

N2M

The Third Place

what is the concept behind thethirdplace.com ?

The third place is the brand idea of PlayStation2 across all European Markets.

The concept centres on the idea that PlayStation 2 is a gateway to another world – the third place.

This is a mental or spiritual place, which can't be defined as its different for everyone. No one can tell you about your third place, you have to discover it for yourself. The third place is about exploration, discovery and adrenaline. Neither inside nor outside, not waking nor sleeping, here or there – the third place is what you make it.

the third place undergoes constant mutation through use/play.

the third place is a place where the impossible becomes possible.

over the course of 2002, thethirdplace.com will develop into an online art-gallery, designed and curated by Hi-Res! and sponsored by PS2. the idea is to commission artists to develop interactive pieces based on their idea of the third place.
every piece is located in the space.

Contributors to the first phase, which runs until June 2002, include Joshua Davis, Insertsilence, Daniel Brown, Soulbath, Yugo Nakamura, James Tindall, Niko Stumpo, Han Hoogerbrugge and Hi-Res!