BRIEF
Generator is committed to the production of ideas about cities that nobody is asking for, but that just might change the world. We are a nonprofit studio that exists solely to pursue and amplify research, propose ideas, and generate dialogue that supports the future of cities. A creation of Ryan Gravel, the studio is driven by ideas, rather than clients, offering a platform for concept generation, provocation, experimentation, and design. Generator engages Atlanta as a microcosm for every city, employing its urban laboratory to test ideas that can re-shape our future.

Our focus will be Buford Highway, a corridor north of Atlanta celebrated for the ethnic diversity of its people and food. Popularly named the “International Corridor,” over 1,000 immigrant-owned businesses make Buford Highway a destination for Korean, Mexican, Chinese, Vietnamese, Indian, Bangladeshi, Central American, Somali, and Ethiopian goods and services.

These conditions, however, are increasingly under pressure from rising real estate values. Like so many places, the corridor may become a victim of its own success. Through this course, Generator seeks to develop a wide range of creative ideas that can help leverage change to Buford Highway’s advantage, protecting its culture of diversity, innovation, and adaptation.

STRATEGY
The course will begin with a visit to Buford Highway where students will explore and record their discoveries. After identifying a variety of concepts, students will select a specific idea and develop it through readings, research, and analysis. Final proposals will be refined and articulated through class discussion of issues such as equity and resiliency, implementation strategies, political strategies, writing, and visualization. The final deliverable will include a draft plan for moving the idea(s) into reality.

EVALUATION
Students will be graded on the clarity and depth of their ideas, quality of research and analysis, and ability to communicate their proposals.

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