Wego City

“Tailor Made Apartments”
INTRO
The next cloud studio will be (again) in The Netherlands. This country has a great tradition in housing examples. The studio will go around this and come up with the next step for housing in general. (W)ego city investigates the freedom of designing and making one’s own dream house under dense circumstances. There are so many possible houses, but the current production of towers and slabs reduces the variety into basically extrusions of the same floor plans. How to improve this?

EGO’S
First we investigate what different houses can be imagined based on a series of potential characters coming from everywhere, from any country and any culture just as our contemporary cities are completely mixed. Like in Rotterdam. How excessive can their ideas be? The studio develops an insane catalogue of potential clients and their houses.

WEGO’S
Then we investigate how these differences, these extreme different cultures can be constructed within a given envelope like a slab, a tower or a cube. Suddenly ego’s become wego’s. How to negotiate on that? How to you get the best for everyone out of that? The studio develops a tool (game) that can facilitate and visualize the beauty of the puzzle that comes alive.

CONSTRUCTION
And then how to construct that? And then how to adapt that over time? What building material is the best for this? How does the infrastructure follow that? How to build the stairs and the pipework.

ANCESTORS
The studio will base itself on former researches at the Why Factory as the Vertical Village and Ego city.

PLACE
The studio will be housed in The Why Factory, part of the department of architecture at the Technical University in Delft.

TUTORS
The studio will be tutored by Winy Maas, Felix Madrazo, Adrien Ravon and Sander Mulder, Arend van Waar from The Why Factory and one tutor/professor from IIT.

THE EXTRA CLASS
Beside the studio an extra class will be given: the scripting of negotiation tools. This will be tutored by Adrien Ravon, Sander Mulder and Arend van Waar from The Why Factory, who have an excellent scripting experience.

TIMING
The studio will take place in the period august–december 2015. At the same moment a parallel studio of T?F students on the same matter will be organized.

BOOK
The results of the studio will be part of the upcoming publication "(W)EGOCITY: The bottom up mode" by T?F and IIT, publicized by NAI 010 publishers in 2016.
What sort of city can you have when everyone chooses to live by themselves?

The paradox of our current urban challenge is that although the city remains the best solution to diminish our impact on the environment we want to live a life that is not standardized, we want our own dream house.

How to solve the seeming unsolvable conflict between freedom and density? Which solutions can architecture, design, and process come up to in order to achieve results that can please the users desires while keeping track of our urban footprint?

The first wave of modernism used slabs and towers to accommodate high-density urban environments. Yet during the 70’s and 80’s many people rejected eventually this scheme due to the repetitive and monotonous characteristics of it amongst other reasons. Later on came suburbia (and Vinex in The Netherlands) as an answer to individuality desires. Yet this wave caused severe irreversible damages on the environment and has contributed to increase levels of Carbon dioxide emissions due to massive individual commuting.

Egocity aims to tackle frontally the dilemma of maximum desires / maximum density by accommodating truly the needs of users for a differentiated lifestyle, yet it does so following a restricted urban envelope that keeps energy consumption and footprint under control.

The challenge of the studio is to come up with solutions that give priority to process, negotiation and self-assurance that the result of each house will not aim to arrive at mediocre results but at highly individualized designs. The aim is to devise methods that avoid compromise at all costs.
Today, 54 percent of the global population lives in urban areas, this percentage is expected to climb up to 66 per cent by 2050. Beyond an urgent need for the development of sustainable urbanisation policies, a crucial question arises: What the quality of the modus vivendi inside those sprawling megalopolises will be? We are witnesses of an architecture that erases the user’s identity trying to transform our everyday life into a “ballet mécanique”, a spatial torture, where dreaming is impossible. Even suburbia which has been preached around the globe as a way to achieve freedom, has proven itself the totem of standardisation and is therefore contradictory to the idea of an architecture that meets its user’s demands.

EgoCity, instead of juxtaposing “average” individual “dreams”, proposes a new urban model whose primal matter is its citizens’ most crazy fantasies. It is a project that goes far beyond a theatre of formal architectural folies and aspires to construct, in urbanised and dense conditions, a participative dream, a living mosaic that contains an unlimited amount of desired situations. In order to achieve that, rather than focusing on an aesthetic result, a particular interest has been manifested in the development of an appropriate gaming process that would be capable of taking advantage of every player’s selfishness and then transform it into a spatial potential. We consider that this constant emergence of unexpected typologies can be proven a vehicle of crucial interest towards an authentically human-driven architecture.
Contemporary Lifestyles
Dream home trends

How do people want to live? How does their dream home look like?

To answer those questions, we will develop a contemporary lifestyle analysis. Through social media, we are aiming to reveal several dream home trends.

We will base our study on a database of images, representing individual expressions for a dream home.

The exercise aims to draw a catalog of trends around the world and at the same time to propose an accessible tool and method to express everyone’s desires for their dream home.

Through this scenario based exercise, students will immerse themselves into the narrative, defining their dream home through a collection of images.
Based on our previous study, we will engage our analysis into design process. Through the development of a platform, we will propose a new way of translating images and data into an architectural dream home proposal.

This part will focus on the translation act between people desires and architectural typologies.

The exercise will lead to the development of a tool, a dream home maker, where the link between desires, program and design will be automatized.

The exercise will lead to a collection of dream homes which will serve as our programmatic and typological constrains for the next steps.
We will then test the combination of those desires and different densities. We will explore the question of the envelop and boundaries.

It relates back to the initial question of EgoCity; can we include our desires in high density?

Densify
Maximum Density vs Maximum Desires
Conflicts Solver

*Neighbours negotiation*

What’s happening when we live all together inside a bounding box?

Conflicts start to emerge and we need to define negotiation strategies to overcome them.

We will draw a catalog of potential conflicts and negotiation strategies.

How to negotiate with our neighbor? Do we need to talk? Do we need regulations? Do we need to compromise? Do we need to fight? Do we care? Can we share? etc.
Game Design

Video game as a design tool

In order to solve conflicts, we will develop a tool allowing users to fight for their desires in the fairest way possible.

The tool will be based on our previous development during the Egocity studio.

This part of the studio will be supported by the scripting seminar Future Models. We will use Rhino, grasshopper and scripting to develop and improve the Wegocity game based on different strategies.

We will explore aspects of game design, programmation, user interface and immersion, in relation with design process.
Game Sessions

It's time to play

We will explore, question and challenge the potentials of game design as a tool for urbanism and architecture.

Through various game sessions, we will test and improve the game itself.

Along each session, we will also produce a series of results and design proposals.

The game aims to transform a spatial negotiation process into a challenging experience, capable of keeping every user on the edge of their seat.
Client meets Architect

How to simulate a relation between multiple wishes and possibilities

The studio aims to understand the complexities that entail the interaction between different actors. The tailor made house therefore has to develop schemes that simulate the potential conflict between client wishes and architect possibilities in space. Each client will be represented by one person which can not be the architect itself. The client reserves the right to demand and change his opinion until he/she is fully satisfied.

A method to make sure all wishes are addressed is necessary; this can include preliminary wishes, necessities but also updated wishes. Something, which is rather common in the practice of architecture. Multiple options, interviews, pinterest profiling, etc will be needed in order to keep record of all wishes.
Feasibility

Reality Check

Economic Feasibility
The studio aims to quantify the spatial proposals and revising in every stage their financial consequences. Each client will have a predetermined budget and the architect is responsible to achieve the maximum desires within budget. The studio will contemplate the aspect of currency across all designs to make sure comparisons between solutions are possible.

Environmental demands
The way each house is exposed to sun, wind or rain will affect the ultimate design. Energy demands depending on the client wishes need to be reflected in the final solution for energy efficiency.

Comfort standards
The ultimate wishes of a client most make sure that all spaces comply with the comfort standards as defined not by regulations but by the client itself. A method to keep track of these specificities is needed.
The Why Factory

The Why Factory is think tank on urban futures and is led by Prof. Winy Maas. It is located at the faculty of architecture of the Delft University of Technology, where it offers design and research studios and graduation projects in the Master of Science program of the faculty. Research and education are closely related in this chair.

The work of the students forms an integral part of the ongoing research of the Why Factory: The Future Cities project. In this project, the Why Factory explores the possibilities of future urban development through production of scenarios, models and visualizations.

Master students enrolled in the program are challenged to creatively explore the potentials of urban life in the future.

They design visionary cities and fantastic architecture. The range of topics addressed in the studio varies per semester and is always announced a week prior to the enrollment period through our website and information posters at the faculty. The subjects addressed so far include: Green Dream, World Wonders, The Death of Leisure City, Robotic City, Austeria, BiodiverCity, AnarCity, Transformer, Food City, Eurohigh, Sensor City, Copy/Paste and more.

The Why Factory’s findings are communicated to a broad public in a variety of ways, including exhibitions, publications, workshops, and panel discussions.
The (W)Ego city studio is a collaboration between the Illinois Institute of Technology, College of Architecture and The Why Factory, Delft University of Technology in the framework of the Cloud Studio Abroad.

The studio will be hosted by Prof. Winy Maas, Felix Madrazo and Adrien Ravon (studio) with Arend van Waart and Sander Mulder (scripting seminar)

Please visit our website for more information: www.thewhyfactory.com

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