This seminar will explore the social potential in the future of American production facilities. Currently, the majority of manufacturing that we rely on for our goods occurs in factories overseas which are not designed with consideration of the experience of the people who are working in the facilities. This seminar will combine analyses of current manufacturing conditions of different types of manufacturing including: food and wine, electronics, building supplies, etc. We will explore how the human experience is and is not incorporated into the design of these facilities. We will then engage in informed speculation on the future of manufacturing trends to re-envision new directions that production operations, facilities, and systems might take.

We will study how typologies such as wineries and food production (such as Tillamook Cheese Factory) have turned the process of manufacturing into an interactive, social experience. We will explore how this, and other approaches to social engagement with manufacturing, might impact production facilities in the future in ways that will make these facilities more engaged with, and supportive of local communities.

Co-teaching this course will be two of the partners at NAYAH (nayah.com), a venture fund and design studio focused on building true community power, shared wealth, & holistic well-being for minoritized people by creating and supporting intergenerational places and companies that positively impact in both process and in outcomes. Miguel McKelvey is a partner at NAYAH studio and was previously Co-Founder and Chief Culture Officer at WeWork, as well as being a UO Architecture graduate. Michel Rojkind is also a partner at NAYAH studio and in 2002, founded Rojkind Arquitectos, an internationally award-winning architecture firm based in Mexico City. Through their design projects and their investment in and development of their portfolio companies, they use community-centered design to model and share new ways of creating meaningful impact for people and the planet.

This seminar will focus on design research as the basis for envisioning the future of manufacturing facilities and the production experience. This will include data collection, analysis of data and synthesis in graphic form that becomes relevant for the design exploration process.

The seminar will include required readings, visiting lecturers and optional field trips.

Readings will include:

- Vertical Urban Factory by Nina Rappaport - [https://verticalurbanfactory.org](https://verticalurbanfactory.org)
- The Factory In A Garden by Helena Chance
- Many others