ACT!
PEOPLE DESIGN POLITICS
POLITICS DESIGN PEOPLE

SATURDAY 4/16
ACT! KEYNOTES: THREE CITIES
MEDELLÍN
RIO DE JANEIRO
SAN DIEGO/TIJUANA

ACT! WORKSHOP: HYBRID PRACTICE

MONDAY 4/18
ACT! SYMPOSIUM: ACTION PEDAGOGY
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ACT! KEYNOTES: Three Cities
O4.16.2015  9:30 am - 2:00 pm
PIPER AUDITORIUM

2
ACT! WORKSHOP: Hybrid Practice
O4.16.2015  2:00 pm - 6:00 pm
PIPER AUDITORIUM

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ACT! SYMPOSIUM: Action Pedagogy
O4.18.2016  2:00 pm - 8:00 pm
STUBBINS (ROOM 112)

Harvard University
Graduate School of Design
48 Quincy Street
Gund Hall
Cambridge, MA 02138
Debates on spatial justice tend to polarize between top-down planning and bottom-up processes. Policymakers are called to address the urgent issues of social and environmental injustice. Yet they struggle to grasp the complexity of the landscapes they regulate, and fail to incorporate local intelligence in the process. In response, various attempts at so-called tactical urbanism seek to mobilize citizen action and create space for civic appropriation, but remain limited in their ability to generate structural and scalable change.

Narratives mediate and shape urban life. From neighborhood practices and social visions to public policy and media coverage: a multiplicity of public narratives compete and co-exist, and together weave the identities of cities. It is these narratives that both reflect and construct the aspirations of citizens, through their everyday life and long-term plans for the future.

How can design harness the power of the narrative to bridge this institutional and cognitive divide? How can it serve as a critical conduit for civic intelligence, turning most urgent needs and desires into action? What opportunities does a hybrid practice present to the disciplines of architecture, landscape architecture, and urban design, among others? How does the notion of urban narratives reframe the notion of urban planning? How can an action pedagogy allow design research to break new ground?
ACT! KEYNOTES: Three Cities  
Saturday, April 16, 9:30 am – 2:00pm

ACT! Keynotes present three examples of urban change-making that integrates design practice, policy development, and public narratives. Each case study reflects a different professional vantage point: the politician, the designer-activist, and the designer-mediator. Each addresses the unique challenges of their city. What they have in common are the cross-disciplinary, multistakeholder processes that they set up, where co-production of knowledge is a fundamental element of the design practice.

ACT! WORKSHOP: Hybrid Practice  
Saturday, April 16, 2:00 pm – 6:00 pm

The afternoon workshop uses the experiences from the three urban regions to distill the specific challenges of working with a multiplicity of urban agendas, disciplinary constraints, and social and political realities. During the workshop students work hand-in-hand with practitioners to develop and model propositions for generating urban narratives that inform, anchor and sustain a collective design process. The workshop will test a variety of representational techniques for expressing and communicating urban narratives, from storytelling to cognitive maps and other forms of narrative visualization.

Together, we will address the following questions:

* How can designers build vital links between local communities and urban policy?
* How can urban narratives serve as an inclusive and mobilizing vehicle of design?
* How do we ensure continuity in these local processes despite unpredictable political shifts?
* What kind of education supports this future role of design?

ACT! SYMPOSIUM: Action Pedagogy  
Monday, April 18, 2:00 pm – 8:00 pm

The symposium reviews the findings from ACT! WORKSHOP in the context of the discourse on design pedagogy. During the afternoon panel discussions, workshop participants – guests and students – share their conclusions and proposals with a diverse group of respondents from the academy and practice. In the evening, a roundtable discussion convenes a group of educators and practitioners to collect and exchange reflections on how the experiences from the three case studies informs design education. This discussion uses the notion of action pedagogy to envision new ways for integrating education with practice. The roundtable also explores the potential for developing a platform to continue this conversation on an ongoing basis.
Teddy Cruz
Professor of Public Culture and Urbanization in the Department of Visual Arts at the University of California, San Diego, where he is founding Co-Director of the Center for Urban Ecologies and the Blum Cross-Border Initiative. He is known internationally for his urban research on the Tijuana/San Diego border, advancing border neighborhoods as sites of cultural production from which to rethink urban policy, affordable housing, and civic infrastructure. Recipient of the Rome Prize in Architecture in 1991, his honours include representing the United States in the 2008 Venice Architecture Biennale, the Ford Foundation Visionaries Award in 2011, and the 2013 Architecture Award from the U.S. Academy of Arts and Letters. From 2012–2013 Cruz was special advisor on Civic and Urban Initiatives for the City of San Diego, and with Fonna Forman led the development of its Civic Innovation Lab.

Sergio Fajardo
Former Governor of the state of Antioquia, Colombia and previous mayor for the city of Medellin (2003 to 2007), Sergio’s career has oscillated from journalism and academia to independent politician. Mathematician by training with a Ph.D. in Mathematics and minor in Economics from the University of Wisconsin-Madison, Sergio was a member of the National Council on Basic Sciences, the National Commission on Masters and Doctorates and Director of the Center for Science and Technology in Antioquia. As Governor, Sergio has developed innovative processes for resource allocation in rural areas for cultural and educational facilities with the program Parques Educativos. His work in the transformation of Medellin has acquired international recognition as a model for citizen participation and transparency in the use of public resources. Sergio was a recipient of the Curry Stone Design Prize in 2009.

Alejandro Echeverri
Co-founder and Director of urban, the Center for Urban and Environmental Studies at EAFIT University in Medellin, Colombia. His work has earned, among other awards, the National Architectural Award in 1996, the National Urban Planning Award in 2008, the Curry Stone Design Prize in 2009, and the 10th Veronica Rudge Green Prize in Urban Design from Harvard. As The General Manager of the Empresa de Desarrollo Urbano (EDU) from 2004 to 2005, and the City's Director of Urban Projects for the Municipality of Medellin from 2005 to 2008, Echeverri has played a crucial role in the rejuvenation of Medellin. With the mayor, Sergio Fajardo, Echeverri established public works programmes and initiated building a series of visually striking libraries, schools, parks, and community entres in Medellin's most impoverished areas. Because of these efforts, Medellin is now considered a blueprint for the future of other cities in the developing world.

Caroline Shannon de Cristo
Co-founder of +D Studio and Curator of Park and Institute Sitiê, both located in the Favela of Vidigal in Rio de Janeiro, where she is dedicated to integrating the research, design and development of architecture, public policy and technology to improve people’s lives. Her previous professional experience includes work at Shepley Bulfinch Richardson and Abbott, NBBI, MASS Design Group and MoMA. She received a Master’s degree in Architecture with distinction from the Harvard GSD, earning the AIA Henry Adams Medal and, together with Pedro Henrique de Cristo, the Appleton Fellowship for Architectures of Urban Integration in Latin America (exhibited at the GSD in 2015). She was awarded with the Sitiê and +D’s teams the SEED Design Awards for Excellence in Public Interest Design in 2015 and will exhibit at the Rotterdam and Venice Biennales in 2016.

Fonna Forman
Associate Professor of Political Science at the University of California, San Diego and founding Co-Director of the UCSD Center on Global Justice and the Blum Cross-Border Initiative. She is a political theorist best known for her revisionist work on Adam Smith, recuperating the ethical, social, spatial, and public dimensions of his political economy. Current work focuses on theories and practices of global justice as they manifest at local and regional scales, and the place of civic engagement and public space interventions in strategies of equitable urban transformation. Forman is presently co-investigating (with Teddy Cruz) a Ford Foundation-funded study of citizenship culture in the San Diego/Tijuana border region, in collaboration with Antanas Mokcus and the Bogota-based NGO, Corpovisionarios.

Pedro Henrique de Cristo
Co-founder of +D Studio and Executive Director of Park and Institute Sitiê, both located in the Favela of Vidigal in Rio de Janeiro, where he integrates the research, design and development of architecture, policy and technology. A two-time UN laureate on urban sustainability and the integration of arts and activism, he is trained at Officina de Arquitetura and has a Masters in Public Policy from Harvard where his thesis was turned into the studio School of the Year 2030@RJ and he earned, with Caroline de Cristo, the Appleton Fellowship for Architectures of Urban Integration in Latin America (exhibited at the GSD in 2015), both at the Harvard GSD. He was awarded with the Sitiê and +D’s teams the SEED Design Awards for Excellence in Public Interest Design in 2015 and will exhibit at the Rotterdam and Venice Biennales in 2016.
ACT! KEYNOTES: Three Cities

8:30am-9am
Breakfast and networking

9:30am-10:00 am > Check in

10:00am-10:10 am
Introduction: John Peterson & Alejandro Echeverri

10:10am-11:00am
Medellin: Sergio Fajardo
/// coffee break ///

11:10am-12:00am
Rio de Janeiro: Pedro Henriquez + Caroline Shannon
/// lunch break ///

1:00pm-1:50pm
San Diego/Tijuana: Teddy Cruz + Fonna Forman

2:00pm-6:00pm
ACT! WORKSHOP: Hybrid Practice

2:00pm-3:00pm
Students + Speakers interrogation by case study

3:00pm-4:00pm
6 students+1 moderator per table

4:00pm-4:45pm
Plenary
/// coffee break ///

5:00pm-6:00pm
Conclusions by case study
HOW DOES DESIGN MEDIATE BETWEEN PEOPLE AND POLITICS?

ACT!

WORKSHOP

LED BY

CHRISTIAN WERTHMANN

ALEJANDRO ECHEVERRI

RIO DE JANEIRO

CASE STUDIES

SAN DIEGO/TIJUANA

MEDELLÍN

PEDRO HENRIQUE DE CRISTO

TEDDY CRUZ

CAROLINE SHANNON DE CRISTO

FONNA FORMAN

SERGIO FAJARDO

ALEJANDRO ECHEVERRI

APRIL 16, 2–6 PM

Piper Auditorium

Harvard Graduate School of Design

in collaboration with Loeb Fellowship
2:00pm-3:15pm
Panel 1 > Medellin
Moderator: John Peterson
Panelists: Alejandro Echeverri, Sergio Fajardo, Miguel Robles Duran, Student Speaker*

/// coffee break ///

3:30pm-4:45pm
Panel 2 > San Diego / Tijuana
Moderator: TBA
Panelists: Anita Berrizbeitia, Teddy Cruz, Jose Falconi, Student Speaker*

/// coffee break ///

5:00pm-6:15pm
Panel 3 > Rio de Janeiro
Moderator: Christian Werthmann
Panelists: Pedro Henriquez, Pamela Puchalski, Jota Samper, Student Speaker*

*student(s) that will expose ideas and provocations developed during the workshop.

CLOSING ROUNDTABLE:
ACTION PEDAGOGY

6:30pm-8:00pm
A conversation between:
Iñaki Ábalos, Anita Berrizbeitia, Alejandro Echeverri, Diane Davis, Pedro Henriquez, Rahul Mehrotra, and Miguel Robles Duran.