

The Concept in Architectural design



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Concept definitions

- Generally It's the most important face in the design process, its reflect the architecture product and its goal.

The following meanings are used to define the concept:



The concept is a general idea in its first view, or something conceived in the mind.

The concept is an idea of something formed by mentally combining all its characteristics or particulars.

The concept is thinking's beginning which needs for more details and developments during the design progress.

Other definitions

- **The concept is** Analytical vision for the architectural problem which leads to the architectural form.
- **The concept is** Mental vision which comes from the project analysis.
- **The concept is** the first idea for the designer which can start to develop and find the general form.

Concept synonyms مرادفات الفكرة

- Idea فكرة
- Theory نظرية
- Opinion الرأي
- Abstraction التجريد
- Philosophy الفلسفة
- Belief إيمان
- Image الصورة



- View المنظر
- Intention النية
- Plan خطة
- Fancy الاناقة والفخامة
- Thought الفكر
- Impression الانطباع
- Hypothesis الفرضية
- Supposition الافتراض

Principles in the design concept

- 1- Generated from the architectural problem or at least strong relation with it.
- 2- Harmony or contrast with the context and surrounding.
- 3- General and preliminary to appear the architectural product.
- 4- Has development ability.
- 5- Has constructional ability.
- 6- Has an identity.

Three main factors can be effected on the design product.

Architectural concept and the architectural product will be effected by the designer himself.

- 1- The architect philosophy with his cultural background and conceptual memberships.
- 2- The design philosophy, expression and design approaches for the designer.
- 3- The architect vision for the design problem and its limitation.

The concept expression

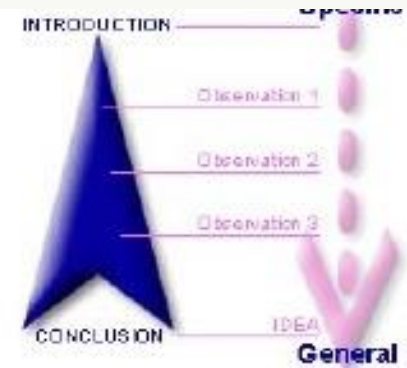
- Direct expression. (direct borrow)
- Indirect expression.

What I have to do after:

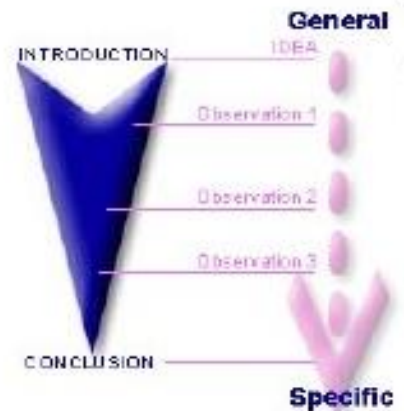
- Abstract
- Analyze (Physical and conceptual)
- Relationships studies
- Conceptual goals
- Physical goals.

Concept logical proses

- **Inductive reasoning or inductive logic**, is a type of reasoning which involves **moving from the specific to the general**.
- **Deductive reasoning or inductive logic**, is a type of reasoning which involves **moving from the general to the specific**.

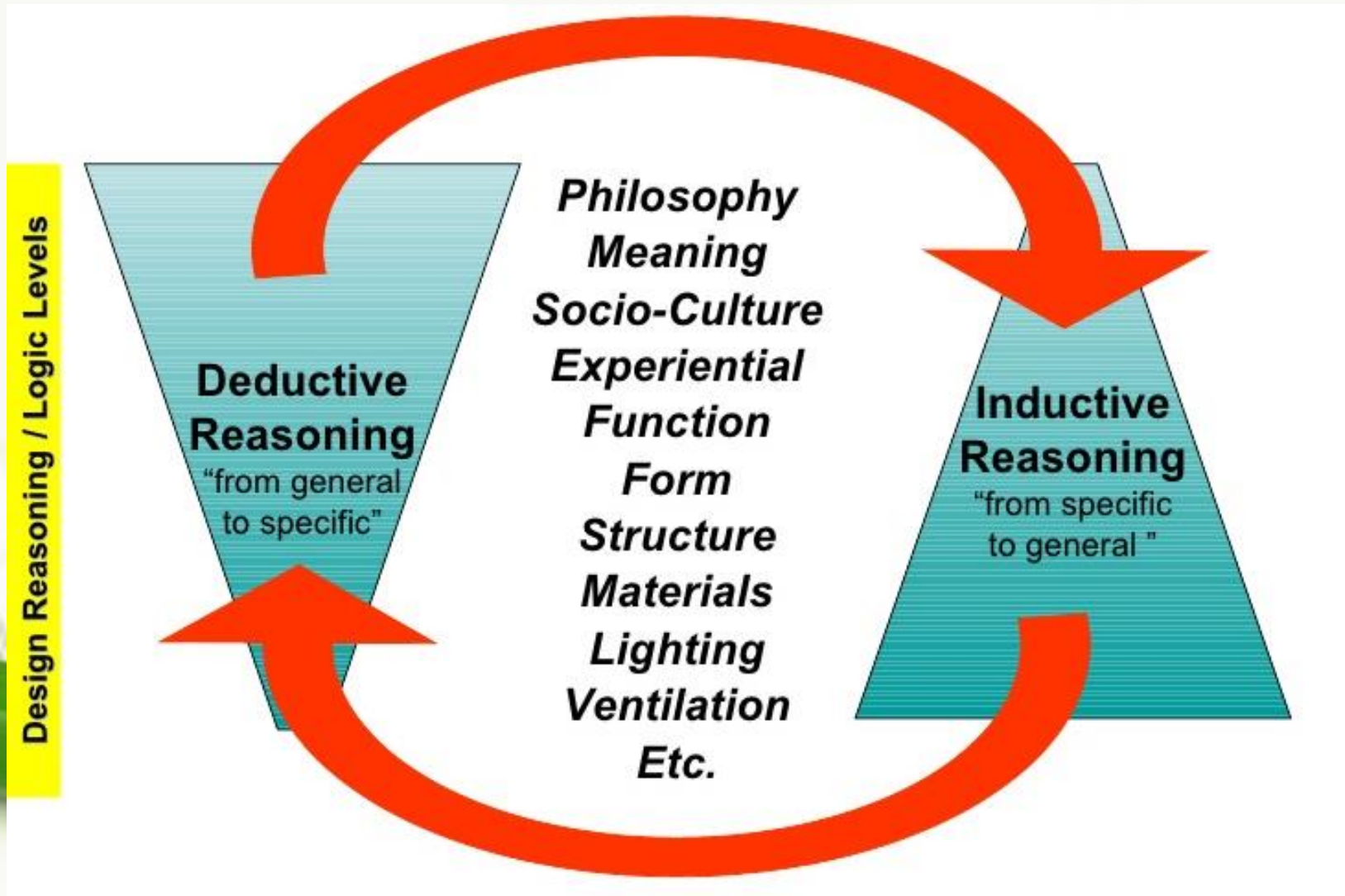


*Inductive Reasoning
from Specific to General*



*Deductive Reasoning
from General to Specific*

Inductive and Deductive reasoning



Levels of expression

The concept should be appeal to both:

- The normal layman.
- The professional specialist.



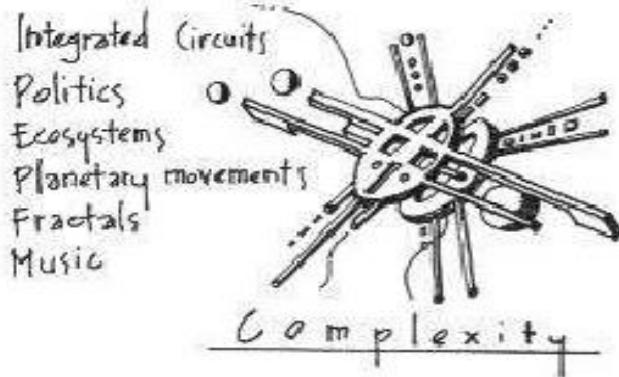
Concepts translations

Visual and Verbal



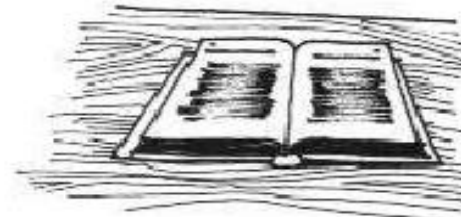
Symmetry
Nature
Tools
Ratio
Level
Justice

Balance



Integrated Circuits
Politics
Ecosystems
Planetary movements
Fractals
Music

Complexity



Learning
Experience
Craft skills
Communication
Memory
Mastery

Knowledge

Concept criteria

1- symbolism رمزية

- Building types and symbolic associations.
- Create a listing of symbols for project.
- Choose a number of symbols to inform the design.
- Simplicity has value.
- Multiple, additive, and or scalar concept.



2- Sources مصادر

- Designer as source
- Client as sources
- Site sources: immediate and surrounding vicinity.
- Cultural should not overlooked
- The building type and its attendant history
- Don't forget the user
- Collect the site
- Employ verbal and nonverbal study.
- Use language for organization
- Use sketching for integration
- **Concepts are the ideas behinds the project.**

3- Objective to subjective

- Concept assembly begins the trip into creativity
- Concepts may organize space and form
- Concepts may suggest material, vocabulary.
- Check conceptual to functional “fit”.



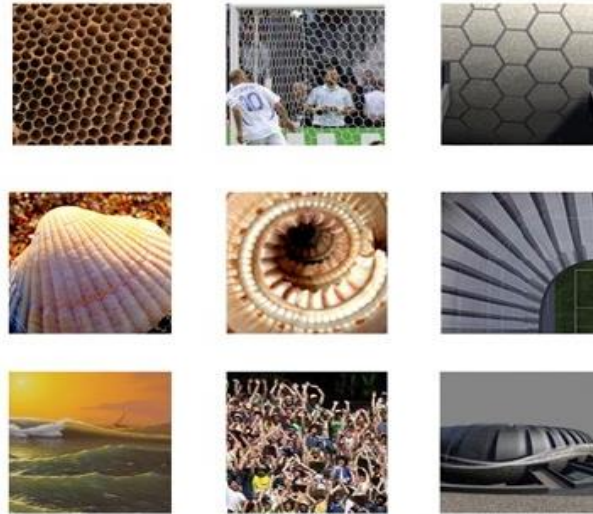
4-Changes is inevitable التغيير لا مفر منه

- Objective changes.
- The importance of master principles.
- Design is a dynamic environment.
- Be prepared and remain flexible.



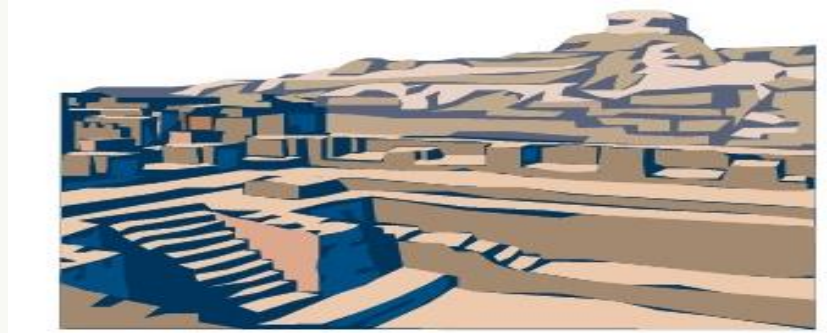
From where can I bring the concept?

- **Story**
- **Event**
- **Legend**
- **Phenomena**
- **Needs**
- **Technology**
- **Word**
- **Law**
- **Order**
- **Nature**



Concept and reflected factors

- **Historical factors.**
- **Social factors.**
- **Economical factors.**
- **Political factors.**
- **Functional factors.**
- **Cultural factors.**
- **Other factors (technology, economy, environment)**



Pompidou Center

(using the technology)



- Rogers and Lorenzo Piano, Paris, 1976.
high-tech

Louver museum

(using contrast)



- I.M. Pei , Paris, France. 1793 (1989).

Sydney opera house

(using the context)



- **Jorn Utzon, Auustarila, 1973. Late modern**

Palm Islands

(using tradition and identity)



- Jan De Nul and Van Oord, Dubai, 2004.
post modern

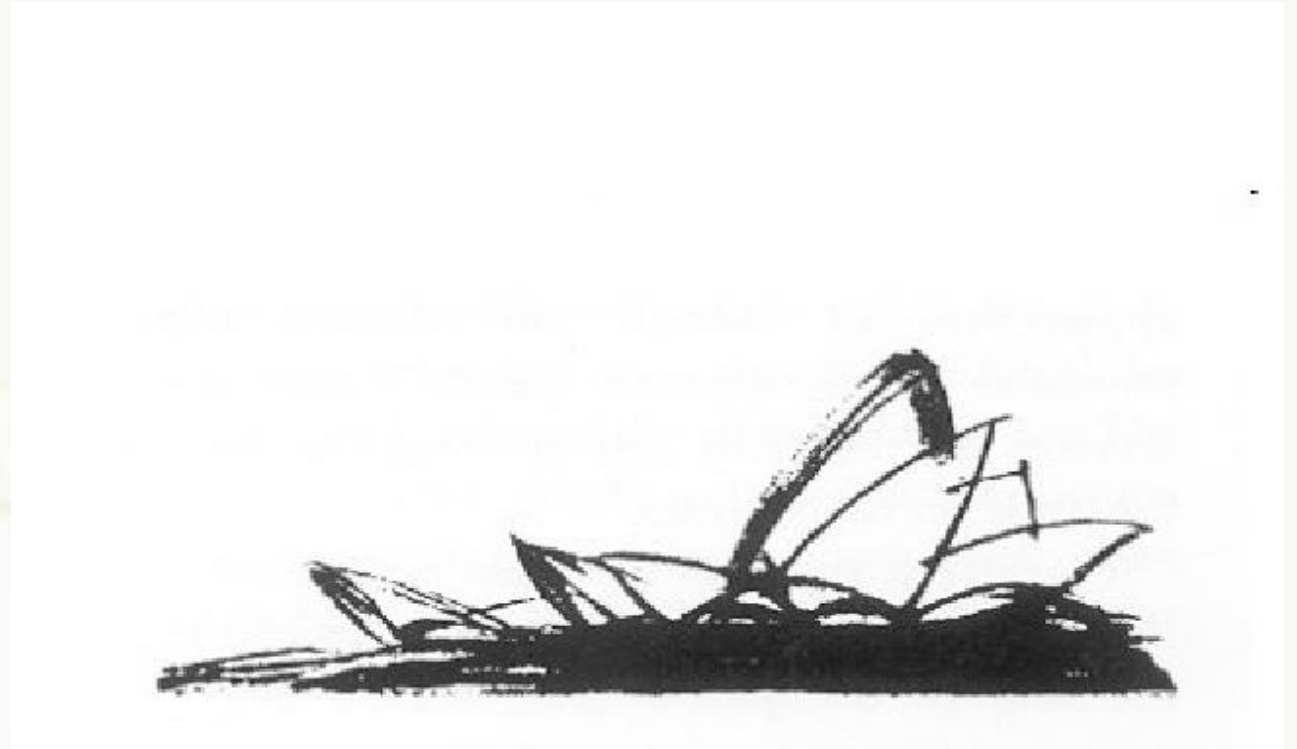
Solomon R. Guggenheim Museum

(temple of the spirit)

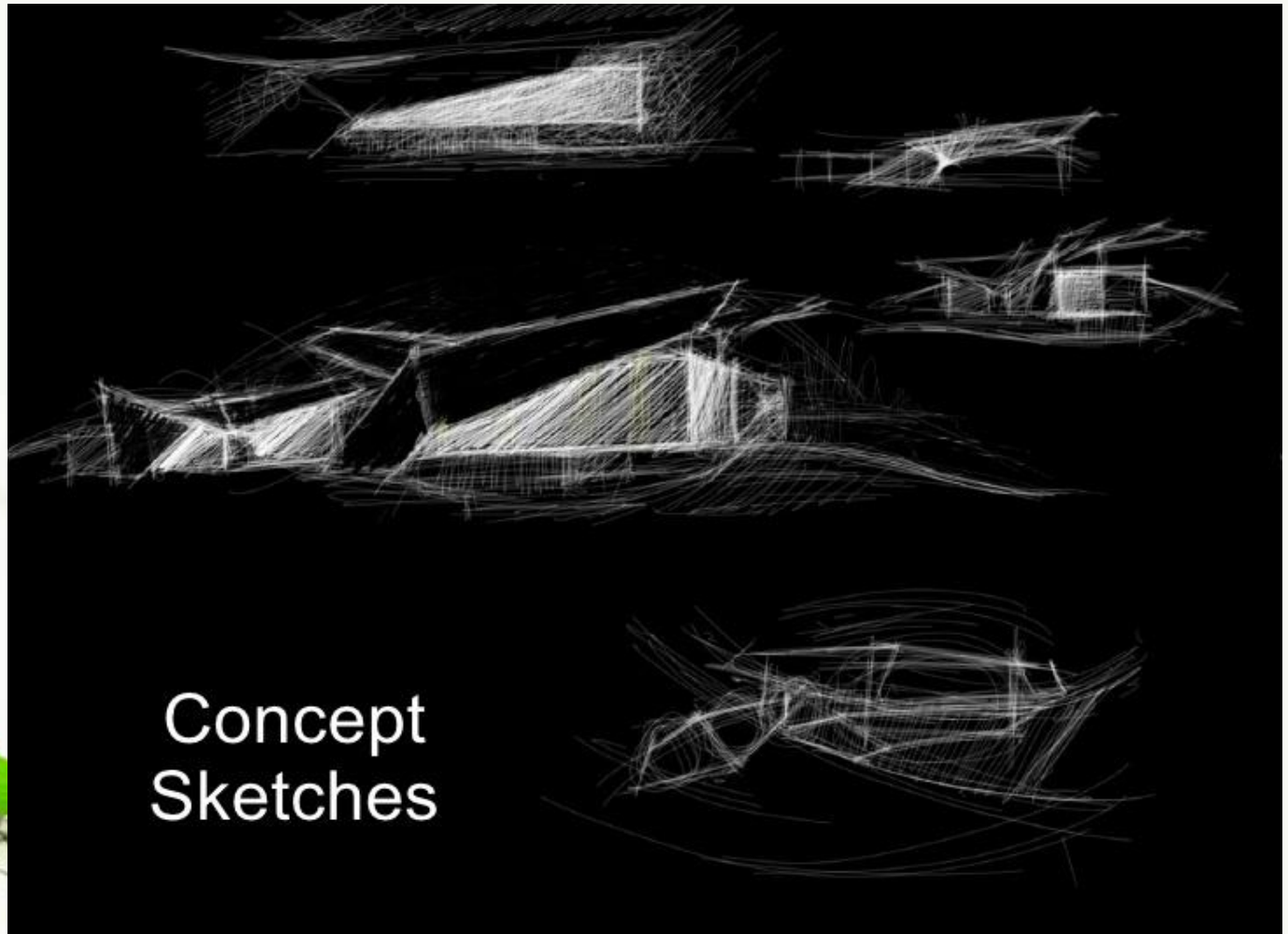


- Frank Lloyd Wright, Manhattan in New York City, 1959. modern.

Examples of some sketches



- [Zaha Hadid](#)
- [Frank Gehry](#)



Concept
Sketches

useful wards

to solve any the architectural problem there are two solutions:

- Add material.
- Change the shape.



**Thank you
for your attention**

