21st Century Social Genesis

Jessica Headrick

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TWENTY FIRST CENTURY
SOCIAL GENESIS
MODERN TECHNOLOGY PARK
21ST CENTURY SOCIAL GENESIS

REQUEST FOR APPROVAL OF THESIS RESEARCH PROJECT BOOK TO:

PROFESSOR AMEEN FAROOQ

AND TO THE FACULTY OF THE DEPARTMENT OF ARCHITECTURE COLLEGE OF ARCHITECTURE AND CONSTRUCTION MANAGEMENT

BY:

JESSICA HEADRICK CERVANTES

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF

BACHELOR OF ARCHITECTURE

KENNESAW STATE UNIVERSITY
MARIETTA, GEORGIA

MAY 1, 2020
ACKNOWLEDGEMENTS

My thesis would not have been possible without the counsel from my advisors and professors

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for your constant support and advise, for pushing me beyond what I believed I was capable of, and for teaching me to always believe in myself and my work

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for your critical reviews and knowledgable advise that made me see my project through a different light

OUR SMALL GROUP
Chris, Devon, and Christine for weathering the storm with me and always encouraging and providing me with feedback and advice through the busy times and critics

DEDICATION

I dedicate this thesis to my sweet husband, David, for never being short of patience, support, encouragement, and for sticking out those late nights with me on the couch.
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01 DESIGN THEOREM
INTRO

As a child, I was able to experience the world before modern technology inhabited every corner. I watched as it filtered into everyday life transitioning the interaction’s I would have with those around me. Observing life before and after modern technology changed the way I processed the impact that technology has made. I witnessed the value that the new technology instantly brought into human lives but only years later realized the same technology could bring challenges with its positive strides.

The modern adaptations of technology have shifted the pendulum of human life. Its positive strides and challenges have evolved human behavior with new social, spatial and cultural genesis today. The modern human life today is monitored, interacted with, and immediately immersed into new age technology the second life starts. This shift in behavioral acceptance can distinctively be recognized when compared to life fifty years ago.

A frequent awareness and understanding of such rapid technological shifts necessitate a place where people become more aware and be educated on the innovative strides that research and progressive technology offers in order to anticipate and improve everyday life.

My thesis investigations aim at designing a Modern Technology Exhibition and Research Center and a Park highlighting the attributes of technology --a reservoir of the most up to date documentation and exhibition of modern technology innovations allowing the public to make more educated decisions on the impacts of modern technology in their daily lives.
My research will highlight the importance of paying attention to new age technology. It is important to be able to make educated decisions as a consumer of technology. The project will be addressing the consequences of modern technology and showcasing the range of influences they make in our daily lives and how they penetrate into our society from various directions. The purpose of the exhibition center is to bring consumers of all types together over the power of modern technology and discover how easily it can create a ripple effect through human life. The exhibition center will be an epicenter for education on modern technology, how to use it, how it uses us as a society, how it alters human behavior, how it can impact generations, how it changes how we use the world and its resources, how we interact as humans, and a plethora of information on its significance to human life. Modern technology is forefront of modern innovation and has the effortless ability to surpass human intervention without being noticed.

There is significance in providing the public with up-to-date information and accessibility to the newest technologies and inventions in order to make educated decisions on the implications and influences technology has on our society. By making this information public, it provides an equal opportunity for the public to decide how they want their life to be impacted by modern technology. Modern technology has filtered the way we function as a society. It single handedly has flooded the medical and health field and created new ways of survival. In today’s time, it is impossible to walk into a hospital without encountering medical equipment powered by modern technology. Aside from that, modern technology has shaped the way we research and develop with the ease of knowledge at our fingertips. It has shaped the way we communicate without the need for human interaction. It has altered the way we perform and conduct ourselves as humans as well as our behavior within our society. It has changed the face of commerce and the way our nation handles economic issues. Modern technology has become responsible for the health of our world and how it functions with ease.
# 1.1 Theory Development

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How does technology change the human species?</strong></td>
<td>Humans make positive + negative changes based on the application of technology. The impacts will not change the value of the impacts.</td>
</tr>
<tr>
<td><strong>Is technology controlled by humans?</strong></td>
<td>Technology is now a permanent part of our fabric forever/ unavoidably. Ignoring the impacts will not change the value of the impacts.</td>
</tr>
</tbody>
</table>
| **Who is impacted by technology?**                                      | -Children  
-Infants  
-General Public  
-Elderly  
-EVERYONE                                                                 |
| **Why not celebrate, question, visit, encourage, change and test it like everything else that enters into our fabric of life?** | Why is a modern technology park needed?  
-It will allow access to new technologies that can benefit those who otherwise may not have access to it.  
-It also provides equal opportunity for those who could use the new technology in new innovative ways. |
| **Why is a modern technology park needed?**                             | How do you define technology?  
Defining technology is a difficult task by nature due to its arbitrary definition. However, by limiting the technology to electronic technology, it becomes easier to define perimeters of study and analysis. |
| **What is technology's purpose?**                                       | How does introducing the newest technology to the public alter the inevitable changes?  
-Allows studies of the impacts before the new technology is fully released  
-Allows control over exposure of the new technology  
-Provides an application demonstration of new technology  
-Provides the opportunity for cross pollination access different fields to collaborate over the related technology |
| **Traditionally, humans would control technology's function, ability, expansion, and growth. However, the growing dependency that humans have with technology has begun to create a vulnerable state of mind for humans, which could eventually and in special occasion, cause technology to control humans.** | |
Electronic technology penetrates into nearly all aspects of life. When looked at with a larger scope, it becomes evident of the connections that can be drawn between these different parts of life.
1.2 Defined Terms

What is Modern Technology?

The term modern technology can be widely debated due to its arbitrary limits. By nature, in terms of the Modern Technology Exhibition and Research Center, we will focus primarily on the most up-to-date, scientific, electronic, high-tech tools that are used in order to communicate information from one source to another.

**Modern:** of relating to, or characterized by a period of time extending from a relevant remote past to the present time.

**Technology:** The use of scientific knowledge to create tools.

In order to determine the types of tools that will be housed in the exhibition spaces, we must first define what electronic technology is.

**Electronic Technology:** The use of basic electronic principles and technical skills to produce, calibrate, estimate, test, assemble, install, and maintain electronic equipment.

**Basic Electronic Principles:** basic principles include resistance, current, voltage, and power.

**Electronics:** The branch of science that deals with the study of flow and control of electrons (electricity) and the study of their behavior and effects in vacuums, gasses, and semiconductors, and with devices using use electrons.

**Electrons:** a stable subatomic particle with a charge of negative electricity, found in all atoms and acting as the primary carrier of electricity in solids; partly a wave and partly a particle.
WHAT TYPE OF ELECTRONIC TECHNOLOGY?

The Modern Technology Exhibition and Research Center will focus on electronic technology which can be subdivided into three categories: informative, adaptive, and manufactured. Nearly all types of electronic technology can be categorized into one or two of these categories. This division of the types of technology will later inform the organization of the exhibition center.

**INFORMATIVE:**
- devices that store, retrieve, and send information.

TRANSPORTATION
ENTERTAINMENT • MEDIA
ART • MUSIC
CLOTHING • ACCESSORIES
ASSISTIVE
SPACE
DRONES
VR
BIOMETRICS
CURRENCY/ SECURITY
MEDICAL

**ADAPTIVE:**
- devices that adapt to new conditions from learning and self-improving.

ARTIFICIAL INTELLIGENCE
DRONES
AR
TRANSPORTATION
ARCHITECTURAL
MEDICAL
SPACE
SUPER INTELLIGENCE

**MANUFACTURED:**
- devices that produce, adapt, and maintain current conditions.

3D PRINTING
ROBOTICS
ENERGY INFRASTRUCTURE
AGRICULTURAL
APPLIANCES
INDUSTRIAL MACHINES
When looking for case studies, I searched for precedents that brought technology to the forefront through display, accessibility, and sustainability. I analyzed these case studies based upon the programmatic requirements of the different typologies and how they applied to a Modern Electronic Technology Park. I also analyzed the presence of technology, accessible local tech resources provided to the public, exhibition spaces that provide connection opportunities, and circulation that encourages networking. Each property was analyzed on a scaled system: one through five

ANALYZED PROPERTIES

**PROGRAM**
how well does the program encourage connection/ accessibility?

*RANGE:* restricted connection to total mobility

**SUSTAINABILITY**
how is electronic technology used to provide sustainable features?

*RANGE:* zero technical features to all possible features explored

**TECHNOLOGY**
how is the presence of electronic technology encouraged?

*RANGE:* zero reference to completely digital

**ACCESSIBILITY**
does the program provide public access to the technology?

*RANGE:* no accessible technology to free range accessibility

**CONNECTIVITY**
how does the exhibition spaces encourage connectivity

*RANGE:* encourage solidarity to encourage connectivity

**CIRCULATION**
how does the circulation encourage networking/ gathering spaces?

*RANGE:* zero gathering opportunities to fully encouraged

---

2.1 SHIMAO SHENZHEN INTERNATIONAL CENTER

This diagram shows how the design frames the views of the local context and creates a single node of views circulating around the exhibited focal point. Similar to the Tech Exhibit, this Exhibitional Hall acts as the heart of the overall campus.

SITE DEVELOPMENT: The design of the landscaping encourages a radial circulation pattern. This can be translated a mode of connectivity.

SPATIAL ATTRIBUTES: The interior of the exhibition spaces float around a singular point which can be referenced on all floor levels (pictured as the gold ribbon). This can be referenced in my thesis as a central focal point which highlights the magnitude of technology.

TECHNOLOGY: The exterior facade hosts a transparent LED screen which is layered in-between two glass panels which allow for the visual connections to the exterior while also making use of the marketing real estate. This use of a transparent LED screen can be referenced in the materiality of the Modern Electronic Technology Park.

PROGRAM: The Tech Exhibit follows along similar lines as this program. The exhibit space will host the primary program as entertainment and learning spaces similar to the Shimao Shenzhen Exhibition Center. Secondary spaces include production and consumption spaces as well of back of house/maintenance spaces.

CAMPUS: The campus supports the overarching goal of showcasing the city’s attributes. This correlates to my thesis by carrying different programmatic experiences while supporting an overarching theme of modern electronic technology.
2.1 SHIMAO SHENZHEN INTERNATIONAL CENTER

LOCATION: Hong Kong, China
ARCHITECT: Shushi

The Exhibition Center combines art and technology together to create a piece of architecture that highlight the surrounding culture. It also features views that directly frame the surrounding features of the site. The intentionally placed views from inside the gallery spaces highlight a story that relate to the history of the exhibited art as well as the country and local region. Combined together, the strongly placed axial views connect the urban context with the interior art being held within the exhibition center. The program used within the building highlights key components that are needed as well as those that benefit both general exhibition spaces and central connectivity. The daylighting hall held within the core of the building allows for a continuous reference to a central theme.

CAMPUS: The campus supports the overarching goal of showcasing the city’s attributes. This correlates to my thesis by carrying different programmatic experiences while supporting an overarching theme of modern electronic technology.

PROGRAM: The Tech Exhibit follows along similar lines as this program. The exhibit space will host the primary program as entertainment and learning spaces similar to the Shimao Shenzhen Exhibition Center. Secondary spaces include production and consumption spaces as well as back of house/maintenance spaces.

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CONNECTIVITY: how does the exhibition spaces encourage connectivity?

SUSTAINABILITY: how is electronic technology used to provide sustainable features?

ACCESSIBILITY: does the program provide public access to the technology?

TECHNOLOGY: how is the presence of electronic technology encouraged?

PROGRAM: how well does the program encourage connection/ accessibility?
2.2 CREATE [Campus for Research Excellence and Technological Enterprise]

LOCATION: Singapore
ARCHITECT: Perkins + Will

CREATE’s design used some of the most advanced technologies to employ sustainable features within the building. The research labs are designed to accommodate a variety of different settings applicable for different types of research. The circulation and interaction spaces also encourage networking and collaboration across multiple disciplines. The mission of CREATE is to provide collaboration spaces for “the sharpest minds” in order to spark innovation and creative design and problem solving. CREATE used modern technology to stimulate a sustainable design which projects the efficiency of the modern technological advancements that the users produce within the program. P+W employed multiple sustainable driving forces all backed by the progress of modern electronic technology in order to create a presidential green design. This building design culminates the rapid forward motion of sustainable design efforts and progressive electronic technological innovations.

ACCESSIBILITY: Their flexibility in space and programmatic need correlates to their main mission which is to stimulate collaboration to spark innovation. These characteristics signal to the Modern Technology Park. The Suzhou Science and Technology Museum uses the surrounding context to inspire and spark imagination through framed views of the lake. This strong connection between the two represented worlds in the Museum will transfer to the Modern Technology Park.

SUSTAINABILITY: The museum also hosts several sustainable efforts including different park types that correspond to the mountain in the landscape. The casual water features and sitting spaces act as pauses while tying the environment back into the local context and surrounding landscape. The casual water features and sitting spaces act as pauses to the bustling campus environment.

TECHNOLOGY: The flexible spaces can be used as conference rooms, working studios, labs, and study rooms provided the proper equipment. Their flexibility in space and programmatic need correlate to the main mission to collaborate and spark innovation. The technology museum employs light weight structure. The light weight structure reflects sunlight while also proving a sustainable design effort. The weaved, silk like skin of the fabric of the architecture. Through display in order to weave the technology into the fabric of the architecture. Through technology through the use of design and functional focus into the center of the campus. This central focus creates a covered environment that support gathering experiential spaces.

CAMPUS: The campus design shows the directional focus into the center of the campus. This central focus creates a covered environment that support gathering experiential spaces.

CONNECTIVITY: The covered spaces create opportunities for gathering and connectivity. They provide connection to the campus features all while tying the environment back into the local context and surrounding landscape. The casual water features and sitting spaces act as pauses to the bustling campus environment.

ACCESSIBILITY: The /flexibility in space and programmatic need correlate to the main mission to collaborate and spark innovation. These characteristics signal to the Modern Technology Park. The site pulls the guests off the street onto the natural landscape of the mountain that surrounds the other side of the lake. This technique is referred in the Modern Technology Park.

CONCLUSION: The covered spaces create opportunities for gathering and connectivity. They provide connection to the campus features all while tying the environment back into the local context and surrounding landscape. The casual water features and sitting spaces act as pauses to the bustling campus environment.

TECHNOLOGY: The flexible spaces can be used as conference rooms, working studios, labs, and study rooms provided the proper equipment. Their flexibility in space and programmatic need correlate to the main mission to collaborate and spark innovation. The technology museum employs light weight structure. The light weight structure reflects sunlight while also proving a sustainable design effort. The weaved, silk like skin of the fabric of the architecture. Through display in order to weave the technology into the fabric of the architecture. Through technology through the use of design and functional focus into the center of the campus. This central focus creates a covered environment that support gathering experiential spaces.

CAMPUS: The campus design shows the directional focus into the center of the campus. This central focus creates a covered environment that support gathering experiential spaces.
2.3 SUZHOU SCIENCE AND TECHNOLOGY MUSEUM

LOCATION: Hong Kong, China
ARCHITECT: Shushi

The Suzhou Science and Technology Museum uses the surrounding context to inspire and spark imagination through framed views and visual and interactive cues. The museum highlights the importance of the “harmony that exists between science, technology, nature and man.” This correlation between the unknown and known world which is straddled between technology’s possibilities and nature and man’s vast untapped features projects the innovative opportunities that can be discovered when given the proper setting. This correlation of discovering what falls in-between the built and imagined world kindles inspiration to push the boundary’s of the limits human beings have accepted. This strong connection between the two represented worlds in the Museum will transfer to the Modern Technology Park.

SUSTAINABILITY: The museum also hosts several sustainable efforts including different park types that correspond to the mountain in the distance but also help clean the polluted air of the local community.

TECHNOLOGY: The technology museum employs technology through the use of design and display in order to weave the technology into the fabric of the architecture. Through sustainable designs, the weaved, silk like skin design reflects sunlight while also proving a light weight structure.

CAMPUS: The campus design highlights the importance of blending into the local surrounding context. It seamlessly fades into the natural landscape of the mountain that surrounds the other side of the lake.

ACCESSIBILITY: The site pulls the guests off the street onto the complex by navigating entrances with landscaping that highlight the local context. This technique is referred in the Modern Technology Park.

CONNECTIVITY: The circulation provides many opportunities for guests to connect through gathering spaces and pauses along the circulation path. It also engages on different floors by making open connections available. This connection between an open central atrium space is referenced in the Tech Exhibit in the Modern Technology Park.

TECHNOLOGY: The technology museum employs technology through the use of design and display in order to weave the technology into the fabric of the architecture. Through sustainable designs, the weaved, silk like skin design reflects sunlight while also proving a light weight structure.

CIRCULATION: how does the circulation encourage networking/ gathering spaces?

ACCESSIBILITY: how well does the program encourage connection/ accessibility?

SUSTAINABILITY: how is electronic technology used to provide sustainable features?

TECHNOLOGY: how is the presence of electronic technology encouraged?

CONNECTIVITY: how does the exhibition spaces encourage connectivity?
SITE DEVELOPMENT
When choosing a site for the Modern Technology Park, I focused on three cities within the United States that established themselves as tech meccas. I analyzed accessibility, current economic state, tourism rates, upcoming prospects within the city, local technology representation, and impact value that it would bring into the city. Accessibility was based upon proximity to an international airports and vehicular and pedestrian circulation. Economic state was based upon unemployment rates and GDP stats. Tourism rates were calculated from state websites. Upcoming prospects were speculated based upon the city’s capacity to house new building and entertainment typologies. Technology representation was based upon proximity to local tech companies, tech parks, and tech colleges and universities. Finally, impact value was based upon speculation if the Modern Technology Park would bring a new feature to the city.

**ANALYZED PROPERTIES**

**ACCESSIBLE EASE**
how well does the circulation support a node of entertainment?

**TOURISM RATES**
does the city provide a substantial amount of tourism income to support tourist traffic?

**REPRESENTED TECHNOLOGY**
is there a foundation of technology already represented in the city?

**ECONOMIC PROSPERITY**
does the local economy provide enough support to open a new technology park?

**UPCOMING PROSPECTS**
does the city provide new opportunities to draw attention to a new tech park?

**IMPACT VALUE**
will the new tech park bring a new node of entertainment and research to the city?
When choosing a site for the Modern Technology Park, I focused on three cities within the United States that established themselves as tech mecca’s. I analyzed accessibility, current economic state, tourism rates, upcoming prospects within the city, local technology representation, and impact value that it would bring into the city. Accessibility was based upon proximity to an international airports and vehicular and pedestrian circulation. Economic state was based upon unemployment rates and GDP stats. Tourism rates were calculated from state websites. Upcoming prospects were speculated based upon the city's capacity to house new building and entertainment typologies. Technology representation was based upon proximity to local tech companies, tech parks, and tech colleges and universities. Finally, impact value was based upon speculation if the Modern Technology Park would bring a new feature to the city.

3.0 SITE SELECTION

ACCESSIBLE EASE
how well does the circulation support a node of entertainment?

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does the city provide a substantial amount of tourism income to support tourist traffic?

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IMPACT VALUE
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ECONOMIC PROSPERITY
does the local economy provide enough support to open a new technology park?

UPCOMING PROSPECTS
does the city provide new opportunities to draw attention to a new tech park?

ANALYZED PROPERTIES

18
ADVANTAGES:
New York City is known as an up and coming tech mecca to pair with the title of media capitol of the USA. Brooklyn, alone, houses the Brooklyn Tech Triangle which incorporates clusters of tech companies and start ups employing staff to enjoy the live/work lifestyle that it promotes. Time Square nestled in the heart of Manhattan is known for the giant digital billboards which promote technological advances for advertisement.

DISADVANTAGES:
Since New York City has a wide array of technology companies and technology start up exhibits, the impact of placing the Modern Technology Park would be very low, thus not capturing the magnitude of the impacts technology has on its consumers.
SILICON VALLEY, CALIFORNIA

ADVANTAGES:
Silicon Valley is the United States' leading hub for a technology home base. It is the home to biggest US based tech companies including Google, Apple, and Facebook. Among the technology represented within the city, it is highly immersed with independent technology museums which feature exhibits from those large companies. Silicon Valley is also close to an international airport.

DISADVANTAGES:
Due to Silicon Valley being primarily a corporate city, the tourism rates fall below those of New York and Atlanta. Placing the Modern Technology Park here would create less of an impact due to the already tech-populated companies and exhibits.
ATLANTA, GEORGIA

ADVANTAGES:
Atlanta is a well-versed international transit hub accompanied by multiple Fortune 500 and Fortune 1000 companies all located within the heart of Atlanta. Atlanta represents its historic foundation, commenced influence, and its imminent potential. Centennial Olympic park, originating from an urban space created to celebrate the 1996 Olympics, has now grown into a center for community and economic growth in Atlanta. The Coca Cola Company, The Mercedes-Benz Stadium, Phillips Arena, The CNN Center, The Georgia Aquarium, and The Georgia World Congress Center are among some the residents of surrounding Centennial Olympic Park. You can also find Georgia’s leading technical college less than a quarter mile north of the park.

DISADVANTAGES:
Atlanta has a very spread out urban community which may pose difficulties when trying to create a node of impact to the consumers. This also accounts for its lower tourism rates which all accumulate near the heart of Atlanta.
By integrating a Modern Technology Park into the fabric of the heart of Atlanta’s community, it celebrates the leaps and bounds Atlanta has taken in order to build an up and coming tech mecca. It ties community back to basic technological advances that impact the surrounding city. It provides the opportunity to weave all ages into the push technology makes on society by introducing new modern technology before it becomes available. It streamlines the idea of modern day advances to a more personal approach that can be incorporated into daily lives. It reinforces that technological advances that come out of the leading technical colleges and it represents Atlanta in a new light. The presence of technology paired with the existing urban space will carve out a new pillar in Atlanta’s community while reinforcing the metropolitan force Atlanta leads with.

The site chosen offers many opportunities for visual connections, high traffic circulation, natural boundaries, and giveback spots. Overlaying these properties with the different consumer nodes surrounding the site, I was able to pit out different patterns that correspond with the desired features.
The site chosen manifests itself in proximity to a diverse consumer pool while also offering several marketing strategy points for considering itself a destination or node of technology. These nodes consist of residential areas, commercial areas, entertainment areas, educational areas, as well as circulation hotspots and visual connections from both pedestrians and vehicles. The site offers access to a large pool of consumers including those who would use technology personally and professionally. By having this reach of consumer types, it provides a greater opportunity to connect the public together creating a node within itself.
The site chosen manifests itself in proximity to a diverse consumer pool while also offering several marketing strategy points for considering itself a destination or node of technology. These nodes consist of residential areas, commercial areas, entertainment areas, educational areas, as well as circulation hotspots and visual connections from both pedestrians and vehicles. The site offers access a large pool of consumers including those who would use technology personally and professionally. By having this reach of consumer types, it provides a greater opportunity to connect the public together creating a node within itself.

FEATURES + CONTEXTUAL INFLUENCES

- GEORGIA TECH UNIVERSITY
- CENTENNIAL OLYMPIC PARK
- COCA COLA COMPANY
- WORLD CONGRESS CENTER
- BOBBY DODD STADIUM
- CNN CENTER
- WORLD OF COKE
- 1-75 ACCESS
- STATE FARM ARENA
- COLLEGE FOOTBALL HALL OF FAME
- GEORGIA AQUARIUM
- MARTA BUS + TRAIN STOPS
The site, as is, hosts parking lots for the local entertainment venues. The site neighbors Ivan Allen Blvd to the south, rail lines to the east, North Ave to the North, and North Side Dr. to the West.

The site is surrounded by commercial, institutional, entertainment, and residential nodes. Together, all of these nodes contribute to the use of technology. By merging the Modern Technology park into the middle of these nodes, it provides equal access to all consumer types.

The topography is quite diverse as the elevation changes approximately 45 feet in two directions. The site meets the street at the southern left corner and rises approx. 45' to the right along Ivan Allen Blvd. It also increases toward the most north right corner of the site.

VEHICULAR CIRCULATION PEDESTRIAN CIRCULATION ZONING

The vehicular circulation is most prominent on the west side of the site. North Side Drive boasts traffic from the local entertainment venues. There is also very easy access to the closest Interstate.

The pedestrian circulation is mostly centered around the Georgia Tech University and Centennial Olympic park. By incorporating stand alone entertainment into the program on the site, it will engage the public pedestrians expanding the existing conditions.

As is, the zoning for the site is split into three different types of occupation. Although the program for the site doesn’t comply with the existing zoning, the regulations for the assembly type spaces that are being proposed require much less restrictions than what is already existing.
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The visual representation of the models capture an atom which carry an electron, the source of all electronic technology. The site plan captures the essence of the atom in its physical form as a simultaneous particle and wave. The guests act as the electron circling the center of the atom. The campus acts as the home base for the atom.

The nodes of the site become a moving piece of the atom. Electrons are used as a metaphor for people moving around as spontaneous electrons circling the nucleus.

The randomness of movement creates an ordered exploration of technology. The Modern Technology Park facilities hold the code of information as atoms hold information.
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The randomness of movement creates an ordered exploration of technology. The Modern Technology Park facilities hold the code of information as atoms hold information.

**NUCLEUS:**
- protons + neutrons

**Electrons**

**CONCEPT PROCESS**

**CIRCULATION**
4.1 PROGRAM ANALYSIS

**ANALYSIS LABS**

The analysis labs provide research labs that are available to tech companies in order to observe and study the effects that technology has on human behavior. The analysis labs provide an open work space to the public which act as an observation room that the renting companies can use to observe the public.

**START UP COMMERCE**

The retail spaces will be available to local and global start up tech companies in order to provide their innovative technology inventions to the public. Paired with the research studios, the tech companies also have the opportunity to conduct research on their products in order to minimize impacts that they make on human behavior.
4.1 PROGRAM ANALYSIS

GROUND FLOOR

1” = 350’

SECOND FLOOR

1” = 350’

Audio + Visual Studios

Start up Commerce

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Audio + Visual Studios

Analysis Labs

The analysis labs provide research labs that are available to tech companies in order to observe and study the effects that technology has on human behavior. The analysis labs provide an open work space to the public which act as an observation room that the renting companies can use to observe the public.

Digital Studios

The digital studios represent the application of how electronic technology can be used in today’s world. The studios include fourimax theaters which will present the most up to date technology used in film and entertainment. They also house audio and visual studios which will be rent-able facilities that are available to the upcoming tech companies as well as the growing entertainment companies housed in Georgia.

Tech Exhibition

The tech exhibition provides an up to date reservoir of the most modern technology used in today’s world. The design provides the opportunity for guests to learn about the different types of electronic technology before being immersed into the different areas that technology reaches.
05 CONCLUSIONS
5.0 CONCLUSIONS

CONNECTIVITY THROUGH TECHNOLOGY

Ultimately, as technology begins to filter into all aspects of our lives, it can create a divide in human connection and the natural networks that humans create. By providing a shared space where people of any background can come to engage with this unavoidable phenomenon, it simultaneously carves out a space for human connection and networking by creating a common bond. The purpose of the covered tech walk that winds in-between these pillars that highlight technologies impacts is to create a space that allows the guests to reflect on the reality of what's to come and to see technologies full potential all while realizing that human lives play a key role in the digital transition.
The purpose of the four different program typologies residing on a single campus was to show the different aspects of human life that technology penetrates into. Ultimately, the underlying commonality is digital technology. However, the Analysis Labs and Tech Exhibit hold more responsibility on teaching the guests about the powerful impacts that technology can create in minute amounts of time which ultimately effect human life going forward. While on the Modern Technology Campus, technology is celebrated for its expansive reaches forward, it is also used to teach and reduce the severe impacts that could hinder human life as we know it. The intent is that by studying these impacts, they can possibly be reversed into something more useful for human lives.
EXPOSURE TO NEW TECHNOLOGIES

While celebrating and analyzing technology is imperative in order to maintain the reigns of its expansive grasps on human life, it’s also important to not only create connectivity through technology but to expand the reach of technology into hands that would otherwise not have access to it. Technology’s benefits grow far and wide and providing access to its very basic benefits create equal opportunity for learning the phenomenon that has swept human life. The intent was to provide a shared space that would be available to the public which would allow those who may not have access to engage with the technology and thus, learning more about the shared impacts it can have.
The modern adaptations of technology have shifted the pendulum of human life. Its positive strides and challenges have evolved human behavior with new social, spatial and cultural genesis today. The modern human life today is monitored, interacted with, and immediately immersed into new age technology the second life starts. This shift in behavioral acceptance can distinctively be recognized when compared to life fifty years ago. A frequent awareness and understanding of such rapid technological shifts necessitate a place where people become more aware and be educated on the innovative strides that research and progressive technology offers in order to anticipate and improve everyday life.

My thesis investigations aim at designing a Modern Technology Exhibition and Research Center and a Park highlighting the attributes of technology—a reservoir of the most up to date documentation and exhibition of modern technology innovations allowing the public to make more educated decisions on the impacts of modern technology in their daily lives.

**RESEARCH CONTEXT**

My research will highlight the importance of paying attention to new age technology. It is important to be able to make educated decisions as a consumer of technology. The project will be addressing the consequences of modern technology and showcasing the range of influences they make in our daily lives and how they penetrate into our society from various directions. The purpose of the exhibition center is to bring consumers of all types together over the power of modern technology and discover how easily it can create a ripple effect through human life. The exhibition center will be an epicenter for education on modern technology: how to use it, how it uses us as a society, how it alters human behavior, how it can impact generations, how it changes how we use the world and its resources, how we interact as humans, and a plethora of information on its significance to human life. Modern technology is forefront of modern innovation and has the effortless ability to surpass human intervention without being noticed. There is significance in providing the public with up-to-date information and accessibility to the newest technologies and inventions in order to make educated decisions on the implications and influences technology has on our society. By making this information public, it provides an equal opportunity for the public to decide how they want their life to be impacted by modern technology. Modern technology has filtered the way we function as a society. It single handedly has flooded the medical and health field and created new ways of survival. In today’s time, it is impossible to walk into a hospital without encountering medical equipment powered by modern technology. Aside from that, modern technology has shaped the way we research and develop with the ease of knowledge at our fingertips. It has shaped the way we communicate without the need for human interaction. It has altered the way we perform and conduct ourselves as humans as well as our behavior within our society. It has changed the face of commerce and the way our nation handles economic issues. Modern technology has become responsible for the health of our world and how it functions with ease.

**EXPOSURE TO NEW TECHNOLOGIES**

While celebrating and analyzing technology is imperative in order to maintain the reigns of its expansive grasps on human... those who may not have access to engage with the technology and thus, learning more about the shared impacts it can have.
6.0 REFERENCED IMAGES & TEXT


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