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The Importance of Good Design
presentation by Dr. Gordana Fontana-Giusti
URBAN DESIGN Unit
ARTS for the CITY

The Innovation Centre, Central Saint Martins

28 February 2007  Cityscape London
- ARTS for the CITY combines the knowledge of architectural theory with the experience of art practice

- ARTS for the CITY interprets the practice of art for architecture and urban design

The Importance of Good Design  G. Fontana-Giusti
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METROPOLIS TODAY

- in the state of enduring self-examination
- resurrection of interests in everything urban
- coupled with the concern for the environment

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METROPOLIS TODAY

- new series of questions and speculations about the metropolitan life emerge daily
- “we have not been here before”

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- the aim is to encapsulate these previously not lived through urban experiences
- good design relates to these occurrences
- urban experiences are always layered and multifaceted

- often they appear as traces and fragments of images, sounds, tastes, textures, smells and narratives

- they are linked to city spaces that thus gain their significations, their meanings for us
The Importance of Good Design

G. Fontana-Giusti
translating METROPOLITAN EXPERIENCES into design

- in ARTS for the CITY we aim at understanding, analyzing and mapping these processes whereby meanings emerge

- as urban design is involved in the production of this phenomena making it good is essential
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ARTS for the CITY

METROPOLITAN EXPERIENCES

- We talk about ‘experience’ because it embodies ‘function’ and the ‘aesthetic pleasure’

- Vital role for the arts in conversing with the City space

- ARTS for the CITY is a conduit that communicates the knowledge derived from the arts into the city

- ARTS for the CITY assists the architects and city planners
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Projects:

AGORA Cities for People – European Commission Framework 5
London Loves the Thames - London Biennale of Architecture 2006
Bridging London – current proposal for a textile bridge
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LONDON CAPITAL ROUTE
A pan-European audit methodology

AGORA has developed and tested a unique pan-European audit methodology that can contribute to analysis and development of a better understanding of the ways in which planning, design and policy making decisions affect the built environment in particular in relation to pedestrian life in city centres. AGORA's hypothesis has proposed that with such an understanding, a better quality of life for pedestrians can be achieved thus contributing to the sustainability agenda of the cities – the AGORA addresses sustainability concerns are for the environment, the society and the individual.
The Importance of Good Design

G. Fontana-Giusti

represents a comparable sample of the city, a 'transect'- which deals with all aspects of urban life.

contains rich pedestrian flows

is an urban interface with a variety of public spaces, civic and public buildings

is a representative sample of the identity of the city

contains key aspects of streetscape that support best functioning of public life

contains a variety of symbolic meanings
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LONDON CAPITAL ROUTE – HISTORICAL REFERENCES

17th century Transgression – Going South of the River

18th century visions of the riverside

17th century visions of the riverside by Hollar

17th century Ice feast
LONDON CAPITAL ROUTE
URBAN DYNAMICS  Video Data

Volume of Pedestrian Flows

Volume of Vehicular Flows

Volume of Cyclist Flows
LONDON CAPITAL ROUTE ASSEMBLAGES

SELLING ASSEMBLAGE

VIEWING ASSEMBLAGE

BUYING ASSEMBLAGE

EATING ASSEMBLAGE

TALKING/VIEWING ASSEMBLAGE

SHOPPING ASSEMBLAGE
LONDON CAPITAL ROUTE - URBAN ROOMS

STORY BOARD, ROOM-1 OXO TOWER

STORY BOARD, ROOM-2 FALCON POINT

STORY BOARD, ROOM-3 WEST OF TATE

STORY BOARD, ROOM-4 GLOBE BANKSIDE

STORY BOARD, ROOM-5 NEW GLOBE WALK
LONDON CAPITAL ROUTE – URBAN ROOMS

SELECTION OF URBAN ROOMS

URBAN ROOMS, BUILDINGS AND PUBLIC SPACE

URBAN ROOMS, LAND USE
ANALYSIS of the pedestrian flows entrances and shape of the urban room

The Globe area

Tate West area

OXO tower area
Conclusion of the Analysis

The issues diagnosed by the implementation of the analysis are

1. More space for pedestrians

2. Cyclists Path

3. More green areas

4. Water features to relate to the river

Design proposals: to evolve and develop by visualization, modeling and responsive design
LONDON CAPITAL ROUTE – URBAN WALL

URBAN WALL – ACCESSIBLE SPACE WITH ENTRANCES PUBLIC / PRIVATE
LONDON CAPITAL ROUTE
CONCLUSION OF THE ANALYSIS

1. PEDESTRIAN PATHS Narrow NEED FOR EXTENSION
2. NEED FOR SEPARATE CYCLIST PATH
3. MORE GREEN AREAS
4. WATER AS SUSTAINABILITY FEATURE

BOTTLE NECK ON PEDESTRIAN PATHS
SEPARATE CYCLIST PATH
More space for pedestrians
LONDON CAPITAL ROUTE
1. DESIGN PROPOSAL GLASS BRIDGE TO THE BACK OF THE OXO TOWER

DESIGN PROPOSAL - ROUTE EXTENDS TO THE BACK OF OXO TOWER
Cyclists Path possibly to include the path at the back of the OXO and along the Upper Ground to the Tate Globe and the Borough Market. Path develops in parallel to the Thames.

On the Bridges: separate, physically articulated Cyclist path to eliminate the death spot.

Cyclists death spot

Contradiction in Cyclists Routes – from Tate to Oxo.
Horticultural Interventions ROOF GARDENS
WATER INSTALLATION ON THE PEDESTRIAN ROUTE addresses concerns for the sustainability of the River Thames and provides an optical feature for the public.

Installation – initial sketch
Southbank and Bankside need for the stronger connection
Proposal: creation of the link under the Blackfriars
Overlay sketch indicates the continuity of the parallel path
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LONDON LOVES THE THAMES

AGORA LONDON CASE STUDY

LONDON LOVES THE THAMES

DESIGN PROPOSAL

THE NEW THAMES BRIDGE CONNECTS GABRIEL WHARF AREA AT THE SOUTH BANK WITH THE NORTH BANK