**Issues in Civic Visioning**

Town+Gown and AIGA/NY imagine our city together in collaboration with
AIANY/Center for Architecture and the AIANY/Public Architecture Committee, Michael Plottel and Anna Torriani, Co-Chairs
in association with Archtober, Architecture and Design Month, New York City
536 LaGuardia Place, New York NY
Wednesday, October 22, 2014, 8:30 a.m. to 11:30 a.m.

| | |
|---|---|
| 8:30—8:45 a.m. | **Sign-in and coffee** |

**8:45—8:50 a.m.**    **Introduction**—Michael Plottel, AIA, and Anna Torriani, AIA, Co-Chairs, Public Architecture Committee

**8:50—10:00 a.m.**    **Panel One—Placemaking on the Ground Re/Designing Neighborhood Change**
*Moderator: David Burney, FAIA, Associate Professor, Pratt Institute, Graduate Center for Planning and the Environment*

- Red Hook HUB: A Creative Placemaking Project
  *Laetitia Wolff, Cultural Engineer and AIGA/NY Design/Relief Program Director*
  *James Andrews, Amplifier Project*
  *Alicia Cheng, MGMT.design*
- Data Driven Influence
  *Andrew Shea, Adjunct Professor, Communications Design, Parsons The New School for Design, Assistant Professor, GradComD, Pratt Institute, and Principal, MANY design studio*
  *Shawn Campbell, District Manager, Brooklyn Community Board 14*
- Community Engagement = Good Communications
  *Mark Randall, Chair, Impact! Design for Social Change, School of Visual Arts, and Principal, Worldstudio*
  *Kris Goddard, Executive Director, Neighborhood Development Division, New York City Department of Small Business Services*

**10:00—10:10 a.m.**    **Brief Break**

**10:10—11:20 a.m.**    **Panel Two—Design-thinking, BIM-thinking, Lean-thinking**
*Moderator: Joe Hogan, Vice President, Building Services, New York State Chapter of Associated General Contractors of America*

- Design Thinking and Human Centered Design
  *Victoria Milne, Director, Public Art and Design Initiatives, New York City Department of Design and Construction*

- Building Information Modeling (BIM) Systems
  *Safiy Abdur-Rahman, Director Applied Technology, New York City Department of Design and Construction*
  *Lennart Andersson, Visiting Professor, Pratt Institute, and Director of Virtual Design and Construction, LiRo*
  *Anthony Buccellato, Adjunct Assistant Professor, Undergraduate Architecture, Pratt Institute, and Principal, All City Architecture*
  *Zhigang Shen, Ph.D., Associate AIA, Visiting Professor, Department of Civil and Urban Engineering, New York University Polytechnic School of Engineering*
- Lean Design and Construction
  *Sam Spata, AIA, Principal, International Operations, Flad Architects*

**11:20—11:30 a.m.**    **Conclusion**—Michael Plottel, AIA, and Anna Torriani, AIA, Co-Chairs, Public Architecture Committee

**Prelude.** *Issues in Civic Visioning Policy,* is the most recent in a series of Town+Gown events that began with *Design: Just What the Heck Is It?* during Archtober 2012, and used the Neighborhood Opportunity Network (NeON) program at the New York City Department of Probation (DOP) as a case study project to explore the many meanings of design. The next event in March 2013—*When Does Design Begin and End?*—continued using the NeON case study project to explore how design-based research methodologies and techniques turn data into knowledge in a cyclical process that includes policy recommendations, implementation and evaluation. The third event, *Looking Ahead to NYCxDesign 2014,* was held during the City's first NYCxDesign week and continued exploring the meanings of design by bringing some of the engineering disciplines, as designers, into the design conversation.

In the following academic year, Town+Gown began its action research cycle in Archtober 2013 with *Policy, Meet Design*, an exploration of allied design fields, such as interior design, communications design, service design and industrial design, that are less familiar to public policy practitioners involved in the delivery of public services. A chart developed for the event—"10 things public policy analysts should know about design and 10 things designers should know about public policy analysis"—provided the foundation for cross-disciplinary conversations to help both sides reach across the divide and increase cross-disciplinary collaborations. Beginning with presentations of case study experiential learning projects involving both policy analysis and design, a conversation followed among academics discussed how to bridge the divide between design and policy and the event ended with an active live policy performance entitled "100 Conversations"—speed dating for policy and design issues—with ten policymakers and ten designers engaged in short chats around ten topics related to design, governance, and innovation.

The last event, *Redesigning Neighborhood Change*, held during the City's second NYCxDesign week, focused on three completed Town+Gown projects that began to tie the theme of creating sustainable neighborhoods with

ever-present theme of design. The event participants, including the academic and practitioner partners on the Town+Gown projects, explored the relationship between design, planning scale, and the role of the community boards, the level of government in New York City that is closest to the neighborhoods.

One theme woven through all these events was the role of the city's design-related academic institutions in supporting the design sector of the local economy focusing on pedagogical programming to integrate basic business and entrepreneurial skills with the design curriculum and ways to connect the design programs with New York's other economic sector businesses, developing city-wide academic partnerships. Another theme was the role of government and how public agencies can use design in their work to inform program function and outcomes.[1]

**Today's Conversations.** The first panel reprises two of the Town+Gown projects from last spring's *Redesigning Neighborhood Change* and adds a new project to discuss various approaches to neighborhood improvement by the combined use of data, communication design and visual arts to engage communities in producing change and lasting benefits. The second panel brings together the continued focus on design thinking with technical aspects related to design—building information modeling (BIM) technology and lean design and construction principles. The focus on BIM, with academics who have used the classroom setting in Town+Gown projects to explore how BIM will change traditional relationships during the design and construction phases.

*Town+Gown is a systemic action research platform, now in its 6<sup>th</sup> year of operation, that links academic and practitioner resources to increase applied built environment research across disciplines and sectors, using the city's inter-related physical and social setting as a laboratory—for more information, please go to the program's website at: http://www.nyc.gov/html/ddc/html/design/tg.shtml.*

---

[1] To read the précis documents for the Town+Gown events mentioned above and to see the chart "10 things public policy analysts should know about design and 10 things designers should know about public policy analysis", please go to: http://www.nyc.gov/html/ddc/html/design/tg.shtml