

**Project Title:**

“*Show Me Some Skin*: Showcasing IIT’s Ever-Changing Identity Through an Ever-Changing Outer Skin.”

**Project Description:**

Nothing about IIT’s IPRO program is stationary. Every semester IPRO teams shrink or enlarge, integrate or disband, advertise, and incorporate outside establishments. Since IPRO initiatives are always changing in size and focus – as well as always advertising themselves – the proposed Innovation Center is intended to visually and functionally reinforce these qualities. This is achieved by creating a large-scale, unitized advertising platform which can be rearranged every semester to accommodate a regularly-changing program.

In terms of advertising, a large media-façade enshrouds the permanent portion of the structure, allowing digital blackboard sessions and presentations which occur within these spaces to be projected along the façade. This creates a large-scale, illuminated advertising skin at night, witnessed both by individuals commuting along the adjacent expressway as well as for passing students. During the day, initiatives are also advertised by building-based IPROs and cladding experiments which may be tested along portions of the skin. This large, wrapped surface also acts as a double-skin façade system, within which air can be pre-conditioned for heating and cooling and subsequently distributed to the permanent components of the program.

As for the ability of teams to change in size, a non-permanent portion of the building is devoted to team classrooms and meeting spaces. These spaces are made up of individual, interlocking units which are also clad in a two-way projection membrane. Every semester, the large cranes which hang over the roof of the structure hoist each team’s units into position from the subterranean pre-fabrication workshops below. This allows for adaptable interior spaces tailored every year to each team. It also allows building-based IPROs to regularly design and alter these units, as well as for the entire structure to be progressively built up over time as the program and the school expands.

In short, it is intended that the proposed building becomes a project *itself*, rather than merely a container of other peoples’ projects.