# ARCHITECTURE & MEDIA

ARCH 4101 - FALL 2021 SYLLABUS
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5 Credit Hours: M/W/F 2:00 - 5:15 pm
Storrs 255



*Urban Exquise*, media installation by instructor, New York City

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| PREMISE | Architecture and media are reciprocal. We use media to create architecture; we consume media within architecture; we integrate media into architecture; and architecture itself is a medium that we consume. |
| | The reciprocity between architecture and media, always a central question for design professionals, is changing dramatically in the contemporary era, as lived experience and simulation merge to an unprecedented degree, and as the relationship between reality and representation becomes increasingly complex. |
| | This studio tackles that complexity from two primary perspectives: program, meaning how buildings and public spaces accommodate media consumption and integrate media into the built environment; and method, meaning how we use media to generate, develop, and communicate design intentions. |
| METHODS | The history of the reciprocity between film and architecture frames the studio. The semester begins with a survey of that history and an experimental analysis project rooted in its lessons. After this introduction, students may either apply the traditions of the film-architecture discourse to a contemporary context, or forge a new trajectory for the reciprocity between architecture and media not explicitly addressed in the traditions of film-architecture. Regardless, the history of film's dialogue with architecture lays an invaluable foundation for the semester's design project. |
| | In an effort to expand our understanding of media and architecture, students are expected to use time-based media (video and animation) as design tools, not just presentation tools, throughout the design process. In addition, all reviews involve screen-based presentations that are expected to use screens as a native surface of time-based audiovisual communication, not as a stand-in for a pin-up wall, and not as a conference room or lecture hall monitor for slide shows. Nonetheless, students must use and demonstrate a critical understanding of normative architectural drawing: plan, section, and elevation. In other words, new media complements old media. |
| SITE & PROGRAM | Students develop their own programs for a small-to-midsized building (10,000-50,000 SF) dedicated to public consumption of a specific medium: film; new media; visual art; dance; theater; music; etc. They may work either on one of two specified sites provided by the instructor, or on a self-selected site (real or fictional). All sites must be public and address questions of the contemporary city, either by being in a city or by having a specific remote relationship to one. |
| | In all cases, programs and sites of projects are to balance realism and experimentation: students must provoke big ideas about architecture, but they must also resolve their ideas and create buildings that could actually exist. The ways in which material assemblies and building systems inform projects will vary, but all projects will be proto-comprehensive, meaning they will be resolved to a relatively high degree of detail, even they are expected to push against conventional thinking. |
| | Project possibilities include re-imagining the soon-to-open independent cinema in the NODA neighborhood of Charlotte, and contributing to a real-world Noh Theater project in Japan, both of which raise questions on the relationship between audience and media. |
| DISCIPLINE | In addition to normal critical exchanges with design professionals (both academics and practitioners), students will engage media professionals as informal consultants throughout the semester, providing a real world medium-specific perspective that complements our own disciplinary perspective. The instructor will provide references and introductions, and students are expected to seek out additional voices specific to their selected medium or media. |

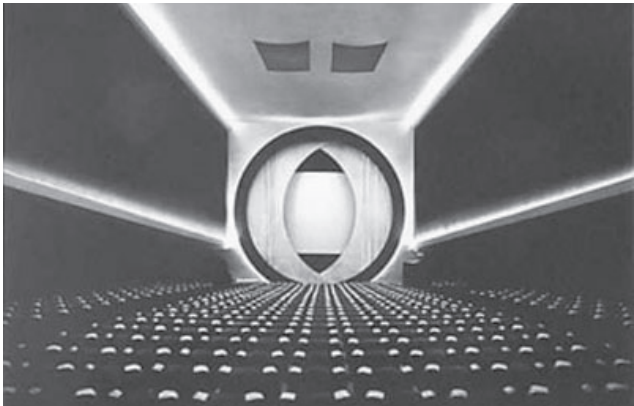EYE Film Center, Amsterdam



Cineac, Amsterdam



News kiosk



Sensorama



Cinema Guild Theater, New York City



Moviedome, Black Mountain College, Stan Vanderbeek

UFA film palaces in 1920s Berlin



Portable cinema, Dziga Vertov



Times Square, New York City



Noh Theater



Glimpses of USA exhibition, The Eames Office