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The Center for Architecture
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Gallery Hours
Mon-Fri: 9am to 8pm
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Mon-Fri: 9am to 5pm

Calendar of Events

Mon 07.14.2014

Viral Voices III: Globalization

AIA CES 2.5 LU

When: 6:30 PM - 9:00 PM MONDAY, JULY 14

Where: At The Center

You RSVPed **YES** on:
[Jul 12, 2014 10.31 am]

ADD A GUEST

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VIRAL VOICES SOCIAL GLOBALIZATION
MONDAY, JULY 14, 2014 6:30-8:00 PM   TAFEL HALL, CENTER FOR ARCHITECTURE 536 LAGUARDIA PLACE, NEW YORK, NY

The AIANY Global Dialogues Committee has dedicated this year to "(dis)Covered Identities." The theme aims to explore ways by which cultures, cities, and voices define or refine their identities through a global exchange of ideas and conversations covering multiple topics, perspectives and trends of our time. "Viral Voices" will specifically explore the impact of social media, technology, and device culture on our design process and the way we practice. How do we shape a global conversation?

Greg Lindsay, contributing writer for *Fast Company* and co-author of *Aerotropolis* with **David Basulto** and **David Assael** of ArchDaily will come together for a lecture discussing the relationships between social media and the profession. Following the lecture, **Robyn Peters**on from Mashable, **Jaime Derringer** from Design Milk, **Diana Jou** from the *The Wall Street Journal*, **Rafi Segal** from MIT Architecture / Architect/Blogger, **Mark Collins** from The Morpholio Project | The GSAPP CloudLab, and **Kyle May** from Clog will join the speakers for a panel discussion. Visit http://aianyglobaldialogues.blogspot.com/ for further information.

Moderator:
Sammy Medina, *Metropolis* magazine

Speakers:
Greg Lindsay, *Fast Company* - NYC
David Basulto and David Assael, ArchDaily - Chile

"Viral Voices" Panelists:
Robyn Peterson, Mashable **-** NYC
Jaime Derringer, Design Milk - San Diego via Skype
Diana Jou, *Wall Street Journal* - Hong Kong via Skype
Rafi Segal, MIT Architecture / Architect/Blogger - NYC and Tel-Aviv
Mark Collins, Cloud Lab | Morpholio Project - NYC
Kyle May, Clog - NYC

Greg Lindsay is a journalist, urbanist, and speaker. He is a contributing writer for *Fast Company* and co-author of the international bestseller *Aerotropolis: The Way We'll Live Next*. He is also a senior fellow of the World Policy Institute, where he is co-director of the Emergent Cities Project, a visiting scholar at New York University's Rudin Center for Transportation Policy & Management, and a research affiliate of the New England Complex Systems Institute (NECSI).

Lindsay speaks frequently about globalization, innovation, and the future of cities, most recently at the 14th Venice Architecture Biennale, *The New York Times*, Google, the Atlantic Council, the Urban Land Institute, the New Cities Foundation, and the New America Foundation. He is a term member of the Council on Foreign Relations, a Young Leader of the World Cities Summit, and an associate of Hybrid Reality, a geostrategic advisory firm. His work with Studio Gang Architects on the future of suburbia was displayed at MoMA in 2012. He is currently working with OMA/AMO to explore the intersection of the office with the city, the cloud, and Big Data.
Lindsay has been cited as an expert on the future of travel, technology and urbanism by *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Guardian*, *USA Today*, Salon, *Congressional Quarterly*, CNN, the BBC and NPR, and has advised Intel, Audi, Ericsson, Samsung, André Balazs Properties, and Chrysler.
He graduated from the University of Illinois with a degree in journalism. Lindsay is a two-time Jeopardy! Champion (and the only human to go undefeated against IBM's Watson).
http://www.greglindsay.org/
http://www.fastcompany.com/

David Basulto and David Assael are co-founders of Plataforma Networks and editors of ArchDaily. Their mission is to improve the quality of life for the next three billion people moving into cities over the next 40 years, by providing knowledge, inspiration and tools for architects. Basulto was invited to be part of the jury for the XVII Chile Biennale and coordinator for the Chilean exhibit at the XVII Ecuador Pan-American Biennale. He was also a guest critic at the 44th Architecture Salon in Croatia and served on the jury of the 2010 Young Architects Award by the Young Architects Association of Catalunya, Spain, as well as a juror for the XVII Chile Biennale and the Chilean Selection for the VII Iberoamerican Biennale. He was coordinator of the Chilean Selection for the XVII and XVII Panamerican Quito Biennale and has been on the juries for several civic and educational projects in Chile. Basulto was included in the 100 Young Leaders in 2009 by *El Mercurio* (Chile's most influential newspaper), and was chosen as an Endeavor Entrepreneur by the Endeavor Foundation, based in New York.
http://www.archdaily.com/

Robyn Peterson is the Chief Technology Officer of Mashable. He is responsible for product strategy and development, and he manages the product, design and engineering teams. While at Mashable, Robyn led the development of the new Mashable.com in 2012 which ushered in a 100% increase in mobile page views, pages-per-visit and ad engagement, and the development of Velocity, the company's proprietary technology that predicts and reliably measures virality of content across the web.
His career has been the perfect marriage of tech start-ups and media companies. Before joining Mashable, Robyn was head of product at Next Issue Media. He has also served as the head of product strategy and technology for a division within NBC Universal, senior vice president of product management and CTO at Ziff Davis Media, and director of operations at Juno. His writing appears on Mashable, PCMag.com, ABCNews.com, Yahoo and elsewhere. Robyn is on the advisory board member for Parsely Inc. and for the Ad: Tech conferences. Robyn has a Master's of Science in computer science from New York University's Courant Institute of Applied Mathematics. He received his Bachelor of Arts from the University of Wisconsin at Madison.
http://mashable.com/

Jaime Derringer is founder and editor of modern design blog Design Milk, which has been featured in the Los Angeles Times, Time Out New York, San Francisco Chronicle, Singapore Home & Decor magazine, and Real Simple magazine. Design Milk is one of the Google Engineers' Staff Picks and a Twitter influencer in Art & Design. Inspired by her love for dogs, in 2010 Jaime launched modern design blog Dog Milk to expose dog lovers to pet design that fits their uniquely modern sense of style. In addition, Jaime has been noted as an expert on design trends, speaks on design, blogging and social media and also does some consulting. She lives in Southern California with her husband, daughter and their dog.
http://design-milk.com/

Diana Jou is a video journalist and multimedia editor at the Wall Street Journal. She a producer for "Asia Today" a daily news segments and "Digits" a consumer technology show for WSJ Live. Her latest project on WSJ.com is an interactive museum on Kowloon Walled City. She was a co-producer and lead videographer on the project. She has reported throughout Asia including, Myanmar, South Korea, Okinawa, Singapore, China, Taiwan, and Hong Kong. Diana also trains other WSJ foreign correspondents in mobile video production. She got her start in journalism by starting a magazine focused on minority issues and arts at University of California, Irvine. Prior to the WSJ, her work has appeared in Associated Press, LAMag.com, Washington Post, and NPR. Diana Jou has a background in Asian American studies and studio art photography. She is a graduate of UC Berkeley's master of journalism program with a focus on new media. As a Knight Foundation News21 fellow she launch a crowd sourcing project to redesign the nutrition label, Rethink the Food Label. Diana Jou loves film photography, vintage furniture and stationary.
http://dianajou.com/
https://twitter.com/diana_jou

Rafi Segal's practice encompasses design and research on both the architectural and urban scale.
His writings and exhibitions, among them Cities of Dispersal (2008), Territories - Islands, Camps and Other States of Utopia (2003), and A Civilian Occupation (2003) have been extremely influential in the discourse on the political-social and territorial aspects of contemporary urbanism.
Segal's professional experience includes the Palmach History Museum design with Zvi Hecker in Tel Aviv and the Boston Seaport Masterplan which he led as senior designer on behalf of Kohn Pedersen Fox Associates.
Recently he won the international competition for the National Library of Israel in Jerusalem. Rafi Segal received his PhD from Princeton University and M.Sc and B.Arch from Technion – Israel Institute of Technology. He is Associate Professor of Architecture and Urbanism at Massachusetts Institute of Technology (MIT).
http://rafisegal.com/

Mark Collins is a design architect, teacher and programmer investigating the culture of innovation and technology in architecture. His work has been featured at Wired.com, Gizmodo, ArchDaily, DesignBoom, Atlantic Cities, Architect Magazine, and other international journals, publications and blogs. Mark is a founder of the Morpholio Project, a group of applications that reinvent creative processes for designers, artists, photographers and any imaginative individual. Mark is an adjunct assistant professor at the Columbia University Graduate School of Architecture where he teaches classes on generative design. He co-directs the Columbia University GSAPP Cloud Lab, an experimental lab that explores the design of our environment through emerging technologies in computing, interface and device culture. With Toru Hasegawa, Mark is a principal of Proxy Design Studio, an innovation focused design firm. Proxy works on a wide range of projects, from architecture and design to research in CNC fabrication, book publishing and software development.
http://www.thecloudlab.org/
http://www.mymorpholio.com/

Kyle May is a practicing architect in New York City, and co-founder and Editor-in-Chief of CLOG. He received his M.Arch from Kent State University, and worked at REX, Openshop|Studio, FACE Design + Fabrication, and Rogers Marvel Architects. He is registered in New York and Ohio. Kyle has been a visiting critic at Princeton University, Columbia GSAPP, University of Illinois, Syracuse University, Kent State University, and City College of New York CUNY; and has lectured at Yale, MIT, NYU, Barnard, KTH Stockholm and Lund University. Alongside the eleven CLOG issues published thus far, Kyle has organized events, and lectures in New York, Boston, Miami, Chicago and Venice, and recently curated the exhibition "New Views: The Rendered Image in Architecture" at the Art Institute of Chicago. With Julia van den Hout, he is a 2014 Graham Foundation grant recipient for their upcoming book on Wallace Harrison, The Egg and the Extrusion.
http://www.clog-online.com/

Organized by: AIANY Global Dialogues Committee
Price: Free

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Global Dialogues: (dis)Covered Identities
The AIA New York Chapter's Global Dialogues' 2014 theme (dis)Covered Identities explores ways by which cultures, cities, and voices define or refine their identities through a global exchange of ideas and conversations covering multiple topics, perspectives and trends of our time. http://aianyglobaldialogues.blogspot.com/"Viral Voices" will explore the impact that social media, technology and device culture are having on our design process, and ultimately the way we practice. How do we shape a global conversation? How are we changing the relationships between academia and the profession? What is the impact of hyper information sharing and critique? Throughout the evening, the topics of communication, research, collaboration, and data distribution will be addressed and debated.

This program is presented in conjunction with the Lance Jay Brown, FAIA, AIANY Chapter 2014 presidential theme "Civic Spirit: Civic Vision"

As a follow up to last year's Viral Voices II we would like to give a special thanks to the following voices:

Apartment Therapy created by Maxwell Gillingham-Ryan and Janel Laban
www.apartmenttherapy.com

ArchDaily created by David Basulto and David Assael
www.archdaily.com

Archidose created by John Hill
archidose.blogspot.com

Archinect created by Paul Petrunia
archinect.com

Architect's Newspaper created by William Menking
www.archpaper.com

ArchitectureMNP created by Ryan McClain, co-founded by Kiye Apreala
architecture.myninjaplease.com

Architizer created by Matthias Hollwich, Marc Kushner, and Benjamin Prosky
www.architizer.com

Archive of Affinities created by Andrew Kovacs
archiveofaffinities.tumblr.com

Blurr created by Ahmed Elhusseiny
www.blurrblog.com

But Does It Float created by Folkert Gorter, Atley Kasky, & Will Schofield
butdoesitfloat.com

Cooking Architecture created by Claire Shafer and Juan Jofre
www.cookingarchitecture.com

The Cool Hunteb created by Bill Tikos
www.thecoolhunter.net

Core 77 created by Eric Ludlum, Stuart Constantine, & Allan Chochinov
core77.com

Culture Now created by Abby Suckle, Ann Marie Baranowski, Susan Chin, Diana Pardue, and Nina Rappaport
www.culturenow.org

Curbed created by Lockhart Steele
ny.curbed.com

Death by Architecture created by Mario Cipresso
www.deathbyarchitecture.com

DesignBoom created by Birgit Lohmann & Massimo Mini
www.designboom.com

Design Sponge created by Grace Bonney
www.designsponge.com

DesignReform created by CASE
designreform.net

Dezeen created by Marcus Fairs
www.dezeen.com

e-Oculus created by the AIA New York Chapter
www.aiany.org/eOCULUS

eVolo created by Carlo Aiello

www.evolo.us

Inhabitat blog created by Jill Fehrenbacher
inhabitat.com

Landscape + Urbanism created by Jason King
landscapeandurbanism.blogspot.com

Mammoth created by Stephen Becker and Rob Holmes
m.ammoth.us/blog

Morpholio created by Mark Collins, Toru Hasegawa, & Anna Kenoff
mymorpholio.com

Places Journal online created by Nancy Levinson, Harrison Fraker, William Drenttel, Jessica Helfand and Michael Bierut
places.designobserver.com

Post created by David Jaubert
www.postpost.co

Project created by Alfie Koetter, Daniel Markiewicz, Jonah Rowen, & Emmett Zeifman
projectjournal.org