

BRIEF2A : FESTIVAL



La Tomatina, Buñol, Spain

You have now rigorously explored several systems both digitally with the use of parametric tools and physically through extensive model making and have developed diagramming techniques to translate the physical to the digital and vice-versa. Through this experimentation, you should have developed your own interpretation of these systems and have extracted design tools of your own. You should have a conceptual medium-sized model and a large drawing explaining this model.

The catalogue of design languages and experiments explored, and the digital techniques learnt, should form the basis of a temporary proposal for a festival, through which context and narrative will be further explored. It's time to start designing buildings!

Continuing our exploration of “the architecture of joy”, you will develop a narrative and propose beautiful, playful, buildable temporary structures with the aim of inspiring awe and joy, remember that you are creating ‘wow’ spaces, not just novel architectural solutions, you should aim to design a space that people will talk about, that people will photograph, that people will be excited about!

You will be expected to deliver a 1:1 or large scale model of the whole or a portion of your proposal as an exercise in genuinely understanding how it would be fabricated, as well as prepare a detailed cost estimate for the build which will be submitted to the relevant festival organisers to hopefully fund and realise the proposals.

You will explore the context and characteristics of your chosen festival, its origin, development, its social and financial impact on the region and the world in order to inform a narrative for your proposal.

Some possible festivals....

- Burning Man

- Tomatino
- Notting Hill Carnival
- Mecca Pilgrimage
- World Cup
- Olympic Games
- Makerfair
- World Expo
- Rio Carnival
- Glastenbury

This list is not exhaustive and we hope to hear about some festival that we haven't heard of, although due to our working relationship with the Burning Man organisers there is a good chance that our funding applications will be positively viewed. You will also be able to change the festival/event that you design for in brief 03.

You must research your chosen festival and design to its principles, so that your proposal relates to it specifically. The following are the 10 principles of Burning Man, if your festival doesn't have ten principles then you must decide what you think is important to the festival through research:

- **Radical Inclusion.**

Anyone may be a part of Burning Man. We welcome and respect the stranger. No prerequisites exist for participation in our community.

- **Gifting.**

Burning Man is devoted to acts of gift giving. The value of a gift is unconditional. Gifting does not contemplate a return or an exchange for something of equal value.

- **Decommodification.**

In order to preserve the spirit of gifting, our community seeks to create social environments that are unmediated by commercial sponsorships, transactions, or advertising. We stand ready to protect our culture from such exploitation. We resist the substitution of consumption for participatory experience.

- **Radical Self-reliance.**

Burning Man encourages the individual to discover, exercise and rely on his or her inner resources.

- **Radical Self-expression.**

Radical self-expression arises from the unique gifts of the individual. No one other than the individual or a collaborating group can determine its content. It is offered as a gift to others. In this spirit, the giver should respect the rights and liberties of the recipient.

- **Communal Effort.**

Our community values creative cooperation and collaboration. We strive to produce, promote and protect social networks, public spaces, works of art, and methods of communication that support such interaction.

- **Civic Responsibility.**

We value civil society. Community members who organize events should assume responsibility for public welfare and endeavor to communicate civic responsibilities to participants. They must also assume responsibility for conducting events in accordance with local, state and federal laws.

- **Leaving No Trace.**

Our community respects the environment. We are committed to leaving no physical trace of our activities wherever we gather. We clean up after ourselves and endeavor, whenever possible, to leave such places in a better state than when we found them.

- **Participation.**

Our community is committed to a radically participatory ethic. We believe that transformative change, whether in the individual or in society, can occur only through the medium of deeply personal participation. We achieve being through doing. Everyone is invited to work. Everyone is invited to play. We make the world real through actions that open the heart.

- **Immediacy.**

Immediate experience is, in many ways, the most important touchstone of value in our culture. We seek to overcome barriers that stand between us and a recognition of our inner selves, the reality of those around us, participation in society, and contact with a natural world exceeding human powers. No idea can substitute for this experience.

This small scale project should focus on architectural qualities, as much as numerical quantities, as well as providing a hugely interesting social and cultural backdrop, and could allow explorations of self

sufficiency, economies of material and deployable temporary structures among other things. Structural notions of temporality and economy of material should be explored as well as rapid deployment and suitability to the environment.

You should develop a low cost fabrication logic which can be easily assembled and disassembled and takes advantage of the existing context. The system should be digitally calibrated through the use of environmental and structural analysis. Understand material systems chosen, think about how your proposal is transported, how it is unpacked etc.

Burning Man proposals will be summarised and submitted to The Burning Man Festival organisers in January (exact date TBC) to hopefully get a grant to build in the Summer of 2014.

The following comments are from Bettie June, The Associate Director of Art Management for Burning Man regarding what she likes to fund...

- 24 hour Interactivity is key(night as important as day)
- They like metaphors, such as fish/boat on the water and tech/greenery, steam punk, puns on the 'water' aspect of the playa are liked as well as layers of meaning.
- Participation as a collective or group experience is also really important, and it needs to be for more than some of the visitors, ie inclusive.
- Give each person a button or a lever to do something which has an effect.
- Intimacy is great, especially if its on a really large scale so people can feel included.
- They like the use of fire or sparks in installations.
- They like silliness and whimsy such as a big pez dispenser.
- Tricks of scale go down well.
- Temples and men are separate projects with separate grants.
- Playing with balance is good, swings, seesaws, magnets.
- Political comment, lots of layers is liked.
- Social experiments are good, things that change how you relate or interact with people.
- More humour in our proposals, more fun, fun, fun :)
- Ego burning.
- They like proposals with deal with the spiritual, self, ego and soul.
- Tension is good.
- Mystical sacred geometry.
- Religion and spirituality good.
- Temple is a place of quietness and reflection.
- The water table is only five feet below the sand.
- Absolutely no breaking of the rules set out by the organisers.
- Climbable is absolutely critical.
- Burning is key.
- Cheaper proposals.
- Duality, or structures relating to each other.
- Visitors like to discover something themselves and then take other peoples back to it.
- Ensure that proposal are artistic, not simply architectural.

Aims of brief 02:

- **Temporality.**
 - Time Based drawings/Pop up architecture / programs / rapid deployment / zero footings / grown buildings
- **Designing in extreme environmental systems.**
 - Sun / sand storms / arid environments.
- **Structural logic.**
 - Economy of material / temporal innovative construction techniques / assembly logic

Suggested reading:

- Sociology

Homo Ludens, Johan Huizinga

Tribes of Burning Man, Steven Jones

- Environmental

Sun Wind and Light, DeKay

Green Studio Handbook, Kwok

The Architecture of the Well-tempered Environment, Rayner Banham

Emergence, Mike Weinstock

- Architectural

Synergetics, fuller

Frei Otto complete works

Membrane Structures, Koch

The Secret Code, Hemenway

Architecture and Geometry in the Age of the Baroque, Hersey

Computational Beauty of Nature,

Tooling, Lasch

Structure in nature as a strategy for design, Pearce

Self-Made Tapestry, ball

Morpho-Ecologies, hensel

- General interest

The art of looking sideways, Fletcher

World changing, Abrams

The other architects

Future Shock, toffler

- Fabrication

Manufacturing Processes for designers, thompson

- Biology

Growth and Form, thompson