

# MASS. AVE. : ORIENTATION and HUMANIZATION

2months Free Time

EXIT

North

Canada 4.5days

20min 

15min Newbury St.

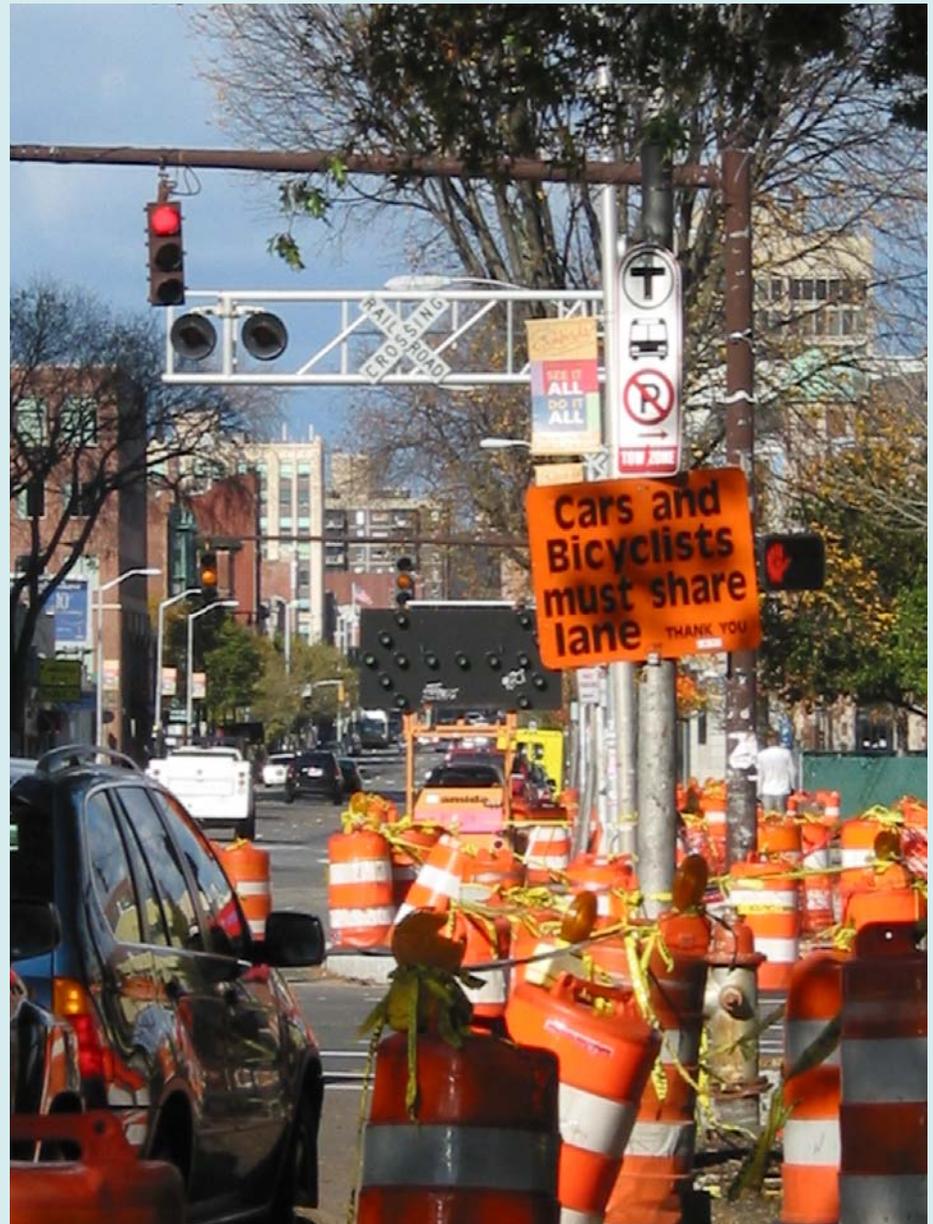
Cafe

GROUP 5

salome francpourmoi  
mio uchida  
rachel gealy  
marissa grace desmond

# mass. ave

- disorientation
- discomfort
- confusion
- glaring
- linear
- dirty
- harsh
- loud





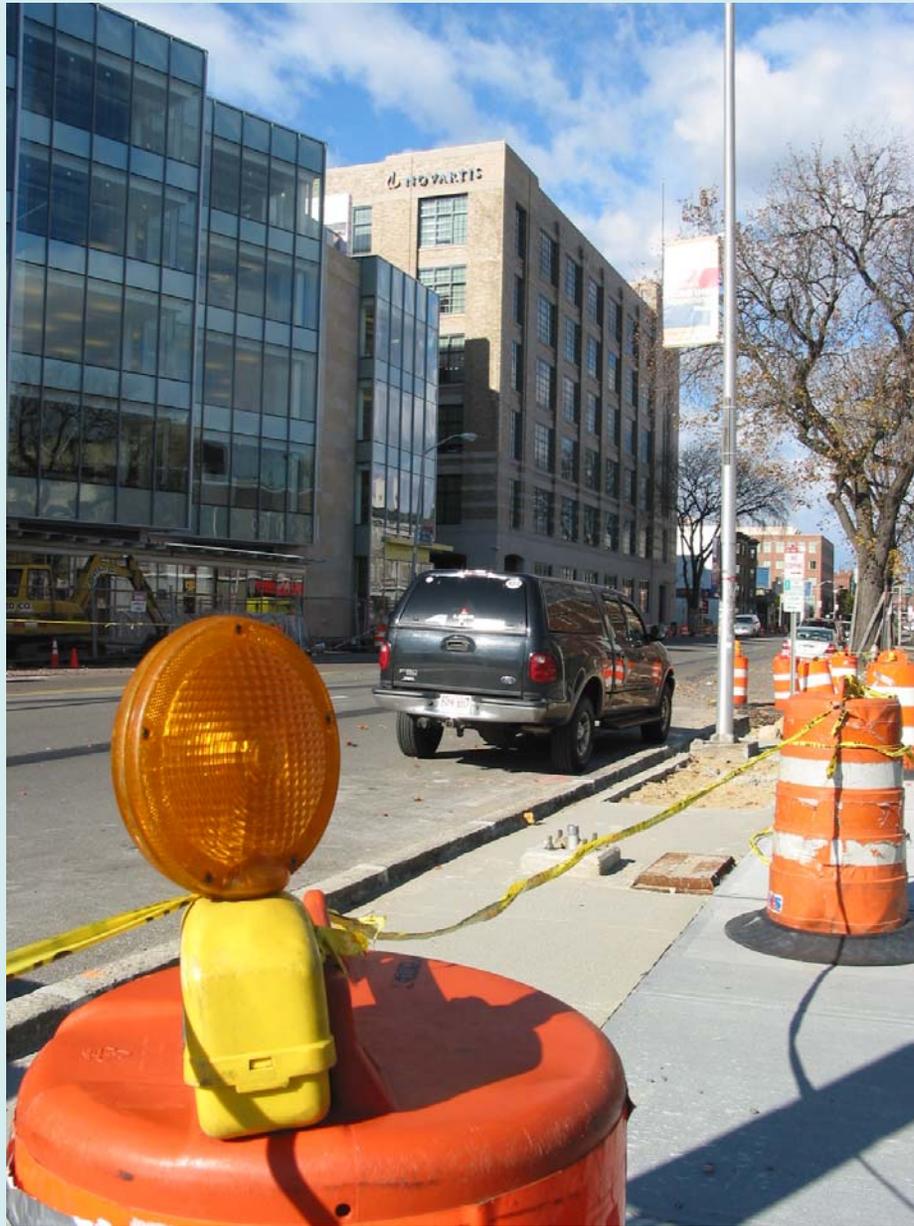














# orientation

- orientation is a function of the mind involving awareness of three dimensions: time, place and person
- problems with orientation lead to disorientation, and can be due to various conditions, from delirium to intoxication
- typically, disorientation is first in time, then in place and finally in person

4.5days Canada

Free Time 2months

North

20min



Newbury St. 15min

Cafe

30sec.



2months Free Time

North

Canada 4.5days

20min 

15min Newbury St.

Cafe 30sec

EXIT

EXIT











# Signage

**FREE TIME**

**CANADA**

**CUPCAKE**

**COFFEE SHOP**

**Winter break is one month away and then you will finally have some free time.**

**Walk in a north west direction for 4.5 days straight (with out resting at night) you will be in Canada.**

**Walk down Mass Ave, cross the Harvard bridge, take a left on Newbury, continue for three blocks, enter the bakery, and buy a cupcake.**

**Look in the direction this sign is pointing. Don't you wish there was a coffee shop right there?**

Short Words

Sentences

# METROPOLITAN STORAGE WAREHOUSE FIREPROOF



This building has been in operation as a storage facility continuously since 1917.

The two foot thick brick and concrete construction of the exterior wall is what makes the building resistant to fire.

Inside, the 260,000 square foot structure is divided into 1500 rooms of various sizes which house items ranging from automobiles to art.



# THE LAST BLUE HOUSE OF ITS KIND



Take a close look at this house while you can.

Things that are here today may not be here tomorrow.



# FUTURE GREEN SPACE



Cambridge Department of  
Public Works  
is planning on creating  
a landscaped pedestrian plaza  
which will make this  
a safer intersection  
for pedestrians, cyclists, and  
drivers.  
Safer for You.



# SENSATIONAL SMELL

If you walk a block  
in this direction



you will happen upon  
the delicious smell  
emanating from  
the Jr. Mint factory

# COFFEE 5 MIN AWAY



Even if the sidewalks  
are not very friendly at the  
moment, keep on walking  
in this direction.

In cities as well as in life,  
what you need is often  
closer than you think.



# SKYLINE



Let your eyes  
follow the arrow  
and take a moment  
to admire Boston's beauti-  
ful Hancock tower.

Amazing what  
Sky and Line  
can do





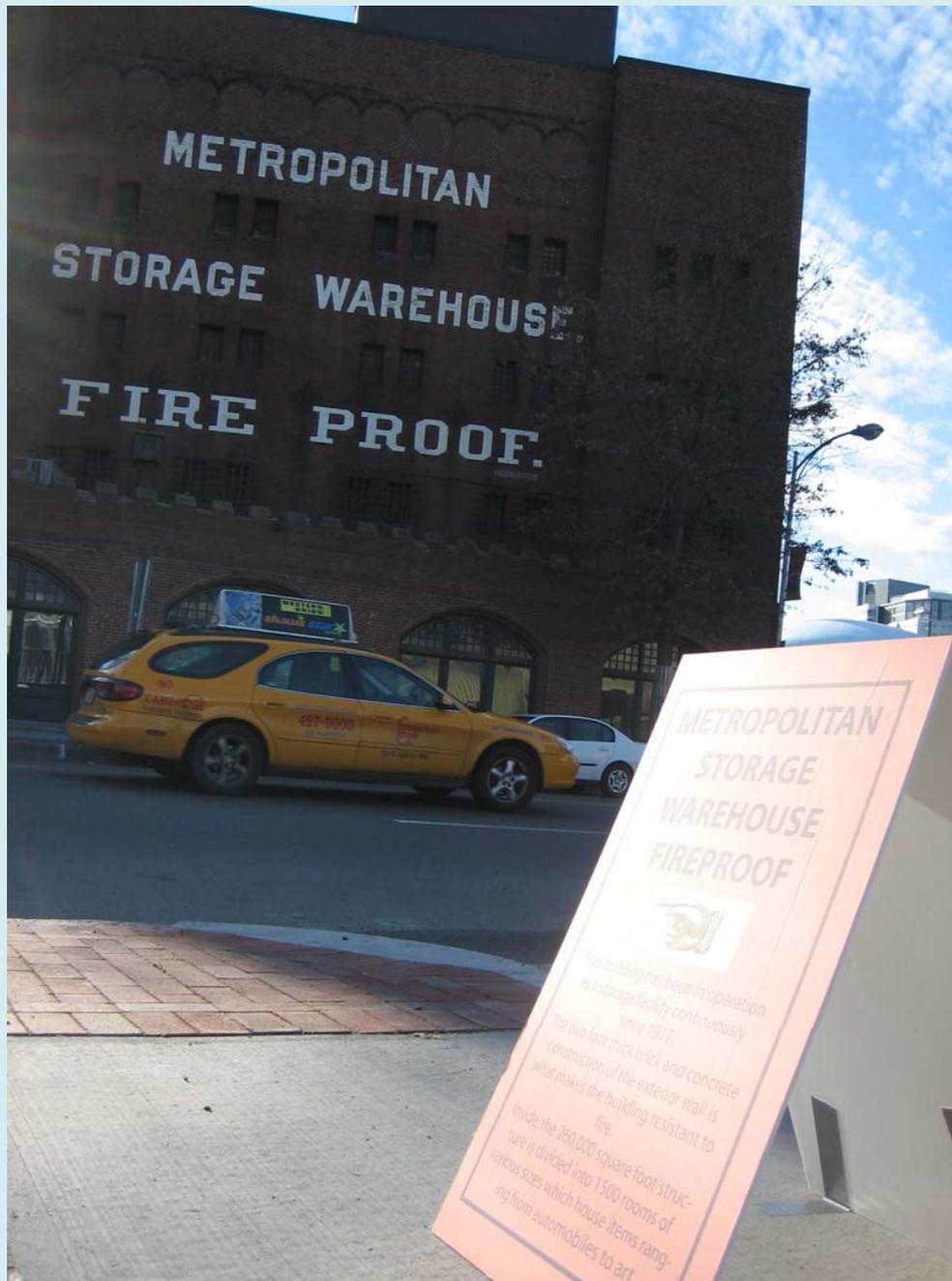
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METROPOLITAN  
STORAGE WAREHOUSE  
FIRE PROOF.

METROPOLITAN  
STORAGE  
WAREHOUSE  
FIREPROOF



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SMELL**

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**WHAT DO YOU  
LIKE  
ABOUT MASS.  
AVE?**



Tell us how you feel

**WHAT DO YOU  
THINK  
IS MISSING  
ON MASS.AVE?**



Tell us how you feel









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