

INTO THE OPEN

Positioning Practice

the conference

Friday April 24, 2009

5-9 PM, Kellen Auditorium, 66 Fifth Avenue, ground floor

What happens after the exhibition "Into the Open" is over?

How can the issues explored in it be mobilized in contemporary practice?

speakers

Teddy Cruz, Deborah Gans, Laura Kurgan, Rick Lowe

Welcoming remarks by project coordinator, Laetitia Wolff

Illustrated Introduction by curators Aaron Levy and Bill Menking

Each of the curators asks one question to each of the four guest speakers who have 20 mn to present, followed by an informal conversation with the public, triggered by 3-4 agents provocateurs (Parsons the New School faculty members)

curators

Aaron Levy is the Executive Director and Senior Curator of the Philadelphia-based Slought Foundation and on the faculty of the Department of English at the University of Pennsylvania.

William Menking is an architectural historian, writer, critic and curator of architecture, urbanism and industrial design. He is the founder and co-editor of *The Architect's Newspaper* and a tenured professor of urbanism and city planning at Pratt Institute.

speakers

Teddy Cruz

Guatemala-born Teddy Cruz, founder of Estudio Teddy Cruz, is an architect and educator based in San Diego, CA whose practice and pedagogy, through research and design production, has been focused on the particularities of the bicultural territory of the U.S.-Mexican border. He is currently associate professor in Public Culture and Urbanism in the Visual Arts Department at University of California, San Diego and was appointed by San Diego Mayor's Jerry Sanders to serve as a member of the board of directors of San Diego's Center City Development Corporation. His work has been included in major architecture biennales, magazines and exhibits around the world and he has been pinned one of the emergent voices in American architecture.
www.estudioteddycruz.com

Laura Kurgan

Laura Kurgan teaches architecture at the Graduate School of Architecture, Planning and Preservation at Columbia University, where she is the director of the Spatial Information Design Lab (SIDL) and the Director of Visual Studies. Her recent projects include a multi-year SIDL project on "million-dollar blocks" and the urban costs of American incarceration, which has appeared most recently at the Museum of Modern Art in New York (where it is part of the permanent collection). Her book on working with GPS and satellite imagery in various ways, *Satellites*, is forthcoming from Zone Books.
<http://www.arch.columbia.edu/SIDL>

Deborah Gans

Deborah Gans is the principal of NY-based Gans studio and a full professor in the Architecture School at Pratt Institute. She is also visiting critic at Yale University. Many of Gans studio's projects in industrial design and architecture have a focus on social engagement, including a school desk for the New York School Construction Authority and alternative forms of housing for Kosovo and New Orleans. Current projects include a master plan for The Graham School in Hastings-on-Hudson New York. Among Gans' publications are the *Le Corbusier Guide*, now in its third edition (2006) and *Extreme Sites: The 'Greening' of Brownfield* (2004).
www.gans-studio.net

Rick Lowe

Texas-based Rick Lowe is the founder of Project Row Houses, an arts and cultural organization located in Houston's historically significant and culturally charged Third Ward neighborhood. As an artist, Lowe has participated in exhibitions and programs internationally, and has worked as guest artist on a number of community projects nationally. Lowe collaborated with arts consultant Jessica Cusick on the Arts Plan for Rem Koolhaas' Seattle Public Library, and worked with California-based artist Suzanne Lacy and curator Mary Jane Jacobs on the Borough Project for Spoleto Festival 2003, in Charleston, South Carolina.

agent provocateurs

William Bevington

Professor of Information Design within the School of Art, Media and Technology, Parsons the New School of Design. Mr. Bevington was co-founder of the Parsons Institute for Information Mapping, former chair, Communication Design Department at Parsons School of Design.

Jean Gardner

Senior Faculty, School of Constructed Environments and School of Design Strategies, Parsons. Co-Founder of the Michael Kalil Endowment for Smart Design at Parsons whose mission is to foster the understanding of the design intersections between nature and technology and encourage the sustainability of built environments, she is director-at-large of the Black Rock Forest Consortium. Author of *Urban Wilderness: Nature in New York City*.

Jessica Irish

Assistant Professor and BFA Director of Design & Technology at Parsons. An internationally exhibiting artist, her work in installation, moving image and interactive media focuses on the relationship between ideology and experience within urban space, architecture and technology.

Robert Kirkbride

Associate professor of Product Design and thesis coordinator in the product design department, School of Constructed Environments, Parsons. Kirkbride is the director of studio patafisico, his work has been exhibited and published widely, and he is a visiting critic at the University of Edinburgh.

David J. Lewis

Associate Professor, director of The Design Workshop, School of Constructed Environments, Parsons. Lewis is a founding partner and principal of Lewis.Tsurumaki. Lewis (LTL), an innovative, award-winning architecture partnership that pursues a diverse range of work, from large-scale academic and cultural buildings to interior architecture to competitions. *Opportunistic Architecture* was published by Princeton Architectural Press in 2008.

Lydia Matthews

Dean of Academic Programs of Parsons the New School for Design and Professor in Art and Design History and Theory.

Matthews is an educator, writer, curator and cultural activist whose work focuses on the intersection of contemporary art/craft/design practices, diverse local cultures, and global economies.

Brian McGrath

Interim Director of Academic Affairs, and Associate Professor, Urban Design, School of Constructed Environments, Parsons Founder and principal of Urban-Interface, an urban design consulting practice that fuses expertise in architecture, ecology and media. Author of *Digital Modelling for Urban Design*, Co-Author with Jean Gardner of *Cinematics: Architectural Drawing Today* and Co-Editor of *Scapes*, Parsons' journal of architecture.

Miodrag Mitrasinovic

Associate Professor at The School of Design Strategies. Mitrasinovic is an architect, author and his professional and scholarly work has been published internationally. He is the author of *Total Landscape*, *Theme Parks*, *Public Space* and co-editor of *Travel*, *Space*, *Architecture*.

Raoul Rickenberg

Assistant Professor in the School of Design Strategies, Parsons. Director of MAPstudios, a firm that specializes in information architecture and the development of digital/material interfaces. Raoul holds a PhD in Communication and an MA in Media Studies, both from Stanford University, as well as a BFA in Sculpture from the Rhode Island School of Design.

Bob Rubin

Robert M. Rubin is an architectural historian and preservationist of Modernism.

Ken Saylor

Ken Saylor is a founding principle at Saylor+ Sirola, a trans-disciplinary design firm specializing in exhibition environments for culture and industry. Saylor designed the exhibit INTO THE OPEN, in collaboration with Project Projects.

Grahame Shane

Graham Shane teaches at Columbia University and Cooper Union. He is the author of *Recombinant Urbanism* (Wiley, 2005).

John Thackara (UK)

Director of Doors of Perception, a small production company that organizes festivals in Europe and India in which grassroots innovators work with designers to imagine and implement sustainable futures. Program director of Designs of the time (Dott 07) in North East England, and senior advisor on sustainability to the UK Design Council, Thackara's most recent book is *In The Bubble: Designing In A Complex World*.

Susan Yelavich

Assistant Professor in Parsons School of History and Theory of Art and Design. Yelavich is an authority on contemporary design and architecture. A Rome Prize Fellow, Yelavich writes for I.D. Magazine and is the author of several books, including *Contemporary World Interiors* and *Ted Muehling: A Portrait by Don*.

Alfred Zollinger

Director of the BFAs in Interior Design and Architectural Design, Professor of interior design, School of Constructed Environments, Parsons. Alfred Zollinger's interest in making as a mode of critical inquiry characterizes his Brooklyn-based practice Matter, which he cofounded in 2001 with Sandra Wheeler. Matter has completed a range of interior projects including exhibition designs for the Cooper-Hewitt Museum and the National Building Museum, as well as commercial and residential projects.

questions

01

BEYOND EXHIBITION

What's the politics of displaying architecture?
How can we actualize the ideas presented
in the exhibit, beyond the space and time
of the exhibit?

Speaker: **Rick Lowe**

Agents provocateurs: **Alfred Zollinger, Susan
Yelavich, Lydia Matthews, Ken Saylor and
Bob Rubin**

02

COMMUNITY OF INTEREST

Should the architect define the program or
should it be the community's responsibility?

Speaker: **Teddy Cruz**

Agents provocateurs: **Jean Gardner, David
Grahame Shane, Miodrag Mitrasinovic + John
Thackara** (special guest from UK)

03

DATA ARCHITECTURE

How is research a form of architectural
practice? Is digital visualization a new
form of architecture?

Speaker: **Laura Kurgan**

Agents provocateurs: **William Bevington,
Brian McGrath, Jessica Irish**

04

SHELTER AS CITY

How do you design sustainably for
extreme conditions?

Speaker: **Deborah Gans**

Agents provocateurs: **David Lewis, Robert
Kirkbride, Raoul Rickenberg**

charrettes

CHARRETTES AND OTHER PUBLIC AND CURRICULAR PROGRAMS

related to the exhibition Into the Open, March 4–May 1, 2009

WED. MARCH 4, 2009, 6–8PM

Live drawing for the opening night

San Francisco design collaborative REBAR (featured in the exhibition) impersonated by Matthew Passmore and Teresa Aguilera conduct an informal illustration jam on the chalkboard walls with a selection of illustration department students: Bernadine Brocker, Sophia Chang, Jason Moreno, Emmanuel Tavares.

FRI. APRIL 17

Concurrent Urbanities, an all-day panel

Faculty: Miodrag Mitrasinovic

Topic: Concurrent Urbanities brings together designers, artists, architects, urbanists, planners, non-profit and non-governmental organizations, civic and community activists, with government representatives and the private sector, in order to explore the complex production of new urban conditions across the world. Organized by the School of Design Strategies (SDS) at Parsons The New School for Design, Concurrent Urbanities is a series of thematically linked events. Our intent is to place global forces in relation to local, situated knowledge and practices so that emerging patterns of urbanity at large can be clearly unearthed and explored. Particular emphasis is placed on exploring new roles that artists and designers play, and the design theories, methods and techniques of visualization and communication they employ, to encourage radical democratization, forms of social resistance, economic equity, and environmental sustainability.

In collaboration with "Into the Open: Positioning Practice," the Venice Biennale US Pavilion Exhibit at Parsons, and with the Vera List Center for Art and Politics (The New School), SDS' Concurrent Urbanities 1 will feature individuals and groups from the United States and Europe that represent a new generation of design activists whose work proposes a radical remapping of the relationships between urban practices and design through broad participatory design processes, bottom-up organizational approaches, innovative networking, as well as through emergent approaches to field operations.

11–1pm

Introduction by Miodrag Mitrasinovic (Chair, Urban and Transdisciplinary Design, SDS, Parsons TNS) Anne Frederick (Director, Hester Street Collaborative, New York) Rosten Woo (Executive Director, Center for Urban Pedagogy, New York) Deborah Gans (Principal, Gans Studio, New York) Vyjayanthi Rao (Asst. Professor of Anthropology, The New School) Joseph Heathcott, (Assoc. Professor, Chair of Lang Urban Studies, The New School), moderator.

2–4PM

Introduction by Ivan Kucina (Visiting Scholar at the School of Design Strategies and Professor at the University of Belgrade, Serbia) Marc Neelen and Ana Dzokic (STEALTH.unlimited, Rotterdam) Alexander Vollebregt (SpaceLab Research Laboratory, TU Delft) Srdjan Jovanovic Weiss (NAO, Tyler School of Art, Philadelphia) Ivan Kucina Damon Rich (Chair, Center for Urban Pedagogy, New York) Vyjayanthi Rao (Asst. Professor of Anthropology, The New School), moderator.
Location: Kellen Auditorium

TUES. APRIL 21, 2:30–5:30PM

Sustainable Exhibition Agency Class Crit with John Thackara

Faculty: Cameron Tonkinwise

Program and School: SDS

Topic: With guest of honor John Thackara, curator of EcoCity Lab (St. Etienne Design Biennale, 2008) and founder of Doors of perception, in dialog with Allan Chochinov (Core77), Debra Johnson (Pratt Design Incubator), Aaron Levy (Slought Foundation and co-curator of Into the Open); Maura Lout (Curator of "Growing and Greening New York"); Manuel Toscano (Zago) and Parsons Dean of Design Strategies, Joel Towers, will address the following question: How can exhibitions best facilitate social learning toward more sustainable futures? Is it too fixed a medium, too superficial, or too abstract? What can it lead to? How does it compare to books, conferences, demo projects, competitions, campaigns, or (digital) networks?

Location: Kellen gallery

WED. APRIL 22, 12–1:30PM

Teddy Cruz Lecture

Guatemala-born Teddy Cruz, founder of Estudio Teddy Cruz, is an architect, activist and educator based in San Diego, CA whose

practice and pedagogy, through research and design production, has been focused on the particularities of the bicultural territory of the U.S.-Mexican border.

www.estudioteddycruz.com

Faculty: Jilly Triganou

Program and School: ULEC_Space, Design, Everyday Practice/ SADHT

Topic: Cruz will present his extensive architectural work in relation to notions of citizenship, and politics of immigration

Location: Eugene Lang, 65 West 11th Street, Wolman auditorium, Room 500

FRI. APRIL 24, 12–2PM

Roundtable with Yale Sustainable Food Project's director Melina Shannon-DiPietro, The Design Workshop at Parsons and The Neighborhood Coalition for Shelter

Faculty: David Lewis

Program and School: Parsons Design Workshop /SCE

Topic: Roundtable with Yale Sustainable Food Project, Parsons Design Workshop team and its BronxScape client, the Neighborhood Coalition for Shelter. An open dialog to discuss ways of making/planting/using the BronxScape rooftop space as spring approaches, a brainstorming session around best practices and ideas for rooftop educational programming for shelter residents.

Location: within the Kellen gallery

Graphic Design Charrette

Faculty: William Bevington

Program and School: Communication Design class assignment CDT / AMT

Topic: Junior Communication Design, Advanced Studio Design class, students Ninze Chen, Maggie Tsao and Alexander Castillo (over a period of about 3 wks) design a PDF online brochure for the April 24th conference related to the show, which can be emailed to everyone a week before and posted on the website dedicated to the show.

www.labiennale.us

Fashion Design Charrette

"Waist Management"

Program and School: IDC

Faculty: Pascale Gatzien

Topic: Tyvek paper (exhibit design extra) reused by IDC students to create garments, apparel accessories, etc.

charrettes

CURATORS AND DOCENT TOURS

FRI. APRIL 3

Curator Bill Menking tours the exhibit for SCE students, ADHT Teaching Assistants and work study students attending the gallery.

WED. APRIL 28

Curator Aaron Levy tours the exhibit for Professor of Architecture Jean Gardner class.

PARALLEL PROGRAMS

CATASTROPHE SLAM

MON. MARCH 9-13, 2009

Faculty: Robert Kirkbride, Ph.D. (Parsons) and Shannon Mattern, Ph.D. (NSGS) Program and School: Inter-school NSU+ SCE Product design dept.

Topic: Intersections: catastrophe slam (how many ways can infrastructure collapse? Globally? Regionally? Locally?)

Format: a 3-hour faculty colloquium, and an intense 24-hour studio lab exercise in Aronson Gallery with students and faculty across The New School, generating physical, virtual and performative solutions to infrastructure problems. Student work will be exhibited in Aronson Gallery, March 8-13.

RECLAMATION OF POST-INDUSTRIAL TERRITORIES: LAND ARTS AND THE INCUBO ATACAMA LAB

FRI. APRIL 10, 2009, 2-4PM

Faculty: Miodrag Mitrasinovic Program and School: SDS

Topic: This event will address the reclamation of post-industrial landscapes, environmental impact of the practices of reclamation, and roles that architecture, art and design play in such processes. The panel will further discuss the field methods of Land Arts of the American West, and the Incubo Atacama Lab in Chile, as a case study. Joel Towers, Dean of the School of Design Strategies, and an Assoc. Professor of Architecture and Urban Ecology at The New School, will frame the panel by discussing the epistemological significance of postindustrial landscapes within the framework of Urban Ecology, and also the environmental impact of reclamation. Land Arts of the American West at Texas Tech, directed by Chris Taylor, is a field program that investigates the intersection of geomorphology and human construction beginning with the land and extending through the complex social and ecological

processes that produce contemporary landscapes. The Incubo Atacama Lab project began when the curatorial exchange organization Incubo invited Chris Taylor to bring the working methods of Land Arts to Chile. The lab brought together a group of students and researchers from North and South America for a conference in Santiago and fieldwork in the Atacama Desert to examine earthworks and create contemporary responses to the industrial use of land over time. Panel respondent will be Carin Kuoni, Director of the Vera List Center for Art and Politics, The New School, who will also moderate the discussion.

The event is organized by the School of Design Strategies at Parsons The New School for Design, in collaboration with "Into the Open: Positioning Practice," the Venice Biennale US Pavilion Exhibit at Parsons, and with the Vera List Center for Art and Politics (The New School).

Participants:

Joel Towers, Dean of the School of Design Strategies, and an Assoc. Professor of Architecture and Urban Ecology, Parsons, The New School.

Chris Taylor, Director of Land Arts of the American West at Texas Tech University.

The Incubo Group, Santiago, Chile.

Carin Kuoni, Director of the Vera List Center for Art and Politics, The New School.