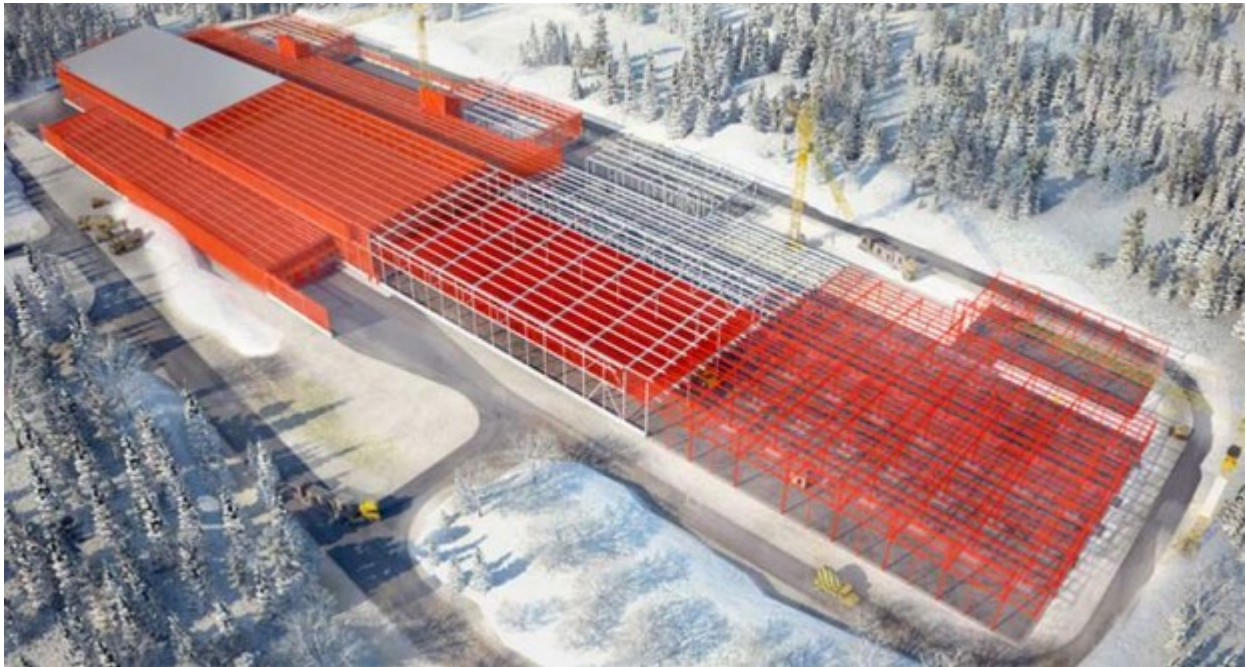


BRIEF THREE: REALISE



Above: Facebook's new Server Farm in Lulea, Sweden

DEVELOPMENT:

Your main thesis will evolve from your earlier work, combining alternative social models and autonomous structures. You are free to propose your own individual sites and programs if you find something that grabs your attention and you are passionate about.

You should expand on your earlier work by designing urban or rural interventions within individually chosen sites, seemingly diametrically opposing the counter consumerist culture of burning man, while incorporating the lessons already learnt into new models. Take some of the key principles from Burning Man such as self-reliance, maximising resources, sunlight, water, reusing waste products (i.e. server heat output).

We are still encouraging the exploration of closed loop systems, be that financial, social, practical or programmatic, and are constantly focused on designing for a changing world, and changing social conditions.

THE GLOBAL VILLAGE:

Sites may be within existing urban scenarios and synergetically connecting to existing urban fabrics and closed loop trade systems or in extremely isolated/extreme environments, however care should be taken to choose sites with potential to enrich your Burning Man proposals. How do you profit from rural land without exploiting it? How do you update a city through decentralized architectural interventions to cope with a warming environment and the need to move towards non fossil fuel alternatives, through single interventions or proliferated proposals?

You have looked at a self-reliant Architecture in the desert. What is the potential for a headquarters in a desert or in the North Pole? Think about how Facebook does not need to rely on traditional choices

for location. In the global village, with our new ways of working, with the brand image in mind and with environmental awareness, would a company locate one of its nodes in an extreme site?

What issues arise from the advent of the earth as a “Global Village”? What questions are raised by the new [SOPA law](#) or by PayPal’s founder Peter Thiel wanting to create a [libertarian island](#) ? Is the new village a chance or a homogenising bulldozer for culture and societies? From the Arab uprising to the loss of privacy, the Internet has changed our society, is it changing our Architecture?

CORPORATIONS / COOPERATION:

You could design a small, distributed and networked headquarters/manufacturing centres or similar for a globally decentralised company. Which company, charity, country would you dream of having as client? Corporate philanthropy is on the rise and large corporations create foundations to give a deeper meaning to their brands, while charities such as Wikipedia rely on massive social input and donations. Internet companies use the high street to materialise the experience through cash-free store (i.e. ebay) and encourages user participation in the creation of products (i.e. kickstarter).

Think of ways one design a project as an Entrepreneur? You are free to propose who you think will be the future industry big players and design for them, you don’t need to design for established companies, you can create your own. What can be learned from contemporary business strategies? Look at EasyJet and the no-frills strategy, think of the ways Amazon, eBay and ASOS have turned entire industries on their heads. Look at architects who develop their projects and using business plans as well as blue-prints.

Look at the link between San Francisco, hippies and the Silicon Valley, compare the Burning Man ideals with the corporate identity and philanthropy of these companies and their CEOs. A few examples of that is the Bill and Melinda Gates foundation, Virgin Unite or the Giving Pledge. Look at Silicon roundabout in Old street, look at the rise of Chinese, Indian and Brazilian digital companies, read [The Economist](#) watch [TED lectures](#) to find interesting contemporary issues that you can tackle head on.

We are interested in how the immaterial Internet redefines and challenges physical space. Look at Start-ups and young successful Internet companies: How do they start? How do they expand/contract? How do they create buzz, online or physical communities and forums, games, interactions, new corporate structures, new hierarchies? What is their impact on fabrication technology, supply chain movement? Look at new companies such as Shapeways, Makerbot which encourages people to design and sell their own products. Look at new manufacturing strategies (3D Printing, Robotic Arms) and their impact on design and Architecture ([The Economist Cover Story](#)).

And most of all, enjoy it!

PUBLICATIONS:

Natural Systems and Design:

- Michael Palwyn: [Biomimicry in Architecture](#)
- Kevin Kelly: [Out of Control, What Technology Wants](#)
- Mike Weinstock: [The Architecture of Emergence](#)
- Rayner Banham: [The Architecture of the Well Tempered Environment](#)
- AD: [Emergence: Morphogenetic Design Strategies](#)

Manufacturing:

- Rob Thomson: [Manufacturing Processes for Design Professionals](#)
- Branko Kolarveric: [Manufacturing Material Effects](#)

Design and Society:

- Bruce Mau: [Massive Change](#)
- Gilles Deleuze and Felix Guattari: [A Thousand Plateaus: Capitalism and Schizophrenia](#)
- Tim Anstey et al: [Architecture and Authorship](#)
- Johan H. Huizinga: [Homo Ludens: A Study of the Play-Element in Culture](#)

Software:

- Casey Reis and Ben Fry: [Processing A Programming Handbook for Visual Designers and Artists](#)
- Arturo Tedeschi: [Parametric Architecture with Grasshopper](#)

Start-ups:

- Jessica Livingston: [Founders at Work, stories of start-up's early days](#)
- Eric Ries: [The Lean Start-Up](#)
- Richard Branson: [Loosing my virginity](#)

BLOGS:

- Andrea Graziano: <http://www.scoop.it/t/digitag-journal>
- Rachel Armstrong: <https://www.facebook.com/livingarchitect>
- Kevin Kelly: <http://kk.org/>
- The Pop-up City: <http://popupcity.net/>
- Design Playgrounds: <http://designplaygrounds.com/>