

## Assignment 2

# 3D Conceptualisation and Model

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R00199901

3D Visualisation and Realisation

IA3

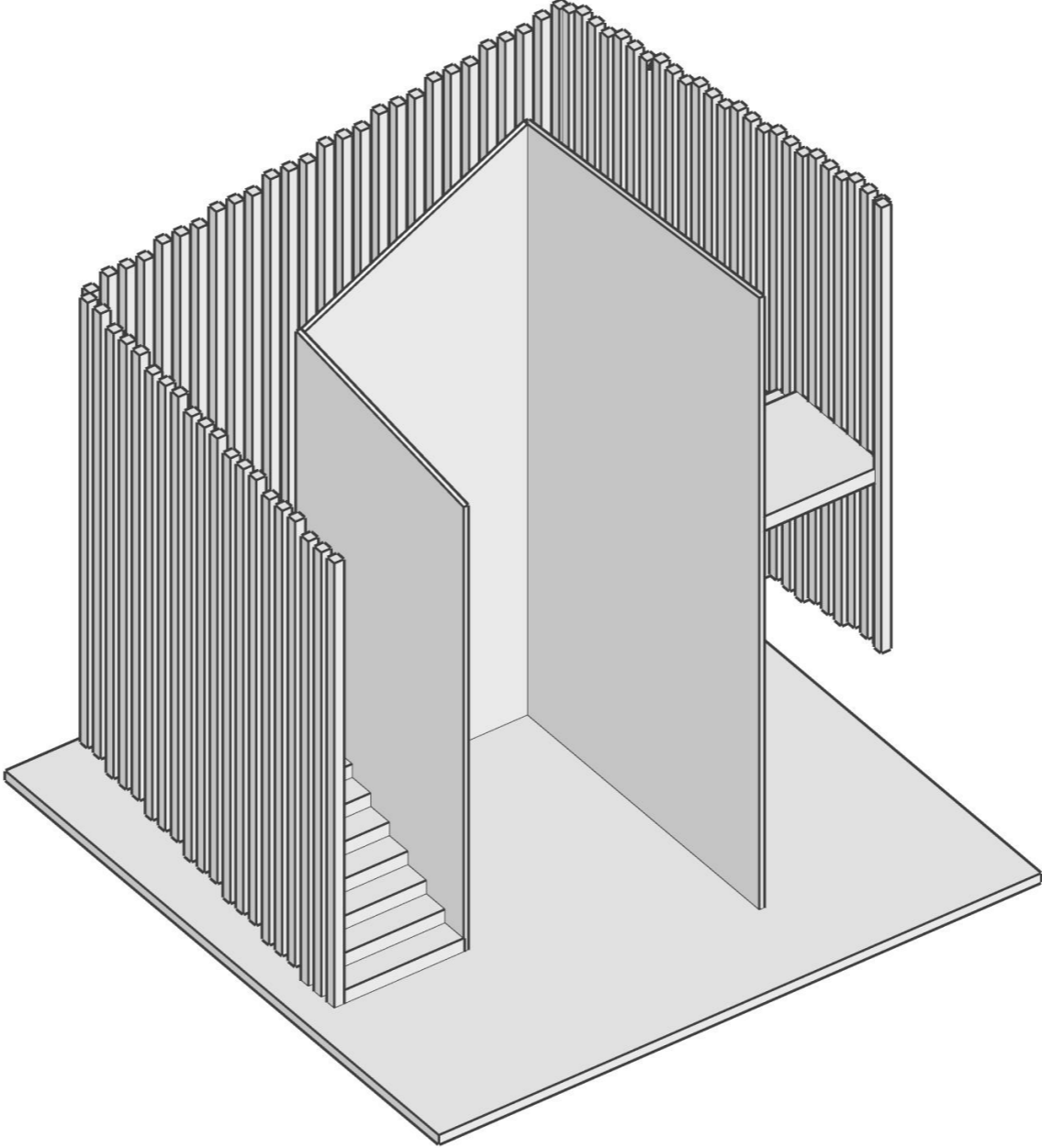
3/5/2023

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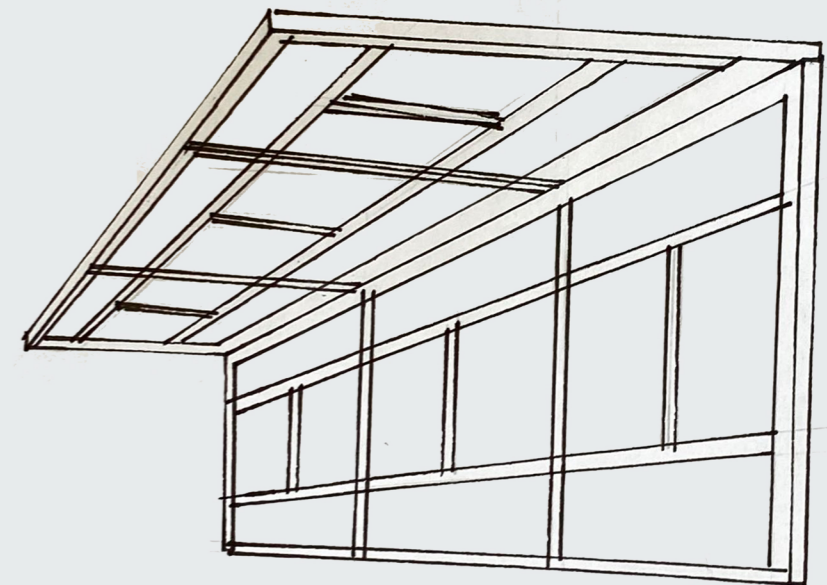
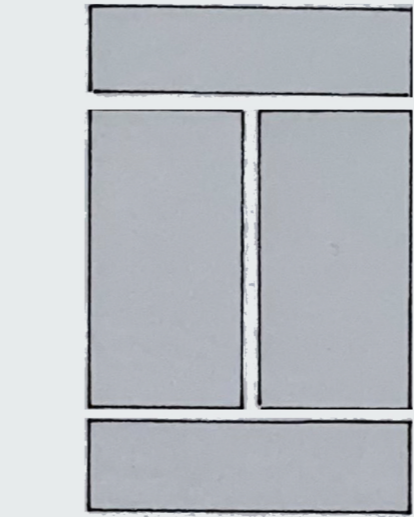
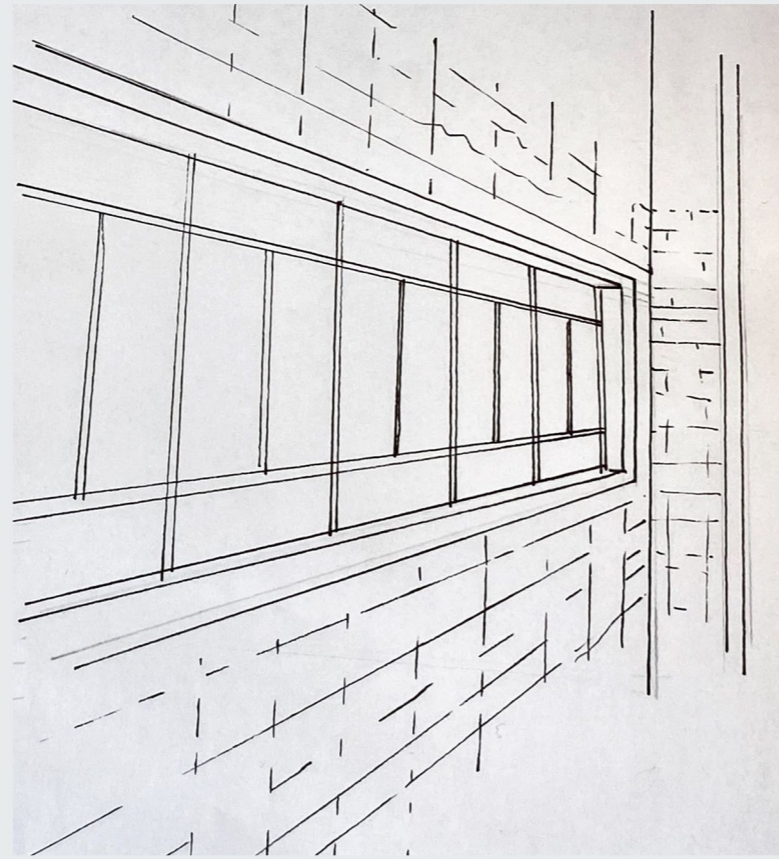
**Concept Development**

**Design Development**

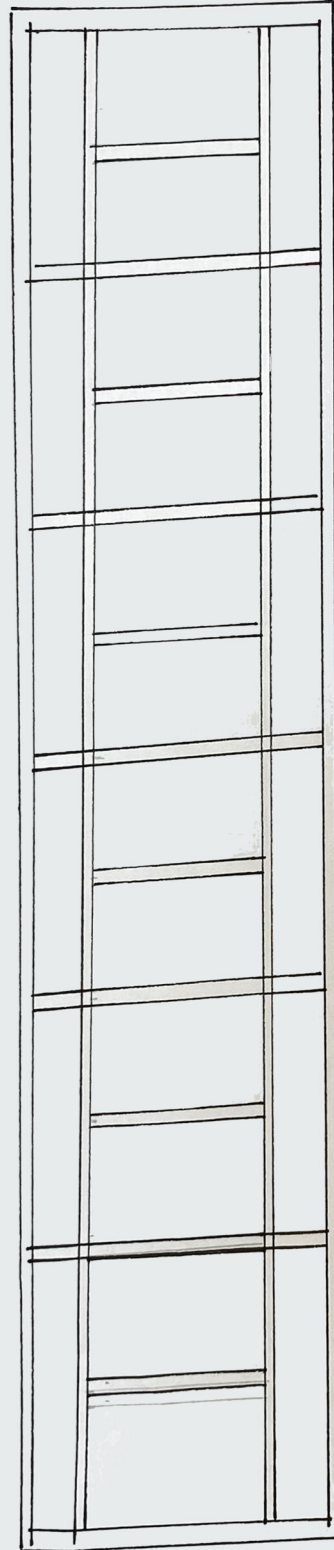
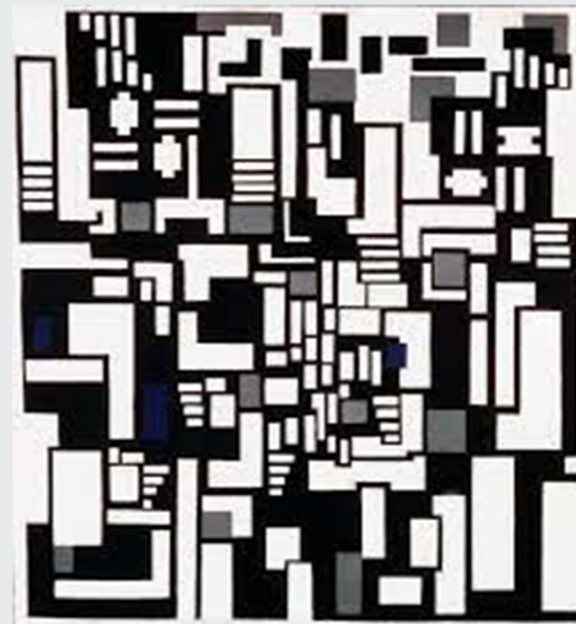
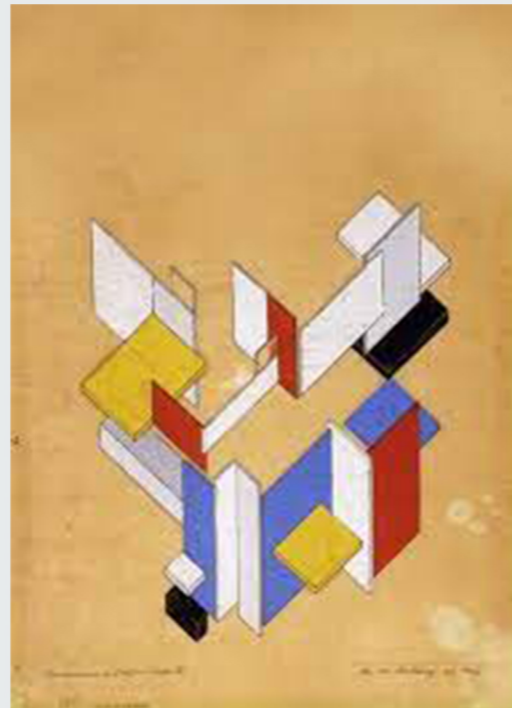
**Concept model**



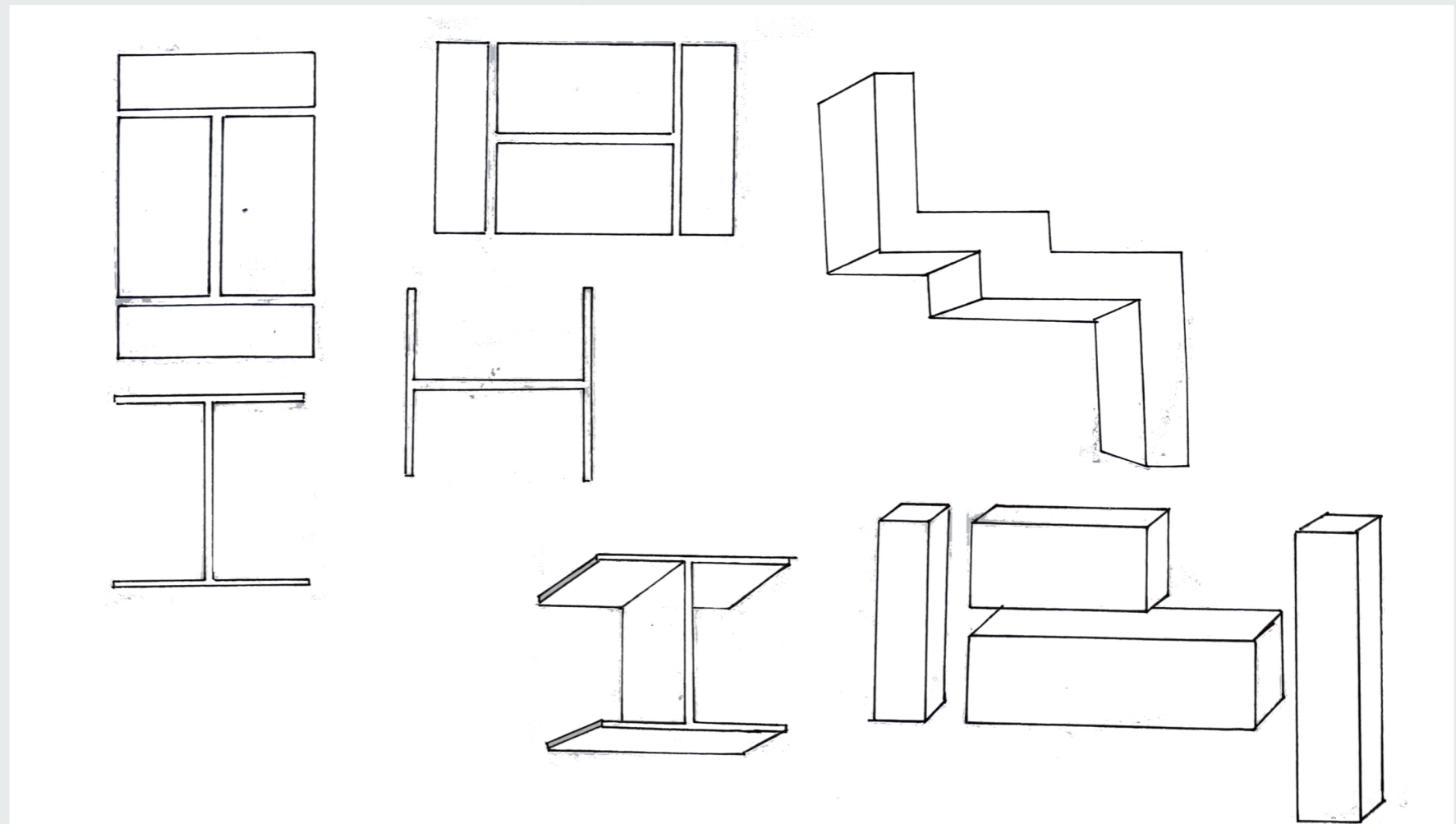
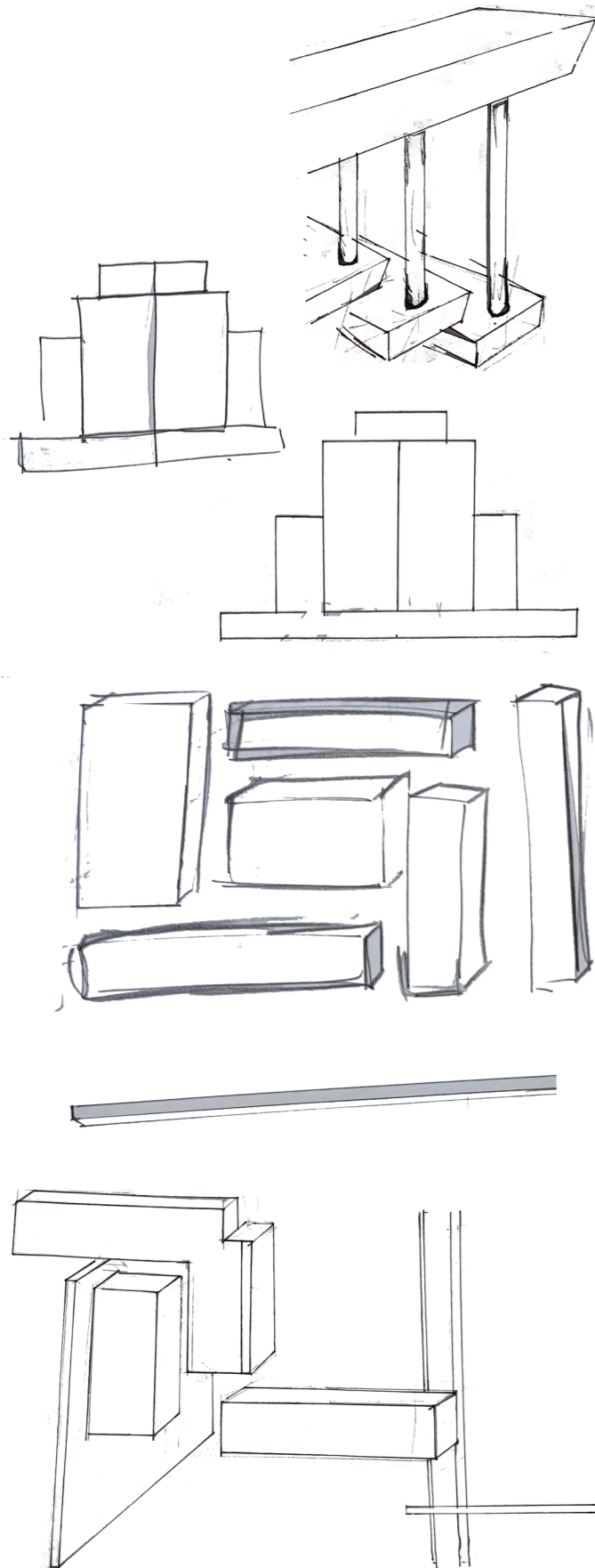
# SHAPE AND FORM



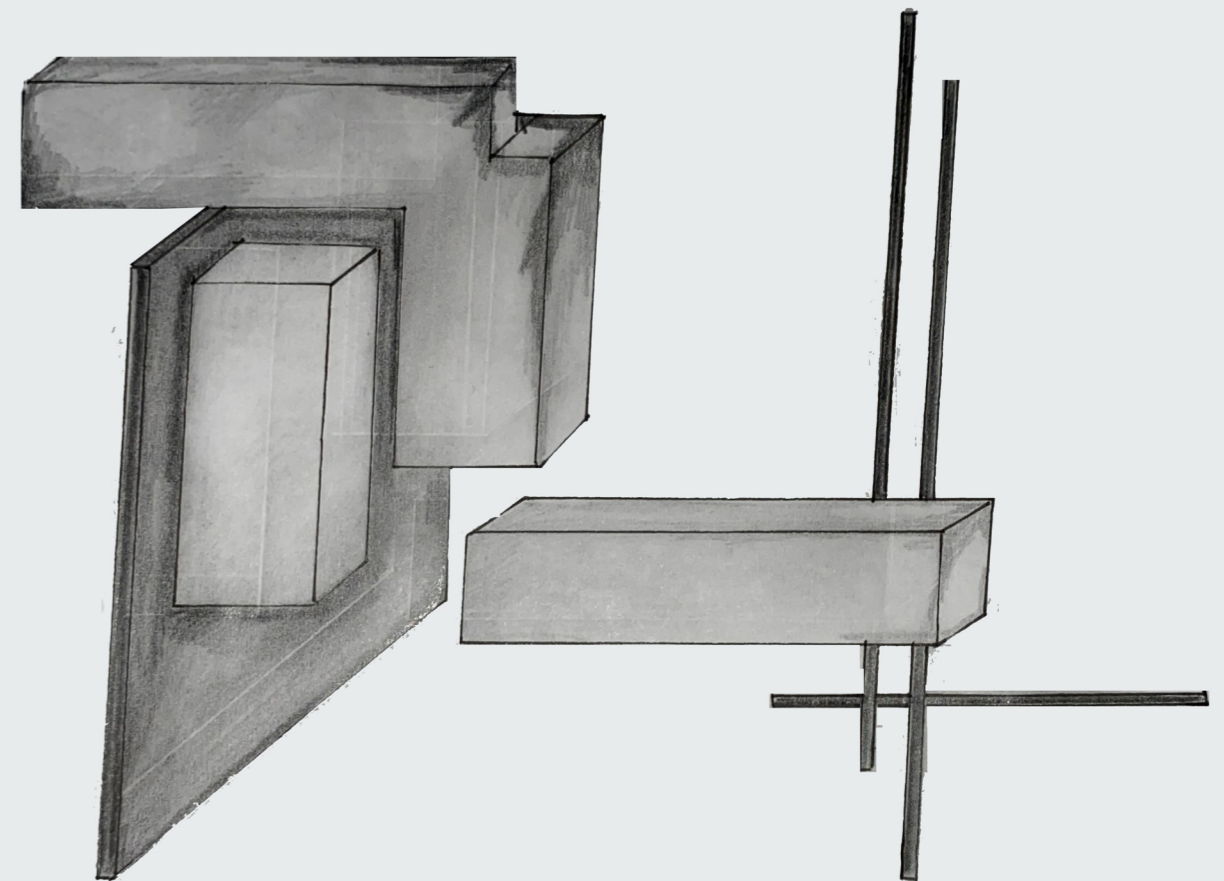
After looking at the make up of the fenestration on the river facing side of the building, I began to sketch the shapes and forms within the windows. For my concept i was al88ry influenced by the De Stijl stlye, in particular the artist Theo Van Doesburg.



# DESIGN DEVELOPMENT



After studying the make up of the windows, I began to deconstruct their shapes. I extracted shapes from the window layout and tried variations of angles and rotations. I combined different shapes found within the window frames to create new forms





## DE STIJL

De Stijl, also known as Neoplasticism is a dutch art movement . The movement was founded in Leiden in 1917. It was a reaction to World War 1, as well as the excessiveness of the art deco movement..

De Stijl embraces an abstract, pared-down aesthetic centered in basic visual elements such as geometric forms and primary colors.

One of the main drivers of the movement was the artist Theo Van Doesburg. In 1917 he founded the journal De Stijl as a means to recruit like minded artist to his movement.



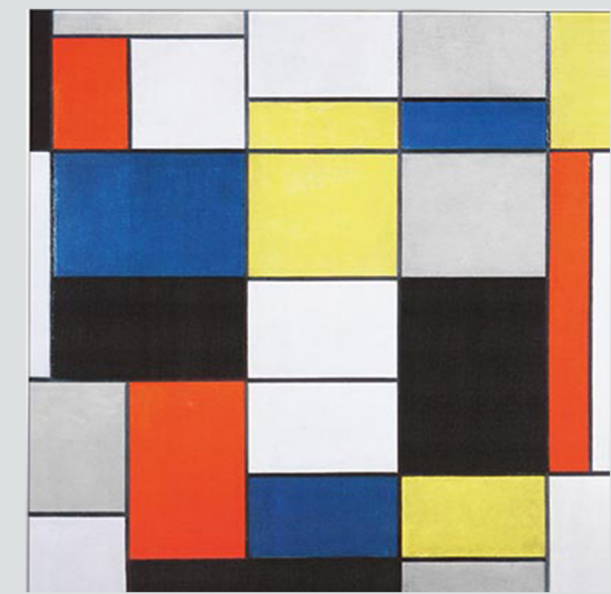
Theo Van Doesburg

## THEO VAN DOESBURG

1883-1930

Van Doesburg created numerous abstract paintings and designed buildings, room decorations, stained glass, furniture, and household items that exemplified De Stijl's aesthetic theories and his personal ideas.

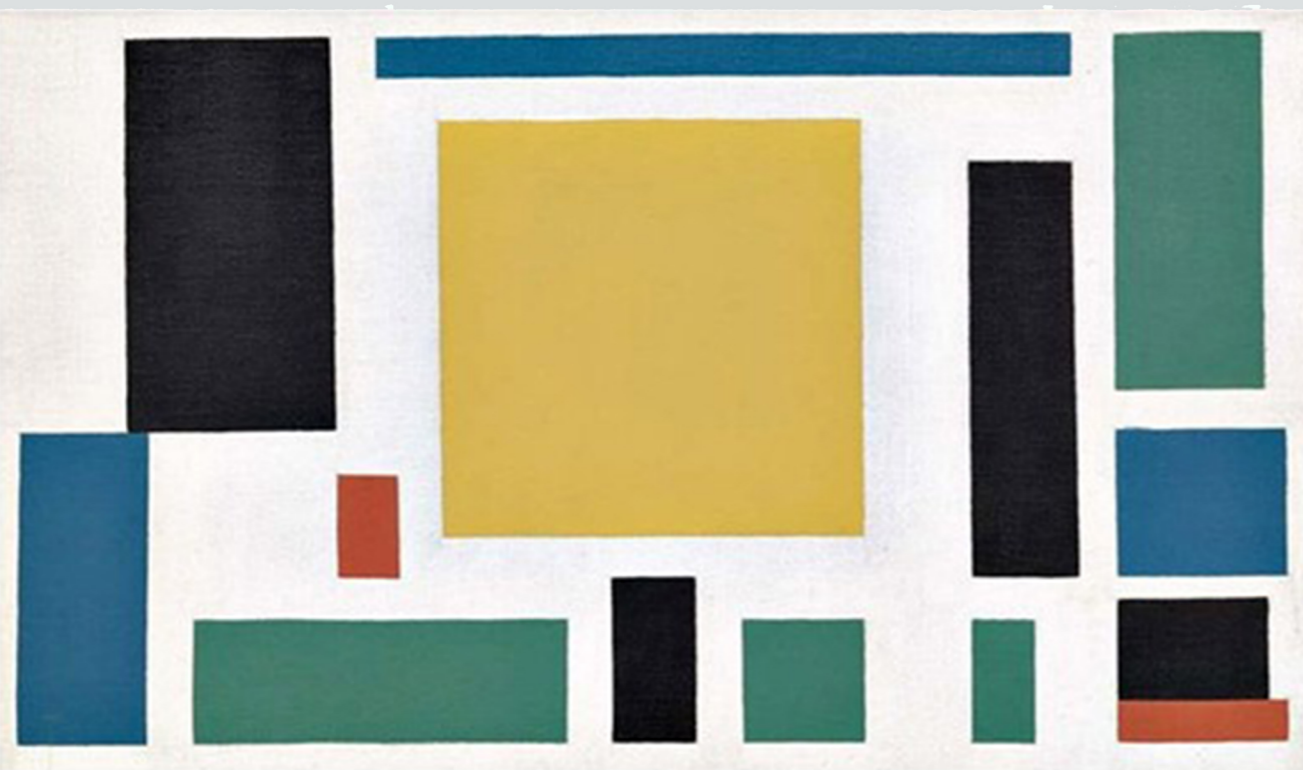
Van Doesburg's personal version of De Stijl was called Elementarism, which emphasized subtle shifts in tones, tilting squares and rectangles at angles relative to the picture plane, and allowed straight horizontal and vertical lines to be colored, varied in length, and disconnected from one another.



Composition A, 1920  
 Piet Mondrian



Counter Composition, 1924  
 Theo Van Doesburg



Composition VII (the cow), 1918  
 Theo Van Doesburg



Composition VII (the three graces), 1917,  
 Theo Van Doesburg



Perspective drawing for university concert hall, 1926-28  
 Theo Van Doesburg



Mechano - Dancer, 1922  
 Vilmos Huszar

# Design Development

# Existing building

↳ Industrial ↳ former bottling plant

↳ ~~concrete~~ materials

- ↳ concrete
- ↳ glass
- ↳ steel
- ↳ timber

more variation in materials

↳ rigid angular features

↳ rigid - strong

↳ repetitive triangular features / motifs

rigid harsh modular

building historic

contrasts surroundings

soft welcoming subtle

different materials would like brick would better suit the environment

↳ yellow brickwork

↳ neutral colours

↳ MODERNISM

curves / circular patterns variation in shapes and patterns

ART DECO

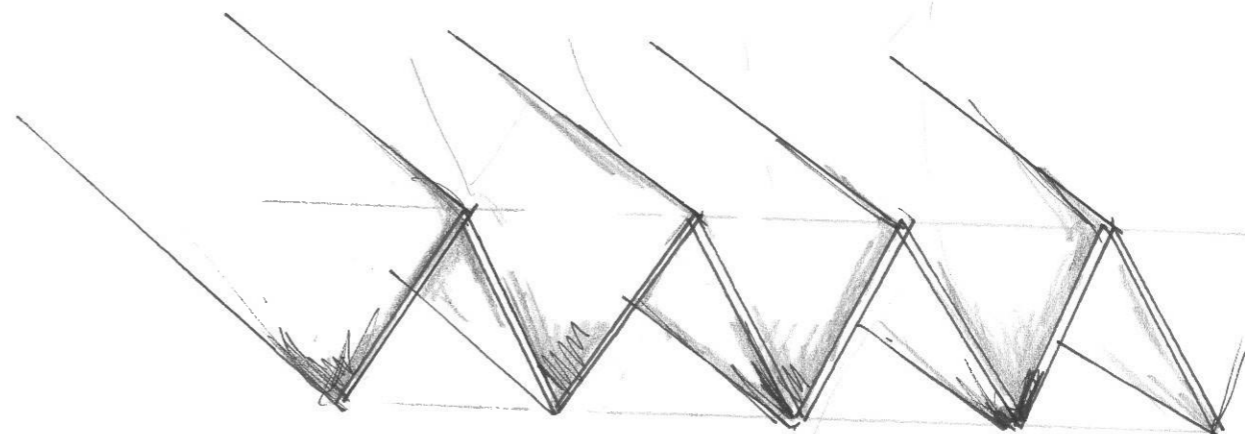
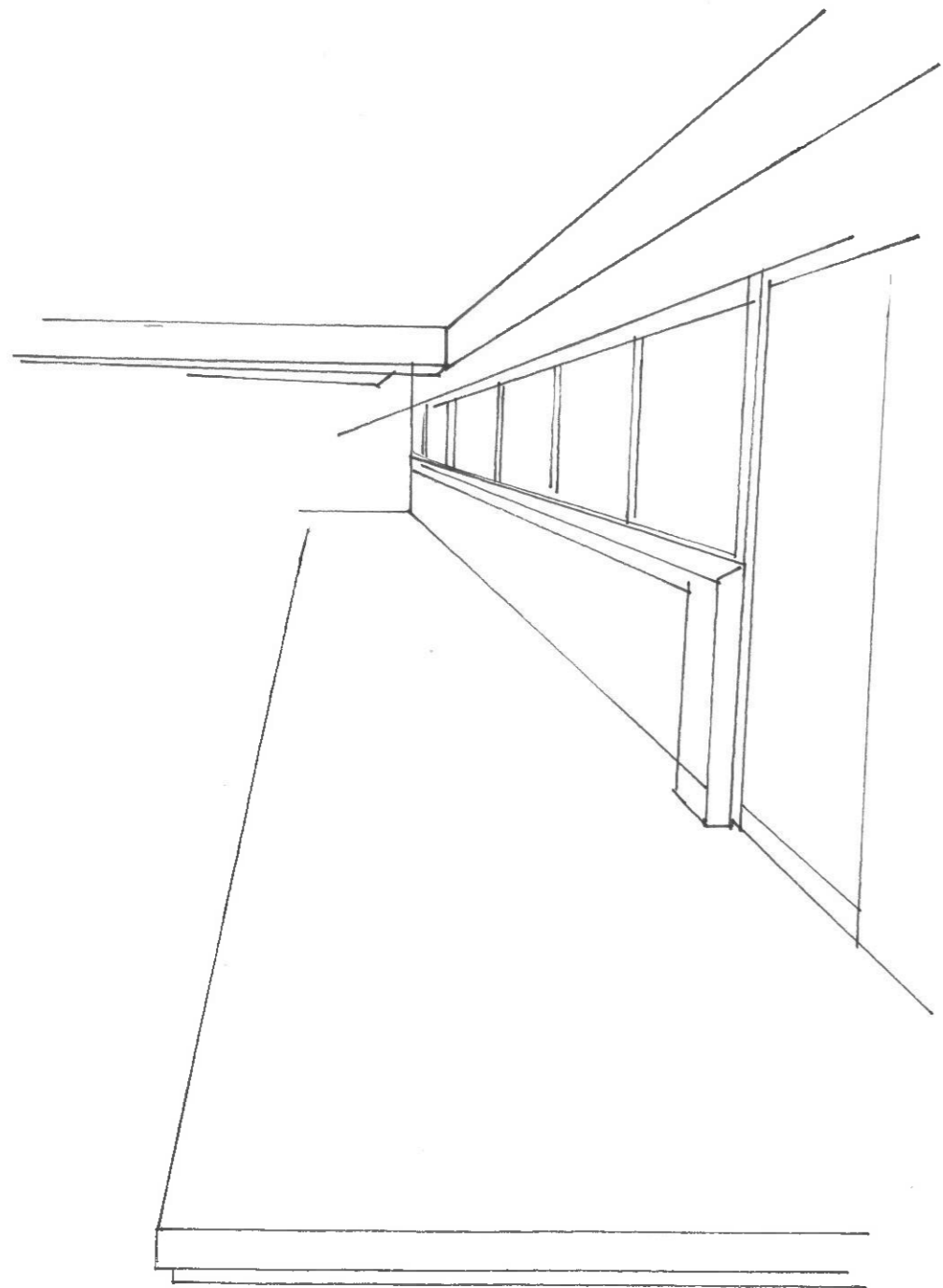
ART NOUVEAU  
ART NOUVEAU

GEOMETRIC SHAPES

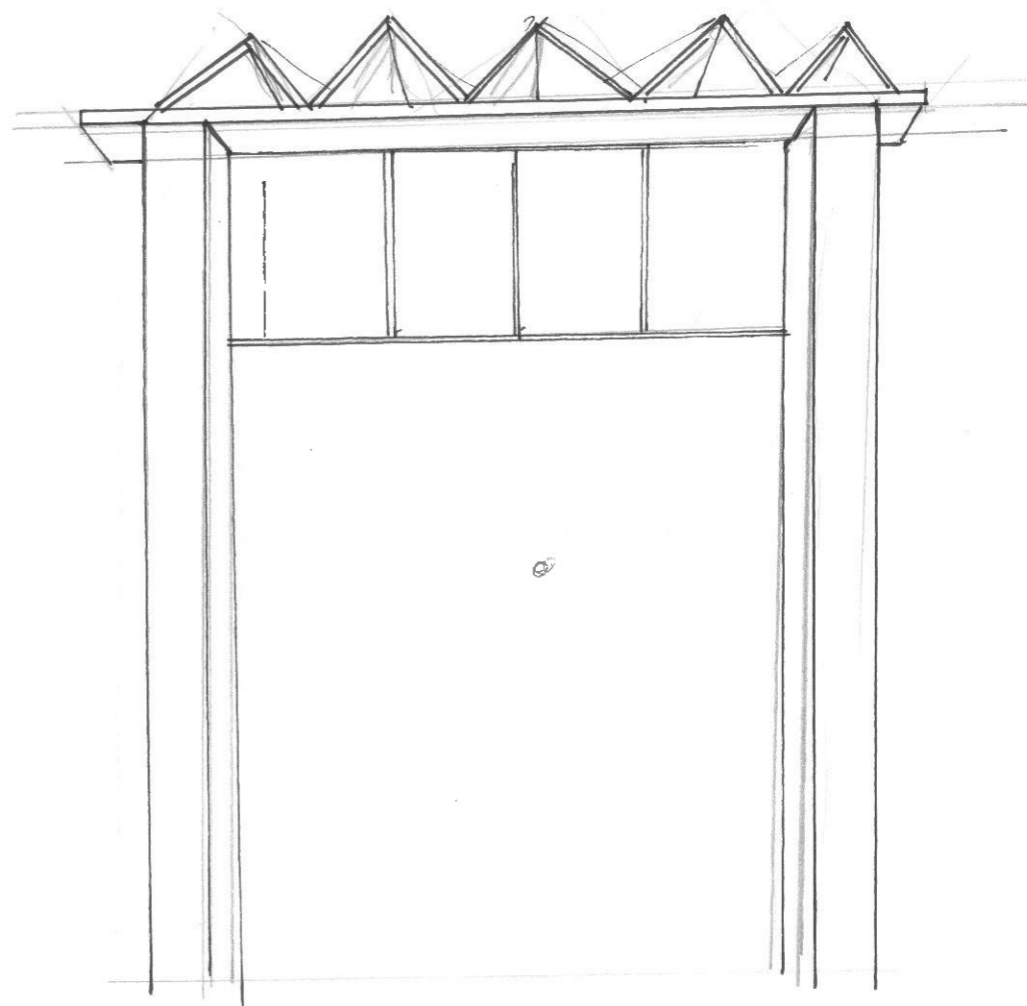
MORE DECORATIVE







TRIANGULAR PATTERS ARE REPEATED THROUGHOUT THE BUILDING



... zigzag plan → zigzag steps  
negative steps

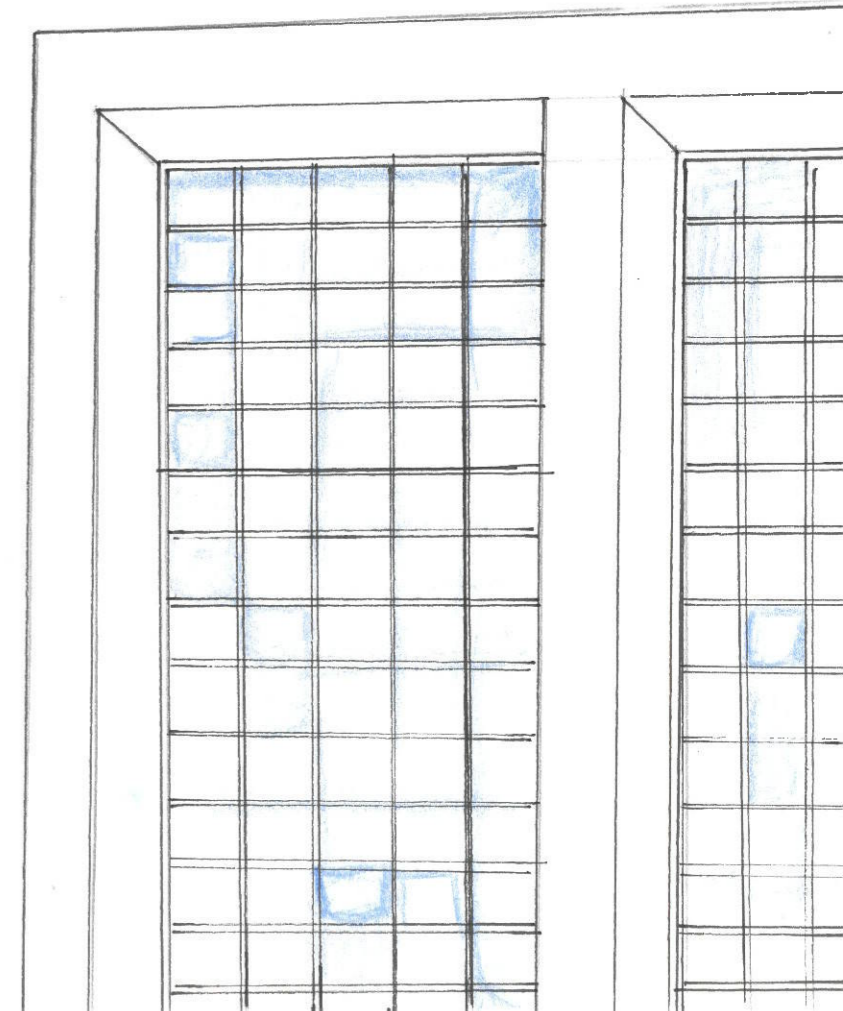
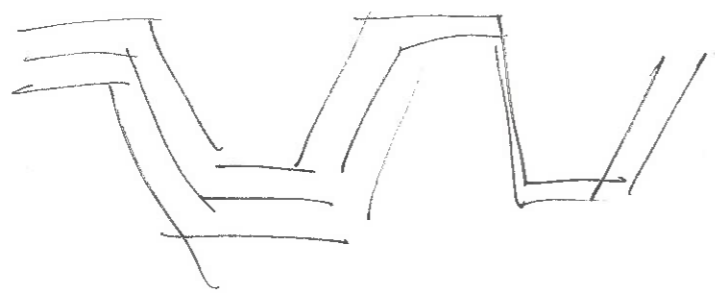
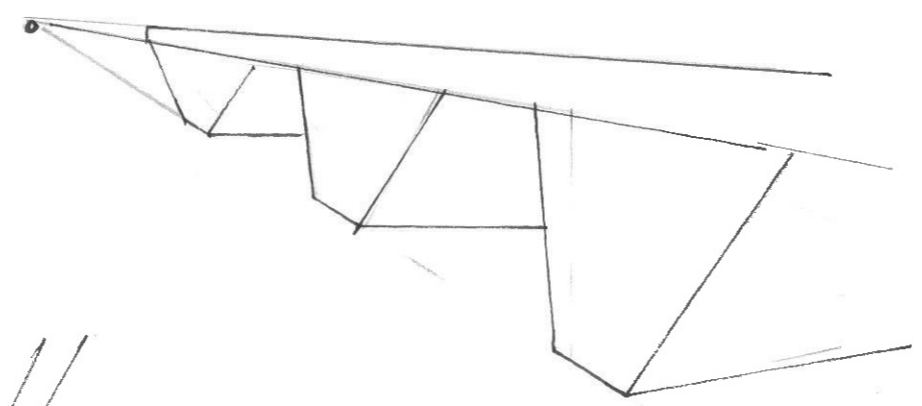
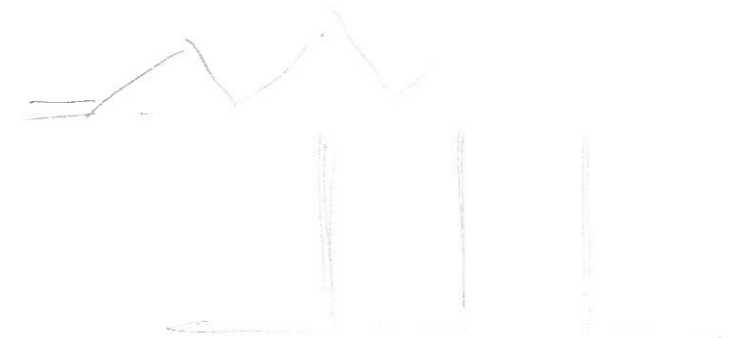
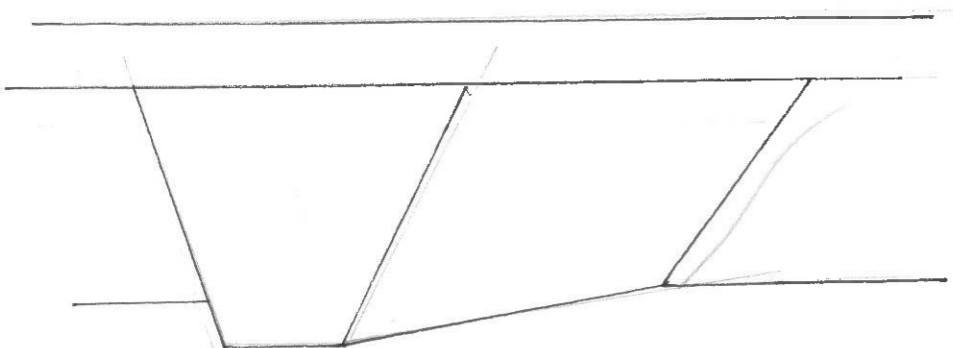
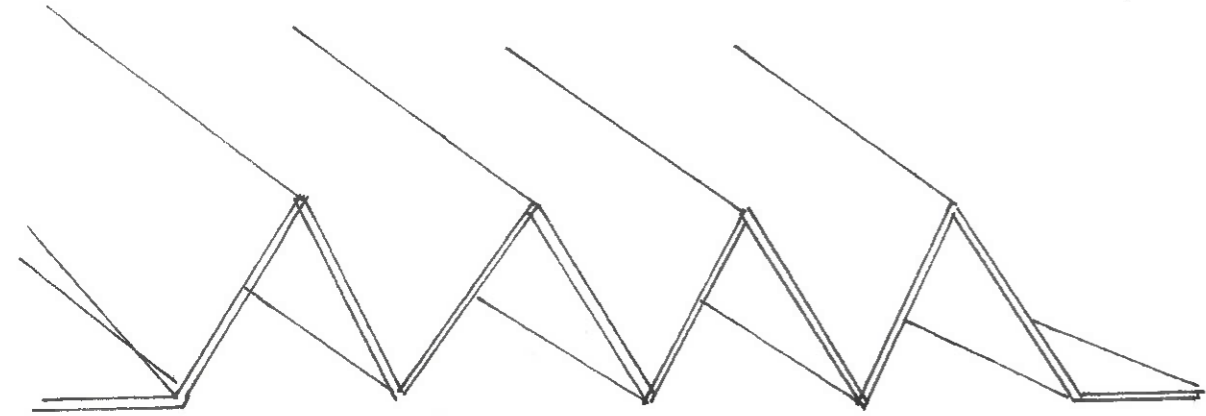
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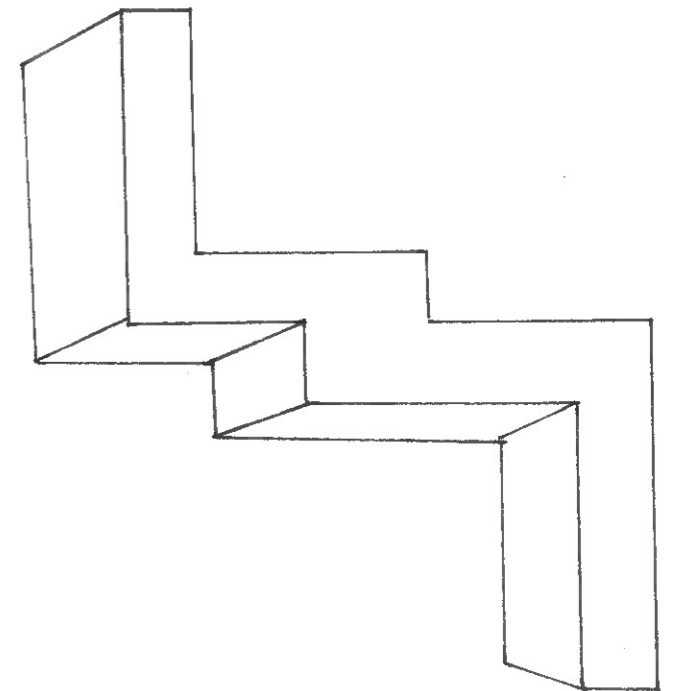
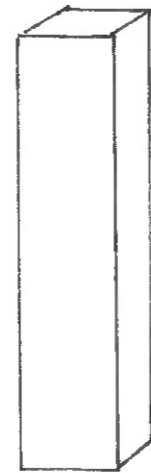
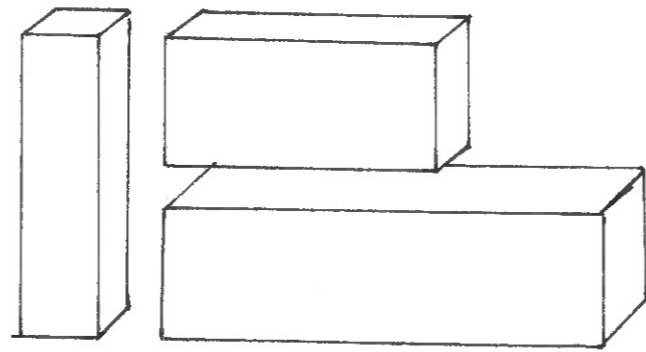
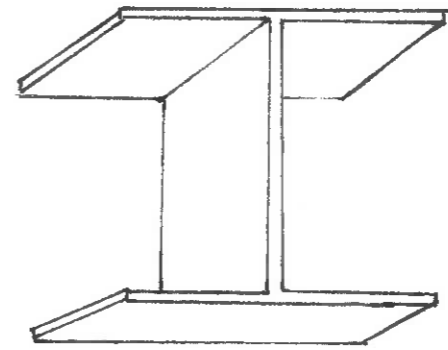
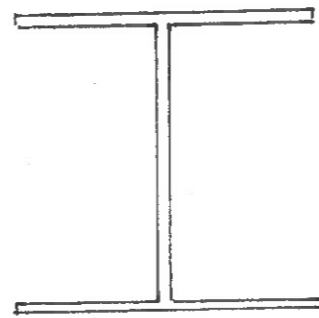
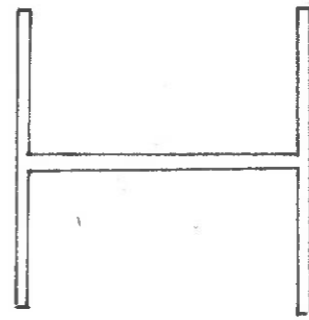
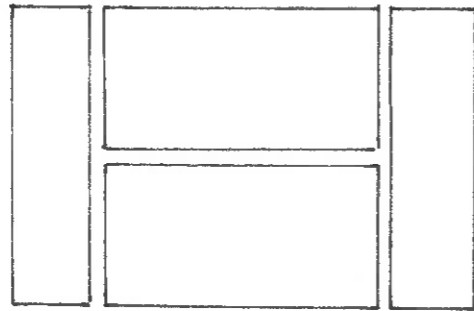
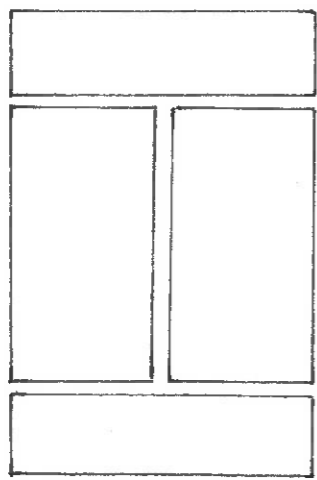
▽  
TRIANGULAR  
MOTIFS

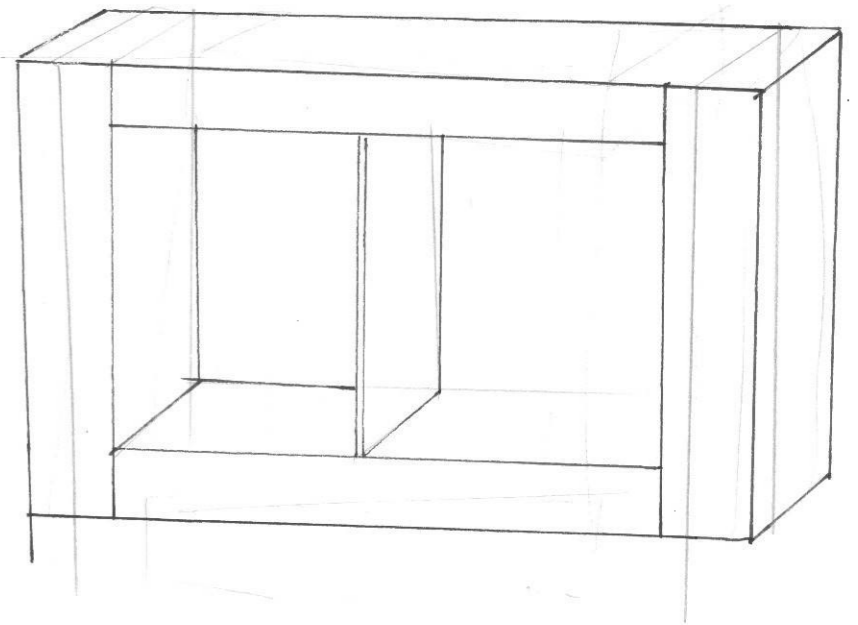
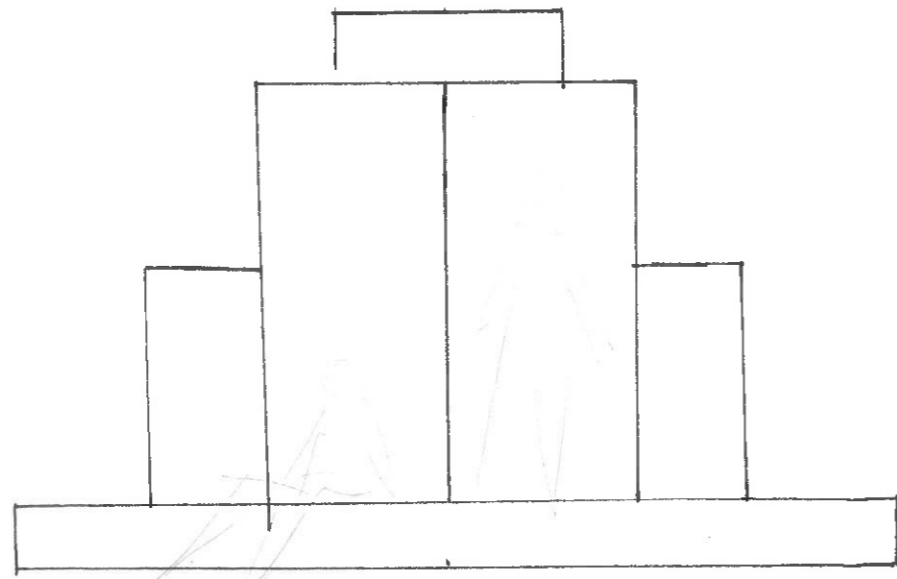
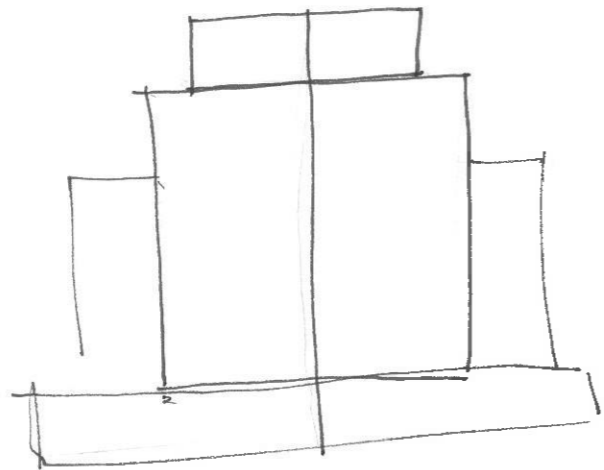
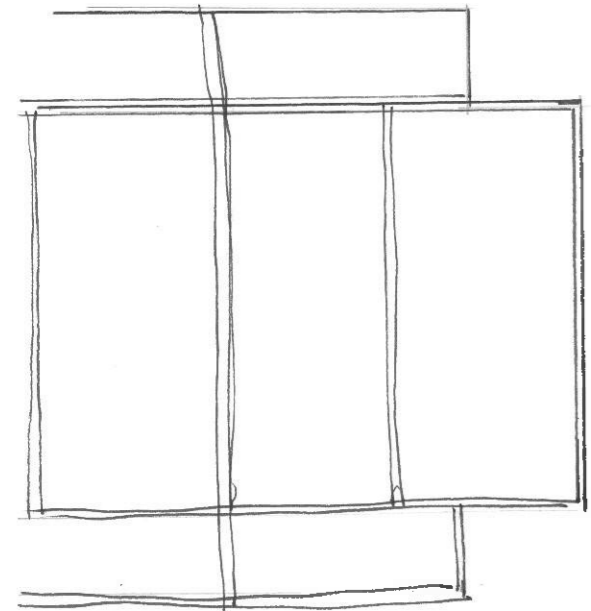
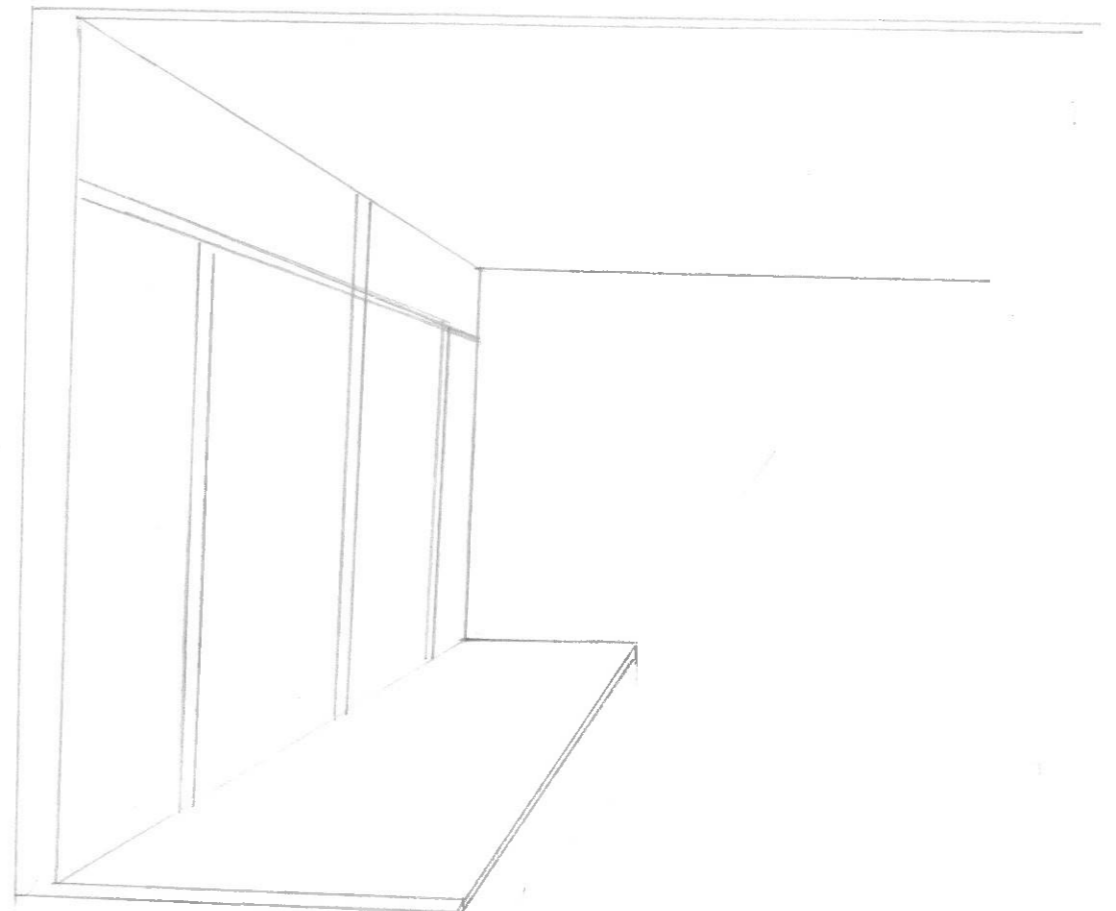
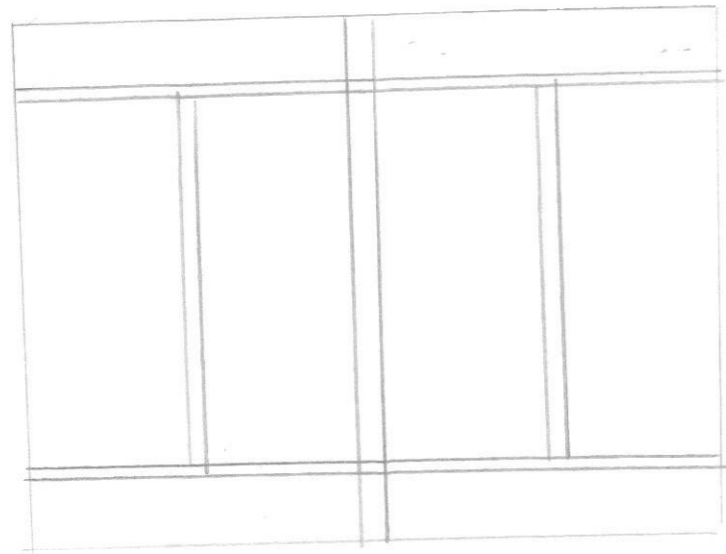
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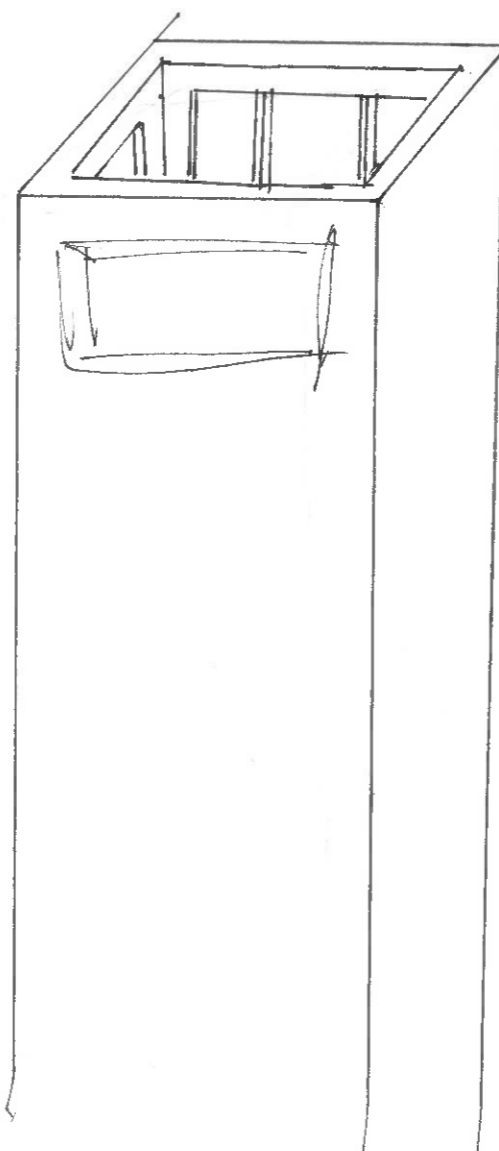
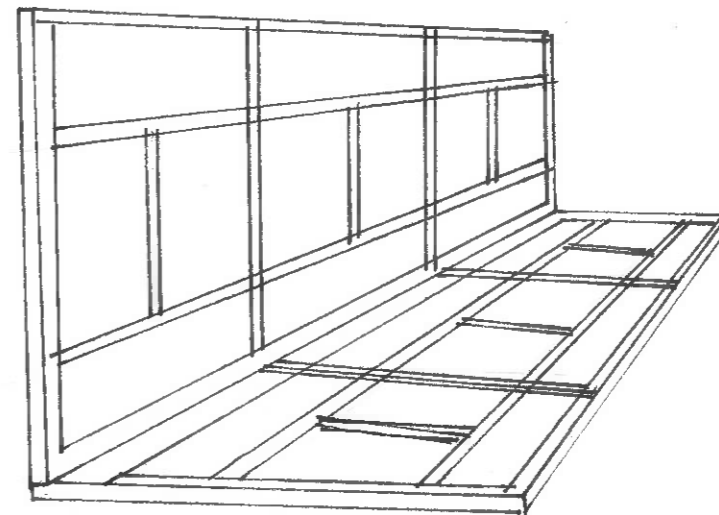
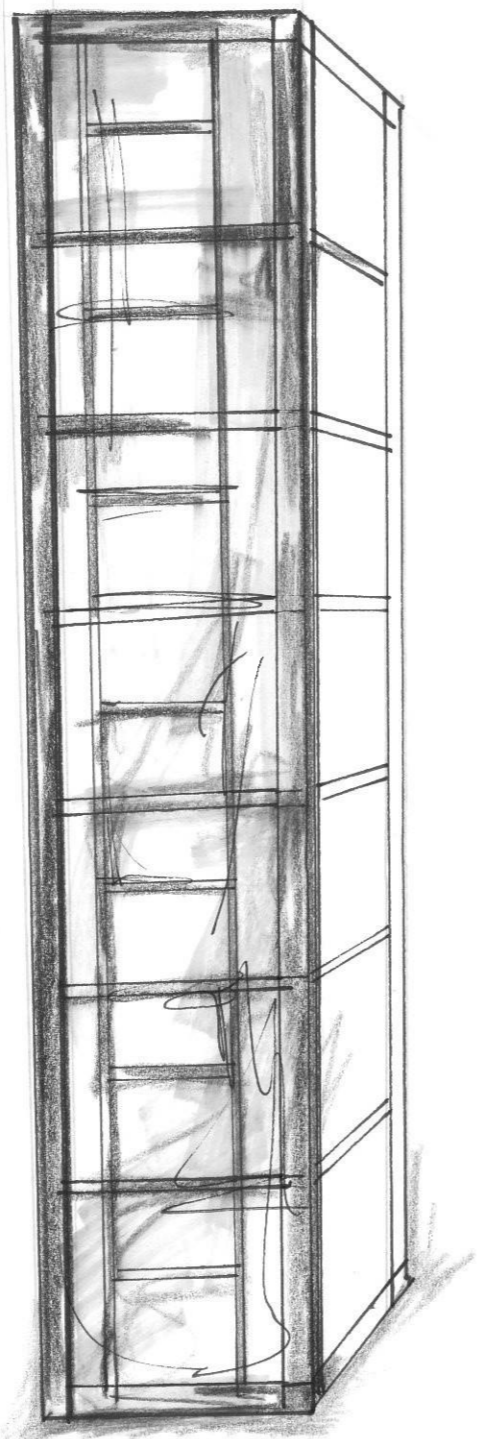
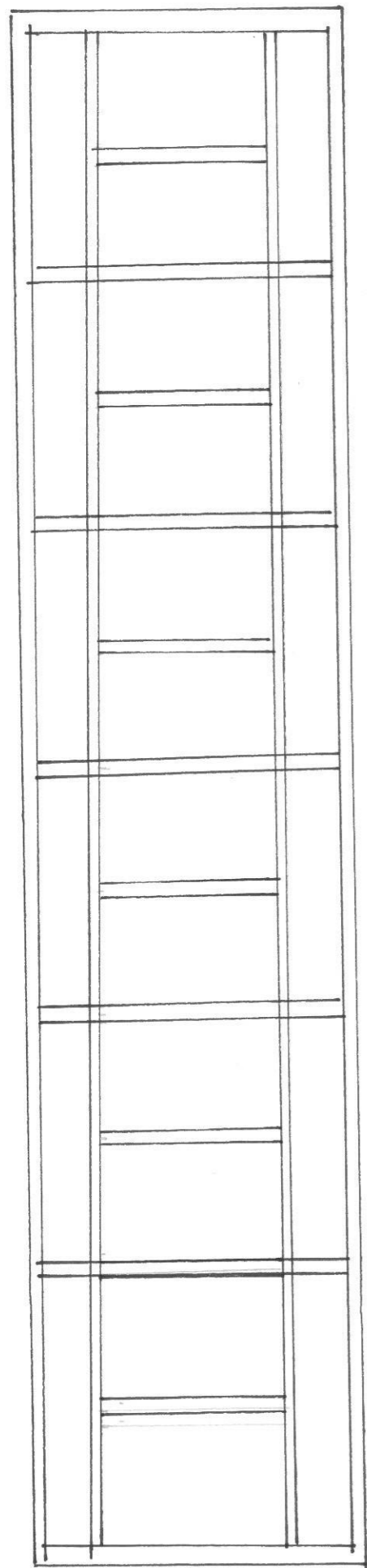
CHRYSLER BUILDING

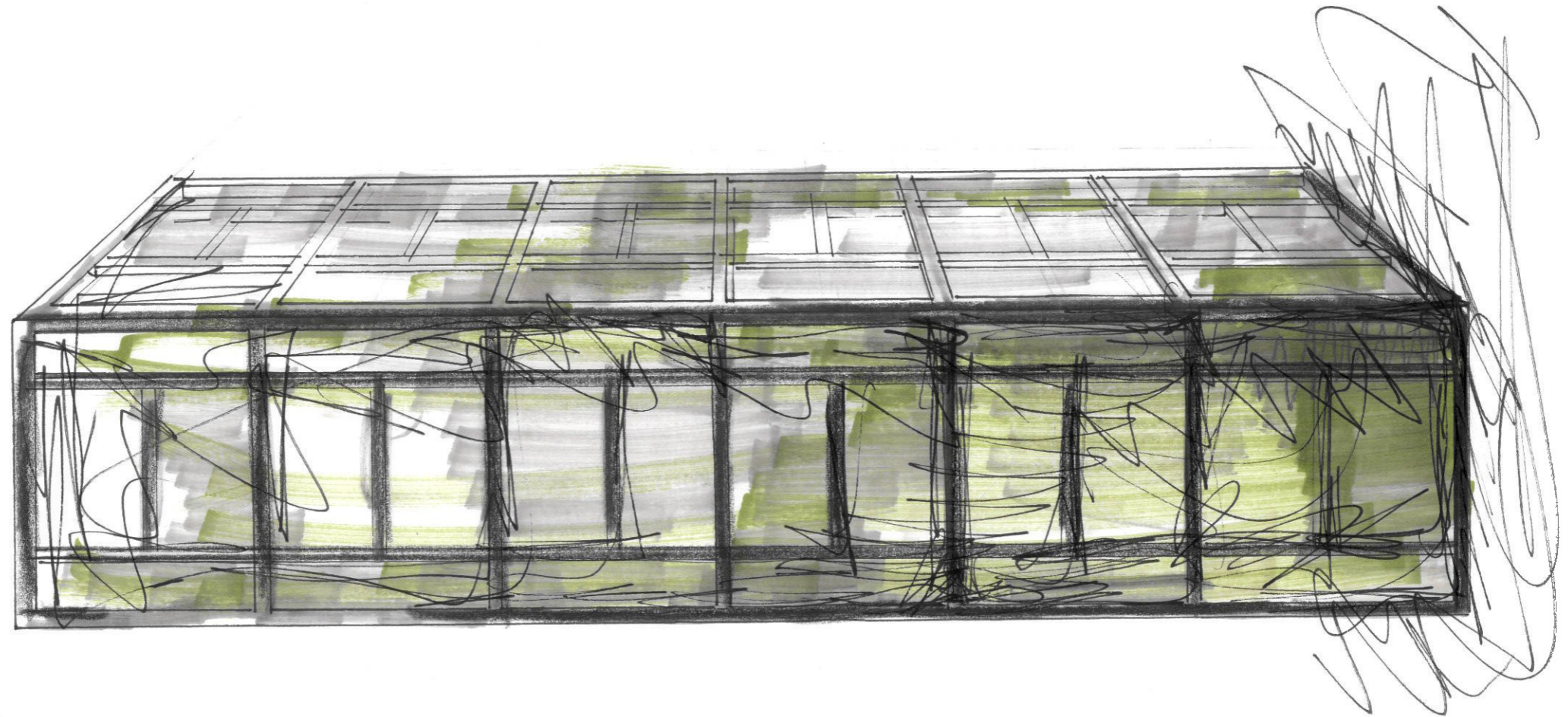
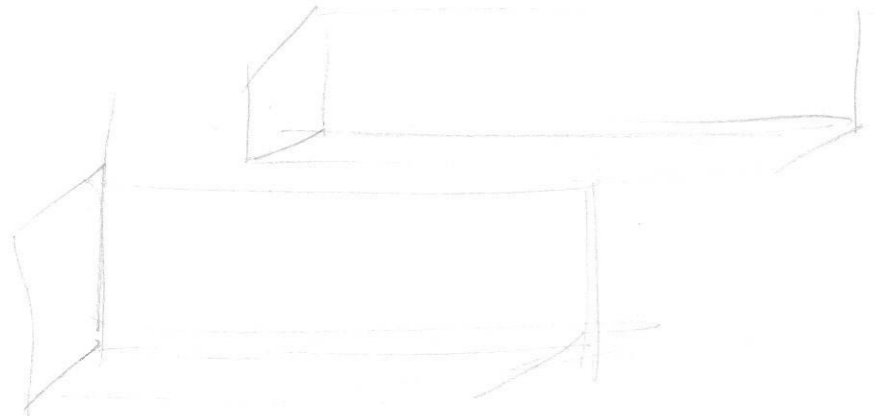
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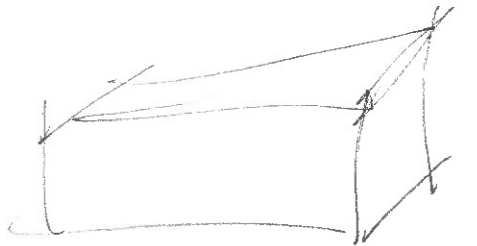
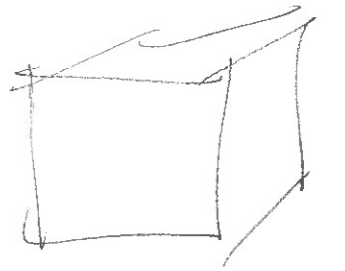
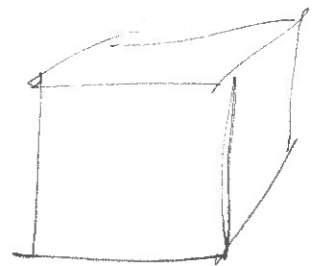
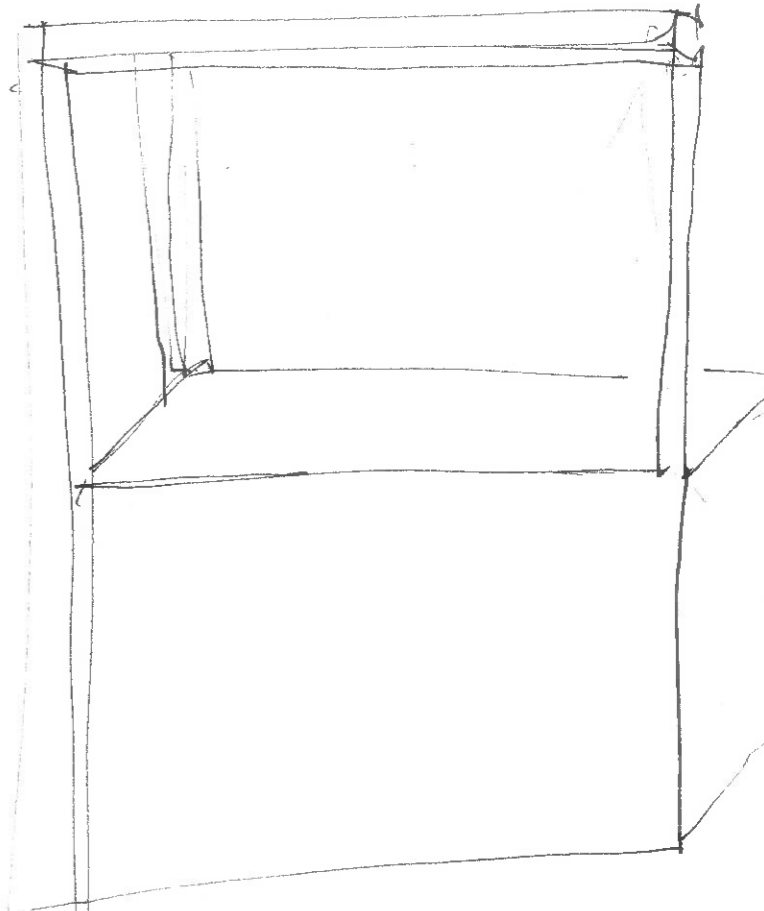
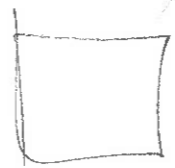
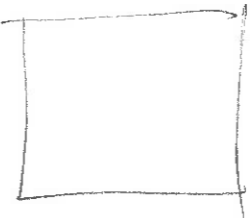
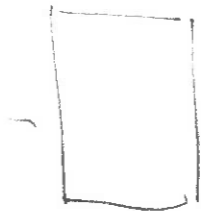
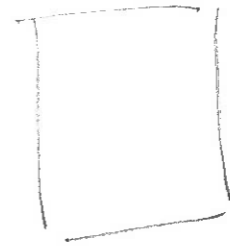
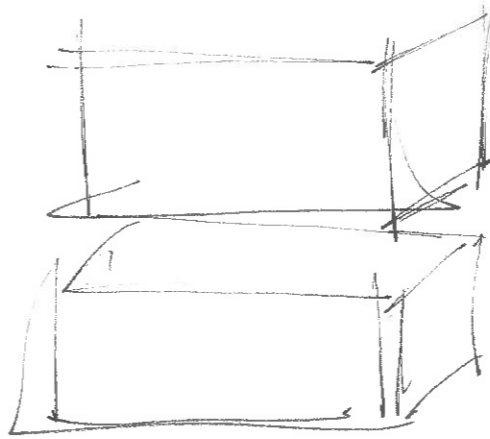
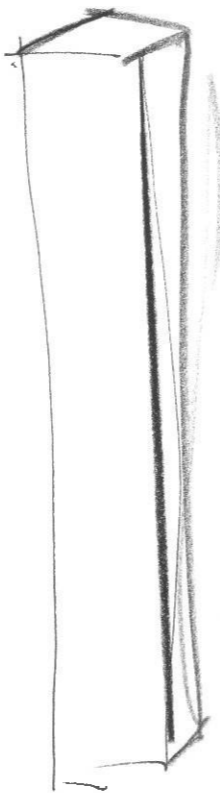
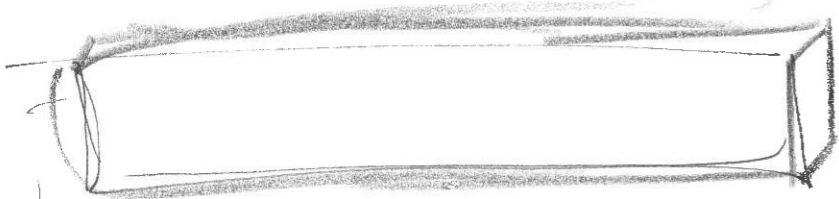
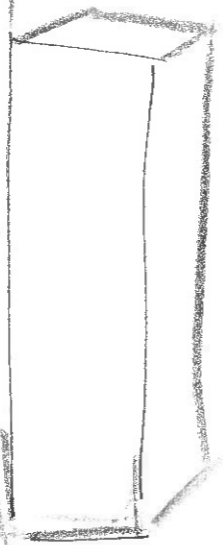
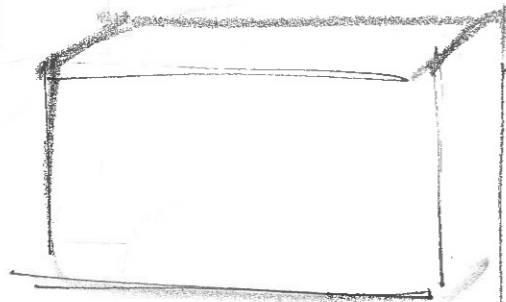
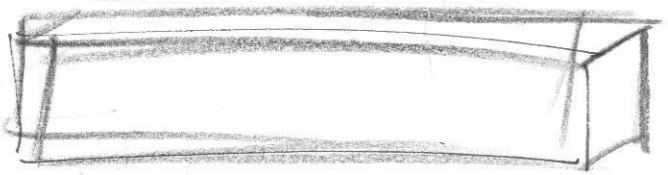
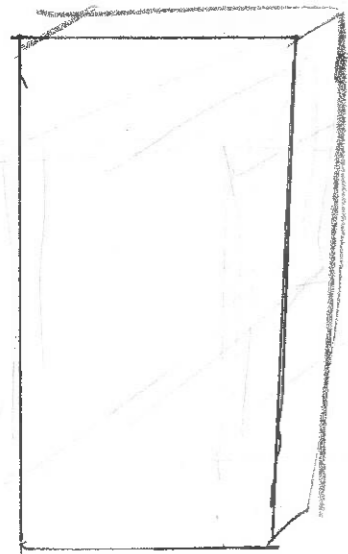
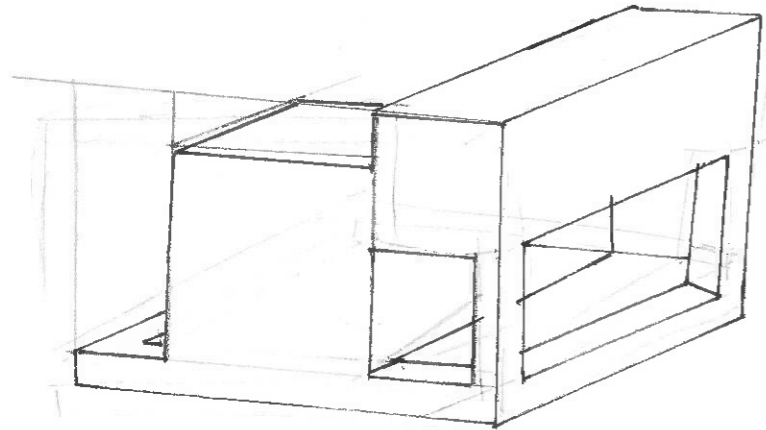
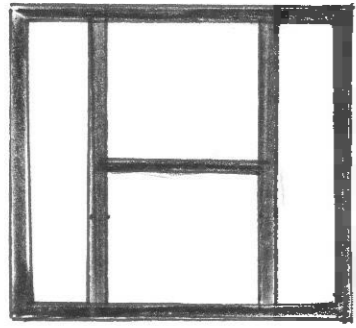


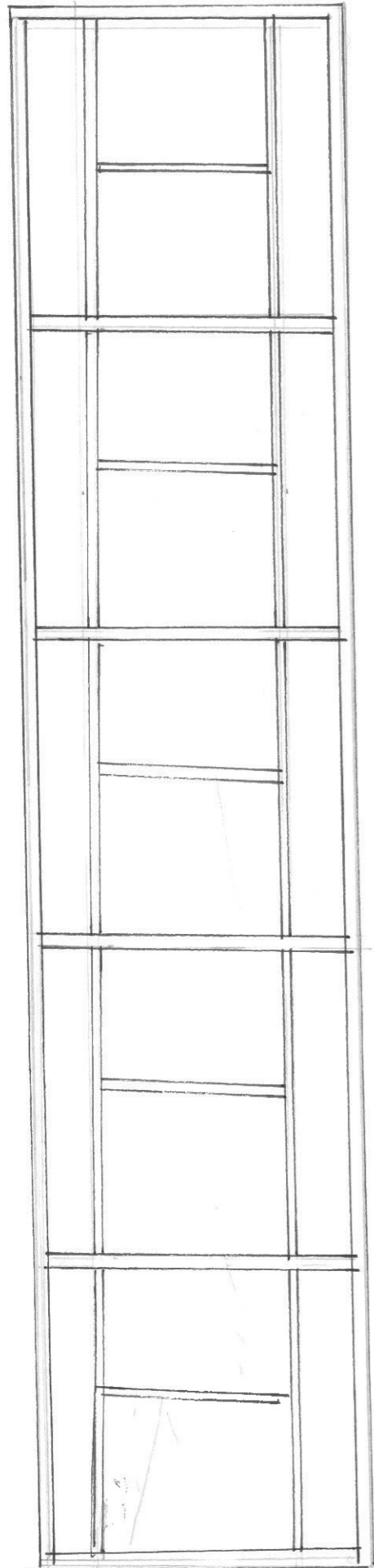




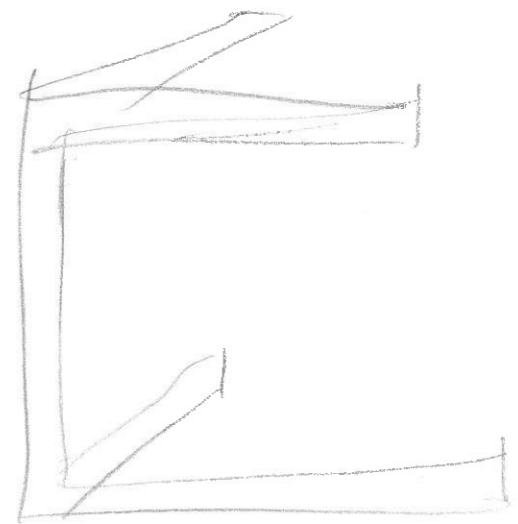
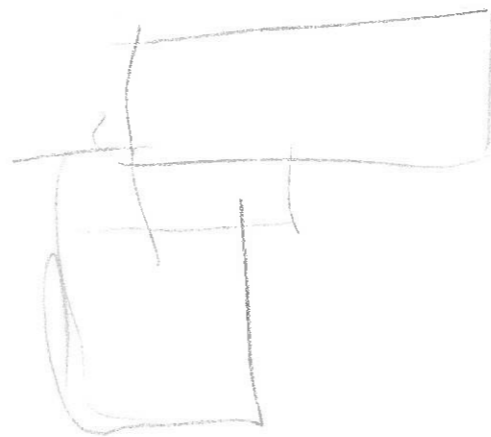
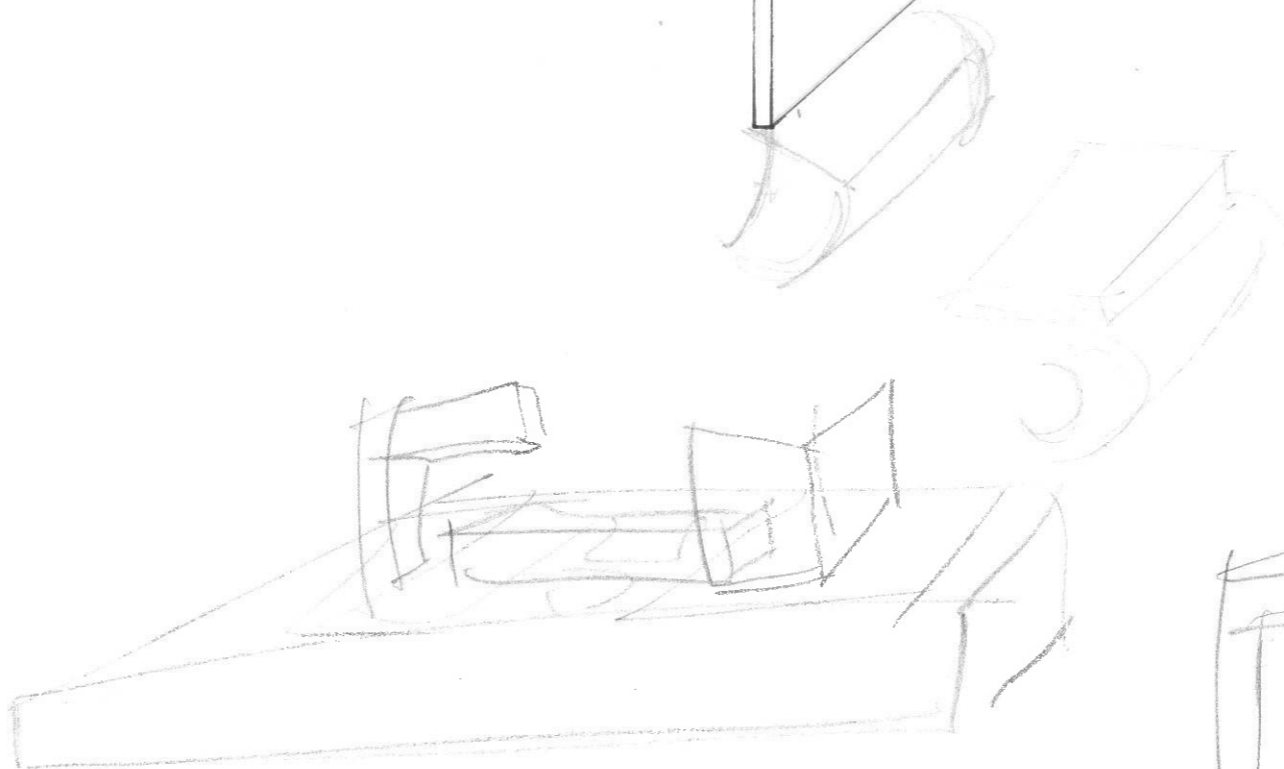
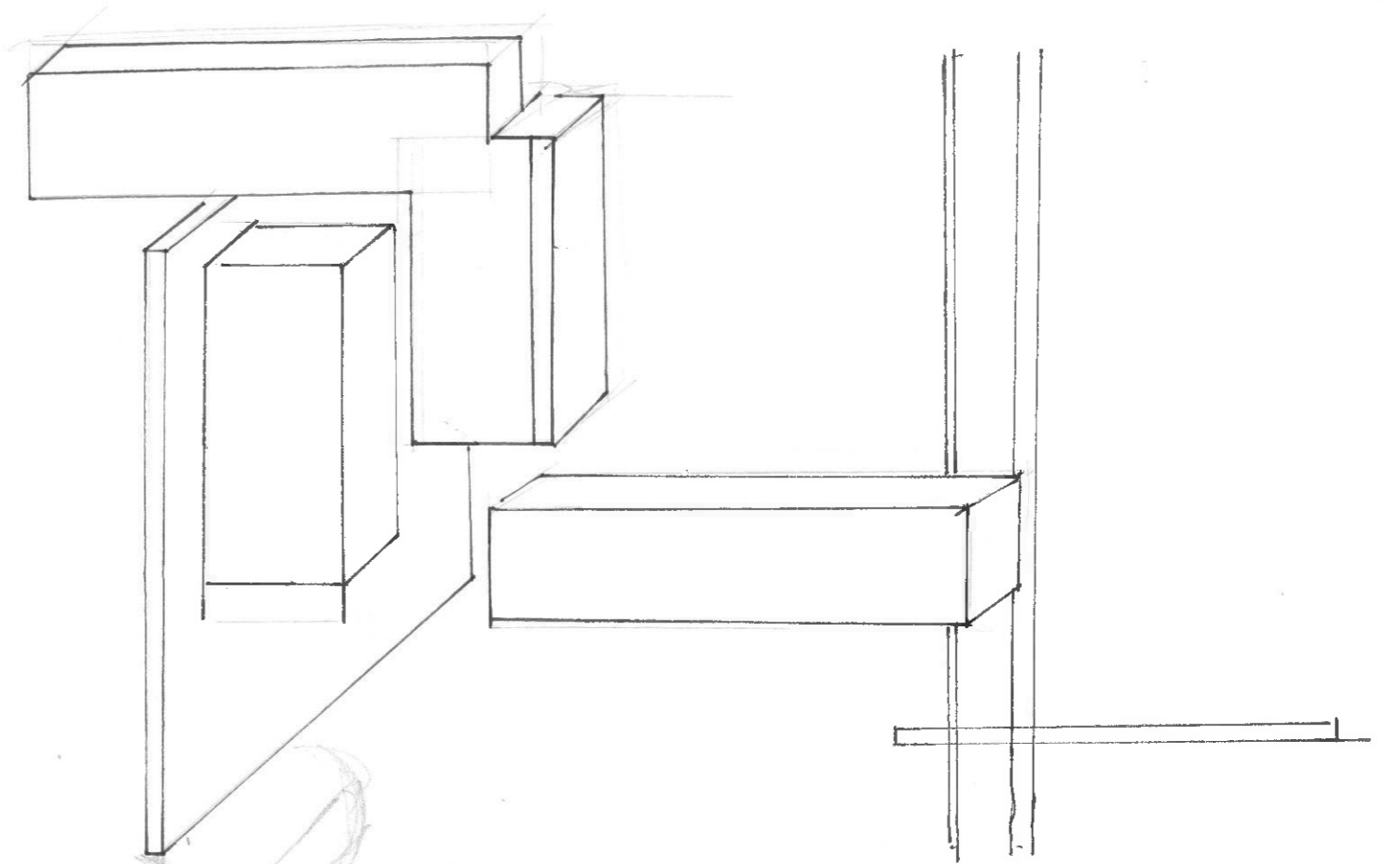
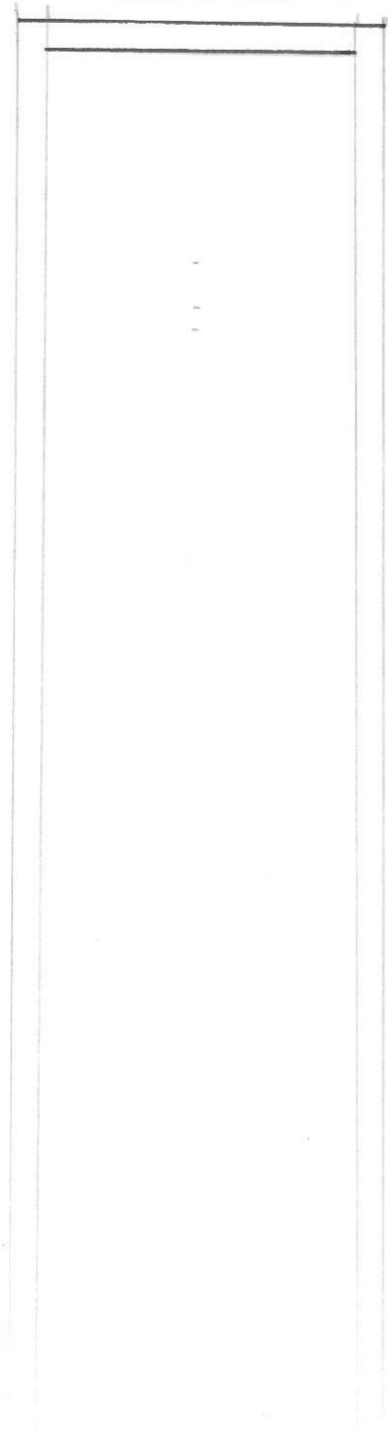


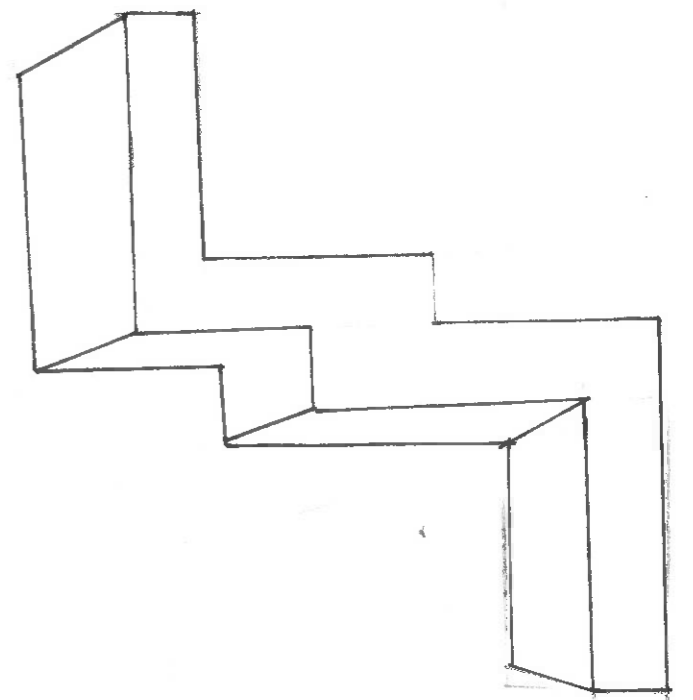
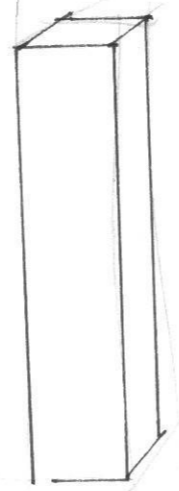
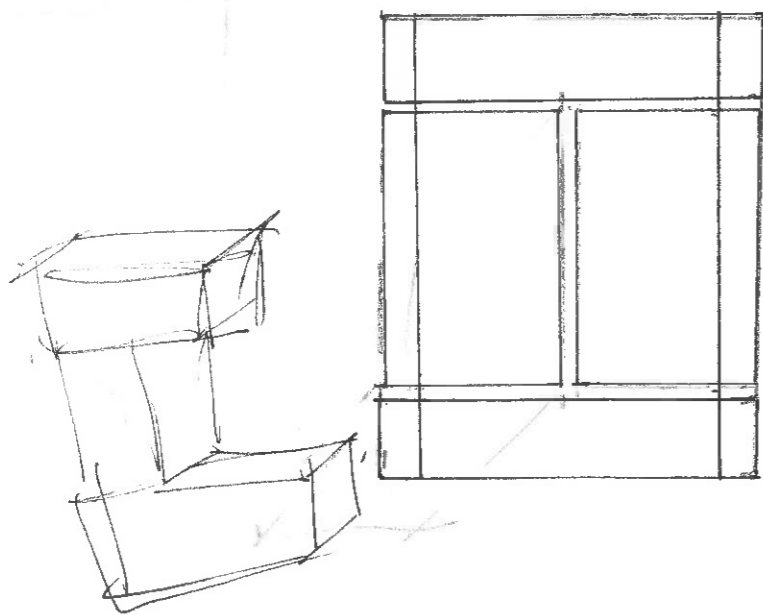
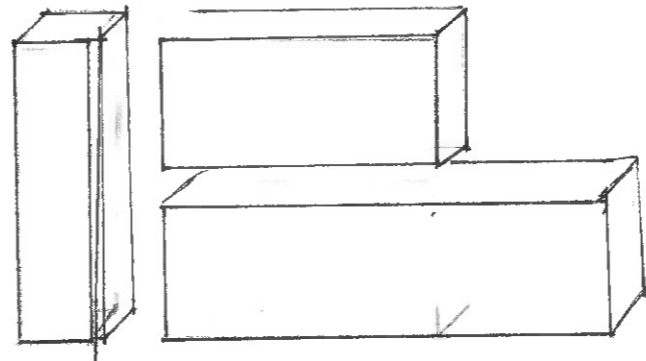
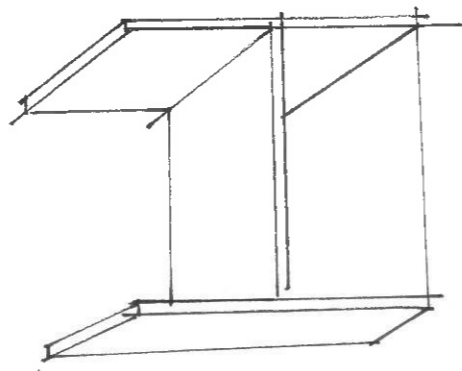
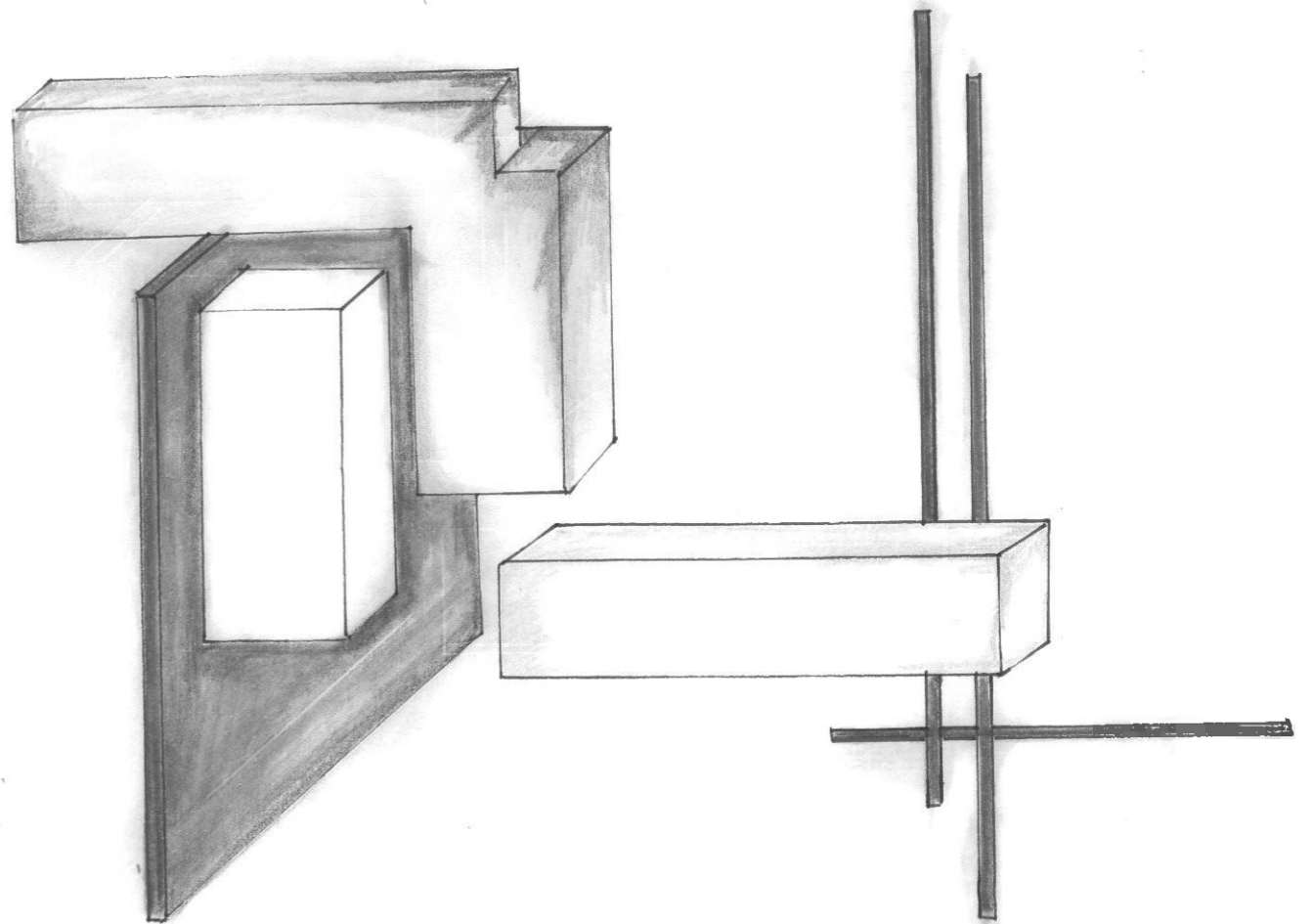
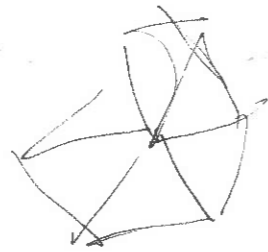


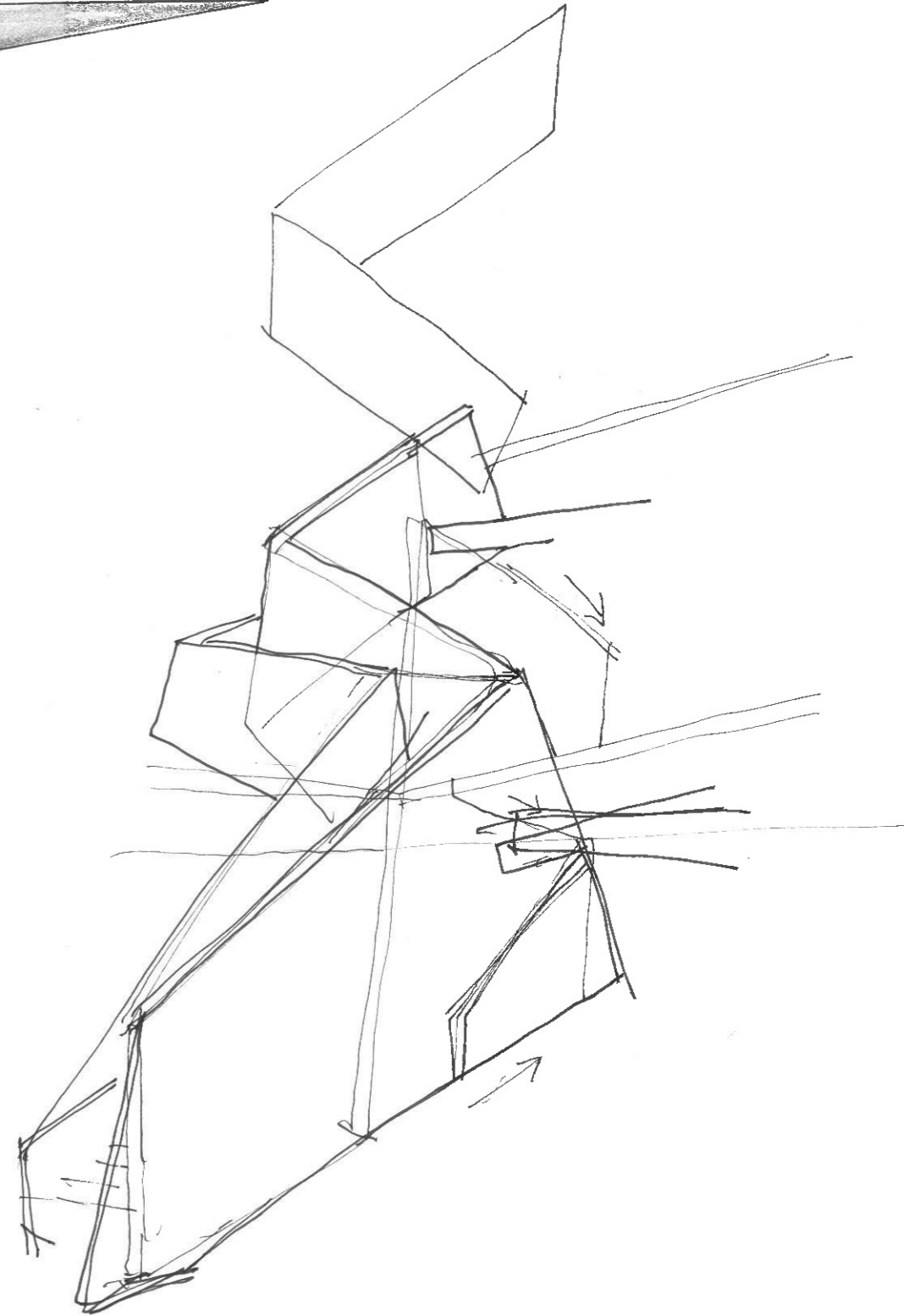
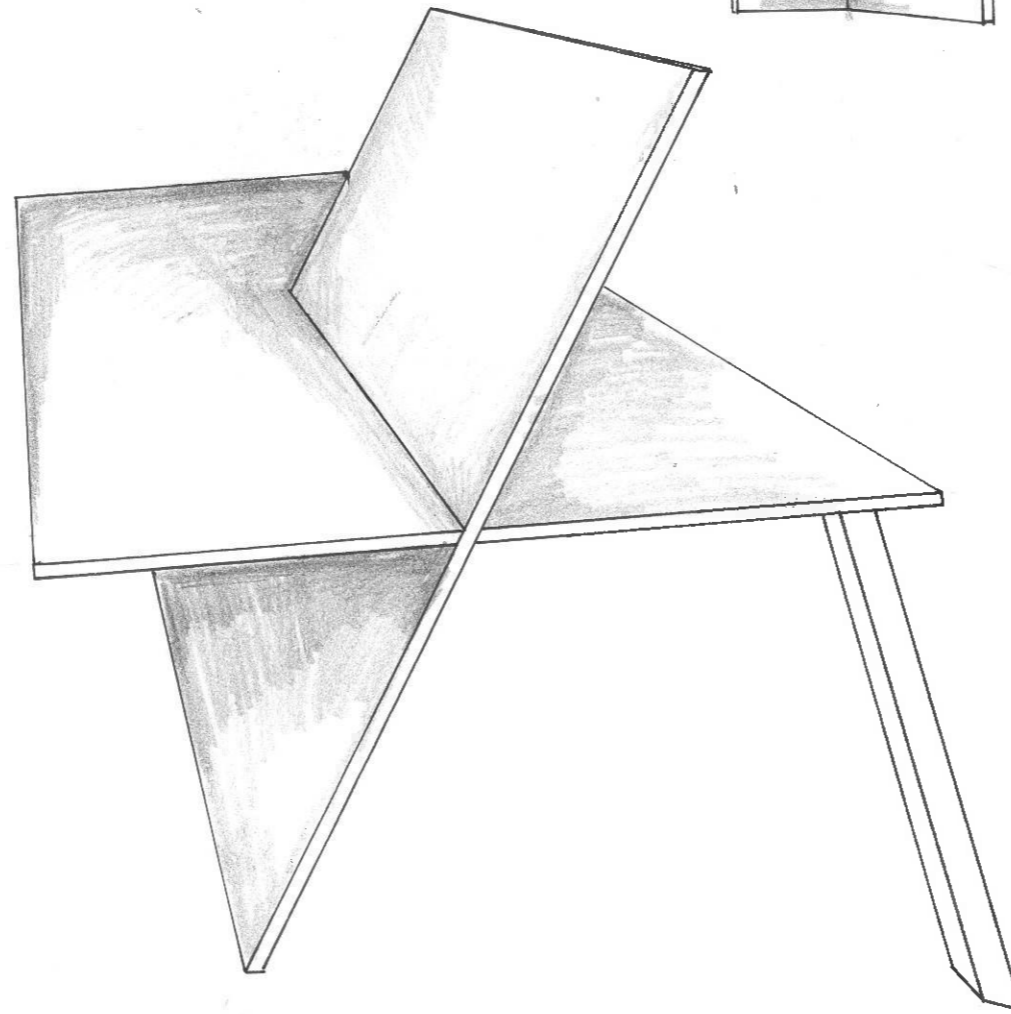
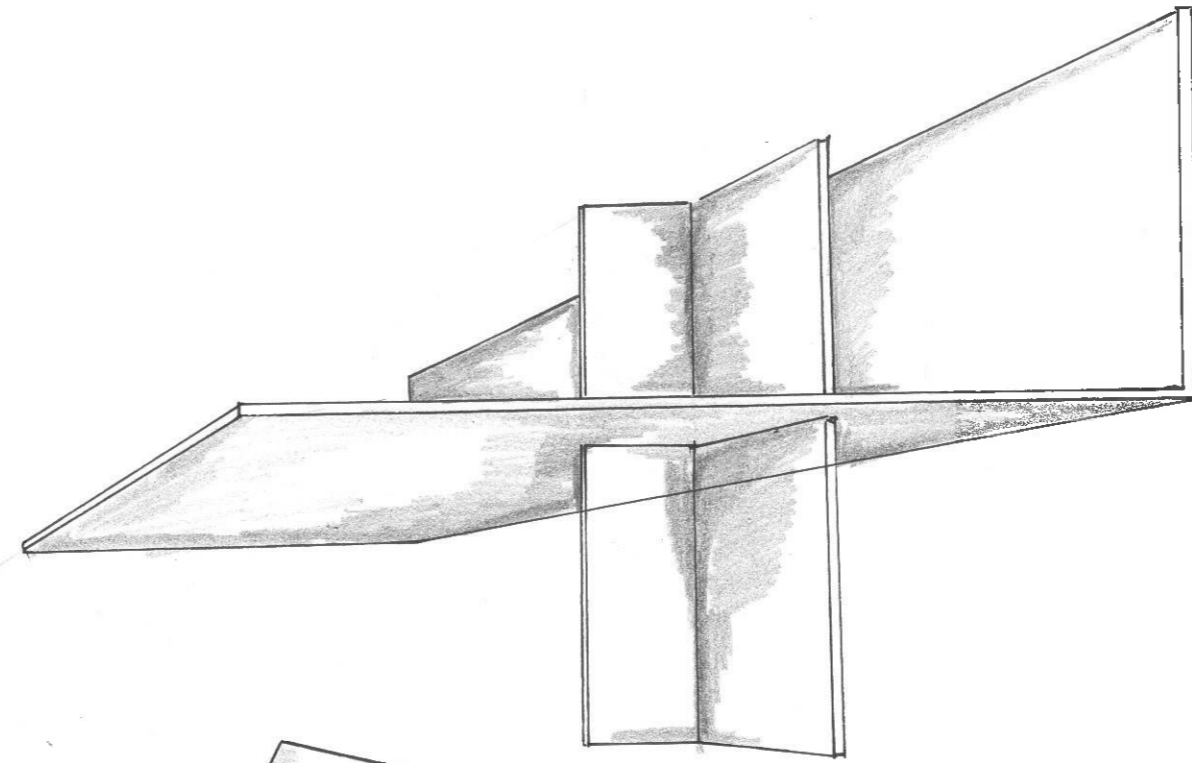
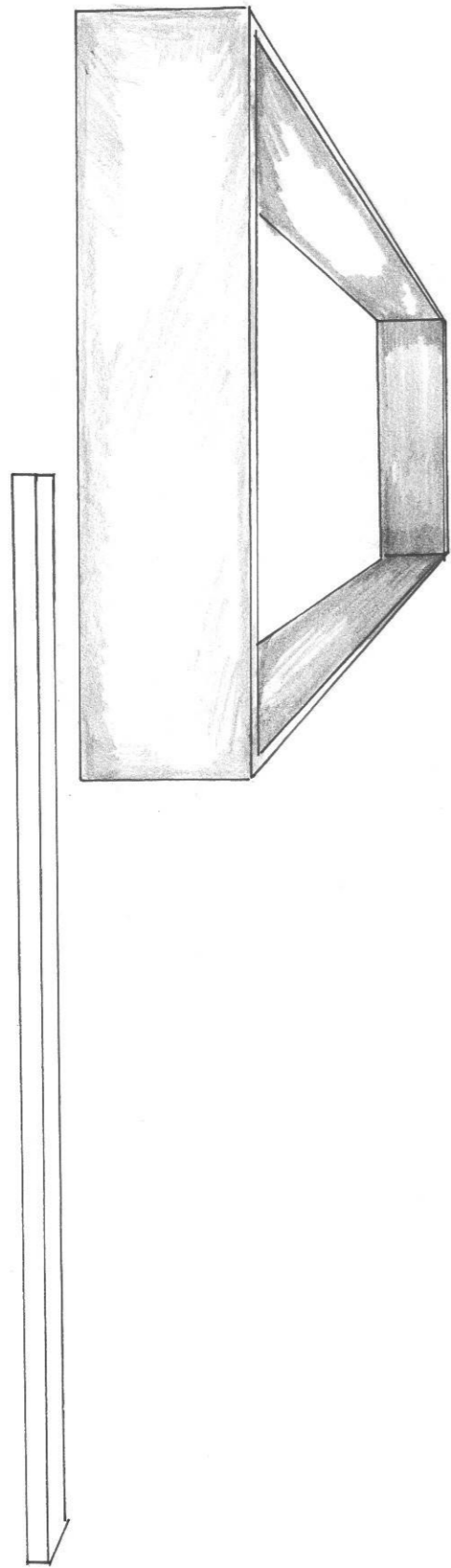


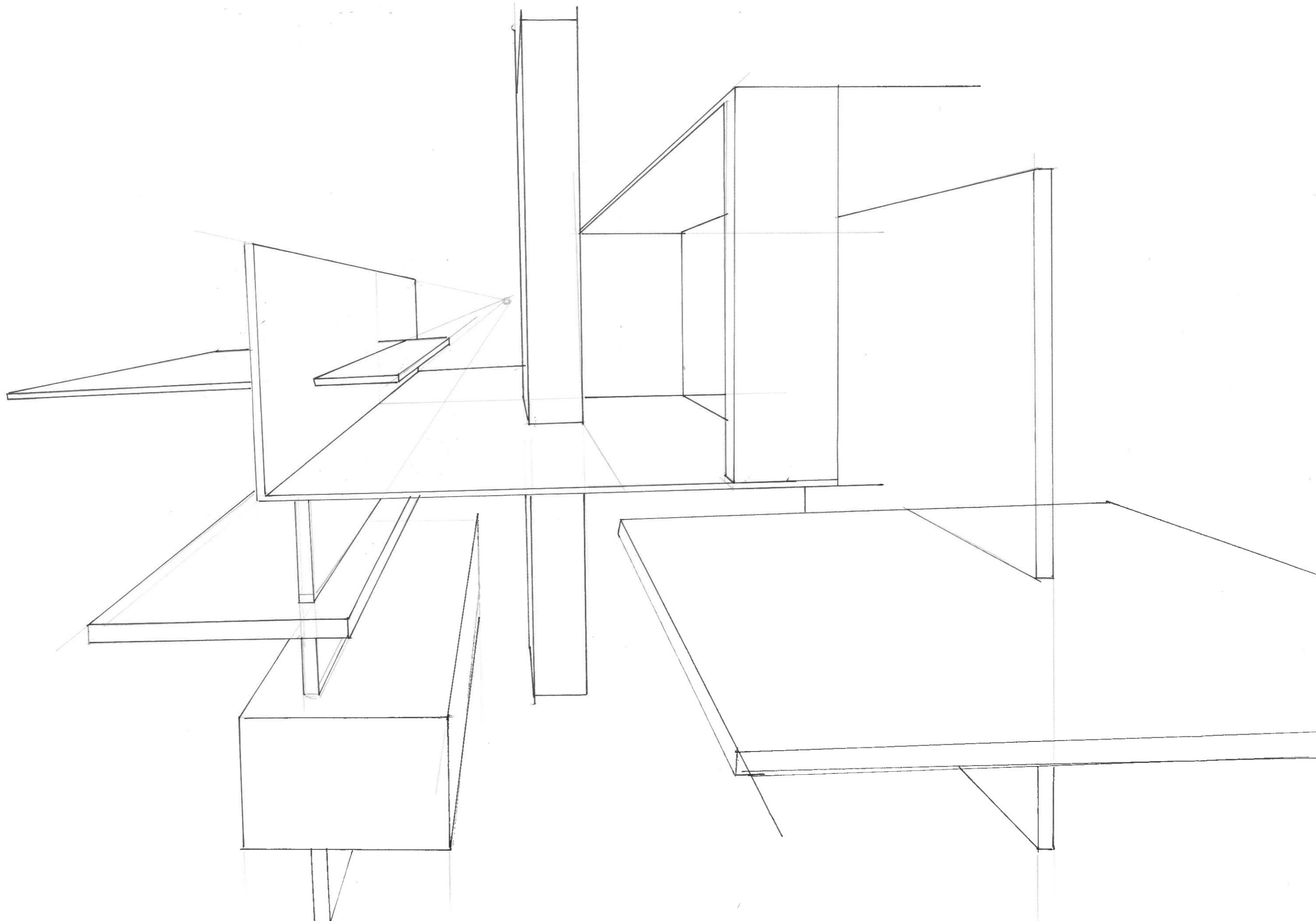




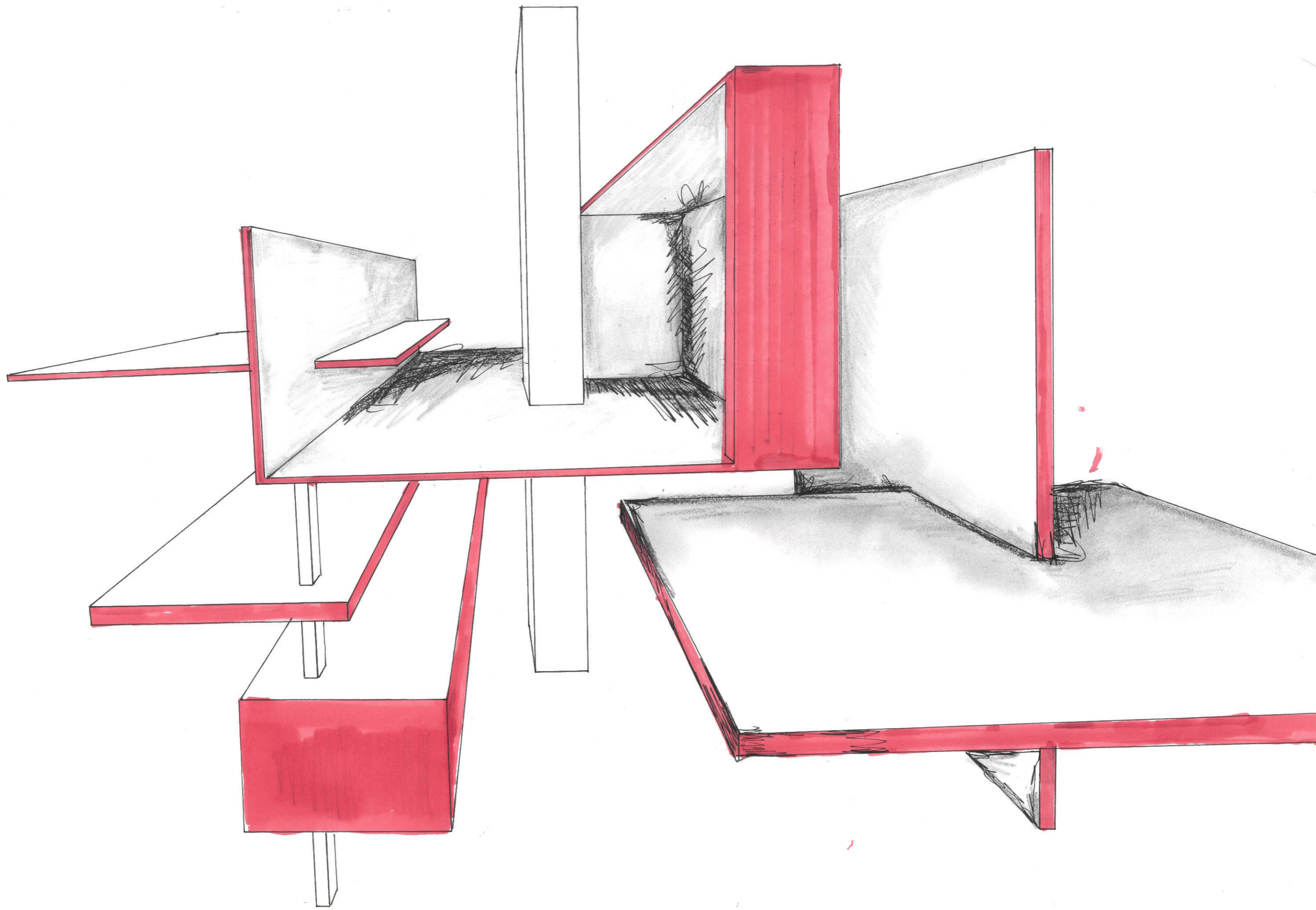


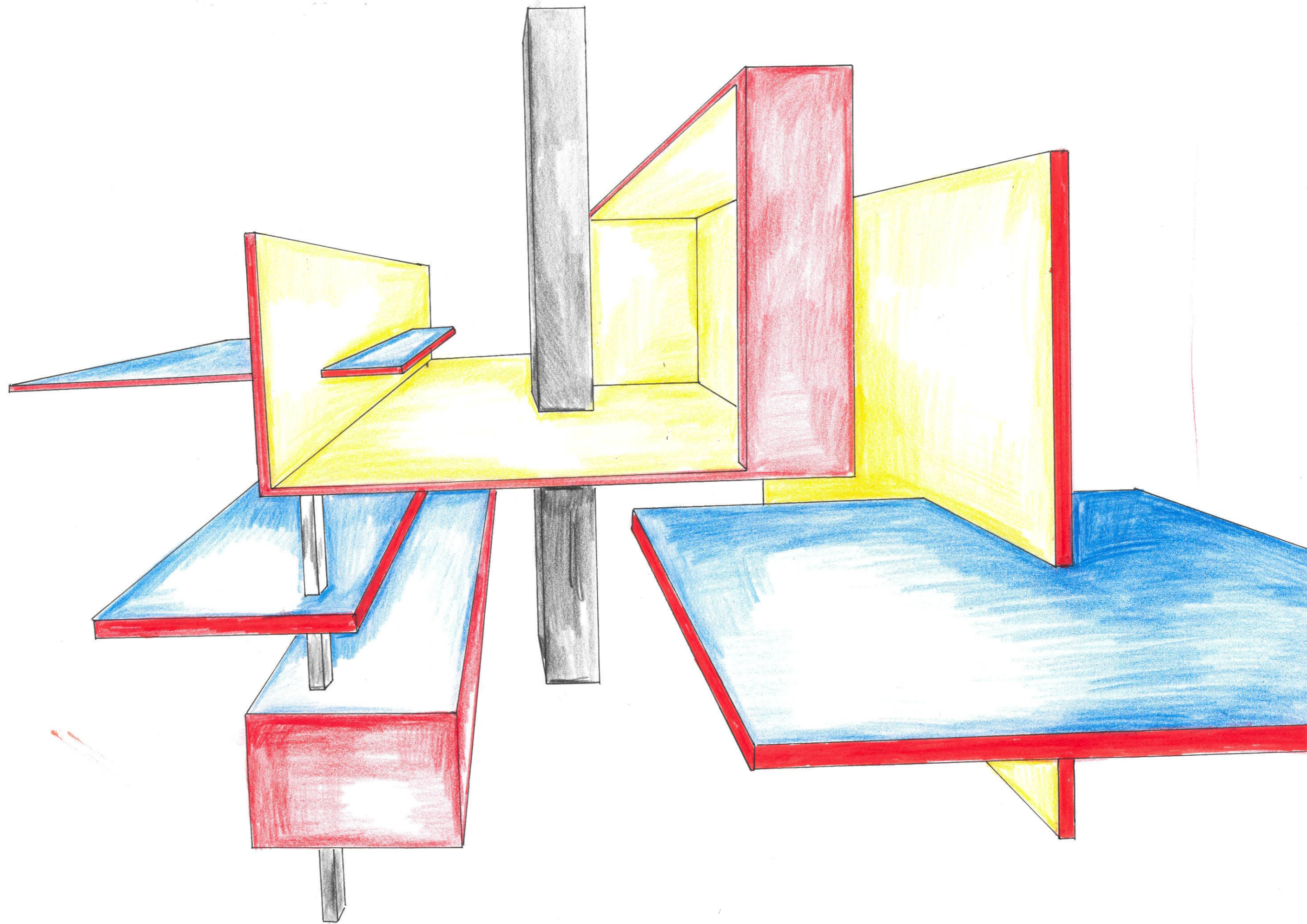


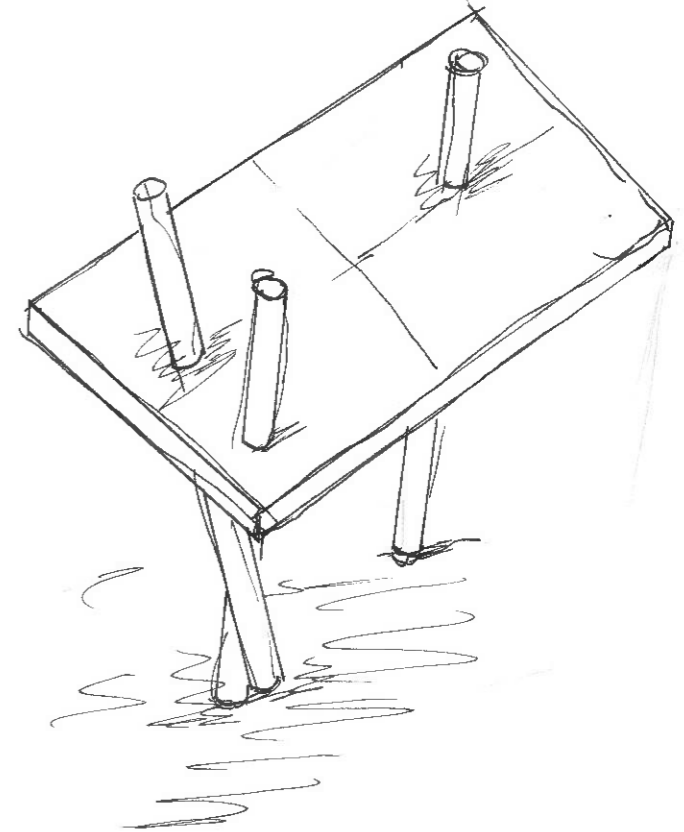
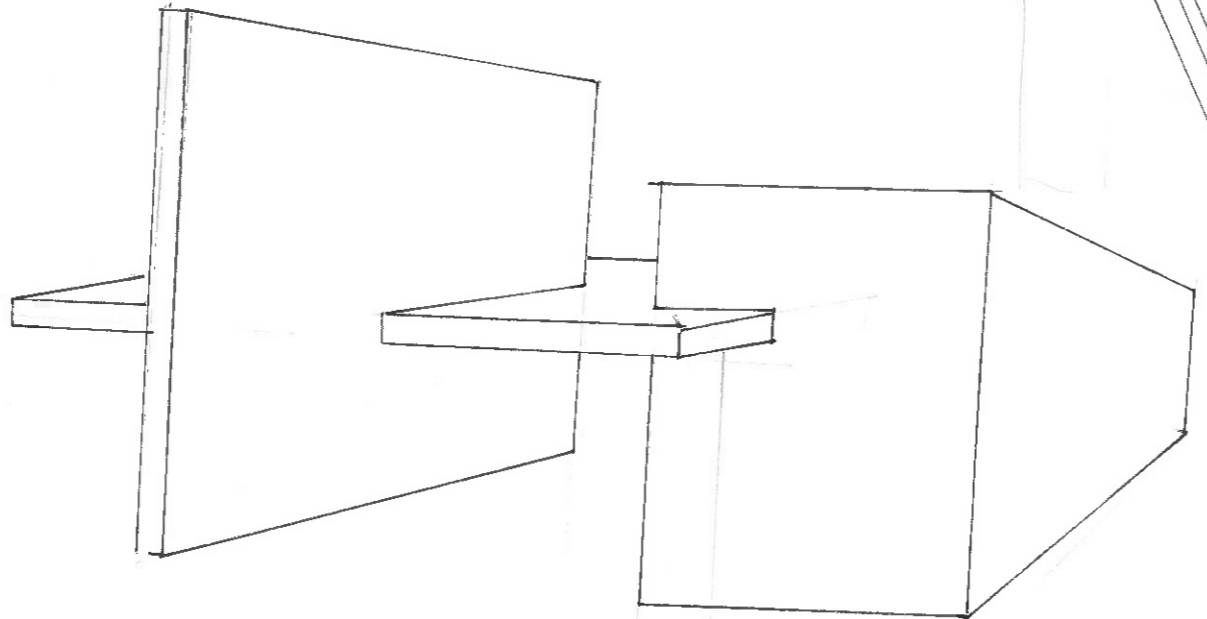
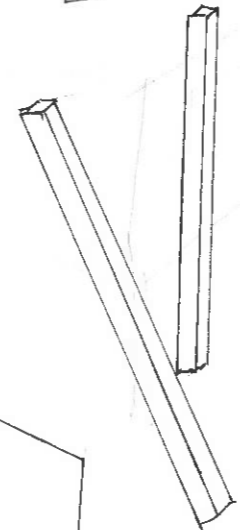
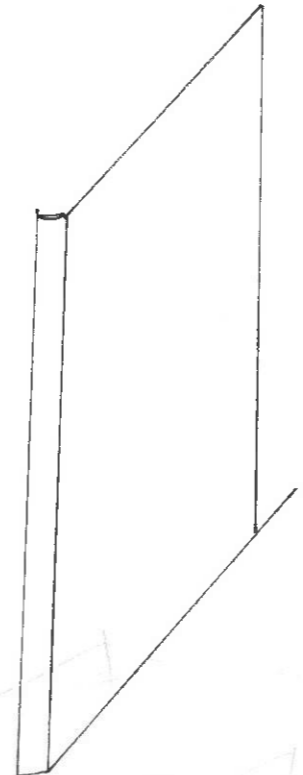
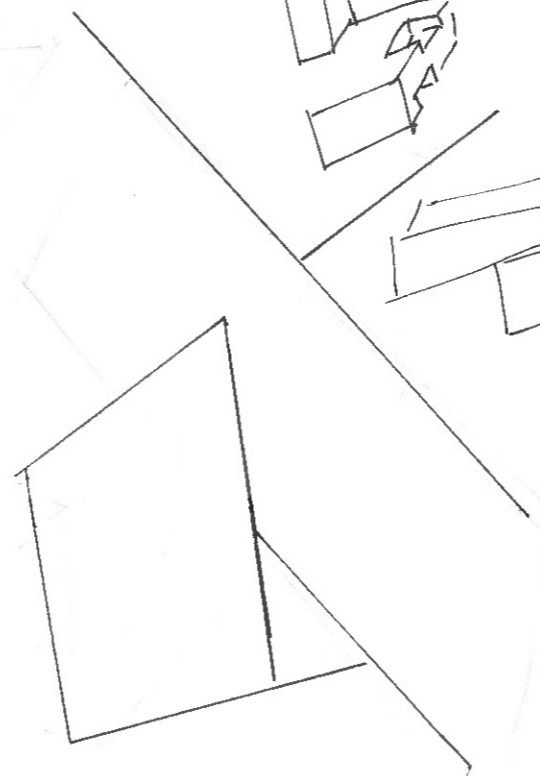
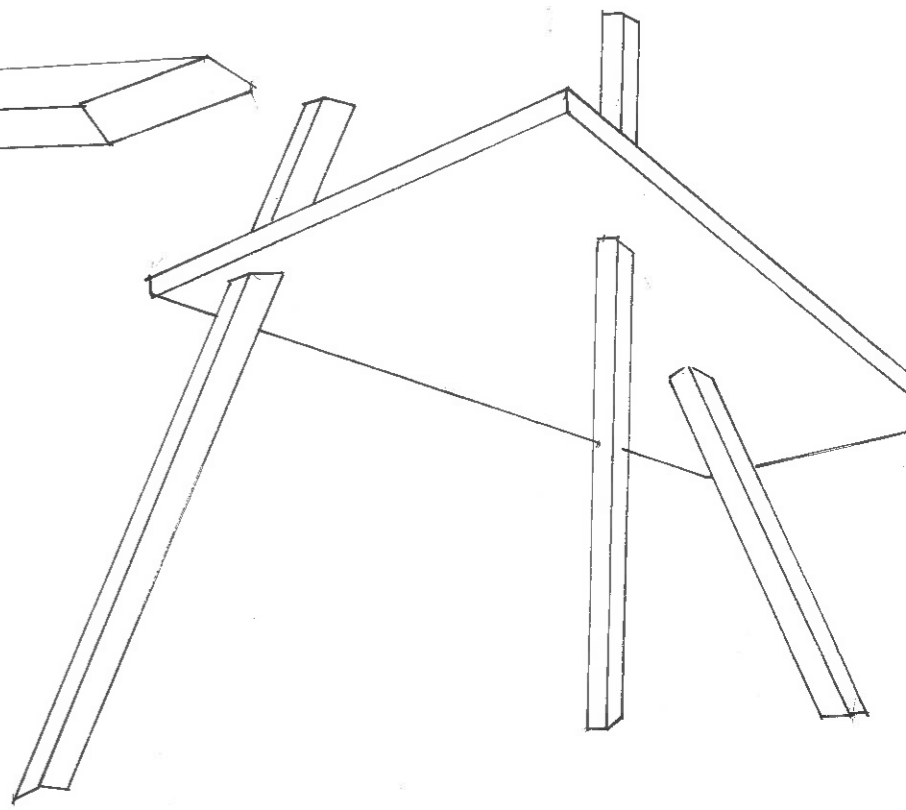
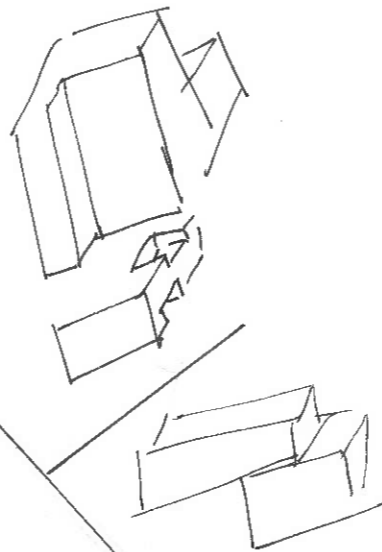
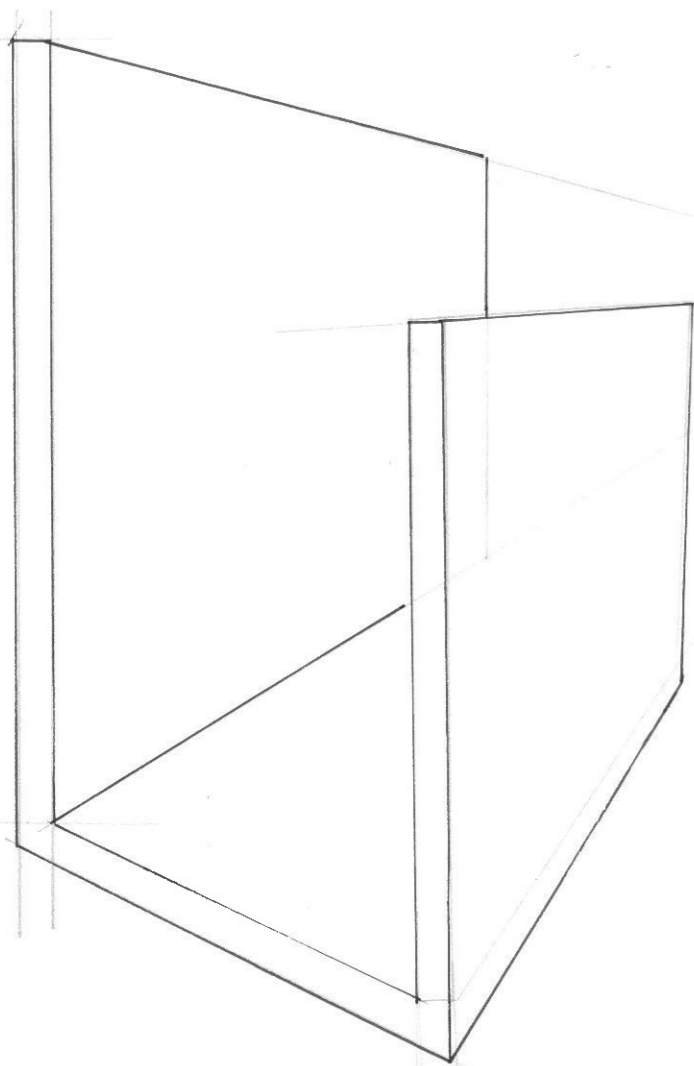


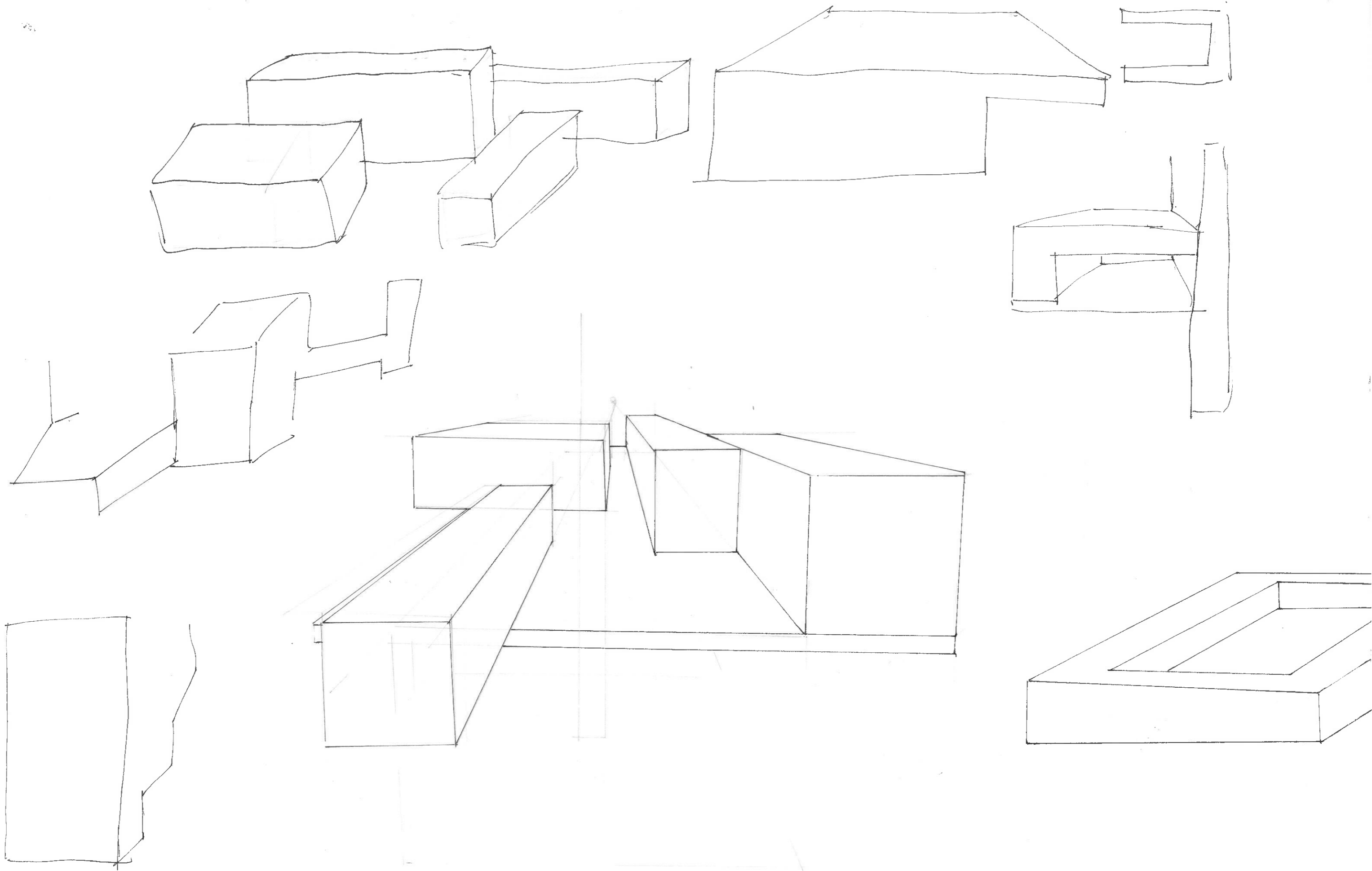


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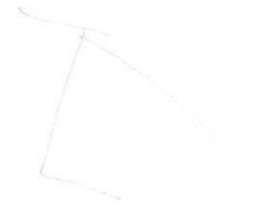
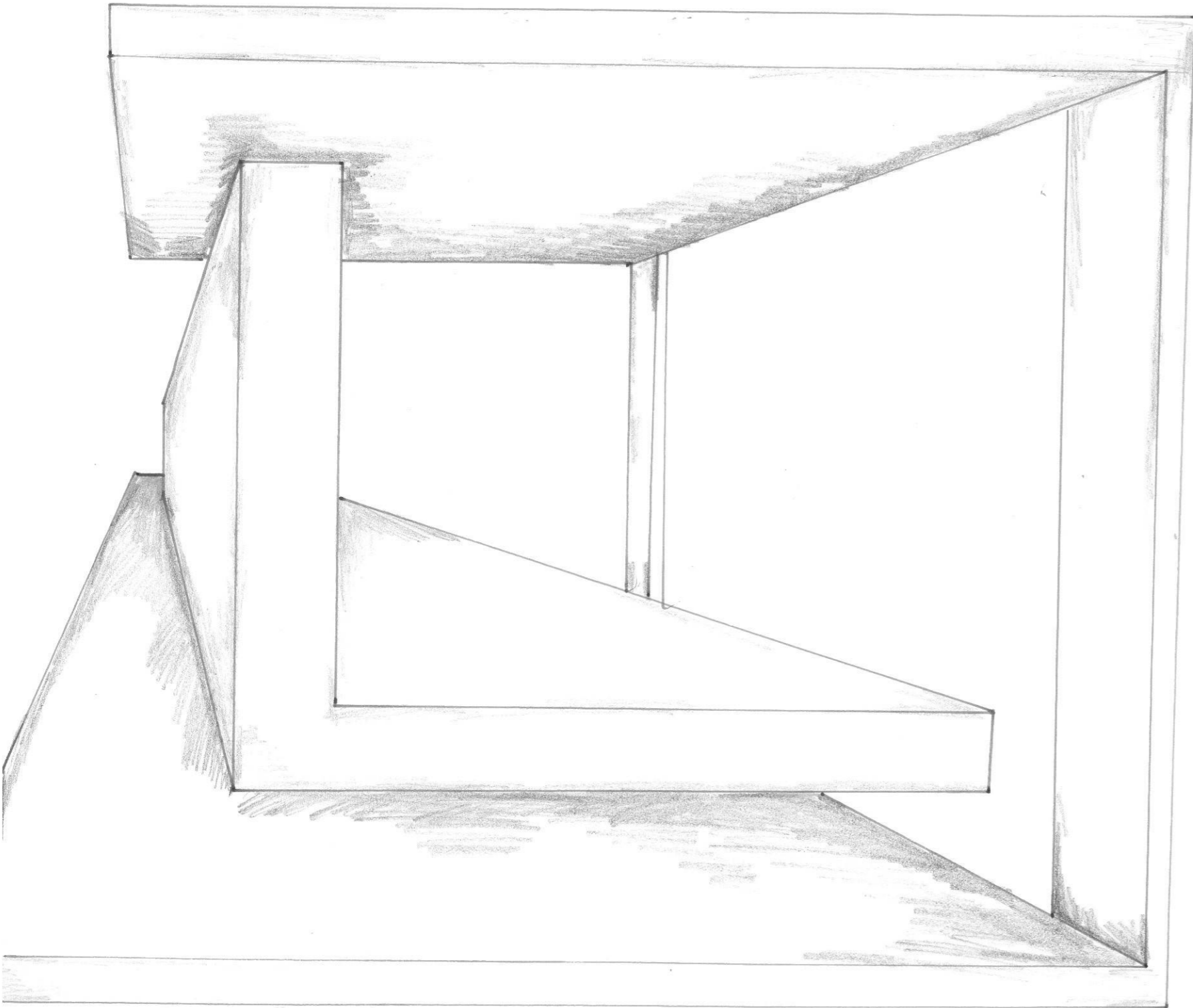


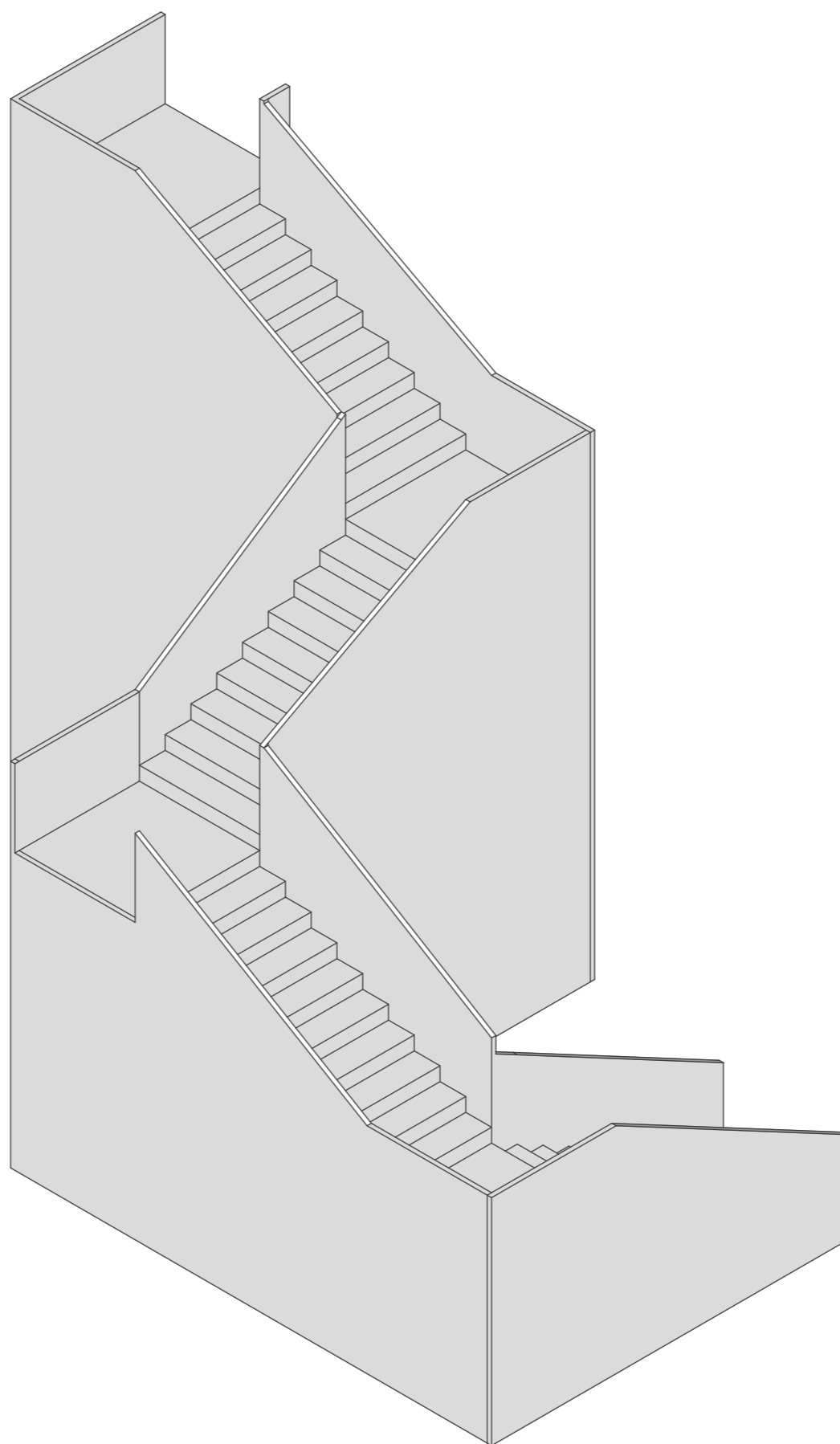


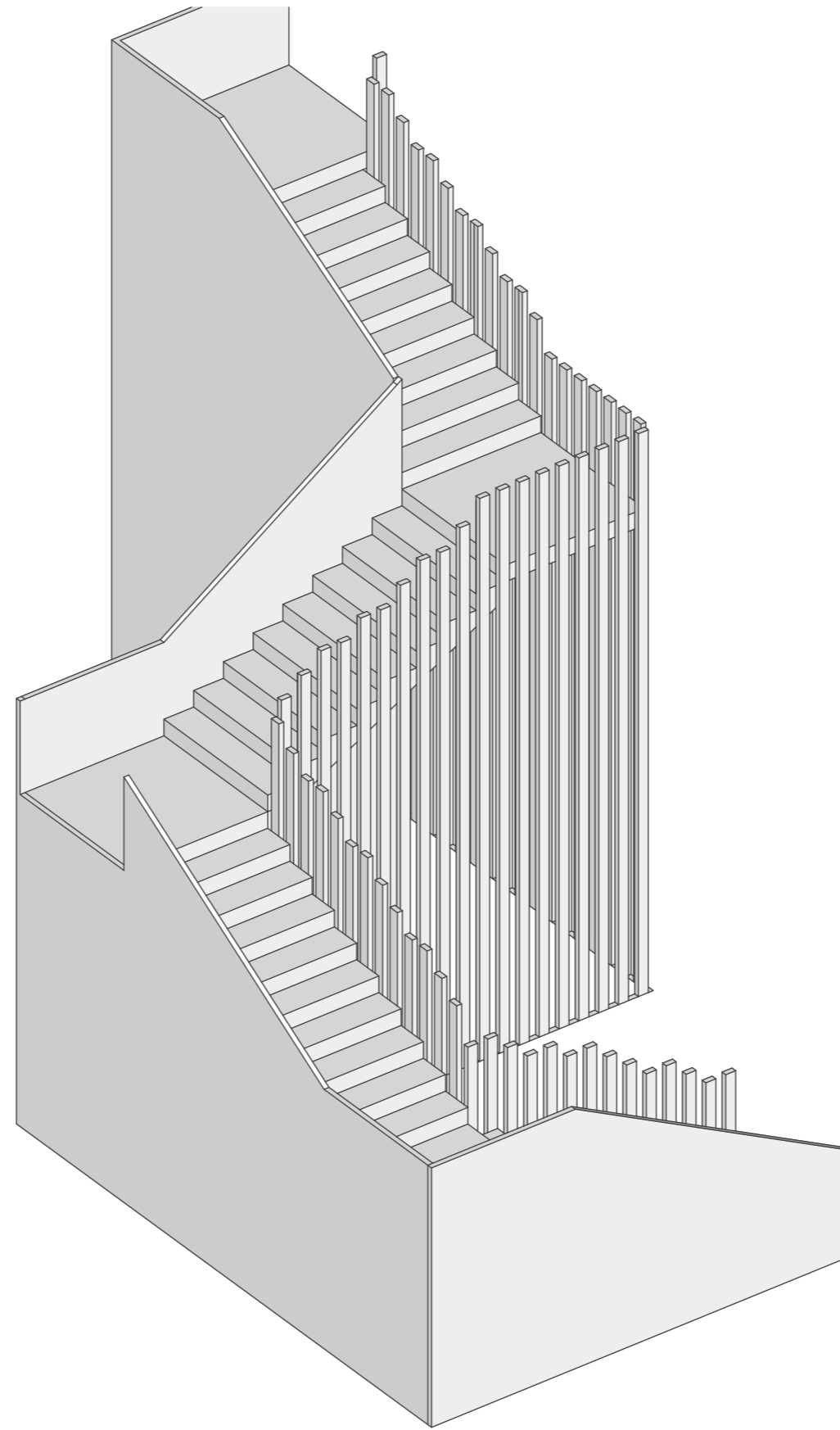


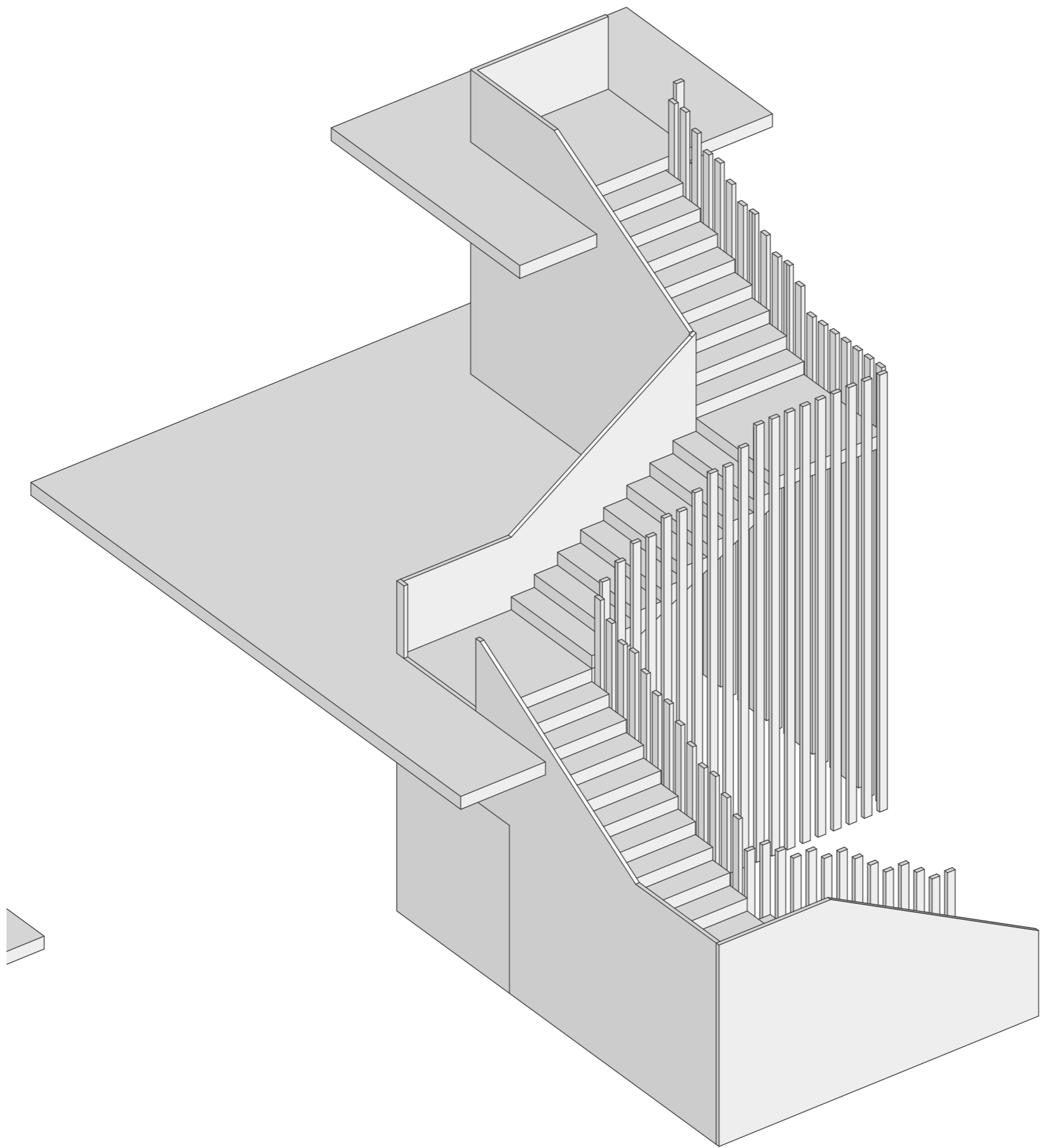


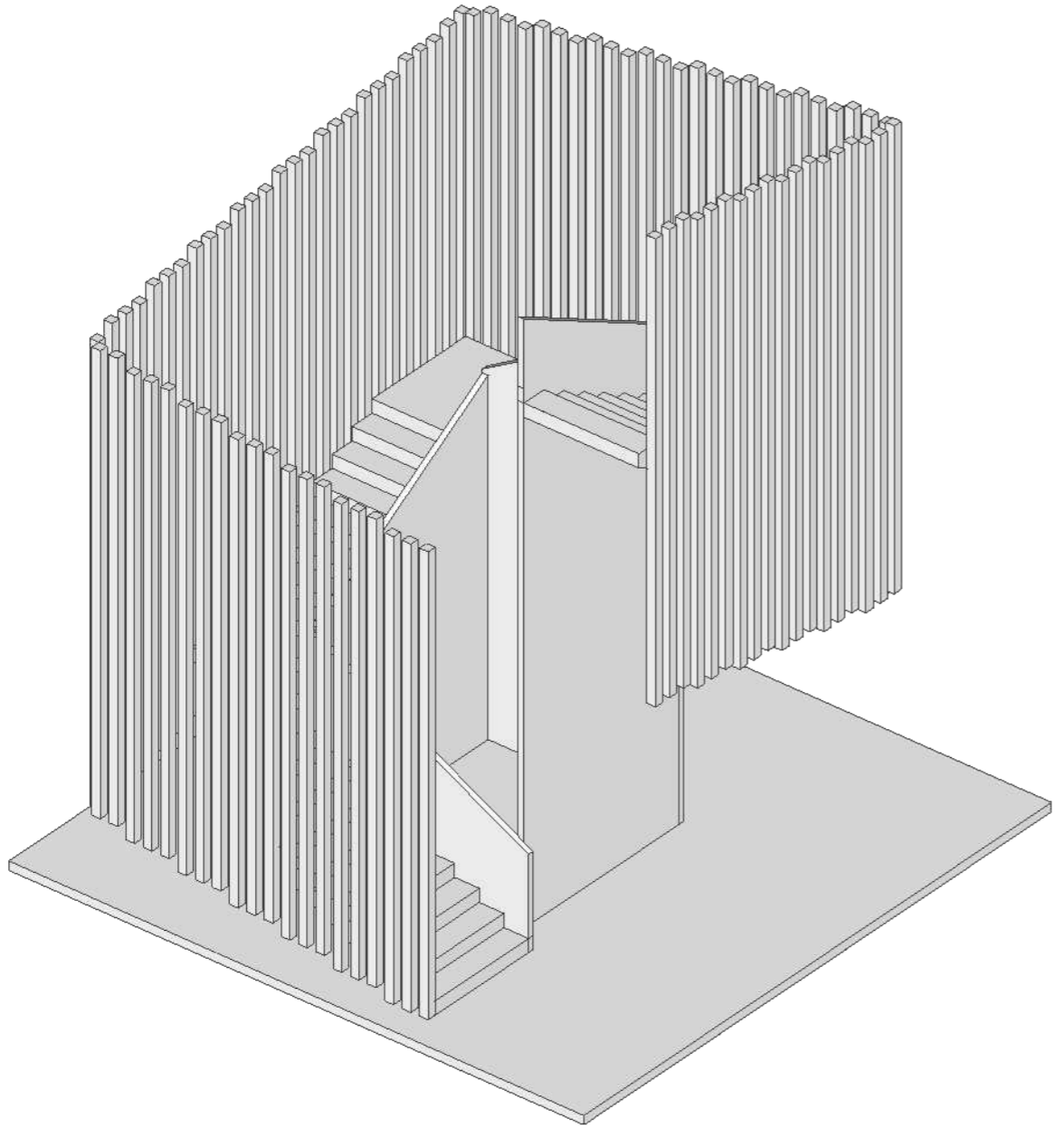




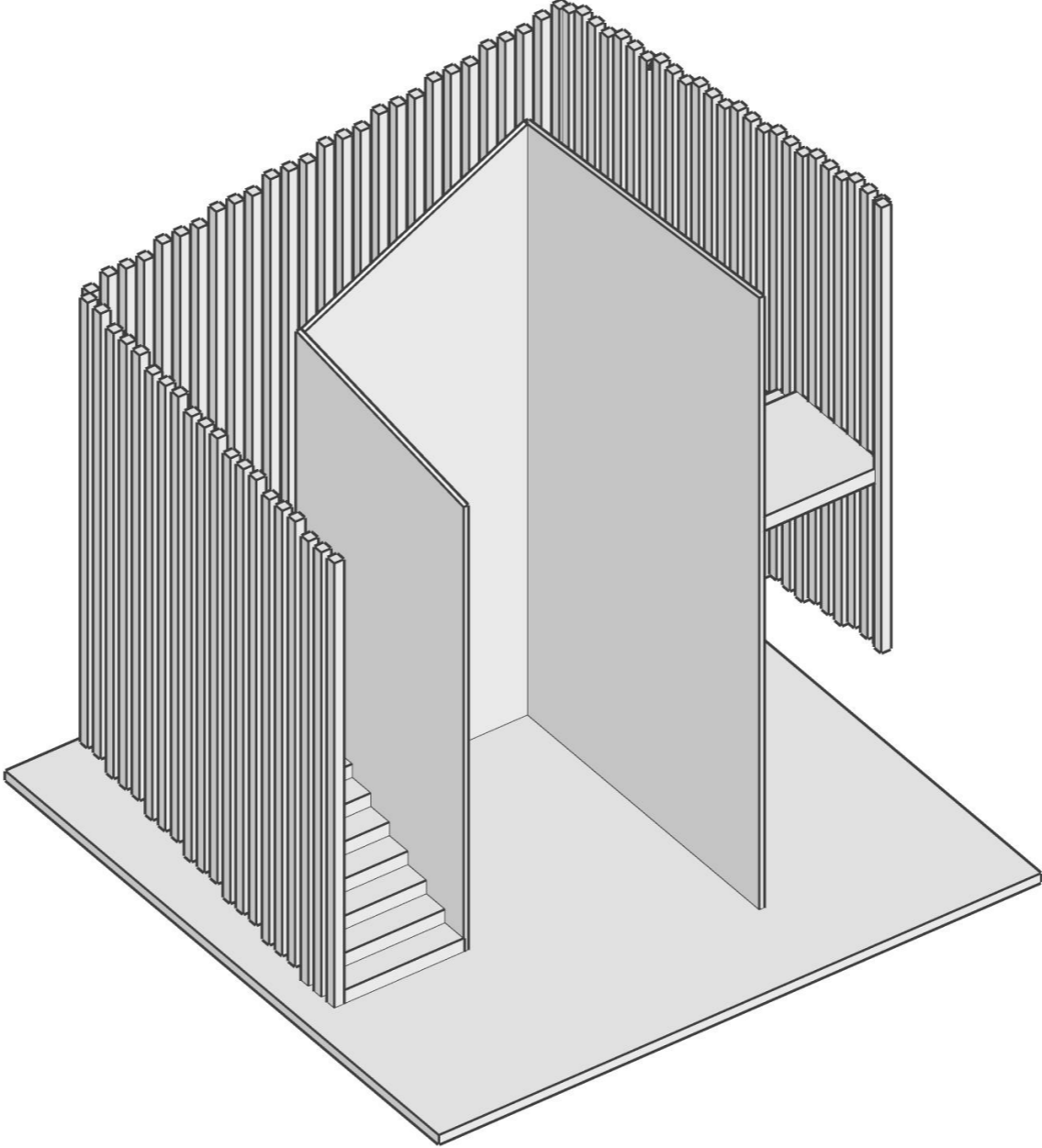


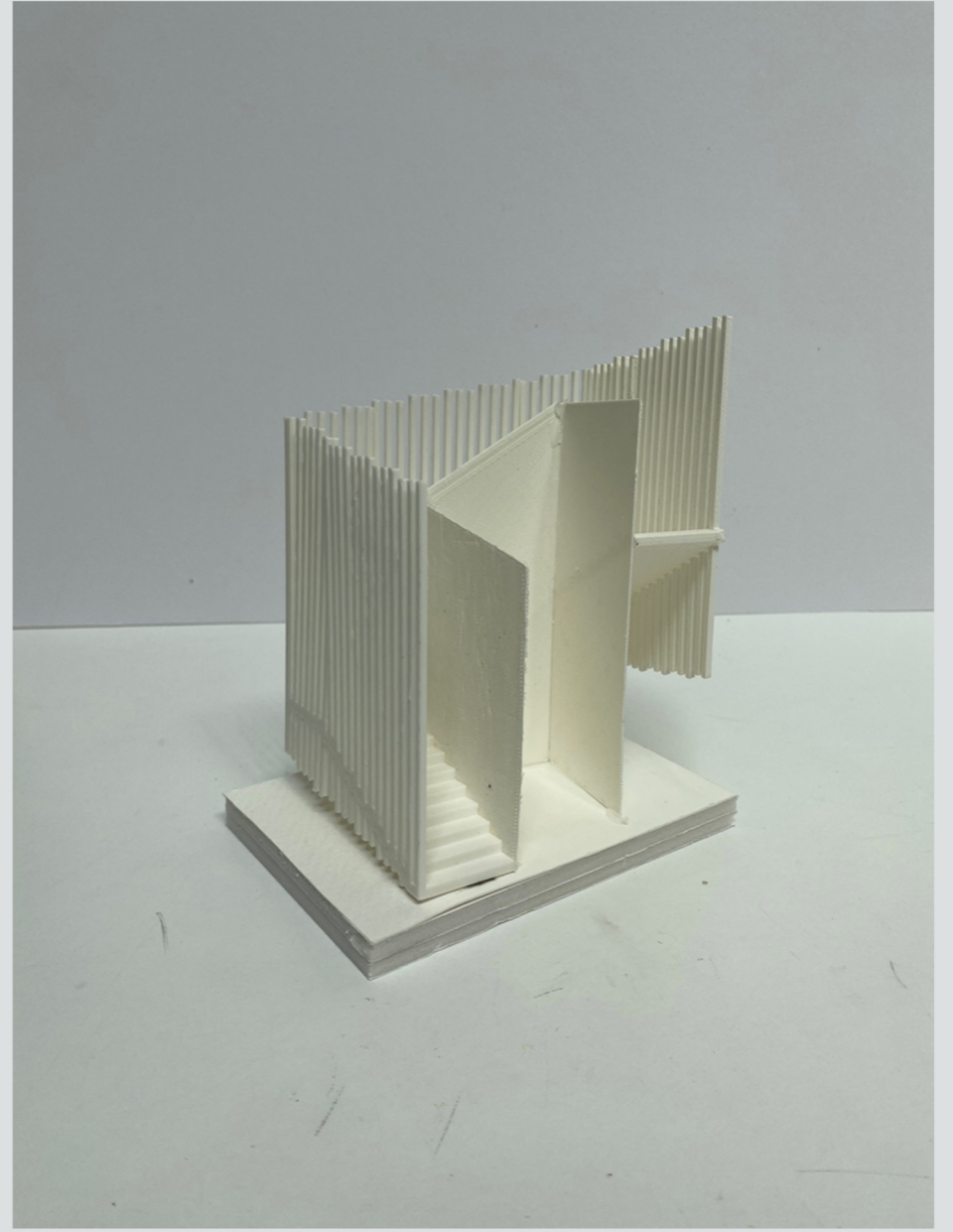
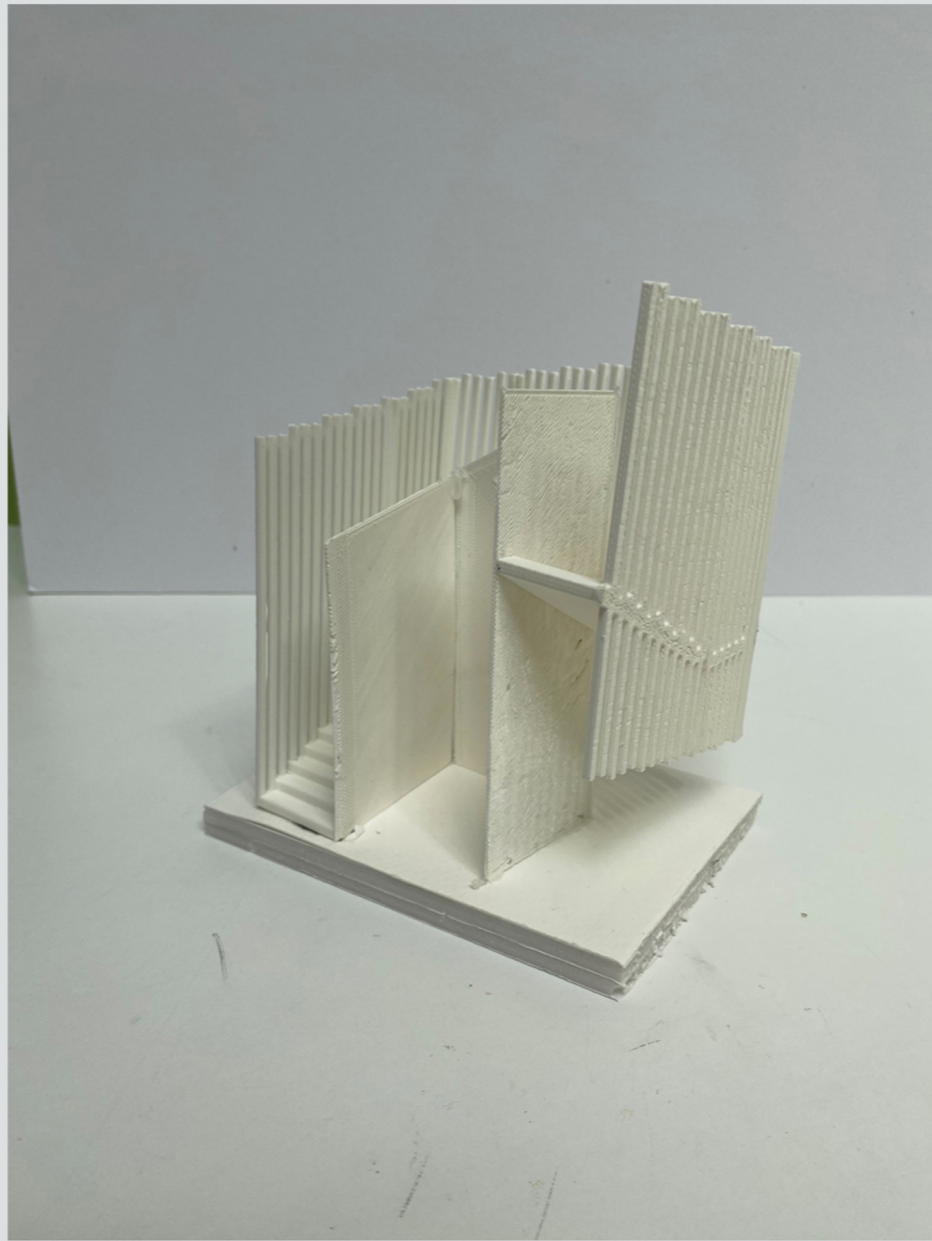
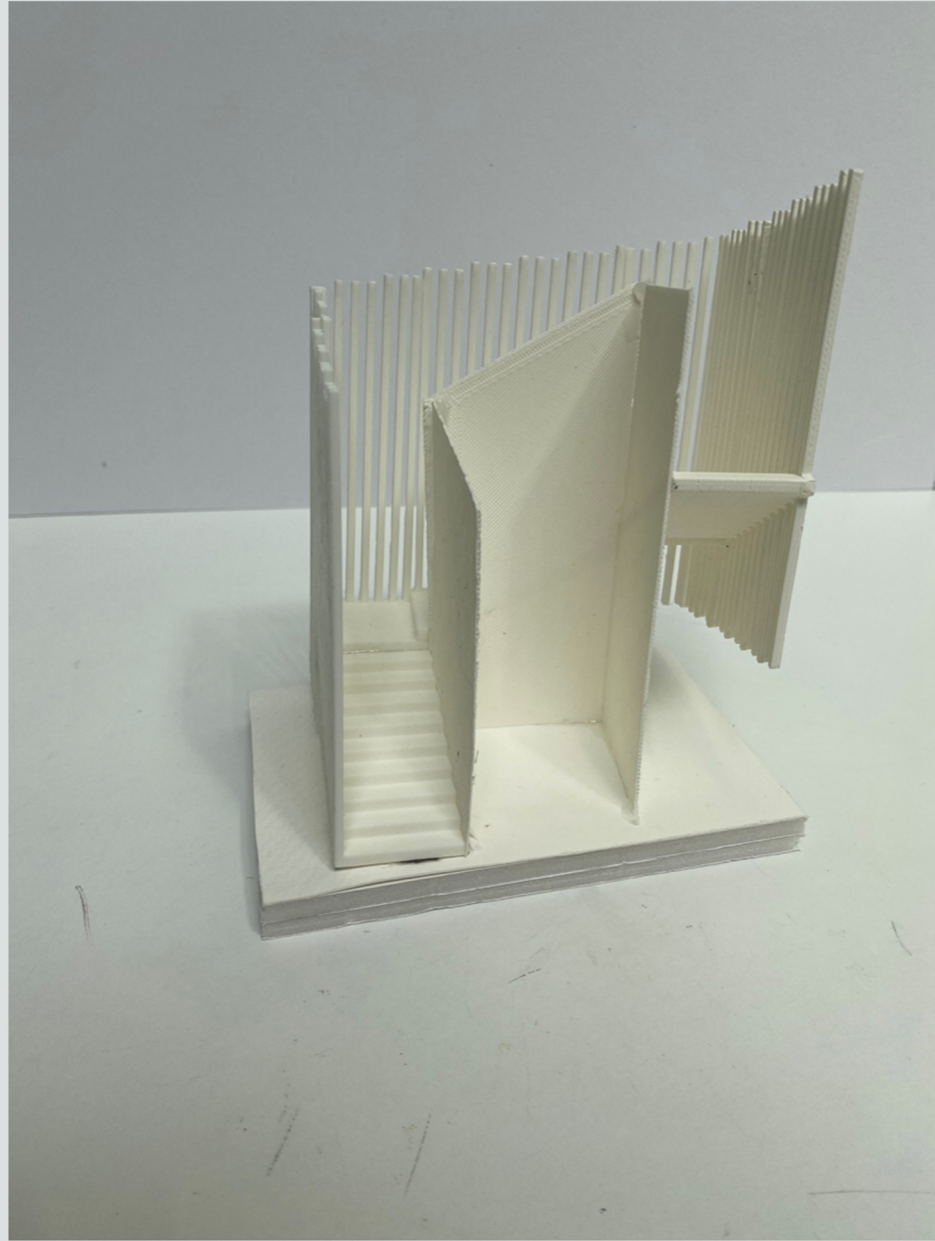






# Concept Model





Concept Model