

# Activating Public Wifi

Re-considering  
opportunities to  
connect across  
the digital divide in  
contemporary  
New York City

Eddie Joe Antonio

## METHODOLOGY

### Midterm Review



# Exploring research findings on the public WiFi system...

...proposing spatial and  
programmatic interventions...

...representing these proposals in  
3D, web-based storytelling format

## METHODOLOGY

### Midterm Review



# Introduction

# Research Findings

# Research Synthesis

# Representation

# METHODOLOGY

## Midterm Review

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

### 3D Interactive Website

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

...post-history...

# SECTION I

what's at stake

# METHODOLOGY

## Midterm Review

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

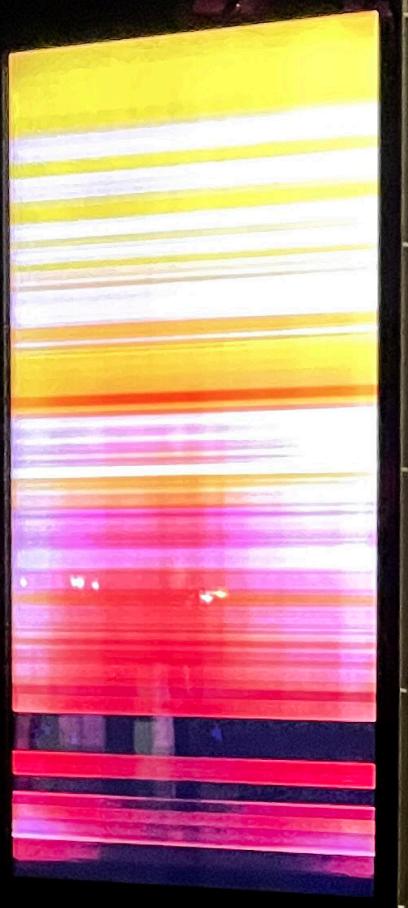
3D Interactive Website

...post-history...

**LINKNYC**

Formation | Midterm Review

LinkNYC



NO STANDING  
Anytime



60,000+ SF

M

ONLY



OF OWNERS  
NOW LEASING

OF OWNERS  
NOW LEASING

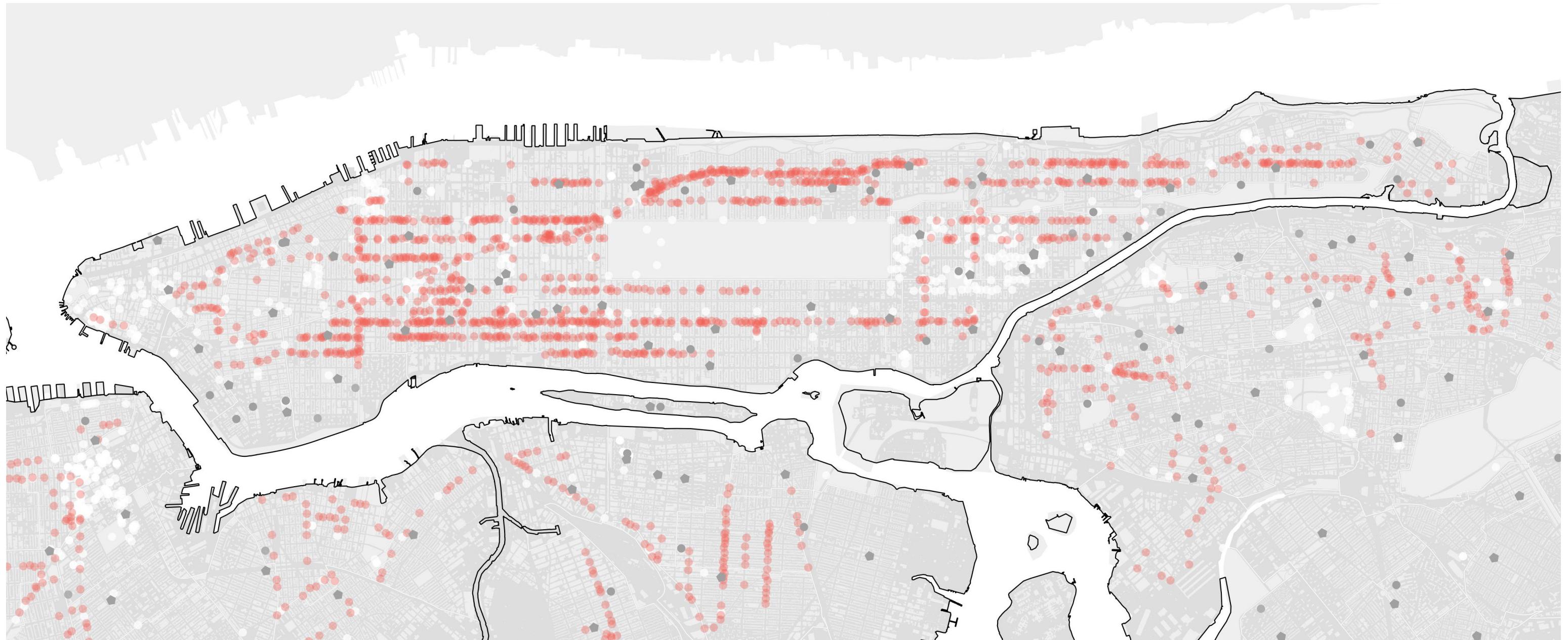
## PUBLIC WIFI

Formation | Public WiFi



# PUBLIC WIFI OVERALL

Manhattan Island

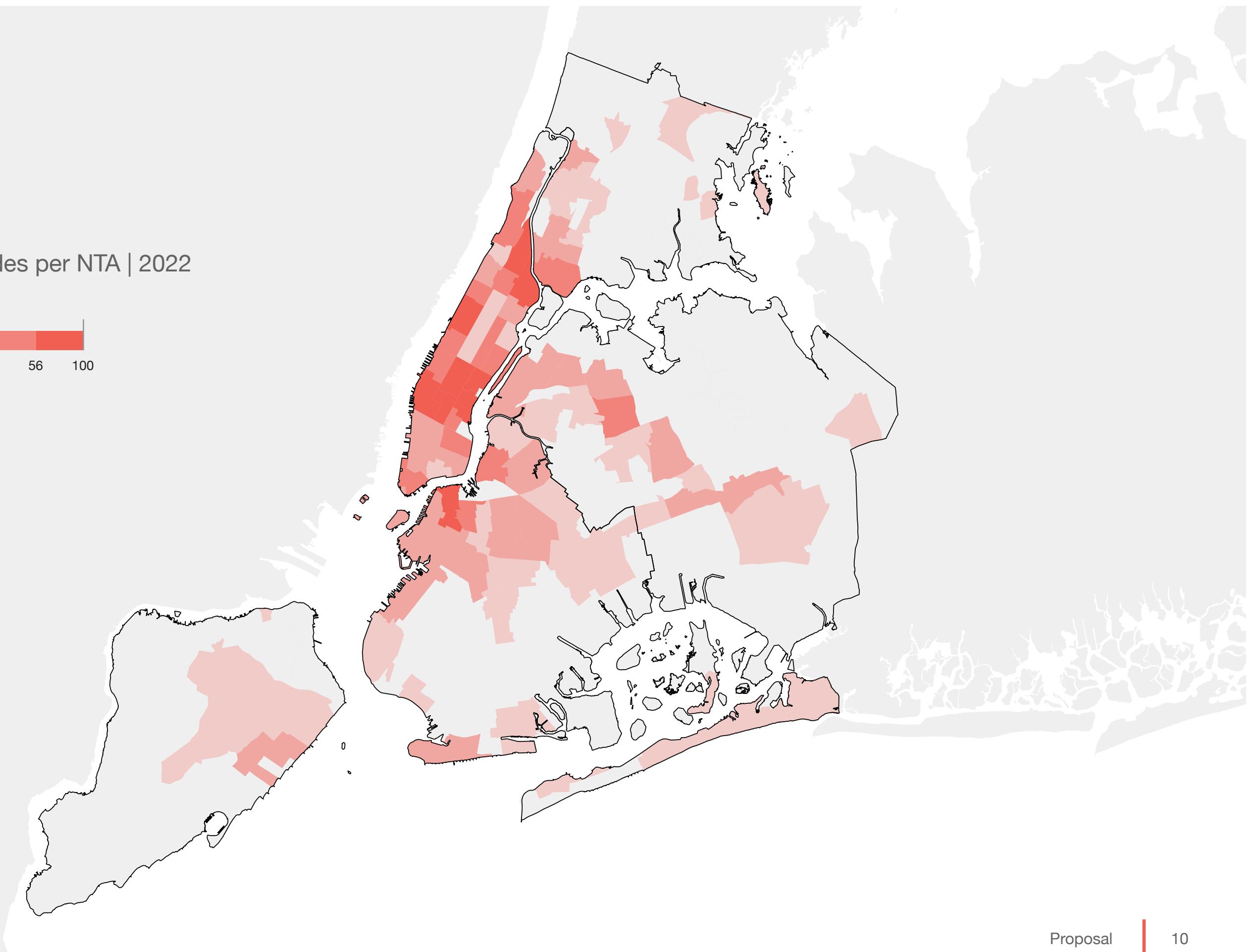
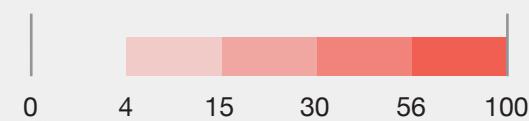


## KEY

- LinkNYC Kiosks
- Free WiFi Hotspots
- Public Computing Centers
- ◆ Public Libraries

## PUBLIC WIFI

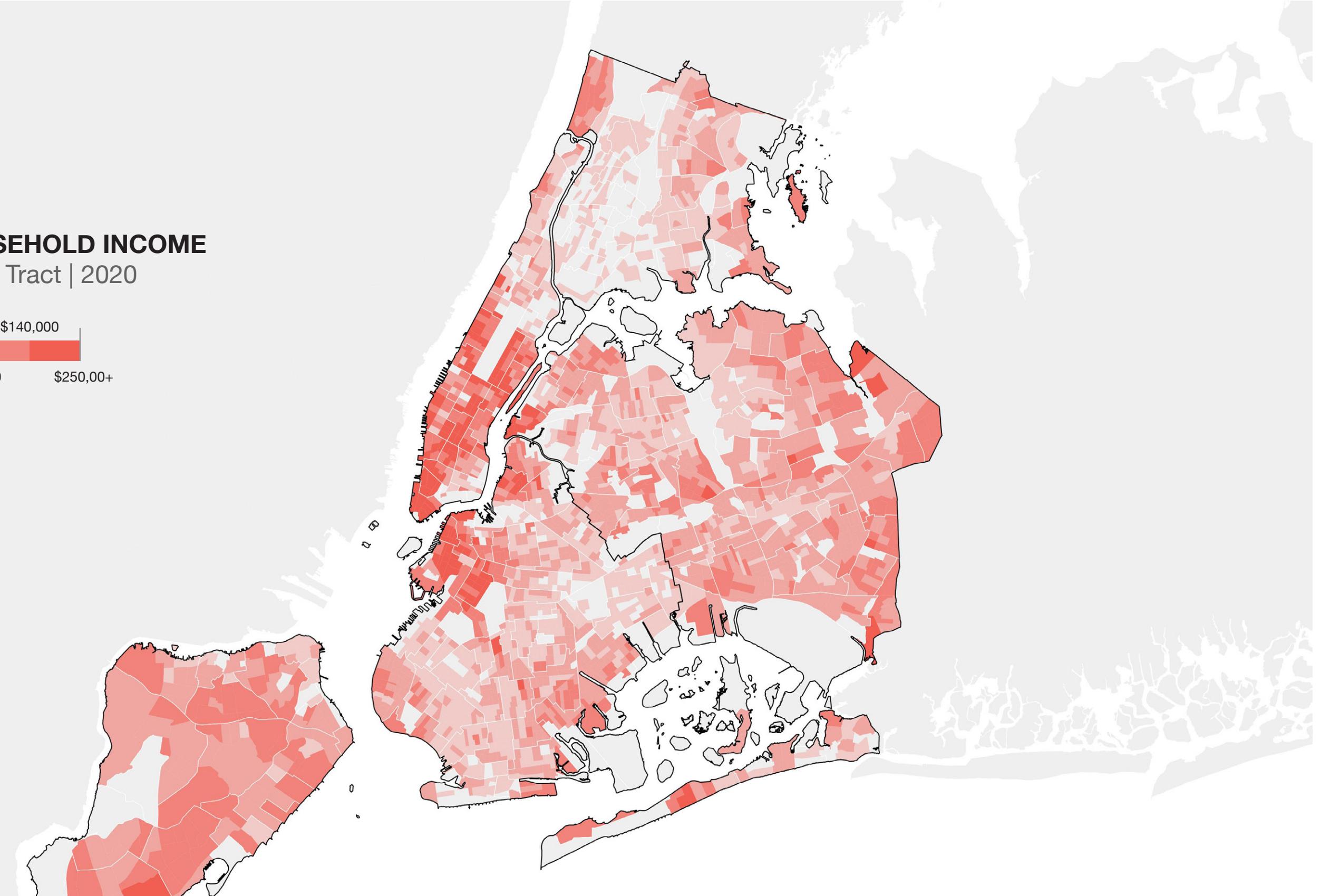
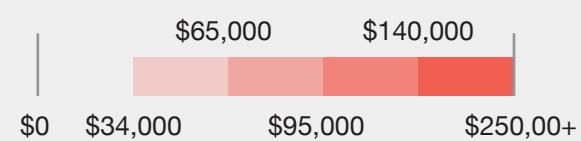
Number of nodes per NTA | 2022



Proposal | 10

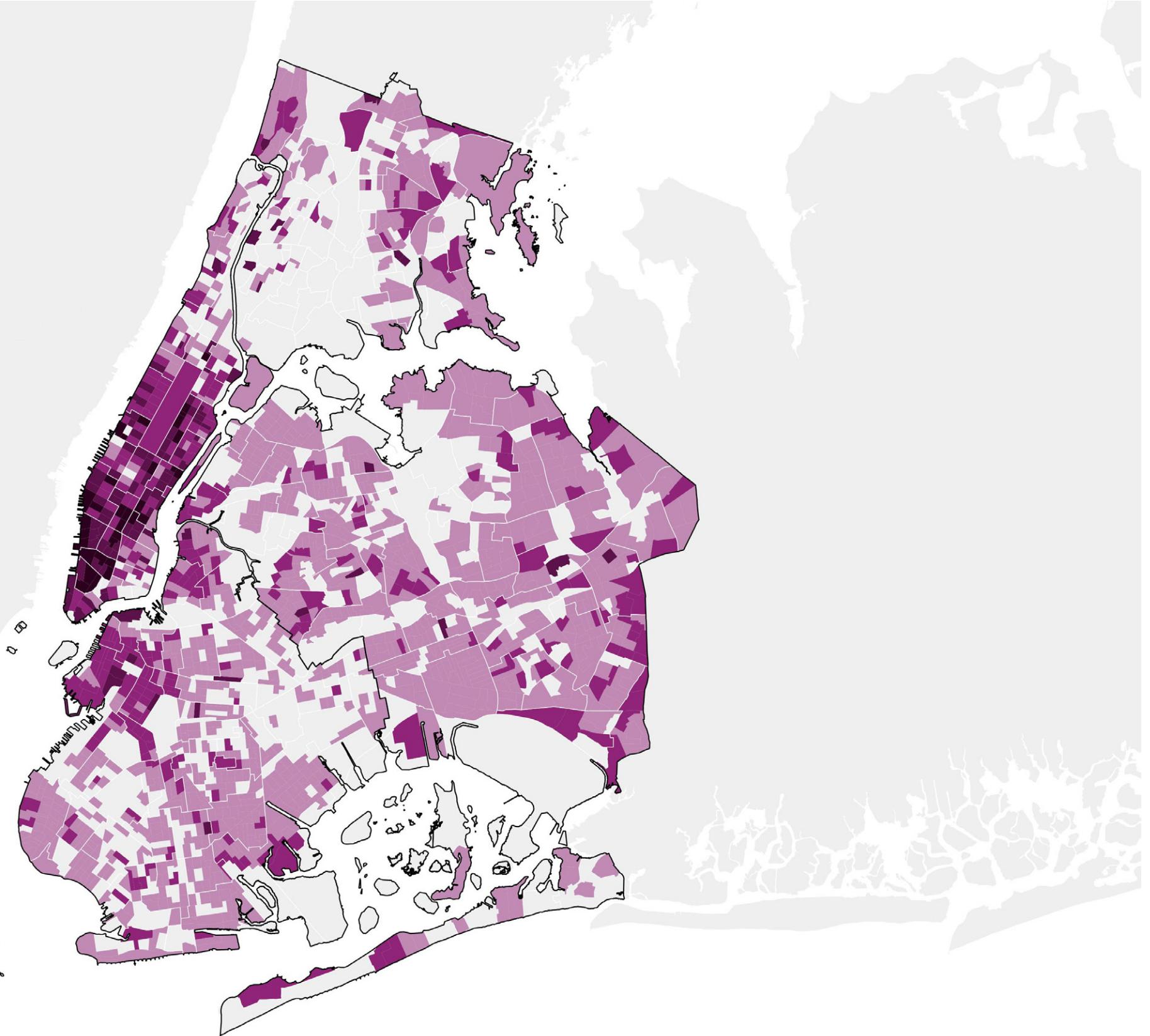
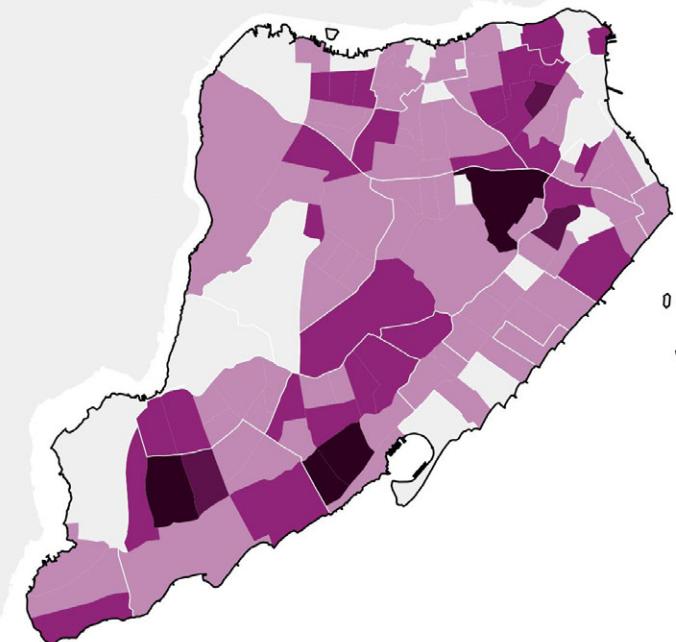
## MEDIAN HOUSEHOLD INCOME

MHI by Census Tract | 2020



## INCOME AND PUBLIC WIFI

Weighted density | 2022



## PUBLIC WIFI

LinkNYC | Unique Funding Structure

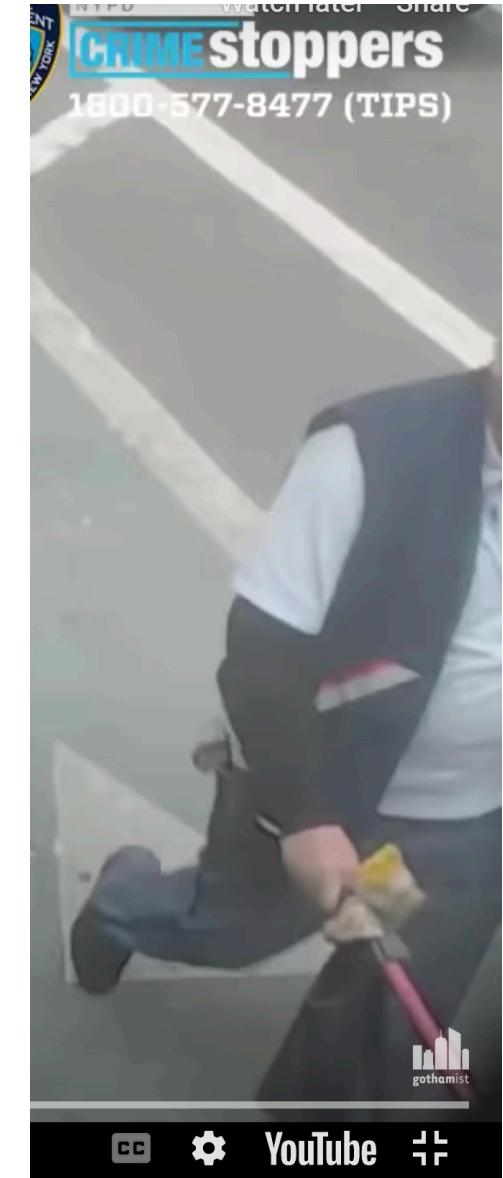
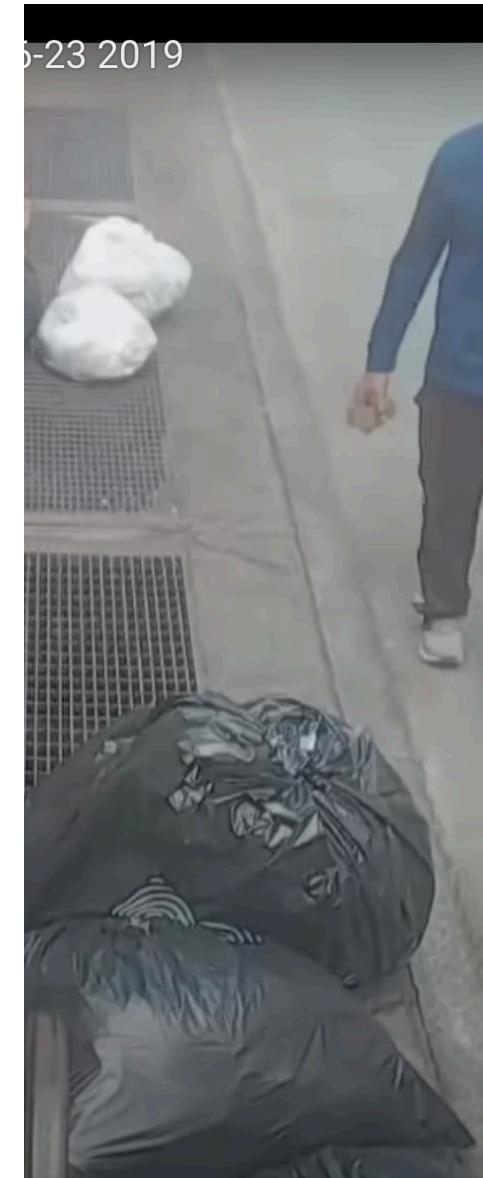
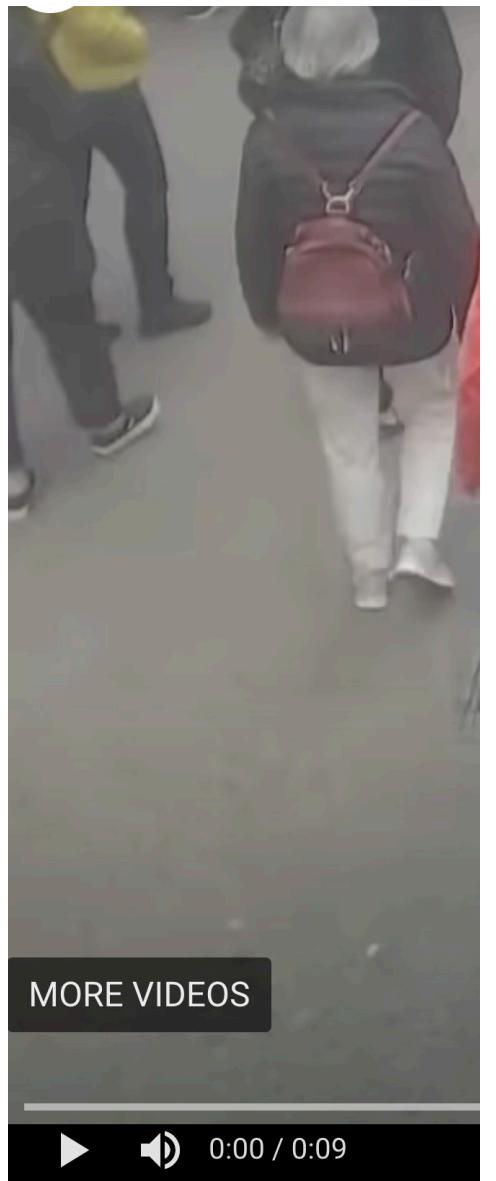


### Paid for by Advertising

LinkNYC is completely free because it's funded through advertising. Its groundbreaking digital OOH advertising network not only provides brands with a rich, context-aware platform to reach New Yorkers and visitors, but generates millions of dollars in revenue for New York City. Interested in advertising on LinkNYC? [Contact Us.](#)

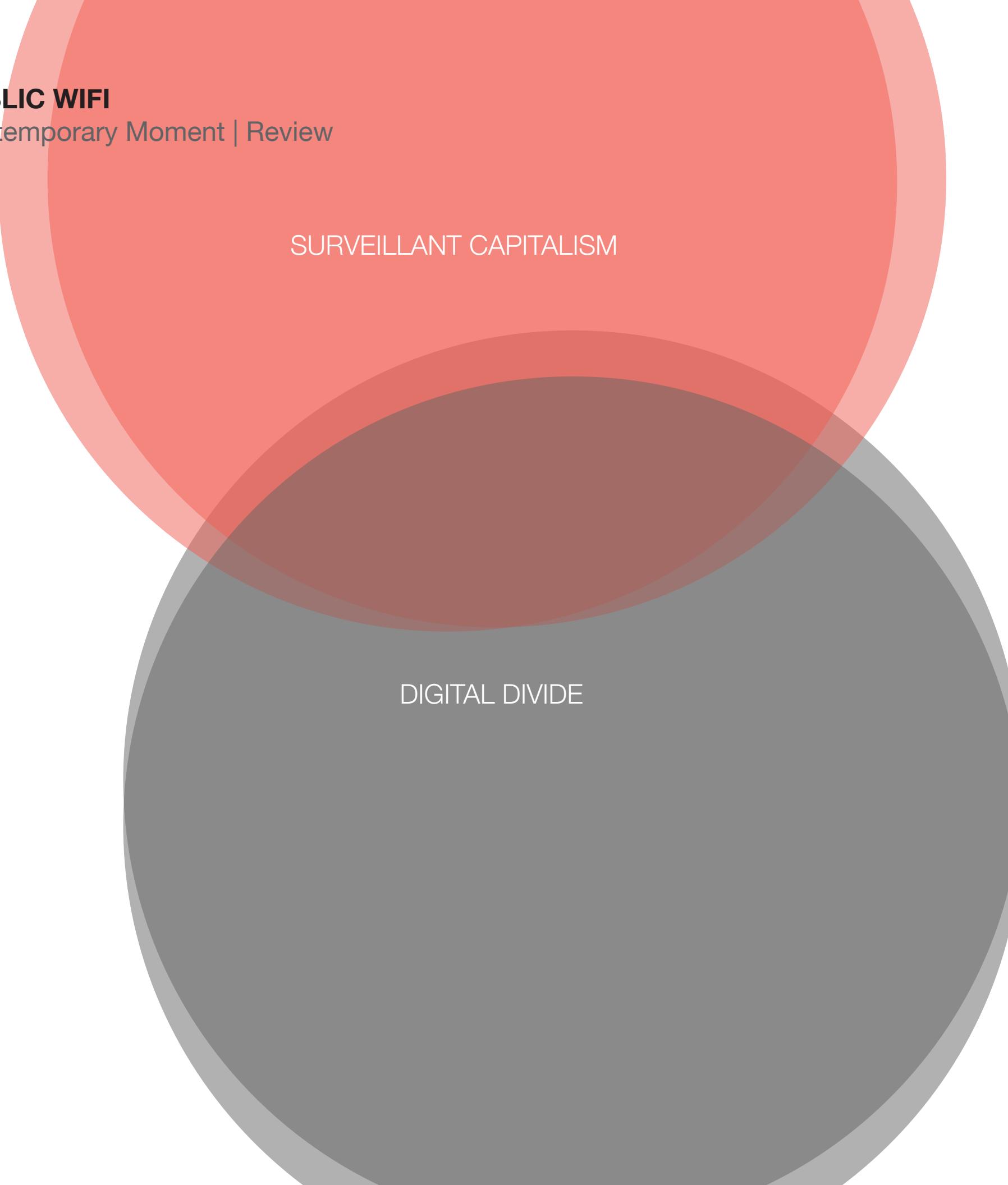
## PUBLIC WIFI

LinkNYC | Unique Surveillant Operation



# PUBLIC WIFI

Contemporary Moment | Review



SURVEILLANT CAPITALISM

DIGITAL DIVIDE

## SECTION II

what're people doing

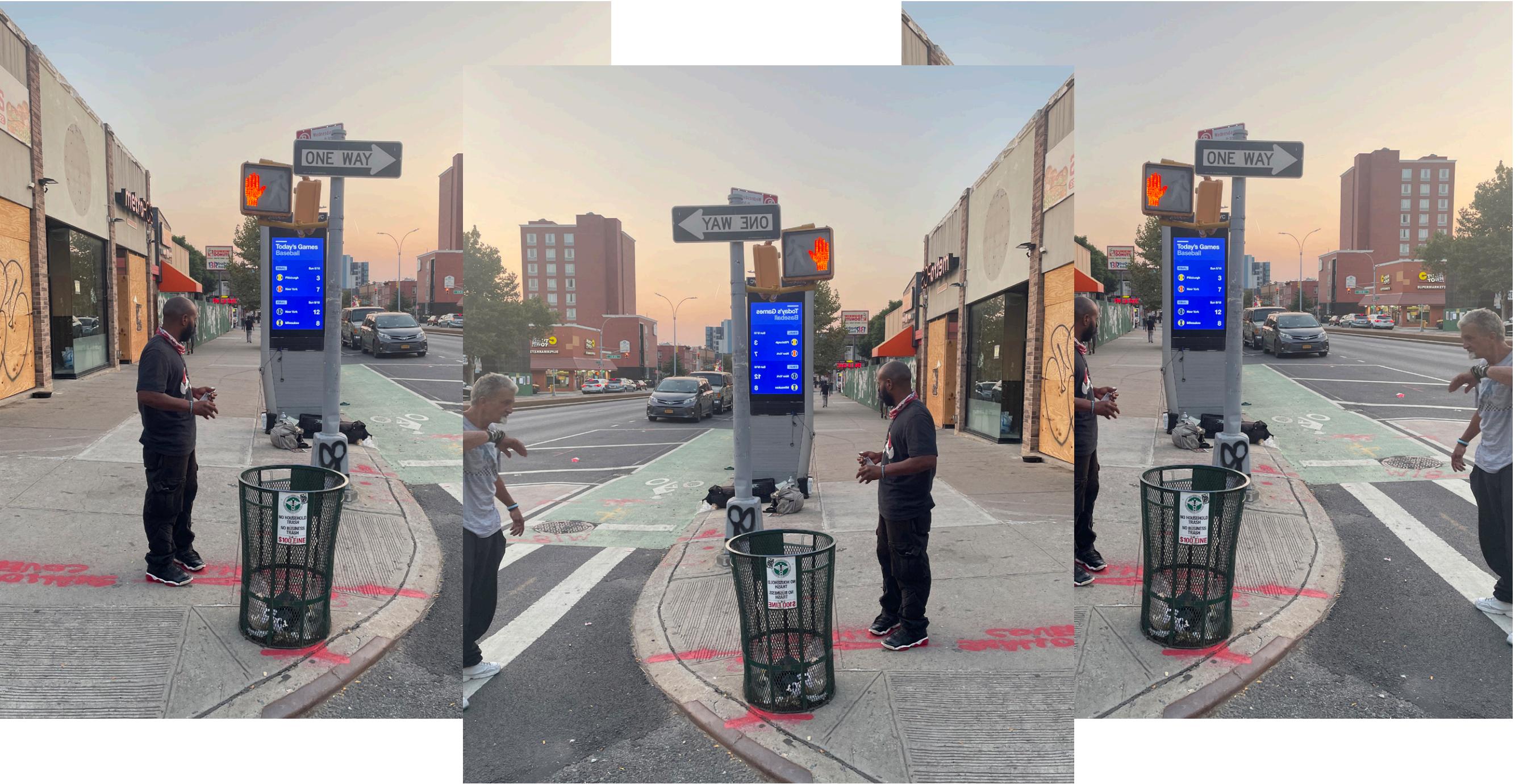
# ETHNOGRAPHY

## Fieldwork | Localizing System



# ETHNOGRAPHY

## Fieldwork | Findings



# ETHNOGRAPHY

Fieldwork | Findings



# ETHNOGRAPHY

## Fieldwork | Observations



# ETHNOGRAPHY

## Fieldwork | Findings

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

### Classification of Ideal Condition

### Research of Implications of Ideal

### Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

3D Interactive Website

...post-history...

# ETHNOGRAPHY

## Fieldwork | Findings

	A	B	C	D	E	F	G
1	Location	Lat/Long	Time	Date	Users	Languages Observed	NOTES
2	Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English	-Woman using the phone to call someone, she showed me how to dial when I asked about phone calls on the system
3	Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English	-Woman's phone was taken as evidence in domestic violence dispute, she was calling someone to tell them the results of her court case -Man was charging his phone and did not react at all to her conversation
4	Downtown Brooklyn	40.691212, -73.986346	3:00 PM	1/30	1	French	-Large number of parked/idle cars along street with people inside -Closest users were unaware which WiFi their phone was connected to and did not care that the LinkNYC network was collecting information about them -Local street vendor uses the WiFi all day. Wishes they had an awning so she could take cover underneath them in the rain
5	Downtown Brooklyn	40.691212, -73.986346	19:30	1/30	0	N/A	-No users. Lawrence Street very quiet
6	Downtown Brooklyn	40.691212, -73.986346	8:30 AM	1/31	0	N/A	-No users
7	Downtown Brooklyn	40.691212, -73.986346	10:30 PM	1/31	1	English	-User appears to be in distress. She is using the tablet erratically and singing to herself in strange voices -Does not appear to be searching for resources/services in a systematic way
8	Downtown Brooklyn	40.691212, -73.986346	11:15 AM	2/6	1	English	-One user charging phone while playing music from a Bluetooth speaker in his jacket pocket -Very friendly, shared that he uses these all the time to charge his phone -Never uses the WiFi on his phone, keeps it off. If he needs WiFi he goes onto the tablet to browse -Exclusively calls his doctor from the LinkNYC kiosk
9	Garment District	40.753897, -73.987190	11:30 AM	10/6	2	English, Russian	-Wishes there was protection for the winter rain/snow and summer sun, usually chooses LinkNYC locations that have shade
10	Garment District	40.753897, -73.987190	9:45 PM	10/6	2	English, Language from the Congo	-Two users each charging phones. One user speaking on personal phone in Russian -Small group of people playing music from a speaker in the pedestrian mall. I asked what language they spoke and they told me but I couldn't catch it/didn't recognize it. When I followed up they said, "We are from the Congo"
11	Greenwood	40.660908, -73.997391	7:00 PM	9/18	2	English, Spanish	-Two guys were playing music from a speaker connected to the USB port on the LinkNYC kiosk. The music was mostly merengue, quite loud, and passerby were commenting on it. -Both men were friendly and answered questions about how often they play music from the kiosk (3 times a week in the summer)
12	Greenwood	40.660908, -73.997391	9:45 AM	9/26	1	Spanish, English	-Group of men sitting on corner, say they hang out there a lot. When asked how people use LinkNYC they said people use them to charge their phones, lots of homeless people use them to call people and find things. -One guy said that homeless people used to watch porn, but he doesn't watch porn on his phone because "you can get a virus", so he watches on DVDs instead. He also said his phone is in the shop right now but isn't using LinkNYC
13	Greenwood	40.660908, -73.997392	2:30 PM	9/26	0	N/A	-No one was using this kiosk during the day, but there was a group of people hanging out just around the corner in the shade/out of the wind -A chair was stationed near to the kiosk
14	Greenwood	40.660908, -73.997393	10:30 PM	9/29	0	N/A	-No users here at night. This kiosk was advertising local community board meetings
15	Greenwood	40.660908, -73.997394	1:15 AM	10/1	0	N/A	-No users here at night. This kiosk was advertising local community board meetings
16	Greenwood	40.660908, -73.997393	11:45 AM	10/6	3	English, Spanish	-Users arguing with someone on the public phone in English and Spanish
17	Greenwood	40.660908, -73.997393	1:30 AM	10/7	1	N/A	-One guy charging phone
18	Greenwood	40.660908, -73.997393	6:15 PM	10/10	5	English, Spanish	-Group of men hanging out around LinkNYC, sharing a bottle of something

# ETHNOGRAPHY

## Fieldwork | Findings

	A	B	C	D	E	F	G
1	Location	Lat/Long	Time	Date	Users	Languages Observed	NOTES
2	Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English	-Woman using the phone to call someone, she showed me how to dial when I asked about phone calls on the system -Woman's phone was taken as evidence in domestic violence dispute, she was calling someone to tell them the results of her court case
3	Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English	-Man was charging his phone and did not react at all to her conversation
4	Downtown Brooklyn	40.691212, -73.986346	3:00 PM	1/30	1	French	-Large number of parked/idle cars along street with people inside -Closest users were unaware which WiFi their phone was connected to and did not care that the LinkNYC network was collecting information about them -Local street vendor uses the WiFi all day. Wishes they had an awning so she could take cover underneath them in the rain
5	Downtown Brooklyn	40.691212, -73.986346	19:30	1/30	0	N/A	-No users. Lawrence Street very quiet
6	Downtown Brooklyn	40.691212, -73.986346	8:30 AM	1/31	0	N/A	-No users
7	Downtown Brooklyn	40.691212, -73.986346	10:30 PM	1/31	1	English	-User appears to be in distress. She is using the tablet erratically and singing to herself in strange voices -Does not appear to be searching for resources/services in a systematic way
8	Downtown Brooklyn	40.691212, -73.986346	11:15 AM	2/6	1	English	-One user charging phone while playing music from a Bluetooth speaker in his jacket pocket -Very friendly, shared that he uses these all the time to charge his phone Never uses the WiFi on his phone, keeps it off. If he needs WiFi he goes onto to the tablet to browse Exclusively calls his doctor from the LinkNYC kiosk
9	Garment District	40.753897, -73.987190	11:30 AM	10/6	2	English, Russian	-Wishes there was protection for the winter rain/snow and summer sun. usually chooses LinkNYC locations that have shade
10	Garment District	40.753897, -73.987190	9:45 PM	10/6	2	English, Language from the Congo	-Two users each charging phones. One user speaking on personal phone in Russian
11	Greenwood	40.660908, -73.997391	7:00 PM	9/18	2	English, Spanish	-Small group of people playing music from a speaker in the pedestrian mall. I asked what language they spoke and they told me but I couldn't catch it/didn't recognize it. When I followed up they said "We are from the Congo"
12	Greenwood	40.660908, -73.997391	9:45 AM	9/26	1	Spanish, English	-Two guys were playing music from a speaker connected to the USB port on the LinkNYC kiosk. The music was mostly merengue, quite loud, and passerby were commenting on it. -Both men were friendly and answered questions about how often they play music from the kiosk (3 times a week in the summer)
13	Greenwood	40.660908, -73.997392	2:30 PM	9/26	0	N/A	-Group of men sitting on corner, say they hang out there a lot. When asked how people use LinkNYC they said people use them to charge their phones, lots of homeless people use them to call people and find things
14	Greenwood	40.660908, -73.997393	10:30 PM	9/29	0	N/A	-One guy said that homeless people used to watch porn, but he doesn't watch porn on his phone because "you can get a virus", so he watches on DVDs instead. He also said his phone is in the shop right now but isn't using LinkNYC
15	Greenwood	40.660908, -73.997394	1:15 AM	10/1	0	N/A	-No users here at night. This kiosk was advertising local community board meetings
16	Greenwood	40.660908, -73.997393	11:45 AM	10/6	3	English, Spanish	-No users here at night. This kiosk was advertising local community board meetings
17	Greenwood	40.660908, -73.997393	1:30 AM	10/7	1	N/A	-Users arguing with someone on the public phone in English and Spanish
18	Greenwood	40.660908, -73.997393	6:15 PM	10/10	5	English, Spanish	-One guy charging phone Group of men hanging out around LinkNYC sharing a bottle of something

# ETHNOGRAPHY

## Fieldwork | Findings

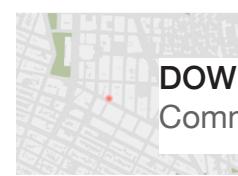
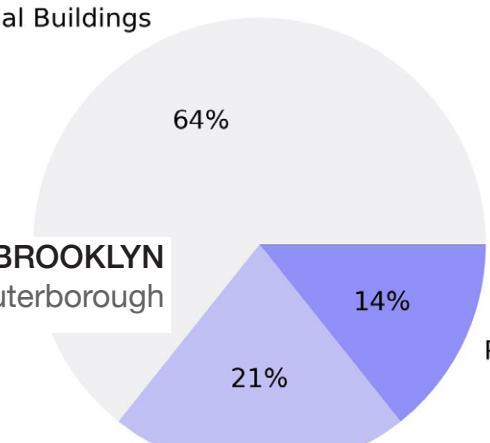
	A	B	C	D	E	F	G
1	Location	Lat/Long	Time	Date	Users	Languages Observed	NOTES
2	Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English	-Woman using the phone to call someone, she showed me how to dial when I asked about phone calls on the system -Woman's phone was taken as evidence in domestic violence dispute, she was calling someone to tell them the results of her court case
3	Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English	-Man was charging his phone and did not react at all to her conversation
4	Downtown Brooklyn	40.691212, -73.986346	3:00 PM	1/30	1	French	-Large number of parked/idle cars along street with people inside -Closest users were unaware which WiFi their phone was connected to and did not care that the LinkNYC network was collecting information about them -Local street vendor uses the WiFi all day. Wishes they had an awning so she could take cover underneath them in the rain
5	Downtown Brooklyn	40.691212, -73.986346	19:30	1/30	0	N/A	-No users. Lawrence Street very quiet
6	Downtown Brooklyn	40.691212, -73.986346	8:30 AM	1/31	0	N/A	-No users
7	Downtown Brooklyn	40.691212, -73.986346	10:30 PM	1/31	1	English	-User appears to be in distress. She is using the tablet erratically and singing to herself in strange voices -Does not appear to be searching for resources/services in a systematic way
8	Downtown Brooklyn	40.691212, -73.986346	11:15 AM	2/6	1	English	-One user charging phone while playing music from a Bluetooth speaker in his jacket pocket -Very friendly, shared that he uses these all the time to charge his phone Never uses the WiFi on his phone, keeps it off. If he needs WiFi he goes onto the tablet to browse Exclusively calls his doctor from the LinkNYC kiosk
9	Garment District	40.753897, -73.987190	11:30 A				one in Russian
10	Garment District	40.753897, -73.987190	9:45 P				mall. I asked what language they spoke and they told "We are from the Congo"
11	Greenwood	40.660908, -73.997391	7:00 P				Charging play music from the kiosk (3 times a week in the
12	Greenwood	40.660908, -73.997391	9:45 A				sked how people use LinkNYC they said people use people and find things "I watch port on his phone because "you can get a e shop right now but isn't using LinkNYC
13	Greenwood	40.660908, -73.997392	2:30 P				people hanging out just around the corner in the
14	Greenwood	40.660908, -73.997393	10:30 P				board meetings
15	Greenwood	40.660908, -73.997394	1:15 AM	10/1	0	N/A	-No users here at night. This kiosk was advertising local community board meetings
16	Greenwood	40.660908, -73.997393	11:45 AM	10/6	3	English, Spanish	-Users arguing with someone on the public phone in English and Spanish
17	Greenwood	40.660908, -73.997393	1:30 AM	10/7	1	N/A	-One guy charging phone
18	Greenwood	40.660908, -73.997393	6:15 PM	10/10	5	English, Spanish	-Group of men hanging out around LinkNYC sharing a bottle of something

# ETHNOGRAPHY

## Fieldwork | Findings

A	B	C	D	E	F	G
Location	Lat/Long	Time	Date	Users	Languages Observed	NOTES
Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English	-Woman using the phone to call someone, she showed me how to dial when I asked about phone calls on the system
Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English	-Woman's phone was taken as evidence in domestic violence dispute, she was calling someone to tell them the results of her court case -Man was charging his phone and did not react at all to her conversation
Mixed Residential and Commercial Buildings					French N/A N/A English	-Large number of parked/idle cars along street with people inside -Closest users were unaware which WiFi their phone was connected to and did not care that the LinkNYC network was collecting information about them -Local street vendor uses the WiFi all day. Wishes they had an awning so she could take cover underneath them in the rain -No users. Lawrence Street very quiet -No users -User appears to be in distress. She is using the tablet erratically and singing to herself in strange voices -Does not appear to be searching for resources/services in a systematic way
DOWNTOWN BROOKLYN Commercial Outerborough					English	-One user charging phone while playing music from a Bluetooth speaker in his jacket pocket -Very friendly, shared that he uses these all the time to charge his phone -Never uses the WiFi on his phone, keeps it off. If he needs WiFi he goes onto to the tablet to browse -Exclusively calls his doctor from the LinkNYC kiosk -Wishes there was protection for the winter rain/snow and summer sun, usually chooses LinkNYC locations that have shade
Commercial and Office Buildings					English, Russian English, Language from the Congo	-Two users each charging phones. One user speaking on personal phone in Russian -Small group of people playing music from a speaker in the pedestrian mall. I asked what language they spoke and they told me but I couldn't catch it/didn't recognize it. When I followed up they said, "We are from the Congo" -Two guys were playing music from a speaker connected to the USB port on the LinkNYC kiosk. The music was mostly merengue, quite loud, and passerby were commenting on it -Two guys were identified and answered questions about how often they play music from the kiosk (3 times a week in the summer)
Greenwood	40.660908, -73.997391	7:00 PM	9/18	2	English, Spanish	Highly Utilized Mentioned
Greenwood	40.660908, -73.997391	9:45 AM			Transit Displays	Highly Utilized and mentioned Callin
Greenwood	40.660908, -73.997392	2:30 PM	9/26	0	N/A	Highly Utilized Mentioned
Greenwood	40.660908, -73.997393	10:30 PM	9/29	0	N/A	No users here at night. This kiosk was advertising local community board meetings
Greenwood	40.660908, -73.997394	1:15 AM	10/1	0	N/A	No users here at night. This kiosk was advertising local community board meetings
Greenwood	40.660908, -73.997393	11:45 AM	10/6	3	English, Spanish	Users arguing with someone on the public phone in English and Spanish
Greenwood	40.660908, -73.997393	1:30 AM	10/7	1	N/A	One guy charging phone
Greenwood	40.660908, -73.997393	2:15 AM	10/10	5	English, Spanish	Group of men hanging out around LinkNYC, sharing a bottle of something

Free Global Phone



# ETHNOGRAPHY

## Fieldwork | Findings

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

3D Interactive Website

...post-history...

# ETHNOGRAPHY

## Fieldwork | Synthesis

A	B	C	D	E	F
Location	Lat/Long	Time	Date	Users	Languages Observed
Downtown Brooklyn	40.691212, -73.986347	9:15 AM	9/27	1	English
Downtown Brooklyn	40.691212, -73.986346	2:15 PM	9/29	2	Kreyòl, English
Mixed Residential and Commercial Buildings	40.691212, -73.986346	3:00 PM	1/30	1	French
Downtown Brooklyn	40.691212, -73.986346	19:30	1/30	0	N/A
Downtown Brooklyn	40.691212, -73.986346	8:30 AM	1/31	0	N/A
Downtown Brooklyn	40.691212, -73.986346	10:30 PM	1/31	1	English
<b>DOWNTOWN BROOKLYN</b>					
Commercial Outerborough					
Downtown Brooklyn	40.691212, -73.986346	11:15 AM	2/6	1	English
Garment District	40.753897, -73.987190	11:30 AM	10/6	2	English, Spanish
Garment District	40.753897, -73.987190	9:45 PM	10/6	2	English, Spanish
Commercial and Office Buildings					
Greenwood	40.660908, -73.997391	7:00 PM			
Greenwood	40.660908, -73.997391	9:45 AM			
Greenwood	40.660908, -73.997392	2:30 PM			
Greenwood	40.660908, -73.997393	10:30 PM			
Greenwood	40.660908, -73.997394	1:15 AM			
Greenwood	40.660908, -73.997393	11:45 AM			
Greenwood	40.660908, -73.997393	1:30 AM			
Greenwood	40.660908, -73.997393	2:15 PM			

### Improved Strengthened Protected

with Privacy and  
Weather Protection as  
in Auckland, NZ



# ETHNOGRAPHY

## Fieldwork | Findings

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

3D Interactive Website

...post-history...

# ETHNOGRAPHY

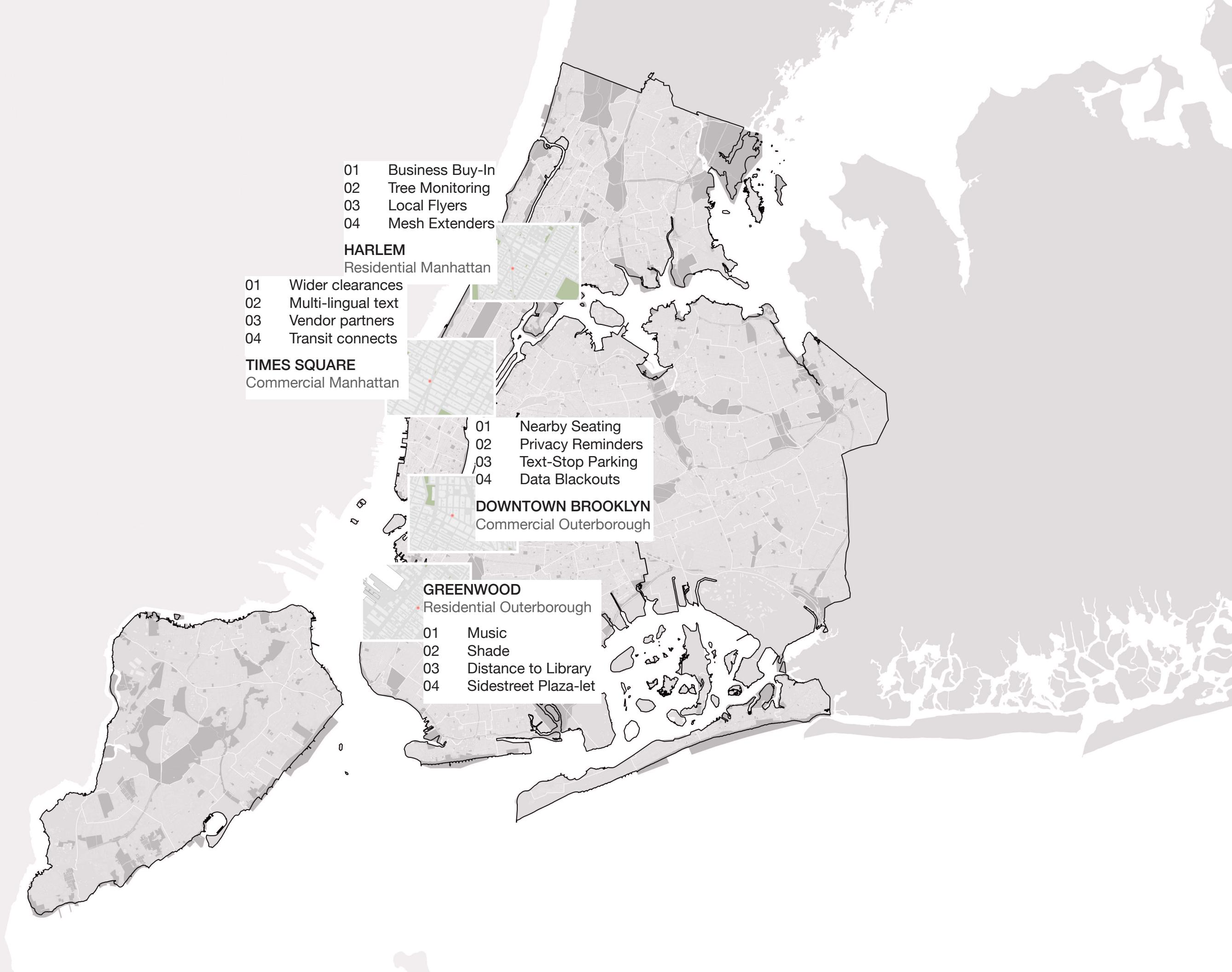
Fieldwork | Findings



# takeaways and storyboarding

# ETHNOGRAPHY

## Fieldwork | Findings



# ETHNOGRAPHY

Fieldwork | Findings

## GREENWOOD

Residential Outerborough

- 01 Music
- 02 Shade
- 03 Distance to Library
- 04 Sidestreet Plaza-let

# ETHNOGRAPHY

## Fieldwork | Findings

Multi-Family Walk-Ups

Mixed Residential-Commercial

23RD STREET

24TH STREET

Transportation Uses

Industrial-Manufacturing

### PUBLIC WIFI CONNECTIVITY

Serious distance to other public WiFi resources, planning for clusters needed

03

### MUSIC

Question of Music and Regulation of Activity Surrounding it



00

### INTRODUCTION

Establishing Shot with Street Activity and Land Use Totals

Commercial

Commercial

Parking Facilities

SHADE STRUCTURES  
Issue of Weather, with users seeking out Shade on Sunny Days

04

02

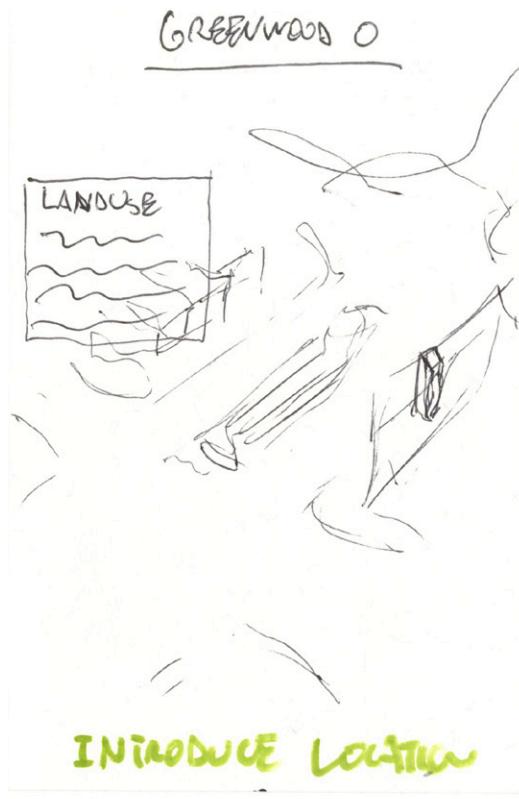
LINKNYC KIOSK

01

LINKNYC KIOSK

# ETHNOGRAPHY

## Spatializing Findings



### 00 SITE

The Greenwood study site emanates WiFi to roughly a third...

### 01 SCENE

The site features a robust streetlife, primarily in the warmer months...

### 02 MUSIC

Music is a major feature of this streetlife, but it is a contentious...

### 03 WEATHER

Weather is a problem at this site, especially in the warmer months...

### 04 SYSTEM CONNECTIVITY

A couple of users complained that when they tried to use the tablets...

# ETHNOGRAPHY

## Fieldwork | Findings

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Choreography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

3D Interactive Website

...post-history...

## SECTION IV

transmission, a way  
of sharing out

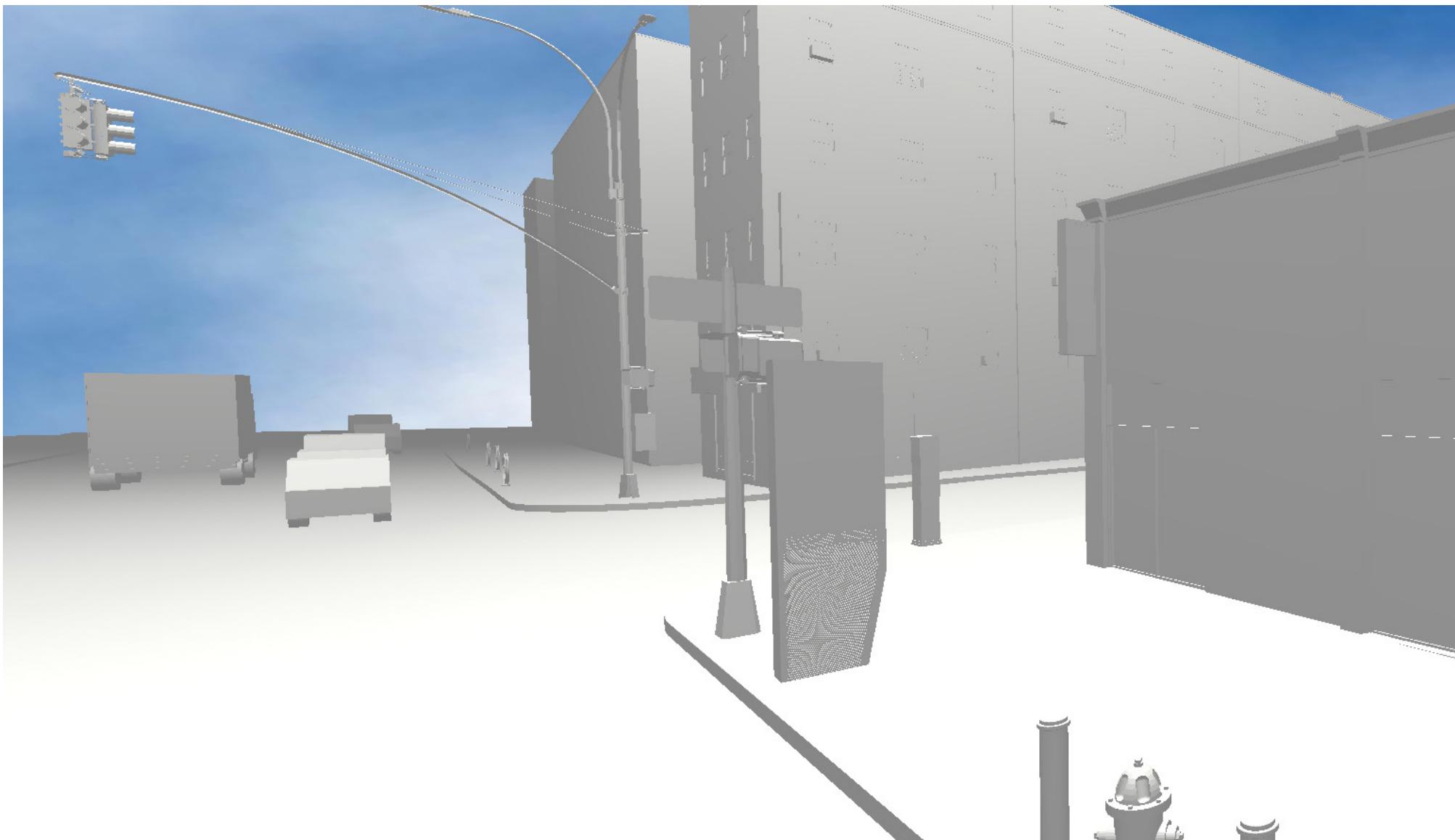
# REPRESENTATION

Capturing Dynamic Opportunities of Public WiFi



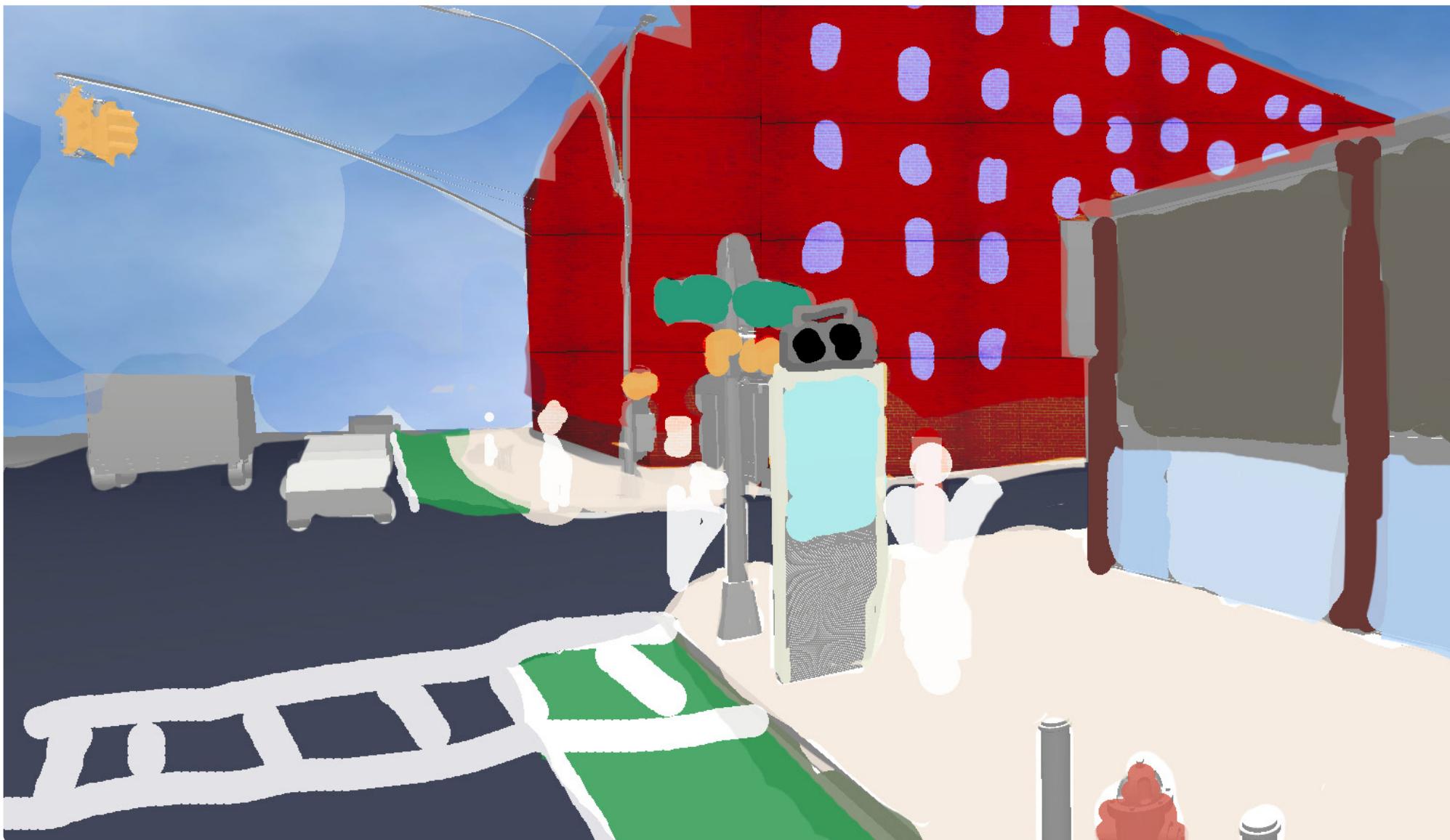
## REPRESENTATION

3D Modeling, Moving to the Browser



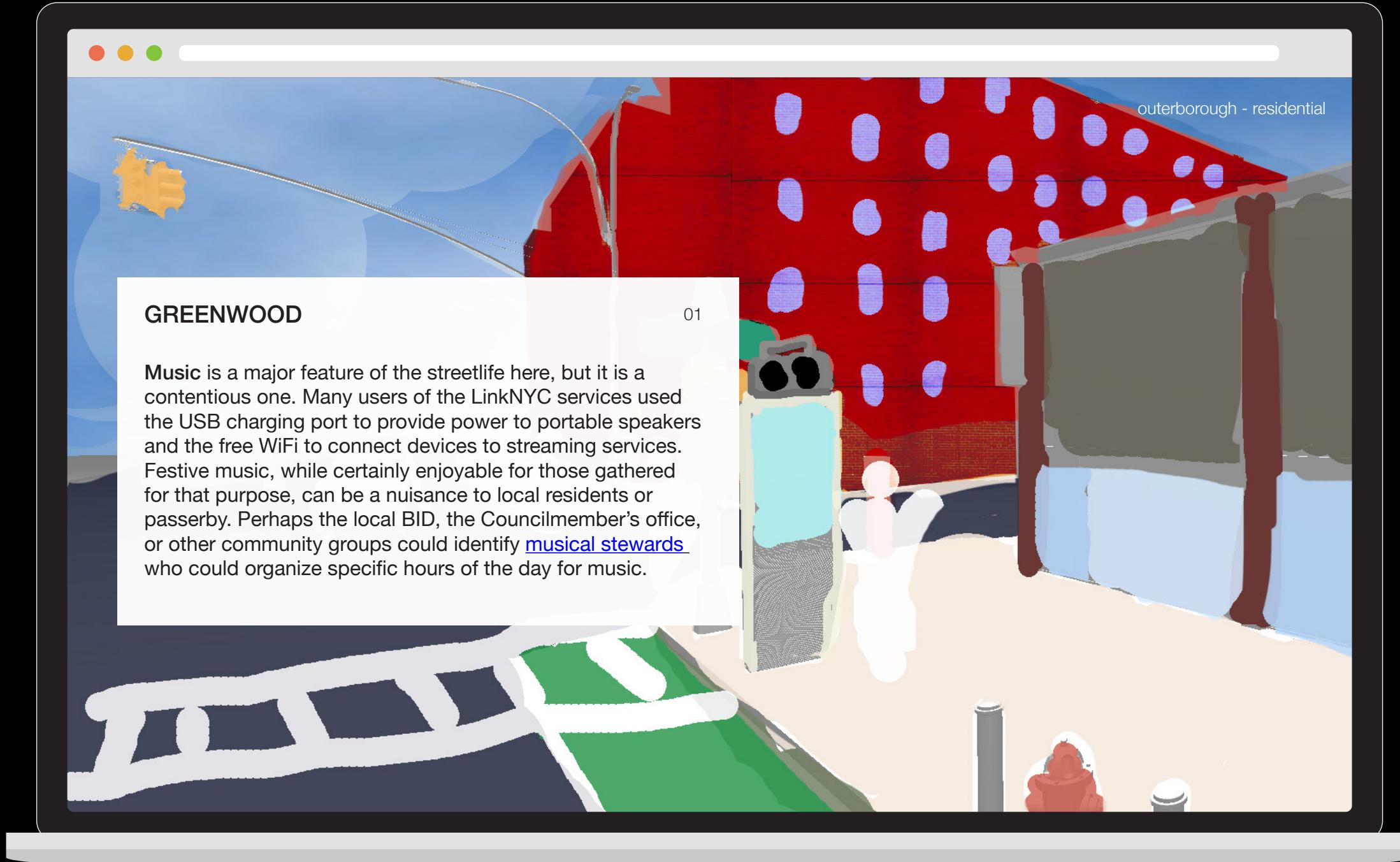
## REPRESENTATION

3D Modeling, Moving to the Browser



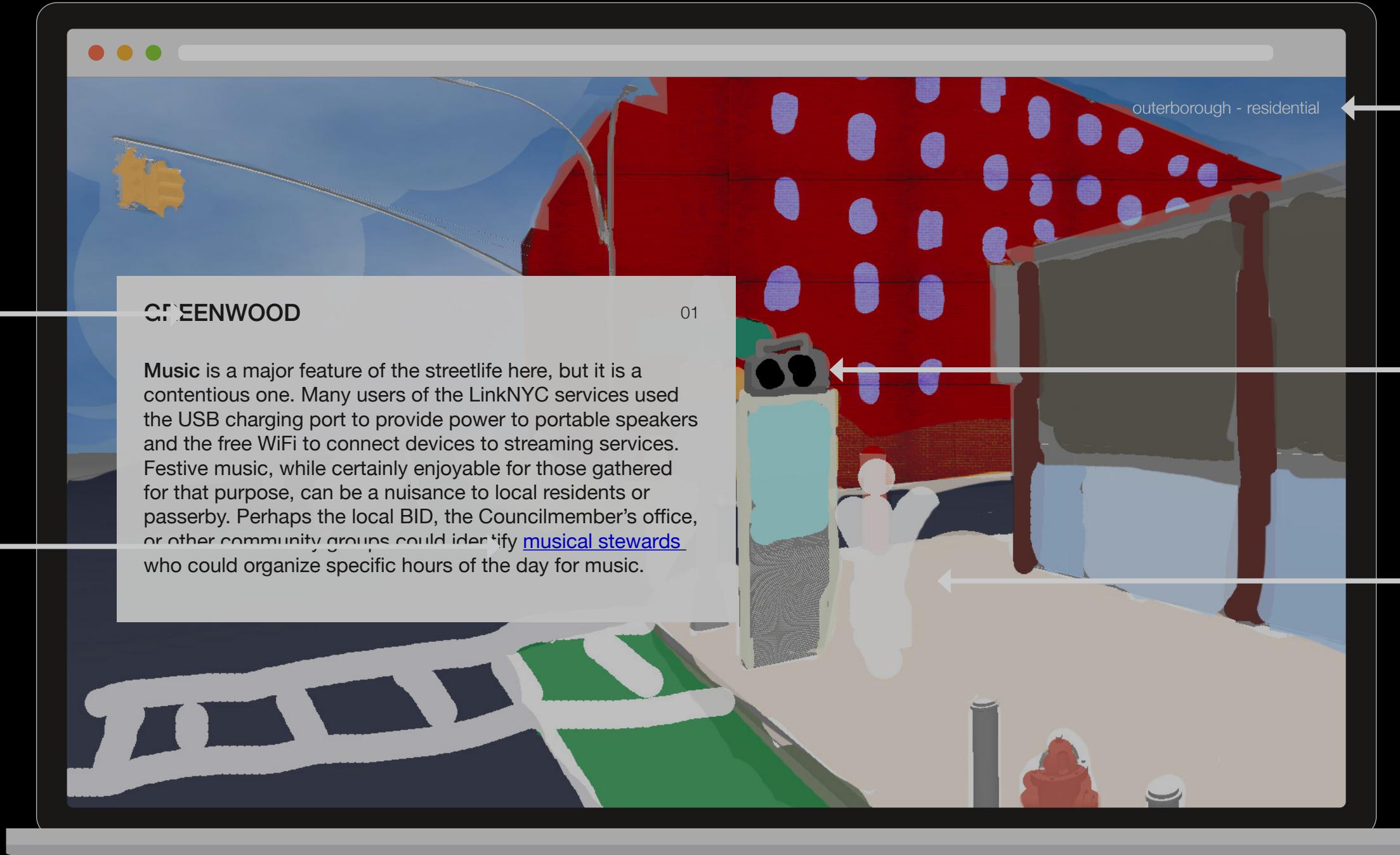
## REPRESENTATION

3D Modeling, Moving to the Browser



## REPRESENTATION

3D Modeling, Moving to the Browser



# ETHNOGRAPHY

## Fieldwork | Findings

...pre-history...

### Ethnographic Observation

Classification of Ethnographic Observation as type of urban interaction

Relation to Land-Use at Specific Site

Consideration of Whether the observation can be strengthened, weakened, or expanded

### Proposal of Spatialized Ideal

Classification of Ideal Condition

Research of Implications of Ideal

Representation of Ideal Condition

Strengthen Existing Condition

Create Changed Condition From Existing Precedents

Chart New Condition as a Unique Spatial Opportunity

Review of original observation in relation to specific site conditions

Cinematography of the Representational Moment

Render Materiality:  
Color, Texture, Realism

UI:  
Animation on scroll, camera views

Entourage:  
Activities, Animation, Appearance

### 3D Interactive Website

...post-history...

