At the intersection of Brand and Place, lies Identity. The studio will focus on discovering a deep and authentic architectural expression for the building which communicates an understanding of the company brand while acknowledging and responding to the specific character of the urban Pacific Northwest.

Students will choose a company/non-profit organization for whom they will design a new Portland headquarters building. Suggested organizations: Oregon Tradeswomen Inc, Pendleton Woolen Mills, Bicycle Transportation Alliance, Poler Outdoor Stuff. A framework architectural program will be provided, highlighting spaces for work and making, students will be expected to adapt the program to the specifics of the organization. Architectural and urban design issues will be investigated, requiring integrated design development to achieve a unified spatial experience and leverage both the opportunities of the site and the mission of the organization. Emphasis will be placed on the development of architectural form at all scales – city, block, building and room.

The project will be sited on a slender lot in the rapidly changing inner east side of Portland, adjacent to two prominent burnside bridgehead projects currently under construction. The site is activated from all directions and presents a unique opportunity for inspired urban architectural space.

University of Oregon AAA, Department of Architecture, EugeneARCH 4/584 Fall 2015, Instructor: Amanda Petretti
Schedule: The studio will meet Monday and Friday most weeks, 12-6pm w/ occassional Wed. sessions in lieu of Fri. Field trips to Portland throughout the term, first trip Friday October 2nd.