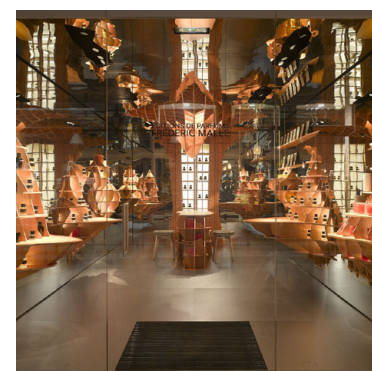
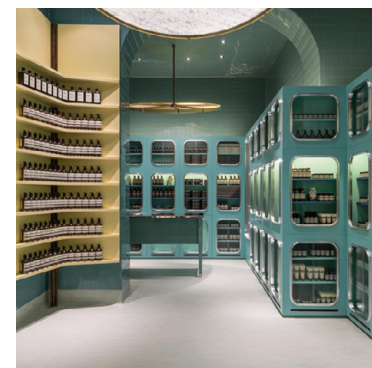


OFFICE HOURS / LOCATION: By appointment
CLASS TIME / LOCATION: MWF 1:00pm - 5pm, TBD

DESIGNING WITH THE SENSES - PERFUMERY AND THE CONTEMPORARY RETAIL APOTHECARY



Images L-R, T-B:

Santa Maria Novella, Florence,
Alchemic Workshop, 1590;
Grasse Institute of Perfumery;
Aesop store in Milan by dimorestudio;
Francis Kurkdjian
Olfactory Installation;
StoreyStudio John Lobb,
Spring Walk SS18;
Jakob + Macfarlane Frédéric Malle
perfume store, Paris.

FALL 2018 SYLLABUS

This advanced Interior Design studio will investigate the history of perfumery, its relationship to the apothecary, and the rise of sensation and experience in retail, interior design, and architecture. Students will apply this research to developing a sensorial pop-up and movable display counter, which will lead to broader studio investigations of retail design, sensory guest/customer experiences, and a final design of a modern apothecary retail store in New York City.

STUDIO COURSE OUTLINE:

1A) Research - Apothecary & Perfume

An introduction to perfumery, scent and its relationship to memory, and the history of the apothecary. Learn about the history of fragrance, its use in soap and perfume in antiquity, its connection to trade, the rise of its use in beautification, and its connection to the monastic and medicinal dispensaries. Techniques of manufacturing and distillation will be reviewed, including modes of extraction of natural elements and the understanding of natural vs synthetic scents.

1B) Research - Sensory Experiences and Retail

Research the impact of online shopping and its impact on the physical retail store. Focus on user research and case studies of how brands are shifting retail design strategies to retain customer and brand attention between the digital and the physical. Gather precedent examples across retail industries, as well as outlier examples of sensorial experiences in art, music, hospitality, theatre, fashion/runway.

2) Sensorial Retail Pop-Up

Students will design a pop-up sensorial experience and counter for product display which integrates a scent and material exploration component for a site in downtown Austin, specific site information forthcoming (site may be movable). The pop-up experience will focus on developing a singular, sensational moment, incorporating research on perfumery, sensorial design, and new retail trends.

3) Retail Store Design

Using the sensorial pop-up experience as a basis for re-conceptualizing experiences of retail and the typology of the modern day apothecary, students will design a finish-out retail store in New York City, specific site information forthcoming. Program will include retail and product display (seasonal vs permanent), guest interaction moments, new concepts for points of sale, sensorial experiences, an extension of the pop-up counter, as well as experience based programming based on the student's research such as a cafe, bakery, or flower shop. Each design will include the development of site research, storefront and street presence, signage, wayfinding, lighting, interior surfaces, ceiling systems, flooring, sound (ambience as well as acoustics), examination of scent, ventilation, and air quality, and innovations in the use of color, pattern, material, textiles, and FF&E.

All course material will be submitted in a pre-agreed upon design format prior to the first presentation, and presentations thereafter, and all material compiled into a research course book at the end of the studio semester.

CATALOG DESCRIPTION AND PREREQUISITES

ARI 560R. Advanced Interior Design. 5 Hours. (Undergraduate section)

Restricted to students in the School of Architecture. Synthesis of components covered in other interior design courses, such as human aspects, place-making, the interior envelope, transitional spaces, and conceptual processes. Fifteen hours of lecture and studio a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Architectural Interior Design 530T with a grade of at least C and satisfactory completion of a third-year portfolio review.

ARI 696. Advanced Interior Design Studio. 6 Hours. (Graduate section)

Studies advanced problems in interior design and examines design strategies and different phases of design. Topics may focus on interior design as it relates to retail, education, sustainability, and health care. Fifteen studio hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing, Architectural Interior Design 693K and 693L, and consent of the graduate adviser.

STUDIO CULTURE

The School of Architecture believes in the value of the design studio model. Studio learning encourages dialogue, collaboration, risk-taking, innovation, and learning-by-doing. The studio offers an environment where students can come together to ask questions and make proposals, which are developed and discussed among classmates, faculty, visiting professionals, and the public-at-large. Studio learning offers intensive one-on-one instruction from faculty members, and provides the opportunity for each student to develop his/her critical thinking skills and spatial and material sensibilities. The design studio offers a synthetic form of education, where project-based learning becomes the foundation for developing an understanding of and commitment to the school's core values — broadmindedness, interconnectivity, professionalism, exploration and activism — all in service of architecture's fundamental mission: to improve the quality of the built and natural environments.

<https://soa.utexas.edu/programs/architecture/architecture-studio-culture>

GRADE DESCRIPTIONS

A/A- Excellent

Project surpasses expectations in terms of inventiveness, appropriateness, visual language, conceptual rigor, craft, and personal development. Student pursues concepts and techniques above and beyond what is discussed in class. Project is complete on all levels.

B+/B/B- Above Average

Project is thorough, well presented, diligently pursued, and successfully completed. Student pursues ideas and suggestions presented in class and puts in effort to resolve required projects. Project is complete on all levels and demonstrates potential for excellence.

C+/C Average

Project meets the minimum requirements. Suggestions made in class and not pursued with dedication and rigor. Project is incomplete in one or more areas.

C-/D+/D/D- Poor

Project is incomplete. Basic grasp of skill is lacking, visual clarity or logic of presentation are not level-appropriate. Student does not demonstrate the required competence and knowledge base.

F Fail

Project is unresolved. Minimum objectives are not met. Performance is not acceptable. Note that this grade will be assigned when students have excessive unexcused absences.

X Excused Incomplete

Can be given only for legitimate reasons of illness or family emergency. Simply not completing work on time is not an adequate cause for assigning this evaluation. It may only be used after consultation with the Associate Deans' offices and with an agreement as to a new completion date. Work must be completed before the second week of the next semester in which the student is enrolling, according to the School of Architecture policy.

ATTENDANCE

Punctual and regular attendance is mandatory. Participation is expected. With three (3) unexcused absences, the student's final grade for the course will be lowered by a full letter grade. The final grade will be lowered by a full letter grade for each unexcused absence thereafter. Aside from religious observances, absences are only excused with written documentation of a medical issue or family emergency. The student is responsible for completing work missed due to excused absences and initiating communication with the instructor to determine due dates.

If a student is late (5 minutes after the start of class) three (3) times, it will be counted as one (1) unexcused absence. Students should notify the instructor prior to class if lateness or absence is known in advance. Students must notify instructors directly regarding lateness or absences; Asking a classmate to inform the instructor is not acceptable.

RELIGIOUS OBSERVANCES

A student shall be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for the purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy requires students to notify each of their instructors as far in advance of the absence as possible so that arrangements can be made.

ACADEMIC INTEGRITY

Students who violate University policy on academic integrity are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic integrity will be strictly enforced. Refer to the Student Conduct and Academic Integrity website for official University policies and procedures on academic integrity: <http://deanofstudents.utexas.edu/conduct/academicintegrity.php>. University Code of Conduct: <http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

CARE PROGRAM

Counselors in Academic Residence (CARE) Program places licensed mental health professionals within the colleges or schools they serve in order to provide better access to mental health support for students who are struggling emotionally and/or academically.

Laura Dannenmaier (LCSW) is the CARE Program Director and is the assigned CARE counselor for the School of Architecture. Faculty and staff may refer students to the CARE counselor or students may directly reach out to her.

Laura Dannenmaier | BTL 114B | (512) 471-3115
https://cmhc.utexas.edu/CARE_dannenmaier.html

STUDENTS WITH DISABILITIES

Students with disabilities who require special accommodations must obtain a letter that documents the disability from the Services for Students with Disabilities area of the Office of the Dean of Students (471-6259 voice or 471-4641 TTY for users who are deaf or hard of hearing). This letter should be presented to the instructor in each course at the beginning of the semester and accommodations needed should be discussed at that time.

<http://diversity.utexas.edu/disability/>

SECURITY, SAFETY, AND THE STUDIO

The studio is an exceptional learning environment. Since it is a place for all, it necessitates the careful attention to the needs of everyone. All spraying of fixative, spray paint, or any other substance should be done in the shop. Security is a necessary component for a studio that is accessible to you and your colleagues 24 hours a day, 7 days a week. Do not leave your studio without your studio key and do not leave your studio unlocked. Hold yourself and your studio-mates accountable for the security of your shared space.