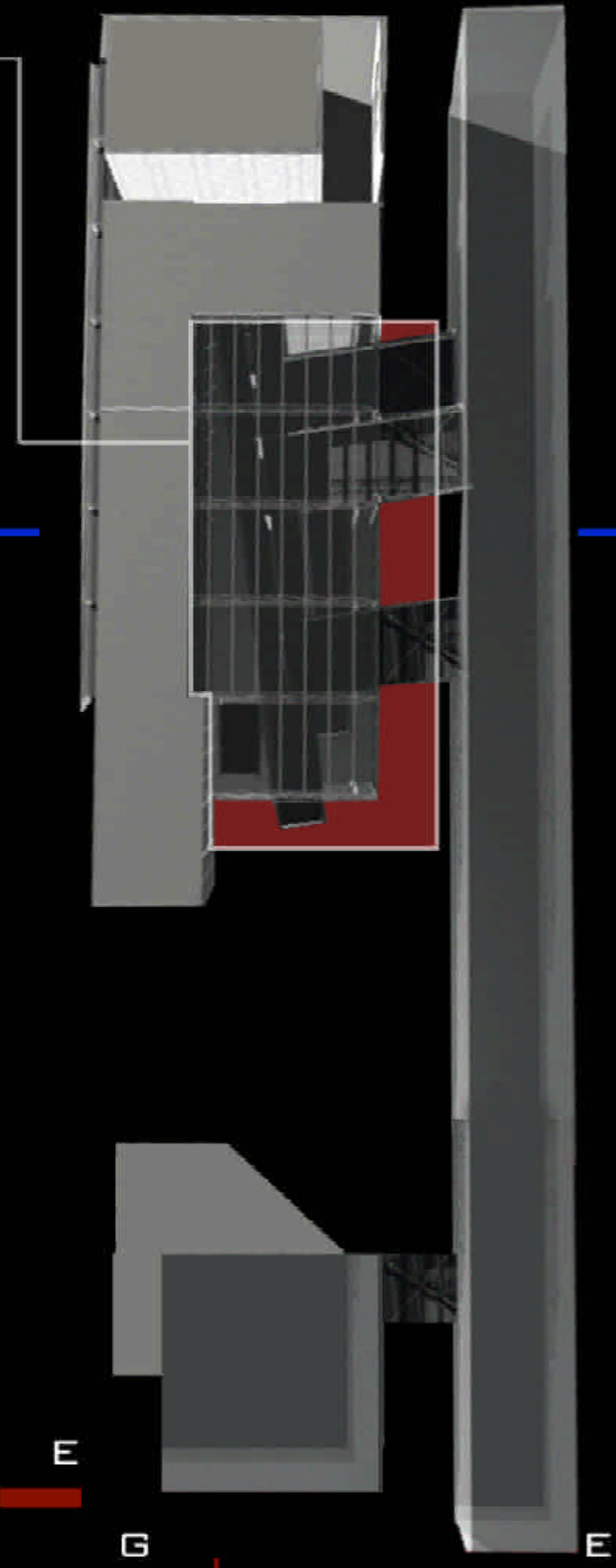
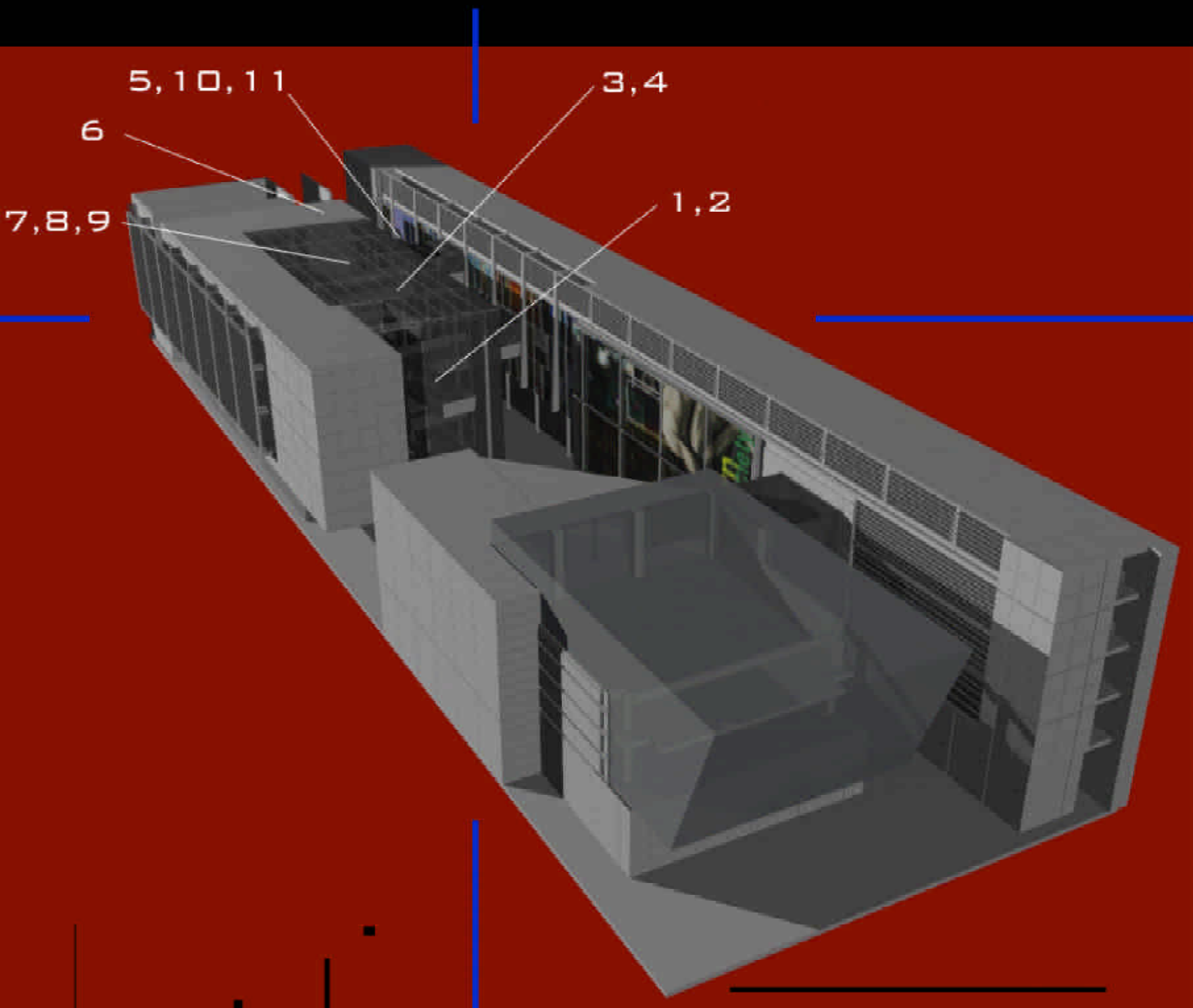


DISPLAY AREA

PAGE INDEX



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EXHIBIT SPACE DISPLAY AREA

After the introduction of the home computer there has been incredible growth of electronic commerce. Every month there are new products that claim to make your life easier and more efficient. Most of the time there is no need for the products but the consumer is compelled to buy them because everyone else has it. Digital cameras, electronic day planners, digital phones, electronic news; the technologies are all out there and the companies are constantly seducing the consumers to buy their products. The Companies' methods are also changing, with societies' attitudes. Glitzy commercials and advertisements are the foundation for their marketing. As the big companies battle to put out the most visually stunning advertisements, we stand in a clutter of flickers and flashes and think to ourselves, "We must have that product, what was it again?"

25

THE EXHIBIT SPACE WAS GENERATED BY A DESIRE. THE DESIRE WAS TO CREATE A SPACE THAT WAS VISUALLY STUNNING, WHICH IN RETURN WOULD BE A GENERATOR OF EXCITEMENT. THIS EXCITEMENT WOULD BE THE BACKGROUND FOR THE DISPLAY OF NEW TECHNOLOGIES CREATED BY THE COMPUTER LABS IN THE COMPLEX. WITH A GLASS ENVELOPE, THE ENTIRE SPACE IS OPEN. THE RAMPS, THE PEOPLE MOVING THROUGH, AND FLICKER OF THE SCREENS LURE IN THE PASSERSBY.

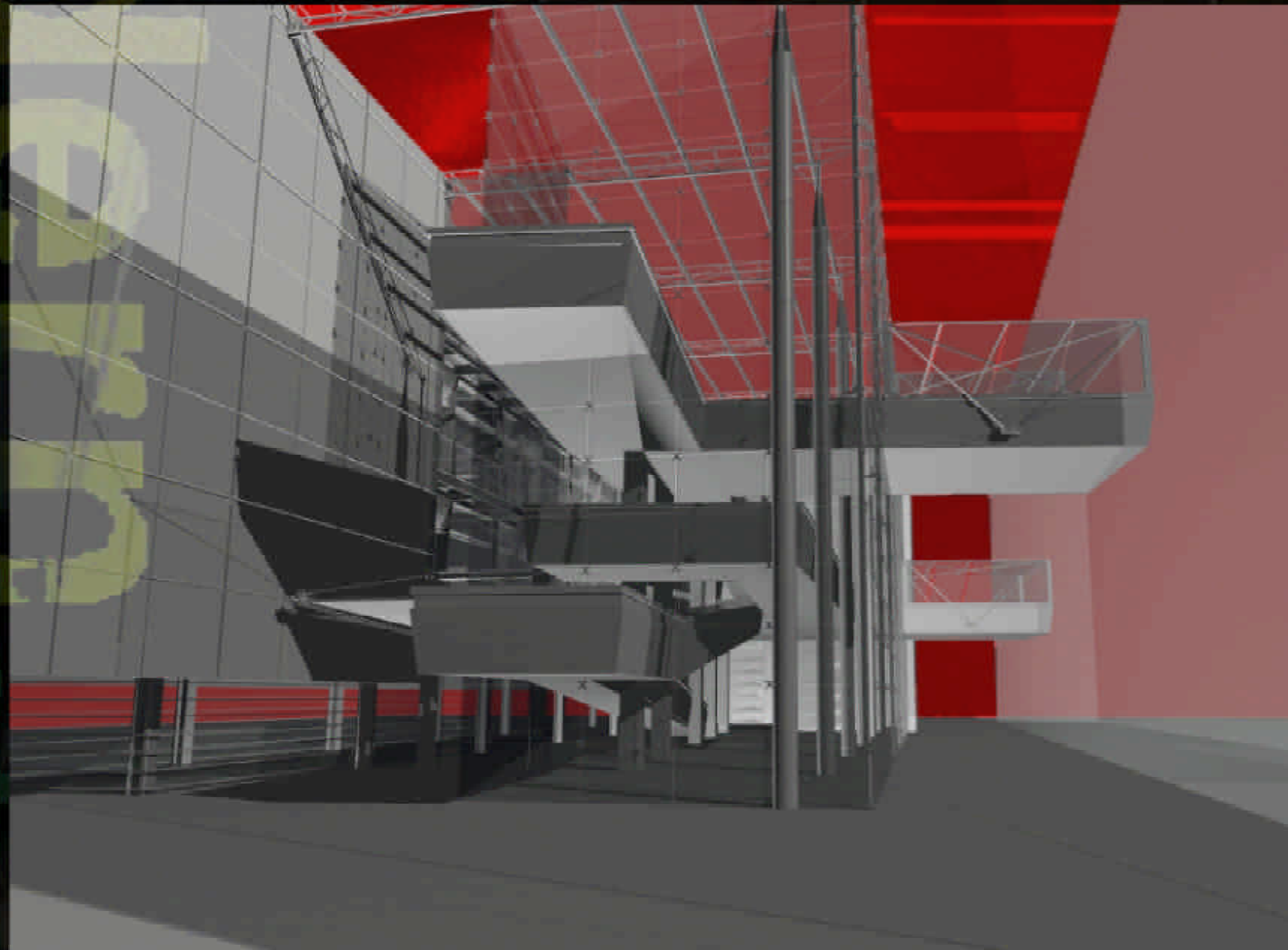
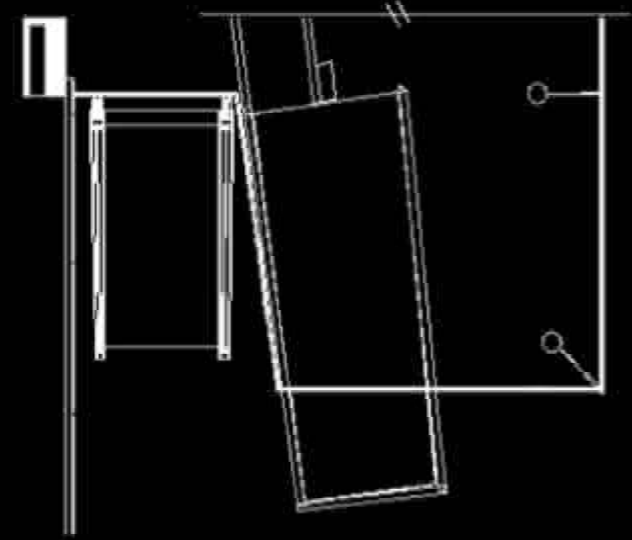
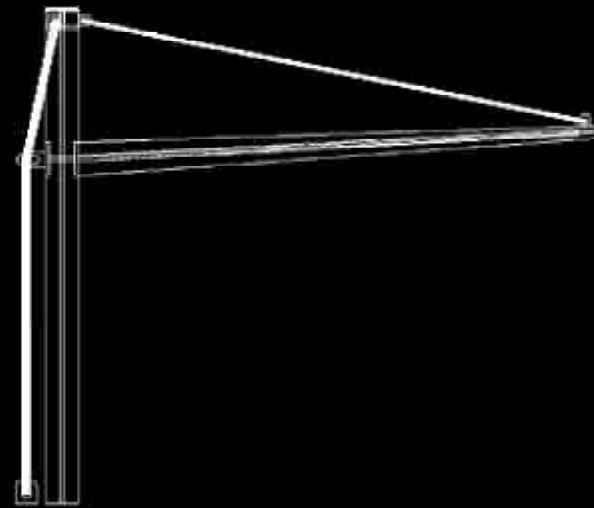
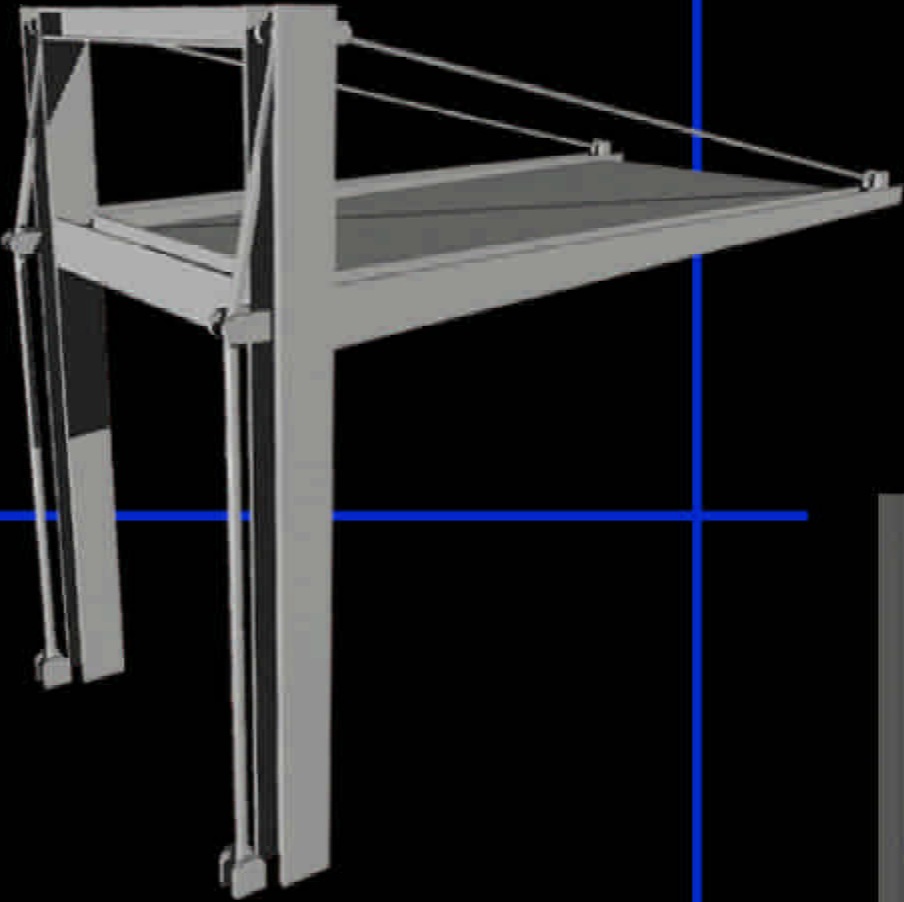


EXHIBIT SPACE

ENTRY



AS YOU APPROACH THE ENTRY YOU COME ACROSS A METAL STRUCTURE. THE STRUCTURE IS MACHINE-LIKE IN ITS AESTHETIC. THE CANTILEVER IS ON A TRACK SYSTEM WHICH LOWERS SHUT WHEN THE EXHIBIT SPACE IS CLOSED. THE ENTRY IS WEDGED BETWEEN THE METAL PANELS OF COMPUTER LABS AND THE GLASS ENVELOPE OF THE EXHIBIT SPACE. IT ACTS AS A THRESHOLD BETWEEN THE TWO FUNCTIONS.

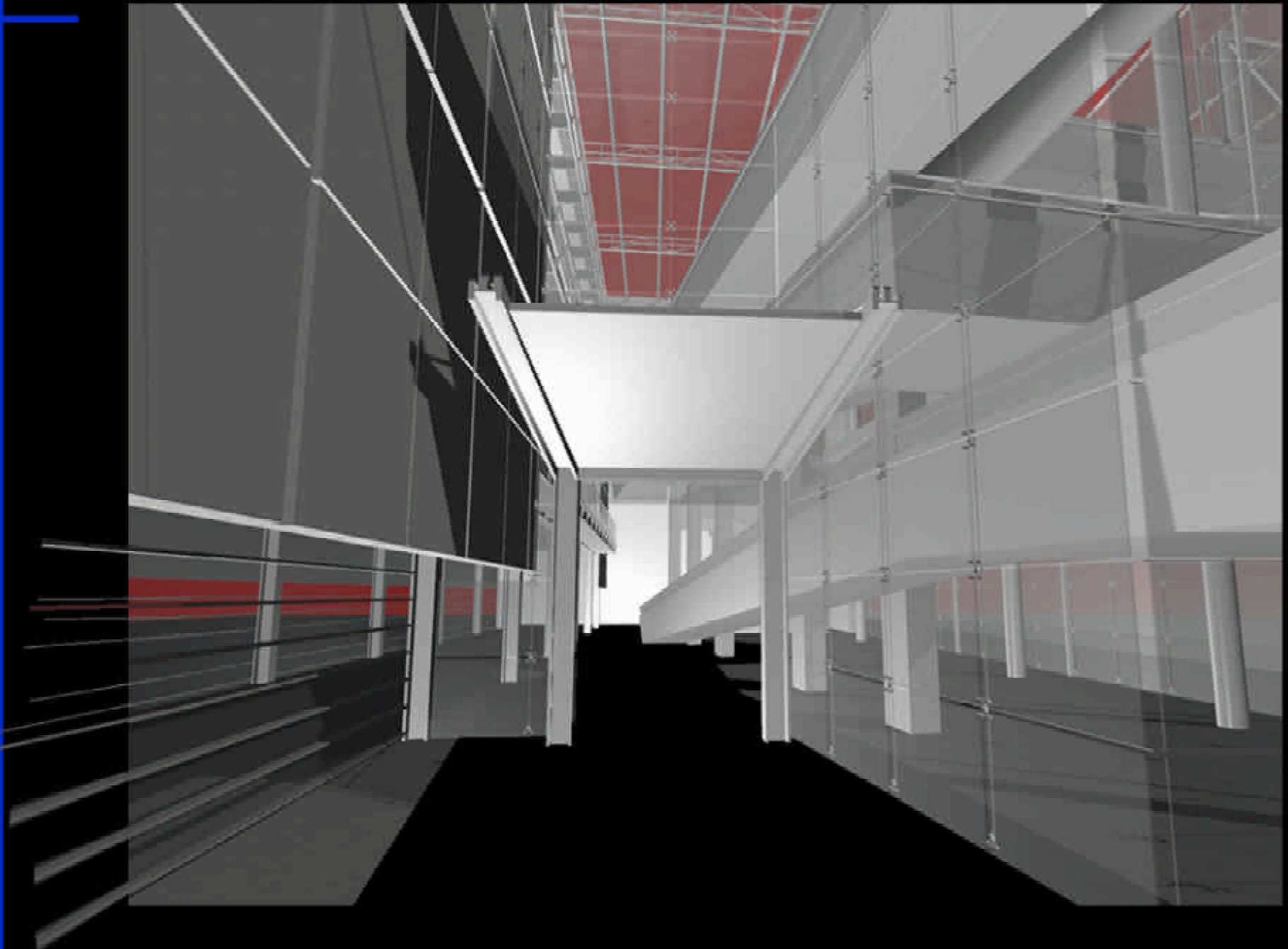
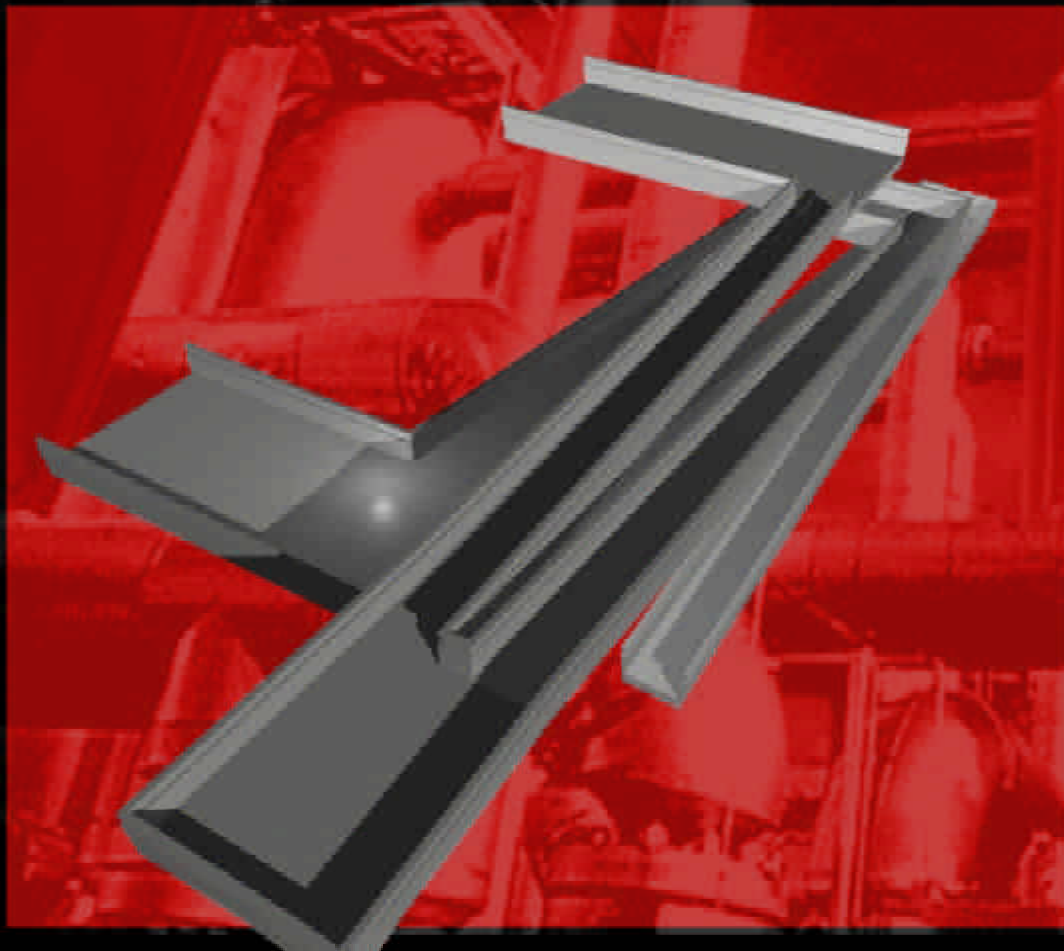
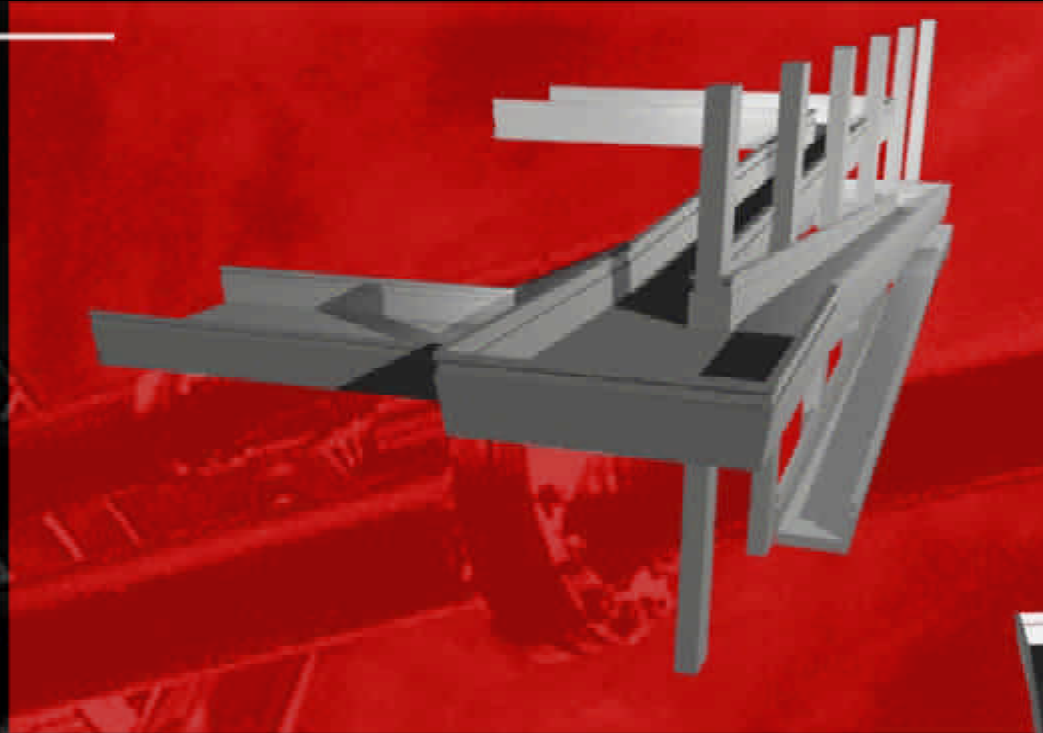
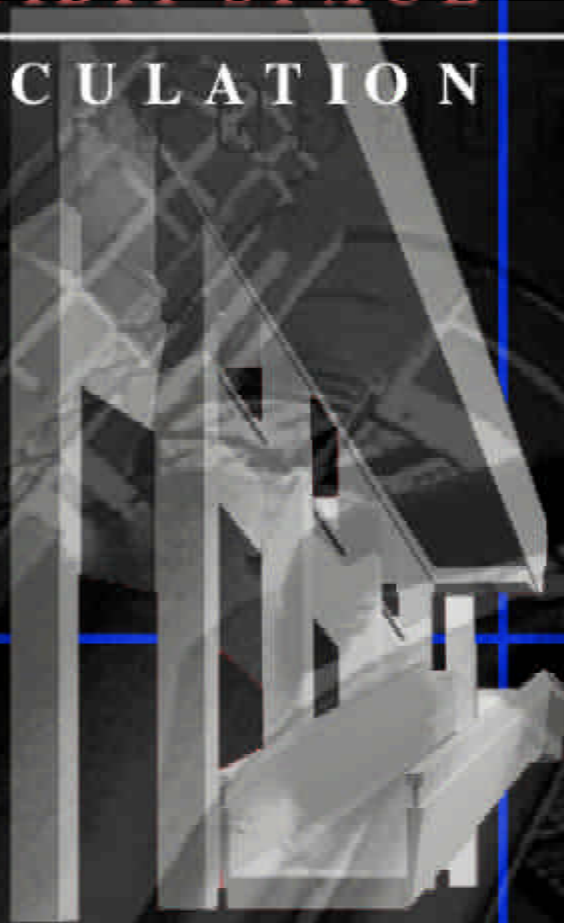


EXHIBIT SPACE CIRCULATION



THE RAMP'S MANIFESTATION IS ACTUALLY A PHYSICAL DIAGRAM OF SOCIETY AND ITS BLIND FOLLOWING OF TECHNOLOGY. WE KEEP ADAPTING TO NEW TECHNOLOGIES NOT KNOWING WHERE IT WILL TAKE US. WE DON'T WANT TO BE LEFT BEHIND SO WE CONTINUE TO CHANGE OUR LIVES. WHERE IS TECHNOLOGY TAKING US? THIS UNCERTAINTY IS WHY THE RAMPS TWIST AND TURN AND DO NOT REVEAL A CLEAR PATH. AS THE PERSON TRAVELS THROUGH THE RAMP, HE SEES OTHERS DOING THE SAME AT DIFFERENT LEVELS. THE VISIBILITY OF OTHERS REASSURES THE PERSON THAT HE MUST BE RIGHT, FOR THE OTHERS ARE DOING THE SAME.

EXHIBIT SPACE CIRCULATION

AS THE RAMPS GO UP THERE ARE LONG LANDINGS THAT ACT AS DISPLAY AREAS. THESE DISPLAY AREAS WOULD CHANGE PERIODICALLY AS NEW TECHNOLOGIES ARE DEVELOPED. THE LANDINGS, LIKE THE RAMPS, ARE DIFFERENT AT EVERY LEVEL. THE CREATORS OF THE TECHNOLOGIES CAN BE SEEN FROM THE RAMPS. THE CREATORS ALSO SEE THE RESPONSE OF THE PEOPLE AS THEY INTERACT WITH THE DISPLAYS.

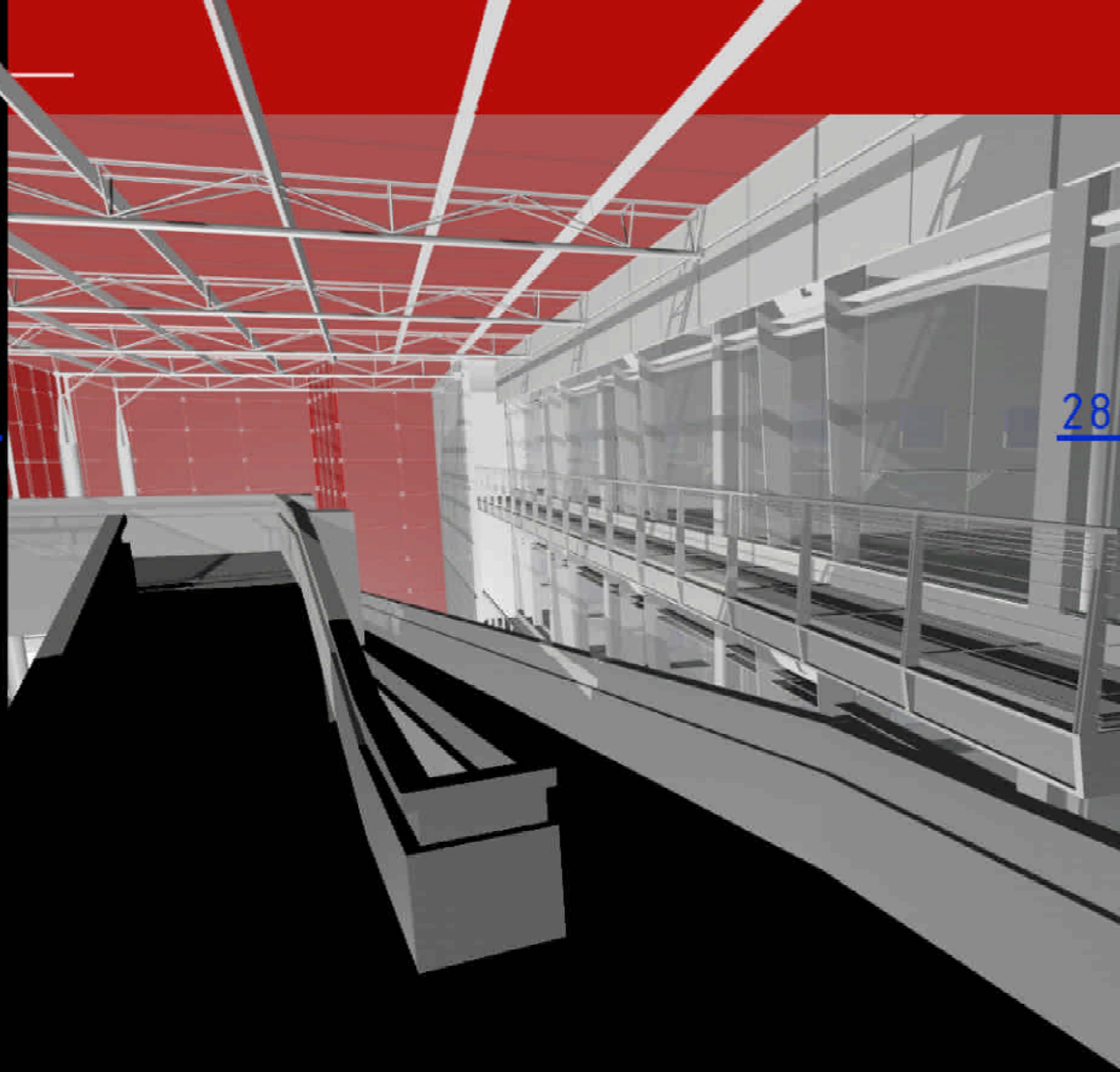
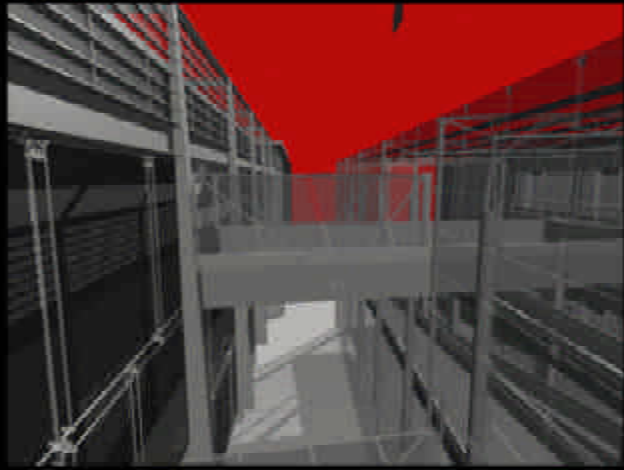


EXHIBIT SPACE CONNECTOR RAMPS



AS THE RAMPS TWIST AND TURN UPWARDS THEY CONNECT TO THE WALL OF IMAGES THROUGH A SERIES OF THREE COVERED RAMPS. THESE RAMPS SEEM AS IF THEY ARE FLOATING WHEN THEY REACH ACROSS THE OPEN CORRIDOR. FROM WALKING LEVELS THESE RAMPS ACTIVATE THE SPACE.

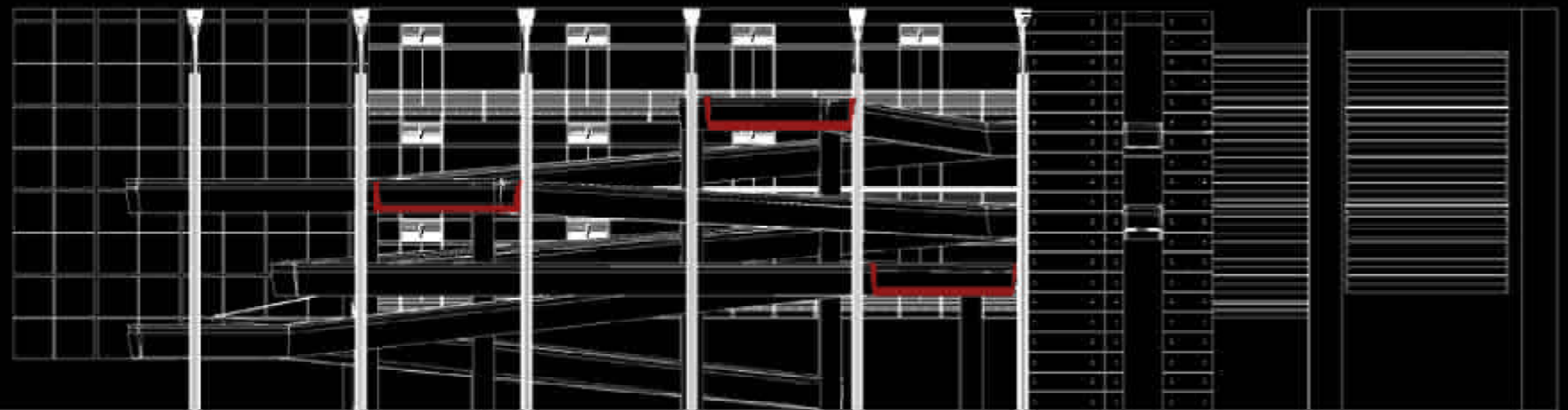
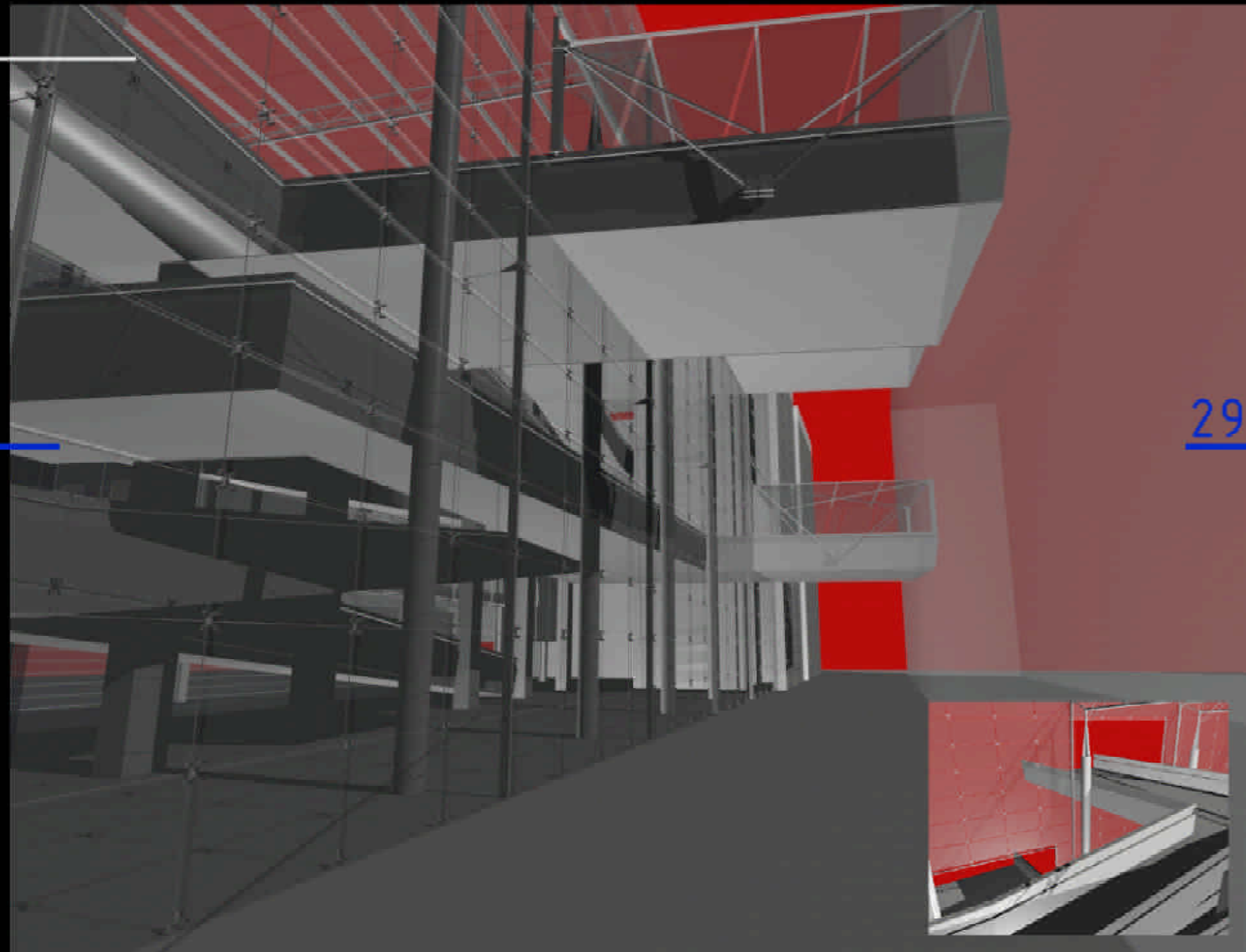
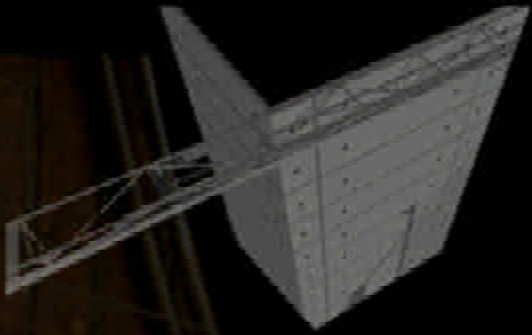


EXHIBIT SPACE CORE SPACE



EVEN THOUGH TECHNOLOGIES ARE CONSTANTLY CHANGING, SOME THINGS DO NOT. THINGS SUCH AS THE PHYSICAL CONTAINER WHICH ENCASES THE COMPUTER COMPONENTS, THE KEYBOARD WITH WHICH YOU INPUT COMMANDS, AND THE MOUSE WITH WHICH YOU NAVIGATE REMAIN VITAL PARTS. IN THE EXHIBIT SPACE THIS REALITY IS TRANSPOSED WITH THE PLAY OF THE RAMP (TECHNOLOGY) AND THE CORE ELEMENTS (THE PHYSICAL COMPONENTS).

THE CORE ELEMENTS ARE MADE OF CONCRETE AND THE FORM HAS A STRONG SOLID APPEARANCE. WHEN THE RAMP ENCOUNTERS THE CORE IT BENDS AND MOVES, NEVER TOUCHING THE CORE.

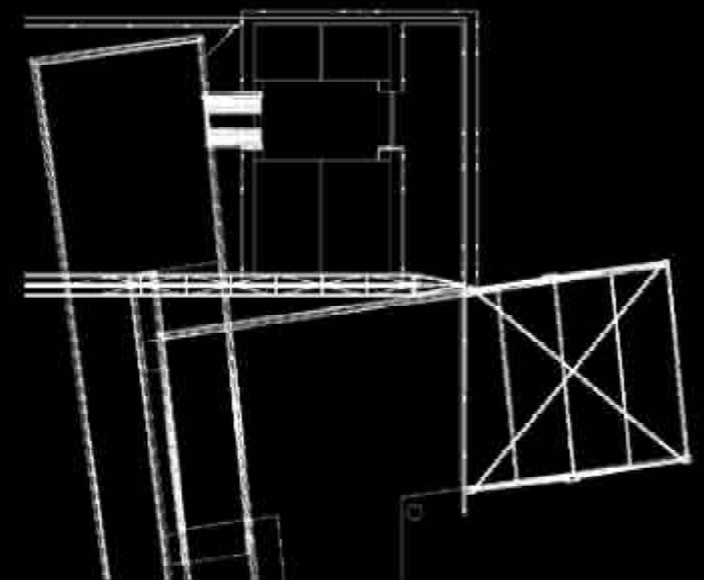
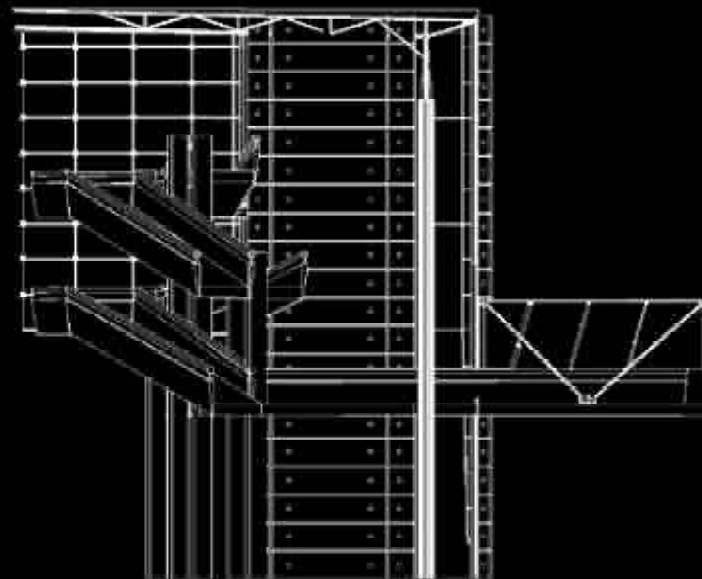
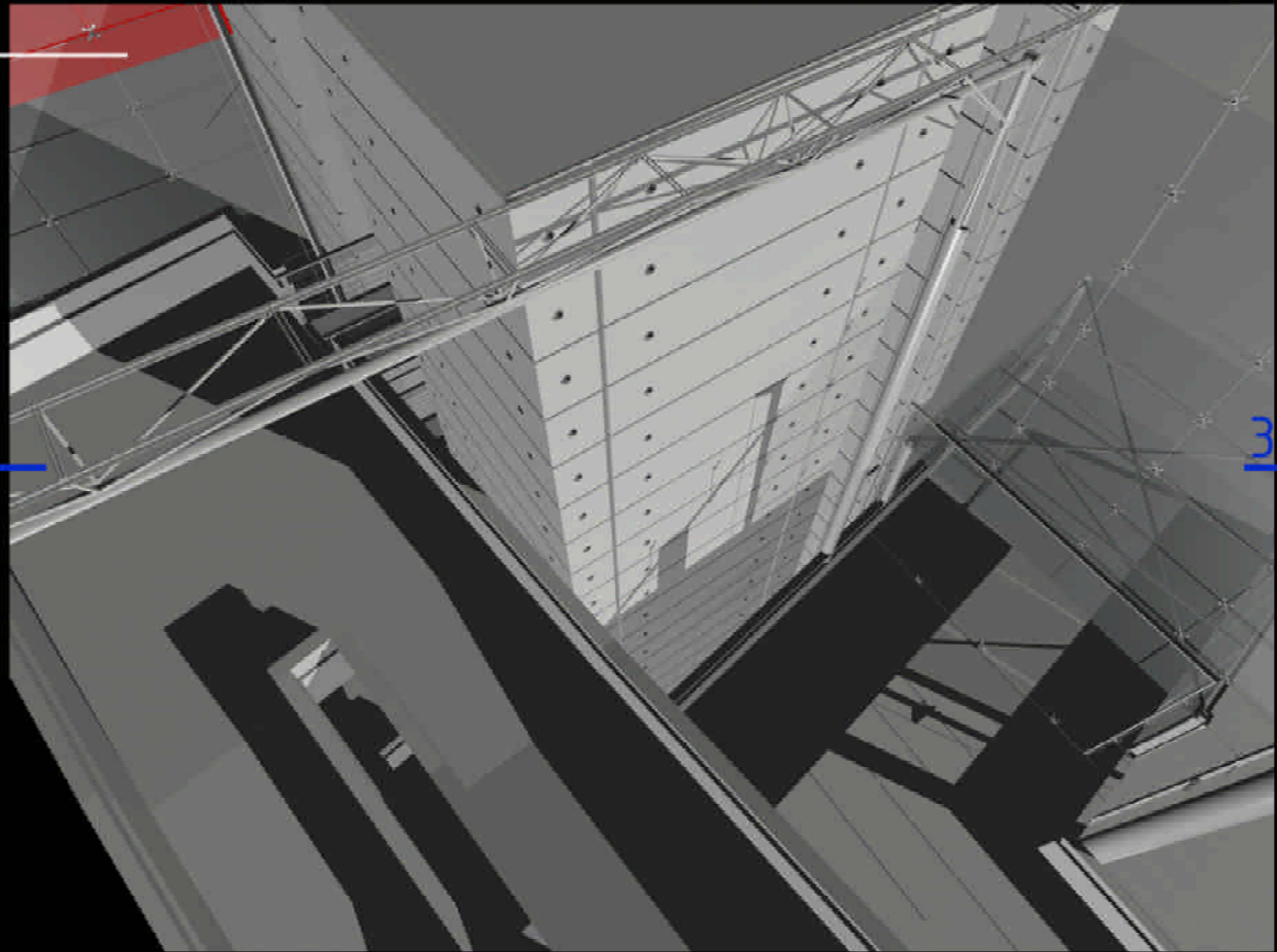


EXHIBIT SPACE

DISPLAY AREA

SOMETIMES WE SEEM OVERWHELMED OR LOST WITH THE RUSH OF NEW TECHNOLOGIES INVADING OUR LIVES. AT TIMES IT SEEMS THAT WE MIGHT NOT EVEN HAVE A GRASP ON OUR DECISIONS AS WE ARE FORCED TO ADAPT TO CHANGES AT WORK, HOME AND LIFE. WHERE IS THIS TECHNOLOGY TAKING US? WHAT WILL CHANGE NEXT? EVENTHOUGH WE DON'T KNOW WHERE TECHNOLOGY WILL TAKE US, WE STILL HAVE ORDER IN OUR LIVES. THE ENVELOPE OF THE EXHIBIT SPACE IS SYMBOLIC OF THIS ORDER. THE COLUMN AND TRUSS SYSTEM WHICH MAKES UP THE STRUCTURE OF THE EXHIBIT SPACE HAS A CLEAR ORDER AND HAS A VERY STRONG APPEARANCE. THE RAMP WHICH SYMBOLIZES TECHNOLOGY TWISTS AND TURNS WITHIN THE EXHIBIT SPACE WITH THE SAME UNCERTAINTY THAT WE LIVE OUR LIVES WITH TECHNOLOGY.

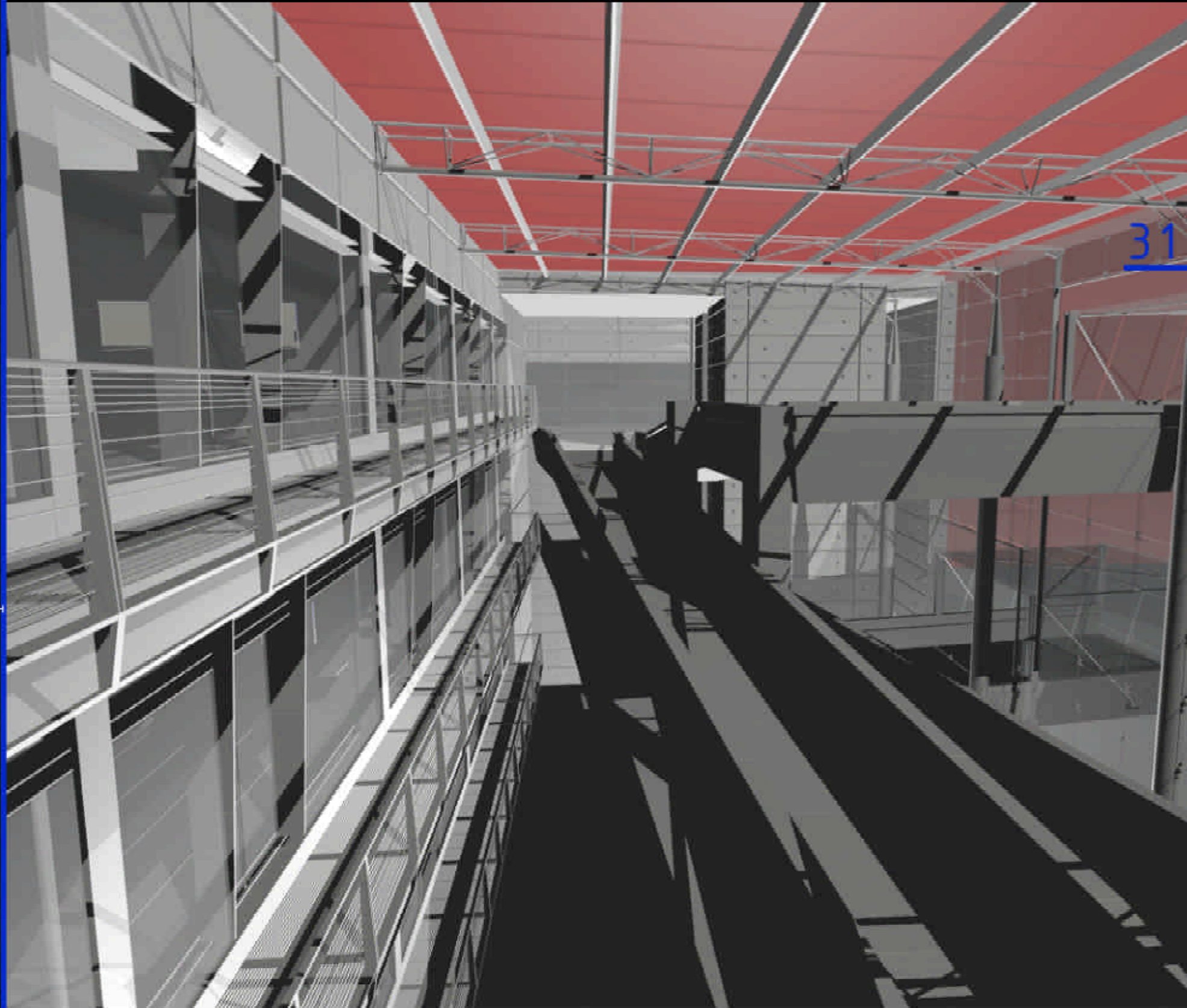


EXHIBIT SPACE STRUCTURE

THE TRUSS SYSTEM IS COMPOSED OF TWO ELEMENTS. THE FIRST ELEMENT IS THE BASE WHICH IS MADE OF CONCRETE. THE ROLE OF THE BASE IS TO EXPRESS THE STRENGTH OF THE SYSTEM. THE SECOND IS A METAL TRUSS SYSTEM WHICH EMERGES OUT OF THE CONCRETE. AS IT EMERGES IT BEGINS TO FORM A COMPLEX SYSTEM WHICH SPANS ACROSS THE MAIN SPACE.

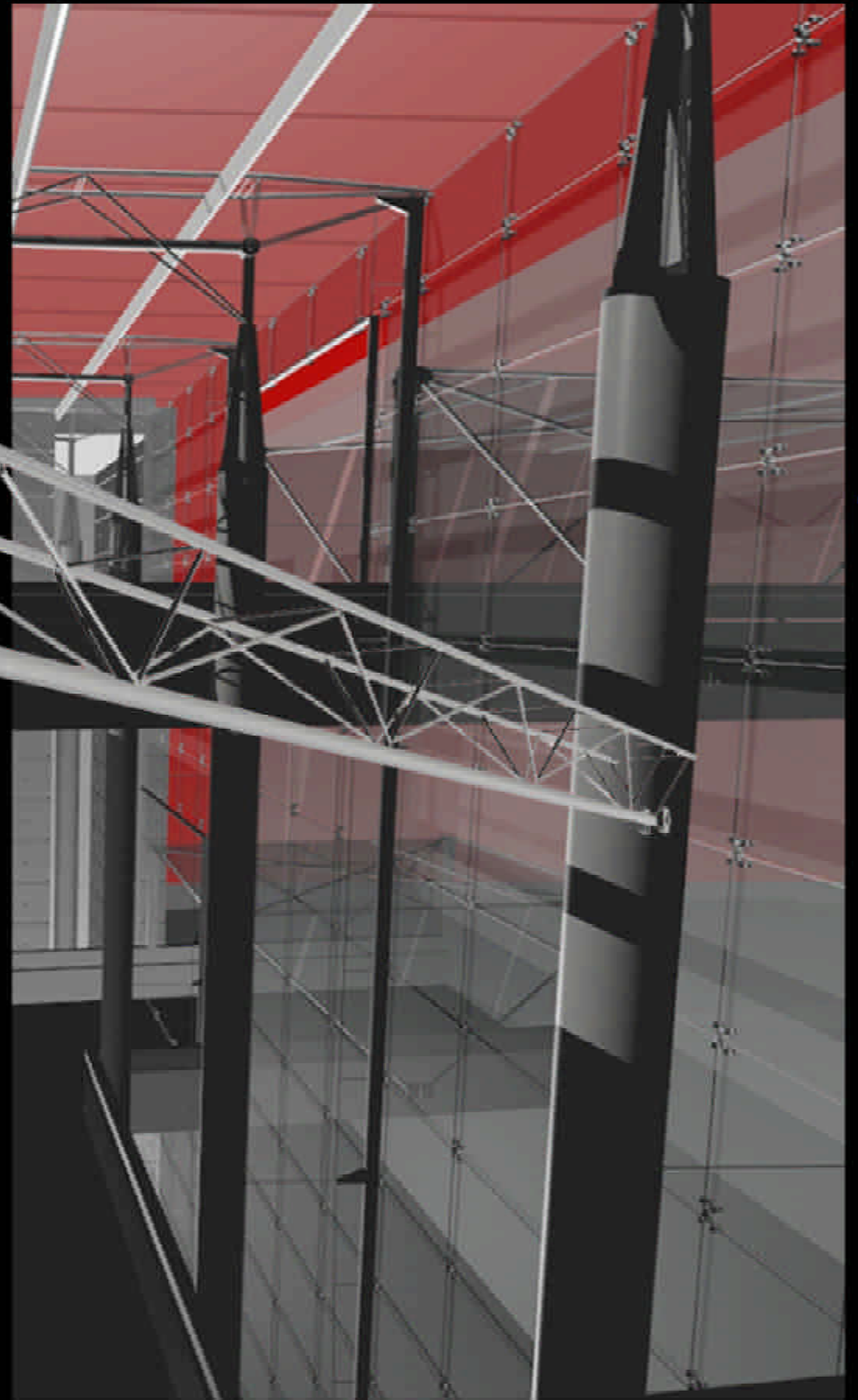
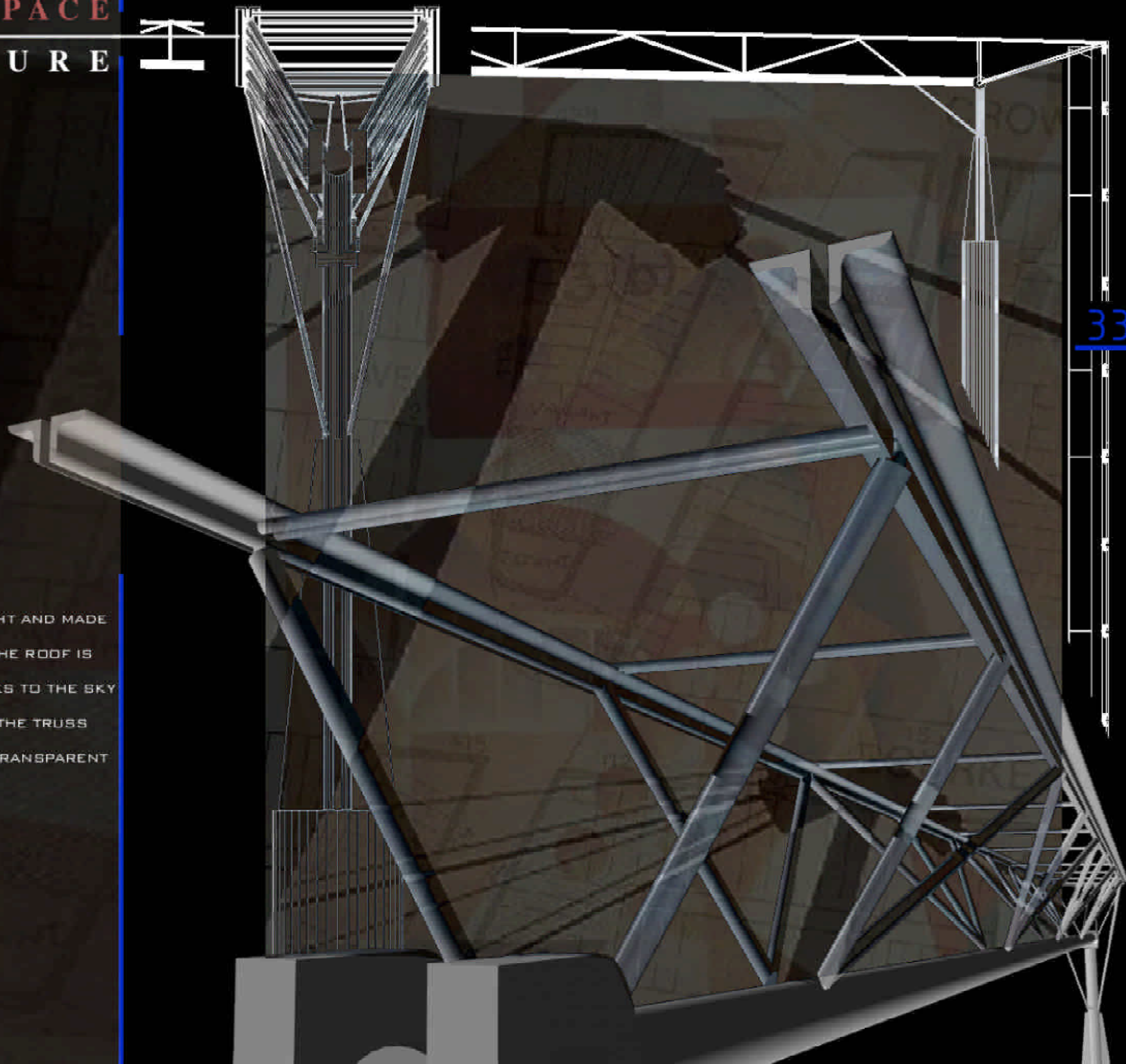


EXHIBIT SPACE STRUCTURE



THE TRUSS SYSTEM IS LIGHT AND MADE OF MANY COMPONENTS. THE ROOF IS MADE OF GLASS AND LOOKS TO THE SKY ABOVE. BECAUSE OF THIS THE TRUSS SYSTEM WANTS TO BE AS TRANSPARENT AS POSSIBLE.

EXHIBIT SPACE STRUCTURE

LIKE THE ROOF, THE FACADE IS MADE OF GLASS. THE REASON FOR SO MUCH TRANSPARENCY WAS TO MAKE ONE FEEL AS IF THEY WERE IN A SURREAL SPACE THAT HAD MANY LEVELS OF STIMULATION. ONE OF THE MAIN COMPONENTS OF THIS STIMULATION IS THE WALL OF IMAGES WHICH IS DIRECTLY IN FRONT OF THE DISPLAY SPACE. IN ORDER TO MAINTAIN AS MUCH TRANSPARENCY AS POSSIBLE SPIDER CONNECTIONS WERE USED TO SUPPORT THE WALL. THE CONNECTIONS ARE STRONG ENOUGH AND SMALL ENOUGH TO ACHIEVE THIS GOAL.

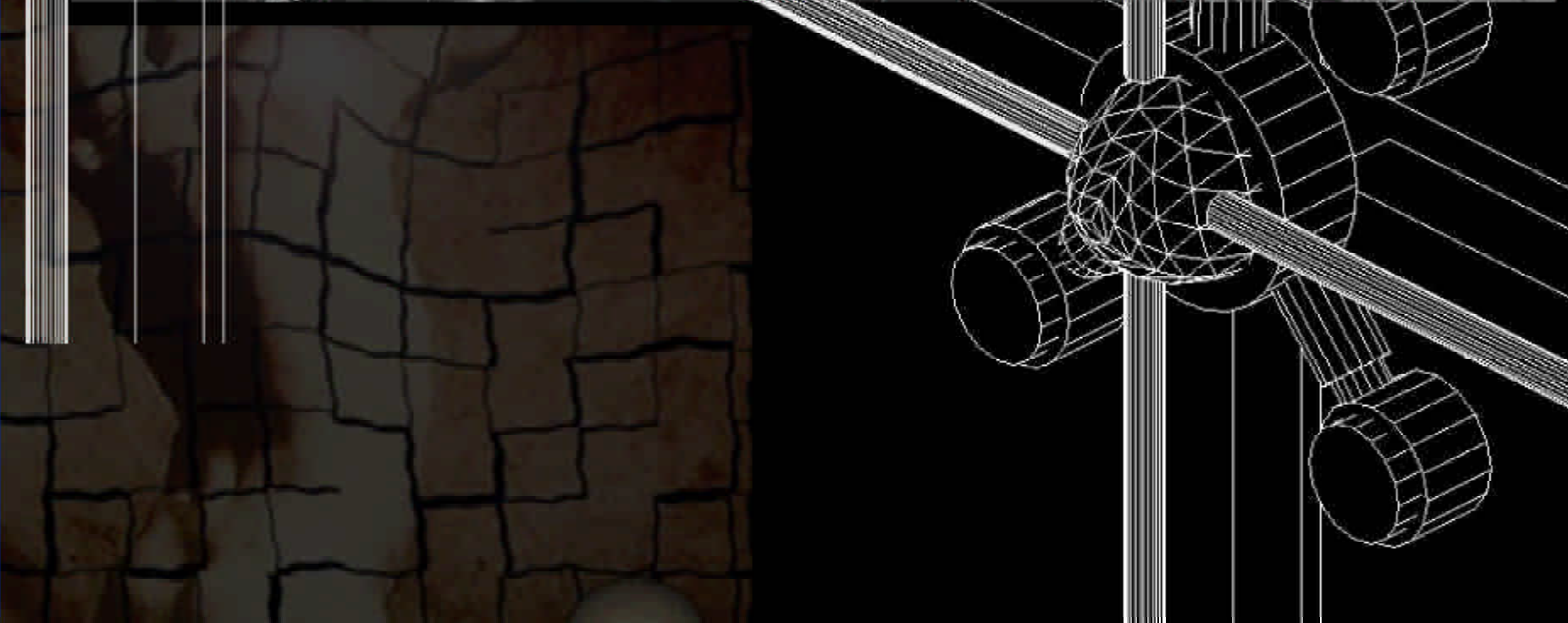
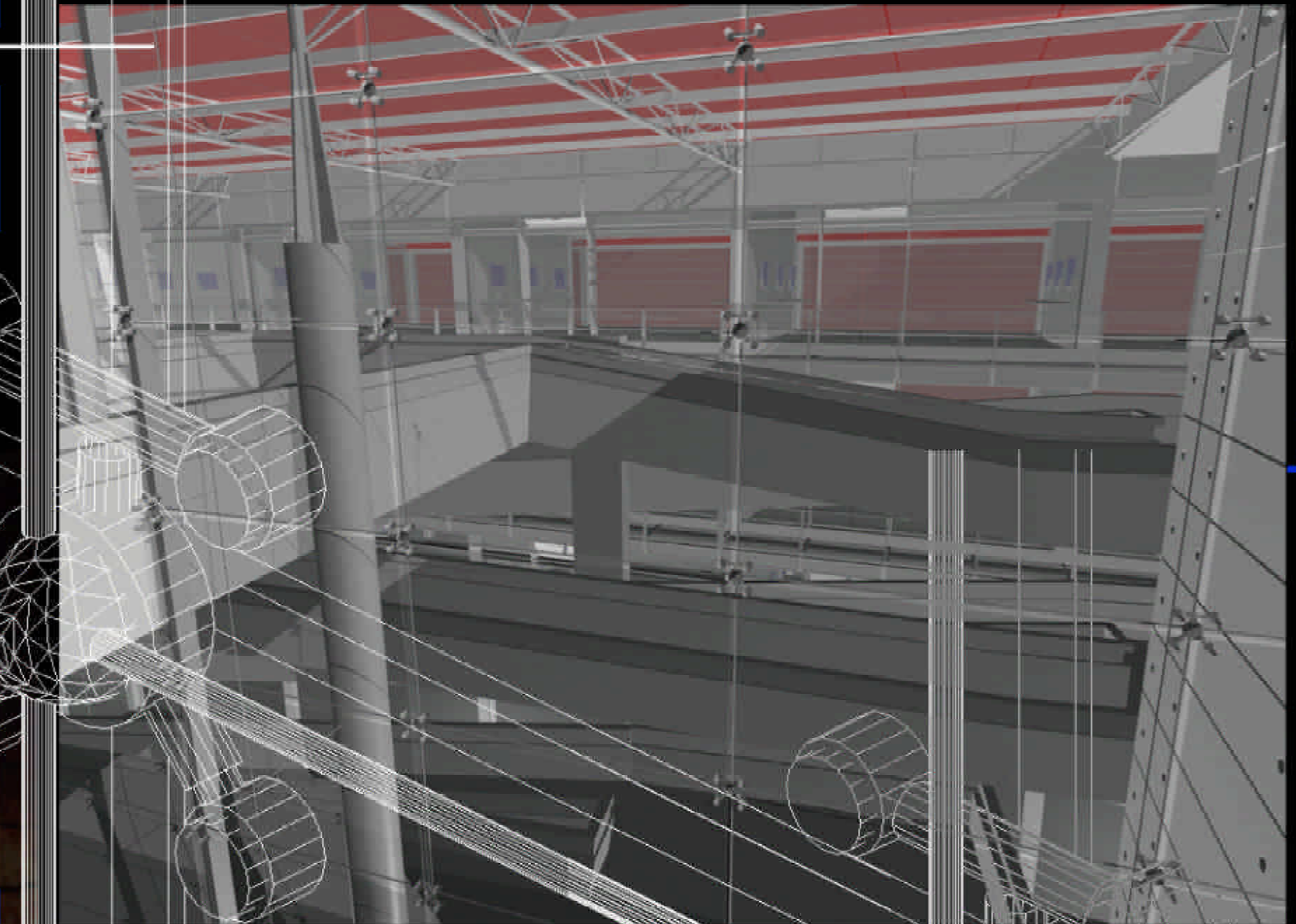


EXHIBIT SPACE STRUCTURE

AS YOU WALK THROUGH THE OUTDOOR
CORRIDOR THE MAIN SPACE IS VISIBLE
TO THE OUTSIDE. THE FIRST FLOOR OF
THE WALL OF IMAGES IS MADE OF GLASS
ALLOWING FULL VIEW OF THE INSIDE
AND THE PEOPLE INTERACTING WITH
THE DISPLAYS. IT IS IMPORTANT
THAT THE COMPLEX BE AS OPEN AS
POSSIBLE SINCE THE COMPLEX TAKES
UP THE ENTIRE CITY BLOCK.

