Craft and Innovation: Serious Play and the Direct Experience of the Real

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Craft and Innovation: Serious Play and the Direct Experience of the Real.
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ABSTRACT
This paper looks at a way of studio teaching that emphasizes direct experience, with real materials. It argues that innovation takes place when a student “plays” with real materials and adopts a critical attitude towards craft. Recent studios demonstrate a way of working that discovers forms, strategies, and techniques unlike those discovered by a student when working in drawing or model. An essential aspect of this teaching is the emphasis revealing to the student the critical thinking inherent in the activity of making.

BUILDING IN ARCHITECTURAL EDUCATION
Since its emergence in the Renaissance as a separate profession from building, the education of architects has varied in its proximity to actual building. At different times, there have been efforts to move architectural education either closer to or further away from building. The late nineteenth century was a time when there was an effort to separate architects and builders. In “The Savageness of Gothic Architecture,” John Ruskin hoped to bridge the gap between handwork and brainwork “… we want one man to be always thinking, and another to be always working, and we call one a gentleman, and the other an operative; whereas the working man ought to be thinking, and the thinker often to be working; and both should be gentlemen in the best sense.” More recently, design/build has attempted to conflate the two, and many schools are instituting design/build programs to explore the value of simultaneously designing and building architecture. Some argue that there is inherent architectural
value in that: “...a rethinking of maker and means inevitably involves a rethinking of
what architecture ought to be.”

In studio, we simulate design/build in individual student projects using real materi-
als for a real purpose. Students build and rebuild their projects for critical review and
group discussion. The lessons have to do with 1) Development of a critical attitude
towards “craft”, 2) Direct experience of the real through serious play, and 3) Innovation,
coming out of the merger of craft and play. For the reasons argued below, we empha-
size the intelligence and the critical discourse of making as an essential aspect of stu-
dios of this type.

A Project Example

Consider the following project statement from a recent studio:

_Make a vessel out of concrete that will hold and pour a gallon of water. Critique, revise and repeat._

Embedded in this seemingly simple statement are numerous key principles: the
idea that the student uses her own hands, drawing on her own skills and resources, to
fashion something out of raw material; the idea that the thing has a typological corre-
spondence to things already existing in the world; the idea that the thing is made with
a pre-defined material, with its own behavior, history, technical requirements, body of
research, and cultural memory; the idea that the thing has some kind of functionality
that is ultimately testable; the idea that the thing has an interactive relationship with
a human being; the idea that the thing is of an approximate size, capable of being
picked up, examined, and passed around; the idea that the student is reflective and
self-critical; and the idea that the project has numerous cycles of repetition. There is a
complex set of aesthetic, technological, economic, functional, and ergonomic issues
in this assignment that a student must consider when carrying it out. By approaching
it in a repetitious cycle, the student engages in a long conversation with the subject,
and comes to know it intimately. By the end of the term, there were dozens of vessels
in existence, each with its own special qualities and characteristics. [Figure 1]

DEVELOPING A CRITICAL APPROACH TO “CRAFT”

The word “craft” should be considered in as large a sense as possible, meaning any human transformation of raw material into another object. This making can happen by hand, with the assistance of machine tools, or through the agency of automated manufacturing equipment. Every human or machine-made artifact that exists in the world has been made by craft. One important opportunity to develop a critical attitude towards craft and a critical awareness of agency occurs as students design and make.

David Pye was an English woodworker and design teacher who originally trained as an architect. His book, The Nature and Art of Workmanship, gives us an important and useful set of principles regarding craft and workmanship. Pye uses the terms “workmanship of risk,” and “workmanship of certainty” to describe two different approaches to making that are distinguished by whether the result is predetermined and unalterable once production begins. “An operative, applying the workmanship of certainty, cannot spoil the job. A workman using the workmanship of risk, assisted by no matter what machine-tools and jigs, can do so at almost any minute.” There is a qualitative difference in the objects made by the two methods, however most things that exist in the world are made with varying proportions of both types of workmanship.

Consider the veracity and implications of “risk” and “certainty” in these examples: Imagine joining two wooden boards together in a 90-degree angle. You could use a pocket-knife to whittle the boards at the requisite angles, and then join them with some sort of fastener. This would be a “risky” technique because any slip of the hand
would “spoil the job”. Alternately, using a power mitre-saw with pre-machined detents set to prearranged angles involves a workmanship of certainty makes the result “pre-
determined and unalterable once production begins.” Imagine other techniques which exist between the two examples given: for instance, how a hand saw, free-cutting a pencil line, falls between a work of risk and a work of certainty. There is no perfect cer-
tainty nor perfect risk, merely a sliding balance between the two.

Now consider the potential qualitative difference between the two techniques. Imagine the whittled joint, perfectly executed, so that it couldn’t be distinguished from the machined joint; it would be a notable feat if a person could pull that off. If the two joints were compared side-by-side, and we were told how they were made, then probably the whittled joint would be held in higher esteem. Thus, the qualitative difference between artifacts made with certainty and risk. “There is something about the work-
manship of risk…which has been long and widely valued.” The artisan-made, hand-
thrown, ceramic coffee cup tends to be more highly valued, because of an appreciation of the “risk” embodied in it. Furthermore, there is a sense of the hand of the maker and evidence such as fingerprints, wobbles, and scratches of the risk that went into it: an immensely various range of qualities, without which the art of design becomes arid and impoverished. In this way, objects have quality whether precisely predetermined or evidently crafted. In some cases, from a design standpoint, precision is highly desir-
able, in other cases, it might not be. A designer could propose an artifact that has a sort of looseness to it. For example, rough, rubble masonry would be “spoiled” by executing it with too much precision. Pye defines good workmanship as “that which carries out or improves upon the intended design. Bad workmanship is what fails to do so and thwarts the design.”

This is a critical point. Architects often imagine a pristine ideal of straight lines and square corners generated by drafted lines on paper: “In a designer’s drawing all joints fit perfectly.” Even in a computerized, highly-technologized world all things, from
handmade to industrially-produced, from small handicraft to big building, are made with degrees of certainty and risk, of roughness and precision.

Imagine, once again, joining two boards together at a 90-degree angle. There are a number of possibilities to choose from: a 45-degree miter, a 90-degree butt joint, a half-lap joint, an overlapping joint, a dove-tail joint, or you could lash them with rope or use a variety of fasteners. Each of these cases has implied precision and roughness. Available tools, skills and materials influence critical decisions about plausible outcomes. For instance, the 45-degree miter is capable of making a highly-precise joint, but is relatively-difficult to achieve without supplementary jigs, clamps and tools. It has a tight dimensional tolerance; miss by a fraction of an inch, or a few degrees in angle, and the appearance/strength/integrity of the joint is ruined. There are big differences between it and, for instance, the lashed joint, which is less dependent on dimensional accuracy. Instead, it is dependent on a different set of skills such as knot-tying and assessment of rope quality. From a craft standpoint they are very different propositions, as they may be from a strength standpoint. The differences in character are also likely to be very pronounced. In this simple example, there are implications in making a (seemingly) simple design decision: implications about workmanship, resources, strength, time, skill, character, cost and so on. The critical designer takes these into account while making decisions.

In a third-year undergraduate design studio in 1999, students designed and constructed a park in a small town in Mississippi that included an arbor, benches, stage and a retaining wall. None of the students were expert craftsmen and it was essential for us to find a way whereby students could design park elements that they would be able to build. No one in the group could construct the tolerances they had imagined (naively) on paper and in models when originally working in the isolation of the studio. Material experimentation, coupled with critical discussion of notions of workmanship, led to development of a construction language that did not depend on extreme precision for success.
Perhaps, the arbor is the best element to demonstrate how this way of working determined the construction language of the park. The arbor is a 10’ x 70’ steel frame structure that supports wisteria plants for shading the space beneath. It consists of seven 10’x10’ bays with 1/2” steel bars bent into groin vaults over each bay. Through a series of mock-ups, fabrication experiments, and critical discussions, it was decided to make the arbor’s columns out of 1-inch thick steel re-bar.

Each column is made of three bars “lashed” together with 1/2-inch round steel. Steel is heated with an oxygen-acetylene torch and, as it is softened by the heat, it is wrapped smoothly around the vertical bars in a fluid fashion. There is a high degree of “risk” in the wrapping of the steel; it depends on good timing by the worker holding the torch and the person doing the wrapping. It wasn’t clear at the outset what the language of the wraps should be: Should they be tight or loose? How many turns should be made? Should the wraps be made with smooth bar or reinforcing bar? Mockups of a range of wrap-types were made and class consensus, based on actual mockups, determined the final design and fabrication of the columns. With practice gained in experimentation and mock-ups, the arbor team developed the skill necessary to wrap the steel with consistency. In other words, they achieved good workmanship: a good fit between design intention and outcome. [Figure 2]

The columns were fabricated at the school and then placed on site-cast foundations. A system to insure “certainty” was required so that the columns would fit on the cast-
in anchor bolts in the correct orientation. Jigs and fixtures were developed to accurately position the column legs while wrapping, and then to locate the steel baseplate in its proper orientation. This brought a desirable degree of certainty to the fabrication process. Once the columns were on-site, leveling nuts on the foundation anchor bolts permitted the columns to be plumbed vertically.

The groin vaults were fabricated and installed in a similar fashion: the basic profile of the vaults was defined by panels built on jigs (for certainty), [Figure 3] while the smaller members were installed “by eye” with a high degree of risk. The tectonic language of the vault is based on an approximately 12-inch overlap of the horizontal, perpendicular members. Since this does not require a high level of precision, the overlaps could be off by even a few inches. The character of the final arbor is that of a vegetated and vegetative steel structure, a unique artifact constructed with equal measures of risk and certainty, executed by novice builders. [Figure 4] Critical discussions about theories of workmanship allowed the students to develop the character of the final built work through experimentation and making. This degree of innovation, I believe, couldn’t have developed on paper nearly as well as it did with a program of experimentation with real materials that included a critical approach to workmanship. Furthermore, it was
realized as a group activity, with a lot of give and take, and with a spirit of camaraderie, invention, discovery and adventure. It demonstrated an attitude of work as serious play.

**EXPERIENCE AND LEARNING THROUGH SERIOUS PLAY**

Exploration with materially-based projects, crafted by hand, promotes the development of a critical discourse between maker and object, and between maker and critics/colleagues. The student discovers ideas about form/tectonics by expanding their recognition of material possibilities. A student interacting directly with a material learns a host of things. The bodily senses understand mass, texture, smell, resistance to deformation, aural qualities, and color; the subtle interplay of these things with each other, and with other materials and processes. Direct experience promotes learning that is fundamentally different than, but not necessarily more important than, indirect experience.\(^\text{12}\) This educational approach fits into what might be called the “process” tradition\(^\text{13}\) of thinkers and philosophers such as William James, Charles Sanders Peirce, George Herbert Mead and John Dewey. In the early twentieth century, Dewey suggested that contact with any new material “…must inevitably be of the trial and error sort. An individual must actually try, in play or work, to do something with material in carrying out his own impulsive activity, and then note the interaction of his energy and that of the material employed.” He championed direct experience to improve children’s education and where it included “…discussing what arises in the course of their doing, it is found, even with comparatively indifferent modes of instruction, that children’s inquiries are spontaneous and numerous, and the proposals of solution advanced, varied and ingenious.”\(^\text{14}\) Dewey argues that learning comes from thinking, and that direct experience forces to students to think about the subject in more complex ways than with the “peculiar artificiality (that) attaches to much of what is learned in schools.”\(^\text{15}\)
Design is a specialized form of thinking/learning, in the sense that, as one designs, one learns increasingly more about what it is that is being designed. One learns about the object itself, about one’s intentions for the object, and about others’ reactions to the object. Design itself is a form of argument, creating a “persuasive argument that comes to life whenever a user considers or uses a product as a means to some end.” Richard Buchanan argues that there are three important elements to a design argument: technological reasoning, character and emotion. Technological reasoning engages the functionality of the thing; character deals with qualities such as “good sense, apparent virtue, and goodwill toward the audience;” emotion evokes things like aesthetics, and the degree to which a user is “persuaded that it is emotionally desirable and valuable in their lives.” Thus, there is an inherent complexity of argument in design, embedded in, and communicated by the actual things we design. Craft embeds these arguments in material objects.

Play happens in a variety of forms for a variety of reasons. Play theorists have studied the subject of play since the early twentieth century, and have a well-established body of literature expounding the value of play to promote the healthy development of children’s brains and bodies, and for the mental and physical health of adults. Human beings are perhaps the only species of animal that plays after childhood. Other “higher” animals—tiger cubs, for instance—can be quite playful when young, yet grow out of this as they mature and get onto the serious business of life. “Lower” animals—ants, for instance—don’t appear to play at all, at any age; they hit the ground working. At some level, play is a uniquely human phenomenon that has been shown to have enormous value to children and adults. As Jacob Bronowski states: “You must see that in a sense all science, all human thought, is a form of play. Abstract thought is the neoteny of the intellect, by which man is able to continue to carry out activities which have no immediate goal …in order to prepare himself for long-term strategies and plans.”

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Reversal theory—a general approach in psychology dealing with motivation, emotion and personality—provides a way to think about play in two phenomenologically opposite states: *telic* play, the “serious” state of play (from the ancient Greek ‘telos’, meaning a goal or purpose) and *paratelic* play, the playful state (incorporating the ancient Greek word, ‘para’, meaning alongside). Different benefits accrue out of each type of play, and we pursue each type for different reasons. They are not oppositional; they are reciprocal. Each cycle feeds the other. Consider, for instance, a dancer simply enjoying the pulse of the music, swaying to its rhythm, (paratelic play) and “discovering” a certain movement that has some emotional or physical resonance, and which ends up being transformed into serious choreography for a public performance (telic play). The telic mode of play allows one to achieve purpose, accomplish goals, satisfy a competitive need, etc. The paratelic mode of play permits one to operate in a protected zone of psychological safety, because the stakes are entirely different. In telic play, one might say that the end justifies the means, in paratelic play, the end is the means.

When an architecture student plays with concrete (or any other material) they might approach it telically, or paratelically, depending on his or her purpose. Ideally, there should be a cycle of learning from paratelic to telic to paratelic, etc., starting with a period of loose experimentation within the protected, paratelic frame, then a purposeful application of lessons learned, and then a looser experimentation again, on a slightly different trajectory, in a continuing cycle of experimentation, discovery and learning. “…where thinking is not controlled by the tyranny of some exigent and overriding goal, it can more easily take new paths which can lead to discoveries.”

As the student working on the concrete vessel goes through these paratelic/telic cycles, they (ideally) make progress; they innovate. In cycle one perhaps they come up with an “interesting” mix of concrete; in cycle two, they might discover that the mix flows well into small cracks; in cycle three they might discover that the cracks sponsor a beautiful texture of ridges on the surface; in cycle four they might develop a way to optimize the mix for intensifying the texture, in cycle five they might discover that the
addition of color intensifies the texture, etc. With each iteration, the student develops design ideas and, just as importantly, develops the craft skills, techniques, and procedures for carrying out the work.

A small project recently assigned to third-year undergraduates illustrates these notions of telic and paratelic play. In this particular assignment, the students each drew two slips of paper from a hat. One slip contained a nominally-rigid material, the other a nominally-flexible material. They were asked to begin the project by making three joints: an “overlapping” joint, an “abutted” joint and a “separated” joint. Though some of the materials were orthodox construction materials (wood, concrete, brick, building felt), others were not (lace, insect screen, bubble wrap). And the combination of the two was likely to be highly unorthodox (brick and lace). An iterative design process over the course of two weeks led each student to develop 1) numerous joints—the ostensible purpose of the project as assigned; and, 2) an abstract understanding of the problem and its solutions—the actual purpose of the project which came out in class discussions, and which is transferable to other design projects.

For instance, one student, confronted with the task of joining brick and lace, after a frustrating struggle with the apparent dissimilarity between these materials (when considering them at “full” scale), finally found a solution when she broke the brick apart, zoomed-in to the micro scale, and acknowledged small fissures in it that were highly compatible with the delicate lace tendrils. In a reflective postmortem of the lessons learned in the project, she writes,

*During the extrusion processes that formed the clay into its block shape, larger particles are scraped across the soft surface. The striations left in the clay are evidence of the path which the particles have traced….A hierarchy of structure to the lace was identified, allowing the top layer of threads to be unwoven from the underlying structure….By looking to the striations, enormously more precise and efficient connections could be made. Each thread fitted neatly behind a particle which had scraped across the surface. Continuing to pull at the particle in the prior direction of force allowed the thread to act as a hook when set in place*…
On unfamiliar turf, this student, in “playing” with the materials over the course of two weeks, gained an intimacy with them that revealed their hidden structures to her. Dissecting the lace allowed her to understand the hierarchy in the lace sample she chose (a consequence of its construction). Breaking the brick apart, and examining it at a micro scale, gave her insight into the brick’s extruded manufacturing process. By playing paratelicly, she discovered a compatibility between the materials that led to a more purposeful and meaningful joining of them. [Figure 5]

By the end of the process, the student has designed and built an object that couldn’t exist in the absence of this process. The work didn’t happen exclusively in the space of the mind. It happened in real space, real time and with real materials, in a process of architectural design driven by serious play, described by Mark West as, “an abiding faith in chance, the free fall of imagination, and its emotional pulse; a solemn study of ‘natural law,’ and an embrace of what can be called a ‘builder’s sensibility.’ These lines are entwined and knotted through the discipline of architecture in a search for new forms and approaches to architectural design.”

The critical feedback from the reciprocal cycles of telic and paratelic play join together in a synergistic way to propel the work forward. Play leads to innovation, discovery, and the development of new ideas, forms and techniques in architecture.

THE SUCCESS OF FAILURE

The telic/paratelic cycle in these material investigations is dependent on the reality of the situation. This is because some series of critical judgments needs to be made to
advance the work. A thing made can be evaluated by the maker and by others for what it actually is, not for what a representation merely purports it to be. It stands there (or it doesn’t), it looks good (or it doesn’t), it meets expectations (or it doesn’t). The maker is not dependent on the authority of an outside critic to predict the future success or failure of the thing made. At a fundamental level, the thing is its own best critic. It is self-confirming for the maker in a way that lies outside of the realm of mere opinion. When a maker knows he has truly succeeded (certainly in his own eyes, and perhaps in the eyes of outside critics, but most importantly by the silent testimony of the object made), it breeds a feeling of self-confidence that can fuel production of future work (both made and represented). When a maker knows that she has failed, the failure tells her that she has found the edge, that she can return to the point of failure, and make good on it in future revisions. It is important to appreciate the breadth of notions of “success” and “failure”: to succeed in one of these projects is to develop a critical discourse with it; to establish “mastery” over it, to meet one’s expectations, to learn—and abstract—lessons from it. It is possible to succeed in the project even if on its face the project didn’t turn out as originally intended. Knowing one has failed is useful, positive knowledge. In a paradoxical way, failure also builds self-confidence, in the sense that it helps the maker understand the idea of limits: the maker’s limits, the limits of materials, techniques, plausibilities. Understanding the limits of one’s knowledge is an oft-cited definition of wisdom. The important thing is to provide the right time for failure to happen: the paratelic play cycle is where failure wants to happen so that it can still become part of the knowledge base (ready for deployment when it really counts), but while inside of the protected frame.

Future research of this approach to teaching design will attempt to assess how well these lessons are transferable to a normative studio situation where a student is designing a building using (primarily) representation. Anecdotal experience leads me to believe that these lessons “stick,” that they are transferable. In two separate situations, I was able to closely observe some of the same students in normative studios
after I had them in a “serious play” studio. In one particular instance, three students, who had been regarded as “weak” designers prior to taking the “serious play” studio, all excelled the following semester in a normative studio. Their work was more inventive, they were more productive, and they were evaluated highly by their critics for their good work. The most obvious reason for their success seemed to me to be that each had developed a stronger sense of self-confidence, but I have no way of proving this.

Understanding the complex relationship between ideas of craft, workmanship, play, discovery and innovation is not a uniquely contemporary problem. It may be exacerbated by the accelerating nature of our industrial culture to introduce expanded and precise ways to fabricate, and faster and more accurate ways to draw. In the end, the evidence of these inputs (intentions, representations, materials, workmanship) will be apparent in the resultant physical artifact. It is important to recognize that these change very slowly compared to the apparent speed of the culture. Play is a fundamental human trait, and its creative potential can be brought to bear on the problems of architecture and construction, as well as other problems in life, as evidenced by Galileo’s thoughts on the subject: “But if by digressions, we can reach new truth, what harm is there in making one now, so that we may not lose this knowledge, remembering also that we are not tied down to a fixed and brief method but that we meet solely for our own entertainment? Indeed, who knows but that we may thus frequently discover something more interesting and beautiful than the solution originally sought?”

Endnotes


5 Pye received an architectural education at the Architectural Association (AA) in London, then spent three years practicing as an architect, until World War II intervened. After a stint in the Navy, Pye first started teaching at the AA, then the Royal College of Art, where he was Professor of Furniture Design until his retirement in 1974. From: David Pye: Woodcarver and Turner, (London: Crafts Council, 1986) p. 13.


8 Pye, Nature and Art, p. 30

9 Ibid.

10 Ibid., p. 31. Or now, on a cathode ray tube where all joints fit perfectly to a one-thousandth of an inch tolerance.

11 The studio was taught by Nils Gore and Shannon Criss at the Mississippi State University School of Architecture.

12 It’s important to promote indirect experience in these projects as well. For instance, library research into the scientific properties of concrete.


15 Ibid., p. 13.


17 Ibid., p. 101-103.

18 Conrad Hyers, “Education as Play,” in Adult Play: a Reversal Theory Approach, John H. Kerr and Michael J. Apter, eds., (Amsterdam: Swets and Zeitlenger, 1991) p. 135. I’m not sure I completely agree with Hyers’s assertion that humans are unique. It seems that some other primates play after childhood, and I’ve known some dogs that are still pretty playful at an old age.

19 Ibid., p. 135.


21 Michael J. Apter, Adult Play, p. 15.


23 Partial credit for the idea of an assignment about joining incompatible materials is due to Rachel McCann and David Lewis, at Mississippi State University.

24 Having students write reflectively about lessons learned at the conclusion of a project is beneficial for both them and me.

25 Julia Ng, (unpublished class writing assignment.) 2003.

27 In these studios, I team-taught the same class with other professors, but the students were not in my section, and thus not influenced by my daily criticism or grading. However I was able to see their work frequently as we had joint pinups, and all sections were designing the same project.