

# Complex Projects

## MSc 2: The Delivery Society

in collaboration with the Theory of Architecture and Digital Culture Group



Foto: Thuisbezorgd, 2018, Flickr © Joost Smulders

Spring semester 2022

### Tutors

Kees Kaan (CP chair)  
 Georg Vrachliotis (DC chair)  
 Marija Mateljan (coordinator)  
 Dennis Pohl  
 Seyran Khademi  
 Hrvoje Smidihen  
 Manuela Triggianese

Code	AR2CP011
Credits	15 ECTS
Location	Netherlands
Excursion	Yes*
Costs	50

Project type	Multidisciplinary
--------------	-------------------

Approved Master 2 Yes  
 Architecture design project

\*only in the EU, green/yellow zones are allowed

We can order almost anything from everywhere at any time. It's just a matter of pushing a button to turn wishes into orders: food from HelloFresh and Gorilla, menus from Lieferando, medications from Newpharma, or books from bol.com. With every push on a button on our mobile phones, we activate a chain of digital operations. Goods, food, capital, platforms, information, maps, labour, people, and wishes merge into a new data-driven living economy. We call it "The Delivery Society."

People have always shipped goods between places. However, it is only in our modern data society that delivery has become a powerful new paradigm combining different social, cultural, and economic concepts: from pre-industrial to logistics and global networks, to Apple's "I-perspective", and finally, to data-driven delivery. What impact does this development have on buildings, cities, and landscapes? Architects investigate, organise, and design the complex interrelations between space and society: public and private buildings, streets and places, addresses, identities, security

and comfort. These social conventions are challenged now by the Delivery Society. What does it mean to design for the Delivery Society? How is it changing our indoor habits of living and cooking? And what new ideas of comfort, health, and safety will we have to develop?

The MSc2 Research and Design Studio will address these questions by exploring the architectural, urban, social, cultural, and economic challenges of the Delivery Society for the Netherlands in 2050 on four scales: network, city, building, and interior. Students will be divided into groups. Each group will focus on a specific city and topic about food, healthcare, energy, and goods. During the 10-week studio program, students are asked to critically study the impact of the delivery society on our built environment; and to translate these diagnostics into conceptual architectural visions. Lectures (and possibly site visits) with experts are organised during the semester. Each student will produce research books and large scale drawings. Final works of the studio to be exhibited as a collective show in a cultural institution in the Netherlands.