

The Culture of Reuse

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As we strive to create things of lasting value and usefulness, designers must become masters in the art of transformation. The studio challenged students to investigate the concept of Autonomy and the Culture of Reuse. Students explored to move beyond a simple reapplication, and to transform the selection into an entirely new object. The design process is shifted from a static functional exercise to a pathway of discovering new possibilities; from tectonic contingencies to the autonomy possible in figurative form making. With computational logic, we traverse a pathway of discovery to arrive at a different place, and an associative process is born. The concept of the studio focused on fostering computational design thinking and integrating algorithmic design into the creative process.

Hypothetically, Amazon founder Jeff Bezos has asked the studio to design a prototype drone delivery fulfillment center for their new and controversial delivery system: Amazon Prime Air. This new building type is almost without precedent. Amazon has already filed several patents for Drone Maintenance Networks. Additionally, the FAA and NASA are currently studying unmanned aircraft systems and traffic management in current air space. Inevitably, students faced unfamiliar territory, which could be an exciting new opportunity.

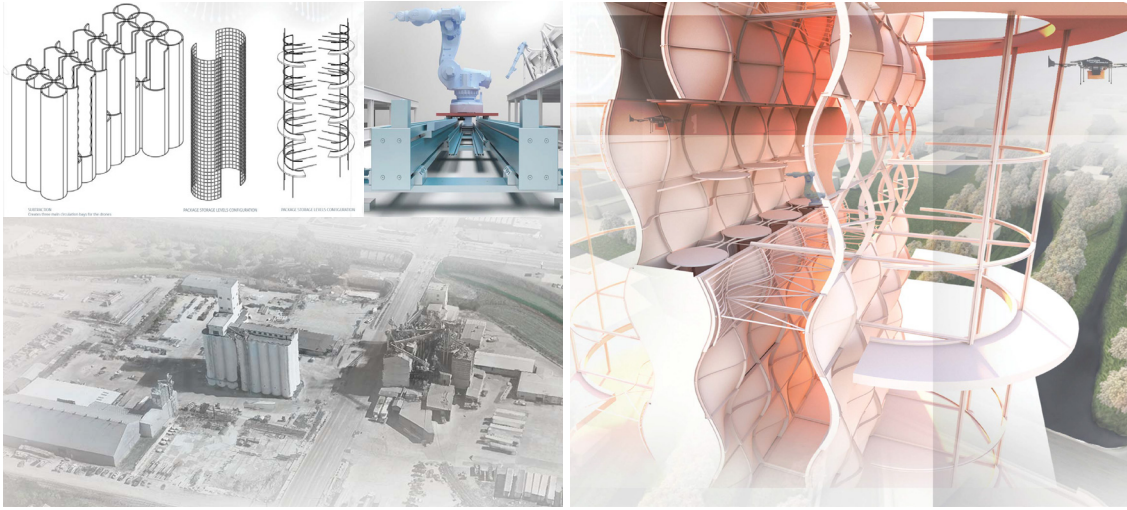
Within the scope of design for Amazon Fulfillment Center, there are two distinctive parts of the design problem.

First, the project provided a design solution for transforming / reinventing a defective grain elevator. The grain elevator is a complex agricultural facility which is often a large and tall structure. Amazon fulfillment centers plan to upcycle out-of-service grain elevators in nationwide locations, and the proposals are the catalyst for Amazon's innovative endeavor. The project should be developed with an integrative approach to the innovative use of steel as space, structure, and skin.

Second, the project was responsible for designing the receiving kiosk for Amazon Prime Air. The kiosk achieves a safe and efficient package pickup and drop off location for Amazon customers.

The concept should answer these questions:

1. How does the Drone Delivery Center perform on the specific site?
2. What logistical solution will your concept provide for Amazon Prime Air (distribution methods)?
3. What is the form logic?
4. How does the inventory flow work in your design?
5. How does your concept translate into a specific architectural/structural solution?



106th ACSA Annual Meeting
The Ethical Imperative

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