

Course Day and Hour :Monday / Thursday 13:30-17:30	Course Instructor Prof. Dr. Leman Figen Gül
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Course Credit 5	Office no 228
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The Festival Odyssey

In this studio, students will work closely with a tutor on a unique project, named as The Festival Odyssey, absorbing the key issues informing the project and demonstrating an ability to translate those issues into a design project. The objective of the unit is to prepare a schematic and developed design for multicultural festivals and art events with an emphasis on interrelationships of spaces and specialist functions, including, public interface, public assembly and functional performance. On successful completion of this unit of study students will develop concepts to justify a design with references to an urban site as well as strategies for public buildings for cultural and art events.

The studio investigates the concept of festival and its spaces, relationships of components and sensation through a series of design exercises within small tutorial groups during Monday and Thursday studio sessions. There will be several types of assessments based on the design of the building plus in-class exercises which might involve students in quick resolution and communication of a design solution.

On the completion of this studio students should be able to:

Justify a design idea with references to an urban site;

Develop strategies for the chosen program;

Identify functional needs and uses of events of art/ festival;

Prepare design solutions to be suitable in an existing city fabric;

Present designs and ideas graphically and verbally.



The main purpose of the 'Festival Odyssey' is to support R&D initiatives and innovative ideas for the design and realization of multicultural festivals and art events of cutting edge interactive / responsive / flexible / adaptive / design alternatives and catalyse value added social-economic growth through the proposed programs. The core functions of the required spaces are as follows:

- to support knowledge-based economy of festival /art and creative industries;
- to provide sustainable, accessible and affordable R&D infrastructure for the chosen events;
- to create and nourish festivals and creative sectors in an active and value added form in order to support techno-cultural advancement.

The festival complex is also required to function as a part of the high-tech innovation – education circle in the city of Sydney- a global metropolis for trade, tourism, technology and innovation of creative industries.

Location

Sydney is the capital of the state of New South Wales in the southeast part of the Australian continent. With a population of approximately 5.3 million, it is the most populous city in both the state and Australia. It was founded as a British colony in 1788 and became the first European colony in Australia. After the World War II, it became one of the most multicultural cities in the world by taking large number of immigrants. In the country where more than 250 languages are spoken, there are about 35.8% of English-speaking households. Despite being one of the most expensive cities in the world, it often makes it to the list of the 10 most livable cities in the world. Hosting international sporting events such as the 2000 Winter Olympics, Sydney is among the 15 most visited cities in the world. Boasting over 1,000,000 ha of nature reserves and parks, its notable natural features include Sydney Harbour, the Royal National Park, Royal Botanic

Garden and Hyde Park, the oldest parkland in the country. Built attractions such as the Sydney Harbour Bridge and the World Heritage-listed Sydney Opera House are also well known to international visitors. The main passenger airport serving the metropolitan area is Kingsford-Smith Airport, one of the world's oldest continually operating airports. Established in 1906, Central station, the largest and busiest railway station in the state, is the main hub of the city's rail network.

The Rozelle district is located in Sydney's Inner Western part. It is 4 kilometers away from Sydney's



business district. The Inner West generally includes the Inner West Council, Municipality of Burwood, Municipality of Strathfield, and City of Canada Bay. These span up to about 11 km west of the CBD. Suburbs in the Inner West have historically housed working class industrial workers, but have undergone gentrification over the 20th century. The region now mainly features medium- and high-density housing. Major features in the area include the University of Sydney and the Parramatta River, as well as a large cosmopolitan community and the nightlife hub on King Street in Newtown. The Anzac Bridge spans Johnstons Bay and connects Rozelle to Pyrmont and the City, forming part of the Western Distributor.

Project Studio Structure and Plan

Course Plan

WEEK	DATE	TOPIC	Modul	Submissions
1	M	1 March	Introduction	Intro
	T	4 March	Understanding the Place: Research on Sydney	Seminer
2	M	8 March	Unders. Place.. cont.	Seminer
	T	11 March	Site analysis	G RJ
3	M	15 March	Site analysis	G RJ
	T	18 March	Site Documentation	Presentations
4	M	22 March	Festivals/ Art/ Cultural Events program development /Research	T RJ
	T	25 March	Urban design competitions	Presentations Competition
5	M	29 March	Precedent Analysis	T RJ
	T	1 April	Precedent Analysis	T RJ
6	M	5 April	Preliminary design	T RJ
	T	8 April	Preliminary design	T RJ
7	M	12 April	Preliminary design	T RJ
	T	15 April	1 REVIEW /presentation	Presentations 1 Submission
8	M	19 April	Design development	T RJ
	T	22 April	Design development	T RJ
9	M	26 April	Design development	T RJ
	T	29 April	Design development	T RJ
10	M	3 May	Design development	T RJ
	T	6 May	Design development	T RJ
11	M	10 May	Design development	T RJ
	T	13 May	Holiday (Ramadan)	
12	M	17 May	2 REVIEW/presentation	Presentations 2 Submission
	T	20 May	Design development	T RJ
13	M	24 May	Design development	T RJ
	T	27 May	Design development	T RJ
14	M	31 May	Design development	T RJ
	T	3 June	Design development/ Presentation technique review	T RJ
15	M	7 June	Design development/ Presentation technique review	T RJ
	T	10 June	Final Jury	T RJ
		End of classes		
Submission		the due date will be announced later		

Groupwork (G):

The studio will include some groupwork in order to develop a common ground on the discussion topics. There will be a playful activities and an urban design competition between groups. Active participation is expected.

Term project (T)

This will be the main project of the course.

Reflective Journal (RJ)

The students are expected to keep a digital sketching book in Trello* that would include the text and visuals of their design work / project diary as well as reflective journal of their personnel development in the form of visual graphics. This work will be part of the assessment indicating the progress of individuals, thus the submission of the reflective journal is compulsory.

*trello.com

Recommended Readings

- Chalcraft, Jasper, Gerard Delanty, and Monica Sassatelli. "Varieties of cosmopolitanism in art festivals." *The festivalization of culture* (2014): 109-29.
- Curtis, Rebecca Anne. "Australia's capital of jazz? The (re) creation of place, music and community at the Wangaratta Jazz Festival." *Australian Geographer* 41.1 (2010): 101-116
- Gibson, Chris, et al. "Cultural festivals and economic development in nonmetropolitan Australia." *Journal of Planning education and Research* 29.3 (2010): 280-293.
- Gropius, W. 1962, *Scope of Total Architecture*, NY: Collier.
- Haeusler, M. Hank. "The Sydney vivid festival: from place branding to smart cities." *Cities of light: Two centuries of urban illumination* (2014): 144-147.
- McCarthy, Breda. "The landscape of music festivals in Australia." *Music business and the experience economy*. Springer, Berlin, Heidelberg, 2013. 119-134.
- Quinn B. Arts Festivals and the City. *Urban Studies*. 2005;42(5-6):927-943.
doi:10.1080/00420980500107250
- Parmenter, Geoff. "The city branding of Sydney." *City Branding*. Palgrave Macmillan, London, 2011. 199-205. Robertson, Martin, and Elspeth Frew, eds. *Events and festivals: current trends and issues*. Routledge, 2013.
- Phillips, Juanita, et al. "Vivid Sydney: Light spectacular: How do you make the most attended event in Australia bigger and better every year?." (2017).
- Phipps, Peter. "Indigenous festivals in Australia: Performing the postcolonial." *ethnos* 81.4 (2016): 683-696.
- Raschella, Adrian. "Vivid Sydney: 3D projections, laser sculptures and a city awash in colour, it's all part of Sydney's Vivid Festival." (2013).
- Seffrin, G., and J. Martin. "The festival as a theatrical event." *Theatrical Events: Borders, Dynamics and Frames*. V. Cremona, P. Eversmann, H. Maanan, W. Sauter & J. Tulloch, Amsterdam, New York, Rodopi (2004): 91-110.
- Tschumi, B. 1996, *Architecture and Disjunction*, MIT Press, Londra, s.23, 101-120, 160, 215-225.
- Weller, Sally. "Consuming the city: Public fashion festivals and the participatory economies of urban spaces in Melbourne, Australia." *Urban Studies* 50.14 (2013): 2853-2868.
- Zumthor, P. 2006, *Atmospheres: Architectural Environments - Surrounding Objects*, Birkhauser Verlag AG.

Project Studio Assessment

- In-class progress- reflective journal in Trello 15%;
- Mid-term schematic design submission/s and presentations: 20%
- Final project, developed design submission: 65 %

Assignment Objectives

- On completion of the assignments the students should be able to:
- Develop a final design proposal for a medium scale building.
- Use appropriate communication skills to present a design proposal

The assignment requires:

Internal program:

Proposal to better satisfy performance criteria addressed in previous submissions, AND get the services with a well resolved solution to the problem of structure and envelope to realize design intentions.

External program:

Proposal to better satisfy performance criteria addressed in all submissions, AND illustrate a consideration of vehicular and pedestrian access, landscaping, and existing context, etc. with the aid of graphical presentation techniques such as photomontage, models and drawings.

Creative idea development:

Proposal to contribute to the discipline of architecture, and engage with questions of designing spaces (as discussed in class).

Graphic and verbal communication:

The presentation will make use of appropriate drawings, models and verbal communication techniques to present a schematic design proposal in a way that would win the audience's confidence.

Communication

Important announcements about homework assignments and exams will be posted on İTÜ Ninova web site or sent to students' email accounts, see below URL.

It is the student's responsibility to check the web site and their email frequently enough to be able to meet the requirements of those announcements in a timely manner. <http://ninova.itu.edu.tr>

Plagiarism

University policy prohibits students plagiarising any material under any circumstances, if a student presents the thoughts or works of another as one's own, it is called plagiarism. Plagiarism may include, but not limited to:

- copying or paraphrasing material from any source without due acknowledgment;
- using another's ideas without due acknowledgment; and
- working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, drawings, music, formulae, websites and computer programs.

Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.

For further information on the YÖK policy on plagiarism, please refer to: Yükseköğretim Kurumları Öğrenci Disiplin Yönetmeliği, S:28388