Issues in Civic Visioning

Town+Gown and AIGA/NY imagine our city together in collaboration with
AIANY/Center for Architecture and the AIANY/Public Architecture Committee
Michael Plottel and Anna Torriani, Co-Chairs
in association with Archtober, Architecture and Design Month, New York City
536 LaGuardia Place, New York NY
Wednesday, October 22, 2014, 8:30 a.m. to 11:30 a.m.

Introduction—Michael Plottel, AIA, and Anna Torriani, AIA, Co-Chairs, Public Architecture Committee

Panel One—Placemaking on the Ground Re/Designing Neighborhood Change

Moderator: David Burney, FAIA, Associate Professor, Pratt Institute, Graduate Center for Planning and the Environment

- *Red Hook HUB: A Creative Placemaking Project*
    Laetitia Wolff, Cultural Engineer and AIGA/NY Design/Relief Program Director
    James Andrews, Amplifier Project
    Alicia Cheng, MGMT.design
- *Data Driven Influence*
    Andrew Shea, Adjunct Professor, Communications Design, Parsons The New School for Design, Assistant Professor, GradComD, Pratt Institute, and Principal, MANY design studio
    Shawn Campbell, District Manager, Brooklyn Community Board 14
- *Community Engagement = Good Communications*
    Mark Randall, Chair, Impact! Design for Social Change, School of Visual Arts, and Principal, Worldstudio
    Kris Goddard, Executive Director, Neighborhood Development Division, New York City Department of Small Business Services

Panel Two—Design-thinking, BIM-thinking, Lean-thinking

Moderator: Joe Hogan, Vice President, Building Services, New York State Chapter of Associated General Contractors of America

- Building Information Modeling (BIM) Systems
    Safiy Abdur-Rahman, Director Applied Technology, New York City Department of Design and Construction
    Lennart Andersson, Visiting Professor, Pratt Institute, and Director of Virtual Design and Construction, LiRo
    Anthony Buccellato, Adjunct Assistant Professor, Undergraduate Architecture, Pratt Institute, and Principal, All City Architecture
    Zhigang Shen, Ph.D., Associate AIA, Visiting Professor, Department of Civil and Urban Engineering, New York University Polytechnic School of Engineering
- Lean Design and Construction
    Sam Spata, AIA, Principal, International Operations, Flad Architects
- Design Thinking and Human Centered Design
    Victoria Milne, Director, Public Art and Design Initiatives, New York City Department of Design and Construction

Closing Remarks— Michael Plottel, AIA, and Anna Torriani, AIA, Co-Chairs, Public Architecture Committee

Prelude. *Issues in Civic Visioning Policy,* is the most recent in a series of Town+Gown events that began with *Design: Just What the Heck Is It?* during Archtober 2012, and used the Neighborhood Opportunity Network (NeON) program at the New York City Department of Probation (DOP) as a case study project to explore the many meanings of design. The next event in March 2013—*When Does Design Begin and End?*—continued using the NeON case study project to explore how design-based research methodologies and techniques turn data into knowledge in a cyclical process that includes policy recommendations, implementation and evaluation. The third event, *Looking Ahead to NYCxDesign 2014,* was held during the City's first NYCxDesign week and continued exploring the meanings of design by bringing some of the engineering disciplines, as designers, into the design conversation.

In the following academic year, Town+Gown began its action research cycle in Archtober 2013 with *Policy, Meet Design*, an exploration of allied design fields, such as interior design, communications design, service design and industrial design, that are less familiar to public policy practitioners involved in the delivery of public services. A chart developed for the event—"10 things public policy analysts should know about design and 10 things designers should know about public policy analysis"—provided the foundation for cross-disciplinary conversations to help both sides reach across the divide and increase cross-disciplinary collaborations. Beginning with presentations of case study experiential learning projects involving both policy analysis and design, a conversation followed among academics discussed how to bridge the divide between design and policy and the event ended with an active live policy performance entitled "100 Conversations"—speed dating for policy and design issues—with ten

policymakers and ten designers engaged in short chats around ten topics related to design, governance, and innovation.

The last event, *Redesigning Neighborhood Change*, held during the City's second NYCxDesign week, focused on three completed Town+Gown projects that began to tie the theme of creating sustainable neighborhoods with ever-present theme of design. The event participants, including the academic and practitioner partners on the Town+Gown projects, explored the relationship between design, planning scale, and the role of the community boards, the level of government in New York City that is closest to the neighborhoods.

One theme woven through all these events was the role of the city's design-related academic institutions in supporting the design sector of the local economy focusing on pedagogical programming to integrate basic business and entrepreneurial skills with the design curriculum and ways to connect the design programs with New York's other economic sector businesses, developing city-wide academic partnerships. Another theme was the role of government and how public agencies can use design in their work to inform program function and outcomes.[1]

Today's Conversations.

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[1] To read the précis documents for the Town+Gown events mentioned above and to see the chart "10 things public policy analysts should know about design and 10 things designers should know about public policy analysis", please go to: http://www.nyc.gov/html/ddc/html/design/tg.shtml

Town+Gown is a systemic action research platform that links academic and practitioner resources to increase applied built environment research across disciplines and sectors, using the city's inter-related physical and social setting as a laboratory. Now in its 5th year of operation, Town+Gown has hosted 77 completed projects with 24 practitioner partners and 23 academic programs—for more information, please go to the program's website at:
http://www.nyc.gov/html/ddc/html/design/tg.shtml.