Development of Architectural Concept

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APPROACHES

INVESTIGATIONS

DESIGNER VALUES

Questions??????

- One of the most popular questions we get asked by students is "how do you develop an architectural concept?"

- The design process can be **daunting OR horrifying** to new students, who often find it difficult to find direction in their design

- They constantly asked, "what is your concept?" by their teachers, and respond by staring blankly back at them!!!!!!!

Concept VS Process

How the architectural concept

fits

the design process

Concept Definition

- An abstract idea
- A plan or intention
- An idea or invention to help
- Sell or publicise a commodity
- Idea, notion, theory, model, pattern
- Conviction, opinion

Concept definition

- ***An approach to the design***
- Might be unchanging throughout the design process
- Can be linked to many factors and can evolve as the design grows
- Concepts are the designers way of responding to the design
- Translating non physical design to physical building product

Concept definition

Every project will have critical issues, central themes or problem essences,

And

The general issues of the design can be approached in number of ways

The architectural concept approaches

- Functional (Use & Utilization)
- Material and Construction (form)
- Contextual (form)
- Conceptual (form)
- Formal (form)
- Environmental (Environment)
- Value (economy)
- Collaborative (Integrated factors)
- Philosophical (Inter-subjectivity)
- Might be other approaches

FUNCTIONAL CONCEPT

- **Does the project have more necessity for functional elements rather than the aesthetic appearance of the building?**
- It does not mean that we cannot demonstrate creativity and flair موهبة
- The function of the building is our key focus
- Innovative Zoning
- Innovative Relationships
- Innovative Functional sequent
- Innovation with other concepts

Material and Construction Concept

- Looking at the materials of the structure
- Focusing on a specific material led towards particular forms of construction
- Organic appearance of the building
- Material based on site context suggests a historical use of a particular material in an innovative way
- Innovative Vernacular construction

Material and Construction Concept

- Local materials give local visitors comfort and familiarity
- Gives a nod to the natural surrounding and environmental benefits of sourcing
- Innovation in flexibility of structure
- Easiness in construction and feasibility
- Use available technology and craftsmanship
- Mixing new with old
- Innovation in structural and constructional design

Material and Construction Concept

Material and Construction Concept
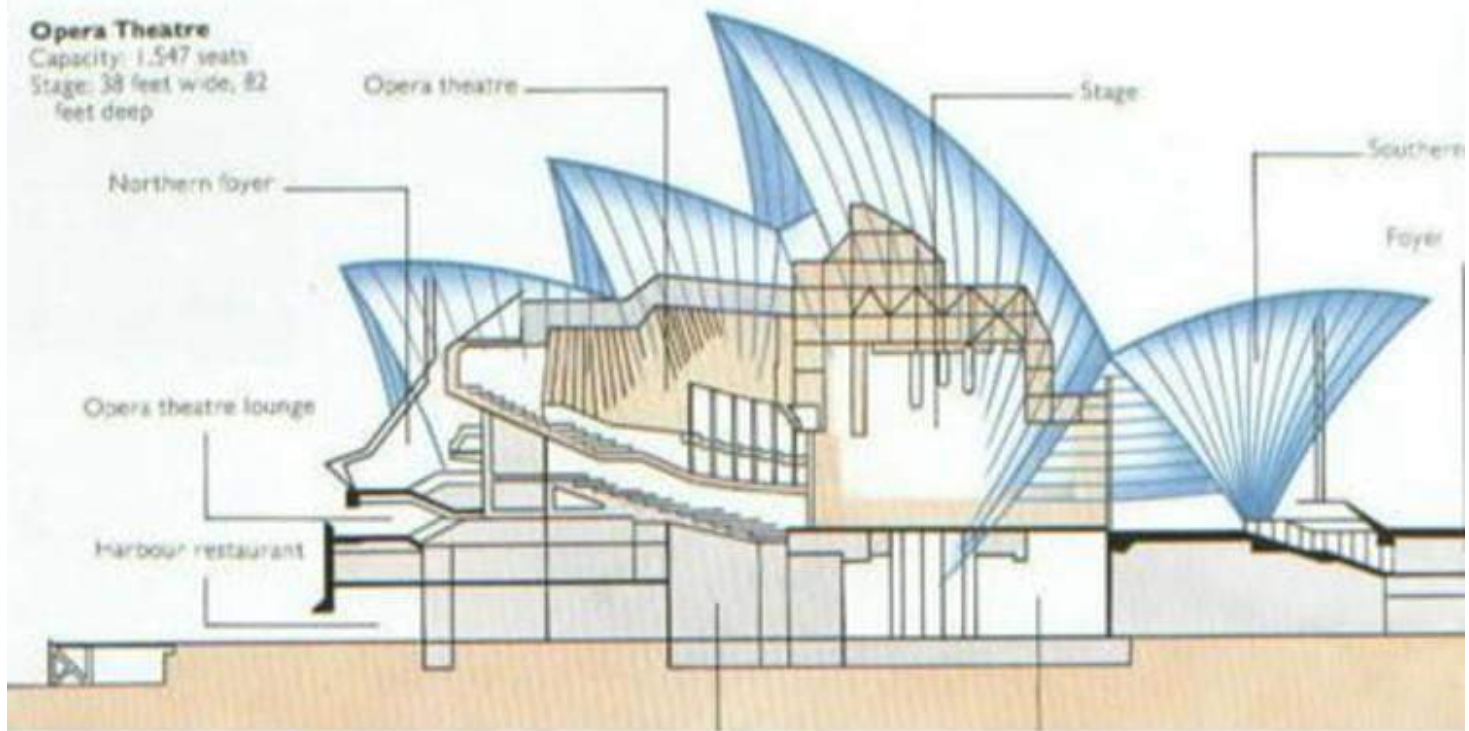
Material and Construction Concept

Material and Construction Concept

Material and Construction Concept

Opera Theatre
Capacity: 1,547 seats
Stage: 38 feet wide, 82 feet deep

Opera theatre

Stage

Northern foyer

Southern

Foyer

Opera theatre lounge

Harbour restaurant

Contextual Concept (Form) سياقية

- Look at the context of the site & surroundings
- The historical features of the area
- The cultural and social features of the area
- The people and behavior that occupy the area
- Every project concept should be partially contextual
- Explore physical and nonphysical data of site
- Harmony and/or Contract
- Turning existing building back to the context

Contextual Concept (Form)سياقية

- **contextual architecture**, is a principle of design in which the structure is designed in response to its specific urban and natural environment. In an a**rchitectural** sense, context can be defined as giving meaning to the various parts of a building through reference to its wider surroundings.
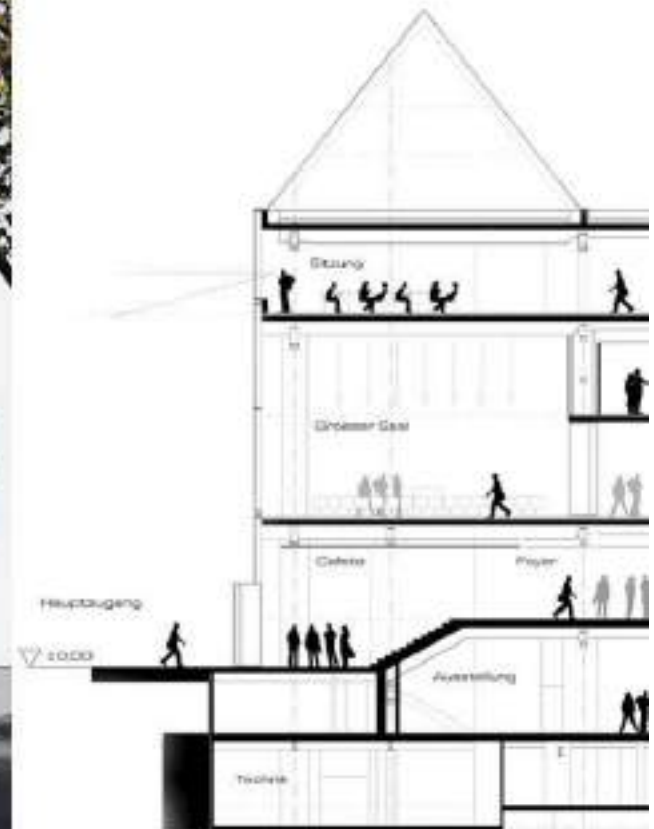
Contextual Concept

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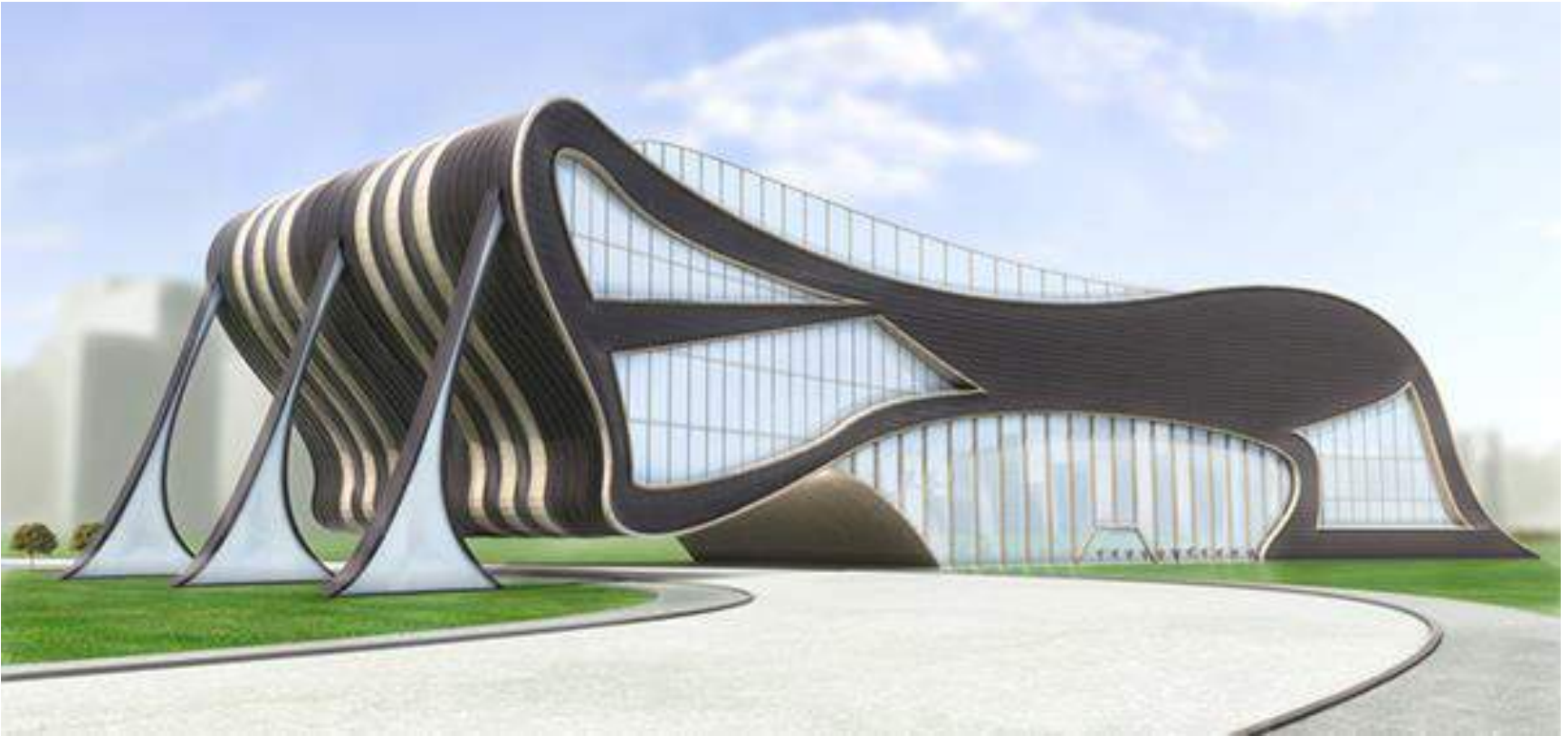
Contextual Concept

Contextual Concept

Conceptual Concept (Form) فكرة خيالية

- Every part of the project is about the concept
- The sole focus of the design is about the idea,
- No combination of approaches and processes
- Parts attached to the total idea
- Rational thinking but most subjective
- Exploration of ideas
- Symbolic-metaphor features from outside the field of architecture
- Sometimes never built

Conceptual Concept

Panton canvas callery

Conceptual Concept

Conceptual Concept

Conceptual Concept

Formal Concept (Form) فكرة من العمارة

- Concept from theory or history of architecture
- Formal language of architecture
- From from classical periods to contemporary
- Classical or typological orders (proportion, scale and form)
- Symbolic-metaphor features from architecture

- **Elements like line, shape, color and texture do not exist in isolation on a building. They are combined to make formal compositions in an architectural design, creating pattern, rhythm, symmetry, balance, contrast, proportion, theme, and unity. It is important that the variety of elements used for a building blend together well so that the design appears unified.**

Formal Concept

Formal Concept

Formal Concept

Formal Concept

Formal Concept

Formal Concept

Environmental Concept

- Preserve the natural environment
- Reserve the natural environment
- Sustainable design (eco design) design should comply with ecological sustainability
- Social and economic factors are subsystems
- Green Design
- Garden Design
- Interlock, overlap indoor with outdoor spaces and the opposite
- Design transition space between in and out
- No clear segregation between indoor and outdoor domains

Value Concept

- Value for money
- Cost vs. Time
- Feasibility study led to the design

Collaborative Concept

- Most projects considered collaborative
- Large design team working on the different aspects of the building
- Design concept also decided by owners, stakeholders, engineers, contractors, concerned parties to the end user
- Engagement of end user as expert
- For projects of large community and social focus
- Rarely possible in student project

Philosophical concept

- The architect's design philosophy
- The architect's life values and experiences
- Reflection of the design brief or context of the site
- it's not so much about the specific project you're doing but about *what you believe architecture should be*.

Statements to investigate

- Through your design approach you can investigate the following:
- Artistic vs. scientific
- Rational vs. irrational
- Personal vs. universal
- Visual vs. nonvisual
- Needs vs. wants
- Individual vs. society

How do the designer values (personality) work with the design problems you face on a particular project?

- Ordered vs. Random
- Structured vs. Unstructured
- Objective vs. Subjective
- One answer vs. Multiple solutions
- Creative vs. Conservative
- Specific vs. General
- Man vs. Nature
- Complexity vs. Simplicity
- Design for now vs. Design for future

Finished

Thank You