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

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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

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- urban experiences are always \textit{layered} and \textit{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 \textit{significations}, their \textit{meanings} for us
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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
- 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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ARTS for the SUSTAINABLE CITY

AGORA Cities for People – European Commission Framework 5

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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.
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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

17th century Ice feast

18th century visions of the riverside

17th century visions of the riverside by Hollar
LONDON CAPITAL ROUTE
ASSEMBLAGES

SELLING ASSEMBLAGE
VIEWING ASSEMBLAGE
BUYING ASSEMBLAGE
EATING ASSEMBLAGE
TALKING/VIEWING ASSEMBLAGE
SHOPPING ASSEMBLAGE
LONDON CAPITAL ROUTE – URBAN ROOMS

SELECTION OF URBAN ROOMS

URBAN ROOMS, BUILDINGS AND PUBLIC SPACE

URBAN ROOMS, LAND USE

AGORA
The Globe area

Tate West area

ANALYSIS of the pedestrian flows entrances and shape of the urban room

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.
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
LONDON CAPITAL ROUTE

More space for pedestrians

DESIGN PROPOSAL ROUTE EXTENDS TO THE BACK OF OXO TOWER
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

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
LONDON LOVES THE THAMES

AN EXHIBITION FOR THE LONDON ARCHITECTURE BIENNALE BY URBAN DESIGN.
AT THE INNOVATION CENTRE, CENTRAL SAINT MARTINS COLLEGE OF ART & DESIGN

AGORA
cities for people
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