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### **Architecture as a Mimesis and Visual Knowledge**

Mimesis phenomenon, which is one of the most discussed notions in arts and philosophy, is a very natural way of designing and learning for human. Today, an architect may mimic or imitate such other designs and their visual representation by the milieu of contemporary communication medium. The mimicry in architecture or any field of design cannot be such a mere imitation; it has to have many various dimensions and this may be considered with the help of memetics; which is a theory in order to understand the cultural transitions with an evolutionary point of view. Therefore, I am trying to understand the memetic effect of visual representation in architecture and the relation/evolution of mimesis notion towards memetics. This phenomenon is a kind of Darwinian process, which evolves quite rapidly and worldwide. I have constructed my PhD's theoretical framework among mimesis notion and memes' types, structures in architecture in terms of epistemological point of view, such as the questions 'What kind of knowledge can be gathered about the space/place from visual representation?' 'What is the relationship of mimesis, meme types and knowledge gathering in architectural design?'