The ‘Attractor’ was created with the desire to draw visitors in, so it sits in the corner of the site which is most visible. The people who are passing through from the entertainment district see the ‘Attractor’ and are compelled to come closer. The glass which angles down towards the people is part of the spectacle. The glass allows for the inhabitants to peer out and look at the people who are looking in. The ‘Attractor’ is set back 15 feet from the sidewalk to create an outdoor space which can be used by the people in the cybercaff adding to the level of energy.
The 'Attractor's' function is a one to one relationship where the computer and user are balanced. In the first floor, there is a cyber cafe, with an outdoor area in front. On the second and third floors, there are video teleconference areas where companies and individuals can set up meetings and hold conferences. Outside of the video teleconference areas, there are outdoor balcony areas which have views to the courtyard and main screen.
To create a balance between architecture and image, the aesthetic tries to mimic the relationship through material. The two main materials are concrete and glass. The glass acts like the screens by allowing one to view the constantly changing interior. The light and the play of shadows also are important factors. Concrete is the other material. It expresses the strength of the attractor. When the concrete meets the glass, steel is introduced to make the transition.