

**BUILDING DATA:  
Architecture, Memory  
and New Imaginaries**

# Opening Data: Recalibrating Architecture with New Narratives

Dirk van den Heuvel  
(TU Delft, Het Nieuwe Instituut)

This year's annual conference of the Jaap Bakema Study Centre (JBSC) revisits the broad topic of the digital. This time the focus is on the vast amount of data that are being generated and stored, and how to view this overload in light of new possibilities for architectural design and construction, archival and heritage practices, knowledge curation and dissemination through storytelling.

The questions around digital data and especially open data leave much to explore and discover, specifically at the scale level of the building. Even if urban and media studies have completely embraced the discourse around data, what remains an open question is the impact on architectural design and the building project. The intermediary object between the scale of the user carrying around and interacting with the massively available micro-technologies and the larger territorial scale of interconnected urban spaces, both public and private, has largely been disregarded.

This became also clear from the responses to our call that we sent out. It generated surprising propositions opening up new avenues we had not quite expected, from building analysis to co-creation formats as design tools, diversity and inclusion questions and data curation as historical research. The selected papers are clustered under the headings of Subjectivities, Hybridisation, Inclusions, and Precedents.

Contributors do not address data and its collection as an autonomous field, they all discuss data in relation to contextualisation and alternative operativity, beyond the conventional questions of optimisation. Data are not a given, or a neutral outcome of surveillance, measuring and research, they are always curated. Data need narratives

and narrators, to make sense. How to curate data, and by whom exactly and why, thus become crucial questions to assess the potential of data for architectural design, their value and meaning.

Next to the paper sessions, a special 'behind the scenes workshop' is organised together with the collection department of Het Nieuwe Instituut, looking into data research and AI possibilities. Three exhibitions are discussed through curatorial group tours: the third installment of Open Archive 3.0 which brings artistic research to digitised and born-digital archives; the outcome of the research project Vertical Atlas, which maps the planetary relations between the new technological networks; and Alison's Room: An Extended Reality Archive, an XR installation created by Paula Strunden, which is part of the project Prototypes for a Virtual CIAM Museum as developed by the Jaap Bakema Study Centre. The concluding keynote is by Georg Vrachliotis with a focus on the historical institution of the Bouwcentrum Rotterdam, an early example of data research in building construction which surprisingly resonates with the questions of today.

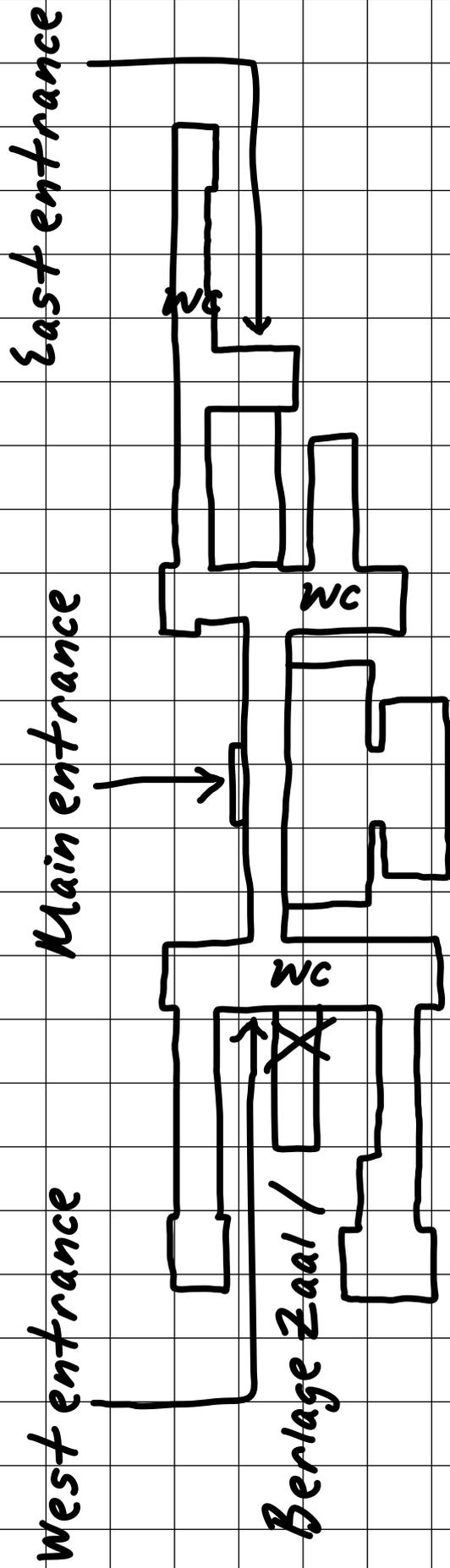
The conference builds on the 7th edition of the JBSC conference 'Repositioning Architecture in the Digital'. In 2020, we explored the emergence of the data society in the 1970s, mining the pre-history of the digital in architecture so to speak, and its traces in the built production and the archives. The results are available through the conference proceedings, which are available open access through the webdo-siers of Jaap Bakema Study Centre and Het Nieuwe Instituut.

Then and now we teamed up with Georg Vrachliotis who is the newly appointed professor of Theory of Architecture and Digital Culture at our Faculty of Architecture and the Built Environment at the TU Delft. As a kick-off of his tenure, he organised the conference 'The New Open' on the urgency of open data in relation to the built environment, and in which the Jaap Bakema Study Centre and Het Nieuwe Instituut also participated. Our current conference 'Building Data: Architecture, Memory, and New Narratives'

aims to further explore the conversations at these interrelated events, combining historical-theoretical research with questions of architectural design.

The conference would not be possible without the help of many people. It was organised by a working committee. Next to Georg Vrachliotis, it included our colleague Dennis Pohl, who is a postdoctoral researcher with the Theory of Architecture and Digital Culture group at TU Delft, and Fatma Tanış, the coordinator of the Jaap Bakema Study Centre. The Advisory Board and its members Tom Avermaete, Hetty Berens, Maristella Casciato, Carola Hein, and Georg Vrachliotis helped and supported the committee throughout the reviewing and selection process. In conclusion, I would like to thank everyone for their work, just as I want to express my gratitude to the participants, the authors of the papers included in these proceedings to the two involved institutions, the Faculty of Architecture and the Built Environment of TU Delft, and Het Nieuwe Instituut in Rotterdam, who enable the work of the Jaap Bakema Study Centre.

23.11.2022  
Berlage Zaal 1,  
TU Delft



10.30  
Doors open

10.30  
Opening words  
and introductions

Dirk van den Heuvel  
(TU Delft, Het Nieuwe Instituut)  
Georg Vrachliotis  
(TU Delft)

11.00  
Session  
Subjectivities

Moderated by Georg Vrachliotis (TU Delft)

*Programming a Record of Site:  
Between Coding and Writing  
/ Real-Time and Orthographic Time*  
Alex Blanchard  
(Newcastle University)

*Archives and Authorship:  
A Case Study on the Impact  
of Digital Architectural Collections*  
Ashley Paine and Kelly Greenop  
(The University of Queensland)

*The Omega Project:  
Developing Architectural Narratives  
for the Age of Mass Digitalisation*  
Chiara Monterumisi and Ines Tolic  
(University of Bologna)

*Designing Consent:  
Emerging Spatialities in  
Data-driven Work Environments*  
Victor Muñoz Sanz  
(TU Delft)

Q&A

12.30  
Lunch Break

13.30  
Session  
Hybridisation

Moderated by Fatma Tanış  
(TU Delft, Het Nieuwe Instituut)

*Georeferencing Building Plans:  
Revisiting Nolli Maps in the Digital Age*  
Jules Schoonman  
(TU Delft)

*Mambo Dogface to the Banana Patch?  
Talking Wrong with Deep Learning*  
Erik Herrmann  
(The Ohio State University)

*Seeing History with Computer Vision:  
The Architecture of  
Text-to-Image Synthesis*  
Matthew Mullane  
(Radboud University)

*Slides, Software, Data, Drawings:  
The Frank Gehry Papers as Hybrid  
Architectural Archive*  
Emily Pugh  
(Getty Research Institute)

Q&A

15.00  
Break

15.30

## Session Inclusions

Moderated by Dirk van den Heuvel  
(TU Delft, Het Nieuwe Instituut)

*Reading between the Lines  
and the Grammars of Concealment*

Xenia Vytuleva-Herz  
(Basel University)

*Reconstructing the Speculative  
History of Boley, Oklahoma  
an All-Black Town in the Prairie*

Jared Macken  
(Oklahoma State University)

*Smart Cities?*

*Try Harder with Gender-Sensitive Data*  
Nicole Kalms and Timothy Moore  
(Monash University)

*Collective Storytelling of Common  
Architecture: Architectura Aqui*

*In Portugal and Spain*  
Ricardo Agarez and  
Diego Inglez de Souza  
(University Institute of Lisbon)

Q&A

24.11.2022

Auditorium,  
Het Nieuwe  
Instituut

17.00  
Drinks

15.30

## Session Precedents

Moderated by Dennis Pohl (TU Delft)

*From Structured Spaces to Unstructured Data: Herman Hertzberger from a Computer Vision Perspective*  
Marija Mateljan  
(TU Delft)

*From Cybernetics to Datacenters: Searching for Reflexivity in Architecture*  
Berna Göl  
(Yeditepe University)

*How Can a Repository Become a Digital Data Lab? About the Future of Architectural Research*  
Chris Dähne  
(Goethe University Frankfurt, TU Darmstadt)  
and Roger Winkler  
(TU Darmstadt)

Q&A

18.00

## Buffet at Het Nieuwe Café and visiting exhibitions

20.00

## Keynote Lecture

*Bouwcentrum Rotterdam Reloaded: From Buildings to Data, and back again*  
Georg Vrachliotis  
(TU Delft)

## Bouwcentrum Rotterdam Reloaded: From Buildings to Data, and back again

Georg Vrachliotis  
(TU Delft)

Originally founded in 1948 as a statistical office to document the damage caused to the city of Rotterdam by the Second World War, the 'Bouwcentrum' became a leading institution linking design, statistics, the building industry, and social (post-war) realities. Working with statistics that were systematically collected and classified, architects, civil engineers, and researchers collaborated on planning methods, industrialised housing, urban planning, material standards, and building optimization. The Bouwcentrum saw itself as an industry of architectural knowledge production. And that meant not only statistics and technology, but also research and education. 'The knowledge of many. Processed by the few. For the benefit of all' – the Bouwcentrum's credo shows the direction for us as well: It is nothing less than the idea of an open data society 'avant la lettre'. In this time of global challenges, the keynote lecture aims to demonstrate the relevance of the Bouwcentrum in finding social and sustainable solutions for our data-driven built environment.

Conference organising committee:

Dirk van den Heuvel  
(convenor of the conference,  
head of the Jaap Bakema Study Centre)

Georg Vrachliotis  
(TU Delft)

Fatma Tanış  
(coordinator of the Jaap Bakema Study Centre)

Dennis Pohl  
(TU Delft)

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(Getty Research Institute)

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(TU Delft)

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(TU Delft)

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# Ninth Annual Conference of the Jaap Bakema Study Centre

Het Nieuwe  
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architecture  
design  
digital culture



THE  
NEW OPEN  
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