VISUAL STREAM

Architecture Panorama

**Objectives on a Future of
Living and Working Spaces**

**Press Kit
Exhibition and Open Workspace
BAU Munich | ICM Foyer | 14.–19.01.2019**

HSD PBSA   vitra.   SCHÜCO

INTRO

HSD University of Applied Sciences Düsseldorf presents in cooperation with VITRA and ETH Zurich an exhibition and performative stage installation at the BAU Munich 2019.

This Open Workshop at the Visual Stream Exhibition involves all visitors such as architects, industry partners, fabricators, students and other stakeholders at the construction trade fair. It opens an complex <u>Architecture Panorama</u> to the recipients.

Pertinent questions dealing with the "architecture of the future" open up new contexts in various cluster topics to communicate in strategic and disruptive way. Complementary and polarizing approaches join and coordinate the different contexts and invite the visitors to face new realities.

WHY

The ability to work in dynamic groups and forms has become increasingly essential for the development of any knowledge economy–related company. With the amplified influence of evolving technologies – artificial intelligence (AI) and deep learning – on working routines and the architectural design of working environments, not only do work spaces seem increasingly dated, but also their ability to adapt to future arrangements and uncertainties appears rather limited.

We always value a pioneering spirit to explore and innovate – just like many architects, builders, developers and users actually do. The current condition opens up a multitude of freedoms to pioneer. The format of the Architecture Panorama helps all actors become pioneers in their respective fields. To achieve this, the Architecture Panorama raises awareness of specifics and challenges related to the knowledge economy and provides clues to innovative approaches towards increasingly dynamic working routines and their respective impacts on the built environment.
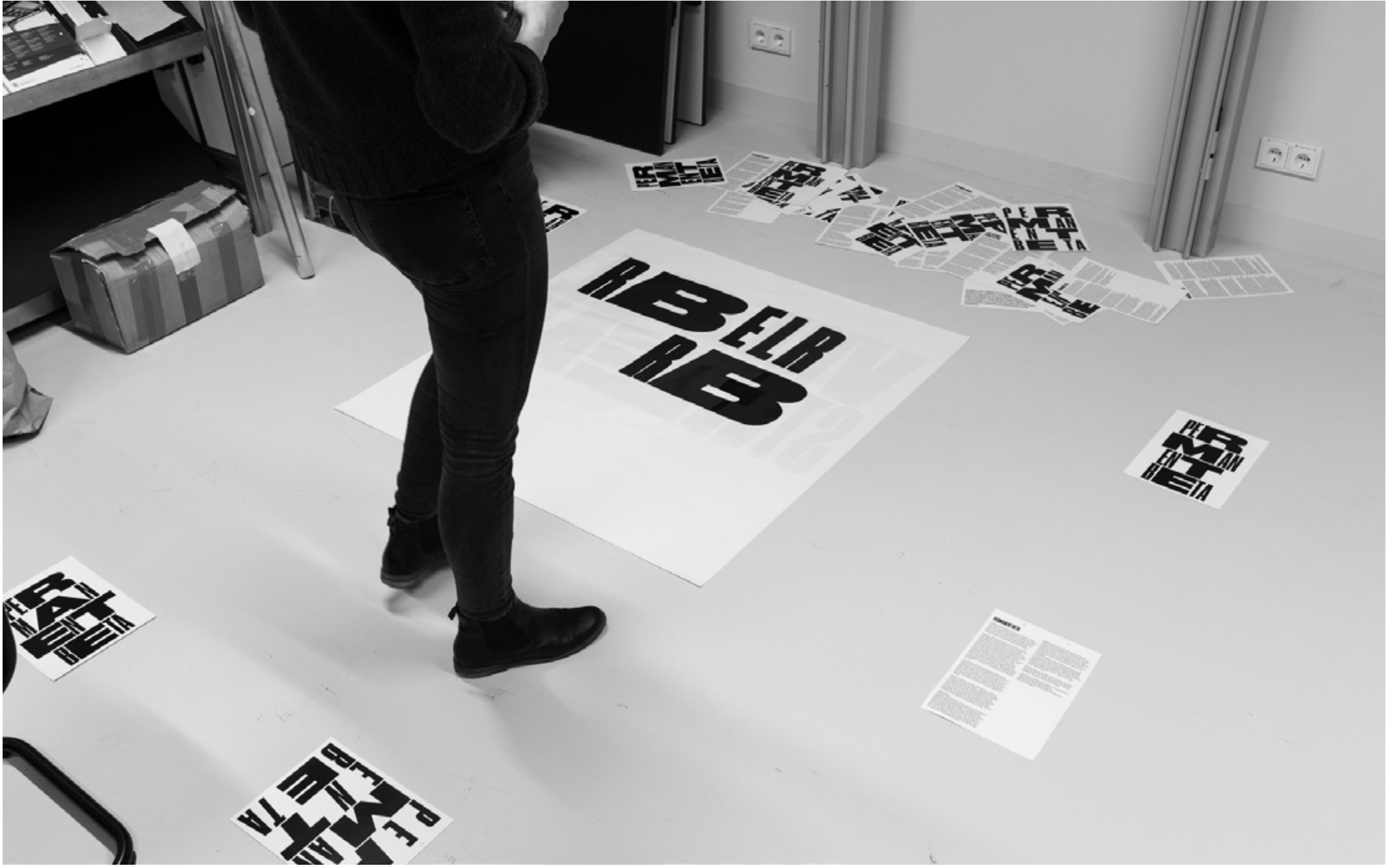
WHAT

Our projected <u>Architecture Panorama</u> envisions possible scenarios and visually engages architects, as well as generally interested members from the building industries, in a discourse on appealing workspaces which encourage dynamic working routines.

An intriguing design and three-dimensional installation of an <u>Architecture Panorama</u>, will provide direct, comprehensive and realistic impressions of actual challenges in workplace routines and examples of future-oriented workplace architecture.

Panoramic paintings became very popular in the mid-19th century, representing landscapes, topographic views and historical events. Audiences, immersed in a winding 360° panoramic image, were thrilled by the impression and by becoming part of an illustrated environment – distant in time and location. A prominent example can be found in the Bourbaki Panorama in Lucerne, Switzerland, created by Edouard Castres in 1881.

Charles and Ray Eames presented another form of panorama by creating an intense sensory environment using a multiscreen technique. More than 2,200 still and moving images were selected to depict 'a typical work day' in the life of the United States in nine minutes. It is called Glimpses of the USA and premiered in Moscow in 1959. For the film, all images were combined into seven separate film reels and projected simultaneously through seven interlocked projectors onto seven 20- by 30-foot screens suspended within a vast golden geodesic dome (250 feet in diameter). Their leitmotiv: 'Visual models for matters of practical concern where linear description isn't enough'.

Rather than painting a comprehensive picture of past work-related landscapes, the <u>Architectural Panorama</u> elicits among observers reactions such as delight and curiosity, especially the interest in stepping out of their own working and imaginary routines to embark on a journey to envision intriguing working scenarios and their respective spaces located in the future.

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

PERMANENT BETA

ABILITY TO ADAPT

CLUSTER ECONOMY

TOPICS

Co-creation
Since co-creation experiences have become an important basis for value creation, how can we create appealing workspaces that encourage dynamic routines and co-creation for emerging company-customer communities?

Ability to adapt
In the digital information economy, work routines change rapidly and continuously. To achieve best results in efficient and effective ways, teams perpetually need to stay in flux and adapt to different routines. Beyond movable partitions and repositionable furniture, how can the working environment accommodate and encourage continual change in different spatial scales and periods?

Cluster economy
Clusters describe an umbrella concept, not a precisely defined term. Cluster thinking suggests that it is better to move groups of linked activities to the same place than to spread them across numerous locations. How can colocation facilitate internal efficiencies in sourcing and in sharing technology and information to stimulate an ongoing dialogue between firms and other economic actors in the cluster?

Permanent beta
Imagine a pre-release of your new work space – a beta environment. A number of employees explore the transient space for one last round of feedback, and that last round never ends. Work is happening on a beta stage. If there is never a final version of your workspace and all tools are beta-ware, how can the concept of permanent beta improve creativity and effectiveness of the employee?

Machine minds
Ongoing, intense research in artificial intelligence (AI) is laying the foundation for an AI-centric future. When we make machines intelligent to augment our abilities, accomplish more in less time, take over repetitive tasks, and allow us to spend more time on our creative endeavours, how do these machine minds affect our work life, and where are we proceeding once machine minds are part of our daily routines as architects?

TOPICS

Eco-friendly architecture
Eco-friendly architecture uses a conscious approach to energy and ecological conservation in the design of the built environment. It seeks to minimize the negative environmental impact of buildings through efficiency and moderation in the use of materials, energy, development space and the natural ecosystem at large. How to produce and maintain buildings whose content and outputs not only integrate benignly with the natural environment, but whose built form and operating systems take into account local ecologies and global biospheric processes?

Building culture
Building culture is the cultivation, appropriation, and use of social processes that are based on a mutual understanding about qualitative values and objectives, to create a built environment that is considered worth living in. It seeks to find new forms to accommodate respected habits and to offer continuity with the past and the future, while also focusing on essential performance requirements (Berthold, 2017). How can the design practice be sustained, by prolonging the expressive evaluation of a tradition and thereby increasing a site's gravity?

Spatial experience
A building is so much more than just a building; it's a rich and varied spatial experience made up of sequences that are carefully sculpted to complement and contrast with one another (Mercadante, 2010). In this sense, architecture represents spatial experience and communication. Today, this quality can be reached through physical, virtual or mixed realities. How do architecture and its spatial experience provide a sense of place where employees can work creatively at their best all day long?

Social inclusiveness
The relevance of rethinking social inclusion lies in the fact that most workplace architecture seems to be generic and neither particularly inviting nor integrative of different social groups. Since work environments are places where social groups – which vary in gender, age and cultural background – meet, how can architectural design become an engaging instrument that promotes social inclusion?

TOPICS

Biophilic design

Biophilic design is about humanity's place in nature and the natural world's place in human society: mutuality, respect, and enriching relationships can and should exist at all levels and should emerge as the norm rather than the exception. This view offers a paradigm shift in how we design and build our buildings and our communities, one that recognises that the positive experience of natural systems and processes in our buildings and constructed landscapes is critical to human health, performance, and well-being (Kellert, 2008). How can one design buildings that connect people and nature, and where dwellers and visitors can become socially engaged and experience opportune inspiration and health-prolonging recreation?

HOW

The installation of the Open Workshop at the Visual Stream exhibition is framed in a spatial break of various materials, both floating and static, with typographic and pictorial elements.

Touchpoints like a thematic archive, filmic contexts, various infographics and theme worlds invite visitors to discover and grasp the vastness of the content.
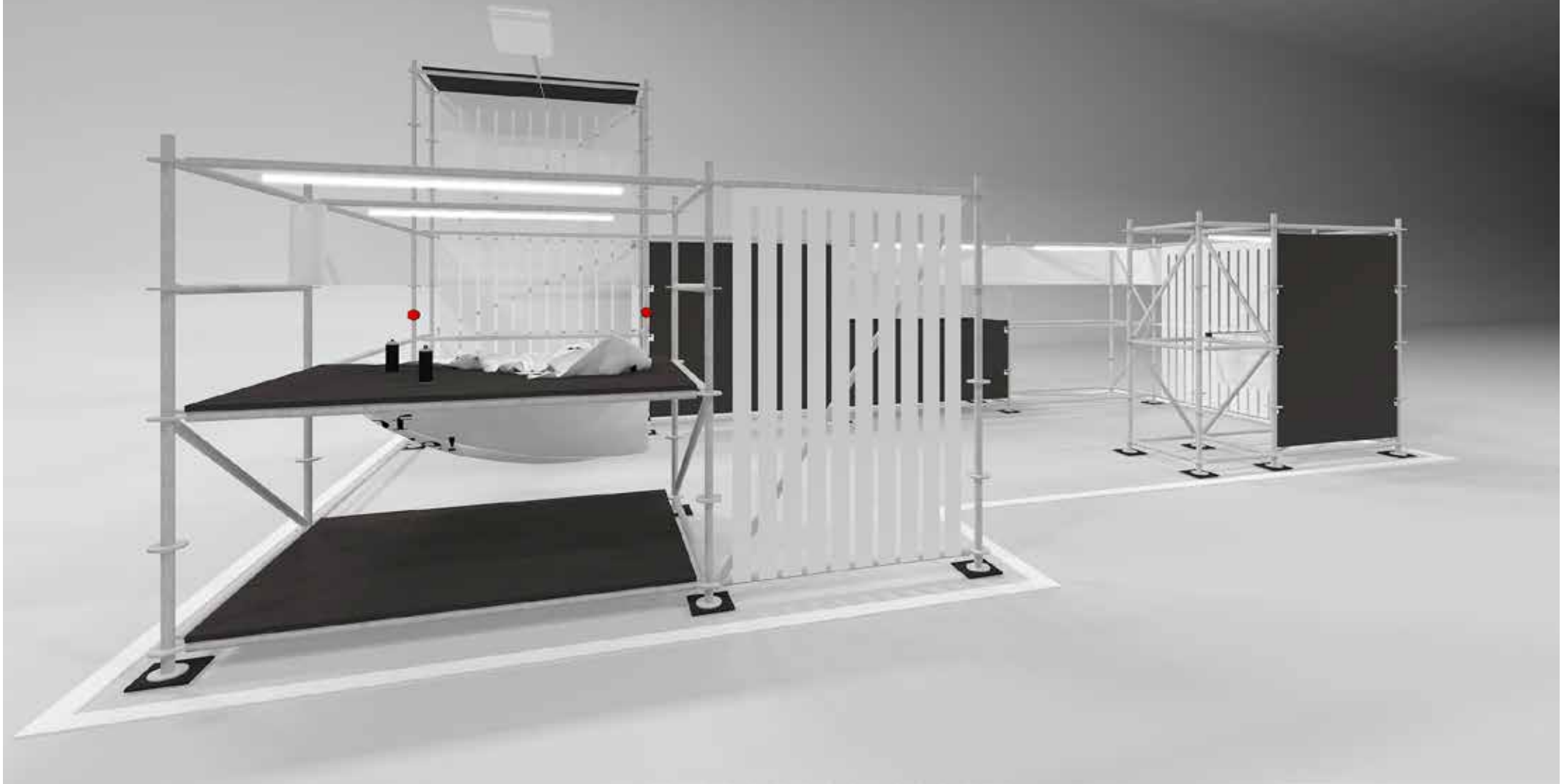
The staging is based on a visual panorama. Working through its three-dimensional the installation visualizes aesthetics and creates an overview scenario.

Within all directions, viewers can anticipate impressions and content to get the impression of a holistic, complete density.

ARCHITECTURE

Archive

STRUCTURE

Introducing selected key themes, the projected <u>Architecture Panorama</u> includes spatial and organisational examples of workplaces in different contexts across the globe. By extrapolating key issues from material collected by Raphael Gielgen's comprehensive study on revolutionary workspaces around the world, the projected Panorama includes an unusual archive of images, workshop results and interviews. It goes beyond a typical menu of concluding guidelines by opening up completely unexpected freedoms for architecture along five selected topics: co-creation, ability to adapt, permanent beta, machine minds, and cluster economy. The Panorama further demonstrates how well-established topics such as eco-friendly architecture, building culture, spatial experience, social inclusiveness, and biophilic design are continuously discussed along the lines of spatial renewal and social resilience.

VIEW
Work Routines RAPIDLY change
WORK ROUTINES RAPIDLY CHANGE
CHANGE IS A VITAL PART OF A COMPANY'S LIFE.
CHANGE IS A VITAL PART OF A COMPANY'S LIFE.
Change *is a* vital part *of* a company's life.
CAN UNIVERAL BE SPECIFIC?
What re- mains of the analog World?
WHAT WILL BE THE NEEDS FOR DIRECT REAL-WORLD EXCHANGES?
What will be the Future Needs for direct, real-world Exchanges?
•Prototype •Workspace •Collaboration •Agenda •Utopia •Redefine •Future •Toolbox •Question •Purposeful •Societal
Prototype Workspace Collaboration Agenda Utopia Redefine Future Toolbox Question Purposeful Societal
Work Routines *rapidly* change
Work Routines rapidly change

Holistic VIEW
WORK ROUTINES RAPIDLY CHANGE
CHANGE IS A VITAL PART OF A COMPANY'S LIFE.
CHANGE IS A VITAL PART OF A COMPANY'S LIFE.
CHANGE IS A OF A COMPANY'S LIFE.
What will be the Future *Needs* for Exchanges?
WHAT REMAINS OF THE ANALOG WORLD ?
Which *Concepts* have the Power to make the Work- place *purposeful?*
Work Routines *rapidly* change
PROTOTYPE WORKSPACE COLLABORATION AGENDA UTOPIA REDEFINE FUTURE TOOLBOX QUESTION PURPOSEFUL SOCIETAL
WHAT REMAINS OF THE ANALOG WORLD ?
WHAT REMAINS OF THE ANALOG WORLD
WORK ROUTINES RAPIDLY CHANGE
»Work routines *rapidly* change.«

work routines rapidly
HUMAN THOUGHT
WORK ROUTINES RAPIDLY CHANGE
WORK ROUTINES RAPIDLY CHANGE
work routines rapidly change
WORK ROUTINES RAPIDLY CHANGE
Work Routines Rapidly Change
Work Routines *rapidly* change
Changing Workspaces Workflow Adaptation Performance Awareness Challenge Future Motivate Human Thought Machine
Work Routines rapidly change
WORK ROUTINES RAPIDLY CHANGE
Work routines rapidly change!
WORK ROUTINES RAPIDLY CHANGE

rethink LIVING BUILDING rethink HOLISTIC VIEW
Work Space Change Aware Innov
work routines rapidly
because are intheprocess
rethink LIVING BUILDING We constantly have to stay in the flow and
THINK MOTIVATE BRIGHTER CONNECT TOOL RETHINK THINK
THINK MOTIVATE BIGGER BRIGHTER CONNECT TOOL RETHINK THINK

ABILITY TO ADAPT
ABILITY TO ADAPT
Ability to adapt
Ability to adapt

OUTCOME

The value of the <u>Architecture Panorama</u> lies in its capacity to intrigue a discussion on innovative architecture related to dynamic working routines. By visualising realistic representations of radical, current, and real-life case studies, the Panorama helps motivate the audience to re-think the status quo.

By wandering through the panoramic space, observers can let their eyes take in spatial innovations along examples around the globe, as if they were within easy distance to the location or the event. The enjoyment of seeing will be complemented by geographical, social and other information.

In its mission to discuss and re-think specifics and challenges of rapidly evolving working routines, as well as their design and build consequences, the <u>Architectural Panorama</u> deliberates the roles of those involved – architects, builders, developers as well as the general audience.

PE R M AN ENT BETA

"I'M LOOKING FOR THINGS THAT FEEL LIKE THEY WERE ONCE WRITTEN ABOUT IN SCIENCE FICTION, (...) THE GAP BETWEEN 'SC... THAT WHICH WAS ONC... IMAGINED—AND 'SCI-FI... THAT WHICH BECOMES... MANIFEST AND REAL, IS... SHRINKING."

— JOSH WOLFE, MANAGI... PARTNER AT LUX CAPITAL

«DANCING OFFICE»
PWC'S EXPERIENCE CENTER
(2017, PWC, SWITZERLAND)

GENSLER SETS UP AWARD-WINNING 'BASECAMP' AT THOMAS MORE SQUARE IN WAPPING, LONDON

WHO

Idea and curation:
Raphael Gielgen
Trendscout Future of Work Vitra

Content and content curation:
Dr. Sonja Berthold
Principal at SPACECOUNCIL
Dietmar Leyk
Research Scenario Leader at the Future Cities Laboratory Singapore-ETH Centre

Project lead HSD Düsseldorf:
Merlin Baum
Prof. Laurent Lacour
Professor at Peter Behrens School of Arts, HSD Düsseldorf

Creative concept:
Pauline Gebauer
Ina Germer
Marina Jötten
Cheongla Kim

Project management:
Pauline Gebauer
Ina Germer
Marina Jötten
Cheongla Kim
Sarah Kvasznicza

Technical realisation:
Alexander Mainusch
Clemens Müller

Creative realisation:
Max Boegge
Daniela Brauer
Isabell Derenthal
Victoria Ezrer
Daniel Gremme
Jens Mirbach
Anne Ossenbühl
Isabel Paulini
Joelle Schonhoff
Florian Stolle

SOURCE

References
1 Panorama
https://en.oxforddictionaries.com/definition/panorama
https://en.wikipedia.org/wiki/Panorama

2 Bourbaki Panorama
https://www.bourbakipanorama.ch/en/

3 Charles and Ray Eames, Glimpses of the USA
http://www.eamesoffice.com/the-work/glimpses-of-the-u-s-a-film/

VISUAL STREAM

Architecture
Panorama

University of Applied Sciences Düsseldorf
Peter Behrens School of Arts
Architecture and Design Department

Münsterstraße 156
40476 Düsseldorf

HSD PBSA vitra. SCHÜCO