

Success

Such that modern life insists that we participate, we share an unflinching impetus to do well. An album is considered a best-seller if it goes platinum, a saturated web presence means a career can proliferate, the curricula vitarum (course of life) is a space for promotional propaganda, institutions seek olympians to legitimize budgets, hygienics means trust and safety. Since the criteria for success may be relative to a particular observer (critically acclaimed does not mean profitable), we will not debate the markers of a successful project, instead we will deliver a spectrum of effective criteria to create motivational architectural projects. We'll also consider the idle, useless, backward, retrograde. In particular, we will examine successful through their processes of variation, mutation, competition and inheritance. Possible strategies of architectural projects could be: acquiring their own language considered as market strategy (ie. concrete words can produce neutrality to attract), thematized images as per a culture's code of behaviour; the quality and fetish of being a limited edition etc.

In "Success", we will create radiographies of buildings to measure how they project themselves--after the classical orders--to the street, the city, and indeed the nation. We will be designing one building per person based on a study of some of the above mentioned cases. Notions of success will be dealt with case by case. The focus will go towards creating physical models, drawings and "promotional videos" of each participants design. The final delivery will be an individual "Success" project, comprised of: a "radiography" of a precedent space, a Material-That-Never-Existed (MTNE ie. a video, collage or physical fragment), a project text, sections/plans/volumetry and five images of a fully accomplished building. Knowledge of Adobe Creative Suite (eg. Illustrator, Photoshop, InDesign), Rhinoceros (Grasshopper is an advantage) is a minimum requirement. Start of the studio: Friday 09/03/2018, 9:30 am. Regular presentations or 'Pin-Ups': Fridays, 9:30-12:00. Workshops: Fridays 13:00, plus (irregularly) Saturday's / Guest critics will be invited for mid-term and final reviews.

"I am Warhol. I am the No. 1 most impactful artist of our generation. I am Shakespeare in the flesh" Kanye West