

PROFILE: Shawn Godwin from Base Architecture discusses their Facebook App

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With the growing influence of social media, Base Architecture has created its own architecture [application](#) for Facebook.

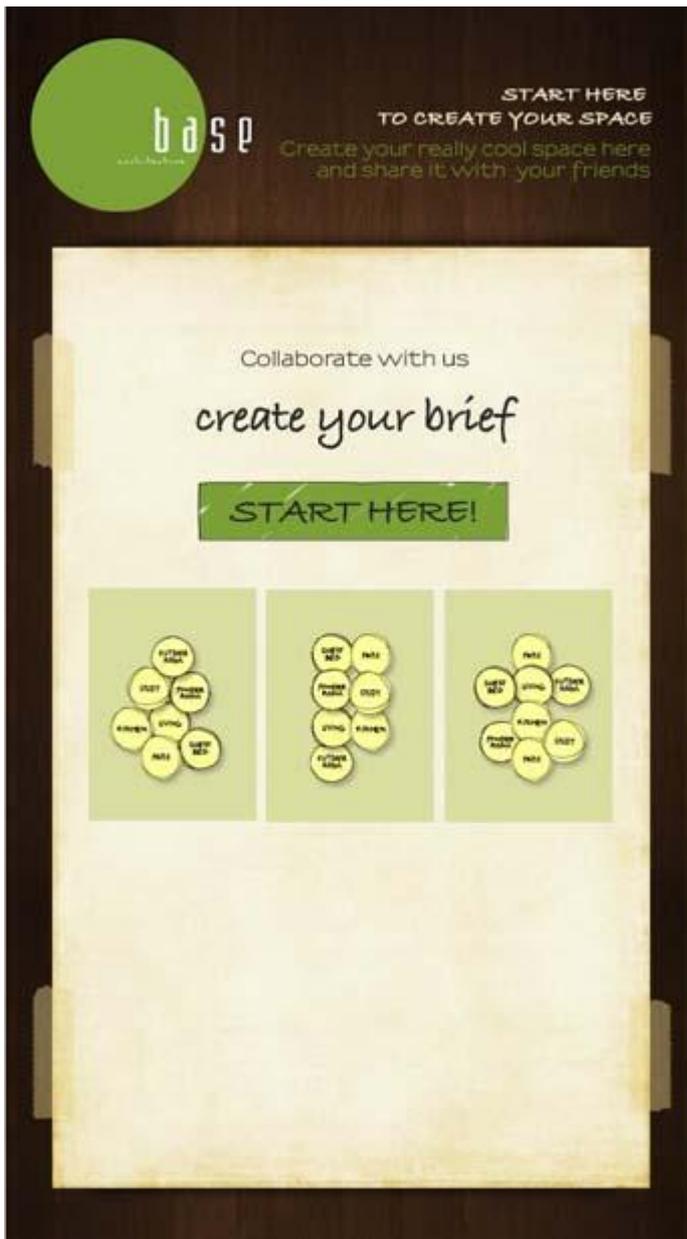
The Brisbane-based firm allows users to create their own 'spaces', based on the type of project they're completing.



Architecture & Design (A&D) spoke to Shawn Godwin, architect/director at Base Architecture, about the impact of social media on architecture and whether it's more than just good fun.

Can you tell me about the application Base Architecture has created?

It is aimed to generate interaction and some ownership to the clients of the start of a brief.



Why did you decide to create it? Do you know of any other architects which have engaged in social media this way?

I was searching the app store some time back for 'architecture' and really only founds books and magazines, so I sent an email to our web guys and said "how about a Base architecture app?". Not knowing what was required, we went from there. If it is successful then we will launch it with Apple.



How is the growing use of social media impacting on the architectural industry and what you do?

We love it. There are so many outlets and we're really concentrating on trying to tap into as many avenues as possible. How it is impacting on the architectural industry, I am not sure, but for us it seems to be working.

Do you know of any instances where social media has altered a project's design outcomes? (eg. Backlash online from other architects or the public)

Not that I can think of, most clients are quite savvy and they seem to like new 'things'. I often get emails of links through social media that they have stumbled across.

Has social media made it easier to disseminate design ideas to other architects?

I think it becomes yet another tool in the toolbox that can be utilised to get the ideas across.

Does it allow other architects to more easily comment on projects due to the relative anonymity of the Internet?

Potentially, as we know anything can be found through simple searches on the web, but we are still covered under copyright

What do you see as the future of social media in terms of its influence on architecture?

I think that it is a good thing and, as far as the future is concerned, it can only make the architecture of the world become more accessible to those that wouldn't normally be exposed to it.