

## **Tweaking Stata**

Welcome to “Tweaking Stata”, a fun sport that is part of the 2006 CSAIL Olympics.

**WHERE:** Dreyfoos Lobby

**WHEN:** Starting at 3:15pm Thursday, February 2nd

**WHAT:** Wearing architect Gehry’s hat or your own, you are asked to propose a solution to the “problem area” identified hereinbelow:

### **Problem Area**

Nineteen months after people moved in the Stata Center, the Dreyfoos Lobby is heavily underutilized, for some a “dead” area.



*Location of Dreyfoos Lobby in the Stata Center*

According to CAC (Campus Activities Complex) representatives:

”Over the past year and a half, the Dreyfoos Lobby portion of Student Street has proven to be one of the least used spaces within the common community spaces in Stata..... The big question has been what could be incorporated into the space to breathe more life ... student recommendations for methods in which to encourage life in the Dreyfoos lobby will be considered for implementation”

Traffic from Vassar Street and the neighboring Brain and Cognitive Science complex is thin. Doors are sometimes locked allowing access to the Ground floor only through the entrance closest to the kindergarden where parents drop off their offspring. The exhibition on the old building 20 is not very visible. And the area is in stark contrast to the activity around the Gates lobby and cafeteria, in part due to the absence of food .



*Problem area and primary circulation routes*

### **Your Task**

Your team's goal is to come up with a design that brings the Dreyfoos Lounge alive!

### **Important Decisions**

You must decide two things:

- (i) the function and activities for different parts of the Lobby
- (ii) the demarcation of space to allow these functions to take place.

To reach these decisions you must determine the degree of **visual privacy** and the **volumes** that will house these functions.

### **Examples**

You can propose: a video arcade, a smoothie bar, a conference room, a gallery and exhibition hall, an open study area, a reception room, an orangutan zoo, an aquarium or something of a temporary nature.

In the past DJ parties and coffee-shops have been set up in the space for different events.

## **Activities**

Think about visual, acoustics and movement through the space.

Walk around, draw lines, or blow balloons.

Write an email with zany or reasonable ideas about what to do with the space.

## **Materials**

You will be supplied with a scaled, laminated floor plan of the area, clay, balloons and string. Use these materials to “sculpt” your model, just like in kindergarden.

## **Fears and Help**

Several architecture students have kindly volunteered to help as consultants, jurors, photographers. They will be near your team to assist and offer you advice, eg how to use clay, which objects to place in the space etc

## **Food**

Warm, supple and delicious cookies will be available on site. You can eat them.

## **Deliverables and Presentation**

At **5pm sharp**, each team gets five minutes to pitch and present their proposal. The objective is to convince everyone that your concept is the best! You can rely on the **concept**, the **1:1 model** of your design, supporting materials and **rhetoric** to achieve your goal.

## **Implementation**

The Stata Center authorities will certainly take notice. Architecture consultants and jurors will help flesh out a proposal that incorporates all your ideas into a concept. So, your ideas will seed the proposal and will certainly make a contribution!

## **Optional**

You can take a short-survey on your experience working in Stata.

## Evaluation Criteria and Scoring

50% of your team's total score is **participation**. Showing up for 10' counts, even if it is for the presentations or to eat cookies! Just make sure you let your team-leader know. **Sending an email with comments or ideas counts half points.**

The other 50% is your design: Extraordinary **concept**, nice clay **model**, convincing **presentation**

Jurors will pay particular attention to the following:

- \* in your proposal, how much of your space remains public vs private
- \* in your proposal, what activities have you thought of and how the space support them.

### Example:

Team A fields 10 people. 2 more send an email. Subtotal from participation: 110 points. Team A proposal is extraordinary and ranks **FIRST** among equals.

Subtotal from design: 100 points Total Team A: **210 points**.

Team B fields 15 people. No one sends email. Subtotal from participation: 150 points.

Team B proposal is alright and they rank **SECOND** among equals. Subtotal from design: 75 points Total Team B: **225 points**

### Prizes

Winners (and losers too) get a free tour of the architecture department and free board on a nice island if they ever show up in Greece!

### Questions

Contact the commissioner at [tsakonas@mit.edu](mailto:tsakonas@mit.edu)