Overview & Sponsorship Opportunities
Why China?

UCL’s high world-ranking attracts more than 5% of all Chinese students wishing to study in the UK. They make an important contribution to the intellectual and social life of the university and return to China equipped to help design low carbon sustainable developments in the Built Environment. Similar statistics could be quoted for other world-leading universities. UCL is increasingly active in China – engaging with universities in research, training and giving advice to enterprise and governments. Moreover, through the recent establishment of UCL Built Environment Clubs in Beijing, Shanghai, Hong Kong and Chongqing (with more to come) UCL is creating platforms across China which bring stakeholders together in new ways.

China is an important market and magnet for the most inspiration designers the world has to offer. FABRICATE 2017 offers them a platform to showcase and share their breath-taking built form creations which themselves, have largely been developed through harnessing the seeds of innovation sown in universities around the world.
UCL’s reputation in advanced digital fabrication is partly based on its investment of over 20mRMB (£2m) in infrastructure and equipment. At the heart of UCL, The Bartlett’s world-renowned School of Architecture are perfectly placed to attract the world-leading academics, practitioners and enlightened ‘early adopters’ of the most advanced processes of fabrication and manufacture. When the knowledge ‘supply side’ is combined with China’s ‘demand side’ for extraordinary buildings a fertile platform is created and FABRICATE 2017 honours China’s readiness, and even hunger, to construct icons which reflect its burgeoning confidence on the world stage.

It seems a natural development for UCL and FABRICATE to recognise China’s investment in capacity building - through overseas education and these other forms of engagement in China - and would be honoured if China would accept the invitation to host the esteemed international conference FABRICATE 2017 in Shanghai.

The under-construction Shanghai Tower, center, the Shanghai World Financial Center, right, and the Jin Mao Tower, left, in Shanghai Aug. 4, 2013. Source: AFP/Getty Images
About FABRICATE

FABRICATE is an international peer reviewed conference with supporting publication and exhibition on the theme of Digital Fabrication. Discussing the progressive integration of digital design with manufacturing processes, and its impact on design and making in the 21st century, FABRICATE brings together pioneers in design and making within architecture, construction, engineering, manufacturing, materials technology and computation. Discussion on key themes include: how digital fabrication technologies are enabling new creative and construction opportunities from component to building scales, the difficult gap that exists between digital modelling and its realisation, material performance and manipulation, off-site and on-site construction, interdisciplinary education, economic and sustainable contexts.

What is unique about FABRICATE is that it features cutting-edge built work equally from academia and practice. Selected built work and work-in-progress is presented and discussed at the conference, and featured in the state-of-the-art accompanying publication. This sets FABRICATE apart from the traditional paper-based peer reviewed conferences with proceedings. Because of the time and effort involved in bringing this outstanding quality of work to life but, most importantly, in order to allow sufficient time for exceptional work to happen across academia and practice, the event is designed to occur every 3 years.
FABRICATE was conceived at the Bartlett School of Architecture, UCL, London, where the inaugural event was organised and hosted in 2011. It gathered pioneers and world-class delegates of the field and framed the discussion around the presentation of built or partially built works by individuals or collaborators in research and practice; it also set the foundation for future FABRICATE series. In 2014, ETH Zurich co-organised and hosted the second FABRICATE, working closely with the FABRICATE International Steering Committee from UCL. This second event raised the bar even higher and proved that there is a vibrant and growing FABRICATE community.

3D scanning of FABRICATE 2011 auditorium by ScanLAB
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Why Fabricate?

Digital Fabrication is without doubt the most rapidly expanding territory in design today and is defining the early decades of the 21st century. In architecture, engineering, manufacturing and construction, advances in the way buildings are designed and made, are radically altering industrial output and production. The way in which the built environment is constructed and experienced is undergoing a revolution where computation permeates every aspect of the cycle of ideas from concept, to production, to use. FABRICATE was the first conference to address this subject in 2011 as a direct challenge to architects, manufacturers, academics and industrial enterprises. Both in 2011 and 2014, it gathered the best minds at work in this field and presented an unprecedented opportunity for knowledge exchange and networking. To date, FABRICATE still remains the only conference and publication series specialised in this area.

The robotic arm from ETH performing during FABRICATE 2011 at The Bartlett School of Architecture, UCL, London © Fabricate
‘FABRICATE: Making Digital Architecture’, edited by Bob Sheil and Ruairi Glynn and published by Riverside Architectural Press, was launched at FABRICATE 2011 in London. It is now in its second edition after selling out and has also been translated in Chinese. The second book of the FABRICATE series, titled ‘Fabricate: Negotiating Design and Making’, co-edited by Fabio Gramazio, Matthias Kohler and Silke Langenberg and published by gta Verlag, was launched at FABRICATE 2014 at ETH, Zurich.

Rather than showcase hypothetical works, both books address innovative ideas that have been applied, built and tested. They present documentation underexposed in contemporary architectural publication, e.g. 21st century working drawings, model/prototype hybrids; adaptive tooling, jigs and manufacturing interfaces; on site bespoke construction, and post production 3D scanning.

The stunning hardcover books comprise of 32 illustrated articles on built projects received through our Call for Work. Punctuating these articles are a series of conversations between the Keynotes and world leading experts from design to engineering, discussing themes on drawing to production, behavioural composites, robotic assembly, and digital craft.

Images of FABRICATE 2011/ 2014 publications
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Facts & Figures

FABRICATE’s Call for Work in 2011 and 2014 received an overwhelming number of submissions from over 35 countries, including over 30 Higher Education institutions and over 25 international consultancy firms. A panel of 32 international academic and industry experts selected 32 of the best submissions for FABRICATE’s publication, of which 16 were presented at the conference.

The selected work came from leading consultancies such as Foster + Partners, Zaha Hadid Architects, Jean Nouvel Architects, Arups, Buro Happold, Amanda Levette Architects, DShape, Ron Arad and Autodesk and world renowned institutions such as Delft, Harvard, Yale, MIT, Royal Academy Copenhagen, IaaC, UCL, ETH and the AA to name a few.

The events of 2011 and 2014 attracted a groundswell of attention and were attended by numerous leading experts in academia, practice, industry and services coming from over 30 countries. Both events of 2011 and 2014 were sold out. To date, we count 710 members on FABRICATE’s LinkedIn group, 520 Facebook likes and 975 Twitter followers.
2011 Keynotes & Chairs

Matthias Kohler
Professor for Architecture and Digital Fabrication at the Department of Architecture, ETH Zürich

Philip Beesley
Professor of Architecture, University of Waterloo

Neri Oxman
Director of Mediated Matter Research Group, MIT Media Lab

Mark Burry
Professor of Innovation and Director of Spatial Information Architecture Laboratory (SIAL), RMIT University, Melbourne, Aus. Executive Architect to the Temple Sagrada Familia, Barcelona, Spain

Hanif Kara
Co-Founder and Director, Adams Kara Taylor CABE Commissioner, Visiting lecturer at Harvard Graduate School of Design and visiting professor at KTH, Stockholm

Robert Aish
Director of Software Development, Platform Solutions, Autodesk

Mette Ramsgard Thomsen
Head of the Center for Information Technology and Architecture, Copenhagen

Michael Stacey
Chair and Director of Architecture at the University of Nottingham

2014 Keynotes & Chairs

Neil Gershenfeld
Director of MIT’s Center for Bits and Atoms

Mario Carpo
Vincent Scully Visiting Professor of Architectural History, Yale University and Ecole d’Architecture de Paris-La Villette

Virginia San Fratello & Ronald Rael
Partners at Rael San Fratello and in Emerging Objects, Design at San Jose State University/ University of California Berkeley

Achim Menges
Professor at University of Stuttgart & founding director of the Institute for Computational Design

Marta Malé-Alemany
Acting director of IaaC & Fab Lab Barcelona

Axel Kilian
Assistant Professor for Computational Design at Princeton University

Philippe Block
Assistant Professor at the Institute of Technology in Architecture, ETH Zurich

Wes Macgee
Lecturer in Architecture & Director of FABLab, University of Michigan Taubman College of Architecture and Urban Planning
Sponsorship Packages

Diamond Packages: Publication Sponsor / Exhibition Sponsor
Sponsor the FABRICATE publication or exhibition and become a Major Sponsor of the event. Benefits include being recognised as a Diamond Sponsor across all publicity (website, printouts, newsletters etc.), have your company’s banner prominently placed on stage, a 15-minute Plenary Keynote (upon approval by conference Chairs), assigned prime location to promote your company at the event, 5 complimentary tickets, further ticket discount and more.

Platinum Packages: Catering Sponsor / Student Tickets Sponsor
Sponsor the FABRICATE catering for the two days of the conference or give more students the opportunity to attend this unique event by subsidising 50 student tickets and benefit from recognition on all publicity, assigned prime location to promote your company at the event, 3 complimentary tickets, further ticket discount and more.

Gold Packages: Keynote Sponsor / Opening or Closing Reception Sponsor / Keynote Dinner Sponsor
Sponsor one of FABRICATE’s Keynotes by covering their flights, hospitality and honorarium or cover the Keynote dinner on the second evening or alternatively, cover the costs of one of the FABRICATE receptions (opening/closing). Benefits include recognition on all publicity, assigned prime location to promote your company at the event, 2 complimentary tickets, further ticket discount and more. Or sponsor all of our Keynotes to become a Major Sponsor and benefit from the diamond package privileges.

Silver Packages: Chair Sponsor / FABRICATE Filming Sponsor
Sponsor one of FABRICATE’s Chairs by covering their flights and hospitality. Alternatively, cover the cost of filming and film editing of the conference. Benefits include recognition on all publicity, assigned prime location to promote your company at the event, 1 complimentary ticket, further ticket discount and more.

Bronze Package: Conference Packs Sponsor
Sponsor the FABRICATE bags and printouts given to all attendees at the conference as well as the FABRICATE team’s logo T-shirts. Benefits include ticket discount, your logo on the conference printouts and more.
Contact us

For smaller contributions, enquiries or proposals do not hesitate to contact us at marilena@fabricate2014.org

Thank you

The FABRICATE team

http://www.fabricate2014.org
http://www.fabricate2011.org
http://www.linkedin.com (FABRICATE Conference group)
https://www.facebook.com/FabricateConference
https://twitter.com/FABRICATE_2014