

● ideogram

→ 'cartographies',
'concise', 'maps (to map)',
'no-form', 'synthetical',
'trajectory'

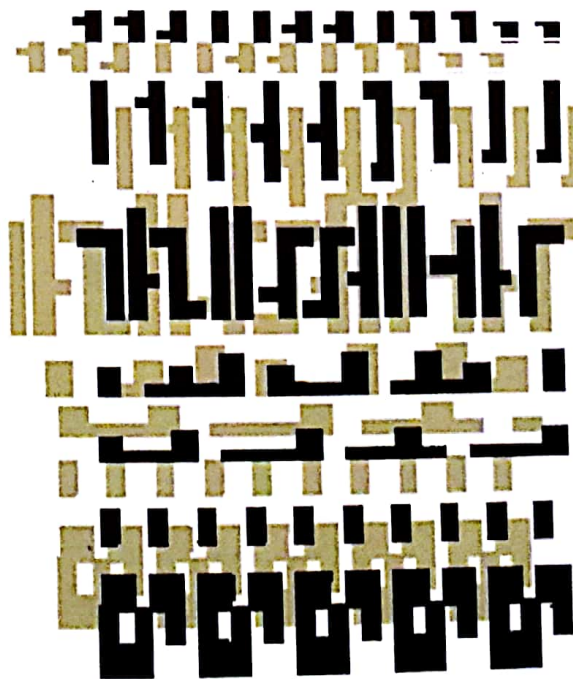
[MG] See 'diagrams.'

The compressive character of the diagram manifests itself in certain cases as the embodiment of a (strategic and tactical) response and of a diagnosis (just as the root of the term 'diagram' indicates): a synthetical representation that summarises recognition and response in a criterion for action; a selective conceptualisation of information.

This initially conceptual (and conceptualising) nature of the diagram generally takes shape in its associated condition as an ideogram, that is, that of an action-idea (*ideola*).

In this respect, the ideogram possesses, inherently, a structural effect, given that it synthesises an amalgam of bits of information that, embryonically, begin to generate a change in scale. They do not represent — or at least, do not only represent — buildings (they are more than schemes), but rather beginnings of movements. The ideogram possesses an organisational potential at various levels: criteria for action are posited as synthetical diagnoses or concepts (reactions to the environment), yet, at the same time, as stimulants (programming codes or compressive schemes for future operative systems). These are synthetical simulations of possible movements, of routes, of combinations, of trajectories. Of, ultimately, manifold evolutions.

Ideograms speak of genetic codes or basic seeds of organisation that respond to a demand for combined effectiveness and operativeness: to attain with the minimum element the largest quantity of bits of information in order to obtain the greatest possible cohesion between the whole and the particular, such that one is reflected in the other.



**Patchwork
of ideograms:**

MVRDV,
Wozoco's housing,
Amsterdam, 1997

Kazuyo SEJIMA,
Low-level typology,
Tokyo, 1995

Willem Jan
NEUTELINGS,
Hollainhof, Ghent,
1995-1997

MVRDV,
Delft, 1996.

● ideological dictionary

[MG] Rather than a classification, an ideological dictionary is a list of terms by idea, concept and association which permits the definition of orientational codes, like markers that are neither hermetic, nor fixed.