

1. Course Name & Number: Design Studio
484/584 Business Incubator Park Blocks Portland

2. Instructor/Office: Donald Genasci
White Stag Bldg. Phone 971 409 3160 dgenasci@uoregon.edu

3. Meeting Time & Place: M,W,F, 1:00 to 5:00
Portland White Stag Bldg. 5th floor.

4. Meeting Format: Intermediate Studio

5. Credit Hours: 6

6. Prerequisites: 384/385

7. Study/Course Objectives: Urban Design/Architecture

The design will be for an Urban Incubator that will offer spaces for startup businesses, work places and support services. Cities like Portland are developing at such rapid paces, making it harder to find traditional, older buildings with inexpensive space for startups. In addition the cost of consultants and basic services is a deterrent for startups. Proposed is a centrally located venue for relatively inexpensive space and subsidized services.

As with any new urban building, there is an opportunity to improve the context. Buildings should be based on ideas expressed by the form of the building and improvement of context. The city itself should be a source for ideas for any architect. What can the development of a new building, regardless of use, offer to its context? And how can this opportunity be expressed in building form?

The context for the studio is a central location between two quite different Portland neighborhoods. The historic Old Town and the new North Park Block/Post Office Development. This context offers a rare opportunity to participate in a real development in a central part of Portland.

8. Study Vehicles/Course Content: The term will include two main components. The first component will be an urban design response to the context. For example, what are important local issues and what could a new building do to improve the adjacent context (groups of two or three - first week). Individual presentations of examples of business incubators (first week).

The second component of the term will be the design of the Urban Incubator building with reference to the urban analysis and examples of incubator buildings.

9. Reading List: The studio will have a reading list focused on expression of architectural ideas.

10. Instructor's Comment: This studio is intended for architecture students interested in the design of urban architecture with meaning for local residents. Implicit in discussions and criticism will be the idea of the importance of the city in development of our culture. Without strong cities that support public interaction, our society suffers from a lack of ideas.