

ARCH 4101: `MARK [studio]~

Instructor: Kelly Carlson-Reddig, Associate Professor

Meetings: MWF 2:00 – 5:15

Credit Hours: 5 Undergraduate Cr. Hr.

Program

The semester will be devoted to designing an Urban Winery in the River Arts District of Asheville, NC. North Carolina has a long established tradition of wine making due to its favorable climate and soils with over 100 wineries state-wide. Asheville is home to one of the best known--the Biltmore Winery. The design program will include all requirements necessary to transform grapes into bottled wine, as well as an indoor / outdoor riverside wine / tasting bar.

Site

Creative culture flourishes in Asheville and the River Arts District is the city's artistic heart. In a 1.5 mile stretch along the French Broad River, 19th- & early 20th-century warehouses have been renovated into more than 160 studios and galleries, as well as restaurants and breweries. The lively, walkable area offers a confluence of natural beauty, a richly gritty industrial past, and a creative population.

Premise / Theme

Material transformation is key to the change from grapes to wine. So too in architecture, raw materials are transformed according to the architect's design and the builders skill, with the evidence of both ultimately embodied in distinctive MARKS. This studio will engage the material, haptic, and aesthetic realms of such MARKS which emerge at the intersection of materiality and technique. Architectural MARKS include the textures left by formwork in a concrete surface, the geometric patterns made by masonry bonding, the natural grain or tool-carved surfaces of wood, heat and finishing marks on steel, and patterned arrays of construction fasteners, just to name a few. They are visually and tactilely distinctive--intentional evidence of material processes and tooling. All architects must know the basics of materials and construction, but those who aspire to phenomenological or aesthetic poetry in materiality must focus with a different lens.

Goals and Objectives

- Invert the "global to local" scale progression that characterizes normative architecture design processes by allowing provocative material conditions to inform larger-scale architectural intentions
- Develop deeper design skill informed by materiality and making processes, engaging detailed architectural conditions such as walls, fenestrations, joints and transitions in the building and site
- Represent designed work through exquisite and expressive drawings and models

Content & Structure

The studio will focus on design methods that strategically engage the theme of the MARK. Making will be fundamental to processes. Models and tactile material studies will be key forms of investigation.

Part 1: Project Beginnings: *Pre-design phases of site analysis, program development, and conceptual massing will be informed by parallel investigation of MARK Themes, Vocabulary, and Methods.*

Part 2: Project Speculations & Scheme Evolution: *The formal and thematic directions of the parti and concept will be further developed by examining tectonic infrastructure and the materiality of expressively Marked Surfaces.*

Part 3: Project Development: *Formal / spatial components and systems will inform material articulation through concentrated deployment MARK design methods.*

Part 4: Project Refinement: *Design synthesis and project representation will aim to embody the material intensity and tactility of the Winery, Site, and MARK concepts.*

