

# **WHAT WE TALK ABOUT WHEN WE TALK ABOUT SPACE:**

**End user participation between processes of organizational and architectural design**

**Marianne Stang Våland**

**Center for Management Studies of the Building Process**

**Department of Organization, Copenhagen Business School**

**29. January 2010**

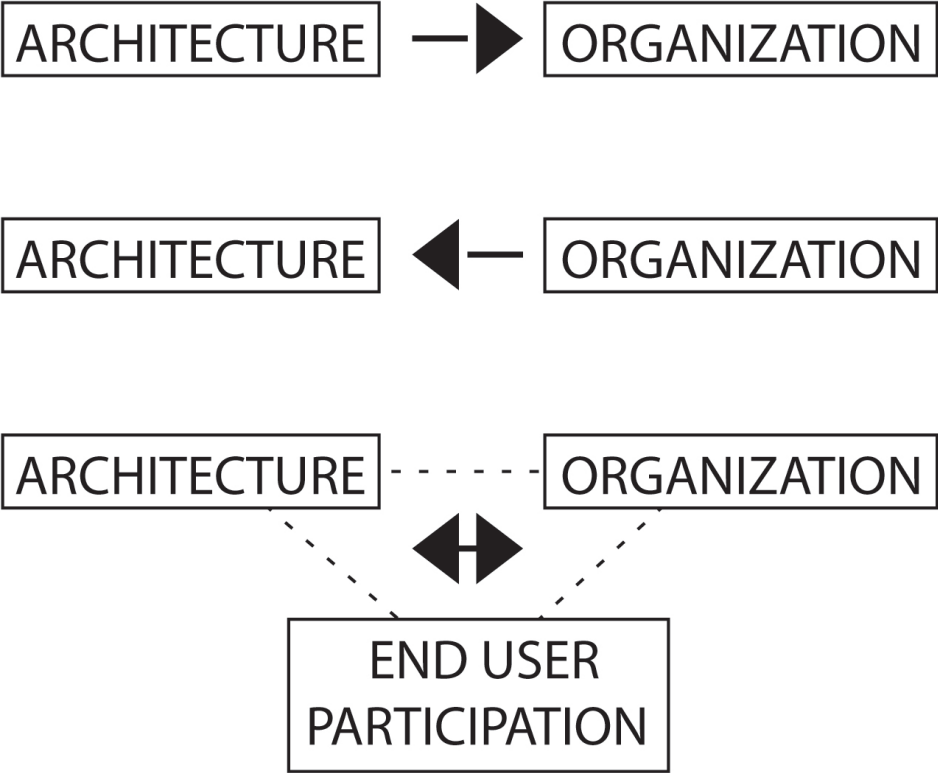
# THE POINT OF DEPARTURE



# THE POINT OF DEPARTURE



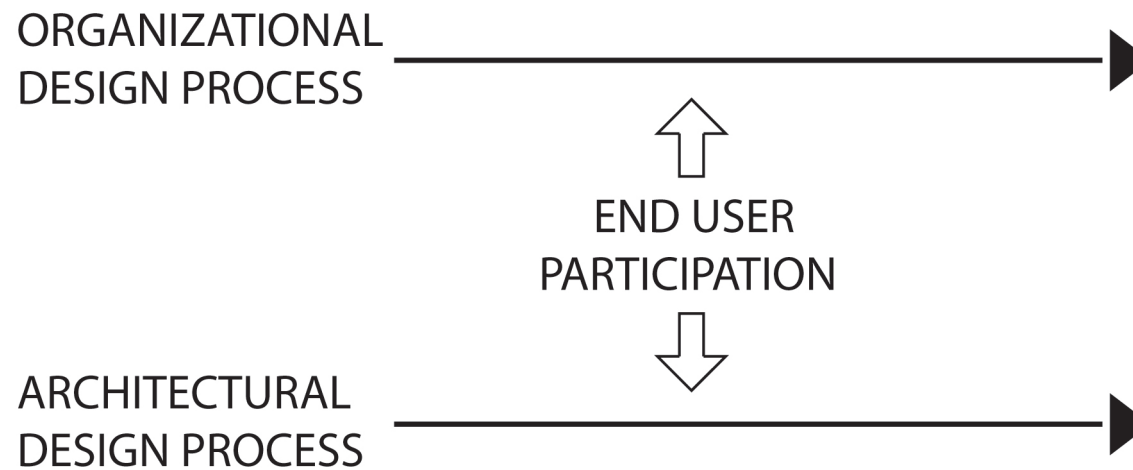
# THE POINT OF DEPARTURE



# THE TRADITIONAL STRUCTURE



# THE LINK: TWO PARALLEL DESIGN PROCESSES



# RESEARCH QUESTION AND ASPIRATION

**How does organized end user participation in architectural design processes generate ‘connections’ between organizational and architectural design?**

- To identify and characterize ‘connections’, through which the link can be explored
- To challenge and stabilize the link and thereby strengthen our ability to handle it

# A GAP IN THE LITERATURE

## Space in organization studies:

- Approaches to how space matters to management
- Lack of attention to the **mutual** relationship between organizational and architectural design features
- Lack of **empirical** studies that explore the intersection



# THE EMPIRICAL CONTEXT

## The players under study:

- Client/manager/end user
- Process designer
- Architect



### **The Town Hall of Hillerød Municipality**

End user: Municipality administration staff

Process designer: SIGNAL

Architect: KHR Architects



### **Arkitema's domicile: The Mikado House**

End user: Arkitema

Process designer: Arkitema

Architect: Arkitema

# THEORETICAL AND METHODOLOGICAL APPROACH

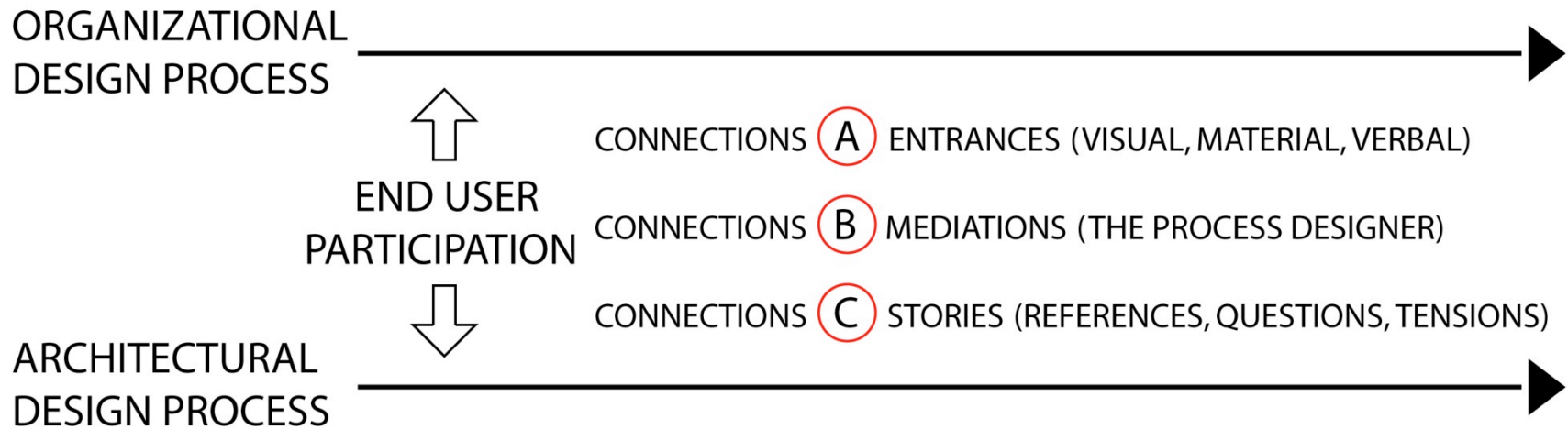
## Theoretical inspiration:

- Sensemaking in organizations
- Actor-network theory

## Methodological approach:

- Ethnography: participant observation, interviews, documents
- Constructivist tradition: the outcome is produced in an interactive process

# IDENTIFYING CONNECTIONS

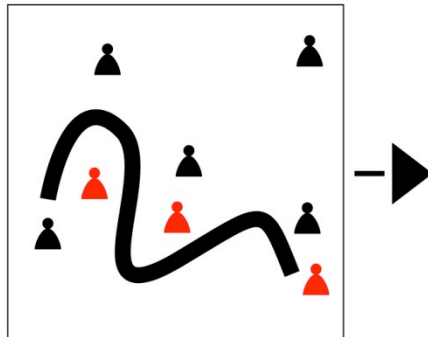


# IDENTIFYING CONNECTIONS

**The Town Hall project: the entrance counter in the reception area**

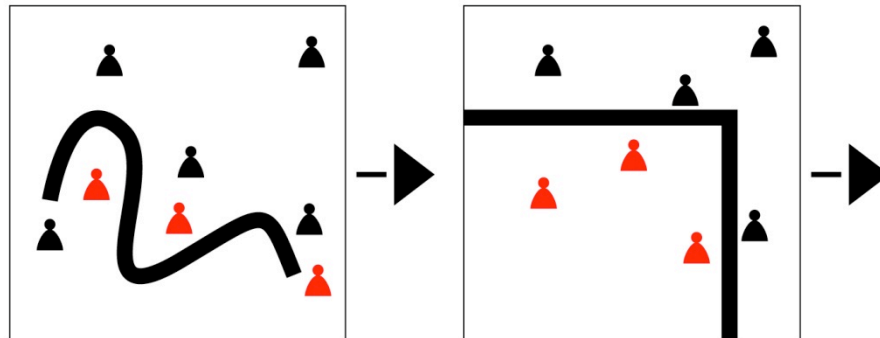
# IDENTIFYING CONNECTIONS

The Town Hall project: the entrance counter in the reception area



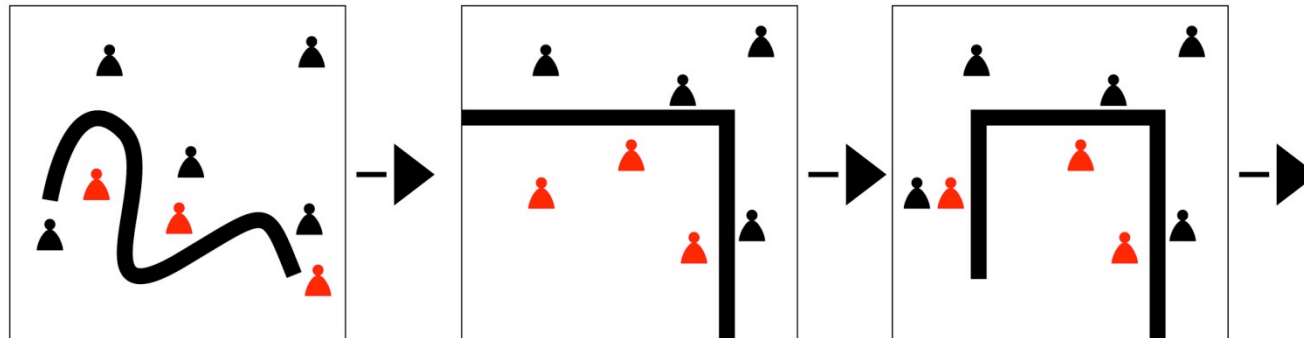
# IDENTIFYING CONNECTIONS

The Town Hall project: the entrance counter in the reception area



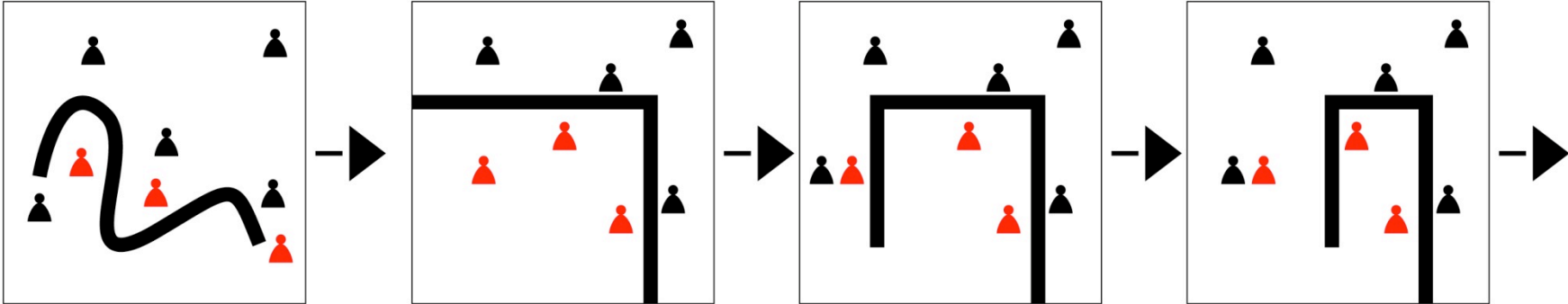
# IDENTIFYING CONNECTIONS

The Town Hall project: the entrance counter in the reception area



# IDENTIFYING CONNECTIONS

The Town Hall project: the entrance counter in the reception area



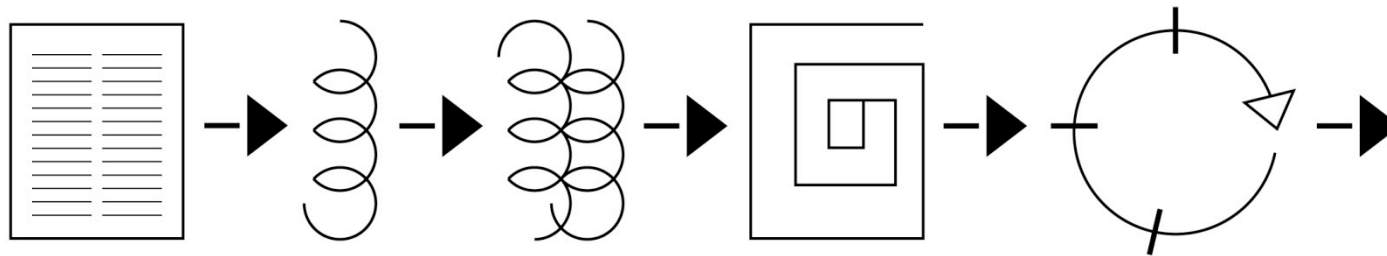


# IDENTIFYING CONNECTIONS

**The Mikado House project: the helix as a mutual reference**

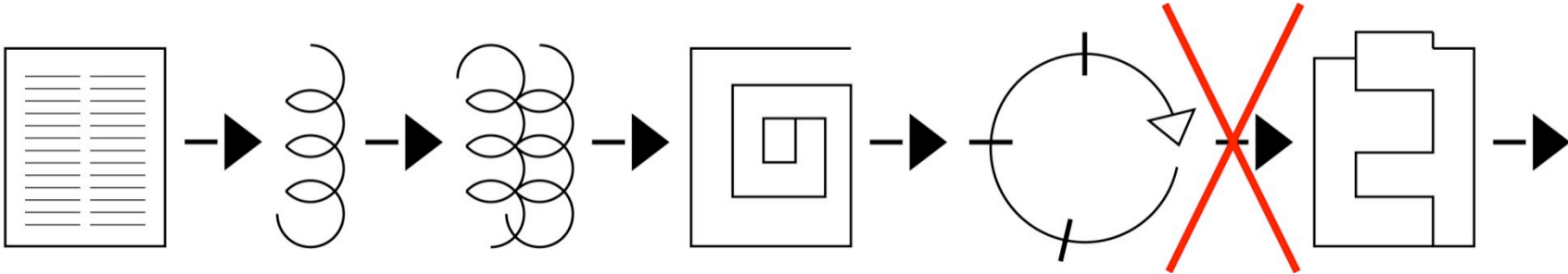
# IDENTIFYING CONNECTIONS

The Mikado House project: the helix as a mutual reference



# IDENTIFYING CONNECTIONS

The Mikado House project: the helix as a mutual reference



# IDENTIFYING CONNECTIONS

- Repetition and “shoving”
- Increased level of reflection
- Capacity to enact complexity

# CONTRIBUTIONS

The thesis investigates the link by exploring the intersection empirically

# CONTRIBUTIONS

**The thesis investigates the link by exploring the intersection empirically**

- It characterizes connections that can stabilize the link: entrances, mediations, stories
- It discusses how the combination of visual, material and verbal entrances can effect organizational and architectural design

# CONTRIBUTIONS

**The thesis investigates the link by exploring the intersection empirically**

- It discusses the process designer as mediator between the two design processes
- It discusses some linguistic and methodological challenges at stake in the new collaborations
- It suggests two different design logics, in order to initiate and orchestrate the link: the diachronic and the synchronic