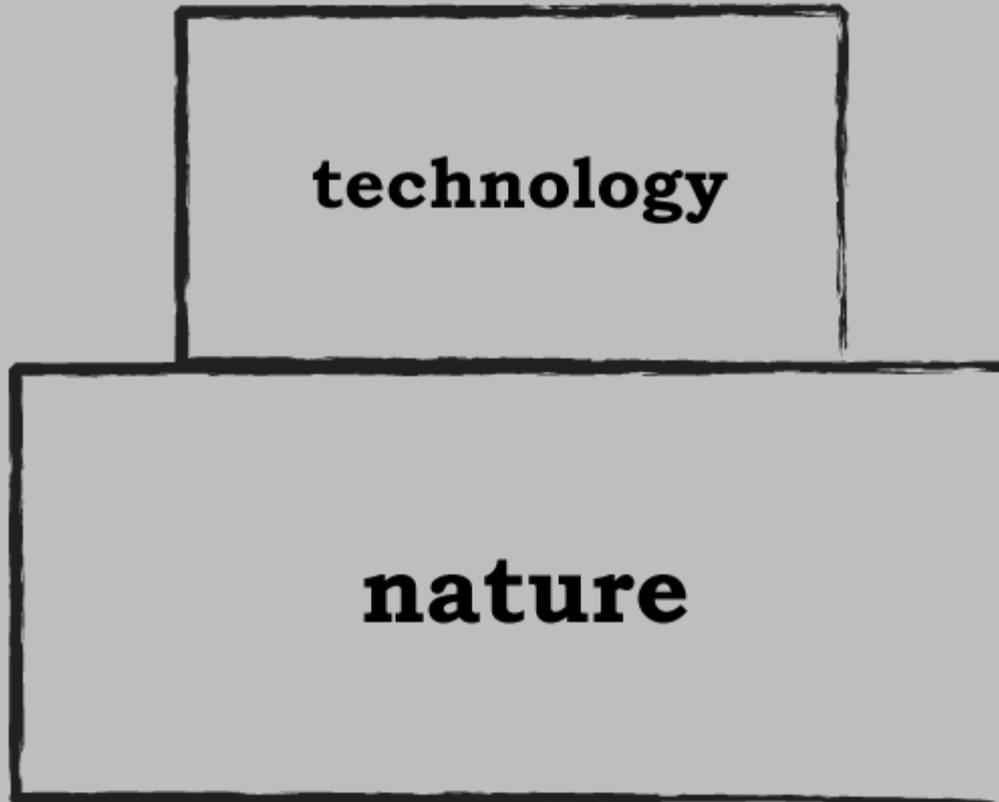
Opposition

nature

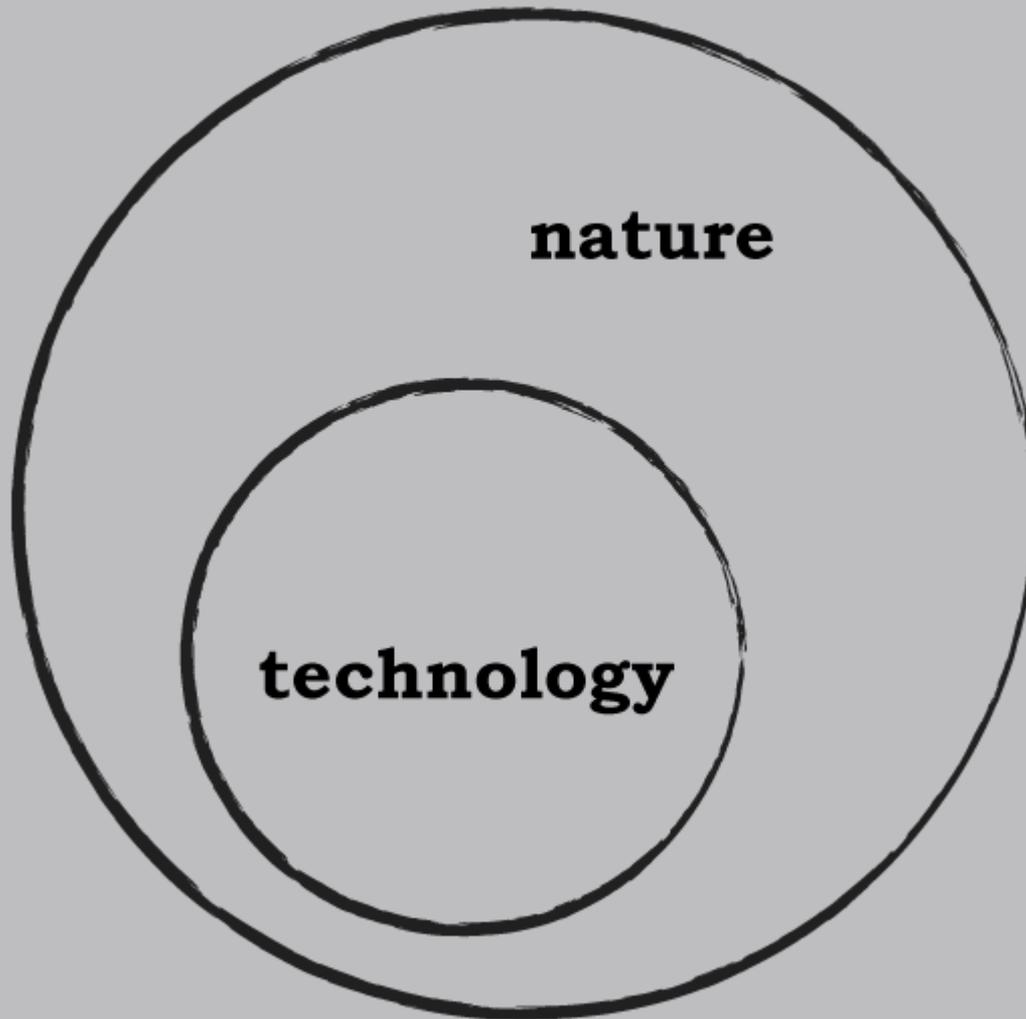
vs

technology

Prosecution



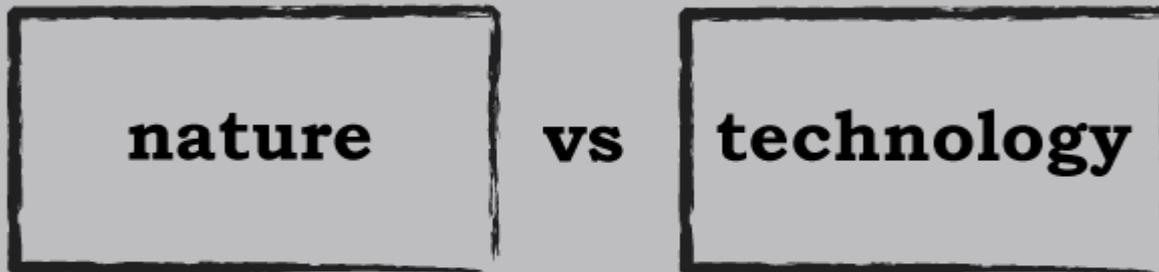
Nature...



...Technology

- *[we used to have] the human world or artifice on one hand and nature on the other remained two distinctly separate entities.*

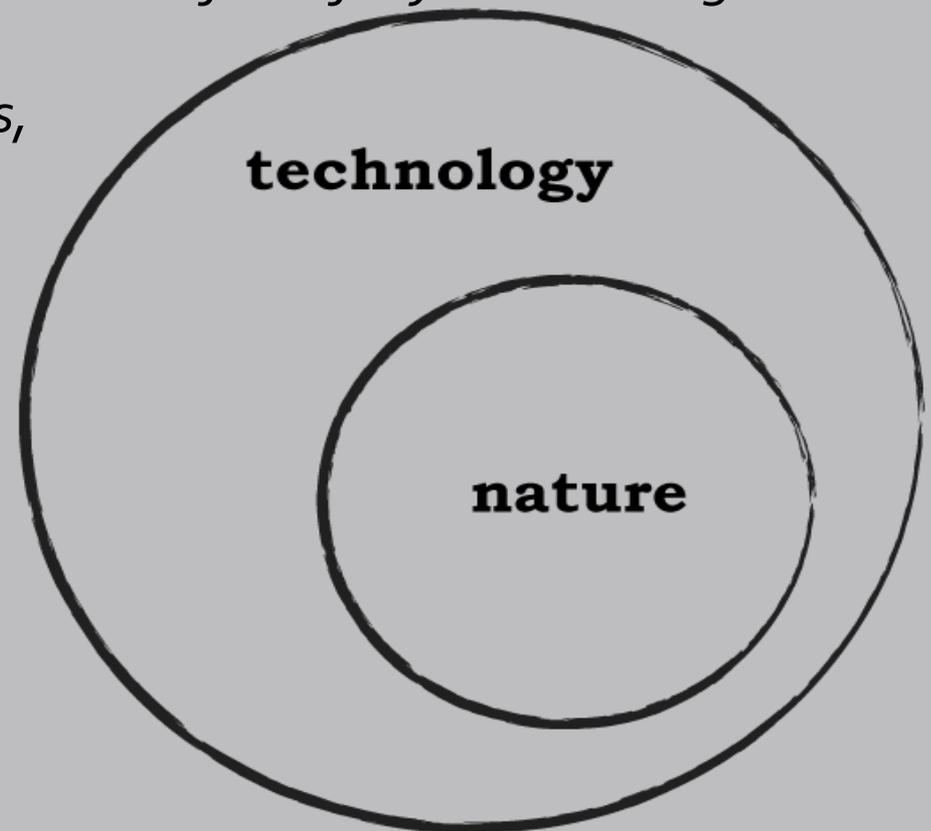
Arendt



Unchained nature

Today we have begun to "create," as it were, that is, to unchain natural processes of our own (...), and instead of carefully surrounding the human artifice with defenses against nature's elementary forces, keeping them as far as possible outside the man-made world, we have channeled these forces, along with their elementary power, into the world itself.

Arendt



No opposition

**Social
production**

VS

natural facts

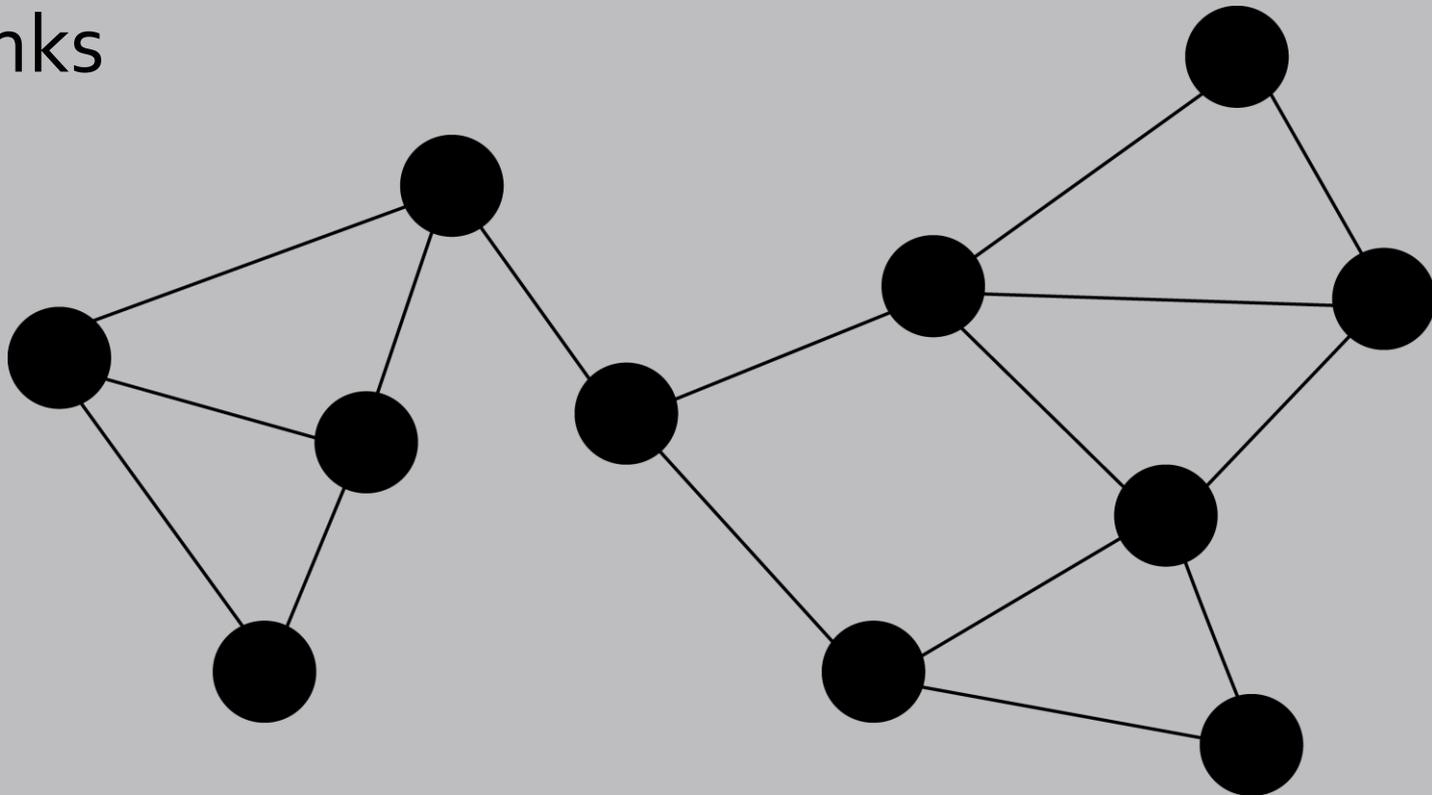
hand made

**self-
producing**

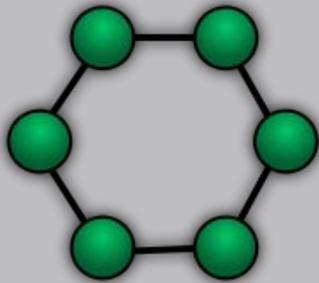
- in the ecologies of communication these distinctions are no more valid

Networks

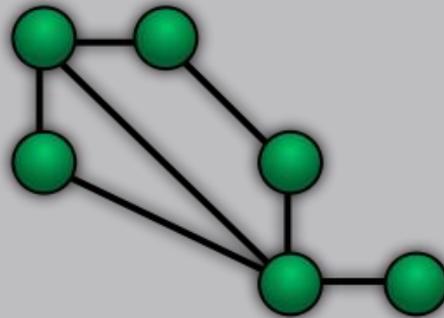
A network is a set of nodes interconnected by links



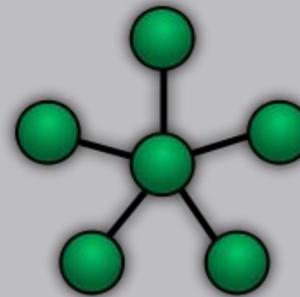
Simple Networks



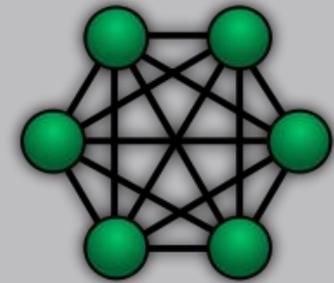
Ring



Mesh



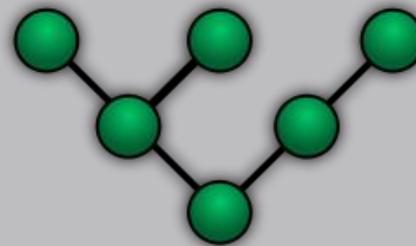
Star



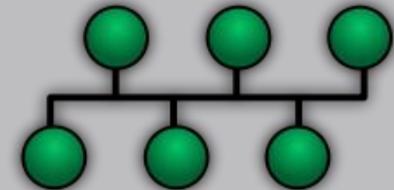
Fully Connected



Line

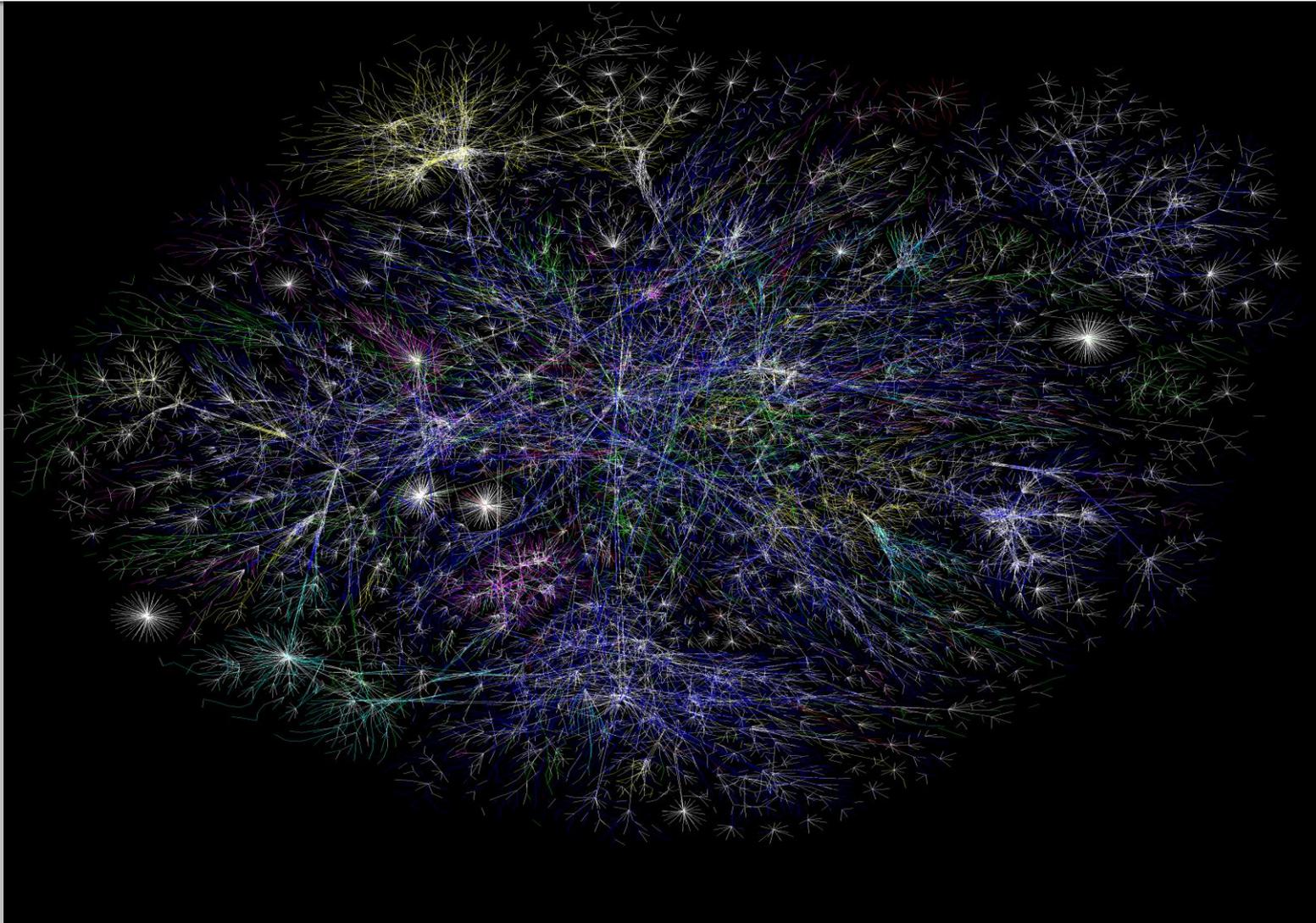


Tree



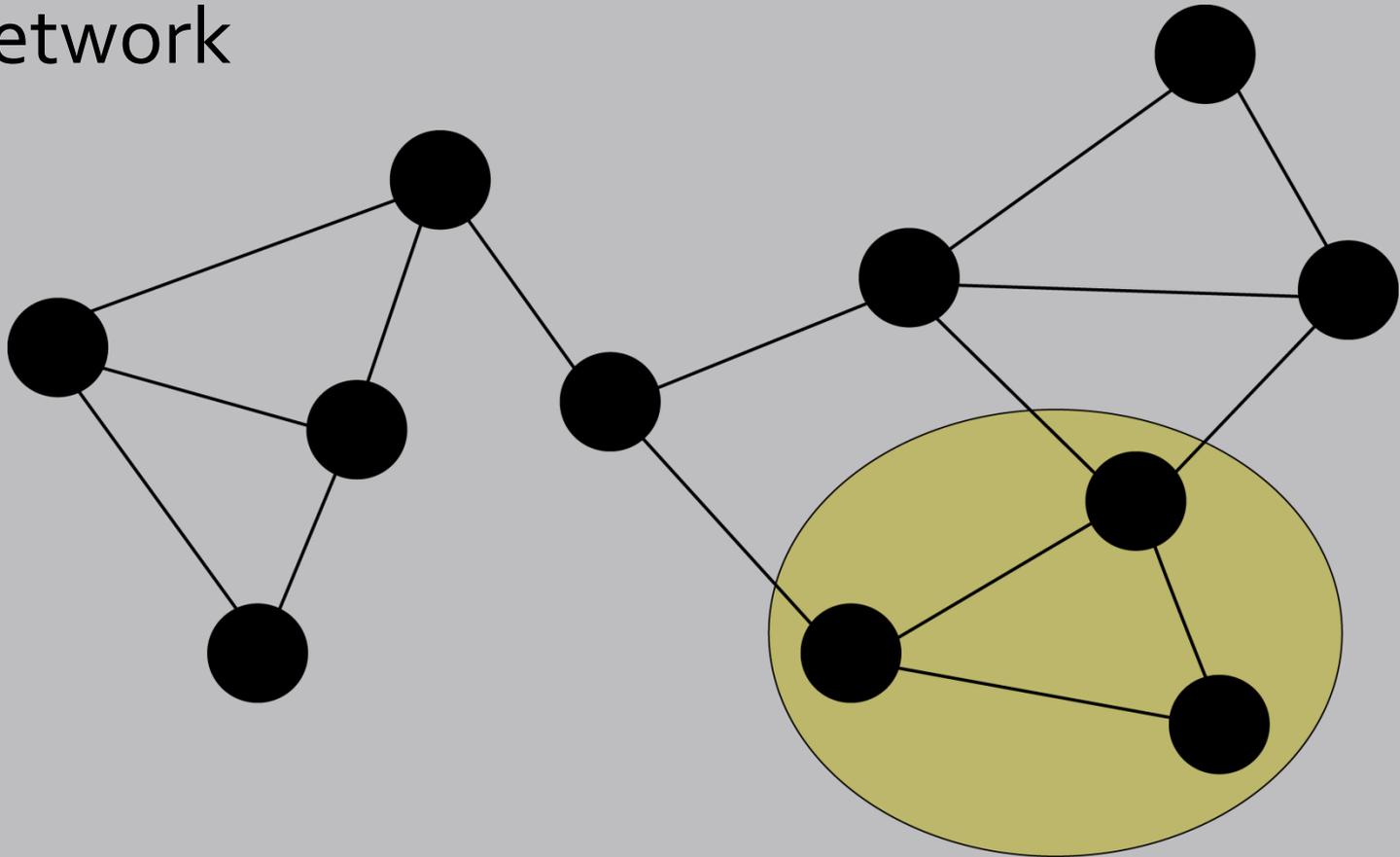
Bus

Internet

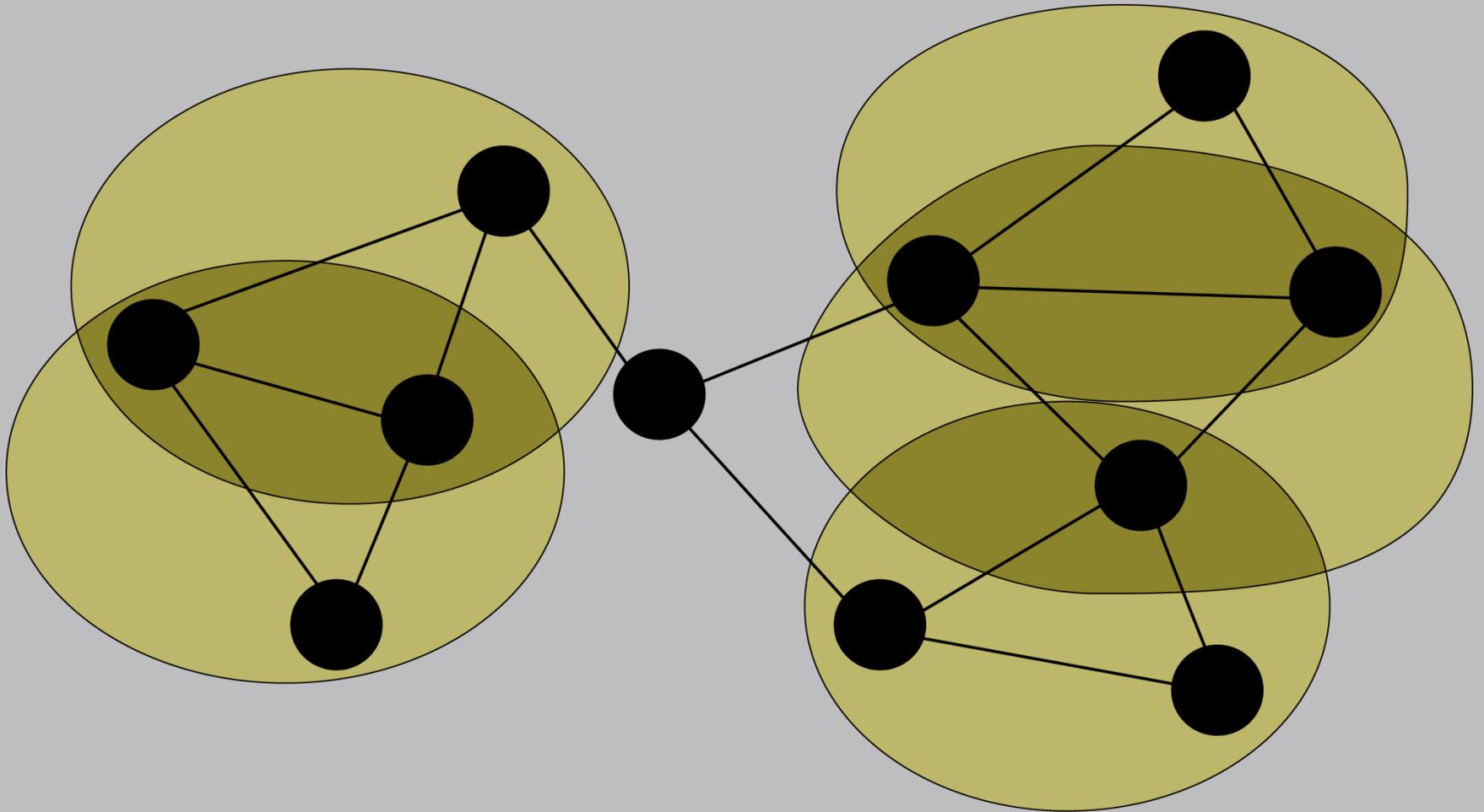


Clique

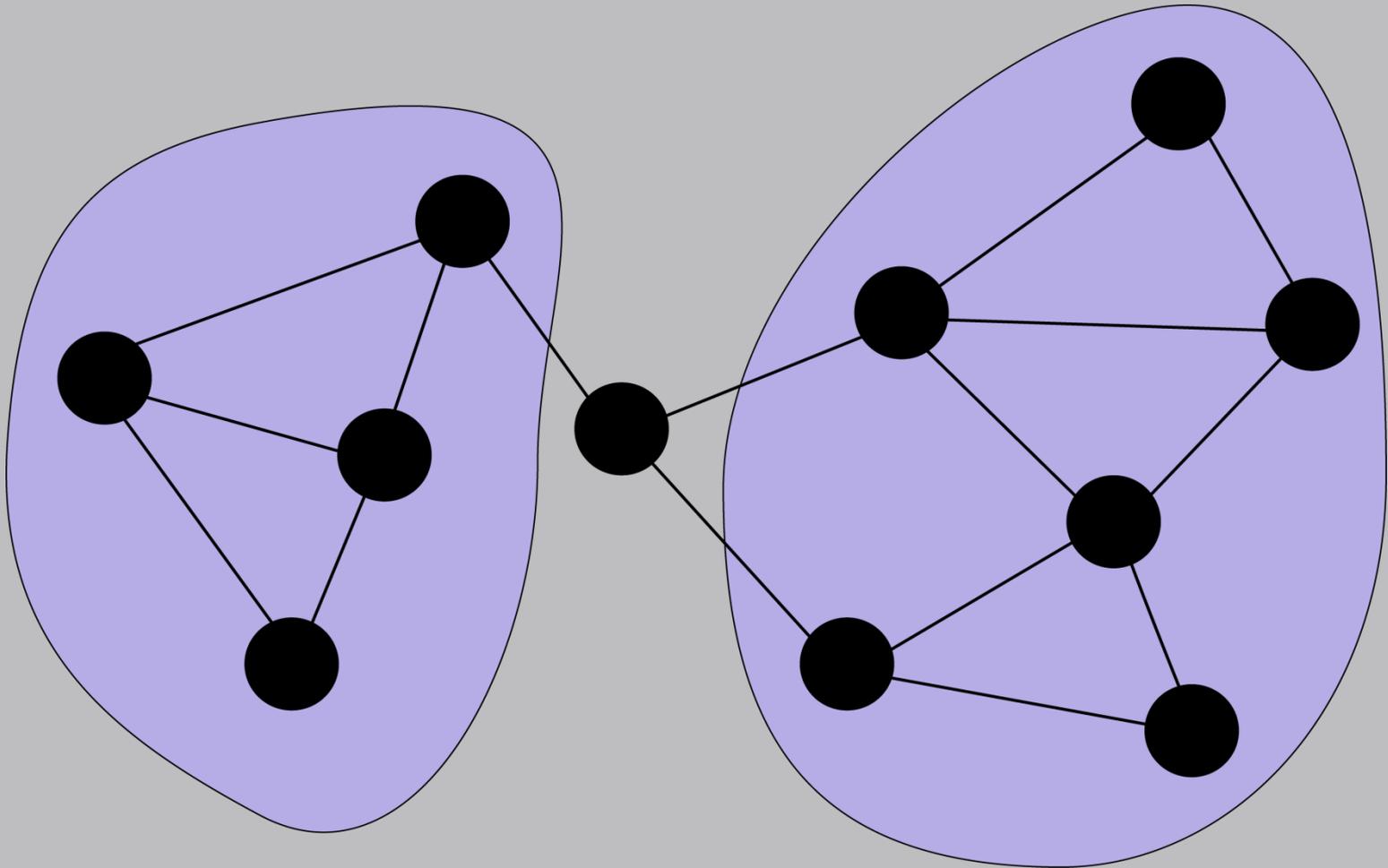
A clique is a fully interconnected portion of a network



Overlapping cliques



Communities



Aristotle's perfect community

*The partnership finally composed of several villages is the city-state; it has at last attained the limit of virtually complete **self-sufficiency**, and, thus, while it comes into existence for the sake of life, it exists for the good life. Hence every city-state exists **by nature**. (...) From these things therefore it is clear that the city-state is a **natural growth**, and that man is by nature a political animal.*

Aristotle

Conclusions

- The possibility of good life depends on the three different kind of ecology
- The new paradigm can be defined *ecocentric*
- It should favor a holistic view of reality
- We have to build a decentralized network society

CARLO PERONI

DARMSTADT
AUGUST 2011

Mail: carlo00peroni@gmail.com

Twitter: [@freakycharlie](https://twitter.com/freakycharlie)