GROUP 5

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MASS. AVE.: ORIENTATION and HUMANIZATION
mass. ave

- disorientation
- discomfort
- confusion
- glaring
- linear
- dirty
- harsh
- loud
orientation

• orientation is a function of the mind involving awareness of three dimensions: time, place and person
• problems with orientation lead to disorientation, and can be due to various conditions, from delirium to intoxication
• typically, disorientation is first in time, then in place and finally in person
<table>
<thead>
<tr>
<th>Short Words</th>
<th>Sentences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FREE TIME</strong></td>
<td>Winter break is one month away and then you will finally have some free time.</td>
</tr>
<tr>
<td><strong>CANADA</strong></td>
<td>Walk in a north west direction for 4.5 days straight (without resting at night) you will be in Canada.</td>
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<tr>
<td><strong>CUPCAKE</strong></td>
<td>Walk down Mass Ave, cross the Harvard bridge, take a left on Newbury, continue for three blocks, enter the bakery, and buy a cupcake.</td>
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<tr>
<td><strong>COFFEE SHOP</strong></td>
<td>Look in the direction this sign is pointing. Don't you wish there was a coffee shop right there?</td>
</tr>
</tbody>
</table>
METROPOLITAN STORAGE WAREHOUSE FIREPROOF

This building has been in operation as a storage facility continuously since 1917. The two foot thick brick and concrete construction of the exterior wall is what makes the building resistant to fire. Inside, the 260,000 square foot structure is divided into 1500 rooms of various sizes which house items ranging from automobiles to art.

THE LAST BLUE HOUSE OF ITS KIND

Take a close look at this house while you can.

Things that are here today may not be here tomorrow.
FUTURE GREEN SPACE

Cambridge Department of Public Works is planning on creating a landscaped pedestrian plaza which will make this a safer intersection for pedestrians, cyclists, and drivers. Safer for You.

SENSATIONAL SMELL

If you walk a block in this direction you will happen upon the delicious smell emanating from the Jr. Mint factory.
COFFEE
5 MIN AWAY

Even if the sidewalks are not very friendly at the moment, keep on walking in this direction.

In cities as well as in life, what you need is often closer than you think.

SKYLINE

Let your eyes follow the arrow and take a moment to admire Boston’s beautiful Hancock tower.

Amazing what Sky and Line can do
METROPOLITAN
STORAGE
WAREHOUSE
FIREPROOF

This building has been in operation as a storage facility continuously since 1972.
The two floor steel-trussed structural construction makes the exterior walls of the building resistant to fire.
Inside, the 200,000 square foot structure is divided into 1500 rooms of 40 square feet each.
These rooms span a range from automobiles to art.
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WHAT DO YOU LIKE ABOUT MASS. AVE?

Tell us how you feel

WHAT DO YOU THINK IS MISSING ON MASS. AVE?

Tell us how you feel