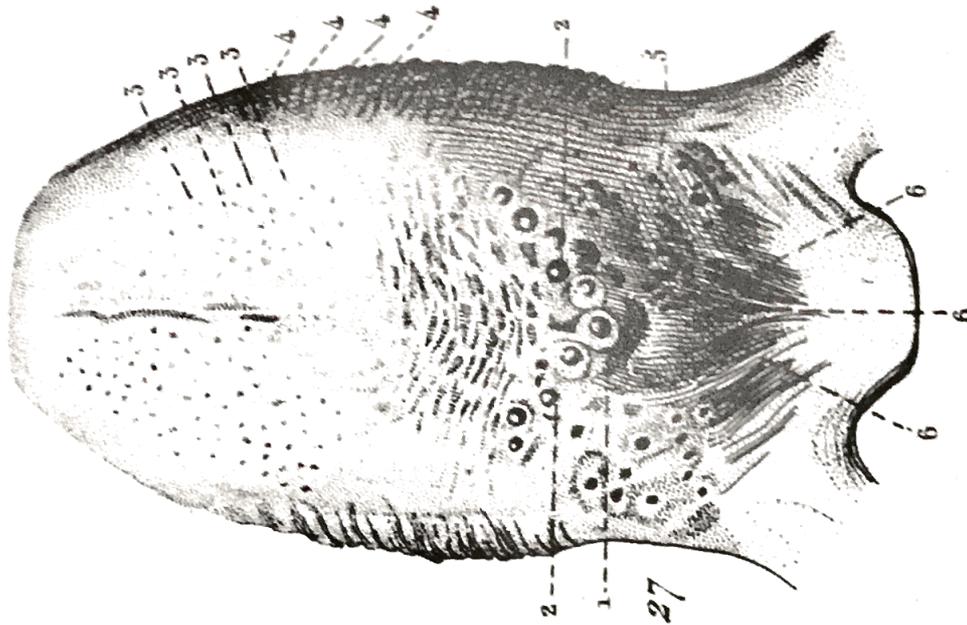


THE TERROIR PROJECT: Cooking the Urban Landscape



“Cooking does not take place in the kitchen, it takes place in the landscape.”

Dan Barber, *Blue Hill Stone Barns*

Overview:

What does cooking have to do with architecture? **If cooking means any process that gathers materials and especially *qualities* from the environment and - through various operations - brings them to expression**, can we say that if we approach design like a chef approaches her craft, we can open up new ways to think about environment, sensation and form?

Food is a *keystone practice* in our culture. It connects our most urban *and* cultural *and* somatic *and* sensate selves to the natural world. Cooking as a *radical design practice* has the ‘*unique capacity to engage both urban and natural realms simultaneously*’. This studio proposes that our working definition of cooking has the potential to expand and redirect how we think about environment and society and what we’re *actually* doing when we design.



“Eating and perception are perhaps not so different things—each is a form of capturing information from our ambient universe, a process that is completed only once a primary material is transformed into something new. How is pertinent, interesting, or useful information stored in the world and how do we harness it to produce both knowledge and form? These are the problems of ecology and ecological thought.”

Sanford Kwinter

Terroir is a term traditionally used in wine producing culture to designate the *totality* of multivalent and multi-scalar factors contributing to the qualities of the wine. These include but are not limited to climate, soil, harvesting techniques, history, geography, local traditions etc. We will extend this term broadly and radically to refer to *every* aspect of *every* element at every scale in a final assembly - be it a **building, an object or an experience**.

The Projects:

The studio begins with a two-part intensive research phase (Projects 01 and 02) followed by a design proposal (Project 03) for a new kind of urban learning institution, an integrated food-cooking-social-urban-ecology-based enterprise: a cultural anchor for the new urban reality. The specific programmatic drivers for individual design proposals will be developed by students during the research phase.

Project 01: a deep dive into the radical practices of chefs including: Heston Blumenthal, Rene Redzepi, Alex Atala, Alice Waters, Jose Andres, Ferran Adria, Dan Barber, Hiroyuki Terada, Grant Achatz, Gaggan Anand and Susir Lee among others. It is notable that once many of these chefs achieve notoriety through their exclusive restaurants where extreme culinary experimentation and sensorial stimulation are precisely calibrated to delight or shock the nervous systems of individual patrons their focus often expands to broader urgent social, political and environmental issues impacting and impacted by food.

In Project 02 We will identify and explore the cultural, biological, scientific, historic, geographic, atmospheric, climatic and technical factors that contribute to a range of culinary/sensory products and processes including fermentation, distillation, brewing, affinage, wine, cannabis, chocolate and tea.

The Sites:

Students will select one of two New York City sites for their design proposal (Project 03). One site has river access, the second site invites engagement with the water table.

Schedule

Midterm Review: March 1

Final Review: April 26

A detailed pin-up and presentation schedule will be for the semester will be posted online.

Studio References

Richard Wrangham, *Catching Fire: How Cooking Made Us Human* (Basic Books: 2009)

Thich Nhat Hanh, *How To Eat* (Parallax Press:2014)

Ian Tattersall and Rob Desalle, *A Natural History Of Wine* (Yale University Press:2015)

Wolfgang Schivelbusch, *Tastes Of Paradise* (Vintage Books: 1993)

Daniel Lord Smail, *On Deep History and the Brain* (University of California Press: 2008)

Soshitsu Sen XV, *Tea Life, Tea Mind* (John Weatherhill Inc.: 1979)

Michael Pollan, *The Botany Of Desire* (Random House: 2002)

Dan Barber, *The Third Plate* (Penguin Press: 2014)

Studio Olafur Eliasson, *The Kitchen* (Phaidon)

Questlove, *Something To Food About* (Potter: 2016)

F.T. Marinetti, *The Futurist Cookbook* (Trefoil Publications Ltd: 1851)

Carlo Petrini, *Slow Food* (Columbia University Press: 2003)

Log 34 Spring Summer 2015

Lizzie Collingham, *Curry: A Tale Of Cooks And Conquerors* (Oxford University Press: 2007)

MKF Fisher, *An Alphabet For Gourmets* (North Point Press: 1989)

Adam Leith Gollner, *The Fruit Hunters* (Scribner: 2008)

David Howes, *The Varities of Sensory Experience* (University of Toronto Press: 1991)

Andrea Wulf, *The Invention of Nature* (Vintage: 2016)

Alexander von Humbolt and Aime Bonpand, *Essay On The Geography Of Plants* (University of Chicago Press 2010)

John S. Allen, *The Omnivorous Mind* (Harvard University Press: 2012)