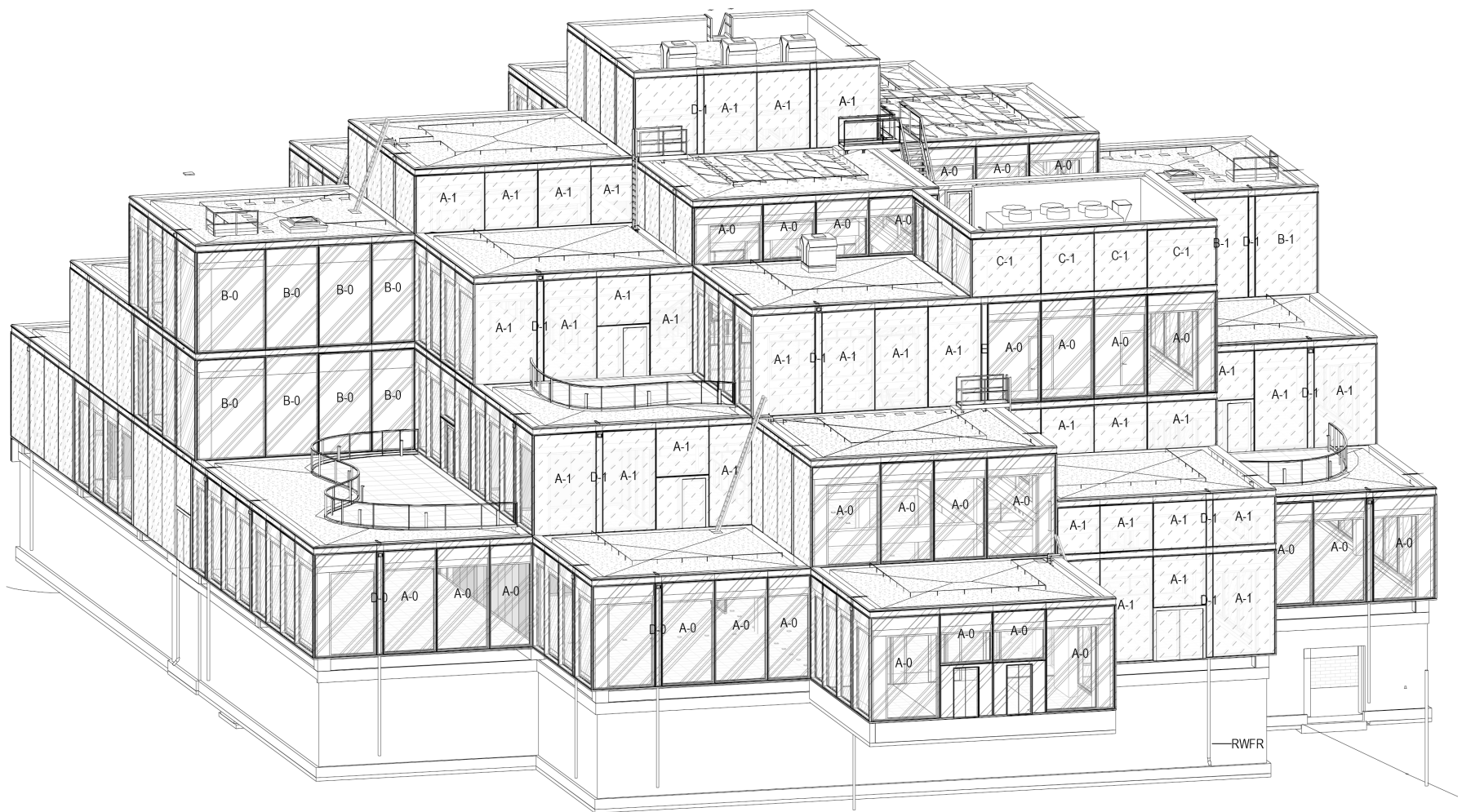


# Focus work : Business Behaviorology at SQUARE



Sou Fujimoto Atelier Paris, «University of St.Gallen, SQUARE, Ansicht s-w», 2020

## Organizer:

Chair of Architectural Behaviorology <sup>\*1</sup>, IEA, ETH Zürich; Institute of Sociology, University of St.Gallen, HSG <sup>\*2</sup>,

Learning Goal: Spatial Observation and Research / Hand Drawing / 1:1 Mock-up

## Teaching Team :

Momoyo KAIJIMA <sup>\*1</sup>, Grégoire FARQUET <sup>\*1</sup>, Niklaus REICHLE <sup>\*2</sup>, in collaboration with Andrea RÜEGER <sup>\*3</sup>

## Topic:

What is a Learning Center for business, politics and culture education? In this focus work, you will be asked to collaborate with students from HSG in their course of sociology. They will gather data, observe and analyse behaviors at [SQUARE](#), a space intended to support new forms of learning at HSG designed by architect Sou Fujimoto. In an interdisciplinary group, you will accompany HSG students in the process of observation, and together, based on the analysis, you will design a project that will tackle both the realm of business and of architecture. Are there design approaches that can support new ways of consuming and producing knowledge, behaviors that support inclusion, within and outside the university, using human and material resources at place? Are there ways to facilitate the exchange of knowledge while strengthening the community? SQUARE is a spatial setting that should deploy unexpected behaviors. With your project, you will help at transforming inherited learning habits.

The final product will be a collective 1:1 Mock-up, crafted with local resources in collaboration with craftsman Andrea Rüeger <sup>\*3</sup>. It will be installed at SQUARE in February 2024 and opened with a celebration.

## Program and location:

2023: 21 September Kick-off at HSG, 12 October Session at ETH,  
24 November Session at HSG with Sou Fujimoto and Momoyo Kaijima, (2-6pm each).  
2024: 15 January - 11 February Design (free schedule, except 1 review per week with all),  
12-16 February Full time Design, building and setting up,  
16 February Celebration at SQUARE.

Students: 12 students at D-ARCH

Assignment: 3 pages of A3 Hand Drawing of the analysis & observation phase, one large A1 Hand drawing Design phase, 1:1 Mock-up on site.

Credits: Vertiefungsarbeit, 6 ECTS at the Chair of Architectural Behaviorology

Finances: The workshop is tuition free.

## Application:

Please apply by August 30 2023, sending an email to [farquet@arch.ethz.ch](mailto:farquet@arch.ethz.ch) with a motivation letter (1 page), a portfolio (5 pages) and cv.

Contact: Grégoire Farquet ([farquet@arch.ethz.ch](mailto:farquet@arch.ethz.ch))