

# Territorial “glocalisation”<sup>1</sup>

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In this paper, we shall introduce research, which we have been developing for some years. The perspective of analysis is that of morphodynamic semiotics, and our subject of study is *the deployment of globalisation and its impact on urban phenomena*. The delimitation of this subject follows reflections concerning the four globalisations: terrestrial, maritime, aerial and virtual. We shall also show in this paper how, in the space of a *cusp* (Cf. Figure) the city in its local (Fl) and global (Fg) dimensions is structured following the rhythm of each new technological development; by this fact, it confronts us with new modes of production of space<sup>3</sup> (b) and of time<sup>4</sup> (a). The globalised city obliges us to reconsider the city itself in order for us to be capable to propose a new paradigm for its future. The technological facts mentioned above have penetrated a ‘world in the World’; in other words, all of a sudden, the techno-scientific instruments arises as a ‘virtual world’ on the Web, provoking a double decomposition of the notion of space, such that the individual is no longer only represented in the actual space of the territory – local – but also in the interactive space of communication – global. Consequently, this virtual world necessarily expresses a ‘world of communication’ and this world of communication is expressed in the space of our cities. As an example, I shall focus on the effects that this virtual world has on the concrete space of the city by using the example of Rem Koolhaas’s *Harvard Project on the City*.

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<sup>1</sup> The term ‘glocal comes from the contraction of two words: ‘global’ and ‘local’. As we shall demonstrate in the present paper, at this level of analysis, we have distinguished four spaces of ‘glocalisation’: the market, the port, the airport

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<sup>3</sup> Here, we use the notion of space as a ‘balance of forces’ (local & global) that are in conflict inside the system of urban networks.

<sup>4</sup> Here, we use the notion of time, as historical time, viz., the time of cultures and of societies that spread and which regularly settle firmly into a ‘state of morphological stability’.