

BUILT PEDAGOGY

Melbourne - making a place in the world

Defining and locating our place. A powerful symbol unites and simplifies identity, and makes a ongoing impression on the world.

Symbols and icons - the way we remember and retain ideas. The design professions will be physically represented, be seen in action, and read by anyone.

The Faculty is also a portal, real and virtual. An entry point to the design professions. A focal point on campus, an icon from above.

Where will the form come from? From the feedback from the concepts, the chosen systems, and the specified requirements.

Advanced construction methods and materials will be employed to maximise local content and optimise energy efficiency.

The right balance of form and detail concept and plan, scale and surface, - Melbourne design on the map.

We locate via Google Earth and access via the internet. We no longer see things from the ground up, but from the sky down.

Ideas and knowledge are imported and exported virtually - a parallel for goods delivered in containers. The building is a both a container of ideas and a container of mass A mass of containers as an idea?

Like an access point in the street, an access point in the built fabric of the University, and of the city, a portal to the academic and the general community.

Symbols and systems integrate so that the building functions as an interactive learning tool.

Digital morphogenesis allows us to work beyond the constraints of traditional geometry.

Appearance and performance will reflect the best of Australian and international practice.

These concepts will be explored and assembled in our future design response



a metaphor for collected ideas



iconic from above



portal access

37°47' 50"S 144°57' 46"E



ACADEMIC ENVIRONMENT

tradition + innovation

Research, Teaching and Learning

A working environment that inspires and encourages the design academic. From solitary research to collaborative group work, the spaces must be flexible enough to adapt to current and future evolving needs.

Work styles must accommodate flexible hours and staff numbers which in turn must co-ordinate interactively with regulated energy plans and controls.

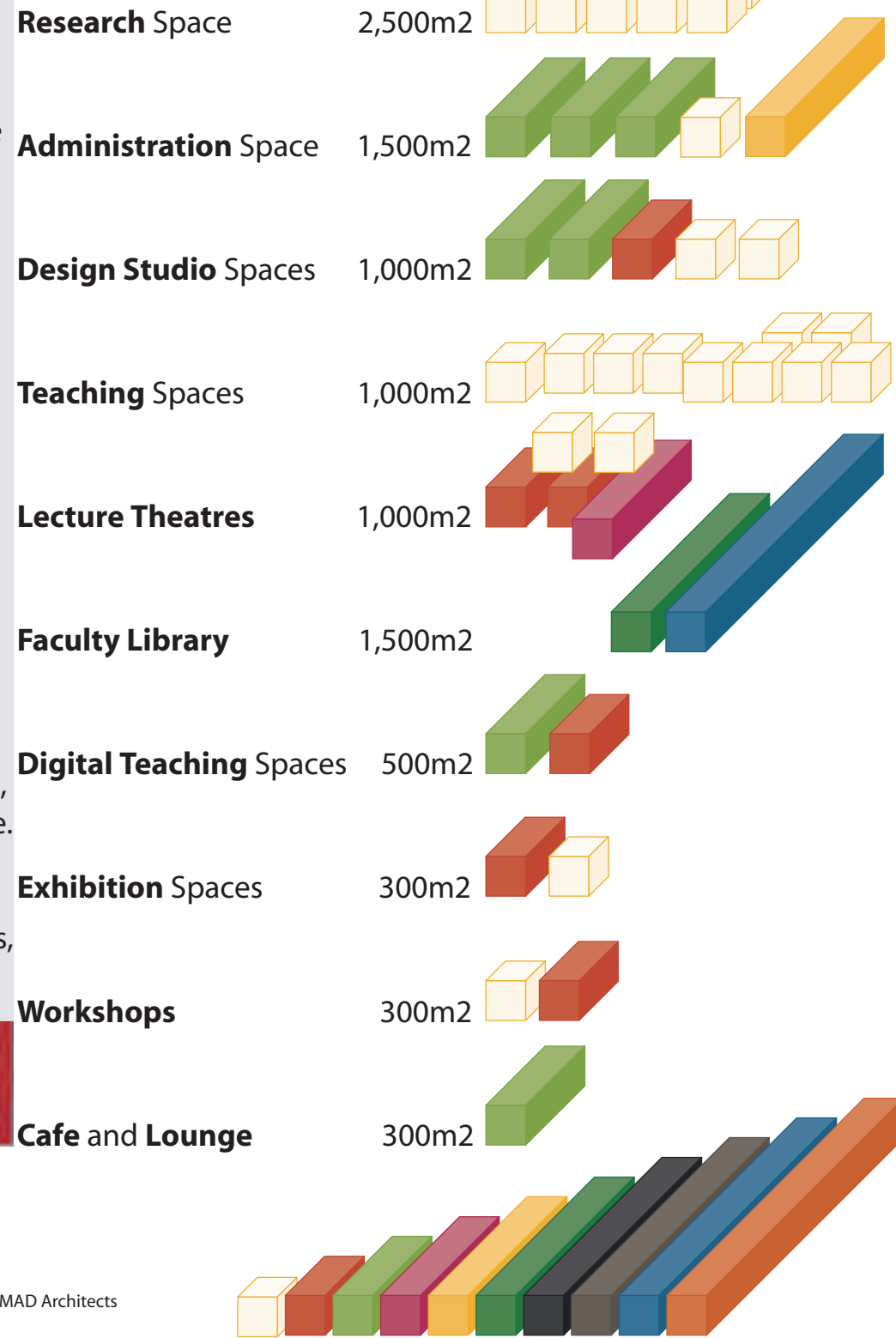
Designed sound reverberation, thermal comfort, clear seating arrangements and high quality visual amenity are essential for all teaching spaces, and especially lecture theatres.

High-tech information management and online access must be accessible from all points throughout the building, from administration through to the cafe.

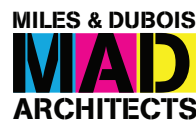
Exhibition spaces will cater for on-site students, as well as visiting practitioners, the wider university, and the public.



The Spaces - Expressing elemental volumes using traditional Cuisenaire



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THE DESIGN STUDIO

a process of design

Learning how to design

A place that encourages interaction between students and staff, where peer-to-peer and mentored relationships can develop and flourish. Individual access and groups must be capable of using the same facility efficiently, with access and security issues resolved during planning.

Formal and informal space

A balance of privacy and exhibition. Current and renewable technologies incorporated extensively throughout teaching, learning & research spaces.

Exhibition and display

Group and visiting exhibitions displayed in physical, multimedia, and video presentation, with linked access throughout the whole facility.

Model Making

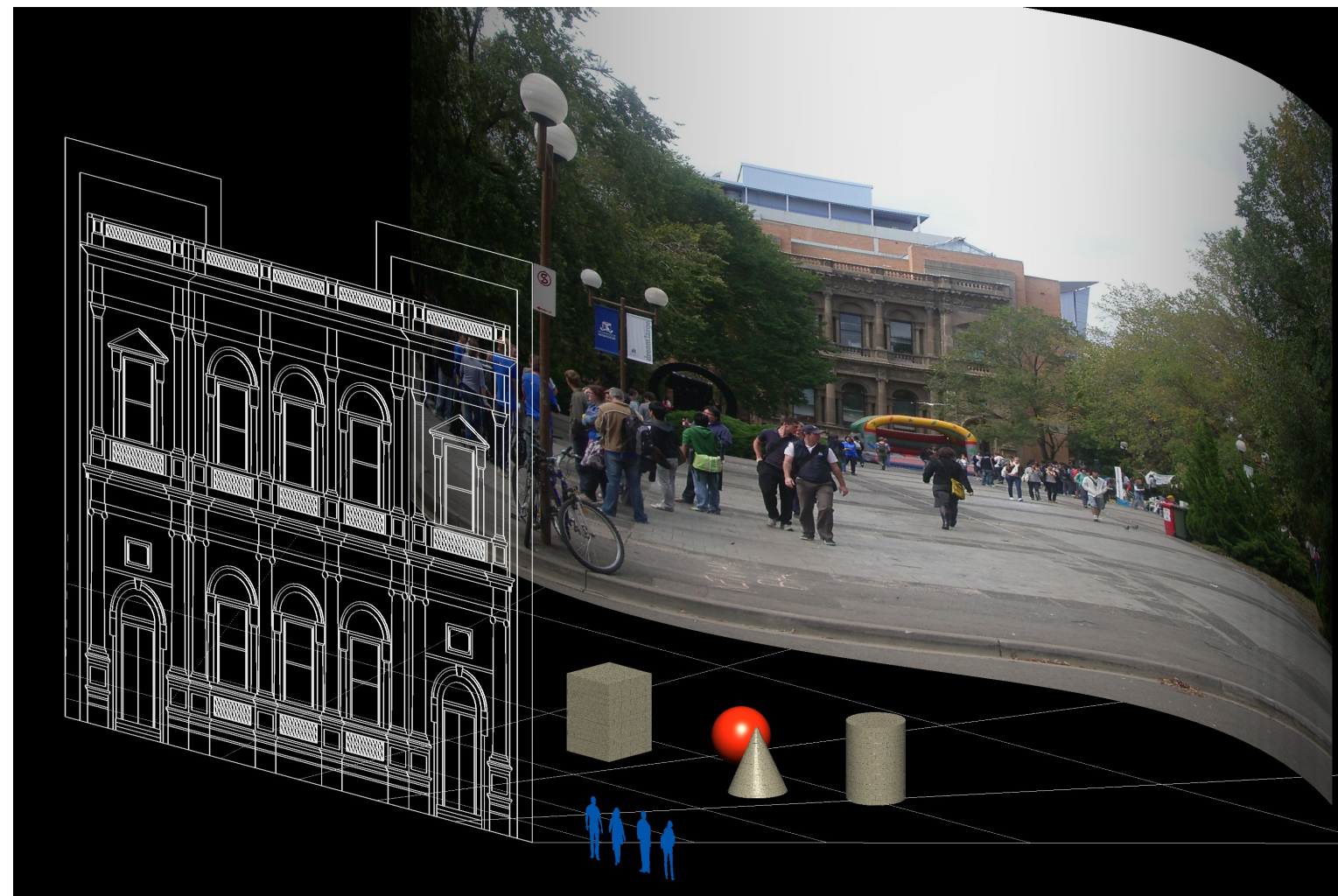
Physical models, virtual models, Building Information Models - these must all be accommodated in a studio environment. Integration of storage, security and material supply.

Workshops

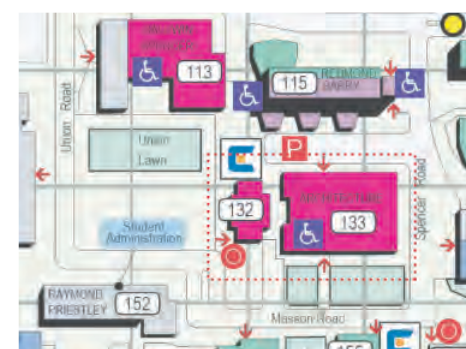
Assessment to be made of the scale, type, and access to machinery.

The focus of student learning

The studio - where students practise to become design professionals.



click on image ▲ click & hold to rotate 🖱️ scroll to zoom ● change background colour from menu



We build a total picture of the site and feed in the inputs - combining conceptual frameworks and mass according to the brief, building our models as we go. Inputs include conservation, heritage, orientation, circulation, energy and services systems, massing, scale and impact.



THE LIVING BUILDING

highest star energy compliance - world leadership



management

Sustainable development principles from project conception through design, construction, commission, tuning and ongoing operation and maintenance.

interaction

Ongoing environmental management of control systems with interaction and monitoring by staff and students as an evolving instructional model.

indoor environment quality

Best practice ventilation, air change rate, CO2 & VOC monitoring and control. Targeted natural and artificial lighting, thermal comfort, and acoustic performance.

Air flow, temperature and humidity control all centrally monitored but capable of zoned control Sun control a mix of passive and active facade systems.

energy

Reduction of greenhouse emissions by addressing energy demand reduction, use efficiency, and on-site alternative energy generation.

Effective monitoring of inputs and outputs Passive and active energy management Identifiable and well defined benchmarks and targets.

transport

Co-ordinate with university policy and master planning with respect to on-site car-parking. Encouragement of bicycle use, secure storage, and shower facilities.

Students and staff participation in carbon footprint reduction across the faculty. Co-ordination of bicycle parking and precinct planning.

water

Collection of rainwater for re-use in building and landscaping. Reduction of water consumption through efficient design of building services and fire systems.

Accessible real-time metering of consumption and available storage to be available as a teaching tool Grey water treatment co-ordinated with landscaping.

materials

Selection of materials with low-embodied energy and with full-lifecycle and re-use assessment. Ongoing maintenance requirements pre-evaluated.

Evaluation of materials and maintenance performance as an ongoing process through to final disassembly Possible in-situ tests comparing alternate materials.

land use and ecology

Careful consideration given to existing landscaping and co-ordination with the university master plan. Water run-off and overflows managed and monitored.

Exploration of climate control and filtration systems. Incorporation of a Japanese garden. Total site use evaluation as part of University precinct.

emissions

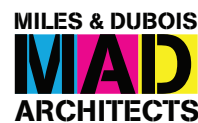
Internal and external emissions minimised to reduce carbon footprint and monitored with to assess source pollution to the air, waste water, and consumables.

With our chosen ESD consultant, we will explore the aim of a totally carbon neutral building, working with the academic community for a future outcome.

innovation

World's best practice in combining multiple systems and feedback controls.

Total system monitoring with feedback mechanisms to allow interaction and ongoing improvements by management, staff, groups and individual students.



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CAPABILITY & PROCESS

proposed design team

MAD Architects - a Melbourne practice
ARBV approved partnership P999

Design Team (6 staff)

Robert Miles (Design Director) – BArch (Honours), Melb Uni
Pierre Dubois (Project Director) -BArch (Honours) – Deakin Uni
GradDipAppSc-CompSc (Swinburne University)

Design Architect (1)
CAD/BIM Technicians (2)
Administration (1)

Documentation Team (15 staff)

Design Director
Project Director
Project Architect
Senior Architect

Architects (5)
CAD/BIM Technicians (4)
Administration (2)

Consultants

Project Manager
Structural and Civil Engineer
Mechanical, Electrical, Hydraulic Engineer
ESD Consultant
Acoustic Consultant
Landscape Architect
Quantity Surveyor
Building Surveyor
Building Physics Consultant
Façade Consultant
Specialist Lighting Consultant
Information Management Consultant

Client Group

The Jury
Ms Carme Pinós – Architect
Mr Peter Elliot – Architect
Professor Glyn Davis AC (Chair)– Vice-Chancellor, U of Melb
Professor Tom Kvan – Dean, Faculty of Arch, Bldg and Planning
Advisor to the Jury
Mr Chris White – Vice-Principal, Property and Campus Service,
University of Melbourne
Nomination of Steering Committee
Melbourne School of Design Steering Committee
6-8 representatives for the university would be preferred.

Project Work

Prior to the setup of the new practice, the Directors have participated on a range of projects exceeding \$100 million. The list highlights the project, the architect/consultant group and the cost:

MCG Northern Stand – MCG5 Sports Architects \$400million

Telstra Dome – Daryl Jackson Architects \$400million

Crown Entertainment Complex – Architects in Association \$1.67 billion

Marina Bay Sands, Art Science Museum, Singapore – Arup \$3.5 billion

Melbourne Olympic Park Stadium – Arup \$400 million

Como Project South Yarra – Godfrey Spowers Architects \$1 billion

Process

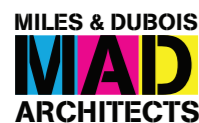
The Project Director and Design Director shall liaise with the Melbourne School of Design Steering Committee selected to represent the university on matters of design and co-ordination. A schedule of meetings, normally once weekly, or as otherwise agreed for all liaisons.

Client Reference

Mr Andrew Wisdom, Principal, Arup.

Resourcing

Consultants and staff required for the project shall be selected upon being short-listed. We reserve the right to work in association or joint venture with other parties to deliver the project in the event of advancing past the EOI stage.



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MERIT

a new practice

MAD Architects is a newly established practice. Our participation as individuals prior to the foundation of our practice have involved us in working on the following projects nominated or awarded for architectural merit.

Royal Australian Institute of Architecture (RAIA) - Awards
Westgarth Police Bands Centre – Recycled Buildings nominated 1985 (pictured bottom left)

MCG Redevelopment – MCG5 Sports Architects
Victorian State Winner – 2008 Public Buildings Sport (pictured top)

Preston Police Station – Cox Architects
Victorian State Winner – 2004 Public Buildings / Miscellaneous

Representation in Galleries

As part of long-term multi-disciplinary design experience, our participation as individuals has resulted in artwork being exhibited (both in temporary and permanent collections) in the Powerhouse Museum, Sydney, and the Performing Arts Museum, Victorian Arts Centre, Melbourne.

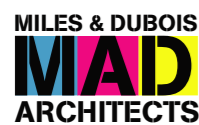
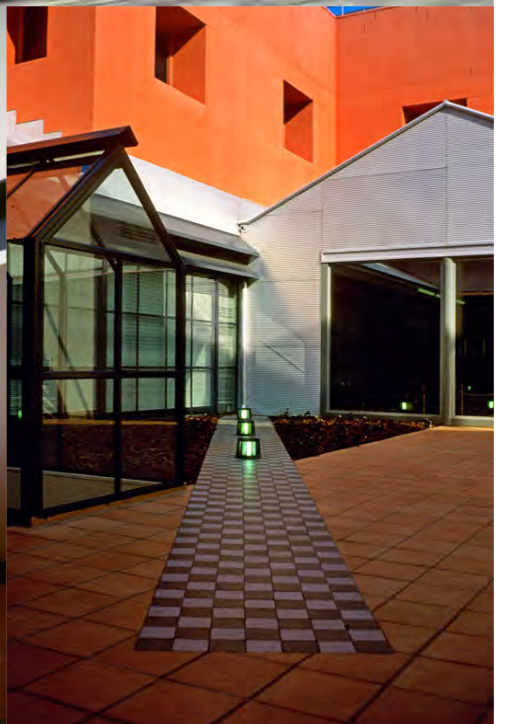
Graphic art undertaken by the design director has also won an ARIA award for cover art, and has been featured in magazines, books, and on television.

Building Information Modeling

Our practice has digital design tools for exploratory architecture and accompanying expertise in digital morphological design.

The viability of significant recent major works, such as Frank Gehry's Guggenheim Museum in Bilbao and the Beijing Olympic Swimming Pool, is based on digital complexity as the medium of translation and communication between architects, client and the public.

We engage advanced knowledge of building information modeling for articulation throughout the entire design and documentation process.



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