B + C | A
Barnard and Columbia Colleges Architecture Program
ARCH V1010: FALL 2014

DESIGN FUTURES : NYC

Professor: Nicole Robertson

Class times: Wednesdays: 4:10-5:25 PM (Room 504 Diana)

Fridays: 4:10-5:25 PM (Room 203 Diana) (some Fridays extended classes 2:25-5:25 PM)

What is design?

This course constitutes an introduction to contemporary design culture, structured as a series of case studies with particular focus on the practice of design as well as the discourse that surrounds it. Topics will cover specific disciplines within design (architecture, landscape, fashion, landscape, urban, environmental, and product design) as well as larger questions within design culture such as technology, systems, labor, craft, progress, the client / designer relationship, fabrication, and conservation.

The course will pay particular attention to the unique resource that is New York City, a nexus of varied creative disciplines and a focal point for experimentation that strives to shape a future of design.

Each design discipline will be considered through a series of guest lecturers, field trips, readings, and discussions. Assignments will include collaborative group projects and individual written and visual assignments. Critical modes of writing, drawing and making will be emphasized.
STUDENT LEARNING OBJECTIVES
Students who participate fully in the course will:

- develop a basic understanding of range of design disciplines
- develop a basic understanding of the design process as a collaborative endeavor
- be able to articulate (orally and written using both text and images) a cogent position on the design of a product, project or system
- be familiar with various designers, design institutions and design practices in New York City

COURSE REQUIREMENTS
This is a hybrid course with varying teaching formats, meeting twice a week with extended class time on some Fridays to facilitate field trips and office visits. Students are expected to complete the following assignments and expectations:

1. **Attendance** at all meetings and field trips is mandatory.

2. **Required Readings** are available through Courseworks. It is required that students will read all required readings before the relevant lectures. Links for websites are to be treated similarly to required readings.

3. **Discussions** will conclude each design discipline section where students will question and discuss the various materials covered, including lectures, field trips, and readings. Students will also be required to prepare materials for discussion on an ongoing basis, which may include brief visual presentations, preparation of discussion questions, etc.

4. **Independent Individual Assignments** include four blog posts (will include written and visual component – distribution and length will vary) on the course blog and one final project with text and an integrated visual dossier. The final project will be due the second to last week of the semester in lieu of a final exam.

5. **Collaborative Design Work** includes two group design projects requiring collaborative working processes. The first collaborative project will be due at the midterm. The second collaborative project will be due the last day of class and will include a review with outside jurors in lieu of a final exam during exam week.

GRADING
Class Participation & Discussion 15%
Blog Posts 15%
Collaborative Midterm Project 20%
Collaborative Final Project 20%
Individual Final Project 30%

PREREQUISITES
There are no prerequisites for this course. This course is intended for first-year students curious about design. Upper-class students may be admitted should space be available.

CONTACT
Faculty: Nicole Robertson <nroberts@barnard.edu>
Teaching Assistant: TBD
CLASS SCHEDULE (Subject to change)

WEEK 1

Wednesday, September 3
Introduction: Course Overview
Presentation: Nicole Robertson “What is Design?”

Friday, September 5 (extended class time)
TOPIC: Architecture : : City
Fieldtrip: “Open to the Public: Civic Space Now” Exhibition at The Center for Architecture
Blog post 1 Assigned - Public Space

WEEK 2

Wednesday, September 10
Topic: Representation : : Drawing Architecture
Presentation: Irina Schneid “Text/Texture/Textile”

Friday, September 12
Topic: Representation : : Making Architecture
Presentation: Nicole Robertson: “Making – Control and Freedom”
Collaborative Project 1 Assigned – Pattern Making

WEEK 3

Wednesday, September 17

Friday, September 19 (extended class time)
Topic: Architecture : : City
Fieldtrip: Roof Garden Commission: Dan Graham, Metropolitan Museum of Art

WEEK 4

Wednesday, September 24
Topic: Architecture : : City
Discussion: Includes reflections on Exhibitions, Lecture and Assigned Readings
Blog post 1 – Public Space - due prior to start of class period
Collaborative Project 1 Pin Up “Pattern Designs – 2d”

Friday, September 26 (extended class time)
Topic: Architecture : : Product Design
Fieldtrip: “NYC Makers” at the Museum of Arts and Design
Blog post 2 Assigned - Making

WEEK 5

Wednesday, October 1
Topic: Architecture : : Product Design
Discussion: Includes reflections on Exhibition, Presentations and Assigned Readings
Blog post 2 – Making - due prior to start of class period

Friday, October 3 (extended class time)
Topic: **Architecture** : : **Landscape**
Field Trip: The High Line
Blog post 3 Assigned – High Line

WEEK 6

Wednesday, October 8
**Collaborative Project 1 work session**

Friday, October 10 (extended class time)
Topic: **Architecture** : : **Landscape**
Field Trip: Snohetta Office Visit with Claire Fellman (to be confirmed)

WEEK 7

Wednesday, October 15
Topic: **Architecture** : : **Landscape**
Discussion: Includes reflections on High Line, Office Visit, Presentation and Assigned Readings
Blog post 3 – High Line - due prior to start of class period

Friday, October 17 (extended class time)
Topic: **Architecture** : : **Fashion**
Fieldtrip: “Exposed: A History of Lingerie” at the Fashion Institute of Technology
Blog post 4 Assigned – Fashion

WEEK 8

Wednesday, October 22
Topic: **Architecture** : : **Fashion**
Presentation: Jesse Finkelstein, BYCO (to be confirmed)

Friday, October 24
Topic: **Architecture** : : **Fashion**
Discussion: Includes reflections on Fieldtrip, Presentation and Assigned Readings
Blog post 4 – Fashion – due prior to start of class period

WEEK 9

Wednesday, October 29
**Collaborative Midterm Project due**

Friday, October 31 (extended class time)
Topic: **Architecture** : : **Information Design**
Fieldtrip: Studio Music Venues with Peter Zuspan (to be confirmed)
WEEK 10

Wednesday, November 5
Topic: Architecture : : Information Design
Presentation: Kadambari Baxi (to be confirmed)
Collaborative Project 2 assigned

Friday, November 7
Topic: Architecture : : Information Design
Discussion: Includes reflections on Fieldtrip, Presentation and Assigned Readings

WEEK 11

Wednesday, November 12
Topic: Representation : : Writing Architecture
Presentation: TBD

Friday, November 14
Collaborative Project 2 work session

WEEK 12

Wednesday, November 19
Topic: Architecture : : Environment
Discussion: Includes reflections on Assigned Readings

Friday, November 21
Topic Architecture : : Environment
Presentation: Irina Verona “Ecologics”

WEEK 13

Wednesday, November 26
Collaborative Project 2 work session

Friday, November 28
No Class THANKSGIVING HOLIDAY

WEEK 14

Wednesday, December 3 (extended class time)
Topic: Architecture : : Environment
Fieldtrip: MoMA “Uneven Growth: Tactical Urbanisms for Expanding Megacities”

Friday, December 5 (extended class time)
Collaborative Final Project 2 Review

WEEK 15 (no class)

Individual Final Project due
SELECTED BIBLIOGRAPHY and WEBSITES Note: All required readings (marked **) will be posted to Courseworks

TOPIC: Introduction : : What is Design?

TOPIC: Representation : : Drawing Architecture
• Kipnis, Jeff. “Perfect Acts of Architecture” Exhibition Catalog.

TOPIC: Representation : : Making Architecture
** Zaera-Polo, Alejandro. “Rollercoaster Construction.”
• Website: (Karen Fairbanks, Architect: Marble/Fairbanks Architects) www.marblefairbanks.com

TOPIC: Architecture : : City

TOPIC: Architecture : : Product Design
** Bergdoll, Barry. Introduction “Home Delivery: Fabricating the Modern Dwelling”

TOPIC: Architecture : : Landscape
** Allen, Stan. “Landform Building”

TOPIC: Architecture : : Fashion
** Hanson, Karen. "Dressing Down, Dressing Up—The Philosophic Fear of Fashion." Hypatia, vol. 5 No. 2. (Summer, 1990), pp. 107-121.
** Loos, Adolf. “Men’s Fashion” and “Men’s Hats” (1898) The Rise of Fashion: A Reader
• Website: (Peter Zuspan, Architect): www.bureauv.com

TOPIC: Architecture : : Information Design
• Movie: Helvetica, a documentary film by Gary Hustwit

TOPIC: Architecture : : Environment
** Jarzombek, Mark. “Sustainability: Fuzzy Systems and Wicked Problems.”
** Swyngedouw, Erik “Circulations and Metabolisms: (Hybrid) Natures and (Cyborg) Cities” Science as Culture, Volume 15, Issue 2, 2006 Special Issue: Technonatural Time-Spaces