

Shajay Bhooshan, our speaker from Zaha Hadid Architects, is taking full advantage of being a virtual presenter. He will now be joined by two others, Henry David Louth and Vishu Bhooshan, who are actively involved in the running of the ZHA Code unit. They will be providing greater insight into digital design and robotic technologies and complex geometry projects.

### **Cumulative, Collaborative, Disruptive**

*Architectural geometry in research and practice and its imminent mainstream future.*

OR

*Preparing the Organizational Structure of Your Firm for Widespread Computational Building Design Practice*

*Architectural Geometry (AG)* is a highly relevant design technology paradigm. AG focusses on the synthesis of shapes that guarantee structural and fabrication optimality. It is also closely aligned with and complementary to the development of robotic and digital fabrication (RDF). Further, in combining historical geometry-based methods of structural analysis, modern mathematics as used in computer graphics (CG) and computational technologies, the field is opening up several rich shape-possibilities that are also economically viable.

Brief :

### **ZHCODE - Computation and Design group of Zaha Hadid Architects – a case study**

- Starting a computation practice and integrating that speciality group into the firm structure that allows for innovation; what is the best structure and business strategy for computation in your firm
- Driving widespread adoption by determining who needs to know what; a company of specialists or highly skilled precision teams; what are the pros and cons to each approach
- How to hire, structure, retain and lead computation teams with the right mentality and combination of skillsets
- Determining the structures for R&D; developing research in house or partnering with universities

The keynote covers a 13-year evolution of the Zaha Hadid Computation and Design (ZHCODE) group with the following sign-posts:

- **Research and development** in Computer aided geometric design or so-called Architectural Geometry
- **Design and Projects** - Application of the knowledge within and along-side other non-computational aspects of design in commercial projects and competitions.
- **Programming and software development** – what should the core development team know and do and how can a symbiotic relation be established with the wider practise.
- **Exhibitions and Knowledge dissemination** – the importance of broad-casting and information dissemination
- **Collaborative network** – a computational team is only as good as its network of collaborators.