



#### ORIENTATION MASTER

**Form + Data**

#### STUDIO (2021/2022)

**Artificial Seoulness**

#### PROFESSOR

**Jeffrey Huang**

#### TEAM

**Frederick Kim, Mikhael Johanes, Christina Doumpiotti, Christoph Holz, Gianna Ledermann, Alex Sadeghi**

#### LABORATORY

**Media x Design Lab, EPFL**

#### SUMMARY (1500 SIGNS)

**The advent of new digital technologies has had a twofold impact on architectural thinking and the built environment, transforming, on one hand, the processes for form generation and design production through algorithmic and parametric technologies, and, on the other hand, enabling an escape from the static fate of the built environment by facilitating automated spaces and dynamic interaction between inhabitants and their surrounding. Our interest in this orientation “Form + Data” is to examine the design of new “post-digital” typologies, such as the notion of the urban living block, as a miniature city, a microcosm where nearly everything will take place. In 2021/22 our studio site will be Seoul, South Korea. Methodologically, we will explore meaningful, data-driven image and form generating processes by the use of AI/Deep Learning and parametric tools.**

#### METHODOLOGY

**Artificial Intelligence, Deep Learning, Data-driven Design, Geometry and Form, Experience Design, Grasshopper, Back-end Infrastructures, Front-end Architecture**

#### DURATION

**The studio theme will span the entire academic year 2021/22. Accordingly there will be continuity between the fall and spring semester, but each semester can be followed independently.**

#### FIELD TRIP

**An optional field trip to Seoul is planned for between the Fall and Spring semesters in 2022, however, due to the uncertainties of the global pandemic situation, is not guaranteed and will need to be confirmed later in the semester.**

#### PREREQUISITES

**Prior programming/coding experience is not required.**

#### PARTNER INSTITUTION

**Hanyang University, Seoul (Prof. Jae Kim and Prof. Minjung Maing).**

#### LANGUAGE

**The official language is English. Desk crits can occur in English or French.**

#### GROUP WORK

**Architectural projects will be developed individually or in groups of two. Some group work may occur in the analysis and data collection and deep learning stages.**