



2012 TAP Conference

BROADENING THE PERSPECTIVE OF TECHNOLOGY IN ARCHITECTURAL PRACTICE

Schedule of Presentations for Online and Regional Venues

WEBCAST SPEAKER AGENDA | *All times are listed in Pacific Time*

9:30 AM Social Media in Architecture

Presented by: Brian Skripac ([@BrianSkripac](#))

Social media is a transformative method of communication all too often dismissed by architects. This session will reverse the common myths of social media by presenting how these technologies can provide architects innovative outlets for knowledge sharing while creating competitive advantages.

9:48 AM Keynote

Presented by: Martin Fischer

10:28 AM Algorithms are Thoughts: Design Thinking in an Automated World

Presented by: Nathan Miller ([@archinate](#))

Design professionals have long been content to be users of the digital algorithms provided to them by popular CAD/BIM vendors in the form of friendly, fully featured user interfaces. However, even the most sophisticated out-of-the-box software package has not been able to anticipate the increasingly complex, multivariable design parameters present in each unique architecture project. As part of the design process, it has become a necessity for designers to become authors of their own digital algorithms for use in navigating the complexities and uncertainties of building information-based design problems. Through the use of relevant case studies and examples, this presentation will showcase how customized algorithmic processes are being practically implemented by design teams to construct integrated workflows, enable performance-driven decision making, and augment creative thinking at the earliest stages of the design process.

The lecture's claim that 'Algorithms are Thoughts' challenges the idea that digital software and algorithms are simply a 'tool' external of the designers thought process. Nathan will, instead, articulate an integrated designer-programmer paradigm where computation acts as a necessary extension to (and expression of) design thinking...the ultimate outcome of which is the inseparability of concept and performance.

10:46 AM Panel Discussion

11:00 AM Break

11:15 AM Technology for All

Presented by: Alex Ogata ([@aogata](#))

Traditionally, technology in architecture has been synonymous with digital tools. This is especially true for those tools focused on the representation, simulation and documentation of buildings. While architecture as a discipline has these three items as its main focus, architecture as a practice is much broader in its reach. This presentation will skip over discussions of BIM, renderings and file sharing and will instead; offer a (very) quick overview of the challenges and experiences of broadening the use of technology in architectural practices. It will discuss the role of technology in sales/marketing, design (from a knowledge management viewpoint) and operations/management.



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11:33 AM Unprecedented Value: Data Mining and Evidence-Based Design

Presented by: Federico Negro (@fedenegro)

We will reveal how firms can use BIM content and data strategy to create comprehensive delivery platforms, as well as valuable business-planning tools. Through qualitative and quantitative analysis of past projects, firms can devise a new set of BIM standards and libraries that enable leadership, designers, and technical specialist to build on past knowledge, minimum rework, and focus their time on solving new design challenges.

11:51 AM The Evolution of High Performance Façade Design

Presented by: Mark Sexton

In 2006 we created a shaded façade of 14,000sf, created from 750 lites of glass, 500 of which were unique. It was for a private institutional client and was created through a “handmade” process: one in which each component was crafted as if a singular, numbered piece of art within a larger collection. In 2010 we created a shaped façade of 200,000sf. The scale of this project required that uniqueness be minimized. With 2030 net-zero project design goals and a requirement for signal security, the project required that performance be maximized. This was achieved through an IGU composed of both tempered and laminated glass, IR/RF coating, a low-E coating, ceramic frit, and exterior sunshades. The design process relied heavily on collaboration between Architect, security and environmental consultants, fabricators and suppliers, using technological analysis and mock-ups to achieve the most performance –and expression—out of a unitized curtain wall.

12:09 PM Light & Agile: Information Flow in Design and Collaboration

Presented by: Shane Burger (@shaneburger)

A focus on the lightweight and agile flow of information in multiple capacities: a Computation/BIM ecosystem, cross-regional collaborative teams, and multi-threaded design conversations within a geographically diverse practice. Commonalities between systems will be explored through project examples.

12:27 PM Panel Discussion

12:45 PM Networking & Refreshment Break

1:00 PM Webcast Ends

ADDITIONAL INFORMATION

For additional information about participating in the *Broadening the Perspective of Technology in Architectural Practice* event, including a list of participating regional venues, visit www.aia.org/tap.