Examples

Shopping place: Newbury Street

- *Permeability achieved over time*

PLAN

Public Realm / Street

Private Realm/
Buildings

Private Realm/
Buildings

Public Realm ← → **Private Realm**

"Permeable Area"

SECTION
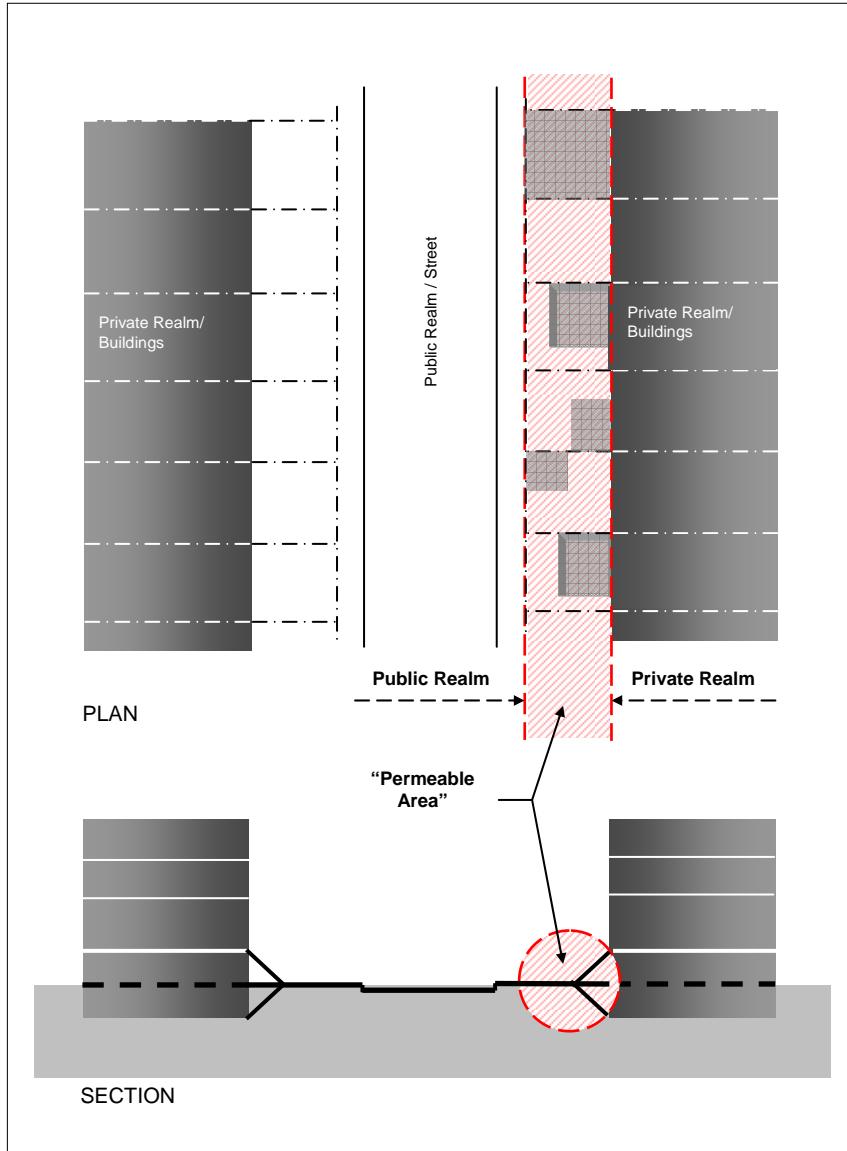
"Yards" allow flexibility in a district of strict rules. Public and private uses interpenetrate horizontally and vertically.

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.


Interference

Private

Public

279 Newbury **Zoe Home**

261 Newbury **Newbury Guest House**

251 Newbury **Colortek**

247 Newbury **The Wrap**

Commonwealth Avenue

Massachusetts Avenue

Tycho
Bond

NewburyOpen.net
TLAN GSCX NewburyOpen.net

scott
jaso800 NETGEAR

Apple Network
Nielsen Network tmobile

linksys
NewburyOpen.net

tmobile
NewburyOpen.net
Barbarian Fallover
linksys

NewburyOpen.net
domenic
typhoon

Tech Superpowers

Juncal Newbury

NewburyOpen.net

Airport
989SC

NewburyOpen.net
168Newbury linksys

wireless
default

RCN

Boylston Street

158 Newbury **The Copley Society**

214 Newbury **Armani Cafe**

252 Newbury **Tech Superpowers, Inc.**

320 Newbury **Boston Architecture Center**

338 Newbury **Trident Booksellers**

352 Newbury **Starbucks Coffee**

Event place: Lyon Festival of Light

- *Instant permeability via digital media*
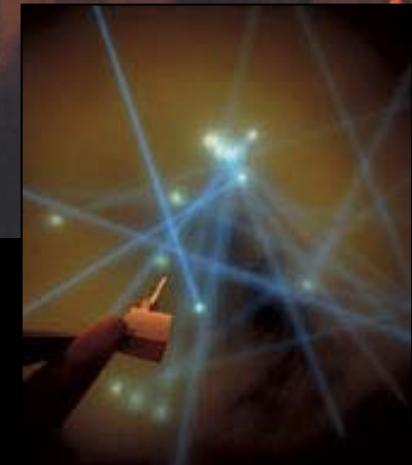
Learning place: Florianopolis, Brazil

- *Permeability through experience*

MIT/Frenchman 1/04

GOVERNMENT/OFFICE

"EXPERIENCE RING"

RETAIL/ENTERTAINMENT

R+D CLUSTER

UNIVERSITY/RESEARCH

POTENTIAL
R+D CLUSTER
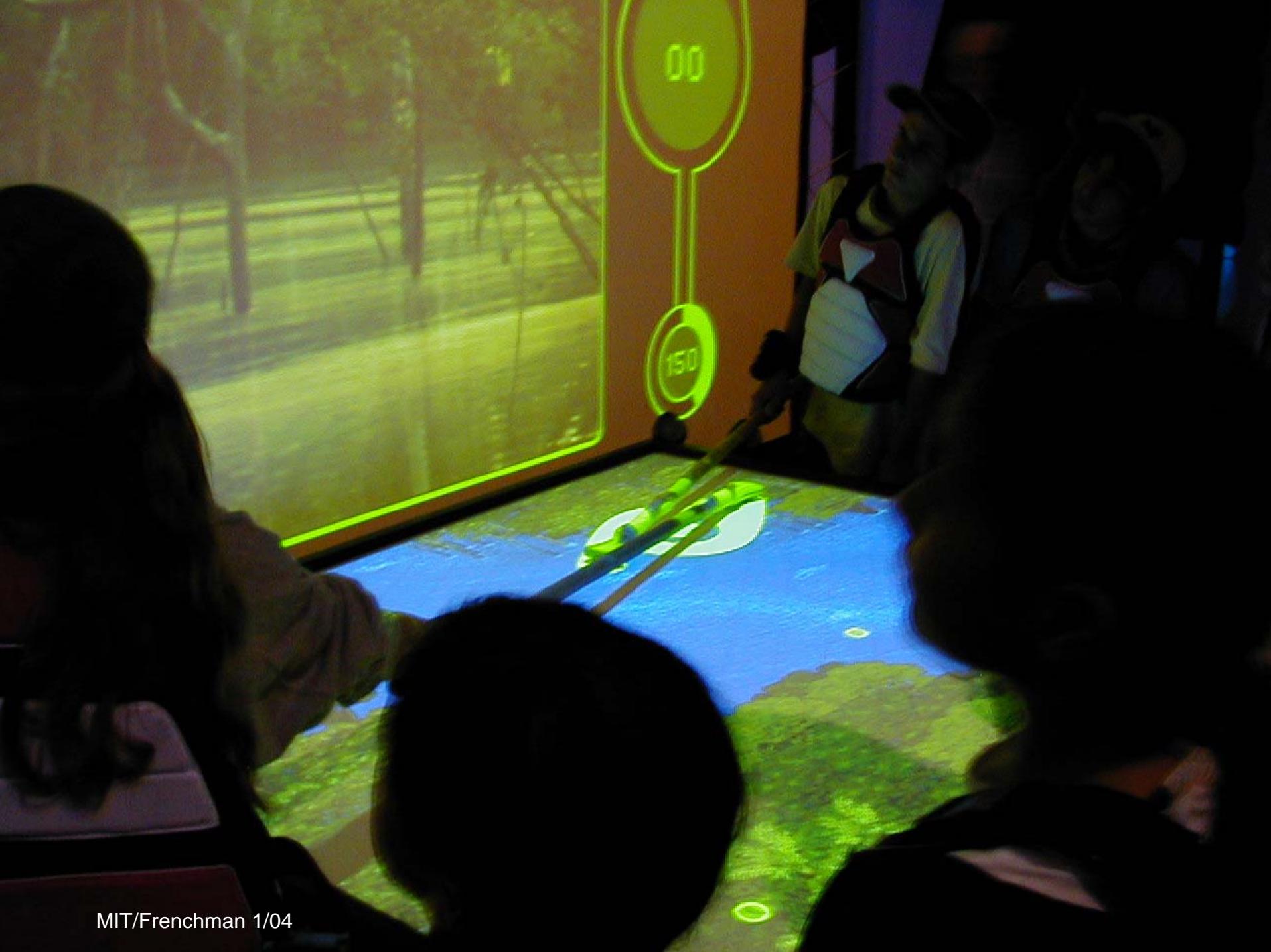
MIT/Frenchman 4/04
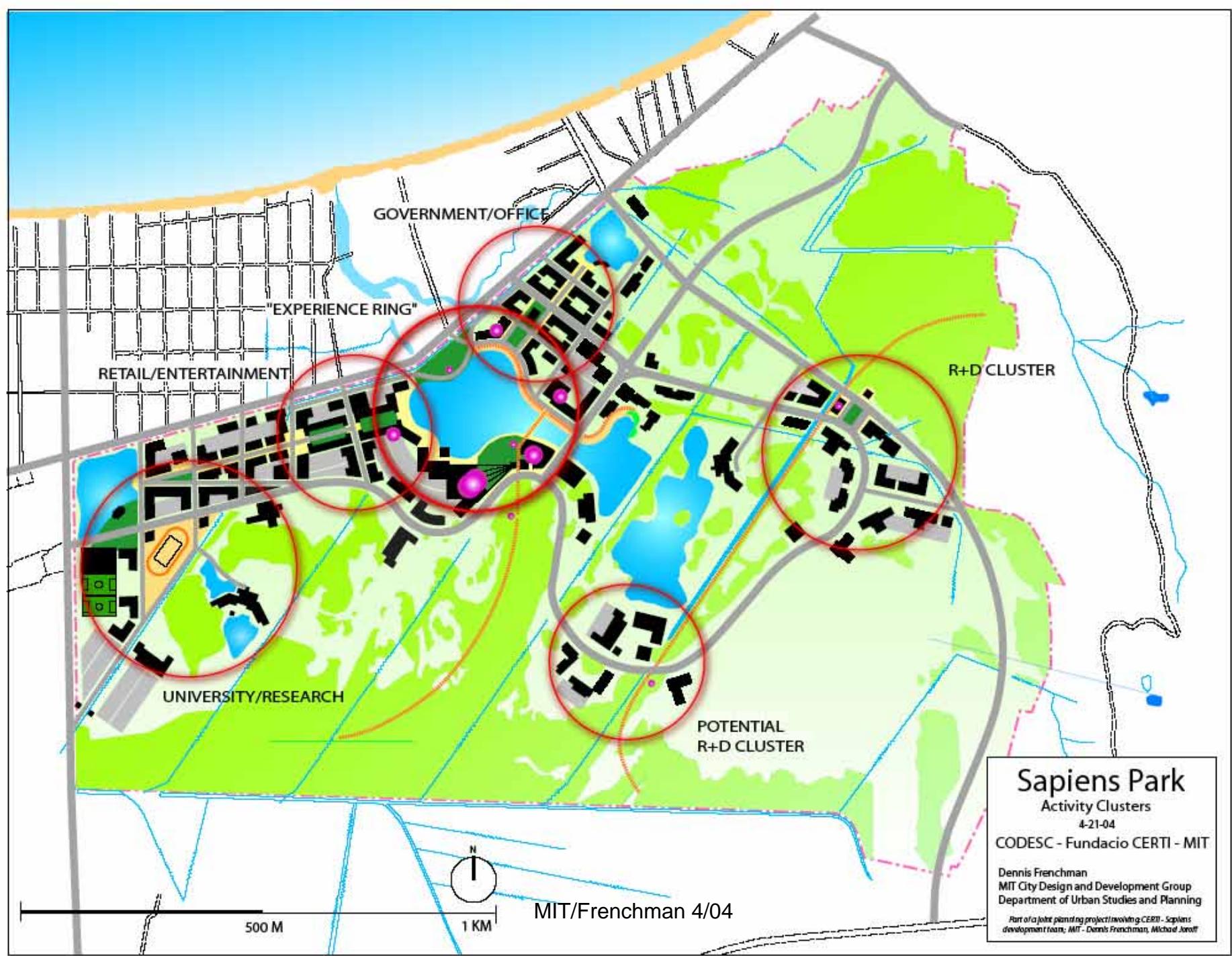
Sapiens Park
Activity Clusters
4-21-04
CODESC - Fundacio CERTI - MIT

Dennis Frenchman
MIT City Design and Development Group
Department of Urban Studies and Planning

Part of a joint planning project involving CERTI - Sapiens
development team; MIT - Dennis Frenchman, Michael Joroff

N

500 M   1 KM

POTENTIAL
S.C. GOVERNMENT BUILDING

FLORIANOPOLIS CIRCUS /
SHARED SERVICES

BEACH / NATURAL EDGE

SAPIENS OVERLOOK

SHOPPING /
MARKETPLACE

RETAIL CIRCUS

PARKING

EXPERIENCE VENUES

ARENA   EXPERIENTIA   CIRCUS   NODE

TRADITIONAL PLACES WITH
CONTEMPORARY DESIGN AND USE

RESTAURANTS /
ENTERTAINMENT

ARENA / MIXED USE

TENSILE STRUCTURE /
SAPIENS GREEN

SYMBOLIC TOWER

PEDESTRIAN TRAIL

EXPERIENTIA

HOTEL/CONFERENCE

SCIENTIA

Sapiens Park
Main Cell
4-21-04
CODESC - Fundacio CERTI - MIT

Dennis Frenchman
MIT City Design and Development Group
Department of Urban Studies and Planning

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100M   200M

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*
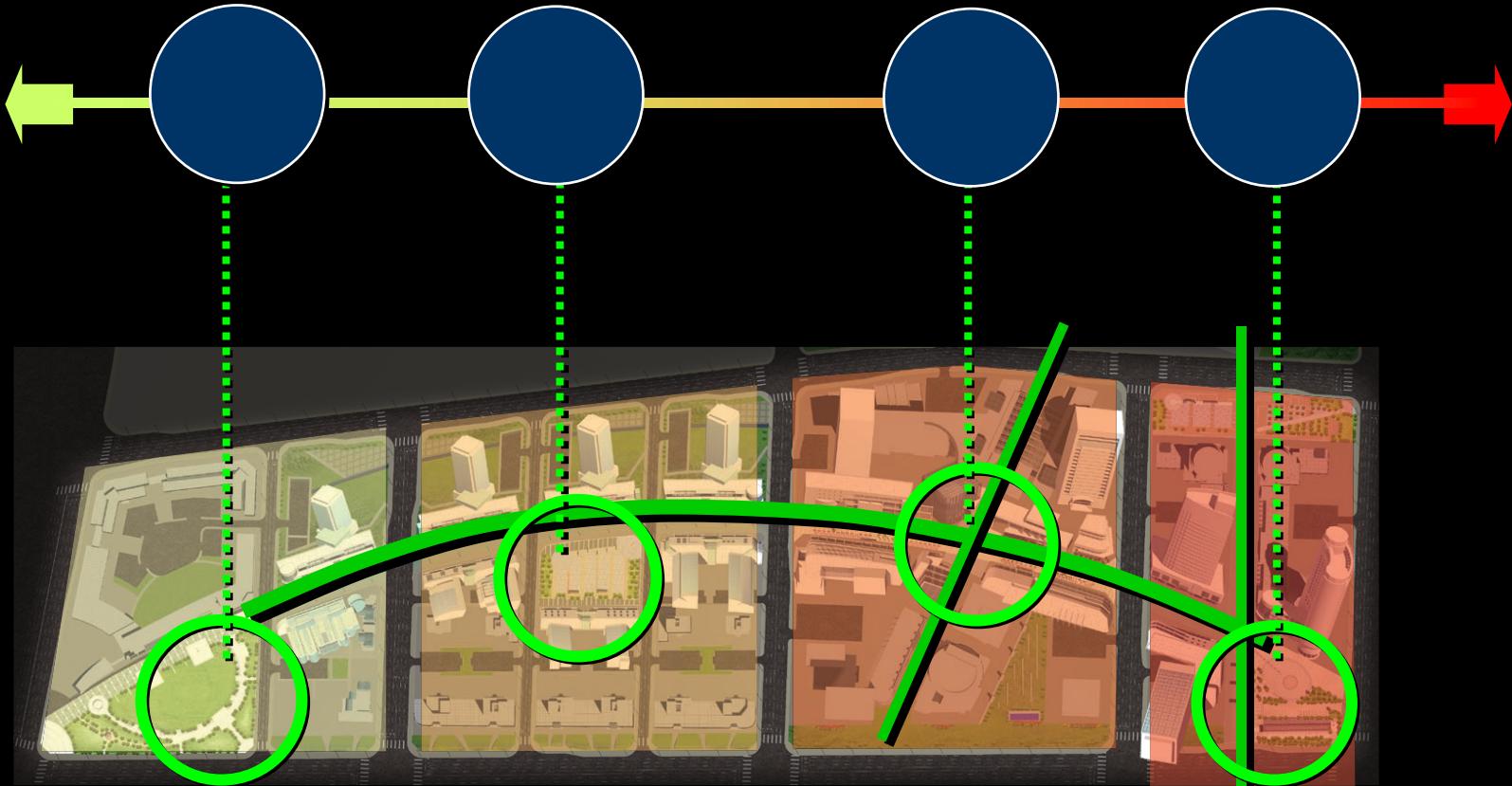
Frenchman, Kim 1/04

3. Digital Media Plaza

*P*lace for culture, performance, broadcasting, events, meetings shopping and eating; dense visual and sensory environment

Broadcasting Studios, production, offices

Frenchman, Kim 1/04

Digital Theater

Media Mart

Research and education

Korea Culture, Contents Agency

Museum
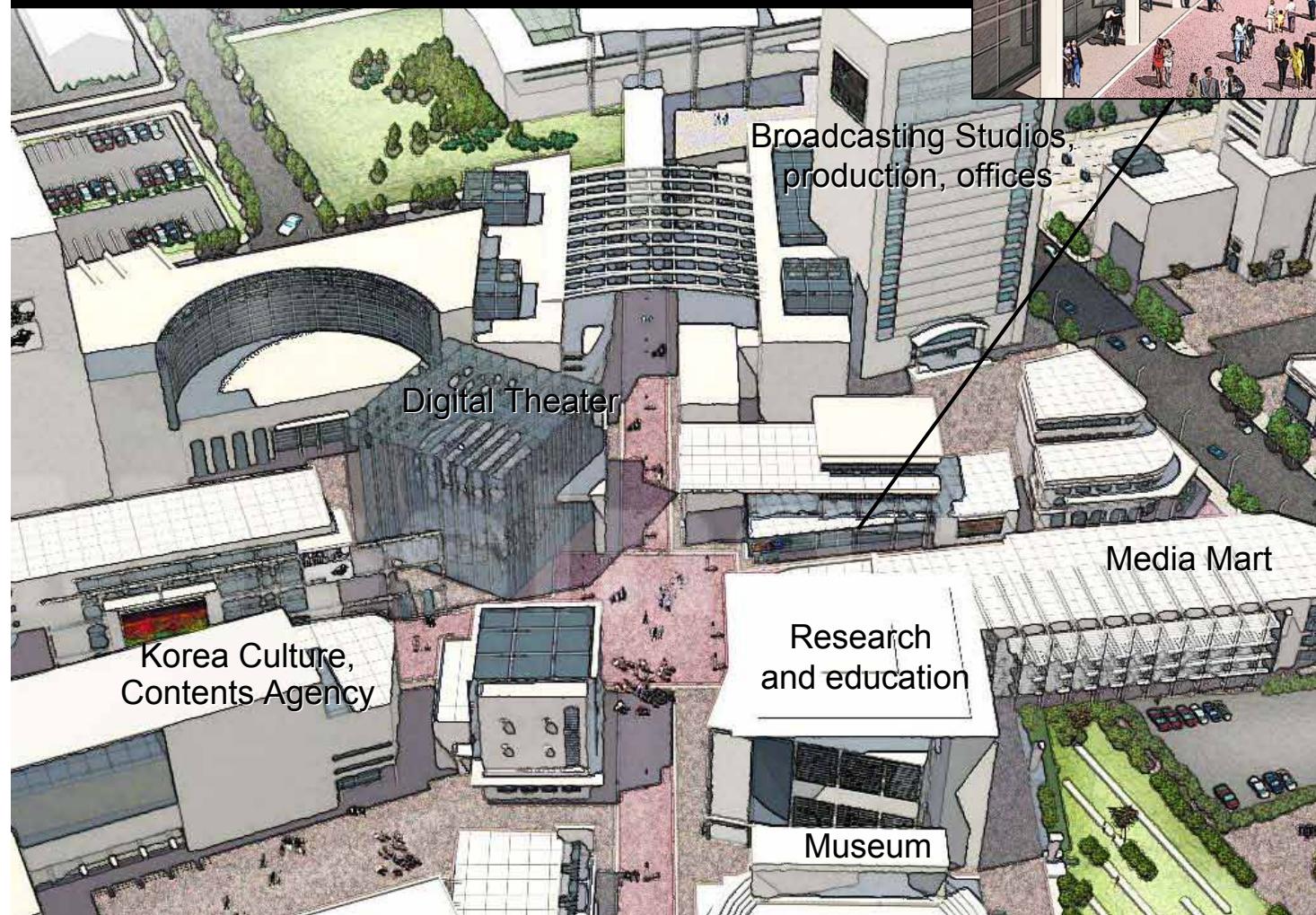
Media Street environment

1. Intelligent Infrastructure

2. "Permeable" Street Edges

3. Communicable Building Facades

Frenchman, Kim 1/04

1. Intelligent Infrastructure

Network (wireless), Traffic management, Public information

Buildings

Intelligent IP-Lighting

20m

Power Line

Wireless Comm.

Branch

Cyber Element

Node 1 (Intelligent Park)

Node 2 (IT-Art Park)

Node 3 (Media Plaza)

Node 4 (Entertainment Plaza)

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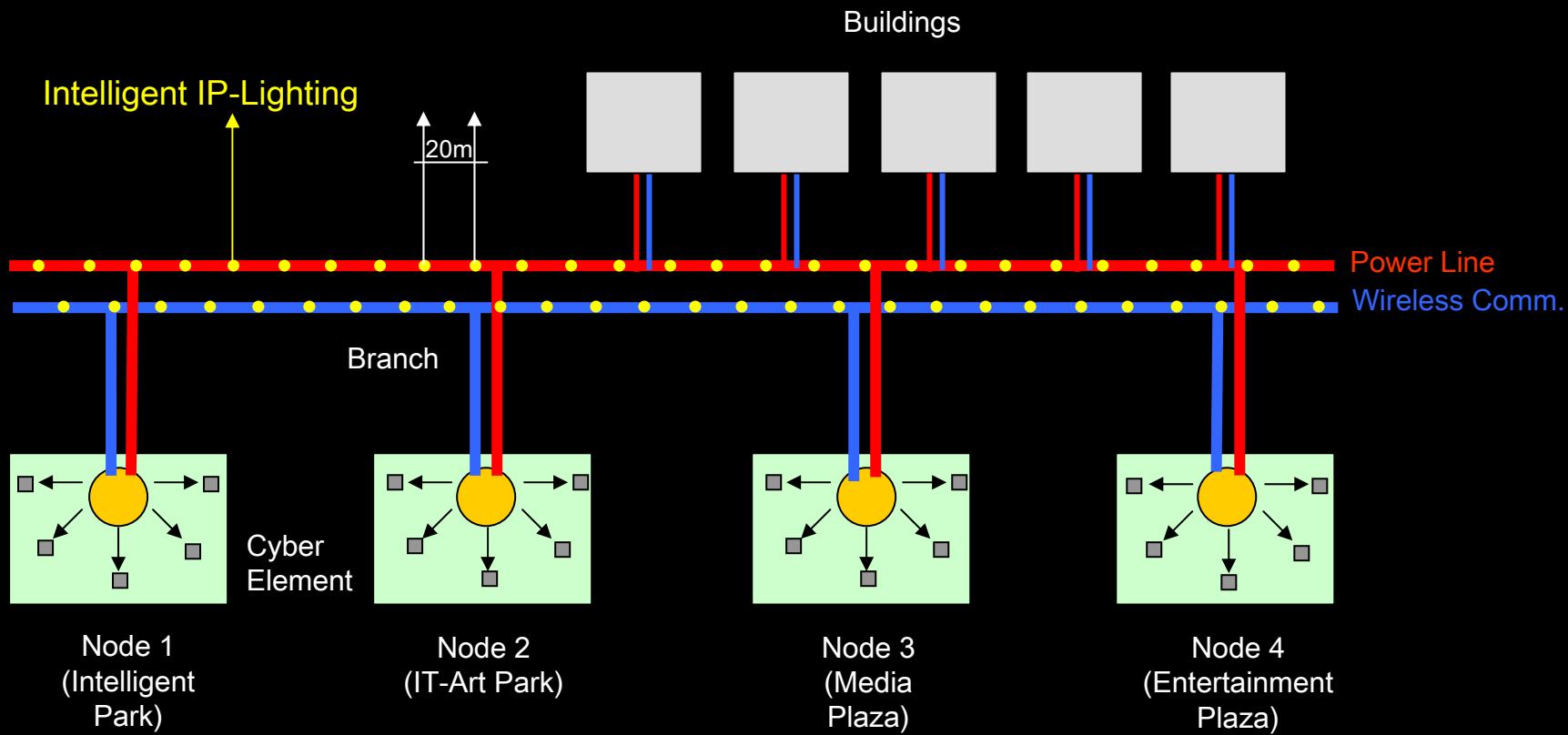
Prototype street fixture
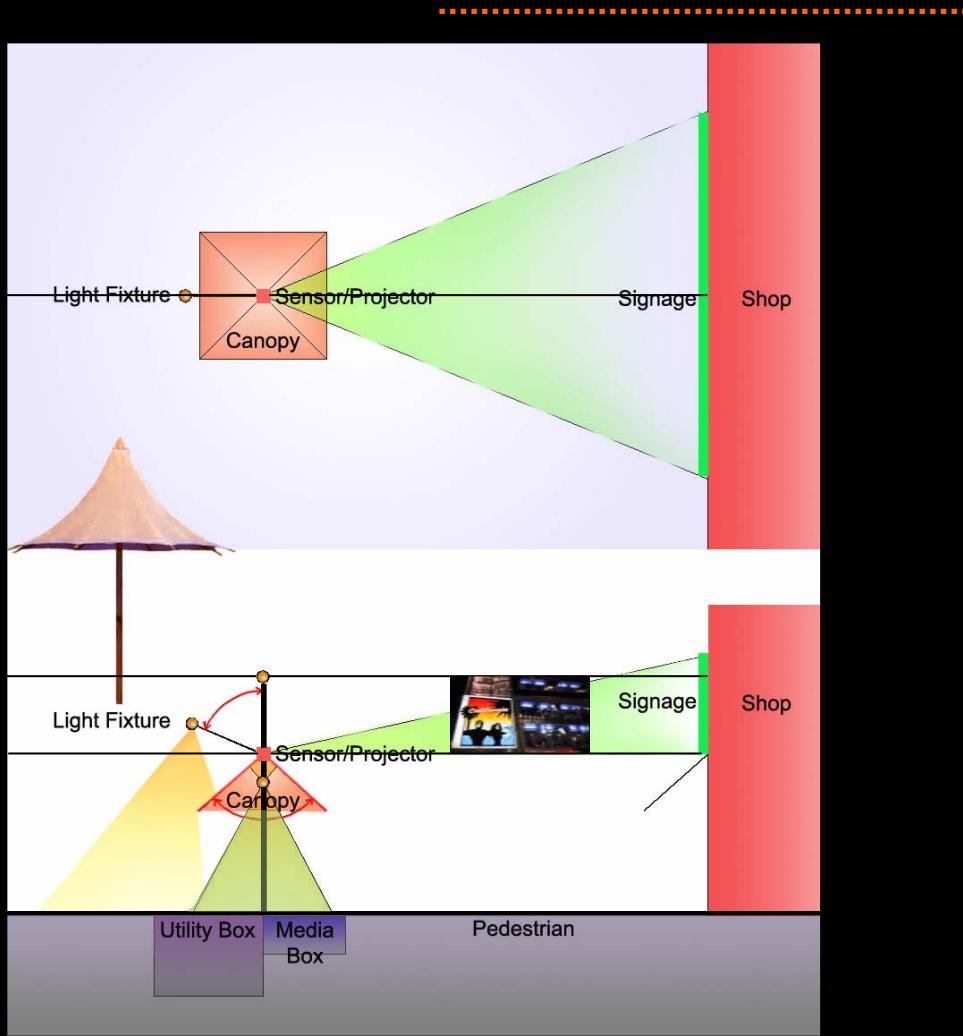
- **Private space open and accessible to the public** --
  Retail, restaurants, lobbies, meeting space, work space, services

- **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.
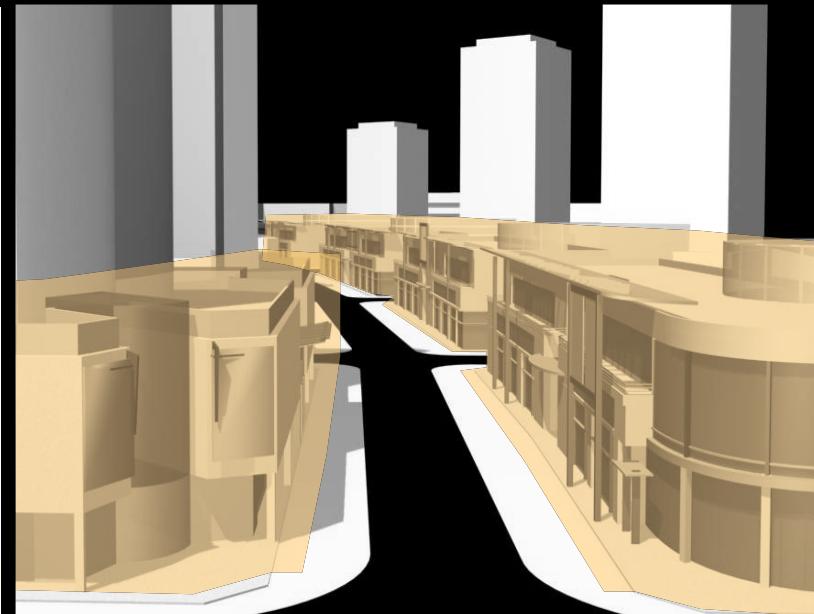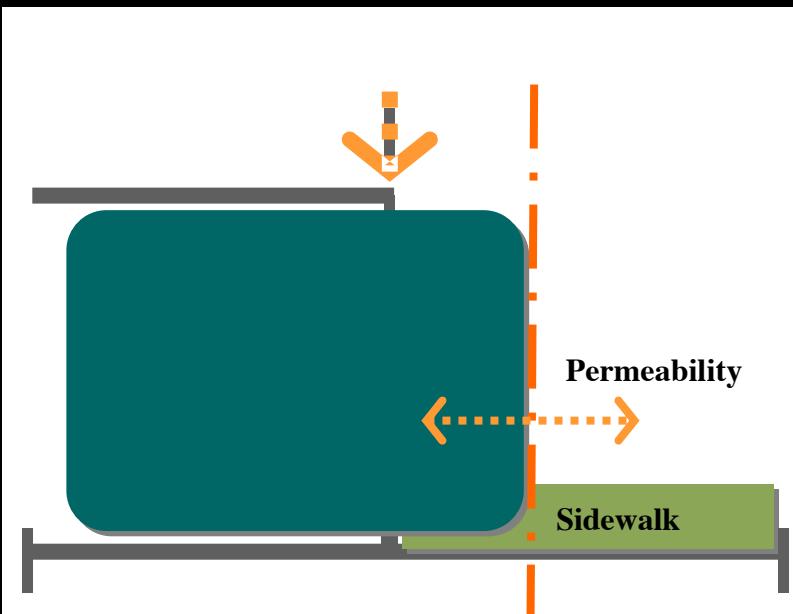
Transparency

Digital Links

Diversity
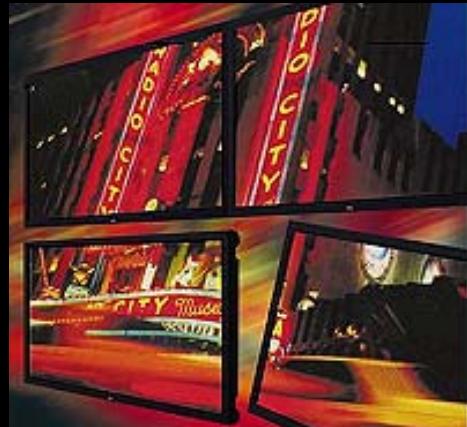
Digital Portals:
"Sister Wall"

"Memory Wall"

3. Communicable Building Facades
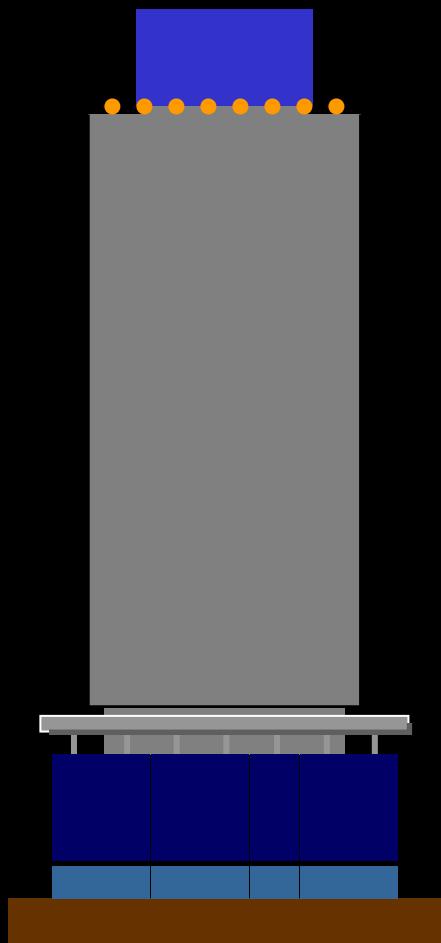
Parapet : GPS Transmitter

(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

Media Sign 3
: LCD

• Sign
: LCD
: Pictogram

1st Floor

Sign Display Area

Blind Coverage

Display Area

Display Window

Door

Window Base
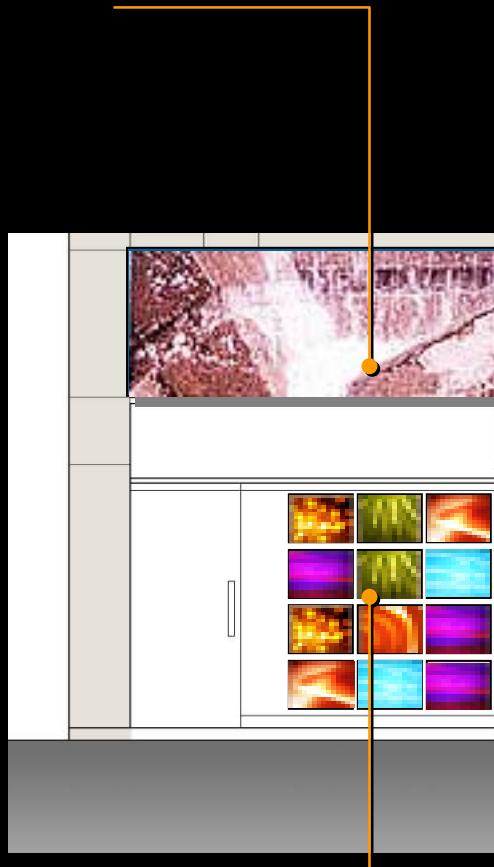
Media Sign 2
: Multi Screen
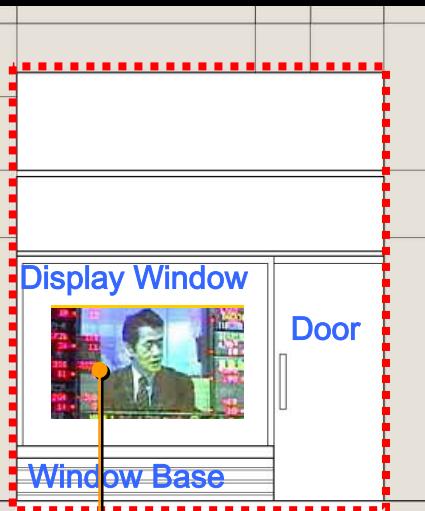
Media Sign 1
: Transparent Screen

A new architecture

MIT/Frenchman 1/04

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?