



New York heavily displays marketing ventures and widespread consumerism that is associated with the city. Fast-paced lifestyles, a high populous and efficiency call for vertical ventures that challenge the urban fabric of the city. With existing skyscrapers, the city becomes an organised chaos, as ground plane activities become problematic in higher vertical dimensions. However, as people reach higher heights, more prospect could potentially implicate a sense of refuge, which others may perceive as a false sense of security.

Being a broadcasting corporation's headquarters, the building explores issues of interference, filtering and transparency in the American media. With a friction between wishes to appear objective in its delivery of information and the subjective nature of representation, communication becomes central to the building's program. Through its skin the building becomes an expression of choices that are made by corporations to conceal or reveal parts of information (i.e. its structure), just as images and text are overlaid onto the cladding to reflect acts of selective manipulation. All-in-all, the building's outlandish and domineering character upon the existing cityscape present ideas on the media as being more overtly powerful than commonly imagined, an empire in its own that exerts its own particular sense of control.

BLOCK REFERENCE: G5

BROADCASTING HEADQUARTERS NEW YORK CITY TIFFANY LIEW | SID 310198135

