

The Mediality of BIM

La Cueillette as Exemplar Integrated Practice

Abstract

La Cueillette is an architectural research studio environment that aims to explore how BIM and Integrated Practice challenge established design pedagogies. In the studio, BIM is introduced as media in an attempt to extend its potential in creative design processes. The mediality of BIM urges designers to specify what previously remained hidden in representation and abstraction, to explore spatial reasoning so that it is able to direct data driven processes.

The studio focuses on early-stage simulation and how it can incorporate unmeasurable concepts of value creation, challenge relations between imagination, representation and simulation and transform collaboration into integration. The studio revolves around a set of physical design-based artefacts that aspire to inform an integrated practice approach. The first run of this studio has allowed us to discern some of the challenges for design-based thinking and its education. Rather than see these challenges as a threat, we tried to embrace them as to stratify experience beyond intuition and vague assumptions—to focus on voicing, describing and documenting.

Within our studio discussions we discovered that finding ways to specify the qualitative and unmeasurable provides important substance. In that way *La Cueillette* revealed that, next to inquiring on the technological aspects of BIM, we also need a language to clarify the properties, extensions and qualities of spatial imagination. Throughout the following we argue that analysing and providing an account for these unmeasurable properties is a way to move from *simulated craftsmanship* towards *crafted simulation* and into a *qualitative approach to simulation*.

Keywords

BIM, Design Process, Reasoning, Design-based methodology, Integrated Practice