

PROJECT 1: RESIDENCY DESIGN

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Instructor: Arch. GIULIO VINCI



LOOK + FEEL

Conceptual mood board inspired by the Eros + Logos theme



DESCRIPTION

In contemporary architecture and design, taking risks and breaking from the traditional mold is rewarded when successful. However, using traditional techniques and designs for a space is always a safe choice for a space where the designer is unsure of the users. For the 21st century designer, it is important to learn from traditional techniques and with that knowledge then challenge traditional methods with new approaches.

Eros and Logos evoke the same contrasting traits as contemporary and traditional. Eros pursues passion with determination, while on the contrary Logos pursues knowledge with order. The collage demonstrates how the two opposite feelings can blend to create a harmonious and balanced concept. Four functional, contemporary, and spacious apartments have been created in Via dell'Oriulo 43. Each apartment's design is inspired by the collage. Using color in each apartment is essential to evoke the passion, love, sensuality, desire, and longing, that Eros embodies. The simplicity of the furniture and natural materials help to balance out the apartments and induce the logic, reasoning, and rationality that Logos embodies.

There is a growing movement in modern-day travel, to break from the mold of five-star hotels and travel and stay in cheaper accommodations like Airbnb or hostels. In the design of these apartments, the goal is to create a warm and vibrant space that welcomes young generations, old generations and every age in between. Each apartment is styled with contemporary neutral furnishings, paired with eye popping accent pieces, and natural material finishes giving the space one cohesive look.

Apartment one's fundamental theme is "blue". After sitting on a plane or walking through the city, guests can come back and relax their mind and bodies in this simple and spacious one bedroom apartment. The open floor plan provides the guests with a generous dining area to gather around for meals as well as a cozy living area to entertain and unwind. The space also provides an area for stillness by the towering windows. The bedroom grants guests the privacy and space they need to loosen up and refresh themselves, and ample storage for all of their belongings to be safe and secure. The "blue" theme truly comes through in the furniture, finishes, and accent pieces of the apartment. While the floor plan is simple and traditional, the furniture intertwines the traditional with contemporary. The finishes and art give the apartment personality and lets it stand out from an average hotel room. Blue is often associated with sadness, but it has been used extensively to represent cleanliness, peace and calmness. Light blues used in the bedroom help the guests calm their mind and prepare to sleep. The brighter blues used in the dining and living areas give the guests a feeling of energy and refreshment. The blue pairs well with white in this apartment because it gives off the same feeling of cleanliness and purity while still emitting traditional design styles.

Apartment two's fundamental theme is "pink". This apartment gives guests another open and spacious floor plan. With a larger kitchen and living room that encourages guests to congregate and entertain. The bedroom provides guests with a substantial amount of space in the bathroom, a built in vanity, and an extensive walk in closet. The black used in the apartment imposes the traditional design style of elegance and formality. Paired with pink, the two colors give the apartment a sense of mystery. Pink is often associated with adjectives like delicate, romantic, and love itself. The pink used in the living room and kitchen of the apartment gives the users a feeling of tenderness and warmth. The pink used in the bed and bathroom of the apartment arouse the feelings of passion and creativity. All of these concepts coincide with the idea of a balance between eros and logos. While black and other natural colors provide a sense of rule and logic, colors like the pink included in this apartment spark a sense of energy and playfulness. The mixture of pink tones in this apartment pair well with these natural tones, allowing for a serene harmony, where the user feels comfortable in the space.

Apartment three's theme is "orange". This apartment, like the others contains a large open space connected to its main entrance. This space includes the living, dining, and kitchen all in one so that the user can use it in a rather flexible fashion. Partially separated from this open space is the bedroom and on-suite bathroom equipped with a built-in vanity and state of the art appliances and bathtub. The hallway connecting the living space and the bedroom contains built in storage shelves, used to showcase local Florentine books and pieces of art. The use of orange in this apartment creates a sense of exhilaration and enthusiasm. The goal of this was to have the tenant excited to spend time in the apartment, and to take that eagerness to the streets of Florence. The unique rooftops in Florence are emulated in the apartment through this use of orange. Paired with neutral colors like black, white, beige and brown, like the other apartments, orange takes on the role of providing a somewhat masculine feeling to the user. The use of the color green, leather and other natural materials do this as well.

Apartment four's theme is considered a playful mixture of all apartments, and a combination of the theme eros and logos as a whole. This apartment is laid out similarly to that of the third one. It consists of a large open living and dining space, with a wing strictly dedicated to the private bedroom and luxurious bathroom. The vibrant color scheme of this apartment is black, white, and a large variety of colors from the rainbow to accent. This design choice was decided to emulate Florence's vast culture and uniqueness. The rainbow is sometimes thought of good luck, or a symbol of motivation to get through a tough time. In this apartment, the user will feel a sense of encouragement, strength and pride through the colors of the rainbow combined with more stark colors like black and white. Florence is a city of power and robustness, considering these very tough times regarding the country's pandemic. The tenants and users of this space will be able to feel this emotion and attitude towards the city of Florence.

LOCATION

Photos and description of the location.
City Map.



Via dell'Oriuolo 43 is centrally located in the heart of Florence. It is just a short walk to the Duomo and surrounded by many restaurants and cafes. This allows the tenant to get out of the apartment and see the city. Due to the great location it is a short walk to most landmarks and museums. Although the building is so close to the Duomo, it is still out of the tourist area and does not get too crowded. The apartment space is on the second floor with a lovely communal courtyard to share with the other tenants.

LOCATION

Plan of the location as it actually is – scale 1:100.



STRUCTURAL MODIFICATIONS

Structural modifications in red and yellow-scale 1:100.
Yellow: demolitions; Red: new constructions.



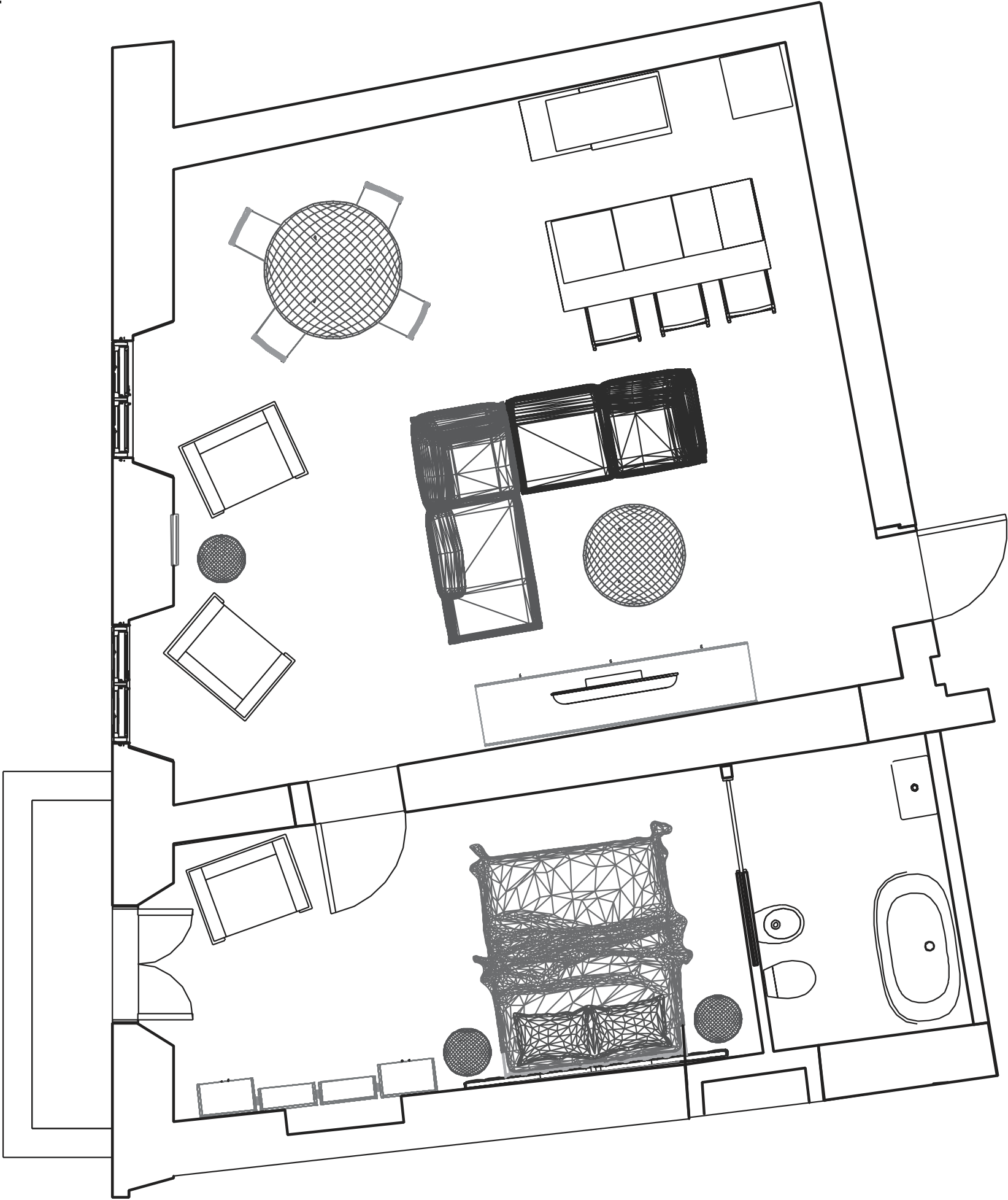
PROJECT PLAN

Project plan of the 4 apartments with furniture – scale 1:100



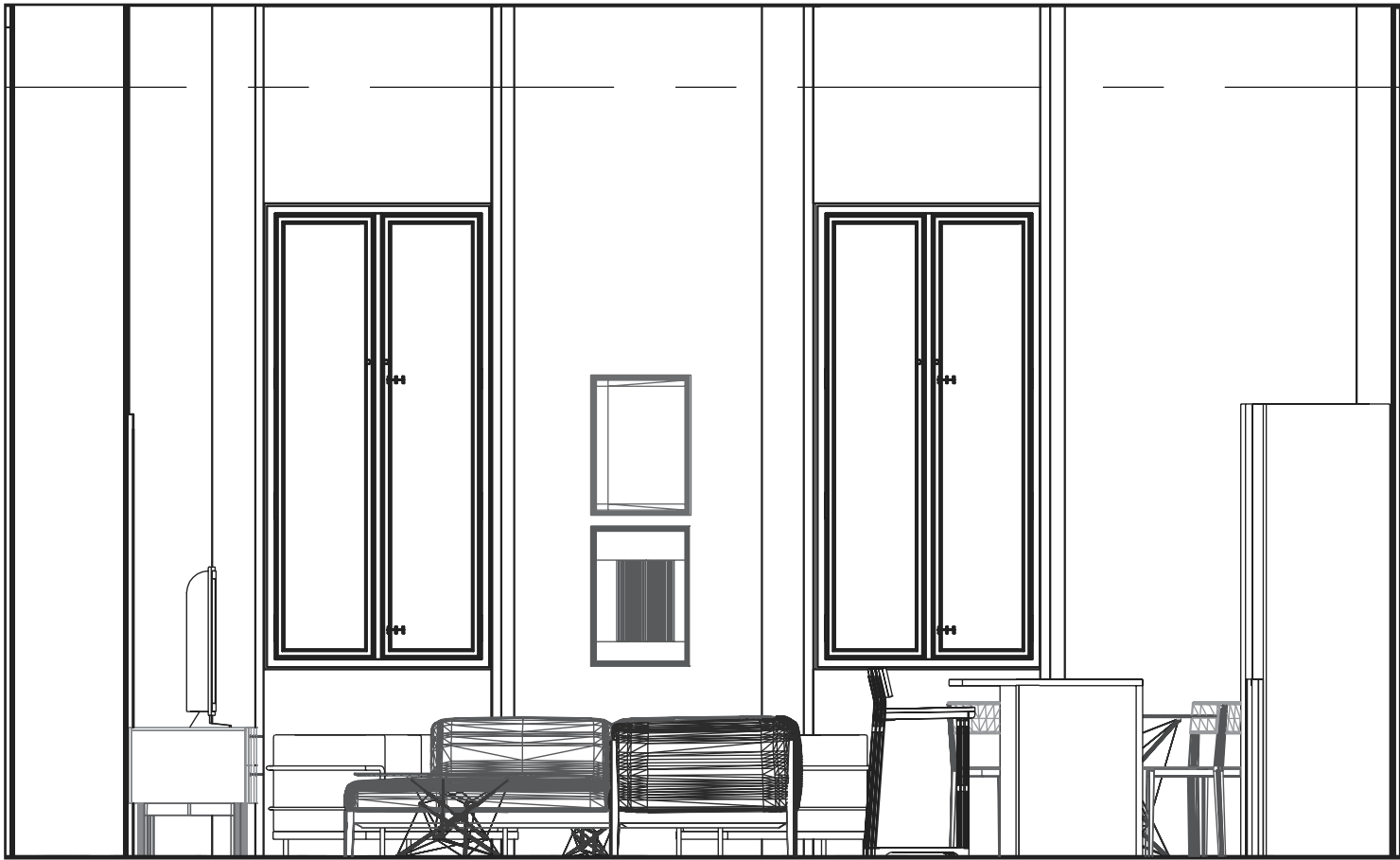
APARTMENT 1 - BLUE

Project plan with furniture – scale 1:50.



APARTMENT 1

2 Sections - scale 1:50.



Living, Dining, and Kitchen



Bedroom

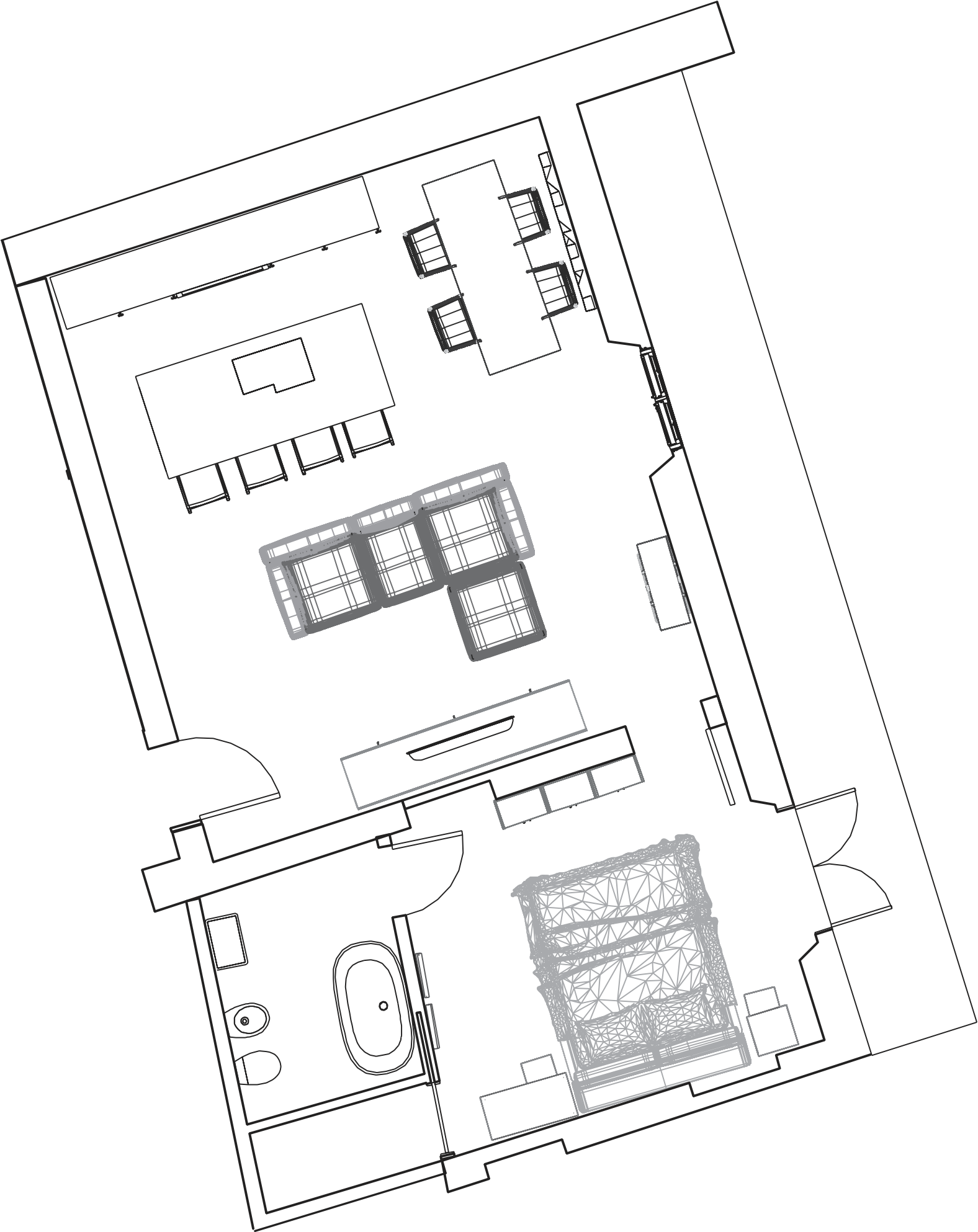
APARTMENT 1

Inspiration and references boards with photos of furnishings and samples of materials: living room. dining room. kitchen. double bedroom. bathroom.



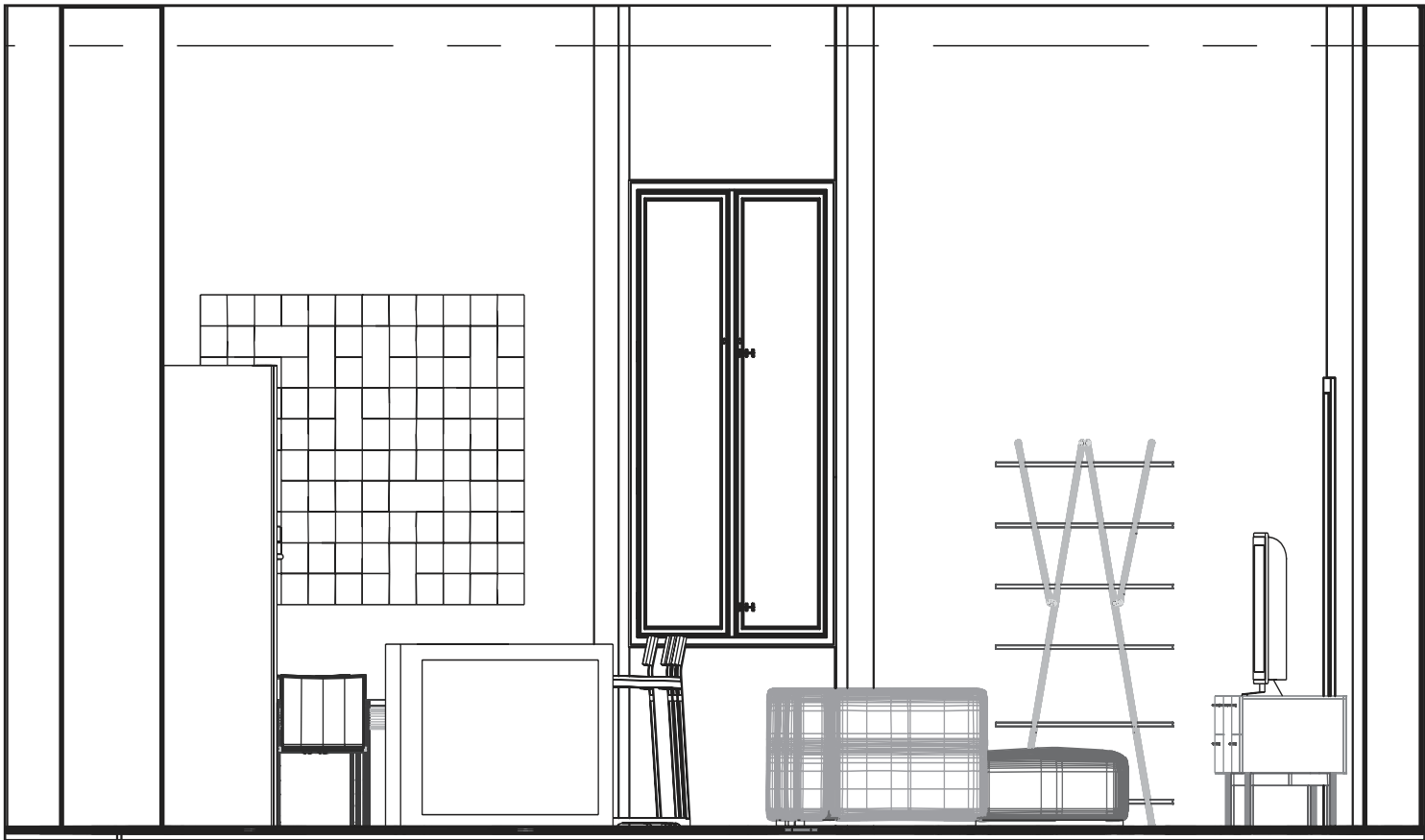
APARTMENT 2 - PINK

Project plan with furniture – scale 1:50.

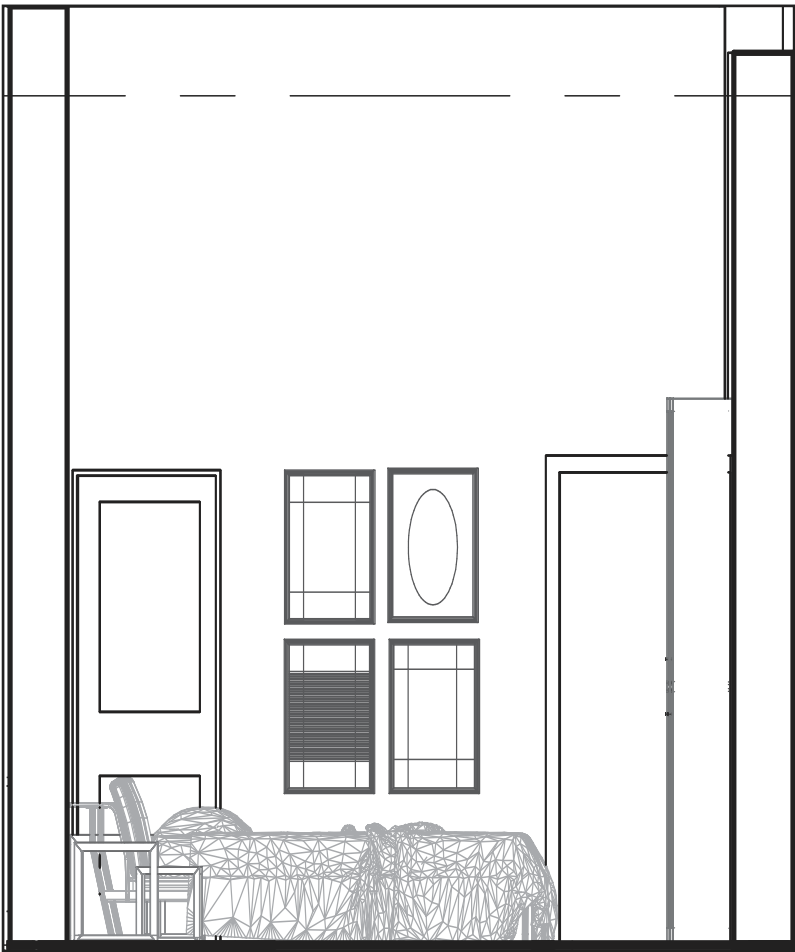


APARTMENT 2

2 Sections - scale 1:50.



Living, Dining, and Kitchen



Bedroom

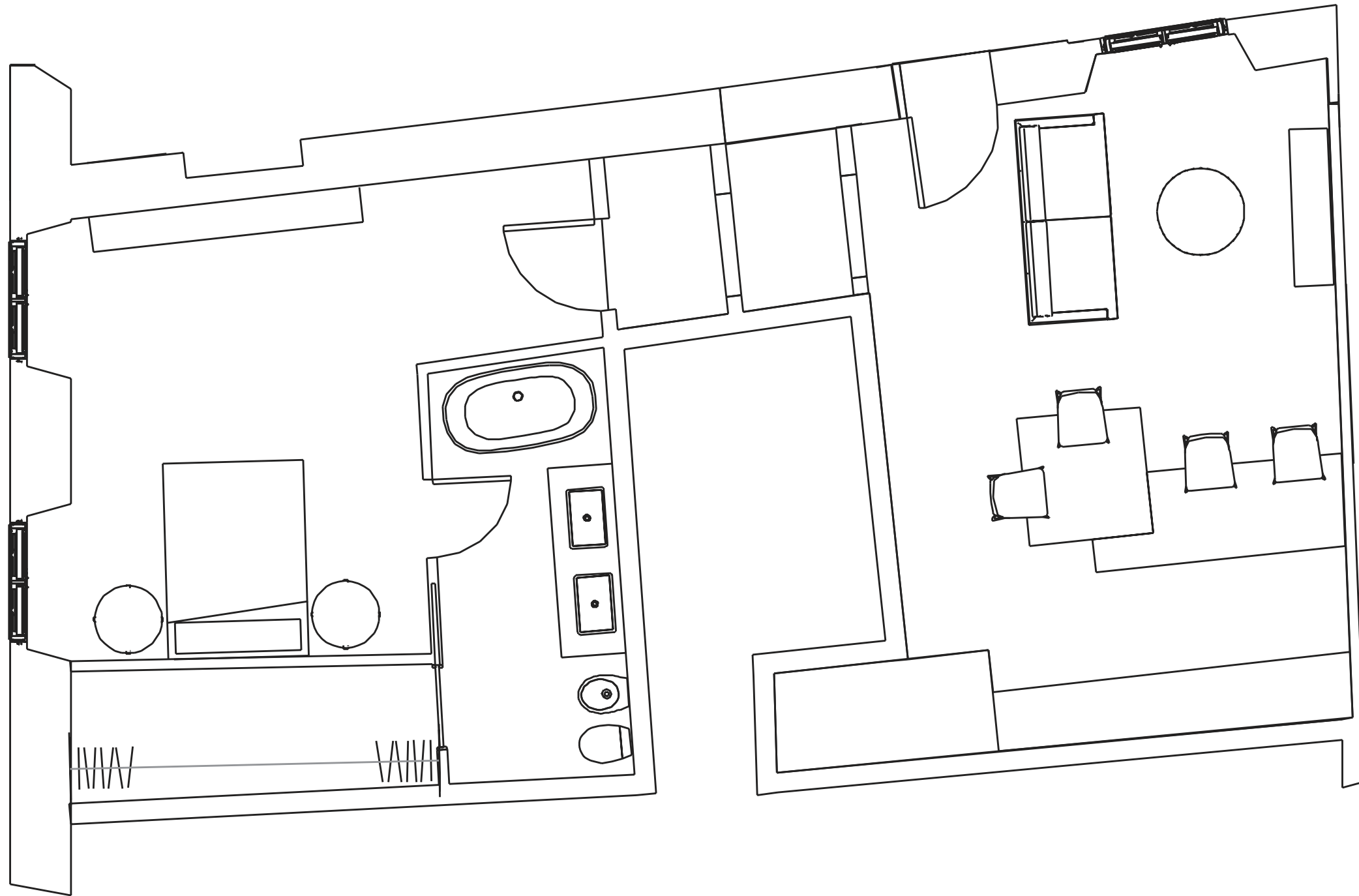
APARTMENT 2

Inspiration and references boards with photos of furnishings and samples of materials: living room. dining room. kitchen. double bedroom. bathroom.



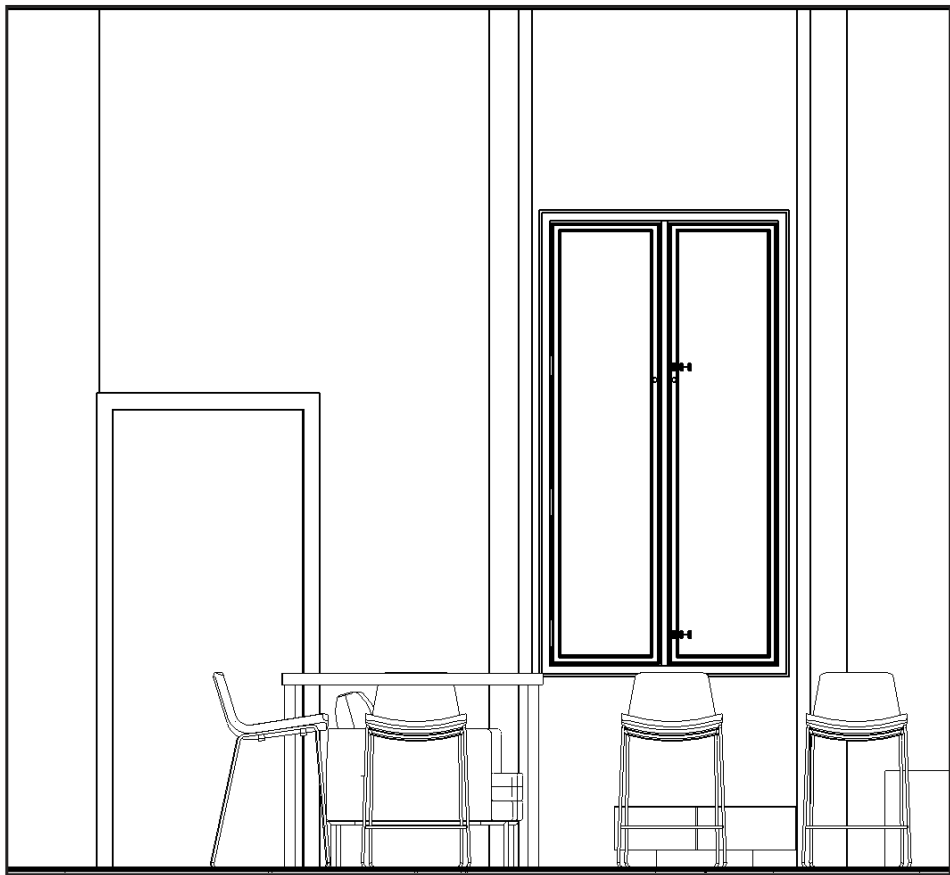
APARTMENT 3 - ORANGE

Project plan with furniture – scale 1:50.



APARTMENT 3

2 Sections - scale 1:50.



Living, Dining, and Kitchen



Bedroom

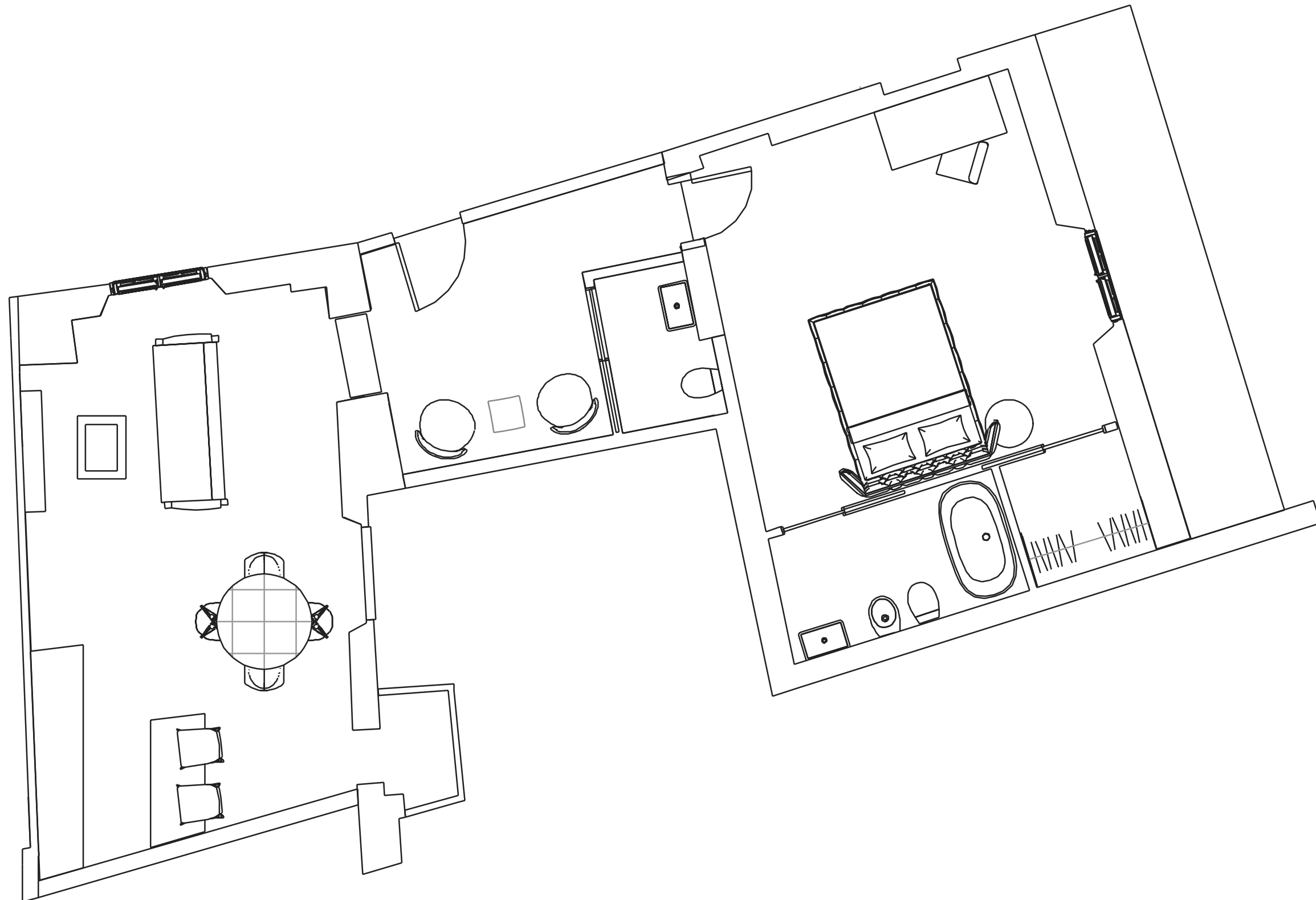
APARTMENT 3

Inspiration and references boards with photos of furnishings and samples of materials: living room. dining room. kitchen. double bedroom. bathroom.



APARTMENT 4 - BLACK + WHITE

Project plan with furniture – scale 1:50.

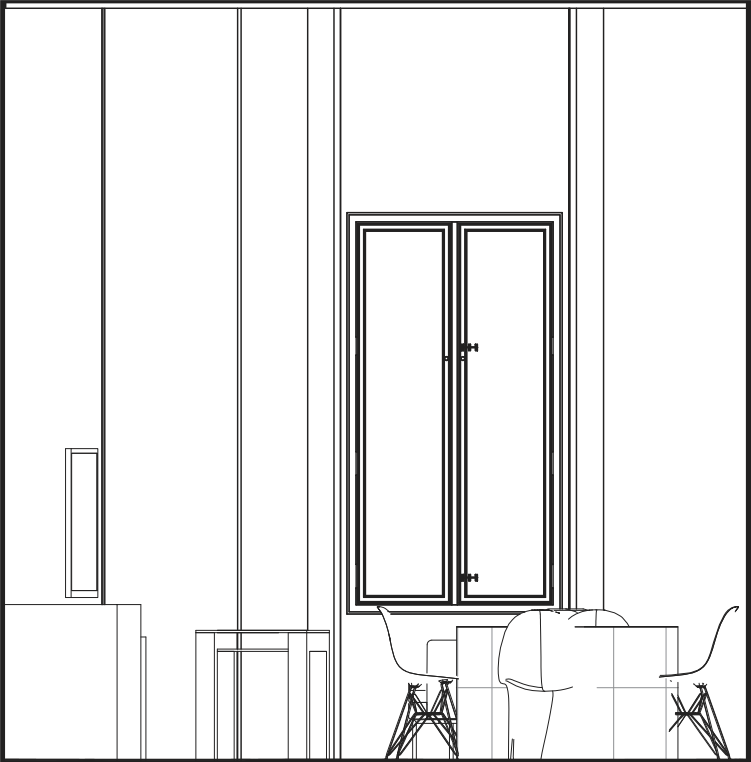


APARTMENT 4

2 Sections - scale 1:50.



Bedroom, Entry Way, and, 1/2 Bath



Living, Dining, and Kitchen

APARTMENT 4

Inspiration and references boards with photos of furnishings and samples of materials: living room. dining room. kitchen. double bedroom. bathroom.

