

Part of project for competition on a site south of Køge Harbor. Uid/ Henrik Valeur, Uwe Wütherich, Ivan Ikhlef and Victor Tenez Ybern, Barcelona, 1998.

One of the volumes proposed for the Schizoscape is a detached mega hybrid composed of a folded Programme Surface between an Advertising Block and a Public Service Screen.



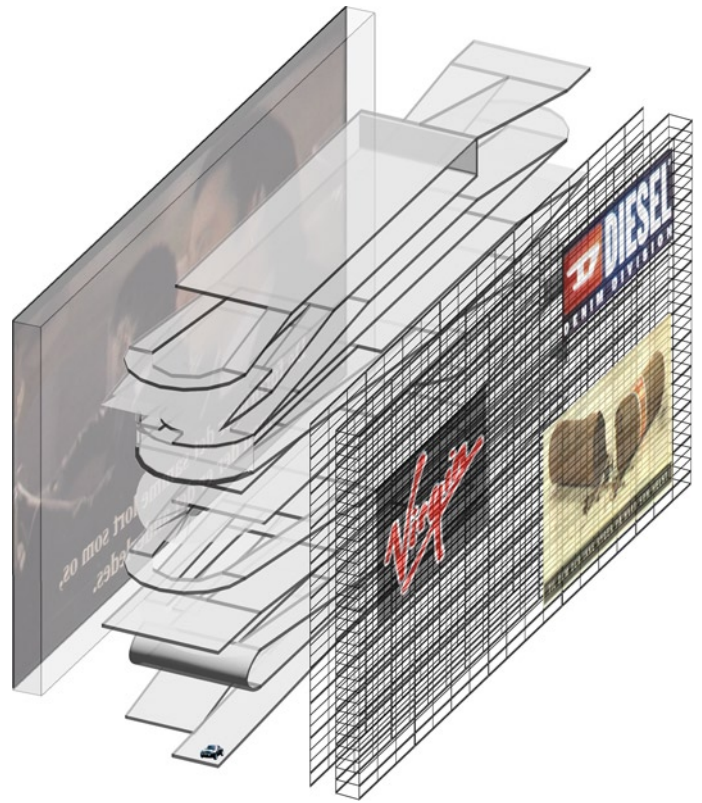
The 405" Screen could be used for open air projections of breaking news, film, sport events, satellite conferences and weather reports.



The Block is a 2.5 metres deep grid structure providing a vertical parking system financed by the advertisements on the exterior facade, and operated by a machine loading and unloading cars on every level of the building, thus making it possible to leave a car at one location and to pick it up at another.



The contemporary consumer does not keep a shopping list, but rather makes spontaneous choices based on what momentarily catches his or her attention. And consumer goods are not necessarily commodities in the traditional sense.



Light installations on the folded surface for easy replaceable programmes focus on body care, education, socialisation, shopping and entertainment would attract would be consumers and random bypassers. Ramps, escalators, elevators, sidewalks and streets would make the Blender accessible to all kinds of traffic. And the multitude of offers they would be exposed to on their way would stimulate an interrelated commercial and social dynamic.

