

Mind21

Space by the Hour

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The building emerges on a waste land in Easter London, where tall office buildings meet the workers' neighbourhood Shoreditch. Taking up the direction of the two main streets, it creates a connection.

To rent constant (work-) space is expensive, even more so if you might as well work at home using the internet. So why not rent space only for special purposes? For getting to know each other, working intensely, meeting clients in an adequate atmosphere etc.

The concept is twofold: Virtually, it offers connected internet platforms while physically creating short-time-rent spaces in the building. The rooms are all optimised for only one special purpose; everybody gets the perfect space that fits his or her demands - not a more-or-less fitting multifunctional room.

The building consists of one continuous strand that loops up and down in circles, reaching every corner. It ends just next to where it started. This offers the possibility to walk all through the building like it was one huge ever-changing exhibition.

Huge two-sided (transparent) touch sensitive OLED (Organic light-emitting diode) displays cross the roofed inner courtyard. These act as multimedia event spaces, also rentable for presentations, work with real-sized plans, musicals etc. Being bridges, they also offer the possibility to shortcut the journey through the building; customised trails are suggested to the user according to his or her interests.

The floor of the courtyard is modelled at some places, forming depressions that invite to sit or lay down to observe the happenings on the OLED display bridges.

The building is in perpetual change – 24 hours a day: Ever changing users enliven the inside and design the multimedia facade by placing their ads.