

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences

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Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Andrea Cappiello
Student number	
Telephone number	
Private e-mail address	

Studio		
Name / Theme	Cross Domain Studio / City of the future. City making in the time of transitions.	
Main mentor	Roberto Cavallo	Architecture
Second mentor	Mauro Parravicini	Building Technology
Argumentation of choice of the studio	This studio allows me to work on multiple scales tackling tematics that go beyond the scale of Architecture and try to understand wider systems. Moreover the cross disciplinary approach meets my definition of Architect as a collaborative role with other disciplines such as Urbanism, Transportation and Management.	

Graduation project	
Title of the graduation project	Festivalisation of Contemporary cities
Goal	
Location:	Milan, Italy
The posed problem,	The posed problem of my thesis revolves around the theme of festivalisation of contemporary cities. This emerging phenomenon sees the instrumentalization of events and festivals into powerful tool to attract global flux. This has lead to an intensification of the number of events planned throughout the year, that start to challenge the notion of events as temporal manifestations. The graduation project aims to investigate the new spatial consequences of such phenomenon in the dynamics of contemporary cities. Such event-driven strategy is causing a lot of pressure on both the social and physical infrastructure of the city, leading to the commercialisation and gentrification of the urban fabric, no longer aimed to serve its local inhabitants, but oriented towards a commodity for the global customers.
research questions and	How to respond on the local scale to the effects of Festivalisation on global, regional and urban scale? This project calls for a further understanding on how cities of the future can maintain a balance between their global (financially orientated) and their local

	<p>existence (quality of life oriented), avoiding that the global will permanently transform the local.</p> <p>Furthermore, it is interesting to investigate how such splintering phenomenon is also shaping a new series of 'global' society which migrates like swallows, chasing the next event.</p>
<p>design assignment in which these result.</p>	<p>The future of contemporary cities is strictly dependent on their capability to counterbalance the global and the local existence within the same city. In a sort of conqueror and conquered dynamics, against the general notion of inclusivity and mitigation, my project aims to embrace this necessary dualism of the contemporary city split between local and global.</p> <p>In order to contain this spreading festivalisation over the whole city, my project aims to strategically select and design an area of the city of Milan which can embrace such glo-local existence.</p> <p>By proposing to concentrate the city's events into this area my project aims to requalify and improve the selected area for its local inhabitants, while architecturally constructing the ultimate experience to maximize the power of these events on a global scale.</p> <p>The design assignment implies to work within an existing context at different scales:</p> <ul style="list-style-type: none"> -infrastructural/network level to understand and support flux of people and goods. Analysing the existing infrastructure and the possibility to redesign or transform certain elements to facilitate the event -an urban intervention to explore the existing qualities of the neighborhood and strategically involve them and adapt them as part of the project. Moreover, the design of a path/ sequence of landmark will be a key task of my project - the architectural intervention aiming to design double functional spaces that can both serve the global events and improve the amenities for the local inhabitants. <p>The project focuses on two key aspects: Infrastructure and experience.</p> <p>The first one is the essential precondition given the importance of mobility of both local and global flux. Different speed modalities of transports, fast connections, high speed trains, proximity to airports and city networks are the core of the project. The importance of implementing logistics and industries to support such a project is essential for its success, and also allows to create an opportunity for pre existing local industries.</p> <p>The second one becomes crucial and dictates the language and the choice of the Urban and architectural intervention. This language will need to strategically construct and sell an experience. By the use of landmarks, signage and other architectural intervention I aim to create this duality of a front (global) and a back side(serving the locals). Particularly in this case, the alternation of the theme of event every other week will require both a permanent area and a flexible one which needs to be assembled and disassembled according to the event.</p>

	<p>By such logistic processes, the local industries on the site can benefit and become an essential part of the functioning of this area. Moreover, in order to enhance the performance the neighborhood will need to offer a whole series of complementary services (from places to eat, sleep and so on) that will bring economic benefits to the local industries. By exploring this duality that Architecture can offer, I intend to create the necessary balance and interdependency characterising contemporary global-local patterns, so that the necessary commercialisation of architecture and the urban fabric will always be designed in such a way to offer improvements and opportunities for its local inhabitants.</p>

Process

Method description

The first step that defines my research approach, derives from the understanding of the role that event assumed in contemporary cities. Following an investigation of the etymological meaning of the word event I was able to frame the terms of my research. Among the notion of temporality, memorability, and remembrance (in the sense of practice of memory, events worth remembering), a modern additional description was added, which expands the notion or the word to any event or show that attracts the public.

By the use of a cross disciplinary research, focusing on theories related to economic studies, I researched into the post-industrial socio-economic evolution which led towards today's economic model based on cultural economy.

The shift of events from a cultural practice to its contemporary value of economic asset used to attract global tourism, clarifies the terms framing my approach towards a territorial investigation focusing on movement, flux, migration, infrastructure and network.

For this reason my initial approach focuses on a theory led research driven by Stephen Graham, Simon Marvin and Keller Easterling investigating networks and systems. I initially used an etic viewpoint to gain an overview of the relationships that are linking major contemporary cities in a linear network of events.

I used territorial investigation by the use of cartography which reveals networks and connections. To support this etic approach I also conducted a quantitative research to find out numbers and affluence of visitors to selected events, passengers using airports and trains in the time frame and place where the event occurs.

If on one side the mapping of the local network and physical infrastructure will provide insights on quantitative data of number of passengers, capacity and connectivity needed to support the event. On the other end, the local nature of the manifestation of events brings time at the centre of discussion. Moreover, the concept of cycle and the alternation of the events becomes the real scope of the research. For this reason, mapping which imply a temporal dimension become crucial for this investigation. The use of serial photographic documentation becomes a key tool to explore temporality. Taking a more emic perspective I will conduct on site interviews to both local and tourists in regard to the festivalisation of Milan, I will attend and document key events such as Fashion Week and the Fuori Salone as part of the on site investigation.

I have recently completed a first site visit to gather information on the local conditions of the area by the use of photographs. Moreover, I feel that my approach can indirectly contribute towards the epistemic framework of praxeology, because it analyses a modern way of living, the birth of a global community of nomads that constantly moves around the globe from one city to the other.

Great part of my research related to design revolves around the concept of staging, selling, advertising, front and back, views, framing hence my research into the American architecture of the 60' based on entertainment and the architecture which relate to the theme parks and movie industry.

Finally I have recently visited the Cinecitta studios in Rome to study and gather information on the way architecture is used to stage and create an experience and I visited Milan multiple times and explored the role of signage and advertisements within the city.

Literature and general practical preference

Key Literature

On Socio Economic context

- Debord, Guy. The Society of the Spectacle . New York: Zone Books 1999.
- Pine, B. Joseph, and James H. Gilmore. Welcome to the Experience Economy . Boston, MA: Harvard Business Review Press,1998.

On Events

- Cudny, Waldemar. Festivalisation of Urban Spaces : Factors, Processes and Effects . Switzerland: Springer, 2016.
- Eck, Diana L, Dinesh Mehta, and Dipti Mehta. Kumbh Mela : Mapping the Ephemeral Megacity . Edited by Rahul Mehrotra and Felipe Vera. Ostfildern:

Hatje Cantz 2015.

- Mehrotra, Rahul, Felipe Vera, Mayoral José, Richard Sennett, and Richard Burdett. Ephemeral Urbanism Does Permanence Matter? First. Trento: LIST

Lab. 2017.

On Networks and systems

- Burke, A., & Tierney, T. Network practices: new strategies in architecture and design . New York: Princeton Architectural, 2007.
- Easterling, Keller. Extrastatecraft : The Power of Infrastructure Space . London: Verso 2014.
- Graham, S., & Marvin, S. Splintering urbanism: networked infrastructures, technological mobilities and the urban condition . London: Routledge 2002.

On the Architectural language and related theories

- Venturi, Robert, Denise Scott Brown, and Steven Izenour. Learning from Las Vegas. Facsimile ed. Cambridge, Massachusetts: MIT Press, 2017.
- Koolhaas, Rem. Delirious New York : A Retroactive Manifesto for Manhattan . Rotterdam: 010, 1994.
- Marling, Karal Ann, and Centre Canadien D'Architecture/Canadian Centre for Architecture (Montréal). Designing Disney's Theme Parks : The Architecture of Reassurance. Paris: Flammarion, 1997.
- Banham, Reyner. Los Angeles : The Architecture of Four Ecologies . Harmondsworth: Penguin, 1986.

Reflection

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?

I believe that my graduation project tackles a very contemporary thematic that has become a characteristic of most contemporary cities. The theme of Festivalisation as a constant presence in the everyday dynamics sets up a whole series of new challenges that strongly affect the urban fabric.

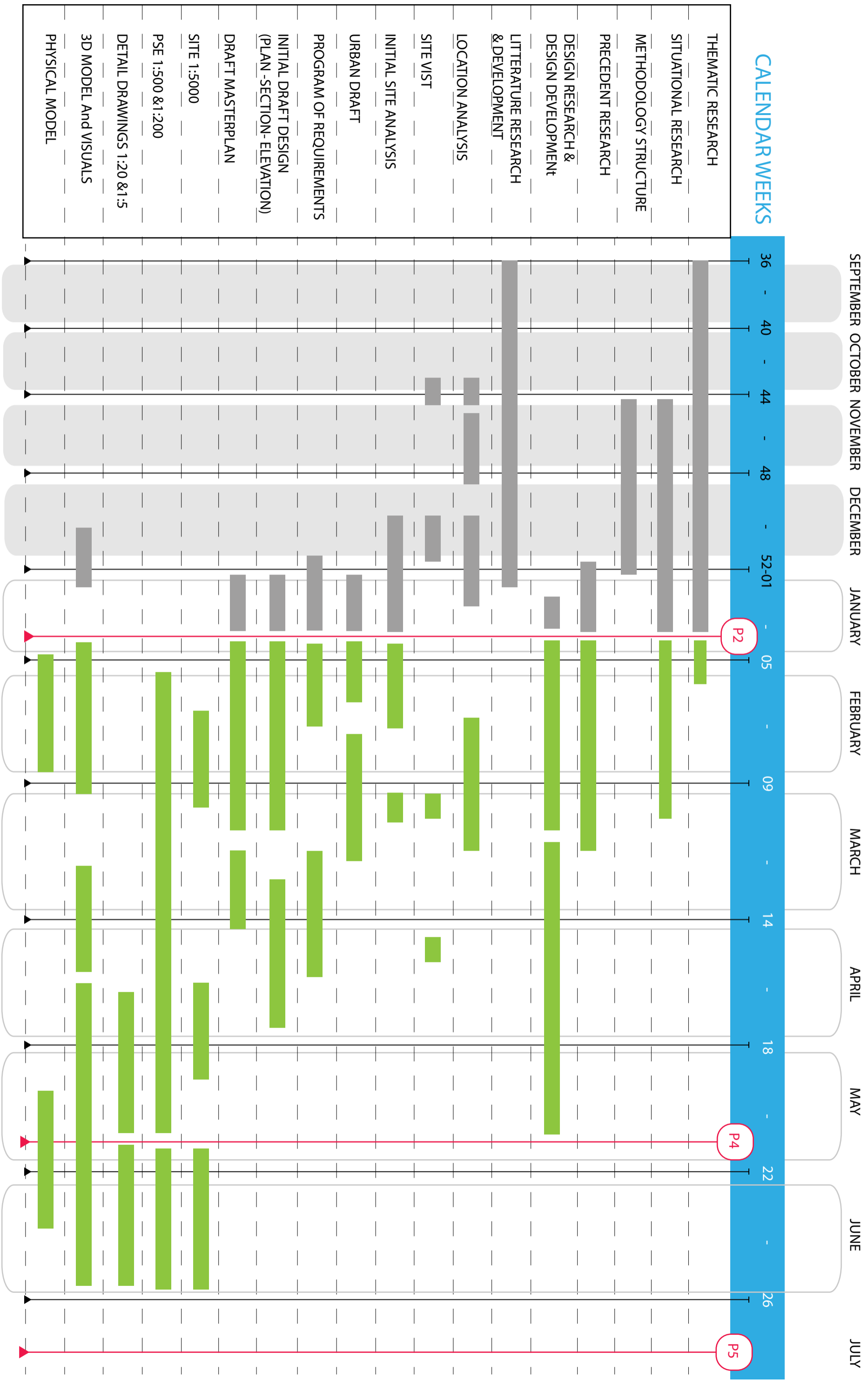
The results of globalisation and connectivity and the ease of both digital and physical transportation are central issues to consider when designing cities for the future. Moreover, I believe that Architecture needs to adapt and provide solutions that need to answer to these new glo-local urban fabrics that are developing within cities. Reflecting this societal flexibility and hyperconnectivity in the built environment itself. The relationship of my project within the wider context of the MSc track is explicit in the intent to contribute to a scientific analysis of contemporary and future cities as a mirror of their socio, economic and cultural context.

What is the relevance of your graduation work in the larger social, professional and scientific framework.

The relevance of my graduation project aims to stress the importance of networks, infrastructure, study of flow and movement in close relationship to the socio-economic context contributes.

My project will contribute to the understanding of new cross-territorial urban fabrics. This interdependency between architecture and its wider framework, implies a loss of centrality of the role of an architect who is no longer able to operate independently. Architecture becomes part of a wider network of industries. Moreover, its obligation to the economic context is stronger than ever. By acknowledging such dependencies, Architects should aim to work collectively with other fields in order to properly address the complexity of modern systems.

In the modern, evolving context of networked systems it is important that architecture, from academic to practice, moves towards a cooperative networked attitude in order to have a stronger social impact and a more relevant role in the contribution to designing contemporary cities.



SEPTEMBER OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY

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