

An architectural rendering of a futuristic building complex. The scene is viewed from an elevated perspective. The buildings feature extensive green roofs and are interconnected by a network of elevated walkways and ramps. The ground is a mix of green and yellow, suggesting landscaped areas and possibly water features. The overall aesthetic is clean, modern, and integrated with nature.

VeganLabsTM

UTOPIA IN PRACTICE

2010



Hudson Yards

Sidewalk Toronto

Toyota Woven City

UTOPIA IN PRACTICE

Theme-based development with token social/ecological awareness



1980



Spec Office

Suburbanism

Retail

CITY OF PROFIT

Profit-driven aggressive development with postmodern license to style



1900



The White City

Voisin Plan

Broadacre

CITY OF IDEAS

State-driven comprehensive planning with puritan socio-political aims



HOW WOULD A TRUE (PROFITABILITY SOCIAL VALUE SUSTAINABILITY) UTOPIA IN PRACTICE LOOK LIKE?

*"Man's greatest tragedy is that he can conceive of a perfection which he cannot attain."
- Lord Byron*

The new sinister synthesis between design by ideas and design by profit is best represented by the miraculous "smart city" of the near future. This city is a place in which technology and capitalism merge to exploit consumers 24/7: a neoliberal UTOPIA IN PRACTICE that integrates both visionary urban worlds and tremendous profits at never before seen scales. This thesis asks whether this emerging model can be appropriated and harnessed for the benefit of urgent contemporary ecological and social issues. How can the radical idea of utopia in practice be further radicalized?

VeganLabs offers a cautionary tale, taking Chicago's meatpacking industry--a rich source of utopian as well as dystopian technologies and events--as its main context, and 21st century veganism as its driving design challenge and program. The productive tensions arising from such a place take their inspiration from theme parks, French colonial layouts, smart city development, silicon valley messianic culture, and post-carbon driven ideals. The outcome is a place riddled with both contradictions as well as opportunities for further, sober examination on our collective thinking of the ecologically challenged city of tomorrow.

FINANCIAL

EXPO

TOURIST ATTRACTION

Museum-style exhibitions on the history and culture of veganism and showroom for products

RESEARCH LABS

Product development that creates new markets under the growing vegan sphere

VEGAN RETAIL

Market for the community with global ambitions

PROPOSAL:

VeganLabs

LIVING COMMUNITY

Commune style living focused on shared vegan values and practices

URBAN FARMING

High tech farms with ethical processes and minimal ecological impact

ECOLOGICAL OASIS

A landscape returned to native wildlife and in symbiosis with the development

FARM

ECO-SOCIAL

2020



Low-paying jobs



Empty space

RUSTBELT ICON

A half abandoned, still polluted area of the city in need of a VISION

NO. OF RESIDENTS

NO. OF JOBS

POLLUTION



HOW DOES

A TRUE ()

PROFITABILITY
SOCIAL VALUE
SUSTAINABILITY

DISTOPIA

IN PRACTICE

LOOK LIKE?

1950



Abandoned Facilities



Polluted Creek

URBAN BLIGHT

New tech and failing railyards obliterate the industry overnight

NO. OF RESIDENTS

NO. OF JOBS

POLLUTION



"Neither squeals of hogs nor tears of visitors made any difference to them; one by one they hooked up the hogs, and one by one with a swift stroke they slit their throats. It was pork-making by machinery, pork-making by applied mathematics."

- Upton Sinclair, *The Jungle*

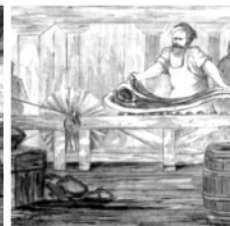
1900



Lard tanks



Packing line



Steam-power beef saw



Packing house



Smoke house



Ham room



Hanging room

MEATPACKING CAPITAL: THE UNION STOCKYARDS

A half abandoned, still polluted area of the city in need of a VISION

NO. OF RESIDENTS

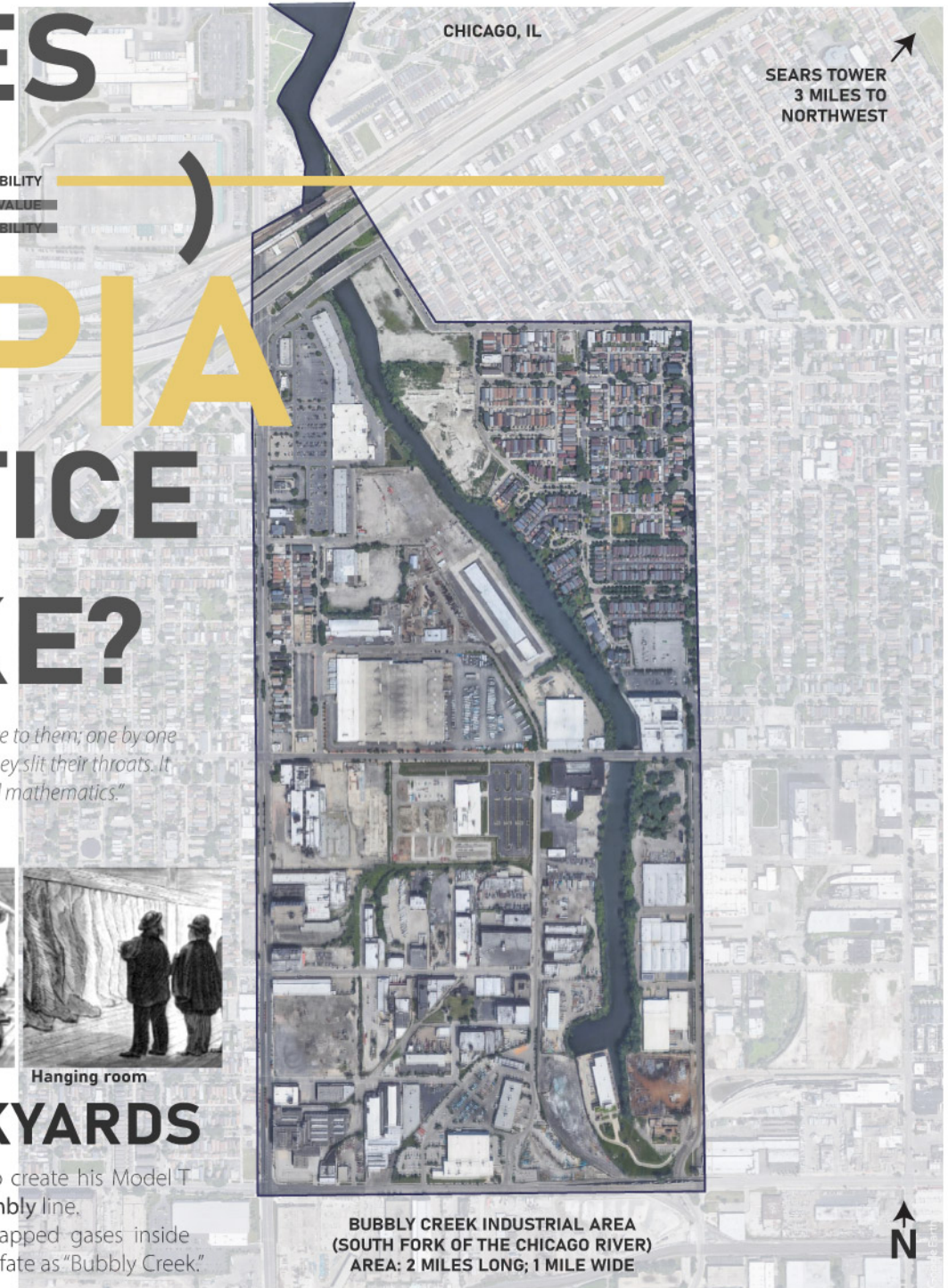
NO. OF JOBS

POLLUTION

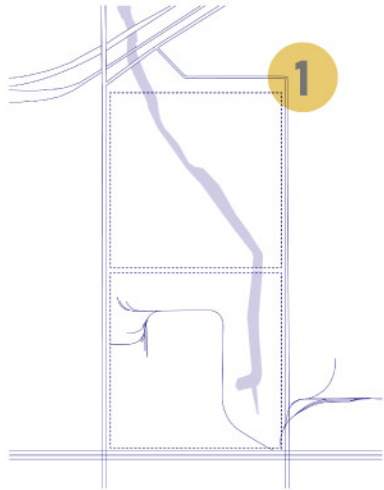


A place so ruthlessly efficient it inspired Henry Ford to create his Model T assembly line following the Union Stockyard's dis-assembly line.

The creek got so polluted from animal waste, the trapped gases inside bubbled up to the surface, forever sealing its name and fate as "Bubbly Creek."

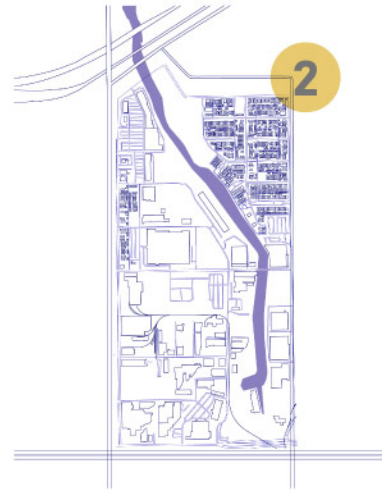


SITE OPERATIONS



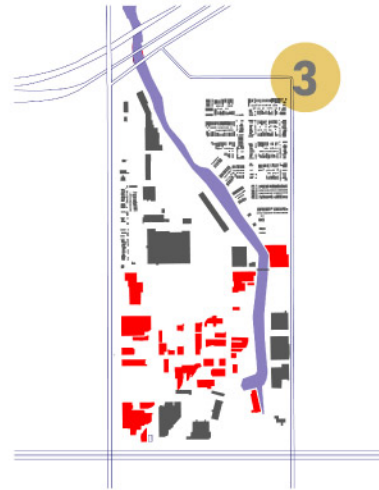
SITE GEOMETRY

Two mile by mile urban grid squares intersected by the creek and railroads



BUILDING DENSITY

Large, scattered industrial buildings parking lots, and junkyards



BUILDING TYPES

A historic core of heavy masonry surrounded by modern cheap metal buildings



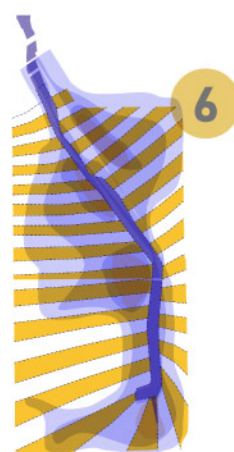
SELECTIVE DEMO

Clear space by recycling metal buildings while re-using masonry building core



GIVE EACH PROPERTY ACCESS TO CREEK

Re-orient urban grid as long lots cutting land from the river to the outer edge



BRING BACK THE SWAMP

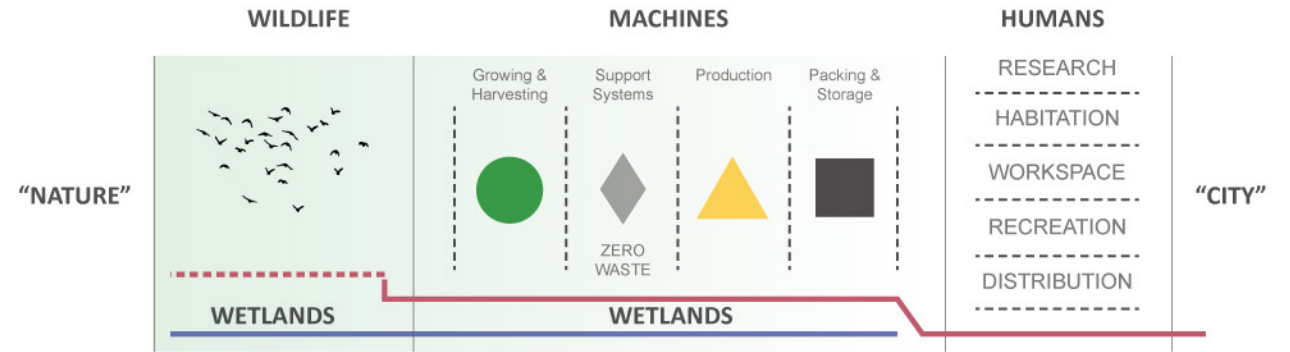
Flood as much of the site to bring back native flora and fauna





A community that lives off the land and preserves a symbiotic relationship with the native wetlands environment of the city of Chicago

FARM



12 Wetlands

Most of the site has been cleared and returned to a wetland condition that permeates the entire area of the development and aids in the reduction of pollution and increased quality of land and air in the area not to mention wildlife nourishment.

11 Bridges

All non-natural facilities are raised from the water and isolated to maximize the biological potential of the wetlands. The goal is fully restore flora and fauna in the mist of the an intensive farming operation.

10 Oxygen Pumps

The excess oxygen produced by the crops in the farms is condensed and pushed into the creek water to further enhance the quality of this bio-sphere.i

9 Vegan Farm

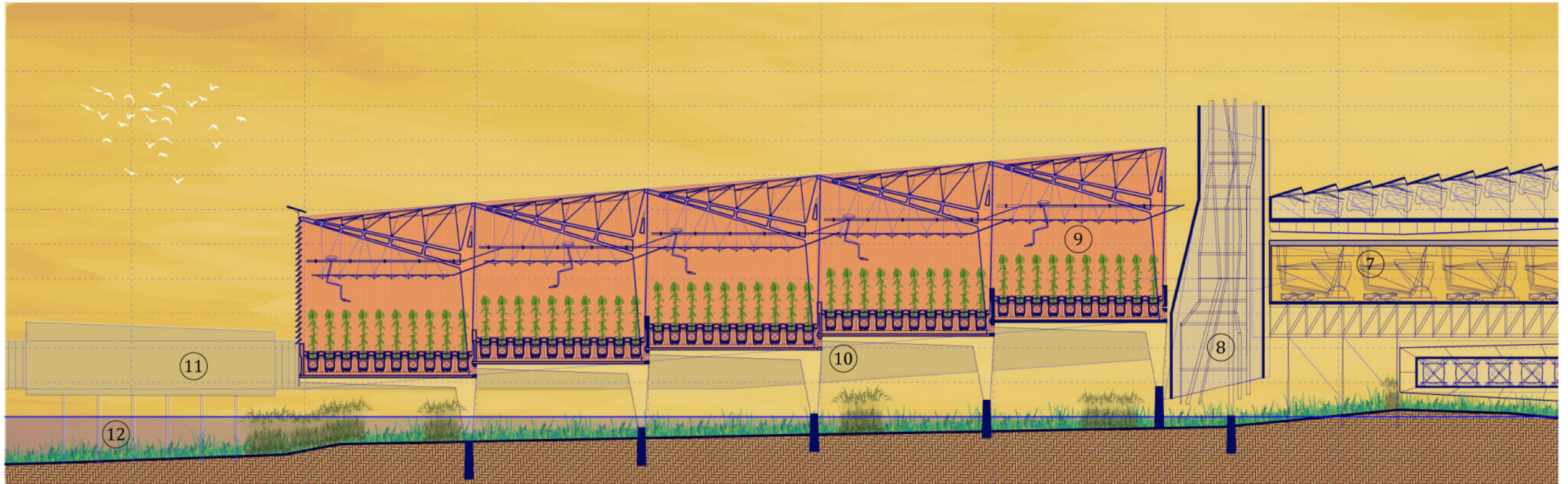
The farms are water or air based to maximize productivity, and create optimal artificial environments for the crops. This negates the impact of natural weather on harvesting. All production is run pixel by pixel by robots and scanners.

8 Service Tower

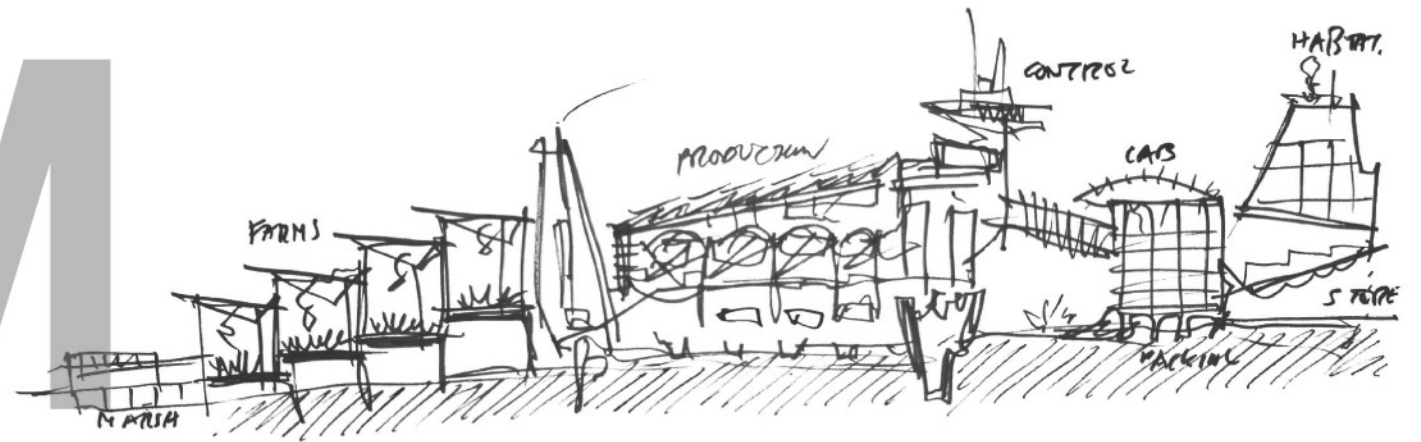
The different service towers facilitate the transmission of resources and flows across the farm, and provide different service cores needed at each type of facility.

7 Vegan Compounds

Meatless ground beef. Vegan Tuna. 3D-printed steaks. These are only two of the many products that are manufactured throughout each farm, all based on the natural ingredients grown on site. Production driven directly by demand from live data.



FARM



6 Biomass Depository

There is a zero waste policy at all the vegan farms. Any biological matter that cannot be re-used or recycled is sent to the waste facility for repurposing as bio-mass. This supports energy production on site.

5 Roof Power Plant

All the roofs of each farm are either solar or green. In the case of the power plant roof, an infrastructure collects and transforms power into useful electricity that runs most operations in the farm.

4 Packaging & Sorting

These computer-operated facilities mark the threshold between people-oriented work areas near the edge of the farm, and robotic operations in the rest of the farm. The tunnel bridges all farm and manufactured products with the market.

3 Habitat

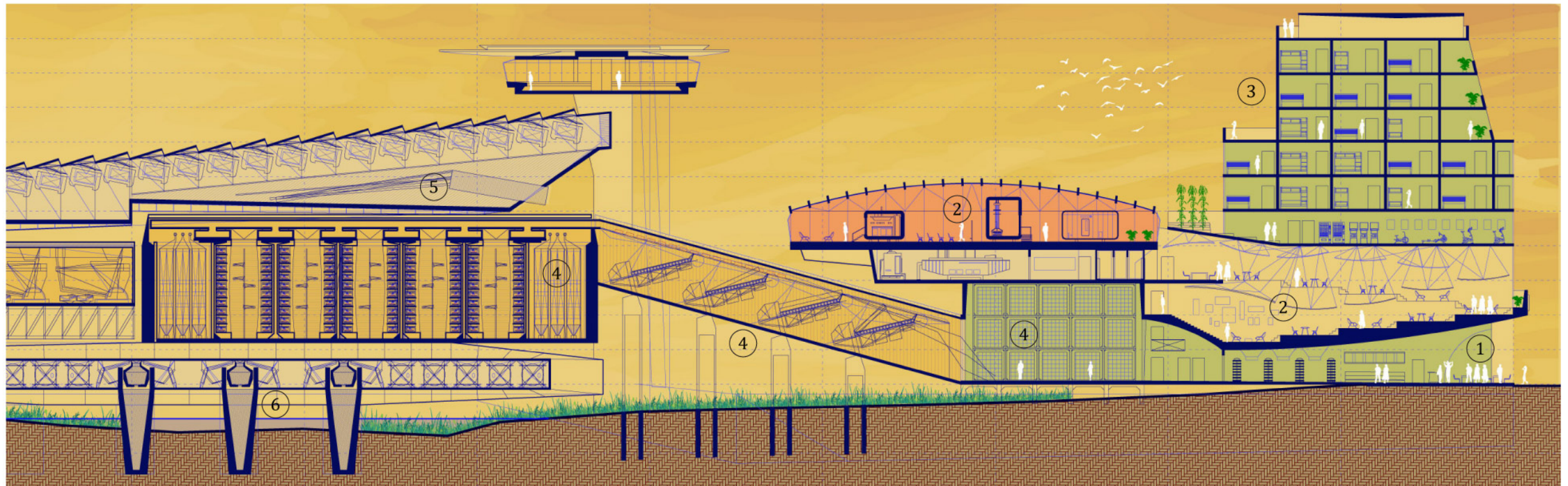
The habitat is a series of apartments where members of the farm can retreat into their private lives every night. They are small, but comfortable and contain all the basic elements that a family or single person could need.

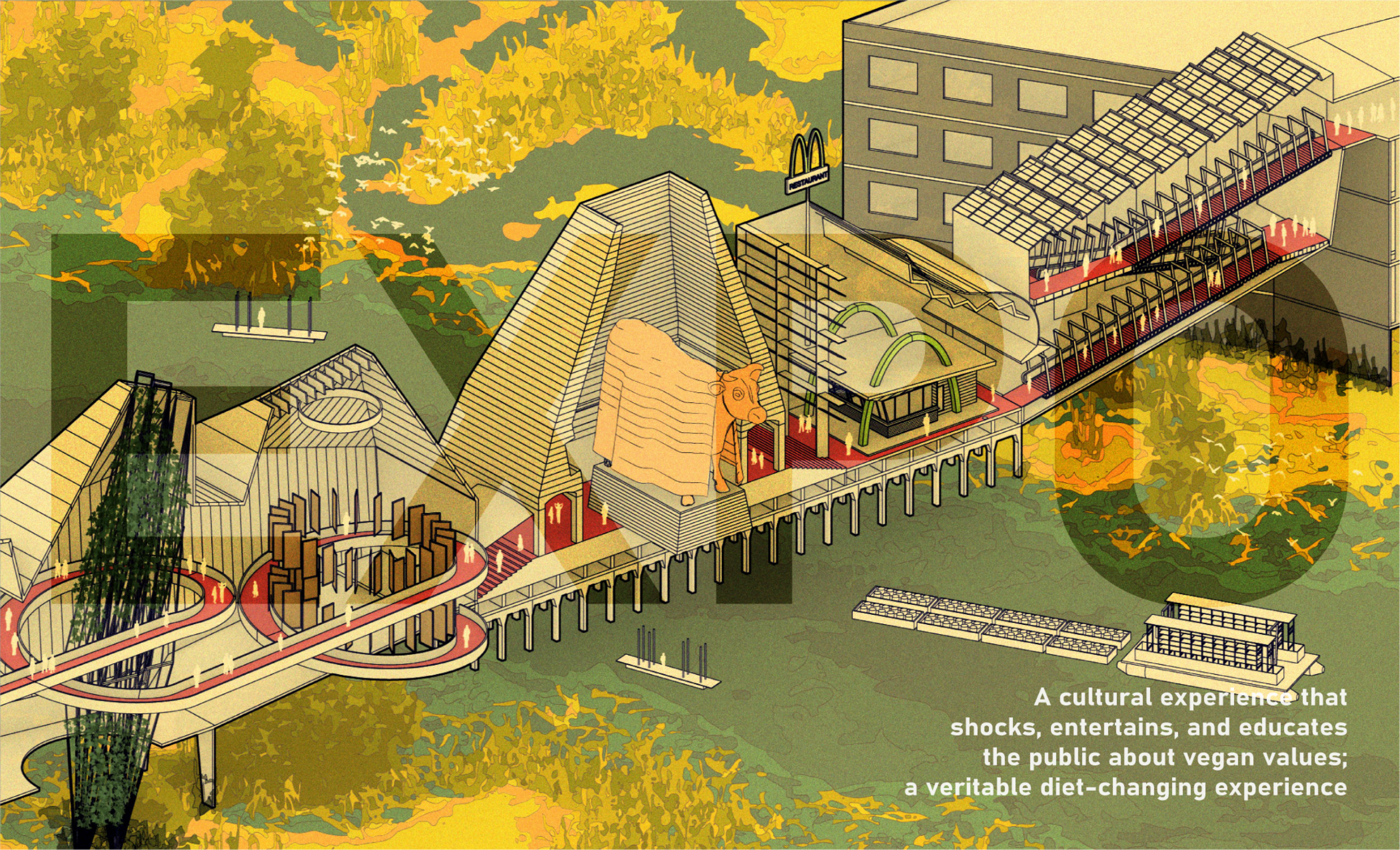
2 Office & Labs

Each farm has a human workplace component as well as research labs focusing on product development as well as science in general. These jobs are held by people within the community.

1 Vegan Market

The Vegan Market is the window to the world for each farm. This is the immediate point of distribution for all the products and ideas coming out of VeganLab. Unlike most other facilities within each farm, the market is human oriented occupation.

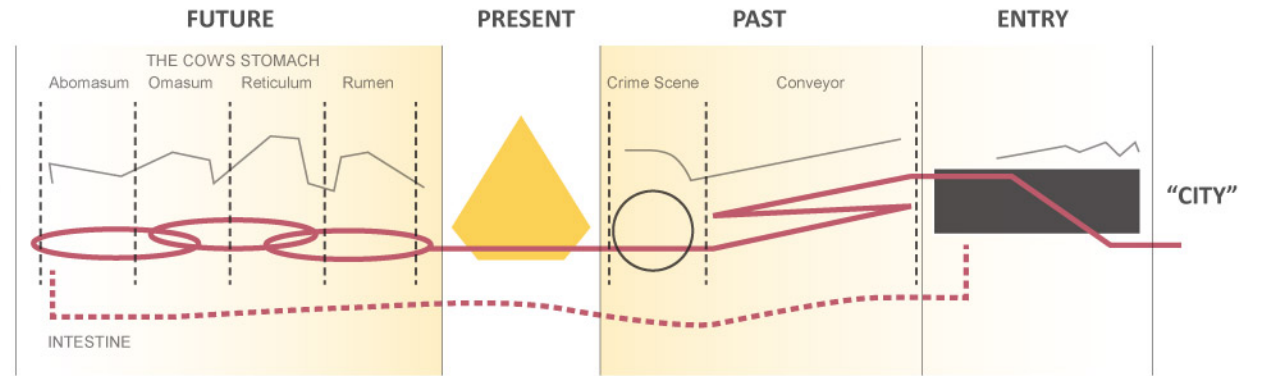




A cultural experience that shocks, entertains, and educates the public about vegan values; a veritable diet-changing experience

EXPO

"NATURE"



12 Intestine Ride

The intestine ride is not for the faint of heart. A train speeds visitors down a tunnel while horrible images of animal slaughter are flashed to everyone using a VR headset. The ride culminates back at the entry building and the gift shop.

11 Stomach: Abomasum

The Abomasum is the last compartment. Here people enter a grand space overlooking the creek and wetlands, with the ability to continue on a boat tour or enter the Intestine.

10 Stomach: Omasum

The Omasum contains a technology display showing the latest technology from VeganLabs, including a 3D-print your own steak station, and a tasting room on top featuring all the novel flavors and textures available to vegans.

9 Stomach: Reticulum

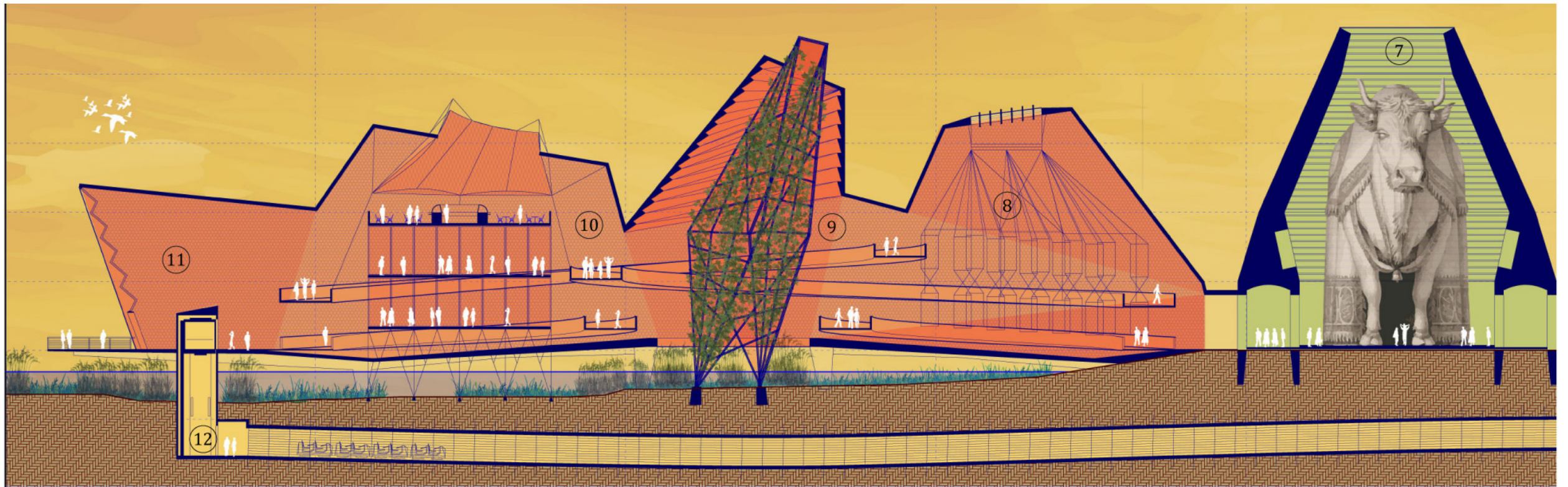
The second compartment. This monumental space contains a tree of life structure showcasing all the environmental efforts going into the restoration of Bubbly Creek and the wetlands. An opening in the ground reveals the wildlife below.

8 Stomach: Rumen

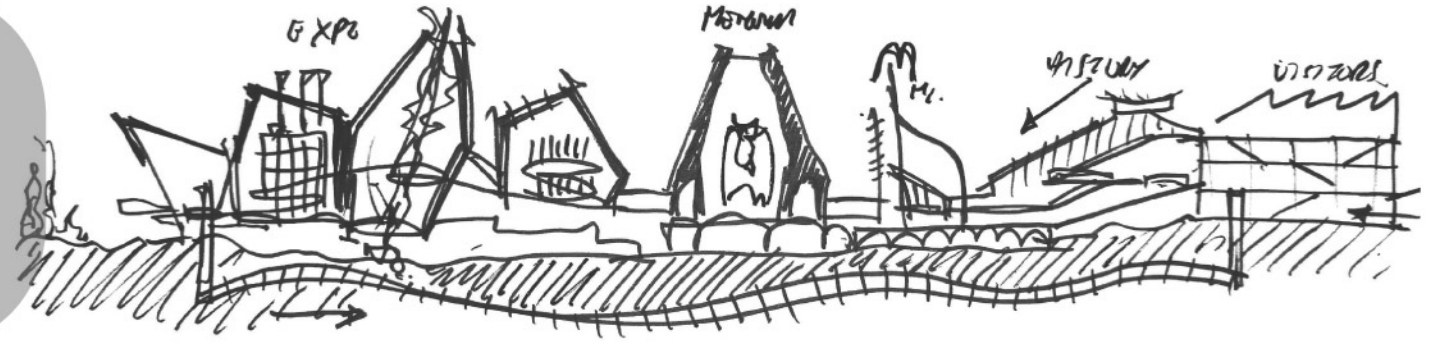
The Rumen is the first compartment in the cow's stomach. This exhibit presents the history and culture of veganism across a spiraling ramp, with interactive screens and displays on each side.

7 Memorial

The largest space in this experience is the Memorial to the Slaughtered Animals of Union Stockyards. A giant cow designed by French architect Lequeu represents the one billion animals slaughtered over a hundred years in this site.



EXPO



6 Exit from Ride

The Intestine Ride takes people back again to the entry point of the building and leads them to the gift shop.

5 Crime Scene

At the bottom of the conveyor is a full replica of a popular fast food joint that relies on the killing of millions of cows and chickens. The entire exhibit is setup as a crime scene, showing visitors every damaging aspect of fast food culture.

4 History Conveyor

The first exhibit in the experience takes people through a series of conveyors not unlike those used in the industrial butchering of animals. The displays showcase the history of the Union Stockyards and the environmental damage caused by

3 Veganization

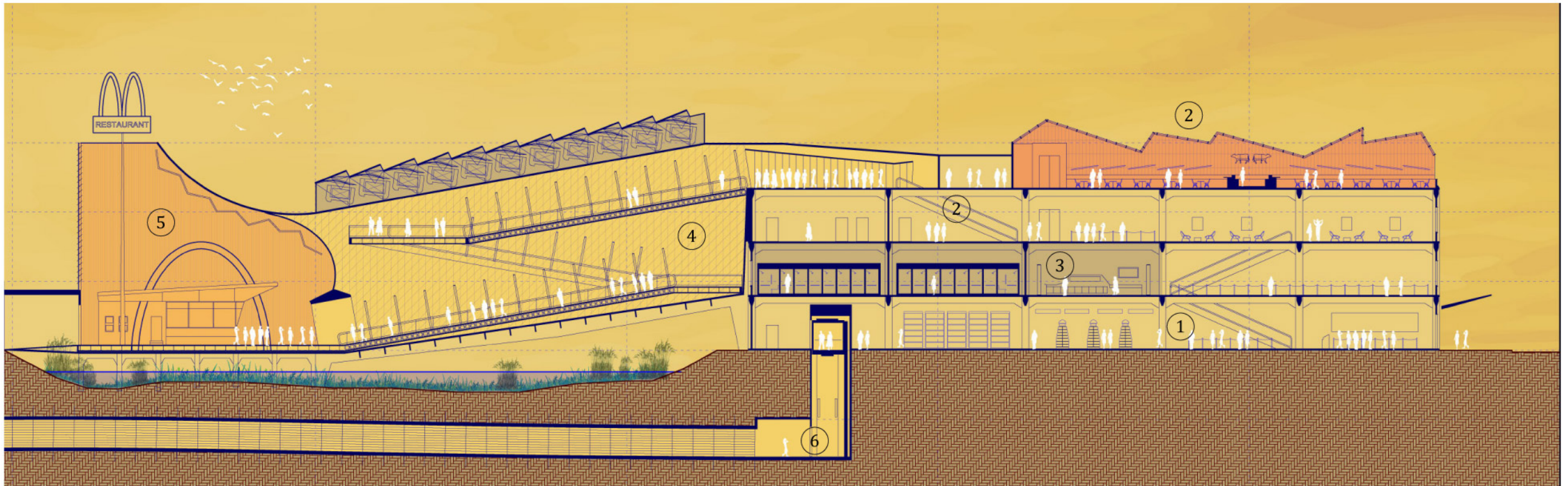
All visitors on site must first go through a process of Veganization- getting rid of all their non-vegan possessions- right at the gate. Lockers and showers are provided to ensure everyone inside VeganLabs complies with the ethics of the community.

2 Restaurant

On the roof of the entry building is an organic, vegan restaurant serving the latest and greatest vegan dishes from around the world crafted by all-star Vegan Chefs living in the community.

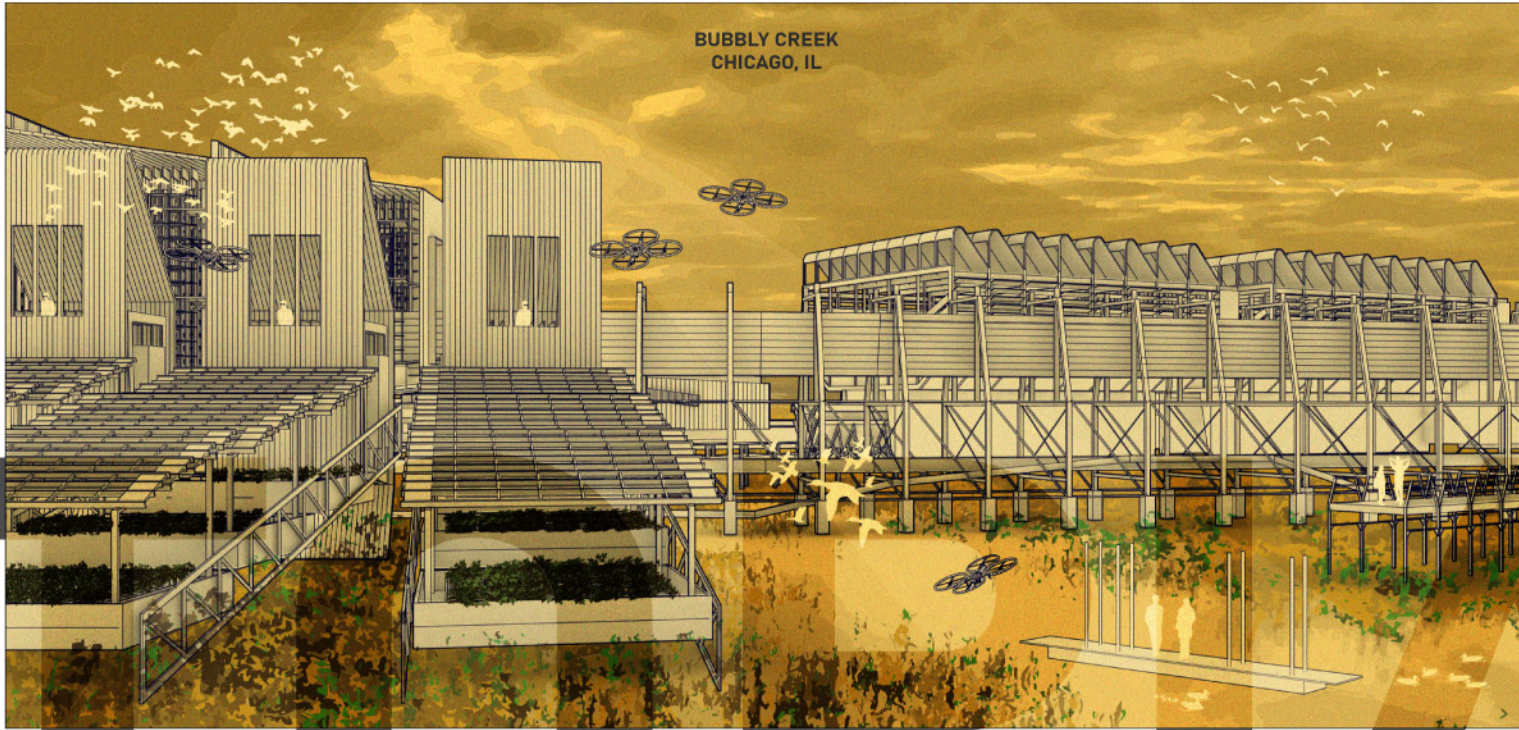
1 Entry & Shop

The public is welcomed to enter the premises outside the vegan-free area, including the lobby, coffee shop and gift shop.





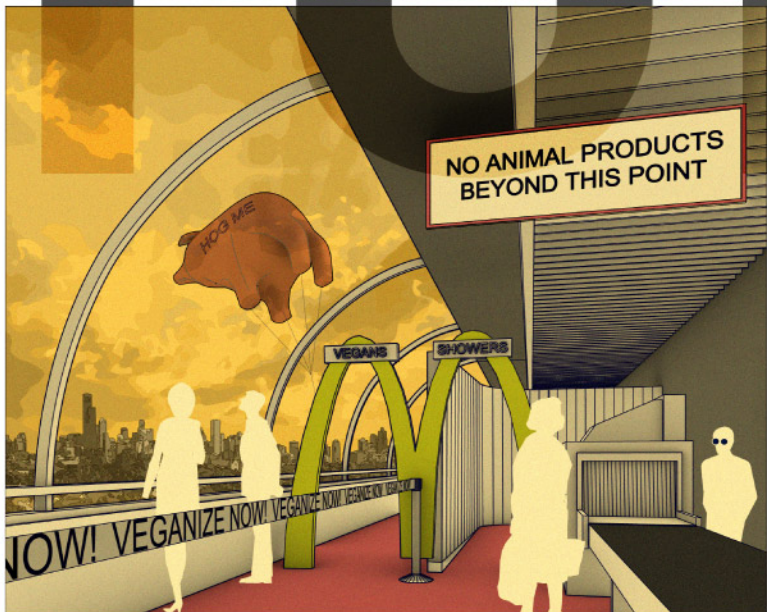
CRIME SCENE



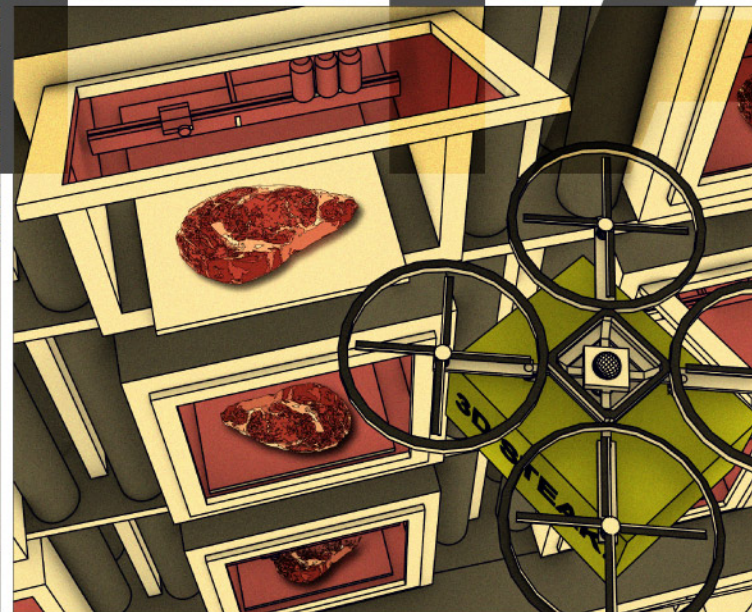
BUBBLY CREEK
CHICAGO, IL



MEMORIAL TO SLAUGHTERED
ANIMALS OF THE STOCKYARDS



VEGAN CHECKPOINT



3D PRINTED STEAKS



Vegan Labs™