This paper will take the form of a slide show of interior and exterior architectural spaces. The common thread will be the concept of framing, as discussed in van Leeuwen (2005), Boeriis and Nørgaard (2013) and others.

Two aspects will be emphasized: 1) The way the history of spatial framing reveals changes in discourses and in the social practices and social relations they seek to legitimate; 2) The difference between the 'customization' of framing conventions and the use of framing to express new discourses and the practices and relations they may make possible.

This will be related to two different conceptions of creativity, each in their own way providing both continuity and change – creativity which adapts existing semiotic resources to new contexts, and creativity which brings about new semiotic resources to renew existing contexts.


Keywords: architecture, framing, multimodality.