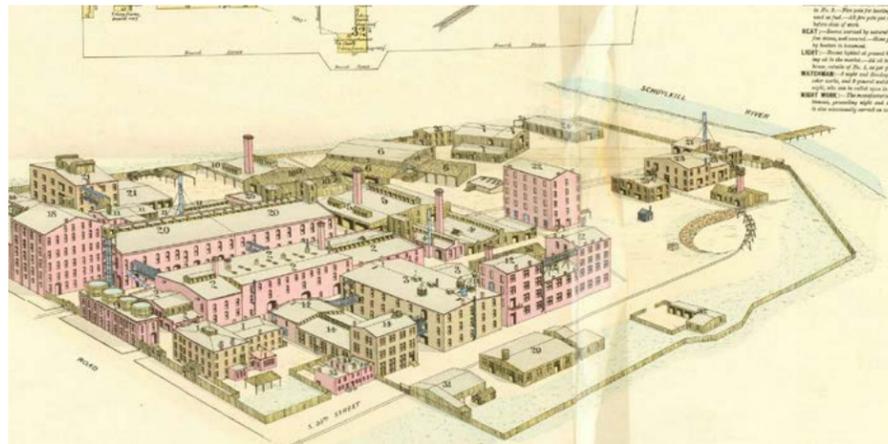


PROJECT CASE STUDY

PENNOVATION: The Permanent Impermanence

Post-industrial sites are often remnant urban fabric of increasing value, as cities expand and density replaces sprawl. But these often riverfront sites are also the sites of contamination from earlier eras when environmental concerns were outweighed by the potential of commerce. The University of Pennsylvania's new technology and innovation campus proposed new life for a former DuPont factory which had spoiled



As with so many former industrial sites, a lack of regulation in centuries past left landscapes with legacies of contamination in need of isolation or reparation.



Site contaminants required isolation if human engagement with the landscape was to be realized. In a process of determining the depth of a potential soil cap, so too was the need for understanding what would grow over the cap and aid in isolation, reparation, and rejuvenation.

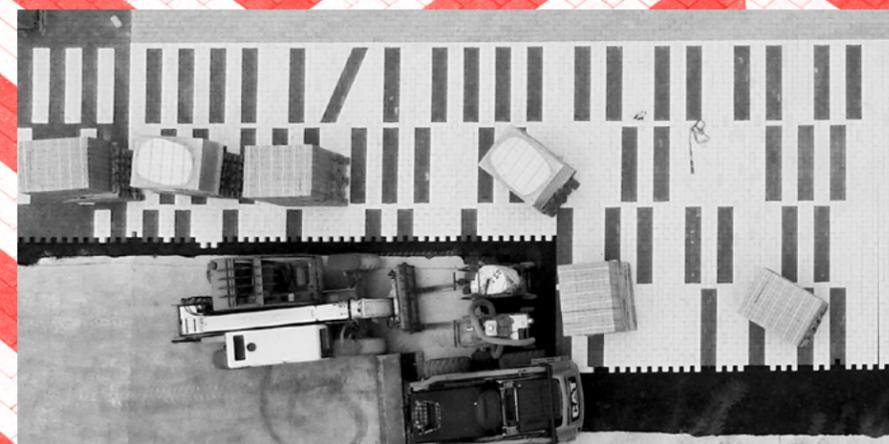


The ephemeral nature of meadow is conditional cap, as well as temporary land hold, while serving as new environmental stewardship and urban pollinator landscape. Permanent site lines to the central core will be preserved to ensure visibility from two key vantage points, while the remainder of the site is considered for future expansion if/when opportunity allows.

the land with industrial waste, the contaminants of which required strategic thinking and research to ensure future habitation is not injurious to potential occupants. So too, this experimental campus was considered to be a risk in need of taking, but the landscape would continue its palimpsest and the potential re-writing as part of that risk. It was to be designed as a permanent impermanence – a landscape with the potential to adapt to as-yet unknown future circumstances, and therefore nothing should be too precious or expensive as it might need to change and adapt, once more.



Finding opportunity in the language of industrial sites – the binary qualities of warning and directional signs – patterning for the site is developed to memorialize the history of what was before, while offering directional graphics to reinforce the new narrative and movement to and through campus.



The historical research informed a bold, graphic, and adaptable core to the campus, one appropriate to the site's industrial history while offering flexible and adaptable program space and integrated identity for the university's new innovation campus.



The resultant plaza speaks to the site's industrial legacy and is bold in its new identity, as well as flexible in its programming capacity.