

## Place and Functions Identity at Piazza Ghiberti in Florence

# School of Architecture Entrance Building

**identity:** noun (<http://www.merriam-webster.com>)

*a: sameness of essential or generic character in different instances*

*b: sameness in all that constitutes the objective reality of a thing: oneness*

*c: the distinguishing character or personality of an individual: individuality*

*d: the relation established by psychological identification*

*e: the condition of being the same with something described or asserted*

*f: an equation that is satisfied for all values of the symbols*



<http://architettura-italiana.com/projects/20828-giovanni-todesca-breschi-studio-di-alberto-breschi-guido-ferrara-eva-parigi-matteo-zetti-nicola-ferrara-nuova-sistemazione-di-piazza-ghiberti>

## THE BRIEF: Place Assessment and Program



### CREDIT GUIDE 02

*Prior to start to design and build, the Client shall define the BRIEF where to collect all the information coming from Feasibility studies and addressing the project. The BRIEF is also an important instrument for the design team selection. Because is covering a wide range of aspects (technical, economical, procedural, environmental,...) the BRIEF is usually produced by a multidisciplinary team.*

*In this credit students have to provide the BRIEF for the School of Architecture Entrance Building synthesizing all the previous information and results of analysis produced in the previous assignments in order to address the subsequent design phase.*

For this credits students are required to submit two vertical A1 sheets titled:

**01 THE PLACE.** Site Analysis and Environment Assessment.

**02 THE PROGRAM.** Project Goals and Space Program

[Please remember to name your files=surname.name.title]



# 01 THE PLACE

## Site Analysis and Environment Assessment.

Following the Assignment Guide #01, students are required to organize in this sheet graphical information about the Place and more in detail the followings:

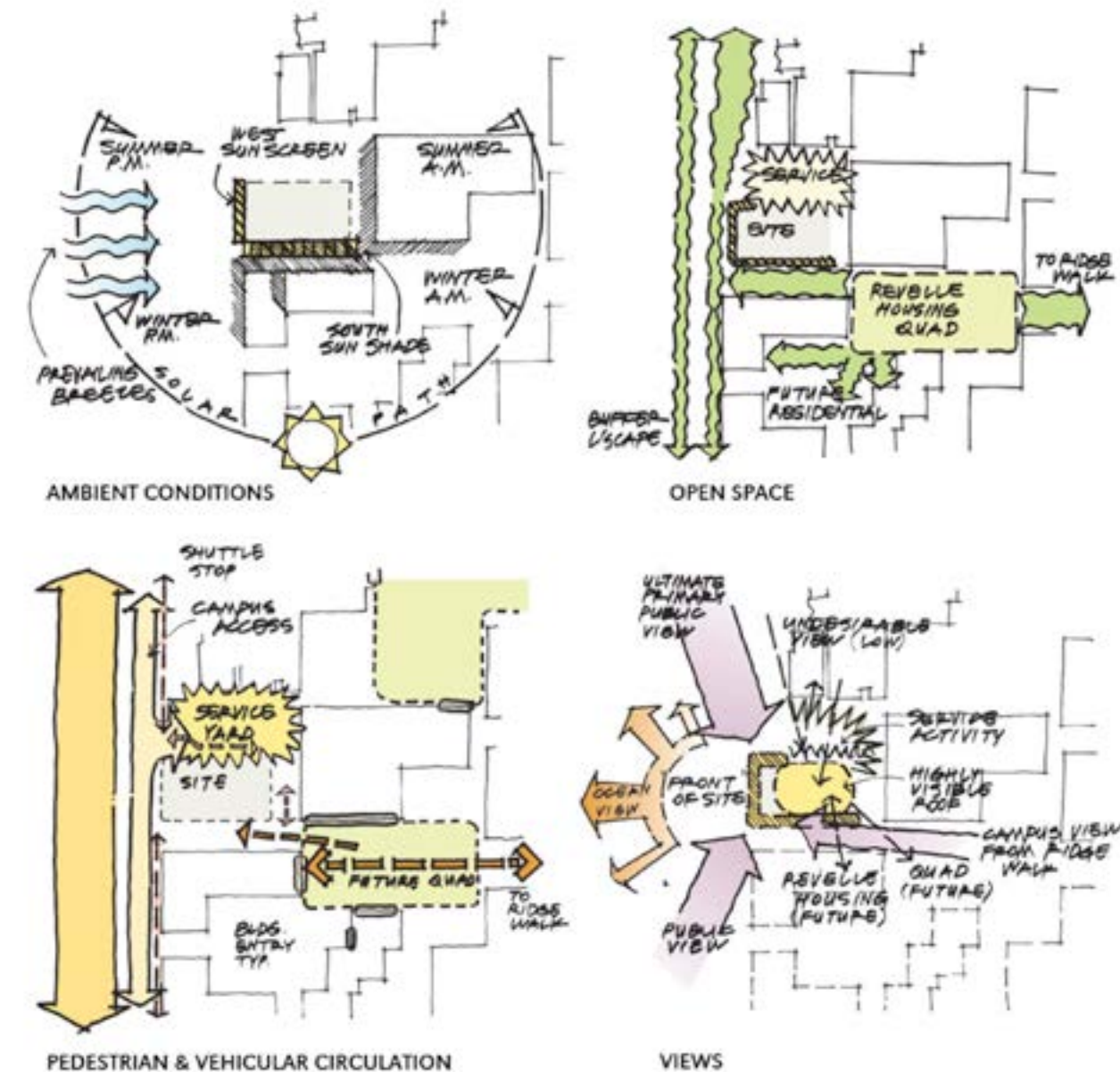
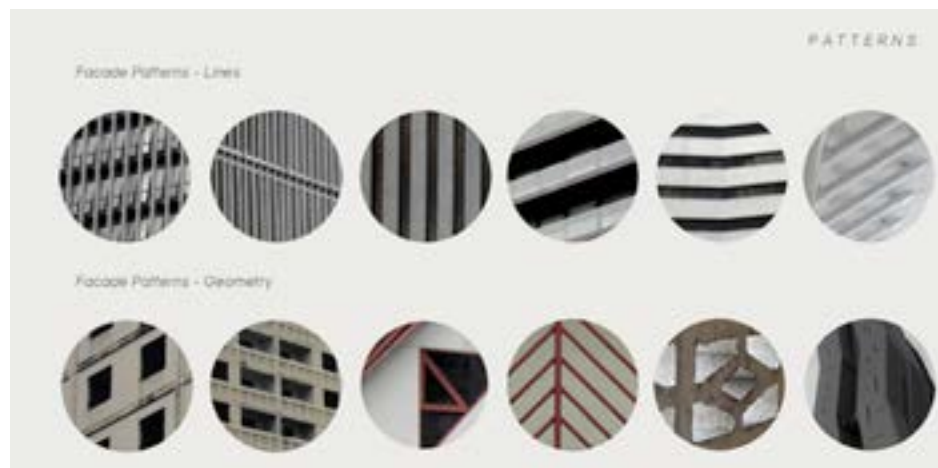
1. **General location** of the site in the city map showing the main relationship with the neighborhood.

2. **Built assessment** through sketches and photos showing materials, colours, textures, volumetric and mass connotations, relevant architectural details and technological elements. > **Note:** in this phase precise drawings are not required.

3. **Layering inventory** of the construction site showing *attributes* and *vocations* of its different points, lines and/or traces, surfaces in terms of visibility, accessibility, sloping and drainage lines, solar exposure, wind exposure (in winter and summer).

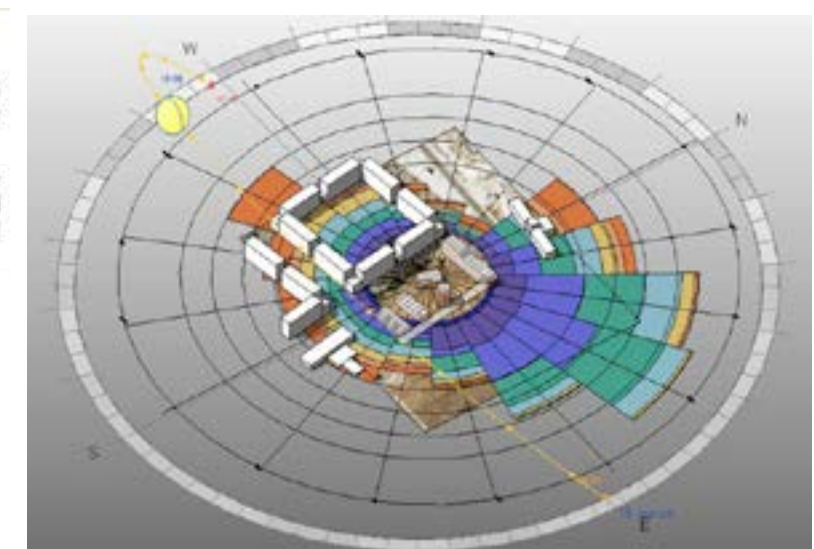
These drawings should be integrated by other explanatory pics such as:

- shade analysis
- rose of winds
- best solar orientation
- viewshed map

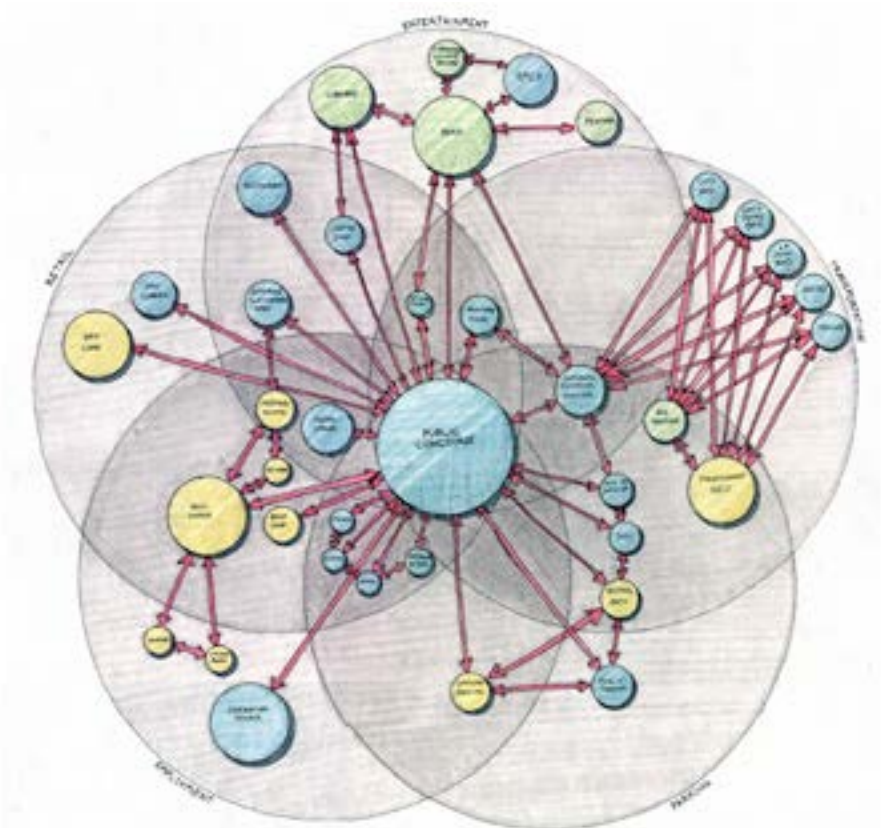


### Guidelines for natural ventilation

- Topography, landscaping, and surrounding buildings should be used to redirect airflow and give maximum exposure to breeze;
- To admit wind air flow, the long facade of the building and the door and window opening should be oriented with respect to the prevailing wind direction;
- A natural ventilation system should be effective regardless of wind direction and there must be adequate ventilation even when the wind does not blow from the prevailing direction;



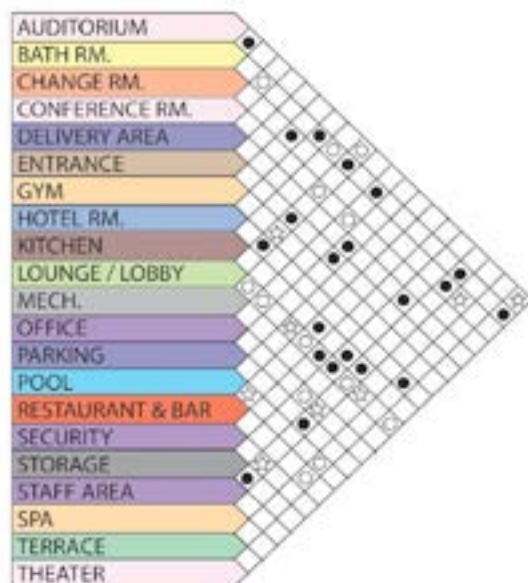




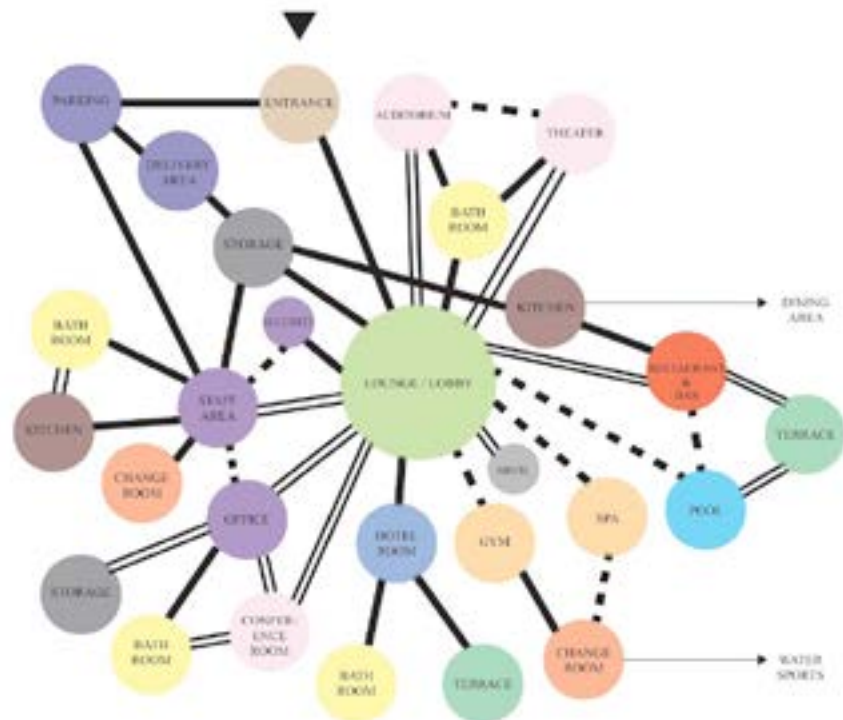


		SQ FOOTAGE NEEDED	ADJACENCIES	PUBLIC ACCESS	DAYLIGHT AND/OR VIEW	PRIVACY	SPECIAL EQUIPMENT	PLUMBING	SPECIAL CONSIDERATIONS
1. Offices	400		N	N	H	N	N		
2. Classroom	750	3,7,11	N	Y	H	N	Y		
3. Show Kitchen	900	7,9	L	N	M	Y	Y		
4. Exhibition	800		H	N	L	N	Y		
5. Library	1000	9	N	N	H	N	N		
6. Restaurants	900-2000	9,11	H	Y	N	Y	Y		5 restaurants on the ground floor, 1 on the rooftop connecting to the culinary school
7. Labs	750	2,3	N	N	H	Y	Y		
8. Food/Beverage Shop	800	9,10,11	H	Y	N	Y	Y		1 coffee shop, 1 bakery. Coffee shop adjacent to the outdoor space.
9. Storage	1200	3,5,6,8	N	N	H	N	N		
10. Outdoor Space	500	8	H	Y	N	N	N		
11. Restroom	400	2,6,8,10	H	N	L	Y	N		

H-HIGH M-MEDIUM L-LOW Y-YES N-NO/NONE

ADJACENCY MATRIX  
(HOTEL)

● MUST  
○ SHOULD  
☆ WOULD BE NICE

BUBBLE DIAGRAM  
(HOTEL)

— MUST  
--- SHOULD  
... WOULD BE NICE