SOCIAL_NETWORK_HOUSING

Thomas Schneider

WINDOW HISTORY

•Earliest know ‘windows’ were essentially holes in a wall.

•‘Windows’ start becoming covered with animal hide, cloth, or wood.

•The Romans are the first known to have used glass for windows.

•100CE in Alexandria cast glass windows begin to appear.

•14th Century Windows panes use flattened animal horn.

•17th Century England Glass becomes common in the windows of ordinary homes.

Glass Processes

•Until the 16th Century, window glass (flat glass) was cut from large discs of crown glass.

•Larger sheets were made by blowing the glass into cylinders, cutting them open, laying them flat, then cutting them into panes.

•Most glass was produced this way (cylinder method) in the early 19th Century. These cylinders were 6 to 8 feet long and 10 to 14 inches in diameter

•1848 Henry Besseme, and English engineer, patented and automotive glass manufacturing process which produced a continuous ribbon of flat glass by forming the ribbon between rollers. Was a rather expensive process as glass needed polishing.

•Large sheets of plate glass were produced by casting a large puddle of glass on an iron surface then polishing both sides. Still costly.

WINDOW HISTORY

• Early 1920s, a continuous ribbon of plate glass polished and grinded inline of production, greatly reducing glass losses and cost.

• From 1953-1957 Sir Alaster Pilkington and Kenneth Bickerstaff of the UK's Pilkington Brothers develop float glass.

•Float Glass is created using a process by which a ribbon of glass is formed by using a molten tin bath on which the molten glass flow solely under the influence of gravity.

•The balance of the volume of glass is essential to this process because the glass is flattened by its own weight.

Curtain Walls

•Before the middle of the nineteenth century buildings were constructed with the exterior walls bearing the load of the building.

•The development of structural steel allowed for relatively small columns to support large loads, but more importantly freed the need for exterior walls to be used for structural support.

WINDOW HISTORY

- The glass curtain wall is born.

•**Oriel Chambers**, Liverpool England, 1864

WINDOW HISTORY

•**Hallidie Building**, San Francisco CA, 1918

WINDOW HISTORY

- **Bauhaus in Dessau**, Germany, 1926

WINDOW HISTORY

- **Lever House**, NYC New York, 1952

PROBLEM_STATEMENT

How can Social Networks influence Architecture?

PROBLEM_STATEMENT **BREAKDOWN**

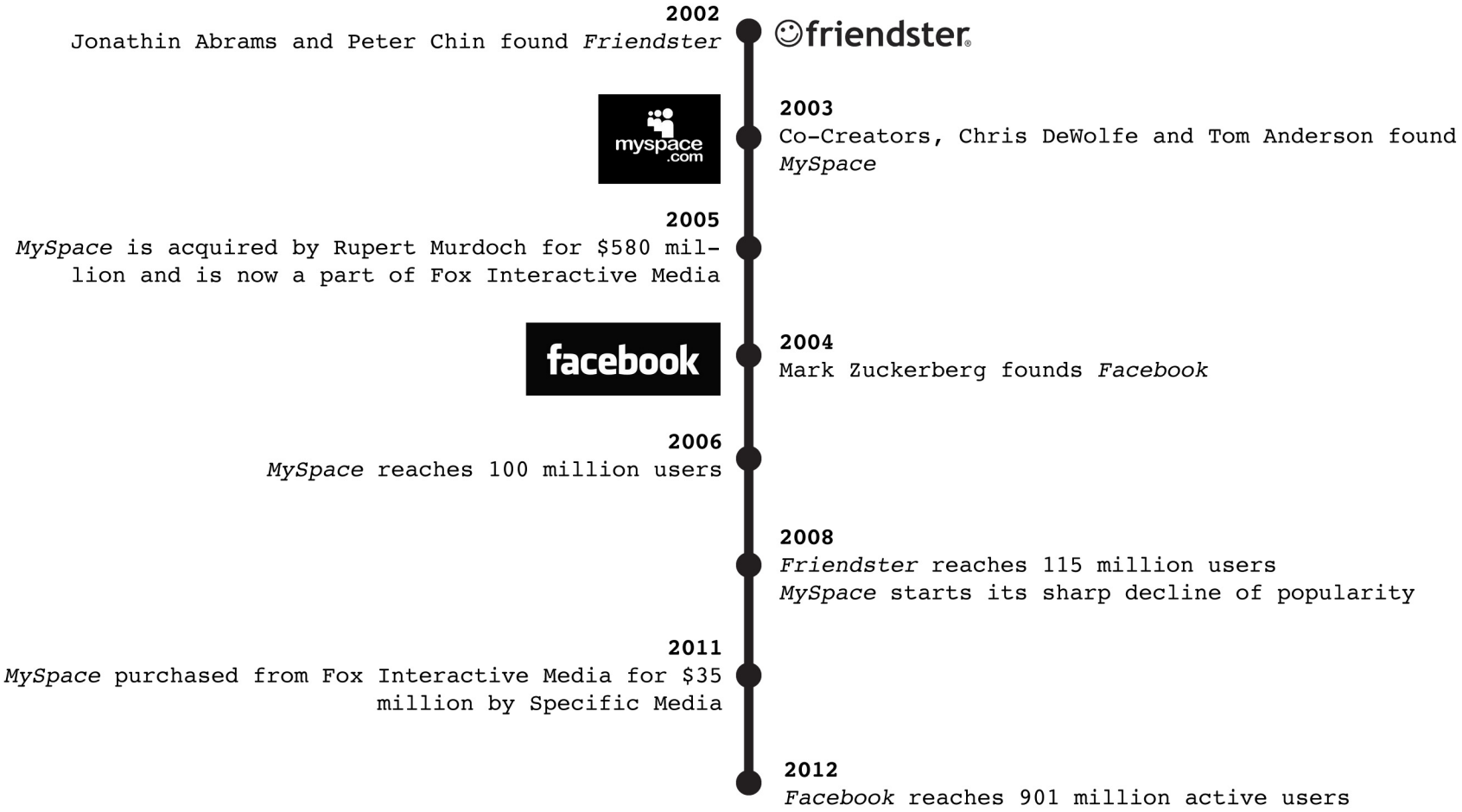
How can **Social Networks** **influence** **Architecture**?

Social Network - *so•cial net•work*
noun
1 a network of social interactions and personal relationships.
2 a dedicated website or other application that enables users to communicate with each other by posting information, comments, messages, images, etc.

influence - in•flu•ence
noun
1 the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.
verb [with obj.]
2 have an influence on

Architecture - ar•chi•tec•ture
noun
1 the art or practice of designing and constructing buildings.
•the style in which a building is designed or constructed, esp. with regard to a specific period,place, or culture.
2 the complex or carefully designed structure of something
•the conceptual structure and logical organization of a computer or computer based system.

SOCIAL_NETWORK **BACKGROUND**



SOCIAL_MEDIA **PLAYERS**

*Decending order of **monthly unique visitors (in milions)** as well as general statistics about **the primary demographic:***

1. Facebook. 140,336. 62 percent share of page views by female visitors on Facebook

2. Blogger. 50,055. The household income of 41 percent of Blogger's audience is 75k +.

3. Twitter. 23,617. African Americans are the demographic more represented on Twitter than any other of the major social networks.

4. Wordpress. 22,417. 25 percent of the visitors to Wordpress have a Bachelor's degree.

5. Myspace. 19,250. Teens view twice as many pages on Myspace than average user.

6. Linkedin. 17,786. Users of Linked are three times more likely to hold a postgraduate degree.

7. Tumblr. 11,870. Female teens are the demographic more presented on Tumblr than any other of the major social networks.

8. Six Apart Typepad. 8,578. Pacific is the region with the highest concentration of visitors to Six Apart than any other part of the country.

9. Yahoo! Pulse. 8,397. New England is the region with the highest concentration of visitors to Yahoo! Pulse than any other part of the country.

10. Wikia. 7,601. The age of 18-34 years olds is the age group most represented on Wikia than any other of the major social networking sites.

SOCIAL_MEDIA **STATISTICS**

According to ***Nielsen 3Q Social Media Report:***

1. Almost one quarter of the total amount of time Americans spend online is in social network and blog sites.

2. Nearly four out of five active Internet user visit social networks and blog site regularly.

3. Americans spend more time on Facebook than any other American web-site.

4. Almost 40 percent of social media users access their social media content through the user of mobile phones.

5. Internet users over the age of 55 are driving the growth of social networks through the use of mobile Internet.

6. 53 percent of active adult social network users follow a brand and 32 percent follow a celebrity.

7. 70 percent of active social network users shop online, and are 12 percent more likely to than the average Internet user.

8. Across 10 major global markets, social networks and blogs reach over three-quarters of active Internet users.

FACEBOOK STATISTICS

*According to the **Facebook website:***

•901 million monthly active users at the end of March 2012.
Approximately 80% of our monthly active users are outside the U.S. and Canada.

•526 million daily active users on average in March 2012.
488 million monthly active users who used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users as of April 20, 2012.

•During March 2012, on average 398 million users were active with Facebook on at least six out of the last seven days.

•More than 125 billion friend connections on Facebook at the end of March 2012.

•On average more than 300 million photos uploaded to Facebook per day in the three months ended March 31, 2012.

•An average of 3.2 billion Likes and Comments generated by Facebook users per day during the first quarter of 2012.

•More than 42 million Pages with ten or more Likes at the end of March 2012.

•Facebook is available in more than 70 languages.

SOCIAL_MEDIA ACCESSED

How does one access Social Media?

- **97%** Computer
- **37%** Mobile Phone
- **3%** Gaming Console
- **3%** iPad
- **2%** Internet Enabled TV
- **2%** e-Reader
- **1%** Handheld Music Player

SMART_PHONE GROWTH

•**7.3 billion** Estimated world population by 2016, according to the United Nation

•**10 billion** Estimated number of smartphones and tablets used worldwide by 2016, according to Cisco

•**1.4** Mobile gadgets for every person on Earth in 2016

•**50** Factor by which data traffic from smartphones will increase by 2016

•**62** Factor by which data traffic from tablets will increase by 2016

•**71** Percent of mobile traffic dedicated to watching videos on portable devices by 2016, 25 fold increase from today.

•**130** Exabytes of worldwide data traffic in 2016. That is roughly 33 billion DVDs, 4.3 quadrillion MP3 files,or 813 quadrillion text messages.

NARRATIVE

The following are a series of Twitter posts under the user name Socialeitgeist

• Architecture as it exists today, has lost touch with us. Our built environment has become stale. It is stagnant.

• Living today we exists in two separate environments: a physical environment, and a digital environment.

• Our physical environment embodies everything tangible. It speaks to our senses and it provides.

• Architecture exists here, but we do not. We must escape to the digital environment.

•We must escape.

• We see traces of the digital environments existence through the electronic devices we cling to.

• Our smartphones, tablets, and laptops have become our lifeline to this environment.

• The digital environment provides infinite possibilities. Instant knowledge.

• Content is instantly presented to us that is both necessary and superfluous, content based in fact and in bias, content that has been catered to the very individual viewing it.

• The digital environment is our stage. We perform here. It is our place to see and to be seen.

• We communicate here. We manage our relations here. We create relationships as real as the digital environment itself, here.

• The digital environment allows us to create a persona. It allows us to be anonymously personal.

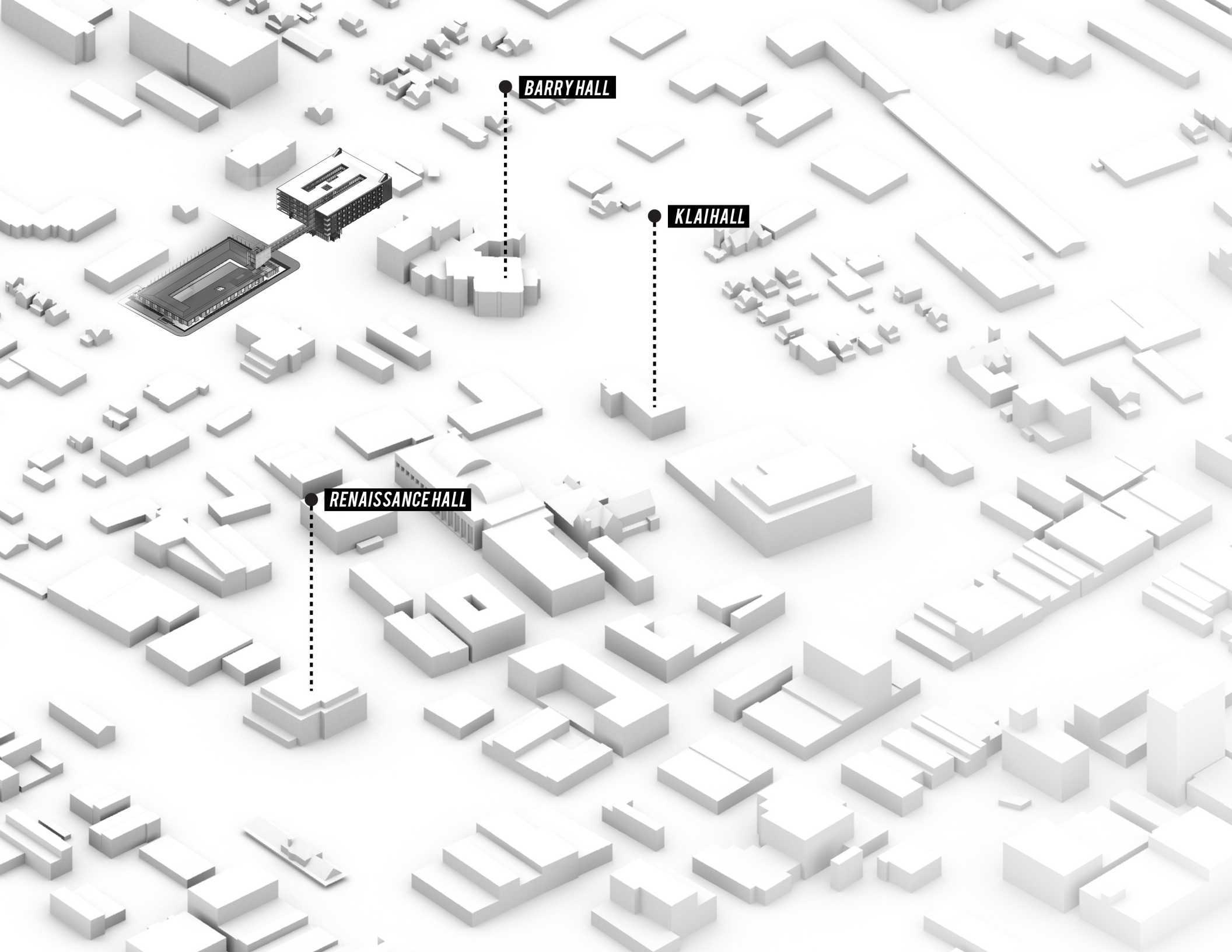
• We design within the digital to create Architecture for the physical. Why?

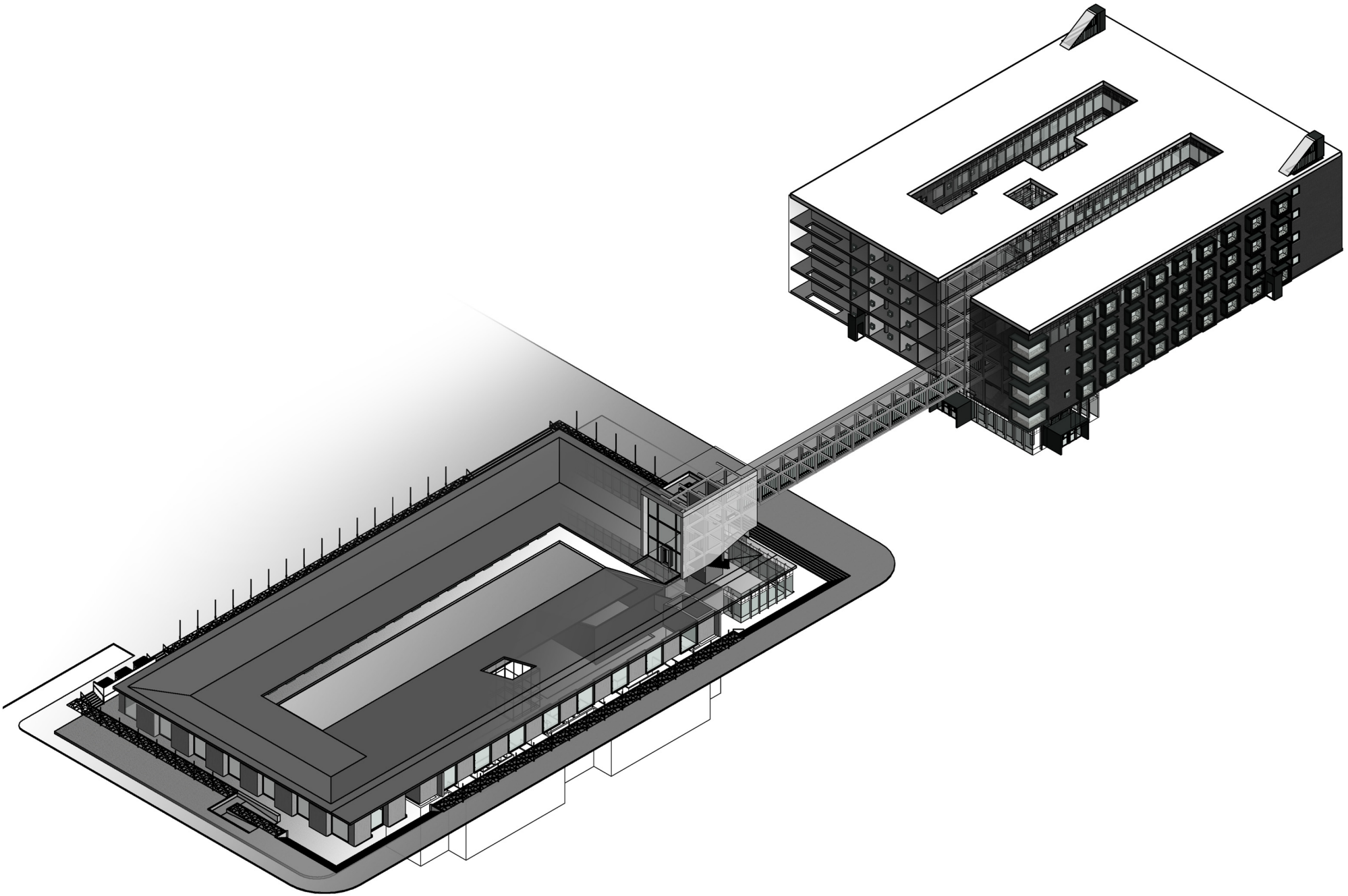
• Have we not seen the benefits that the digital environment offers? It gives us instantaneous personalization, instantaneous communication and connection with the world.

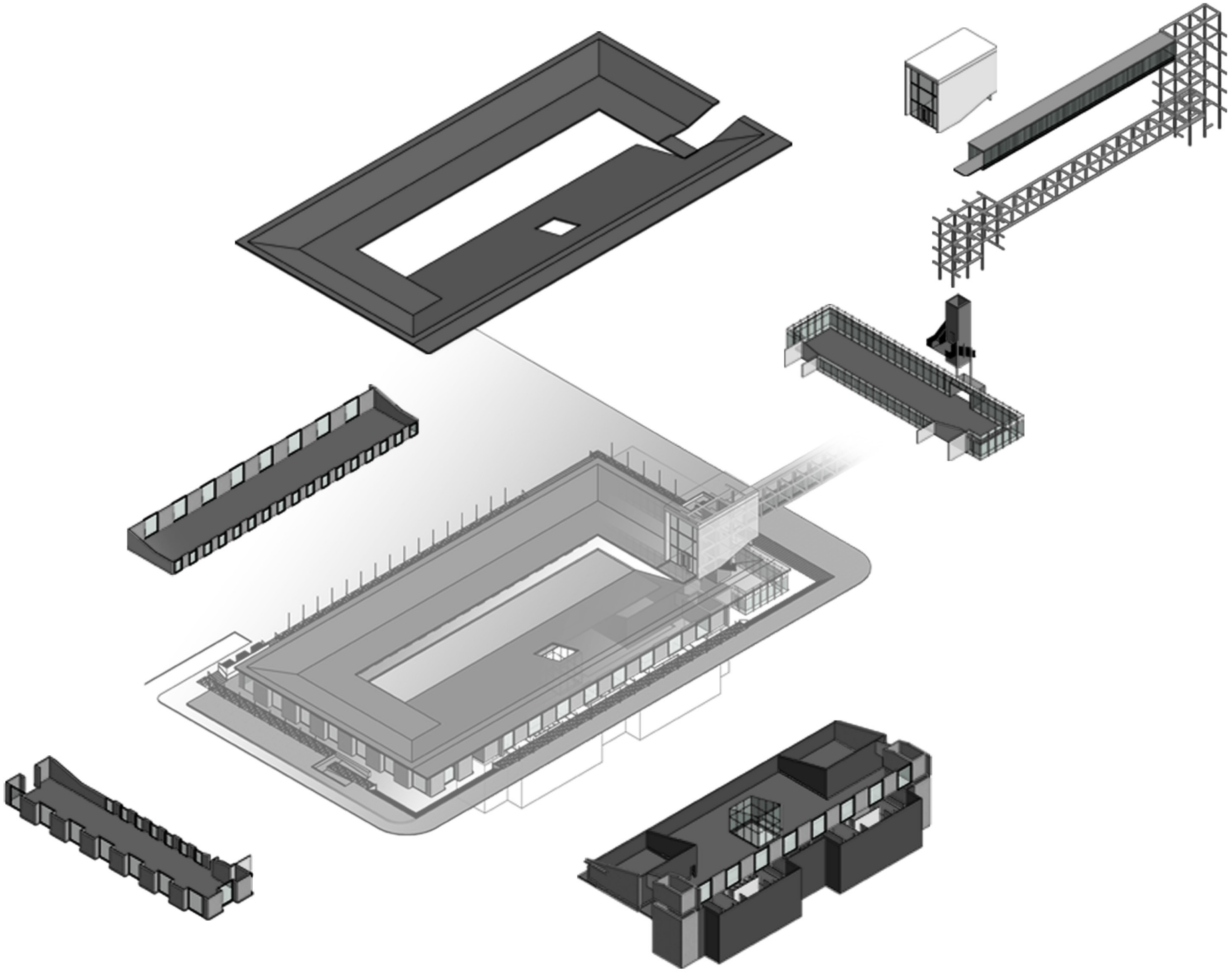
• We have become utterly reliant on the digital environment so why must the digital environment continue to remain secondary to the physical?

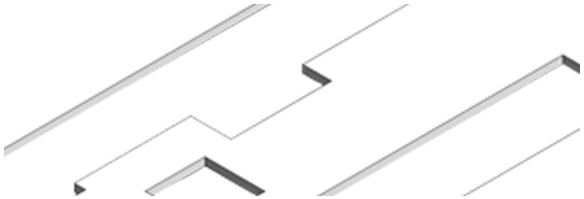
• Architecture has lost touch with those creating and inhabiting its spaces. We are changing, we are dynamic, but Architecture is not.

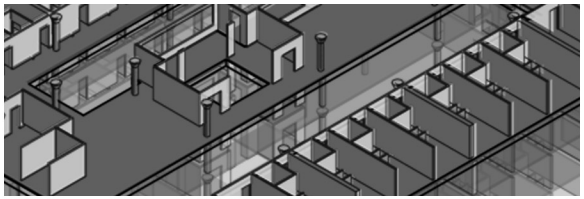
• We reside here, within the digital. I don't want to leave. If only architecture could find us.

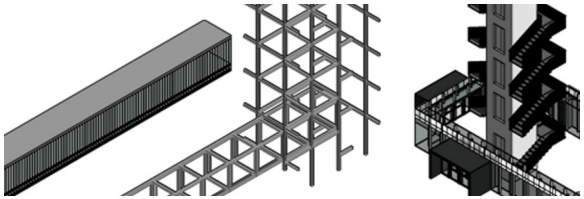

BARRY HALL
KLAI HALL
RENAISSANCE HALL

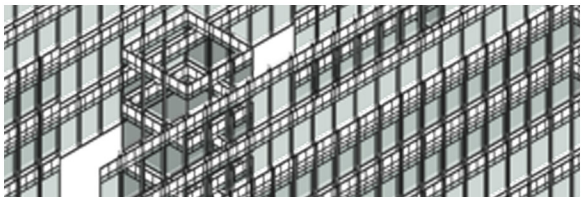


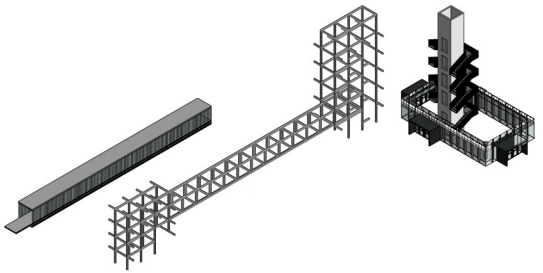


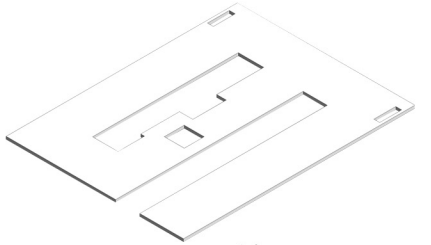


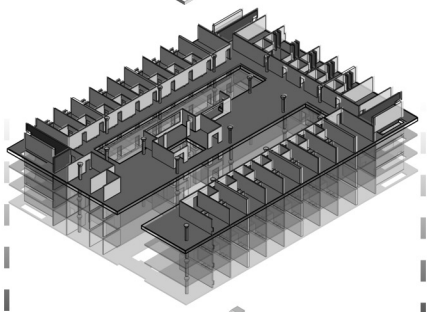


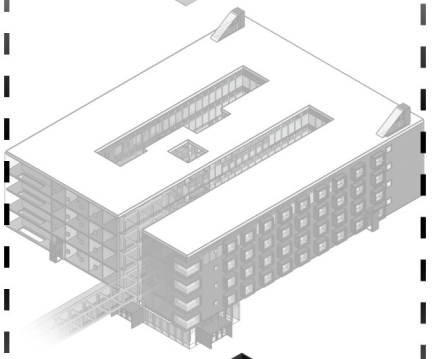


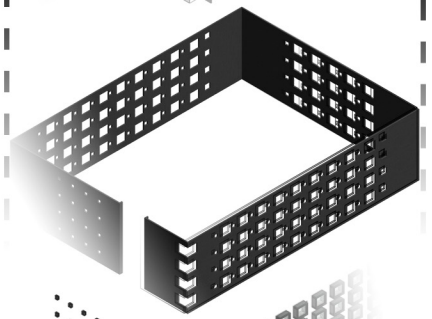


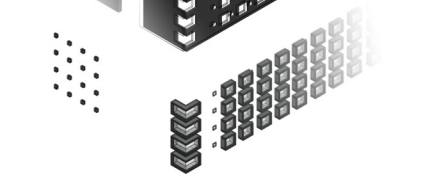


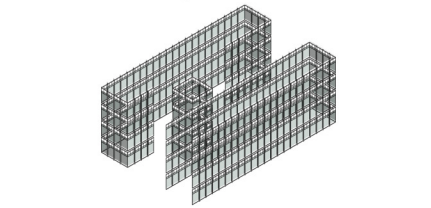


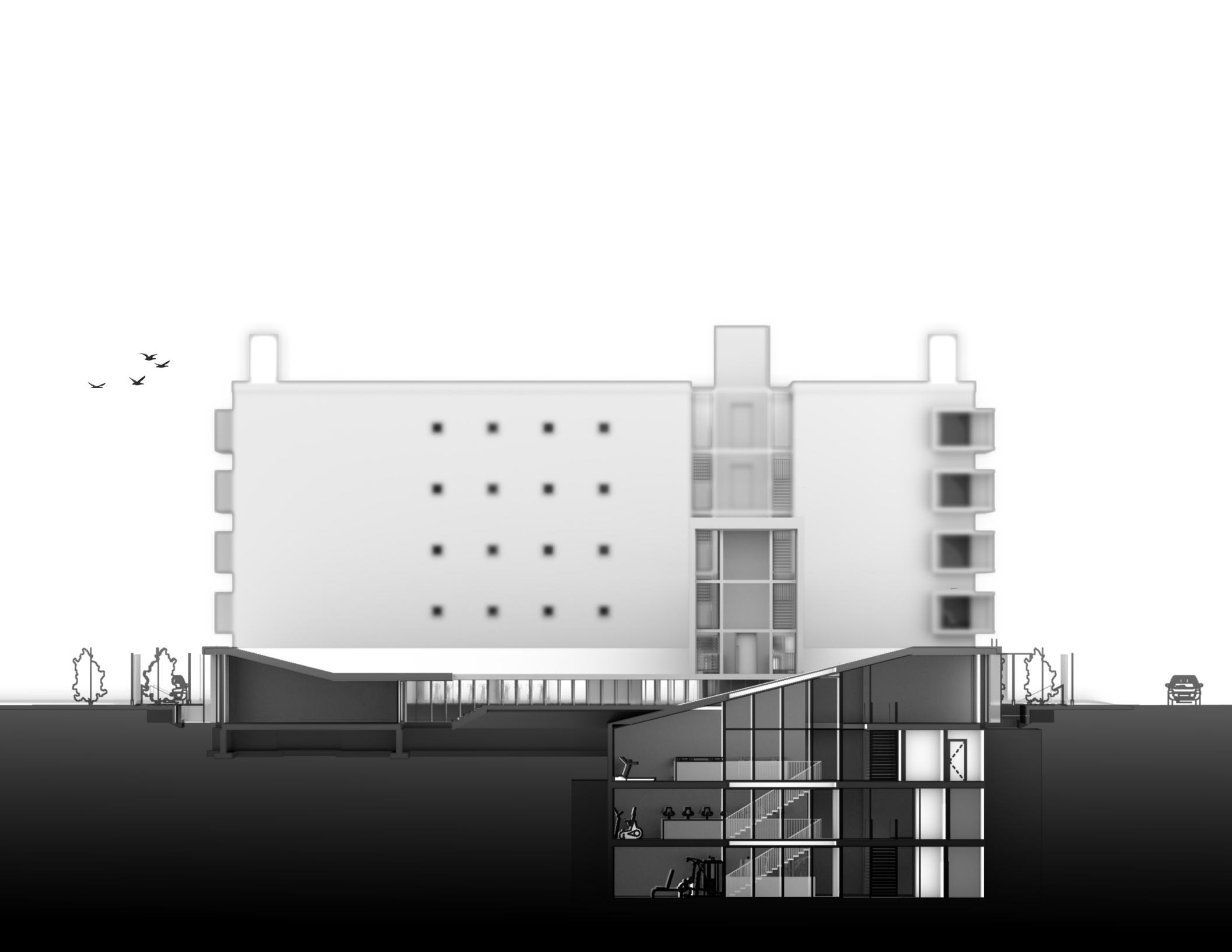


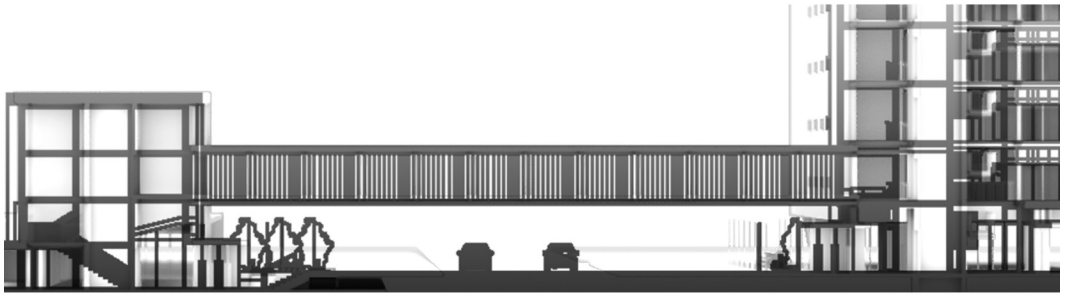


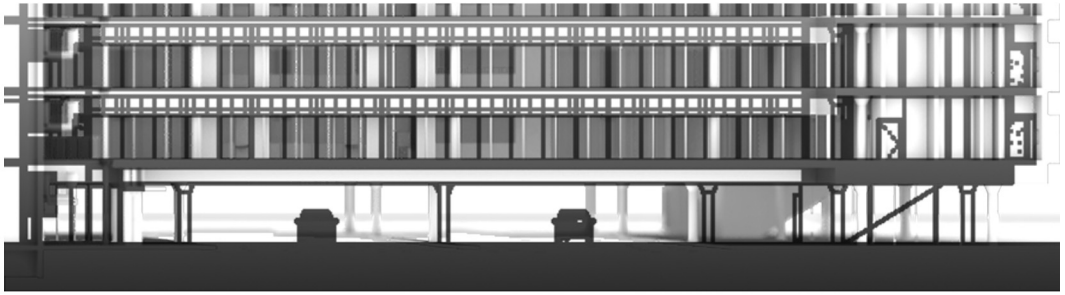




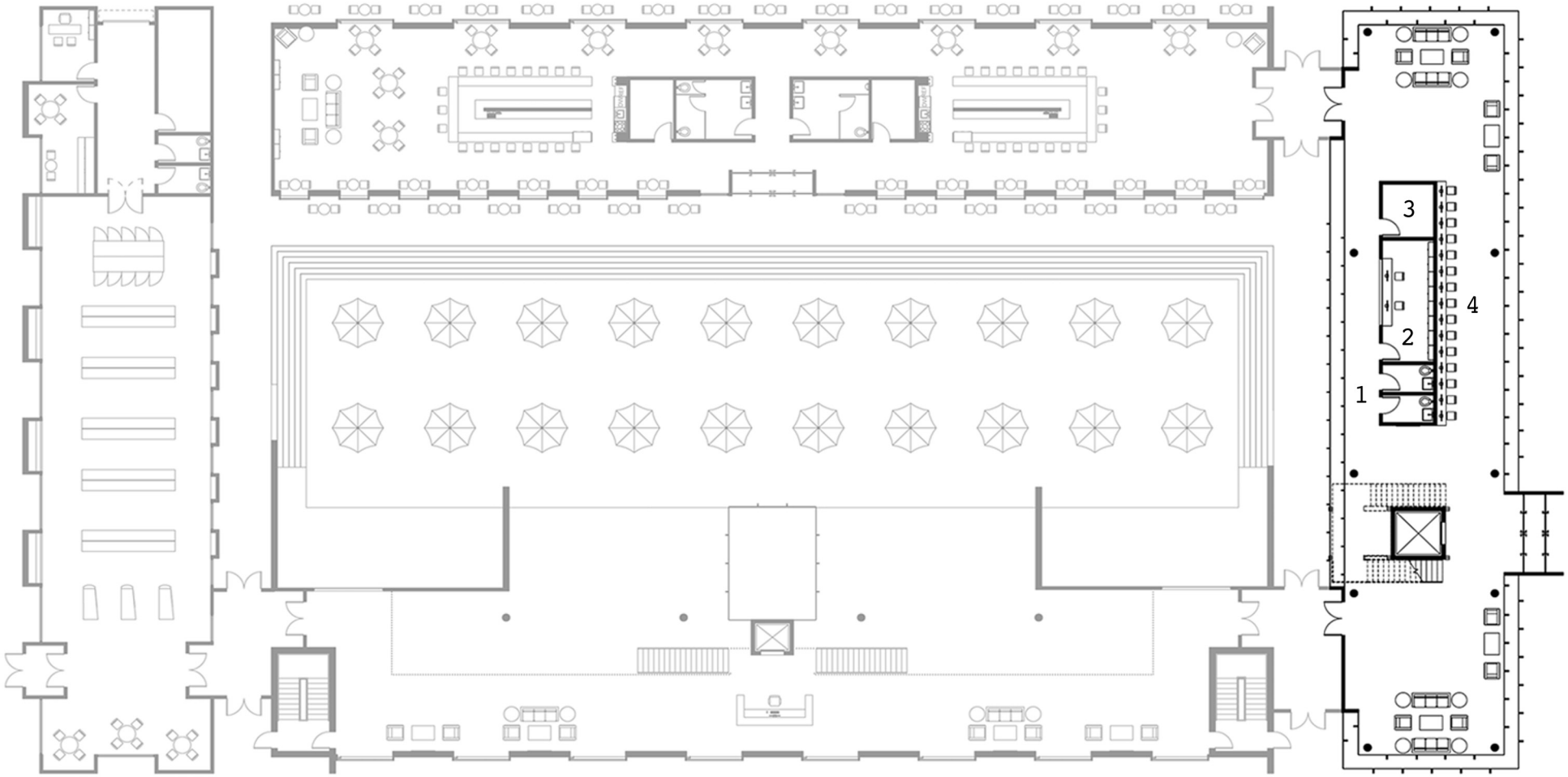






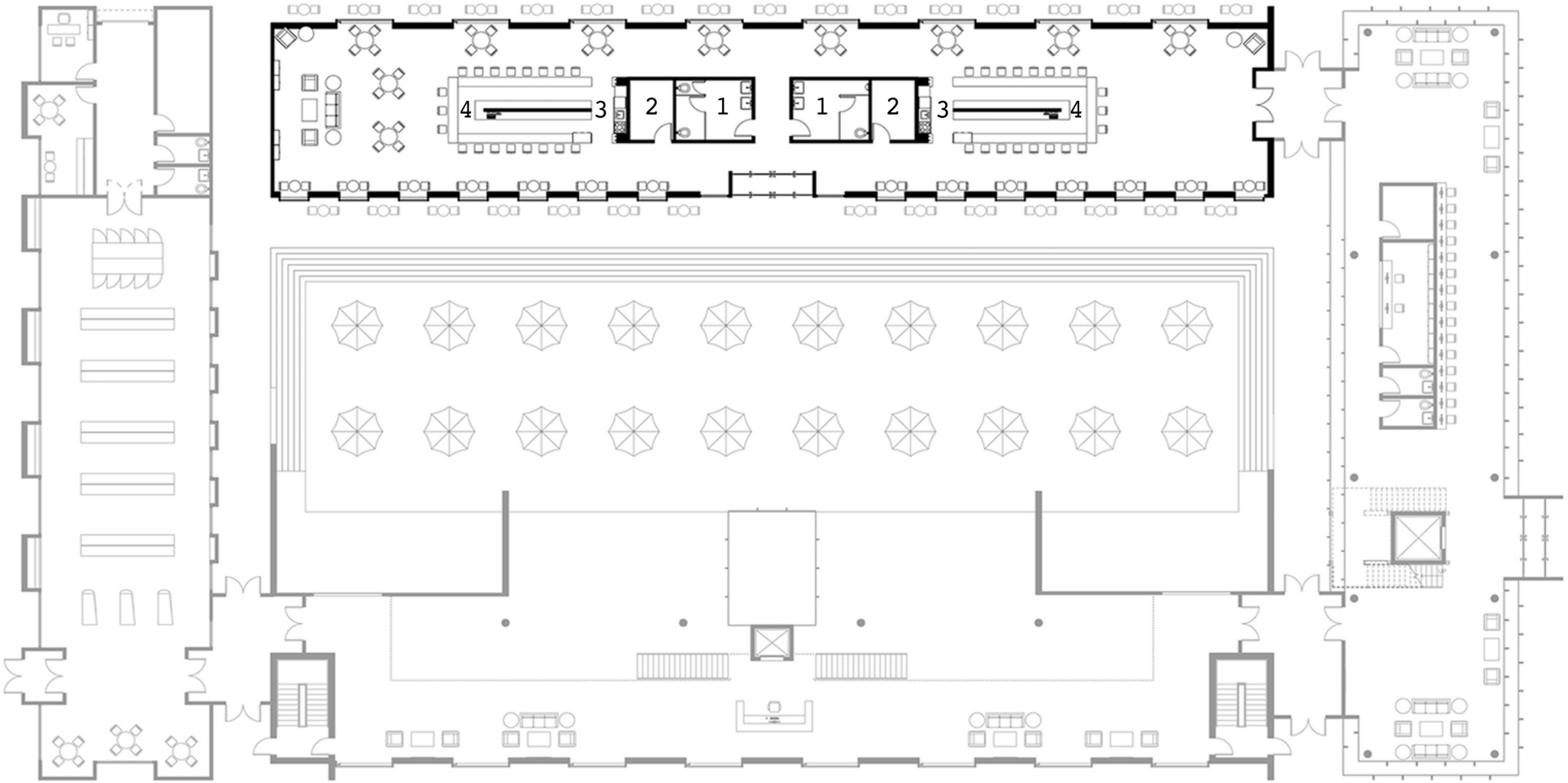


ENTRY



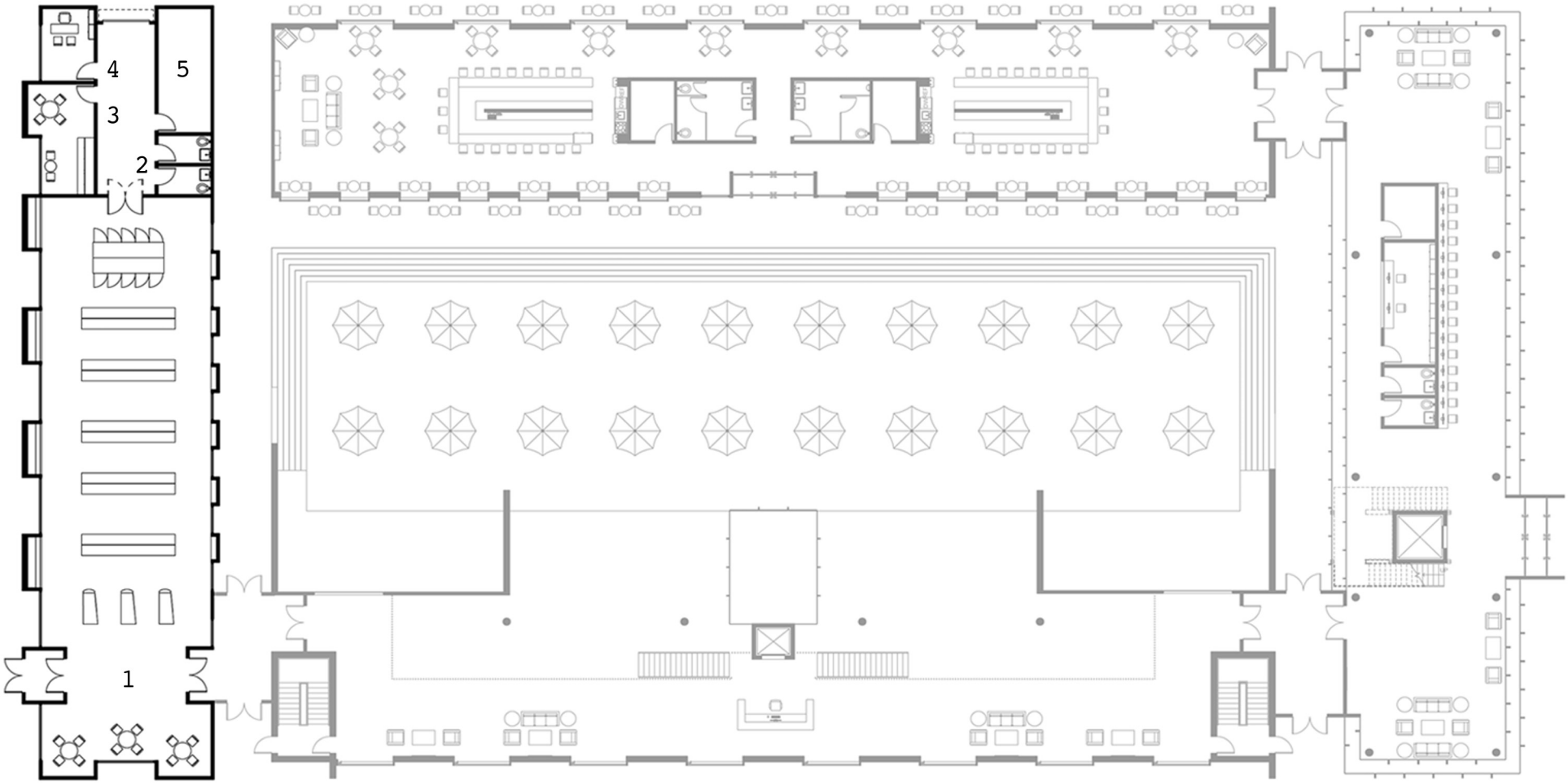
1. Restrooms
2. Ice-Skate Rental
3. Mechanical + Storage
4. Computer Cluster

CAFE



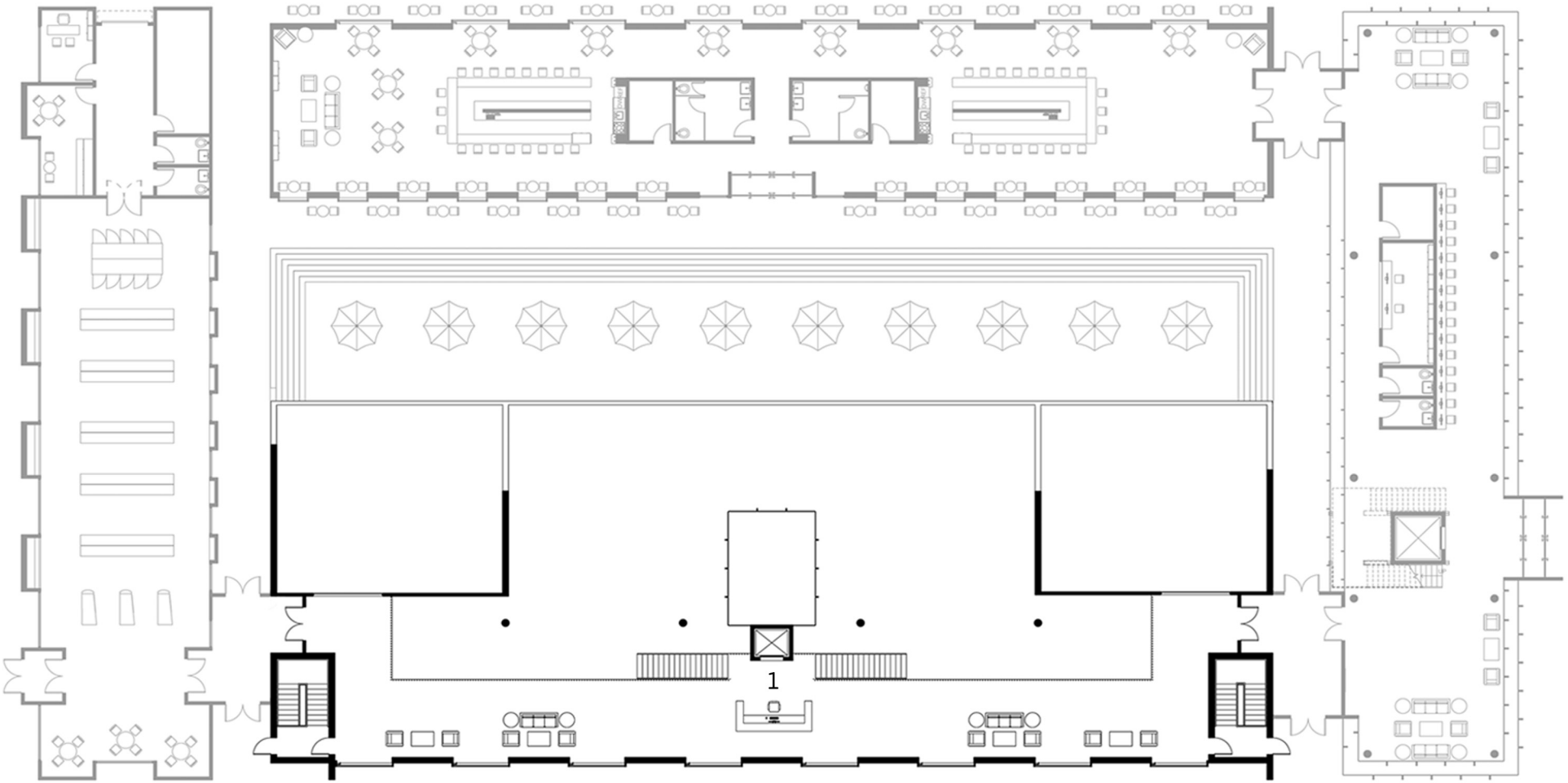
1. Restrooms
2. Storage + Mechanical
3. Kitchen
4. Bar

GROCERY



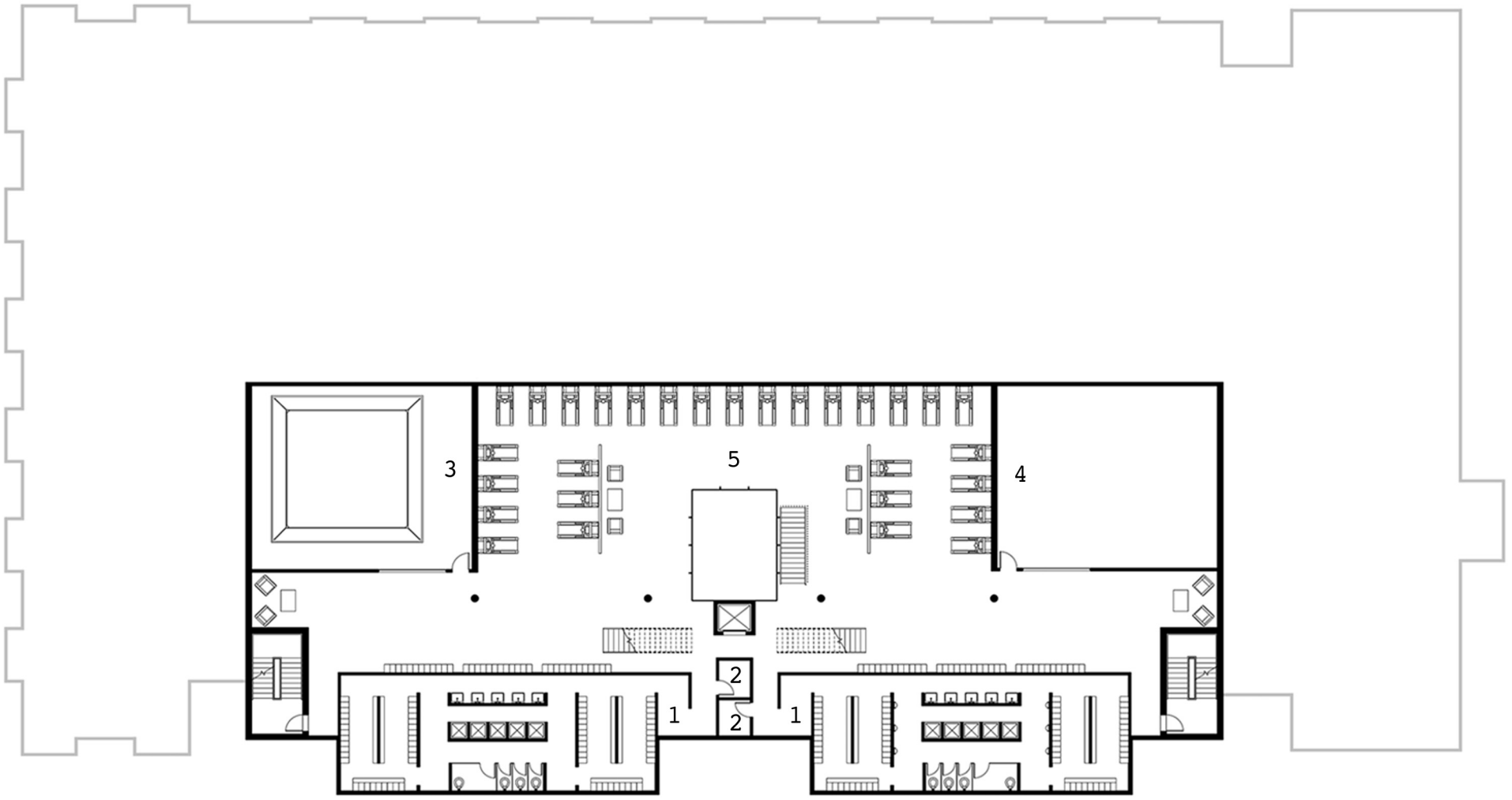
1. Grocery Store
2. Restrooms
3. Break Room
4. Office
5. Mechanical + Storage

WELLNESS CENTER



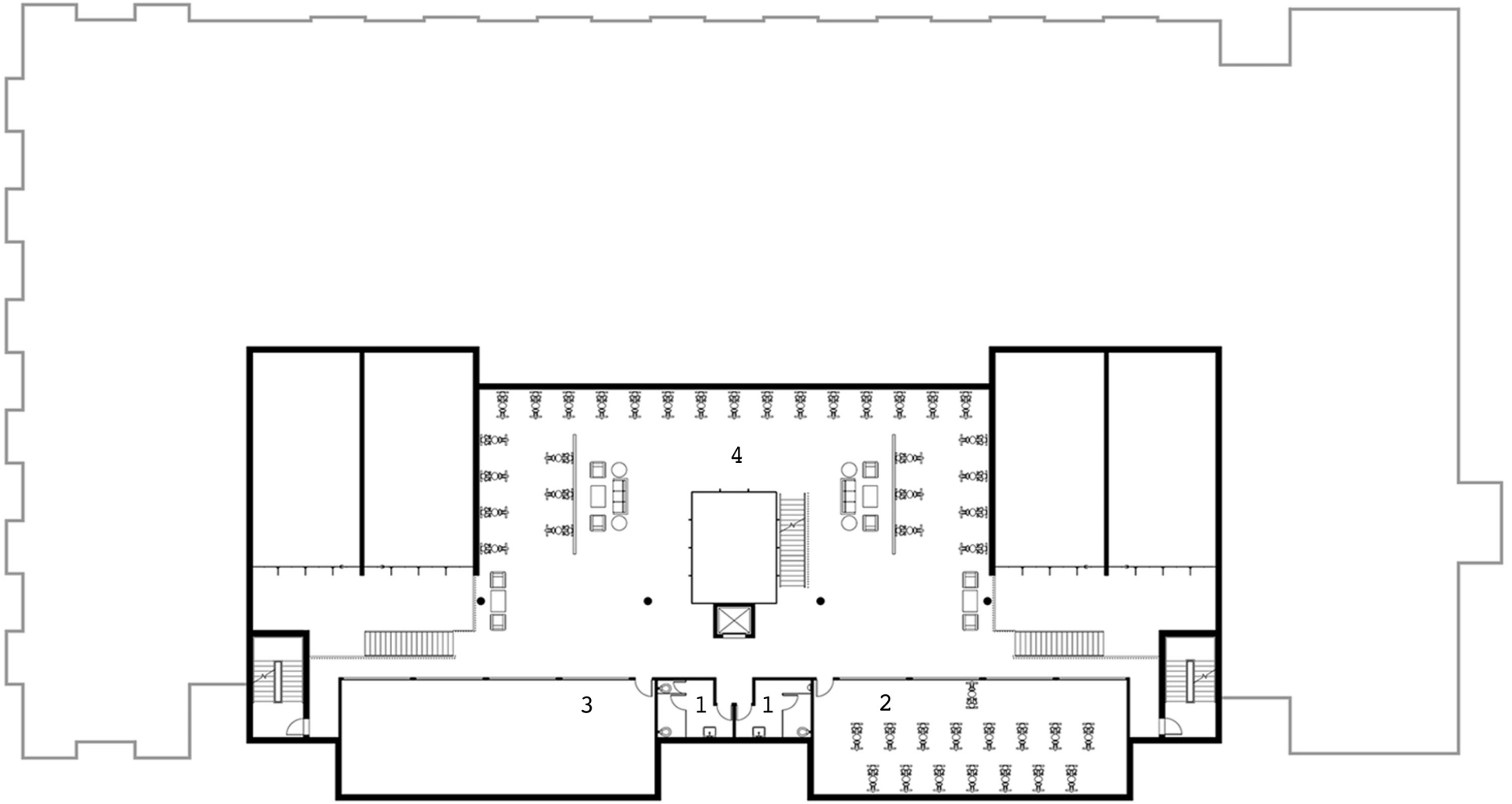
1. Wellness Entry

WELLNESS -1



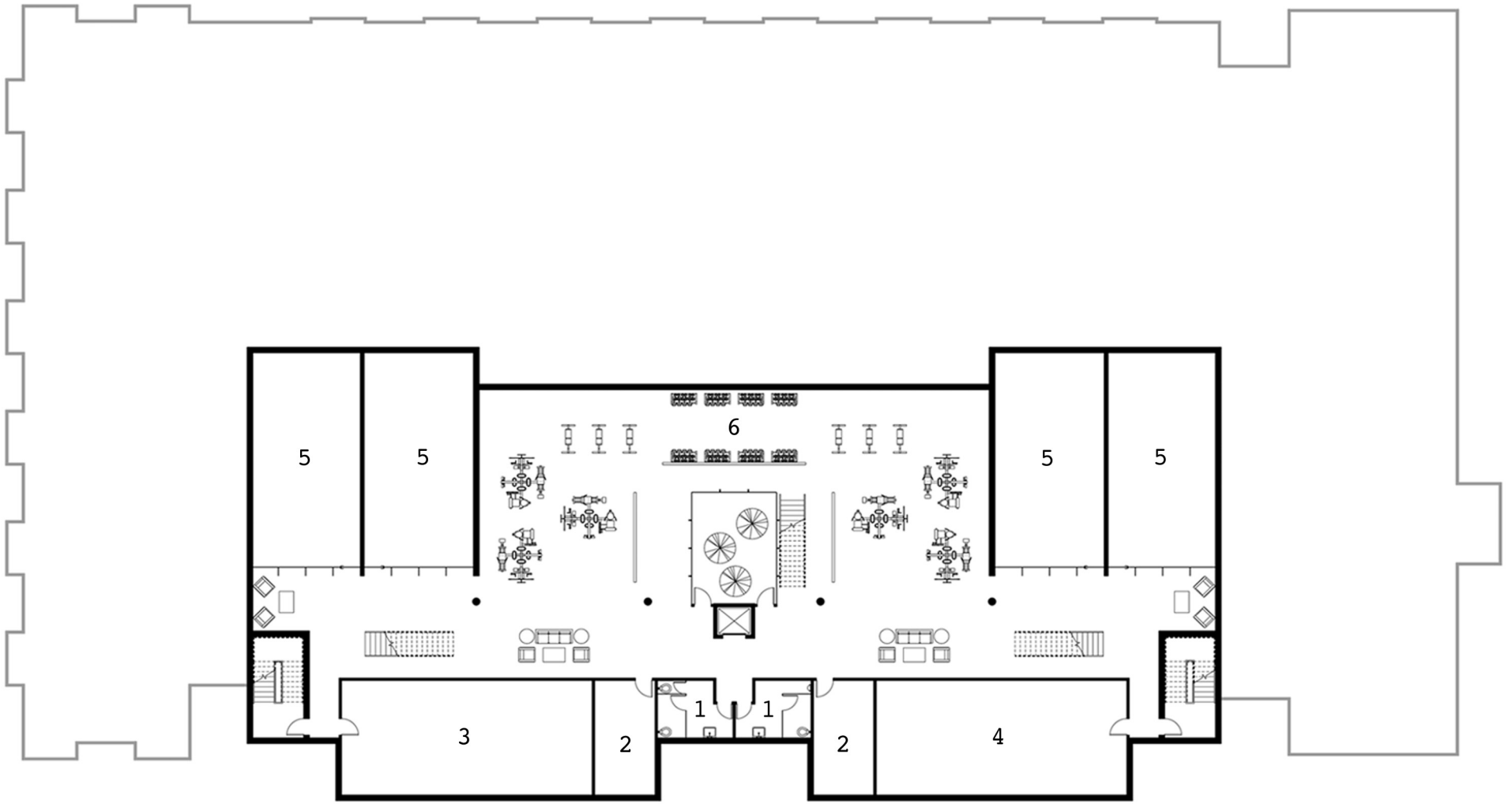
1. Locker Rooms
2. Storage
3. Boxing Ring
4. Dance Studio 1
5. Cardio 1

WELLNESS -2



1. Restrooms
2. Spinning Studio
3. Dance Studio
4. Cardio 2

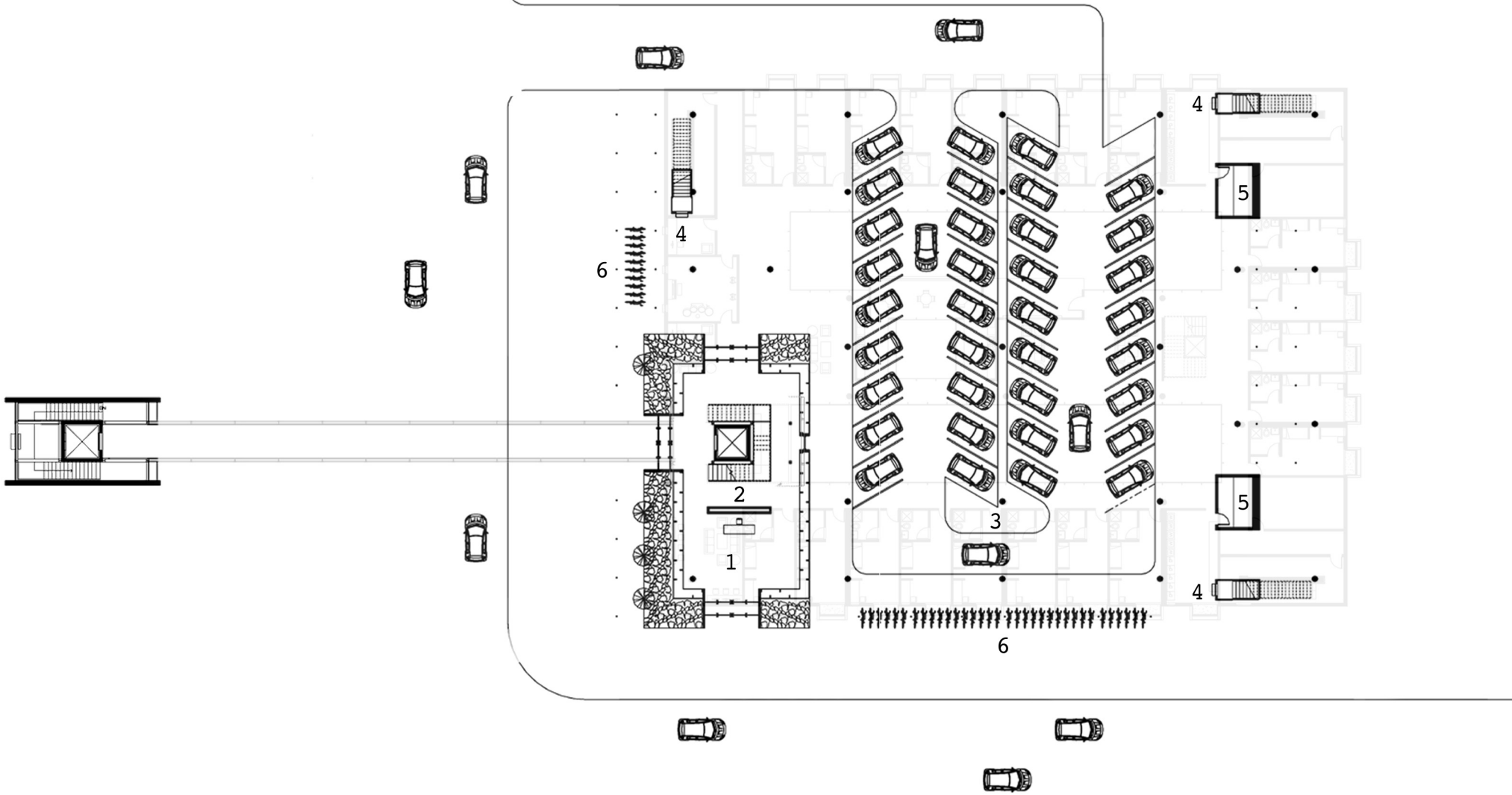
WELLNESS -3



1. Restrooms
2. Storage
3. Mechanical
4. Dance Studio 2
5. Raquetball Courts
6. Weights

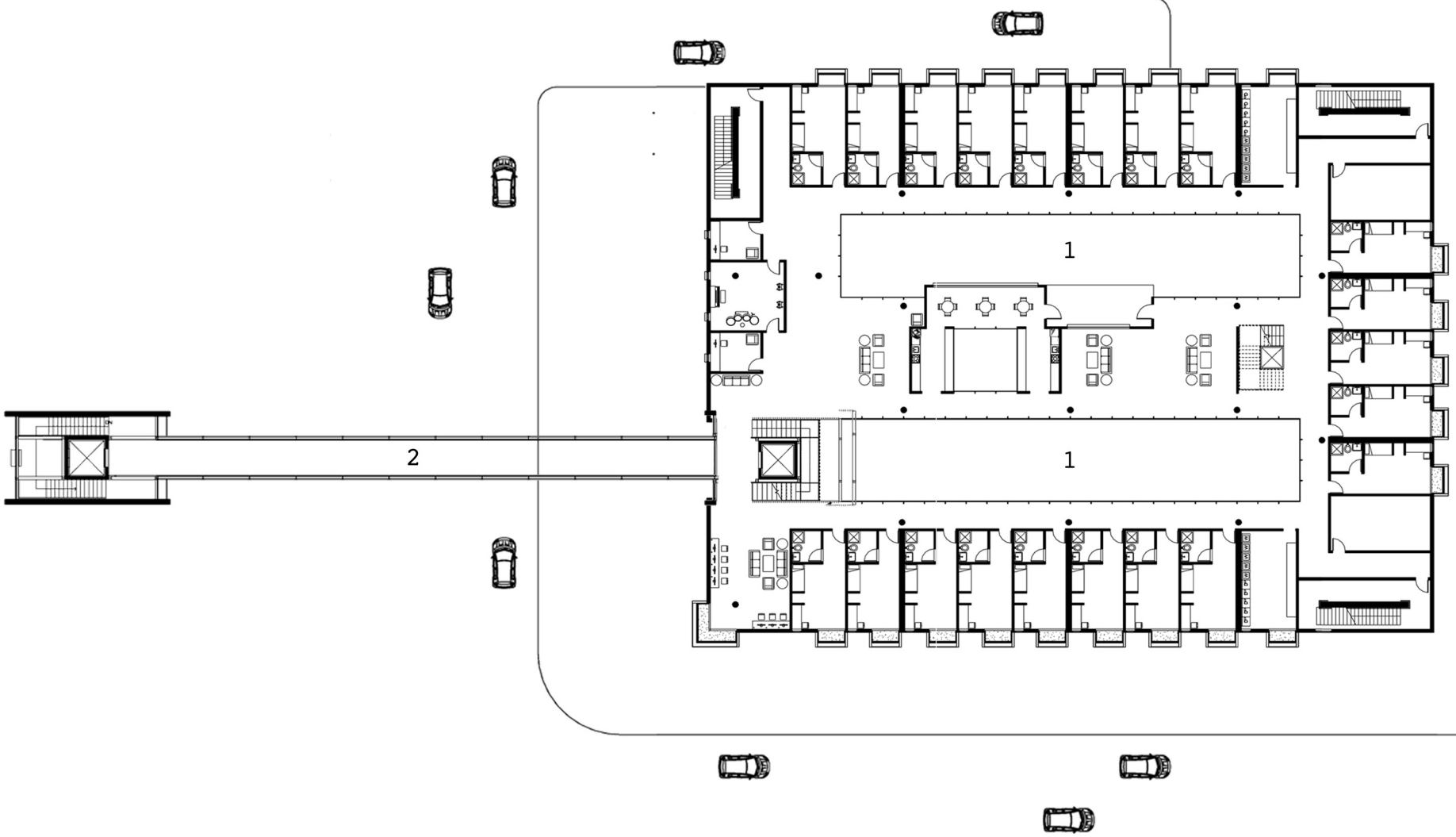
RESIDENCE GROUND

1. Entry
2. Post
3. Parking
4. Fire Stairs
5. Mechanical
6. Bike Storage

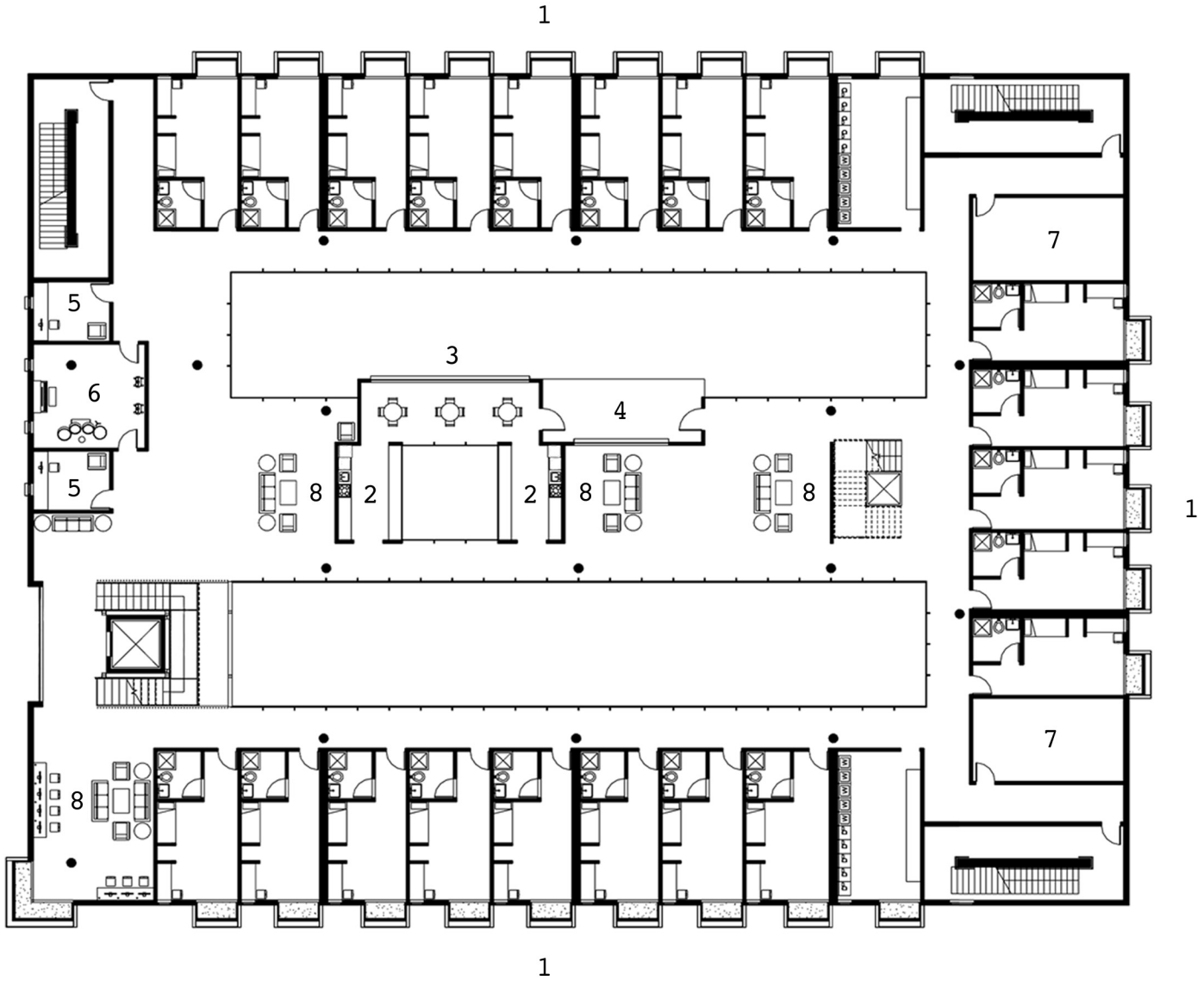


RESIDENCE MAINFLOOR

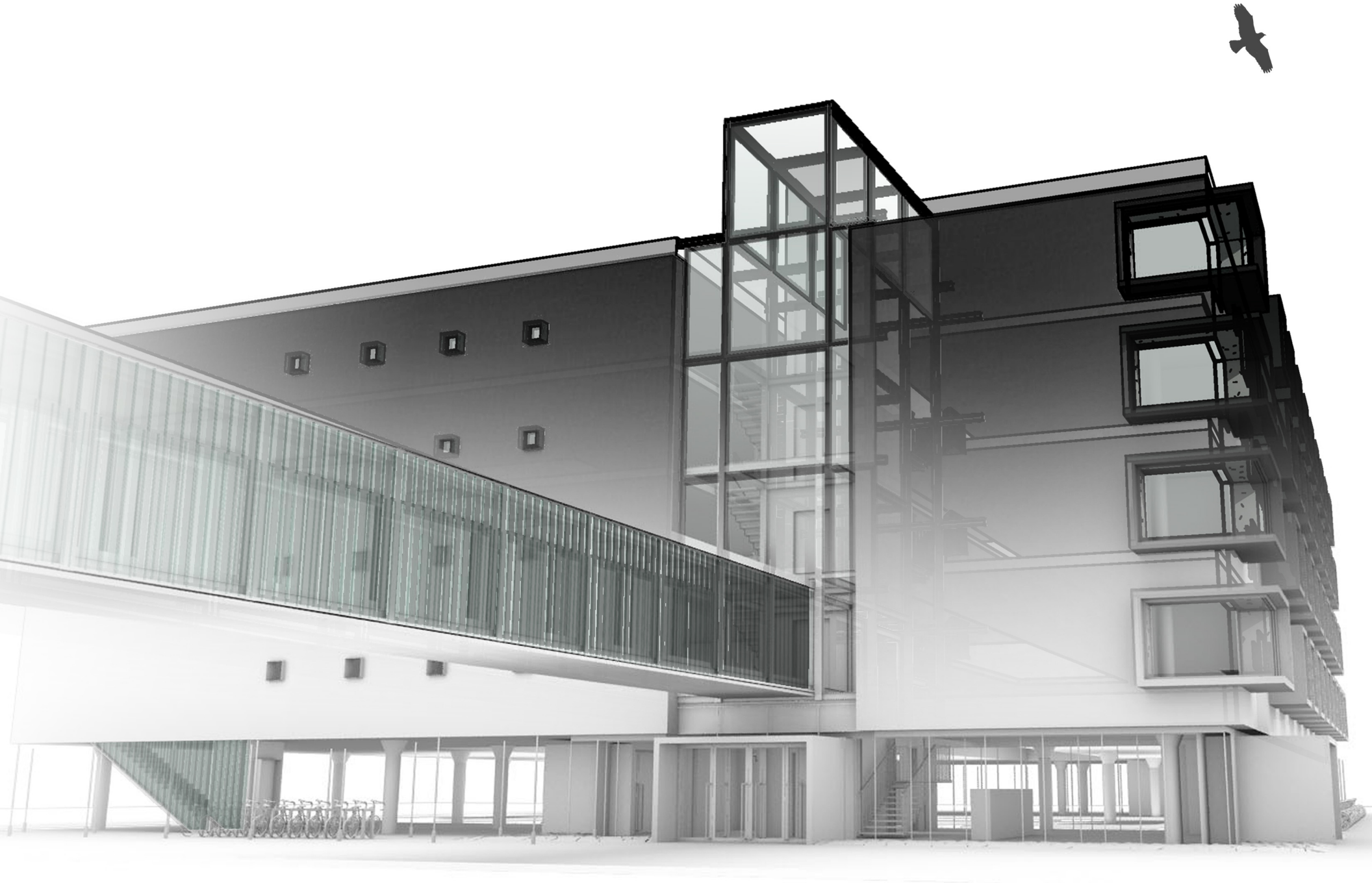
1. Courtyards
2. Skyway



RESIDENCE 1-4



1. Residences
2. Community Kitchens
3. Community Dining Room
4. Deck
5. Study Rooms
6. Music Rooms
7. Mechanical
8. Lounges




BAUHAUS


ANIMAL FARM


bauhaus