RaAM 11

Metaphor in the Arts, in Media and Communication

July 1–4, 2016
Freie Universität Berlin
politics. The paper concludes by correlating the findings of the target domain analysis to a set of architectural ideas expressed through the drawing modality that reinforce the understanding of architecture as an aspect of humanity.

provides many possible bases for spatialization metaphors. Which ones are chosen, and which ones are major, may vary from culture to culture.” In relation to this quote, this talk will also discuss the role of Balinese-Hindu beliefs in cosmological structure in deriving axes for understanding socio-cultural and religious values out of the human body and the geophysical landscape of Bali (Dwijendra, 2003; Hauser-Schäublin, 2004, p. 285; Howe, 2005, p. 9). These embodied metaphorical axes are in turn “made real” (Lakoff, 1993, p. 241), among many other things, in the layout of traditional Balinese house compound.

There are two key theoretical implications of these findings. First, they show the power of metaphor to manifest beyond language, i.e. in architecture. Second, they further support the idea of “sociocultural situatedness” (Frank, 2008) of metaphors in their interaction with embodied experience and cultural-religious beliefs, permeating Balinese “cultural conceptualisations” (Sharifian, 2008, pp. 116–122) of socio-cultural and religious ‘space’.

References