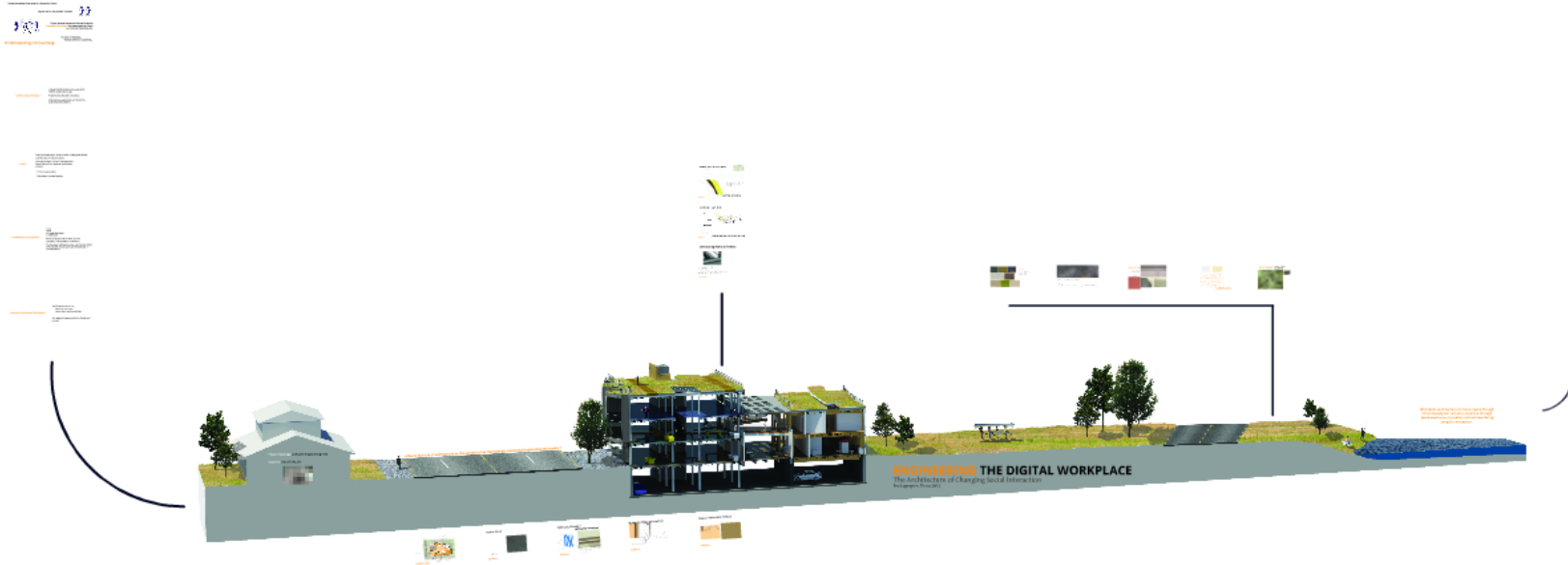


**"I fear the day that technology will surpass
our human interaction. The world will have a
generation of idiots."
-Albert Einstein**



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ENGINEERING THE DIGITAL WORKPLACE

The Architecture of Changing Social Interaction

Eric Lagergren, Thesis 2013

What is the role of architecture in the context of an increasingly social and interconnected society?



Project Typology: Software Engineering Firm

Location: Sioux Falls, SD



Humans have been interacting for thousands of years.

Largely face to face, human to human.



Recent decades have placed devices harboring **intangible environments** between people, and done so at an ever increasing rate.

An asset for business...
Transformative for social lives...

Understanding Connectivity

Human-Computer Interaction

is about interfacing between people, using systems designed by people.

Presents an evolutionary disconnect.

Many systems seek human conformity. The best systems are intuitive.

Privacy

In the information age... In the modern working environment.

Sensitive issue in western culture.

**Most have a vague concept of its application
(spend little time or energy protecting their
privacy).**

A form of social control.

A deterrent to criminal activity.

Communication Across Networks

Voice

Visual

3D Visual (the future)

Combinations

Each tech-driven method filters out cues essential to fully engaging conversation

The Developer Challenge: Secure, cost-effective virtual environments which preserve the 'human' part of communication.

Business (Technological Workplace)

**Buildings are smarter
More automation
More end-user knowledge**

Companies less grounded in 'brick and mortar'



Googleplex

Case Studies

Locations both domestic and global

Apply delight to the work

Sprawl & Adaptive Reuse



Microsoft



Skype





1856: Dakota Land Company + Western Town Company make claims

Fort Sod

Fort Dakota

Rich history as agricultural hub, economic powerhouse

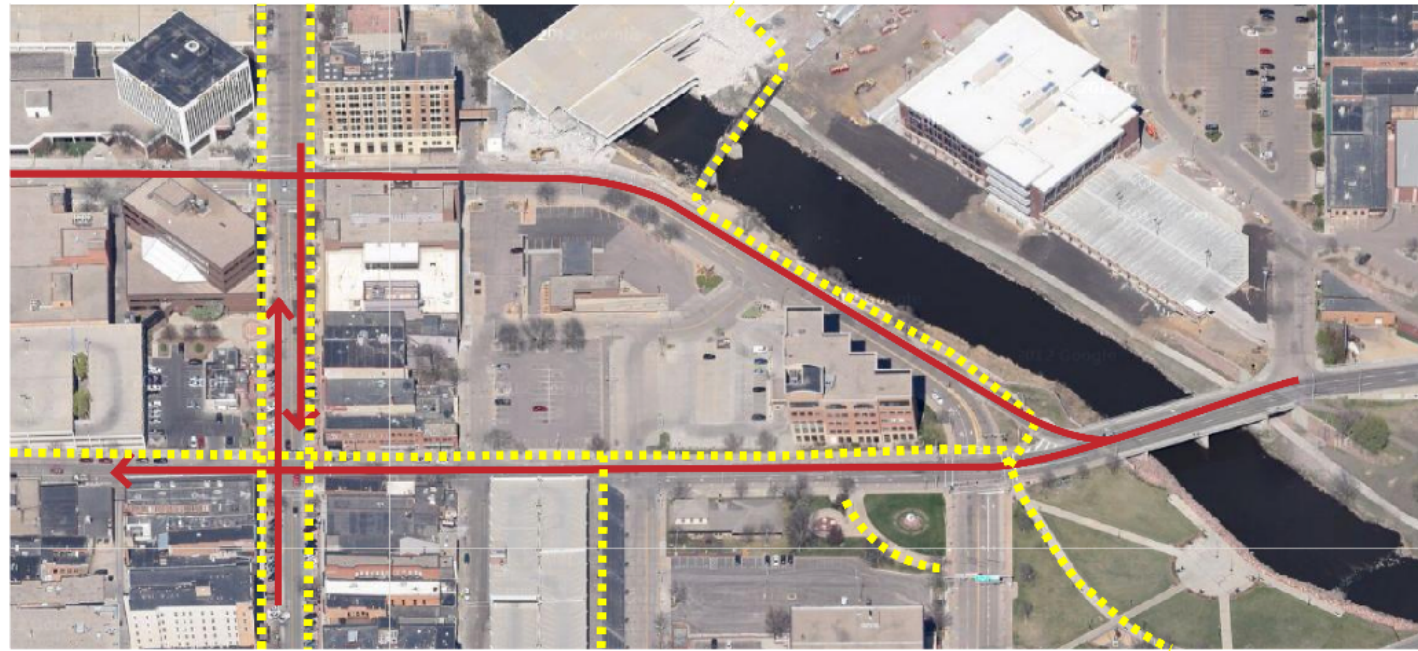


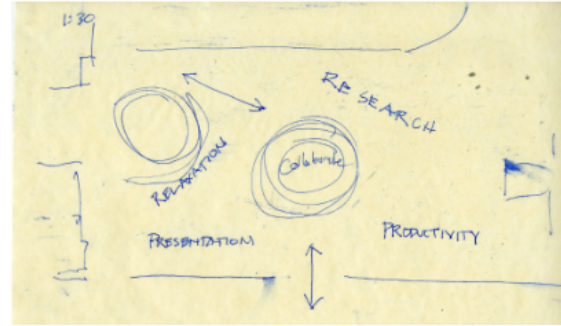
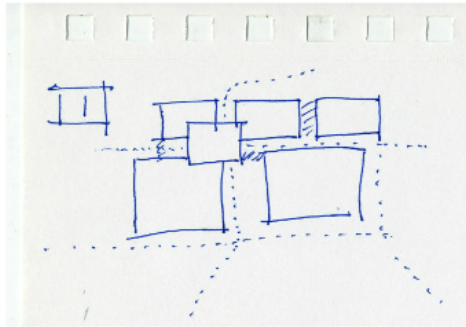
Sioux Falls: America's 47th fastest growing city

Energy of Place

Circulation Patterns:
Vehicles and Pedestrians

Sources of Noise:





The building will be configured with centralized collaboration spaces, strongly connected private work zones and relaxing environments.

The software engineering firm will be the ideal vessel with which to study the relationship the built environment has with our interactions, and be a model for social space people desire to be productive in.

Movement patterns through downtown and the riverfront master plan will help to interpret the site and context.

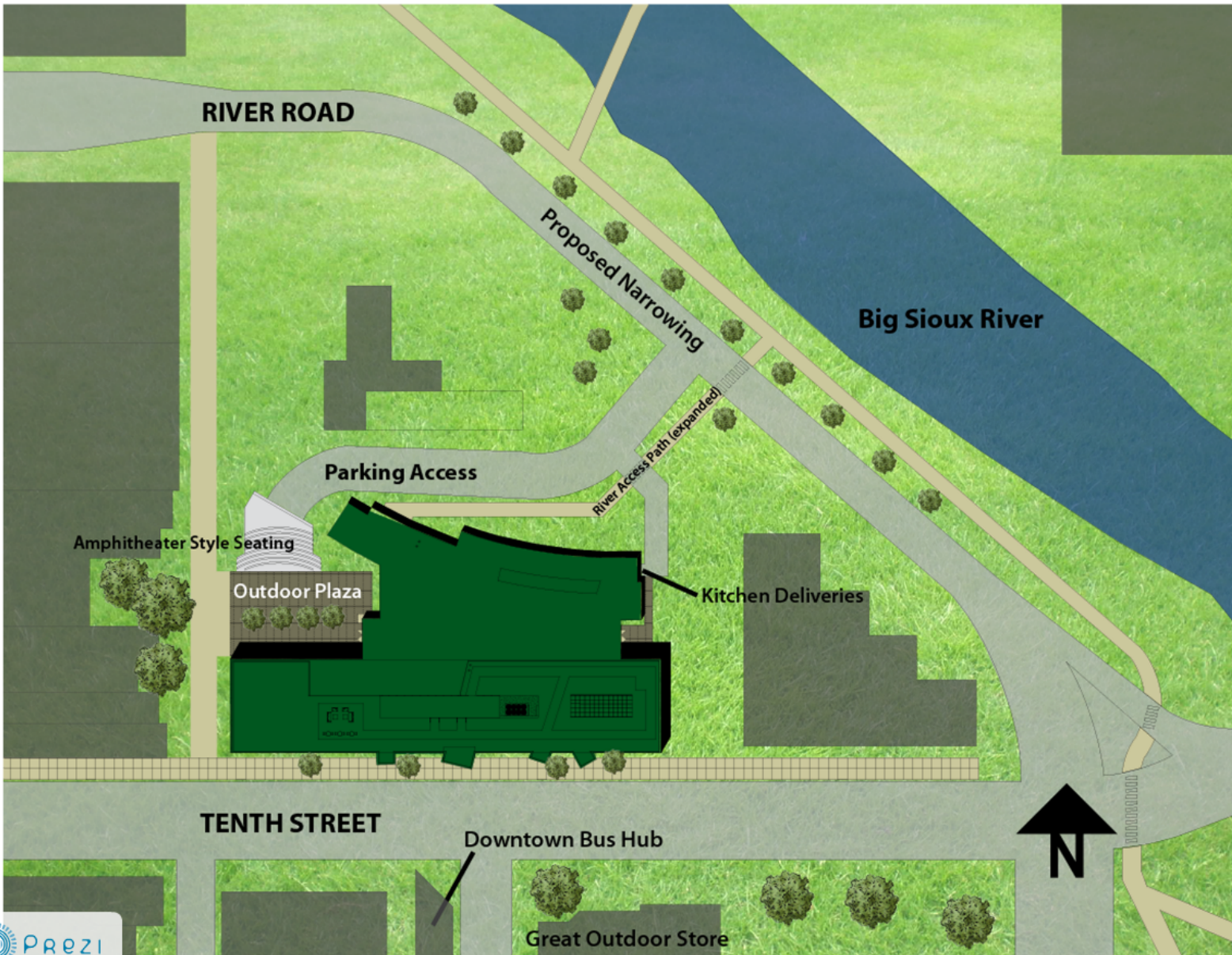
Visual connections within and outside the building will serve as a reminder that the research is about connecting people.

The result will be an environment which emphasizes playful nature of the human spirit rather than focusing on social control.

Design Directives

Site Proposal

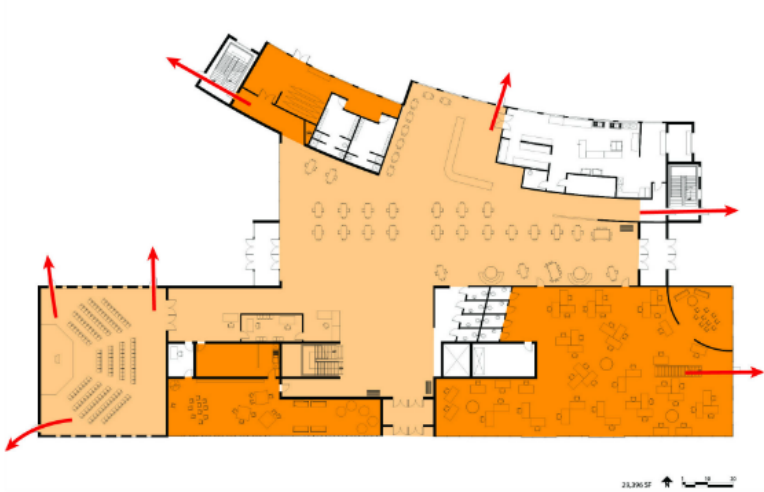
Parking relocated below grade
Removal of river wall
Narrowing of River Road





Grade Level

Indoor Street

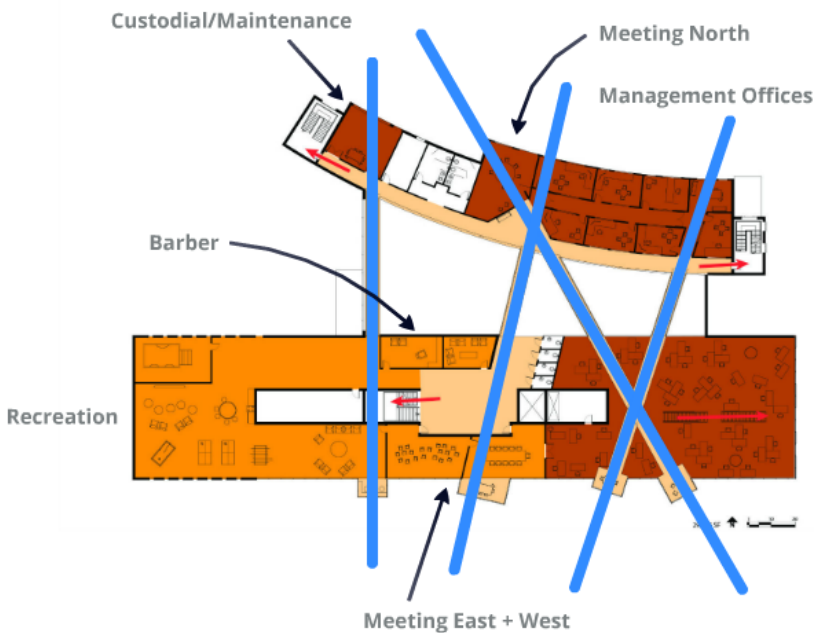


Dining
Large Gathering
Transition Space



Design Elements

Channels of Energy + Individualized Workstations



Second Level



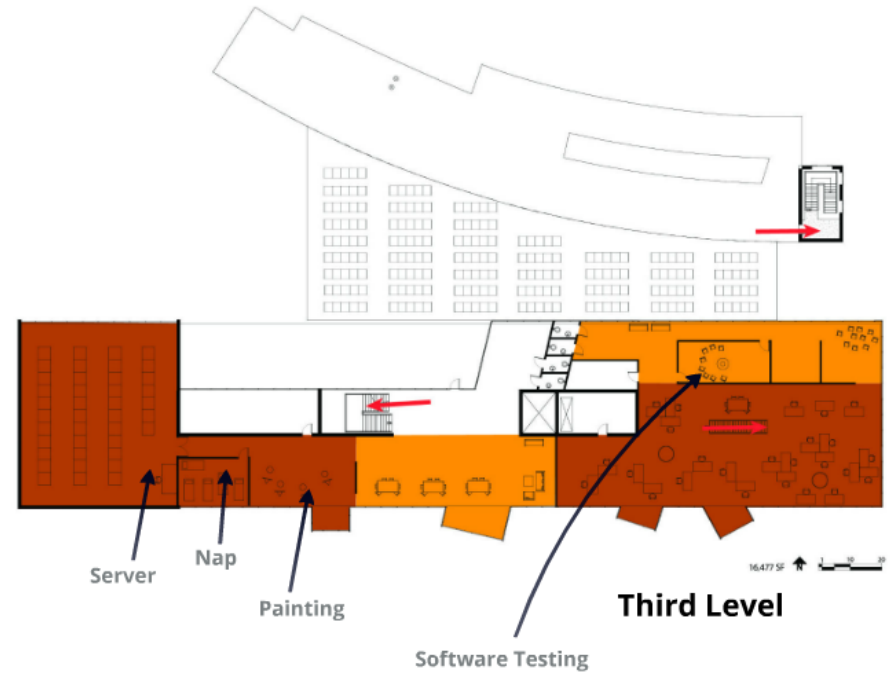
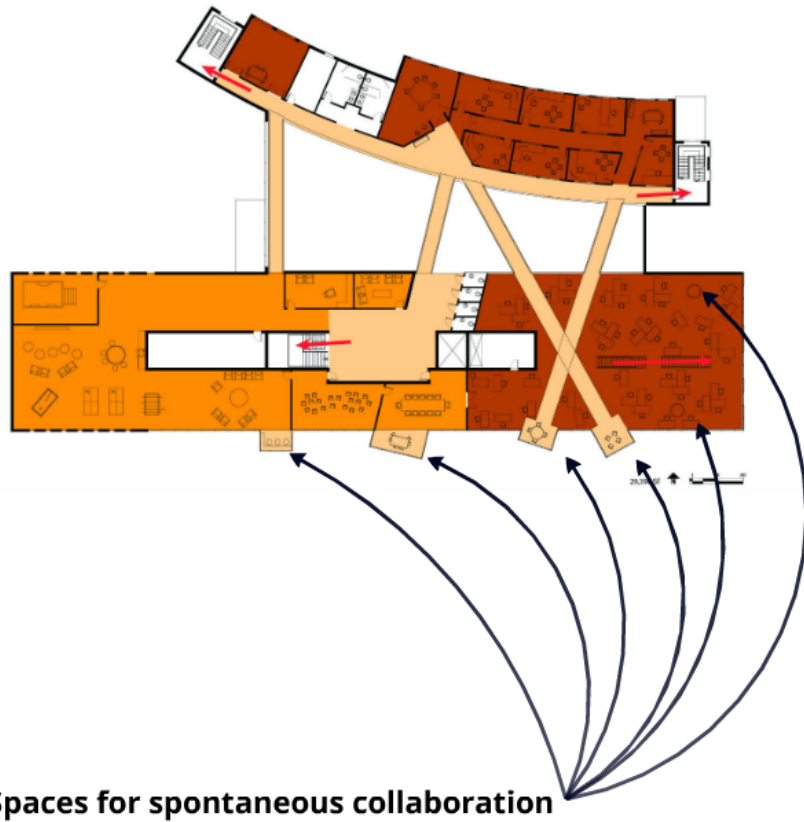
Direct link from offices to work spaces, bridging the indoor street

River connection

Open to the third level

Design Elements

Design for Chance Encounters



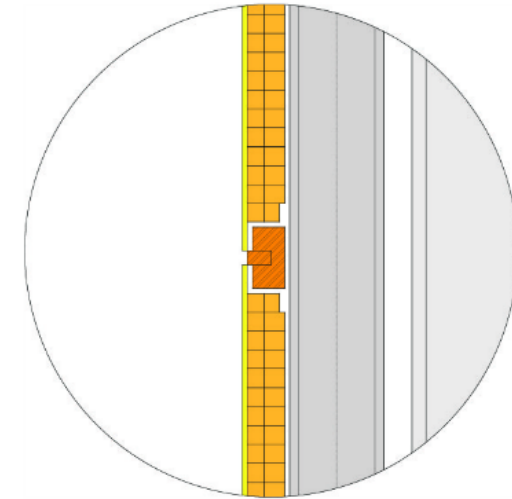
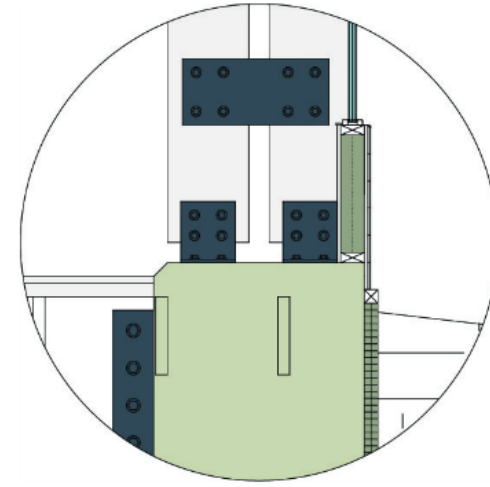
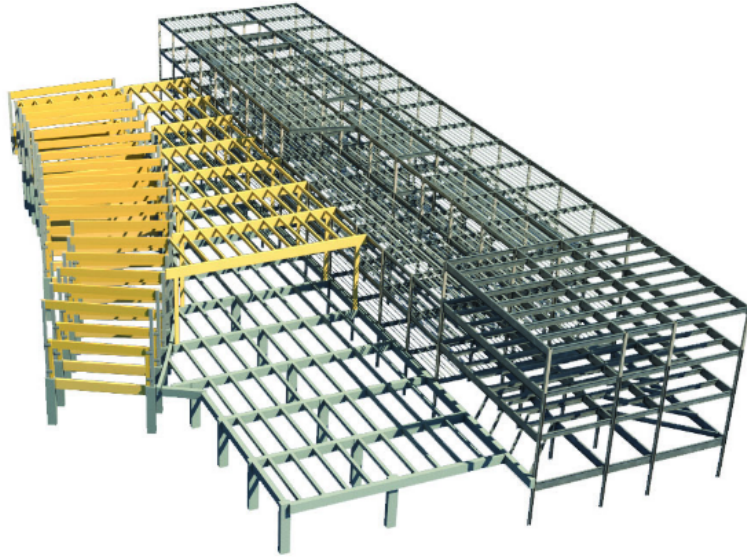
Design Elements

Bicycle + River User Services



Design Elements

Contrasting Material Palette



Steel + Glass as synthetic and manufactured

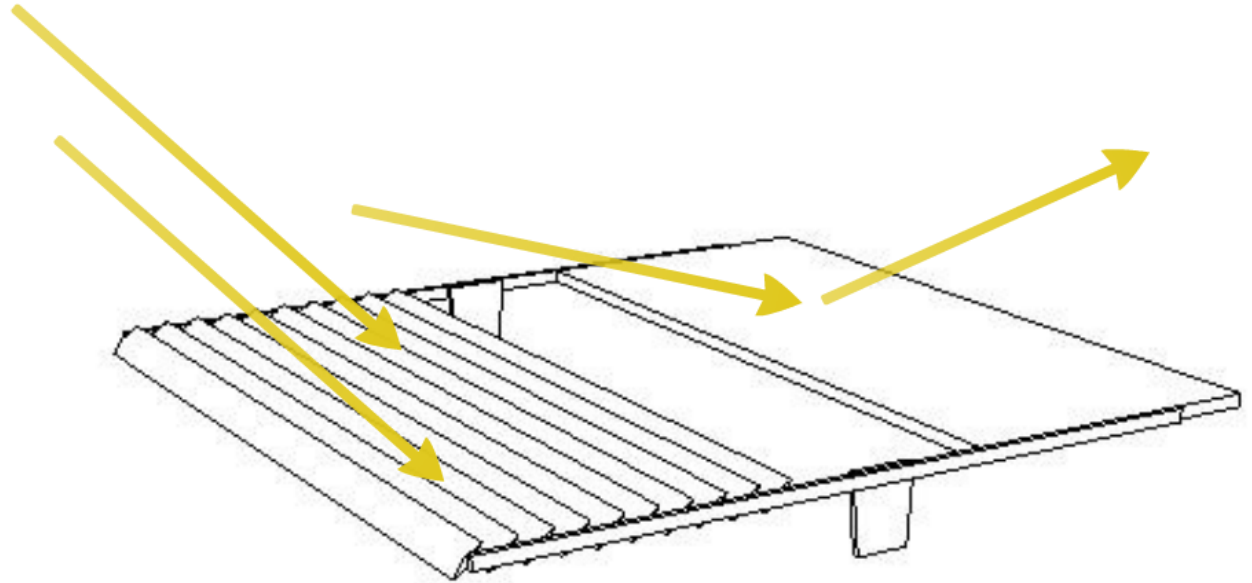
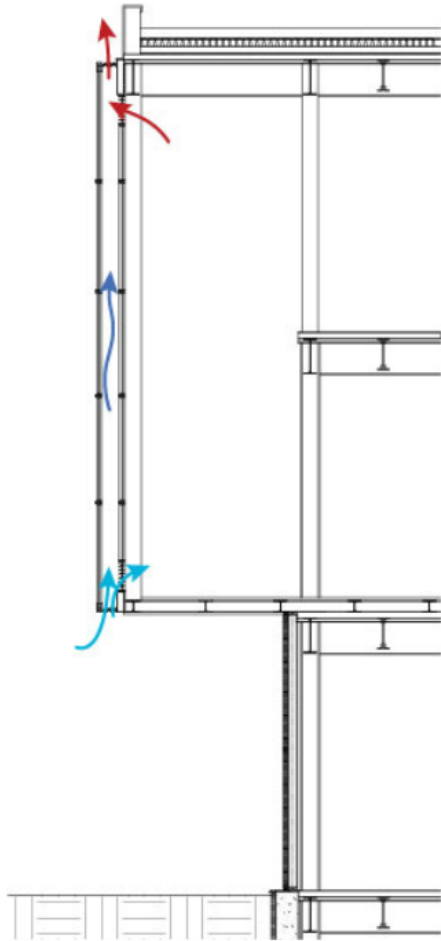
Wood as warm, natural

Architectural expression of the coexistence of tangible and digital interactions

Masonry at the west end, security and contextual relationship

Connecting

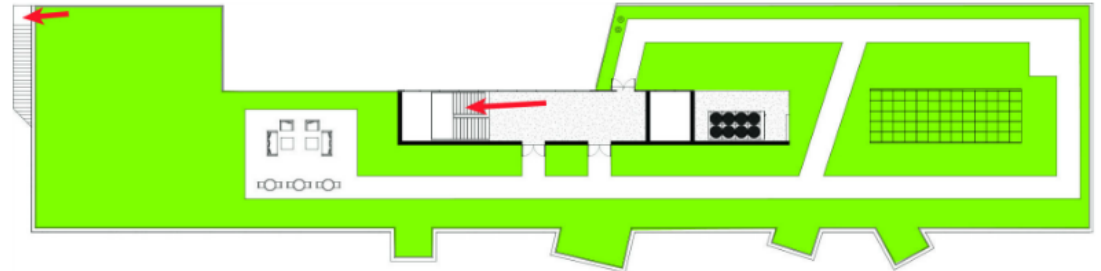
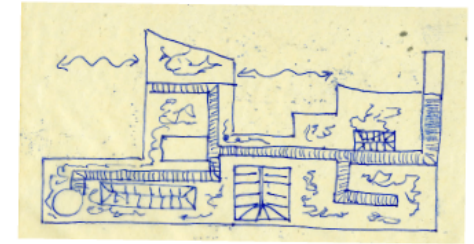
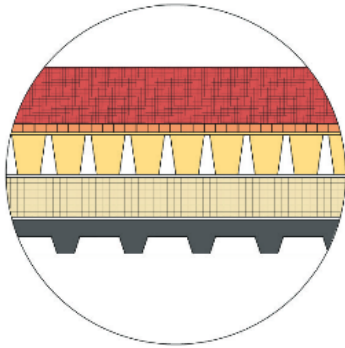
Sunshade + Light Shelf



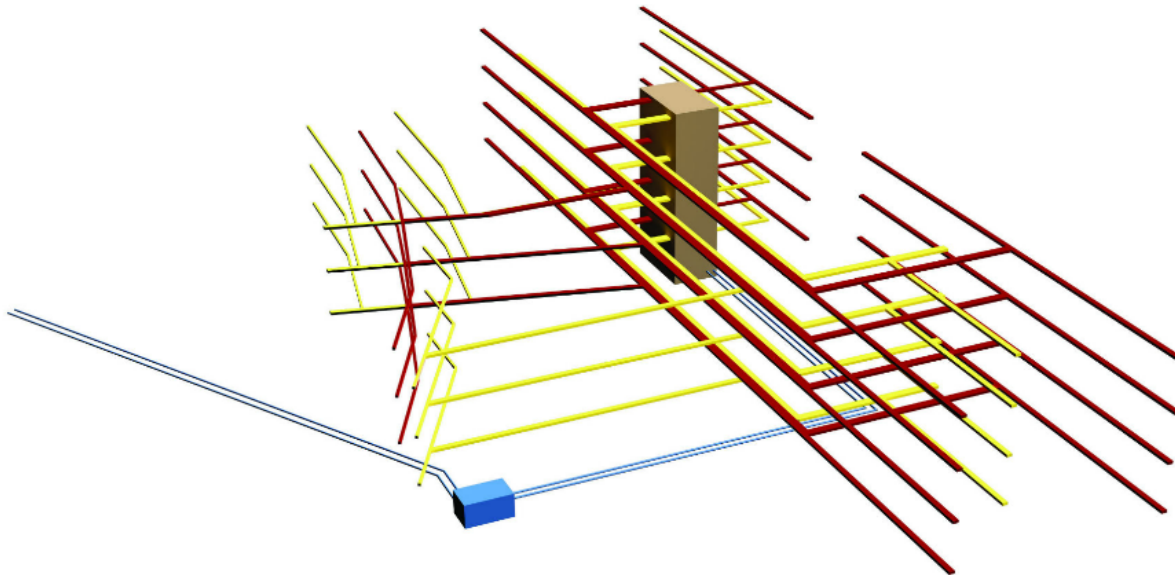
Seasonally Ventilated Curtainwall

Systems

Usable, Planted Roof Space



16,477 SF ↑ 1 10 20



Buildings with servers require greater cooling

Big Sioux River provides a nearby, pre-chilled supply of water

River Water Cooling

Systems

Ultimately, architecture will be a means through which society can remain productive through social-electronic innovation without sacrificing tangible interaction.



Thank You.