Thesis Project Proposal Plan
The Berlage.
Ephemeral architecture is becoming a natural response to this currently reality, communicating with contemporary urban dwellers and giving meaning to collective spaces. Enduring massive top down interventions no longer reach out the cities and its citizens. In a moment when the relation with time and memory is being highly transformed, architecture is reacting, becoming more ephemeral, but not less effective in transforming the cities in a better place to live. The façade, or “face” of the building in the era of social media, is on revision. It is becoming more multifunctional, flexible, and interactive. It is no longer the element that sets a clear border between public and private. Its limits are becoming blurred, a consequence of the social media overexposure time that we live in, when the concept of public and private is being reviewed. The mobile revolution, made pictures and its temporal existence effective and memorable. Its limits are becoming blurred, a consequence of the social media overexposure time that we live in, when the concept of public and private is being reviewed. The mobile revolution, made pictures and its temporal existence effective and memorable.

From the analysis of several contemporary ephemeral pavilions, four trends in the design intention were identified: fluidity, instgrammability, multifunctionality and urban regeneration. The conscious architectural design for the social media society is what I named “Snap Architecture”. A design that embraces all the four concepts and that profits from its exposure in the virtual world for its existence and effectiveness as a tool to break the ongoing process of degradation of public urban areas.

This new way of designing ephemeral architecture will be materialized in this thesis project into a pavilion for Decathlon in the Place François Mitterrand in Lille.

The ephemeral architecture will be situated in the Place François Mitterrand in Lille, France. The square is the main connection point between Gare Lille-Flanders and Gare de Lille-Europe. Besides its great accessibility, around 70.000 local train passengers cross the square daily to the TGV station Euralille, the square is considered a degraded urban area, in need of revitalization and the ideal location for a commercial piece of architecture.

The project will result in a “snap architecture” for the Place François Mitterrand, an ephemeral pavilion for commercial purpose. Considering the local importance of Decathlon, a sports retailer founded in the region that is already acting locally in projects for urban renewal as an advertising strategy, the brand was selected for this thesis. Common strategies between propaganda and architecture will be explored for this new contemporary ephemeral architecture. The project will include a series of architectural drawings, construction details, and renderings that will be incorporated into different of advertising—such as posters, video, and social media—to promote this new type of “ephemeral architecture.” At the same time, the project will aim to construct a critical discourse around the role of architecture in the era of social media.

Relevance
A new type of architecture is emerging: a more ephemeral, interactive, and flexible architecture that reaches out the needs and desires of the contemporary citizen. Its existence is supported by social media platforms to make its temporal existence effective and memorable. Since internet became globally popular in the beginning of the 21th century, shifting from a trading platform to a bare necessity, our lives are drastically changing. The accelerated speed of technology evolution is dictating our rhythms, common notions such as time, speed, interaction, among others, are in need for reassessment. Those profound transformations are impacting the essence of design in architecture and urbanism.

In the last decade, the first smartphone was released, the mobile revolution intensified those transformations, activities such as shopping and interacting are possible from a virtual platform contained inside one single multifunctional tool. The way we perceive our cities will never be the same.

In the era when virtual platforms are substituting daily urban activities, how architects can design to give a new meaning for collective spaces in the city?

Ephemeral architecture is becoming a natural response to this currently reality, communicating with contemporary urban dwellers and giving meaning to collective spaces. Enduring massive top down interventions no longer reach out the cities and its citizens. In a moment when the relation with time and memory is being highly transformed, architecture is reacting, becoming more ephemeral, but not less effective in transforming the cities in a better place to live. The façade, or “face” of the building in the era of social media, is on revision. It is becoming more multifunctional, flexible, and interactive. It is no longer the element that sets a clear border between public and private. Its limits are becoming blurred, a consequence of the social media overexposure time that we live in, when the concept of public and private is being reviewed. The mobile revolution, made pictures and its publications in virtual platforms part of everyday routine. Currently, a building will be more seen from a screen of a phone than from the streets, that practice is making the streets a stage for architectural pieces, and buildings designed for screens.
In the contemporary discourse, the permanent, the zoning, the lasting monumentalized building is possibly passing through a period of review. A new way of designing is emerging from this deep transformation in our society.

**Bibliography of literature, precedents, and references**


**Structure and method**

To make its short existence effective, the project will incorporate strategies similar to advertising to quickly identify the desires and needs of the target citizens (more than 50% of the population of Lille are between 20-40 years old). The functions incorporated to the ephemeral architecture piece will be around the sports character of Decathlon and the trends, desires, and needs around this theme.

The projection process will be based on the integration of different strategies applied in several ephemeral architecture projects to reach social media exposure, ephemerality, multifunctionality, interactivity, and communication with the contemporary urban dwellers. The façade being the main element of this architectonic piece will be designed with the strategies applied on those themes. Architectonic drawings, details, and renderings will be used to explore its potential.

Advertising is being incorporated in the process of design and also in the process of representation, the strategies applied for the representation of the project will be inspired on propaganda pieces made by avant-garde brands on detecting desires and communicating with the contemporary users, such as Nike and Adidas. Posters, videos, and social media divulgation will be part of the representation of the project.

A physical model will be used in the process of design, and as a tool to test the potential of the project for photography. The pictures will be taken with a cellphone, as the users would do for posting it online. The model will be placed in a white scenario with correct light, using the equipment available at the university. The pictures will be further treated on photoshop and incorporated into advertising pieces.

For the advertising video, a sequence of pictures combined with "snapping" sounds can be used as a strategy to create the notion of movement.

**Preliminary schedule and time planning**

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**WK 35**

**Monday, August 28–Friday, September 1: Compulsory kick-off workshop**

Revisit projects with similar intentions. Identify the functions of that will be incorporated in the project (yoga classes, runs, meditation, food, music, cinema, martial arts…) Revision manifesto for clarifying main design goals. Talk with the responsible department at the faculty to see the materials available for the photo shooting.

**WK 36**

**Monday, September 4–Friday, September 8: Design workshop**

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**WK 37**

**Monday, September 11: Presentation of collective work**

Start the design project by identifying the minimal space required for each function, position, and angles of the façade according to flows, angles, and heights for picture (staging), possibility of disassembling for multifunctionality. Start physical model of the site. Create page on social media that could be related to the divulgation of the project.

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**WK 38**
Monday, September 18: Submission of proposal for collective publication
Advance with the project, façade details, studies for staging the architectonic piece, start physical model of the project, and create a stage for pictures. Treat the pictures on photoshop for advertising pieces and test of “Instgrammability”.

WK 39
Saturday, September 24–Sunday, October 1: Excursion to the Czech Republic

WK 40
Review of manifesto in the format of a script, post production of images and text for advertising posters, social media, and video.

WK 41
Monday, October 9: Presentation of draft collective film for midterm presentation
Friday, October 13: Submission of select midterm materials to thesis examiner and transcription of new conversation with expert
Finalize for the presentation, advertising posters (with fragments of the project), video (script in manifesto format) and social media divulgation.

WK 42
Monday, October 16: Pencils down, submission of collective work
Wednesday, October 18: Pencils down, submission of individual work
Thursday, October 19 and Friday, October 20: Compulsory midterm presentations
Finalize text for publication. Presentation reflection - refine project intentions, reconsider criteria. Revisit case studies, organize drawings.

WK 43
Monday, October 23: Presentation of draft proposal for thesis exhibition and event
Wednesday, October 25: Submission of final draft text for publication
Finalize text for publication. Presentation reflection - refine project intentions, reconsider criteria. Revisit case studies, organize drawings.

WK 44
Revise project, manifesto, and text for publication according to comments.

WK 45
Update physical model and take new pictures.
Update drawings, texts, video.

WK 46
Monday, November 6: Submission of final draft images for publication
Preparation of materials for dress rehearsal (video, posters, social media advertising, and text for publication).

WK 47
Monday, November 22: Pencils down, submission of collective work
Wednesday, November 24: Pencils down, submission of individual work
Thursday, November 25 and Friday, November 24: Dress rehearsal (including collective material, individual projects, draft publication, draft design for exhibition, and draft outline of final public event and presentations)

WK 48
Friday, December 1: Submission of final project dossier to examiner
During this week, the material will be compiled in a dossier format. Finalization of materials for presentation.

WK 49
Monday, December 4: Pencils down, submission of all collective work
Wednesday, December 6: Pencils down, submission of all individual work
Thursday, December 7 and Friday, December 8: E2 (go/no go presentation)

WK 50
Monday, December 11: Submission of all final collective drawings and text for publication
Tuesday, December 12: Submission of final exhibition design
Wednesday, December 13: Submission of draft portfolio
Friday, December 15: Submission of draft final film and short. Book sent to printer.

WK 51
Monday, December 18: Submission of all final individual drawings and text for publication
Wednesday, December 20: Submission of draft draaiboek for final event
Friday, December 22: Presentation of revised final film and short. Completed publication sent to printer.
Thursday, December 21 and Friday, December 22: E2 Retakes

WK 2
Monday, January 8: Dress rehearsal for E3 and submission of final portfolio
Friday, January 12: Dress rehearsal for public final event and presentations

WK 3
Wednesday, January 17: Send all individual panels to print
Friday, January 19: Send all collective panels and banners to print. Second dress rehearsal for public final event and presentations
WK 4
Monday, January 22 and Tuesday, January 23: Exhibition build-up
Thursday, January 25: Submission of all final models for exhibition
Friday, January 26: Exhibition installation and submission of all required final materials to the TU Delft Repository.
Second dress rehearsal for E3

WK 5
Monday, January 29: Dress rehearsal for public final event and presentations
Tuesday, January 30: Second dress rehearsal for E3
Wednesday, January 31: Final preparations for public final event and presentations
Thursday, February 1: Public final event and presentations
Friday, February 2: E3 with thesis examiner