Act Local!
Maker Culture, the Design Professions and Workplace

David Euscher
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PRESENTER BIO

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Learning Objectives

1. Learn about "Maker Culture" and its impact on education, the economy and the design of the workplace.
2. Understand the implications of supporting local makers and adding local character to workplace environments.
3. Integrating Artisans and Makers into a project team.
4. “Mass Customization" vs. Mass Production Manufacturing:
Make Better Things...
GOLDEN OPPORTUNITY
SALES EVENT

ES
LX
LS

FOR A LIMITED TIME
Quilting Industry
20 Million Participants
$3,600,000,000 Annually
“The act of building something, ... seems to imbue it with additional value above and beyond its inherent quality, which the researchers dub the "IKEA effect."
“In the years which have been devoted in my own life to working out in stubborn materials a feeling for the beautiful, … a hope has grown stronger with the experience of each year, amounting now to a gradually deepening conviction that in the Machine lies the only future of art and craft – as I believe, a glorious future; that the Machine is, in fact, the metamorphosis of ancient art and craft…”

- Frank Lloyd Wright

"The Art And Craft Of The Machine," 1901
Mass Production

- Cost effectiveness dependent on Scale
- Cost per unit decreases with increased quantity
- Large Quantities of the same item
- Specialty items
  - Require retooling
  - Increase Production time
  - Increase production cost

http://alljack.com
• Cost per unique unit independent of quantity
• Production Run of 1
• Tool is flexible and adaptable
• Optimize material usage to reduce cost
“3D Printed” Architecture
- Additive Manufacturing off site – 17 days
- Installation on site – 2 days
- Zero formwork
- Reduced construction material waste
- Assembly & fit-out by local craft & trades

http://www.officeofthefuture.ae/#
Everyone deserves healthy, safe, clean spaces. New Living seeks to extend this right, while having a direct economic, social, and environmental impact on our community.
Local / Maker Movement

• Meet Your “Maker” / Neighbor
• Share Ideas and Ideals
• Celebrate the Worker/Maker
• Elevated Quality
• “Authenticity” – materials, form and technique
• Celebration of Craft & Craftsmen
• Enduring Quality is Sustainable
• Strategic – National Label looks, feels, and can be “local”
Community Maker Space as an Economic Engine

http://aldinedistrict.org/towncenter/
Local is the new Organic
Over 1,200 Farmers Markets Nationwide
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Source: "A Review of University Maker Spaces", June 2015

Mr. Thomas William Barrett, James Madison University, Matthew Cole Pizzico, James Madison University, Bryan Levy, Georgia Institute of Technology, Dr. Robert L. Nagel, James Madison University
Why did we stop making?

Design Professionals routinely accept

• Financial Risk
• Design Responsibility
• Professional Liability

When Design Professionals become Builders we take on

• Builder’s Warranty
• Builder’s Risk
• Strict Liability
“Professional liability underwriters traditionally have perceived design/build as the most hazardous construction-related professional liability exposure.”

Make Better Connections

• Local Solutions are Unique Solutions

• Reflect Local Culture & Pride of Place

• Reduce Carbon Footprint

• Economic Stewardship

• Support Local Entrepreneurship

• Connect with New Collaborators
Make Better Workplaces

• Continuity of Learning Modalities

• Foster Innovation through creative expression & problem solving

• Create Opportunities for failure and learn from it!
Make Better Things…

• Better than Sustainable – Enduring Quality
• Better than Socially Responsible – Socially Empowering
• Better than Economical – Good for the Local Economy
Make Things...Better
Questions?