FRI-B02 - Hybrid Practices

Friday, November 06 10:30 AM - 12:00 PM
Room: E352, Level 3
1.5 PDH, LA CES/HSW, AIA/non-HSW, AICP, FL

New forms of design practice have emerged to address increasingly complex environmental, technical, and cultural issues. These new practices are research-based, entrepreneurial, interdisciplinary, and sometimes partnered with academic endeavors. This session examines recognized, critical practices that provide models for the new generation of leaders.

Moderator(s):
Bradford McKee
Editor, Landscape Architecture Magazine

Panelist(s):
Claire Fellman, ASLA
Director, Snohetta, New York, New York
Kate Orff, ASLA
Founder, SCAPE / LANDSCAPE ARCHITECTURE, New York, New York
Chris Reed, ASLA
Principal, Stoss Landscape Urbanism, Boston, Massachusetts
Marcel Wilson, ASLA
Bionic, San Francisco, California

Learning Objectives:
- To learn about new starting points for design practice, both presently and into the future
- To define better what research-based, interdisciplinary, and entrepreneurial design practices are, and how they work
- To demonstrate how the challenges of launching new practices can be mined for opportunity, allowing for inventive and distinctive forms of practice to emerge
- To understand how four particular hybrid practices might become models for work going forward

Session Outline:
Overview (Bradford McKee / Landscape Architecture, 5 minutes)
- Define the research-based practice, outline challenges and opportunities; summary/preview modes of practice in presentations
- Why the present/future is auspicious for this type of practice (research needs, tech, etc)

Ideas + Practice (Kate Orff / SCAPE, 10 minutes)
- Leading / the Idea-driven practice. Formulating Questions and productive pathways
- Teaching / Studio as laboratory
- Piloting / testing at 1:1
- Advancing / Strategies of snowball and scale
- Cultivating / a creative network of clients, friends, volunteers, scientists, experts
- Obsessing / getting it done
Nimble + Young (Marcel Wilson / Bionic, 10 minutes)

- Formation
  - Recession & context mandate
  - Extreme competition
  - California practice as experiment that can scale and translate

- Practice Modes
  - fearless
  - Competitions as a forum for demonstration of invention at landscape scales
  - Eccentric clients and collaborators to escape conventions, enable experimentation

- Methods
  - Macro to Micro design capability
  - Embedded in research, data, and translation of technology in other industries
  - Acting and improvising across disciplines
  - Multi track scientific method
  - Collaborating and Leading political and strategic dimensions of projects

Landscape + Architecture + Art (Claire Fellman / Snohetta, 10 minutes)

- Evolution of a hybrid global practice: about Snohetta
  - Conditions, Place & Temporality
  - Engagement with public projects & social spaces

- Practice as project: transdisciplinary collaboration & creative process
  - Testing Boundaries: digital / analogue / physical
  - Material Experiment: prototyping & pilot projects

- Designing for Complexity
  - Scale shifts: landscapes & buildings
  - Taking on questions of cultural, intellectual & ecological sustainability through integrated practice

Research + Teaching + Practice (Chris Reed / Stoss, 10 minutes)

- founding and defining a research-based, entrepreneurial practice
  - how the role of research can inform new ideas about working through complex projects
  - how the design competition allows for conceptual speculation not always available in client-based work for young practices

- teaching as a vehicle for critical reflection
  - how the studio can be a forum for exploring, testing, and extending ideas that aren’t quite ready for prime time—but could eventually inform the kind of work we do

- how we work: deep collaboration
  - starting points: deep disciplinary conversations with team members: how to establish project baselines
  - convergence of research tracks through design, breaking down of disciplinary distinctions
  - experiments (installations, fabrications, etc.)

Discussion / Q&A (Bradford McKee et al., 45 minutes)