



ads 3  
Wild Wild East  
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**Theme**

The presence of the cinematic image in contemporary culture and its influence in contemporary architectural practice.

**Typology**

The exploration of two contradictory positions. The students face the re-evaluation of a generic academic institution against the needs of a film industry that is growing exponentially, an unavoidable force in contemporary culture. The ambition of ADS3 is to materialize (in a tectonic form) a potentially new typology that can be tested against the condition of the city.

**Program**

Our research has been based on the typology of a film school that will be grafted on to a deprived area of London that is emerging as gathering space for creative talent. The London International Film School (LIFS), located in a warehouse in Covent Garden, currently operates under problematic conditions, having outgrown the spatial capacity of its architectural container. This specific situation lends a challenge to researching the nature of an architectural typology without precedents and preconceptions.

**Site**

Relocation of the LIFS to the site of the Old Gainsborough Film Studios situated between Shoreditch Park, the Grand Union Canal and New North Road.

1<sup>st</sup> term: Site analysis at four different scales: 1:1000, 1:100, 1:10 and 1:1.

The following issues were considered part of the analytical framework where students operate:

Research into the specifics of the sociological and urban fabric.

Contradictions created by the overlaying of a new typology onto a long-deprived urban context.

The topography of context: Establish different degrees of connectivity.

Activation of a derelict urban void.

Which is more significant: the activity generated by the film school or the physical presence of an architectural artifact?

**Trip**

Visit to Rome. Another aspect of dereliction. Larger time scales. First architectural expression of global culture. Cinecittá, one of the meccas of European film making, shows signs of decline. Commercial pressures have reduced the physical size of the film sets. Television occupies part of the studios. The spirit of Fellini fades, the memory of his presence is an abandoned crowned-head prop.

2<sup>nd</sup> term: Following the visit to the LIFS in January, ADS3 began the research the specifics of the architectural program and how they might be overlaid onto the Gainsborough Film Studios site through the construction of an intuitive 1:500 model.

The following issues were considered as part of the strategy that became the operative framework upon which students overlay their intuitions and desires: Sketches of possible 'space diagrams' that link production and post-production processes in film with rooms to issues of connectivity, circulation of people and film technology.

Relationships between the public areas of interaction with the larger context of the city explore the urban 'seams and boundaries'.

Role of film sets as architectural cores of interaction for the collective activity of film making.

Explore the cinema (festive) space as the dark room for showing and discussing the results of the process of film making: interior and exterior 'camera obscura' (activation of the existing voids).

3<sup>rd</sup> term: The aim of the third term has been the tectonic development of the previous explorations.

The first year students embarked on the one2one which galvanised a material aspect of their projects.

The tectonic research has been the continuous dialogue between the spatial diagrams and the materiality of the 1:500 models.

**Conclusions**

The year's work provided a framework by which students were at once able to operate in a direct relationship to a client, and within the fictionalised possibilities of architectural speculation.

The projects display a range of concerns for greater social awareness in architecture. The image of architecture in the city as activator.

A powerful connectivity between nature and artifice, the virtual and the real.

Underscoring these concerns each student created their idealised vision of a film school.