



Università
degli Studi
della Campania
Luigi Vanvitelli

1000 IDEAS for MILAN

Workshop Proposal Fall 2020

Winy Maas / The Why Factory

Il Dipartimento di Architettura e Disegno Industriale dell'Università degli studi della Campania organizza una call per studenti (iscritti al quinto anno) per partecipare al Workshop organizzato dal Direttore di DOMUS, Winy Maas (MVRDV) e The Why Factory.

Periodo di riferimento: 21-26 Settembre 2019 presso La Triennale di Milano

Presentazione dei lavori: 10 Ottobre, Teatro Franco Parenti di Milano

Numero di studenti dell'Università degli studi della Campania: 20

I lavori prodotti durante le sessioni di lavoro saranno pubblicati come opera collettiva sul numero di Domus di Novembre 2019

Workshop Proposal: *Our planet is subject to dramatic climate change that requires all of us to speed up action in order to save it. But we are so slow... The depletion of natural resources is accelerating tremendously. Huge income disparities create enormous social tensions. Moving populations demand for action. Rampant desertification demands forests. Exponential population growth requires more products, more food, more oxygen, more energy, more water, better waste treatment. We need an agenda for change. An agenda to be implemented. Now! That together form and make the future city.*

The Why Factory at TU Delft is dedicated to the future city. We research into the unknown and the way it is unravelling itself. How can we accommodate the future? How to facilitate the unexpected? The Why Factory is an inclusive research laboratory who take into account all those who make the future city: the urbanists, the landscape architects, the architects, the designers, the artists, the developers, the investors, the politicians, the residents, the users, the scholars, the critics.

Can Milan be more responsible? More open? More curious? Can Milan be fearless and experimental? Can Milan be truly green? Can Milan be human, social, intimate, open, accessible, democratic, free, adaptable, heterogeneous, welcoming? Can Milan be diverse? And can Milan be lovely, beautiful and exciting? In short: Can Milan be wonderful?

This 'bucket list' appears on all levels, on all scales. From XXS to XXL and vice versa. From better materials, to better toilets, to better facades, to better houses: a better Milan.

From mass production of cars, of toilets, of bricks to roads or infrastructure. From nano-materials to large scale planning. Even the smallest element helps. They all make Milan wonderful.

Yes, everything is urbanism! everything makes Milan!

Winy Maas

Selezione partecipanti

La domanda di partecipazione (da presentare secondo il modello allegato) dovrà essere inviata debitamente compilata all'indirizzo dip.architettura@unicampania.it mettendo in cc: concetta.tavoletta@unicampania.it entro e non oltre il 22 luglio 2019, con allegata copia di documento di identità in corso di validità.

La domanda dovrà essere corredata da cv accademico (specificare i corsi di progettazione eseguiti, docenti e valutazione) e portfolio illustrante le esperienze progettuali del candidato (corsi universitari, tirocini, workshop, concorsi), massimo 10 facciate A3 orientamento orizzontale.

Tutto il materiale dovrà essere in formato .pdf ed essere di peso complessivo inferiore a 10 megabyte, pena esclusione dalla procedura di selezione.

A tutti i candidati sarà inviata conferma di avvenuta ricezione e saranno successivamente comunicati gli inviti ai candidati selezionati in tempo utile per l'inizio dei lavori.

La permanenza a Milano per tutta la durata dei lavori sarà a cura dei partecipanti.

Per informazioni si prega di contattare gli organizzatori inviando una comunicazione e-mail all'indirizzo: dip.architettura@unicampania.it

Domanda individuale di partecipazione a
The Milan Model: 1000 Ideas or Milan
Winy Maas, The Why Factory

da inviare a dip.architettura@unicampania.it mettendo in cc concetta.tavoletta@unicampania.it:
entro e non oltre il giorno 22 luglio 2019 con allegata copia di documento di identità in corso di
validità

Il/la sottoscritto/a

nato/a il a

residente in via

CAP

telefono.....e-mail

corso/specializzazione/anno di frequenza.....

CHIEDE

con la presente istanza di partecipare al workshop di progettazione The Milan Model: 1000 Ideas or Milan che si svolgerà a Milano, dal 21-26 Settembre 2019 con mostra finale per il 10 Ottobre 2019
Le date indicate potranno subire piccole modificazioni.

Il sottoscritto dichiara di essere a conoscenza del fatto che le richieste di partecipazione verranno valutate da apposita commissione sulla base della compilazione della presente domanda e del contenuto del cv e del portfolio ad essa allegata. I materiali inviati non saranno restituiti. La partecipazione al workshop è gratuita. Vitto, alloggio, spese di viaggio, costi del materiale di lavoro sono a carico del partecipante.

data

firma del candidato

TRATTAMENTO DEI DATI PERSONALI

Ai sensi e per gli effetti del D.Lgs. n.196 del 30/06/2003 e s.m.i., il/la candidato/a presta il suo consenso per il trattamento dei suoi dati e per la comunicazione delle informazioni e dei dati rilasciati. L'accettazione della presente iscrizione da parte degli organizzatori comporta automaticamente l'accettazione da parte dei candidati al trattamento dei dati personali come sopra indicato. Il/la candidato/a dichiara inoltre di essere a conoscenza dei diritti dell'interessato come previsti dall'art.7 del D.Lgs. n.196 del 30/06/2003 e s.m.i..



The Milan Model

1000 Ideas for Milan

**Workshop Proposal
Fall 2020
Winy Maas / The Why Factory**

Wonderful Milan

Our planet is subject to dramatic climate change that requires all of us to speed up action in order to save it. But we are so slow... The depletion of natural resources is accelerating tremendously. Huge income disparities create enormous social tensions. Moving populations demand for action. Rampant desertification demands forests. Exponential population growth requires more products, more food, more oxygen, more energy, more water, better waste treatment. We need an agenda for change. An agenda to be implemented. Now! That together form and make the future city.

The Why Factory at TU Delft is dedicated to the future city. We research into the unknown and the way it is unravelling itself. How can we accommodate the future? How to facilitate the unexpected?

The Why Factory is an inclusive research laboratory who take into account all those who make the future city: the urbanists, the landscape architects, the architects, the designers, the artists, the developers, the investors, the politicians, the residents, the users, the scholars, the critics.

Can Milan be more responsible? More open? More curious? Can Milan be fearless and experimental? Can Milan be truly green? Can Milan be human, social, intimate, open, accessible, democratic, free, adaptable, heterogeneous, welcoming? Can Milan be diverse? And can Milan be lovely, beautiful and exciting? In short: Can Milan be wonderful?

This 'bucket list' appears on all levels, on all scales. From XXS to XXL and vice versa. From better materials, to better toilets, to better facades, to better houses: a better Milan. From mass production of cars, of toilets, of bricks to roads or infrastructure. From nano-materials to large scale planning. Even the smallest element helps. They all make Milan wonderful.

Yes, everything is urbanism! everything makes Milan!

Winy Maas

The Model

01. We start the studio by analyzing Milan's beauty, particularities and challenges by means of mapping and visualizations. Subsequently, we produce a series of student interventions that can show how an event can materialize within the city, with a specific focus on interventions in the public realm. Ultimately, we will produce a catalogue of interventions that could improve Milan and create updates for the future. Those interventions make the city more remarkable and more complete. We will challenge students to produce a multitude of physical models that explore all the potentials of the city. All the models are tested at scale 1:500 on a giant table and thoroughly documented for further dissemination. Students also produce "1.000" visualizations showing the impact of their interventions.

02. The design studio will serve as an open, accessible and visible exploration of the participating students with teachers, experts and local agents of the themes, fantasies and ideas for the future of Milan as an unique place. This physical model will be used for testing and illustrating directions and extend ideas. This model will serve as a base to generate discussion with the international and local public. This will lead to a series of conversations, talks and debates about the future of Milan.



01.



02.

1000 Ideas

Some exemples of possible interventions:

- 01. The Cloud
- 02. The Slab
- 03. 111 Villages
- 04. The Zebra
- 05. The Bridge
- 06. The Signs
- 07. The Mountain
- 08. The Swimming Pool



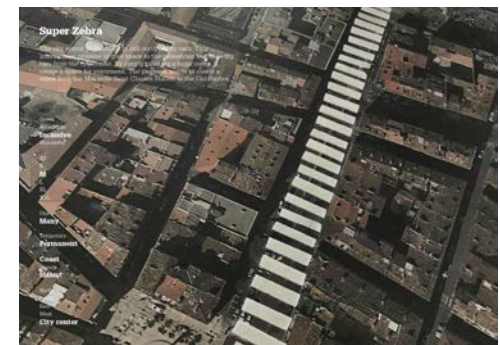
01.



02.



03.



04.



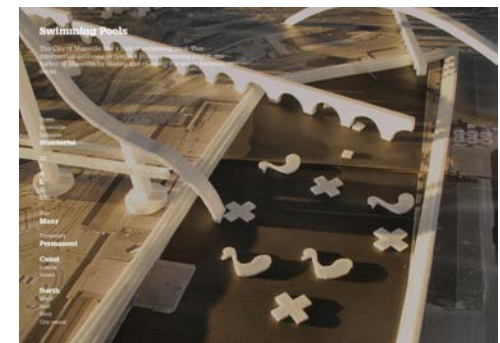
05.



06.



07.



08.

References

Marseille: Le Grand Puzzle Manifesta 13 2018

On November 7 -13, a group of almost 80 students from TUDelft, ENSA-Marseille and ESADM Marseille proposed a myriad of interventions for the future of the city.

After an intense week of work a giant model of 25 x 9 m was presented to the city, in the framework of the preparatory work for the arrival of the Manifesta Biennial to Marseille in 2020.

Winy Maas, director of The Why Factory, has been commissioned an interdisciplinary urban study of Marseille and its metropolitan region as the base for the curatorial framework of Manifesta 13.

'As an urban planner I imagine to highlight, enlarge and manifest the potentials, necessities and beauties of Marseille. This urban study will support the artists, makers and designers involved, to show, inspire and enlarge the city's role and specificity within the archipelago of European cities. Thus, enlarging Europe's cohabitation and strength.'
Winy Maas

Check the video on Youtube:
<https://www.youtube.com/watch?v=PxEE-YPYWOW>



References

Eindhoven: Future Downtown Dutch Design Week 2017

How do you imagine the future of city centre of Eindhoven? ICI Eindhoven Masterclass with Winy Maas is up and running! The Why Factory + MVRDV + TU/e

In the first masterclass (13-15 October), attendees will build a foam model of central Eindhoven that will serve as the base for further studies on the city's future urban form. On 21-22 October, coinciding with the opening Dutch Design Week, attendees will model future visions for the city that can be inserted into the larger urban model. The resulting pieces will be on display at the exhibition space, showcasing the diversity of typologies for future life – visions made by and for the city. The visions produced at ICI Eindhoven will stimulate debates on the possibilities and opportunities for urban densification in the city. What is the future of Eindhoven? How do we want to live in it?

Ici Eindhoven is a platform open to and made for the public to contribute to future visions for the city of Eindhoven. Visitors to Dutch Design Week are invited to join in with students during this masterclass and are welcome to produce models and participate in conversations.

Check the video on Youtube:
<https://www.youtube.com/watch?v=fe3IH8-B66s&t=1s>



References

St Petersburg: SPB 2103 2017

On 19 June the exhibition 'SPB 2103' opened in St Petersburg, where The Why Factory and MVRDV have presented 3 installations.

In collaboration with ITMO university and 25 students from all around Russia, prior to the exhibition a 4-day workshop led by The Why Factory took place, during which we developed proposals for the future of Saint Petersburg. The result of this workshop is now presented at the exhibition.

Check the video on Youtube:

<https://www.youtube.com/watch?v=jBEU9tSELpc>



During the workshop, a number of students will make foam models and place them on a big table with a satellite print of the of the city of the city in scale 1:1000 or 1:500.

Material

Detailed Overview

Tables

- The total surface of the table is 20x10m (200m²)
- The table is made out of smaller boards
- Trestle tables: 64 boards of 244 x 122 cm + 128 trestles Trestle tables

Satellite Image

- A print of the city glued on the board
- Print is with coating on top!!! (Note: Plain paper will react with the humidity and wrinkle!)

Extruded polystyrene (white foam preferably)

- Amount: 400 plates
- 1 plate = (50 mm x 1250 mm x 600 mm)

Spray Paint

- Amount: 800 cans
- Colours tbd

Green material/miniature trees

- Enough for covering 200m²

Foam Cutters

- Amount: 1 per 4 students

Working Space

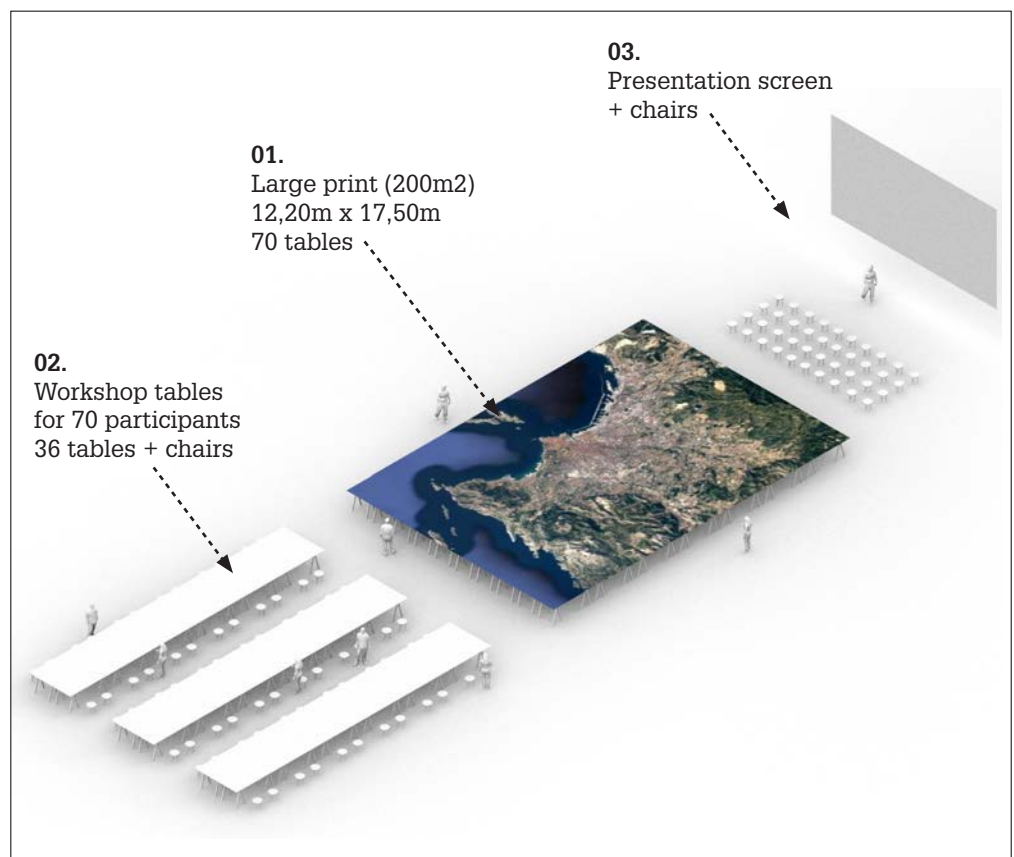
During the workshop students need to be able to work on their laptops connected to the internet.

- Tables
- Chairs 80
- Power Plugs
- Wifi
- Laser Printer for over 2000 A4 prints in Color
- 1 beamer + screen

Workshop

The set-up of the exhibition will be composed of three main parts: 1) a large table of 12,20m x 17,50m covered with satellite image, 2) a pace of 36 tables for participants to work and produce model, 3) one space with a screen for lecture and presentations.

Set-up proposal



Material

Detailed Overview

- 01. Wooden board
- 02. Trestle
- 03. Example of print fixed on a wooden board
- 04. Sample of foam boards
- 05. Spray Paint
- 06. Green material/miniature trees
- 07. Example of foam cutters
- 08. Example of foam cutters



01.



02.



03.



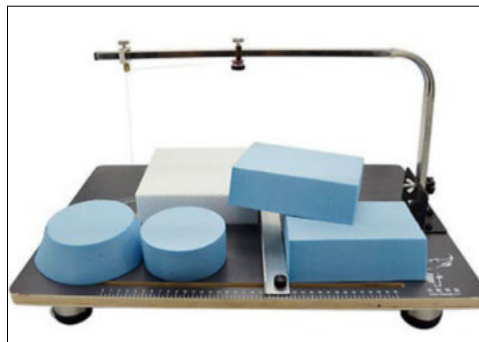
04.



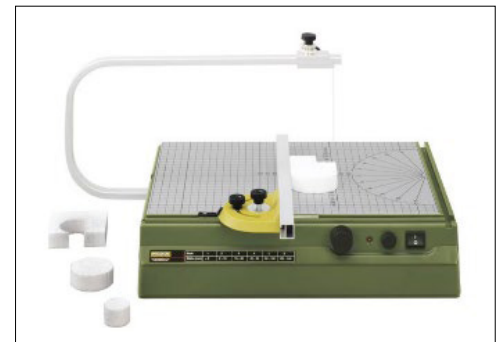
05.



06.



07.



08.

Material

Sum-up

-
- **Tables / boards** **64 x**
 The big table is 200m2.
 It consists of a grid of smaller tables.
 Depending on the smaller table size,
 we need different amounts of tables and trestles:
 - Option1 : 244 x 122 cm = 64 tables + 128 trestles
 - **Trestles** **128 x**
 - **Satellite print** **200 m2**
 Fixed to the tables provided
 with some kind of coating or plastic
 - **Foam cutters** **1 per 4 students pieces**
 - **Extruded polystyrene XPS** **400 plates**
 - **Working tables**
 - **Power supplies + extender**
 - **Wifi**
 - **Basic chairs**
 - **Projector**..... **1 x**
 - **Printers + 2000 A4 prints** **3 x**
 - **Spray-paint**
 - **Green material**
 - **Catering during the workshop**
 - **Final review catering**

The Why Factory

Research, Education, and Public Engagement



The Why Factory (T?F) is a global think-tank and research institute led by professor Winy Maas, founding partner of MVRDV. It explores possibilities for the development of our cities by focusing on the production of models and visualisations for cities of the future.

Education and research of The Why Factory are combined in a research lab and platform that aims to analyse, theorise and construct future cities. The Why Factory investigates within the given world and produces future scenarios beyond it; from universal to specific and global to local. It proposes, constructs and envisions hypothetical societies and cities; from science to fiction and vice versa. The Why Factory thus acts as a future world scenario making machinery.

We want to engage in a public debate on architecture and urbanism. The Why Factory's findings are therefore communicated to a broad public in a variety of ways, including exhibitions, publications, workshops, and panel discussions.

The work of The Why Factory has been exhibited at various events, such as the Business of Design Week, Hong Kong, 2009; Foodprint Manifestation, Den Haag, 2009; Imaginarium, Berlin, 2010; Museum of Tomorrow, Taipei, 2011; The Total Museum of Contemporary Art, Seoul, 2012; Hamburg Museum, Hamburg, 2013; COAM, Madrid, 2016; Architekturgalerie, Munich, 2017; Dutch Design Week, 2017; SpazioFMG, Milan, 2017.

At the core of The Why Factory's campaign is a series of books —the 'Future Cities Series'—, which is being published in association with nai010 Publishers in Rotterdam. In the 'Future Cities Series' the following books have been published: Visionary Cities (2009), Green Dream (2010), The Why Factor(y) (2010), The Vertical Village (2011), Hong Kong Fantasies (2011), City Shock (2012), We Want World Wonders (2014), Barba (2015), Absolute Leisure (2016) and Copy Paste (2017).

The Why Factory

Making Future Cities

01. PoroCity,
Opening up Solidity



01.

02. Absolute Leisure,
Does Leisure Work?



02.

03. WegoCity,
Tailor-Made Housing



03.

04. World Wonders



04.

05. Luxury of the North,
What if we would live in a fully
transparent Environment?



05.

06. Green Dream
How Future Cities can Outsmart
Nature



06.

07. Biodiversity,
How Can We Co-Exist With Animals?



07.

08. Vertical Village,
Individual, Informal, Intense



08.