

UNIVERSITY OF GREENWICH DEPARTMENT OF ARCHITECTURE AND LANDSCAPE PRESENTS

RECONCILING OPPOSITES 4 FUTURE CITIES 4 FUTURE CITIES 4

FRIDAY 17TH APRIL 10AM - 5PM IN THE TESSA BLACKSTONE LECTURE THEATRE [11-0003]

AN AVATAR [ADVANCED VIRTUAL AND TECHNOLOGICAL ARCHITECTURE RESEARCH] CONFERENCE

UNIVERSITY OF GREENWICH, ACADEMIC BUILDING 11, STOCKWELL STREET, GREENWICH, LONDON SE10 8BY



FUTURE CITIES 4:

RECONCILING

OPPOSITES

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FRIDAY 17TH

APRIL 2015

UNIVERSITY OF

AVATAR

GREENWICH

Reconciling Opposites: An Introduction

Future Cities 4 is the fourth AVATAR (Advanced Virtual And Technological Architectural Research) conference hosted by the Department of Architecture and Landscape at the University of Greenwich. It builds upon the previous success of *Future Cities*, *Future Cities 2* and *Future Cities 3* events. These annual public conferences have been international, cross-industry, multi-disciplinary events themed around pressing architectural issues related to the challenges faced by megacities, the architectural discipline and pedagogical challenges in an increasingly technologically advanced, yet resource-constrained world. This year the theme of the conference will centre on 'Reconciling Opposites' and asks what conflicts architectural and urban design offer, and how is it possible to work with such tensions.

It also raises questions about how we may deal with the nature of ecology, urban environments and an increasingly global society - which is composed of many different, often contradictory ideas and bodies.

We bring together architects, designers and researchers that have maverick views on the modern world and how we might create architectures and cities of joy. In line with these aspirations we are also exhibiting some of the Department of Architecture and Landscape's East of Eden project and also include some of the conferences speakers recent work. All in all, *Future Cities 4* is a cornucopia of ideas waiting to be further explored and grasped.

Professor Neil Spiller

Founding Director of AVATAR, Hawksmoor Chair of Architecture and Landscape, Deputy Pro Vice Chancellor, University of Greenwich

East of Eden: Blatant Localism

East of Eden is a design research project that encompasses the creative output of the entire Department of Architecture and Landscape at the University of Greenwich, from year one to postgraduate and across all of the architecture and landscape programmes. Initiated to celebrate the Departments move into its new home in the heart of Greenwich, the project hopefully marks the start of a long and fruitful relationship with our new surroundings.

Three sites were chosen for this project through a mix of fortuitous circumstance, University connections and at the invitation of interested groups. The project name comes from the fact that all three sites - East Greenwich, the Greenwich peninsula and Thamesmead - are situated to the east of the 'Edenic' maritime campus.

For each of the three sites the Department is working alongside an external partner that represents a very different idea regarding the development of the area. In East Greenwich we are working with residents and the Greenwich society; on the Peninsula we are principally working with the Hong Kong based developers Knight Dragon; and at Thamesmead we are working with Peabody Housing Trust.

East Greenwich and the Greenwich Peninsula are clearly of interest due to their proximity to the Maritime campus, whereas the third, Thamesmead, has recently been acquired by Peabody, an organisation that has strong links with the University through the Pro Chancellor and Chair of Peabody. These three groups have very different agendas, priorities and interests and it was thought

insightful to provide students with this contrast as a backdrop for developing their academic projects.

East of Eden has a series of aims; to engage with our local area and to develop a social, cultural and physical analysis of these sites; to ask questions about the forces that drive the development of the city in 21st century; and to speculate upon a range of strategies that might suggest an inclusive agenda for urban growth. But most importantly to provide an exciting and provocative range of proposals for these sites, from practical approaches to housing and streetscape, to more esoteric musings on progressive technology and new forms of social action and organisation.

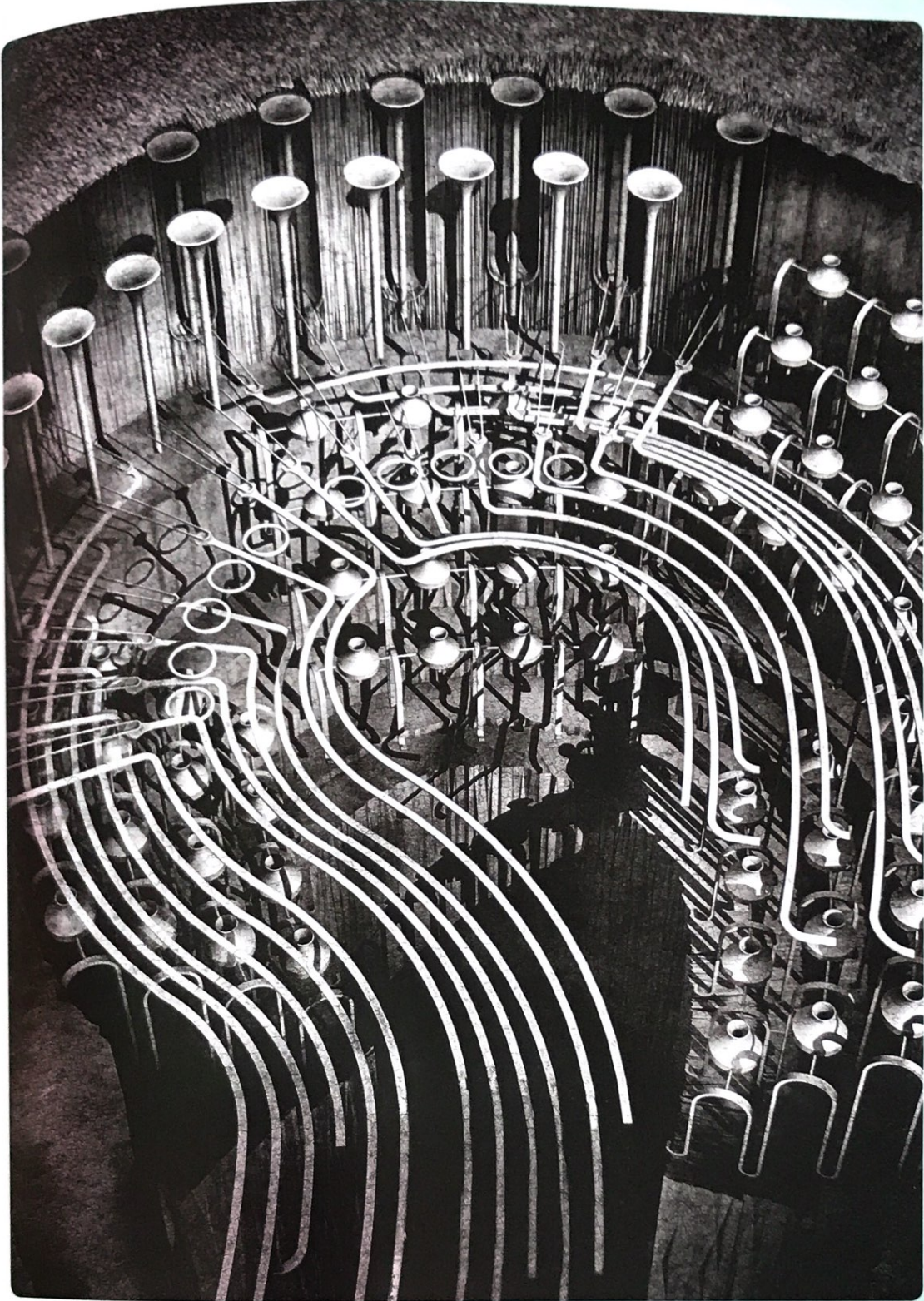
A large part of this project

will question the reliance on the market to develop a coherent strategy for urban growth and critique the financial mechanisms that drive the contemporary city.

The work shown here has been selected as part of the 'Work in Progress' Exhibition to coincide with Future Cities 4. The final output of the East of Eden project will be a book covering the output of the student cohort supplemented by projects from members of staff and a wide variety of pieces from some of our external collaborators. As a marker for our arrival into Greenwich, East of Eden looks like being a significant contribution to the local scene.

N i c C l e a r
Head of Department,
Architecture and Landscape

**+ EAST OF
E D E N :
WORKS IN
PROGRESS
EXHIBITION**



Pamela Tan, MArch Architecture, Unit 20, year 2