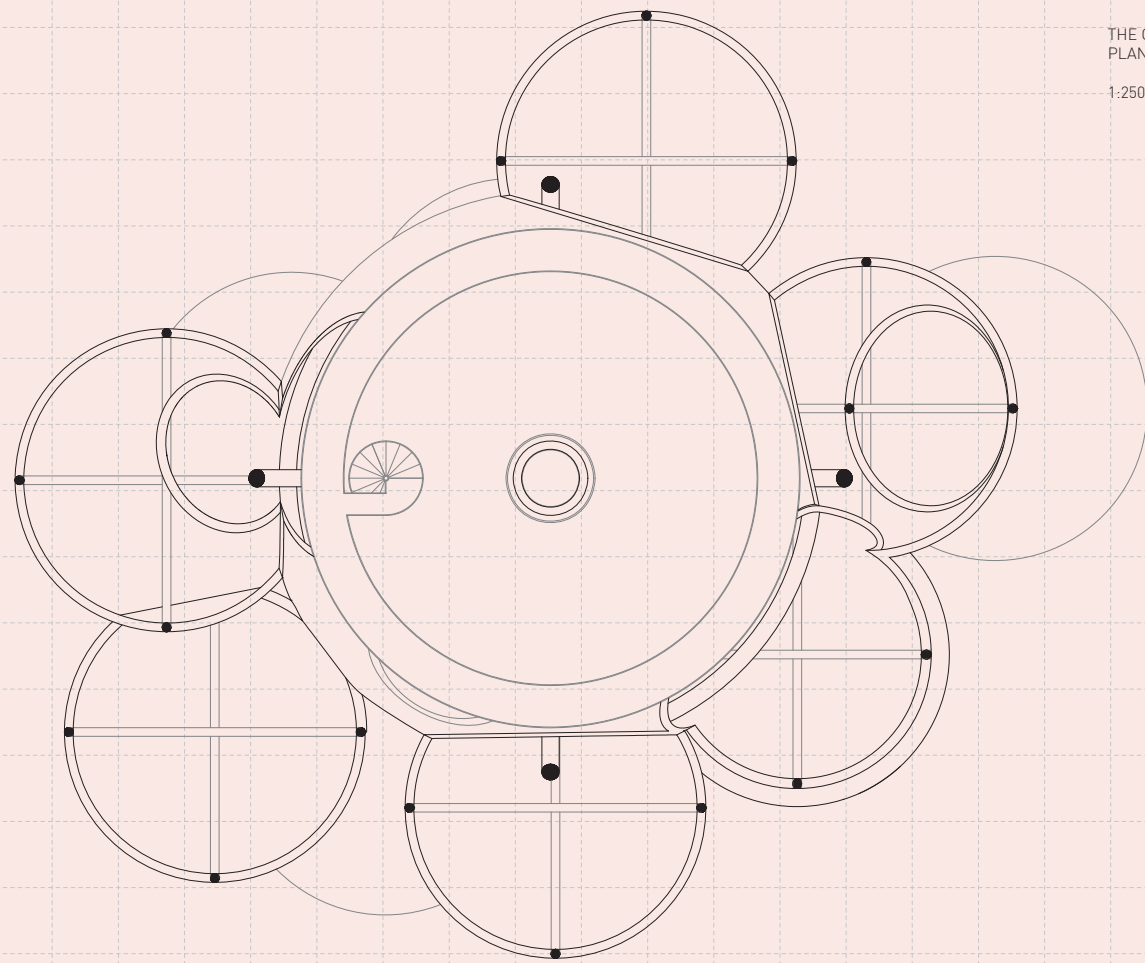




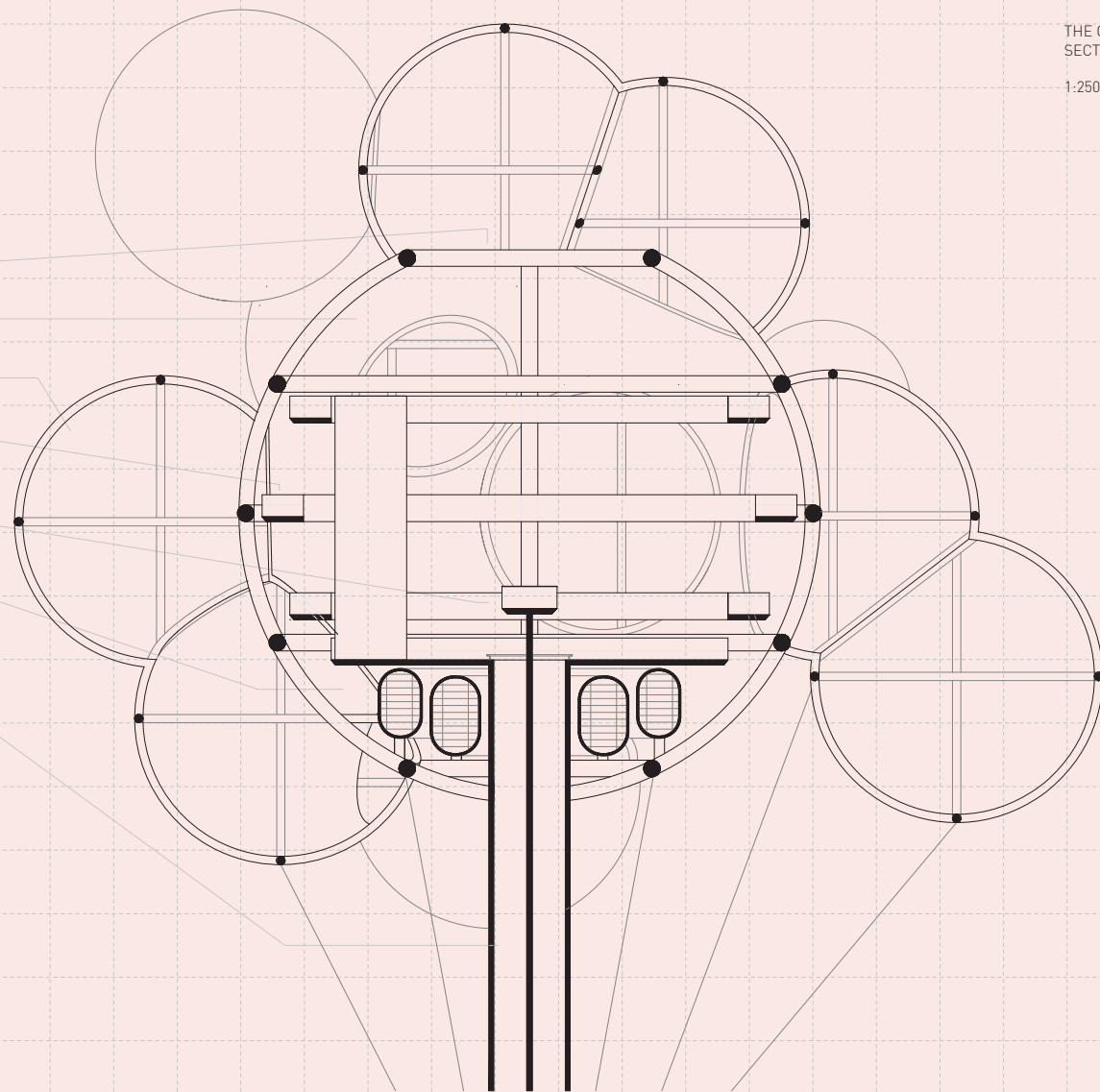
THE CLOUD  
PLAN  
1:250



THE CLOUD  
SECTION  
1:250

**elements**

- OCULUS (fitted with voice recognition system)
- CHAMBER OF DELETION
- ECHO-CLUSTERS
- SPEAK-OUT PLATFORMS
- HYDRAULIC (arrival) PLATFORM
- SERVER FARM
- TOWER OF POSSIBILITIES (interior entirely fitted with LED screens projecting one's online presence) - moment of deletion choice



**The Cloud - regain your private life**

With the advent of mass information and the fading notion of physical storage, the contemporary human finds itself storing its life online into various clouds.

The unanticipated consequences of high-technologies are illustrated in popular culture through various media ; such as the television series "Black Mirror" and "Mr. Robot" , all accompanied by the following motion pictures: "Her", "the Circle", et al.

These show us that social media platforms and clouds, in turn, consumed our most precious element: **our privacy**.

In order to explore a re-attachment to ones privacy, we ask ourselves: what if the cloud became a space of deletion rather than one of storage?

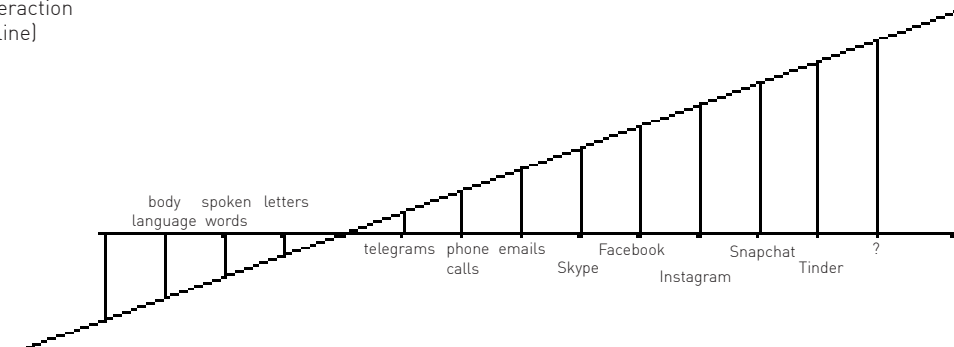
By introducing a paradox, we imagine that through speaking and sharing the wishes of deletion, one enters this space of negotiation to regain privacy; to delete ones online life.

Physical communication is used as a means for privacy.

*So, welcome to the cloud, what would you like to delete today?*

**SOCIETY TODAY:**

Hyper-intensity of interaction (contemporary timeline)



**OUR GOAL:**

Regained sensitivity to privacy (speculative projection)

