

2020 VISION - abstract

'an ambitious and compelling dream that energizes; which provides the emotional and intellectual energy for the journey to the future' (Vision - Hamel and Prahalad)

The power of architectural visions is well established. For example, Le Corbusiers 1922 vision for the Radiant City (below) influenced much twentieth century urban planning, although how beneficially is now widely questioned. A weakness of many past visions is that they have been very strong conceptual ideas with little research behind them. This studio aims to explore a range of social, economic and environmental influences, make sense of them and then use them as generators of plausible scenarios for future living.

The studio is anchored on a real site in Cardiff, Roath Basin, which has had a masterplan prepared for it by the developer Igloo Regeneration. The process for the studio is based on CPS, Creative Problem Solving, where work will be facilitated through exploring, generating and evaluating stages using a range of creativity techniques

The desired outcome for the studio is to create convincing ***visions for living in Cardiff Bay in the 2020's*** which are a response to the scenarios developed during the first half of the studio.