

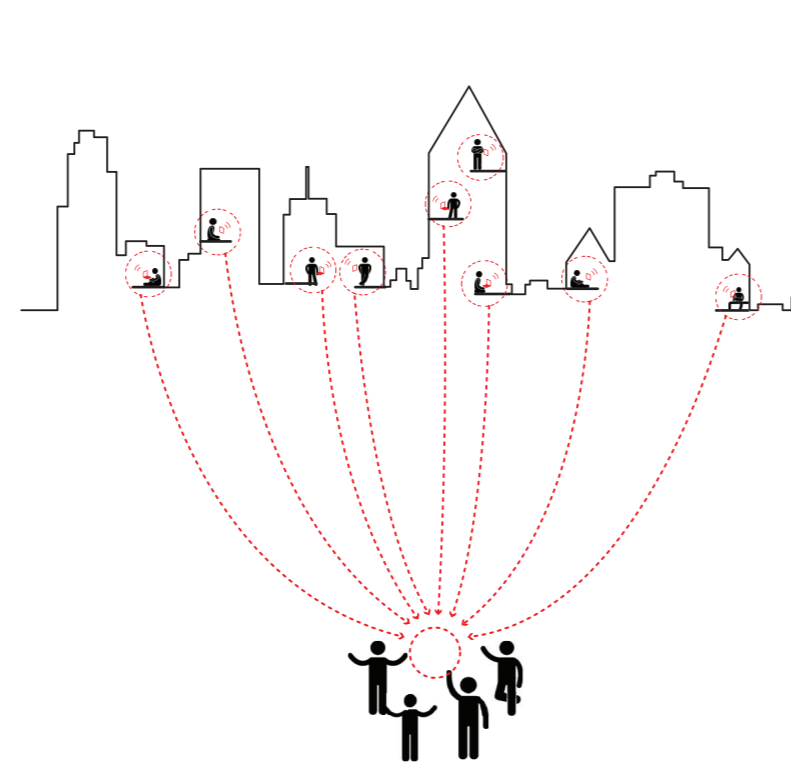
Information Infrastructure

CCA CHARRETTE 2013
Ana Gabriela Perez / Wyatt Armstrong

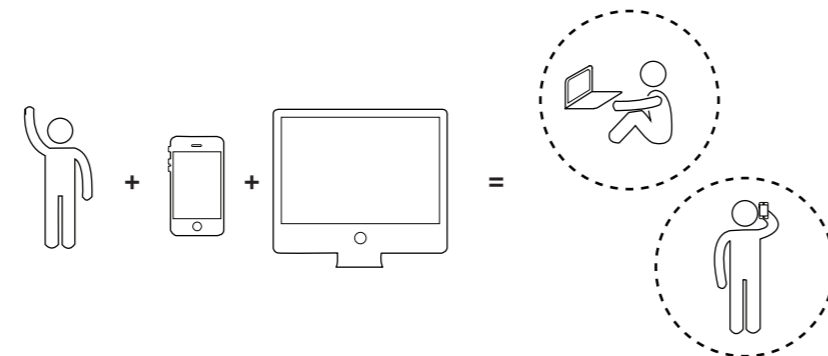
"Technology can free itself from its role as an end to itself and become a medium for the expression of our cultural life."

Peter Behrens

Exceedingly in our culture, we are becoming immersed in our individual worlds. No longer do spontaneous bus-stop conversations arise because of the distractions of our cellular, virtual worlds. This world is superficially public, and uses your personal information to create a marketing world tailored to you. Whereas marketing was once a public thing displayed in the streets, the focus is now on a tiny screen in the palm of your hand. That being said, the social and economic potentials of this individual world is great, but how could it be used in a way that didn't take us away from the reality of our environment and actually had the potential to spark conversation and spontaneous social interaction. Using what has been named as our generations wonder-material, graphene, thin, flexible, transparent and virtually indestructible screens replace the traditional street poster, as well as city maps and other possible applications throughout the city. These screens communicate with your smartphone, which based on privacy policies of social media organizations and search engines, store your data to market content. Within a 5m radius from the screen, our devices begin to communicate with the screen. Taking into consideration the commonalities found in the collective data sourced from anyone within 5m, the content on the screen changes. As you approach a city map, the map animates to display your location, as well as the location of your friends within your vicinity. If you are new to the city, it will recognize your interests, and show you places you may want to visit. When there are no cell phones detected within 5m, the screen shuts off to save power and becomes transparent. For those of us who don't like to be bombarded by media content while walking through the street this is nice because we can turn off our cell phones or not carry them. This project aims to free the individual from the personal virtual world, not by means of abolishing it, but by a shift of mediums that contributes to a shared environment.



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