



ATMOSPHERIC PERSPECTIVE

Catwalk during a fashion show.
Featuring OSKLEN, a local Brazilian clothing
company. Ipanema SIS Collection.

“

Escaping the imaginary totalizations produced by the eye, the everyday has a certain strangeness that does not surface, or whose surface is only its upperlimit, outlining itself against the visible.⁸

”

(Michel de Certeau)

In 'Walking in the City', Michel de Certeau describes walking as a secondary form of locomotion as a kind of drifting. He acknowledges that the city only exists through the individuals that inhabit it. This is what distinguishes spaces and places. He argues that defined spaces only exist as long as the individual defining the space remains there. Therefore the leisured observer, the flâneur, plays an important role in how the space is realized. "The city is subject to the views and stories that the mass population project upon it. The city is there to be manipulated, molded and used, and yet it emerges the same at the end, for no image projected upon it can ever remain since the pedestrians are not static and nor is the space in which they move." Space, therefore is not even considered real; it is a figment of imagination.

⁸ Certeau, Michel de. The practice of everyday life . Berkeley: University of California Press, 1984.