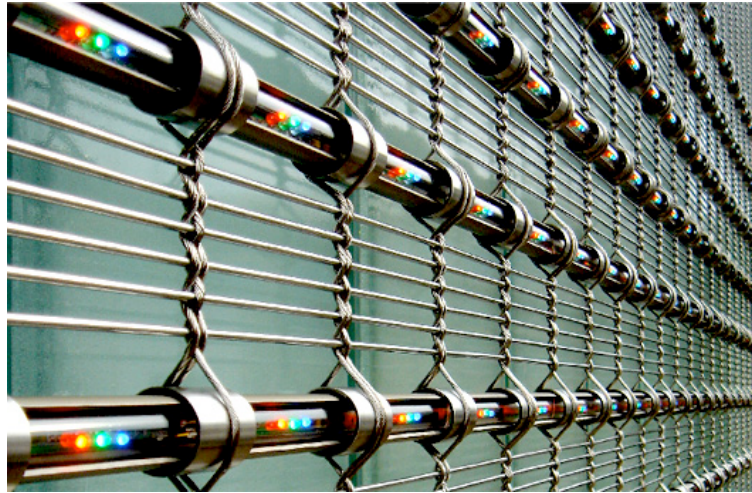


## INTERMODE

Studio Announcement | A552 2G1/3G4 Perimeter Projects | Fall 2008 | Malcolm McCullough



- goal:** This studio offers a long view of public space amid technological change. The word “intermodal” normally applies to transit, but may also describe the experience of multi-tasking, or the connections of physical and digital infrastructures. As energy becomes scarce and information becomes ubiquitous, cultural change runs deeper than a new look, or new gear. Between public and private, space and grid, environment and technology, appearance and experience, many relations now shift. Experientially, they do so continuously. The word “intermode” expresses that.
- project:** The main project is a transit station and museum welcome installation for The Henry Ford and west Dearborn. Through the cooperation of a city agency, local design professionals, and a major cultural institution this project provides rich *mise-en-scene*.
- history:** Times of deep change are when historical and futurist perspectives matter most. This studio asks to expand as much as possible the timeframe of which you consider yourself a part.
- theory:** As cultural communications become mobile, socially networked, tangibly embedded, location-searchable, and in ubiquitous glut, older, earlier more broadcast-centric notions of media theory (as well as disembodied cyberspace) give way to a sense of physically ambient information.
- technology:** This studio emphasizes crossovers among information, environmental, and industrial technologies. Multiple visits to The Henry Ford provide a unique opportunity to enrich your sense of the social history of technology.
- critique:** The topic contrasts three villages of the imagination. 1: Some culturally sanitized colonial village still prevails in American mythology. Greenfield Village provides a hyperreal case of this nostalgia. 2: The transit village explains some past and future of suburbia, as well as best current practices in urban design. 3: The global village of the media, now more facebook than television, splinters into countless ad-hoc social navigations. Which of these three villages most truly offers an experience of public space? How do they interweave? Is public experience now constantly Intermode?