# ACADIA 2015

## COMPUTATIONAL ECOLOGIES

Design in the Anthropocene

Cincinnati, Ohio
October 22-24

# SPONSORSHIP PROSPECTUS

Please direct all sponsorship inquiries to the conference chairs:

William Williams        william.williams@uc.edu
Lonn Combs             combsl@rpi.edu
Chris Perry            perryc3@rpi.edu

For 2015 conference details, visit 2015.acadia.org.

## CONFERENCE THEME / DESIGN AGENCY

Fifteen years ago, Nobel Laureate Paul Crutzen announced that the world had entered a new geological age, what he termed the Anthropocene; a period characterized by the "anthropic" effects of human activity as a new geophysical force on Earth. This new age marks a fundamental shift in human–nonhuman relations, the end of one world and the beginning of another, in which human social, psychic, and philosophical space has been infiltrated by the nonhuman, bringing with it a new period of environmental anxiety and existential uncertainty. It is within this context that one might view the emergence of digital computation in architecture, whether employed to enhance a building's environmental performance or to generate formal novelty through biomimetic simulation, as an extension of this fundamental shift, particularly in terms of the increasingly intimate if not altogether ambiguous interface between humans, computers, and the environment.

This conference, titled COMPUTATIONAL ECOLOGIES: DESIGN IN THE ANTHROPOCENE, seeks to engage this new period of uncertainty by raising the question as to whether architecture should embark on establishing new affiliations beyond the human; a fundamental redefinition of the discipline as something no longer significant for "us" alone. If the Anthropocene has ushered in a new era of existential threat for human civilization, how does architecture not only rethink conventional forms of "program," and by extension "performance," privileging nonhuman alongside human forms of "use," but a new material, formal, and spatial aesthetics as well?

Until recently, architecture's proximity to environmental issues has been dominated principally by "sustainability", "green", or "eco" discourse, which not unlike the "functionalism" rhetoric of twentieth–century Modernism, privileges an arguably deterministic and thus parochial view of the discipline. Computational Ecologies: Design in the Anthropocene seeks to expand the topic of "ecology" by engaging experimental contemporary design that explore the aesthetic, conceptual, and philosophical dimensions of the increasingly blurred boundary between the "natural" and the artificial. In the context of such work, the discipline of architecture, conceived as both a technological and a cultural endeavor, becomes immersed in a much broader geophilosophical debate regarding the future of society and by extension the built environment in the age of the Anthropocene.

## CONFERENCE CONTACTS

The ACADIA 2015 "COMPUTATIONAL ECOLOGIES" Conference will be Co–Chaired by Lonn Combs and Chris Perry of the Rensselaer Polytechnic Institute SOA, William Williams, Mara Marcu, Stephen Slaughter, and Ming Tang of the University of Cincinnati SAID, and Brian Ringley of Woods Bagot and Pratt GAUD.

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# ACADIA
## ASSOCIATION FOR COMPUTER AIDED DESIGN IN ARCHITECTURE

INTRODUCTION

The Association for Computer Aided Design in Architecture (ACADIA) has been at the forefront of the discourse on information technologies and their relationship to architecture for three decades, through the presentation of cutting edge research, intensive workshops on emerging digital techniques and tools, exhibitions featuring the work of both established and emerging design professionals and world renowned keynote speakers. The ACADIA community brings together researchers and educators from universities all over the world, design professionals from some of the most innovative and thought provoking international firms and an emerging group of future innovators. The ACADIA 2014 annual conference will be the 34th such conference and will mark a milestone in the evolution of the association. As such it offers a fantastic opportunity for showcasing and sharing new ideas in the realm of digital technologies. Your support is both essential to the success of the conference and an opportunity to involve and integrate your company in the shaping of tomorrow's most advanced research into the fields of computation and design. Your generous contribution will drive the development of a very exciting program of events and create or strengthen your relationships with researchers, faculty members, students and professionals who will be shaping the future of design all over the world.

ORGANIZATION

ACADIA has been North America's leading organization for the promotion of research in the area of information technology and architecture for many years and has achieved a large measure of influence among researchers, companies, academics and practitioners worldwide. Each year their annual conferences produces a body of knowledge and exchange that is global in its influence. By promoting the sharing and distribution of this body of research, ACADIA has a key role in enabling collaboration and development towards new innovative research into the expanding potentials of computation and design. Many new advances in software, hardware, digital manufacturing and processes, and emerging tools for design are presented exclusively to or for the first time at this conference, giving this institution a dominant role in establishing the trajectory of research in advanced computation relative to architecture.

WEBSITE  www.acadia.org

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# 2015 CONFIRMED KEYNOTES

In addition to presentations by peer–reviewed conference participants, a number of high–profile leaders of the design and computation communities have been confirmed as Keynote Speakers.

## KENGO KUMA

The work of architect Kengo Kuma is one of modulation: of light and shadow, of physical response to materials, and of attention to site. Kuma currently teaches at the Graduate School of Architecture of Tokyo University. His work has been internationally acknowledged and received prestigious awards such as the Spirit of Nature Wood Architecture Award (Finland), the Grand Prize for JCD Design Award 1995 Cultural / Public Institutions for Kiro–san Observatory in Ehime, and the Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize for Yusuhara Wooden Bridge Museum. Solo exhibitions of his work include the traveling exhibition "Kengo Kuma, The Architecture Between Tradition and Innovation" in 2005 and "Studies in Organic" in Tokyo in 2009.

## FRANCOIS ROCHE

François Roche is the president of the laboratory of research New–territories, co–founder and principal of the studio of architectural practices R&Sie(n) in Paris, and co–founder of Lab M4 (MindMachineMakingMyths) and [elf/b□t/c] – Institute for Contingent Scenario for film and architecture in Bangkok. Through these different structures, his architectural works and protocols seek to articulate the real and/or fictional, the geographic situations and the narrative structures that can transform them. François Roche's architectural designs and processes have been shown across the world including London's ICA and Tate Modern, Tokyo's Mori Art Museum, and Paris' MAM and Centre Pompidou.

## CRISTINA DIAZ MORENO & EFRÉN GARCIA GRINDA

Cristina Díaz Moreno & Efrén Gª Grinda are both architects and founders of the Madrid–based office amid.cero9. They are Unit Masters in the Diploma sequence at the Architectural Association in London and currently teaching option studios as Design Critics in Architecture at Harvard GSD. Both held a professorship in Vienna at the Institut für Kunst und Architektur Akademie der Bildenden Künste last year. While teaching together in Madrid from 1998 until 2013 (in parallel at ETSAM and ESAYA UEM) they have been visiting professors and lecturers throughout Europe, Asia and the US. Their projects have been widely disseminated and they have won more than 40 prizes in national and international competitions.

## PAST SPEAKERS

Past Keynote Speakers have included: Zaha Hadid, Michael Weinstock (AA London), Sanford Kwinter, Philippe Rahm, Karl Chu, Georges Teyssot, Michael Speaks, Chuck Hoberman, Lisa Iwamoto (Iwamoto / Scott), Mark Goulthorpe, Aaron Betsky, Marcos Novak, Thom Faulders, Evan Douglis, and Joseph Rosa.

# LOCATION

The 2015 ACADIA Conference will take place in Cincinnati, Ohio, a renown city for its historic architecture. A testament to this fact is the community on the edge of the downtown business district, Over-the-Rhine (OTR). Built primarily between 1850 and 1900, OTR was the center of life for German immigrants for decades, and is one of the largest historic districts listed on the National Register of Historic Places. New developments in the city such as The Banks and the Horseshoe Casino, as well as the revitalization of historic neighborhoods such as Northside and East Walnut Hills in Cincinnati and Covington and Newport waterfront districts in Kentucky, are redefining the riverfront, downtown and destinations throughout the metropolitan area.

Over-the-Rhine (OTR) is believed to be the largest, most intact urban historic district in the United States and was added to the National Register of Historic Places in 1983 with 943 contributing buildings. It contains the largest collection of Italianate architecture in the US, and is an example of an intact 19th-century urban neighborhood. Today the neighborhood is host to the city's trendiest retail and dining establishments.

## VENUES
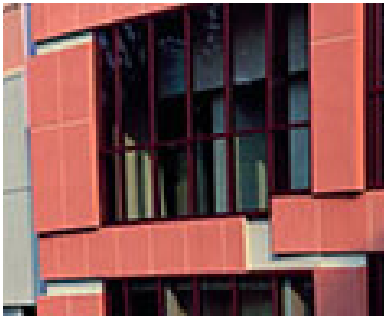
The conference will incorporate a highly visible public program that will include public exhibitions, lectures, and tours to engage conference visitors with the city as well as the city with the conference.

The conference itself will take place on the campus of the University of Cincinnati at the School of Architecture and Interior Design and is kindly supported by the Contemporary Arts Center and 21c Museum Hotel in downtown Cincinnati. University of Cincinnati is the only school in the nation with four architecturally elite buildings – more than any other university – on a list titled "The 50 Most Amazing Examples of College Architecture" just released by Top Colleges Online, a website that aims to provide reliable, useful college rankings for prospective students.

## ATTENDANCE

Over the years, many of the world's top "signature" architects have added the University of Cincinnati to their portfolio, including Frank Gehry, Michael Graves (DAAP '58), Peter Eisenmann, Thom Mayne, Bernard Tschumi, Charles Gwathmey, Henry Cobb, Buzz Yudell, and David Childs to name but a few.

The ACADIA Conference is expecting over 500 attendees including speakers, researchers, students and the general public. This number reflects people involved in the conference itself, while a much larger crowd will engage some of the public activities organized strategically to be in the eyes of the University of Cincinnati and the greater tri-state region design community.

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# ACADIA 2015 _ SPONSORSHIP OPPORTUNITIES

ACADIA 2015 is welcoming support on all levels, in return the conference provides a venue to promote opportunities, services and products at its conference in many formats and media. Your support will greatly assist in our efforts and be appreciated by the ACADIA 2015 conference chairs, steering committee and membership. We are expecting researchers, professionals, faculty and students from all over the world to be in attendance at the workshops, lectures and research presentations. In addition we will be hosting a special vendor presentation session as an opportunity for all sponsors to discuss and introduce their products to the attendees and local professional community.

Your visibility at our event, will connect your organization to the world's brightest minds and decision makers in design computation.  Whether you represent a service, a software, a technology, or an agency, you can be confident that support of our event will identify your organization as being at the forefront of technological innovation in the design industry.

## PLATINUM SPONSOR
## $20,000

Conference sponsorship options at Platinum level:
1. Invited speaker sponsor
2. Dinner/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 Conference Registration tickets, reception
- Logo printed on Conference handouts (printed material, usb, etc.)
- Inclusion of one company brochure in conference attendee package
- 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. Invited speaker sponsor
2. Conference lunches
3. Co− Dinner/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
- Two complimentary Conference Registrations
- Logo printed on Conference handouts (program, flyers, schedule, printed material, etc.)
- Inclusion of one company brochure in conference attendee package
- 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. Invited 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
- Invitation to display and promote work/products/books at a "vendor table" throughout the conference

## BRONZE SPONSOR
## $2,500

Conference sponsorship options at Bronze level:
1. Co-sponsor Invited speaker
2. Co-sponsor conference reception
3. One day's lunch
4. Co-sponsor conference proceedings

Benefits:
• Acknowledgment as a Bronze Sponsor in Conference Proceedings
• Acknowledgment as a Bronze Sponsor on the Conference Website
• 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
2. Conference banner

Benefits:
• Acknowledgment as a Sponsor in Conference Proceedings
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• Invitation to display and promote work/products/books at a "vendor table" throughout the conference

## 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 + acknowledgment of company, web site, in two locations in the book, etc _ $1500
+ Logo + acknowledgment of company _ $ 750
+ Acknowledgment _ $ 500

Proceedings Circulation publication: October 2014; 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.

## SUPPORT "IN KIND"

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 any potential ideas with you.

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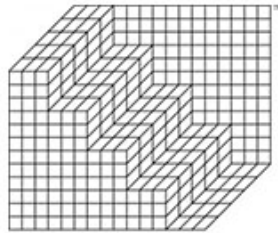
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