

The Importance of Good Design

presentation by Dr. Gordana Fontana-Giusti

URBAN DESIGN Unit

ARTS *for* the CITY



The Innovation Centre, Central Saint Martins

28 February 2007

Cityscape London

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ARTS *for* the CITY



- **ARTS *for* the CITY** combines the knowledge of **architectural theory** with the experience of **art** practice
- **ARTS *for* the CITY** interprets the practice of art for **architecture** and **urban design**

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METROPOLIS TODAY

- in the state of enduring **self-examination**
- resurrection of interests in everything **urban**
- coupled with the concern for the **environment**

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METROPOLIS TODAY



- new series of **questions** and **speculations** about the metropolitan life emerge daily
- “we have not been here before”

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METROPOLIS TODAY



- the aim is to encapsulate these previously not lived through urban **experiences**
- **good design relates** to these occurrences

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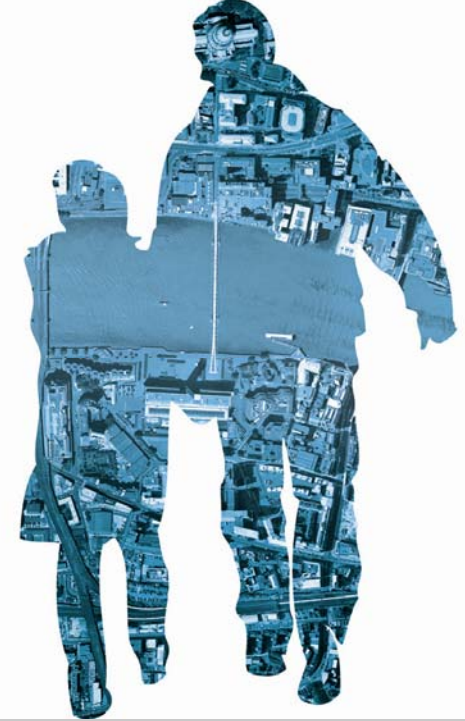
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METROPOLITAN
EXPERIENCES



- urban experiences are always **layered** and **multifaceted**
- often they appear as traces and fragments of images, sounds, tastes, textures, smells and narratives
- they are linked to city spaces that thus gain their **significations**, their **meanings** for us

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translating **METROPOLITAN**
EXPERIENCES into design



- in *ARTS for the CITY* we aim at **understanding, analyzing** and **mapping** these processes whereby **meanings emerge**
- as urban **design** is involved in the production of this phenomena making it **good** is essential



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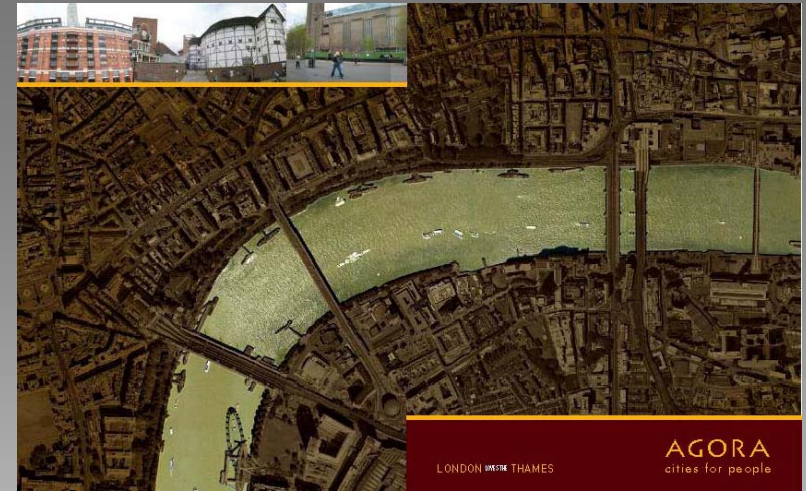
METROPOLITAN EXPERIENCES

- We talk about ‘experience’ because it embodies ‘function’ and the ‘aesthetic pleasure’
- Vital role for the arts in conversing with the City space
- ARTS *for* the CITY is a **conduit** that communicates the knowledge derived from the arts into the city
- ARTS *for* the CITY **assists** the architects and **city planners**

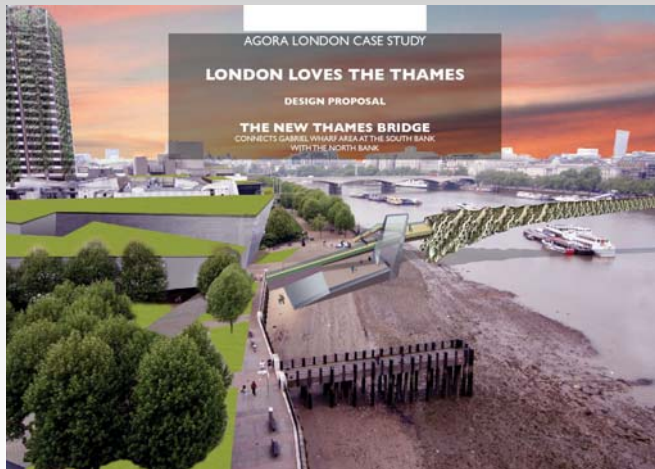
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Projects:



AGORA Cities for People – European Commission Framework 5
London Loves the Thames - London Biennale of Architecture 2006
Bridging London – current proposal for a textile bridge



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ARTS *for* the SUSTAINABLE CITY

AGORA Cities for People – European Commission Framework 5



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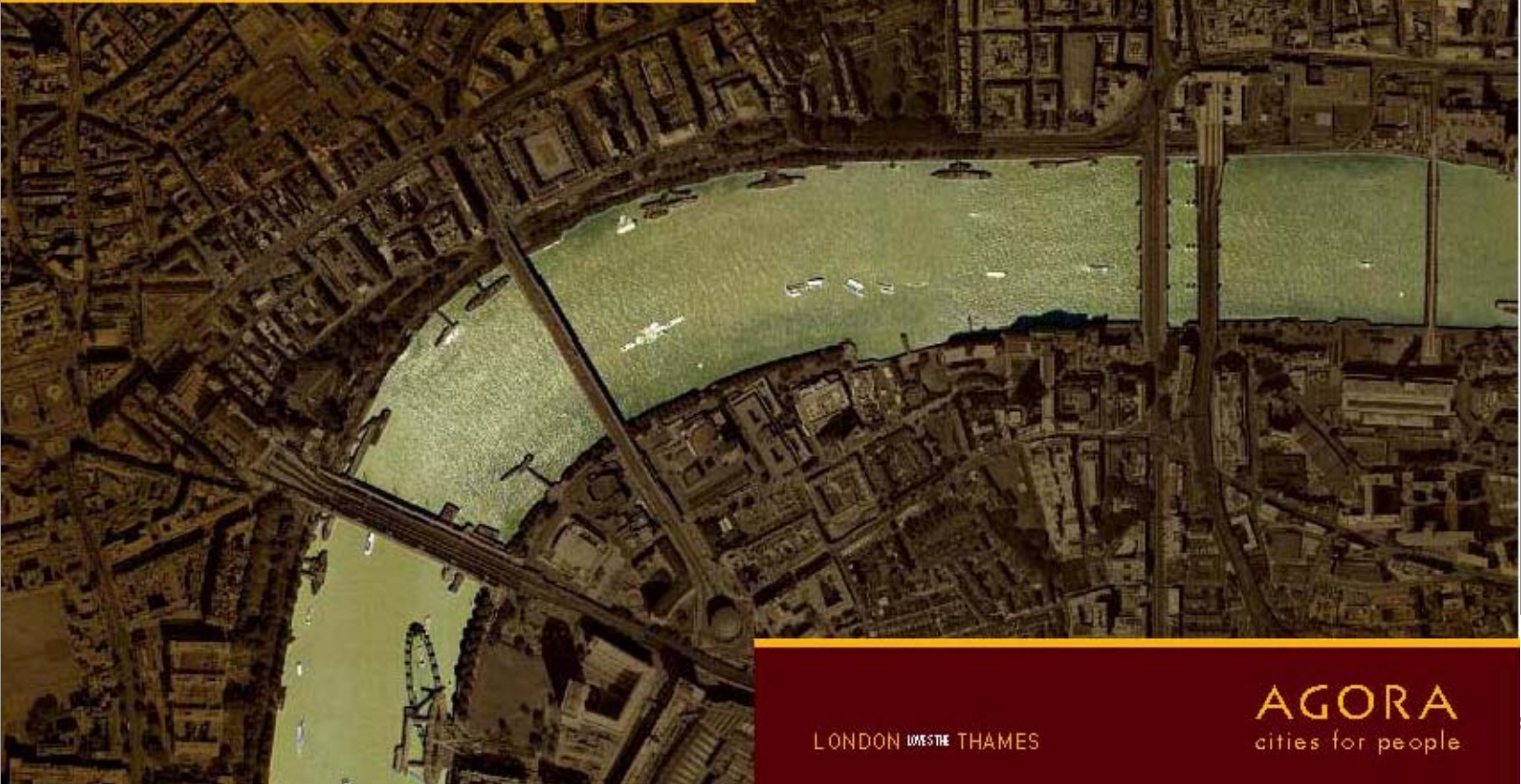
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LONDON CAPITAL ROUTE

AGORA
cities for people



LONDON LOVE THE THAMES

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- **A pan-European audit methodology**
- AGORA has developed and tested a unique pan-European audit methodology that can contribute to analysis and development of a better understanding of the ways in which planning, design and policy making decisions affect the built environment in particular in relation to **pedestrian life in city centres**. AGORA's hypothesis has proposed that with such an understanding, a better quality of life for pedestrians can be achieved thus contributing to the **sustainability** agenda of the cities – the AGORA addresses sustainability concerns are for the **environment, the society** and **the individual**.

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ARTS *for* the CITY

represents a **comparable** sample of the city, a '**transect**'-
which deals with all aspects of urban life.

contains rich **pedestrian flows**

is an urban interface with a variety of **public spaces**, civic
and public buildings

is a **representative** sample of the identity of the city

contains key aspects of **streetscape** that support best
functioning of public life

contains a variety of **symbolic** meanings



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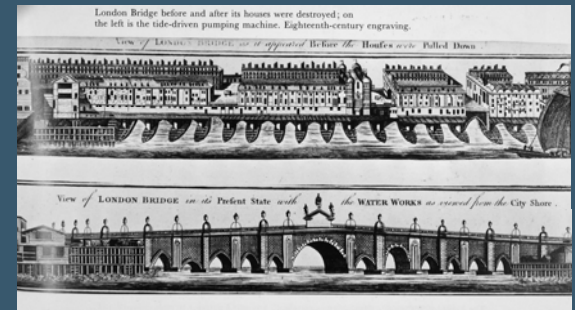


LONDON CAPITAL ROUTE – HISTORICAL REFERENCES

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The Adam brothers' Adelphi Terrace on the Thames.



London Bridge before and after its houses were destroyed; on the left is the tide-driven pumping machine. Eighteenth-century engraving.

View of LONDON BRIDGE as it appeared Before the Houses were Pulled Down

View of LONDON BRIDGE in its Present State with the WATER WORKS as viewed from the City Shore.

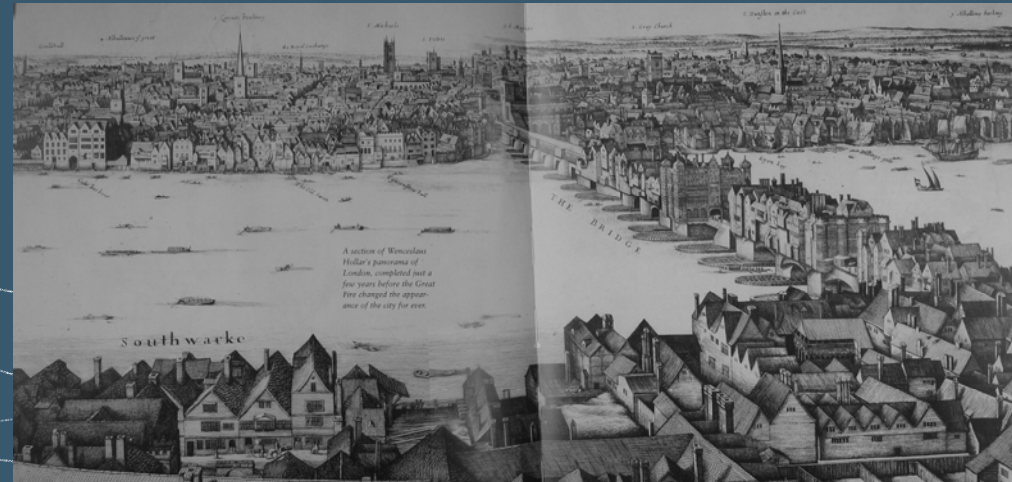
17th century Transgression – Going South of the River

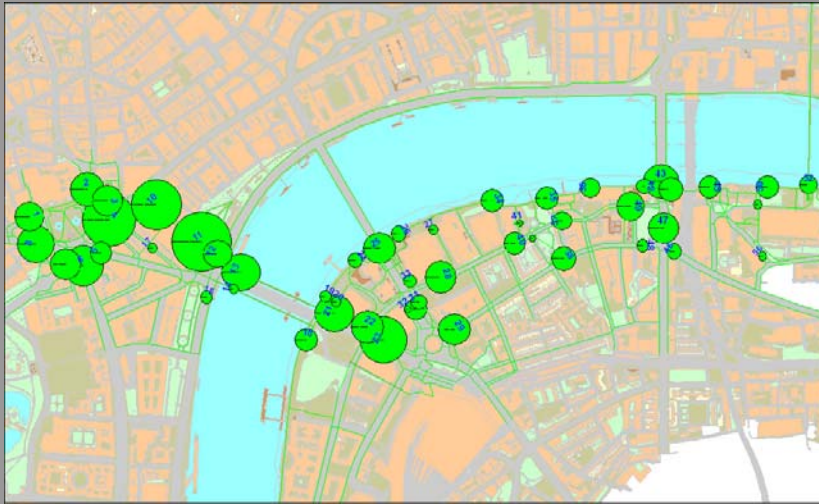


17th century Ice feast

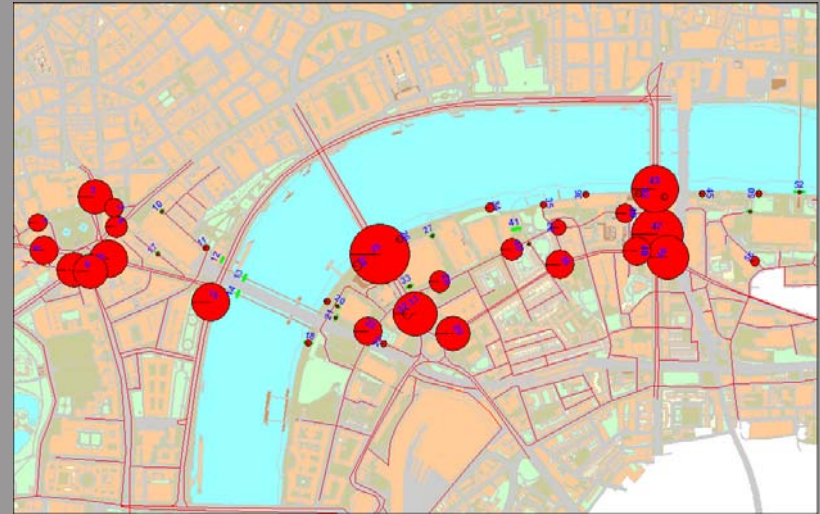
18th century visions of the riverside

17th century visions of the riverside by Hollar

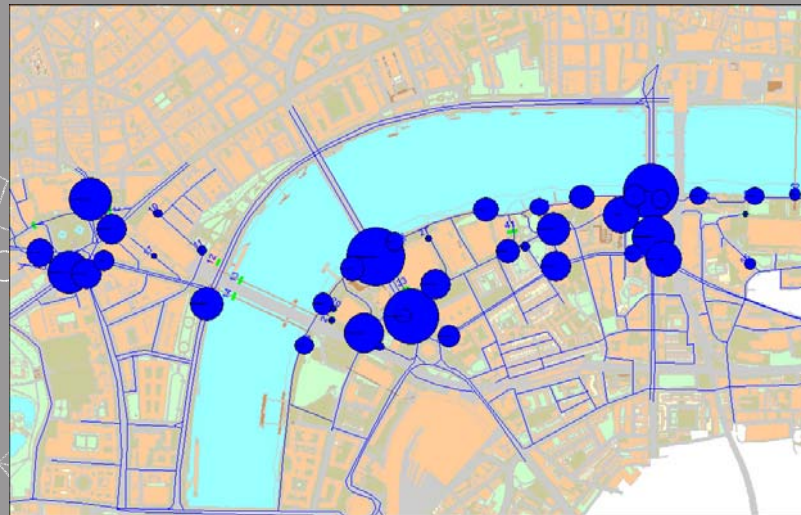




Volume of Pedestrian Flows



Volume of Vehicular Flows



Volume of Cyclist Flows



LONDON CAPITAL ROUTE ASSEMBLAGES



SELLING ASSEMBLAGE



VIEWING ASSEMBLAGE



BUYING ASSEMBLAGE



EATING ASSEMBLAGE



TALKING/ VIEWING ASSEMBLAGE



SHOPPING ASSEMBLAGE

LONDON CAPITAL ROUTE - URBAN ROOMS

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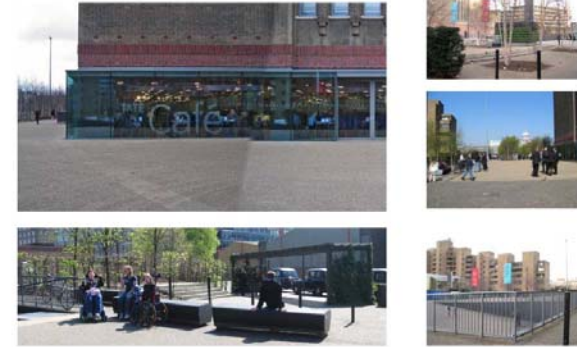
STORY BOARD, ROOM-1 OXO TOWER



STORY BOARD, ROOM-2 FALCON POINT



STORY BOARD, ROOM-3 WEST OF TATE



STORY BOARD, ROOM-4 GLOBE BANKSIDE



STORY BOARD, ROOM-5 NEW GLOBE WALK



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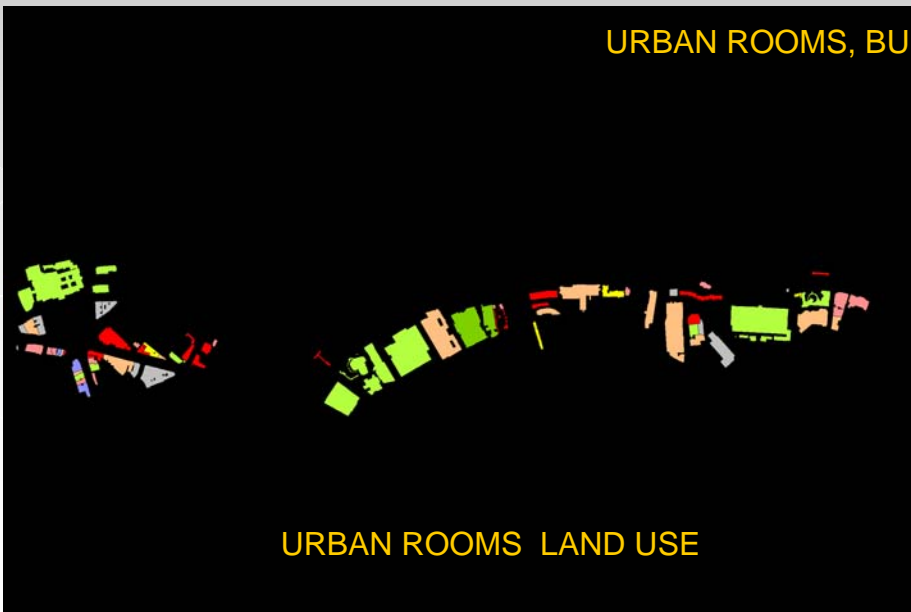


LONDON CAPITAL ROUTE – URBAN ROOMS

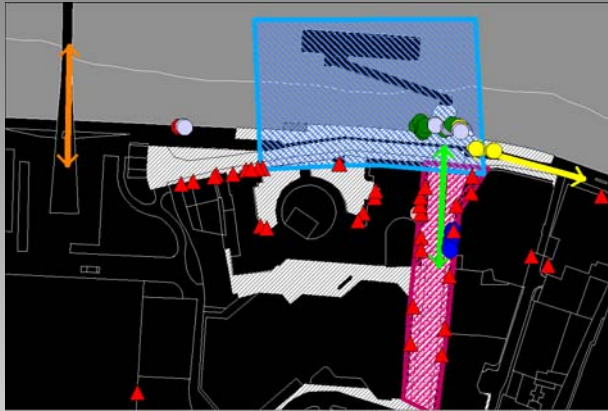
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URBAN ROOMS, BUILDINGS AND PUBLIC SPACE



The Globe area



Tate West area



ANALYSIS of the pedestrian flows entrances and shape of the urban room



OXO tower area



Conclusion of the Analysis

The issues diagnosed by the implementation of the analysis are

1. More space for pedestrians

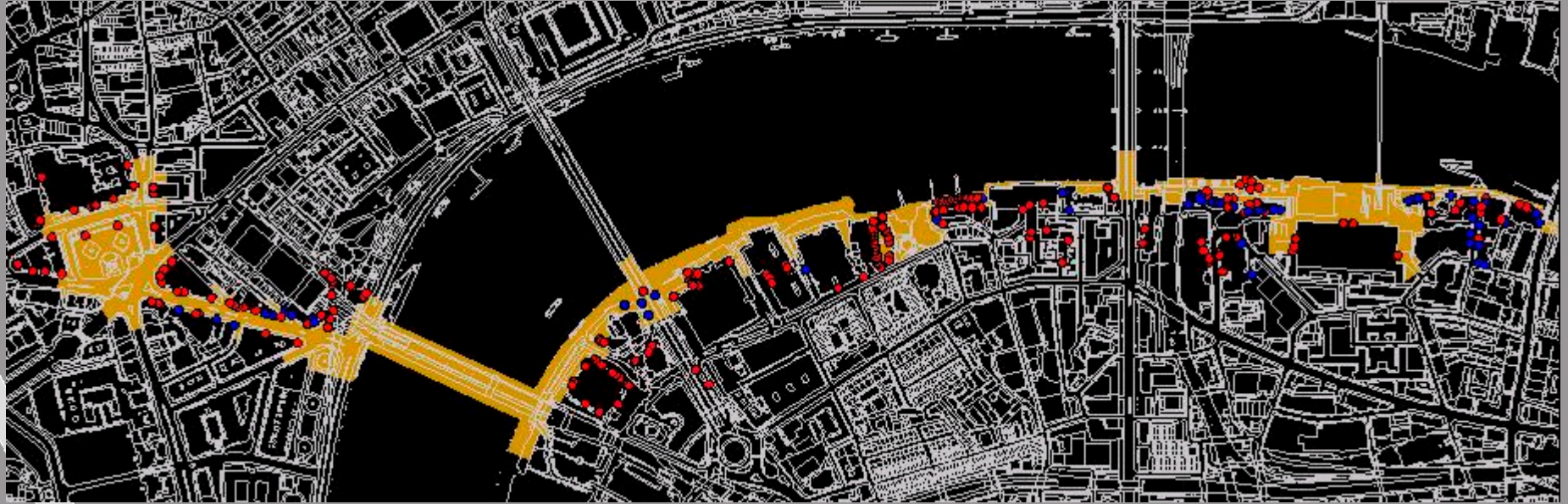
2. Cyclists Path

3. More green areas

4. Water features to relate to the river

Design proposals:
to evolve and develop by visualization,
modeling and responsive design





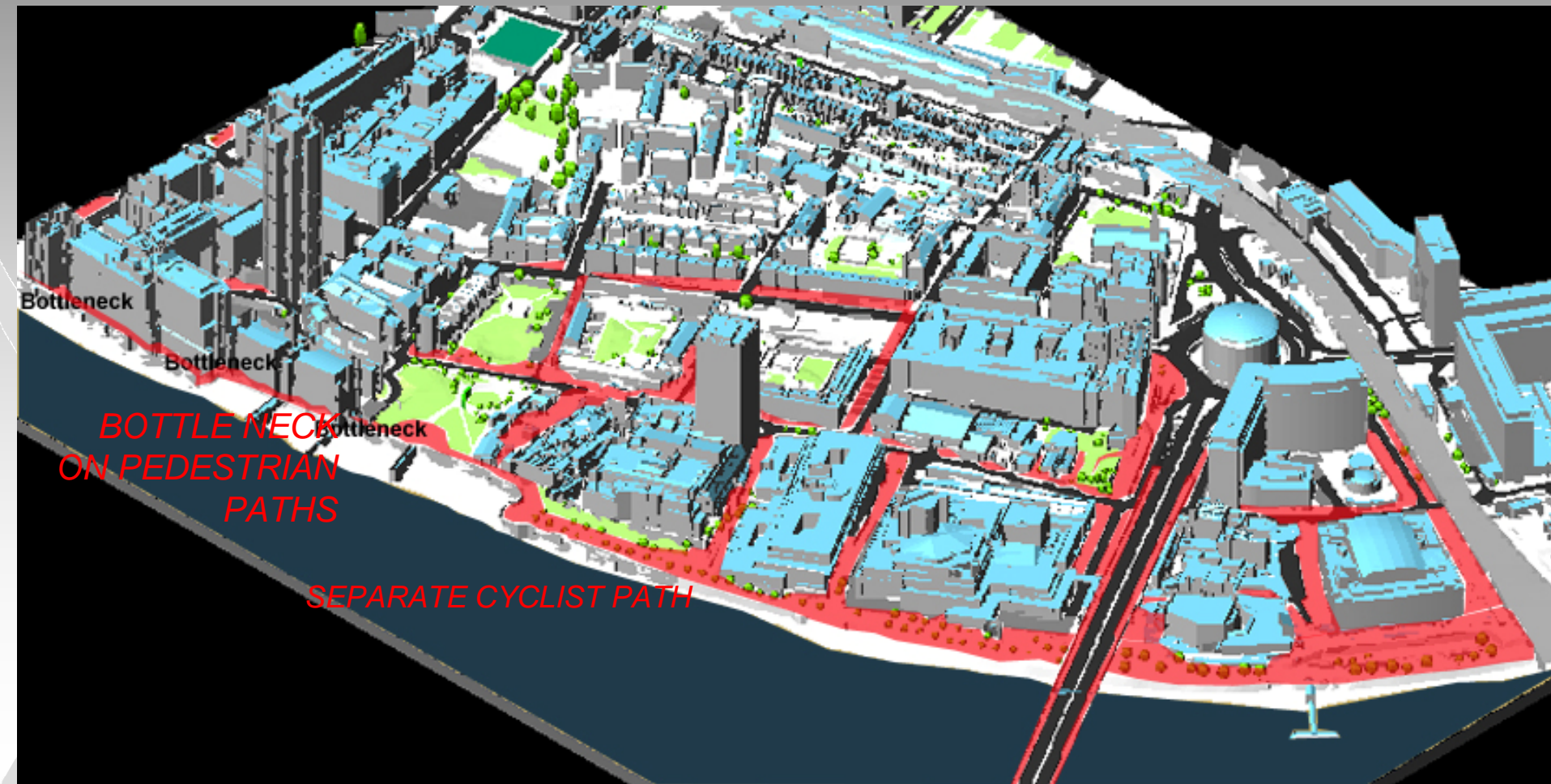
URBAN WALL- ACCESIBLE SPACE WITH ENTRANCES PUBLIC / PRIVATE

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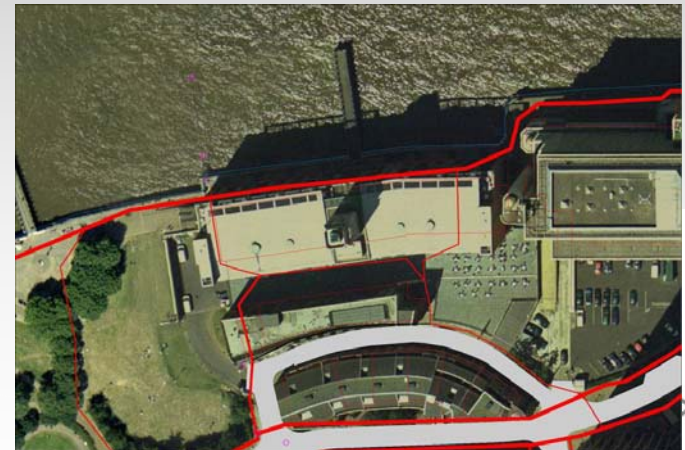
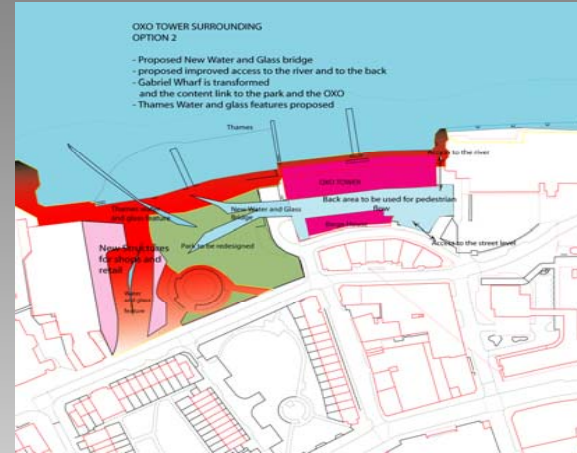
LONDON CAPITAL ROUTE
CONCLUSION OF THE ANALYSIS

1. PEDESTRIAN PATHS Narrow NEED FOR EXTENSION
2. NEED FOR SEPARATE CYCLIST PATH
3. MORE GREEN AREAS
4. WATER AS SUSTAINABILITY FEATURE

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More space for pedestrians



title

03 August 2006

DESIGN PROPOSAL ROUTE EXTENDS TO THE BACK OF OXO TOWER

LONDON CAPITAL ROUTE

1. DESIGN PROPOSAL GLASS BRIDGE TO THE BACK OF THE OXO

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title

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DESIGN PROPOSAL - ROUTE EXTENDS TO THE BACK OF OXO

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Cyclists Path
possibly to include the path at the back of
the OXO and along the Upper Ground to
the Tate Globe and the Borough Market
Path develops in parallel to the Thames
On the Bridges: separate, physically
articulated Cyclist path to eliminate the
death spot

Cyclists death spot



03 August 2006

Contradiction in Cyclists Routes – from Tate to Oxo

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Horticultural Interventions ROOF GARDENS

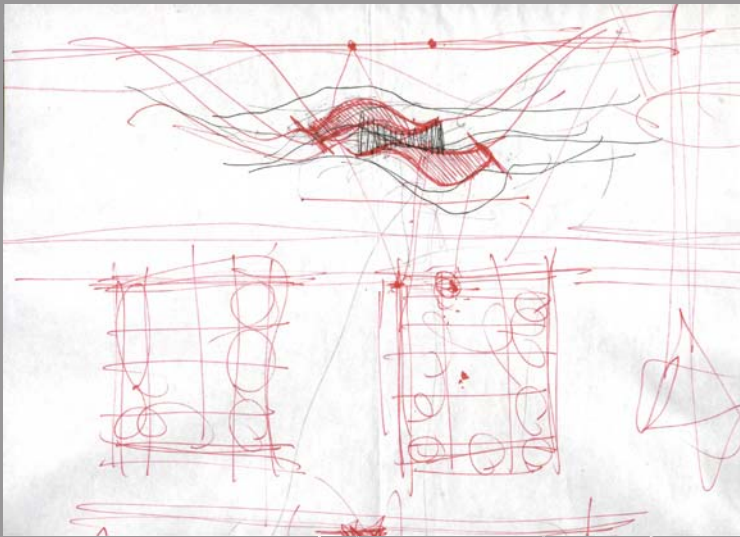


LONDON CAPITAL ROUTE

4. DESIGN PROPOSAL WATER INSTALLATION

WATER INSTALLATION ON THE PEDESTRIAN ROUTE addresses
Concerns for the sustainability of the river Thames and
Provides an optical feature for the public

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Installation – initial sketch



LONDON CAPITAL ROUTE

Strategic Design

CONCLUSION AND WORK IN PROGRESS

Southbank and Bankside need for the stronger connection

Proposal: creation of the link under the Blackfriars

Overlay sketch indicates the continuity of the parallel path



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AGORA LONDON CASE STUDY

LONDON LOVES THE THAMES

DESIGN PROPOSAL

THE NEW THAMES BRIDGE

CONNECTS GABRIEL WHARF AREA AT THE SOUTH BANK
WITH THE NORTH BANK





Presentation title

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