



Place CUA Syllabus Template
8.03.07

THE CATHOLIC UNIVERSITY OF AMERICA
SCHOOL OF ARCHITECTURE AND PLANNING

ARCH 505 GPS Architecture Design Studio in Cultural Studies, Media and Urban Design (also Arch 401) 5/16/12
Fall 2012

Graduate or Undergraduate Syllabus offered to both groups

Credit Hours: 6 credit hours

Prerequisites/Department Consent required: Arch 503: Architectural Design III

Paris Studio

Les Récollets

150/154 rue Faubourg Saint-Martin

75010, Paris, France

Metro stop: Gar de l'Est, Lines 4, 5 and 7

Meeting Times:

Twelve weeks beginning Thursday, September 20, 2012 and ending Friday, December 14th, 2012, meeting three afternoons a week with an additional one afternoon (Tuesday) dedicated to informal one on one meetings with the studio head as required by individual students or special events related to studio program required by studio. (exclusive of 1-week field trip as noted in calendar)

Studio Preparation:

Monday, Wednesday and Thursday 13:00 to 18:00 (except when noted)
Tuesday 14:00:18:00 (special events at other agreed upon hours)

Instructor contact information: Professor Stanley Ira Hallet, FAIA

Paris Studio

Cell Phone: 06 37 99 39 07 (Stanley Hallet to be verified)

E-mail: shallet@starpower.net

Office Hours: Tuesday afternoons 14:00 to 18:00

Course Description (from Cardinal Station <http://cardinalstation.cua.edu>)

The Foreign Studies Program is an intensive 3-month summer program taking place in Italy and 2 different countries of Europe, varying from year to year. Various types of research, discussions, sketching, small design projects, lectures, readings, and site visits are rolled into 15 credits.

Additional description specific to Paris studio taught during the Fall Semester:

The Catholic University of America School of Architecture and Planning, Washington DC, proposes for their Graduate Studio in **Paris 12** an exploration of Architecture and Fashion Design, specifically the development of a **center for a master “stylist” and his or her workshop** with supporting salons for fabrication, exhibit, archive, as well as apartments for visiting designers, a restaurant and garden accommodating temporary runways.

Paris:

The city of Paris has had a long and continuing history of developing a rich urban fabric integrating a variety of housing densities with all the requirements of a modern city including the critical need for open green space. Although the royal parks such as Le Jardin des Tuileries (Catherine de Médicis 16C) and Le Jardin du Luxembourg (Marie de Médicis 17C) possessed aristocratic roots, they eventually joined other parks such as Le Jardin Des Plantes with its medicinal history and le Parc du Champs de Mars, originally the site of military drills and later developed for a series of Universal Expositions provided city dwellers additional opportunities to leave their cramped housing to escape into the fresh air. At a smaller scale, the city breathes through her many private and now public courts and gardens, such as the Place Vosges and the later Place Royale that have in turn defined urban open spaces for many European cities. Added to this are the luxurious treed esplanades, often the work of Haussmann in the 1850s in one more attempt to open up the medieval city fabric to much appreciated light and air. Surrounded by the great forest parks such as The Bois de Boulogne and the Bois de Vincennes Paris remains one of the greenest cities of Europe.

In spite of a relatively strict limitation in height of construction, Paris also remains one a most dense cities in Europe yet still considered by many, to be one of the most livable cities, As Paris continues to expand as well as revisit certain sections of the city once filled with warehouses and factories now abandoned to the periphery, planners continue to propose innovative urban planning strategies in almost all cases, tying landscape strategies in open space to new housing complexes. Parc de la La Villette (replacing slaughter houses) in the northeast, Parc Bercy (replacing abandoned wine storage facilities) in the southeast, Parc Citroen (replacing the Citroen automobile factories) are relatively recent examples of inspiring new developments offering gracious indoor and outdoor urban living for city dwellers.

The city of Paris has also long been known for her dynamic fashion industry, housing many internationally known fashion designers (*stylists*) as well as providing prominent centers for the collections of international designers to gather and exhibit their latest work. (See Paris week located in Tuileries garden). Thus this year's Paris Studio 12 will focus on exploring the relationship between Architecture and Fashion Design and will explore the design issues shared in common between two dynamic and creative activities. By collaborating with the prestigious l'Institute français de la mode and the renowned Musée de les arts decoratifs in Paris our students will become familiar with a design activity that shares with architecture many interests, such as the elements of materials and their fabrication, color and texture found in architecture as well as the act of commenting upon, wrapping and sheltering and celebrating the human body. See the citation below by Wikipedia:

A fashion capital (or fashion city) is a city which is a major centre for the fashion industry. In such a city activities including the production and retail of fashion goods, fashion events (such as fashion weeks and awards) and trade fairs will generate significant economic activity.

Besides having economic power, a fashion city is integrated with an active entertainment and cultural scene, and thereby attracts tourists and consumers not only because of fashion per se. A fashion city should be an object of inspiration for the professionals based there, with an active, vivid, strong, unique subculture, that can inspire not only fashion professionals, but also the people in the city, turning the Street style and the street culture into essential characteristics. This mix of fashion, business, entertainment, culture, and leisure makes a city attractive and internationally recognized as fashion centers for their unique and strong identity, differentiating themselves due to specific characteristics.[1] Citation from Wikipedia

Paris Fashion Week Fair or Expo in Paris Tuileries Garden
From Thursday, September 27th, 2012 to Friday, October 5th, 2012

Over ten days, Paris seals its status as the capital of style by hosting one of the four international Fashion Weeks. In total, no fewer than 101 shows are held here, showcasing the latest trends and freshest talents. Pierre Cardin, Zac Pozen, Jean-Paul Gaultier and Sarah Burton are just some of the renowned designers set to thrill fashionistas across the world. This year, the models will strut their stuff (défiler) on specially erected catwalks (les podiums) under giant marquees in the very heart of the city, from the Tuileries Gardens to the Ecole des Beaux-Arts, via the Pavillon Alexandre III. Citation from Paris Fashion Week

Site:

The program for a major center and atelier for an internationally acclaimed stylist will take place on a very limited quasi-public site located just opposite l'Arsenal de la Pavillion. The open undeveloped site holds a small commemorative statue that must be preserved but can be moved and more appropriately placed into a proposed public garden landscape that will also hold a temporary runway (*le podium*) open to the public presentations (*défiler*) of the latest fashion organized by the master or his/her invited guests occupying the atelier to be also constructed on the site. Attached are Google views defining the site.

If possible an alternative site in one of the French cities visited on the earlier fieldtrip will also be considered.

Instructional Methods

Special research:

The first week of studio will be devoted to studying the body of work of 12 specific internationally recognized stylists, chosen for their interest in exploring issues common to architecture and fashion design. The majority of them were the subject of a major exhibition called **Skin + Bones: Parallel practices in Fashion and Architecture** at **MOCA in Los Angeles from 2006 to 2007** and also presented in the **Embankment Galleries in London's Somerset House**

This exhibition explores the common visual and intellectual principles that underlie both fashion and architecture. Both disciplines start with the human body and expand on ideas of space and movement, serving as outward expressions of personal, political, and cultural identity. Architects and fashion designers produce environments defined through spatial awareness—the structures they create are based on volume, function, proportion, and material. Presenting the work of international fashion designers and architects, the exhibition examines themes such as shelter, identity, tectonic strategies, creative process, and parallel stylistic tendencies including deconstruction and minimalism. The exhibition is curated by MOCA Curator of Architecture & Design Brooke Hodge and is accompanied by a fully illustrated catalogue. From MOCA Gallery Guide

The students will be asked to select one stylist from the following list of recognized designers and through an analysis of their work, their writings and interviews, they will describe in a combination of their own words, analytical drawings and photographs, the issues encountered that share a relationship to architecture.. Students can make use of the extensive architectural library located at the l'Institute français de la mode (IMF) as well as at Musée des arts decoratifs In both cases, their collection of books, journals and audiovisual media on the subject is extensive and will be made available to our students. The libraries of Cité de l'Architecture & du Patrimoine, www.citechailot.fr/, could also be accessed for additional information.

Institut Français de la mode IFM www.ifm-paris.com/
Philip Cacouris, Department Head: International Training
36 Quai d'Austerlitz,
75013 Paris, France

Le Musée des arts décoratifs www.lesartsdecoratifs.fr/english-439/exhibitions/current-events
Béatrice Guette, Responsables des activités culturelles
107 rue de Rivoli
75001 Paris, France

Cité de l'Architecture & du Patrimoine, www.citechaillot.fr/,
Located at 1, place du Trocadero et du 11 Novembre, 75116, Paris. **Metro: Trocadero.** (Lines 9 and 6) and **Iena** (line 9) Bus 63, 32, 82, 22, 30 open M,W,TH,F from 11:00 to 19:00, Saturday and Sunday from 13:00 to 19:00.

Professor Stanley Ira Hallet, FAIA, Studio Head CUA

And Visiting Jurors:

Cindy Nguyen, program co-director, Master of Architecture, CUA
Gabriel Wick, program co-director, Landscape Architect (currently pursuing PHD in London)
Jean Francois Bonne, Founding Partner and Architect: Architecture Studio
Rodo Tisnado, Roueida Ayache, Maria Caroline Piot and Mariano Efron, Architects: Architecture Studio
Professor Emeritus Robert Hermanson, University of Utah
Invited graduate students and faculty from **Institut Français de la mode, Le Musée des arts décoratifs and the Ecole Spéciale de l'Architecture**

Other materials:

Final presentations will be printed on the studio Epson printer on 24 inch wide (A2) photo quality paper provided by the program.

Course Requirements

1. Analysis and coordinated graphic presentation during the research phase exploring architectural issues found in the work of specific international Fashion designers.
2. Conceptual design proposals exploring an innovative use of landscape, temporary structures (*le podium*) and a major multi-story and multi-use building constructed in the urban city fabric.
3. Development and presentation of a major 6 story multi-use building dedicated to the fashion design industry.

Assessment:

Phase I **Precedent Studies**
Late submissions will be downgraded one half grade.
Evaluation by Studio Head

Phase II **Runway studies**
Late submissions will be downgraded one half grade.
Evaluation by invited jury (50%) and studio critic (50%)

Phase III **Conceptual studies**
Late submissions will be downgraded one half grade.
Evaluation by invited jury (50%) and studio critic (50%)

Phase IV **Site Section and Façade studies**
Late submissions will be downgraded one half grade.
Evaluation by invited jury (50%) and studio critic (50%)

Phase V **Development review**
Evaluation combined into final presentation

Phase VI **Final Proposal**
Late submissions will be downgraded one half grade.
Evaluation by invited jury (50%) and studio critic (50%)

Course Schedule:

Phase One **Precedent Studies** (one long week)
10% of Studio Grade given: Thursday, September 20th Graphic Indesign Lecture. Problem assigned Monday, September 24th
Due 4:30 PM in studio, Monday October 1st, 2012

Note: **There is also a week of runway shows in the Tuileries that we will make every effort in securing an invitation to one evening. These are very difficult to arrange.**

Before their arrival in Paris each student will select one precedent from the list of fashion designers. Over the summer, they should email Professor Hallet their three preferential choices with a tentative list of web sites visited describing the stylists work. Professor Hallet will make the assignments of the stylists based upon the student's speed of response and the list of sites that they have explored to determine their choices. Preferably all the stylists on the lists should be assigned and studied.

- Hussein Chalayan**
- Eileen Fisher**
- Yoshiki Hishinuma**
- Elena Manferdini**
- Mason Martin Margiela**
- Miyake Issey**
- Ralph Ruci**
- Yeohlee Teng**
- Isabel Toledo**
- Viktor & Rolf**
- Yohji Yamamoto**
- J. Meejin Yoon / My Studio**

Students will also be asked to gather materials, study and report on one of the above stylists, analyzing their work in terms of design form, color, texture, fabrication, variation, relation to the human body, and where appropriate as related to climate, temperature, rain, snow, heat, and any variation in modes of wearing. Students can make use of the extensive architectural library located at the **Institut Francais de la Mode** where we will have a half-day orientation as well as at **le Musée des arts decoratifs**. Final dates for a visit will be determined. **See Paris Calendar.**

Institut Français de la mode [IFM www.ifm-paris.com/](http://www.ifm-paris.com/)
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Students will be expected to gather materials from diverse sources including accessing the web sites of the designers as well as articles of review and commentary. Finally the libraries mentioned above should have extensive data on the designers. The students should also prepare hand-drawn diagrams illustrating or clarifying the design principles employed.

The final presentation will be limited to one sheet of paper (A2) and be developed using **Indesign** software. A demonstration of **Indesign** and the sharing of a basic graphic format will be made in studio.

Field Trip Two London

Departure Wednesday, October 3rd to Return October 10th, 2012.

A Field trip to London has been selected to facilitate the studio program. The studio is in the process of arranging meetings with London Stylists as well as visiting the venerable Saint Martin School, noted to be the finest school in Fashion Design on the continent. Additional visits to both critical historic sites as well as recent contemporary architectural structures will be fully expanded upon in the Field Trip programs now being developed.

Phase Two

The Conceptual Runway (one long week)

Site selection, Paris

Given Thursday, October 11th due October 18th, 2012

or alternative French city

10% of studio grade

The development of a demountable outdoor runway illustrated by conceptual models (digital or physical models) to be placed on the site. The runway should reflect certain issues demonstrated by the stylist chosen as discussed in the previous stage exploring precedents. Parts of the runway could be considered permanent if it can be used in other ways during off-exhibition days. Physical models should be photographed and placed within the context of the given site. At this stage, the students should begin to reflect upon how the site can be eventually developed in terms of a public garden (often but not necessarily closed off at night), providing a place for the repositioning of the existing commemorative sculpture and the placement of a future building occupying 40% of the total site. Emphasis should be placed on the form, materials and construction of the runway, providing a place for video projections, the mounting of a sound system and changing rooms for the models. Temporary seating could also be determined. This is a first attempt at applying or demonstrating certain design interests associated with the chosen stylist and could be further commented upon during the development of the project proposal. Make use of Google earth or similar programs to show the existing site and context.

Again one single board (A2) following the graphic organization of the student's first board will be used to exhibit the proposal.

Preliminary studio jury by colleagues and possibly students from IFM on Thursday October 18th, 2012

Phase Three

20% of studio grade

The Conceptual Model (one long week)

Site selection, Paris or alt. French city

Given Monday, October 22nd, Due Monday October 29th

Consisting of a small-scale digital or physical conceptual models to be placed into a site map (aerial photo) illustrating:

Architectural organization and urban massing in the full context of the site. Relationship to the surrounding three urban streets, metro entrance, public green spaces, exterior runway, existing statue, and proposed café/restaurant and reception lobby, major exhibition spaces and sales, work spaces, interior runway, two apartment units for visiting designers, and additional support spaces.

Landscape, material and appropriate structural strategies at a conceptual scale.

Presentation on one graphic board (A2) utilizing **Indesign** with attached physical models, photographs of model in site or projected digital models using Sketch up Software. Podium constructed view demonstrated.

Final Jury 18:00 hrs. Thursday, October 29th, 2010 (possibly extended to Tuesday October 30th)

Phase Four

15% of studio grade

Site and Building Section (one long week)

Given Monday, October 31st, Due Thursday, November 8th, 2012

Development of full section through site showing construction of major façade of building from ground floor to roof-scape and possible gardens and penthouses (open to alternative proposals).

Digital three-dimensional construction exploring day-lighting and solar-control as well as possible transformations of façade and video projection responding to special outdoor events. Attention should be given to the assembly of building components, use of moveable parts if appropriate, materials utilized, etc.

A blow-up of critical architectural and landscape interfaces exemplified by earlier conceptual models. Presentation on board preferably following graphic strategies of previous team efforts.

Three dimensional physical model or computer generated section and axonometric drawings illustrating the above on one A2 presentation boards following consistent graphic presentation started in Phase I.

Please note:

Student should submit PDF or jpeg copies of the final boards to be collected following the final jury presentation.