

SCI-Arc MediaSCAPES Master of Design Research Degree

The MediaSCAPES program advances a new generation of designers and leading professionals in media, art and architecture related practices, trans-spatial design, generative tool development, professional and academic careers.

For more information, please visit www.sciarc.edu

MediaSCAPES Core, Visiting Faculty

Core and Visiting Faculty

Juan Azulay

Principal, Matter Management

Aaron Bocanegra

Senior Partner, slap!HQ; Principal, Whatartist

Jean Michel Crettaz

MediaSCAPES program coordinator | slap!HQ

Sylvère Lotringer

Columbia University faculty; Semiotexte, New York

**Chandler
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Design and Media Arts faculty, UCLA

Wes Smith

Media Arts and Technology faculty and TransLAB director at UC Santa Barbara

Graham Wakefield

Media Arts and Technology, UC Santa Barbara; Researcher, AlloSphere Research Facility at the California NanoSystems Institute, UCSB

Previous Faculty

Benjamin Bratton

Principal, The Culture Industry

Manuel DeLanda

Gilles Deleuze Chair of contemporary philosophy and science, European Graduate School, Saas-Fee, Switzerland

MarkDavid Hosale

Researcher, Hyperbody, Faculty of Architecture, TU Delft, The Netherlands

John Houck

Media Artist, Los Angeles

Ed Keller

Co-Founder/Principal at aJUM Studio, New York | Associate Professor, Parsons School of Design

Jeffrey Kipnis

SCI-Arc Visiting Faculty | Professor, Ohio State University

**JoAnn Kuchera-
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Professor of Composition and Director, Center for Research in Electronic Art Technology (CREATE), University of California, Santa Barbara

Sanford Kwinter

Harvard Graduate School of Design faculty; cofounder of Journal Zone, Zone Books

Marko Peljhan

Associate Professor, UCSB

Applications for 2010–2011 are due on or before March 1, 2010

Program Description
The MediaSCAPES program advances a new generation of designers and leading professionals in media, art and architecture related practices, trans-spatial design, generative tool development, professional and academic career, PhD and research. It merges the mandates of a research lab, think-tank and institute to collectively investigate and evolve.

The convergence of architecture with media, art and technology exponentially transforms cultural and social values and unavoidably evokes new complexions of synthetic and biological life systems.

The SCI-Arc MediaSCAPES program has been established as a cross-disciplinary platform to creatively engage and critically respond to these transforming technological and cultural paradigms.

The program offers a unique opportunity for working at the frontiers of art and architecture design and world-making practices.

MediaSCAPES explores cultural production through media, technology, art and architecture. The program provides a platform and systemic vision for progressive engagement with new modes and sites of practice connected to theory. It is through media, science and technology that the various spaces, existing in virtual, nano and macro worlds have begun to intermingle in a substantive manner creating novel “scapes”—which are media-scapes. Over the course of the program, students develop concepts for the production of virtual and immersive environments, work with physical computing, and continuously contextualize the work in theory, culminating in a master project presentation.

MediaSCAPES sets the framework for research in the following fields of media philosophy, media theory and media design:

- Physical and Virtual Computing
- Digital Environments
- Interactive Media
- Information Navigation
- Game Environment
- Data Visualization
- Immersive Technology
- Novel Tool Creation
- Generative Research

Program Structure
Over the three sequenced semesters, students develop and pursue an individual media art and architecture research agenda. The course framework supports a personalized career path in the field of new media design and research.

This is achieved by:

- Personalized research agenda
- Building skill set excellence
- Expanding professional and academic network

- Think-tank study and work environment
- Two phase program structure
- Phase one (semester 1)
 - Skill set building
 - Developing personalized topics and objectives
 - Team-based studio and seminar courses

Phase two (semester 2+3)

- Development of media art and architecture design projects

The program curriculum evolves from an intensive design studio culture with theory, research and practice. A cutting-edge faculty team—with critics, lecturers, workshop leaders and guests drawn

from academia and professional practice worldwide—provides students with training and a vital global network in both academic and professional contexts.

The program offers intense schedule of classes to acquire knowledge and skills with computing tools, media theory and media philosophy. Students integrate skills from across SCI-Arc’s programs.

Prospective SCI-Arc MDesR candidates will publicly exhibit, discuss and publish their master project and become part of *sciarcDnet*—a global network community supporting growth, exchange and sharing ideas and resources. The MediaSCAPES program shares collaborative and institutional exchanges with affiliated Institutes pursuing media art, architecture and technology research.

The program structure provides an expansive platform for the development and exchange of ideas for new art and architecture practices, and addresses questions emerging from supra-capacitated computational systems aligned of new scientific theorems in the field of nuclear—and astrophysics, cybernetics, biochemistry and biomechanics—in their sum revolutionizing universal understandings and shifting awareness to entirely new horizons.

Projects address selected thematic areas including: Aesthetics and Computation, Affective Computing, Ambient Intelligence, Cognitive Machines, Environmental Computing, e-Motion, Camera Culture, Video, Responsive Environments, Robotics, Cybernetics, Smart Environments, and Tangible Media.

Eligibility & Applications
SCI-Arc’s MediaSCAPES is a one-year, three-semester non-professional post-graduate Masters degree program. Successful candidates receive a SCI-Arc Masters of Design Research (MDesR) degree with specialization in Media Art and Architecture.

March 1 is the postmark deadline; late applications will be considered on a case-by-case basis.

To apply, please contact SCI-Arc’s Admissions Office.

SCI-Arc Admissions Office
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