

# MADE IN LONDON

*GLOBAL MARKET FOR LOCAL CAPITAL*



# **TABLE OF CONTENTS**

## **1 EXECUTIVE SUMMARY**

## **2 PROJECT**

2.1 OVERVIEW

2.2 TIMELINE

2.3 BUDGET

2.4 TEAM

2.5 PAST PROJECTS

## **3 CALL FOR PARTICIPANTS**

3.1 PROFESSIONAL PARTNERS

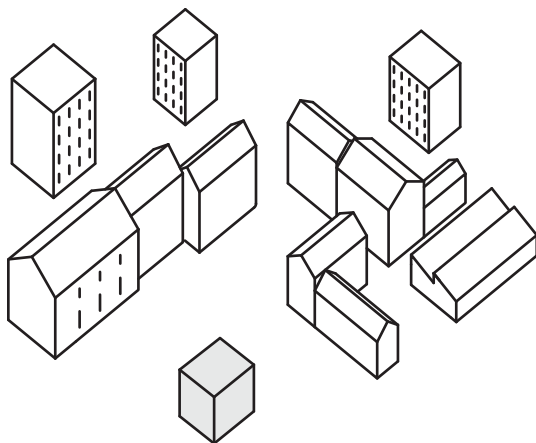
3.2 CONTACT

# 1 EXECUTIVE SUMMARY

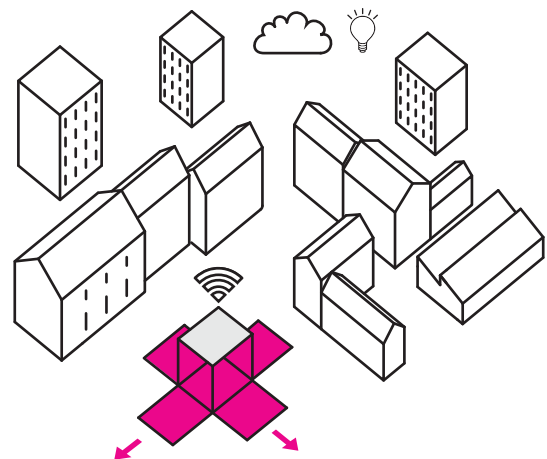
The 2014 London Festival of Architecture provides a highly visible opportunity to empower local industries through global investment and showcase a vision for the future of architectural process. Cloud Architecture is a new global, interdisciplinary team of young professionals working on urban and architectural projects all around the world. We not only send a field team to work directly from each local site but also engage a global cloud of experts with the ease and efficiency of co-located practice. As an official participant in this year's programme, we are excited to demonstrate our unique process and deliver innovative design solutions for London's human capital.

Our project, titled MADE IN LONDON, will be a sustainable, grassroots, and interactive testbed for what local architecture can achieve through global collaboration and investment. We believe that with this GLOCAL platform, good design can literally POP-UP anywhere.

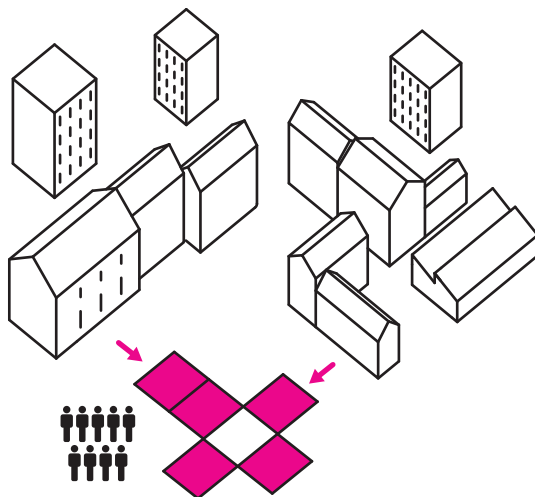
We invite you to be a part of our team in this high-publicity project. We are looking for sponsors, mentors, and volunteers from London and all around the world to help us make this vision of GLOCAL architecture a reality.



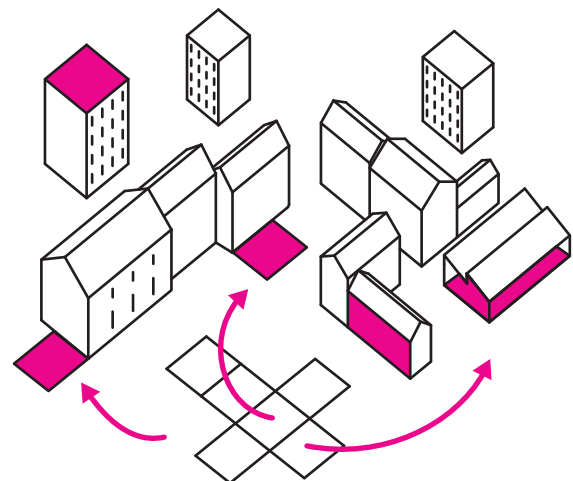
1. Set up the POP-UP Studio on a site with a challenging design problem.



2. Engage investor, stakeholders, public, and the global team in an open studio environment.



3. Propose a design solution based on the needs of the specific local context.



4. Deploy the solution in the field and pack up the POP-UP studio.

## 2 PROJECT

### 2.1 OVERVIEW

Our project, titled MADE IN LONDON, is an open demonstration of our GLOCAL architectural design process for the specific theme of CAPITAL as proposed by The London Festival of Architecture. We have partnered with The Spitalfields Trust to position our project in Spitalfields Market. From June 9-27, we will work onsite in our open POP-UP studio, analyze spatial and experiential challenges for merchants in the retail environment, and propose macro and micro design fixes through rapid prototyping. At the conclusion of the project we will deliver our final design solutions for the Spitalfields Market site and future retail sites in London and beyond.

Our primary goal is to engage the public in our design process and inspire them to rethink their role in local urban design and architecture. We believe that every citizen has a right to good design and a right to participate in its development. We also hope to inspire local architecture studios, engineering firms, and contractors with our GLOCAL approach. We will promote our project using social media and crowdfunding platforms and maximize exposure for our team, our sponsors, and the local community.



## 2.2 TIMELINE

### Week 1 (June 2-8):

We will construct the POP-UP studio offsite at London Metropolitan University in partnership with The Sir John Cass Faculty of Art, Architecture and Design. On June 8 we will transport the POP-UP studio to the Spitalfields Market site.

### Week 2 (June 9-15):

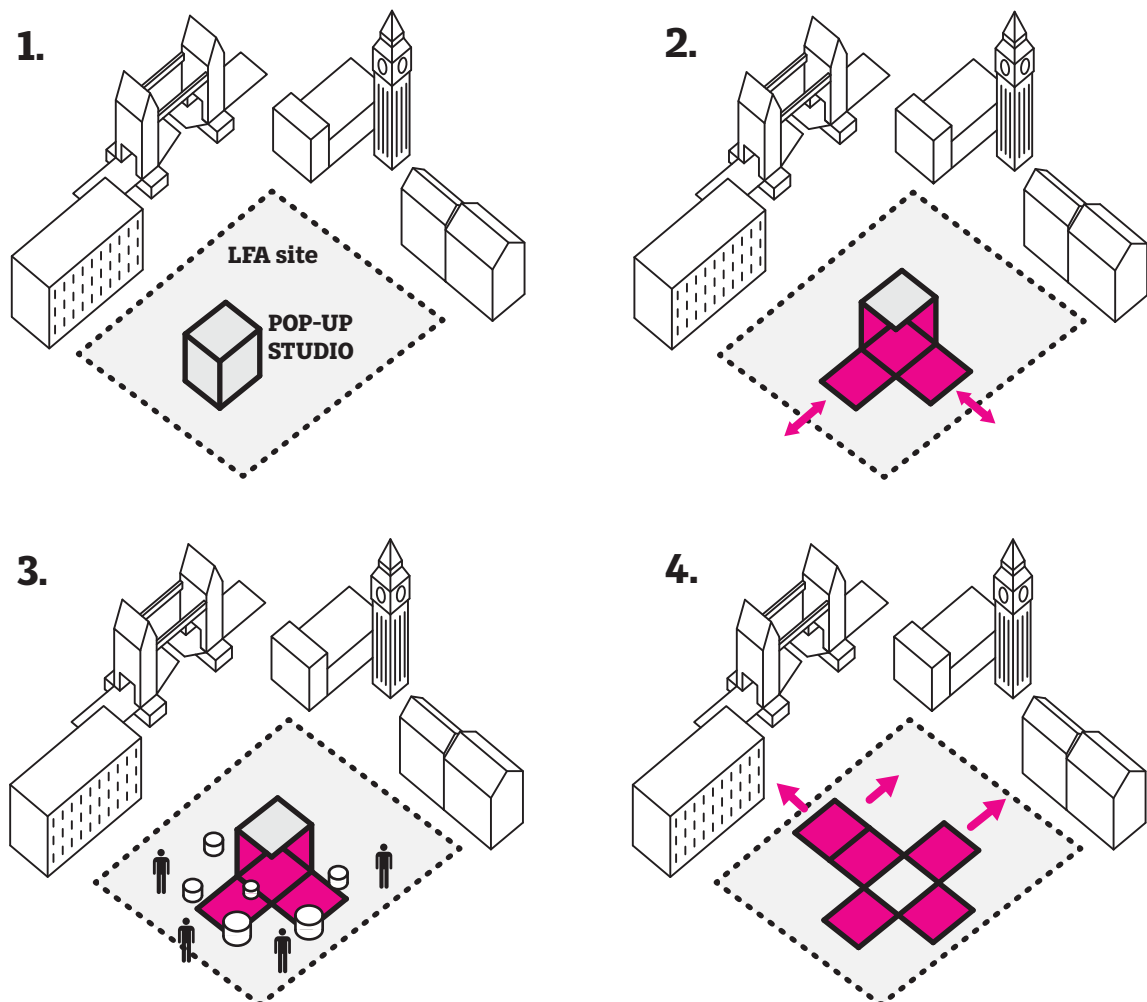
Our team will engage the local merchants and public through open workshops and discussions to understand the current retail environment and any perceived problems.

### Week 3 (June 16-22):

The team will prototype design solutions for individual merchants using recyclable materials. The POP-UP studio will actively gather feedback both from vendors and customers and iterate on the designs.

### Week 4 (June 23-27):

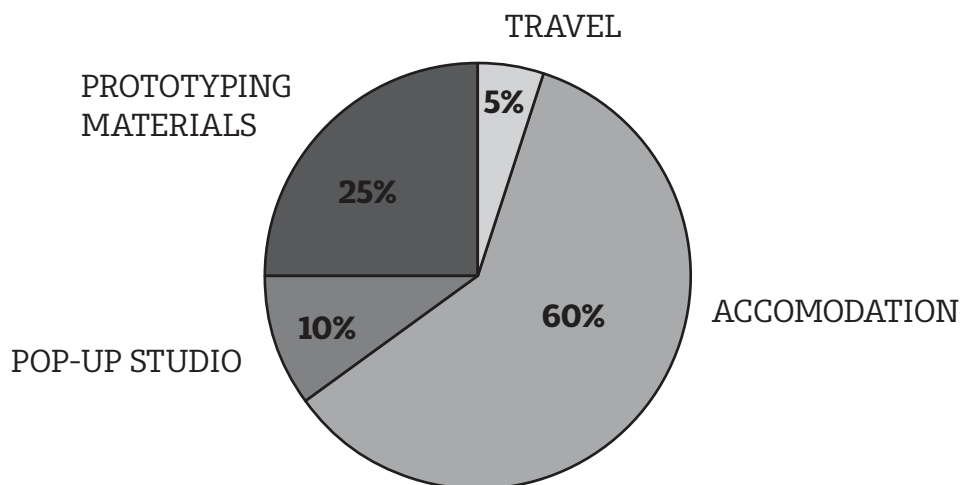
Based on feedback, the POP-UP studio will deliver a final design solution to the Spitalfields Market site that addresses the issues identified by the local community. At the conclusion we will recycle all materials and pack up the POP-UP studio.





## 2.3 BUDGET

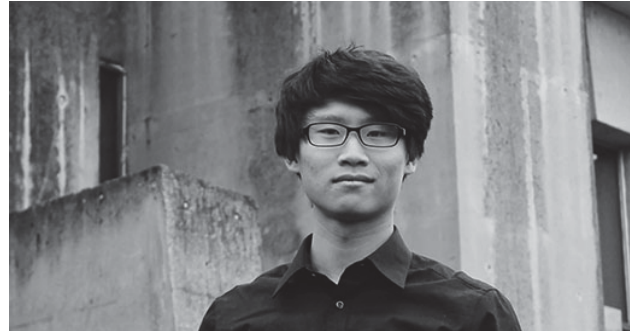
Description	Qty	Unit	Cost	Total
<b>TRAVEL</b>				<b>€ 500.00</b>
Roundtrip flights	5	EA	€ 100.00	€ 500.00
<b>ACCOMMODATION</b>				<b>€ 6,000.00</b>
Group housing	30	DAY	€ 100.00	€ 3,000.00
Group meals	30	DAY	€ 100.00	€ 3,000.00
<b>POP-UP STUDIO</b>				<b>€ 1,000.00</b>
Color canvas	65	SQM	€ 4.00	€ 260.00
Clear Sheeting	30	SQM	€ 4.00	€ 120.00
Paper tubes	35	LM	€ 2.00	€ 70.00
PVC connectors	8	EA	€ 15.00	€ 120.00
Threaded rod	30	LM	€ 3.00	€ 90.00
Stakes	8	EA	€ 10.00	€ 80.00
Tables	2	EA	€ 100.00	€ 200.00
Chairs	5	EA	€ 12.00	€ 60.00
<b>PROTOTYPING MATERIALS</b>				<b>€ 2,500.00</b>
Mock installation	1	LS	€ 2,000.00	€ 2,000.00
Workshop	1	LS	€ 500.00	€ 500.00
<b>TOTAL</b>				<b>€ 10,000.00</b>



## 2.4 TEAM



**Sinan Mihelčič**, age 31, graduated from Ljubljana University in Architectural Design. He participated in the AEC Global Teamwork Project in 2011 and co-created the Global Urban Design Course in 2012, both exploring digital collaboration tools in urban planning and architectural design. He established Skupina Štajn in 2008, an emerging young architectural studio in Kamnik, Slovenia. He is a technical assistant in architectural and urban planning studios at the Faculty of Architecture in Ljubljana, as well as a mentor to the AEC class at Stanford.



**Derek Ouyang**, age 22, graduated from Stanford University in 2013 with dual Bachelor's in Civil Engineering and Architectural Design, and will return in the fall for a Master's in Structural Engineering. He participated in the AEC Global Teamwork Project in 2011 and co-created the Global Urban Design Course in 2012. He was project manager of Stanford's first-ever entry to the U.S. DOE's 2013 Solar Decathlon and has been featured as an up-and-coming architect in the *Los Angeles Times*, in *Home Energy* magazine's "30 under 30", and at TEDxStanford.



**Karolina Ostrowska**, age 27, graduated from Warsaw University of Technology in Architectural Design and from the University of Warsaw with Bachelor's in Mathematics. She will return in the fall for a PhD in Architecture. She participated in the AEC Global Teamwork Project at Stanford in 2012. In 2013, in collaboration with representatives of the University of Warsaw, she developed a concept of revitalization of a pre-war Polish astronomical and meteorological observatory in Chornohora, Ukraine. She is an ArchiCAD trainer and member of BIM Team, a BIM technologies training center authorized by Graphisoft.



**Klemen Kušar**, age 28, graduated from Ljubljana University in 2012 in Architectural design and in 2013 in Economics. In 2010 he was an exchange student at Aalborg University and attended a summer workshop for the renewal of favela Dona Marta in Rio de Janeiro. He participated in the Global Urban Design Course in 2012. In 2008 and 2010 he was awarded 1st and 2nd place in the Isover Multi-Comfort House Design, and in 2012 was awarded the University of Ljubljana Prešeren Prize for his master thesis about public participation in the process of gentrification of urban sprawl. He is author of several articles regarding this matter.



**Janž Omerzu**, age 25, is a fifth-year student at the Faculty of Architecture in Ljubljana. He participated in the AEC Global Teamwork Project at Stanford in 2012, as well as an interdisciplinary Erasmus workshop in Krakow that focused on revitalization of old industrial areas in southern Poland. He was awarded 1st prize in a student competition that focused on pop-up architecture out of 45 competition entries. He currently works as a technical assistant at the Faculty of Architecture and as an intern architect at the Slovenian architectural office of SADAR + VUGA.



**Domen Stražar**, age 21, is a third-year student at the Faculty of Architecture in Ljubljana. He has been a member of Skupina Štajn since 2010, leading a student project for Kamfest 2013. In 2013 he started a project to revive one of the degraded industrial areas in Kamnik, the Alprem brownfield. The goal of the project is to convert the industrial space into a new activity/leisure center for Kamnik in the next five years. In the first phase, he led the design and construction of a wooden indoor skatepark, and in the current phase he is working on the design of a hostel on the site.

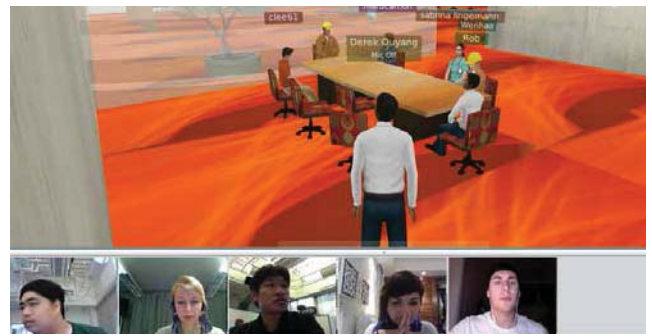


## 2.5 PAST PROJECTS



### U.S. DOE 2013 Solar Decathlon

Derek Ouyang led the first-ever Stanford team to compete in the U.S. Department of Energy's Solar Decathlon, which challenges twenty collegiate teams to design, build, and operate solar-powered homes that are energy efficient, affordable, and easy to live in. The Stanford team designed the Start.Home which is based on an innovative CORE. Students constructed the home over the span of six months and transported it to Irvine, CA for the competition, where the project won first place in affordability and fifth place overall. The house has been permanently installed on Stanford's Jasper Ridge Biological Preserve, where it is the new ranger residence.



### AEC Global Teamwork Project

The Computer-Integrated Architecture/Engineering/Construction Global Teamwork Project is directed by Dr. Renate Fruchter of the Project Based Learning Lab at Stanford University. The course places university students all around the world in interdisciplinary project teams to complete the conceptual development phase of a comprehensive building project. Members of Cloud Architecture participated in the course in 2011 and 2012, gained valuable skills in remote collaboration and digital design, and continue to act as mentors. These experiences form the basis of their "cloud-based" process and global network of participating designers.



### Stanford ChangeLabs

At ChangeLabs, Jason Bade worked with a major energy utility company in London, using in-home interviews and other human-centered design tools, to design new business models that generated sustainable revenue while also achieving cost and energy savings for customers. Potential solutions, based on observations of the customers themselves, included linking coffee rewards programs to energy saved to increase energy behavior salience and linking home mortgage financing with energy efficient appliance purchase and financing.



### Kamnik Public Transportation Sustainability Study

Skupina Štajn, led by Sinan Mihelčič, collaborated with the Mayor of Kamnik, Slovenia on a public transportation sustainability study which took place during the annual Kamfest to achieve wide public participation. The study was designed and conducted by student members of Skupina Štajn. The team proposed a new traffic arrangement in the city centre as well as new pedestrian areas and public transportation programs. Through simple prototype interventions, people of Kamnik could actually test the new proposals and give feedback through physical surveys and digital media. Three years after the study, the local municipality deemed the proposals successful and decided to make the urban changes permanent.



### Global Urban Design Course

Created by Sinan Mihelčič and Derek Ouyang, GUDC takes the framework of the AEC Global Teamwork Project and applies it to an urban planning/design phase project. The first iteration of the course took place in 2012 and involved two teams of students from Ljubljana University and Stanford University which delivered university campus proposals for sites in New York City and Hong Kong. The project won first place in the Student Business Conference 2012, organized by the Faculty of Economics at Ljubljana University. Future iterations are planned.



### Alprem Brownfield Redevelopment

Skupina Štajn is working with the owner of an old industrial factory to redevelop the property into a profitable new venture. The student team, led by Domen Stražar, convinced the owner to reimagine the site as a center of culture and urban activities. The first project, when completed, will be the first wooden indoor bowl in Slovenia. After designing the structure using a digital model and raising funds through public interest, the team began construction using laser cutting techniques. The skatepark is scheduled to be completed in June.



### 3. CALL FOR PARTICIPANTS

#### 3.1 PROFESSIONAL PARTNERS

In order for this project to be successful, we are seeking support from professional partners who find value in our goals and the exposure associated with the festival. There are many ways to get involved, and we have categorized our support bases into the following categories: sponsors, tech support, mentors, and volunteers. The more support we receive, the more successful our project will be.

##### SPONSORS



We are looking for funds to support the costs of the project as outlined in the budget. Sponsorship may be connected to marketing opportunities with participating students and partners.

##### TECH SUPPORT



We are looking for hardware and software companies that are working on digital collaboration and visualization tools that can be applied to architectural design to use our project as a testbed for their products. Possible tools we'd like to test include cloud storage and rendering platforms, virtual/augmented reality environments, social media tools, and more. Feedback on the product experience will be documented by the teams and presented back to the companies.

##### MENTORS



We are looking for mentors from various disciplines to support the student teams in specific learning goals related to urban planning, real estate development, architectural design, engineering, construction, public relations, teamwork, etc. Mentors may be paired with specific teams or be available consultants to all projects. The organizing team will coordinate with each mentor candidate prior to the project to determine an appropriate level of commitment.

## 3.2 CONTACT

Please contact us if you would like to collaborate with our team on MADE IN LONDON for the 2014 London Festival of Architecture.

Derek Ouyang  
+1(626)246-8299  
derekouyang@cloud-arch.com

Sinan Mihelčič  
+386 40 25 77 22  
sinanmihelcic@cloud-arch.com

Klemen Kušar  
+386 40 31 83 32  
klemenkucar@cloud-arch.com

supported by:

Skupina  
**Stajn**

**bau**  
center for architecture + landscape

Univerza v Ljubljani



mr. Andrew Duff  
member of European  
parliament