

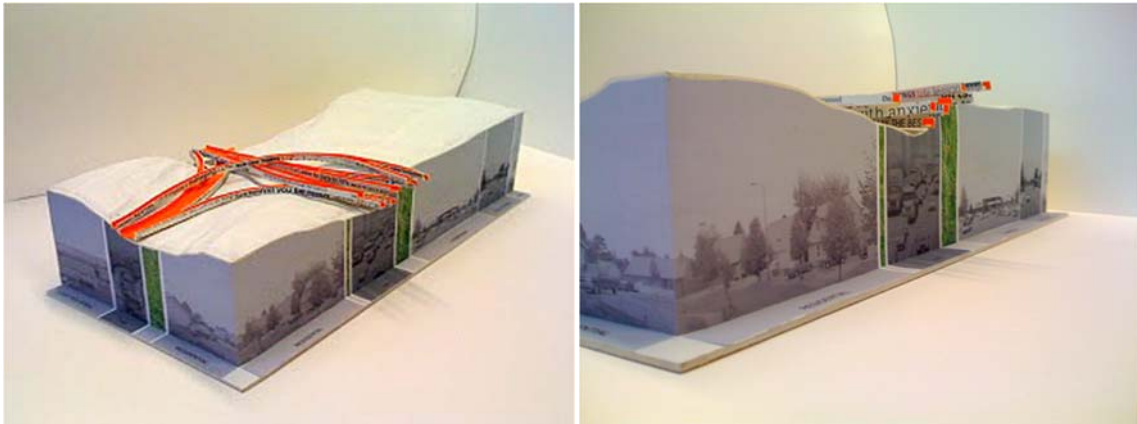
Assignment 3:

Metaphor

Part 1 Draft: Oct 21, 9am

Part 2 Revision: Oct 28, 9am

Trying new digital + physical techniques, **create at least one 3D artifact** representing your project. Ideally, the development process will seed further explorations.



Portland Gateway district site interpretation by Matthew Nick Byers

A compelling concept model can act as a storehouse for ideas. It can stimulate related memories and thoughts, and gradually becoming imbued with additional meaning. Choose one:

- Option 1) Site Interpretation : Show the existing relationship between nature and built form.
- Option 2) Utopian proposal : Model your future Eden, showing Nature relationship to Culture
- Option 3) Biomimetic metaphor : Show an individual's growth through education by studying how a plant or animal thrives in its environment. Reveals the essential mechanism.

I. GATHER DATA

Start by studying the place, observing the organism creature or by virtually touring i.e through precedent studies. Compile and organize the information. Create sketches and diagrams. Find and interview resource people, showing them images or quotes (i.e. opinions, journalist coverage, policy, etc.) to stimulate deeper reactions. Record the context at different scales (urban, ecosystem, profiles, corners, materials, details). Reflect on how you perceive the site when you travel at different speeds. This activity may be done as groupwork.

II. INTERPRET

To generate ideas about the relationship, use descriptive adjectives and action verbs to **develop a metaphor**. This metaphor could provide stimulus on how to create a sense of place. Use color, form, and texture to translate the essential relationship and evoke emotion.

Use this project and subsequent revisions provide a chance to develop expertise in parametric design and fabrication. Experiment with a new way of working (i.e. cutting, carving, casting, 3D printing...) using materials or material qualities that are characteristic of the place. Develop skills to generate artifacts that stimulate your creativity, that open up insights and possibilities.

Stretch your use of 3D representation, naturalistic & analytical color, time-based techniques or by collaging appropriated imagery & samples.

Each type of representation reveals and conceals. So at every step, consider

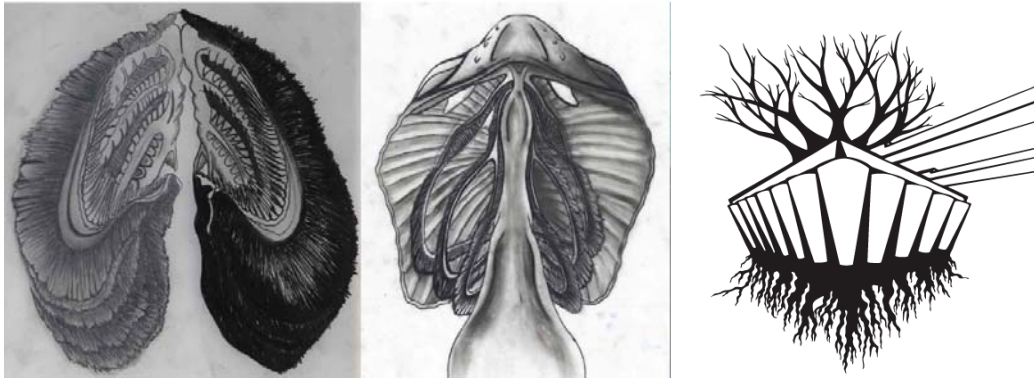
- What is a major question at this point?
- Can changing the viewpoint or the medium provide a fresh understanding?
- How have others pursued this line of inquiry?

III. SHARE

Create **Two weekly Posts on the class blog** including:

1. your favorite image of the work-in-progress
2. at least one paragraph describing the conceptual metaphor
3. at least one paragraph on implications for the building program and site approach. For example, discuss how your understanding of the site's resources and liabilities shape the best building program?

Bring all rough experiments, even “failures” to class.



John Hutton's studies for the Mycorrhizal Rejuvenation Learning Center

READING

Required:

- *Bio-Structural Analogues in Architecture* by Joseph Lim.
http://issuu.com/bis_publishers/docs/bio_structural

Recommended:

- Mazzolini, Ilaria, *Architecture Follows Nature-Biomimetic Principles for Innovative Design*
- Vogel, Steven, *Cat's Paws and Catapults: Mechanical World of Nature and People*, 1998. (2 chapters are on the Course Folder)
- Hensel, Menges and Weinstock's *Emergent Technologies and Design: Towards a Biological Paradigm for Architecture & AD issues on MorphoEcologies* (on reserve)
- John Hutton's *Mycorrhizal Rejuvenation Learning Center* thesis project
<http://www.issuu.com/johnhutton/docs/mycorrhizalrejuvenation>



“I see the corrugated cardboard as expressing the industrial and pragmatic structure of the site. The newspaper, the blue and the pink represent the natural human energy that change the character of the underlying structure” – Caitlyn Cartlidge