

Don't Give
Them a City
Skyscraper
When They
Want a Country
Cottage



Dawn Stevens
President

Comtech and CIDM

Over 40 years providing consulting services to information development organizations in all industries around the world



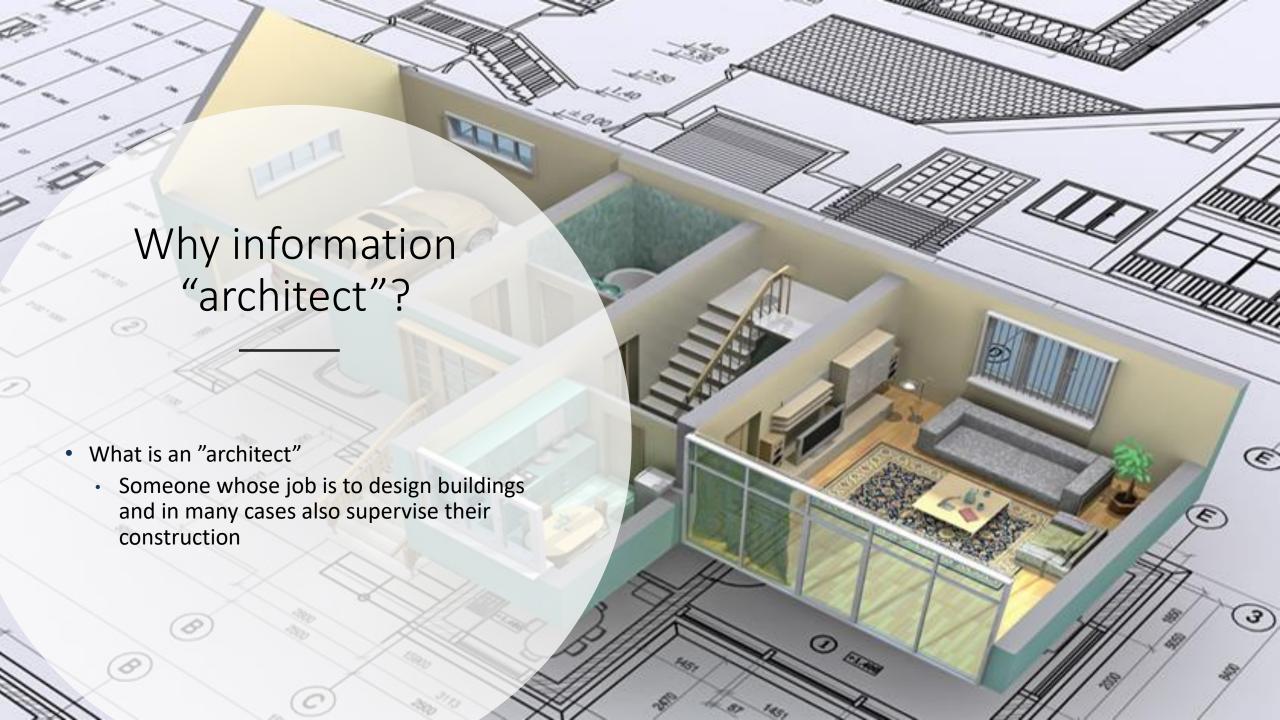




Me

31 years in information development

- 19 years at Comtech
- 11 years in a combined documentation and training organization
- 1 year of internships



Responsibilities of an architect

- Understand the requirements
- Define functional spaces and subspaces
- Ensure structural integrity
- Choose appropriate building materials
- Allow for circulation and accessibility
- Accommodate environmental needs
- Comply with regulations
- Make attractive and memorable
- Reflect the brand
- Respect the budget
- Be timeless

What is an information architect?

Someone whose job is to design content strategy and in many cases also supervise its implementation.



Responsibilities of an information architect

- Understand the requirements
- Define deliverables and topics
- Ensure structural integrity
- Choose appropriate content and elements
- Allow for navigation and accessibility
- Accommodate human needs
- Comply with regulations
- Make attractive and memorable
- Reflect the brand
- Respect the budget
- Stay current

Responsibilities of an architect

The architect is very interesting because the architect is the commander, meaning the one who commands all the workers. The architect is also the music director and composer. He cannot play each instrument, but he needs to understand and embody the sense of each part.

- Santiago Calatrava





Understand the requirements

To create, one must first question everything.

Eileen Gray





Understand the requirements

We often judge cities by great public buildings. But we admire great cities because people live there in a beautiful way. You have to think about how each person will live there; you can't just think about abstract ideas.

Daniel Libeskind



Define functional spaces and subspaces



Form ever follows function.

Louis Sullivan

Define functional spaces and subspaces

Less is more.

- Mies van der Rohe



Define functional spaces and subspaces

Organic architecture seeks a superior sense of use and a finer sense of comfort, expressed in organic simplicity.

All fine architectural values are human values, else not valuable.

- Frank Lloyd Wright





Designs of a purely arbitrary nature cannot be expected to last long.

Kenzo Tange

Ensure structural integrity

Ensure structural integrity

Always design a thing by considering it in its next larger context — a chair in a room, a room in a house, a house in an environment, an environment in a city plan.

- Eliel Saarinen





Choose appropriate building materials

I believe that the material doesn't need to be strong to be used to build a strong structure. The strength of the structure has nothing to do with the strength of the material.

Shigeru Ban





Allow for circulation and accessibility

Space will only have a life when people enter it. So the important role architecture can play, and that space plays within that architecture, is to encourage an interaction between people, between people and the ideas being presented in the paintings and sculpture, and most importantly between people themselves.

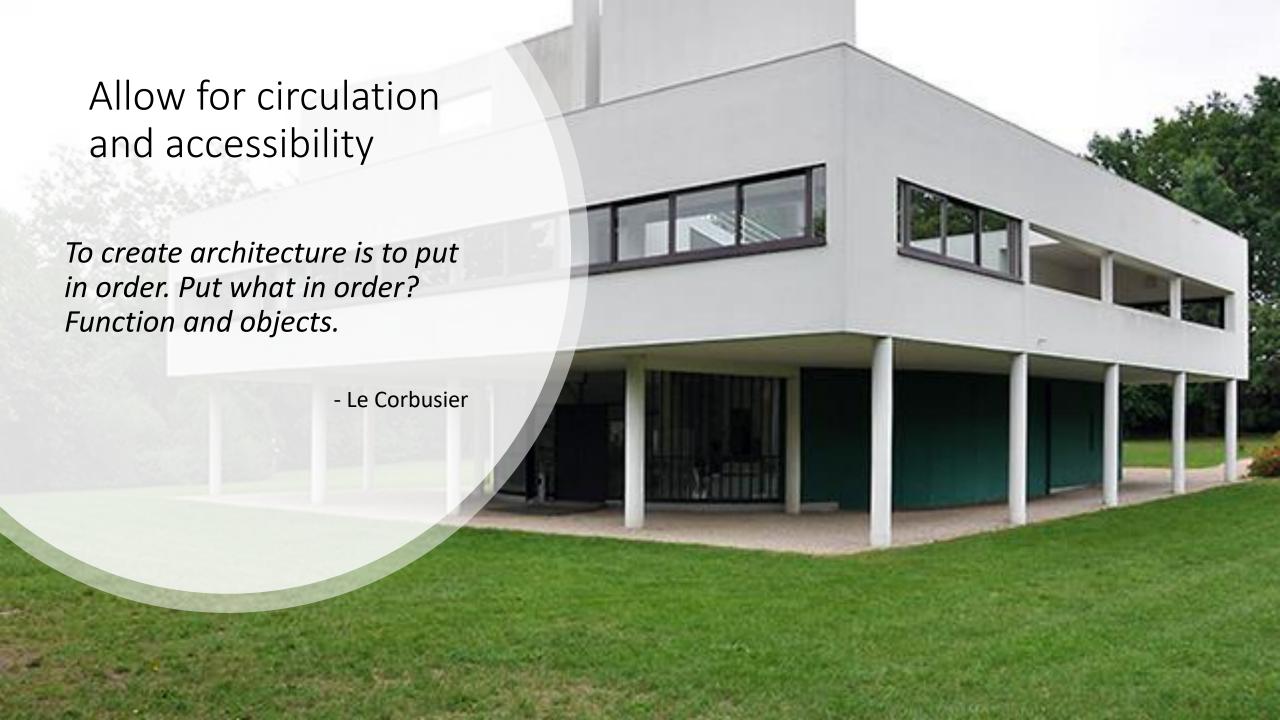


Allow for circulation and accessibility

Recognizing the need is the primary condition for design.

Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.

Charles Eames



Allow for circulation and accessibility

The responsibility of an architect is to create a sense of order, a sense of place, a sense of relationship.

- Richard Meier





Accommodate environmental needs

My passion and great enjoyment for architecture, and the reason the older I get the more I enjoy it, is because I believe we - architects - can effect the quality of life of the people.

- Richard Rogers

Accommodate environmental needs



Architecture is really about well-being. I think that people want to feel good in a space... On the one hand it's about shelter, but it's also about pleasure... It should be able to excite you, to calm you, to make you think.

- Zaha Hadid



All architecture is shelter, all great architecture is the design of space that contains, cuddles, exalts, or stimulates the persons in that space.

- Phillip Johnson

Accommodate environmental needs



needs

Architecture is about experience: not only visual but also what you can touch, what you can feel.

I want to create timeless designs that move with people and inspire people – to make them feel and think.

- Ma Yansong

Comply with regulations

Sometimes running with the current is underestimated. The acceptance of certain realities doesn't preclude idealism. It can lead to certain breakthroughs.

- Rem Koolhaas



Comply with regulations



If you have total freedom, then you are in trouble. It's much better when you have some obligation, some discipline, some rules. When you have no rules, then you start to build your own rules.

- Renzo Piano



Reflect the brand

Architecture belongs to culture, not to civilization.

- Alvar Aalto



Each new situation requires a new architecture.

- Jean Nouvel

Reflect the brand

Respect the budget

A great building must begin with the unmeasurable, must go through measurable means when it is being designed and in the end must be unmeasurable.

- Louis Kahn





Respect the budget

The difference between good and bad architecture is the time you spend on it.

David Chipperfield



Make attractive and memorable

I have come to the conviction that once one embarks on a concept for a building, this concept has to be exaggerated and overstated and repeated in every part of its interior so that wherever you are, inside or outside, the building sings with the same message.



Architects have made architecture too complex. We need to simplify it and use a language that everyone can understand.

- Toyo Ito

Make attractive and memorable







Color in certain places has the great value of making the outlines and structural planes seem more energetic.

-Antoni Gaudi

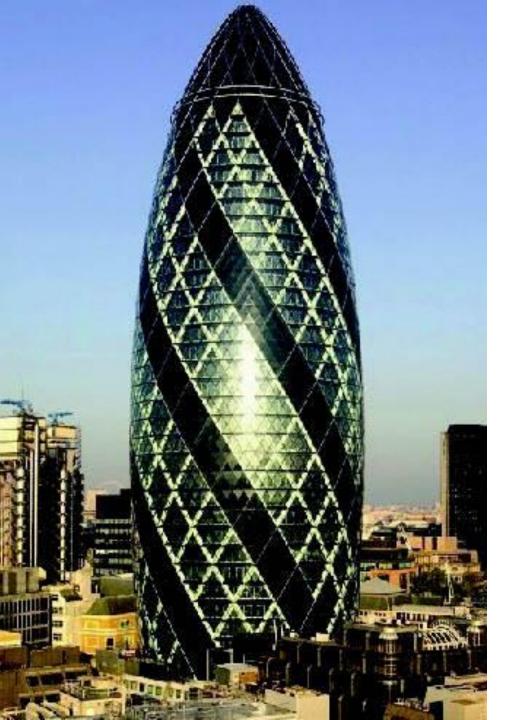
Make attractive and memorable

Make attractive and memorable

For me beauty is valued more than anything - the beauty that is manifest in a curved line or in an act of creativity.

- Oscar Niemeyer





As an architect you design for the present, with an awareness of the past, for a future which is essentially unknown.

Norman Foster

Architecture should speak of its time and place, but yearn for timelessness.

Frank Gehry





It's the responsibility of the architect to leave behind buildings that are assets to culture.

– Fumihiko Maki

Let's do it right. This is for the ages.

– I.M. Pei







Questions?

Strive to be a starchitect!

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