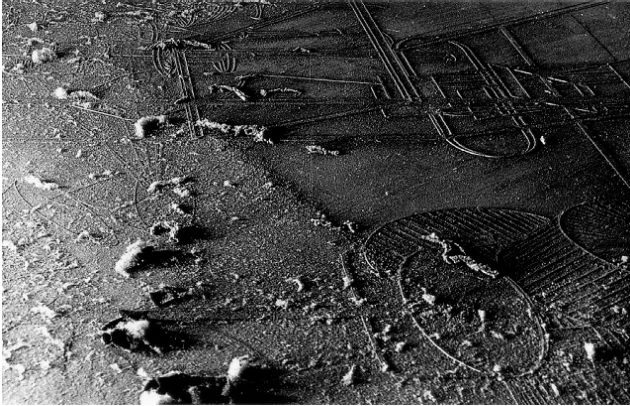


MADE:
Design Education & the Art of Making



A proposal to organize and host
the 26th National Conference on the Beginning Design Student

College of Arts & Architecture at University of North Carolina - Charlotte
18-20 March 2010

Conference Co-Chairs:
Jeffrey Balmer and Chris Beorkrem

Statement of Theme

FABRICATIONS: Design Education & the Art of Making will seek to appraise the roles that Craft and Making have played, and may yet play, in pedagogical practices across a broad spectrum of design disciplines: from Landscape to Fashion, Industrial and Graphic Design, Architecture and Interiors. The conference will additionally seek to examine the broad range of theory and practices encompassing craft and production, and take measure of their inherent value to pedagogies of design.

Fabrication has, to varying degrees, either been the tacitly implied, or explicit goal, of design: the physical realization of ideas. Within the pedagogies of design, the role of making has encompassed a far wider spectrum: from end product, to that of process, to utter irrelevance, the realm of 'paper' design. Traditional schools and guilds of design made few if any distinctions between pedagogy and production: apprentices learned directly through the process of making. With the coming of the Industrial Revolution, the technologies of mechanical reproduction provided designers with at least one defining paradigm of modernity: the schism between the manual and the machined, between hand-tooled and mass-produced, between the physical and the digital, between design and fabrication.

This schism has been a mainstay of discourse in academies of design across the Twentieth Century. At the outset of a new century, the imminent revolution in the technologies of digital fabrication is poised to make these presumptive distinctions once again moot. Increasingly, the role that emergent technologies play is poised to enhance the ways in which

we may now *realize* design, going beyond the zero-sum rhetoric of early modernism. At the very least, it will provide opportunities to re-evaluate received truths of modernity: of the cleft between craft and production; between the ideals of the Arts & Crafts movement and the aspirations of the Bauhaus; between Ruskin and Ford. It also provides opportunities to more fully apprehend the manifold affinities among artisanal and mechanical assemblage, and to better appreciate the singular importance of attaining 'traditional' skills of handcraft in order to derive fullest advantage from emergent technologies of design and fabrication. With this in mind, we seek to solicit contributions from all manner of traditional approaches and techniques of making, both on their own merits, and for what they have to offer towards new possibilities for design and design education.

Proposed Date

The proposed date for *FABRICATIONS: Design Education & the Art of Making* is 18-20 March, 2010. This date places the conference sufficiently after the National ACSA Conference in the calendar to avoid potential scheduling conflicts. Its timing also affords the conference to coincide with the premiere annual academic event of the School of Architecture, known as *CriticalMASS* (see below).

Schedule of Events

Keynote speakers would be chosen from among leading practitioners and academics with experience and research of special significance to the conference theme. In addition to the keynote addresses, we propose a schedule of one or more panels, similar to those organized for the 22nd NCBDS, held at the College of Design, Iowa State University. Panelists, like keynote speakers, would be selected for their exemplary involvement in the stated themes of the conference, and for their experience in cross-disciplinary research.

Keynote addresses would be scheduled to blend the specific agenda of our proposal for NCBDS 2010 with the annual traditions of the School of Architecture's *CriticalMass*. Organized by the graduate students at the School, *CriticalMASS* is a two-day symposium providing thesis students from across the country to display their work and engage in juries comprised of noted practitioners. Past critics include Rafael Moneo, Glenn Murcutt, Brian MacKay-Lyons, Pugh + Scarpa, Rick Joy, Anderson & Anderson and SHoP Architects.

The combined symposium and NCBDS would allow the College of Arts & Architecture to expand upon this format, creating synergies and funding opportunities to draw upon a wide range of design professionals engaged with Making and Craft in their practices, and those conducting academic research, including both faculty and students. In addition, the combined focus on Beginning Design with the display and review of thesis-level student work would provide the potential for informed discussion on relations between beginning and final-year pedagogy and student work.

Event Venues

In addition to the extensive facilities comprising the College of Arts & Architecture, we would anticipate utilizing the many venues afforded by UNC Charlotte and the larger context of the City of Charlotte. Possible venues for keynote events include the Mint Museum of Craft & Design, the McColl Center for Visual Art, and the Levine Museum of the New South, all of which are conveniently located in the vibrant center of downtown Charlotte.

Institutional Support

Ken Lambla, Dean of the College of Arts & Architecture provides his unreserved support for hosting the 26th Annual NCBDS. The Core Design Faculty, comprising Michael Swisher, Peter Wong, and Gregory Snyder (in addition to conference co-chairs Balmer and Beorkrem) have expressed a shared commitment to providing the conditions and support necessary to plan and carry out an exemplary conference, worthy of the past history and the future ambitions of the NCBDS. We would anticipate financial support from both the College of Arts & Architecture and UNC Charlotte once granted the privilege of hosting the NCBDS for 2010.

About the School of Architecture

The School of Architecture at UNC-Charlotte is devoted to engaging students in an energetic study of how architecture affects - and stimulates – cultures and communities. The mission of the School of Architecture is to provide - intellectual, ethical, and innovative leadership in architecture and urban design through excellence in teaching, scholarly research, creative architectural practice, and community activism.

Faculty and students at the School of Architecture are committed to creating an open-minded and creative atmosphere to pursue research, explore new forms of building, and discover collaborative practices that nurture human potential. Our graduates understand where knowledge comes from and how to integrate their voice with others to influence the art and science of architecture. The School of Architecture opens opportunities to students through interdisciplinary programs, close alliances with the profession, and active programs in the community.

With the recent addition of its new Digital Fabrication (“DigiFab”) Lab, alongside its extensive wood, metals, and daylighting labs, the School of Architecture has historically placed a high value on the role of Craft and Making within its overall pedagogical structure and in keeping with its regional culture.

About the College of Arts & Architecture

The School of Architecture (SoA) is currently undergoing a major transformation to its existing identity that will see it merge with the Departments of Music, Dance & Theater, and Art & Art History, to create a new College of Arts and Architecture (CoAA). This merger will enable faculty and students to formalize cross-disciplinary projects which already exist, and to engender new forms of collaboration both within the College and throughout the University

community. In addition, the enlarged College will be poised to expand upon its already significant presence within the arts and design communities of Charlotte and the Carolinas.

About UNC Charlotte

A research-intensive university, UNC Charlotte is the fourth largest of the 16 institutions within the University of North Carolina system and the largest institution in the Charlotte region.

The University comprises seven professional colleges and currently offers 17 doctoral programs, 59 master's degree programs and 85 leading to bachelor's degrees. More than 900 full-time faculty comprise the university's academic departments and the 2006 fall enrollment exceeded 21,500 students. UNC Charlotte boasts more than 75,000 living alumni and adds 4,000 to 4,500 new alumni each year.

Experiencing a rapid and sustained period of planned growth, projected enrollment through 2020 anticipates eventual expansion of UNC Charlotte to +35,000 students.

About Charlotte

Charlotte is the largest city within North Carolina, and is the second largest metropolitan area in the South-East. It has recently emerged as both the second largest banking center, and the second-fastest growing city in the United States. Driven by rapid growth in its financial, bio-tech, and motorsport sectors, Charlotte attracts approximately 40,000 newcomers on an annual basis, rapidly transforming the city over the past twenty years into a dynamic and culturally diverse metropolis.

Contact

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