

ART 3600, Interior Architecture Studio I

Fall 2012-2013

Grover Center W330

Tuesday & Thursday 12:00 – 4:00PM

Matthew Ziff, M.Arch, Associate Professor

Grover W325

740-593-2869

ziff@ohio.edu

Office hours: MTWTH: 11:00 - 12:00 MW: 2:00 - 4:00

Design Goals

This studio course is an exploration of the design of retail and residential environments.

But before we get to that, let me raise some worthwhile thoughts.

1. Assumptions: Why are you here? Why am I here? We assume that our presence is automatic, normal, a given. It is not.

Why am I here? Let me tell you a few things about my presence.

Why are you here?

I assume that you have: desire to learn, interest, a passion for the design of the built, visual environment, energy and enthusiasm for what you will encounter, and an enjoyment of the academic aspects of design education.

What are the 'academic' aspects of design education?

This is a university, a design education curriculum in a major state university.

This means that along with specific design skills and knowledge, we require that you address personal and broad societal aspects of: civility, maturity, sophistication, cultural sensitivity, respect and curiosity about diversity.

2. A university is a great, yes, great, place to work at making ourselves, and the larger world around us, a better place.

As a goal, this fits in very well with interior architecture studies, as one of the obvious traits of design of spaces is that when we design spaces, or objects such as furniture, what we are trying to do is make things BETTER than they are now.

Better for our clients, users, ourselves.

Whomever and whoever will engage our work should be placed in a world that is BETTER than it was prior to our work.

A university takes you, as an incoming student, and through the resources, programs, and experiences you have in the institution, and makes you a BETTER person by the time you graduate.

I believe this with conviction. That is why I work here, and that is why I am starting my 25th year of full time teaching with enthusiasm, energy, and excitement. I am excited to be working with each of you and I will try to provide you with the strongest possible design education experience.

In return, you have to bring enthusiasm, dedication, and a positive attitude to the work we ask you to do.

These are important thoughts. Use them to fire your desire to do your best in the courses you take here at Ohio University.

Design Projects

This studio course will explore the design of retail and residential environments. This approach to a design project is called 'mixed use' and is representative of a large portion of professional interior architecture and interior design work today.

The projects done in this studio class will address the design of residential environments and of retail environments.

Retail design and residential design within a context that is called interior architecture, needs to be explained. It is certainly true that in the United States, today, the work of a typical interior designer on both retail and residential projects will involve more selecting, specifying, and modulating existing surface conditions than it will involve major architectural, spatial, volumetric, and structural creation. Nevertheless, your design education will be far richer, and will give you a stronger set of design skills if you approach the projects we will be doing as physical interior environments that are 'architectural' in the sense that they require:

- space planning
- wall, floor, and ceiling construction design considerations
- heating and cooling systems
- plumbing and electrical systems
- security systems
- lighting considerations
- social and behavioral considerations

rather than merely being surfaces in need of finishes.

The specific kind of retail and residential project, the precise physical setting, or context, will play a large role in encouraging an interior designer to propose substantial space planning, spatial, volumetric, and structural changes, or not.

Residential Design

What are some residential types, or settings, that people reside in?

Single family house (a free standing structure)

<http://www.ulgm.org/images/P0000212.JPG>

<http://www.thehenryford.org/dymaxion/>

<http://www.apartmentsusa.com/connecticut/marktwainhouse.jpg>

[http://courses.arch.hku.hk/bss/01-](http://courses.arch.hku.hk/bss/01-02/ARCH4005_appropriate_files/slide0349_image277.gif)

[02/ARCH4005_appropriate_files/slide0349_image277.gif](http://courses.arch.hku.hk/bss/01-02/ARCH4005_appropriate_files/slide0349_image277.gif)

Rowhouse (typically in an urban area, individual single family houses are built in a contiguous, attached, unit)

<http://www.princeton.edu/~ratliff/amsterdam/untitled28.jpg>

Pre-fabricated housing unit (there are numerous high, and low, quality pre-fabricated living units available) <http://livemodern.com/lvhomedetails>

Mobile living unit (an RV, a mobile home, a portable structure, such as a yurt, or a teepee) <http://www.inquiry.net/outdoor/native/skills/teepee.htm>

http://en.wikipedia.org/wiki/Mobile_home <http://www.mayomobilehomes.com/>

Duplex (two houses attached) http://www.wilkinsonre.com/sales_img/duplex.jpg

Apartment block (many living units attached)

Condominium unit (typically at least two units attached, sometimes a large block of units)

The following web sites are a good place to begin research for residential design issues.

<http://homebydesignshowhouse.com/default.asp>

<http://www.ntsobighouse.com/index.asp>

<http://www.ntsobighouse.com/author.asp>

This is a very good web page with links to other good design web pages
<http://www.livingshelter.com/ecolinks.html>

A web page with numerous links to web pages dedicated to environmental issues
<http://outreach.missouri.edu/edninfo/sustain.htm>

A web site with a broad range of information about interiors, architecture, history, and design topics
<http://architecture.about.com/>

Retail Design

What are the issues that drive the design of retail environments today?

"Shopping Behaviors: Implications for the Design of Retail Spaces"
http://www.informedesign.org/_news/may_v02-p.pdf

"The new rules of retail design"
<http://www.selfserviceworld.com/article/166120/The-new-rules-of-retail-design>

DWELL Magazine: "AN INTRODUCTION TO RETAIL DESIGN"
<http://www.dwell.com/articles/An-Introduction-to-Retail-Design.html>

"RETAIL DESIGN TRENDS: REAL SIMPLE"
http://retailtrafficmag.com/design/trends/retail_retail_design_trends/

Some design firms specialize in retail design. For example:

RGLA, Chicago area:
<http://www.rgla.com/>

Gensler, San Francisco:
<http://www.gensler.com/>

Chute Gerdeman, Columbus, Ohio:
<http://www.chutegerdeman.com/>

rsc Innovations, Milwaukee, Wisconsin:
<http://www.rcsinnovations.com/>

Here is an excerpt from de zeen magazine about retail interiors:
<http://www.dezeen.com/interiors/retail/>

Video about Interior and Design Retail Award Winners:
<http://www.youtube.com/watch?v=Uqwo60ym9el>

Each of you will generate a body of work that demonstrates knowledge, skills, and professional attitudes appropriate for this point in a professional design career. The purpose of generating this body of work is to provide each of you with activities and experiences that hold 'learning' about design. Learning about design is accomplished by doing design work; by actually making things, such as sketches, models, drawings, videos, posters, and presentations.

Retail design and residential design, when done well, is very demanding work. To design a place for a specific person(s) to live requires skill, sensitivity, patience, and a unwavering belief in the value of good design. To design retail environments that not only effectively present, and sell, the products and services available, but also create a safe, engaging, contemporary, and stimulating environment.

We will be exploring and designing the architecture of interior spaces. Included in this investigation will be issues of materials, lighting, color, scale, harmony, contrast, cost, environmental impact, physical safety, construction technique/method, and code compliance.

Ecological design (the use of materials and products that are not harmful to the environment, energy conservation)

Construction technique and detail (an exploration of the precise ways that things will be built, assembled, constructed)

Working Formats & Methods:

You must work within a selected format, at all times. I mean this literally. This is not a suggestion, it is a requirement (Do you want to become a professional designer? Then trust me, and do this; I know what I am talking about!)

The formats that I see as available to you are: sketch book: blank paper, 6" x 9" or larger tracing paper roll: 12" roll, yellow preferred large sheet: adopt a sheet size and orientation, such as 24" x 36" horizontal poster: 11: x17" or larger digital: create a web page design/format that you visual work can be presented in.

Have these media/items available to you at all times when you are engaged in design thinking, or designing. Leave a large sketchbook in studio and carry a small one with you.

Design work is billed by the hour, so the work that you do needs to be presentable, always. This does not mean that you have to be super nervous and tense about how your sketches look, but it does mean that you are using your brain, actively thinking about what you are sketching, and about how you can show your sketch to someone else and have them understand it.

Make study models as a regular part of your designing process. Make models to 'study' what your idea looks like, not to show a finished idea.

Physical study models are very, very valuable to designers because they reveal qualities and characteristics that no other medium can reveal (not even a Form-Z model shows the same things as a paper study model)

The work involved to design this residential project will include:

- ideas and intellect
- concept formulation
- parti formulation
- space planning
- schematic development
- materials, finishes, furniture, fixtures and equipment (ff&e)
- project presentation

1. **Ideas and intellect:** your approach to this project: you must have some compelling, strong, and buildable ideas that drive your designing of this project.

Such ideas can include:

environmental issues: to use only safe 'green' materials and products

material expression issues: to reveal the true qualities of all the materials you use in the project, and to only use 'real' materials

construction techniques and technologies issues: to use only wood to construct, or to use a limited palette of materials and ways of building

cost issues: set cost parameters for the overall project, or for individual pieces within the project

color and finish issues: create a color palette and develop important and real meaning/connections within the spaces using it.

write a statement describing your interests and approach to this project in terms of the issues mentioned above, or in terms of those plus other issues that you find interesting and appropriate.

2. **Concept Formulation:** Preliminary thoughts, ideas, gestures: sketch, ideate, write down thoughts, think about materials, colors, ways of building large or small components. Give your project a name, and include it on the your presentation documents.

3. **Parti Formulation:** "A Parti or Parti pris/ from the French Prendre parti meaning " to make a decision ", often referred to as the big idea , is the chief organizing thought or decision behind a design presented in the form of a basic diagram and / or a simple statement".

<http://www.wespeakarchitecture.com/parti.html>

4. **Space Planning:** "The analysis and design of spatial and occupancy requirements, including, but not limited to, space layouts and final planning".

5. **Schematic Development:** the development of a 'scheme' in visual and written terms.

6. **Materials, finishes, furniture, fixtures and equipment (ff&e):**

7. **Project Presentation:**

Architectural drawings

The fundamental vehicles for building a space are the architectural drawings:

- plan
- vertical section
- elevation
- axonometric
- perspective

These are the drawing types that show different, and fundamental, views of the physical stuff of a space. To appropriately document your residential project you must have:

Floor Plan:

A plan drawing of each floor level, drawn at a scale that is large enough to see flooring material character (typically 1/4"=1'-0")

Vertical Section:

A minimum of two (2), to show the vertical relationships of elements in the spaces, drawn large enough to show materials, patterns, lighting elements, et cetera.

Elevation:

Interior elevations of all surfaces to show material character, pattern, geometry, relationships to other elements

Perspective:

Form-Z images, in perspective, that show what it is like to be 'in' the spaces. Everyone must have Form-Z imagery that shows the interior forms, colors, materials, lighting, and furnishings. Human figures must be included in all images.

Physical Study Models:

Everyone must have a minimum of 5 study models (these models must be durable, able to be displayed without falling apart, or collapsing) by the end of the quarter.

Developmental sketches:

Numerous sketches should be done all through the course of the project.

Written Statements:

You must explain your ideas, attitudes, and discoveries visually, but words can play an excellent supporting role to visual images.

FF&E: Furniture, Fixtures, and Equipment:

Selections and/or custom designing of lighting fixtures, furniture, cabinetry, appliances, sinks, tubs, toilets, et cetera

Materials:

All materials are to be represented both with written descriptions and with visual images in presentation drawings, and in a materials presentation.

Budget:

Cost Estimates: all material items used in a selected, specific, area of the the project must have an estimated cost recorded on a Cost Estimates document. This includes construction materials, finish materials, and all FF&E. For example, the conference room of the retail space can be fully priced out.

Security Systems:

A security system can include:

a control panel

touchpads

key fobs

sirens

door and window sensors

motion detectors

panic buttons

a central monitoring station (at the company/provider location)

fire monitoring smoke detectors

carbon monoxide detectors

asset protection (tracking technology attached to valuables)

security video camera systems

temperature sensors

flood water sensors

personal emergency response systems

personal GPS tracking systems

You are to write a descriptive note that will be placed on your floor plan drawing, articulating what security system components are included in your residence.

You Are A Thinking Person!

Implicit in all requirements and charges that I give to you is the fundamental idea that your intelligent, thoughtful, and well considered interpretation is a necessary ingredient in producing anything.

That said, I will absolutely insist that you do not make me into a 'permission giver'.

I am not here to give you *permission* to do this, or that.

If you think you need, or want, to make something that is different from what I describe in the project requirements, either in writing, or orally, it is incumbent upon you to make a proposal to me, not to ask me for permission to do something.

This is a very important step for you to take.

Do not ask me if you are "allowed to ...". You must formulate your idea into a positive proposal: "Matthew, I would like to propose that I make a model using wire mesh and plaster..." Your proposal is now the subject of a good, and meaningful, design discussion.

This is where learning takes place, and where you can begin to see how I (as an experienced designing person) think about such issues.

This is valuable.

Simply asking me permission to do something is not interesting, or valuable for you as an educational experience.