Architecture as a profession struggles to simultaneously engage with the public and be provocative within the confines of its own field. Either arguments and proposals get “dumbed down” or they simply aren’t accessible or relevant.

Furthermore, our ability to disseminate ideas with such broad audiences has never been so considerable, yet at the same time our role in influencing the built environment continues to decrease. We are sharing but no one is listening.

This studio will investigate the proposition as a tool for developing relevant and accessible arguments, while testing various deployment strategies for communicating those ideas to a larger public.

Using New York City as a framework, students will survey its history, development, and current condition to identify potential opportunities for intervention. Underlying issues such as: technology’s impact on physical space, density, transportation, and regulations will shape the discourse and serve as departure points for further study.

Successful proposition’s will go beyond the academic arena to provoke and influence, illustrating design’s potential to enact change.