Alonso Diaz (MX)

The data center, strategically design for luxury fashion NFT assets, is a pilgrimage destination for its holders

Non-Fungible Cult

Contribution to Fashion House Marseille

The city was founded as a tightly-packed settlement around the Old Port, which is now a pedestri- anized marina for private boats, but once a busy shipping and military port. Over time, the port was incrementally expanded along its northern coastline to accommodate more trading routes while the city expanded in land
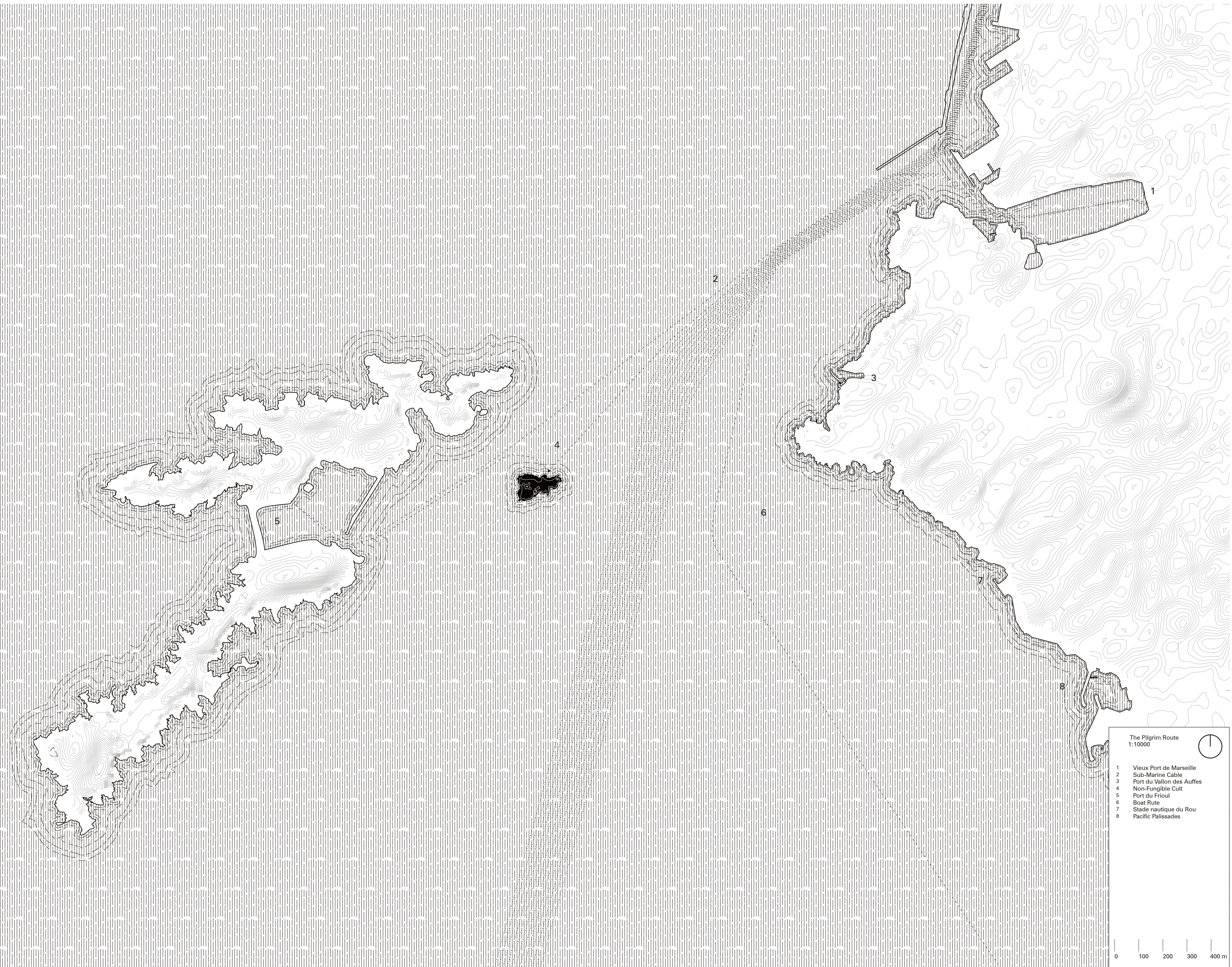
The Château d'If is a fortress located on the Île d'If, the smallest island in the Frioul archipelago, situated about 1.5 kilometres offshore from Marseille in southeastern France. Built in the 16th century, it later served as a prison until the end of the 19th century

The Port of Marseille Fos is paving the way for the concept of a maritime data hub: a global digital gateway offering a smart and reliable landing infrastructure for submarine cables
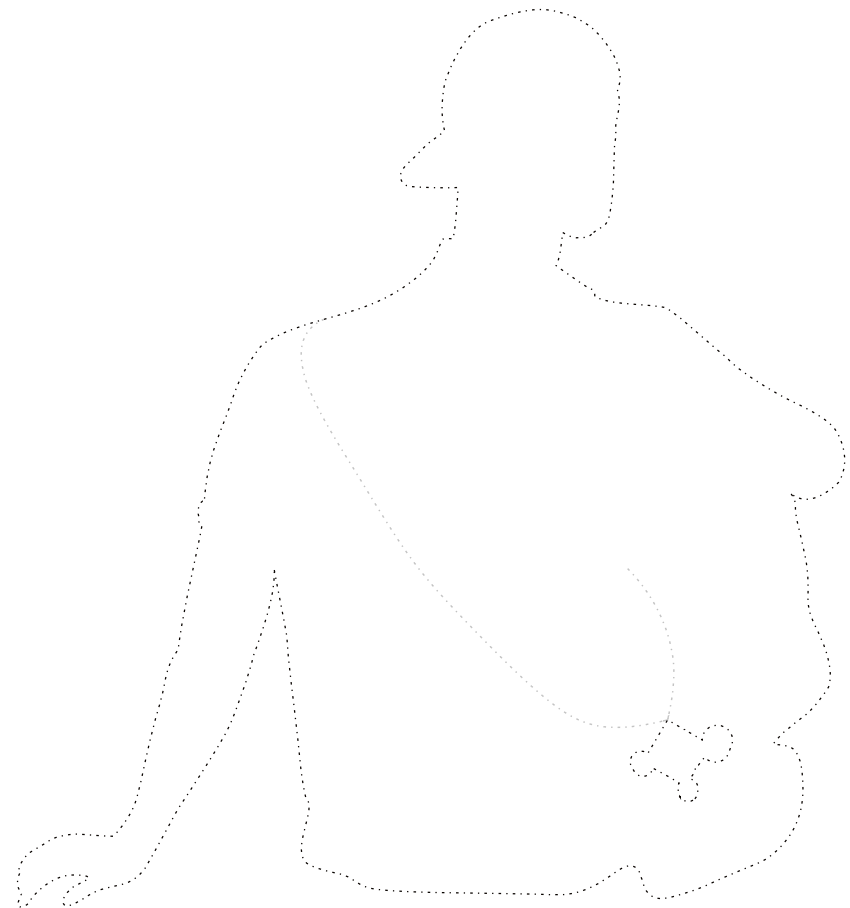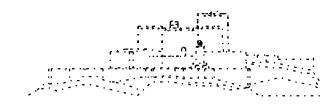
The Pilgrim Route
1:10000

1   Vieux Port de Marseille
2   Sub-Marine Cable
3   Port du Vallon des Auffes
4   Non-Fungible Cult
5   Port du Frioul
6   Boat Rute
7   Stade nautique du Rou
8   Pacific Palissades

0   100   200   300   400 m

NFT holder – a person who won, bought or received an NFT-like token. After receiving it, it is considered to be a certain owner of the rights to a particular object
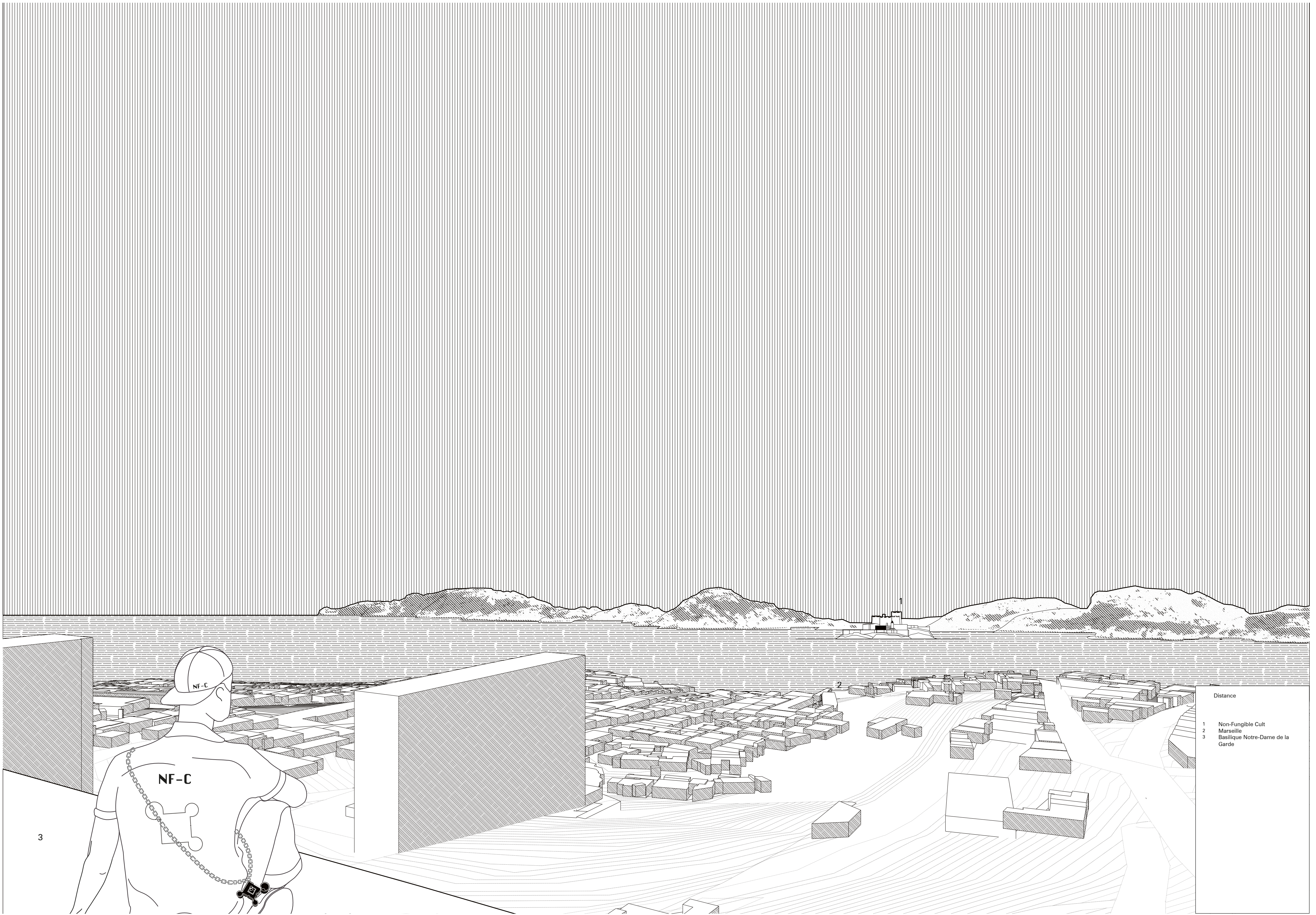
The Frioul Archipelago's smallest fragment, If island, once a military fortress and later a prison, keeps the highly secured data temple behind its barriers. People look over the walls from a distance at the viewing platform to wonder what happens inside
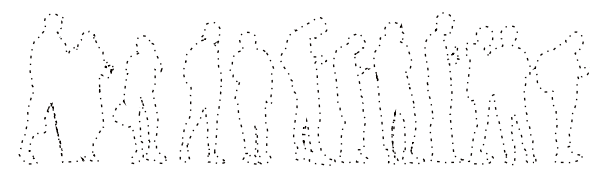
The Cold Wallet is a physical device used to store cryptocurrencies, NFTs, and other digital assets safely. It stores your wallet's recovery phrase, password, and PIN code offline, making it the most secure storage solution

NF-C

NF-C

Distance

1   Non-Fungible Cult
2   Marseille
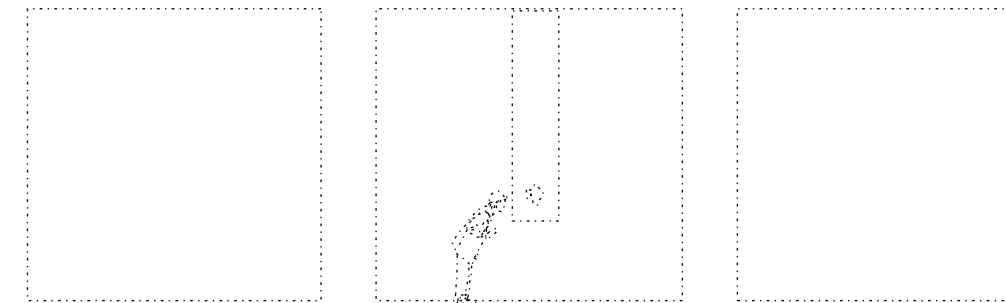3   Basilique Notre-Dame de la
     Garde

3

1

2

The Port-station facade is composed of limestone panels extracted from the D'if island, and it represents the volume of stone extracted to allocate the data center underground
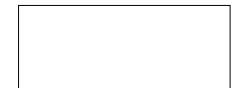
The marketing team is allocated at the port station's upper floor, and from there, all the marketing myths around the center are orchestrated, from guest selection to press releases
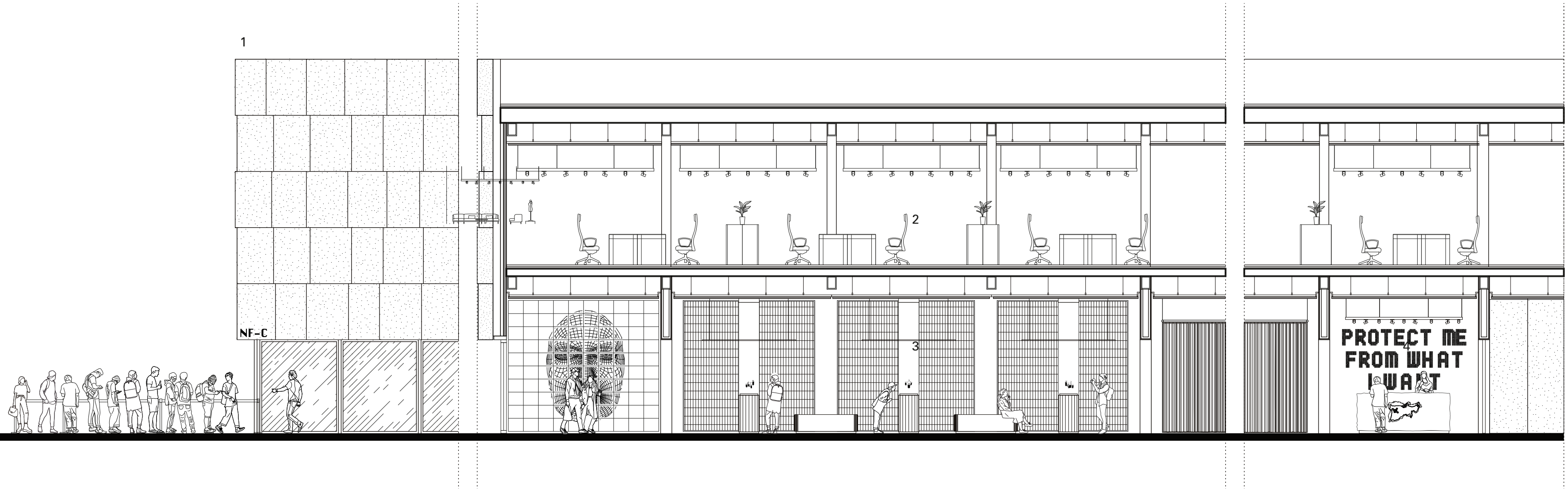
The journey begins at the port station & showroom, where NFT's enthusiast waits in line to look at the late crypto wallet accessories drop of the season, and employees and selected guests begin their journey to the data temple

The showroom is an instrument to congregate people, to generate buzz around the latest NFTs drops

The performance begins at the check-in room, where your identity is confirmed, and you are authorized to access the center
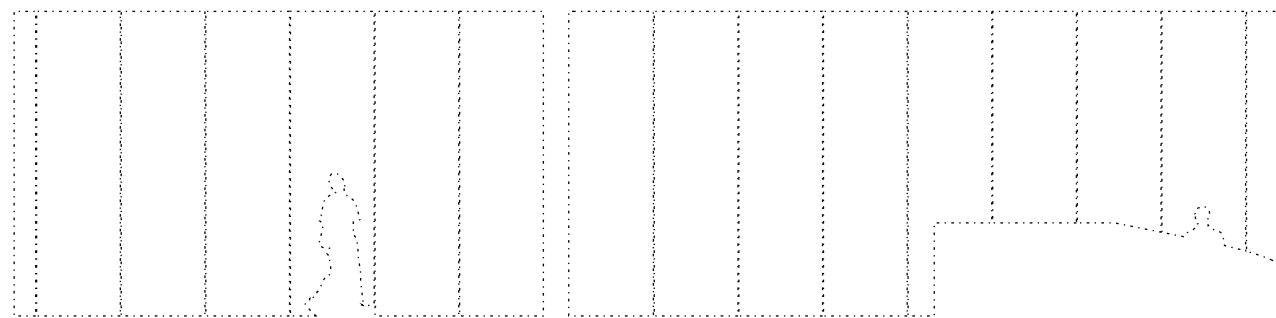
1

NF-C

PROTECT ME
FROM WHAT
I WANT

2

3

Show Room
1:100

1   Facade
2   Marketing Area
3   Show Room
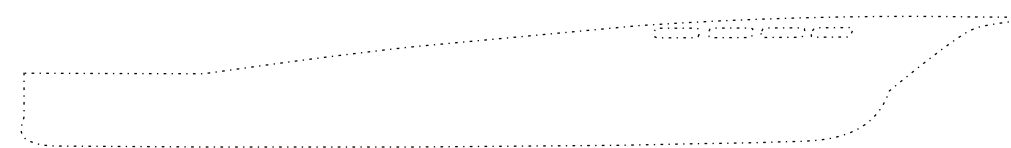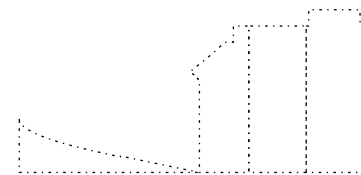4   Check Point 1

0   1   2   3   4 m

The showroom is located at the Marseille Old port station, the shape of the building a direct reference to "The Box" , fashion shows venues for Dior
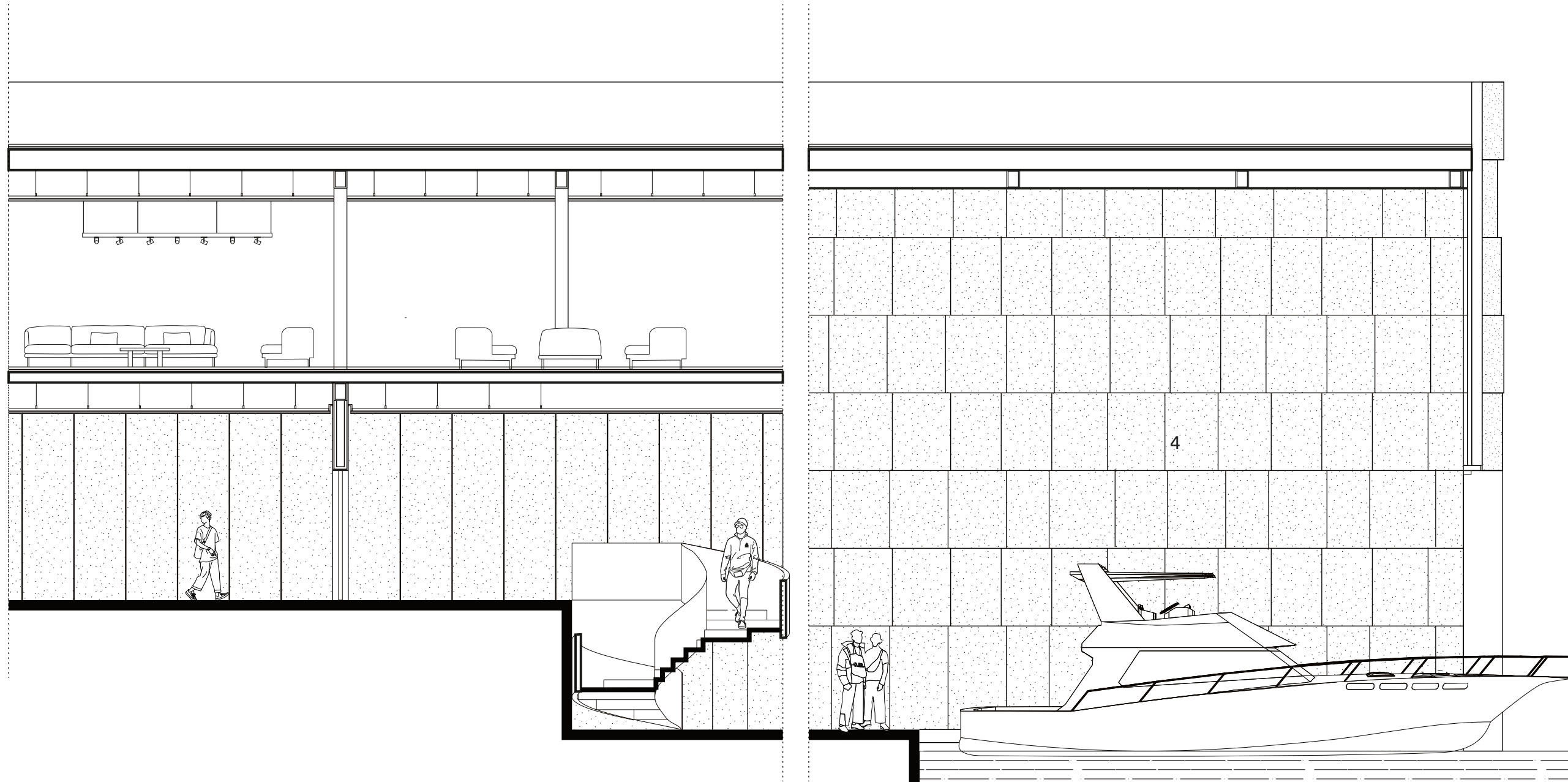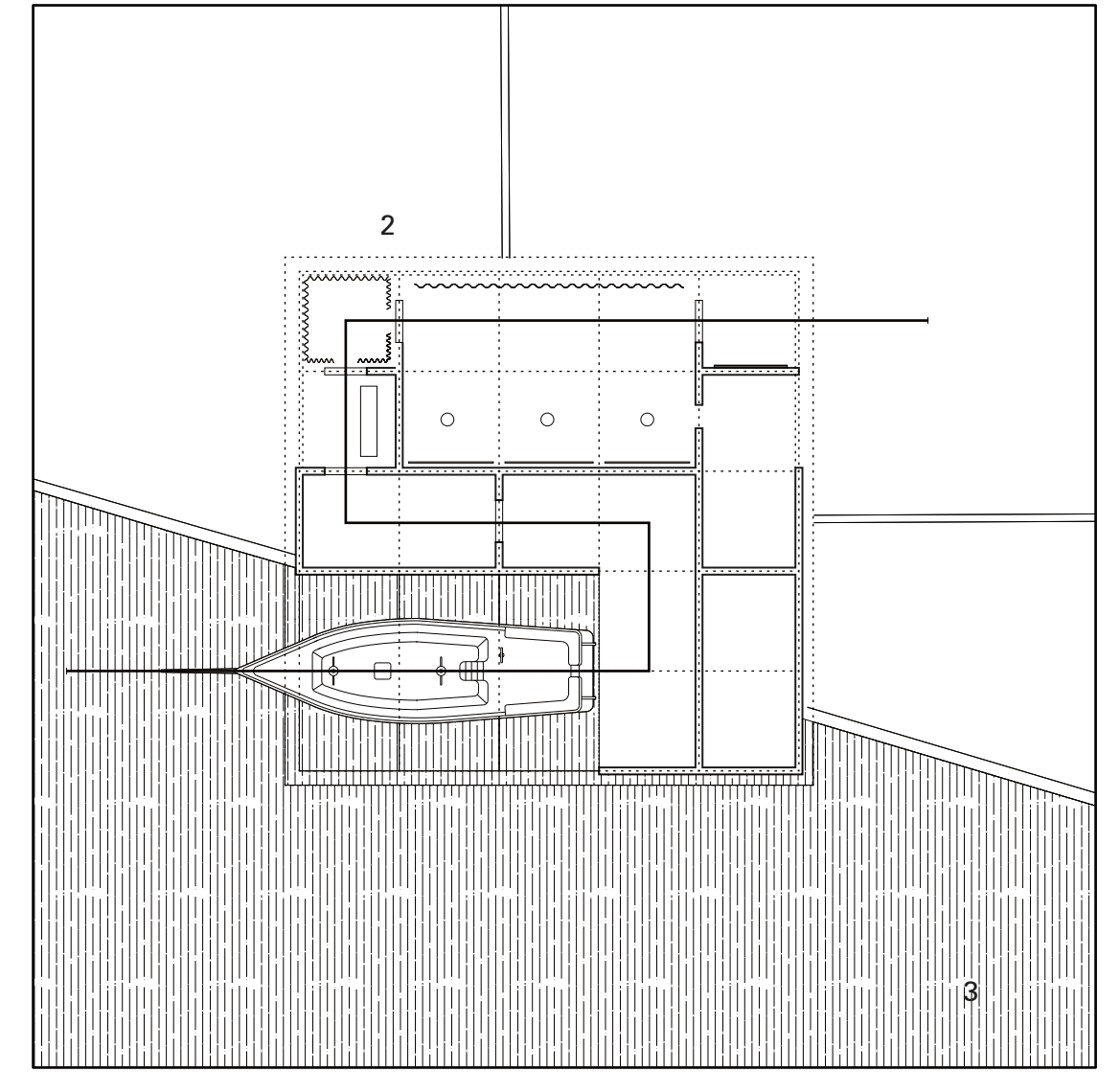
The port station sets the journey's first step; A security and resting pavilion controls the access to the pier where the boat awaits

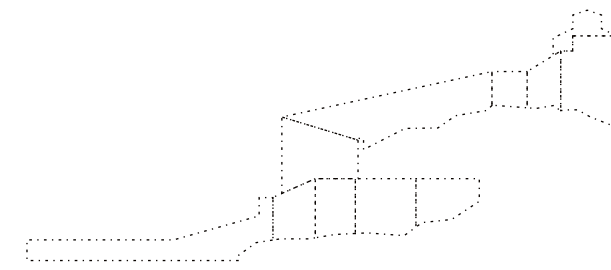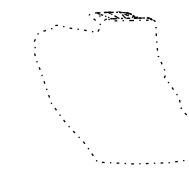The Boat takes Holders and workers to the Island

1

2

3

4

The Box
1:100

1   Fort Saint-Jean
2   Non-Fungible Cult Square
3   Marseille Old Port
4   Port Station

0   1   2   3   4 m

Holders land at the island and are
subject to a strict security procedure
divided into a series of pavilions
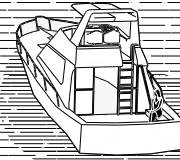
The boat takes 20 m time to get i n to
the island

The Island
1:750

1   Port
2   Security Control 1
3   Locker Room
4   Security Control 2
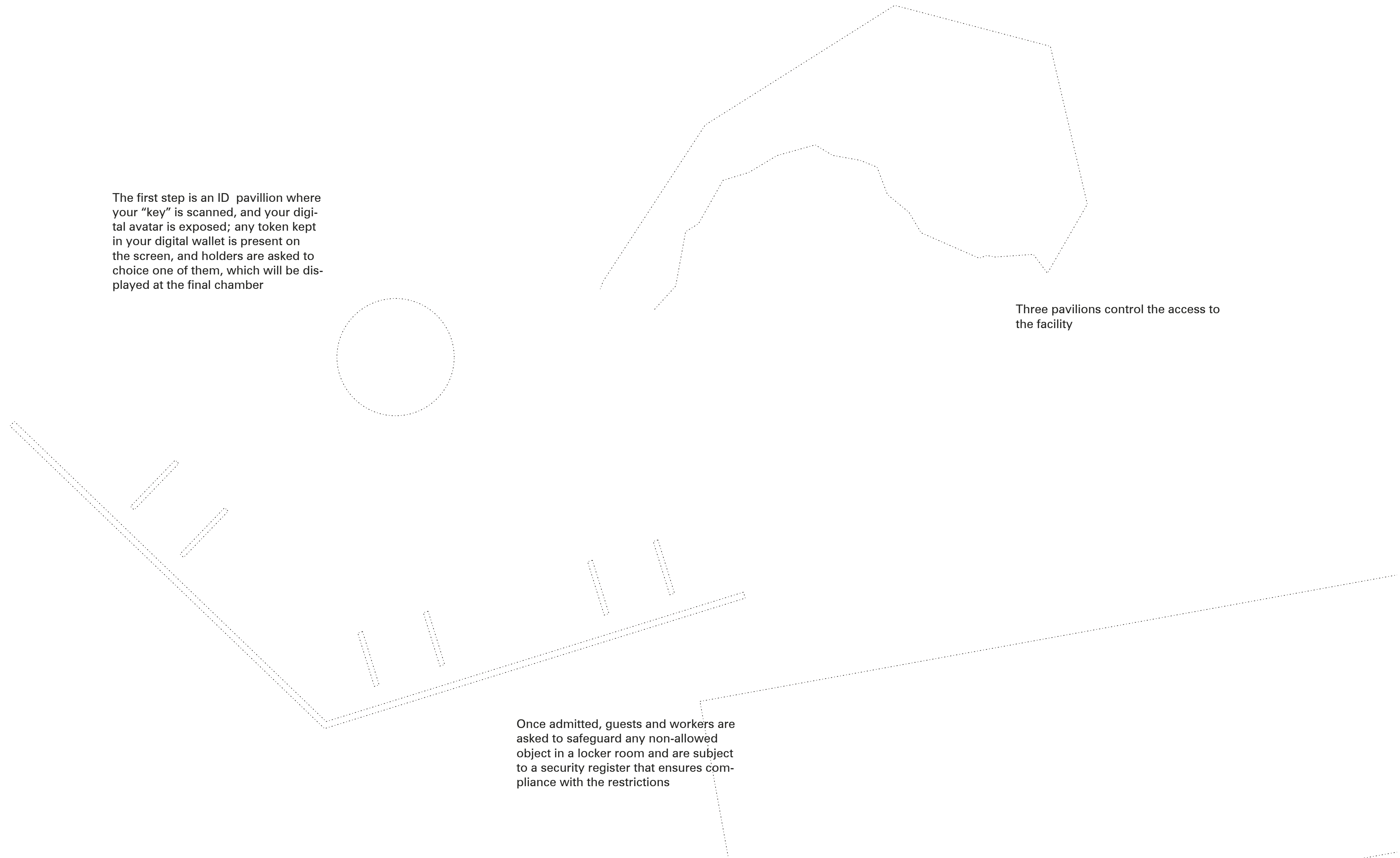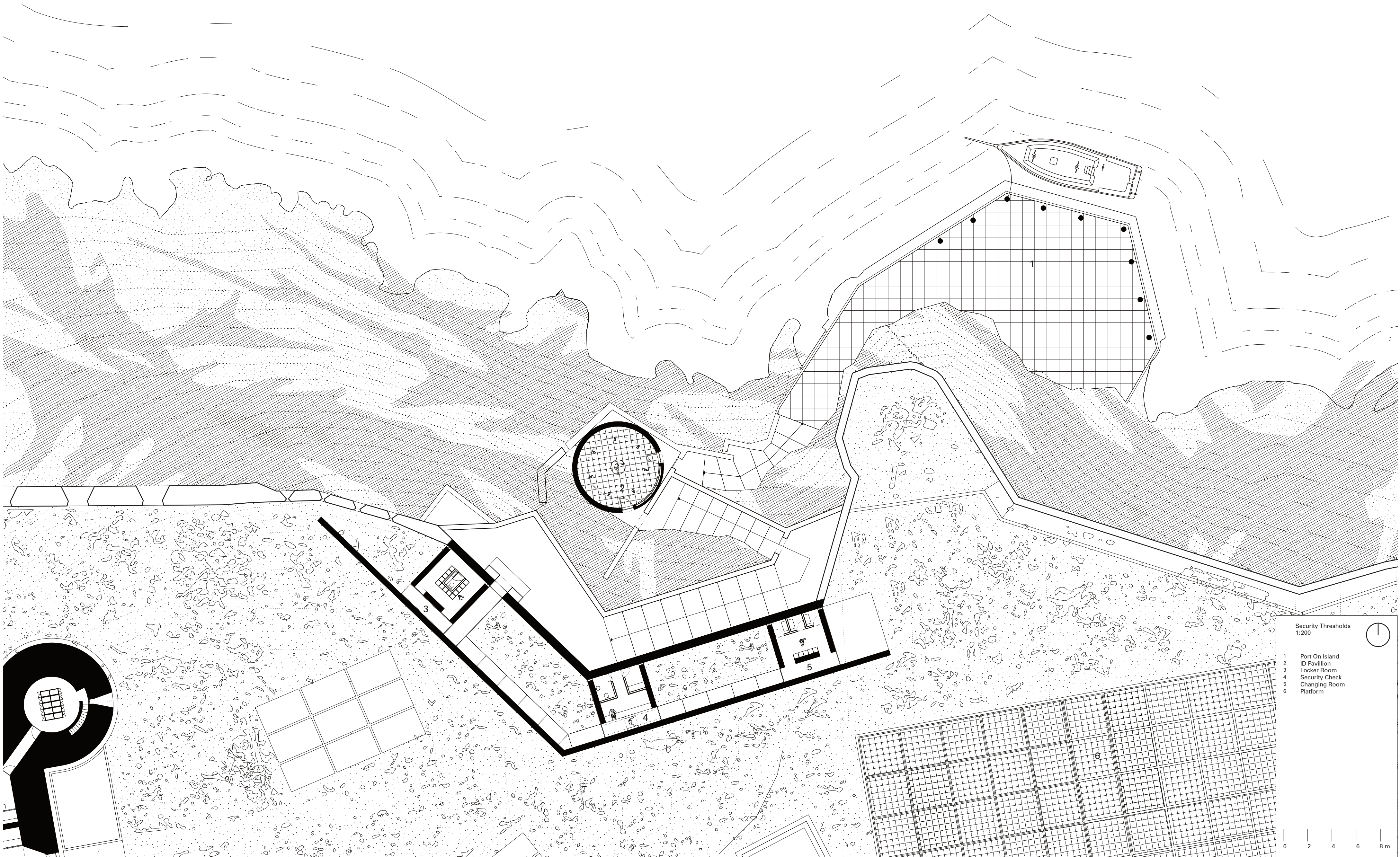5   Employee rest building

5

0   10   20   30m

The first step is an ID pavillion where your "key" is scanned, and your digital avatar is exposed; any token kept in your digital wallet is present on the screen, and holders are asked to choice one of them, which will be displayed at the final chamber

Three pavilions control the access to the facility

Once admitted, guests and workers are asked to safeguard any non-allowed object in a locker room and are subject to a security register that ensures compliance with the restrictions
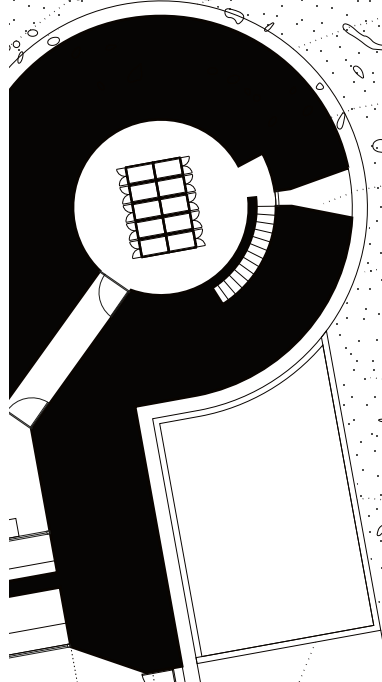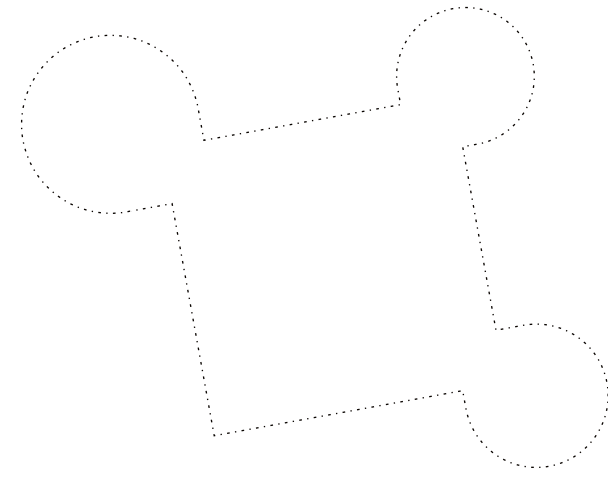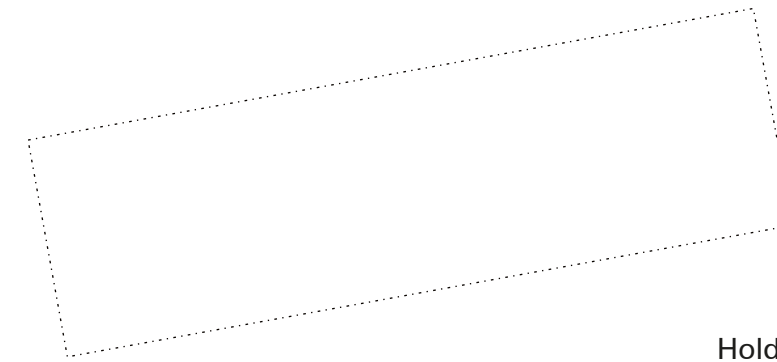
Security Thresholds
1:200

1   Port On Island
2   ID Pavillion
3   Locker Room
4   Security Check
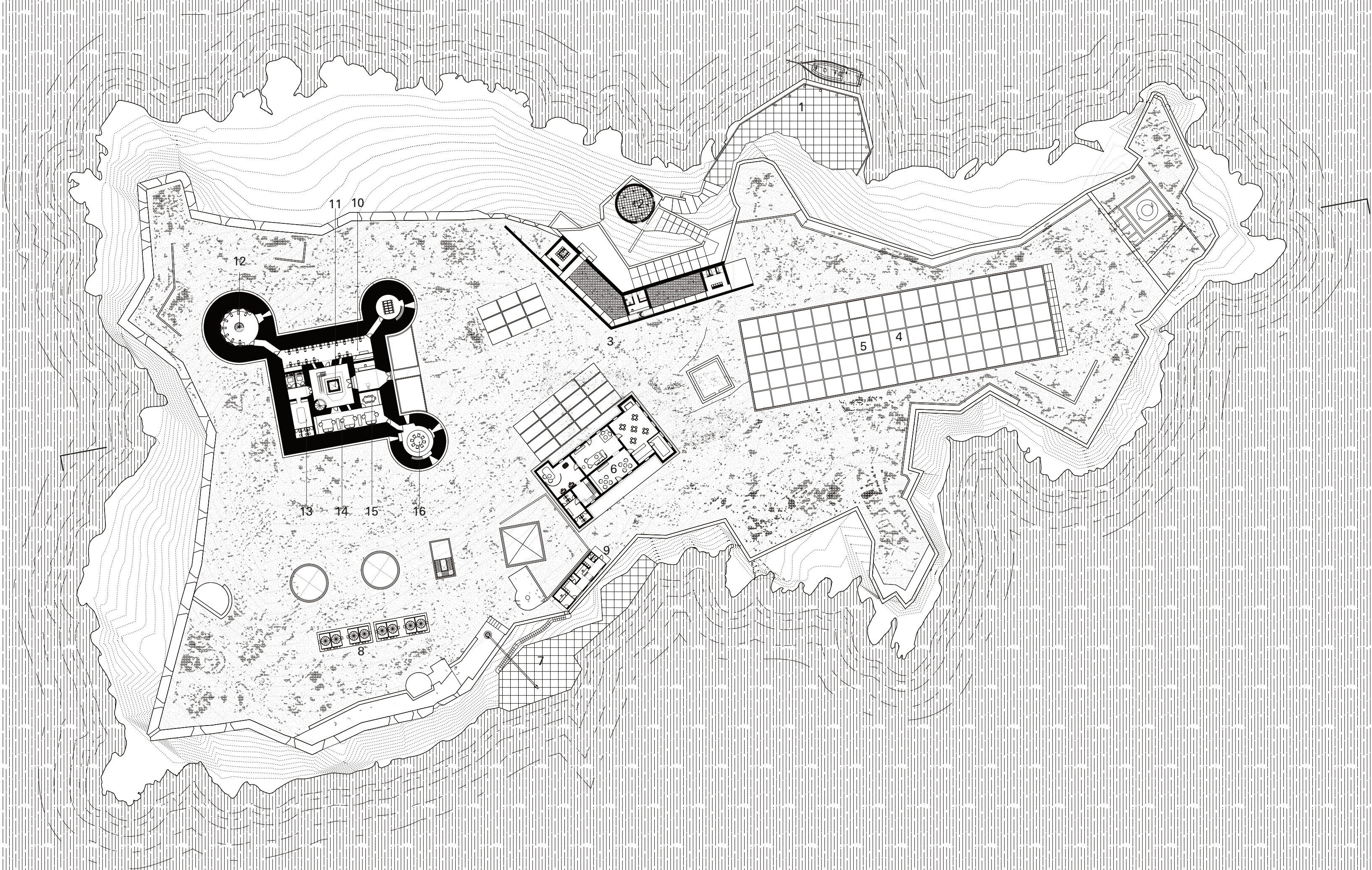5   Changing Room
6   Platform

0   2   4   6   8 m

When the time to visit the data center comes, the holders is escorted by a worker to the data center entrance, located in the chateau d'if Interior patio

Holders are allowed to walk around the facility while they wait to get into the data room. On the surface, a limestone platform emerges from the ground, hiding a dozen chimneys under the surface that discharge the vapor generated by the water-based cooling system, submerging them into a physical experience data through heat and noise
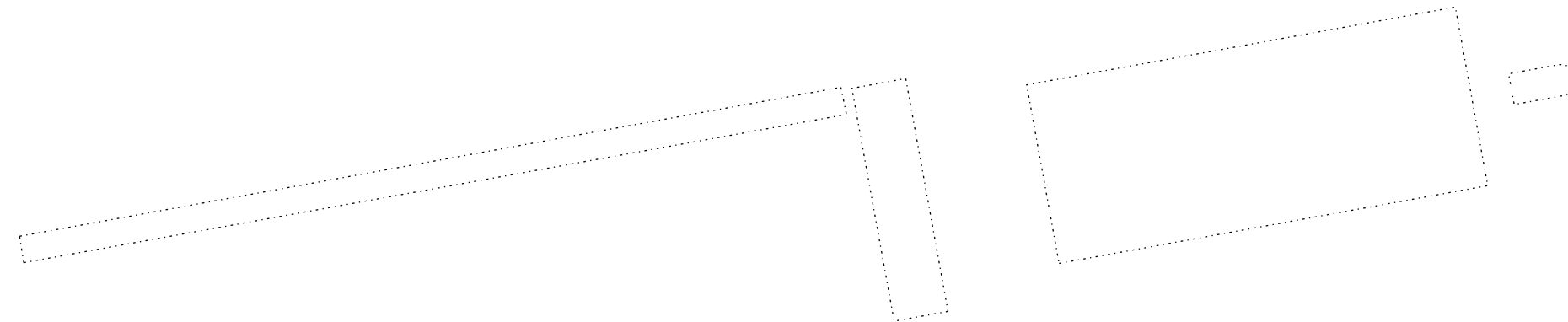
Ground Floor
1:750

1   Port
2   Security Control 1
3   Security Control 2
4   Platform
5   Cooling System Platform
6   Employee Rest Building
7   Loading Area / Staff Access
8   Extraction System
9   Security Control 3
10   Monitoring Center
11   Lift / Stairs
12   CCTV Room
13   Bathroom
14   Waiting Room
15   Meeting Room
16   Monitoring Center
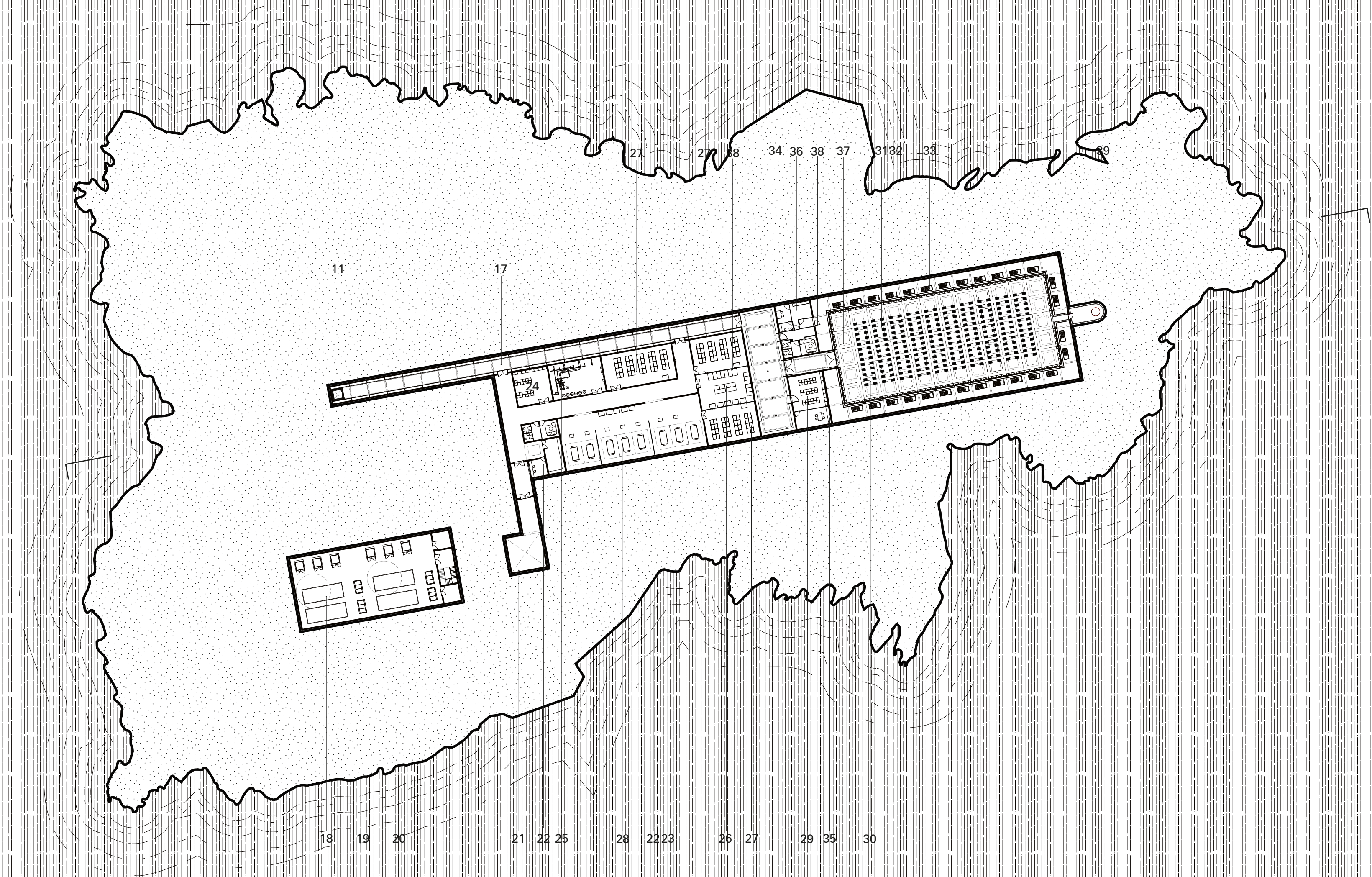
0   10   20   30m

The Data entrance is a pre room where holders unlock the door by scanning their NF-C cold walllet.

Corredor

The data salon allocated a limited storage space, arranged in a 7 x 7 tiles grid; compared to the typical arrangement of a computing room that maximizes the storage space, the data salon configuration elevates the rack to a precious object.
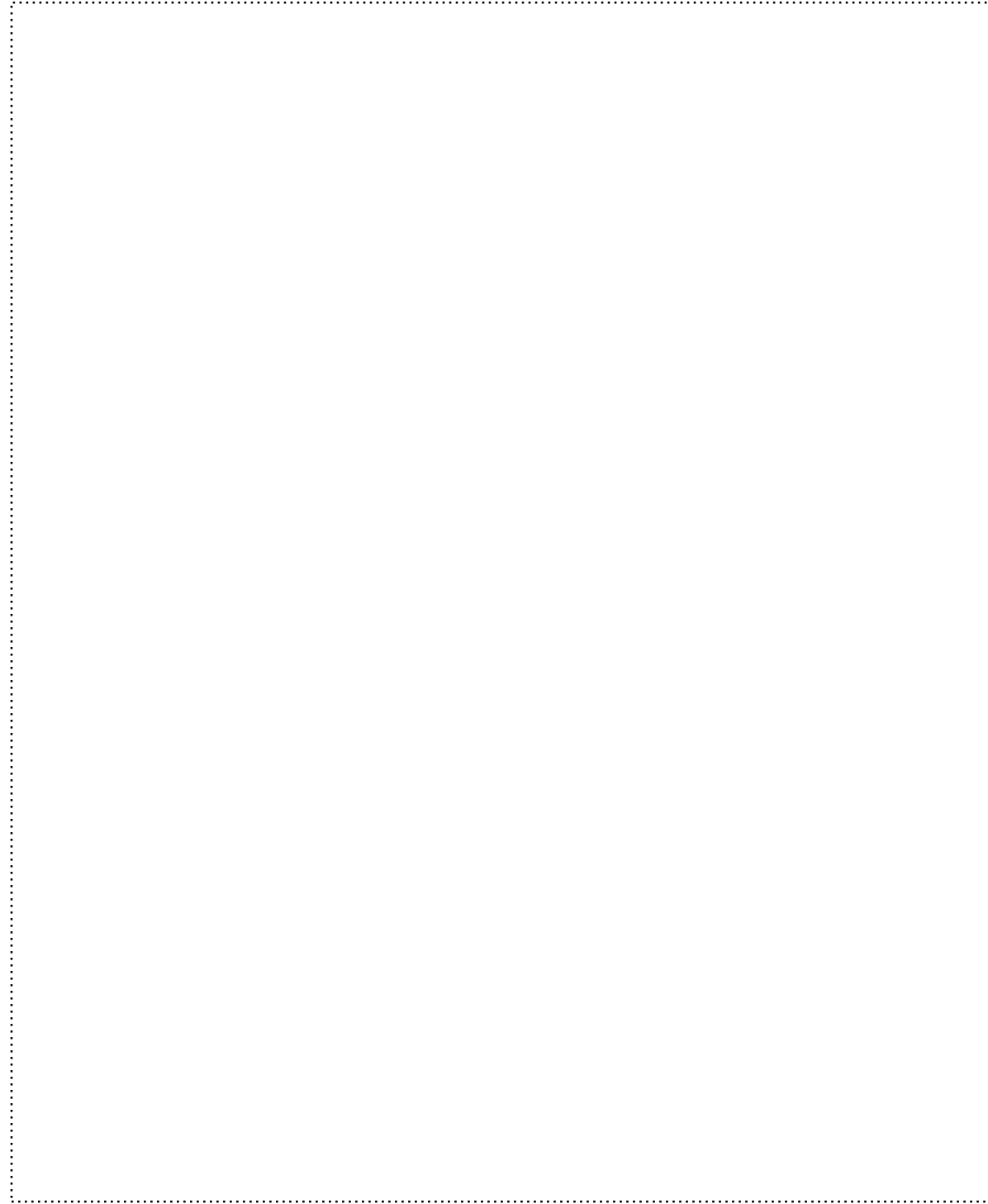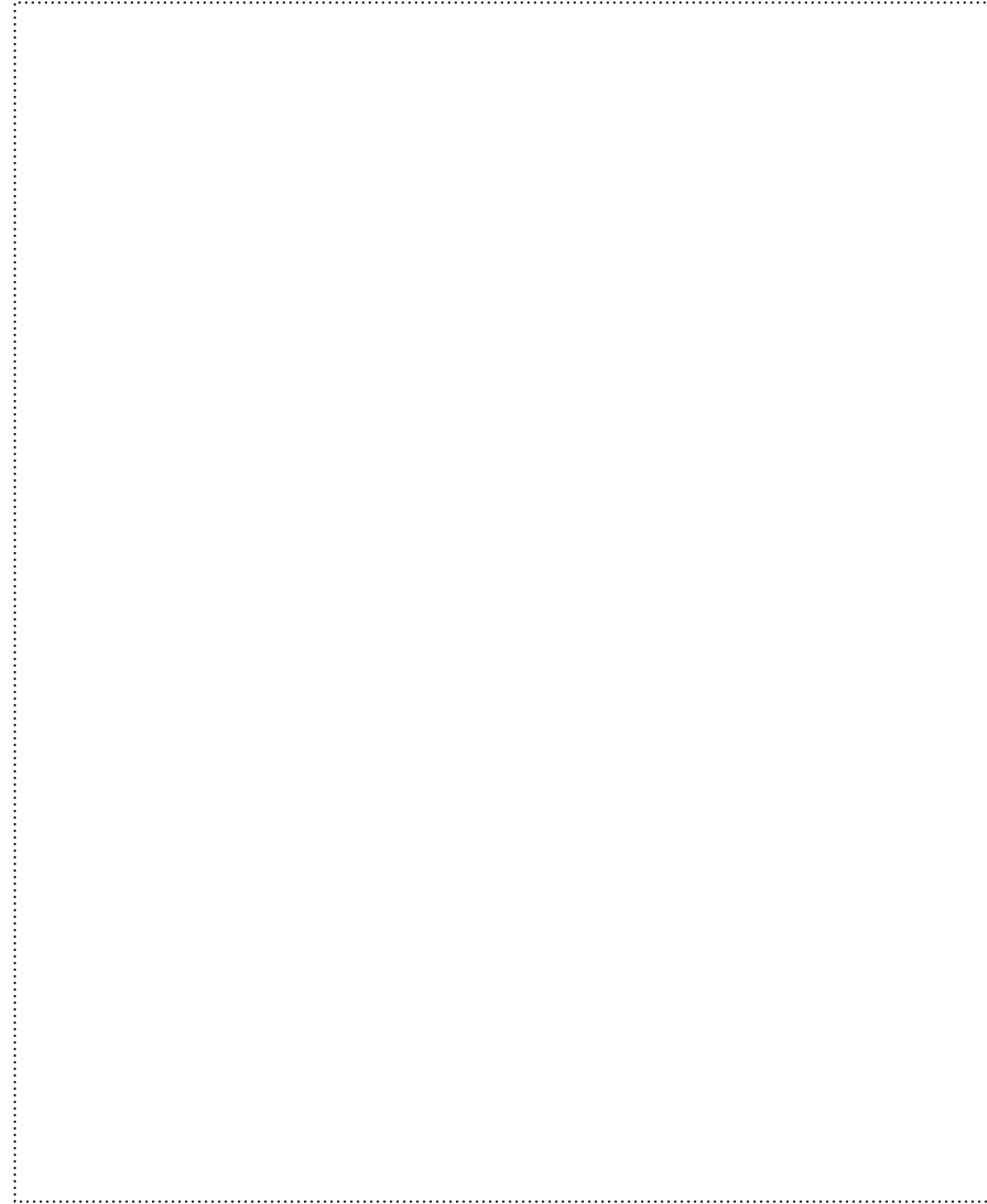
Data Underground
1:750

11 Lift
17 Corredor
18 3.5 MW Generator
19 Electric Board
20 Transformer
21 Loading Area
22 Security Control
23 ShipPing / Recieving
24 Storage
25 Fire system room
26 Switch Board Room A
27 Battery Room
28 Mechaical Room
29 Switch Board Room B
30 Rack Module
31 Hot aisle
32 Cold aisle
33 CRAC
34 Point of Presence
35 Burn-In Room
36 Storage
37 Computing Salon
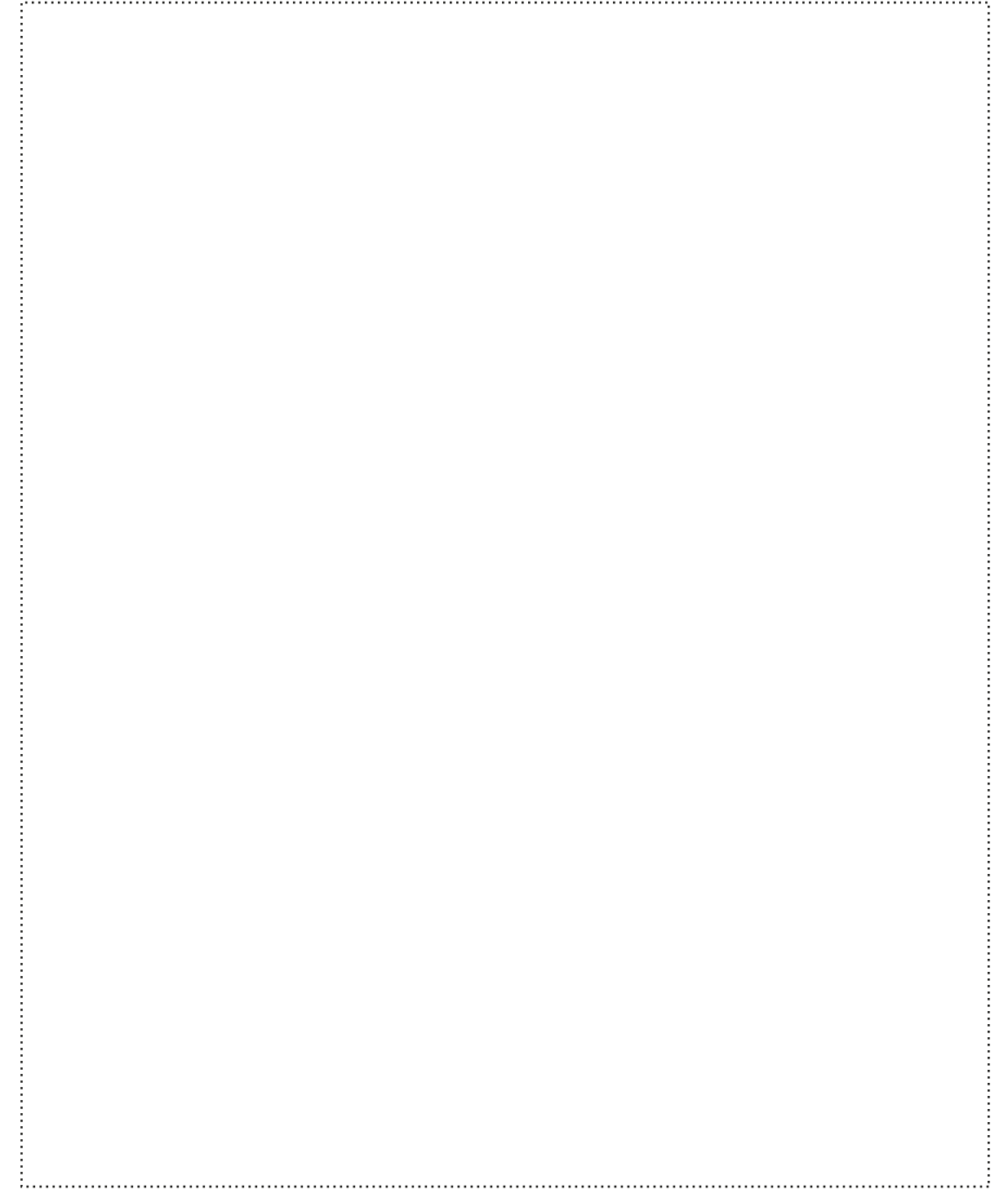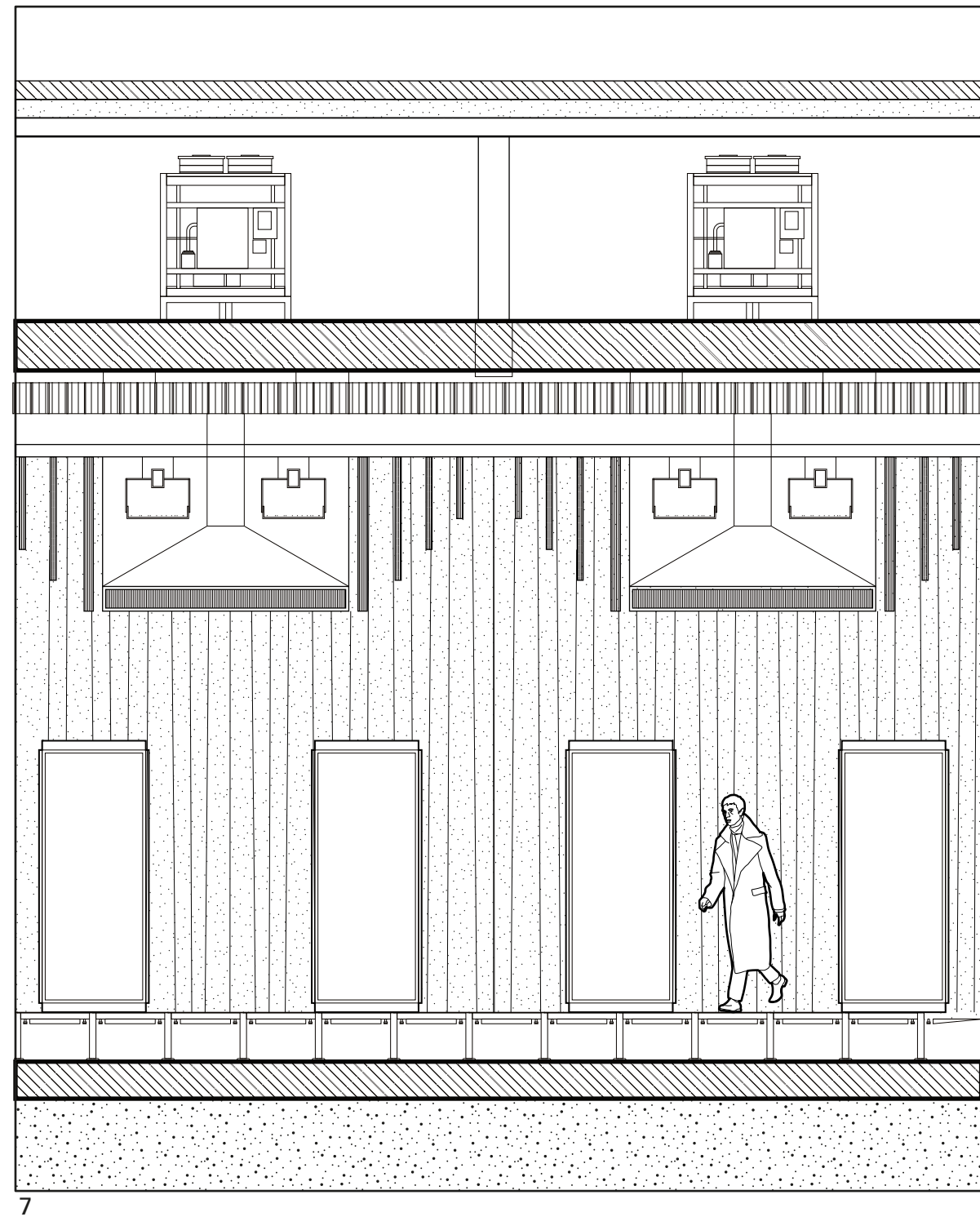38 Control
39 Virtual Chamber

0   10   20   30m

Hidden inside crystal chandeliers, the cooling system extracts hot air produced by the racks and frees it trough a limestone mesh panel. The data salon is covered in a CNC carved limestone curtain.
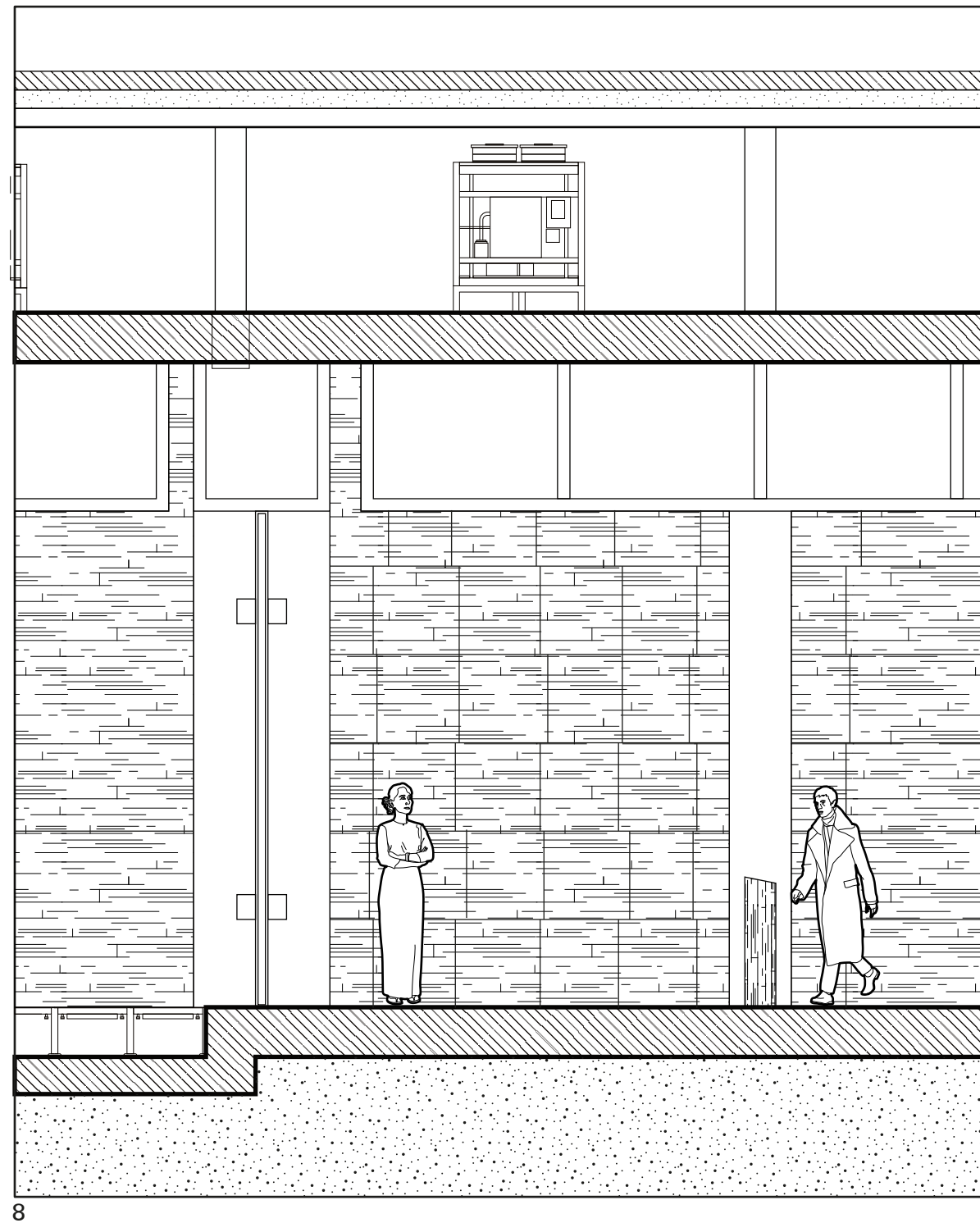
Within the portal room holders can find a pedestal where they can open the door to the data salon using their cold wallet. The room walls are cladded in sandblasted limestone panels while the floor has a rug printed in Provencal patterns
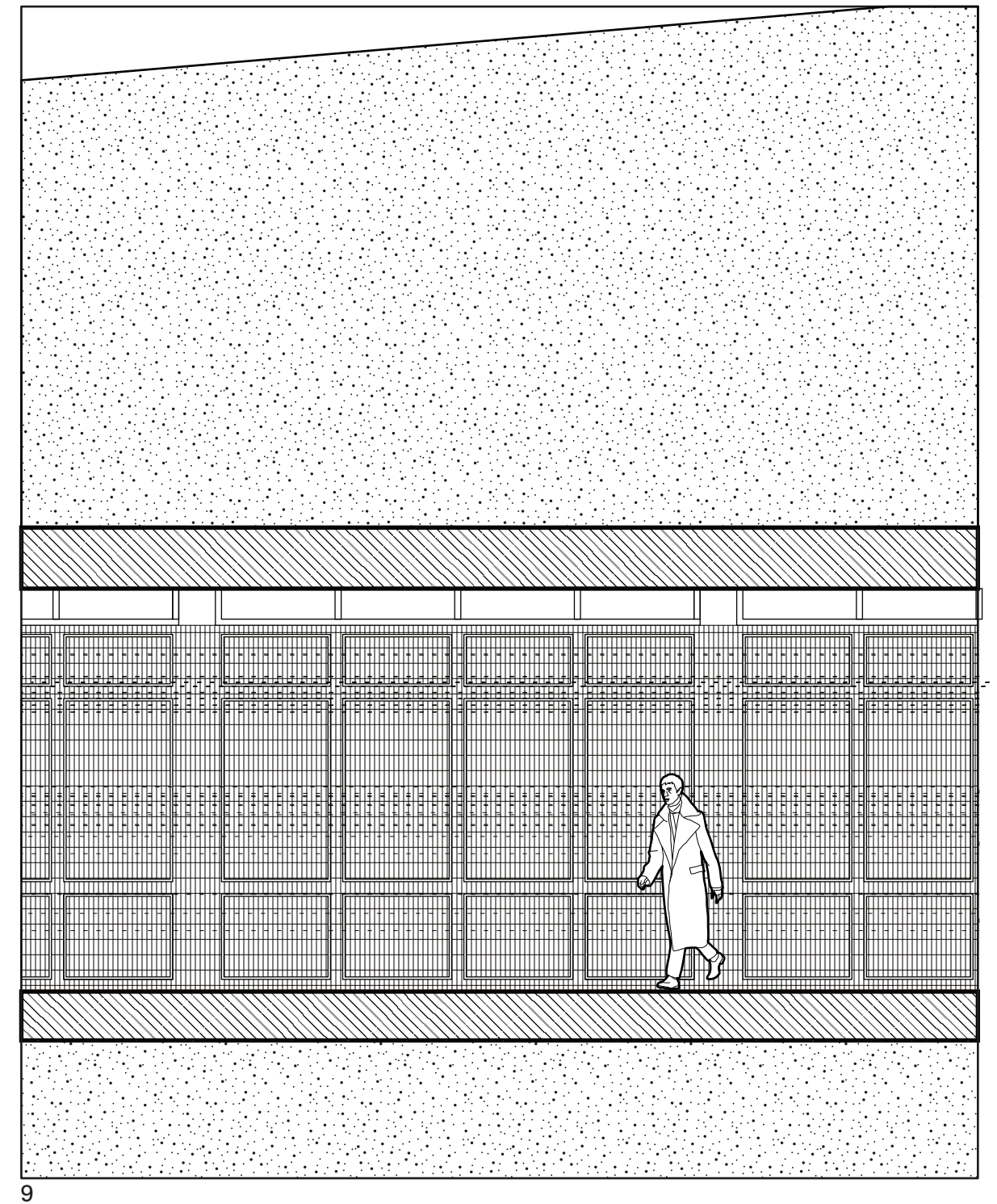
The catwalk serves two purposes, taking the holders from the lift to the data salon while transporting all the wiring systems within its walls which are covered in a metallic mesh with a built-in lighting system that resembles the wood paneling technique used in Marseille's retail stores
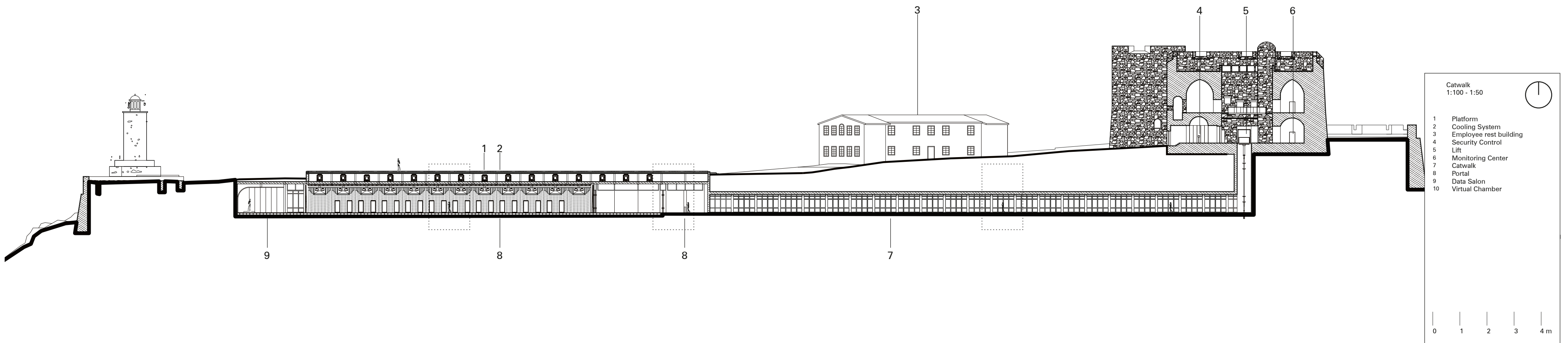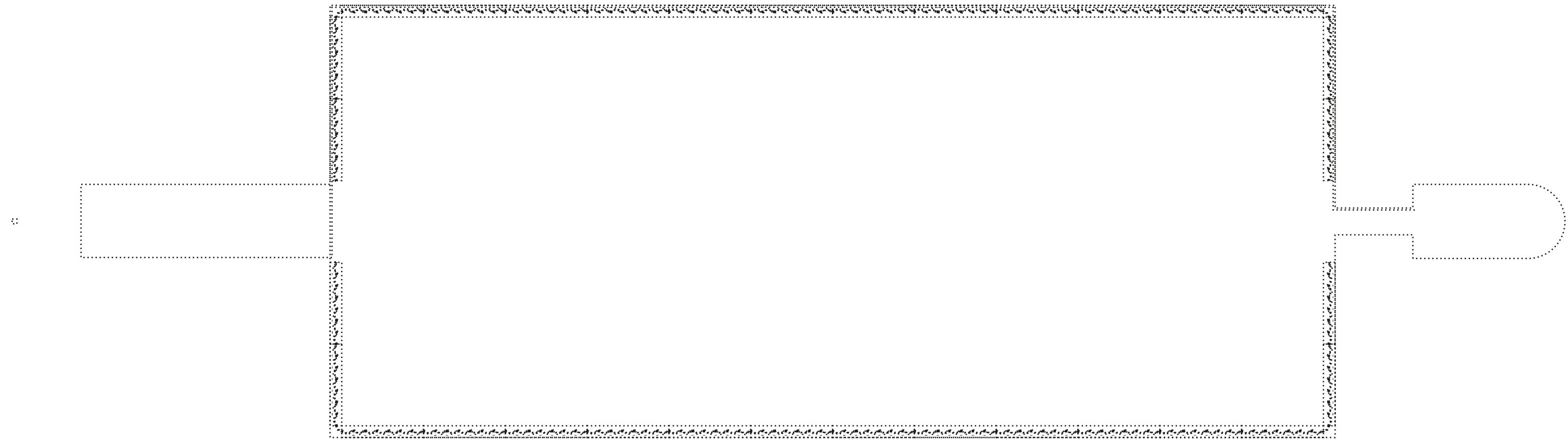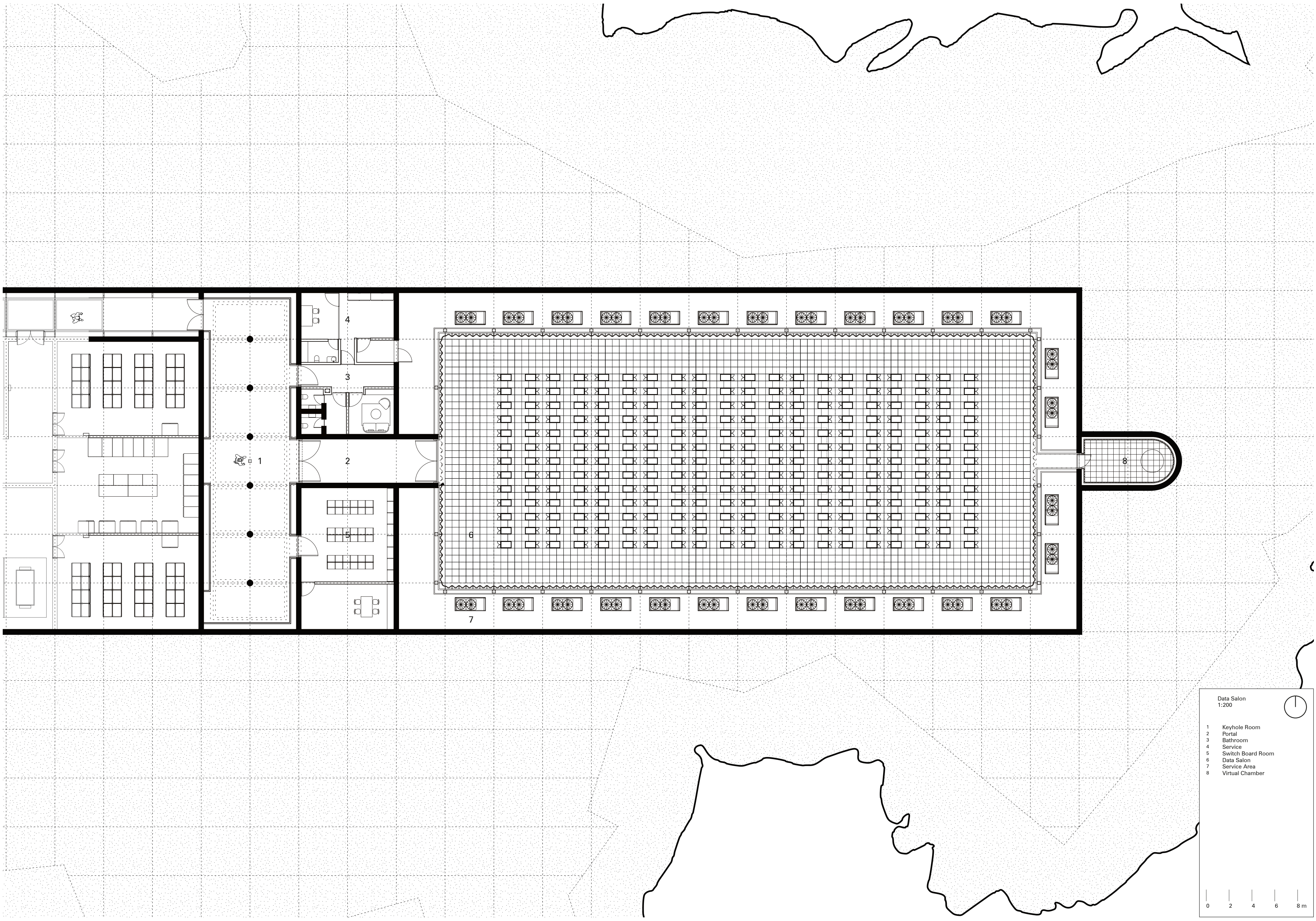
7

8

9

3

4 5 6

1 2

9 8 8 7

0   1   2   3   4 m

The virtual chamber allows holders to
visualize one preselected asset. They
should wait for another invitation to
get the opportunity to view another
one

Data Salon
1:200

1   Keyhole Room
2   Portal
3   Bathroom
4   Service
5   Switch Board Room
6   Data Salon
7   Service Area
8   Virtual Chamber

0   2   4   6   8 m