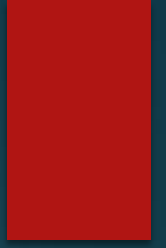


CIHAN UNIVERSITY/ SULIMANIA

ARCHITECTURAL DEPT.

2018-2019



Concept Parametricism in Architecture

الأستاذ المساعد الدكتور ناهض طه القيماجي

Student quote:

- ▶ Hi I am an architecture student.... I will be an Architect in just 3 months.
- ▶ Actually we were introduced to this word in first year and till now we keep on asking to each other in our class What is the concept.
- ▶ The only thing we get to hear in our juries is what is your concept, where is your concept and thus the jury gets over on that.....



What is a concept?



AN ABSTRACT IDEA



A PLAN OR INTENTION



AN INVENTION



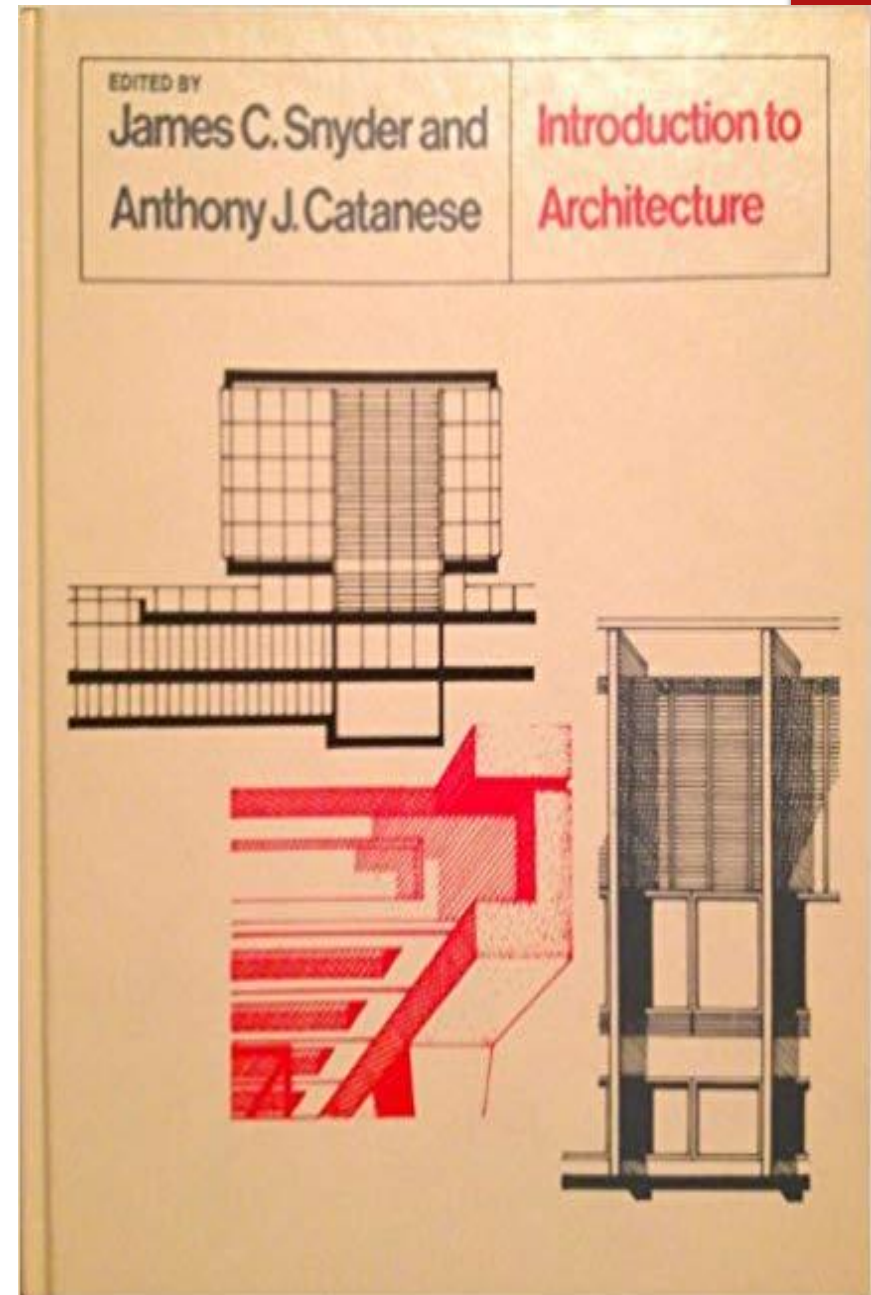
A NOTION, THEORY,
CONVICTION,
OPINION

Concepts are ideas that integrate various elements into a whole.

- ▶ Architectural concepts are the designers way of responding to the design situation.
- ▶ They are a means of translating the non-physical design problem into the physical product.
- ▶ Every project will have critical issues, central themes or problem essences.



James C. Snyder 1979



01

Architectural
Ideas,

02

Themes

03

Super
Organizing
Ideas,

04

Parti and
Esquisse,

05

Literal
Translations,

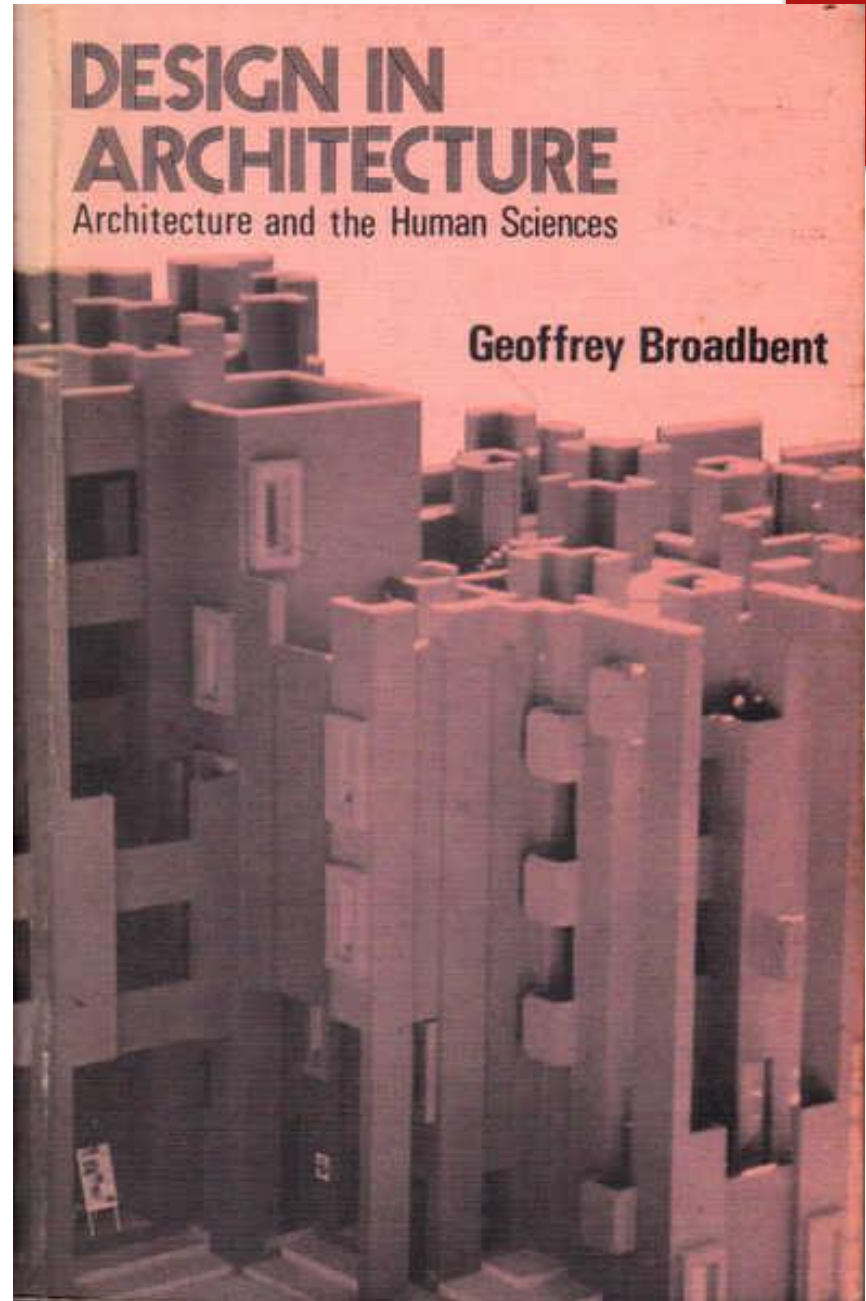
Concepts – 5 types



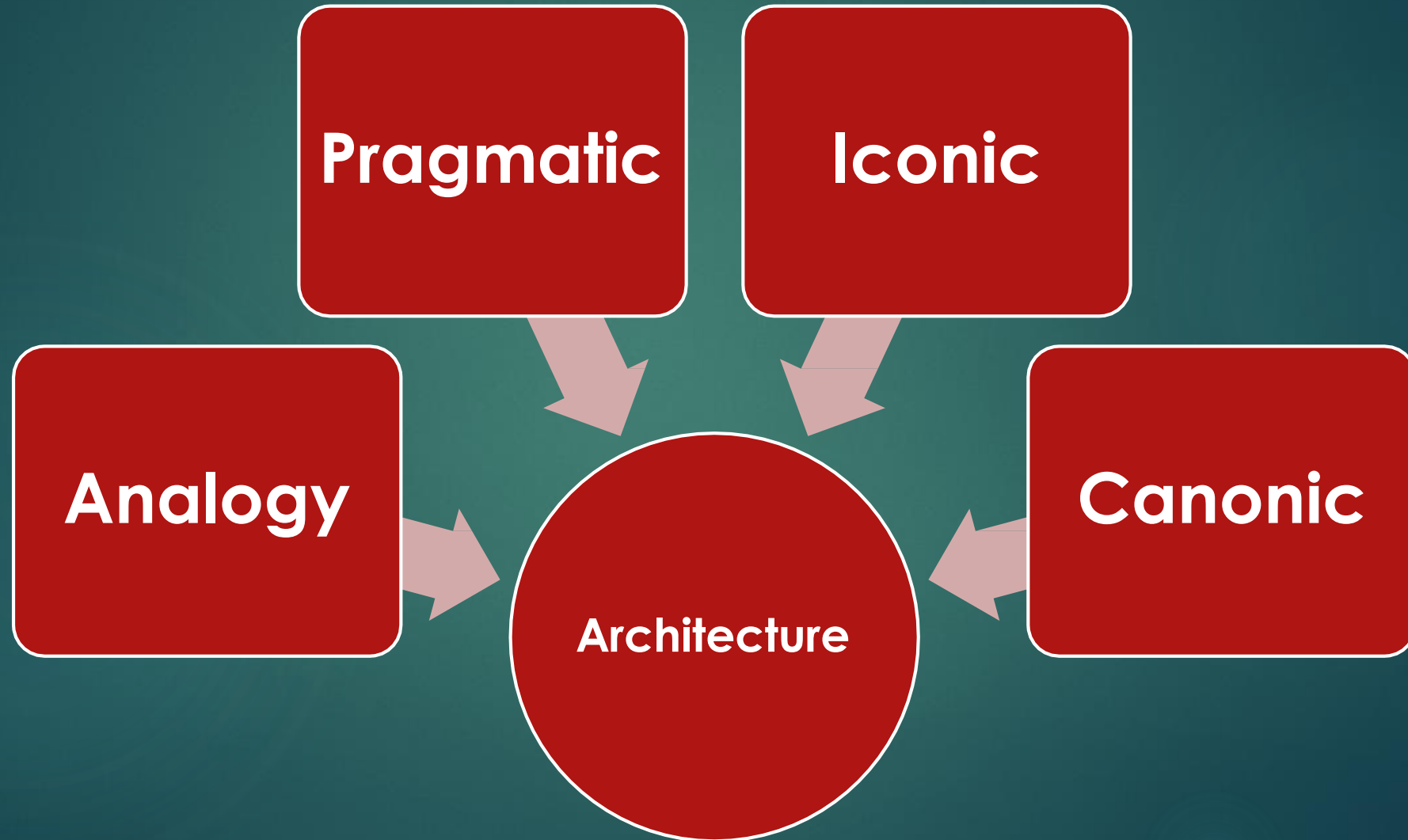
Levels of Expression

NORMAL LAYMAN UNDERSTANDING VS PROFESSIONAL SPECIALIST

Geoffrey Broadbent 1980

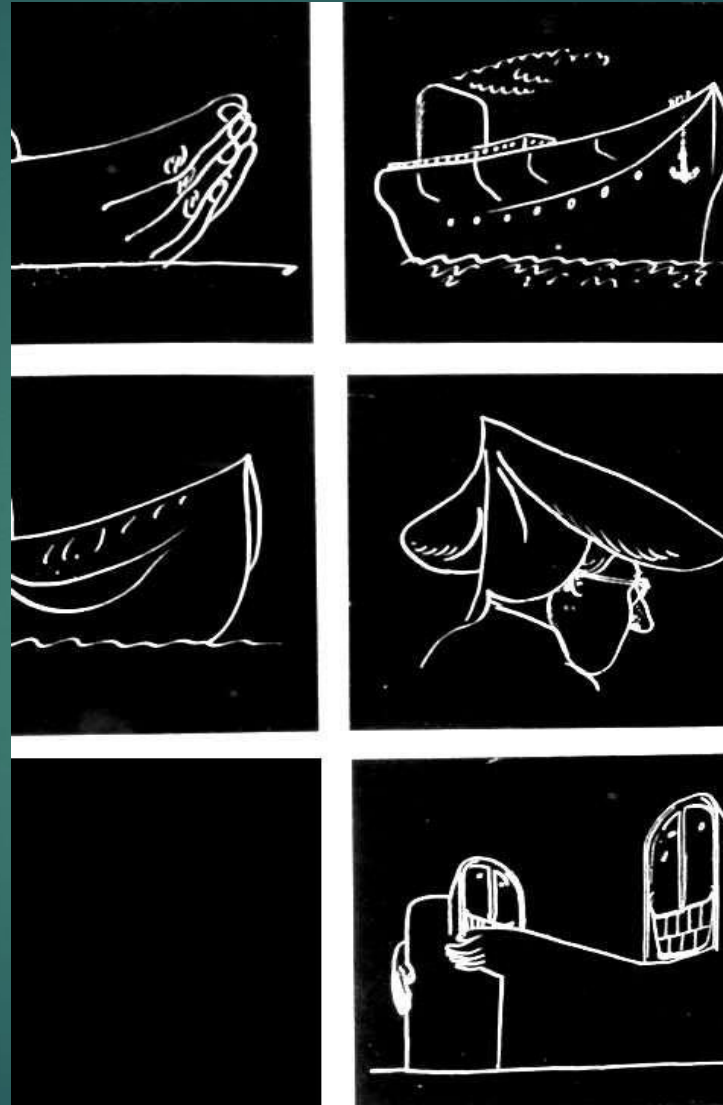


Approaching Concept in Architecture



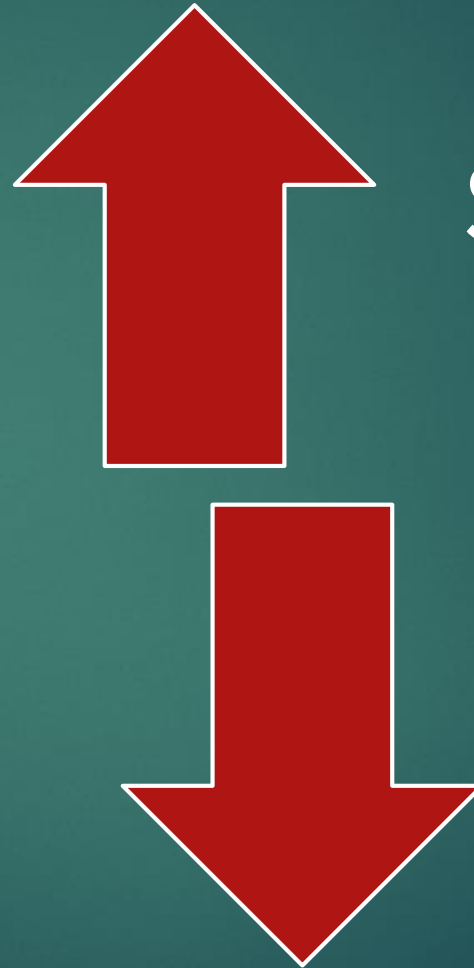
Analogy

is a cognitive process of transferring information or meaning from a particular subject (source) to another (target)



Analogy

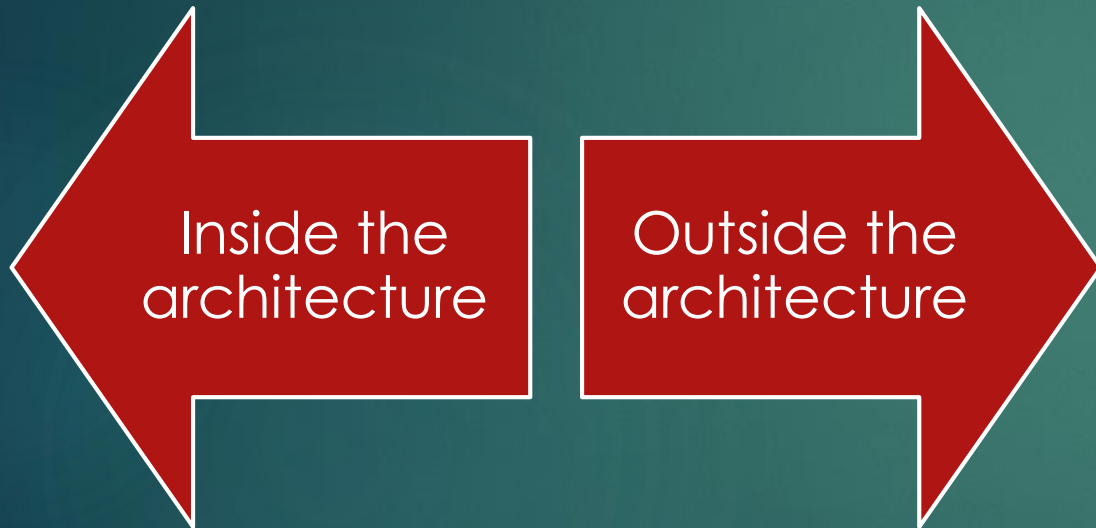
Target= solution
Source= external or internal



source

target

Analogy classification and sources



Direct analogy
(Intertextuality)

Indirect analogy
(metaphor)

Direct
Analogy from
inside the
architectural





Analogy from inside the architectural

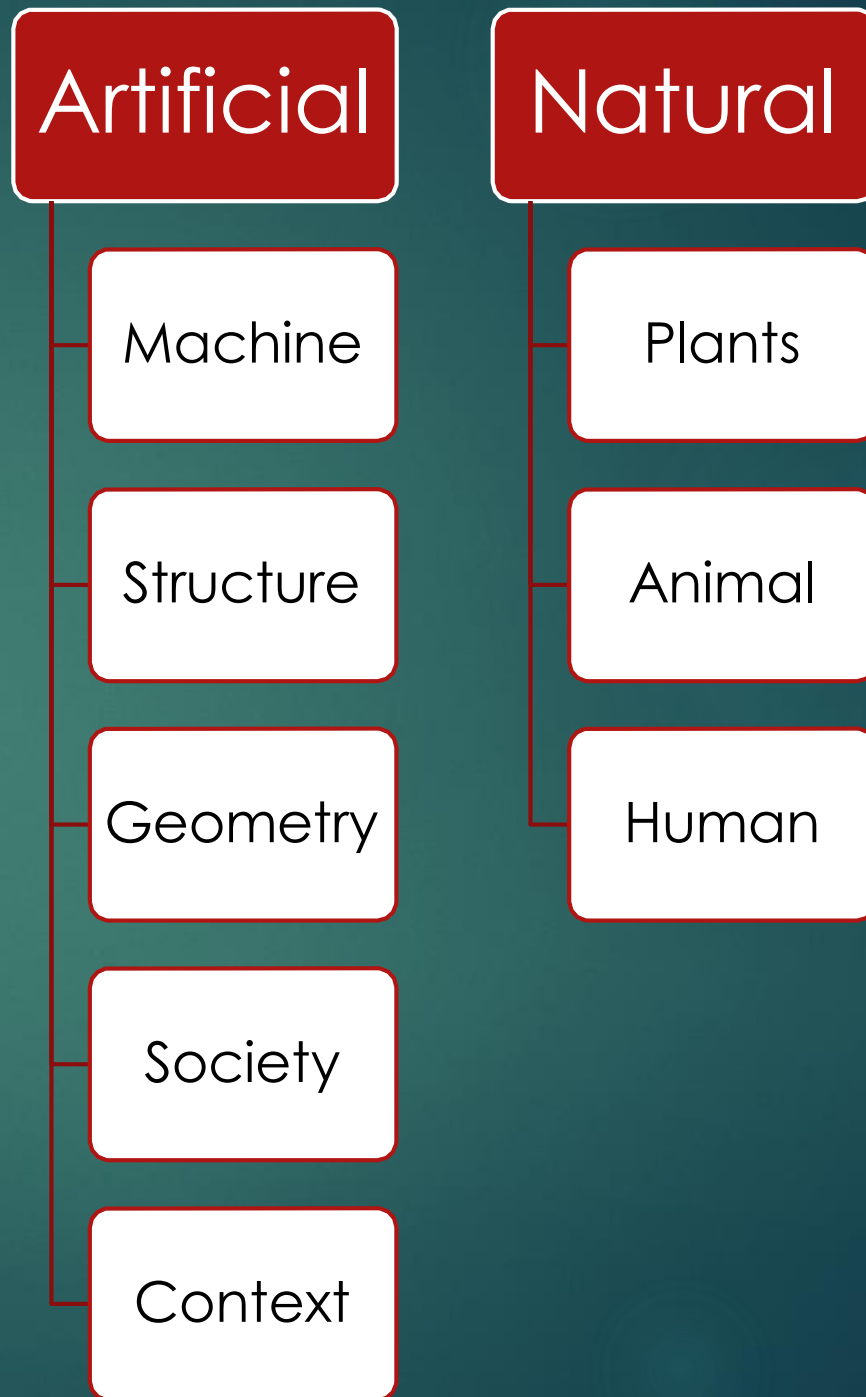


Analogy from inside the architectural



Indirect Analogy from inside the architectural

Sources of Analogy



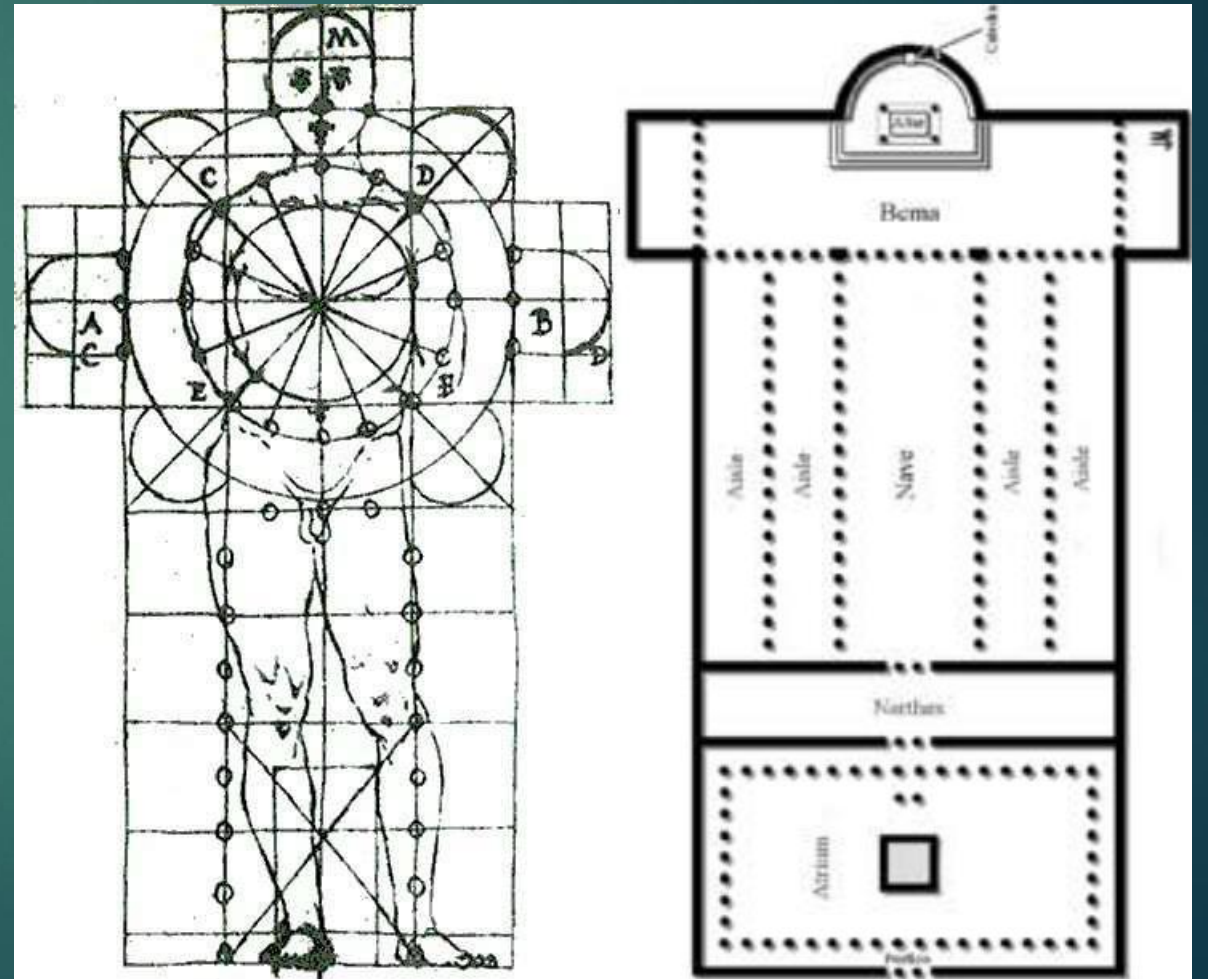
Natural source analogy





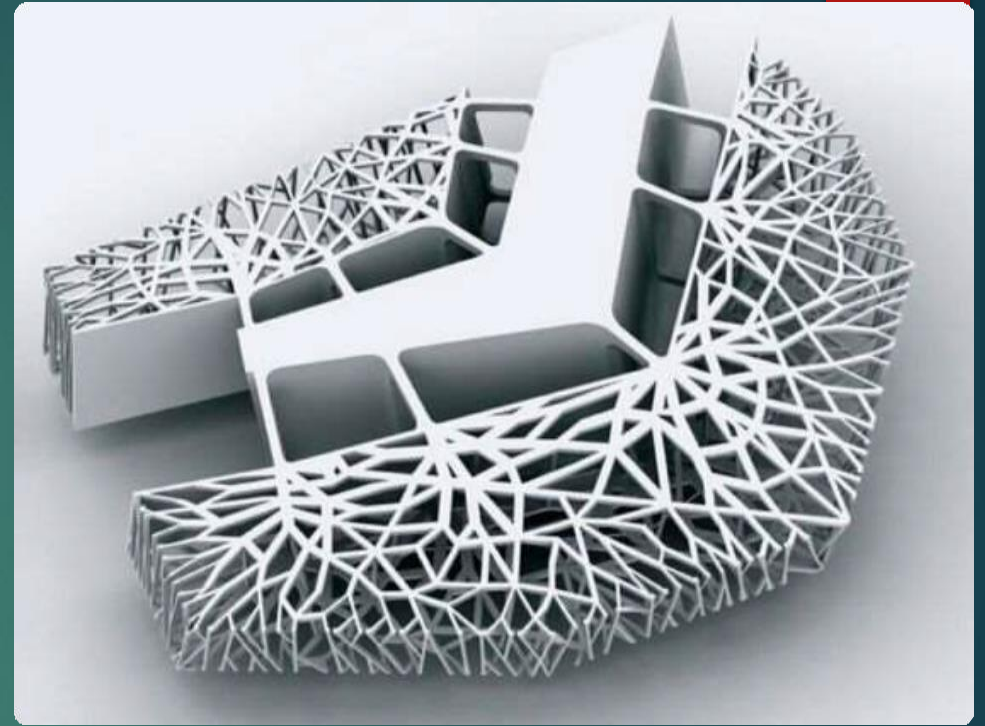
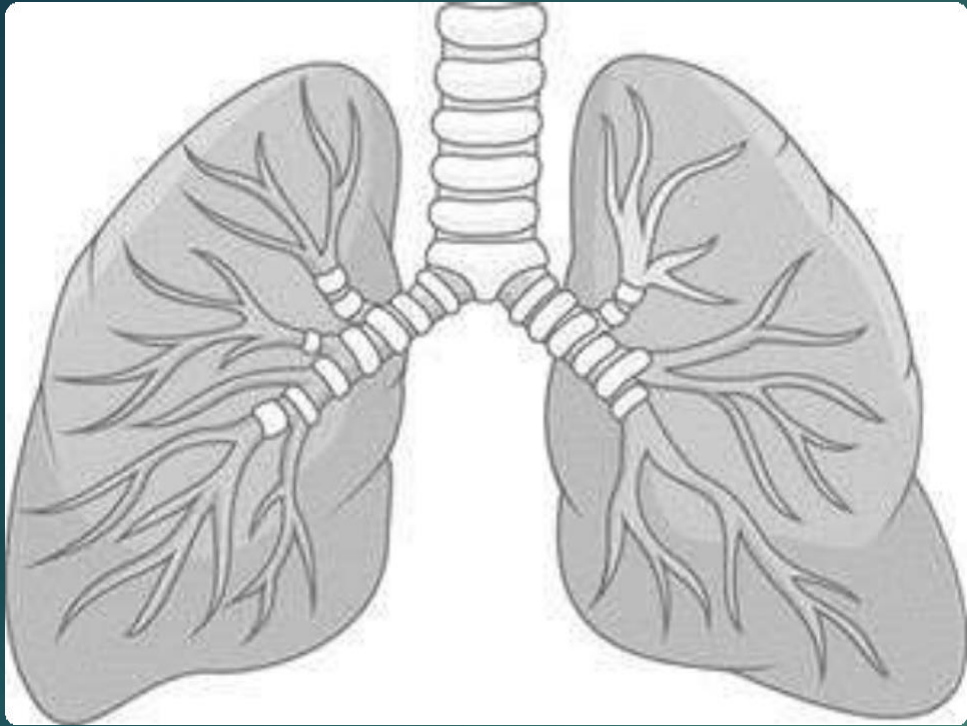
Animal source analogy

Human analogy

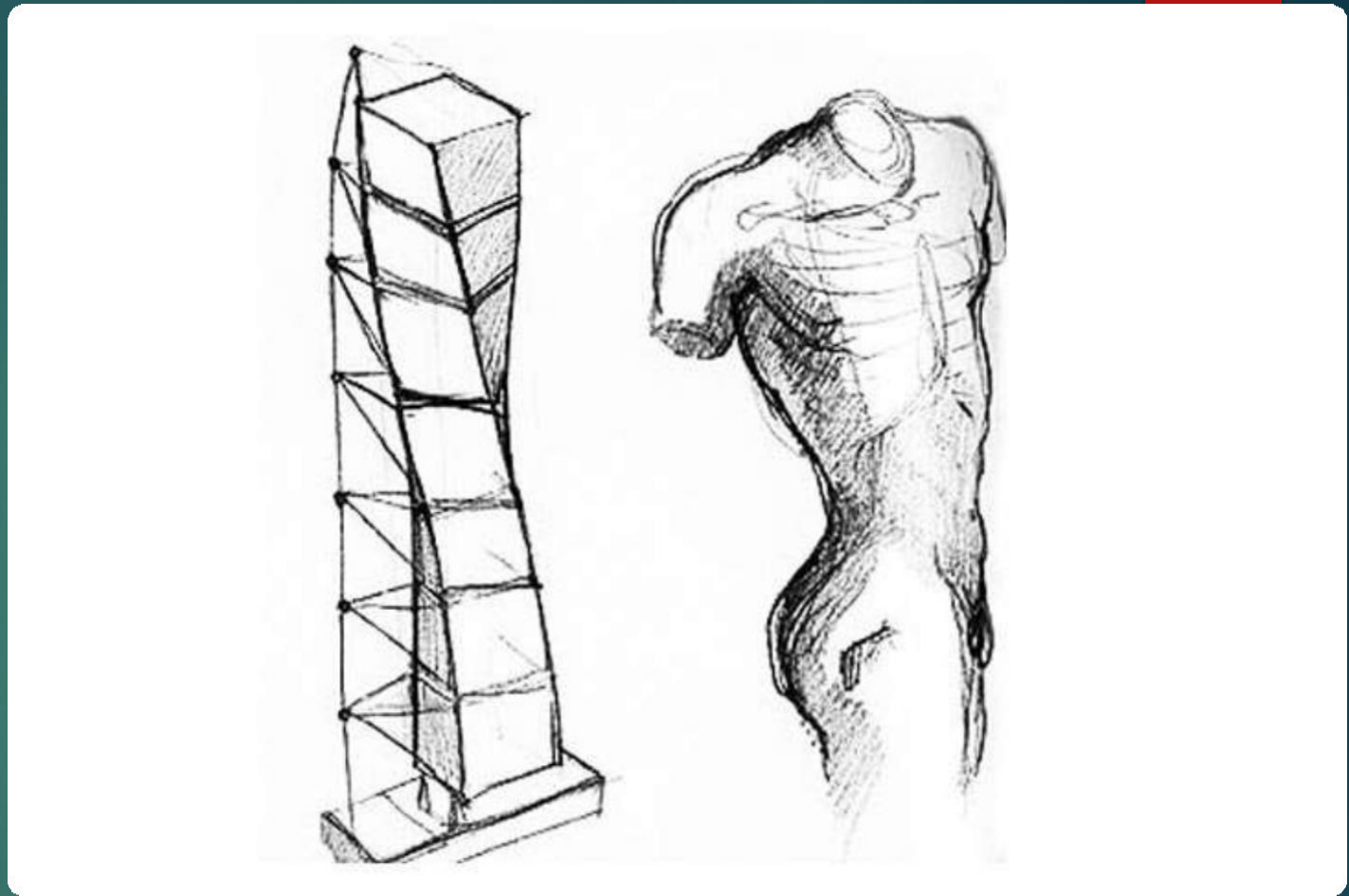




Human analogy



Human analogy

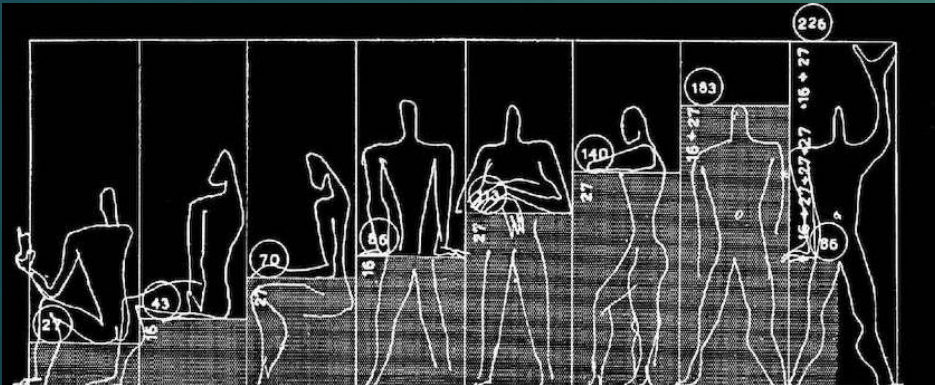


Human
analogy

Artificial analogy- Machine

Ideology (house is a machine)

Shape Structure



Le Corbusier's radical 1952 housing block



Artificial analogy-
Machine

Ideology

Shape

Structure





Artificial analogy-Machine

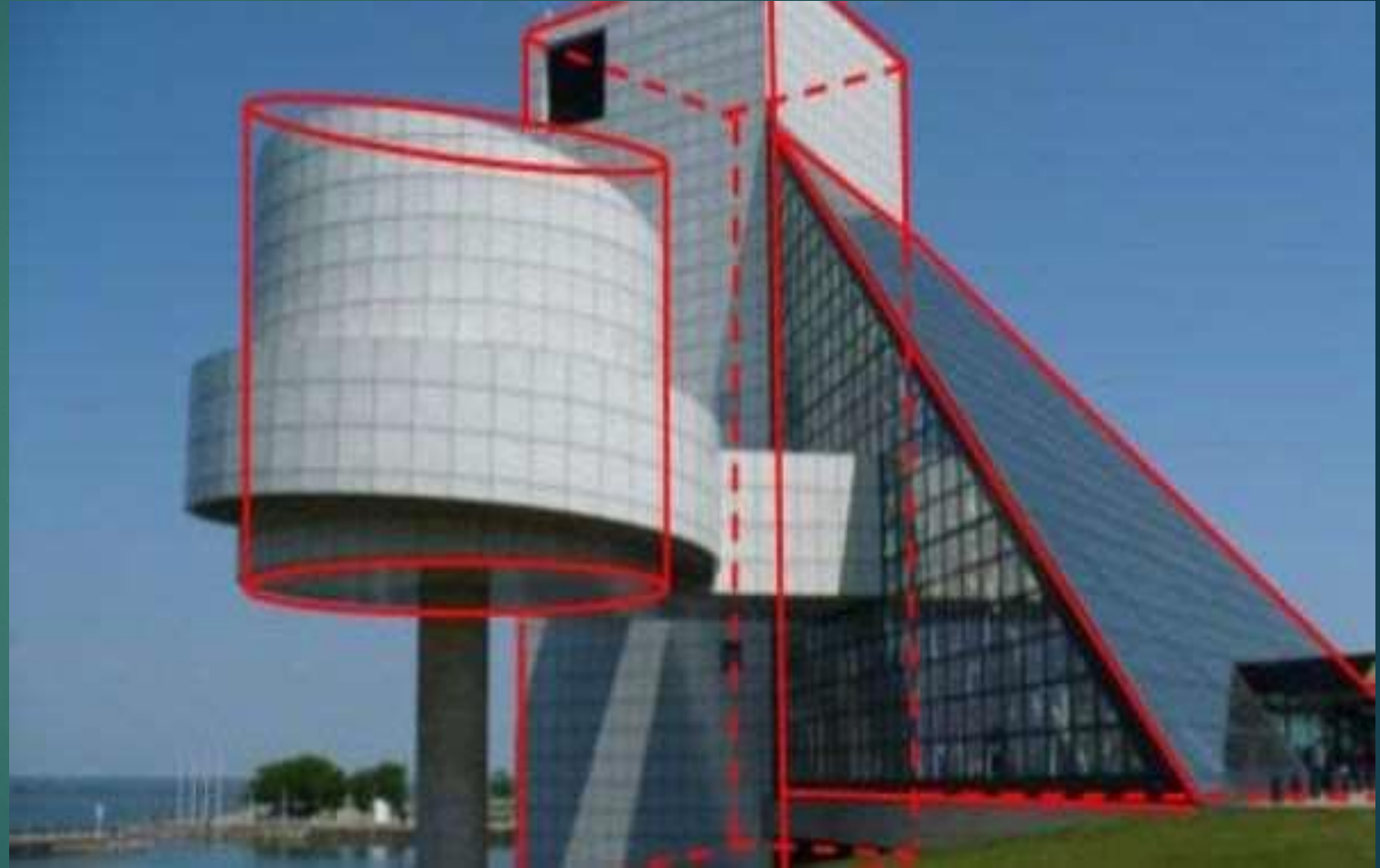
Structure

Artificial analogy- Structure

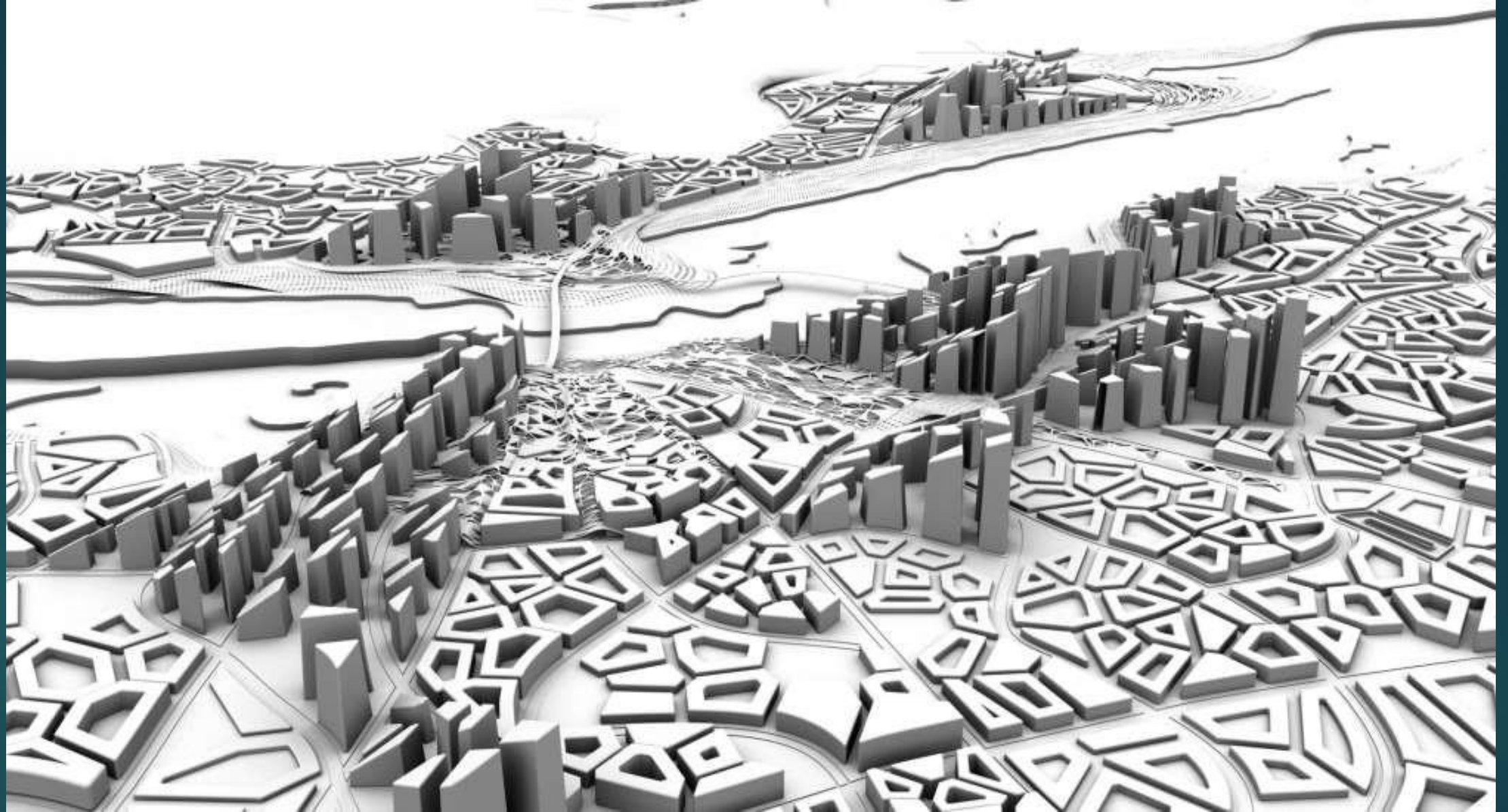
Slicing the building to show its structural segments



Artificial analogy-
Geometry





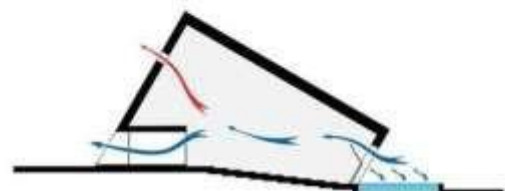
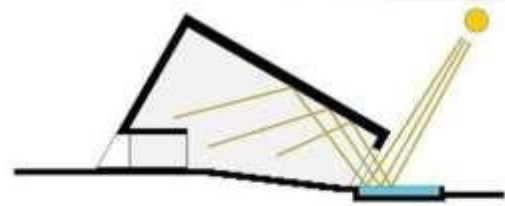
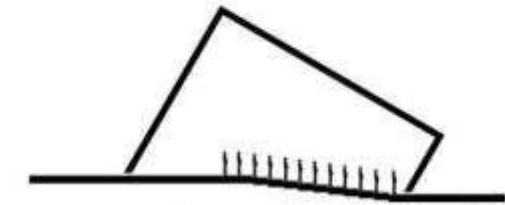


Artificial analogy- Society

Artificial
analogy-
Context

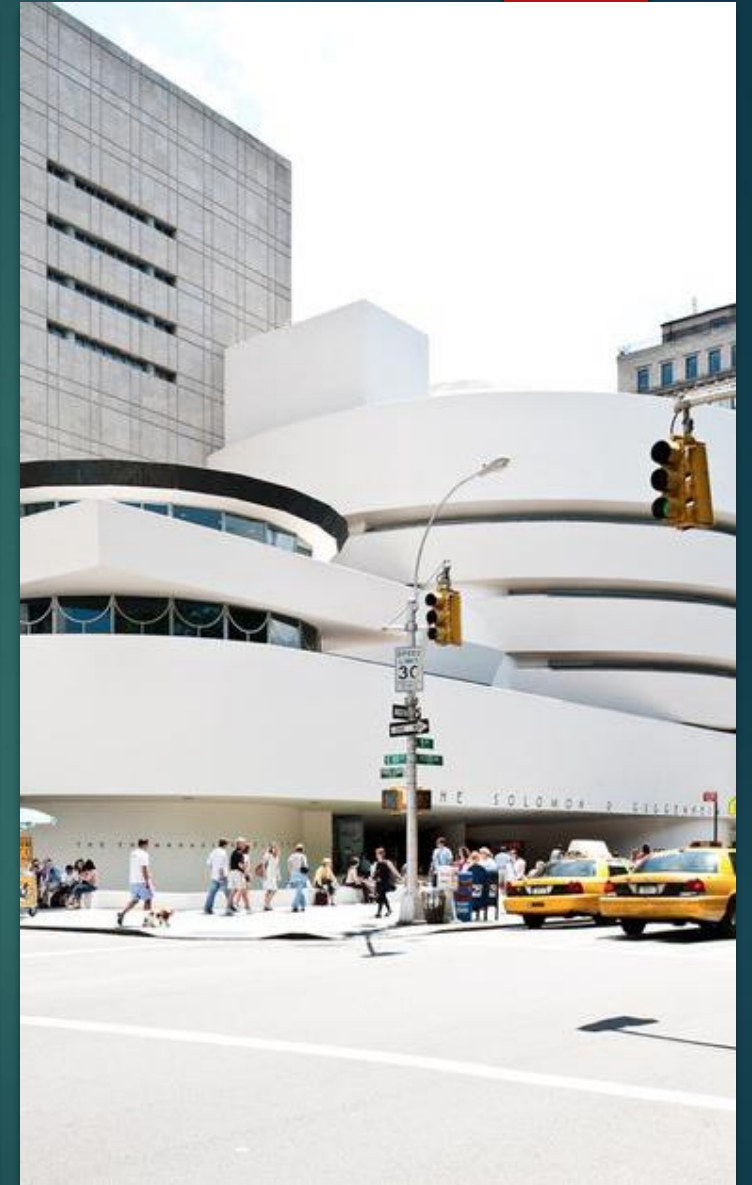
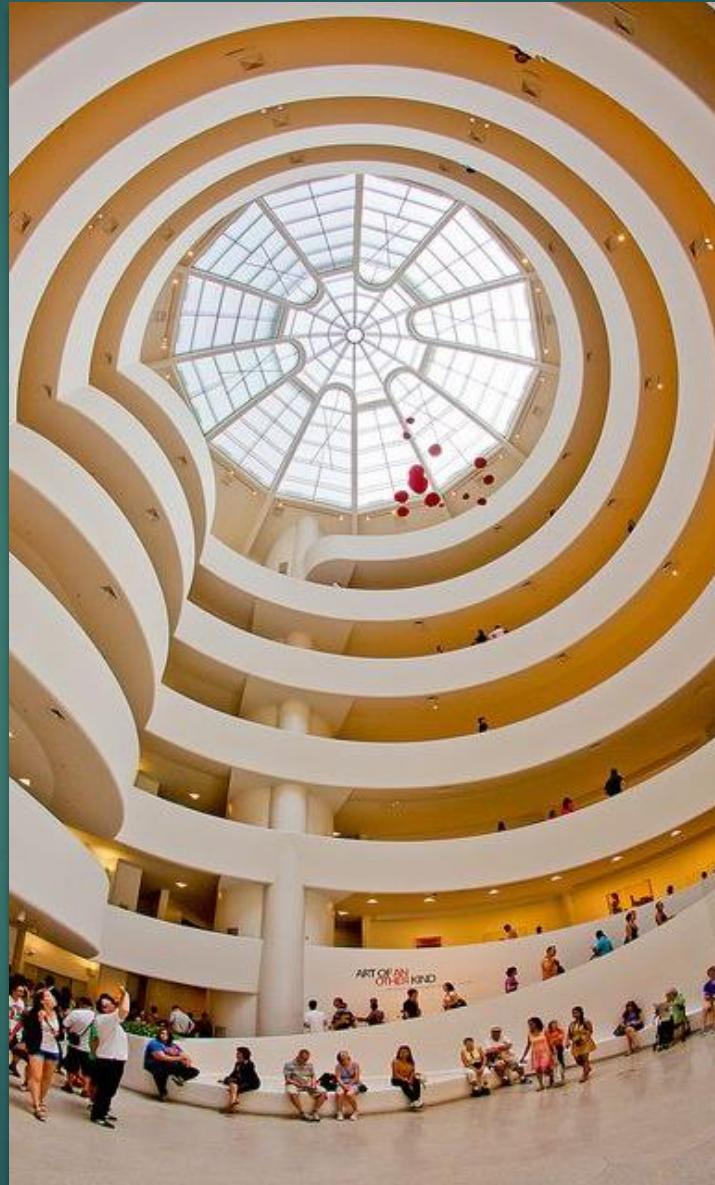


Scenario of analogy represent multi source
of analogy into the parts and whole



Pragmatic

Pragmatics focuses on the problem solving trend in architecture



Pragmatics

The pentagon represent the five armed force



ICON

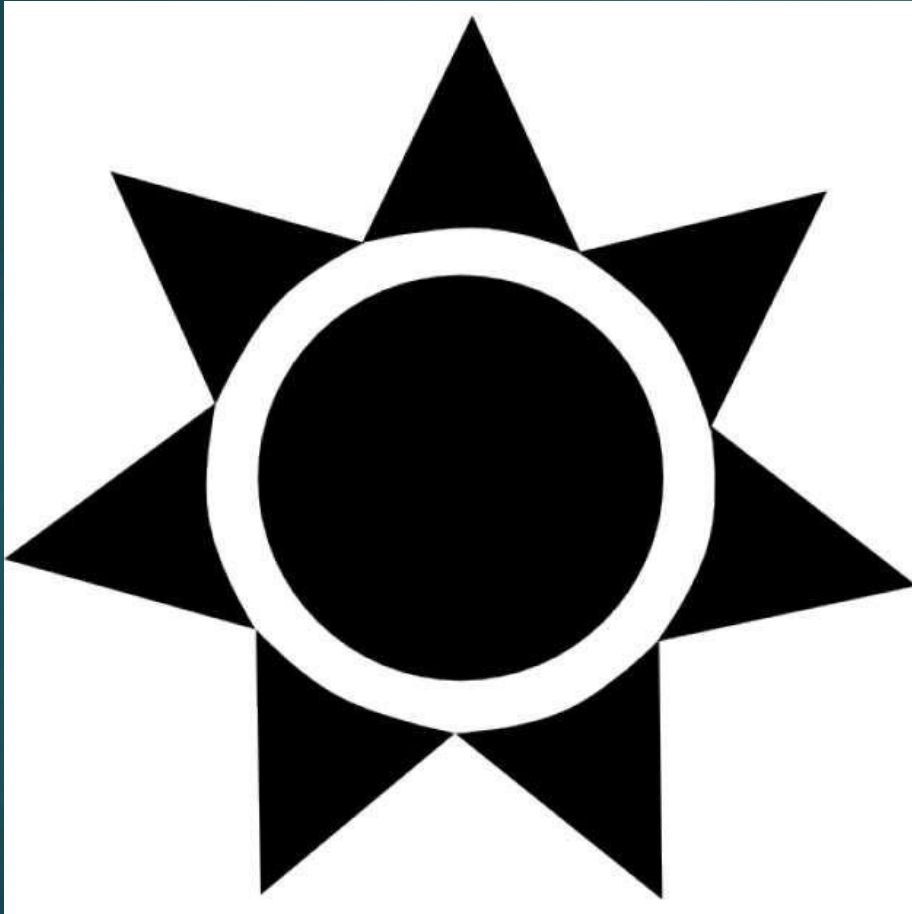


ICON

Local or global

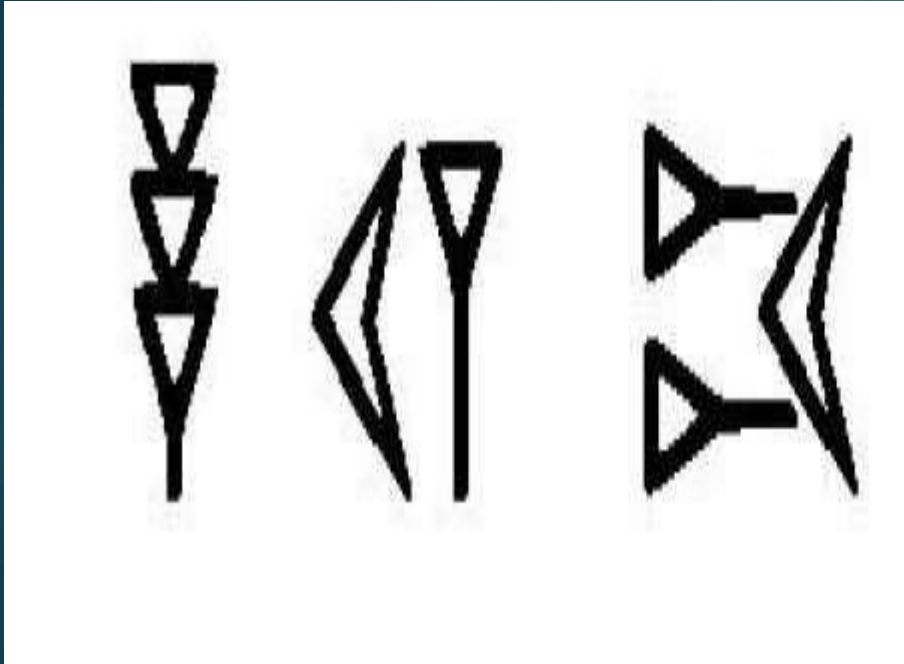


Iconic





Iconic



Iconic

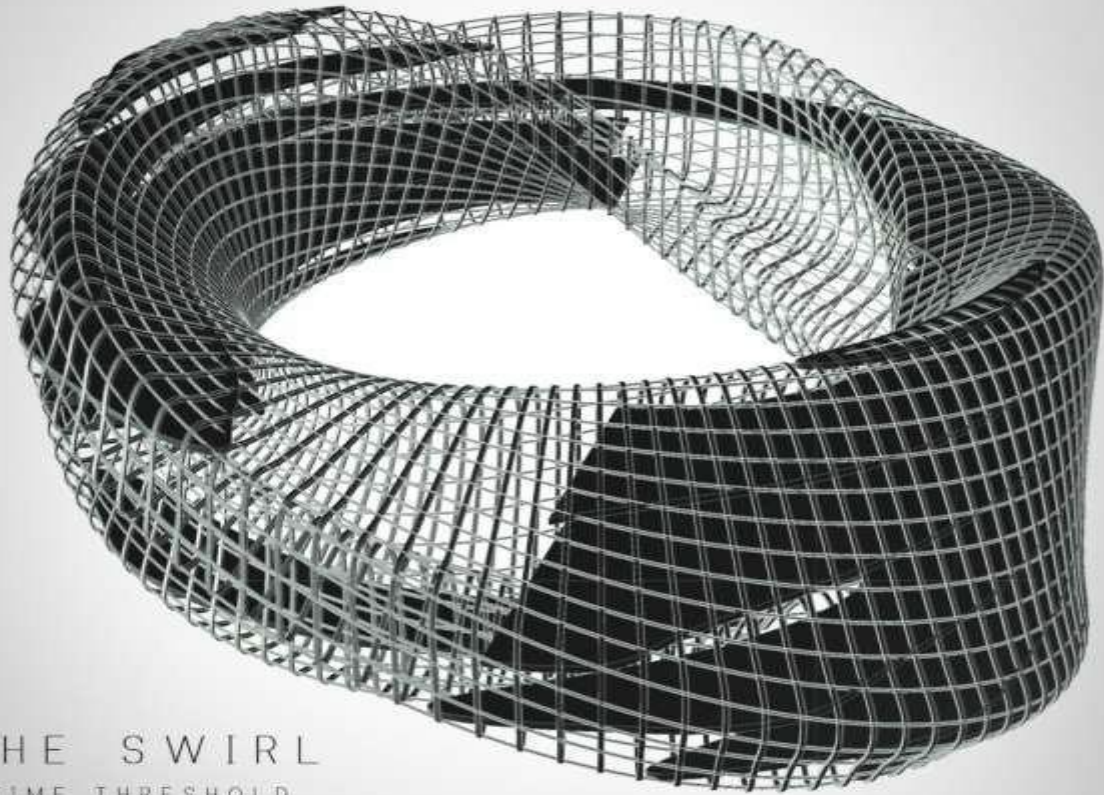
Beijing CCTV tower

Victory Gate

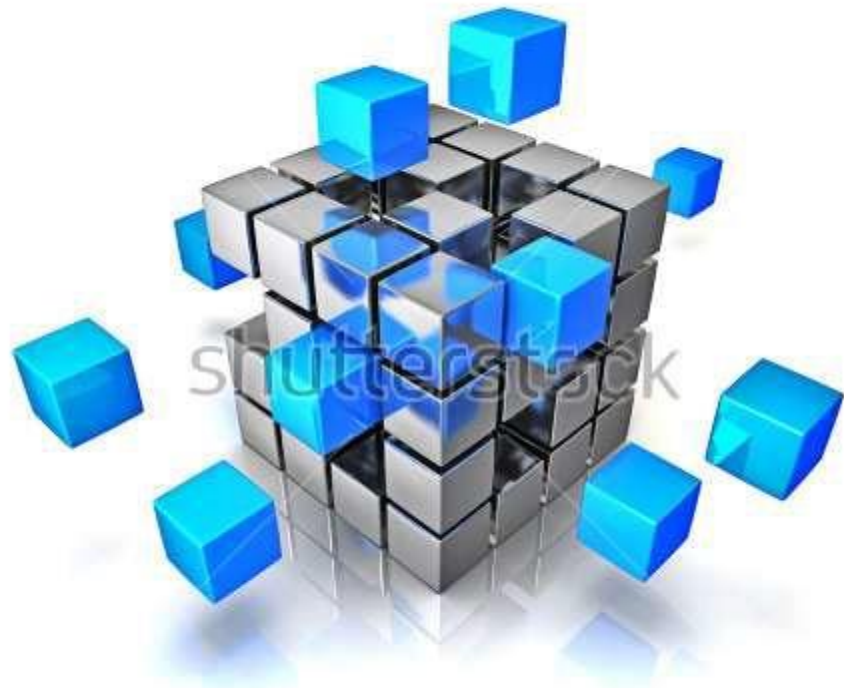




Canonic



Canonic



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Canonic



Starting point in approaching concepts (Strategy)



PARTS TO WHOLE
(INDUCTIVE REASONING)



WHOLE TO PARTS
(DEDUCTIVE REASONING)

Thank you