



## JUICE

STUDIO ANNOUNCEMENT | "2G1/3G4" Graduate Architecture Studio Fall 2006 | Malcolm McCullough

goal	What is the role of fixed architectural forms in reconfiguring flows of material resources? This studio offers practice at taking basic ideas about industrial ecology into a well-resolved proposal for a building. Our representative resource will be food, for how its flows shape pleasurable and sustainable settings, whether in countryside, city, or the uncanny reconfiguration that we call Perimeter.
theme	"Food continuously circulates through the landscape into our homes and bodies. It thereby organizes our calorific, symbolic and social energies. Juice, the essence of food, can also mean credit, electricity, access, flavor and love. The topic of food, as product as well as service, as metaphor as well as material, as energy as well as connectedness, will preoccupy us... This might involve: innovative ways to share, prepare, cook and eat food; urban farming, new links between producer and consumer; practices that transform urban-countryside interactions; sustainable packaging and distribution scenarios; effective uses of new technologies in relation to food." -- <i>call for projects, international design conference Doors of Perception 9, New Delhi.</i>
site + program	As a built fixture good for channeling resource flows, as well as for practicing architectural fundamentals such as widespan structure, diverse access, variable use, and civic identity, our core project will be a Market Hall. One credible and stimulating place to consider this is Traverse City. Traditions of agricultural economy and paradoxes of arcadian development cross as clearly there as anywhere in Michigan. Recent waterfront plans there have put landscape urbanism into political play. A richly interconnected set of reuse sites invites study. Comfortable assumptions about building and open space are being actively dislodged. High among these is the symbolism of the local farmers' market.
satellite	Under the theme of innovations in the space of flows of food, we will complement this core project with a small prototype project, less about physical structure and more about spatial patterns, for an alternative food experience along highways here. How the two projects might infuse one another is of interest.
what it is not	This work demands careful alternatives to default tourist formulas. We will challenge not only franchise food joints in general, but also the so called "festival marketplace" in particular. Our project aims less at casual passers-by, and more at habitual insiders.
organizations	Traverse City waterfront access has just been studied by a team of TCAUP+SNRE thesis projects. Downtown amenities have been explored by Michigan State University's Small Town Design Initiative. Urban farming has been studied by a recent Detroit Charrette and followup urban design studio at TCAUP. These can provide us with insights, data, contacts, and critics. Traverse City's downtown alliance and planning department have both expressed interest. We will visit market halls in Detroit and Lansing, and talk with some of Ann Arbor's more enterprising food distributors.
skills	Work is expected to advance technical skills in the aforementioned fundamentals; in research skills both online and not; and in graphic skills at self-evident visual communication. On a life-skills level, at least for practice in avoiding extremes of guilt or self-righteousness about dietary choices, we will cook whatever and whenever we see fit as a group; although we may then draw maps of the supply chains.

