SOCIAL ADAPTATION
CHANGING THE BUILT ENVIRONMENT
Overview

Introduction
Technology and Social Media
Site and Influences
Design Exploration
Q & A
Technologies significantly affect human ability to control and adapt to their natural environments.

Social media is a means of interaction among people in which they create, shape, and exchange information and ideas in virtual communities and networks.
The 2014 Budget...

Provides $300 million for research and development on innovative building efficiency technologies and the ongoing introduction and enforcement of appliance efficiency standards that save consumers and companies money while improving performance.

Proposes $4.0 billion for the multiagency Networking and Information Technology Research and Development.

Proposes $754 million for National Institute of Standards and Technology which promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology.
PROBLEM STATEMENT
How have computing technology and social media changed the way we envision the built environment?

THEORETICAL PREMISE
Because our culture is exploding with technological advancement and social media is so widely prevalent, the character of design needs to reflect the character of today’s society.

JUSTIFICATION
As society embraces the changes in computing technology and the access to social media, it must also allow a change of character in the built environment. Technological advancement provides a deeper consideration of—what can be? Or what needs to be? Likewise, with the overwhelming access to social media at our fingertips, we must strive to use this resource as a learning tool rather than a social crutch.

TYPOLOGY
Mediatheque in Grand Forks, ND
Mediatheque (media-tek)
A contemporary, fluid space of modern technology designed for users to learn, educate, and showcase their knowledge
...as society embraces the changes in computing technology and the access to social media, it must also allow a change of character in the built environment.

...the character of design needs to reflect the character of today’s society.
However...

Times are changing, and we live in a digital world that is complex and fast-paced.

Whether we like it or not...

Computing technology and social media are elements in our society that continue to persuade and inform our daily life decisions.
...what about the negative effects?
...what about the negative effects?
...they don’t outweigh the positive!
...they don’t outweigh the positive!
WE MUST NOT BE AFRAID OF \textit{CHANGE};

BUT RATHER EMBRACE IT AND KEEP MOVING FORWARD
The technological shift in today’s culture has proven to change the way people live and the way businesses operate.

In this new digital age, there should be a way that architecture can reflect this trend yet be able to adapt to its constant change and development.

Employ smart technologies, sustainable solutions, lasting materials, prefabricated elements and spaces that provide social interaction.

People are influenced and intrigued by technology, and the built environment offers an empty canvas to showcase this curiosity.
THE FUTURE IS TECHNOLOGY PEOPLE PEOPLE MAKING WISE DECISIONS ABOUT TECHNOLOGY.
Grand Forks, North Dakota is growing quickly, and the built environment needs to support this growth by providing modern needs.

Grand Forks needs such a facility to help it stay current, interconnected and competitive in today’s society.

A Mediatheque will be a place where cultures alike come together to be educated, and where built design can be examined and displayed for the community and its visitors.

A Mediatheque will help the emerging community provide culture, a place to be, and a downtown destination and hub to further boost the liveliness of the area.
Decentralization of the city causes a shift in how the downtown is visualized and occupied.

A surge of one-story strip malls and superstores become the cities economic and social center.

The cities downtown center is ignored and left unmaintained.
Since the flood, the downtown in Grand Forks has been revitalized by redevelopment, investment, and a renewed interest in living and working.

Downtown Design Review Board created to establish a plan of redevelopment and infill to the downtown area.

Re-imaged downtown will result in new multi-family units, restoration of historic buildings, upgraded infrastructure, streetscape enhancements, unique public art spaces and mini pocket-parks.

Post Flood.

The flood did offer the city an opportunity to plan, rebuild and energize its economy.

Major urban planning and construction resulted in:

- 985 single-family dwellings
- 594 townhouses
- 1,328 multi-family units
- 213 commercial structures
- 56 public buildings
Continue to Revitalize.

CONNECT
People to Site
People to People
People to Ideas

EXCHANGE
Ideas and Information

EDUCATE
Individuals
Culture
Built Environment

ADAPT
To digital culture
To function use
To current environment
The Mediatheque is a genuine building in terms of transparency; strong in-out correlation enables a well-defined description before getting in the building.

Vertical tubes are structure and also act as circulation that allow users to interact with the building.

Extremely fluid space with full views of the city and an abundance of natural light.

*Sendai Mediatheque*
Toyo, Ito
Sendai, Japan
Vibrant atmosphere around the atrium creates a social interaction network.

The design is centered around the users.

Space is so open that you can really see and interact with other people.

But at the same time there is a feeling of intimacy in the small corridors.

*IT University*
Henning Larsen Architects
Copenhagen, Denmark
Natural light.

Core circulation and atrium is designed to guide the user but also have the luxury to socialize.

Core twists from floor to ceiling connecting the galleries like a piece of artwork.
Thesis goals.

To create a sense of place in an urban environment that is continuing to rebuild and regain its historical entity.

To provide a place for people to educate and instill the notion of technology in the built environment.

To explore how today’s built environment can be shifted towards a more social and technological realm.

To design a structure that has the ability to adapt to a myriad of functions it will hold.
Major Program Elements

INTERACTIVE GALLERY
A compilation of digital media for public hands-on interaction

FLEXIBLE BREAKOUTS
Adaptable spaces for public and private use

CLASSROOMS

MULTI-MEDIA STUDIOS

RETAIL
Technological products and miscellaneous souvenirs

CAFE

CORE STRUCTURE
Physical and visual circulation connection

SKYWAY
Sketches and Influences.
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Sketches and Influences.
1.1 – ATRIUM
1.2 – INFORMATION
1.3 – INTERACTIVE GALLERY
1.4 – RETAIL/SHOWROOM
1.5 – CONFERENCE ROOM
1.6 – MAIL/STORAGE
6,200 SQ.FT.
ENTRY SEQUENCE
INTERACTIVE GALLERY
1.1 – ATRIUM
1.2 – INFORMATION
1.3 – INTERACTIVE GALLERY
1.4 – RETAIL/SHOWROOM
1.5 – CONFERENCE ROOM
1.6 – MAIL/STORAGE
6,200 SQ.FT.
2.1 – MULTI-PURPOSE CONFERENCE
2.2 – CAFE
2.3 – DIGITAL LOUNGE
2.4 – SKYWAY
2.5 – PUBLIC PARKING GARAGE
5,950 SQ.FT.
3.1 – ADAPTABLE BREAKOUTS
3.2 – OPEN SEATING
3.3 – CLASSROOM
6,550 SQ.FT.
DIRTT WALL SYSTEM
SMALL CLASSROOM
0.1 – WORKSHOP
0.2 – MULTIMEDIA STUDIO
0.3 – DIGITAL STUDIO
0.4 – INFORMATION
0.5 – DIGITAL EXHIBITION
0.6 - STORAGE

6,200 SQ.FT.
DIGITAL EXHIBITION
4TH STREET
ELEVATION TO SECTION
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