

UIX:

URBAN IMPRESSIONS EXCHANGE

The shape of the **UIX** is initially built-up by extruding the entire site vertically to the maximum allowed height. The volume is then reduced in various ways, in order to meet the limitations: it sets back from the protected areas, the spots occupied by trees are being cut out, the roof slopes down to the river banks etc. This way the simple volume gains complexity.

UIX consists of:

Skin includes the entire surface of the walls and the roof, both inside and outside, and works as the machine of representation. The Skin translates outside the collective statement of the Silicon Valley people, while its inner surface displays images of the outer world. It is the instrument of collective self-awareness, the physical mirror of the virtual reality and the virtual mirror of the physical world.

The outside surface of the skin is a fluid bas-relief, composed of the metal rods, resembling the monocrystalline silicon bars. They move back and forth and the light and shadows on them perform as strokes, building up the pointillist picture – or as pixels, building up the digital image.

Their movement is electronically controlled. From the array of unmoderated data the algorithm selects the most frequent tags, related to the Valley, and builds up the complex picture based on the hierarchy of components. Be it joy or grief, pleasure or indignation, the UIX skin will reflect the key emotion shared by the people and represent it through the image(s) related to it in their posts and comments.

The entire internal surface of the Skin is a media-wall. The content displayed on it may vary from entertainment to online meetings. The inside of the skin is closely connected with the usage of the inner space, which is, in turn, changeable.

Room – the internal space within the Skin. It includes some enclosed premises, like bathrooms, but otherwise is undivided, fluid and multi-functional. It very much a Fun Palace but isn't limited to it. It hosts the space for any kind of interaction, including business and political. Through the media inner surface of the Skin, wrapping around it, the Room may become instantly connected to any other location on Earth or in the outer Space.

Nature approaches the UIX and penetrates into it and through it. The threshold between the Room and the Nature is intentionally fuzzy. The nature park area is embraced by the two wings of UIX, built over the edges of the site, and this lacuna in the middle gives the whole structure another dimension.