

Architecture design II

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Concept

What is a concept ?

- In simple words A concept is an **Idea!**
- Something formed in the mind; a **thought or notion.**
- **Mind representation.**
- **Solution.**
- Driving force of any project, an **identity** for the work.

What is a Concept ?

Definition of Concept:

- Idea
- Theory
- Notion
- Parti (French)
- Conception
- Opinion
- Abstraction
- Philosophy
- Belief
- Inspiration
- Image
- View
- Intention
- Plan
- Thought
- Impression
- Hypothesis
- ... DESIGN



Where do idea (Concepts) com from ?

- Site (site analysis)
- Program (functional requirements)
- Place / Culture / Society
- Technology / Materiel / Method
- Personal Architectural Influences
- Movement
- Space / Emotions
- Speed / Technology
- Memory / Place
- Precedent Research

Dimensions of Concepts:

Any building concept should provide:

- Exterior Expression
- Interior Experience

Level of Expression

The concept should appeal to both:

- The Normal Layman
- The Professional Specialist



Elements of Concept Generation and Expression

- Function
- Form
- Materials
- Structure
- Lighting
- Ventilation
- Meaning
- Philosophy

You might be asking yourselves: I can design without a concept, why do I need to go through all the trouble?

That's absolutely true but you need a concept because:

1. It gives depth and meaning to your work, the more innovative and coherent your concept the more interesting your work is!
2. Concepts open the door for more related ideas, they make you think and research. A richer concept means a richer building!
3. Concepts are what distinguish architects, yes anyone might be able to design (functionally) with experience, but your creativity is what makes you special! Even among peer architects and designers.

Help! I am stuck

- Be comfortable, use **any**, yes **any** way you find best to express what you are thinking of.
- Understand the nature and context of the project you are working on.
- Brainstorm, don't be afraid to experiment!
- Empty all your thoughts, the relevant and irrelevant, on butter paper. Doodles are not only fun, but they usually also carry messages!
- Select one or a couple of ideas, work more intensively on them.
- Settle on the concept, an idea you personally feel **attracted** to.
- Remember; great concepts have a humble beginning. Concepts evolve.
- With time, every architect finds his preferable way.

But also ...

- Remember that the concept is usually derived from an idea related to the project, its function, context, objective,...
- The concept will definitely evolve as u work, don't worry!
- The concept is to be applied on any project (of any scale) on all levels and details.
- And again; great concepts have a humble beginning.

You have a concept but don't know how to communicate it?

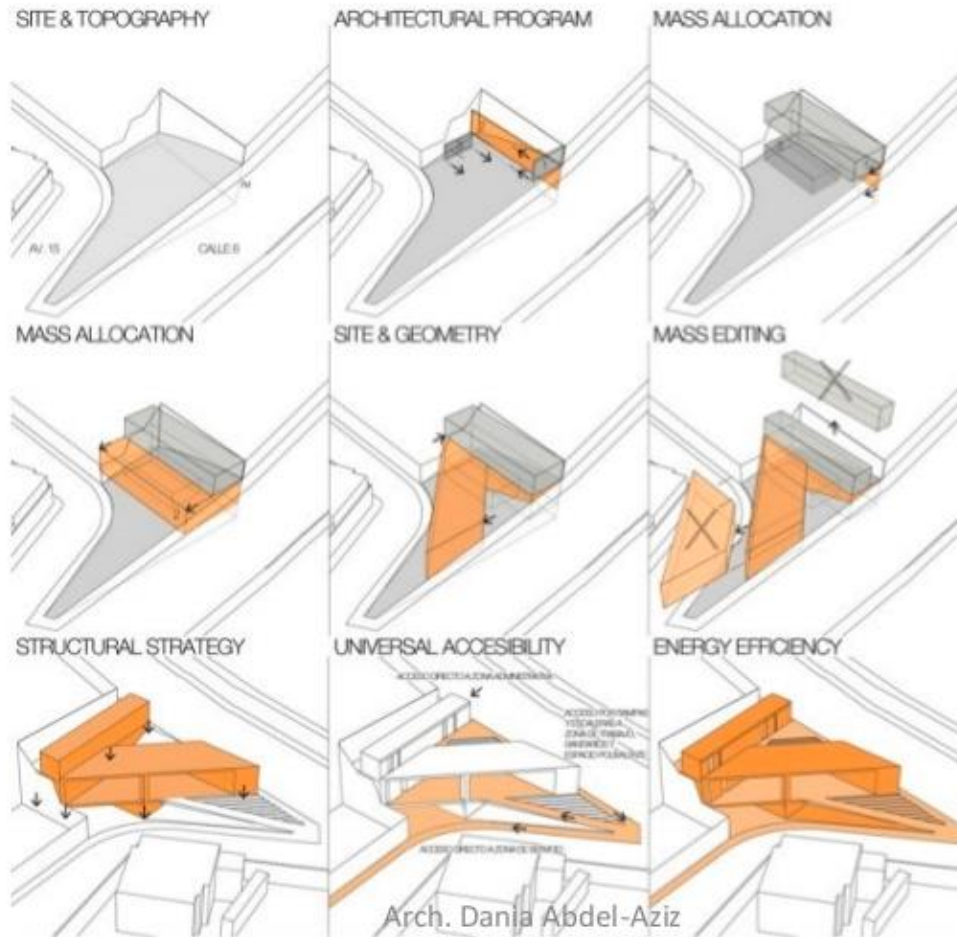
- Multiple tools can be used to express your idea;
 - Drawings, all sorts of drawings are applicable even if a section.
 - Conceptual models.
 - Use little text!
- Using different materials, colors and methods might help you both understand better what you are doing and hence express your concept.
- Sometimes you need multiple tools to express your idea.

How Can I Express a Concept ?

1. **Diagram**
2. **Parti**
3. **Morphology**

How can I express a concept?

1. Diagrams: drawings of geometric shapes to show different relationships within any given space.



Diagrams Examples...



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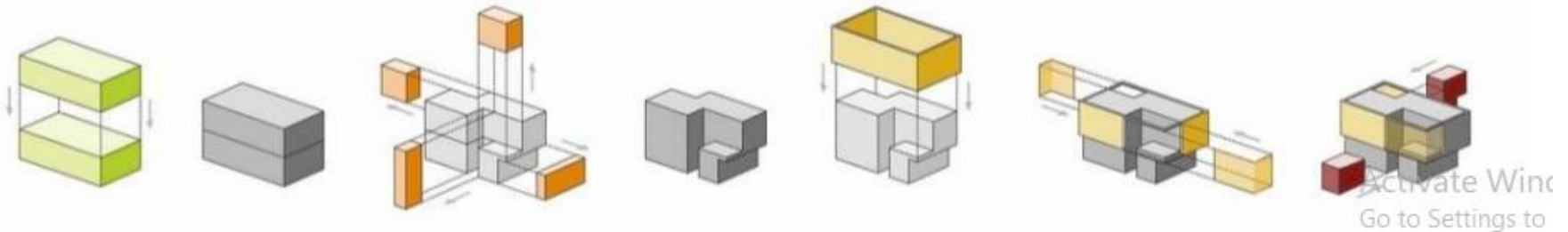
+1



+2

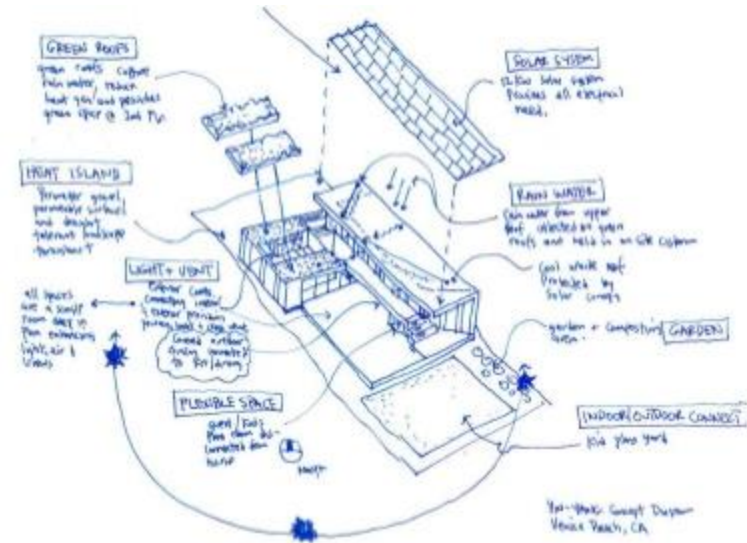


- 01 Entry
- 02 Kitchen
- 03 Living
- 04 Dining
- 05 Bath
- 06 Courtyard
- 07 Garage
- 08 Bedroom
- 09 Permeable Terrace
- 10 Observatory
- 11 PV Roof Laminates
- 12 Open to Below



How can I express a concept?

2. Parti: a type of diagram that serves as a general idea to figure out a building's program or layout. They are usually in the form of quick sketches or even 3D models.



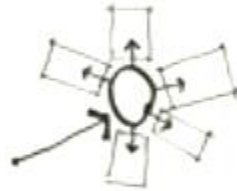
Odd shapes intrude on "pure" space



Finger poking into the woods



L's in conflict



Radial sch with missing



Box subtracted



Core segregates public-private

Arch. Dania Abdel-Aziz



oke

Activate Wind
Go to Settings to a

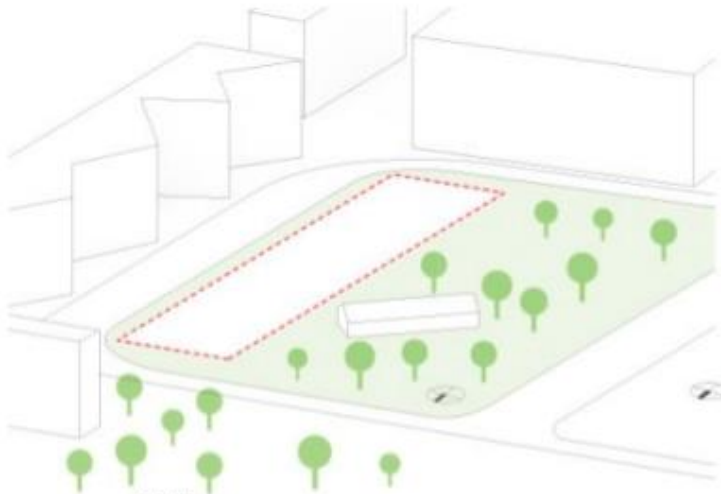
Examples..

- Parti model



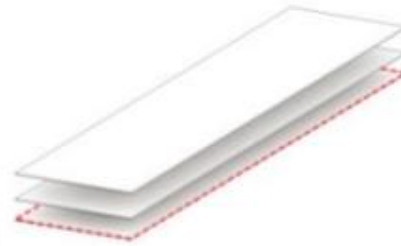
3. Morphology:

the study of the forms of things, in particular.



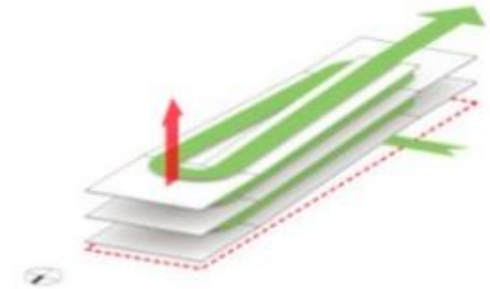
SITE

150m X 35m



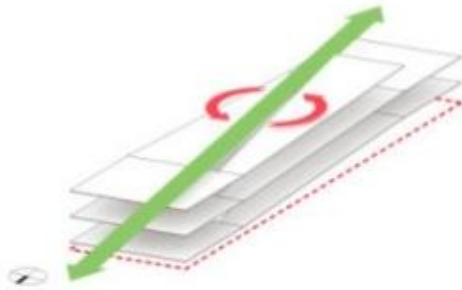
MASSING

FIT THE ALL SITE TO STAY LOW



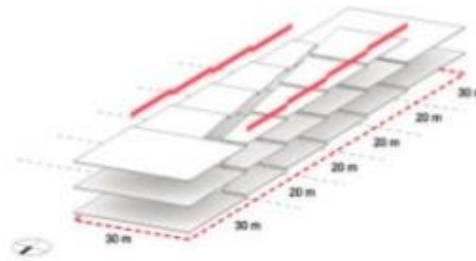
CONTINUOUS SPACE

EVERY SPACE IS IN COMMUNICATION AND A UNIQUE PATH GOES FROM THE PARK TO THE TERRACE



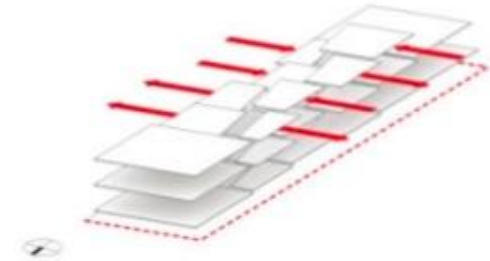
VIEW TOWARD THE PARK

AXIS ROTATION CREATE DIFFERENT SLABS IN SIZE TO ACCOMODATE DIFFERENT FUNCTIONS



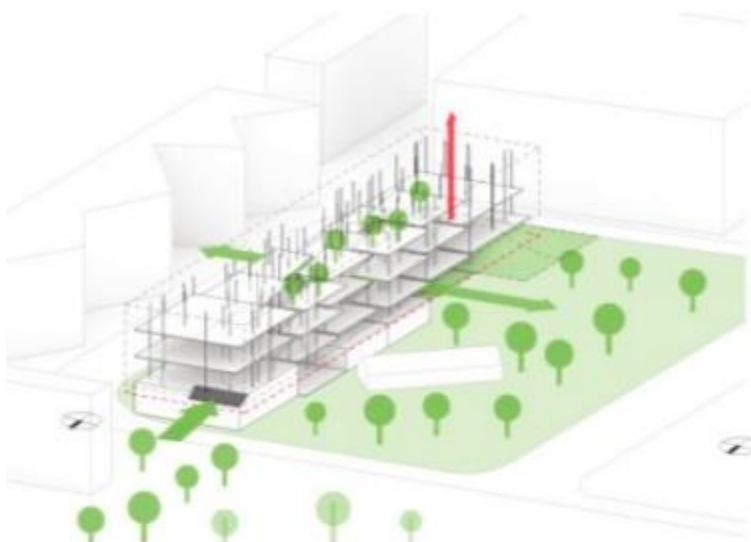
FLAT FLEXIBLE PLATFORMS

THE RAMP IS SUBDIVIDED IN FLAT AREAS FOR EVERY ACTIVITY



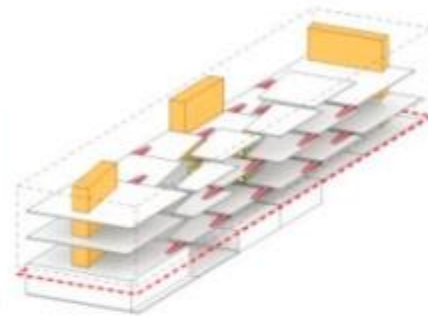
PATIOS

Activate \
Get Going!
SLABS MOVE EASTWEST TO CREATE A VIBRANT CENTRAL SPACE



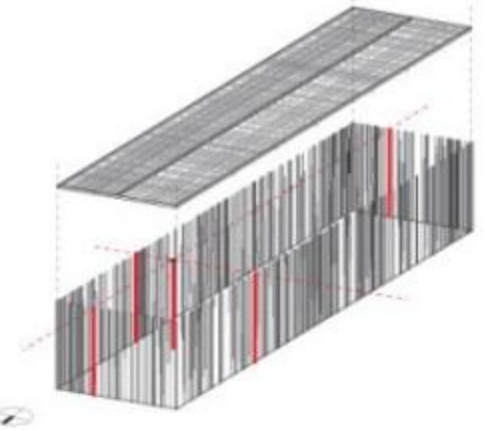
LANDSCAPE

COLUMNS INSIDE CREATE A CONTINUATION OF THE PARK AND THE GRASS IS LIFTED UP CREATING A HILL SUPPORTING THE BUILDING



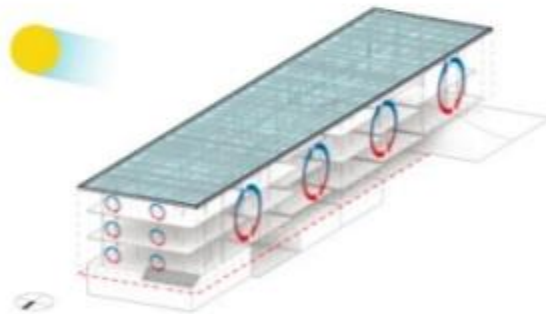
INTERIOR SPACE

PLATFORMS ARE CONNECTED BY RAMPS, A CENTRAL STAIR AND 3 CORES



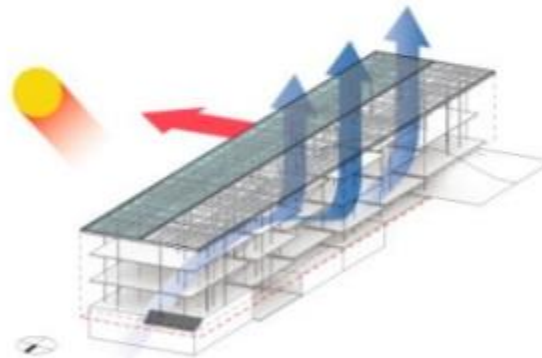
STRUCTURE

AN APPARENT RANDOM DISPOSITION THAT CREATE A 'HOOD EFFECT' IS RATIONALLY COORDINATED BY ALIGNED COLUMNS



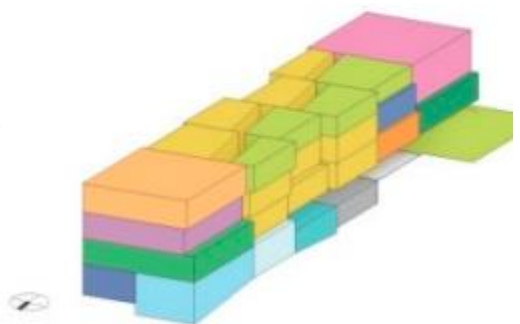
SUMMER

EVERY SPACES IS IN COMMUNICATION WITH THE OTHERS IN ORDER TO MAXIMIZE AIR FLOW AND HEAT DISPERSION



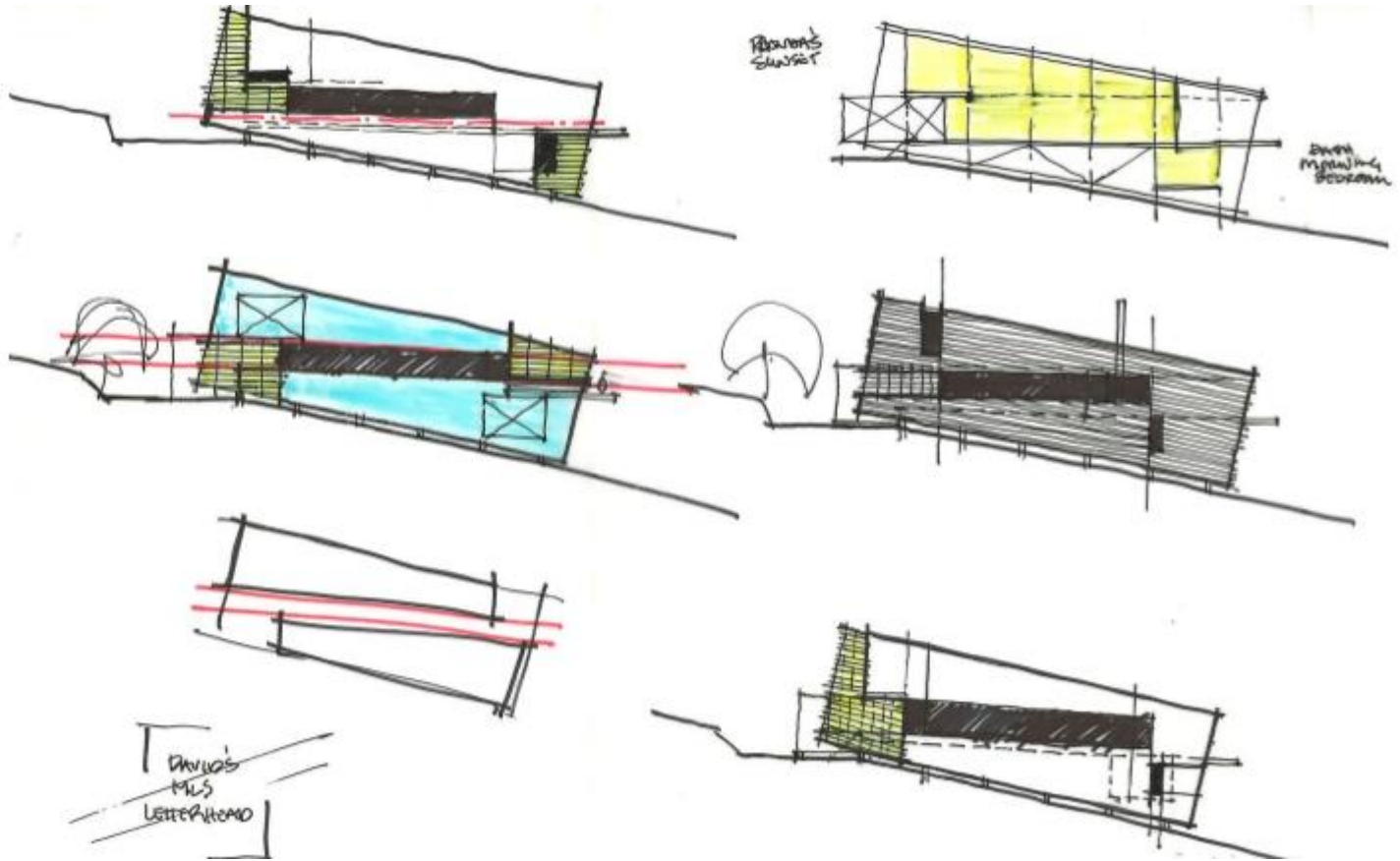
WINTER

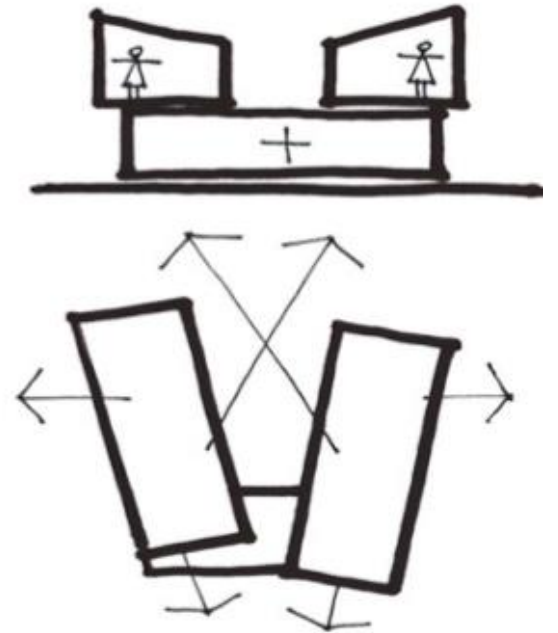
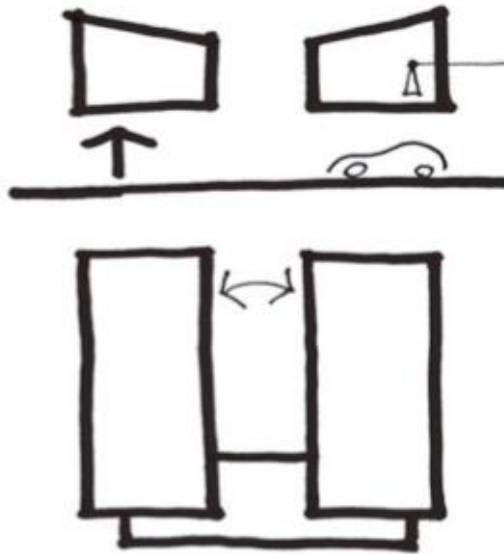
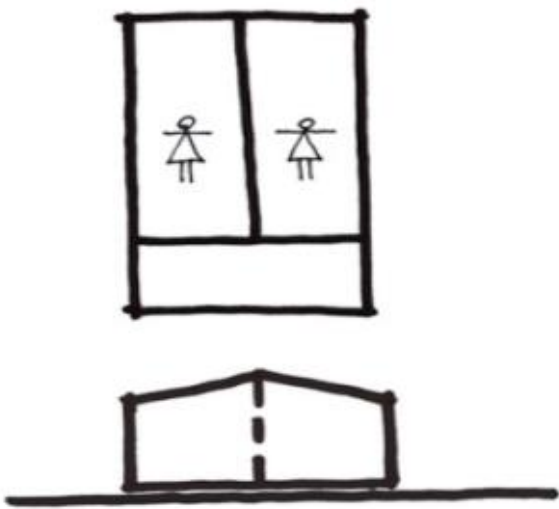
EACH SLAB IS A 'MICROCLIMATE' TO MAXIMIZE HOT AIR RECYCLE

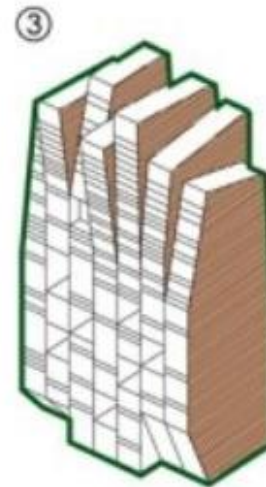
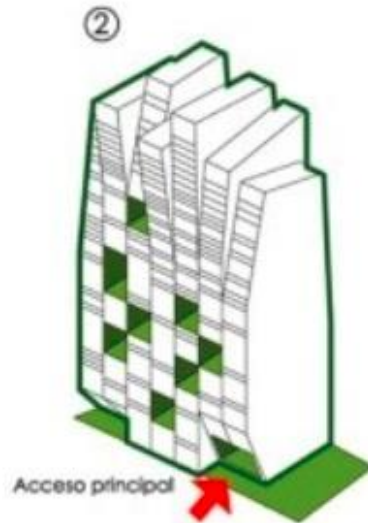
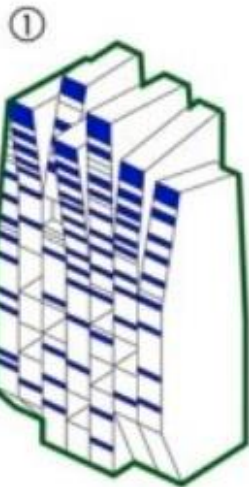
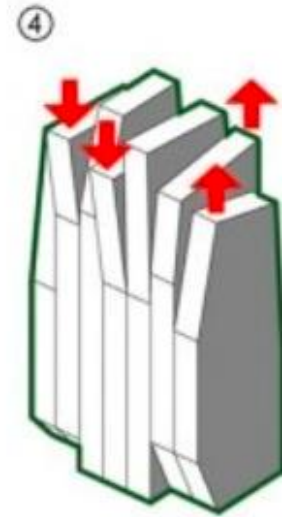
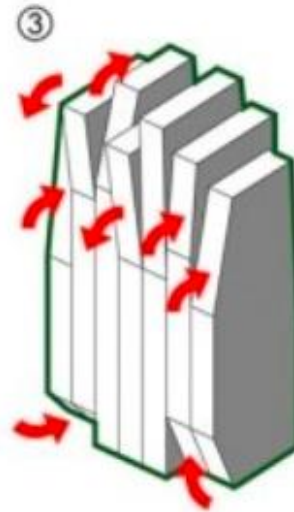
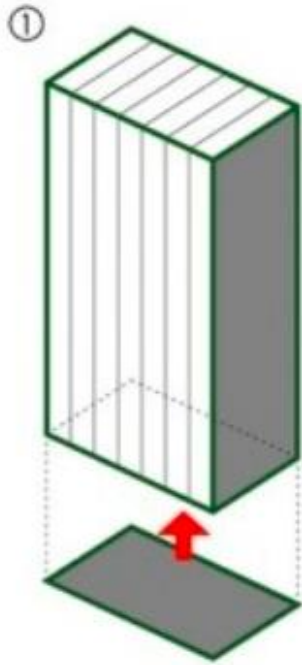


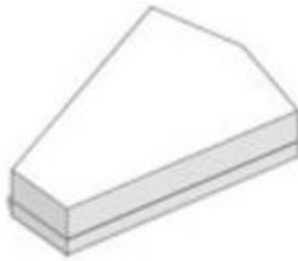
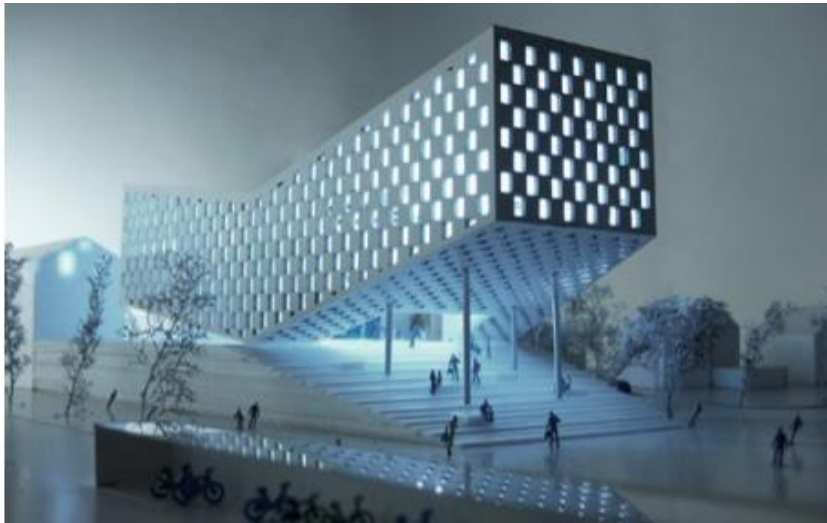
PROGRAM

THE LIBRARY COLLECTION IS IN THE CENTRE, THE OTHER ACTIVITIES ARE ON THE HEAD, CINEMA IS UNDERGROUND AND AT THE TOP ARE INTERIOR TERRACES









OFFICE TOP
AND
SHOPPING BASE



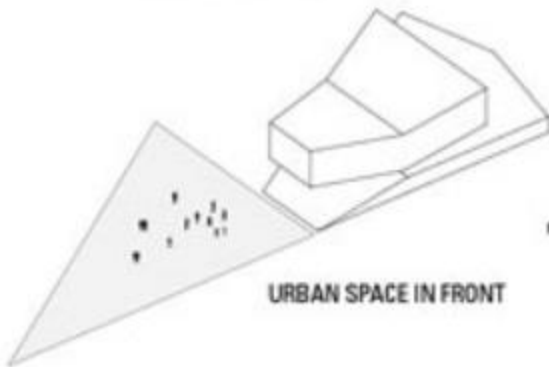
DETACHED OFFICE



ENTRANCES



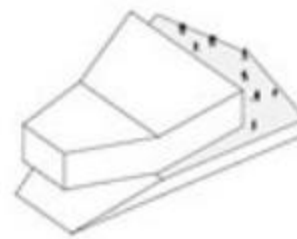
STREET LEVEL ACCESS



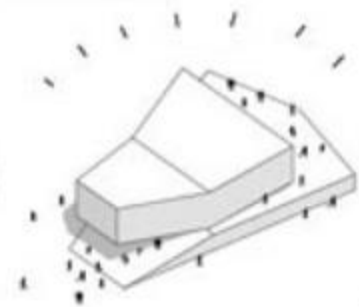
URBAN SPACE IN FRONT



URBAN SPACE ON BASE



URBAN SPACE IN BACK



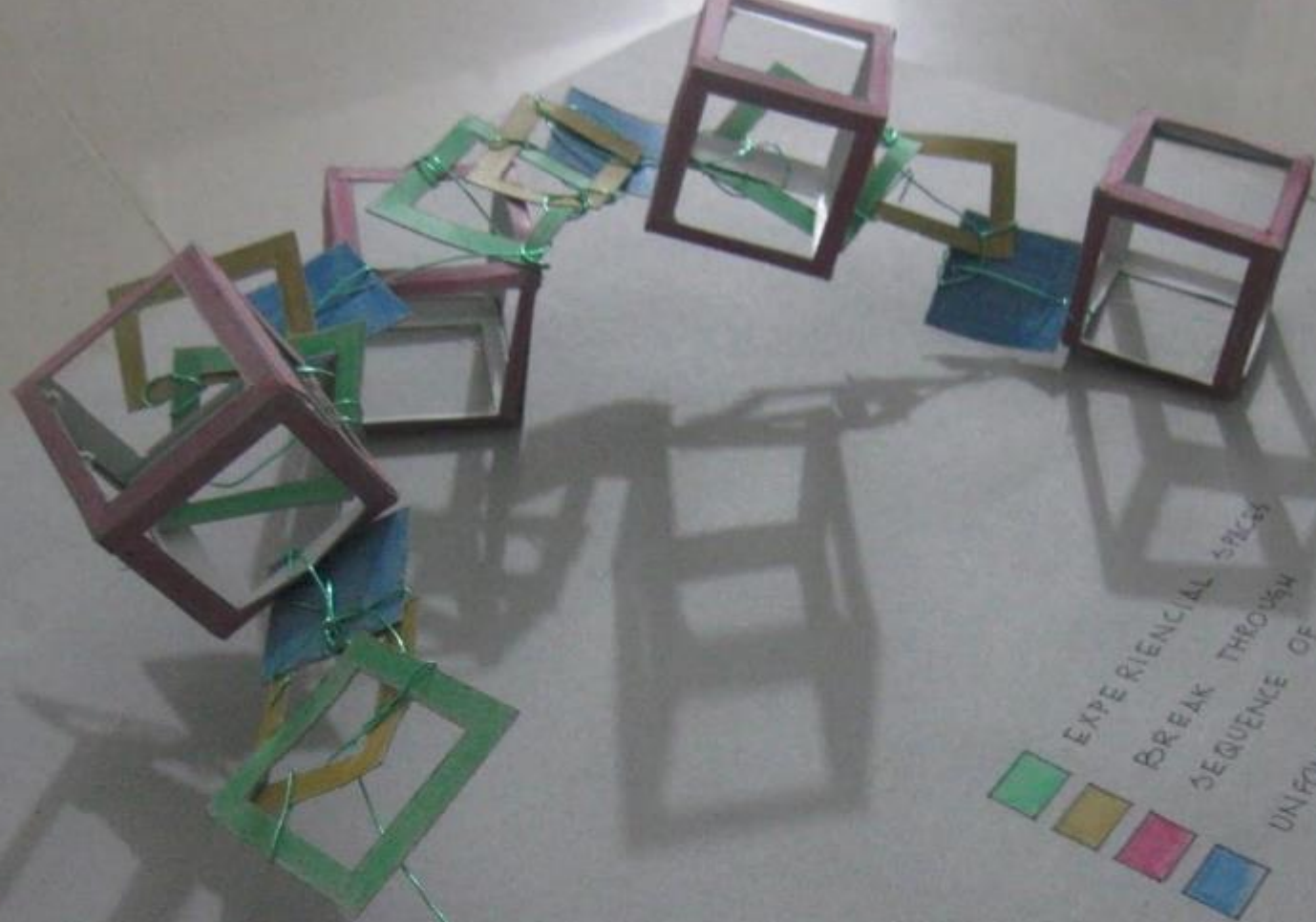
URBAN SPACES ALL AROUND

Conceptual models

Yes you can turn your idea into a model!

Conceptual model can be used to express:

- **Layers** of a project; vertical, horizontal and rotated planes
- **Outer Shell.**
- **Circulation**, whether vertical or horizontal and types.
- **Materials** and **colors**
- Any **construction** issues
- Coherence with **Topography**
- Any other idea u want to communicate



EXPERIENCIAL SPACES
BREAK THROUGH
SEQUENCE OF SPACES
UNFOLDING VIEWS



The shape of the spar and its cables is said to evoke an image of a harp lying on its edge

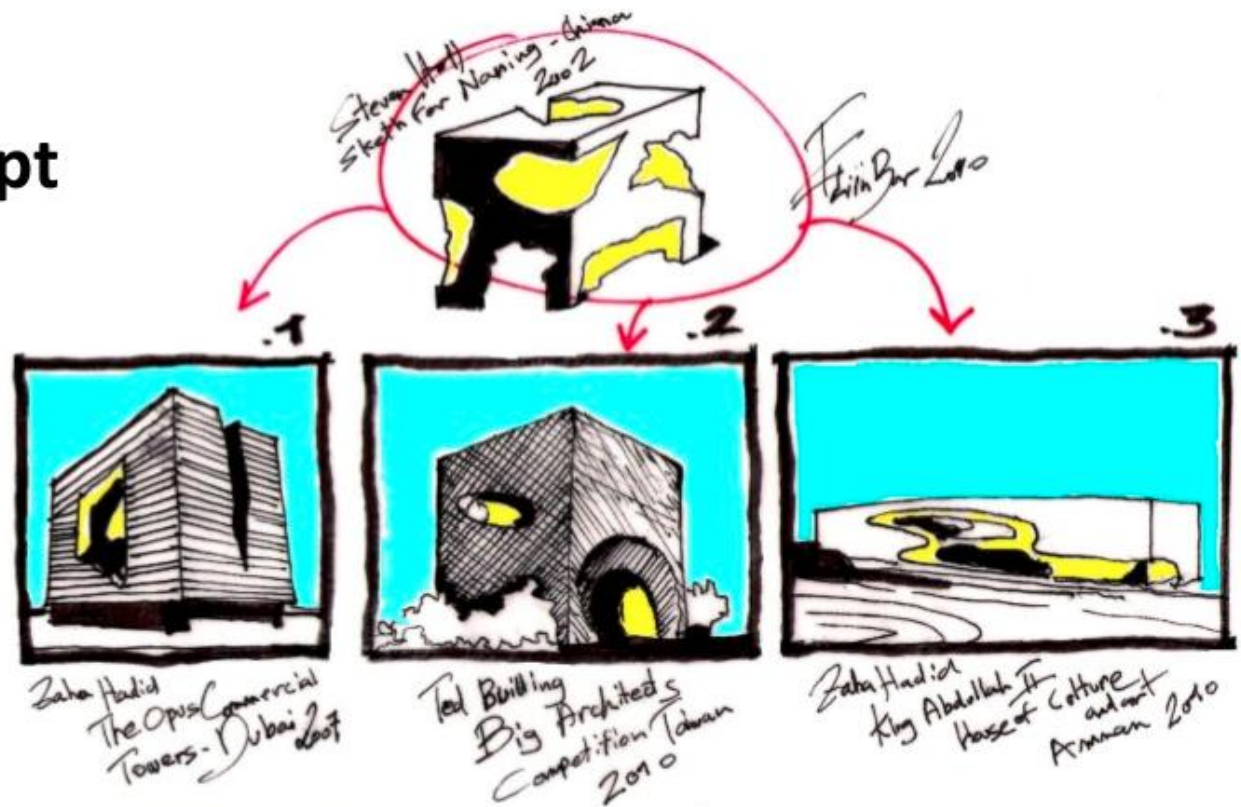


Activate W
Go to Setting:

Full Moon building in Azerbaijan



Steven holl; Sponge concept



4/6/2010

