Examples
Shopping place: Newbury Street

- Permeability achieved over time
“Yards” allow flexibility in a district of strict rules. Public and private uses interpenetrate horizontally and vertically.
technology transforming the live-work environment

A study of the WIFI environment on Newbury Street in Boston, MA provides a case study of a vibrant shopping street that has been overlaid with wireless technology.
Event place: Lyon Festival of Light

• *Instant permeability via digital media*

MIT/Frenchman 1/04
Learning place: Florianopolis, Brazil

- Permeability through experience
Central place(s): one-north,

- Large scale permeability

multiple centers
(called XChanges):
Vista, Life and Central

Masterplan and 3-D model design by
Zaha Hadid ltd.
“Pocket” spaces for interaction with a unique local identity – in this case water and trees from the area

Creative use of materials and lighting

Photos: Susanne Seitinger
• “Green” façades enhance livability

• Mixes of R+D and business activities
Central place: Seoul DMS

- Street scale permeability
3. Digital Media Plaza

*Place for culture, performance, broadcasting, events, meetings shopping and eating; dense visual and sensory environment*
Media Street environment

1. Intelligent Infrastructure
2. “Permeable” Street Edges
3. Communicable Building Facades
1. Intelligent Infrastructure

Network (wireless), Traffic management, Public information

![Diagram of network nodes and buildings with labels such as Node 1 (Intelligent Park), Node 2 (IT-Art Park), Node 3 (Media Plaza), Node 4 (Entertainment Plaza), and Intelligent IP-Lighting. The diagram also shows Power Line and Wireless Comm. connections.]

Frenchman/Kim 1/04
Prototype street fixture
• **Private space open and accessible to the public** —
  Retail, restaurants, lobbies, meeting space, work space, services

• **Blurring the boundaries** –
  between inside and outside, public and private, places and times.

*Humane and dynamic space that assists people’s activities by promoting communication bldg to bldg, bldg to street and street to Street.*
Transparency

Digital Portals: “Sister Wall”

“Memory Wall”

Diversity

Digital Links
3. Communicable Building Facades

- **Parapet**: GPS Transmitter (Location-Awareness Device)
- **High Level**: Media Board 1
  Permeable Digital Facade
- **Street Level**: Media Board 2
  Digital Facade
- **Store Front**: Media Sign
  LCD, Transparent Screen, etc.
- **Sign**: Media Sign
  Digital Sign, Pictogram
Guidelines for storefronts

- **Sign Display Area**
- **Blind Coverage**
- **Display Area**

**1st Floor**

- **Media Sign 1**: Transparent Screen
- **Media Sign 2**: Multi Screen
- **Media Sign 3**: LCD

- **Sign**: LCD
- **Sign**: Pictogram

**Display Window**

**Door**

**Window Base**
A new architecture
Entertainment place: The Ride

- Permeability through movement
Discussion Questions

*Is this a new type of space/place/experience?*

*Where will it be developed?*

*What does it say about the DESIGN AND MANAGEMENT AND DEVELOPMENT of public places?*