

## METODA PERANCANGAN ARSITEKTUR II

### PERTEMUAN KESEPULUH + DUKUNGAN MULTIMEDIA + DISKUSI



#### PENYUSUNAN KRITERIA DAN KONSEP RANCANGAN

#### KRITERIA RANCANGAN ARSITEKTUR

Lihat contoh pada file terlampir: DesignCriteriaUpdated5-22-09.pdf

#### KONSEP RANCANGAN

##### Apakah Konsep Desain ?

The process of converting a Project Idea into a design solution that is not intended for immediate realization is Concept Design. To produce a successful concept design, the designer must be broadly versed in the related science and technology of the subject matter on one side plus needs inborn creativity and an impressive artistic talent. The designer must be able to firmly grasp the essence of the vision and the business thoughts of the developer and generate the design out of the same.

Concept Design in other words is the concretization of Concept Ideas. It turns the ideas into plans, sections and visual images that leads to parametric quantification of thoughts. Identifying the parameters of floor area, rentable space etc. leads to a proper feasibility study that helps the developer make firm decisions on the project with confidence.

Confidence of the developer on the critical aspects of a project such as marketability, project risks and financial feasibility is the key important factor to give a startup to a project. Parametric analysis always leads to an approximate quantification of the identified critical aspects of the project. Giving a quantifiable physical form to a project idea is called the concretization of the idea.

Concretization at the early stages of a project helps identify the potentials and disadvantages of the project in quantifiable terms of time, risk and money.

##### Kenapa kita memerlukan Konsep Desain

Your idea for your next development project can be an extraordinary one. It is critically important to identify the right design solution for your vision that with no doubt is financially feasible and technically viable. An out of the box business model deserves the spirit of a highly creative design concept to reveal its true potential. Ability to find the right design outfit that supports your vision determines whether it starts a journey to a success or does it go to the trash.

Identification of the best design outfit to the project that generates correct proportion of saleable space, marketability, project phasing out and the project cash flow is the foundation for a successful project. The eccentricity and the uniqueness of your project should be first identified and then exploited in the formation of core ideas and base decisions of the project initiation.

If the Design Concepts of the project is not firm and the key generators of the project base are not clear, the ultimate project will always ends up as an outcome of a chaos of ideas that are competitive and contradictory to each other. Uncertainty and vagueness of Design Concept can generate only a typical monotonous prototype as the final product.

Completion of a project with its own identical uniqueness totally depends on the firmness of its root concept and the determination to carry out the concept through each and every stage of development up to completion, unchanged.

### **Apa yang kita lakukan di dalam perusahaan Arsitektur kita**

In our Architecture Firm, we convert your project idea into a realistic concept scheme with plans, sections and 3D illustrations. The concept Design Report we prepare contains adequate information for your analysis of the project feasibility our Architecture Firm is organized to generate several design options for your project idea in a fraction of time and at a considerably low cost giving you the opportunity to firmly study as many ideas without spending much time and money.

Exploitation of creativity, proper analysis of the potentials of the project concepts as well as the location, critical analysis of site and the user and consideration of number of Architectural design options leads to the generation of the Firm Architecture Base for a project that leads developer to the detailing and scoping of the project with confidence.

Sumber: <http://www.archedium.net/>

Lihat pula di <http://www.appsheriff.com/inspiration/41-retina-popping-concept-architecture-designs/>