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*Digi-MART: An interactive 'SUPER'market that enhances the social and technological conditions in Ivory Park*

### **ABSTRACT**

Computer technology has advanced to the point where it has invaded our lives and become embedded in our environment. The problem with this is that not everyone has it, can use it, understands it or finds value in it. This requires an innovative solution that couples technology use in a communal and public space that provides both free access to technology and technology that is meaningful. Interactive architecture suggest new modes of interacting and interfacing between users and their environments offering the potential for richer and more intuitive dialogues between users, each other and our wider environments. Harnessed in a sustainable platform like a supermarket, it can become a manageable grassroots solution that serves the civic, cultural and social needs of a community. If developed in line with the goals of facilitating public information exchange and discourse in the built environment the application of interactive environments to its context seems well suited to contribute towards encouraging active user participation, social interaction and personal empowerment.

### **KEYWORDS**

Information Technology

Pervasive Computing

Interactive Architecture

Media

Supermarket

Grocery Store

Public Architecture

Ivory Park