Experience Design examines the effects of digitalization on architectural typologies in the contemporary city. The course questions traditional typologies by focusing on an understanding and re-design of social, geographic, temporal and emotional experiences.

Content
At the beginning of the digital revolution, technologists painted a picture of a disembodied future in which people would shed their skins and live online, evolving from citizens into “netizens.” According to their depiction, people would learn in MOOC spaces, hang out in game environments, google in virtual libraries, shop in online stores, heal in tele-operated beds, and fall in love in online chat rooms.

While the virtual world has profoundly changed the way we practice some of our most basic everyday activities – shopping, learning, working, banking, healing – it has not rendered the physical world obsolete or even less important. People enjoy and need social and sensual contact. Yet only a few elements of physical architecture will be left unaffected. As digital infrastructures increasingly become part of our built environments, physical and virtual elements will merge in many ways, leading to completely new architectural typologies.

In this seminar, we examine the effects of digitalization on architectural typologies in contemporary cities. Which typologies are becoming obsolete with the shift from the physical to the virtual? How do architectural and urban conceptions of space change with the infiltration of new elements of interactivity? Which new experiences and typologies become possible?

We explore such questions at the intersection of physical and digital architecture through an experience design approach, involving: (1) a mapping of the social dynamics surrounding an experience; (2) a critical analysis of the geographical and temporal flows (experience journeys); and (3) a detailed evaluation of the experience touch points. Based on this experience diagnosis, we propose alternative designs of experience blueprints that combine physical and digital touch points which in turn will constitute the elements of future typologies.

Our particular focus will be on information intensive typologies in the contemporary city, such as museums, libraries, airports, banks, governments, hospitals. Each year, we will investigate different typologies.

Keywords
Cartography, drawing, landscape, territory, palimpsest, environmental objects.

Learning Prerequisites
Important concepts to start the course
Basic hand sketching skills appreciated but not mandatory. General concepts: palimpsest; territorial networks; landscape structures; mapping as reading; mapping as speculative fiction.

Learning Outcomes
By the end of the course, the student must be able to:
• Interpret the site-specific parameters and other issues of relevance to the project using drawings and diagrams
• Critique a specific project brief and a specific context and respond with a meaningful data-driven design concept.
• Translate a data-driven design concept into meaningful architectural and/or urban propositions at appropriate scales and levels of granularity
• Produce coherent architectural representations and models at sufficient levels of detail
• Formulate the morphogenetic narrative and create convincing arguments for the design propositions
• Develop convincing final diagrams, drawings, renderings, simulations, physical and digital models

Transversal skills
• Collect data.
• Design and present a poster.
• Make an oral presentation.

Teaching methods
Presentations, Mapping exercises, Hands-on design activities, Design reviews, Group projects.

Expected student activities
Group discussion, Case studies, Mapping, Sketching, Designing, Design Reviews, Pin-Up, Desk Crits.

Assessment methods
Continuous assessment.
Intermediate exercises and desk critiques: 50% of grade.
Review of final work: 30% of grade.
Visual Journal: 20% of grade.

Supervision
Office hours: Yes
Assistants: Yes
Others

Resources
Bibliography

Prerequisite for
Atelier Gugger (LABA)