

# THE ROLE OF THE INSTITUTION IN ARCHITECTURAL PRODUCTION



## A STUDY OF VAN ALLEN INSTITUTE

WILLIAM MANGOLD

# VAN ALLEN CASE STUDY

## Conceptual Background

A number of contemporary social theorists have articulated the need to transform spatial practices. Cultural institutions such as Van Alen may be in a position to mediate between the visions of individual “insurgent” architects and dominant socio-economic forces.

## Research Questions

What programs and processes does Van Alen employ to shape architectural production?

How are the intentions of Van Alen materialized in architectural production?

What criteria are used in the selection of the competition program, winners, etc.?

## Research Methods

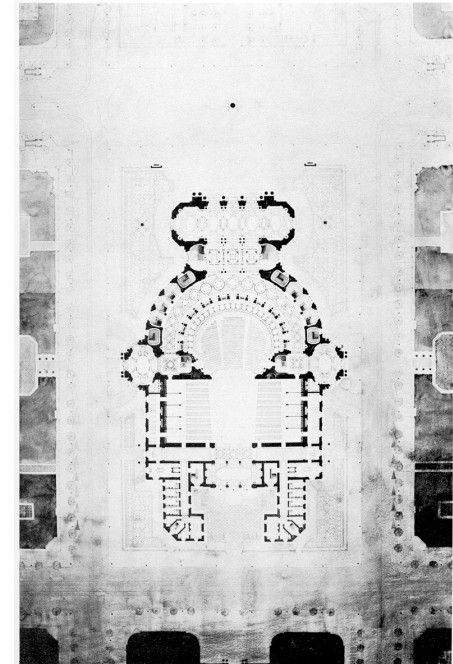
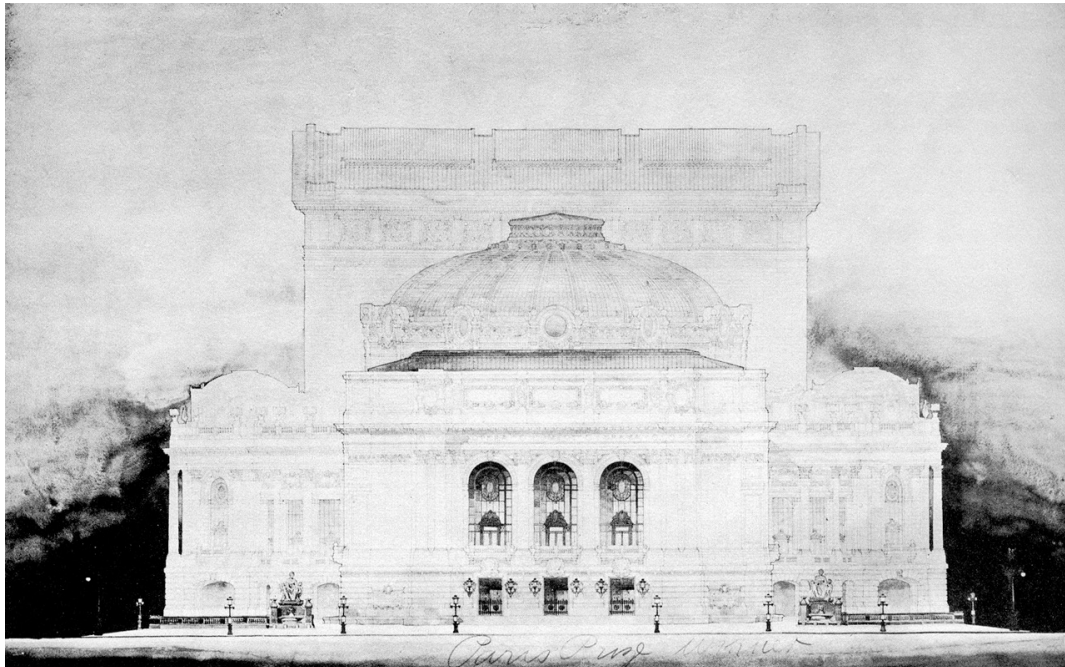
Mixed-methods case study including interviews, archival research, and participant observation. Using multiple data collection methods allows for triangulation.



# SOCIETY OF BEAUX ARTS ARCHITECTS (1894-1956)

## Mission

“Our work at present must be that of missionaries, we must for the present labor to create a correct appreciation of good work, first among the rising generation of architects, and then as a logical result there will spring up such an appreciation in the minds of the public in general...Let us assume such an attitude toward all the schools of architecture in this country as will make ourselves a link to bind them all together...While each school will maintain its own individuality, yet these competitions in which they will take part, and which are to be carried out under our auspices, will give them a common aim and will spread among them the influence and methods of the French school.”  
(1894 Address by Ernest Flagg)



1908 Winning Entry for 'A Theater' by William Van Alen

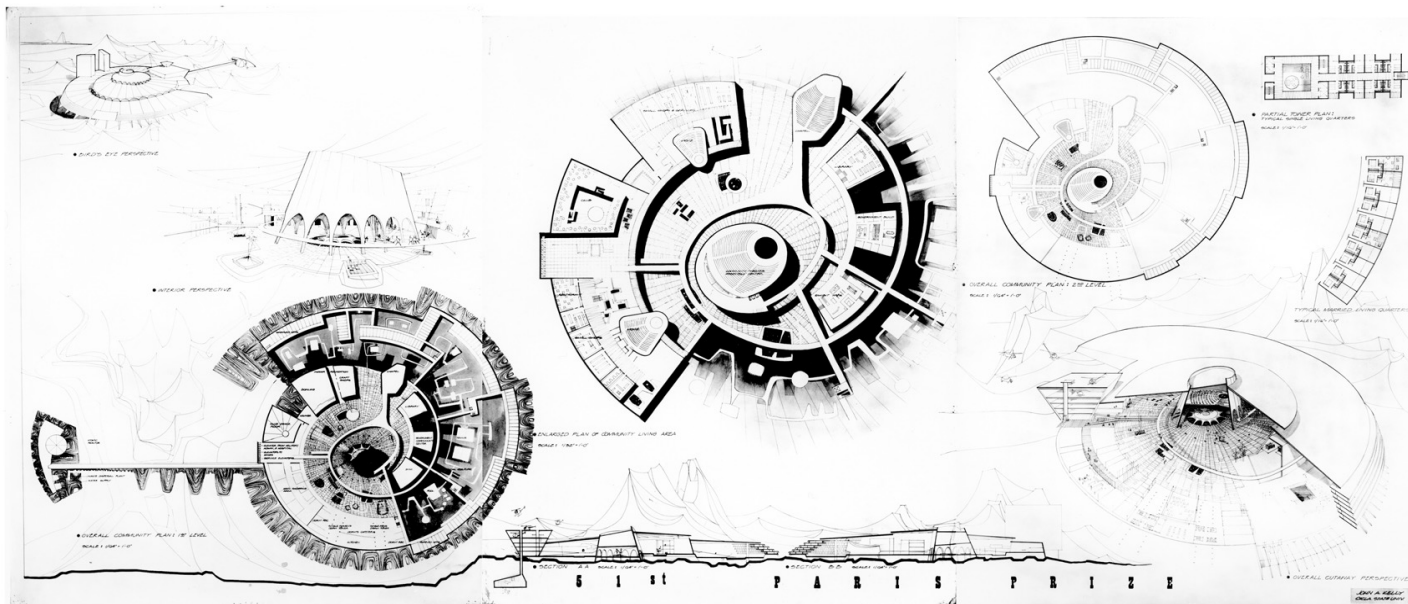
# NATIONAL INSTITUTE FOR ARCHITECTURAL EDUCATION (1956-1996)

## Mission

“NIAE is a service organization that seeks a better architectural environment through better education. As a professional organization, the NIAE offers its services to the Association of Collegiate Schools of Architecture. We are not interested in promoting “methods” or “styles,” but rather in improving and stimulating the creative process in the student through design problems evaluated on the basis of creativity rather than on technical proficiency alone.”

(Forward to the 1965 NIAE Yearbook)

“By participating actively in discussions on current issues the NIAE hopes to stimulate the interest of students in large scale planning and to emphasize the importance of the relationship of buildings and architecture to life in the community”  
(Introduction to first issue of Balance published by NIAE, 1956)



1964 Winning Entry for 'An Antarctic Community' by John Kelly

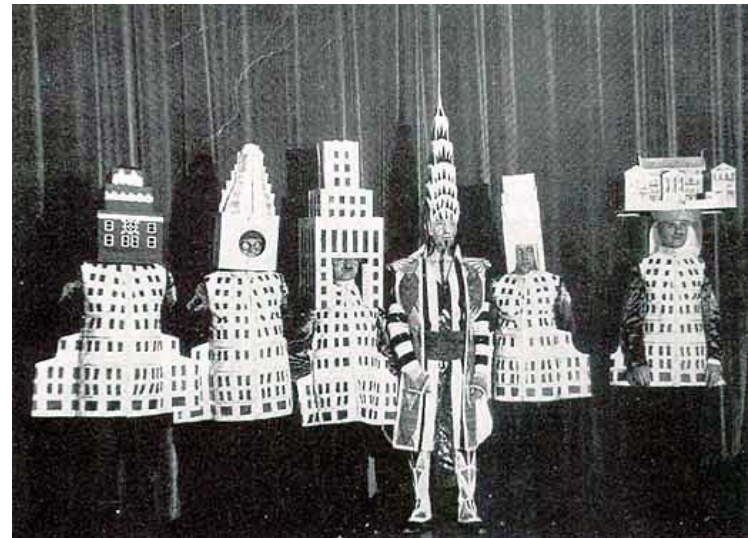


# VAN ALLEN INSTITUTE (1996 - CURRENT)

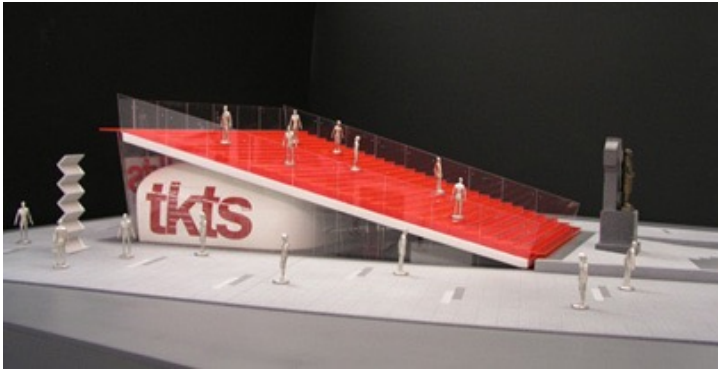
## Mission

“In 1995, the Institute reoriented itself to make a more direct response to the crisis for today’s cities -- the continuing decline of the physical public realm. Reconnecting to New York as the Institute’s primary site for investigating the future of architecture and urbanism, the organization chose the name Van Alen Institute: Projects in Public Architecture to represent and identify the new mission and honor the organization’s most significant benefactor.” (Mission Statement from Van Alen Report 1, 1996)

“Van Alen Institute is committed to improving the design of the public realm. Our program of Projects in Public Architecture promotes education and action through design competitions, workshops, studies, forums, websites, and publications including the Van Alen Report. While the Institute grounds its work in New York City, we structure our projects to engage an interdisciplinary and international array of practitioners, policy-makers, students, educators, and community leaders.”  
(Mission Statement from Van Alen Report 18, 2005)



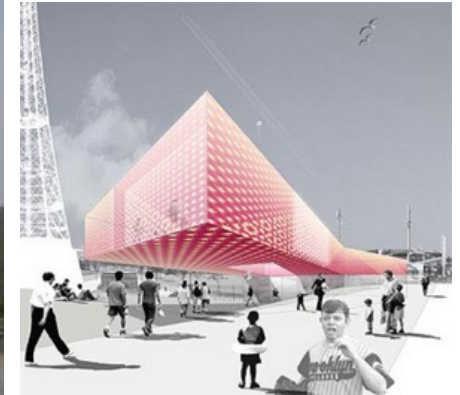
The iconic image of William Van Alen dressed as the Chrysler Building at the Beaux-Art Ball was circulated as part of renaming the organization in 1996.



1999 - TKTS Ticket Booth



2005 - Coney Island Parachute Pavilion



2006 - Urban Voids Philadelphia



# RECENT CHANGES AT VAN ALEN

Upon being named the new director in 2006, Adi Shamir declared:

“We will define a structure and set of protocols and become the leading authority of design competitions. There isn’t anyone who owns this area, and it is what we do best. I want to begin awarding fellowships and take the Van Alen New York prize to a new level. I also hope to broaden the Van Alen’s scope regionally and beyond, and work with other states, groups and schools.”

(Architect’s Newspaper, 2006)



Adi Shamir

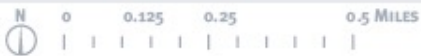


2007 Design Competition  
Envisioning Gateway National Recreation Area





**GATEWAY NATIONAL RECREATION AREA SITE MAP**



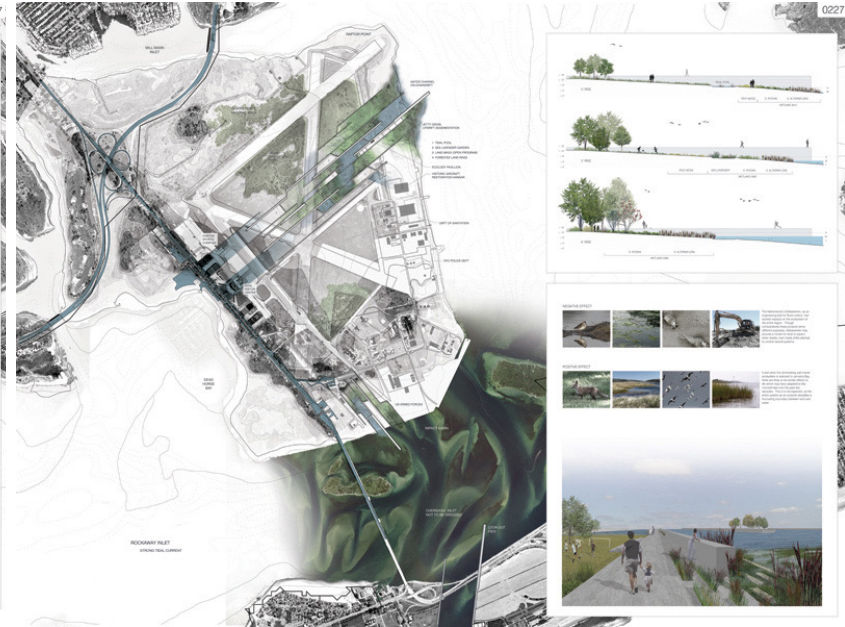
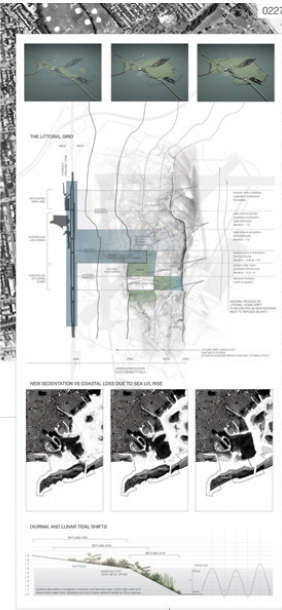
FLOYD BENNETT FIELD SITE MAP



Envisioning Gateway jury deliberation

# MAPPING THE ECOTONE

GATEWAY NATIONAL RECREATION AREA / NY



Envisioning Gateway competition first and second place winners

# ENVISIONING GATEWAY REASSEMBLING ECOLOGIES



The Reassembling Ecologies program for Gateway is based on an historic understanding of the area's ecology and a vision of a new, more resilient and diverse ecological system. The program is designed to restore the area's natural resources and create a new, more resilient and diverse ecological system. The program is designed to restore the area's natural resources and create a new, more resilient and diverse ecological system.

**VEGETATION HABITATS**

**HISTORY / PROGRAM**

**ECOLOGIES**

**ACCESS**

**WATER HEALTH / TOXICITY**



Wetland Runway Pier



Envisioning Gateway jury deliberation