Architecture-for-interaction. Comparative case studies in the re-figuration of institutionalized communication: Counter, church interior and lecture hall.

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1. Goals

The project aims at understanding the relationship between language, interaction and space with a special focus on architecture-for-interaction which has mostly been neglected in empirical research by now. Architectures-for-interaction will be studied by addressing cases of institutionalized communication which have recently undergone a process of re-figuration in terms of re-shaping and re-contextualizing the material setting of social interaction (built, configured and furnished space).
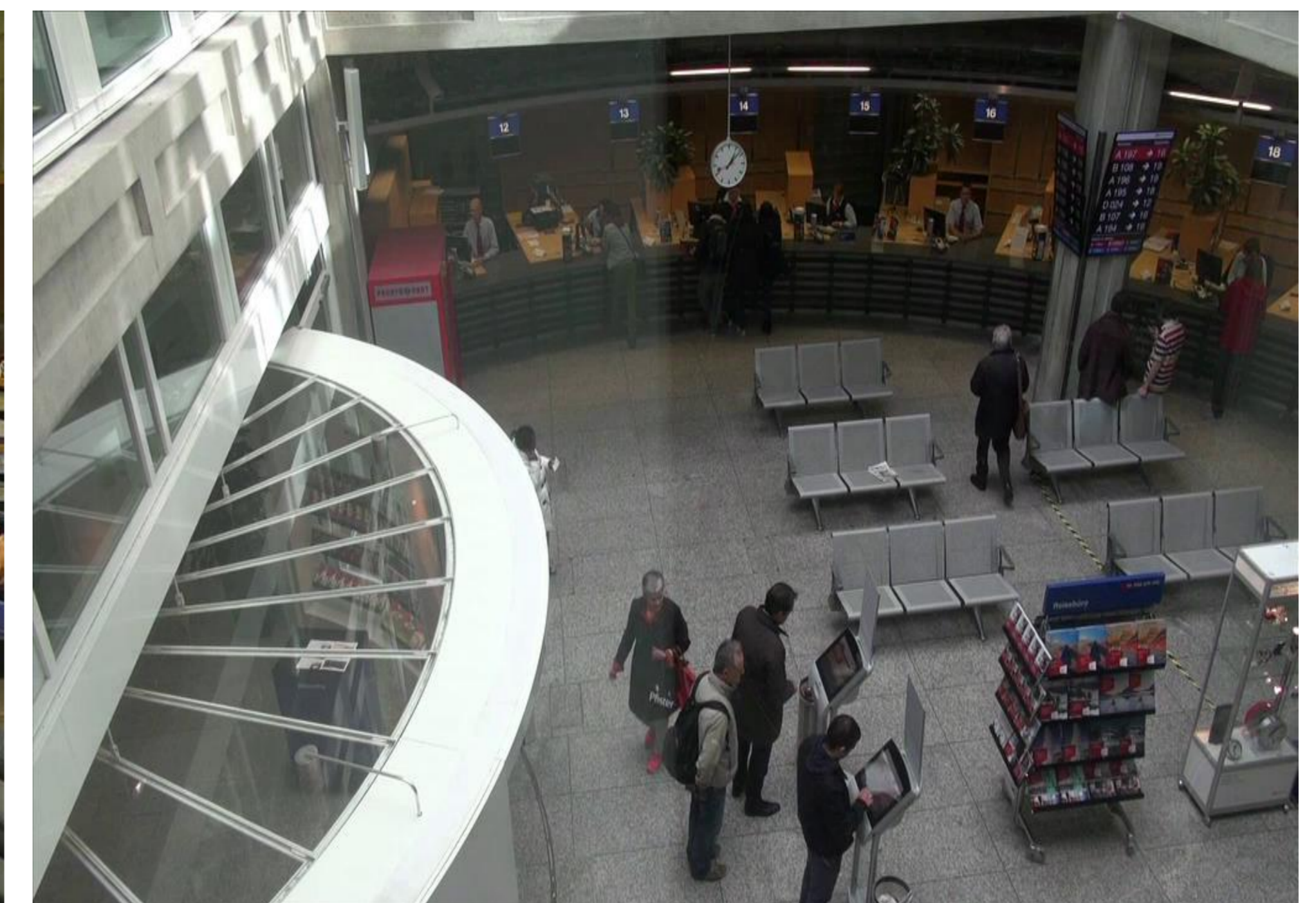
2. Data and methods

The project will be based on a corpus of audio and video recordings from different social settings including the *railway station counter,* the *church interior* and the *lecture hall.* Up-to-date methods of video-based linguistic interaction analysis of naturally occuring data will be applied to allow for a data-driven comparative study of different sites of re-figuration processes within institutionalized communication.
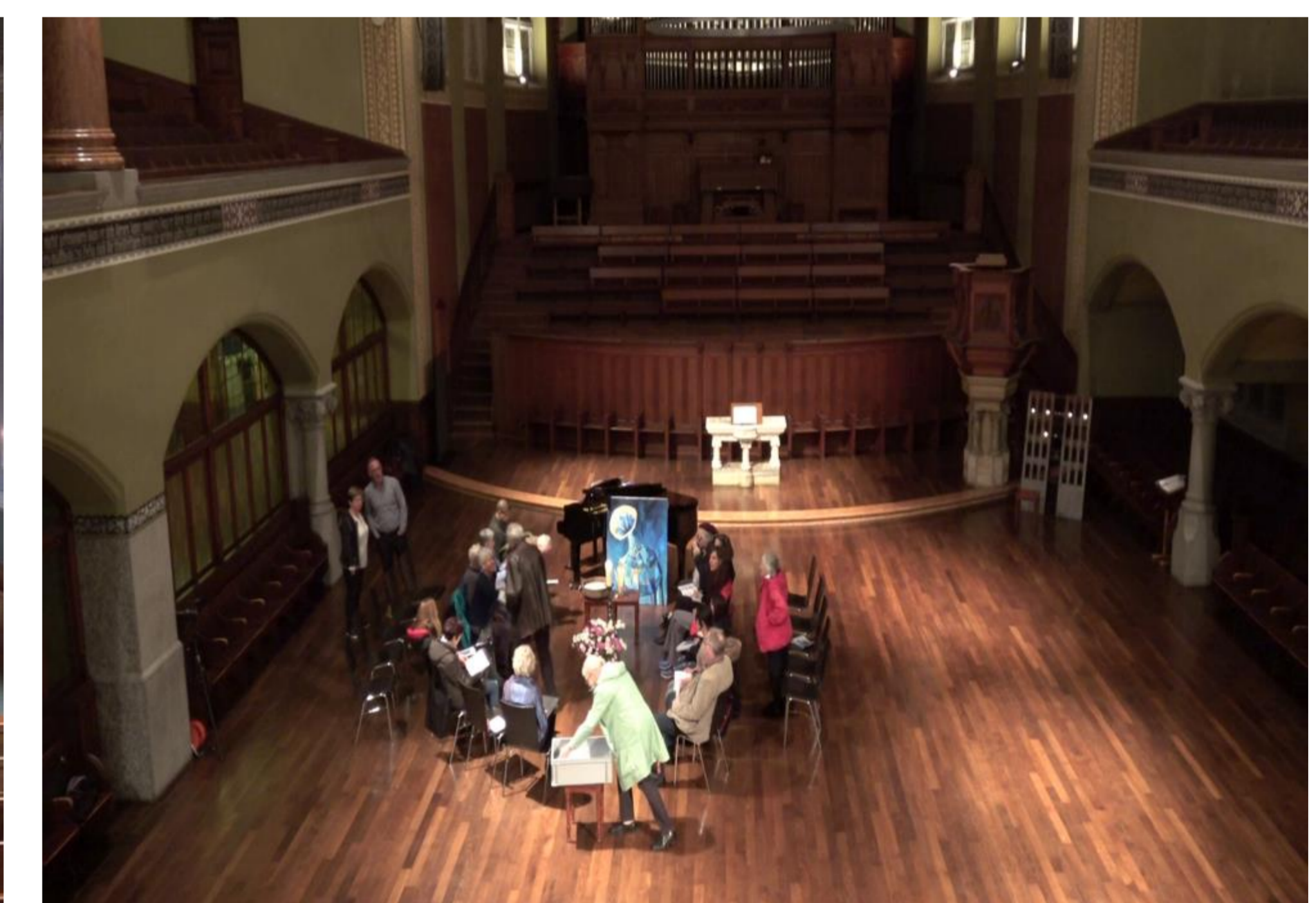
3. Research questions

It has often been noticed in recent sociological reflections on social change that institutionalized communication is subject to a broader process of dedifferentiation, destructuring and dehierarchicalization. As a concrete result, architectures of institutional settings have been re-shaped and re-contextualized across different modern organizations. Based on three case studies from economics, religion and science (counter, church and lecture hall) the project focuses on the question if and how a re-figuration of material settings goes along with a re-figuration of institutionalized communication.

How is institutionalized communication configured by architecture and which are the key elements of architecture-for-interaction? What kind of new forms of architecture-for-interaction can be observed and how are they related to a specific functionality of the particular institutionalized communication? What impact do the new manifestations of architecture have on the constitution of interactional space(s) and interaction itself? Does this lead to particular new forms of the interplay between language, body and architecture?

I. From counter to 'service-center': Transformation of *built* space

II. From Lord's house to 'open space': Transformation of *furnished* space

III. From lecture hall to 'multimedia hub': Transformation of *equipped* space

4. Information