

DESIGN METHODOLOGY

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- ✦ 1. WAY OF DESIGN
 - ✦ - COMPONENTS,
 - ✦ - METHODS,
 - ✦ - **APPROACH**



HARMONY

spirit		material	
components	art emotion	science ratio - sense	- works of Santiago Calatrava - Fallingwater House
methods	analogy intuition	analytics conclusions	- Sidney Opera - works of Michelangelo
approach	subjectivity universality global the whole	objectivity specialization local a part	- works of Frank Gehry - works of Alvar Aalto - works of Carlo Scarpa
harmonic cooperation			

subjective

objective



HARMONY

Arguments for subjective approach:

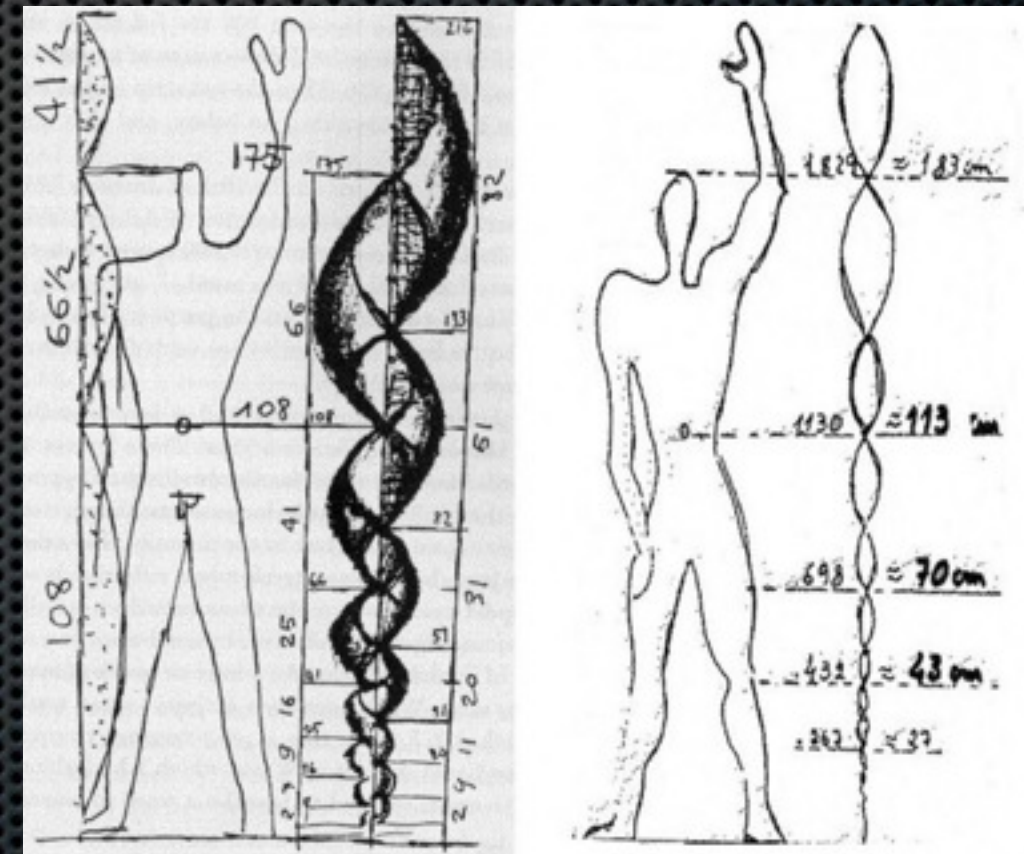
- visible personality
- chance to innovation
- individual, exciting

Arguments for objective approach:

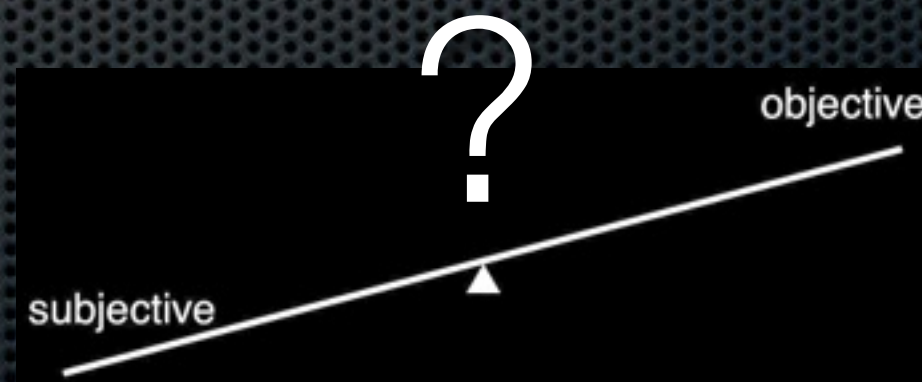
- safe, regular
- less risk in realisation
- easy to standardise



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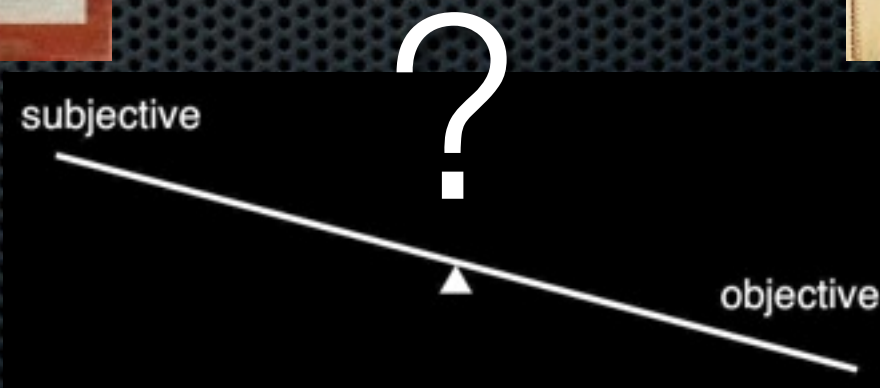


Le CORBUSIER
Pavilion Esprit
Nouveau 1925



Charles-Édouard Jeanneret
Le Corbusier
1887.-1965.

HARMONY



Charles-Édouard Jeanneret
Le Corbusier
1887.-1965.

HARMONY



Charles-Édouard Jeanneret
Le Corbusier
1887.-1965.

Le CORBUSIER
Villa Savoye 1929

subjective

objective



HARMONY

Five points of a new architecture:

1. pilotis - columns in grid instead of load bearing walls
2. roof garden ← usage of flat roof
3. free design of ground plan ← usage of grid
4. free design of facade ← usage of grid
5. horizontal window ← usage of grid



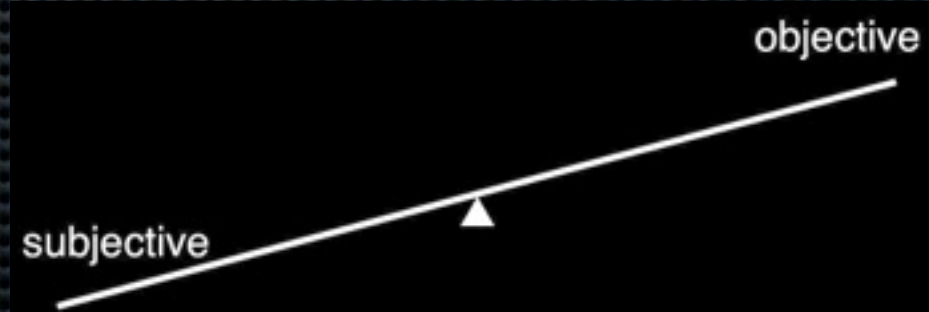
Le CORBUSIER
Villa Savoye 1929

subjective ▲ objective

HARMONY

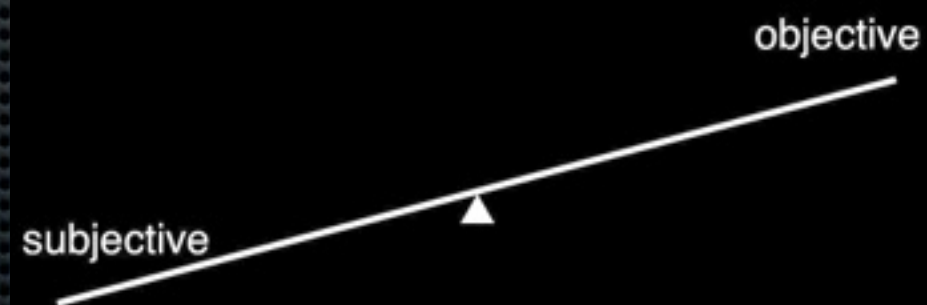


Residential block
Marseille





Shibam - adobe city
Yemen



HARMONY

Arguments for universal:

- cheap and fast
- standardised

Arguments for special:

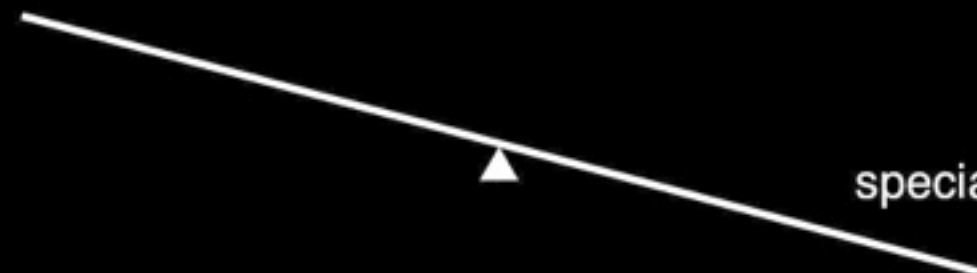
- unique
- standardised is boring



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universal



special



Prime Tower
Gigon+Guyer
Zürich

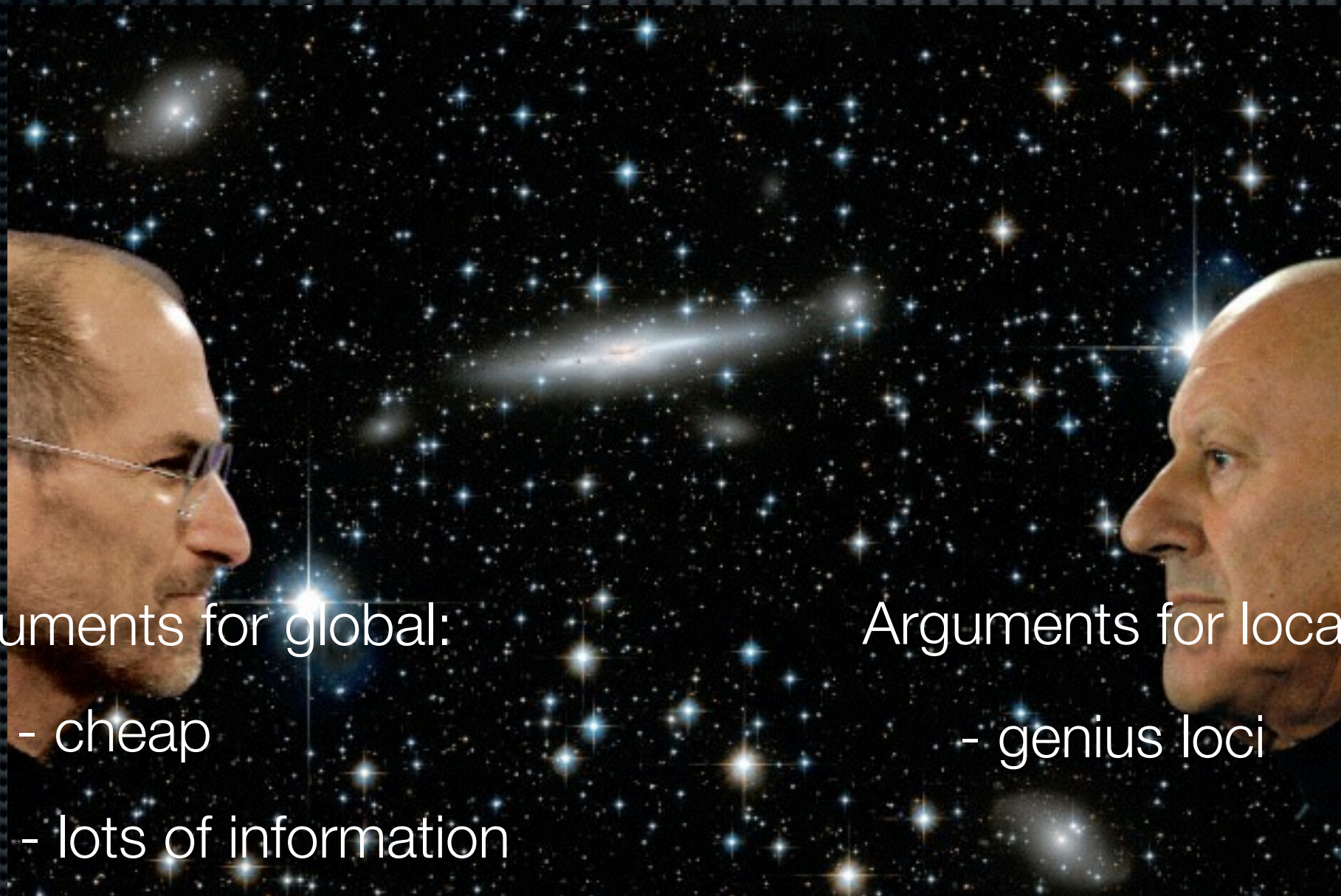


Freitag Tower
Spillmann+Echle
Zürich

universal

special

HARMONY



Arguments for global:

- cheap
- lots of information

Arguments for local:

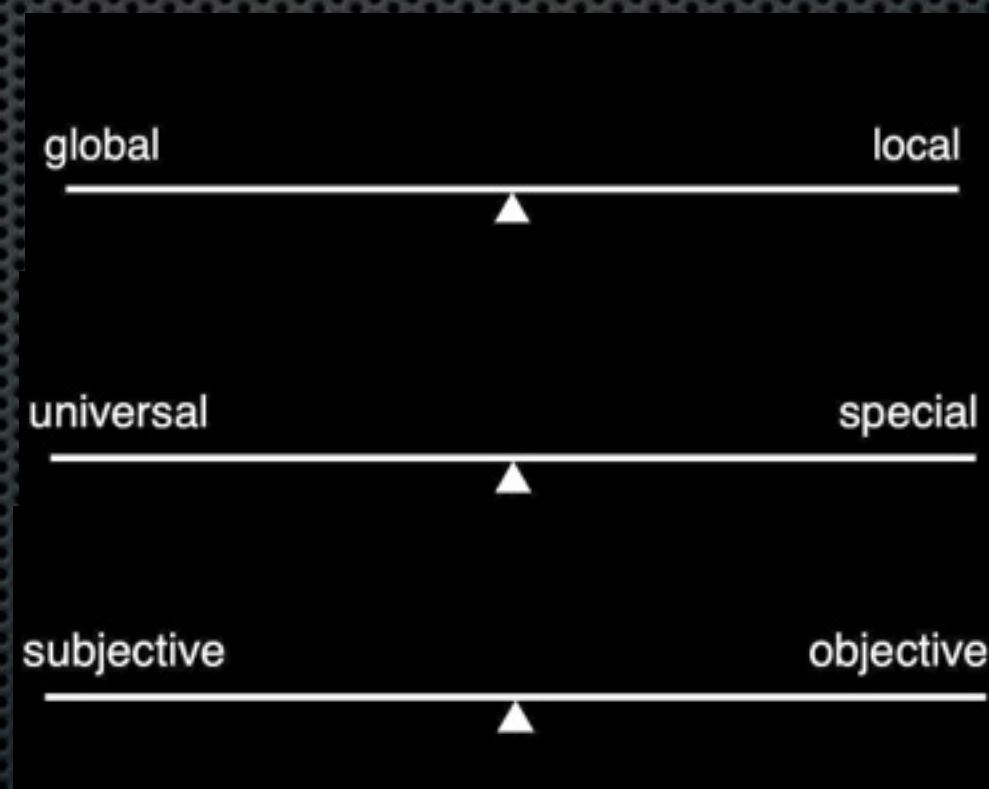
- genius loci

universal

special

HARMONY

Approach



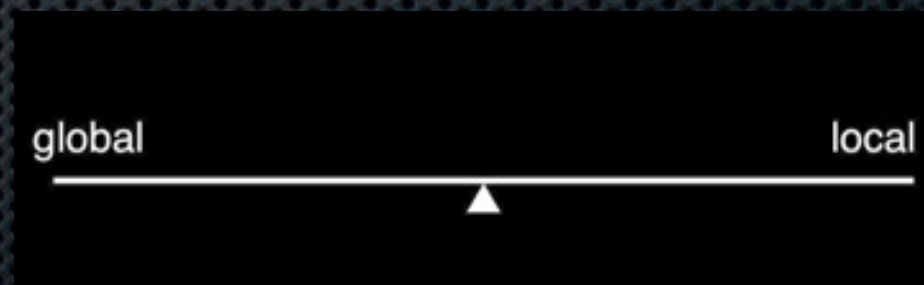
HARMONY

Arguments for global:

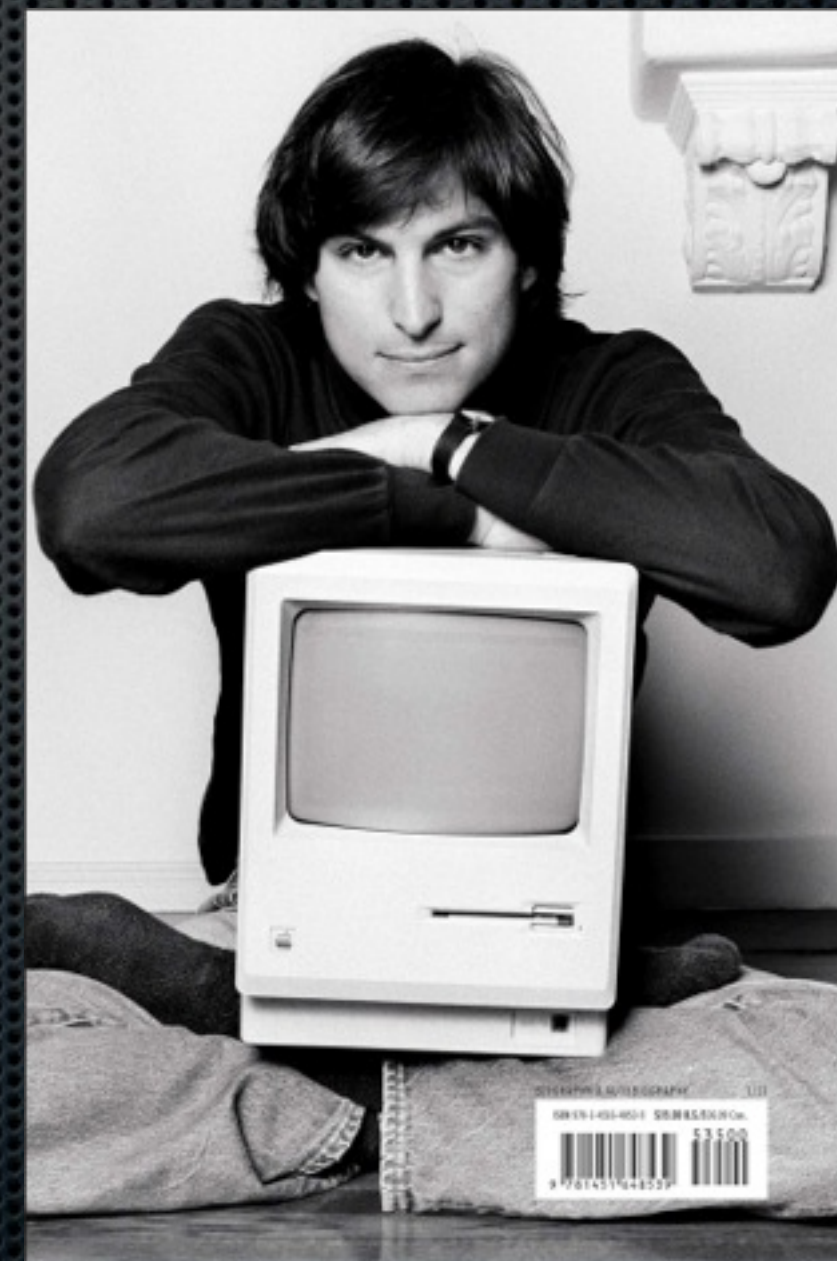
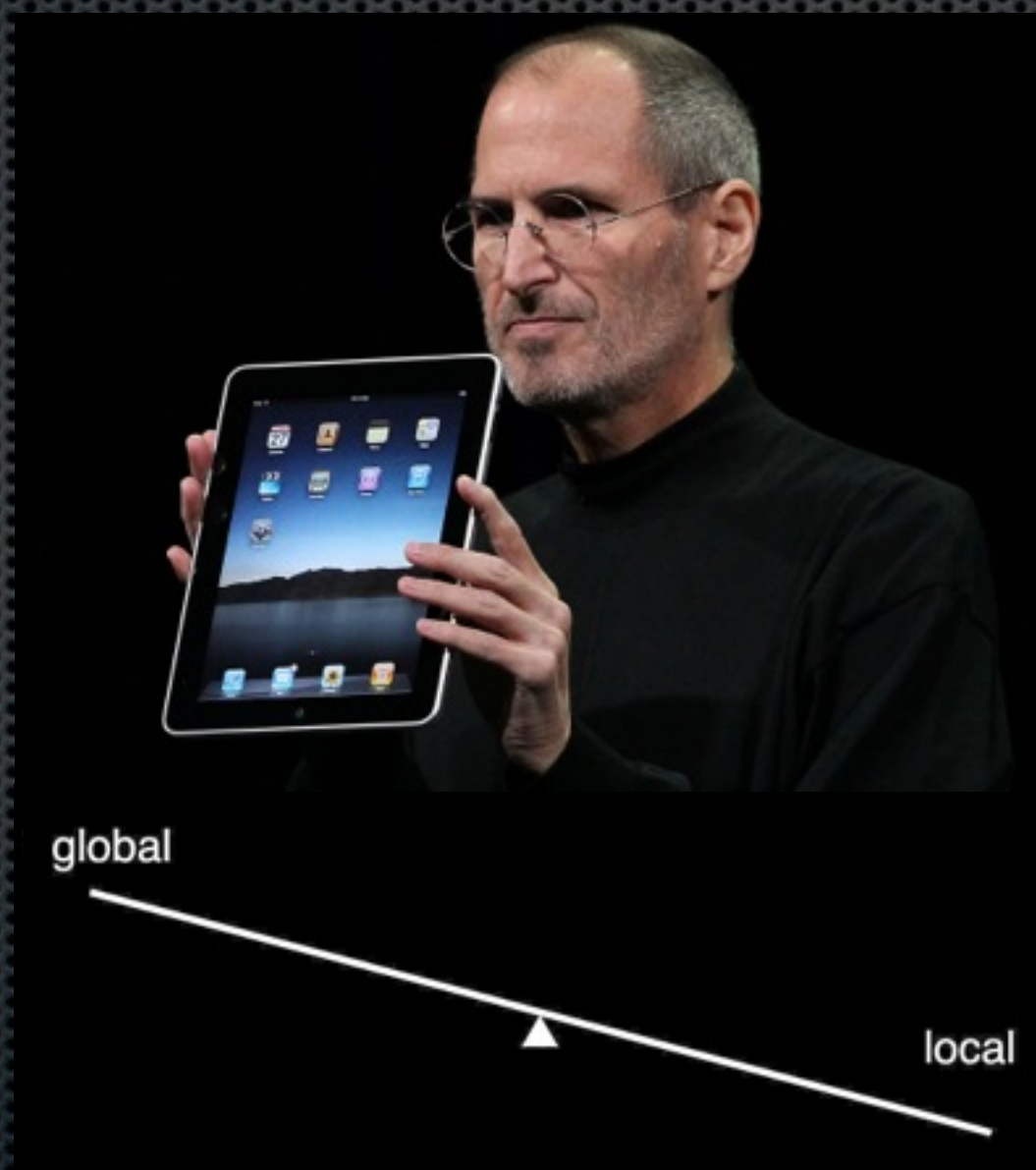
- cheap
- lots of information

Arguments for local:

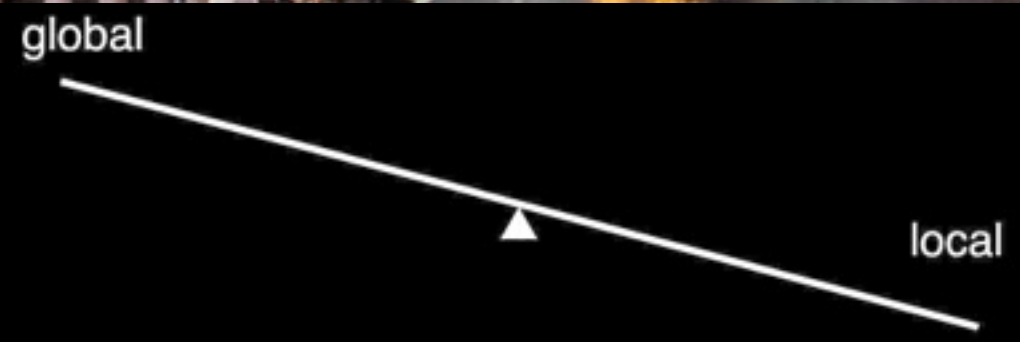
- genius loci



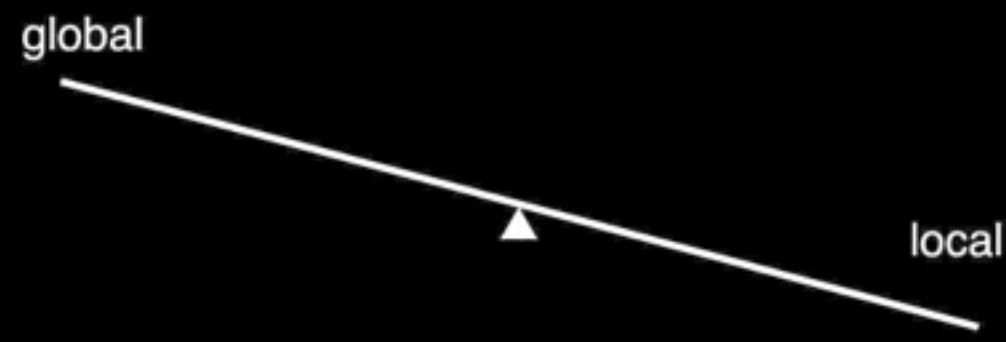
HARMONY



Steve JOBS
1955-2011
Apple...

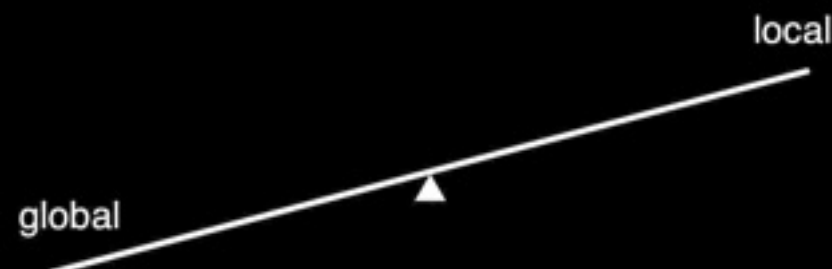


Times Square
New York



Rem KOOLHAAS
interview 2014

HARMONY



Gion A. CAMINADA
Morgue in Vriens CH

HARMONY

Arguments for the whole:

- obvious

Arguments for a part:

- price

the whole

a part



HARMONY



Shah Jahan
Taj Mahal (Mumtaz)
Agra

the whole

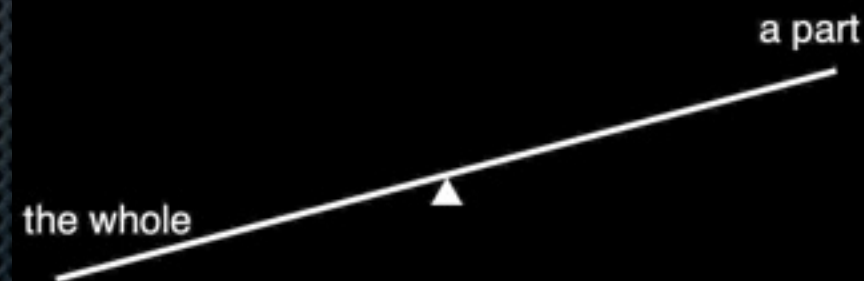
a part



УИОМЯАН



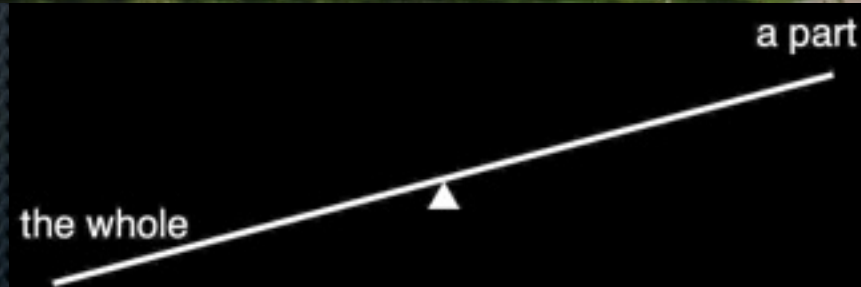
Weber, Brandt
University Clinic
Aachen



УИОМЯАН



Weber, Brandt
University Clinic
Aachen



HARMONY

Architectural design should strive to HARMONY, because:

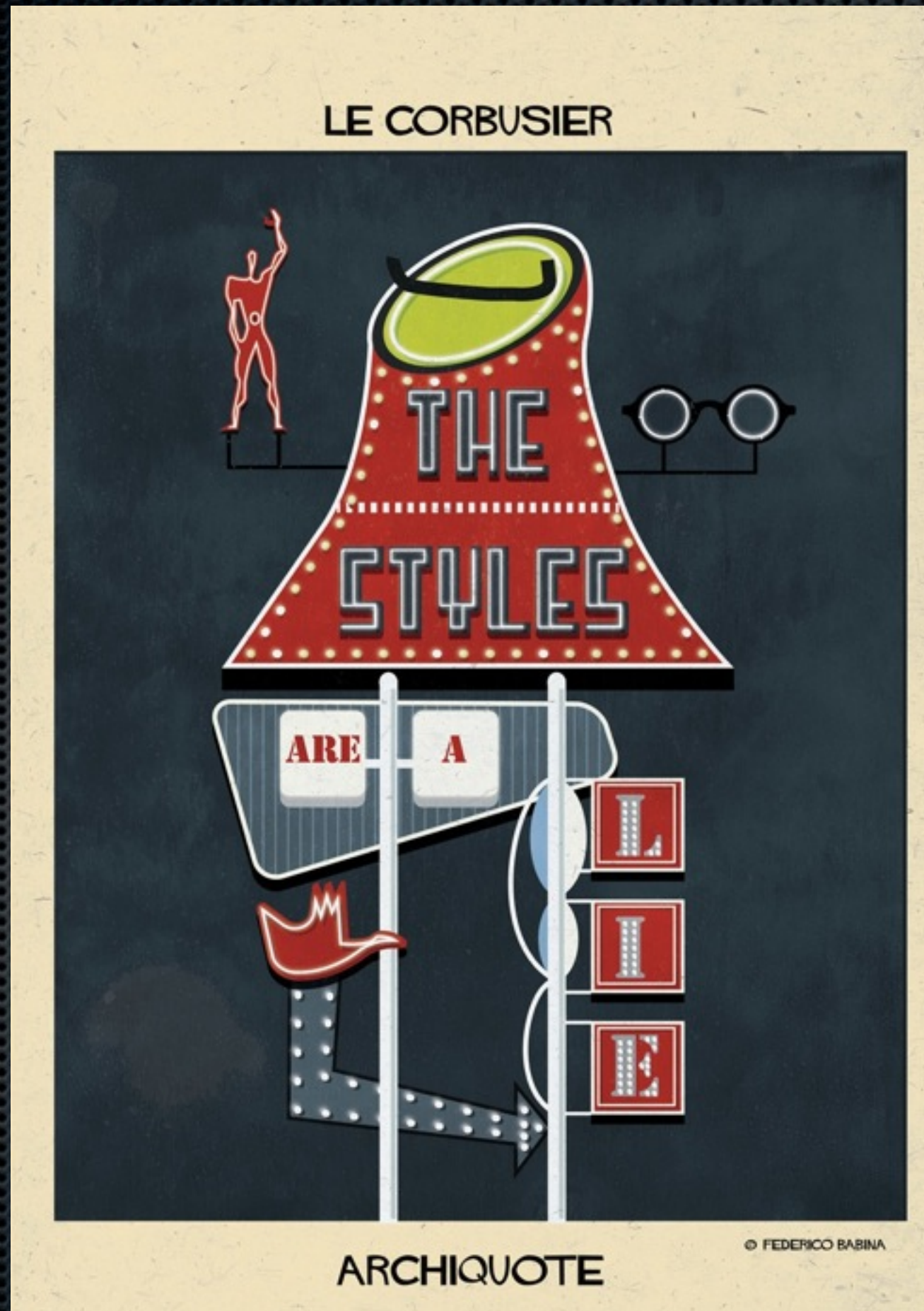
- buildings cannot be changed every year
- buildings are expensive
- buildings consists of solid materials
- buildings contain lots of labour work
- buildings are visible
- buildings have function

ДИСГАРМОН

Disharmony has also place in our life: it is target of fashion design, because it is:

- spectacular
- astonishing
- revolutionary
- but temporary!
- it expires fast....





The only way
to do great
work
is **to** love what
you do.

- Steve Jobs

