



APPROACH

The program provides an opportunity to exchange and transcend areas of academic and professional expertise. In learning and understanding the languages of other cultures and disciplines and the potential connections between them, we can live and work from a more informed and imaginative position. The integration of this knowledge and experience will enhance decision-making skills, creativity, and one's efficacy in the world.

This program presents the opportunity to expand the educational objectives of each institution while allowing students and faculty to creatively explore the possibilities stimulated by the Enkeboll tradition of woodcarving. It is a program intended to challenge the students and faculty to consider new materials and processes nurturing creativity while opening new paths for exploration not possible in an industrial context but entirely desirable in a classroom or studio environment. It is a program intended to provoke students to think in a fashion that translates their ideas into realizable products. The most significant aspect of the Enkeboll gift for this program is that it encourages students to think in a fashion that will be important in their future professional lives.

This project will be conducted with reference to the strategic business plan of Enkeboll Design. Teams of faculty and students will approach this plan using an integrated product development strategy. Projects will be based on collaboration among disciplines and three academic institutions. This will include students and faculty giving particular attention to aspects of the problem according to disciplinary capability.

Architecture students: **spatial alternatives, architectural elements**

Interior Architecture students: **interior elements, furniture, kinetic products**

Industrial Design/Product Development students: **portable products, accessories**

Graphic Design students: **image, marketing, communication, website, publicity**

As an intercultural, interdisciplinary, academic, and industrial immersion, the program is intended to foster sensitivity to the diversity of people's ideas, values, and beliefs. With a heightened multi-cultural awareness, we will be better able to: freely explore ideas and to envision ourselves as multidisciplinary thinkers and learners; express ideas clearly in a variety of media and circumstances; develop, attract and ultimately affect diverse audiences; and explore various professional, cultural, and social contexts as they relate to personal and collective goals. In particular, the students will be exposed to the translation of these high expectations into sales and manufacturing environments reflecting the fundamental interests of the Enkeboll corporation including;

- > the expansion of potential markets for new products,
- > the ability to enlarge and enhance the company product lines,
- > the opportunity to consider new forms of product development,
- > and the consideration of new technologies and materials.

STUDY THEME: A Room in a Room

The nature of contemporary society demands of architecture the ability to respond to social and physical mobility. The home and office are both a direct reflection of the desire to establish a sense of stability while recognizing the reality of continual movement. It is not unusual for an individual or a family to move from one home to the other on regular intervals of every 5-10 years until retirement. The concept of a room in a room is intended to explore the ways an individual might design a particular room as a piece of furniture that could be taken along on each move providing a sense of familiarity and stability in a fluid living condition. An individual might design a home office, bedroom, or library utilizing the highest quality materials and designs that could be moved from one residential situation to another. This move might be a direct move from one place to another as a piece of furniture might be moved, or it could require modification. This is an exploration into the systems that may be devised building on the Enkeboll traditions of high-quality wood manufacturing and furniture building.

ENKEBOLL POSITION

Enkeboll manufacturing of solid wood classical architectural carvings

Enkeboll technology used to achieve defined quality

Enkeboll designs out of wood in a classical/traditional nature

Modular product design (products that can be used in multiple ways and disassembled)

Eclectic environment with classical/traditional Enkeboll pieces (Room in a Room)

Environment line drawings study (new ways of using products)

Designing with ornamentation

**Enkeboll Team**

Stephen J. Enkeboll	Chairman, Enkeboll Designs; Director, Enkeboll Foundation for the Arts and Architecture
Ilda Vaja	Corporate Secretary, Enkeboll Designs; Director, Enkeboll Foundation for the Arts and Architecture
Stephen P. Anderson	Chief Executive Officer, Enkeboll Designs
Richard Ransier	Creative Director, Enkeboll Designs

CMU Team

Laura Lee, FAIA Associate Professor, School of Architecture

Jaime Donate	fifth year architecture
Chad Edgley	fifth year architecture
Sooran Kim	fifth year architecture
Jeanne Mam	fifth year architecture
Lauren Schmidt	fifth year architecture

HvdV Team

Richard Foqué , Prof. Ir. Arch., MSc	Dean and Professor
Steven Stals	Senior Lecturer, Department of Design Sciences, , Interior Architecture
Jean Wauters	Department of Design Sciences, Interior Architecture
Bruno Bolsens	Department of Design Sciences, Interior Architecture

Sarah Daniels	final (4th) year interior architecture
Jeroen Lambrechts	final (4th) year interior architecture
Leen Roels	final (4th) year interior architecture
Els van Reeth	final (4th) year interior architecture
Marijke Woestenborghs	final (4th) year interior architecture

NCSU Team

Marvin Malecha, FAIA	Dean and Professor, College of Design
Bryan Laffitte	Chair and Professor, Department of Industrial Design
Dana Raymond	Associate Professor, Department of Art and Design
Patrick Sullivan, FAIA	Principal, Patrick Sullivan Associates
Jessica Konawicz	Art and Design/Undergraduate Student
Robert Morgan	Architecture/ Graduate Student
Jason Buerkle	Architecture/ Graduate Student
Judy Lee	ID/ Graduate Student
Victor Arias	ID/ Graduate Student / Fulbright visitor



Part 1: Programming / Generating Project Brief

Enkeboll Designs: Factory Visit

Los Angeles, California (4 nights)

arrive Saturday 8 November

depart Tuesday 11 November, Wednesday 12 November, Thursday 13 November

10 week break: research, analysis

Part 2: Schematic Design

Higher Institute of Architecture, Henry van de Velde

Antwerp, BELGIUM (7 nights)

Antwerp Design Seminars and Lectures

arrive Saturday 24 January or Sunday 25 January

depart Sunday 1 February

4 week break: conceptual alternatives

Part 3: Design Development

North Carolina State University, College of Design

Raleigh, North Carolina (7 nights)

arrive Saturday 28 February

depart Friday 5 March or Saturday 6 March

7 week break: construction drawings

Part 4: Mock-ups, Prototypes, Synthesis for Exhibit

Carnegie Mellon University, College of Fine Arts

Pittsburgh, Pennsylvania (7 nights)

arrive Sunday 18 April

depart Sunday 25 April

7 week break: final production

Part 5: Exhibition

Exhibition at the Fashion Museum

Antwerp, Belgium

gallery available June 13 - June 27

opening date to be determined