

SHARE

Sharing Economy and Urban Design Studio

ARCH 4/585 and ARCH 4/586 Advanced Design Studio
Fall / Winter / Spring 2016 Eugene
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How do we understand the urban processes of a site to design architecture that acknowledges this urban ecological understanding over time?

The phenomena of the peer-to-peer share services include music, driving and now housing and urbanism. AirBnB is a peer-to-peer accommodation market place that connects hosts and travelers via a website. AirBnB was founded by Brian Chesky, Joe Gebbia and Nathan Blechecharczyk when, as recent industrial design graduates in the economic crisis of 2007 living in San Francisco, rented their rooms online during the limited hotel vacancy of Design Conference of the Industrial Design Society of America. Some see AirBnB and other share services such as Uber, Lyft and Lending Club as means to open access and livability ([Shared City](#)). Others meanwhile see the phenomena as a way to avoid tax collection and collective regulatory control, as demonstrated in prohibition or limits of AirBnB in Berlin, Barcelona and New York. As an architect how would one's design react to the philosophy of the "sharing economy?" Norman Foster's Apple headquarters has currently been critiqued as trying to overtly control workers every life activity. What role does the architecture have in today's urbanism?

This architecture studio will focus on the development of new workplace projects by confronting how a company such as AirBnB would address urban phenomena of a site and the development of urban architecture that relates to these phenomena over time. AirBnB's current [global customer service and support office](#) is shared alongside the University of Oregon's White Stag Block in the Blagen Block. The studio will work with stakeholders in Portland including AirBnB, Portland Planning and Sustainability, TriMet transit agency, artist/urbanism consultants, real estate developers and local architects to find an interface between public and private space that aligns with Portland's values. Digital urban tools developed by the UO Urban Interactions Lab, [Barcelona Urban Design Program](#) and [Parametric Places](#) programs will be available to begin the term. Supplemental media instruction including Grasshopper and Elk will be made available at least once a week for the first weeks of the fall and winter terms.

Objective: 1) seed personal architecture philosophy for a lifetime; 2) prepare confidence to design upon graduation; and 3) job placement and preparation.

Architectural Design Description

Students will develop a project based on the issues mentioned above for a +/- 75,000 sqft mid-rise building. The *Program* will be a workplace with supplemental programming proposed by each student.

Each term the studio methodology will differ: 1) fall - preparatory meetings; 2) winter - urban design methodology and architectural design; and 3) spring - architectural design development. Course time will be spent with class discussions, pinups, group work, case studies and desk crits accordingly. Desk crits will be more common toward the end of the winter term and throughout the spring term. The studio will operate in the research driven studio approach. Software tutorials will be asked of students prior to, during the term in and after class hours. Urban ecology readings will include text by Salvador Rueda, Stan Allen, James Corner, Vicente Guallart, Sou Fujimoto, Karen Franck and Philip Speranza.

Schedule and Products

1.0 Pre-design Phase - Fall Term

The fall term will have weekly meetings to establish the conceptual underpinning, site analysis and selection and programming analysis.

- Conceptual Research in the topic area and theoretical framework **[diagrams, collages and writing]**
- Programming and zoning analysis (max building envelop) including individual student site selection within a five-by-five class block area of Portland's eastside waterfront. **[charts and diagrams]**
- Project goals and strategies regarding public space interface, example of Seattle Public Library (islands of privacy) versus Dutch Embassy in Berlin (limited access in and out of volume) **[diagrams]**
- Research of structural types including steel, concrete and mass timber (CLT). **[text and diagrams]**
- Parametric computation and urban computation workshops. **[Grasshopper parametric tutorials]**

2.0 Schematic Design Phase - Winter Term

This term will focus on the use of an urban design methodology including past teaching experience with intermediate studios set in [Portland](#) and [Detroit](#). Work will be done as a studio group (ex. CNC site model) and individually.

- Parametric Urban Analysis – theoretical approach; 2) selection of urban qualities to measure; 3) on-site data collection and 4) analysis and visualization **[Grasshopper and Elk]**
- Test architectural application of urban computation models at the: 1) exterior space, 2) facade, or 3) interior architectural scale. **[drawings and models]**
- Architectural design including integration of design principles, structural systems and façade design. **[drawings, diagrams and models]**

3.0 Design Development Phase - Spring Term

This term will focus on the production of architecture. Studios desk crits and pinups with stakeholders will be more reactive to individual student design methods as demonstrated in the [Detroit studio](#).

- Integrated Design Development including facade systems development as interface between urban and interior phenomena **[axonometric line drawings – portfolio piece]**
- Urban design development of public spaces **[plan, sections, material catalogs, perspectives]**
- Project development proforma visualization **[charts]**
- *Real-time interaction and or time based communication **[Arduino Firefly and or Java]** **optional*

Field Trip

The studio will make various field trips to Portland, Seattle and or possibly San Francisco to visit AirBnB.

Stakeholders and Preliminary Consultants List

Airbnb, City of Portland agencies, real estate lawyer, private developers, Portland architects

Andres Utting, *Associate, SHoP Architects, New York*

Lluís Enrique, *PhD Candidate and Teaching Assistant to the Chair of Structural Design, ETH Zurich*

Dan Anthony, *Digital Practice Leader, NBBJ Design, Seattle*

Stephen Maher, *Design Computation Digital Practice Leader, NBBJ Design, Columbus*

Schedule, products and other aspects of studio may change to respond to the needs of the class.

<https://goo.gl/JCKVys> <http://www.geekwire.com/2014/airbnb-portland-sharing-economy/>