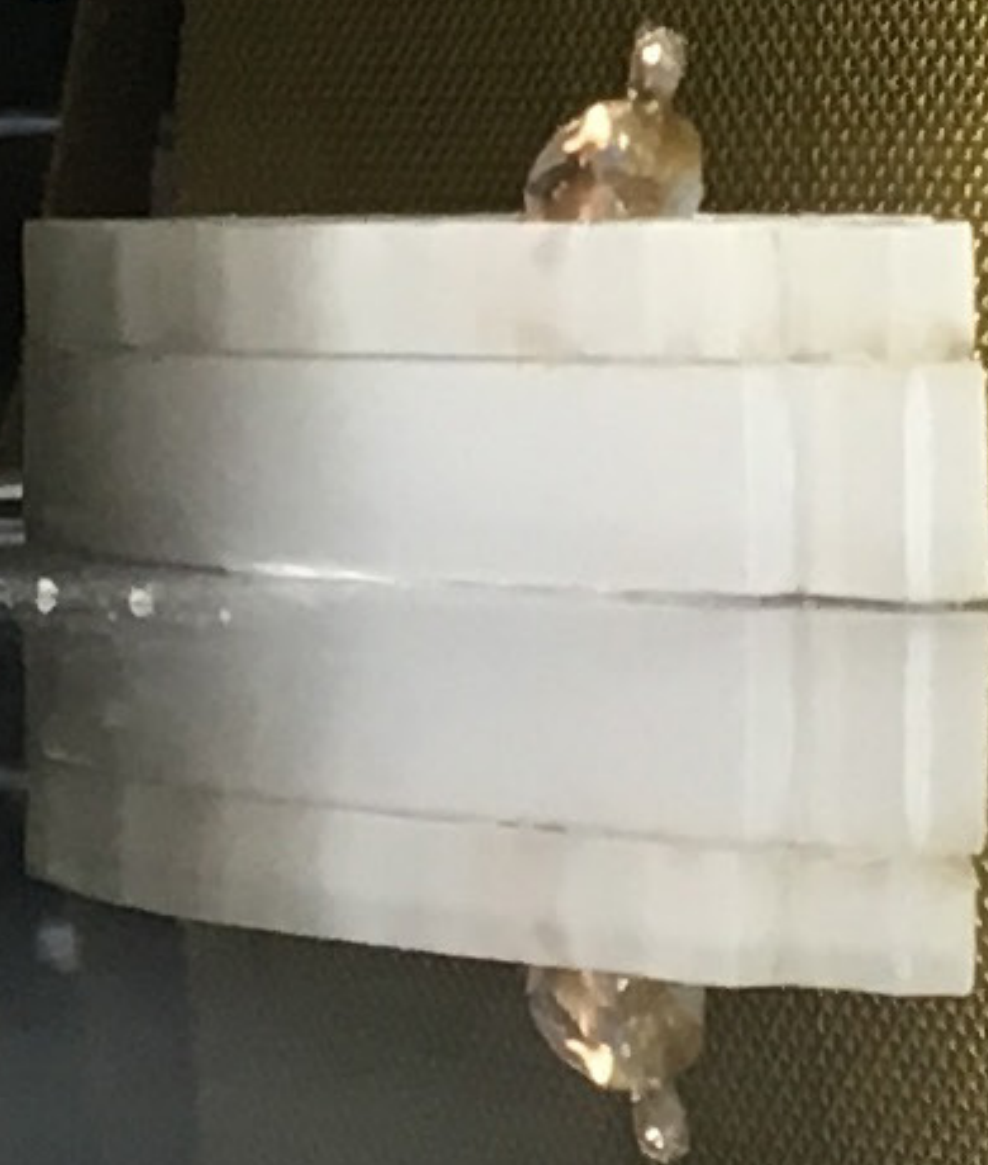
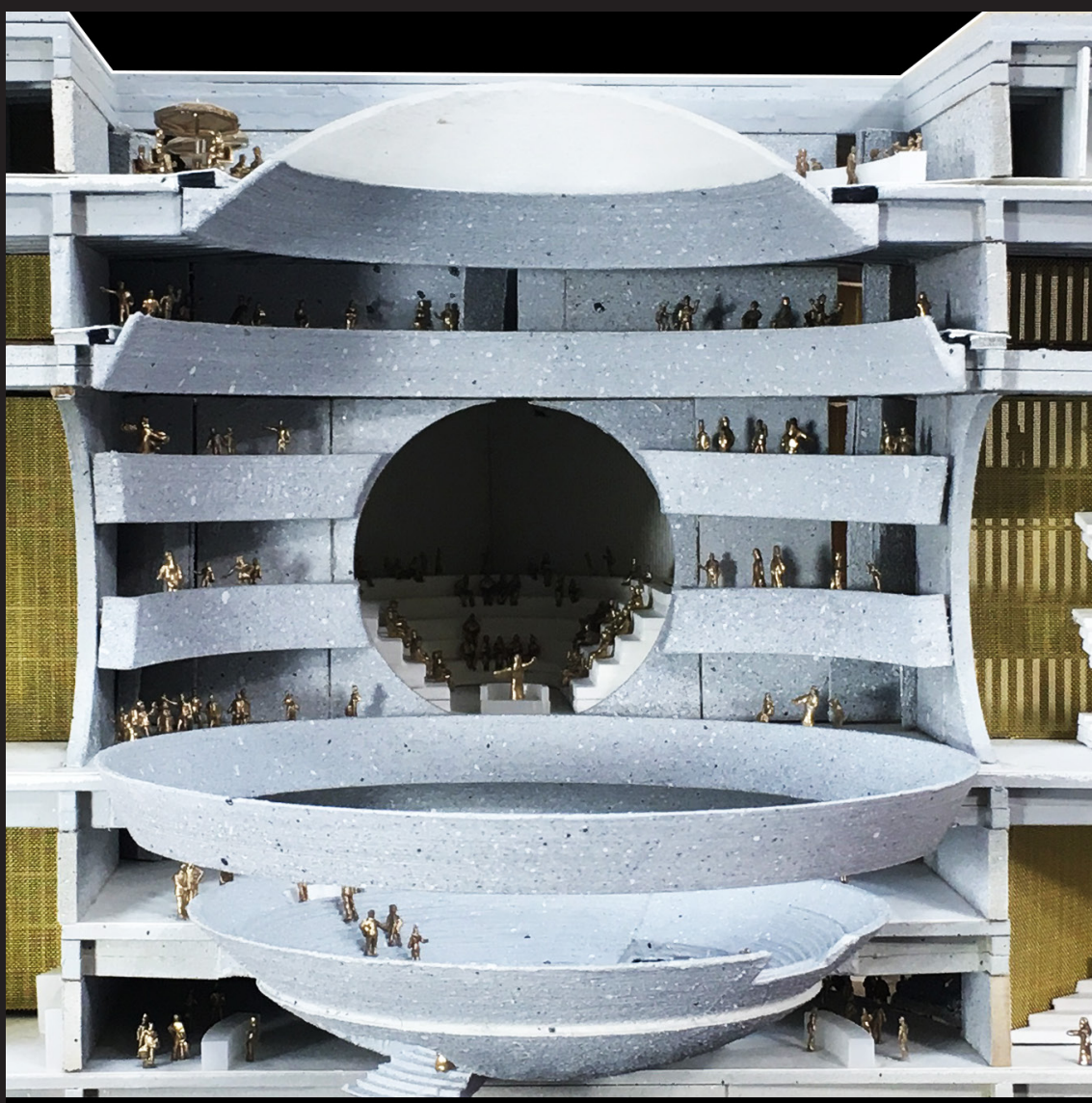
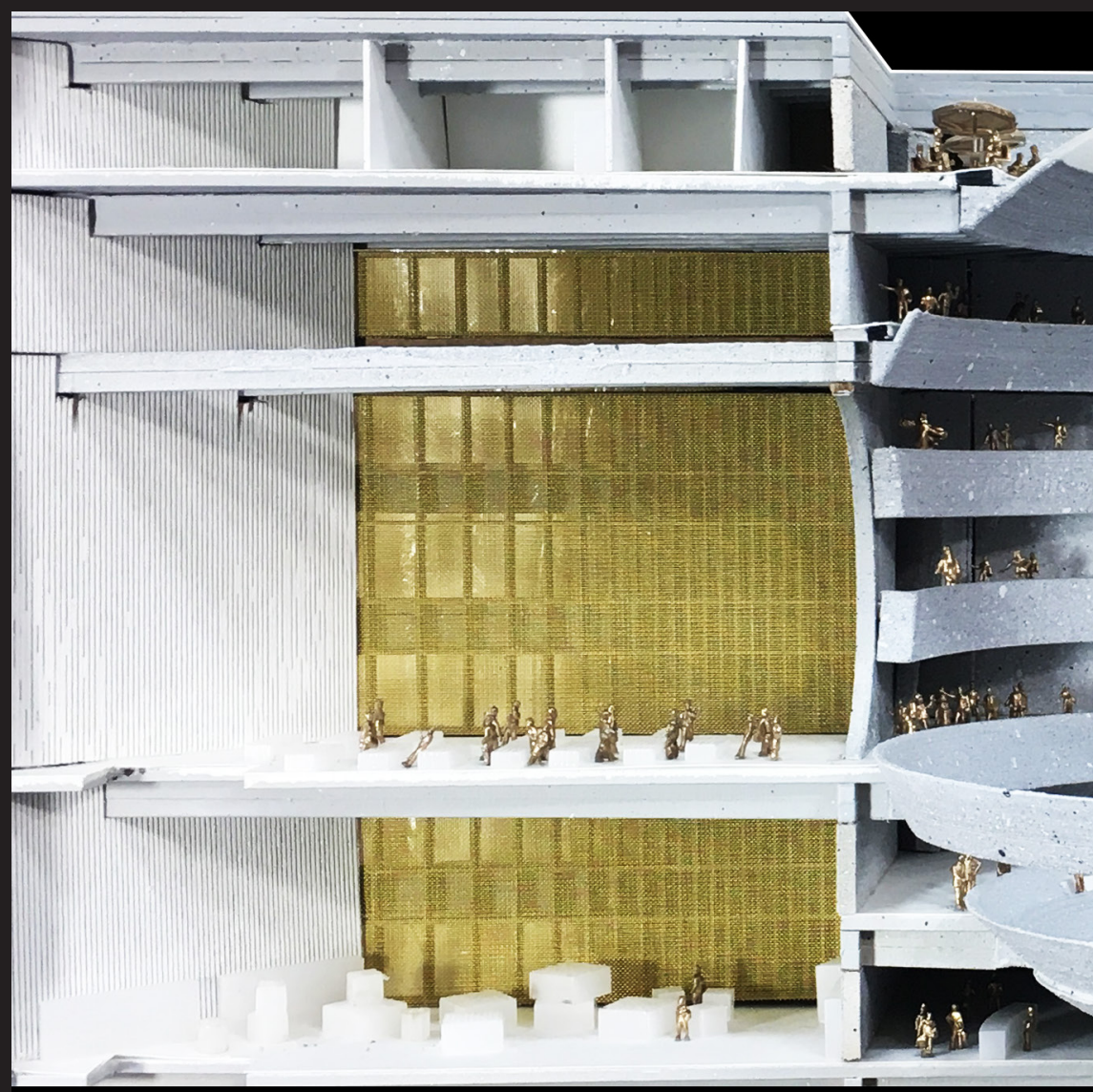
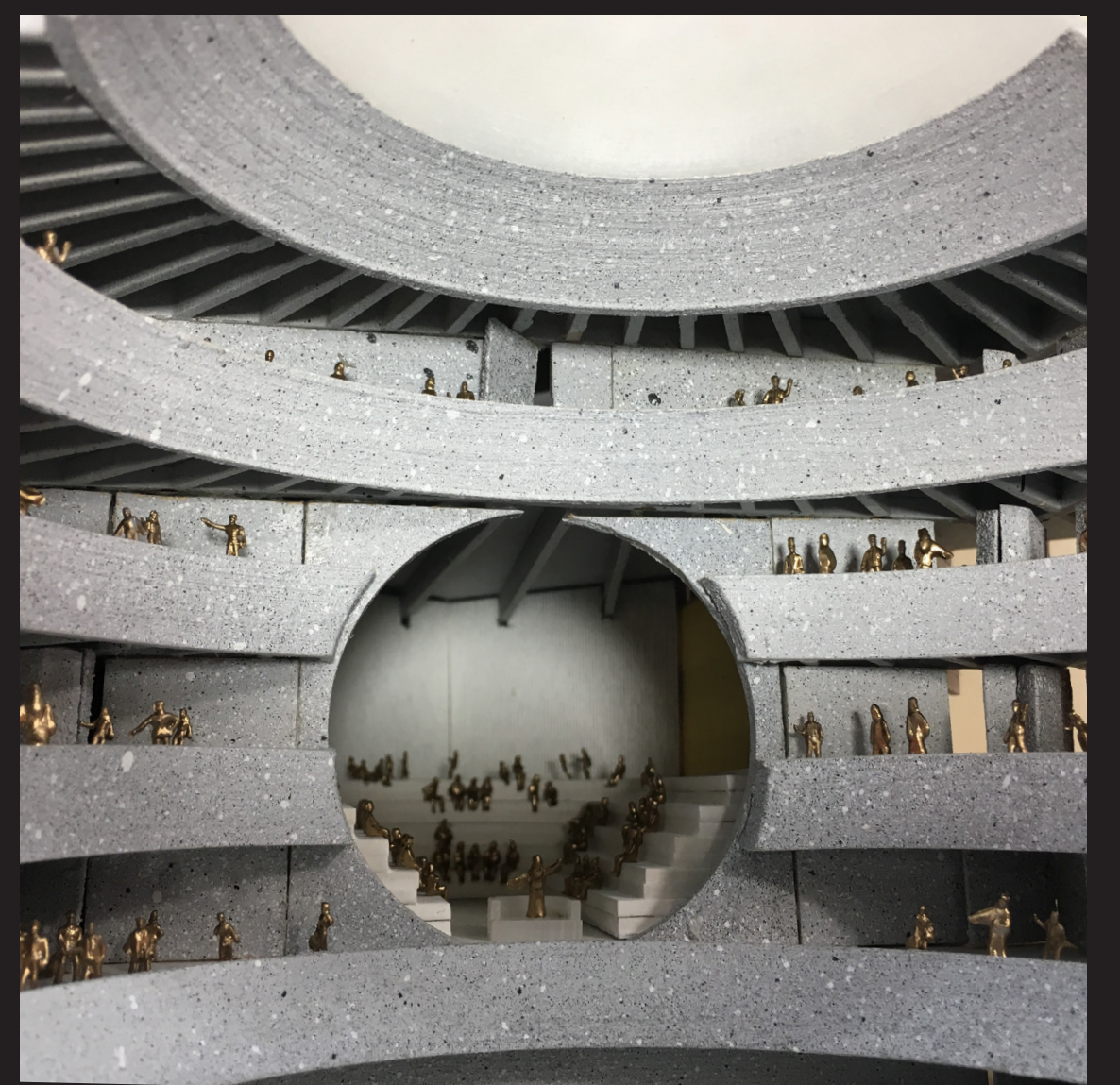
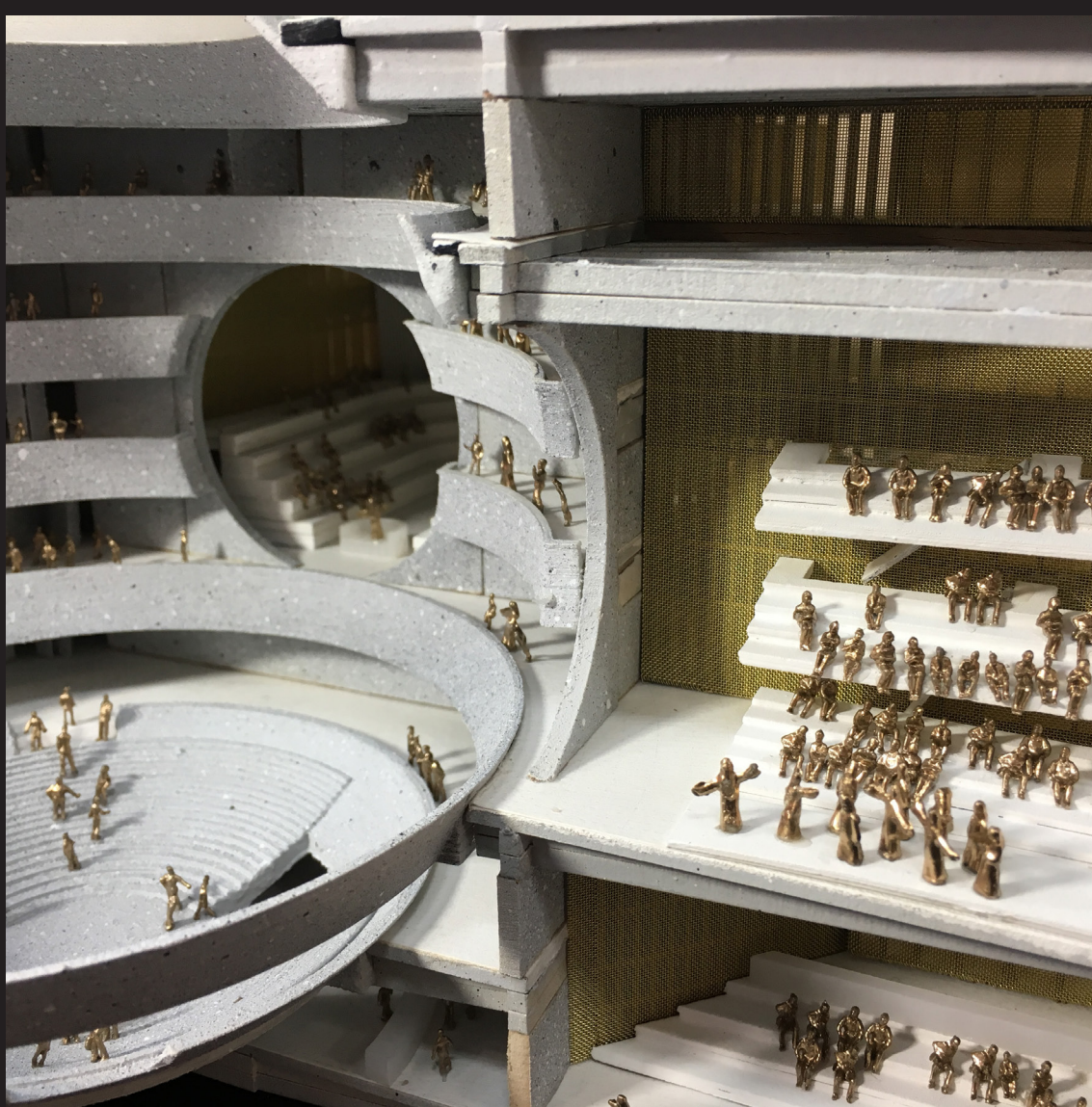
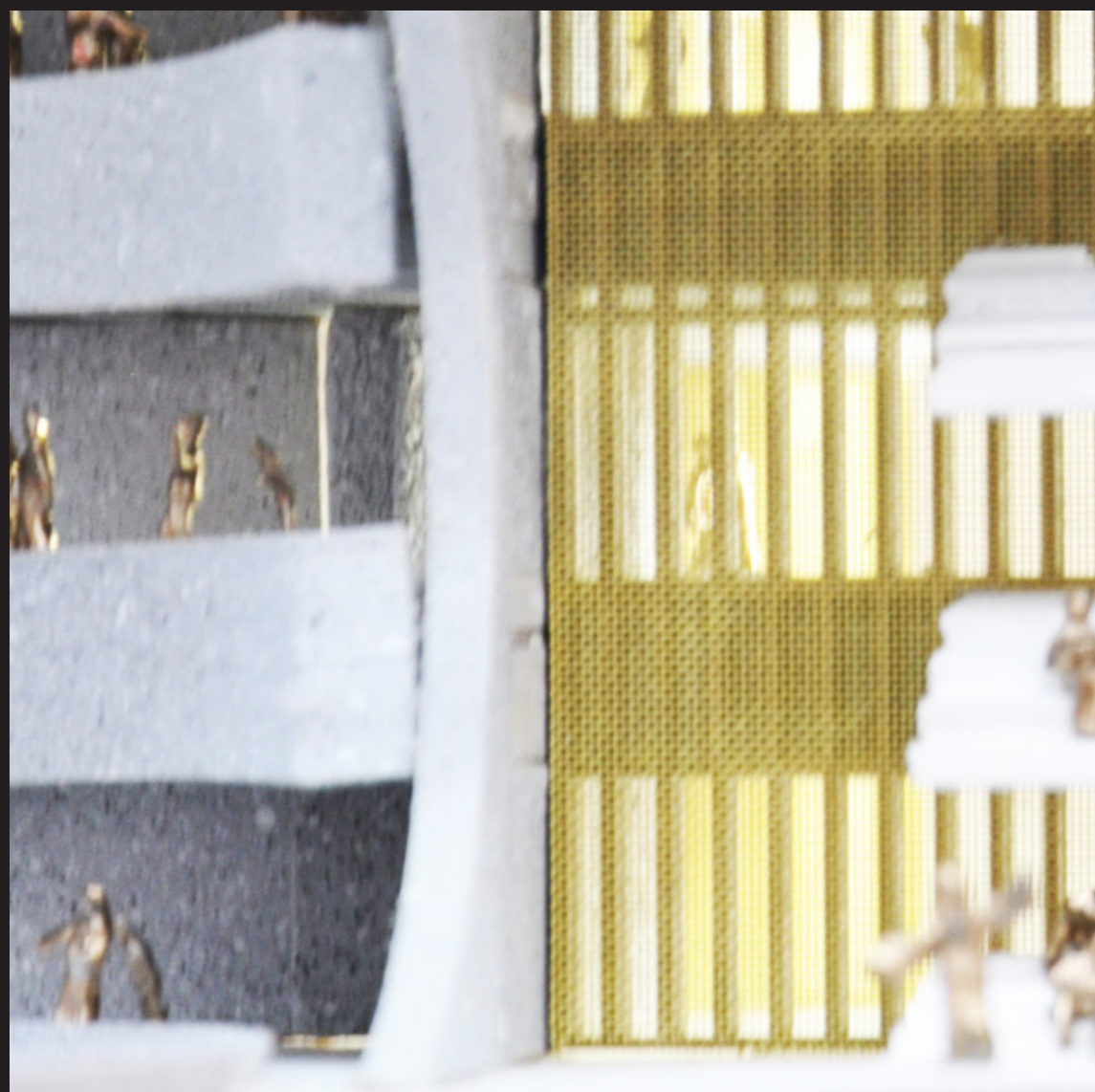
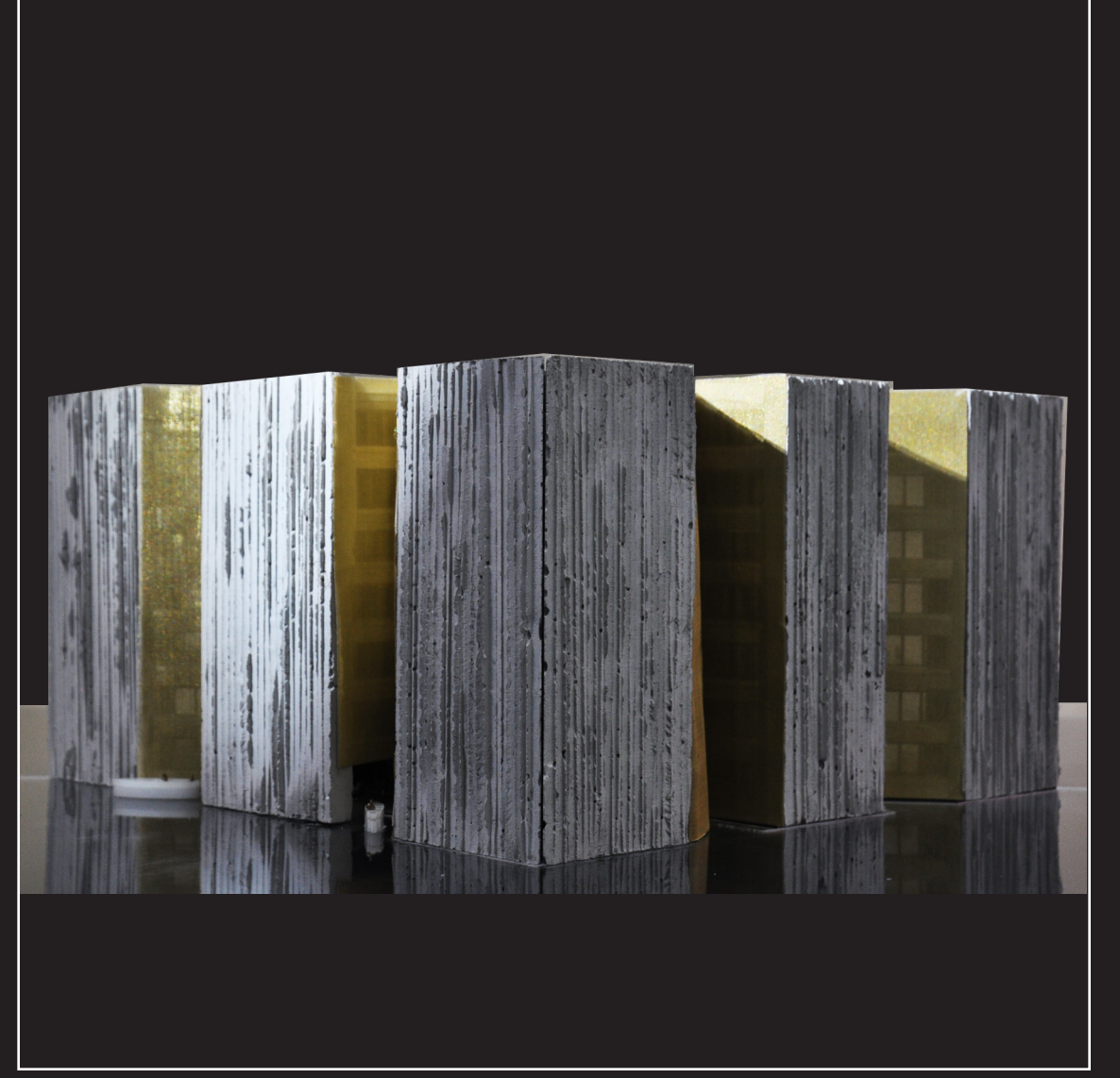
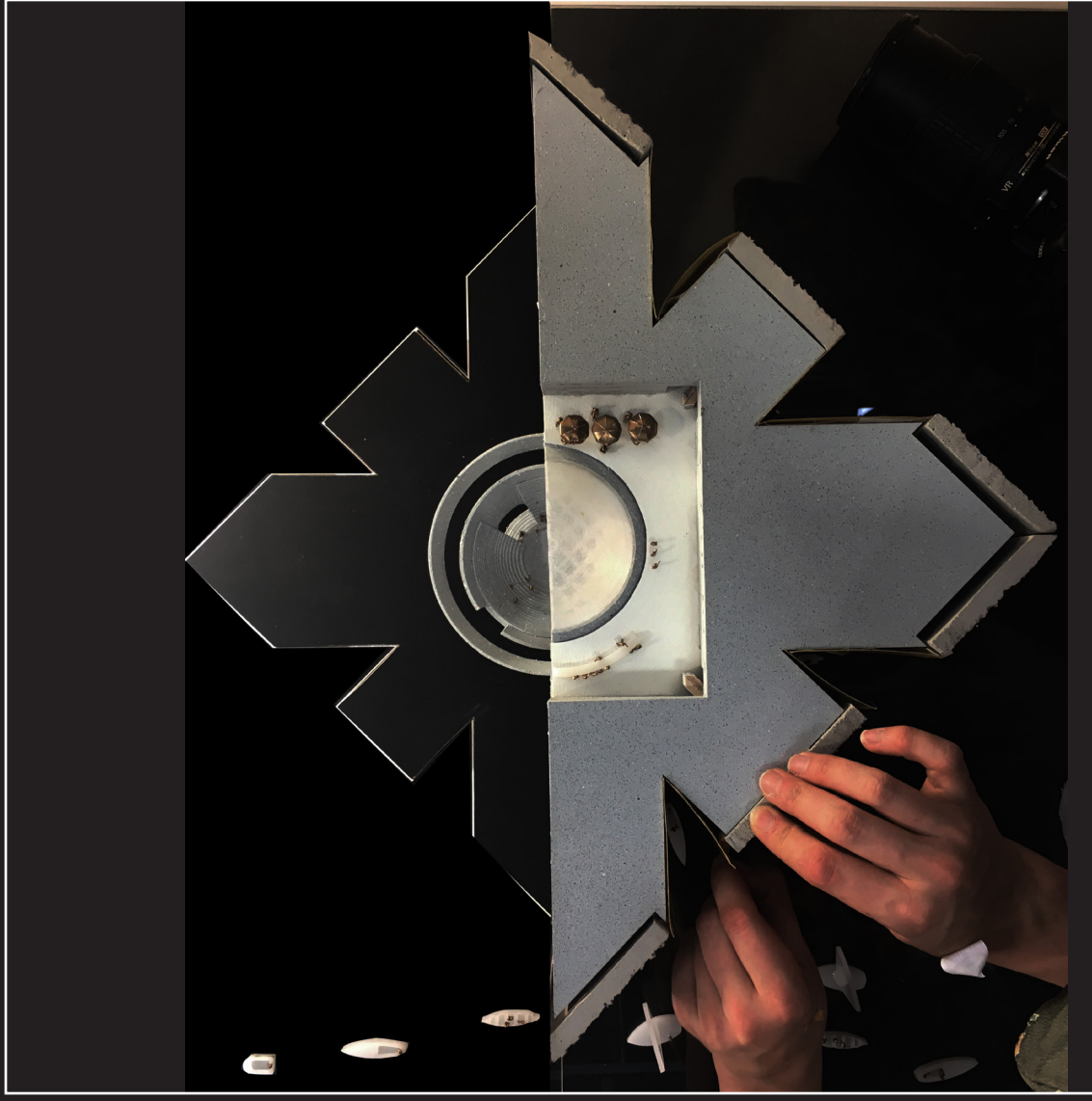
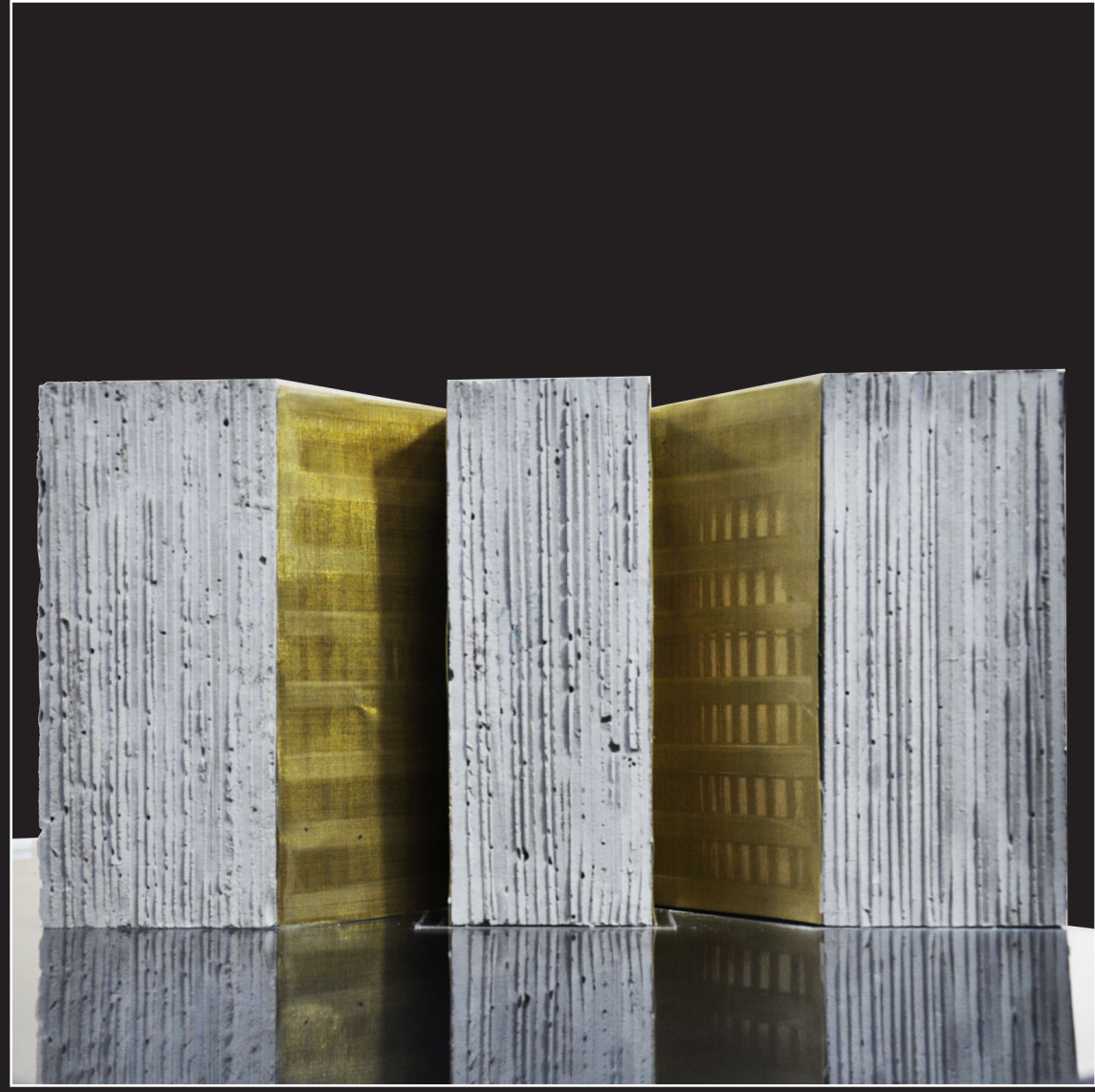
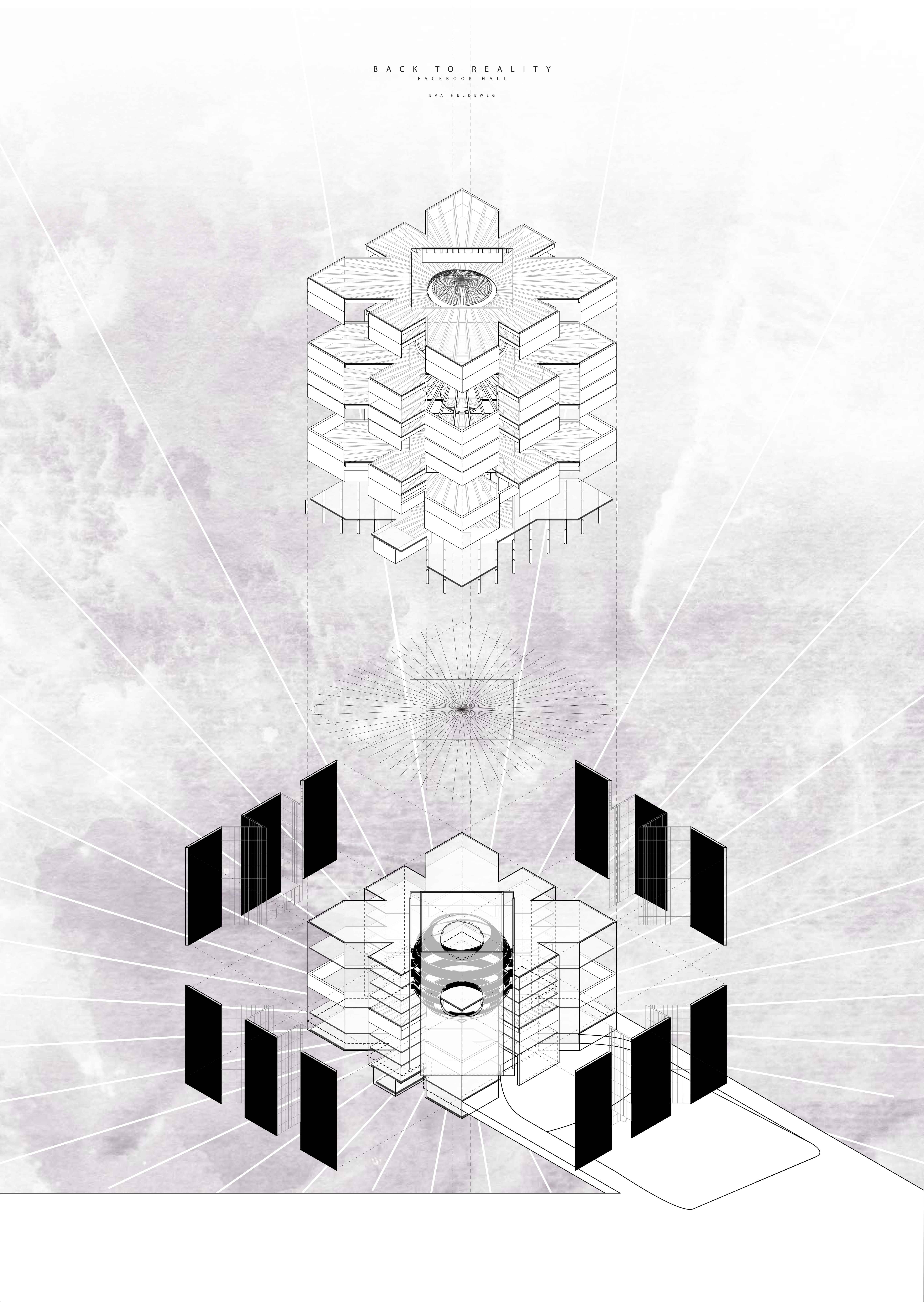


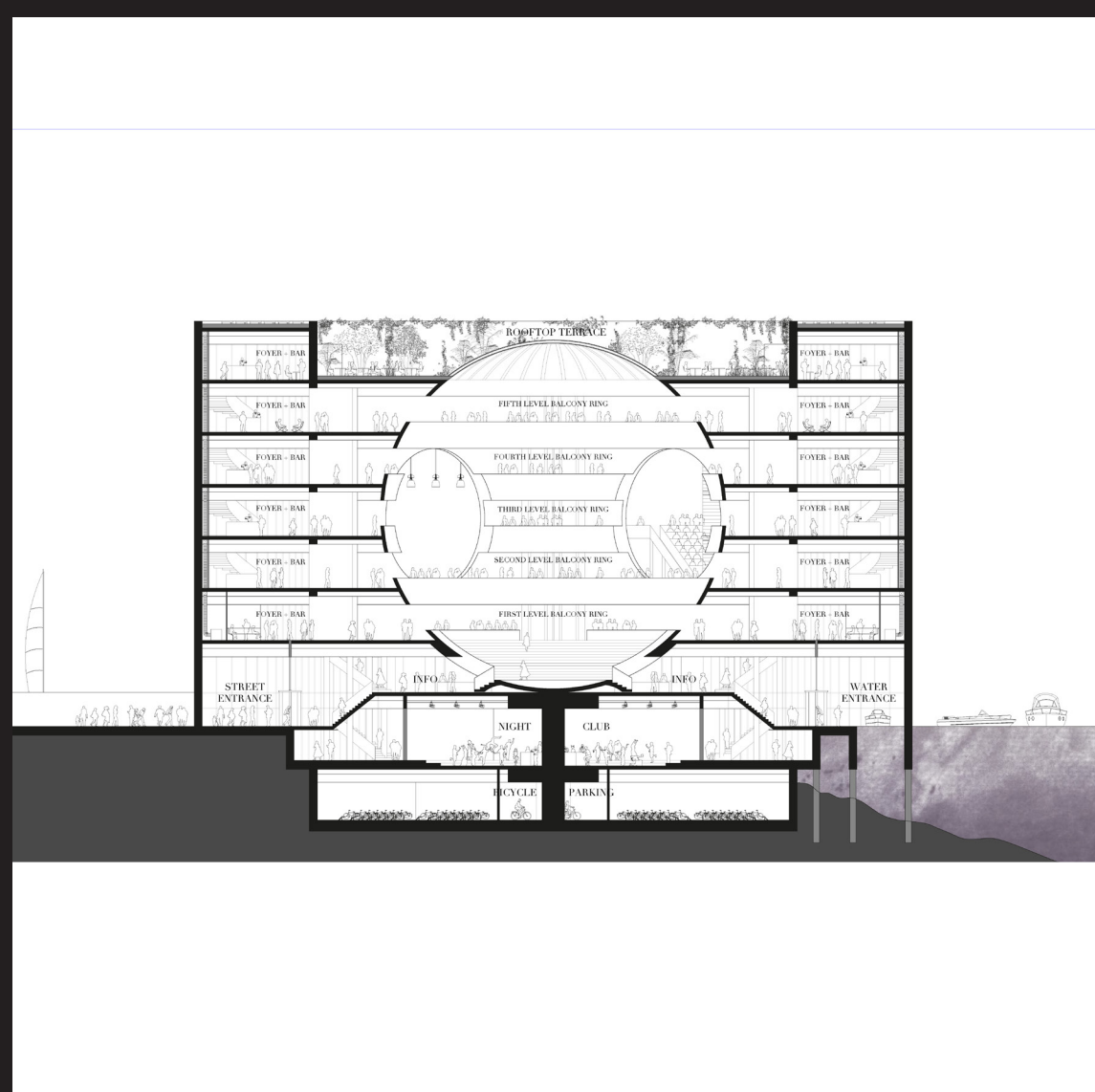
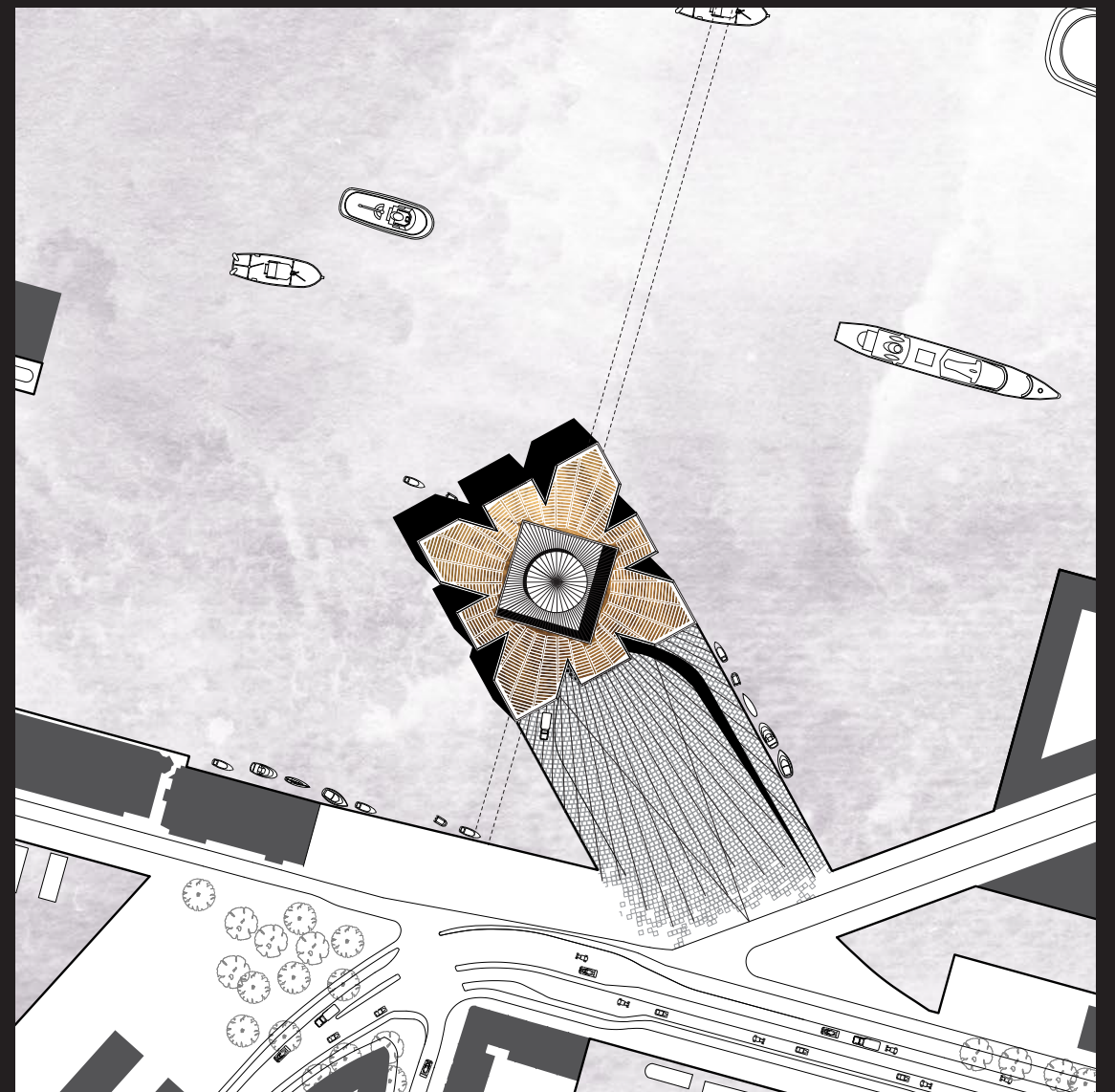
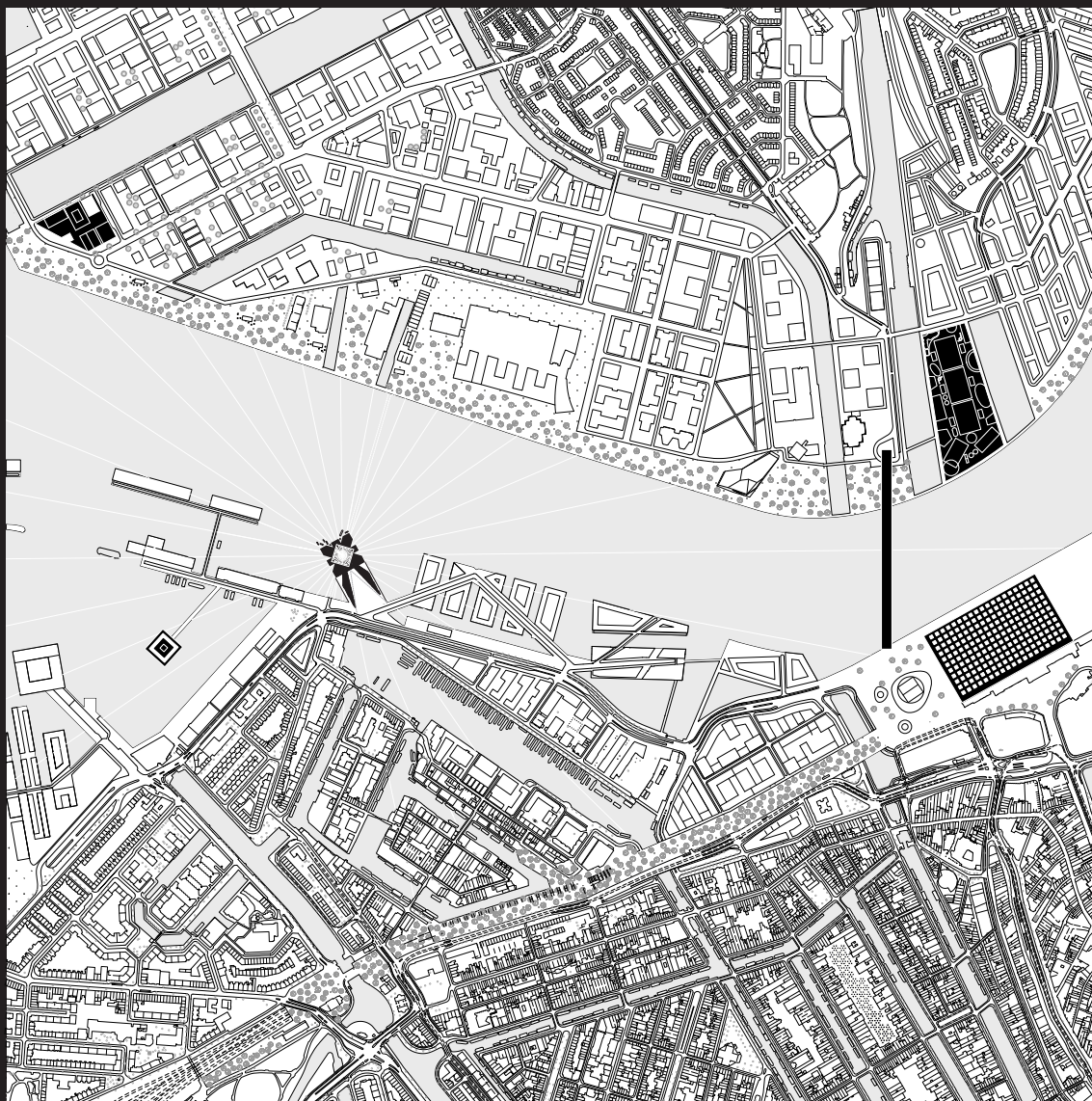
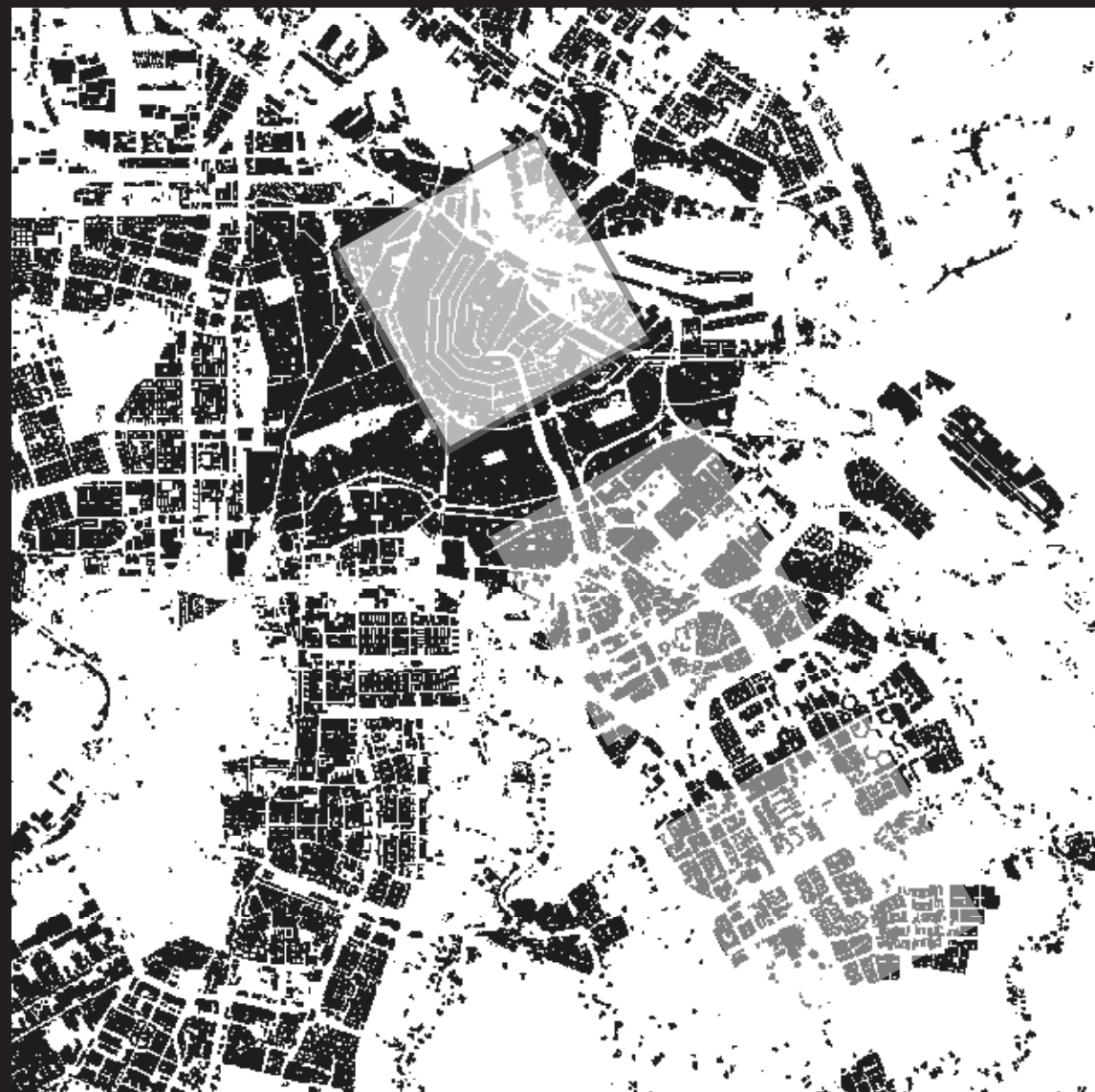
B A C K T O R E A L I T Y
F A C E B O O K H A L L
E V A H E I D E W E G





BACK TO REALITY
FACEBOOK HALL
EVA HELOEWEG





BACK TO REALITY

FACEBOOK HALL

EVA HELDEWEG
2017 / 2018

PROBLEM STATEMENT
WE ARE CURRENTLY LIVING IN AN INDIVIDUALIZED WESTERN SOCIETY, CONNECTED VIRTUALLY BUT DISCONNECTED PHYSICALLY WITH ONE ANOTHER. COMMUNICATION TECHNOLOGY IS ONE OF THE MAIN CAUSES OF LONELINESS WHICH HAS SERIOUS HEALTH CONSEQUENCES. THERE IS A DECLINE IN PUBLIC LIFE IN THE CITY DUE TO THE RISE OF THE INTERNET. WE ARE IN NEED OF MORE OPEN SOCIETIES WHERE SOCIAL AND CULTURAL EXCHANGE CAN TAKE PLACE.

THERE WILL BE A NEED FOR THESE PLACES IN AMSTERDAM THAT WILL SIMULTANEOUSLY CREATE COMMUNITIES WHERE PEOPLE SOCIALLY INTERACT WITH ONE ANOTHER. SOCIAL MEDIA IS CURRENTLY THE BIGGEST ONLINE COMMUNITY AND COULD PROVIDE A LARGE CONTRIBUTION TO THEIR OWN MARKET POSITION

AND SOCIAL ENTERTAINMENT BY CREATING A PHYSICAL SPACE WHERE THIS CAN OCCUR IN THE CITY.

RESEARCH QUESTION HOW CAN SOCIAL MEDIA CONTRIBUTE TO PROVIDING A PHYSICAL SPACE FOR PEOPLE TO CONNECT AND SPEND THEIR FREE TIME IN THE FUTURE?

AMBITION TAKING PEOPLE OUT OF THE VIRTUAL WORLD TO EXPERIENCE THE PHYSICAL WORLD WHERE THEY CONNECT WITH ONESELF AND OTHERS, CONTRIBUTING TO THE DEVELOPMENT OF HIGH QUALITY RECREATIONAL DESTINATIONS IN THE CITY CENTER OF AMSTERDAM.

STRATEGY DESIGN OF THE FACEBOOK HALL: SYMBOL AND TEST GROUND FOR FUTURE SOCIAL MEDIA VENUES.

