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ПИРАМИДА
PYRAMIDEN
superCloud
team 2192

We are confronted with a complex, somewhat absurd moment in our cultural ideology in which the question of preservation has entered every construction. As we began to preserve objects of less sacred value and more symbolic value as placeholders for memory—factories, concentration camps, military reserves, amusement parks—any arbitrary line drawn through a city is susceptible to preservation as a prospective archaeological deposit. In some sense, our collective obsession with preservation has surpassed construction.

Our hypothesis is that destruction, adaptation, and preservation are symbiotic subsystems. superCloud proposes the construction of a data center, infrastructure for server farms that handle internet traffic, that archives the memory of Pyramiden and then imposes this new programmatic order on the site. The physical preservation of Pyramiden's existing structures as museum objects becomes problematic in that it distorts the object's meaning; it becomes associated with its condition as a preserved object. Pyramiden as a tourist destination loses its integrity as a historical coal mining community. Thus, the current state of Pyramiden will be catalogued and documented faithful to its original context and then metaphorically altered with the supersedence of modernistic function. Digital archives, rather than the maintenance of pristine, untouched structures hold its memories and become responsible for narrating the story of its place. Once the association to an object through memory evoked by photo, memoir, video, drawing is established, the autocratic preservation of the original object becomes irrelevant.

superCloud's data server towers embrace technology as an evolutionary event indissoluble from culture. The delineating characteristic of enduring sites is not faithfulness to original use but instead the heuristic redefinition of spaces in the wake of new circumstances as part of an incremental, functional evolution. Server farms become the equivalent of a 21st century coal mine, a new type of company town that allows Pyramiden to move beyond its previous image. The site becomes the most crucial data hub of the future technosphere, the physical manifestation of infrastructure servicing a superCloud that enables further technological development. Memories of Pyramiden's previous function are preserved in massive digital archives on site. Environmental data collection centers along the bottom edge and various remote sites input data into the servers to be analyzed. It becomes virtually but not physically repopulated. Arctic temperatures provide natural cooling for the servers, conserving their typically voracious consumption of electricity. superCloud establishes a feedback loop in which the servers are naturally cooled by the environment, and the heat produced by the operation of the facilities is harnessed to heat supporting facilities on site. Technology companies are then incentivized to purchase server space and invest in renewable energy development that lower the electricity costs of operation. This programmatic re-appropriation of site enables a symbiotic relationship between old and new, memory and innovation; superCloud embraces an ideology of adaptation as a form of preservation. superCloud is an archival deposit for the memory and temporal processes of Pyramiden.