

“PERFORMANCE - Customizing Design”

March 20, 2009
12:30 - 2:00pm
Room 3-133

Jose Luis Gonzalez and Michael Stzivos
SOFTLAB, NY

Abstract:

Range?

Thresholds?

Adaptability?

Deployment?

These are the variables we talk about when we approach any project. By asking ourselves these questions we are forced to create custom strategies, tools, methods, and techniques. It is the design of these strategies and methods that ultimately shape the final outcome.

The studio focuses on evolving projects from and through constant experimentation. These experiments don't just help create a fertile environment for the generation of ideas, but ultimately bleed into the actual manifestation of these ideas. Production techniques are then tailored and customized for their realization.

It is this positioning of the studio in relation to ideas that we will discuss. We will talk about our more successful experiments, how some of them initiate 'actual' projects, and how some grow into tools, strategies, and production techniques.

Bio:

Jose Luis Gonzalez, a Colombian architect and designer living in New York City, received a Masters of Science in Advanced Architectural Design from Columbia University in 2004.

He currently teaches digital media courses at the Graduate School of Architecture at the Pratt Institute in Brooklyn, New York, and has co-taught and assisted in design studios at Columbia University and the New Jersey Institute of Technology.

Projects he has lead at SOFTlab include the design and production of two video animations for the exhibition Poiret: King of Fashion, at The Metropolitan Museum of Art in New York, the creation of an intro animation for the New York Times online T-Magazine, and the masterplan for the Universidad de Puerto Rico in Ponce, Puerto Rico.

Bio:

Michael Szivos, an architect and designer living in New York City, received a Masters of Science in Advanced Architectural Design Columbia University in 2004 where he won the Honor Award for Excellence in Design and the Visual Studies award for his digital work.

He currently teaches digital media courses at the Graduate School of Architecture at the Pratt Institute in Brooklyn, New York.

Projects he has lead at SOFTlab include the design and development of the Graduate School of Architecture and Urban Design website for Pratt Institute, the creation of an interactive animation for the New York Times online T-Magazine and the design and development of “The Beacon”, a residential tower in Condado, Puerto Rico.