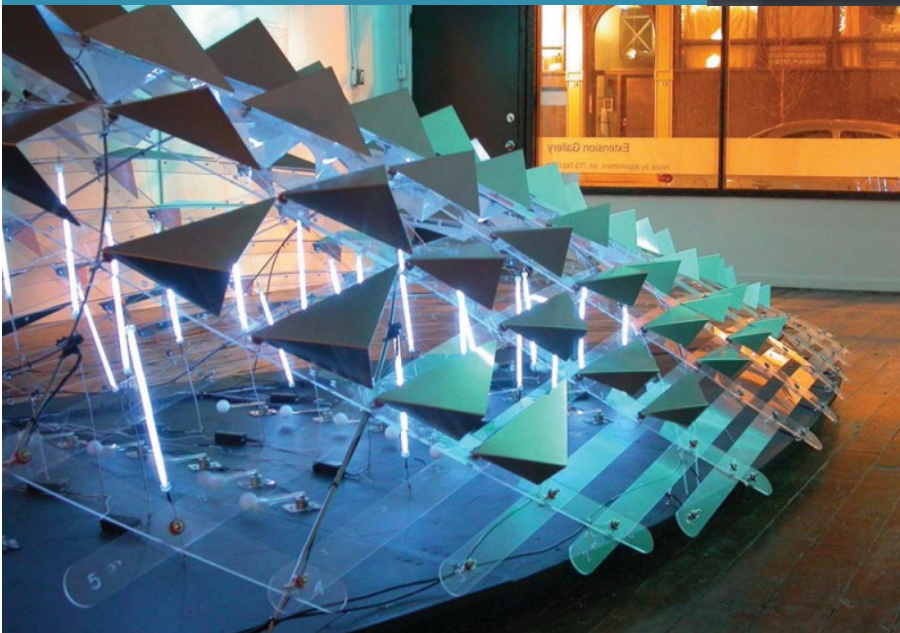
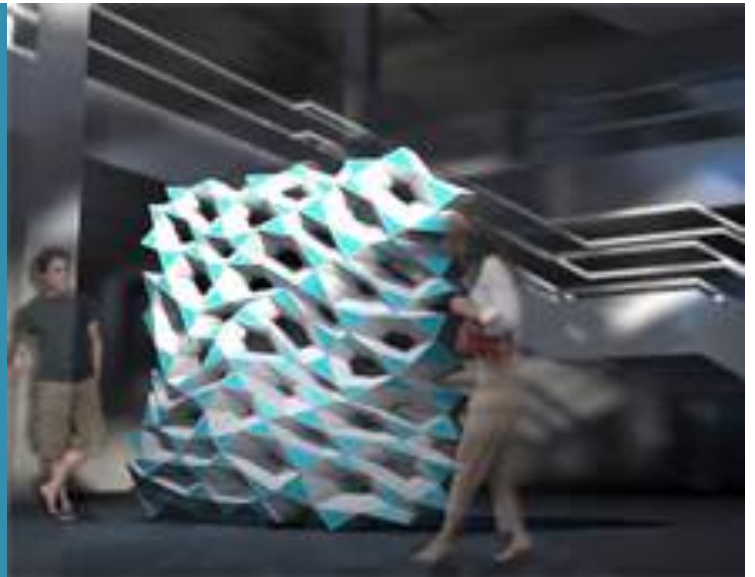




P1: Firm Investigation



Zach Dejewski & Joel Campos
ARC242
C. Schwartz
Spring 2013



Studio Gang

Studiogang.net

BIO: Founded by Jeanne Gang, FAIA, in 1997, Studio Gang is an international practice whose work confronts pressing contemporary issues. Conceived as a collective of architects, designers, and thinkers, the studio acts as a lab for testing ideas on varying scales. The firm's provocative and alluring architecture is exemplified by such recent projects as the Aqua Tower and Columbia College Chicago's Media Production Center. The work of Studio Gang has received national and international recognition.

WHY: Studio Gang is a good firm to be looking at when it comes to looking at the use of materials. The one building that sticks out is the Aqua Tower and the way they used materials to appear as if water is running down the building.

Morris Architects

Morrisarchitects.com

BIO: Over 200 people in Houston, Orlando and Los Angeles comprise the Morris Architects family. Our growth occurs in an environment that encourages creativity, expression and energized collaboration. As a result of this forward-thinking approach, clients of Morris Architects benefit from an expertise and enthusiasm that is unmatched in the design industry.

WHY: Morris Architects use a lot of different materials in their work because they have designed a wide variety of types of buildings. This is a good place to start because when looking at the Blue Rose Resort in Orlando, FL it is very modern looking. It also has a big glass structure in the middle that draws a lot of attention. The time of day that you look at the building affects the type of mood it gives you.



PHOTO: CH2M HILL



CH2M⁺ HILL

Ch2m.com

BIO: As a global leader in consulting, design, design-build, operations, and program management, CH2M HILL has the human and technical resources, the international footprint, and the depth of know-how and experience to help clients achieve success in any corner of the world. CH2M HILL is the only engineer-procure-construct company that offers this wide spectrum of expertise, knowledge, and services across varied industries and government agencies.

WHY: The reason CH2M HILL is such a perfect advocate for our project is because their firm is in charge of the project from start to finish. . The employees are experts in both fields, which gives them a better understanding of what is possible and what it takes to complete the project.

Tektonics Design Group

Tektonics.com

BIO: Tektonics Design Group was created to bring exceptional design and fabrication services to the architectural and industrial design communities. Our diverse backgrounds, ranging from metal working and sculpture to architecture and industrial design, provide us with a breadth of expertise to approach challenges from all angles. . In simplest terms, we are designers and fabricators: our design is innovative because we are fabricators; our fabrication is innovative because we are designers.

WHY: This firm is a great candidate for our project because their company employs teams of designers, fabricators, and constructors, and some that can perform all disciplines.



+BIG: Bjarkle Ingels Group

Website: <http://big.dk/#projects>

Address & Contact info:

601 W. 26th St. Suite 1255

New York, NY 10001

USA

big@big.dk

BIO: BIG is a Copenhagen and New York based group of architects, designers, builders and thinkers operating within the fields of architecture, urbanism, research and development. The office is currently involved in a large number of projects throughout Europe, North America, Asia and the Middle East. BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. Not least due to the influence from multicultural exchange, global economical flows and communication technologies that all together require new ways of architectural and urban organization. We believe that in order to deal with today's challenges, architecture can profitably move into a field that has been largely unexplored. A pragmatic utopian architecture that steers clear of the petrifying pragmatism of boring boxes and the naïve utopian ideas of digital formalism.

In our projects we test the effects of size and the balance of programmatic mixtures on the triple bottom line of the social, economic and ecological outcome. Like a form of programmatic alchemy we create architecture by mixing conventional ingredients such as living, leisure, working, parking and shopping. By hitting the fertile overlap between pragmatic and utopia, we architects once again find the freedom to change the surface of our planet, to better fit contemporary life forms. In all our actions we try to move the focus from the small details to the BIG picture.

WHY: I Think BIG would be a perfect candidate for our project because this firm is involved in design/build projects all over the world. Their practice includes digital fabrication of all proposed ideas. The team explores all options by making model after model of the same design to further enhance the idea behind the concept and consequently render it to be as best as it can be. The team's work encompasses all aspects of the design to strengthen the concept by making all parts and materials work together as a whole.

At the end of all of our research we emailed them to try and arrange an interview, but they said that they didn't have time for student projects such as this because they are such a large firm.

5468796

Website: 5468796.ca

Address & Contact info:

266 McDermot Ave, Winnipeg

MB R3B 0S8, Canada

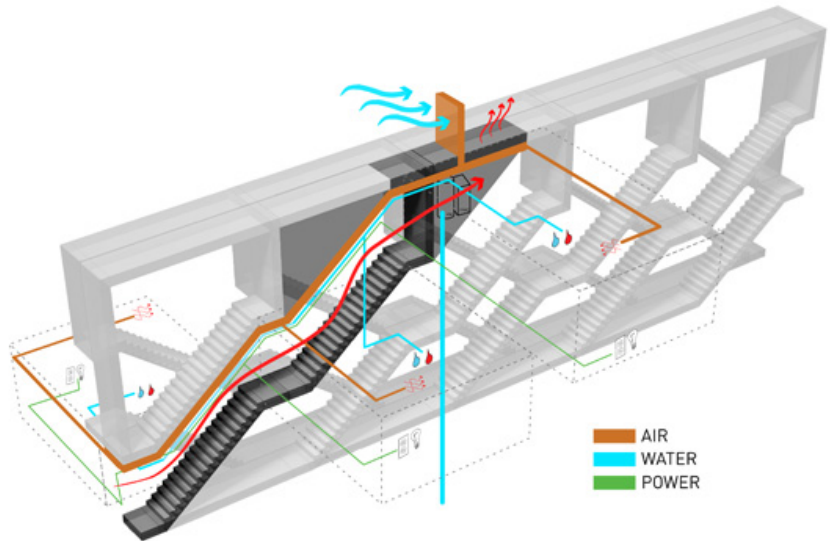
+12044808421

info@5468796.ca

We chose 5468796 as a replacement for BIG because they chose not to answer our questions about their firm.

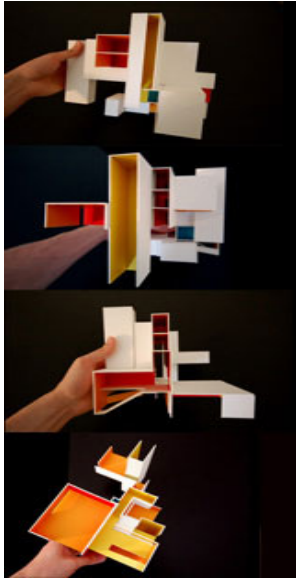
BIO: The founders were Johanna Hurme and Sasa Radulovic, and later joined by the third partner Colin Neufeld. The practice promotes a collaborative approach amongst its 12 members, leading a new wave of contemporary architecture in Winnipeg. The firm has been described as, "Canada's most exciting new architectural firm in a decade, one dedicated to applying design innovation to the humblest of tasks, a plains-born, good-humored, resolutely resourceful verve for building modestly, but with elegance."

One of the first projects to gain the firm international recognition was *OMS Stage*, which is located in Winnipeg's historic Exchange District.





Interview: 5468796



1.) How are your architects/designers going beyond computers and involving themselves in the process of construction?

While most of design and construction drawings are produced using computer aided design, our projects [designs] often require mock-ups and 1:1 scale models of assemblies and building systems that we construct in the office in order to better understand or test how the pieces come together. These are often used in meetings with clients and subsequently contractors to communicate concepts. Most of our projects require custom assemblies that we research with a selected group of manufacturers and contractors [that we have an ongoing relationship with], and often end up preparing manufacturing drawings for CNC or laser cut pieces that are ultimately used in construction. Throughout construction we are involved on a daily basis with contractors through regular construction processes.



2.) How are your architects expanding beyond the role of trace and the computer screen and becoming tactically invested in their work?

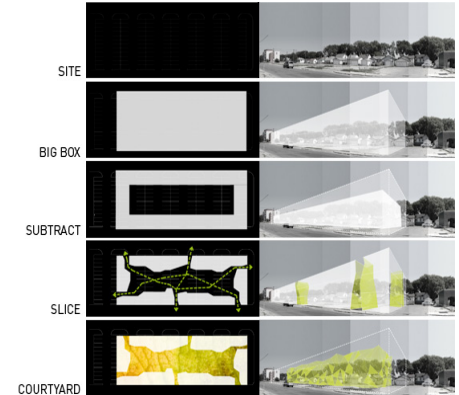
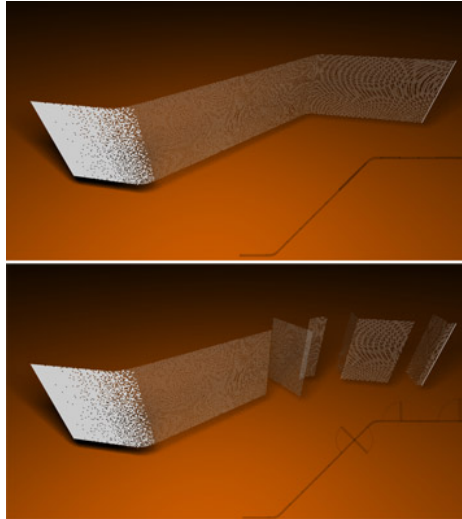
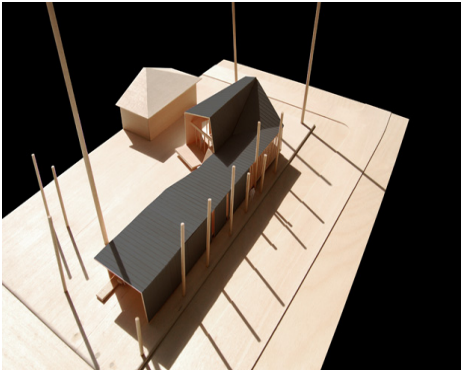
Most of our projects are market driven requiring that they meet the bottom line and make profit for our clients. In such scenarios we have to be acutely aware of the economic forms and client's business models, as well as construction costs in order to be able to introduce elements that we think are important for each particular project. For example on Avenue and Hamble Building working with the client established budget for exterior cladding or re-cladding, we opted for minimal repairs to the existing facades, and introducing balconies that signal the new life in the building. Such re-allocation of moneys within the project budgets requires us to go beyond architecture and into economics and mechanics of businesses other than our own.

3.) How do you go about determining the materials that will further enhance the functionality and design of the project?

Every design project and process is iterative, in other words sometimes materials are where we start and build a design from, sometime they arrive later in the process. We will however not stop until we are convinced that we have arrived at an expression or function that makes sense in an empirical sense to the people involved in the design. This is sometimes a painstaking process of testing and elimination, and sometime while we work with readily available materials, we try to modify them or use them in a way that has not been used in the past in order to create a unique expression. Sometime beauty comes for innovative, and inventive use of the most banal of basic of materials.



Interview: 5468796



4.) How many different mock-ups do you create to determine that the construction process is ready to begin?

This is entirely dependent on the project and assembly. The most complicated and potentially the most inventive assembly we have created is the Screen for the Old Market stage. The screen has started with a basic perforated metal plate, where we started to understand the refraction of light, through a series of cardboard and MDF models, to a final rough mockup of the screen. We are constantly looking for ways to expand and increase the amount of our work that involves invention and innovation of building assemblies, and try to disregard limited resources that would otherwise limit how far we can push certain concepts.

5.) What kind of samples do you deal with when going through the materials?

Anything from pictures to small-scale samples to full-scale samples. We are much more interested in full and complex assemblies and innovative use of materials than samples of materials.

6.) What do you look for in students who are looking to become interns?

Desire for inquiry and ability to pick up information quickly and become a productive member of the collective.

8.) How is making/constructing a crucial part of the design process?

Every new project has a mandate to try something else, something new, or at least something that we have not seen before. This is conceived through design process and discussion, and then thought in detail through design development and construction drawings. Construction is the final test of the ideas, and teaches us many valuable lessons. These lessons have built a library of knowledge unique to our studio, and is an invaluable resource in ongoing and future projects. We will often hit a dead end with an exploration on one project, only to pick it up on a subsequent design



12.) What is your favorite collaboration with another firm and why?

Every design is collaboration. It not only includes our team members, but engineers, specialists, and sometime other architects. Design is like jazz, you need to be able to lead, follow and steer at all times. The best collaborations are the ones where collaborators are contributing like jazz musicians, improvising, leading, and contributing. Our best work so far has come out of such collaborations.