The Cloud

Humanity and our relationship to our environment are in a perpetual state of evolution. In our species earliest times we relied on foraging and hunting to survive, leading nomadic lives with little of a built environment. Over thousands of years we evolved from nomadic hunter-gatherer societies to more sedentary farming and pastoral communities. Known as the Neolithic Revolution this shift in our lifestyle altered the way in which we perceived and lived in the surrounding environment.

The Industrial Revolution of the 19th century again changed man's relationship to the surrounding world. This revolution ushered humanity into an industrial economy relying on manufacturing. The cities swelled as people left the countryside for the cities. In the mid 20th century the global economy restructured once again. In the postindustrial world the emphasis was now on the service sector. Our cities gained certain characteristics and typologies congruent with this new lifestyle. Currently the worldwide economy is shifting to a Knowledge economy as we enter the Information Age. In the Information society, wealth is created through the economic usage of understanding. Cities, where now more than 50% of the world population lives transformed as a result. Research shows a simultaneous concentration and decentralization of people and activities. Our cities are organized around selective concentration and scattering through transportation systems.

As the Information Age matures, we are beginning to see the future fermenting with a Network economy at its core. There are no longer global cities but A global city. This city is in itself a network. Our new lifestyle juxtaposes existing in the global network while increased leisure time lends itself to enjoying life in the local city.
As the need for physical workspace diminishes and technology progresses at an exponential pace, we see a pattern where the physical and the digital diverge completely. Physical space becomes completely donated to the leisure society we are quickly becoming. The digital environment then becomes the sole repository of workspace. Our project envisions a not so distant future where all productivity takes place in the cloud; a spatiality that all humanity connects into. All dominant work functions and processes are organized around networks in the cloud. Life in the future is a duality between working in the cloud and leisure time in the physical city. As seen in our film, awaking in the future city, one plugs into the cloud and the global network. Upon unplugging and returning to the physical world we are free to practice our personal hedonistic pursuits. Our cities thus become entities of pleasure, leisure and relaxation.

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