

# Representing Architecture

# Information

Søren Alfang Jakobsen

10 th. semester Digital Desing

Institute of Architecture

Aalborg University

Title: Representing Architecture

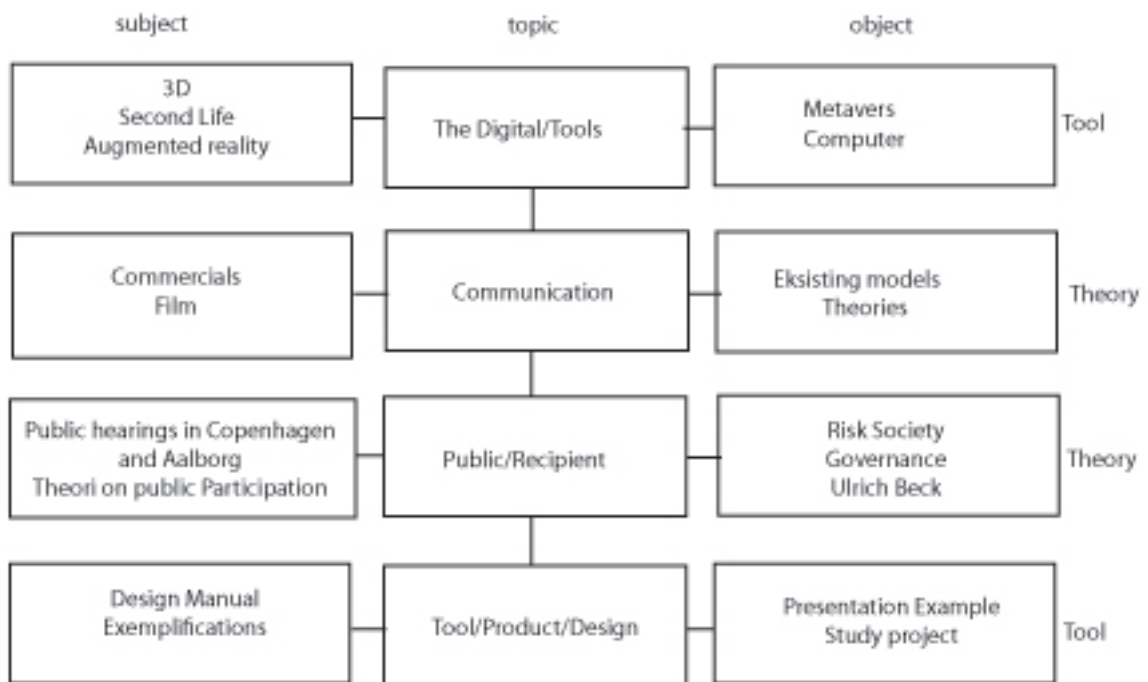
printed in June 2008

Printed: 4

Supervisor: Lars Botin

# Representing Architecture

## Project structure



# Introduction

## Architecture and Design

As a digital designers on Aalborg University, we have worked with a lot of different themes and projects, through the time of our education. The digital Design masters program, was available at the 7th semester where as the other masters on Architecture & Design was available at the 6th semester. This meant that we had to choose a specialty at the 6 semester, that we would only work with for one semester, before changing to Digital Design. At this point we had worked with architecture, urban design and Industrial design in various projects during the 3 prior years. When starting on the digital design masters degree, the education had only existed for one year. This meant that there were still some confusion, about what the masters was about. One thing was sure thought, that the tools of the master was computer programs. But now both designers and architects uses mainly digital tools, some uses them in the design phase and almost everybody uses them, in the final phase, when details have to be added and the drawings are made. The computer is also used when, a realistic look of the finished product, is desired in the design phase. A lot of these skills, we had already learned during the bachelor. This meant, that it was not the aim of the masters to learn these, but to use those tools and programs to develops new ideas and also to use these tools in new contexts.

## Digital Design

The first project we did on digital design was a redesign of a maritime museum in Aalborg, the project included a lot of aspects, architectural, design of the interior, presentation methods and interaction design, even though the initial idea of the masters was to create level-design (computer games) and movie animations. The performance orientated and computer generated processes where the things, that the students felt interested in working with and was where we could see the tools that we've learned earlier, could be to the best use. This actually made a new vision for the students at digital design, where we worked with the digital side of architecture and interaction with architecture as a big part of this. In 2006 the students at digital design worked alongside the a group from the architecture masters to create a pavilion to the architecture biennale in Venice. It was a cooperation with the Danish food college, that needed a place to showcase their skills. And it should also work as a workshop for architecture and design.

This was probably the pivotal point in digital design, where the students found out what they really wanted to work with. In this process, I also found out which corners I wanted to work with. This was especially interaction with people and using digital tools to do that. And that's what've done in the last projects as well. Using media incorporated in to the physical to communicate some kind of information or experience.

## The thesis project

The reason that I have chosen to work with representation of architectural projects, is that I find that there is something missing. Not a lot of works exists, that examines the way that architecture and urban product should presented and sold. How to present something, haven't been a big part of the education at Architecture and Design. We've learned the tools, but when working with the tools, one also have to know ones audience and what the presentation should communicate. As an example we have learned about diagrams, what they are, how they can be used, but not how they should be used.

In Design it is much more common practice to develop presentation material, because they have to sell their products more directly to the consumer. But in architecture it is often other people that have to be persuaded. Often people who are in the business itself. But this is a lot of different people, like stakeholders, funders, engineers, constructors, the public, people at the municipality etc. And all of these people has to be aimed at differently. The engineers have to have a technical aspect, municipality have to be able to see prospect of the project, inhabitants in areas have to see the influence on their daily lives and so on. A lot of work on how to communicate has been made, both in commercials, movies and art. And also in architecture, there are a lot of theories behind the visual communication of a building. But in presenting architecture, which is a big part of getting the building realized. I find that there is a lack of theories and methods on this subject. It is also important to look at the communication between the different parts of the project. What influence does a public hearing have, and what have to be questioned, to get the right answers and the other way around. Can we use public hearings to anything all or is it a waste of time, only to make the

public happy. An important field of this is also, when presenting a process, In order to get feedback, that the presentation material can be understood and that it is on a level that the recipients can understand. This also means, that the look of the presentation of the project must express the level of how finished the product is and where in the design phase the project is at that time, so that the recipients know that the proposal isn't the final proposal, but a project under development. This is just a few examples, of what I hope to examine during this project on the digital design masters, to use most of the knowledge that I have gained on Architecture And Design. And to find new methods of using the tools where have acquired on digital design.

## Problem formulation

How can one through a examination of existing methods and media in other fields, communicate architecture and urban projects to the different recipients,



## Project goals

The objective of this project is to acquire new knowledge in other fields and to put that knowledge to use in the field of architecture and urban design. By working with theories, not directly linked to your field and incorporating some of these methods and theories into your field, it is possible to widen the knowledge and working methods in our field even more. It is the aim that working with this field, one will obtain new abilities in presentation that can be put to use.

The product will aim at people within the design field. The reader of the project should have a better understanding of how to present/communicate/mediate projects after reading the project. It should also show the reader new ways and new media and tools within the communication area. And possibly develop some new methods and tools.

## Content

Chapter One deals with the tools that are used in presentation. Here an examination will be made, to create a list of the tools that exist and their pros and cons. How one is able to use them, and some of the technology behind the tools. How easy they are to use and also the time consumption vs. the output. Which of these are the easiest and fastest to use. Here a discussion will be made about how the different tools communicate their message and how people perceive them.

Chapter Two deals with the values that you add to your product. These are theories behind movie making, commercials. How do you present your product, which values must you point out, and what tools do you use to do so, how much feeling/artistic value can you add to your product, before it's too far away from the actual product. Theories from the movie, commercial, art and internet world will be examined and incorporated in to an architectural context. Also It is also important in this topic to look at how, different people perceive and how people perceive en general.

Chapter three deals with public hearings, why we have them and can they help. Which tools should we use to communicate questions, to get as much as possible out of the event. How does it work and how does it work with selling a project and getting the support of the public behind a project? Here some analysis of public hearings will be done. There will also looked in to some behind democracy and society to support the development of Ideas in this subject.

Chapter Four is the result of the project. Findings and conclusions will be made on the three previous chapters. This is what will be further developed until the exam, where the developed methods and examples on them will presented. Which will be th "design" of this project.

## Delimitations

The project could be quite big and could be the premise and front work for a greater work. As time is limited, The project will focus on some of the parts more than others. The project will have main focus on the public being the recipients of the media. Both as citizens and as public participants.

## Table of content

Information	2	Sound	55
Introduction	5	Symbolism	55
Digital Design	5	Simple is better	58
The thesis project	6	Virtual reality	59
Problem formulation	8	Findings	62
Project goals	9	Chapter Three	65
Content	10	Introduction	66
Delimitations	11	Public Hearings and participation.	69
Table of content	12	Cases	72
Chapter One	15	Local Intelligence	80
Introduction	16	Cause and effects.	83
Representations	18	Citizens unite!	86
Virtual reality	20	The Participant	88
3d stereo graphic	23	Individualization	90
The 3D Cave	24	The past, the present and the future	97
Augmented Reality	25	Proves	99
WikiTecture	26	Findings	104
Live Capture	28	Conclusion	110
Models	28	Next step	112
PowerPoint	29	References	114
Brochure	29		
Posters	30		
BIM	30		
Film	31		
Innocentive	31		
Animations	32		
Drawings	33		
Findings	34		
Chapter Two	37		
Introduction	38		
Screen vs. paper	40		
Do we do commercials?	41		
Commercials	42		
Viral Marketing	46		
Teasers	49		
Film	50		
Genres	51		
Music	53		





# Chapter One

## Introduction

We perceive the world in 3D and not only in 3D, but also with time as an additional 4th dimension. When presenting things on paper, things are usually presented in 2d, but on the paper, it is also possible to create the illusion of 3D. This is due to the methods of perspective drawing (Euclid, Alhazan, Brunelleschi). With the introduction of the computer and 3D programs, creating correct perspective images has become much easier.

When working with the artificial, it is easy to create something in scale. But it is not always obvious for the user, how to perceive the right scale of the model in a virtual environment. In order to do this one must apply context, which will tell the size of the generated geometry/drawing (Tuttle). The context can be objects that we know the size of, like trees, cars and people.

Computers are in fact just big data containers. On a line, we can have data listed as a time line. On a flat piece of paper, we can draw graphs by simply applying an x- and y-axis, and suddenly we can add much more information. When focusing on a box we can add information in three axis and once more we can add more information. But now it begins to be difficult to comprehend the data inside the box. It is there, but we can't see it. Within the artificial environment of a computer, this can go on numerous times, reaching an infinite number of dimensions.

Imagine that one could only communicate information in a one-dimensional world. This would induce, that everything that we had to communicate should be present on one single line. Now how could we do this? If we wanted to communicate a sentence of some kind, we would not be able to write words, consisting of the signs in our alphabet. Which options do we have then? Actually, in technology, the first way in which we communicated over long distance, was in some way one-dimensional. Let's imagine that we have a piece of paper, which is as thick as the stroke of our pen. How would we be able to write a sentence on the paper? Well, the most obvious way, would be to use the Morse alphabet. On the paper we have the ability to draw short and long lines and thereby illustrating the dot and the lines of the Morse code. Now we are able to write a sentence. The Morse code simply consists of two inputs, just like a binary code. But in order, for any of the data to be comprehensible, an adapter or machine is needed on each end of the communication network. This, due to the Morse code example, would be a Morse code diagram, which would reveal and thereby explain



what the dot and lines meant. Due to the binary code example, we need some kind of processor that can translate the data which we received. Working with the two dimensional world, will make this somewhat easier. Now, we have the possibility to write words, but then again, this is also a medium that also needs translation. We learn this processing ability, when we learned the skill to read and write. Within the two-dimensional world, we are able to draw pictures that can explain a situation, without having to have any processing unit to do so. This is precisely what we see in the early cave drawings. These drawings have no perspective in their appearance, but they are still quite easy to understand. This has something to do with, how the human brain is developed. This is one of the first early steps in the evolution, the history of mankind. The leap from animal to intelligent being is not only defined, by that ability to use tools. Even some animals are capable of doing this. The first intelligent beings were also able to distinguish different kinds of patters. They also learned to distinguish different animal tracks from each other, which way they went, new or old tracks, what kind of animal, the size and so on. Other creatures would never see this as sign of life. From this example we see the rise of intelligence. The ability to understand.

Sign is actually a good word in this context, as every media communicates through a number of signs.

Often symbols are enough to explain something. In the present world we intuitively know signs as 'no parking', 'no smoking' and when we see new symbols, it's rare that we need to have them explained. Symbols seems to a universal language.

## Representations

A lot of the things that we see today are representation. “Berger points to the modern day person seeing the Mona Lisa on T –shirts, before seeing it in the Louvre. “ (Whyte, 2002)

It is often that we see things as a representation, before we see the actual thing itself. Some might experience a city in a computer game before actually going there. Before people go on vacations, most people often look in the hotel brochure to see the place, the rooms, and the pool and furthermore to get a feeling of the atmosphere.

Actually representation exists all over the place. One might say, that a photo is not a representation, because it depicts the actual thing that exists in the real world. On the contrary to a computer model, which exist inside the computer and is a copy of something real or something, which one imagine to be real. But one could argue that the picture is a representation in many cases. Because most pictures are distorted, by the lenses, by photo shopping, different kinds of filters, to make it look like the thing that the graphic designer or the advertising agent wants is to look like. In that sense, it is a representation of whatever the advertising agent want us to believe it is. Because so many things that we see are representations, they are quite important to how we perceive the world.

Backpacker travelers often study the Lonely Planet book, before they leave on their trip around the world. By this example, it is of course obvious to discuss, if what we see is what we get. In march 2008, Thomas Kohnstamm published a book called ” Do Travel Writers Go to Hell?” In where he admitted, that most of the writing in his book on Columbia for Lonely Planet, is something he made up and that he got most of the information “of some chick he dated at the time”. He had actually never even been to Columbia. So obviously, we can’t always trust a representation or even a presentation. The presenter can easily deceive us, just like illusionist or a hustler on the street.

Jean Baudrillard once said about the first Iraq War, that it “did not take place”. Because that most of the decisions were made, based on perceived intelligence, from images, maps and news and not from something seen with the eye. Meaning that this war existed more as images on radar and TV-screens, than as actual combat in the field. Another statement of Bau-

drillard on the Iraq war, was that the war, that people in their homes in America was part of, never took place, because the images in the news broadcasts were so heavily edited, that it wasn't even close to the real war.

The painting  
ceci n'est pas  
une pipe by  
René Magritte



From the previous, we can understand the importance of representations. It is what we as architects must use to sell our products. Because we can't build them, until they are sold. We need to sell our project to the recipients, by making them understand our representations (the physical) and presentations (the conceptual, the idea). We will primarily look at digital tools do so. At how, the tools we already use in the architectural field, can be used to present our projects to the public.

In this chapter we will look at the different software/hardware tools that we can use in the field of presentation concerning architecture. When I refer to architecture this will also cover the field of urban design.

## Virtual reality

Today most architectural firms, have a 3d Cad program or 3d visual programs. There is a difference to these programs. One is made for exact measurements as technical drawing for production and the other is pure visual, a representation tool. Some tools can do both though, like Solid works. Some of these are also sketch tools, where one afterwards imports the model into a more visual program as Maya or 3d max, which also are the programs used in game and film production. The force of the programs like 3d Max and Maya is that these can make the 3d models look photorealistic, to the point where the human eye and brain, can't see the difference. This is done with texturing and lightning, and different render engines such as V-ray and Mental Ray.

These days it is possible to create a virtual world. The advantage is that one can create the finished product in a computer simulated reality, giving people the possibility to walk around the building in the environment. Often when using 3d programs and 3d worlds, the path is often already chosen for the recipient in the form of a video or a series of pictures.

In a virtual world the receiver is in control and can browse around the area as he/she feels like. Exploring the area instead of being shown the area. Curiosity and exploration, is much more exiting instead of being told everything.

The virtual world can be a computer or program that people can access, and it can also be available through the internet, bringing the presentation to the receiver instead of the other way around. A possibility is the online virtual world Second life, where people already access the virtual world as avatars.



HMD  
headn maunted  
disply

In the early ages of virtual reality, the vision was that the people entering the virtual world would wear HMD's, head mounted display, where stereo screens would give the person 3d vision (read 3d stereographic below). But it never really made it. It was simply too inconvenient. It was also an expensive solution, but most importantly, it is only possible for one at the time to use the tool.

Another issue is that in order to feel emerged in the virtual world one must feel feedback. Not only visual or sound feedback, but also physical feedback. This has been incorporated into some videogames, an example could be driving simulators, where force feedback is incorporated into the steering wheel, to make it feel more realistic. New gadgets are also seeing the way to the market, such as a vest for First Person Shooter games, as counter strike, where one is able to feel when the bullets hit the body.

So is there any way in using feedback, that will make virtual world as Second Life more realistic and more desirable for people to experience architecture in or anything else for that matter? As the technology is now, this is not likely for the common user. Though it might be possible to affect people physically, through use of visuals and sounds. Low frequency sound can affect the body and affecting somebody psychologically can sometimes affect a person physically. Already some architectural firms and companies have used Second Life to present products. The Hotels chain Loft Hotels, published their new hotel in Second Life, before it was built and invited users to comment on the design proposal and to come with ideas to the design of the interior.

Some could say that not all people have access to the internet and Second Life, and that in order for his kind of interaction to be democratic, all should be able to participate. Some might not have the skills or the means to do so. But the world has to keep moving forward, and as time goes by more and more will have the skills. Also, some private projects, decide themselves who they want to use as test object. And it also depends on the use of the building. Who are the consumers? They are the one we want to use as testers.

Most will experience the virtual world at home in front of the computer with a headset and a screen. These are the tools, which are

most common today. So maybe it is possible to use the virtual world as a ground to discuss and present architecture to anyone.

Marcus Novak explains:

*“The technologies that would allow the distribution or transmission of space and place have been unimaginable, until now. Though we learn about much of the world from the media, especially cinema and television, what they provide is only a passive image of place, lacking the inherent freedom of action that characterizes reality, and imposing a single narrative thread upon what is normally an open field of spatial opportunity. However now that the cinematic images has habitable and interactive, that boundary has been crossed irrevocably. Not only have we created the conditions for a virtual public realm, but we are now able to exercise the most radical gesture: distributing space and place, transmitting architecture.”*

*(Novak 1996, transmitting architecture: the transphysical city)*

As he explained 12 years ago, now we have the possibility, transmit the physical over the phone lines, it might not be physical in the sense of, what we normally find physical, but it is a representation in the computer, and when working in the computer thing can become quite realistic and physical. It’s now possible for me to walk around Rome as it look to day, and not only today, but also how it looked 2000 thousand years ago.

It is possible to shape something with our hands, convert in to a 3d model with a 3d scanner, send it by e-mail, and the receiver is able to print the shape out on a 3d printer. In this way we “teleports” the thing through the telephone line, transmitting the physical. We might not be able to teleport things as Jeff Goldblum did in David Cronenbergs ‘The Fly’.

*We live in and perceive the real world through our body and its movement through space and time (Lefebvre, 1974)*

But the 3d world inside the virtual world isn’t really 3d, as it is presented on a flat 2d-screen. The virtual world is a representation of a 3d world. The virtual is subject to distortions, and in reality an illusion of 3d space, just as the perspective drawing is. And even though computer models are created in a scale of 1:1, they will not be the same size on the screen as they are, in the real world.

## 3d stereo graphic

The human vision consists of two eyes, this is what make it possible to see depth and see distances. Because the eyes sees from different angles their image the send to the brain in not the same, that is because if the different distances to the object which comprises the image. The brain then composes these to images into a 3-dimensional image. The problem with images on screen, is that the objects on the screen is at the same distance. Therefore, when the brain composes the image, it will look like a flat surface.

3d pictures consist of two different pictures, one from the position of the left eye and one for the right. These are then superimposed. An aid is then needed to separate these two pictures from each other and let each eye see only one of them. This can be done in different ways.

Red/blue 3D  
glasses



The most common is red/green or Red/cyan glasses, where one of the superimposed pictures is red and the other is green. The red and green filters in the glasses, then filters out different information from the pictures creating a 3-dimensional picture. But because of the different colors in the glasses, the colors in the pictures are highly distorted. This method works best in black/white.

The second most common is Polarized glasses, this only work with projections, as the two images superimposed has to be polarized. One is polarized only to let vertical light in and the other horizontal. In this case a lot of additional equipment is needed.

Shutter 3D  
glasses



The last pair of 3d glasses, The ones used in a 3d cave, are shutter glasses. These works with shutters that alternately opens and closes. Every second frame is for the left and right eye. These means that the pictures aren't superimposed but changes turn in being visible. The downside of these glasses is that a cord is connected to them, and that they are quite unhandy and expensive.

These methods all have some drawbacks. And very little development has been made the past years. This also suggest that, it is a dying media. Although James Cameron is at the present time, working on his first film in 10

years, and it being shot in 3d supposedly with a new 3d technology. But we will have to wait and see.

In connection to presenting architecture through this media, it might be useable to give some kind of spatial sense. But the drawbacks might be bigger, that the advantages gained.

## The 3D Cave

The cave is another form of virtual reality. One stands inside a six sided cube in which a projector displays an image on each side from the outside. The image is stereo perspective. This means that the glasses that you wear inside of the cave, allows that different pictures through the lenses and into the eye and thereby creating the illusion of a 3-dimensional worlds. The problem with this technology is that, it only works for one person at a time. In order for the images to be projected correctly, the viewpoint of the person inside the cave must be located.



3D Cave

This is done by sensors, but it is only possible to arrange the images for one viewpoint, meaning that if somebody else is in there with them, they will not see the 3d environment as correct as the ones wearing the glasses with the sensors. A cave is very expensive to buy and operate. At the moment such a cave is present at the Nova, a research institute at Aalborg University.



## Augmented Reality

As a branch of virtual reality, augmented reality combines the real world with superimposed virtual objects. With positioning system, a computer can determine how to superimpose the pictures, so that it seems as though they are present in the real world. This media can be head mounted displays or a camera connected to a monitor. TV uses it a lot, superimposing pictures and commercials on fields of football games. And the weather broadcaster used a similar technology, when presenting the weather forecast in front of a blue screen.

Augmented reality,  
Cytii superimposed  
on table



cast in front of a blue screen.

With the new reaches in mobile technology, PDA and ultra mobile laptops, the idea is that augmented reality will be able to be used by a much wider audience, not only in games, but also in the way that we commute in our urban spaces. Not only is it possible for an entirely new layer to be present in our cities, new forms of architec-

ture, but also the possibilities of commercials, commuting, games, and the way that we experience the world.

With this technology, it would be possible for both architects and citizens, to see computer modeled buildings in their actual environment. It doesn't have to be in real time, if we use these superimposed 3d object in a video it is called compositing.

## WikiTecture

Wikitecture is an open source program working within Second Life. The goal of the program is to create architecture through collaboration between users. Just as Wikipedia, it will be a product of what is called collective intelligence, which is a form of intelligence that emerges from collaboration and competition from many individuals. Just like open source\* programs emerge. The idea is as following; a building is proposed and the users of Wikitecture then design the building in collaboration with each other, design on top of other peoples design and so on. The idea is also, that people with different sets of skills build on top of each other's competences. This is called mass collaboration. Participants have already been working on a health clinic in Nepal, which recently ended. And there was a lot of eager to participate.

\*An open source program has its source code distributed allowing programmers to alter and change the original software as much as they like.

This can result in that a program is developed by collaborative and

Wikitecture also make it possible for people that are not within the architectural field, to add ideas and even get their own ideas build. But, it can also be a mistake to give people this possibility. There is of course a reason that an architectural education takes several years.

This is because there are also a lot of technical aspects to consider, when creating a building. Value is also something to consider.

The artistic skills may not be learned through the education. But, at least it is perfected or improved, through experience, architectural history lessons, understanding of engineering etc.

One of the many problems of the internet, which is a problem in many forums, is that you have no way of knowing, who you are talking with. This



Screen dumb  
from wikitecture



Screen dumb  
from wikitecture  
The Design  
tree.

is a problem, which is already well known from different chat sites, where people impersonate somebody else.

But of course here it doesn't really matter who they are, but if you can trust them or not. Trolls are one of the names that characterize persons that deliberately post incorrect messages, just to gain some kind of reaction or sabotage. But also people, who genuinely want to help, can be a danger. This is to be understood as If they are giving advice, even if they haven't got the proper knowledge to do so.

Not having an idea about, who the person is that you are working with, really makes it a problem to consider. In order for this kind of idea to work, It should only be used a medium for developing ideas, and not a design tool. Maybe imagine the tool as I think tank.

When working in a closed network with professionals, the idea becomes more useful, you already know your partners In the design team, and the initial idea of what has to be build is often already clear, when a teamwork starts. Then the tool can be used, as a communication tool in the design phase and as a showroom for further discussion.

But of course, it can also be used by not educated people that have an interest in architecture. People do have an interest in designing their own buildings and cities, at least for amusement. As a lot of people did when the game SimCity came out in 1989(invented in 1987) for the first time. "The computer game SimCity has been particularly influential for the build environment applications. Based on the belief that the complex dynamics of city development can be abstracted, simulated and micromanaged"(Whyte, 2002). A lot of the ideas initially developed for computer games, have the possibility to be used professionally and the other way around. It is almost obvious that almost anything can be transformed into some kind of computer game. In SimCity, One have the possibility do design a town and have full control over the planning. The challenge is to make the city work and make in sustainable, while building industrial, residential, and commercial zones. Also controlling taxes and the transportation systems is needed. The game was based on real cities and was not a game, which could be won or lost in the normal sense. It all depended on how successful, One thought they were themselves.

## Live Capture

During a presentation it is often a video or pictures that present the project. At a presentation in Aalborg five architectural firms were asked to present their project with 3 posters and a PowerPoint, which they could show during the presentation. One of the architectural firms didn't show up with a PowerPoint, they instead wanted to present their project, in front of the model that they had brought with them. This was a problem though, with almost 200 people present in the audience, it would only be possible for a small part of the audience, to take part in the presentation and actually see model. The problem had to be solved, because there was no chance of getting PowerPoint finished before the presentation. We solved the problem by, connecting a video camera directly to a video projector; thereby creating a live feed that was projected on a screen.

This actually worked in a very way, it gave a flow to the presentation, and it actually worked better than the PowerPoints, because it seemed more lively and interactive.

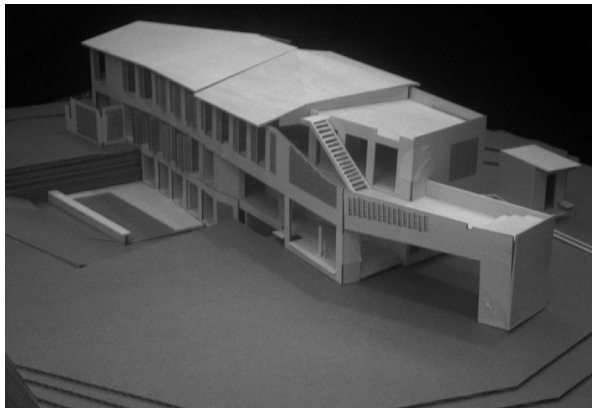
People were able to ask questions from the audience and the cameraman was able to move the camera to the point of interest, instead of moving back and forward in a PowerPoint or video.

This can also be done in a 3D program, where one has the possibility to toggle around a model. Even move the camera in to the building. This is a great way of presenting the project at a presentation, where a lot of people are present. There is still some drawback though. The detailing on a physical model is very low.

## Models

The simple model is of course something we have to look at as well. The model has been used to represent architecture for a long time, both as in presenting projects and also in the development of projects. To actually have a physical model is still used at most architectural firms.

With the new development in 3d printing, it is now possible to print a 3d model directly from a computer model, also in different kinds of material.



Physical  
architectural  
model

But this is still a quite an expensive affair. There is different kinds of 3d printing, some are made out of strings of plastic, liquids and also powder.

It is of course also possible to create an assembly kit. The kit is possible to different materials in the same model. Such as walls and transparent glass. A lot of competitions, especially bigger competitions still require a model with the entry of the competition.

But a model is in reality a picture a picture in 3d, that is frozen in time and only have the information that exists in that point of time. So a model can't express the changes in time that a building might undergo, because the model is static. The model can be used though as the 3 dimensional picture, for the viewer to understand the geometry.

## PowerPoint

PowerPoint is usually used in presentation. After the introduction of the projector, it has become very easy to display pictures and video on a large screen. Instead of using old fashion slide projectors. This has also made it possible, to show moving images and interactive content. This has given the presenter a lot of new possibilities. It can be compared to, the leap from stills to movies. But of course this tool is designed for presentations with an audience.

## Brochure

Brochures are often used to give a small and fast little introduction to the project. It often show pictures of how the finished project is imagined and the functions of the proposal. A brochure is mostly pure commercial minded, but is also used to public enlightenment. A lot of groups use brochures, as they are fairly cheap to make and distribute. It's a fast way of making interest for the project, and fits well with the new snack culture (chapter2)

## Posters

Posters work as Eye-catchers and/or infomercials and have been around for a very long time. Posters most often consist of text and graphics, but can also just be one of them. Posters are often used as commercial for movies, concerts, events and so on, but political posters have also existed for a long time. Posters are often used in the public space to convey their message.

## BIM

Building information modeling programs like Autodesk REVIT. This is a tool that is being more and more frequently used in architectural firms. It mostly used on very large projects, where a lot of different people are working on the same project, as architects, engineers and contractors. The program is made to have all of the information of the building inside on program, so that changes in one area, will be noticed right away, by the ones working in another area, if effect any of their decisions. Everything from costs, materials, structural calculation and all the way down to the index numbers on the knots and bolts.

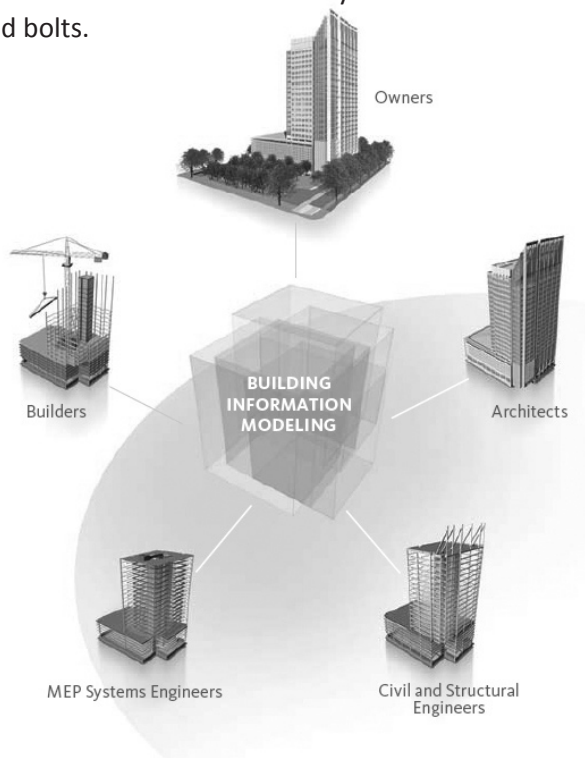


Diagram:  
Building information model, Revit  
AutoDesl

## Film

As a presentation tool the film media is great media, and is often used by architectural firm. But often the ones who make these video lack some skills in creating the media. Both in the technical part and in how to express the message. This is particular a great media to mediate project, especially to a lot of different recipients, as all are familiar with the media. It is then up the creator of the film to choose which kind of method, to mediate his message.

## Innocentive

Innocentive was founded in 2001 is a web based knowledge bank, that is based upon the same principles as a competition. A factory/company called seeker, put up challenges on the site that the Solvers, which is engineers, designer, scientist etc., can try to solve.

An example from the site is the Rockefeller Foundation that seeks “Design of an affordable solar powered device to prevent and/or limit the spread of malaria is desired. “ where the first place solution takes a prize of 40,000 us dollars. This way, the seeker, has a work team of, at the moment, more than 125,000 thousand minds.

As a solver, one has the possible to submit ones skills and expertise’s, and will then be e-mailed when suitable challenges appear on the site. Then the solver is able to take part in the challenge. There are four different kinds of challenges. An Ideation challenge which is a broad, non-detailed question to obtain access to new ideas. Somewhat like a brainstorming session, market survey or simple contest for new ideas. Then there is the theoretical challenge, which has detailed solution requirements that Solvers must follow in their responses. When the solution is chosen the solver receives an award. The RTP challenge ads yet another step more than a Theoretical Challenge, asking the Solver to submit a validated solution in the form of either original data or a physical sample. The last possibility is a eRFP which is where a solver submits a response, and the seeker then based on all the responses, contact the solver that they will begin further work with, collaboration.

one of the problems with innocentive, is that a lot of people spend their time trying to solve the same problem. And thereby a lot of work is for nothing, and a lot are not paid for the work they put into it. This is almost like an architectural contest, but in architectural contest, if one does not win, it is possible to use the design in another contest or even use the design in new projects. The advantage of working with these problems as an open source project instead is that nobody does the same work, but people share the knowledge. But the problem then is that no one owns the project and therefore nobody can be paid, for their work.

## Animations

Animations comes in a variety of versions. The reason they are great is that most of the work is already made, because most building now a days are being. Animations can be very time consuming. The more realistic One wants the animation to be the more time it takes, and this is an exponential rate. Depending on what kind of animation that is wanted, one can use different rendering machines. A rendering machine is incorporated into most 3d animation programs such as 3d max and Maya. But it is also possible to get rendering machines as plug-in, such as Mental Ray and V-Ray, which are used to create highly photo realistic images.

Most 3d program are made, with the intent that the images a rendered for images or movies, and also for computer games.

Animation actually have no limits to what they can represent, it is the skill of the animator that sets the boundaries and also the processing power of the computer.

Animations are now used in a lot of film, sometimes to make things that are difficult to do on a real movie set. An example is the great war battles in Lord of the Rings, but also small things as animating the breath coming out of a mouth of a person, instead of lowering the temperature on the movie set.



## Drawings

Drawings and watercolors have often been used in architectural presentations, and still are. Some architectural firms still prefer to present their projects this way. This is because it has some artistic value. The reason for using drawings and watercolors was that in the old days, that this was the only possibility, to present their work, with some kind of atmosphere. Now a day, it is architects that value them more than anybody else. If the drawing has to be presented in some kind of material. It is still needed to be brought into the computer.

## Findings.

In this chapter we were able to find both things that we should and things that would be a good idea, to bring further into the development phase of this project.

We learned that representation is already a common part of our lives, and that we are used to them. We learned that these are already present all over. By knowing this we can seek out, other representations and learn from them.

One of the most important findings in this chapter was about the architect; the architect has a big disadvantage in comparison to many other businesses. At the time the architect's product is finished, and it is time to "sell" or present the product the product doesn't exist yet. The only thing that the architects have is representations. Thus, the architects must sell something that doesn't really exist. This means that it is really more a vision that has to be sold.

That virtual reality will never be 3-dimensional, as long as we perceive it from a 2d- surface of a screen. This means that one is not able to perceive the size of project, which emphasizes the importance of context. That there is some in the image, that we can be familiar with, that automatically makes our brains understand the relation between the objects and tell us something about the size, of what we look upon. Like a map needs a north arrow, which will help the user orientated the map. These contexts can be objects that everyone is familiar with or it can be landmarks and references to certain objects, which exist in the area where the project is proposed, that the recipients are familiar with.

We also learned how we are able to understand signs, without thinking about them or analyzing them, or needing anyone to explain them to us. That the brain can do this on its own, which can help us placing signs or symbols into our representations, to help mediated the vision, the thing that might not be directly incorporated into the geometry of the project. That augmented reality can take the representations, and bring them into the best context in the world. The real world. That we might not have to use it as real-time, but we can use it in composing animation into real world footage, thereby having a great context, for our representation.

The animation is probably the best weapon that the architect has in his arsenal. That it can visualize the architect's vision, in both simple and complicated images. And a cheap way of representing the project, especially in time consumption as the project, in most cases, already exist within a computer as a 3d model.

The online community has a lot of advantages and disadvantages, Through WikiTecture and the computer game case SimCity. We can determine that people are very interested in this subject, the build environment. That they are eager to join. Without having any benefit, besides being a part of a process, and that it is the process, that interests people, not only the result. Just like with SimCity, which was without any result, or at least not a final result.

But we also learnt that, we must be careful who we trust on the internet. It is not just kiddy fiddlers, which the internet is burdened with. But a lot of flammers and trolls, and the like, that purposely will try to disrupt you with false information and their eternal urge to create havoc.

That we can never really make a model that represents the project or building perfectly or truthfully. Every representation model has each their drawbacks. That in order to create a good representation, we must learn making use of people's imagination, because the real images are made inside the mind of the Beholder.

The last I will mention here that using film or video, is a great way to express your message, as it is a media, that everybody is familiar with, and have access to.



# Chapter Two

## Introduction

Andrew Keen writes in his book, "The Cult of the Amateur: How Today's Internet is Killing Our Culture" that the internet is populated by second-rate amateurs - and that it is swiftly destroying our culture.

If we as architects have to present our project and material, we have to do it in a professional way, using professional tools to obtain quality. We have to tell a story, that only we can tell. The inventor of the hammer is the best one to explain how the hammer is made, how you use a hammer and so on. Architects are also the best ones to explain and present their own architecture. Architects have a lot of feelings invested in their projects. And uses a lot of technical terms and references when talking about their project, that can be difficult from outsiders to understand.

Architects work a lot with representations and telling the stories, but that is mostly to follow architects or other who deals with architects often. It would also be possible to have a filmmaker or commercialist, who have the tools and experience to mediate stories, to create the media. But do they have the knowledge of architecture to do so. The best solution would be to create a field within architecture, that deals with this. Tools and theories of representation, should be incorporated in the architectural education. Because often architectural firms are businesses, that have to sell their products to other professionals as well as the public.

A lot of self educated people are out there, that do a lot of professional work. But what the internet has done, is making it possible for everyone to publish their creations with no kind of censorship or quality control.

"We've heard that a million monkeys at a million keyboards could produce the complete works of Shakespeare; now, thanks to the Internet, we know that is not true" ( Robert Wilensky, speech at a 1996 conference)

This means that it is very difficult to find something of value on the internet, just as it is when trying to find supported and scientific information. If architects do not stand out of the crowd, when creating their presentation material. They will drown in all of the other semi-professional and amateur media that is flooding the media and the internet.

Some of the topics that, we will look at in this chapter, is the theories behind mediation of stories and information. There are a lot of fields, that's uses theories on mediation and I will look upon some of them. For the sake of the project I have chosen, some of the fields that I will look into, these means that not all fields will be covered. The covered fields will mainly be the digital fields, that one can gain access via the internet.

First of all, I will look at some movies and TV/internet commercial theories. As videos are often used to present architectural projects. It is a medium that almost everyone is able to gain access to through the internet. Videos are a good way to present a narrative and visual representations. Time spans can be presented and headings, narrations, and atmospheres can be incorporated.

## Screen vs. paper

### **Why the screen is more truthful than the paper.**

When showing something like a picture, there are two ways of doing this, either on paper or on a screen.

A screen emits light and paper reflects light. Because they use two different color modes. A video screen uses the color mode RGB consisting of the colors red, green and blue. These three colors blended together results in white and are additive colors

A Print on a piece of paper uses the color mode CMYK consisting of the colors cyan, magenta, yellow and black. The colors cyan, magenta, yellow blended together results in black and are subtractive colors.

Because the screen emits light rather than canceling out colors, it is able to depict glows a lot better than the printed picture. Because the screen emits light rather that cancelling out colors as the paper does. This is why pictures on paper never seem as bright as they do on screen.

These days most pictures and graphics are made on a computer. The digital camera is also a kind of computer, because it stores the pictures digitally, and the color mode that they are stored in is RGB. Printing any kind of graphic, from a computer will always result in loss of information and some colors are simply impossible to print. This is a good argument for keeping the pictures and graphics on the computer or at least in a digital format.

The paper still has some advantages though and the world is consuming more paper than ever before. This is because that reading material is still more pleasant on paper. Which is the reason why this project is printed on paper.



## Do we do commercials?

Normally in movies the Director is the one who transforms the written word into moving pictures. To do this he uses a lot of tools, but also a lot of tricks and Theories. And as movies are now over a hundred years old, the movies become greater and better. Some will say though, that the classics are way better than the modern movies of today. That it was more simple back then and that there wasn't all these computer generated images (CGI) and that the story was more pure. Because now it's all about wanting to astonish the movie viewers with over the top scenes.

Some of this might be true, but the experiences of the past movies, still exist in most of these directors, they still have the skill sets. It is often the audience that change the movies. One of the reasons, is that most movies have to aim at a wide audience, as wide as possible. To make as much money as possible at the boxoffice.

Architects that have to present something through a video, have two choices. One is to create a movie that, aim at a wide audience, and that everyone will understand or they can make more than one and aim each one of them towards one specific group of people. This way it is more personal and makes the viewer feel more special. Like commercials also direct their "message" toward a certain group of people. The wideness of this group can then vary from commercial to commercial or product to product. As architects or designers they cannot forget that, when they are creating presentation models, they are in fact making commercials. They have a product to sell.

Presentation meetings of Apple, are more a commercial than an actual presentation of the product. In their presentations they hype their product, more than they actually tell about their product. They talk about life style and being part of that special trendy group who uses apple hardware. When we have to present our product, we sell our product, we also have to hype, and there is no reason to hide that

## Commercials

A lot of different kinds commercials exist and are all designed to affect a certain group of people and in a certain way. The commercials are divided into different categories. Depending on how they sell the product. Commercials might have aspects from several of the categories. We will look at them and try locate the Ones which, which could have a relevance an Architecture or urban design commercial.

It all of cause depends on what your goals is to obtain with the commercial. Would we like to explain something, would we like to sell the architectural product to the “customer”.

Appeal to vanity	Product As Superhero
Bandwagon Technique	Pseudo Scientific
Bottled Cool	Put A Face On The Company
Celebrity Endorsement	Reverse Psycho
Commercial Switcheroo	Scapegoat Ad
Government Information Adverts	Sex For Product
Guilt Trip	Something For Nothing
Infomercial	Story Telling
Join The Army They Said	Straightforward
Major Minor Inconvenience	Supermarket Skit
The Man Is Sticking It To The Man	Testimonial
Phony Newscast	Hive Mind Testimonial
Pitch Mob	

## Bottled Cool

About emphasizing the technical superiority of One product. The superiorities in comparison with other products. In an architectural project. This could be emphasizing, that it is a modern building, which is more up to date, than ordinary buildings. This could be emphasizing how cool it would be to shop there, how it would make the area in which it is build more cool and popular. It is selling a lifestyle.

## Feel good

A feel good commercial, by it title, of cause shows a pleasant situation. In this pleasant situation the product is presented. The viewer will thereby connect them, as if they were naturally linked together. It is about linking the product to something positive and positive situation. This model is often used by politicians, for their election commercials.

This is already something used I architectural pictures and animations of projects. Presentation posters often depict, people present in pleasant situations. Such as romantic couples, children playing, people walking dogs, people laughing and having fun.

## Major minor inconvenience

Some commercials try to show how great your life would be with a certain product. These kind of commercial however take a different approach and show you how inconvenient your life was before a product. A before and after situation is showed. The before pictures/footage is often in black and white, grainy and with miserable looking people, with silence or noises. Its then changes to be in clear bright colors, with smiling people and pleasant music, after they have introduced the product .

These kind of commercials tries to emphasizes the improvement possible by the product.

## Put a face on the company

These are commercials made by the government. They are also known as public service announcements. The focus is often on public safety information. Such as don't drink and drive, stop smoking campaigns. An example is OBS on Denmarks Radio.

## Government information adverts

These are commercials made by the government. They are also known as public service announcements. Often on public safety information. Such as don't drink and drive, stop smoking campaigns. An example is OBS on Denmarks Radio.

## Story telling

The product is put into context with some kind of story. These stories can be of all the genres that all exist in the film world. Comical stories are very popular in this kind of commercial. By making One feel some kind of emotion, the objection is to make the viewer relate that emotion to the product.

## Testimonial

In these commercials professionals, explains the wonders of the product. This could be a chef for a kitchen aid, the expert will recommend the product to the consumer.

## We are the experts

These kinds of commercials of course state that the company behind the product are the experts, and that they know what is best.

This was just some of the examples explained from the list above. Some commercials are of course a combination of more than one of these examples.

Commercials are often about 10-30 seconds long, and in some cases longer. Some commercials are made as a series of stories. That are to be connected to each other.

## Viral Marketing

Viral marketing is a new form of commercials, that have emerged a long with the internet. They are small videos often in poor resolution. Often the product is hidden in the commercial, meaning the viewer is not aware, that they are watching a commercial. The videos are often launched by uploading them to an internet site such as YouTube and with fake user-comments about the video are posted. They are also often launched into pre-existing networks. The companies using viral marketing, is exploiting the internet users' ability and interest in passing on funny, weird and amazing videos on the internet, through e-mail, chat rooms, blogs and forums. Thereby the name viral "virus", as the video or other material spreads with an exponential rate like a virus.

In some cases the videos even reach the media's attention, as they may also not be aware, that it is a commercial. Viral marketing doesn't have to be videos or even to be on the internet. Examples of viral marketing also exist outside of the internet, through other media. Not all viral marketing videos on the net tries to hide that it is a commercial. A very well produced, perhaps funny, commercial, will function just as well, as the Ones that disguise they are commercials.

The following is a list of 6 viral marketing approaches that can be any given marketing strategy. A viral marketing strategy, need not contain all of the elements. But the more of them, that are incorporated into the strategy, the more power powerful the result is likely to be:

1. Gives away products or services
2. Provides for effortless transfer to others
3. Scales easily from small to very large
4. Exploits common motivations and behaviors
5. Utilizes existing communication networks
6. Takes advantage of others' resources

(Winston, 2005)

Let's examine each of these elements briefly.

### 1. Gives away valuable products or services

Give something away for free. In advertising free, is an very important word. If something is free it will draw attention. Giving away freebies starts the word of mouth. In a viral marketing video, this could be the shock value or a few minutes of entertainment.

### 2. Provides for effortless transfer to others

As a virus, it must be easy to replicate. This why viral marketing is great with digital media. It is possible to copy, without any expenses and can be transmitted easily. Some computer software companies use this approach. A certain major photo manipulation software developer are rumored, to be the Ones responsible for all of the Pirate-copies of the own program on the internet. When the program becomes “free” it is easily distributed among users. The software is a professional software, developed for professionals, and a price to match it. Distributed among people as a pirate software, students download the program for “free”, and learns their skill in this program, resulting in that the company, who later on employ the students, are forced to by the program.

### 3. Scales easily from small to very large

Because of the viral approach and the exponential rate that it can grow with, it can kill the host before it spreads. Plan ahead of time.

### 4. Exploits common motivations and behaviors

Perhaps One of the most important approaches. The marketing should take advantage of common human emotions. Greed, the for hunger popularity. Who will be the first One, to discover an amazing video and get to post on a web-site, to comment on it, e-mail to friends and such. The marketing strategy should build on common motivations and behaviors for transmission.

### 5. Utilizes existing communication networks

Ad people has network in the real world, they have the same online. They have people they interact with on a daily basis, on blog, forum,

Facebook, MySpace and e-mails. Aim at pre-existing networks, that at first will spread it among themselves, and as it becomes more popular also to other networks.

#### 6. Takes advantage of others' resources

Create a marketing plan that use other's resources to spread the word. Create link and others' websites as an example. This could be blogs, forums, discussion pages on newspaper website.

All of these approaches can be used in architecture and design media. It might not be necessary to promote the actual project. But just something that will create discussion, about the subject that you are dealing with.

To conclude on this section viral marketing. Let's look at some of the possibilities, to incorporate these approaches in the presentation of architecture media and the promotion of it.

Maybe the architectural video presentation, should not just show the building, parts and function. But perhaps be a narrative that speaks to Ones emotion, a story about a person. perhaps. A little film, that just happen to take place in the architectural context and it implicitly shows the building, parts, and function.

Meaning that what we are actually trying to show, becomes the secondary story in the film. The first One is the freebee and the second one our message. The first one of these should speak to the human emotions. We should give people a reason to forward the media.

The media that we use should be easily replicated and distributed. This by using the common media types on the internet. To promote it. Then later on when people have gotten interest, it is possible to introduce new medias, as perhaps virtual worlds. Where the project can be discussed, experienced spatially.



## Teasers

In cinema, the use of teasers have become more and more common, now almost every movie released has a teaser. Teasers are ultra short trailers, some are even shown, when not even one single picture of the movie has been shot. They are designed to create an early hype of the upcoming release and are often very low on information, making people Google the web for more details adding to the hype of the movie. Even in commercials teasers have been introduced, short commercials that have no information on the product intended to be advertised. In some cases, a website link is “revealed”, to trigger people’s curiosity.

This is also the trick, that newspapers and tabloids use. The topic, the front page. Often using ambiguous headlines, that will make the article seem more spectacular, than they really are.

This difference can be seen on newspapers, the ones that try to have a more “serious” profile, will often not have as many pictures and big headlines as the ones who deliver fast news. There was a time when there were actual articles on the front page.

This new “snack culture” has to be accommodated, this is the way that many people get their information, these days. And some of these “snacks” does make people seek out more information on their own. And we can and should use this.

This also influences discussion forums, small bits of news start discussion forums these days. For every news being published, some right away starts a thread on a discussion forum about it. Often the people discussing the topic aren’t very well informed on the topic because of the lack of information in the articles, that spawned the discussion.

## Film

Because a movie derives from pictures, the same tricks apply to them. The tricks which are made in movies also derives from still pictures, and have been developed from there. Meaning that it is the same rules that apply. But because, the tricks in film are developed further, these are the ones we will look upon.

Videos are often used as a presentation tool for architectural and urban projects. Often these movies are fly- through animations of the area or the building. The advantages of using videos are that, another dimension is added to the 3 dimensional world. The time dimension. This makes it possible to show, what is going on over time. And being able to shows paths and move around the area, instead of a frozen picture.

But videos have a lot of other opportunities than just that. In videos it is possible to tell narrative, to illustrate modes and emotions. It depends on what it is that One wants to tell Ones recipients.

This can be done by using different tricks to emphasize certain thing. When we want to tell the recipient something, where must be aware of the recipients frame reference. As the recipients in this project are people in general. It seems as a good starting point, to look at the things that they are use to in their everyday life, such as movies.

## Genres

There is a lot of genres that One can choose from, when One has to make a video. It is important from the start to choose which genre One wish to work with to make the video. The first thing that must be clarified is, what the purpose of the video is. Is it a presentation of the project, is it to start discussion, a competition entry, explanatory, viral marketing, a commercial etc. and also clarify who the recipients are . When that have been decided. One can go onto finding out what the video should communicate, which information in should contain to fulfill its purpose. Should it be objective or subjective. Based on this information, One must now choose the genre or a combination, that One finds the most suitable.

Some of the genres to choose from is investigative, drama, comedy, historical, futuristic, documentary it depend on what kind of mood that you want set in your video.

If the video is supposed generate discussion, as for an example a video for a public hearing, a documentary approach could be taken. Which could include interviews with people of knowledge, that would back up the claims of the architects. Interviews with inhabitants of the area could be included, to show that they have taken, the inhabitants thoughts into consideration. It would show the advantages of the product and try to disprove or downplay some of drawback. All sorts of date could be put into this as surveys and scientific studies. The documentary can both be made objective or subjective. All depends on the purpose, is it to discuss a topics pro's and con's to find solutions or is it to argument our side of the discussion.

If you want to depict. The future for the area, and the advantages of your product, the genre could be drama. It could be to follow a character around in the area, living her or his everyday life. Showcasing the possibilities of interaction, the community, maybe how wonderful and unworried her lifestyle is. The presentation of the project, will in this case be in the background, not being the main story. But it will give an excellent view on how the architect imagines that everyday life will take place in the area. If there is a difficult topic to explain, narration could also be applied to the video, perhaps as a story teller, or a guide that tells the recipient what to notice, explain the functions of the area and their visions for the area. This could work as a presentation, as we are use to with a presenter in front of

a power point. Perhaps even placing the narrator, or the presenter in the virtual animation.

Augmented reality, tracking

placing 3d models in footage of the real world, by tracking. Making real people interact with the representation.

These are just some examples. How to use a genre to create a video presenting an architectural project. Almost all genres can be used, it all depends, as mentioned above, on the purpose and the recipients.

When choosing these genres it is important to know what the different genres signals. But also How to create the feel of the genre. Cinematic movies, uses a series of filters to get the right "Film" look on the movie. It is easy to see the difference on the picture between a news broadcast and a movie. These are look that we have identified with different genres. Here also the aspect ratio plays a role. The wider the image is, the more a cinematic feel it will have.

## Music

In movies music is a great part of the experience, it helps setting the mood for the movie. It helps the audience to feel what they are suppose to feel, and helps them understand the mood and emotions of the characters and situations. In some scenes music can explain what is happening instead of dialog and music can prepare us for what is going to happen.

*“One function of film music is to reveal our emotions as the audience....film scores are thus important in representing community (via martial or nationalistic music, for example) in both film and audience. The important point here is that as spectators we are drawn to identify not with the film characters themselves but with their emotions, which are signaled pre-eminently by music which can offer us emotional experience directly. Music is central to the way in which the pleasure of cinema is simultaneously individualized and shared.”( Simon Frith quoted in Film Languages; Media Texts: Authors and Readers)*

Imagine how Stanley Kubrick’s 2001: A Space Odyssey would have been, without the music of Johann Strauss II in the scene, where the audience floats around the space station for ten minutes. Or the introduction music to the dawn of man sequence by Richard Strauss. It would’t have impressed us as much as it did the first time we saw it. Or the thrilling music, that send shivers through Ones spine, in the shower scene in Alfred Hitchcock Psycho.

The music from these examples have been used time and time again, in other movies, home vidios and spoofs. And only show how succesfull and powerfull that music is with the moving image and how important it is.

*“Composer Elmer Bernstein has said that music ‘can express what [the story’s characters] are not willing to express, or are unable to express. For that very reason, the music can supply an emotional rail, so to speak, for the film.’(as quoted in the text Creative Filmmaking from the Inside Out: Five Keys to The Art of Making Inspired Movies and Television, page 163)*

Some movie and music genres, have become partners sought of speak, Certain genres of music accompanies certain genres of movies. Science-fiction movies are often accompanied by techno-music, horror movies by heavy metal, drama by singer/songwriters. Comedies by pop and so on.

There are two different ways of adding music to a movie. Let's use the two previous movies as examples. 2001 used music that were already composed. Psycho on the other hand, used music that was composed for the movie. The difference is that in 2001 the pace of the scene is controlled by the music, and in Psycho it is the other way around, the music is controlled by the pace of the movie.

But composing music for a short architectural video, might be going a bit overboard. And there are some very important advantages of using music that is already composed. Because in a musical piece, the composer have already thought about composition, changes in pace, start, pauses and ending. This works as a guideline, when One have to edit the video, following changes in pace and beats.

This means that when shooting Ones footage, which most of will be 3d animations, One must make sure that the scenes are a bit longer that imagined, making it possible to cut the length needed, to fit the pace in the music.

In the selection of music, One must carefully consider what emotions and relations the music brings. And if this will fit the emotions intended to be portrayed in the video. And also what this piece of music will trigger in other individuals.

Music does not only have to accompany moving images or animations. It is also possible to make a movie only using stills. Again the music controls the pace of the images.

## Sound

The sound effects in a video presentation, is at least as important as the other aspects presented. In order to create realism, sound must be present. Of you are in a forest One would expect to hear birds. If something takes place in a city center, One would expect to hear traffic noises, people shouting and dogs barking. This is most when you're working with animations, where there is no actual sound. If the is access to the site, it would be important to record sound from the area to incorporate in to the video. As well as sound recording of the imagined project. But it of course depends on the genre and what One want to tell. There the possibility to design the sound exactly how One wants it.

## Symbolism

Other ways of affecting emotion is through symbolism, which architect also often use in their projects. A lot of symbolism is perceived subconsciously, like the music. Symbols are used in all genres of movie and films When creating a architecture video. One can place different symbols in the surroundings of the project, they should not be there as aesthetic objects, but as symbols that speak to the subconscious. But it is also important to notice, that some symbols, have different meaning in different contexts. As red in some context symbolizes love or warmth and in another context symbolizes blood or danger.

Here are some examples, of how some of these symbolisms can be used in an architectural video context.



If what you want to show, is how innocent something might be, then setting the scene in the winter, with snow falling, might emphasize that. Here the snow being the symbol purity. Snow can also symbolize redemption, hope and cleanliness. Whereas a snowstorm will symbolize trouble and hardship.

Light is a very simple but strong metaphor for life, optimism, and positive things in general. And light can be used in a variety of ways.

Light is extremely powerful and can be used in a great variety of ways. Not only in single scenes or frames. But also as a travel from something bad to something good - start in darkness end in light.

A lot of symbols can be used in an architectural context, this of course does not only apply to movies, but also to pictures, rendering and even an virtual world. Be embedding these symbols into our pictures. We can make the recipient understand our vision better. When architects discuss architecture, there is a lot of esoteric terms, that the "normal citizen" cannot understand. By using metaphors and symbolism, we can help the citizen recipient to perceive what they mean and what their visions are. But of course the symbolism can also be use to misrepresent the project to seem better than it is. They question then is, are architects allowed to do that? Material for public hearings, should be as truthfully as possible. But for competitions every trick in the book is fair.



Birds, and in particular doves, are a universal symbol of both life and peace (Blade Runner).





Water is often seen as a representation of the (deep) subconscious.

(Apocalypse Now)

Wind, like rain, can be used to express different kinds of emotional upheaval. A single gush of wind signals a situation has had an impact on the character (Blade Runner)



In dream interpretation it is well known that the rhythmic action of climbing stairs represent sex.

As such it has been used many times in movies for situations where sex could not be depicted, or where the characters could not indulge in sex. (vertigo)



Corridors are a limited space where you can only move in one direction. Movement in a corridor is therefore symbolic of going somewhere purposefully, similar to the movement of trains. (The Shining)

## Simple is better

When creating a video, it is important not to try the impossible and go overboard in trying to overwhelm the recipients with fancy animations and special effects. It is important to look at the budget and the time schedule, and assess what is realistic. It is better to have a simple video, that works and that is thoroughly created, than a complicated overwhelming video that has not been completely

When movies with low budgets obtain international success, both with the critics and the public, it is never a complicated film, with special effects. It is originality and perfection of the possibilities that they have. There are several independent low budget movies that have done this. An example is Blair Witch Project, which also owes some of its success to an extremely well organized marketing plan. There are more examples of movies where it went the other way. Even though they had bigger budgets, they failed majorly, by trying to create spectacular visual effects, but not having enough money to take the rest of the way to make it believable. An example of this, is the movie A Sound Of Thunder. Although it had a quite big budget, it tried to be something it wasn't or couldn't be, a Blockbuster, which normally has three times that budget. To emphasize this, I will show the numbers:

A Sound Of Thunder:

Budget 52.000.000 USD

Total gross in US cinemas: 1.891.000 USD

Blair Witch Project:

Budget: 60.000 USD

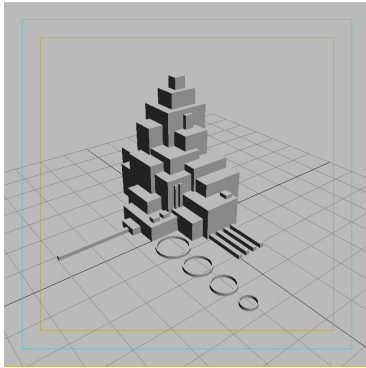
Total gross in US cinemas: 140.530.000 USD

Of course this is an extreme example, but it never is an example that shows what can go wrong, if time and budget is not correlated with one's goal. It is better to try to use music and symbolic, they are almost free.

## Virtual reality

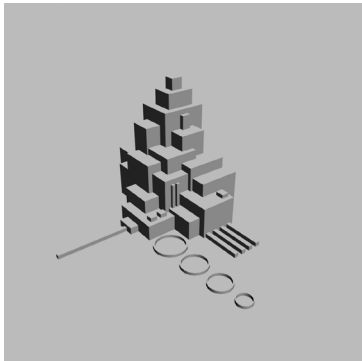
Virtual world can present the spatiality of space, better than pictures or animations can. The user are in control and can move around the environment as they please. It is a good way, of understanding the space and the geometry of the buildings. But is also have some drawbacks as well. When having to work in real time, the computer processing powers, limits the graphics of the virtual environment. When a computer animation is made realistic , it takes a lot of computing power to render the images.

0 sec.

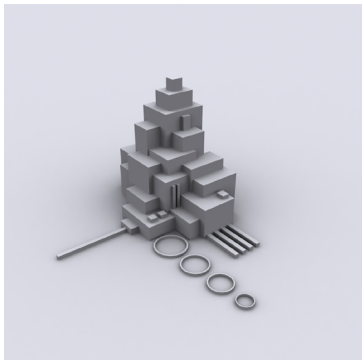


The different animation software, that creates these virtual environments, have what is called a render. The render calculates light photons, textures of the materials and takes the animation to the next level, making it possible to make photorealistic images. But these renders makes a lot of calculations, which take time. Below is a set of pictures. Here the difference in rendering time can be seen.

0,3 sec.



44 sec.



As seen in the pictures, it takes a lot more time to calculate a more realistic looking picture. This means that it is difficult, to create a realistic looking virtual environment at the present time. But with the development in computer processing powers, the virtual environments will become more realistic looking as time goes. And at some point it will not be possible to see the different between the real and the virtual, on a screen that is.

Here are some examples of photorealistic pictures of actors created in 3D and below them, the same actor in a Photos shot by a normal camera.(opposite side)

In order to depict the imagined project, as it would look in the real world then yes. But as a spatial experience, to show a model in context, and to give people the chance to walk around in it the now. Game engine, which are the rendering machines of videogames.

Until that day, it is important, that the people we invite into our virtual environment for a presentation, are well aware of, that it is only a representation. And not how the exact building is going to look like. But it is important though, that the things in the virtual environment are finished. That where there are suppose to be railings, there will be railings. If not everyone will ask, "how come there are no railing along those stairs. Isn't that dangerous" People tend to automatically look details.

The reason that it could be a good Idea to invite people in to a virtual world, is not only that the people invited will have a spatial experience. But it is also a cheap way of doing it. All architectural project today, is also build within an 3D program. This could be 3d studio max for presentation purposes, Cad for engineering purposes, and the never generation of architecture building programs BIM, which was explained in chapter one. This means that the model is already there, and only have to be exported to the real time environment, that they want to present it in. But One must emphasize that it is a spatial model. A simplified representation of the actual project.



## Findings

In this chapter methods was found and also why we have to use these methods, to mediate our message. We also learn about the importance of being professional, because, the media landscape is filled with amateur material, that way exceeds the amount of professional material. Meaning that if what we produce, isn't of a professional nature, it will simple descend in to the immense abyss of media.

We also learn that, that it should be the architect that mediates his or her vision. They have created the visions and the stories, and understand it best themselves. And have the knowledge of what is important, in the project that they are trying to sell, what that is important in relation to architecture. Often what architects try do, is create a story or tell a story with their architecture. This is why, they will be the ones able to transform that story, to another media like film for instance.

But , architects doesn't have the knowledge yet to transform that vision into a media like film. This is why that, it would be great, if this could be a part of the architectural education, because it is not only important to create great architecture, it is as important to mediate that vision to people, in order to get the vision realized. It wouldn't take much, the theories are already out there, they just have to be transformed a bit, to be used in the architectural field.

In this chapter we also learned about the different some different media. How that the screen has some advantages, that the paper simple can't do. As the ability to simulate light, and that the colors of the screen is more realistic, that the ones we can obtain on paper. And the advantages of digital reproduction and distribution of the media.

The importance of selling the product. The project isn't art. And therefore the architect should be allowed to tell, his vision, what people are suppose to think and relate to, when looking at the building or the project. This is to some extent what commercials do, and once again, it can't be emphasized enough, how important it is to sell the project.

We learned something about the different kinds of commercials that can be made, and what kind of tricks they use to value the product. Also some examples of which kind of commercial theories, could be used, all depending

on what One wants to tell about the project through a commercial.

Viral marketing was brought out as a special example, because it relates quite well to how modern social network works and how we perceive the world in the internet era and emphasizes the importance of marketing strategy. We learned that it should be free, ad how to take advantage of existing information channels like forums, blogs, Facebook and discussion pages. That we should it should speak to the human emotions as shock effects, sadness, happiness and should somehow be extraordinary, like funny or wierd.

We also found that the it should be more than just selling the product. It should be a narrative, some that doesn't slip peoples mind as easily. It should show hoe the architects imagines it or how he wants the viewer to understand it. That working with different genres is important, and that the product doesn't have to be the primary story, maybe it is just the experiences that one would get being in the area, that is the main story of the video. How different genres can provoke people to participate, or start discussion on the topic. And that it is important to know your audience to do so.

We also found that music and sound can be extremely important to the feel of the video. And how different symbols can add lot of meaning and emotion to a video by very simple techniques. And how symbols can be as important as anything else in the frame, sometimes even more important. Thought these symbols might not exist when the projects is build, it can still add to the mood of the area, when the projects is build, because now they relate the building back to the movie they saw.

The importance of not going overboard and creating something that one can't do. To set realistic expectations, based on time, money and skills. A simple movie that is perfectly carried out, is better than, a smart and complex, that witch are carried mediocre or worse.

How the virtual world as a representation must be used conceptually, rather than realistically. And how rendering takes time, again setting the right expectations. And that with the right amount of time and skill. One will not be able to differ the representation from the real.





# Chapter Three

## Introduction

Public hearings are becoming more and more popular, in the sense that they occur more often, than ever before. Municipalities are more public hearings to include citizens in the development of projects.

A public hearing formally advertised and convened to afford any person who deems their interest in property to be affected by a proposal an opportunity to be heard. That is the official definition on a public hearing. But in this project it is more than that. It is also about public participation. About making people active in the local areas. And being a part of the development.

In this chapter, we will look at the reasons for having public hearings, we will look at some public hearings that have been done in Copenhagen and Aalborg. We will look at why it is important in a democracy, and a look at the benefits, not only in the public sector, but also how they can benefit projects in the private sector.

Whit the introduction of new media, it has also become easier to have the public influence projects. They have the access to material, and new media have been developed that makes it easier for the public to take part in discussion and idea development.

In the previous chapters, some of these medias have been introduced, and their possibilities been presented. We will also look how these new media can be incorporated in the public hearing and how we can benefit from them. But also look at some of the problems with the new media, and where they may be a obstacle instead of a solution.

*“Through the examination on public hearing, and how to interact with the public and activate them. We also learn how to present the projects for them.”(moodley,2007)*

But first we will start by looking at public hearing and the benefits and reasons to have them. There are more reasons than, that the law in some cases demand public hearing to take place, as it benefits both the public and the ones behind the project being in public hearing.

In the following some of the questions, will be asked, that we have to have answered before we can find out how these public hearing should be arranged, and how we can get the public to attend and be a part of them:

**What is a public hearing?**

**Why have a public hearing?**

*Why is important not only have public hearing when required by law. What can the parties involved gain from a public hearing. Is it only to make the public happy, to make them feel that the democracy works?*

**When should we have them?**

*When should we have them, when must we have them. In which projects is it important or even essential to have a public hearing. Which kinds of projects could gain from them. And when does the public feel that it is necessary.*

**Where should we have them?**

*Where should these hearing take place. Most of the public hearings take place in the local area of the project. But are there other possibilities? Is it possible to use other kinds of media, that are not usually used in these kind of interactions? Do we need to establish relations between the participants and the project-managers? Does it has to take place in person? Or can in be done in a virtual world, on a dabate forum?*

**When during the project, should we have them?**

*Should we have them in the start or the end of the project, or maybe both. Should there be updates as the project goes along. Would it be possible to have different kind of meeting doing the process, with alternative media?*

*Who should have them?*

*Who are responsible for the hearing. Is it only the municipality and the state that have to have them. Or does businesses also have a responsibility?*

**Who should manage them?**

*Who are responsible for having public hearings, is it the municipality, is it the public, is it the architects, the politics? Who will be the officials that makes sure everything runs smoothly.*

**Who should Attend?**

*Who should attend these hearing, other than the public. Politicians, architects, engineers, scientist etc. and how?*

**Which Media should we use?**

*Which media must we use to communicate with the public, how do we get people to participate? What is the "language" that should be used. And how must one prepare these public hearing before and after.*

**What do we use the material obtained for?**

*What happens afterward, how do we make sure that, the hearing is actually being incorporated in to the project, and maybe future hearings.*

Hopefully during the chapter new questions will arise and hopefully also answered. In the conclusion of this chapter, we will try to determine if the questions have been answered, through the findings in the chapter. Conclusion can hopefully be made, in order to take them into the design of public hearing.

## Public Hearings and participation.

There are different kinds of public hearings. A public hearing is a part of public participation and probably the lowest form of public participation is voting. Participation, should not be viewed as just taking part in society as paying taxes and obeying the law. It is about expressing ones opinions, ideas and views. So that the public opinion are perceivable. Public hearings exist in different variations and depths. Depths as the level of participation.

In public hearings, when the municipality wants to make changes to the district plan or local plan, it is required that the changes are in public hearing for at least 8 weeks, before the changes are made. In this situation, it is the citizens that have to take initiative and actively engage in a discussion.

Another form of public participation, that is less active for the participant, is surveys. A survey institute is hired, to find out what the position of the public is on certain topics. These surveys are most often made as multiple choice and they are most often made by telephone calls. The reason that they are made by telephone calls, is that it is easier to make people take out a few minutes of their lives, to participate, when they are in the hands of a real person, instead of filling out a questionnaire on paper. But a more important reason for using telephones, and not a modern media like internet surveys, is that, the survey have a bigger variation of participants. People are answering the questions on the internet or return a questionnaire, does not representative of the general public. Because one has to actively participate, it is the people who already actively participates and have an interest in the topic being surveyed. And of course a lot of elderly still have no access to internet. When a telephone interviewer, calls up a household, they will often ask for the person, with the most recent birthday. Because, in a lot of household in Denmark, it is the mistress of the house that answers the phone or at least there will be a over representation of people who answers telephone calls.

In this form of participation, it is not the participant that takes the initiative to be a part of it. They are asked to take part. By doing this, the participants included in the survey represent a wider range

of the public. But the problem with surveys based on questions in the multiple choice manner, which they all are, is that the survey is fully on the terms, of the ones who designed it. They decide which questions need to be answered. This means that it is possible to design the survey, with the intention that they get the results they want. From a survey, I could prove that 90% of the public wants to live in a high-rise building. Just by asking the public: In which of the following would you like to live. In a high-rise building or a mudhut? Furthermore, another problem is that in matters of opinion, the multiple choice answers, are very simplified, and can rarely portray the opinion of the participant, as options are limited.

This is overcome by the use of what they in the survey industry call focus groups. After a telephone survey is completed, sometimes, the survey institute will create what is called a focus group. The focus group is invited to participate in a session, which takes 2-3 hours, sometimes more, where they discuss a subject. The participants are carefully picked on the basis of the answers they have given during the telephone interview. Normally, the participants are divided into predetermined groups as, the young initiative, the traditional, on the basis of the telephone interview. The participants are divided evenly from these groups, in an attempt to cover the general public. A moderator works as initiator for the discussion by asking questions, and trying to get the participants to engage in discussion with each other, without affecting the discussion with their own personal views. In a room nearby the focus group room, the clients are present, and are in the breaks able to talk with the moderator about which topics should be discussed more, or maybe topics that have emerged during the discussion. The whole discussion is videotaped, for further analysis. And the client receives the results of the focus group discussion.

From these groups a lot of usable data is obtained, and can be used in the development or (re-)branding of a product. For companies which have a product to offer the market, it is important that they know how the public perceives them, with the purpose of optimizing their product. Because there is an equal amount of people from each group, people are not afraid to speak their minds, because they have a feeling that, they are not the only one with that opinion present. How does the survey institute make the public participate, one might ask. They do this by compensating with a gift, that the participants

afterwards can return to the store and get a refund. By law they cannot pay the participant money, but they can reward them with a gift. Some might then only participate to get the present, but that unimportant, cause the participant fits into to one of the groups. If they don't participate during the focus group, the moderator directly ask them of their opinion.

This is of cause a kind of public participation where the client is a company, and they have a lot more money for marketing, than any municipality have. And because in the business world marketing some times over shadows the actual product.

Because the municipalities, and projects in communities, doesn't have the same amount of money to do this, and because everyone interested should be able to take part, alternative ways must be sought out.

Public hearing can be divided into two groups, The ones that are held two hear the objection of the public, the ones that are created to get ideas and input from the public. My thesis is that one should not be made without the other, and I hope to provide evidence on this thesis through the findings in this chapter.

Developers is a term that I will use for, the one who are responsible for the project, such as funders, the municipality, politicians, builders, the ones that are not a part of the public. The ones who are responsible for the public hearing.

Stakeholders, is the term I will use, for the public, the ones the a project might influence. This is not only people living in the area, but also the shops and organizations in the area such as sportsteams, boyscouts, elder centers and so on. Stakeholders, because, in connection with public hearing they are the ones which, are put at risk.

## Cases

In the following two public hearing will be presented. One of them was a public hearing in Copenhagen on the topic of skyscrapers in Copenhagen and the other is a hearing about Østhavnen in Aalborg, where 5 architectural firms were paid to give their view on the future for the area.

Both public hearings were arranged by a municipality and Supertanker, a firm that specializes in public hearing and participation. Supertanker is a project network, that specializes in Innovation-, dialog and event projects. Both in general and specifically within urban development. The network started with the urban development laboratory Supertanker that placed in Luftkastellet's storehouse in Christianshavn in Copenhagen. After this they regrouped in Sydhavnen and comprises of four independent organization, that with different angles work with dialog and development within the city. The four organizations are Urban Task Force, We Heart CPH, Toolkit and LUFTKASTELLET.

Urban Task force consists of urban designers, who have joined in an NGO (Non-governmental organization), that advises, researches and develops in the field of urban life and urban development. And has the goal to create democratic synergy between them. But also participates in competitions as the recent competition for the Carlsberg Site in Copenhagen. Sadly they did not win. Toolkit is a group of fusion designers that work with innovation processes which build bridges between the unconscious, sensual and the conscious sides, and incorporates a wide variety of competencies and cultures in the process, as they put it. Luftkastellet is an event enterprise, they organize events of every kind and have developed a special blend of vision, stubbornness and craftsmanship in an effort to realize even the most impossible projects. The last participant of Supertanker is We Heart CPH, which have the objective to establish a floating park in Copenhagen.

Supertanker have also specialized in public hearing and participation. One their methods dealing with public hearings is the "court room method". This is a untraditional combination of two common ways of creating dialog. The one conventional panel debate, where different sides of the debate is being presented and the court room way where the discussion is controlled. It starts off with each panel member, also called Witnesses, speaking their case or presenting their view. After all the witnesses have presented their case, two advocates ask them one question each, related



to what they presented. The advocates are on each their side of the case. One is being positive and the other negative towards the project or what else is presented. When all panel members have presented their case. Then it is time for the advocates to cross-examination the witnesses, this is done by the advocate pointing out witnesses to answer questions. These questions are prepared in advance on basis of the introduction paper, handed out to the participant week before the event and also on the materiel being presented during the presentation by each witness. When the cross examination is done , the two advocates makes their closing statement, to wrap up the discussion. The advocates are journalist from the area hired for the role of an advocate. The reasons for using journalists for this, is that they are both use to talking and presenting themselves as well as being objective, meaning that their personal opinions do not influence their questions or the viewpoint that they have taken on as the character of the advocate. Sometimes it is difficult to be on one side, because during these trials, it is not always a question of "guilty or not" for or against, but the subject being discussed can have a different objective than that, as we will see in the two presented public hearings I will summarize later on in the chapter. During these trials the public is presence and have the role of the jury. They have to gather the information being presented, listening to the arguments being presented both by the witnesses and the advocate. They then have to use the information, they have gathered in the workshop afterwards. But also to reevaluate their predetermined view on the subject. Hopefully the participant have gained more knowledge, new perspectives and have gotten some of their questions answered during the trial.

The second phase in the public hearing is a workshop. This is both for the public participants to give their view on the case, but also to create ideas and proposals for the ones who is the responsible for the hearing. This way they get a lot of material, that they can use afterwards when discussing and rethinking the project being heard. The public participants are divided into groups, depending on the subject, sometimes it is at random, but most often they are divided into groups, according to what their interests is. When the public is divided in to groups each of them are assigned a moderator and an illustrator. The moderators task is to control the discussing and making sure that the group keep to schedule. The illustrator is there to visualize the ideas and concepts being presented and discussed in the group.

This material is used when the group present their proposals in the end of the workshop to the rest of the assembly. The workshop is divided into to a

lot of small exercises, of short intervals 5-10 minutes. The target is to get the participants to generate ideas in a very short amount of time, and also that it is something that the entire group can more or less agree upon.

An example of this process could be, that every group member has 5 min. to create an idea in relation to the topics of the hearing. Then they are each given 1 minute to present it. After this the group will choose perhaps three of the ideas to develop further. They divide into groups of two or three, within the group and develop these ideas further. And then again a presentation round. Through different rules and exercises, the group moves further and further towards a final proposal/idea from the group.

at the end of the workshop, the material produced is presented by the moderator and the material is collected by the officials, as documentation on the workshop, but also as material for further development. The hearing of the hearing, the officials round of the hearing, and summarizes the event, and thank the participants for their interest.

The following to public hearing was held by Supertanker and the municipality of the city where it was held.

### **Copenhagen**

For some time now a discussion has been going on in Copenhagen. The municipality and the mayor of Copenhagen have a lot of ideas about creating new residential areas in Copenhagen. As an example the 5000 apartment for 5000 kr. a month. The idea is to create cheap buildings within Copenhagen, that must not cost over 5000 kr. and that the building should be in a fair distance of Copenhagen. And not long ago Sir Norman Foster was in Copenhagen, to show his design proposal for the new hotel in Tivoli. This was to be one of the tallest buildings in Copenhagen, as it was almost as tall as the city hall tower, which is one of the tallest buildings in Copenhagen. All this has created a discussion in Copenhagen both, between the inhabitants but also among politicians. Some would like tall buildings being built in Copenhagen, to create a modern metropolis. And some are of the exact opposite opinion. They do not want skyscrapers in Copenhagen, because as they argue, it will ruin the old style of Copenhagen.

The city hall decided to have a public hearing on the subject and hired Supertanker to plan the event. And they planned it according to their strategy of public hearing, the Court room method. The event was held at

the city hall.

As it was a subject of big interest at the time, people had to apply to be a part of the hearing because they had to limit the number of participants, in order to be able to create the workshop afterwards. Also a great deal of the participants were invited personally to take part in the event.

6 people were invited as witnesses, and to represent the city of Copenhagen. They had invited a wide range of people from different fields and occupations. The invited witnesses were Jens Kvorning an urban researcher from the Art academy's Architect school in Copenhagen. A city developer from Tivoli Lars Liebst. Also invited was the Activist Knud Josefsen, spokesman of "Copenhagengers against misplaced high-rise buildings". A estate agent from Sadolin & Albæk, Peter Winther. The last two were titled as Copenhagengers and was the writer Benn Q. Holm, who write modern novels which all takes place in Copenhagen. The last one was Minna Grooss a member of the band Jodeladies and composer among other things. Those two were supposed to represent the inhabitants of Copenhagen, and to not look at the topic with a professional view. In this way, they felt that the city of Copenhagen was well represented among the witnesses. In this public hearing, the question was very much of you were for or against high-rise building. The panel, the witnesses, was three for and three against and therefore both of the standpoints of the topic were well represented. Because of the topic, it was also easy for the advocates to get in to the "character" of an advocate. The two advocates were Vibeke Hartkorn known from Danmarks Radio as a news broadcaster and journalist. And David Rehling from the newspaper Information. About 150 people were present in the audience as the "jury".

The witness started off by explaining their view on the topic and their visions for the future one by one. Different arguments were presented, some of them of scientific nature and some not. Knud Josefsen talked about the problematic things in relation to high rise building, such as the wind problems, that would occur on the ground and streets around the building and the economical aspects as, it would only be the wealthy, that could afford to live in these buildings, because they are expensive to build and that this was the exact opposite of the goals, to create cheap living quarters for the inhabitants of Copenhagen. Benn q. Holm talked more about the positive effects that it could have on Copenhagen, the advantages that these buildings could give, as an identity of a modern city, landmarks and also talked about how people cling to the old, which is an obstacle for development. A lot of meanings were presented and the subject was

quite well covered.

After the final statements of the advocates, and a break where the participants could get a sandwich and a drink. The participants were divided into groups. According to which area in Copenhagen that they wanted to work with. The municipality had pointed out 12 areas in Copenhagen that the participants could work with. Each group was assigned a local politician as a moderator. Some of the questions was, what height was suitable in their areas and what kind of building should it be, maybe leisure, business or housing.

To do this they went through a series of different exercises, to in the end create a model of a building from building blocks of foam. The illustrators the created the model from the group in 3d, so that it could be imported in to a 3d model of Copenhagen. This way the models could be seen in their contexts and in relation to the rest of the city. Views from different part of the areas could be seen and the effect of the tall buildings in these views. One of the great things with this public hearing was not only the trial, but also the workshop. The discussions in the groups where great and a lot of different views from the participants came out. Also that it was politicians, that was the moderators in the group. Not only could the politician bring the knowledge in to his work and daily discussion, But the politician also get a view of how the public felt about the topic. And the participant each got their chance to speak with an actual official from the political sphere. This meant that they felt that their opinions were taken seriously and that they were heard, and that they had an actual influence on the discussion. The material and the 3d models was collected in the end and later on, an animation was made, to showcase the different proposals. The entire hearing was also documented with a video camera. All of these things were given to the municipality, so they could analyze and evaluate the event. But most important from was the insight that the politicians/builders got from the public attending, and that the public now could understand, why some of their fellow citizens had the opinions they did.

Another public hearing took place in Aalborg. It was a hearing regarding the future for Østhavnen in Aalborg, which is a industrial area on the harbor of Aalborg. The public hearing was published in the local newspaper and anyone could attend the hearing. The municipality had invited five different architectural firms, to give the vision for the future of the site. The architectural firms each received 50.000 kr. to design proposal for the site

and to present it at the public hearing. In addition, five representatives of Aalborg was invited. The hearing was located at Østhavnen, in one of the old industrial buildings, where they had transformed the old space, with lights, tables, chairs and a scene.

The invited architectural firms was SHL architects, Arkitema, Cubo, Gehl Architects and Metopos. The proposals was not designs buildings, but an urban plan for the area. The invited represents of Aalborg was; Hans Kiib, Urban researcher from Aalborg University, Architecture and Design. Chairman of City Foreningen Niels Andersen. Network coordinator Dorthe Nielsen. A representative from the Owners' Association Trianlen, Niels Silkjær. And Thomas Winther Andersen who represented the young initiative in Aalborg. After an official introduction from the municipality, the advocates presented themselves. They were two local Journalists from

### **Aalborg.**

After the introduction each architectural firm presented their project to the audience. The five Project had prior to the hearing, been published one by one as articles in the local newspaper. This meant that a lot of the participants, already had an idea about, what the project was about and some knowledge on them before the presentation. After the presentation from the architects. It was the representatives turn to give their viewpoint on the proposals and also give the visions for the future of the site. They did this by each having 2-3 topics, that they wanted to present and discuss. As the representatives came from different areas, the topic where quite different and very influenced by the background they came from. The topics they talked about, was Traffic , that it should be an urban space for everyone, the businesses around the area, that it was only for the wealthy, how the youth could have room to experiment and many other aspects of the space.

After this in was time for the workshop. People was divided into 11 groups , that should take ideas from the presented projects. They were given different kinds of materials. Print outs of the projects, maps and pictures of the area, an markers, cardboard and others. With this they should present their vision for the future of the harbor. Attached to each group was an illustrators, who were students of the Architecture and Design education, that had to mediate the ideas of the participants. Not only were they able to illustrate the ideas along with the group, but they also had architectural and urban expertise, that could help out the participants in the group.

In the end of the workshop, the moderator from each group presented the vision for the future of the site, that the group had developed through the workshop. Both the trial, the workshop were videotaped and the footage was edited in to a DVD, that the municipality afterwards could refer to and revisit the workshop, for further analysis. All of the collages were also collected as material for further analysis.

Both of the hearings, the one in Copenhagen and the one in Aalborg was very successful according to the municipality. They were both satisfied, with the methods of Supertanker and the participation of the citizens.

In both cases, the participants were well prepared, as they through the media, had a lot of knowledge. This was in the case of Aalborg, through newspaper articles and in Copenhagen a brochure on what was to be debated.

One of the things that worked better in Copenhagen than in Aalborg, was the trial method. In Copenhagen it was easy to have to different sides that could be advocated. Because, here it was for and against. This made it easy for the advocated, to get in to the roles. And it was easier for them to argument as well, as asking the right questions. This was not the case in Aalborg. Because it was about five different architectural proposals and a variety of different viewpoint, it was not possible for the advocates to be on opposites sides of each other. Therefore the court room approach didn't really work. The discussion seemed more like a normal panel debate, that a court room. Does this then mean that the public hearing failed? No it does not, because a lot of viewpoint and meanings were debated, and a lot of subject were discussed. But it was not necessary with two advocates, because they functioned more like moderators/ interviewers, that advocates. It would have been sufficient with just one, who was in control of the debate.

In both of the workshops a lot of ideas was also developed, none of these have to this date been incorporated directly in to the project, but they have definitely influenced the discussion. And this is also how the workshop should be viewed. The workshop is a part of the

discussion, where the participant, through visuals communicates what they want and what they are hoping for. The discussion actually just continues in the groups, and the viewpoints are materialized, which only add to the success of the public hearing.

Why do we need public hearings? What is the intention from the ones who arrange them. First of all there is of course the law that state that any changes in a design plan for an area has to be in public hearing for 8 weeks(planloven). But it is not required that they have an actual physical public hearing.

First of we can look why we need to have public hearings. We can start with looking at some of the reasons, why a public hearings are held. First of by looking at what the parties involved can gain from them.

## Local Intelligence

A term that I want to introduce is Local Intelligence, by looking the term up I did not find any meaning of the word. So I will try to define the term as I think of it.

Local Intelligence, is a collective intelligence(chapter 1), which is centralized in a area or a community. The ones that knows the most about an area, is not the geographers, politicians or scientist. It's is the people who actually live in the areas themselves. The scientist, sociologist, politician, knows about the invisible factors. Such as data. The community is a collective intelligence that is an all knowing being of the area. People who have lived there their entire lives. Will of course have the most knowledge of the place.

This local intelligence is what should be utilized in a public hearing. Not only can we get an insight to what they think about the project being proposed. But they can also add additional knowledge to a project that can be used early on in the project.

*“contemporary texts in the field of public administration. Planning and governance providing interesting arguments for and against active citizen involvement in local governance. The view that citizens themselves best articulate their own needs, help improve ownership of processes and improve legitimacy of government projects are cited as important reasons for active citizen participation. At the same time, the delays, increased costs and the energy required in determining who to involve, givin the the complexities of local community dynamics, are often cited as factors that militate against active participation of stakeholders in collaborative governance.” (Moodley, 2007)*

The private sector can as well benefit from public hearing. Because some project do effect the locals, and they have a lot of knowledge that can benefits the project through the project phase. In design “user orientated design” is already widespread within the field. And this can also be incorporated into the architectural fields. User orientated design, is when you in the design process incorporates the user of the product . Often it can be a redesign of a product. The designer will first of start by interviewing the user, How do they use the product, what are their routines with the product. Like; transportation, how they lift it, where they store it, all the aspects that the designer can think of. In this interview the designer also asks, what they would like to change on the product, what they find problematic about



the product, and what they think could be improved. After this comes yet another important step. The designer follows the user around, some videotaping, to be able to analyze their use of the product. Often, it is possible for the designer to see, some problems, that the user, doesn't think about, because they have come accustomed to them or simply don't think about. This knowledge they bring back to the design studio and analyze, and from that point on, they started making different designs and try them out in simulations of the work process, that they have learned through their interaction with the user. When a proposal have been made, they return to the user, to see how they interact with the product, which changes they like and which they don't. For thereafter to return to the design studio, to add possible changes to the design once again. This is done until both the designer and the user is satisfied with the product. In this context, the user which the designers interact with is the 'local intelligence'.

And it is to some extent, what is going on today in public hearings. The difference, however, is that in public hearing. The designer and the local intelligence only meets once. Having worked with user orientated design one quickly acknowledges that, one interaction is not enough. No matter how well you prepare Questions always surface after the first interview that need to be answered. Because when analyzing the results and data gathered through the interview and registration, questions will emerge that one did not think of the first way around. Most often the success of the design, is dependent on the number of interactions with the user.

This shows why, that public participation is important, for the developers of the project. They can gain a lot of knowledge from the locals that they otherwise, would have to guess their way to.

Of course it can depend on what kind of a project it is. But in most cases, the local intelligence is exploitable. Not only can this interaction be used to get the acceptance of the locals for a project. But will also make the project fit better in to the area, and therefore be more successful.

The acceptance of the public, is very important, when a project is being developed. It can make a lot of things go a bit more smoothly during the process, which is not only a time saver, but a money saver as well. If the public are heard, and the developers have an opportunity to explain themselves, even if no compromise is found, they will at least have heard each other's viewpoints and gained an understanding why they have this viewpoint.

*“if you can’t imagine how anyone can have the view that you are attacking, you just don’t understand it yet” (Weston, 2000).*

From these examples, it is obvious why a public hearing can be useful for the developers. But what about the public. Why should the public attend? They attend to minimize or eliminate “risks” and/or to contribute to achieving something that is wanted. In short - get rid of what is unwanted, get what is wanted.

## Cause and effects.

When creating a project, it could be a new building, in a neighborhood. The project will affect the area in a lot of different ways. There is primary effects and secondary effects. Short term and long term effects. And not all are as clear as others. Primary effects could be that house prices fall, because of factories being build. A new shopping center, will cause the traffic to increase, the increase in traffic will cause the house prices to fall, as a secondary effect. These are the effects that are very clear, but there are also invisible effects. This could be pollution of the air, resulting in an increase of asthma victims in the area. The increase in traffic could also, cause more traffic accidents in the area.

There is also the risk of accidents, that not only affect a city, but might affect larger areas. In 1986 in Chernobyl, the nuclear reactor exploded, causing not in a local, or national disaster, but in a global - The radioactivity could be measured in countries far away. This quite extreme example, does however show that it not always only the local area that is affected. This is why risk assessment is also important, and a good question to ask in a public hearing. What are the risks? Not the risk of the project, to fail or not to fail but the risk of the stakeholders, which in this context is the inhabitants of the area.

“The destruction of forests does not just cause bird species to disappear, but also makes the economic value of land and forest property shrink. Where a nuclear or coal-fired power plant is being built or planned, land prices fall. Urban and industrial areas, freeways and thoroughfares all pollute their vicinity. “  
(Beck, 1986)

Risk is quite a good word to discuss, because the dangers involved in risk are the effects of the project. It is not only the people behind the project, that are obligated to look at risk, but it is also the obligation of the inhabitants in the area, if not for themselves, then for the future generations, that will live in the area. Because effects can be long term and they can not only affect the present, but also far in to the future. Today the ground different areas in Copenhagen are so polluted from the industrialization time, that asphaltting the ground is the only solution in some of the backyards.

*“.. Risk positions, on the contrary, contain a quite different type of victimization. There is nothing taken for granted about them. They are somehow universal and unspecific. One hears of them or reads of them. This transmission through knowledge means that those groups that tend to be affected are better educated and actively inform themselves. The competition with material need refers to another feature: risk consciousness and activism are not more likely to occur where the direct pressure to make a living has been relaxed or broken, that is, among the wealthier and more protected groups (and countries).” (Beck, 1987)*

People who live in areas, which are exposed to such risk, are becoming more and more involved in the discussion about risk. And are in their own way becoming “experts” within the risks that they are exposed to. They read about risk and they study the risk as well. As the internet has become more and more expanded, so has the access to information. And this makes the public more aware of the dangers and their side effects. The information on the internet however, is not always scientifically substantiated, the internet is full of pseudoscience and it is then the “professionals” that will have to help the public to differ between the true and the false information.

Often it tend not to be the wealthy that participate more. Often it is the middle class that take interest in these topics. Like on political topics. The wealthy have the possibility to pay their way out of risks, just as wealthier countries pay their way out of their risks, by exporting them to less wealthy countries in the third world. In this way the risks do not disappear, they merely change location.

The reason that it is possible to export risks, is that one can pay someone else, who are willing to take that risk upon them for money. In shipping it is common, that when a ship has to be demolished, they send it to Asia more precisely Pakistan, Bangladeshi and India. In the western world it would be too expensive to demolish the ships. Not only in labor, but also because certain safety and environmental regulations have to be followed and because of the prices of health insurance and injury lawsuits, which make the process even more expensive. In the western world, it would be overly expensive to demolish a ship, the solution is to sell the ships to countries in the third world, that can, through cheap labor and no regulations, have a profit on demolishing the ships and recycle the materials and sell them back to the western world. One could say that it is a win win situation, but

this is not the case. It not only affect the labors and the environment, but also the labors entire families and the surrounding wildlife. Because when the safety regulation are not followed, there are secondary effects, that affects the entire local environment.

These exportations of risks also exist in a national environment, a power plant or factory, might not be build in the best spot, but rather where it is cheapest. The risks could be anything. A risk could be building a shopping center near a school, the effect could be that the traffic increases, which endangers the school children's travel to and from the school. The reason for the site could be economical, that the site is cheaper, that the road system needed is already there. Instead of placing the shopping center on the other side of the road, away from the school. The objective is not for the citizens to get the risks relocated or moved, it is to eliminated them. That is their social responsibility. By relocating a project, one might not relocate the risks. A project does not necessarily produce the same risks at different site. A positive side effect of this could be, that if we learn to do this locally and nationally, it might at some point in the future also work globally. Regarding the individual, the developers in connection with risks, also have to be aware of the fact that people cannot be perceived as "the average person", Some will react very different than other under certain changes. Allergic might have a greater reaction on increase in traffic, than anyone else. This is also why, everyone must represent themselves and the people alike in a public hearing, and not just assume that somebody will do it for them.

*"Let us assume that it is possible to speak of "the" person. Let us pack infants, children, epileptics, merchant, pregnant women, people living near smokestacks and those far away, Alpine farmers and Berliners into the big gray sack of "the" person. Let us assume that the laboratory mouse reacts just like a church mouse. The question still remains, how does one get from A to B, from the extremely varying animal reactions to the completely unknown reaction in people, which are never derivable from the animal ones?"(Beck, 1987)*

It is not only developers that create risks, architects and urban designer do as well when they experiment with new ideas. They deal with social risk, in the way they plan housing. They create the frames in which we interact and therefore have a big influence on social relations in society. These risks, it is also important for the citizens to acknowledge and question, and the architects as well.

## Citizens unite!

Public initiative groups are being made, that fight for different kinds of causes. These do not only have the objective to fight for one certain cause, but also to enlighten the rest of the public of certain dangers and risks. Often these groups are created in the aftermath of some cases. Where they have felt they have been mistreated and their objective is now to make sure that it doesn't happen again. But also preventive groups are being made, that fight against something before it actually happens. And with the internet, this has become even more common the last decade. And now with Facebook, even more of these groups are being made and to the extent, that they lose impact. When too many of these groups are being made, it is difficult to differ between the ones that are serious and the ones that are not. Also the easy access to these groups and becoming a member without any obligation, can also question the determination of the members. There isn't any commitment and some might join, only as part of a trend, and they thereby lose their validity.

Partitions, now a day's, also take place on the internet. One only have to type in ones name and e-mail address and you have signed the partition. Again one is not commit to anything, and that again questions the validity. A internet partition should not have the same effect as an old fashion one. Because now, as 89% of the public have access to the internet, suddenly 50.000 signatures isn't much out of the five million who have access to the partition.

As Facebook being an example here, one profile can create and join 200 groups. This means that for every cause out there, there is at least hundreds of groups for and against them. Yet another problems is that, you either join the pro or anti-something. Resulting in, that there are no actual discussion within these groups, only affirmation of each other's opinions, because they all have the same.

Another problem to the one sidedness of this, is that when people with a common goal group up, they often tend to get more extreme in their beliefs. An experiment on this, I will comment on later on (hvor?). Some of the groups are also very banal, as some of the causes they fight for, are something that only few could oppose against. Groups like "people against violence", now I would believe that most people are against violence. These are just some examples of groups, that decreases the importance of others.

In relation to architecture and urban planning, a lot of groups already exists. The earlier mentioned “københavnere lmod fejlplacerede højhuse” is one of them. Examples are also found on Facebook, as “5 uger for Resendallinien” which is a group for a certain highway through Silkeborg, and they want to show their opinion to the politicians. Their statement is written on the front page of the group, and the hope is that when they have reach a certain amount of members, they can show the politicians how many people share their view. So in fact it works as nothing more than a online partition.

By public participation, where the participants physically have to attend the validity is back. The participators, have by their presence validated, at least some interest and commitment to the cause. The initial discussion, can very well be discussed through a network on the internet, but my thesis is that some kind of validation have to be confirmed, to discuss and work on the topic seriously.

Can we somehow, get this validation back, also on the internet. Is it possible to create a virtual network, through the use of some of the medias presence today, where one is responsible for what they do and what they say. With virtual worlds as Second life , it is possible gather online. Some of the troubles by doing it online, have already been mentioned in chapter. So what we need to do is find some way, to get around these obstacles. The initial problem is that, one never knows, who is behind the avatar. This can both be a positive and a negative thing. The positive thing is that, shy people now have the courage to speak their mind, the other way around, people can attend only to terrorize the other participants, or engage in discussion only for the sake of discussion, such as the earlier motioned flammers and trolls(chapter 1). If it is somehow possible to verify yourself as a citizen in these online communities, like with a digital signature, one is suddenly as responsible there as in the “real” world. In a lot of public matters people already have a Digital Signature, to access ones private information on the internet, like tax papers. This signature could also be your key or membership card to the digital community, where the local subjects are being discussed. By accessing with the digital signature, the computer can access your personal data like address and name, at actually verify, that you are one of the citizens eligible participating.

## The Participant

A reason to incorporate the citizen as a participant, is discussed earlier. Why they should be a part of the project, what they could provide a project and the acceptance of the public.

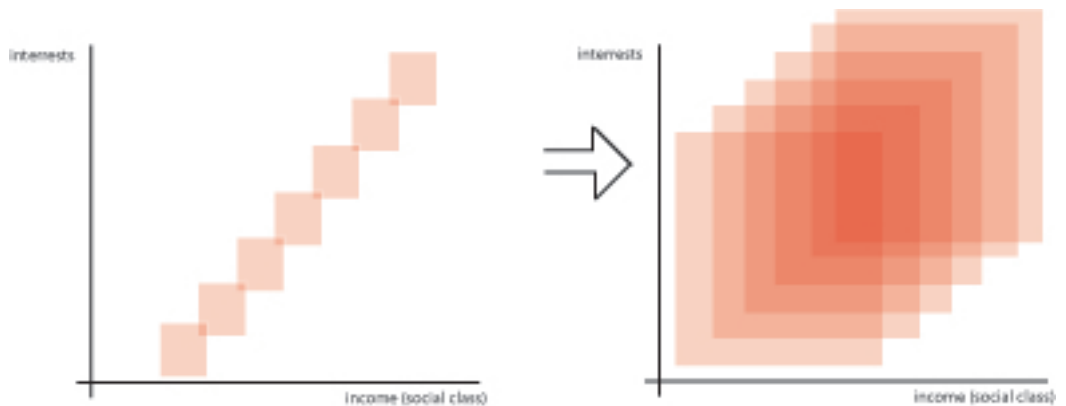
Another reason why, is that the view of the public has changes. One can no longer speak of citizens as one "the" person. People in society are very different. Before people could be divided into classes, and on that, their opinions. But as inequalities have declined, the diversity among people within the same "social class" increase, which also dissolve the classes. Peoples political beliefs can no longer be determined geographically nor socially. Although some areas have a higher percentage of voters, that votes either left or right, the leftwing fanatic will exist in a area with a small majority to the rightwing parties.

*"But if public and political discussion is taken as an accurate indication of the actual developments one could easily be led to the conclusion that in the Western countries, especially Germany, we have moved beyond class society. The notion of class society remains useful only as an image of the past. It only stays alive because there is not yet any suitable alternative." (Beck, 1987)*

Social classes do still exist, but in another way than before, now when we talk about social classes, it is more about income, than status (aristocratic > Bourgeoisie). And people from the different social classes interact more with each other now because of common interest. It is now possible, because the prices of interests has become cheaper and the general income has increased. It is now both possibly for the gardener to play golf, just as the bank manager who's garden he maintains.

*"People with the same income level, or put in the old fashioned way, within the same "class", can or even must choose between different lifestyles, subcultures, social ties and identities. From knowing one's "class" position one no longer determine one's outlook, relations, family position, social and political ideas or identity." (Beck, 1987)*





It is not possible to speak of “the person”. This not only applies to political beliefs, but also on life style, morals, interests, hobby’s and so on. People have become more aware of themselves and now feel a need to be an individual.

*“the tendency is towards the emergence of individualized forms and conditions of existence, which compel people – for the sake of their own material survival – to make themselves the center of their own planning and conduct of life. Increasingly, everyone has to choose between different options, including as to which group or subculture one wants to be identified with. In fact, one has to choose and change one’s social identity as well as take risks doing so. In this sense, individualization means the variation and differentiation of lifestyles and forms of life, opposing the thinking behind the traditional categories of large-group societies – which is to say, classes, estates, and social stratification.(Beck, 1987).*

## Individualization

*“processes of individualization are very dynamic; they make it difficult to avoid ambiguities in the interpretation of social structure. Empirical stratification research or Marxist class analysis probably detect no significant changes; income, inequalities, the structure of the division of labor, and the basic determinants of the wage labor have, after all, remained relatively unchanged. The attachment of the people to a “social class” (in Max Weber’s sense) has nevertheless become weaker. It now has much less influence on their actions. They develop ways of life that tend to become individualized, For the sake of economic survival, individuals are now compelled to make themselves the center of their own life spans and conduct. ”(Beck, 1987)*

This is of course a product of democracy, but also a product of globalization and the western lifestyle. But it is not a right in a democracy. India, which is a democracy, still has the caste system, which does not allow people to be free, in the western sense. They have obligations because of family inheritance, such as debt, family status. This means that the castes are not in control of their own life, but are owned by people higher in the caste system, because of their family and social inheritance. In the western world, the individualization is the opposite of this.

*“the existence of individualization has been empirically verified in numerous qualitative interviews and studies. They all point to one central concern, the demand for control of one’s own money, time, living space, and body. In other words, people demand the right to develop their own perspective on life and to be able to act upon it. However illusory and deceptive these claims may turn out. And they arise from the actual conditions of life in Germany as they have developed in the past three decades”(Beck, 1987)*

This has also happened in Denmark as well, people need to feel that they are individuals and that they are in control of their own fate. This also means that people will not accept that choices are taken out of their hands. They not only want to be in control of themselves, but also the environment they

live in, from their interior design to the local environment. This way, if the public have no chance of influencing decisions in their area, they will feel left out and de-democratized. People demand the possibility to influence decisions being made in their area and the ones which effects their lives, and living conditions. If they will act on these possibilities is a different question. Sometimes just knowing that the possibility is there is enough, that one knows that they have the possibility to influence decisions. People sometimes object, that they have no say in a discussion and that their meaning isn't heard, before they actually know if they have anything to say.

Having an open discussion from the start, could actual, minimize objections during and in the end of the project. If the public know that the possibility is there. This could be a discussion forum in the projects homepage, where the developers invite people to discuss and come with ideas to the project. But for this to work, it important that there is actual feedback. That when questions, objections and ideas are being posted, the people participating in the discussion actually felt that they get feedback and that they are listened to. There is nothing worse than when people ask for your advice and then doesn't listen. Not that they have to follow that advice, but that they at least listens. Again some kind of verification have to be present in order to participate, before the discussion can be taken seriously.

In some areas, a lot of different individuals are now living together, differences as social and ethnic background, age and interests. And immigrants and their descendents have also become a big part of the Danish society as ,they now represent 9% of the population(nyidanmark). There are still some problems in Denmark with integration, and therefore immigrants are well under represented at public hearings. Therefore it is also the obligation of the Developers to make sure that these groups, are also represented at the public hearings. It is not only a social responsibility, but also to ensure sustainability and future-proof for the multicultural society.

*“There is a considerable unevenness in public participation. For the middle class who have already secured a position in society it can be assumed that there may be high levels of formal participation in government through voting, although less interest in community participation at the local level. Participation appears to be uneven with the poor appearing to need to be more engaged than the middle class in forms of public participation, even though the middle class has a high level of participation through, for example, school governing bodies, environmental issues and in suburban security groups. For poor people still striving to achieve access to housing, services, and a better standard of living, participation is essential and is a form of political engagement to ensure that services are delivered.”(Moodle, 2007)*

With mixing of social background, the neighborhoods has both been strengthened and weakened, when people of different social background live in the same areas, new acquaintances are made, and people get to know and understand a larger part of society, on the other hand, in areas where the differences are bigger, people can be isolated or feel alienated in their neighborhoods, because the differences are too big. And thereby the feeling of neighborliness can decline. This is to some extent what happens in ghettos.

*“The modern metropolis as well as urban developments in the smaller towns replace traditional settlement patterns. People from a great variety of cultural background are mixed together and social relations in the neighborhood are much more loosely organized. Thus the traditional forms of community beyond the family choose their own separate relationships and live in networks of their own. This need not imply that social isolation increases or that relatively private family life prevails – although this may happen. But it does imply that already existing (ascriptively organized) neighborhoods are shattered, together with their limitations and their opportunities for social control. The newly formed social relationships and social networks now have to be individually chosen; social ties, too, are becoming reflexive, so that they have to be established, maintained, and constantly renewed by individualization” (beck, 1987)*

When the feeling of neighborliness declines, so does the feeling of responsibility for the neighborhood. Responsibilities as protecting and maintaining the neighborhoods, being active in regard to social relations and also question risks and always trying to make thing better, making sure that the area evolves as the rest of society does.

It might be a rest-stop on the way to something better and a temporary living situation for a lot of the inhabitants of these areas. They might have a plan to move somewhere else later on, and therefore see no reason to improve the area, as they see no point, because they are going to move anyway. But it doesn't change the fact, that it is always inhabited, and the areas are very much permanent.

The question is then how to activate the neighborliness in these areas and how do get the inhabitants to take part in their community.

*"by directly involving stakeholders in the planning and implementation process we found that they were prepared to take more responsibility in solving local problem" (moodley,2007)*

Another project that Urban Task Force is working on at the moment, is at Hedehusene near Copenhagen. The goal is to involve the inhabitants of the area, in the development phase of a renewal project and have them develop some ideas about, what they think should happen to the area. The area, is what one might call a high risk area. It is a area of immigrants, seniors, single mothers and unemployed. People who are mostly dependent on social services. The area have some similarities with ghettos. A lot of the things in the area is vandalized by the inhabitant themselves, as the youth of the area, has nothing else do to. The youth club in the area is only for younger people and a lot of the late teens living in the area, are court between, where they are taken care of and adulthood. These are some of the reasons, for some of the vandalism in the area.

*"There are at least two levels at which participation is justified; firstly as a democratic requirement to allow citizens to engage in decisions about the multifold issues in social, environmental, and service issues largely at a local level and, secondly, to improve the effectiveness of government in providing services through the articulation of 'customer' issues causing dissatisfaction. The resolution of such dissatisfaction would secure an improved service, possibly at a lower cost since the*

*reasons for vandalism and non-payment would be removed. The language of politics here is crucial.”(critical dialog)*

By incorporating and activating the people of the area in the development of the area. The inhabitants feel that they have a personal responsibility for the area. They took part of the development and therefore, it is in some way also their project. And this will make them protect it more, as it is in some way there's. Also people in the area, will know that it is their neighbors, that helped making the changes and not somebody from outside. This not only ties the inhabitants socially together, but also creates a personal responsibility for the inhabitants to protect their neighborhood. Which from political and economical aspect, can save a lot of money on maintenance, as the inhabitants take some of it on their hands. People tend to take more care of things, that they perceive as their own. Urban task force created a relation with people in the area, by working on the project in the area. They bought an old circus trailer, that they placed in the area and made their office for the duration of the project. Some of the other initiatives they made in the area, from the ideas of the inhabitants, were a local tv channel and a homepage. Which makes it easy for the people in the area to, be up to date on what is going on in their neighborhood.

*“A final observation and learning is that active citizen participation allows communities' access to the once 'faceless bureaucracy'. As stakeholders engage with city officials, artificial barriers are broken down. Mutual respect and a new spirit of working together become enshrined when local solutions to problems are sought.” (Moodley, 2007)*

Some of the successes so far, have been making the community actively participate in the discussion of the renewal project. Some of the learnings, that can be taken from this example, that we can use in order to design other public participations, is that it is a good idea to seek out the people that could benefit the public participation, and not only announce the presence of one, but to ask people to join. Not wait or expect them to show up by themselves.

Another important learning is, that if you want people to participate, it is important to look at the participants as equals, not as victims. They have to be treated like they are as important as anyone present. And that their

opinions are taken seriously. And maybe more importantly, that we need exactly their opinion view on the project.

*"In looking back at our at our participation experience we have learnt that investing in genuine collaborative processes is invaluable because the quality of our service delivery is greatly improved when we consciously integrate ideas from those we serve. As we demonstrate our commitment to listening to the city stakeholders and, more importantly, acting on their ideas, more and more innovative local suggestions begin to emerge. "(Moodley, 2007)*

To summarize some of the previous findings. We can conclude that there are a lot of different individuals in the areas within the area where the public participation or hearing takes place. And it is important to get representatives from all of the groups that exist in the communities. It is important that all parties is represented and it is important to actively make these people participate. There more different perspectives that are presented at a hearing, the better it is. Not that a compromise always have to be found in disagreements, but that the different parties are heard. This not only benefits the project, but also benefits the community in general. The benefits of gathering all the viewpoints into one discussion, the following example will show:

When people gather in groups to discuss opinions, groups members of the opinion tends to get more extreme and groups with different views point between the members tend to come closer together. An experiment was done in the united states. People where divided into groups of ten by their opinion on politics, if they where right or left wing. Before they were put in to groups they, were given a questionnaire, where they on a scale from one to ten, had to answer how much they agreed on certain political subjects. Afterwards, they divided the people into three different kinds of groups. Groups with people who were mostly democrats, groups that were mostly republicans and groups that consisted of both. After discussing different political topics in the groups. They once again had to answer the questionnaire as a group. This time the answers didn't give the same overall result as before and then again as individual.

It was not surprising that the groups, with people with both viewpoint

came closer together. They were better able to accept the others views points. And actually, their personal views points were also being moved closer to the middle, when they had to answer the personal questionnaire in the end again.

But what was surprising was that, the groups which more or less had the same view, became more extreme in the views. Where the average before was 6-7 on a scale, it became around 8 and the groups with people that before said 3-4 now agreed upon around 2. The experiment shows that people in groups tend to if they agree, to become more extreme in the views and if they do not agree, they tend to come closer to each other (Gladwell, 2002). A lot of examples of this can also be found in history. That groups together, can give growths to extreme views. Football Hooligans, The Nazis, Islam fundamentalists and the autonome in Denmark. The extreme views exist of course on both sides of a normal moral border. Extremism is also found in topics that we find positive. The environmental extremists, PETA (People for the Ethical Treatment of Animals) and these views can sometimes bring people with a more "normal" views either further away or closer to them.

The experiment in the US, also shows that bringing people together, even with different opinions and views, can come to an agreement and understanding of each other. When people become closer to each other is often because they get to understand each other's viewpoints. When they drift apart, it is because they have not. This knowledge, might for some be obvious. But never the less, it is knowledge we can use in the public and also in public hearings, because that is in fact bringing people together, to share views.



## The past, the present and the future

As the public, have become more and more knowledgeable, on the topics that affect them. The scientist or the people who are behind them, are now listening to the public, because they cannot ignore them. Again this is local knowledge that can assist processes of examination and study. They are able to make the scientist aware of the risks, that they have not calculated. Not only does one need to look into the objections of the current project. But also needs to look at, objections being made during other projects, at the objections being made after projects have been finished, so that they early on in the project, can assess them, and make precautions early on in the project phase. At it also emphasizes the importance, of “recording” the objections and approvals of the present projects. To further investigation and for future projects.

*“...the natural and engineering sciences have taken up many of the public criticisms of themselves and been able to transform them into opportunities for expansion. These criticisms relate to the conceptual, instrumental and technical differentiation of “still” or “no longer” tolerable risks, health threats, labor stresses and so on. Here the self-contradiction that scientific development has got into in its reflexive phase becomes tangible: the publicly transmitted criticism of the previous development becomes the motor of expansion.”(beck, 2987)*



## Proves

When presenting data and material to the receivers, whoever they are, one must today be convincing in ones argumentation. The right proves are not enough anymore, everything today are being second guessed and some time even the most convincing proof, is not enough to prove your case. It is today more about how the proves are presented, than the prove itself.

*“In order to survive this interprofessional competition among experts, it is no longer sufficient to present “tidy” tests of significance. At times one must appear personally and convincing. Under conditions of reflexive scientization, the production (or mobilization) of belief becomes a central source for the social enforcement of validity. Where science used to be convincing qua science, today, in view of the contradictory babble of scientific tongues, the faith in science or the faith in alternative science(or this method, this approach, this orientation) becomes decisive. Perhaps it is only the “extra” of presentation, personal persuasive power, contacts, access to the media or the like which will provide the “individual finding” with the social attribute of “knowledge”. Where faith (helps) decide on scientific arguments, it con soon resume dominance – of course, no longer as faith in its external form, but as science.”(Beck, 1987)*

Also what is important when dealing with proves, the basis for decisions, is who provide these proves. It is quite a big problem, because many things can influence the scientists answer. Funding of research, can in some situations effect the answer, and now especially with a lot of scientists working in the private sector.

A lot of the science being made, is made by asking, what do I need to prove, at how can I do this. Which is a subjective approach, science for decision making should be objective.

This is what is happening in the courtroom, both the prosecutor and the defender will present special scientist witnesses. That claim totally opposite opinions and results, most of these are their understanding and interpretation of the scientific data. This can be blood splatter analysis in a murder case. A psychological analysis to see if the accused is fit for trial , where each side will find a scientist or doctor that will corroborate their side of the case. Again it will be up to the jury, to decide which of these or the most likely, and are they capable of doing this?

“until the sixties, science could count on an uncontroversial public that believed in science, but today its efforts and progress are followed with mistrust. People suspect the unsaid, add in the side effects and expect the worst.”(Beck,1987)

This is also to some extent what is happening in the public sector, and in communities. When opposites have to prove or disprove risks. And not only scientist are involved in this. People in the communities, search through information, to find studies, that will back up their claims and support their objections. Some of what they find is pseudoscience and doesn't have the sufficient evidence to serve as proof. But it can be difficult to disprove, if one does not have all the data, that the conclusion of the study is based upon.

This means that if it presented in a discussion, without everyone having read the study, or at least representatives from both sides. It cannot be discussed properly. This leads to the conclusion, that, if studies are to be incorporated into the discussion. The material, the study, must be accessible for all of the involved parties, before the discussion takes place. Often in a public hearing a participant will refer to a study with a opposite result, than the one presented at the hearing. It is then difficult to counter argue, because one is unfamiliar with the study. Therefore it must be stated, that if participants, want a study, to be included in the discussion, they must submit this, before the actual hearing. Making it possible for all participant, officials and developers, to read the study, prior to the discussion. As in an interview, where the questions are asked, are send on beforehand, so that the interviewee can find the necessary arguments and know of the possible articles being referred to and not act surprised.

Proves have really gained a whole new meaning, after the invasion of Iraq. It is important that one does not see public participation, as an invasion of “wannabee” scientists, sociologists or architects. But as a peak of democracy. As architect builds in the visual environment, in their urban landscapes, they invade the public domain, and therefore must also answer to them. There is already rules about how, the public can build their private house, district plans, decides the height we must build in, the sizes of our houses and in some cases even the materials and colors that are allowed. The citizen can also be heard though, if the they want dispensation. Therefore it must also work the other way around.

A lot of public hearings, are held after the project is finished on the drawing board. And only few alteration can be made. In every project, the price of alterations becomes greater the closer to the final project it gets. There

for it is not only a matter of making the public happy, that it is wise have a public hearing early on in a project. But also a economical wise decision to do so.

*“In many central fields of conflict – particularly in reactor technology and environmental questions, but also in family and marriage law or labor law – experts and counter-experts confront each other in an irreconcilable battle of opinions. In this way the decision is handed back to the judge – partially because the choice of expert witnesses already contains a decision in advance, partially because it is his duty to weigh and reorder the arguments before reaching a verdict.” (Beck, 1987)*

Already the public have a great influence on what is being build. Therefore it is important to the presenters builders to present the material to achieve the acceptance of the public.(beck, 1987, s. 222, l. 12-28) This makes it very important for the architects, that the public can understand the vision of the architect. Here the architects, must created their material, so that it speaks directly to the “average” citizens. That the material is in a language and a media that they are familiar with. If we ask the public to take part in a discussion, it is our responsibility, that the discussion is in their “language” and therefore, the material that they have to discuss from and base their opinions upon, must be as well.

*“television isolates and standardizes. On the one hand, it removes people from traditionally shaped and bounded contexts of conversation, experience and life. At the same time, however, everyone is in a similar position: they all consume institutionally produced television programs, from Honolulu to Moscow and Singapore. The individualization – more precisely , the removal traditional life context – is accompanied by a uniformity and standardization of form of living. Everyone sits isolated even in the family and gapes at the set. Thus arises the social image of an isolated mass audience – or, to put it more bluntly, the standardized collective existence of isolated mass hermits. (back, 1987)*

A lot of the products we see in the media today, are almost the same. This gives people the som box to work with. It also makes the only way of being different to act out. A lot of the subject or topics discussed in television are things that effects big groups of people, the stories being told are very rarely from the local area, but national stories, stories about mistakes, or

shockers. A lot of TV now a days is more about being more investigative than others, and the more a TV channel can expose. The more successful it is, at least in terms of audience ratings. Even though, local news are broadcasted, it is only a small part of the TV schedule that are dedicated to this, and because of the short amount of time, it is very rarely, that they get in to detail, they merely skim the surface.

Therefore it is important that the developers to make sure that, the information is not only publicly accessible, but more important visible. As free newspapers (Urban, MetroExpress, 10 minutter) have become more popular. Sales of ordinary newspapers have declined, and the news people get today are more short quick news, a part of the “snack culture” where people consume information in quick hits, rather than deeper reads. It is now more about being well informed about everything, rather than being well informed in specific topics and interests. Today you have to be able to talk about everything, every topic or one will be perceived as uninformed and not up to date with the topics in the media.

Information through history, have always gone the way in being made smaller and more compact, to make the “things” more digestible. Now news, stories, information are being consumed in “snack” size bits. The New World of One-Minute Entertainment, has a lot of examples like Youtube, the new news channel by Denmark Radio called Update, rss feeds, text messaging instead of engaging in actual conversation, and the list is endless. There is no reason to believe that this development will stop or reverse anytime soon. This development will probably go on. Therefore the Developers must adjust to this culture in order to make people engage in the topic.

Like commercials, they must not just announce and inform they must urge people to take part. Make teasers(chapter 2) that will spark peoples interest. They must advertise the event, and explain why people should attend, in a snack size bite.

A lot of the news today have more to do with sensational news, than actually political discussion, There is a greater interest for a politicians private scandals, that for what the politicians wants to do with political subject. Everyday a new politician apologies on TV for a comment or a reference being made earlier. Whereas the state is today, it is more about undermining the characters of other politicians, discrediting, debunking

aspect of their personal life, that have nothing to do with the political. It is important that we return to the “political issues” that matters, and will start the right discussions in public, in order for them, to be commentators and meaning givers. One could suspect that politicians do this on purpose, in order to keep the political power, and not leaving anything for discussion in the public, so that the public has nothing to comment on. But this might be a suspicion, that is not justified.

Before we have public hearing, the topics must all so have access to the topics, that we want to discuss. To do this, we must penetrate the media and communicate on their terms. The only thing needed is five minutes, to catch their interest. And they will seek out the information. It is then also our responsibility to make this information comprehensible.

## Findings

In this chapter we learned how the businesses already uses public participation to a great extent. How they use survey institutes, to make user services through telephone calls and questionnaires. But also showed that, there were some problems with this multiple choice approach. That it was possible for who ever made the survey, to manipulate and ask the questions in the right way in order to get the results wanted. We also learned from the Focus Group approach, that it is important to record, everything that is being said. To be able afterwards, to analyze how the focus group went, and so that it is possible later on, to go back and see what was said and done. This we can also use, at public hearing, because there is a lot of information that is not perceived the first time. And it can be used to prepare future public hearings.

In this chapter we also looked at two cases, one in Copenhagen and one in Aalborg, both of them were successful, but they did have some differences, and some things that worked better in Copenhagen than in Aalborg. This was that the court room approach, that supertanker uses. Works best if there is to opposite opinions present. The workshop after the panel discussion was also a success, as the participants got to discuss their view point and to present their ideas for the projects. It also showed the importance of material being published up to the hearing, as the participants were well prepared.

On the question why we have public hearing the term Local Intelligence was coined. To describe, the local knowledge in the area, that all of the citizens individual knowledge combined, creates a strong intelligence. That can answer a lot of questions, and help the development of a project. The example was made of User orientated design in the design field. Which described this local intelligence in another context. The local intelligence knows of everything that is going on in the areas, such as dangers, risks, social life and everything present in a local community. It also shows how public participation is important as in can lower expenses used on research.

Another important discovery was the term risks, which describes all of the effects a project can have in an area. And that the inhabitants of the area become experts on the risk present and the ones that are about to come.



We also looked at how these risk on a global scale was exported to other countries and how this was possible.

Because of these risk, a lot of initiative groups have been made, both locally, nationally and globally. It was argued that these groups have declined in influence, as there become more and more of them, and that the serious ones vanished in the crowd of the more unserious ones. But it does however show the interest in the public to influence political subjects such as public hearings. An idea was made about, how people could validate both their identity and commitment, though some kind of validation as a digital signature, instead of just an e-mail and a name.

We also found out that the participant are ever changing, that because of the decline in inequalities. That the old class system, have been substituted with a new. And that the new classes interact more with each other than, people did in the old one. That perhaps people have become more equal. And because of this, individualization have entered all classes, as the citizens within them, try to differentiate themselves from each other, trying to create a identity as an individual and be in control of their own lives.

This is important, because it has a lot to do how we get their attention, with different kind of media. And also shows that people can no longer be perceived as “the person” and that people within the group “ the average person”, are a lot of different personalities, that can be disagree on many subjects.

The idea that there could be an open discussion before the actual herring, where people would be able to discuss the topic before the actual hearing. This could be a discussion forum or it could take place in an virtual world of a project proposal. The discussion could be very important, because it gives people the chance to discuss different viewpoint of the topic, meaning that they can research more on the topics of the public hearing before the event. Also be able to present studies and different kinds of proof, making it possible for people to get acquainted with different research on the topic, an examine the correctness and precision of the studies. To make it possible to find counter proof. It will make possible to get into the cores of the issues a lot faster during the public hearing. It will also help the public hearing organizer and designer, which questions to ask on the public

hearing and what material that is needed to present the different aspects.

Other finding was that, incorporation of inhabitant in the development phase of a project. Minimizes the vandalism in the areas. Because if the inhabitant are included in the discussion and designing phase, they feel that they have an equal say, which gives them a sense of ownership. This means they are more likely to protect the project result, after it is finished. It is here important to emphasize the equality, because if the participants feel that they are talked down to, it will have the opposite effect. People are more likely to participate if they are actively invited to do so, because they from the start, felt that their arguments will have an influence and that their own personal knowledge is needed.

When people are joined in groups, they tend to, if they are of the same opinion, to become more fundamentalistic in their views. The other way around, if the disagree, they tend to become more understanding of each other, and the views comes closer each other, even though they will never quite agree. This emphasizes the importance of having representatives from all views point present at a public hearing and a diverse audience. As they will start understanding each other's view point, and relaxed some of their demands.

In a discussion the proves that support ones arguments have also changed. It is now more often; who presents the proof, the way it is presented and who of the representatives who seems more trustworthy, that decides which is the truth, rather than the actual studies behind them. As there is always counter proofs for every proof, it is important to decide, what one will accept as proof and what is substantiated enough to be regarded as proof.

The last topic discussed was the snack culture and how the media landscape keeps changing. We have to accommodate this an try to involve the public on their terms. By luring people using popular media to do ignite their interest on the subject, and then provide the more informative information as well.

To find out what we learned in this topic, we can start out by determining if the question that were set up in the beginning of the text have been answered or if we from our findings can conclude something that will. We will also look at how the digital media in the previous two chapter relates

to these questions and what they mean to them.

### **What is a public hearing?**

A public hearing is a gathering of citizens, that assembles to discuss and develop ideas on a project that is to be executed in the inhabitants community.

### **Why have a public hearing?**

*Why is important not only have public hearing when required by law? What can the parties involved gain from a public hearing? Is it only to make the public happy, to make them feel that the democracy works?*

It is important to have a good relation to the citizens in the community, it will make it easier for the project to be approved , if it has the support of the community.

Both participants and the developers can gain from a public hearing, the participants can object to certain risks and dangers of a project, but also help develop it in to something that will benefit them in their everyday lives. The developers can gain a lot of knowledge through Local Intelligence.

It is an act of democracy, and yes sometimes it is to make the public happy. But if is executes properly, a lot is gained, that would be unwise not to incorporate into the project.

### **When should we have them?**

*When should we have them, when must we have them. In which projects is it important or even essential to have a public hearing. Which kinds of projects could gain from them. And when does the public feel that it is necessary.*

A public hearing should be held every time a project will have a significant influence on the community. Also the private sector should be obligated to have them, if their projects poses possible dangers or risks. Al projects can gain from a public hearing, some more than others.

### **Where should we have them?**

*Another question, where should these hearing take place. Most of the public hearings take place in the local area of the project. But are there*

*other possibilities? Is it possible to use other kinds of media, that are not usually used in these kind of interactions? Do we need to establish relations between the participants and the project-managers? Does it has to take place in person? Or can it be done in a virtual world, on a debate forum?*

The public hearing can takes place in any of the above mentioned places. But there are different factors that can influence the choice. It would be wise to at least meet in person once. So that people can create some relations and see who the co-participant are. Initial meetings can take place in a debate forum or a virtual world of the site. where they can share information and discuss the topics before, the actual physical hearing, afterwards the discussion can return to the virtual or debate forum, so that is possible to discuss the topics further, and be updated on the recent development of the project.

### **When during the project, should we have them?**

*Should we have them in the start or the end of the project, or maybe both. Should there be updates as the project goes along. Would it be possible to have different kind of meeting doing the process, with alternative media?*

The public hearing should take place, when the concept for the projected have been made. In a time where it is still open for alterations, but still have some topics to discuss. Or the public hearing shound take place when nothing have been made, and then use it as a think tank, a workshop of ideas to build a concept for the area.

### **Who should have them?**

*Who are responsible for the hearing. Is it only the municipality and the state that have to have them. Or does businesses also have a responsibility?*

Everybody creating project, that have significant influence on the community or poses possible dangers or risks.

### **Who should manage them?**

*Who are responsible for having public hearings, is it the municipality, is it the public, is it the architects, the politics? Who will be the officials that makes sure everything runs smoothly.*

All of the above have a responsibility. But the ones responsible for the projects,

should be the ones responsible for the public hearing.

**Who should Attend?**

All of the involved parties of the project should have a representative present. It is the responsibility of both the public and politicians that every part of the community, that the project influences, have a representative present.

**Which Media should we use?**

Which media must we use to communicate with the public, how do we get people to participate? What is the "language" that should be used.

It is important that the media and language used, is something that the public can understand and are use to. The public hearing should be arranged on the public's conditions.

**What do we use the material obtained for?**

What happens afterward, how do we make sure that, the hearing is actually being incorporated in to the project, and maybe future hearings.

At the end of the hearing the material is gathered and should be taken into consideration in the further development of the project. The material should also be saved for future.

## Conclusion

As the finished design of the project will be further developed and presented at the exam. We will conclude on the basis of the prior three chapters. In Chapter One we deal with different kinds of tools that are used, within the architectural field. Through studies on the different tools, the pro and cons were found, and possible ways of using them to present architectural projects to a receiver which in this case is the public. That it should be possible for people with no knowledge of architecture, or architectural terminology, to perceive and understand the projects being presented. The basis for this, was that normally architects aren't great at mediating their projects to people outside of the field. And that they already have a hard time explaining their visions to fellow architects. And the architects need these skills, because as mentioned earlier they have to sell their projects based on their presentation. They have to do this not only to the public, but also to contractors, engineers, funders, politics etc. But in this study, I focused on the public, the normal people. Both because public participation was a part of the project, but also because all the other fields, contractors, engineers, funders, politics are also a part of the public. Meaning that if the public would be able to understand it, so would all their other fields as well.

One of the important findings in Chapter One was that the architect doesn't have the product he is trying to sell. This only emphasized the importance, of the architect's presentation.

There are 5 major findings in this chapter, that will be incorporated into the design.

- 1: Virtual reality as a space for discussion and exploration
- 2: The importance of context.
- 3: The film as a media
- 4: 3D computer models as animations and augmentation
- 5: Signs and making use of people's Imagination

Chapter two studied the importance of the architect being the mediator. That he was only one able to mediate his vision for a project. When talking about the architect, it might as well be a team of architects, but the same applies to them. They are the ones with the vision, and therefore they must be the best ones to mediate it. The study went further and explored the method and tools to mediate through film and commercial, and studied the tools, that could help mediate a architectural project, and most importantly the visions of it. Not only visions as a geometrical form, but more as

moods, feelings and atmosphere and functionality.

From this chapter there is also 5 major findings that will be incorporated in to the design:

- 1: Professionalism
- 2: The screen
- 3: Marketing
- 4: Storytelling
- 6: Music and symbolism

The last chapter studied Public participation, in trying to find good ways of arranging them. When to have them. In order to design a Public hearing, a lot of questions that needed to be answered. Some of the them could be answered by the case studies of public hearing, others by studying society and culture. By studying this, it was possible to find answer to the questions that where asked in the beginning of the chapter. And they were answered in the end of the chapter after the findings. In studying to answer these questions, a lot of additional knowledge was found. That could be incorporated into public hearing as well.

From this chapter there is also 6 major findings that will be incorporated in to the design:

- 1: Local Intelligence
- 2: Individualism
- 3: Discussion forum
- 4: People in groups
- 5: Proof
- 6: Snack Culture

## Next step

The diagram shows how all of the major findings relate to each other. These will be integrated in to the design that will be presented at the exam.

The design will comprise:

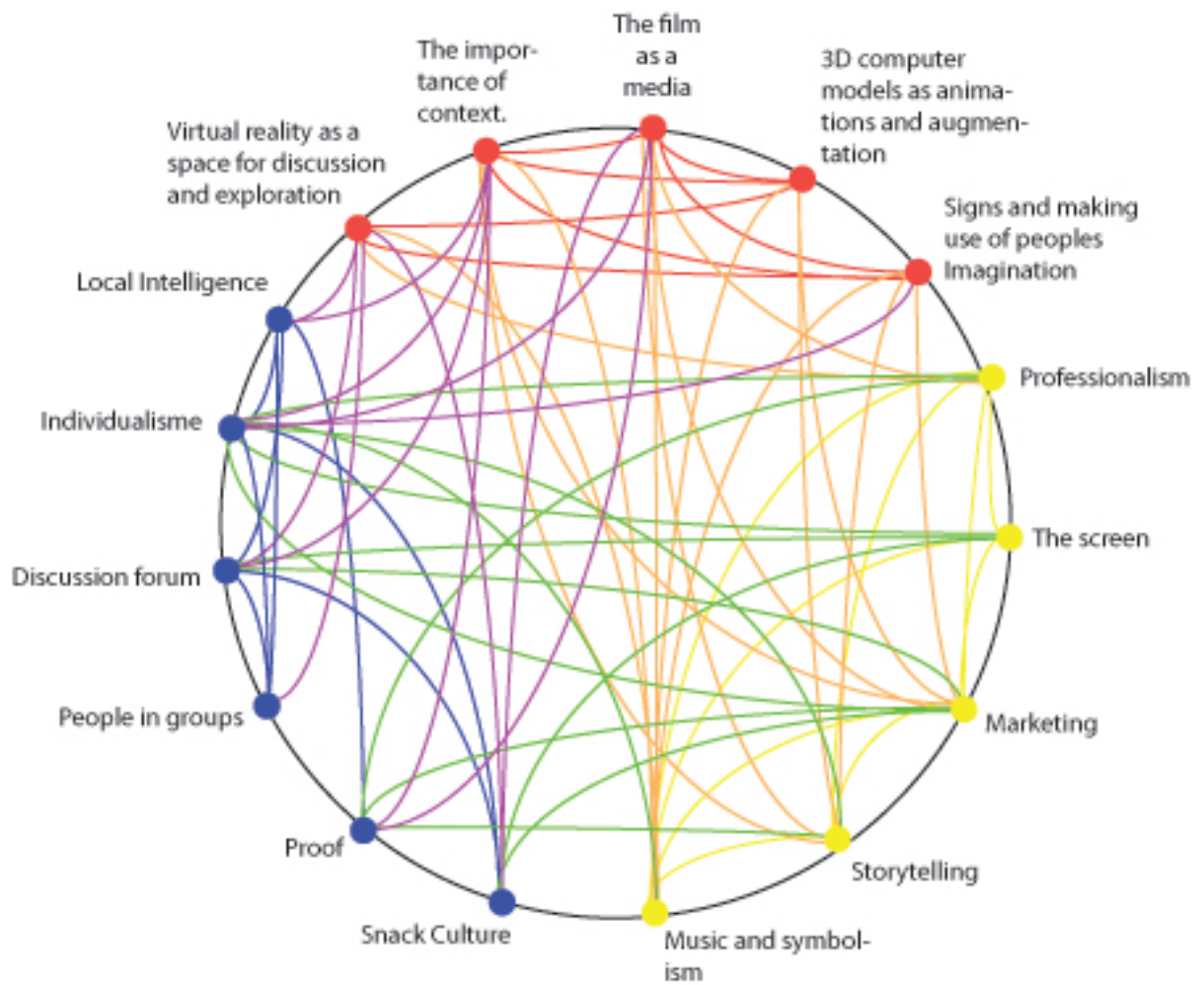
Design manual to public hearing:

Examples of how to organize a public hearing, based on findings in this study

Design manual to Architectural videos and commercials:

Different examples of how to mediate the representation and the architects vision





## References

### Litterature:

Beck, Ulrich (1987) Risk Society, Sage publications, London

Moodle, Critacal Dialog (2007) Critical Dialogue - Public Participation in Review

Gladwell, Malcolm (2000), The tipping Point, Little Brown, Little

Whyte, Jennifer (2002) Virtual reality: and the built environment, Architectural Press, Oxford

Beckmann, John (1998) The Virtual Dimension, Princeton Architectural Press, New York

Weston, Anthony (2000) A rule book for arguments, Hackett Publishing Company, Cambridg

### Websites:

[http://www.wilsonweb.com/cgi-bin/artman/exec/search.cgi?fields=art\\_field12&keyword=video](http://www.wilsonweb.com/cgi-bin/artman/exec/search.cgi?fields=art_field12&keyword=video)

<http://www.frankwbaker.com/filmframework.htm>

<http://tvtropes.org/pmwiki/pmwiki.php/Main/BasicCommercialTypes>

## Relection.

When I started this project, there was a lot of other aspects that I wanted to incorporate into the project. But as time went by, I realized that I had to narrow down what I wanted to do. That meant some time was wasted on research, that didn't make the project. Reflecting over the content of the 3 chapters, I find that there are still things, that could have been incorporated, instead of others. I would have liked for more research to be in chapter one and two. In chapter 3 I would have liked to incorporate, more than just one sociologists viewpoint on things. But I still thinks that Becks Risk Society was a great book for analyzing the public, and many of his views still apply today, maybe even more, than when he wrote his book. It will be interesting to prepare the material for the exam, and hopefully, I will be able to present you a product that, shows the importance of the findings in this report. Because of time pressure, I didn't have time for anyone to proofread my project. There have probably been some misspellings and strange sentences, while you read this project. I apologies for that.

