Syracuse University

SURFACE

Spring 2017

I Want This! I Want That!: A Speculation on the Future Context of Architecture

Olivia Flores-Siller

Steven Worthington

Follow this and additional works at: https://surface.syr.edu/architecture_theses

 Part of the Architecture Commons

Recommended Citation

I Want This!

I Want That!

A Speculation on the Future Context of Architecture

Olivia Flores-Siller and Steven Worthington
Advisor:Brian Lonsway

- *Special Thanks* -

We would like to thank

Brian Lonsway

Garrett Wineinger

and Ian Masters

This process has been incredibly meaningful to our outlook on architecture as graduates. We hope that our speculation reflects our paths in the discourse of architecture and can spark conversation as to how it may change in the coming years.

- Table of Contents -

- *Introduction* -

Initial Provocation

*Initially interested in the observable trend of architecture transferring into the hands of those not officially trained in the field of architecture, we began to have conversations about the phenomenon of **mass informalism**, and speculating on the ramifications and externalities that it could create in a **future reality**.*

We became interested in representing a world extrapolated from trends we see in our current context and magnified. These include technology's capacity to fabricate simply and seamlessly, an emphasis on leisure over work, and a desire to represent individual beliefs and styles.

These factors have the potential to significantly alter our current perception of architecture and present the opportunity to speculate the outcome of such a world.

This initial provocation propelled and began our investigation. We then set out to explore this idea...

"The Garden of Earthly Delights", Hieronymus Bosch, 1515 + MVRDV's Vertical Village
This was the first image we produced for our thesis, it attempts to combine the ideas of individualism and a leisure-based society, thoughts that are explained in the following pages

- Introduction -

What does this transferring of the agency of architecture into the hands of the everyday person mean?

A society where individuals have the capacity to create and modify their surroundings might elevate the prominence of **individualism**. If the individual can easily produce with the assistance of new technology, and mass customization becomes commonplace, the individual and their needs are brought to the forefront. This individualism is also a projection of trends in increased visibility and representation in the way people can represent themselves whether that be in personal or spatial expressions[1]. The deviation from standardization further contributes to this hyper-individualistic condition we are envisioning.

A system that allows for an ease of making and un-making could allow those untrained in the profession of architecture to more readily contribute to this individualistic mass informalism. This ease leads to an impulsive mentality in production and the fulfillment of needs and desires. There is little gravity and consequence in actions and in design if structure can be as easily erected as it can be disassembled. Does this result in an impoverishment of design or better design through constant iteration and evolution? 3d printing and simplified modeling software enable quick and spontaneous fabrication that is becoming increasingly more accessible [2].

Following current trends we can recognize that automation, increases in productivity, and working from home have changed the meaning of "work". This connects back to technology's increased ability to aid us in our endeavors, whether they be architecture or working. The scale of work vs. play is therefore shifted, as less time spent working means more time seeking out recreation as exemplified by upcoming business practices demonstrated by tech companies like WeWork[3]. The physical office building heads toward obsolescence. This contributes to the individualist condition we are describing, as the office, a major platform of social control, fades away.

Footnotes

(1) individualism (kern-photo)
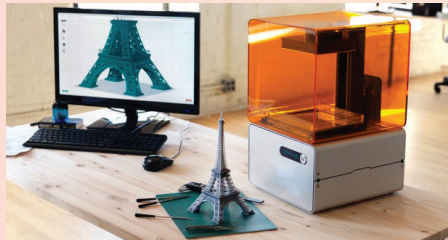
(2) technological advancement in regards to fabrication(linustechtips.com)

(3) WeWork office space in SoHo West and WeWork annual retreat(business insider)

- Questions -
Guiding us forward...

- Our values and lifestyles are echoed in our architecture; what, then, is the condition an urban landscape focusing on individualism and mass customization? -(4)

- Is architecture the new image? -
The mass production of images have found new life in the third dimension. Anyone can be an architect. Environments are built, modified, torn down, and replaced. There is a constant flowing stream of architecture. (5,6)

- What is the role of the architect? -
Is there a future for the architect? What becomes of the architect if anyone can be the architect? Will the architect follow the cascading effect that we are describing with architecture and the image? Will he/she evolve with the changing world?

- How do we represent these ideas? How do we turn these connected thoughts into a thesis? -
We are essentially working with creating a world. We turned to narratives, in the form of literature and film, as a medium to represent and develop our project.

(4) Individualism, the dreamer, the pleasure-seeker, art, and the quirky(burningman.org)

(5) The image over-stimulation of Times Square (timessquarenyc.org)

(6) The stereotypical architectural / object over-stimulation of Las Vegas (newyorknewyork.com)

- *The How* -
Telling the Story

Settled on creating a world, a possible reality, we were interesting in viewing our thesis as a visual representation of specific ideas and stories. An epic landscape that tells multiple stories at once, similar to Hieronymus Bosch's **The Garden of Earthly Delights**(7) and The British School's **The Field of the Cloth of Gold.**(8)

Occupying the World(9)
As we want the discussion of our thesis to be about the condition of its urban landscape and situation, our plan is to jump right into the world, to occupy it and bring you into it. We will not focus on or illustrate how, specifically, the world hasarrived at such a point. Instead we aim to immediately transport the audience to this reality, focusing on the setting, not the timeline leading to this setting.

The Easter Egg(10)
The idea of the "Easter egg", where secret messages are hidden into a context, becomes a crucial way of implicitly connecting the narrative to the present.

Individualism
Creating an array of narratives allows us to portray the world in different lights. We can perceive the world through contrasting perspectives, convey mood and emotion, and focus on illustrating certain factors in certain narratives.

(7) The Garden of Earthly Delights by Hieronymus Bosch (timessquarenyc.org)

(8) The Field of the Cloth of Gold by The British School (royalcollection.org.uk)

- *Why This Thesis?* -
Allegory, Speculation, Possibility, Narrative...

... To speculate on a possibility of our reality and its implications on architecture.

... To explore the allegory and engage in the use of narrative and how they can serve or provoke the discipline of architecture. To focus on a mode of representation that favors individual experience and use. To emphasize the first-person viewpoint of the character, as opposed to the omniscient storyteller.

... To question the role and legitimacy of the architecture in the future. Does a lack of permanence correspond to a lack of academia, thought, or design?

... Not to resolve, but to present. This thesis does not take a concrete problem and attempt to solve it through design. It is a presentation, a story. We imagine a major component of conversations about this thesis to revolve around how we are presenting and representing it.

(9) The film, "Mad Max: Fury Road", provides no introduction or procession into its universe, rather, it immediately draws the viewer into the story. (slantmagazine.com)

(10) Marvel Cinematic Universe films utilize the 'Easter egg' tool to connect relate narratives to the world developed in the comics and to other films. (fanpop.com)

- *Our Claim* -

We are hypothesizing a potential future reality where architecture is in the hands of the common person, projecting the idea of mass customization and the expanding scope of DIY into the larger scale of 'building'. Hyper-individualism, experimentation, and expressionism characterize this 'world' because increases in technology have led to there being little commitment and consequence attached to actions and 'building'. Technology works harder for us; and as we work less, we play more.

- Our values and lifestyles are echoed in our architecture; what, then, is the condition an urban landscape focusing on individualism and mass customization?

In this story, architecture is **eclectic, temporary, experiential,** and **ever-changing**. It is characterized by spaces of leisure and spectacle.

. . .

Research
[Creating the World...]

Fueling and Substantiating our Claim

*In order to organize this thesis, and the world we are creating, we established four conditions that are overarching. These societal and technological factors are **not independent** or autonomous, but **entangled** in each other. Aspects of one contribute to, relate to, and substantiate others. We are taking these factors somewhat as **givens**, as a **spring-board** in the visualization and speculation of the condition of this reality...*

Individualism
A hyper-individualism is a projection of trends in increased visibility and representation. In this world, everything is catered to the individual. Customization, and a deviation from standardization contribute to this idea...

Mass Customization
Industry is in an era of mass customization. The individual is a kind of factory. Control, production, and agency lies in the hands of the individual, not an imposing elite. The DIY has expanded its scope and mass informalism is commonplace...

Leisure over Work
Automation, increases in productivity, and working from home have changed the identity of the office building. The typology heads towards obsolescence...

- Maslow's Hierarchy of Needs -

"[Psychologist Abraham Maslow] stated that people are motivated to achieve certain needs, and that some needs take precedence over others. Our most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on."

- Saul McLeod[14]

This theory has to do with how humans have evolved over time, from the hunting and gathering period to the age of technology. Because of these social and technological advances, human efforts can be concentrated on the higher tiers assumming that phsyiological and safety needs are taken care of.

We are expanding this theory to the scale of the city / society. In this imagined future, society is in the 'self-actualizing tier', partaking in expressive, experimental activities and explorations. This populous chases creative pursuits.[15,16].
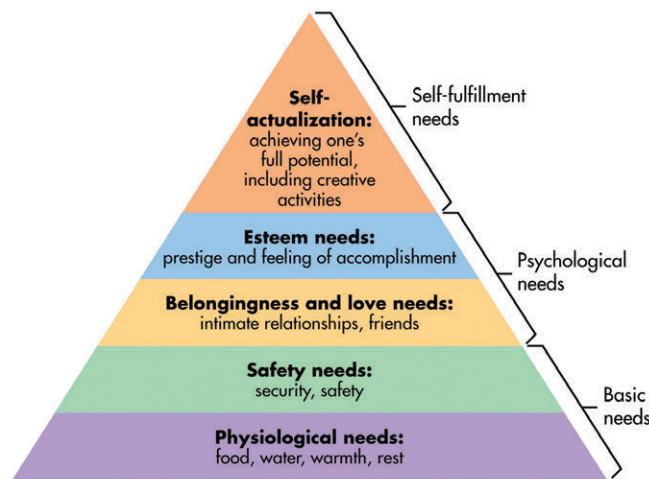
graphic sourced from www.simplypsychology.org

(15) Detroit and its citizens have been effected with a multitude of issues, such as water cutoffs and loss of jobs in the auto industry. In such a landscape, where basic physiological and safety needs are threatened, there is little thought of artistic expression and creative, experimental endeavors.

(16) Once cities become well-established, its citize[...] access to basic needs, the[...] its inhabitants can ration[...] spending of time and mo[...] creative, leisure-based e[...] such as hosting Expos.

(14) McLeod, S. A. (2016). Maslow's Hierarchy of Needs. Retrieved from www.simplypsychology.org/maslow.html

- The 'Fun' Office -

During the dawn of the Industrial Revolution of the late 18th Century factory owners sought to maximize production of manufactured goods by having employees work 10 to 16 hour days. Since these work hours were not sustainable, campaigns for a balanced work schedule began with Robert Owen's famous slogan, "Eight hours labour, eight hours recreation, eight hours rest," which spawned the current and heavily outdated 9 to 5 work day[17]. As the American economy has shifted from a manufacturing to a free market economy, the logic behind these hours fades.

The current trend of the 'fun' office (i.e. WeWork, Google, YouTube…)[18,19] is only gaining popularity, as we recognize that technology has made us much more productive (despite often being distracting). So much of work can be done virtually and in short time, yet we come into work. There is a desire to keep work in the physical realm, so fun is added to the mix, making work more desirable. Wework prides itself on its company culture with an emphasis on the outside experiences of its employees, promoting retreats and activities outside of the office space[20]. The many gaps between actual work are filled in with leisure. We are projecting and exaggerating this phenomenon in the future we are stitching together.

In this future, we work less and thus, have more time for leisure / pleasure. What does this phenomenon mean for society and for the urban landscape?

ens having
city and
nalize
ney on
ndeavors,
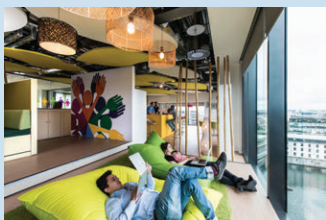
(18) Google office
(mnews.tv)

(19) WeWork office
(wework.com)

(17) Widrich, L. (2016, January 22). The Origin of the 8-Hour Work Day. Retrieved from https://blog.bufferapp.com

(20) Longanecker, C. (2014, March 26). So you think you've got good company culture? Retrieved from https://creator.wework.com

- *Desire over Necessity* -

The lack of need for physical spaces, not just offices, beckons spaces for the sake of desire, for the purposes of pleasure and experience (21,22). A leisure-based society begins to form(23)...

"Something is stirring between the real and the virtual; a desire to make the virtual more tangible, more spatial"

"The demise of the gay bar has been blamed on online dating... All this freedom has come at the price of alienation, with perhaps the desire to meet once more in real space among the reasons for the explosion of pop-ups and pavilions..."

- Robert Bevan(25)

'On Space Time Foam' - Tomàs Saraceno
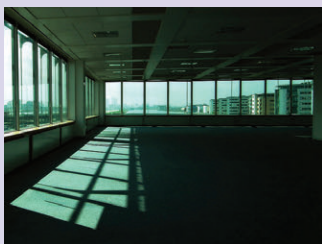
(21) The office, as a physical space, is obsolete. (londonist.com)

(22) Archizoom Associati, "No Stop City" An empty office taken over?

(23) 'The Garden of Earthly Delights' - Hieronymus Bosch Society of pleasure-seekers

- *The Artificial Reef* -
Infrastructure Phenomenon

The office tower is changed. It is retrofitted and infilled with spaces of leisure and pleasure. It is a vertical playground, an infrastructure for fun and discovery, a mini-city within itself. Only its skeleton remains still. It is taken over, modified, like an artificial reef(24). The work spaces that do remain are hard to recognize as 'offices', because work looks like leisure.

This is an exaggeration of how artists took over unused spaces in SoHo.

What other typologies could become obsolete?
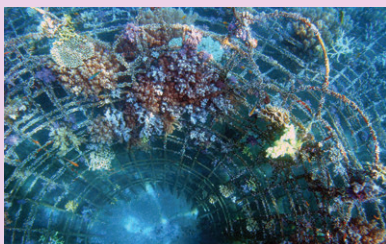*   - Factories*
*   - Big box store*
*   If the individual is now largely the producer, then production is decentralized (i.e. thanks to technologies such as 3D printing, drone delivery)*

Such unutilized spaces are then utilized creatively...

Artist's studio - SoHo

(24) Artificial reef
*(noaa.com)*

- *Technology's Breakaway from Rigidity* -

Technology has broken away from rigid bounding systems. There is an apparent messiness to the world. Technology is also individualistic. Technology is freeing. How imaginings of drones and driverless cars breaking from the rigidity of grids and defined roads.

"Each paradigm of mobility has given birth to new geometric organizations of the city."

- BIG's proposal for the Audi Urban Future Award(25)

This relates to the trend of NYC buildings expanding sideways (Tetris-ing), which is allowed for by technological advancements (i.e. the cantilever). Is this the system that zoning and plots will adopt? An exaggeration of this freeform organization?(26) A lesser need for separation? Technology acting more organically?(27)

This idea is reminiscent of MVRDV's Vertical Village
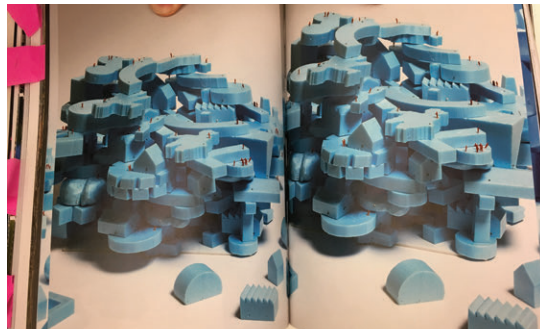
MVRDV's Vertical Village
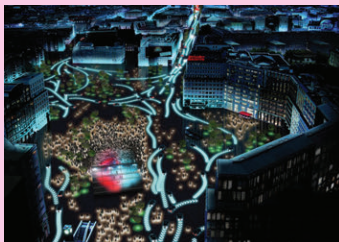
(25) BIG's proposal for the Audi Urban Future Award (flipboard.com)

(26) Tetris-ing of NYC buildings. (nytimes.com)

(27) Freeform movement of drones. (medium.com)

- *Pavilionism* -

The dream of an escape, of an experience, is manifested in momentary spaces.

"Buildings set concepts of living in stone, concrete, and glass. Like your parents' outmoded furniture, irritating in their dumb insistence on past values and fashions... Pavilions are instant and ephemeral reflections of our enterprises, our moods, and our hopes."

- Leon Van Schaik[28]

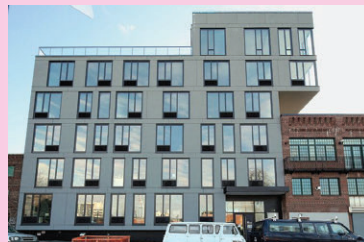*"Social media... demands more of us through perpetual engagement: as individuals the pressure is on to experience more and to attend and consume more of the right thing... For architecture, it often requires being more novel and eye-catching; being a mini-spectacle or event in itself, the more ephemeral or transient the better."[28]*

Architecture is malleable to the event, it changes with our moods, desires and tastes.

SHoP architects' 3D printed pavilion

(28) Van Schaik, L., & Watson, F. (n.d.). Pavilions, pop-ups and parasols: the impact of real and virtual meeting on physical space (3rd ed., Vol. 85, Architectural Design).

- *Nomadism; Pleasure-Seeking* -
The Collective Phenomenon

  The desire to experience world as nomadic, unfamiliar, and to divert from routine leads to a reversed condition of nomadism.

  A leisure- and experience-based society desires to experience the world as nomadic, unfamiliar, to experiment, experience, and to divert from routine (29,30) This, paired with the ability for temporary, impulsive, and instantaneous physical creations leads to a reversed condition of nomadism where instead of people moving to discover new places / spaces, it is the architecture that is moving and changing to fulfill this desire to discover, this serendipity.

(thenug.com)
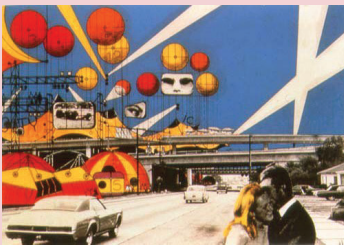
(29) "Instant City" - Archigram (vam.ac.uk)

(30) "The Continuous Monument" - Superstudio a portrait of a nomadic society? (studyblue.com)

(31) The Venetian Macao - Las Vegas(standardtour.net)

(32) S

- *Hyper-Artificiality* -

Wanting to experience and consume discovery and novelty, the pleasure-seeker is desires architectures of hyper-artificiality. The urban condition created then is bordering on the thematic.

> *The Venetian is an example of this hyper-artificiciality. It creates a world within itself. It reaches a scale that goes beyond what a design is comprehended as. No one knows what the section looks like. It is incredibly complex.*
>
> *Designers hate it, because 'copying is bad'. There seems to be an obsession with innovation, rather than evolution. You come to hate the theme after a while, as it won't change. It is set, frozen. However, in the world we are envisioning, it could change...(33)*

Lara Lesmes & Fredrik Hellberg
Space Popular

(33) YouTube. June 30, 2016. Accessed November 20, 2016. https://www.youtube.com/watch?v=vy-PrccGPYw.

ki Dubai

- Pathetic Fallacy
& Architecture Reflecting the Now -

"The phrase pathetic fallacy is a literary term for the attributing of human emotion and conduct to all aspects within nature. It is a kind of personification that is found in poetic writing when, for example, clouds seem sullen, when leaves dance, or when rocks seem indifferent."

- Encyclopedia Britannica

Going along with the ideas of individualism and expressionism, facilitated by an ease of making, the pathetic fallacy becomes a reality. Individuals choose and create their settings, they are authors of their spaces. Architecture is then used to validate and reflect the tastes, states, and emotions of the individual. Architecture is not a stagnant, empty box, it morphs and responds as we do. It is personified. (34,35,36)

Does architecture mourn with us? Grieve with us? Celebrate with us?

Architecture also has a greater capacity for alteration based upon events. i.e. sports events, holidays, occasions, expansions (growing family)...

"Sense and Sensibility"
Marianne Dashwood's emotions having a physical manifestation in nature(cinemafanatic.com)

(34) Creative, expressive endeavors(designcorner.us)

(35) (wolfhouse.us)
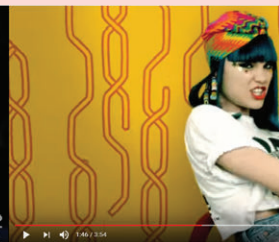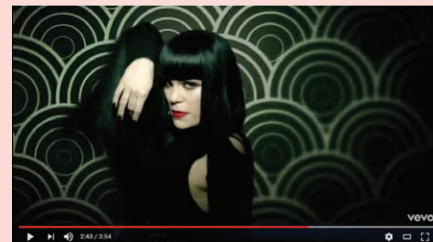
(36) Architecture

as fashion. Embracing the idea of fads and movement
(youtube.com)

Research
[The Role of the Architect...]

Where do we stand?

What is the role of the architect?

Is there a future for the architect? What becomes of the architect if anyone can be the architect? Will the profession follow the cascading effect that we are describing with architecture and the image? Will he/she evolve with the changing world?

co-creator? *curator?*
creative director?

designer of the collective space?
consultant?
provider of architectonic needs?

editor?

provider of infrastructure?

guide? **planner?**
provider of final layer
of resolution?
setter of limits?

- *Architect as [Provider of Infrastructure]* -

Case Study: **Quinta Monroy project** *in Iquique, Chile / Alejandro Aravena - Elemental*

Unfinished houses
- Conceived as a framework to be modified and added upon by the user. An on-going project where residents are co-creators.
^Finish the picture?
^Informalism, customization, DIY
- Sites and services, incremental building -> govt. should just build the key parts of a home that people have the hardest time building on their own
^ Providing infrastructure to be acted upon
- Idea of expansion, room to grow
- Unfinished, raw house
^ Walls are unpainted
^ Unfinished concrete and plywood

Before user intervention (archdaily.com)

After user intervention (archdaily.com)

- Architect as
[Provider of Infrastructure, Curator] -

Case Study: **Siam Center, Bangkok**

New model of malls as infrastructure
*   - Freedom within its bounds*
*   - Urban planning, at the mall scale*
*   - Allows for individualism, expression, and identity to take place*
*   ^ Creates a highly experiential experience, an eclectic landscape*
*   ^ Experiences increase absorbed information, gives you an idea*
of what you like or want, what is possible.
*   > Architecture not about innovation (architects), but*
evolution (people)
*   > Shared information, copying, evolving*
*   - However, some parts of the mall are reminiscent of a regular, more*
conventional mall
*   ^ Is then, a role of the architect to curate?*

Siam Center
(pinterest.com)

- Architect as
[Provider of Architectonic Needs] -

Case Study: **Anish Kapoor's Arcelor Mittal Orbit tower**

Structure considered architectural necessities far too late in the process
*   - Design horribly compromised by reality*
*   - Architect as provider of safety, means of escape*
*   ^ Not to ignore architectonic needs*
*   ^ Is then, the role of the architect to provide these necessary*
systems, to guide, to provide safety, to set limitations, to ground a design in the
real world?

Anish Kapoor's Recycled Steel ArcelorMittal Orbit Tower
(theguardian.com)

Research
[Narratives]

"Since its inception in 2013, the Fairy Tales competition has grown to be the largest annual architecture competition in the world. This book brings together 25 of the most innovative stories submitted to the third annual competition, out of a field of 1,500 participants.

The format of the stories varies dramatically - from comics to love stories, text message threads to police reports - but the mission of each is the same: to dramatically rethink how architecture can be leveraged to address the real issues we face today."

- Back Cover
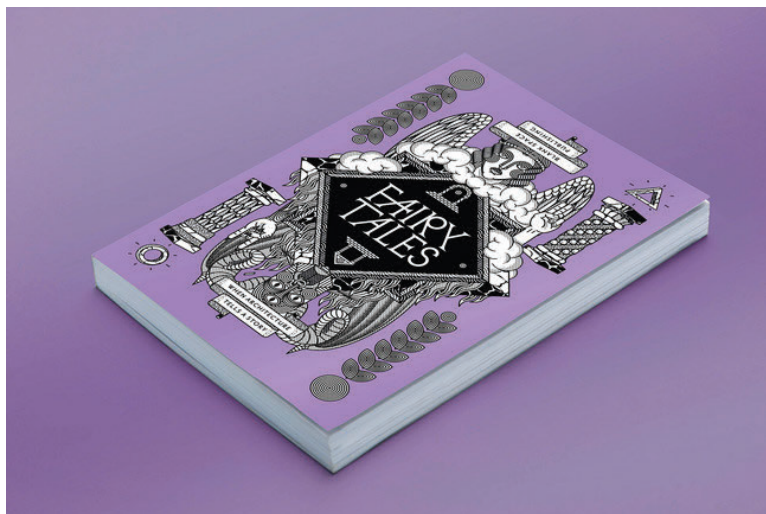
Fairy Tales Volume 3
(blankspaceproject.com)

- *"Toll"* -
By Sean Cottengim & Alex Gormley

Why is this story of interest?

> *The personification, characterization of architecture as a living entity. This relates to ideas we have had of making architecture the character / subject in our story. Since we are saying that in this reality, the pathetic fallacy takes actual form, if emotion, response, and reaction are innate to the architecture that occupies this world, it would make sense to consider it as our subject.*
> *The imagery that accompanies this story is eclectic and reminiscent of ideas we have laid down in previous pages.*

Excerpt:

Once upon a time, a rather peculiar child was born.
It wasn't a baby boy, or a baby girl, or even a little puppy. It was a tollbooth.

This building came humbly into the world. there was no silver spoon from a signature architect parent...

This diminutive nature didn't prevent him from dreaming however. And with every passing vehicle the tollbooth wondered what other kind of building it might like to become:

"75 cents"
Pla-ching
Maybe I could be a bustling fire station...

"75 cents"
Pla-ching
or an enormous old castle...

Pla-ching
a rumbling sports arena...

Sean Cottengim & Alex Gormley

- *"The Block Party"* -
By Scott Lindberg & Katherine Nesse

Why is this story of interest?

> *The vivid imagery, working to truly bring the reader into the setting.*
> ^ *The conveyance of mood, emotion, and event.*

Excerpt:

"School's out! Freedom for small Vera Lee. Her bag skids across the formmica counter as she sheds her burdens and reaches for a glass in one movement. The water sparkles in the red plastic, reflecting the deep blue autumn sky..."

"Across the lobby she slams open the front door. Her eyes are assaulted with sunshine and a piercing glint off the sidewalk. Her fingers create a lattice across her eyes..."

"She bends toward the gum-marked concrete..."

"She hears footsteps, laughing and gum popping..."

"Running as fast as she can, Vera leaps onto a red-white-and-blue merry-go-round sending it into a crazy whirl. She leans back and watches the apartment buildings and skyscrapers whiz by upside down..."

"She shakes her head and her hair goes in a hundred different directions, scattering the intense, orange, late afternoon light bouncing off her glossy hair."

"Inside, she can see Michael's mother washing dishes. The sun slants in and it looks like her hands have disappeared in a glowing, magic froth..."

- *"Welcome to the 5th Facade"* -
By Olson Kundig - Alan Maskin, Jerome Tryon, Kevin Scott, Gabriela Frank, Katie Miller

Why is this story of interest?

> *The way in which it describes a sci-fi future world. Despite the story taking place in a far off future, the authors do not linger on that which is not crucial to the story. They do not fantasize or reinvent features that are not integral. By not bringing too much attention to these background elements that aren't integral, the changed elements are even more emphasized, as they are contrasted with familiar, recognizable elements.*

> *This story showed us that not every little detail; needs to be addressed in the telling of a story. How people brush their teeth probably does not require too much speculation, if not integral or connected to the story and its main ideas.*

> ^ *How things operate is irrelevant, or the believability of the specific technologies, etc. It's just a means to an end. How things are specifically done is not important, what is important is the fact that they are done.*

Excerpt:

"The biggest change to my old neighborhood occurred where the buildings met the sky... an entirely new urban layer.

Welcome to the 5th facade. This is where you will live and work.

...The rooftops of Seattle had changed. The grey waterproofing membranes, HVAC equipment... were replaced with a vast pastoral landscape..."
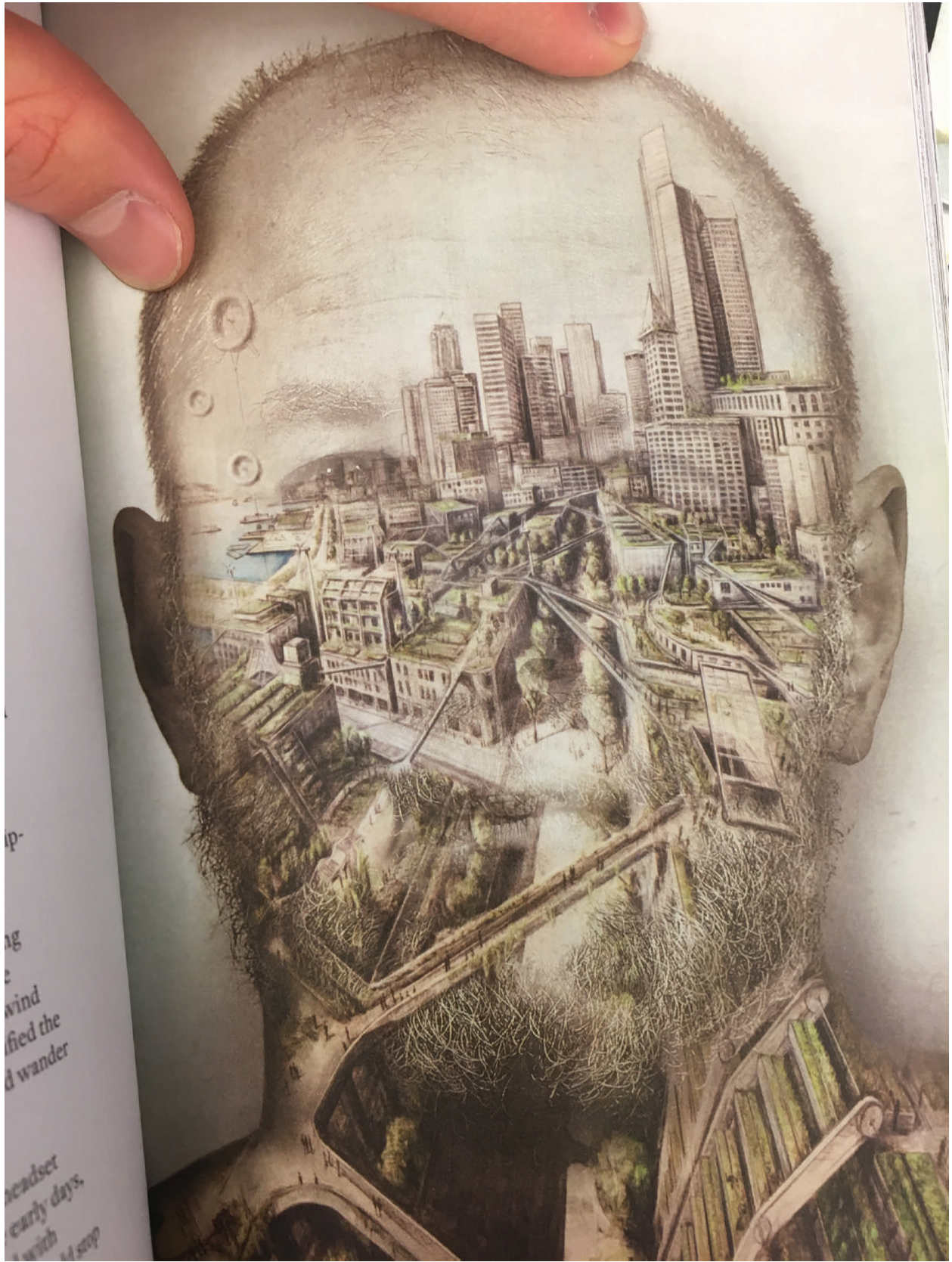
Olsen Kundig

Making
[Strategies in the Visualization of this World]

Concept Art
   Collage
      Diagram
         Set Design
         Sketch
            Translation

            ...

In order to proceed into some sort of actual production / visualization of this future reality, we attempted to clearly (though messily) clarify and define the many ideas that make it up. We categorized, connected, joined, altered these fragments to create a visual map of this fictional world. This organization and restructuring led to many revelations and accelerated our workflow...

Here, we acted as detectives, piecing together a witness' account of this supposed world. Is it logical? Can we piece it all together? We wonder...

The Collective.
pleasure-seeking,
covery

the
phenomenon

Hyper-artificiality.
(experience, pleasure)

The Venetian
Ski dubai   ex

New Nomadism
desire to experience world
as nomadic, unfamiliar,
direct from source.
escape, discovery.
- new, constantly changing
env./ Desire → Fruition

Instant city -
Archigram   ex
- continuous monument
superstudio
agery

Mass informalism / DIY
+ Has paired w/
desire / experience
creates a thematic
post-modern landscape

Individual as
producer production -
decentralized

Freedom of movement
unbound

Obsolescence of
factories?...

Pop ups

exaggeration of   ex
new artists loop
used
spaces

The Home
(domicile)
(re-tech) function

3D Printing   ex

gay bar quote
Garden of   ex
earthly delights

Mass
customization
(indv. is factory,
+ mass informalism)

Ease of
making
(quickness of creation +
growth, impulsive/interven-
sions)

Is architecture
the new image?
(over produced....) instant
Times Square is
Las vegas

MVRDV's vert
village

growths and
piles

What is the
role of architect
Alejandro / Siam / Avliism
Aravena / senier / Kapoor(s)

MVRDV   ex
vertical village boats

No Consequence
result of technology's
capacity to do, fix, undo
(not a 'condition')
but one of me 4

impoverished design
or better design
through evolution +
iteration?

thematic,
post-modern ish,
Las vegas ish
landscape?

ego and
pride in
production?

The evidence can not lie! these clippings are all connected!

Further aiming to organize our ideas, four distinguishable phenomenon were uncovered. These phenomena can be illustrated and are so separated in a way that as a collective, they communicate the main ideas of our project, and at different scales too. These phenomena stem out of the now three factors that build this world.

creative pursuits, higher needs, experience

office is obsolete

infr...

leisure over work

p...

individual ... obsolescenc...

individualism

the artificial reef

exagge... artists spaces

experimental, creative pursuits

maslow's hierarchy of needs

expressionism

self-actualization = expressive, individualistic

life is art

jessie j music video

desire over ne...

dream of an escape, manifested in temp. spaces, impulsive, fleeting

'sense and sensibility' 'frankenstein'

architecture as fashion, embracing fads and movements

virtualizing of necessity = physical world of pleasure

the individual, the personal

pathetic fallacy

gay bar quote

more art, emotion

fleeting, experimental, experiential

pavilionism

ephemeral, reflecting events / life events

'meeting at the field of the cloth of gold'

is this the look of the urban environment?

technology's breakaway from rigidity

v...

reflection of emotions

does arch. mourn w/ us? celebrate w/ us?

malleable to the event

holidays, events, occassions...

tetris-ing

architecture as a reflection of the individual / society

capitalism = far individualism,

the dreamer = the eclectic, the quirky

main factor   **crucial idea**   *supporting idea*   *example*   *connection*

the collective

hyper-artificiality

the venetian

ski dubai

experience, pleasure

new nomadism

zoomed-out

astructure

desire to experience world as nomadic, unfamiliar, divert from routine. escape, discovery

instant city - archigram

continuous monument - superstudio (imagery)

leasure- and experience-based society

mass informalism, DIY paired w/ desire and experience

us producer / production decentralized
e of factories?

pop-ups, moving arch, nomadism

reverse nomadism, environments constantly change. desire over necessity

freedom of movement, unbounded

the home, domicile

more tech, functional aspect

ration of how took over unused in soho

3d printing

is arch. the new image? mass produced, instant

cessity

mass customization

ease of making

times square vs. las vegas

DIY, indiv. is factory / mass informalism

quickness of creation, growth, impulsive interventions

'garden of earthly delights'

growths and piles

ertical village

no consequence

thematic, disney-ish landscape

postmodernism

what is the role of the architect?

BIG's audi urban future award

impoverished design or better design?

, nyc cantilevers

siam center

alejandro aravena

anish kapoor

ase of making, ephemeral

vertical village - mvrdv

'No Consequence" is no longer an overarching factor, but rather an externality of mass customization. The factors are now more distinguishable and clearly defined, as there was a lot of overlap between 'no consequence' and the other factors.

- *Concept Art* -
Sketching, Diagramming, Illustrating, Collaging

Having mapped out all of the ideas and blurbs that contribute to building this world, and having established four distinguishable, main phenomena that epitomize the themes behind this thesis, we proceeded by visualizing these phenomena, first by diagramming and planning out the illustration / collage, then by transforming the diagrams into a sort of concept art to this world, depicting the most important components...

Phenomenon	Pathetic Fallacy	Individual as Producer	Pleasure-Seeking	Artificial Reef
Scale	Individual	Domicile	Collective	Infrastructure
Resonance	Emotional	Functional	Emotional	Functional
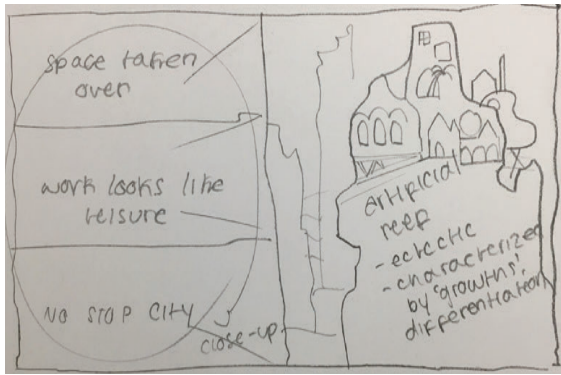
Diagrammatic sketch
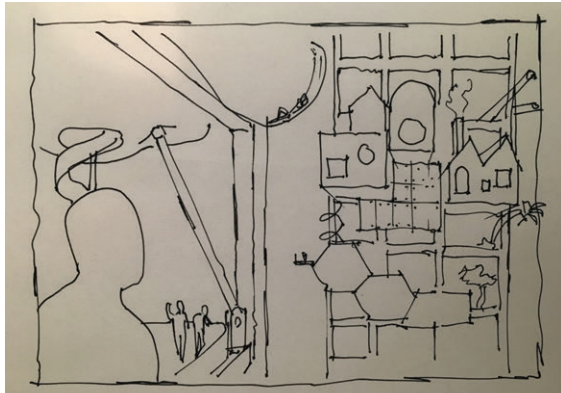
Variation

The Artficial Reef

*This collage conveys our ideas of
the changing office building and
the obsolete typology serving as*

*- The office tower is
retrofitted / in-filled with
leisure and pleasure
- It is a vertical play-
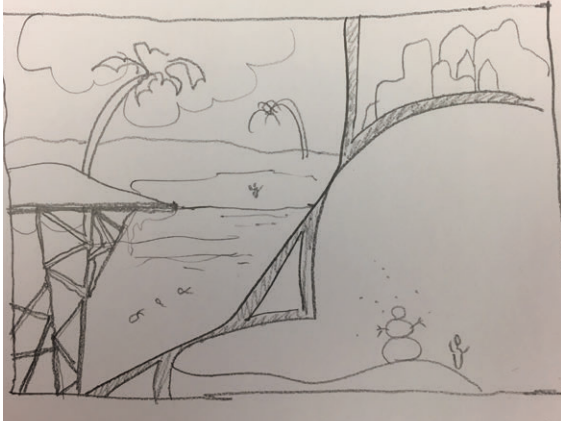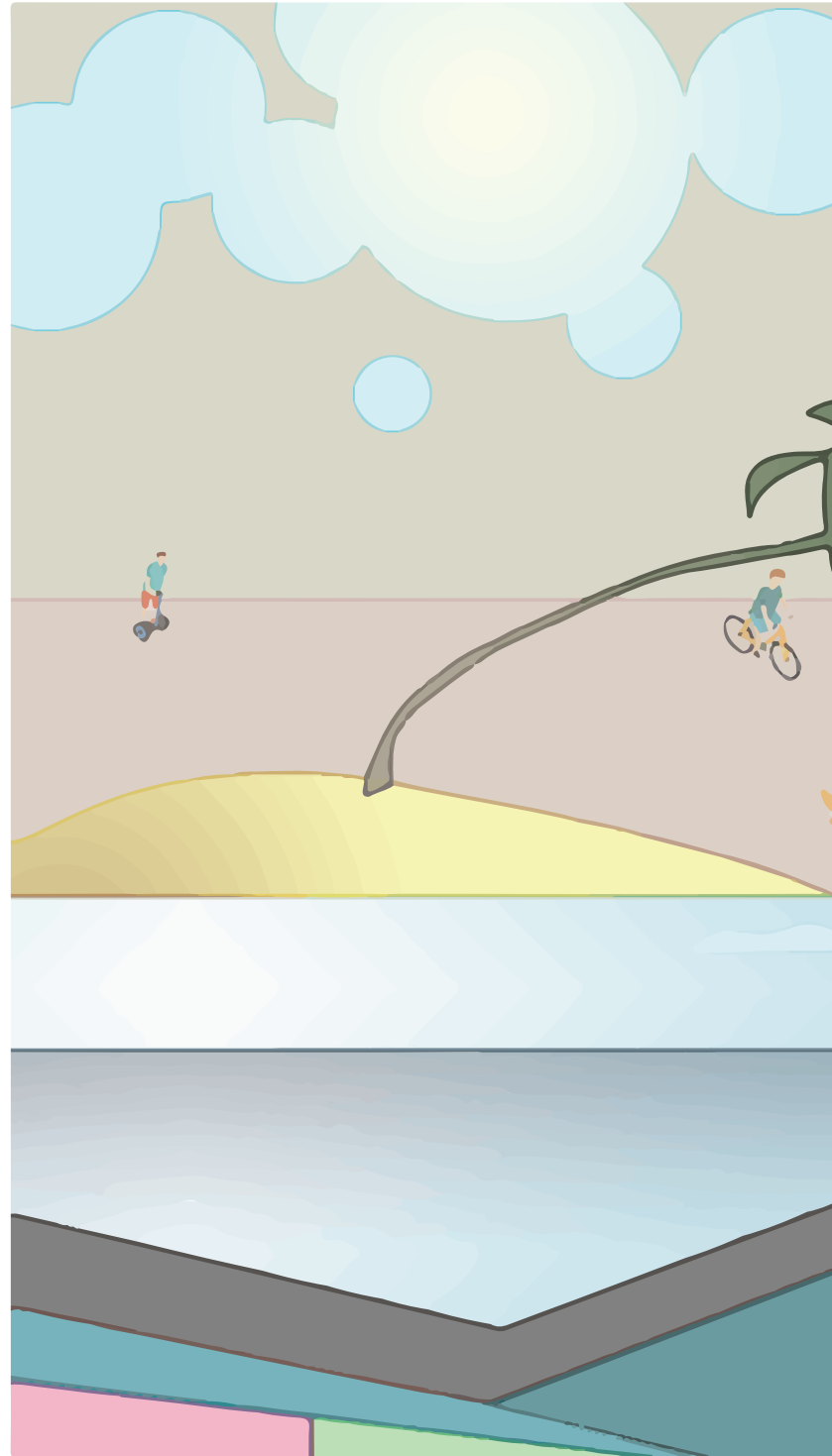ground
- It is difficult to recog-*

Inspiration

Visualization & Conception of the Urban Landscape

This is the "set design" that in ills the frame of the narrative. Developing this aspect will require visualizing and interpreting the factors / conditions we are seeing as givens into a physical, visual manifestation. his is the design of the **setting** or actual place.

Strategies include:

- Collaging(8)
- Using photos as a "site" to design upon
- Creating **base drawings / models that can be added upon and modi ied by us or by a third party**
- Stripping away buildings to their **skeletons**, and building that framework

an nize work, because work looks like leisure

Diagrammatic sketch

Pleasure-Seeking

This illustration depicts the ideas of:

- Pavilionism and pop-up spaces
- Privileging the event
- Leisure and experience
- Hyper-artificiality

- Thesis Preparation Final Review -
What We Presented

For our final Thesis Preparation review, we decided to present our progress in the form of a detective board that we would walk the audience through, explaining the method behind the madness. All of our ideas were represented on this board. How the ideas tie together, as well as what is a main idea versus what is only a detail, were all shown on this one board. Along with the board, we presented sketches of the four phenomena.

We also wanted to communicate what it is that we aim to present at our very final review. We presented the idea of a massive drawing, a scene with a multitude of events, stories, and scenarios illustrated within it; a sort of panoramic drawing. We were influenced and inspired by the short film "E in Motion". The video pans across a panoramic landscape that depicts many stories, all very distinct, yet every character and object and movement occupies the same drawing. In this way, the film manages to compromise providing a view into a singular world, and yet of many different stories.

E in Motion

- *Thesis Preparation Final Review -*
Feedback

     Produce more visual work. We need to truly dive into the visualization of this world, because the visual work is how we will test our hypothesis and how we will eventually be evaluated.

     Our thesis contains a lot of questions. Since we are speculating, we are questioning. What is the role of the architect if the common person can be the architect? An editor? A curator? Is architecture the new image? Will architecture mourn and celebrate with us? These are but a few of the questions that have arisen from the development of our thesis. However, simply asking questions is not enough. So, all the questions we had on our detective board, we are turning into statements. Architecture is the new image. Architecture morns with and celebrates with us. This decisiveness is a step in the right direction and allows us to dive into the next step more confidently.

     Another strategy that was discussed at the review was to try to answer all the questions with drawings, providing a visual response to a textual question...

This?

This.

- Moving Forward -
Draw, Analyze the Drawing, Repeat

Moving forward, we began to sketch out the ideas pinned on our detective board. We distinguished 10 characteristics or qualities to this hypothetical future we are envisioning. Here, they are listed below.

1. *Technology's breakaway from rigidity*
2. *Hyper-artificiality*
3. *Architecture's malleability to the event*
4. *Architcture reflects the individual*
5. *Pavilionism / nomadism*
6. *The role of the architect*
7. *Architecture is individualistic / expressive*
8. *Individual as producer*
9. *The artificial reef / desire over necessity*
10. *Architecture is the new image*

Then, we set out to illustrate these qualities...

- Technology's Breakaway from Rigidity -
Draw, Analyze the Drawing, Repeat

* Garden of earthly. +
Field of the cloth of gold +
MVRDV's bert. village

tetrising of aren.
(3D plots)

Drones, free
movement

Heavy infrastructure
ie roads, turn into
leisure

Driverless
cars

- an apparent
messiness (aesthetic)
- the identity of architecture
is collective, made of aggregates.
  ↳ a quilt, as opposed to confined plots

- *Technology's Breakaway from Rigidity* -
Draw, Analyze the Drawing, Repeat

Section
- Reminiscent of
dimeniez Lai sections.

Plan diagram
-architecture as piles + growths
on a field; fluid, unrestrained
movement

3D plots / detrising
condition of the
built environment
~ is then, the role of
the architect to be
the player in this
tetris game?

- *Hyper-Artificiality* -
Draw, Analyze the Drawing, Repeat

PLAN DIAGRAM

ENV. 2
(Beach) . →

ENV. 3
(woodstock)

ENV. 1
(steampunk)

window into other
'world', theme
- side by side envs.
differ drastically

- pleasure - seeking,
thematic
    - large scale
    - relates to
    individualism too.

- Hyper-Artificiality -
Draw, Analyze the Drawing, Repeat

Plan Diagram

- tropical
- steam-punk
- candyland
- desert

the individualistic collective

- the commercial, consumerist scale, like gated communities or theme parks. The Venetian + Ski dubai

to live in or play in?

Bubbles of thematic, climatic, fantastical worlds side by side

Leisure + Nomadism exaggerated

- explores constantly advancing tech to draw in consumers w/ novelty + consuming landscapes (like theme parks do)

hyper-artificiality - other 'worlds', the escape (nomadism)
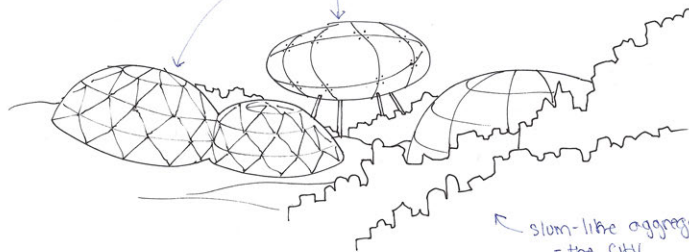
slum-like aggregation - the CITY

- Architecture's Malleability to the Event -
Draw, Analyze the Drawing, Repeat

Arch malleable to event

SYRACUSE VS DUKE!

orange
blue
orange
blue
orange orange
blue
orange
blue white
blue
orange
orange

Arch's malleability

HAPPY BIRTHDAY PRINCESS!
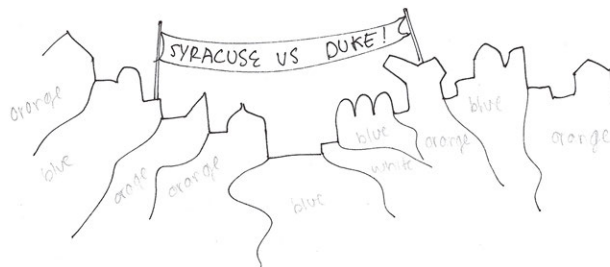
malleable to
life events + celebrations
ie. Castle theme
B-day party

Arch is malleable to
Holidays, occassions.
- but not all choose to
change always

exaggeration
of halloween
decoration

anomoly,
does not participate

- *Architcture reflects the individual* -
Draw, Analyze the Drawing, Repeat

Arch reflects the ind / emotions (pathetic fallacy)

- expressive, individualistic (maslow's 5th tier)

ease of making + creative freedom leads to bizzarre, eclectic "styles"

MY MASTER PIECE!

arch reflects indiv.

- if architecture reflects the individual, what do family homes and communal living look like?
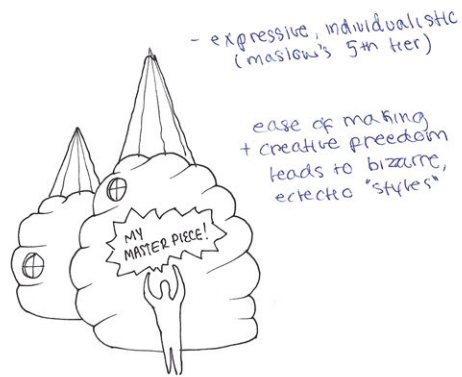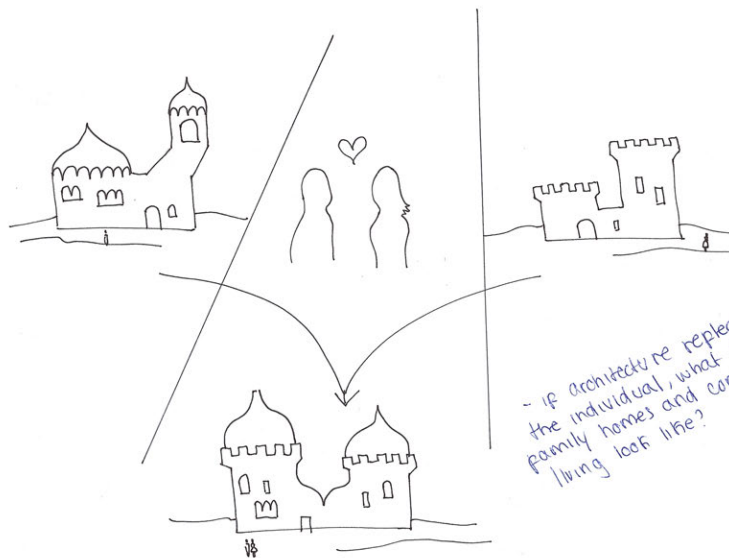
- *Pavilionism / Nomadism* -
Draw, Analyze the Drawing, Repeat
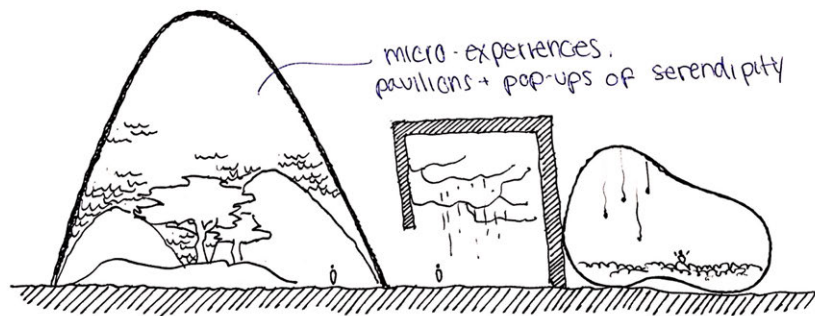
micro-experiences.
pavilions + pop-ups of serendipity

- *The Role of the Architect* -
Draw, Analyze the Drawing, Repeat

- *The Role of the Architect* -
Draw, Analyze the Drawing, Repeat
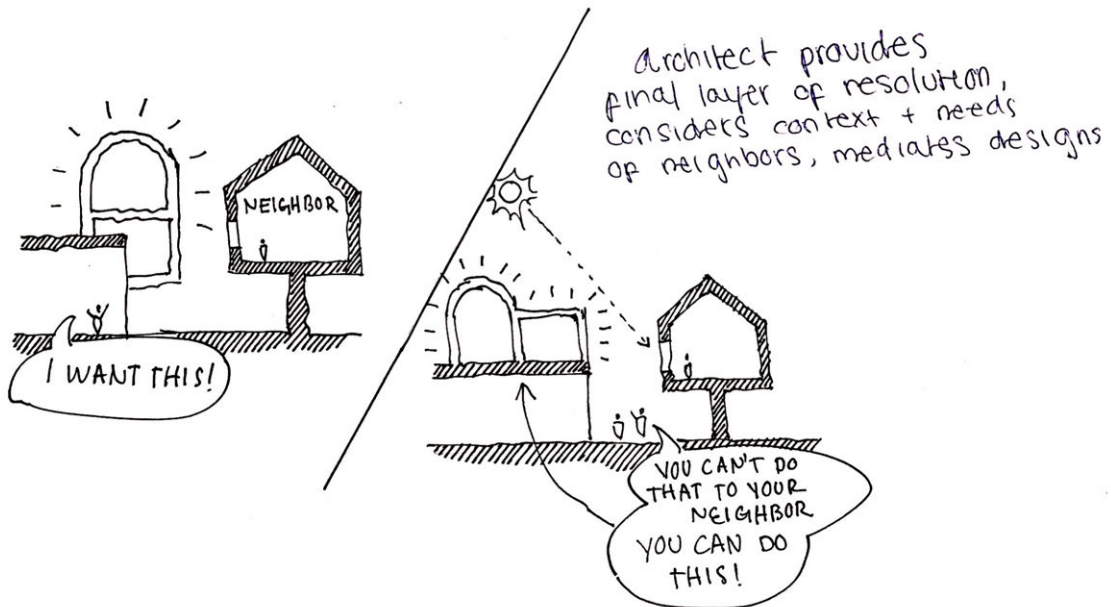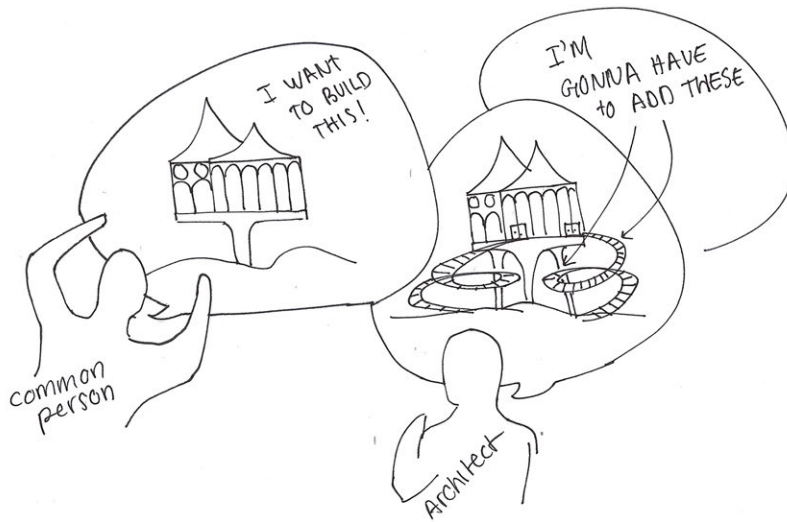
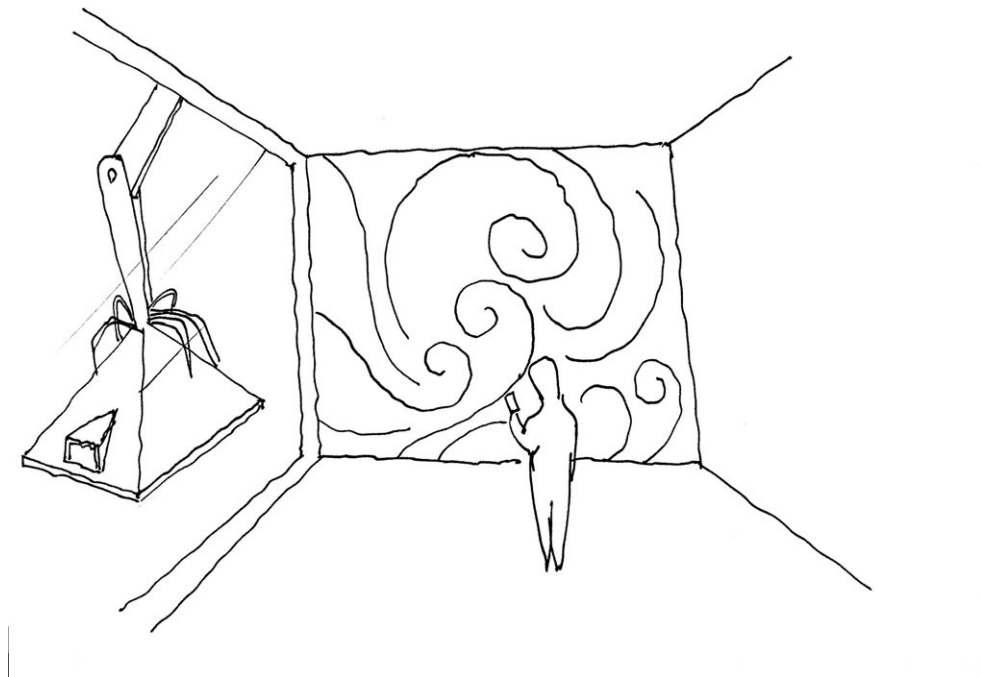architect designs the collective
- landscapes + environments
↳ whatever is outside the domicile
" outside of capability
of the individual

Reminiscent of Garden of Earthly delights?
Dr. Suess-ish landscape

Architect as
overarching organizer
(makes all the
pieces fit together)
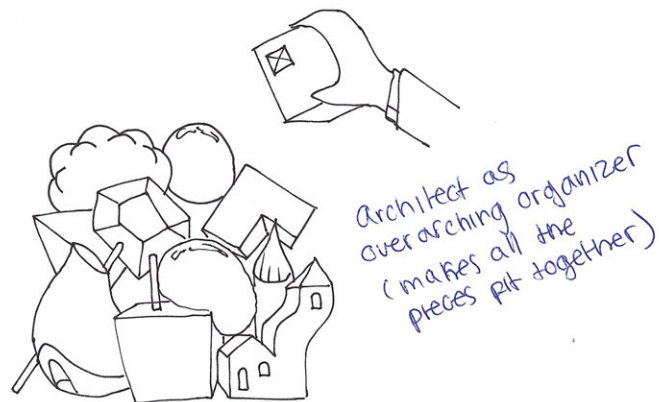
- *Architecture is Individualistic / Expressive* -
Draw, Analyze the Drawing, Repeat

Architecture reflects
indiv. + personalities
- exploring identity

Home reflects
character

Arch is
indiv./
expressive

Individualism
& expression
exaggerated
to a cartoonish/
caricature state
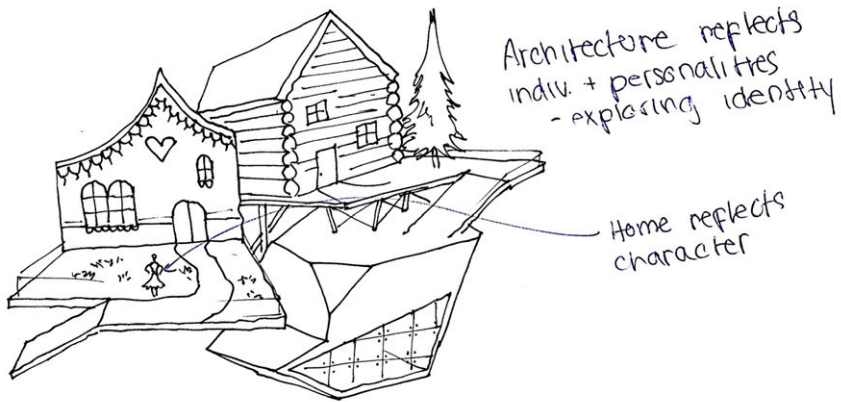
- Individual as Producer -
Draw, Analyze the Drawing, Repeat

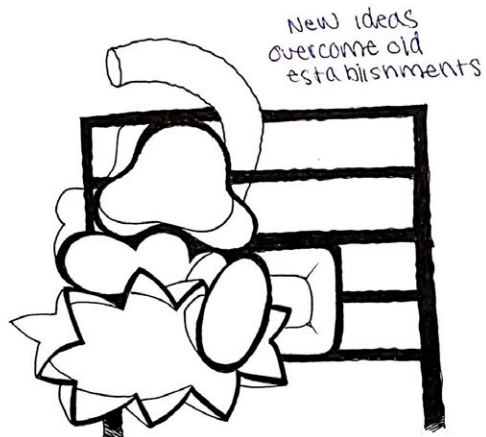DIY, mass informalism
-expanding family, additions + modifications

BACHELOR → MARRIED → EXPECTING
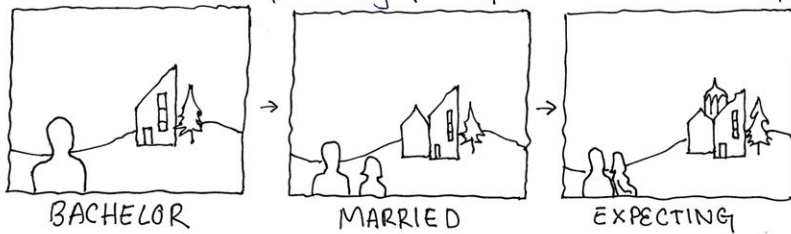
- *The Artificial Reef / Desire over Necessity* -
Draw, Analyze the Drawing, Repeat

What is obsolete?
- factories, not just office towers
  - production is decentralized (the indiv. is a sort of factory

Art Reef

New ideas overcome old establishments
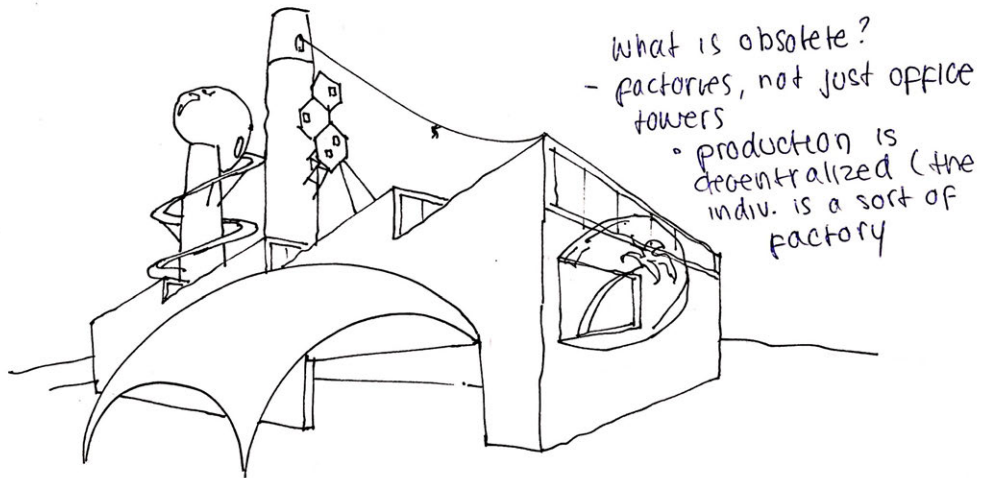
- *Architecture is the New Image* -
Draw, Analyze the Drawing, Repeat

Times Square in 3D

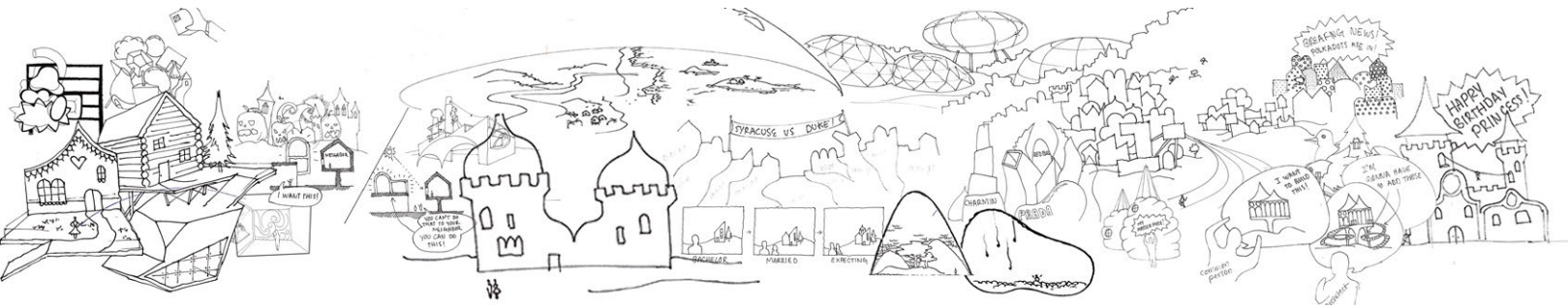- New means of marketing + Branding
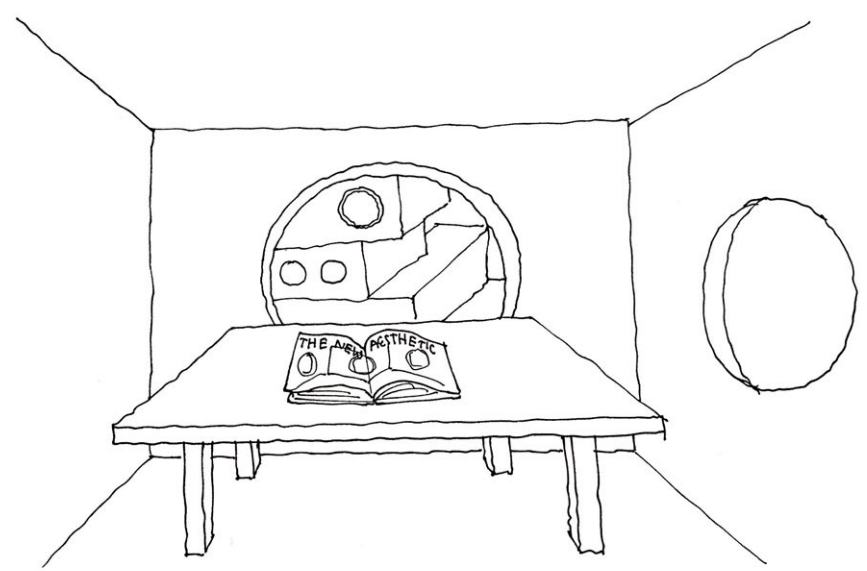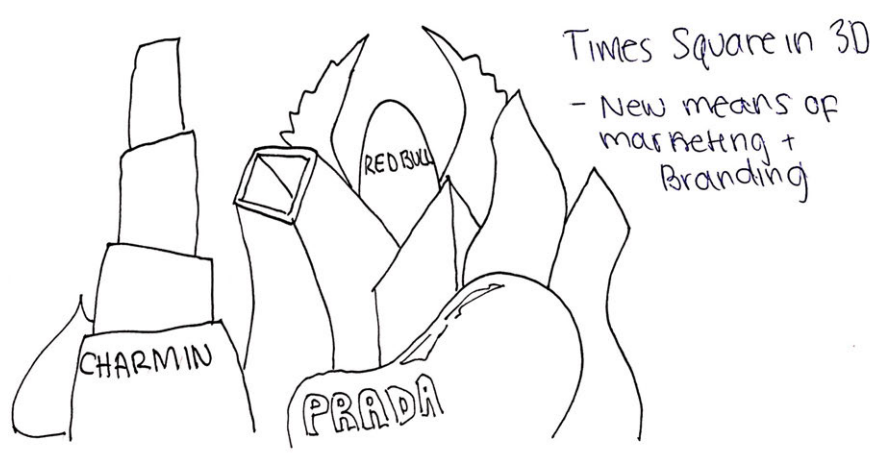
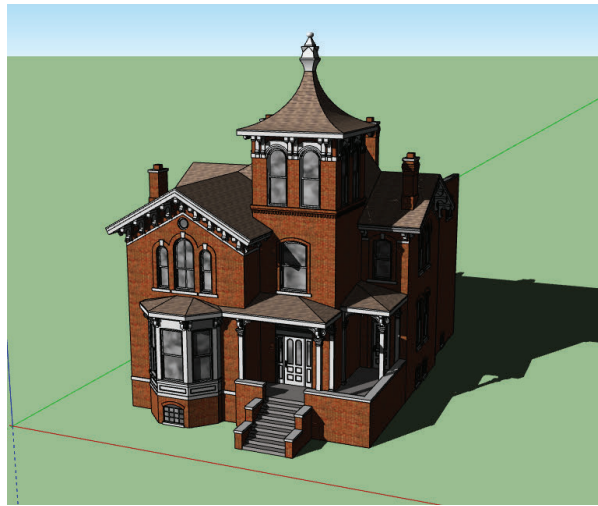# - *Combining Sketches* -
The Projected Outcome

- *Combining Sketches* -
The Projected Outcome

- *Introducing Mining* -
Bringing in the Individual Factor

Mining models from 3D Warehouse allowed for us to push the idea of a user created context. Since anyone can upload to 3D Warehouse using free modeling software, we could use these to effectively illustrate our stories.
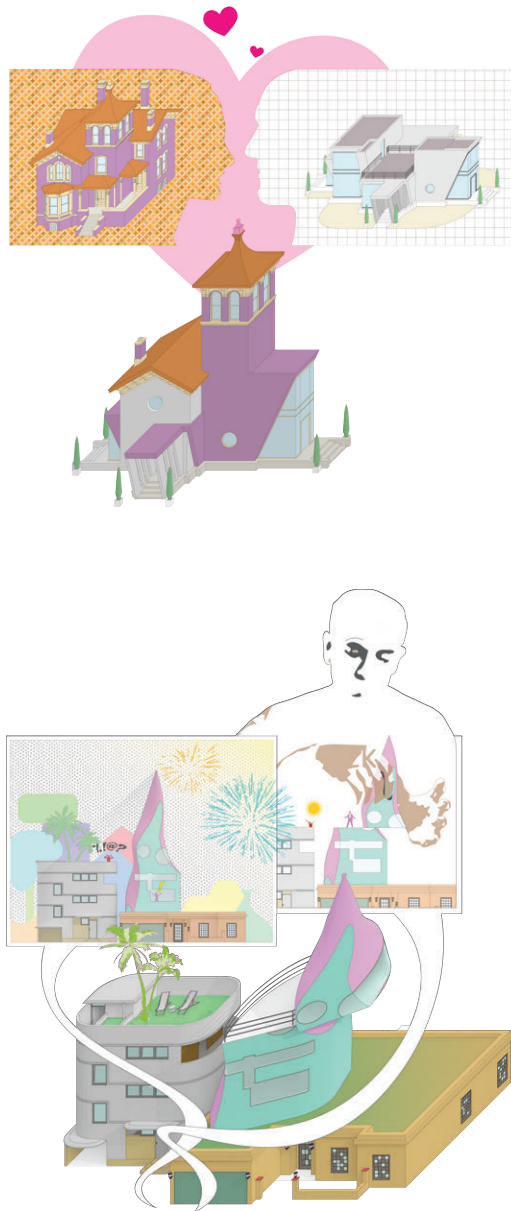

Victorian Mansion by Paulwall

Small suburban villa by Amateur.Arch

- *Crafting the Big Drawing* -
Transforming Models into Stories

After selecting the models for each story, we were able to bring our sketches to life and collage them within the board to create a collective amd cohesive piece.

- *The Final Outcome* -
The Enormous Collage

- Bibliography -

Bosch, Hieronymus. The Garden of Earthly Delights. 1490-1500. Bosch. The 5th Century Exhibition, Museo Nacional del Prado, Madrid.

Boyte-White, Claire. "How WeWork Works and Makes Money." Investopedia. August 24, 2015. Accessed November 20, 2016. http://www.investopedia.com/articles/investing/082415/how-wework-works-and-makes-money.asp.

Castle, Helen, Leon Van Schaik, and Fleur Watson. Pavilions, pop-ups and parasols. London: Wiley-Academy, 2015.

"Half a House." 99% Invisible. Accessed November 20, 2016. http://99percentinvisible.org/episode/half-a-house/.

"Impact of Mobile Technology on Workplace Productivity." Business 2 Community. Accessed October 20, 2016. http://www.business2community.com/tech-gadgets/impact-mobile-tech nology-workplace-productivity-01545055#FZvgqTsACKviLWw5.97.

Kim, Queena. "As Our Jobs Are Automated, Some Say We'll Need A Guaranteed Basic Income." NPR. September 24, 2016. Accessed November 20, 2016. http://www.npr.org/2016/09/24/495186758/as-our-jobs-are-automate d-some-say-well-need-a-guaranteed-basic-income.

Lai, Jimenez. Citizens of no place: an architectural graphic novel. New York: Princeton Architectural Press, 2012.

Lavin, Sylvia. "Kissing Architecture." The Temporary Contemporary, 2011. Accessed November 20, 2016. doi:10.1515/9781400838387.

- Bibliography -

"Leisure activities, job crafting can make company 'mistfits' more productive." Phys.org - News and Articles on Science and Technology. Accessed October 20, 2016. http://phys.org/news/2016-10-leisure-job-crafting-company-mistfits.html.

Maas, Winy, and Jacob Van Rijs. The vertical village: individual, informal, intense. Rotterdam: NAi Publ., 2012.

McLeod, Saul. "Maslow's Hierarchy of Needs." Simply Psychology. September 16, 2016. Accessed November 20, 2016. https://www.simplypsychology.org/maslow.html.

"McMansion Hell: The Devil is in the Details." 99% Invisible. Accessed November 20, 2016. http://99percentinvisible.org/episode/mcmansion-hell-devil-details/.

School, British. The Field of the Cloth of Gold. 1545. Royal Collection Trust, Hampton Court Palace, London, England.

Tschumi, Bernard. Manhattan transcripts. London: Academy Editions, 1995.

Wieczner, Jen. "WeWork's utopian vision of your future life-in the office." Fortune.com. March 09, 2015. Accessed October 20, 2016. http://fortune.com/2015/03/05/wework-utopian-vision/.

YouTube. June 30, 2016. Accessed November 20, 2016. https://www.youtube.com/watch?v=vy-PrccGPYw.

https://dl.dropboxusercontent.com/u/32360137/Blank%20Space/2017_BlankSpace_FairyTales_Brief.pdf

- Bibliography -

*https://3dwarehouse.sketchup.com/user.html?id=cd094621-f48c-4343-b
acf-f9ac125d6158&nav=likedmodels*

*https://3dwarehouse.sketchup.com/user.html?id=0dd2eed2-af3a-46d5-
aff1-4883c1a683a9&nav=likedmodels*

- *Thesis Brought to You By* -
Olivia Flores-Siller & Steven Worthington