



# Privacy by (Architectural) Design

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# Speakers



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## **Privacy by (Architectural) Design: A Story in Pictures**

Applying ideas  
from  
architecture to  
privacy practice,  
governance, and  
operations



# What are we talking about?

- Applying key ideas, principles, and metaphors from architecture to spur fresh thinking about privacy:
- Interpreting Privacy by Design and FIPPS
- Structuring privacy and compliance programs and workflows
- Effective privacy leadership: Getting budgets, working with stakeholders, creating new decision-making mechanisms, managing office politics
- Structuring privacy work and careers

# PbD Principles Mirrored in Architecture

Foundation in the FIPPs:

- Transparency
- Data Minimization
- PbD – Sustainability
- Respect the user in UX design
- Context Matters

# Privacy by Design

- Do it right from the beginning and maintain.
- Don't retrofit
- Ensure flow (of data)

# Architecture by Design: Sustainable



# Architecture by Design: Sustainable

- Large glass-window walls to merge indoor/outdoor and harvest daylight
- House R-128, Stuttgart, Germany
  - modular, recyclable design, triple- glazed walls, passive solar architecture, and zero-emission
  - Deck/outdoor space that connects with nature.



# Architecture by Design: Feng Shui



# Architecture by Design: Feng Shui





# Architecture by Design: Don't retrofit





# Architecture by Design: Don't retrofit



# Data Minimization

- Only as much /little as needed

# Architectural Minimization



# Architectural Minimization



# Architectural Minimization





# Architectural Minimization



# Architectural Minimization



# Architectural Minimization





# Data Transparency

- What is going on is clear
- Obfuscation through detail
- User friendly flow

# Architectural Transparency

- Those who live in glass houses...
- From Colonial Design to open floor plan
- User friendly flow

# Architectural Transparency: Glass houses

The Farnsworth House in Plano, Illinois. - Designed by Mies van der Rohe,



# Architectural Transparency: Glass houses

<https://happyhome.clinic/barcelona-pavilion> Designed by

Designed by Ludwig Mies van der Rohe and Lilly Reich



# Architectural Transparency: Glass houses

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# Architectural Transparency: Glass houses

<https://ha>

Design



# Architectural Transparency: Glass houses



# Dark Patterns in Data

- Focus on user experience
- The Amazon Prime Iliad
- User friendly not confusing



# Dark Patterns in Design

- Ornate vs user friendly and accessible
- Intuitive rather than sterile

# Dark Patterns in Design: Ornate vs. accessible



# Dark Patterns in Design: Ornate vs. accessible



Cracker  
Barrel™

# Dark Patterns in Design: Intuitive vs. Sterile



# Context Matters in Data

- One use of data may be acceptable in one setting but not another

# Context Matters in Architectural Design

- Adaptation to climate
- Adaptation to culture
- City planning

# Context Matters in Architectural Design: Climate and Culture





# Context Matters in Architectural Design: Great Mosque of Djenne (Mali)





# Context Matters in Architectural Design:



# Context Matters in Architectural Design:











- Opened May 1, 1931
- Built in 410 days
- 20 months from sketches to completion
- Function drives form:  
Designed to fit the small lot, heavily limited by zoning requirements, setbacks
- Changed the law to allow steel tensile strength that speeded construction, and faster elevators
- Choreographed workflow with cement or steel deliveries continuous every minute, 8 hours a day, for months



JUN. 26 '30



JUL. 7 '30



JUL. 24 '30



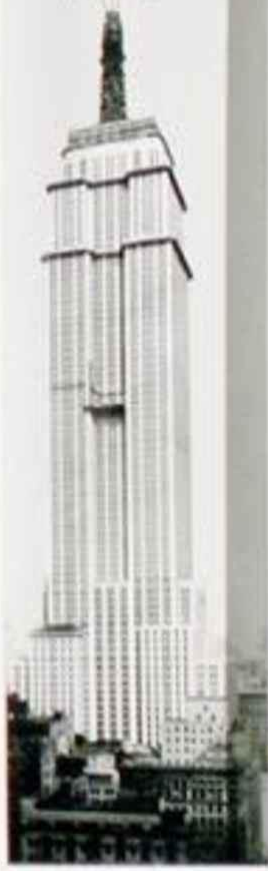
AUG. 18 '30



SEPT. 8 '30



NOV. 10 '30





DATE FEBRUARY 5<sup>TH</sup> 1930

LOCATION { 33<sup>RD</sup>, 34<sup>TH</sup> STREET S.  
AND FIFTH AVE, N. Y.

[illegible]





The Wharf, Washington DC

# The Wharf: Built for Inundation

- Built to accommodate high water rising
- Buildings set back six feet, raised 18 inches from previous structures
- 30%+ increase in permeable surfaces that absorb water, e.g. trees, parks, grass, rooftop gardens, etc.
- Absorbed water is rechanneled to a 600,000 gallon cistern beneath the structures for non-potable uses such as flushing toilets or watering plants



# Show Your Work

- Proper documentation of privacy and compliance measures is a key means of assuaging regulator/enforcer concerns and reducing enforcement action and fines.

- These structures employ structural expressionism to reveal to viewers the basic structures that make the building stand up and function

- Lloyds Building – Richard Rogers

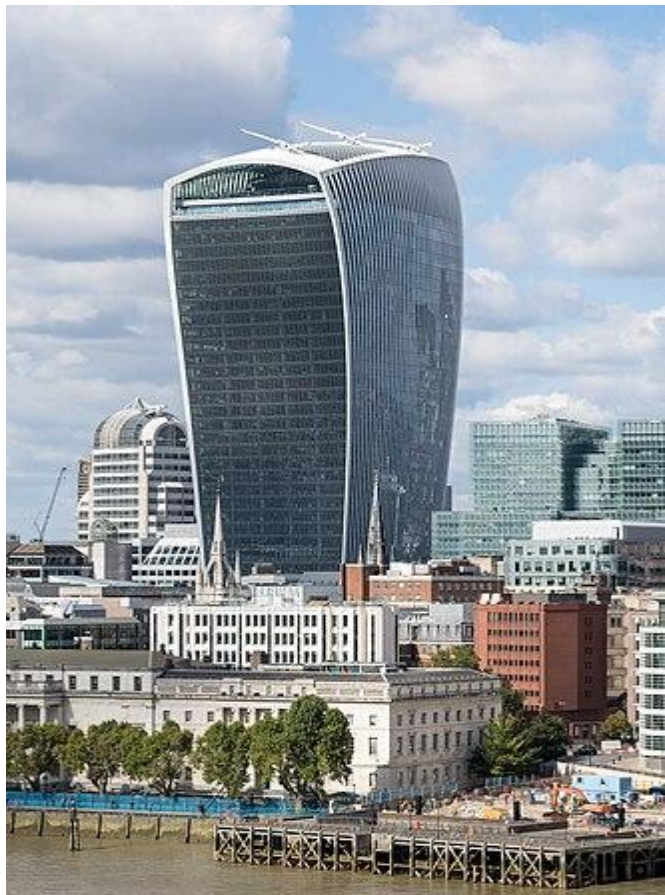


# Show Your Work

- Centre Pompidou, Paris (Renzo Piano, Richard Rogers)
- Hong Kong Bank (Norman Foster)









# Avoiding Unintended Consequences

- 20 Fenchurch, Rafael Vinoly
- “Walkie-Talkie” building has concave façade
- In certain sunlight, the concave façade concentrated sunlight to the extent of damaging cars
- Initial wind assessment wrong; building caused dramatic street level winds
- Rooftop garden fell far short of expectations







## ***A Tower on Billionaires' Row Is Full of Cracks. Who's to Blame?***

A superstar team of architects and developers insisted on an all-white concrete facade. It could explain some of the building's problems.

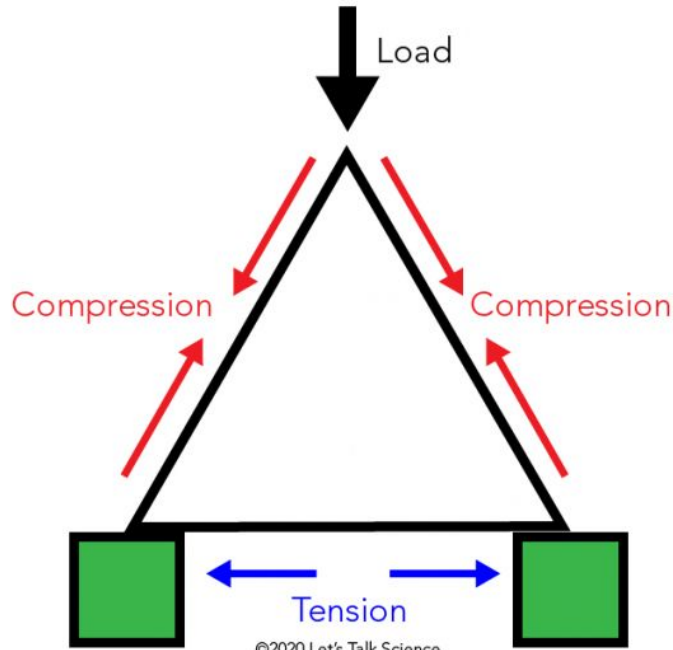


# “We Told You So” – 432 Park Ave

- During construction, developers insisted on white concrete facing
- Developers were told by builders and architects that the mixture of white concrete would bubble and crack. Developers would not tolerate safer gray blend
- Building sway is not adequately mitigated by top floor pendulum. Plumbing, electrical, and elevator systems at risk of twisting. Residents become nauseated.
- Residents resist high remediation costs. Lawsuits ensue.

# Reward and Recognition:

Remember that “Uncles and Aunties” strengthen your position





# Finance: be proportionate and link to values



Total expenditures on the Great Mosque of Mecca in Saudi Arabia are projected to reach \$120 billion by 2030, making it the most expensive building in the world by a wide margin.

# Finance: be proportionate and link to values



In contrast, this award winning Mosque in Dhaka, Bangladesh cost Sh 15 million (under 200k USD) and took five years to construct using community funds. Construction finished in 2012.

M&A: Let them be beautiful together

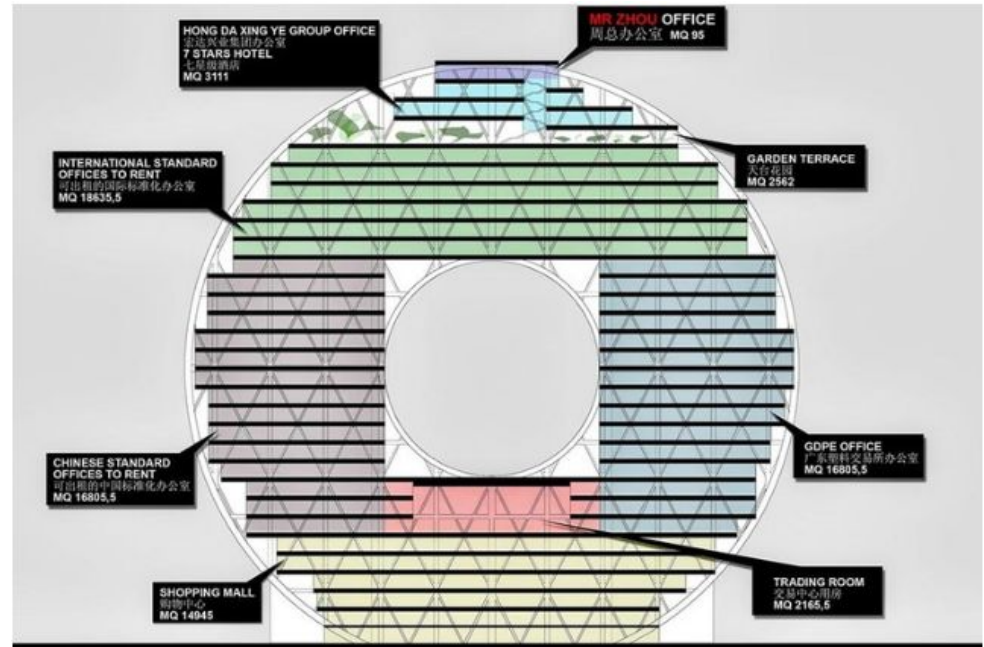




M&A: Let them be beautiful together



# Accountability: the relevance of the Wheel



# Accountability: the relevance of the Wheel



*CIPL Accountability Framework –  
Universal Elements of Accountability*



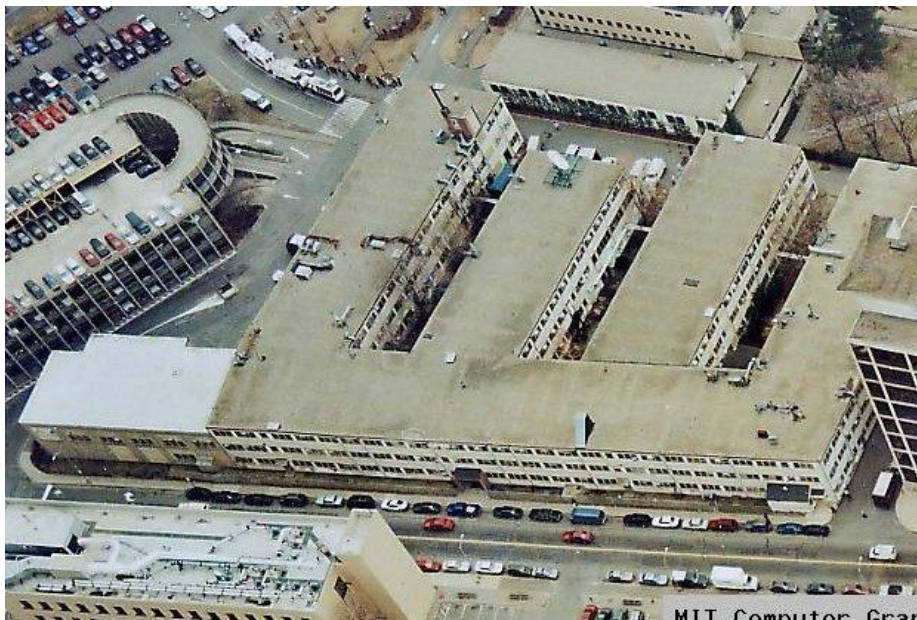
# UX: Where is the door?



# UX/UI – Getting into Robie House

- Frank Lloyd Wright house, Chicago, 1910. Prairie Style
- Issues of user experience and user interface: How do you get in?
- This may not have been a “dark pattern” in which the architect seeks to discourage visitors.
- Wright’s design encouraged visitors to have to view much of the exterior in search of the entryway.
- Avoiding dark patterns is an issue not just of design, but objective and intent.

# Building 20 at MIT





An activity-based workplace environment with different zones that are ever changing will encourage flexible working. Employees will feel encouraged to switch desks and walk around the space, constantly on the lookout for opportunities to be increasingly innovative.

The one Coffee station on each floor will act as a meeting hub: A place to spark casual conversation or to share ideas. The spatial design aims to create a safe space, a sense of belonging, and a feeling of home. The historical details in the building are preserved and integrated with modern layers. Each zone has its own identity, characterized by a play of color tones on selected surfaces.

TYPE / WORKSPACES  
LOCATION / DENMARK  
STATUS / UNDER CONSTRUCTION







# The Work Never Ends

- Monticello, Thomas Jefferson
- Jefferson never finished it, endlessly modifying and tweaking
- At the end of his life, the building was in disrepair owing to inadequate funds and new projects, e.g. UVA
- Privacy work – the programs we build, the projects we launch, the processes we establish, the networks we create – need ongoing funding, attention, renewal, and reinvention.

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