STEAM®

Steam is an all-encompassing, decentralized digital platform for gaming on the PC. In addition to the digital distribution of video games, it hosts multiplayer servers and a social network.

By bringing all of these services into one piece of software, it has revolutionized the way games are created and played around the world.
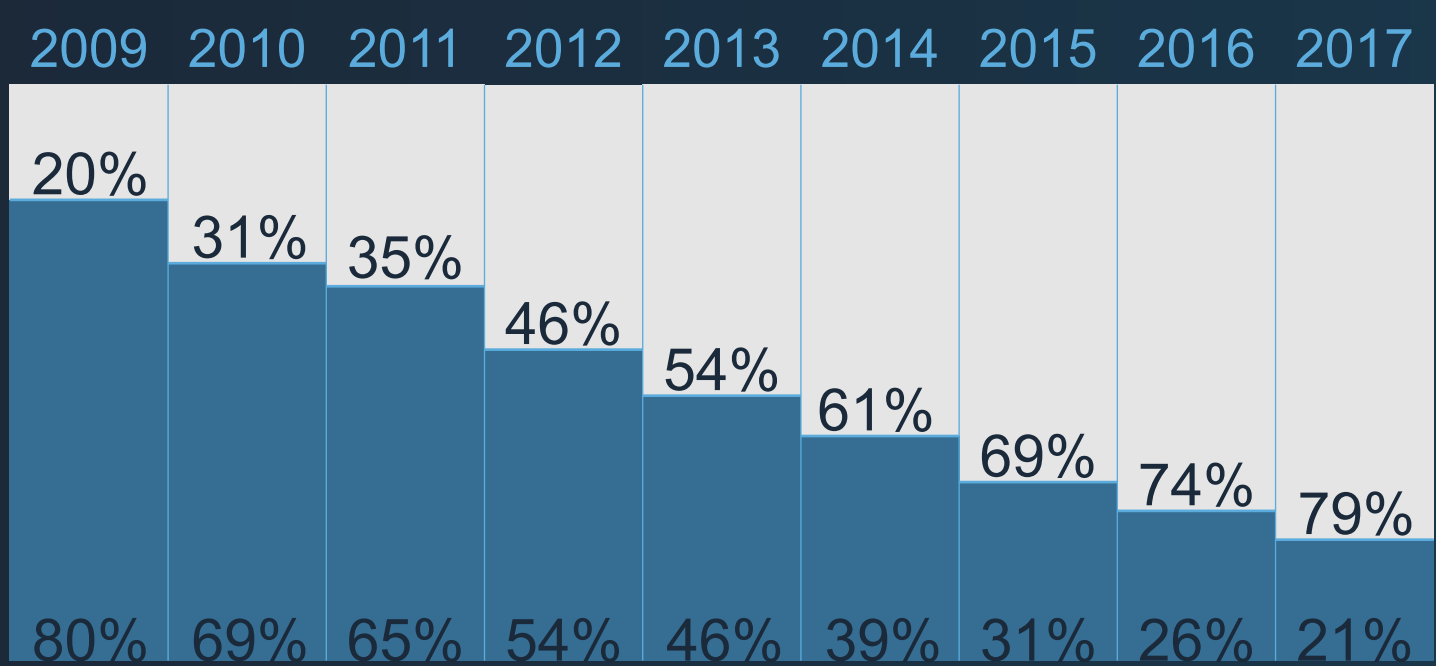
DIGITAL DISTRIBUTION PLATFORM

A client that delivers digital media directly to the consumer over the internet, bypassing traditional stores and theaters that use physical means such as CDs or cartridges.

This collection of apps, music, games, etc. is tied to an account that can be accessed on any supported device with an internet connection.
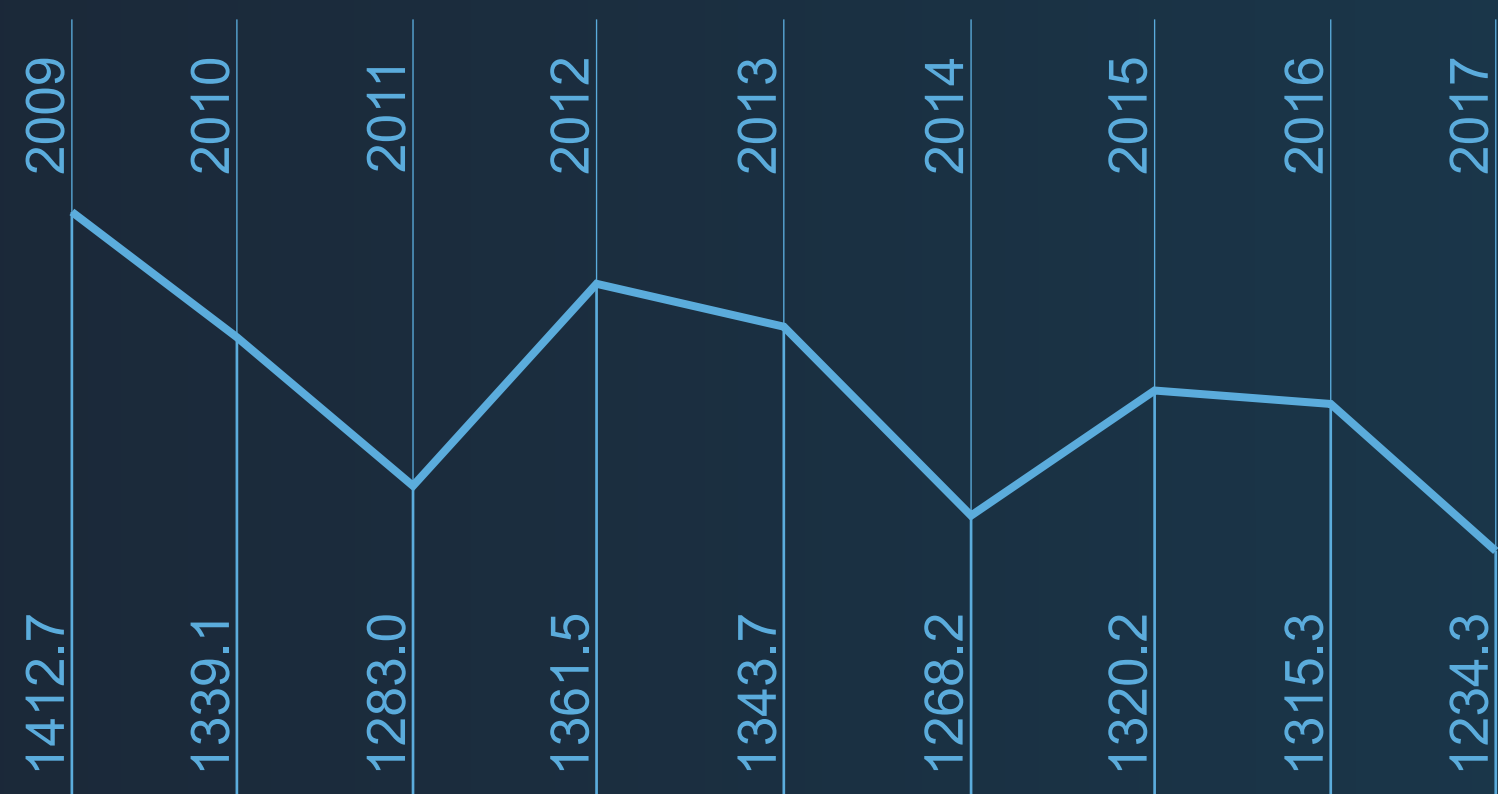
SPATIAL EFFECTS

Digital distribution platforms make traditional stores and theaters irrelevant, and unless they find a way to innovate, they will eventually be completelyl eliminated.

Physical vs. Digital Games Sold

2009	2010	2011	2012	2013	2014	2015	2016	2017
20%	31%	35%	46%	54%	61%	69%	74%	79%
80%	69%	65%	54%	46%	39%	31%	26%	21%

Theater Tickets Sold (in millions)

2009	2010	2011	2012	2013	2014	2015	2016	2017
1412.7	1339.1	1283.0	1361.5	1343.7	1268.2	1320.2	1315.3	1234.3

SOCIAL SYNERGY

The effects of Steam on the digital community

Steam makes multiplayer more accessible than ever by eliminating the need for players to host and mantain personal servers. It also creates communities through a vast social network that even allows players to stream gameplay and post their own game modifications.

THE RISE OF MASSIVELY MULTIPLAYER GAMES ON STEAM

2014   2015   2016   2017

SPATIAL EFFECTS

The gaming café

Gaming cafés are LAN gaming centers that offer access to high-end PCs for a cheap hourly rate.

With Steam, the physical hardware is irrellevant. Users no longer have to choose from a list of predetermined games on a cafe computer.

Their personal library along with the entirety of the video game community can now be accessed on any PC from one single program.

CRITICISMS

These spaces are notorious for prioritizing a binge gaming atmosphere at the expense of personal identity and social interaction.

They are cold cubicle farms devoid of any energy and activation outside of the game.

ENDLESS EVOLUTION

The creative possibilities and perils of downloadable gaming

Steam allows for creators to automatically deliver updates and patches directly to the player, revolutionizing the idea of an indefinite game that is never truly finished, able to maintain cultural relavence or falling prey to censorship.

Overwatch Patch History   2018   2017   2016

ADD NEW CONTENT

FIX BUGS   BALANCE GAMEPLAY

RESPOND TO CRITICISM

CULTURAL RELAVENCE

BEFORE

AFTER

CENSORSHIP

CHANGE PLOTPOINTS

ELIMINATE CONTROVERSIAL WORKS

RESPONSE

Theaters are dying. Attendance dropped to a 25-year low in 2017. What was once the most popular social hotspot has now been abandoned in lieu of digitally distributed media.

Built from the husk of a cinema, this configurable and customizable reinterpretation of the gaming brings people together in celebration of the rapidly growing pastime.

This cafe emphasizes physical interaction and attracts more types of players with a lounge and tabletop gaming areas.

Monitors are on rails and mouse/keyboard are built directly into the chairs. This ensures that the space can be easily reconfigured to fit any situation and to encourage social play.

Private Gaming   Public Gaming   Lounge   Tabletop Gaming

Conceptual Diagram   Circulation Diagram

EDWARDS CINEMAS

EDWARDS 24 CINEMAS

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