



# ACADIA 2014 DESIGN AGENCY USC, LOS ANGELES, CALIFORNIA

DESIGN AGENCY will bring together the spectrum of research and creative practice currently occurring within the ACADIA community through the combined support of the research networks of the University of Southern California, University of California Los Angeles and Southern California Institute of Architecture. Questions the capacity for computation to inform or challenge traditional design processes; computation as design operation - the capacity, condition, or state of acting or of exerting power, and/or computation as design instrumentality - the design mechanism through which power is exerted or an end is achieved.

ACADIA is an international network of digital design researchers and professionals. ACADIA supports critical investigations into the role of computation in architecture, planning, and building science, encouraging innovation in design creativity, sustainability, and education.

#### find more info at:

<http://2014.acadia.org/>

tw: @ACADIA2014

fb: [facebook.com/ACADIAconference](https://www.facebook.com/ACADIAconference)

#### Important Dates:

Call for Papers: 1st of April

Research and Design Poster: 10th May

Workshops + Hackaton to be announced.

#### CONFIRMED KEYNOTES:



**WILL WRIGHT**

Creator of SimCity, the Sims, StupidFunClub



**CASEY REAS**

Creator of Processing



**MARC FORNES**

Principal, TheVeryMany

#### CHAIRS:



**DR. DAVID GERBER**

Assistant Professor, USC School of Architecture



**ALVIN HUANG**

Assistant Professor, USC School of Architecture  
Principal, Synthesis Design + Architecture



**JOSE SANCHEZ**

Assistant Professor, USC School of Architecture  
Principal, Plethora Project

additional keynotes to be announced.

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