

## PHILOSOPHY

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### **The aesthetics of urbanism: contours of a new anthropological reality**

The article is devoted to the consideration of ontological, semantic, existential and communicative facets of the unique aesthetics of modern urbanism. The contours of the subject of network interaction formed in the process of development of the urban type of culture in the situation of postmodernity are not identical to the description of the attitude of external perception. It is necessary to analyze the influence of urban living environment on the accumulation of the creative potential of an individual involved in network structures. The role of digital technologies in this case is extremely high: the distance between the participants of interactive interaction is significantly reduced. The key concepts demanded in the course of the study of the ontological component of urban aesthetics are based on the phenomenological tradition of the study of the experience of consciousness, culture and the practice of form formation, as well as on the distinction between text and work, performative and descriptive types of statements proposed in poststructuralist philosophy.

**Key words:** presence, event, text, affirmation, performativity, autoreference, urbanism, communication, postmodern.

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