



# PROJECT MISSION STATEMENT, USERS' REQUIREMENTS MODELING & SPACE PROGRAM

- Architectural Brandscaping. Designing spatial experiences and architectural identity
- Space dimensioning and layout organization using digital tools
- Modeling human behaviours and computing users' comfort



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Prof. Giuseppe Ridolfi, PhD

# ARCHITECTURAL BRANDSCAPING

DESIGNING SPATIAL EXPERIENCES AND ARCHITECTURAL IDENTITY





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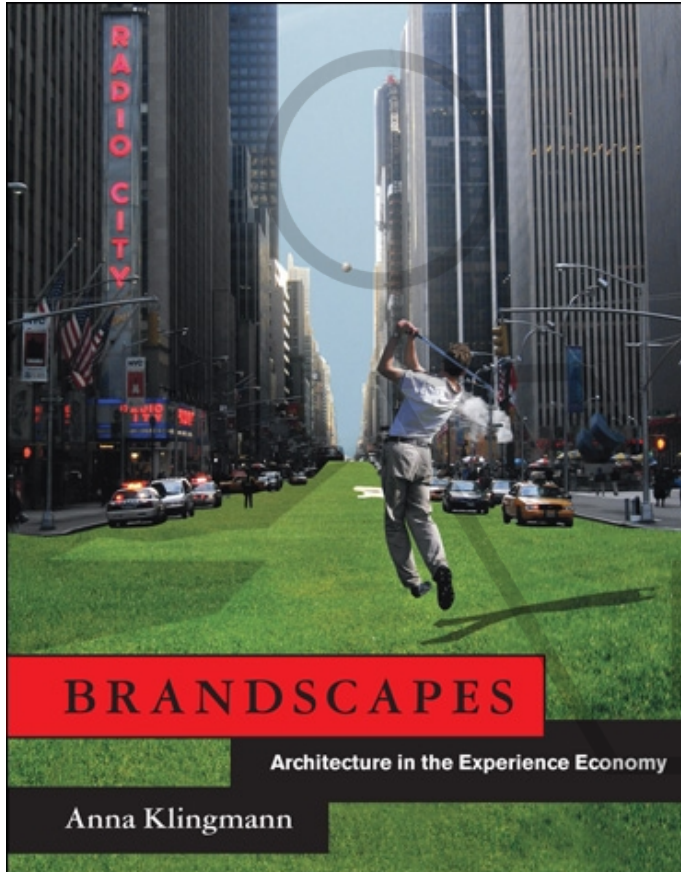
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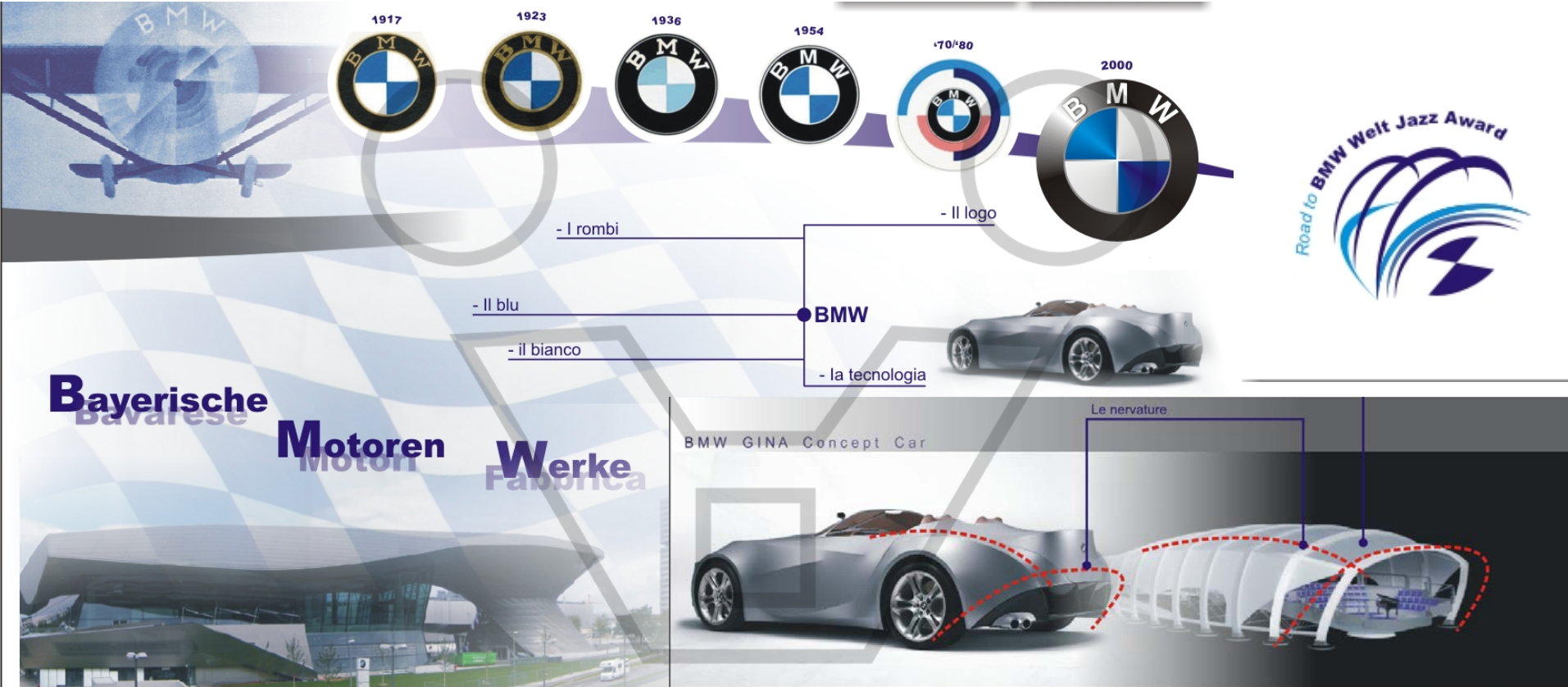




Klingmann argues that architecture can use the concepts and methods of branding--not as a quick-and-easy selling tool for architects but as a strategic tool for economic and cultural transformation. Branding in architecture means the expression of identity, whether of an enterprise or a city; New York, Bilbao, and Shanghai have used architecture to enhance their images, generate economic growth, and elevate their positions in the global village. Klingmann looks at different kinds of brandscaping today, from Disneyland, Las Vegas, and Times Square--prototypes and case studies in branding--to Prada's superstar-architect-designed shopping epicenters and the banalities of Niketown.

But beyond outlining the status quo, Klingmann also alerts us to the dangers of brandscapes. By favoring the creation of signature buildings over more comprehensive urban interventions and by severing their identity from the complexity of the social fabric, Klingmann argues, today's brandscapes have, in many cases, resulted in a culture of the copy. As experiences become more and more commodified, and the global landscape progressively more homogenized, it falls to architects to infuse an ever more aseptic landscape with meaningful transformations.

How can architects use branding as a means to differentiate places from the inside out--and not, as current development practices seem to dictate, from the outside in? When architecture brings together ecology, economics, and social well-being to help people and places regain self-sufficiency, writes Klingmann, it can be a catalyst for cultural and economic transformation.





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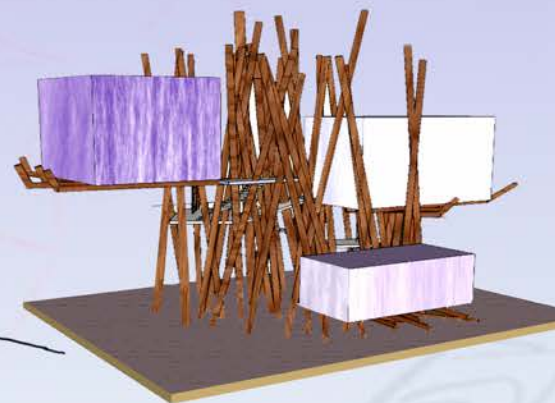
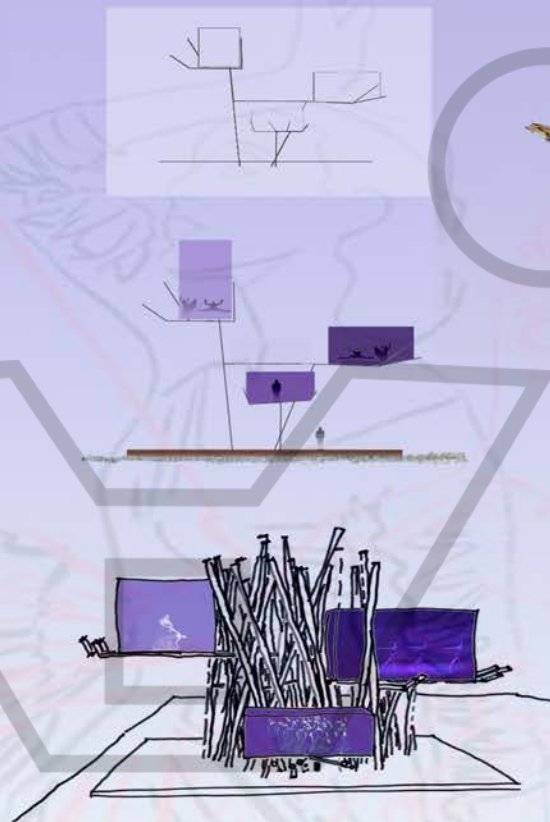
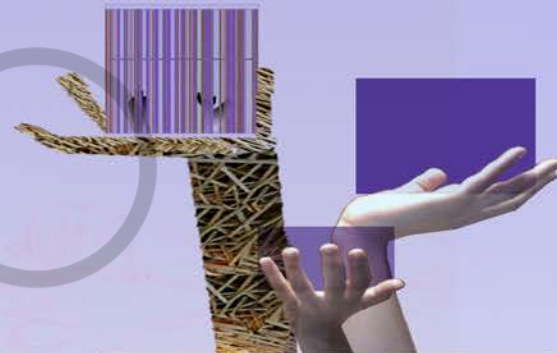
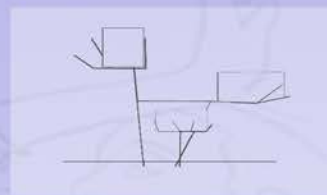
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LA TECNICA GRAHAM HA  
UN'ESPlicita ISPIRAZIONE  
DALLA NATURA.  
BASTA OSSERVARE I "DISEGNI"  
DEGLI ARTI CHE SEMBRANO  
VOLERE RAMIFICARSI.



**IN MARTHA'S HANDS**

IL CENTRO DOVE SCOPRIRE MARTHA E LA SUA DANZA



UNIVERSITA' DEGLI STUDI DI FIRENZE FACOLTA' DI ARCHITETTURA AL 2008/2009  
 TECNOLOGIA DELL'ARCHITETTURA E STRUMENTI E METODI DI PRODUZIONE  
 PROF. G. RIDOLFI STUDENTI: CAMILLA PAZZAGLIA, DILETTA STEFANACI, PIETRO TORRICINI

# PROCESSO FOTOGRAFICO

Prof. Giuseppe Ridolfi, PhD

**LENTI** assieme al diaframma compongono l'obiettivo  
**SPERCHIO** se abbassato permette la visione dell'immagine  
**VENTRINO DI MESSA A FUOCO**  
**PRISTAPRISMA** capovolgendo l'immagine, ne permette la corretta visione

**LUCE** entra nel corpo macchina attraverso l'obiettivo.

**MIRINO** in esso appare l'immagine inquadrata dall'obiettivo

**IMMAGINE** si crea impressionando la pellicola (lo specchio si alza)



## CONCEPT

1. la luce come elemento primario
2. la struttura come involucro



## AMBIENTI

gli spazi si strutturano secondo le componenti del mezzo fotografico.



## VISTA

caratterizzata dall'elemento "cornice", il luogo del progetto, sempre a carattere temporaneo, viene identificato da essa nei suoi tratti peculiari.



## IMPRESSIONE della PELLICOLA

l'edificio e' finalizzato all'ospitare le performance di artisti i cui spettacoli sono proiettati su teli. il richiamo e' all'impressione della pellicola nel supporto fotografico.



## LUCE

la luce e' parte attiva del progetto. gli ambienti si strutturano come un laboratorio itinerante di artisti che la utilizzano come forma espressiva.



## INVOLUCRO

racchiude tutti gli ambienti. la struttura ha dei richiami alla macchina fotografica ed alla sua tipica forma a fisarmonica.





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Progetto: PADIGLIONE/PONTE, BRUGES, Belgium  
Progettista: Toyo Ito and Associates  
Bibliografia: ABITARE n.422

Il pizzo di Bruges viene presentato come suggestione sul tema della griglia, della struttura leggera e in filigrana, del chiaroscuro; è anche un riferimento contestuale alla tradizione manifatturiera della città per la quale Ito progetta il padiglione. A destra, in piccolo, un particolare della griglia metallica realizzata in seguito alle premesse progettuali.



Pine tree bark due to the density of pine trees in the site area



Photo taken to photoshop to extract the B&W contrast of the original photo.

Played with the level of contrast until i got the most suitable lines to create a screen from.



Photo taken to illustrator to smoothen the lines and extract a DWG file from the image.

Connected the small lines to create a bigger space for the ratio of solid and void.

Created an inversed image of it for the second skin.

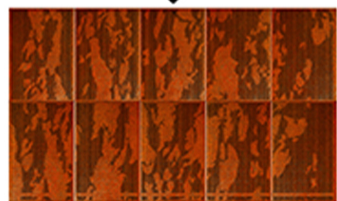
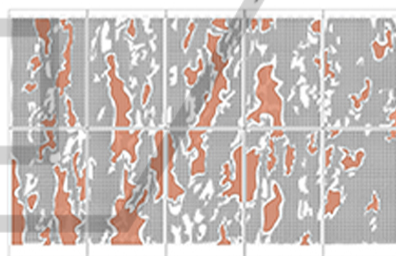


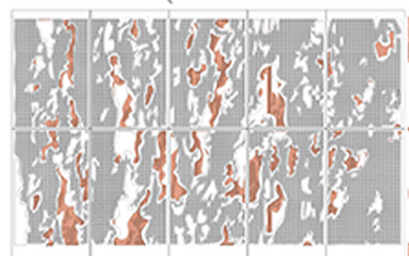
Photo taken to an online converter to create a rastered image (a parallel circular pattern of an image).

Divided the image to the amount of panels needed with a frame.

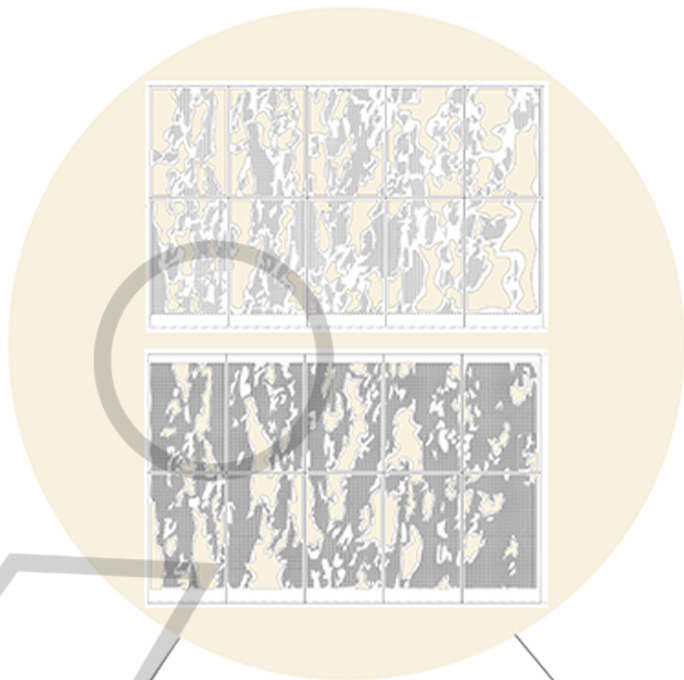
Took it back to illustrator for the DWG file.

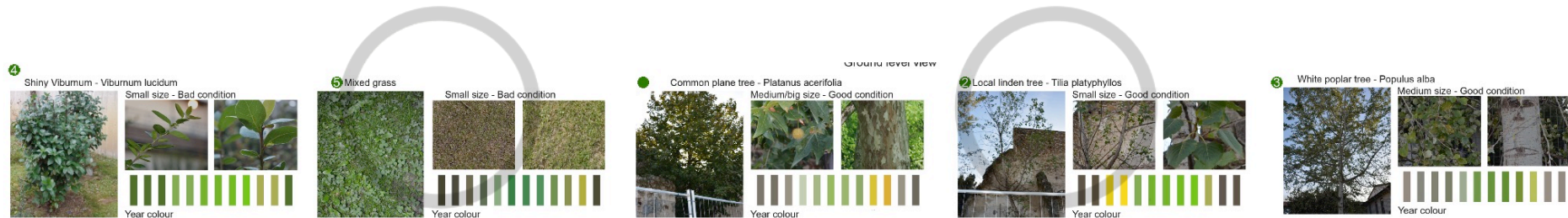


Case 1: overlapping screens that lessens the sun light coming through.



Case 2: Inner screen moves to either sides to create bigger openings for more sun light.





PRIVATE/RESIDENTIAL (1)



La Nazione facade



House wall

MARKET (2)



Market wall 1



Market wall 2



Market covering

SQUARE/STREET (3)



Square tiles



Car ramp wall



Park entrance wall



Park entrance roof



Asphalt

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Demolished wall 1



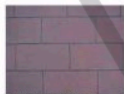
Demolished wall 2



Wall rooms 9/4



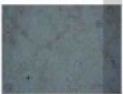
Wall back room 4



Courtyard floor



Courtyard ground



Court plaster



Court wall 1



Stairs structure



Stairs step



Angle rooms 9/4



Gutter



Court wall 2



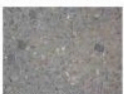
Small roof



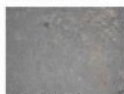
Windows casing



Court manholes



Court floor 1



Court floor 2



Court wall 3



Court floor 3





**MARKET**



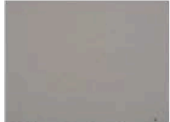
Market wall 1



Market wall 2



Market covering



Wall rooms 9/4



Wall back room 4



Courtyard floor



Stairs structure



Stairs step



Angle rooms 9/4

**SQUARE/STREET**



Square floor 1



Square floor 2



Car ramp wall



Park entrance wall



Park entrance roof



Asphalt

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Demolished wall 1



Demolished wall 2



Court floor 1



Courtyard ground



Court floor 3



Small roof



Gutter



Court floor 2



Windows casing

**PRIVATE/RESIDENTIAL**



La Nazione facade



House wall



Court wall 2



Court wall 3



Court pilaster

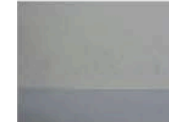


Court wall 1

**SHOP/RESTAURANT**



Restaur. coating 3



Restaurant wall 2



## MOOD BOARD

### Style

Mirroring a flat, modern style of today's trending website and app design. Using melodic color tones of blues and greys to still give that calming and cool feeling when viewing sometimes hard information.

### Color



### Typography

## HEADLINES

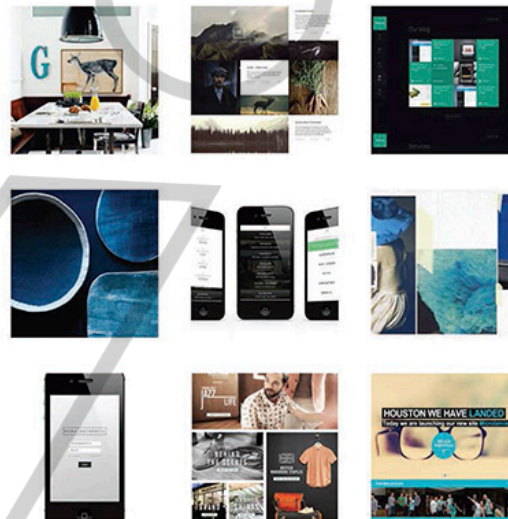
Avenir Heavy - CAPS

## SUB HEADLINES

Avenir Extra Light - CAPS

Body Copy

Avenir Book













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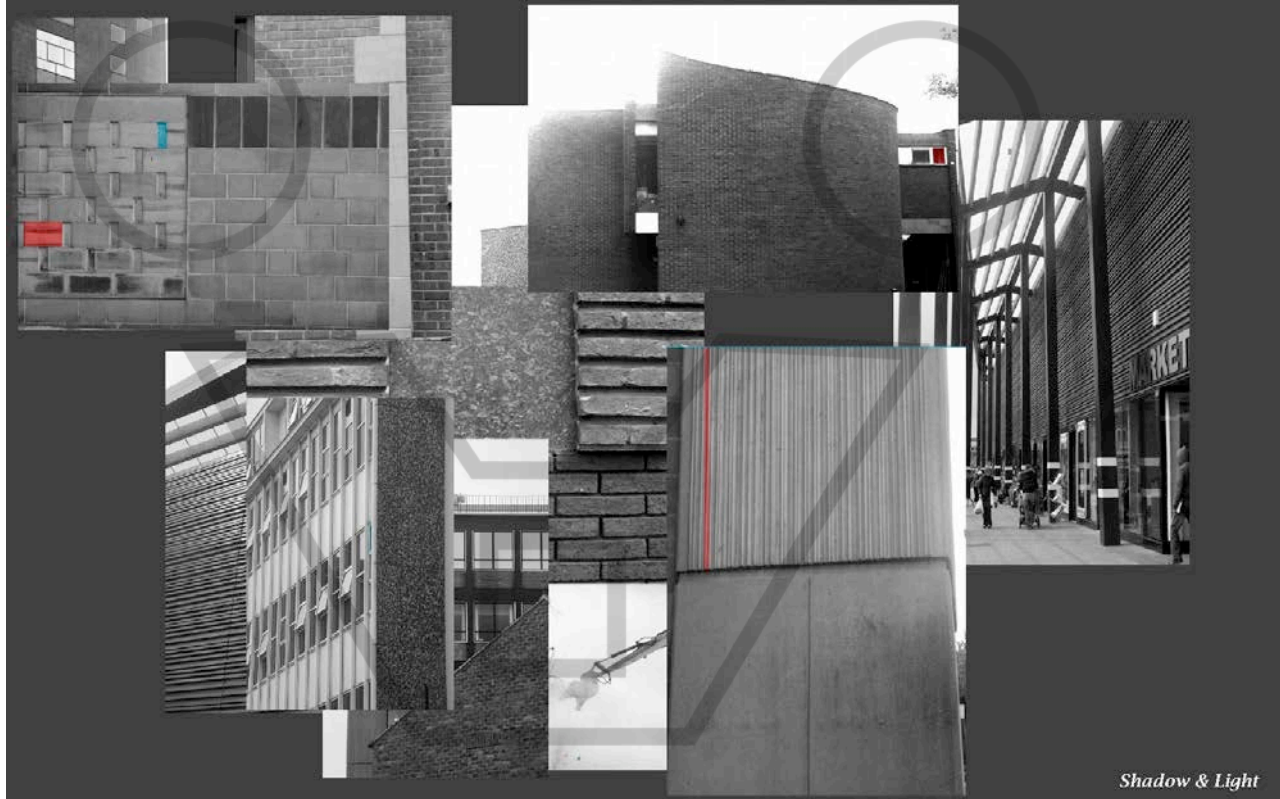
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