GRADUATON PLAN

PERSONAL INFORMATION

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STUDIO INFORMATION

Name/ Theme	Explore lab
Main mentor	Roel van de Pas
Second mentor	Martijn Stellingwerf
Argumentation of choice of the studio	First of all, taking part in the graduation studio Explore lab offers me the opportunity to further research a great interest of mine, fashion design. In addition the structure of the studio challenges me to individually construct a project. At last the studio invites me to explore and experiment within different fields of (architectural) design.

GRADUATION PROJECT I TIME BASED SENSES

PROBLEM STATEMENT

Each human being is constructed out of a unique code of DNA. This specific set of twenty-four chromosomes, referred to as the genotype, is genetically defined and therefor fixed. The genotype results into a wide range of characteristics, both physically and mentally.

Related to the genotype there is the fenotype. The term refers to the physically identifiable characteristics of the human being. In this case not only the genetically defined characteristics are to be taken into account but also its environmental factors are of great influence and importance. Environmental factors are to be considered as well as physical factors as the education and quality of life.

Whereas the genotype forms the base of the human being, it is its fenotype that completes and finalises its characteristics and translates them into daily actions and thoughts. Along with these composed set of characteristics, human specific desires, goals and intentions are constituted.

While the DNA code of a person is defined, its environmental circumstances not necessarily have to be. In that way it is possible that an identical set of chromosomes, results into a deviant behaviour when situated in different conditions. The main factors necessary for divergent circumstances are time and space.

Two situations can have the same non physical context, and therefore take place at the same time within an equal state of mind but in a different physical environment. On the other hand two identical situations can take place in the same or comparable physical context, but due to the evolution of time, circumstances had the possibility to develop and restructure one selves.

Caused by instinct and evolution a human being has the urge to position itself into society. First of all as an individual and secondary in relation to others. Therefor a manner of personal expression is necessary to expose its intentions and desires. It is the capability to communicate the position the individual chooses to take into a certain context in society, that allows the individual to take place into the larger network of society.

This network of society translates itself into a physical context. Each individual has its own body and mind, surrounded by its direct personal physical space. In this direct space the individual has the opportunity to decide and therefor in a certain way possess it. As the personal space changes together with the physical movement of the human being, the most effective and common manner of physical expression is to utilize the human body. Therefor fashion is a perfect medium.

When the network is projected on a larger scale, the individual stands no longer on its own but is in interaction with other ones. As a consequence the space is no longer subject to one personal interest only. From now on the individual has to share its surroundings and therefor adapt its personal desires and intentions (fenotype) in order to approach the other and work together. This physical scale is related to architectural design.

As the direct space only concerns a singular person its interest, it has the capability to adapt itself completely to individual desires. Both physical as mental comfort can be fully obtained. The field of fashion is designed to answer these specific desires. Caused by the development and impulses of environmental factors, personal desires and a fenotype can change rapidly. The fashion industry functions at high speed to be able to keep up. This tempo and endless continuity allows the industry to interact with all types of context, which create the opportunity to be provocative and focus at very specific contextual themes and issues.

Architecture on the other hand focuses less on the individual. As the user exists most of the time out of a larger audience, it provides more general characteristics. Less specific, includes that more different individuals will be able to identify themselves and find comfort. With the aim to be sustainable, the expertise focuses on durability. These goals taken into account, the expertise is more obedient towards user and time and less provocative and responding to the temporary context.
Nevertheless architecture has the perfect capability to offer every individual, personal comfort and at the same time create a network between different individuals. Among other things by offering common grounds and creating a framework where each individual finds the comfort to position oneself into society. Therefor the aim of this project to create an architectural experience that honours as well the individual and society as the built environment.

RESEARCH I RESEARCH QUESTION AND METHODOLOGY

1.Main research-question
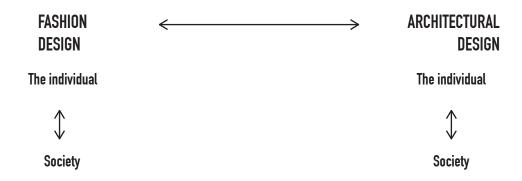How can fashion design be engaged into architecture in order to obtain a similar quality?

2.Sub research-questions
What is the relation between the individual and society?
How can the craft (physical) of fashion design be implemented into architectural design?
How can the connotations (mental) of fashion design be implemented into architectural design?

Methodology
The goal is to research the relation between the individual and society in both fashion and architectural design. This relation takes place in the two expertises and as well fashion as architecture maintain certain qualities interesting for the specific interaction. To be able to discover how the qualities of one field could be engaged into the other field of design, parallels have been drawn. These parallels involve both physical and mental subjects. The effect of implementing characteristic of one expertise directly into the other, expose different types of possible approaches and new design insights.

FASHION DESIGN	⟵————————⟶	ARCHITECTURAL DESIGN
The individual		The individual
⇕		⇕
Society		Society

DESIGN ASSIGNMENT AND PROJECT RELEVANCE

The aim is to engage architecture to recall the qualities and values of existing Dutch and foreign heritage. It has to shake up society and make them aware of the environmental qualities that they took for granted, Four valuable built environments will be taken out of their comfort-zone due to the intervention of four temporary design projects that will be strongly related to their context. These temporary projects will emphasize the context its qualities and remind each human individual that working together they have constituted society in the past and that they will continue doing so towards the future.

Each project will make the individuals aware that personal desires and comfort can and may be obtained. In addition it will show them that personal influence is not only aloud but even encouraged. By doing so they will realize that it is the interaction between every individual and the and the combination of their actions, that compose the narrative of their experience.

The design of the project will work on three different levels.
1.Person
2.Community
3.Society

In correspondence with these levels, networks in different scales will be activated.
1. The network of the first level consists out of the relation between different physical experiences perceived by the sensory organs. Additional also the mental experience will be involved. The relation be-tween these impulses and input will result in a certain outcome that may results in physical actions but can also provoke certain thoughts in mind, that may result into certain consequences towards the future.
2. Starting from the personal experiences trough body and mind the next level will enlarge in scale. This network will cover the interaction between the different individuals involved. In this way the experience will be influenced not only by personal perception but also by the way other individuals perceive the particular situation and the manner they have chosen to act and react on it. Together they create the next moment and the development of the experience.
3. The third network will work on the level of society. The existence of the projects and the reflection from people that have chosen to take part in it, will inform people about the locations where the projects are situated. Due to the DNA of the projects people will reconsider the function and initial goal and beauty of the original and "eternal" part of the project. This contains both physical and cultural heritage.
The repetition of the experience in combination with the revival of the project itself each year and that concept repeated in four different projects, will constitute the additional values and quality of time and space into human memory.

In this way the individual is able to express and answer its personal desires and at the same time help fulfill the desires of society.

DESIGN PROCESS I RESEARCH PREFERENCES AND METHODOLOGY

The project; time based senses, emphasizes architecture influenced by the evolution of time that will be experienced by the senses.

1. Time.
It is the aim to emphasize the qualities of durable existing heritage by the intervention of temporary architectural projects. For this reason not only the heritage and its lifespan is an interesting field of research but also the temporary project itself. The lastest involves research in process design but also in its transitoriness and a possible revival. This may result in more specific fields of research as biological design.

2. Senses
The human body has five identified senses; sight, touch, smell, hearing and taste. These five physical mediums to collect information allow the individual to perceive and interpret external impulses. The combination of all five senses results into a rather complete and objective narrative, created by the narrator and only perceived by the receptor. When the design focus on certain sensory organs, the not addressed sensory organs will experience a lack of information. This handicap will sharpen the sensory organs that are addressed and thereby upgrade their capability of perceiving. Based on the few but high quality information the individual receives, it will fulfill the lacking information with personal imagination and therefor the experience will be more individual specific.