6.1
Design Exploration by Media Experimental Methods

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The following document is a description of the different phases in design exploration using media experimental methods at the University of Kaiserslautern.

Introduction

Students working on various design problems are looking for design qualities by using media tools. The intension is not to edit a catalog for new design methods, rather to open their view for creative experimental work.

It is not to put finished projects in multi-media programs . It is the usage of those tools in the first steps of a design problem.

In this idea the traditional designing tools, like sketches and models have the same status as the media work, it depends on the individual creativity and the special architectural problem.
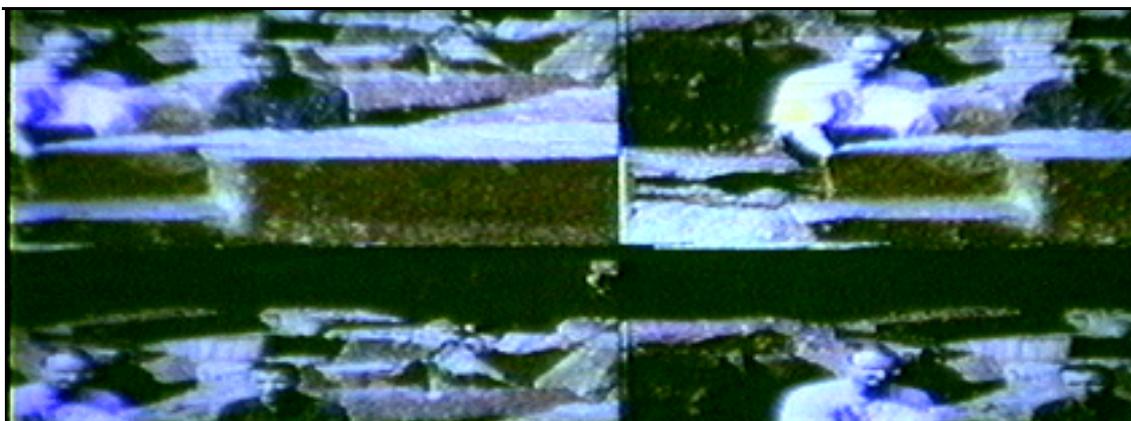
Presentation of the conference paper

Influences

The first phase in design exploration.

Experiences by doing the video "Hausmedienhaus" from Peter Spitzley.

Hausmedienhaus is the animation of a virtual Mediamuseumsarchitecture.

The primary ideas of my project grew in connection with another seminar which preceeded the design project "Hausmedienhaus" directed by a design department. The contents of this seminar was talking about theoretical movie and photo literature, new progress in architecture, urban planing and new techniques like cyberspace.

Why did you call your paper influences ?

Here first started the process of influence. I collected images and sound fragments from magazines, radio and television. Then I put all this together and worked with them using different systems.

The next effect starts. The systems are now influencing themselves. The virtual changes the real and the real changed the virtual. I came to the conviction, that simulation or cyberspace are only parts of this world and do not open new or independent worlds.

Why have you made a movie ?

Here I come in direct contact with my collacted images. I am not forced to transfer these into abstract forms thus loosing much of their content.

On the other hand, the look at the environment through the tools gives my work new aspects. For a short time the identety of the collected images is lost, but in another connection they will get a new value.

For example, if you are mapping surfaces to a geometrical CAD-object, the real images became virtual facades, but later they change to constructable facades.

The idea is now to translate this thought into buildable architecture and to describe a way of designing with and in media tools.
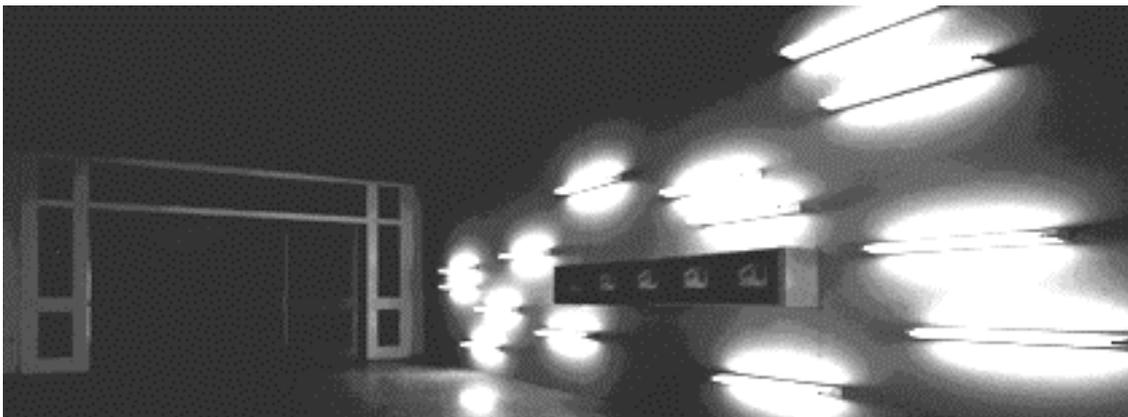

Videoinstallation in Kaiserslautern

Description of the Architecture

The starting point was the integration of the entire design area, located in the towncenter of München, Marstallplatz, as a changing architectural installation.
The urban design concept here is to create a huge action zone, punching out this area in the city with a concrete frame. This frame manages the differences in elevation and the access to the surface of the grid.

Within the grid are the different parts of the "Museumshaus" located. Similar cubes in height, width and length are alinged in the direction of the Marstalltheater in the center. All cubes are constructed in the same manner, but with different facades and functions. Some of them are greenhouses, reminding us on nature and build resting zones. Others are centers for mediaproduction, where the museums users are communicating with each other, sharing information or creating and designing images themselves. There are spaces for cyberspace, cubes as archieves and others for the presentation of media art.

To adapt the museum to a possible future increase in demand, the whole area of the grid can be coverd with cubes.
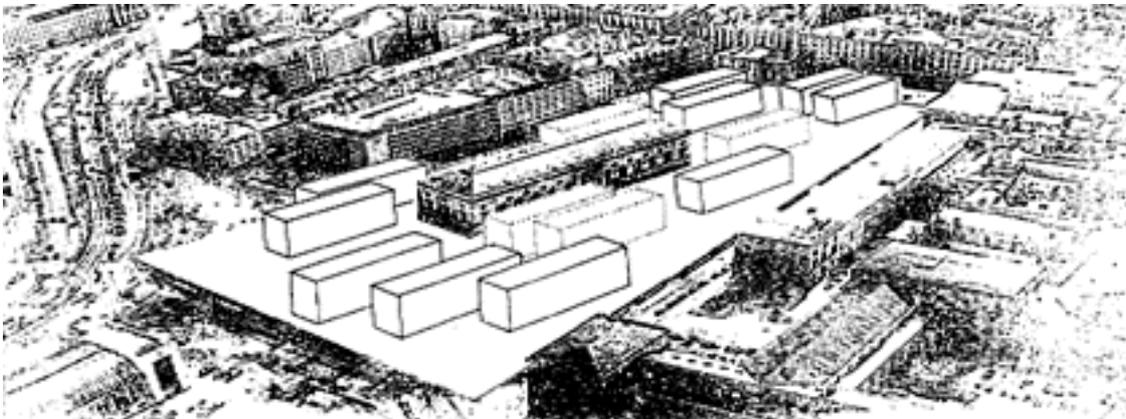
The cubes in München

Verlorene Paradiese

The second phase in design exploration.
<u>Critical annotation</u>

With a group of 15 students a project seminar was started in summer semester 1994. The project began with the search for a design problem which should be analysed and solved with the integration of color slides, video tapes, media and computer tools.

The goal was to show how the architectural design process changes while working **on** a project within these mediums.
The number of the students slid back to six, so that only three groups are still working in the seminar.
The drop in student engagement is propably a result of the technical equipment and the time which is necessary to master the tools.
But the second and most important reason is the inability to **reduce**.
To reduce themselves and to find a red line in their way of thinking. They were not able to focus their ideas on one point, or to collect their design energy for one result.
It is necessary to do a loop back to the roots of the design problem, the reflection of the own work, to give the design process a comprehensible structure.

Future Research Fields

The third phase in design exploration. Another field in architectural design process is to find analogies with sound tools.Here we enlarge our repertoire in working on a project. We can use the tone or the rhythm to influence the images or the geometrical structure of a CAD-product.

By using all our senses we are able to change the quality of designing and have the chance to search for hidden architectural qualities .


Search for the design problem

Conclusions

It becomes increasingly necessary to pick out the fragments of interest, to treat and handle all information we can get. The starting point in this consideration is to collect **all** that influence the images in our mind, such as pictures**,** sound, literature, discussions, smell, taste.... By all the information fragments the need is to reflect and to control your original idea, the reason for your doing.

Decisive is the quality of the information. It is not necessary to distinguish between what is the real and the virtual because of the enourmous possibility of simulation and the quantity of information.

For that reason the simulation is part of the reality.

The goal is to describe a new way in the designing process, with an integration of different media tools. to find another critical awareness in creating our environment. The usage of the electronic media like video and computer have the possibility to aid us as an intermediate stage to combine the real and the artificial. The advantage to show the various dependencies.
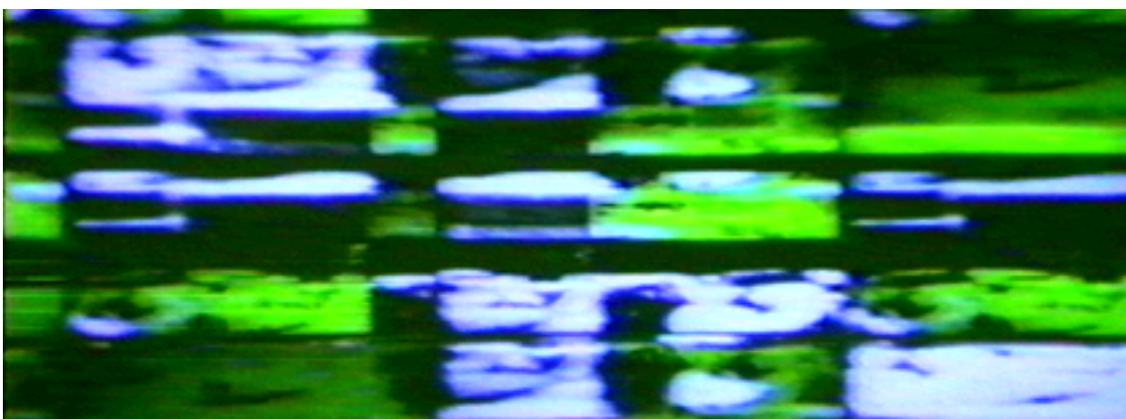
The real and the virtual

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