

A historical map of the Chicago Loop area, showing a grid of streets and building footprints. A large blue rectangular overlay covers the central portion of the map. The text "IIT Institute of Design & the Chicago Loop Alliance" and "0,0 State & Madison" is written in white over this blue area. Street names visible include CHICAGO RIVER, FIFTH AVE., CLARK ST., STATE ST., MADISON ST., WABASH AVE., and SOUTH SIDE ELEVATED R.R. Building names like "THE FAIR" and "STATE CO." are also visible.

IIT Institute of Design & the Chicago Loop Alliance

0,0 State & Madison



The Continuing Journey

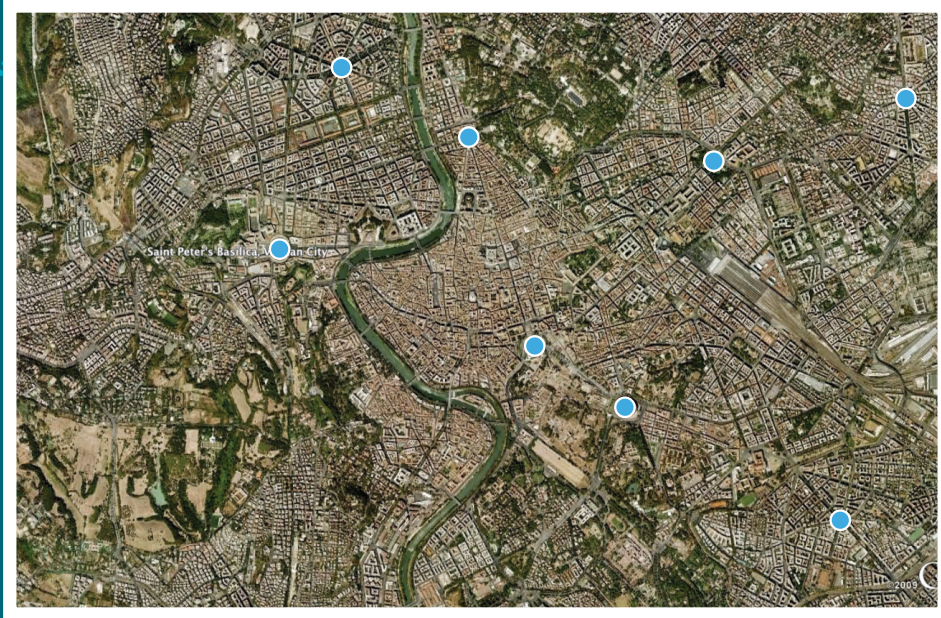
When you arrive at a new city, there is a process of discovering new places and people, and orienting yourself to the unfamiliar place.

World City Centers

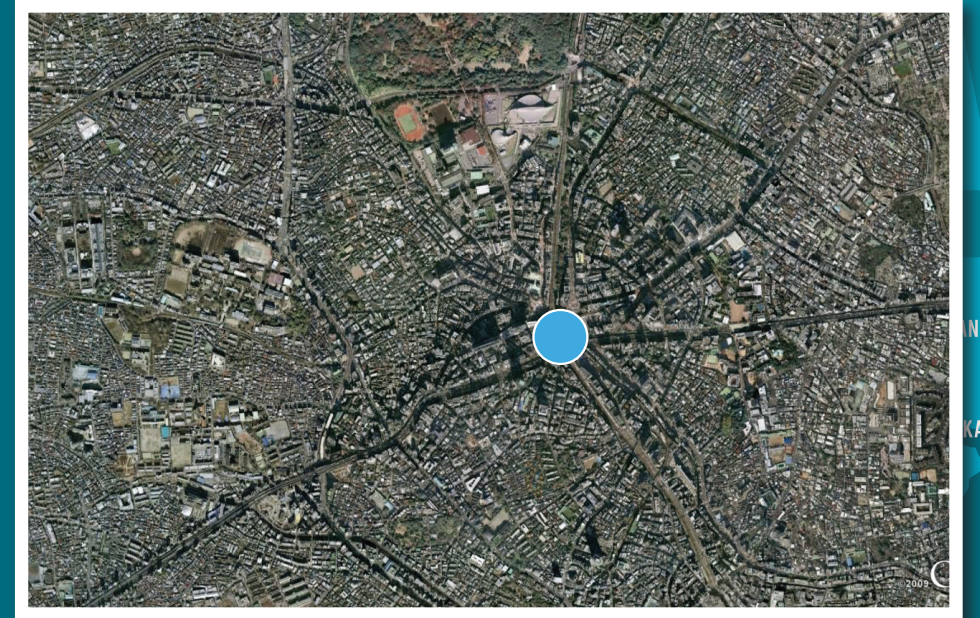
Other major cities are often arranged around emotionally or historically significant places.



Paris



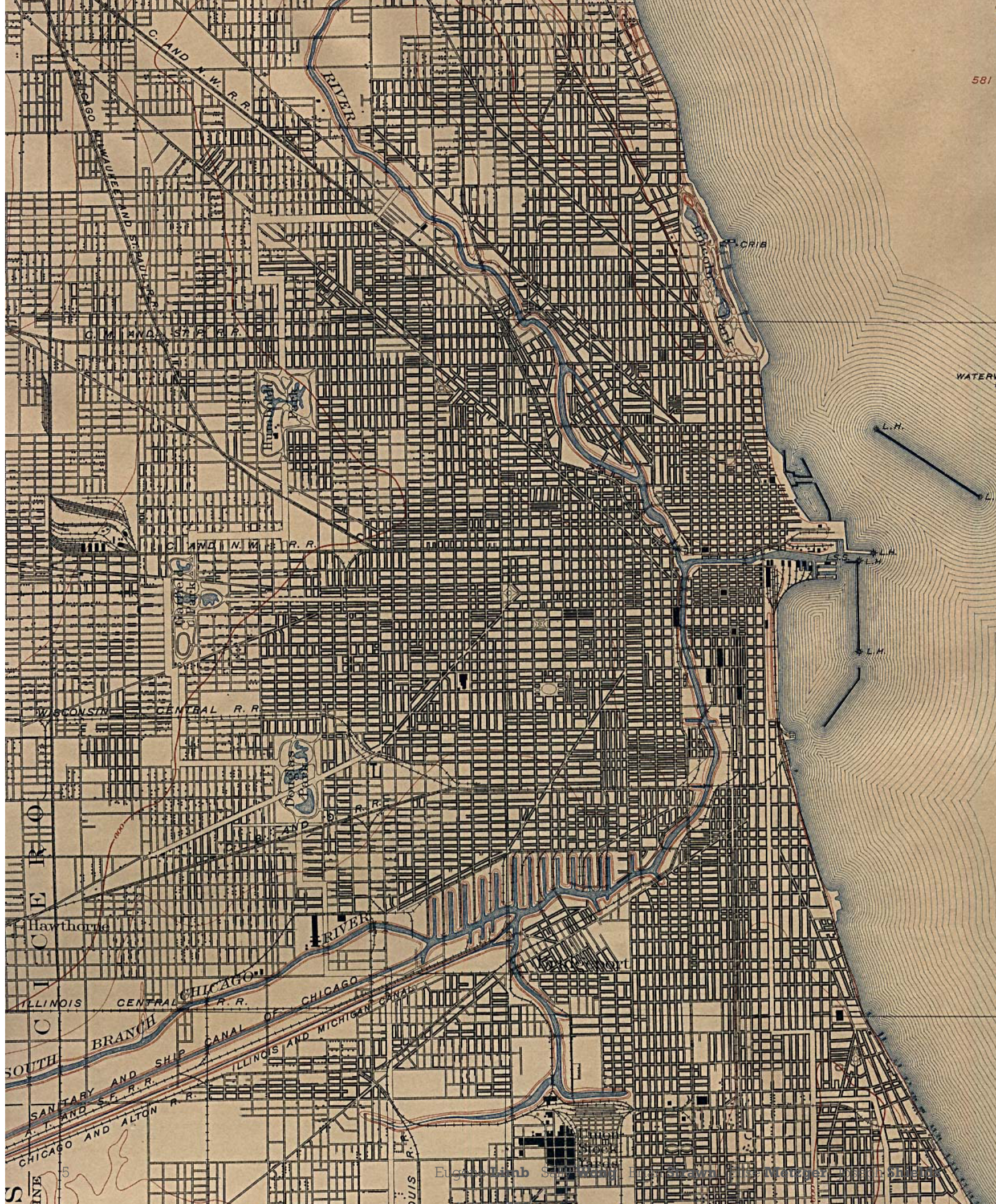
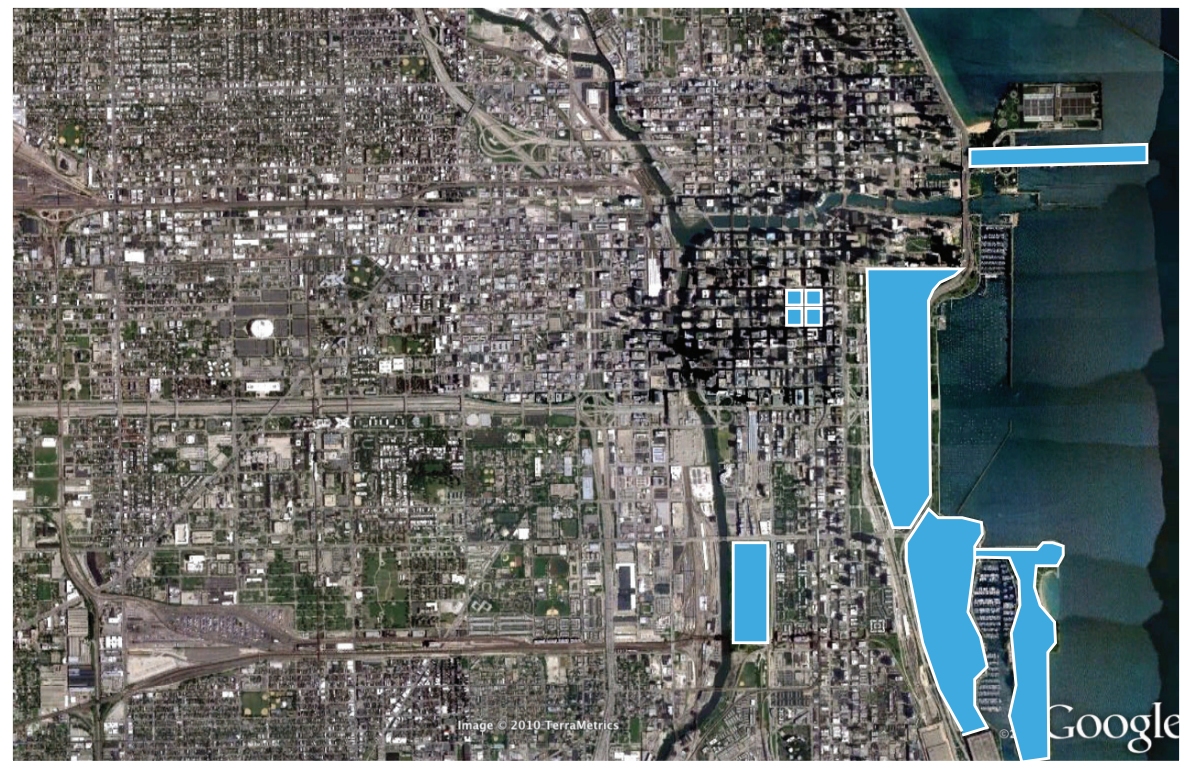
Rome



Tokyo

The Chicago Grid

Chicago's origin is not at the geographic city center or associated with a particularly significant place.



An aerial photograph of the Chicago skyline, showing a dense cluster of skyscrapers. The Willis Tower and the Trump Tower are prominent in the center. The city extends to the left, where the Lake Michigan shoreline is visible. The sky is a clear, pale blue.

Recenter Chicago Around 0,0

<http://www.flickr.com/photos/hazboy/5763034344/sizes/l/>





How do we connect people to 0,0?

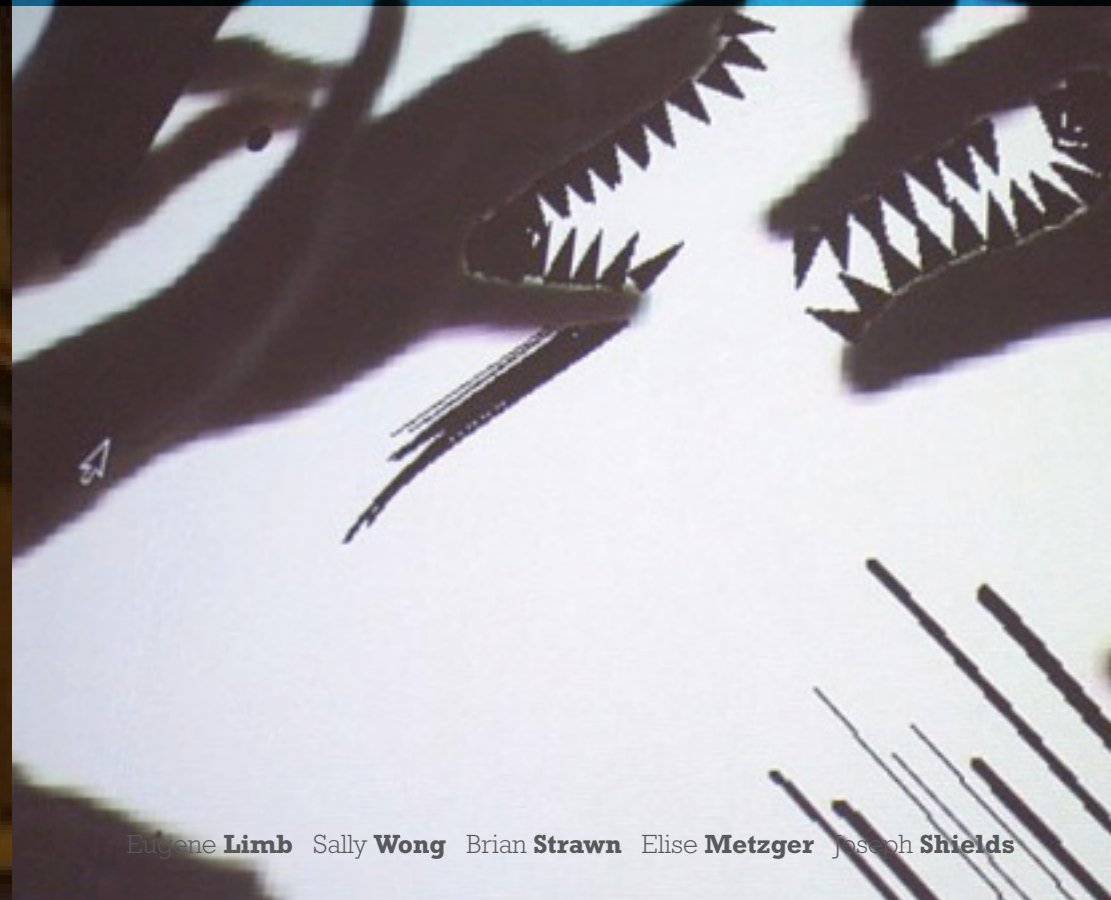
ITP Institute of Design CLA Workshop Fall 2019

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Building Design with Nature by Norman Shwartz, Elsevier, 2019, p. 100, fig. 100.1

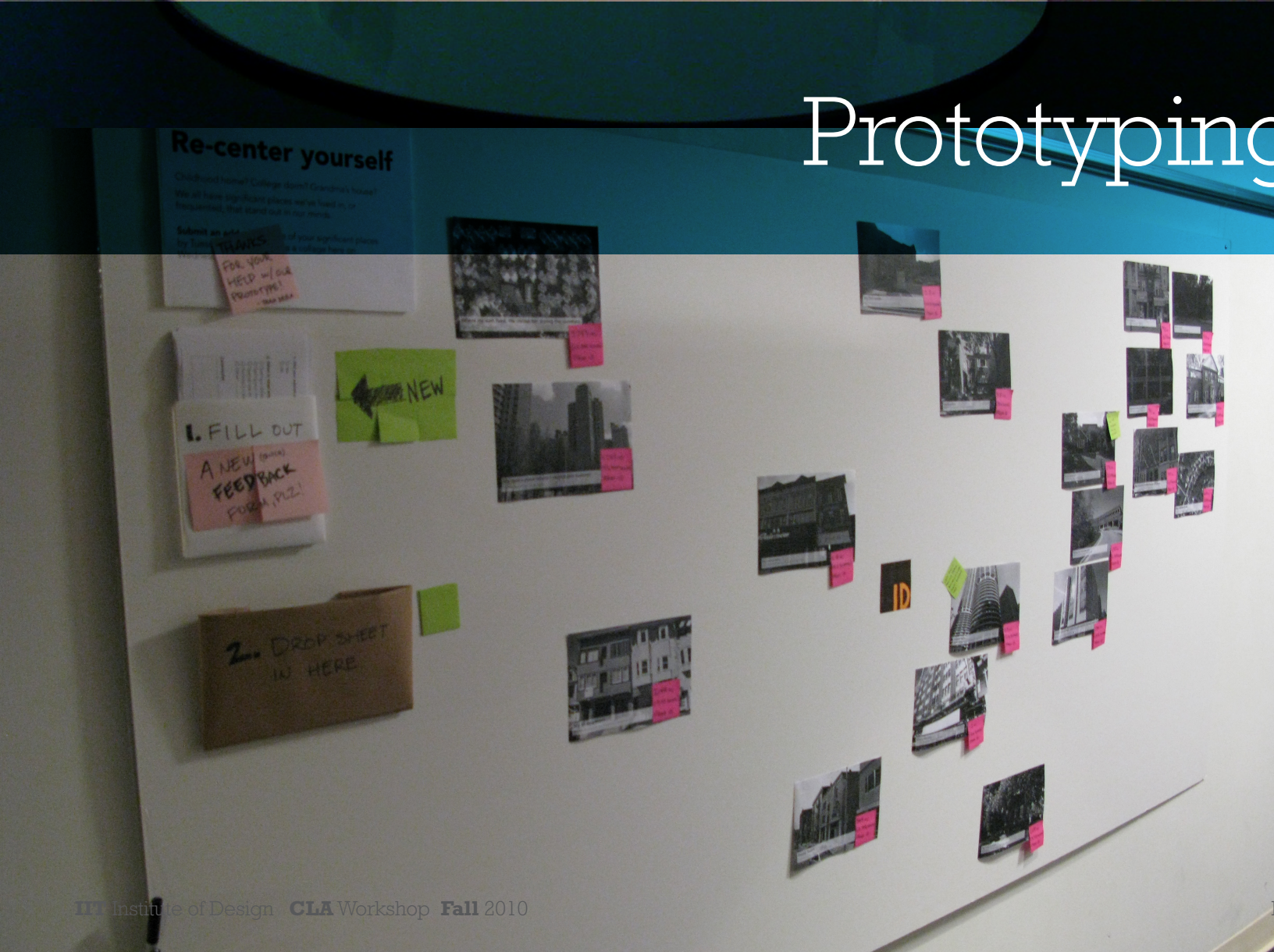


ART > INTERACTION > INFORMATION > NOSTALGIA





Prototyping Nostalgia

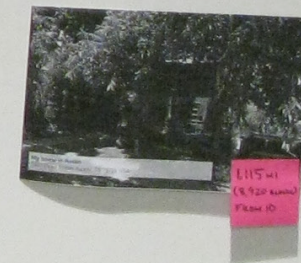
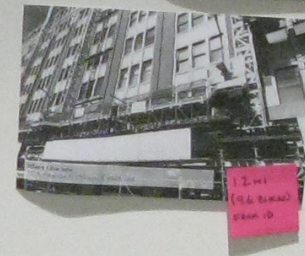
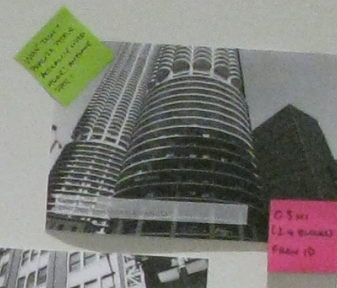
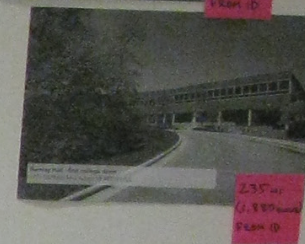
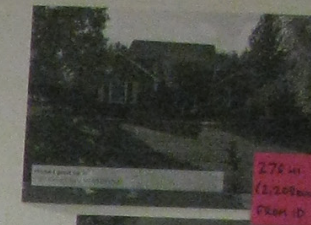
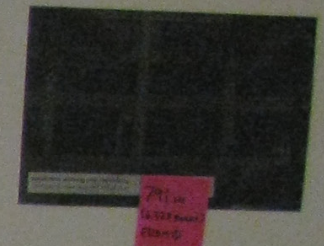
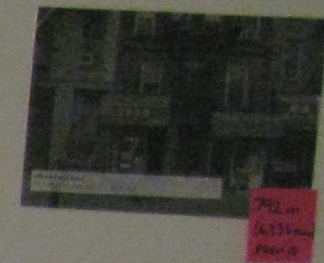
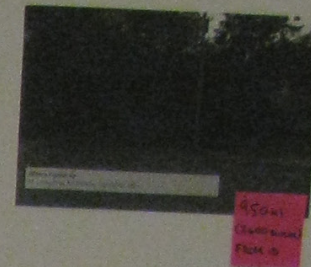
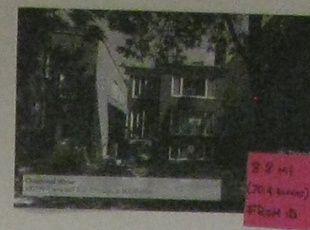


Significant Places

We learned that people have many significant places in their lives, and reflection about where they've been, where they are, and where they're going is an act of personal recentering.

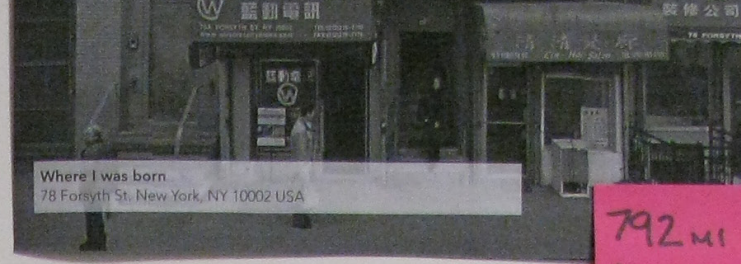
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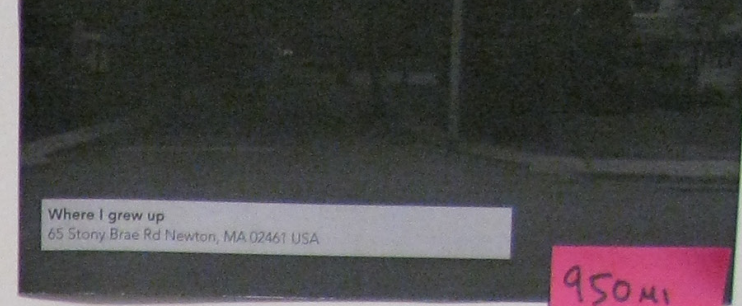
Personal Recentering

We can use this idea of personal recentering along with recentering Chicago around 0,0 to connect people to the space.



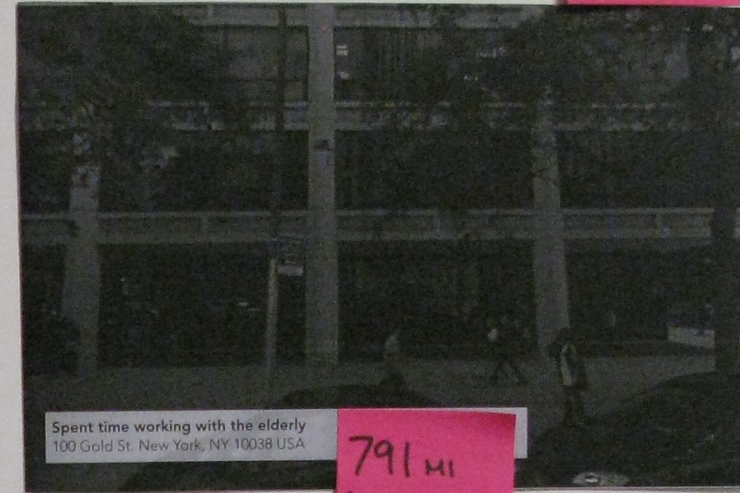
Where I was born
78 Forsyth St. New York, NY 10002 USA

792 MI
(6,336 blocks)
FROM ID



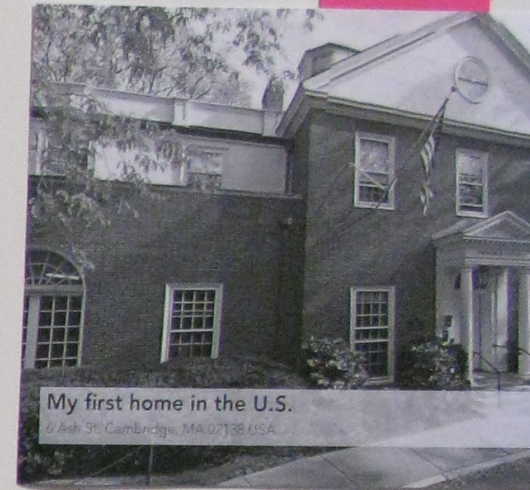
Where I grew up
65 Stony Brae Rd Newton, MA 02461 USA

950 MI
(7,600 blocks)
FROM ID

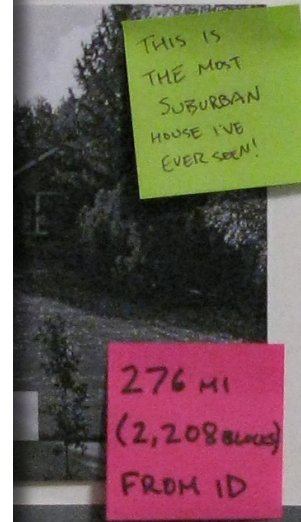


Spent time working with the elderly
100 Gold St. New York, NY 10038 USA

791 MI
(6,328 blocks)
FROM ID

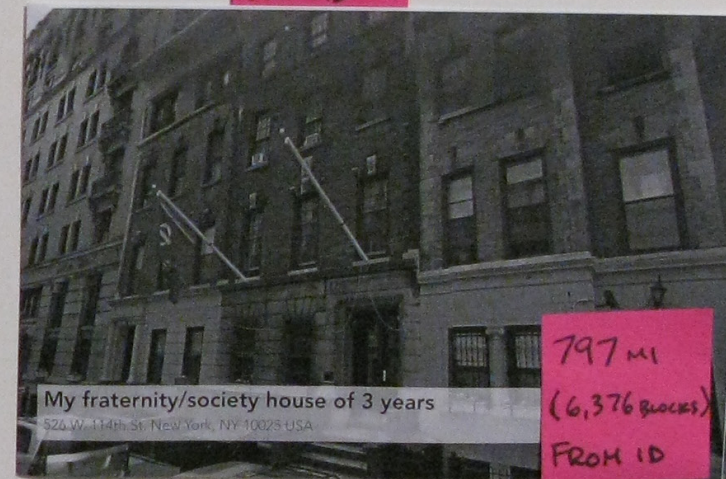


My first home in the U.S.
6 Ash St. Cambridge, MA 02138 USA



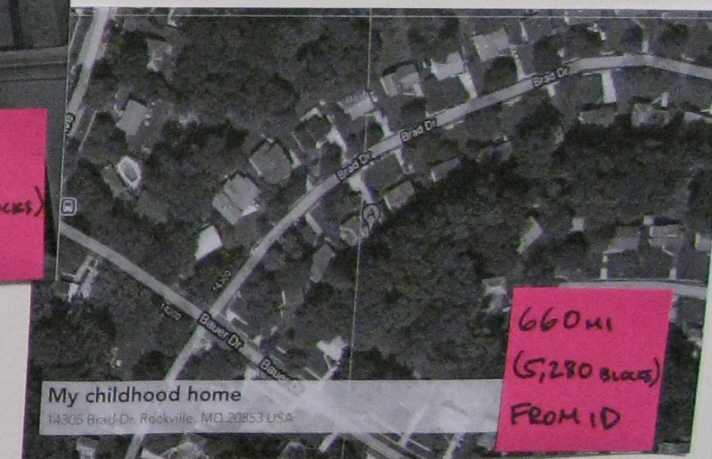
THIS IS
THE MOST
SUBURBAN
HOUSE I'VE
EVER SEEN!

276 MI
(2,208 blocks)
FROM ID



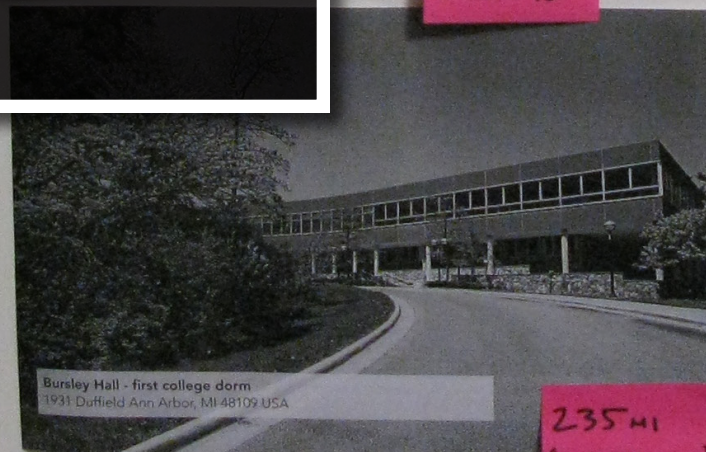
My fraternity/society house of 3 years
526 W. 114th St. New York, NY 10025 USA

797 MI
(6,376 blocks)
FROM ID



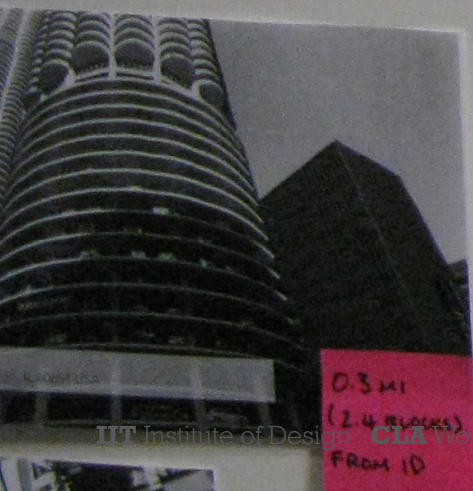
My childhood home
14305 Brad Dr. Rockville, MD 20853 USA

660 MI
(5,280 blocks)
FROM ID



Bursley Hall - first college dorm
1931 Duffield Ann Arbor, MI 48109 USA

235 MI
(1,880 blocks)
FROM ID



0.3 MI
(2.4 blocks)
FROM ID

ZERO/ZERO

Recenter: Yourself, Your City

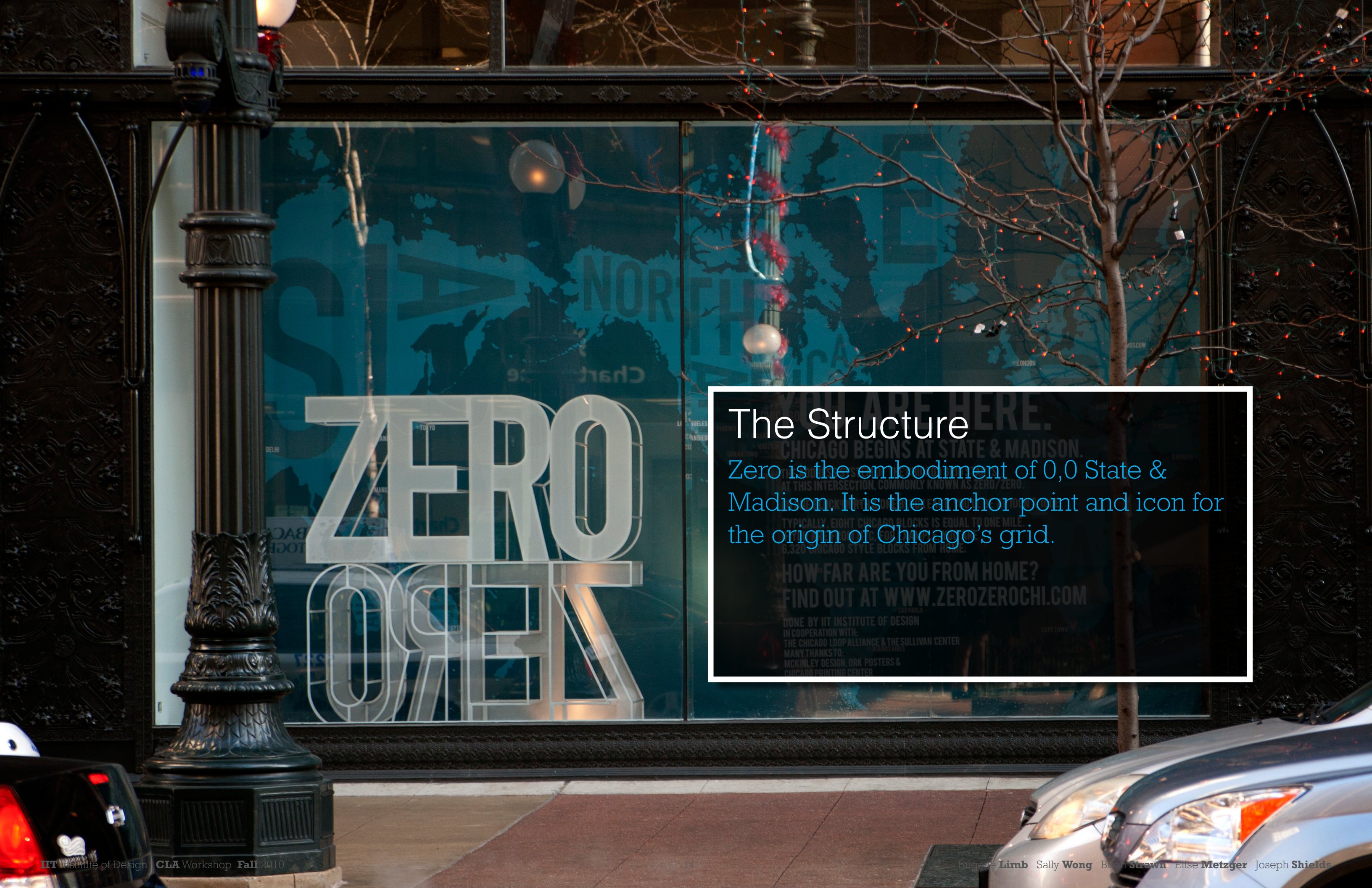
ZERO
OPEN

YOU ARE HERE.
CHICAGO BEGINS AT STATE & MADISON.

THE ADDRESS SYSTEM OF THE CHICAGO GRID STARTS
AT THIS INTERSECTION, COMMONLY KNOWN AS ZERO/ZERO.
GO ONE BLOCK NORTH & ONE BLOCK EAST, YOU'LL BE AT 100N & 100E.
TYPICALLY, EIGHT CHICAGO BLOCKS IS EQUAL TO ONE MILE.
IF YOU ARE FROM NYC, FOR EXAMPLE, YOU ARE
6,320 CHICAGO STYLE BLOCKS FROM HOME.

HOW FAR ARE YOU FROM HOME?
FIND OUT AT WWW.ZEROZEROCHI.COM

DONE BY IIT INSTITUTE OF DESIGN
IN COOPERATION WITH:
THE CHICAGO LOOP ALLIANCE & THE SULLIVAN CENTER
MANY THANKS TO:
MCKINLEY DESIGN, ORK POSTERS &
CHICAGO PRINTING CENTER



The Structure

Zero is the embodiment of 0,0 State & Madison. It is the anchor point and icon for the origin of Chicago's grid.

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The Banner

Created for this exhibit by Jenny Beorkrem of Ork Posters. It represents the recentring of Chicago in a global context. We've all traveled so far to be part of the Chicago community.





The Words

Information about Zero and how the Chicago grid works. Here you will also find a link to the website to extend the recentering story.

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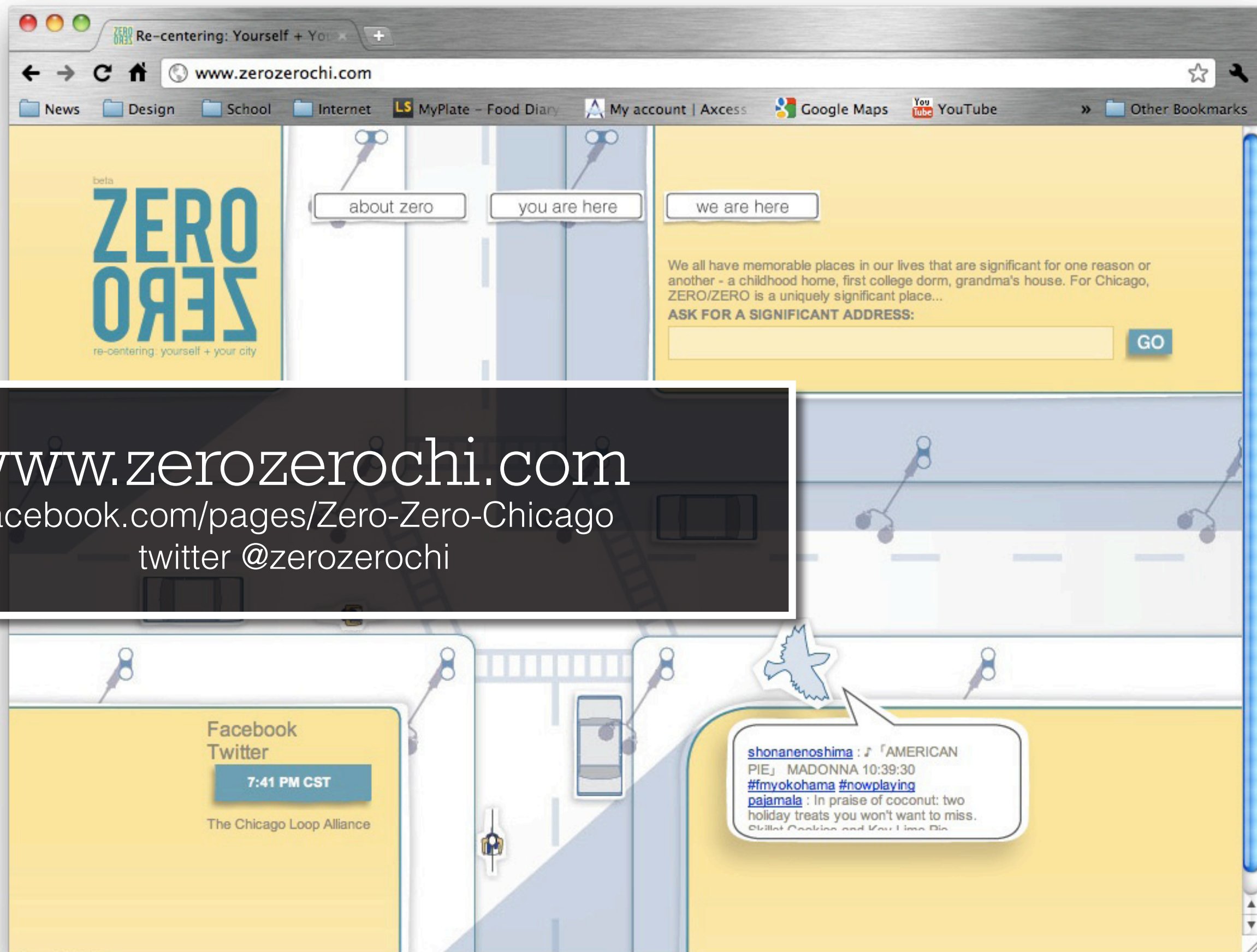
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www.zerozerochi.com
 facebook.com/pages/Zero-Zero-Chicago
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What's Next? A Future With ZERO/ZERO

YOU ARE HERE
STATE & MADISON
WHERE CHICAGO BEGINS

brought to you by The Chicago Loop Alliance & IIT Institute of Design

Artist Interpretations

The CLA may incorporate ZERO/ZERO with its current programming that partners local artists with CLA sponsored projects.





YOU ARE HERE

STATE & MADISON WHERE CHICAGO BEGINS ARTIST: PATRICK BLANC

brought to you by The Chicago Loop Alliance & IIT Institute of Design



YOU ARE HERE

STATE & MADISON
WHERE CHICAGO BEGINS
TRIBUTE TO LOUIS SULLIVAN

brought to you by The Chicago Loop Alliance & IIT Institute of Design



YOU ARE HERE

STATE & MADISON

WHERE CHICAGO BEGINS

ARTIST: JEFF KOONS

brought to you by The Chicago Loop Alliance & IIT Institute of Design

Mobile Application

A QR code will link users to a designated block converter page for mobile moments of recentering.

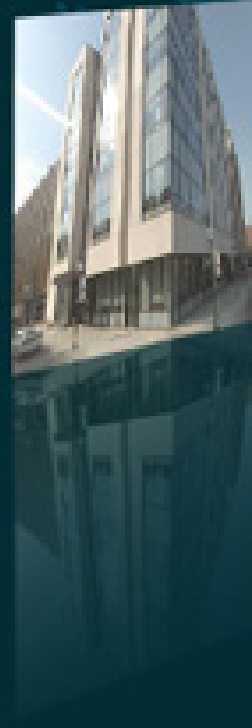
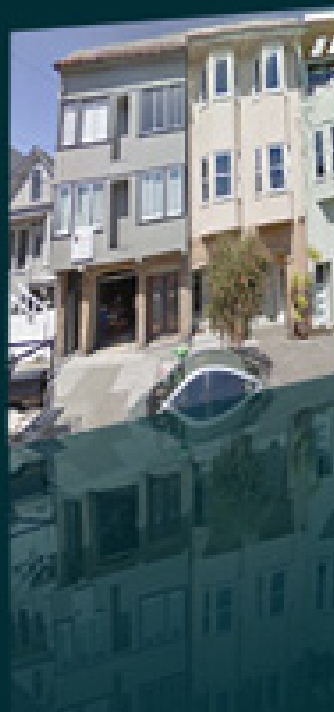
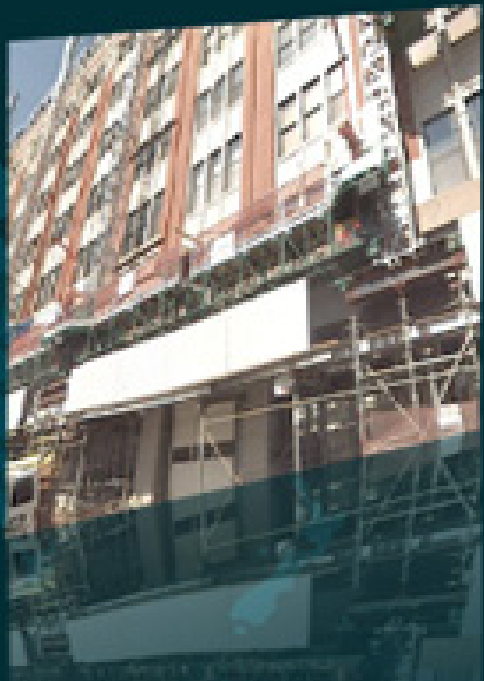
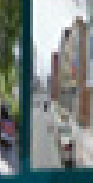
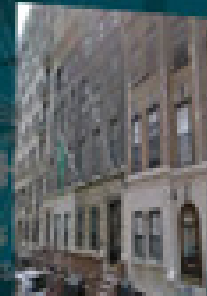
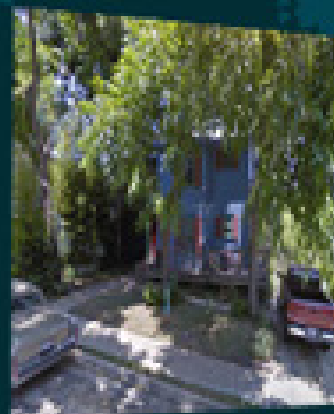
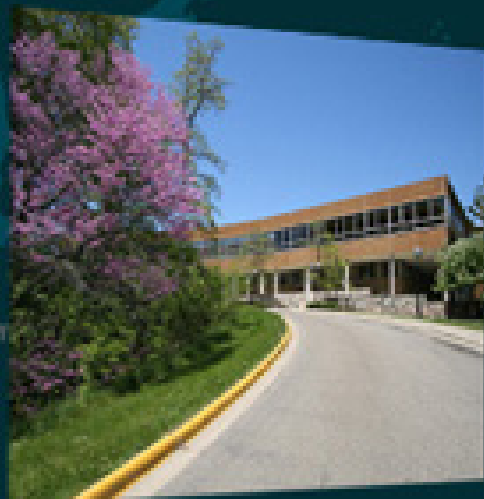
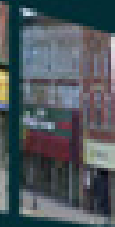
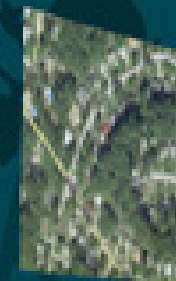
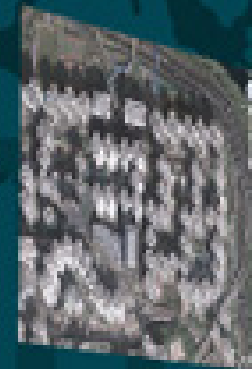




about zero

you are here

we are here



We Are Here Gallery

The website We Are Here page will display a gallery of submissions so visitors can see the recenting stories of others.



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OF DESIGN

& THE SULLIVAN CENTER

ERS &

Appendix

