

# price and the participatory turn

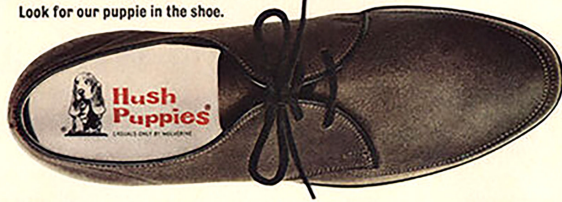
j.tait

delightful fun symposium

# hush puppies: collective / individual

31 new ways to make the sidewalks softer this spring.

Look for our puppie in the shoe.



Handsome men's casuals in Breathin' Brushed Pigskin. "Shank," left, shown in Shadow. Also Java and Mesquite. "Brandy," shown in Mesquite, comes in Grey Mat, Java, Shadow, Blue Maze, Willow and Chianti.  
Comfortable women's styles, both in Breathin' Brushed Pigskin. "Ma," left, shown in Gold Coin. Available, too, in Dogwood, Wild Honey, Linden, Blue Maze and Chianti. "Ra," right, shown in Wild Honey. Also Dogwood, Linden, Blue Maze, Chianti, Gold Coin.

Hush Puppies® have been selected as the official uniform shoe of the U.S. Open Golf Tournament.



Fairways are softer, too, with Hush Puppies' golf shoes. Women's styles come in glove-soft, smooth leather that wipes clean with a damp cloth. They're styled in combinations of fashionable white with six smart new pastels for spring and matching "ribbons." Other women's styles are available in Breathin' Brushed Pigskin. Men's styles come in foot-tone Breathin' Brushed Pigskin and in color combinations of glove-soft, smooth leather. They're lightweight and water-repellent.

Boots from toddlers' size 3 to women's 13, men's 16. Priced from about \$100 to \$140. Golf and specialty shoes about \$12.00 to \$18.00.



Cool look, cool comfort in a smart stacked heel shoe. Chic "LaMonte" comes in Foam (shown), Treebark, Raven, Dogwood, Shadow and Linden.  
"Trinidad" stacked heel with smart buckle trim is shown in Pale Face Breathin' Brushed Pigskin. Also Treebark, Foam, Raven, Gold Coin and Dogwood.  
"Lorette" is a ricky combination of Breathin' Brushed Pigskin and new smooth leather. In Camel/Pecan (shown), and a variety of other spring color combinations.



Breathin' Brushed Pigskin "Mark" is shown in Java. Also Gunsmoke, Sage Brush and Hour/Drag. See a variety of colors in new glove-soft leather, too.  
Casual looks and comfort in Hush Puppies chukka boots. "Toby" comes in Hour/Drag (shown) and Gunsmoke, also Black Jack and Buffalo in smooth leather.  
Smooth leather "Rex" shows its smart good looks in Buffalo. Other colors include Birch Bark, Canyon, Cherokee and Black Jack.



Smart tie-on "Erika," in new smooth leather. Colors are Peanee (shown), Raven, Desert Cactus and Tepee. Also many colors in Breathin' Brushed Pigskin.  
Comfort-conditioned coolness. New "Bobbin," shown in Brushwood Breathin' Brushed Pigskin, in fresh spring colors. "Tali," left, is shown in Linden Breathin' Brushed Pigskin. "Kisao" in Smokey smooth leather.  
Casual good looks — "Royal" loafer is shown in new smooth leather in Sage. Also Breathin' Brushed Pigskin in a variety of masculine colors.



Two Masses' styles are available in both Breathin' Brushed Pigskin and new glove-soft leather, in fresh spring colors. "Tali," left, is shown in Linden Breathin' Brushed Pigskin. "Kisao" in Smokey smooth leather.  
Steel shank support in rugged shoes for boys. "Tony," left, comes in Breathin' Brushed Pigskin in Gunsmoke (shown) and Sage Brush. And another first. "Mark," in smooth leather Buffalo (shown) and black.  
Now even small fry can enjoy the support and comfort of Hush Puppies casuals. "Rusty," left, in combinations of Hour/Drag/Royal/Brown (shown) and Grey Mat/Black Thunder. "Pinky" comes in Desert Sand Pigskin.

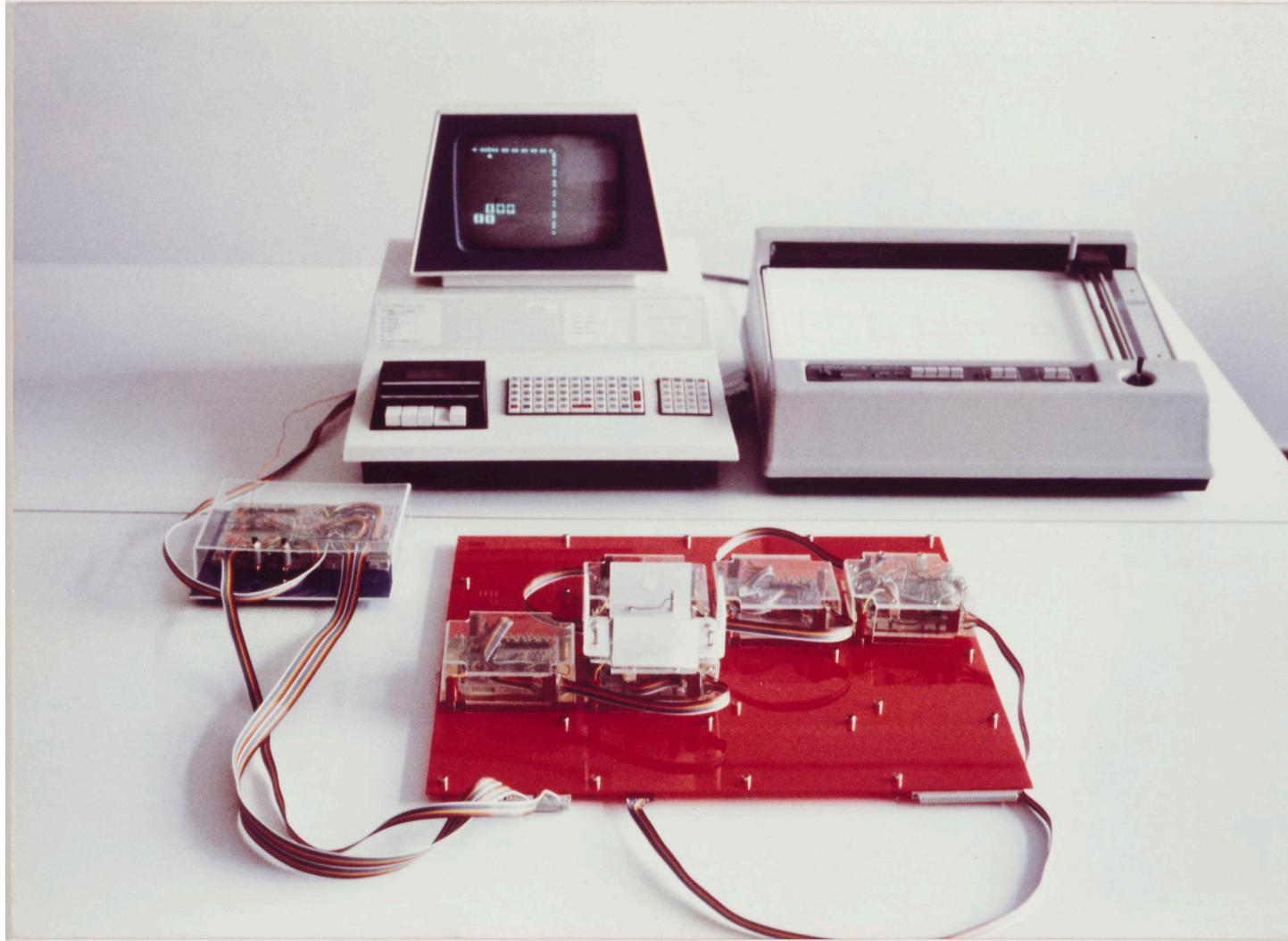
© 1968 Wolverine Shoe and Tanning Corp., Rockford, Michigan—makers of Hush Puppies® Casuals and Wolverine® Brand shoes and boots, ski caps, gloves and accessories.

*"I consider it unlikely that architecture and planning will match the contribution Hush Puppies have made to society today, let alone approach that of the transistor or loop, until a total reappraisal of its particular expertise is self-imposed, or inflicted from the outside."*

Cedric Price, 1966.



# technology: questions first



*"If technology is the answer, what was the question?"*

*Cedric Price, 1966.*

# first participatory turn: open-source models



MIT, Fab Lab. 2003 -



FabLab 2013 - . *Makers in the Military*, Virginia, USA. DoD and Northrop Grumman

*'Fab labs function like town libraries for technology, supporting a mix of for-profit and nonprofit activities. Like a library, they're used for education and entertainment, but like a factory they're also used to produce products and create community infrastructure.'*

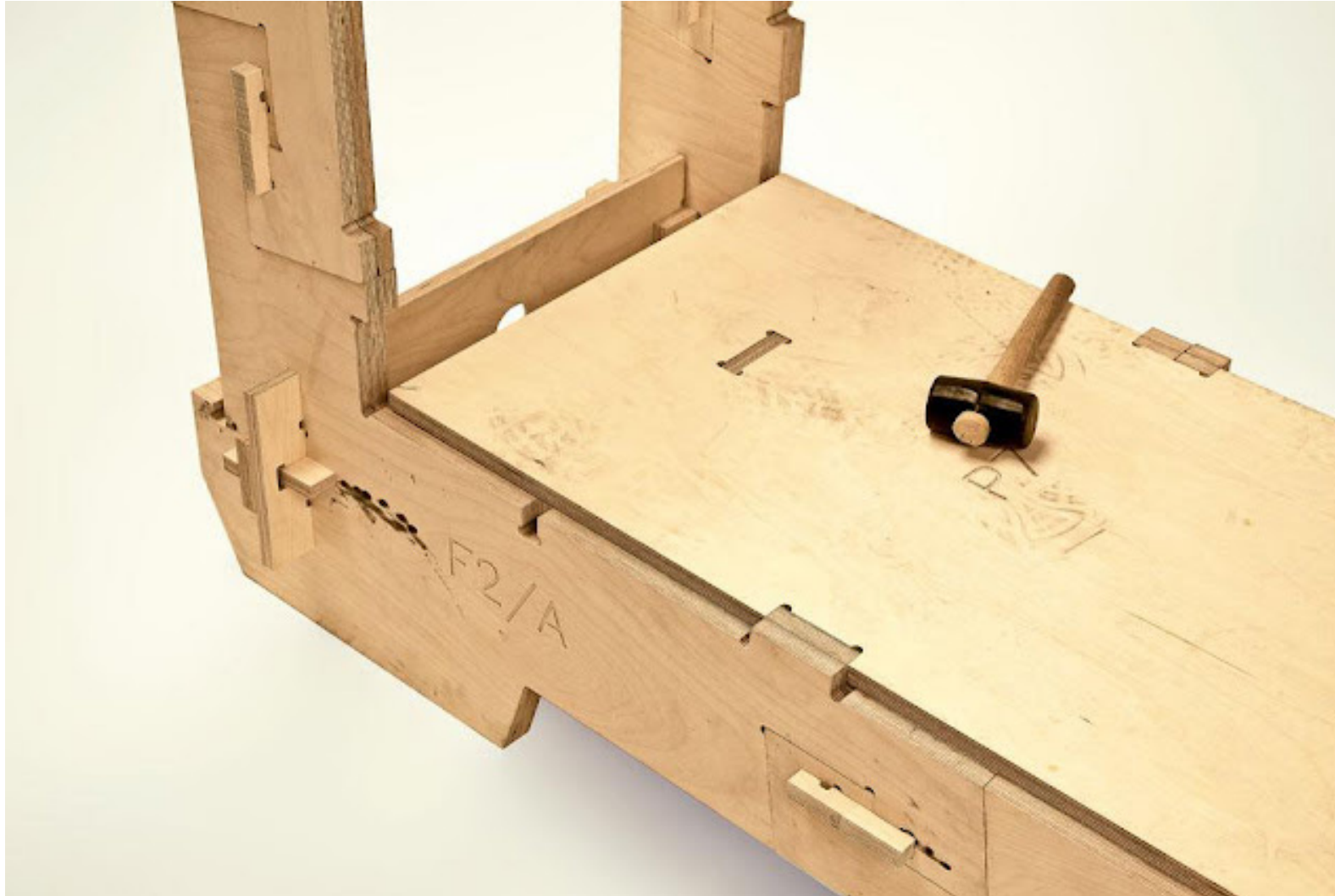
*Neil Gershenfeld, 2007.*

*So tonight, I'm announcing the launch of three more of these manufacturing hubs, where businesses will partner with the department of defence and energy to turn regions left behind by globalisation into global centres of high-tech jobs. And I ask congress to help create a network of fifteen of these hubs, and guarantee that the next revolution in manufacturing is made right here in America. We can get that done.'*

*Barack Obama, 2013.*



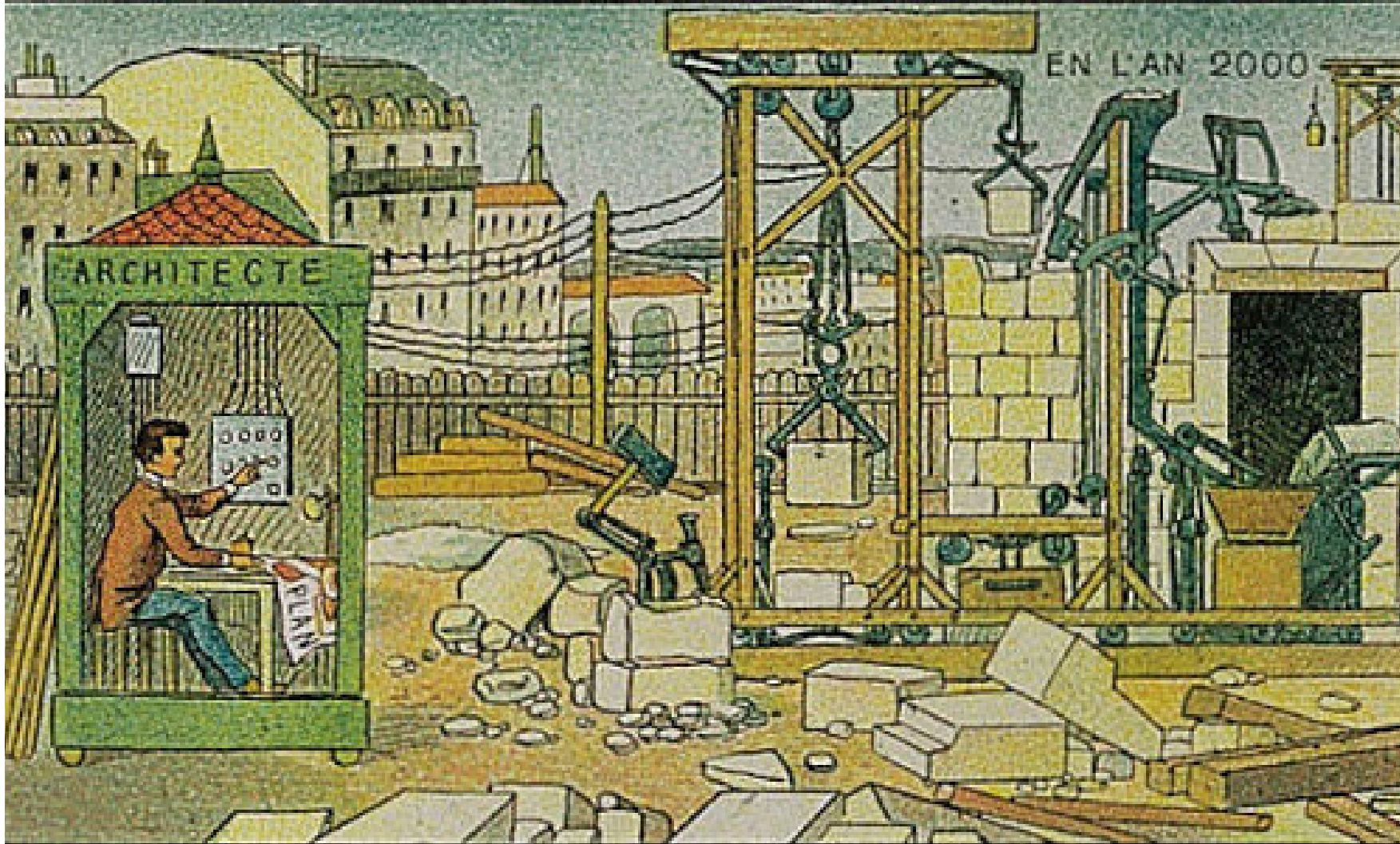
# first participatory turn: open-source models



*“Imagine if we could make designing and printing your house as easy as shopping on Amazon — and put it into the public domain forever... by the 99% for the 99%”*

00, 2011

# first participatory turn: bim



*The Architect in 2000.* Jean-Marc Côté. 1899.

*".. building without contractors... we think we have made progress in the nature of the building process and the tools we use to accomplish that."*

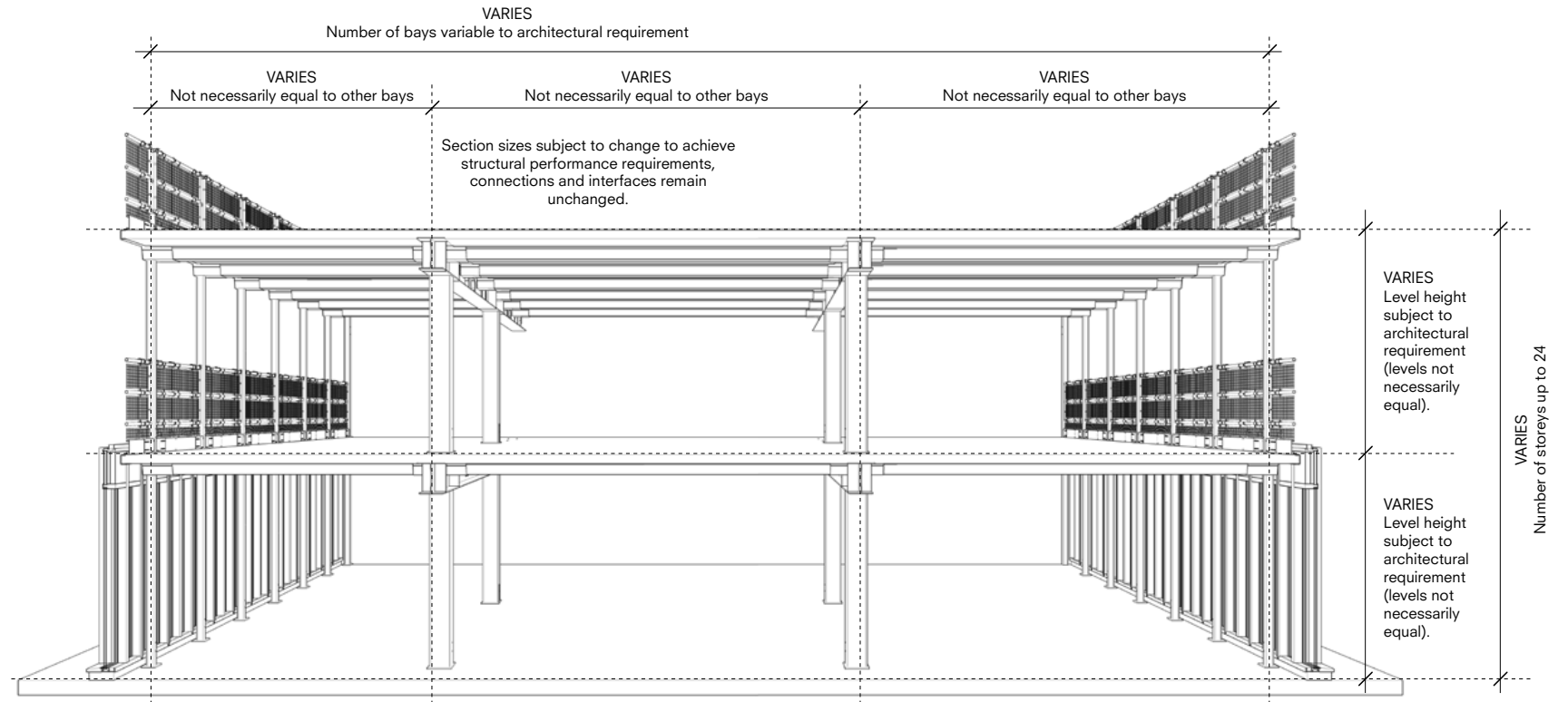
*Phil Bernstein (Revit Founder), 2015*

# bim: towards a fully digitalised mechanisation - obligation

## Mass customisation opportunities of Platform II

Platform II allows flexibility for clients while still harnessing the benefits of standardisation:

- The column/beam interface + method of assembly are always the same.
- However, column and beam length can vary.



*'Following the progress made through collaboration with industry on platform approaches and to support achieving its strategic outcomes, the government is committing to increased use of platform approaches in construction where proportionate and appropriate...'*<sup>1</sup>

*'... a product platform...'*<sup>2</sup>

*'... the programme will deliver... 'new digital building designs for digitally designed and industrially manufactured kits of component parts for homes, schools and other built assets, which can be procured by construction clients...'*<sup>3</sup>

1 HM Government. (2022). *Modern Methods of Construction: Guidance Note*. London: HM Government.

2 Ibid.

3 Ibid.



# generative ai: virtual reality / concrete nothing - novelty



AI-generated design proposal  
Zaha Hadid Architects, 2022



AI-generated design proposal  
SPAN (Matias del Campo/Sandra Manninger), 2022

'Debates are held from contradictory positions. If you want a glaring example, we have Virtual Reality which is rather like Concrete Nothing... a magnificent oxymoron.'

Umberto Eco  
*Chronicles of a Liquid Society*,  
2017

'More data! More data, at any cost!' My update of Siegfried Giedion's definition of the 'imperious demand' of the industrial age: "Production, ever-faster production, production at any cost."

Siegfried Giedion  
*Mechanization Takes Command*,  
1948



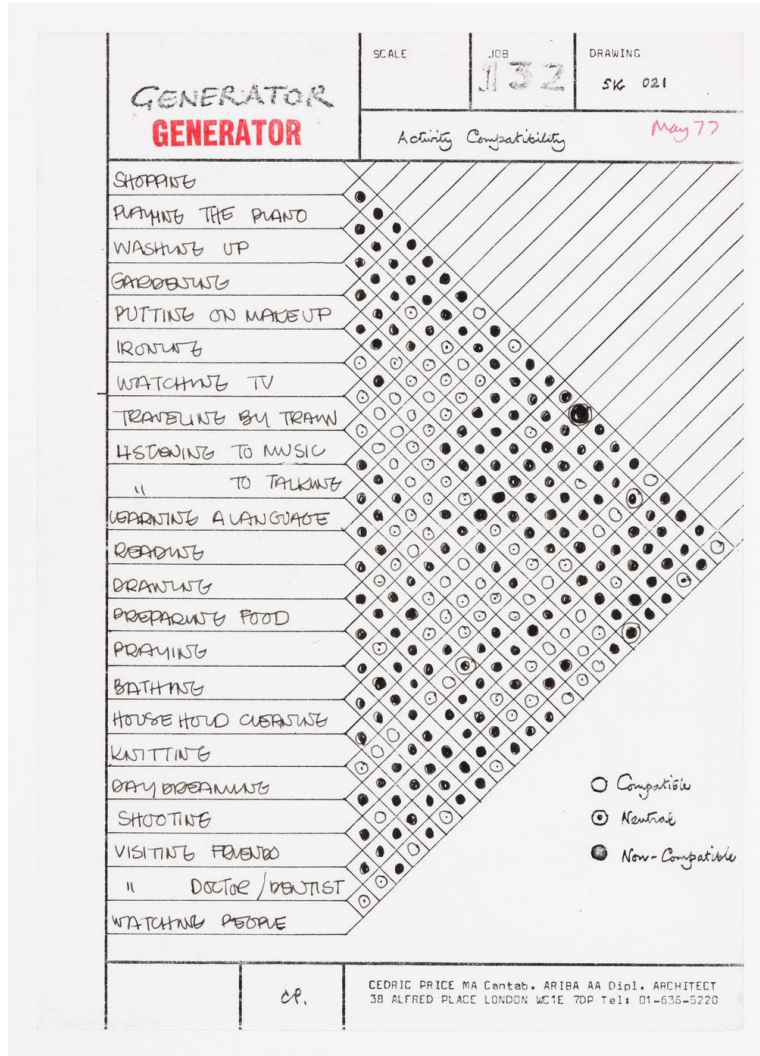
# technology fueled by ideas



*'The late 1960s and early 1970s became a prolonged thought experiment for myself and fellow students at the time. There were no affordable computers to speak of, so the only option was to imagine that they existed and imagine all the rest of the technology and social and political change necessary to realise dreams. This is what I mean by computing without computers; a mental rehearsal of what architecture and a built environment would be like at the beginning of the 21st century.'*

*John Frazer, 2005.*

# an architecture of desire

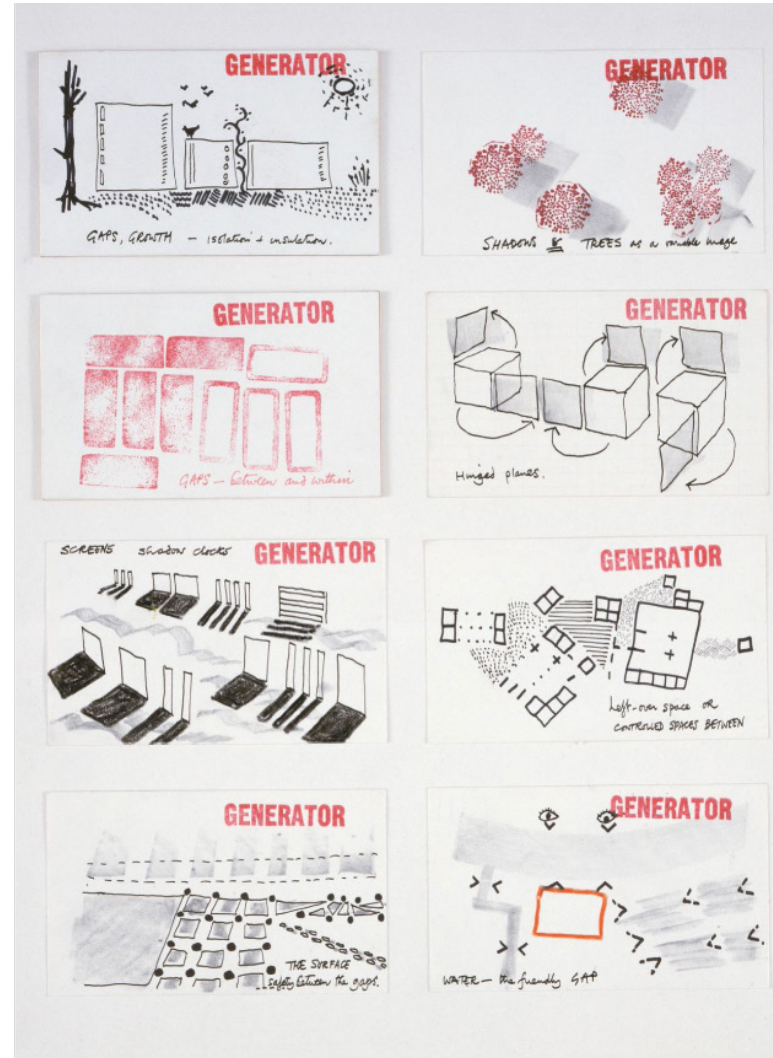
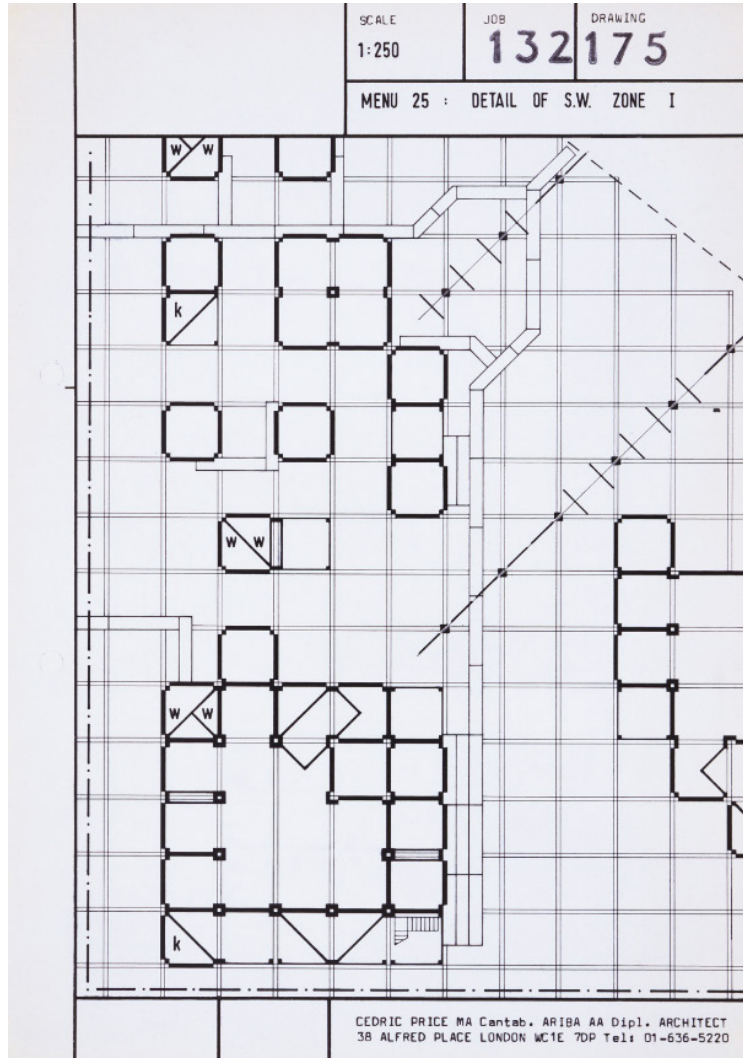


*'Architecture should have little to do with problem solving. Rather it should create desirable conditions and opportunities hitherto (not) thought possible. With this intention the client asked me to investigate whether architecture could help in providing such conditions for the individual and the group from both inside and outside the company .... The Generator was born – an architectural complex with no previous title and no predefined use, only a desired end effect.'*

Cedric Price, 1978.



# an architecture of adaptability



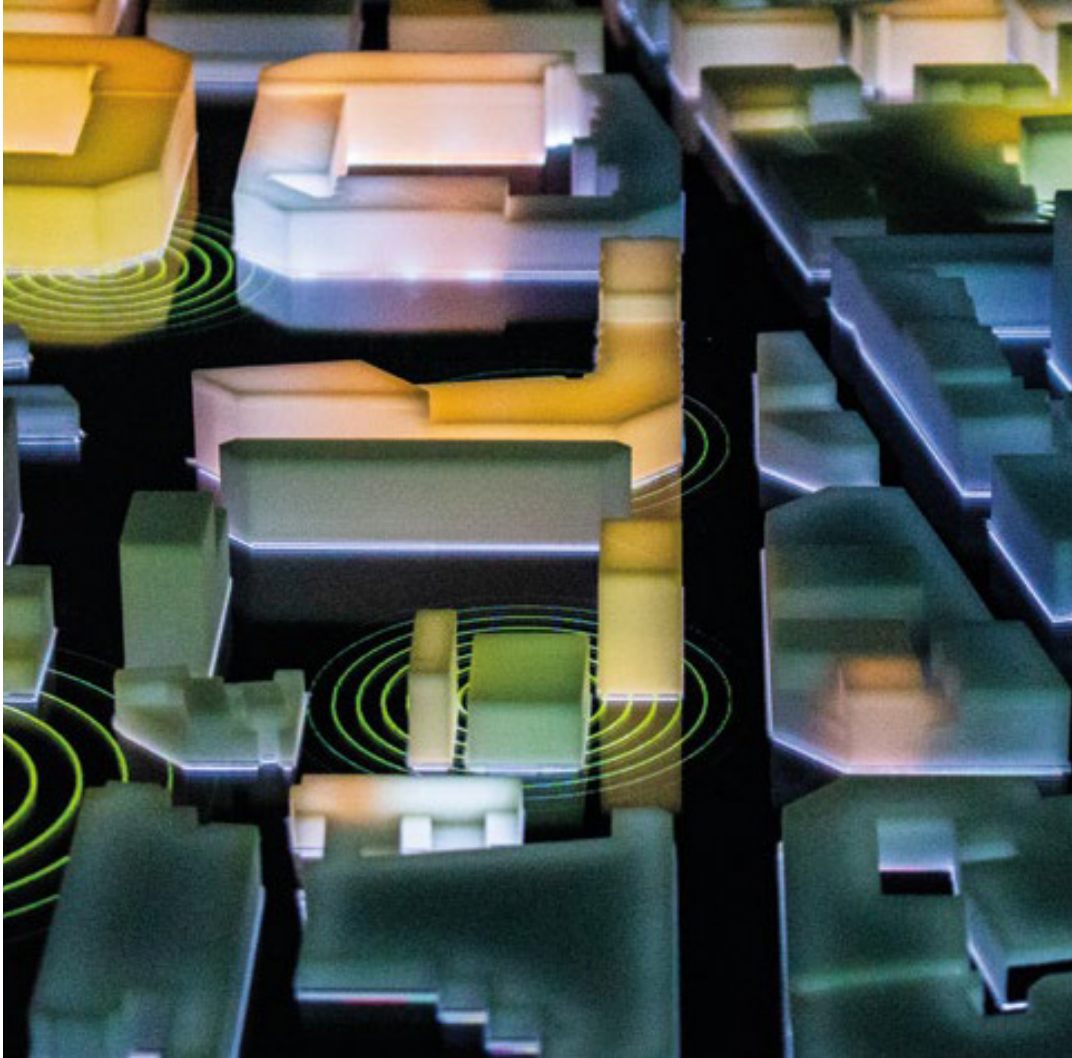
*'The questionnaire was comprised of eight items necessary to initiate the design: the company and its products, the plantation's activities, the site's history, natural and animal elements, weather, site conditions, accommodation and future plans... bug seasons... soil conditions...'*

*Generator Criteria, 1978*

*'The idea of 'place' is only a rough practical approximation: there is nothing logically necessary about it, and it cannot be made precise', and then suggests that it is interaction, not place, that is the essence of the city and city life.'*

*Cedric Price, 1966*

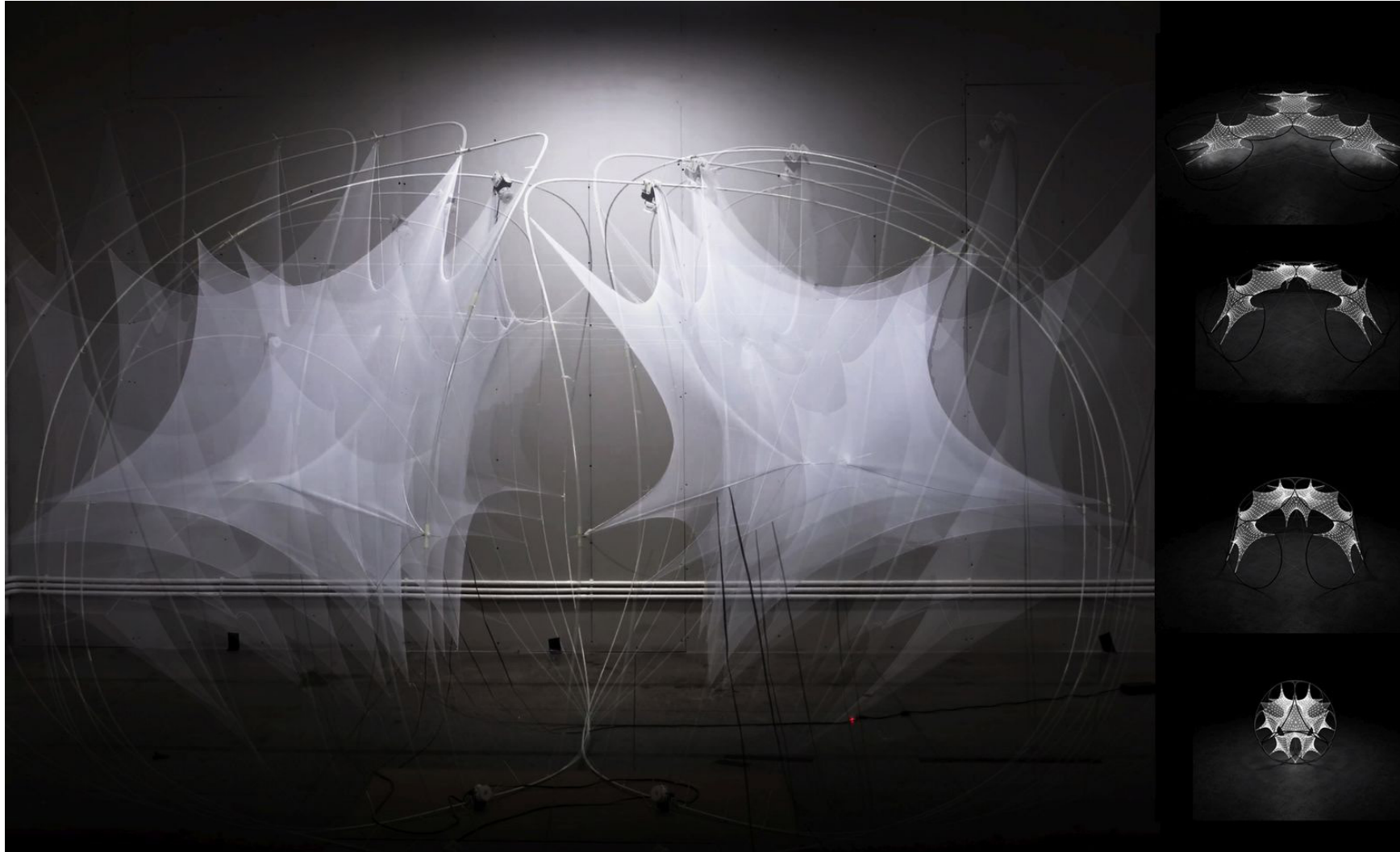
# a second participatory turn?: desire and choice



Urban simulator of networked buildings, processing infrastructural data, user desires and urban-planning scenarios. IAAC, City & Technology, Internet of Buildings, 2019.



# a second participatory turn?: adaptability



Elastic Choreographies 2021. Valentina Soana. Bartlett School of Architecture.

**what are the questions?**



# UN SDG: 11.3: enhance capacities for participatory settlement



Weaving installation integrating digital fabrication technology with local craft. Daomíng, China. © Bian Lin.



# UN SDG: 11.c: support sustainable and resilient buildings utilizing local materials planning and management in all



thank you...