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.
New Places

Chicago has many wonderful neighborhoods and countless restaurants, bars, theatres and playgrounds to be discovered. But part of orienting yourself to a city is about understanding how it is arranged.
World City Centers

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

Chicago’s origin is not at the geographic city center or associated with a particularly significant place.
How do we connect people to 0,0?
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.
Personal Recentering

We can use this idea of personal recentering along with recentering Chicago around 0,0 to connect people to the space.
ZERO/ZERO
Recenter: Yourself, Your City
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.
The Banner

Created for this exhibit by Jenny Beorkrem of Ork Posters. It represents the recentering 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.
www.zerozerochi.com
facebook.com/pages/Zero-Zero-Chicago
twitter @zerozerochi
What’s Next? A Future With ZERO/ZERO
Artist Interpretations

The CLA may incorporate ZERO/ZERO with its current programming that partners local artists with CLA sponsored projects.
WHERE CHICAGO BEGINS
STATE & MADISON
ARTIST: PATRICK BLANC
brought to you by The Chicago Loop Alliance & IIT Institute of Design

YOU ARE HERE
STATE & MADISON
WHERE CHICAGO BEGINS
ARTIST: PATRICK BLANC
brought to you by The Chicago Loop Alliance & IIT Institute of Design

Eugene Limb  Sally Wong  Brian Strawn  Elise Metzger  Joseph Shields
YOU ARE HERE
STATE & MADISON
WHERE CHICAGO BEGINS
TRIBUTE TO LOUIS SULLIVAN
brought to you by The Chicago Loop Alliance & IIT Institute of Design

Eugene Limh  Sally Wong  Brian Strawn  Elise Metzger  Joseph Shields
YOU ARE HERE
STATE & MADISON
WHERE CHICAGO BEGINS
ARTIST: JEFF KOONS
brought to you by The Chicago Loop Alliance & IIT Institute of Design

Eugene Limb  Sally Wong  Brian Strawn  Elise Metzger  Joseph Shields
Mobile Application

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

The website We Are Here page will display a gallery of submissions so visitors can see the recentering stories of others.
Appendix
We all have memorable places in our lives that are significant for one reason or another - a childhood home, first college dorm, grandma’s house. For Chicago, ZERO/ZERO is a uniquely significant place...

WHERE’S YOUR SIGNIFICANT PLACE?
About ZERO/ZERO

ZERO/ZERO is an interactive installation that tells a re-centering story. Located at State St. and Madison St., in the heart of the Chicago Loop, ZERO/ZERO is a symbol for what the intersection is on a grander scale: Chicago’s origin point where all addresses, and—in a sense—the life of the city begin.

As the metaphorical center of Chicago since 1906, the intersection of ZERO/ZERO has seen the Loop, and the city, grow and transform into a bustling metropolis over a century of vibrant history.

Similarly, we as individuals have rich histories made up of memorable moments that are often tied to a location or place of significance. This could be a childhood home, a college dorm, the place where we got our first kiss.

The installation ZERO/ZERO hopes to bring all of these stories together as individuals from all over the world pass through State St. and Madison St. and share these significant moments. ZERO/ZERO is both a symbol for the heart of Chicago and the vehicle for bringing histories together.

This is the re-centering story.
In Fall of 2010, the Chicago Loop Alliance and the Illinois Institute of Technology’s Institute of Design collaborated on an installation project to highlight State Street as a premier destination for locals and tourists alike.

One of the results of this partnership was the creation of ZERO/ZERO, an installation that is as much about the significance of the physical intersection as it is a virtual collection of memories and significant places.

Together, the physical and virtual artifacts are the elements that transform ZERO/ZERO from a space to a place.
The Chicago Loop

Chicago is likely to be one of the youngest thriving metropolises in the world. With a second life of just 100 years (brought on by the Chicago fire of 1871), Chicago today stands as a model American city with a bustling downtown and robust industry.

And yet, the air of excitement and vibrancy has been a longstanding characterization of the city. Not long after the intersection of State and Madison was designated as the start of the Chicago grid system in 1908, it became known as the world’s busiest corner.

Today, with over 2.7 million pedestrians walking its streets daily, Chicago’s Loop neighborhood has one of the highest traffic in the city and serves as the home to students, residents, employees, restaurants, retailers and educational institutions.

State and Madison Street. Date unknown.
The Grid

One of the city's most unique features is its street grid system. Created just after the Great Chicago Fire, the grid layout serves as a compass for residents and visitors to navigate the city.

The grid begins at State and Madison Street, which is occasionally referred to as, "where 0.0 begins." From this point, building numbers increase incrementally by 100 for every block in all four directions, North, South, East, and West.

Because Chicago addresses are always relative to 0.0 at State and Madison, it is straightforward to calculate the distance from the intersection. For example, if you are at 320 West Randolph Street, you know that you are just over 3 blocks west of State Street.

Another shortcut to calculate distance is to remember that eight Chicago city blocks are typically equal to one mile.
You are here

Each person’s history is unique. Where we’ve been dramatically influences who we are today and, in turn, we all bring those unique histories to transform the city in which we live.

State and Madison, home of ZERO/ZERO, is one of the most significant places from Chicago’s history as it is the origin of the city grid system. What are the significant places from your life?

Enter a significant address from your life:

* all information is submitted to a secure server and will absolutely not be shared with any companies or individuals
You are here.

Each person's history is unique. Where we've been dramatically influences who we are today and, in turn, we all bring those unique histories to transform the city in which we live.

State and Madison, home of ZERO/ZERO, is one of the most significant places from Chicago's history as it is the origin of the city grid system. What are the significant places from your life?

Enter a significant address from your life:

1197 Kimball Troy, MI 48098

Submit

* all information is submitted to a secure server and will absolutely not be shared with any companies or individuals.
1197 Kinlock Dr, Troy, MI 48098, USA

Is this the right place?

no, re-enter
no, upload photo
yes, continue

Describe in a short sentence why this address is significant to you (e.g. This is my dorm from freshman year; This is where I got engaged).

My Childhood Home!

submit
Thank you!

We appreciate your submission.

Click on the 'We Are Here' link to see how far all travelers, including you, have come and passed through ZERO/ZERO!
Historically known as the "world's busiest corner", ZERO/ZERO has its own rich history to share. And so do we. This map represents ZERO/ZERO as the central intersection of the world, and the distance traveled is how far everybody has come, in Chicago city blocks (eight blocks to a mile), from their significant places.

232596 blocks traveled