

Value of Design: Course Syllabus

11/5/2016

Course Code: PLA6595 / Value of Design / Session B

The Value of Design dates: 11/2, 11/9, 11/16, 11/23, 11/30, and 12/7 (11am-1 pm)
200 Fayerweather Hall

Professors

Eugene Kohn FAIA RIBA JIA, Chairman - KPF

James von Klemperer FAIA, RIBA, President - KPF

Instructor

Elie Gamburg, AIA, Director - KPF

I. COURSE DESCRIPTION

At the completion of the 6 sessions the class will have an excellent understanding of the process and the decisions required for real estate development that will demonstrate the value of design to this profession and to the assets for many years to come. One will understand and appreciate the emotion, the passion, the thrill, the fear, the disappointments and the joy of creating an asset that can be profitable and that contributes to a better built environment and quality of life. Finally one will see the value of good design in all aspects of our lives Design is important and is most evident and experienced in our architecture.

II. COURSE REQUIREMENTS

Students will be expected to complete assigned weekly readings and to prepare questions based on these reading for group discussion. Students will be asked to prepare a final essay or report on a subject of their choosing from a list provided by the professor.

III. COURSE GRADING CRITERIA

Course grading criteria are as follows:

- Completion of readings (Case Study) – prepare questions for discussion – 20%
- Attendance and in-class participation – 55%
- Final Paper – 25%

IV. COURSE OUTLINE

Professors Kohn and von Klemperer will lead each class with a powerpoint presentation and then follow with class participation

Case Studies (Credit: *Harvard Business School*):

Nov. 2 - Class1: Design Lecture - James von Klemperer

Overall introduction to the course, as well discussing the design process.

Nov. 9 - Class 2: New Songdo City – James von Klemperer

What are the qualities of great cities and urban spaces? How do these also serve as the ingredients for commercial success in a speculative urban development? This case study deals with the creation of a new city in Korea. We will discuss the program, phasing, and chronology of the new city and take stock of its successes and failures.

Nov. 16 - Class 3: The Time Warner Center: Mixed-Use Development – A. Eugene Kohn

The Time Warner Center represents the first totally successful mixed use project in NY developed by the Related Companies. What were the design elements that contributed to its success and how did these challenge the traditional programmatic model of development and public space commonly undertaken in New York?

Nov. 23 - Class 4: Back to the Future: Redeveloping Unilever House – A. Eugene Kohn

This case deals with the leadership of Unilever having to decide to redo existing building or move to a new building either in the City of London or by the outskirts of the airport. What part of this decision depended on the design options?

Nov. 30 - Class 5: Hudson Yards – The Other Side of the Tracks? – A. Eugene Kohn

One of the largest projects of its kind developed in NY. It is a mixed use project in terms of each building having different uses and like Time Warner had mixed uses in the same building. How did design make the project more feasible and increase its odds of both urban and financial success?

Dec. 7 - Class 6: One Vanderbilt – James von Klemperer

See how the design of One Vanderbilt helped create a ground-breaking way of fostering the pursuit of the public good, through public space and infrastructure improvements, through the achievement of a successful development that will also serve as a model for the future of the office building in New York City, and in the Midtown East Core more specifically.