

ARC 352 | ARCHITECTURAL SPEAKING/WRITING

MEF FADA SPRING 2020 | Prof. Dr. Şebnem Yücel, İrem Korkmaz

Friday 10:30-12:20

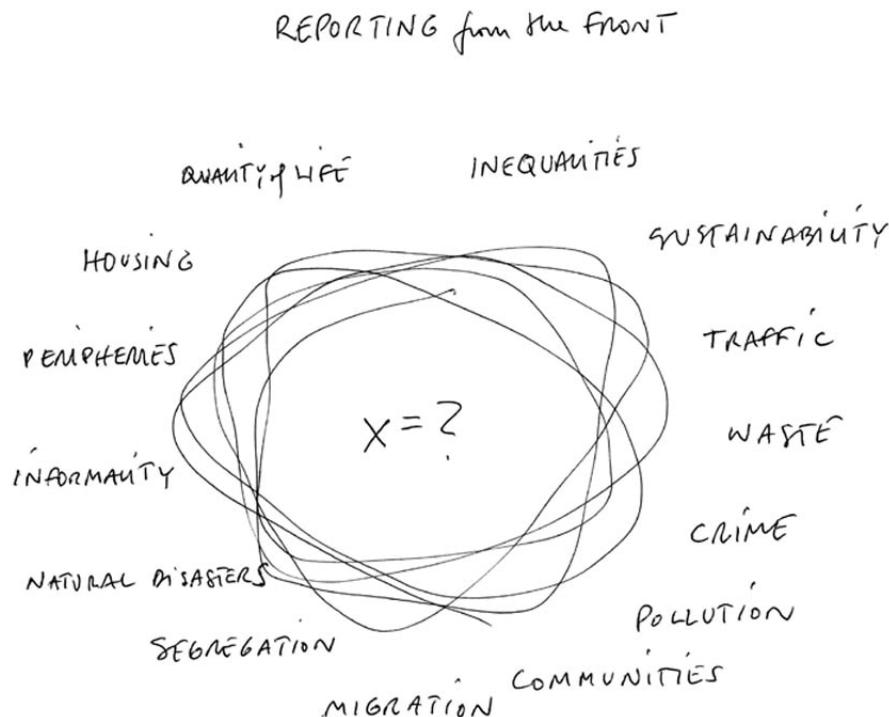


Diagram by Alejandro Aravena

COURSE OVERVIEW AND OBJECTIVES

This is a course that underlies the obvious: that architects do not just draw but most of all, they are literate people. The architectural profession without an architectural discourse that is produced not only by critics and historians but also by architects would be incomplete and irresponsible. As a group of professionals, who have taken away people's right to design their own buildings for themselves, architects should (and hopefully do) feel the necessity to explain and justify their design decisions not only to their clients; but also to the public in general. No matter who pays for a building or a building complex, whether people can access to the building or not, the buildings are almost always on public sight. The public responsibility might start with the visual but continues through other, unseen impacts, of our designs: i.e. the issues that relate to the site, society, environment and economy.

This course aims to reinforce the necessity of creating a strong conceptual foundation and reasonable explanation for the design decisions of the future architects; which can only be developed through stimulating readings, and a responsibility felt towards the people by writing down these considerations and sharing them with the architectural community in specific and the public in general. The course will interrogate open-ended questions like What do architects read? What do architects write? or Why should architects write? In doing so, the objectives of the course can be listed as follows:

- To be able to analyze architectural texts.
- To be able to write structured architectural texts
- To participate within the architectural discourse
- To understand how to read sources with an analytical mind

TENTATIVE SCHEDULE

WEEK 1 31.01.2020	INTRODUCTION	
WEEK 2 07.02.2020	<p>COMPARATIVE READINGS</p> <p>FROM TED TALKS</p> <p>What is their understanding of architecture?</p> <p>How are their presentation styles (the construction of the argument, clarity of the argument...etc.) different from each other?</p> <p>Which speech is your favorite and why?</p>	<p>TED TALKS:</p> <ol style="list-style-type: none"> 1. Renzo Piano, "The genius behind some of the world's most famous buildings" https://www.ted.com/talks/renzo_piano_the_genius_behind_some_of_the_world_s_most_famous_buildings#t-5029 2. Alejandro Aravena, "My architectural philosophy? Bring the community into the process" https://www.ted.com/talks/alejandro_aravena_my_architectural_philosophy_bring_the_community_into_the_process?language=en 3. Thom Mayne, "How architecture can connect us" https://www.ted.com/talks/thom_mayne_on_architecture_as_connection
WEEK 3 14.02.2020	<p>After the Manifesto</p> <p>What is a manifesto? Why did architects write manifestos?</p>	<p>Craig Buckley, "After the Manifesto" In <i>After the Manifesto</i>. https://www.arch.columbia.edu/books/reader/16-after-the-manifesto#reader-anchor-10</p>
WEEK 4 21.02.2020	<p>GUEST SPEAKER:</p> <p>Neslihan Şık</p>	
WEEK 5 28.02.2020	<p>Analysis of the present</p> <p>First draft of the manifesto due</p>	<p>Rem Koolhaas, "Bigness, or the Problem of Large" In <i>Small, Medium, Large, Extra-Large</i>, (1995)</p>
WEEK 6 06.03.2020	<p>Social responsibility</p> <p>What is the significance of Samuel Mockbee's Rural Studio?</p>	<p>Samuel Mockbee, "Rural Studio", (1998)</p>
WEEK 7 13.03.2020	<p>The call of a new era, new technique</p>	<p>Peter Eisenman, "The Affects of Singularity", (1992)</p> <p>Greg Lynn, "Animate Form", (1999)</p>
WEEK 8 20.03.2020	<p>Competitions</p> <p>Award Programs</p> <p>Why do we need words to explain architectural projects?</p>	<p>Herzog & de Meuron, "National Stadium" https://www.herzogdemeuron.com/index/projects/complete-works/226-250/226-national-stadium.html</p> <p>BIG, "Superkilen" https://archnet.org/sites/15124/publications/10680</p>
WEEK 9 27.03.2020	<p>GUEST SPEAKER:</p> <p>Ertuğ Uçar</p>	
WEEK 10 03.04.2020	<p>Biennale, exhibition, etc.</p>	<p>Alejandro Aravena, "Reporting from the Front" In <i>Reporting from the Front: 15th International Architecture Exhibition</i>, 2016</p>

WEEK 11 10.04.2020	STUDENT PRESENTATIONS	
WEEK 12 17.04.2020	STUDENT PRESENTATIONS	
WEEK 13 24.04.2020	STUDENT PRESENTATIONS	
WEEK 14 May 1st	HOLIDAY: WORK ON YOUR FINAL SUBMISSIONS	

The days of the guest presenters are subject to change.

COURSE REQUIREMENTS

Students are required to attend the class, complete the readings and other related assignments and take part in class discussions. Although the minimum requirement of attendance for the course is 70%, all students are strongly advised to attend the class regularly. Any student who misses more than 30% of all courses is subject to failure. Other requirements are detailed as follows:

In-class works: On specified weeks, students will be asked to present their responses to readings or videos. The responses will be in written format and should show students' understanding of the reading/video briefly. For some media, students will be asked to strengthen their arguments with sketches or other communication methods. The weekly media (readings and videos) will be uploaded on Blackboard just as they are shared on this syllabus.

The Manifesto: As their final assignments, students are asked to contemplate on the subject of "An Architectural Manifesto for 21st century". In groups of three, students are expected to (1) write a 1000 to 1500 word manifesto (2) present their ideas in class and (3) produce a fanzine of their manifesto.

Manifesto: Manifesto will be evaluated in two parts: first draft and final submission. First drafts will be uploaded on Blackboard until February 28, 2020. Following the evaluation of the drafts, the groups will turn in their final papers on the week of final examinations -the specific date is to be announced.

Presentation: On the last three weeks of the course, groups will present their manifestoes to their classmates, displaying the rhetoric skills they have gained throughout the semester.

Fanzine: The groups are asked to produce a fanzine that should support the argument of their manifestoes. (Students are advised to do a research on this communication method and its relation to a manifesto.)

EVALUATION

The evaluation criteria can be detailed as follows:

In-class work	30%
Manifesto	60%
First Draft	15%
Final Submission	15%
Presentation	15%
Fanzine	15%

FURTHER READINGS

A. Forty. *Words and Buildings: A Vocabulary of Modern Architecture*. Singapore: Thames & Hudson, 2000.

C. Buckley (Ed.) After the Manifesto. <https://www.arch.columbia.edu/books/reader/16-after-the-manifesto#reader-anchor-0>

J. Ockman (Ed.) *Architecture Culture: 1943-1968*. New York: Rizzoli, 1993.

K. M. Hays (Ed.) *Architecture Theory Since 1968*. Cambridge, Mass: The MIT Press, 2000.

K. Sykes (Ed.) *The Architecture Reader: Essential Writings from Vitruvius to the Present*. New York: George Braziller Publishers, 2007.

C. Jencks, & K. Kropf (Eds.) *Theories and Manifestoes of Contemporary Architecture*. London: academy Press, 2006 (2nd eds.).

+ Find below the list of manifestoes you read in ARC321. It will be good to remember and re-visit them before writing down your own architectural manifesto.

A. Loos, "Ornament and Crime," *Programs and Manifestoes in 20th Century Architecture*, pp. 19-24.

A. Sant'Elia and F.T. Marinetti, "Futurist Architecture," (1914) from *Programs and Manifestoes in 20th Century Architecture*, pp. 34-8.

A. Speer, "The Führer's Buildings," (1936).
<http://research.calvin.edu/german-propaganda-archive/ahbuild.htm>

Bakema, van Eyck, Smithson, et. al., "Doorn Manifesto," (1954) from *Architecture Culture 1943-1968*, pp.181-183.

CIAM, "Charter of Athens: Tenets," (1933) from *Programs and Manifestoes on 20th-century Architecture*, pp.137-146.

H. R. Hitchcock, "The International Style Twenty Years After," (1951) from *Architecture Culture 1943-1968*, pp.137-148.

Le Corbusier, "Towards a New Architecture," (1920) from *Programs and Manifestoes in 20th Century Architecture*, pp. 59-62.

The Case Study House Program Announcement. *Arts and Architecture Magazine* (1945).
http://www.artsandarchitecture.com/case.houses/pdf01/csh_announcement.pdf

L. Kahn, "Architecture is the Thoughtful Making of Spaces," (1957) from *Architecture Culture 1943-1968*, pp.270-272.

W. Gropius, "Bauhaus Manifesto and Program," (1919) from *Programs and Manifestoes in 20th Century Architecture*, pp. 49-53.