

The impact of digital Media on Design

Media Facades

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Abstract

This essay examines The impact of digital media on the urban space by looking at the building facades and the use of new media. in particular and also change over the years from one way communication to both ways....

Introduction

Public space ? New media

Even if they are private buildings they are in the public sphere and impacting it.

Urban media with a couple of examples

One building with a very famous facade is Piccadilly Circus. Famous for being one of the first to have light advertisement. But also a good example of how facades change and influence the public space. Also with the development of new media the advertisement in Piccadilly Circus changed as well.

It is this facade and the different content it is showing that is used as the main example of how digital media impact design. Or do I want to use kinetic facades as well....

Literature review give it a title!

urban space and media facades

Urban space some literature

genres

Fritsch (2008) states that Architecture has always been changing and renewing itself by using new ways, materials or in this case media. There are a number of genres introduced by Fritsch (2008) see also figure ... Advertising is named as an archetype example. But also News like ont he Reuters Building.

Figure 1 illustrates how this works. The big company is sustaining the technology or innovation and performs better over time. So much so that they leave the mainstream and move into the high end market. At the same time the new entrant is improving its product and enters the mainstream in time to take over from the incumbent (Christensen, 1997).

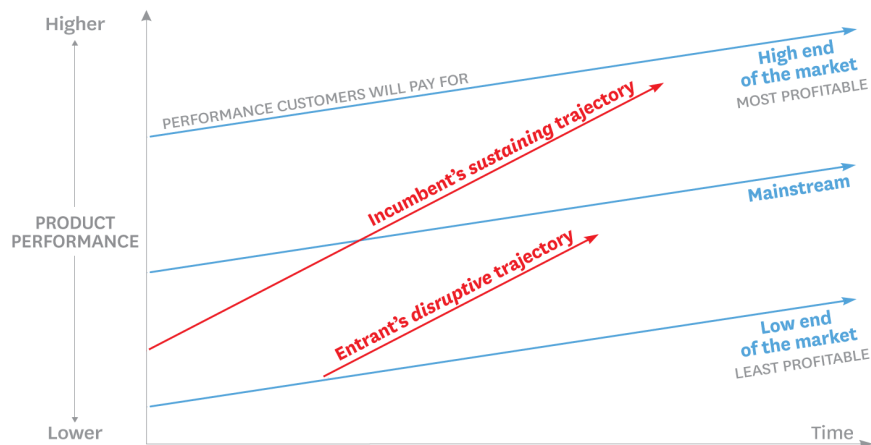


Figure 1: Model of disruptive innovation (Christensen and Rory, 2015).

The impact environment, content, context

Dalsgaard and Halskov (2010) looks at the place, whats on the screen and how this can influence

content and social media

How facades can use social media

content mirror or window

If content isn't working how does tis influence the preception. is it just a window or even worse you don't even notice it at all. What will make you look.

use of date

Kinetic facades using weather/ temperature and light as input to change the facade. But also smart data face or brand recognition and advertisements pushed not only online but also in real life when walking the streets.

Piccadilly Circus

The advertisement on Piccadilly is more than 100 years old. an overview in the *Piccadilly Lights: A timeline* (2011) shows the first illuminated advertisements dates back to 1908. Later ? writes how The lights are moving with time and switching to digital billboards. Managing Director of the design house Sedley Place Mick Nash is cited in the article saying: "It blends art, science and commerce. We have called it Street Vision because it is a whole new way of talking to the public. It is not TV and not a poster, but a new type of media which cuts across those two."Nelson (1998).

But even more recent the Bill Boards have become interactive the next examples will be examined using the literature frameworks discussed in (refer to former chapter)

Content, environment context

Mostly ads but also to commemorate WW1

social media

used to interact via social media MAC donals twice
first with making pictures
later with making avatars

use of date

Looking at the cars the brand and commercial reflecting the type of people
Also interface..
Misschien kort iets doen met de

critical reflection

ethical using data
Urban space boredom no seeing it anymore

Conclusion

Diaconu (2012), recommends Ryanair to start flying from the main airports to get hold of more travellers and business travellers in particular. In their report ? describes how low cost carriers attempt to penetrate the long haul market. If Ryanair succeeds in these and other changes they would fit the model better. But as Christensen and Rory (2015) warns the main airlines might be creative and out smart the low cost carriers like Ryanair.

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