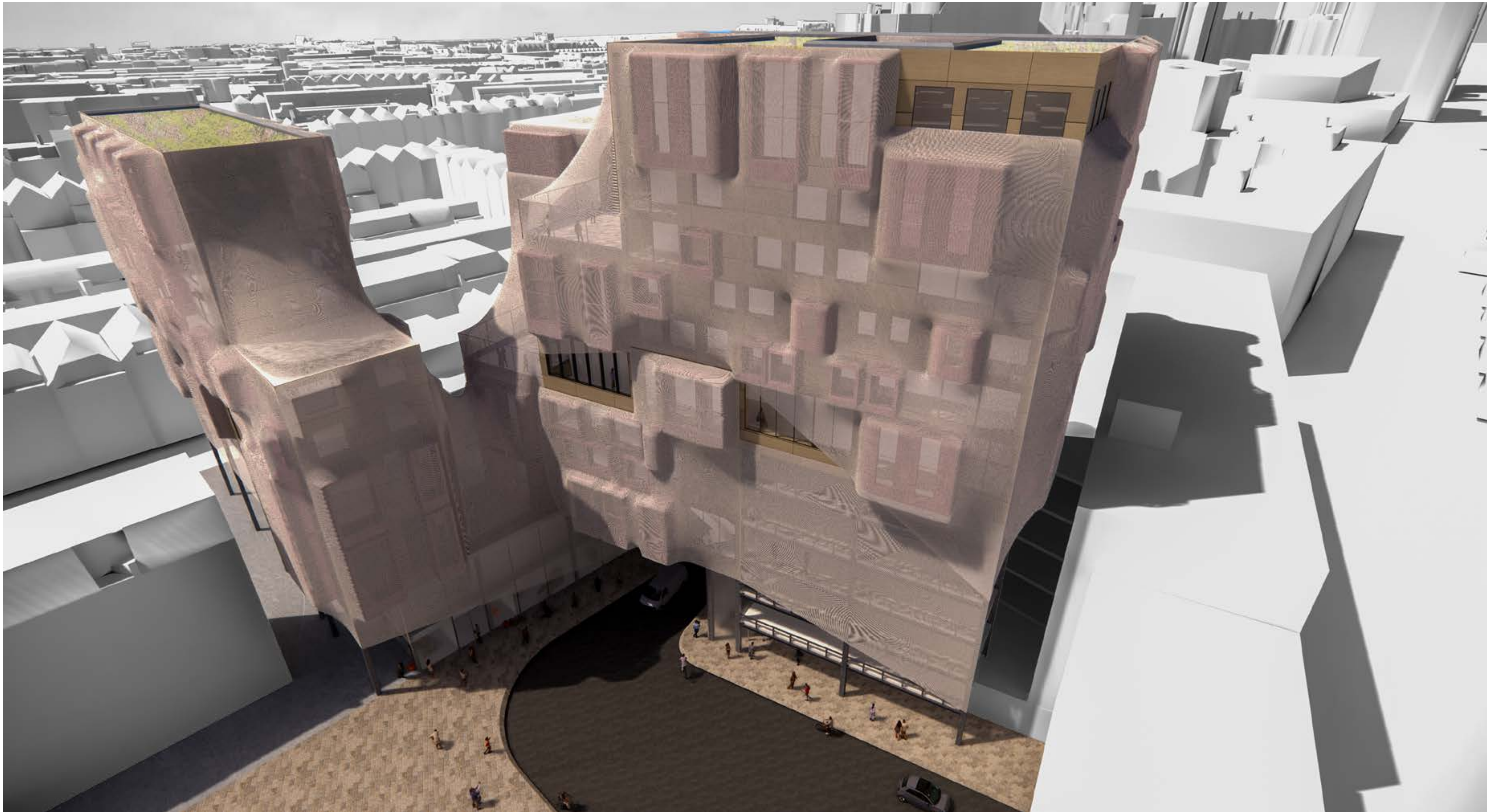


The Cultural Machine

The rendition of the actual and the virtual





Hand of a Homo Naledi

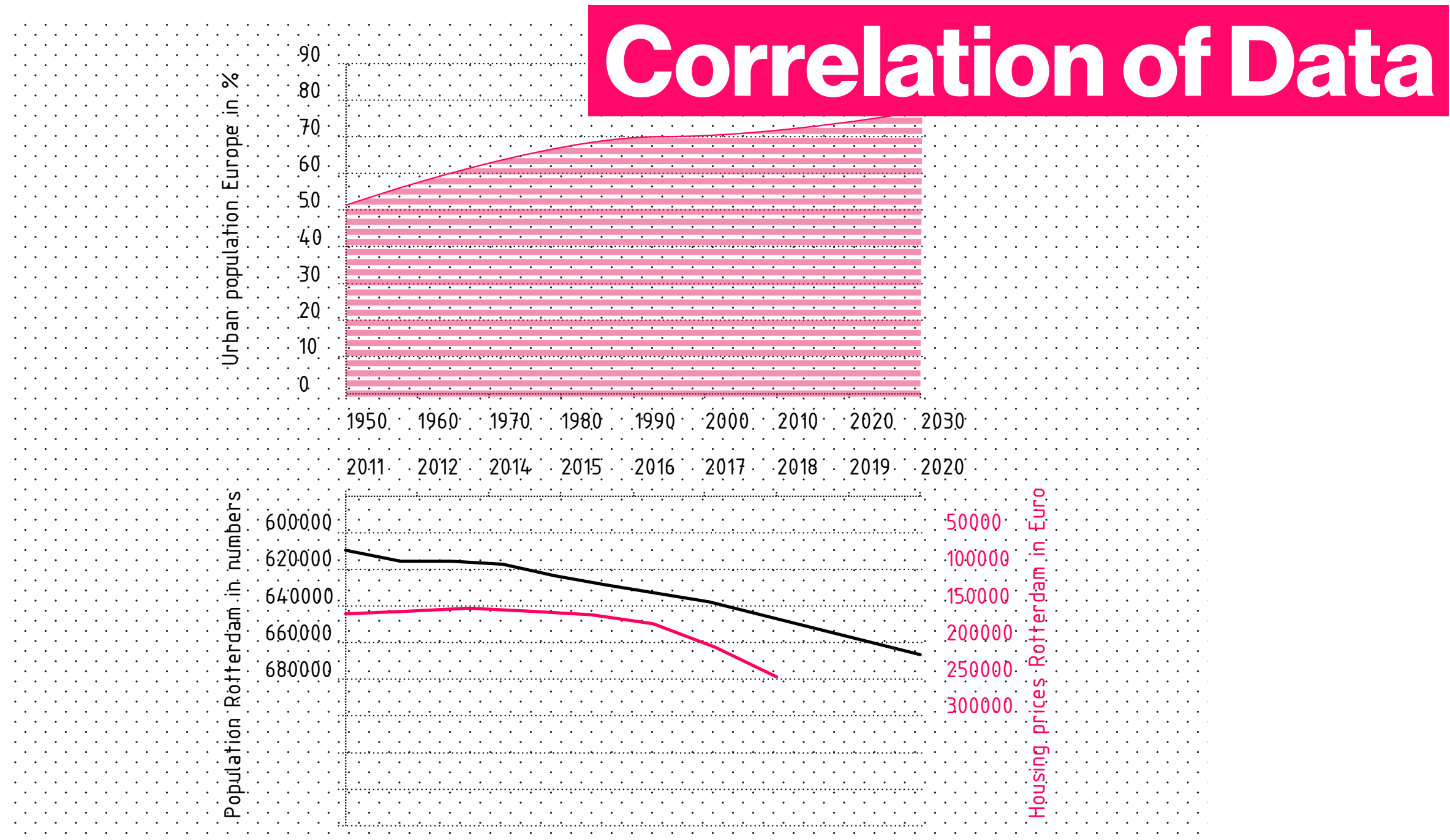
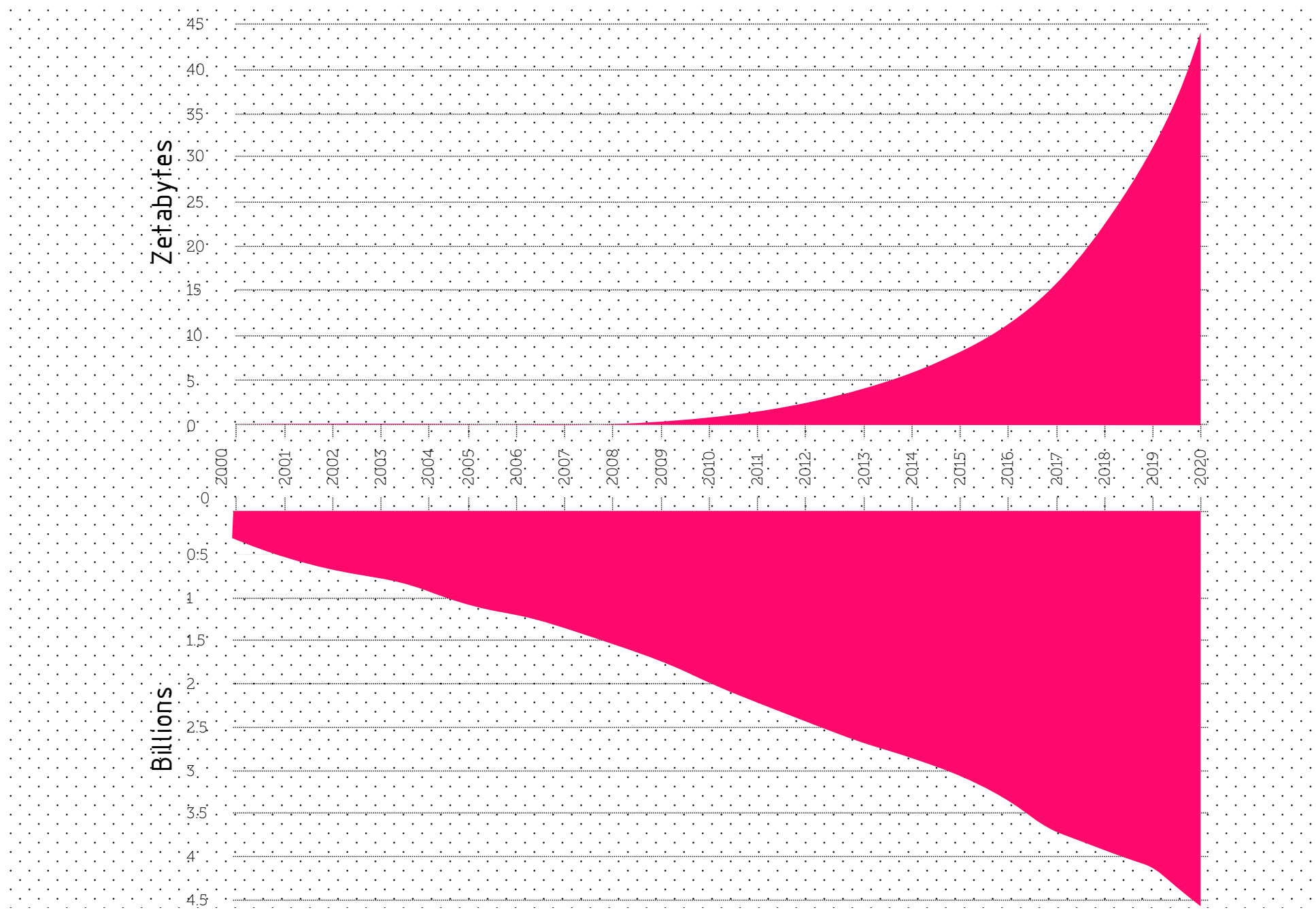


Evolution of tool

"From stone knives and axes that extended the capacity of the hand to the externalization of mental functions with the computer"

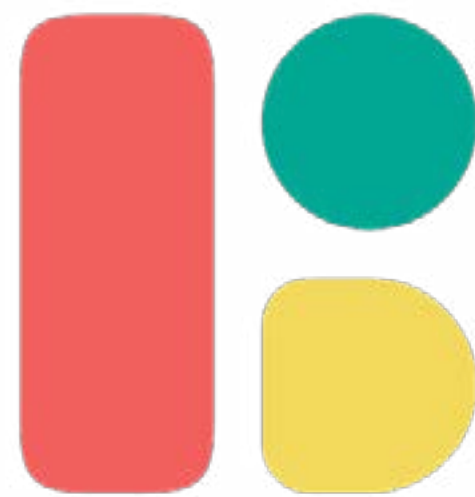
Antoine Picon, 2011

Hand of a Homo Digitalis



There is a link:

**Digitalisation has made it possible for us to feel
control over the chaotic urban environment.**



Events



Weather



Communication



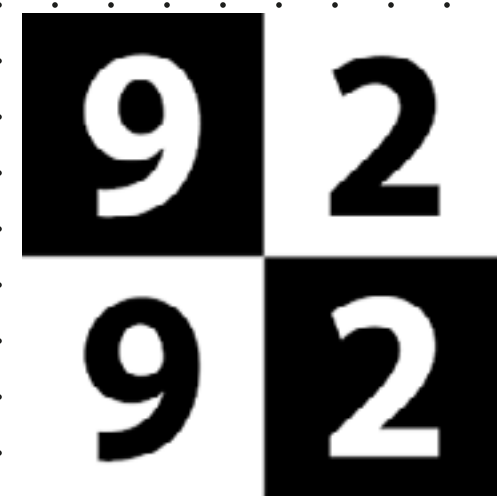
Knowledge



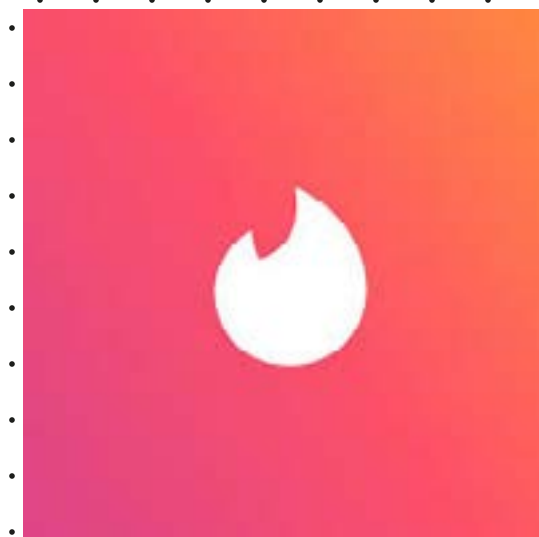
Transport



Social



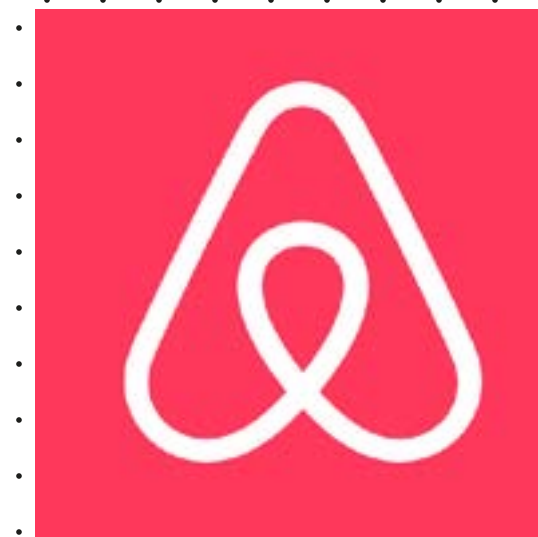
Navigation



Romance



Vehicles



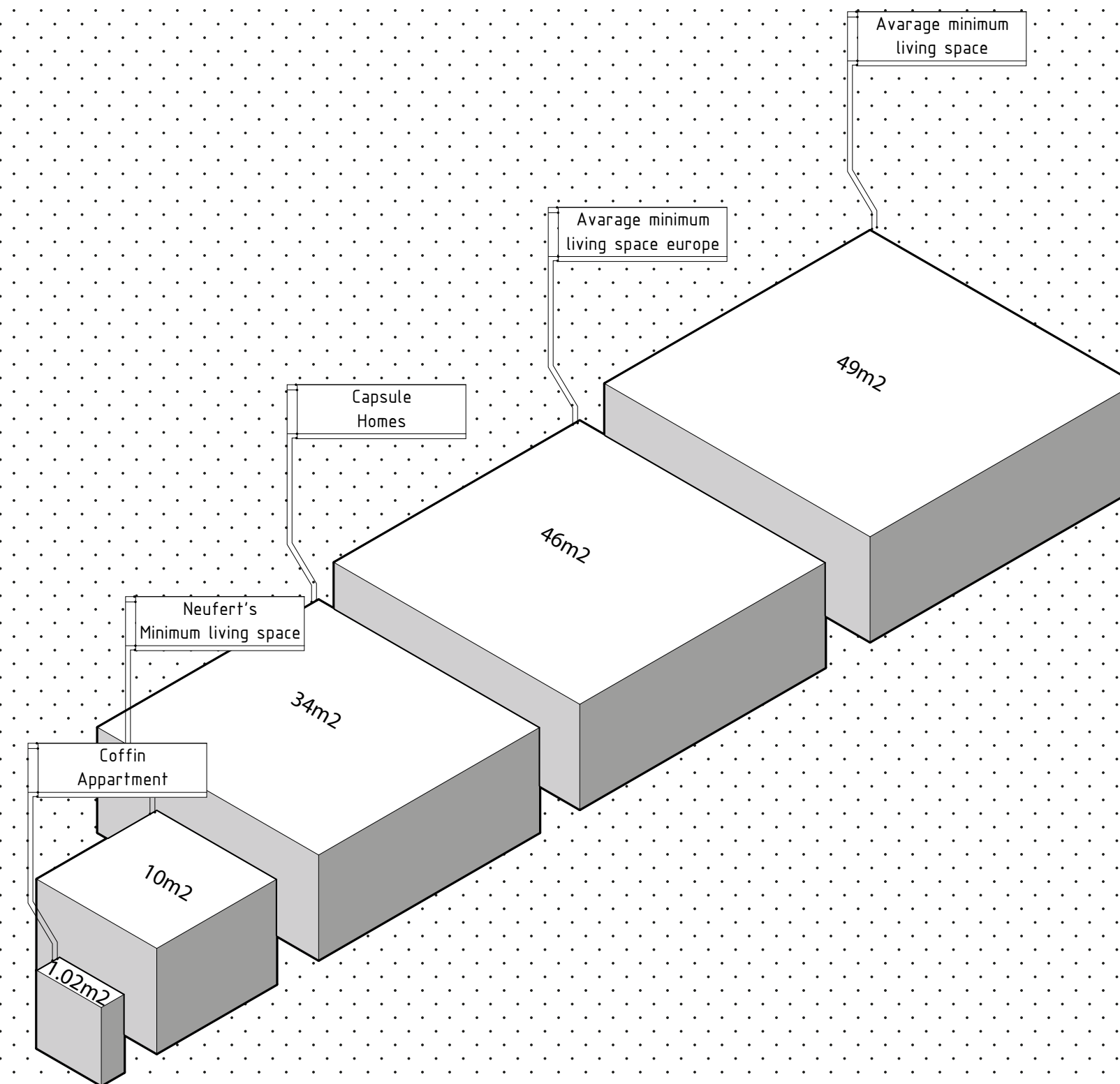
Accommodations

Uberization

Post-fordism, services and objects provided through platforms suited to our personal needs.

Compressed Living

Due to Urban densification, increasing housing prices all over the world, humans compromise there privately owned living environment for the sake of living in the city centre. This to drastic extents..





Coffin Homes



welive

Coliving platforms



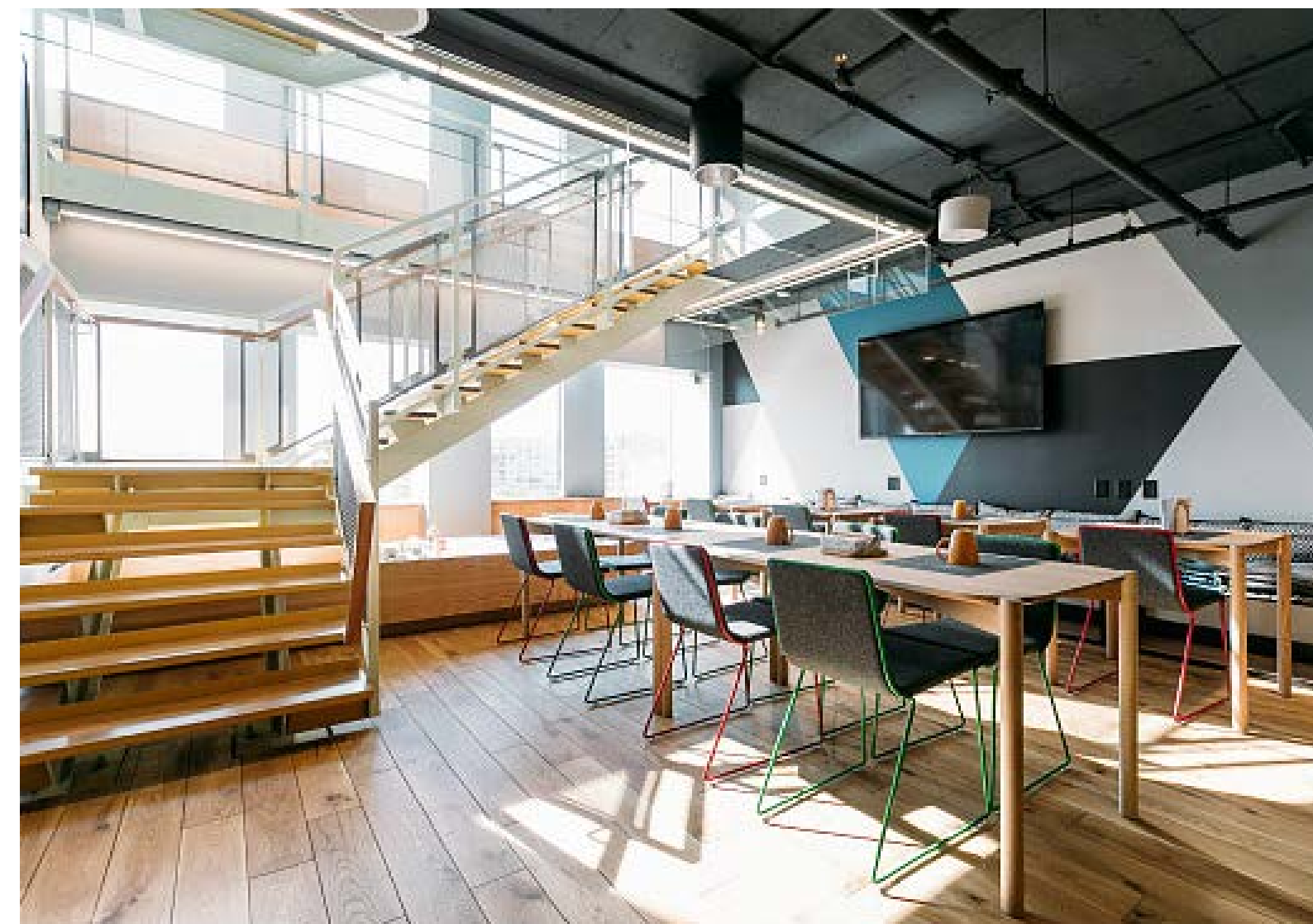
Living Services

Coliving platforms like Welive offer full accomidated services for co-living.

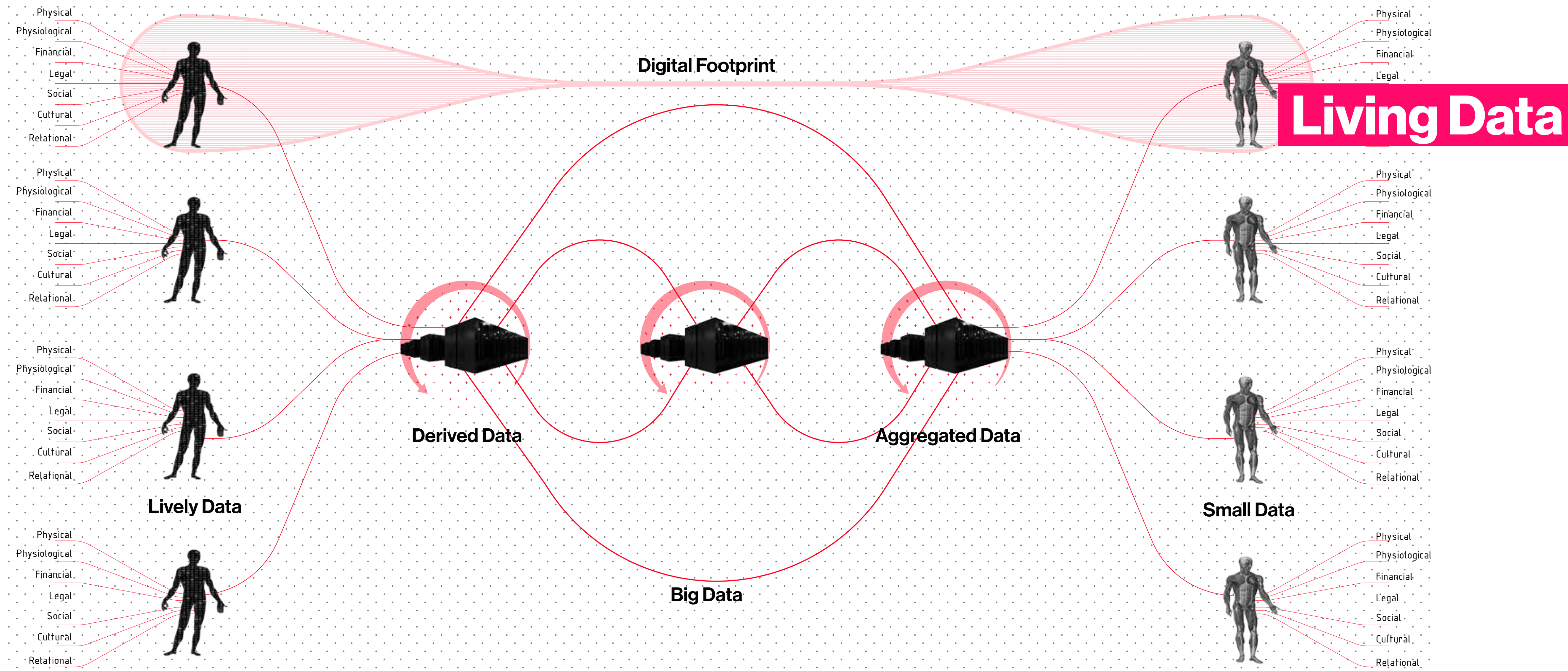
PLP Architecture Coliving skyscrapers

Living Services

Coliving platforms like Welive offer full accomidated services for coliving.



Coliving platforms



Living Data

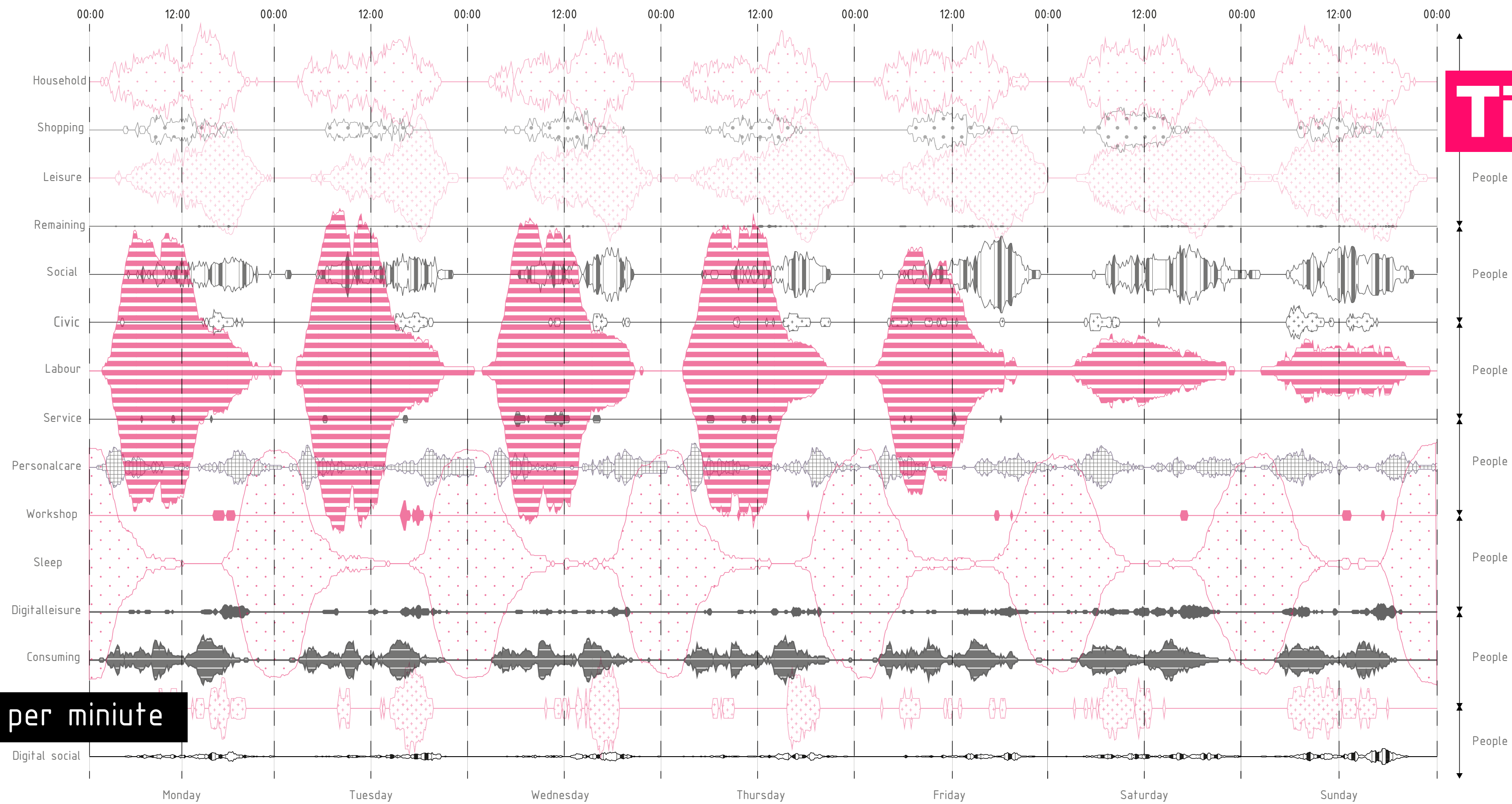


Habits and Routines

In 2016 the SCP TBO conducted a survey, as they do every 5 years, and asked 22310 people to fill in a weekly journal.

- | | | | | | | | |
|-----------|----------|-----------------|-----------|----------------|-----------|---------|---------------|
| Household | Shopping | Leisure | Social | Civic | Labour | Service | Personal Care |
| Creative | Sleep | Digital Leisure | Consuming | Digital Social | Remaining | | |

Activities per people per minute



Time Frames

The TBO dataset does not only contain a thorough timesurvey of recorded activity for every 10 mins of 7 days but also when and with whom this activity has taken place during these time frames.

Besides the main component of the journal it also contains an extensive survey on their living qualities, social characteristics and how involved they are in their work or any other organisation / activity

Archetypes



Archetype 1
The Nomad



Archetype 2
The Worker



Archetype 3
The Socializer



Archetype 4
The Caregiver



Archetype 5
The Sporter



Archetype 6
The Tech



Archetype 7
The Vital Worker



Archetype 8
The Gourmet



Archetype 9
The Lounger



Archetype 10
The Labour



Archetype 11
The Infleuncer



Archetype 12
The Shopaholic

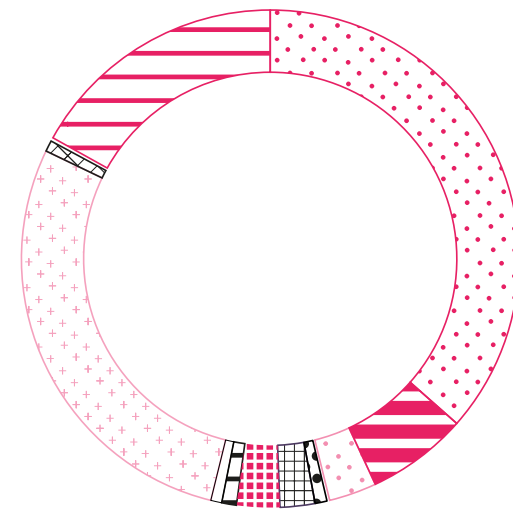


Archetype 1

The Nomad

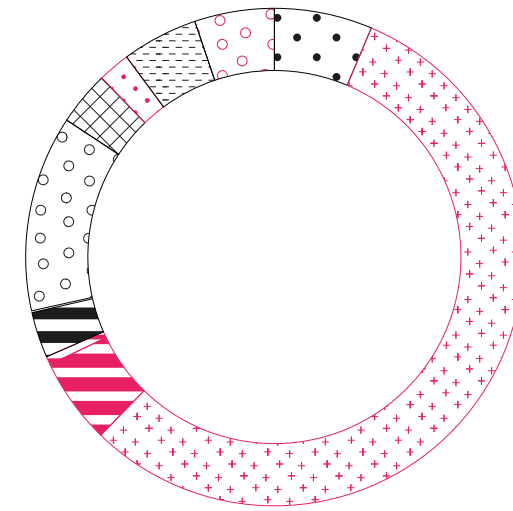
- Sleep
- Services
- Education
- Leisure
- Travel
- Sick in bed
- Shopping
- Civic
- Creative
- Remaining
- Paid Labour
- Personal Care
- Physical Social
- Sport
- House hold
- Consuming
- Digital social
- Digital leisure

Activities



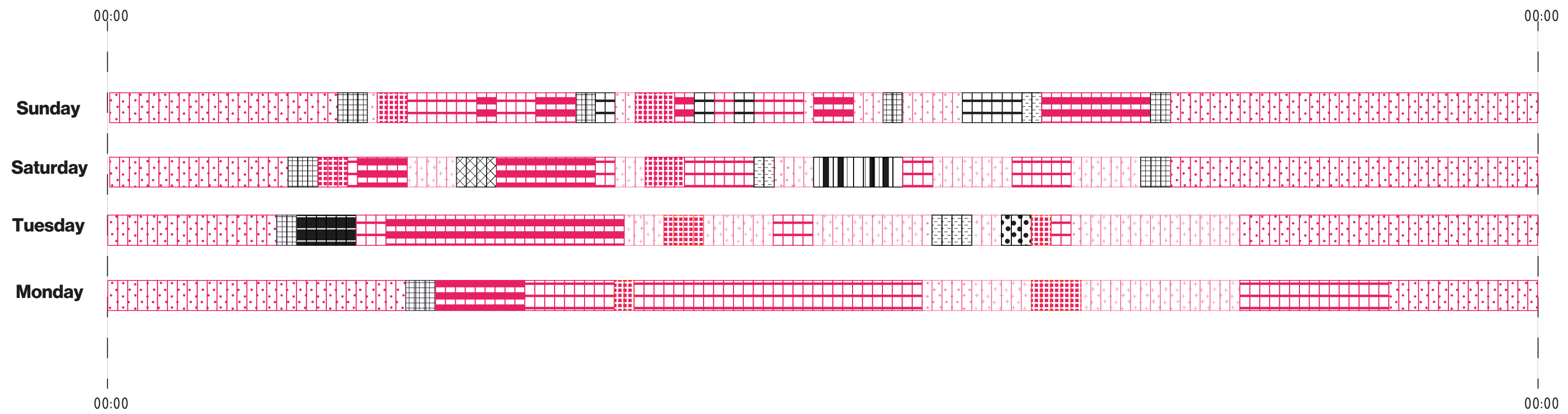
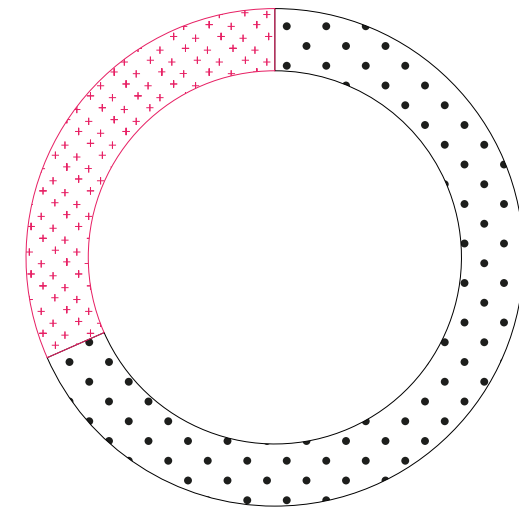
Location

- Home
- Remaining
- Work
- Others home
- Restaurant
- Hotel
- Walking
- Bike
- Car
- Public transport



Company

- Alone
- One person
- Two vperson



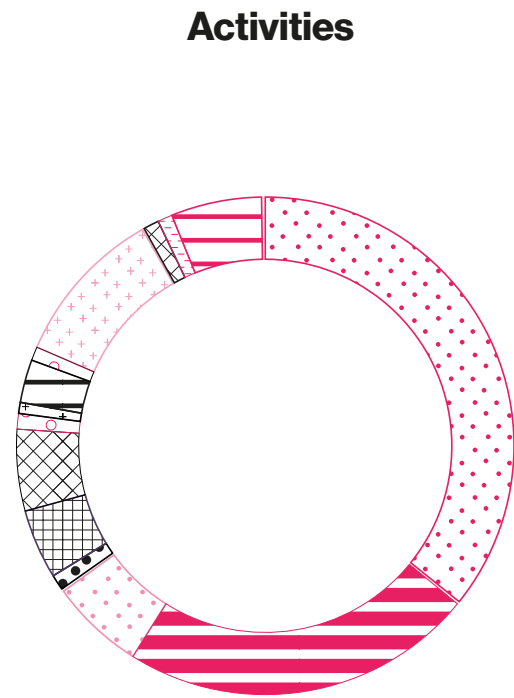
Archetype 1

Archetype 2

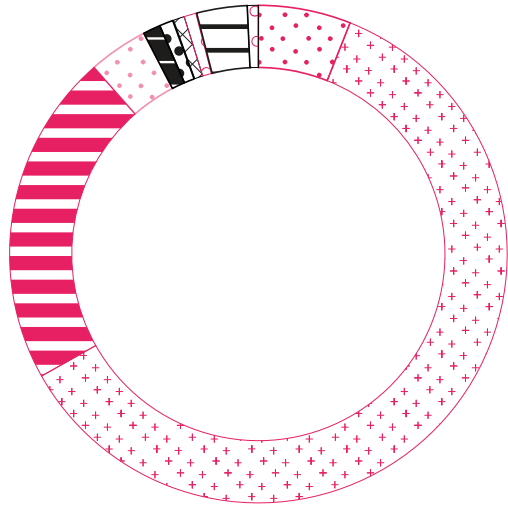


Archetype 2
The Worker

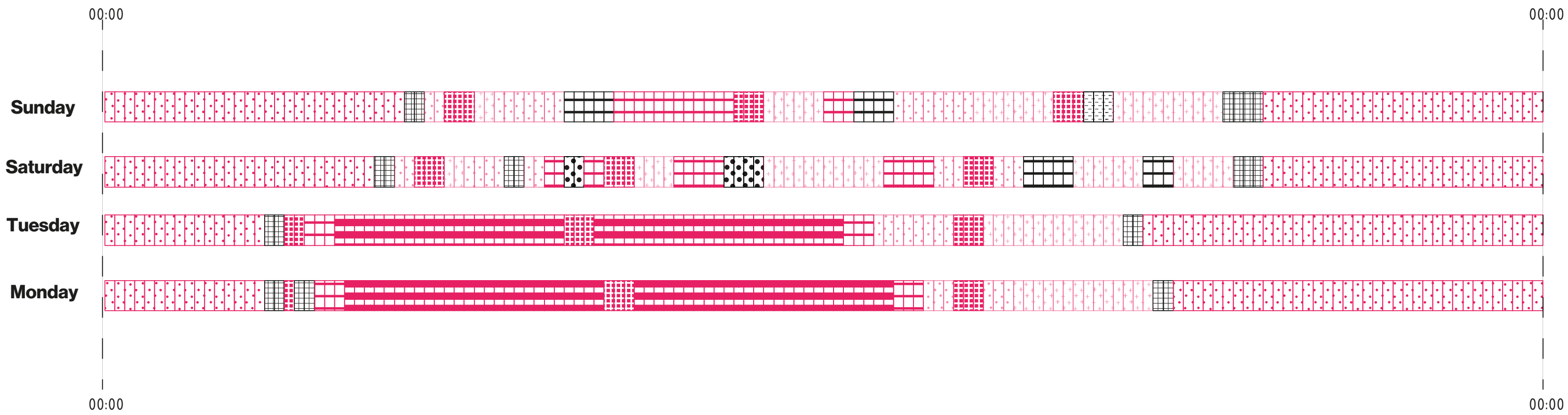
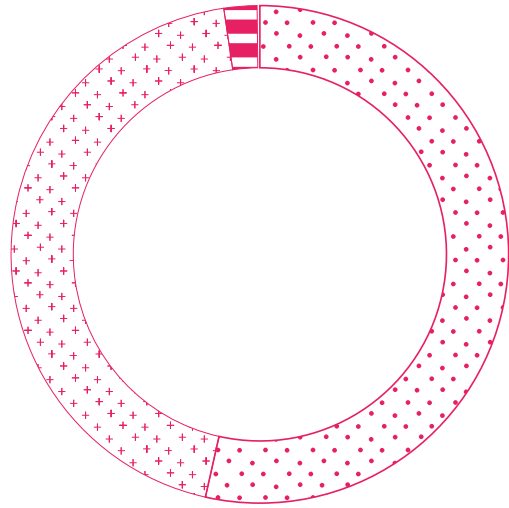
- Sleep
- Services
- Education
- Leisure
- Travel
- Sick in bed
- Shoping
- Civic
- Creative
- Remaining
- Paid Labour
- Personal Care
- Physical Social
- Sport
- House hold
- Consuming
- Digital social
- Digital leisure



- Home
- Remaining
- Work
- Others home
- Restaurant
- Hotel
- Walking
- Bike
- Car
- Public transport

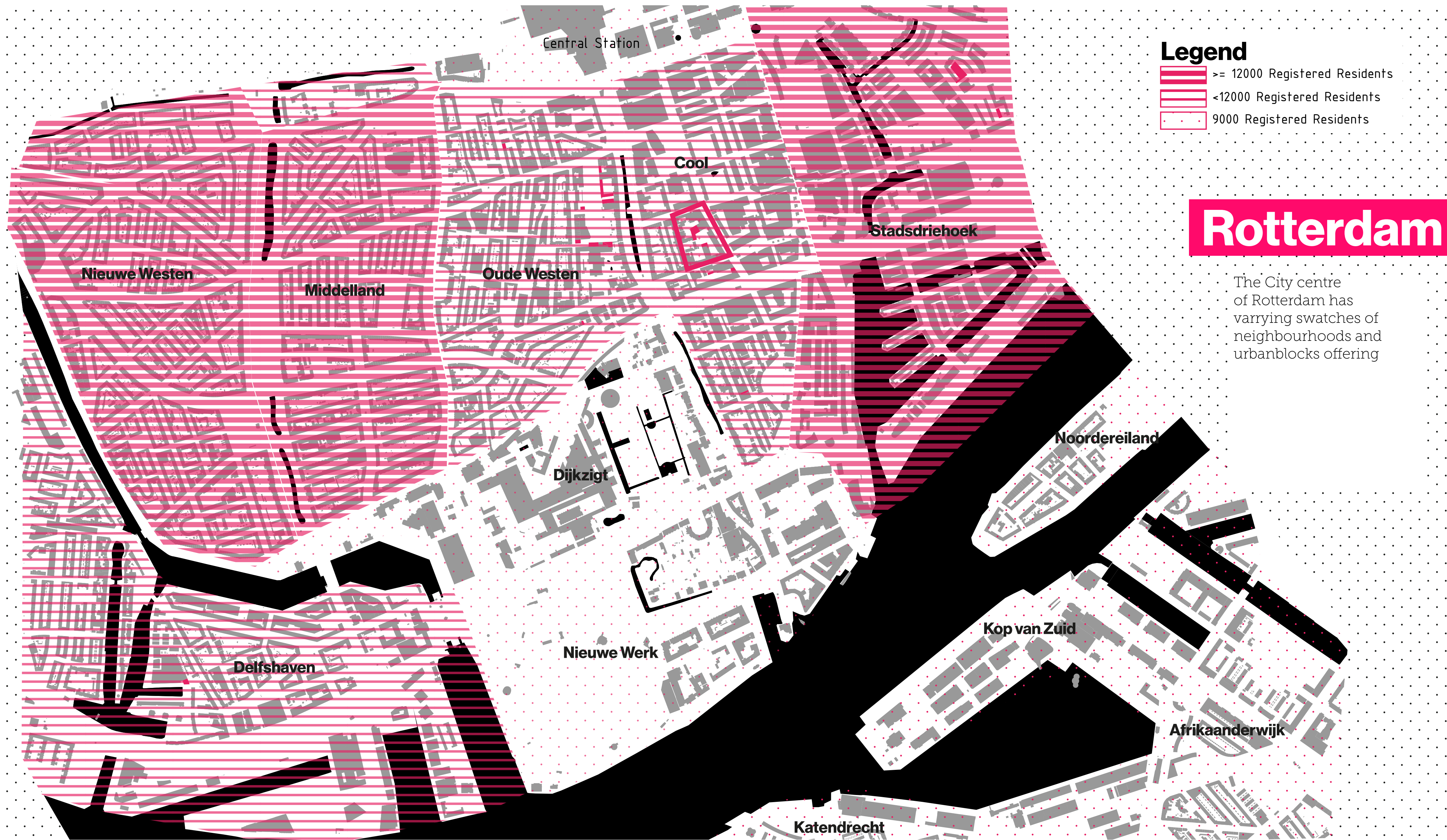


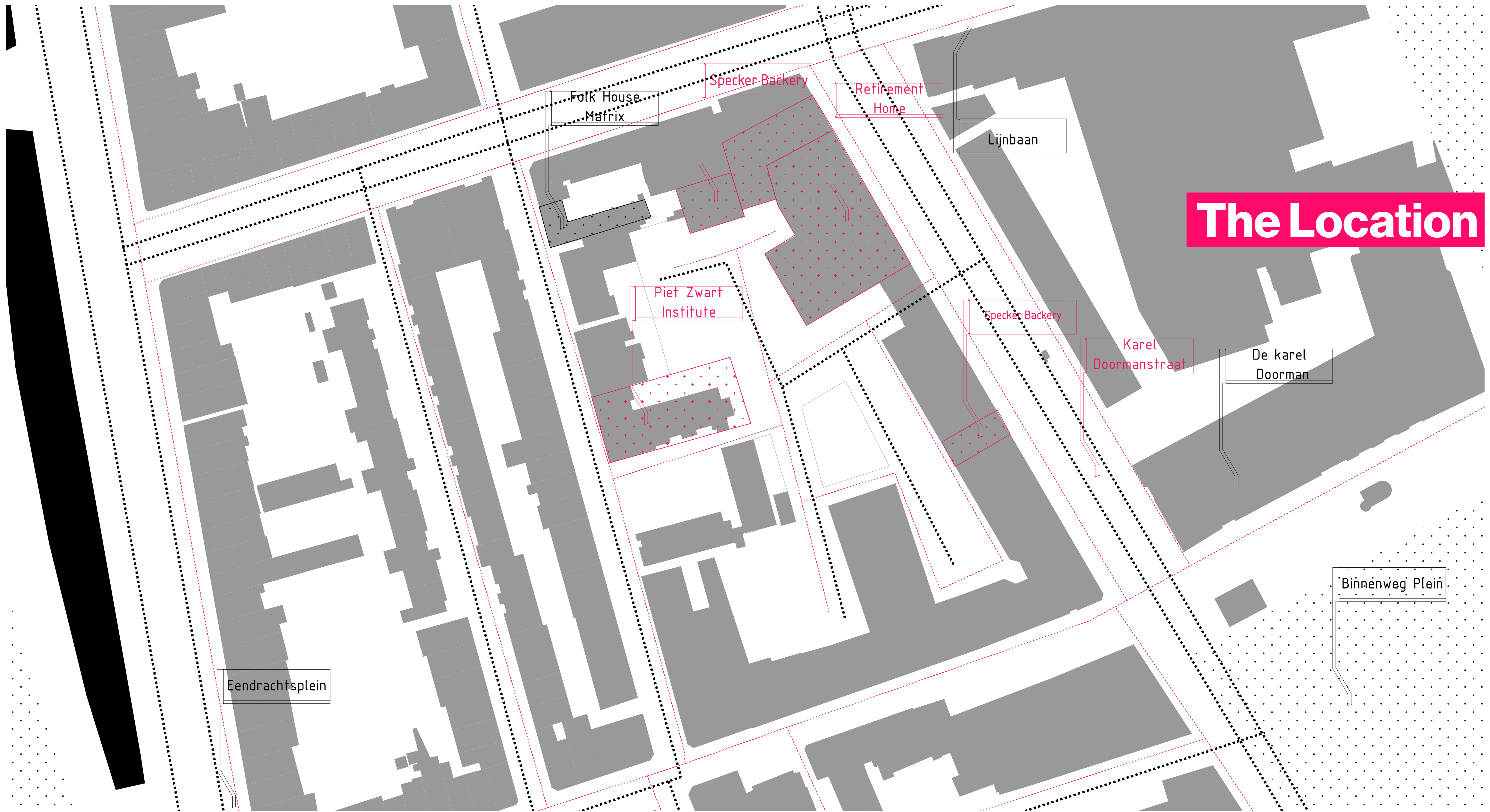
- Alone
- One person
- Two vperson



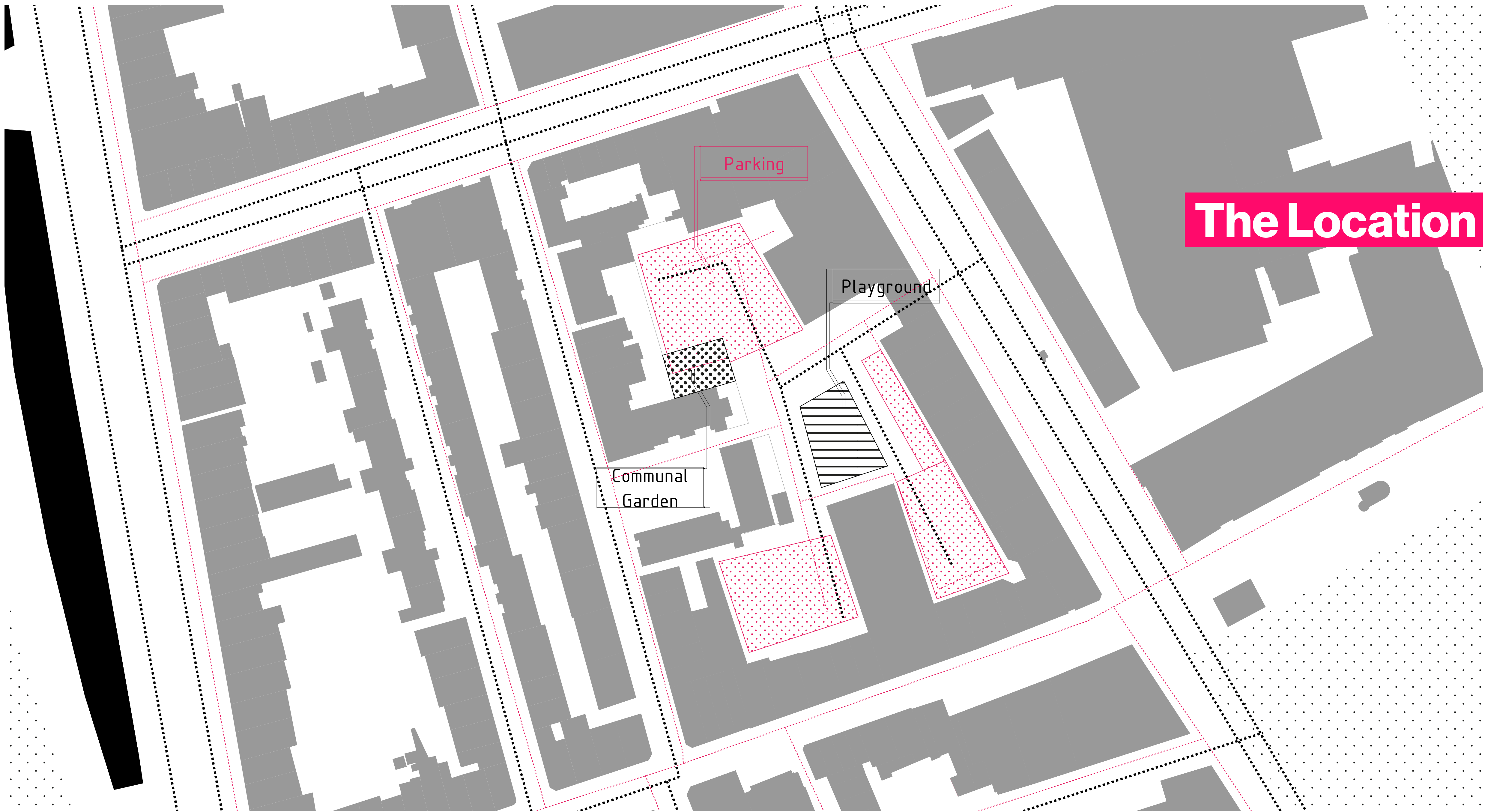
But these archetypes need a physical space.

**So I started to look at a specific site to offer
the twelve archetypes a home.**

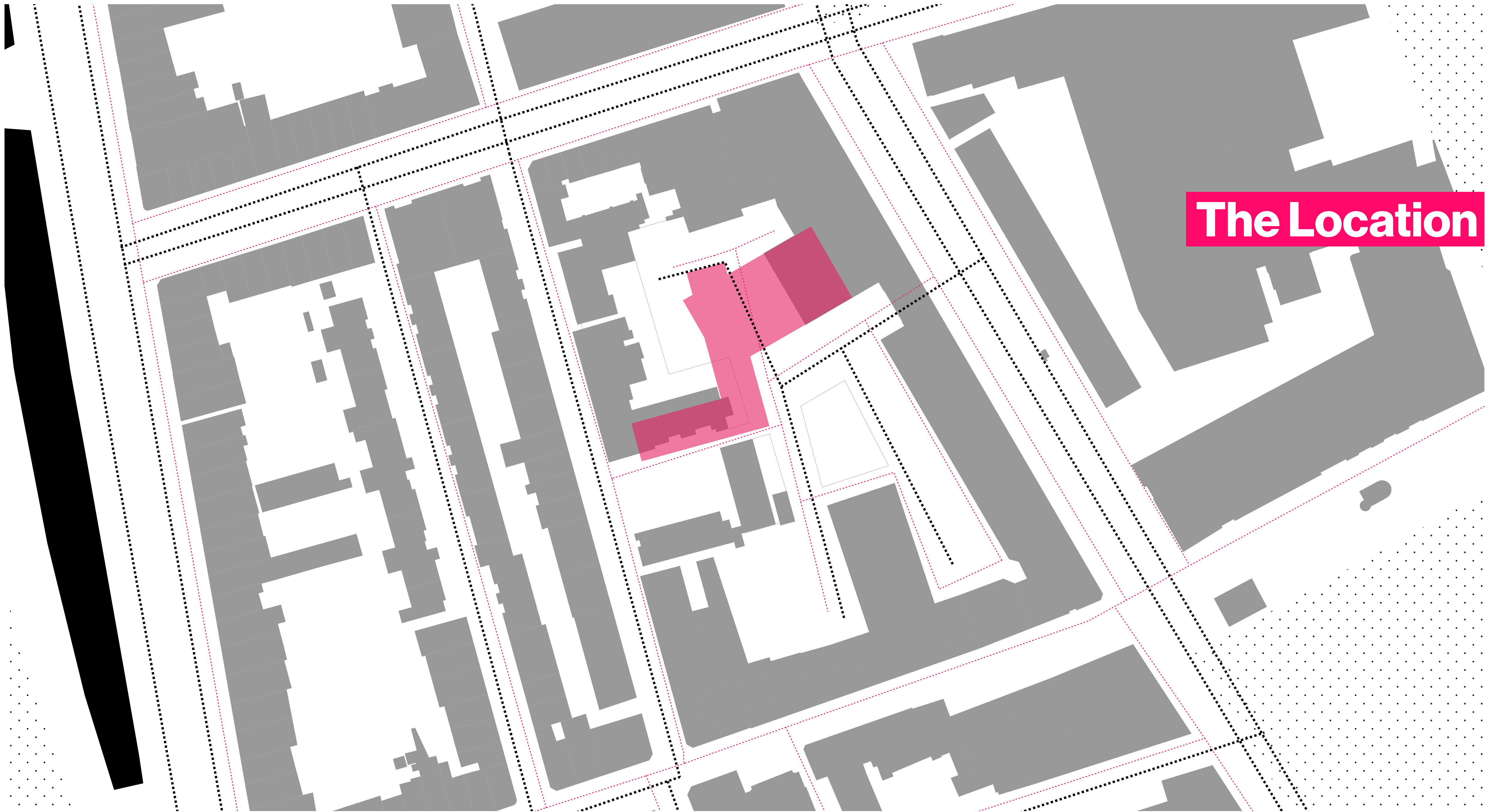




The Location

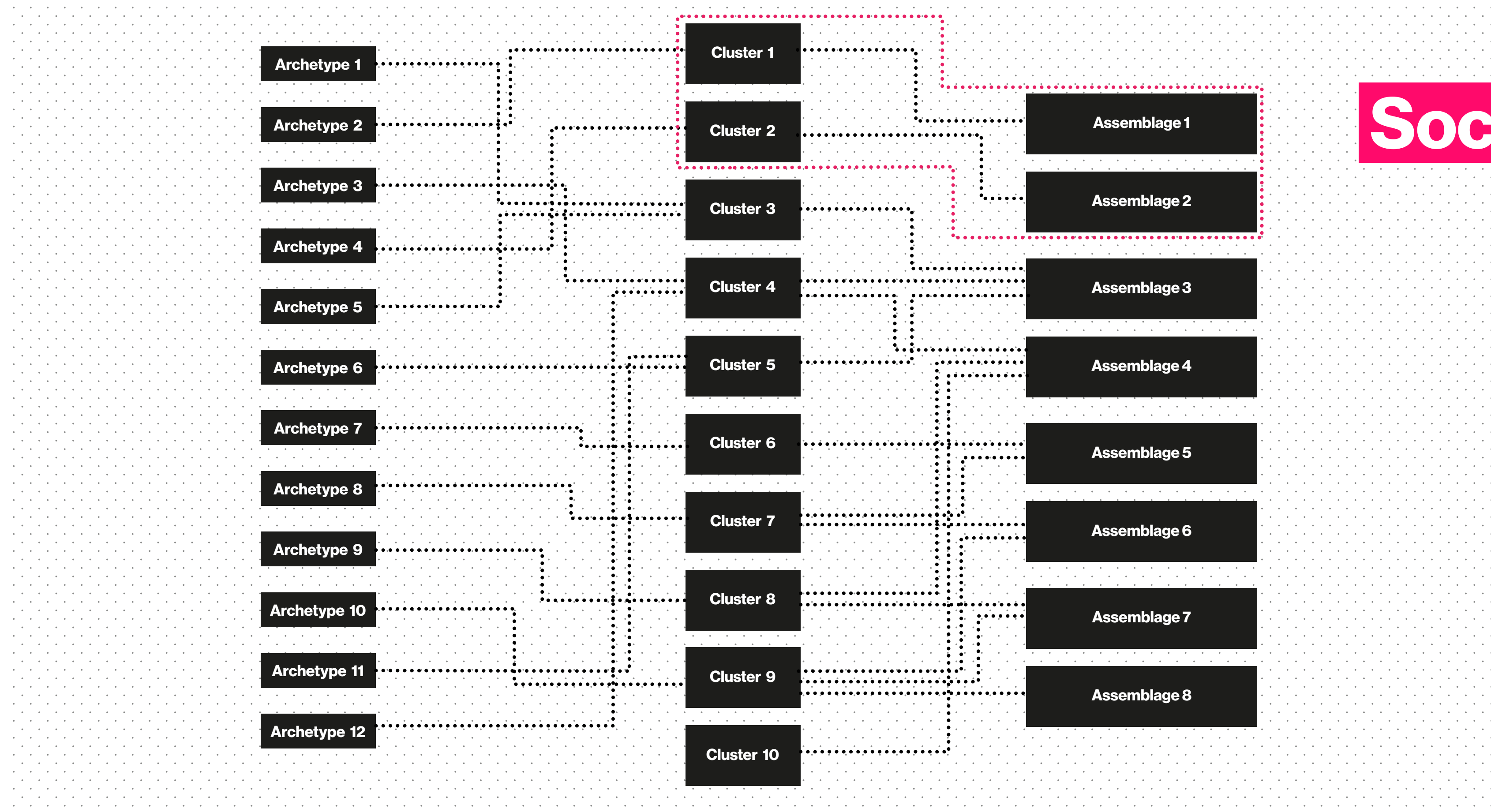


The Location



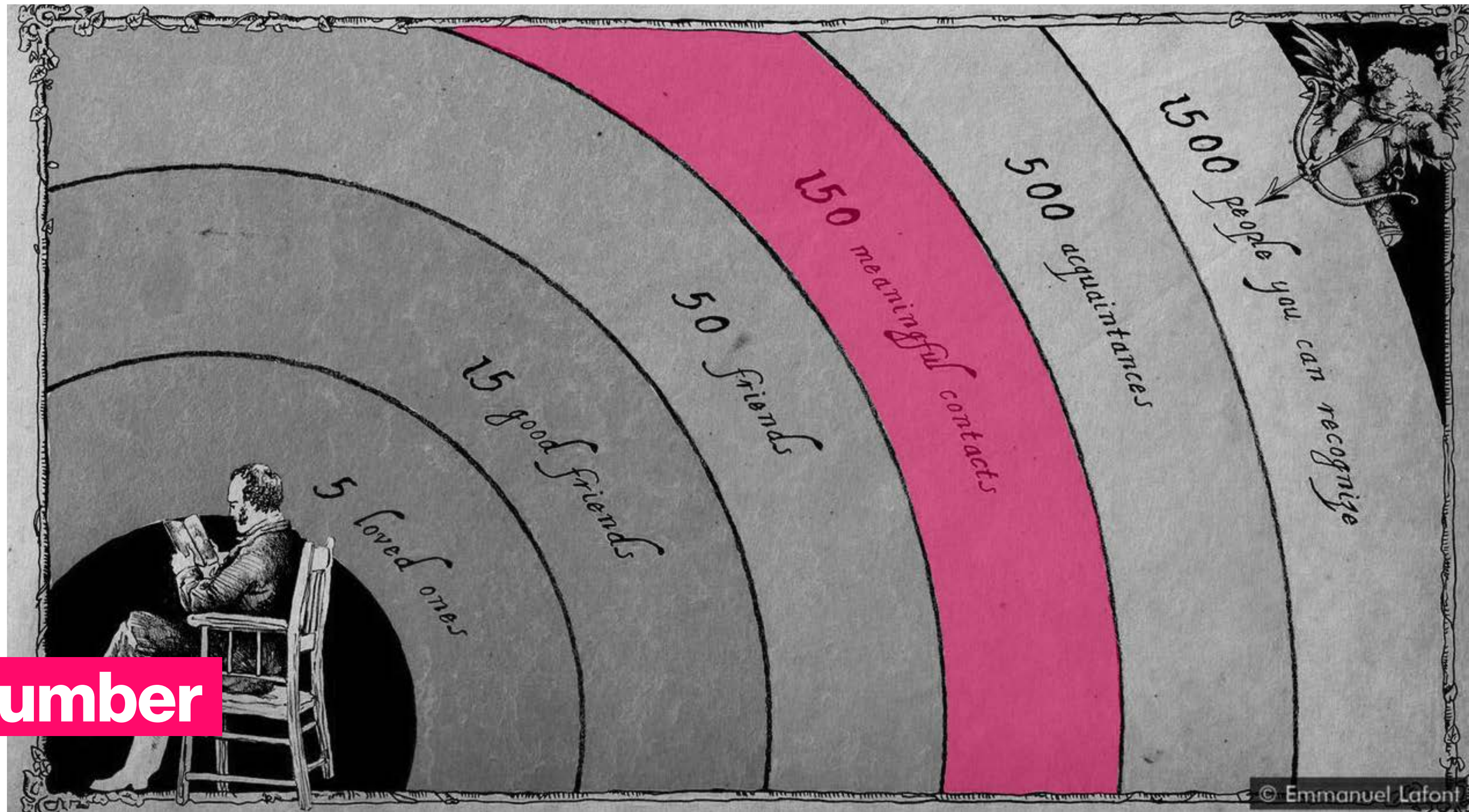
The Location

From Archetypes



Social Clusters

Dunbar Number



Community sizes

1 Person

Bedroom

2 Person
Cluster

Kitchen
Toilet
Bathroom

4 Person
Cluster

Kitchen
Toilet
Bathroom

5 Person
Cluster

Kitchen
Toilet
Bathroom

15 Person
Cluster

Workspace
Livingroom
Lauderette

45 Person
Cluster

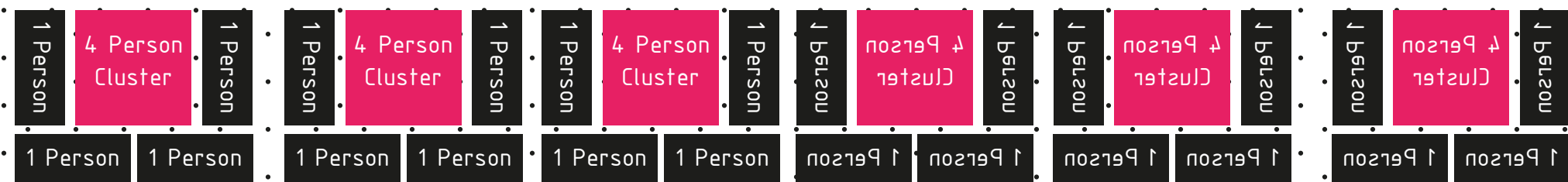
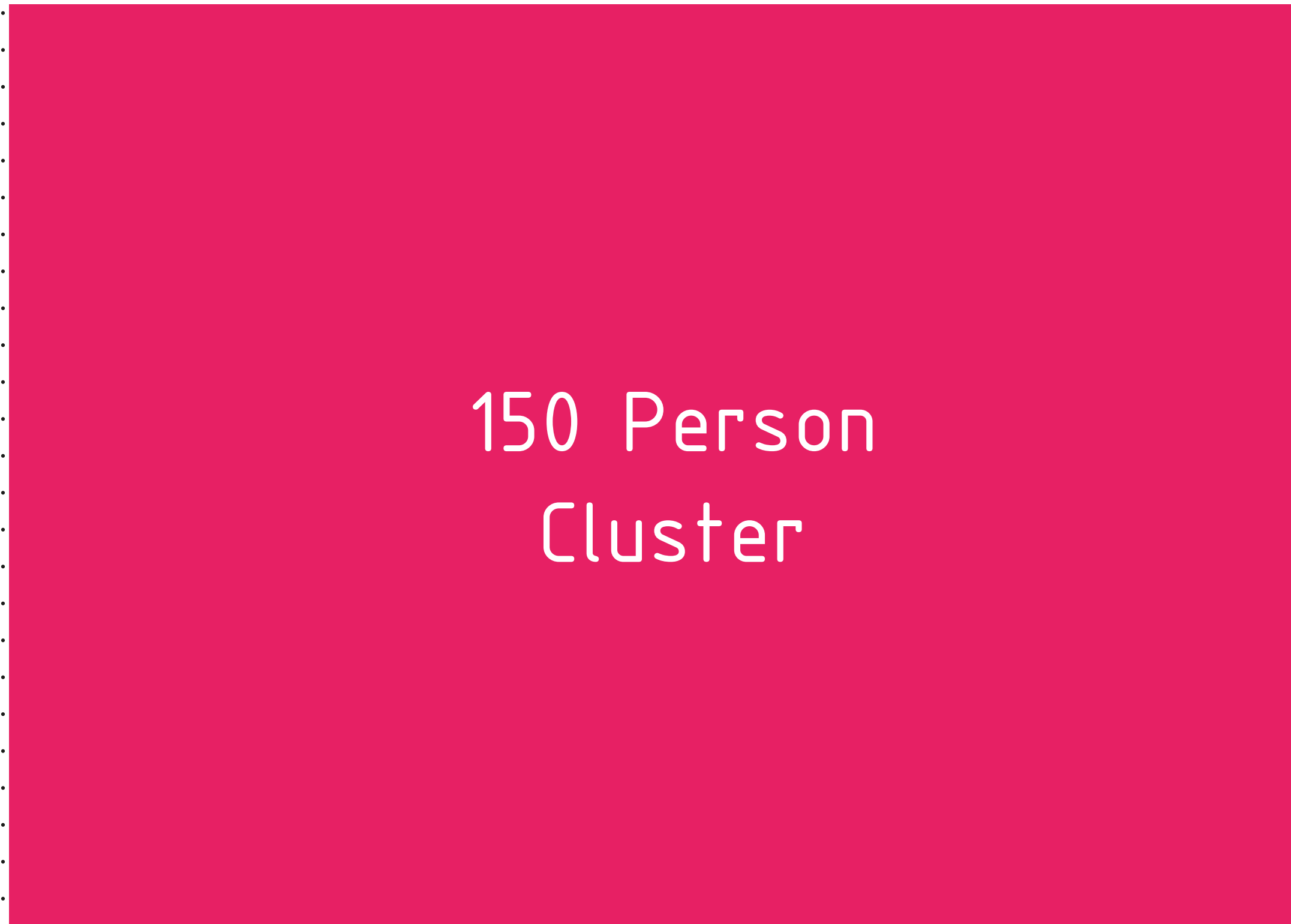
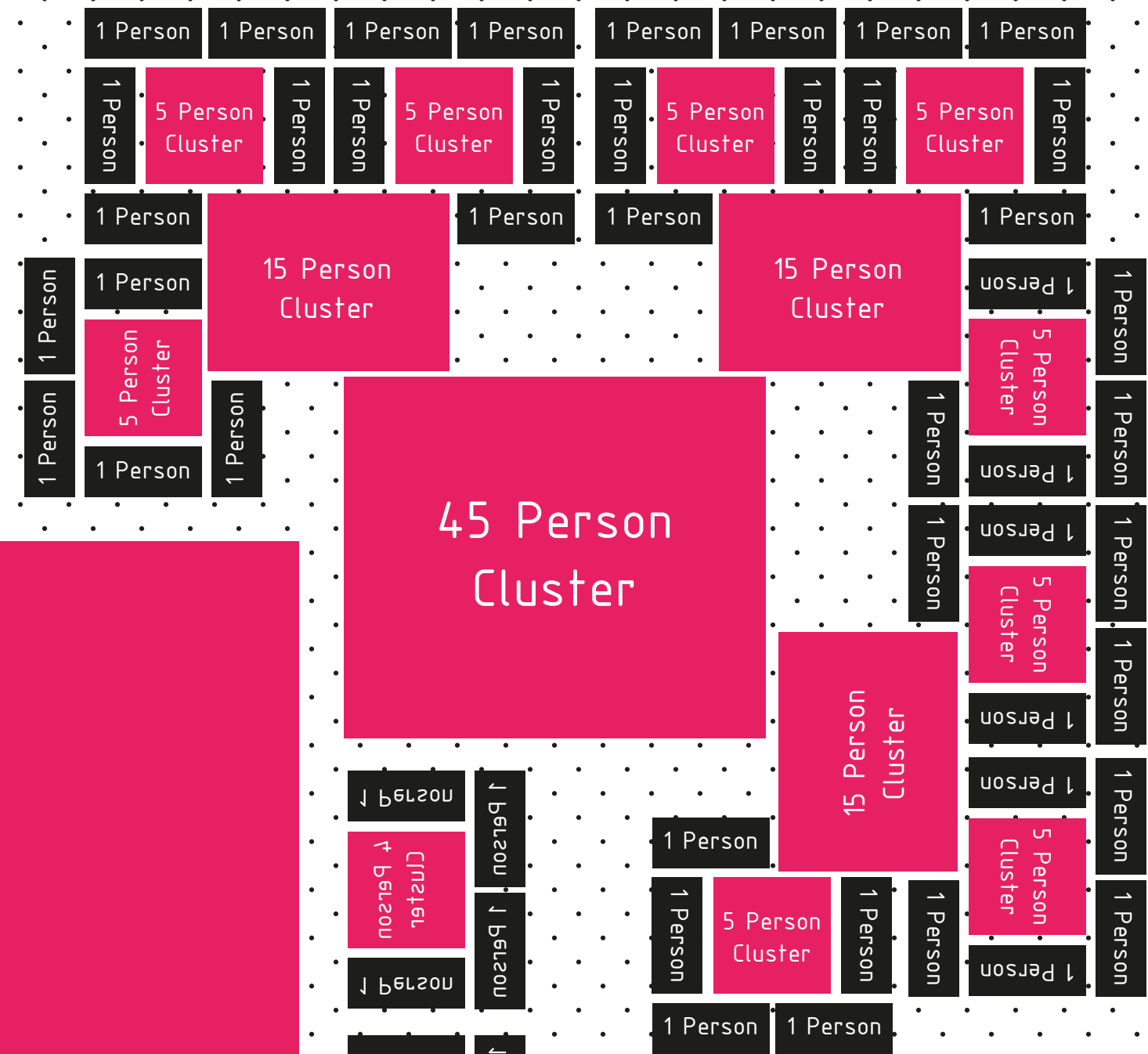
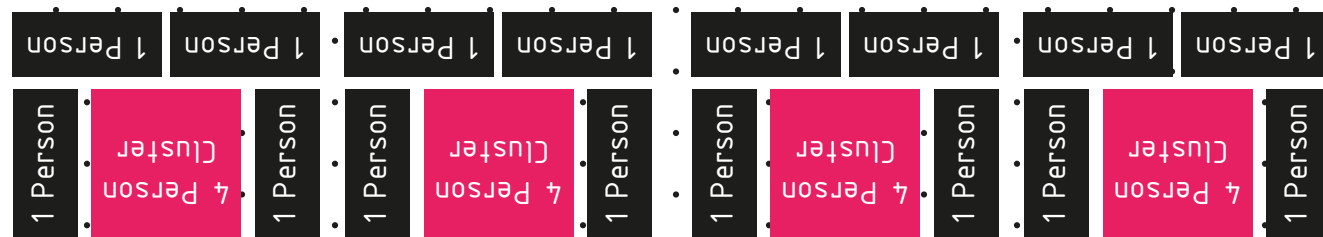
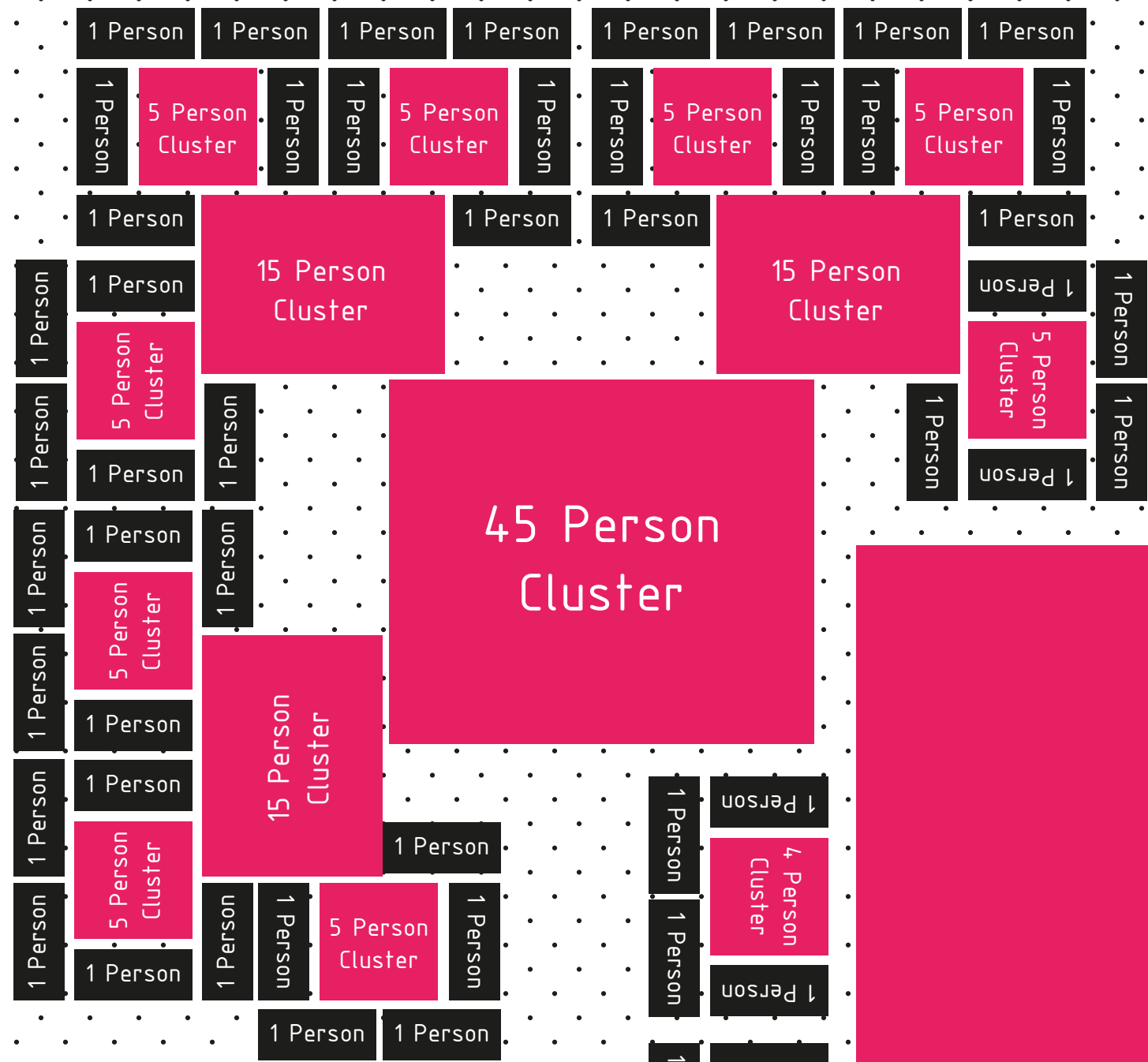
Comunalroom
Leisureroom

150 Person
Cluster

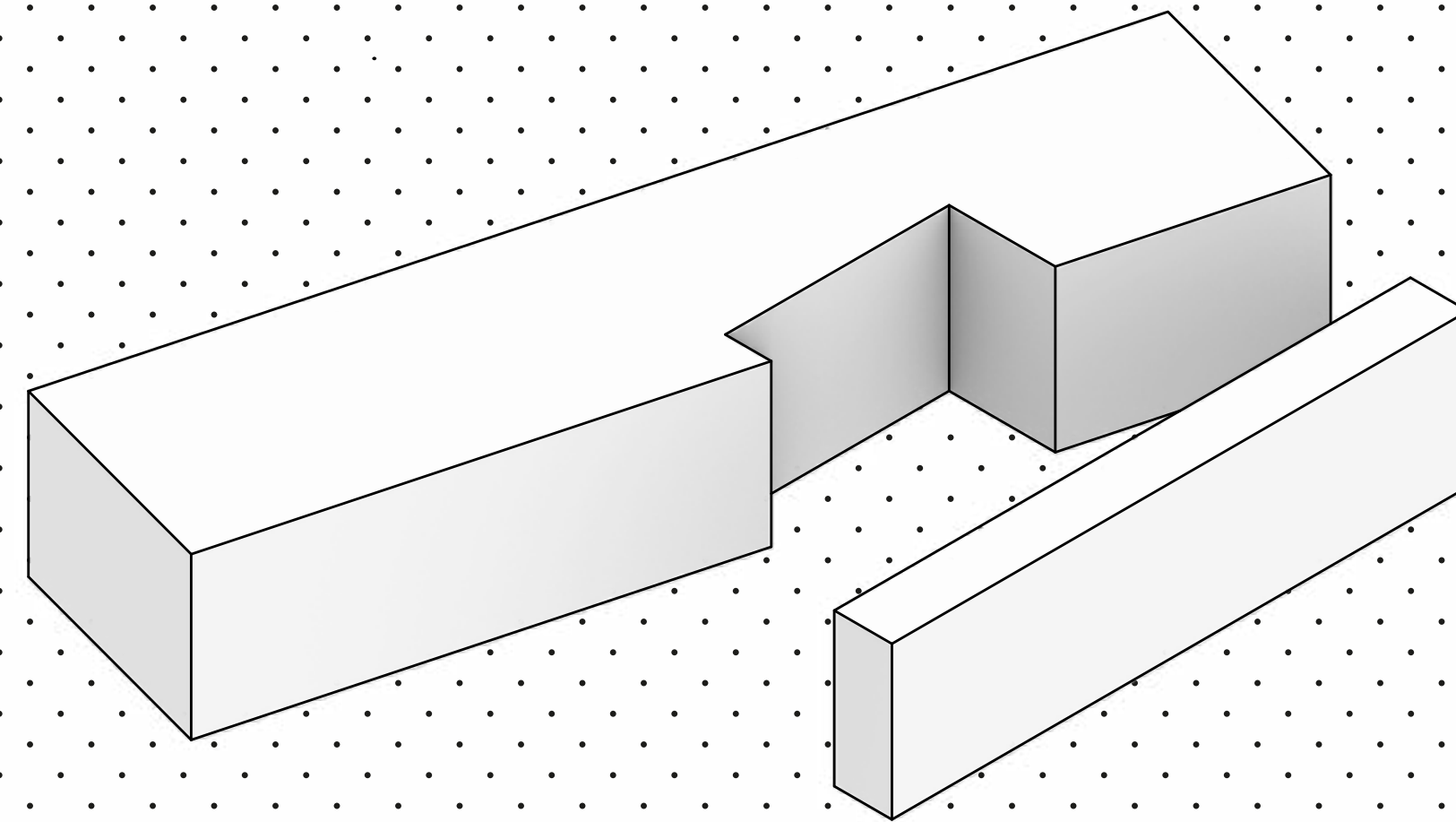
Lobby
Service
Gym
Dining area
Meeting room
Garage

Cluster Spaces

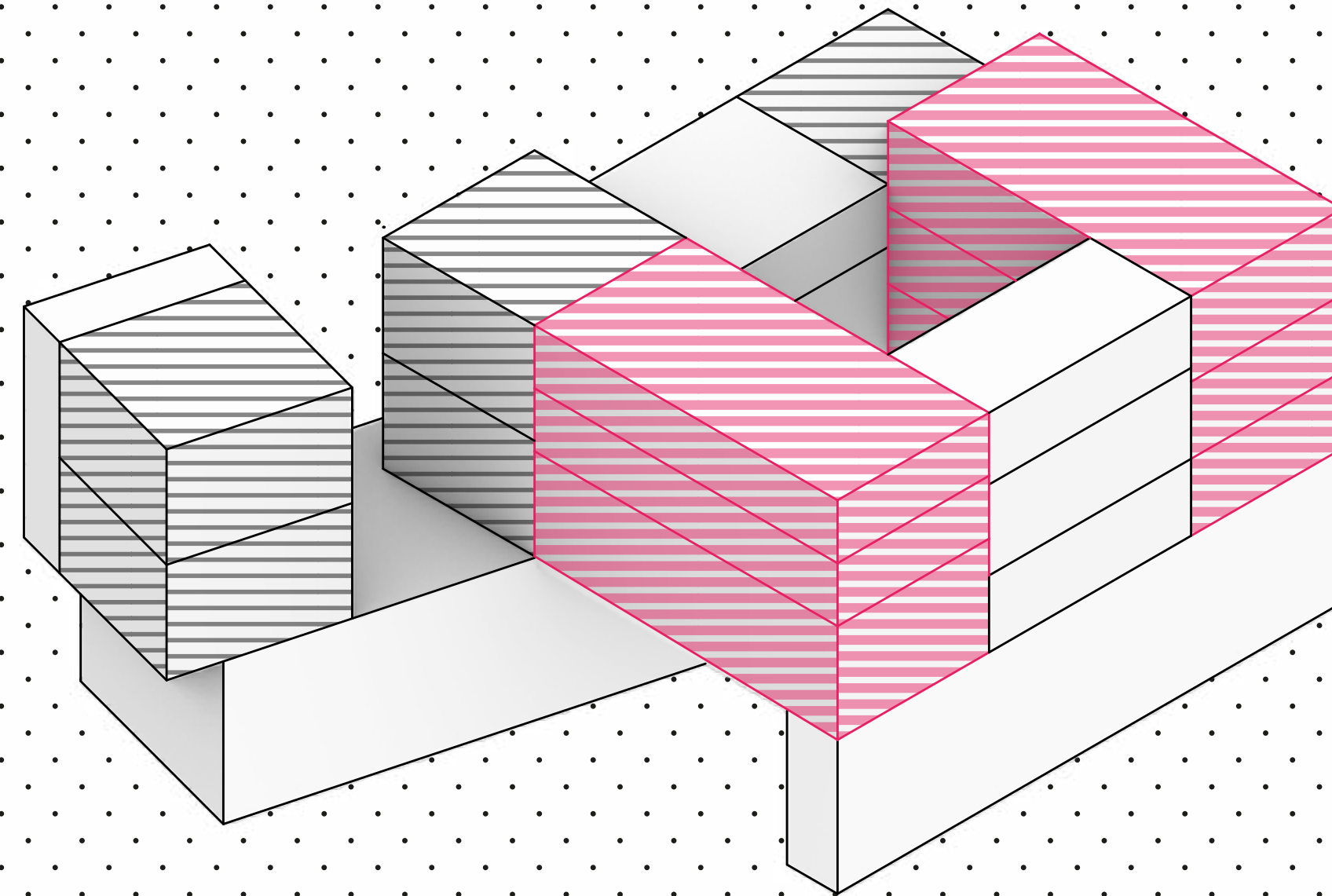
Cluster Spaces



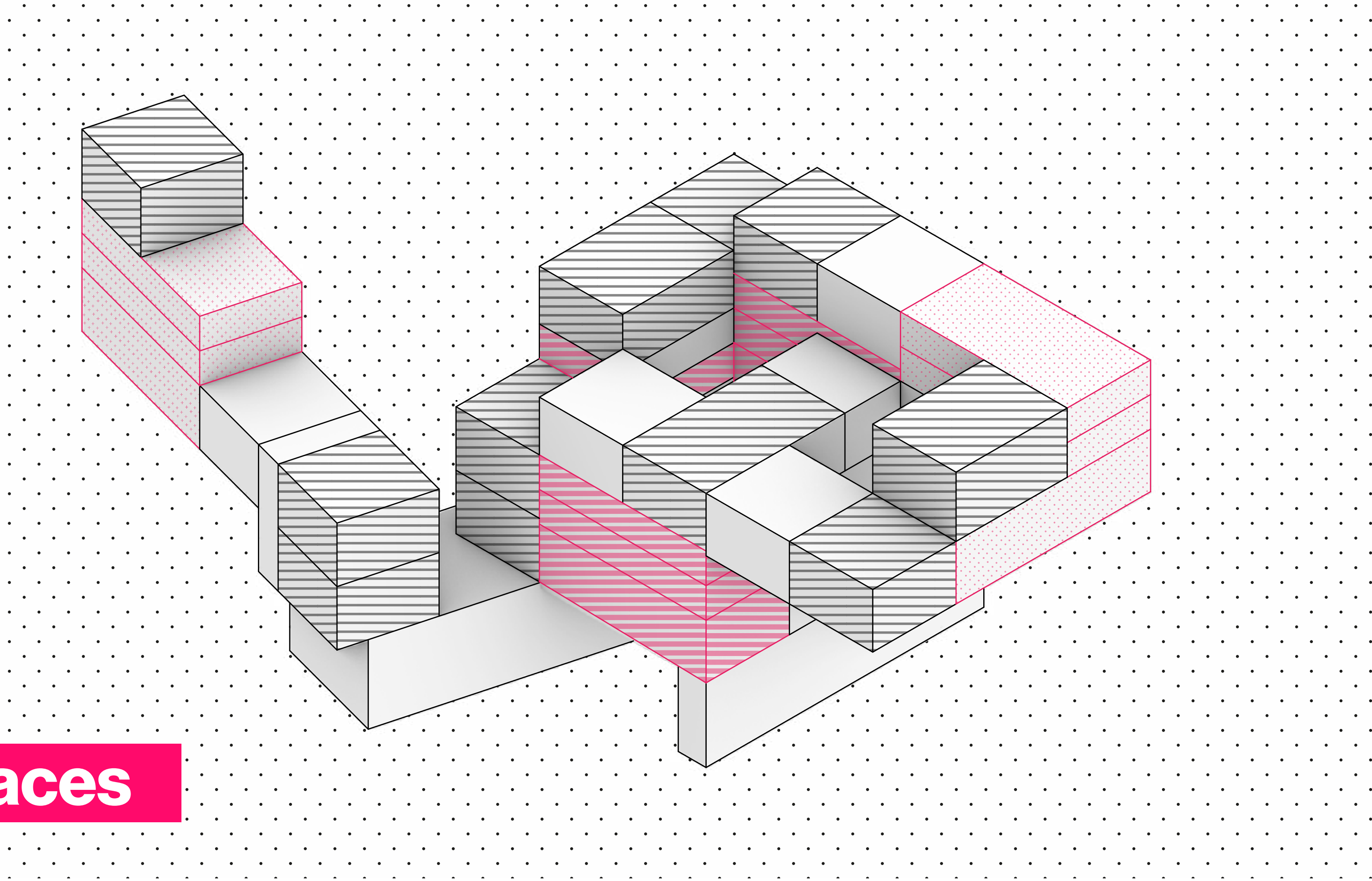
Cluster spaces



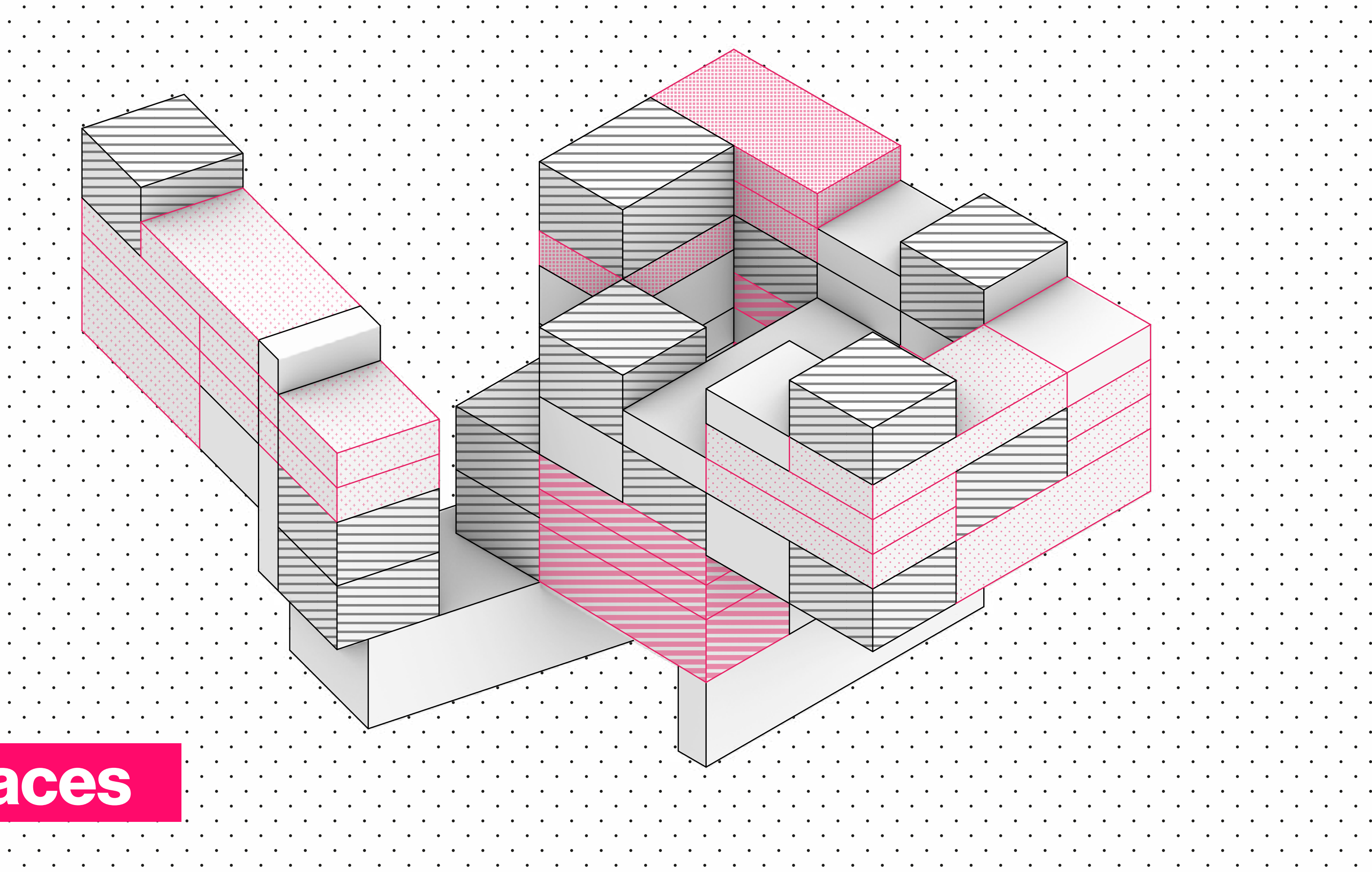
Cluster spaces



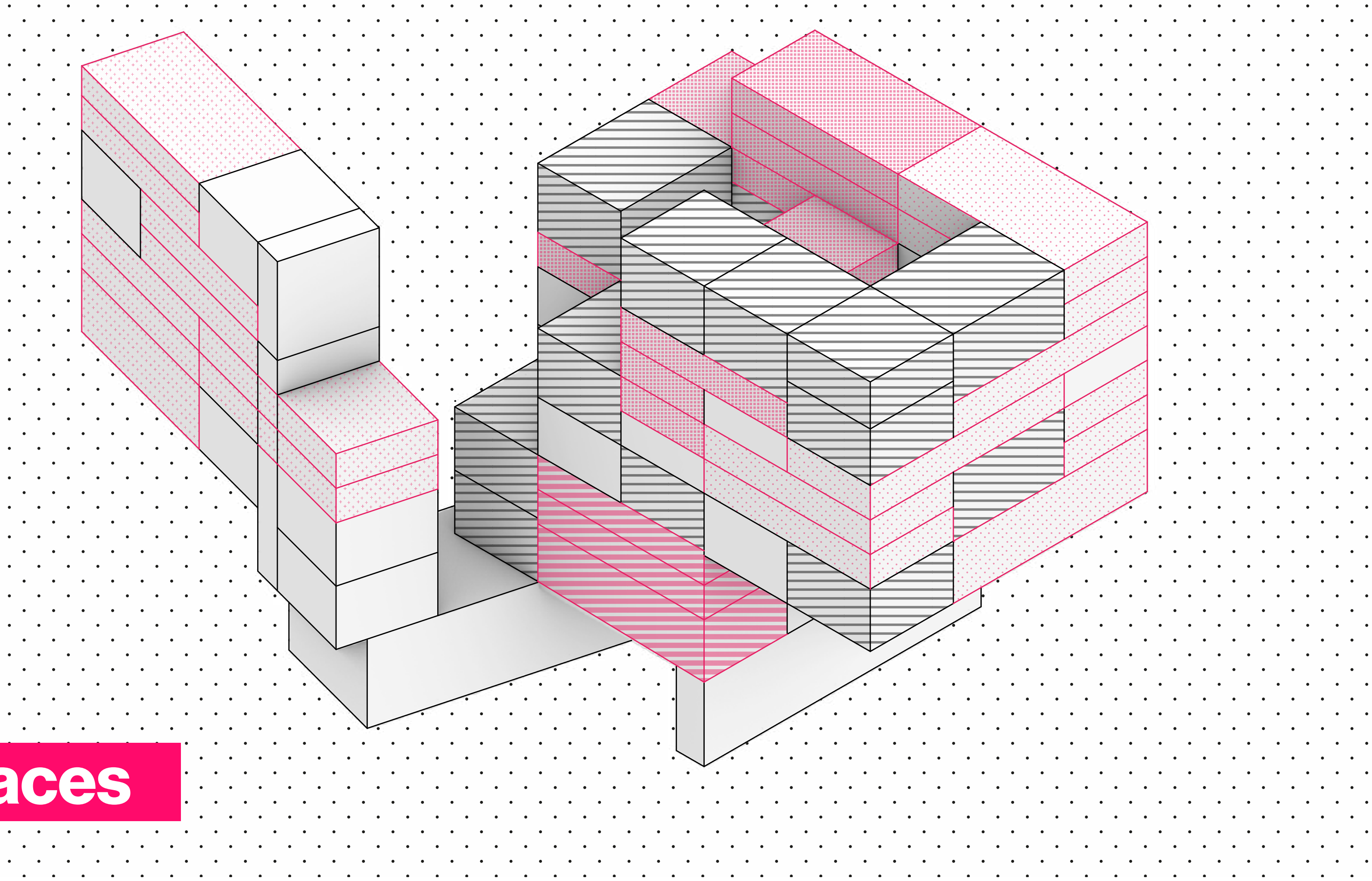
Cluster spaces



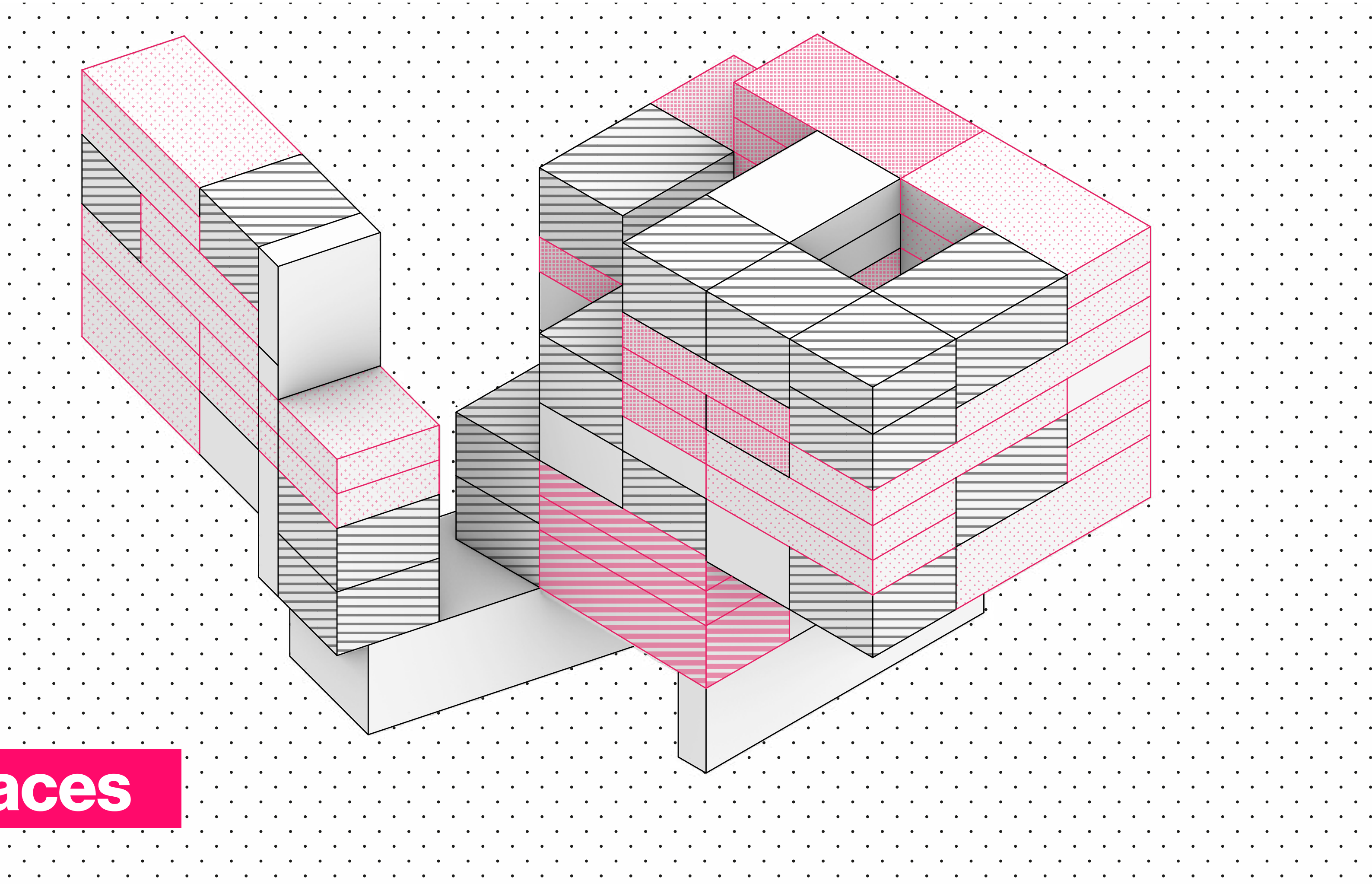
Cluster spaces



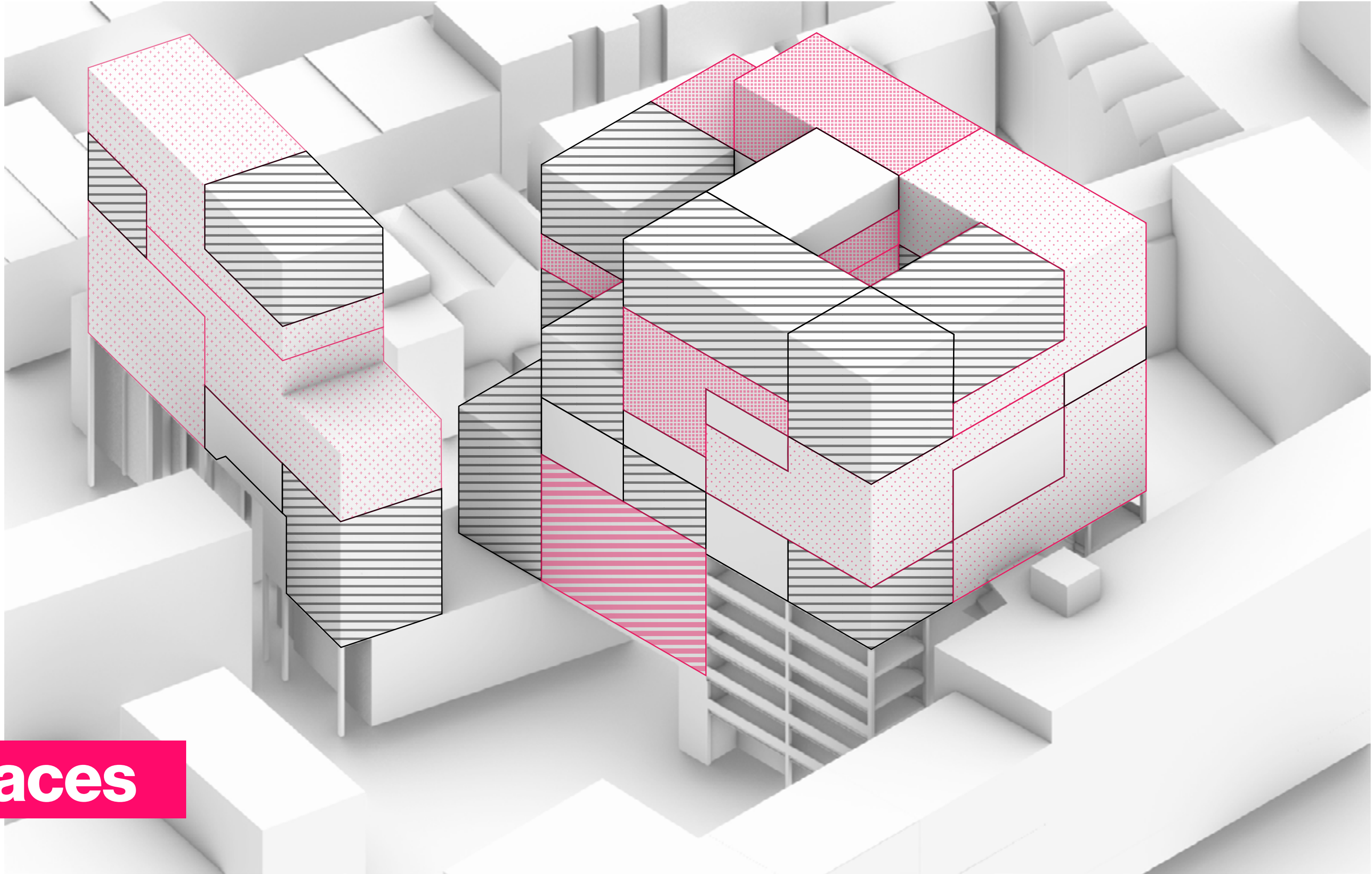
Cluster spaces

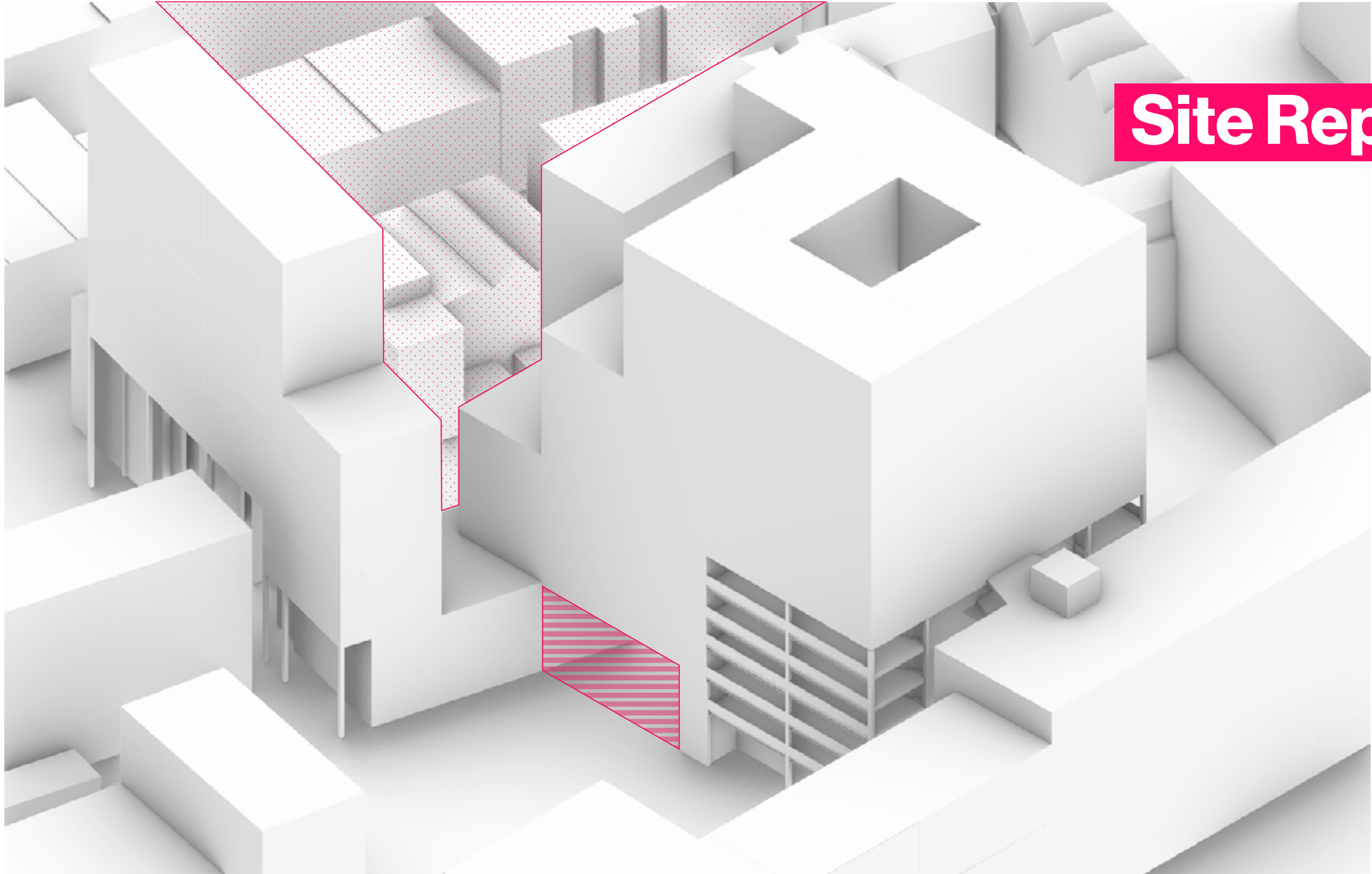


Cluster spaces



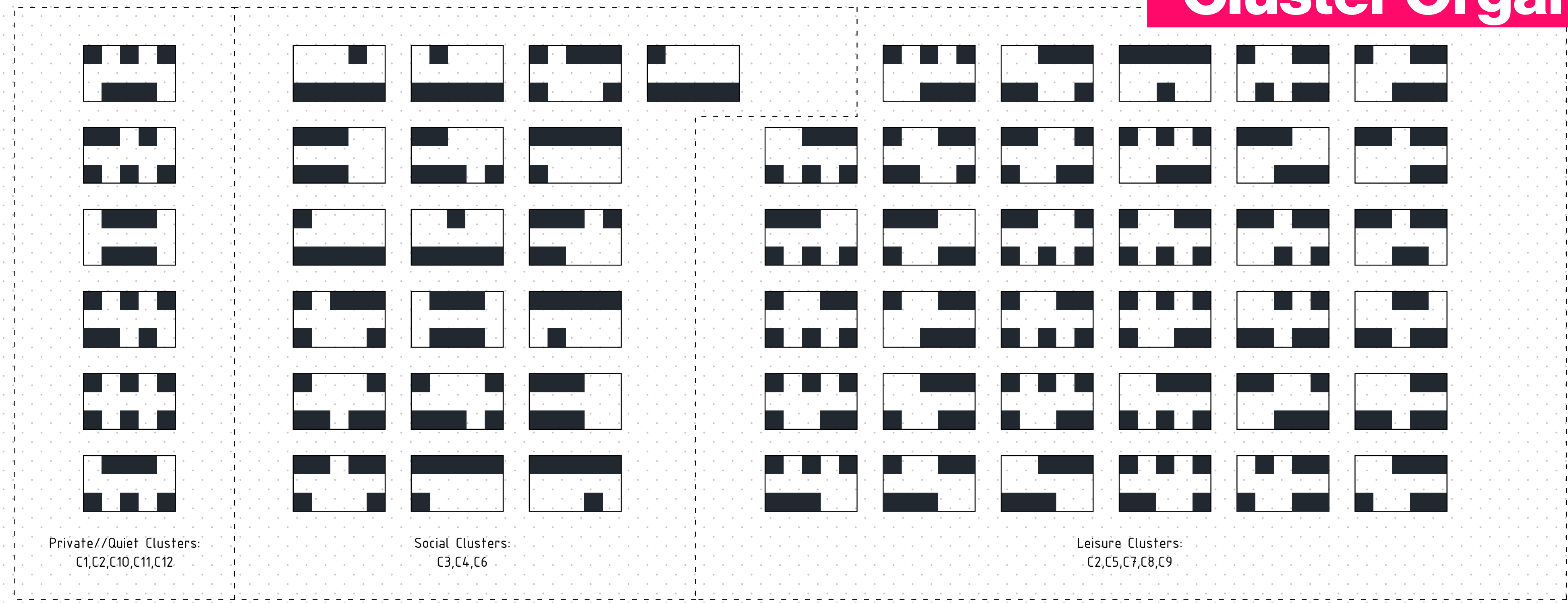
Cluster spaces

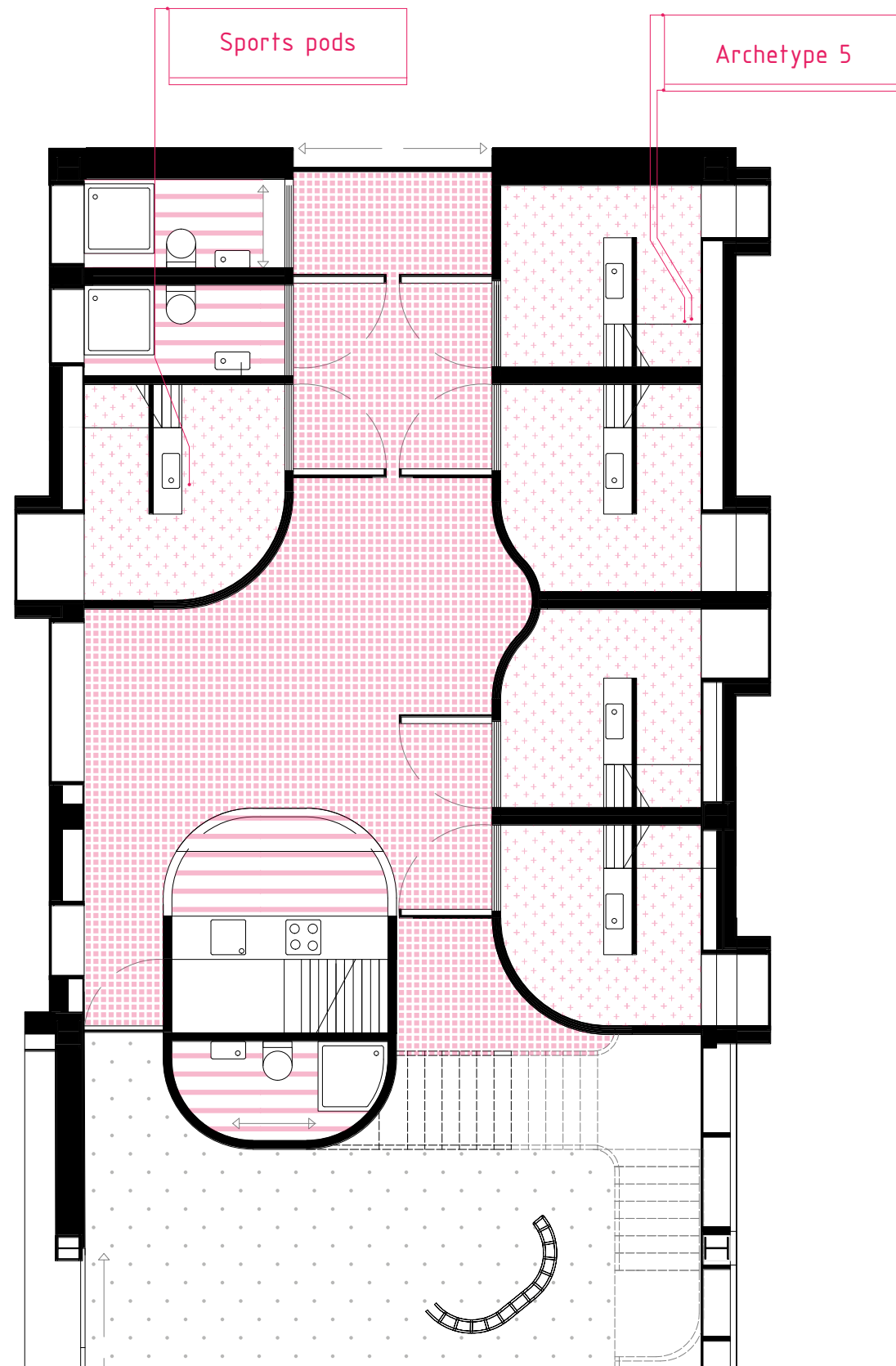




Site Reponses

Cluster Organisation

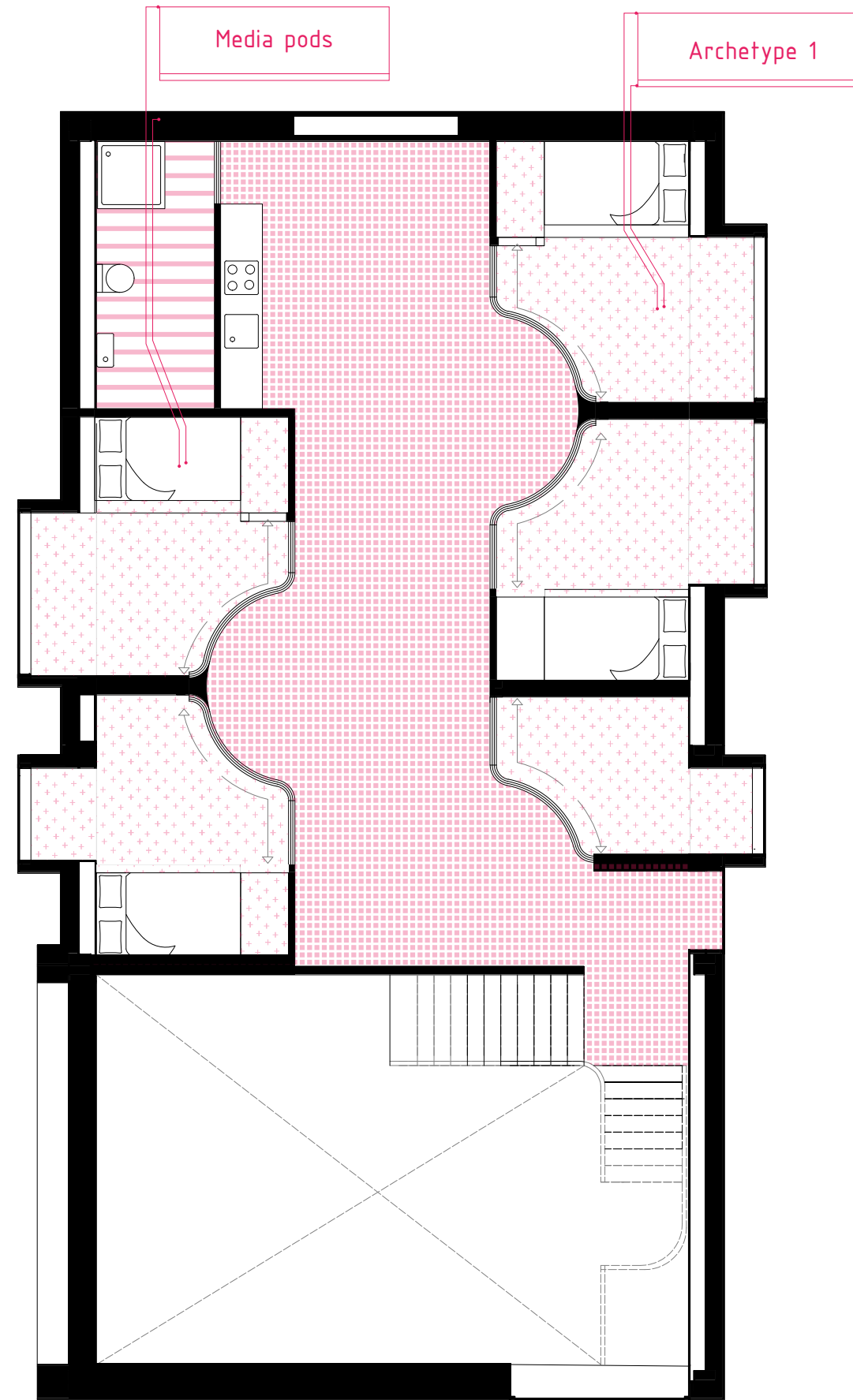




Living the way I want

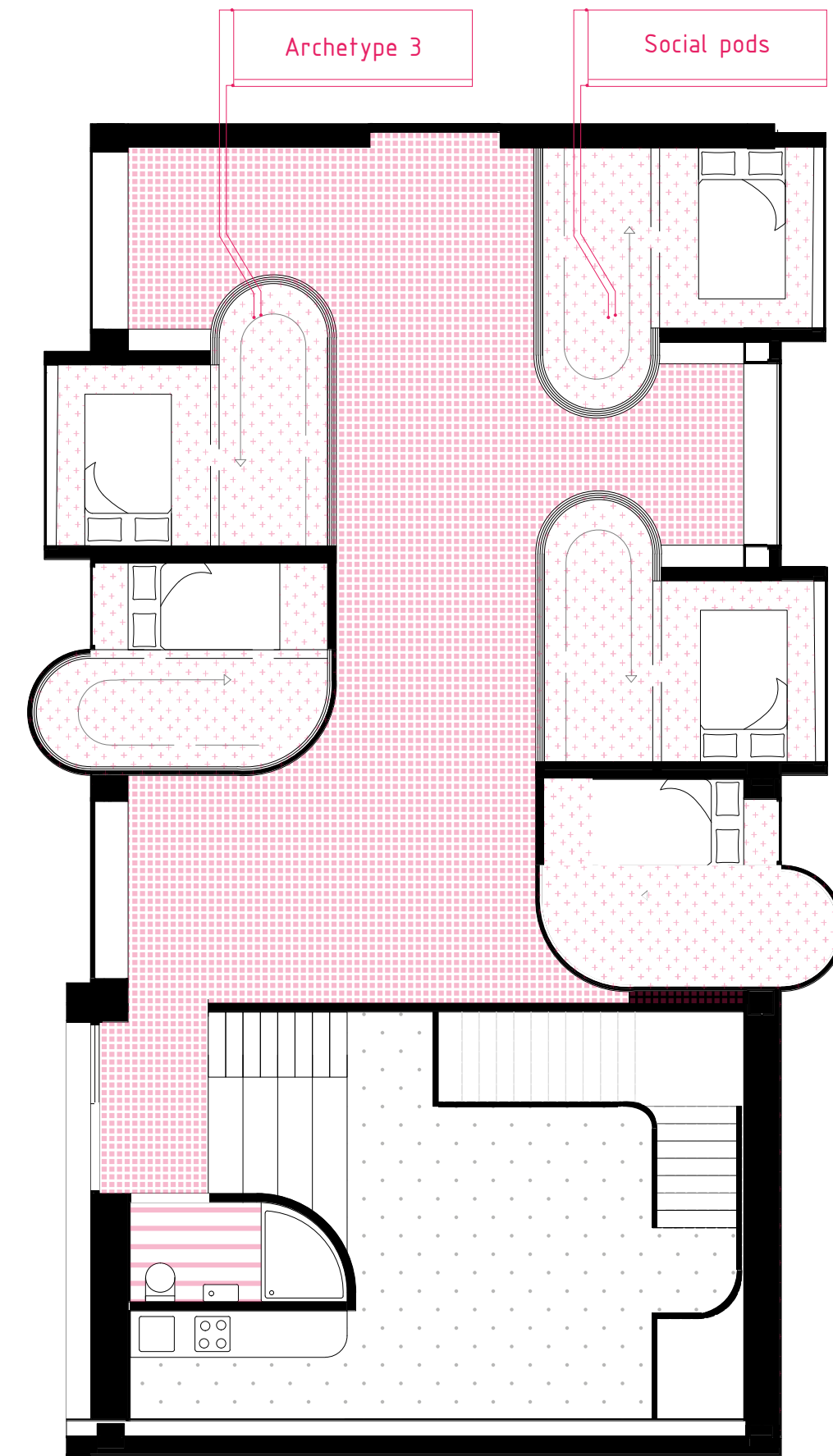
Cluster 4

3rd Floor



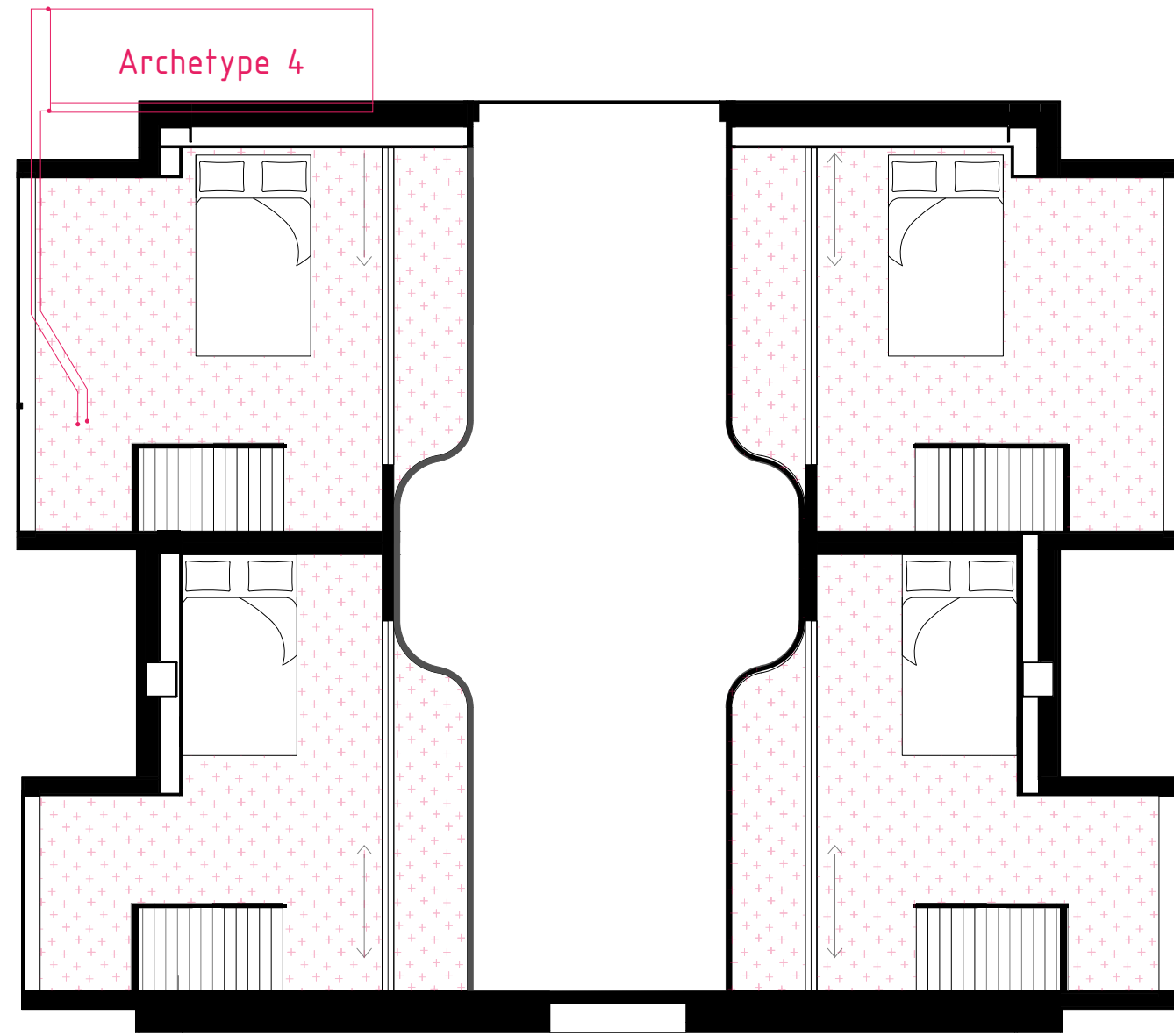
Cluster 3

4th Floor

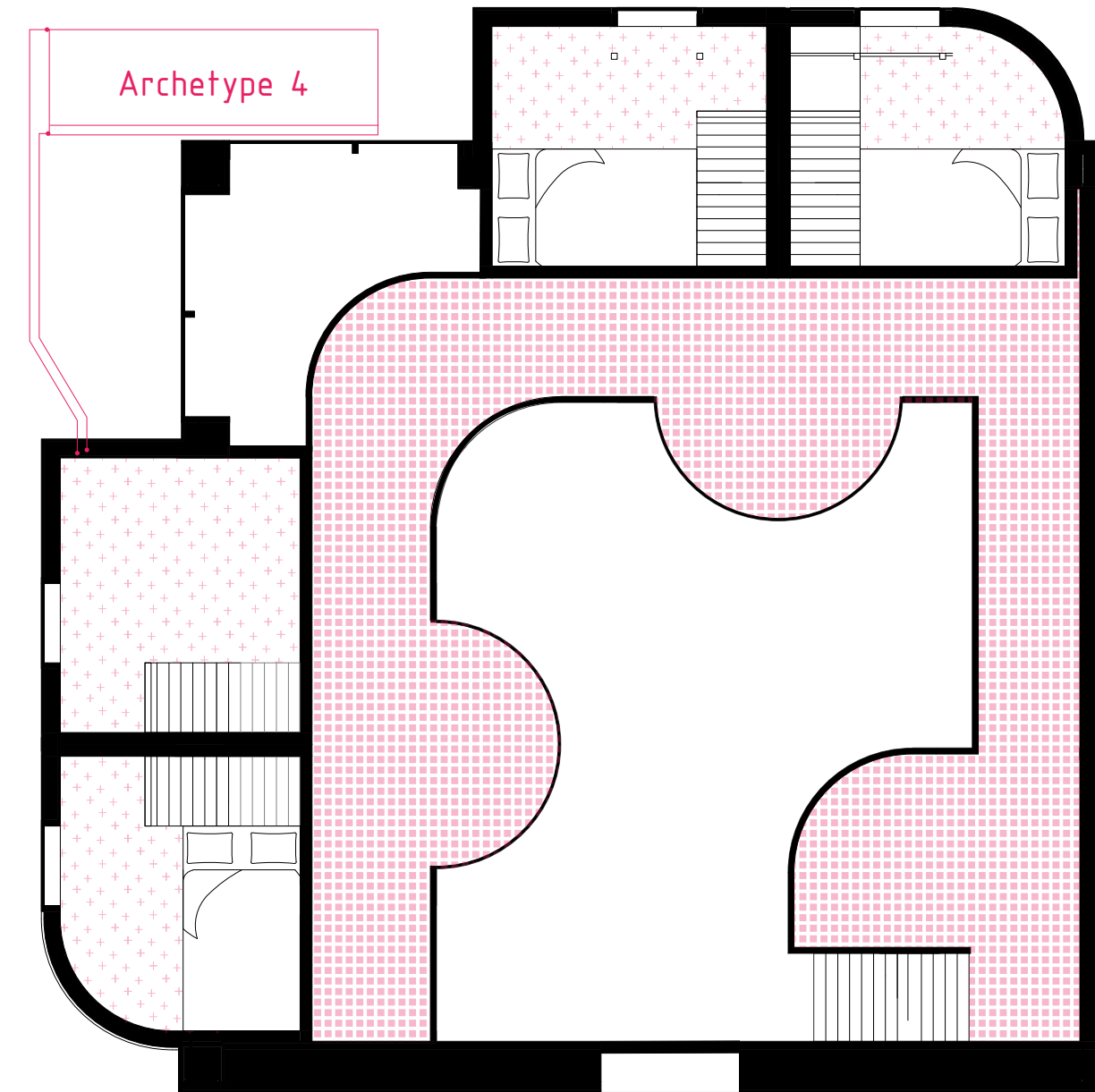


Cluster 5

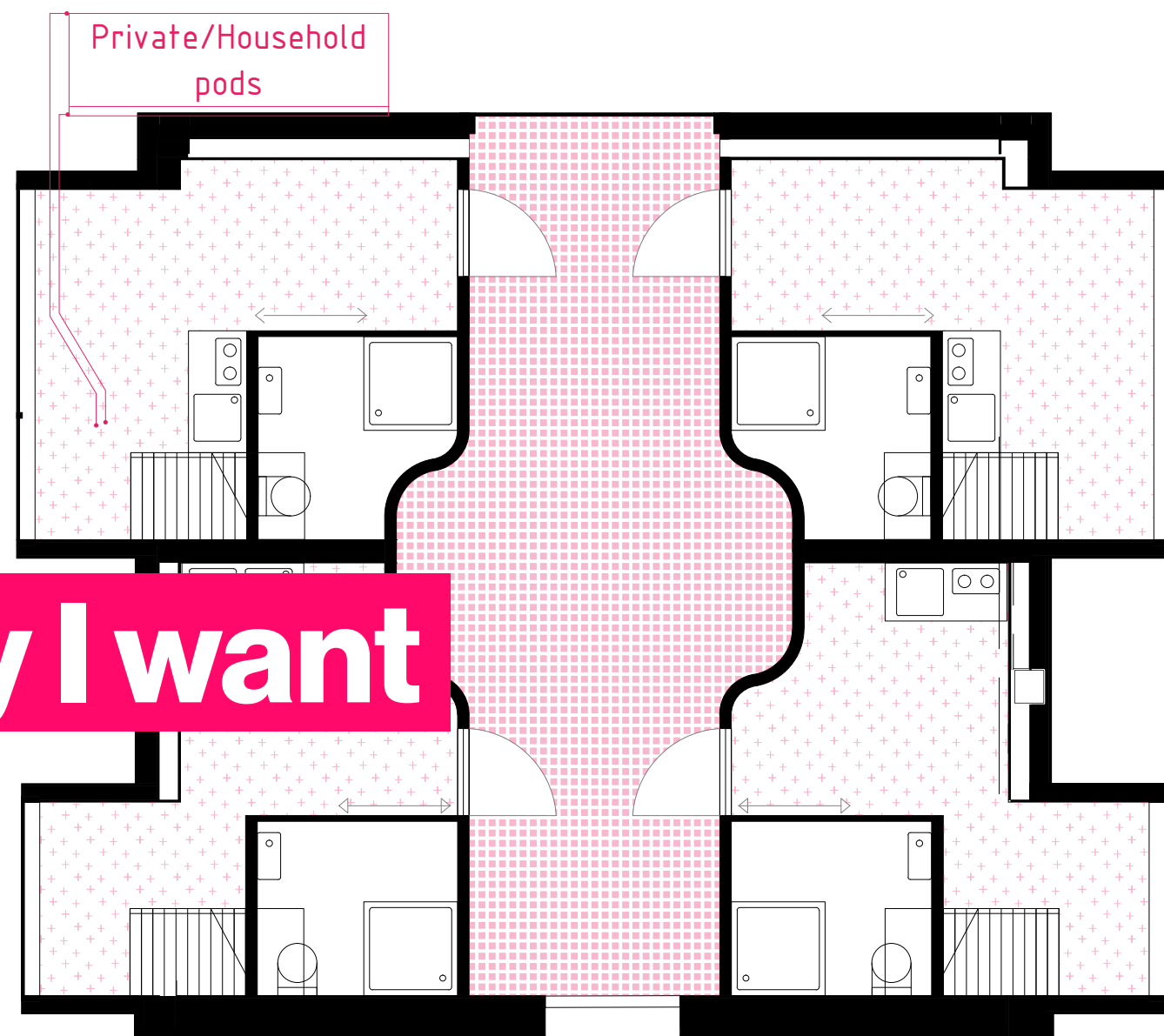
5th Floor



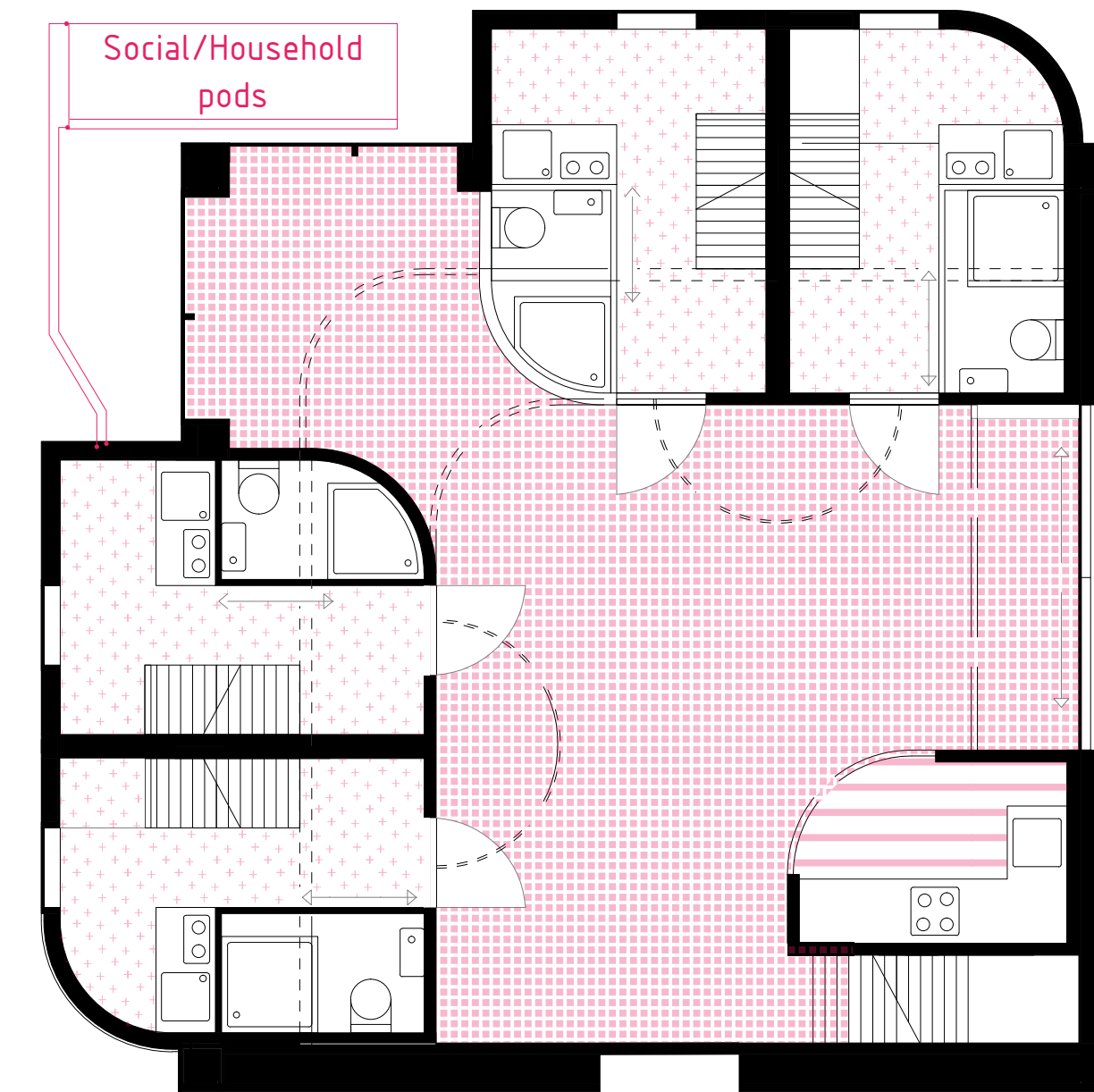
Floor 2



Floor 2



Floor 1



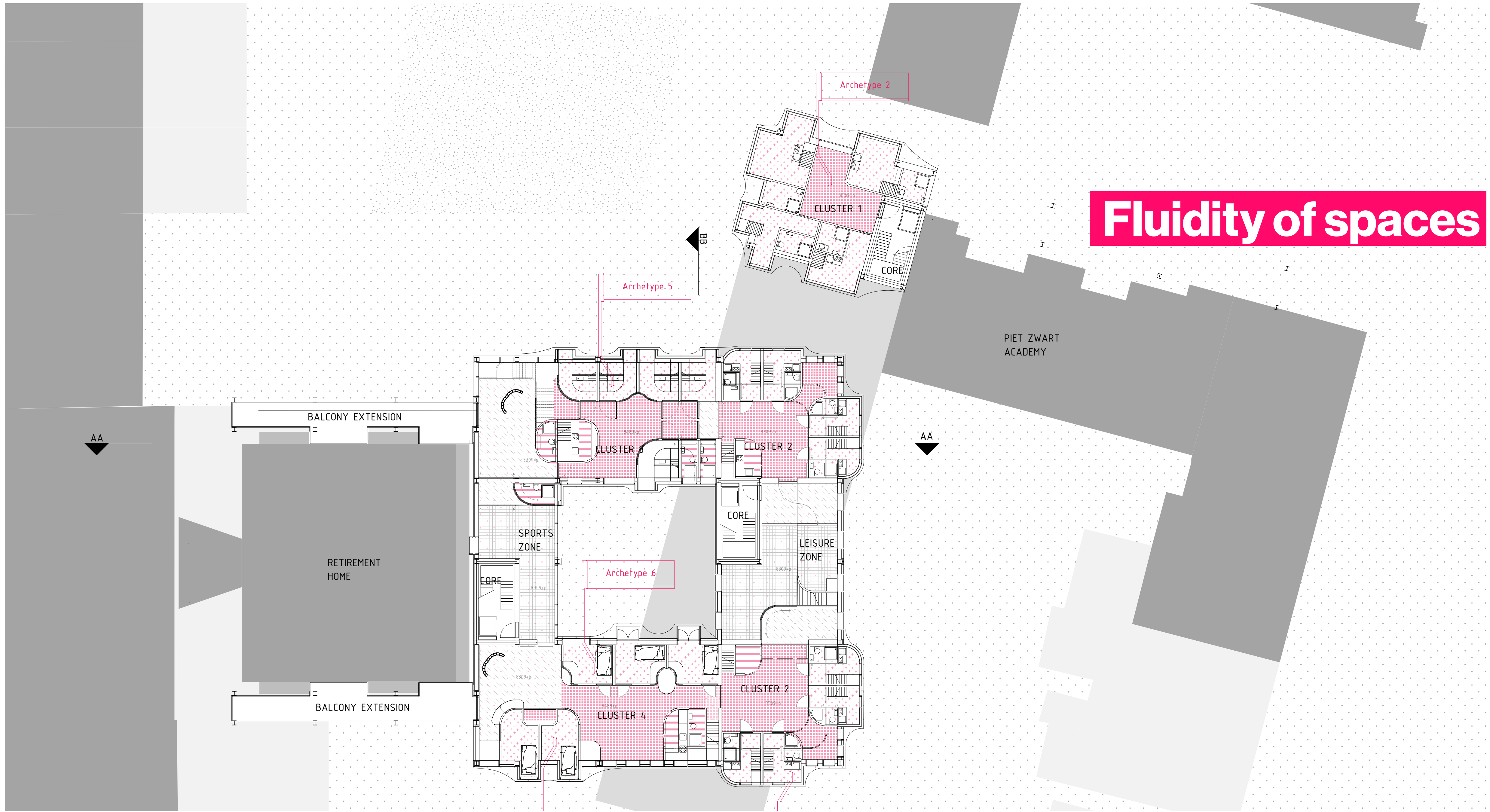
Floor 1

Living the way I want

Cluster 1

Cluster 2

Fluidity of spaces

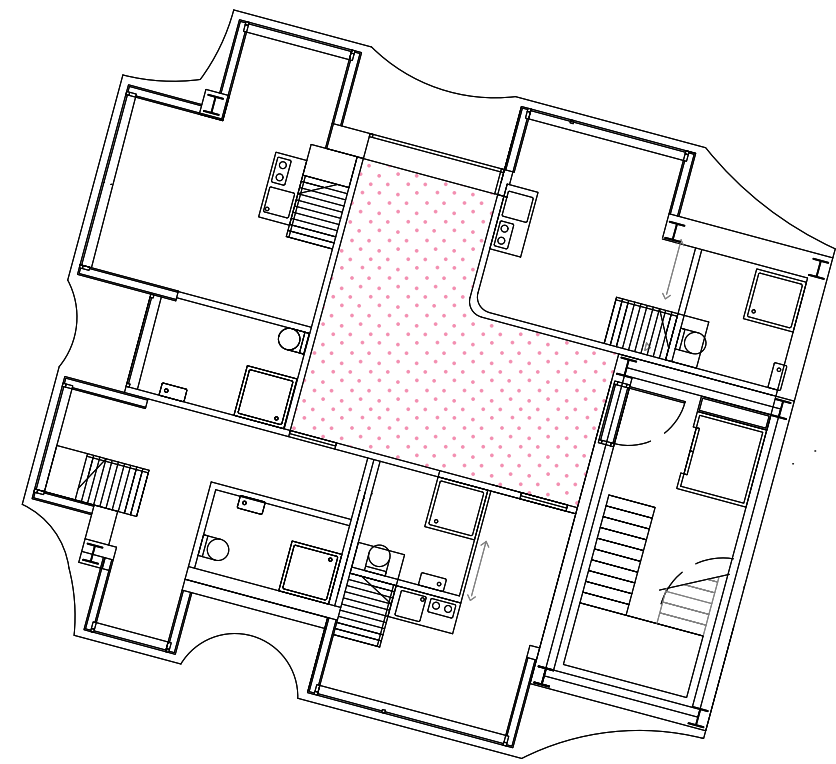
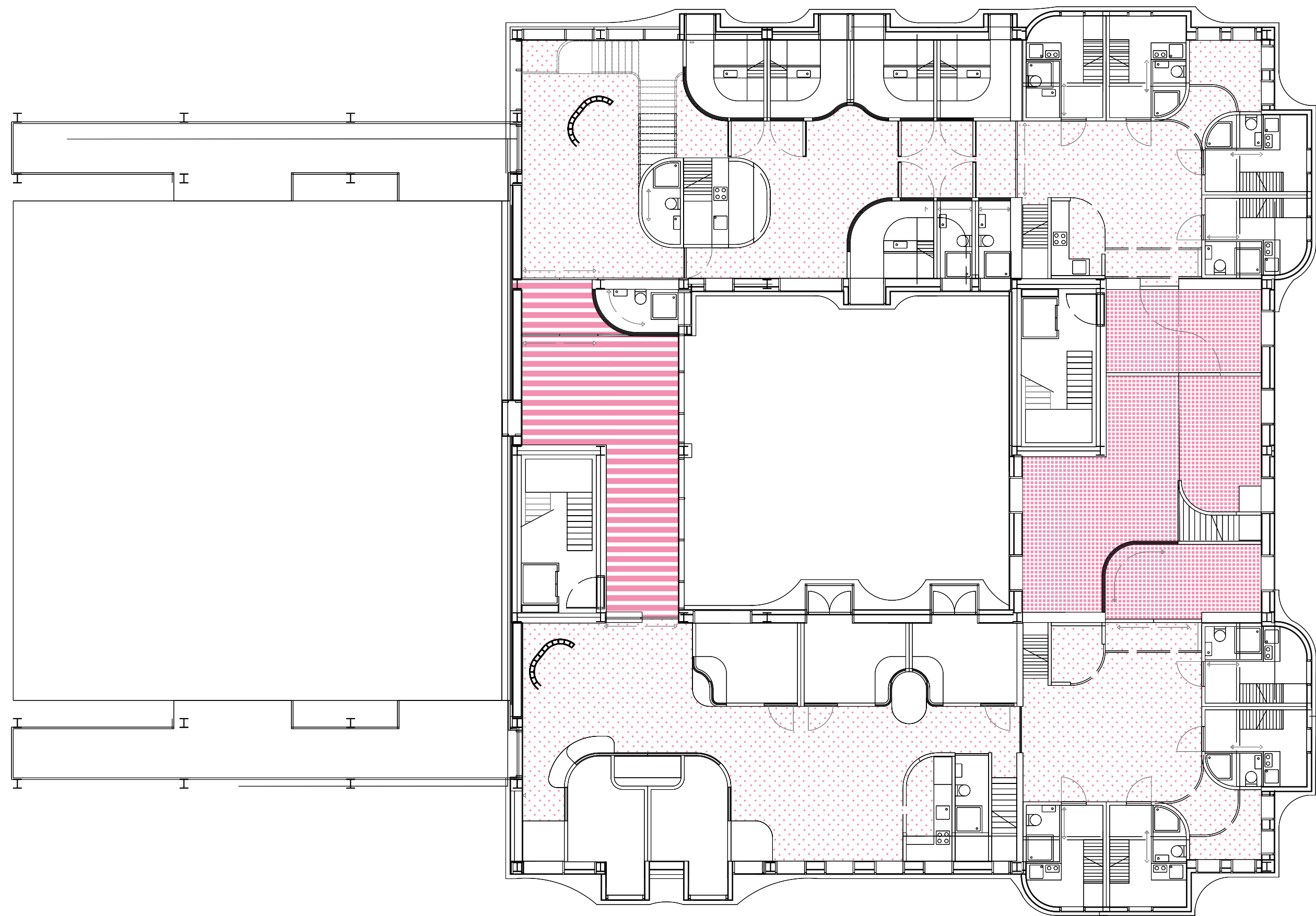


Social-Spatiality



A matter of affordances

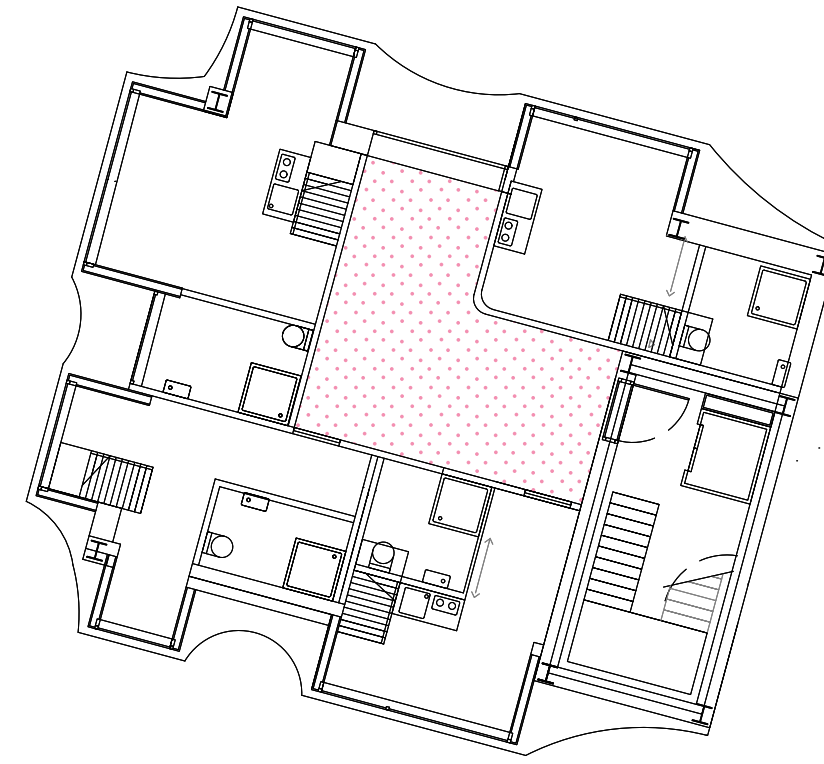
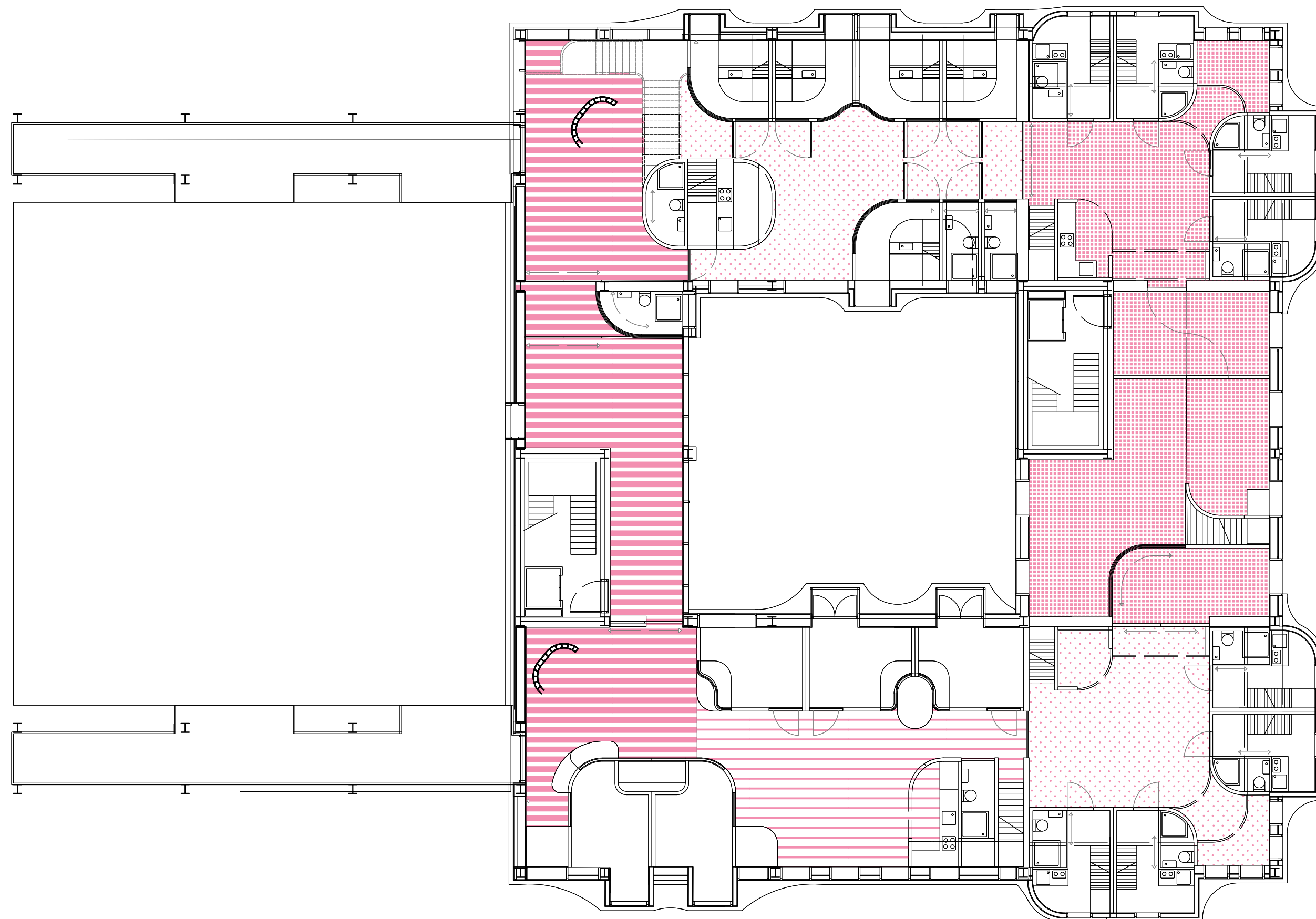
An object's affordance can govern the whole interaction between actors since a part of the person's perception of space is embodied with the social interactions and cultural spheres between actors.



Fluidity of Functions

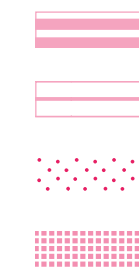
- SPORT
- LEISURE
- LIVINGROOM
- SOCIAL

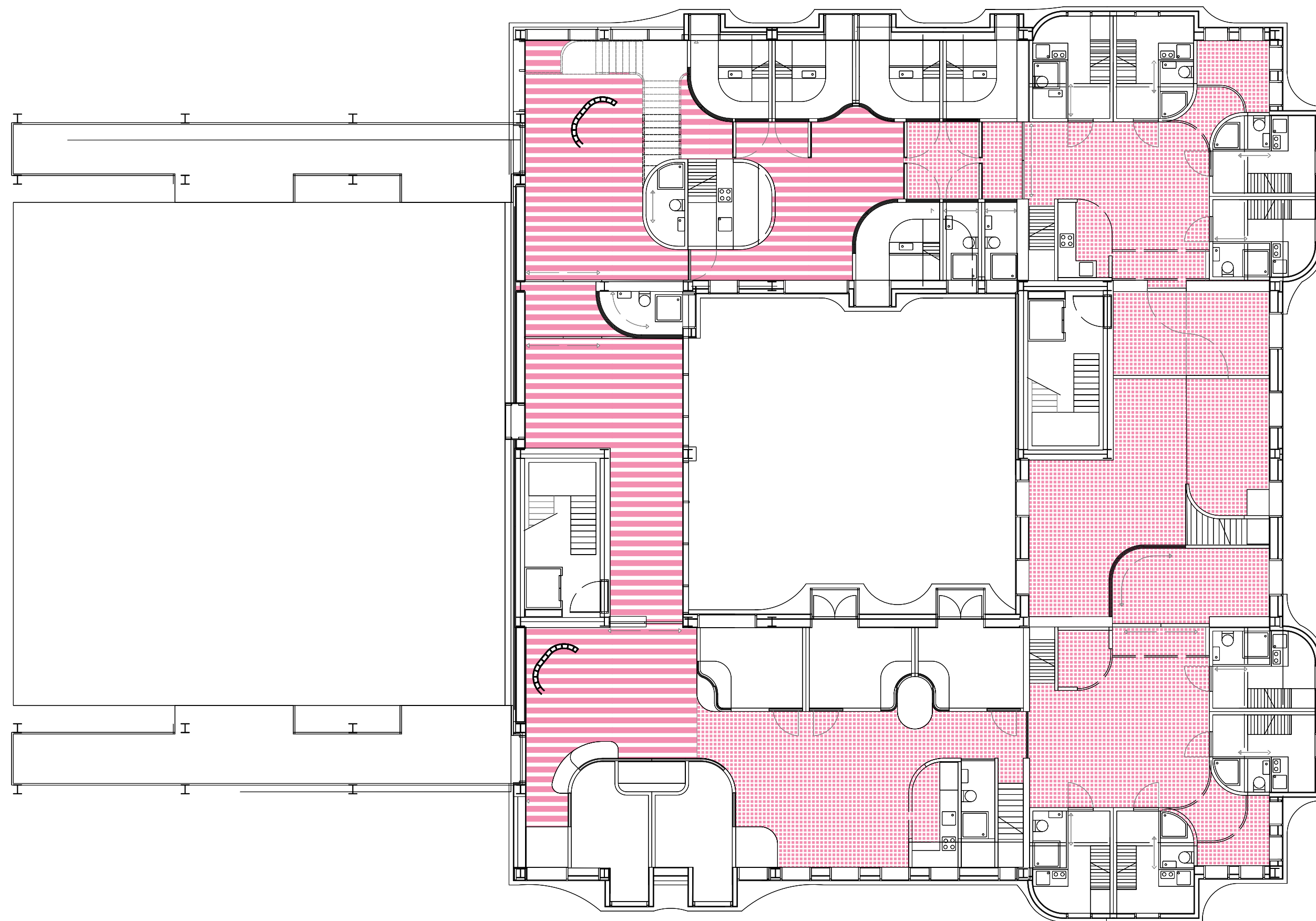




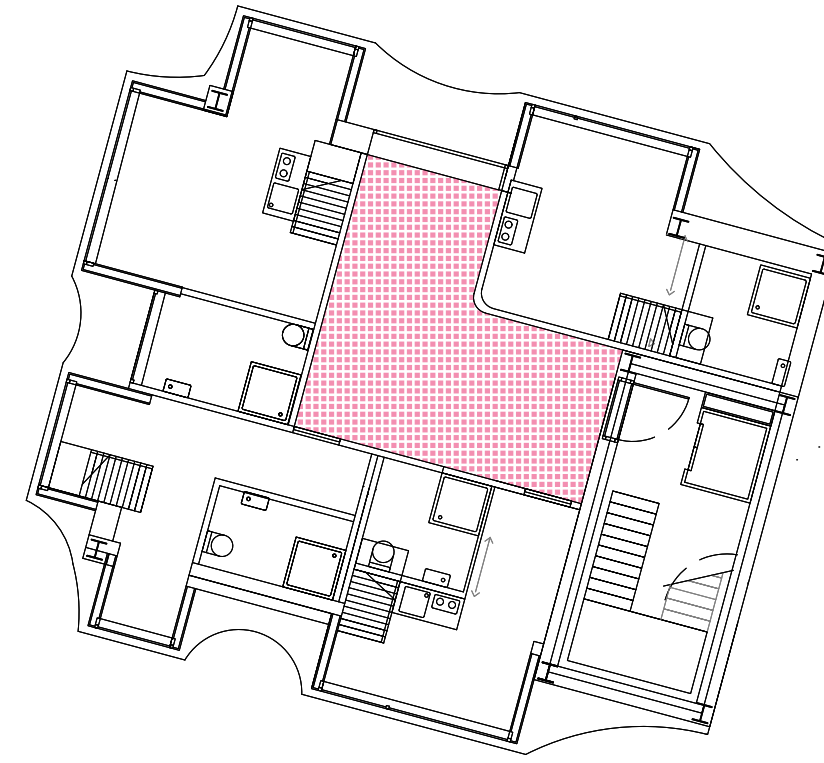
Fluidity of Functions

- SPORT
- LEISURE
- LIVINGROOM
- SOCIAL



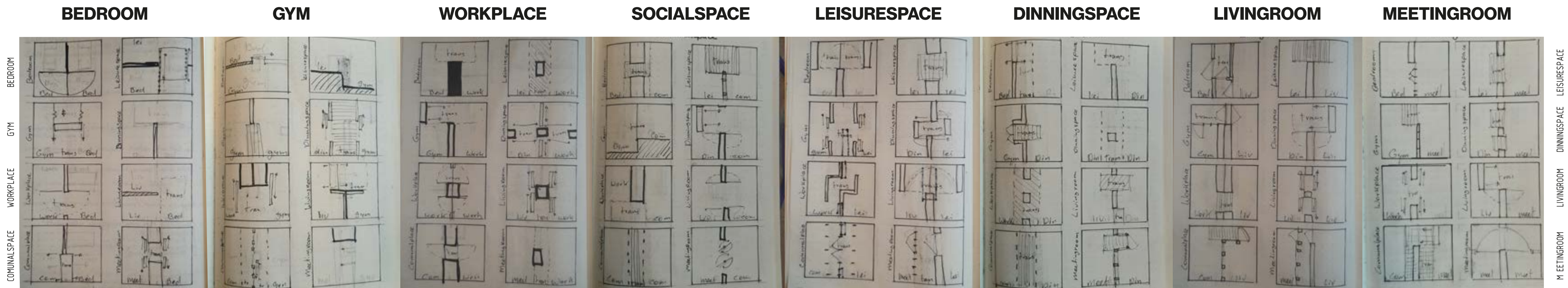


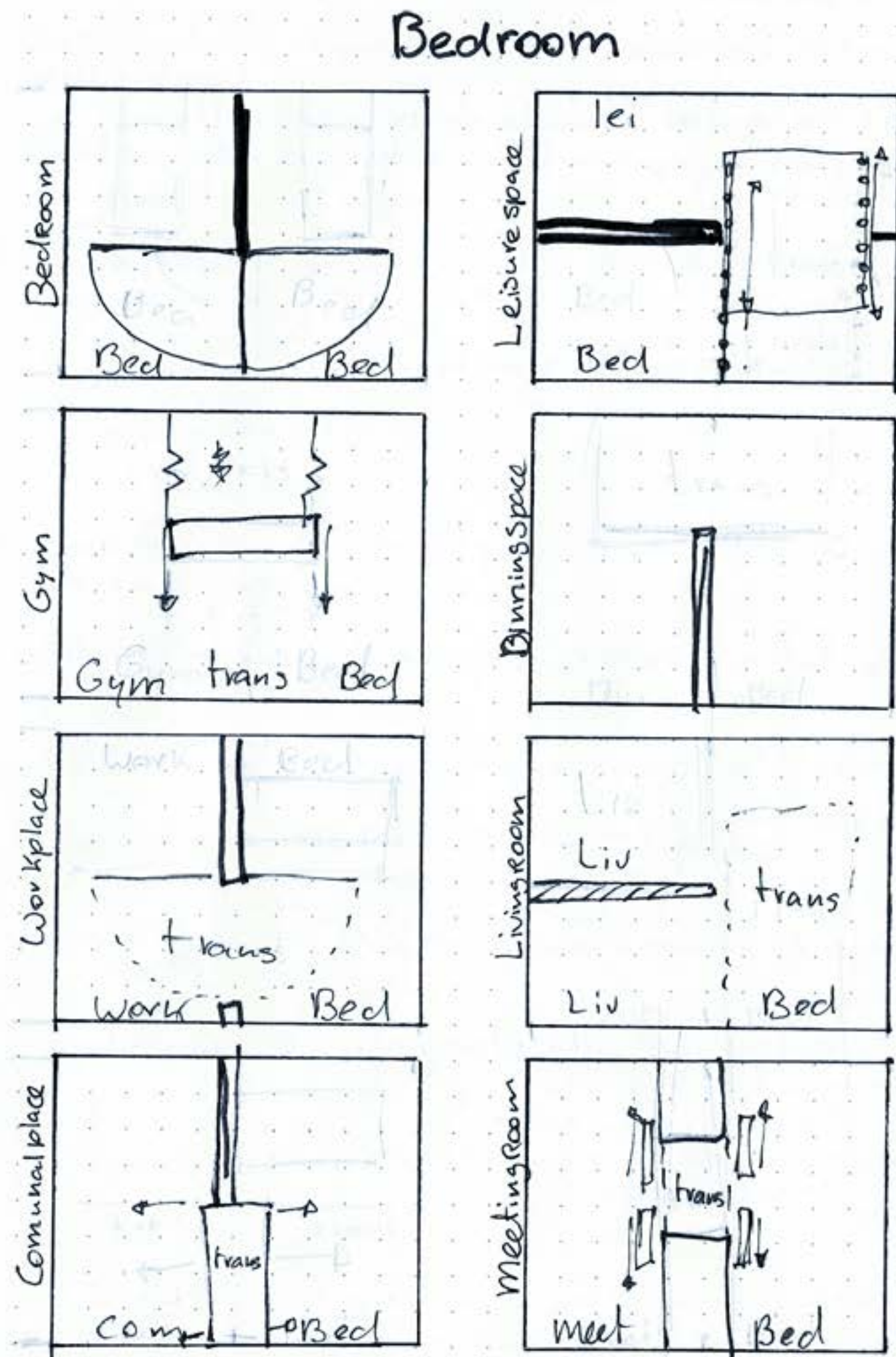
SPORT
LEISURE
LIVINGROOM
SOCIAL



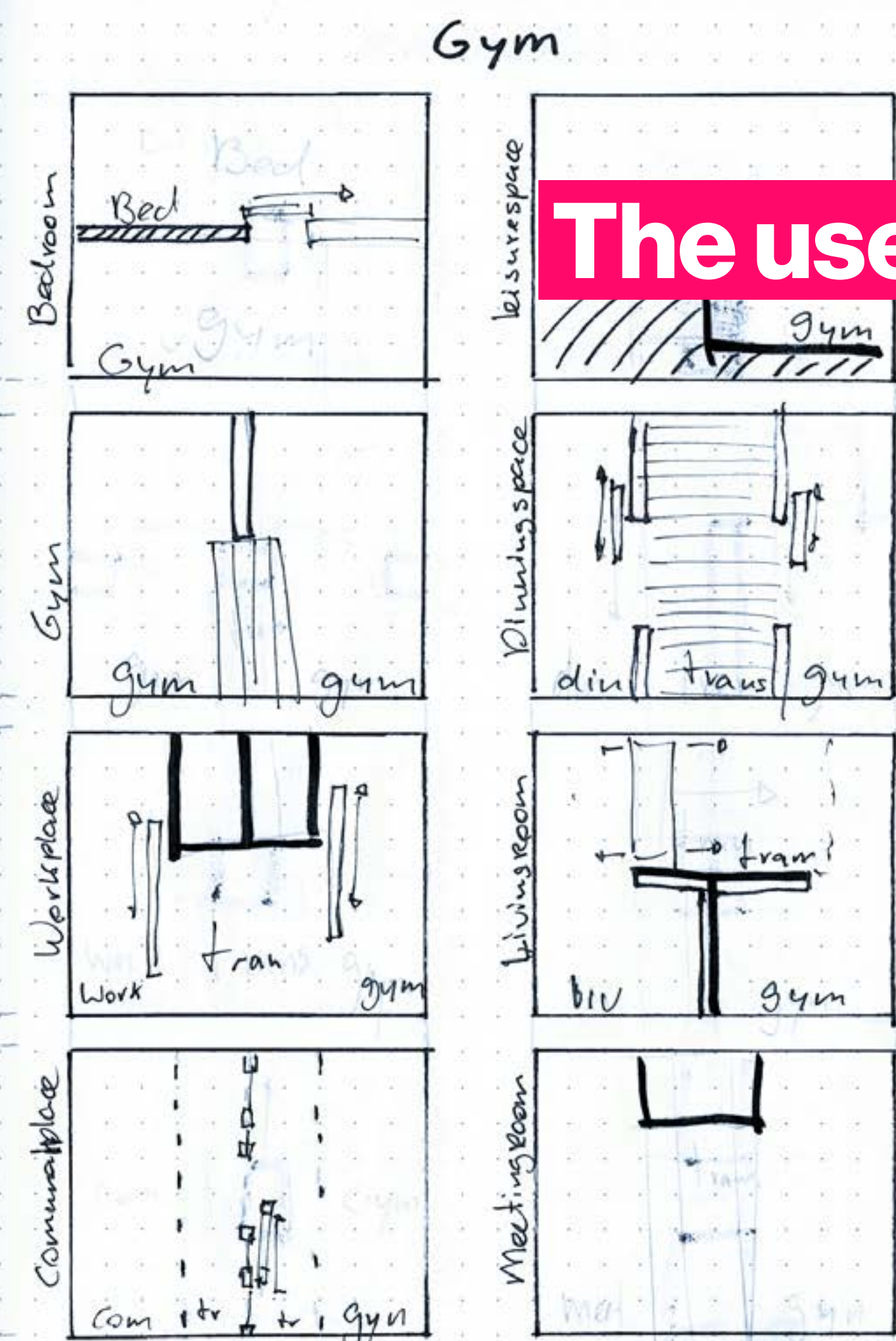
Fluidity of Functions

The use of transitions





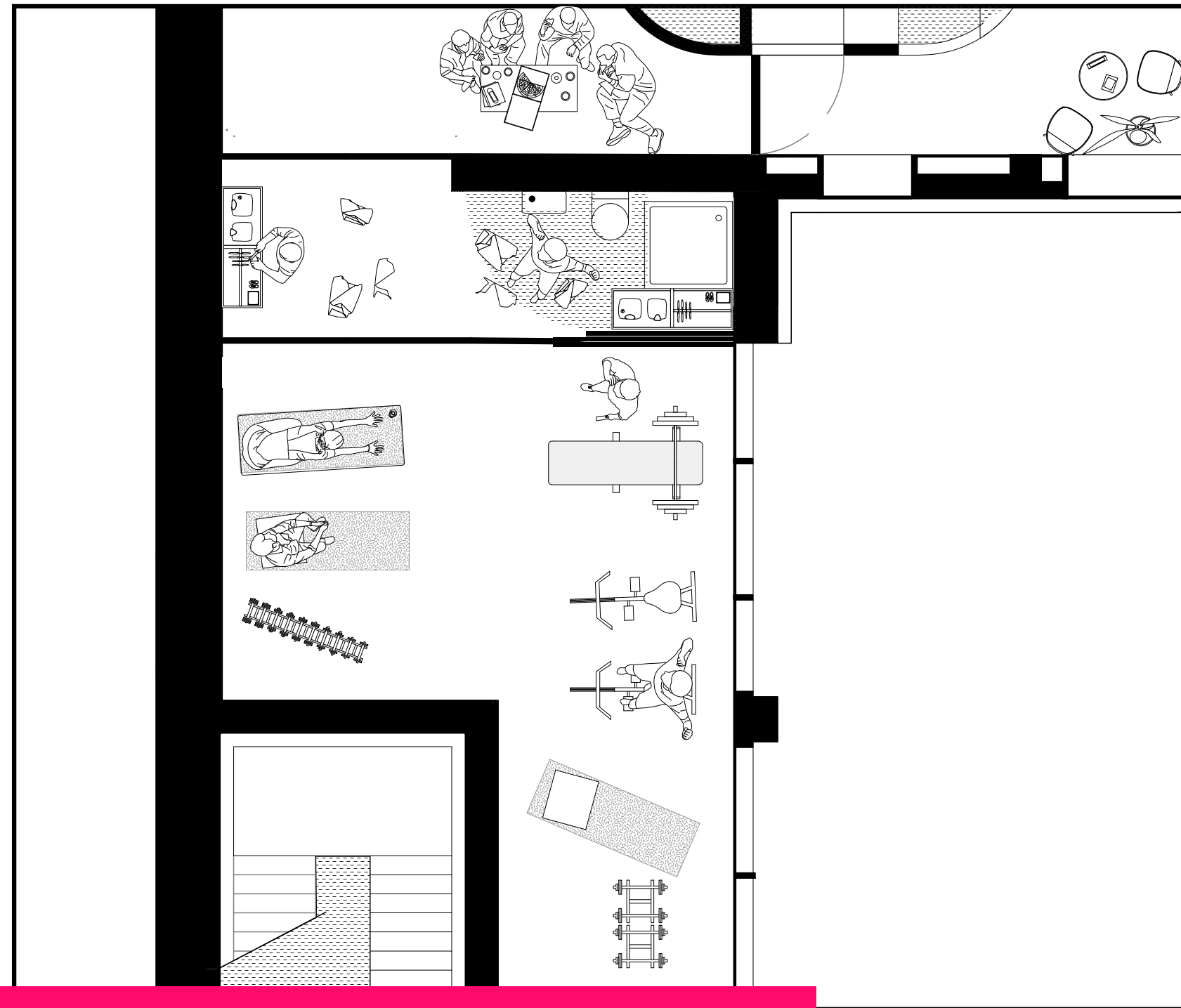
156



157

The use of transitions

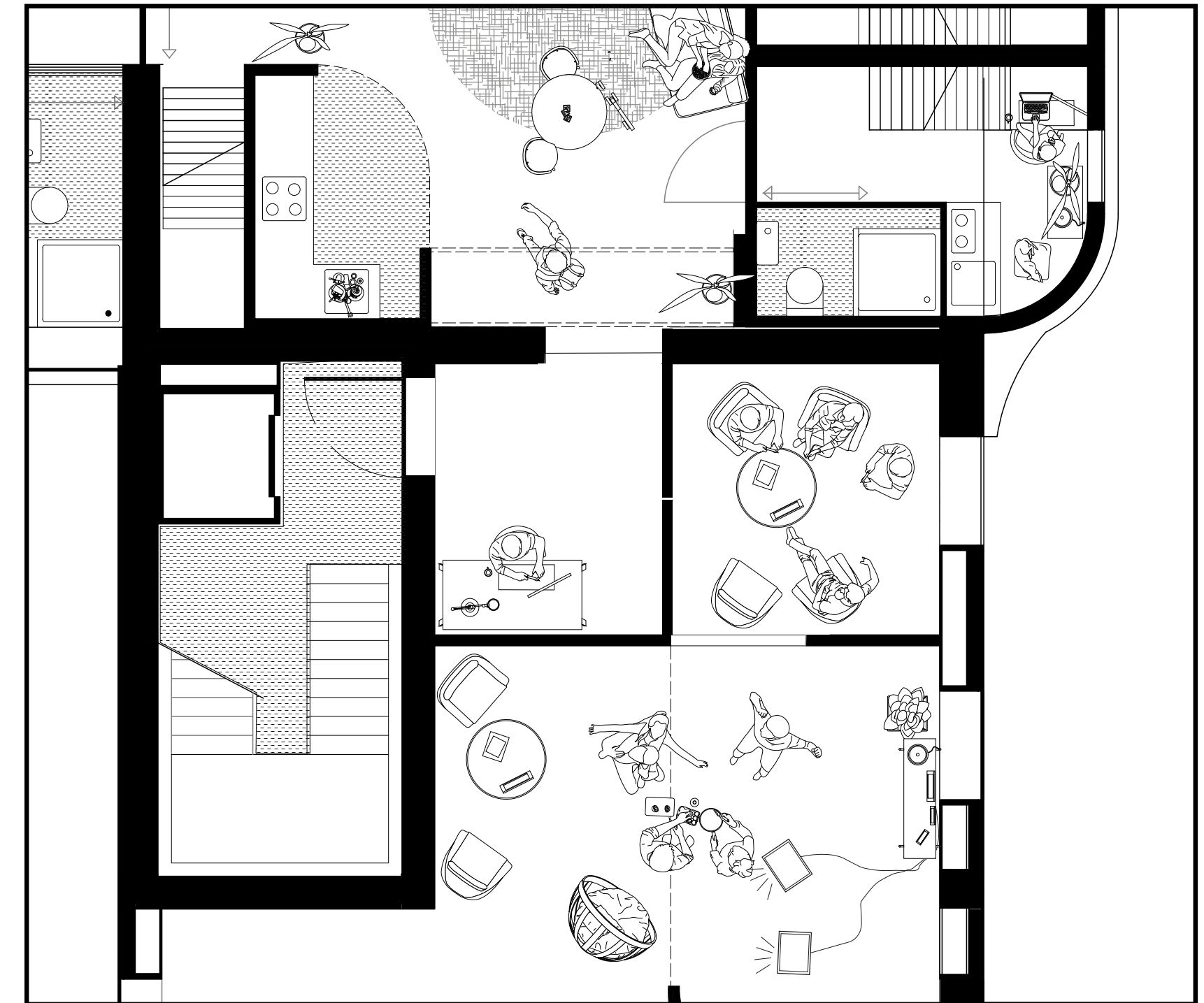
Cluster 4



The use of transitions

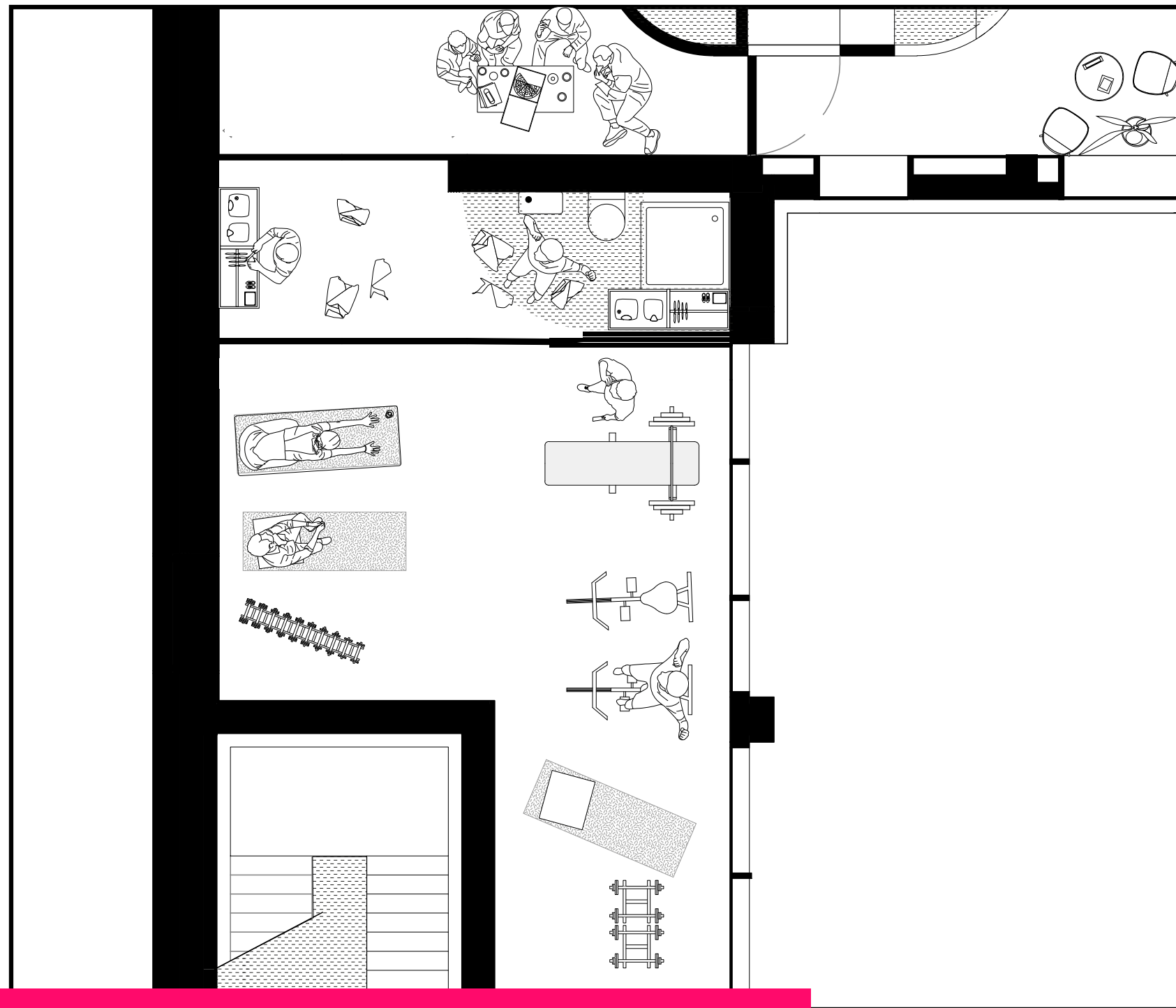
Gym

Cluster 2



Social

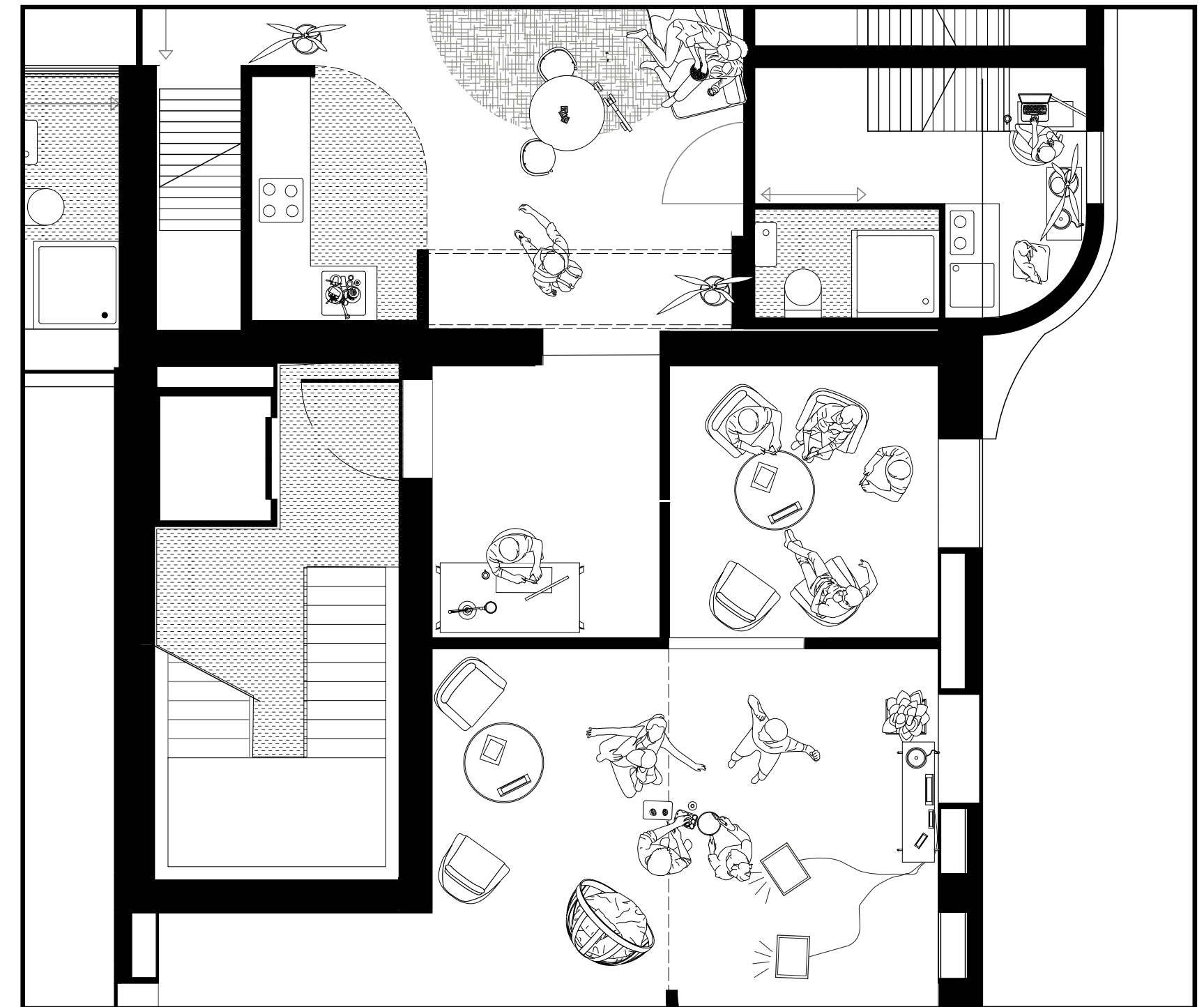
Cluster 4



The use of transitions

Gym

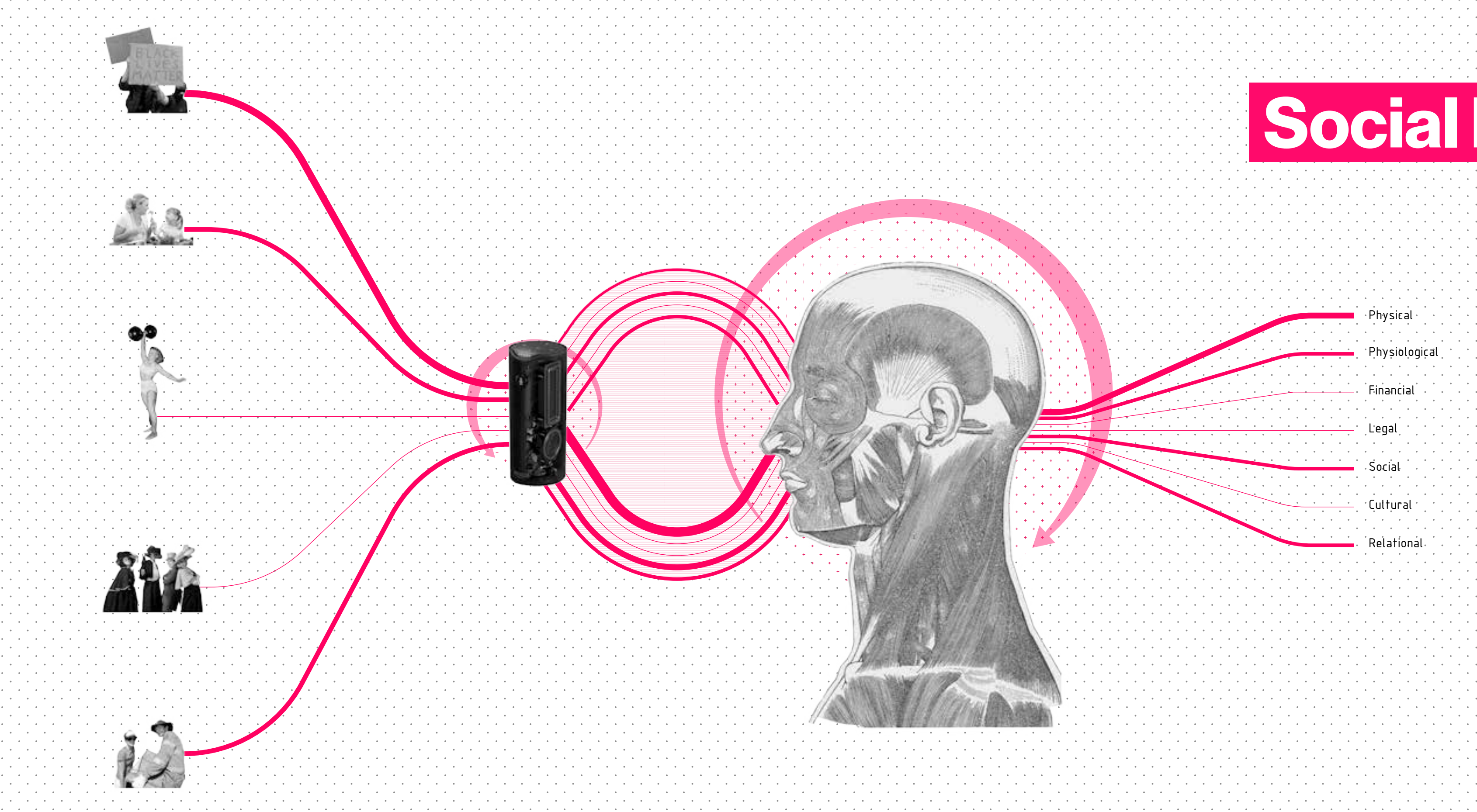
Cluster 2



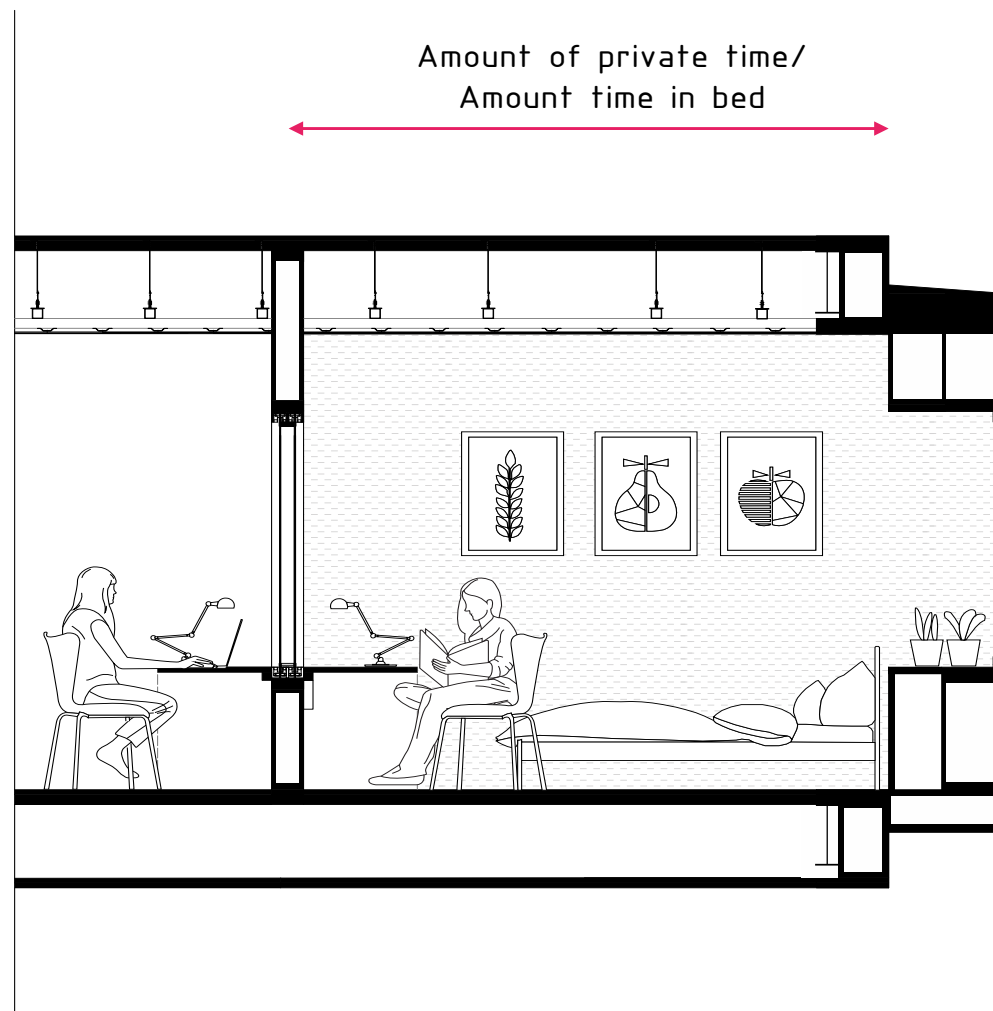
Social

Social Perception

The notion of selfhood is focused on the self-reflection of behaviour and body for the sake of personal-growth, achievements, health and well-being. This psyche has narcissistic tendencies in urging people to show a better self towards the public perspective out of vanity. (Foucault,1997)

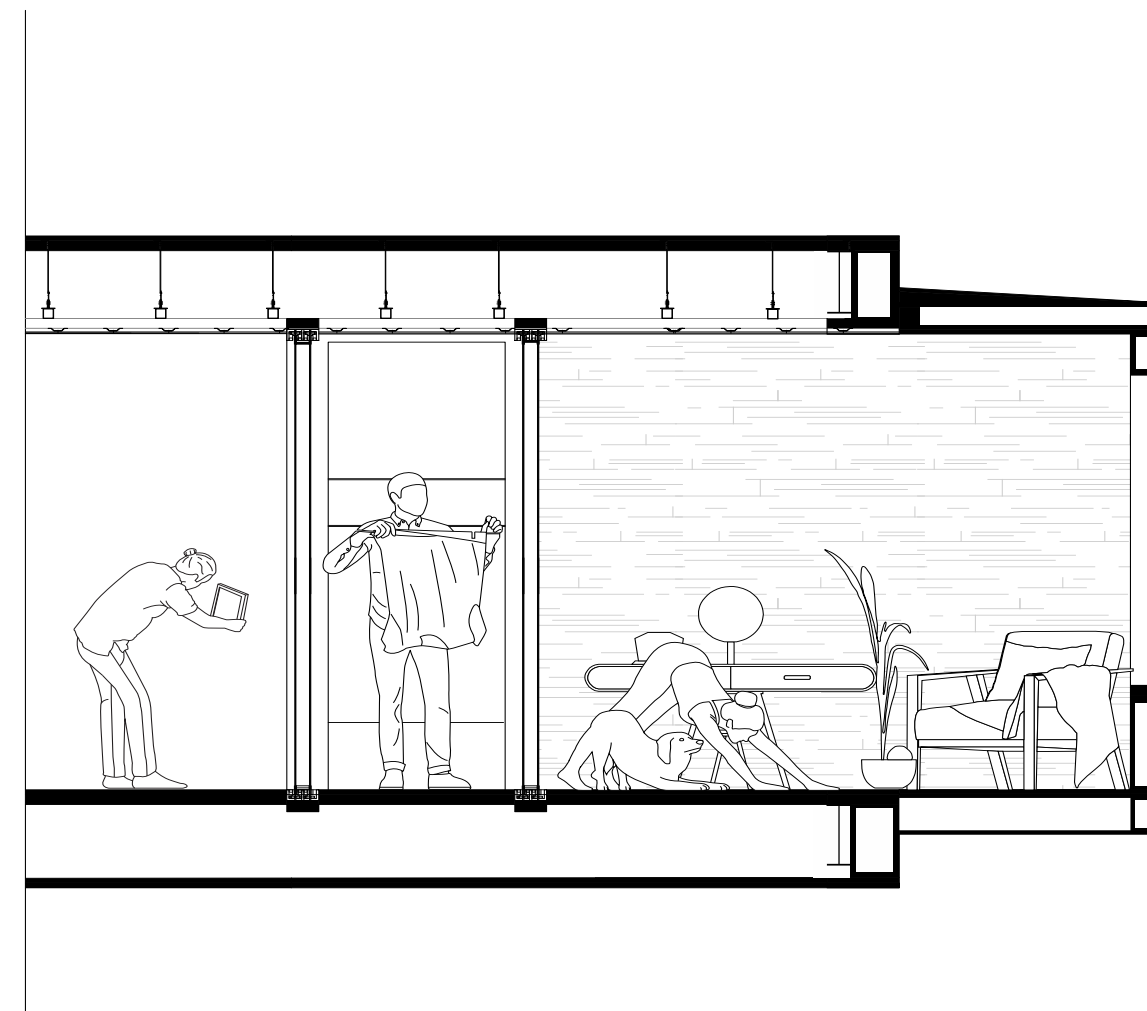


Articulation of Habits



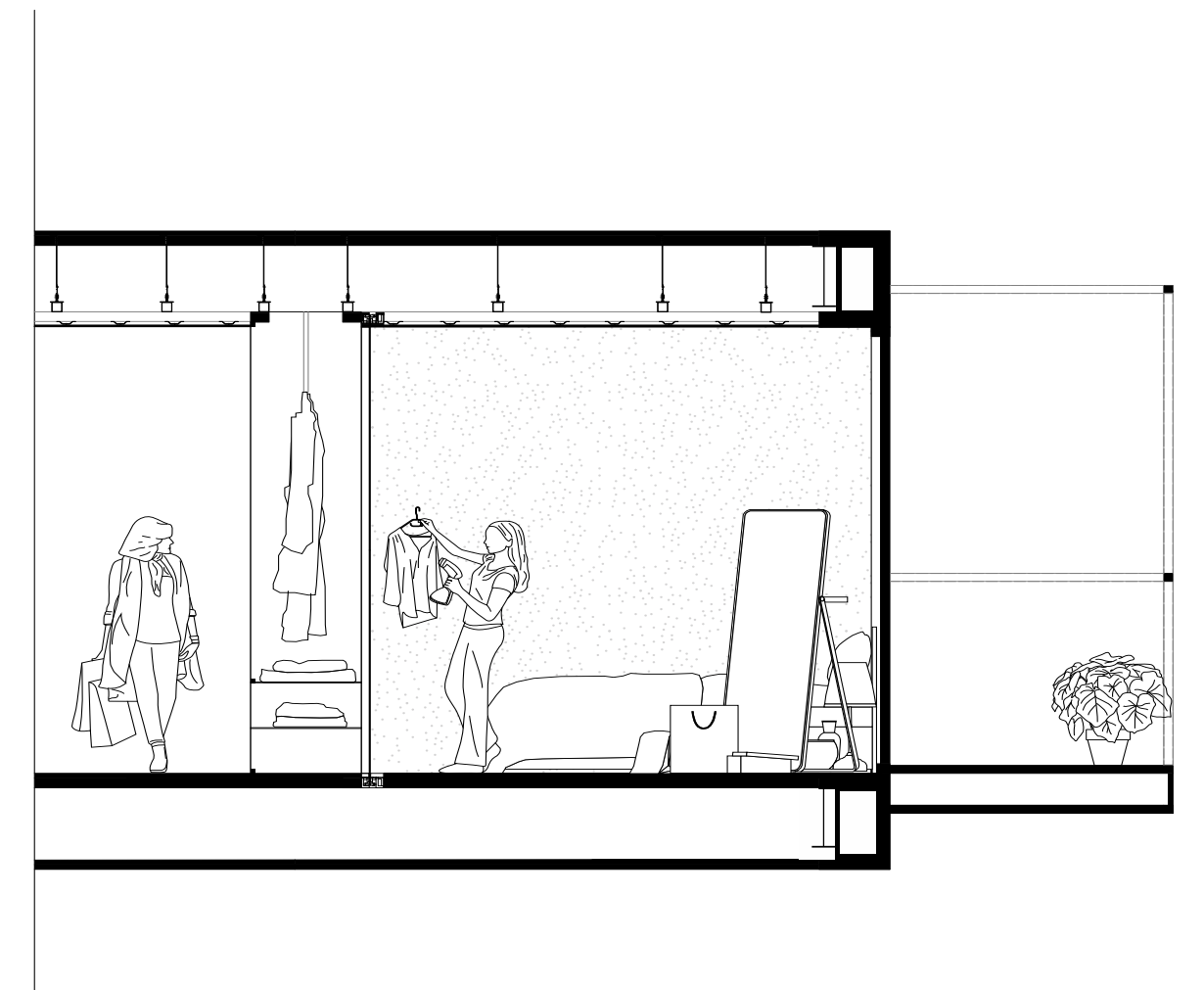
Archetype 10

Labour



Archetype 11

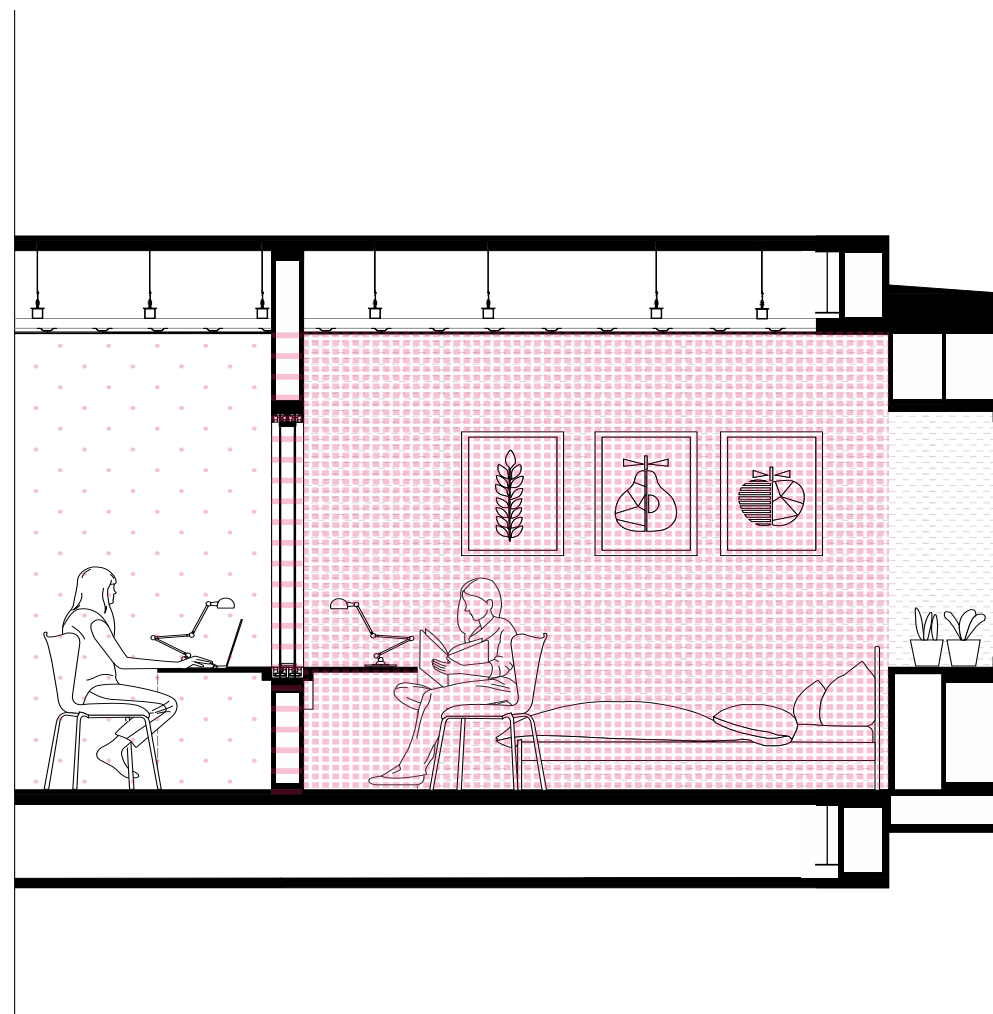
Infleuncer



Archetype 12

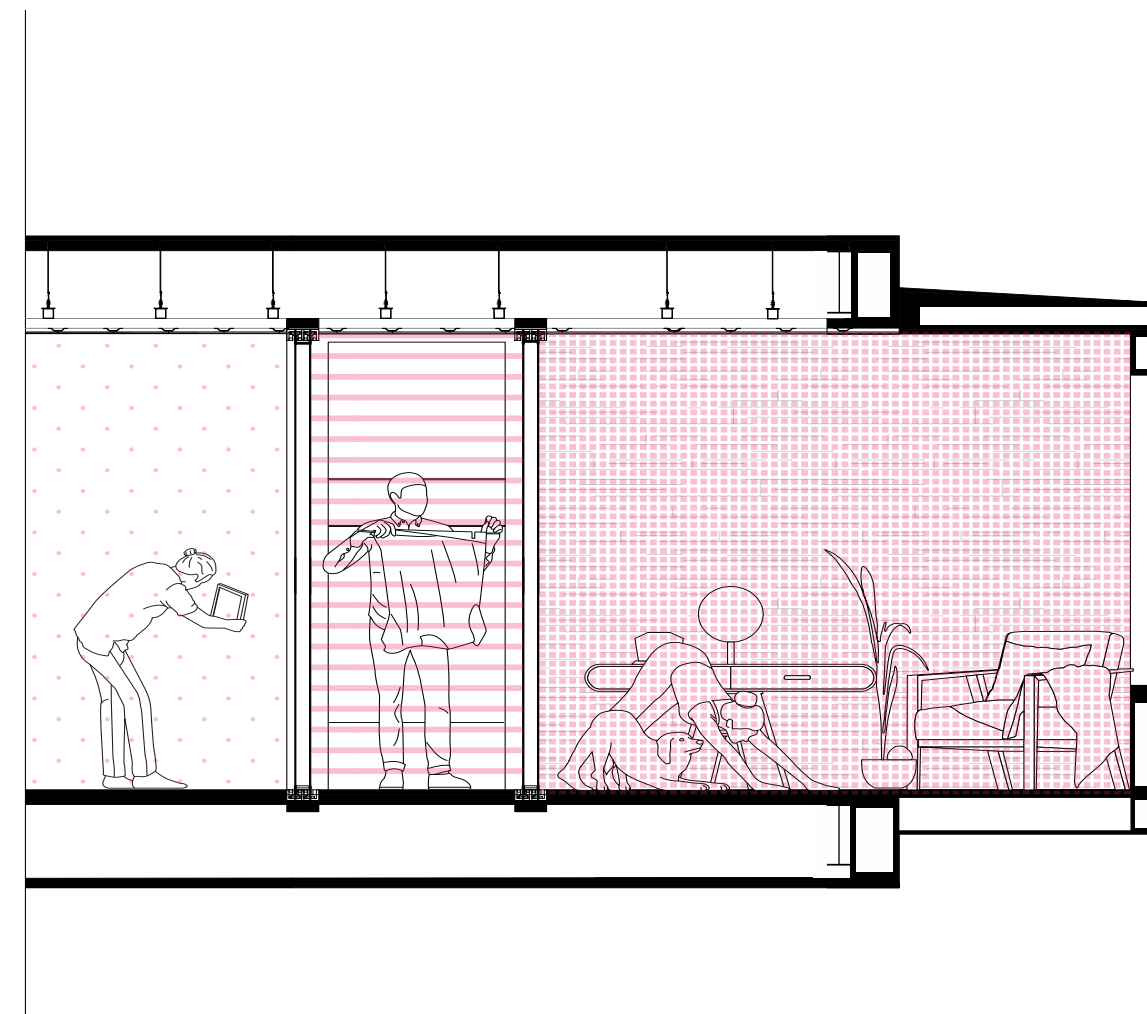
Shopaholic

Articulation of Habits



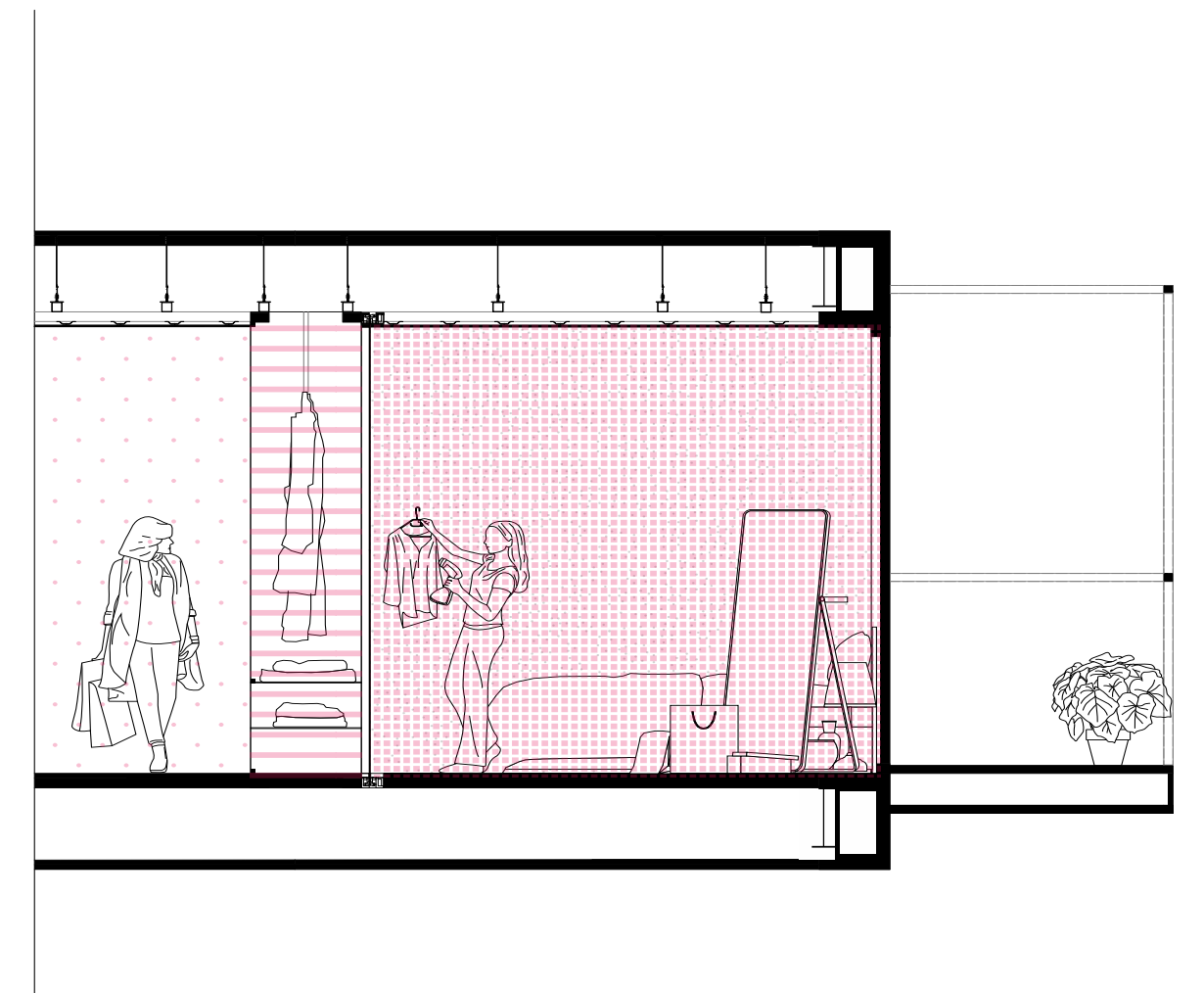
Archetype 10

Labour



Archetype 11

Infleuncer



Archetype 12

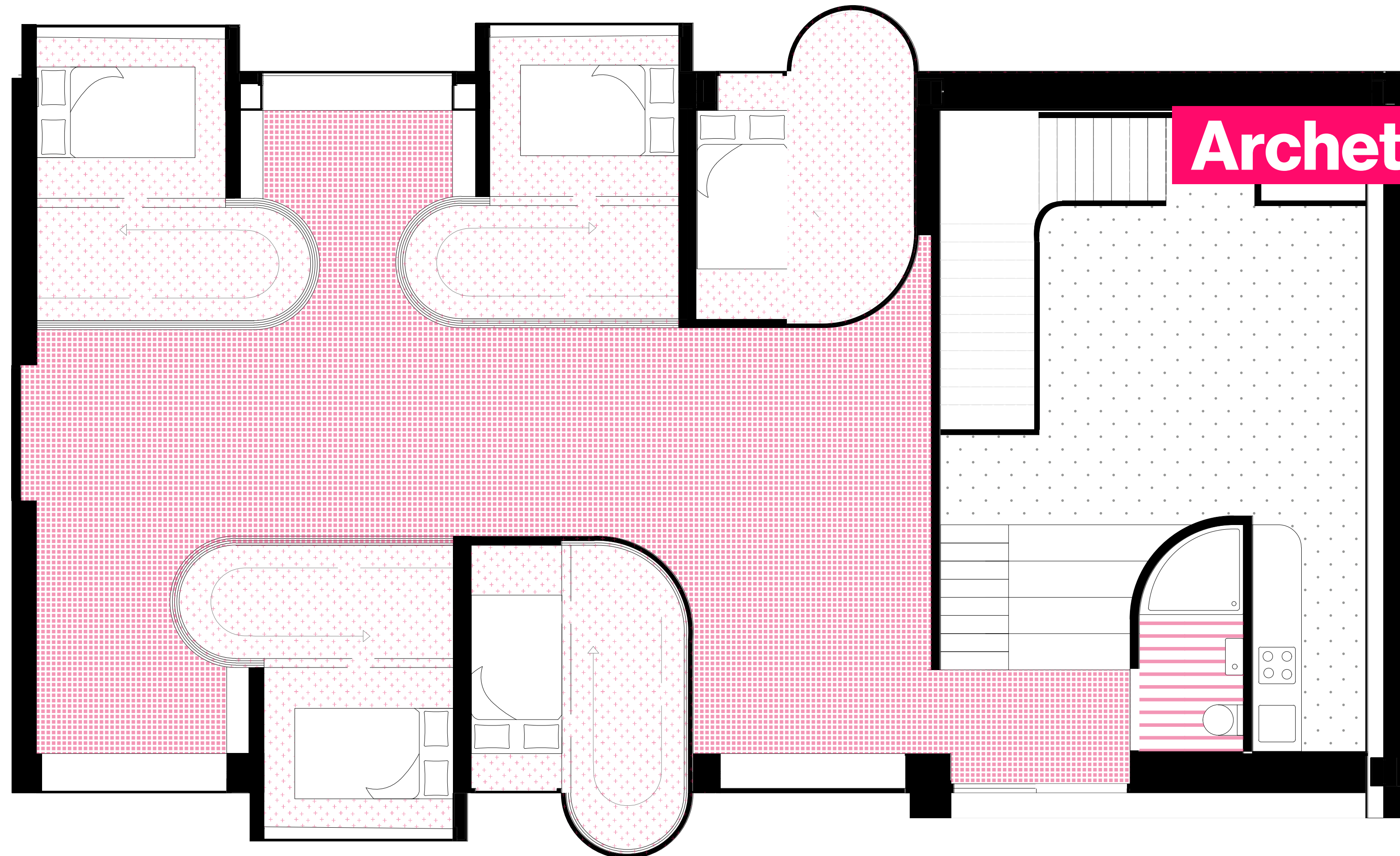
Shopaholic



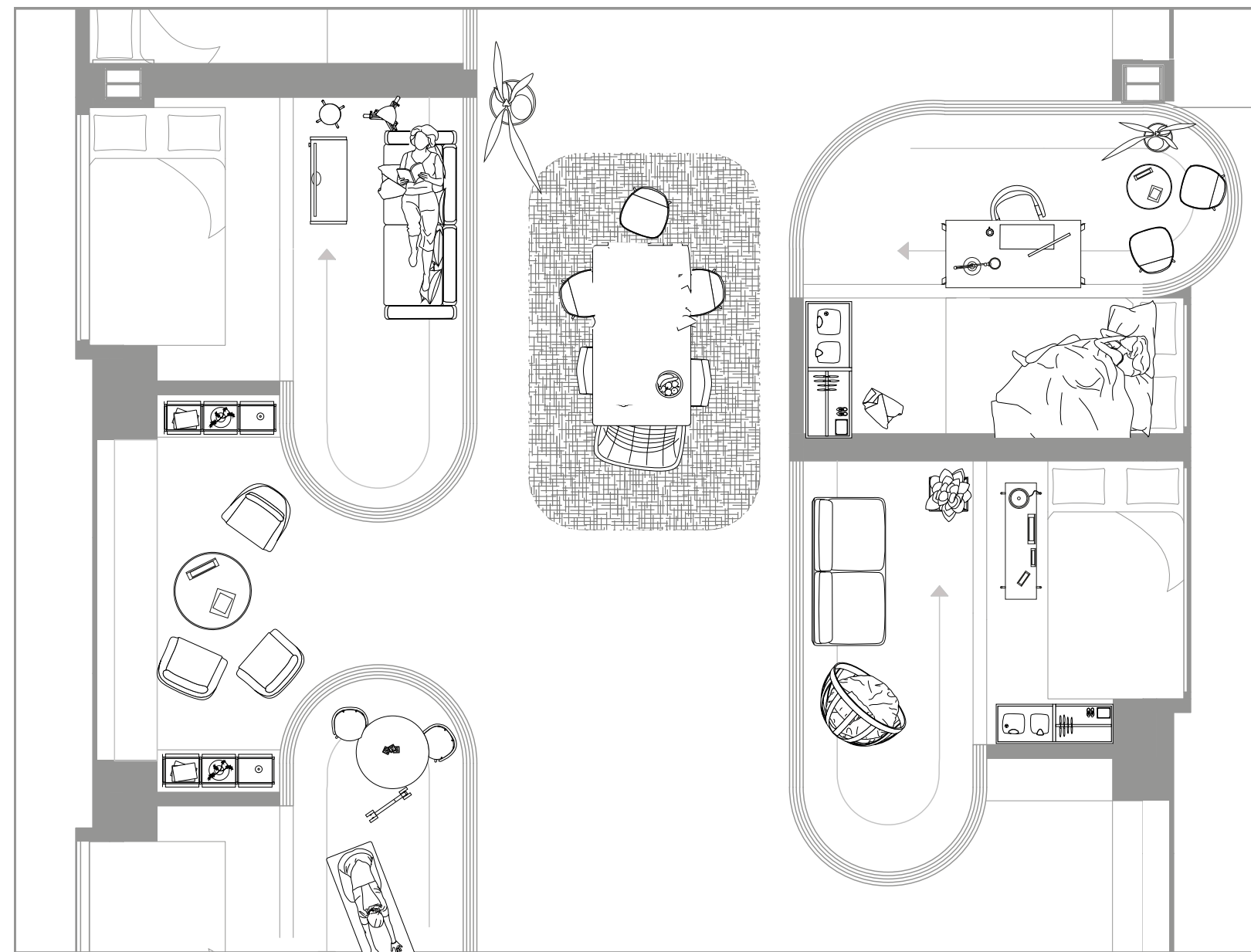
Archetype 3

The Socializer

- Part time job
- Studies
- Most Social
- Prefers physical leisure
- Reads Often

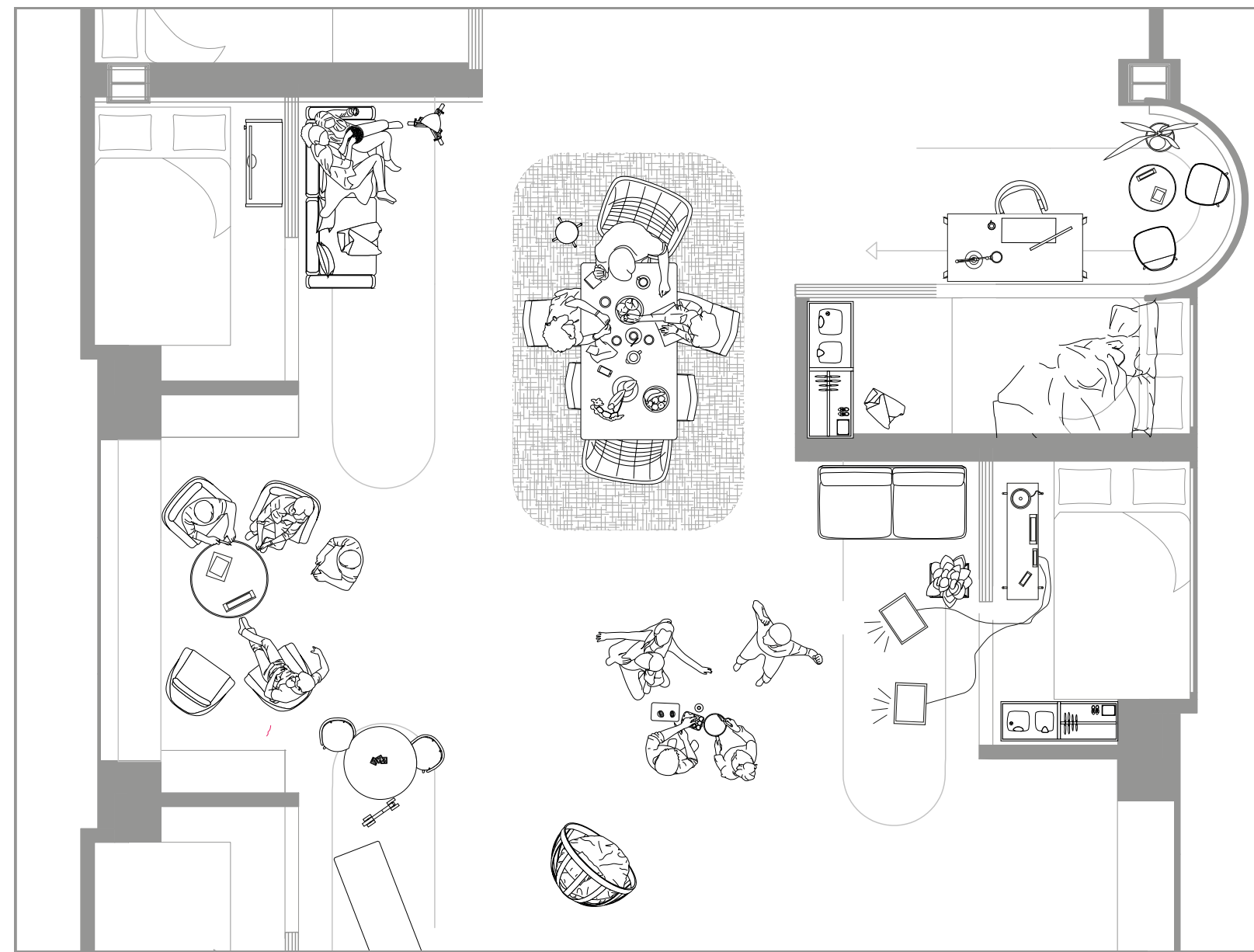


Archetype 3



Archetype 3





Archetype 3



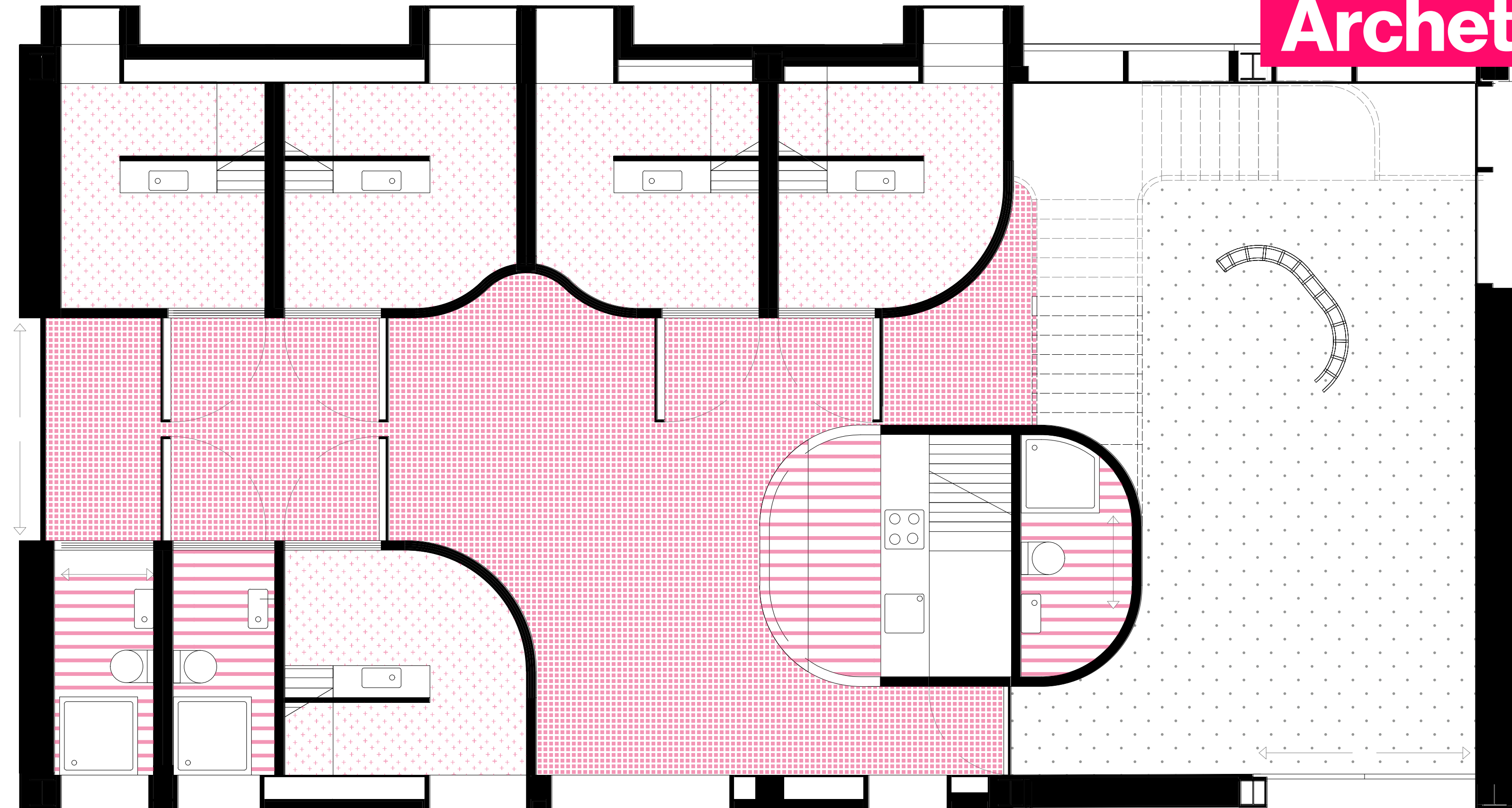


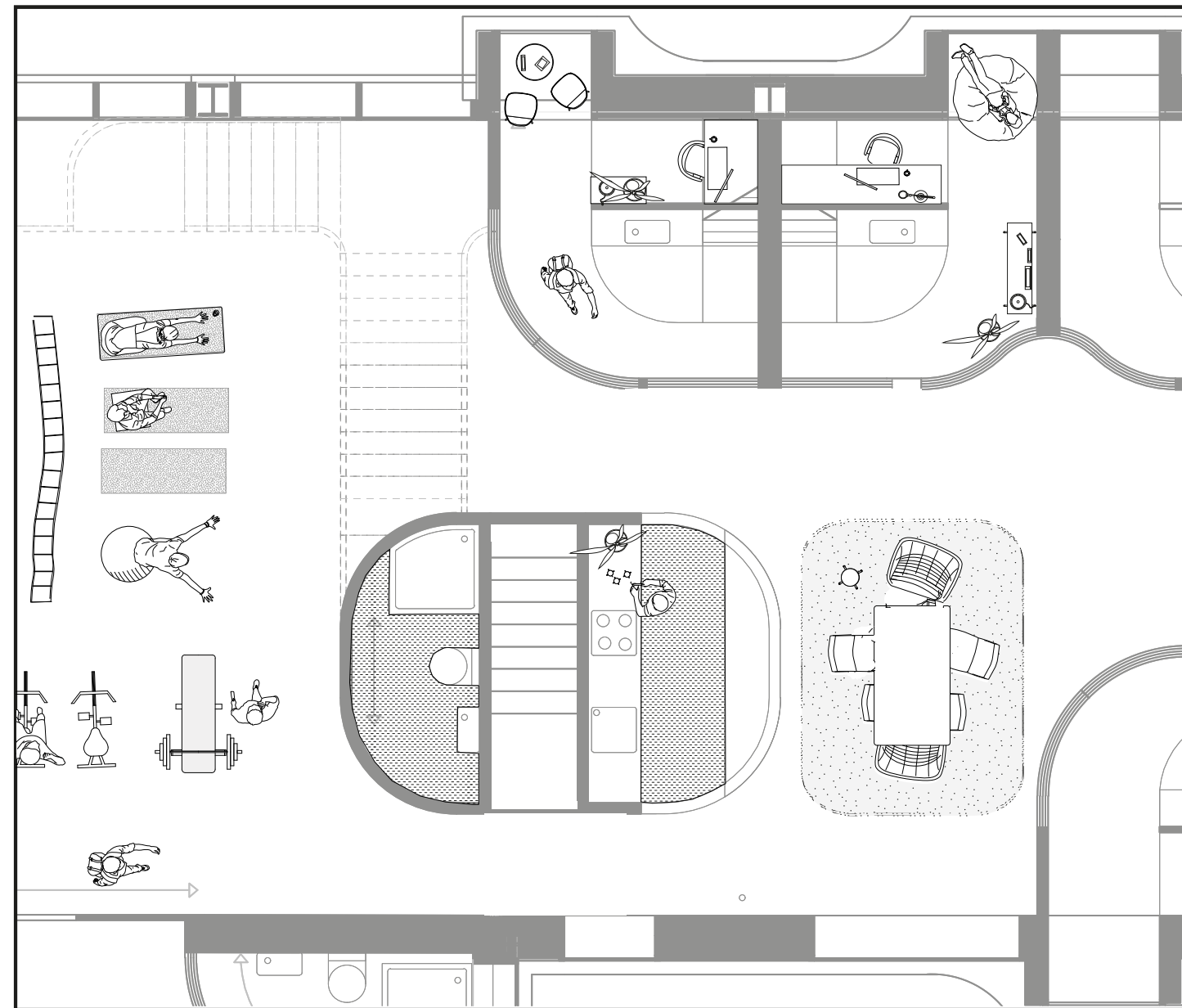
Archetype 5

The Sporter

1/4th job
Studies
Most Working out
Digitally active
Most Personal care
Watches a lot of media

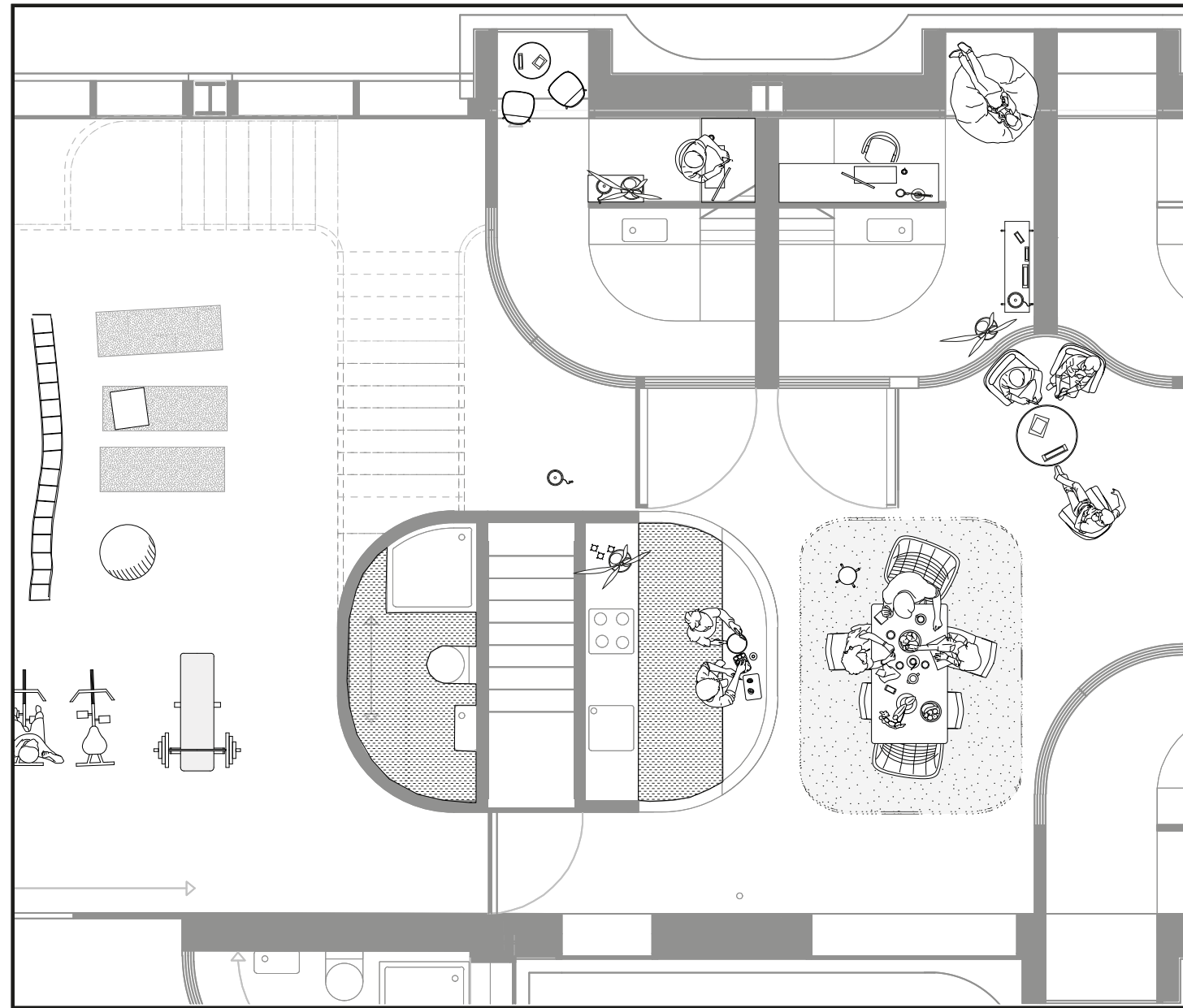
Archetype 5





Archetype 5

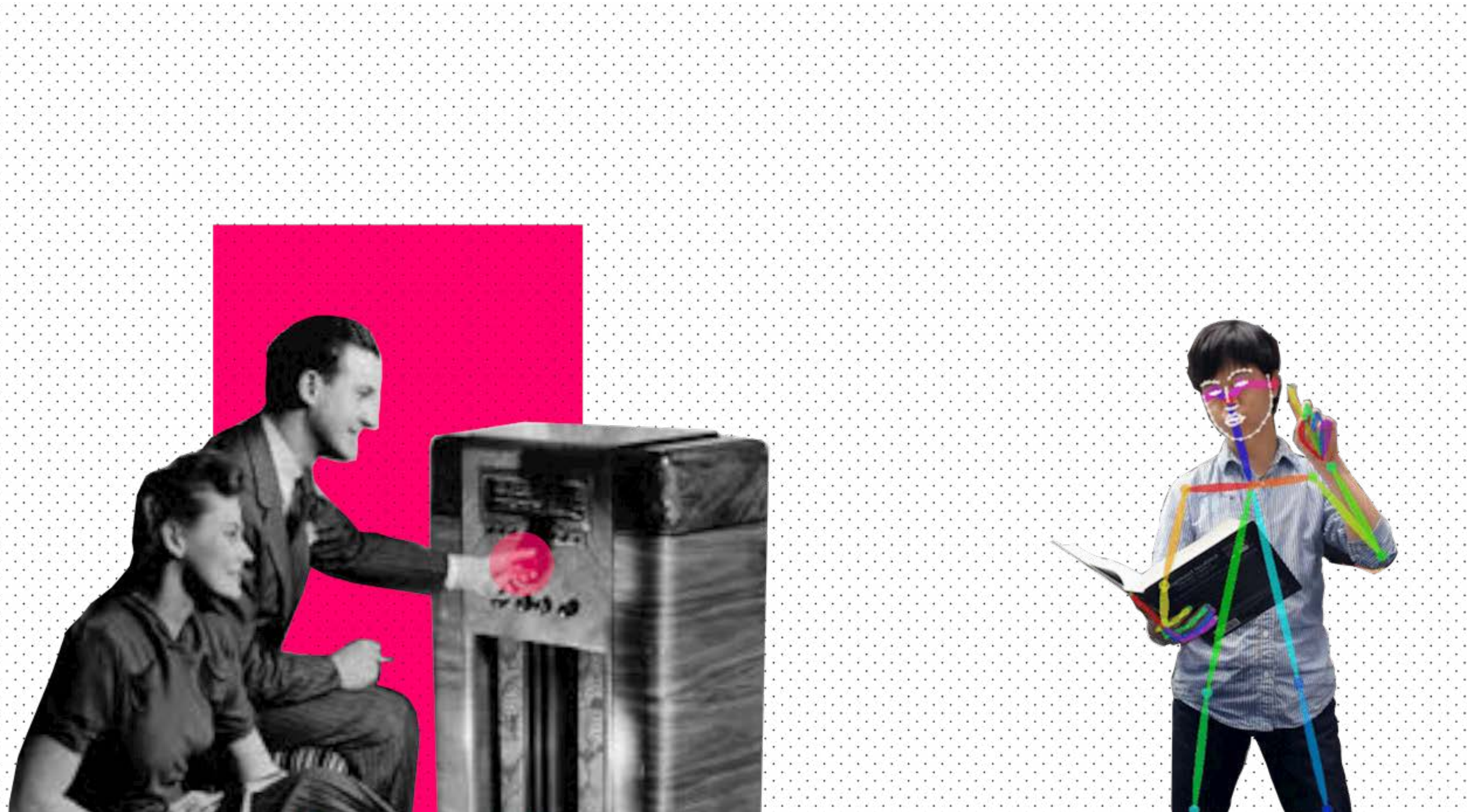




Archetype 5

Materiality

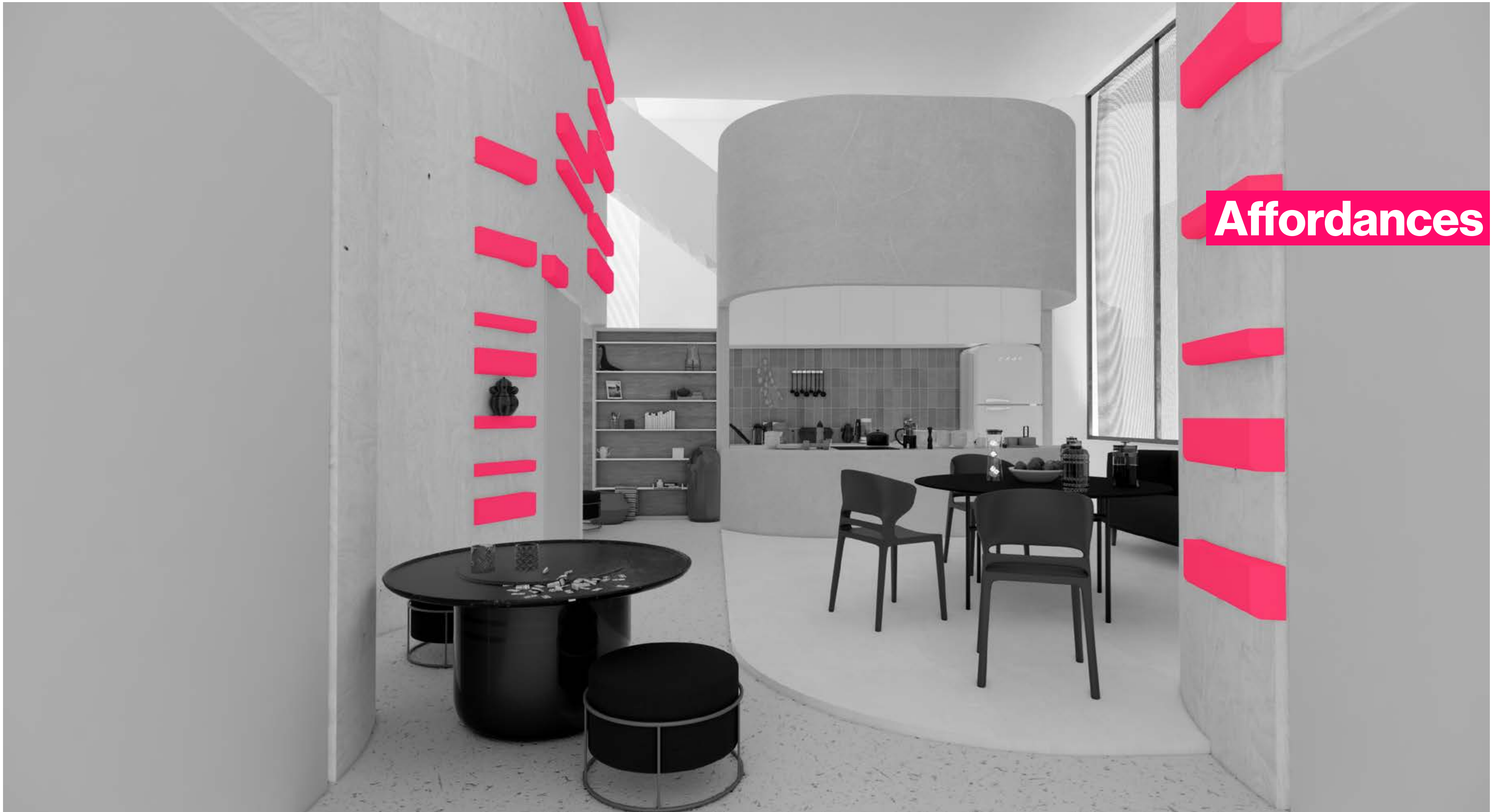
The formal materiality of the social connections and cognitions with the object will be as relevant, as the forensic materiality of physical perceptions of the object. (Finn,2017)



Affordances



Affordances

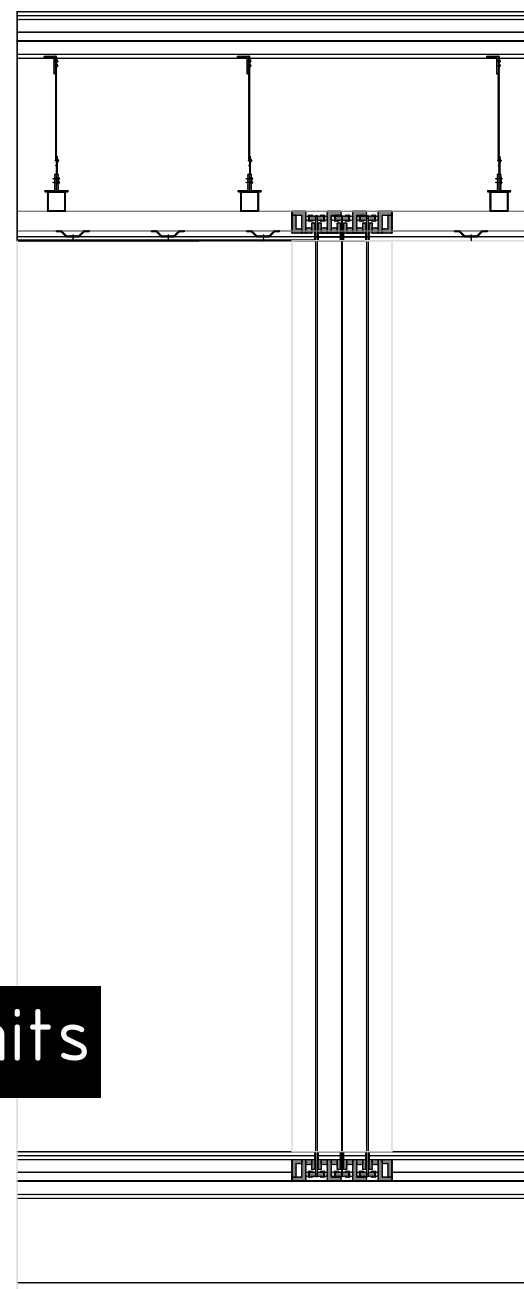


Affordances

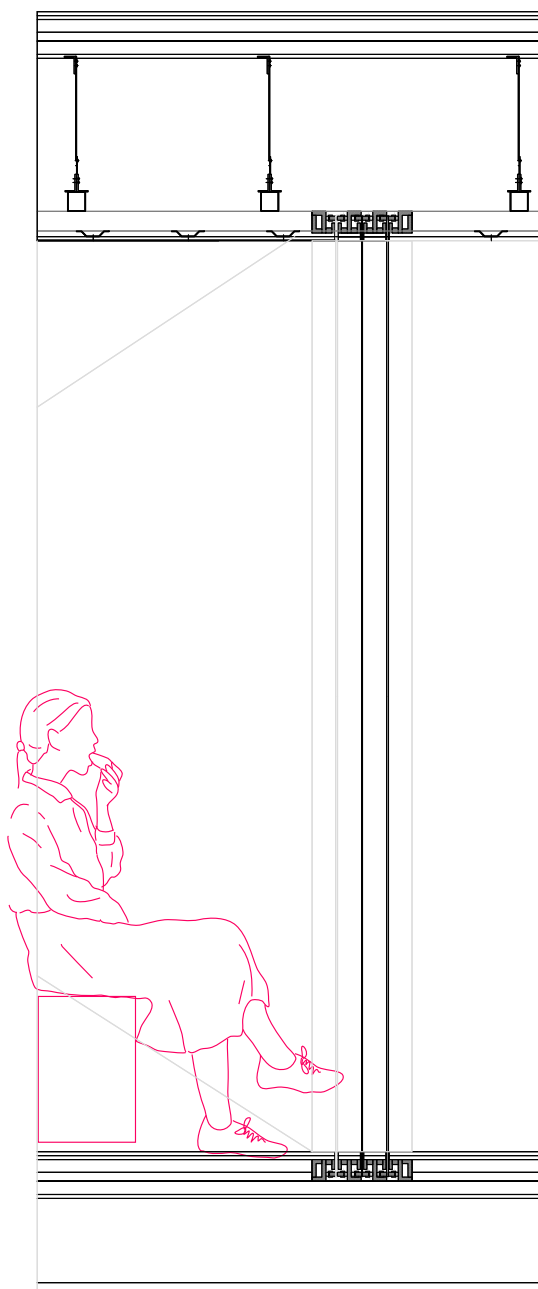


Conflicting Interests

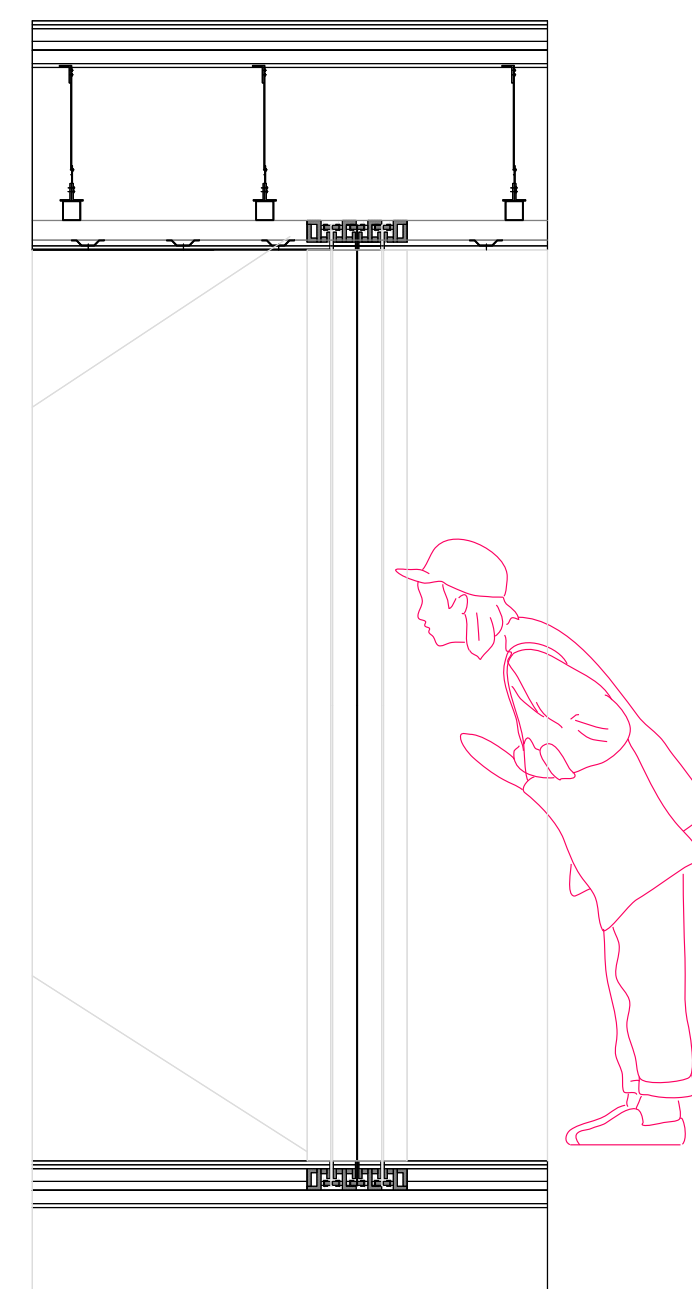
Archetype 5 Cinema units



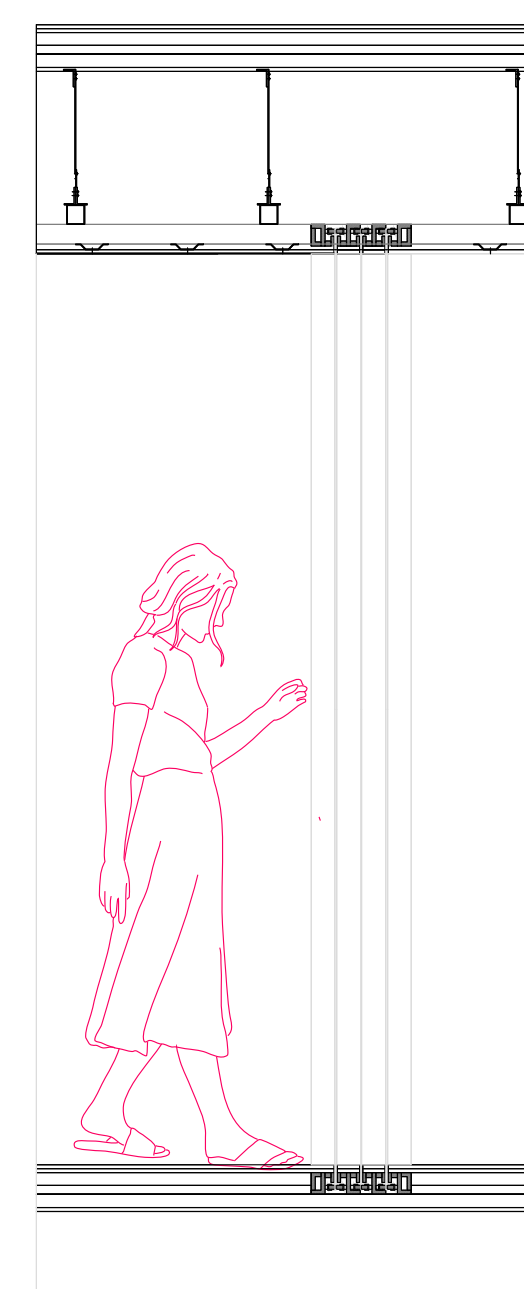
PRIVACY MODUS



CINEMA MODUS

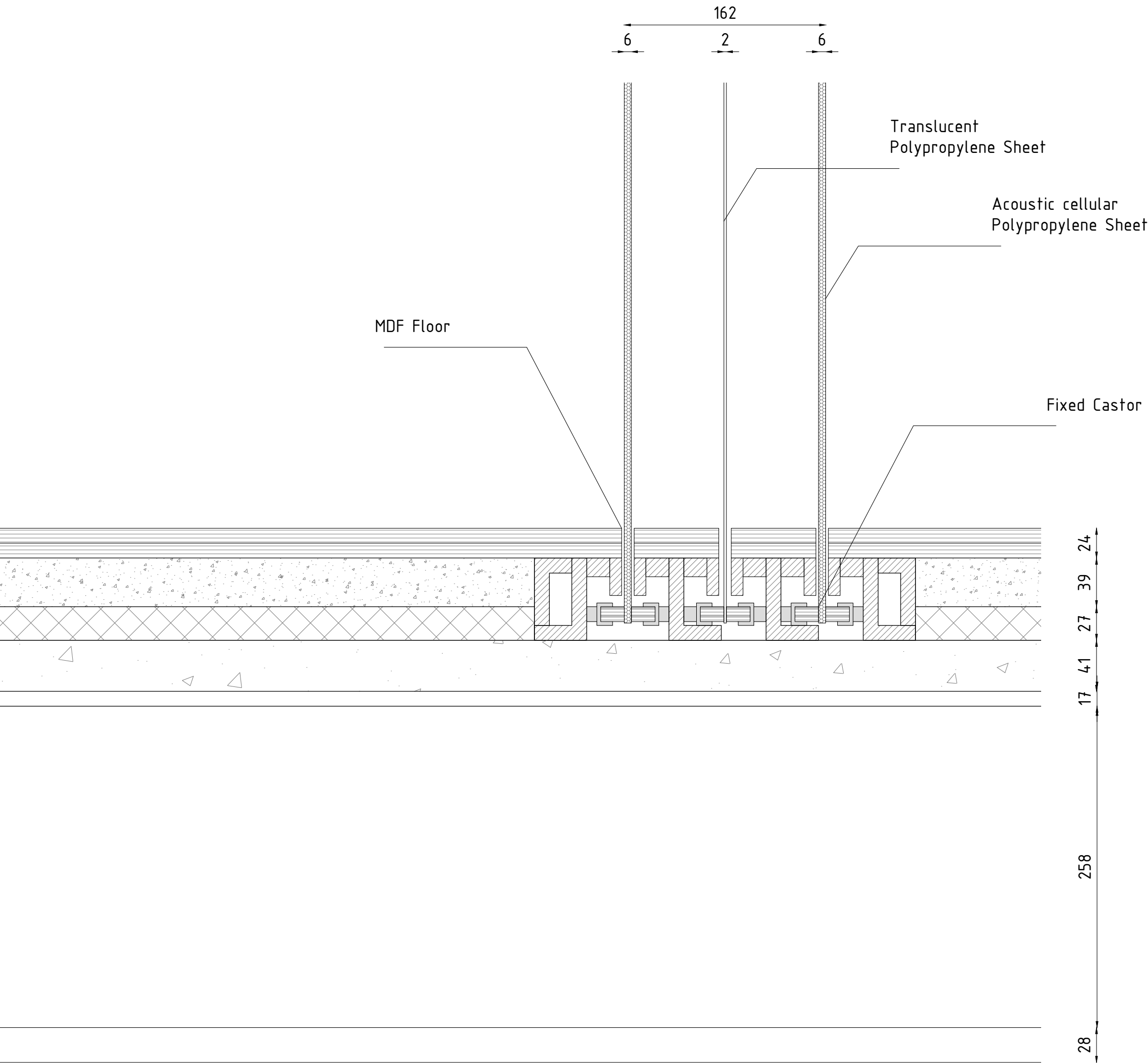


SPY MODUS

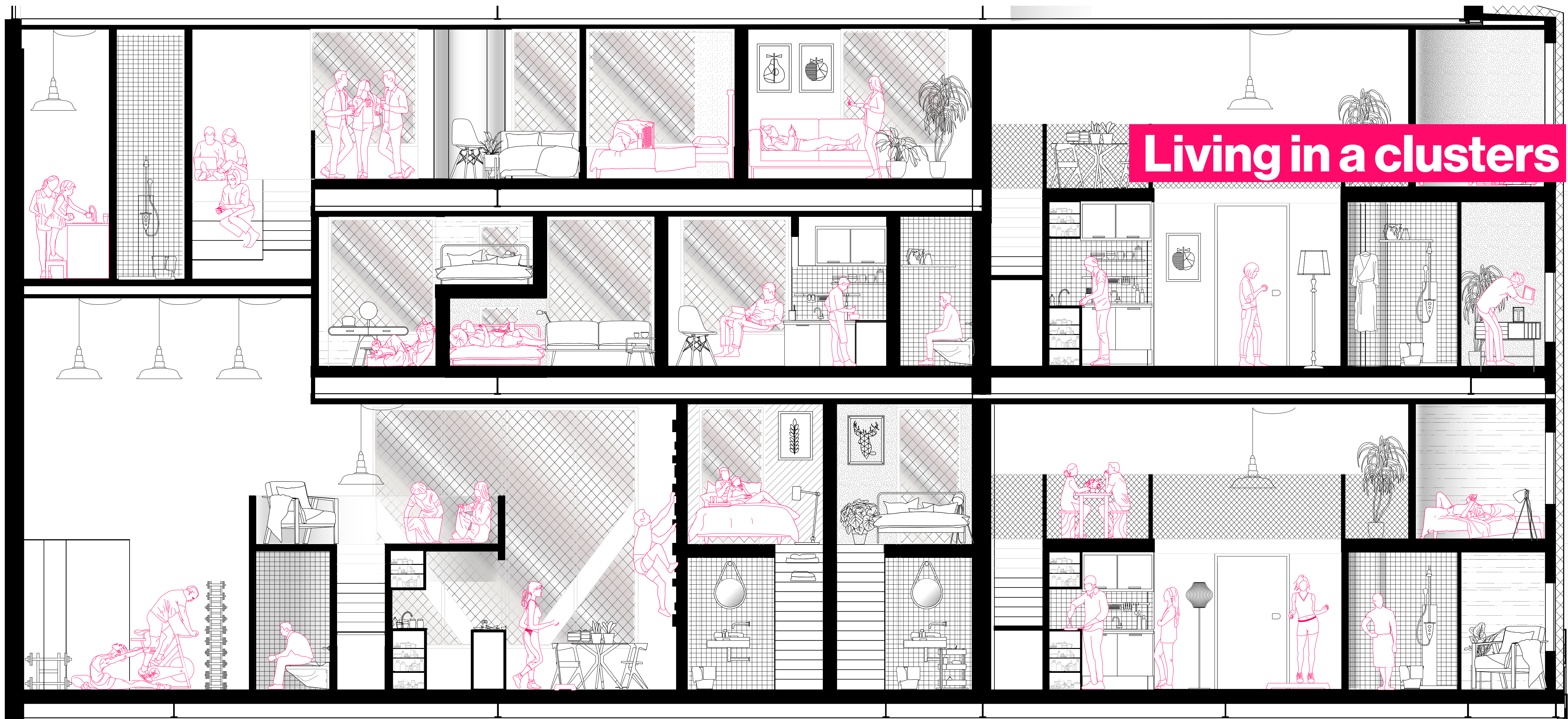


ENTRANCE MODUS

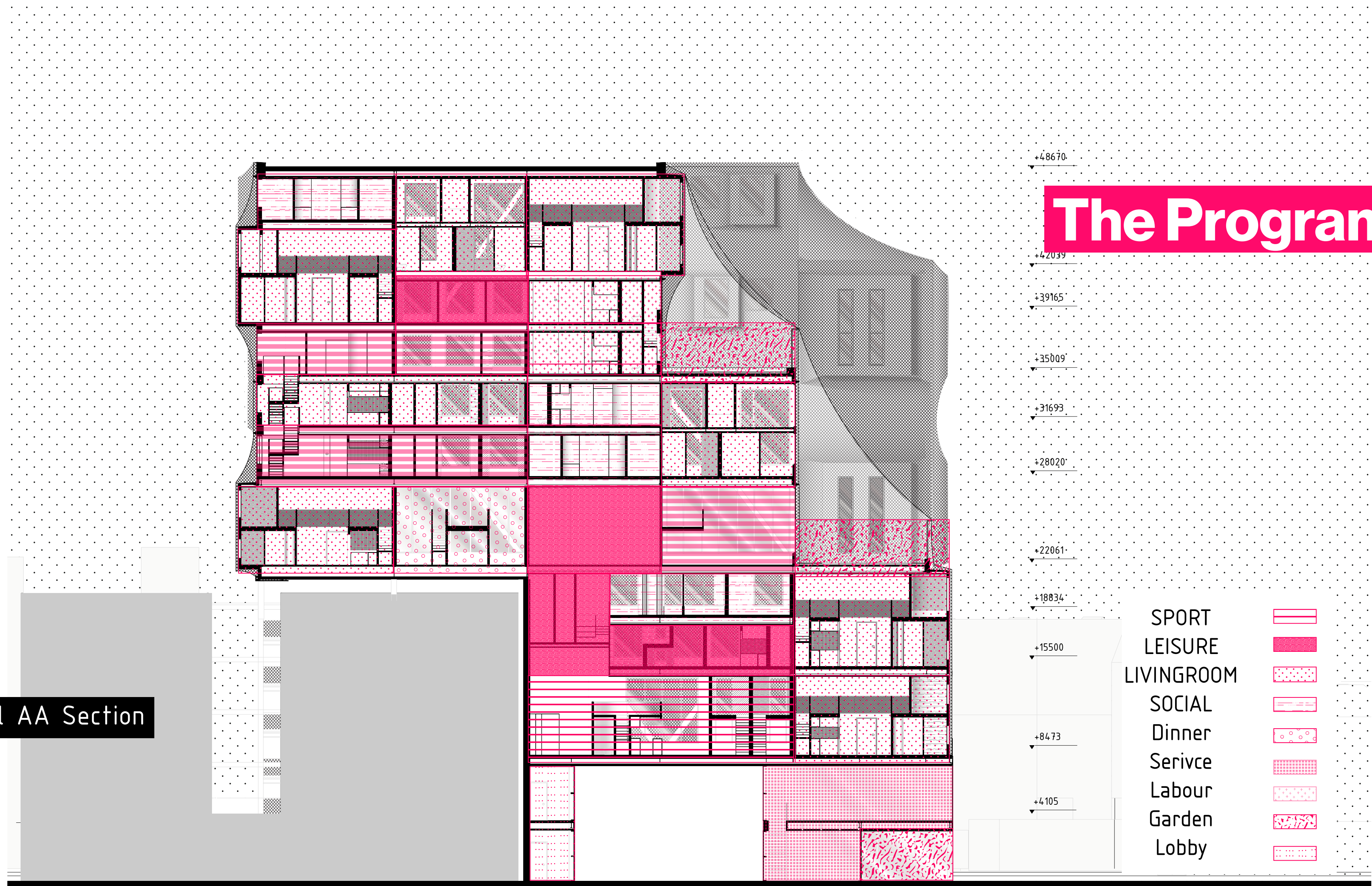
Vertical Detail Floor-Sheets



Detail Film Screen



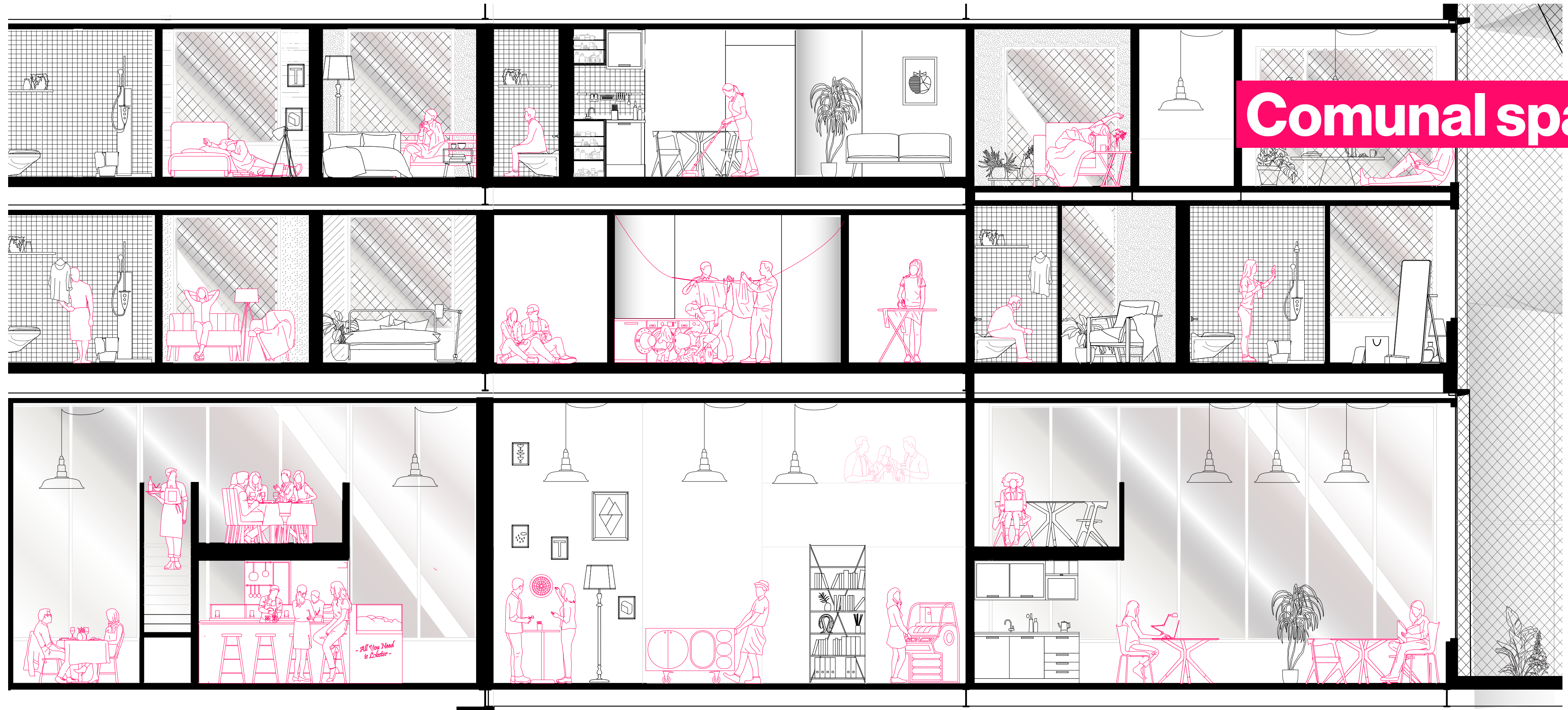
Longitudinal AA Section

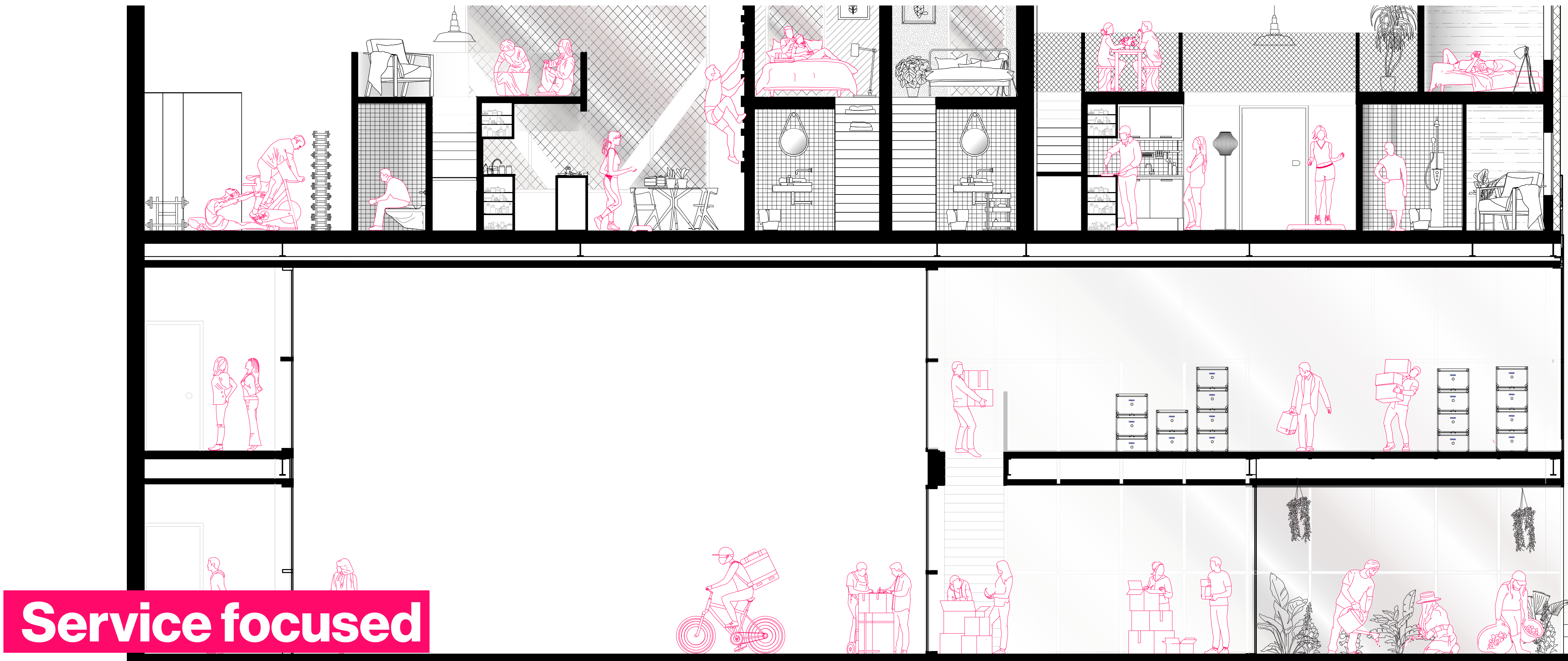


Longitudinal AA Section

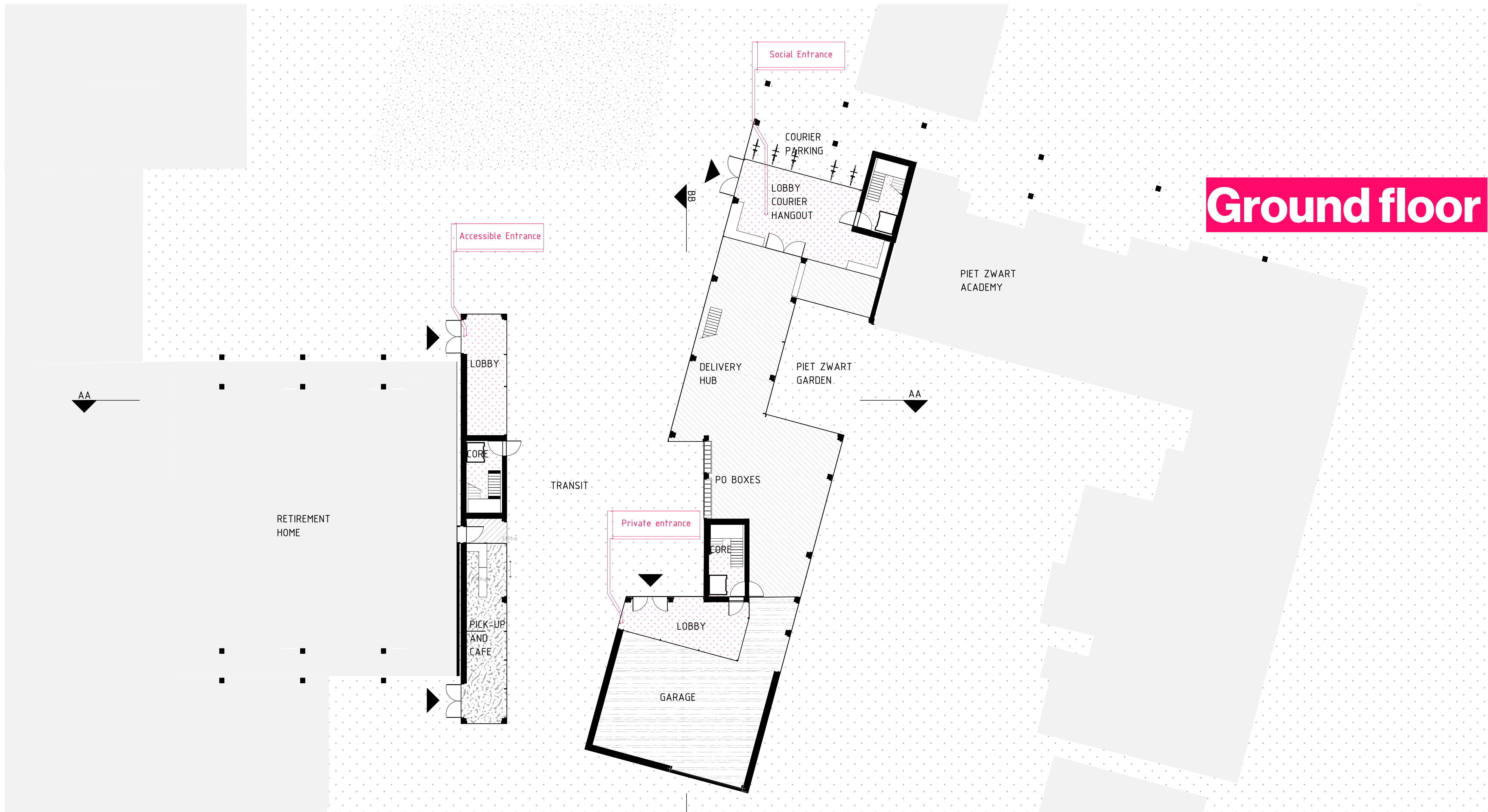


A Vertical City





Service focused



Ground floor

The Exterior





Front Elevation

54739+p

43993+p

35895+p

28829+p

25589+p

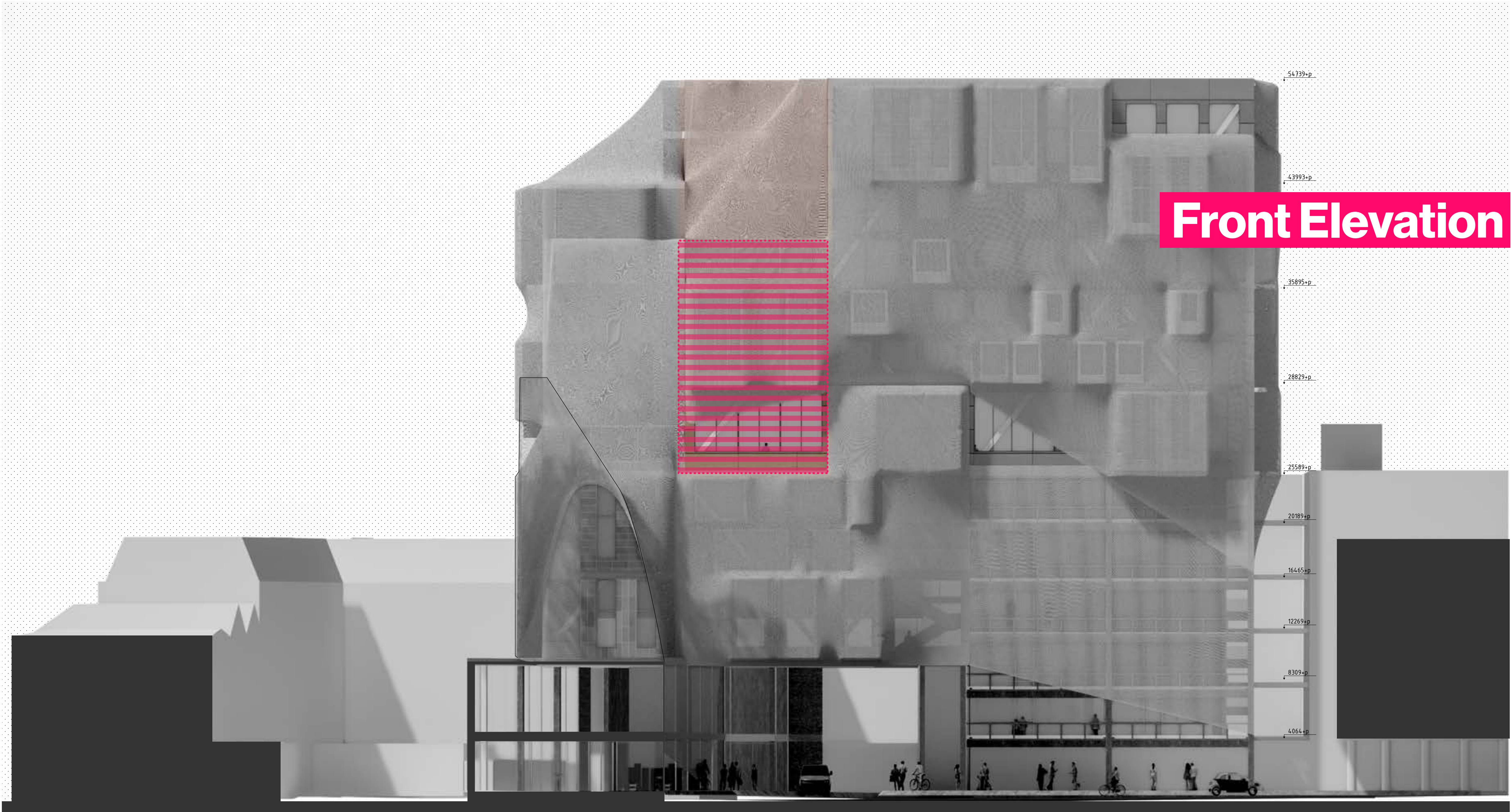
20189+p

16465+p

12269+p

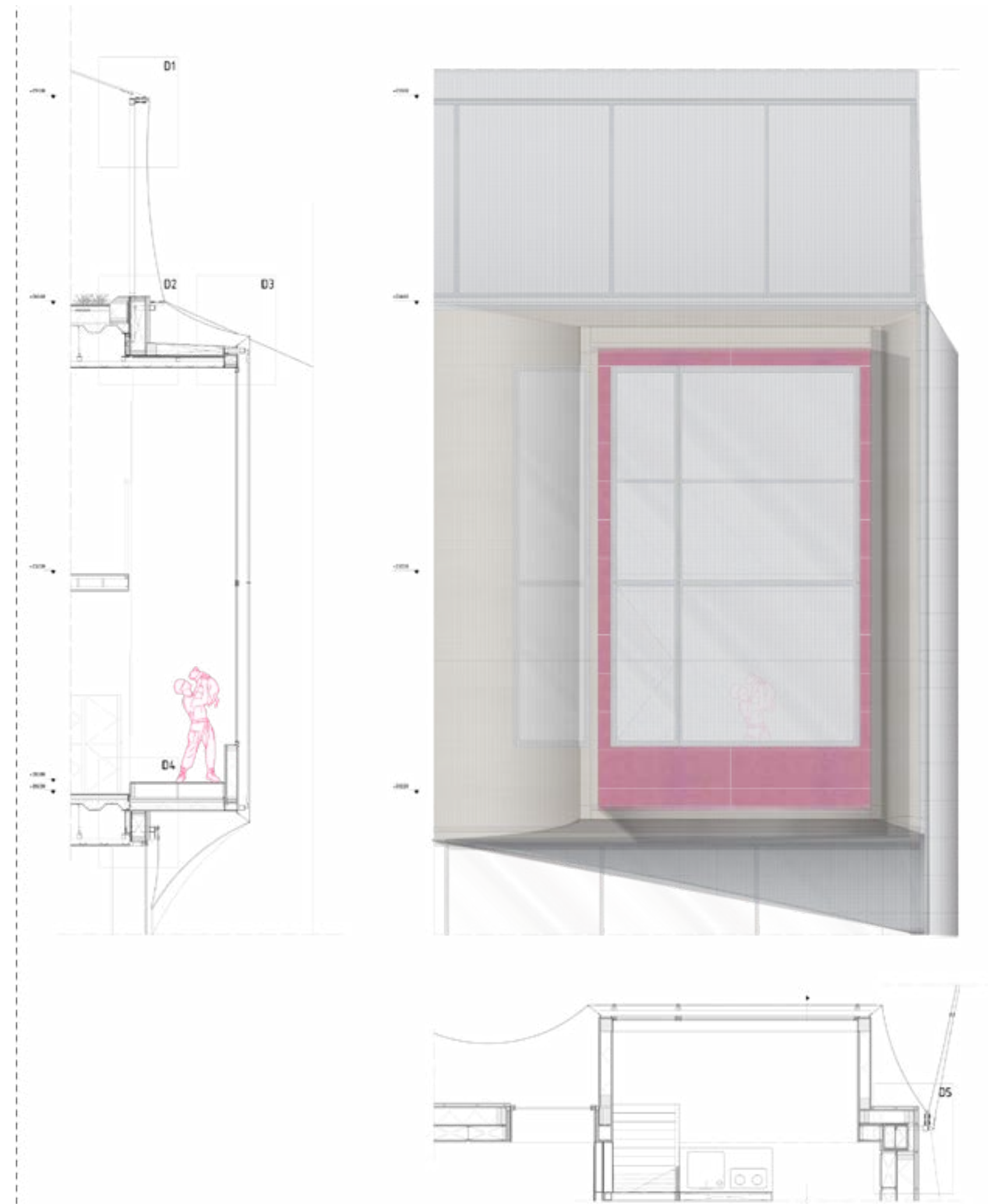
8309+p

4064+p



Front Elevation

Facade Fragment

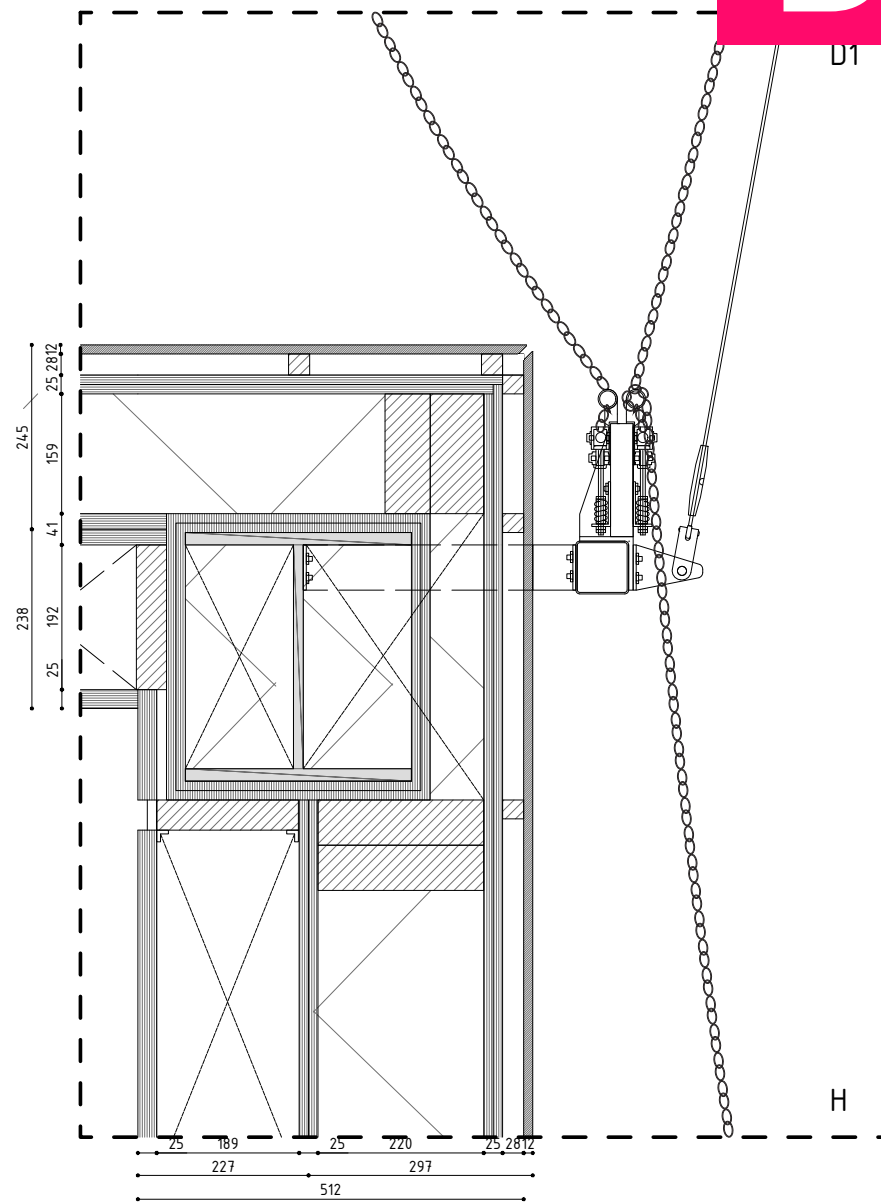
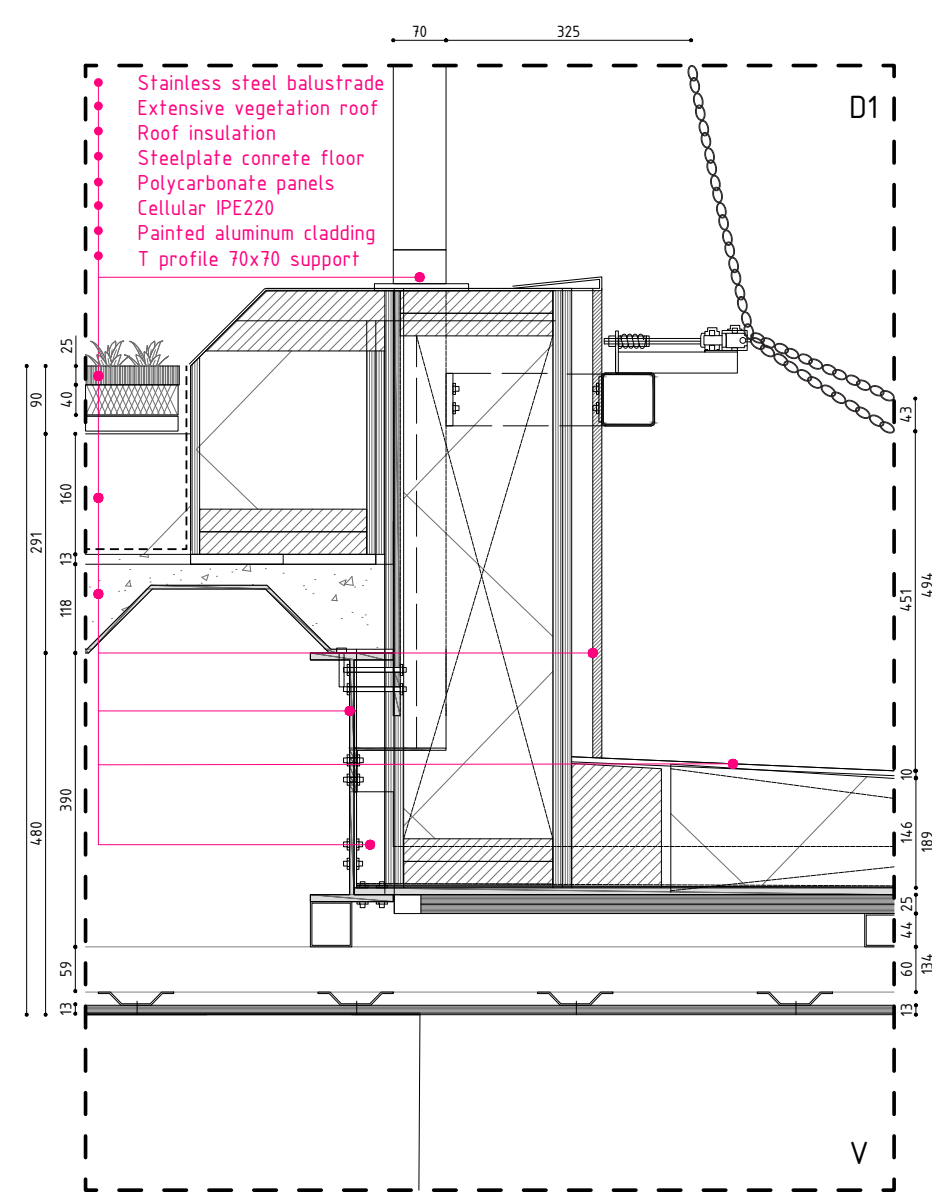
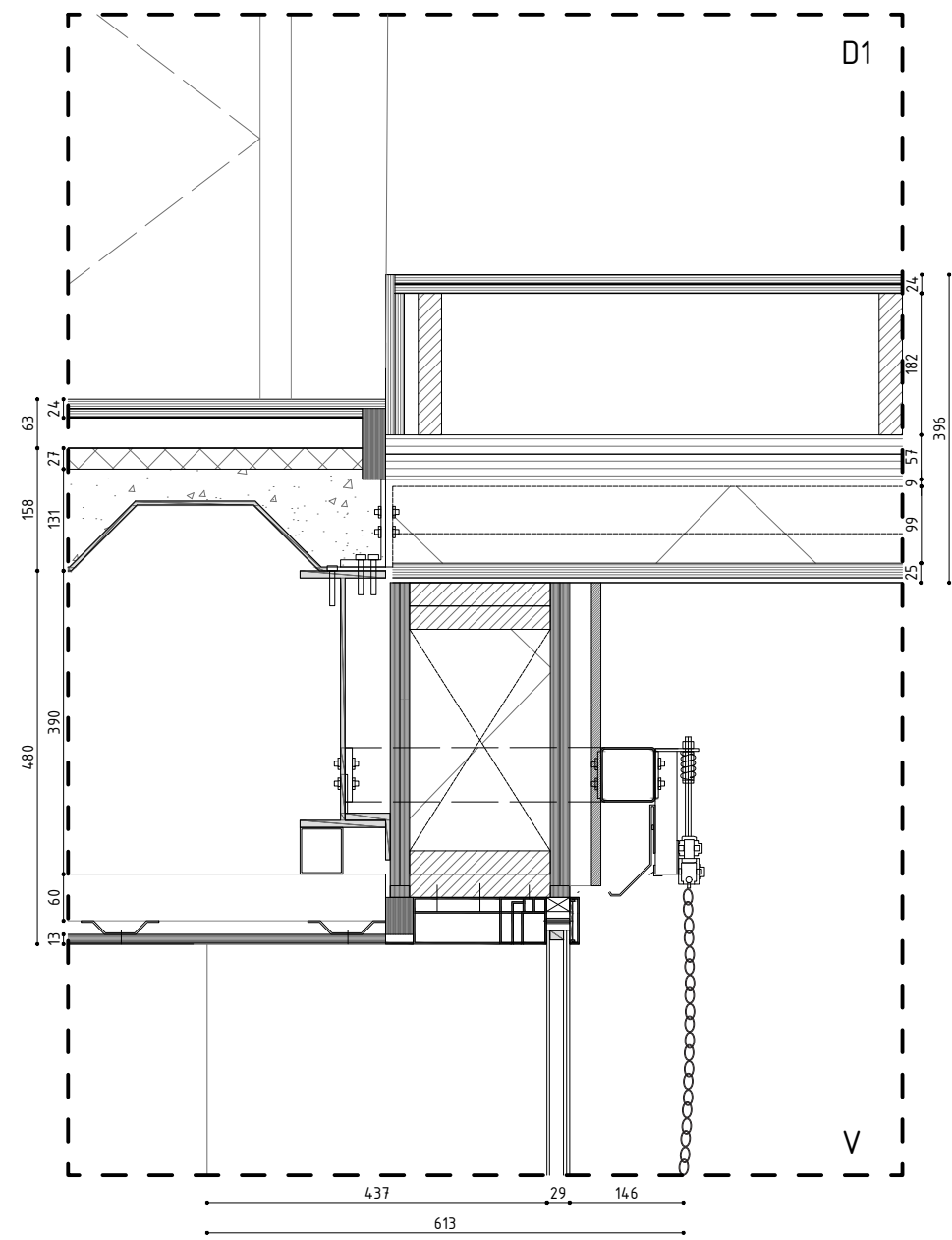
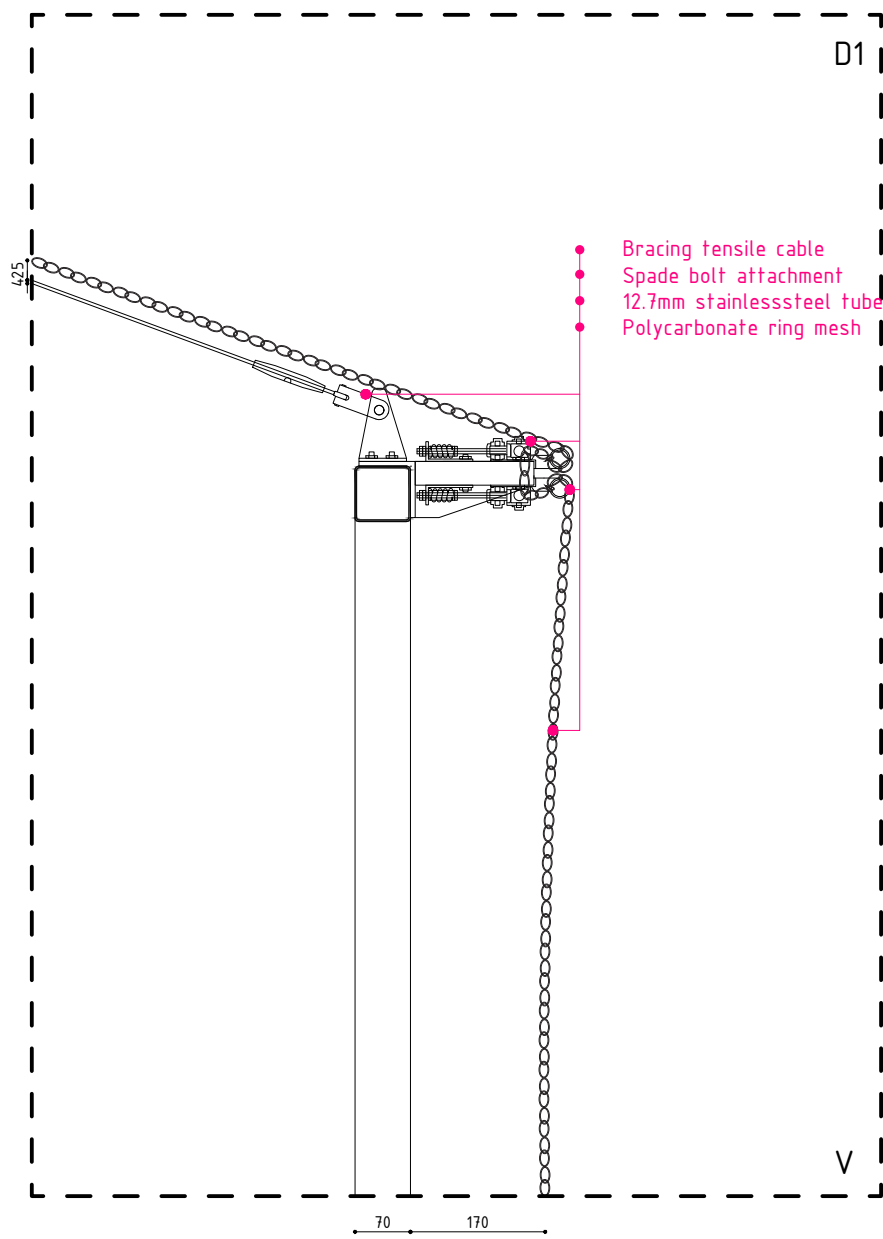




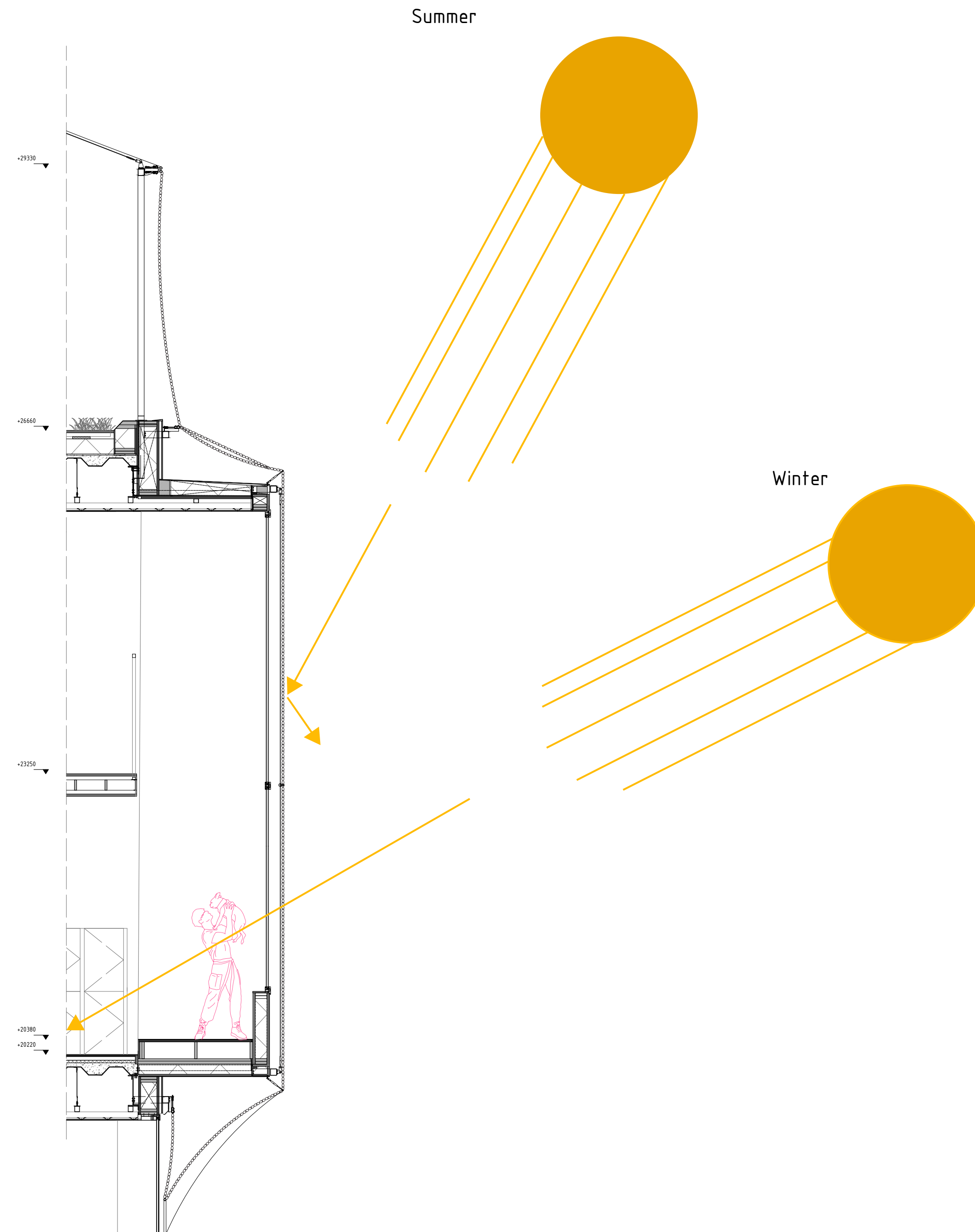
The Material



Construction

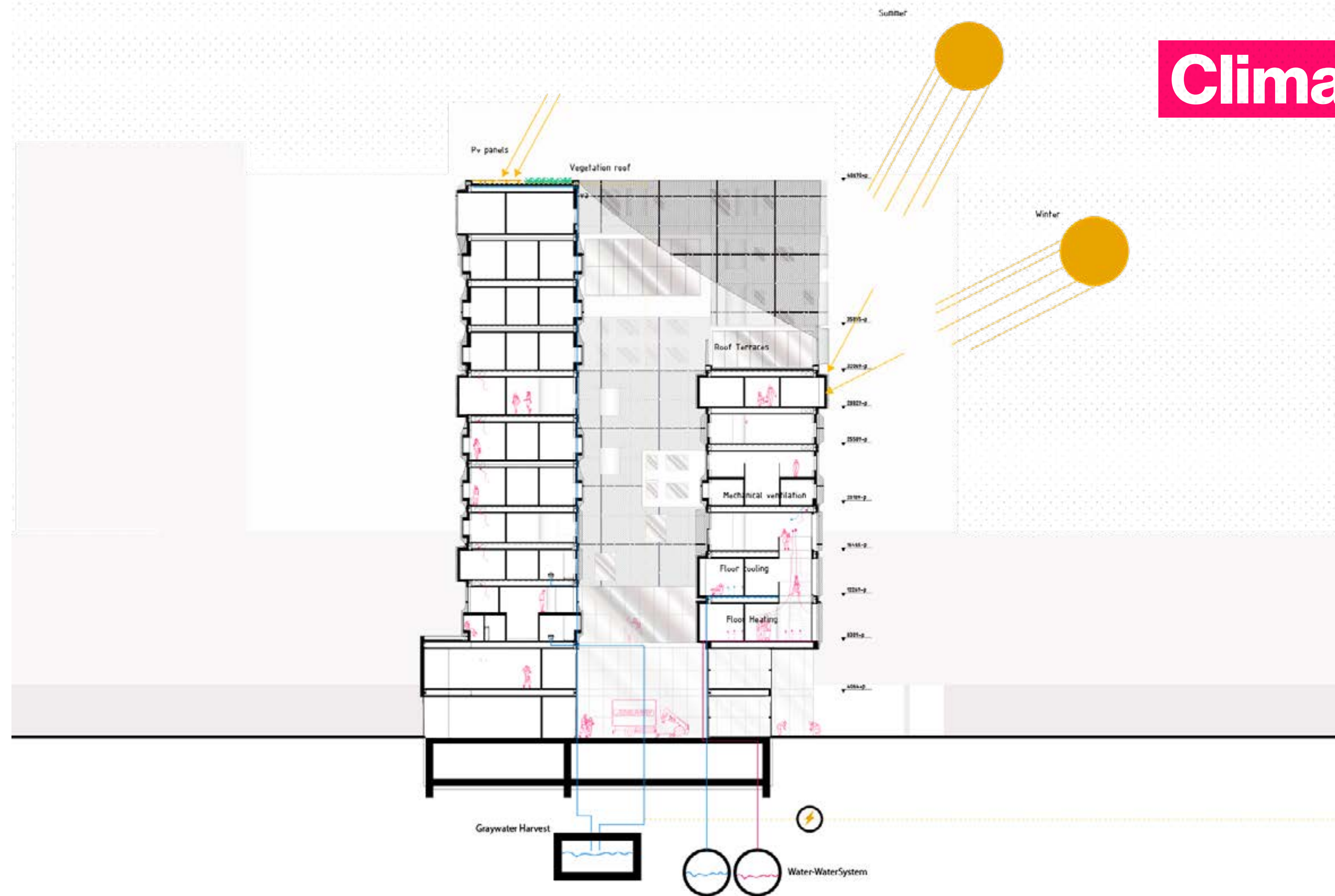


Details



Sun Protection

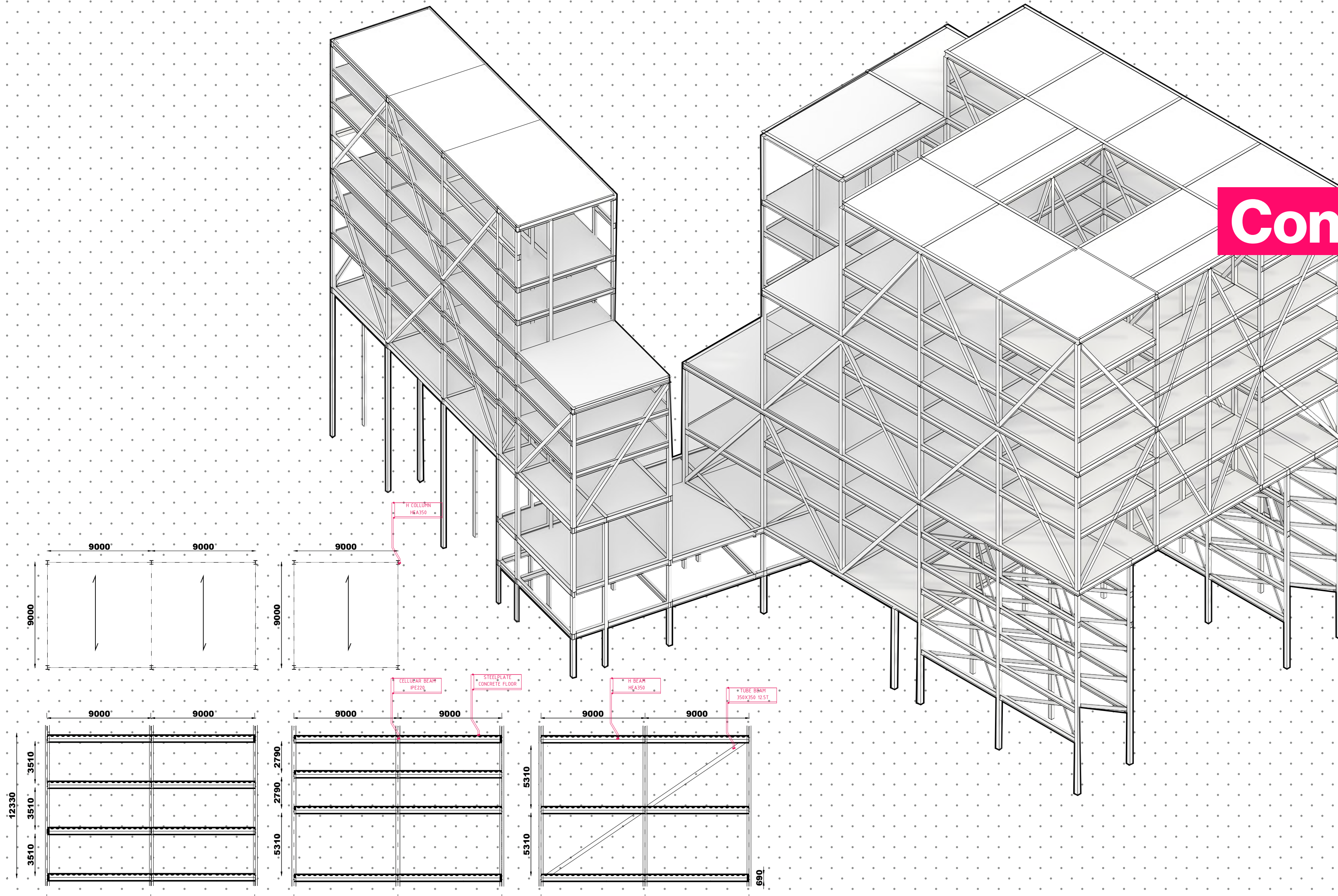
Climate Scheme



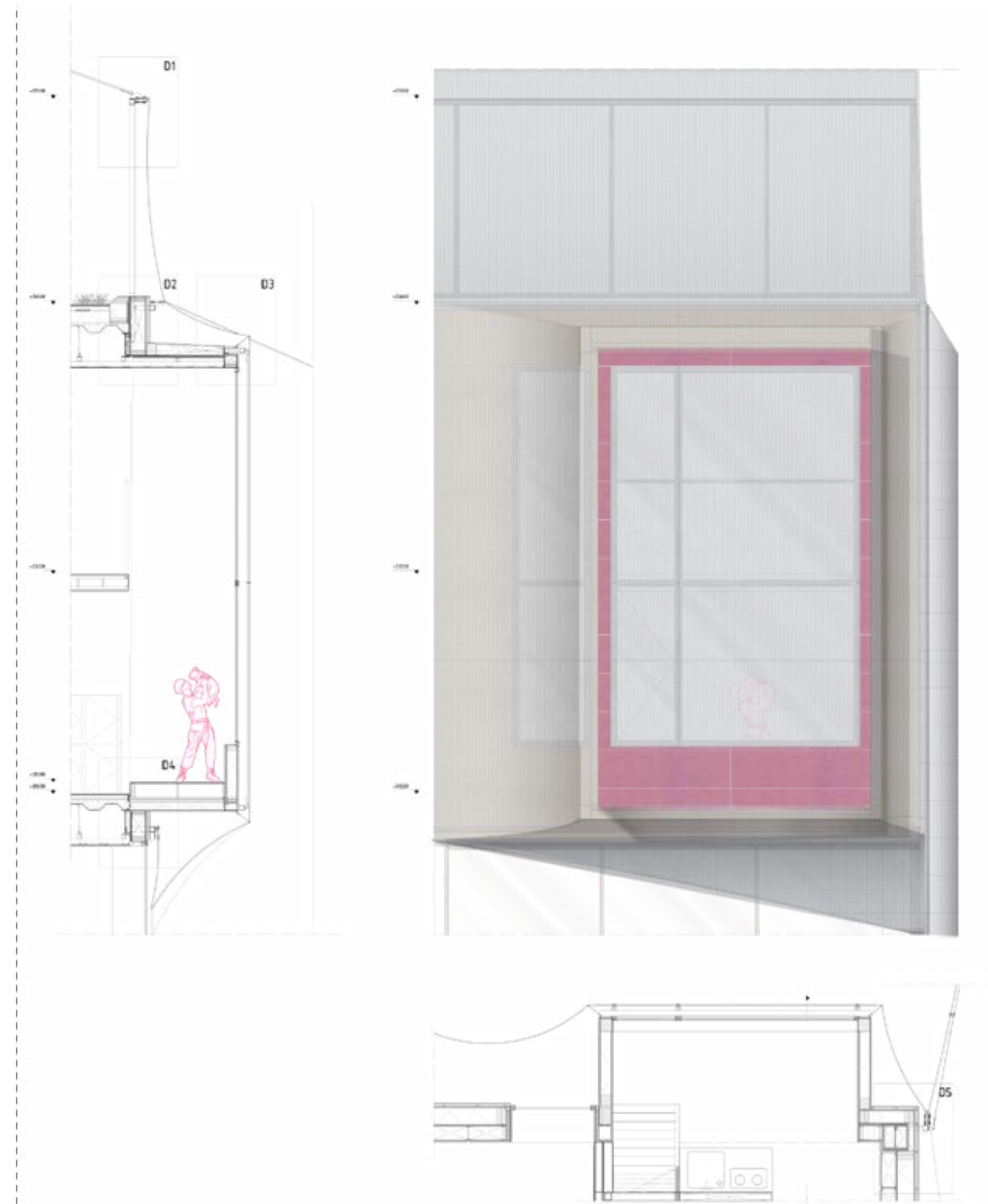


**Thank you
for your attention**

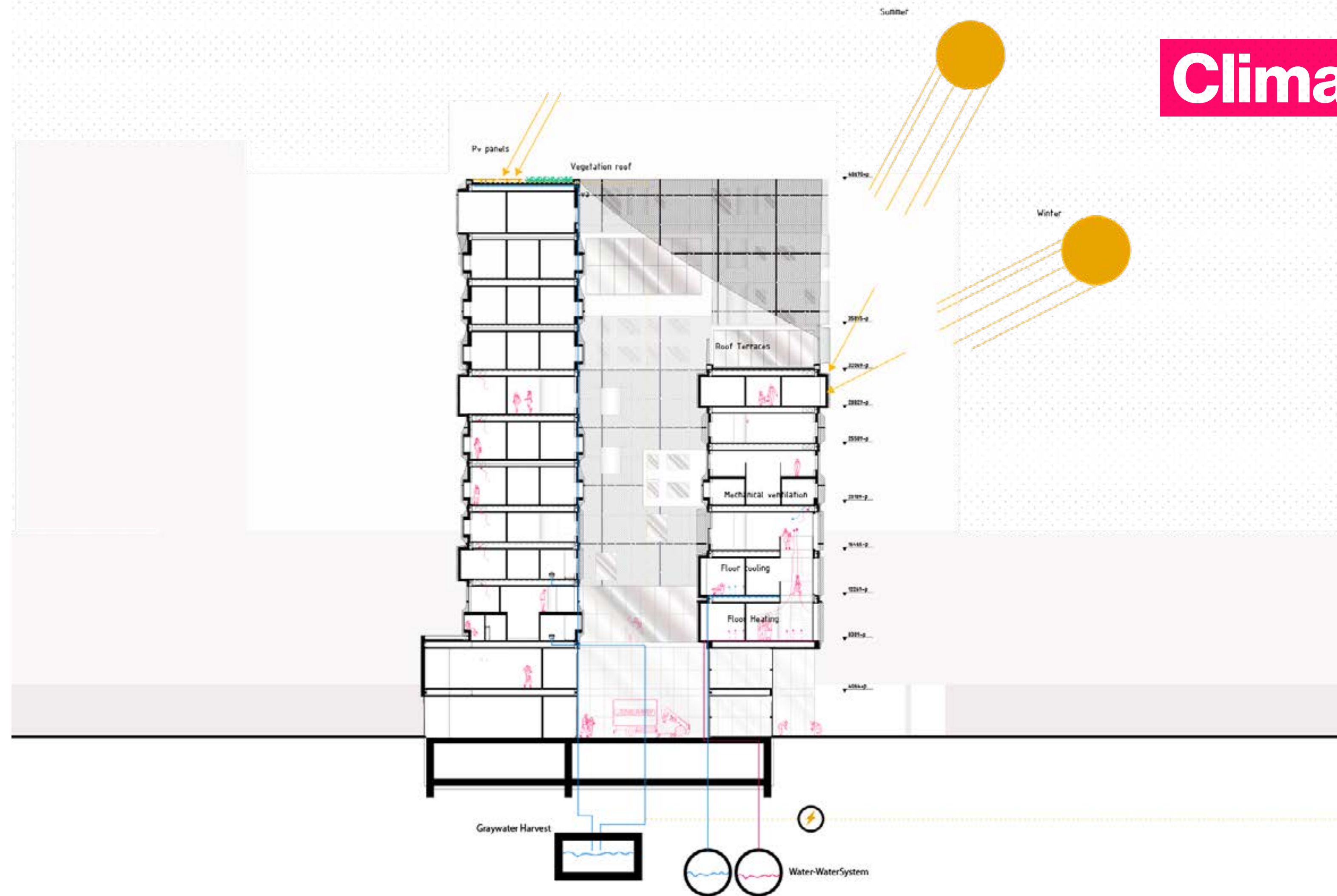
Construction

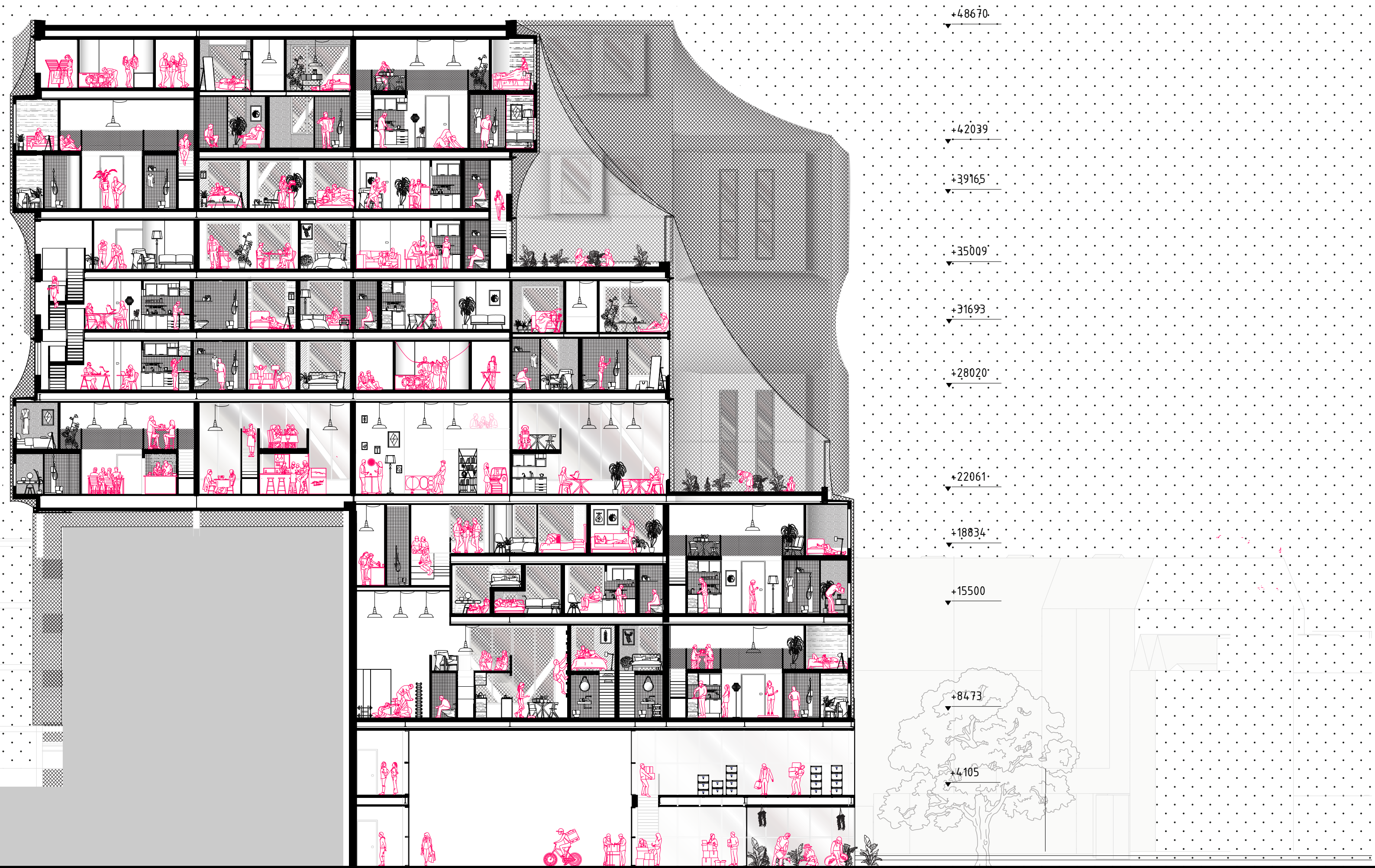


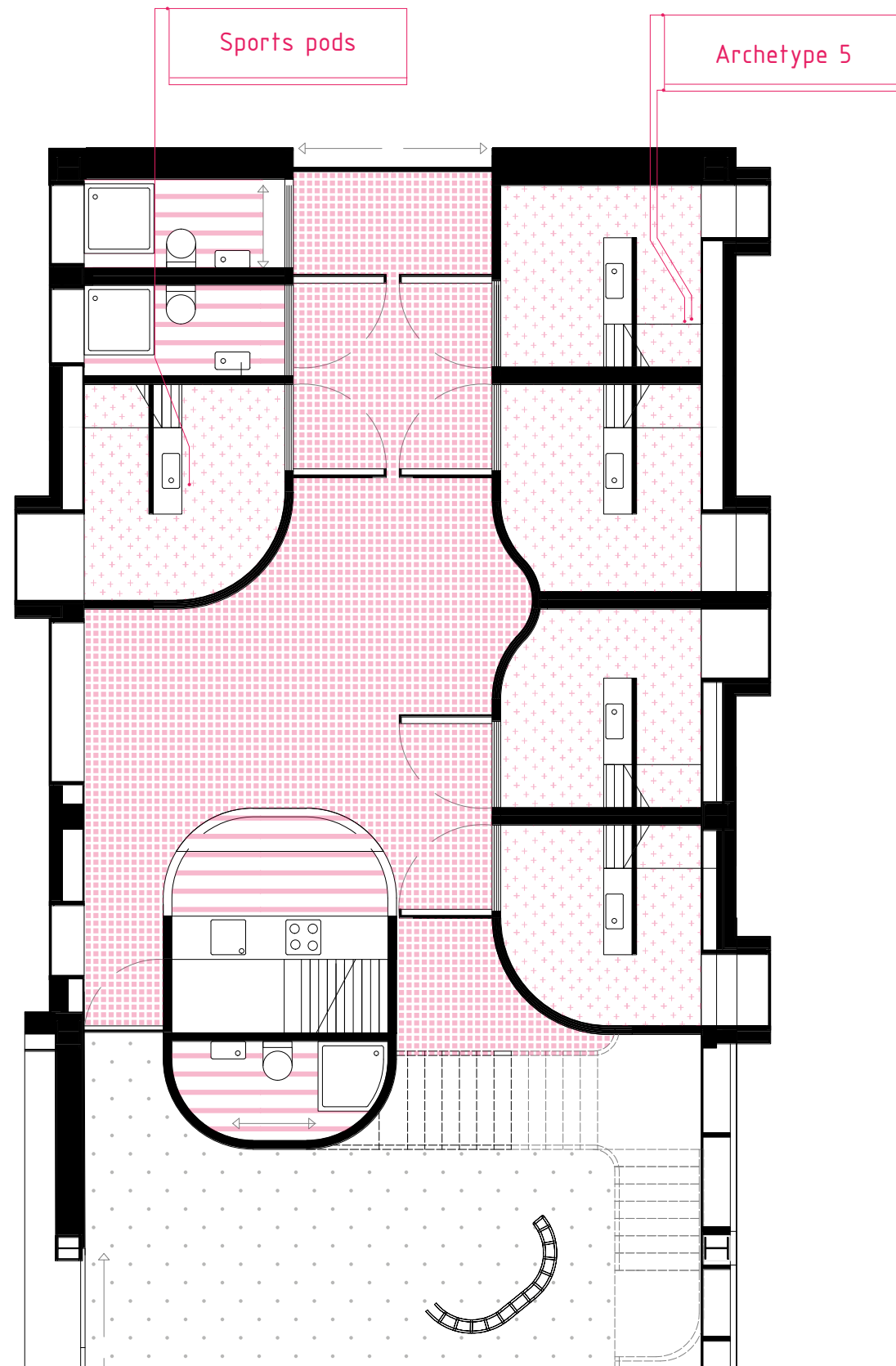
Facade Fragment



Climate Scheme



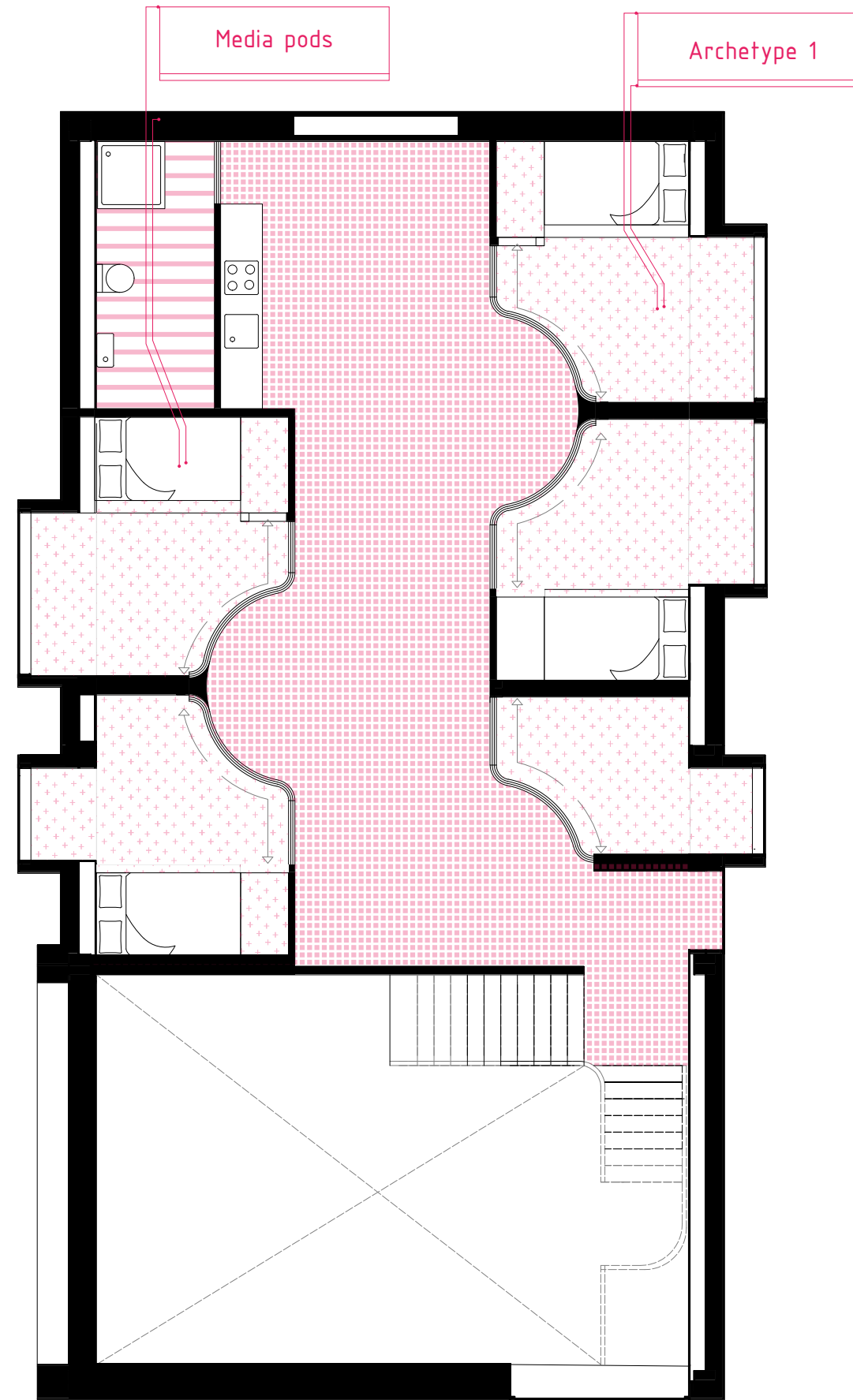




Living the way I want

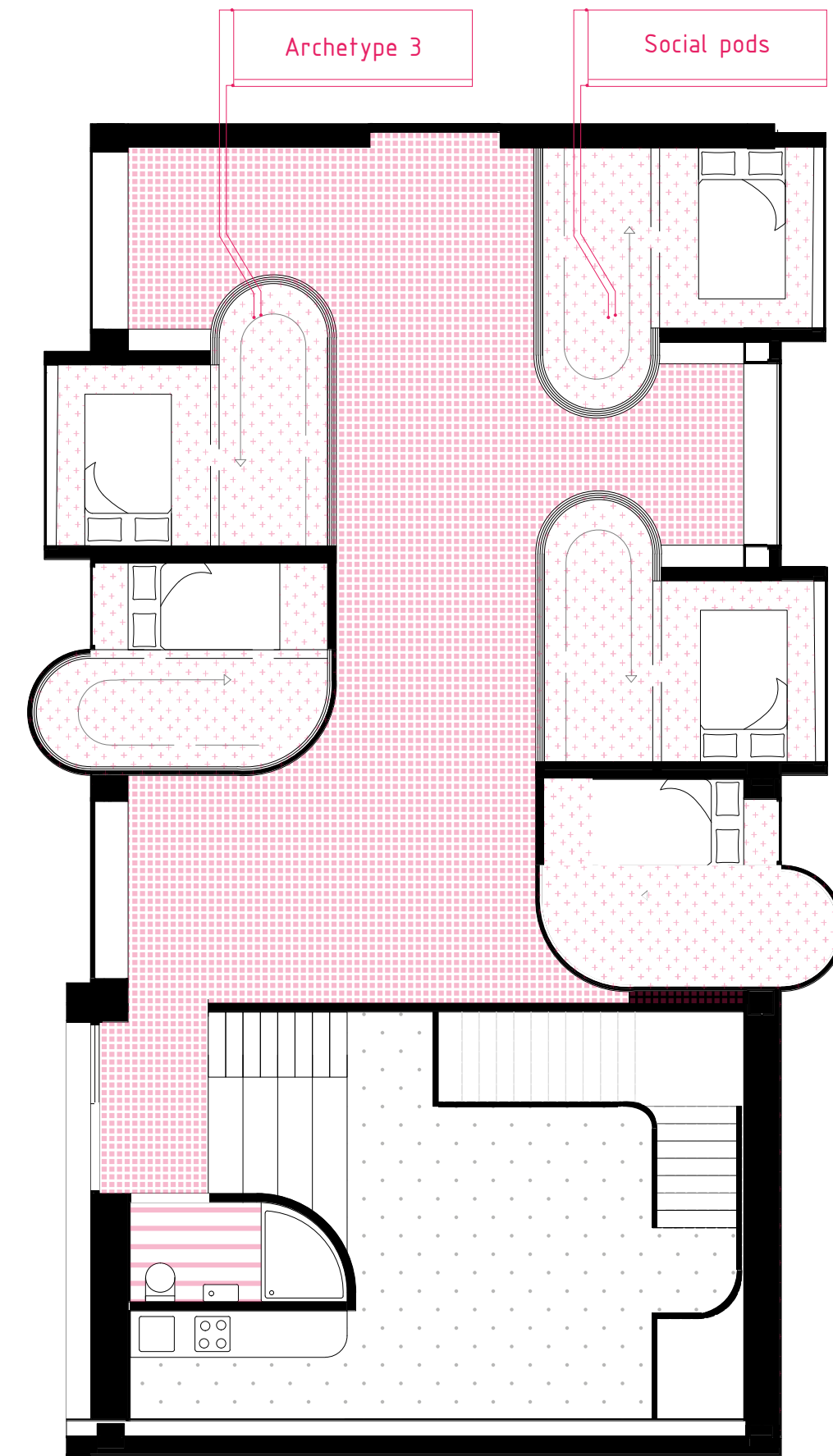
Cluster 4

3rd Floor



Cluster 3

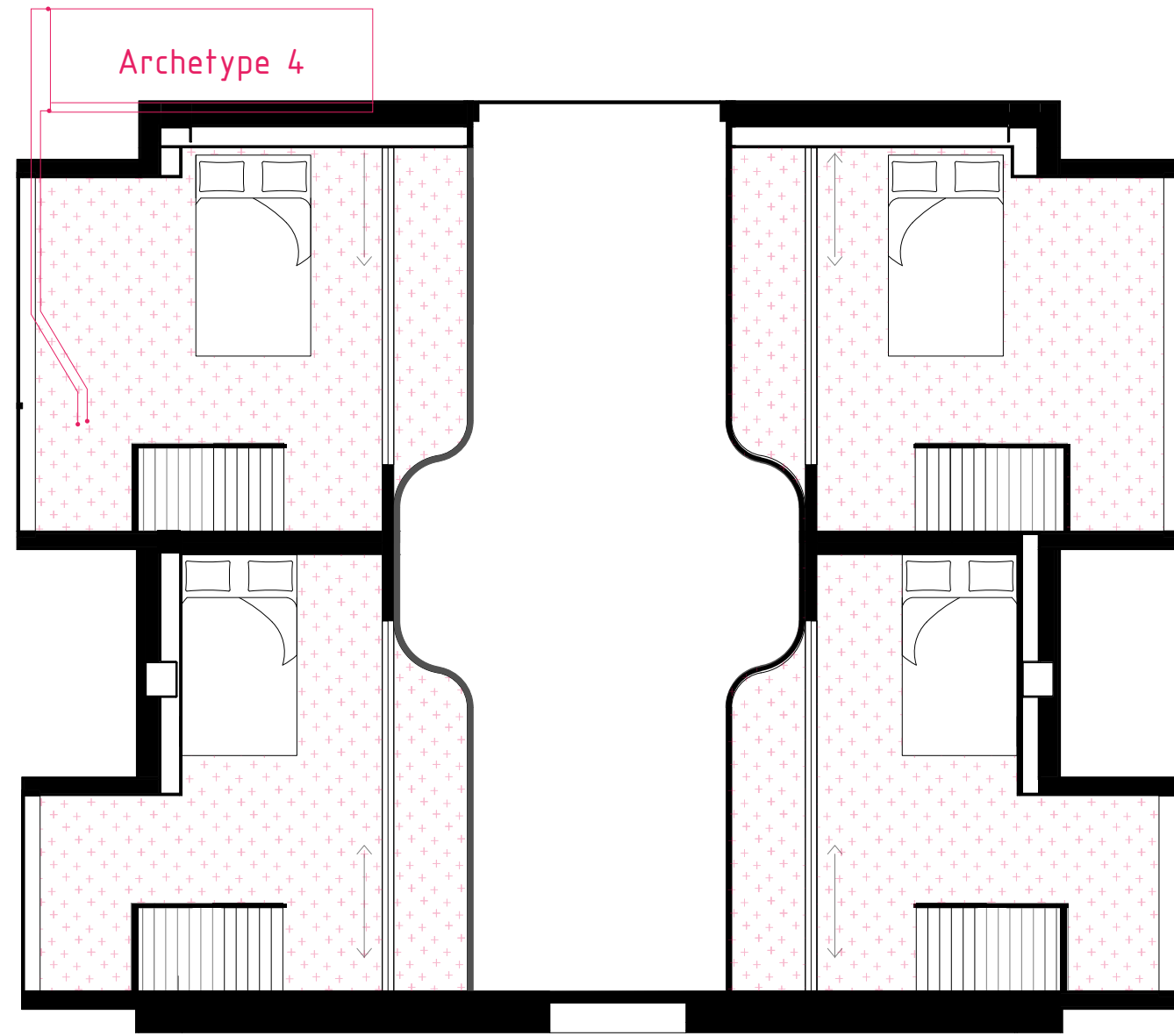
4th Floor



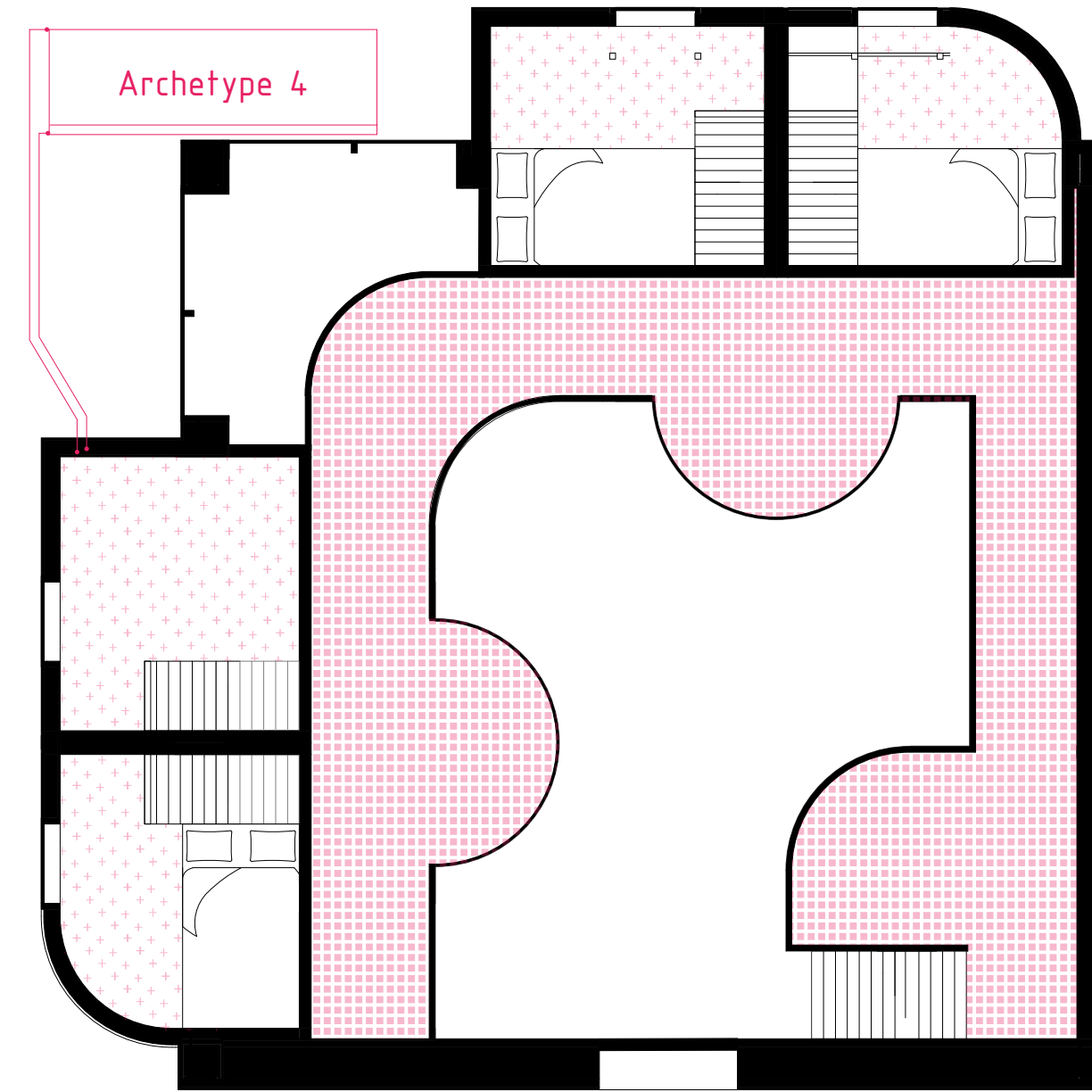
Cluster 5

5th Floor

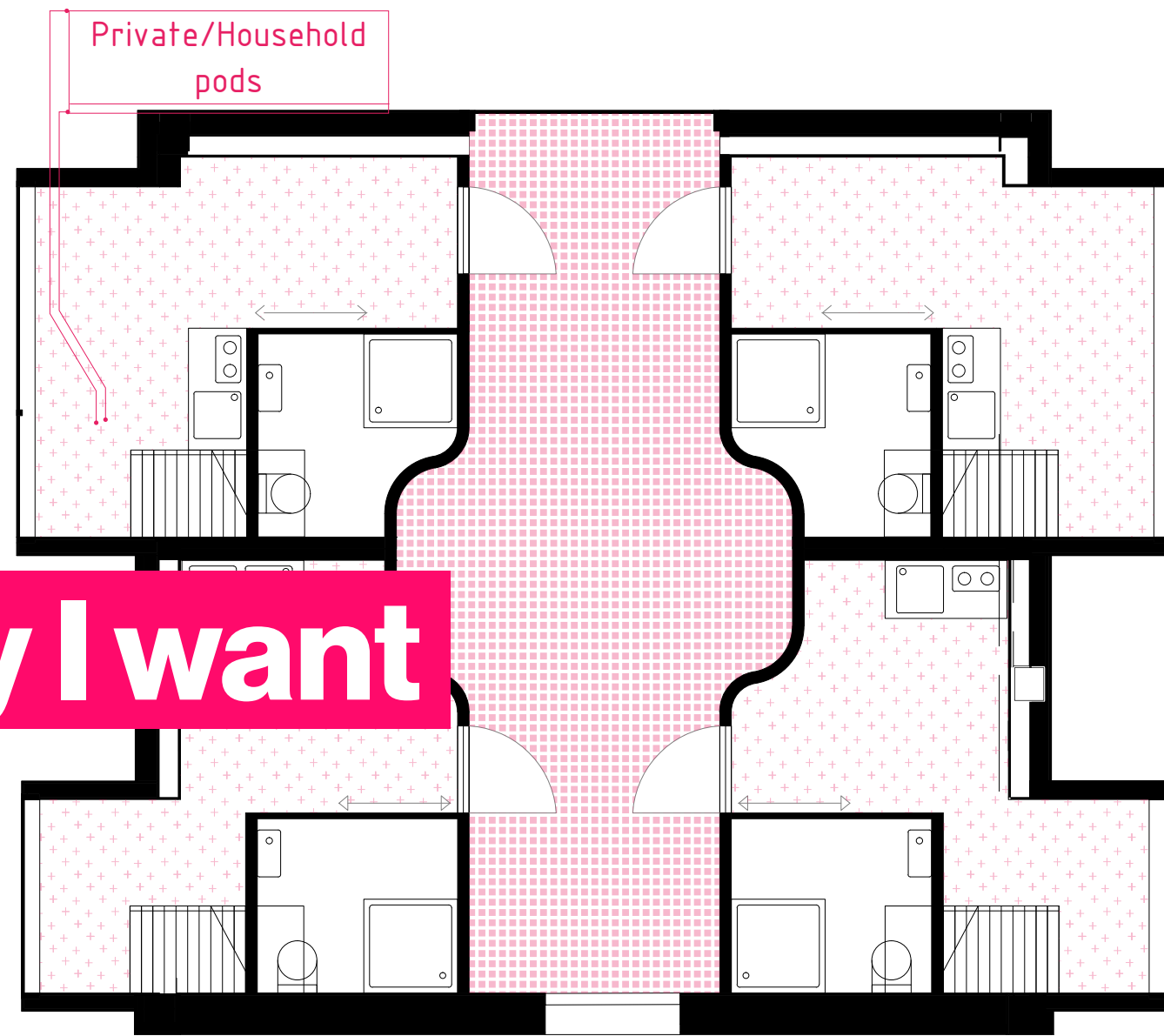
Floor 2



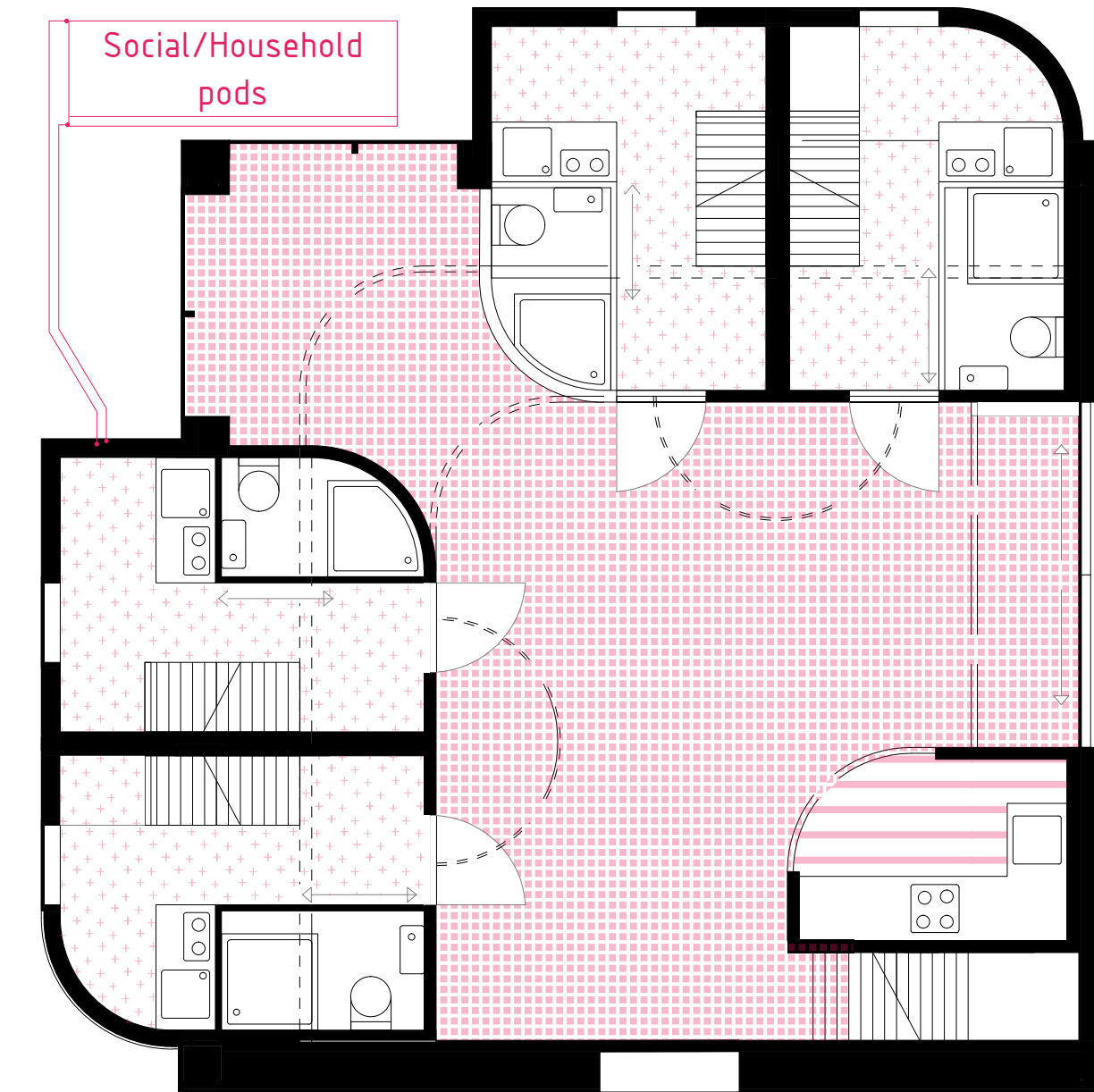
Floor 2



Floor 1



Floor 1

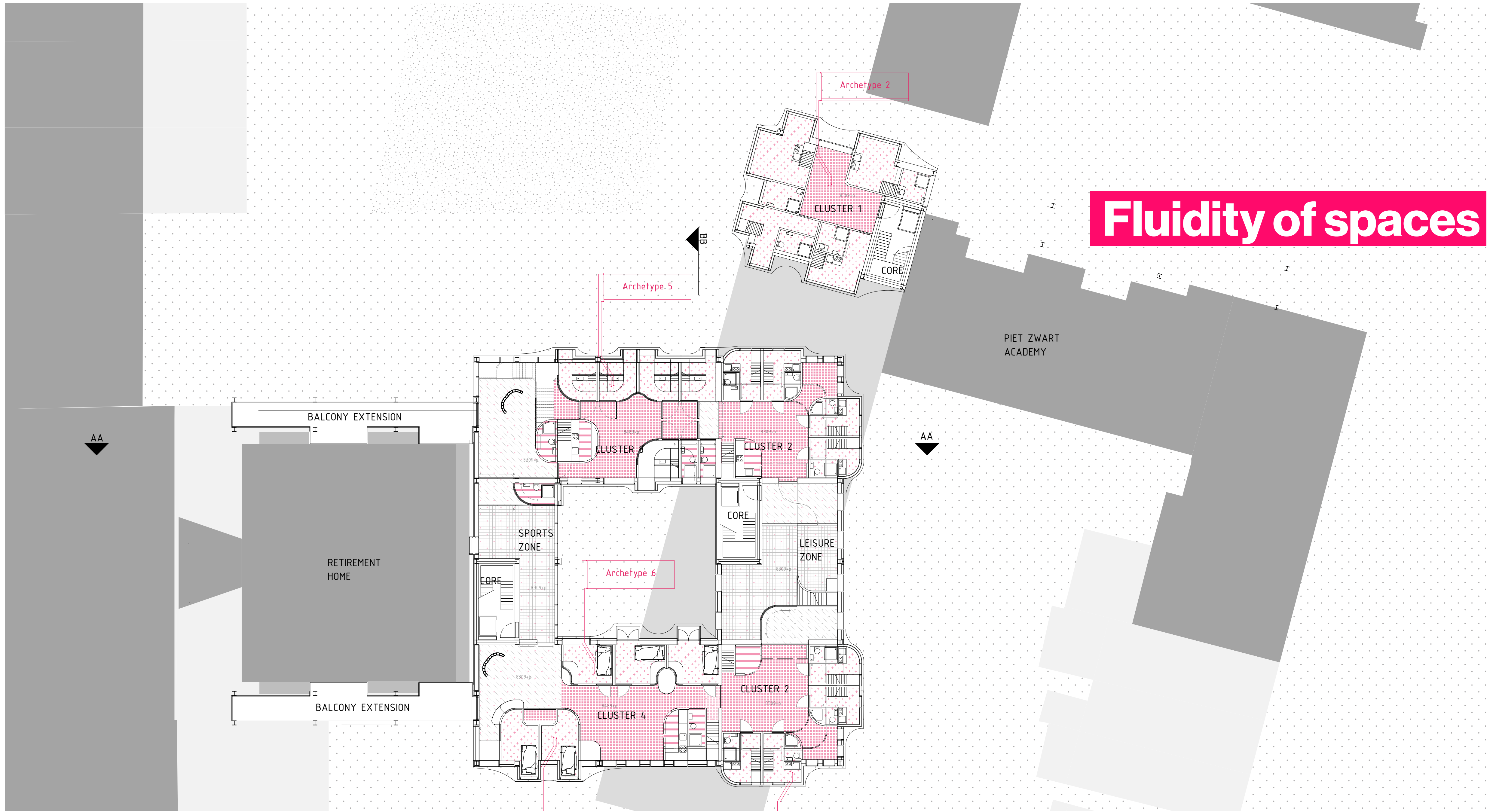


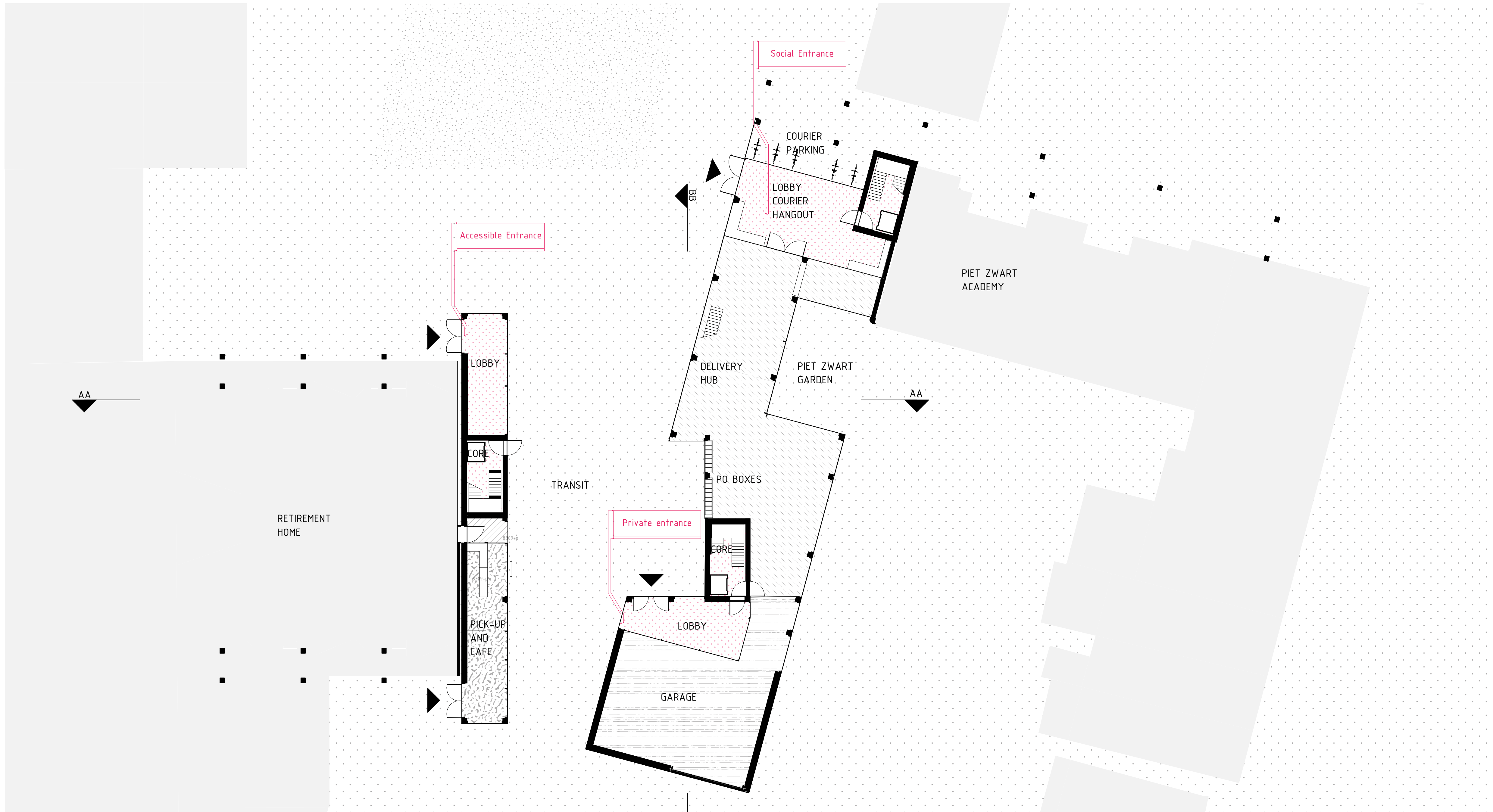
Living the way I want

Cluster 1

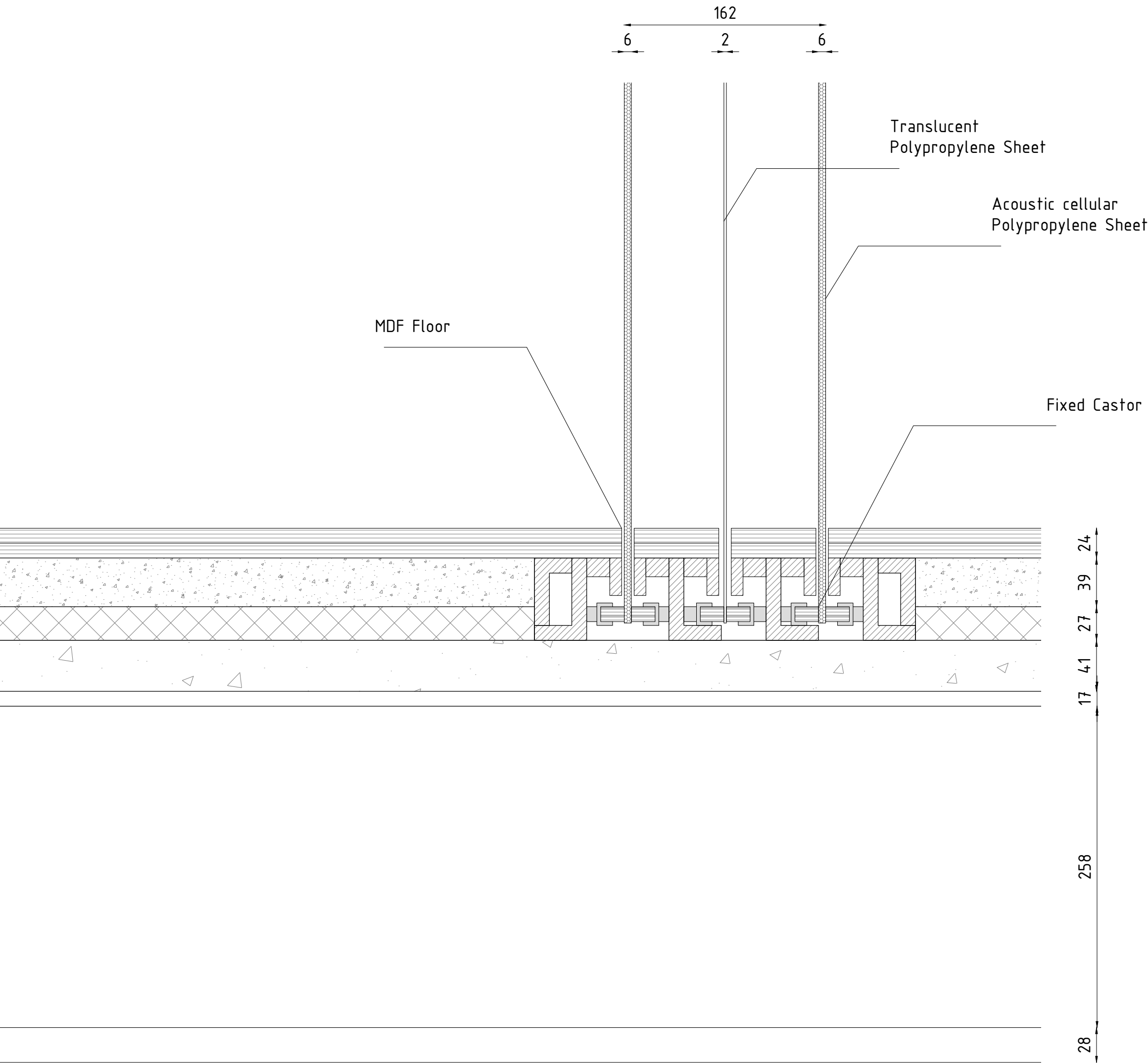
Cluster 2

Fluidity of spaces



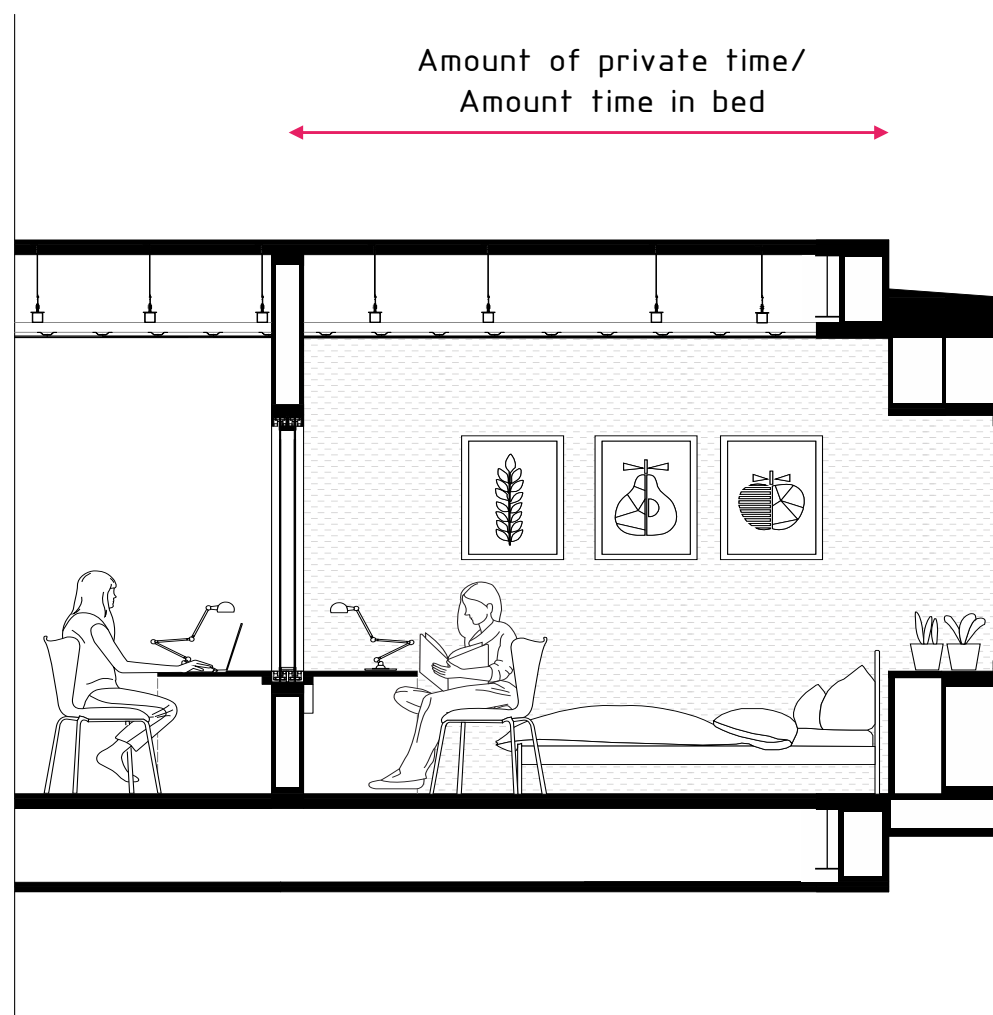


Vertical Detail Floor-Sheets



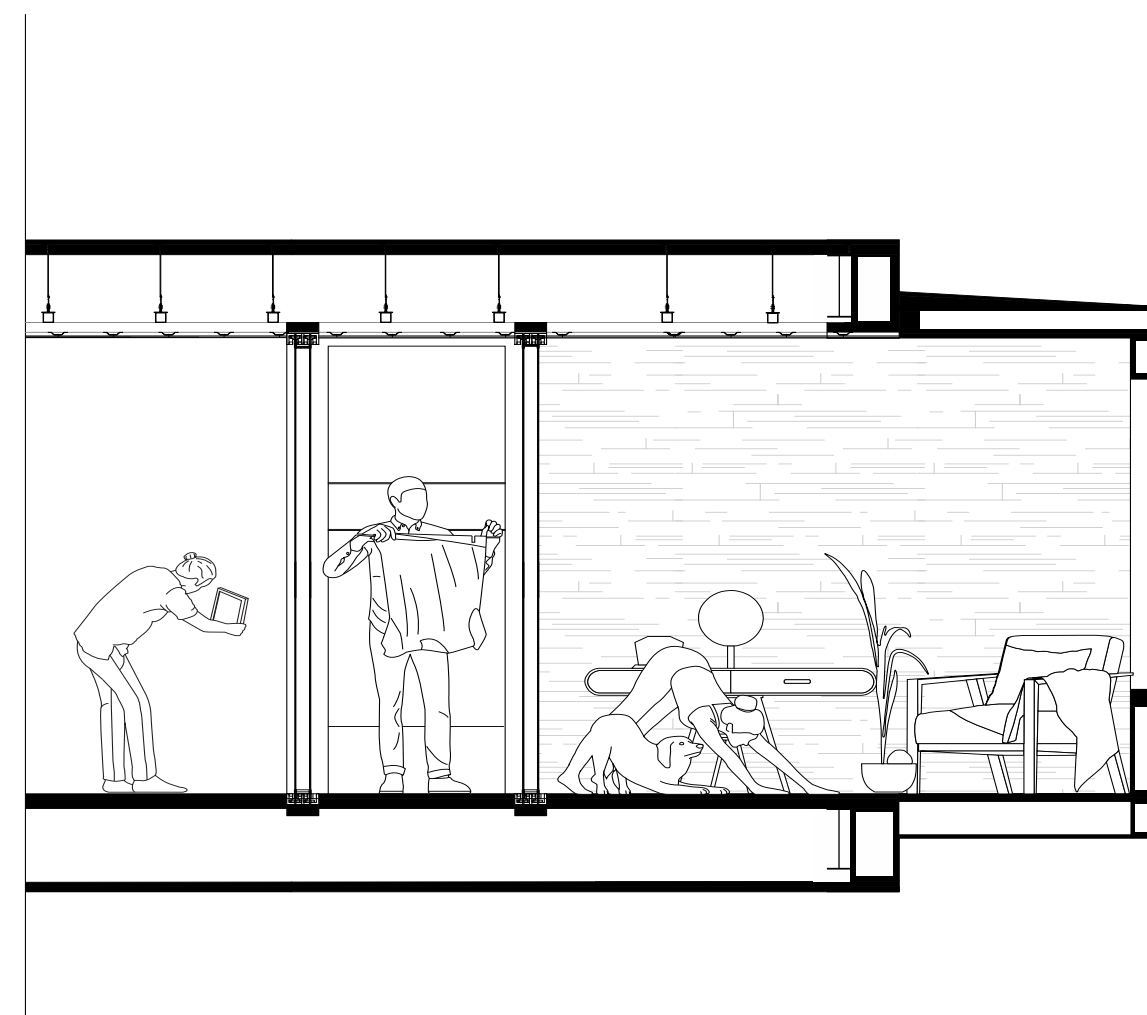
Detail Film Screen

Articulation of Habits



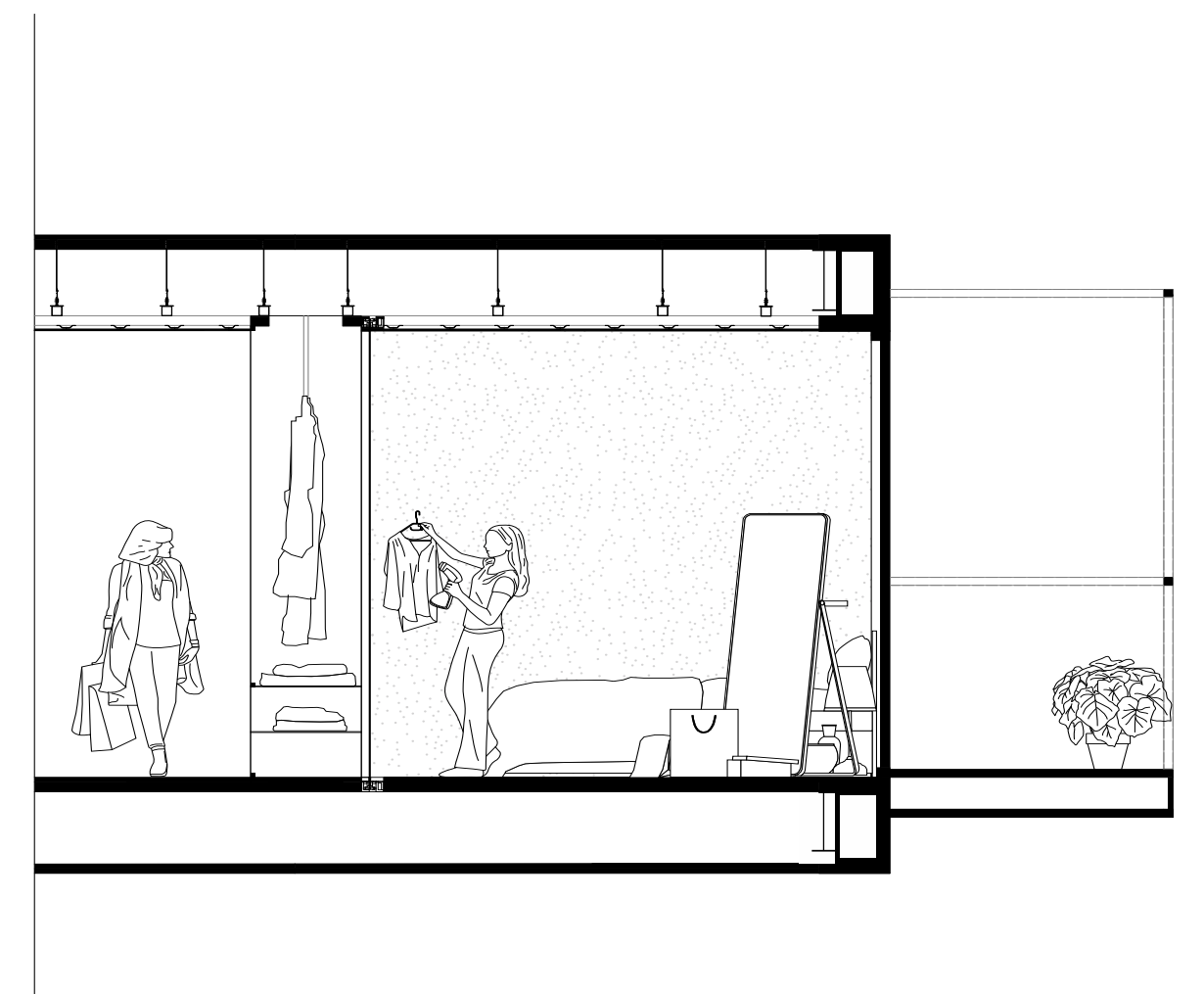
Archetype 10

Labour



Archetype 11

Infleuncer



Archetype 12

Shopaholic