



First group of students and faculty leaving for Italy on August 27, 1973

## CELEBRATING 50 YEARS IN GENOA

The Clemson University College of Architecture, Arts and Humanities and Clemson Architectural Foundation is kicking off a year-long celebration of the [Charles E. Daniel Center for Building Research and Urban Studies](#)' 50th anniversary. Best known as "The Villa" to alumni and friends of the School of Architecture, the center was founded in 1973 in Genoa to realize then dean Harlan McClure's vision for a place for students to be immersed in a historic environment while strengthening real-world design abilities.

As part of the celebration of the Villa's anniversary, alumni and friends are encouraged to visit the [Genoa 50th Anniversary website](#) to submit stories and sketches from their time in Italy.

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## NEW PROGRAM: MASTER OF SCIENCE IN ADVANCED ARCHITECTURAL MANUFACTURING

Joseph Choma  
Director, M.S. in Architecture

This year, the Clemson University School of Architecture is launching a new M.S. Architecture in advanced architectural manufacturing (AAM). The program seeks to develop the future leaders of architectural manufacturing. When approximately 40-percent of the carbon dioxide emissions in the world are associated with the built environment, there is an ethical obligation to transform how architects design and build more sustainably. Architects need to reduce waste, time, energy and make things that last.

In 1979, Cedric Price famously said, "Technology is the answer, but what was the question?" If "technology" is the answer, then what exactly is technology? For starters, the word technology stems from the Greek word "techne" — which is more associated with technique, craft or calibration than simply focusing on "high-tech" as the singular future or answer to all questions. Just because something is fabricated with a robotic arm doesn't make it innovative and just because something is fabricated by hand doesn't make it obsolete. The AAM program teaches students to understand the constraints, biases and opportunities of hand-crafted techniques as well as advanced robotic fabrication.

Additionally, architectural manufacturing is different from fabricating a small bespoke physical artifact by oneself. Manufacturing operations are a team of people with a wide range of expertise working seamlessly together. Students within this program will learn to work together but they will also learn by directly engaging with industry. This program was created in dialogue with an industry advisory board composed of some of the top leaders in architectural manufacturing. AAM students will have opportunities to visit and work in manufacturing facilities while pursuing their academic studies. They will listen and join in on conference calls with clients and learn the various phases of a manufacturing project. Simultaneously, they will have opportunities to explore research questions that challenge how architects design and build within a "real world" context full of constraints.

Throughout the course of their studies, students will complete a series of required courses that range from research methods, building assemblies, technical computation-based skills to theoretical ideas linked to material innovations. In addition to providing students with the skills and knowledge to develop a successful career in industry, this degree also prepares students to continue rigorous research towards a Ph.D. Unlike any other program in the country, AAM literally blurs the distinction between academy and industry. How can industry help prepare students for the current challenges in architectural manufacturing and how can the academy help prepare students to challenge the future of industry? This cutting-edge degree is intended for anyone with the desire to identify research questions that can positively transform the built environment.



Robotically carving stone according to a mathematically defined geometry. Collaboration between Professor Choma and Quarra Stone Company.

[LEARN MORE ABOUT THE AAM PROGRAM](#)

## News



### HISTORIC PRESERVATION PROGRAM EMPOWERING AFRICAN AMERICAN COMMUNITIES TO PRESENT AND PROTECT THEIR STORIES

Clemson University's Master of Science in historic preservation program is the recipient of two grants that will support local community organizations working to preserve African American history in South Carolina.

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### CAAH FACULTY ORGANIZE SERIES ON CULTURE, HISTORY OF UKRAINE

'Invasion of Ukraine: An Interdisciplinary Colloquium' will give students and community an opportunity to learn more about the people and past involved with the conflict in Ukraine

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## Events

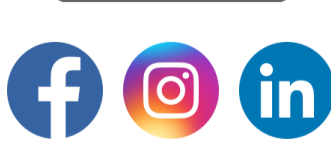
### SPRING LECTURE SERIES

Lecturers from across the globe representing a variety of architectural styles will present both on Clemson's main campus and at the Clemson Design Center, Charleston, South Carolina. Each lecture will be delivered in-person and streamed online.

[LECTURE SERIES](#)



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