

color + designers

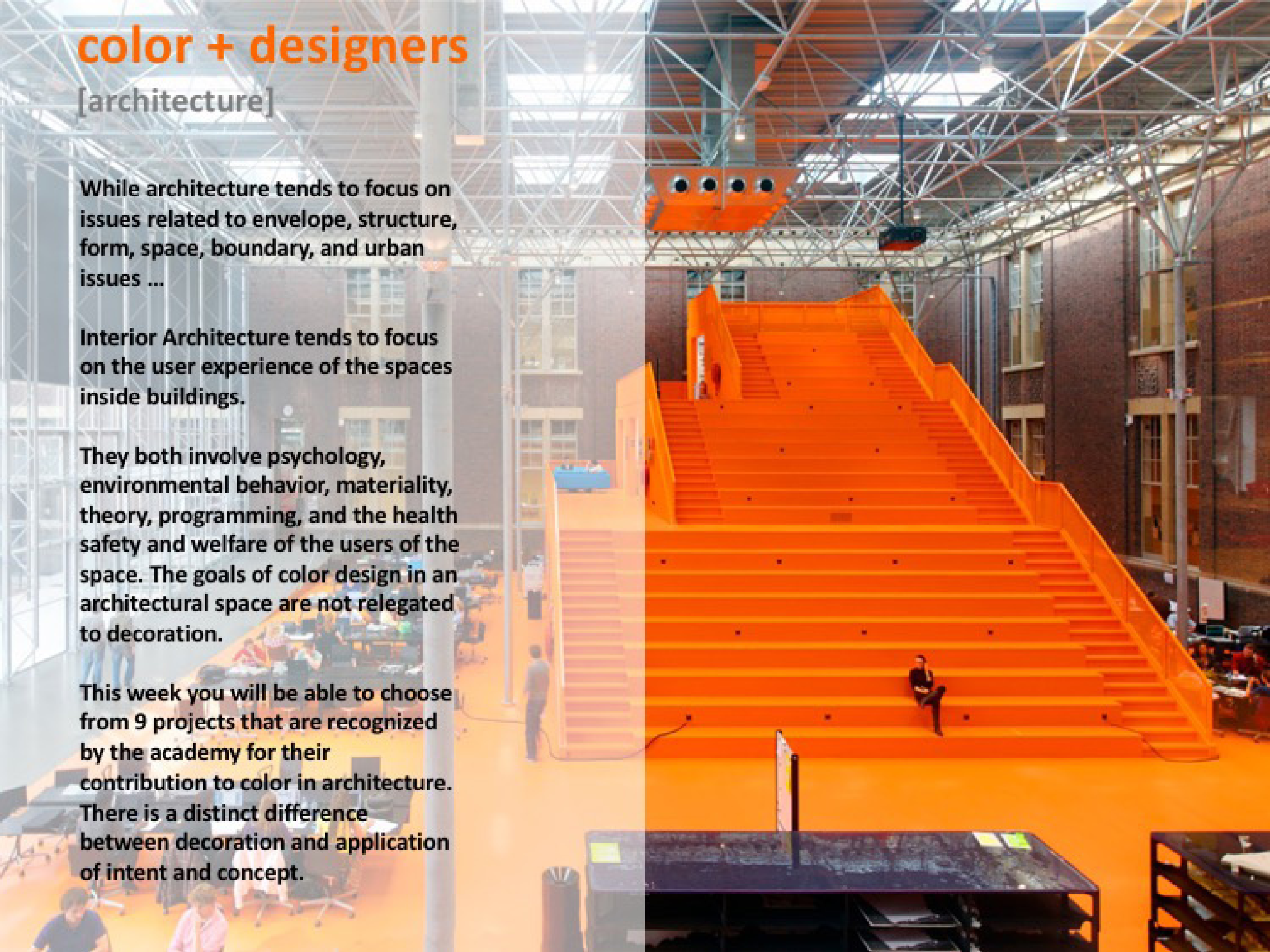
[architecture]

While architecture tends to focus on issues related to envelope, structure, form, space, boundary, and urban issues ...

Interior Architecture tends to focus on the user experience of the spaces inside buildings.

They both involve psychology, environmental behavior, materiality, theory, programming, and the health safety and welfare of the users of the space. The goals of color design in an architectural space are not relegated to decoration.

This week you will be able to choose from 9 projects that are recognized by the academy for their contribution to color in architecture. There is a distinct difference between decoration and application of intent and concept.



1

Pick a Designer and thoroughly research the specified project.

COLLECT Images

FOCUS on how the designer uses color in a distinctive, deliberate and evocative way.

FIND AND READ articles, discussions, and analyses about the project to educate yourself.

Reference and quote them in your presentation.

GERRIT RIETVELD

Rietveld Schroder House
Utrecht, Netherlands



LUIS BARRAGAN

Barragán House and Studio
Mexico City, Mexico



ARO

[ARCHITECTURE RESEARCH OFFICE]
Art Director: Aoshi Kudo
Qiora Store and Spa
New York, NY



REM KOOLHAAS

OMA

McCormick Campus Center
Chicago, Illinois [IIT]



DAVID ADJAHE

Whitechapel Idea Store
London, England



BERNARD SCHUMI

Parc de la Villette
Paris, France



STEVEN HOLL

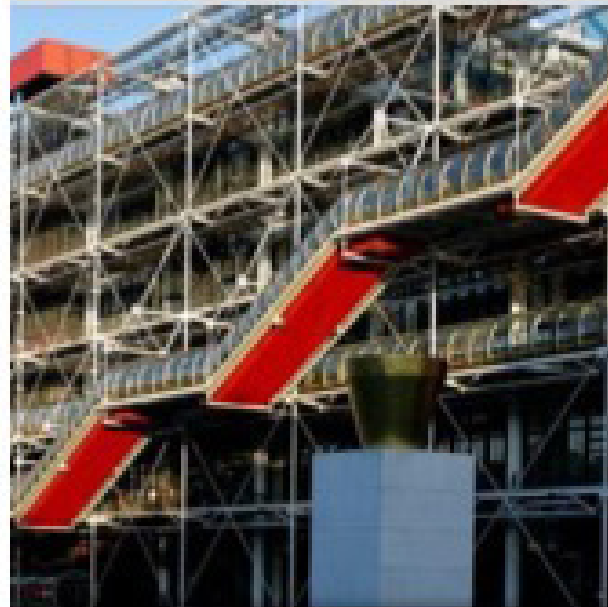
Chapel of St. Ignatius
Seattle, Washington



RICHARD ROGERS

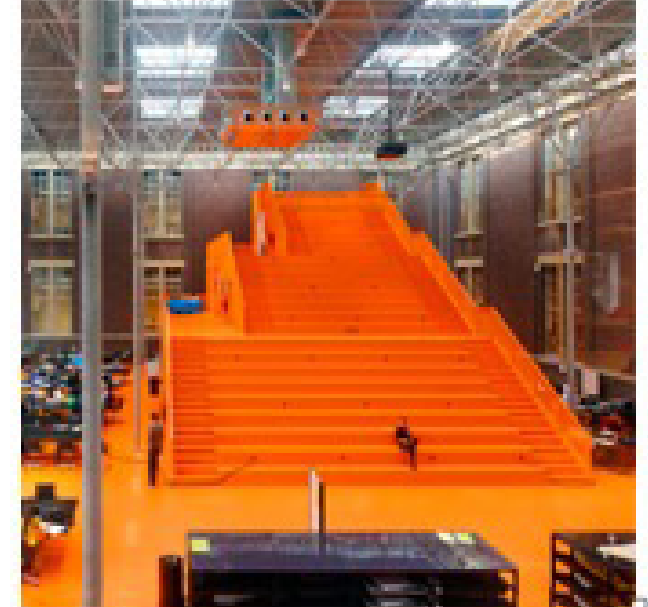
RENZO PIANO

Centre Pompidou
Paris, France



MVRDV

The Why Factory
Delft, Netherlands



2

DESIGN a presentation that has a concept similar to the work of your architect. Use the color palette of the project. Use a grid. Use [a sans serif font ... don't know what that is? Look it up] 4 sizes max [ex. Title 24, subtitle 18, paragraph 14, notes 10]

Scale up your images. Use **high quality** images. The slide background should be solid [unless graphically planned, like my intro page]. Use white space. Images and text **should reinforce** each other. Tell a story.

WRITE AN INTRODUCTION/ background ABOUT the designer.

Where did they study? Who did they work with? What are any formative influences? What motivates them to do the work that they do? What interests captivate their attention? Etc. etc. etc. **[Don't copy and paste. If you do, then credit the source completely.]** Make the information easily accessible.

SHOW IMAGES OF THE PROJECT and DESCRIBE/ANALYZE THE USE OF COLOR. Arrive at some conclusions regarding the concept and strategies of color use by the designer. Discuss the characteristics of *color* used by the designer and the *impact* of color. Are there any kinds of contrast, chroma or other traits that distinguish this designer's form and color use? What makes their work look like theirs? Provide the palette chips.

WRITE A SUMMARY AND CONCLUSION. Review your main points, especially the color-use characteristics. Include a references page!! The best way to do the references page is to open a word document and then every webpage you go to ... copy and paste the link and make a note of the material that you used

3

SAVE AS lastname_M4.pdf and **UPLOAD** to Module 4 platform.
Comment about your experience. Feel free to email with questions.