Design professions are evolving such that multi-disciplinary teams are becoming more and more influential in shaping our media-rich environment. Industry and Academia alike are trying to respond to the fact that contemporary architects are asked not only to provide architecture, but also product design, urban design, master planning, interior design, graphic design and branding services. The aim of this studio is to engage both architecture and product design students in a multi-approach process that will help prepare them for the contemporary world we live and work in, while making us all more aware of the opportunities collaboration can hold.

This Studio is the result of a joint venture between TrackTown and the School of Architecture and Allied Arts. We will design structures and spaces for the 2014 World Junior Championships in Track and Field. The world’s finest junior athletes will gather at the historic Hayward Field in Eugene, OR for the first International Association of Athletics Federation event in the United States since the 1992. Last held in Barcelona in 2012, the IAAF World Junior Championships is a biannual event that brings together the world’s greatest athletes age 19 and under, many of whom will go on to compete in the 2016 Summer Olympics in Rio de Janeiro.

This course, offered by the Architecture and Product Design Departments, is a multi-disciplinary studio aimed at welcoming the competitors and their mentors to Eugene, a place considered by many as the Mecca of Track and Field. The concepts developed by students will connect these visitors to each other and back to their home countries through physical presentations of the global community that the University of Oregon in Eugene fosters through education and research. Under the teaching and leadership of faculty from both departments, thirty Architecture and Product Design students will develop:

I. A World class multi-purpose pavilion.
II. A 175 country flag display at Hayward Field representing the participating countries.
III. The visual identity of the Athlete Village, Hayward Field, and the surroundings.

The Track Town Studio is structured to promote collaboration between students from the Architecture and Product Design departments, and will therefore have a unified studio space for multi-disciplinary teams to exchange knowledge and explore ideas. Teams will be expected to develop a fully integrated design package for the pavilion, flag display and master plan design.
... products that offer a holistic vision to real problems that transcend questions of function and form and address the marketing and social/environmental responsibility initiatives promoted by Track Town and the International Federation of Athletics Federations. In addition to the guidance provided by the studio instructors, the assistance of expert advice will be an integral part of the design studio. Industry leaders from the custom fabrication, materials and sports apparel industries will be invited to talk to students about the challenges and opportunities imposed by changing technology, the growing importance of information, and new modes of production and material innovation.

We invite students to help shape this studio into something that grows and bridges gaps locally, nationally and internationally.

INSTRUCTOR PROFILES:

Sebastian Guivernau was born in Santiago, Chile in 1972. He received his Masters of Architecture from Harvard University and Bachelors degree in Economics from the University of Michigan. He is an associate architect for Zimmer Gunsul Frasca’s Portland office. Prior to joining ZGF, Mr. Guivernau worked for Skylab Architecture as design lead for a number of commercial and branding projects, the most recent being the Nike Camp Victory experience at the 2012 Olympic Trials in Eugene. He was also founding principal at COSMARQ Arquitectos in Madrid, Spain, where he designed and built five buildings for the European Space Agency. His body of work includes projects of varied scales, program and geographical locations. He has won competitions in Spain and Finland, and worked in the offices of Rafael Moneo, SOM, Allied Works and Diller Scofidio + Renfro.

Trygve Faste is an Assistant Professor of Product Design at the University of Oregon. Prior to teaching in Oregon he instructed art and design classes at California State University Long Beach, Otis College of Art, Whitman College, and Cranbrook Academy of Art. Trygve has over eight years experience working as a product designer at various companies including IDEO and WET Design. During this period Mr. Faste has worked with clients such as Pepsi, John Deere, SAS, Baxter Health Care, Ely Lilly Pharmaceuticals, Kraft Foods, Sega, and Hasbro/Tiger Electronics in addition to designing virtual reality equipment and public water features around the world. Recently he was the design lead for the water features at City Creek Center in down town Salt Lake City Utah, and MGM’s City Center Project in Las Vegas Nevada working closely with the Architecture firms of Daniel Libeskind and Pelli Clarke Pelli. In parallel to his design work he is an exhibiting artist who has shown his work internationally.