

Glossary

- ✦ **Cultural Metrics:** Indicators derived from digital data (e.g., likes, shares, sentiment, location metadata) are used to assess the performance of cultural spaces. In this book, they include planning metrics, emergence metrics, and visibility metrics obtained from social media.
- ✦ **Cultural Analytics:** A methodological framework developed by Lev Manovich combines computational techniques, large-scale data analysis, and visualization to examine cultural phenomena. In the context of hybrid art spaces, cultural analytics is used to analyze social media images, visual trends, and patterns of cultural consumption, transforming large visual and textual datasets into spatial and conceptual insights.
- ✦ **Hybrid Art Spaces:** Environments where architectural settings, curatorial practices, and digital platforms converge. These spaces are physically navigated, yet mediated and amplified through social media, reshaping how art venues are used, experienced, and circulated.
- ✦ **Hybrid Space:** Following de Souza e Silva (2006), hybrid space refers to mobile, connected spatial conditions where digital and physical layers overlap.

- ✦ **Instagrammability:** The quality of a space or installation that encourages visitors to photograph and share it on social media. It increasingly shapes the design of cultural spaces as designers anticipate platform visibility as part of the spatial experience.
- ✦ **Locative Media Art:** Creative practices that use location-based technologies (e.g. GPS, Wi-Fi) to layer digital content onto physical environments.
- ✦ **Mobile Territories:** Digitally mediated zones shaped by personalized filters, algorithmic pre-selections, and affective navigation. Mobile territories are less about rigid boundaries and more about constructed pathways through space, shaped by social and technological expectations.
- ✦ **Parochial Spaces:** Defined by Lyn Lofland as semi-public environments shaped by shared affinities rather than formal membership. Hybrid art spaces often behave like parochial spaces: accessible but filtered, communal yet algorithmically stratified.
- ✦ **Platform Visibility:** The principle by which places, artworks, and cultural content are made visible through algorithmic systems. Visibility is neither neutral nor automatic — it embeds hidden priorities, commercial logics, and economies of attention.
- ✦ **Self-Organising Maps (SOMs):** Machine learning tools for clustering and visualising high-dimensional data. Used here to cluster visual content (e.g., Instagram images) to reveal typologies and spatial patterns in art venues.

✦ Social Media Art: Art designed primarily for social media platforms to engage audiences not just through content but through participation and interaction, as theorized by Mininno and Mirti.

✦ Spatial Figures: Analytical constructs (Löw & Knoblauch) that describe the logic of how social processes produce space. In hybrid art spaces, digital platforms reorient spatial figures: territory and place increasingly intersect with networked connections.