TOWN+GOWN
BRINGING TOGETHER ACADEMICS AND PRACTITIONERS TO RESEARCH AND SHARE KNOWLEDGE ON THE BUILT ENVIRONMENT

Looking Ahead to NYCxDesign 2014
AIANY/Center for Architecture @ 536 LaGuardia Place
May 21, 2013 (8:30 a.m. to 11:30 a.m.)

8:30-8:45—INTRODUCTION

Rick Bell, Executive Director, AIANY/Center for Architecture

8:55-9:35—ENGINEERING DESIGN AND COLLABORATIONS

- Richard Tomasetti, P.E., NAE, Hon. AIA, Consultant & Founding Principal, Thornton Tomasetti
- Gregory Kelly, P.E., Global Chief Operating Officer, Parsons Brinckerhoff
- Coren Sharples, AIA, Principal, SHoP Architects
- George J. Delagrammatikas, Acting Associate Dean, Cooper Union School of Engineering
  Moderator: Professor Fletcher (Bud) Griffis, Director, Center for Construction Management Technology, New York University, Polytechnic Institute

9:35-10:25—COLLABORATIONS WITH ACADEMIA

- Ellen Fisher, Vice President for Academic Affairs and Dean, New York School of Interior Design
- Frank Mruk, Associate Dean, Business and Strategic Planning, New York Institute of Technology, School of Architecture and Design
- Elizabeth O'Donnell, Associate Dean, Cooper Union, Chanin School of Architecture
- Thomas Hanrahan, Dean, Pratt Institute, School of Architecture
- Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts
- David Scobey, Executive Dean, The New School, The New School for Public Engagement
  Moderator: David Giles, Research Director, Center for an Urban Future

10:25-11:15—COLLABORATIONS WITH GOVERNMENT

- Kate Howe, Deputy Director, Creative Services, NYC Department of Design and Construction
- Chelsea Mauldin, Executive Director, Public Policy Lab
- Lonni Tanner, Chief Change Officer and Executive Director, See ChangeNYC, NYC Department of Design and Construction
- Neil Gagliardi, Director of Design Review, Urban Design and Art Unit, NYC Department of Transportation
- Miquela Craytor, Director of NYC Industrial and Income Mobility, Center for Economic Transformation, NYC Economic Development Corporation
  Moderator: David Burney, Commissioner, NYC Department of Design and Construction

11:15-11:30—Closing Remarks

Terri Matthews, Director, Town+Gown

AIANY   ACEC New York   DDC
American Council of Engineering Companies of New York   NEW YORK CITY DEPARTMENT OF DESIGN + CONSTRUCTION

Archtober Prelude. This event, *Looking Ahead to NYCxDesign 2014*, follows up on issues raised in *Design: Just What the Heck Is It?,* an Archtober collaboration between AIA NY and Town+Gown that explored the many meanings of design. The city's most recent focus on the design fields resulting in the first annual week devoted to celebrating design collaboration—NYCxDesign 2013—is in part due to two reports, published by the Center for an Urban Future, on the design fields and their role in the local economy.[1] Exploring the economic impact of the design industry was a part of a continuing project to identify how the city can diversify its economy. Both these events echo CUF's holistic approach to investigating the design fields.

Design is among the several disciplines in the Built Environment multi-disciplinary field that Town+Gown has adopted and adapted.[2] On Town+Gown projects, design informs and is informed by management, geography (planning), economics, law and technology. One year ago, at Town+Gown's last meeting of the 2011-2012 academic year, a conversation about what design meant to those in attendance led to the Archtober event exploring design in the various context of the local economy (creating jobs), delivering services (changing public services) and the broader civic entity (improving quality of life). A survey conducted in connection with this event (*see* Attachment A) reveals a panoply of meanings of design and supports the use of a holistic methodology.

At the Archtober event, the first set of panelists discussed what is considered "design" in this local economy. The panelists also discussed the diversity of employer firms in the design fields, noting that functional collaborations of designers with other sectors of the local economy may tend to understate the magnitude of designers' contribution to the economy. In addition, they discussed the concept of "returns on proximity", in which agglomerating elements of the city, as a particular place, are conducive to and supportive of design work. They also identified what state and local governments have done, and could do in the future, to expand and deepen this "under the radar" phenomenon, such as cross-disciplinary promotion of design, export assistance and foreign direct investment, incubation of entrepreneurial efforts, and development of supply chain and market linkages.

Each of the second set of panelists had participated in some way in the repurposing of New York City Department of Probation (DOP) waiting rooms into "resource hubs" in connection with DOP's Neighborhood Opportunity Network (NeON) program. The aggregation of their stories of participation served as a case study of how design can change public service delivery by providing an opening for change. It also served as a case study for the proposition that design has neither a clear beginning nor a clear end.[3] The beginning of the story revealed the interplay between design thinking and policy analysis and moved over time from public policy analysis at 30,000 feet to DOP's operations "on the ground." As the story continued, it revealed insights into the realities that public agencies face when trying to implement design-inspired policy ideas on place-centric projects, the nature of site-specific design interventions "on the ground", and the relation between changes in physical design and changes in the affected service delivery program.

The last set of panelists focused on design within a broader civic context, in particular what makes people think of New York City as a "design" city? A "design" city consciously strives for better design, noting missed opportunities and interventions that did not work as

[1] *Growth by Design*, Center for an Urban Future ("CUF"), June 2011 (http://nycfuture.org/research/publications/growth-by-design) and *Designing New York's Future,* CUF, March 2012 (http://nycfuture.org/research/publications/designing-new-yorks-future).

[2] Paul Chynoweth, *The Built Environment Interdiscipline: A Theoretical Model for Decision Makers in Research and Teaching,*(Proceeding of the CIB Working Commission Building Education and Research Conference 2006 (http://www.lawlectures.co.uk/bear2006/chynoweth.Pdf) , pp.1-5; *see also* Town+Gown 2012-2013 Research Agenda, p. 7.

[3] *See* http://www.nyc.gov/html/ddc/downloads/pdf/town_and_gown/Symposia/DesignBeginEnd.pdf for précis document for this event

hoped. In the civic sphere, design is about becoming—it is not a finished product—yet by expressing changes in the urban landscape in aesthetic terms, the articulated missed opportunities and failures can generate controversy. The panelists also raised aspects of government and public policy because the continual investment in a design city's present and future in both its public and private spaces.   A reference to the "submerged state"[4] highlighted not only the role of government and public leadership in the design city but also the unexamined, and thus "hidden", cumulative impact of governmental processes and laws on the co-produced or co-creative civic enterprise.

Looking Ahead to NYCxDesign Week 2014. This collaborative event among AIA NY, ACEC and Town+Gown will continue to explore the meanings of design as well as drill down further into areas where Gown, the city's design-related academic institutions, and Town, as represented by City government agencies, can support the design sector of the local economy.

In *Engineering Design and Collaboration*, the panelists will focus on the reason next year's NYCxDesign website should have a button for engineering by discussing the essential role that engineers play in the design of the built environment as a result of structural engineering for modern buildings; innovative bridges, tunnels and transit systems; clean water supply facilities; sustainable energy systems or efficient mechanical and electrical systems.[5] Beginning with differences among the various engineering disciplines, the panelists will describe the engineering process which often involves designing creative solutions to problems and requires a collaborative effort among many design professionals.

In *Collaborations with Academia*, the discussion will explore how New York's design-related academic institutions can take the next steps toward expanding their role in New York's economic future, using the

CUF's observations as a starting point. Among "next step" ideas identified in the CUF reports is developing pedagogical programming that integrates basic business and entrepreneurial skills into the design curriculum and that also connects the design programs with New York's rich assets in business consulting, health care and philanthropy, in addition to technology start-ups. Another big "next step" would be to develop city-wide academic partnerships in which the design programs collaborate on design shows and other initiatives to support the design sector as well create interdisciplinary programs among the schools, in the way *Design London* does, drawing on the resources of the participating schools to build interdisciplinary teams around projects with the potential to launch new businesses.

And finally, in *Collaborations with Government*, the various panelists will discuss how the city agencies practice design and the processes by which they do their work. The work catalogued by this panel will provide a sample of the existing design resources within government, and the panelists will identify challenges, and potential solutions, that lay ahead for the next administration.

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[4] *See* Suzanne Mettler*, The Submerged State: How Invisible Government Policies Undermine American Democracy* (Chicago: 2011).

[5] Town+Gown includes the engineering disciplines, along with architecture, within the Design discipline.

Design: Just What the Heck Is It?
Survey Says . . .

Question: When I think about the word/concept "design", I think . . .

- about intent and solving problems

- of how things are planned and put together (for use)

- a process in which a professional evaluates the need to make improvement and subsequently develops a solution.

- about ways to creatively solve problems

- creative melding of functionality and form

- New York, style, architecture, furniture, graphic identities, functional

- architecture . . .

- a considered response to a set of requirements

- smart, thoughtful, clever, pretty, functional

- of almost everything the eye can see

- of the purposeful influencing of space to achieve intended or hoped for effects; while design attempts to steer the chaos, the unintended effects may be both beautiful and frightening

- the manifestation of art into functionality, where wishes, desires and dreams are manifested into tangible forms

- the product of art and policy—a creative process that responds to constraints

- thinking made visual and accessible through whatever means available/necessary

- creating cultural space

- design, as conscious "systems work", shifts thinking