



THE CONFERENCE

Coordinated by Laetitia Wolff

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)

• Question #1: 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

• Question #2: 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)

***• Question #3:* 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, Sven Travis

***• Question #4:* SHELTER AS CITY**

How do you design sustainably for extreme conditions?

Speaker: Deborah Gans

Agents provocateurs: David Lewis, Robert Kirkbride, Raoul Rickenberg

CURATORS BIOS

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.

GUEST SPEAKERS BIOS**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

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 are 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

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>

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.

AGENTS PROVOCATEURS BIOS

William Bevington

Professor, CDT, Parsons and Founder of Parsons Institute for Information Mapping (PIIM), former chair, Communication Design Department at Parsons.

Creative Director and Information Designer, Bevington is the author of *Typography: The Principles, A Basic Guide to Using Type*.

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*.

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.

Grahame 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*.

Sven Travis

Interim Dean, Communications Design and Technology

Susan Yelavich

Assistant Professor in Parson's 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 several books, including *Contemporary World Interiors* and *Ted Muehling A Portrait by Don Freeman*.

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.