

Operationalising Architectural Semiology via Agent-based Life-process Modelling

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Abstract

Patrik Schumacher is principal of Zaha Hadid Architects. He joined Zaha Hadid in 1988, has been a co-author on most projects and was seminal in developing Zaha Hadid Architects to become a 400 strong global architecture and design brand. In 1996 he founded the Design Research Laboratory at the Architectural Association where he continues to teach. He is lecturing worldwide and recently held the John Portman Chair in Architecture at Harvards GSD. Over the last 20 years he has contributed over 100 articles to architectural journals and anthologies. In 2008 he coined the phrase Parametricism and has since published a series of manifestos promoting Parametricism as the new epochal style for the 21st century. In 2010/2012 he published his two-volume theoretical opus magnum *The Autopoiesis of Architecture*. He recently guest-edited the magazine *AD - Parametricism 2.0* setting architectures agenda for the 21st Century with a new emphasis on the societal relevance of parametricism.

Bio

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Faculty Host: Mubbasir Kapadia