

# JEROEN

# VAN AMEIJDE

THE GUEST LECTURE  
SERIES 2017/18

## Deep Planning

Jeroen Van Ameijde  
MSc, SBA, ARB, RIBA  
Director, Urban Systems, London

Date and Time——  
23 February 2018  
1700 to 1900

Venue——  
Lecture Room  
LR427, 4th Floor SDE 3,  
Department of Architecture,  
School of Design &  
Environment,  
National University  
of Singapore

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<https://goo.gl/oNugBk>

BOA/SIA——  
Kindly note that we are pending  
BOA-SIA CPD Accreditation  
Points for this guest lecture  
event.

The term 'deep planning' was first introduced in 1999 within a small avant-garde of architects exploring the implications of new information-based design methodologies. It described an 'integral, time and user based approach' to architecture and urbanism, aiming to explore the complex functioning of buildings and urban areas in relation to their physical and cultural contexts. Using 'deep planning' as methodology and ethos, Jeroen van Ameijde has been developing academic and professional work during the last eight years at the Architectural Association in London and his office Urban Systems.

The lecture will show case a range of student work and professional projects, developed with the help of computational generative design processes and aimed at addressing new and emergent urban conditions in fast growing cities around the world.

About the speaker:

Jeroen van Ameijde is a Unit Master at the Architectural Association and at the Bartlett School of Architecture at University College London, and a partner and director at Urban Systems, an award winning office specialising in generative design processes for architectural and urban applications.

Urban Systems Office's projects have been published internationally and include several large scale master planning projects which are currently being implemented in China. The office has also designed several residential and mixed-use schemes including the 400,000 m<sup>2</sup> 'Changyuan CBD Mall' complex, the 'Yung Gardens' and 'East Gardens' residential projects in Changyuan, Henan, and the Zigong Women's and Children's Hospital in Sichuan province, China. It was a finalist in the international competition for the 'Changsha Center', a mixed-use project that included a 400m office tower.

Before founding Urban Systems, Jeroen has worked for more than ten years as design architect and project architect in several innovative and award-winning international offices including Contemporary Architecture Practice / Ali Rahim in New York and RAD (formerly OMA-Asia) in Hong Kong. His work has been published in several magazines including AD and Architectural Record (Design Vanguard Edition) amongst many others and several books including '10x10\_2', 'Performatism', 'Digital Architecture Now' and 'Catalytic Formations' for which he was an assistant editor for CAP and Taylor and Francis.

Jeroen has been teaching at the Architectural Association in London since 2007, in various roles across the school. As Head of Digital Prototyping he led the creation, management and rapid expansion of the AA Digital Prototyping Lab and Department, setting up management protocols and academic programmes including internal workshops and courses and taking part in international conferences, workshops and visiting schools. As Course Tutor in the AA DRL master programme he taught several courses and a studio titled 'Machinic Control' together with Marta Male-Aleman, which work was published in 'Fabricate' 2011 and exhibited in the Design Museum in Barcelona. As tutor and director of several international visiting schools and workshops, he has created a range of installations and experimental pavilions researching various methodologies for generative design and construction. The work of the MakeLab Visiting School was published as part of the ECAADE and ACADIA conferences in 2012.

Since 2010, Jeroen is a Unit Master of Intermediate Unit 6 which investigates the critical application of innovative digital design and construction processes within dense urban contexts. Work from the unit has been published in SPACE Magazine (Korea) and ARCH+ in Germany, and three students from the unit have been nominated for the RIBA bronze medal.

Since 2017 he is teaching a unit in the MArch part II Architecture course at the Bartlett together with Mollie Claypool. The unit agenda is aligned with UCL's 'Design Computational Lab' and explores radical new models for the design and construction of housing through self-initiated and cooperatively owned residential projects, using robotic construction and 'digital materials'.

Jeroen received a Master of Science degree in Architecture and Building Technologies from the Delft University of Technology in The Netherlands. He is a chartered member of the Royal Institute of British Architects (RIBA) and is a registered architect in The Netherlands (SBA) and the UK (ARB). He previously taught at the School of Design, University of Pennsylvania and the Institute for Experimental Architecture, University of Innsbruck.

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