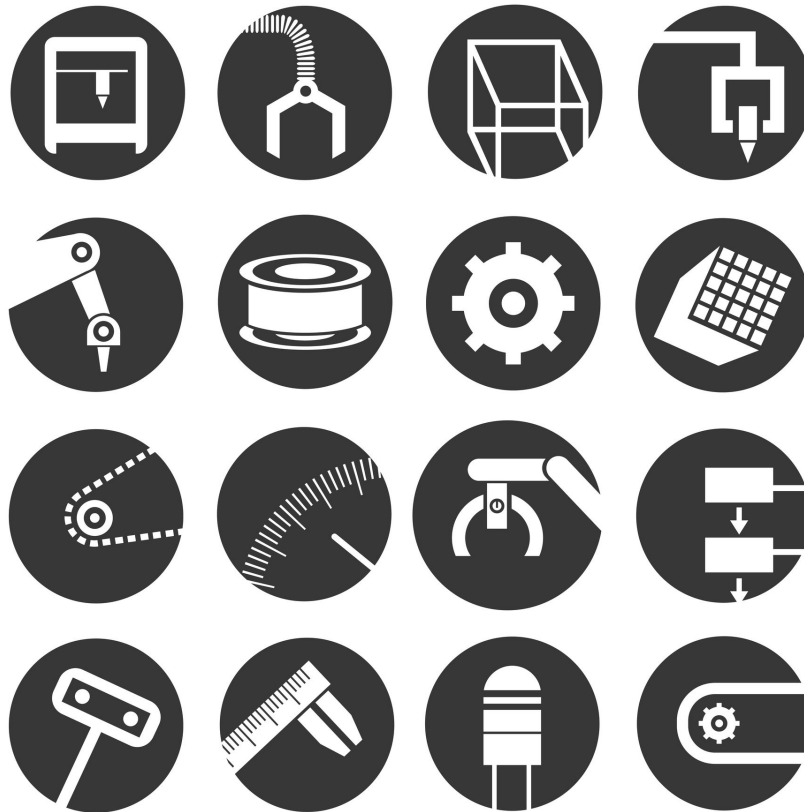


Columbia University GSAPP  
Fall 2018 Advanced Design Studio V  
Critic: Lise Anne Couture



# PRODUCTION+

## **PRODUCTION+**

**ABSTRACT** 23/08/18

*In light of rapid technological change what is the future of manufacturing?*

*With an increase in automation what is the future of work?*

*Might a lower demand for labor be an opportunity to be 'productive' in new ways?*

*How might time be valued? Where and how might time be spent?*

These are some of the themes that the studio will interrogate as we investigate the future of the urban manufacturing workplace and generate speculative architectural proposals that re-vision the light industrial/manufacturing zone along the Newtown Creek waterfront in New York City.

### **Preamble**

In reaction to the gradual disappearance of local manufacturing since the middle of the last century, New York City as well as many other cities from Zurich, Switzerland to Melbourne, Australia, has stepped up efforts to incentivize new types of urban manufacturing in order to diversify its economy and urban demographics as well as to revitalize derelict urban areas, support environmentally responsible urban strategies and integrate smart technologies.

Urban manufacturing however is inextricably linked to an even larger sphere beyond its immediate context and specific issues. As we create new visions for urban manufacturing we must also develop new concepts for what we understand as "productivity" in order to address the broader impact of technology and automation on the changing nature of work, the viability and consequences of a universal income or the potential implications of a much debated future 'leisure society'.

Recently we have seen 'Maker Culture' cast a light on innovative and non-conventional modes of production through new methods of producing, collaborating, sourcing and distributing into the mainstream. Yet with its roots in hacking, DIY (Do-It-Yourself) and the sharing economy, Maker Culture risks being tied to a limited scale of investment, production and output. This studio seeks to pump up the volume and increase the stakes to envision new architectural speculations that will accommodate a next generation of urban manufacturing and workplaces that may have affinities to Maker Culture, but are much more than a simply scaled up version.

The studio will explore new concepts of "productivity" by re-interpreting our understanding of 'investment' relative to 'output and return'. Productivity can be understood not only as a measure that assigns value in conventional terms i.e. revenue and profit but "value" can also be measured relative to the Circular Economy and with respect to benefits that more broadly affect social, political and environmental spheres.

The studio will generate a diverse range of places of "Production" to be sited along the light industrial and manufacturing zone of the Newtown Creek waterfront with the goal of

contributing to the revitalization of this toxic Super Fund site and its planned environmental remediation.

To engage the future of the site and as well the future of the workplace and its implications on individuals and the community at large, the studio projects will re-invent the program of urban manufacturing to introduce other uses and amenities in combination with innovative approaches to the site. The studio will speculate upon new programs that include not only the conventional production of materials, objects and assemblies, but also the production of energy, of food, of content, of culture, of social services, of events, of ideas, and more.

The “+” in **Production+** therefore constitutes a range of desirable “By-Products”. By speculating on collateral programs and spaces, putting forward new concepts of productivity might enable other types of outputs: By-Products that are publicly engaging and have a cultural, social, environmental or other type of collective benefit - yet are also intrinsic to, and even the driver for, an overall site strategy and the design of an architectural outcome.

Selected references:

#### **Future of Work**

Where Machines Could Replace Humans - And Where They Can't (Yet)

<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/where-machines-could-replace-humans-and-where-they-cant-yet>  
[Future of Work](#)

Jobs Lost, Jobs Gained: Workforce Transitions In a Time of Automation

<https://www.mckinsey.com/featured-insights/future-of-organizations-and-work/jobs-lost-jobs-gained-what-the-future-of-work-will-mean-for-jobs-skills-and-wages>

Is Finland's basic universal income a solution to automation, fewer jobs and lower wages?

<https://www.theguardian.com/society/2017/feb/19/basic-income-finland-low-wages-fewer-jobs>

Post-work: the radical idea of a world without jobs

<https://www.theguardian.com/news/2018/jan/19/post-work-the-radical-idea-of-a-world-without-jobs>

#### **Circular Economy**

<http://www.ellenmacarthurfoundation.org>

#### **Urban Manufacturing**

Cities Report, Cities of Making, Brussels May 2018

[http://citiesofmaking.com/wp-content/uploads/2018/05/CoM\\_CityReport-0523-HR.pdf](http://citiesofmaking.com/wp-content/uploads/2018/05/CoM_CityReport-0523-HR.pdf)

Rappaport, Nina. The Vertical Urban Factory, Actar, 2015. Print

Book sample: [https://issuu.com/actar/docs/vertical\\_urban\\_factory](https://issuu.com/actar/docs/vertical_urban_factory)

Futureworks NYC

<https://futureworks.nyc>

NYC Dept. of Planning: North Brooklyn vision Plan

<http://www1.nyc.gov/site/planning/plans/north-brooklyn-vision-plan/north-brooklyn-vision-plan.page>

Urban Manufacturing Alliance  
<http://www.urbanmfg.org>

**Newtown Creek**

Newtown Creek Vision Plan 2018

<https://www.riverkeeper.org/campaigns/restore-nyc-waterways/newtown-creek-vision-plan/>  
<https://www.riverkeeper.org/wp-content/uploads/2018/03/Newtown-Creek-Exec-Summary.pdf>

Waterfront Alliance

<https://waterfrontalliance.org/2018/07/19/new-wetlands-in-newtown-creek/>

Full syllabus with references and studio schedule to follow.