

'ENDHIRAN' AND MINDSPACE REPRESENTING LOOKALIKES

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What we see here through the interface of a software used by architects for 3D Modelling elements is the climax of the film **Endhiran** (**Robot** in the Hindi version) featuring the superstar of Tamil cinema, Rajnikanth, shot on a lookalike set of **Mindspace**, a corporate office complex that houses BPO (business process outsourcing) workers located in the western Mumbai suburb of Malad. This area has been reclaimed from the swamps that separate the city from the sea and developed privately. Here, shiny glass-clad buildings rise above manicured gardens that lie gated; clocks are set to the various time-zones of the world that are being served by workers in the offices round-the-clock. The film scene is set in a Mindspace-like landscape with tall glass buildings and green gardens.

In the climactic sequences of the film, which depicts a battle between Rajnikanth the scientist and the robot he has created, also played by Rajnikanth, Mindspace becomes a space where bodies align themselves to the environment and systems. Spherical forms and snakes, made up of millions of robot-Rajnikanth clones that mimic the monumentality as well as infinitely replicable postmodern architecture of Mindspace, attack the scientist and the police. Shown here are four view-ports that allow the architect to look at his creation in multiple ways, for example, as perspective, section, plan, elevation or axonometric drawing. The view-ports in the software look at areas in Mindspace where bodies have assembled themselves into a building, and into the snake, sphere and man from the film. The software makes real space digital through lines and planes, thereby becoming a representation of that which is real – something that allows you to view, modify and experience the world at the click of a button.

The digital allows for the depiction of an 'artificial' and 'synthetic' imagination that is sensorially detached from reality in a science lab or a modern corporate office in a location such as Mindspace, where designs are all ersatz computer-generated modular drawings, infinitely reproducible.





