

Archctr 2.0; an e-motive Architecture Study plan.

Name: **Remko Siemerink**

Student number: **1009257**

Architecture or Urbanism: **Architecture**

Address: **Zwart Janstraat 97a, 3035 AN, Rotterdam.**

Email: **r.siemerink@student.tudelft.nl**

Phone: **+31641860563**



Study Plan

1a Working title of the project.

Archctr 2.0

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

A personal ephemeral dynamic architecture for navigation of the virtual being seamlessly connected with the physical.

1c 'Disciplines' involved in the project.

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

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

Everything is connected; people, information, buildings, locations, etc. An immense network exists; consisting out of stuff in both the 'virtual world' (the internet) and the physical world. The network is build up out of millions of personal (smaller) networks from different individuals. I'm using the spatial 'language' of architecture to visualize and to navigate this network. An architecture is created in real-time to let you explore your network of friends, information, people; almost everything ...

The idea for this project emerged observing current day developments around us. Especially the so called [Web 2.0](#) phenomenon was an important influence. It seems that the web and the way in which we use it is ever more similar to our physical world. But it's not just web-based trends 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.

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

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

Partly the nature of the project is experimental; the main question is: ***Can a spatial (architectural) 'interface' help us making sense of the ever growing complexity of people and information around us?*** And if it can; how do we design these spaces and this interface? The challenge lies in both the technical as in the 'psychological'; how do we 'help' people navigating, browsing, structuring, searching the network around us?

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.o.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)
-  **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)
-  **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)
-  **The Language of New Media**
by Lev Manovich , The MIT Press; Reprint edition (March 7, 2002)
-  **A Short History of Nearly Everything**
by Bill Bryson , Broadway; Reprint edition (September 14, 2004)
-  **Constant's New Babylon**
by Mark Wigley , Uitgeverij 010 Publishers,Netherlands (June 15, 1999)
-  **City of Bits: Space, Place, and the Infobahn**
by William J. Mitchell, The MIT Press; New Ed edition (August 1, 1996)
-  **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/>
-  **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/>
-  **etc. etc. etc.**– <http://del.icio.us/re404/archtctr2.0>

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) and programming / scripting.** 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.o.viernulvier.nl/>)
- 2d (digital) hand drawings.
- Maya, SketchUp and Virtools for 3d sketches and scripting interactive demo's.
- Final verbal presentation in iWeb; using the interactive an immersive technologies available in the iWeb and Virtools, Google Earth and / or SecondLife.

5 **Time-plan.**

- 15-1-2007 Start of project.
- 9-2-2007 Sign contracts
- 9-11-2007 P3
- 13-12-2007 P4 Go/No-go
- ??-1-2007 P5 Public Final presentation