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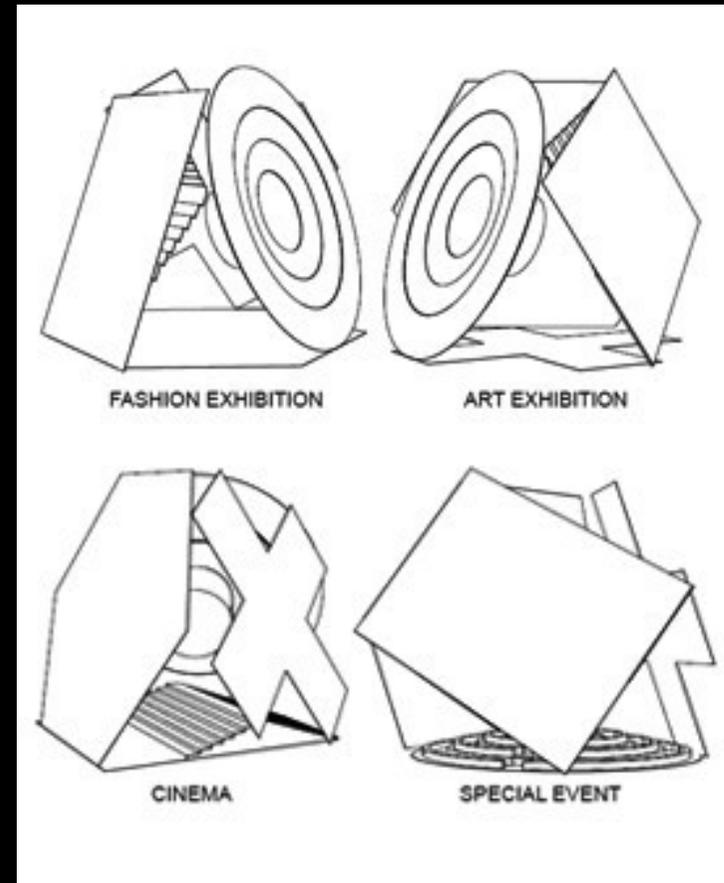
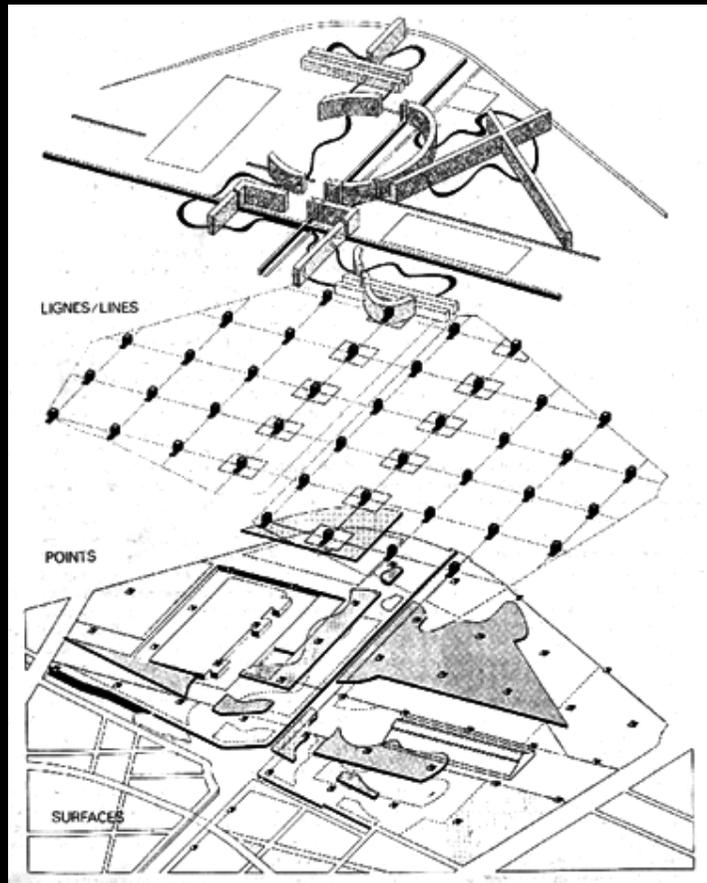
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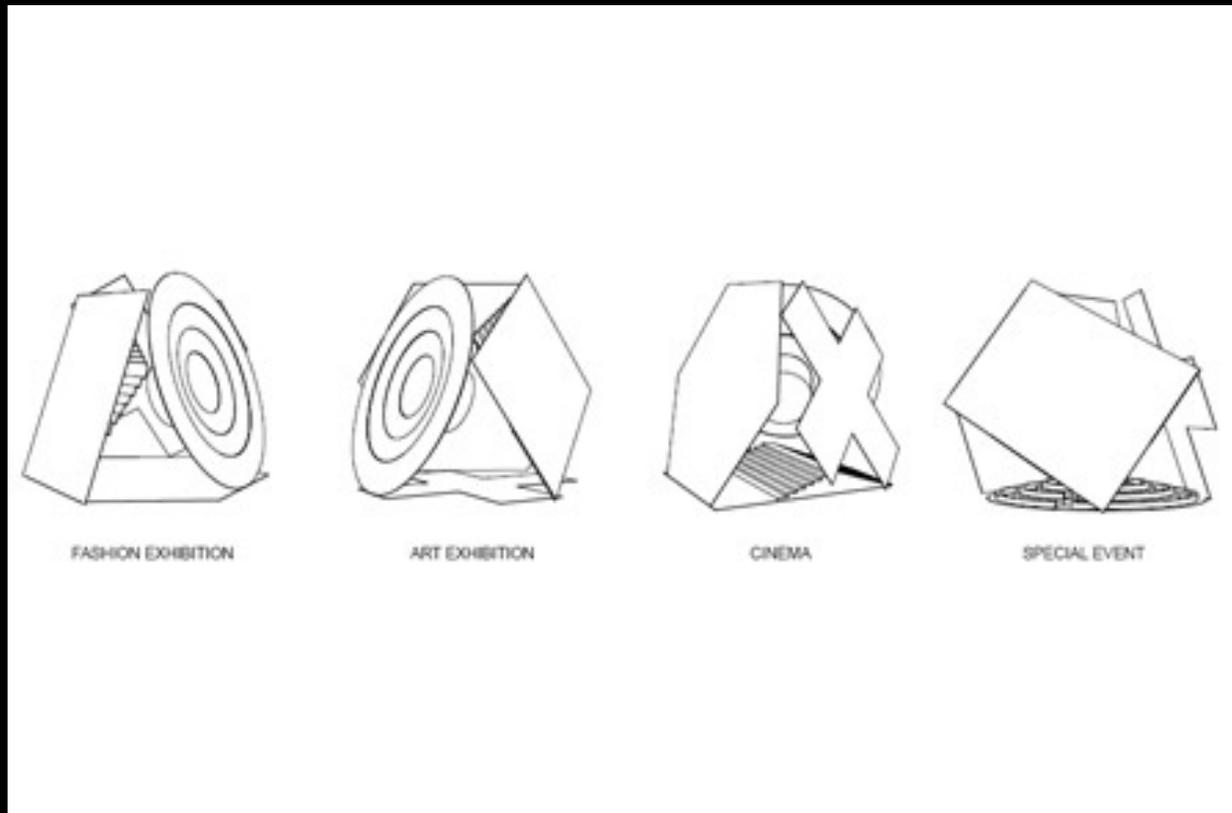
Architectural Program and Digitality  
**“ INDEX ARCHITECTURE ”**



This book was not about "INDEX".  
(luckily ?)

# TSCHUMI VS. KOOLHAAS





*Prada Transformer (2009, Seoul)*



How to integrate these kind of "open" programmability into digitality (or vice versa) ?

How infrastructure from index.ability/ indexicality would be included in the program ?

**ANALYSIS IS OVER  
NOW EXPERIMENT TIME**

I INTRODUCE YOU  
AN IMPURITY

*foursquare*





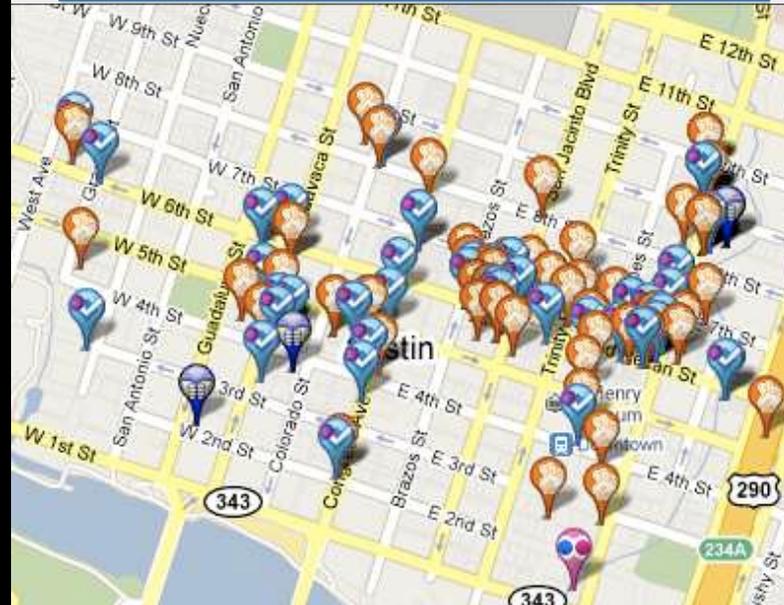
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## 2010: OUR YEAR OF 3400% GROWTH

### GLOBAL CHECK-INS



#### TOTAL CHECK-INS

**381,576,305**

IN EVERY SINGLE COUNTRY  
LAST COUNTRY TO CHECK IN: N. KOREA

#### BIGGEST EVENT

**RALLY TO RESTORE SANITY**

30,525 CHECK-INS  
10/30/10 – WASHINGTON, DC

#### CHECK-INS FROM SPACE

**1** 

FROM THE INTERNATIONAL SPACE STATION  
OCTOBER 22, 2010

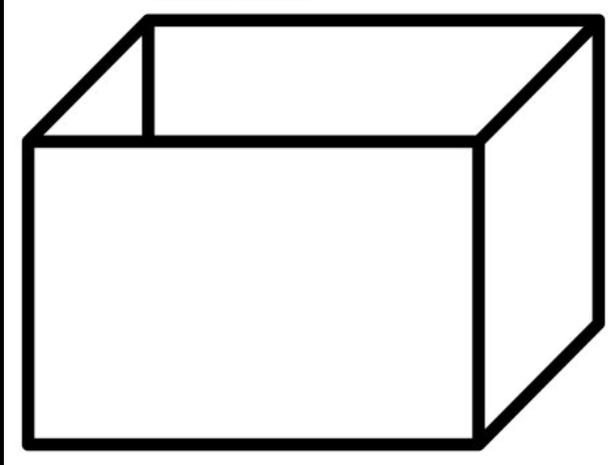
### CHECK-INS BY CATEGORY THROUGHOUT THE DAY



# CONTENT **VS.** INDEX

**INDEX.ABILITY**  
**by Digital (GPS+3G+WiFi) Infrastructure**

**BUT,  
NO INTIMATE RELATION  
BETWEEN  
ARCHITECTURAL PROGRAM & INDEX**



MY FEAR

# DOPING

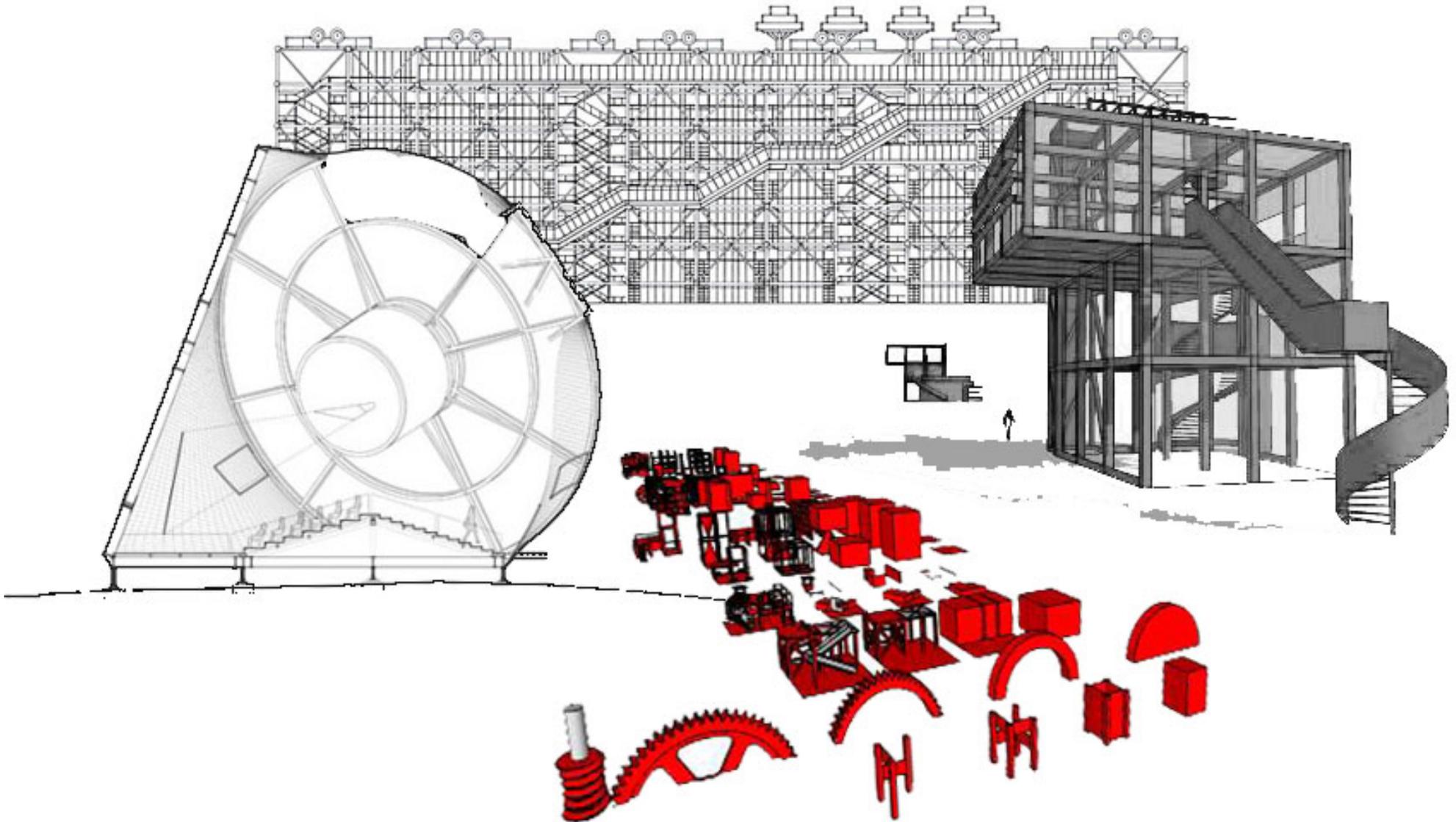
play Foursquare

around

Parc de la Villette (Tschumi), Prada Transformer (Koolhaas) and Centre Pompidou

**PROGRAM VS. INDEX**

*CHECK-IN \* HAVE FUN*



# “ INDEX ARCHITECTURE ” from Program toward **Index**

Virtualizing the Index again for “any” program.

THIS WAS RATHER "MEDIA FAÇADE" I MEANT,  
WHICH IS NOT REALLY "FAÇADE"

" digital media infrastructure based architecture "  
and to deal with programmability, accessibility toward it.