

ASSOCIATION FOR COMPUTER AIDED DESIGN IN ARCHITECTURE
ACADIA 2010
LIFE in:formation
ON RESPONSIVE INFORMATION AND VARIATIONS IN ARCHITECTURE

October 21, 22, 23 and 24 of 2010 | The Irwin S. Chanin School of Architecture of The Cooper Union, New York City, NY |
www.acadia.org/acadia2010

 The Cooper Union,
Irwin S. Chanin School of Architecture
www.acadia.org/acadia2010

The **ACADIA 2010** conference will focus on the changing nature of information and its impact on architectural education, research and practice. With the ever-increasing integration of information technologies in the design laboratory, the discipline of architecture has changed profoundly in recent years. The emerging fields of digital fabrication, generative and evolutionary modeling among others, are now at the core of investigations in a growing community of digital design practitioners and researchers.

ACADIA 2010 will explore the ways designers, architects, engineers and scientists collect, analyze and assemble information through computational systems that redefine the notions of design performance and optimization, evolutionary and responsive models. These notions are today inherently related to the possibilities and limitations offered by our increasing computational capabilities, and the way information shapes relations between the human, the environment, and the machine.

ACADIA 2010 will gather leading practitioners, theorists, and researchers who will examine the relation that architecture has with technology and information, and how the latter propels today's most innovative design experimentations and research. The conference will be centered on a series of peer-reviewed paper sessions and a groundbreaking exhibition including peer-reviewed projects.

Keynote Speakers

Karl Chu | Associate Professor, Pratt Institute
Evan Douglass | Dean, Rensselaer Polytechnic Institute, School of Architecture
Antoine Picon | Professor of the History of Architecture and Technology, Harvard Graduate School of Design
Jesse Reiser | Associate Professor, Princeton University, School of Architecture
Georges Teyssot | Professor, Laval University, Quebec

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call for projects : april 14th 2010
call for papers : may 11th 2010

conference : october 21 - october 24 2010
workshops : october 18 - october 20 2010
exhibition : october 21 - november 19 2010
location : the cooper union | new york
7 east 7th street, new york, ny 10003

Conference Chair: **Aaron Sprecher** | Assistant Professor, McGill University
Shai Yeshayahu | Assistant Professor, Southern Illinois University
Pablo Lorenzo-Eiroa | Adjunct Assistant Professor of Architecture, The Cooper Union
Exhibition Chair: **Chandler Ahrens** | Architect/Partner, Open Source Architecture
Axel Schmitzberger | Assistant Professor, California State Polytechnic University, Pomona
Michael Su | Visiting Assistant Professor, Pratt Institute



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SHARE YOUR VISION AND SUPPORT NEW IDEAS IN A DYNAMIC WORLD

ACADIA 2010 IS

MORE THAN **200** participants to specialized and high-end workshops
400 participants and attendees at the four day conference
800 attendees at the keynote lectures
1.000 visitors at the exhibition events
10.000 visitors worldwide at www.acadia.org/acadia2010



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1. Introduction

ACADIA 2010 renowned annual digital architecture conference will take place this year at The Cooper Union, New York City.

ACADIA 2010 will be a four day event dedicated to architecture and its relationship to information technologies. This year conference will include a series of groundbreaking presentations featuring world renowned lecturers and researchers that stand at the cutting edge of design strategies and implementation. The conference will feature multiple events such as intensive workshops introducing high-end ground breaking digital techniques and tools as well as two exceptional exhibition events where both established and emerging design and research practices will unveil their latest avant-garde projects. The results of the conference will be updated periodically on our web site. But also, these results will be published on an independent Conference Proceedings including lectures, research and presentations which will be in parallel to the exhibitions' catalog that will feature innovative work. Located at the world renowned and select The Cooper Union for the Advancement of Science and Art, in New York City, the ACADIA 2010 conference will focus on the essential relation between architecture and the nature of information technologies. While ACADIA 2010 represents a fantastic opportunity for sharing new ideas in the realm of digital technologies, your support would be both essential as well as an opportunity to involve you in the shaping of tomorrow's most advanced research and culture.

Your generous contribution will drive the development of a very exciting program of events. Our goal at ACADIA 2010 is to produce an engaging and relevant experience for students, researchers, faculty, and professionals who will attend the conference. Planned for the first time in the center of Manhattan, New York City, this conference aims to produce a tremendous exposure for the non-for-profit organization ACADIA and its sponsors. Your company's contribution will sustain the organization's goals for sharing, expanding and debating the most advanced research, projects and discourses in the fields of visualization, simulation and fabrication technologies and their impacts on architecture and design.



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2. Organization

ACADIA has been for years the leading national Association for Computer Aided Design in Architecture that has the most resonance and influence among researchers, companies, academics and practitioners worldwide. Each year this conference produces a body of knowledge and exchange that influences many aspects in research and practice worldwide, by setting up new ideas, innovative visions and therefore defining new tendencies. Many new advances in software and hardware, digital manufacturing and processes, ideas and concepts are presented exclusively at this conference, giving this institution a dominant role in regards to the latest implementations of advanced computation relative to architecture.

The hosting institution, The Irwin S. Chanin School of Architecture of The Cooper Union is historic non for profit organization that promotes un restricted free private education through a full tuition scholarship to any student pursuing an undergraduate or graduate degree in Architecture. The conference will be hosted around the Great Hall, where Abraham Lincoln gave his seminal speech and where Thomas Edison studied and a new academic cutting edge building, 41 Cooper Square designed by Morphosis which has made it to the headlines in many media worldwide.

3. Exhibition

The Evolution of Means will be an exhibition showcasing the practical designs and theoretical proposals submitted to the 2010 ACADIA conference titled *LIFE:in:formation*. This exhibition will consist of two components: the presentation of peer-reviewed works from international architects, artists, theorists, and designers, and the display of invited works from New York-based architectural practitioners. These two exhibitions will take place in The Cooper Union and at a gallery space in New York City.

The Evolution of Means will consist of an innovative, evolving exhibition, which dynamically and interactively generates its own organization and presentation through the process of Crowdsourcing. The work featured in the exhibition will be published on an independent catalog.





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4. Keynote Lectures

This international conference will include world renowned international keynote lecturers, ranked among the top twenty most influential architecture figures in the world. The list of distinguished lecturers includes

Karl Chu is a Professor at Pratt Institute in New York is principal of the architectural studio METAXY and the Director of the Institute for Genetic Architecture at Columbia University, and is involved in the research and development of genetic architecture as well as theoretical and philosophical inquiry into the ontology of genetic systems;

Evan Douglis, recently appointed Dean at RPI, is an internationally renowned architect who is committed to innovative and contemporary design;

Antoine Picon is a Professor of the History of Architecture and Technology at Harvard University has published critical books of contemporary history and criticism in architecture;

Georges L. Legendre, Design Critic, Harvard Graduate School of Design, Director of IJP Corporation a London based experimental firm that works with mathematics.

Georges Teysot, Professor of Architectural History and Theory at Laval University in Quebec, published many books and articles discussing the invention of spatial, architectural and technological devices that have allowed for the creation of habitations in Western industrial and post-industrial societies from 1830 to 2009, seeking to draw at a topo-analysis of micro-spaces;

All of these distinguished lecturers are well recognized and have published and been acclaimed by multiple media worldwide.



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5. Sponsorship Opportunities

We are welcoming sponsorships in all levels to promote novelty advances, services and products at this conference in many formats and media. Any amount will make our efforts valuable and it will always be greatly appreciated by the ACADIA 2010 conference chairs and the totality of the body of people from diverse backgrounds that will make profit of such a diverse exchange. We are expecting students, researchers, faculty, and professionals from more than 20 different countries. We have been organizing this large event with the deepest compromise and we pretend this conference and exhibition of work to be far relevant within the international discourse of digital implementation in architecture. We will be posting information into our web site periodically where we are expecting a full range of international audience.

For up to date information on the conference please visit: www.acadia.org/acadia2010

PLATINUM SPONSOR: \$20,000

Conference sponsorship options at Platinum level:

1. Keynote speaker sponsor
2. Installation poster session / display system - No later than August 15th
3. Exhibition Sponsor

Benefits:

- Acknowledgment as a Platinum Sponsor in Conference Proceedings – No Later than July 15th
- Acknowledgment as a Platinum Sponsor on the Conference Website
- Acknowledgment as a Platinum Sponsor on the Conference Welcome Banner
- Two complimentary exhibition booths situated in a prime location of the Conference
- Two complimentary Conference Registration tickets, reception
- Logo printed on Conference handouts (printed material, usb, etc.)
- Inclusion of one company brochure in conference attendee package
- Opportunity to showcase company's work/products previous to conference chairs approval and discussion at special panel discussion presentation session, Monday October 18th
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference



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GOLD SPONSOR : \$10,000

Conference sponsorship options at Gold level:

1. Keynote speaker sponsor
2. Conference lunches and coffee breaks
3. Co- Exhibition Sponsor

Benefits:

- Acknowledgment as a Gold Sponsor in Conference Proceedings
- Acknowledgment as a Gold Sponsor on the Conference Website
- Acknowledgment as a Gold Sponsor on the Conference Welcome Banner
- One complimentary exhibition booth situated in a prime location of the Exhibition
- Two complimentary Conference Registrations
- Logo printed on Conference handouts (program, flyers, schedule, printed material, etc.)
- Inclusion of one company brochure in conference attendee package
- Opportunity to showcase company's research previous to conference chairs approval at special panel discussion presentation session parallel to workshops, on Monday October 18th
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

SILVER SPONSOR : \$5,000

Conference sponsorship options at Silver level:

1. Keynote speaker sponsor
2. Conference reception
3. Half of conference lunches and coffee breaks
4. Conference proceedings sponsor

Benefits:

- Acknowledgment as a Silver Sponsor in Conference Proceedings
- Acknowledgment as a Silver Sponsor on the Conference Website
- Acknowledgment as a Silver Sponsor on the Conference Welcome Banner
- One complimentary Conference Registration
- Opportunity to showcase company's work/products previous to conference chairs approval and discussion at special panel discussion presentation session, Monday October 18th
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference



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BRONZE SPONSOR: \$2,500

Conference sponsorship options at Bronze level:

1. Co-sponsor keynote speaker
2. Co-sponsor conference reception
3. One day's lunch and coffee breaks
4. Co-sponsor conference proceedings

Benefits:

- Acknowledgment as a Bronze Sponsor in Conference Proceedings
- Acknowledgment as a Bronze Sponsor on the Conference Website
- Opportunity to showcase company's work/products previous to conference chairs approval and discussion at special panel discussion presentation session, Monday October 18th
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

SPONSOR: \$1,000

Conference sponsorship options at \$1,000 Sponsor level:

1. One day's lunch + coffee breaks
2. Conference banner

Benefits:

- Acknowledgment as a Sponsor in Conference Proceedings
- Acknowledgment as a Sponsor on the Conference Website
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

SPONSOR : \$500

Conference sponsorship options at \$500 Sponsor level:

1. One day's lunch
2. One day's coffee breaks
3. Conference posters, promotional material
4. Conference flyers

Benefits:

- Acknowledgment as a Sponsor in Conference Proceedings
- Acknowledgment as a Sponsor on the Conference Website
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference



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CONFERENCE PACKET INSERTS \$500

This is a very cost-effective way to promote your company, product, or service. Companies are invited to provide promotional material or one product sample, which will be included in all conference packets. Size of promotional material: We will accept an 8-1/2 x 11 flyer to a maximum of two single pages/or a DL size brochure/pamphlet. To maximize the effectiveness of this promotion, the number of inserts will be limited. Full details covering quantities required, the delivery date and address, will be provided upon receipt of written confirmation and payment.

ADVERTISING:

We invite companies to consider the benefits of promoting their products and services in the Conference Proceedings.

Book sponsoring logo + acknowledgement of company, web site, location, in two locations in the book, etc \$1500

Logo + acknowledgement of company \$ 850

Acknowledgement \$ 550

Proceedings Circulation publication: October 2010

All material to be supplied by advertiser. Material to be supplied electronically at 300 dpi resolution through e-mail or by a CD/DVD disc. Full specifications and deadline dates will be provided to all advertisers upon receipt of written confirmation and payment.

The previous offered packages are available for a wide variety of marketing objectives within this international event. However, if there are other ways in which your organization would like to be involved, we welcome the opportunity to discuss such potential ideas with you.

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6. Previous Sponsors

Autodesk®



Wolfram
Mathematica 7



SLOAN

MASTER GRAPHICS



IIT Institute of Design

SOM



Archinect.com

ROUTLEDGE Routledge
Taylor & Francis Group

THE GOLDSTEIN MUSEUM OF DESIGN

Fabric
ARCHITECTURE

autodesys INC

Gehry Technologies

RedEye ARC
where blueprints come to life

AIA Minnesota
A Society of The American Institute of Architects

Bentley®
Sustaining Infrastructure

Digital Technology Center

Networks of Centres of Excellence
Réseaux de centres d'excellence

CDRN
Canadian Design Research Network

RCRD
Réseau canadien de recherche en design



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7. Conference Chairs

This conference is organized and brought closer to you and your company by a distinguished group of young architects that dedicated their innovative practices to the advancement of digital design. The chairs that are currently organizing this Conference as well as the related venues are:

Pablo Lorenzo-Eiroa, is an Associate Professor Adjunct of Architecture at The Cooper Union for the Advancement of Science and Art and has been integrating theory and professional practice through his firms eiroa architects (www.eiroaarchitects.com). His recently published: *Instalaciones: Sobre el trabajo de Peter Eisenman*, includes theoretical discussions based on Eisenman's installations after his collaboration on more than ten relevant international projects. His projects have been published in different media, among others, the New York Times. He has been involved in the design and building of projects in South America, the U.S. and Europe.

Aaron Sprecher, an Assistant Professor of Architecture at McGill University, he is the co-founder and partner of Open Source Architecture (www.o-s-a.com). Beside numerous publications and exhibitions, he has lectured in many institutions including the University of Pennsylvania (*Conversation | Information In-formation N-formations*), MIT (*In-fluence Af-fluence Con-fluence | Notes on N-dimensional proxemics*), Rice University (*Dissipative Architecture*) and Harvard University (*From Formal to Behavioral Realities*). Aaron Sprecher is co-curator and co-editor of the groundbreaking exhibition and publication *The Gen(H)ome Project* (MAK Center, Los Angeles, 2006).

Shai Yeshayahu, an Assistant Professor at the Southern Illinois University, is the co-founder of VerS. Through his practice, teaching and research he seeks to extend the senses as instruments that broaden operative modes in architecture. In 2007, he organized and curated "Aesthesia", a symposium and exhibition about the future of digital architecture.

We hope that you find this package attractive, that you share your vision and support for new ideas and that you decide to become part of this exciting international event in New York City.