

THE CULTURE-FORMING EFFECT OF A BRIDGE AS A SPATIAL-TEMPORAL CULTURAL CODE

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SUMMARY

The aim of this article is to find a common platform between builders/designers of bridges and creators/consumers of culture, in order to present this very important industry and its influence on nature and society, considering the meeting in mental and sensual space, which has a visual message similar in structure to the bridge. *For a modern man, surrounded by dynamic and multifaceted visual environment, living between digital information overload and material messages without narrative translation is a significant perceptual challenge. To face this challenge, it would be helpful to analyse the structure of surrounding iconography. Our cognitive imperative defines the level of our awareness and responsibility for the place we live in. We must co-create it. This requires us to recognise the expectations of recipients. The ability to recognise is an inexhaustible depository of knowledge about the cultural and national identity, about the entire European civilization and world heritage, as well as about mechanisms of aggregation and connecting different values: results of activities arising from the culture-rooted need to seek the truth, the meaning of our deeds and civilizational discourses that mix together in the public space. We are dealing with an inexhaustible collection of information - cultural codes, important in cognitive, interpretation processes and in developing new meanings.* [2] Cultural codes in the construction industry are assigned with an equivalent of complementary values, such as: wisdom, operational logic, durability, wealth. They are carriers of positive action and a constructive visual communication in terms of form and function, resulting in a clear concise message with a wide range of references to the bridge: connecting river banks, people, creating communication across boundaries. The presence of the code is common on multiple levels of social interaction

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"...the bridge symbolizes the expansion of the sphere of our will over the space." G. Simmel. [1]

1. EUROBRIDGE

Let's imagine or assume that a bridge is a special place, where we can experience the space-time and relations occurring between traveller / spectator and the structure of the bridge. We may search for an analogy between the beginning of the bridge and the birth, extensive supporting structure and the social development of a man, divided into single sections of the road and shaped by the environment (bridges must be adapted to their surroundings, tectonic conditions etc.). Finally we may compare a bridge span reaching the other bank to the end of life in order to experience a deeper connection with our own being confronted with the product of the utilitarian necessity. We may also treat the bridge as a part of the road - the bridge would be Euclidean basic unit of measure describing the measurable reality: a straight line would be divided in sections (bridge spans), whereas observed and experienced relations between the bridge structure and background would reflect conditions changing within minutes, depending on the length of the bridge. As a metaphor for life, this space-time structure of the bridge begins and ends on it.