

PROMOTION RECOMMENDATION

The University of Michigan

A. Alfred Taubman College of Architecture and Urban Planning

M. Craig Borum, associate professor of architecture, with tenure, A. Alfred Taubman College of Architecture and Urban Planning, is recommended for promotion to professor of architecture, with tenure, A. Alfred Taubman College of Architecture and Urban Planning.

Academic Degrees:

M.Arch. University of Virginia School of Architecture (1996)
B.S. University of Virginia School of Architecture (1988)

Professional Record:

2010 Director of Graduate Studies, Architecture Program, A. Alfred Taubman College of Architecture and Urban Planning, University of Michigan
2005-Present Associate Professor of Architecture, with tenure, A. Alfred Taubman College of Architecture and Urban Planning, University of Michigan
1999-Present Principal, PLY Architecture, Ann Arbor, MI
1998-2005 Assistant Professor of Architecture, A. Alfred Taubman College of Architecture and Urban Planning, University of Michigan
1997-1998 Adjunct Assistant Professor of Architecture, A. Alfred Taubman College of Architecture and Urban Planning, University of Michigan
1996-1997 Walter B. Sanders Fellow, A. Alfred Taubman College of Architecture and Urban Planning, University of Michigan
1994-1999 Craig Borum, Architect

Summary of Evaluation:

Teaching – Professor Borum is the principal instructor for Design Fundamentals I, the introductory lecture course for undergraduate architecture students. He has also served as principal instructor and coordinator for the 3G2 design studio (fall semester of the first year for those M.Arch. students without an undergraduate degree in architecture) and as ‘cluster coordinator’ for the M.Arch. thesis studios. His seminars bring together design issues with building systems, including construction methods, climate control, and safety. He is able to teach at all levels of the program and serves as a valuable resource for faculty in pedagogical matters.

He has received high praise from his students for creating dialogue that is interesting, challenging and appropriate. Students respond to his patience, clarity, and insight, along with his balance of abstract thought and concrete knowledge. Both students and peer reviewers note his ability to draw on his experience in practice, incorporating digital design and fabrication (a specialty of his firm PLY LLC) into his teaching. It has been noted by reviewers that his research deeply informs his pedagogy and his pedagogy informs his research. Professor Borum’s key leadership role in pedagogy was acknowledged when he was chosen in September 2010 as the Architecture Program’s first director of Graduate Studies

Research – Professor Borum’s specific contribution to the discipline of architecture stems from the integration of technical advancements in the description and materialization of building geometries - made possible by computational processes - into built work. His professional work at PLY has taken many forms: residential additions, commercial renovations, and product and building systems design. What marks his unique contribution in this highly competitive field is his use of gradually distorted cellular geometries, usually in the form of planar applications. This technique brings together two heretofore-separate strains for developing the architectural surface. The first is the regular and metrical division of the architectural surface to establish scalar relations between the element as a whole and its smaller scalar readings. The other strand deals with figural dominance of a form or shape over the continuity of the surface; in this approach the whole dominates the part in the apprehension of the surface (a bas-relief would be emblematic of such an approach).

In developing the constructive possibility of uniting these approaches to the surface, the cellular and the figural, Professor Borum has added to the possibilities of contemporary architectural design. In combining these approaches, an idiom has been worked out that allows for the design of architectural surfaces that are dynamic in their appearance, but because of the focus on the development of these as surface effects, they are also relatively economical. The significance of this attention to the surface, in opposition to parallel development of construction in other practices, shows Professor Borum's emphasis on making realization a priority.

The work of Professor Borum and his firm PLY is highly visible in a crowded and competitive field. Not only has Professor Borum made a viable architectural practice over the past ten years, in a time and locale of less than fortunate economic climate, he has also made an impressive record of design excellence whose reputation outstrips the confines of its origin. By working at the junction of pre-fabrication and material effects, his practice and his research are inextricably intertwined, and offer an illuminating example of the ways in which architecture can operate at a high-level of intensity, precision, and intellection. As his record of published design work illustrates, this is a quality of his production that is widely recognized in the field.

The work of PLY is highly visible in a crowded and competitive field. Despite the exigencies of real clients and a roller coaster of economic conditions, it is real enough to be judged not just on its intention but on its execution. Because of Professor Borum's foresight, passion, energy and intelligence in constructing his practice, the work positively answers the fundamental question asked in research and scholarship – Is there an original contribution to the field? He is regularly cited in the media, premiated in award programs and competitions, and invited to deliver lectures. His work is mature, widely admired and well recognized.

Professional Work, Exhibits, and Awards:

- 2010 "Trouble in Paradise / (Medi(t)ation of Survival," National Museum of Modern Art, Kyoto, Japan (Exhibition)
- 2010 Michigan AIA Honor Award for Park House (Professional Award)
- 2009 "Flip-a-Strip," Scottsdale Museum of Contemporary Art (competition entry included in exhibition) (Exhibition)
- 2008 "et dukkenhjem," Museum of the City of Skopje, Macedonia (Peer Reviewed Group Exhibition)
- 2007 First Prize in Urban Design, Quito Architecture Biennale for Mies van der Rohe Plaza (w/PEG)
- 2007 "apARTment," Museum of Contemporary Art Detroit (Exhibition)
- 2007 "Young Americans" New Architecture in the USA," DAM Deutsches Architektur Museum, Frankfurt Germany (Exhibition)
- 2007 Gallery of Functional Art, Santa Monica, CA (Exhibition)
- 2007 HauteGreen 2007, New York (Exhibition)
- 2006 Young Architects Award sponsored by the Architecture League of New York (Professional Award)
- 2006 Michigan AIA Honor Award for OMI Sushi (Professional Award)
- 2006 "New Schools," Cornell University (Robbins Elementary School Competition) (Exhibition)
- 2006 "Building Practices," University of Illinois at Urban Champaign (Exhibition)
- 2005 Honorable Mention (Second Place), Robbins Elementary School Design Competition Two Stage National Competition

Service – At Taubman College, Professor Borum has coordinated the first year of the 3G program (since 1999), the fourth year final semester for the undergraduate program, and the Design Fundamentals course for both the undergraduate and 3G levels. At the beginning of fall semester 2010, he was appointed as the director of graduate studies for the Architecture Program. Among his many faculty committee assignments, he has chaired: the recent Architecture Program chair search, the Environmental Technology search, the Fellowship search, and the Educational Program Committee. He has also served on the College's Executive Committee. At the University level, Professor Borum has participated as a faculty associate at the Center for Russian and East European Studies, and served as a reviewer of grant applications for the Office of the

Vice President for Research. At the community level, he served a three year term as a planning commissioner for the city of Ann Arbor, and on several of the Commission's subcommittees involving such issues as the development of a flood zone ordinance, the master plan, and development incentives for sustainable building practices.

External Reviewers:

Reviewer A: "... Borum's work has gained national and international recognition: awards (14), publications (49), exhibitions (17), and invited lectures and presentations (18). At my institution, such a record would be recognized as placing Borum as a leader in his field, and as such, qualify him for promotion to Professor."

Reviewer B: "Craig's work is comparable with the work of leading collaborative design studios engaged in exploring the intersection of digital fabrication and architecture, such as LA based Ball-Nogues Studio, The Very Many in New York City, and Point B in Philadelphia. Craig's professional accomplishments in digital fabrication practice are comparable with the work of other professors with tenure such as Bill Massie, Head of Architecture Department at Cranbrook Academy."

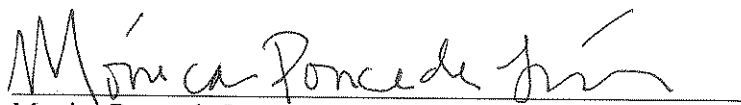
Reviewer C: "Professor Borum is an architect who teaches and helps lead a school of architecture. The intertwined nature of his practice, teaching, and service in my opinion, makes a significant impact in the fields of education and practice in a way that would be different if they were to be considered individually."

Reviewer D: "In this country, it is rare to see architects bridge the realities of construction and material systems with highly theoretical ideas and propositions. In my opinion, the body of work is exceptionally consistent and cohesive demonstrating a high degree of creativity for developing elegant and rigorous architectural ideas."

Reviewer E: "It should be clear to anyone that Craig has led the efforts at Michigan to adapt new technologies and techniques to an ever-evolving model of architecture and design practice. His studios and seminars are certainly examples of these efforts; ..."

Reviewer F: "The work ... lies at the overlap of fabrication, construction and form/space generation. I believe this [is] the strength of the work, and from my point of view the most successful projects are those where the design process, fabrication process and construction are intimately handled by the architect..."

Summary of Recommendation: Professor Borum has pursued a focused, creative, and coherent design practice that has resulted in significant theoretical, methodological and empirical contributions to the field of architecture in the areas of emerging design and fabrication techniques and technologies. He has a strong record of achievements as evidenced by the number of design competitions and awards received as well as the number of articles written about his work and that of his firm. Professor Borum is an accomplished teacher and an academic leader in the college. These factors merit his promotion. The Promotion and Tenure Committee, the Executive Committee, and I are unanimous in recommending his promotion to professor of architecture, with tenure, A. Alfred Taubman College of Architecture and Urban Planning.



Monica Ponce de Leon

Dean and Eliel Saarinen Collegiate Professor of Architecture and Urban Planning
A. Alfred Taubman College of Architecture and Urban Planning

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