Prescriptive Designs

Anastassia Smirnova

SVESMI
Strelka Institute for Media, Architecture and Design
The Netherlands

TU Delft

Russia

Strelka Institute for Media, Architecture & Design

Rotterdam Academy of Architecture

Higher School of Economics
**Four ages of state, science & spatial organization**

- **Economic System**
  - Agrarian economy
  - Hierarchic/military lordship
- **Colonial Empires**
  - Absolute monarchy
  - Parliamentary system
- **Industrial Revolution**
  - Pluralistic liberal democracy
- **Scientific Paradigm**
  - Theory of substantial forms and entelechies
  - Development of the ‘Laws of Nature’ concept
  - Classical mechanics and thermodynamics
  - Self-organization and non-linear dynamics
- **Principle/Cynosure of Spatial Organization**
  - Acropolis, Temple, Castle
  - *Grand Palais*
  - Radial planning
  - Open uniform grid
  - Polycentrism
  - Urban sprawl
  - Generic city

© Sergey Sitar
Four Ages of State, Science & Spatial Organization

<table>
<thead>
<tr>
<th>XIX Century</th>
<th>XX Century</th>
<th>XXI Century</th>
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<td>Socioeconomic System</td>
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Current system of education in the fields of design, architecture and urban studies caters for previous paradigms.

New paradigm requires new approach to learning.
Student Dormitory by I. Nikolaev, 1929-39
Experimental Patterns of Cohabitation

ELITE

POOREST CLASSES
Ремонтно-реставрационные работы, производимые высшими художественными мастерскими ("Вхутемас"), по восстановлению фасада 2-го дома Советов (б. Метрополь).
"Членам бытовых коммун предполагалось предоставить ряд льгот и привилегий: преимущество при приеме на работу и поступления в учебные заведения, освобождение от ряда налогов и др" (Хазанова ВЭ, Советская архитектура первой пятилетки, М., НАУКА, 1980, с. 218)
BARRACKS FOR WORKERS BEFORE AND AFTER THE REVOLUTION 1913-1939

"ZEMLIANKI" - DUGOUT HUTS FOR FACTORY WORKERS, 1930s

"SOVIET FAVELAS" AROUND BIG CITIES APPEARED WITH THE INTRODUCTION OF THE PASSPORT SYSTEM IN 1932

PROJECT "NOVKOMBYT" BY I. GOLOSOV, IDEAS FOR THE NEW COMMUNAL LIFE, 1938
IN JANUARY 1935 16% OF ALL CITY DWELLERS OF THE USSR LIVED IN BUILDINGS, 84% – IN ALL KINDS OF DUGOUTS, BARRACKS AND IMPROVISED HUTS.

SOURCE: "LUBYANKA. STALIN AND NKVD-NKGB-SMERT", 1939-MARCH 1946, MOSCOW, "DEMOKRATIYA" INTERNATIONAL FOUNDATION
"PERCENTAGE OF DIFFERENT GENERATIONS IN OVERALL NUMBER OF MICRORAYONS", RUSLAN SABIROV, CITIZENS AS CUSTOMERS, STRELKA EDUCATIONAL PROGRAM 2012
By 2025 the plan is to provide 30 million Russians with new homes.

According to the Ministry of Construction, nearly 900 million m2 of new residential housing will be introduced by 2025.
First stage winning entry for the New Standard Housing Competition organised by Strelka, 2017-2018
First stage winning entry for the New Standard Housing Competition organised by Strelka, 2017-2018
Every 5th man in Russia has some kind of experience of the penitentiary system. Strelka Institute student Research "Country of Punishment" by Izabella Chihonska
WeWork (Forbes 760 mil) - New York company and network with 130,000 members in 163 locations and 52 cities

In 2016 initiates WeLive

WeLive Membership

Beds and couches, towels and linens, and everything in between

Fully hooked up units with HDTVs, in-ceiling wireless speakers and sensor-regulated environmental controls

Community-driven common areas, including a Chef's Kitchen, Laundry/Arcade and Yoga Studio

The option of convenient month-to-month flexibility

Premium Cable, high speed Wi-Fi and general utilities, included at a low cost

Full-time Community concierge and housekeeping team

Community engagement through the WeLive Mobile App

Access to all We Community events and our global community of 100,000 members

No broker's fee and no proof of 40X rent

Refreshments including fruit water, micro-brew coffee, and tea are available to Members daily
A New Way of Living.

WeLive is a new way of living built upon community, flexibility, and a fundamental belief that we are only as good as the people we surround ourselves with. From mailrooms and laundry rooms that double as bars and event spaces to communal kitchens, roof decks, and hot tubs, WeLive challenges traditional apartment living through physical spaces that foster meaningful relationships. Life is better when we are part of something greater than ourselves. Whether for a day, a week, a month, or a year, by joining WeLive - you’ll be psyched to be alive.

MOVE IN FOR MONTHS or STAY A FEW NIGHTS WeLive is your home as long as you need.
<table>
<thead>
<tr>
<th>Listing</th>
<th>Location</th>
<th>Price</th>
<th>Rating</th>
<th>Views</th>
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</thead>
<tbody>
<tr>
<td><strong>Kahtal-Cancún</strong></td>
<td>Mexico</td>
<td>21€ per night</td>
<td>★★★★★</td>
<td>145</td>
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<tr>
<td><strong>Myway coliving</strong></td>
<td>Argentina</td>
<td>From 300€ per month</td>
<td>★★★★★</td>
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<tr>
<td><strong>Wolfhouse</strong></td>
<td>Spain</td>
<td>per person per day 50€</td>
<td>★★★★★</td>
<td>491</td>
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<tr>
<td><strong>A Landing Pad @barcelonacoliving</strong></td>
<td>Spain</td>
<td>from 1 100€ per month</td>
<td>★★★★★</td>
<td>752</td>
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</table>
A FRIENDLY HOME IN NYC

A modern, urban lifestyle that values openness, collaboration and relationship building.
Co-living Startup Moving Into Brooklyn Brownstones After Raising $7.35 Million
Covering all continents.

Go anywhere you want.
Comfort

Learn by living somewhere different.

Enjoy privacy and comfort. Every room has its own private bathroom, is fully furnished with a queen or king-sized bed, and even includes cleaning services for your sheets and towels. It’s everything you need to feel right at home.
Roam в Лондоне

WeLive в Сиэттле
DWELLING (SPACE)  →  DWELLING (TIME)
EXISTENZMINIMUM
EXISTENZMINIMUM
(SPACE/PERSON + BASIC UTILITIES)

EXISTENZMAXIMUM
(TIME + SPACE + TOTAL ACCESS)
TAMERLAN, 42, WORKER
Redefinition of Public and Private Space
Distributed house, OMA, 2000
Strelka students research the possibility of a fully distributed house
Dutch designer Jurgen Bey, a star of Droog Design, conducts design research for the Dutch railway system NS on people using trains as working stations.
Dutch designer Jurgen Bey, a star of Droog Design, conducts design research for the Dutch railway system NS on people using trains as working stations
Small business’s take on the distributed house:

Nap cafe in Tokyo offers beds per hour
Kalbreite Cooperative, Zurich
Kalbreite Cooperative, Muller Sigrist architects, Zurich
House Amsterdam in the ZIL area in Moscow, SVESMI, 2017
1К 45.3 БТИ 1К 45.3 БТИ
HOUSE OF TEXT

SVESMI
DWELLING > MUSEUM

HISTORICAL > CONTEMPORARY

PRIVATE > PUBLIC
Maximum number of visitors per room (existing regulations)
APARTMENT BUILDING
HISTORICAL MONUMENT
PROBLEMATIC CIRCULATION
LOW CAPACITY
MARGINAL POSITION
MUSEUM FOR LONELY PEOPLE
Vilhelm Hammershøi, Interiors
Caspar David Friedrich, Girl at the Window
Door blocked by a glass panel to guide visitors according to route
<table>
<thead>
<tr>
<th>Terminal</th>
<th>Flight</th>
<th>Destination</th>
<th>Time</th>
<th>Gate</th>
<th>Remark</th>
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<td>Bucharest</td>
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<td>10</td>
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<td>Socioeconomic System</td>
<td>XIX Century</td>
<td>XX Century</td>
<td>XXI Century</td>
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<td>Postindustrialism</td>
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<td>Open uniform grid</td>
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<td>Polycentrism</td>
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Current system of education in the fields of design, architecture and urban studies caters for previous paradigms. New paradigm requires new approach to learning.
DUMFRIES AND DISTRICT

Post Office

DIRECTORY
(General, Street, and Trade Directory),

For 1911 and 1912,

to which is added

Directory of the Neighbourhood & Surrounding Villages,

County Residences, and a List of Farms,
Comprised in the District,

with an appendix, containing

General, Local, Post Office, &c., Information.

DUMFRIES:
PRINTED AT THE STANDARD OFFICE.
1911.

CLASSIFICATION
of the
Professions, Trades, &c.

ACCOUNTANTS.

Farries, Thomas C., 158 Irish Street.
Pringle, Francis O. (and burgh assessor), 12 Buccleuch Street.

AERATED WATER MANUFACTURERS.

ARMSTRONG & DICKIE, DOCKHEAD.
Burns, James (and botanic beer), Dockhead.
CARRUTHERS, R., F.C.S., NEWALL TERRACE.
Hill, J. H., Glasgow Street, m.
Johnstone, W. G., & Co., 9 Church Place (late Ewing & Co.)
and Old Brewery.

AGRICULTURAL IMPLEMENT MAKERS.

Baird, Alex., & Son, 3 Bank Street.
Callander, Gavin, Palmerston Works, David Street, m.
Charlton, J., & Sons, Bank Street and Nithsdale Mills.
Turnbull, Thomas, Pleasance Foundry (millwright).

ARCHITECTS AND SURVEYORS.

Armstrong, Francis, Town Hall Buildings.
Barbour, James, & Bowie (C.E.), 53 Buccleuch Street.
Crombie, W. F., 1 Union Street.
Grierson, Alex., land surveyor, 19 Loreburn Street.
Hay & Thomson, 10 Bank Street.
Kinnear, R. K., 143 Irish Street.
MacKinnel, W., The Shieling, Castle-Douglas Road, m.
In 2017 the Prize in Economic Sciences in Memory of Alfred Nobel 2017 was awarded to Richard H. Thaler "for his contributions to behavioural economics"

It is up for discussion how to call a specialist in this entirely new hybrid field:

Physycoeconomist or Economophysycologist?
Strelka Institute for Media Architecture &Design (Moscow)
Studio Generale 2011

Strelka Institute for Media Architecture &Design (Moscow)
Full Curriculum 2012-2013

Momentum (Istanbul) not realised
Curriculum+Think Tank+ Practice 2015

National Research University Higher School of Economics (Moscow)
Advanced Urban Design Master’s Programme 2016-2018

Rotterdam Academy of Architecture
Master’s Programme Research component (experimental modules) 2017
Experience and Network economies create a demand for the new type of professionals in the field of design, architecture and urbanism with specific skill sets and abilities. Academia, in its current state, cannot always adequately satisfy this demand.
 FOUR AGES OF STATE, SCIENCE & SPATIAL ORGANIZATION

**XIX CENTURY**
- Socioeconomic system: Agrarian economy, Hieratic/military lordship
- Scientific paradigm: Theory of substantial forms and entelechies
- Principle/cynosure of spatial organization: Acropolis, Temple, Castle

**XX CENTURY**
- Colonial Empires, Absolute monarchy
- Development of the 'Laws of Nature' concept
- Grand Palais, Radial planning
- Industrial revolution, Parliamentary system
- Classical mechanics and thermodynamics
- Self-organization, Non-linear dynamics
- Open uniform grid, Polycentrism
- Urban sprawl, Generic city

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STRELKA EDUCATION

STRELKA GRADUATES

ARCHITECT → Future Urban Architect

SOCIOLOGIST → Future Urban Sociologist

ECONOMIST → Future Urban Economist

PHILOSOPHER → Future Urban Philosopher

ETC → Future Urban Whatever

HOLISTIC VISION OF CONTEMPORARY CITY AND NEW MULTIDISCIPLINARY SKILLSET

We expect students to add “Future Urbanism” to their existing expertise. What we get in the end is a new type of professional.

Strelka graduates develop as “T-shaped” professionals, with a broad understanding of the field of urbanism and deep knowledge of a specific area.
ECOTONE CONDITION

Ecoton is a
ECOTONE CONDITION

Experimental educational lab

Large University
STRELAKA “HSE”

НАУЧНЫЙ/АКАДЕМИЧЕСКИЙ ПОДХОД
ПРОИЗВОДСТВО ЗНАНИЯ
ЛЕКЦИИ/СЕМИНАРЫ/КУРСОВЫЕ
ПРОЕКТЫ/КОРОТКИЕ КУРСЫ
НЕТВОРК ПРОЕКТИРОВЩИКОВ
НЕТВОРК ИССЛЕДОВАТЕЛЕЙ
СИНТАЗАНАЛИЗ

ДИЗАЙН НА ОСНОВЕ ИССЛЕДОВАНИЯ
ГЛУБИНА ИССЛЕДОВАНИЯ
ДОСТУП К ЗНАНИЮ
KEY COMPONENTS OF STRELKA PROJECT

**KEY COMPONENTS**

**PHASE 1**
**SYSTEMATIC ANALYSIS**
Inter-disciplinary research of a domain (per Studio definition)

**OUTPUT (EXAMPLES)**
Factbook, atlas, Wiki, catalogue, database

**PUBLISH CONTENT**

**PHASE 2**
**HYPOTHESIS**
Discovering new and emerging patterns, uncovering potential

**OUTPUT**
Hypothesis document
Articulation of an intuition / direction toward new patterns and potential of transformation

**(MIDTERM REVIEW)**

**PHASE 3**
**EUREKA**
Integrated design proposal with fact-based rationale and critique of approach

**OUTPUT (EXAMPLES)**
Plan, scheme, project, programme, manifesto, proposition, recommendation, (new) regulation

**RESEARCH-BASED DESIGN PROJECT**

**PHASE 4**
**DEMONSTRATION**
Make proposal believable by demonstrating ‘how to do it’

**OUTPUT (EXAMPLES)**
Proof of concept, prototype, pilot project, tangible explanation, model concept, intervention

**PUBLIC EXHIBITION**
DISTRIBUTION OF RESPONSIBILITIES

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STRELKA
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DEMONSTRATION
Make proposal believable by demonstrating ‘how to do it’

OUTPUT (EXAMPLES)
Factbook, atlas, Wiki, catalogue, database

OUTPUT
Hypothesis document
Articulation of an intuition / direction toward new patterns and potential of transformation

OUTPUT (EXAMPLES)
Plan, scheme, project, programme, manifesto, proposition, recommendation, (new) regulation

OUTPUT (EXAMPLES)
Proof of concept, prototype, pilot project, tangible explanation, model concept, intervention

PUBLISH CONTENT
(MIDTERM REVIEW)

RESEARCH-BASED DESIGN PROJECT

PUBLIC EXHIBITION

UNIVERSITY

STRELKA
PROGRAMME SCHEME

PROJECTS
FROM SIMULATORS TO REAL PROJECTS

MODULES

CRITICAL THINKING SEMINAR

INTRODUCTORY COURSE
MANDATORY PROJECTS
MANDATORY COURSE
SUPPLEMENTARY COURSE

SPECIAL COURSE
PROVOCATIVE COURSE

SYSTEMATIC COURSE

FROM SIMULATORS TO REAL PROJECTS

FIRST YEAR
FIRST SEMESTER
SECOND SEMESTER
SECOND YEAR
FIRST SEMESTER
SECOND SEMESTER

PROGRAMME SCHEME
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