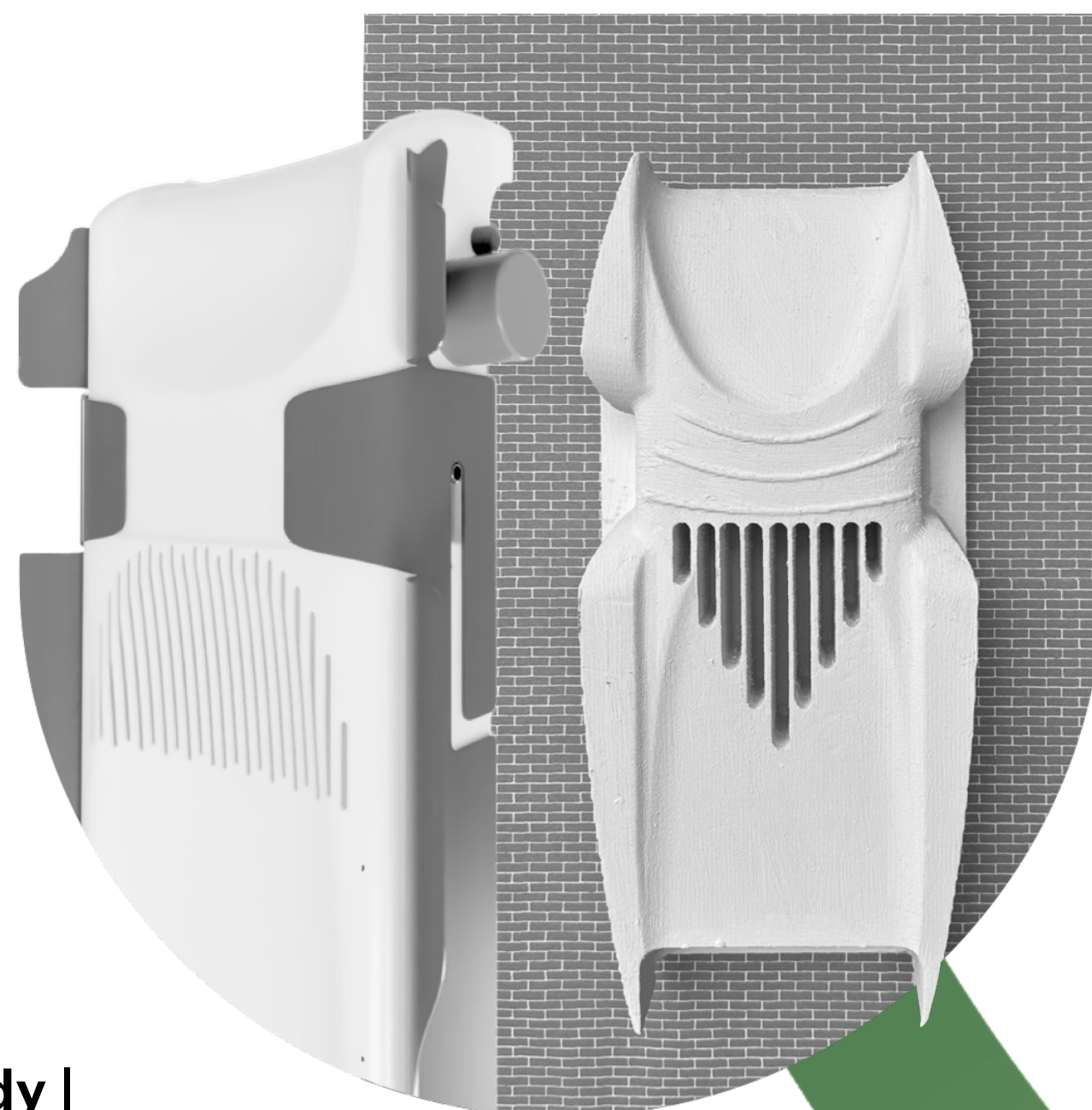




Why hide it? |

In collaboration with HiroMicroDataCenters B.V., this graduation thesis aimed at reimagining the role of edge infrastructure enclosure aesthetics. As mere grey boxes tucked away in a corner, current technical infrastructure contributes to visual 'pollution' reinforcing discomfort and stress in public settings. This project searched for a timeless edge micro data center enclosure design that enhances the aesthetics and visual appeal of buildings and public spaces it is placed in, bringing these devices out of their current hideaways, while also reflecting the client company's desired brand identity.



Embody |

Selected inspiration has been further contextualized and detailed to meet the stringent requirements driven by internal hardware constraints and interaction considerations of an edge micro data center. Embodiment activities involved digital and physical prototyping to arrive at the first iteration of the timeless edge micro data center enclosure design for Hiro.

Anya Pozniak

Why hide it? Reimagining the role of urban edge computing in an AI-inspired, human-embodied manner.

September 20, 2024

Intergrated Product Design

Committee

Jan Willem Hoftijzer

Mark Sypesteijn

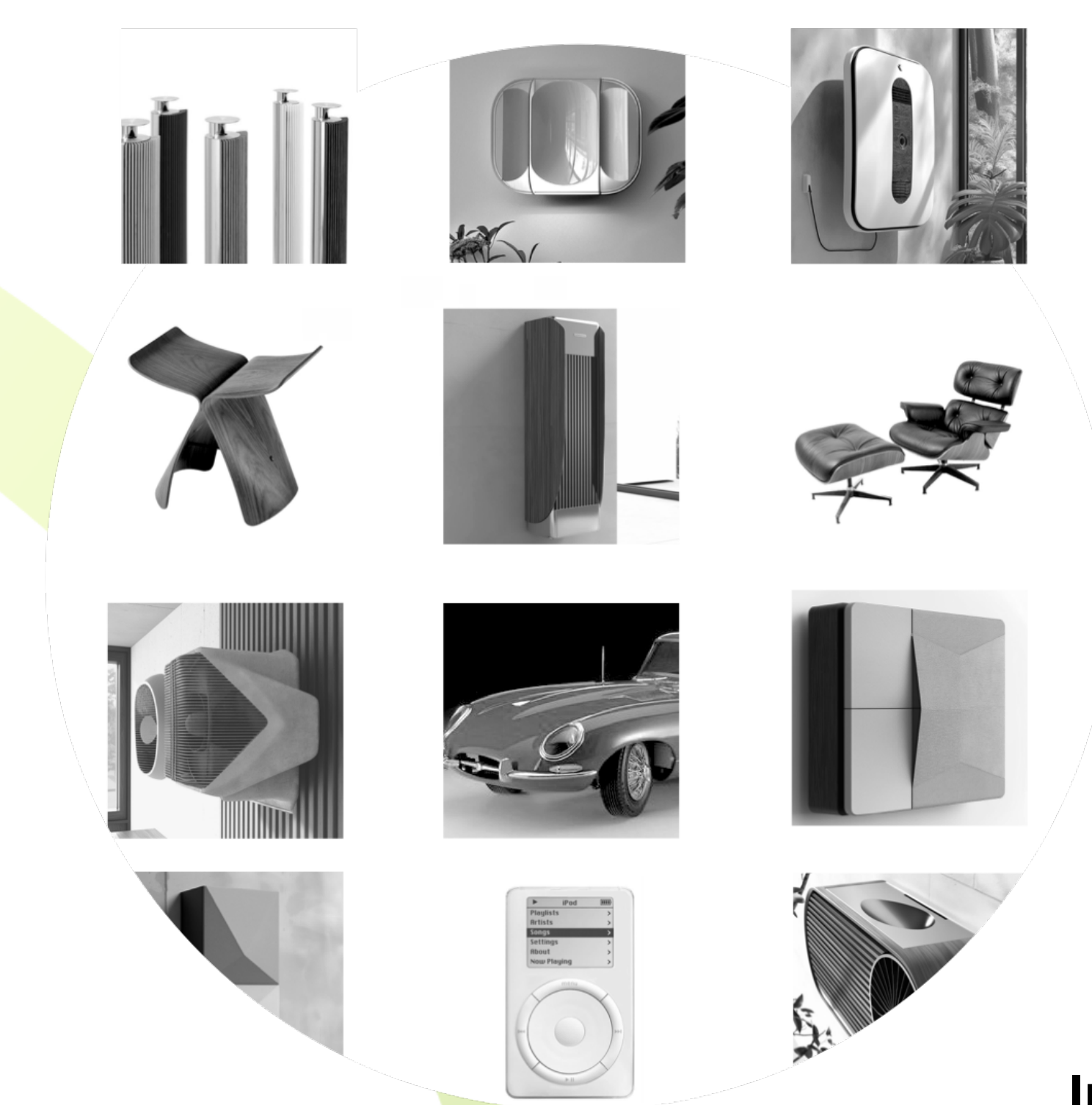
Fred Buining (company mentor)

Company

HiroMicroDataCenters B.V.

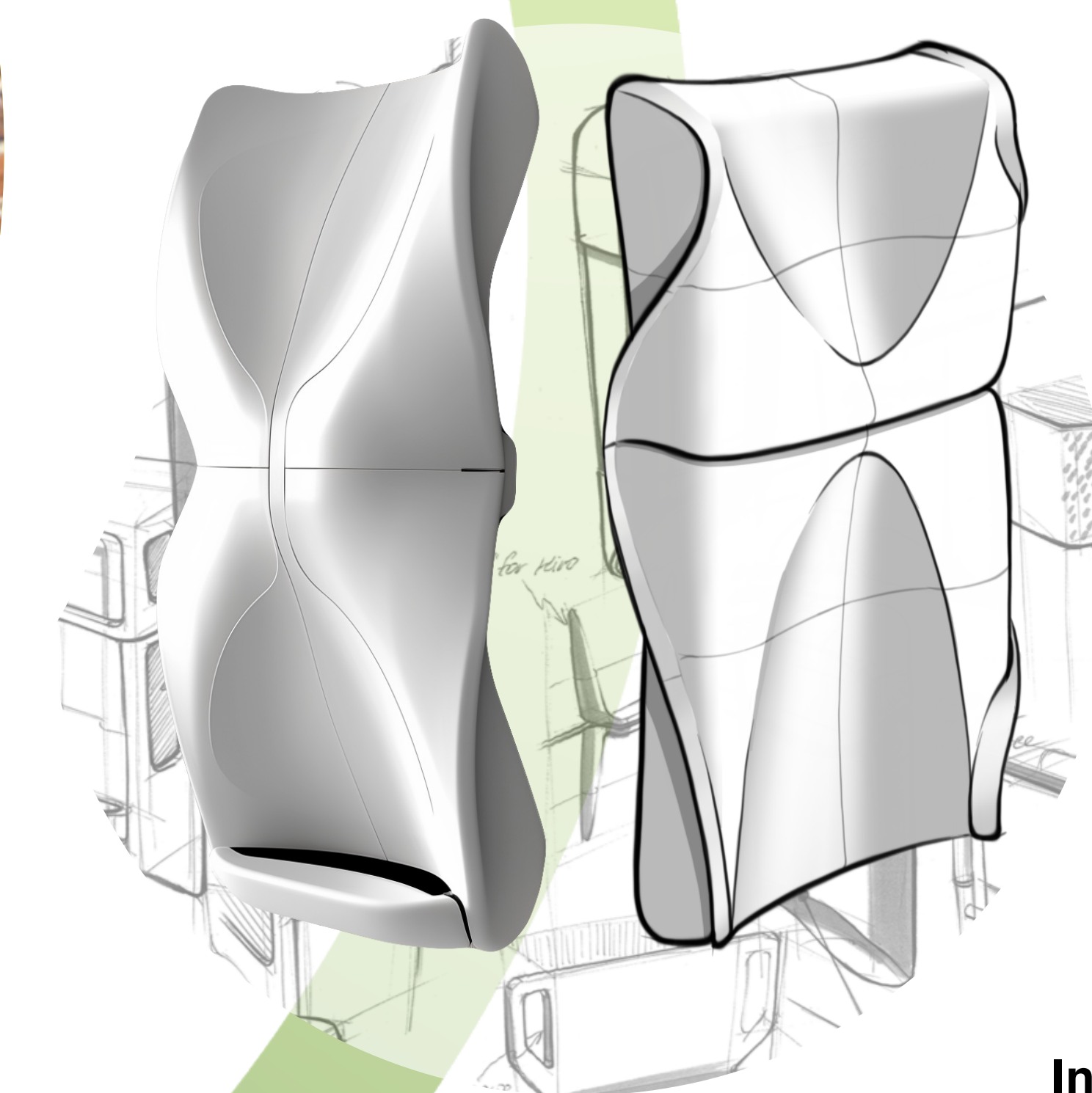


The final concept proposal was created for the specific context of historic city centers. This wall-mountable edge micro data center is a design that stands out with its organic form factor, yet blends itself with its environment through detailing choices.



Imagine |

Generative AI tool MidJourney was utilized to connect brand identity mapping with the selection of classic designs that embody the desired identity to a wide range of generative concepts inspired by classic design selection.



Interpret |

Extensive sketching activities have been carried out to interpret, contextualize, and down-select generated concepts. Through a survey and focus group, public opinion has been incorporated to select generative inspiration for a timeless enclosure design based on the desired brand identity alongside its interpretation.

