



Waag Society, One Architecture, and Filson and Rohrbacher cordially invite you to:

Design/Fabrication Symposium San Francisco

Envisioning a Design/Fabrication Lab for Amsterdam

Symposium, workshop & exhibition during Maker Week and MakerCon
May 12th – 14th , 2015. Each day 10.00 - 18.00 hrs.

Location:

MakerMedia Lab
Palace of Fine Arts Exhibition Hall
3601 Lyon Street
San Francisco, CA 94123

The Design/Fabrication Lab is an initiative to build an urban digital fabrication laboratory, school, and factory for the future. Based in Amsterdam, the D/F Lab endeavors to advance the Architecture Engineering Construction (AEC) Industry through applied research, construction manufacturing innovation, and maker-focused education. We envision an urban digital laboratory-school-factory that builds upon Amsterdam's climate of design-driven, bottom-up, interdisciplinary, pragmatic applications, as well as The Netherlands' well-established cultural and institutional infrastructure. Our team is bringing together highly complementary Dutch and US designers, technologists, educators and architects. We aim to discuss the synergy between Dutch strengths in design, technology, open culture, and American innovations in design, business and technology.

We'd like to frame our discussion around how might we might leverage...

- Advancements in robotic, additive, and subtractive fabrication technology
- The optimistic rise of Maker Culture, Open Design, Maker Spaces and new entrepreneurial infrastructures
- Demands for STEM, maker-focused, and applied education
- Challenges within the AEC Industry in the US and The Netherlands

...toward a construction-manufacturing ecosystem that makes a holistic positive impact on cities. This symposium is our first step in realizing a digital laboratory-school-factory that endeavors to benefit the physical, social, and economic fabric of Amsterdam and ultimately other cities.

We would value your expertise, insight and participation on behalf of the city of Amsterdam.

Register here: waag.org/dflabus

Participants:

Matthijs Bouw (One Architecture), Alex Schaub (Founder Fablab Amsterdam), Cecilia Raspanti (Fablab Amsterdam), Ista Boszhard (Waag Society), Anne Filson, Gary Rohrbacher (Filson and Rohrbacher), Hans Vermeulen, Hedwig Heinsman (DUS Architects), Peter Testa, Devyn Weiser (Testa + Weiser), Steve Sanderson, Tyler Goss (Case, Inc), Nick Ierodiaconou, Ian Benninck (OpenDesk), Anna Kaziunias-France (MakerMedia / FabAcademy), Jelle Feringa (CTO Odico Formwork robotics & Jelle Feringa Design) and other people.

Programme and details

Day 1 - Introduction and Inspiration

Introduction	10:00 - 10:30	What is a D/F Lab? How does it make the MakerCity?
Presentations by Participants	10:30 - 12:00	Group 1: Presentation of Expertise, and Declaration of Interests in D/F Lab
	12:00 - 13:00	Lunch
	13:00 - 15:00	Group 2: Presentation of Expertise, and Declaration of Interests in D/F Lab
What? Round table discussions to define the program of a D/F Lab	15:00 - 17:00	Makers in a Maker City: Makers, Open Design & Entrepreneurial Infrastructures Education for the Maker City: Advanced Manufacturing, Entrepreneurship & Making Construction in a Maker City: Opportunities & Challenges Makers and the AEC Industry Advanced Manufacturing in Construction: Robotic, Additive, & Subtractive Technology
	17:00 - 18:00	Drinks & Recap

Day 2 - Organization and Operation

Who? Defining the D/F Organization and Stakeholders	10.00 - 12:00	Identify D/F Stakeholders & their Interactions between one another. How do these connections conspire to form the Maker City? Produce journey and use-case diagrams of stakeholders.
	12:00 - 13:00	Lunch
How? Funding and Sustainability of the Organization	13:00 - 15:00	What is the business plan of the D/F Lab? What value do the Activities, Resources, Partners of the D/F Lab have for Amsterdam's Built Environment? The AEC Industry? What articulated and unarticulated needs might be out there? What is the D/F value proposition? How is the organization sustained?
Business Plan Diagram Exercise	15:00 - 17:00	Structured Exercise to synthesize these topics into a business plan framework and startup timeline.
	17:00 - 18:00	Drinks & Recap

Day 3 - Blueprint Synthesis and Public Presentation Report

Synthesis	10.00 - 12:00	Synthesize the Program, Use Cases, and Business Plan of the D/F Lab. Articulate a Strategic Vision and Propose Startup Scenarios.
	12:00 -13:00	Lunch
	13:00 - 15:00	Finalize Presentations
Present Blueprint for a D/F Laboratory in Amsterdam	15:00 - 17:00	D/F Lab Facilities & Enterprise. Education for a Maker City. D/F Lab to Maker City: Relationship between citizen and government. Catalyst for Change: Relationship between citizen and the AEC industry.
	17:00 - 18:00	Exhibition & Celebration

More information about the project is available at waag.org/dflab

● one architecture



waag society

● fablab amsterdam

FILSON
ROHRBACHER ONV

This event is made possible by:
Fund Creative Industries NL
MakerMedia and the MakerMedia Lab
and Waag Society, One Architecture,
Filson and Rohrbacher