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College of Engineering
Department of Architecture

Architectural Concept

Lecturer: Design staff

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 be 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?

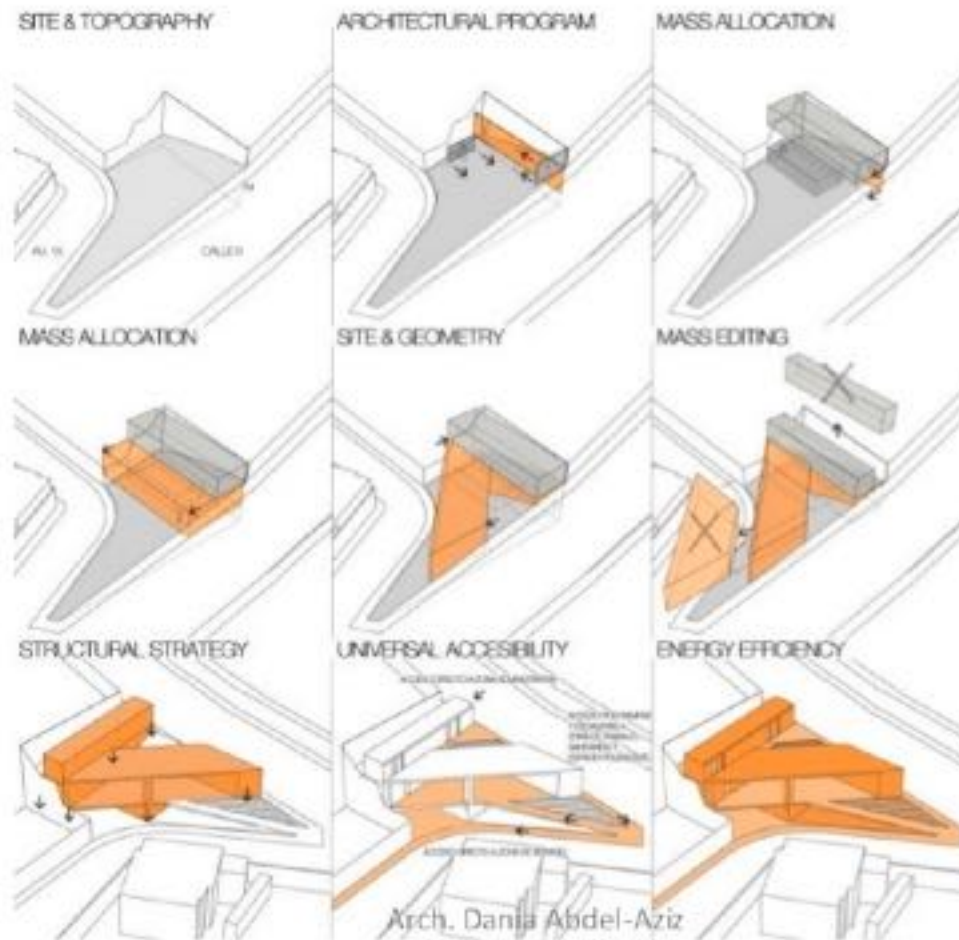
- Multiple tools can be used to express your idea;
 - Drawings, all sorts of drawings are applicable even if a section.
 - Conceptual models.
 - Use little text!
- Using different materials, colors and methods might help you both understand better what you are doing and hence express your concept.
-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

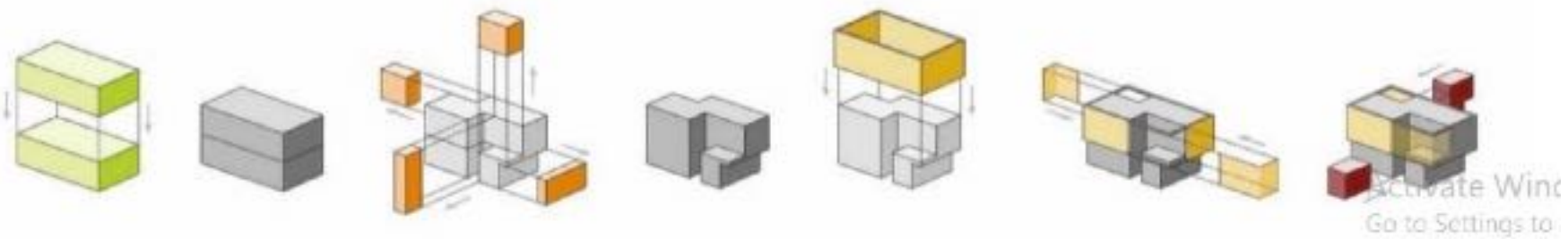
1. **Diagrams:** drawings of geometric shapes to show different relationships within any given space.



Diagrams Examples...



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



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