



studio sequence

week 1 Information Display Concepts

- 1.1 Data Collection
- 1.2 Associative Modeling
- 1.3 Display Concept Development

week 2 Social Networks and Spatial Concepts

- 2.1 Social Network Theory
- 2.2 Integrating Spatial Concepts
- 2.3 Exhibition Design Schematics

week 3 Digital Fabrication and Design Development

- 3.1 Intro to Tooling and Fabrication
- 3.2 Digital Fabrication: Full-scale study models
- 3.3 Final Exhibition Proposal

what?

Exhibition *Water Cultures: Barcelona*, a responsive architectural installation, will measure and visualize the guests' water usage at the Hotel Barceló Raval. By connecting the guests to each other and the residents of Barcelona, the exhibition will create social networks within the hotel environment, inspire more thoughtful water habits, and spark cultural exchange.

Responsive Design Workshop The schematic design of the exhibition will be implemented by a summer workshop, facilitated by UrbanBuddy, and held at the Institute of advanced architecture of Catalonia (laaC). Participants will: study theories of social networks; explore real-time data modeling, responsive display concepts, and innovative spatial concepts; gain familiarity with Rhino, Grasshopper, and digital fabrication through team creation of full-scale study models; experience the culture and innovation of Barcelona; meet local professionals. Students will work on small teams. The workshop will present the parameters of the installation as a design challenge and devise a solution from which the exhibition will be refined and produced.

where?

Barcelona, Spain Fresh water is scarce in dry Barcelona, and efficient water consumption is a necessary part of daily life. As a crossroads of international tourism, Barcelona is in a key position to inspire its visitors to engage in more thoughtful habits. Tourists will become 'nodes' in an international network, sparking a change in behavior patterns.

why?

Water is a critical element of every person's culture. We are in the midst of the United Nations "Water for Life" International Decade for Action, and World Water Day 2011 will kick-off the "Water for Cities" initiative. The search for water sustainability will be a concern for every country in the near future. *Water Cultures* will address issues of conservation and waste that will be relevant to other locales.

who?

Water Cultures seeks participants who are passionate about design and sustainability, and are interested in working on an interdisciplinary team. The studio is relevant to students and professionals of: architecture; interior architecture; exhibition design; industrial design; communications design; new media arts; information architecture; computing.

apply now.

Dates: July 11-29, 2011
 Typical class times: Monday-Thursday 10 am - 2pm
 Location: Institute of advanced architecture of Catalonia, Barcelona, Spain

Course Fee: \$2,100 (\$1,900 before April 1, 2011)
 Includes: Studio course, studio space, 24 hr UrbanBuddy support, cultural events, local design firm tours, Welcome Reception at the 360 rooftop bar. Ask us how to receive academic credit!

See web page for Housing Options/Pricing.

For more info visit www.watercultures.net



WATER CULTURES

barcelona

APPLY NOW. www.watercultures.net

instructors

LUIS FRAGUADA

Instructor, Institute of Advanced Architecture of Catalonia
Co-Director, Live Architecture Network
Barcelona, Spain

LISA KORPAN

Adjunct Faculty
Columbia College, Art + Design
Chicago, USA
www.lisakorpan.net

PETE STAM

Designer Extraordinaire
stam.p design
Program Director, UrbanBuddy
Chicago, USA

visiting critics

PAUL BROGNA

Local Designer, Barcelona, Spain
Founder, UrbanBuddy

YOLANDA CARRIÓN

Marketing & Comunicación
Barceló Hotels
Barcelona, Spain

INTI VELEZ

Director, Wanda Barcelona
Barcelona, Spain
www.wandabarcelona.com

ADDITIONAL GUEST CRITICS

To Be Announced

collaborators

Founded by Chicago-based designer and educator Lisa Korpan, and developed jointly with UrbanBuddy, Water Cultures [barcelona] is a collaboration between the following partners:



UrbanBuddy is a global network devoted to connecting people to place. With a focus on supporting the student and traveler 24-hours a day, UrbanBuddy has developed a unique menu of services to offer personal support and expert advice during the pre-departure, on-location and re-entry experience. Housing, air travel, communication, currency and banking— whatever your needs UrbanBuddy will provide the necessary support. www.UrbanBuddy.com



Live architecture Network approaches architectural development through interdisciplinary collaborations enabled by DIGITAL DESIGN + FABRICATION. LaN's mode of operation is PARAMETRIC in nature, and seeks to re-associate architecture with a flexible, collaborative, & data-rich practice of SPATIAL DESIGN. www.livearchitecture.net

Barceló Raval

The **Hotel Barceló Raval**, a 186-room, 10-story hotel in the Raval district of Barcelona will serve as the exhibition venue. Water usage data will be captured from each room and broadcast by the installation. The contemporary interior space and rooftop terrace provide several potential locations for a public exhibition that will engage the hotel's international guests. Centrally located, the exhibition has the potential to become a unique destination for Barcelona's many visitors and residents. www.barceloraval.com

workshop location

The *Water Cultures [barcelona]* workshop will be held at the **Institute for advanced architecture of Catalonia (laaC)**. Individual studio space will be available for all participants, including 24-hour access and free WiFi. laaC is a cutting edge education and research center dedicated to the development of architecture capable of meeting the worldwide challenges of habitability in the early 21st century. Based in Barcelona, one of the world's capitals of architecture and urbanism, laaC is a platform for the exchange of knowledge with faculty and students from over 25 countries. Housed at laaC, **Fab Lab Bcn** uses digital last generation machines to create prototypes and scale models for architecture, construction, and industrial design. www.fablabbcn.org