

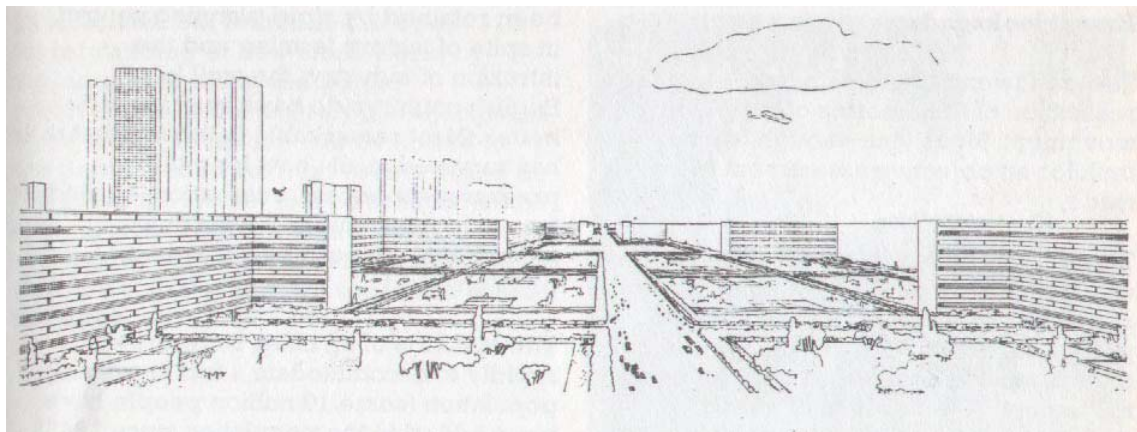
2020 VISION – WSA VERTICAL STUDIO 2009

LEARNING OBJECTIVES

- Experience group-work and creativity techniques that can be applied to any problem
- Appreciate how research can generate innovation
- Experience a process that can rapidly develop different scenarios
- Reflect on complex problem solving and decision making
- Explore off-site influences on design
- Experiment with effective and rapid communication and presentation skills

VISION

‘an ambitious and compelling dream that energizes; which provides the emotional and intellectual energy for the journey to the future’ (Hamel and Prahalad – definition of Vision)



The power of architectural visions is well established. For example, Le Corbusiers 1922 vision for a Radiant City (above) 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 or no research behind them. Built environment research and information resources have increased greatly in recent years and this studio aims to explore some social, economic and environmental influences, make sense of them and use them use as a generators of plausible scenarios.

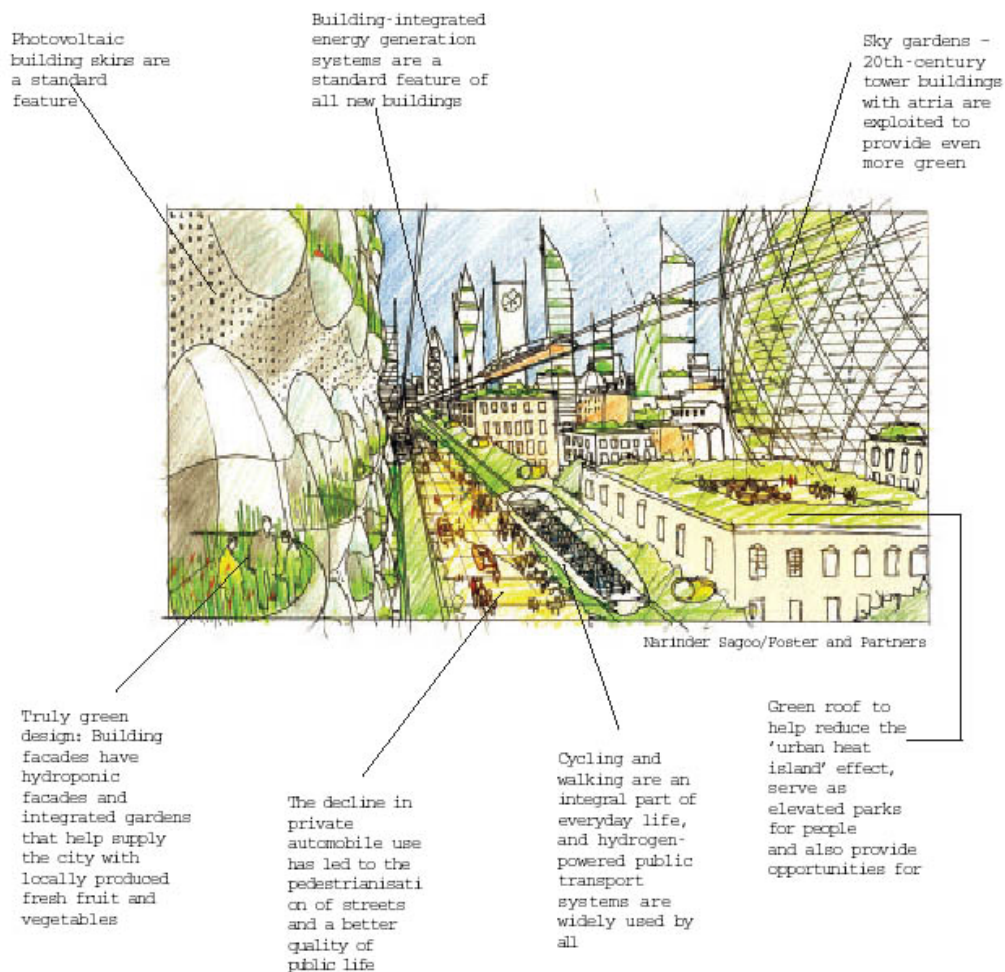
The studio is anchored on a real site in Cardiff, Roath Basin, which has had a masterplan prepared for it by the developer Igloo Regeneration. Understanding the work to date will form one element of the research to be undertaken. Mark Hallet a director of Igloo will participate in the introductory session for the studio.

The process for the studio is based on CPS, Creative Problem Solving, where work will be facilitated through exploring, generating and evaluating phases

using a range of creativity techniques. This approach is highly participative so that the group will, to a large extent, determine the final brief and course of work. The CPS process, and techniques for the studio will be explained at the start of the studio.

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 plausible research based scenarios developed during the first half of the studio. Achieving this outcome in the available time will be quite a challenge, but should be highly rewarding. The research and design process will be closely managed to make sure that the outcome remains achievable at each stage of the process.

Below, recent visualisation of a 2050 scenario named 'Urban Colonies'



PROGRAMME

28 April (day 1) EXPLORATION

Time	Process	Activity
	Icebreaker	'Rich Pictures'
	Programme Introduction	Outline process, CPS
	Explore	Idea generation
	Summarise	Identify key areas for research
	Igloo input (on site?)	Master-plan, the future?
	Explore	Expand on Igloo input
	Converge	Agree areas to be researched
	Summarise activities	Agree groups and tasks
	<i>Interim period</i>	<i>Individual and group research</i>

Day 2 (prov 7 May) GENERATING SCENARIOS

	Communicate	Present research, discuss
	Teach	Scenarios and Innovation
	Sense-making	Integrate research findings
	Generate scenarios	Visual brainstorm, mapping
	Represent scenarios	Rich pictures
	Plan next activities	Action plan
	<i>Interim period</i>	<i>Reflect on synthesising vision</i>

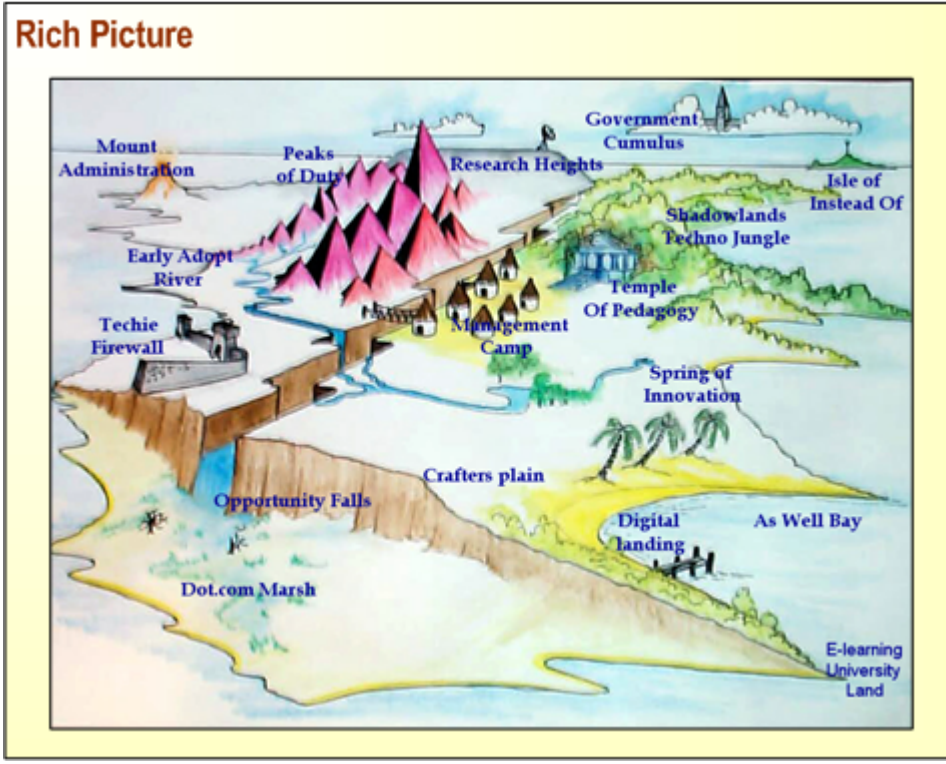
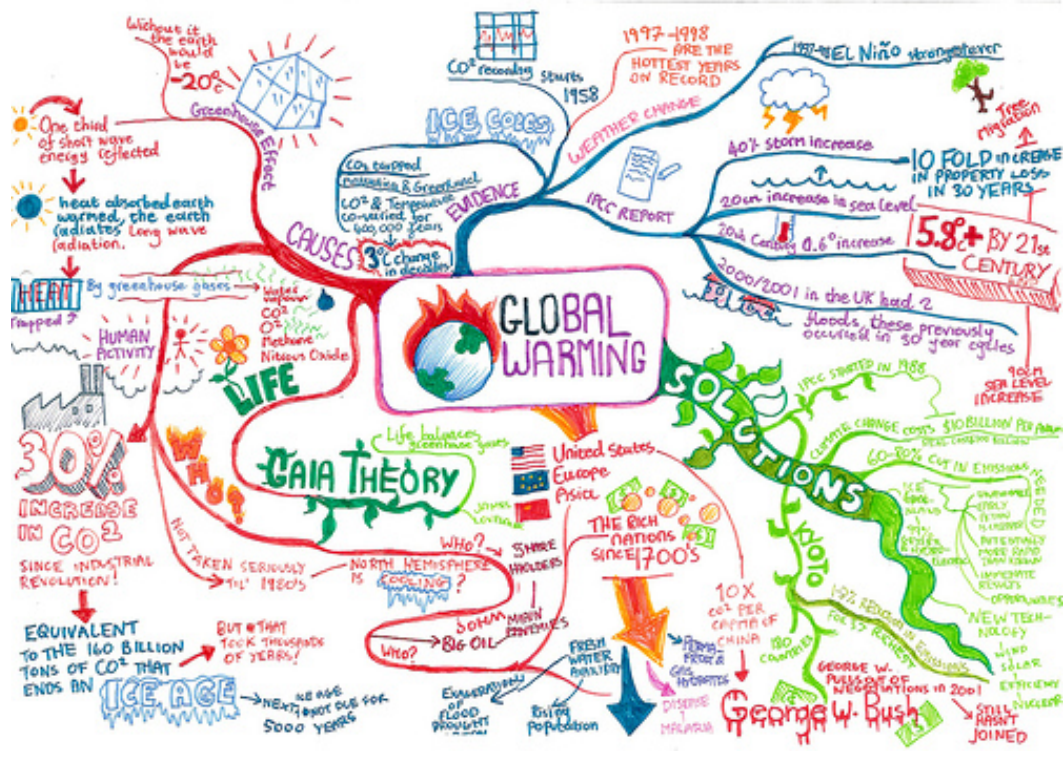
Day 3 (prov 11 May) DEVELOPING VISIONS (with teaching assistance)

Discussion	Reflections on scenarios
Identify key issues	Brain-writing, mapping
Design Charrette	Intense group design work
Review	Discuss and evaluate output
Action plan to completion	Storyboard to deadline

Day 4 (19 20 May) REVIEWS

REQUIRED OUTPUT

- Brief record of research undertaken, quoting sources
- Interim presentation of research
- Interim presentation of scenario
- Graphic vision and A4 written description of relationship to scenario



Appendix - Examples of CPS techniques Mind Mapping and Rich Picture