The fifth century Greek philosopher Heraclitus believed that change was fundamental to all things, and is remembered for his phrase panta rhei (everything flows) and for the saying “ever newer waters flow on those who step into the same rivers.” His philosophy emphasized time as an essential component in the creation of novel forms, perceptions and experiences but also set forth the idea of the return not as mere repetition but as a necessary movement for greater understanding.

These themes – of time, beginnings, novelty and return – will shape the 2018 National Conference on the Beginning Design Student. Questions of what a beginning is; how, when and where beginnings happen; and what roles time plays in beginning design education and design practice, will set the stage for discourse and debate.

There are many possible points of entry for these conversations, and multiple interdisciplinary threads that impact ideas about design thinking, process and production while linking to ideas in other fields of research like quantum physics, neuroscience, and childhood development. Conference sessions might focus on duration, endurance, design prompts and strategies, unthinking, flow, time-based media, performance, physicality, phenomenology…

**Location**

College of Design, Architecture, Art, and Planning (DAAP), University of Cincinnati, Cincinnati, Ohio

The conference will take place in the majority on the main campus of the University of Cincinnati, primarily in the Aronoff Center for Design and Art, home of the College of DAAP. A portion of the conference will take place in downtown Cincinnati at the 21C Museum Hotel and the Zaha Hadid-designed Contemporary Arts Center.

The College of Design, Architecture, Art, and Planning is uniquely positioned to address beginning design from a truly interdisciplinary perspective. With four schools under one roof, as part of a major research university, and situated in a city that is a celebrated location for the practice and business of design, DAAP is an ideal site for NCBDS.

**A Brief History of the University of Cincinnati and DAAP**

In 2019 the University of Cincinnati (UC) will celebrate its bicentennial. Over the course of two centuries, what began as a city college has evolved into a nationally ranked state university. UC’s evolution has paralleled the development of the city of Cincinnati as a major contributor to the industrial revolution and agrarian success of the state of Ohio. In 1905, UC started the first Cooperative
Education program in the United States, and this program is still one of the strengths for which UC is recognized nationally and globally. The College of DAA (Design, Architecture and Art) was formed in the latter half of the 20th century and later added the School of Planning to become DAAP. We are now one of the largest and broadest colleges of our type in the world. Graduate programs in DAAP emerged in the 1960s. In the last ten years, the College has added two PhD programs, one in planning and the other in architecture. The School of Architecture recently shifted to a Master of Architecture program following the trend of most programs in the United States.

At DAAP, we are now seeking to leverage our heritage as a city-based university to support Cincinnati in redefining its role as an innovation center in the 21st century global economy. While formed as a regional college with a focus on undergraduate professional education, DAAP is shifting to focus on masters and doctoral programs with an international emphasis. We face the same challenges and have similar opportunities as many college programs in the US and around the world. Over the last two decades, our faculty and administration have made a concerted effort to move the college to the center of the University of Cincinnati’s strategic mission. Each discipline at DAAP actively participates in the community, the city, and region in projects that range from community planning and public art to wayfinding systems and products and services for regional companies.

The University of Cincinnati set its Master Plan in motion in 1989 to transform and integrate a once frenetic and concrete campus into a cohesive, sustainable whole. Architects who have contributed to the plan and to the university campus have included Peter Eisenman, Michael Graves, Frank Gehry, Thom Mayne, Henry Cobb, Charles Gwathmey, Buzz Yudell, and David Childs. The UC urban campus is compact and walkable and Forbes named UC among the world’s most beautiful college campuses (2010 and 2011).

Hosting the 2018 NCBDS Conference is of importance to DAAP on a number of levels:

- It will open, intensify and support ongoing conversations about beginning design pedagogy.
- It will celebrate our shift to integrate beginning design curricula across Schools.
- It will allow us to educate others on the unique value of the past, present and future of the University, the city of Cincinnati, and the Ohio Valley region.

Additional Activities

Architectural tour of University of Cincinnati Campus and greater Cincinnati Museum visits: Contemporary Arts Center, Cincinnati Art Museum, Cincinnati Museum Center at Union Terminal

Institutional Support

Dean Robert Probst, Associate Dean Patricia Kucker and the Directors of all four Schools at the College of Design, Architecture, Art and Planning fully support this proposal to host NCBDS at The University of Cincinnati in 2018. They have pledged their administrative support and all other available resources to support the conference.
Conference Management Structure

**DAAP Administration**

Robert Probst      Dean of DAAP  
Patricia Kucker    Associate Dean  
Craig Vogel        Associate Dean  
Brigid O’Kane      Director, School of Design  
Michael McInturf   Director, School of Architecture  
Kate Bonansinga    Director, School of Art  
Danilo Palazzo     Director, School of Planning  

**Conference Chairs**

Samantha Krukowski   School of Design  
Vincent Sansalone    School of Architecture  
Kris Holland         School of Art  
Conrad Kickert       School of Planning  

**Additional Faculty in Leadership Roles**

Brian Schumacher    School of Design  
Jenny Ustick        School of Art  
Mara Marcu          School of Architecture  

**Strategy for Reviewing and Accepting Papers, Presentations and Poster Sessions**

We will follow the NCBDS protocols currently used for reviewing and selecting sessions, papers and presentations. UC Conference & Event Services will set up and manage an online system for reviewing proposals.

**Dissemination of Proceedings**

All participants will have access to a digital version of the conference proceedings, which will include all paper abstracts, through the conference website. Printed booklets of the conference proceedings will be available for purchase. Full papers will be archived at UC through the Scholar@uc repository.

**Facilities**

The College of DAAP is housed in the landmark Peter Eisenman-designed Aronoff Center for Design and Art. With over 300,000 square feet, the College of DAAP includes a library, theater, exhibition space, studio space, auditoriums, and smaller classroom space to accommodate multiple activities simultaneously. The largest auditorium holds 350 people.

The University of Cincinnati offers a wide range of facilities for hosting conferences and events. The UC Conference and Event Services office will provide all scheduling logistics for space needs and transportation. Tangeman University Center can accommodate 800 people with lecture seating as well as 10 classrooms for breakout sessions. The Campus Recreation Center, a signature building completed in 2006 by and Pritzker Prize winner Thomas Mayne, is also available for banquets and other communal events.
Logistics

Local hotel accommodations near the UC campus include:

- Kingsgate Marriott  206 rooms
- Hampton Inn & Suites  132 rooms

and a variety of bed & breakfast options.

Downtown Cincinnati is a 10-minute drive from campus and has many hotel options including 21C Museum Hotel, Millennium Hotel, The Cincinnatian Hotel as well as properties managed by Hilton, Hyatt and Westin.

The Cincinnati Airport (CVG) is located in Northern Kentucky (2939 Terminal Drive, Hebron, KY 41048) and is approximately 25 minutes from the UC campus.

Keynote Speaker

A keynote speaker will be invited to deliver the first night’s conference address.

Graphic Identity

If awarded the Conference, the conference chairs will engage design professionals to generate a graphic identity for all conference materials. We propose to introduce alternative dissemination strategies that include manifestos, pamphlets and a conference poster in addition to organizing and editing the conference proceedings.

Web Sites

- College of Design, Architecture, Art and Planning  http://daap.uc.edu
- The University of Cincinnati  http://www.uc.edu
- The City of Cincinnati  http://www.cincinnati-oh.gov/cityofcincinnati
- Over the Rhine Chamber  http://otrchamber.com
- Contemporary Arts Center  http://www.contemporaryartscenter.org
- Cincinnati Art Museum  http://www.cincinnatiartmuseum.org
- Cincinnati Museum Center  http://www.cincymuseum.org