



# TAD

THE JOURNAL OF TECHNOLOGY | ARCHITECTURE + DESIGN

ISSUE 1  
2017

## VIRAL

Information Technology as Prophet, Panacea, or Pariah?

*Photo courtesy Terri Boake*

**TECHNOLOGY | ARCHITECTURE + DESIGN** is a peer-reviewed international journal dedicated to the advancement of scholarship in the field of building technology, with a particular focus on its translation, integration, and impact on architecture and design. TAD solicits, captures, and shares new knowledge in how we think, make and use technology within the building arts. Published articles feature primary research in emerging materials, construction techniques, design integration, structures, building systems, energy, environmental design, information technology, digital fabrication, sustainability and resiliency, project delivery, the history and theory of technology, and building technology education. Aimed at researchers, educators, and practitioners, the journal advances and transforms the current discourse on building based technologies with the goal of expanding, reimagining and challenging its role for architecture and design.

#### **TAD's primary subject categories include:**

- Material Constructions
- Environmental Design
- Digital Design
- Project Delivery
- History and Theory of Technology
- Pedagogical Innovations and Initiatives

**Submission Types** - Authors are invited to submit papers that adopt a range of methodological approaches including but not limited to:

- Practice Based Case Studies
- Qualitative Research
- Quantitative Research

#### **Founding Editorial Board**

- Caryn Brause, University of Massachusetts Amherst
- Franca Trubiano, University of Pennsylvania
- Marci Uihlein, University of Illinois at Urbana-Champaign
- Andrzej Zarzycki, New Jersey Institute of Technology

For additional submissions guidelines, see

**TADjournal.org**

## Technology | Architecture + Design Inaugural Issue: Call for Papers

### VIRAL: Information Technology as Prophet, Panacea, or Pariah?

According to Kevin Kelly, founding member of Wired magazine, technology is ubiquitous, ever present and our destiny.<sup>1</sup> Smart materials, performance sensors, crowdsourcing, cloud computing, robotics and drones are but a few of the emerging technologies vastly transforming the way in which buildings are designed and experienced. And yet the role these information technologies play in shaping architecture is rarely at the center of architectural thinking, criticism or design. Most architects remain uninterested, incapable or reluctant to address the proliferation of data-based, digitally-centered, and smart technologies that are impacting the allied fields of construction, engineering, material science, and product design. Most recently, celebrated architect Rem Koolhaas even suggested the possible presence of a nefarious relationship between architecture and electronic/smart technologies, stating; “There is a potentially sinister dimension to ...being surrounded by a house full of sensors that can follow you on the moment of entry, to the moment you set your bedroom temperature, to the moment you set your likely return to your house.”<sup>2</sup> Is this seeming aversion to sensors and data points similar to that of nineteenth-century architects who failed to consider the impact of emerging industrialized technologies of cast iron, glass, and steel; and who failed to acknowledge the many ways they were destined to redefine architecture? It was fifty years before architects would embrace the potential of ferrous metals and sheets of plate glass in service to design: and this, only after historian Sigfried Giedion conceptualized their potential. At the end of the twentieth century, we remained incapable of recognizing the impact artificial environmental systems, such as air-conditioning, had on design.

In this light, VIRAL - the inaugural call for papers for TECHNOLOGY | ARCHITECTURE + DESIGN (TAD) - is timely in asking whether architecture is once again on the threshold of significant changes in the material, technical and procedural context of design. In the twenty-first century however, it is information technologies which are transforming how buildings are designed, constructed, delivered, occupied and assessed. From crowdsourcing to collective wisdom, technology is redefining our human relation to the environment, and to each other. Yet, to what extent are architects, and those who educate them, actively involved in articulating a path for such technologies within their work—be it in their research, scholarship, or design work? Alternatively, to what extent are architectural educators cautious, resistant, or critical of this highly speculative engagement with barely recognizable or material forms of technology?

TAD seeks contributions from scholars, educators, designers, and architects who research, test and create using these emerging technologies and who seek to articulate and theorize the impact which they will have on the built environment. The journal seeks articles that feature primary research in information technologies and their impact on materials, construction, structures, building systems, energy studies, environmental design, sustainability and resiliency, project delivery, and practice based innovations. Papers should advance scholarship with a focus on the impact, translation and integration of technology in architecture and design.

<sup>1</sup>Kevin Kelly, *What Technology Wants*, Viking Press, 2010

<sup>2</sup>Published in Dezeen - <http://www.dezeen.com/2015/05/27/rem-koolhaas-interview-technology-smart-systems-peoples-eagerness-sacrifice-privacy-totally-astonishing/>

**TAD is published twice a year with the first issue to be released in spring 2017.  
The deadline for complete papers is September 1, 2016.**

