

ARCHITECTURAL DESIGN 3RD STAGE

Concept

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3rd Year Design Staff

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WHAT IS A CONCEPT

- Concepts are **ideas**..... That integrate various **elements** in to **whole**.
- These elements are something that formed in the mind which can be **notions, thoughts, mind representation, observations and solutions** in architecture.
- Concept suggests a specific **way** that **programmatic requirements context, and beliefs** can be brought together.
- Thus concepts are an important part of architectural design.
- Driving force of any project, **an identity** for the work.

HOW WE CAN GET IDEAS (CONCEPTS)

Concept formulation is not an **automatic activity**, it takes a **concentrated effort** to develop a concept that appropriately **integrates things** not previously **brought together**.

Bringing things together is a **creative act.....** designers, architects, critics, artists, musicians and writers have identified as being about **10 % inspiration or genius and 90% hard work**.

HOW WE CAN GET IDEAS (CONCEPTS)

3 PROBLEMS BLOCK SKILL DEVELOPMENT

I. Communication

The most difficult communication problem is not in explaining our concepts to others, but in explaining our ideas to our selves.

Graphic communication: In architecture, everything must get drawn if it is to be build, and drawings comprise half of the contract documents for building.

The process of sketching should begin early so that the proposal and its concept can continually be criticized and improved.

HOW WE CAN GET IDEAS (CONCEPTS)

3 PROBLEMS BLOCK SKILL DEVELOPMENT

2. Inexperience

Concepts are difficult to invent if they are an unfamiliar aspect of architecture.
Since many buildings are built without the benefit of a concept.

3. Generating Hierarchies

This is especially a problem for the beginning student who, because of lack of experience, has difficulty deciding if an idea is a brilliant concept or an awful one.

The architect must be able to make discerning judgments.

WHERE DO CONCEPTS COME FROM??

Site (Site Analysis)

Movement

Functional Requirements

Space / Emotions

Place / Culture / Society

Speed / Technology

**Technology / Material/
Method**

Memory / Place

**Personal Architectural
Influence**

Precedent Research

DIMENSIONS OF CONCEPT

1. Interior Experience

2. Exterior Expression

Normal Layman

Professional Specialist



ELEMENTS OF CONCEPT GENERATION AND EXPRESSION

Function

Lighting

Form

Ventilation

Materials

Meaning

Structure

Philosophy

SHOULD I HAVE A CONCEPT????

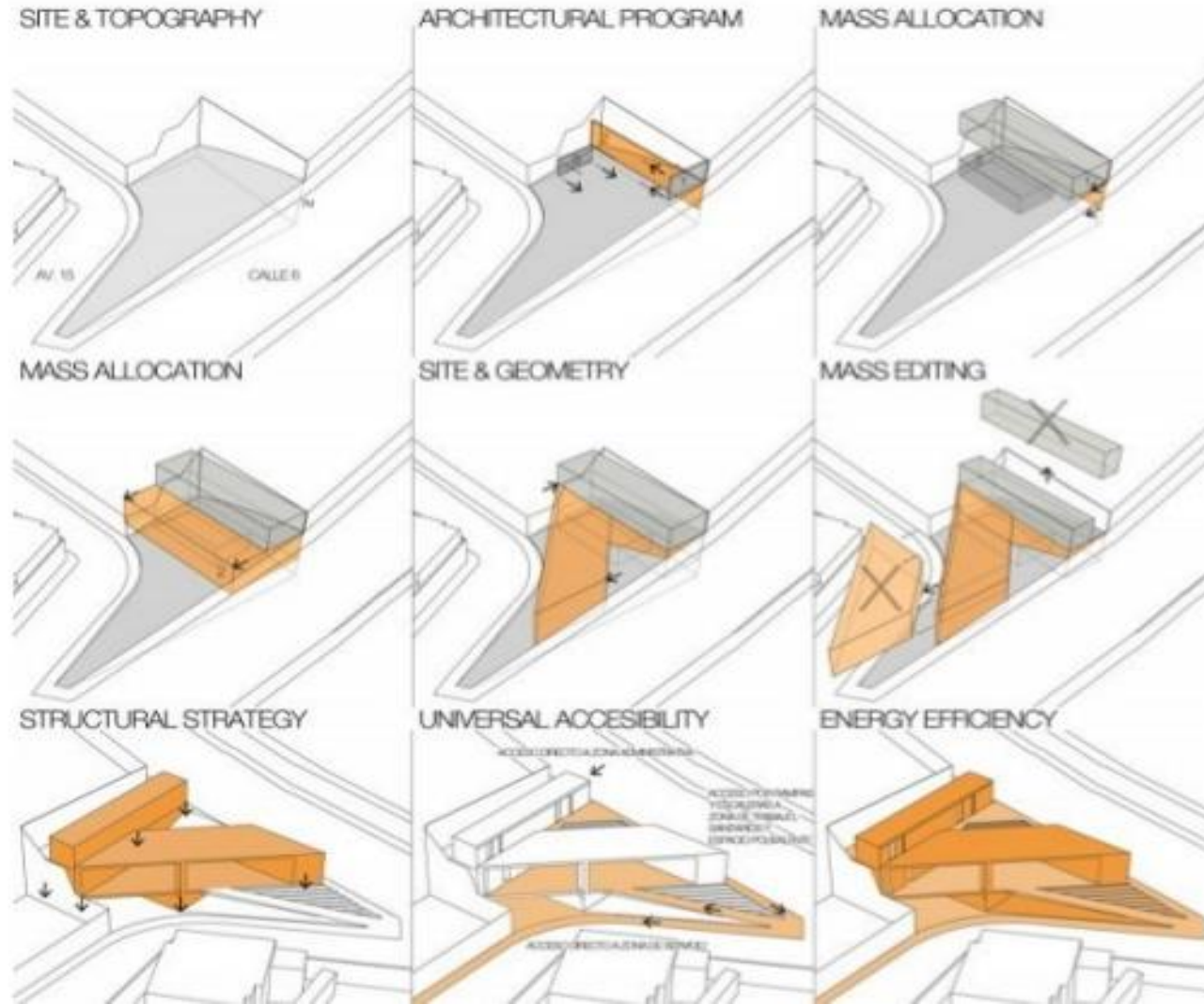
1. The concept gives meaning to your work, the more innovative and coherent your concept the more interesting your work is !!!

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, of course any architect might be able to design (functionally) with experience, but your creativity is what makes you special !!!

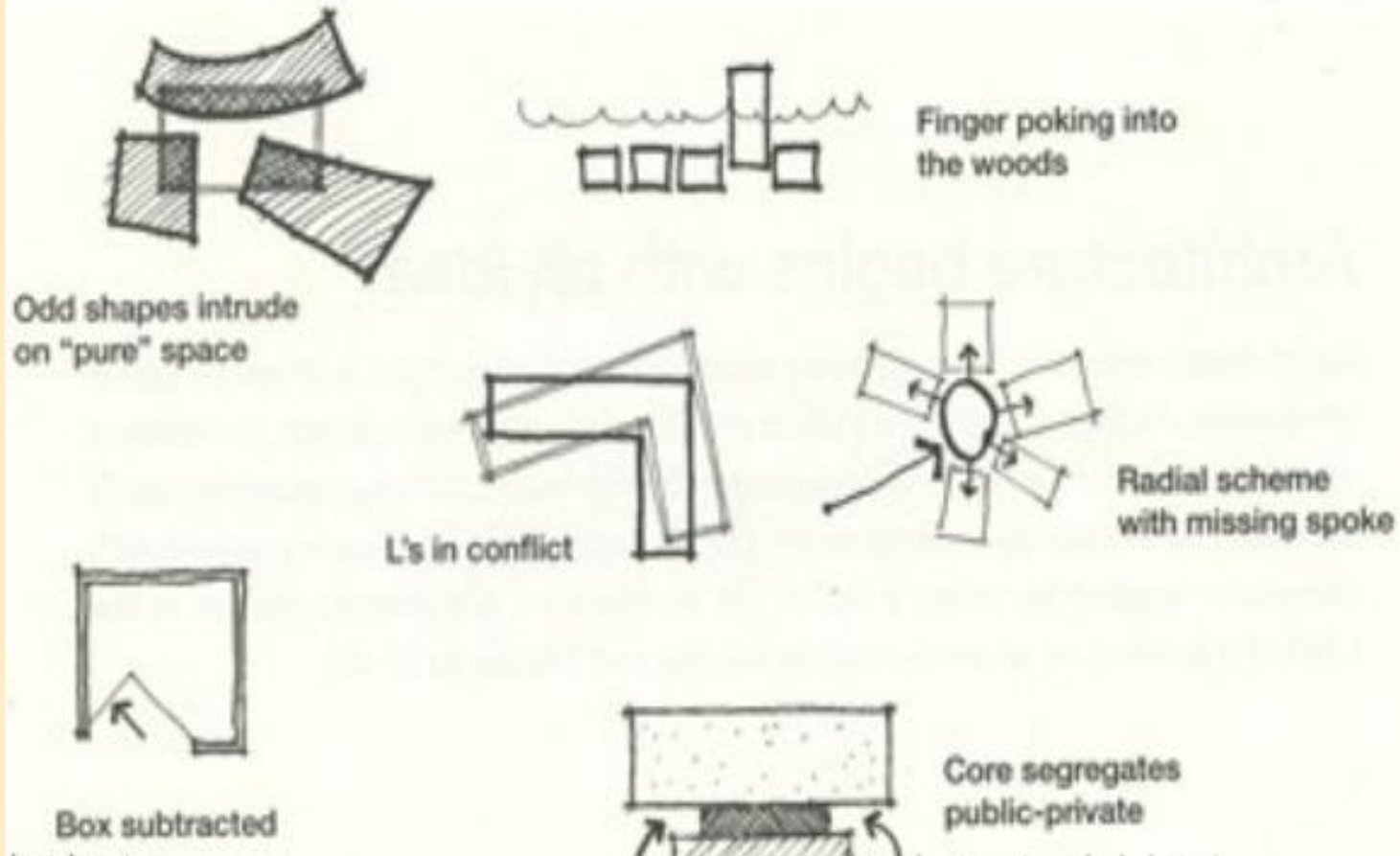
HELP !!! HOW CAN I EXPRESS MY CONCEPT

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



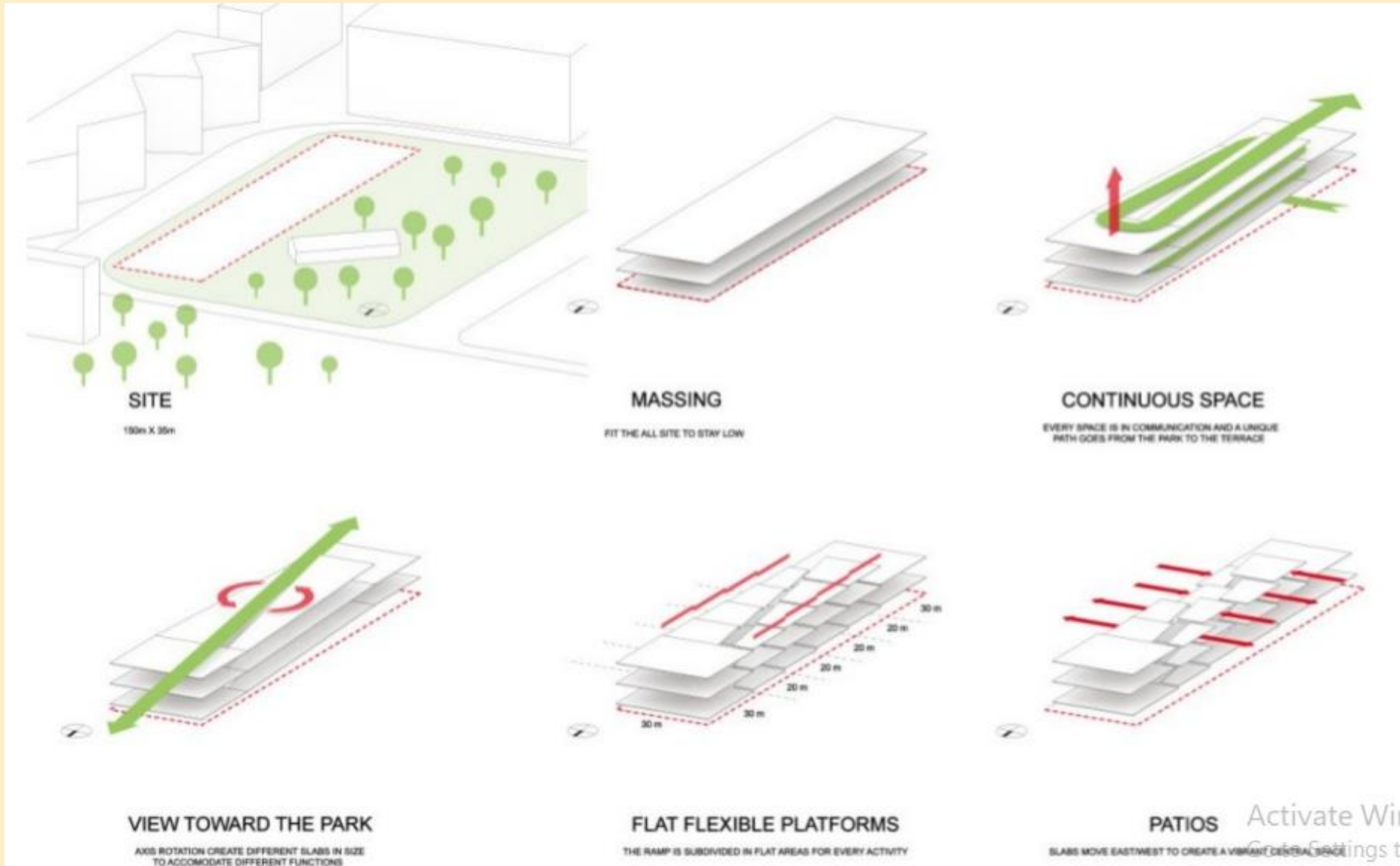
HELP !!! HOW CAN I EXPRESS MY CONCEPT

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.



HELP !!! HOW CAN I EXPRESS MY CONCEPT

3. Morphology: the study of the forms of things, in particular.

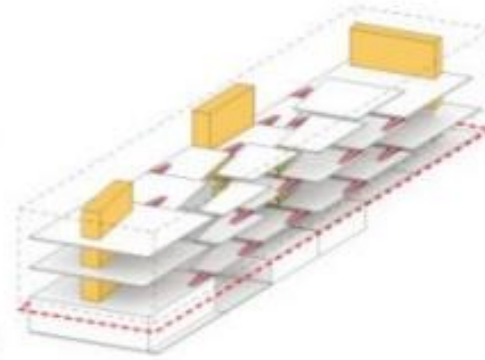


HELP !!! HOW CAN I EXPRESS MY CONCEPT



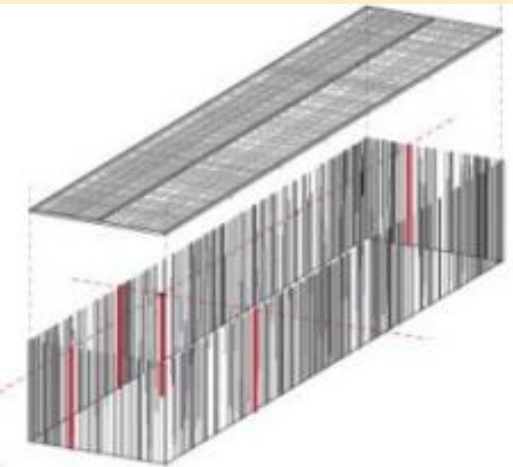
LANDSCAPE

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



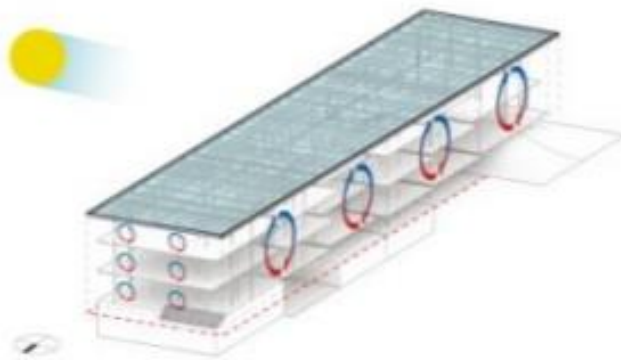
INTERIOR SPACE

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

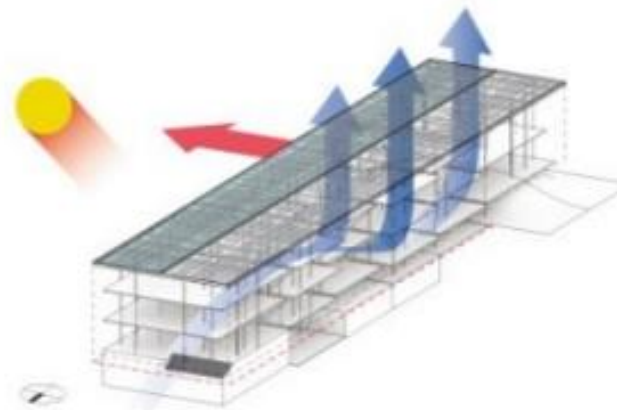


STRUCTURE

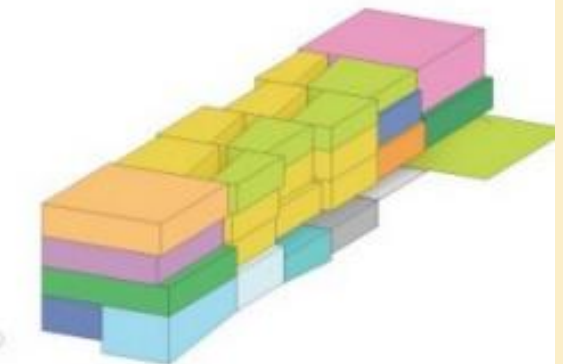
AN APPARENT RANDOM DISPOSITION THAT CREATE A 'HOOD EFFECT' IS RATIONALLY COORDINATED BY ALIGNED COLUMNS



SUMMER



WINTER



PROGRAM

REFERENCES

1. Dogan, Fehmi and Nersessian, Nancy J., “Design Problem Solving with Conceptual Diagrams”, research.
2. Misra, Asst. Prof. Sumantra, “Concepts in Architecture” ,Department of Architecture, School of Engineering, Adama Science and Technology University.
3. Stach, Edgar, “Mies van der Rohe- Space, Material and Detail” , Thomas Jefferson University, Philadelphia, PA.



**Thank
You**