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TRODUCTION

Introduction

- > The idea_
- > Goal_





"We must continue the fight for liberation against poverty, against under-development, against marginalisation and ...information and communication technology ...is a critically important tool in that struggle."

Thabo Mbeki, Department of Education, 2003.



>The Idea_

This thesis aims at establishing a centre to showcase digital media and associated technologies. The project should be strongly connected to present digital media, information and communication, and the possibilities that they hold for the future.



The proposed site is located at the corner of Prinsloo and Struben Streets. The design has to form part of a larger network proposal (of diverse interventions) in order to be appropriate. This proposal attempts to add to the urban domain and renewal of the city by enhancing diversity and choice in the Central Business District of Pretoria.

The group urban framework identified the area in the north eastern quadrant of the city along the historical city edge with the potential to become a media and cultural hub for the city. This hub should establish a symbiotic relationship with the city and the facilities around it. Within this content, the hub would be reinforced by the city, with the media and cultural aspects becoming the focus of the chosen area.

Within the aforementioned boundaries, a group Framework was developed to guide future interventions in an attempt to create an urban environment where the whole represents more than the sum of the individual projects.



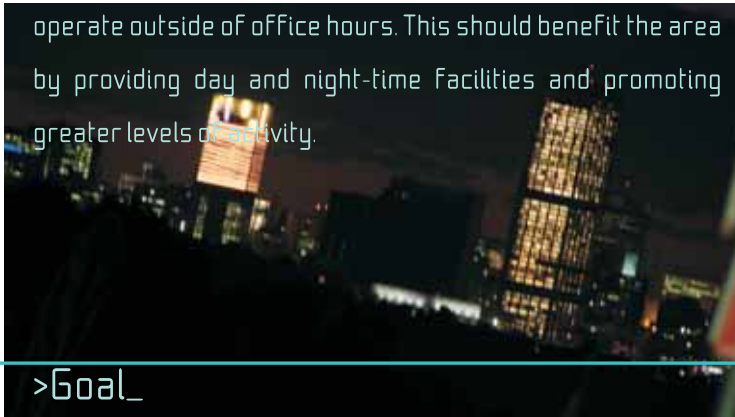
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The Digital Media Exchange should be accessible to the public, students from the Tshwane University of Technology and business. Possibly anyone interested in digital media. By catering for such a large target market, the building would

operate outside of office hours. This should benefit the area by providing day and night-time facilities and promoting greater levels of activity.



>Goal_

The Digital Media Exchange aims to facilitate communication by exposing digital media and technology. It should allow for interaction in an accessible environment. A large number of South Africans do not own personal computing devices, the centre could provide a platform for education in these technologies. The project further aims to increase South Africa's level of interaction within the context of a global village.



>Problem Statement_

To showcase Information Technology in an adaptive environment that could be intelligently manipulated, and where users can be educated.

>Aspects of study_

1. Exhibition
2. Adaptive/intelligent building
3. Education

>Sub-Problems_

1. Precedents of exhibition spaces, especially for digital media
2. Building systems that can control themselves or are sustainable/self-reliant
3. Spaces where the public can be taught that have an appropriate interface with the street

>Keywords_

1. Adaptive
2. Information
3. Education
4. Technology
5. Digital
6. Showcase
7. Integration
8. Innovation

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PROGRAM OUTLINE_ _A new Digital Media (Exchange)

LOCATION_ _c/o Prinsloo and Struben Streets
Pretoria CBD
South Africa
S 25° 44.489'
E 28° 11.719'

CATALYSTS_ _Multimedia school
_Digital media exhibition centre
_Retail
_Offices
_Public square

