

04. Transnational Meeting (CONSORTIUM)

Date: December 10, 2020

Location: on-line

Present: Harriet Harriss (Royal College of Art), Johan De Walsche (Universiteit Antwerpen), Dag Boutsen (KU Leuven), Mia Roth Cerina (Sveučilište U Zagrebu), Carla Sentieri Omarrementeria (Universitat Politècnica de València), Michela Barosio (Politecnico di Torino); Federica Vannucchi (Royal College of Art); Hanne Van Reusel (KU Leuven).

Agenda: 1. Overall strategies for the dissemination of the survey; 2. Standard Letter to be sent to schools and networks; 3. preparation for the upcoming Multiplier Event schedule on Friday February 19, 2021 (8am-12 EST 2-6pm CET); 4. Discussion of the New Schedule; 5. Events at Pratt School of Architecture on Harriet Harriss' book Architects After Architecture

Hanne Van Reusel presents herself: "There's lots of aspects of myself. I could present, but I think today the best way I want to put myself across is that I'm an architect. I think I'm one of those who also like to really go and follow her passion, but in the broad scope of architecture. So I really followed my heart and I developed this direction, like in a broader sense working as an architect and so really my passion is on the human aspects of it and the connections and the emotional relations that people develop with space, especially also spaces in transition. And with the biggest focus here in Brussels, but also internationally. I am a maker, as someone who likes to be creative. I also have a very strong passion for making things, and having the feet on the ground and having these very direct and sincere interactions and I've done my research on my PhD by design on this topic. I finished this action research in which I developed my practice with an academic side to it. I'm also part of a very transverse organization which is a design and development studio here in Brussels. That really aims to facilitate sustainable transitions and so I'm also really curious about this research project because, for me, it touches what architecture is and could be and should be, which is part of my doctoral work and my practice today."

Regarding the survey for Hanne "there are definitely skills in the survey that I use, but some are missing, those that are more specific. Also, I just met another student who just finished her studies. She just finished her studies in architecture. She contacted me because she also wanted to have this more human oriented direction and she is very open. He also told me there are certain things that you don't feel prepared for when you start practising architecture and for example human relations, but also like getting projects. Those include writing project proposals and these kinds of skills are very concrete things you have to do to run a practice. But also, this kind of softer skills, which is like the facilitation of digging into people's needs reading people's like objectives, like the more political layer as well. I can definitely see that our practices are really important. Which I think is also part of this architectural way of bringing complex things together. But, which I didn't find back in, for example, the survey."



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The partners agree on the importance of the open field in relationship to skills, that is “Do you think that we asked the right questions?”

Overall strategies for the dissemination of the survey

mia roth: I think that is part of the whole website package and I actually set up a Facebook page. And I can show it and explain what I thought about the way we should go on with them. So it's not public yet until we agree, how we know what rhythm and what capacity do we want to push it forward with the survey or with some basic data about the project, but it does have basic details. The basic description about the project. The goals of the project, the explanation of the consortium and so forth.

Now, of course, this shouldn't be the only channel. I'm thinking that we should probably all agree to start launching it within our alumni offices in our schools. I can tell you how far we got with that. That we can then disseminate this from each of our separate website accounts. I will make everyone here an editor. But I and the researcher at my school would be responsible for regularly feeding certain info and the strategy that we talked about in that regard, was to start with several pictures and small texts regarding the launch of the project, then several posts representing us that would bring us to the book launch where we were. Harriet could post about the book. And in between to constantly kind of remind people to launch the survey, but here it's really important that everybody kind of takes part in this and disseminates it within their own school channels organization.

Harriet Harriss: Federica with her RCA account could create a social media account for the project and that would make it easier for that to tweet about that, but also in doing so, what we need is all of your institutions and your own personal twitter tags. So that way when fed tweets. If you put an image you can tag up to 10 people I think on Twitter. So you don't use up all of your character limitations. You can have an extended number of people who will get the signal and then we can all retweet and so we can build that out in terms of our audience. And also similarly to what we probably need is a directory of all the Twitter handles that we want to kind of reach out to. So I think that means she is Twitter handle it means our MBAs Twitter handle. It means AIA in the US, the Architectural Humanities Research Association in the UK. It means ARCC in the US because all these people are very interested in what we're doing and they're looking at this study. That will allow comparative data with the US in relation to this study. So we need to kind of keep them on board. So maybe we just need to work to put together that directory to make it easy for Friday as a separate document. So when she's tweeting and retweeting things and all of us to get involved and join in. And so we start to have an online conversation. I think honestly that the two main platforms for this are likely to be Instagram, but also LinkedIn. Twitter and LinkedIn, rather than Instagram, because the visuals are not that compelling in Instagram. And then people kind of click in and on through that as a kind of hyperlink. So I think it really is LinkedIn and Twitter that we want to focus on. I don't know if we have, I mean I know we've got a Facebook page and that's great. So that's, you know, so what we want to do. We could obviously create tiny URLs back to this page. So when we're tweeting, it can bring people back through Facebook onto our website. It's kind of that multi channel approach. How do we make them more intersect to make it effective and so just a few things than just the talk is next Wednesday



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we're doing an article for design, which we're finishing today and in that article. We will be mentioning the survey and obviously putting a hyperlink into the afterlife.

mia roth: Regarding Facebook, it would be possible if we launched today to feed this preparatory info daily up to the book launch, for instance. Today we launched it, tomorrow we will introduce the first survey. Two days later, we introduce the team then you share your design article and then we promote the book launch and the survey so this first part can go in parallel. I agree very much with Instagram. That was my concern, too, because we have to visualize data after the survey. It's really a question on what the Instagram, other than meeting pictures and zoom screenshots would really entail at this point.

As Twitter goes, I don't know how the schools are, I'm guessing that not all schools are as active and all of the platforms. So it's a good idea to branch out. Our school for instance has Facebook and Instagram, but doesn't have Twitter and LinkedIn, all of us do have LinkedIn. Some have Facebook, some don't. So, we will need to see who can kind of disseminate in what channels. But I would suggest that Facebook is maybe the originator of the data and then that the other media re-shares or copy-paste the information that is posted here.

Federica Vannucchi: So I will set up Twitter and LinkedIn.

Harriet Harriss: So yeah, two things, but I think with LinkedIn, you could base both things off your RCA account. And that might be the easiest thing to do. So that's sort of RCA want that kind of and that way RCA will follow you and help promote it as well. And then you just need to send us the links to your both your Twitter the Twitter account the project and then and then also the LinkedIn account and we can follow and share it. And then we need to do a version of all we need to do an announcement on that account. But the trouble is we need to follow it first on our LinkedIn accounts. So that we can retweet it or repost it.

mia roth: Editors, and these platforms and I need to make all of you editors, or whoever has Facebook on to this. I mean, I can take care of it. But you'll obviously want to share information from here or post or comment or add.

mia roth: On Facebook, we can also occasionally drop some data from the first preliminaries as separate news. Just to keep it going and periodically advertise the survey. And in terms of the survey dissemination: I think it was a really good idea to start with the alumni offices, because from our schools to kind of do that horizontally I hired an administrator from our school, a while back, and she got the emails, hopefully, most of them working from the last 10 years of all graduates. So as soon as we decide to go for it. She's going to send a survey to all of these addresses so I think probably that should go in parallel with all the media.

Carla Sentieri: It is difficult to find the alumni

mia roth: that's why I hired this person because we also have absolutely no alumni tracking to speak up. So she just did some weeks of internet stalking.

Standard Letter to be sent to schools and networks

Federica Vannucchi: We have to reach out to the external advisory board, the European networks and the European creative sector networks. Each of us has a number of countries and schools. I will draft the letter for everybody to use.



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mia roth: Regarding the letter to be sent to schools and organizations, it is better to have a word with the link of the survey.

Organization of First Multiplied Event

Johan De Walsche: Multiplier events are connected to the analysis of a certain flow. And then we could address each of our audiences separately. And in the end, we would have one final Multiplier Event regarding the conclusions in which we address both policymakers, educators and the other sectors. So I think the only thing that makes sense now is to look for support and show how needed this is, I think, at that moment. The architecture education administrators are the only one audience that are really here, because we do not know what to say about others.

mia roth: Regarding the first multiplier event in February, perhaps it's not as much as a question of who is the audience, but who are the speakers, because if we are not going to have final results to present at the multiplier event, perhaps it would make sense to have a collection of short talks. If you remember last spring, we had an announcement at our school talks of people who were on the fringes, kind of either from architecture to something else or from the outside into architecture. And if we focus on this first group and each of us invites maybe three of these to talk 15-20 minutes and then have little roundtables. We could make it like a public conference, rather than a presentation of the results of the research done so far. And then this together with the results we will have by May can then be a communication of the results of the project, but this short conference would somehow be almost like an in-depth interview model, with people who want to participate in the survey or in the research further. Like the subjects in Harriet's book.

Federica Vannucchi: only people that are outside of architecture or also people that are inside?

mia roth: Because as we saw in the first discussion with the Advisory Board, it will also very much be a question of what we consider leaving architecture, because a lot of people who don't practice consider themselves architects, so where, you know, this is also a thing to discuss here. But yes, anybody who was considered subject matter for an in depth interview would be a good guest.

Federica Vannucchi: do we define certain categories, such as politicians, activists, cuators, journalists, etc. ?

mia roth: We can, but I think we have to really diversify this because I don't know how long the multiplier event was going to originally last but let's say if we have several sessions of three or four speakers speaking 10-15 minutes with a short discussion, you know, like a conference format, it could probably work and we can group them by similar affiliation. Somebody from the inside, and somebody from the outside, but coming together in a similar discipline. For instance, the person doing our website and the design. He's a trained architect who is now in graphic design and conceptual art, something like Dag's example Pieter Jan Ginckels. So he would perhaps be connected to somebody who is in that area from another country and then we could have somebody who is in politics and somebody who is in activism, or I mean we can have automatic groups and I don't know what



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how many of these, they should be. Was it a full day event or a half day event? Is it three or four sessions, I don't know, but it would be interesting to group them, for instance by common denominator, but from different countries to see.

Federica Vannucchi: so we should propose people and then group them. Also because we received so many comments from the Advisory Board on what is the limit between architect and non architect, we could talk about this, even be the theme of the conference.

mia roth: Yes, something like the fringe of architecture or the limit.

Dag Boutsen: Yes but what they will tell needs to be a kind of answer to the question why they do what they do.

mia roth: And whether it has anything to do with their training.

Federica Vannucchi: Yes. And that means that we can address them with a number of questions. So we can prepare these questions and I can prepare a folder and a document.

mia roth: I mean, I don't know how the lecture series that you are planning at Pratt. But maybe this is something that can also connect maybe somebody who is participating. There can also be a discount here with one or two people, you know, to kind of bridge.

Johan De Walsche: these would be our interviews.

Dag Boutsen: Six questions sent before and to make it turn it into a life interview and we asked always these questions in front of a different person. I mean, Mia the first two and then me, and so on. And so that it becomes really a kind of a scenario in which these questions become standardized, we can learn about it. And the whole idea is to prepare the in depth interviews.

mia roth: And we can film them like short films and add them to the website afterwards, like short interviews.

Johan De Walsche: If they agree. People have to agree with everything we do with them afterwards, this disclaimer.

Federica Vannucchi: So then the question is who are the guests.

mia roth: Perhaps the advisory board and then we just disseminate everywhere. And like any public lecture just have people join the event. I mean, we can target certain people, but I think it should be an open event, just to generate an audience and open up the discussion because perhaps somebody provides some insight, which we're not thinking of, I don't know.

The partners decide that the event is 12 people, each speaking 10 minutes. We will invite the Advisory Board, and the european associations.

Calendar

Johan De Walsche: we will have the first ME as discussed. Then we will have: the report of the analysis of the creative sectors in Leuven (ME 02); report of architecture in Torino (ME 03); report of sectors others but related to architecture in Valencia (ME 04); report of sectors not related to architecture in London (ME 05); and finally Architecture's Afterlife reports to



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architecture education administrators by Torino & Afterlife reports to higher education policy makers by Antwerp in Zagreb (ME 06).

The flows are divided in 4:

full time architecture (Torino)

part time architecture

related to architecture (Valencia)

others: divided in creative sectors (Leuven) and not related to architecture (London)

But because we don't know about the survey results, we should have this discussion later.

Events at Pratt School of Architecture on Harriet Harriss' book Architects After Architecture

Harriet Harriss: regarding the Pratt Events Architects After Architecture, we have two of them in the Spring: I think it would be good if they were like, not an evening event because otherwise you guys are going to be in your pajamas, which is no good. So I think we could run it as a workshop during the day.

Architects After Architecture Tech: One of them is tech. So the first one, at the moment, in terms of organization is a company called architects who rehabilitate architects by helping them set up tech businesses after they graduate and are disillusioned. So they're really interesting. The other is Chris Hillary, who is trained as an architect, but created something called Proxy Address which allows homeless people that don't have a registered mailing address to create a fake address but legally that allows people when they're applying for jobs or housing. No one knows that their address isn't real. So they can't discriminate against them. So his work is really special, which is super interesting. It's sort of post architecture in a way and then the other one is a guy who set up a Bitcoin company. So again, this goes into commerce and not just tech. And there was one other that I can't remember. So that's the first one. And I do know that that's on the 22nd of January. And then I just thought I'd say that we could look at this today and finalize it and then we can start contacting the other ones. Two in the Spring, two in the Fall. So the next one could be writing. So we have or it could be about politics. The fourth person for tech is Miriam Bellard, who studied architecture in New Zealand, and then she is the Art Director for Visual Development at Rockstar Games. So she created computer games. So we could piggyback a discussion about the study if we made it to our seminar, made it public, made it international and if we put it out like you know twelve to two. For example, fair day, that would mean you guys could all participate because that would be like six to eight. So that would be an evening event for you for Europe, right. So that would work really well.

And then the second one. It's really up to you. We could as one option is ethical like people who are working with refugees, people who are working in politics. You know, sort of, I would describe them as agency architects because they're really kind of working in a much more socially connected way so sort of civic political social another possible theme which, you know, either way, we can swap this out to the fall right so, another one is to think about the ones that use writing or other forms of narrative. We could just call it narrative, if you like. And this is curators, writers, you know, which has journalists and authors and things like that.



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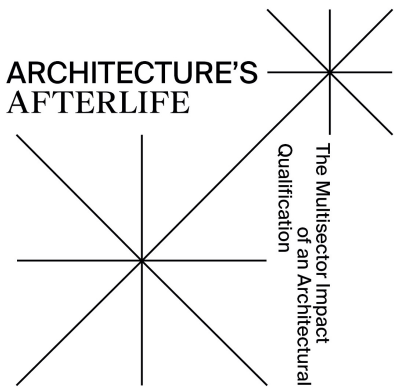


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So this kind of or other ways of expressing architectural voice or thinking, you know, blah. I don't know. So these are just some ideas. But if I will let you know if you have any time or if not, we can do next week just have a think about what, what would be the most valuable to the study, like is there already an area. That we think we don't have enough. We want more qualitative information because we think it's a super important area.

We know tech is important to this study, which is what I'm saying. Tech, for sure. But the others, maybe you know curation journalism, whatever it is not that interesting. I mean, although I think there's a lot of people that go into that field. And it might be better to do something around more kind of social, political, because a lot of that stuff is working with agencies that are non architectural at planning agencies and government agencies. So it's really sort of plugging into, you know, different forms of agency, besides just making buildings as a formal agency. But yeah, if we just decide ideally by next week or for next in during next week's session. What we want that second one to be because of that. And I've got to finalize all of that before Christmas anyway because we've got to announce the lecture series. Next Friday. So I'm that'd be really helpful.



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