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# ACADIA 2014 Design Agency: Proceedings of the 34th Annual Conference of the Association for Computer Aided Design in Architecture

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Proceedings from the 34rd Annual Conference of the Association for Computer Aided Design in Architecture, hosted

at USC School of Architecture Los Angeles from October 23-25, 2014. This publication contains peer-reviewed and juried research on computational design focused on themes of cloud, big data, global project delivery, and new forms of collective intelligence in design, architecture, urbanism, fabrication and media arts.

**About the Author**  
**DR. DAVID GERBER** is a designer, educator and researcher focused on research that bridges the architectural design endeavor with engineering and science. Dr. Gerber advises PhD students from Architecture and Engineering and is a recipient of multiple National Science Foundation and industry grants. He has authored and edited over 40 articles, books and proceedings and has held fellowships at USC, MIT's Media Lab and Harvard. Professionally, he has worked in architectural practice in the United States, Europe, India and Asia including for Zaha Hadid Architects, Gehry Technologies, Moshe Safdie Architects, The Steinberg Group Architects, and his own practice. Dr. Gerber has been a board level advisor, and an executive officer for design technology companies where, as a Vice President of Innovation, he has lead teams in research, product development and in consulting, and was Vice President of Marketing for Gehry Technologies. Dr. Gerber is an Assistant Professor of Architecture at the University of Southern California with a joint appointment at USC's Viterbi School of engineering. Dr. Gerber was full time faculty at the SCIArc, and has taught at UCLA, the AA, the EPFL, Stanford University, the Tecnologico de Monterrey Mexico and at Tsinghua University Beijing. David Gerber received a Bachelor of Arts in Architecture from the University of California Berkeley; his M.Arch from the Design Research Laboratory of the Architectural Association; a Master of Design Studies, and his PhD (Doctor of Design) from the Harvard University Graduate School of Design.  
**ALVIN HUANG, AIA** is the Founder and Design Principal of Synthesis Design + Architecture. He is an award-winning architect, designer, and educator specializing in the integrated application of material performance, emergent design technologies and digital fabrication in contemporary architectural practice. This exploration of digital craft is identified as the territory where the exchange between the technology of the digitally conceived and the artisanry of the handmade is explored. His wide ranging international experience includes significant projects of all scales ranging from hirise towers and mixed-use developments to bespoke furnishings. Alvin received a Master of Architecture and Urbanism from the Architectural Association Design Research Laboratory (2004) in London and a Bachelor of Architecture from the University of Southern California (1998) in Los Angeles. His work has been widely published and exhibited and has gained international recognition, including being selected to represent the UK at the Beijing Biennale in 2008. In 2009 he was awarded a DAD Award for Environmental Design. Alvin is currently a Tenure-track Professor at the USC School of Architecture in Los Angeles. He has also taught design studios and master classes at the Architectural Association (London), Tongji University (Shanghai), Tsinghua University (Beijing), University of Lund (Sweden) and Chelsea College of Art (London). He has been an invited critic and guest lecturer at various institutions in the UK, US, Germany, Spain, Sweden, Israel, Switzerland and China.  
**JOSE SANCHEZ** is an Architect / Programmer / Game Designer and is a tenure-track Assistant Professor at USC School of Architecture in Los Angeles, California. His research Gamescapes explores interactive interfaces in the form of video games, speculating on modes of intelligence augmentation, combinatorics and open systems as a design medium. His cross disciplinary research involves education, data-mining, simulation and design, positioning video games as a medium for collaboration and systems thinking. He is the co-creator of the BLOOM project. BLOOM was the winner of the WONDER SERIES hosted by the City of London for the 2012 Olympics. BLOOM became a UK start-up dedicated to the design and commercialization of building games