



An aesthetic view – Precast facades

Ricardo Santonja

Phd and Professor of ETSAM - UPM



Philosophy: Innovation and development through art

The facades are looking for communication with society



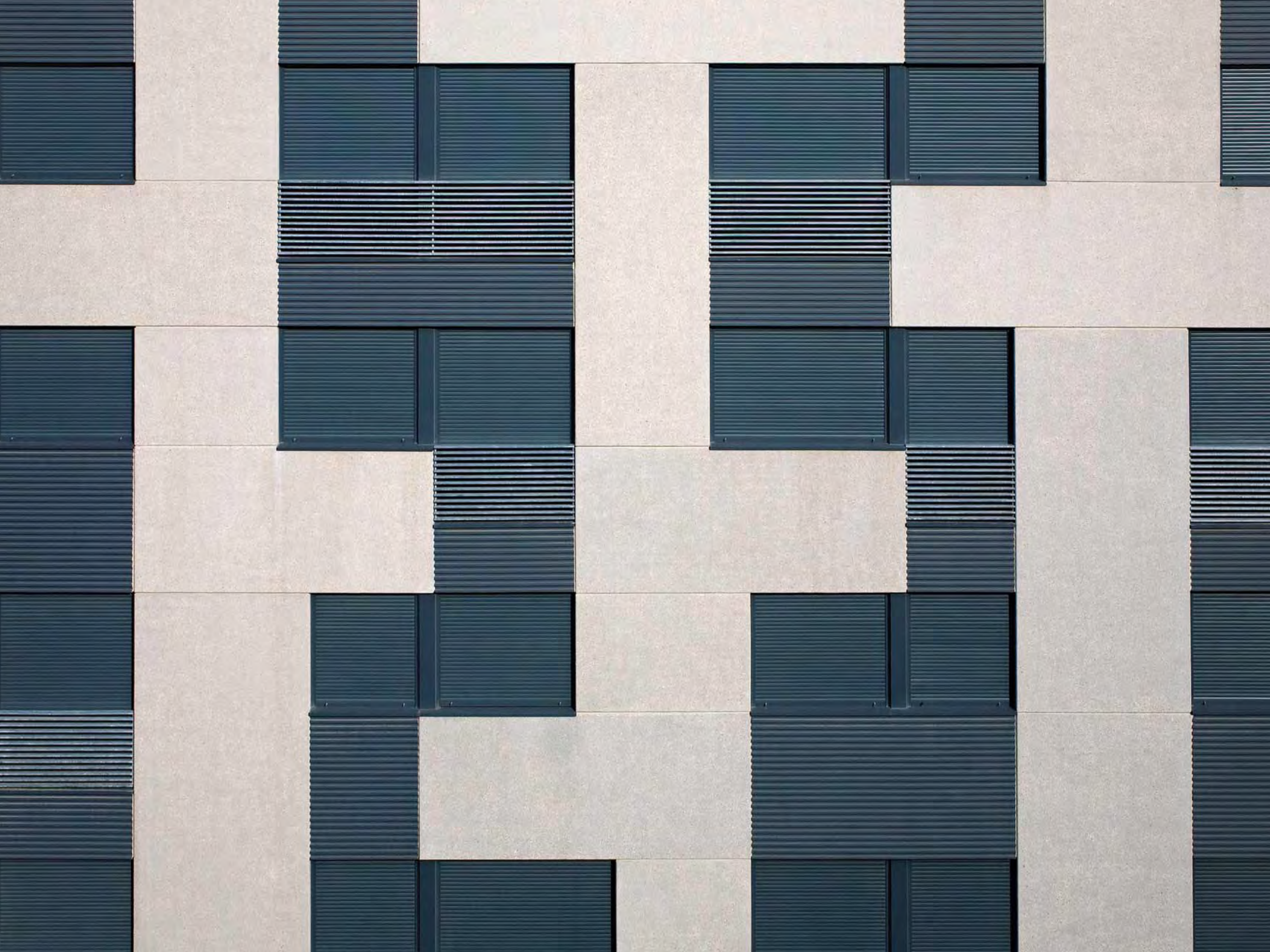
**Expressiveness: - graphic - light
water**

Architect: A. Planchuelo - Zaragoza - Expo del Agua

Innovation and y development



Architecture de M+H - Getafe



Architecture as a Muse of photograph



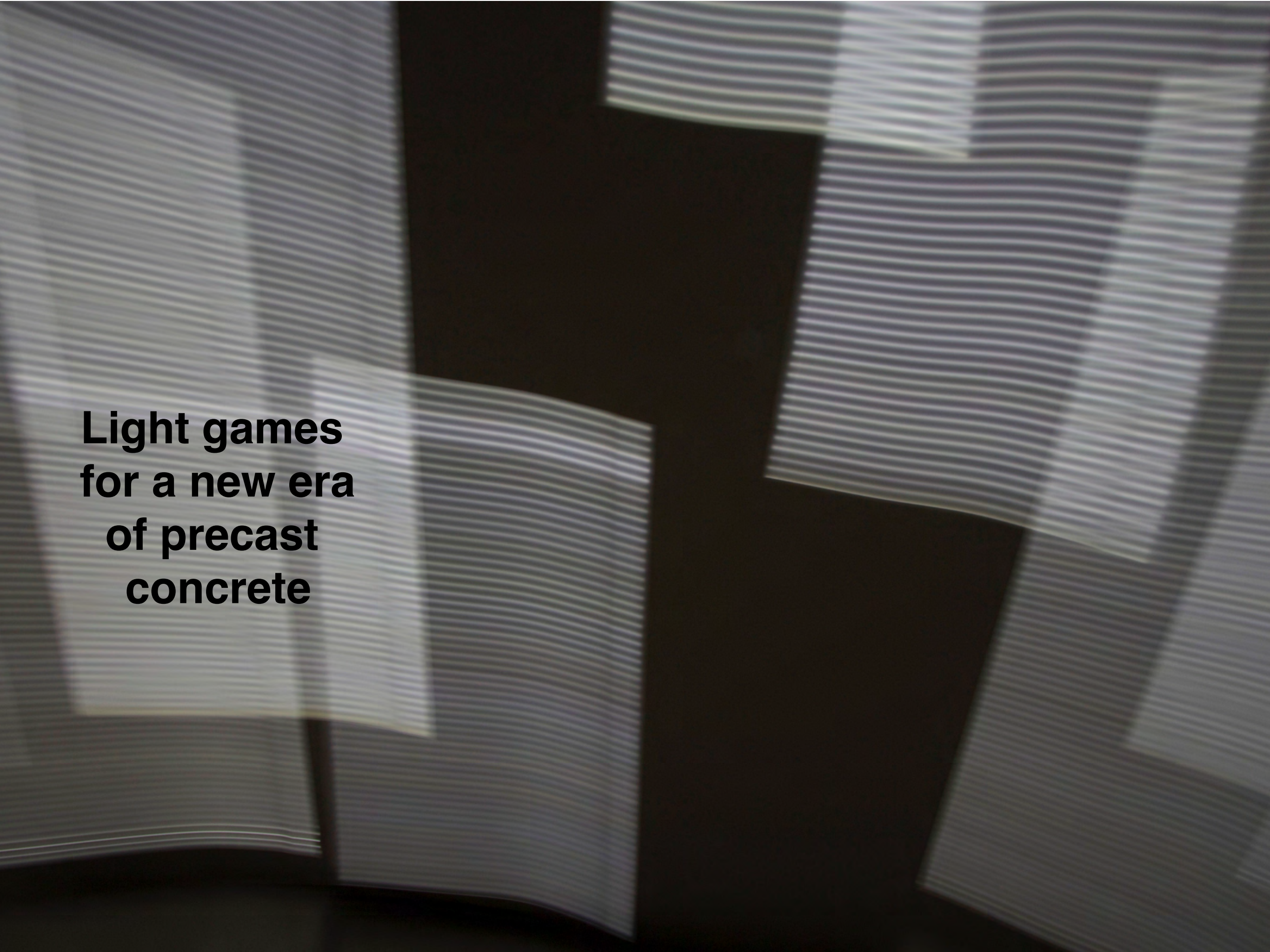
**Photography as a new art
that communicates the
architecture**



**Photography
as a creator of
new skins
architecture**

**The precast
concrete: new
media for
photographic art**



The background of the image is a dark, almost black, field. Overlaid on this are several translucent, light-colored bands that appear to be made of many fine, parallel lines. These bands are arranged in a way that suggests movement and depth, with some appearing to curve or fold. The overall effect is reminiscent of a modern architectural design or a digital art piece. The text is positioned on the left side, within one of these light-colored bands.

**Light games
for a new era
of precast
concrete**

Innovation and development:
matrices
retardant
uvi jet prints
Graffiti
gravure...



**Tests on materials:
printed photograph on
viroc.
Dissertation R.
Santonja**

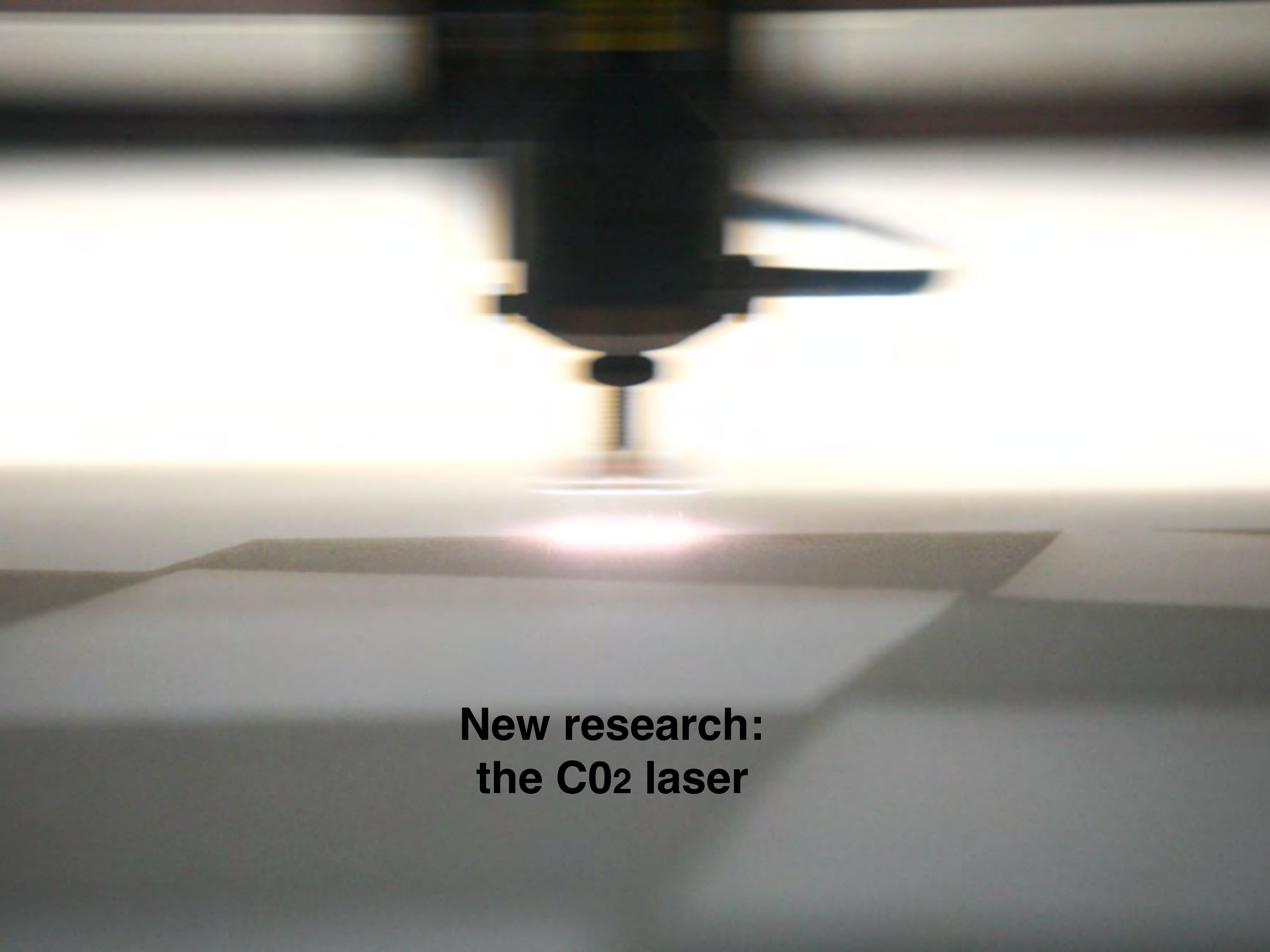




**Precast concrete reinterprets the art of photography,
creating a new art:
sum of innovation + development + art
creating added value for the companies in the sector.**

Facades that communicate





**New research:
the C02 laser**

A close-up, low-angle shot of a CO2 laser cutting machine. The machine's gantry is visible at the top, with a bright, intense light emanating from the cutting head as it moves across a workpiece. The workpiece is positioned on a floor with a large, light-colored checkered tile pattern. The scene is dimly lit, with the primary light source being the laser itself, creating a dramatic effect. The text is overlaid in the lower center of the image.

**Láser C0₂ como impresión fotográfica
sobre prefabricados de hormigón**

“Architecture and photography are muses that play to communicate with humans, they give us shelter, they make us dream, transform our world, they write our memories. When they join together they create a unique feeling which spreads as gunpowder lighting up the collective thinking. When night comes, they sleep and dream; at daybreak, they wake up and keep dreaming”

La arquitectura y la fotografía son musas que juegan a comunicarse con los humanos, nos dan cobijo, nos hacen soñar, transforman nuestro mundo, escriben nuestra memoria.

Cuando se unen, crean una sensación única que se propaga como la pólvora iluminando el pensamiento colectivo. Cuando llega la noche, duermen y sueñan, cuando amanece, despiertan y siguen soñando

Ricardo Santonja
Profesor Doctor ETSAM - UPM