



Colors of Rhetoric

Places of Invention in the Visual Realm

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- Reveal and address a series of systematic design strategies, enriching the creative spectrum of architectural and spatial practices
- Bring some transparency to the design process, reducing the degree of subjectivity and uncertainty associated with the creative disciplines
- Provide a new lens on how to understand and read some paradigmatic works of modern and contemporary architecture
- Contribute to architectural education, inviting and motivating students to learn and apply these rhetorical procedures and devices as methods of creation and communication
- Awaken our awareness of some of the challenges in our society, highlighting the role of the rhetorical figures as drivers for social change and action

Rhetoric provides a repertoire of different methods for original and innovative creation by introducing notions of surprise, the unexpected, and conflict. The myths of “inspiration” and “the brilliant idea” dominate explanations of the genesis of many architectural and creative projects. Nevertheless, perhaps the most original ideas and innovative designs could be explained as transpositions of the classical figures or colours of rhetoric. This possibility brings up several questions.

Is rhetoric a kind of repertoire of different ways in which one can be “original”? Can the creative process be facilitated and enriched if creators become more aware of the system that they often use intuitively? Do architects make conscious or unconscious use of some of the figures of thought, tropes, and colours when creating and discussing architecture? Can metonymies, hyperbatons, oxymorons, antitheses, and puns, among many other rhetorical figures, be identified in spatial and visual disciplines? Can rhetorical mechanisms be applied to architecture to coordinate social action?

These are some of the key questions addressed in this book, which revolves around an inventory of rhetorical figures found in architecture and visual arts.

Dr. María Fullaondo is a practicing architect, artist, and a leading educator with more than 25 years’ experience at the intersections of architecture, urban design, art, visual communication, and media. She has extensive international experience in architecture education in various universities and countries, including Spain, Australia, China, and South Korea. Her research, creative work, and teaching are very much inter-woven, blurring the boundaries between activities and outputs.

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