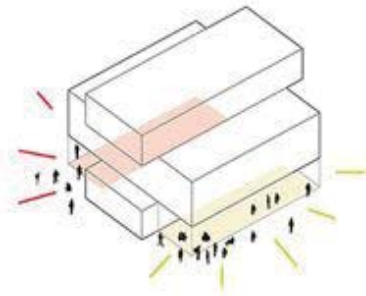


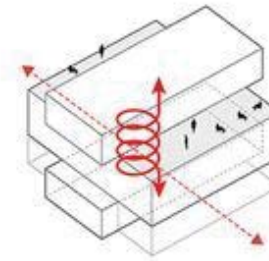
# DESIGN CONCEPTS



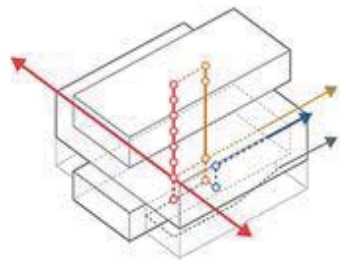
**STRONG CONNECTION WITH PUBLIC SPACE**



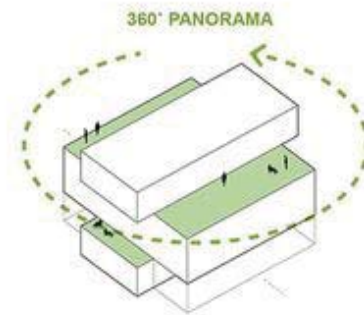
**CLEAR PROGRAMMATIC IDENTITY**



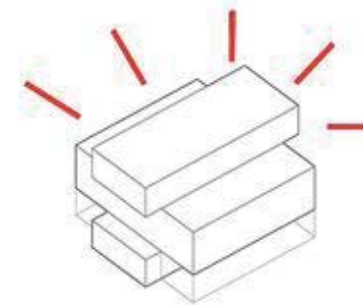
**VERTICAL CONNECTION ACTIVE COMMUNICATION**



**SEPARATE ORGANISATION PROGRAM**



**GENEROUS TERRACES**



**STRONG IDENTITY FOR KUNST-CAMPUS**

# DEFINITION



## WHAT IS A DESIGN CONCEPT?

A CONCEPT IS AN IDEA, THOUGHT OR NOTION THAT FORMS THE BACKBONE AND FOUNDATION OF A DESIGN PROJECT AND ONE THAT DRIVES IT FORWARD. IT BECOMES THE FORCE AND IDENTITY BEHIND A PROJECTS PROGRESS AND IS CONSISTENTLY CONSULTED THROUGHOUT EVERY STAGE OF ITS DEVELOPMENT.

COULD ALSO DESCRIBE A CONCEPT AS 'AN APPROACH' TO THE DESIGN

A STRONG ARCHITECTURE CONCEPT GIVES THE ARCHITECT / DESIGNER A CLEAR DIRECTION AND FRAMEWORK WHEN MAKING DESIGN DECISIONS; IT PROVIDES A METHODOLOGY TO THE THINKING PROCESS BY OFFERING A TYPE OF RULE BOOK.

SHOULD BE SIMPLE, UNIQUE, AND CLEAR

# EXAMPLES

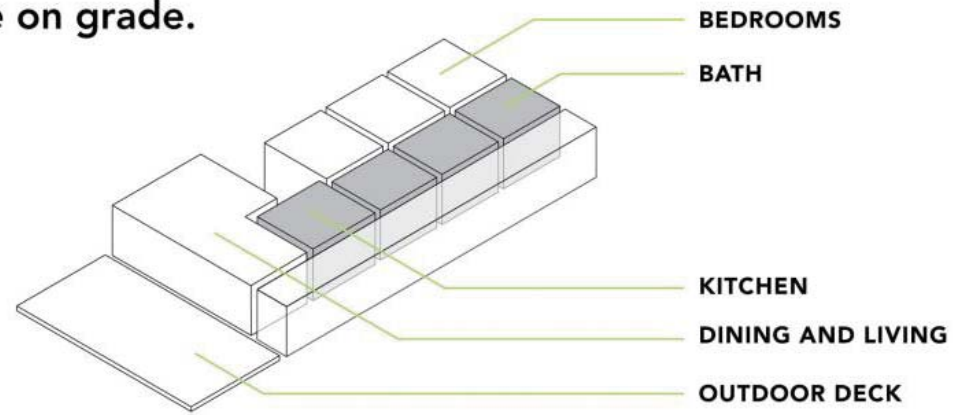


## TREE HOUSE

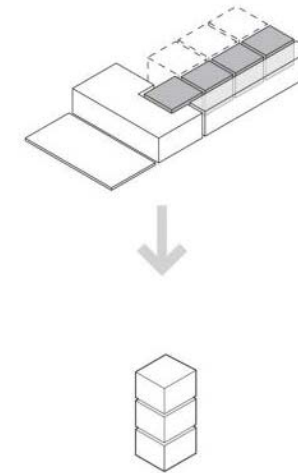


# EXAMPLES

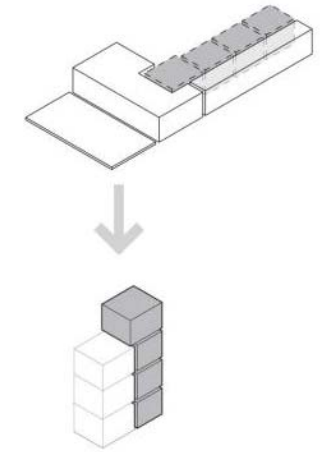
**1** Start with a 3BR/3Bath house on grade.



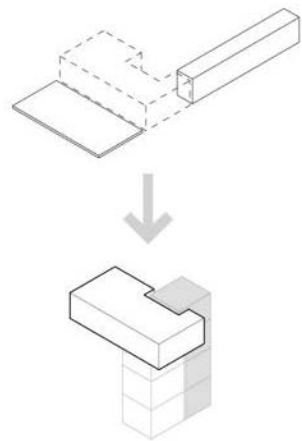
**2** Stack the bedrooms



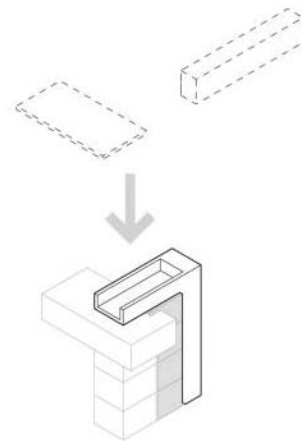
**3** Stack the kitchen and baths to create a heated core.



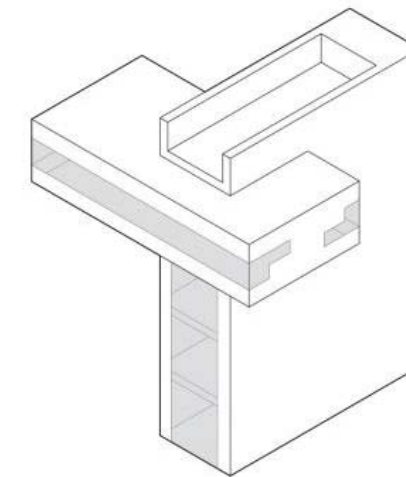
**4** Raise the living space to access the view.



**5** Tilt up the hallway to become stairs.



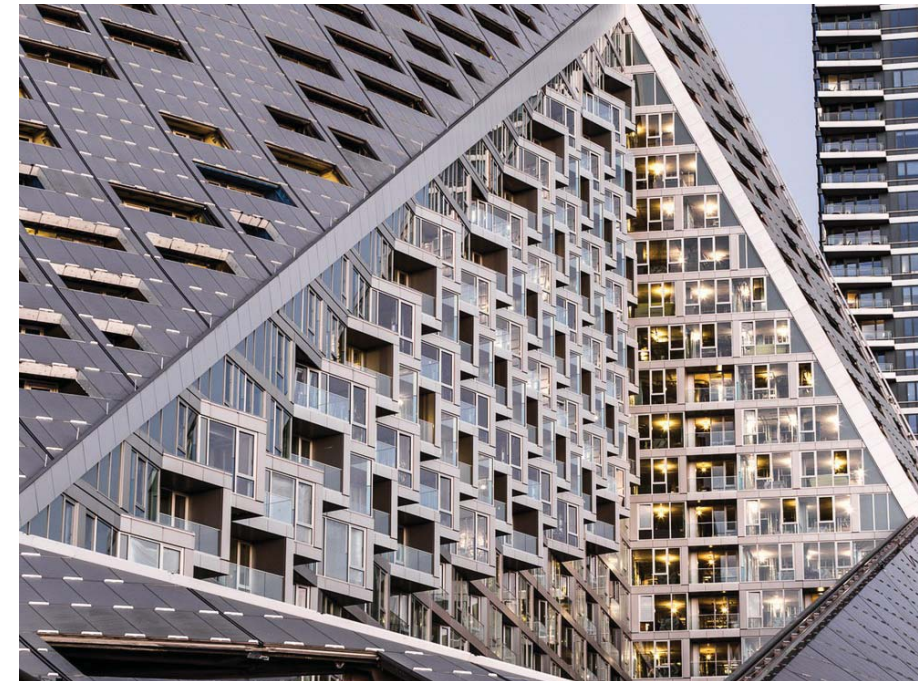
**6** Result: Tower House



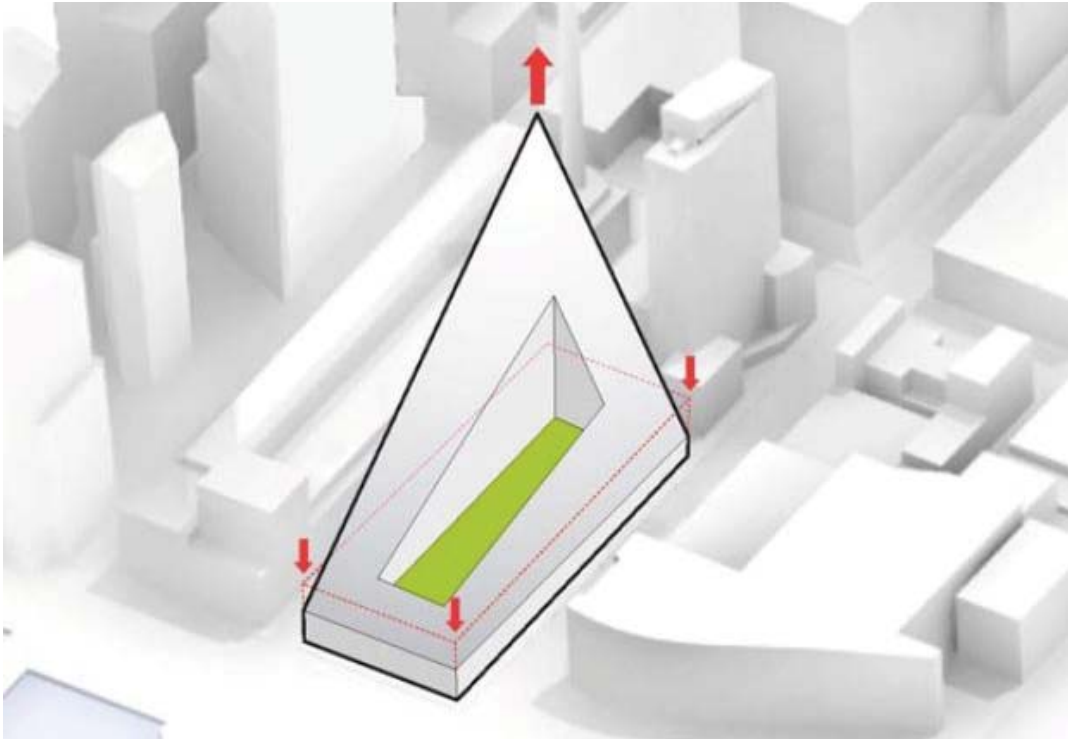
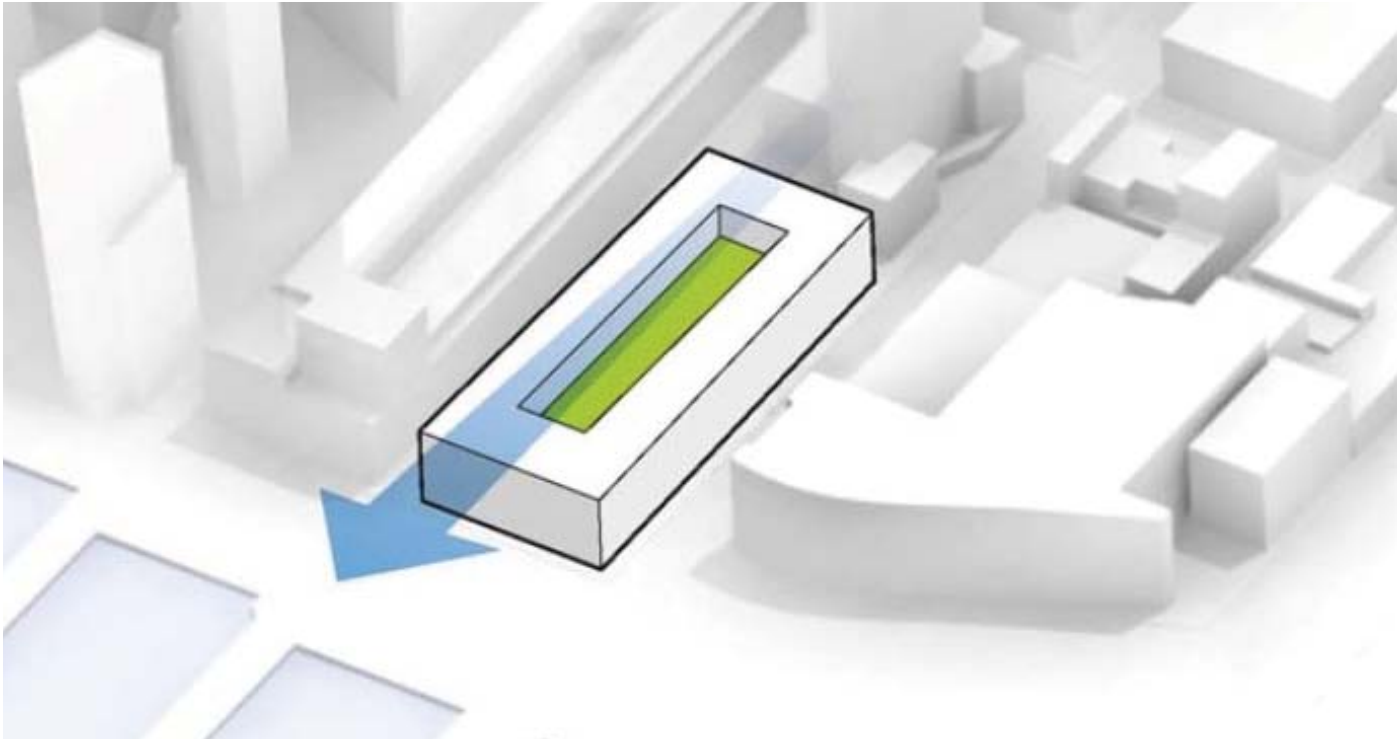
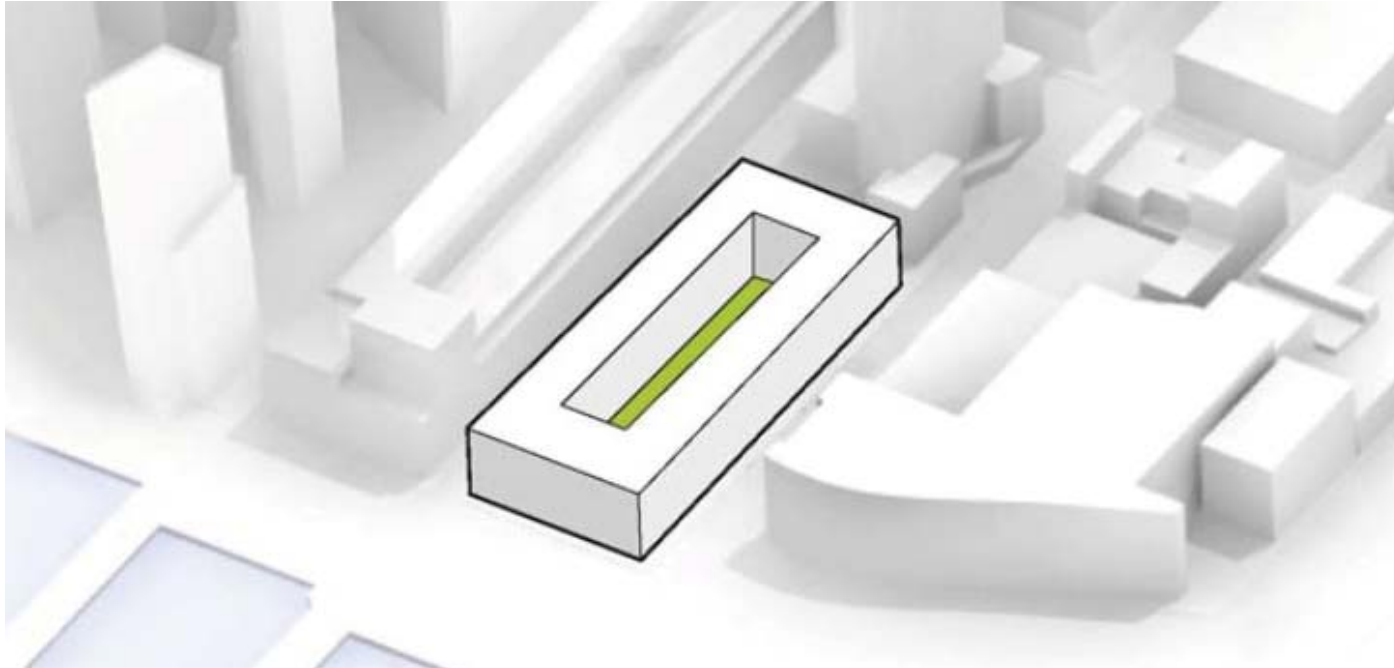
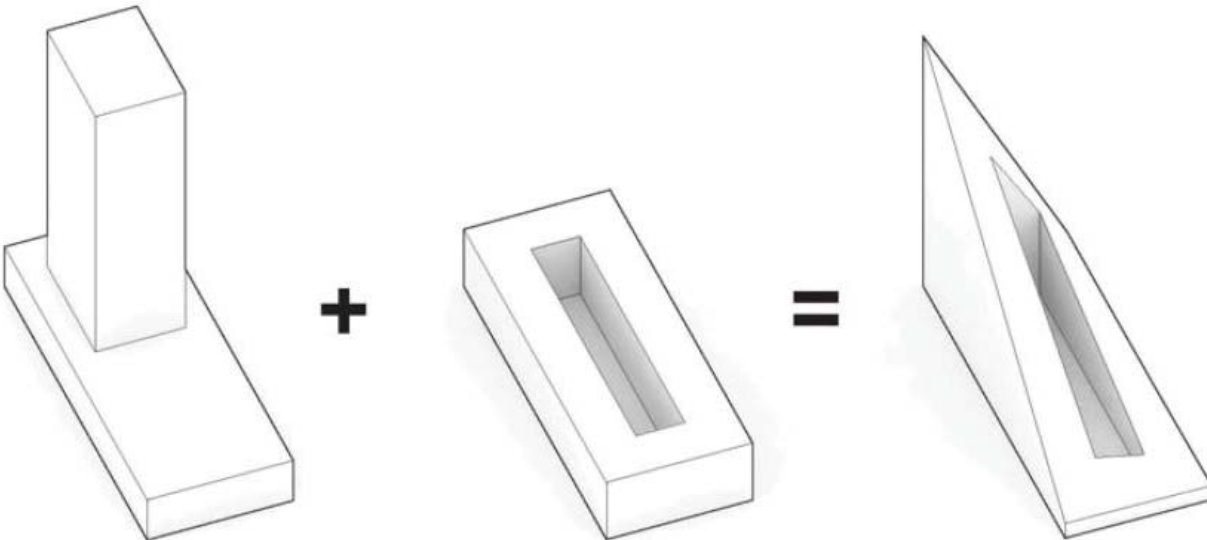
# EXAMPLES



## TOWER + COURTYARD



# EXAMPLES



# EXAMPLES



## ORGANIC ARCHITECTURE



# EXAMPLES





# EXAMPLES



# EXAMPLES



# EXAMPLES

