

# Gearing

## The Architectural Venture

Gearing is the measure of risk. This semester we will explore the architectural project as an "offering" to be leveraged.

What could be the impetus to undertake (*entreprendre*) a project if we were to avoid the common principles of evaluating the architectural project in terms of "must-have", "nice-to-have" or "don't need", and instead evaluate it through a potential for massive success or failure; a grand risk.

What is the architecture that would otherwise remain untested, if it were not for asking renewed questions of its impetus?

In "Gearing" we will design architectural projects through a potential if it were seen as a model of reality not solely concerned with innovation but as an "offering" to infringe upon known realities, and where projects are considered inversely to what would be thought of as "sound judgement": where projects are deemed "healthy" if they are risky. The studio will then encounter questions in architecture of new performative capacities, time-scales, scenarios and qualities that serve as the Architectural Venture.

The studio will operate with structured briefs working in groups of two, that address the contingent obligations when working together. Set markers, or "securities" that manage risk have been developed to aid the creation of projects throughout the semester.

The studio will begin by surveying and listing known models of architecture, performing a "radiography" of either a building or market. Then the contents of the exploration will be used to "dope" exploratory physical models—or "idea deposits"—that are considered high-risk and precious. This will ultimately carry rich and volumetric information, and become our first approximation to what we call a "Gearing Space". The broader project (a building) realised in the studio will be composed through the production of dedicated videos, images, plans, sections and models.

Start of the studio: Friday 8/3/2018, 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.

For more information please enquire with Susanne Stöller:  
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Gearing is a studio run by Dom Gross ([domgross.com](http://domgross.com)) with Valle Medina and Benjamin Reynolds (Pa.La.C.E, [palacepalace.com](http://palacepalace.com)) and supported by Vera Bühlmann ([atp.tuwien.ac.at](http://atp.tuwien.ac.at)) and Julian Lietzmann.