

BRIEF2B: REALISE



The Seed Pavillion, Shanghai World Expo 2010, Heatherwick Studio

"It is as important to know how to take your building down as to put it up" Cedric Price

World Expos, Olympic Games, Festivals, Carnivals and Pilgrimage of all kind, although temporary have shaped cities permanently. We want you to study the impact of these events on cities and societies through a believable project in the direct continuation of your Brief2A proposals. Whether it is the Dubai 2020 World Expo, the Qatar 2020 World Cup, the Rio de Janeiro Carnival, or a festival we've never heard of before, we want you to expand your horizon and study the context and chosen interventions in much more depth. Your projects will increase in scale and complexity over the next few months, and you will understand in detail the buildability of your proposals. Your proposal should be designed for a specific cultural event which brings people together into a single space to share a common experience of joy and celebration, and remember you are designing an architecture of joy! It should also reflect upon and provide a commentary on the well researched specificity of the chosen event.

1) The Case Study (To be completed over the Christmas break)

- a) Step back from your project and choose an event as a case study. Find a festival that interests you. Look for the essence of the festival, it may be a colour, a geometry, a symbol or something else and extrapolate from that essence. You should think how the work you have done in brief 2a could relate to the festival you are interested in researching and designing for.
- b) We want proper sequences, images, drawings and diagrams of this case study, showing how the event got initiated (who chooses world expos or world cup, how does a city or country wins). How they got built (what is the process and overall timeline), the events that took places (tickets, circulation, attractions), how they got disassembled (what stayed on site) and what happened after the event (showing their impact on the city). Who are the key players? The people you should get in touch with.

2) Your Event / proposal

Using your Brief1: System and Brief2a: Festival concepts to intervene in the event of your choice. We are asking you to look for an opening where an architectural or urban intervention would be useful and relevant and add to the event, think about how this would actually materialise, how you add a relevant program, how you would propose this, how it would be funded, who you need to speak to...etc... all of these things will form a part of your submission and assist you in thinking like an entrepreneur as much as a designer.

Key points:

- a) How does your project relate to the specificity of the event?
- b) Where in the event can your concept / program be applied? We want it to be more than just a pavilion, can it be used in several parts? From stadium to canopy, where can the concept be used? How can you provide a holistic approach to the event? As always we want you to think as entrepreneurs, think of yourself as the architect of the event, as a key component of the event team. We want real projects, ones that you could build once you graduate, and ones which you fully understand how to put together up to a level you would feel confident in delivering yourself.

3) Deliverables

For this brief we want you to look at the buildability of your proposals. We want proper plans, sections, renders, models. Quality over quantity! Start working on your CAD files and final images very early on. In thinking of your projects in this way, the design will iterate as problems of construction come to the surface and are resolved. Each model, picture and drawing in that process needs to be beautiful.

Project outcomes:

- A digital portfolio, design for the screen, so you should use relevant sized fonts, image sizes etc, try to think how your portfolio will look on a phone, on a monitor.
- A hard copy of your digital portfolio.
- A large scale and well manufactured physical prototype or detail model. We are interested in very high quality models that express quality of workmanship
- A scale model of your full proposal.
- Three amazing still renders. We are interested in quality not quantity, it is easy to press render, but takes time to make a beautiful, magazine quality image.
- An animation of your proposal. In an age where print portfolios are being superseded by digital media, an animation speaks a thousand words. This can be a flyaround, a time based diagram, but it must successfully and clearly convey your entire proposal.
- Plans, sections, elevations that fill a printed A2 page and are of sufficient level of detail at that scale
- An exploded, time based axonometric / metadiagram printed at A2.
- An A4 abstract, which should be updated as necessary, this is a live document which grounds both your research and your design development and is critically important.

Reading list and key references:

Play and Event Architecture:

Johan Huizinga - Homo Ludens: A Study of the Play-Element in Culture

Cedric Price - The Square Book

Bernard Tschumi - Manhattan Transcripts -

Bernard Tschumi - Questions of Space

Kate Goodwin, Dandelion - The Making of the UK Pavilion at Shanghai World Expo 2010

Rodolphe el-Khoury, Andrew Payne, Nic Lehoux - States of Architecture in the Twenty-First Century:
Philip Jodidio - Ten Years Serpentine Pavilions
Guy Théraulaz, - From Insect Nest to Human Architecture
Taschen - Hundertwasser Architecture

Technical:

Nick Dunn - Digital Fabrication in Architecture
Heino Engel - Tragsysteme Structure Systems.
Andrea Deplazes - Constructing Architecture

Environmental

DeKay - Sun Wind and Light
Kwok - Green Studio Handbook

Inspirational

B. Fuller - Synergetics
Frei Otto - complete works
Frei Otto - IL Series
Koch - Membrane Structures
Hemenway - The Secret Code
Hersey - Architecture and Geometry in the Age of the Baroque
Lasch - Computational Beauty of Nature, Tooling
Pearce, Structure in nature as a strategy for design
Ball - Self-Made Tapestry
Hensel - Morpho-Ecologies

Mind Expanding

Fletcher - The art of looking sideways
Abrams - World changing
Offler - Future Shock

As usual - See General Reading List on Blog: <http://wewanttlearn.wordpress.com/bibliography/>