

CLOUD

P R I V A T E D E P O S I T O R Y F O R P A R T I C U L A R I N F O R M A T I O N

M A R U L I H E I J M A N

F E B 2 0 1 8

A M S - M I D C I T Y S T U D I O



A M S - M I D C I T Y S T U D I O



2 0 5 0 ?

The
Economist

Regulating the internet giants

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



Print edition | Leaders

May 6th 2017

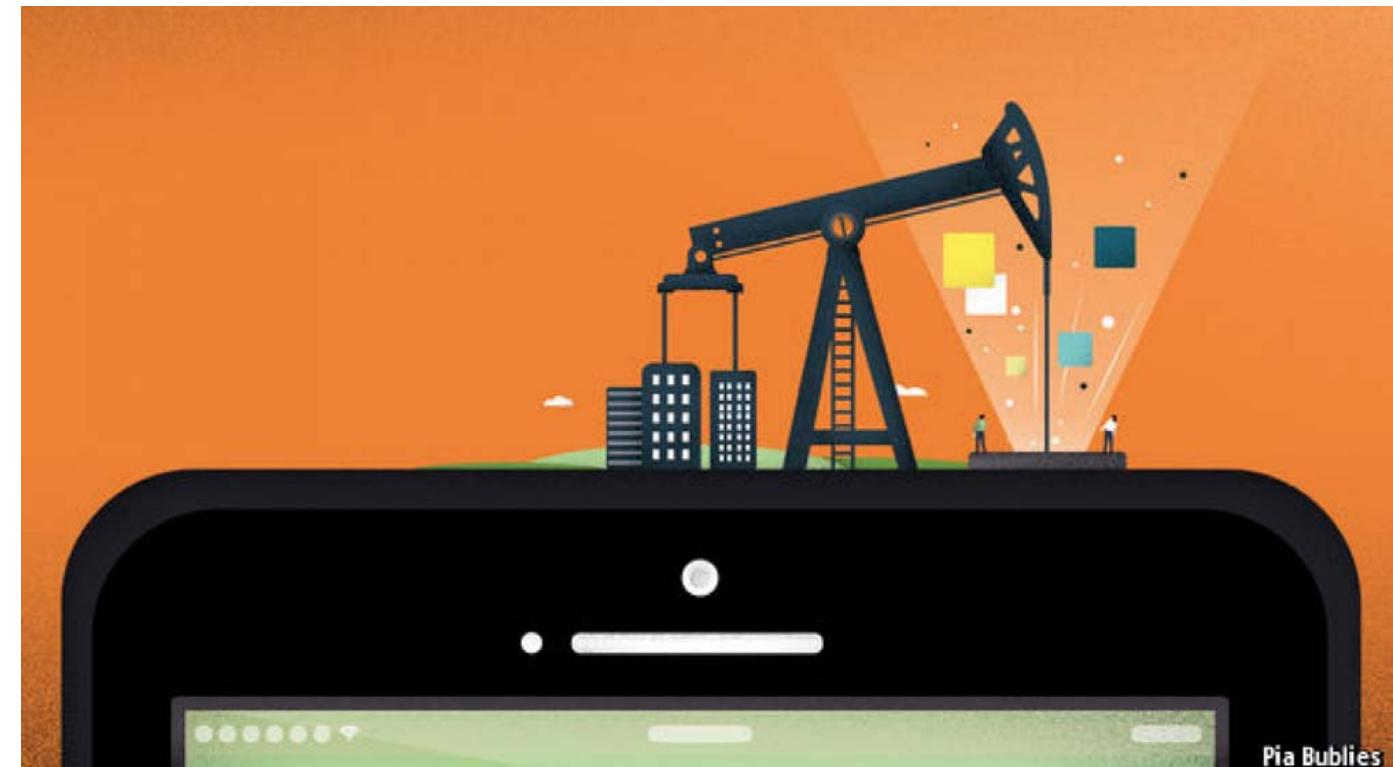
A NEW commodity spawns a lucrative, fast-growing industry, prompting antitrust regulators to step in to restrain those who control its flow. A century ago, the resource in question was oil. Now similar concerns are being raised by the giants that deal in data, the oil of the digital era. These titans—Alphabet (Google's parent

<https://www.economist.com/news/leaders/21721656-data-economy-de-mands-new-approach-antitrust-rules-worlds-most-valuable-resource>

Fuel of the future

Data is giving rise to a new economy

How is it shaping up?



Print edition | Briefing

May 6th 2017

AN OIL refinery is an industrial cathedral, a place of power, drama and dark recesses: ornate cracking towers its gothic pinnacles, flaring gas its stained glass, the stench of hydrocarbons its heady incense. Data centres, in contrast, offer a less obvious spectacle: windowless grey buildings that boast no height or ornament, they seem to stretch to infinity.

A perspective view looking down a long aisle in a large server room. Both sides are filled with tall, dark server racks. Numerous small blue and yellow lights are visible on the front panels of the servers, creating a pattern of glowing points. The floor is a light-colored tile, and the ceiling is dark with some structural elements and lighting fixtures.

**TODAY'S 5 MOST VALUED FIRMS
TRADE IN DATA**



DATA CHARGES COMPETITION

David



**ANTI-TRUST AUTHORITIES
HAVEN'T MOVED FROM A
INDUSTRIAL ERA TO THE 21ST CENTURY**





DATA IS A CRUCIAL DRIVER FOR THE WORLD ECONOMY

INFORMATION = CURRENCY



W H A T C H A N G E D ?



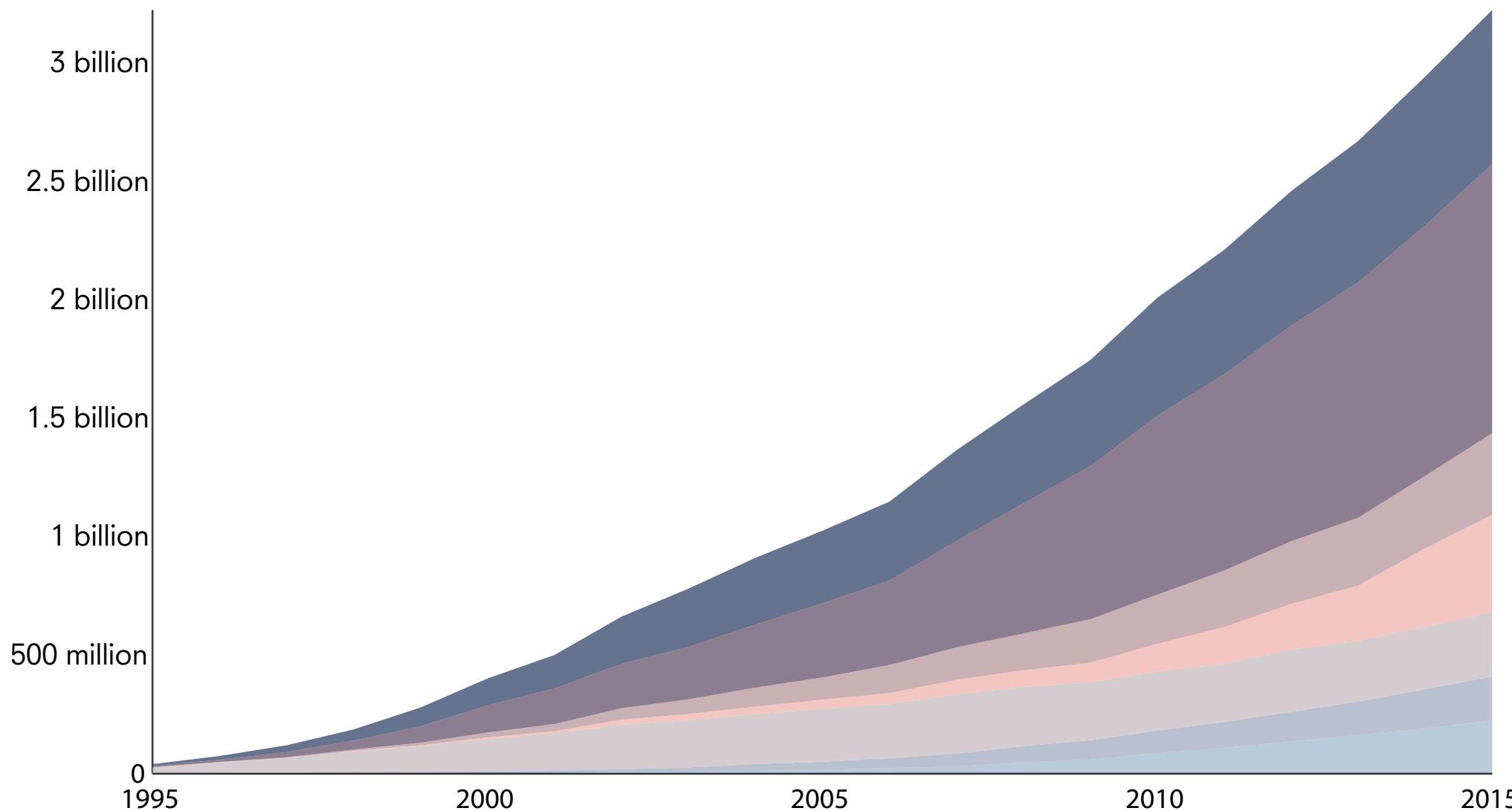
7 BILLION



7 BILLION

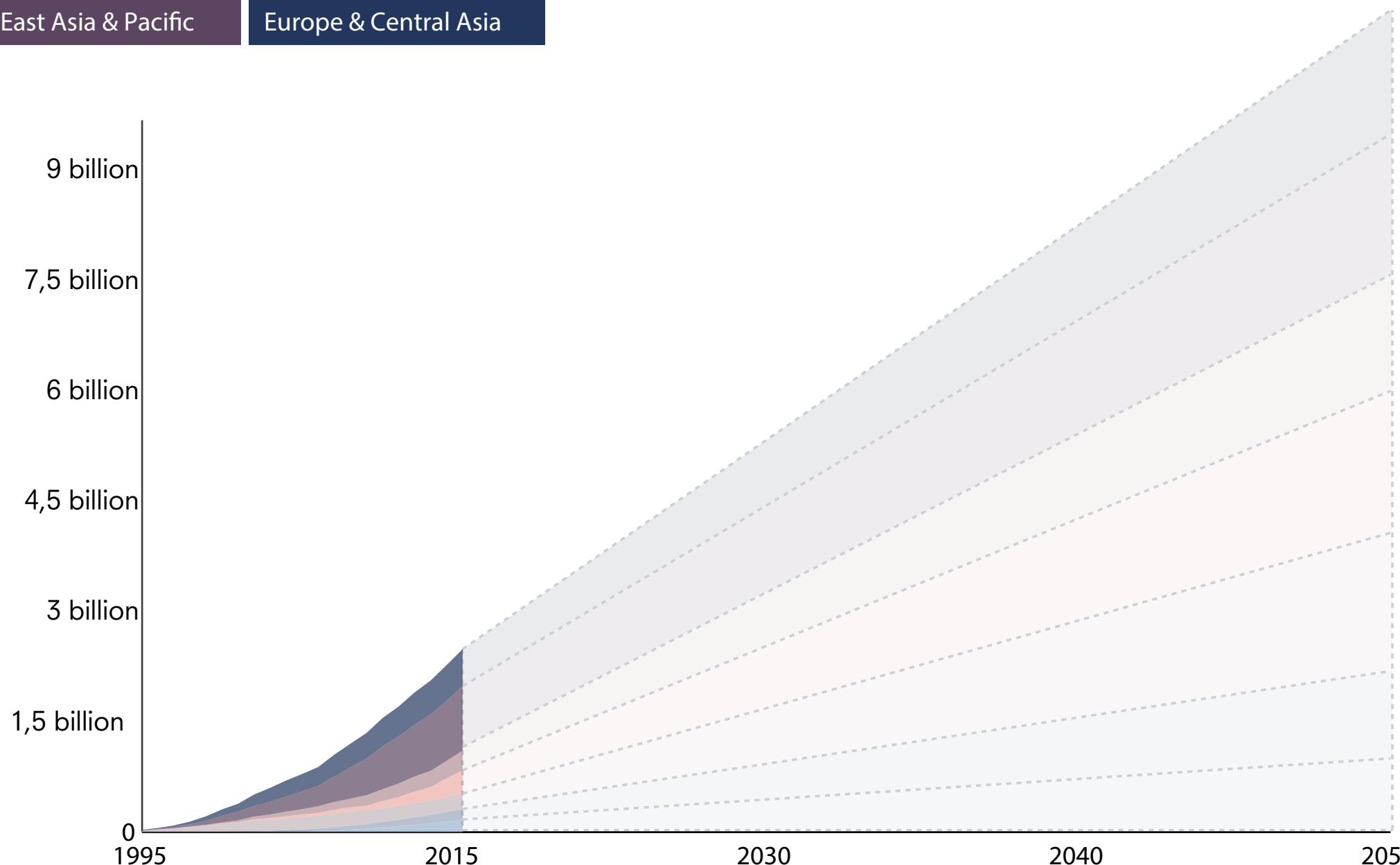


3 BILLION



Source: World Bank: Science and Technology

OurWorldInData.org/internet/ • CC BY-SA



Source: World Bank: Science and Technology

OurWorldInData.org/internet/ • CC BY-SA



4.890.383 FACEBOOK LIKES

3.335.967 YOUTUBE VIEWS

1.966.647 GOOGLE SEARCHES



SOCIOLOGICAL PROFILE

GPS LOCATION

EMAIL EXCHANGES

PUBLIC TRANSPORT USAGE

MEDICAL DATA

DIGITAL GOVERMENTAL IDENTITY [DIGI-D]

ACCOUNT DATA

MESSAGES

ONLINE COMPANY DATA

SELF DRIVING CAR RECORD

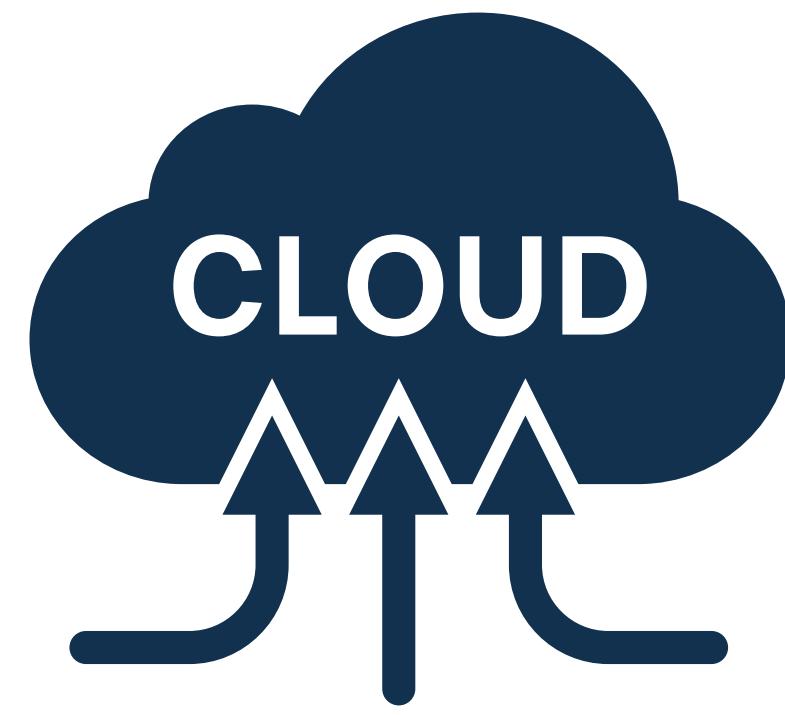
SOCIALMEDIA BEHAVIOUR

BANK TRANSACTIONS

IDENTITY



DATA

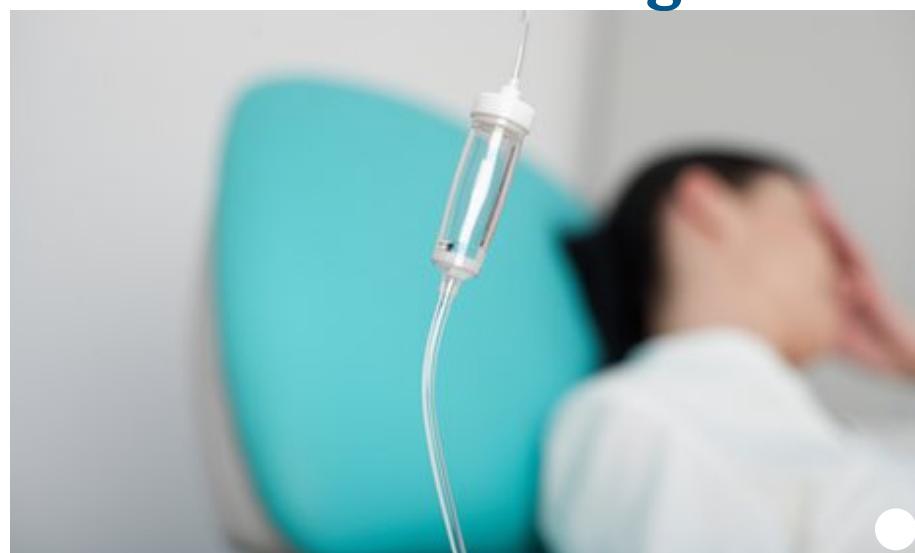


DATA









Your private medical data is for sale - and it's driving a business worth billions

Although information is anonymized, data miners and brokers can build up detailed dossiers on individual patients by cross-referencing with other sources

Sam Thielman in New York

Tuesday 10 January 2017 10.00 GMT

Your medical data is for sale - all of it. Adam Tanner, a fellow at Harvard's institute for quantitative social science and author of a new book on the topic, *Our Bodies, Our Data*, said that patients generally don't know that their most personal information - what diseases they test positive for, what surgeries they have had - is the stuff of multibillion-dollar business.

But although the data is nominally stripped of personally identifying information, data miners and brokers are working tirelessly to aggregate detailed dossiers on individual patients; the patients are merely called "24601" instead of "Jean Valjean".

At the doctor's office, Tanner told the Guardian, "you close the door and you think, I'm telling my doctor my most intimate medical secrets, and only my doctor knows about it. But it's sold commercially." Patients are reduced to gender, age, particular ailments and neighbourhood. Then, Tanner said, data miners cross-reference that information with data

Data Mining Continues to Invade User Privacy | TIME.com



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ECONOMICS & POLICY

Big Data Knows What You're Doing Right Now

By Martha C. White | July 31, 2012

Like 26 Tweet G+ 38 Share Read Later

"Big Brother is watching you." That's a line from the dystopian classic *1984*, but it's also far closer to reality than most Americans realize. No, there's not some totalitarian government spy in a trench coat following you, but you are being watched — not by a dictator, but by a handful of companies that make big bucks aggregating tiny scraps of information about you and putting the puzzle pieces together to build your digital profile. Eight lawmakers are demanding that these companies crack open their vaults so Congress can see what they're compiling about us and what they're doing with it.

Right now, this multibillion-dollar industry is largely unregulated. A *New York Times* article earlier this year about a data-mining company prompted the two co-chairs of the Bipartisan Congressional Privacy Caucus and six other Congress members to send a letter to nine companies that collect personal data. They've asked these corporations where they get their data, how they slice and dice it, and to whom they sell and share it.

"By combining data from numerous offline and online sources, data brokers have developed hidden dossiers on almost every U.S. consumer," the letter says. "This large scale aggregation of the personal information of hundreds of millions of American citizens raises a number of serious privacy concerns."

Information is currency, but we tend to forget that. The way we blindly click "okay" on privacy policies, geolocate where we want to eat and play games with our friends on mobile apps to kill time, we're basically putting it all on the table. The explosion of social media and the use of *Facebook* as a log-in for everything from news sites to online retailers gives data companies a much deeper peek into your personal life and tells them much more about your likes, preferences and habits.

(MORE: [Why Smartphones Won't Be Replacing Wallets Anytime Soon](#))

"It tends to be extraordinarily intrusive," says Joel Reidenberg, director of the Center on Law and Information Policy at the Fordham University School of Law. "They'll pick out seemingly innocuous information. Most people wouldn't think twice about each individual data point, but you can connect the dots," he says. The result is profiling — by ethnicity, by age, by education and income level. The company profiled in the Times' article has literally dozens of profiles of types of people.

And after we give our information away, we have no idea what companies do with it. Unlike credit reporting agencies, which are required to let you see the composite picture of you they've created with the data they mine and organize, data companies keep their vast virtual warehouses under lock and key.

Most of the time, this information is used to sell you stuff. This has the potential to be sneaky — if it knows enough about you, a company can figure out what type of ad is most likely to sway you — but a lot of it isn't inherently bad and might be helpful. If I'm searching for a place to stay in New York City, for instance, and an ad for a hotel pops up on a news site I'm visiting two days later with a discount offer, this could be useful.

(MORE: [Retailers Embrace Sales on a Smaller Scale](#))

But that's not what concerns lawmakers and privacy experts. They worry that people's virtual selves could get them

<http://business.time.com/2012/07/31/big-data-knows-what-youre-doing-right-now/?iid=sl-link7>

the guardian



ONS looks to big data as it explores new ways to measure UK economy

Office for National Statistics to harvest data from traffic sensors, mobile phones and satellite images at new campus in Wales

Katie Allen Economics reporter

Monday 27 March 2017 06.01 BST

The UK's official statistics office is looking into using traffic sensors, mobile photo data and satellite images as new ways of measuring the shape of the economy.

The Office for National Statistics (ONS) is opening a new data science campus at its headquarters in Newport, south Wales, on Monday as part of a £17m investment in the way the UK collects and presents data.

It will explore new ways of measuring the economy, including using traffic sensors to gauge activity, mobile phone data to track commuter patterns and satellite images to estimate populations.

The ONS is under pressure to present more timely and broader insights into the economy following criticism that official statistics fail to capture the full picture of the modern lifestyle in Britain.

Data Mining Continues to Invade User Privacy | TIME.com

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ECONOMICS & POLICY
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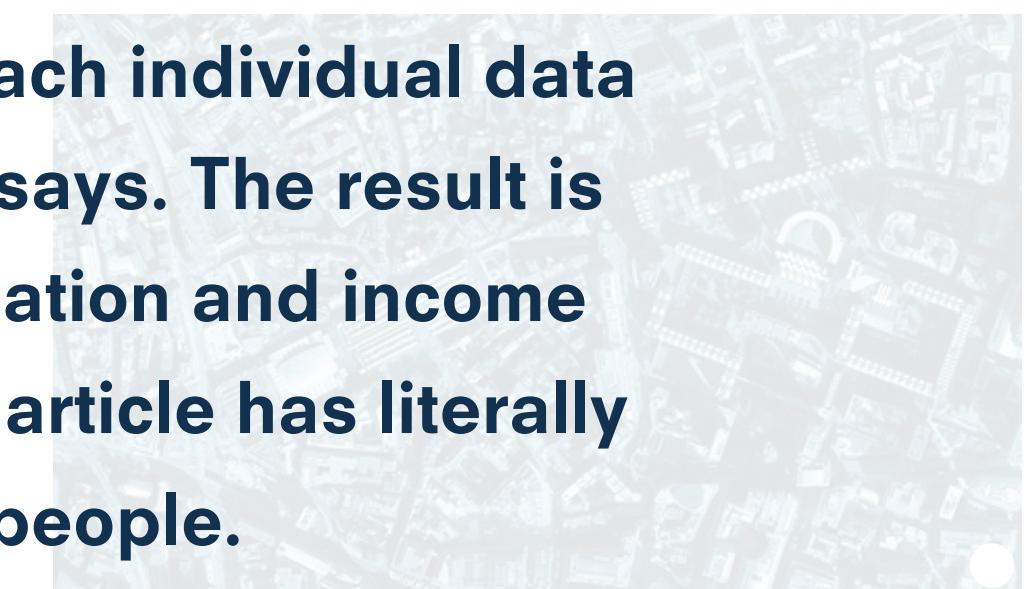
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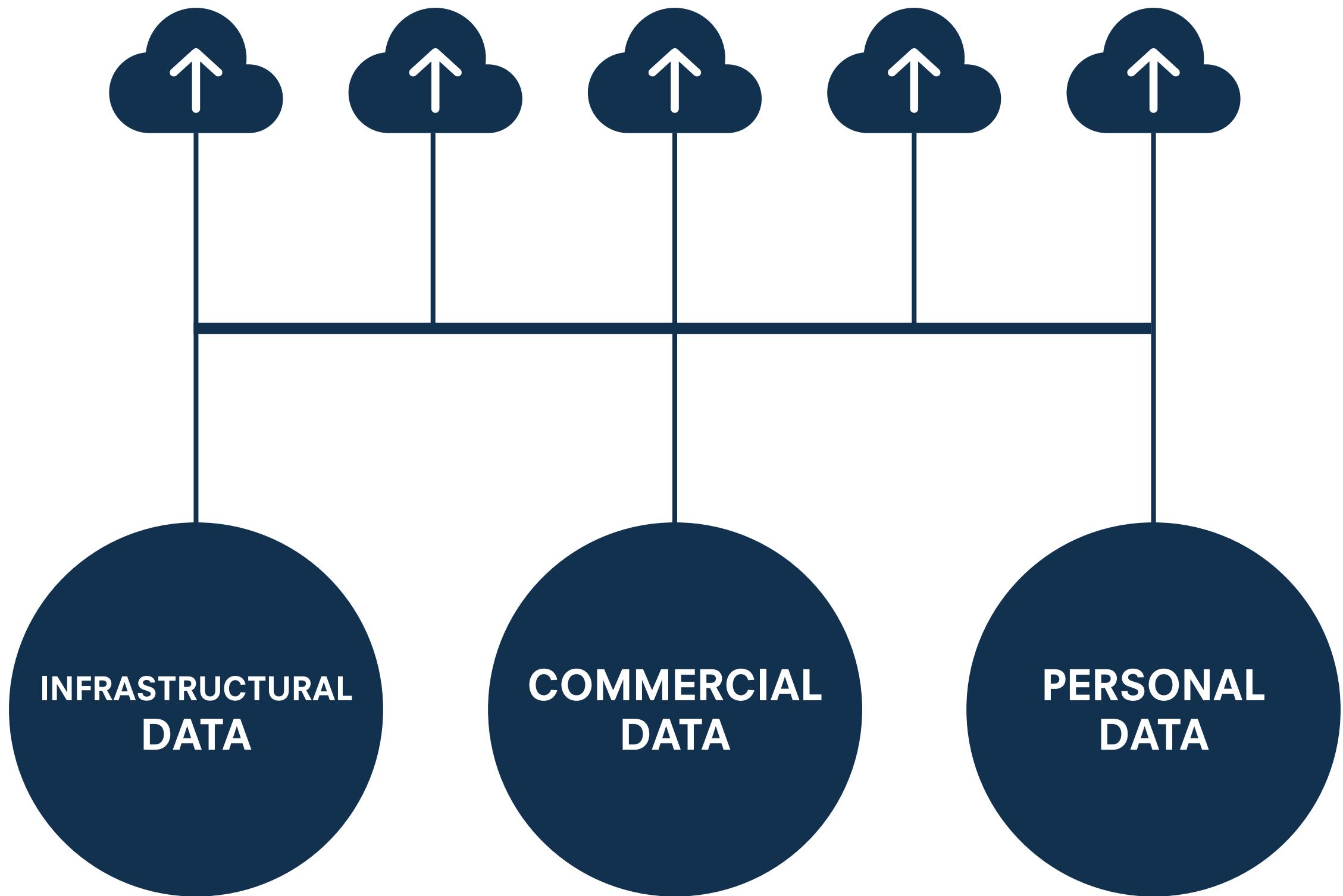


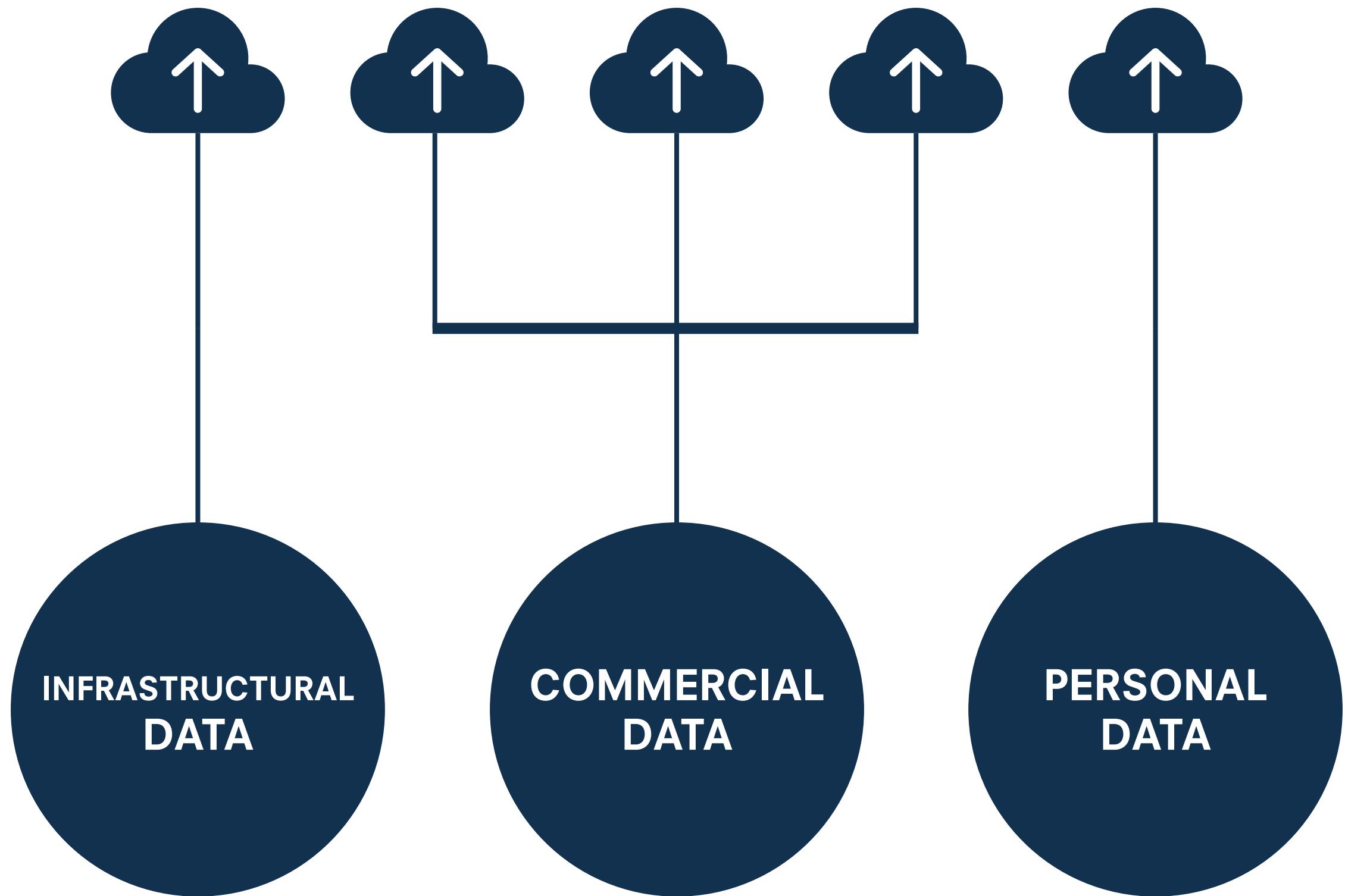
The background of the image is a vast, uniform sky filled with a dense layer of grey, cumulus-like clouds. The clouds are of varying shades of grey, creating a textured, layered effect across the entire frame.

2050



2050 CLARITY







By Andy Patrizio, ITworld

OCTOBER 4, 2013

BRIC Nations Plan Their own "Independent Internet"

The five of the fastest-growing economic nations are planning to build their own Internet where the U.S. can't spy on them.

(We're going to depart slightly from my usual semiconductor-related news because this is an interesting development . Back with AMD on Monday.)

The BRICS nations – Brazil, Russia, India, China and South Africa – are building their own high-speed Internet free of the U.S. influence. First announced last month by Brazil's President, Dilma Rousseff, BRICS Cable will have considerable bandwidth and room for growth and represents a middle finger at the U.S.

The majority of the backbone is underwater, as it runs from Vladivostock, Russia to Shantou, China to Chennai, India, passes through Singapore, on to Cape Town, South Africa to Fortaleza, Brazil. The network is said to be in its final phase of implementation.



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INTERNET

NATIONAL INTERNAL NET

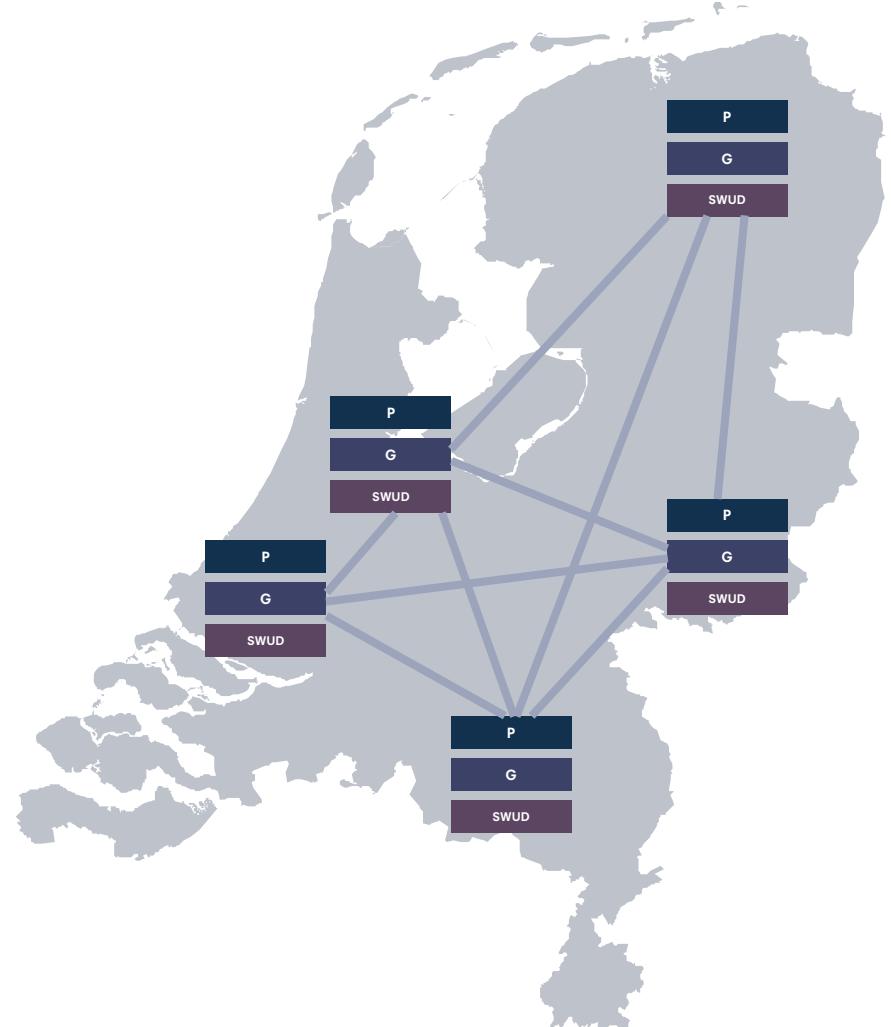
INTERNET

PRIVATE

GOVERNMENTAL

PERSONAL GENERATED DATA

INTERNET



INTERNET

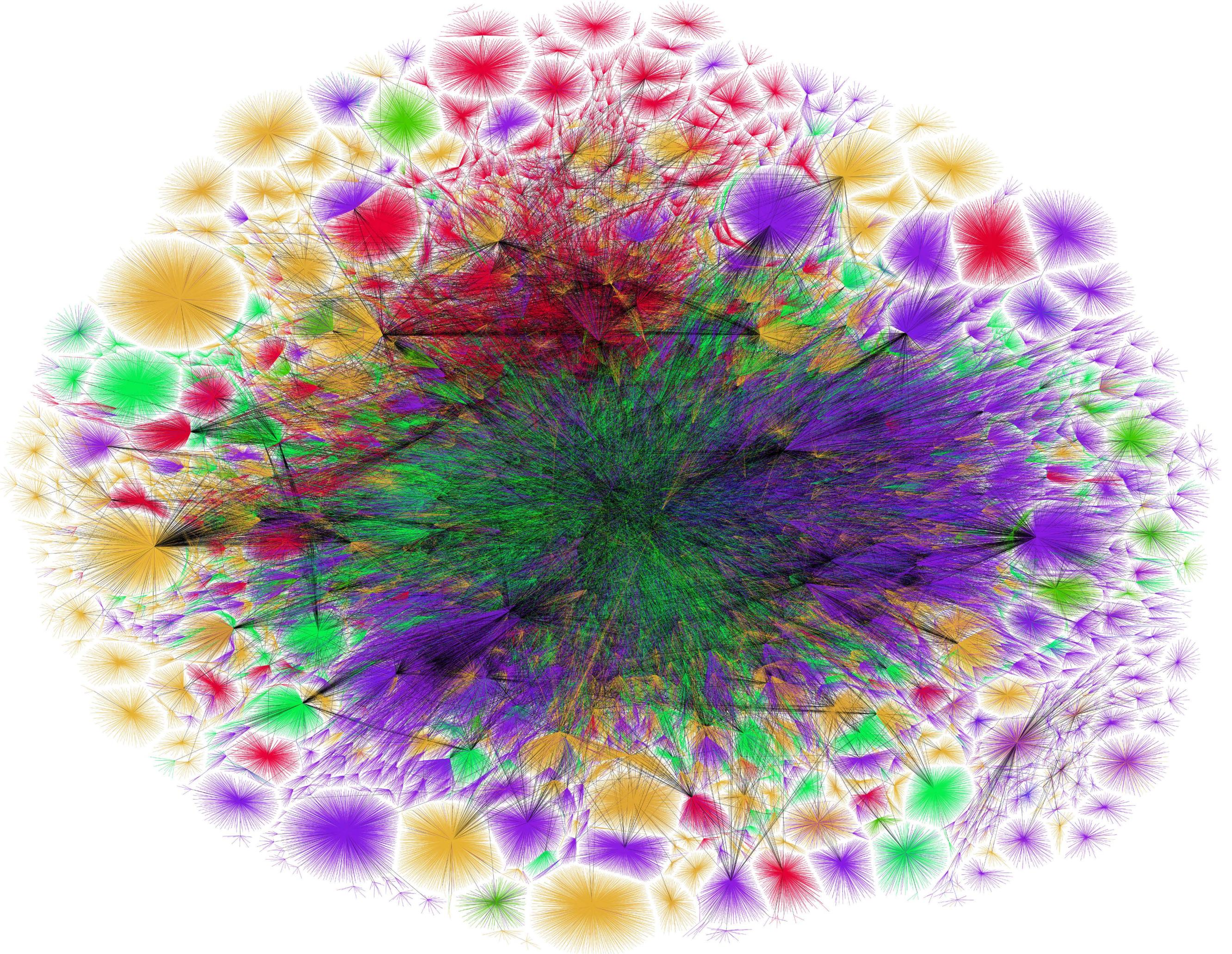


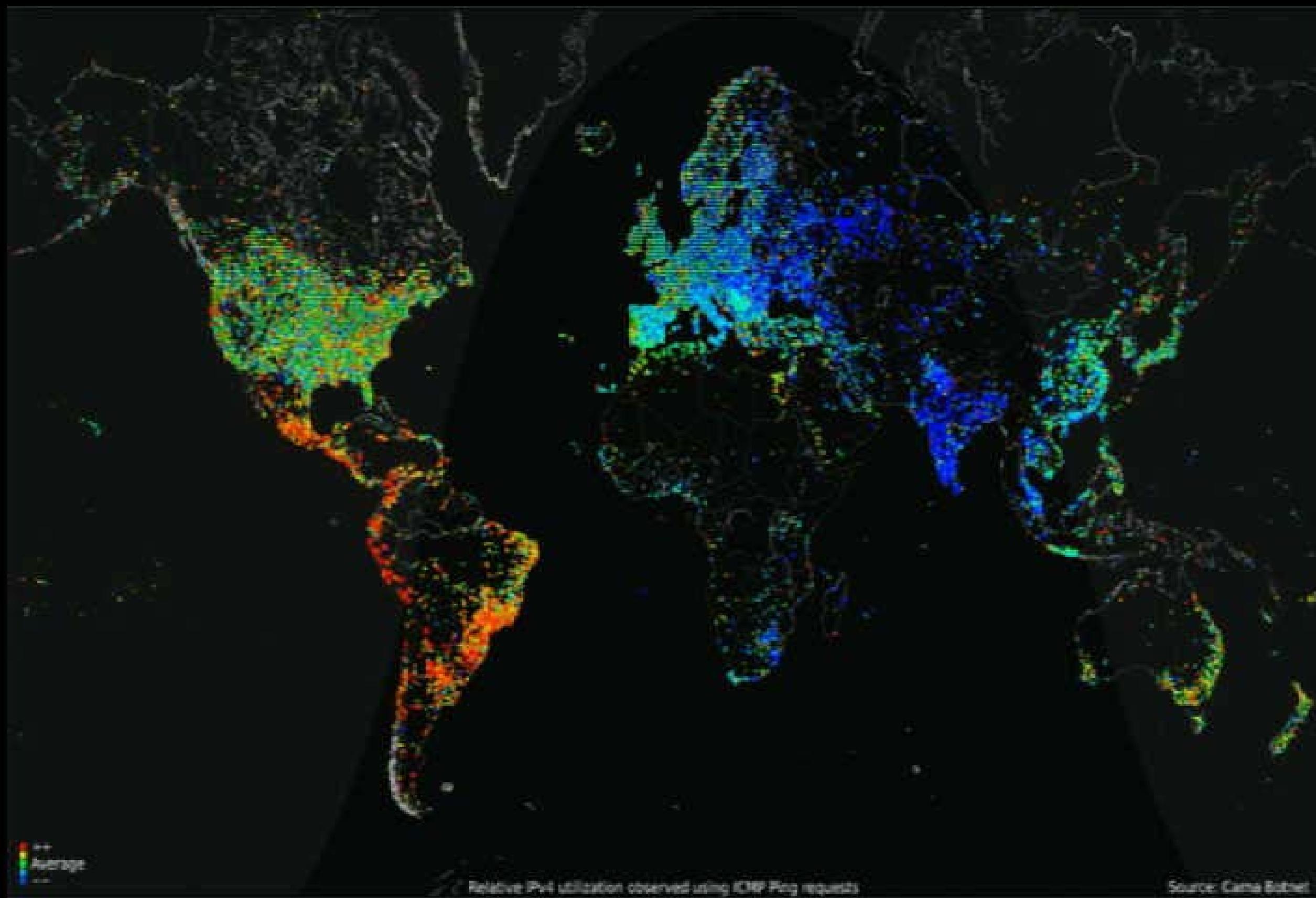
RESEARCH QUESTION:
**HOW COULD WE MERGE AND EXPRESS
TYPOLOGIES OF DATA IN OUR FUTURE
CITIES?**

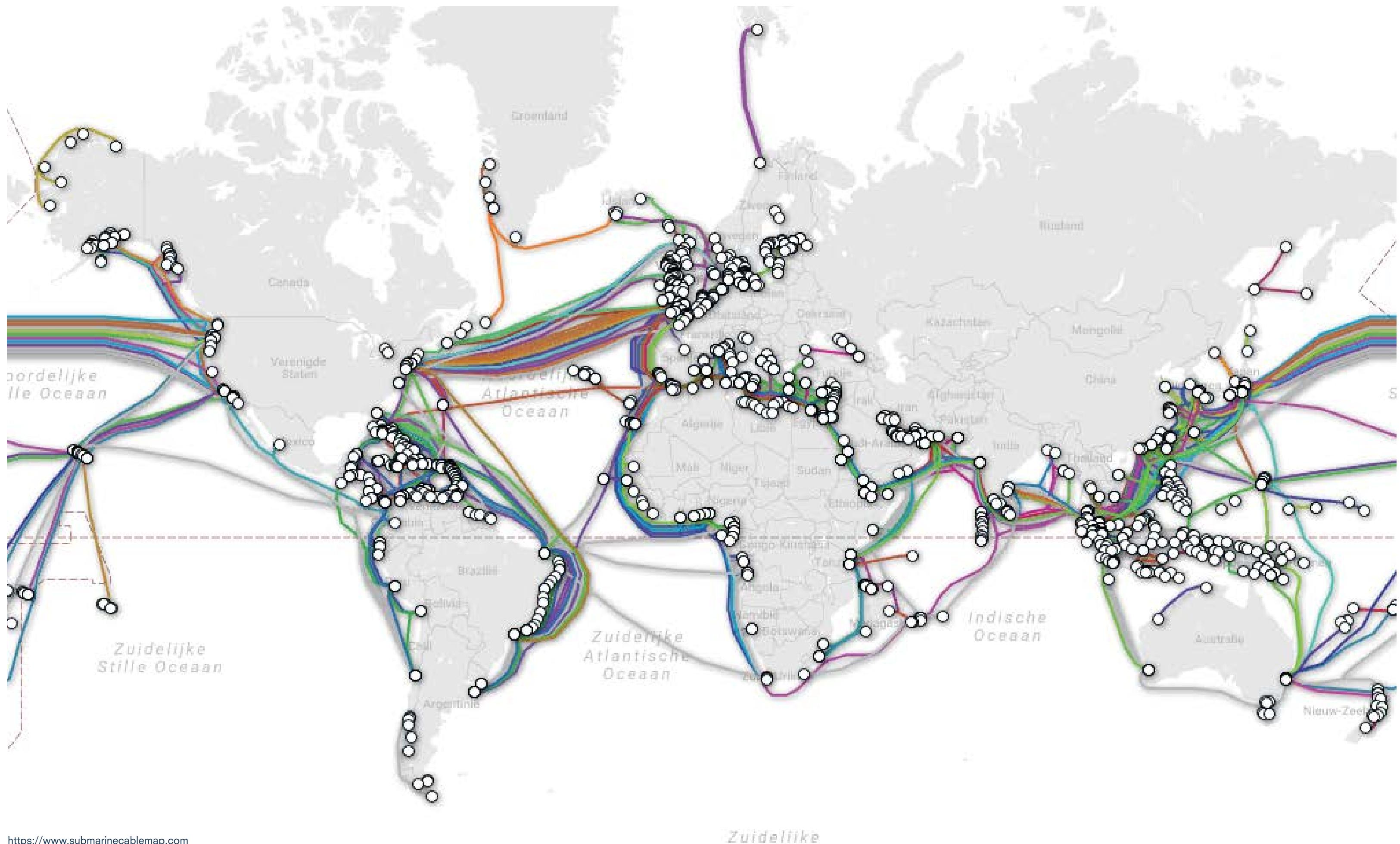
AMBITION:
TO DEVELOP A CLEAR RELATION
BETWEEN THE SECURE STORAGE OF DATA
[CLOUD] AND ITS USERS



I N T E R N E T





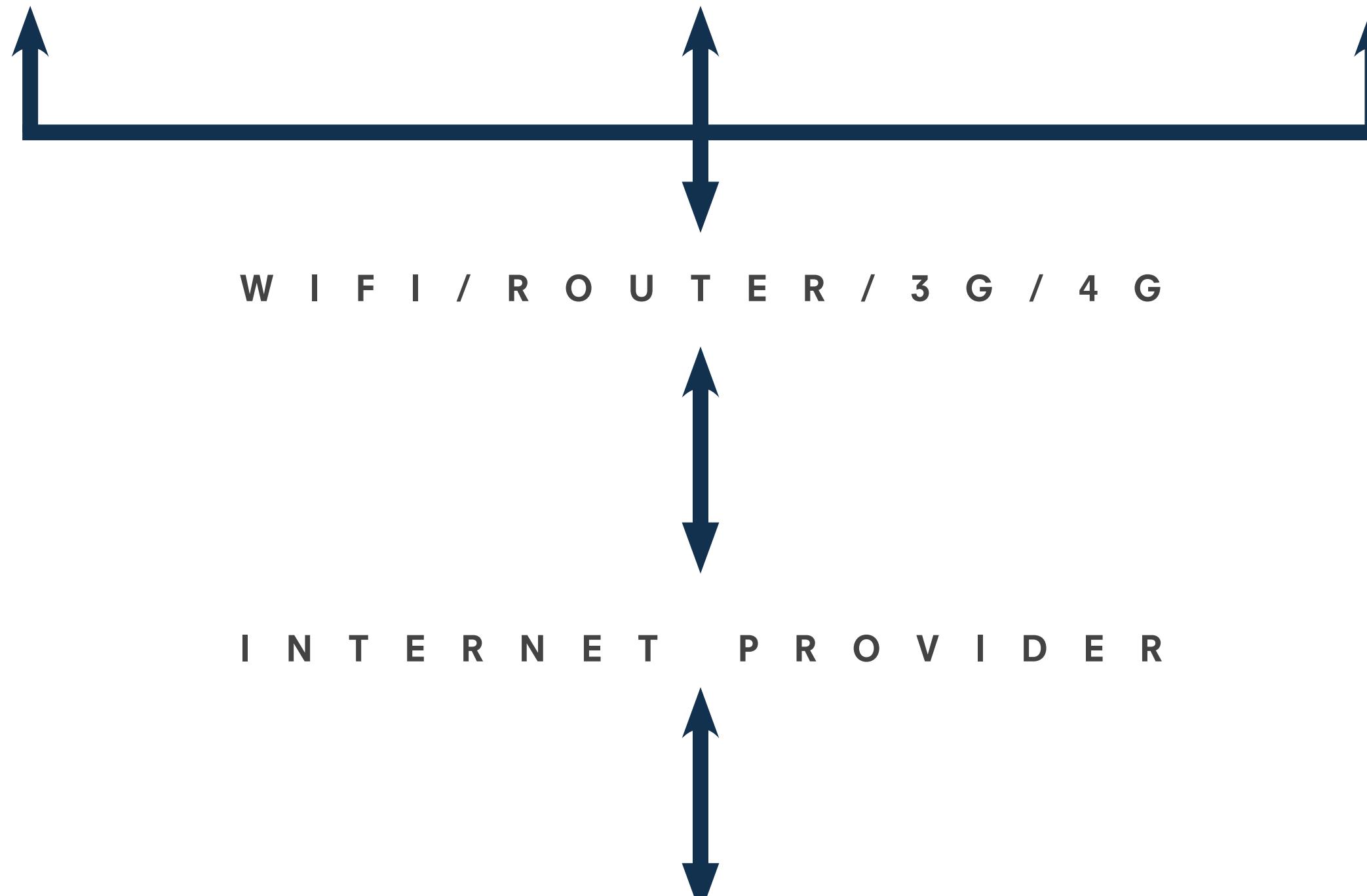


D A T A C E N T E R

C O M P U T E R

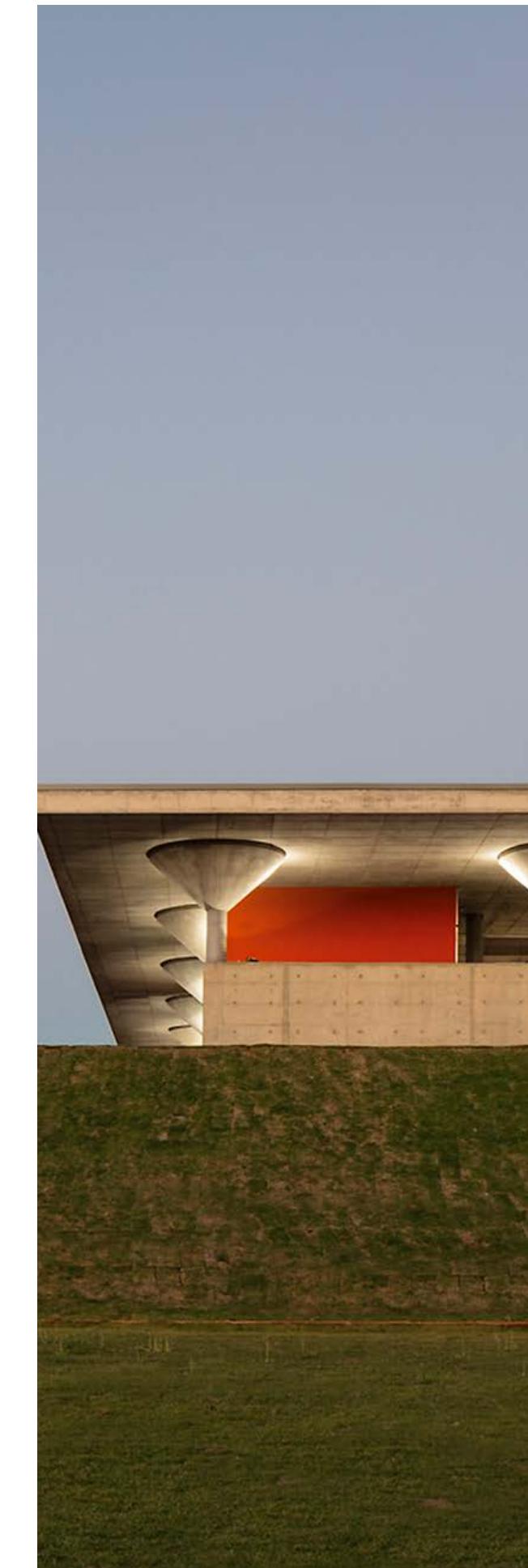
S M A R T P H O N E

G A D G E T



I N T E R N E T P R O V I D E R

D A T A C E N T E R



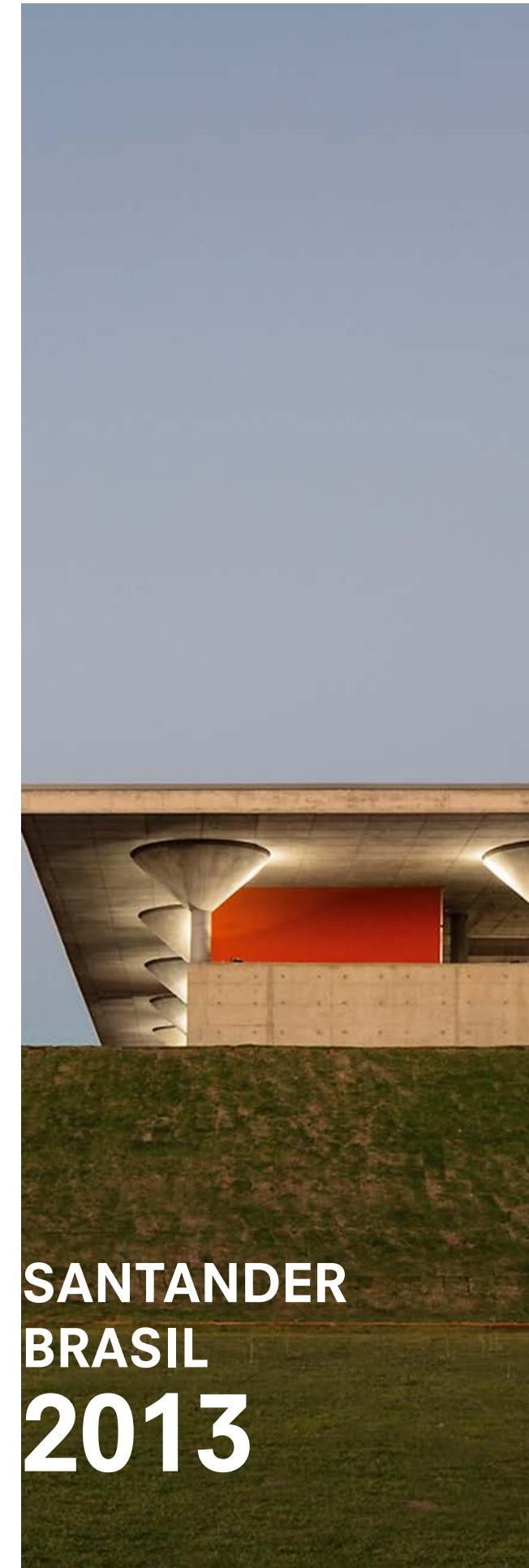
MSc3 typology research



**DATA_CUBE
BASEL
2015**



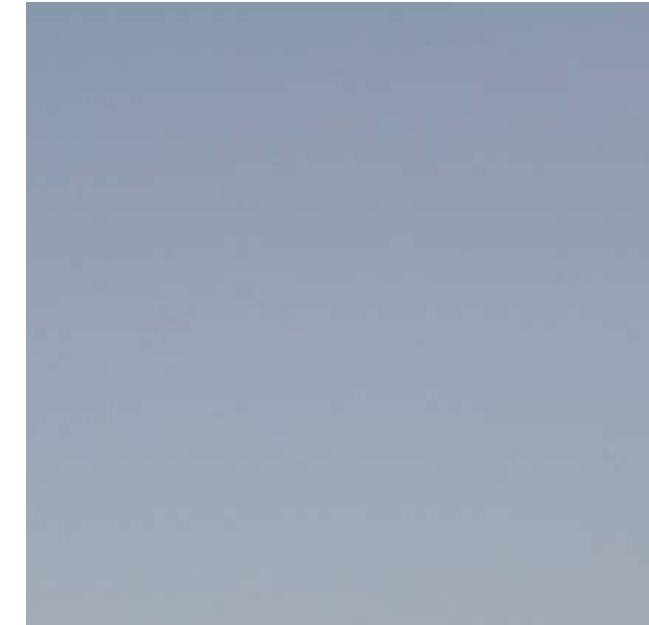
**DIGITAL BEIJING
BEIJING
2008**



**SANTANDER
BRASIL
2013**



**PIONEN
STOCKHOLM
2008**



SECURITY



COOLING



REPRESENTATION



DATA

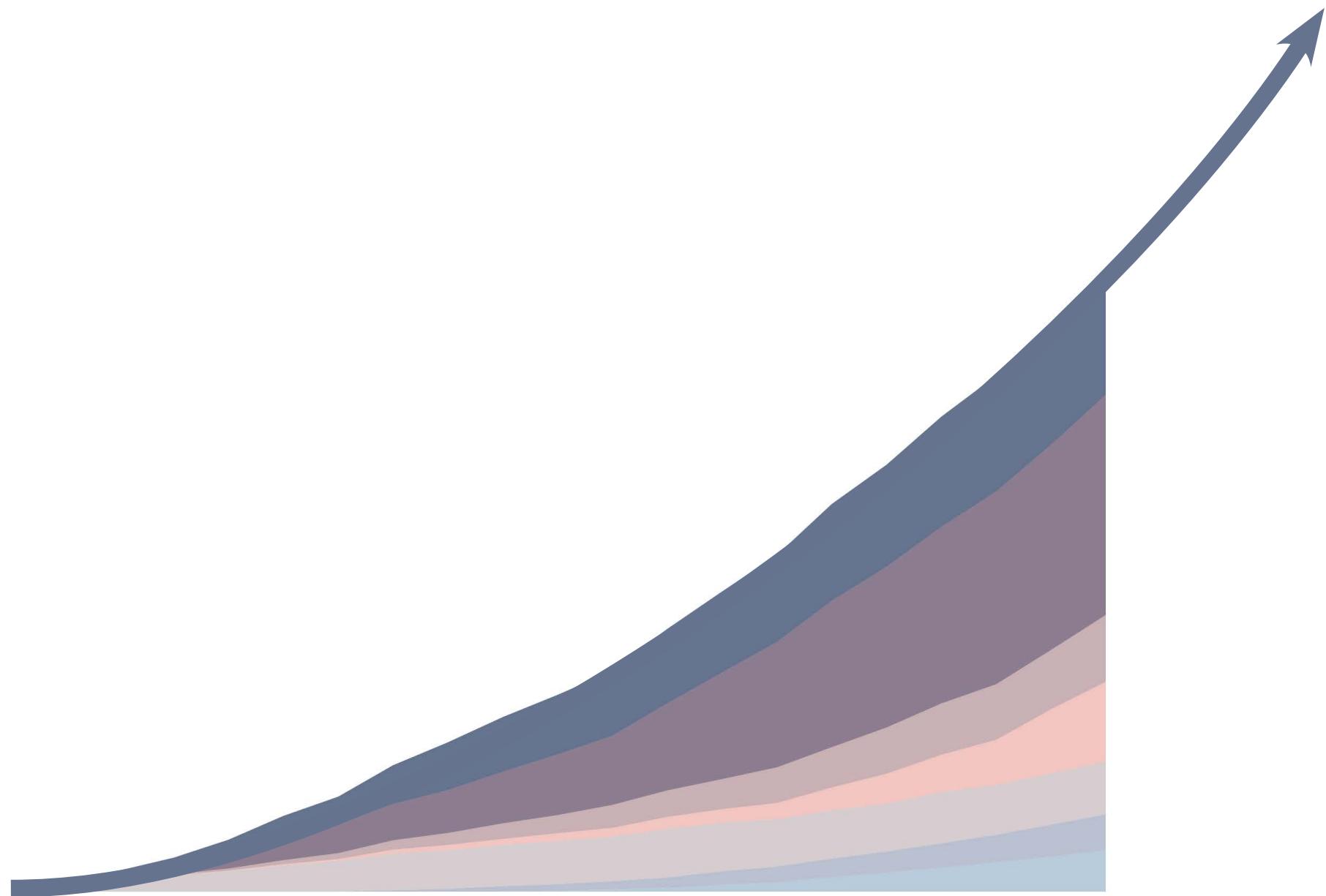
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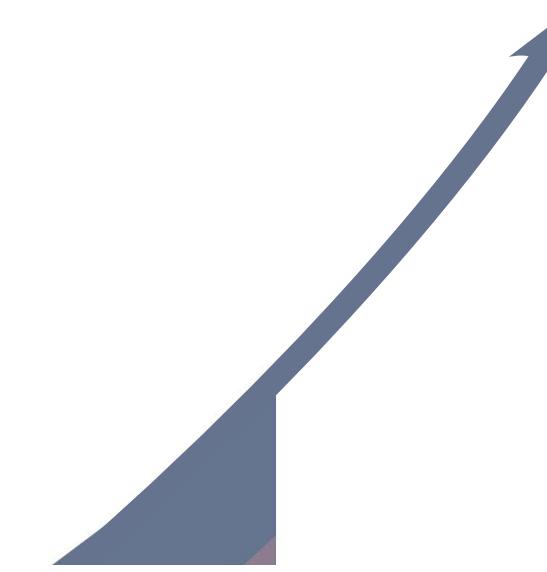
OFFICE

37%

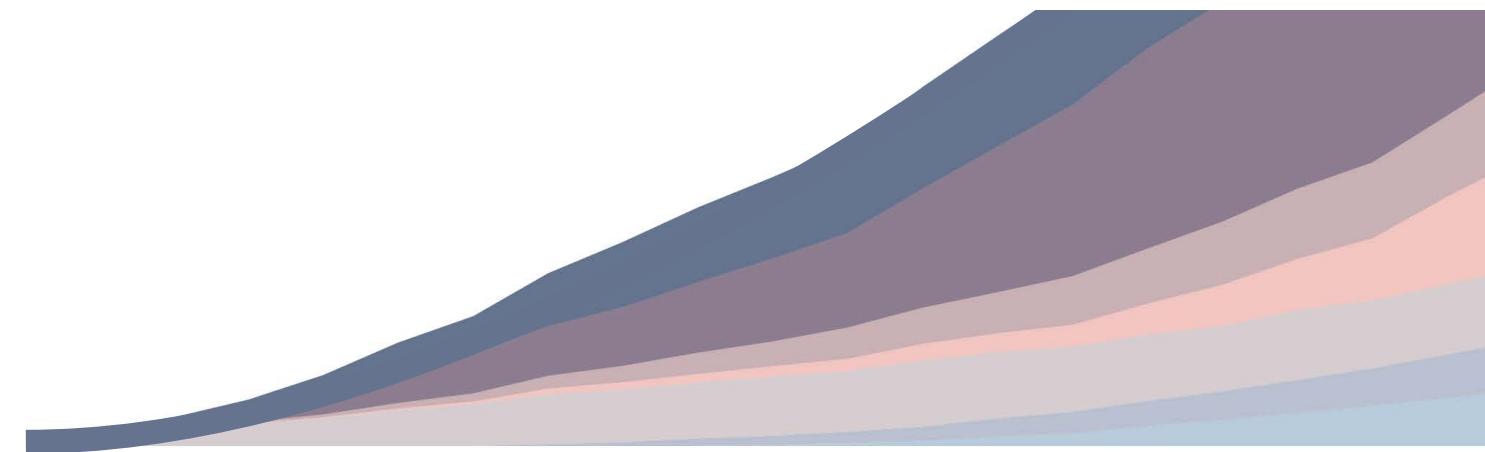
TECH

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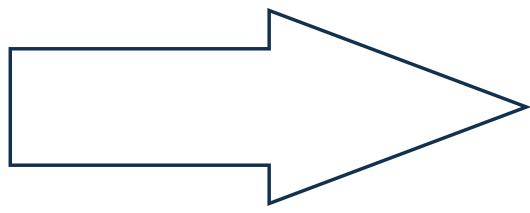




2050 TYPOLOGICAL REVOLUTION?



C U R R E N T
T Y P O L O G Y

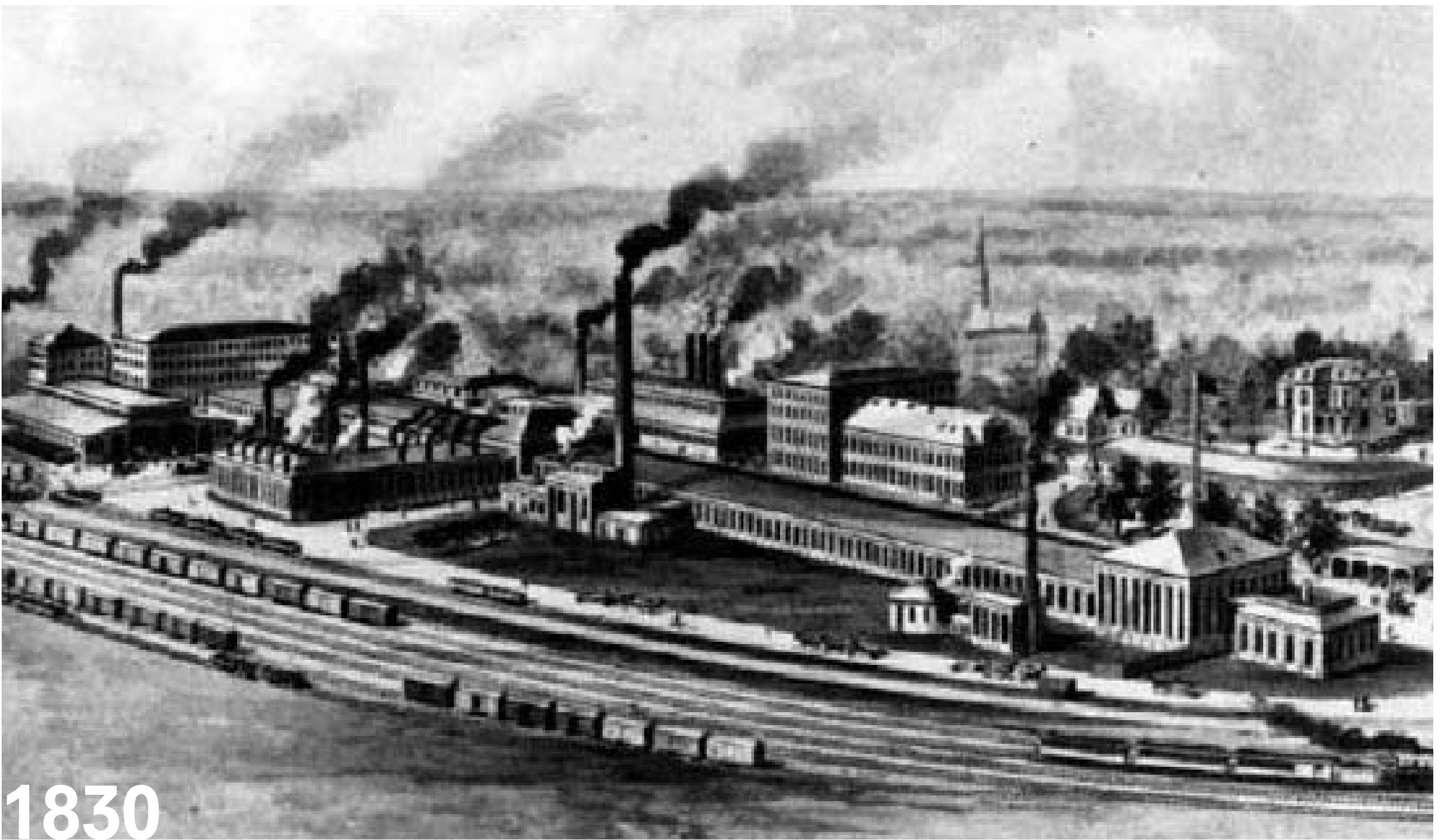


N E W T Y P E
I N U R B A N
F A B R I C

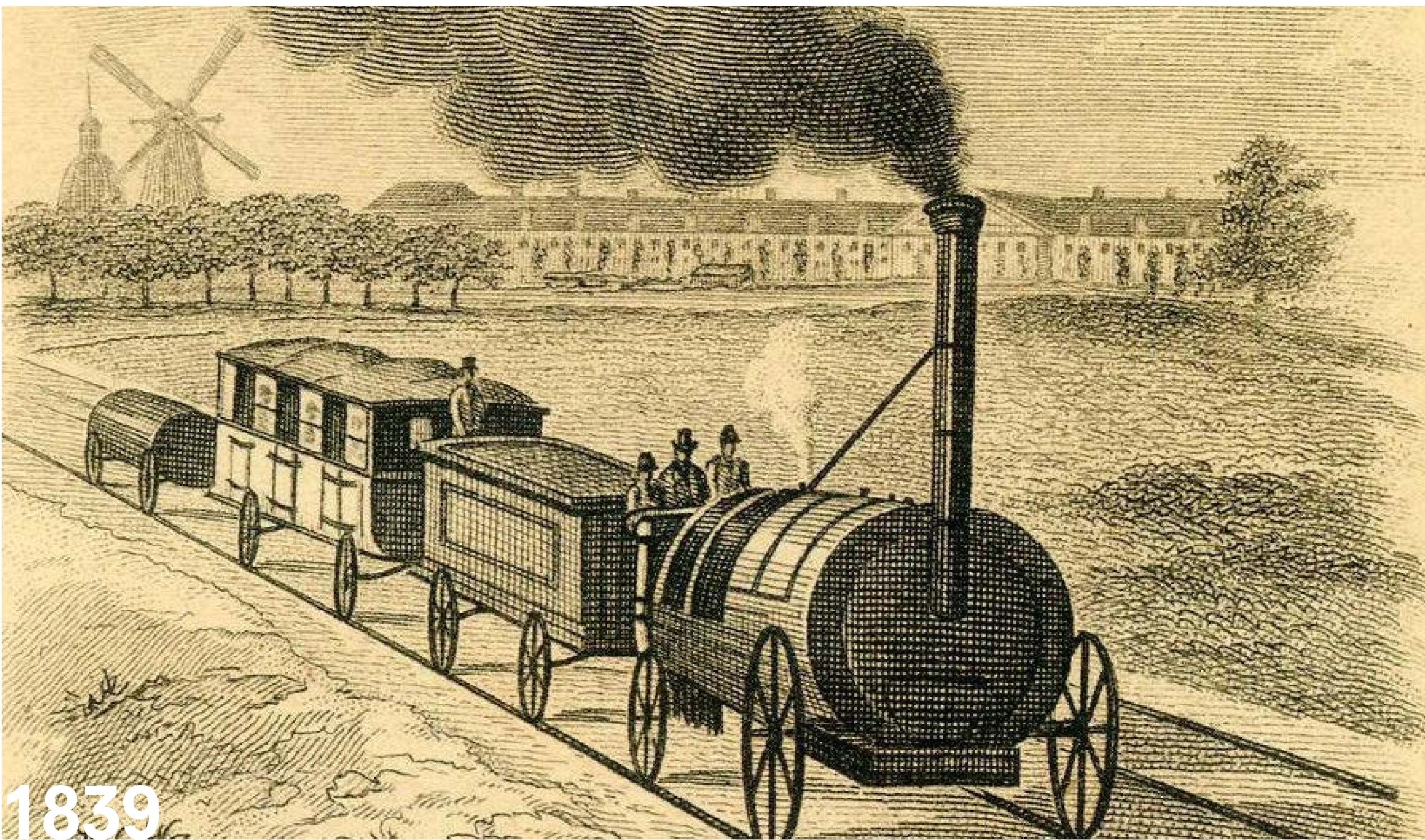


1656





1830





1881







1990



I N N O V A T I O N



N E W T Y P O L O G I E S



N E W A R C H I T E C T U R E



O L D R E P L A C E D B Y N E W

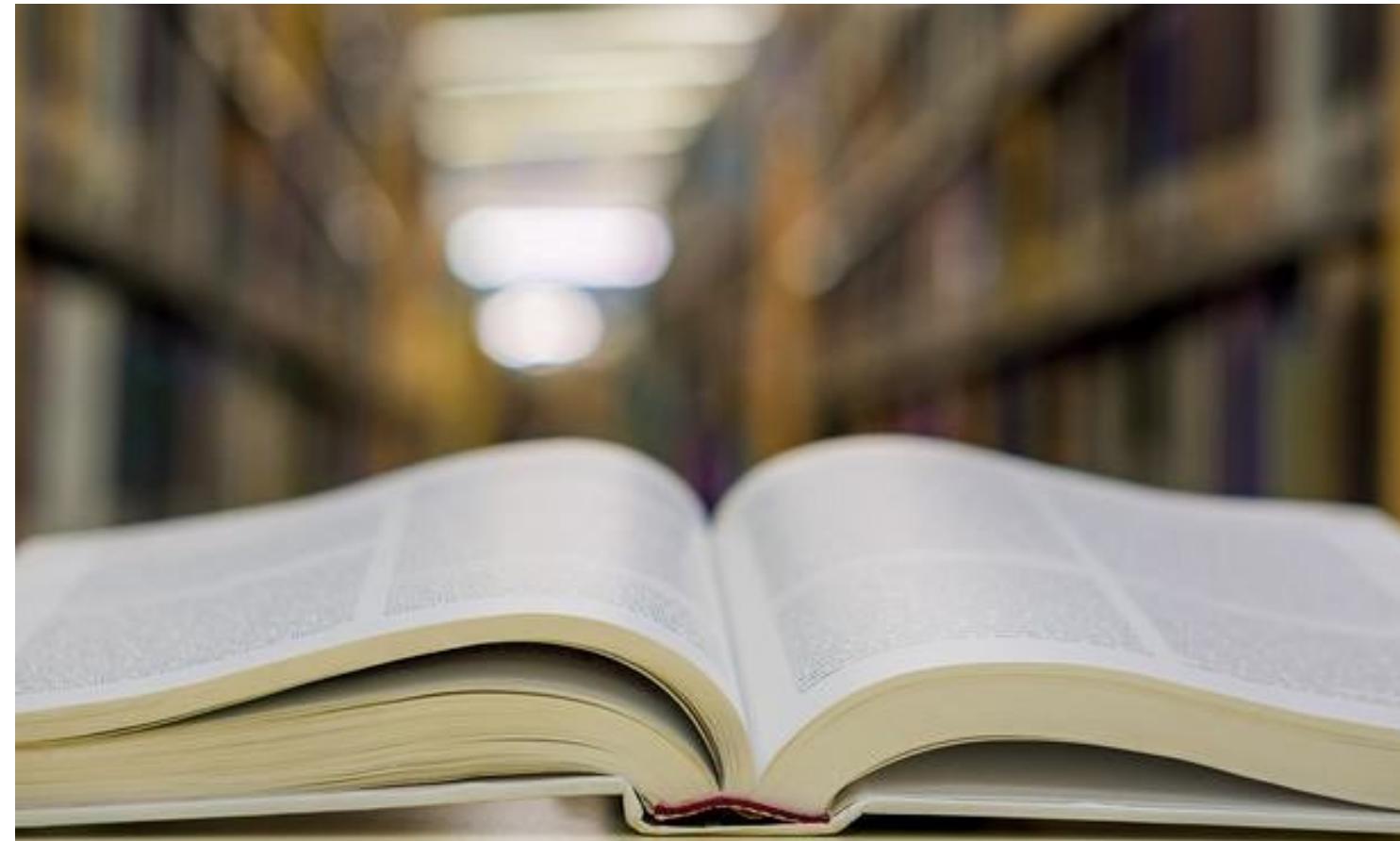
Will digitisation destroy libraries or make us stronger? | Culture professionals network | The Guardian

22-06-17 21:49

the guardian

Will digitisation destroy libraries or make us stronger?

Digitising books collaboratively allows libraries to share the burden of preservation without jealously hoarding the same stock



Digitisation: a positive new chapter for libraries? Photograph: Wilfred Y Wong/Getty Images

Simon Chaplin

Thursday 28 August 2014

LIBRARY

Will digitisation destroy libraries or make us stronger? | Culture professionals network | The Guardian

22-06-17 21:49

the guardian

Will digitisation destroy libraries or make us
stronger?

DECLINE IN PHYSICAL BOOKS, INCREASE IN E-BOOKS



Digitisation: a positive new chapter for libraries? Photograph: Wilfred Y Wong/Getty Images

Simon Chaplin

Thursday 28 August 2014

POST OFFICE



1915

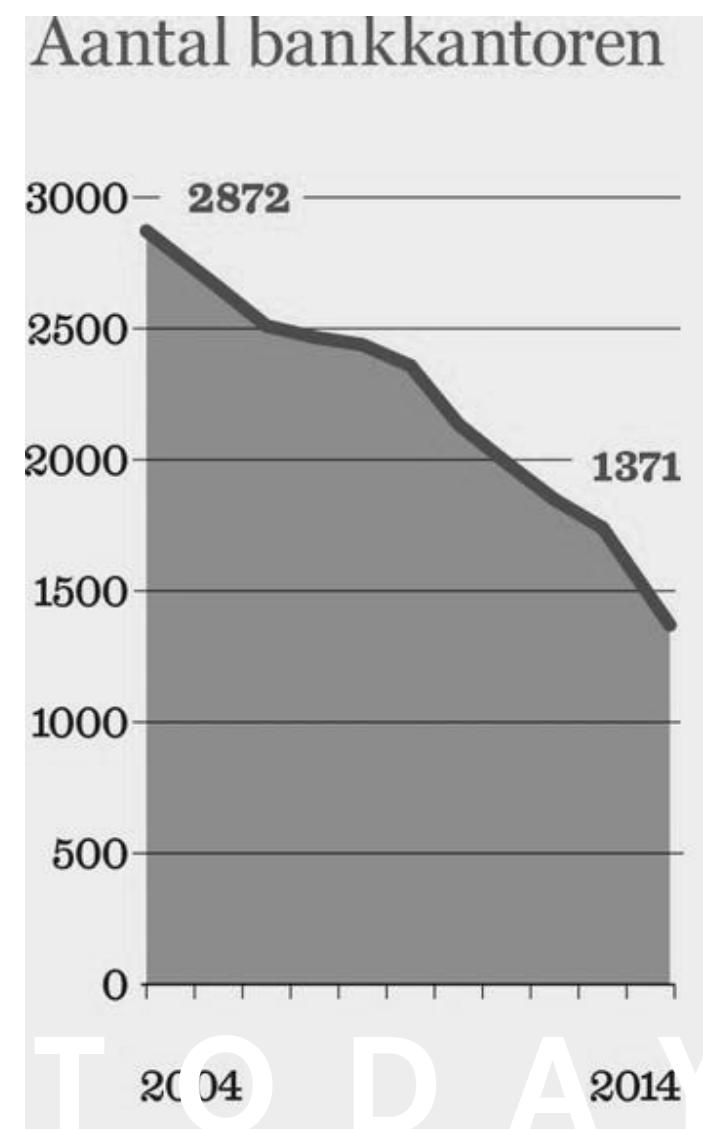


TODAY

B A N K



1 8 6 3



INSTITUTIONS



Munich Documentationzentrum



Postsparkasse, Vienna



Munich Documentationzentrum



Postsparkasse, Vienna



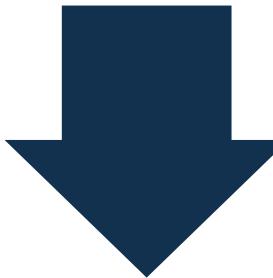
Loos Bank, Vienna

S C E N E R I O

TODAY'S INSTITUTIONS

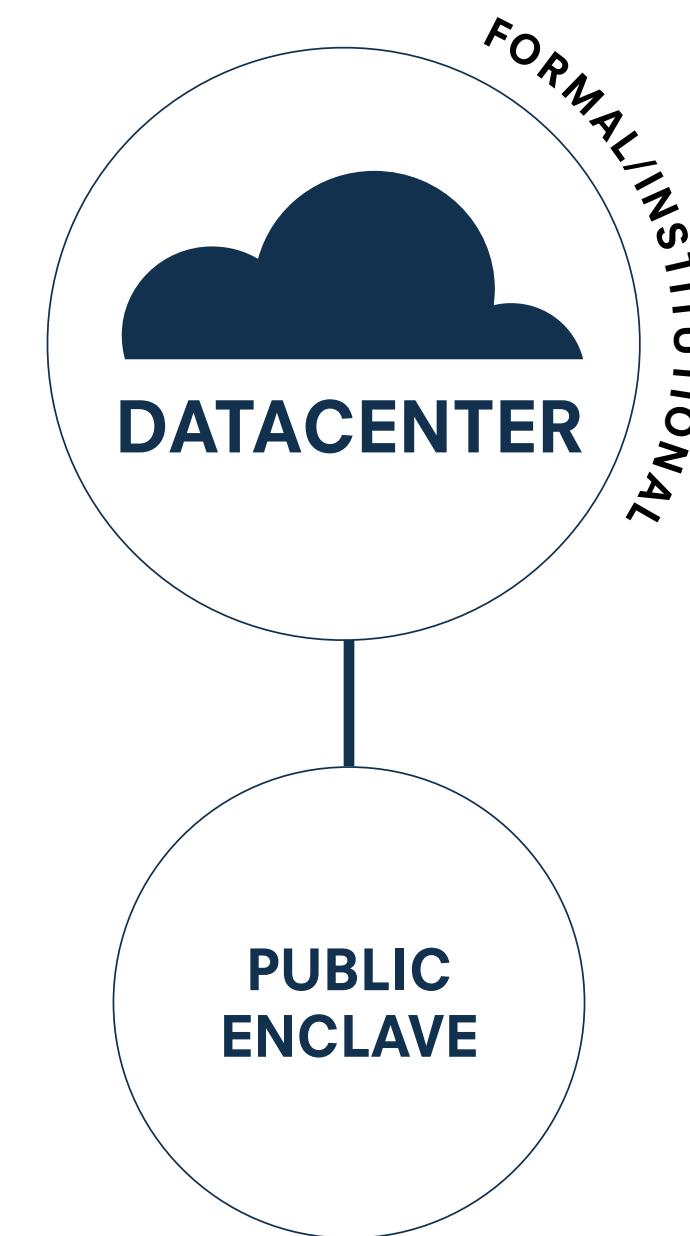


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DATACENTER

FUTURE INSTITUTION



DATA

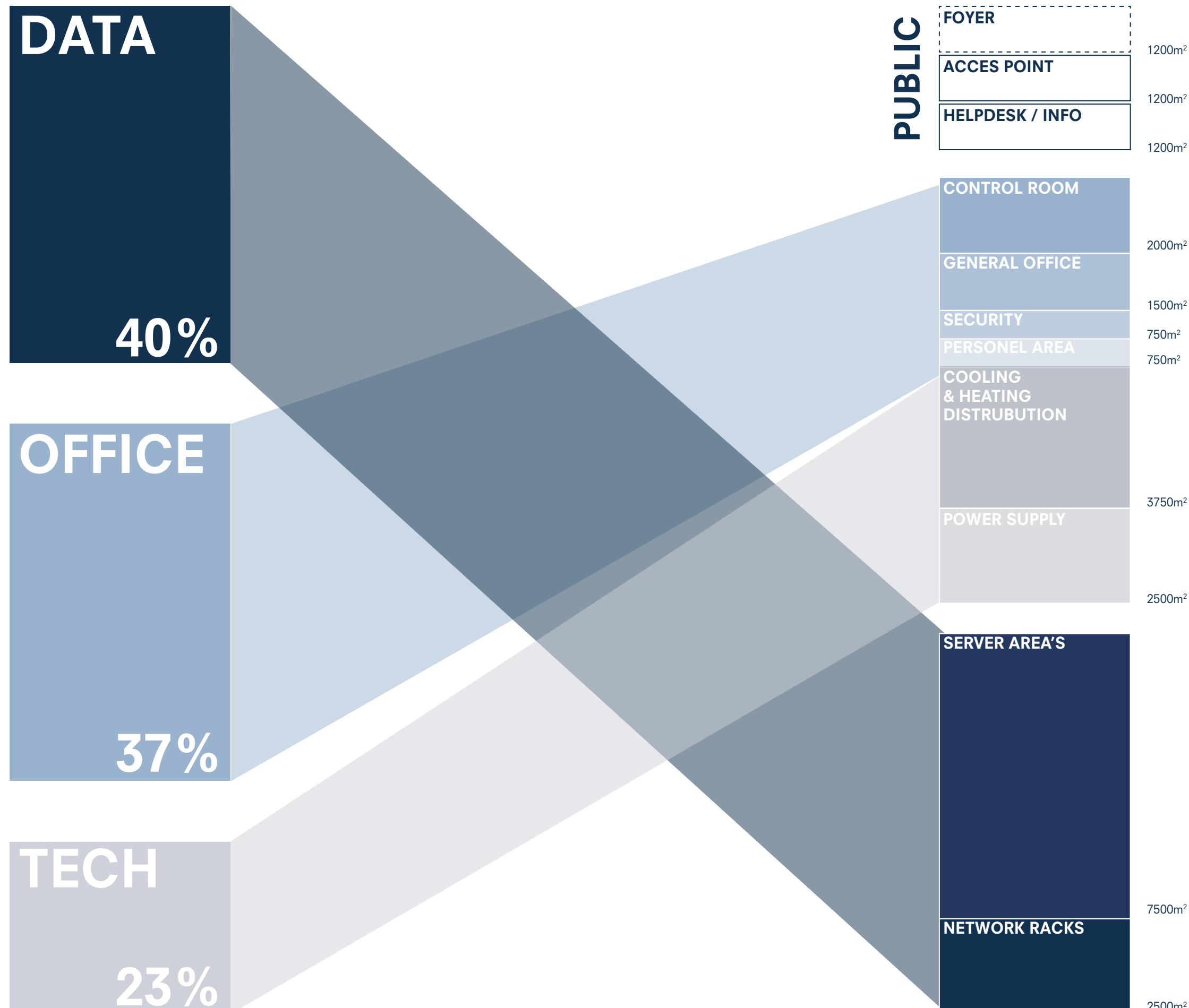
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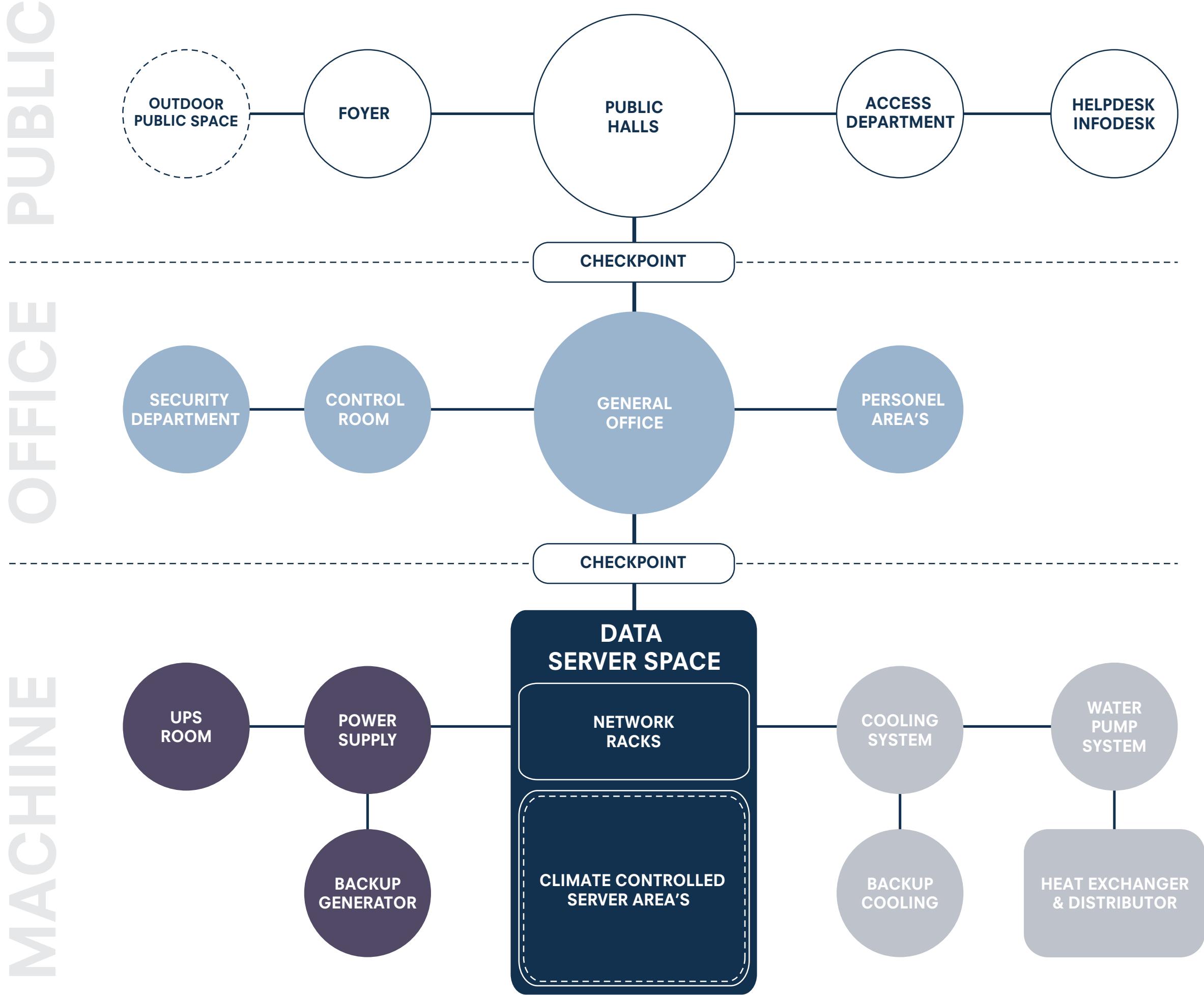
OFFICE

37%

TECH

23%





PUBLIC

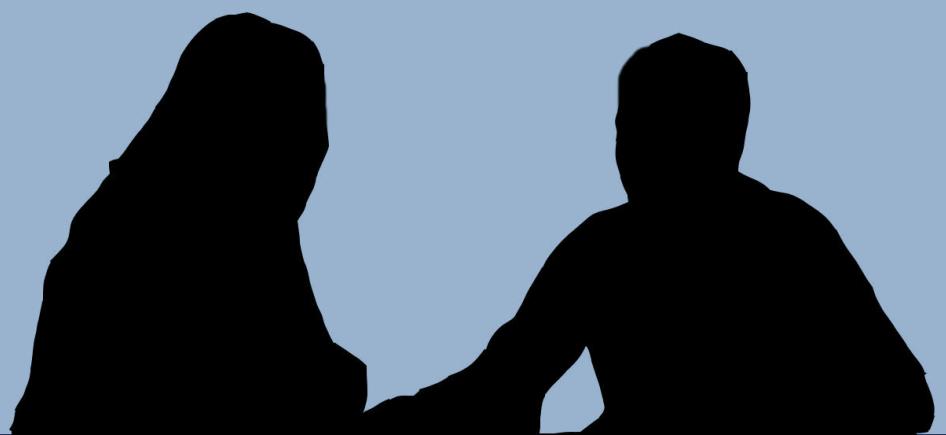
OFFICE

MACHINE

LAYER 1



SELF SERVICE
DATA RETRIEVAL
STUDY
GOVERNMENT AFFAIRS



LAYER 2

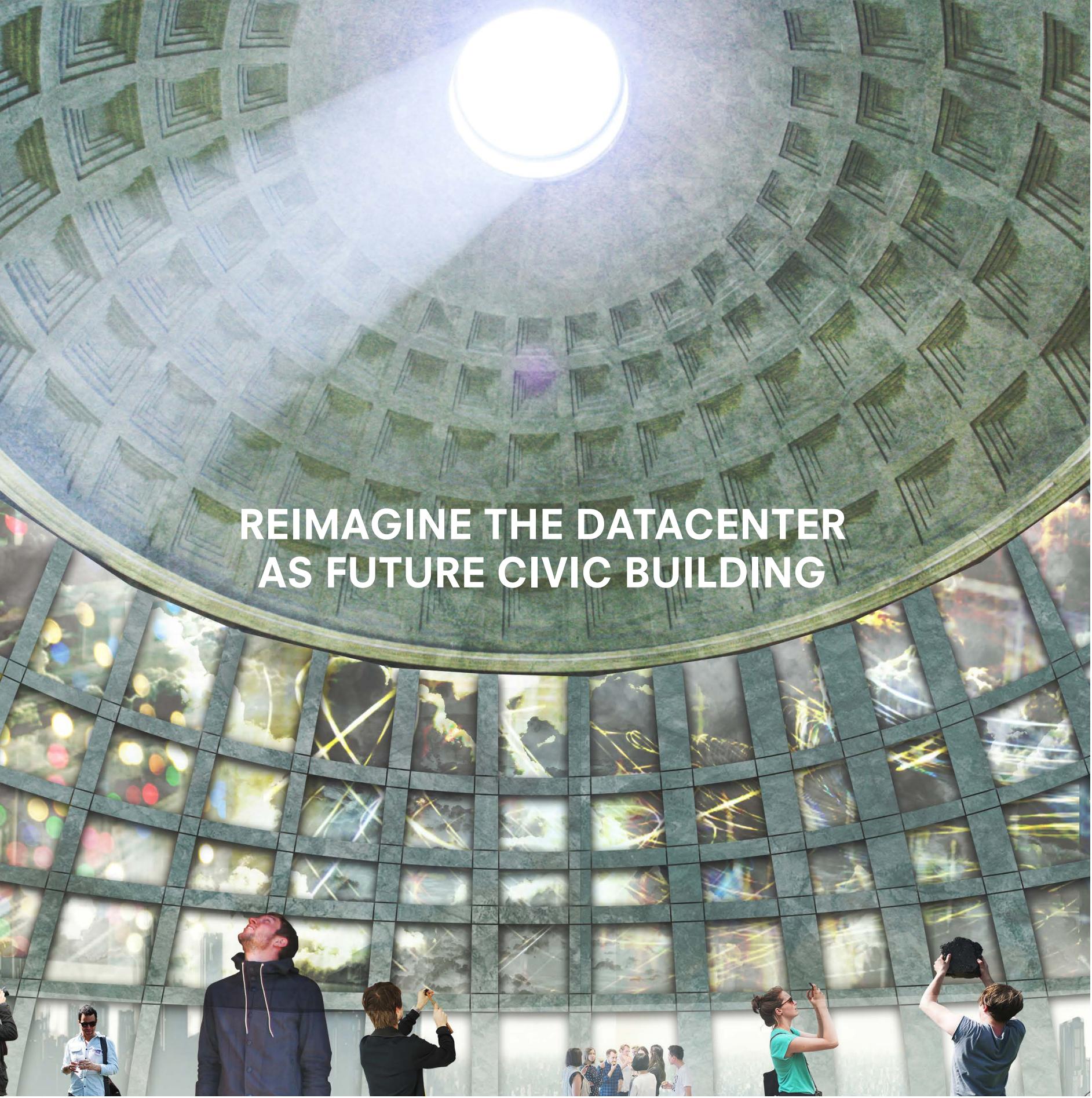
CONSULTANCY
DATA MANAGEMENT
B2B COMMUNICATION



LAYER 3

TECHNICAL MAINTENANCE

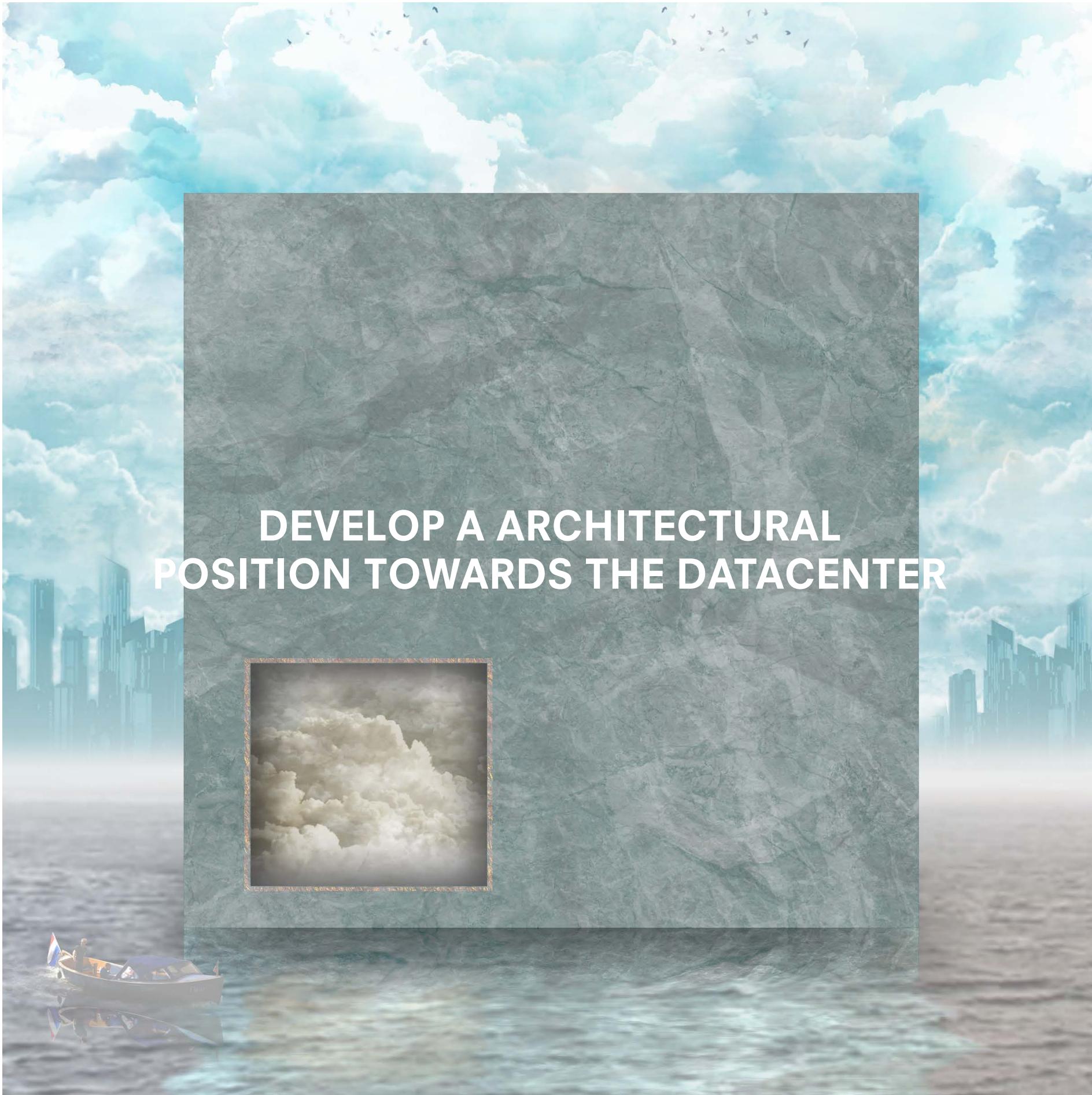
IN SHORT

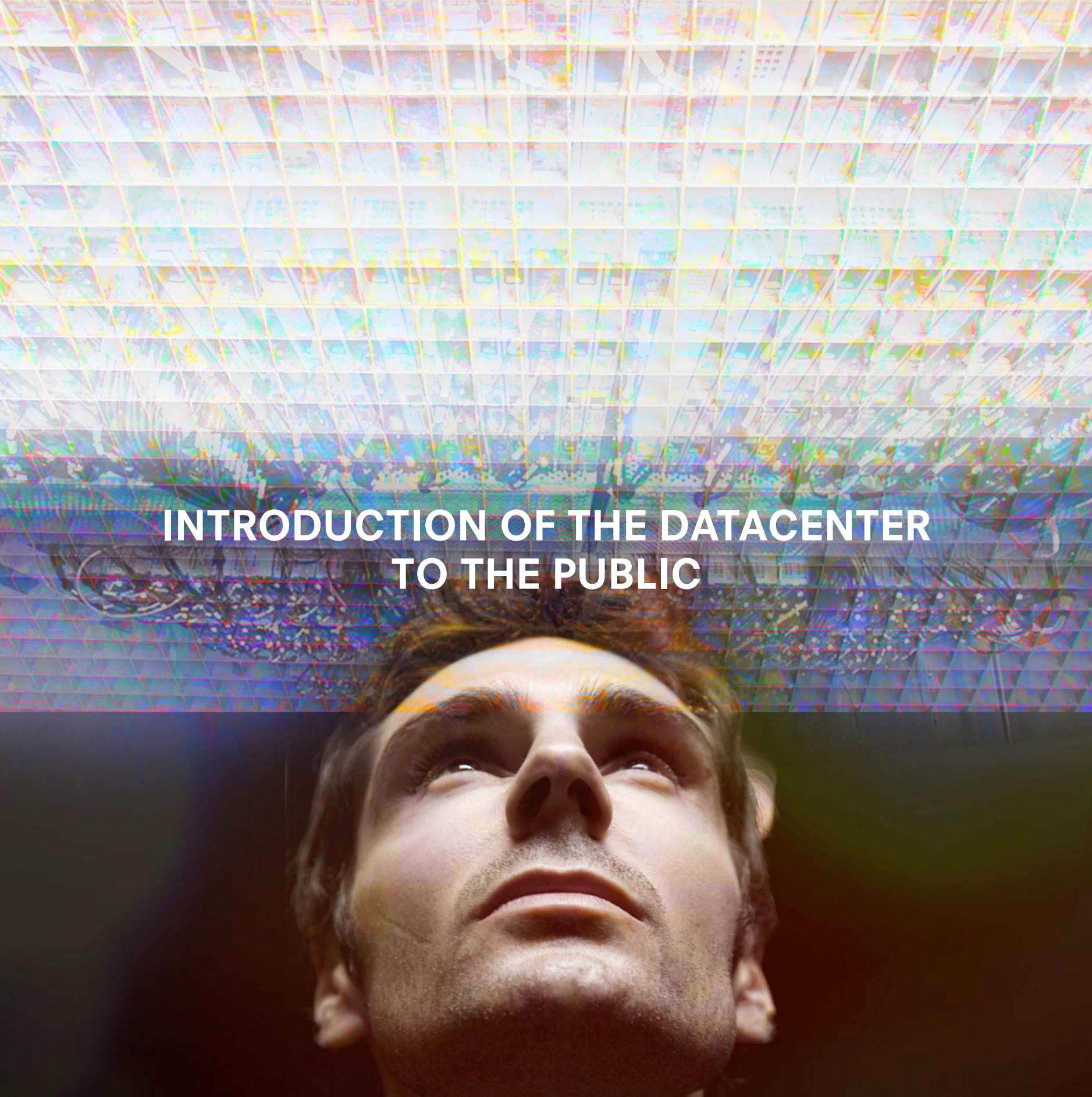


REIMAGINE THE DATACENTER
AS FUTURE CIVIC BUILDING



DEVELOP A ARCHITECTURAL
POSITION TOWARDS THE DATACENTER

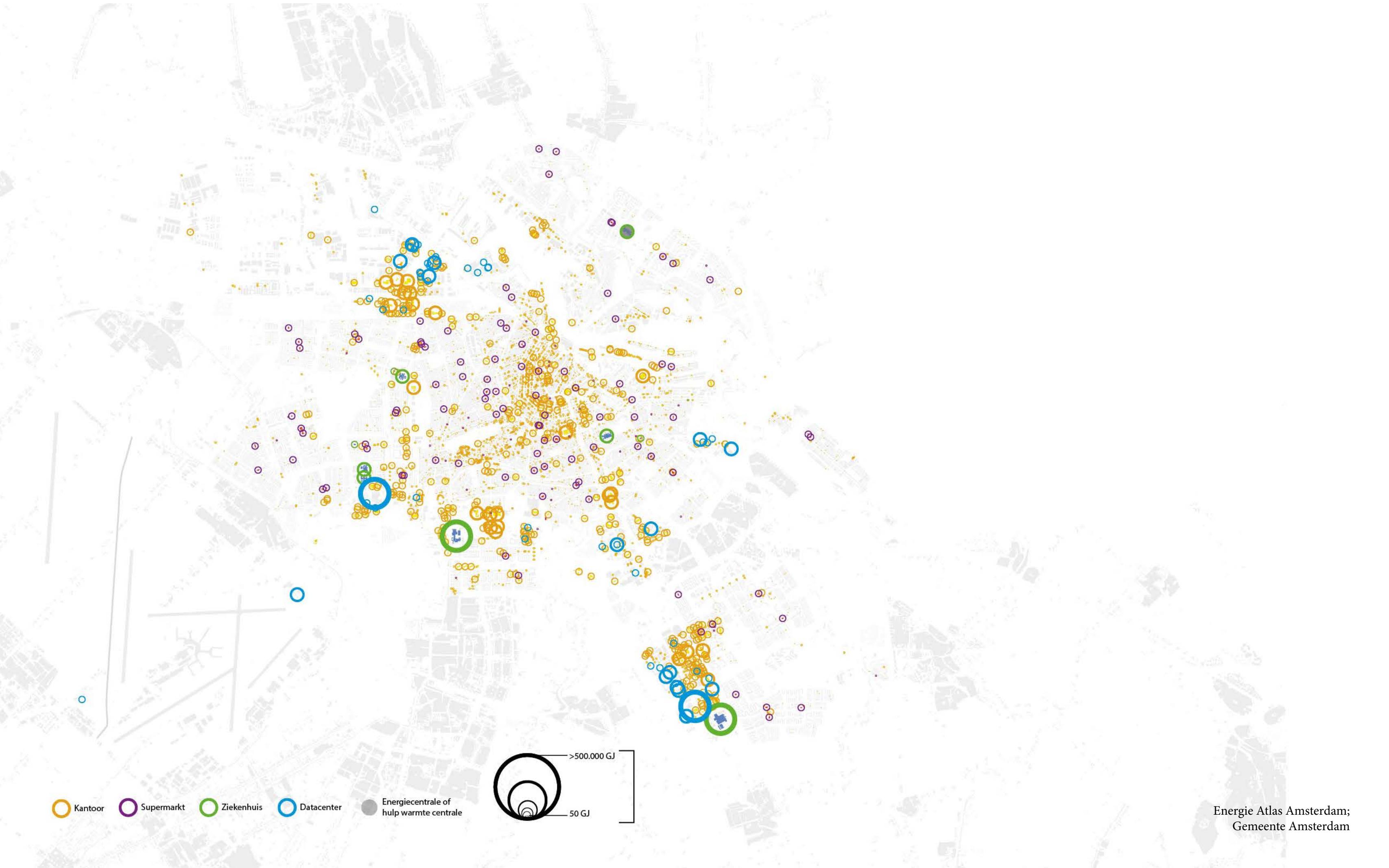


A close-up photograph of a man's face, looking upwards and slightly to his right. His eyes are closed or looking upwards, and he has a contemplative expression. The background is a massive, multi-layered digital grid composed of numerous small, colorful pixels, creating a sense of depth and complexity. The colors range from blues and purples to yellows and reds.

INTRODUCTION OF THE DATACENTER TO THE PUBLIC

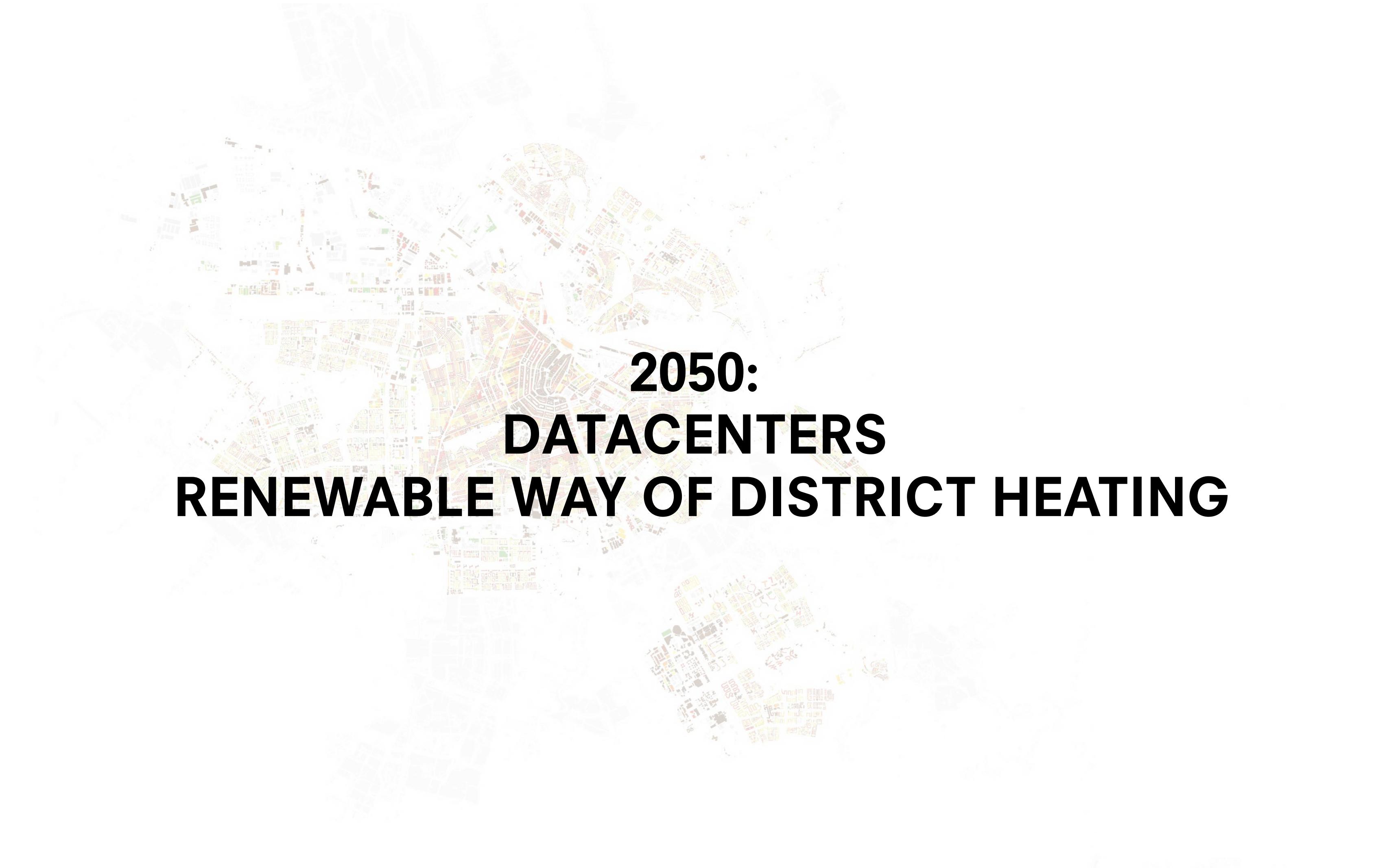
A M S T E R D A M







Energie Atlas Amsterdam;
Gemeente Amsterdam

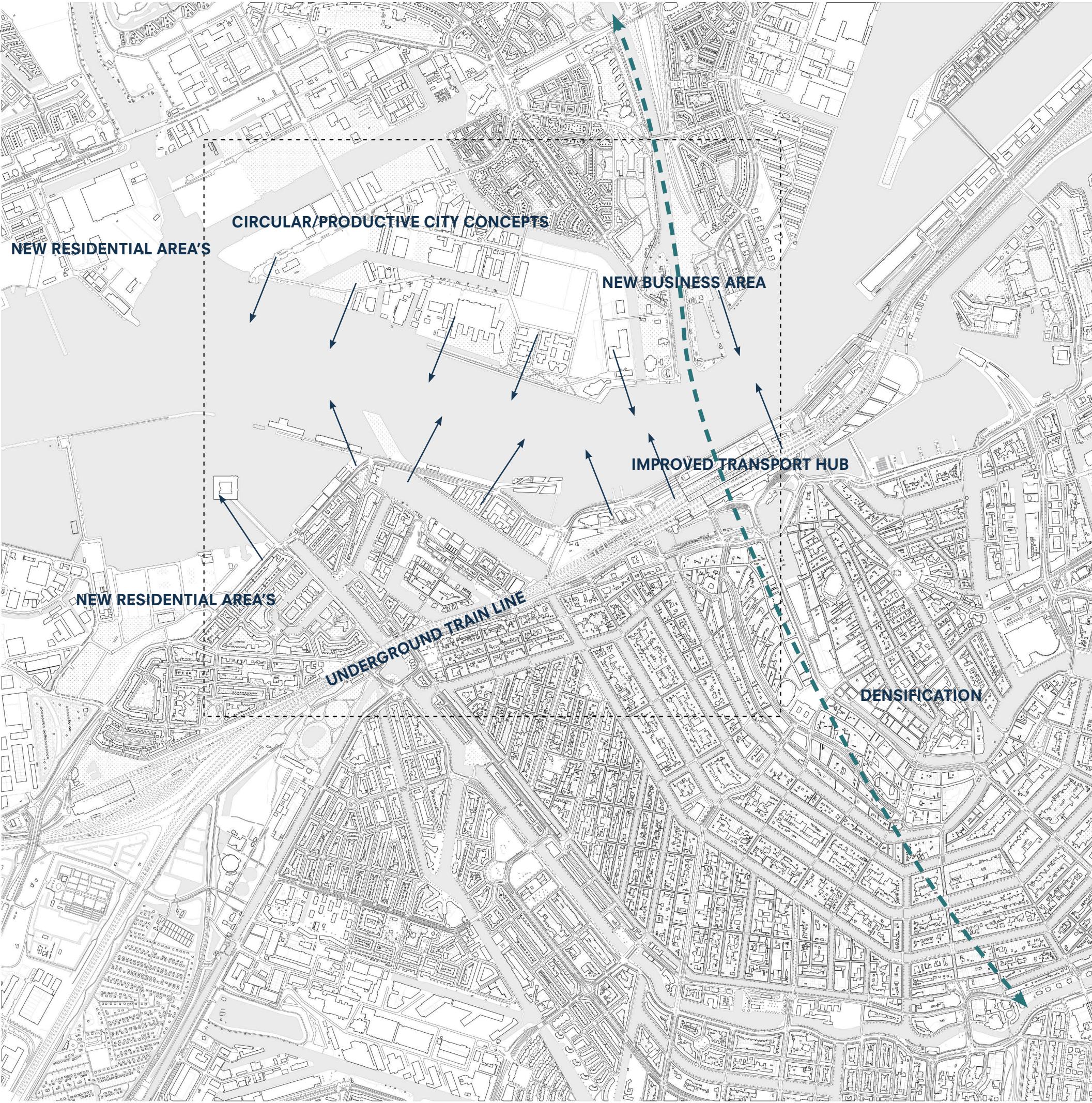


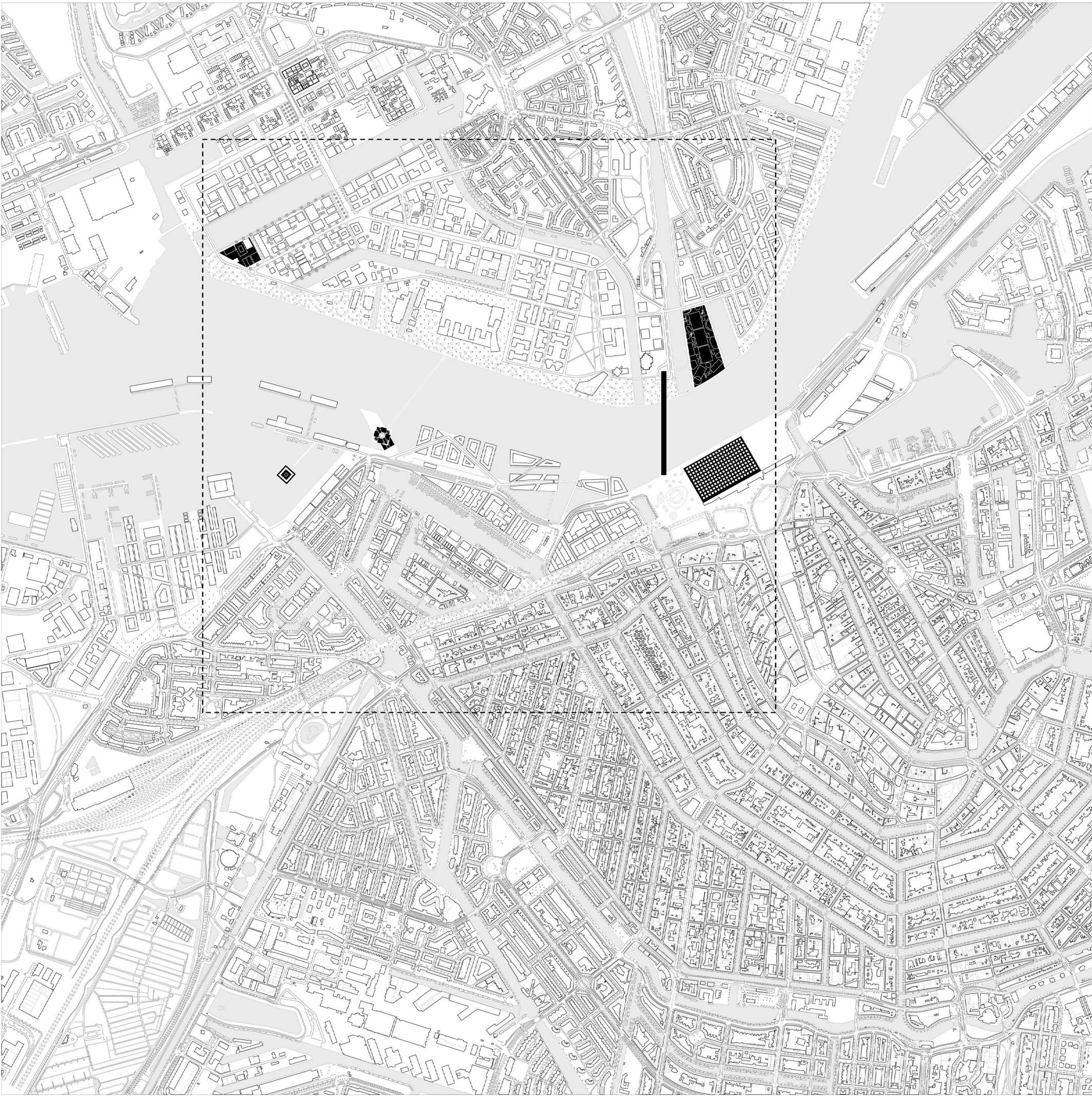
**2050:
DATACENTERS
RENEWABLE WAY OF DISTRICT HEATING**

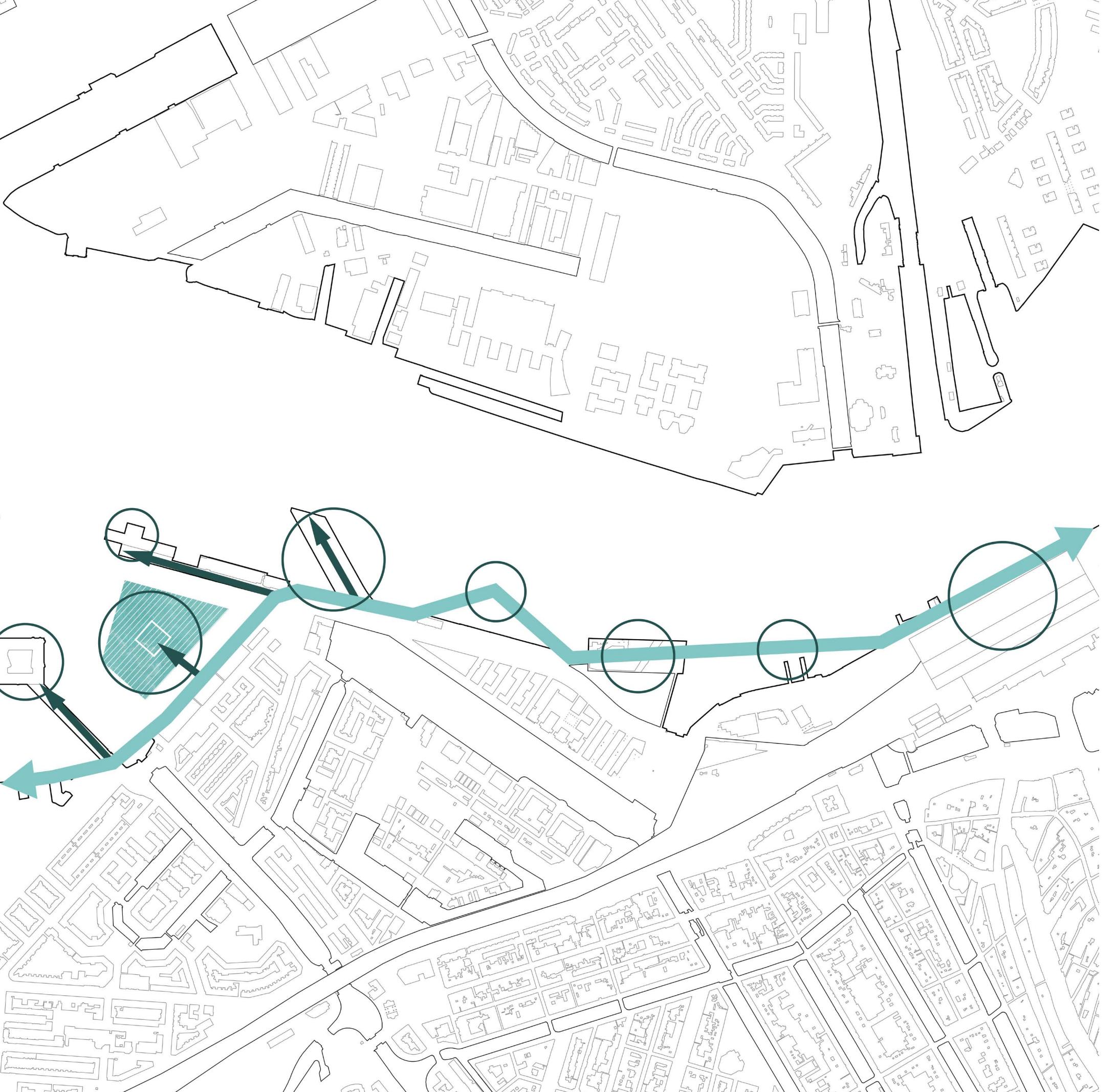
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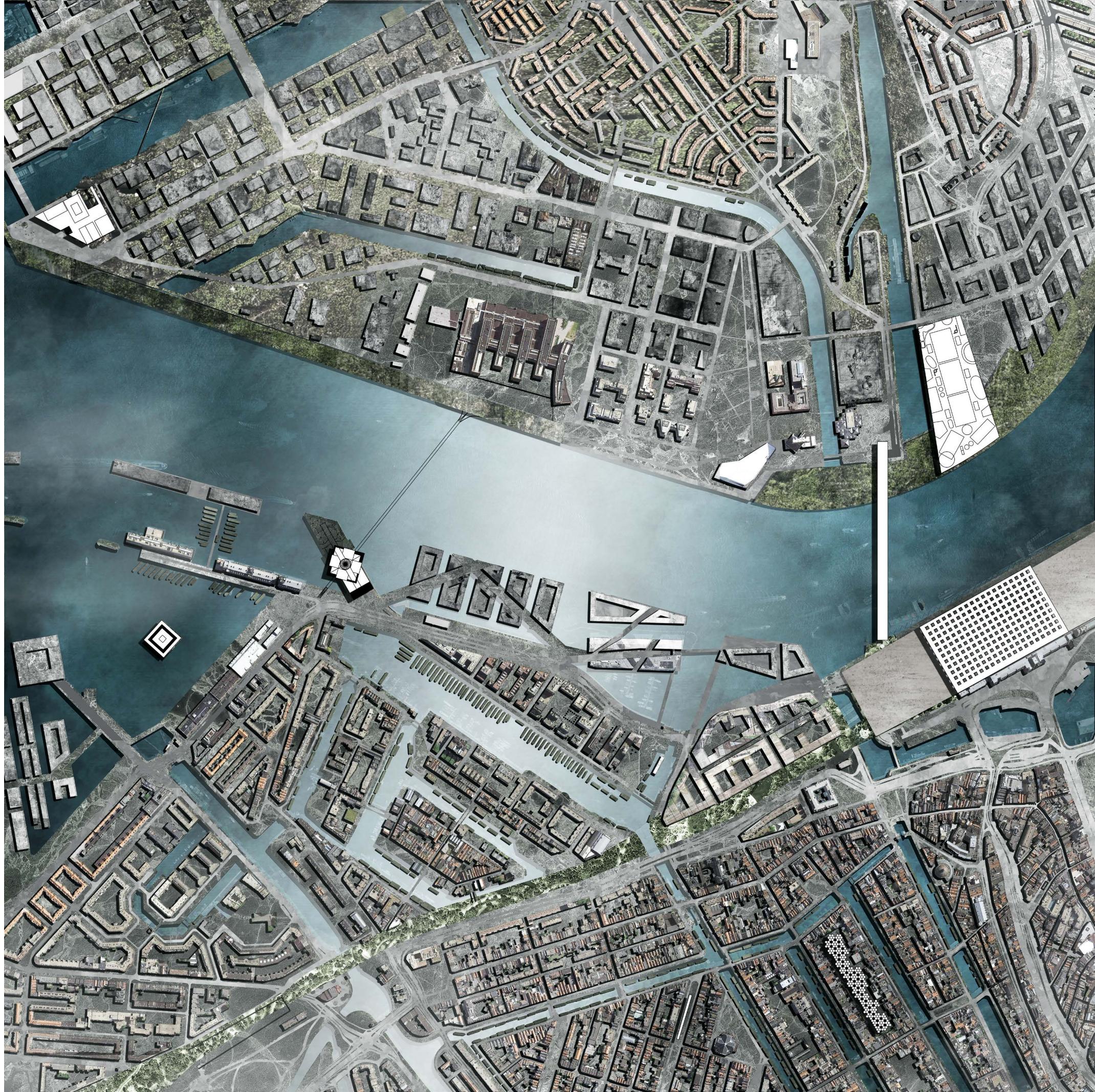






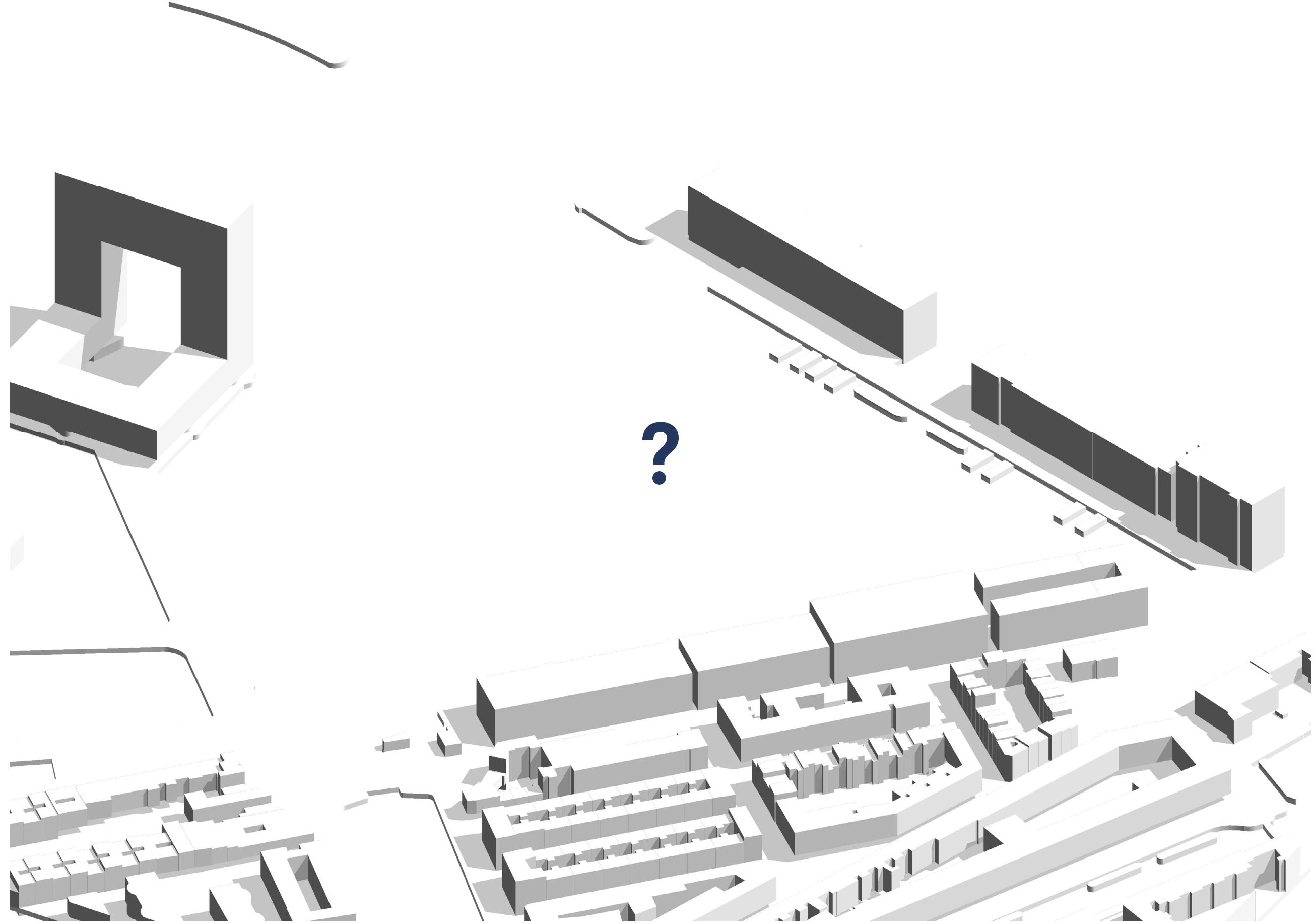


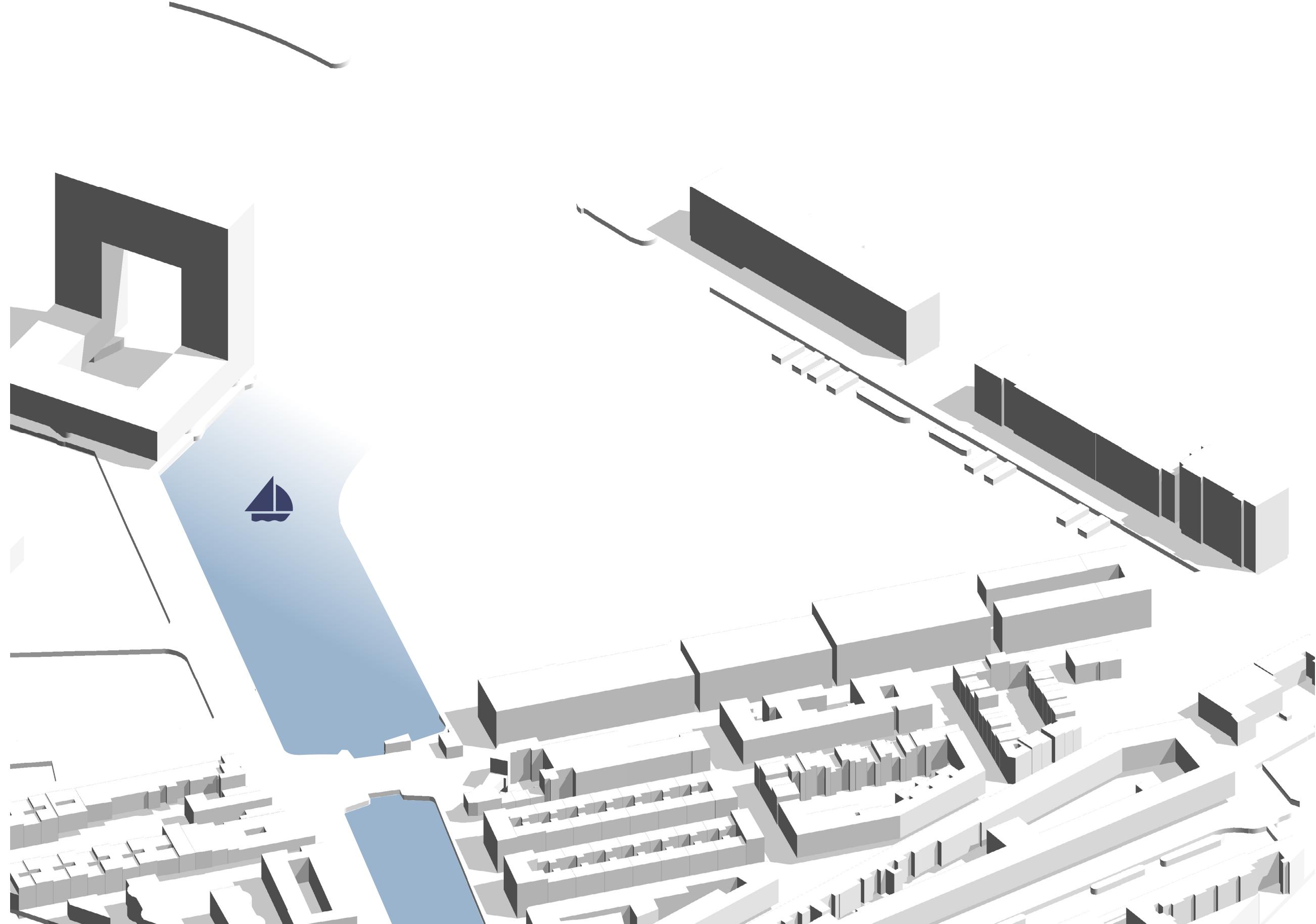




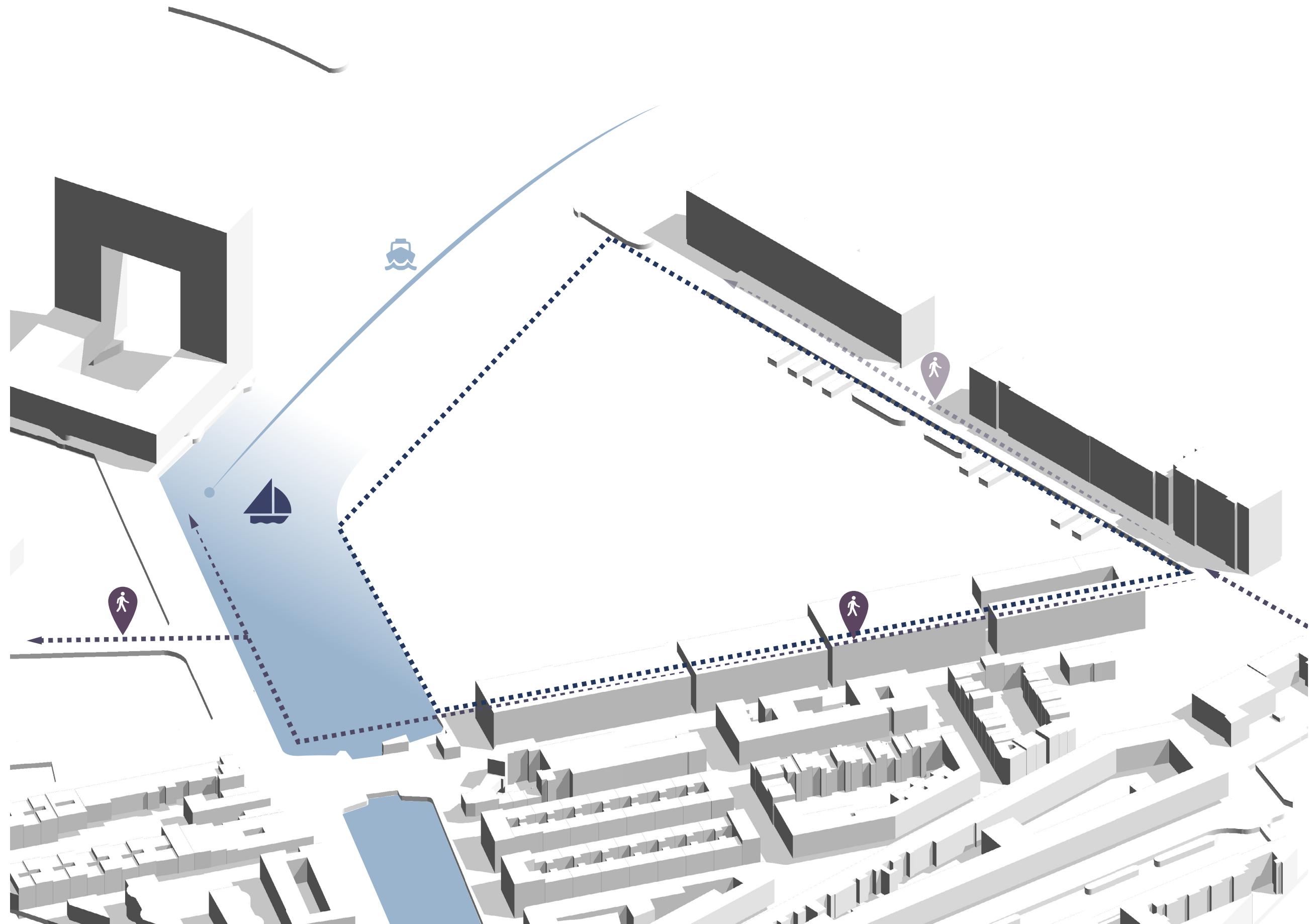


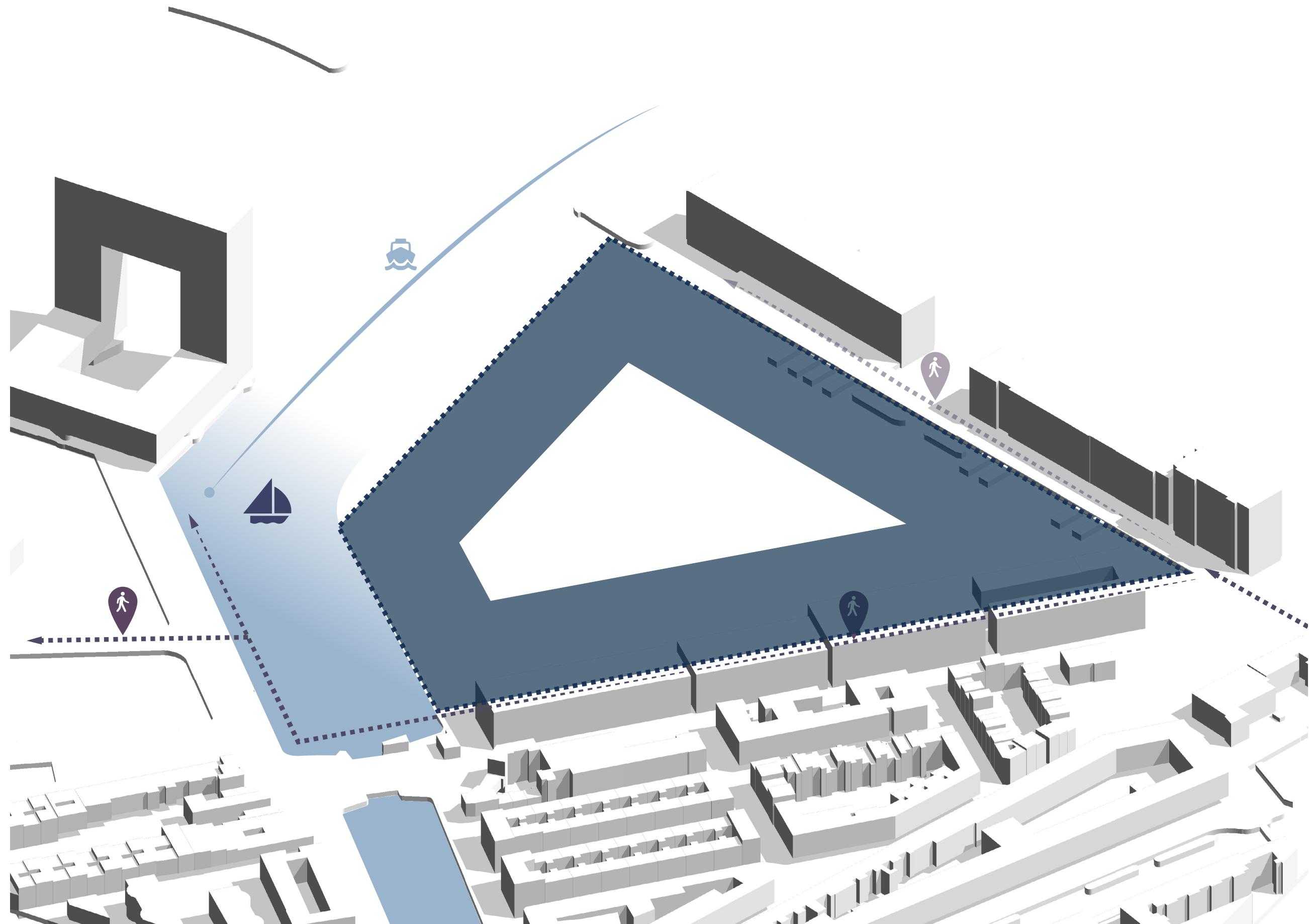
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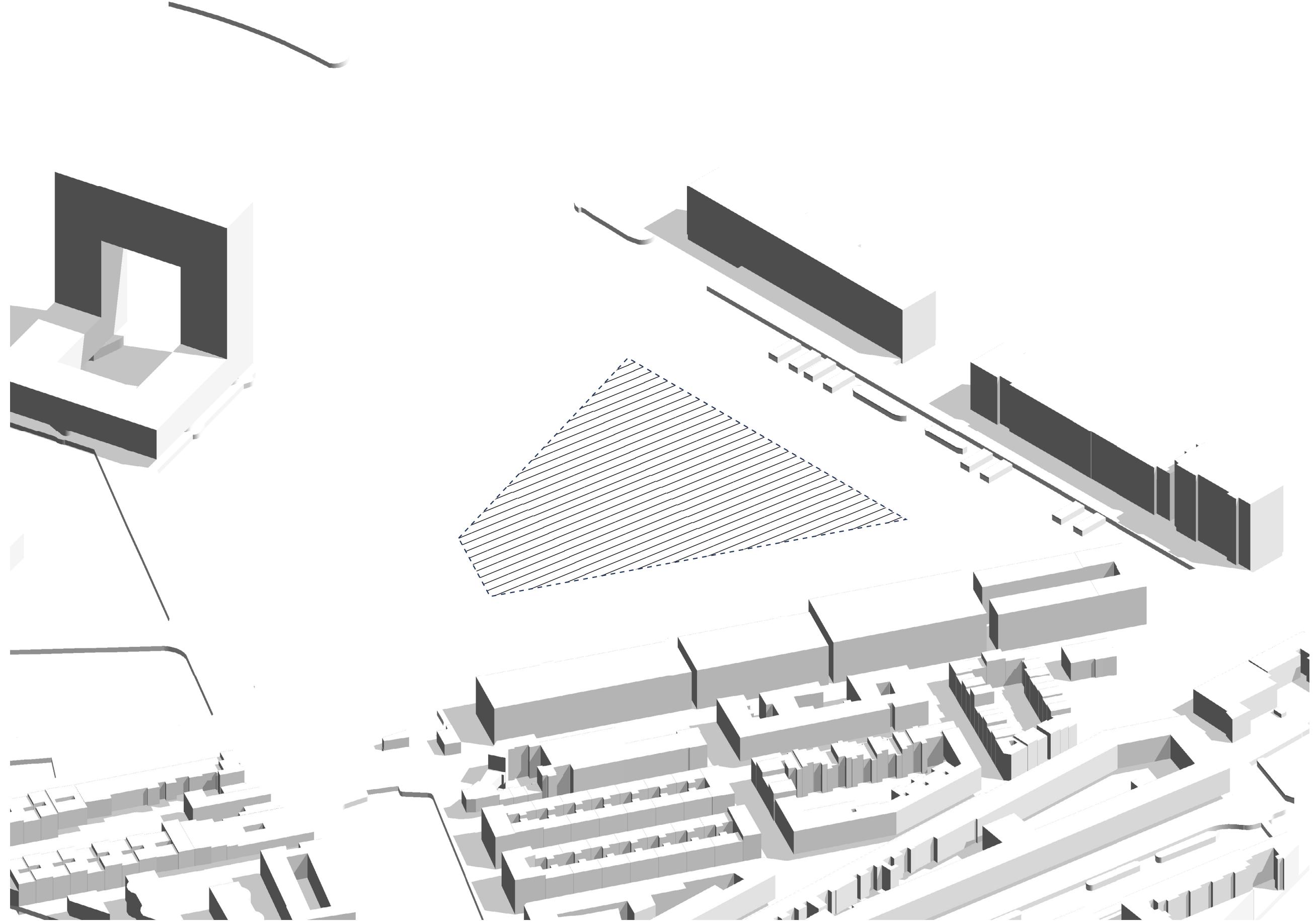


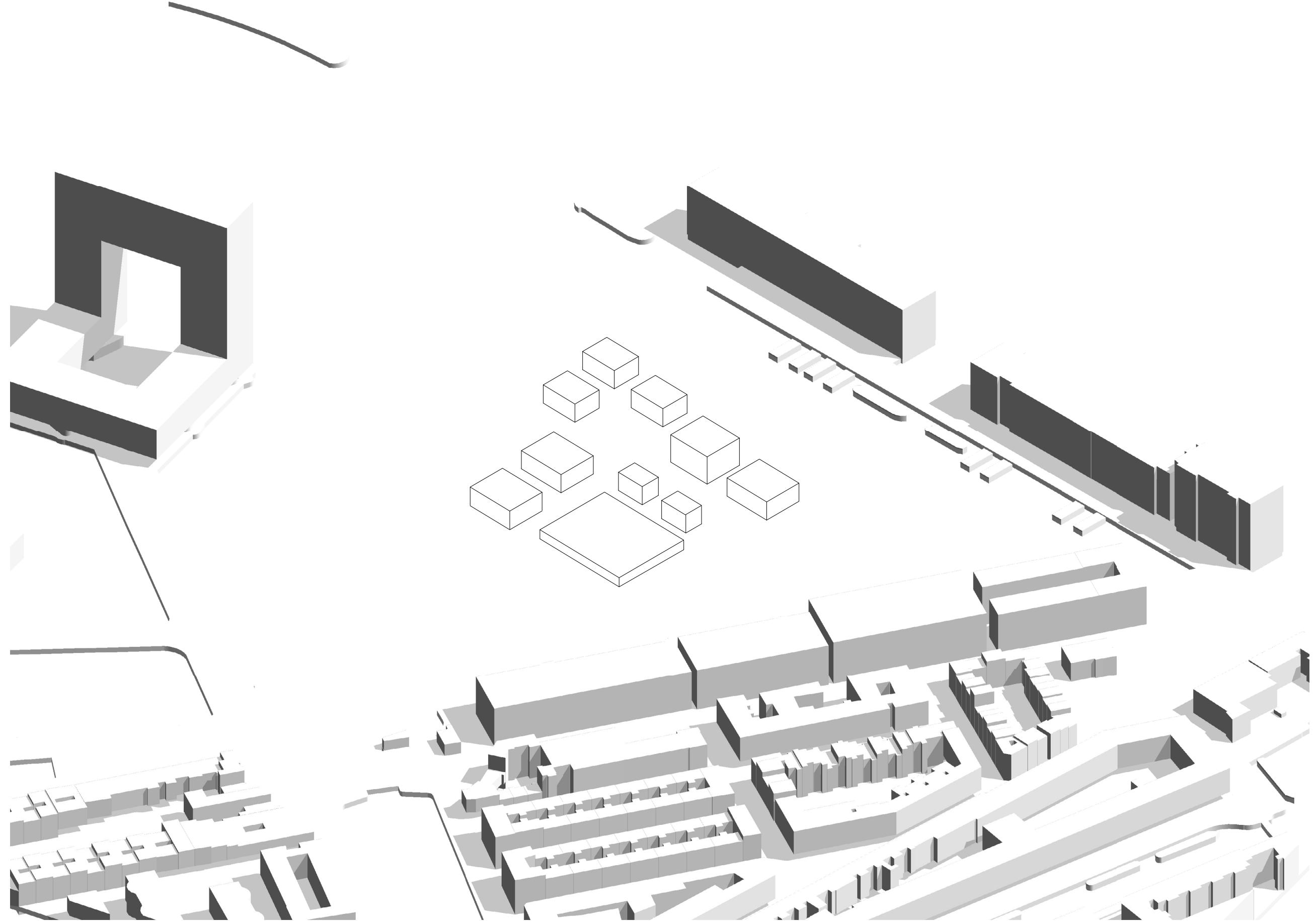


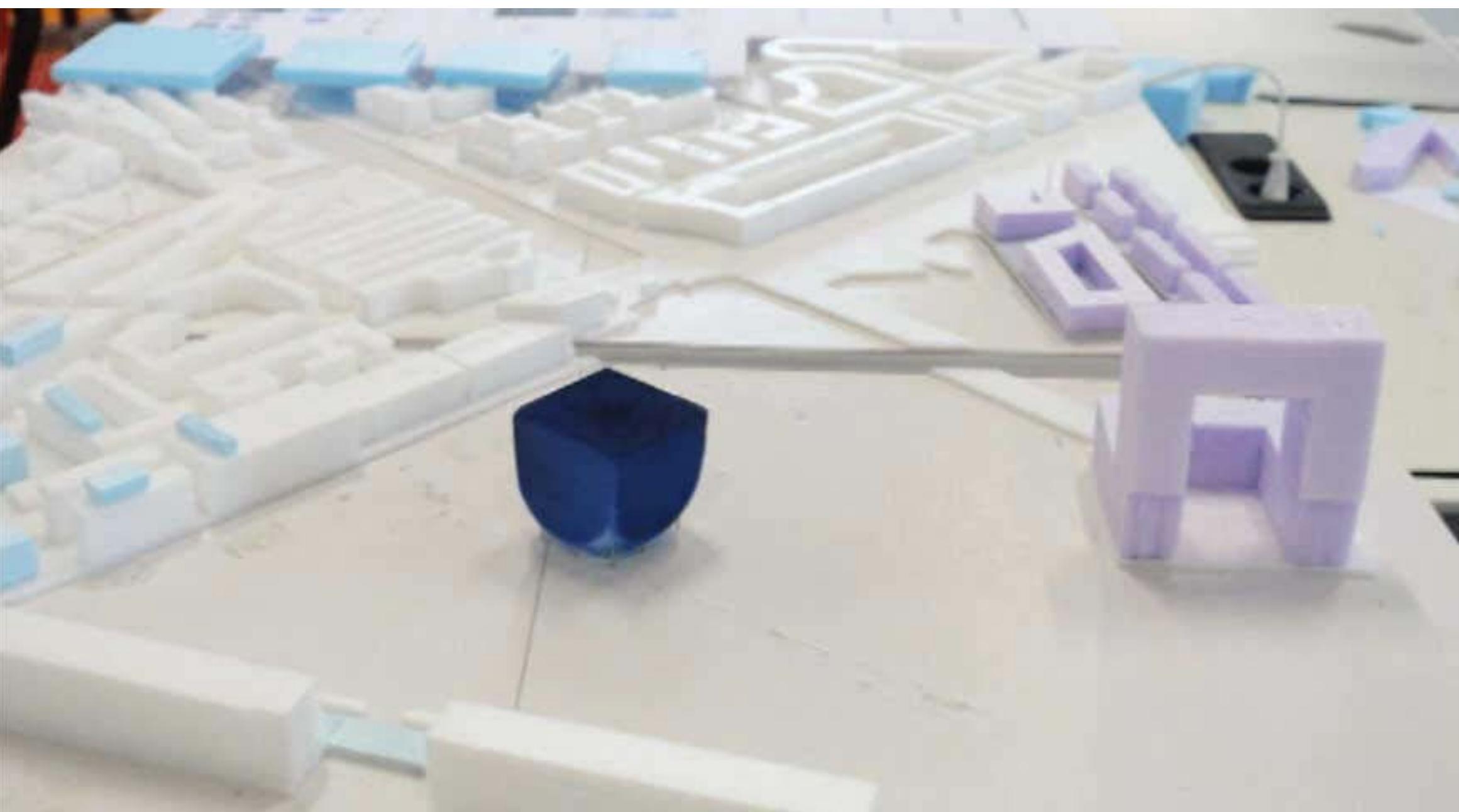


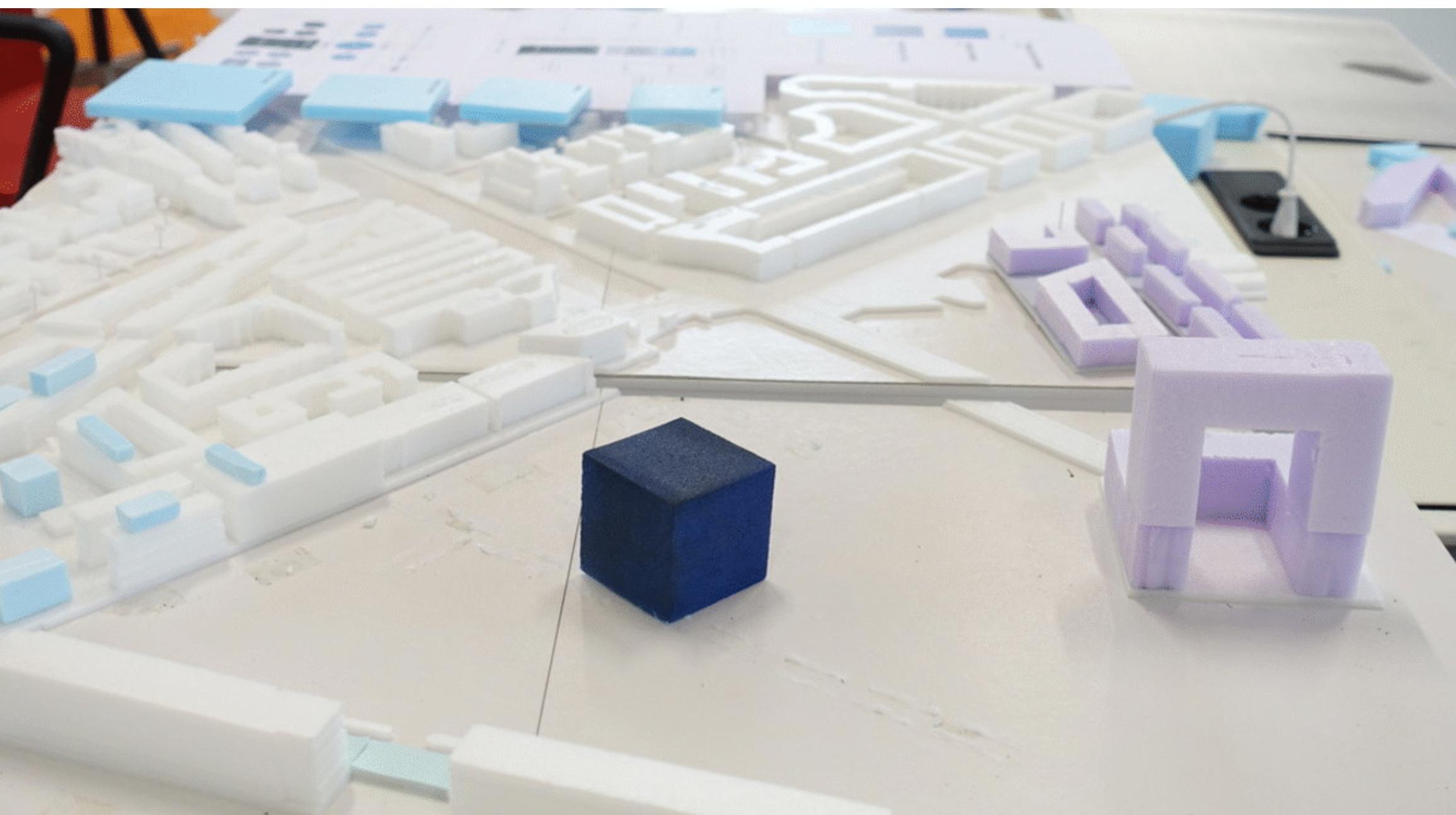




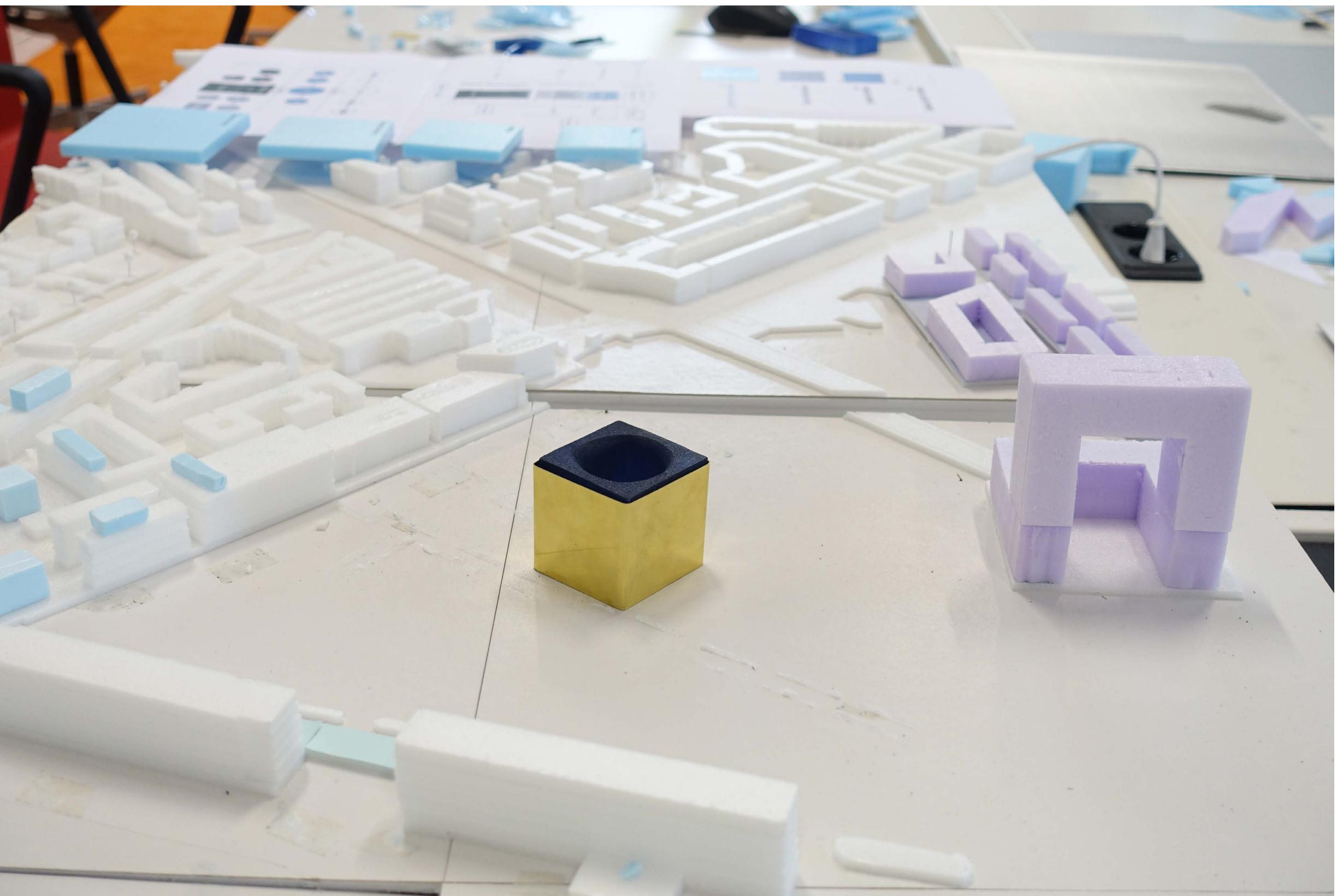


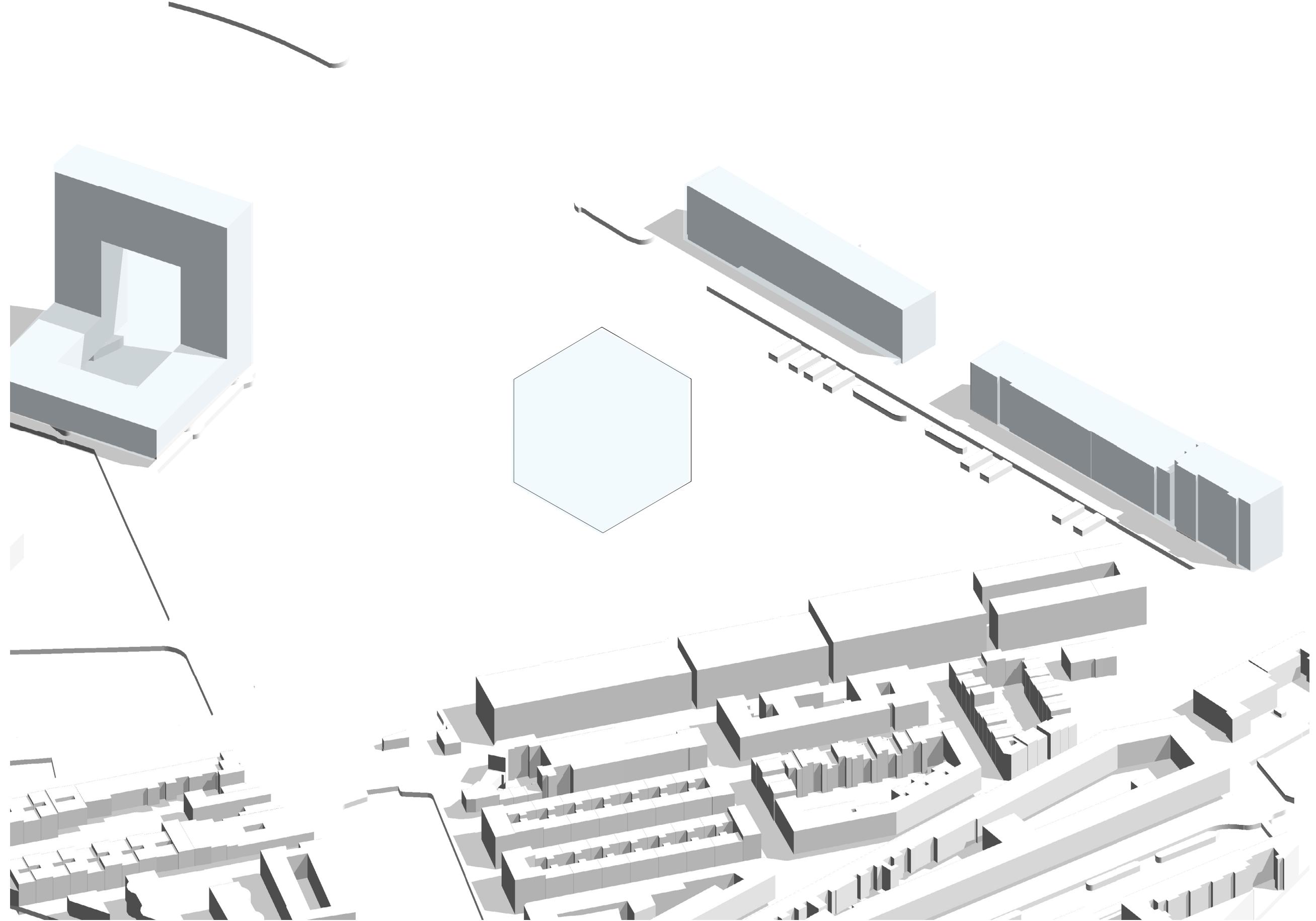


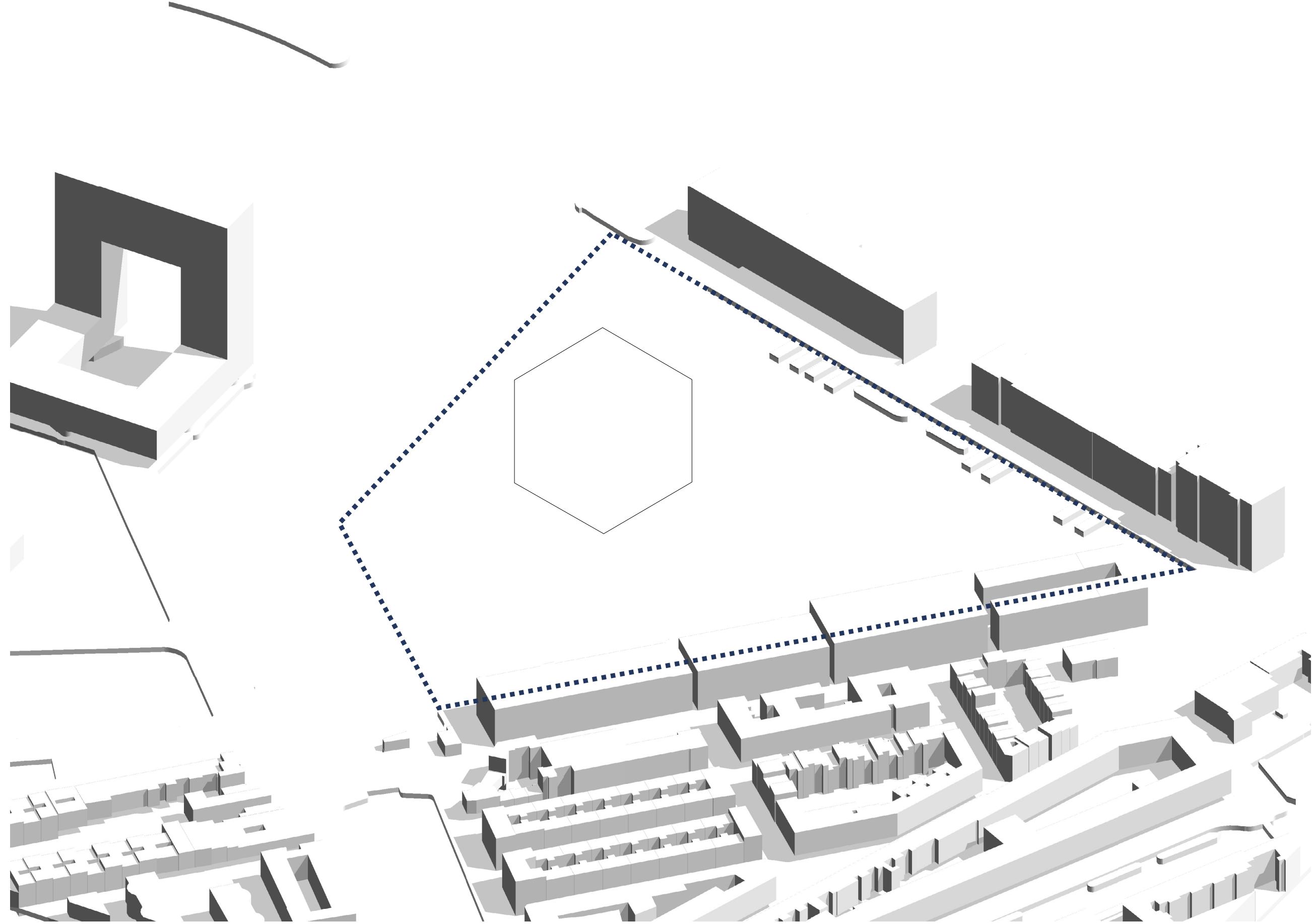


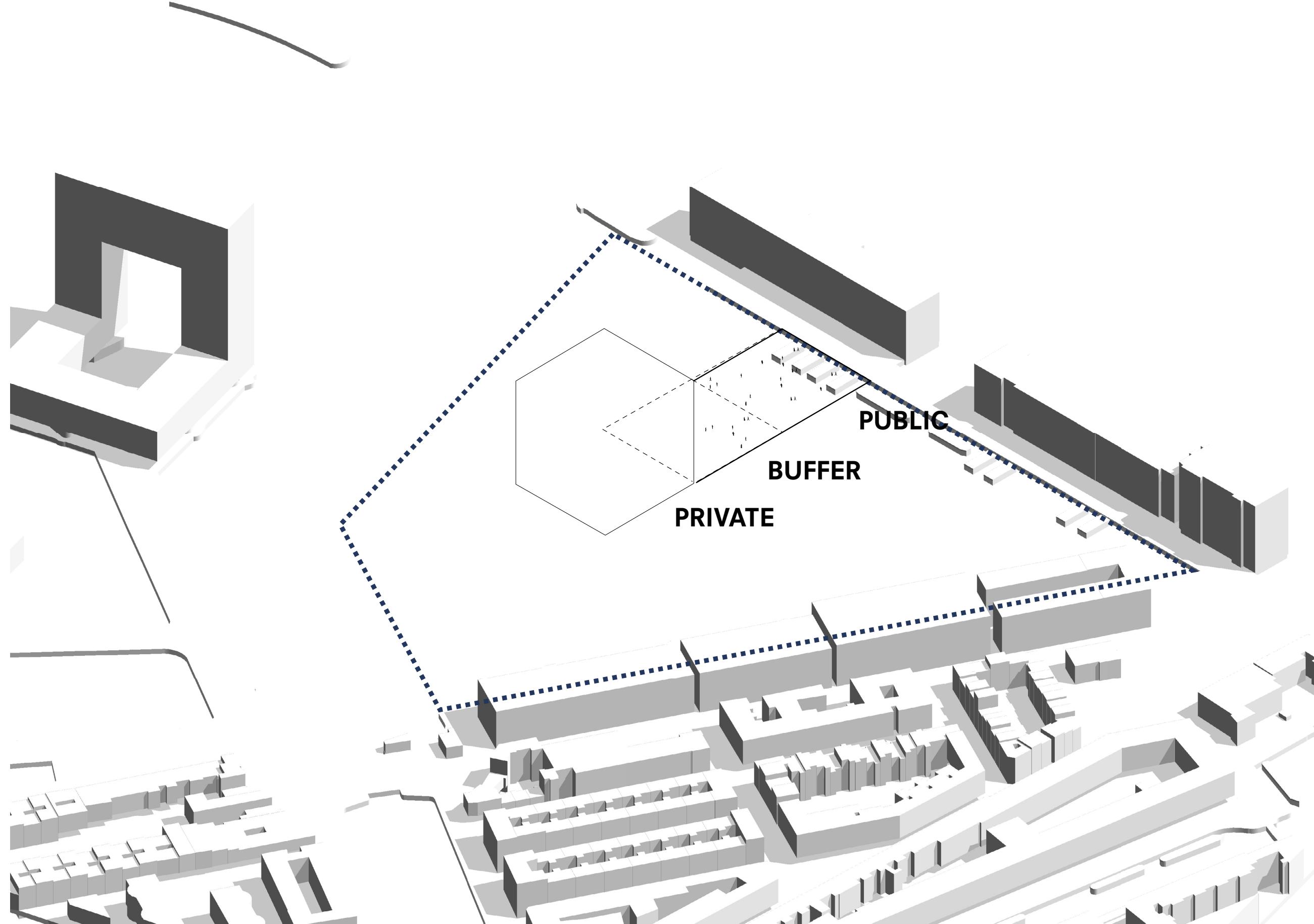


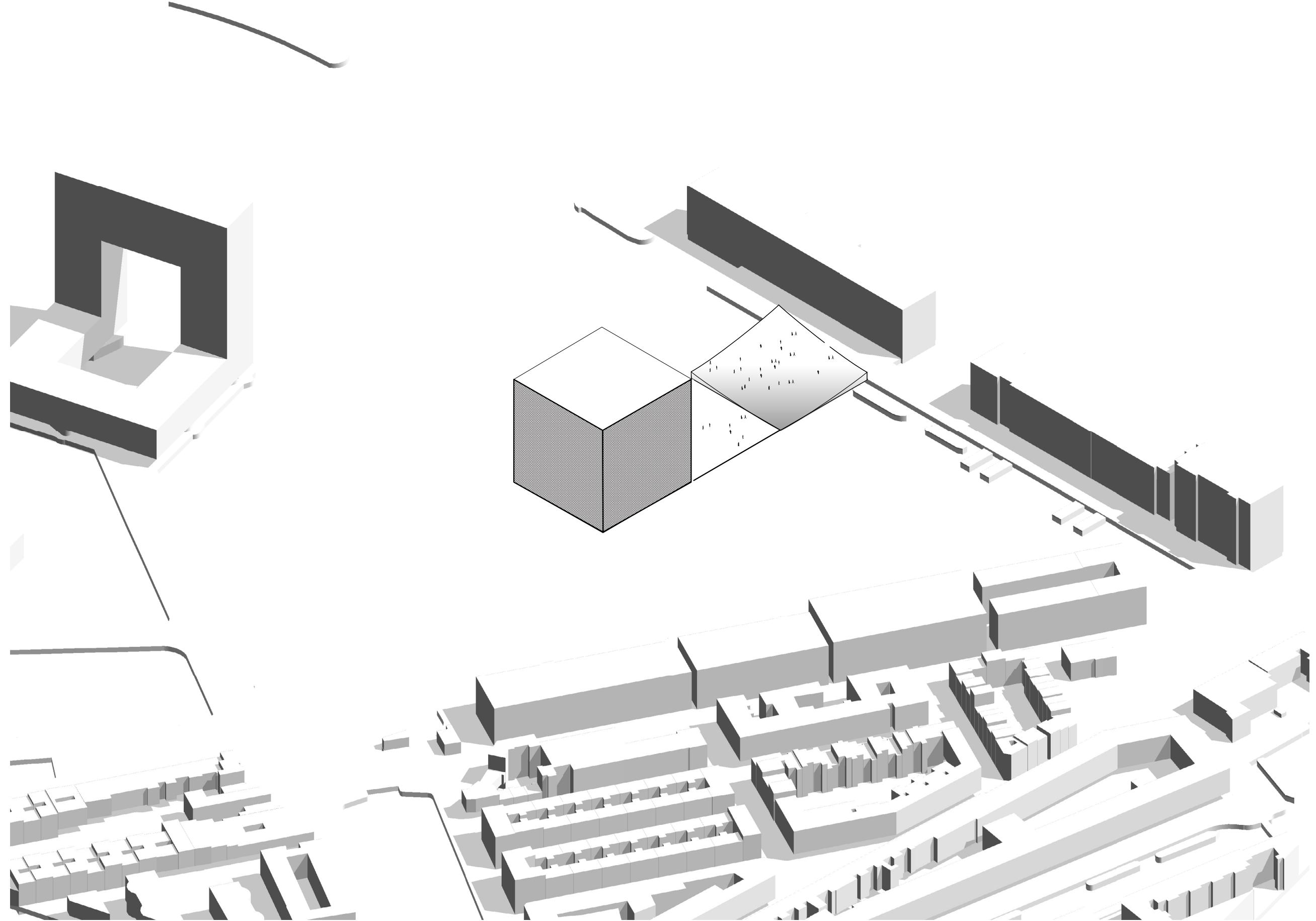


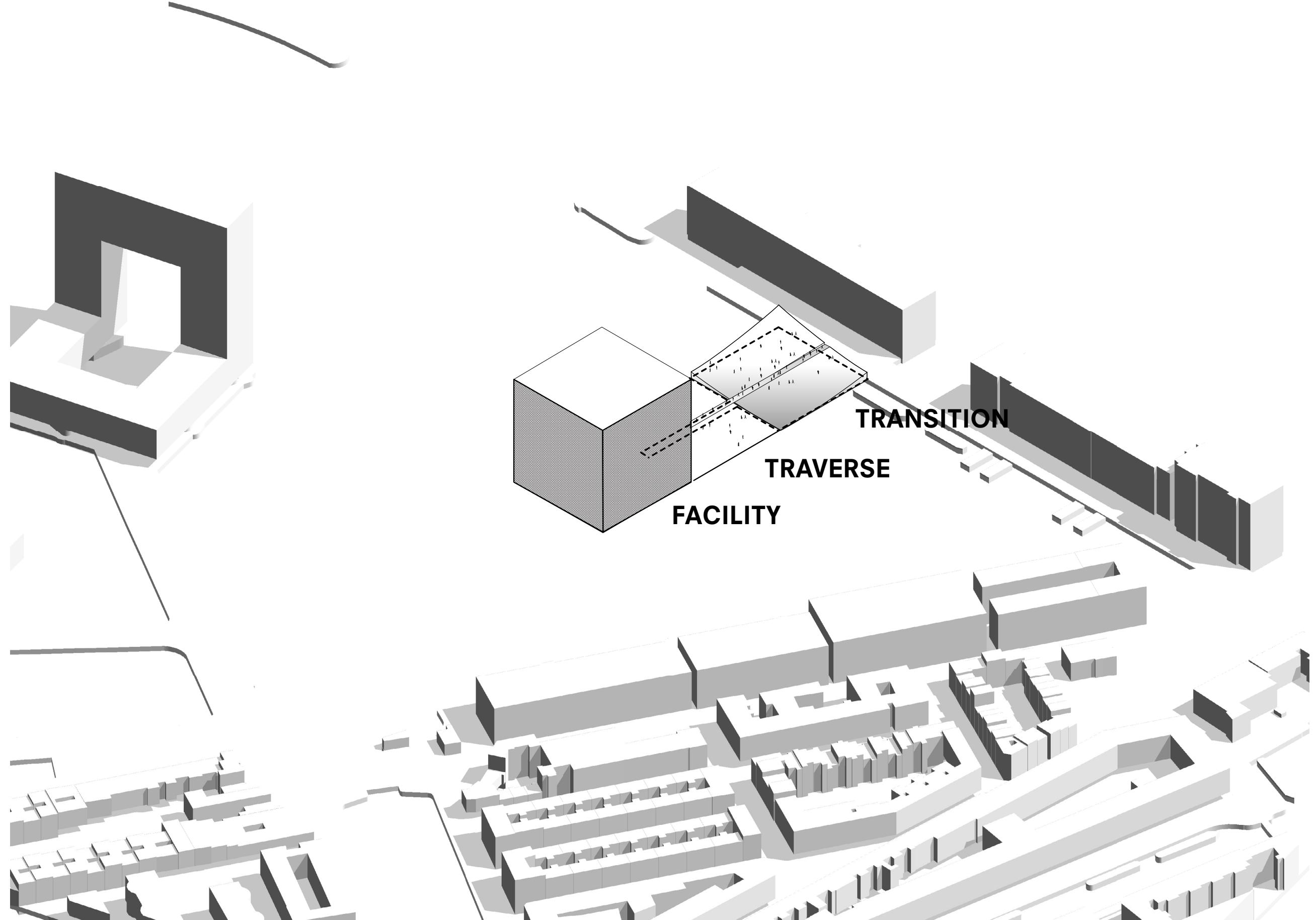


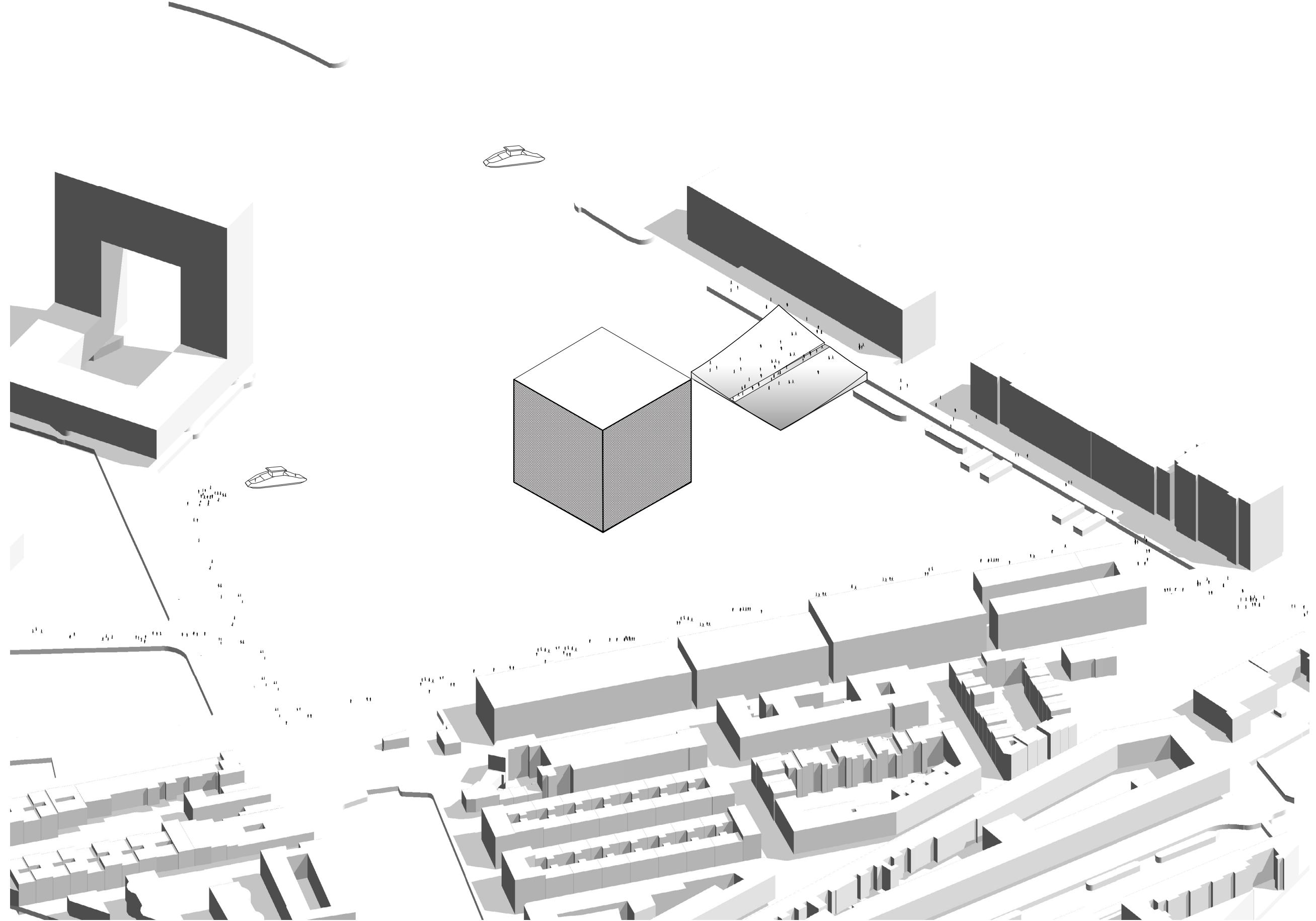


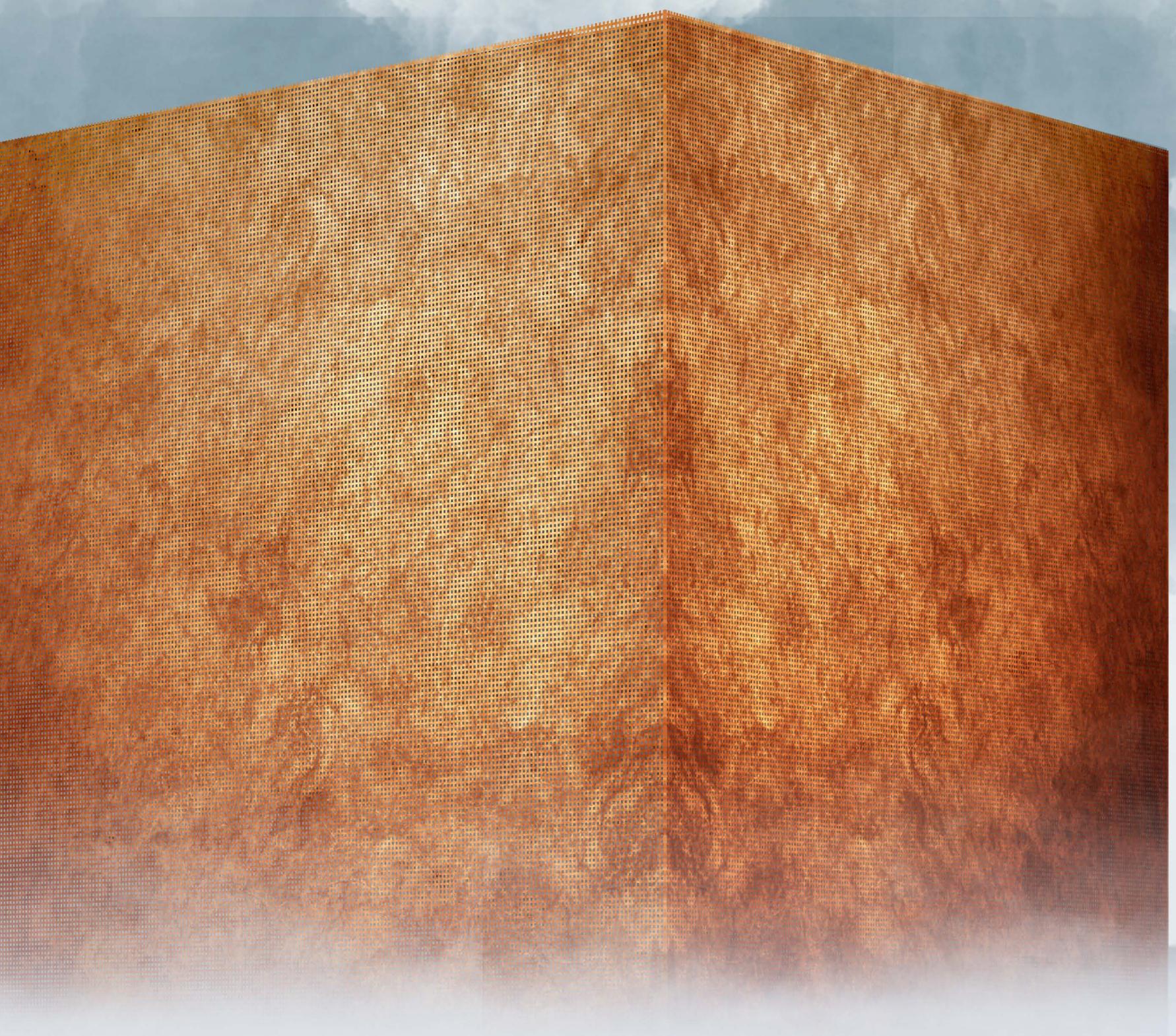






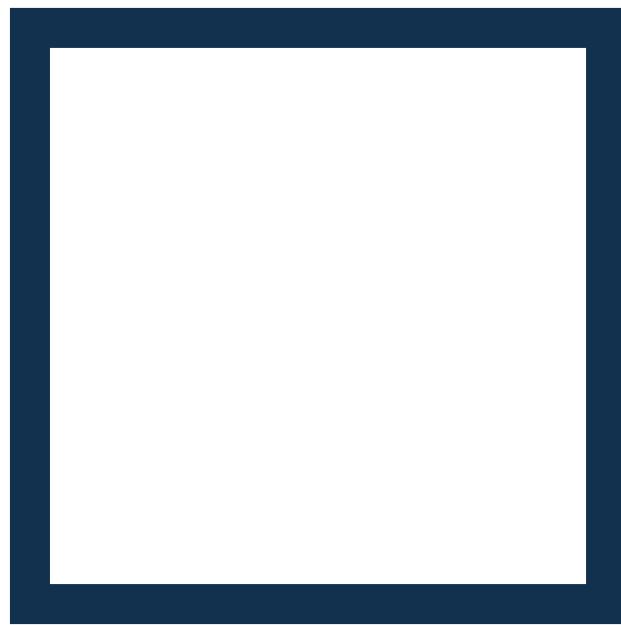


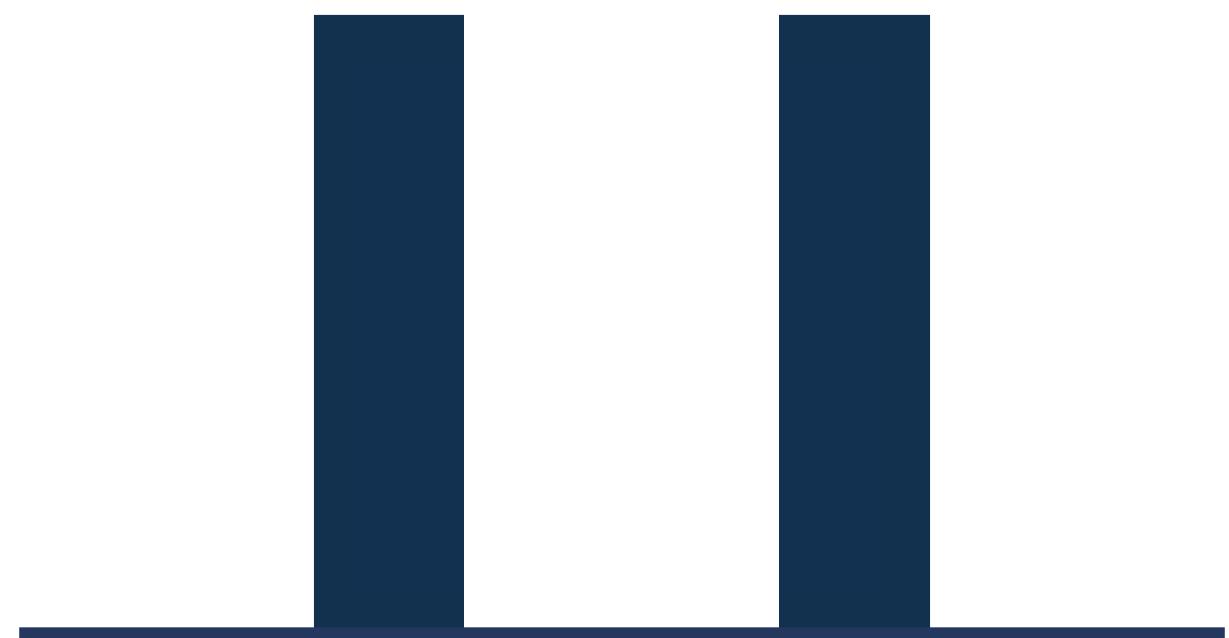




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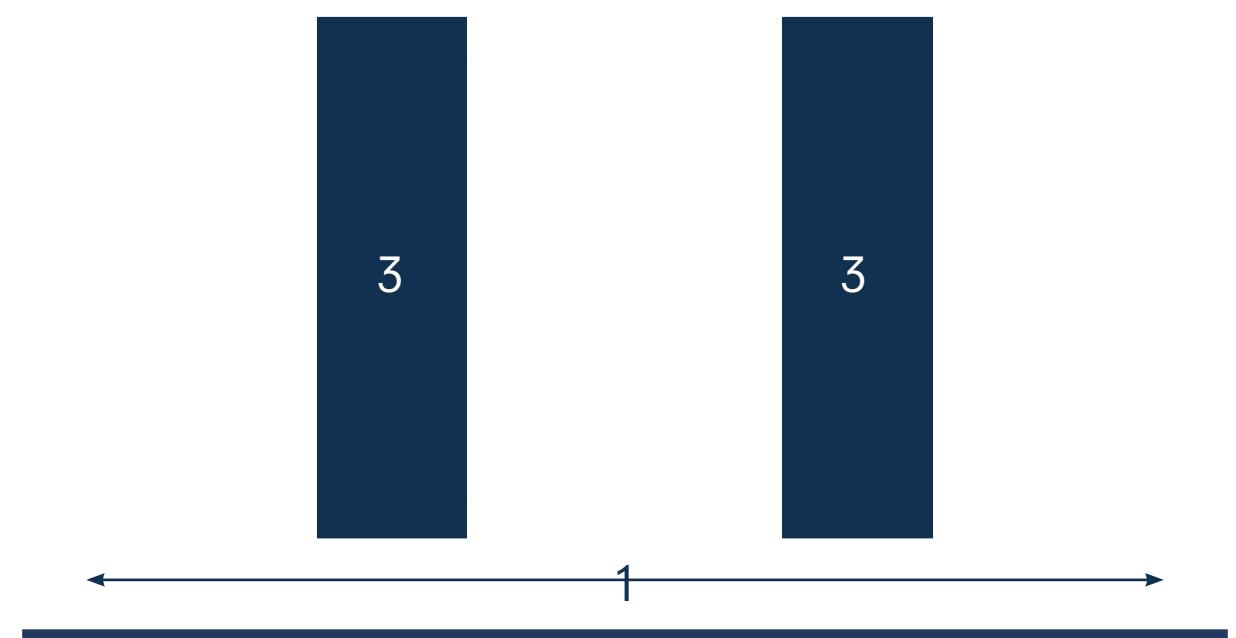


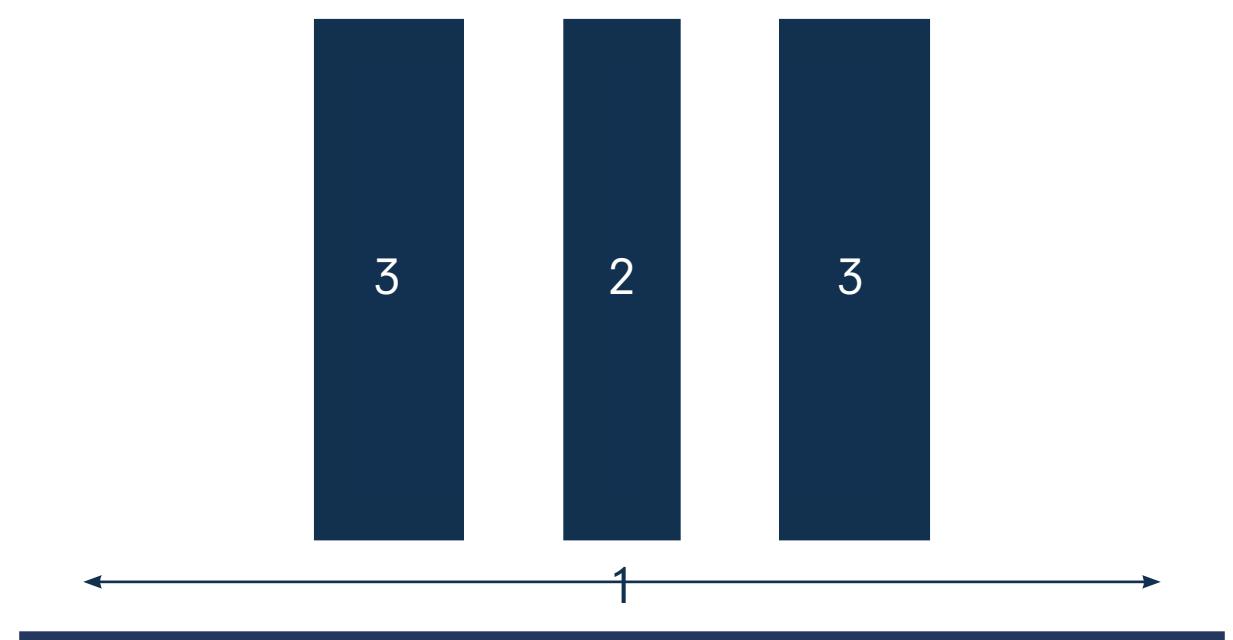


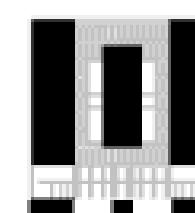
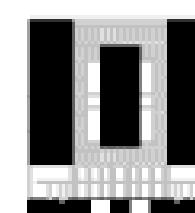
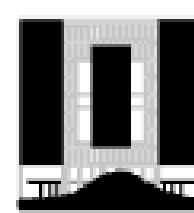
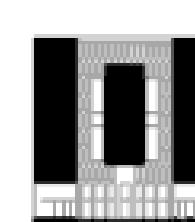
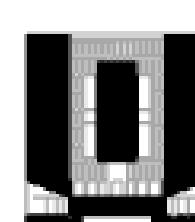
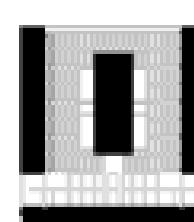
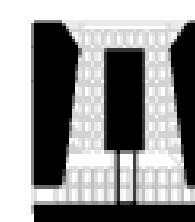
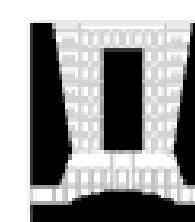
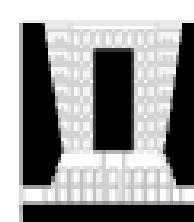
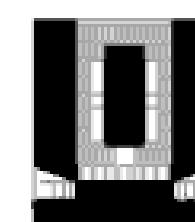
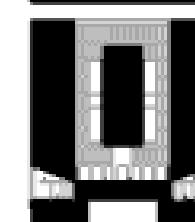
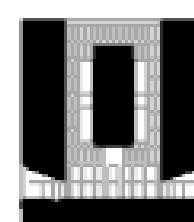
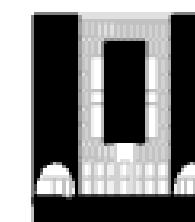
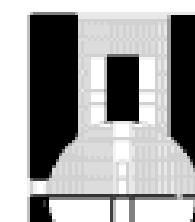
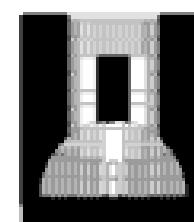
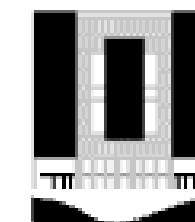
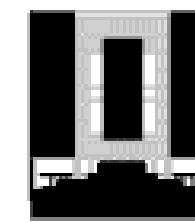
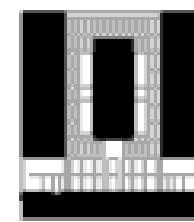


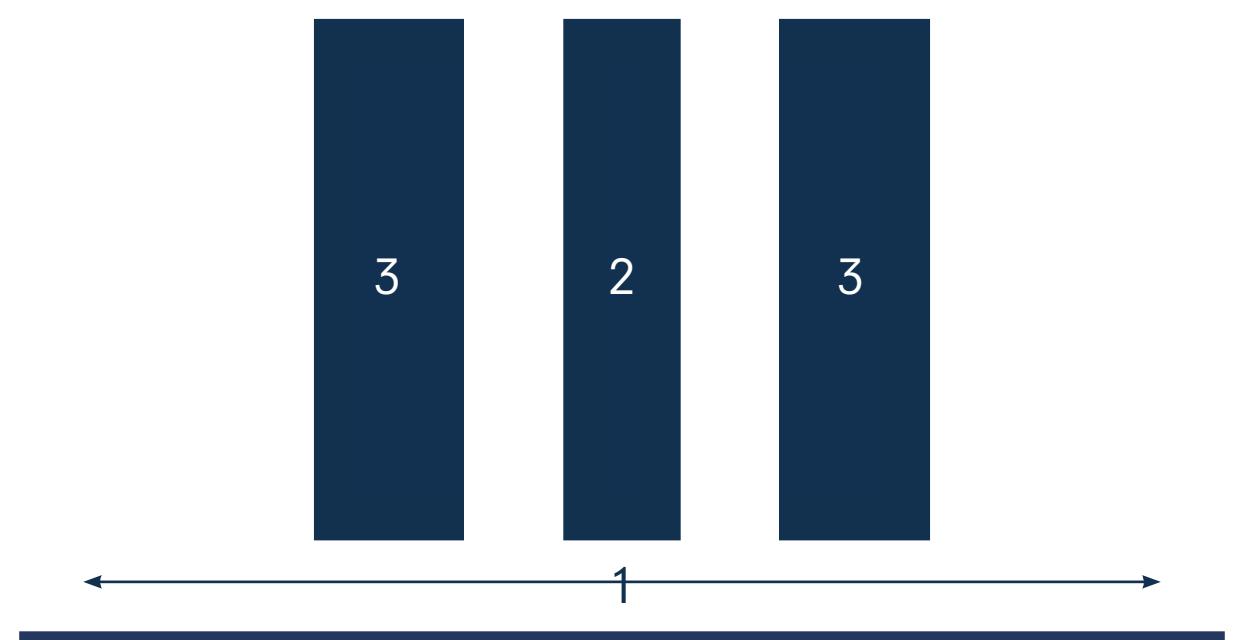


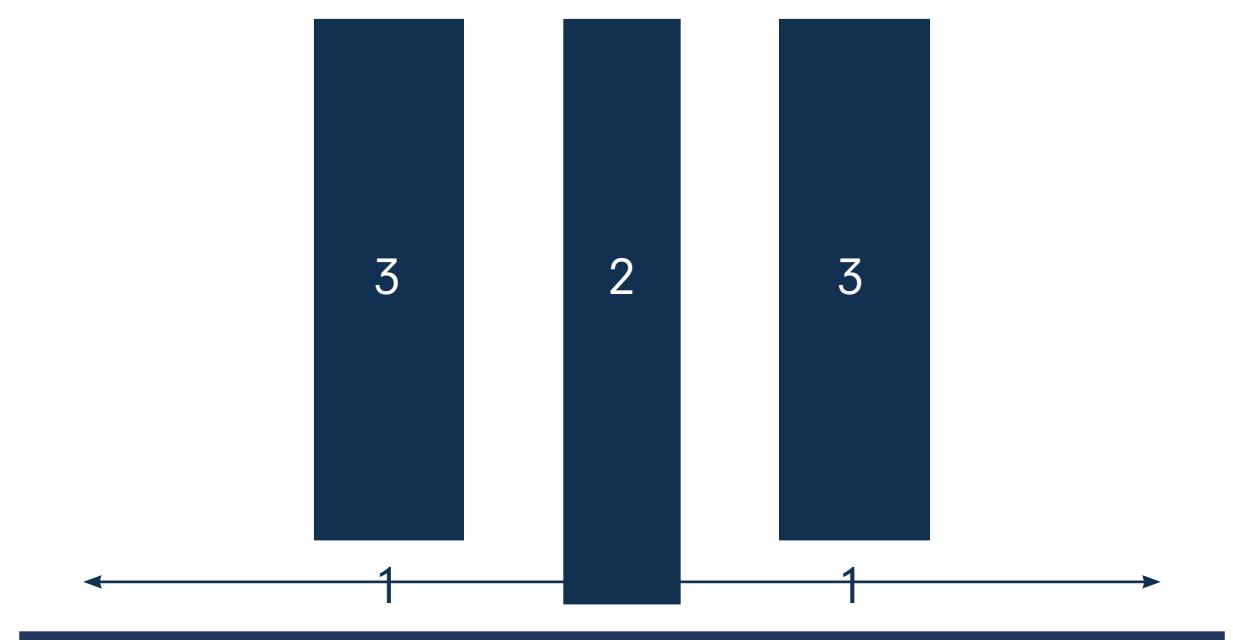


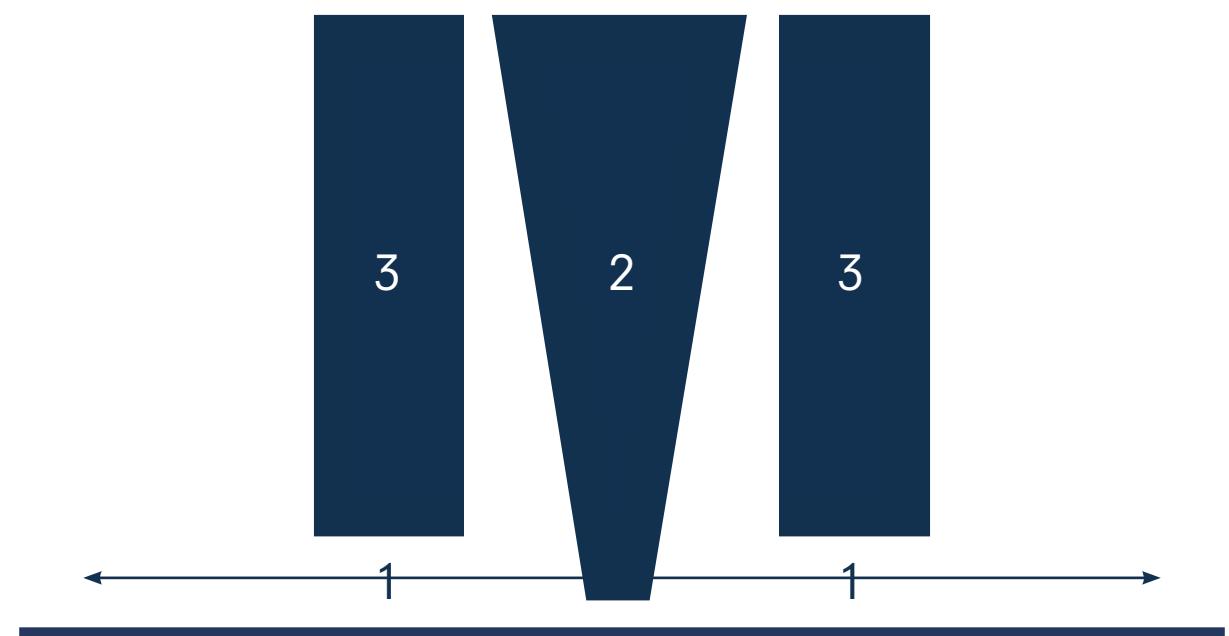














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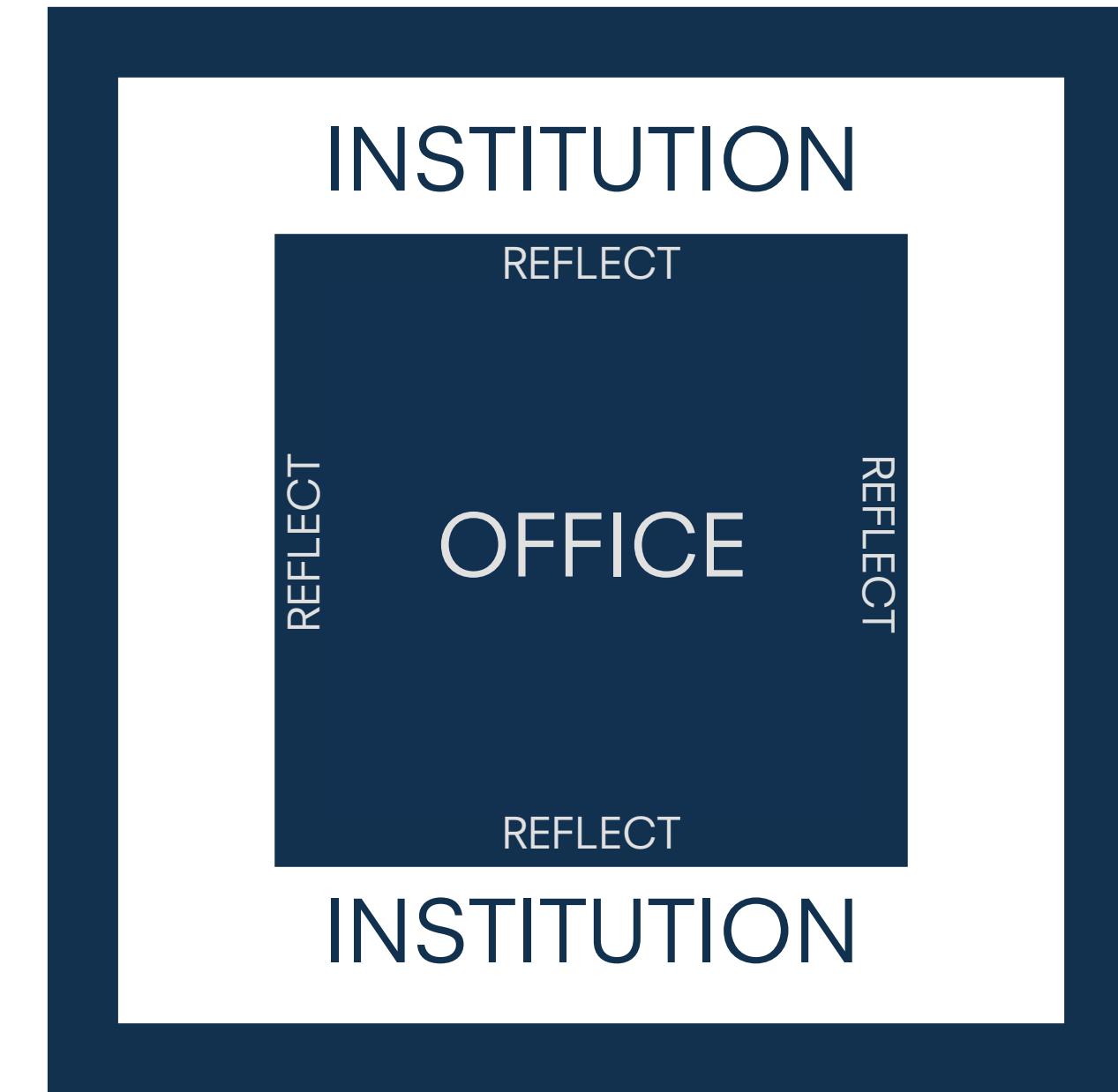
SCULPTURE

SCULPTURE

INSTITUTION

SCULPTURE

SCULPTURE

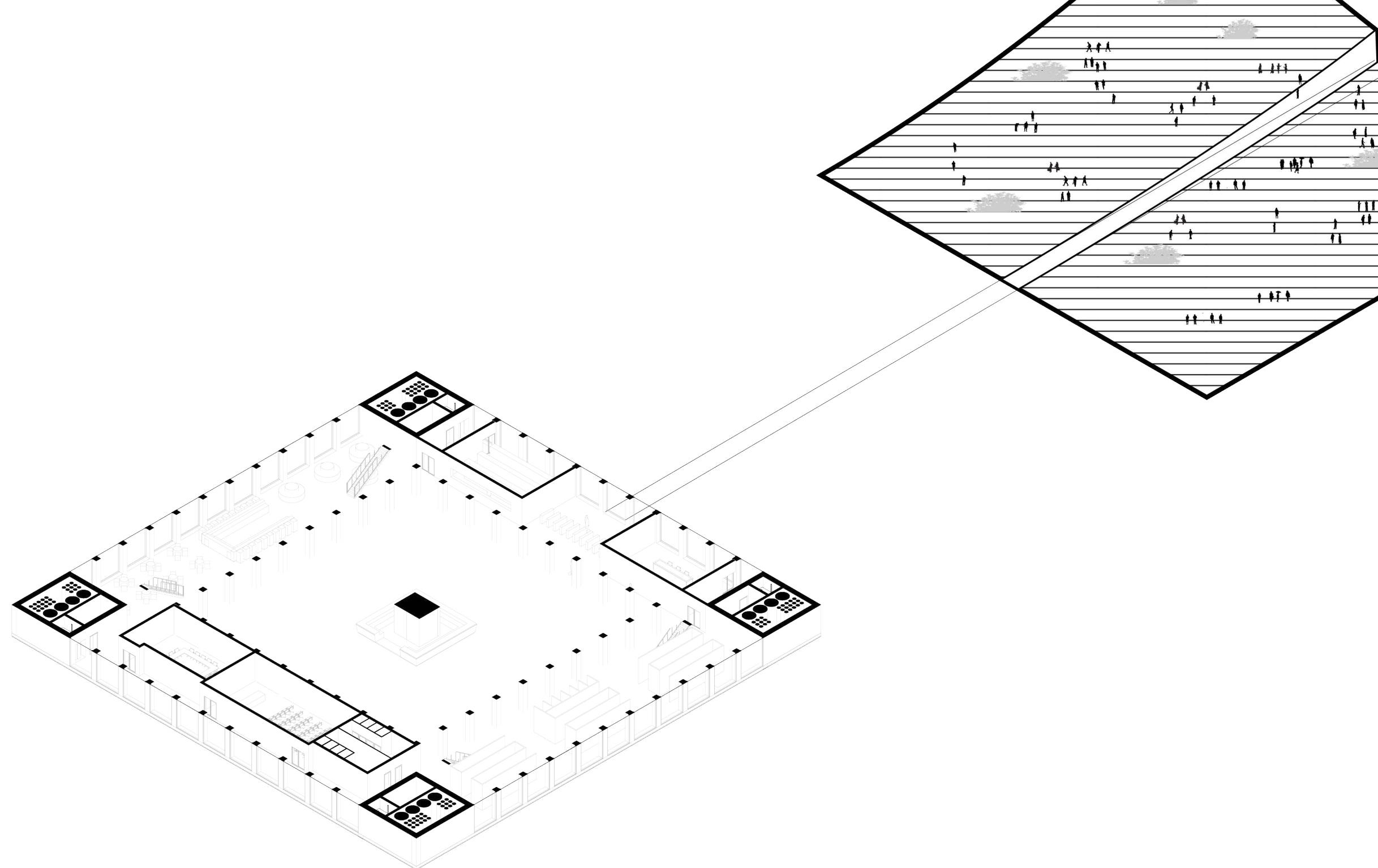


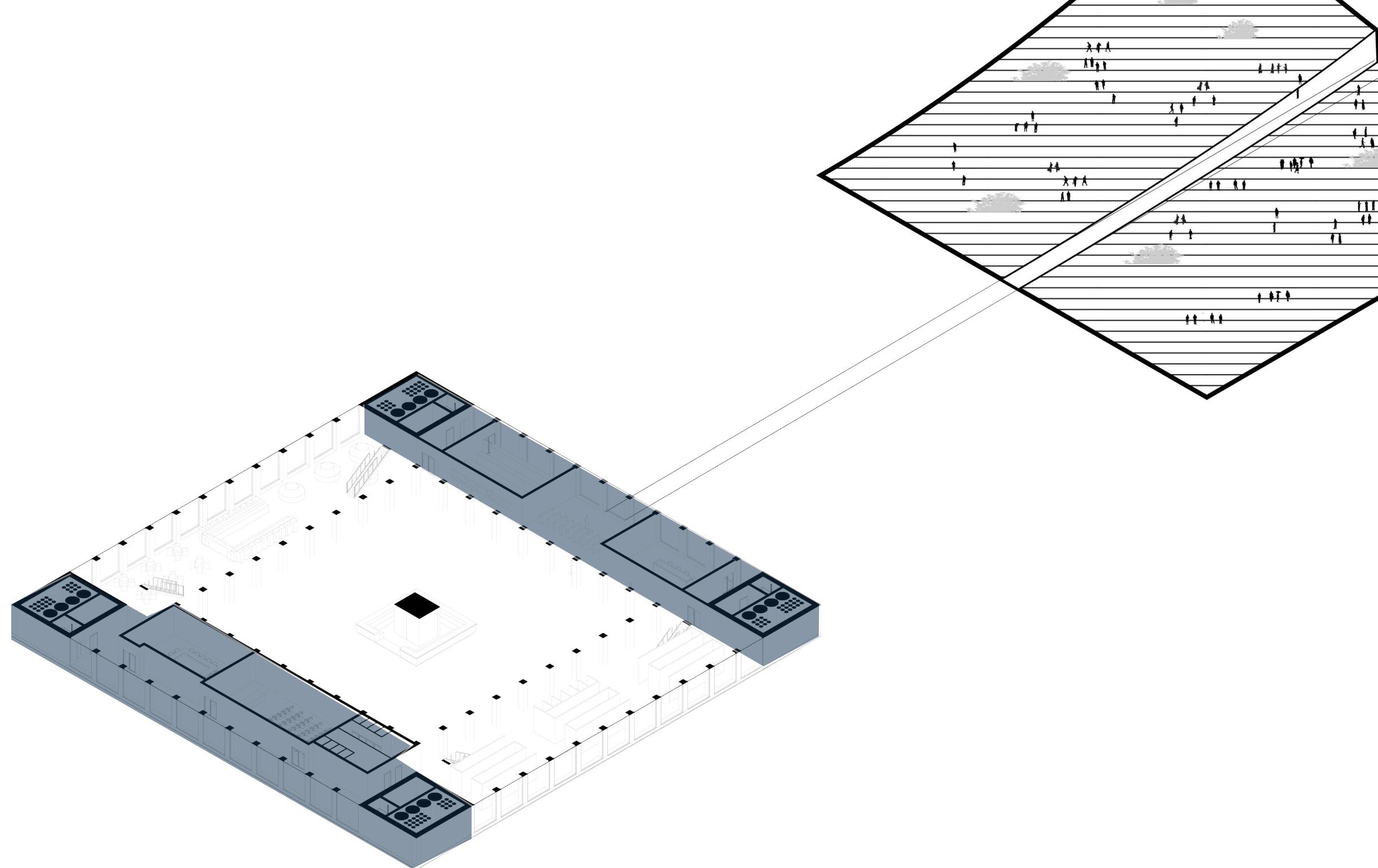
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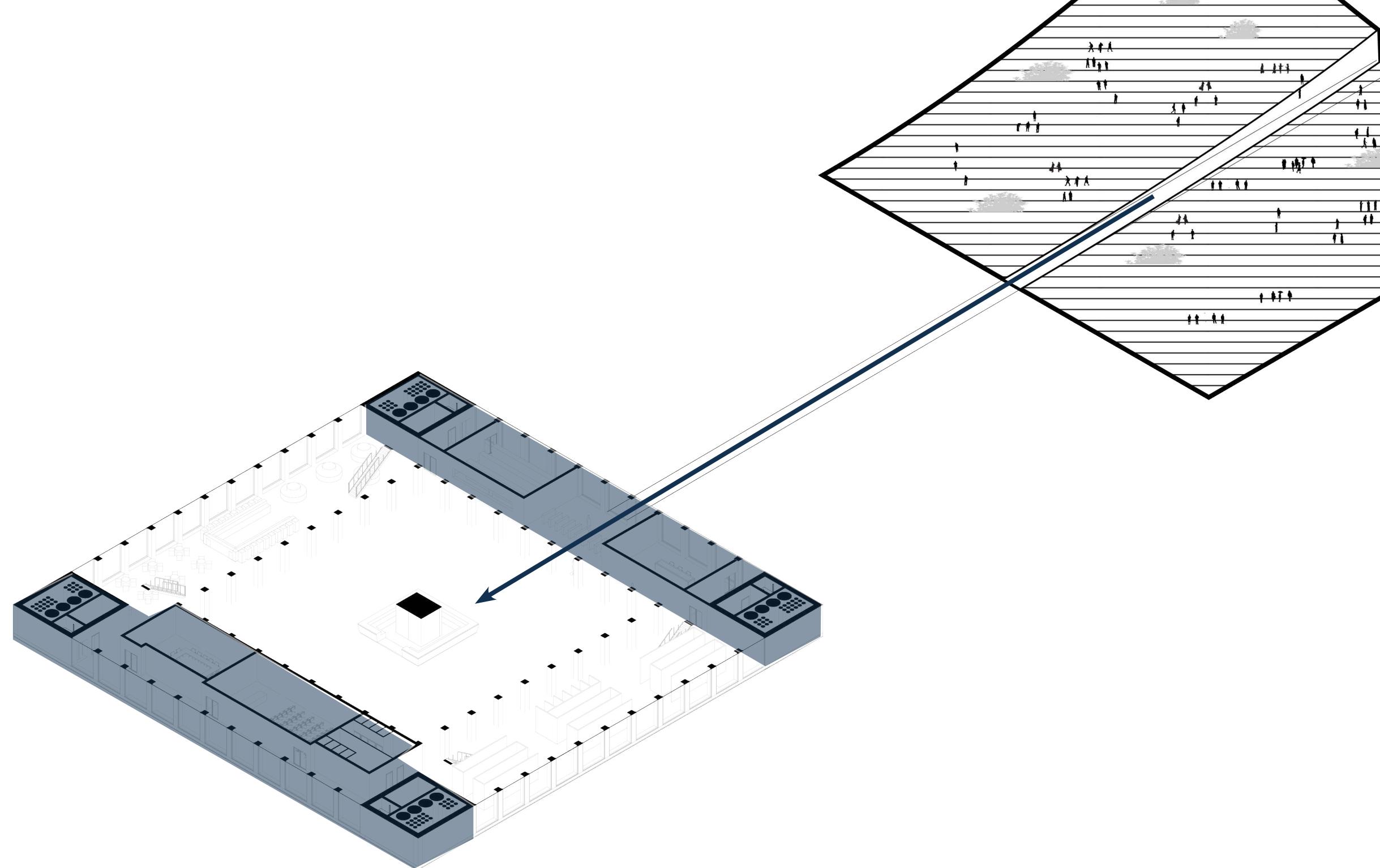


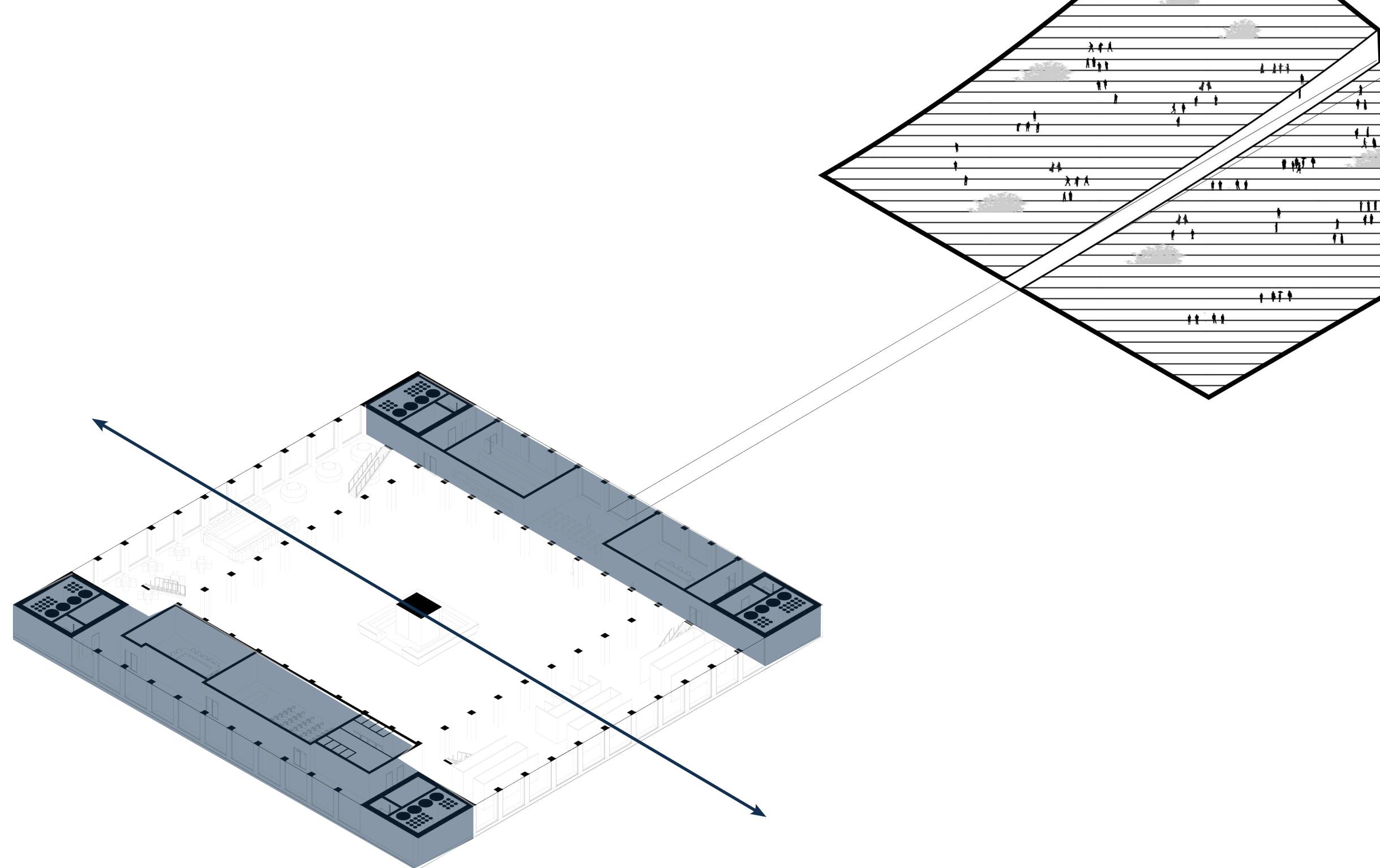


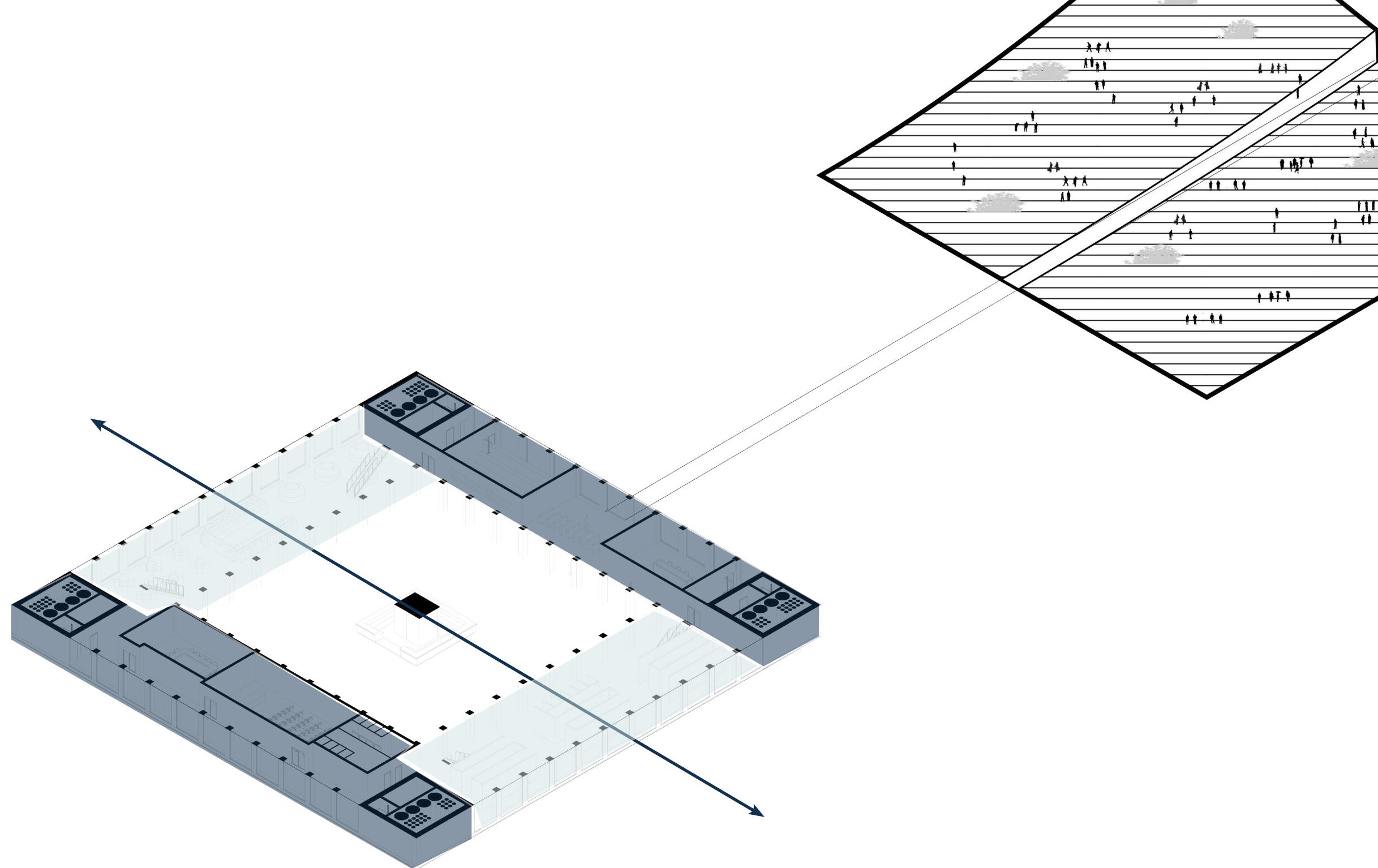


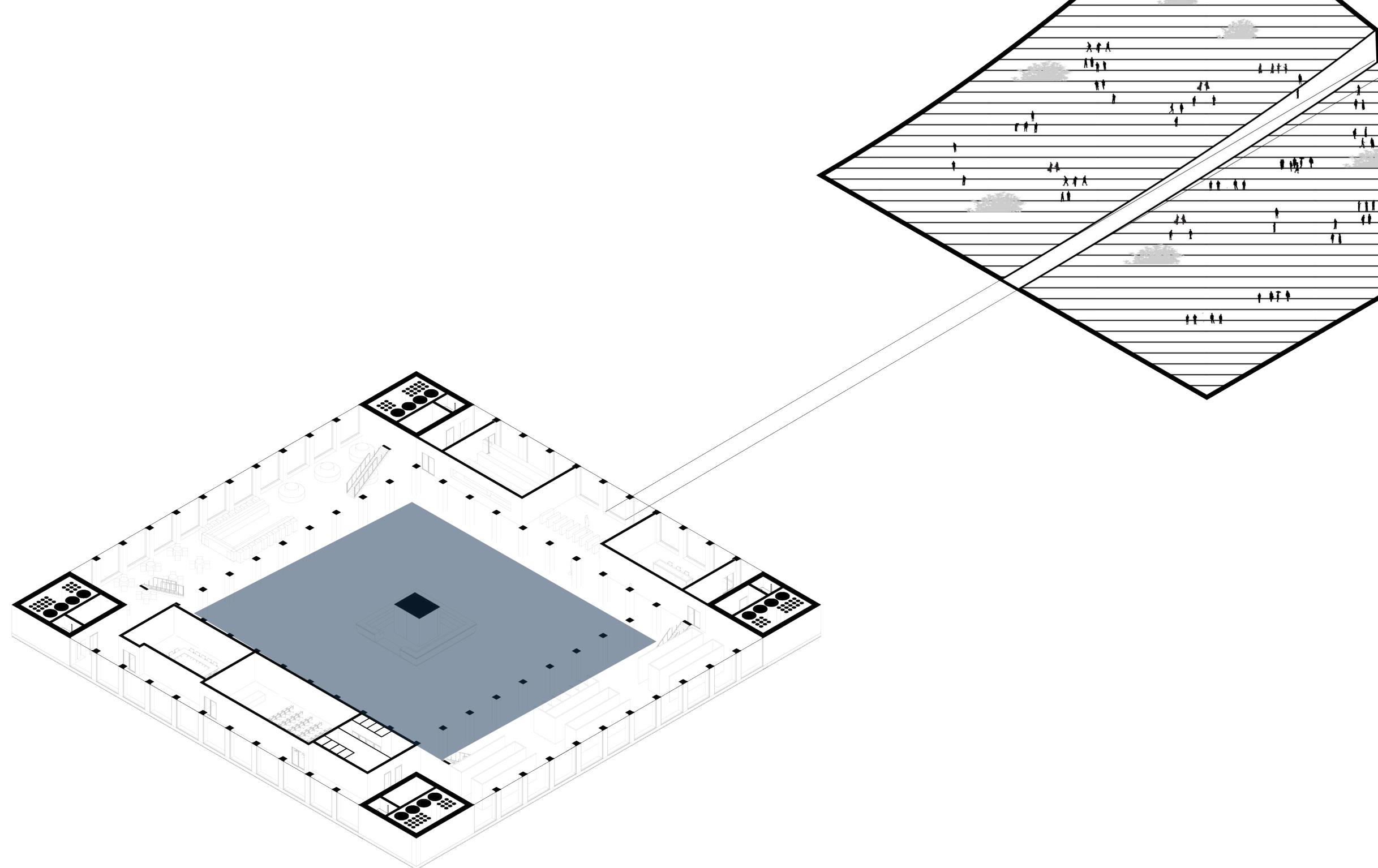


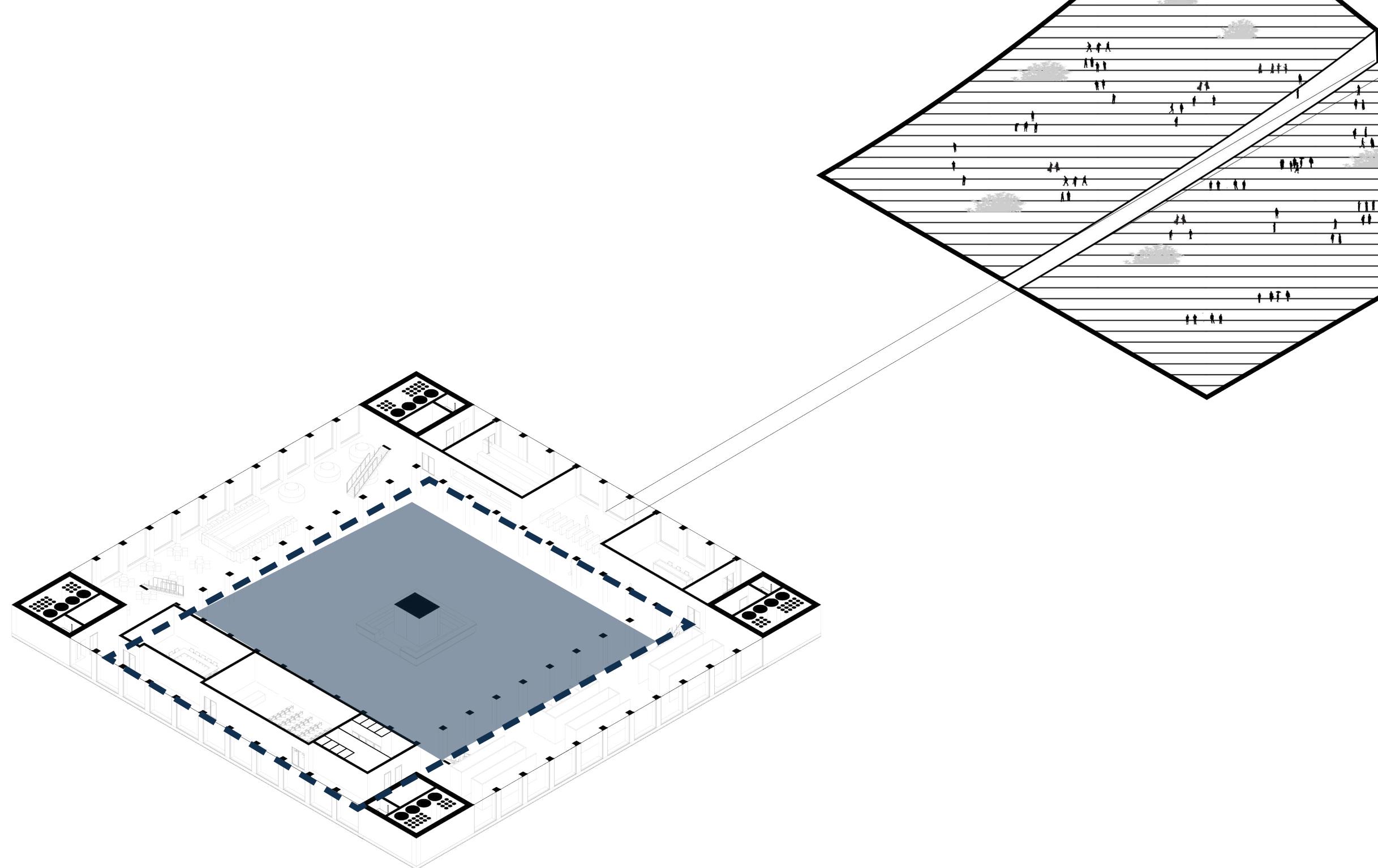


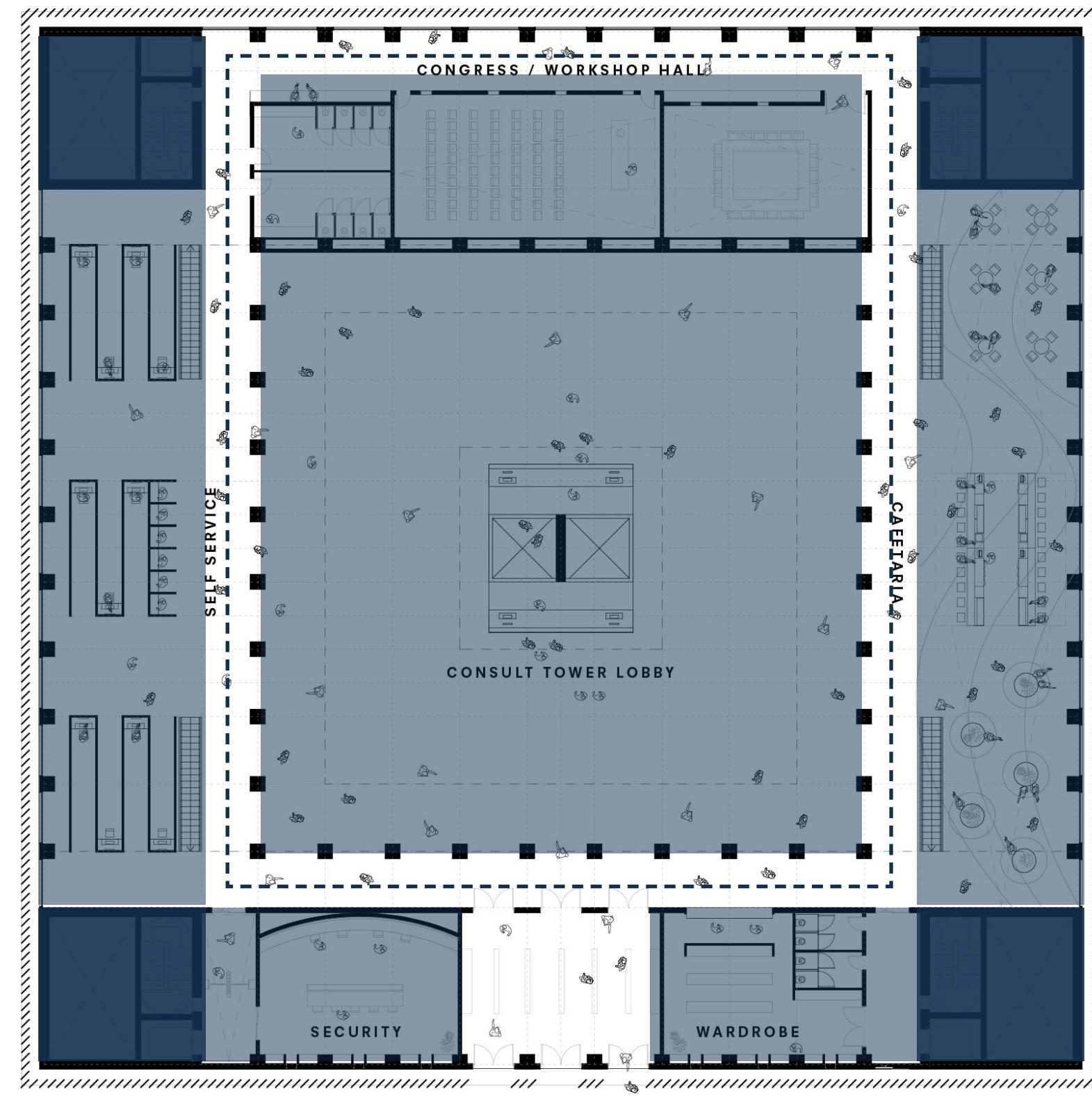












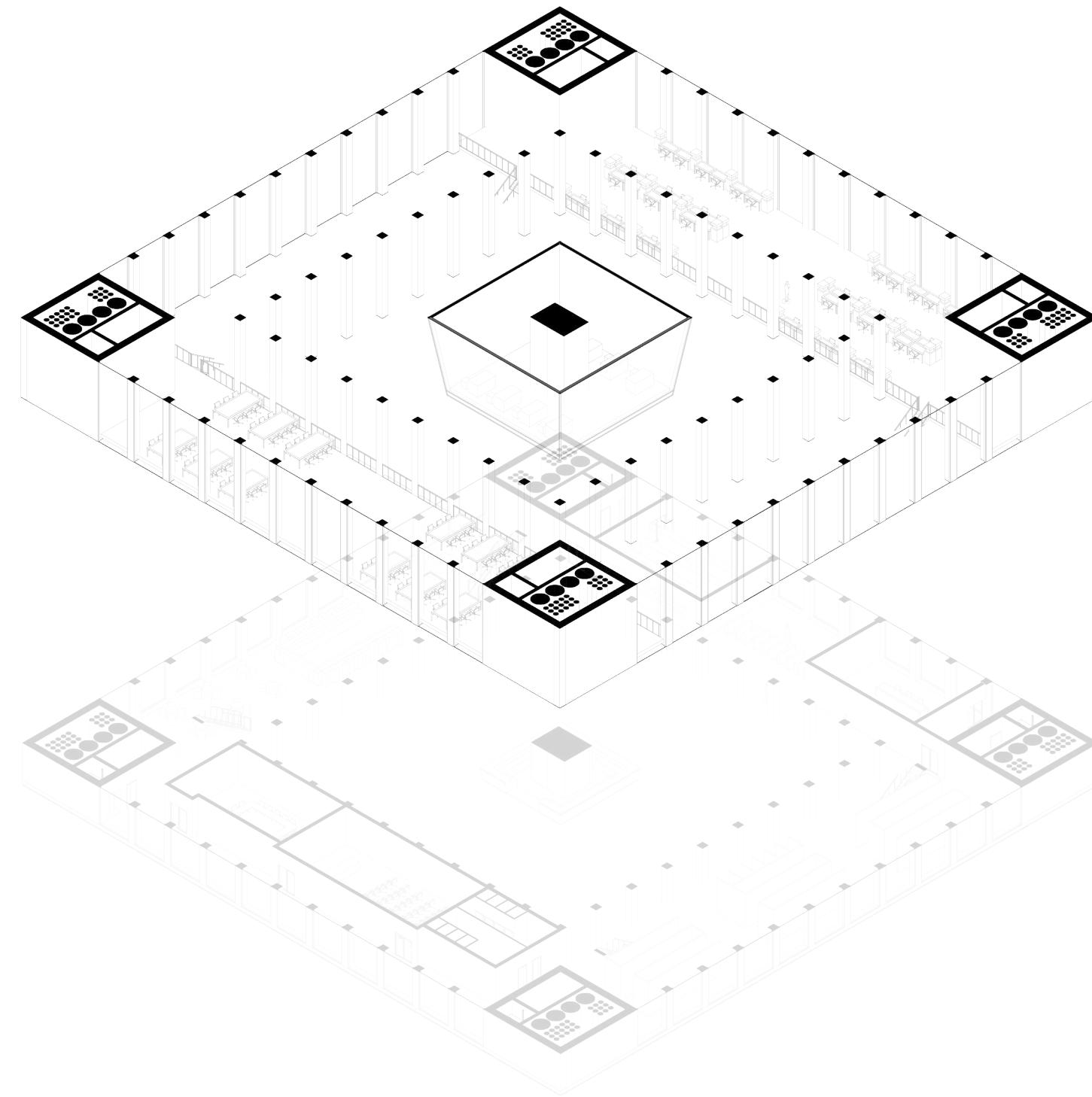


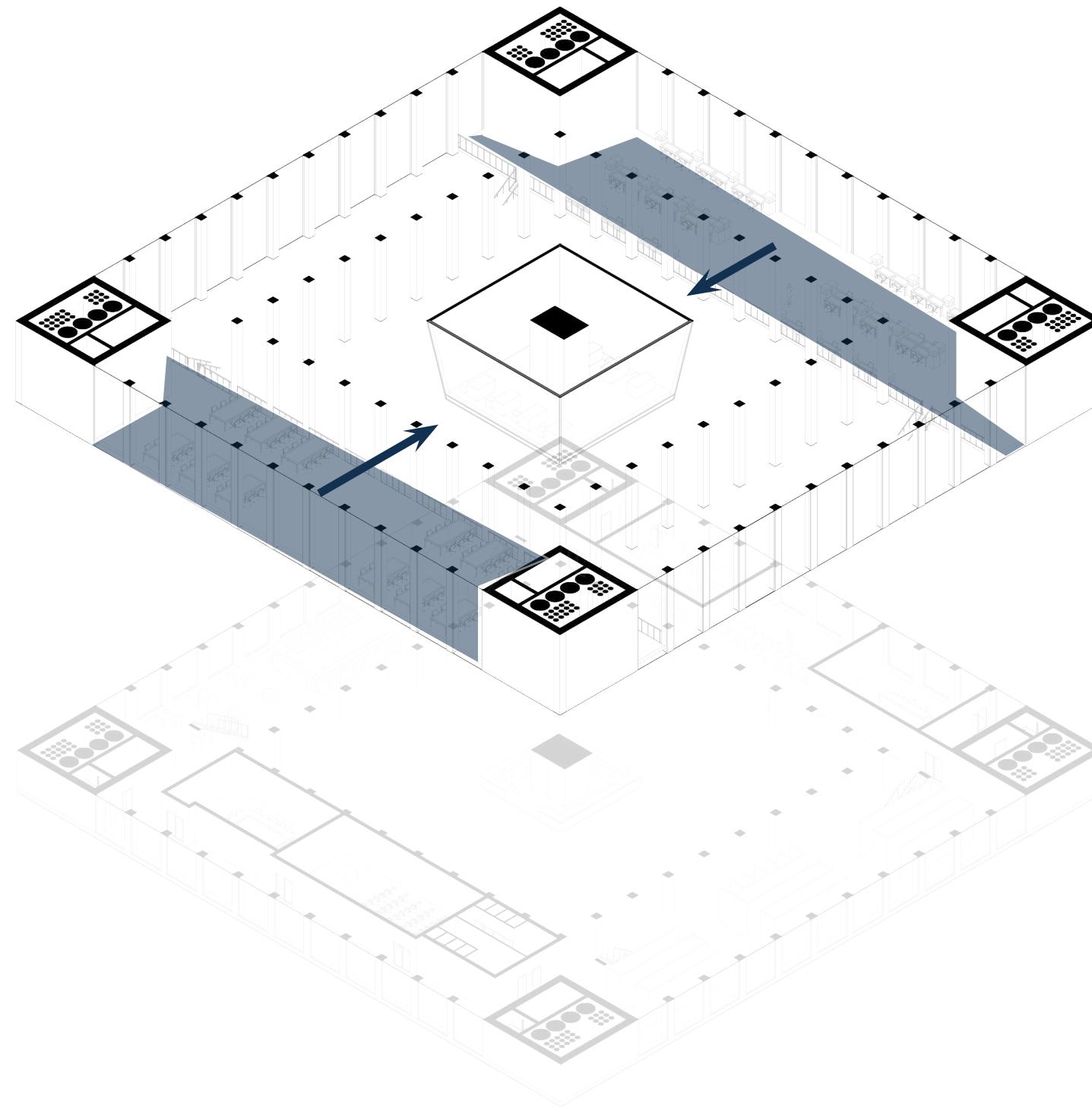


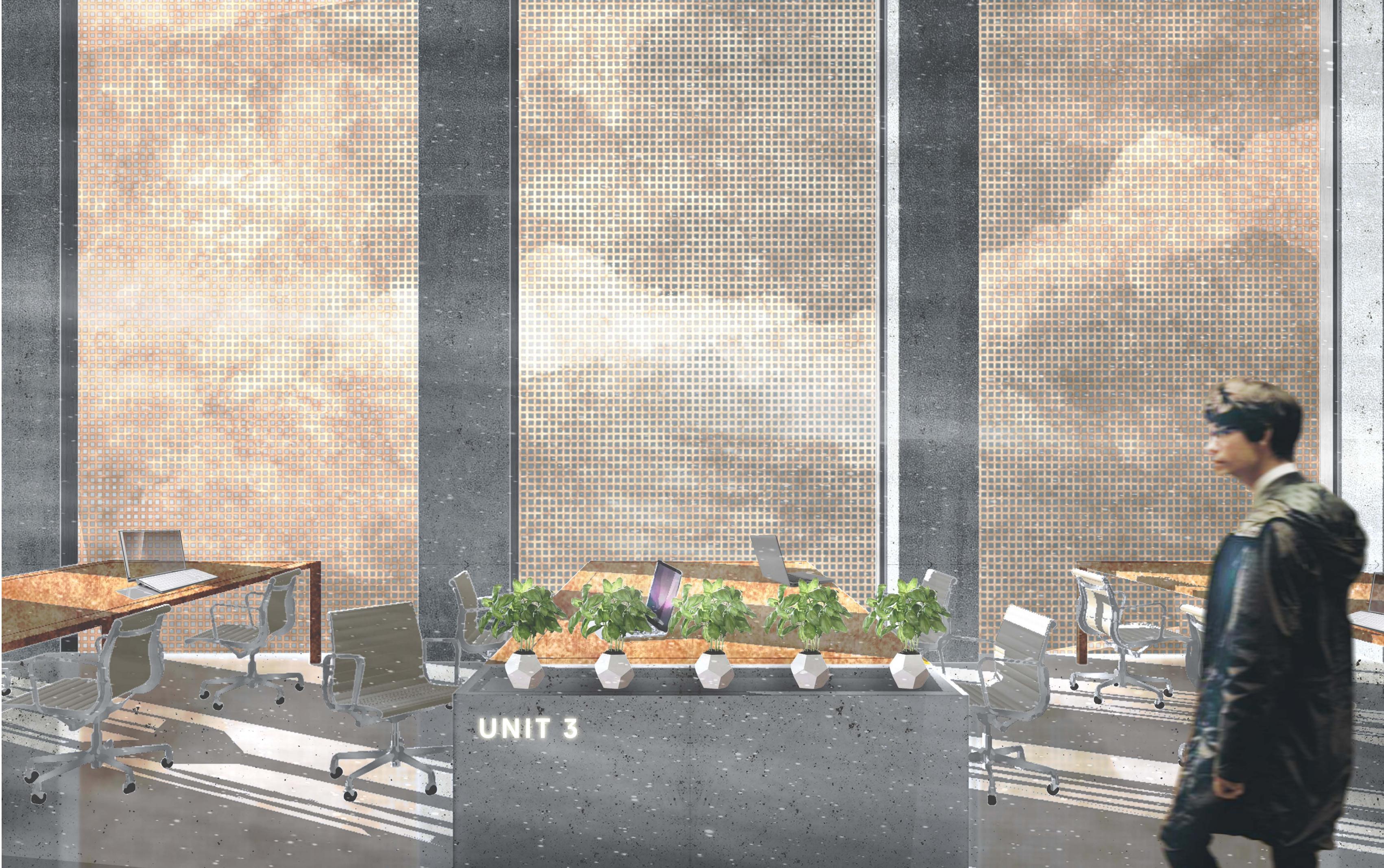






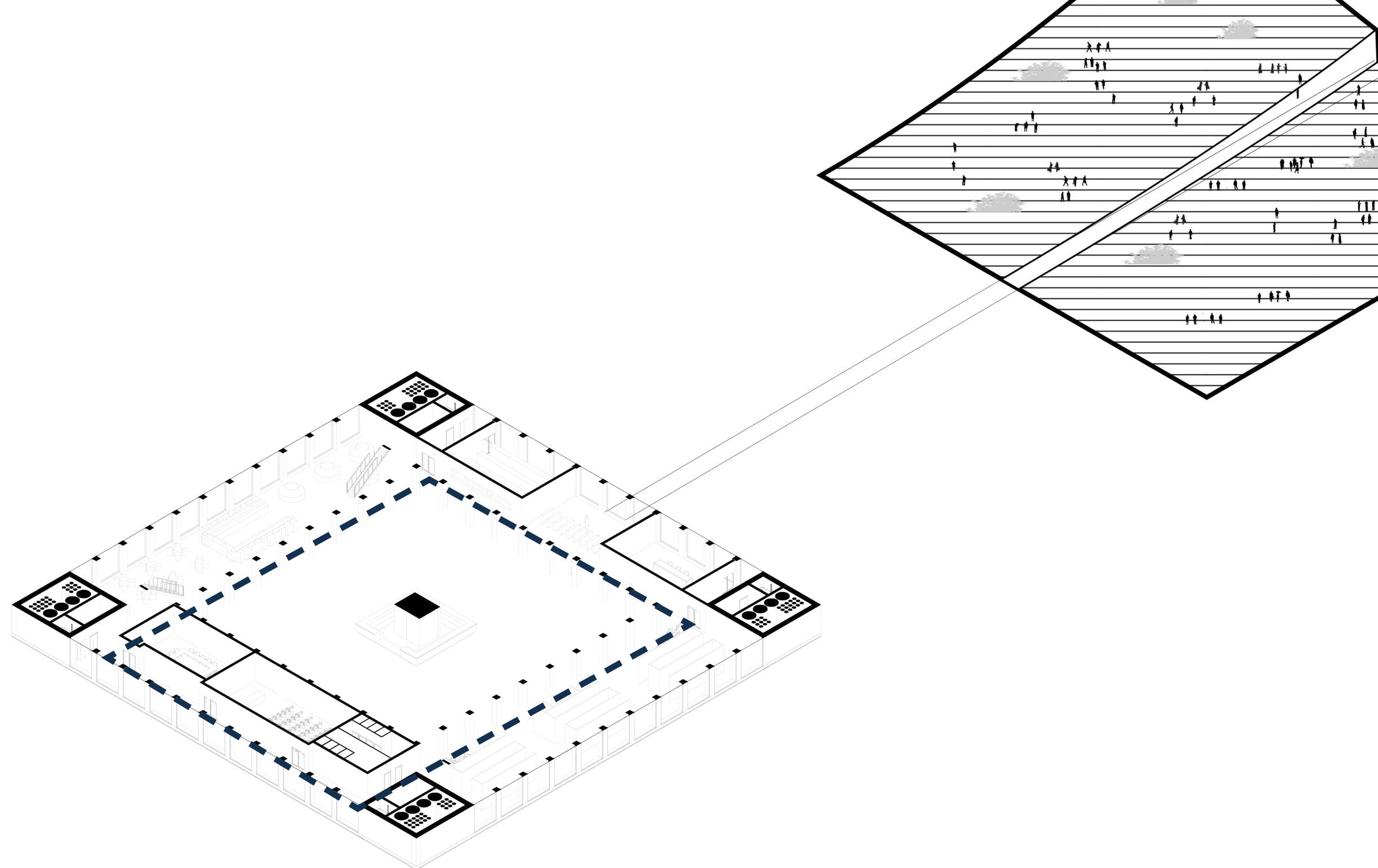


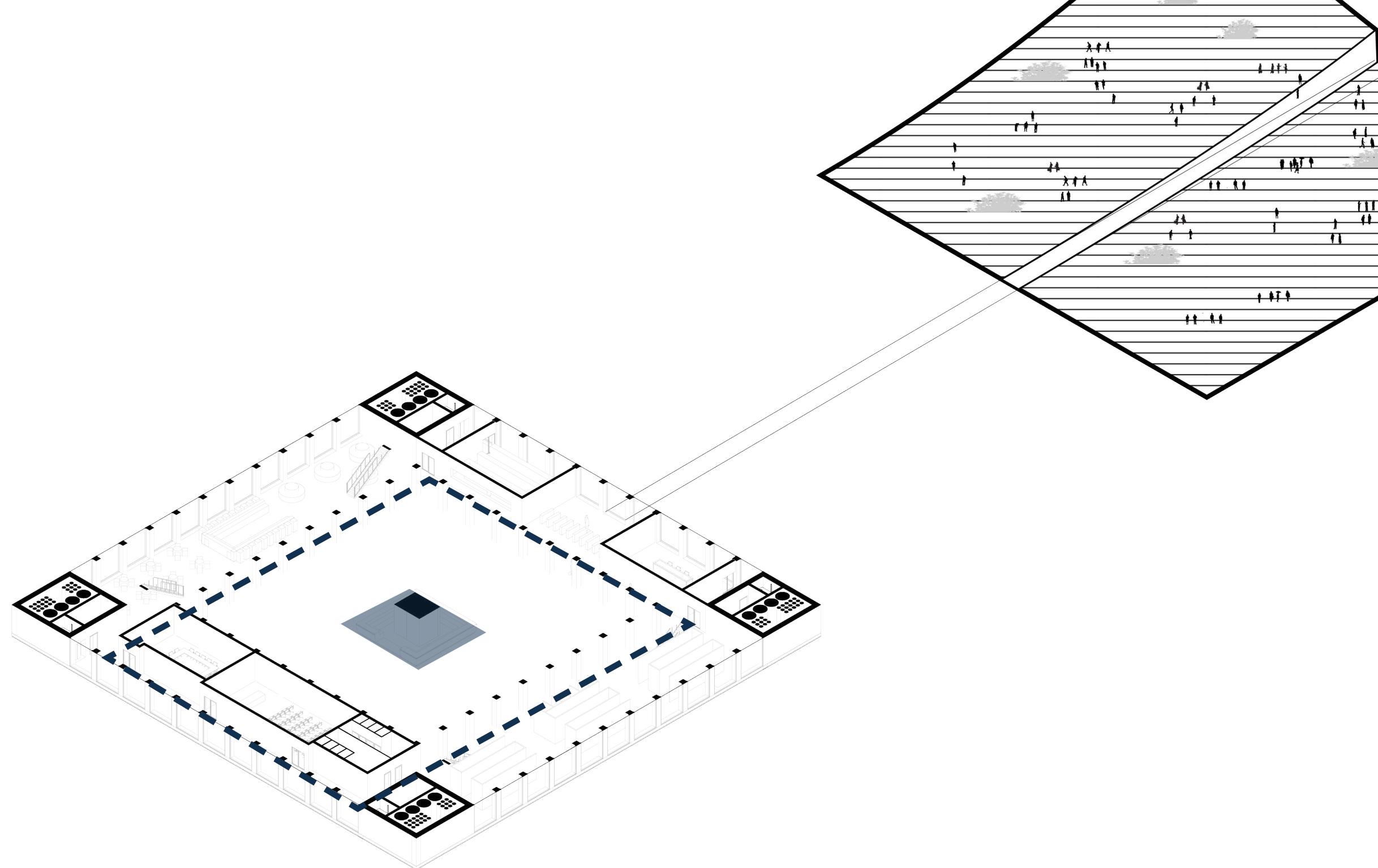




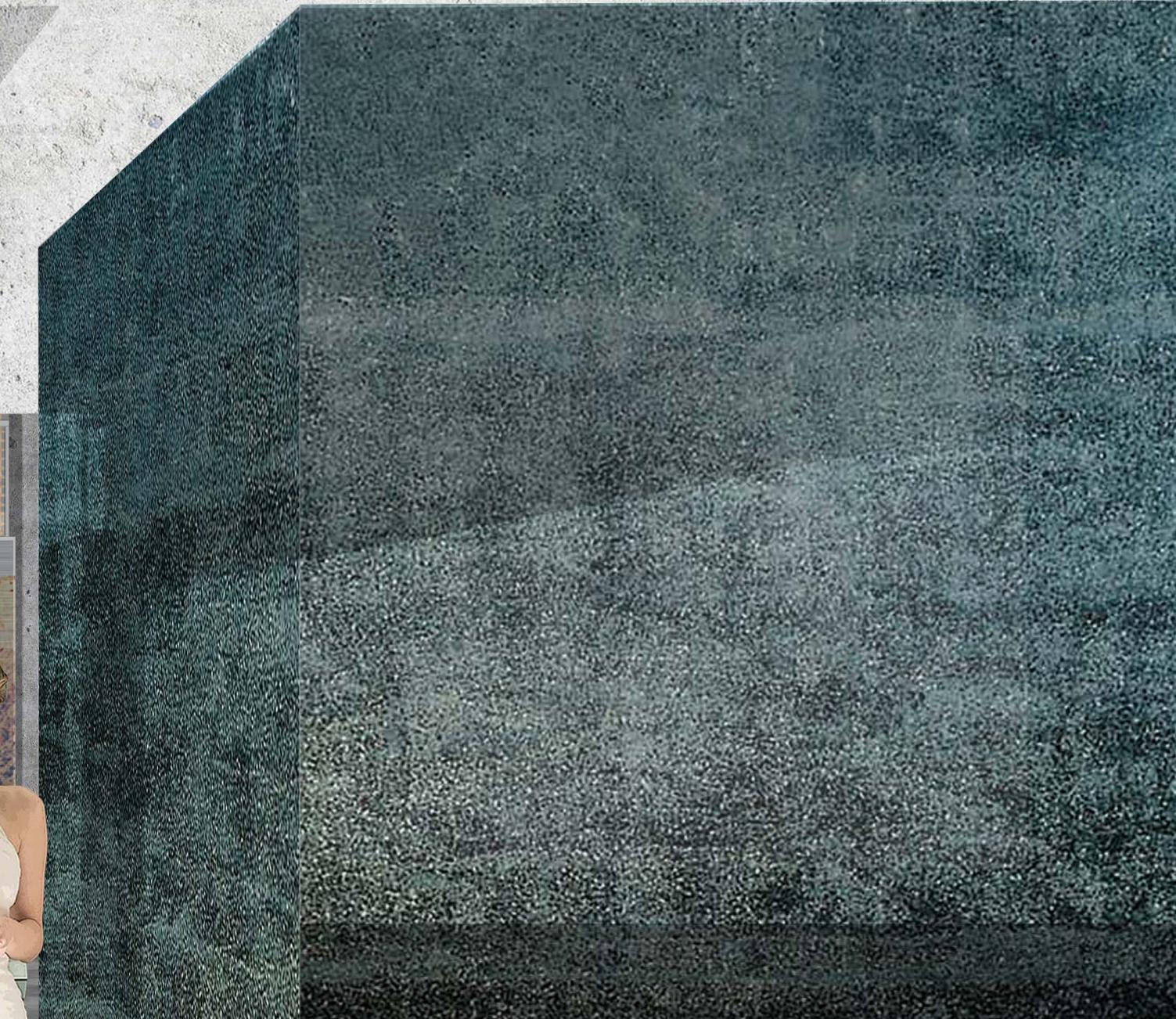
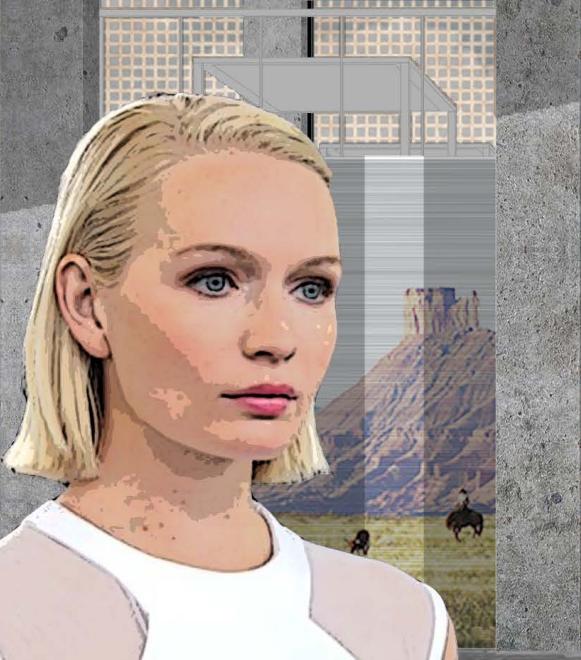
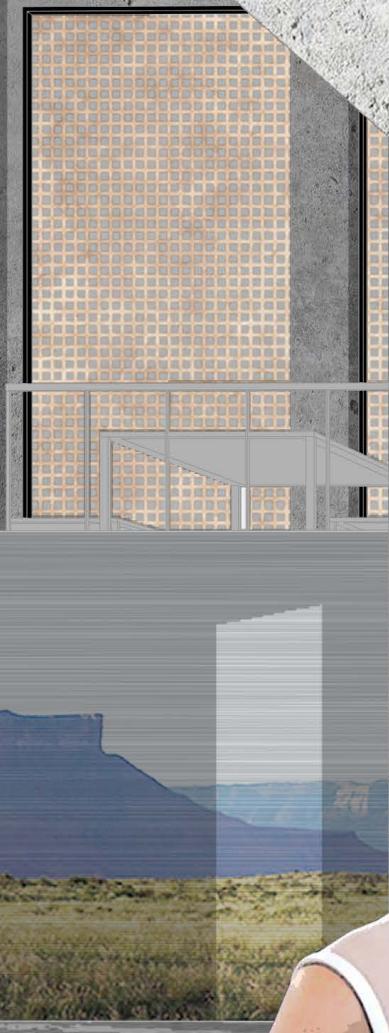
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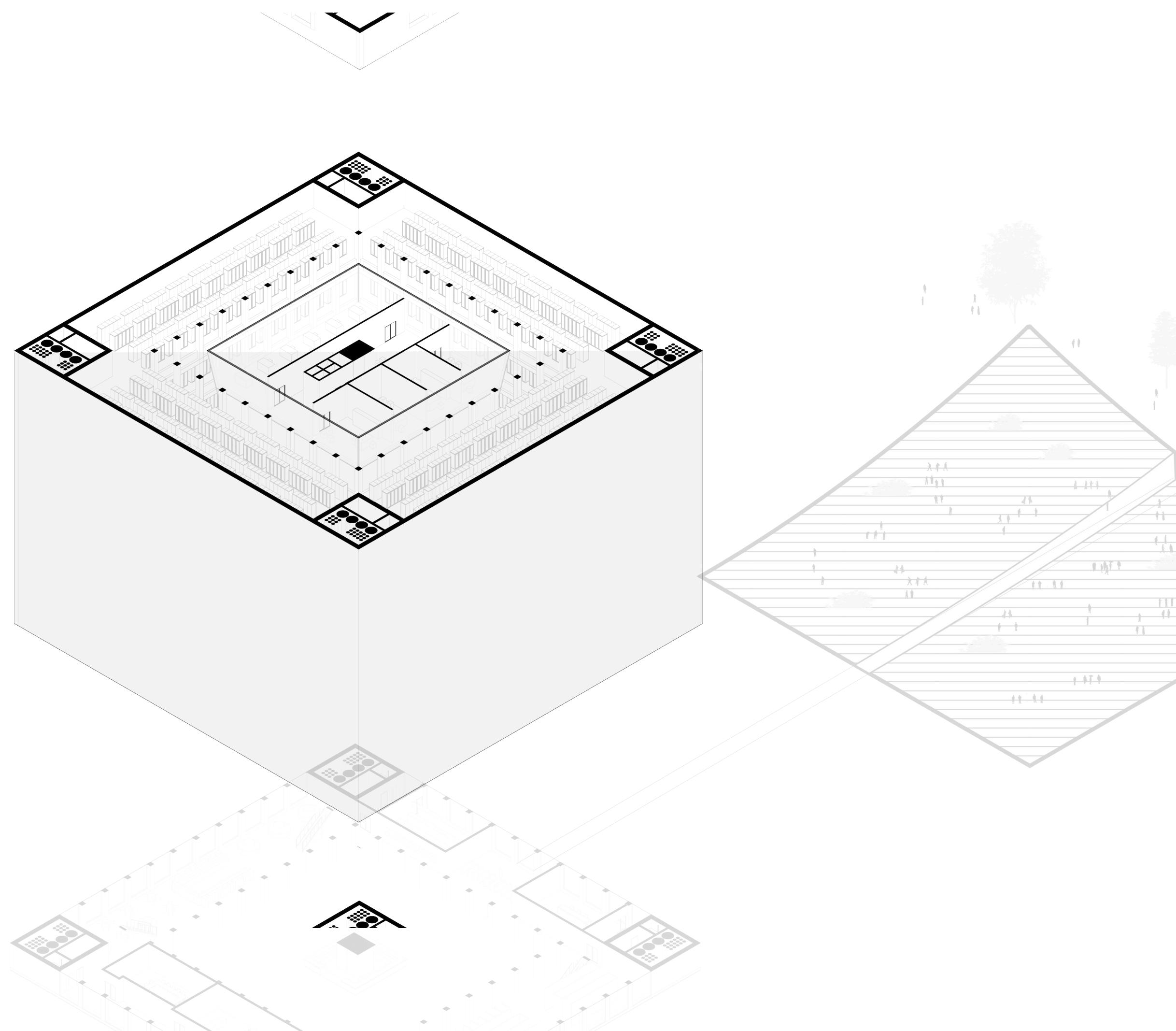


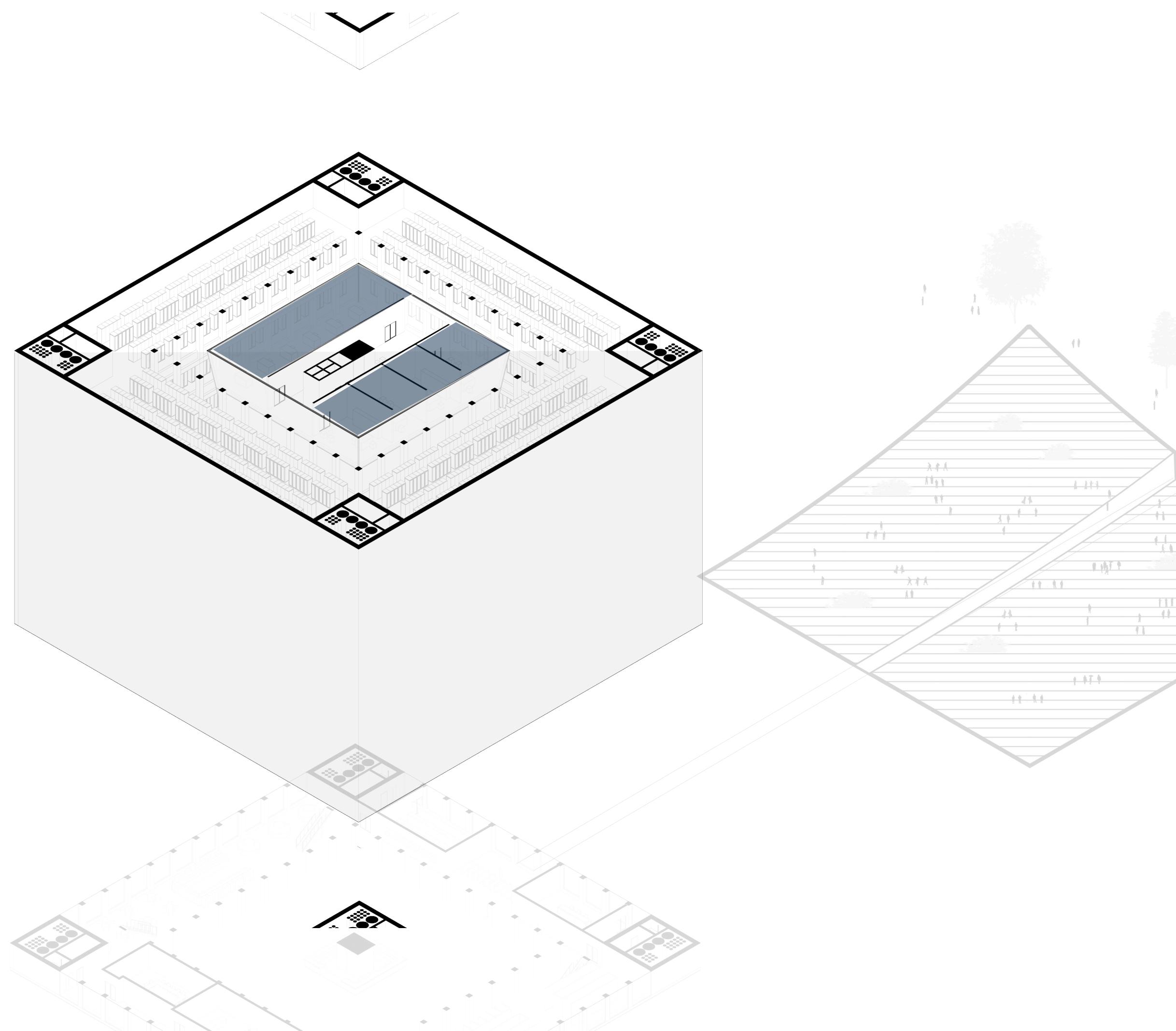








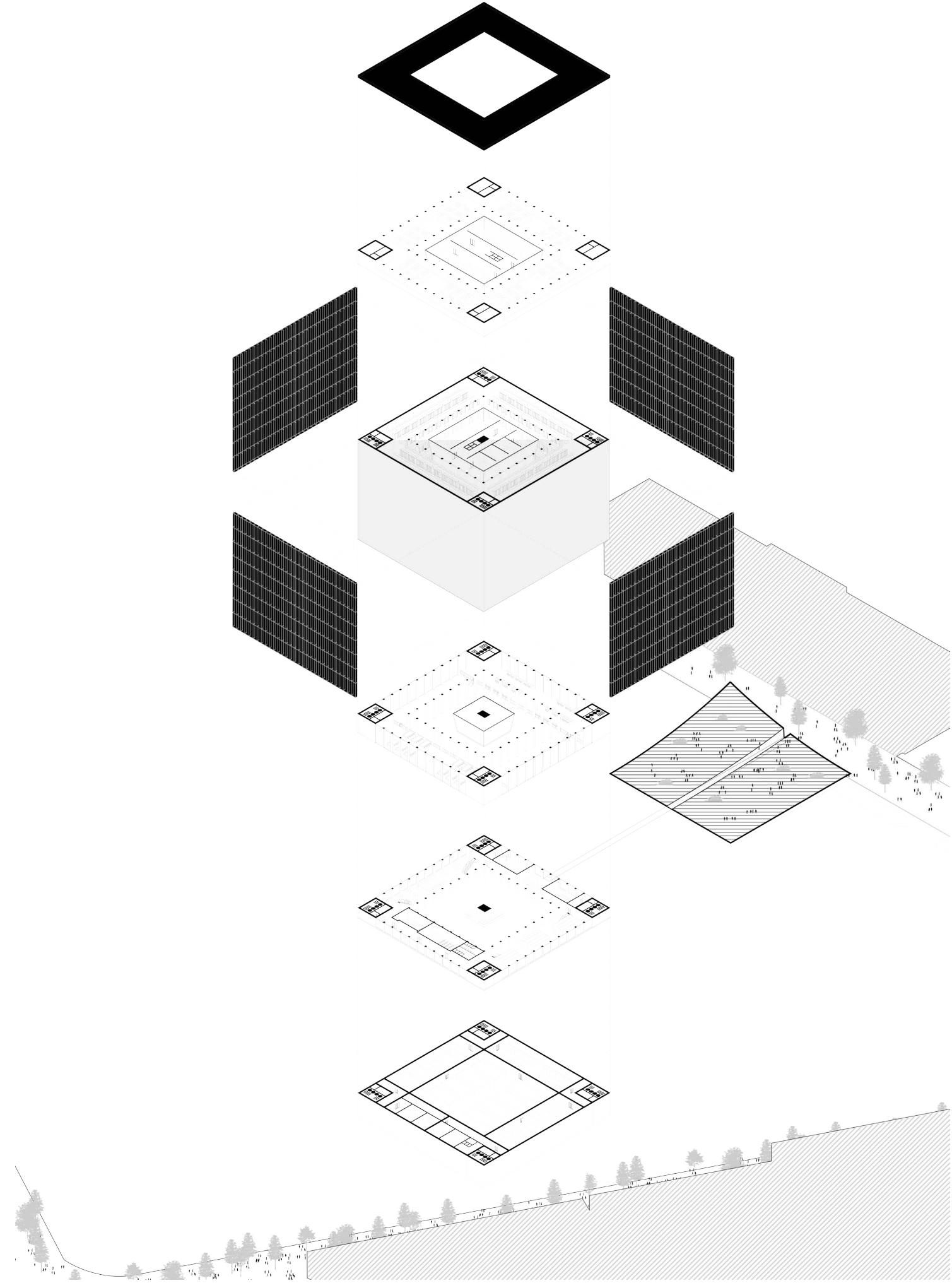




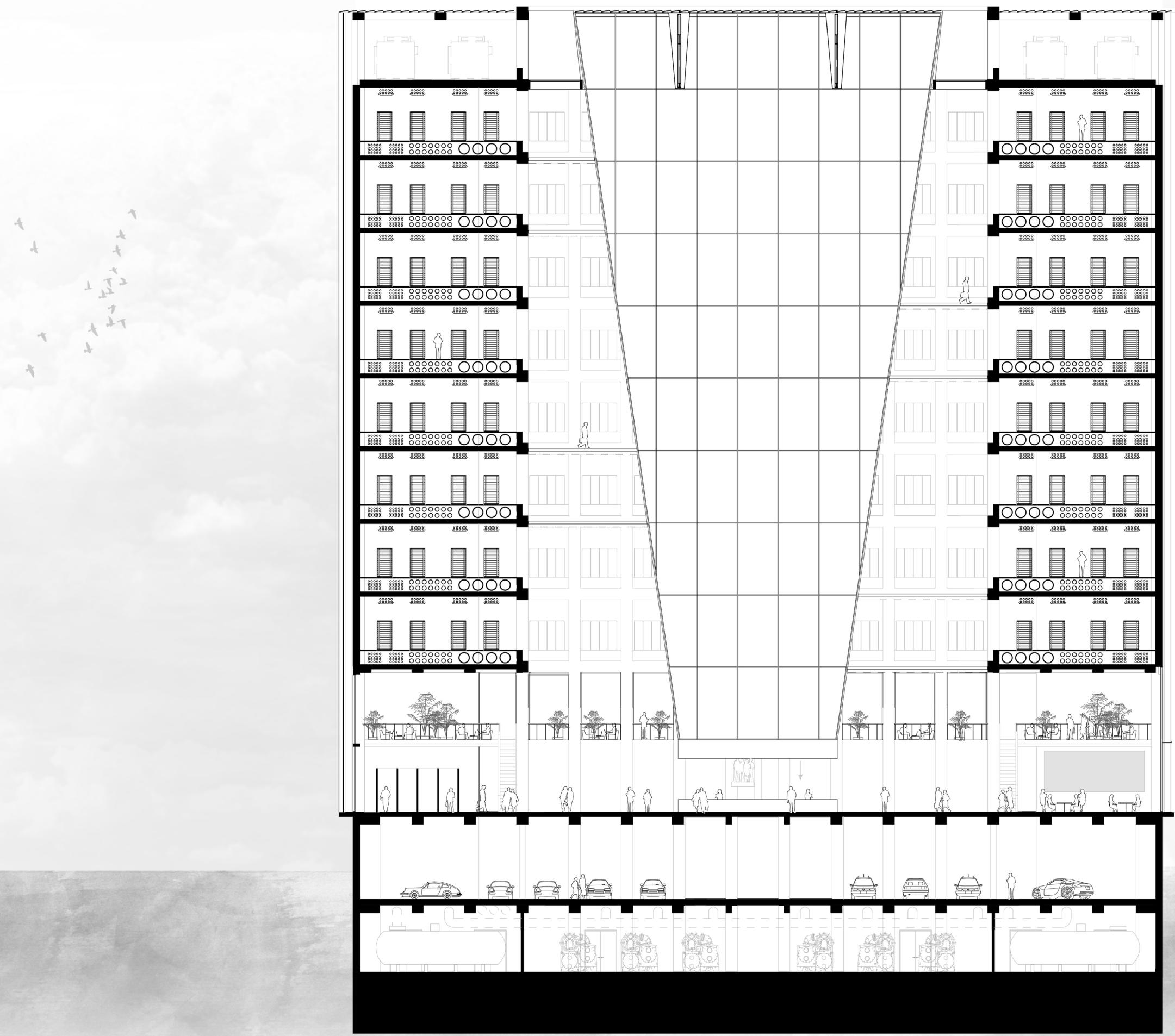




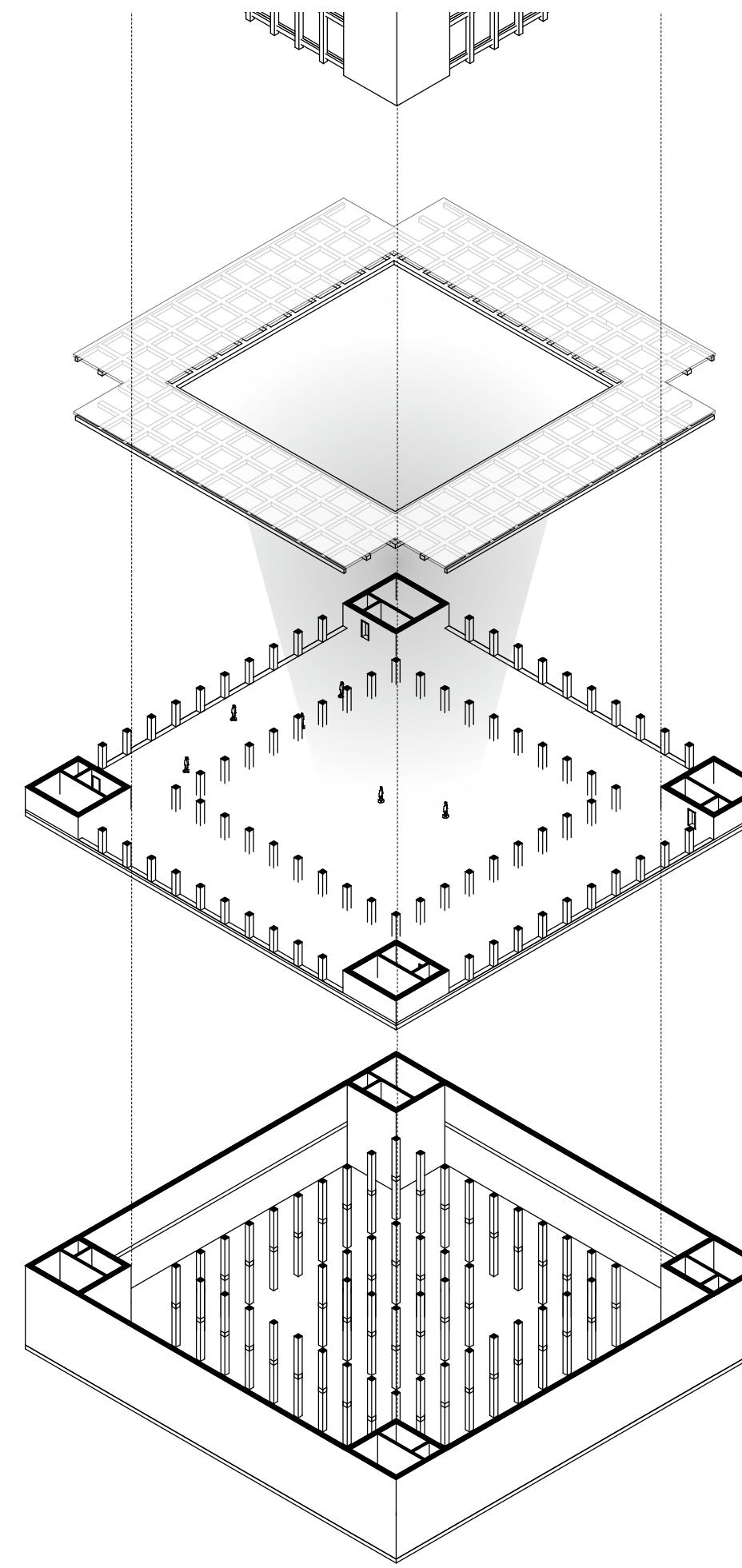
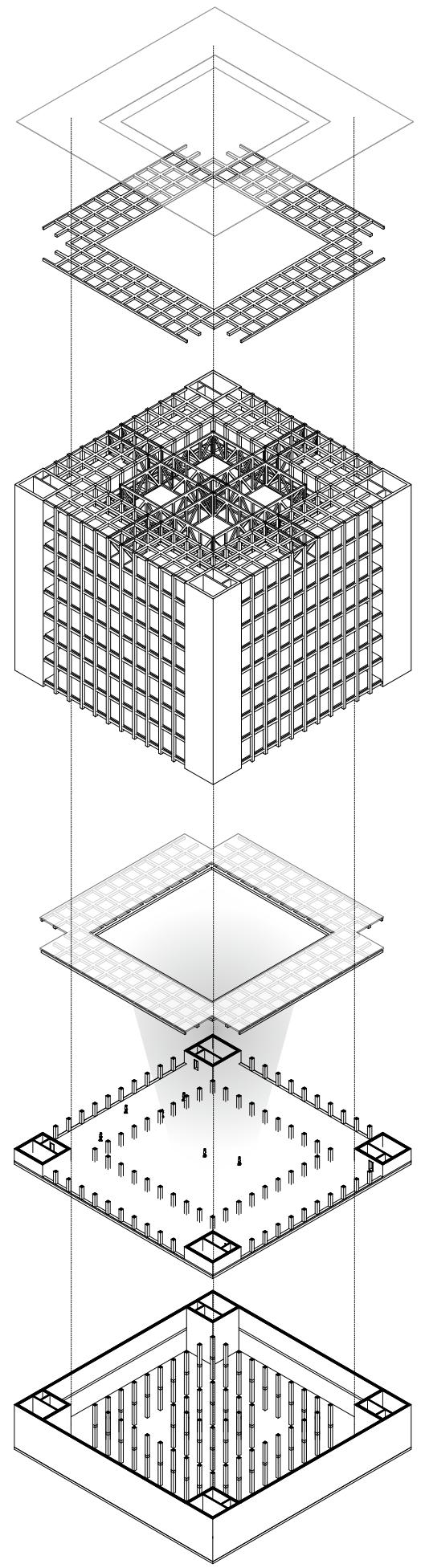


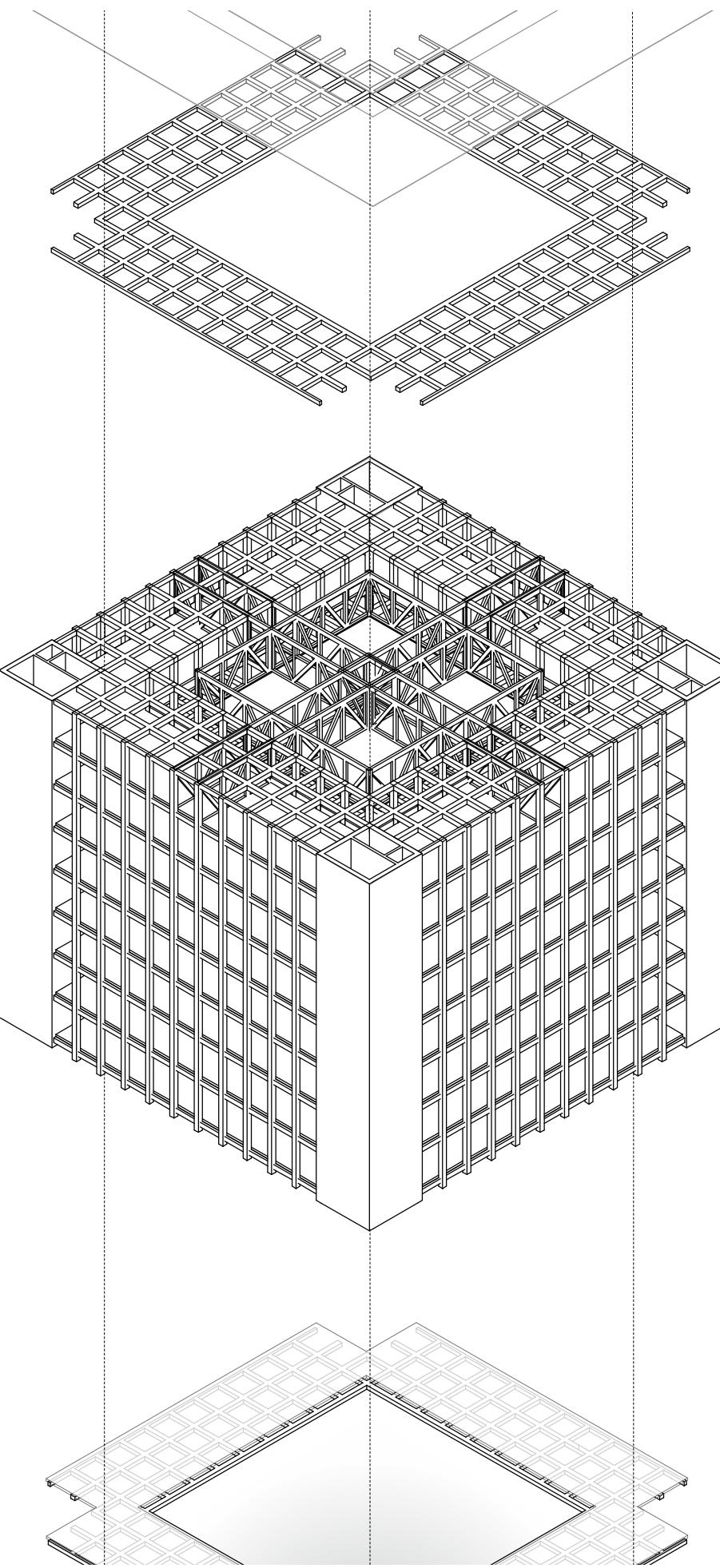
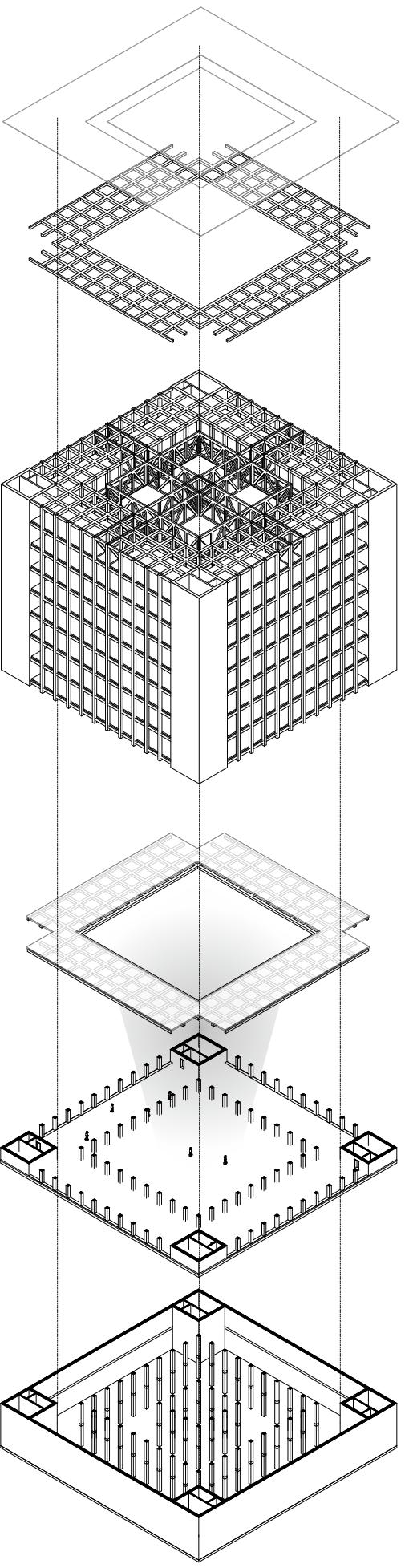


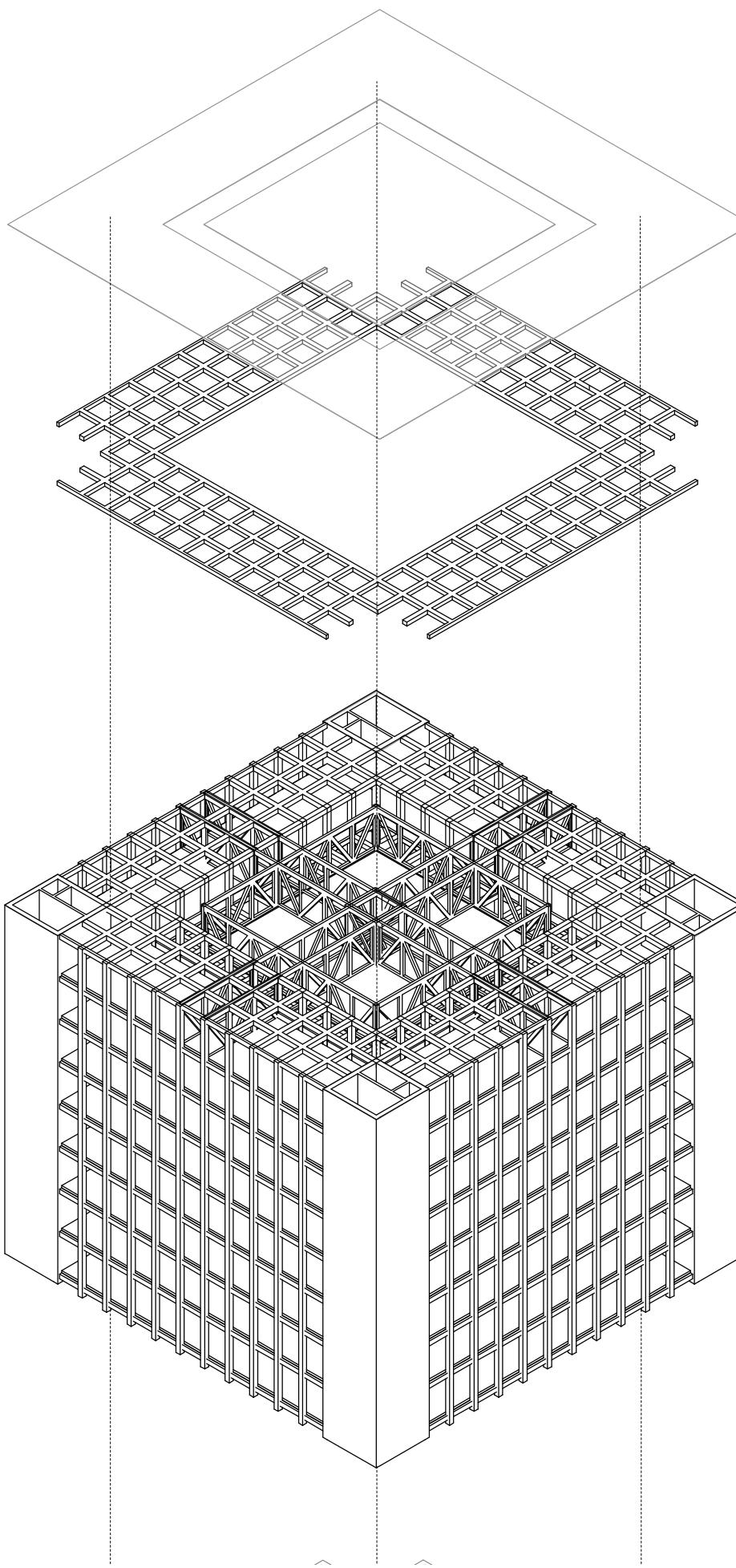
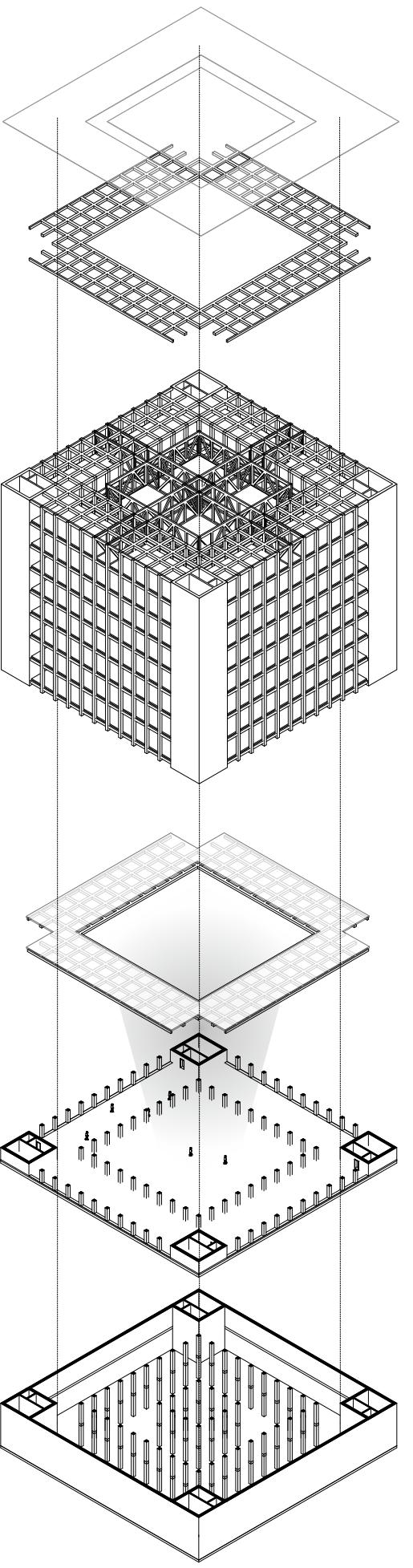


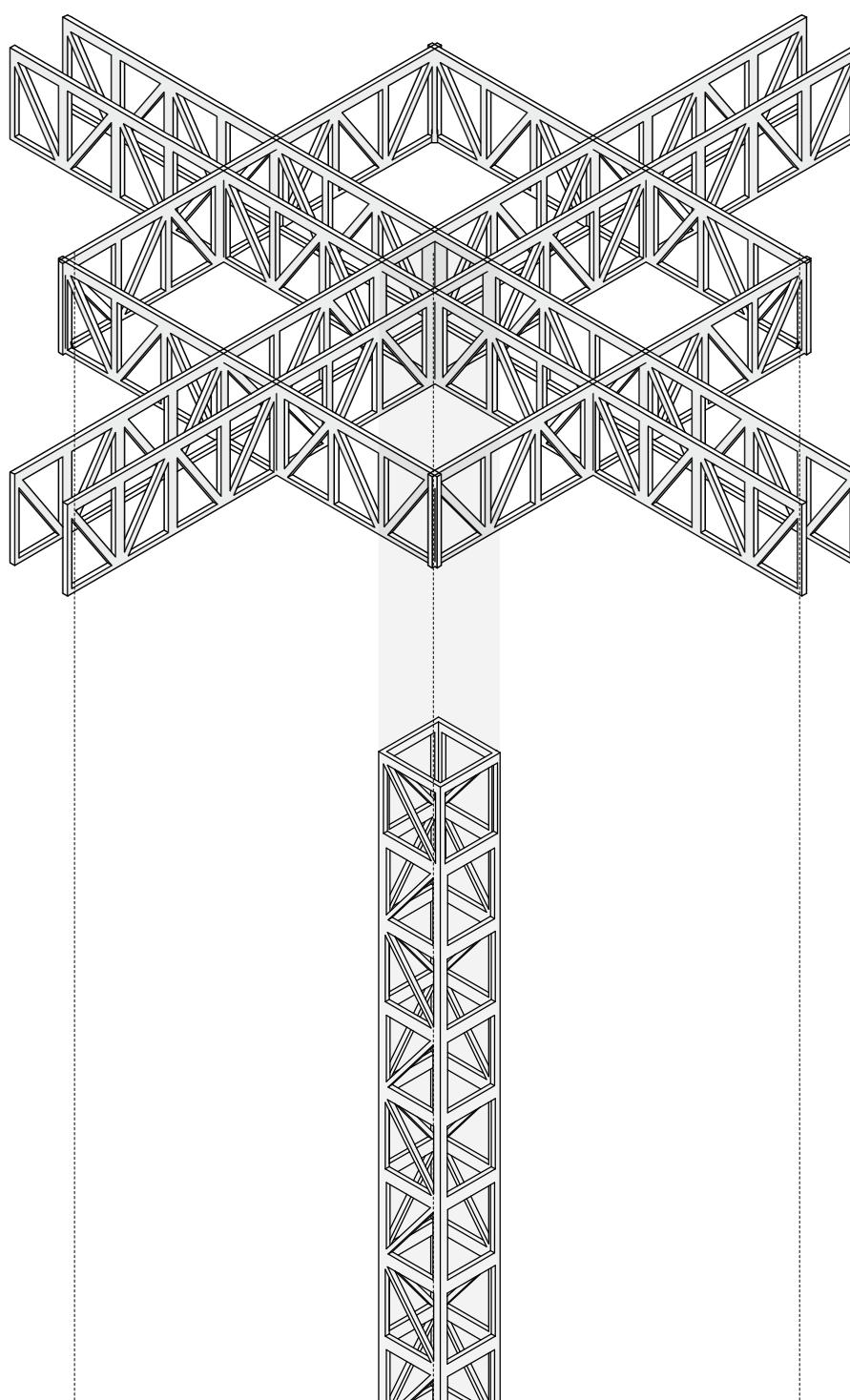
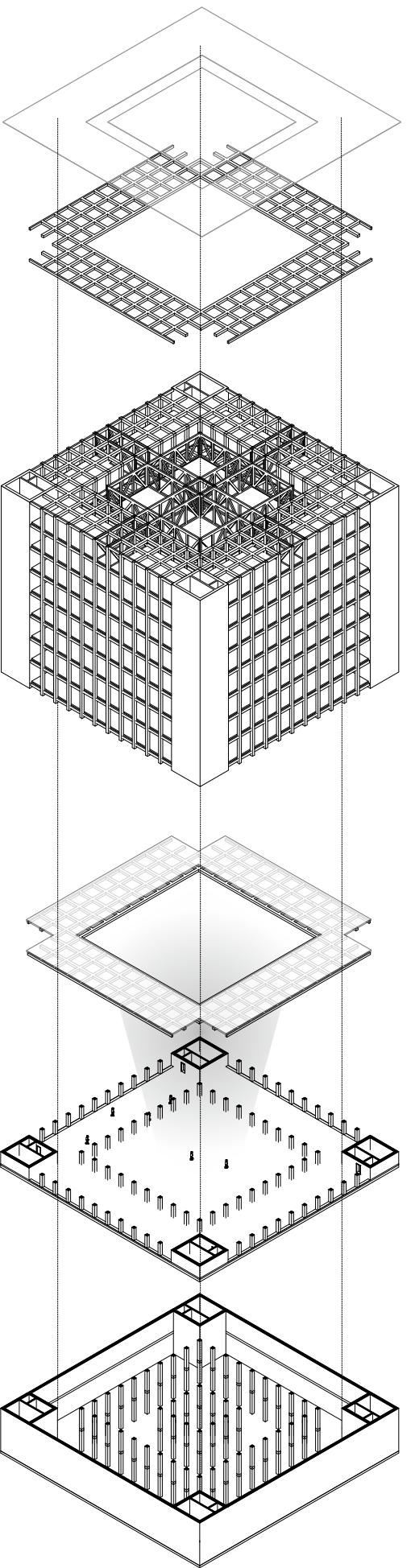


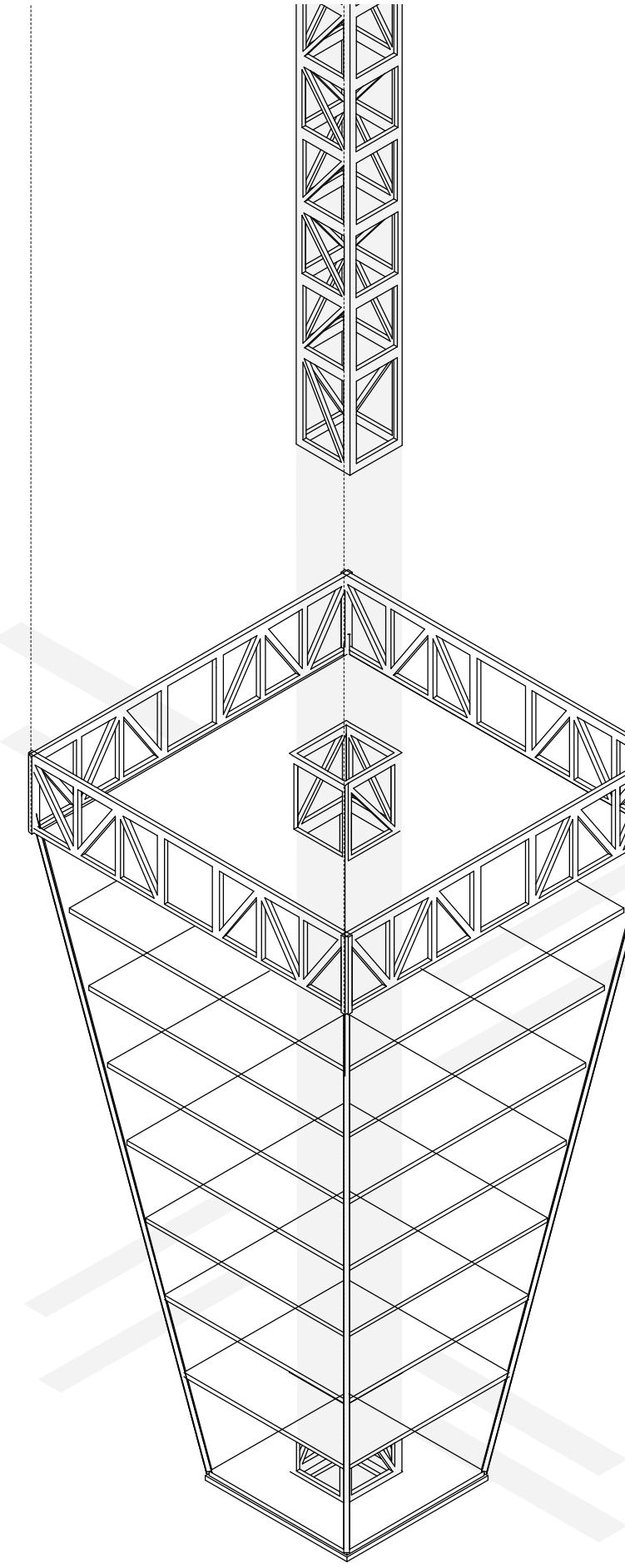
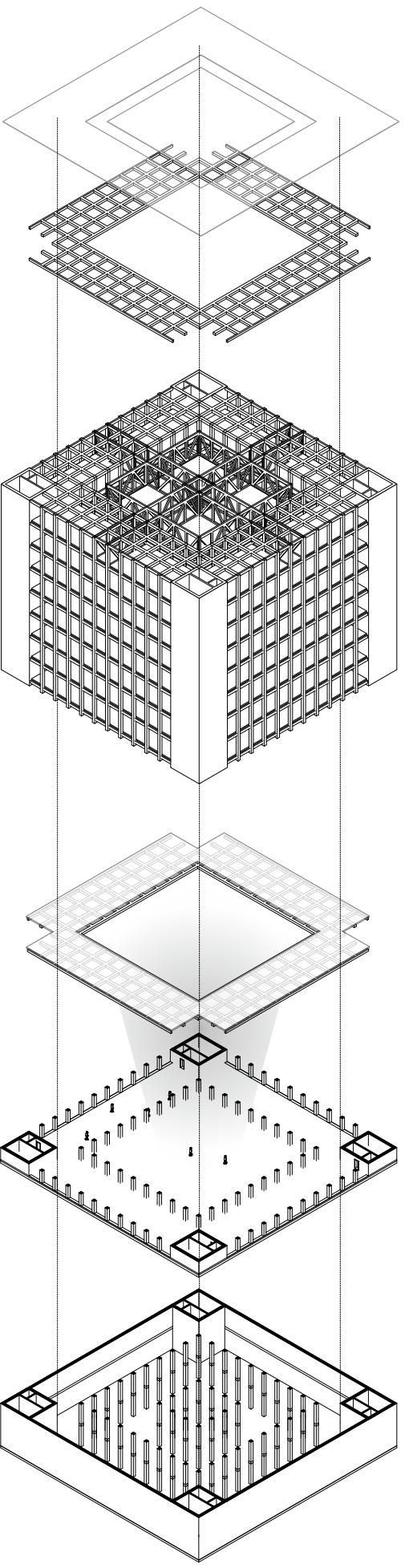


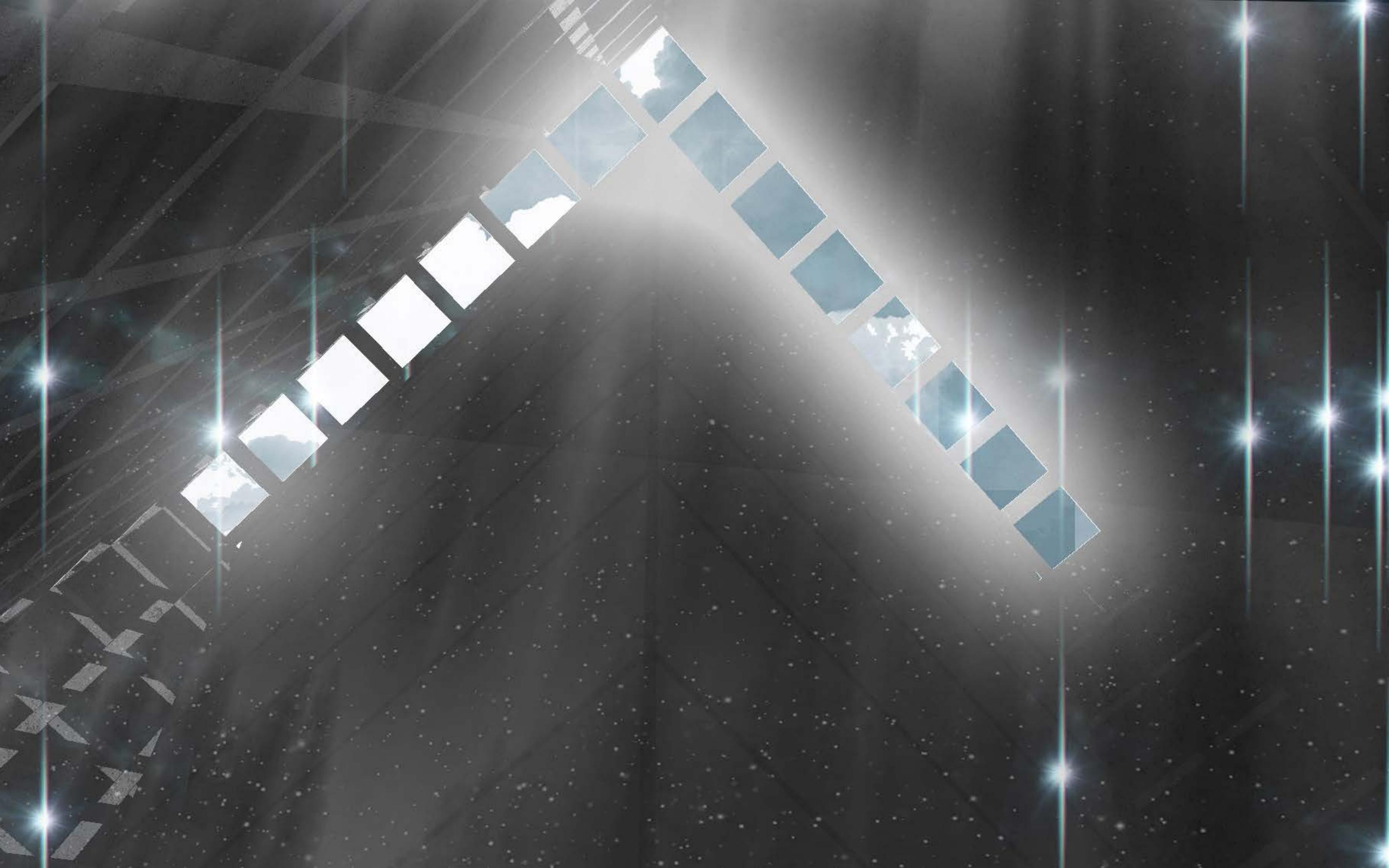


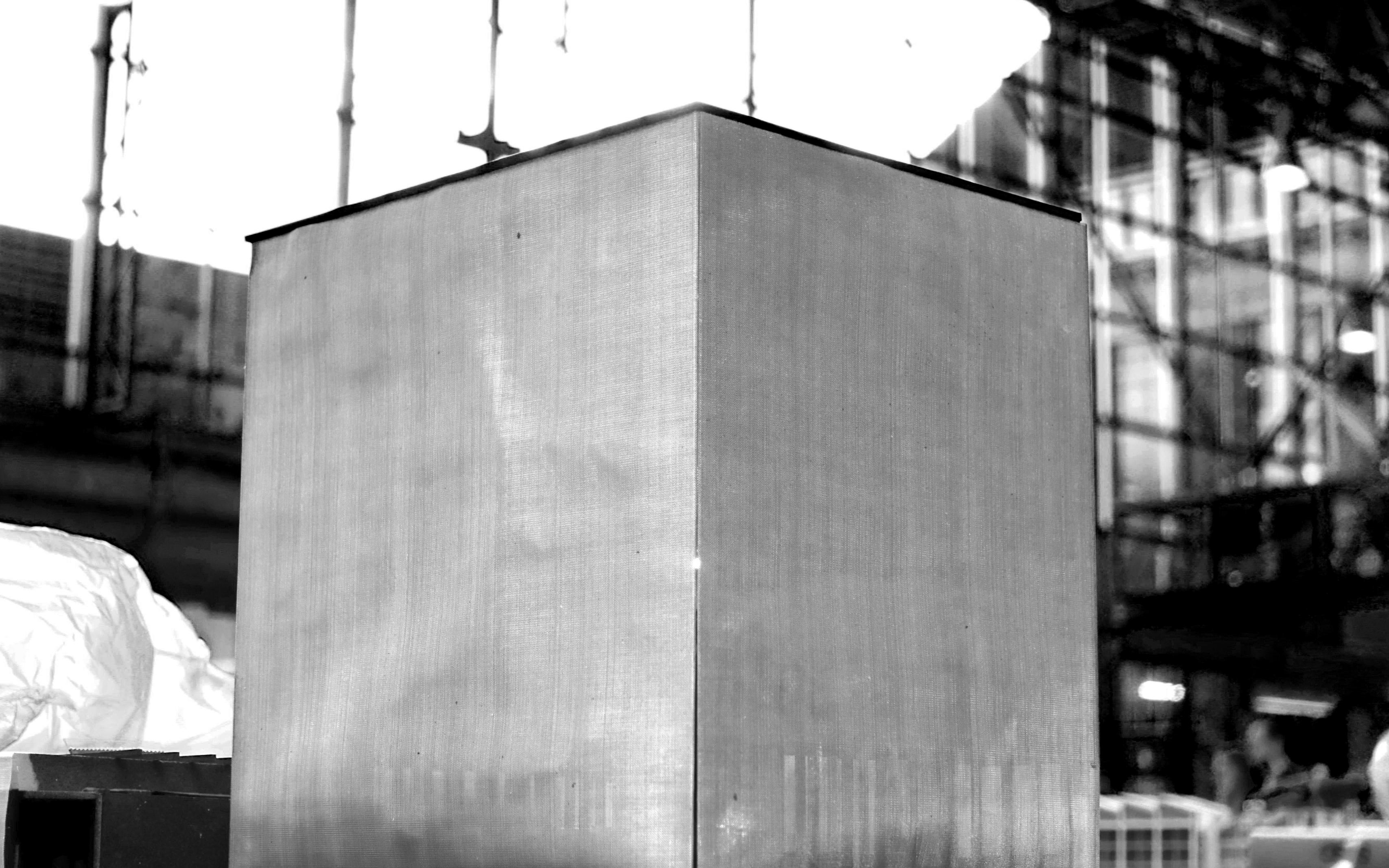


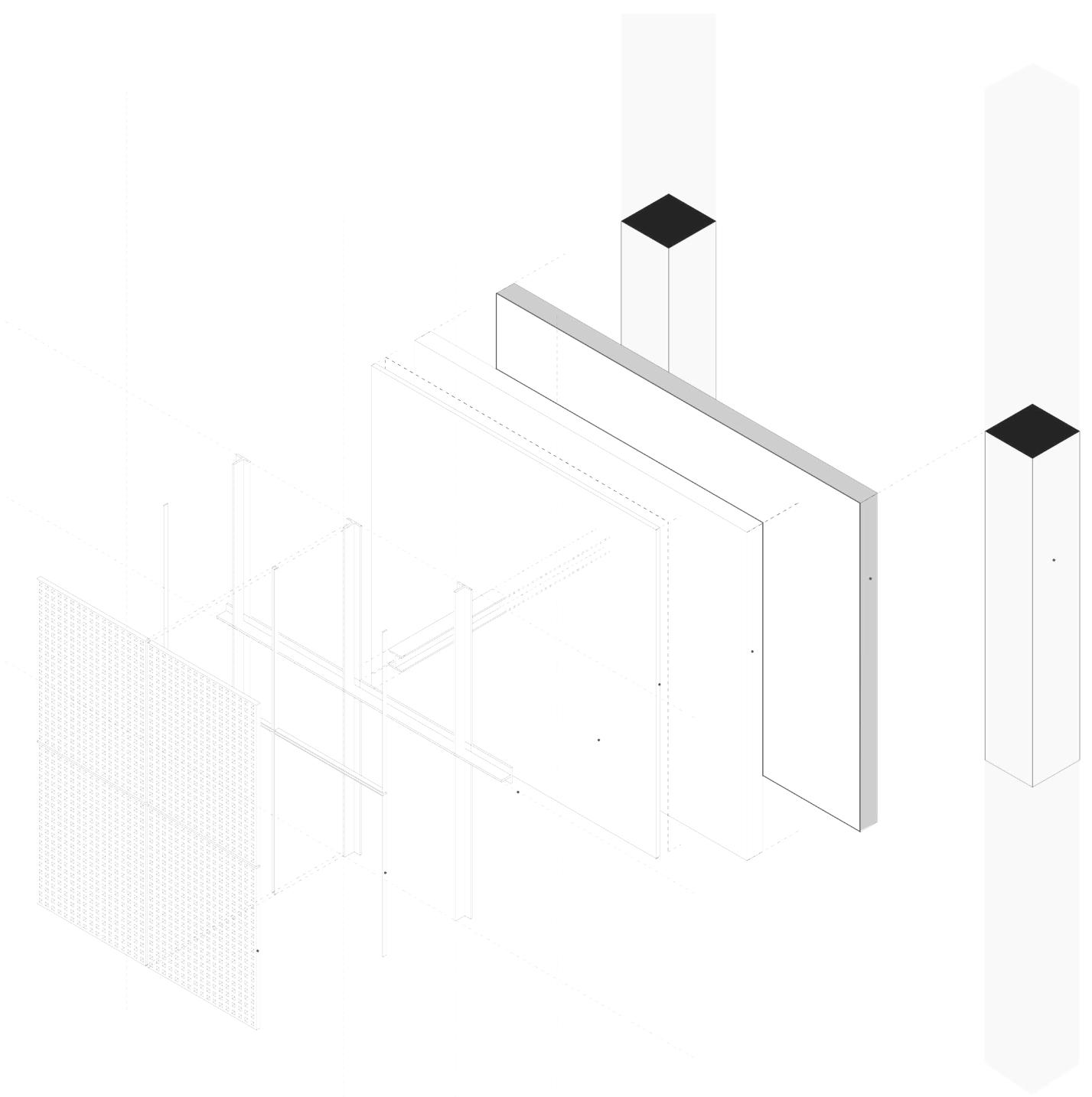
















RECAP

DIGITAL DATA IS BECOMING INCREASINGLY MORE IMPORTANT
NEW TECHNOLOGIES > NEW TYPOLOGIES > NEW ARCHITECTURE
DATACENTERS IS THE NEXT TYPOLOGY OF INFORMATION & KNOWLEDGE



RESEARCH QUESTION:

HOW COULD WE MERGE AND EXPRESS TYPOLOGIES OF DATA IN OUR FUTURE CITIES?



**PARADOXAL
SECURITY VS. ACCESSIBILITY
PRESENTING THE UNSEEN**



**REACT TO CONTEXT
DEVELOP VARIOUS RELATIONS
UTILIZE GENERATED HEAT IN DESIGN**



BY 2050 MORE INTEGRATED PART OF THE URBAN FABRIC



CLOUD

