

Term III

*Zijian
Wang*

Table of Content

The Arctic Archive

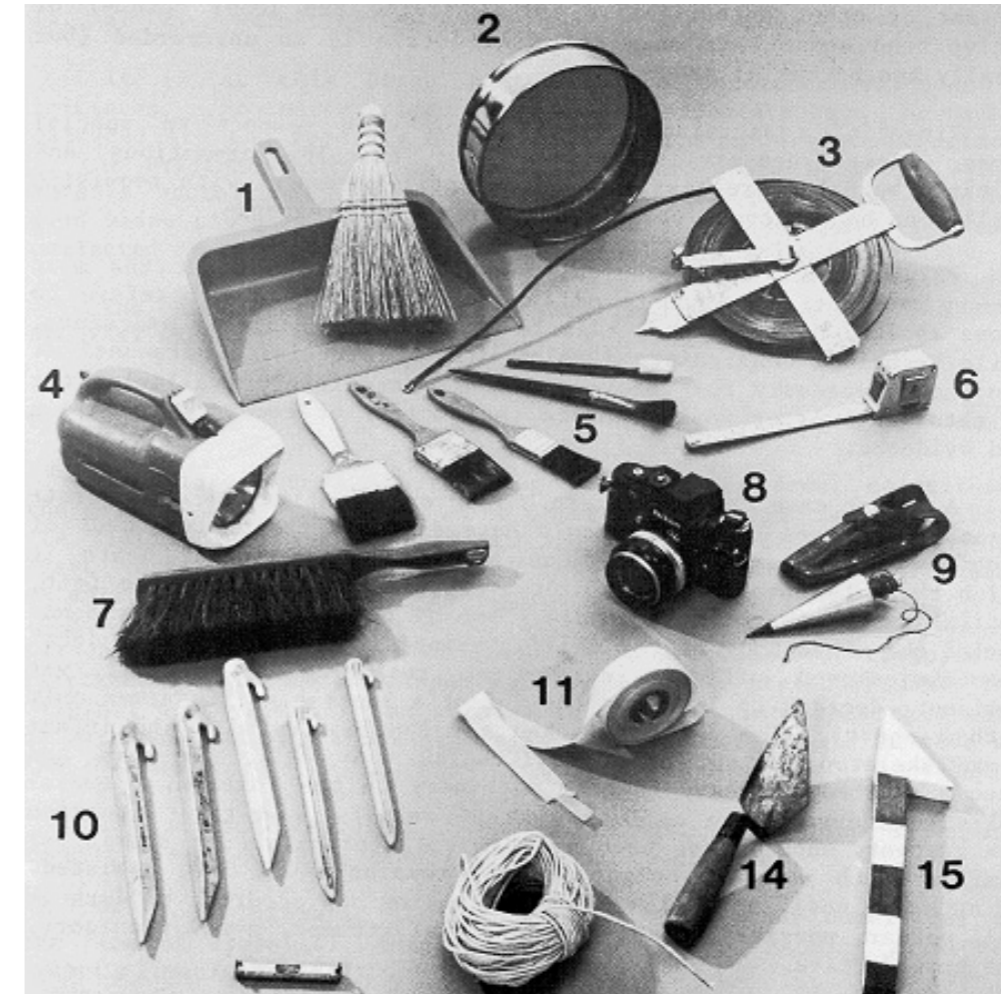
- 01/ Narrator Perspective - The Press Conference
- 02/ Timeline 2.0
- 03/ Evidences & Artefacts > Material Culture 2.0
- 04/ World Reconstructed | Product > Spatial
- 05/ Graduation Show Installation

01 | Narrator Perspective

Press Conference

*New Narrative Structure |
Press Conference by Archaeologist*

To look back in 66 years, in 2080, from an lead archaeologist of the excavation team, speculating the world in between 2024 - 2048 from the remaining of the arctic island - Svalbard after the Blackout.



What Do Archaeologist Do?

Archaeologists use a wide variety of methods to explore a fascinating range of topics about human history, culture, and behavior.

What does it entail:

- Study and Analysis of Material Culture: Archaeologists examine physical objects, places, and landscapes created or modified by humans to learn about human history and experiences. These can range from recent items like festival trash to ancient artifacts like stone tools and cave paintings.

- Methods of Investigation: Beyond excavation, archaeologists utilize diverse methods such as studying microscopic traces of human activities, analyzing historical documents, translating ancient texts, conducting interviews for oral histories, measuring tree rings for climate data, and using advanced technologies like lidar scanning and laser analysis.

- Understanding Intangible Aspects: Through their study of material culture, archaeologists gain insights into various intangible aspects of past societies, including beliefs, relationships with the environment, and cultural resilience.

01 | Narrator Perspective

Media Kit Design



1988 The Blob Movie press kit

What's in Press Kit?

- **Press Release:** A news announcement about a product launch, event, or major company update.
- **Fact Sheet:** A concise document with key details about the company, product, or event, often presented in bullet points for easy reference.
- **Backgrounder:** Detailed information about the company's history, mission, and key milestones.
- **Biographies:** Bios of key executives, founders, or relevant personnel, including their photos.
- **Contact Information:** Details on who to contact for more information, typically a PR representative or media relations person.
- **Images and Logos:** High-resolution photos and logos for use in media publications, including product images, event photos, or company logos.
- **Media Coverage:** Examples of past media coverage or notable mentions to provide context and credibility.
- **Brochures or Flyers:** Marketing materials that offer more in-depth information about the product or event.
- **Multimedia:** Videos, audio files, or digital media content relevant to the announcement or subject matter.
- **Q&A Document:** A list of frequently asked questions and answers to help journalists quickly understand the topic.

The AAC Arctic Archive Center

PRESS KIT

Press Conference Info
Location | Svalbard Conference Room
Date | 2024/6/1
Time | 1000 CET

*Storm Alert | Bring Goggles

About AAC

As a government endorsed enterprise supported by the National Trust Fund, Arctic Archive Center (AAC) is dedicated to the preservation and retrieval of pre-Black-Out digital records within the Arctic Region. Our mission is to safeguard the collective memories, historical narratives, and cultural identities spanning generations.

We are dedicated to conserving and making digital/physical record diversity available for use globally, forever and for the benefit of everyone.

Background

Speaker Bio

Zi Wang, born in 2002, a descendant of Svalbard natives and immigrant polar scientists from the People's Republic of China, brings a wealth of expertise to the Arctic Archaeological Consortium (AAC). Joining AAC in 2025, Wang specializes in Arctic archaeology, leveraging a distinguished education attained at the Arctic Academy, where they were trained and graduated with distinction. Wang's research focus lies in Arctic colonization and critical examinations of AI technology and environmental practices, contributing significantly to our understanding and preservation of Arctic heritage.

FOR IMMEDIATE RELEASE

For More Information, Contact:
Zi Wang | Lead Archaeologist
Tel | +47 79 02 34 56 (Svalbard)
Mail Post | Svalbard Global Seed Vault
Fiksheve ES, 9870 Longyearbyen, Svalbard, Norway

Today marks a monumental milestone as the Arctic Excavation Operation, Code AE-8L, unveils its latest discovery. During the excavation of a decommissioned Arctic data center, archaeologists stumbled upon a remarkable find: a speculated picture of the pre-Blackout world from the year 2048.

This discovery offers a rare glimpse into life before the era of digital darkness, shedding light on societal norms, technological advancements, and cultural nuances of the time. The speculated picture provides invaluable insight into the human experience during a pivotal period in history.

As we continue to unravel the mysteries of the past, this discovery underscores the importance of preserving our collective heritage and understanding our shared history. The Arctic Excavation Operation remains committed to uncovering the secrets of the past, enriching our understanding of the present.

Terminology

The BlackOut | Orchestrated by a group descendant of arctic native & immigrant camp in 2048/12/21, caused a massive and devastating power outage, thousands of data centers drowned, resulting in widespread chaos and loss of data. The financial and technological system were severely disrupted. Digital records of personal information were obliterated, making it nearly impossible to recover. A whole generation relied on AI and the internet had to pick up old surviving skills until the connection was restored, which took almost 15 years.

8 Arctic States | The eight Arctic states are Canada, Denmark (via Greenland), Finland, Iceland, Norway, Russia, Sweden, and the United States. These countries have territories within the Arctic Circle, leading to significant geopolitical, environmental, and economic interests in the region. They are members of the Arctic Council, promoting cooperation and sustainable development.

Permafrost | Permanently frozen ground, a characteristic feature of the Arctic landscape.

Tundra | A vast, treeless Arctic region characterized by low temperatures, short growing seasons, and sparse vegetation.

02 | Timeline 2.0

2018



Transformer Model (Deep Learning architecture) was first introduced, marks the start of Artificial Intelligence Era.

2024



Even more powerful version, GPT-4o released, AI starts to integrate into not only phones, but everyday infrastructures.

2030



GPT-8 Released, accompanied with massive data center getting built in Arctic Region.



Exploitation on Arctic Weather and Resource started, influx of people & capital towards Arctic Region.



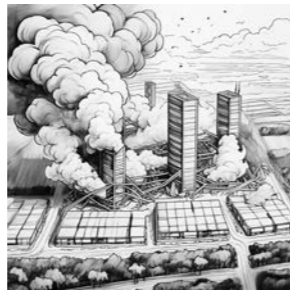
Rare Mineral, Oil, Excessive power by wind farm and newly built nuclear reaction further incentivized data relocation towards Arctic region.



2036



Cost of training and using LLM (GPTs) pushed global warming to the degree of no return, 2036 logged the warmest summer ever recorded.



Data Center other than Arctic region starting to meltdown more often than usual due to the high average temperature on Earth at lower latitude area, especially near equator.



Arctic Indigenous Children starting to lose their traditional way of living, contemporary school system are established, kids from all over the world are sitting in the same classroom.



Arctic Indigenous Groups (Sami, Inuit, Aleut,

2042



Arctic is now officially the epicenter of the world, the rising of the (8) arctic states start to accumulate more political and economic influence than the rest of the world.



Arctic Native Animals & Plants, now without suitable habitat start to go extinct, the melted ice opened up more shipping routes, changing the tundra landscape completely.



The prevalence of AI and depleted natural resource and job opportunities exacerbated inequality of the wealth distribution, government had to create UBI (universal basic income) to keep people from being homeless.



Everything is in the cloud and digitalized, the entire society relied upon data centers and GPTs to maintain the excessive of data generated on

2048



A group of descendants from Arctic indigenous and immigrants plotted an operation to short-circuit the power supply for data centers in the Arctic, it started on the night of winter solstice.



It started with one data center server damage, and soon enough, most of the backup and under-ocean cables were sabotaged as well.



For a while, the world became chaos, without internet, bank account and ID information were lost, only devices designed to run locally still functioned, human has never been so separated, a period full of panic and darkness due to the loss of power supply.



The Blackout sent shockwaves through all social classes, Arctic was in turmoil, people clashing on the street, government failed to reinforce the order due to dependence on AI & Data for operation.

2058



10 years after The Blackout, survivors were the one who re-learned how to live with existing supply and without AI and smartphones.



(8) Arctic States' capital and economy were squashed, UN regained the international influence, and started picking up people who are leaving Arctic.



Without electricity, local survivors lived in extreme resource-depleted conditions, they overcame the challenge by inventing new survival kits.



An entire generation lost its memories, photos, digital identities, digital accents that it had.

2068



AAC (Arctic Archive Center) was officially founded, in purpose of preserving and retrieving digital records of lost data from The Blackout.



Excavation Operations started with ultra-rich class, wanted to get their financial records back, then expanded to historical reservation.

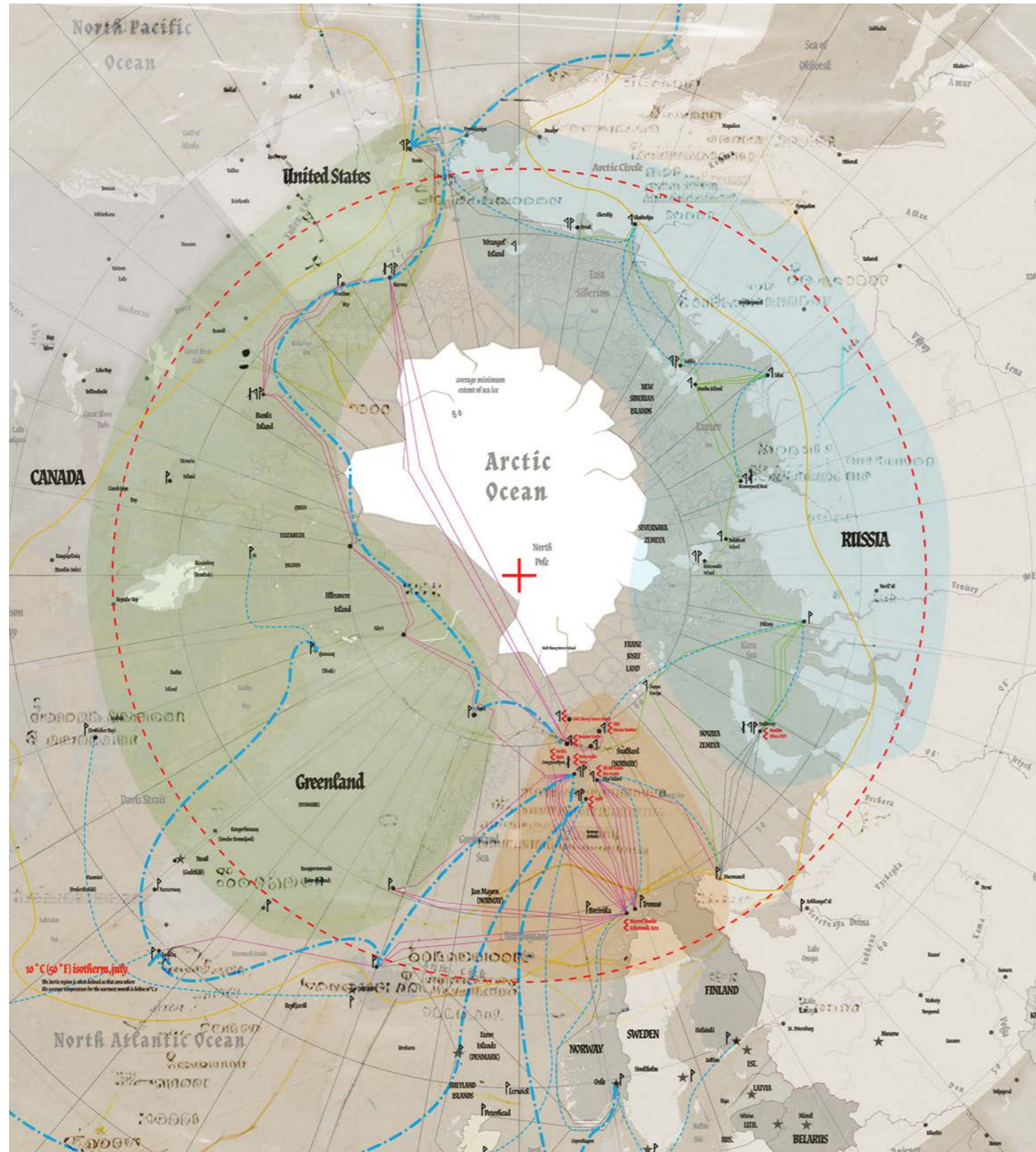


A "new" post-Blackout Arctic community is born, consist of indigenous groups, pre-Blackout immigrants, and ran by Arctic States Council, originally founded by U.S., Canada, Denmark, Finland, Iceland, Norway and Sweden. The other alliance runs by the Russian Association of Indigenous People of the North.

**2078
(Current)**

03 | Evidences

Recovered Arctic Maps



03 | Evidences

Internet Archive

“Economic”

“ Nvidia is now worth more than Amazon and Alphabet, Nvidia’s lead in the AI chip race has made it the fourth most valuable company in the world.”

—

By combining this data, de Vries calculates that by 2027 the AI sector could consume between 85 to 134 terawatt hours each year. That’s about the same as the annual energy demand of the Netherlands.”

| *The Verge*

“Economic”

“ Nvidia is now worth more than Amazon and Alphabet, Nvidia’s lead in the AI chip race has made it the fourth most valuable company in the world.”

—

By combining this data, de Vries calculates that by 2027 the AI sector could consume between 85 to 134 terawatt hours each year. That’s about the same as the annual energy demand of the Netherlands.”

| *The Verge*

“Political”

“ As part of its commitment to advancing its European data centre presence, technology giant Google has officially broken ground on its first facility in Norway.”

—

Norway offers sustainable data centres powered by renewable energy, with a focus on natural cooling, colocation and reuse of waste heat, among other sustainability measures.”

| *Data Centre Magazine*

“Social”

*“ AI Has Lost Its Magic
That’s how you know it’s taking over ”*

—

The promise of AI is to abstract all those steps and all that friction out of existence ”

| *The Atlantic*

“Ecological”

“ GPT-3 needs to drink 500 milliliters of water per conversation of 20-50 questions.”

—

LAMDA, the google large language model, costs 1 million litres of water for training.

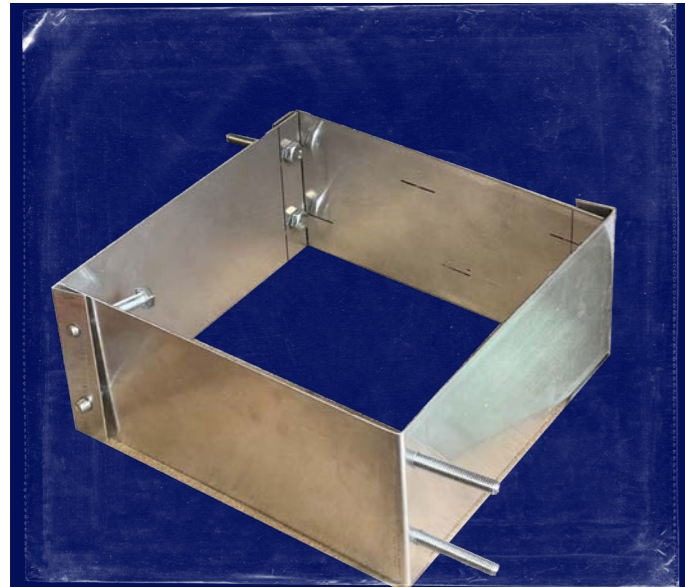
—

A paper from the University of Massachusetts Amherst stated that: training a single AI model can emit as much carbon as five cars in their lifetimes.”

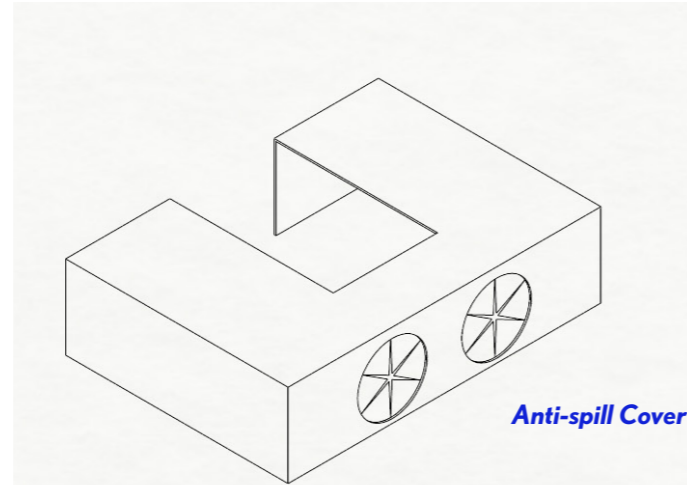
| *WSJ Report*

03 | Evidences

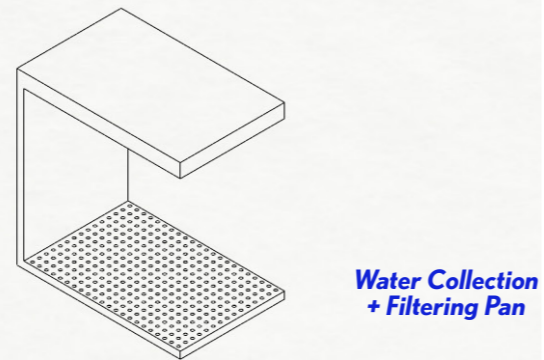
Home Appliances



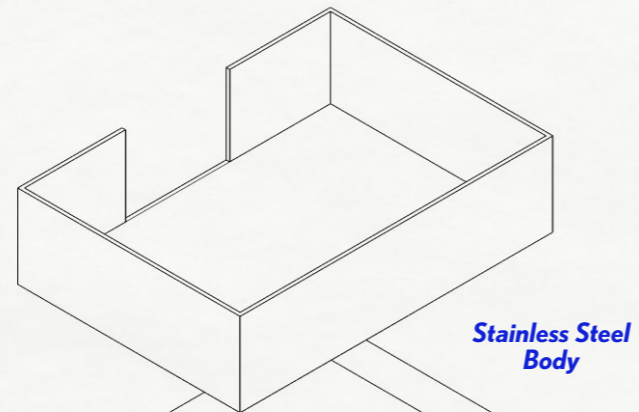
Hand Washer



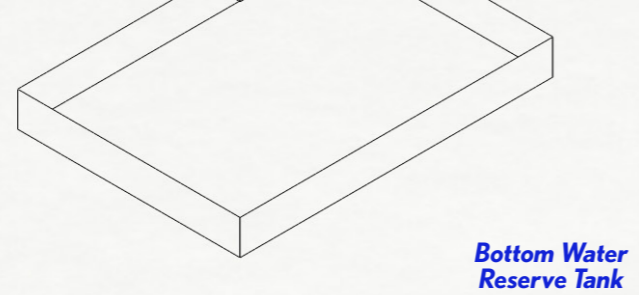
Anti-spill Cover



Water Collection + Filtering Pan



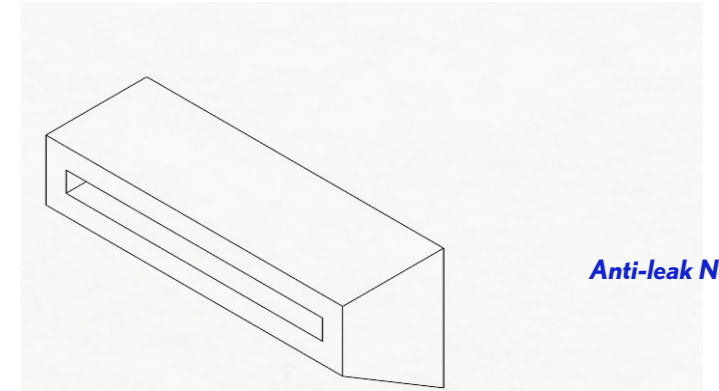
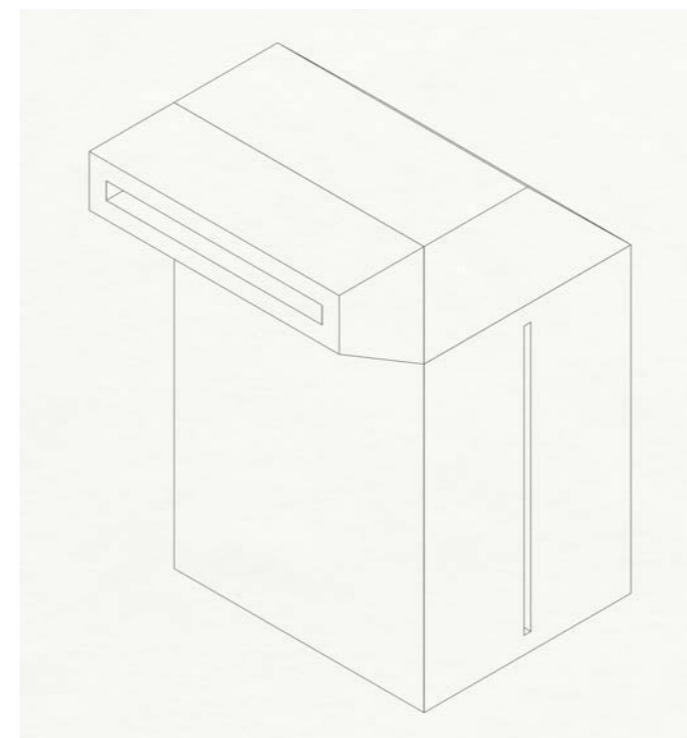
Stainless Steel Body



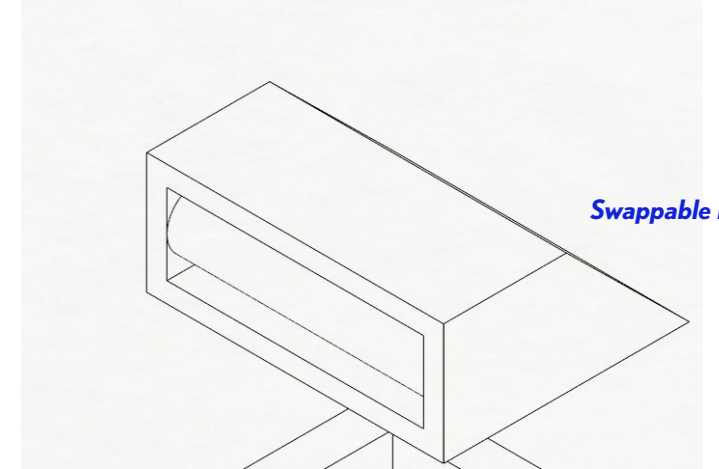
Bottom Water Reserve Tank



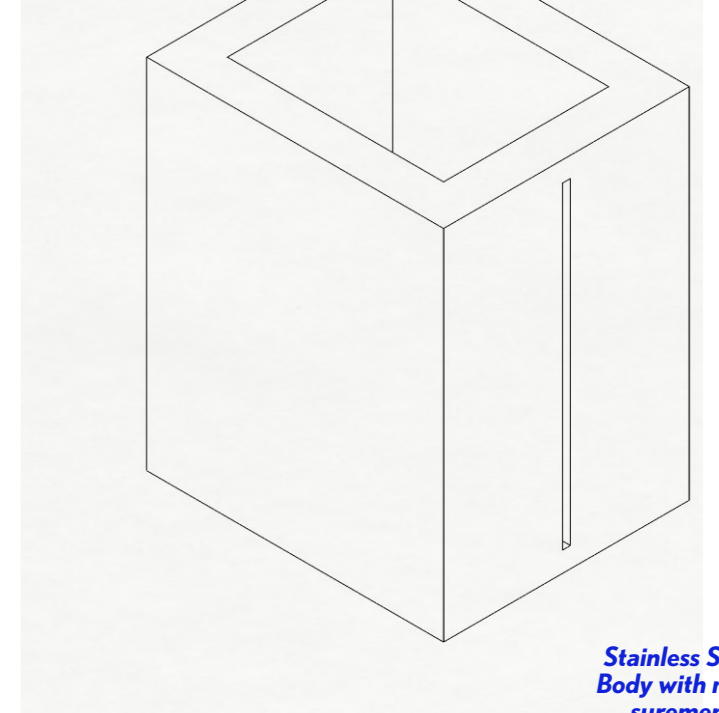
Coffee Cup



Anti-leak Nozzle



Swappable Filter



Stainless Steel Body with measurement

03 | Evidences

Inuit Snow Goggles



IN FILM: Juno wearing the goggle, a birthday gift by his father.



Prop: Handmade inuit snow goggle



Prop: 3D printed inuit snow goggle

04| World Re-constructed

Pre-blackout Life via Midjourney





“The Ship Towards Svalbard”

Prompt:
*Denis Villeneuve movie, aerial shot of
arctic ocean, a single ultra large cargo
ship carrying data pods is cruising to-
ward archipalego of Svalbard. --ar 16:9*



“Underwater Data Centers at Longyearbyen”

Prompt:
Maintenance Diver visiting data center built on ocean bed, under arctic ocean, modular tubular metal pods structure, wrapped with ocean creature and vegetation, rustic yet futuristic, Denis Villeneuve movie scene --v 6.0 --ar 16:9

“Commute Life”



Prompt:
peron's point view of future air train,
moving at 10 meter off the ground, sup-
ported by old cable tower in Svalbard,
towards downtown filled with movie
studio, minimum metal train body, early
morning light, utility design, Denis Ville-
neuve movie. --ar 16:9

“Living Hub”



Prompt:
Inside artist studio, similar to Antarctic Igloo, with operable skylight on top, shape is design for better acoustic, as long as energy efficiency, also ensure a controlled lighting environment, this is where movie artist works with Gen AI to create and test their scene by project it in the dome interior surface. Denis Villeneuve movie scene --ar 16:9

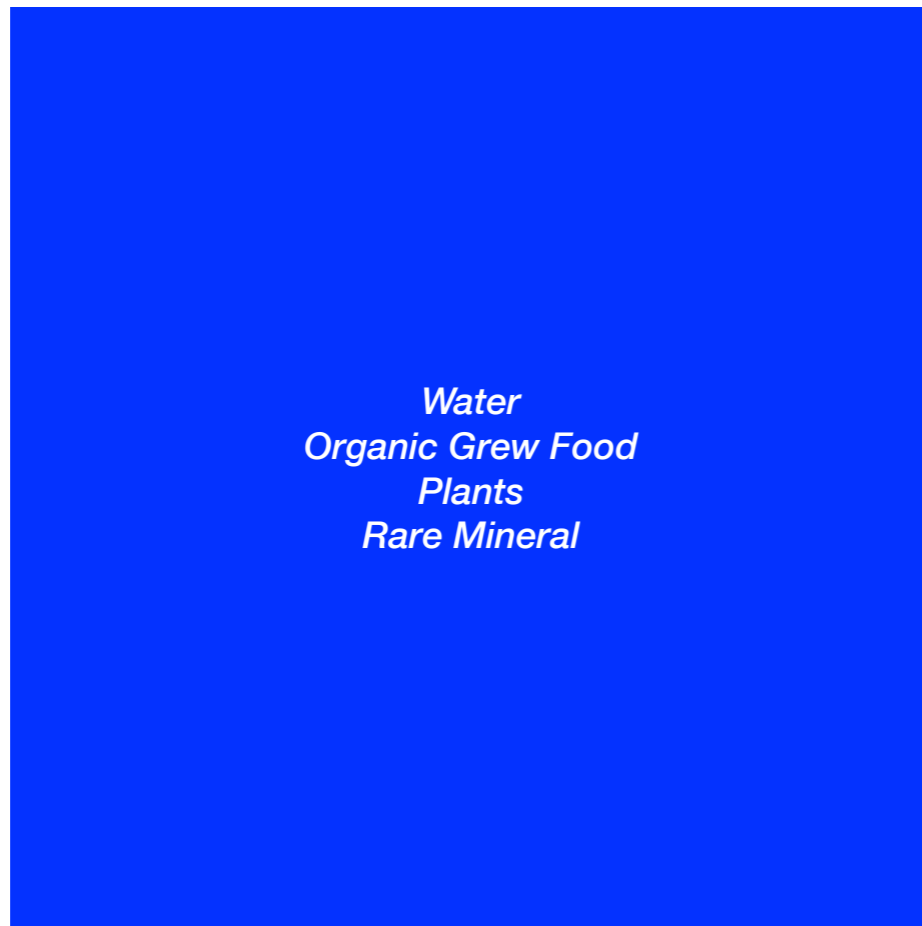
04| World Re-constructed

Material Culture 2.0

“Cherished”

VS

“Utilized”



04| World Re-constructed

Material Culture 2.0

“Synthetic Nature”

Similar to Generative AI, where reality is simulated by bits of 0 and 1s, the fundamental approach of manufacturing is using what's most abundant (oil byproduct, Plastic etc.) to simulate what's most depleted (Wood, Wool etc), Synthetic material play a major role in every aspect of life include food.

“Retrofit”

add (a component or accessory) to something that did not have it when manufactured.

“Performance Over Appearance”

Living under harsh conditions is no joke, thermal, water-proof, wind-resistance, non-abrasive, easy-to-clean etc are essential qualities of the products and surface finishes in 2036.

“Tactile Deficient”

Most kids growing up were diagnosed “tactile deficiency”, due to the lack of outdoor activities, ultra-realistic simulation by AI, and in general lack of tactile interface in day-to-day life.

Tactile Tech was introduced to make up this lack of sensory experience when interacting with technology.

“Forced Nomad”

People from all around the world have immigrated voluntarily or not, not having a permanent living space, adapting a nomadic lifestyle.

“Colonized”

The indigenous culture has been colonized inevitably adapting and forced to accept the new tech and materials to re-make their rather traditional objects in order to preserve their tradition.

04| World Re-constructed

Material Culture 2.0 | Synthetic Nature

Due to the destruction of the earth ecosystem followed by extreme global temperature changed, the production of natural materials such as wool (sheep), wood (tree), cotton (plants), leather (animals) drastically declined.

Still people still looking for ways to compensate natural texture and tactile experience by using synthetic material (mostly from oil byproduct) to simulate the organic pattern, with help of advanced micro-coloring and 3D printing tech.

Similar to Generative AI, where reality is simulated by bits of 0 and 1, the fundamental approach is to use what's most abundant (oil byproduct, Plastic etc.) to simulate what's most depleted (Wood, Wool etc).

Synthetic material play a major role in every aspect of life include even food.



3D Printed Cake

3D Printed Glazed Ceramic



Cement simulation

04| World Re-constructed

Material Culture 2.0 | Retrofit

add (a component or accessory) to something that did not have it when manufactured.



"Floor Lamp"



Divider from scraped metal



Weight for housing unit from sand bags



Chair from used Foam

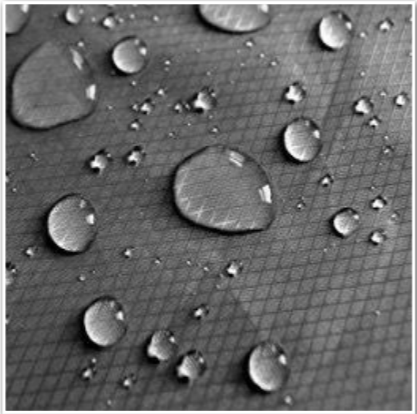


Retrofitted Trolley

04| World Re-constructed

Material Culture 2.0 | Permance Over Appearance

Living under harsh conditions is no joke, thermal, water-proof, wind-resistance, non-abrasive, easy-to-clean etc are essential qualities of the products and surface finishes in 2036.



Waterproof



Heat-Insulation



ultraviolet-proof



Tear-Resistant



Functional Pockets



Function Attacher

04| World Re-constructed

Material Culture 2.0 | Forced Nomads

People from all around the world have immigrated voluntarily or not, not having a permanent living space, adapting a nomadic lifestyle.



Scaffolding structure for temporal shelter



Culture, Consumer Product were forced to mix and fuse

04| World Re-constructed

Material Culture 2.0 | Colonized Tradition

The indigenous culture has been colonized inevitably adapting and forced to accept the new tech and materials to re-make their rather traditional objects in order to preserve their tradition.



Intuit traditional outfit made from natural resources



Traditional Goggle Making continued in 3D printing using synthetic material



Boots made from Seal fur



04| World Re-constructed

Material Culture 2.0 | Tactile Compensate

Most kids growing up were diagnosed "tactile deficiency", due to the lack of outdoor activities, ultra-realistic simulation by AI, and in general lack of tactile interface in day-to-day life.

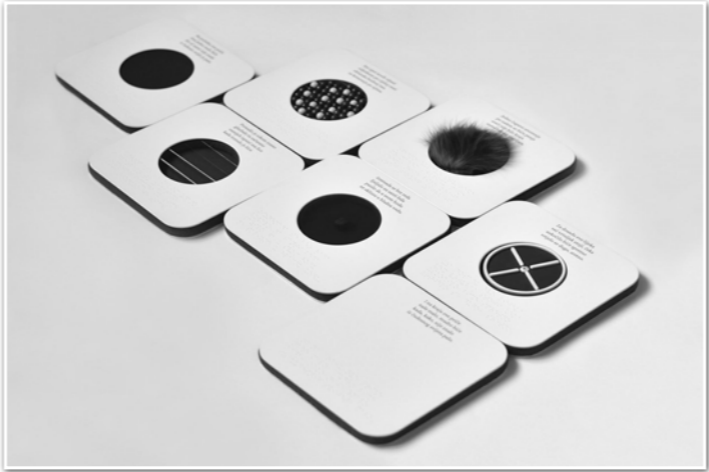
Tactile Tech was introduced to make up this lack of sensory experience when interacting with technology.



Inflatable



Inflatable



04| World Re-constructed

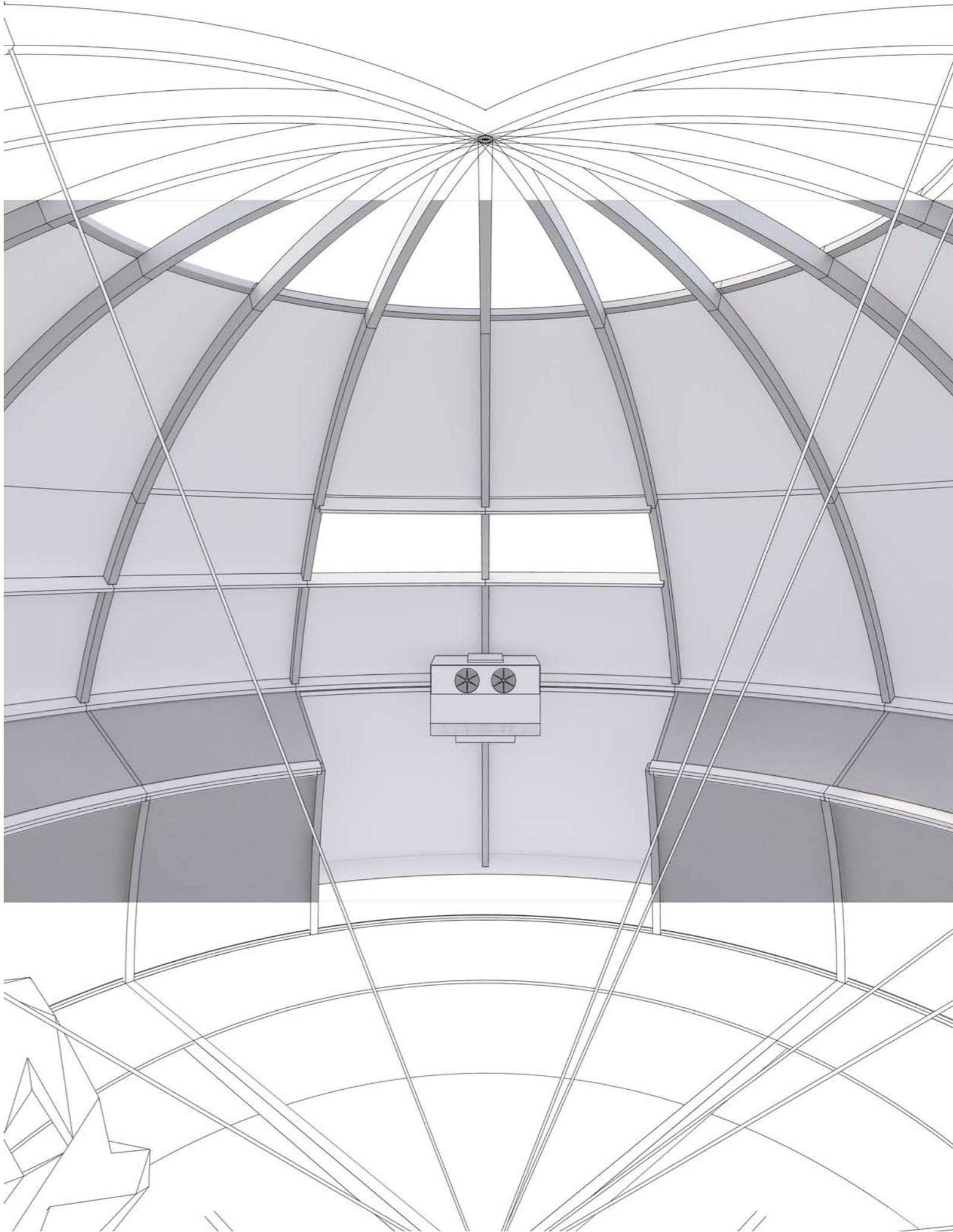
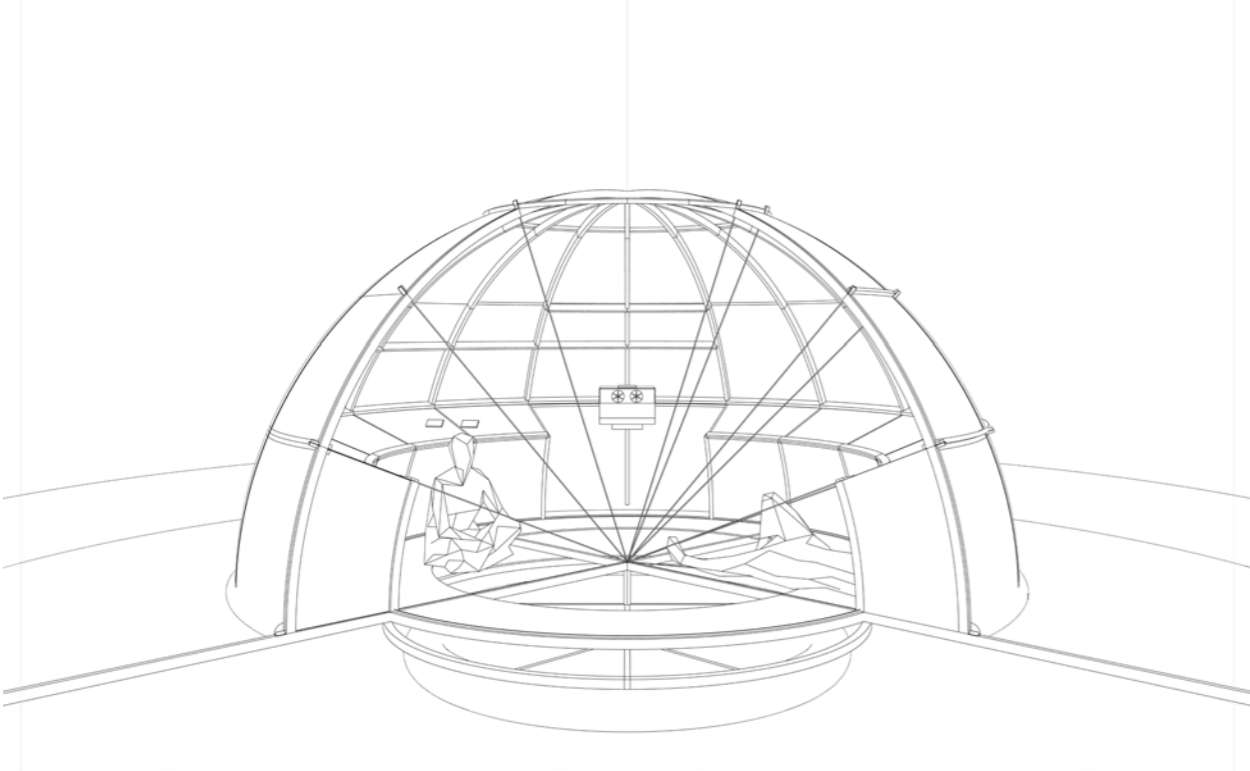
90s Trailer - The Last Arctic

90s Film | Final Trailer

[CLICK TO WATCH](#)

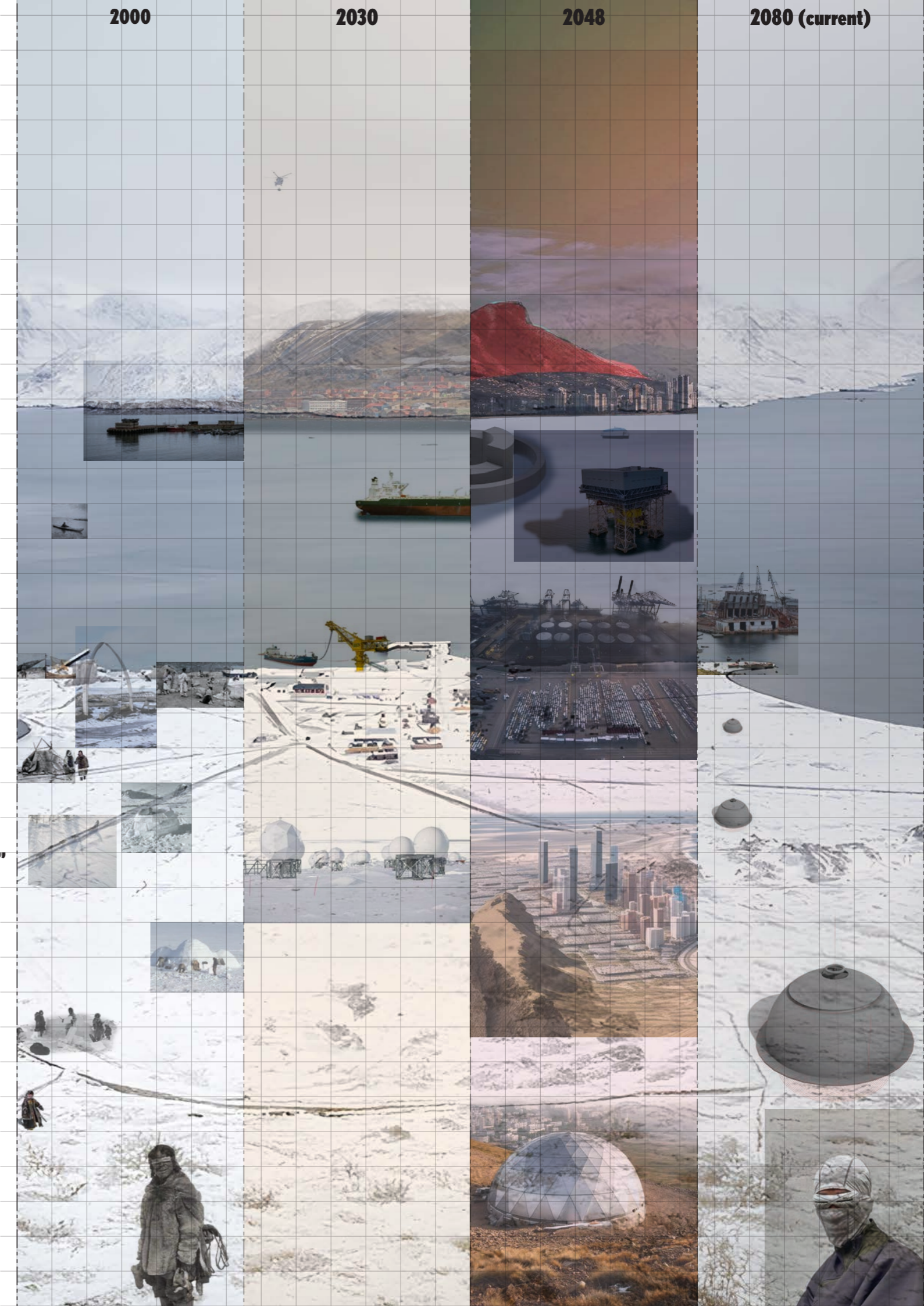
04| World Re-constructed

Interior of Scavenger's Hub



04| World Re-constructed

Svalbard in different times



05| Graduation Exhibiton

Board Setup



HISTORY OF ARCHITECTURE

TWO 2400x1200

"THE ARCTIC TIMELINE"

2018
Member "Public Choice" and "Architecture" of the Arctic Council.

2030
CPA 42: Revised agreement of the Arctic Council regarding the Arctic Region.

2042
As the Arctic region becomes more populated, the need for infrastructure and services will increase. This will lead to the development of new architectural forms and materials that are suited to the harsh Arctic environment.

2058
As the Arctic region becomes more populated, the need for infrastructure and services will increase. This will lead to the development of new architectural forms and materials that are suited to the harsh Arctic environment.

2078 (Current)

2024

2036

2048

"THE BLACKOUT"

2068

INDIGENOUS GROUP DISTRIBUTION PRE-BLACKOUT 2048

POPULATION & TRANSPORT FOR RAW MATERIALS PRE-BLACKOUT

TEMPERATURE CHANGE FROM 2024-2048

"Synthetic Nature"

"Performance Over Appearance"

"Forced Nomad"

"Retrofit"

"Tactile Deficient"

"Colonized Tradition"

2000

2030

2048

2080 (current)

