

Archtctr 2.0; an e-motive Architecture Study plan.

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Study Plan

1a Working title of the project.

Archtctr 2.0

1b One line description of the nature of the project.

Exploring innovative applications of technologies developing an 'open platform' for augmented mixed media creations in the grey area between physical and make belief environments.

1c 'Disciplines' involved in the project.

[Spatial design](#), [Environmental design](#), [Game design](#), [Telecommunication](#), [Modern philosophy](#), [Aesthetics](#), [New media](#), [Cinematography](#), [Information design](#), [Interface design](#), [Game theory](#), [Parametric design](#), [Mathematics](#), [Artificial Intelligence](#), [Psychology](#) and [Architecture](#).

1d Short description of the aims, questions and results of the thesis project.

In the recent months a new breed of websites or –services has emerged, generally coined *Web 2.0*. *Wikipedia* (which is one of the best examples and one of the big forefathers of *Web 2.0* itself) yields 4 important characteristics of *Web 2.0*:

- "Network as platform."
- Users have their own data and exercise control over that data.
- An [architecture of participation](#) and [democracy](#) that encourages users to add value to the application as they use it.
- A rich, interactive, user-friendly interface.
- Some [social-networking](#) aspects.

(Source: http://en.wikipedia.org/wiki/Web_2.0)

But it's not just these web-based phenomena that reveal the narrowing gap between the physical and the virtual. It can be seen everywhere around us; in (mobile) (communication) devices, in board- and computer-games, in fashion, toys, in (dance) clubs and other entertainment-related buildings, so even in architecture in general!

These developments reveal a paradoxical tendency; on the one side we see that telecommunication and networking is bringing us closer together promotes a 'smaller' and more 'uniform world' (globalism, global culture), whereas at the same time we see that it facilitates the emergence of new small groups / communities / subcultures, each with their own values, opinions, styles and rules.

In this project some of the properties of Web 2.0 and (related) contemporary social and technological developments will be investigated to be adopted in real social life. One should think of, for example, a virtual three-dimensional world seamlessly mixed with the real, physical world.

An entirely voluntary, experimental fun- and creativity-based service is just one of the possibilities to start with, but more serious and largely adopted applications are also imaginable, which could ultimately result in an open platform or protocol (like HTTP, GSM and GPS), in which secured, closed services and communities can exist.

The research of the possibilities within this area has just started. This project brings another approach coming from the discipline of architecture.

To start with four case studies have been defined, which will each be developed, designed, presented and evaluated:

1. **Architectural / building.** This will be a private individual design for a family house for a made-up family in the Netherlands, somewhere in Rotterdam. In this design and the process that leads to it, possibilities of mixed media technologies are explored. During the process the platform can for example facilitate collaborative design. Augmented media will be an instrument for design. Furthermore “2.0 technologies” will be embedded into the house itself.
2. **Landscape- / Urban design.** “Second Park” is situated in London. An existing park will be augmented with a second layer of reality, in which geometrical creations can be made, and social interactions can take place.
3. **Social / Political.** In this case study the democratic qualities and possibilities will be exploited. **“Partij 2.0” is an imaginary** new kind of Dutch political party, based on a kind of (small) mass democracy and referendum-based voting. This party needs a residence, a home that is representative, attractive and safe, for their “community”. For them a “2.0 design” will be developed.
4. **Entertainment / fun-based.** “Second Arcade” will be a follow-up of the architectural building type of the “[video arcade](#)” or “[penny arcade](#)” which is a place where people play (coin operated) arcade video games. In “Second Arcade” people will probably play (a customized version of) the popular 2.0 game [SecondLife](#), in a real space, where will be present both physical and “tele-present” people.
5. **Educational.** “Urban exposition expedition Rotterdam”. This exposition takes place in the city of Rotterdam and tells a specific story and / or provides information on a specific subject. It will be a composition of information in “mixed media”, with both physical and virtual objects located in different geographical locations spread over the city.

1e Goals, in terms of practical social, cultural or economic benefit.

By creation of an open platform for mixed reality productions or -worlds, all kinds of services and communities could emerge, which possibly have social, cultural or educational or general entertainment benefits. Furthermore a largely adapted system of social networks could have great benefits in the fields of statistics and politics.

2a+b Brief description of the major phases of the project and the theoretical or technical instruments to be used or developed at each stage.

In Hyperbody MSc semester 3 the following initial phases of the thesis project have been passed through:

MSc3.I. Initial research and design and literature and media studies.

MSc3.II. Definition of the project (theme, questions, goals); with this study plan as a result.

MSc3.III. Diverge; collecting and developing possible ideas, designs, inventions, products, etc.

The project will be continued and completed in Hyperbody MSc semester 4, with the following phases:

MSc4.I. Re-initialization: Refreshing, reviewing and completing the MSc 3 phases, shown above.

MSc4.II. Converging; Structuring and evaluation of the above and choosing successful or promising ideas.

MSc4.III. Deeper and continued research and literature study, resulting in more specific and reformulated aims. Everything reported on a website / weblog (<http://archtctr2.0.viernulvier.nl>), also resulting in a printable PDF-report.


MSc4.IV. Development of selected designs / scenario's and if possible, suitable prototypes.

MSc4.V. Development and production of a suitable presentation format.

MSc4.VI. Final presentation.

2c Current literature & media list (to be revised and selected from).

- 📖 **Critical Mass: How One Thing Leads to Another**
by Philip Ball , Farrar, Straus and Giroux (May 16, 2006)
- 📖 **The Wisdom of Crowds**
by James Surowiecki , Anchor; Reprint edition (August 16, 2005)
- 📖 **Six Degrees: The Science of a Connected Age**
by Duncan J. Watts , W. W. Norton & Company; Reprint edition (February 2004)
- 📖 **Linked: How Everything Is Connected to Everything Else and What It Means**
by Albert-Laszlo Barabasi , Plume; Reissue edition (April 29, 2003)
- 📖 **Emergence: The Connected Lives of Ants, Brains, Cities, and Software**
by Steven Johnson , Scribner; Reprint edition (August 27, 2002)
- 📖 **Sync: The Emerging Science of Spontaneous Order**
by Steven Strogatz , Hyperion; 1st edition (March 5, 2003)
- 📖 **Smart Mobs: The Next Social Revolution**
by Howard Rheingold , Basic Books; Reprint edition (October 14, 2003)
- 📖 **Blink: The Power of Thinking Without Thinking**
by Malcolm Gladwell , Little, Brown and Company (January 11, 2005)
- 📖 **Game Zone: Playgrounds between Virtual Scenarios and Reality**
by Albetro Iacovoni, Birkhäuser – Publishers for Architecture, 2004.
- 📖 **Game Set And Match II**
by Kas Oosterhuis, Lukas Feireiss (Educational Studies Pr, September 30, 2006)
- 📖 **Rules of Play: Game Design Fundamentals**
by Katie Salen, Eric Zimmerman , The MIT Press (October 1, 2003)
- 📖 **The Game Design Reader: A Rules of Play Anthology**
by Katie Salen (Editor), Eric Zimmerman (Editor) , The MIT Press (December 1, 2005)
- 📖 **Half-Real: Video Games between Real Rules and Fictional Worlds**
by Jesper Juul , The MIT Press (December 2, 2005)
- 📖 **A Theory of Fun for Game Design**
by Raph Koster, Will Wright (Foreword) , Paraglyph Press; 1 edition (November 6, 2004)
- 📖 **A Thousand Plateaus: Capitalism and Schizophrenia**
by Gilles Deleuze, Felix Guattari, Brian Massumi , University of Minnesota Press (December 1987)
- 📖 **Out of Control: The New Biology of Machines, Social Systems and the Economic World**
by Kevin Kelly , Perseus Books Group; Reprint edition (May 1995)
- 📖 **The Technium**
by Kevin Kelly, Unpublished yet, work in progress at: <http://www.kk.org/thetechnium/>

-  **A New Kind of Science**
by Stephen Wolfram , Wolfram Media (May 14, 2002)
-  **Being Digital**
by Nicholas Negroponte , Vintage (January 3, 1996)
-  **Freedom Evolves**
by Daniel C. Dennett , Penguin (Non-Classics); Reprint edition (January 27, 2004)
-  **The Language of New Media**
by Lev Manovich , The MIT Press; Reprint edition (March 7, 2002)
-  **The Organizational Complex: Architecture, Media, and Corporate Space**
by Reinhold Martin , The MIT Press; New Ed edition (October 1, 2005)
-  **A Short History of Nearly Everything**
by Bill Bryson , Broadway; Reprint edition (September 14, 2004)
-  **Metapolis Dictionary of Advanced Architecture: City, Technology and Society in the Information Age**
by Manuel Gausa, Vicente Guallart, Willy Muller, Federico Soriano, Fernando Porras, Jose Morales, Willy Müller, Actar (September 2003)
-  **Constant's New Babylon**
by Mark Wigley , Uitgeverij 010 Publishers,Netherlands (June 15, 1999)
-  **Film Architektur**
by Donald Albrecht, Anton Kaes, Anthony. Vidler, Dietrich. Neumann , Prestel (June 1, 1996)
-  **Manifesto for a Cinematic Architecture**
by Pascal Schon, AA Publications (May 1, 2006)
-  **City of Bits: Space, Place, and the Infobahn**
by William J. Mitchell, The MIT Press; New Ed edition (August 1, 1996)
-  **The World Is Flat: A Brief History of the Twenty-first Century**
by Thomas L. Friedman , Farrar, Straus and Giroux; Expanded and Updated edition (April 18, 2006)
-  **The Paradox of Choice: Why More Is Less (Paperback)**
by Barry Schwartz , Harper Perennial; Reprint edition (January 18, 2005)
-  **Wired Magazine**
(Issue 14.09, September 2006; Issue 13.10, October 2005; Issue 10.09, September 2002; Issue 9.05, May 2001; Issue 8.05, May 2000; Issue 12.04, April 2004, ...)
-  **TIME Magazine** (Dec. 25, 2006 issue)
-  **Google Earth** - <http://earth.google.com>
-  **Wikipedia articles** - <http://www.wikipedia.com/>
-  **Plus may many more, to be filed on:** <http://del.icio.us/re404/archtctr2.0/>
-  **Mary Poppins** (Robert Stevenson, 1964)
-  **Tron** (Steven Lisberger, 1982)
-  **Brainstorm** (Douglas Trumbull, 1983)
-  **Videodrome** (David Cronenberg, 1983)
-  **Johnny Mnemonic** (Robert Longo, 1995)
-  **Cube** (Vincenzo Natali, 1997), **Cube 2; Hypercube** (Andrzej Sekula, 2004), **Cube Zero** (Ernie Barbarash, 2004).
-  **ExistenZ** (David Cronenberg, 1999)
-  **The Simpsons: Treehouse of Horror VI** (Matt Groening, October 29th, 1995)
-  **Secondlife** - <http://www.secondlife.com/>
-  **The Sims** - <http://thesims.ea.com/>
-  **World of Warcraft** - <http://www.worldofwarcraft.com/>
-  **Unreal Tournament** - <http://www.callofduty.com/>
-  **Nintendo Wii** - <http://wii.com/>

3 Criteria to be judged upon.

- Level of innovation.** Are the developed ideas and products really “new” and original? Could they be successful in the “real world”? Are existing technologies and phenomena well investigated and combined in something new, so that the result is more than the sum of its parts?
- Quality of research.** However this project is quite experimental and exploratory, it has an important scientific aspect to it. Is the information gathered and processed scientifically, and evaluated well, to take wise (design) decisions?
- Quality of the design developed.** How do the products / scenarios designed as case studies appeal to you? Are they too “theoretical” to ever become used in (everyday) practice, or do they make a reasonable chance in the unpredictable “market” of these days?
- Quality of the presentation (media).** Is the presentation (material) convincing and / or appealing. Do the presentation styles / forms match the presented content?

4 Design and research products.

- Website / Weblog for textual report, log-keeping and presentation. (<http://archtctr2.0.viernulvier.nl/>)
- 2d (digital) hand drawings.
- Maya, SketchUp and Virtools for 3d sketches.
- Final thesis report and final presentation in Virtools, Google Earth and / or SecondLife with verbal presentation.

5 Time-plan.

| Calendar week | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
|---------------|----------------------------|----|------|--|----|----|--|----|----|---|----|------|----|----|----|------------------------------------|----|----|----------------------------|------|----|----|----|----|------|
| TU week | 20 | 21 | 22 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| Thesis week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| | | | Feb. | | | | Mar. | | | | | Apr. | | | | May | | | | June | | | | | July |
| Monday | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 |
| Tuesday | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 |
| Wednesday | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 |
| Thursday | 18 | 25 | 1 | 8 | 15 | 22 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 |
| Friday | 19 | 26 | 2 | 9 | 16 | 23 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 29 | 6 |
| MSc.4 phase | I. Re-initialization | | | II. Converging | | | III. Further research | | | IV. Development | | | | | | V. Make presentation | | | VI. Final | | | | | | |
| | In-between report finished | | | Presentation of selected designs / scenario's. | | | Report on literature and media studies finished. | | | Final design(s) finished. Pre-presentation. Draft Report. | | | | | | Final Presentation (almost) ready. | | | Addition of final details. | | | | | | |

 Meeting

 Milestones

- 19-1-2007 11.00-15.00 Discuss Study plans
- 9-2-2007 11.00-15.00 Sign contracts
- 24-4-2007 Final application for Go/No-Go
- 25-5-2007 09.00-18.00 Go/No-go
- 5-6-2007 Final application Final presentation
- 6-7-2007 09.00-18.00 Public Final presentation