

Diploma 8

Eugene Han

Outline and Structure 2010/11

Corporate Domain

Central to the Unit's continuing agenda is the development of an architecture capable of operating within a single framework from the scale of the building to the scale of infrastructure. The foundation of such research is the definition of reductive elements necessary to limit and define spaces, its organisation, and its coherence. Such elements are then regulated in an open framework and tested within an array of operative applications. Diploma 8 seeks to establish architectural guidelines able to operate on various scales of architecture and infrastructure within the realm of contemporary models from computational methodologies. In order to fully utilise the potential of such a regulated investigation, the unit emphasises its testing grounds against proposals of large scale architectures, constituted both by recurrent elements such as the structural grid, to pronounced space-defining conditions.

Corporate Complex

In response to the constant need of architecture to adapt to shifting demands of spaces, projects will seek to define large-scale proposals unencumbered by its rigid programmatic set up, yet highly articulated in its formal and spatial composition. As such, the year's investigation will centre on the corporate complex. No longer exclusively relegated to the metropolitan centre with its array of office floor plans, nor to the outskirts of secluded campuses, the Unit will propose the design of systematically massive complexes able to engage with a wide range of programmatically unbiased spaces necessary in a contemporary corporation.

Compositional Frameworks

The implementation of a framework allows for an investigation of hierarchically independent types and levels of spaces. As opposed to the trends typified during the Modern Movement which professed rigid functional strategies, student proposals will seek to define a highly specific rationale that can cater to an appropriately open implementation via their designed frameworks. To place such rationale within a contemporary context, the unit will be studying computational paradigms, most particularly that of Object-Oriented Programming using UML structures, to structure their developmental logic.

Students shall elect both their site and chosen corporation, as the decisions for these will be integral and significant with regards to the development and conceptual foundation of their eventual thesis. It will be critical that students have a firm knowledge of the urban conditions of which they ultimately choose, as the site's history, present condition, and future speculation must be taken into account for such a context-sensitive architectural proposal. Beyond smaller visits to local sites in and around London, the unit will be visiting various major cities in the north-eastern United States. Visiting cities from New York City, Detroit, and finally to Chicago, students will have the opportunity to review architectural case studies in person, as well, may elect to carry out further research on-site should they select visited cities for their yearlong project.

By utilising the development of their own established oeuvre of reductive architectural elements, students will propose a large scale corporate complex that simultaneously works with different compositional classes, and proposes an indeterminate yet precise definition of architecture.

Reading List

**Publications and Essays will be updated as the year progresses*

Banham, Reyner. The Architecture of the Well-tempered Environment. The University of Chicago Press, 1969, 1984.

Banham, Reyner. *Silicon Style*. The Architectural Review, 1981: 285.

Drexler, Arthur, and Axel Menges. SOM: Architecture of Skidmore, Owings & Merrill, 1963-1973. The Monacelli Press, 2009.

Easterling, Keller. Organization Space: Landscapes, Highways, and Houses in America. The MIT Press, 2001.

Easterling, Keller. "The Corporate City is the Zone." In *Power: Producing the Contemporary City*, by Lieven de Cauter, Michiel Dehaene and Saskia Sassen. NAI Publishers, 2007: 75-85.

Hitchcock, Henry-Russell, and Ernst Danz. SOM: Architecture of Skidmore, Owings & Merrill, 1950-1962. The Monacelli Press, 1999.

Hookway, Branden. Pandemonium: The Rise of Predatory Locales in the Postwar World. Princeton Architectural Press, 1999.

Kwinter, Sanford. Far from Equilibrium: Essays on Technology and Design Culture. Actar, 2008.

Maggia, Filippo, and Sandra S. Phillips. Gabriele Basilico – Silicon Valley 07. Skira Editore, 2007.

Martin, Reinhold. The Organizational Complex: Architecture, Media, and Corporate Space. The MIT Press, 2005.

Martin, Reinhold. Utopia's Ghost. University of Minnesota Press, 2010.

Mertins, Detlef, and et al. The Presence of Mies. Princeton Architectural Press, 1996.

Rowe, Colin. *Chicago Frame*. In The Mathematics of the Ideal Villa and Other Essays. The MIT Press, 1976: 89-117.

Thompson, Grahame. *The Firm as a 'Dispersed' Social Agency*. In Economy and Society. 1982: 233-250.

Weisfeld, Matt. The Object-Oriented Thought Process. Addison-Wesley, 2009.

Architectural Precedence

City Centres

- Rockefeller Center (Associated Architects. NYC, NY. 1928-1940)
- Lever House (SOM. NYC, NY. 1952)
- Peachtree Center (John Portman & Associates. Atlanta, GA. 1956-65)
- Inland Steel Building (SOM. Chicago, IL. 1958)
- Chase Manhattan Bank HQ (SOM. NYC, NY. 1961)
- Seagrams Building (Mies van der Rohe. NYC, NY. 1960)
- Union Carbide Building (SOM. NYC, NY. 1960)
- XYZ Buildings (Wallace Harrison & Max Abramoviz. NYC, NY. 1972)
- Citicorp Center (Hugh Stubbings & Associates. NYC, NY. 1977)
- Embarcadero Center (John Portman & Associates. San Francisco, CA. 1982)

Suburban/Exurban/Rural

- Johnson Wax (Frank Lloyd Wright. Racine, WI. 1936-39)
- General Motors Technical Center (Eero Saarinen. Warren, Michigan. 1945-56)
- Connecticut General Life Insurance (SOM. Bloomfield, CT. 1957)
- Upjohn Headquarters (SOM. Kalamazoo, MI. 1961)
- IBM Rochester (Eero Saarinen. Rochester, MN. 1961)
- John Deere Headquarters (SOM. Moline, IL. 1964)
- Bell Telephone Laboratories (Eero Saarinen. Holmdel, NJ. 1962-66)
- Willis Faber and Dumas Headquarters (Norman Foster. Ipswich, UK. 1971-75)
- Union Carbide Corporation World Headquarters (Kevin Roche & John Dinkeloo. Danbury, CT. 1983)

Contemporary Cases

- Silicon Valley (Various architects/corporations)
- Googleplex (Mountain View, CA. 1997)
- Facebook Headquarters (Palo Alto, CA. 2009)
- Microsoft Headquarters (Redmond, WA. 1986)
- General Mills Headquarters (SOM. Golden Valley, MN. 2008)
- Nike (*Beaverton – Unincorporated Washington County, WA*)

TERM 1

The unit's first term will be organised within 2 major halves. The first half will focus on introducing students to common and significant topics that will influence the course of work for all student projects throughout the year.

Included within this first half is a series of seminars by Monia De Marchi, covering the theoretical and historical basis of the corporation and architecture. From major works of urban architecture from such cities as Chicago and New York City, the seminar will progress to the migration and evolution of such architectures into logistics-centred exurbias, and finally recent examples and writings on contemporary architecture/corporate strategies. This seminar will conclude with a series of discussions and writings that will set the tone for students to introduce their own architectural agendas within the yearlong brief, speculating possibilities for upcoming student project sites, the Inner Periphery.

Concurrently, Eugene Han will lead a series of workshops that investigate structural and fabrication strategies used in large scale buildings and infrastructures. Focusing on examples such as structural frameworks and component detailing, these workshops will make use of both physical models in conjunction with digital analysis using Finite Element Analysis. The final seminar led again by Eugene Han, will focus on the nature of contemporary computational frameworks and their relevance to the architectural design process. Using Object-Oriented paradigms as a model, this seminar will use such notational standards as UML to introduce students in documenting complex object-system relationships. We will introduce students to particular members from the Technical Studies department as well with staff from other related parts of the school.

Continuing Monia De Marchi's seminar series and bridging both halves of the term, Lawrence Barth will be leading a seminar series looking at contemporary models of the dispersion, proliferation, and distribution strategies of modern-day corporations and the possible relationships they may have within their context. Covering concepts and precedence that relate to both the unit brief as well as his academic and professional endeavours, this final seminar series shall serve as a suitable springboard from which students may propose their project's conceptual bases, and receive critical and targeted feedback before pursuing their yearlong proposals. By the end of the term, logistic, conceptual, intellectual, and intermediary design solutions shall be fully worked out, and scrutinised for the end of term jury. By this stage, students should be well within control to continue detailing their physical structures and collecting/documenting corollary information to support their architectural claims throughout the break and during Term 2.

The aims for this term is that students set up a precise framework of architectural elements that define their architectural propositions, clarify the type and characteristics of their chosen corporate client, and finally clarify the grammar of elements within their proposals that address a range of operative scales of spaces. Such grammar would need to addresses magnitudes of design that address the contextual situation of the project to the design of interior spaces, as well as constrain levels of organisational domains from the prescribe to the indeterminate plan. The term will conclude with a jury in which students will propose their architectural ambitions alongside their working version of their design 'manual' of elements and operation for a corporate complex.

SCHEDULING

**Teaching sessions will usually take place during Mondays, Tuesday, Fridays, or Saturdays. This will depend largely on the progression of student projects, scheduling of seminar leaders, and the availability of facilities.*

Autumn, Week 1***Monday 27th Sep***

-Diploma Unit 8 brief Presentation

Tuesday 28th Sep

-Interviews

-Distribution of brief

Friday 1st Oct

-Internal review of past student projects

-Presentation and discussion of yearlong brief

Autumn, Week 2**Monday 4th Oct**

-Group Tutorials

Tuesday 5th Oct

-Seminar: *The Corporate Complex in the Past*

Banham, Reyner. "Silicon Style." *Architectural Review*, May 1981: 285.

Reinhold, Martin. *The Organizational Complex: Architecture, Media, and Corporate Space*. The MIT Press, 2005.

Friday 8th Oct

-Seminar Tutorial

-Design Tutorial

Autumn, Week 3**Monday 11th Oct**

-Group Tutorials

-Workshop 1: *Framing Systems*

Tuesday 12th Oct

-Seminar: *The Corporate Complex in the XXI Century*

Easterlin, Keller. "The Corporate City is the Zone." In *Power: Producing the Contemporary City*, by Lieven de Caeter, Michiel Dehaene and Saskia Sassen, 75-85. NAI Publishers, 2007.

Maggia, Filippo, and Sandra S. Phillips. *Gabriele Basilico - Silicon Valley 07*. Skira Editore, 2007.

Friday 15th Oct

-Seminar Tutorial: Client Selection Review – Preliminary Candidates

-Workshop 1 Review: *Framing Systems*

-Design Tutorial

Autumn, Week 4**Monday 18th Oct**

-Workshop 1 Conclusion: *Framing Systems*

-Seminar: *Object-Oriented Programmed and UML*

Tuesday 19th Oct

-Seminar: *On Organisation*

Hookway, Branden. "Burolandschaft." In *Pandemonium: The Rise of Predatory Locales in the Postwar World*, by Sanford Kwinter and Bruce Mau, 61-68. Princeton Architectural Press, 1999.

Koolhaas, Rem. "Typical Plan." In *S,M,L,XL*, by Rem Koolhaas and Bruce Mau, 334-350. Monacelli Press, 1995.

Friday 22nd Oct

-Seminar Tutorial

-Workshop 2: *Large-span Structures*

-Design Tutorial

Autumn, Week 5**Monday 25th Oct**

-Workshop 2 Review: *Large-span Structures*

-Design Tutorial

Tuesday 26th Oct

-Seminar: *On the Reductive Elements, 'Kit of Parts'*

Banham, R. *The Architecture of the Well-tempered Environment*. 1969: The University of Chicago Press.

Eisenman, Peter. "Aspects of Modernism: Maison Dom-ino and the Self-Referential Sign." In *Oppositions Reader: Selected Essays 1973-1984*, by K. Michael Hays, 188-199. Princeton Architectural Press, 1998.

Friday 29th Oct

-Seminar Tutorial: Client Selection Review – Final Selection/Approval

-Workshop 2 Final: *Large-span Structures*

Autumn, Week 6

Monday 1st Nov

-Workshop 3: *Curtain Walls and Components*

Tuesday 2nd Nov

-Seminar: *The Man*

White, W. *The Organization Man*. 2002: University of Pennsylvania Press.

Wilson, Sloan. *The Man in the Gray Flannel Suit*. 2002. Da Capo Press.

Friday 5th Nov

-Seminar Tutorial

-Workshop 3 Review: *Curtain Walls and Components*

Autumn, Week 7

Monday 8th Nov

-Workshop 3 Review: *Curtain Walls and Components*

Tuesday 9th Nov (TBC)

-Seminar by Lawrence Barth

Friday 12th Nov

-Design Tutorials

-Workshop 3 Final: *Curtain Walls and Components*

Autumn, Week 8

-Candidate week for Unit Trip (to be decided within unit)

-*alternative schedule*

Monday 15th Nov

-Design Tutorials

Tuesday 16th Nov (TBC)

-Seminar by Lawrence Barth

Friday 19th Nov

-Pinup: Project Proposal

Autumn, Week 9

Monday 22nd Nov

-Design Tutorials

Tuesday 23rd Nov (TBC)

-Seminar by Lawrence Barth

Friday 26th Nov

-Design Tutorials

Autumn, Week 10

Monday 29th Nov

-Design Tutorials

Tuesday 30th Nov

-Design Tutorials

Friday 3rd Dec

-End of Term Jury

Autumn, Week 11

Monday 6th Dec

-Design Tutorials

Tuesday 7th Dec

-Design Tutorials

Friday 10th Dec

-Technical Studies (TS5) Submission Proposal Reviews

-Submission of Preliminary Design 'Manual'

Autumn, Week 12

-Candidate week for Unit Trip (to be decided within unit)

-*alternative schedule*

Monday 13th Dec

-Design Tutorials

Tuesday 14th Dec

-Design Tutorials

Friday 17th Dec

-Design Tutorials

TERM 2

The second term will carry through the concepts taken from Term 1, using project design development as its medium for discussion. By the beginning of Term 2, students should arrive to the new term with developed work over the break, whereby the project's design stage should include a concrete organisational proposal, a breadth of research regarding the functional processes of the chosen client, prototypical structural details relevant to the current design at hand, the general structure of their Technical Studies submission, and an intermediary version of their design 'manual'.

Relative to Term 1, the second term's structure will be based on much more regularly-scheduled tutorials, pinups, and discussions, rather than the inclusion of seminars and group site visits. However, key contributors to the unit during Term 1 will maintain a presence throughout the second term to assure coherence within the development of each student project. Term 2 will conclude with a jury of invited guests.

SCHEDULING**Winter, Week 1**

Tuesday 11th Jan

-Tutorials

Friday 14th Jan

-Technical Studies (TS5) Submission Proposal Reviews

Winter, Week 2

Monday 18th Jan

-Tutorials

Tuesday 19th Jan

-Tutorials

Friday 22nd Jan

-Unit Pinup

-Review of Design Models and Technical Drawings

Winter, Week 3

Tuesday 26th Jan

-Tutorials - Additional emphasis on 5th Year Technical Studies Submission

Friday 29th Jan

-Tutorials

Winter, Week 4

Monday 31st Jan

-Tutorials

Tuesday 1st Feb

-Tutorials - Additional emphasis on 5th Year Technical Studies Submission

Friday 4th Feb

-Unit Pinup

-Submission of Design 'Manual'

Winter, Week 5

Tuesday 8th Feb

-Tutorials

Friday 11th Feb

-Unit Pinup - 5th Year Technical Studies Internal Review

Winter, Week 6

Tuesday 15th Feb

-Tutorials

Friday 18th Feb

-Unit Pinup – Additional emphasis on 5th Year Technical Studies Submission

Winter, Week 7

Tuesday 22nd Feb

-Tutorials

Friday 25th Feb

-Tutorials

Winter, Week 8

-Technical Studies (TS5) Interim Jury [Date TBC]

Tuesday 1st Mar

-Tutorials

Friday 4th Mar

-Unit Pinup

Winter, Week 9

Tuesday 8th Mar

-Tutorials

Friday 11th Mar

-Tutorials

Winter, Week 10

-Technical Studies (TS5) Final Jury [Date TBC]

Tuesday 15th Mar

-Tutorials

Friday 18th Mar

-Unit Pinup

Winter, Week 11

Monday 22nd Mar

-Tutorials

Tuesday 23rd Mar

-Tutorials

Friday 25th Mar

-End of Term 2 Jury

Winter, Week 12

Monday 28th Mar

-4th Year Preview Tables

Tuesday 29th Mar

-Tutorials

Thursday 31st Mar

-5th Year/Part 2 Diploma Preview Tables

Friday 1st Apr

-Tutorials

-Re-Submission of Design 'Manual'

TERM 3

The majority of time and effort during the final term will focus on finishing production of architectural proposals, detail drawings, representation, and portfolio design. At this stage, students should have a strong grasp of the conceptual foundation of their proposals. At the very beginning of the term, it is critical that students already have strong and clear documentation regarding the physical designs of their building proposal, as well any other corollary documentation finished such as their design 'manual'. The latter half of the term will be primarily invested in preparing students for their final tables and examinations.

SCHEDULING**Spring, Week 1*****Tuesday 26th Apr***

-Individual tutorials as needed

Friday 29th Apr

-Individual tutorials as needed

-TS5 High Pass Presentation

Spring, Week 2***Tuesday 3rd May***

-Individual tutorials as needed

Friday 6th May

-Diploma 8 Final Jury

Spring, Week 3***Tuesday 10th May***

-Individual tutorials as needed

Friday 13th May

-Individual tutorials as needed

Spring, Week 4***Tuesday 17th May***

-Individual tutorials as needed

Friday 20th May

-Individual tutorials as needed

Spring, Week 5***Monday 23rd May***

-Individual tutorials as needed

Tuesday 24th May

-Individual tutorials as needed

Friday 27th May

-Individual tutorials as needed

Spring, Week 6***Tuesday 31st May / Wednesday 1st Jun***-4th Year, End of Year Reviews***Friday 3rd Jun***-Tutorials (5th Year)**Spring, Week 7*****Wednesday 8th, Thursday 9th Jun***

-Diploma Committee

Friday 10th Jun

-Final Tutorials

Spring, Week 8

-Finalisation of Projects Review Exhibition Space

Wednesday 15th Jun

-External Examinations (Part II)