GHOST HOTEL

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The home, once a private space, now serves as a site of representation and consumerist consumption in the digital age. The thesis investigates the current public sphere surrounding home sharing - a development in the commodification of the home.

The thesis explores a housing typology in New York City - where impermanence and tourism have contributed to hyper-generic conditions of commodified spaces dictated and influenced by media, trends, and ideals. The project narrative presents the uncanny and generic qualities of the home through the rendered image. The satirical images reveal the difference between the illusion and reality of housing imagery we interact with daily - questioning its authenticity in the built environment.
Guy Debord - Society of Spectacle

"The whole life of those societies in which modern conditions of production prevail presents itself as an immense accumulation of spectacles. All that once was directly lived has become mere representation."

Debord characterizes modern-day spectacle as a trance-like state defining a larger social body of living as we passively consume representation. In contemporary society, we can equate this to the circulation of misinformation evident in the media. In relation to home sharing platforms such as Airbnb, Vrbo, co-living companies etc. The thesis is interested in housing imagery and the false illusion behind the imagery of the home. Providing discourse on a wider phenomenon of homogenized spaces as they become spaces of nowhere and removed from the local vernacular and built environment.
David A. Bank’s details a fictional world where an architect in the future is subscribed to various subscription platforms such as (uber, airbnb, amazon, spotify and etc.) Ultimately warning readers of a world where invisible software platforms have led to a city’s vernacular and local culture jeopardized or completely removed from the built environment. Acknowledging my role in the consumption of various subscription software platforms, this passage led in questioning the current state of the built environment and how generic and homogenizing these spaces prompt one’s orientation in the city.
The authors of the report and mappings attached in Fig 7-10 are provided by the research group UPGO (The Urban Politics and Governance research group at McGill University). The selected mappings showcase a comprehensive analysis of Airbnb activity within New York City and its surrounding region. The report analyzes the large-scale implications of short-term rentals and their contribution to local housing communities. Key findings within the report reveal who is profiting from Airbnb listings and which communities are disproportionately affected. Secondly, how much housing has Airbnb removed from the housing market in New York, and Airbnb's role in gentrification. The report - commissioned by the Hotel Trades Council, AFL-CIO, and co-sponsored by various New York City housing and tenant advocacy organizations such as New York Communities For Change, Housing Conservation Coordinators, Goddard Riverside Law Project, St. Nicks Alliance, Cooper Square Committee, Mobilization for Justice, West Side Neighborhood Association and the Hell's Kitchen Neighborhood Association. Ghost Hotel are entire units or buildings whose individual bedrooms have been listed individually on Airbnb. There are various reasons a host might choose to list their units this way, converting apartments into ghost hotels would be a convenient way for a host to avoid regulatory scrutiny.
Data-moshing - a process of corrupting, removing or replacing I-frames, causing P-frames to be applied to the wrong picture. This experimentation with pixel corruption acted as a visual medium for the thesis in exposing our complicity with the ubiquitous nature of software interfaces and our social relationship with various software platforms.
Site Location: Bedford-Stuyvesant, Brooklyn, NY
"If modern eyes are lit up like shop windows, so too are the windows of modern architecture. The picture window works two ways: it turns the outside world into an image to be consumed by those inside the house, but it also displays the image of the interior to that outside world." Beatriz Colomina - Privacy and Publicity.
Componibili storage system designed by Anna Castelli Ferrieri and produced by Kartell (1967). A symbol of modernity and industrialization - plastic objects reflected design trends of the early 1960s.
Rendering
“The IKEA Stage”
Rendering
"Developer Grade Bathroom"
Rendering
"Scales of Maintenance"
Colomina, Beatriz. Privacy and Publicity, nd.


Film


“Black Mirror (Nose Dive),” 2016.