

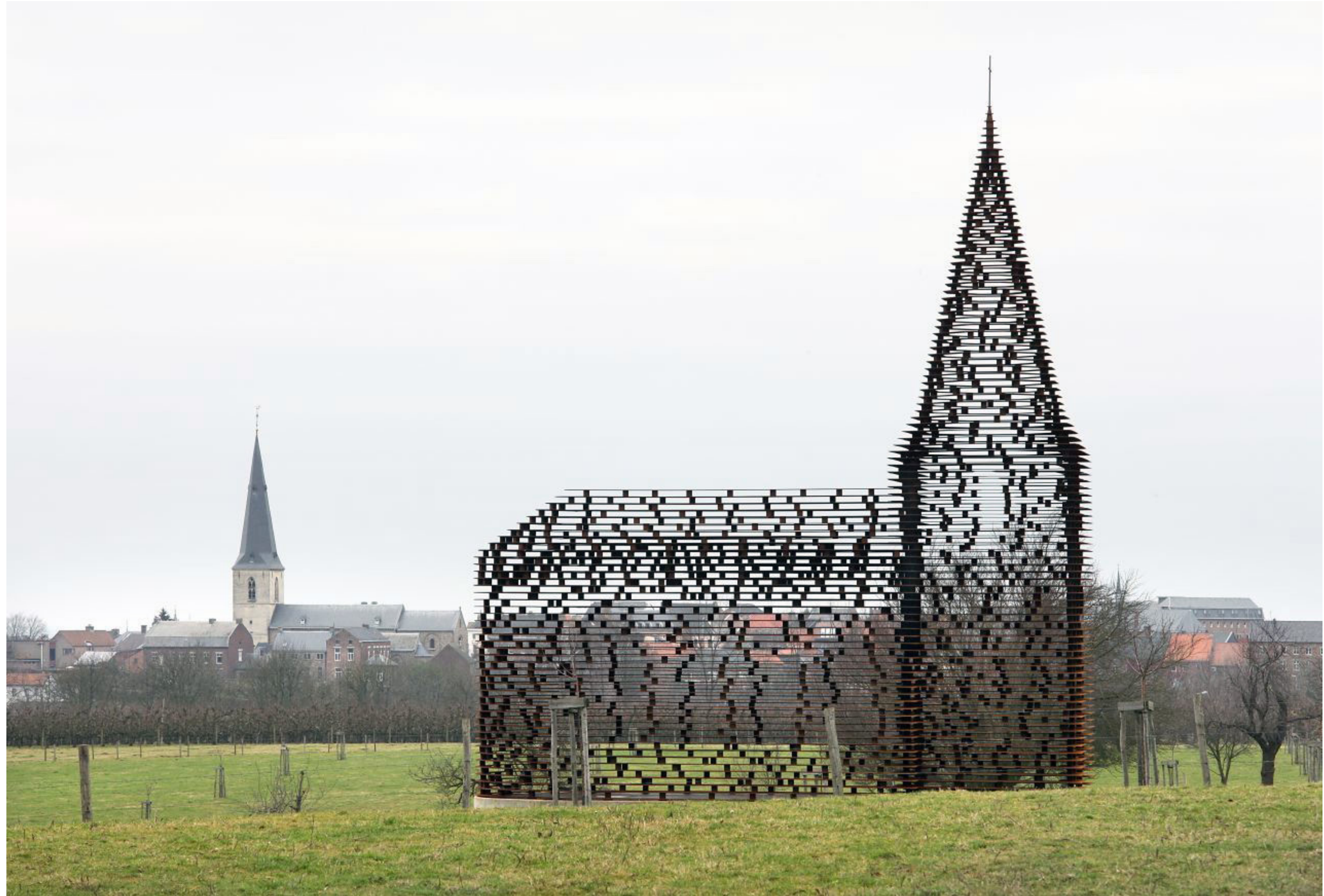
A vertical architectural model is shown on the left side of the slide. It features several stylized trees made of copper wire, standing on a light-colored base. The background of the model is a blurred view of a building's interior with a wooden ceiling and dark columns. The entire image is overlaid with a geometric pattern of white lines and semi-transparent teal and grey shapes.

ANNE KAMP | P5 PRESENTTATION | 26-06-2018

Mentors: Robert Nottrot, Hubert van der Meel,
Peter Koorstra and Daan Vitner

“Speaking architecture

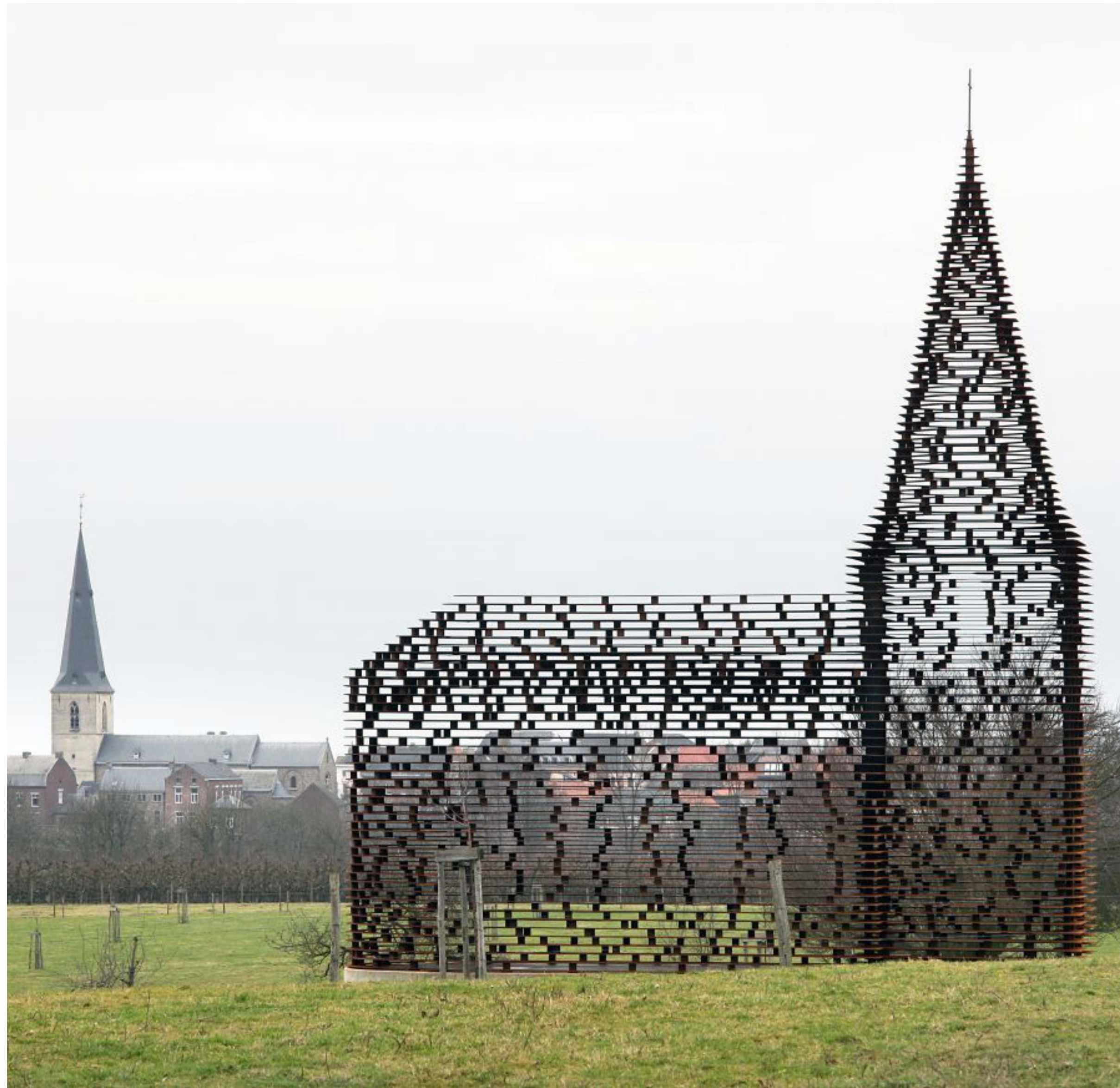
*a semiotic study toward understanding visual
communication in architecture*



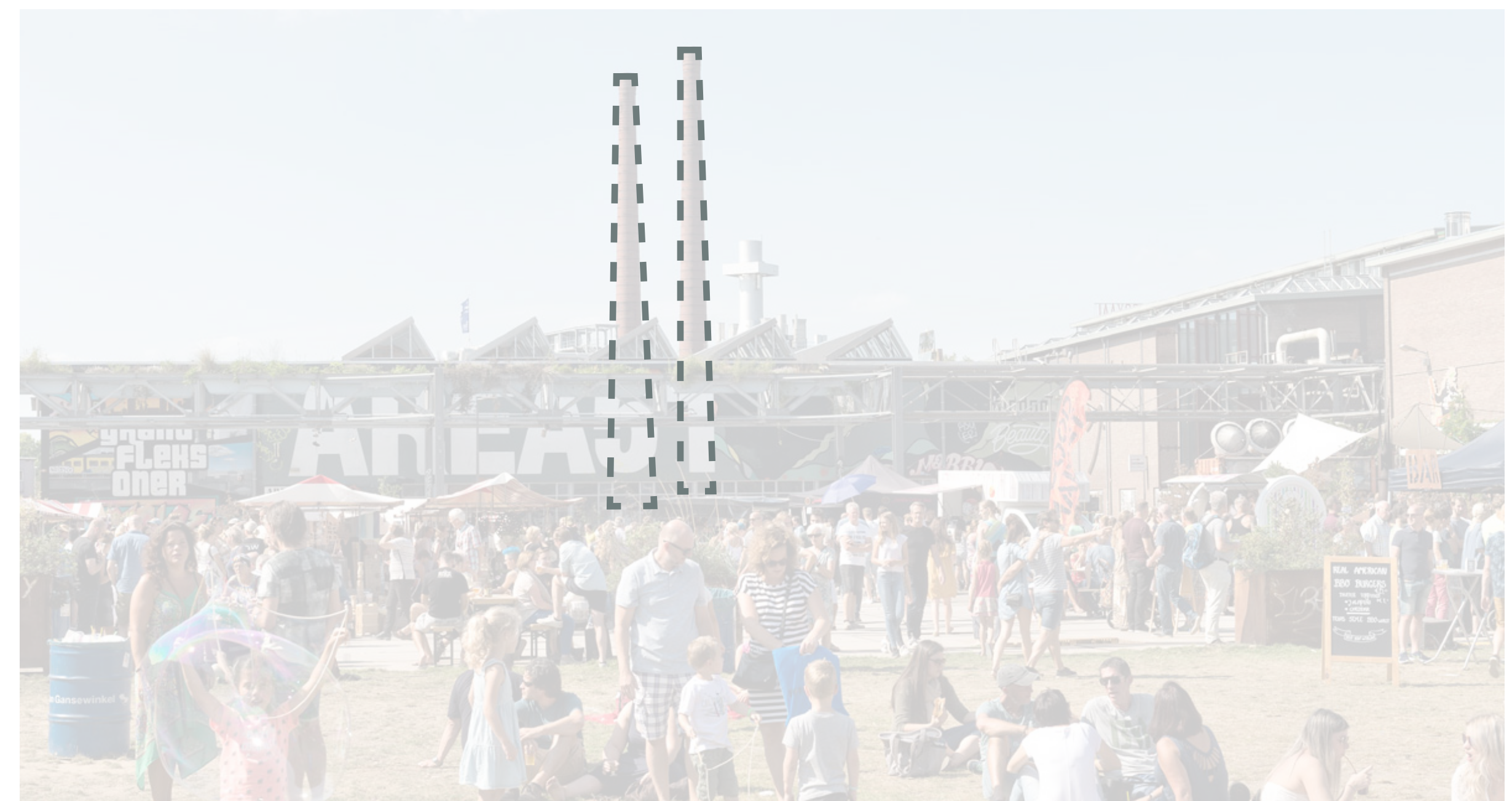
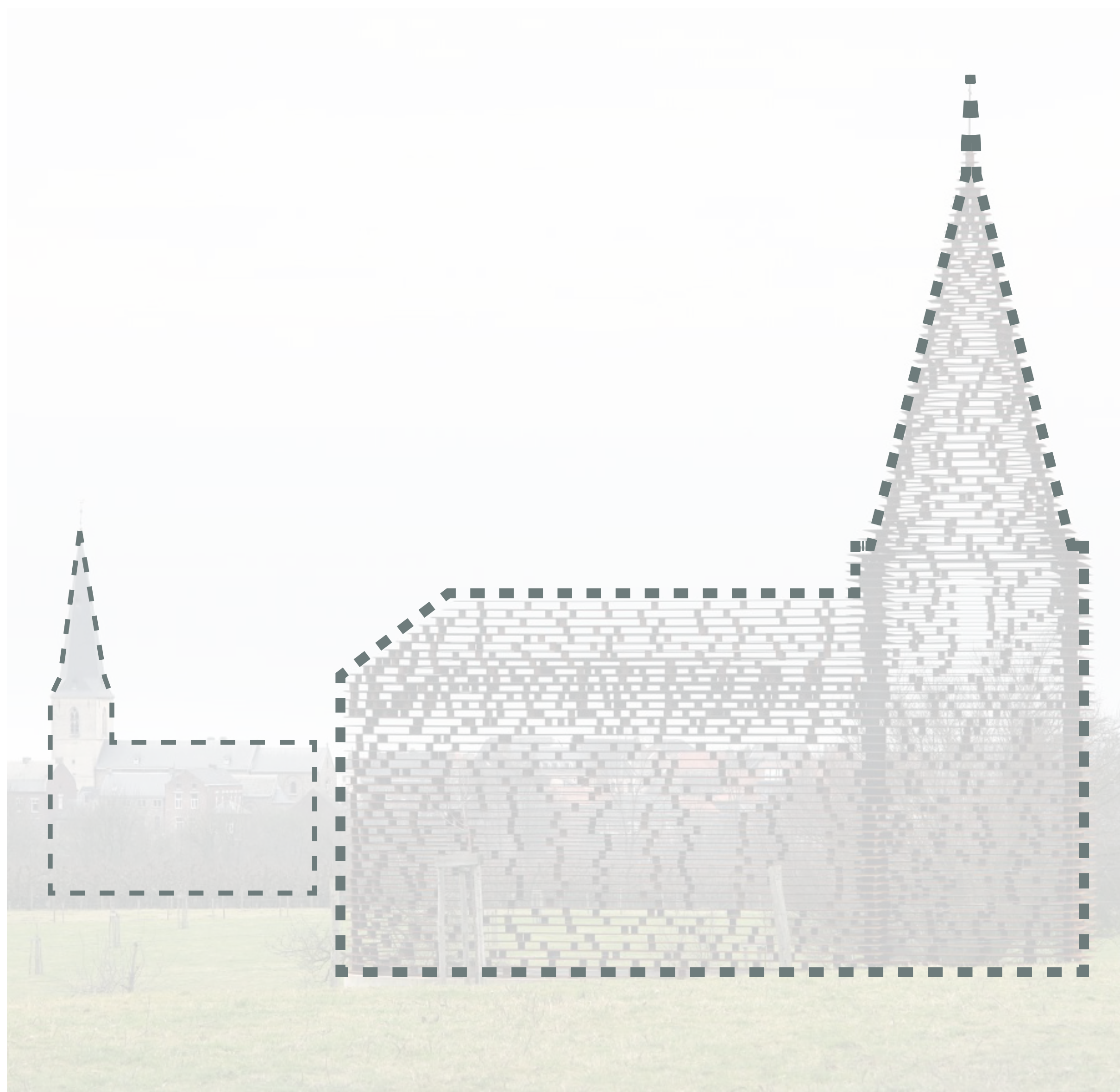




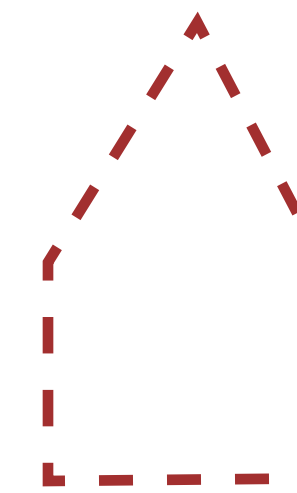
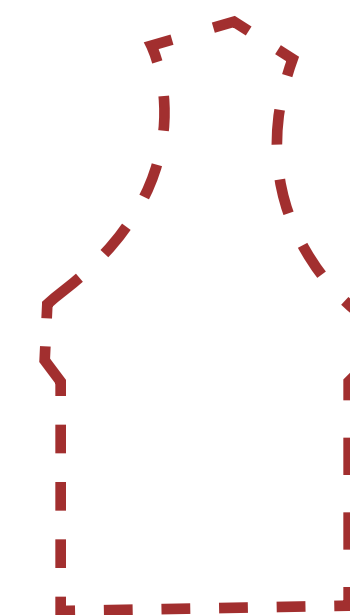
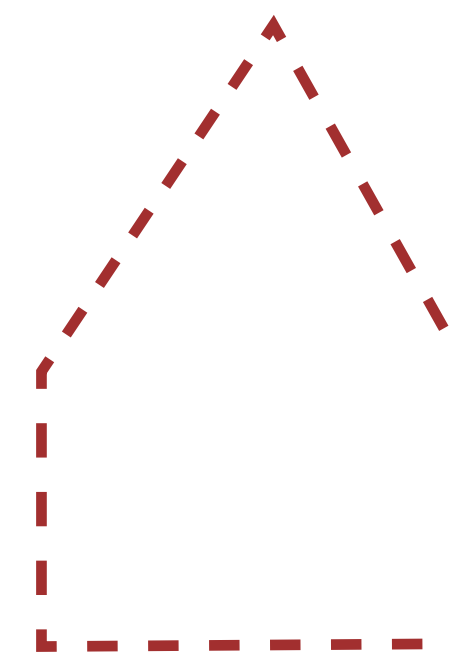
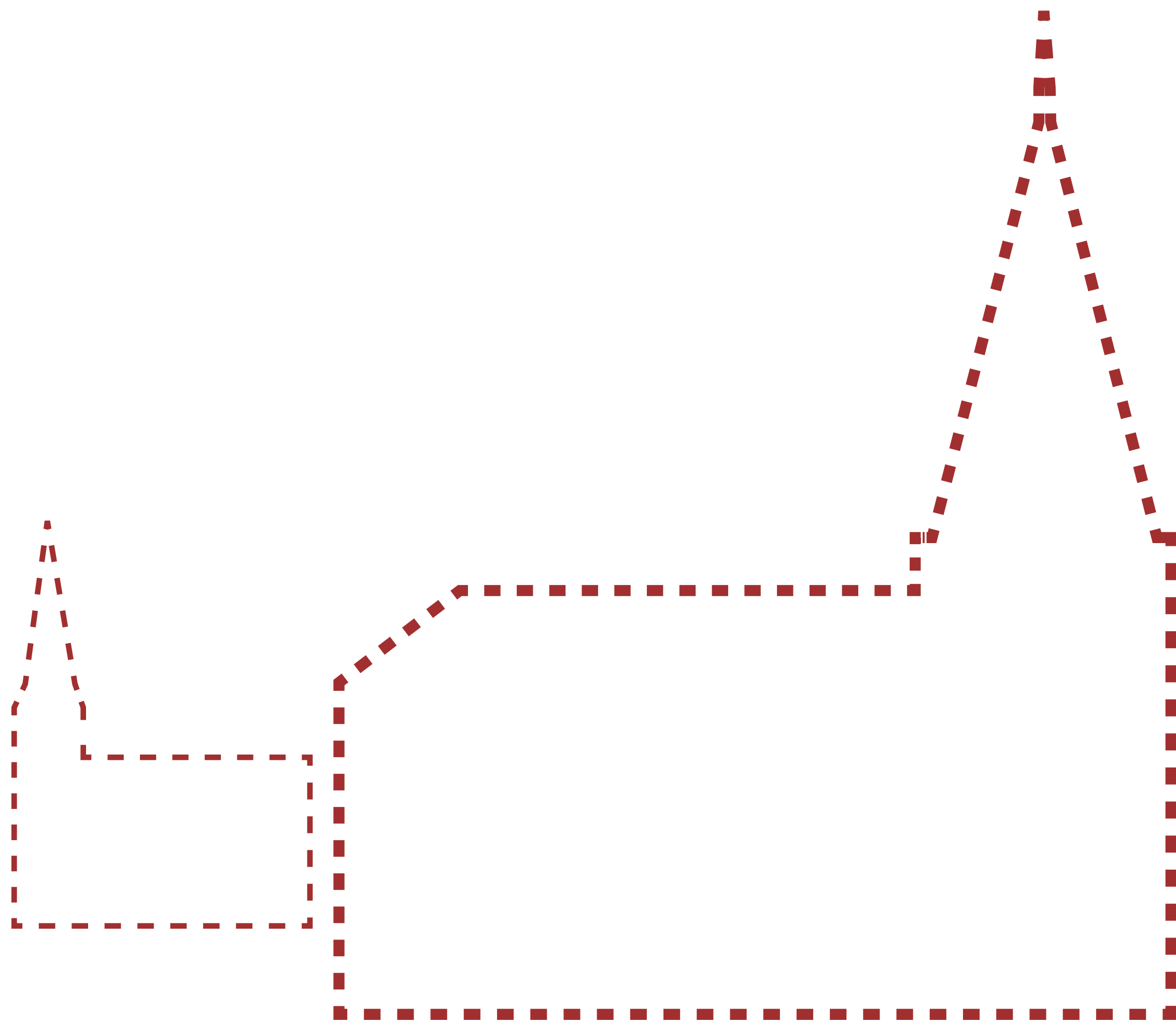
Architecture "speaks"



Architecture "speaks"

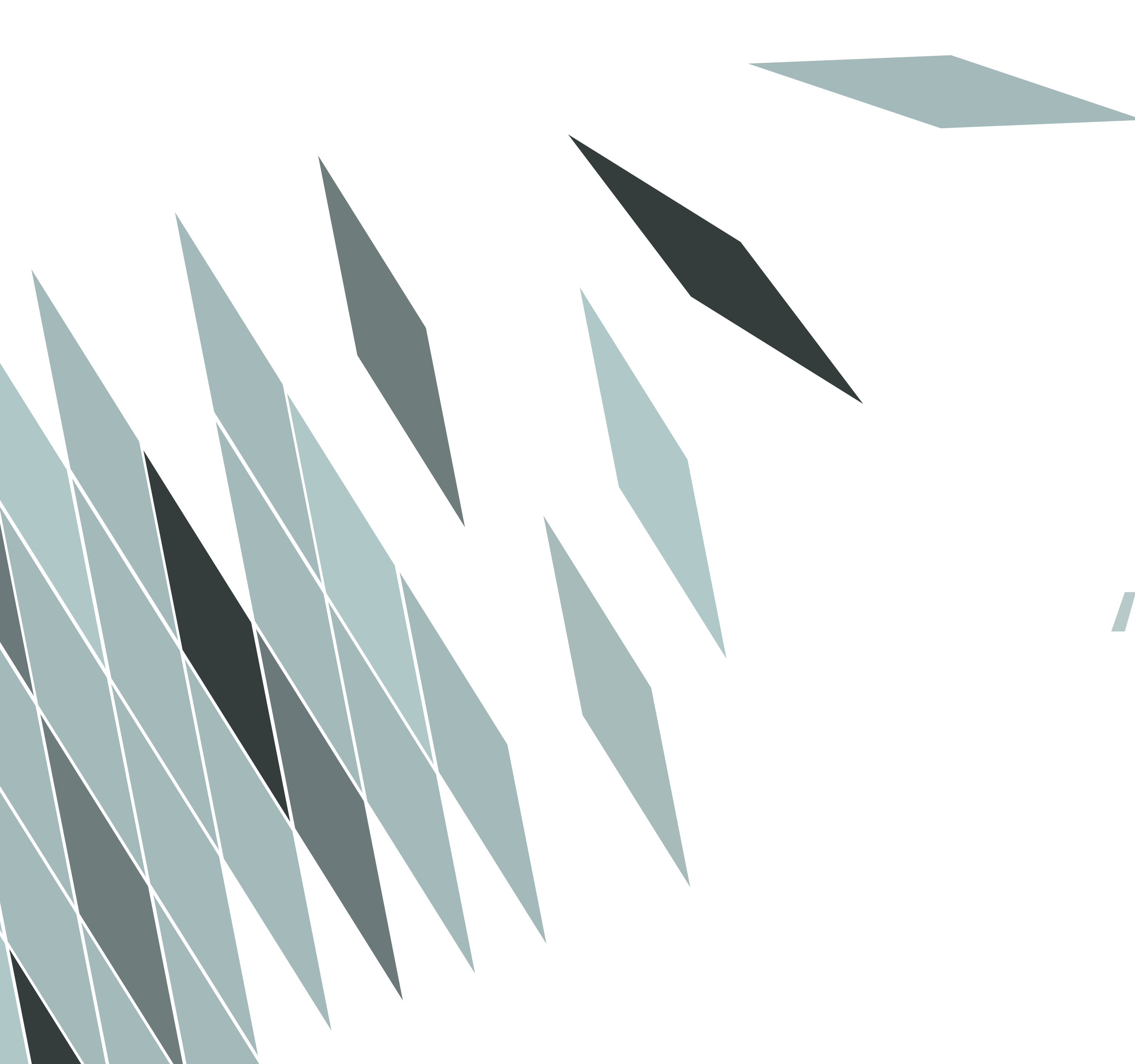


“Vormentaal”



Presentatieopzet






//Onderzoek

Speaking architecture



Architecture is not mute. It's an art of communication. It tells a story.

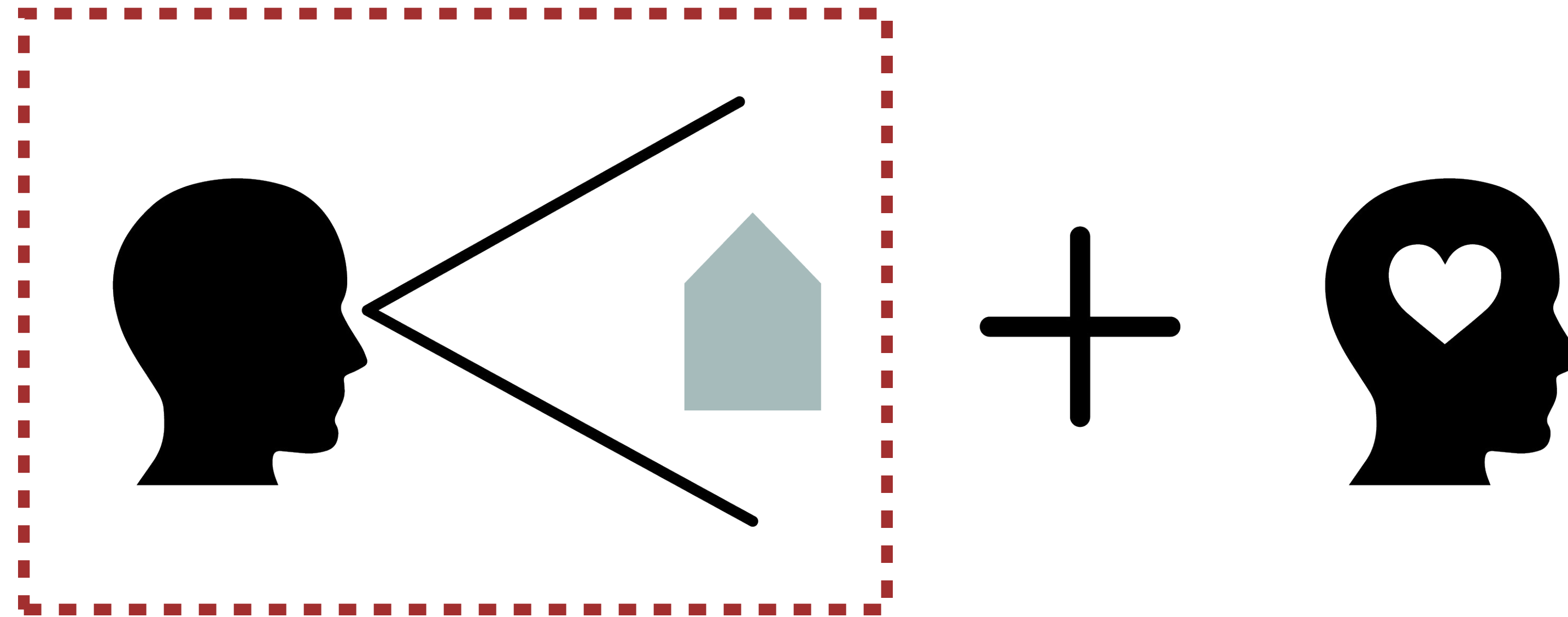
- *Libeskind (2009)*



What architectural principles play a role in architectural communication and in what way?

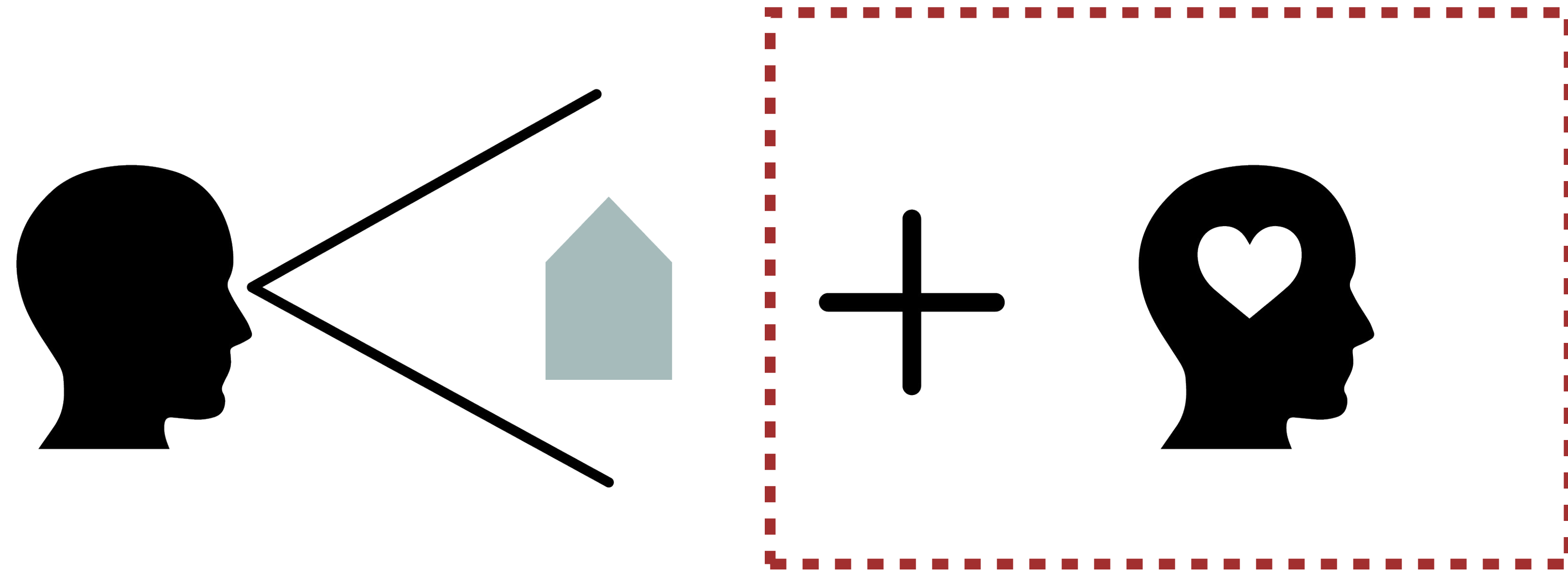


Onderzoeksvraag



What architectural principles play a role in architectural communication and in what way?

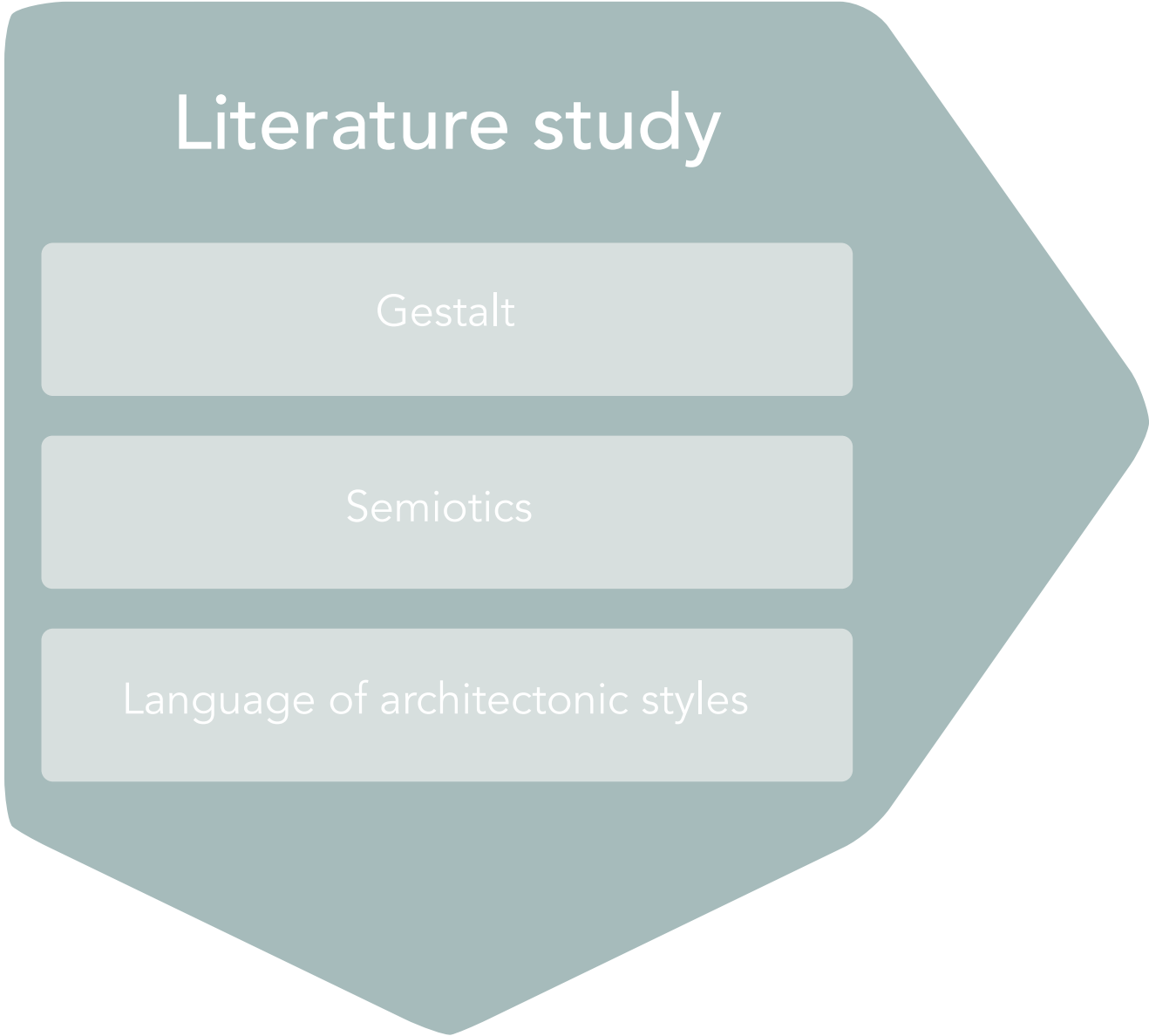
Onderzoeksvraag



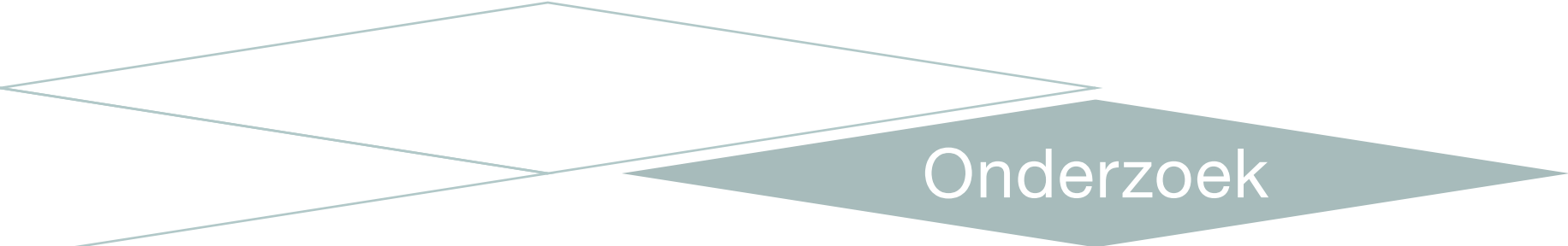
What architectural principles play a role in architectural communication and
in what way?

Onderzoeksmethode

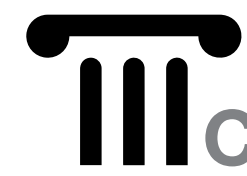
What architectural principles play a role in architectural communication and in what way?



Conclusion



Language of architectural style



Classical language of architecture

John Summerson

VS.

Modern language of architecture

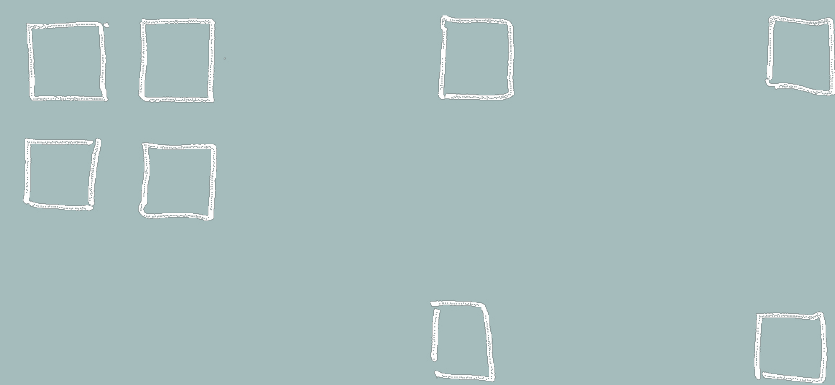
Bruno Zevi

<i>Order</i>	<i>Function</i>
<i>Symmetry & harmony</i>	<i>Asymmetry & dissonance</i>
<i>2D</i>	<i>3D</i>
<i>Composition</i>	<i>Decomposition</i>
<i>Aesthetics</i>	<i>True structure</i>
<i>Stagnation</i>	<i>Movement</i>

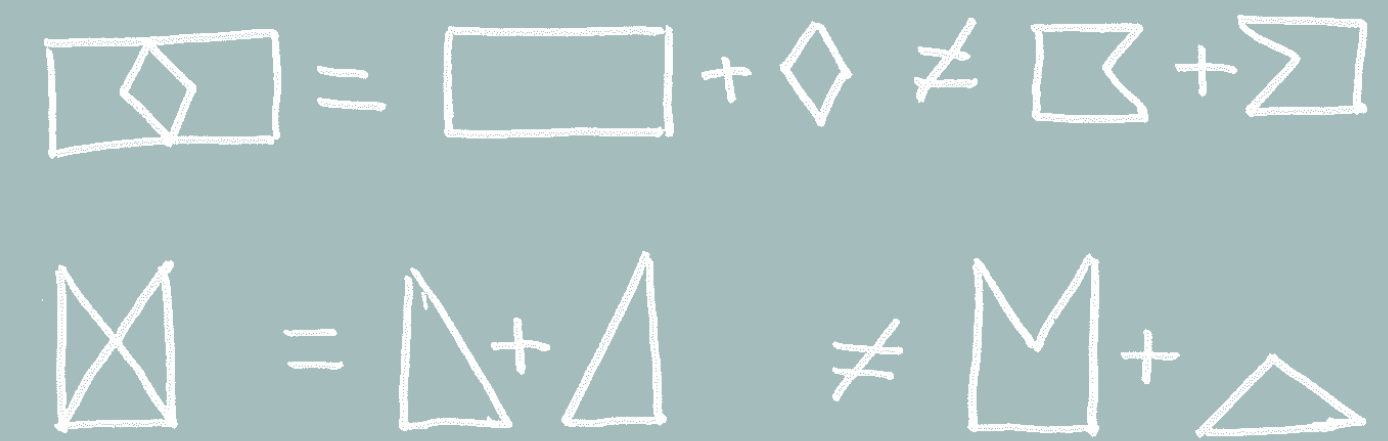
Gestalt theory

*Based on Prak (1977)

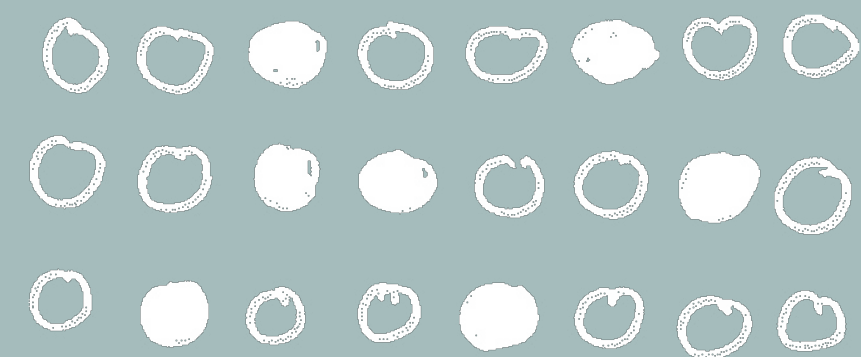
Law of proximity:



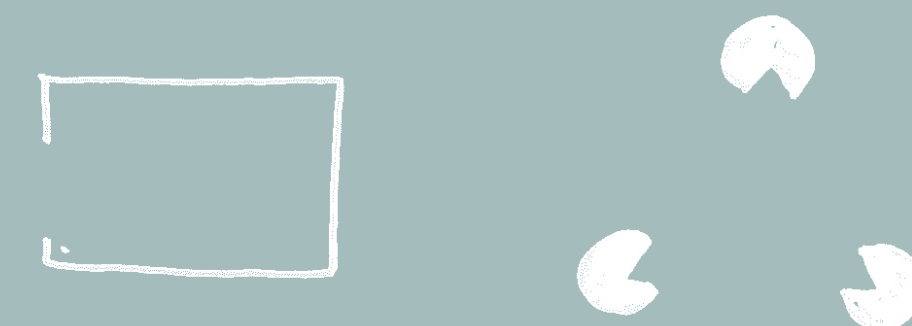
Law of simplest and largest figure:



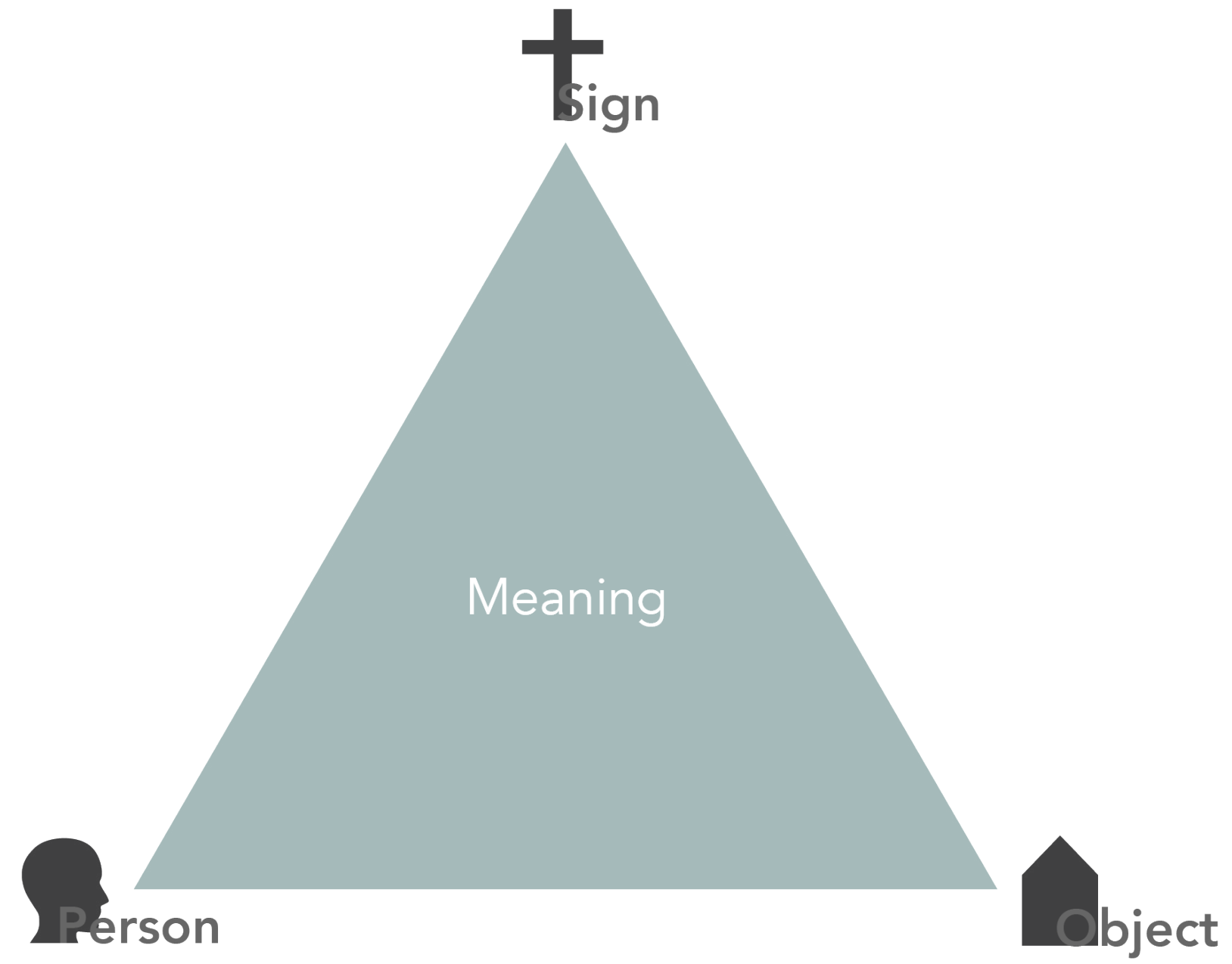
Law of similarity:



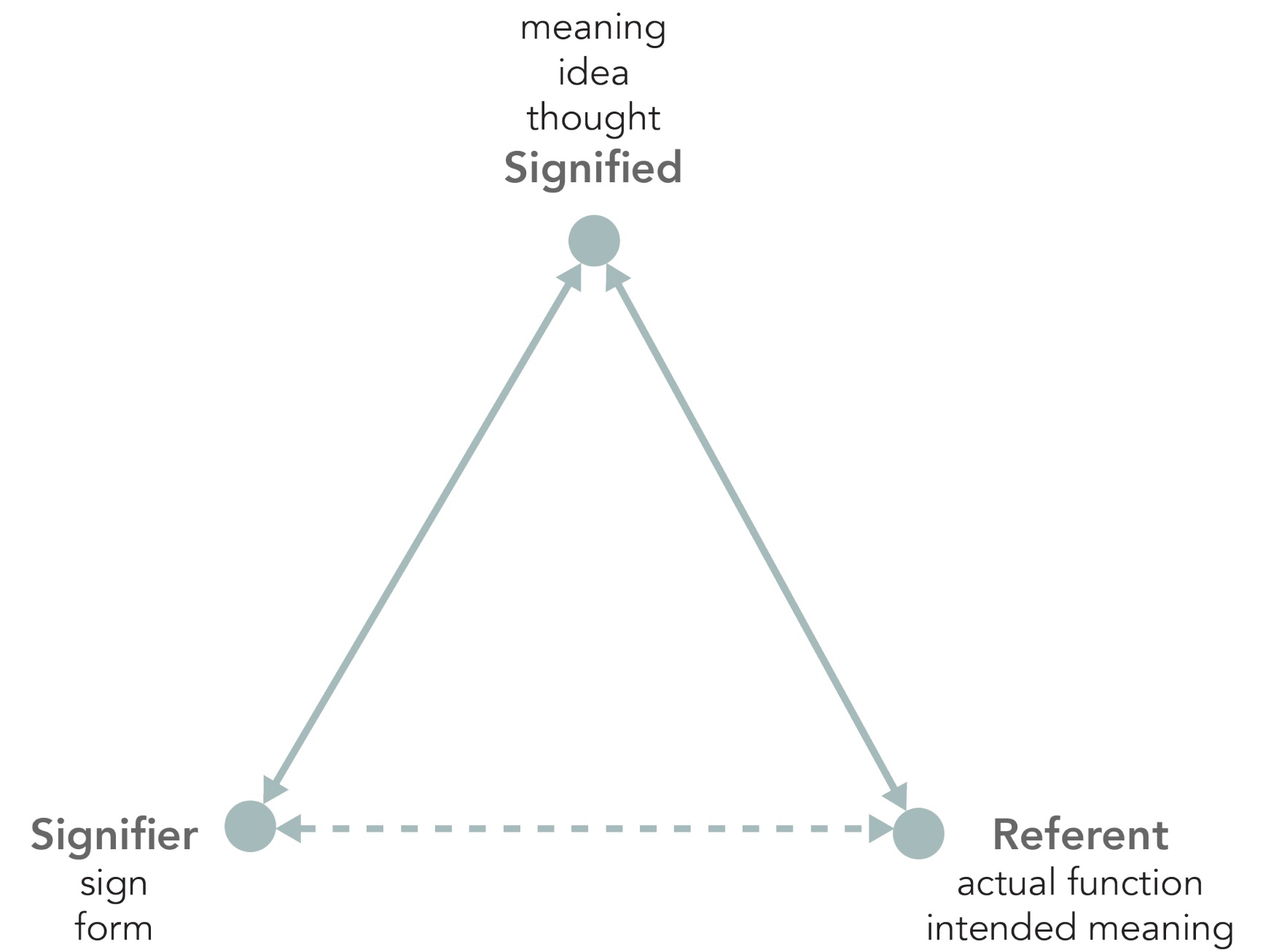
Law of continuity and closure:



Semiotics

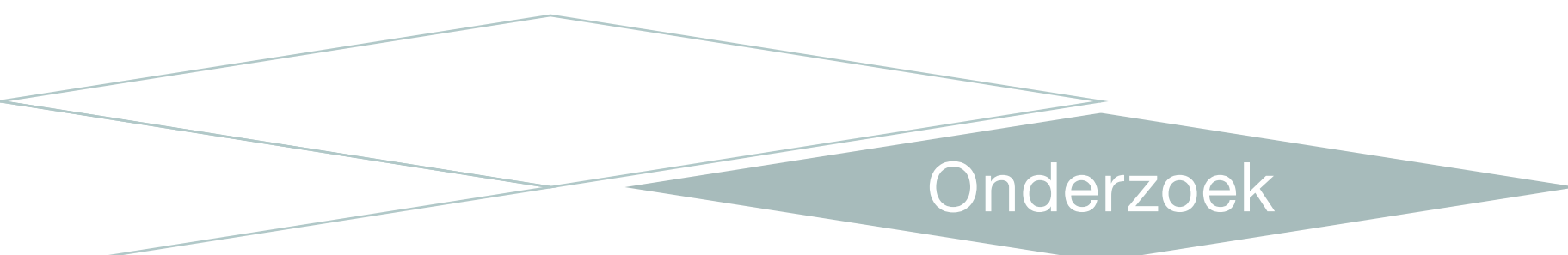


Triad of meaning

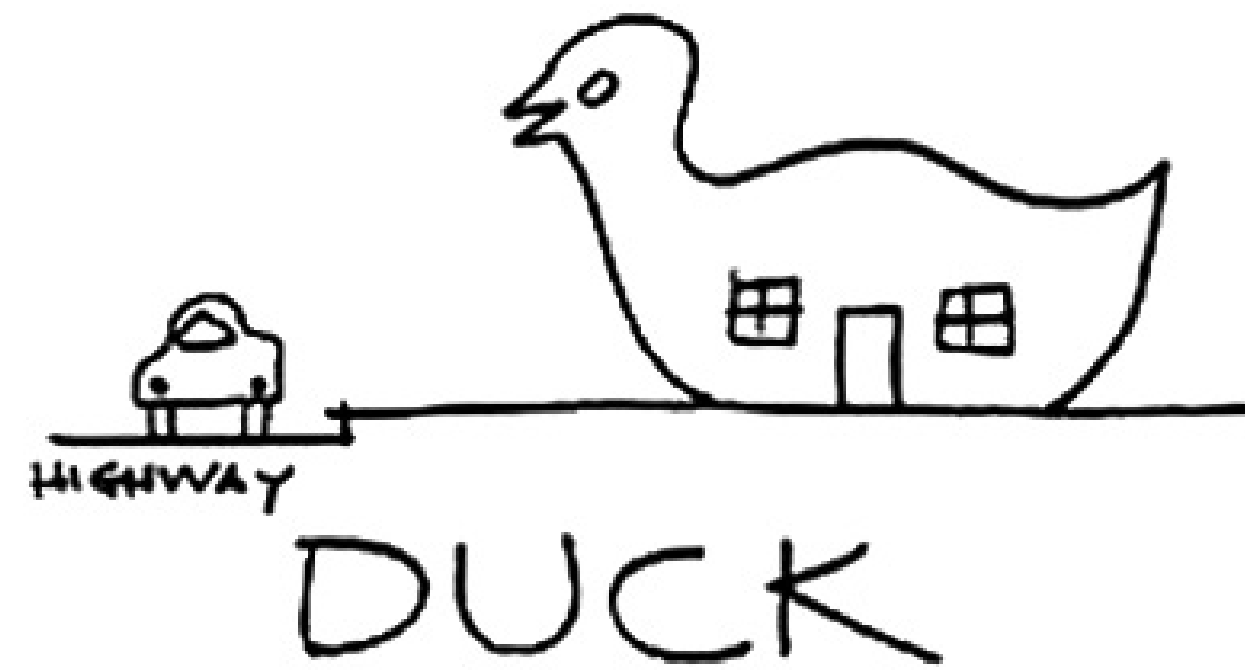


Jencks' semiotic triangle

**based on Jencks (1980)*



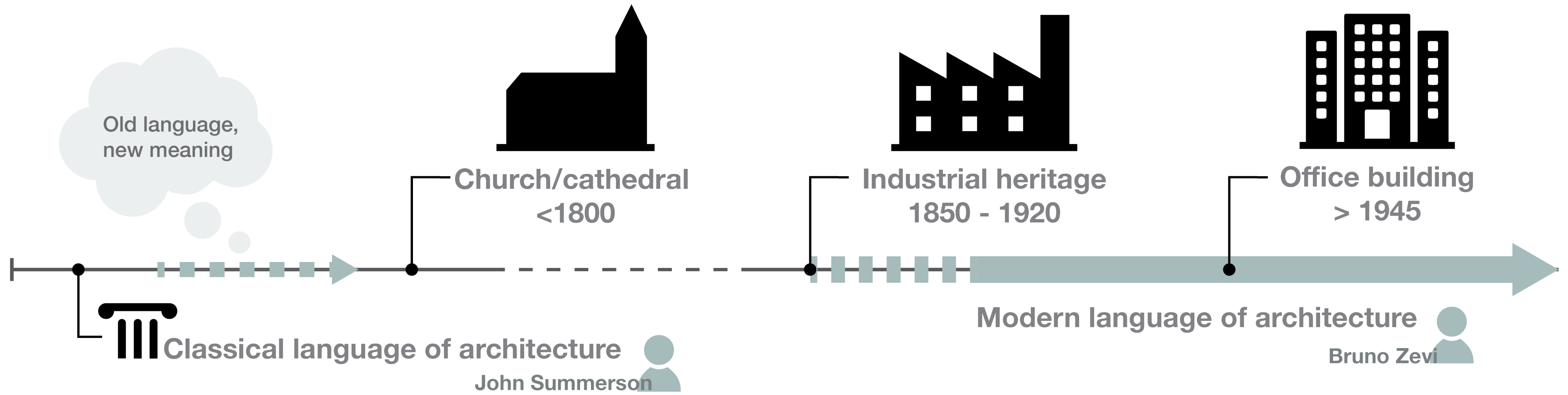
Semiotics



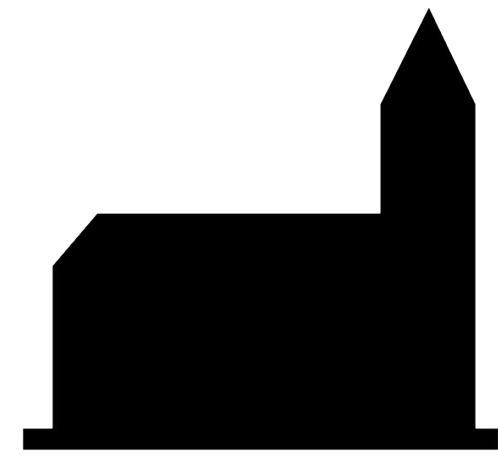
The 'duck' and the 'decorated shed'

*Venturi (1977)

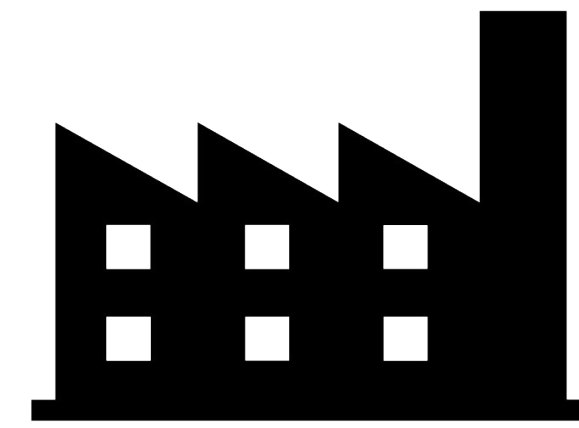
Case studies



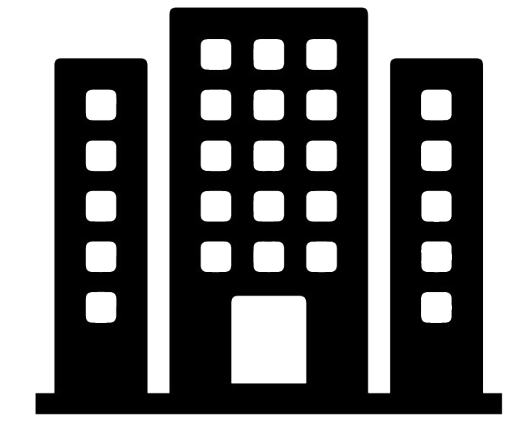
Case studies



**Grote- of Sint
Bavokerk (1370-1520)**



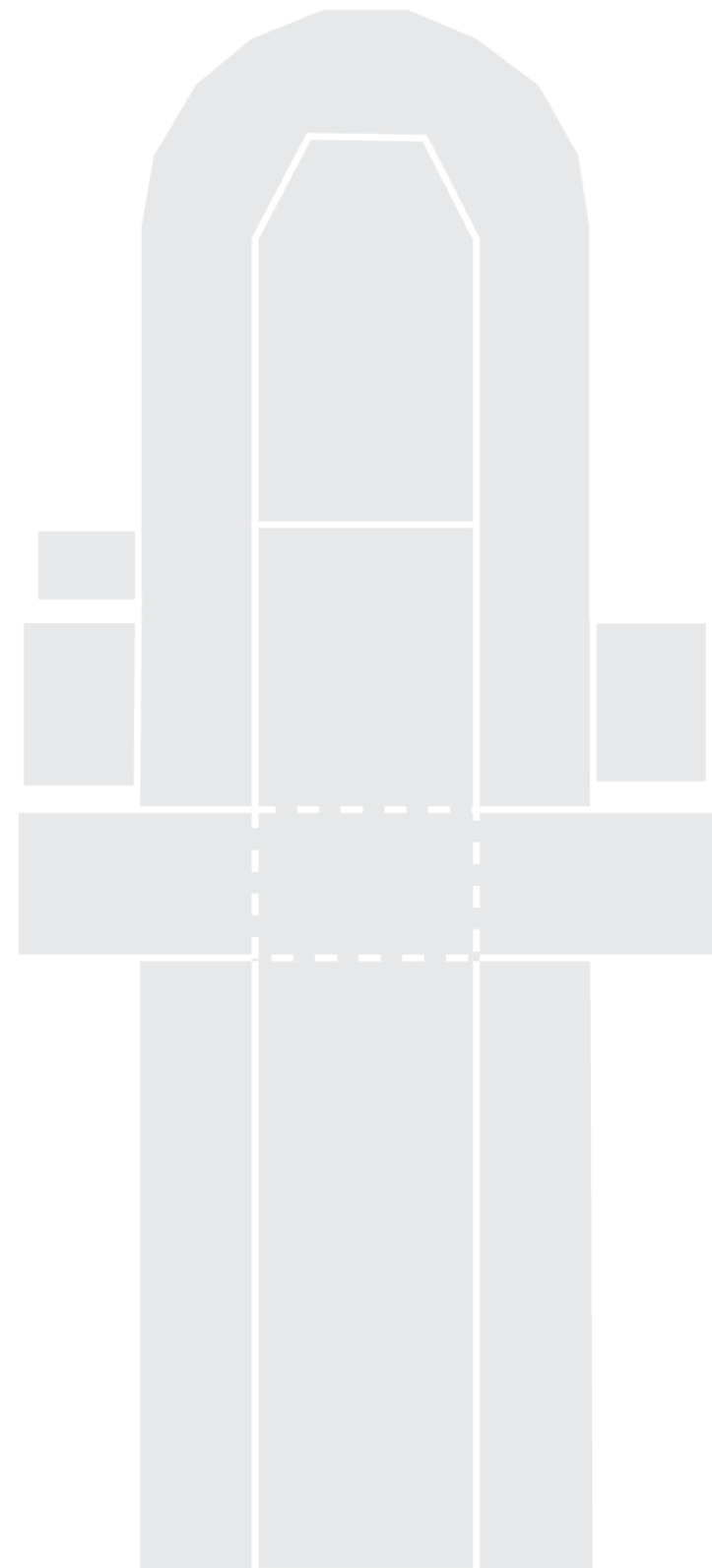
**AEG Turbine Hal
(1909)**



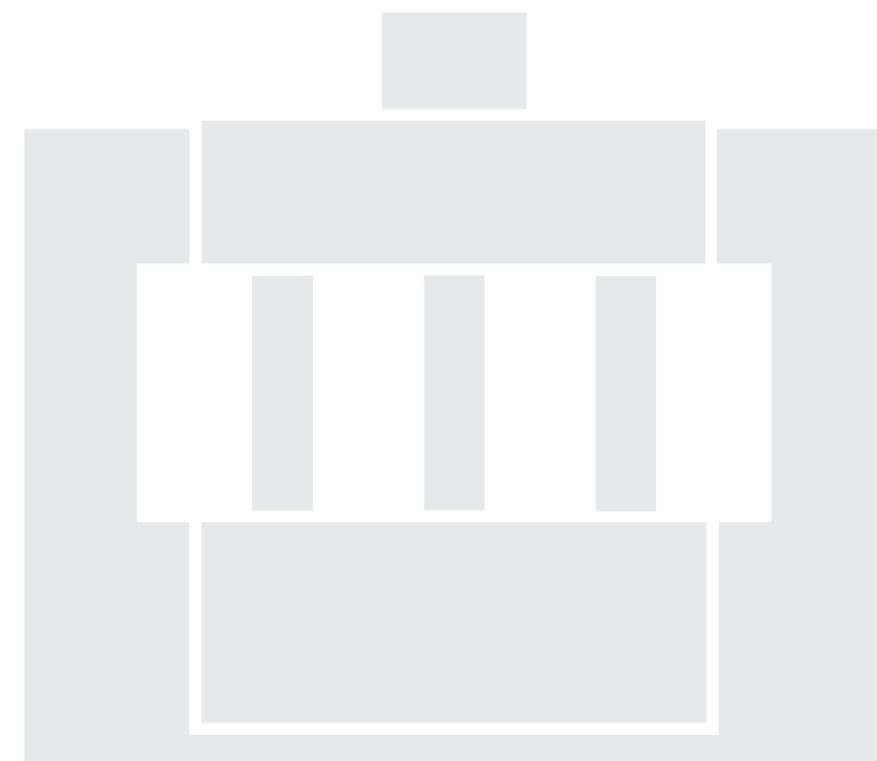
**Seagram Building
(1958)**



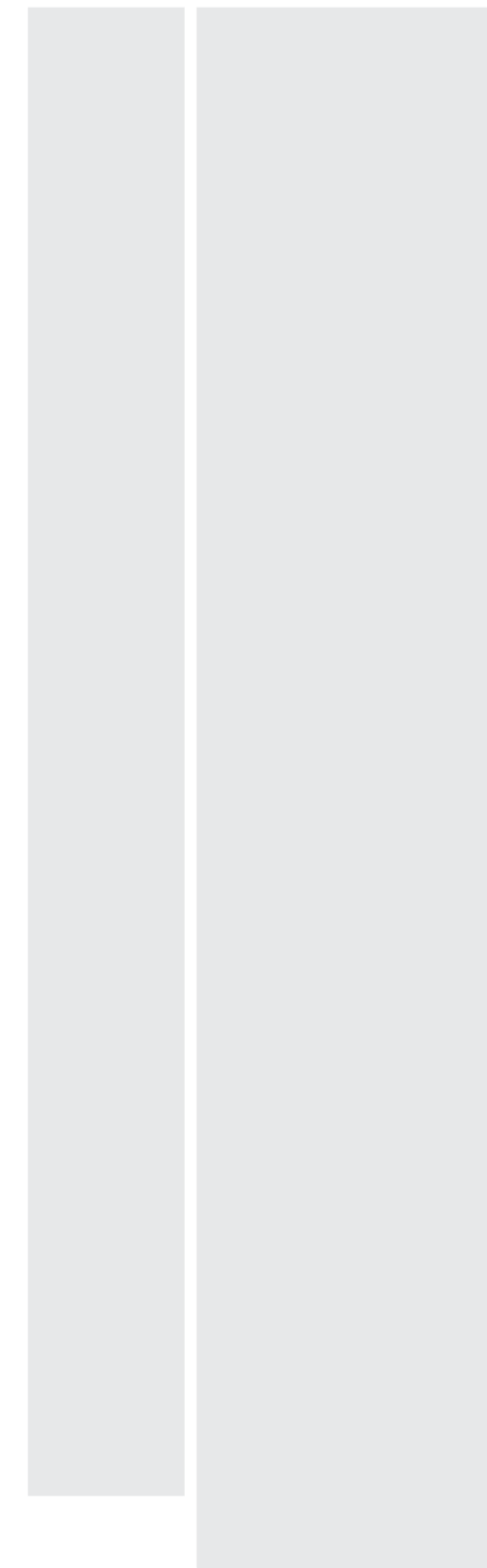
Conceptuele ruimtes



Bavo

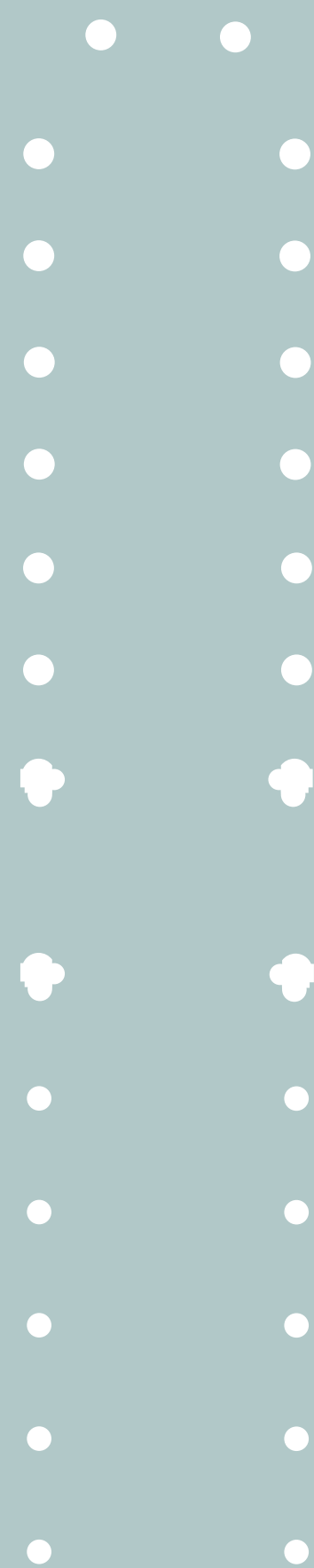


Seagram

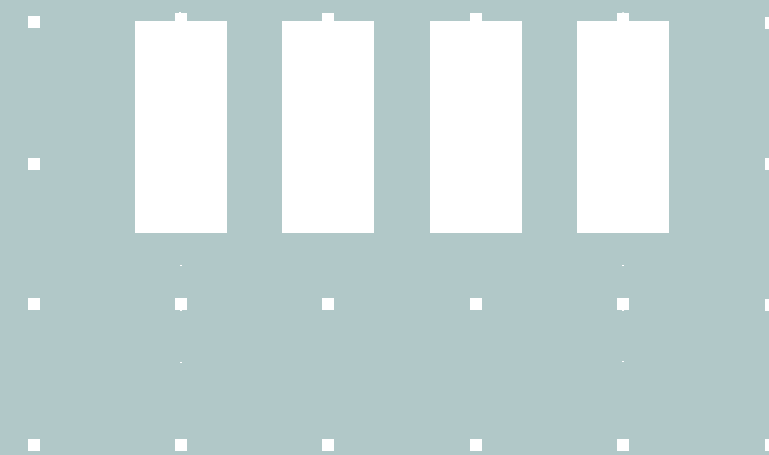


AEG

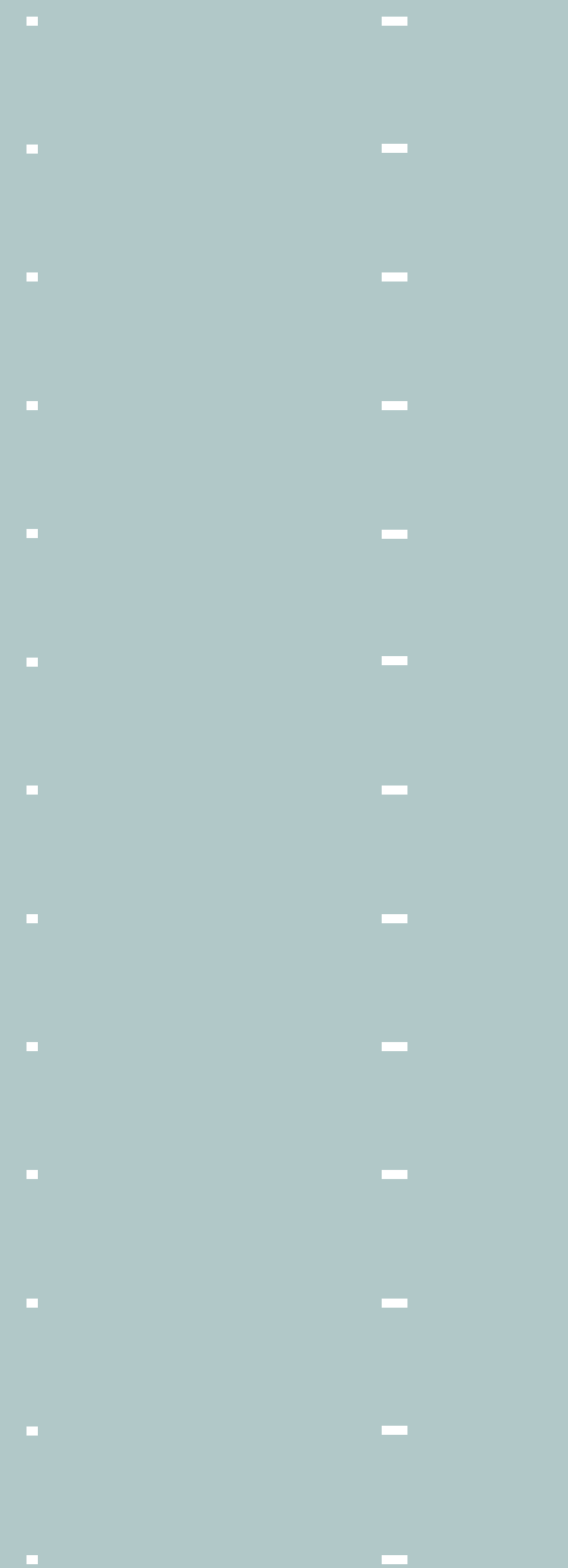
Ritme



Bavo

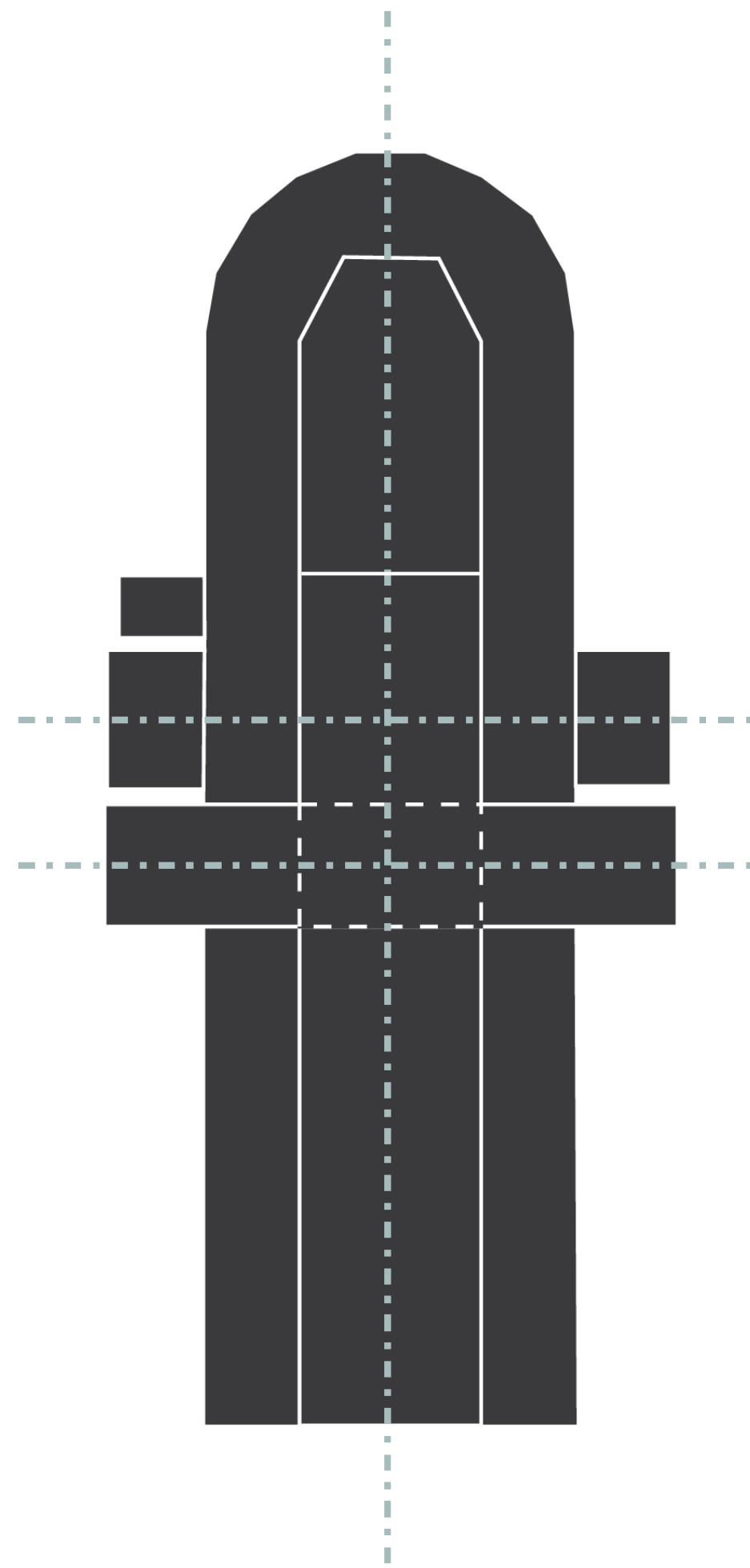


Seagram

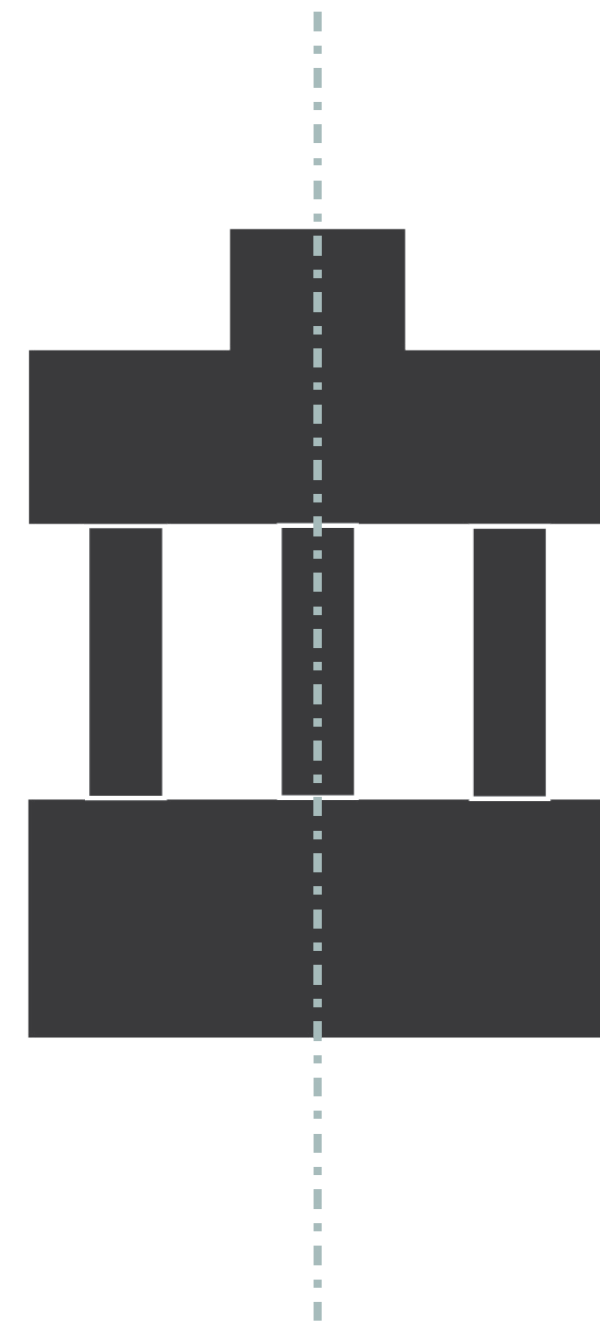


AEG

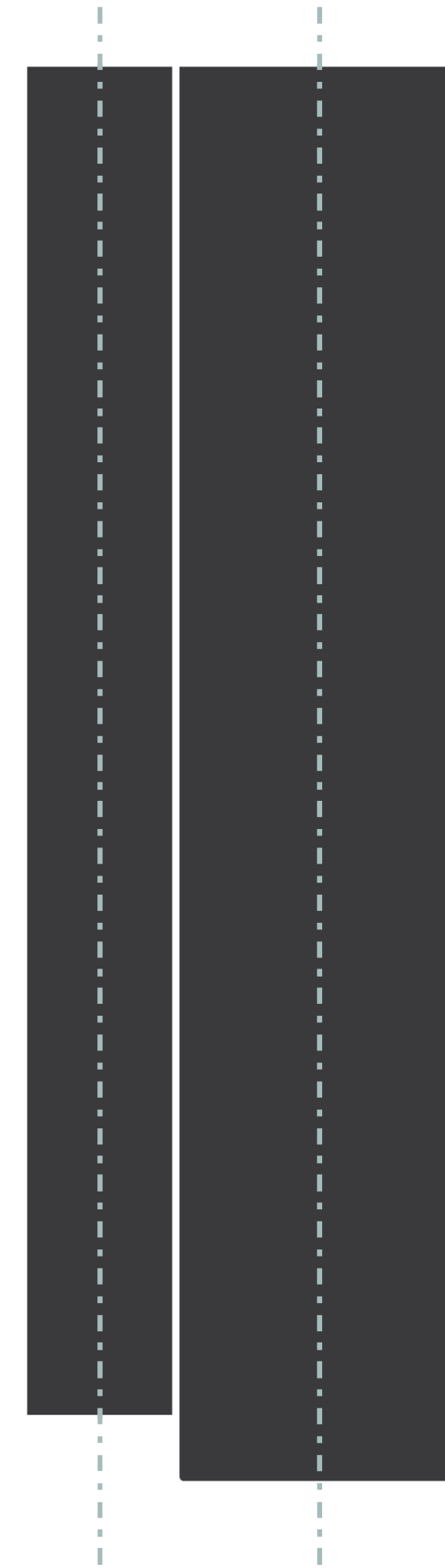
Organisatie van ruimtes



Bavo

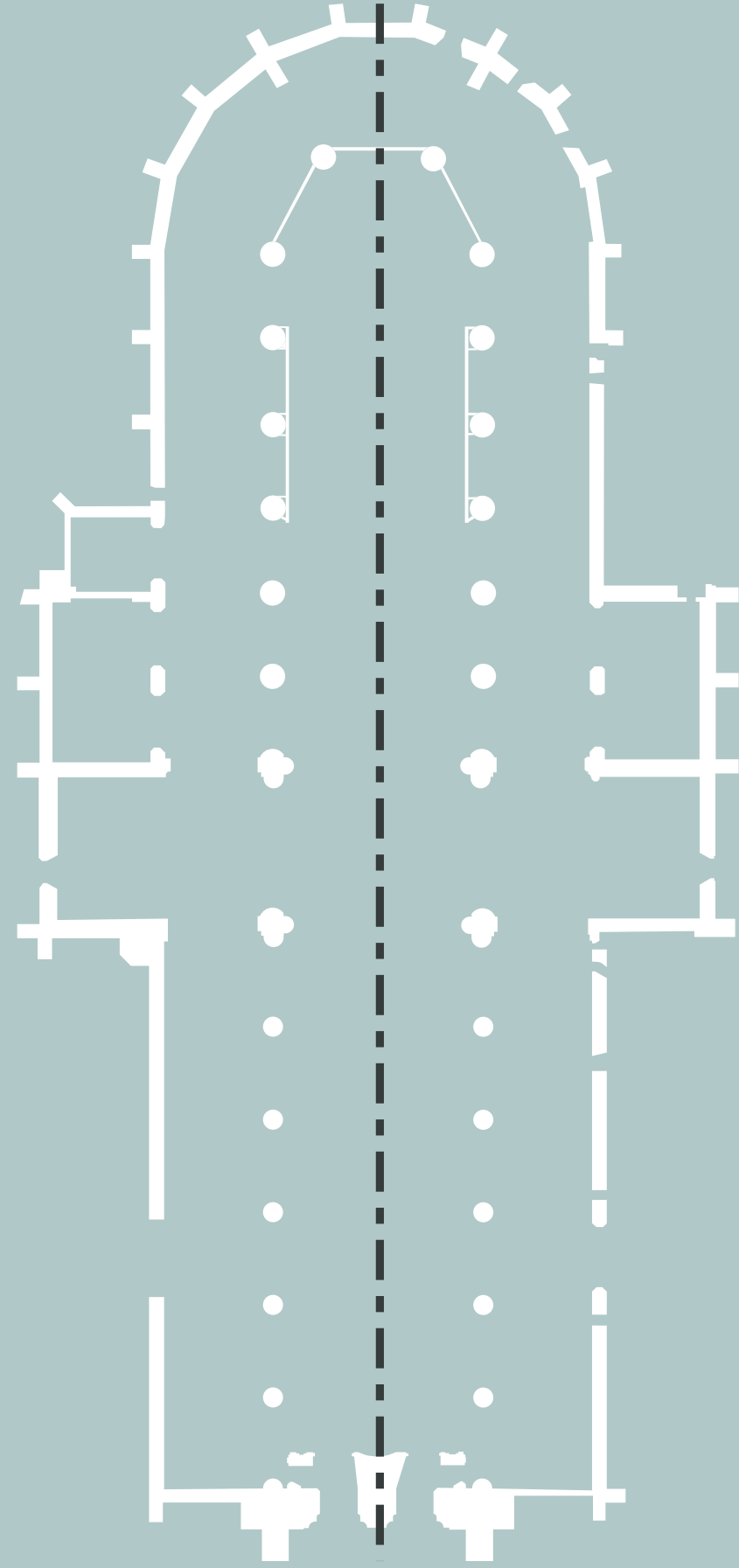


Seagram

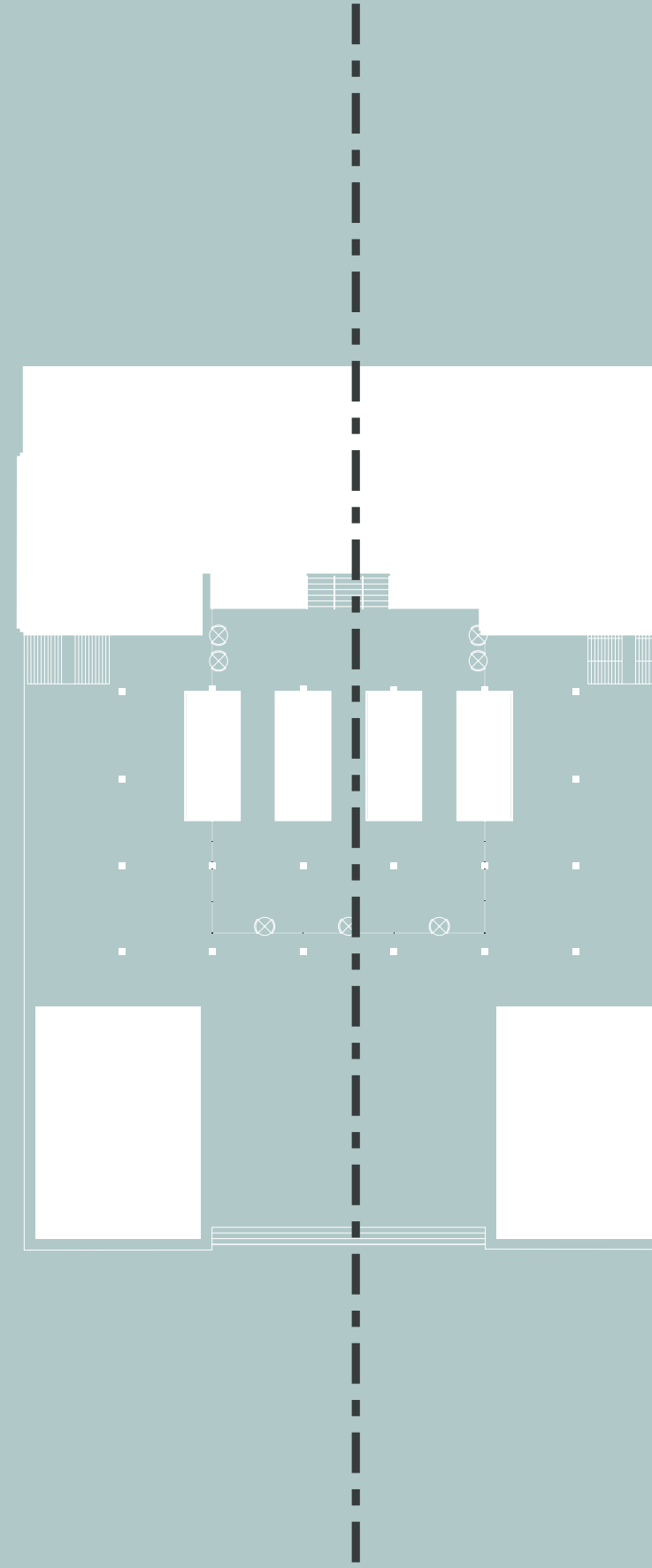


AEG

Symmetrie



Bavo

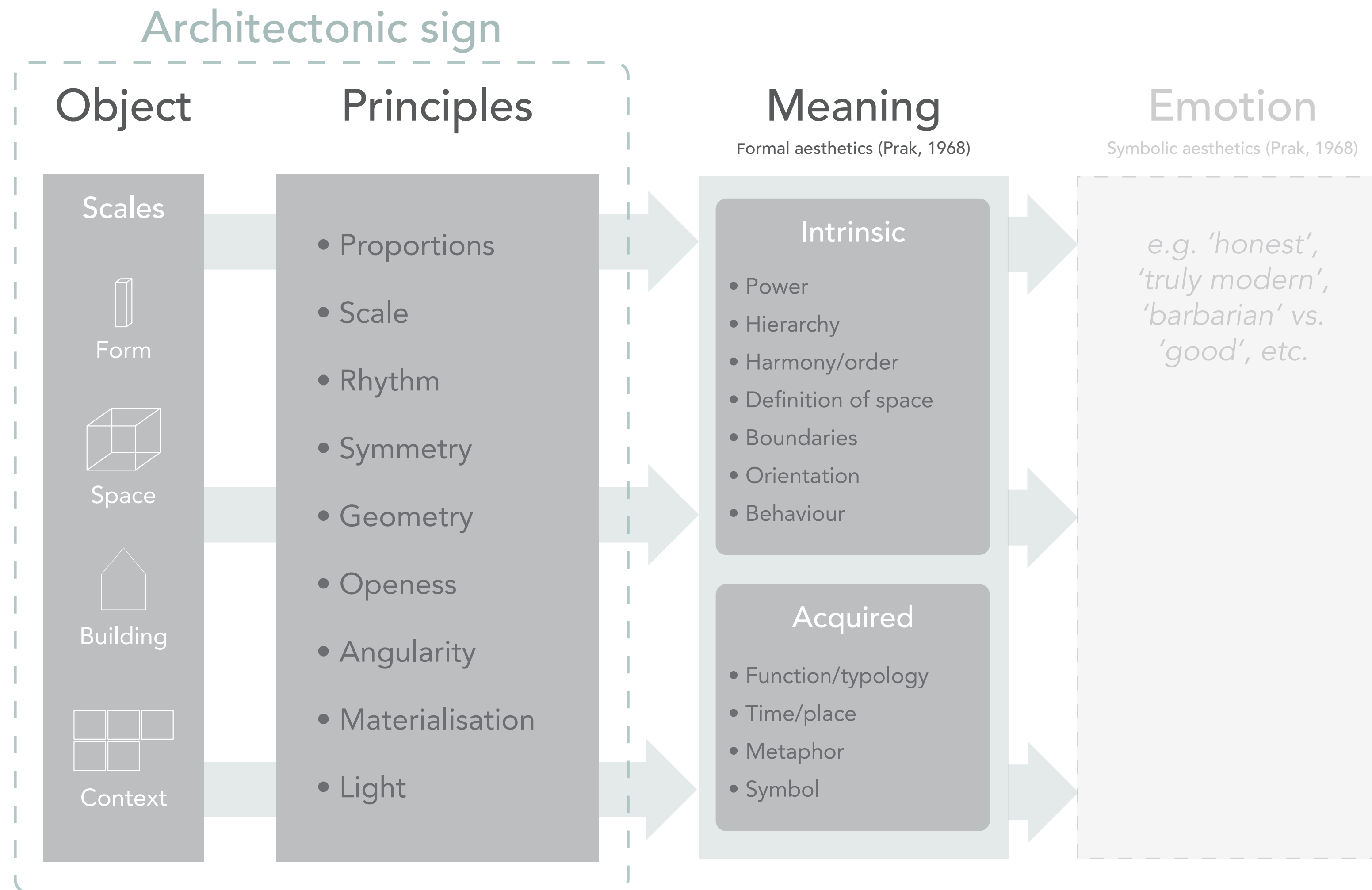


Seagram



AEG

Conclusie

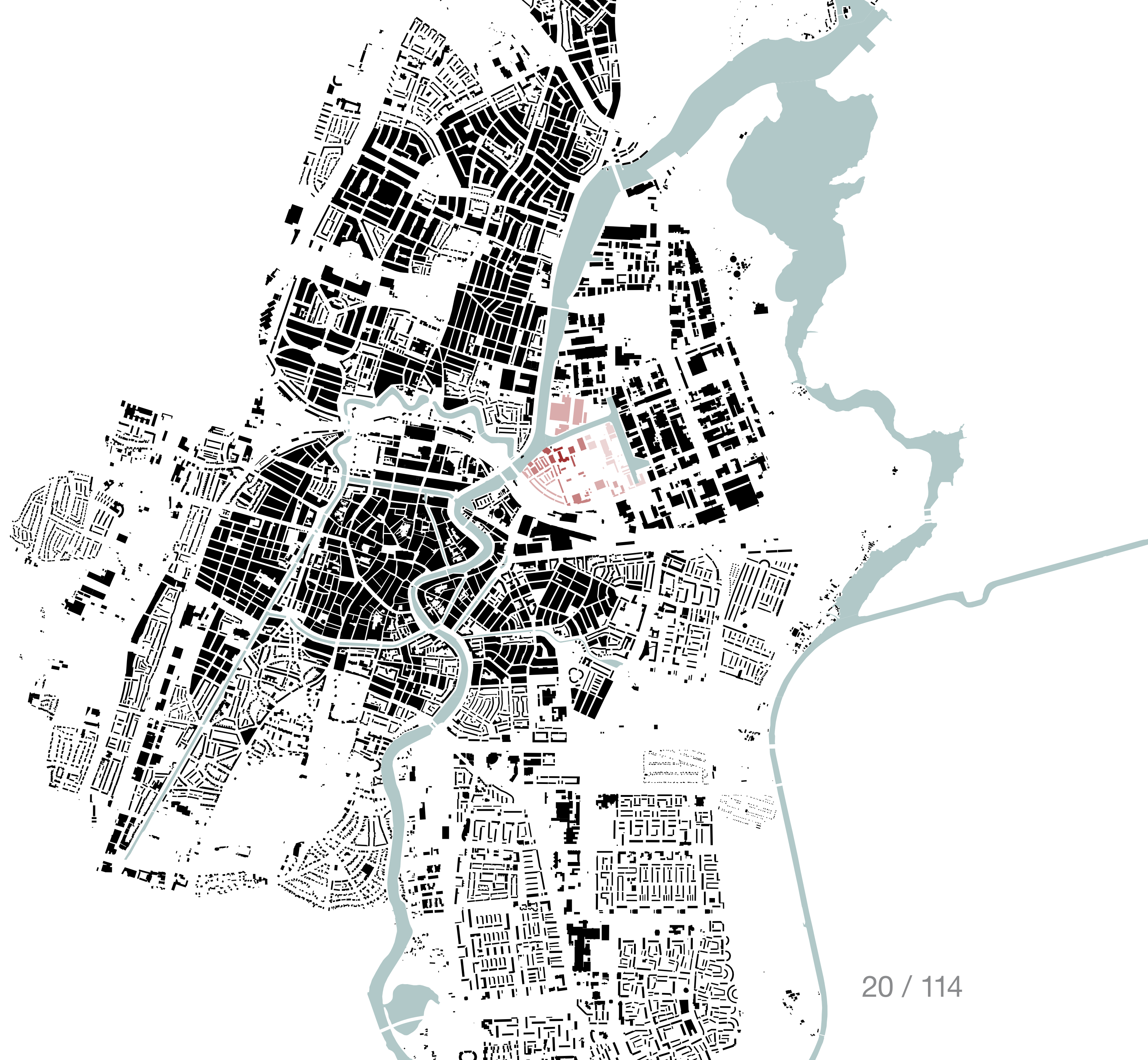




// De opdracht

Locatie, doelgroep en programma van het ontwerp

Haarlem



Waarderpolder



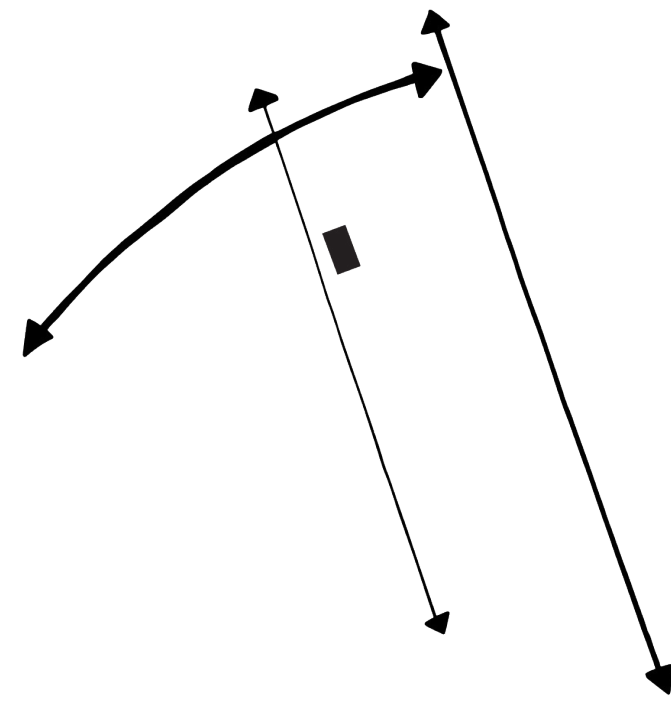
“De Nieuwe Energie”



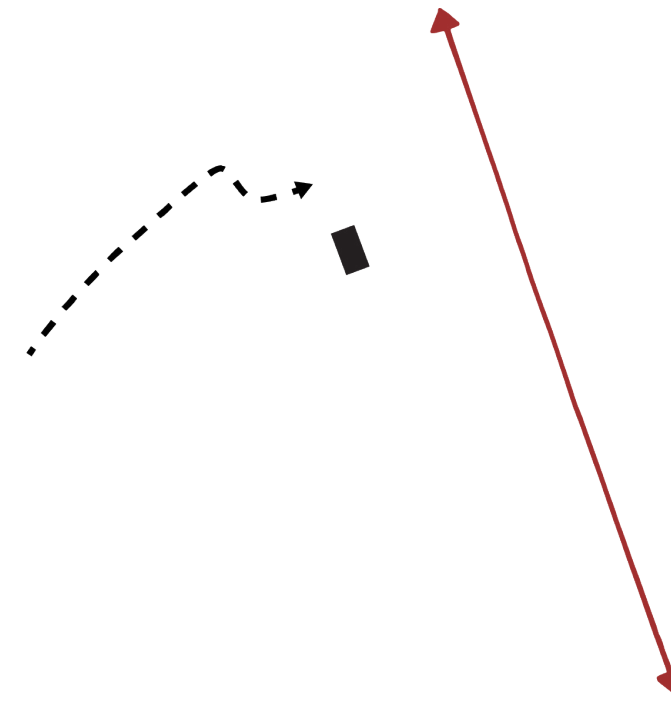




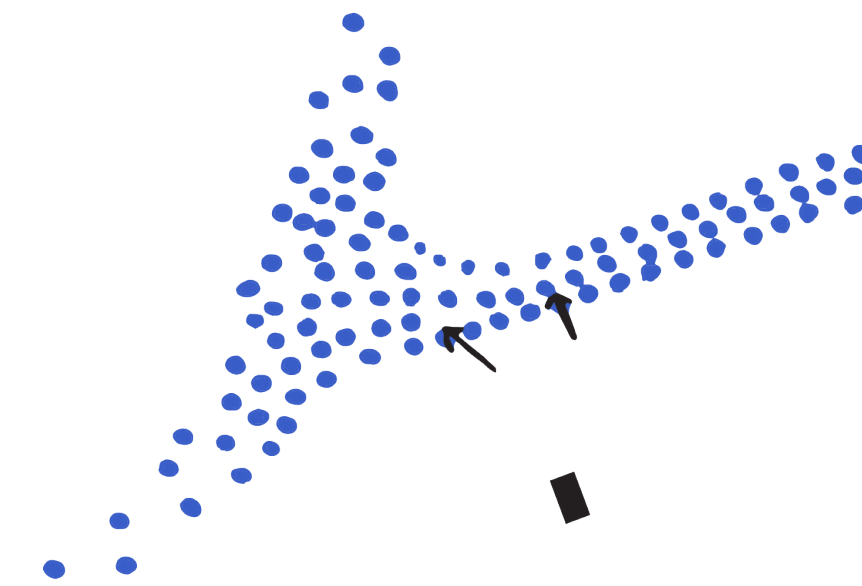
Uitgangspunten programma



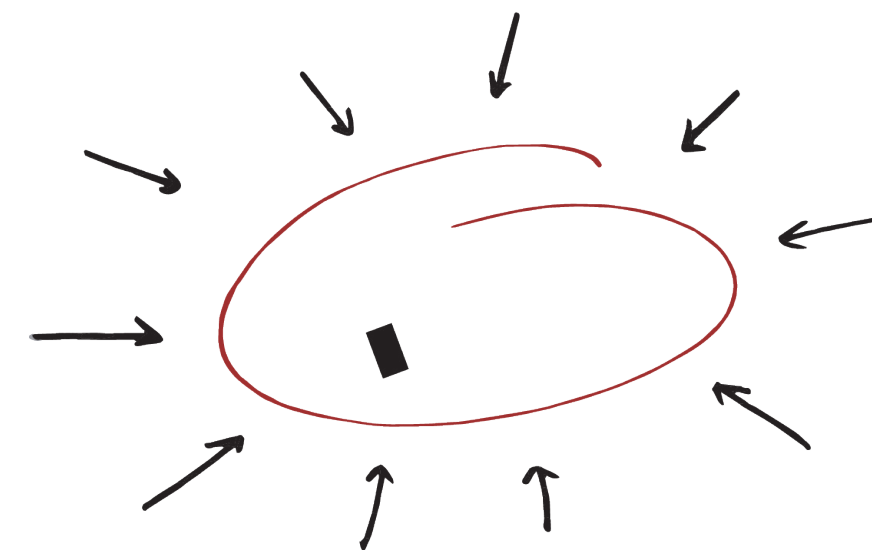
Drie richtingen



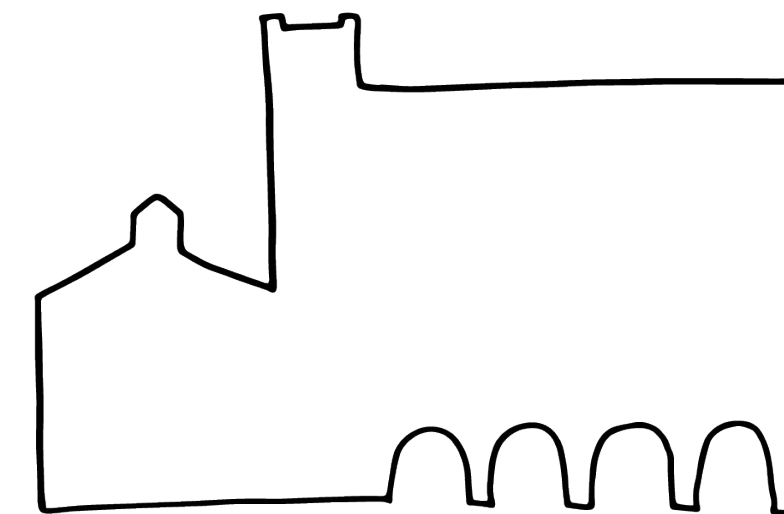
Hoofdontsluiting



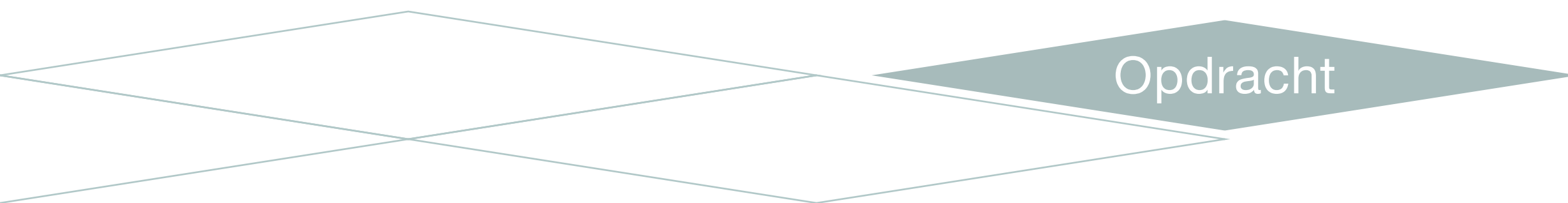
Het Spaarne



Centrum Waarderpolder



Industriële context



Doelgroepen



- *Woont/werkt in de Waarderpolder*
- *Wekelijks/tweewekelijks*
- *Wil ontmoeten*

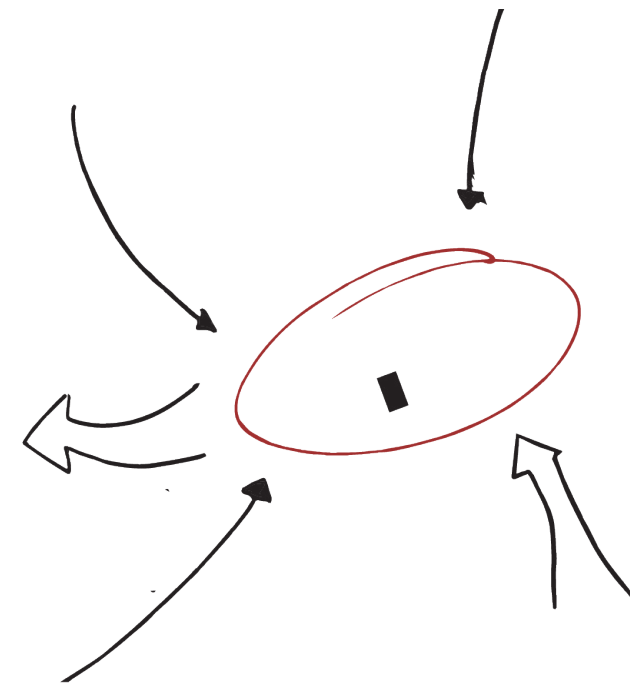


- *Woont/werkt in de Haarlem*
- *Eens per maand*
- *Wil ontspannen*



- *Komt uit regio Haarlem of is toerist*
- *Incidenteel*
- *Wil bezoeken*

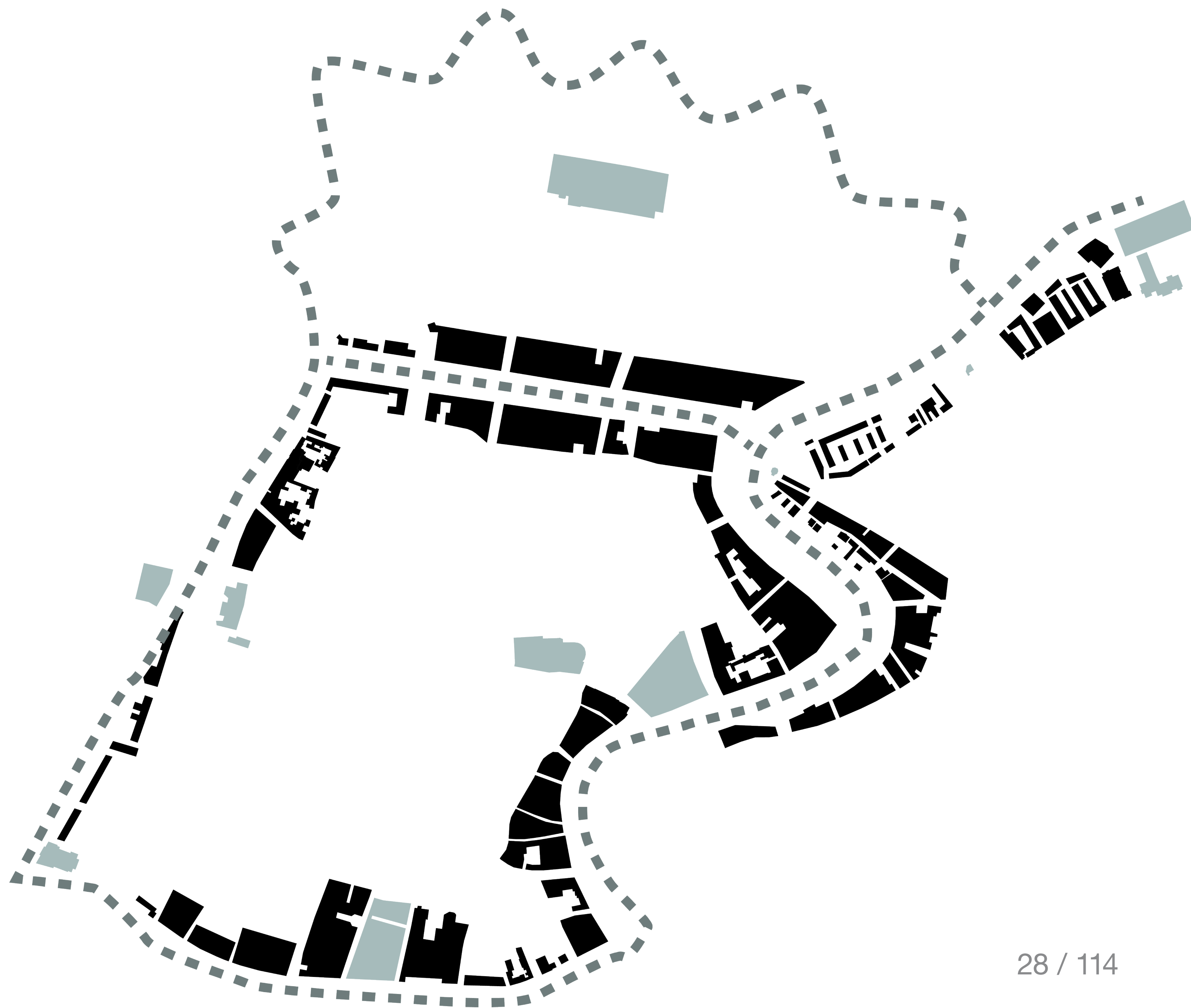
Uitgangspunten doelgroepen



Thuishaven en startpunt



Culturele route



Programma

Vast programma

Pop-up programma

Festival/event

Weekmarkt



Opdracht

Programma

Vast programma

Pop-up programma

Festival/event

Weekmarkt



vast programma

veel eisen

minder flexibel

"binnen"

tijdelijk programma

weinig eisen

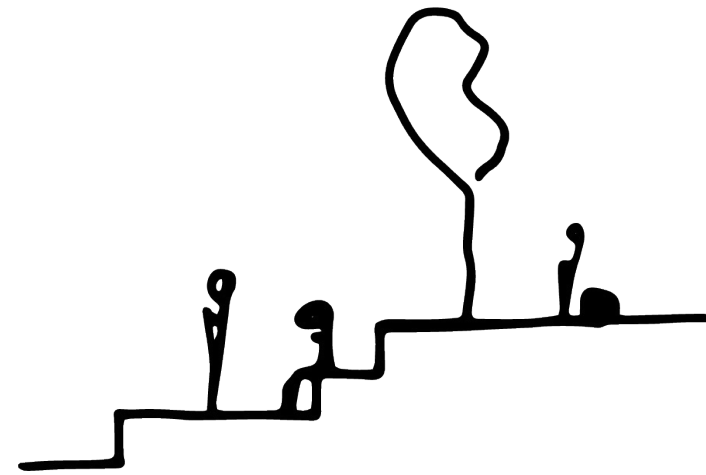
flexibel

"buiten"

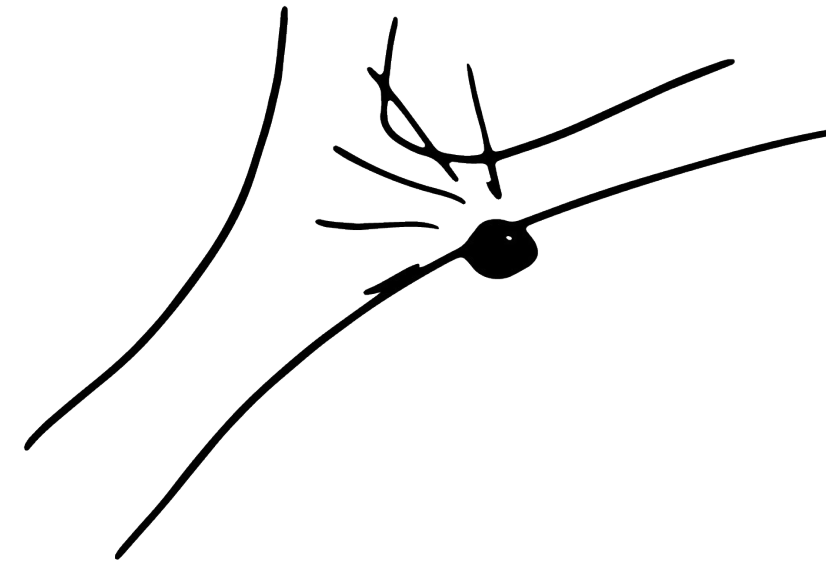
Opdracht

30 / 114

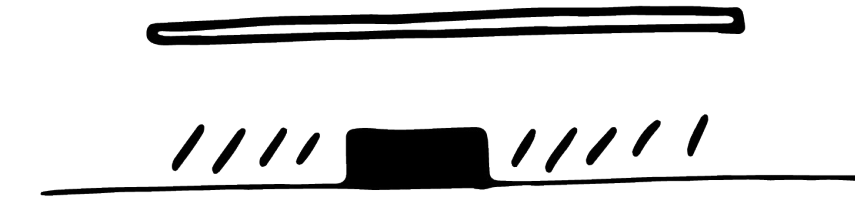
Uitgangspunten programma



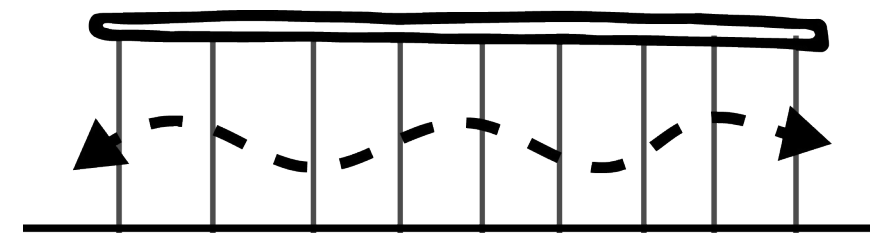
Prettige verblijfplaats



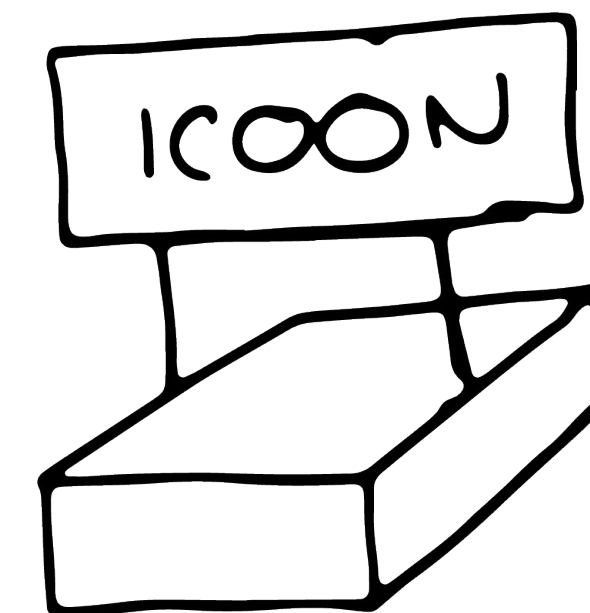
Zichtbaar aan het water



Dak verbindt



Structuur & programma



Iconisch gebouw

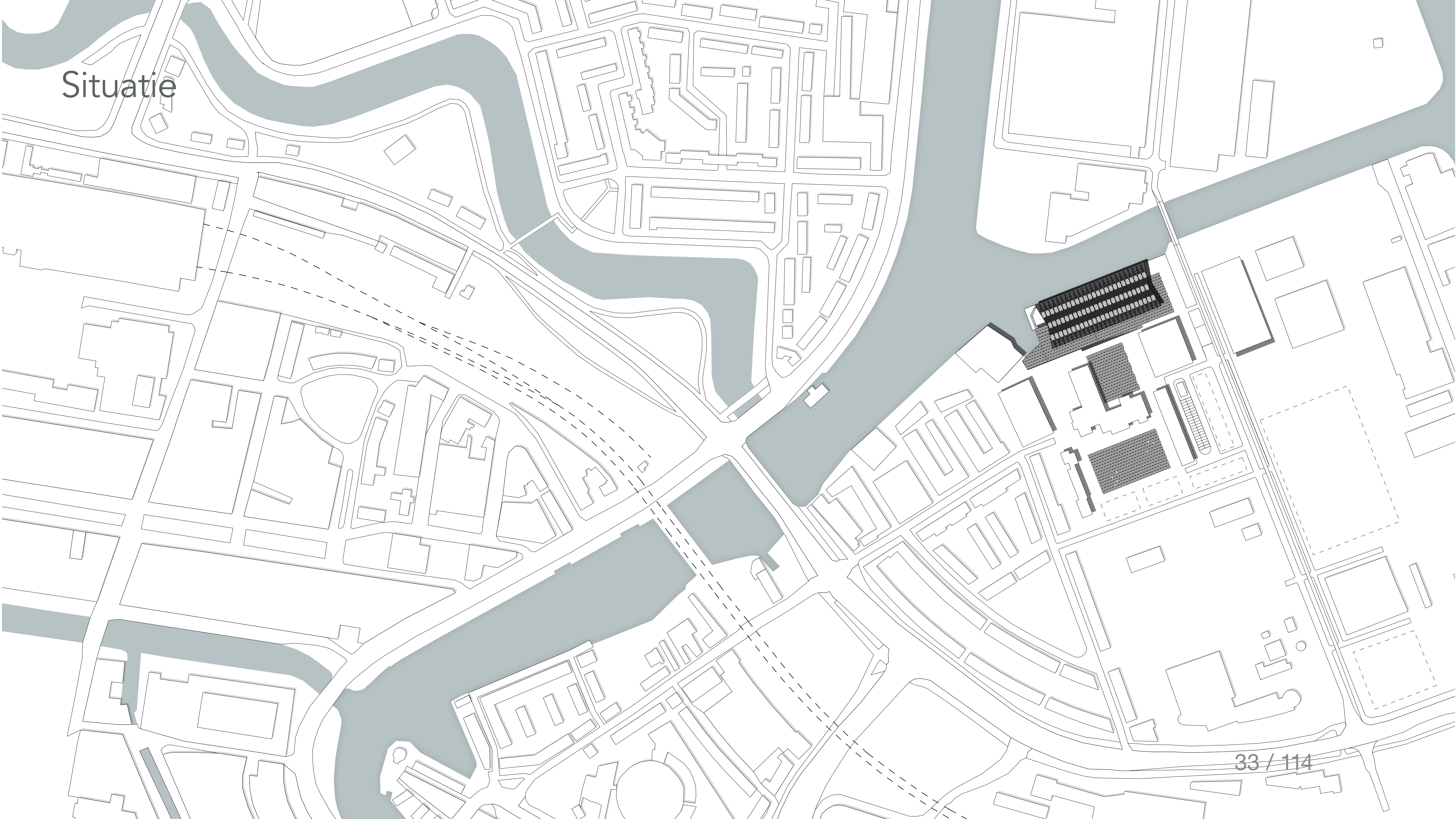
Opdracht



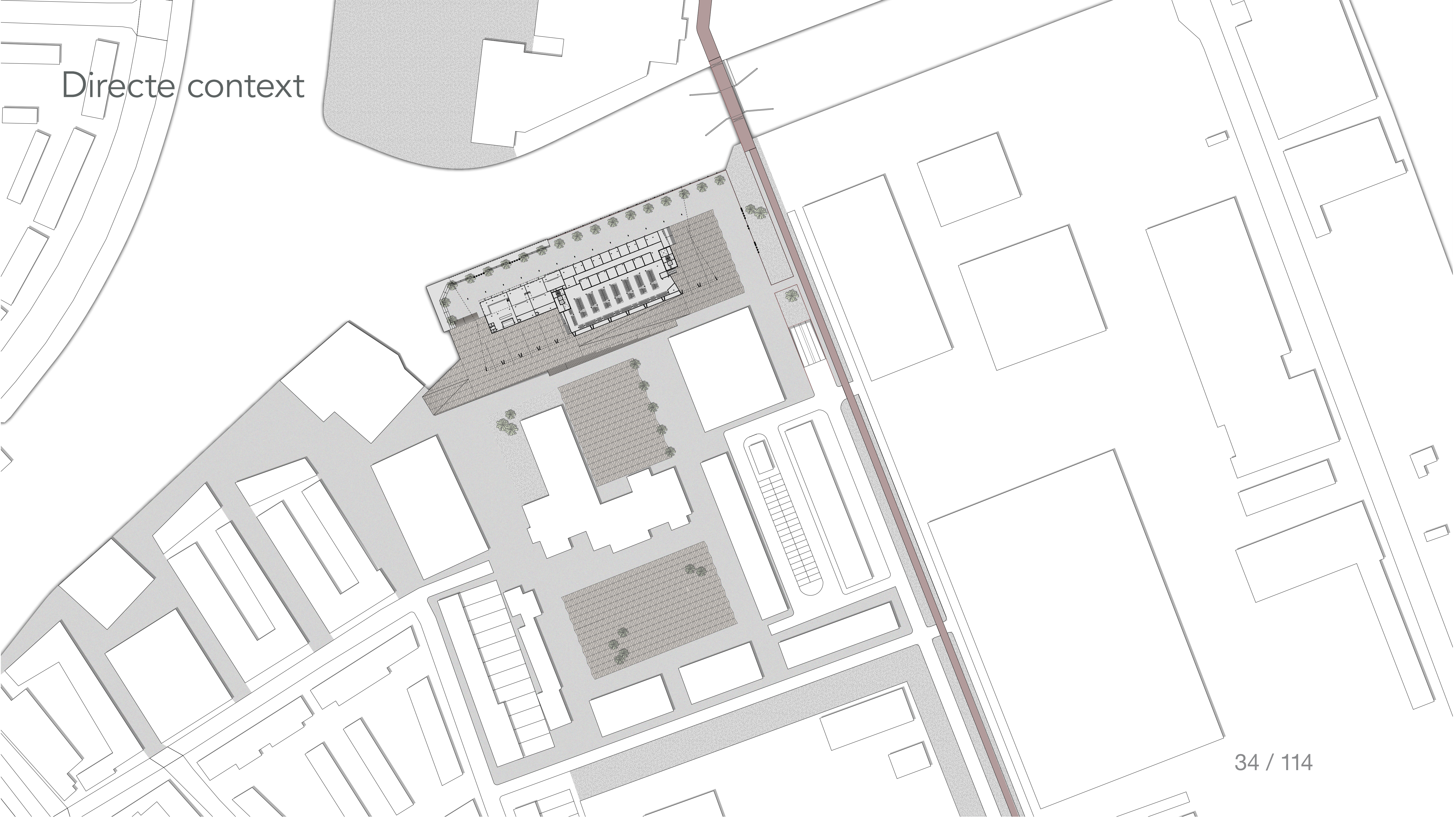
// Het ontwerp

*Multi interpretabele markt- en
evenmentenlocatie in Haarlem*

Situatie



Directe context



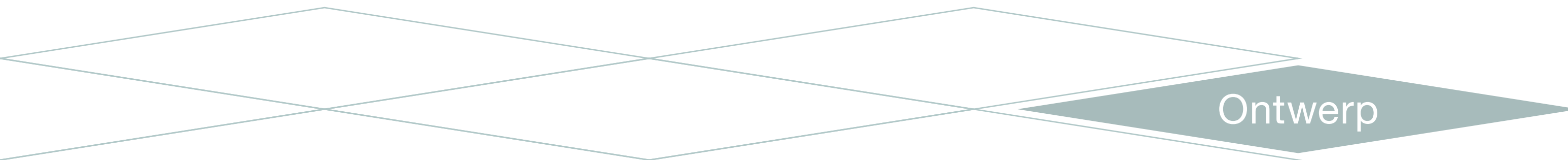
Ontwerp



Concept



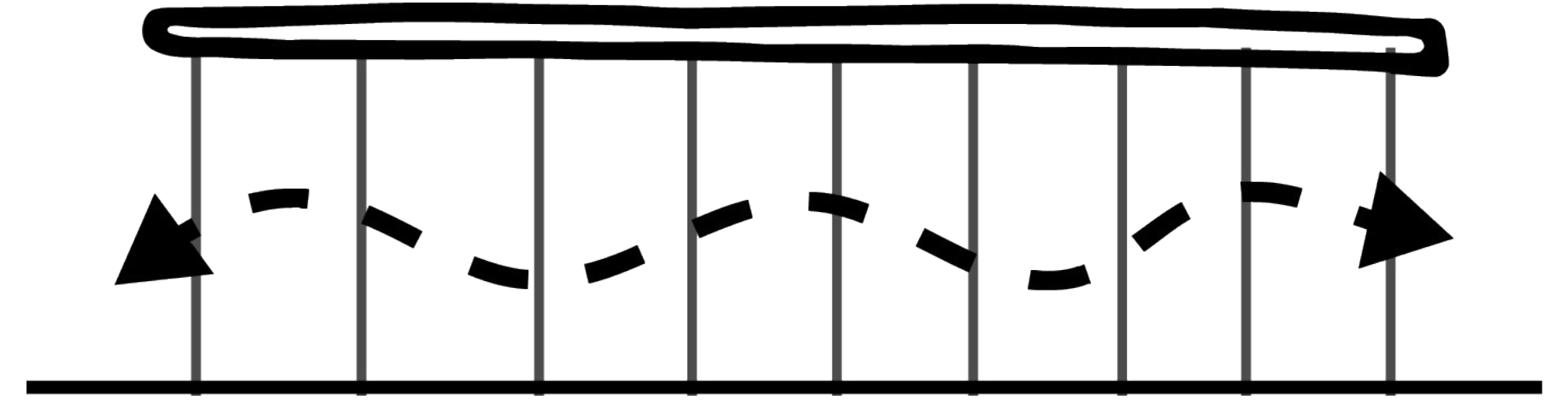
"Dak", "bak" & "landschap"



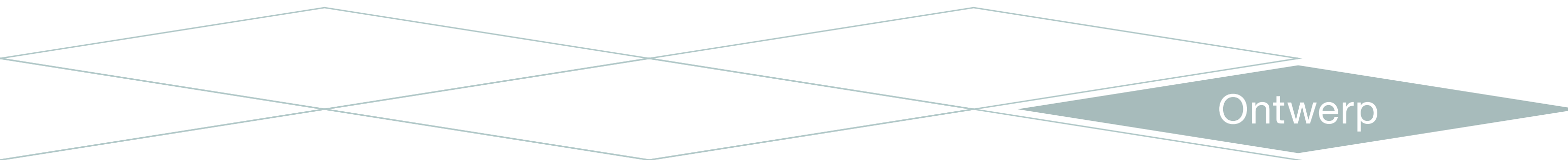
Concept



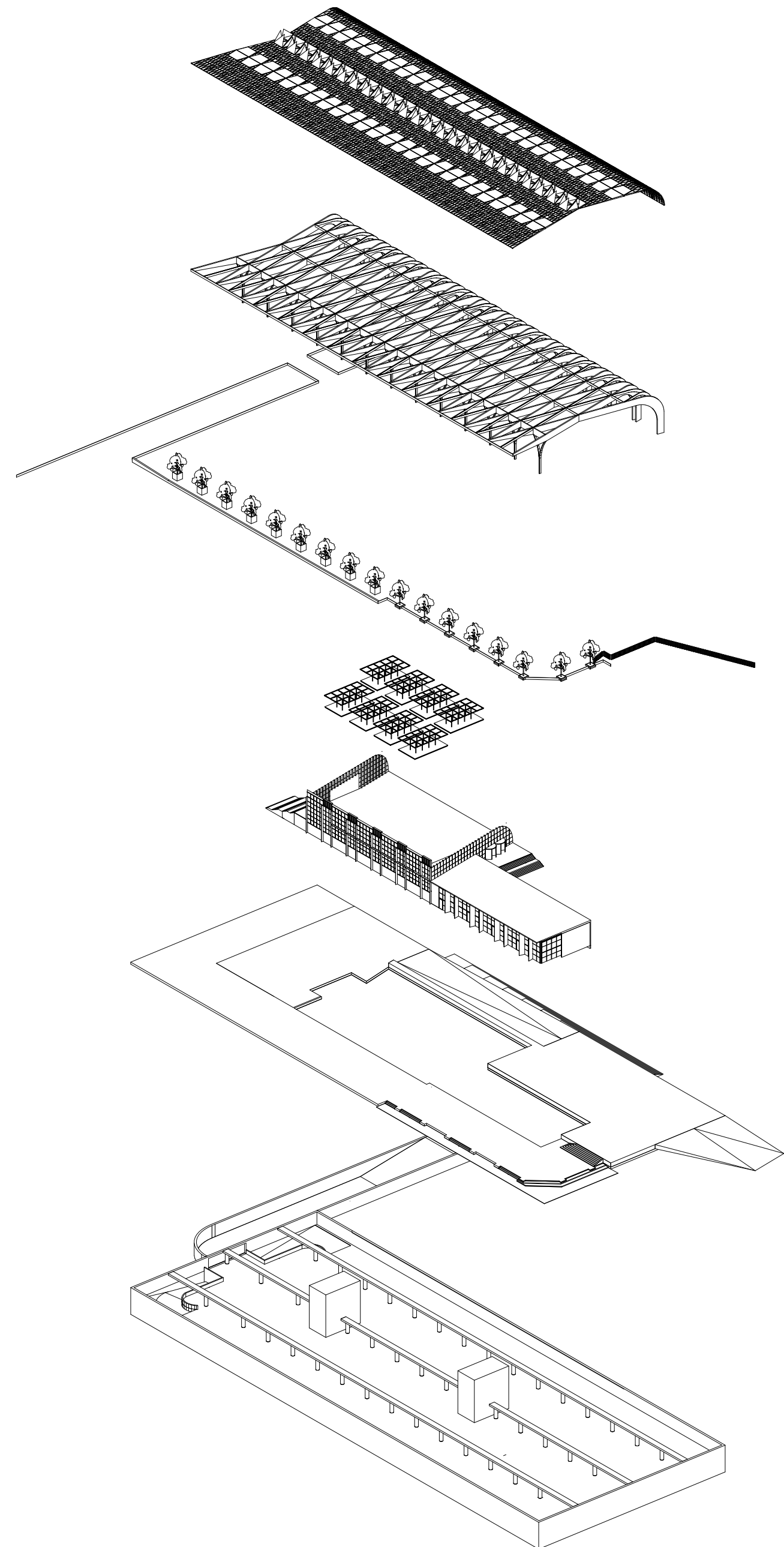
"Dak", "bak" & "landschap"



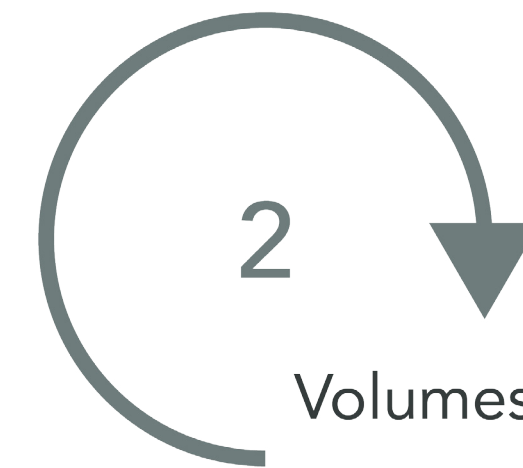
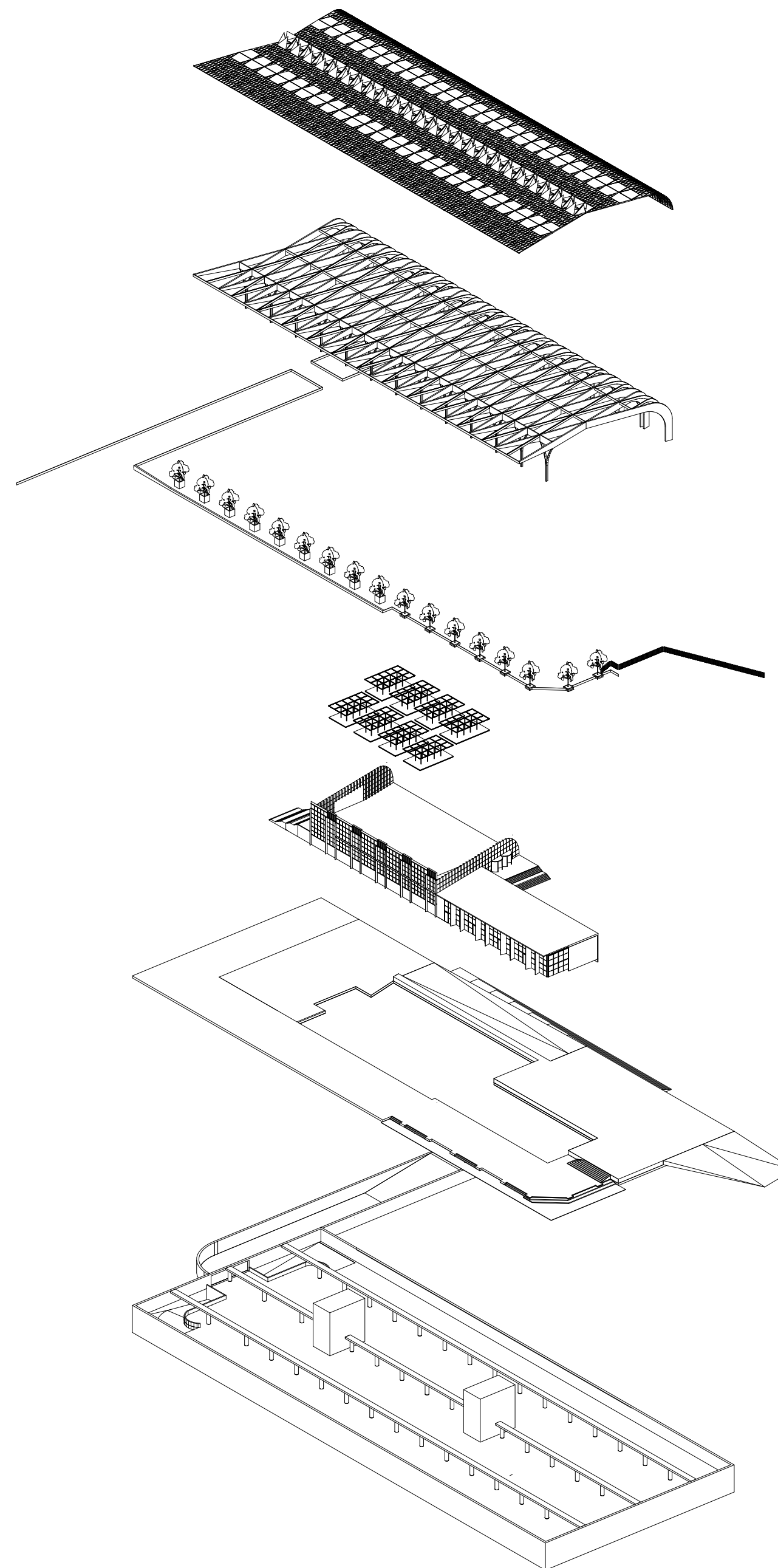
Structuur en programma



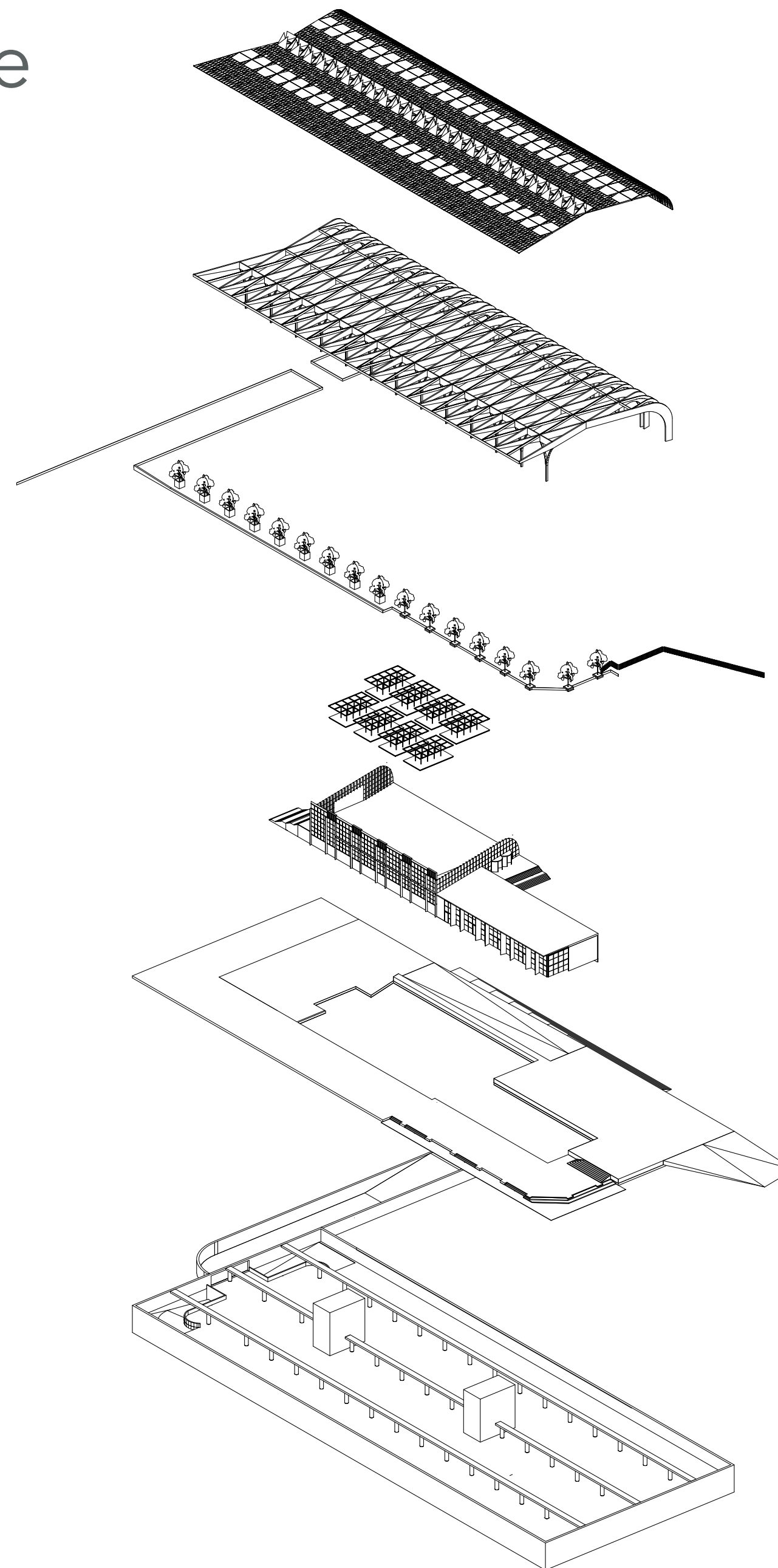
Ontwerp



Niveau's van tijdelijkheid



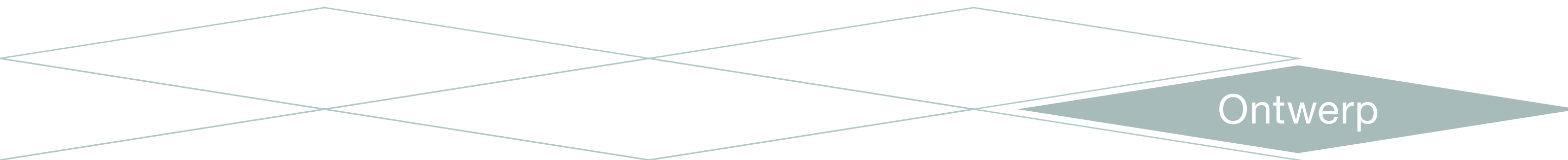
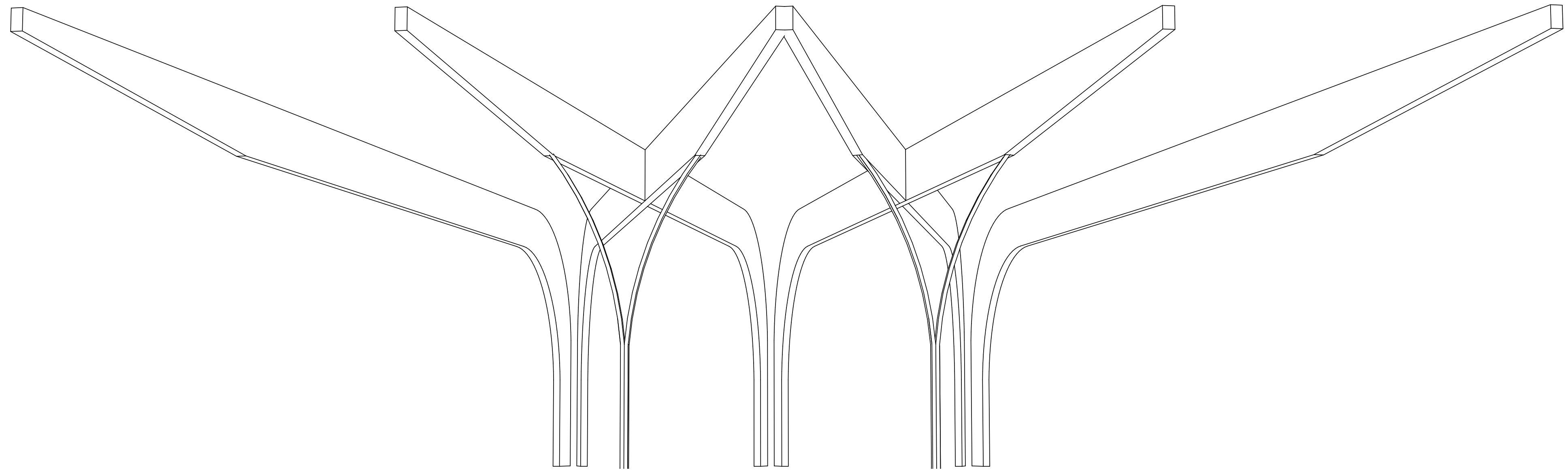
Niveau 1: dak & parkeergarage





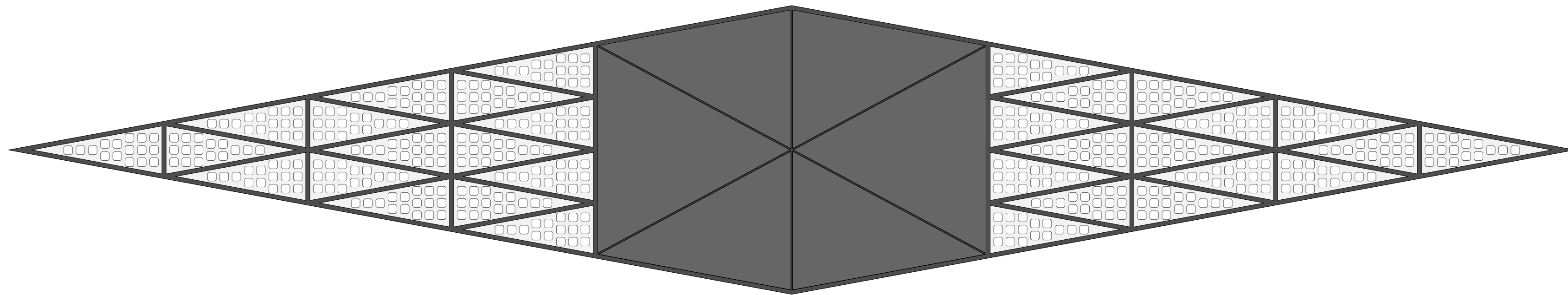
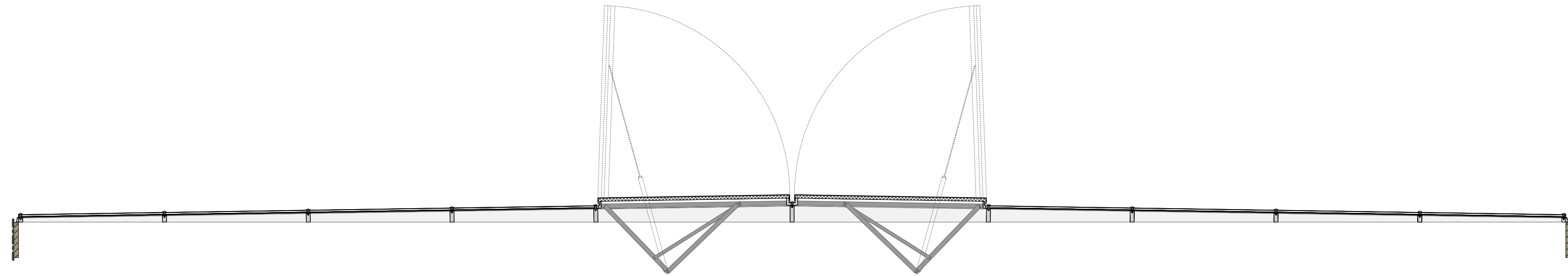


Dak



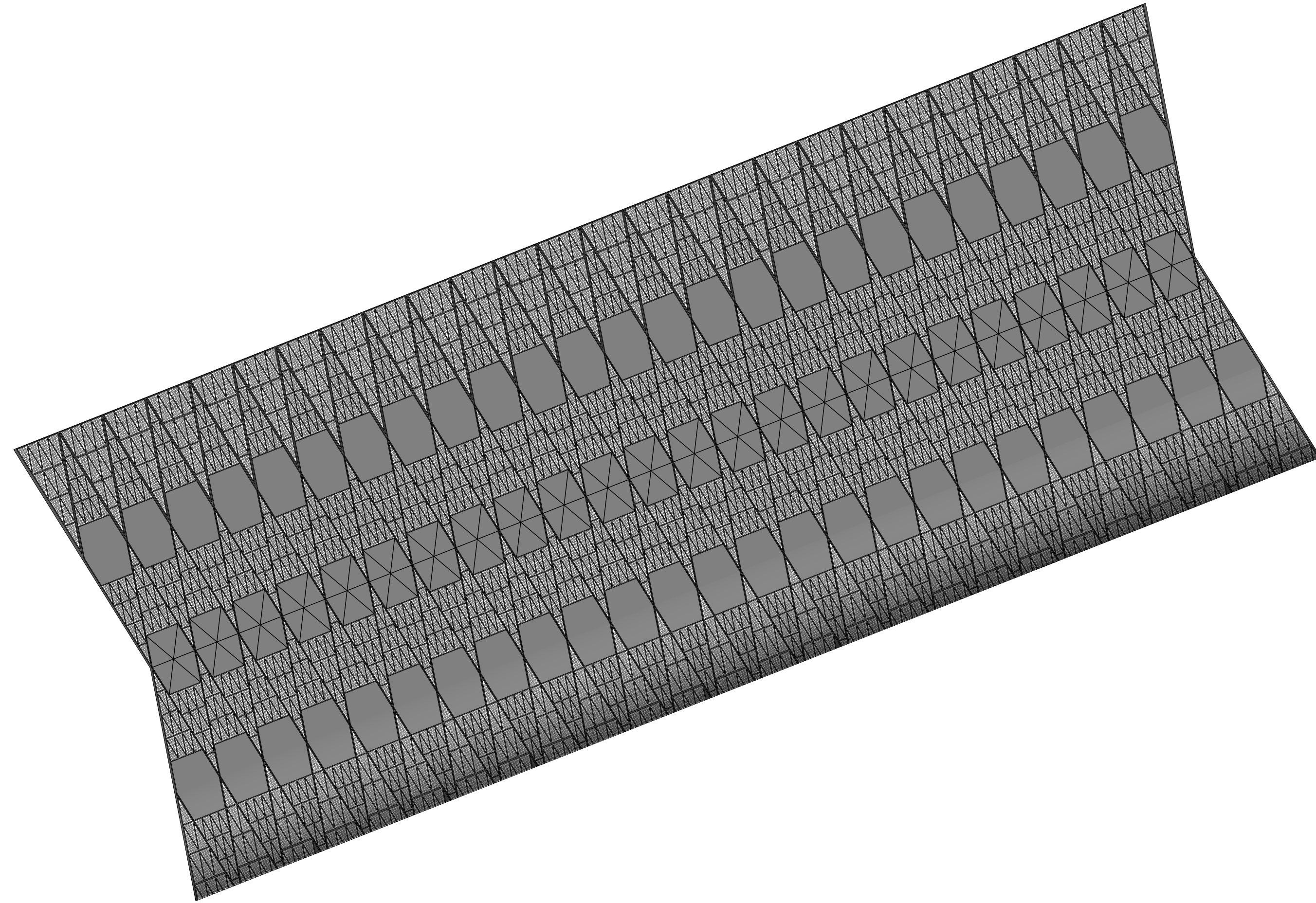


Dakbedekking



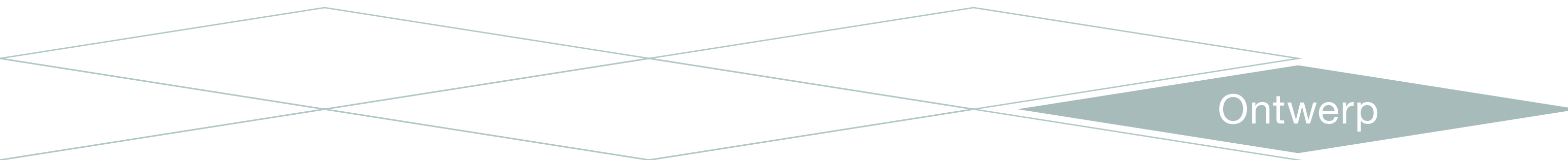
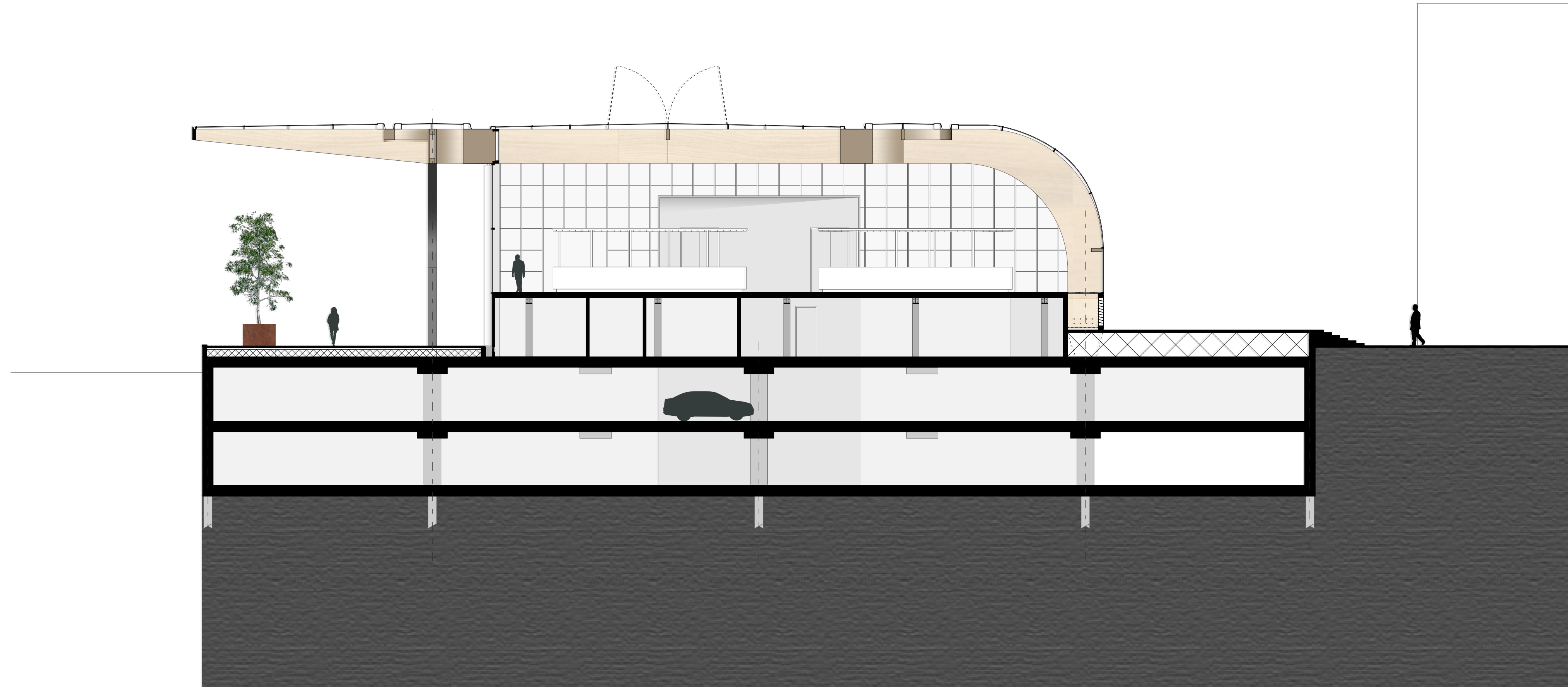
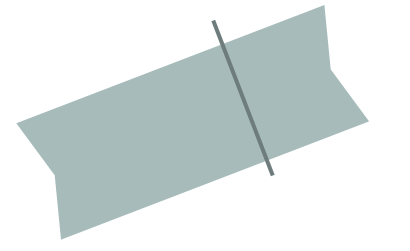


Dakbedekking



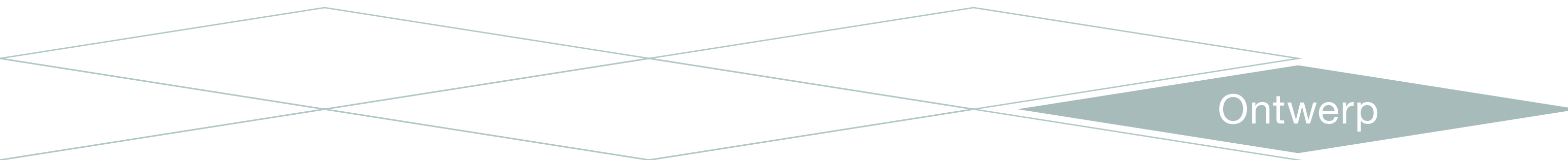
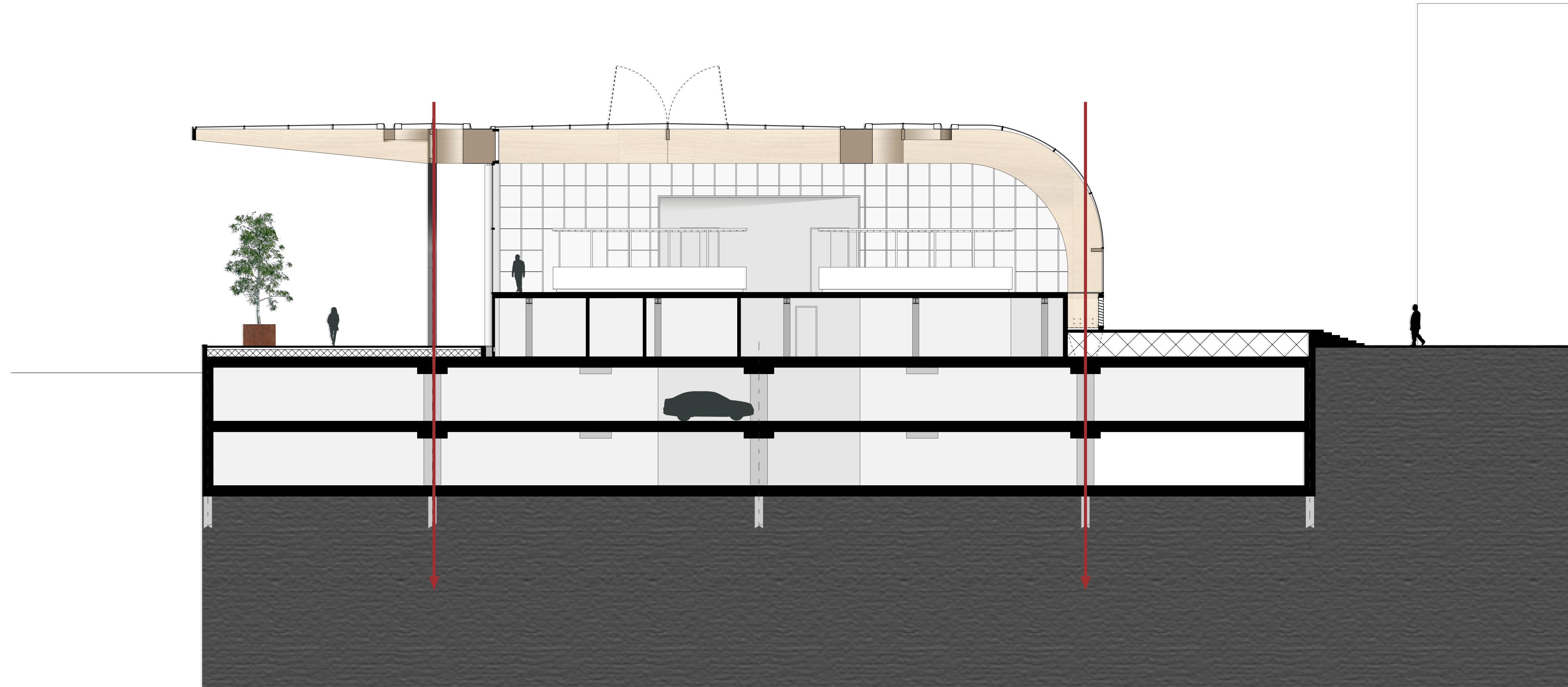
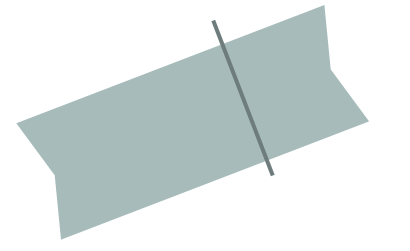


Parkeergarage - doorsnede



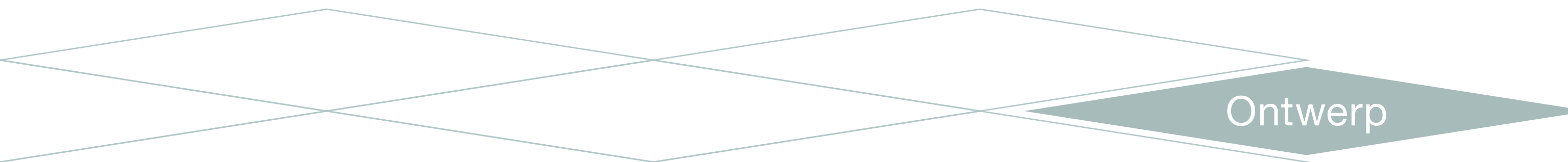
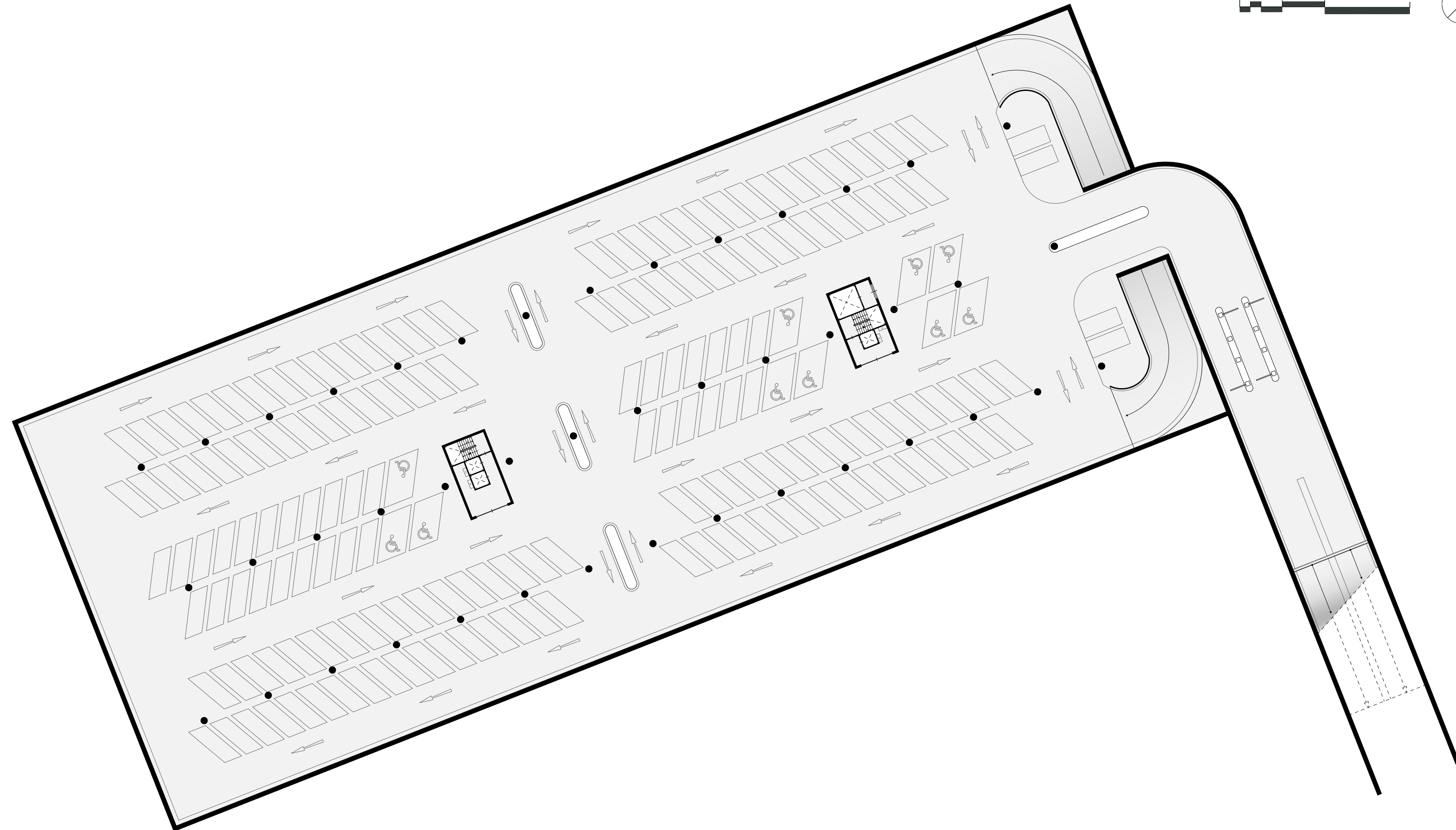
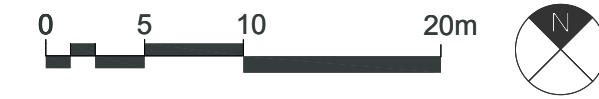


Constructie



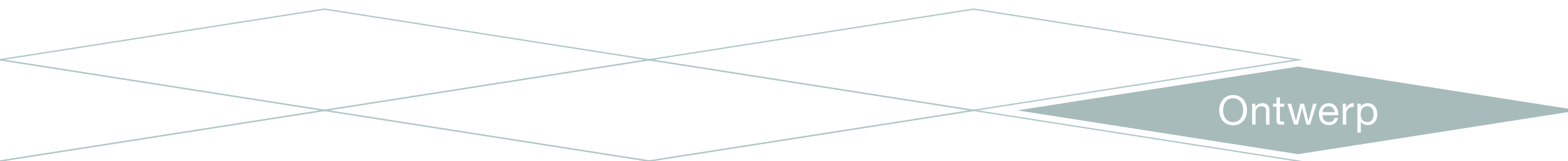
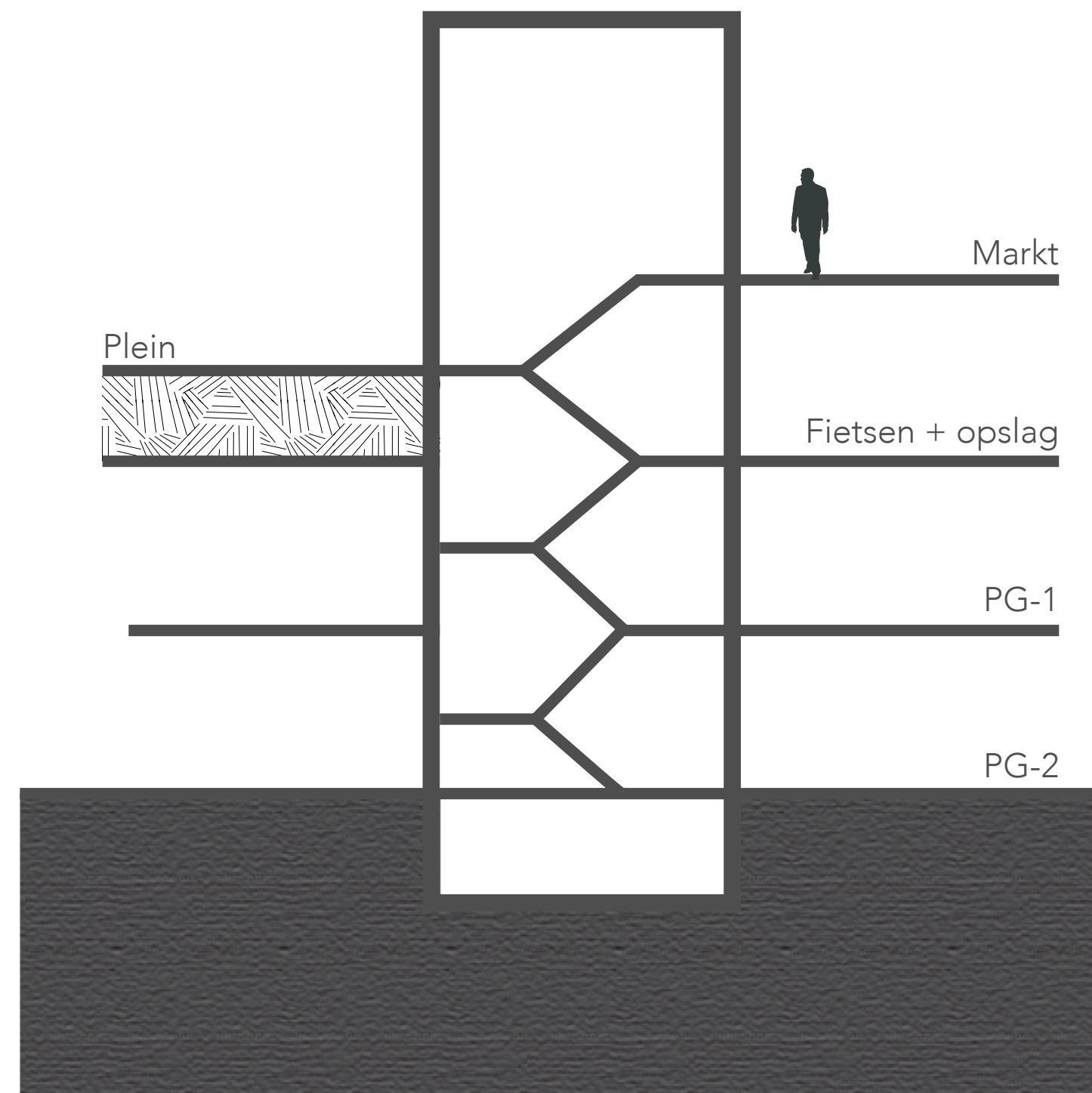


Parkeergarage - plattegrond L-1

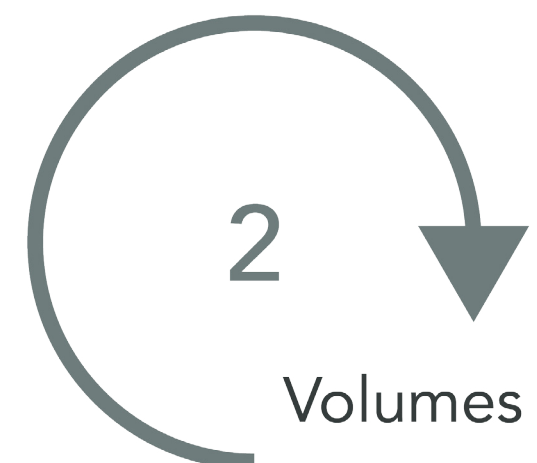
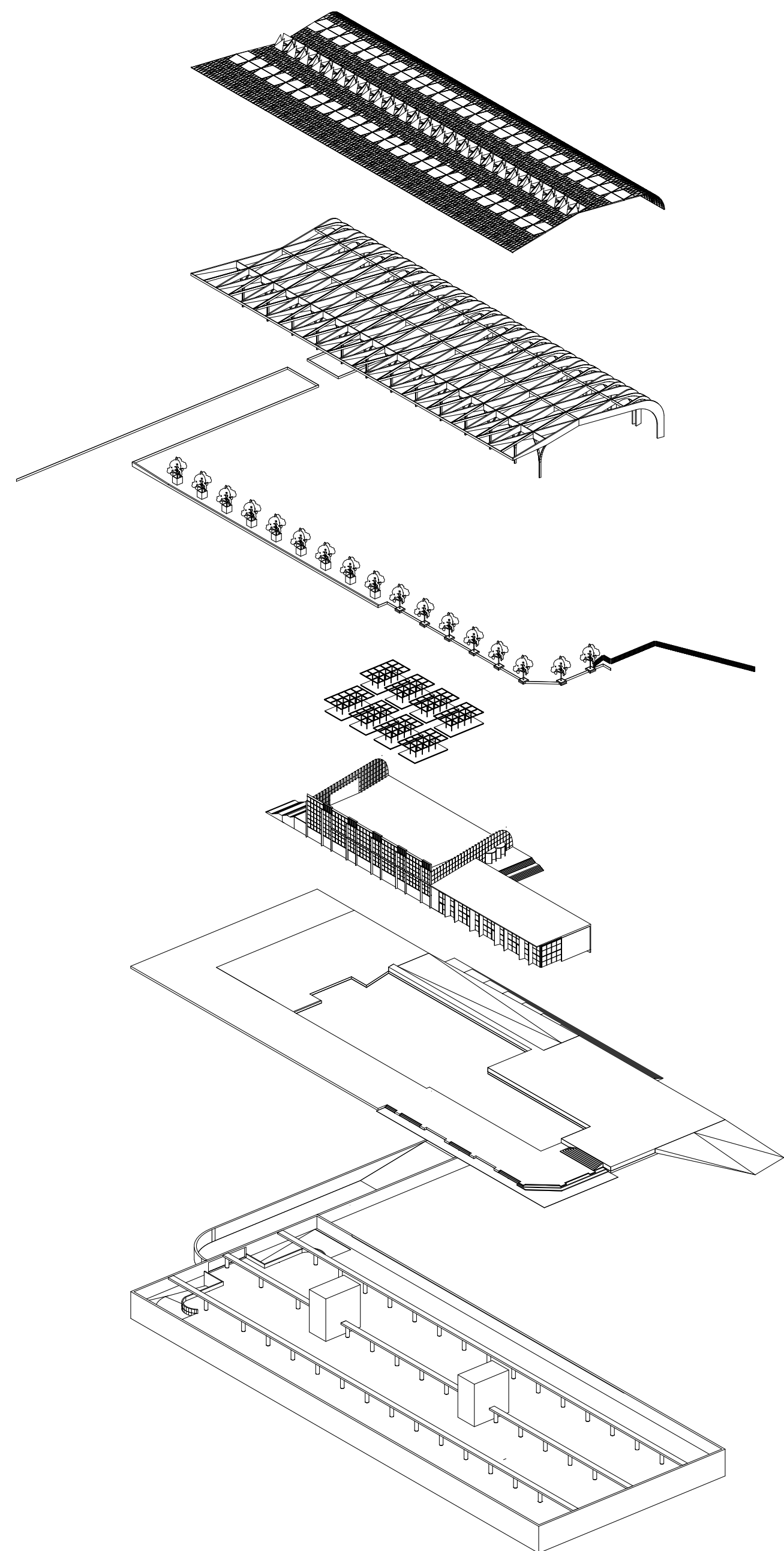


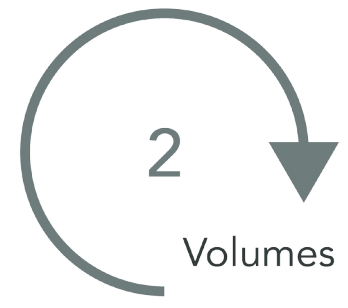


Stijgkernen

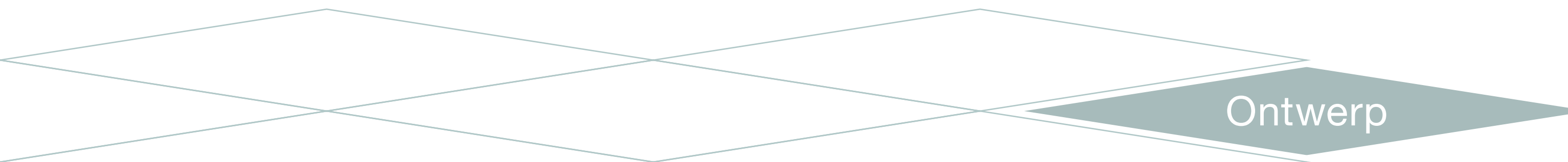
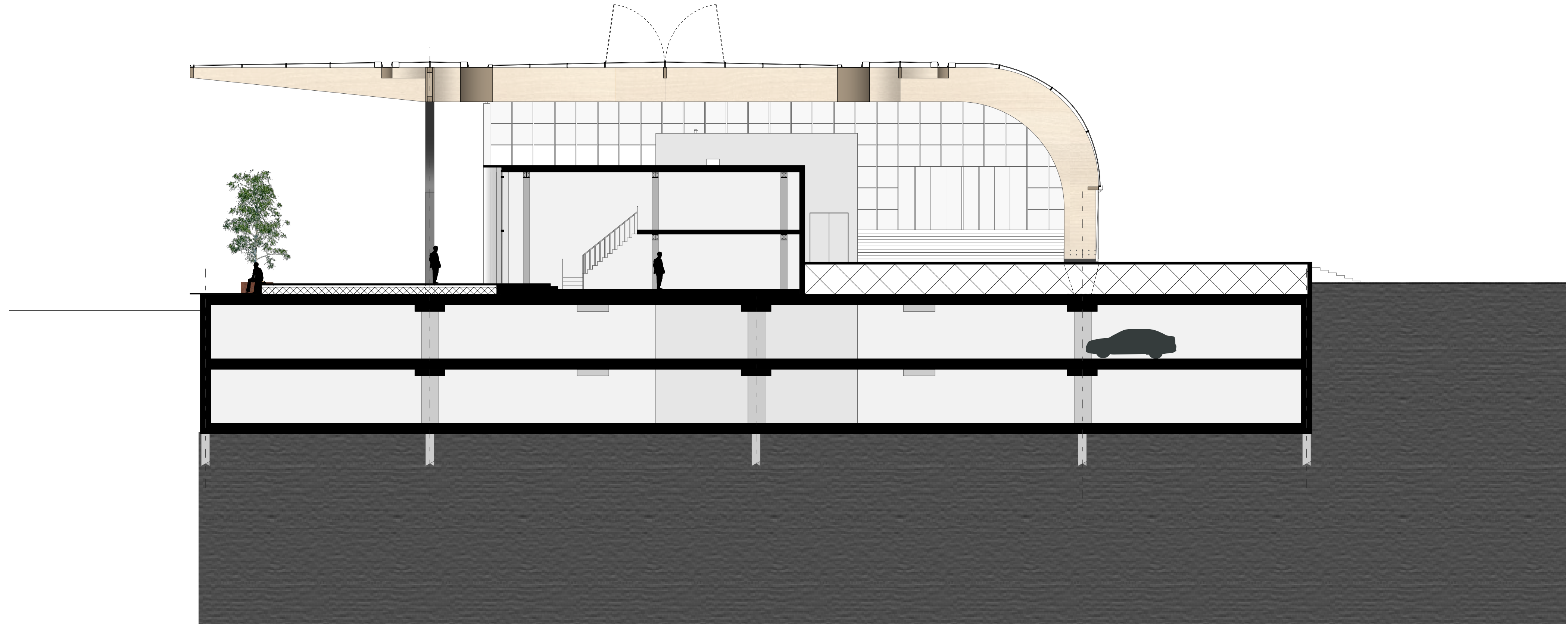


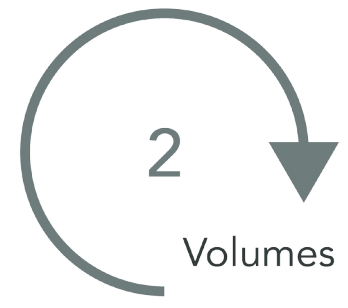
Niveau 2: volumes



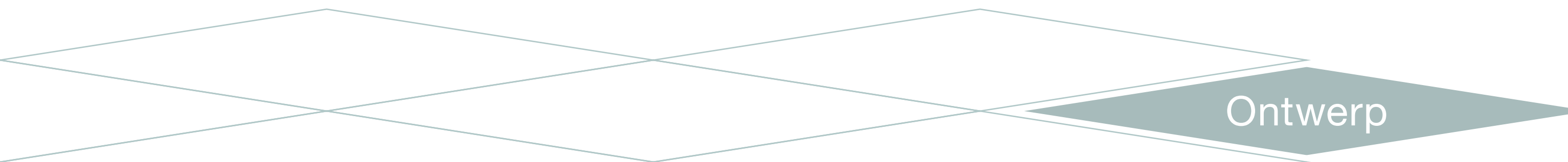
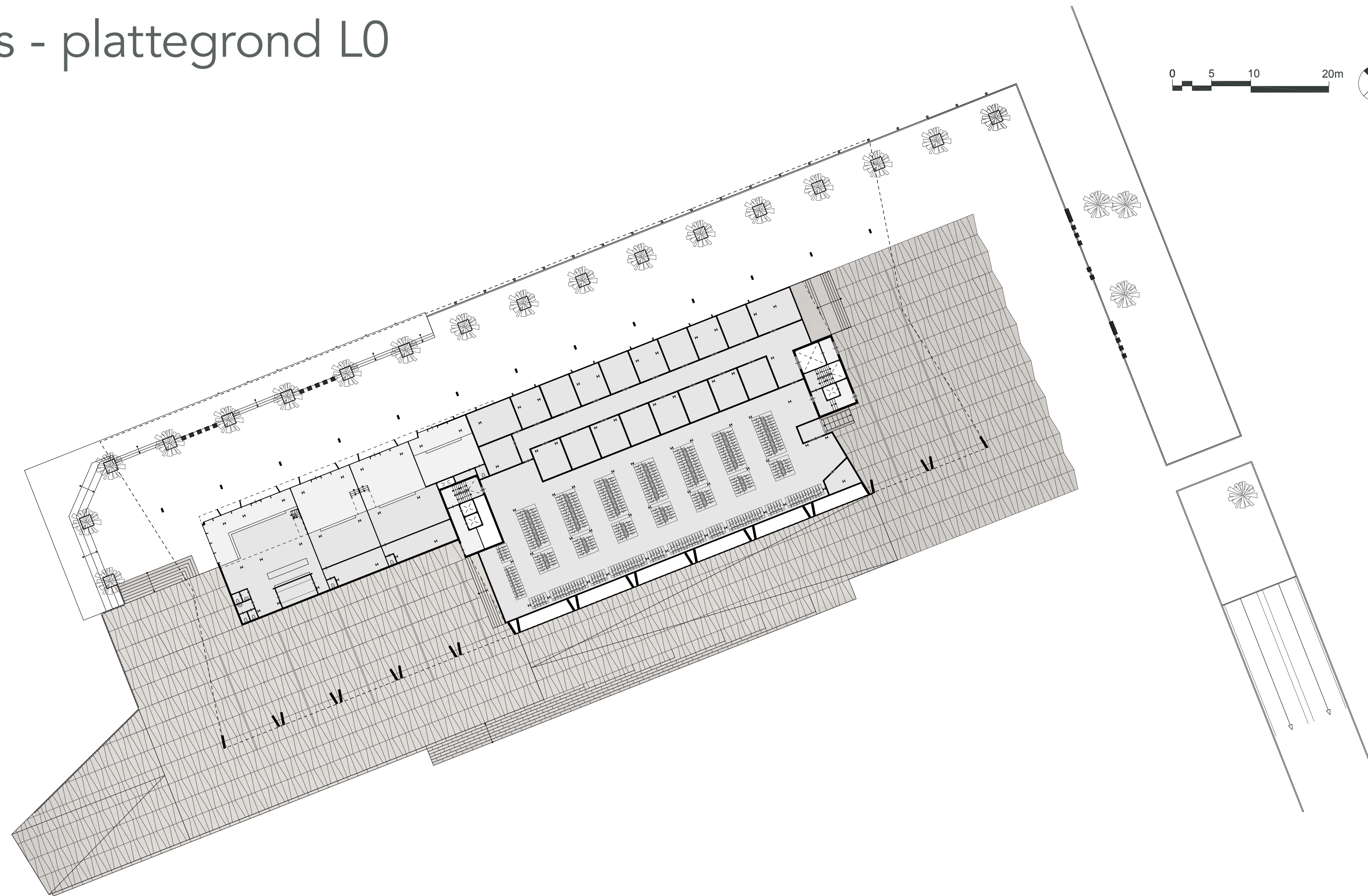


Lofts - doorsnede

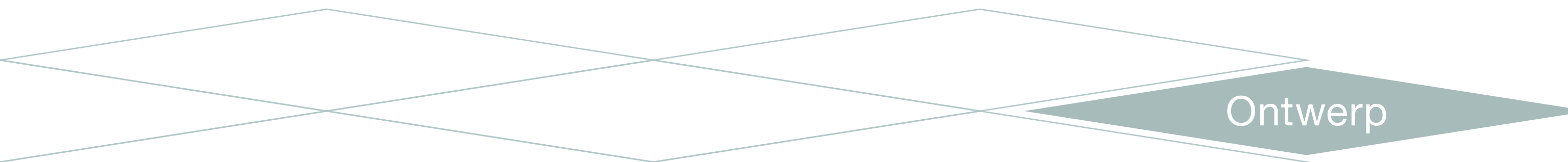
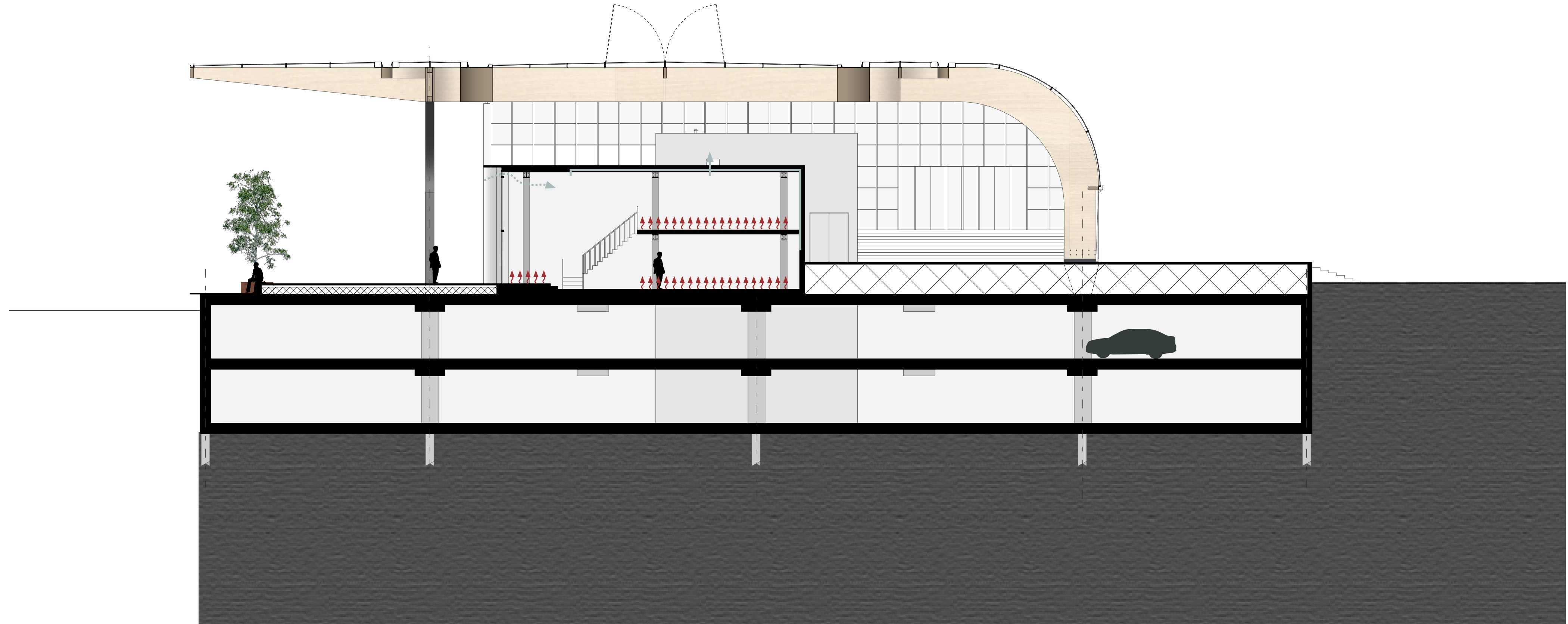
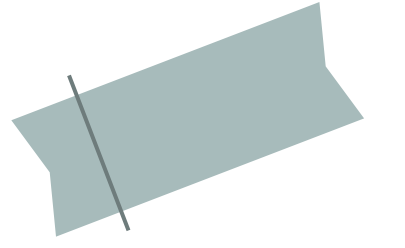




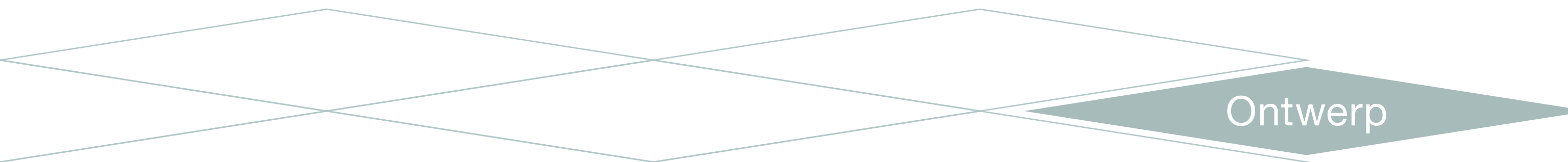
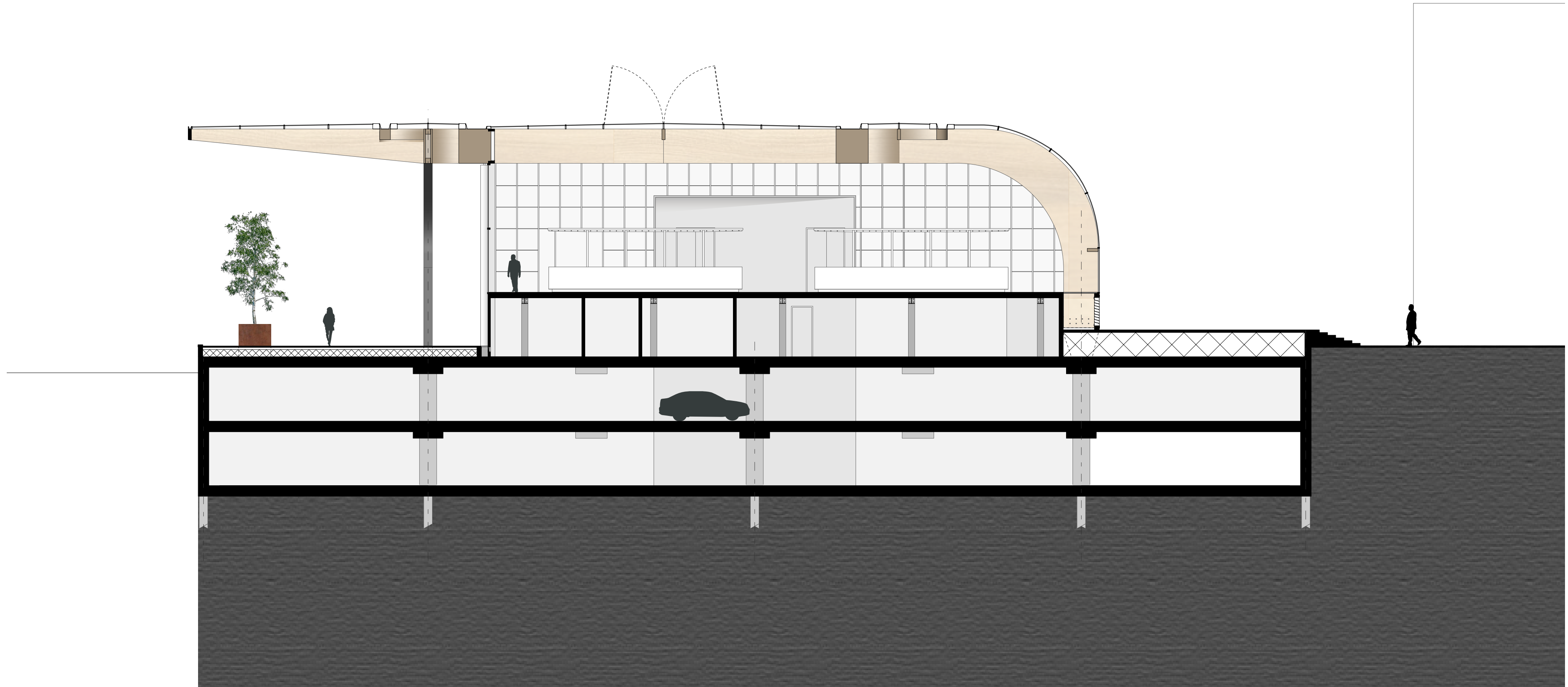
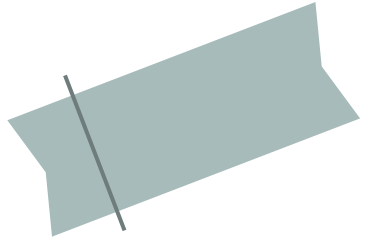
Lofts - plattegrond L0

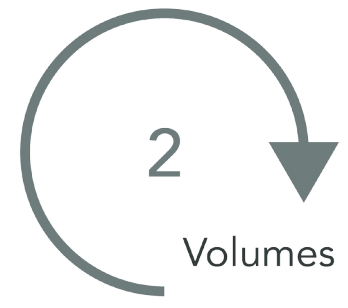


Lofts - klimaat

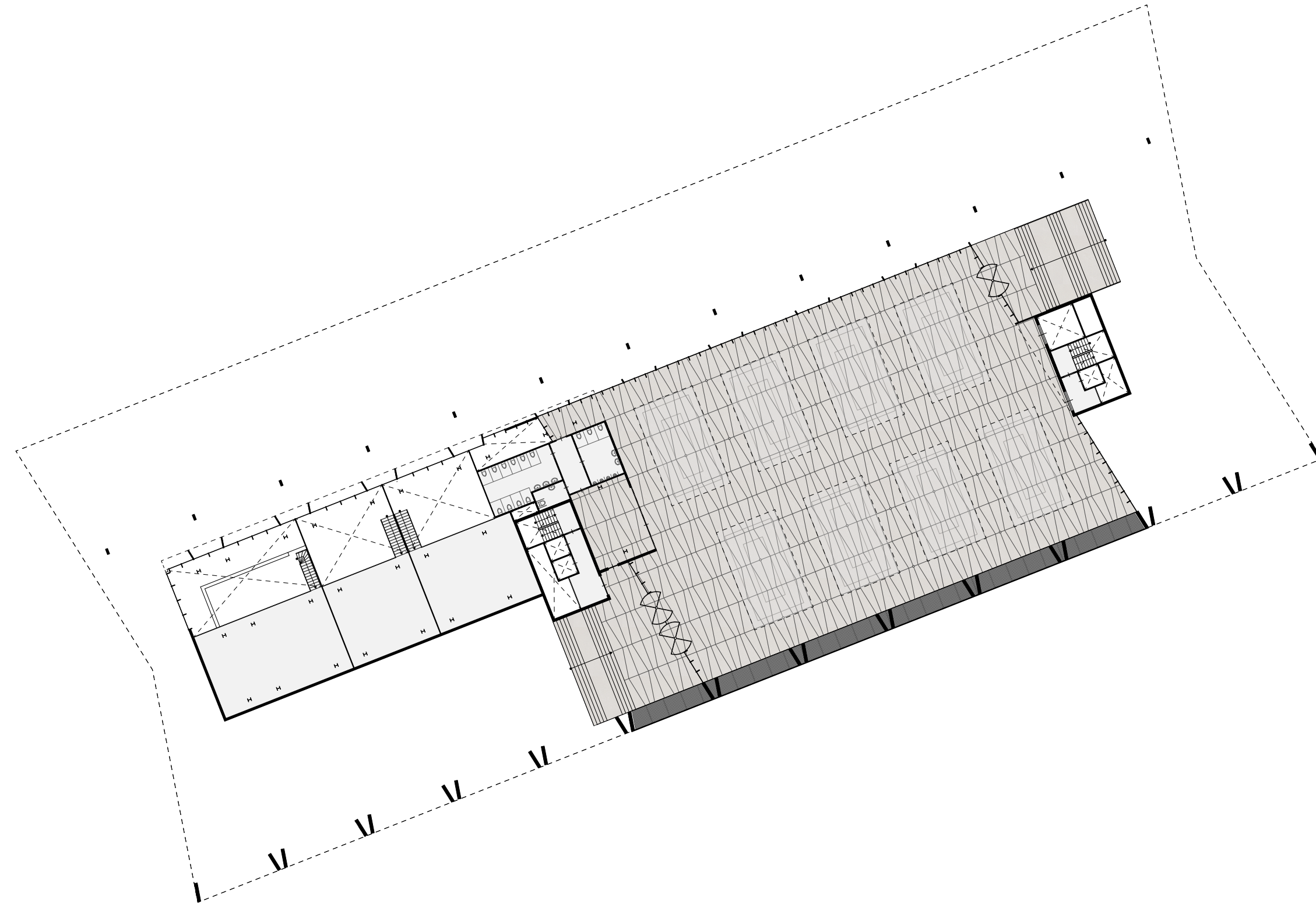
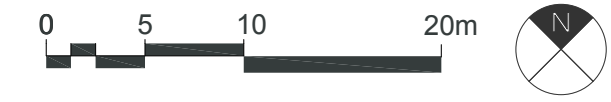


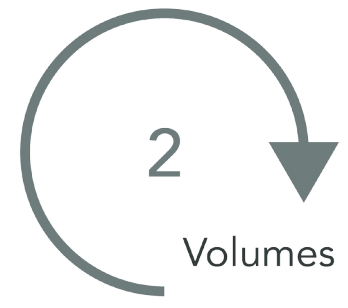
Markthal - doorsnede



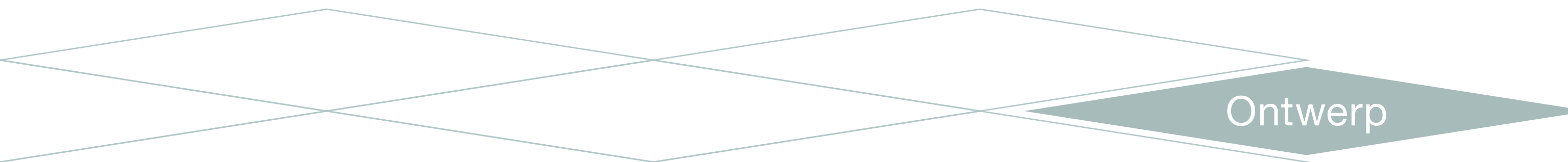
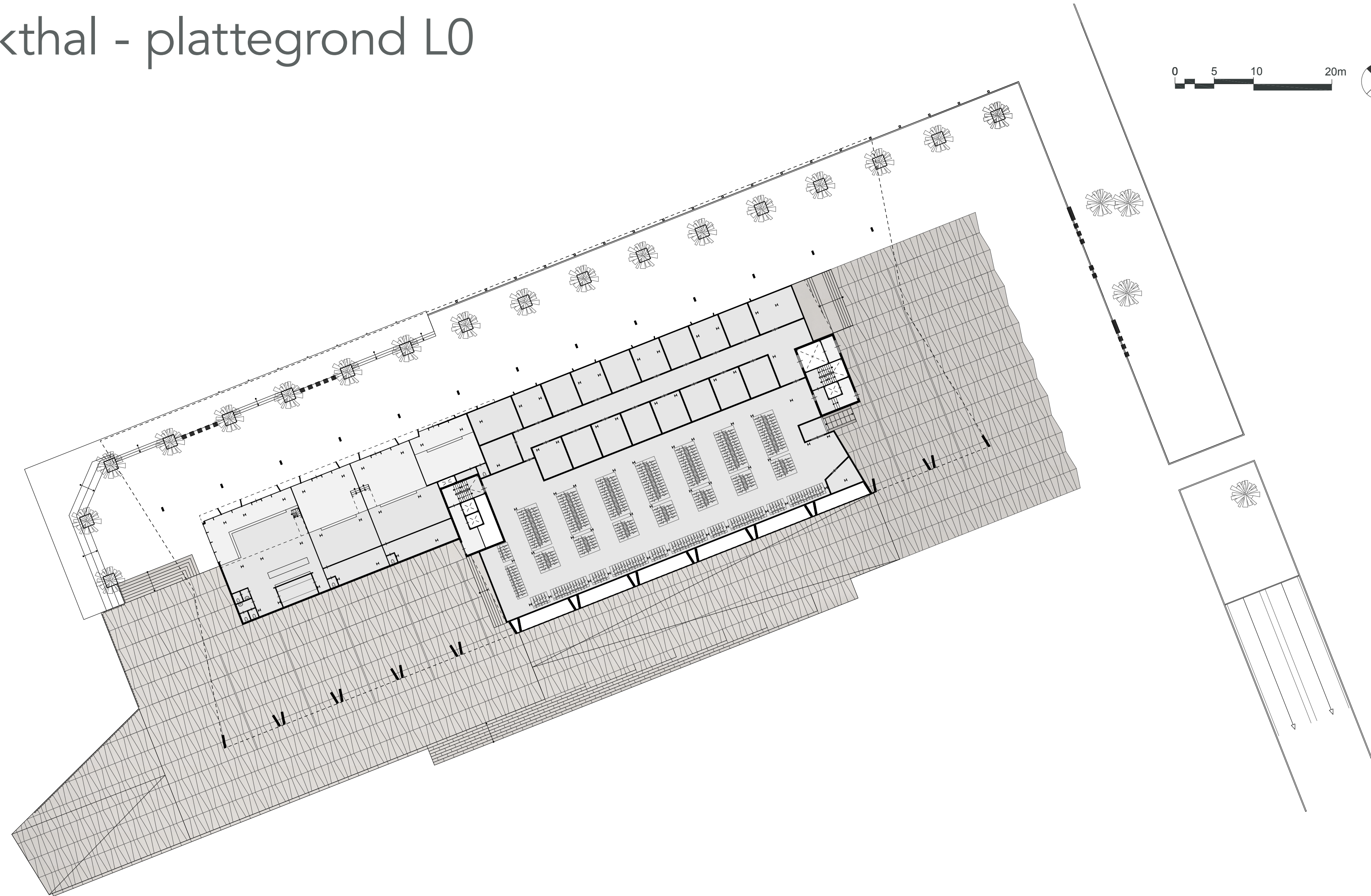
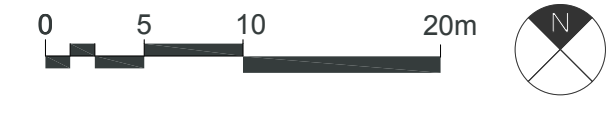


Markthal - plattegrond L1

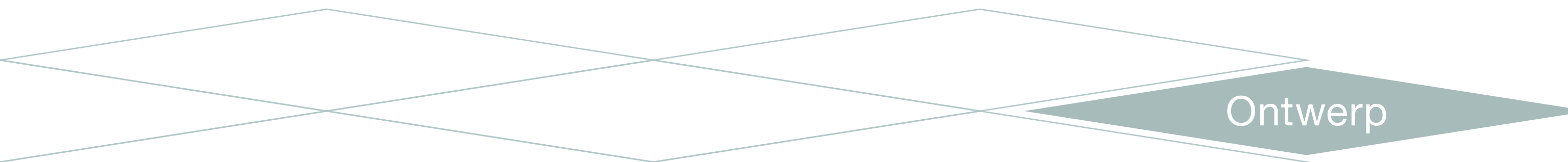
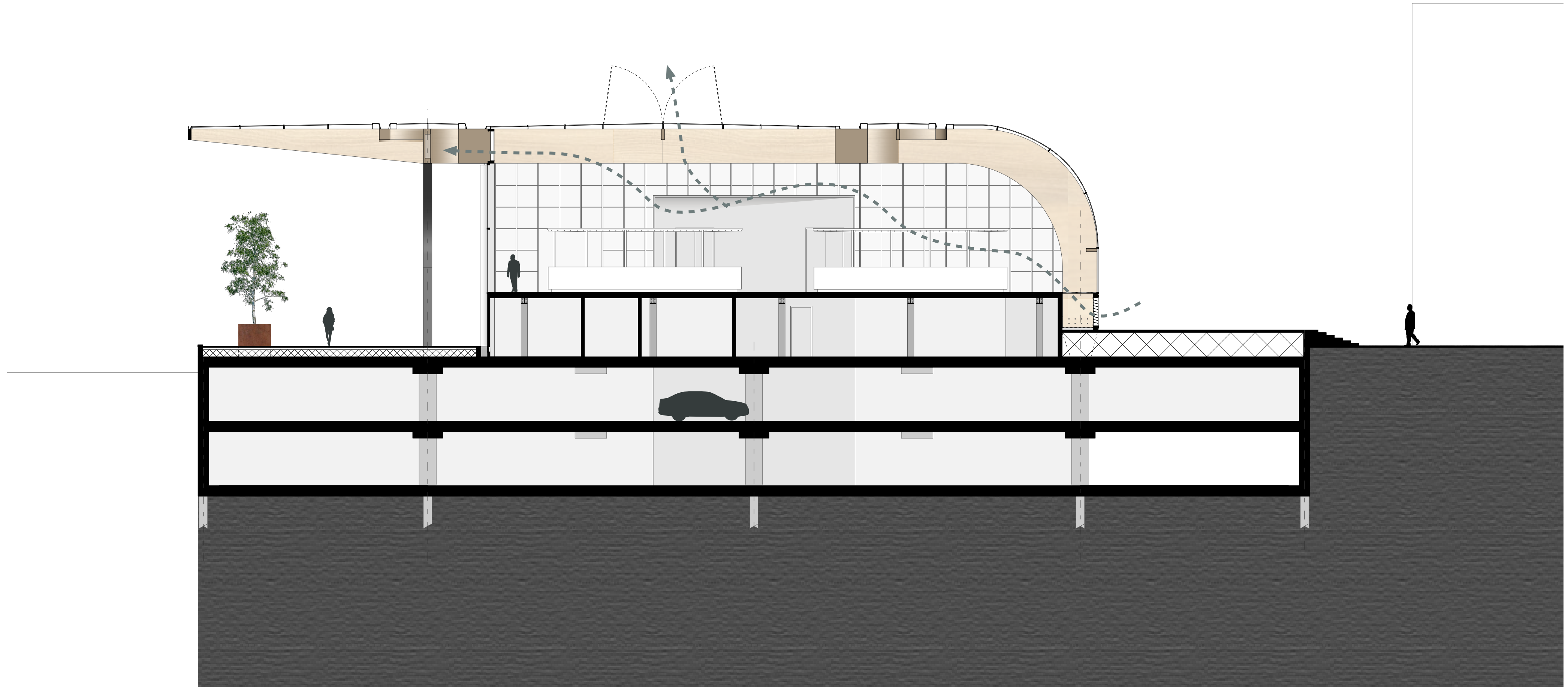
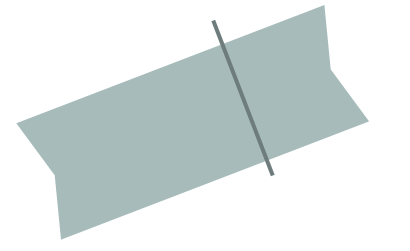


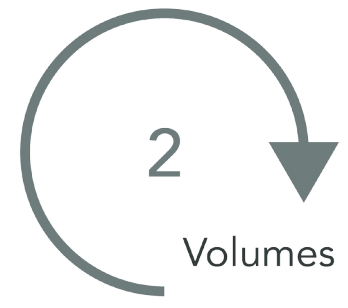


Markthal - plattegrond L0

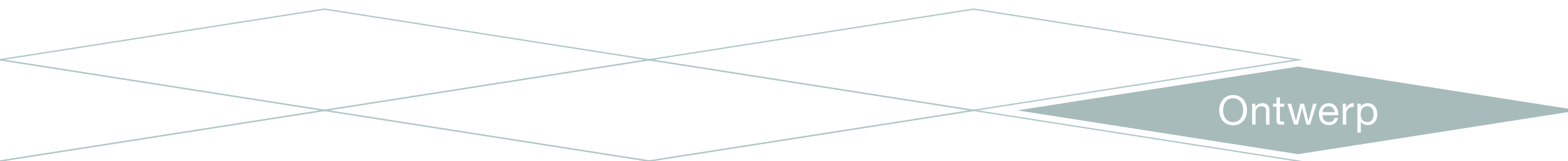
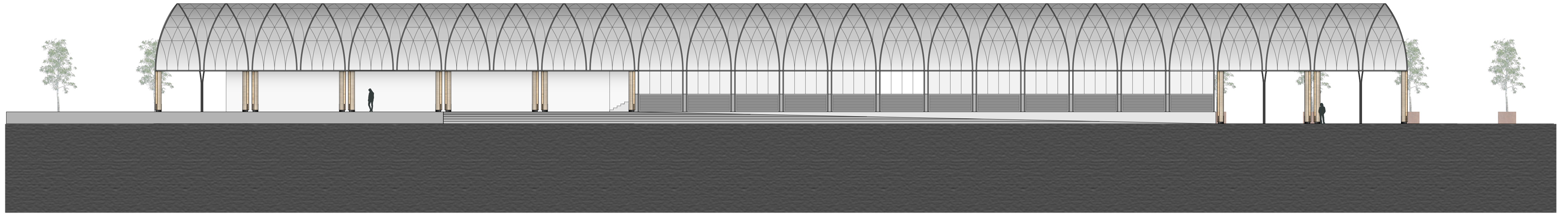


Markthal - klimaat

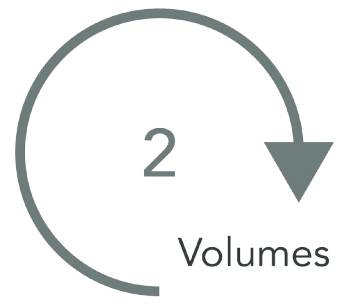




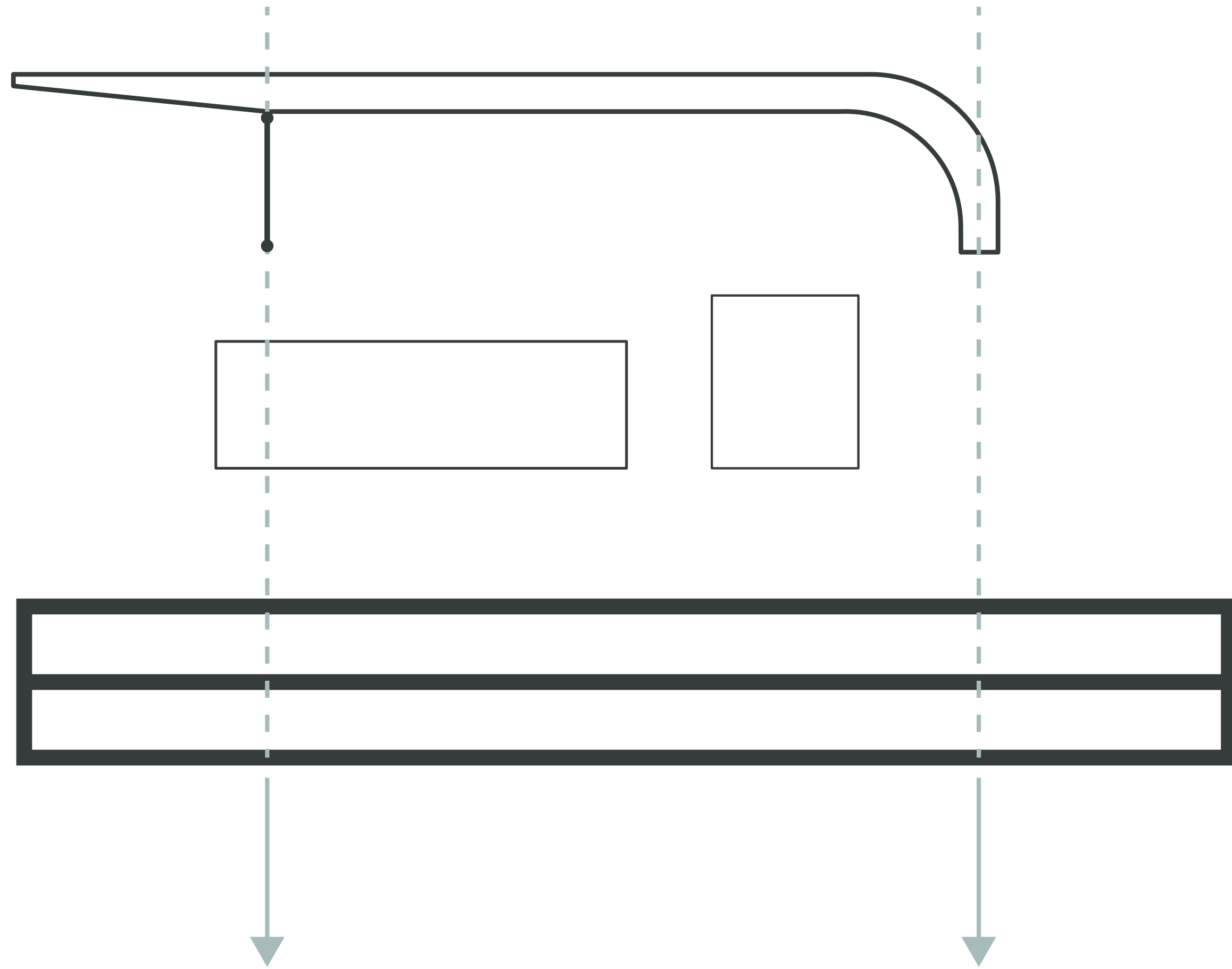
Gevel lichtplein







Constructie

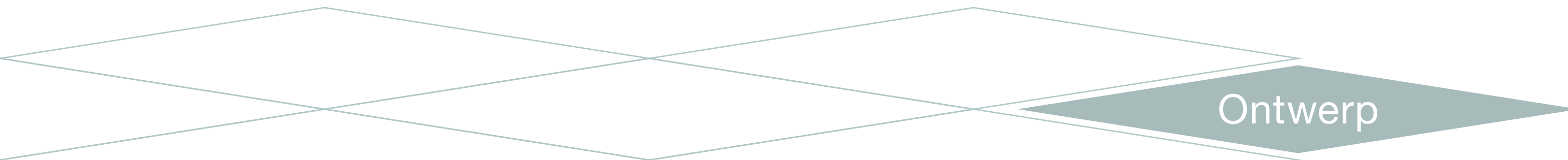


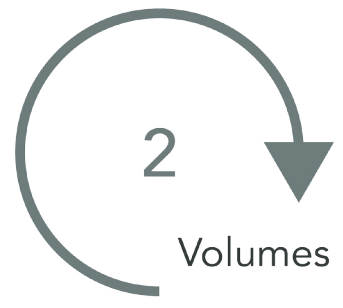
Dakconstructie

Lichte topconstructie

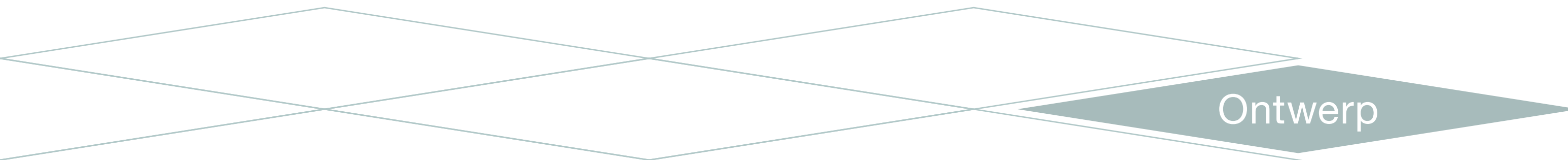
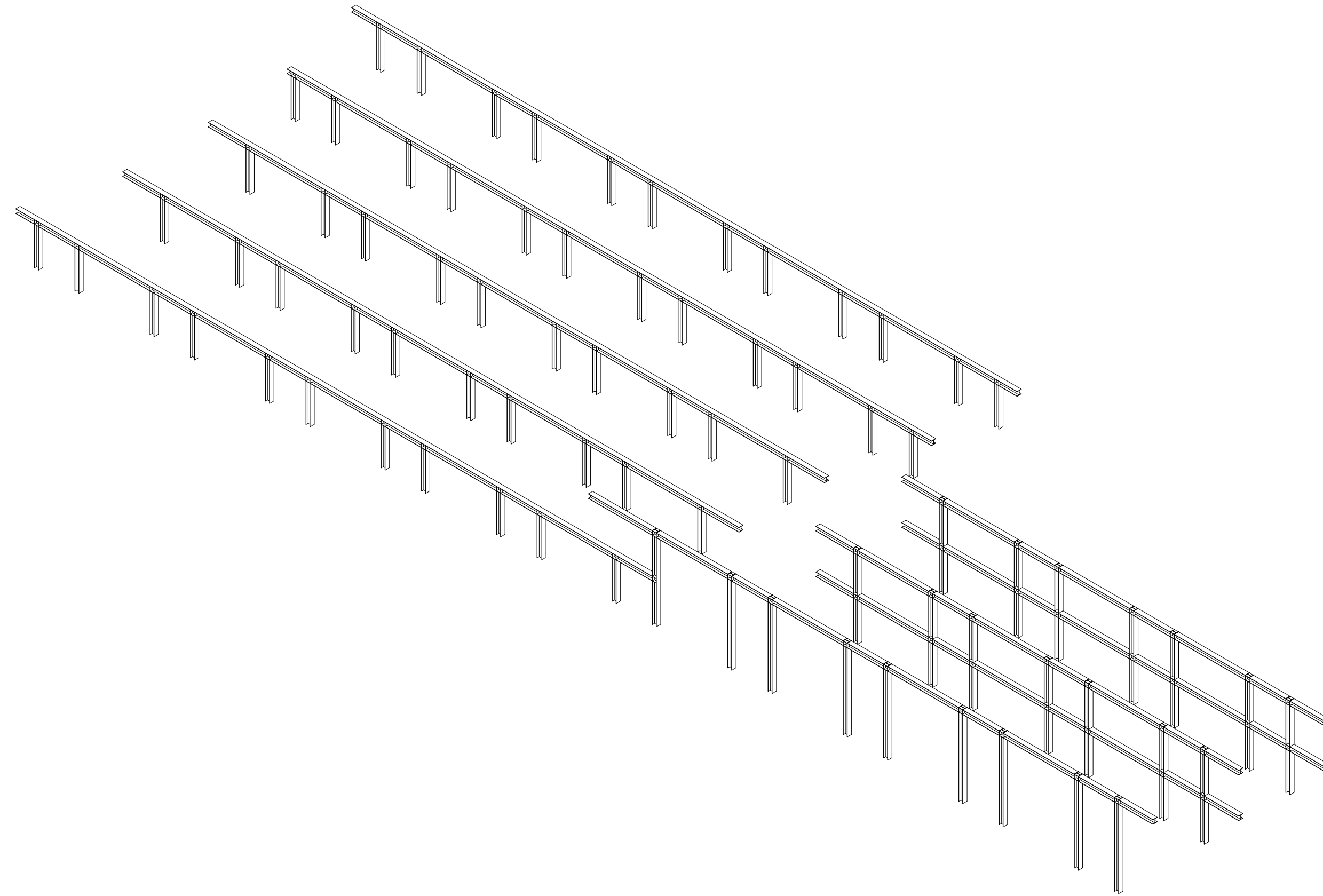
Fundering

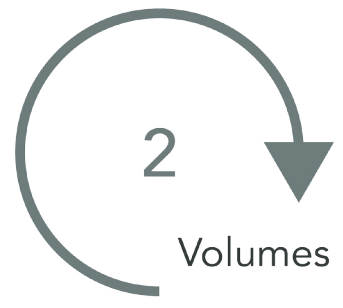
Trekpalen



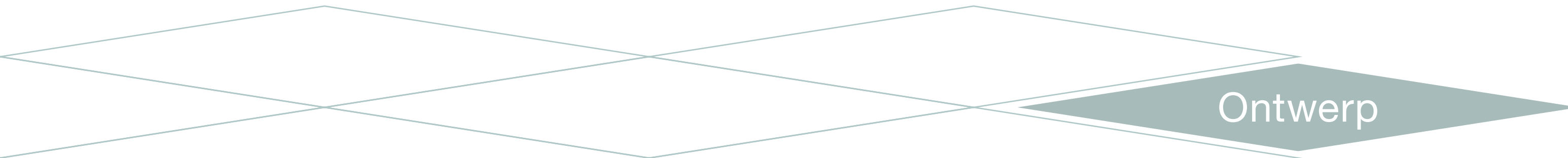
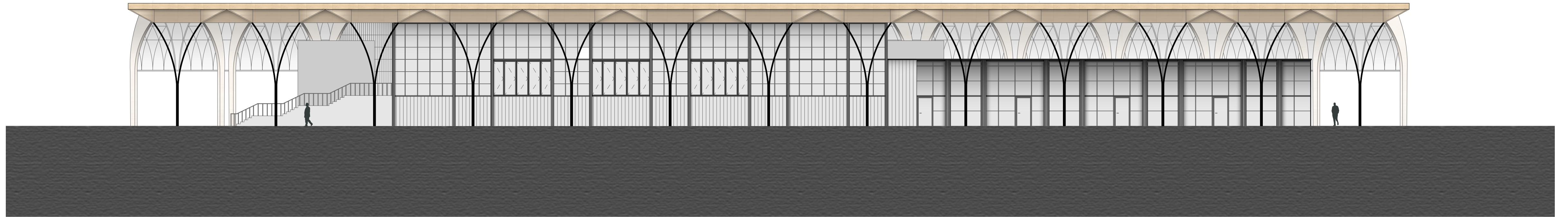


Constructie

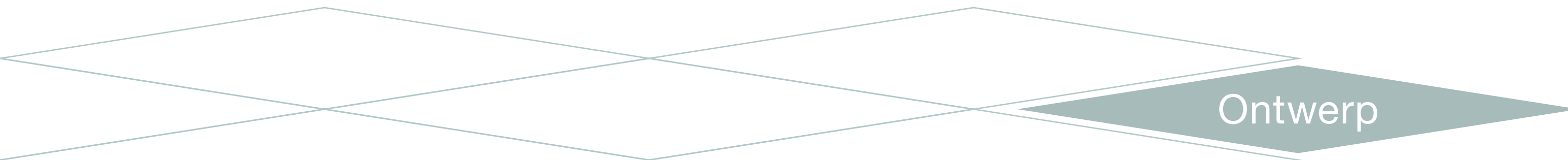
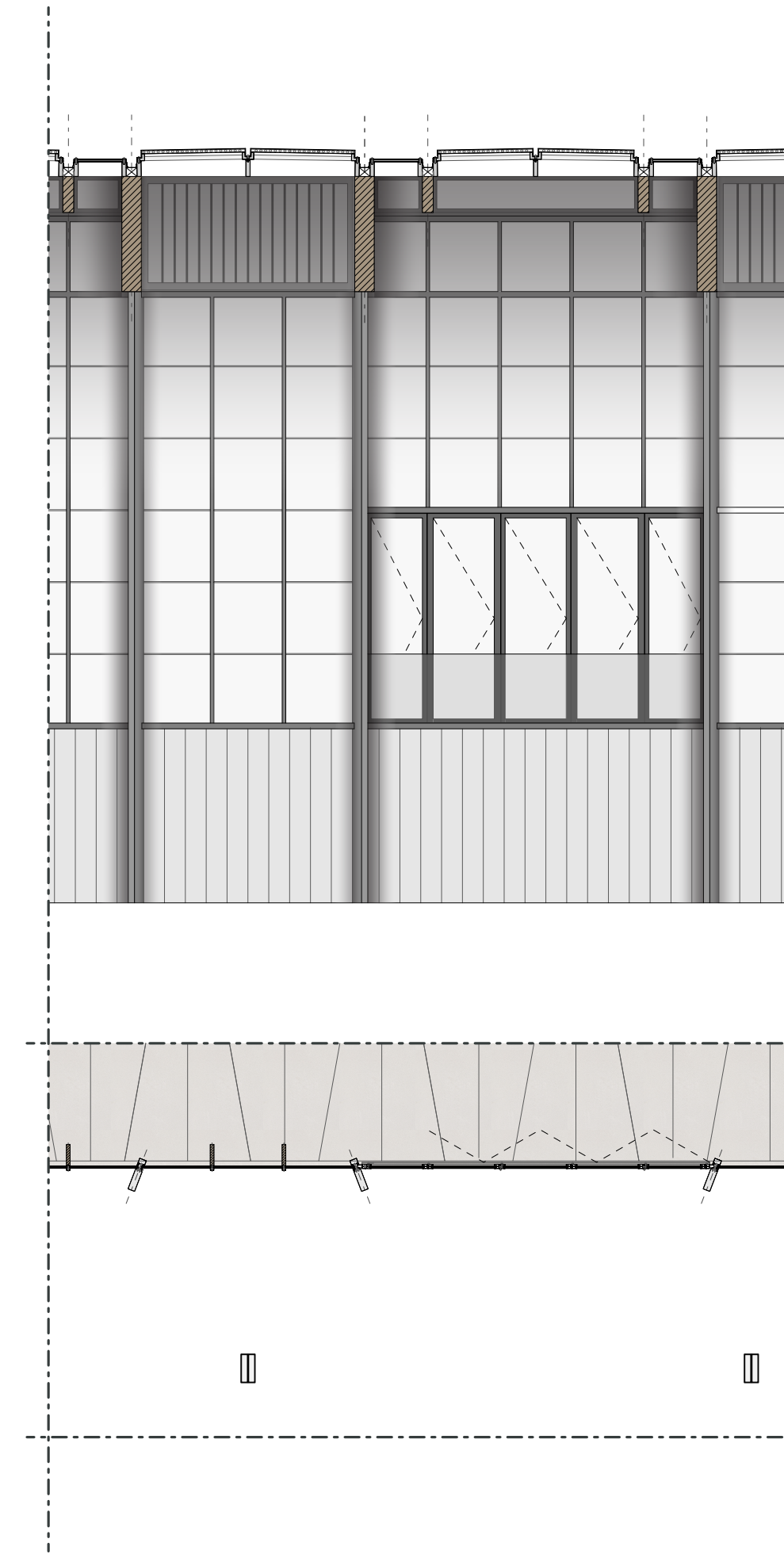
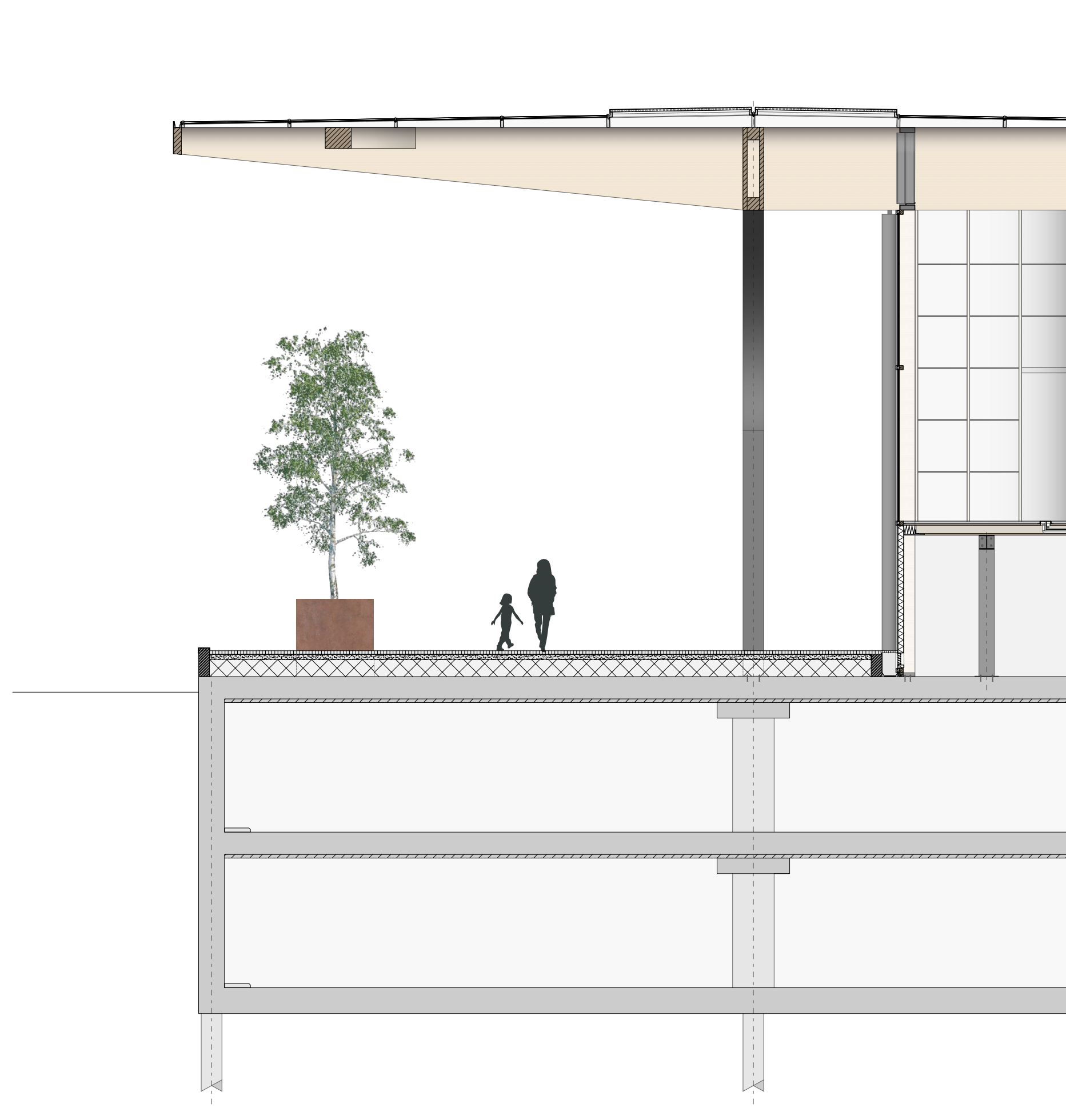
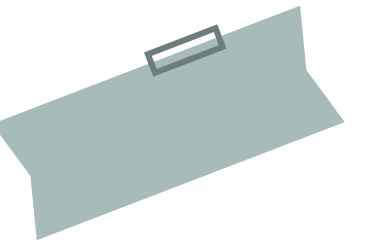




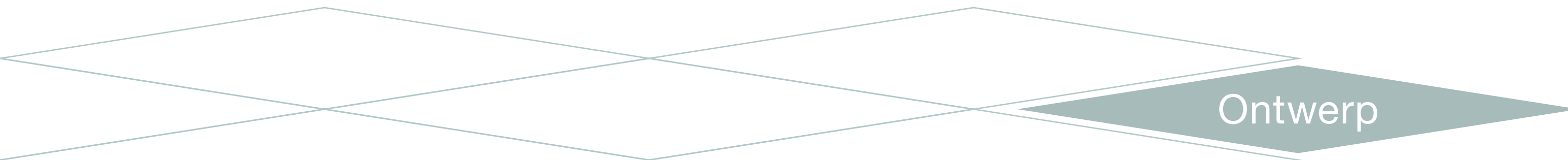
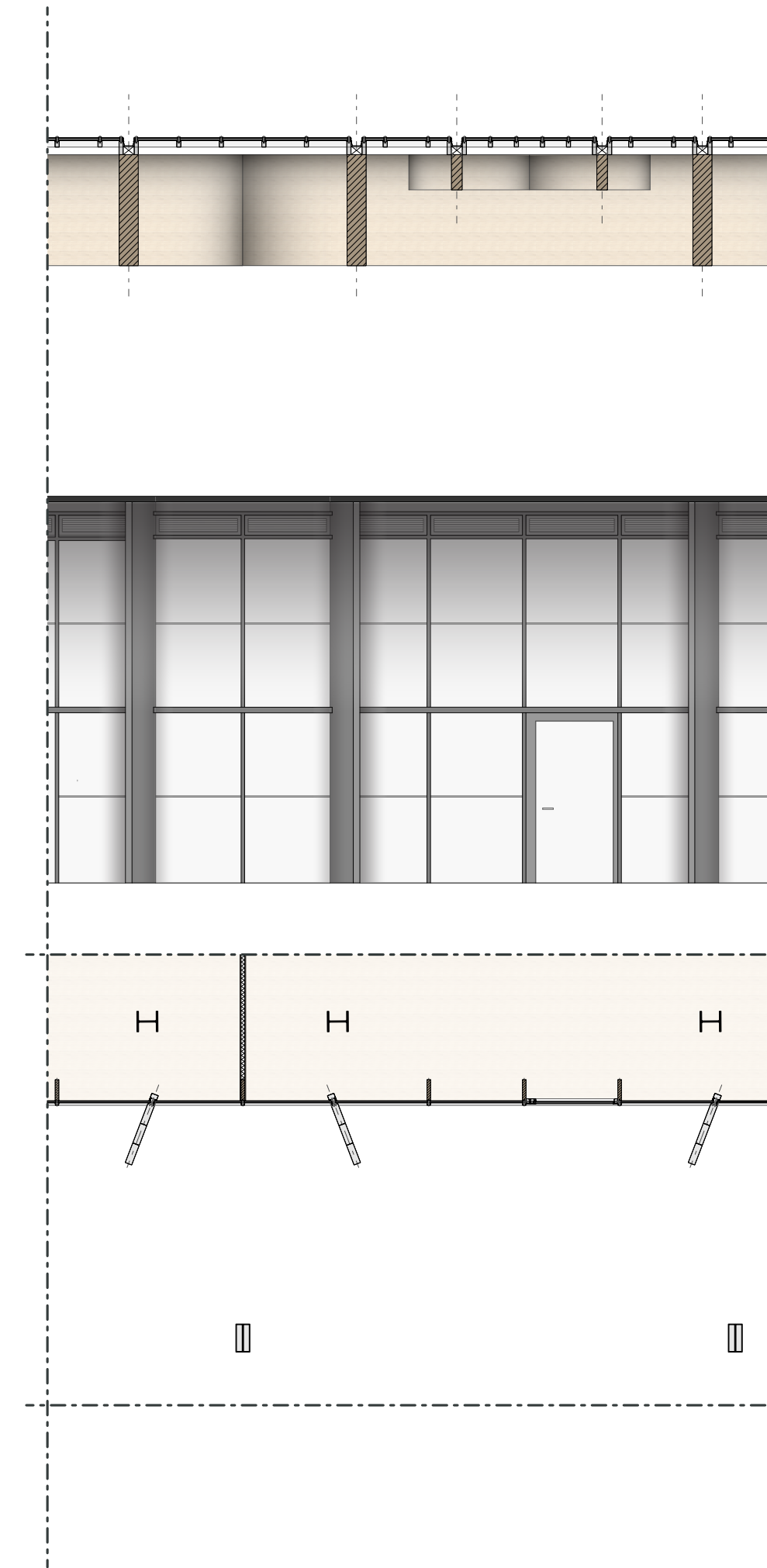
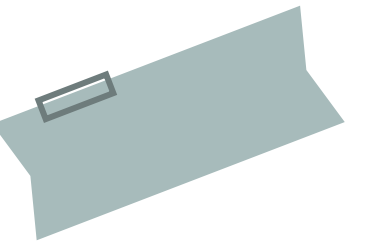
Gevel



Gevel markthal

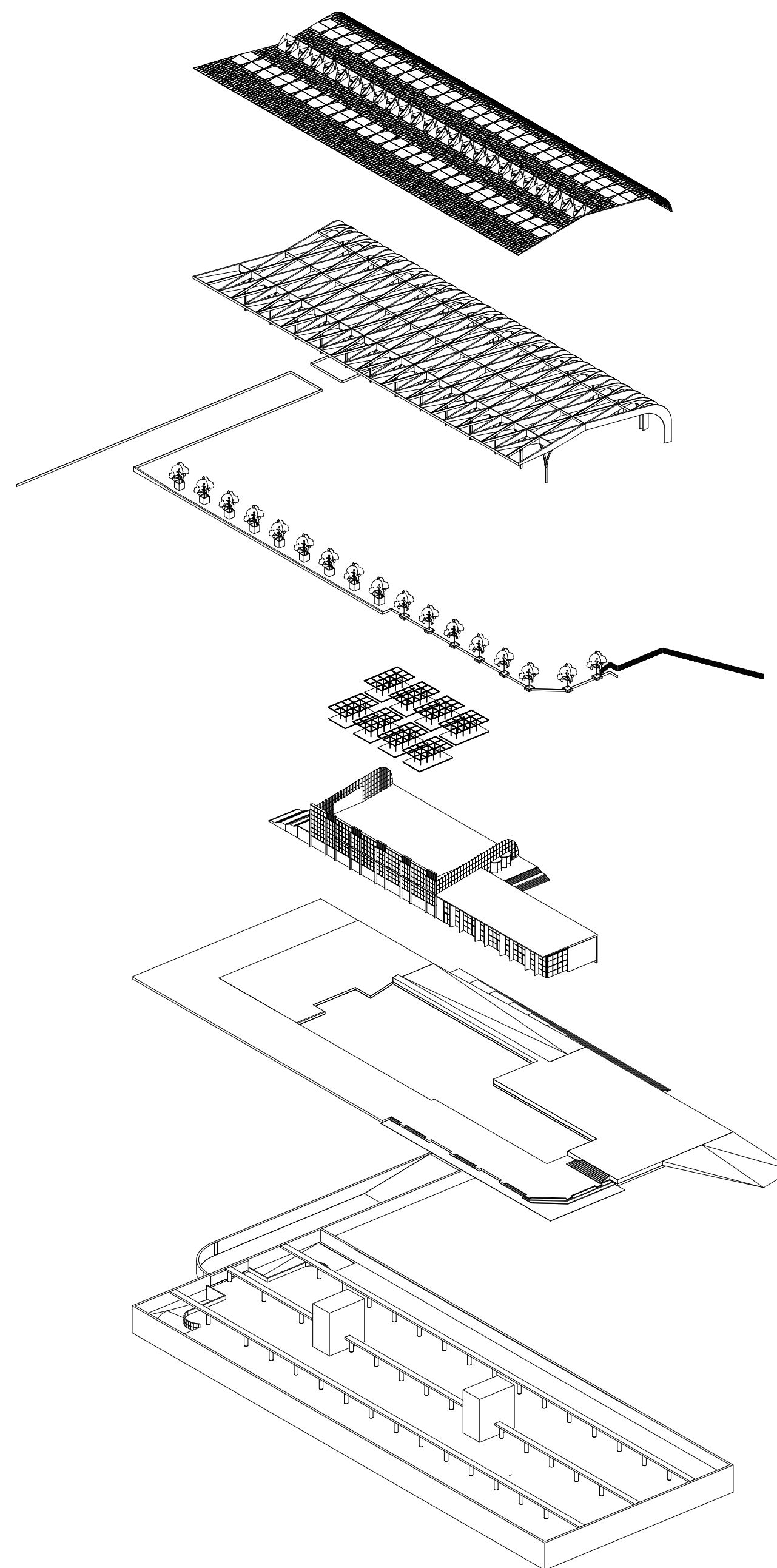


Gevel lofts



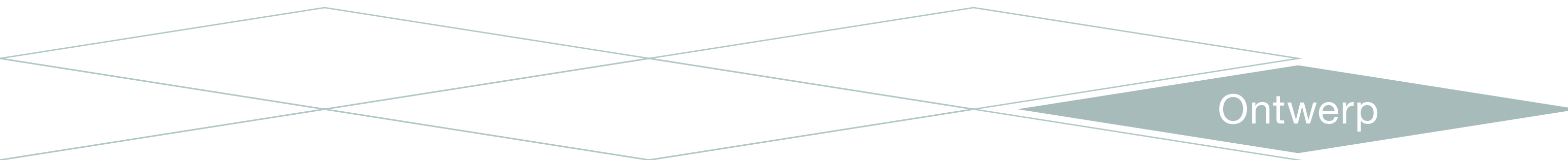
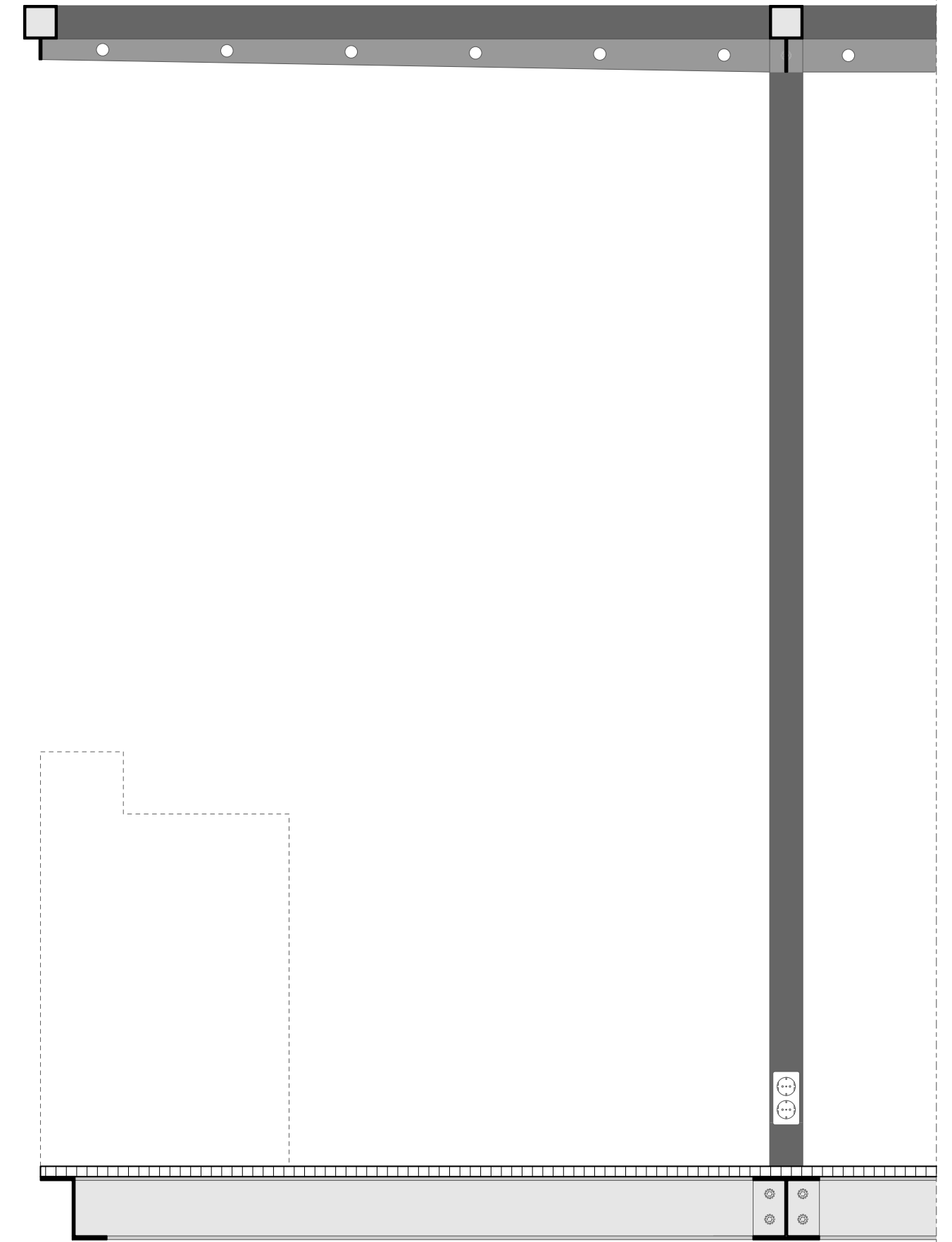
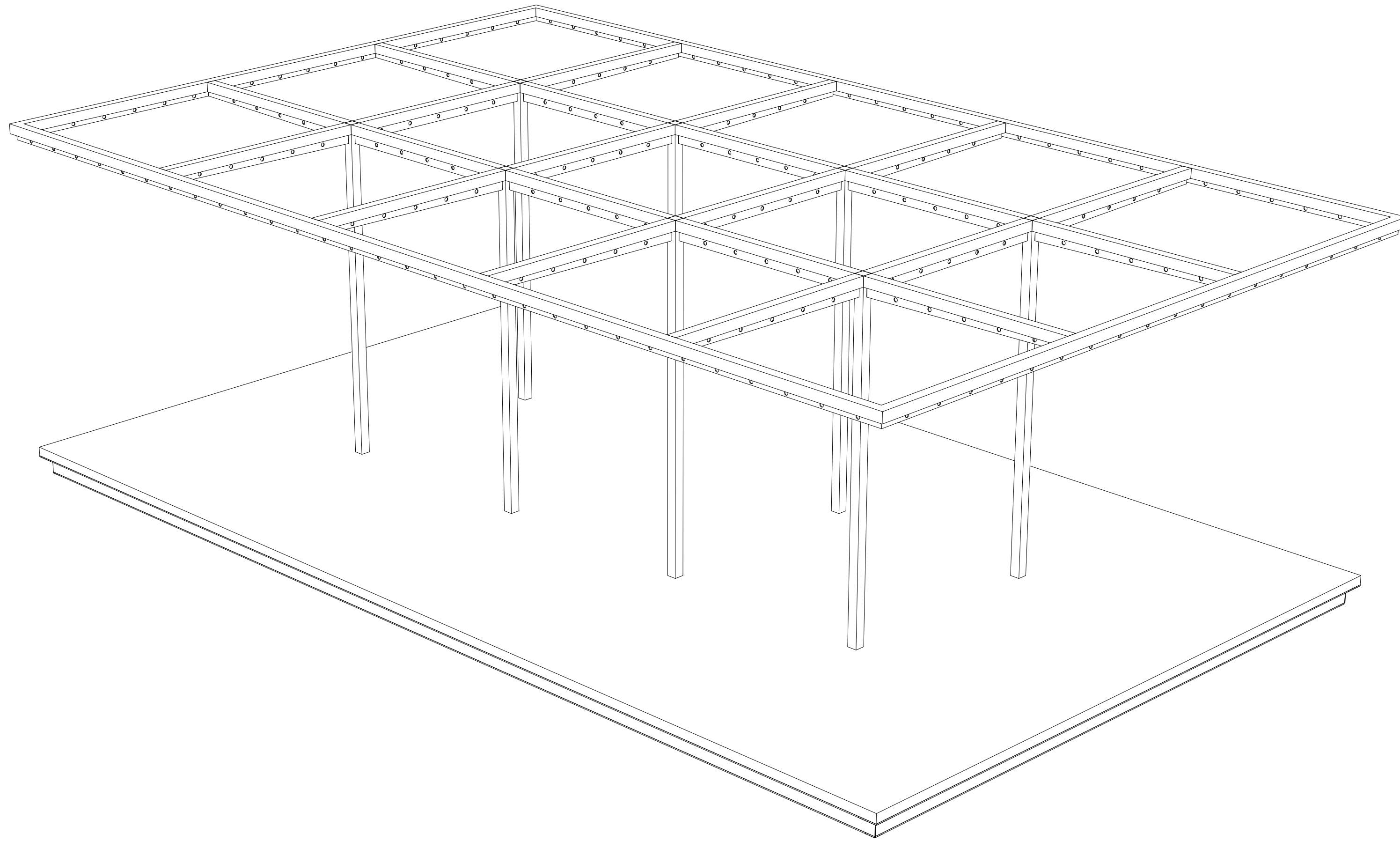


Niveau 3: marktkramen

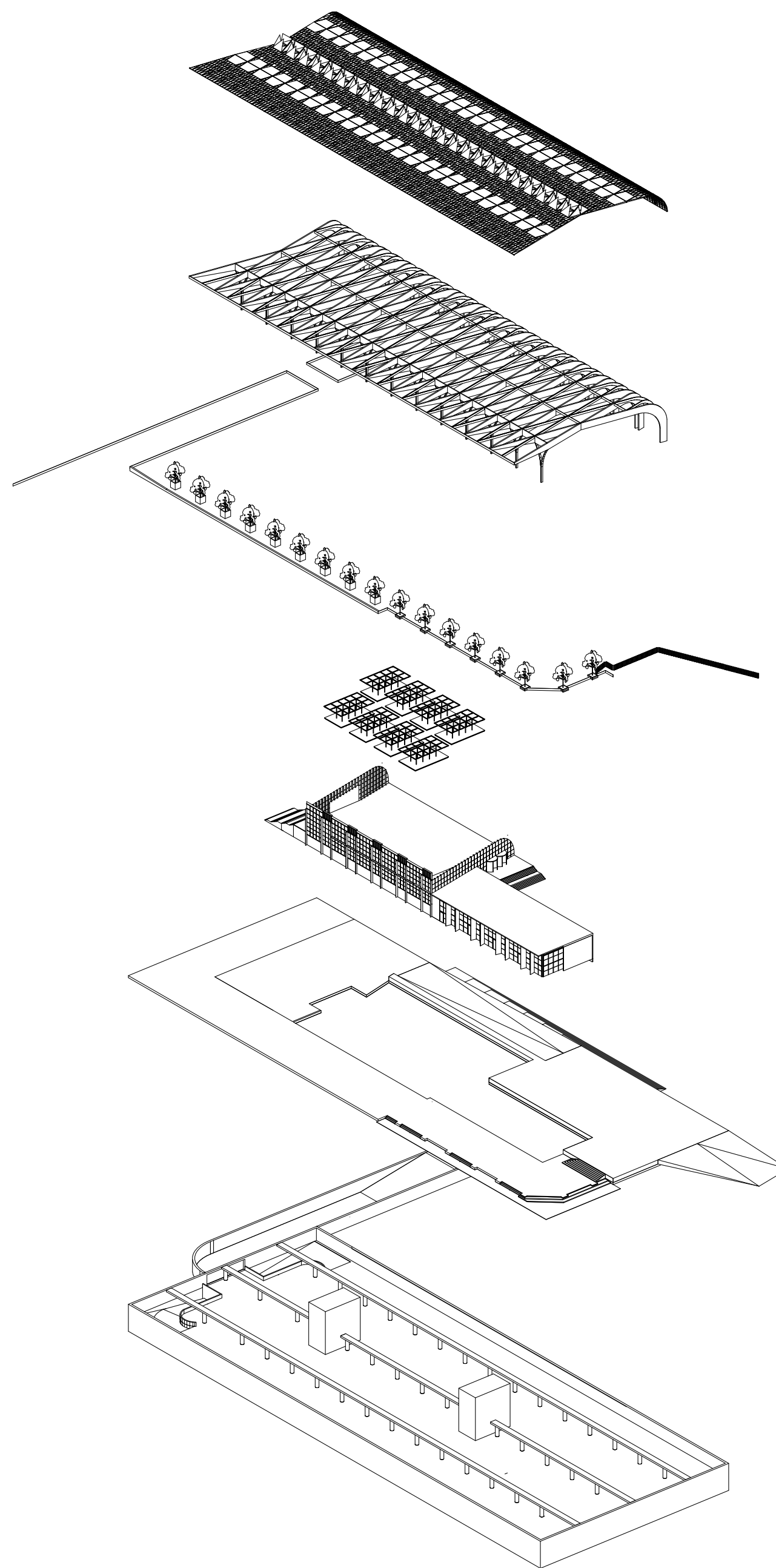




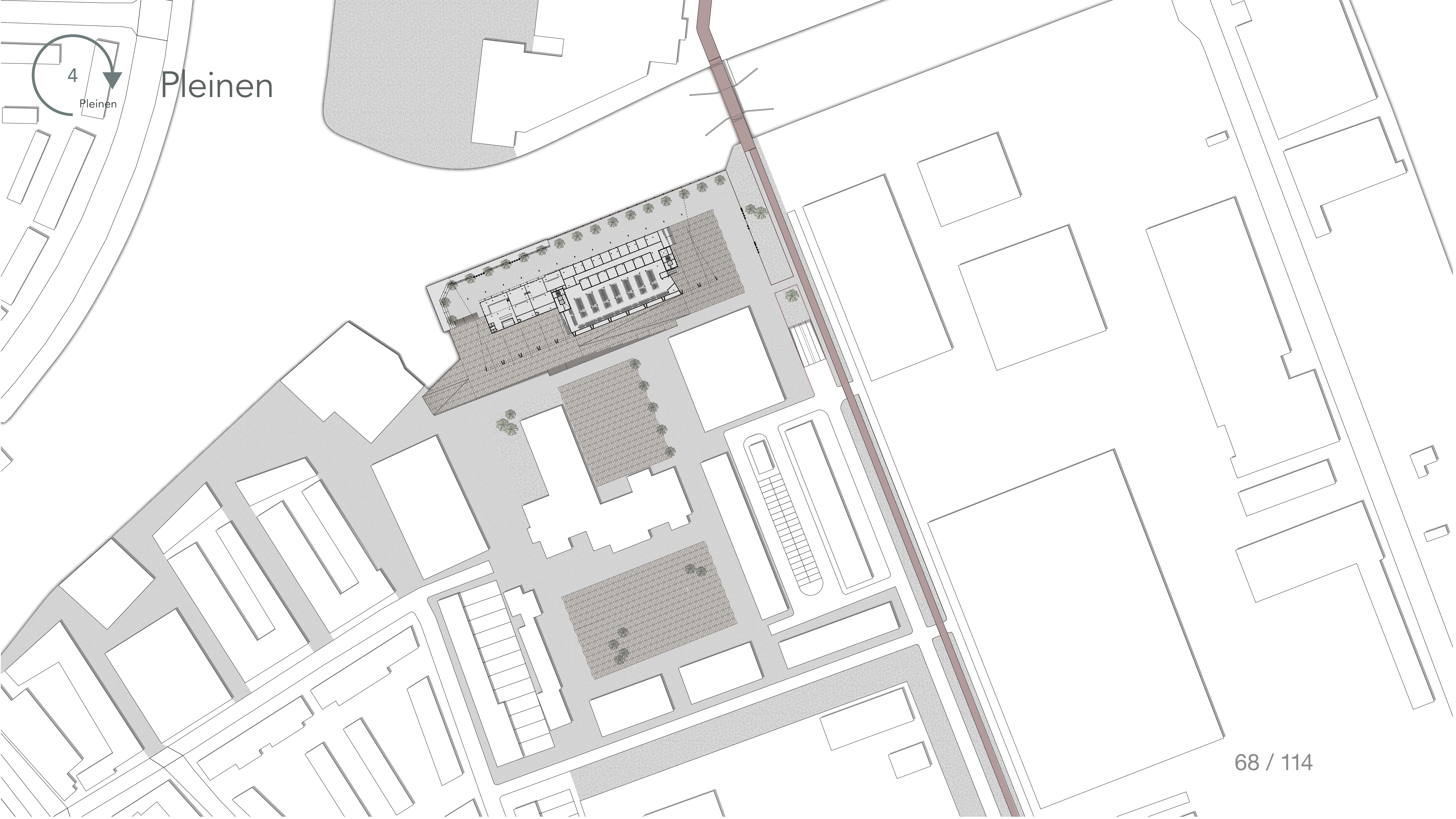
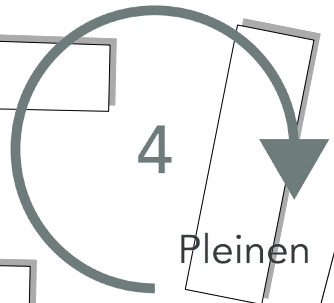
Marktkraam



Niveau 4: openbare ruimte

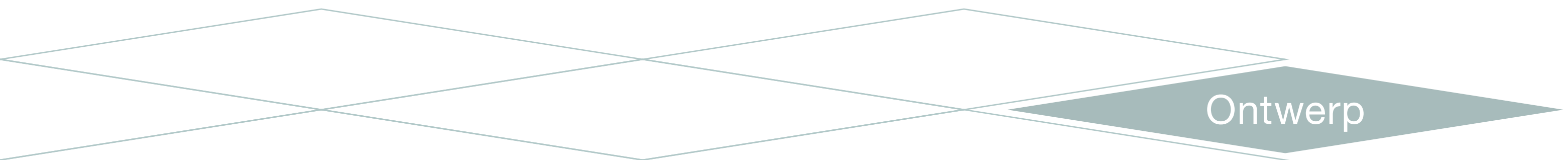
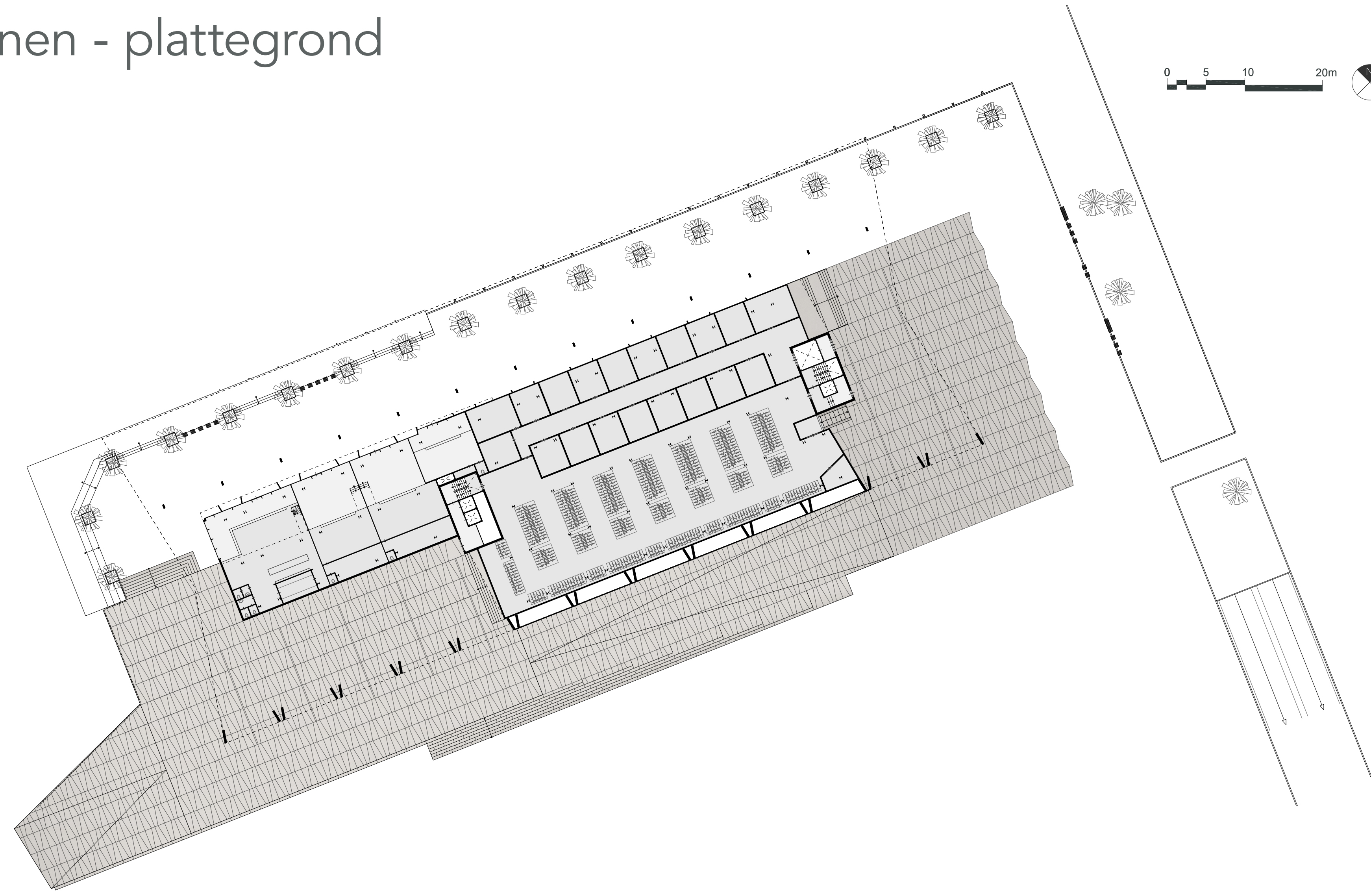


Pleinen



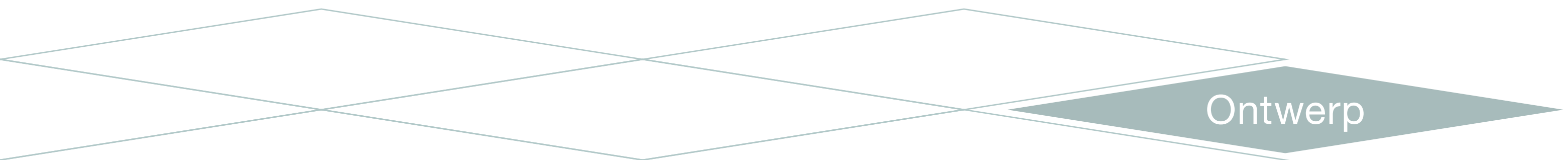
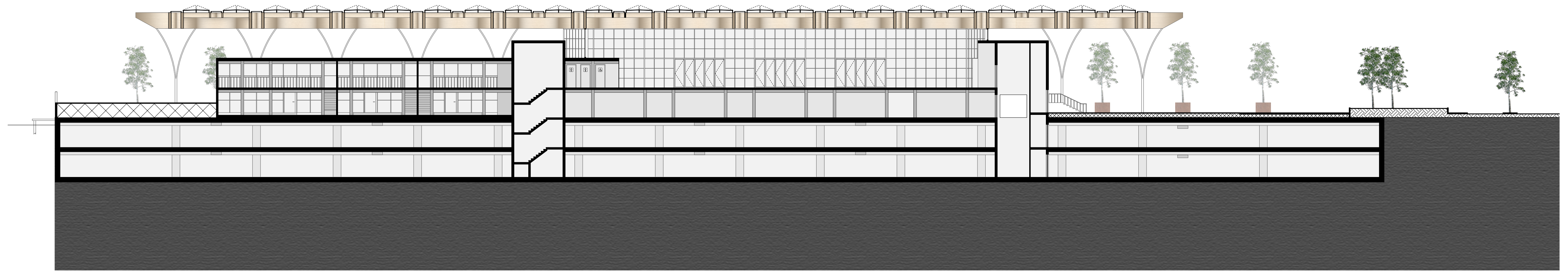
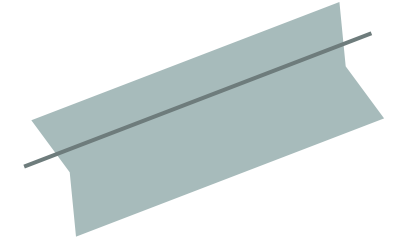


Pleinen - plattegrond

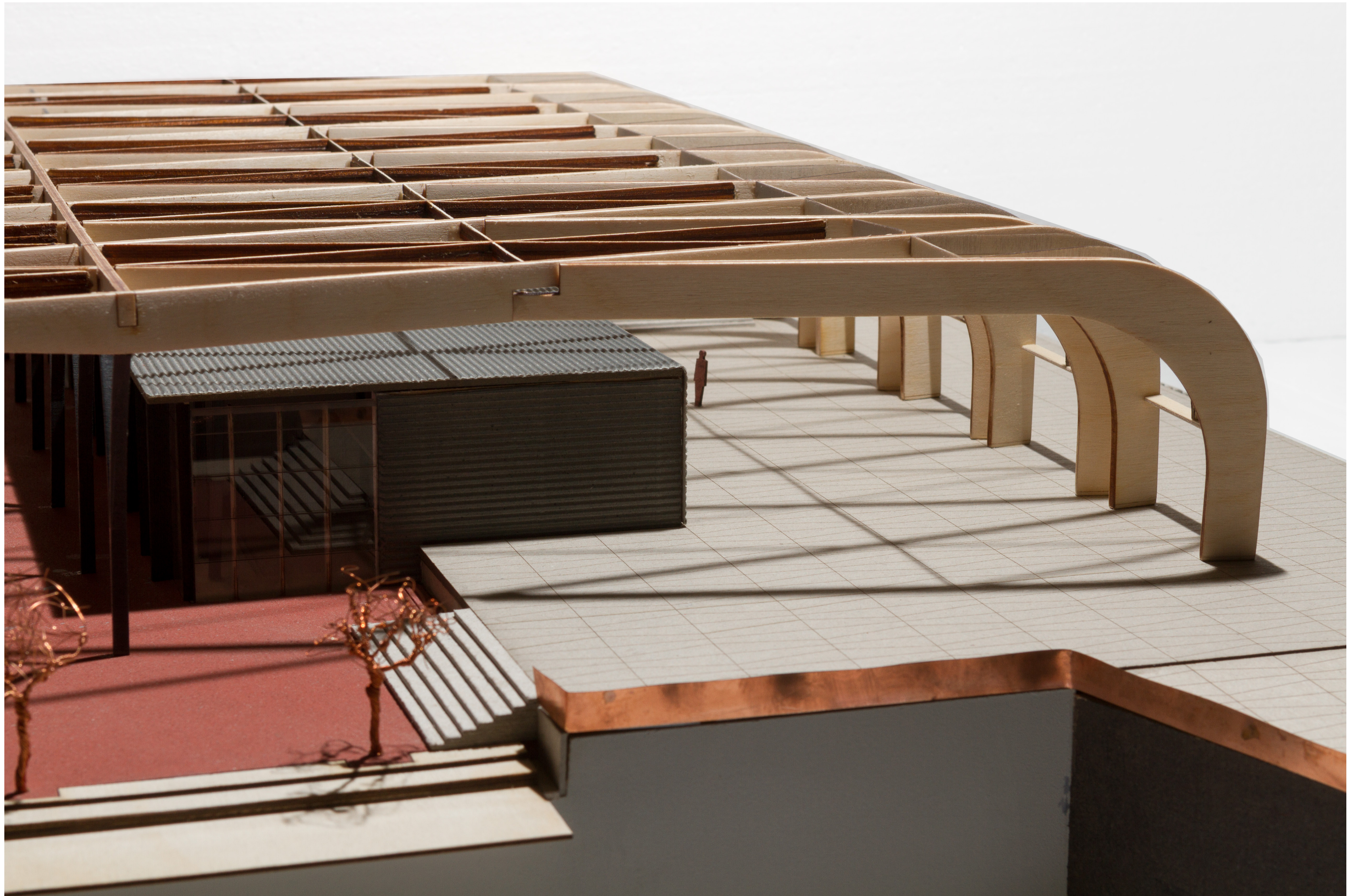




Pleinen - doorsnede

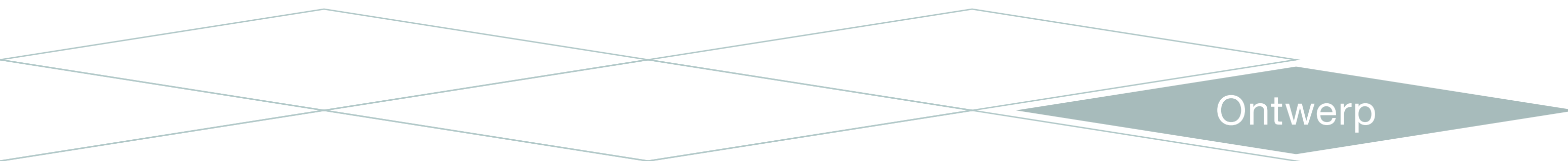
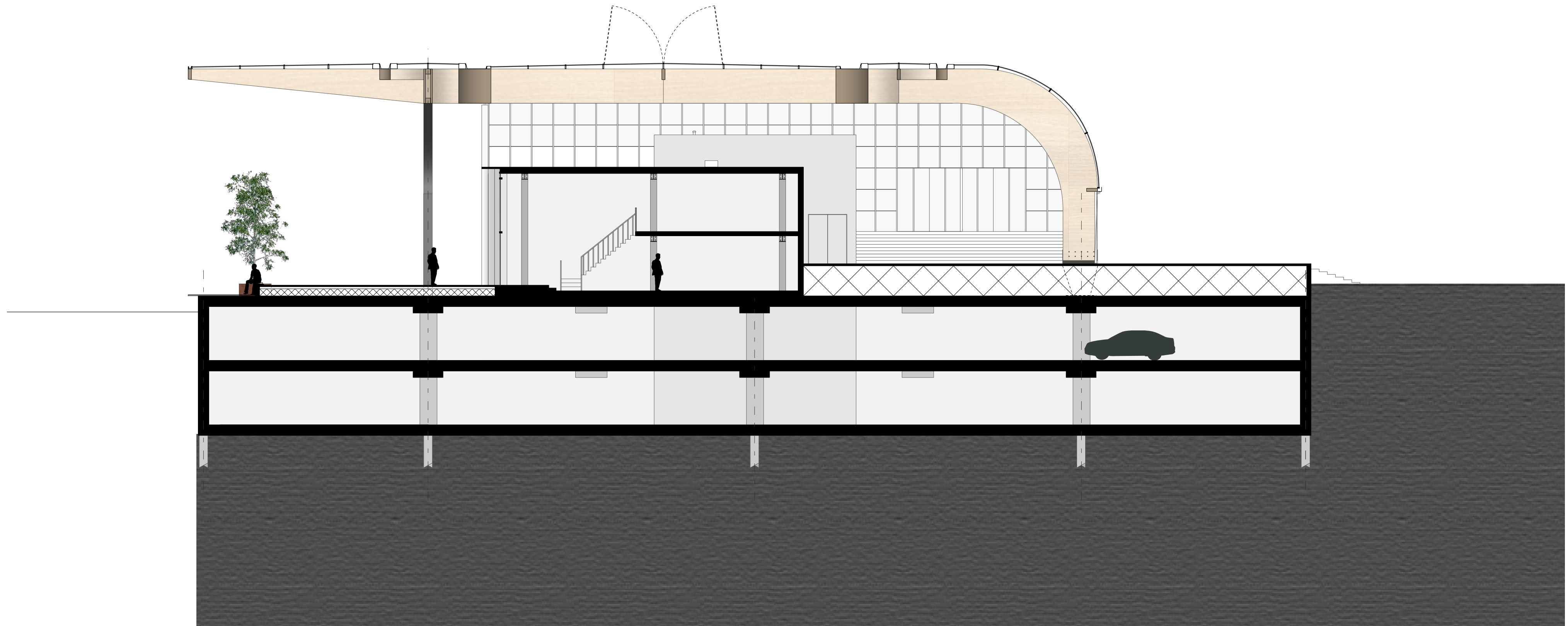
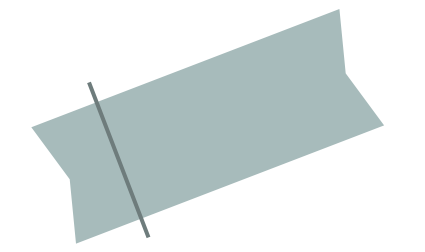






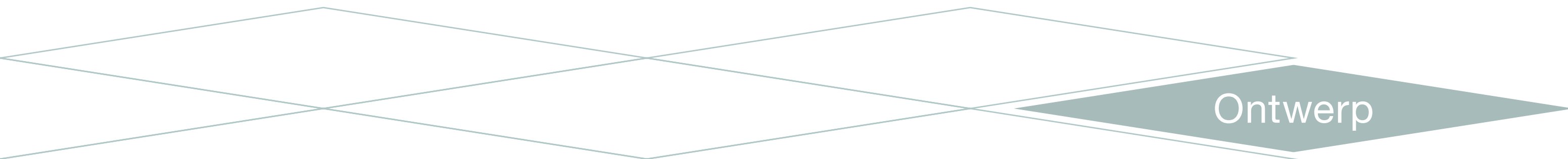
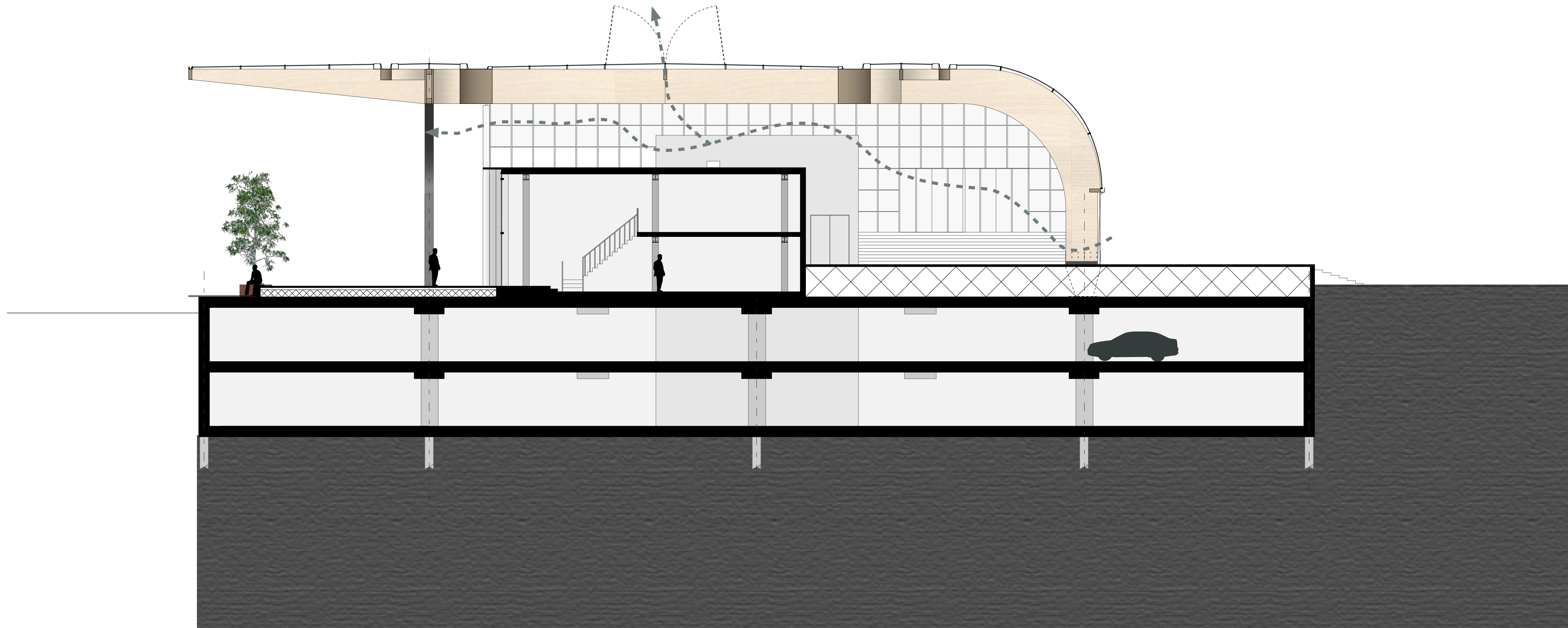
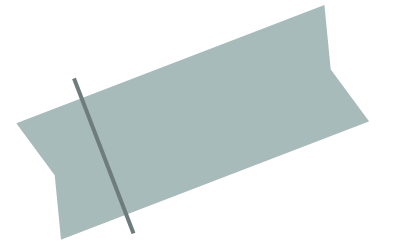


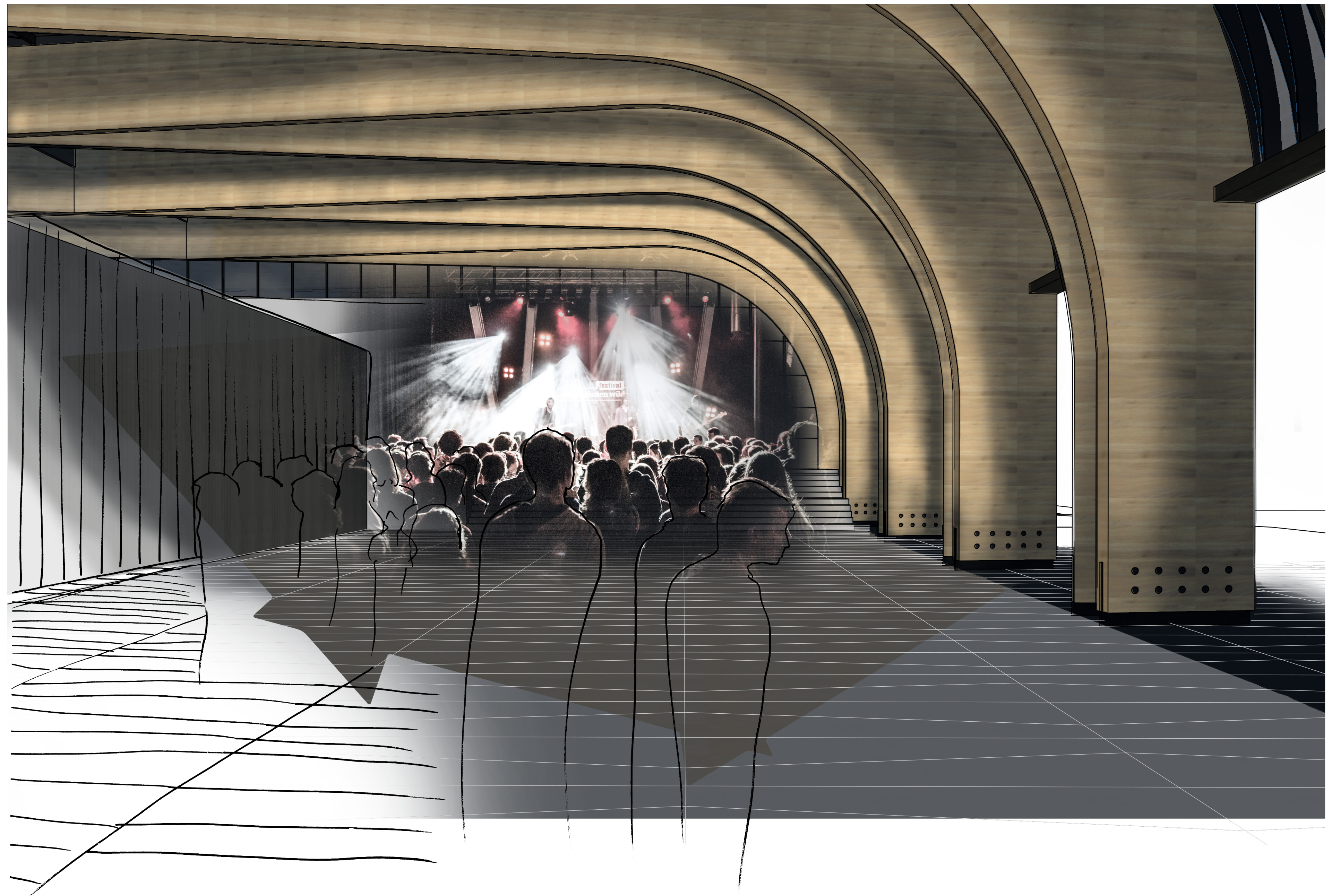
Pleinen - doorsnede

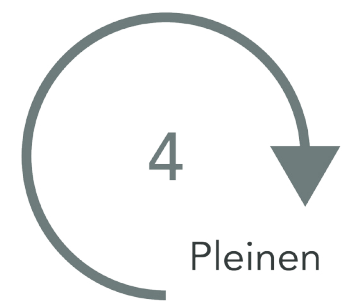




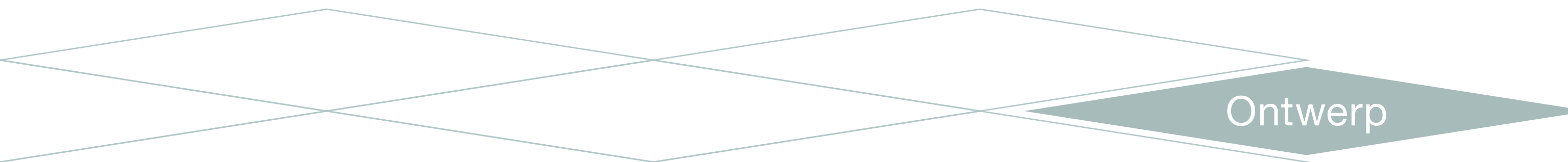
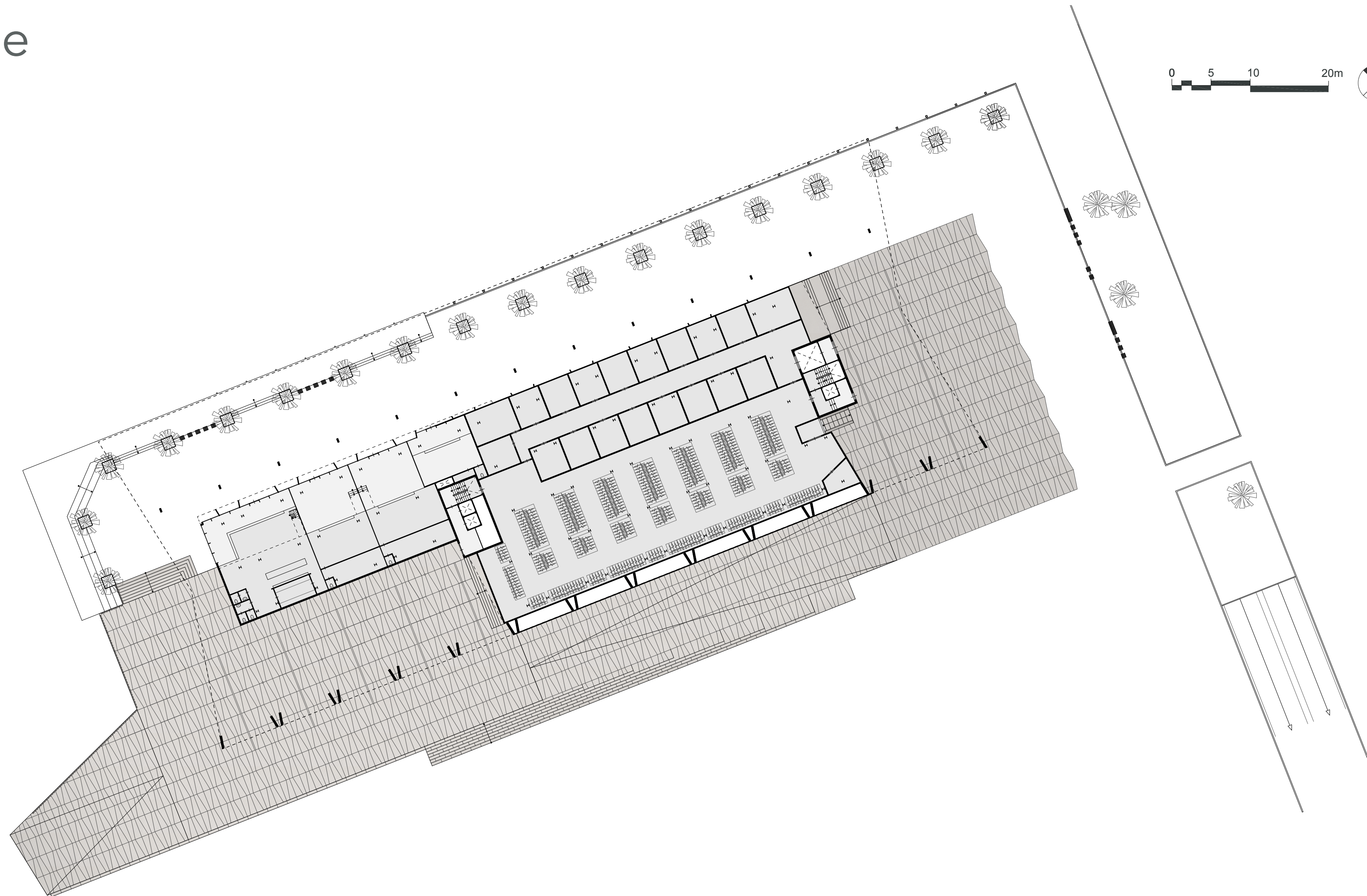
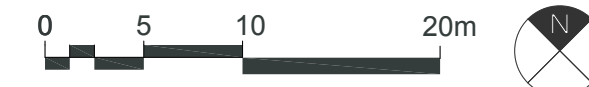
Pleinen - klimaat







Kade



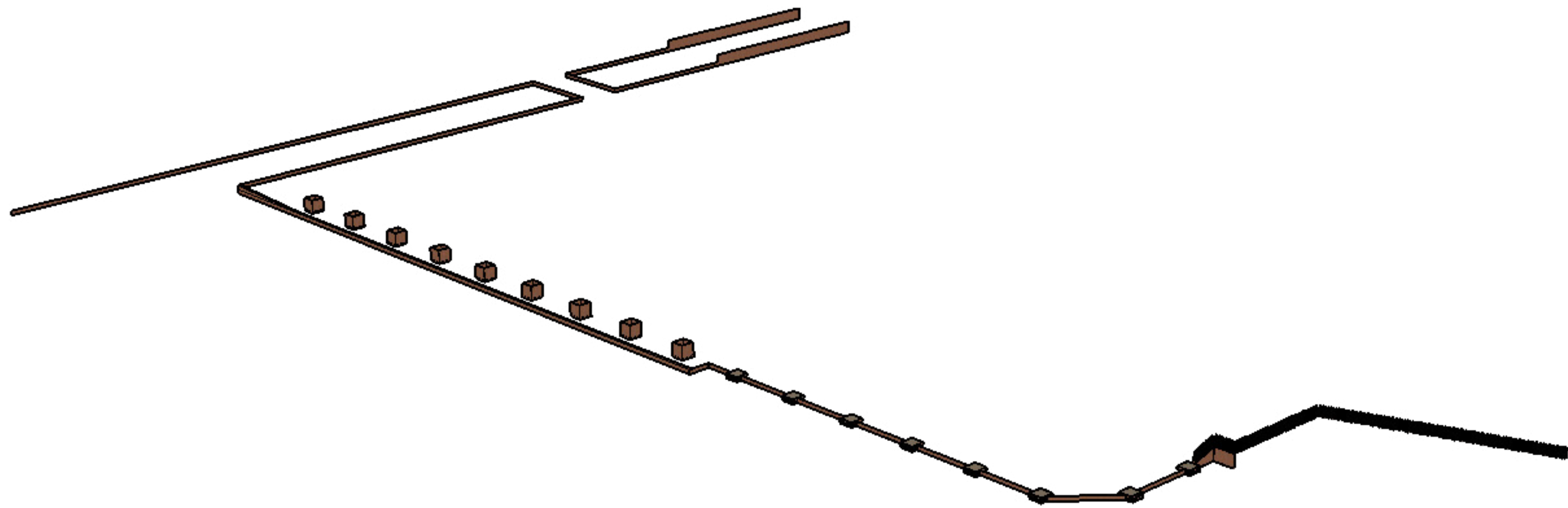








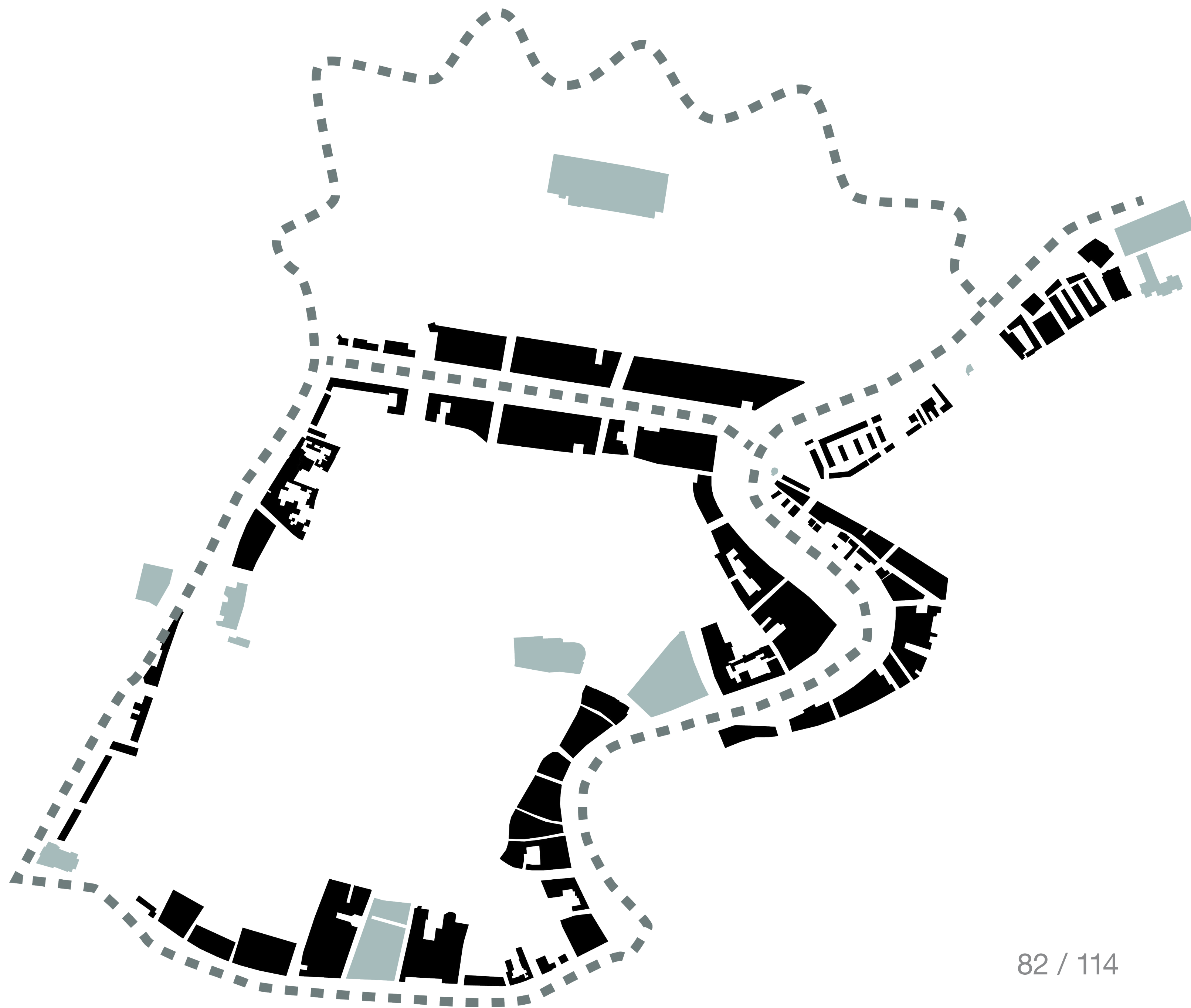
Cortenlijn



Materialisatie niveau 4



Culturele route

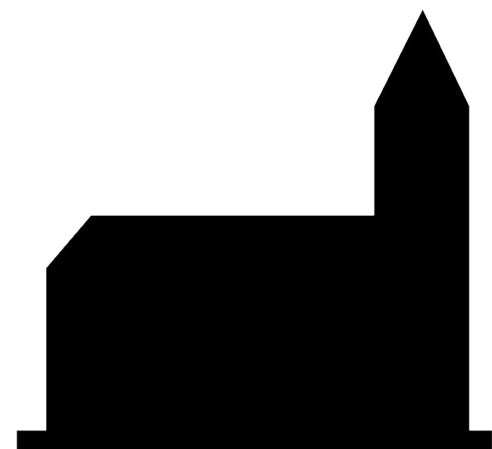




// Reflectie

Relatie onderzoek - ontwerp

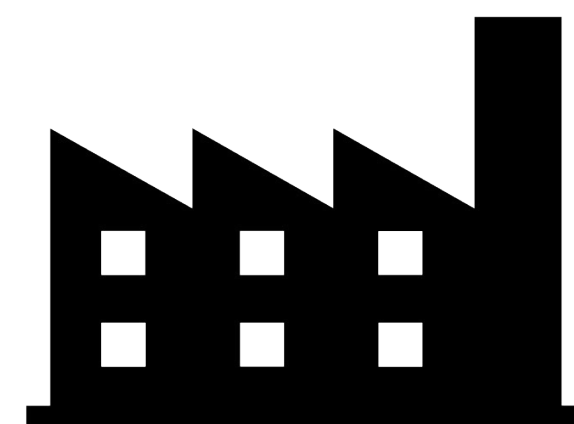
Reflectie ontwerp



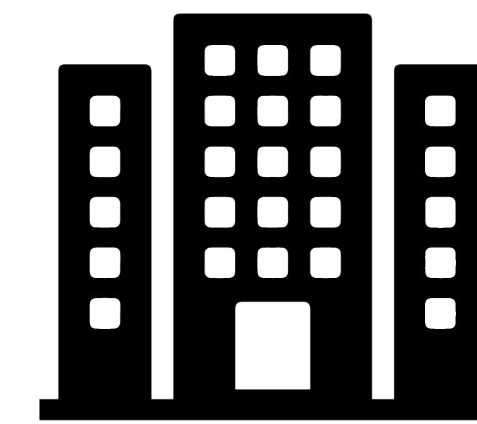
Markthal, Haarlem



Grote- of Sint
Bavokerk (1370-1520)



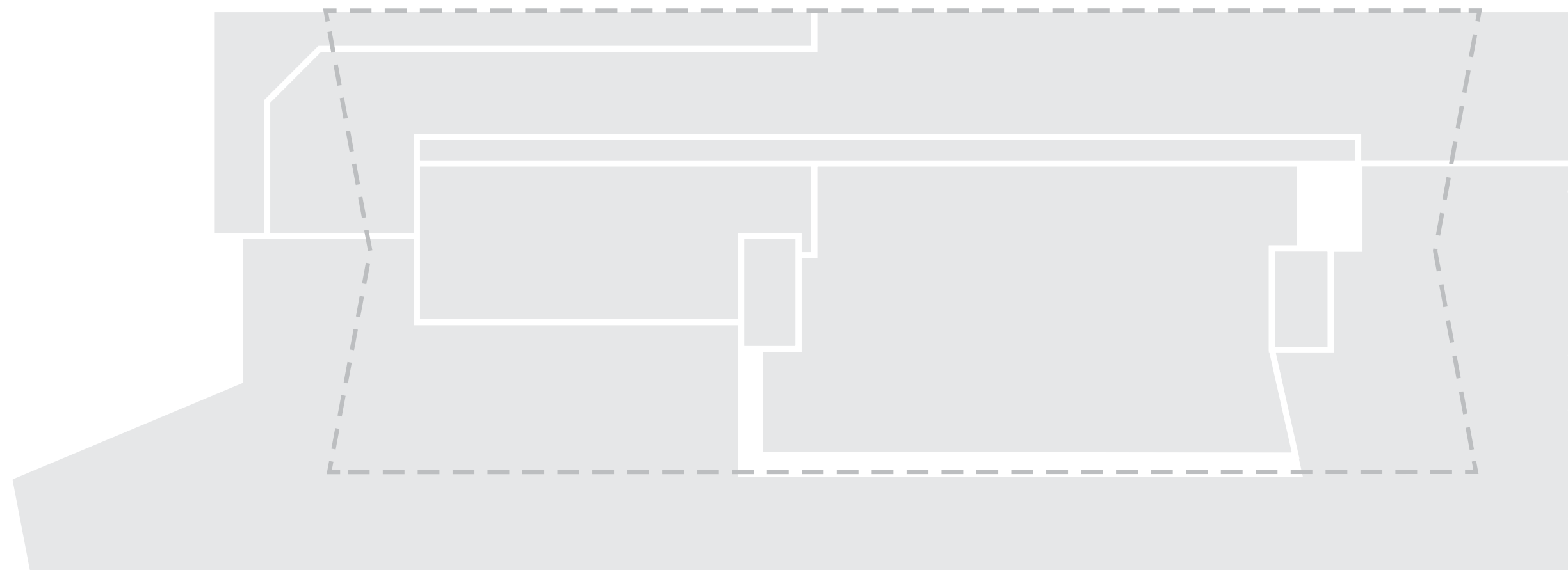
AEG Turbine Hal
(1909)



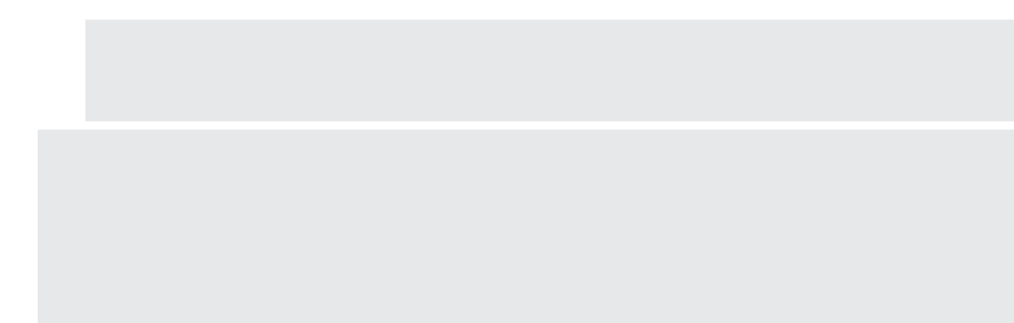
Seagram Building
(1958)



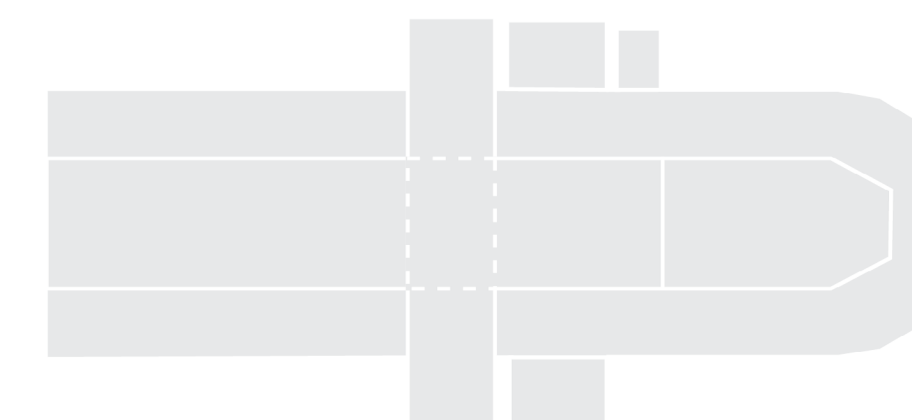
Conceptuele ruimtes



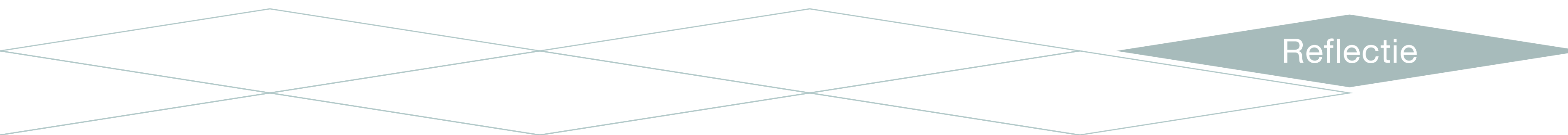
Seagram



AEG

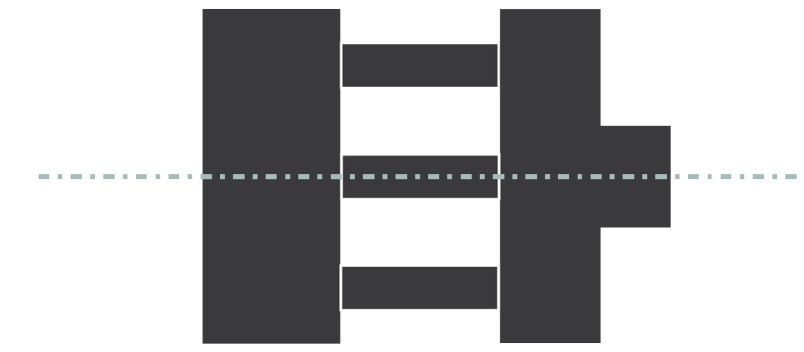
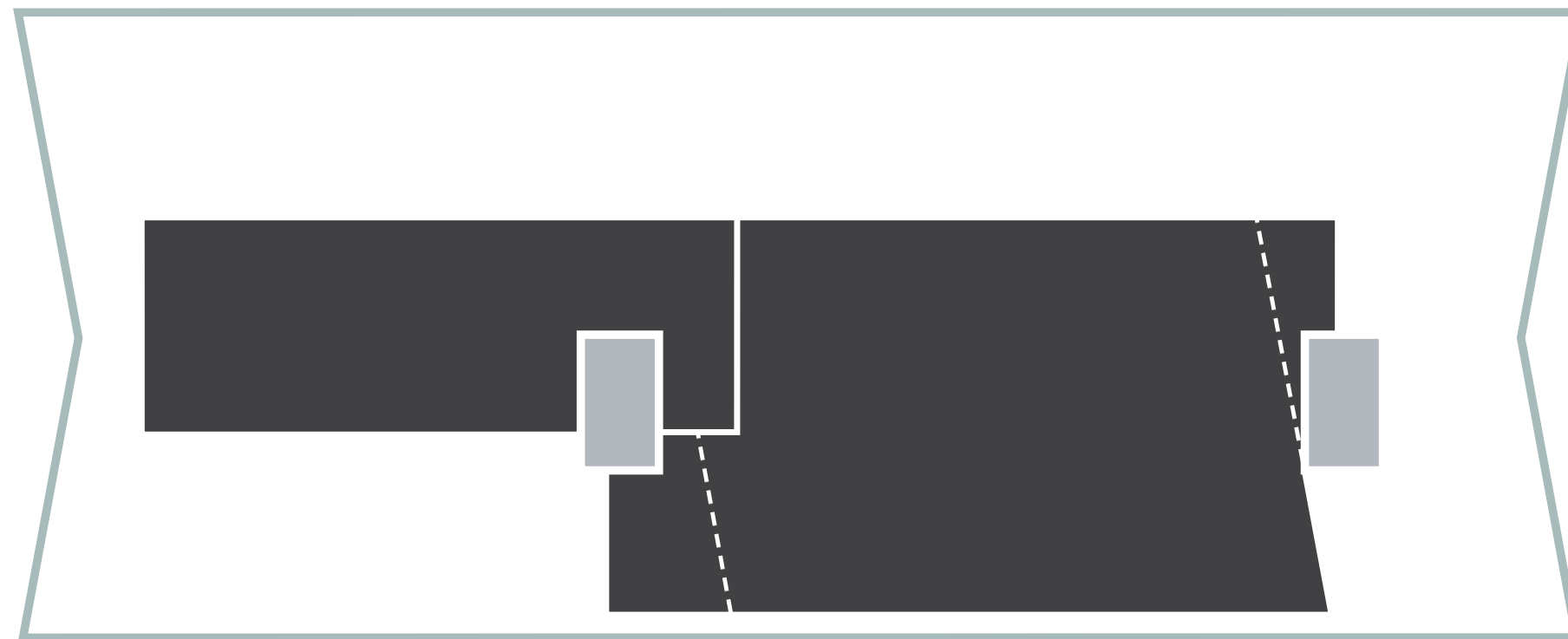


Bavo



Reflectie

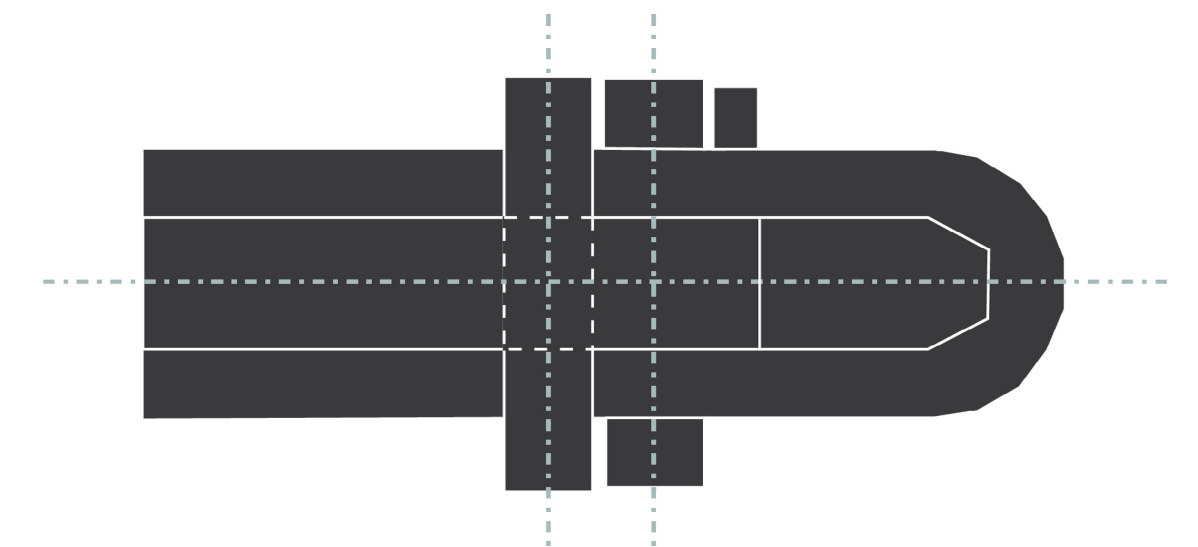
Organisatie van ruimtes



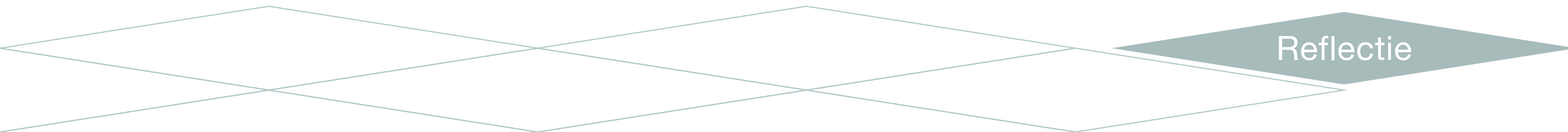
Seagram



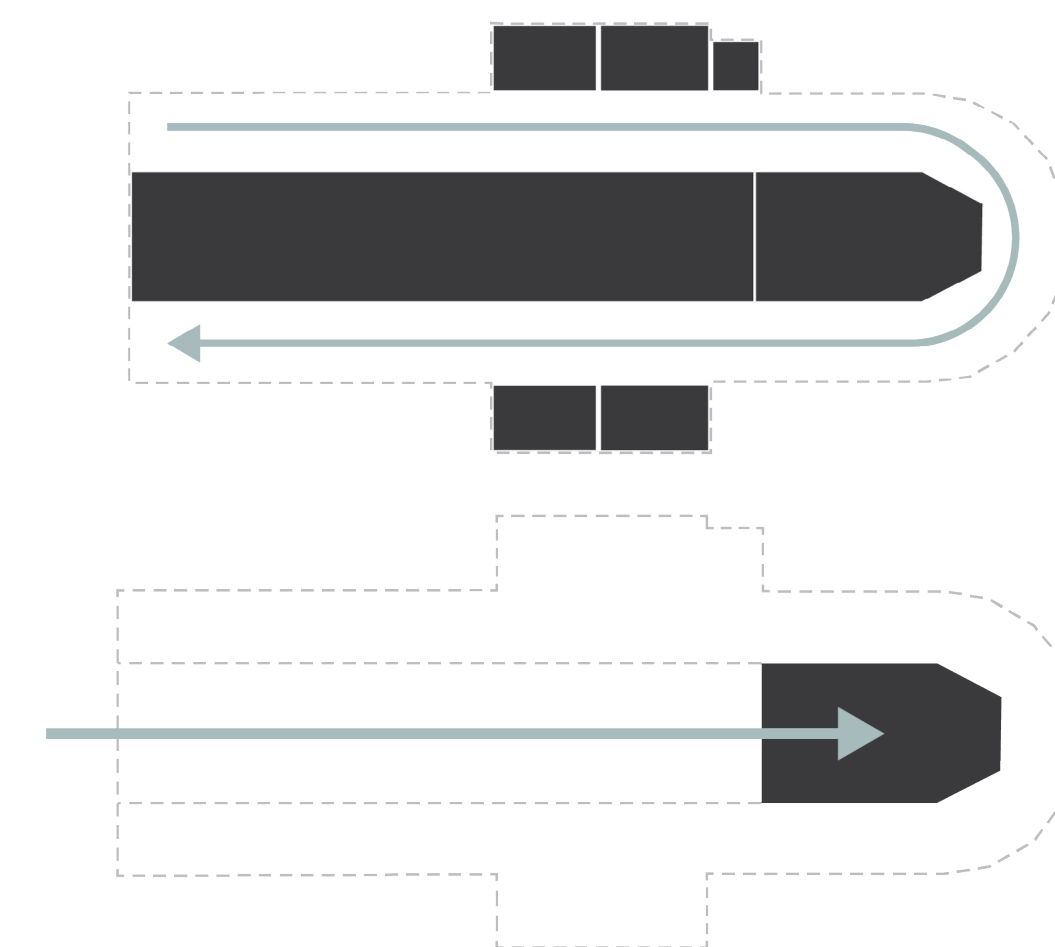
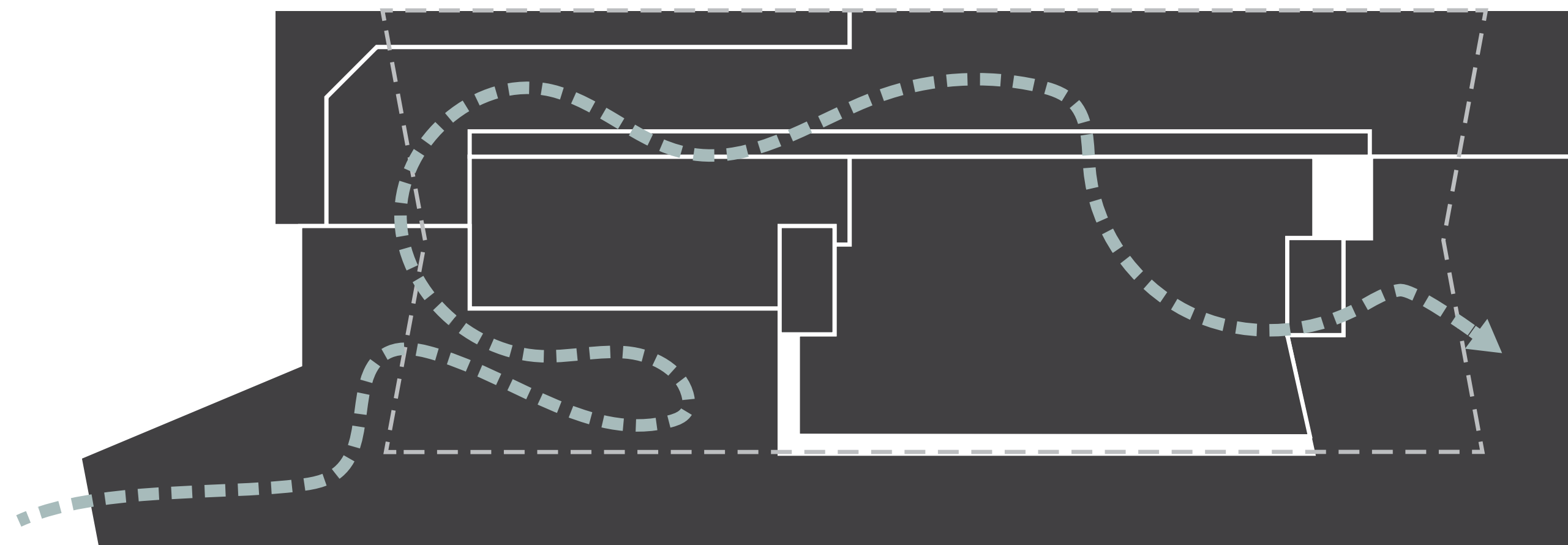
AEG



Bavo



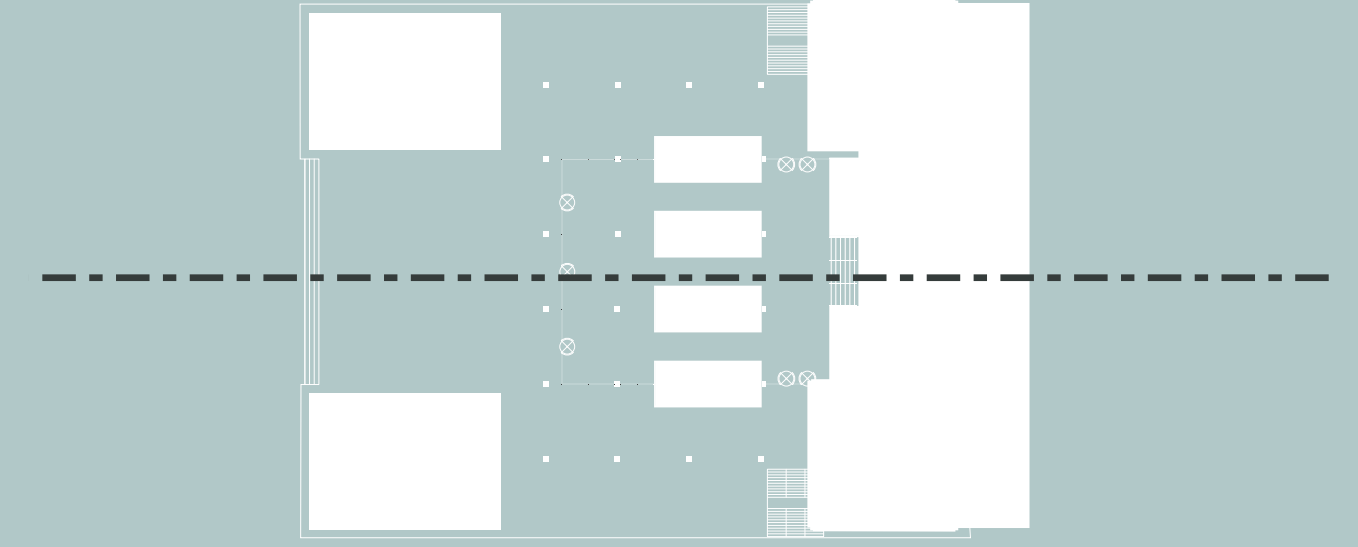
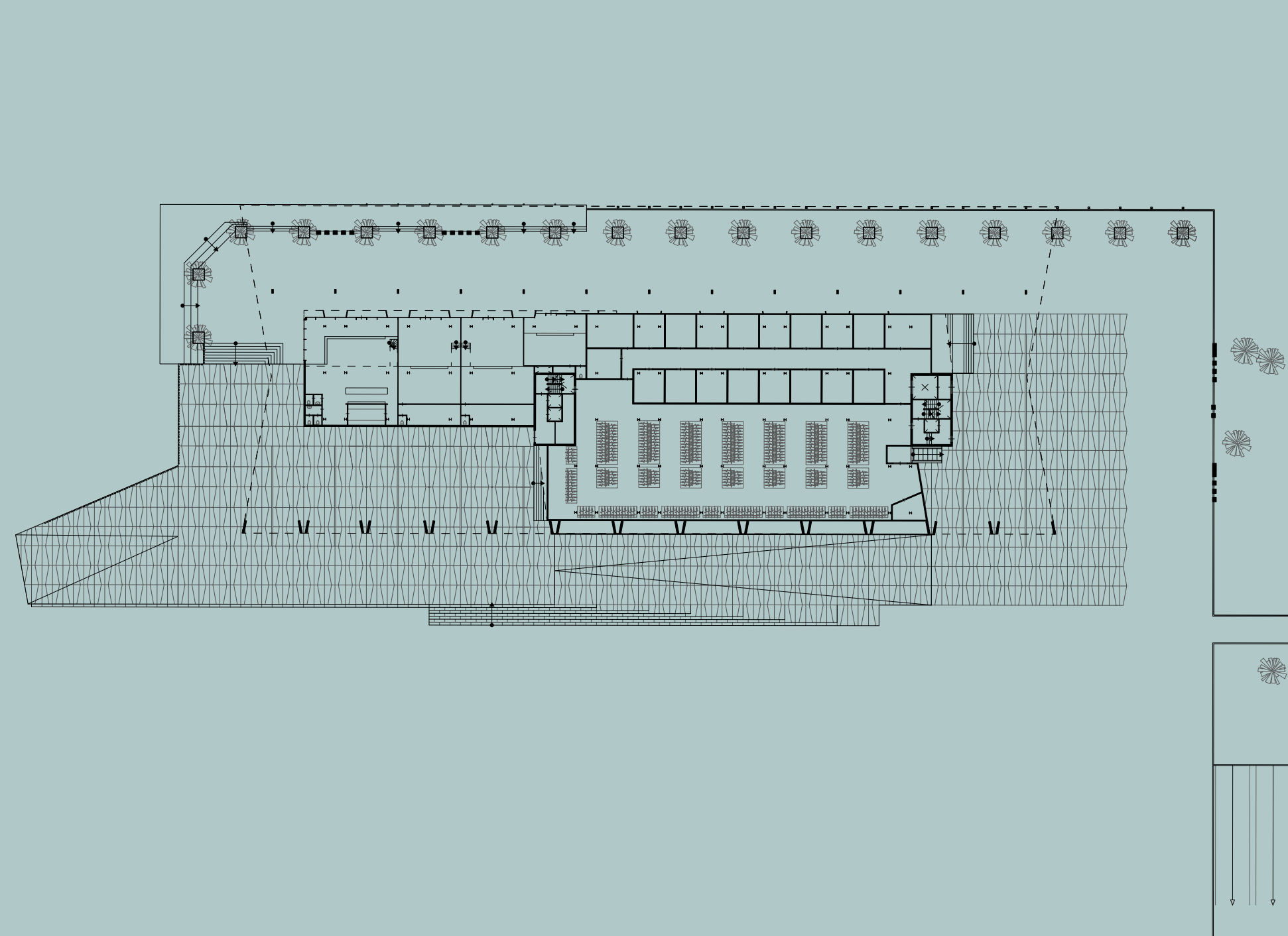
Relatie tussen route en ruimte



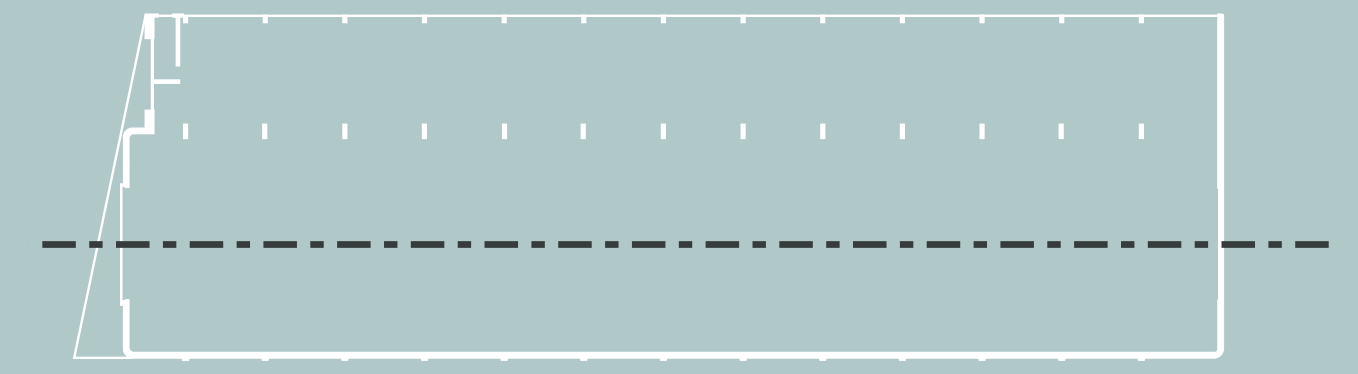
Bavo

Reflectie

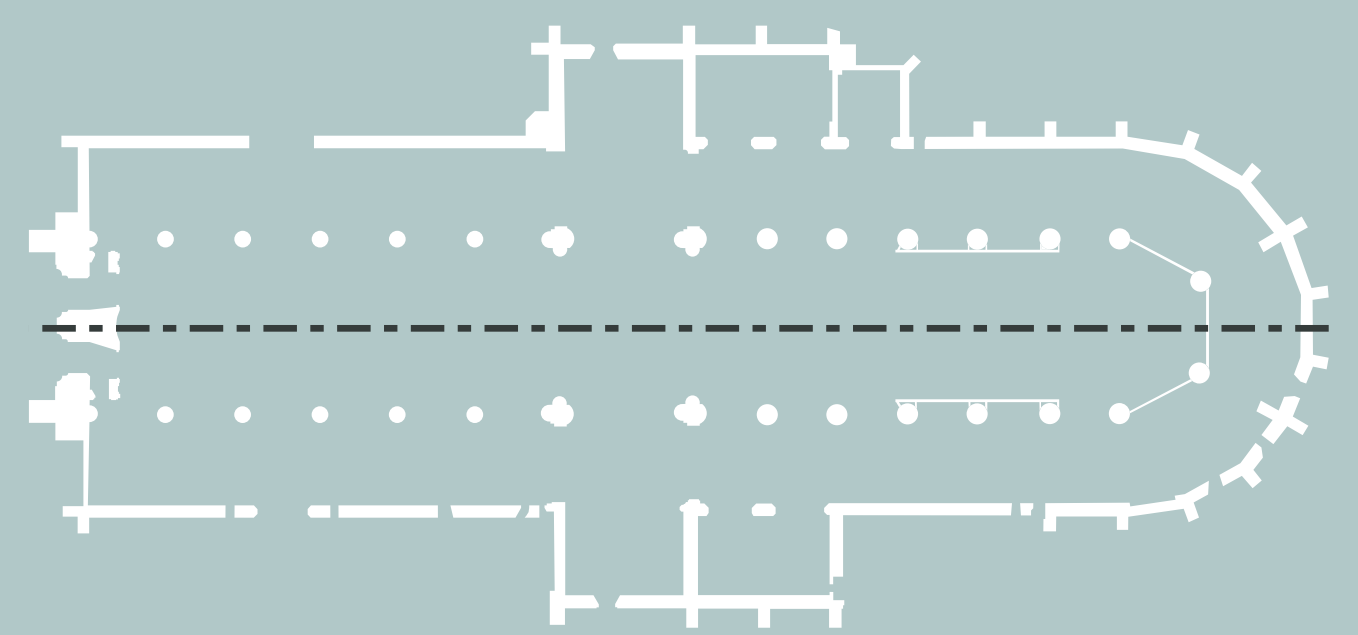
Symmetrie



Seagram

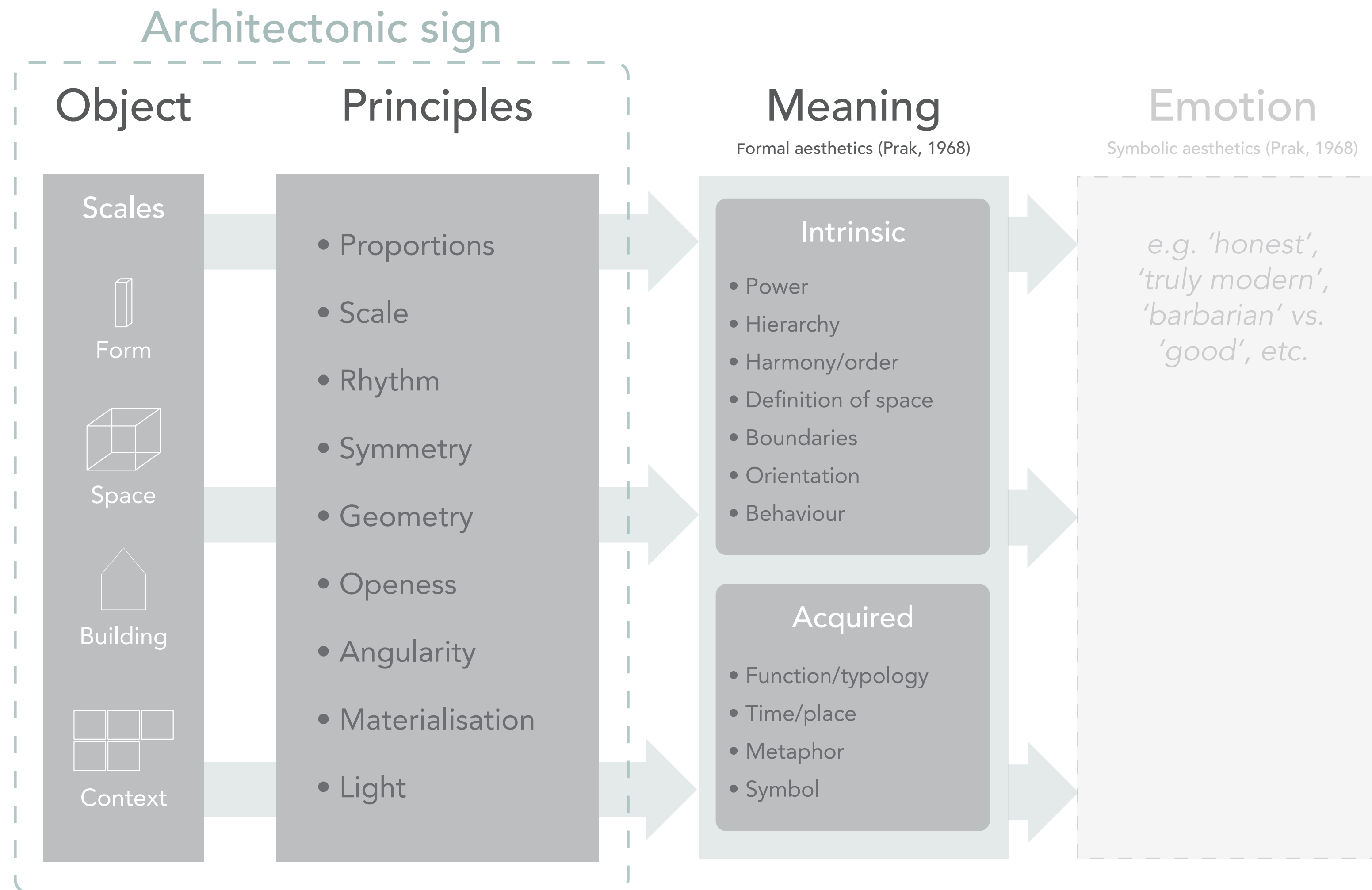


AEG



Bavo

Conclusie





Met dank aan...

ExploreLab 23 (bezemwagen) en 24

Marloes Bier (voor de koffiepauzes en de oneindige hulp!)

Bram Peerlings (voor de mooie foto's)

Ronald en Marin (voor het aanhoren van al m'n gezocht)

Allessandra Moro (voor de tekeningen van de Turbinenfabrik)

Teo Cherici (voor het vertalen van de teksten van Allessandra)

Maquettebouwers: Marloes, Geert, Joost, Alex, Teddy, Karin, Louk, Rene, Ingrid en Jaïke

Conclusies onderzoek

- *Architectuur is een vorm van visuele communicatie d.m.v vorm, contravorm en hun eigenschappen;*
- *Architectonische communicatie vind plaats op verschillende schalen*
- *Architectuur kan complexiteit begrijpbaar maken;*
- *Architectuur kan zowel intrinsiek als aangeleerd communiceren;*
- *Architectonische communicatie is vierdimensionaal.*



0D A point



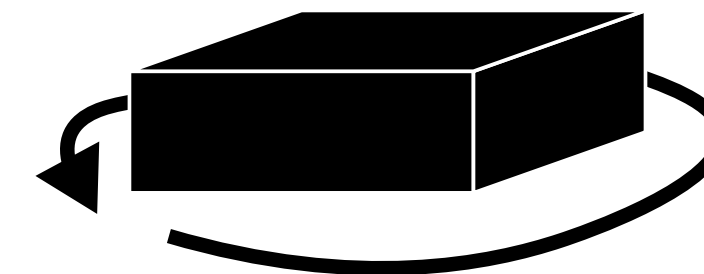
1D A line



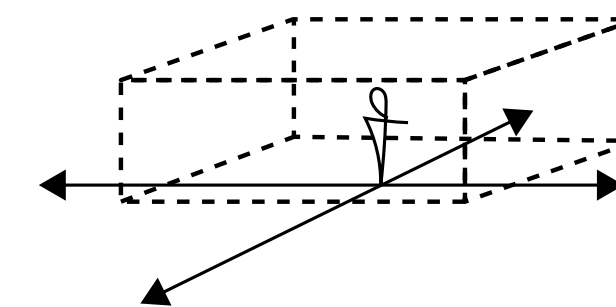
2D A plane: in architecture, a two-dimensional drawing can be a floorplan, section or elevation.



2^{1/2}D A 2D projection of a three-dimensional object: in architecture, this resembles a perspective drawing or render.

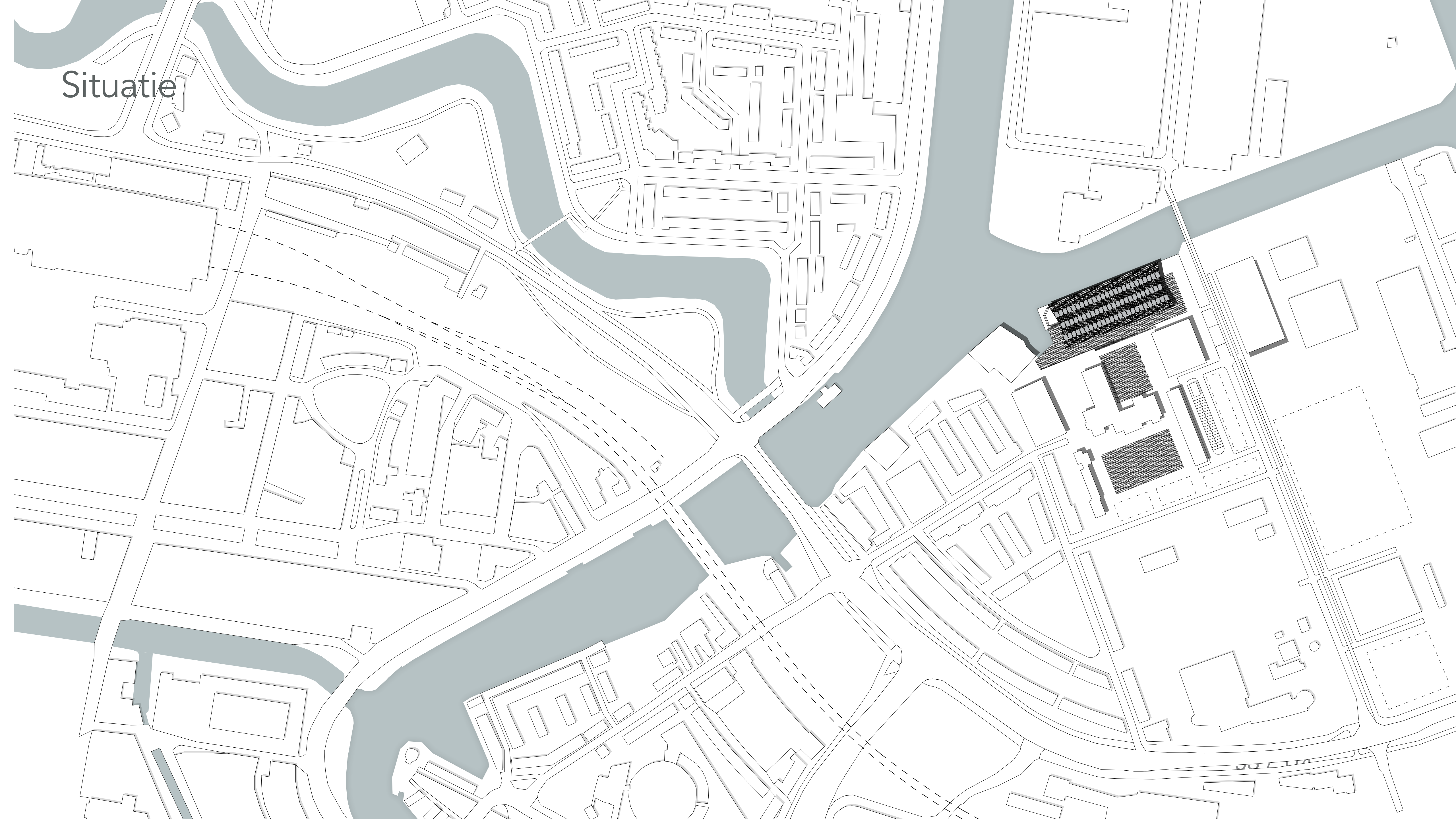


3D A form/space: in architecture, this can be a scaled model or computer model. You can move the model itself.

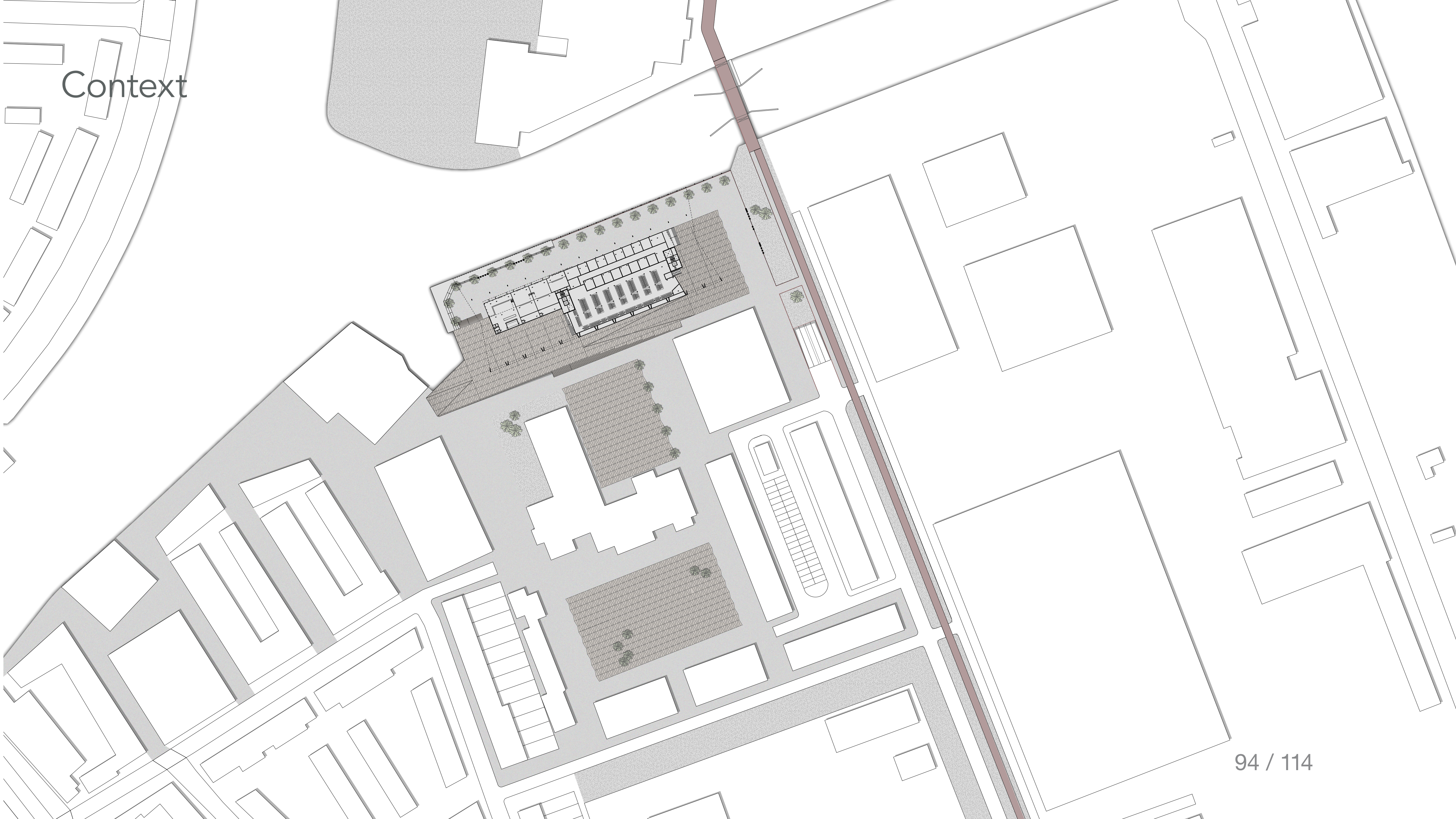


4D A building: architecture can be seen as a four-dimensional form of communication. The fourth dimension being *movement*. You can move through space at different moments in time.

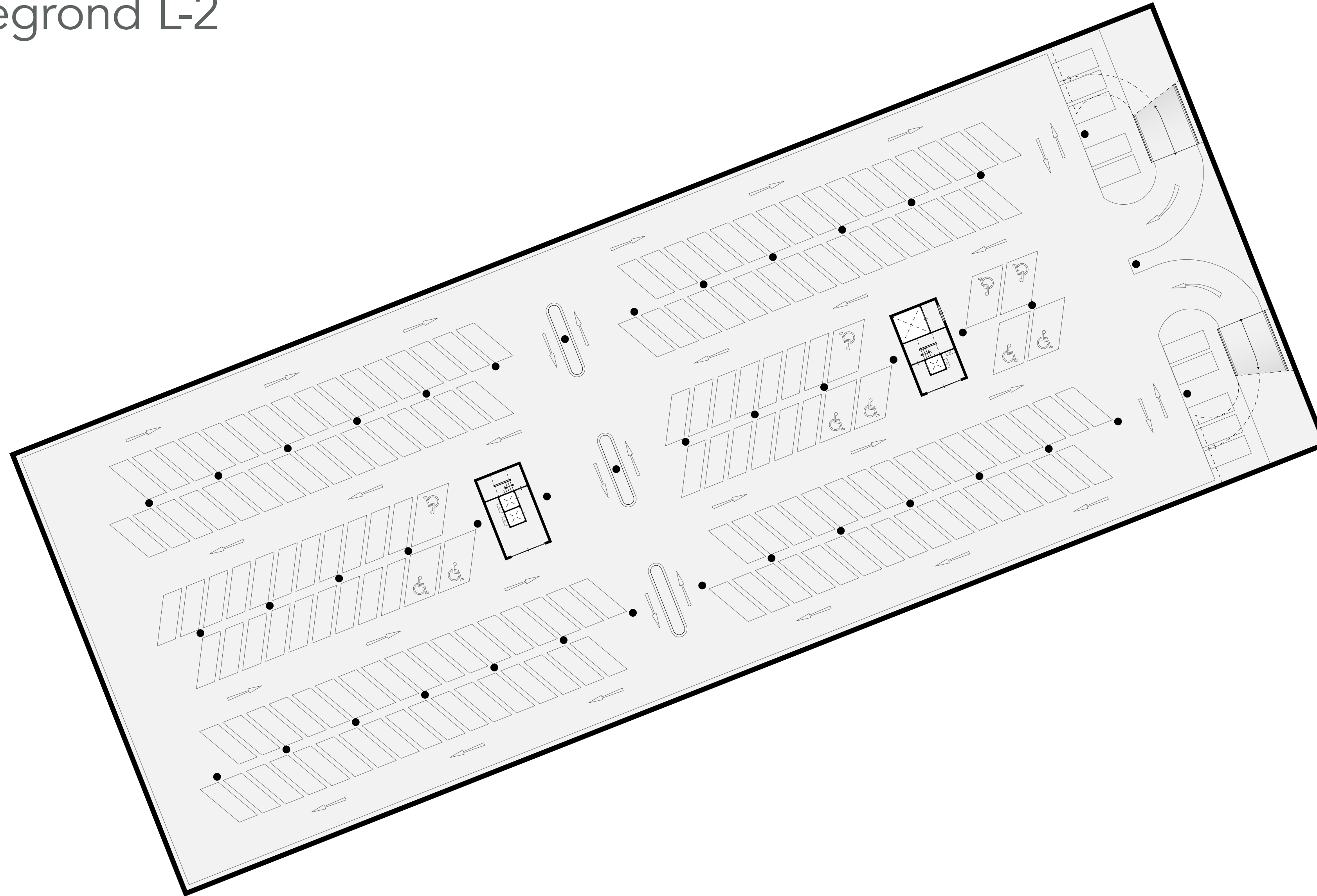
Situatie



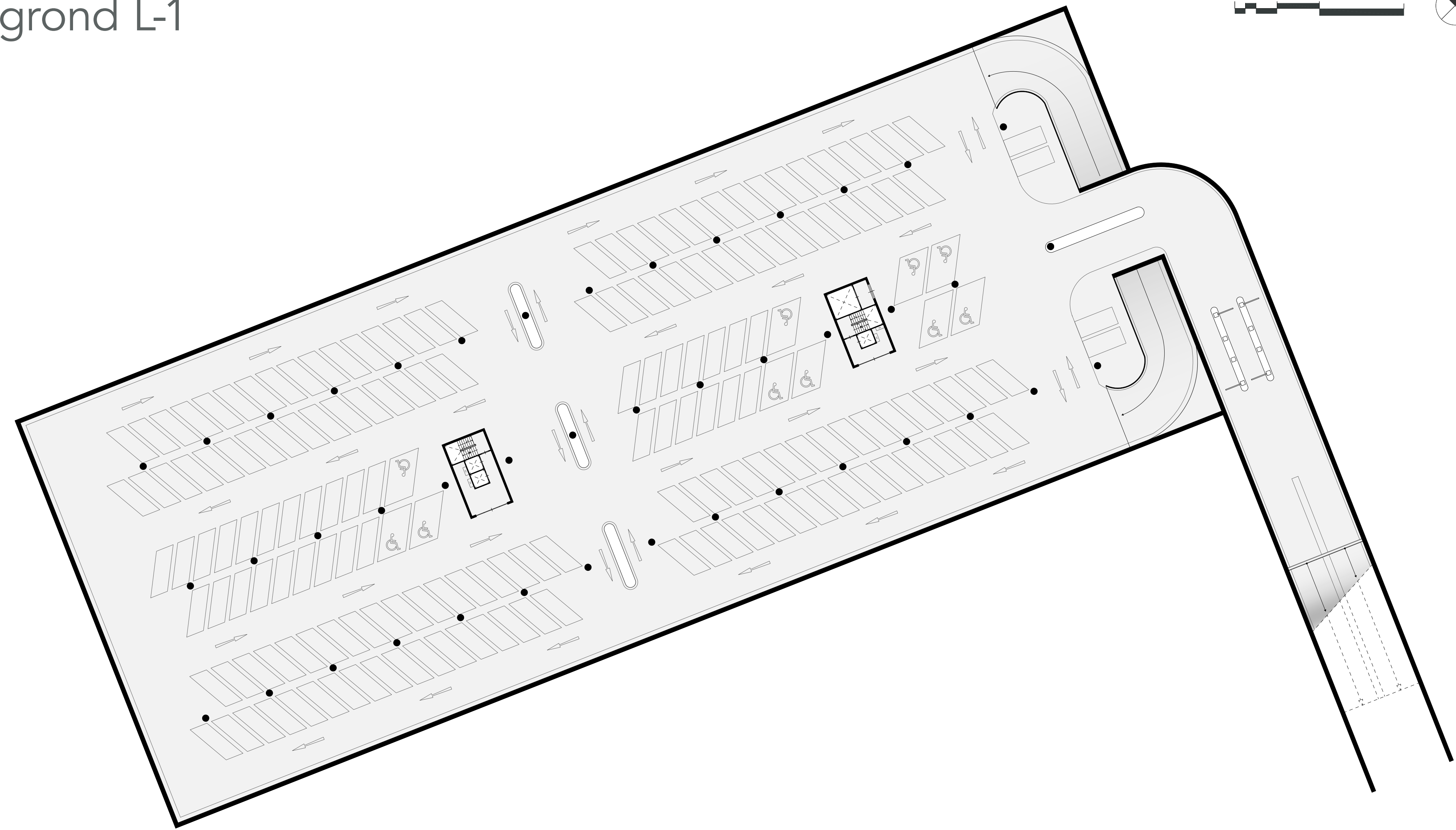
Context



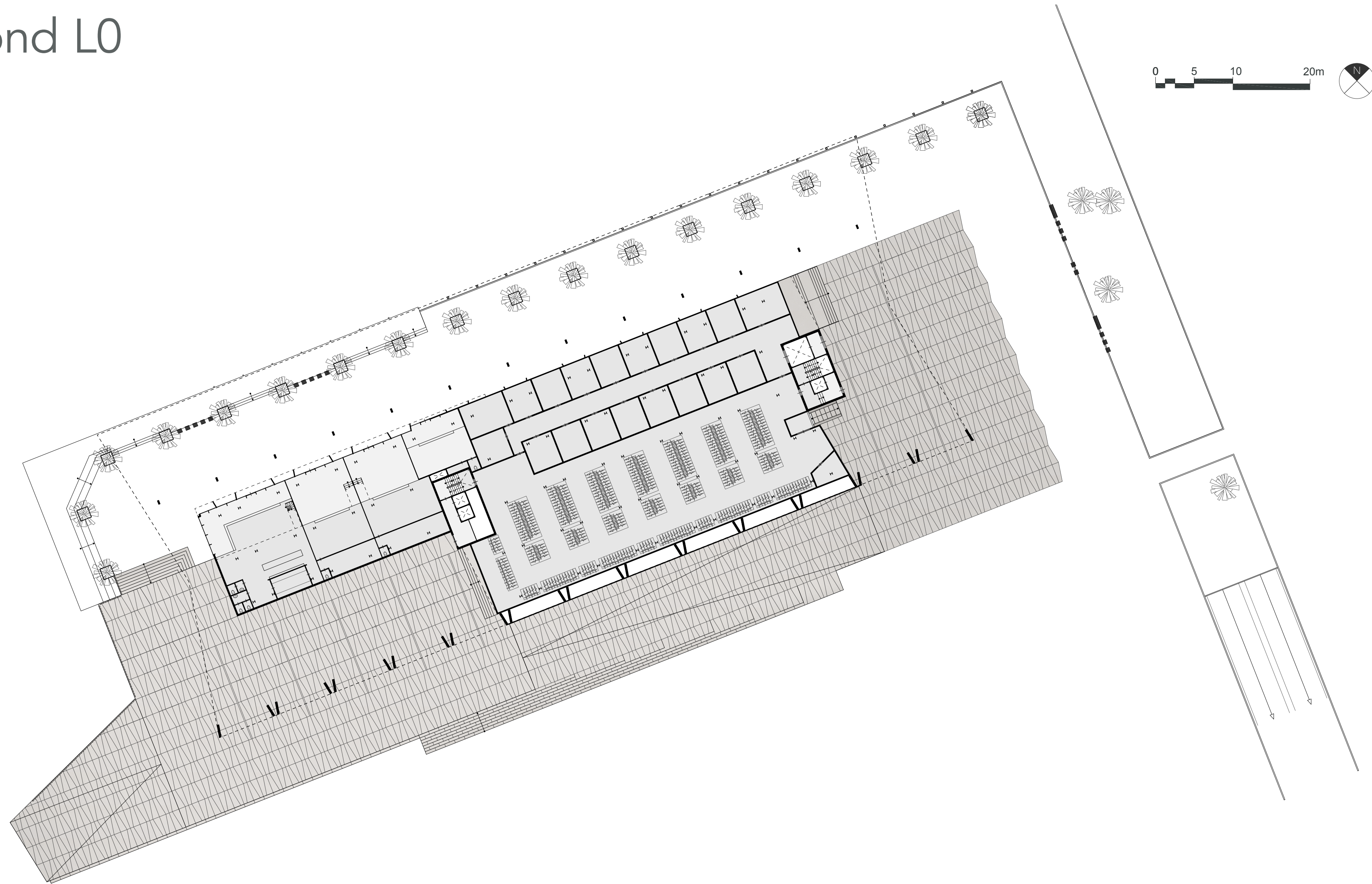
Plattegrond L-2



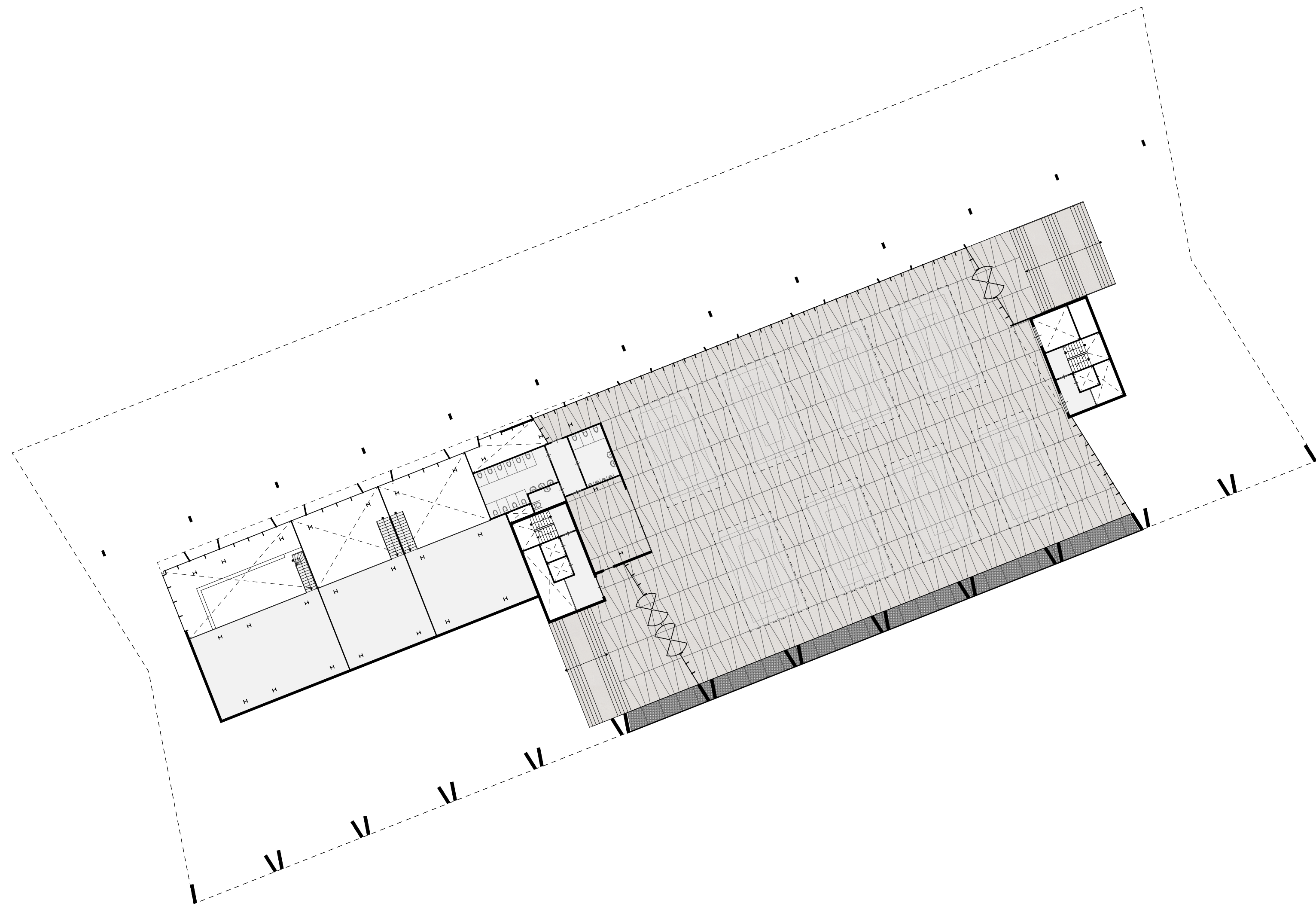
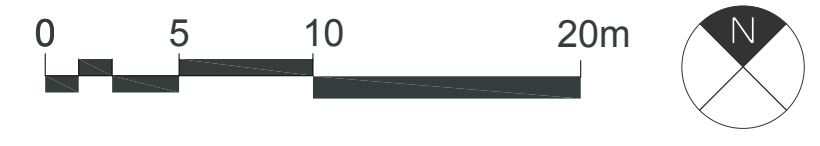
Plattegrond L-1



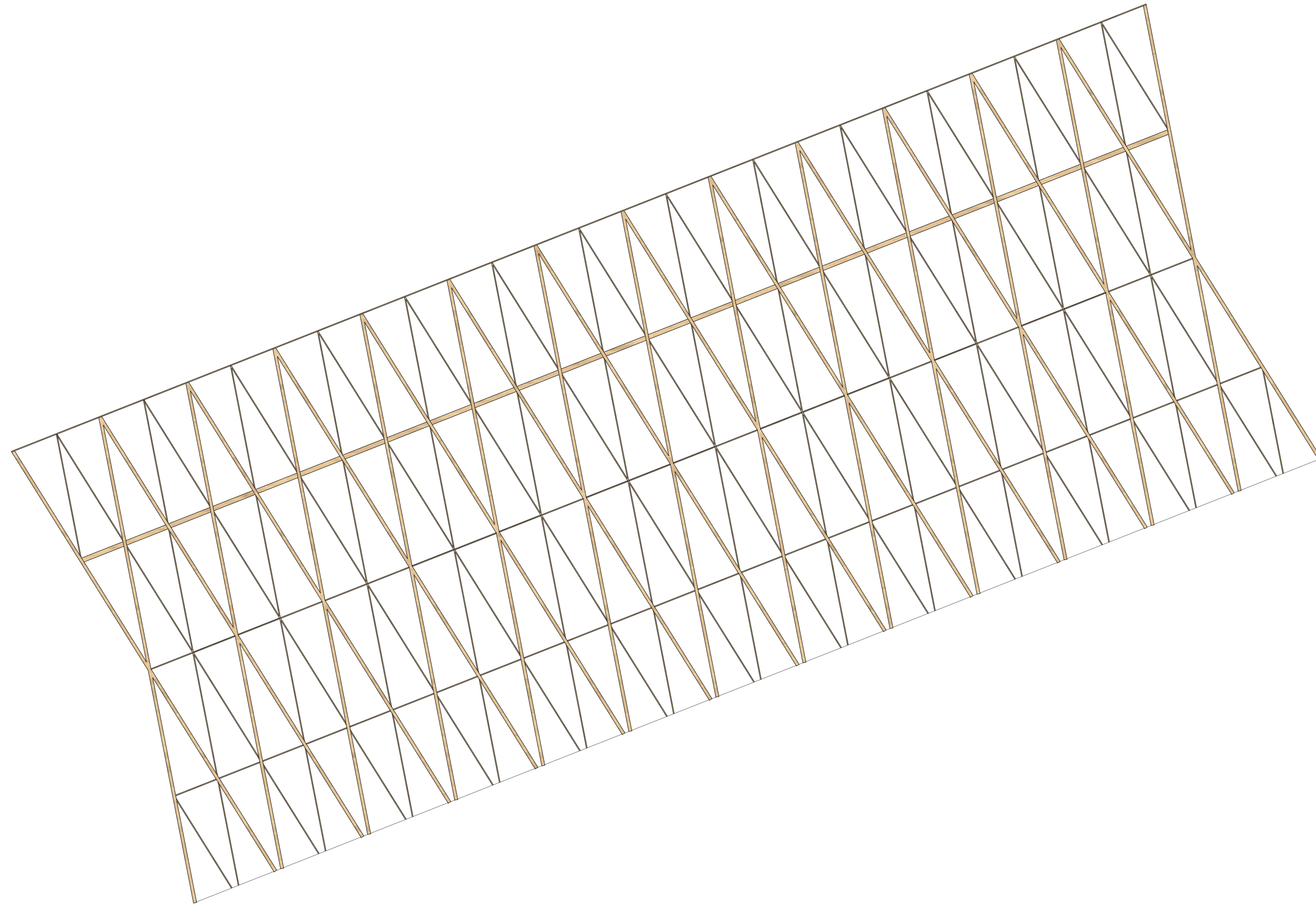
Plattegrond L0



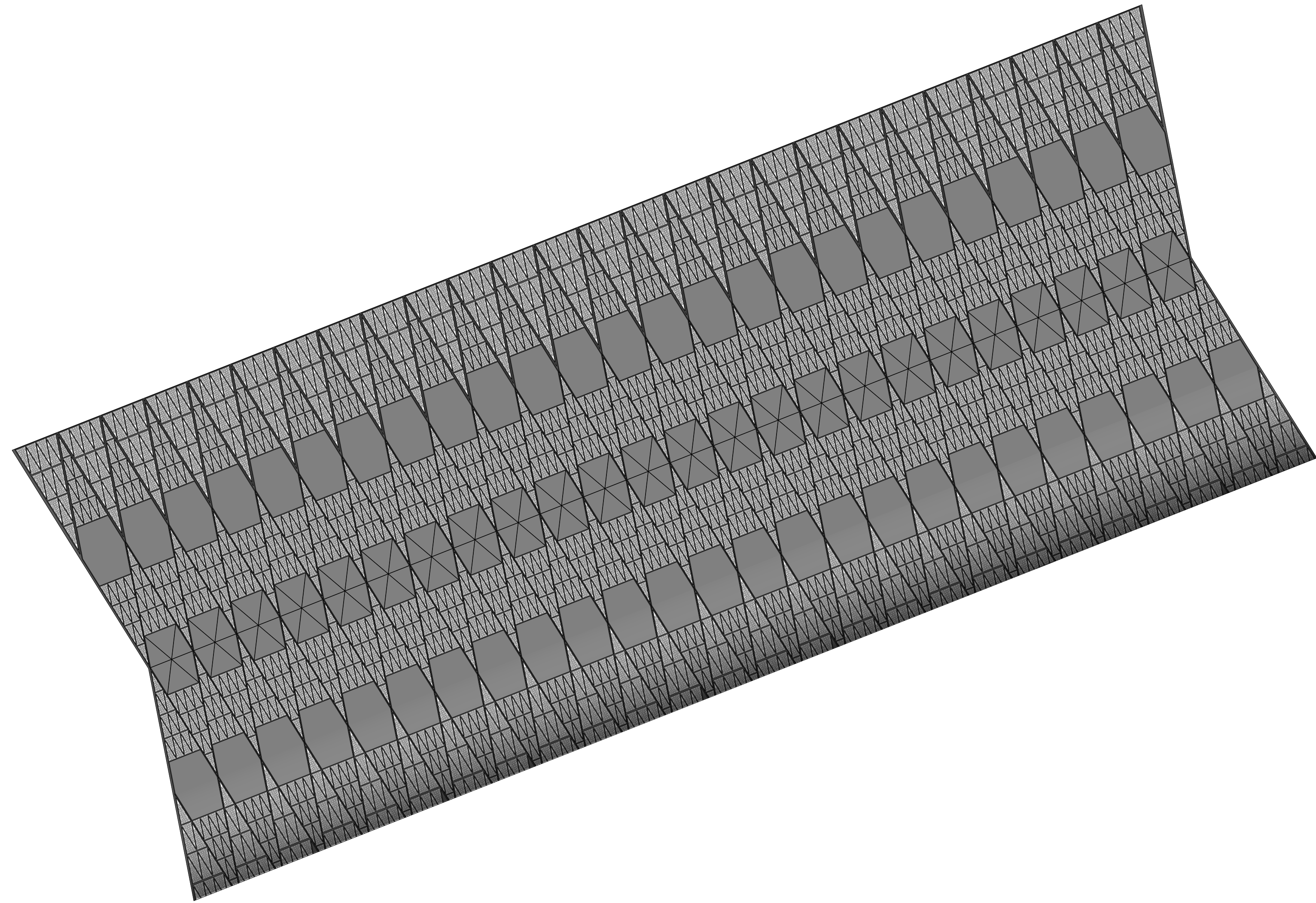
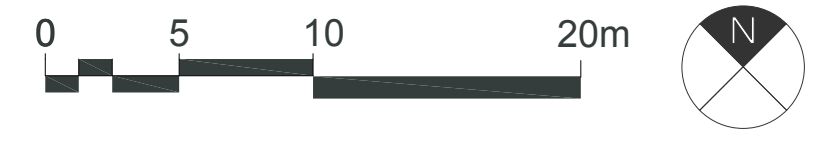
Plattegrond L1



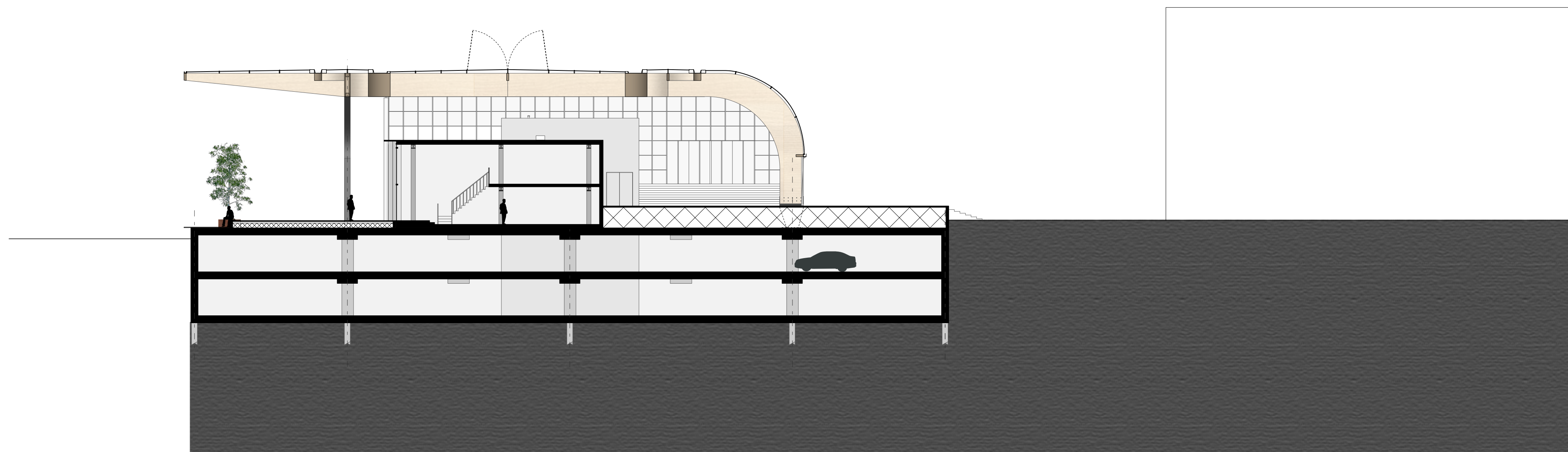
Dakaanzicht constructie



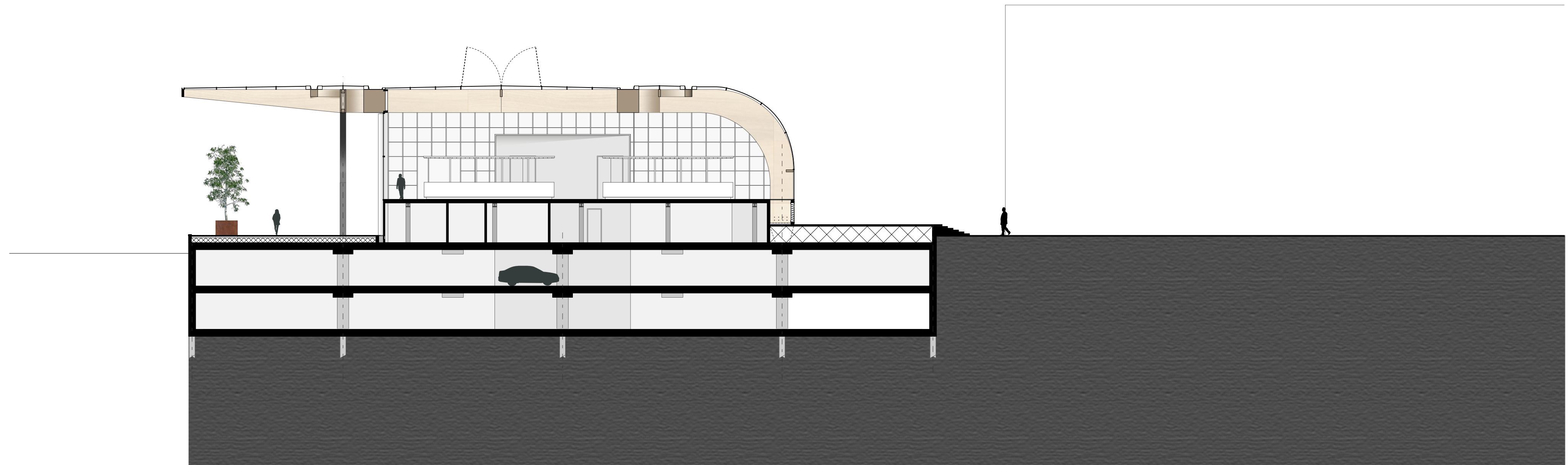
Dakaanzicht



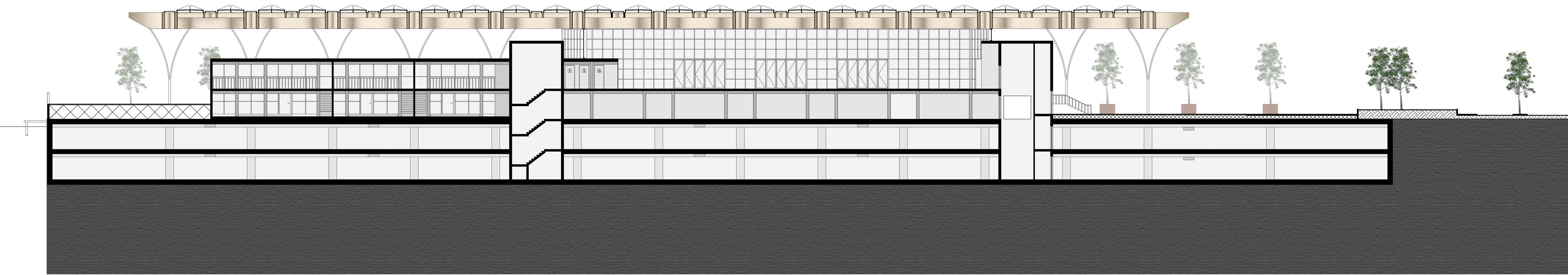
Doorsnede AA



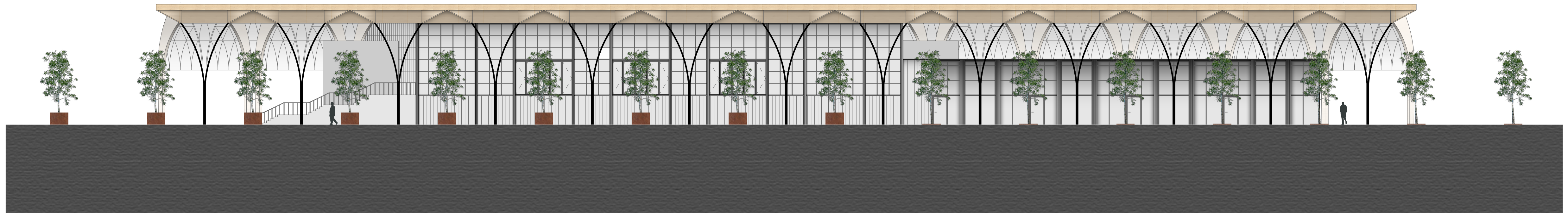
Doorsnede BB



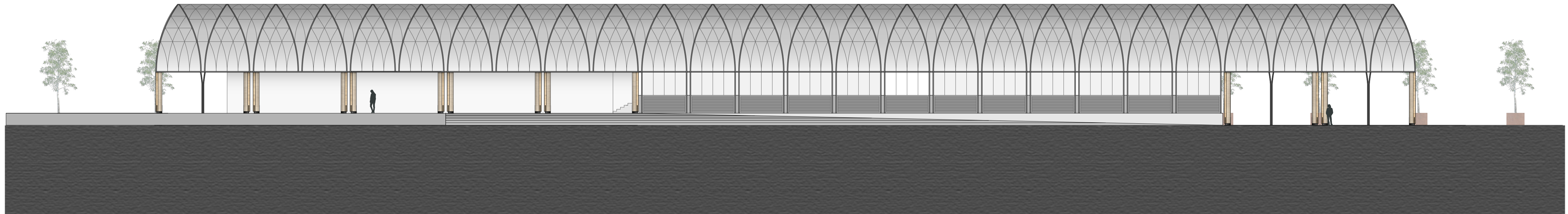
Doorsnede CC



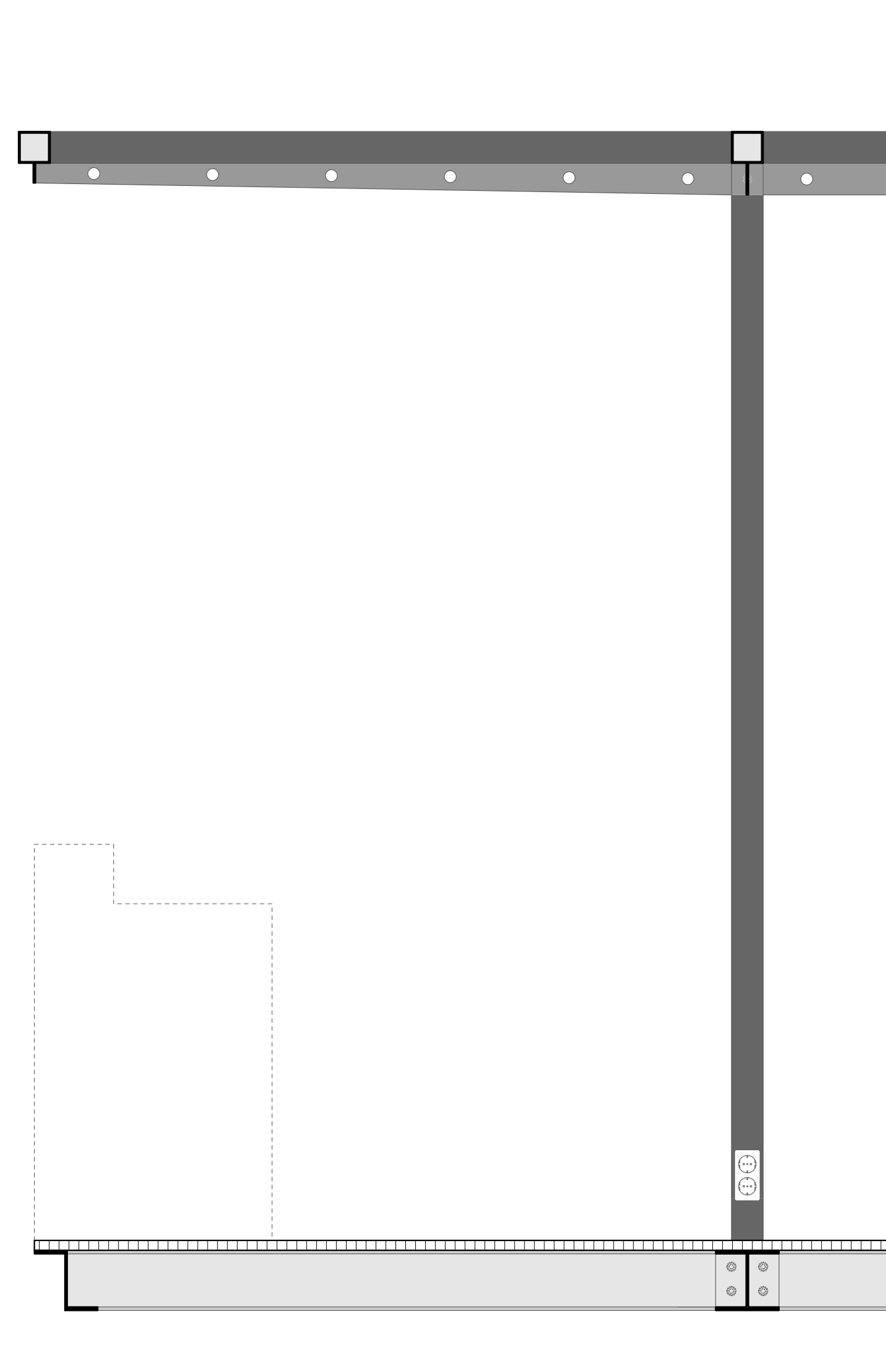
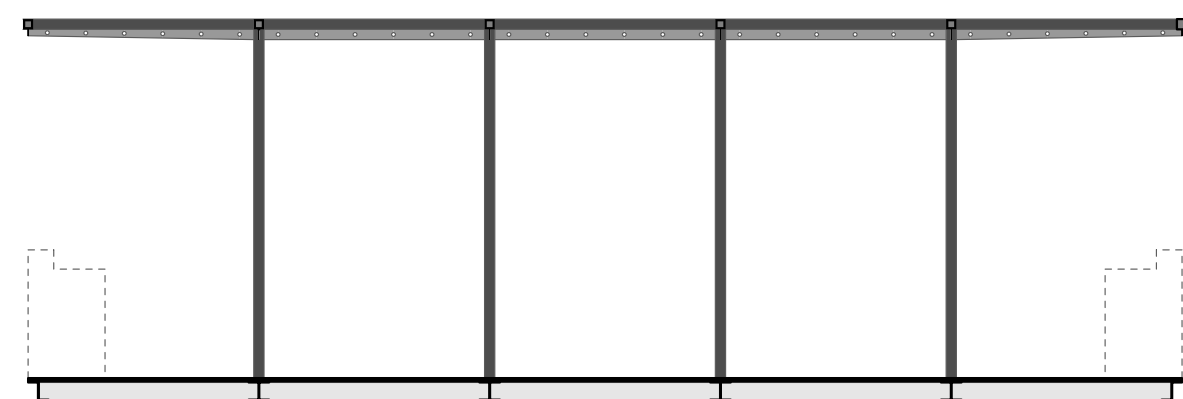
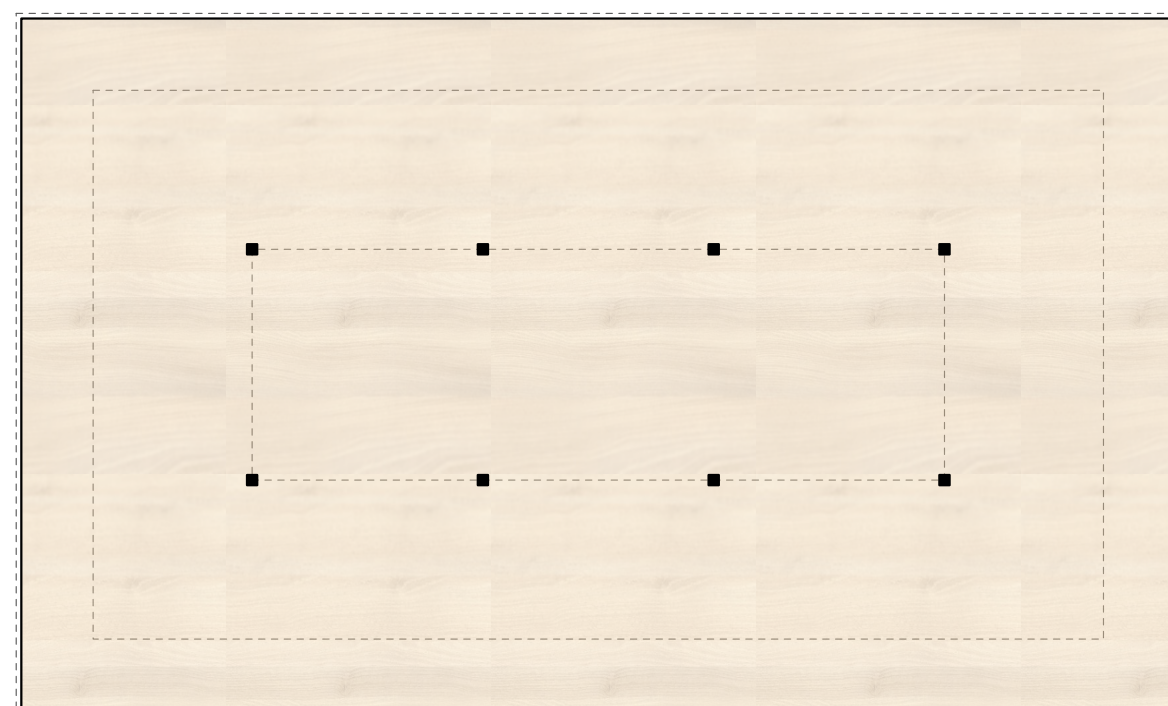
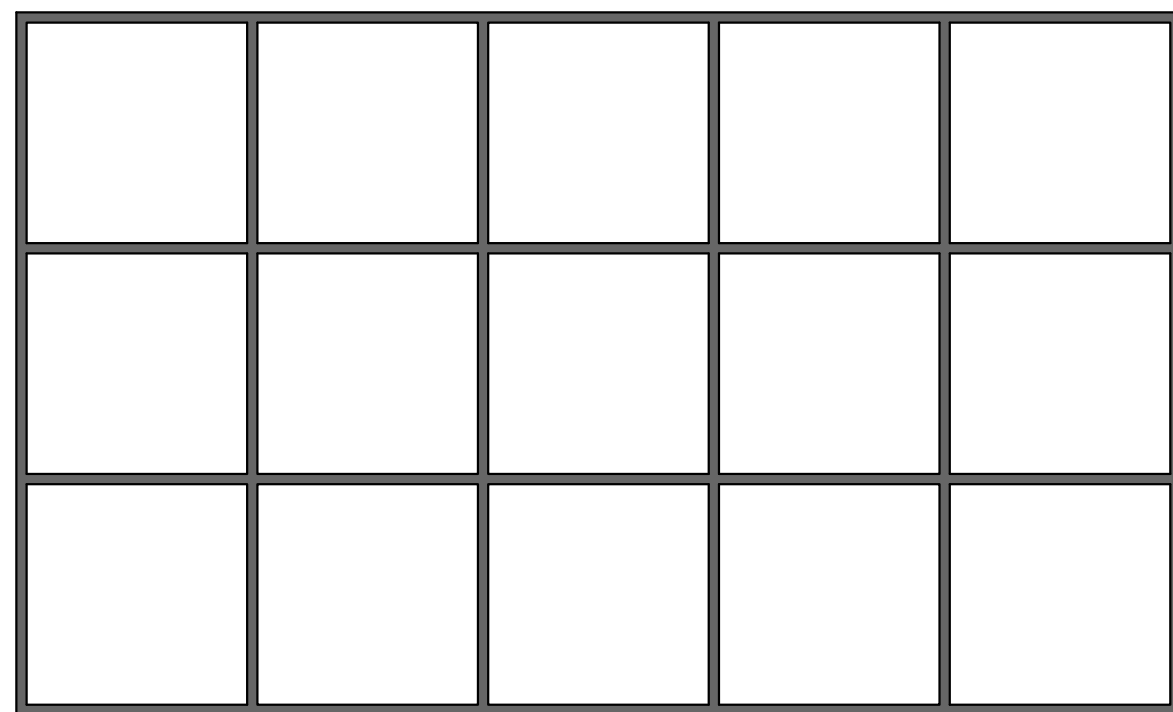
Gevelaanzicht kade



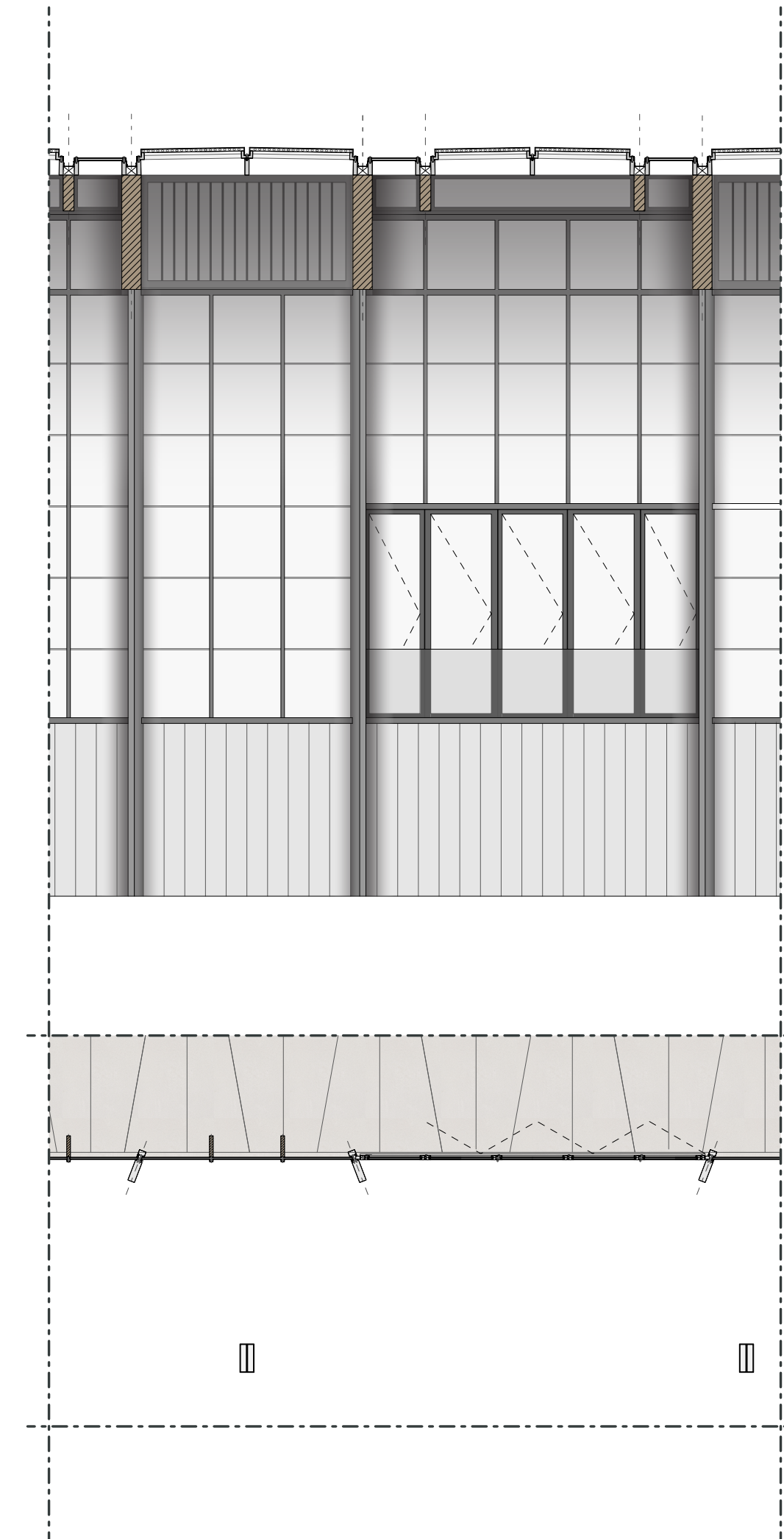
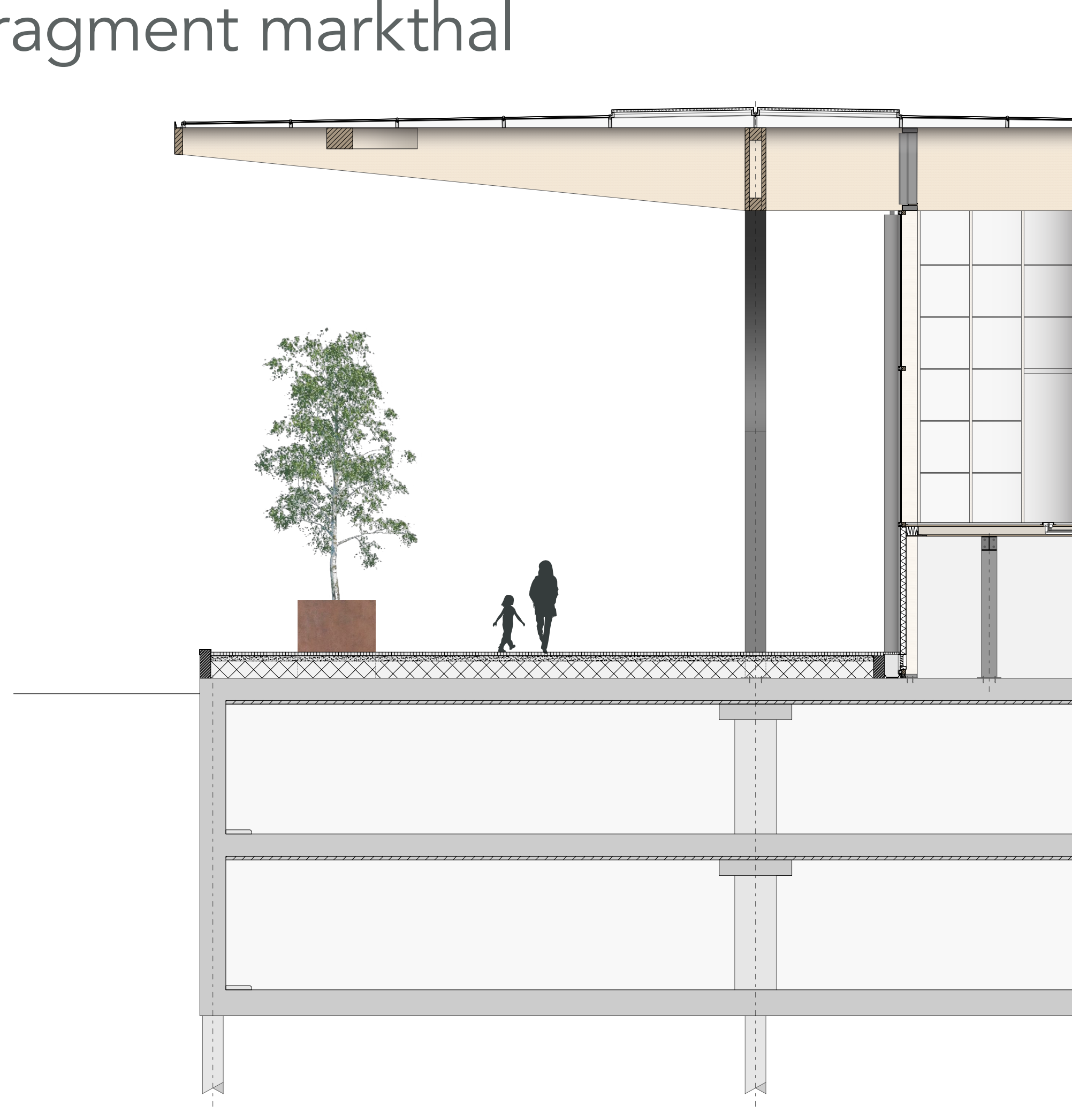
Gevelaanzich lichtplein



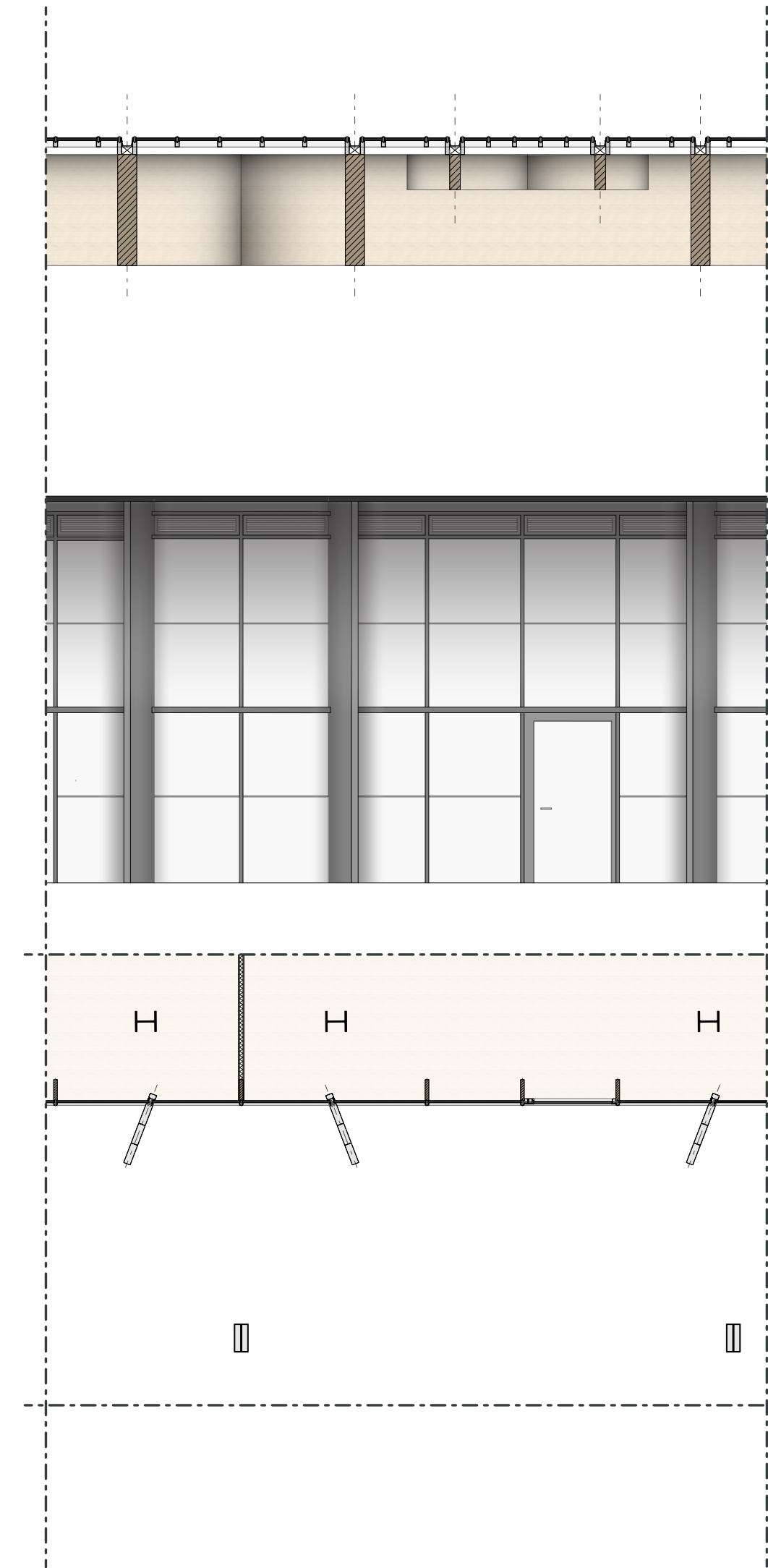
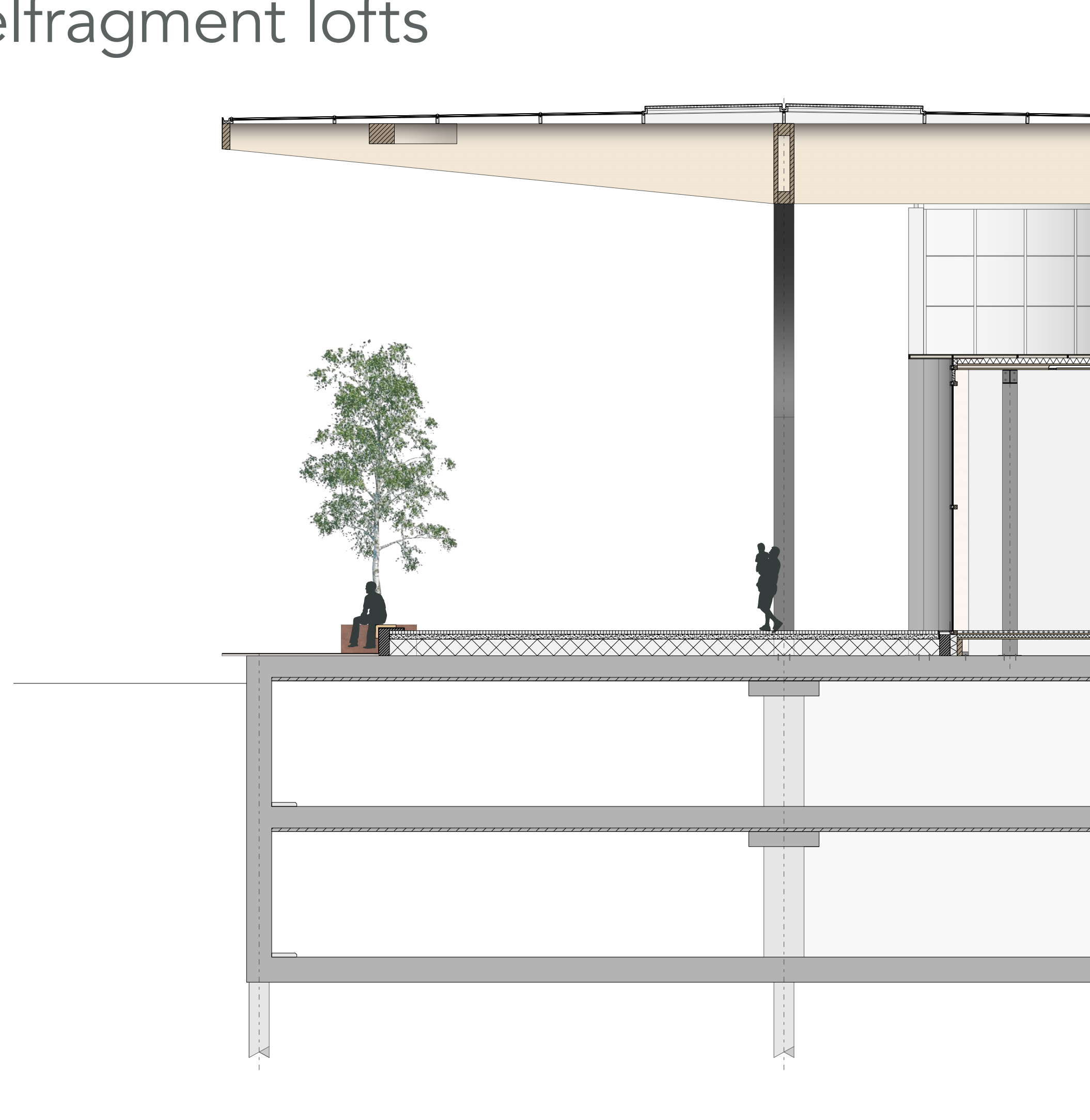
Marktkraam



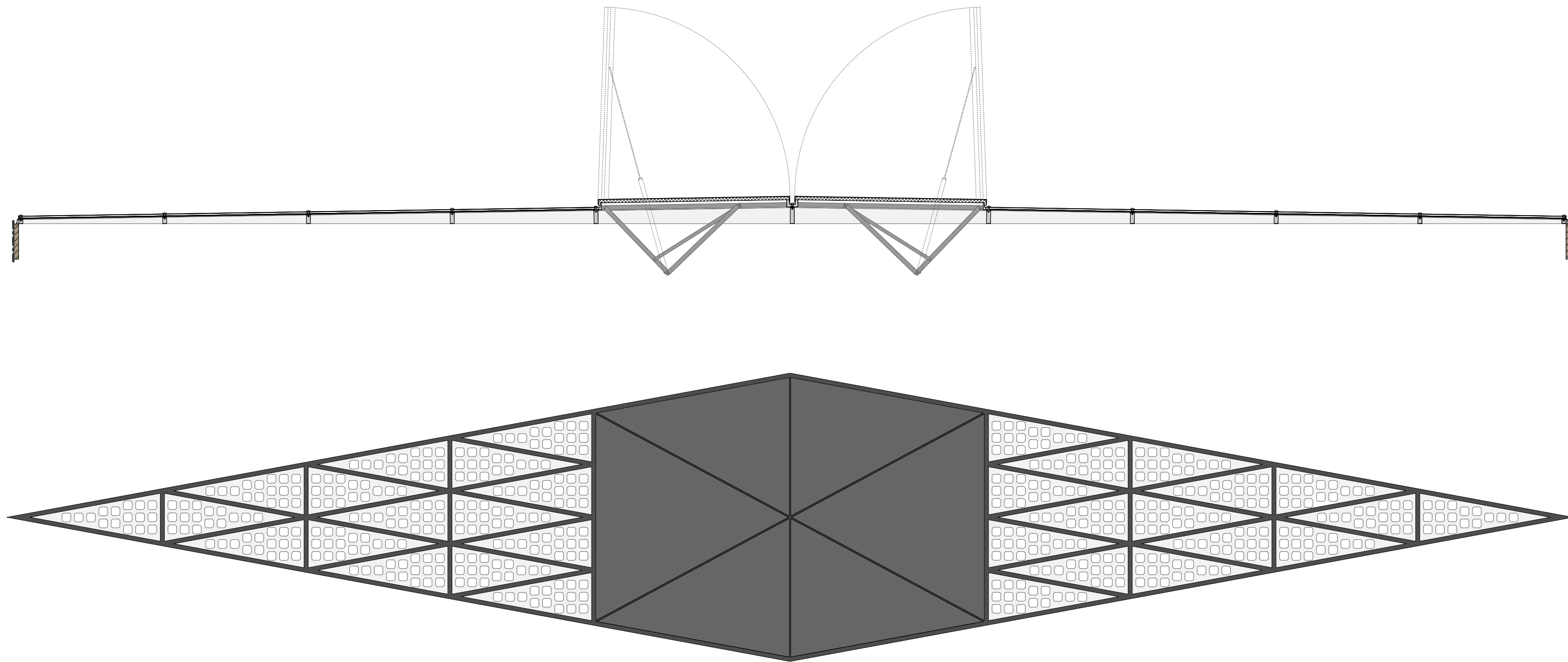
Gevelfragment markthal



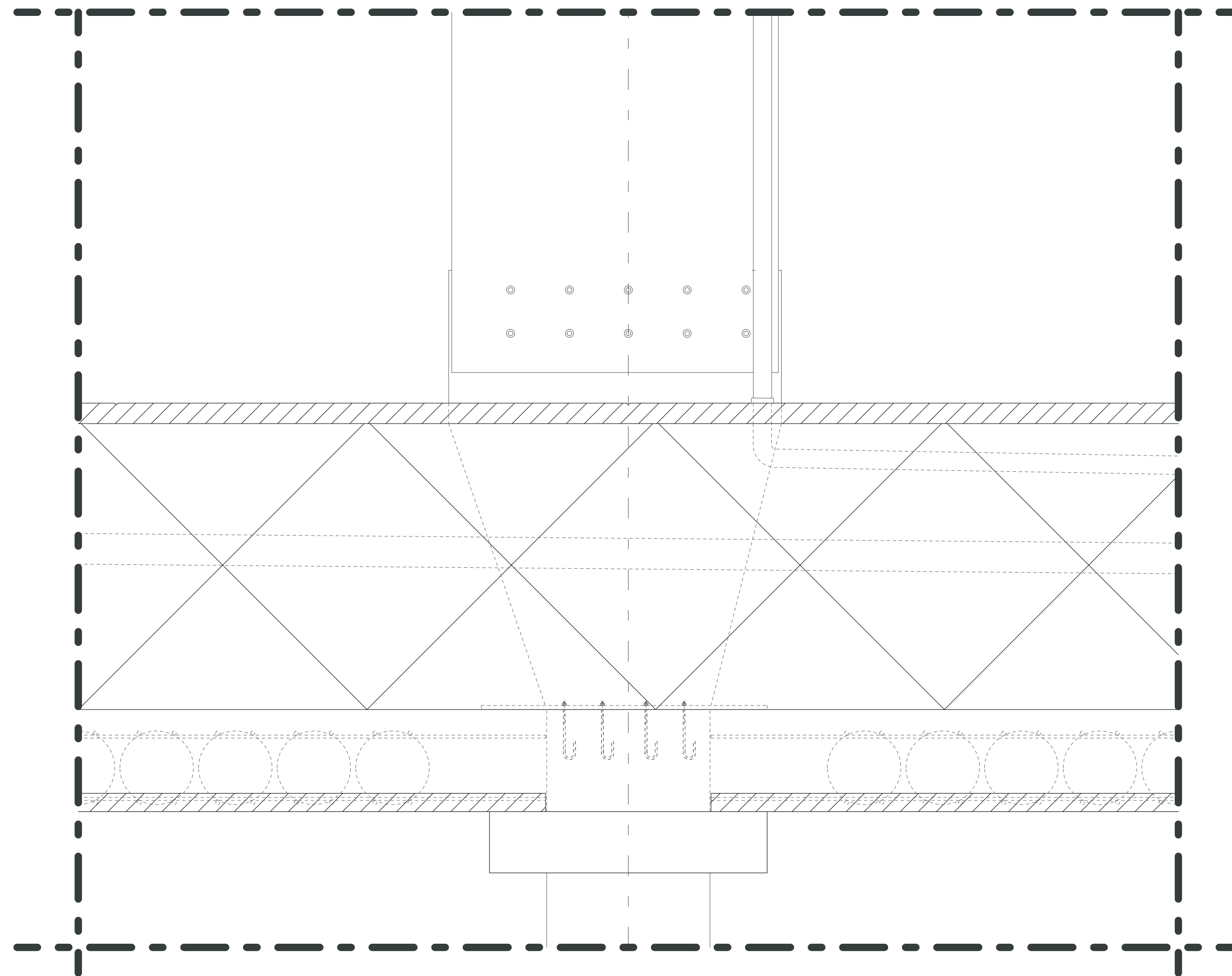
Gevelfragment lofts



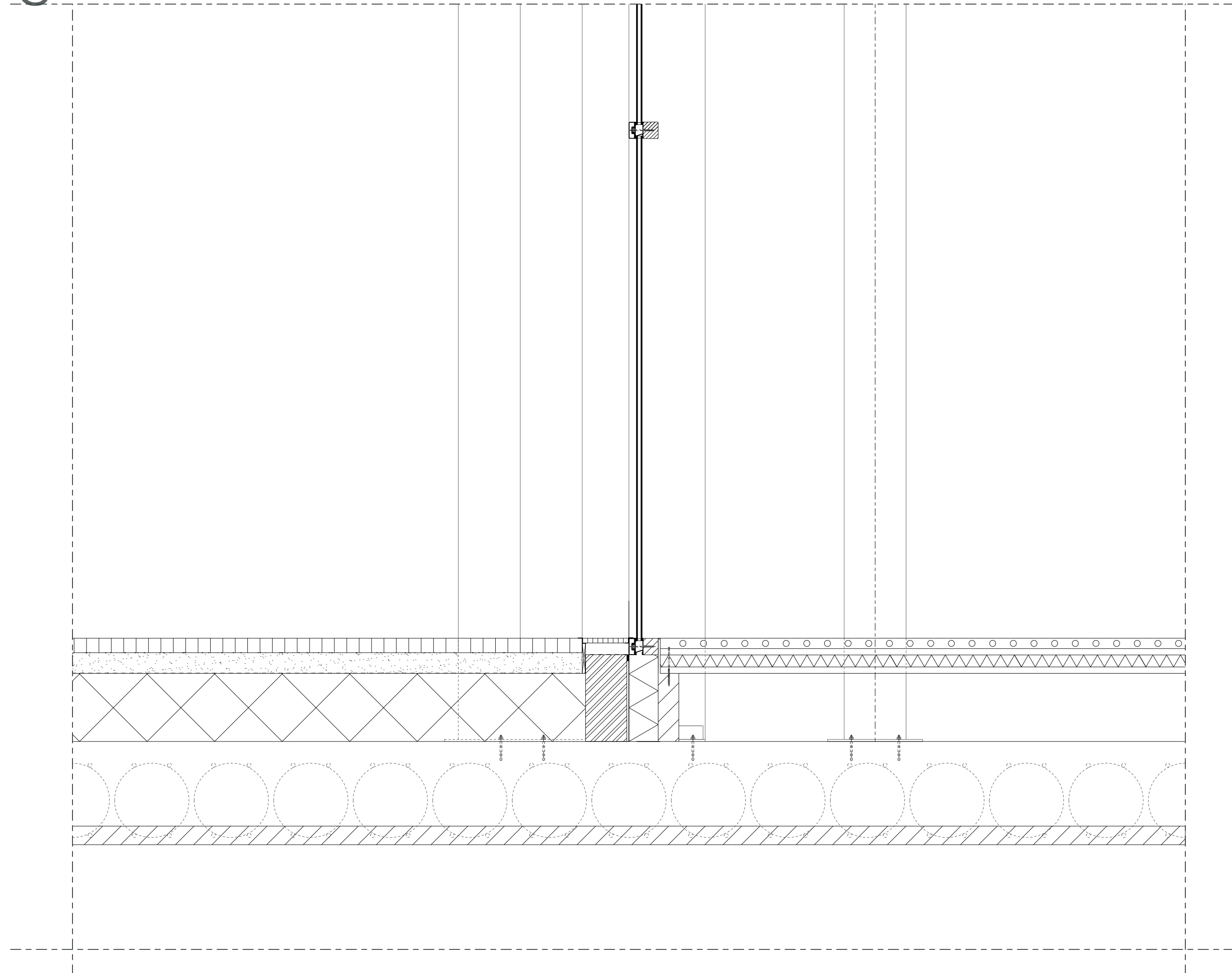
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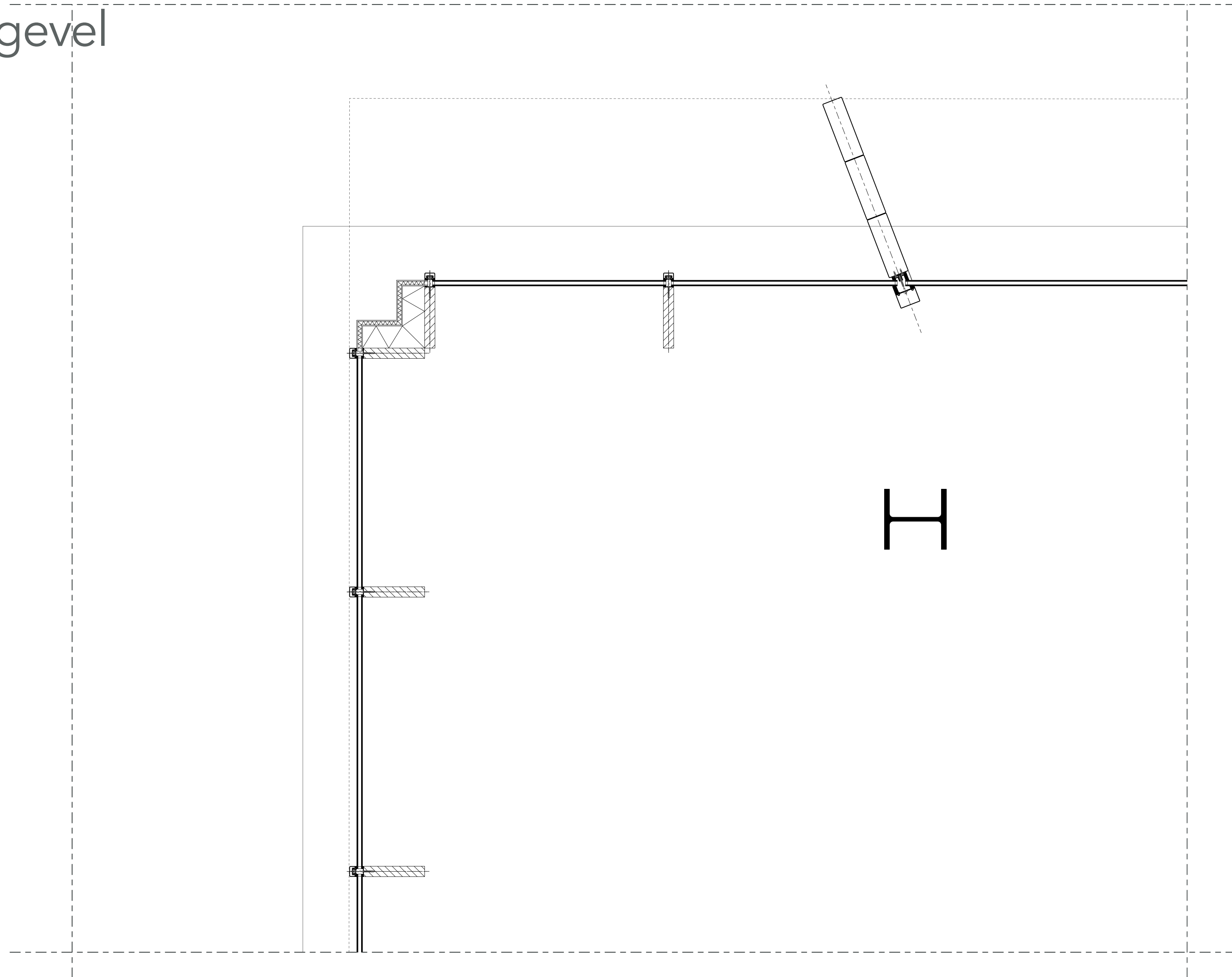
Detail portaal - grond



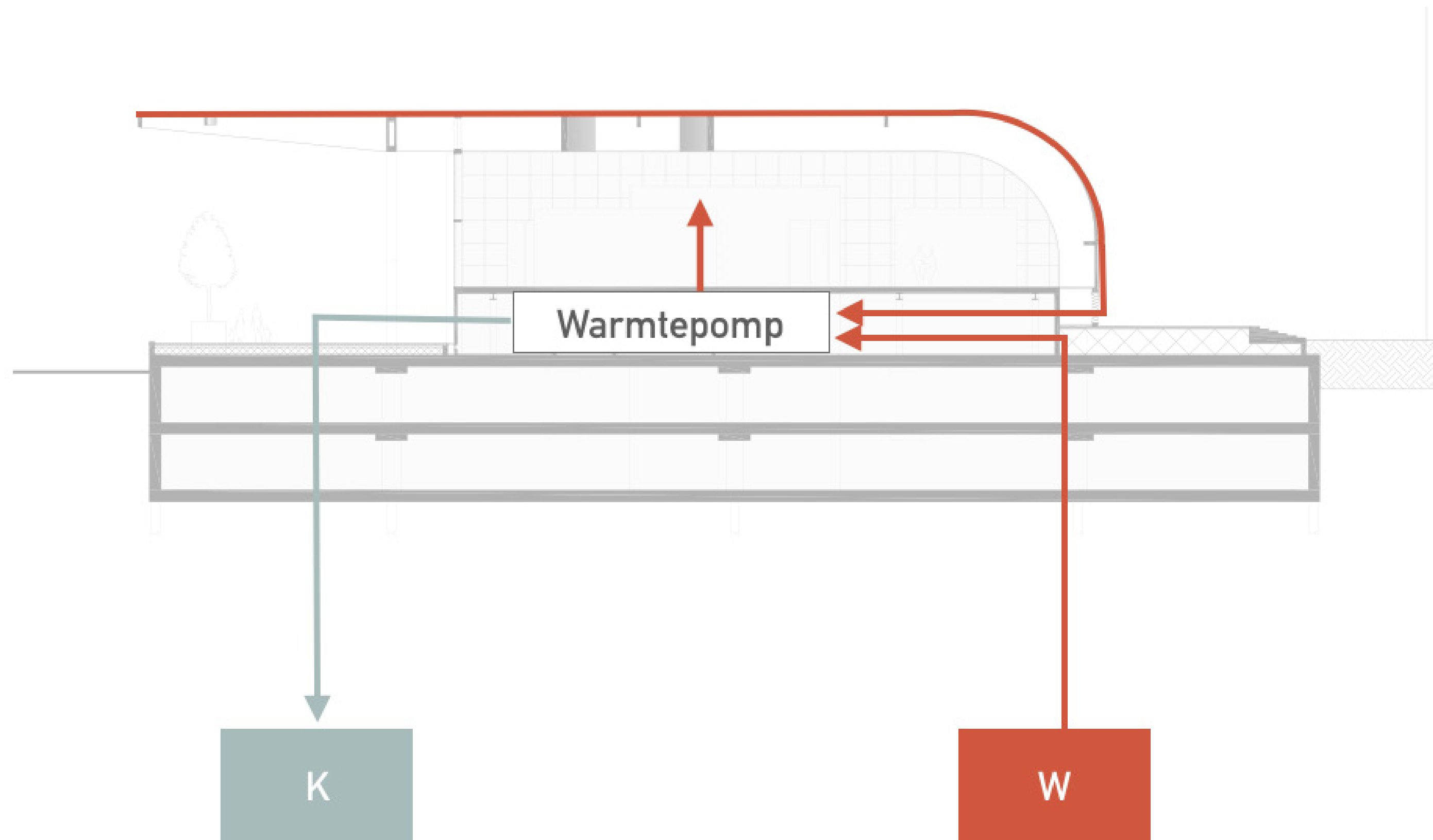
Detail gevel loft - grond



Hoekdetail gevel



Wärmepump winter



Warmtepomp zomer

