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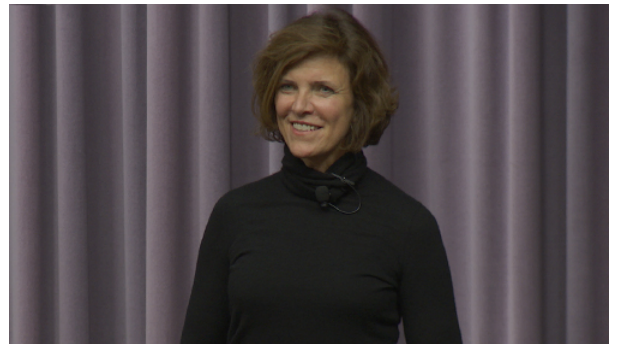
Using Games to Engage

Jeanne Gang, *Studio Gang Architects*

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Video URL: <http://ecorner.stanford.edu/videos/3453/Using-Games-to-Engage>

Renowned architect Jeanne Gang describes using group exercises that feel like a game to get clients more involved with the process and to embrace change. Gang, winner of a MacArthur Fellowship in 2011, says creativity exercises are also a way to get non-designers to think more like designers.



Transcript

It's almost like you have to design the tool for them to enable your partner, your client to help to be able to be a designer because many people aren't trained as designer. This was a renovation and a new office for the headquarters for the National Resources Defense Council and there are a bunch of attorneys that usually had their offices closed in with doors. And because we were going for a really great sustainability rating, a LEED platinum and also Living Building Challenge which is really hard to get, we needed to get everyone out of their offices and out into an open floor. So we realized that this was going to be very hard for the attorneys to do and they knew it was going to be hard and so we didn't want to be the bad guy that said, hey, you guys don't get an office anymore, so we brought a tool to them to use which was basically just this game like map and we cut out workstations of different sizes and then we literally let them arrange them in a way that they wanted to. And what was really interesting about the exercise is, they started to understand the tradeoffs and the things that they were going to - the benefits. These are like the different ones. We photographed these at the end. The different ones that they really came up with. So it was kind of a discovery process and it really helped to facilitate and move the project forward in a way that was beneficial to them and to us.