Utah Valley University | Department of Architecture and Engineering Design

PROJECT 02
VENICE HOTEL

ARC 3110 | Fall Semester 2021

PHASE 1 – PRE-DESIGN

Aerial view of Venice (Image courtesy of Horst-schlaemma, CC0 1.0)

PRE-DESIGN

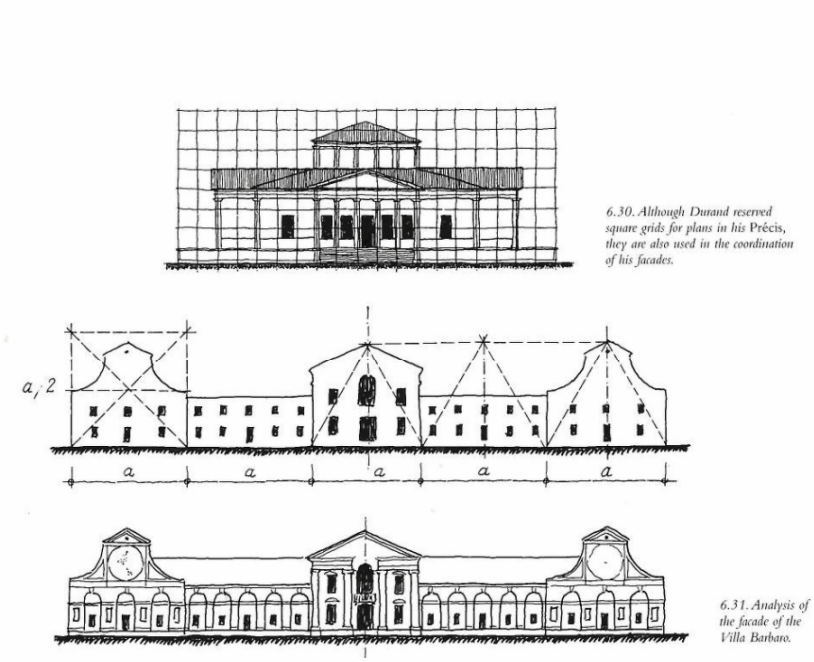
Before the schematic design phase begins there are several pre-design activities that help an architect become familiar with the project's site as well as the scope of work for the project. This includes studying similar building typologies or local precedents, analyzing the conditions of a site

and context, and learning more about the building's program and space needs. For the pre-design phase, each team will conduct the following research:

- **Part A: Precedent analysis** will consist of studying several buildings designed by a mentor architect. This will assist students to design a contemporary traditional building and apply the classical orders.
- **Part B: Programming analysis** to understand user and space needs as well as adjacency requirements.
- **Part C: Site analysis & models** to learn about the contextual issues related to the project.

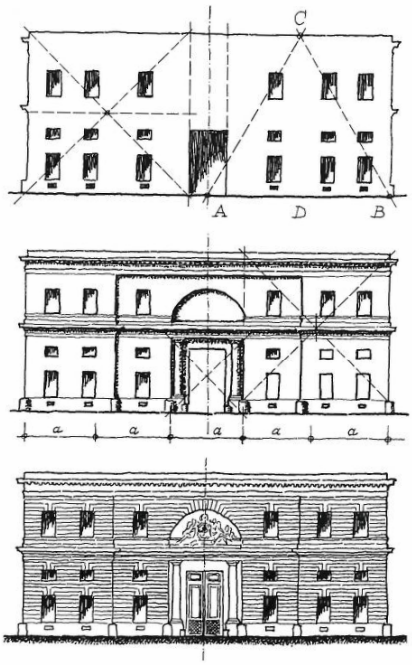
REQUIREMENTS + FORMAT

All analyses may be produced using digital or analog methods. The final presentation format will be on several 24"x36" (ARCH D) sheets. One sheet will be dedicated solely to the precedent analysis of Part A. The other sheet will be shared by Part B for program analysis and Part C for site analysis. These will be presented in both digital (PDF) and printed pin up format. Each team must develop a consistent and professional presentation that is clear to read when pinned up on a wall.



6.30. Although Durand reserved square grids for plans in his Précis, they are also used in the coordination of his facades.

6.31. Analysis of the facade of the Villa Barbaro.



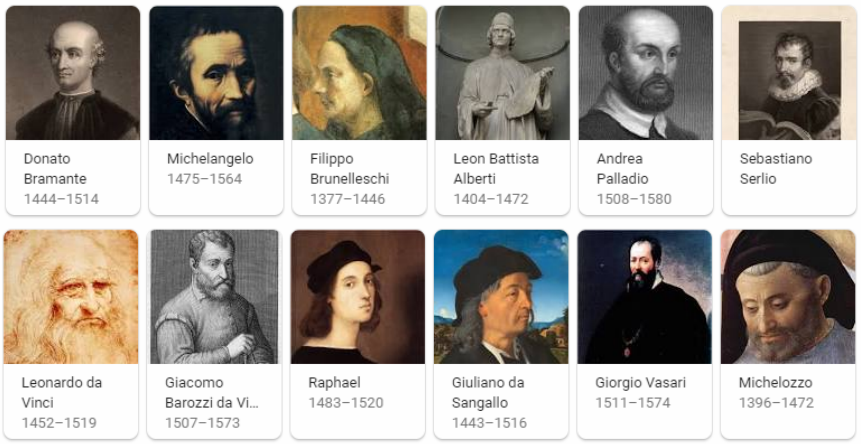
6.32. Analysis of the street facade of Hôtel d'Hallwyl.

PART A: PRECEDENT ANALYSIS

For Part A of the project, each team will need to **select an architect from the medieval Venetian, Byzantine, Renaissance, or Baroque periods of architectural history** as their mentor. After students have made their selection the next step is to **choose three (3) buildings that the architect designed. These can be either built or unbuilt**.

The three buildings that are selected will serve as key case studies or architectural precedents to draw upon during the design phase. By studying, analyzing, drawing, and diagramming the precedents, students

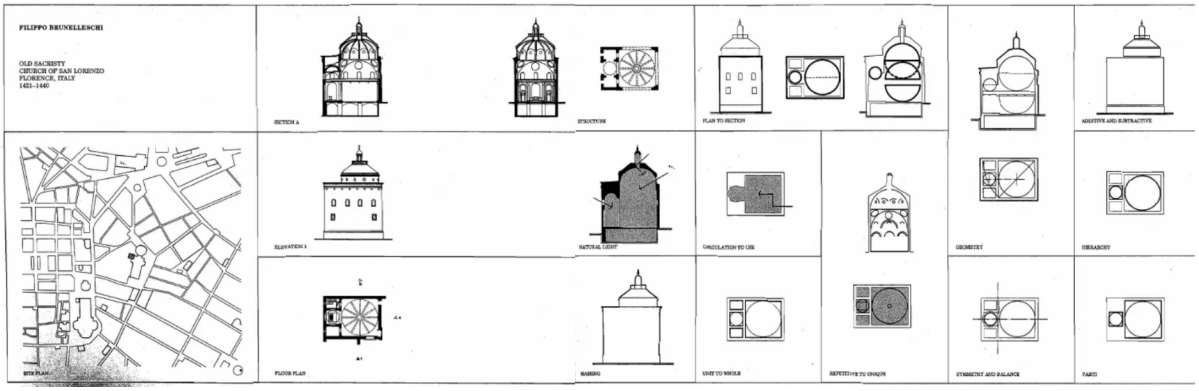
will be able to extract the design principles needed to inform their own designs.



Below are a few possible mentors to choose from:

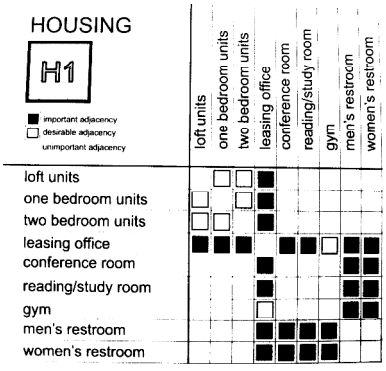
- Filipo Brunelleschi (1377-1446)
- Leon Battista Alberti (1404-1472)
- Donato Bramante (1444-1514)
- Giuliano da Sangallo (1445-1516)
- Leonardo daVinci (1451-1519)
- Michelangelo (1475-1564)
- Sebastiano Serlio (1475-1554)
- Baldassare Peruzzi (1481-1536)
- Raphael Sanzio (1483-1520)
- Antonio da Sangallo the Younger (1484-1546)
- Jacopo Sansovino (1486-1570)
- Giulio Romano (1499-1546)
- Giacomo Barozzi da Vignola (1507-1573)
- Andrea Palladio (1508-1580)
- Giorgio Vasari (1511-1574)
- Giacomo della Porta (1532–1602)
- Vincenzo Scamozzi (1548-1616)
- Inigo Jones (1573-1652)
- Pietro da Cortona (1596-1669)
- Bernini (1598-1680)
- Francesco Borromini (1599-1667)
- Sir Christopher Wren (1632-1723)

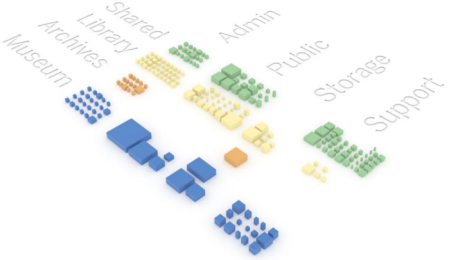
ANALYSIS: Each team will analyze and study their mentor's buildings in order to better understand the specific design language (i.e., rules of composition, proportion, ordering systems, rhythm, parti, massing, etc.). Each building should be analyzed in no less than three ways; this makes a total of nine diagrammatic studies for the three buildings.

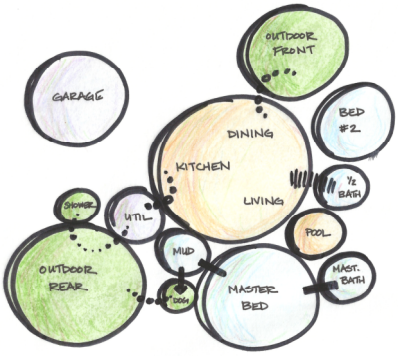


These can include, but are not limited to the following analytical tools and diagrams:

- Form of Massing – Silhouette of building with one or more elements (primary mass, secondary mass, links, appendages)
- Wall Treatment – Composition and subdivision and ornamentation of walls
- Composition, Rhythm, Fenestration (Unit to Whole, Repetitive to Unique)
- Structure, Grid
- Plan to Section / Elevation
- Proportion, Scale, Geometry
- Symmetry, Axis, Tripartition, Balance
- Duality, Punctuation, Differentiation
- Parti, Concept, Hierarchy
- Natural Light, Shade and Shadow in bays
- Classical ordering and composition
- Figures or Elements of Architecture



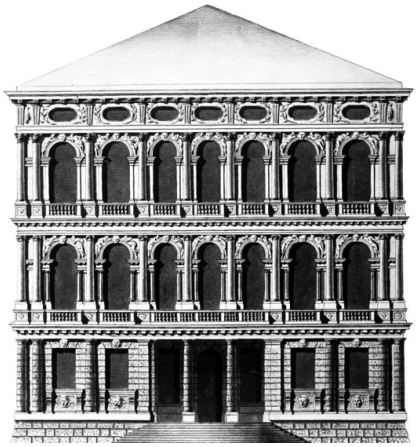


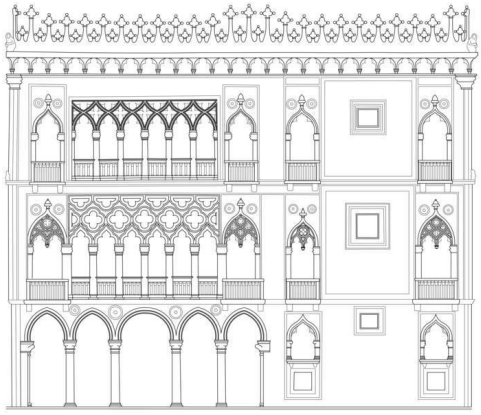


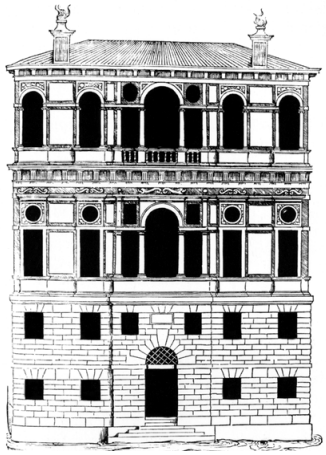
PART B: PROGRAM ANALYSIS

Each student team will analyze the program for the hotel project in three separate ways.

- **Adjacency matrix** - summarize adjacency and issues.
- **Bubble diagram** - showing potential relationships between program spaces.
- **Space Size / Usage Matrix** – 2D diagram showing relative sizes of program organized by usage. *(It is recommended to do this as rectangles or squares to assist in the next phase of the design process)*





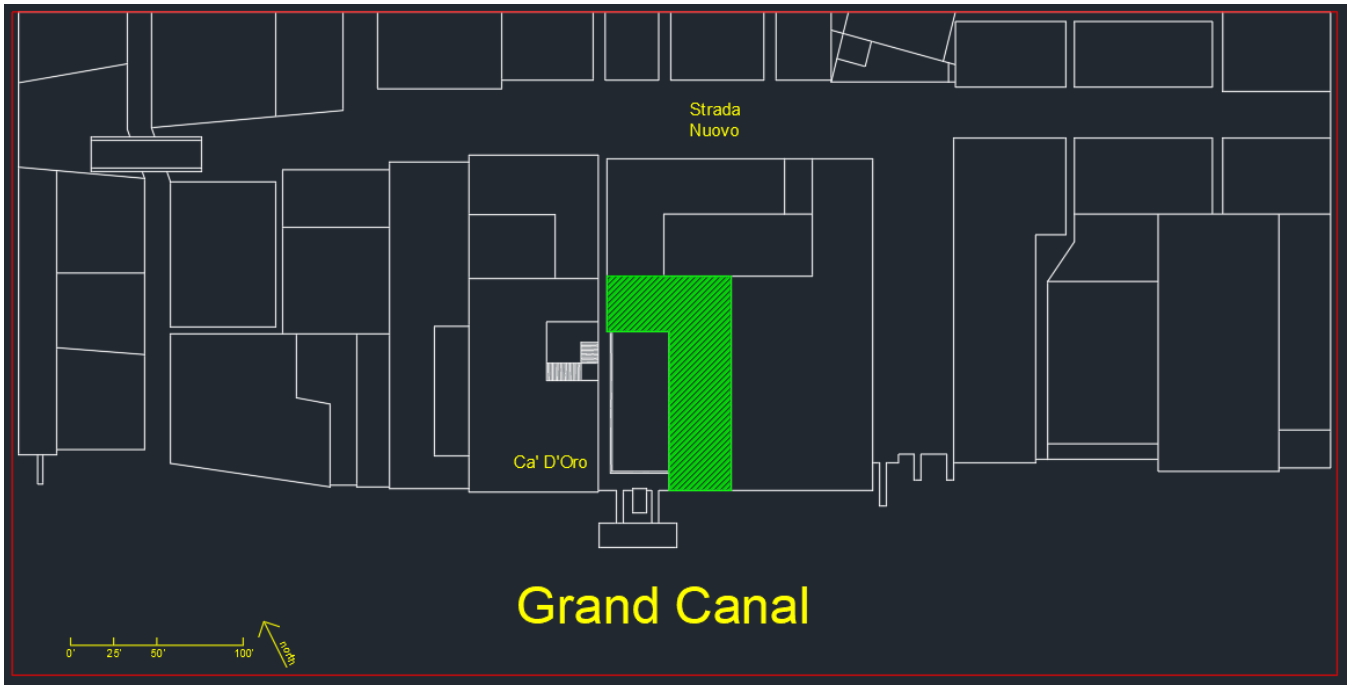


PART C: SITE ANALYSIS

"The major role of contextual analysis in design is that of informing us about our site prior to beginning our design concepts so that our early thinking about our building can incorporate meaningful responses to external conditions," explains Edward White (1983, p.6).

Each team will digitally draw, analyze, and construct physical models of the buildings that surround the proposed site as part of their context analysis. This will help familiarize them with the site and its unique characteristics. Each team will be assigned a particular part of the site and need to produce the following deliverables for their assigned buildings:

- **Elevation drawings of main facades** (1/8"=1'-0" scale) – include a person for scale. All openings should have a dark poshe.
- **Proportional and compositional analysis diagrams** (1/16"=1'-0" scale)
- **Analog (physical) architectural models** (1/8"=1'-0" scale) – Include roof design, balconies, terraces, etc. Main facades on street/canal views should be color prints to show details. All models for the class should have the same aesthetic feel and appearance in terms of materiality.
- **Assembly of class site model** (1/8"=1'-0" scale; overall size of physical model will be 4'x8' [384'x768']) – Should include water, scale figures, vegetation, gondolas, bricole, vaporettos, docks, etc.



RELATED READING

PRECEDENT ANALYSIS

- Ching, Frank. *Architecture: Form, Space, & Order*. 3rd ed. Hoboken, NJ: John Wiley & Sons, 2007.*
- Clark, Roger H., and Michael Pause. *Precedents in Architecture: Analytic Diagrams, Formative Ideas, and Partis*. 3rd ed. Hoboken, NJ: John Wiley & Sons, 2005.

PROGRAMMING

- Pena, William M. *Problem Seeking: An Architectural Programming Primer*. HOK.
- Hershberger, Robert G. "Planning-Predesign Services," in *The Architect's Handbook of Professional Practice*.

SITE ANALYSIS

- White, Edward T., *Site Analysis: Diagramming Information for Architectural Design*. Tallahassee: Architectural Media, 1983.

PD PHASE ASSESSMENT

Your work will be graded based on the following criteria:

DELIVERABLE	POINTS
PART A: PRECEDENT ANALYSIS	40 (40%)
PART B: PROGRAMMING ANALYSIS	20 (20%)
PART C: SITE ANALYSIS	20 (20%)
PART C: SITE MODELS	20 (20%)
TOTAL	**100 points / 100%**