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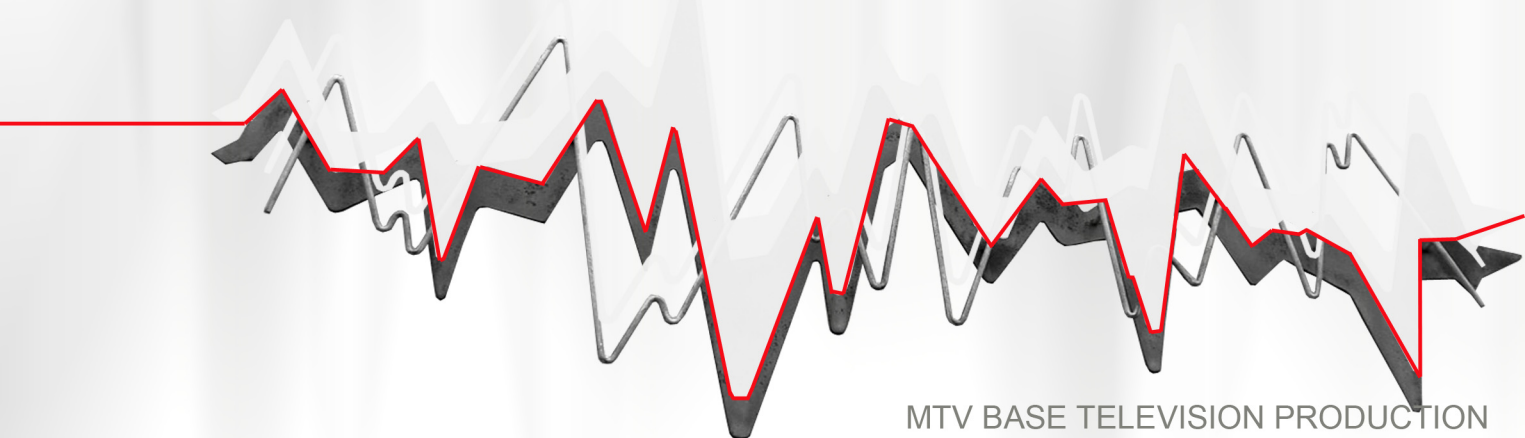
CAN YOU SEE THE MUSIC?



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MTV BASE TELEVISION PRODUCTION
CENTRE

This dissertation is the result of an interest in the progression of media-technologies within the urban context. Large media billboards scattered along major vehicular routes which display advertisements and information on the facades of buildings, have become synonymous with the urban fabric.

The intent of this dissertation is to determine the relationship between media-technologies and the social organisations of the city. Can one consider these technologies as generators for social interaction and the broadening of the urban cultural content? Media-technologies are becoming increasingly popular in the use of public spaces, signifying the ability and opportunity for these systems to create an interactive relationship with the user.



The theme of the discourse is the creation of a Music Television production centre in Prinshof, a neglected part of the Pretoria inner city. Establishing an entertainment based development in this already vibrant area, might contribute to the systematic rejuvenation of this lower to middle-income community. The design proposal aims at becoming a social tool, encouraging the development and sustainment of the local cultural identity whilst realising the potential of media/interaction technologies within the African context.



PROLOGUE



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