Designing Like We Give a Damn
MARIA GIUDICE & KATRINA ALCORN
Hot Studio Inc.
Who is Hot Studio?
Hot Studio is a people-centered strategic design studio.
We design things that people love to use.
news:

Up 54 Percent Over Prior Year
Gap Inc. Reports Record First Quarter Net Earnings

Oui, C'est Old Navy!
Quebec Welcomes Seven Old Navy Stores

A Dream Comes True:
Gap Inc. Employees Team with Habitat to Build Home in Honduras

The Gap and Sarah Jessica Parker ask:
How do you wear it?
### Week 1: Eat for Energy

**What to expect**
You may feel light-headed at first, but don’t be too alarmed. This is your body adapting to the high-energy diet. You will notice an immediate energy surge around Days 3 to 7.

**Day Plan for Week 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td><strong>Makeover Slimming Lemon Rice</strong> (recipe, page 46)</td>
</tr>
<tr>
<td>Mid-morning</td>
<td>Eat fruit and/or drink 8 oz of protein shake or smoothie</td>
</tr>
<tr>
<td>Lunch</td>
<td><strong>Rossini Rice</strong> (recipe, page 44)</td>
</tr>
<tr>
<td>Mid-lunch</td>
<td>Eat fruit and/or drink 8 oz of protein shake or smoothie</td>
</tr>
<tr>
<td>Dinner</td>
<td><strong>Veggie Noodle Bowl</strong> (recipe, page 45)</td>
</tr>
<tr>
<td>Mid-dinner</td>
<td>Eat fruit and/or drink 8 oz of protein shake or smoothie</td>
</tr>
<tr>
<td>Before bed</td>
<td>Drink 8 oz of hot lemon rice tea</td>
</tr>
</tbody>
</table>

**Recipes**

- Makeover Slimming Lemon Rice
- Rossini Rice
- Veggie Noodle Bowl

**Drinks**
- Slimming Energy Drink
- Marley Slimming Energy Drink
- Hot Lemon Rice Tea

**Supplements**
Take vitamin supplements as advised.
Founded in 1999 by Cameron Sinclair and Kate Stohr

4 full-time staff
9 country representatives and design fellows in Sri Lanka, India, Tanzania and United States
3,000+ volunteer designers

25 Projects in 8 countries
Over 100 Structures Implemented

35+ ‘self-governed’ local chapters
2500+ project participants in 104 countries

30,000+ newsletter subscribers
2006 TED Prize: Cameron Sinclair’s wish

“I wish to create a community that actively embraces ‘open source’ design to generate innovative and sustainable living conditions for all.”
architecture for humanity

hot

Sun Microsystems

Creative Commons

TED

AMD Smarter Choice
“There is nothing worse than being all mouth and no trousers.”

We dove right in

March 2006
Hot Studio’s approach to research

FINDINGS  →  INSIGHT  →  DESIGN
Diverse community of participants

Designers

AFH Chapters

Planners

Engineers

Inventors

NGO’s

Funders

Scientists

Manufacturers

Government policy makers

End users

Community leaders

Project managers and facilitators
People from 520 cities want to form chapters and yet only 18 chapters have the capacity or tools to actually do it. There are approximately 2,400 people in active groups and 2,160 who want to sign up but lack the organizational support to do it.
Architects and designers
Displaced families
Project Managers
Architecture for Humanity
PRIVATE
PROPERTY
NO TRESPASSING

YES WE NEED HELP TO REBUILD SO IF YOU ARE HERE TO HELP THANK YOU. IF NOT PLEASE KEEP MOVING. DON'T NEED YOU STARING, DON'T PEEP IN TO MY SPACE. THANK YOU. DEECK & AYDRIA
Architecture and design is a political act.

True community forms when the perceived system of support breaks down. With little funding the community of Biloxi and a dedicated team of volunteers decided not to wait for federal assistance, and help instead to rebuild.
collaboration tools

blogs

wikis

no one size fits all

social networking sites

project management tools

sites about green design
Collaborative work sessions
Collaborative work sessions
An Internet ecosystem of sites that:

- Empowers chapters at the local level by providing them with the infrastructure and tools they need in order to fulfill their mission.

- Allows designers from around the world to collaborate and inspire one another.

- Creates a central place for like-minded people to find and share important information on innovative and sustainable design.

- Provides the tools that allow project managers and facilitators to effectively and efficiently do their jobs.

- Helps Architecture for Humanity and its projects create the funds necessary to be a sustainable organization for many years to come.
Architecture for Humanity and its chapters will have the same navigational structure. AFH will provide new chapters with a ‘shell site’ that can be customized.

OAN will be ‘powered by AFH’ but exist as its own brand. For profit and non-profit entities can license the engine and the interface can be re-skinned to fit the design aesthetics of the end user.

The Open Architecture Network becomes the collaborative workspace for every project in the online ecosystem.

When new members join a chapter they automatically become enrolled in the Open Architecture Network.
Jon from AFH NY’s Projects  Start a new project

Rebuild Livelihoods of Sri Lankan Tsunami Victims>
Activity since your last login:
5 new files available>
12 new messages>
3 items added to your to-to list>

See my archived projects

Recent topics or discussions you have participated in:
    Green design: Is it worth the additional cost?  16 new comments>
    Designing with recycled glass  6 new comments>
    Help us update the code database for your area

Projects you may be interested in

Rebuild Livelihoods of Sri Lankan Tsunami Victims>
Help 2,135 Sri Lankan families rebuild their means of livelihood destroyed by the Tsunami by providing relief goods, distributing new home appliances, and restoring their means of income.

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See all projects currently in development

AFH members:
    Help us update our materials database
    Help us update our funders database

Questions we’re asking:
    Do users need to set parameters around bandwidth?
    Subscription/fee-based concept model not fully fleshed out.
improving living standards through collaborative design

News

➤ 8.4 earthquake leaves millions homeless. (Associate Press)
➤ International agencies struggle to provide shelter in Nepal as winter approaches. (Reuteranet)
➤ Open Architecture Network: Earthquake Resistant Housing | Transitional Housing

View projects by keywords: Housing, Sri Lanka, Women, Schools, Hurricane Katrina, Temporary Shelter

Join Us Now!        Already a member? Login
➤ Share and review thousands of architectural designs
➤ Access tools for managing your own projects
➤ Collaborate with OAN members
➤ Help build a sustainable future by sharing your knowledge
What do users want from the project database?

- Find a project to get involved with
- Find a project that can be leveraged in the design of a new or future project
- See the breadth of AFH related work

Questions we’re asking:

- What constitutes a “case study?”
- Does every completed project become a case study?
- Who writes the formal re-cap?
- What is a meaningful measure for time?
- When completed? When started?
- How to start/publish a new project hasn’t been fully worked out yet.
Project Description

Goal: To design and build a small women's cooperative bakery in Uddakandara. Sponsor organizations: Architecture for Humanity and Relief International.

Project Background:
The Tsunami of XX 2005 hit the small town of Uddakandara particularly hard, wiping out approximately 50% of people's homes, and most commercial establishments. Many people fled the area, and the economy has suffered terribly. However, a group of 12 women from the town decided to get together and form a cooperative bakery. They began by working out of their homes, but as business is starting to pick up, they need a larger space. Our architects met with the women in February to gather requirements and began designs that same month. We hope to complete construction by December 31, 2006.

Volunteer
We still need volunteers to help with the final phases of construction.

Donate
We need $43,000 to complete the final phase of construction. Donate now

The cement arrived two weeks early. This is great news, as we anticipated major delays in construction. Now our only problem is finding enough volunteers to keep the work running smoothly.

Susi Platt

Project Tags
- Tsunami reconstruction
- Sri Lanka
- Women
- Microeconomics
- Jungle-tastic
- Coconut leaves
- Small business

Program Reqs.
- Schematic Design
- Documentation
- Build

Start: 2/6/06
End: 12/31/06

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Donate module for AFH clients only.

Bookmark this project

see all images
Grenada: Responding to Hurricane Emily

The units are made from recycled corrugated cardboard treated to be fire retardant and water resistant.

Discuss This Design

- Rammed earth vs. fly ash and cement | Kelly R. (8 replies)
- Women's cooperatives you should see | Maria (2 replies)

Maria: Women's cooperatives you should see

October 18, 2006, 4:23pm PST

Carol: (October 18, 2006, 4:23pm PST)
Women's Cooperative in Lenin Nagar

Local tiles vs. Chennai tiles

Maria: I don’t get why we don’t use the new tiles we found near the site. It seems like we can change to the local tiles and save funds for the finishes. Can Kari get estimates on this change?

4 REPLIES | ADD A REPLY

Project Discussions

Issues with local codes to consider | Kari I. (8 replies)

Women’s cooperative wants more room for sewing | Maria G. (1 Reply)

Maria G.: Women’s cooperative wants more room for sewing
October 18, 2006, 6:23pm PST

Margarita E.: (October 18, 2006, 3:17pm PST)
Cob is a building material consisting of clay, sand, straw, water, and earth. Cob is fireproof, resistant to seismic activity, and inexpensive. It can be used to create artistic, sculptural forms and has been revived in recent years by the natural building and sustainability movements.

History and usage

Cob-building is a traditional technique that has been used for thousands of years and in all kinds of climates. In the UK it is most strongly associated with counties of Devon and Cornwall in the West Country, and the Vale of Glamorgan and Gower Peninsula in Wales, where many cob cottages have survived and are still inhabited. Many old cob buildings can be found in Africa, the Middle East, Wales, Devon, Ireland, Cornwall and some parts of the eastern United States. The walls of a cob house are necessarily thick, and windows are correspondingly deepset, giving the houses a characteristic internal appearance. The thick walls also provide excellent thermal mass, so that, depending on the climate, cob cottages are relatively easy to keep warm in winter, and tend to be cool in summer. Surprisingly, the material is entirely suitable for rainy climates, and so long as a cob house is reasonably cared for, the structure will not deteriorate; many cob cottages in Devon (one of the wetter counties in England) have been inhabited for hundreds of years.
Introduction
History & Usage
Examples of Cob on the OAN
OAN Cob Gurus
External Links

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Open Architecture Network launched at the 2007 TED Conference
March 7, 2007

Currently there are over 10,000 members and over
1,500 projects are posted; 200 countries are represented

www.openarchitecturenetwork.org
The current Open Architecture Challenge attracted 508 entrants, 58 countries represented and 26 developing nations.

The site has won several sustainable design awards and garnered media attention:
- New York Times
- International Herald Tribune
- Wired News
- WIRED Science, PBS
- Interior Design
- World Changing
- Business Week Online
- USA Today/CNET
- ZDNet
- InfoWorld
• Community building and networking with peers from around the world

• A platform for active conversations and debates about different building methods

• A venue for design credibility

• Designers who post their project are aligning themselves with Architecture for Humanity’s underlying philosophies
Challenges still ahead

• Architects are reluctant to apply Creative Commons licensing to their work

• The design community has yet to embrace the Open Architecture Network as workflow management tool

• Adapting projects and tracking the adapted project is not fully developed

• The Resources area has not yet been developed due to limited internal staffing
Parting Thoughts

Design like you give a damn
Parting Thoughts

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Find a way to use your talent and expertise to help make a difference in someone’s life.
Thank you!
Questions and answers

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