

Urban Design for All of Us: A New Pedagogy

teaching to diversity, from Boston to Moscow

Josh Safdie, Institute for Human Centered Design
Massachusetts College of Art and Design



Team Sergei, "New Moscow" Inclusive Design Challenge, 2014



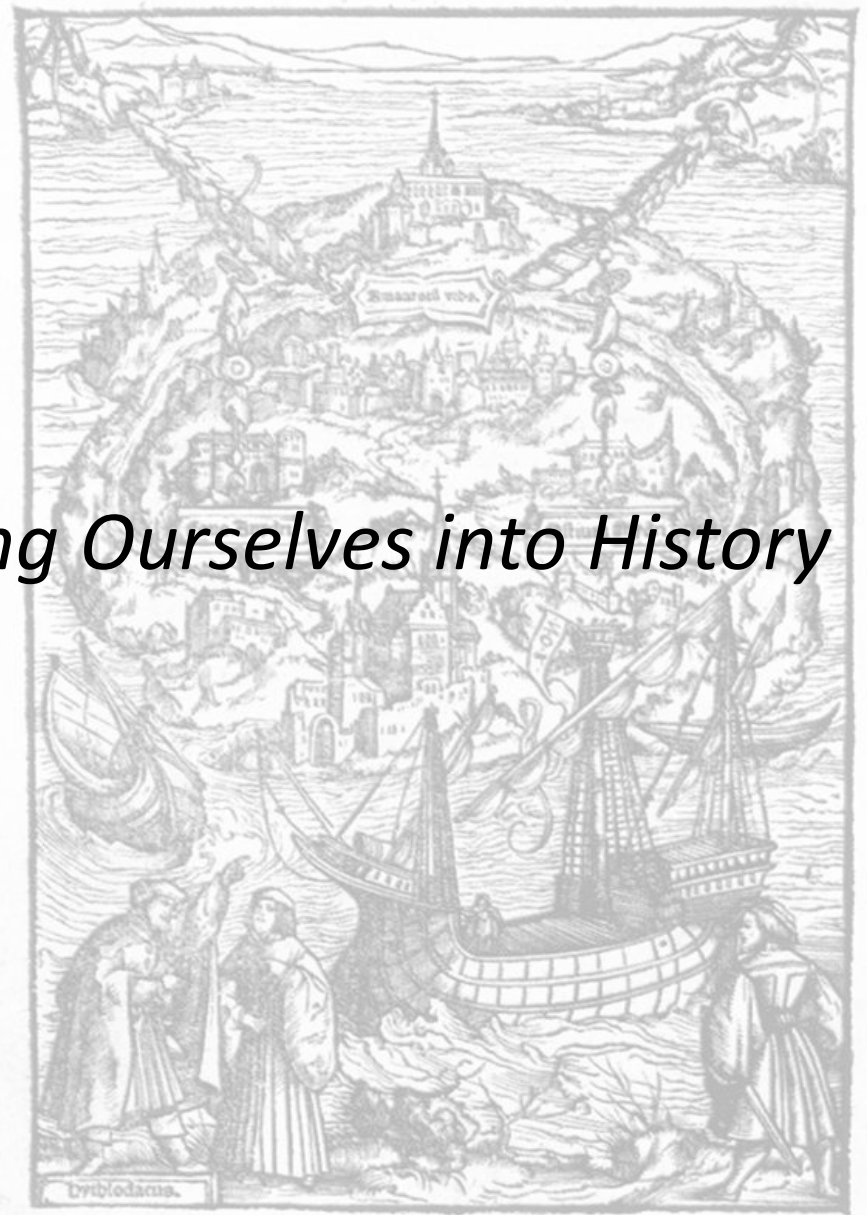
1. Utopian Visions: *Inserting Ourselves into History*
2. The Power of the Image: *Starting at the Finish*
3. Walking the City: *Learning from User/Experts*
4. The “New Moscow”: *An Urban ~~Master~~ **Person** Plan*

UTOPIAE INSVLAE FIGVRA



1. Utopian Visions: *Inserting Ourselves into History*

12 V T O P I A E I N S V L A E T A B V L A .



UTOPIAE INSVLAE FIGVRA



12 VTOPIAE INSVLAE TABVLA.



Reproduced from the pages of "Punch" Christmas Number, 1898.

Yesterday



Living and Working in the Smoke

To-day

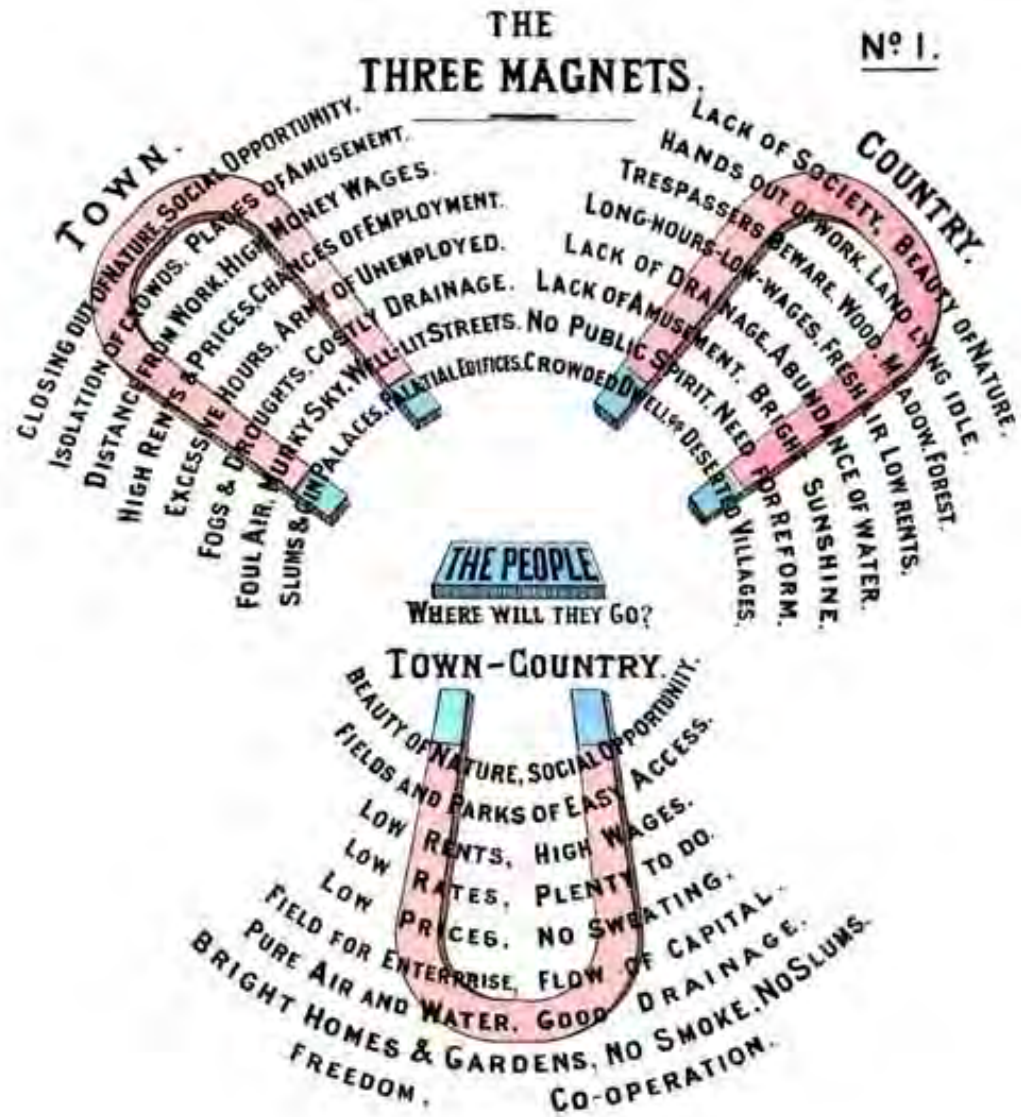


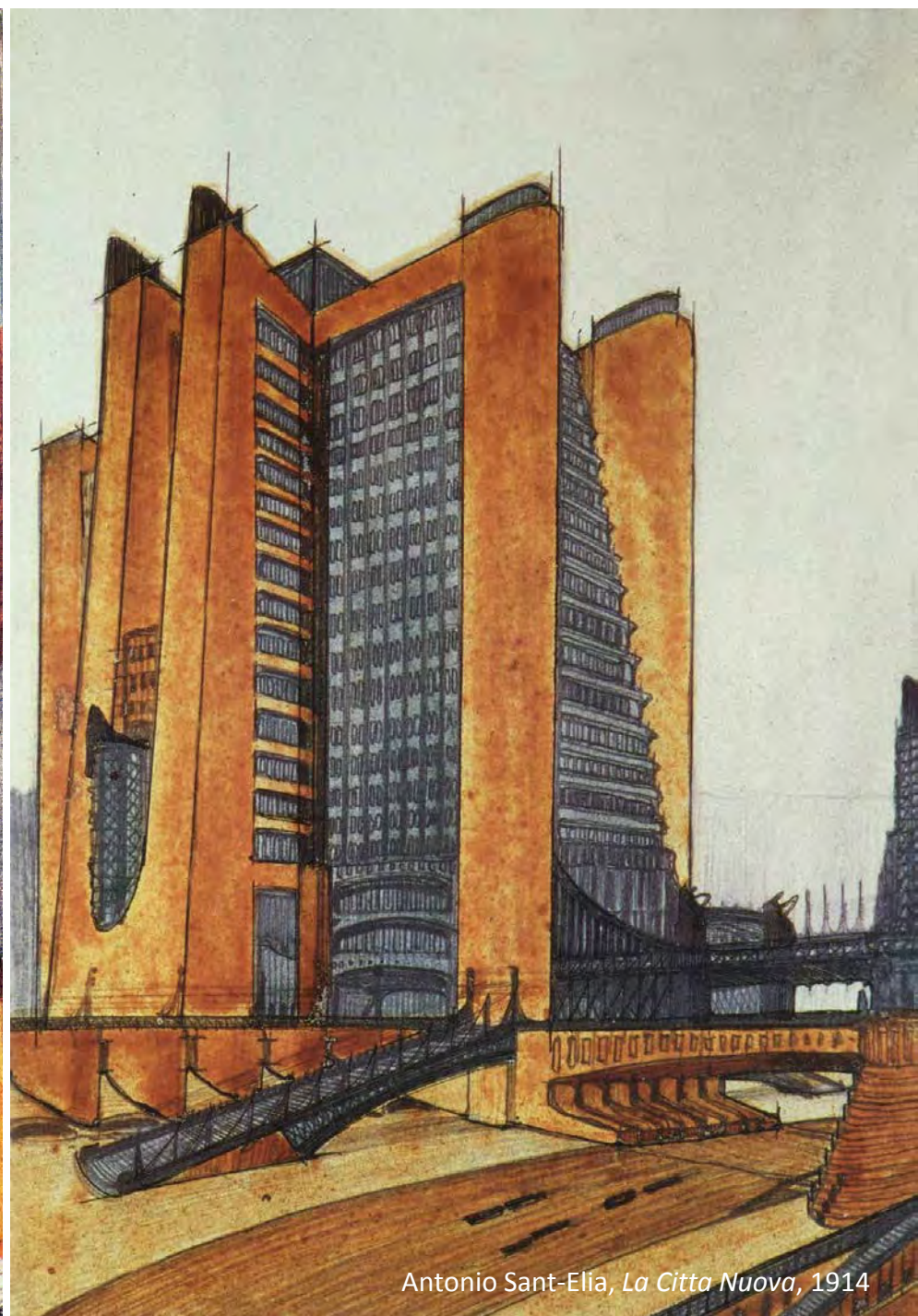
Living in the Suburbs-Working in the Smoke

To-morrow

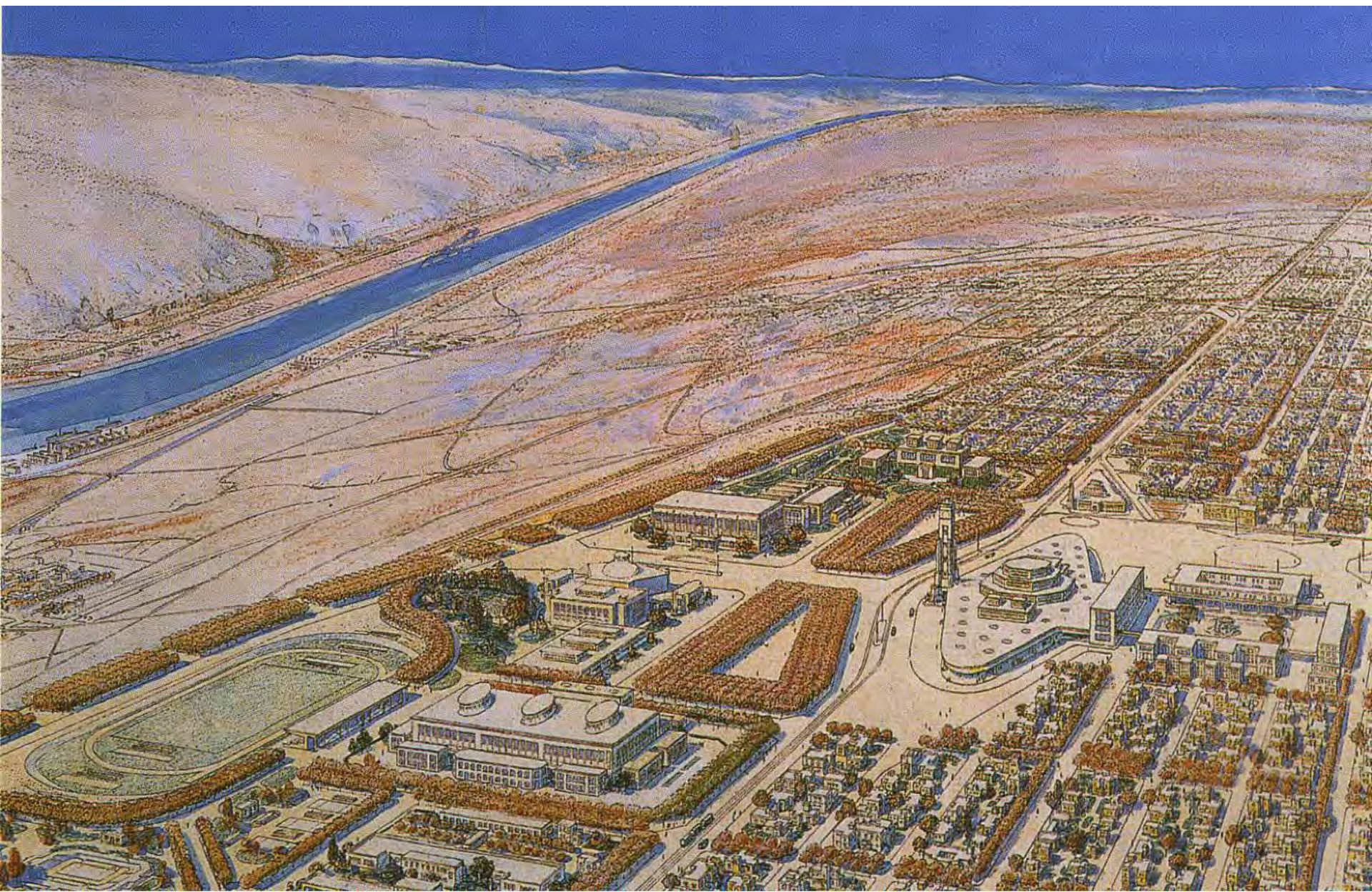


Living & Working in the Sun at WELWYN GARDEN CITY

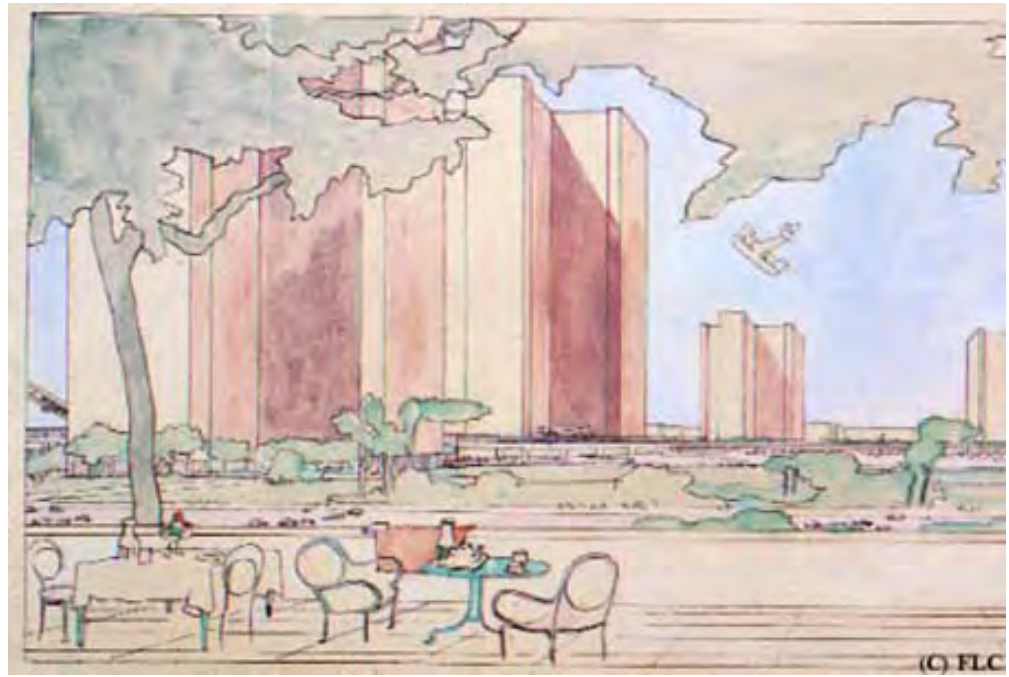
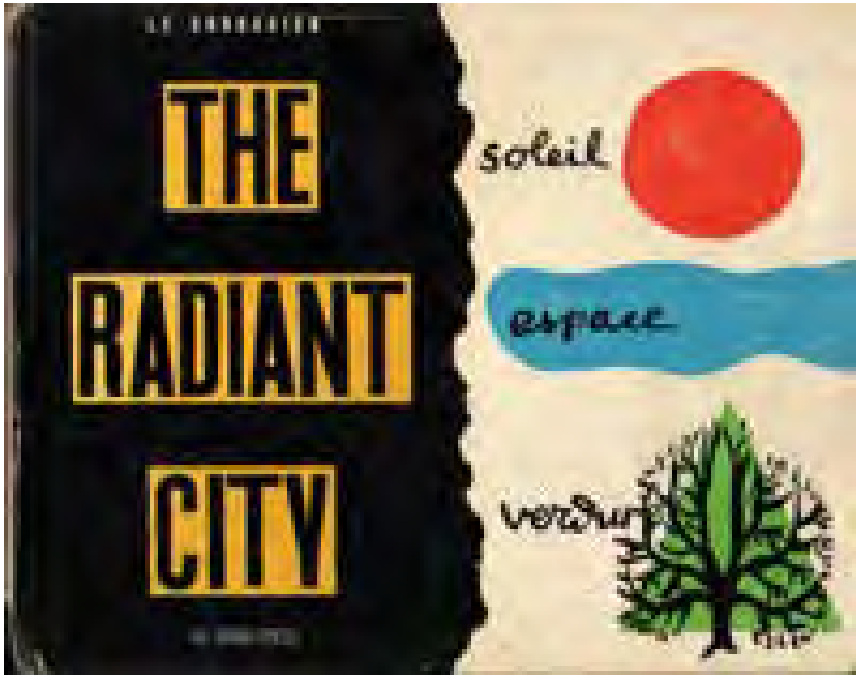




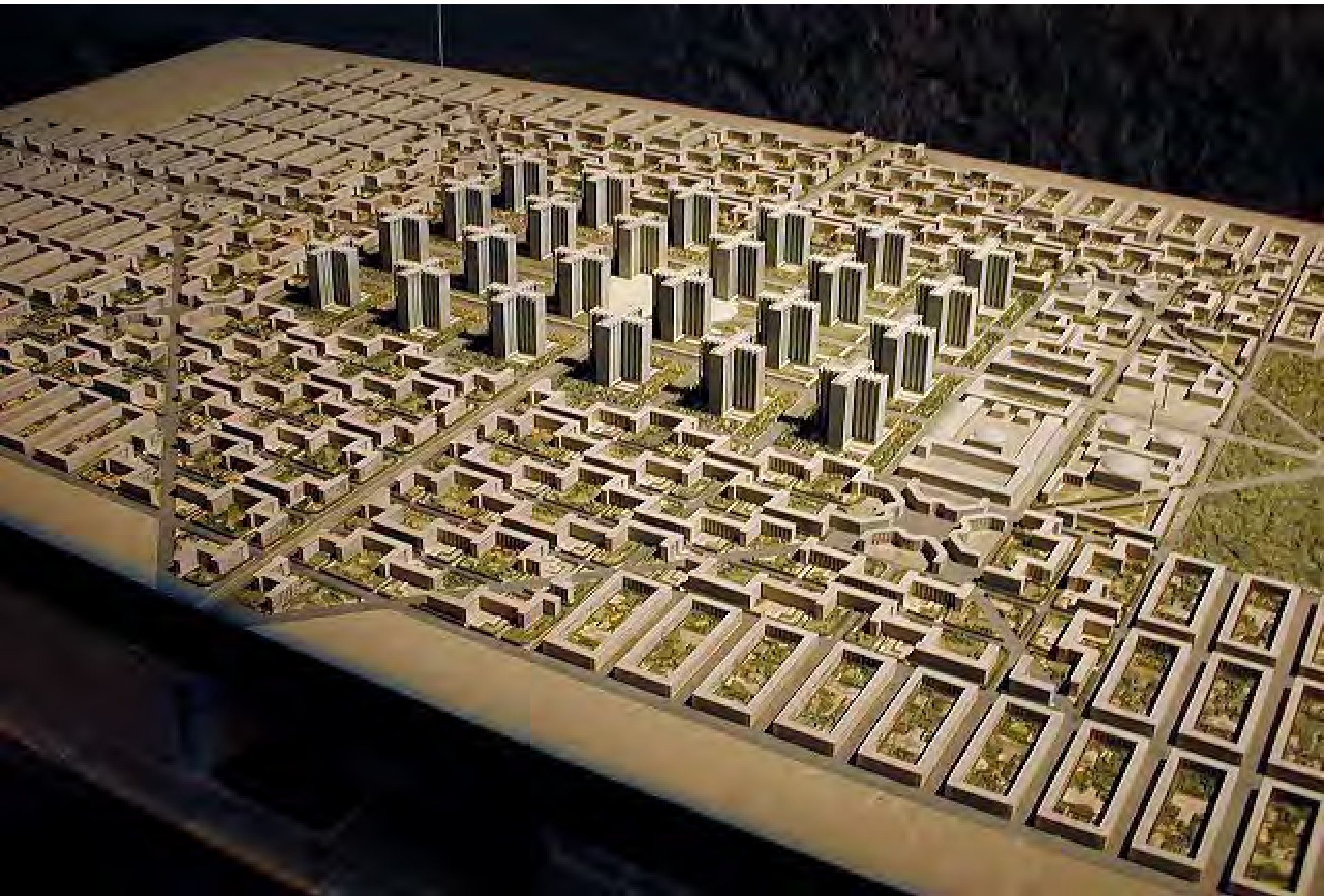
Antonio Sant-Elia, *La Citta Nuova*, 1914



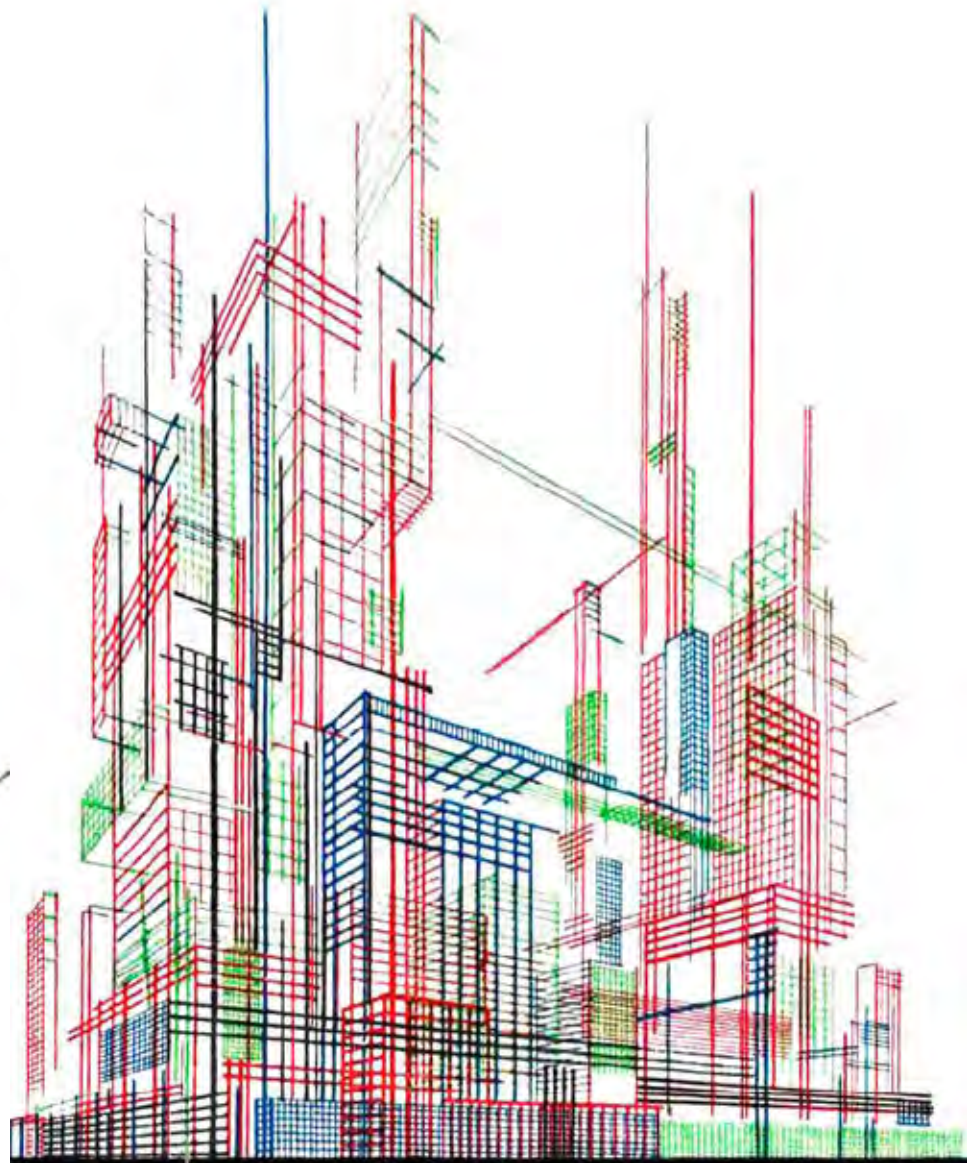
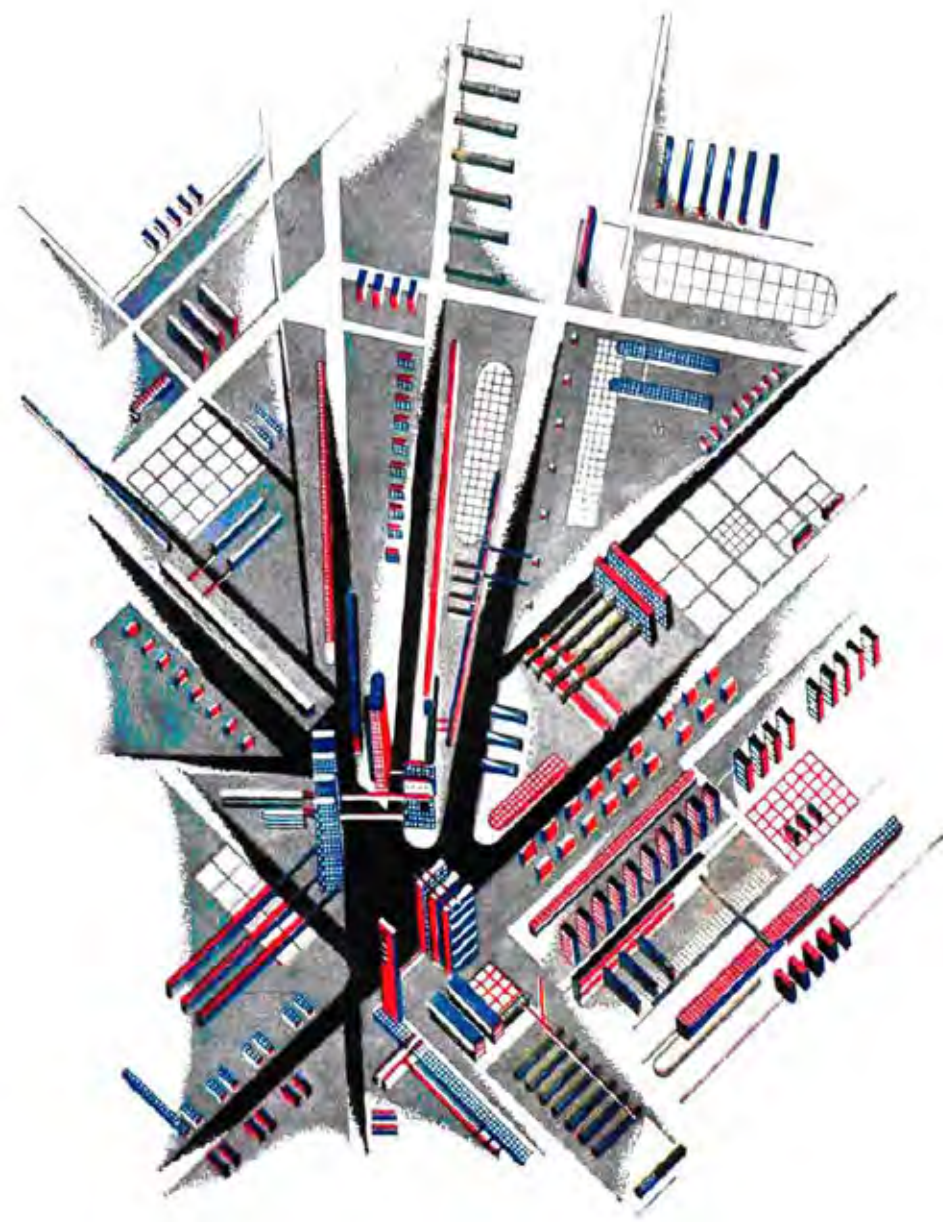
Tony Garnier, *Un Cite Industrielle*, 1917



Le Corbusier, *Ville Radieuse*, 1924



Le Corbusier, *Ville Radieuse*, 1924



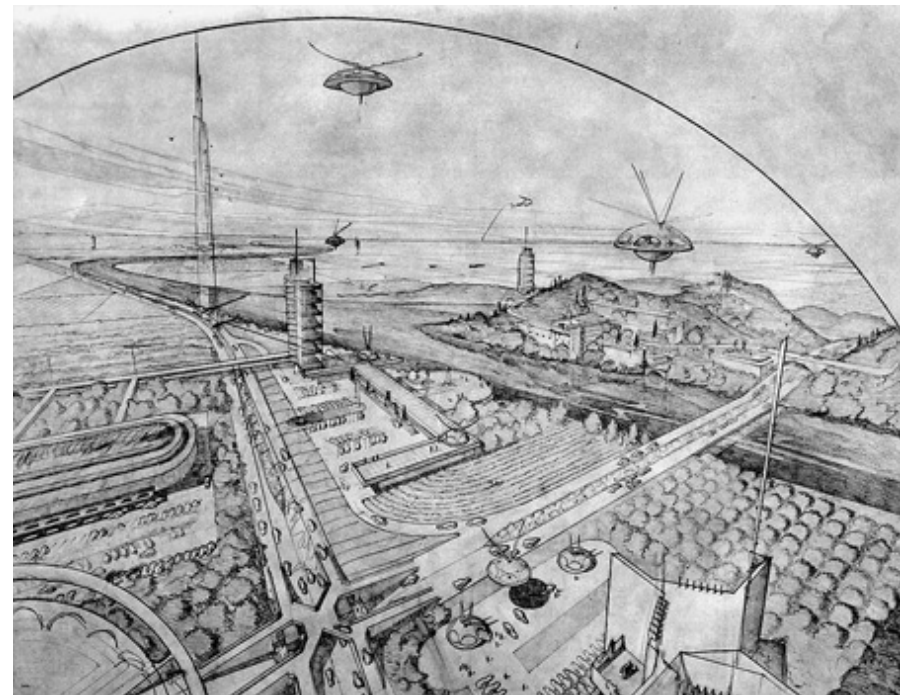
Iakov Chernikhov, *101 Architectural Fantasies*, 1925



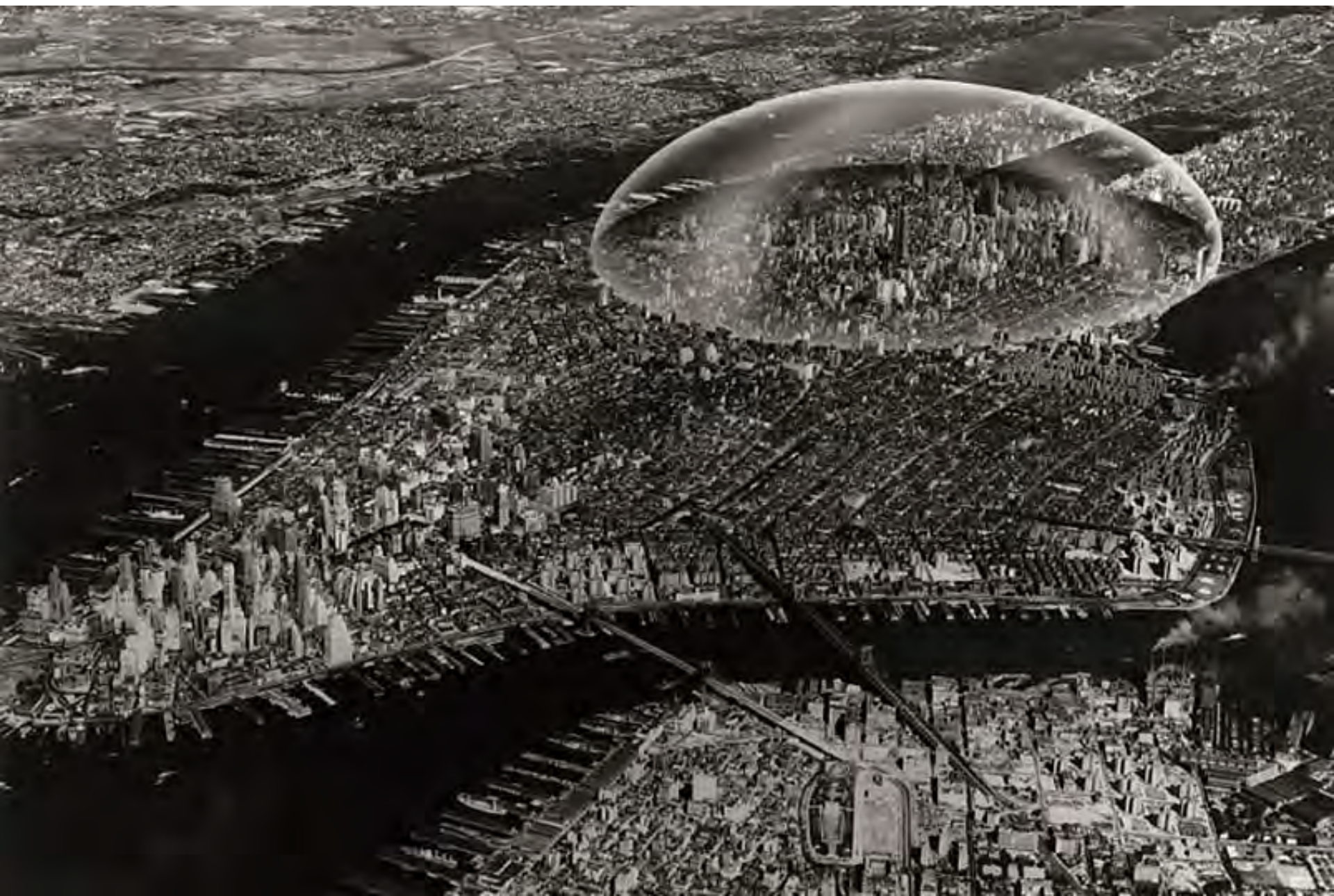
Fritz Lang, *Metropolis*, 1927



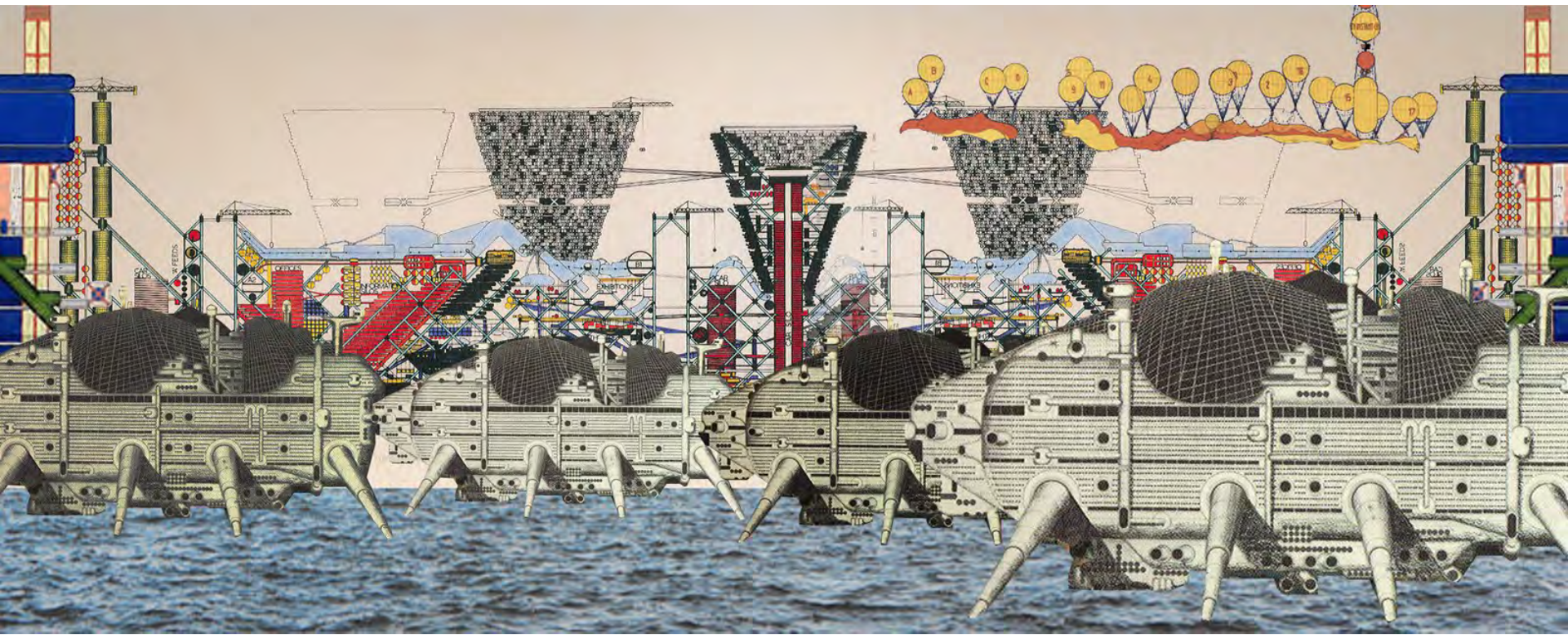
Frank Lloyd Wright, *Broadacre City*, 1932



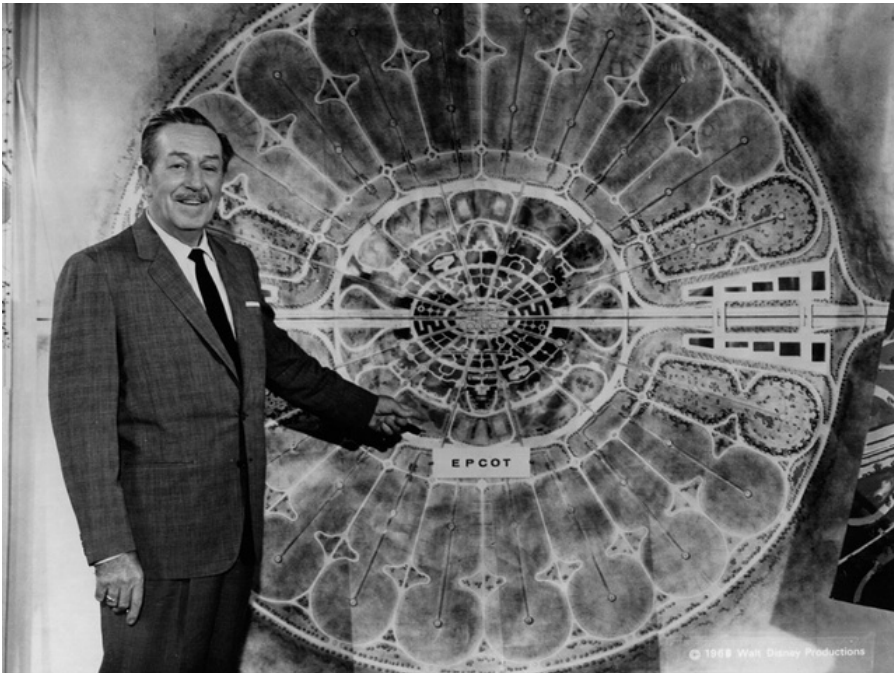
Frank Lloyd Wright, *Broadacre City*, 1932



Buckminster Fuller, *Dome Over Midtown Manhattan*, 1960



Archigram, *A Walking City*, 1964



Walt Disney, *Experimental Prototype Community of Tomorrow (EPCOT)*, 1960



Oscar Niemeyer, *Brasília*, 1956 –



Paolo Soleri, *Arcosanti*, 1970 –



Andres Duany & Elizabeth Plater-Zyberk, *Seaside*, 1980 –



2. The Power of the Image: *Starting at the Finish*



Et Alors, Paris +2°C, 2010



Et Alors, Paris +2°C, 2010



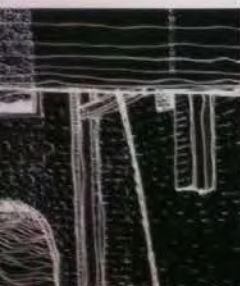
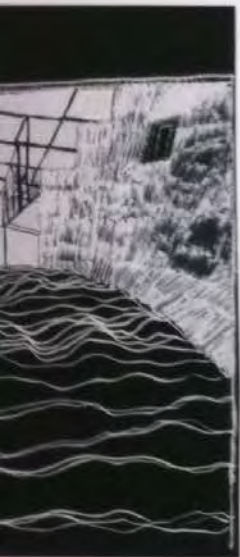
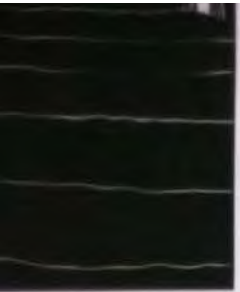
Et Alors, *Paris +2°C*, 2010



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Student Work, Rhode Island School of Design, 2012



Student Work, Rhode Island School of Design, 2012



Student Work, Rhode Island School of Design, 2012



Student Work, Rhode Island School of Design, 2012



Student Work, Rhode Island School of Design, 2012



Student Review, Rhode Island School of Design, 2012

3. Walking the City: *Learning from User/Experts*





"City Walk" with user/experts and students from Massachusetts College of Art and Design, 2013



"City Walk," Massachusetts College of Art and Design, 2011.



"City Walk," Massachusetts College of Art and Design, 2013



"City Walk" Massachusetts College of Art and Design, 2013



Student review , Massachusetts College of Art and Design, 2013

how does design fail them?





Design #fails – an inaccessible ticket counter at the Paralympic Games in Sochi and an inaccessible lecture hall at the Moscow State University of Construction, 2014



4. The “New Moscow”: *An Urban Master **Person** Plan*







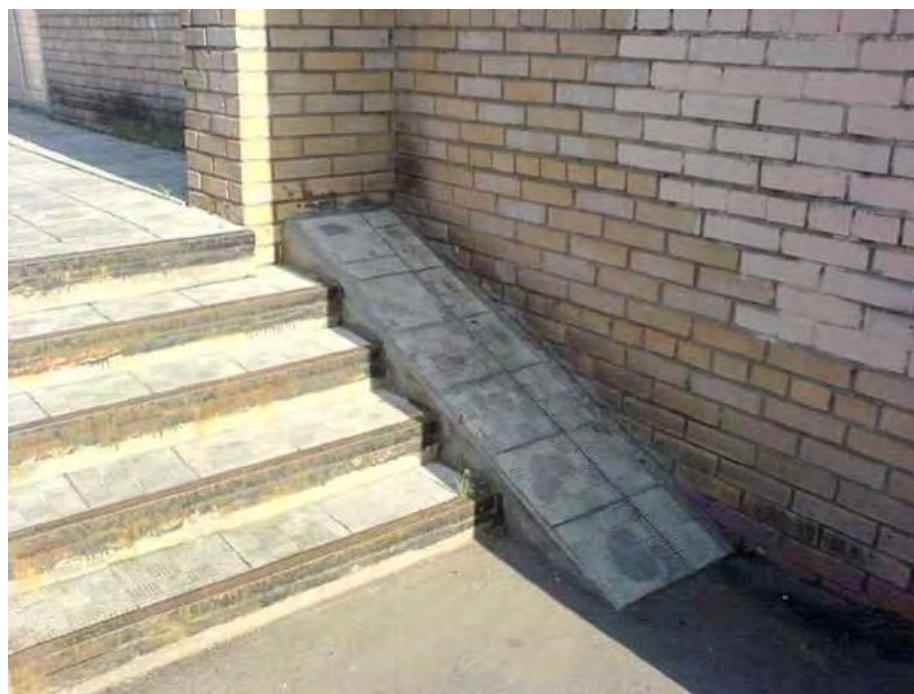
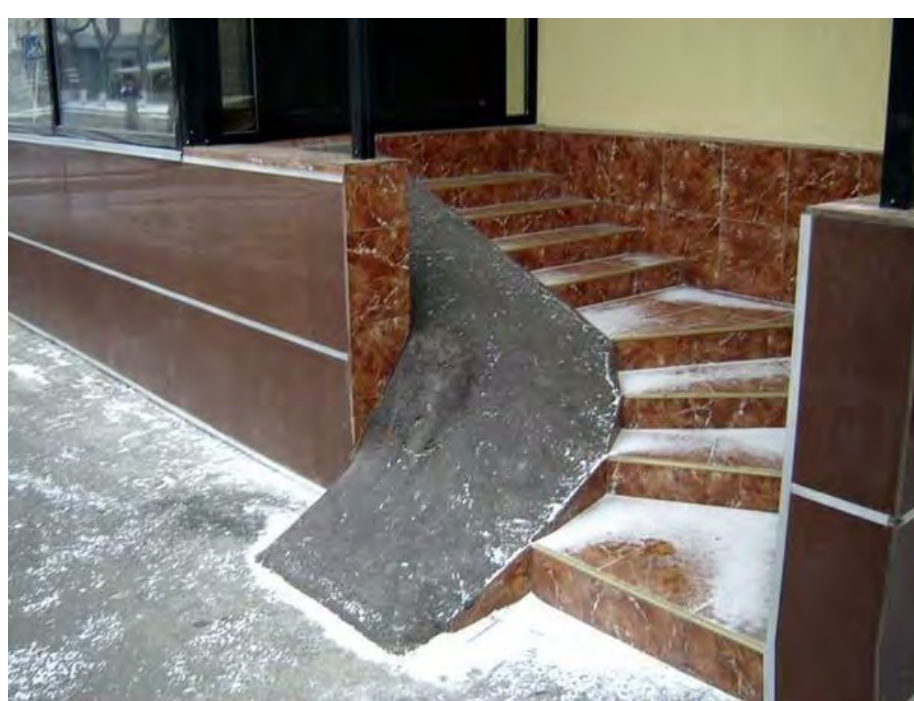


ARNE

11:00 - 21:00

12:00 - 21:00

1250PCT192







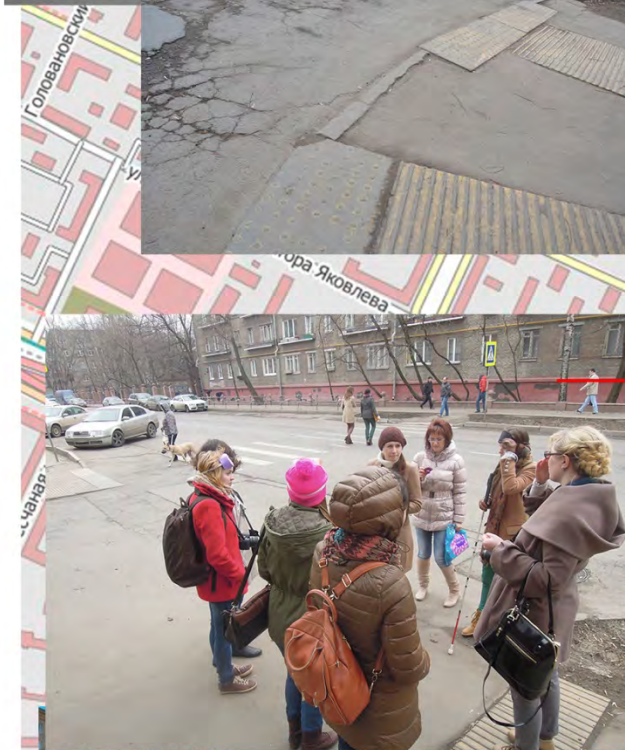
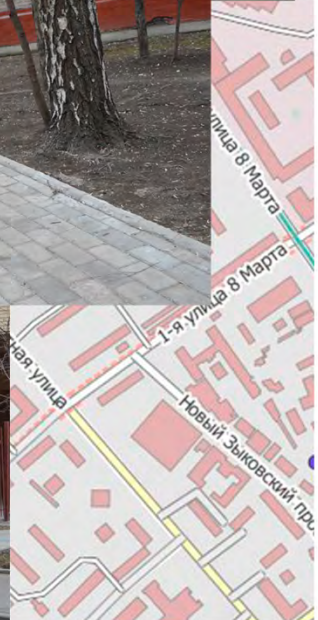
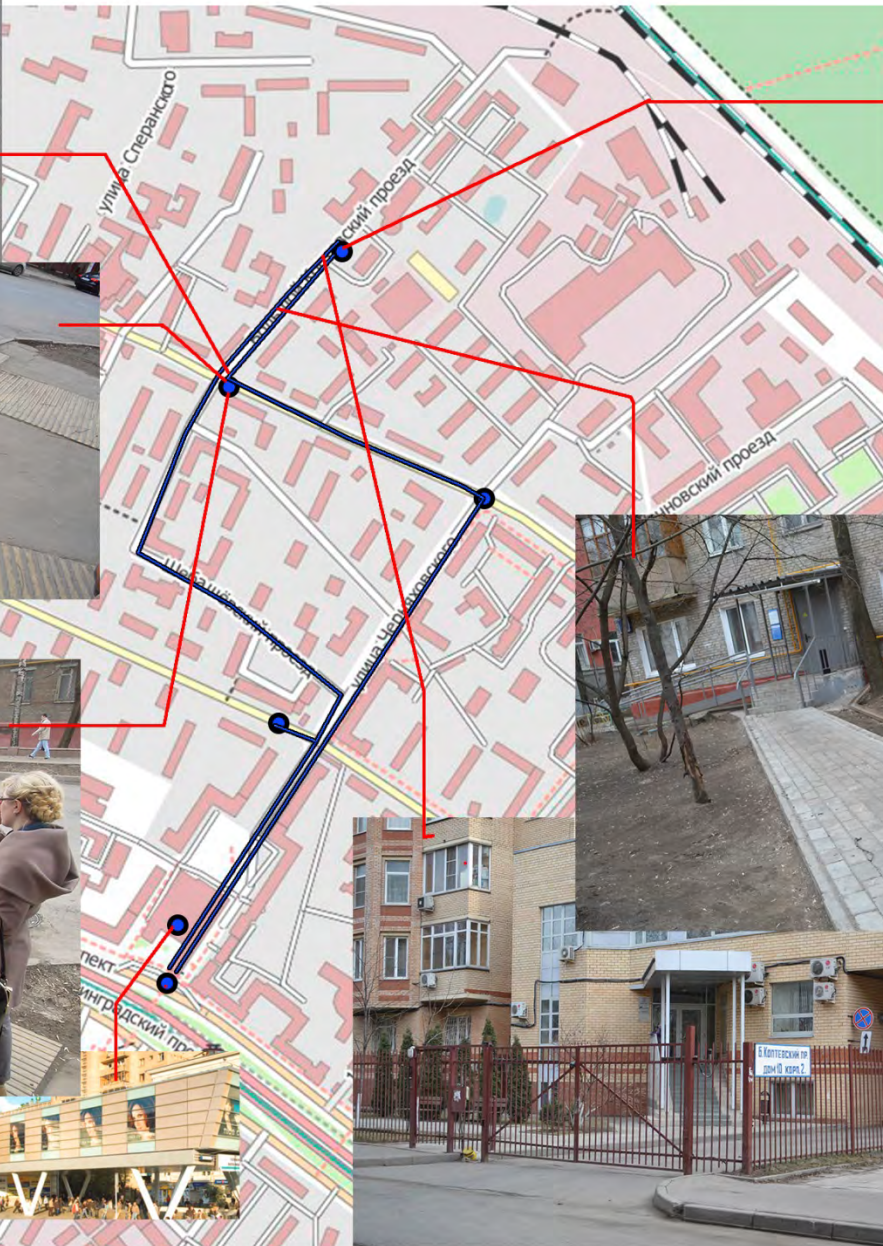
















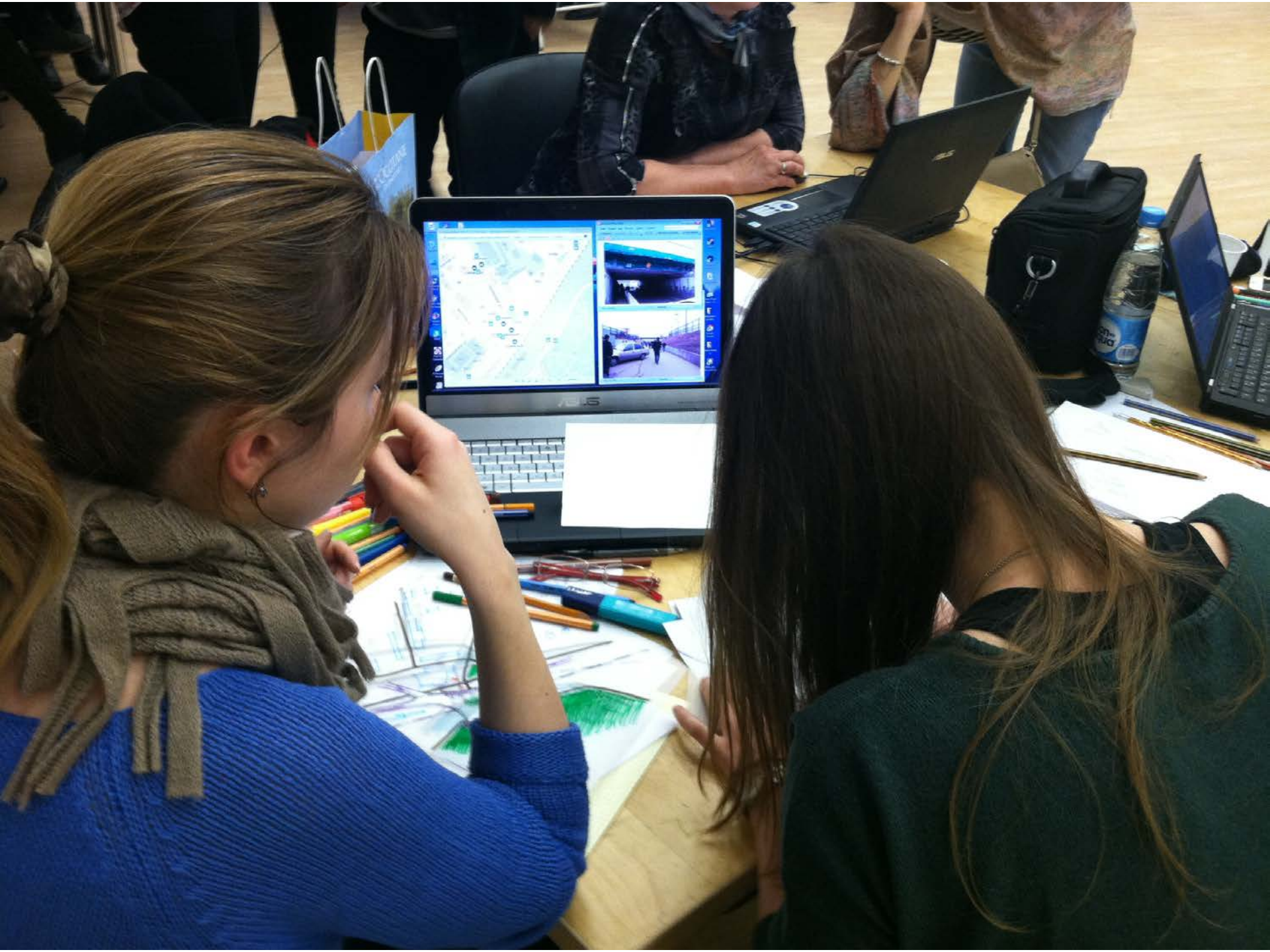












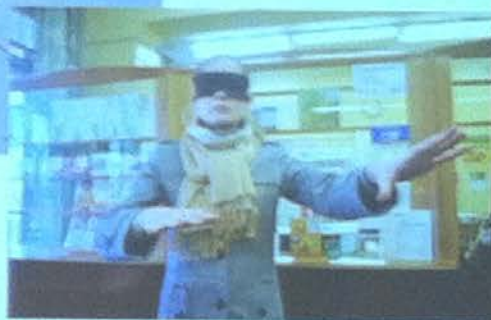








Как мы гуляли по городу...



РОИ ПЕРСПЕКТИВА

WWW.PERSPE

PERSPE







Конкурс по универсальному дизайну

Команда «СВЕТЛОЕ БУДУЩЕЕ»

Пользователь/Эксперт:
Симонова Юлия

Московский Архитектурный Институт:

Симакова Алина

Плотник Екатерина

Панкова Александра

Васильева Ксения

Государственная Академия им. Тимирязева

Фещенко Ольга

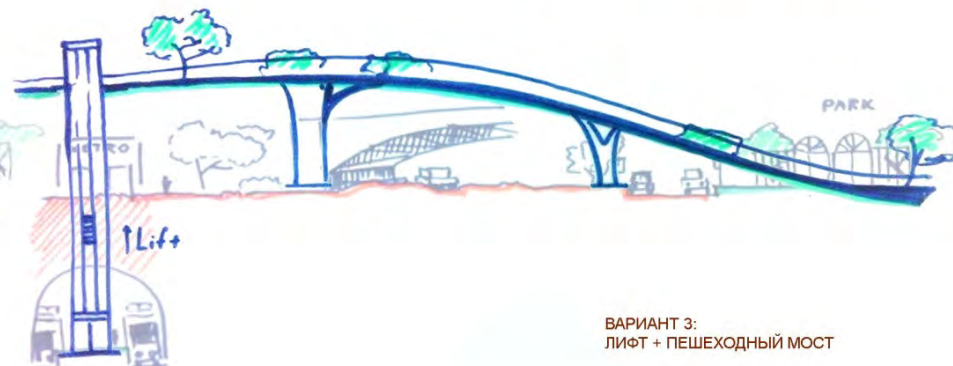
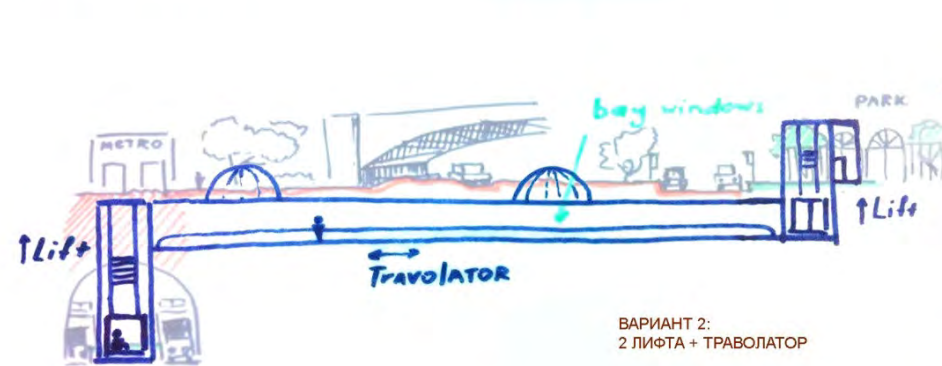
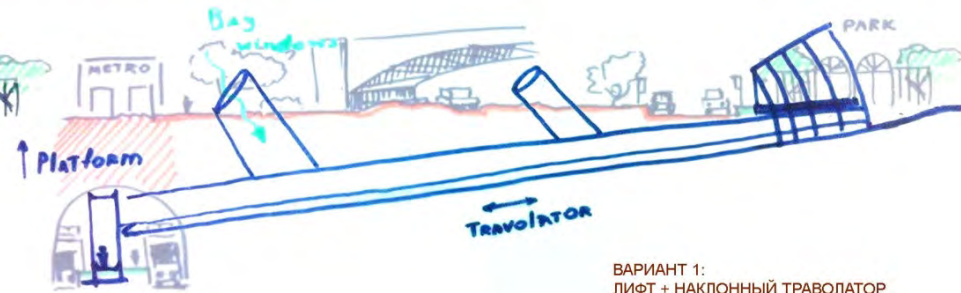


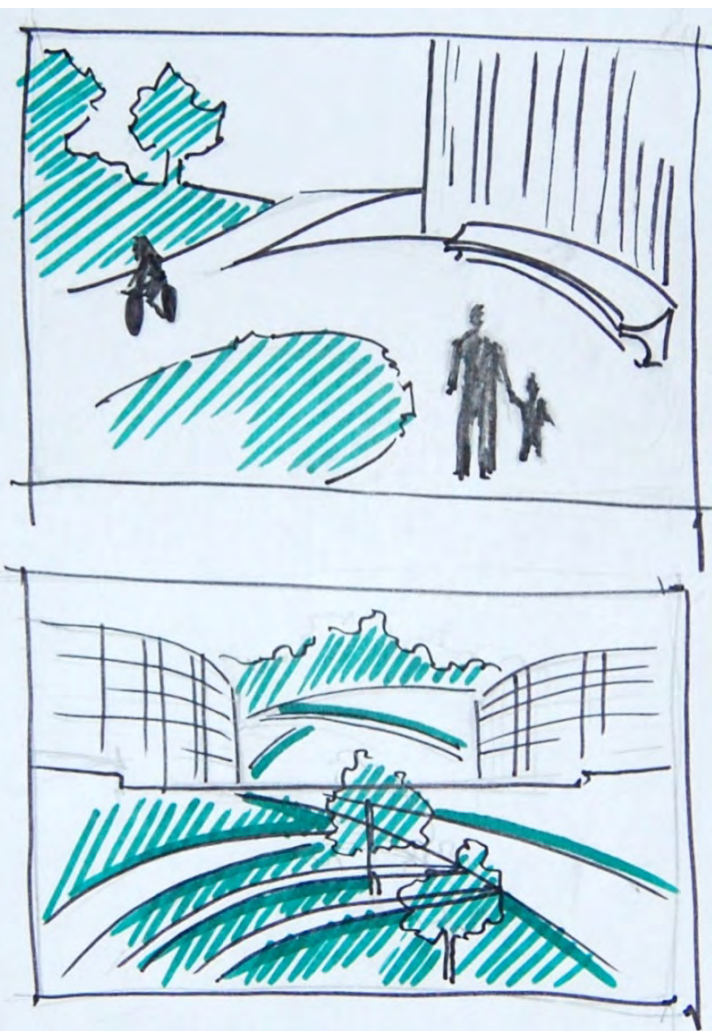
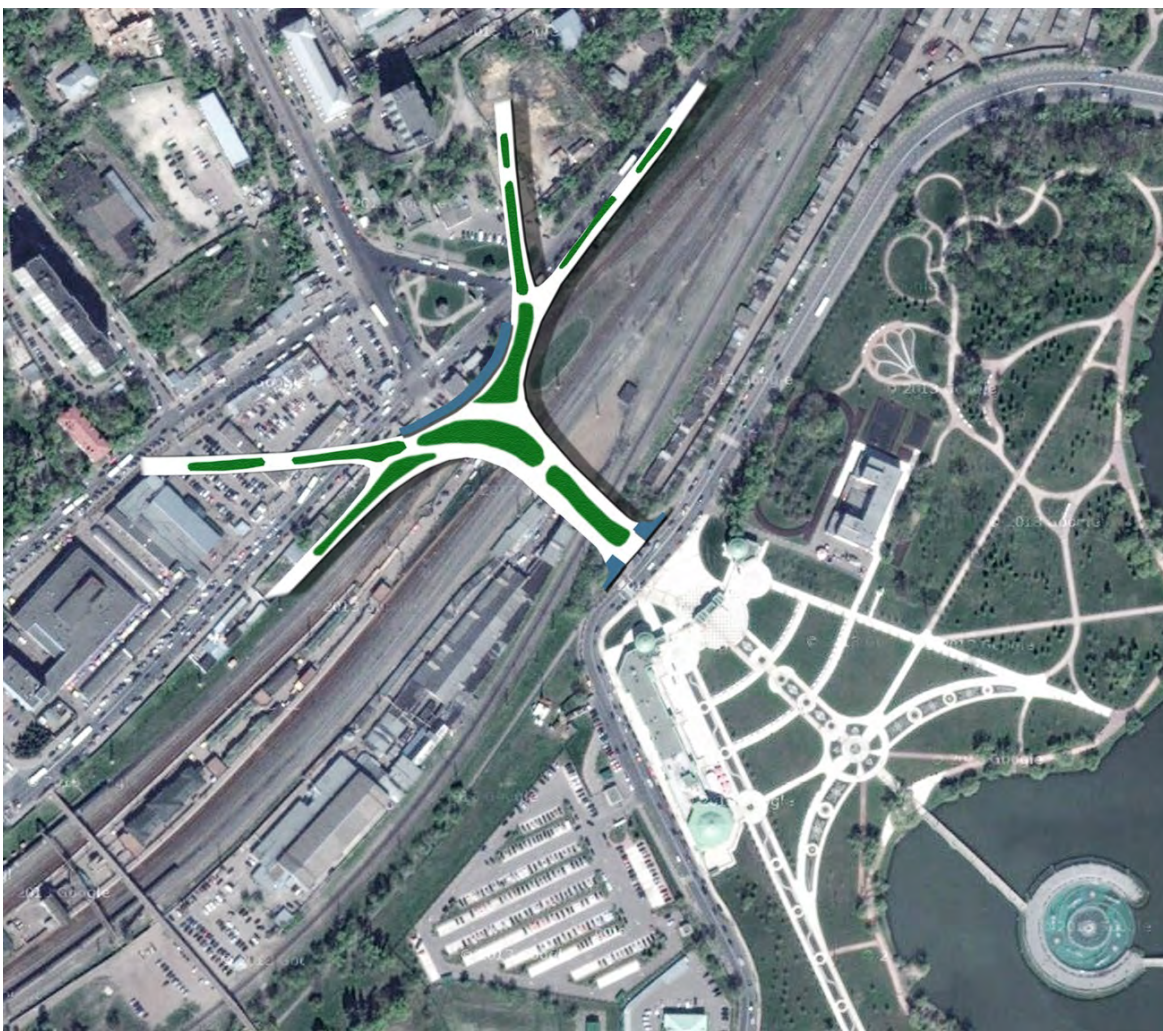
ОСНОВНОЙ МАРШРУТ ДВИЖЕНИЯ ПО ПАРКУ ЦАРИЦЫНО



СХЕМЫ ВАРИАНТОВ СОЗДАНИЯ
УНИВЕРСАЛЬНОЙ СРЕДЫ:

Unfriendly environment?









МАРХИ IGOR TEAM

ЭКСПЕРТ
КИПЧАТОВ ИГОРЬ

СТУДЕНТЫ
МАТЕРИКИНА АНЯ
ПАХОМОВА МАРИНА
САРИБЖАНОВА ЖЕНЯ
ТАРАСОВА МАША



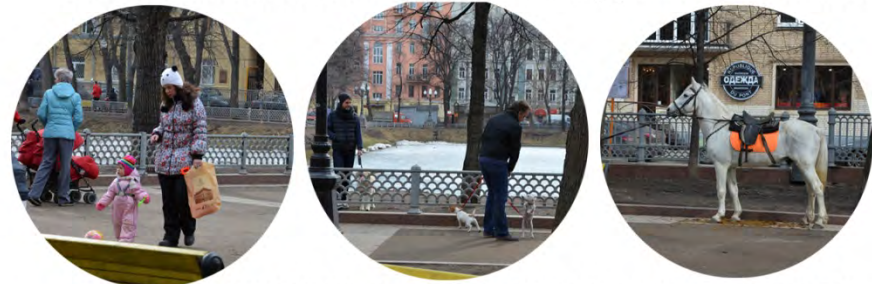
POSITIVE ASPECTS/
ПОЛОЖИТЕЛЬНЫЕ АСПЕКТЫ



CYCLE PARKING/ВЕЛОПАРКОВКИ
PLAYGROUND/ДЕТСКИЕ ПЛОЩАДКИ



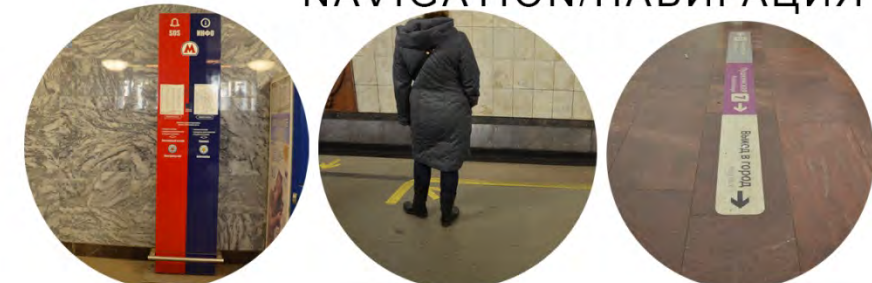
NEIGHBORHOOD/СОПРЕДЕЛЬНОСТЬ



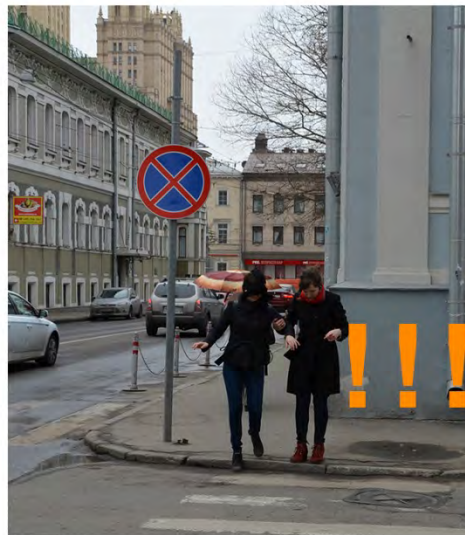
ACCESSIBILITY/БЕЗБАРЬЕРНОСТЬ



NAVIGATION/НАВИГАЦИЯ



EXPERIENCE/ОПЫТ

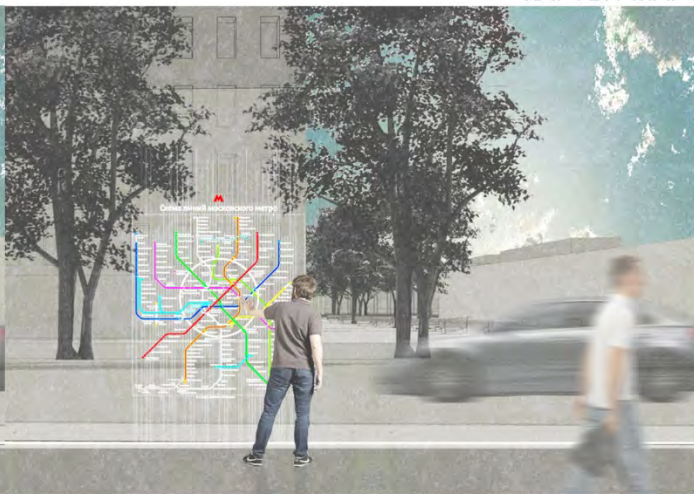


<< ГОРОДСКОЙ ПОТОК >> << CITY FLOW >>

УСЛУГИ/ SERVICES



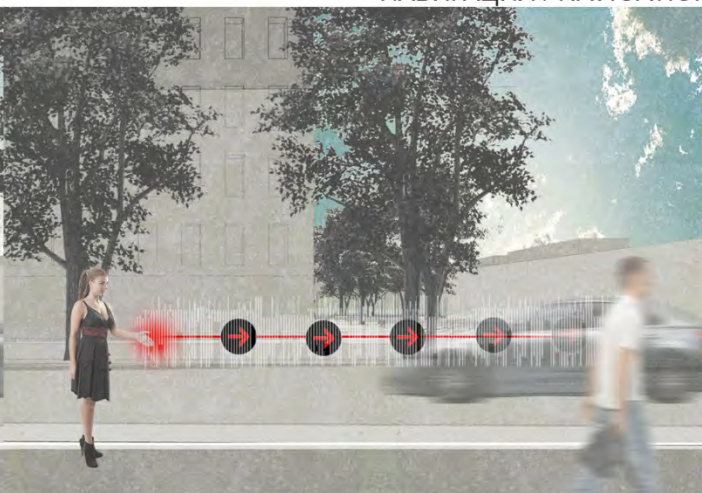
КАРТЫ / MAPS



ИНФОРМАЦИЯ / INFORMATION



НАВИГАЦИЯ / NAVIGATION

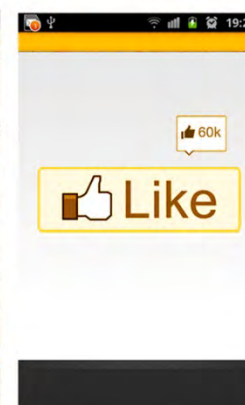
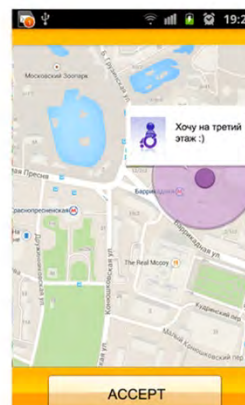
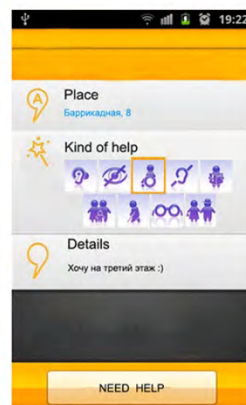
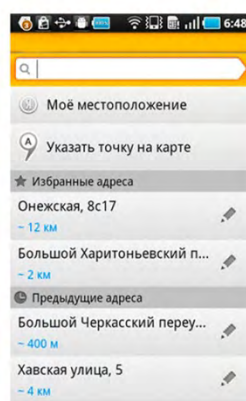
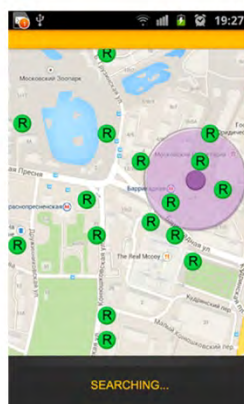
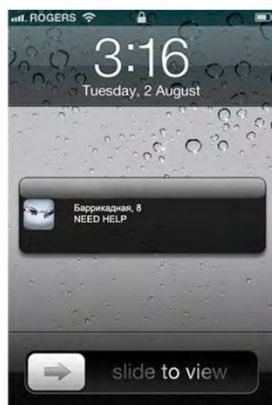


УПРАВЛЕНИЕ ЗВУКОМ / SOUND CONTROL





ПРИЛОЖЕНИЕ ДЛЯ СМАРТФОНОВ / SMARTPHONE APP

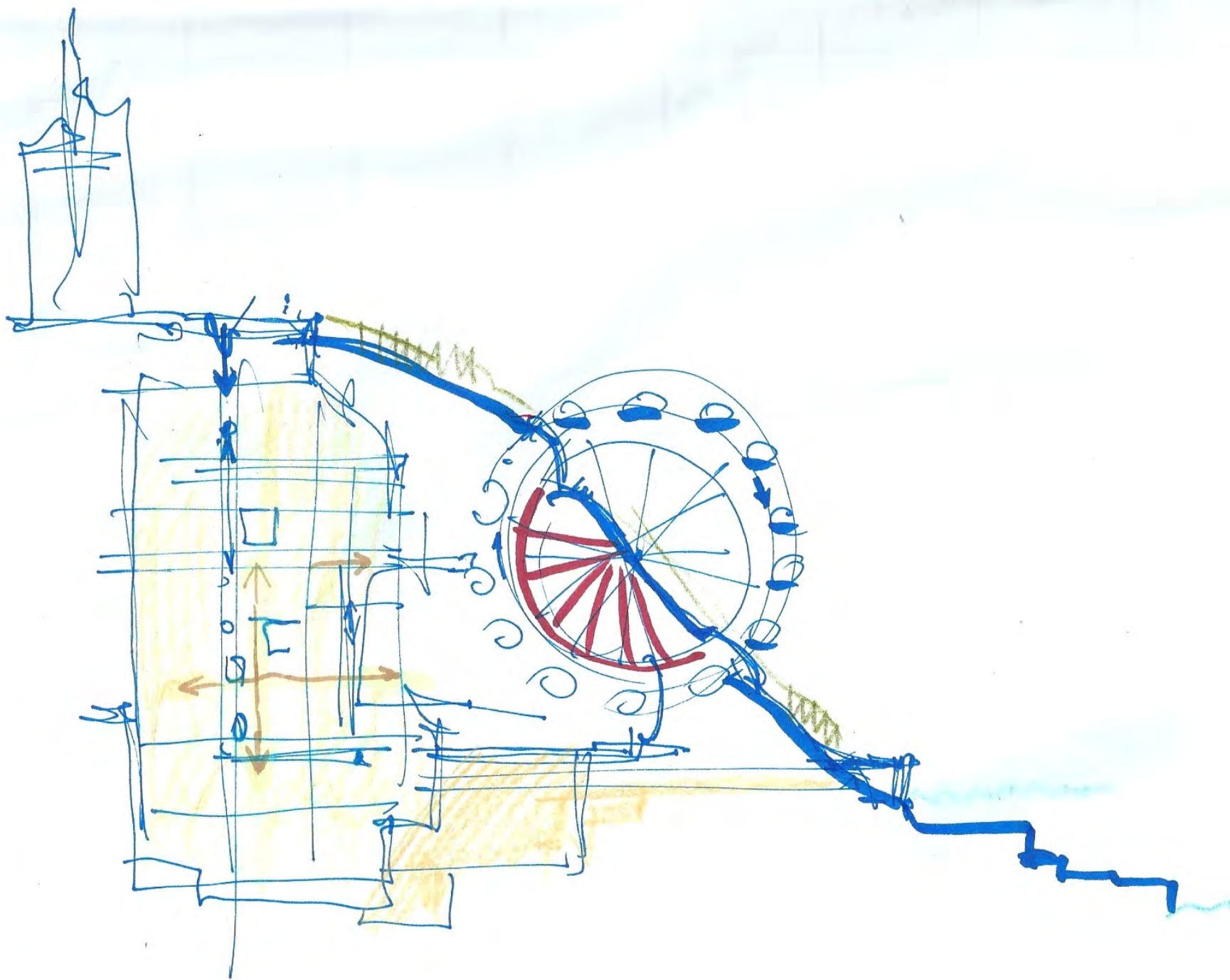


УНИВЕРСАЛЬНЫЙ ДИЗАЙН

От **ALEX team**

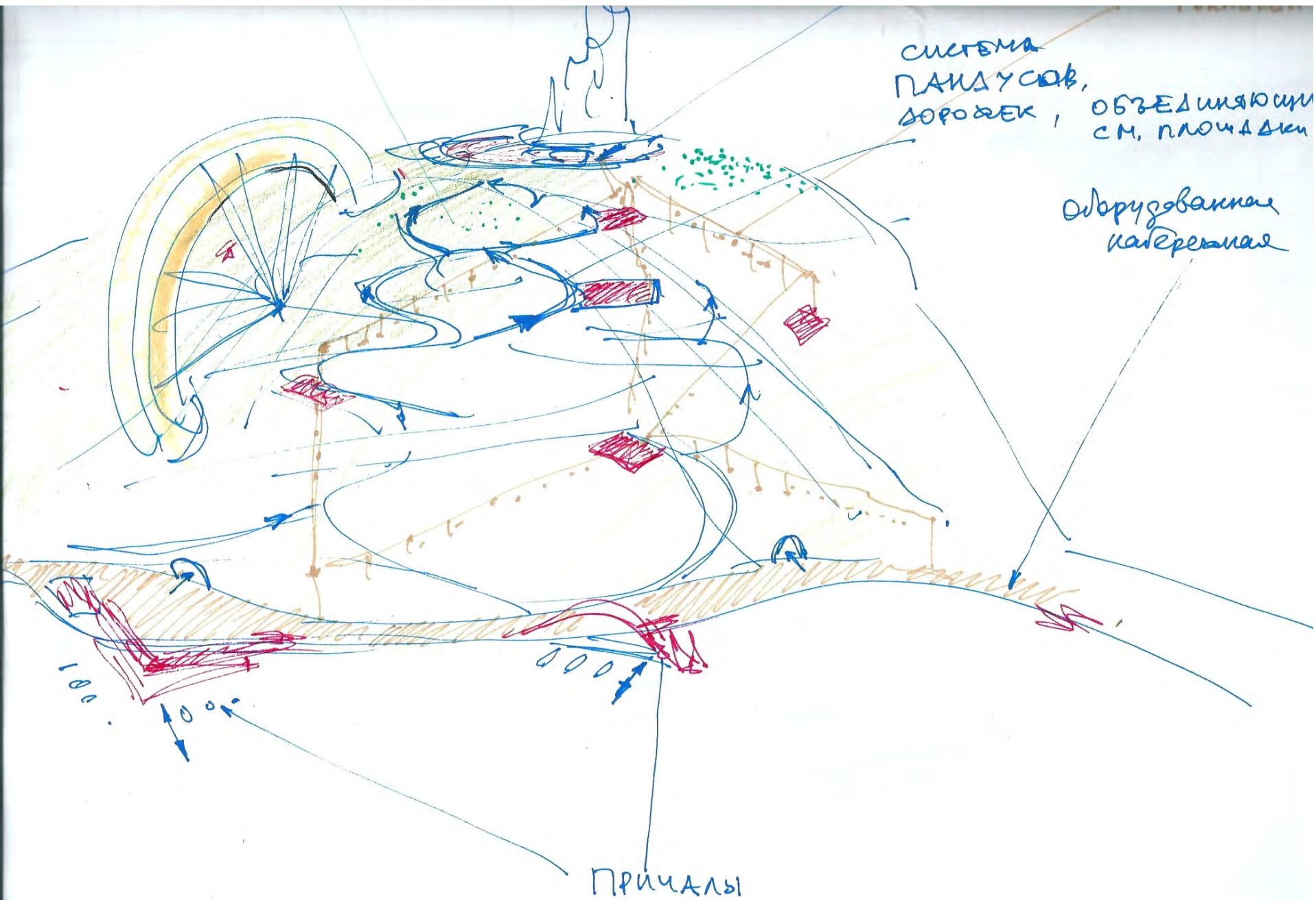


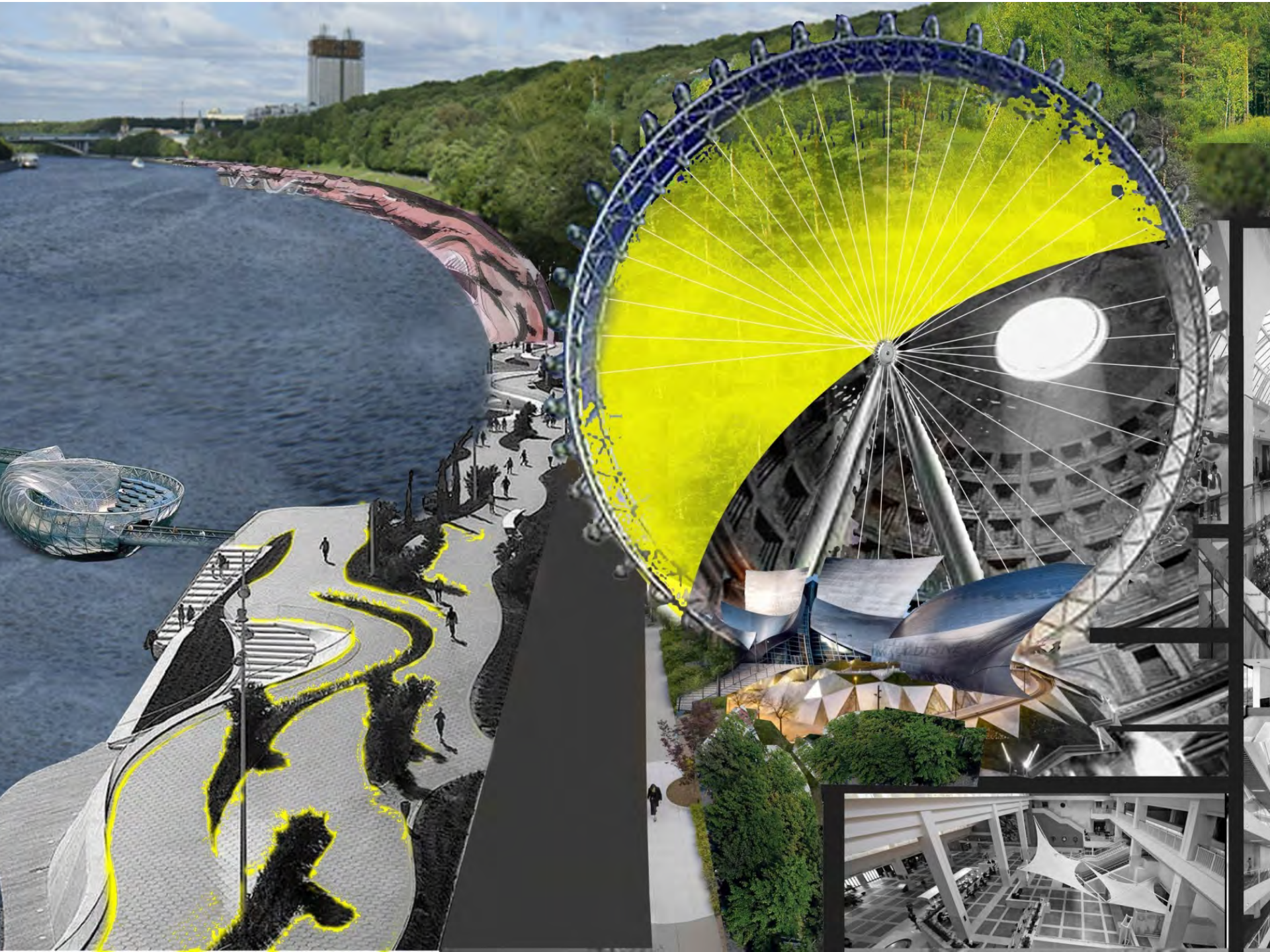
МАрхИ+СГТУ



система
ландузов,
дорожек, объединяющих
см. площадки

оборудованная
катерная













MOSCOW – CITY FOR THE ALL

МОСКОВСКИЙ АРХИТЕКТУРНЫЙ ИНСТИТУТ
ЯШКЕВИЧ АНГЕЛИНА / СТЕПАНОВА КСЕНИЯ / ГРЯЗНОВА ВЛАДИСЛАВА / МИНДИАШВИЛИ МАРИ / ОСТАПЕНКО СВЕТЛАНА
ЭКСПЕРТ СЕРГЕЙ ПРУШИНСКИЙ









