PROJECT:
A cultural center in Eugene, Oregon. This studio will leverage ideas of user based experiences, multifunction, and the gig economy to create space that directly serves Eugene’s population. The cultural center will look at the needs of the community for commerce, art, and social service. Generally the program will include: open ended art spaces, community engagement, and storefronts. The objective will be to connect and engage the most advantaged and the most disenfranchised members of the city in a positive and meaningful way.

METHOD:
Students will explore how narrative can give way to clarity in design. Through rigorous research, writing, and experimental media students will dive into the world of storytelling as a means of experience creation and how narrative can connect seemingly discordant user experiences and programmatic functions.

DETAILS:
Term: Fall 2019
Studio: IARC 4/584
Instructor: Leah Fuller (lfuller@uoregon.edu)
Objectives:
- Independent Research
- Exploration of Graphic Representation
- Narrative Development
- Design Development
- Material Language Development

ANECDOTES
Image: Cloud & Co branding by Futura