

THE INITIAL  
APPLICATIONS OF THE UNCONSCIOUSNESS ON DESIGN

A Thesis

Submitted to the

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Master of Architecture

Department of Architecture and Interior Design

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# THE INITIAL

## APPLICATIONS OF THE UNCONSCIOUSNESS ON DESIGN

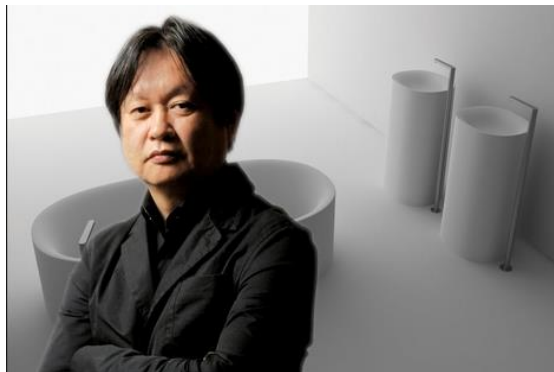
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# THE INITIAL: APPLICATIONS OF THE UNCONSCIOUSNESS ON DESIGN

DANYANG LI  
MIAMI UNIVERSITY

## ABSTRACT

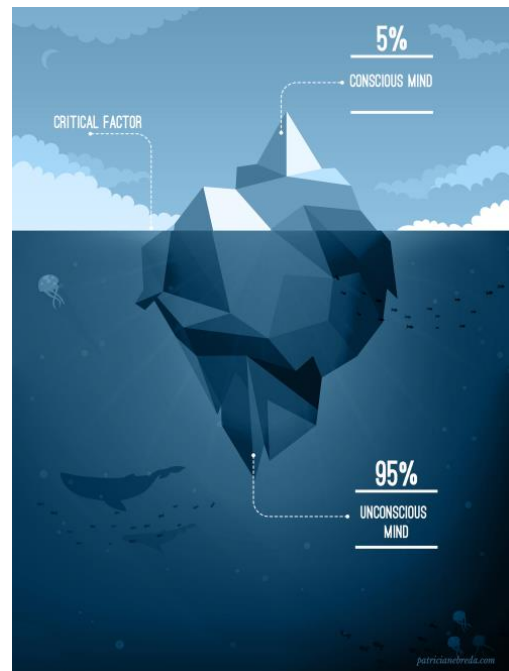
The “Unconscious Design” is a design concept first proposed by Naoto Fukasawa. The concept, also called “intuitional design,” advocates to convert the unconscious ideology into visible objects. It is a concept aimed to assimilate two contrary concepts. Fukasawa posited that “affordance,” a term he coined to explain his concept, is a means to let the design expound upon itself. The key strategy is to put unconscious thought into the design, yet, to realize the design’s unconscious utilization that will bring tremendous psychological satisfaction to its users.<sup>1</sup> In this case, the unconscious is the eventual output, even as it is rooted in awareness.



<http://mirakirvesmaki.com/blog/design-hero-naoto-fukasawa/>

According to Freud’s iceberg theory, only 5 percent of human awareness is conscious, which is the “iceberg” in general, while the remaining 95 percent is involved mostly in the unconscious, which is the majority portion of the real iceberg.<sup>2</sup> Human consciousness, which are apparently authentic and logical portion that always have a clearly route of where the thought should heading to, is the ideology that always ordered and controlled with a highly efficiency, such as religion, morality and common sense that lead actions of needs. Most of the time, the design follows the same ideology, which is consciousness, to

some extent, the finished products had already existed before the design starts. Specifically, if a design is proposing a skyscraper in a downtown, it won’t end up with a natural park and it is no doubt this assumption is absurdly. However, there is no doubt this assumption is an option, or a chance, even it is more like a deniable one. And what if, in the event of thousands of other options available while one of them is better than the proposed option? Nobody can predict what will happen with endless possibilities that lead by the nomadic free mind, which is the unconsciousness. In other words, it matches with the iceberg theory- 5% represent the conscious proposal and 95% represent all the other options. The unconsciousness has definite advantage generating practically perfect, even it may take some time.



<http://patricianebreda.com/en/therapies/hypnosis/>

The goal of this thesis is to introspectively probe the deeper significance of design fundamentals as they relate to the

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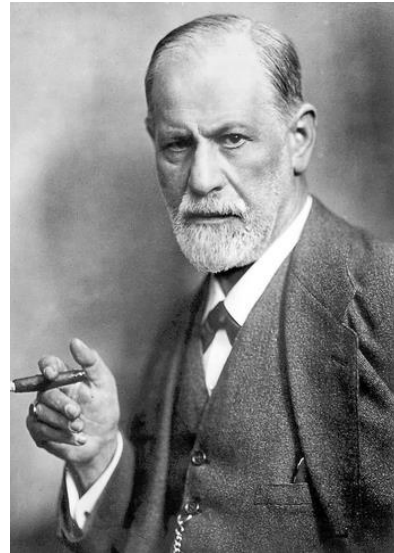
unconscious to reveal their ultimate impact and their effects upon human endeavors.

### INTRODUCTION

In my experience, the establishment of design theoretical systems is based on human consciousness. Through the design procedure, from deduction to emergence, then criticism to dissemination, every phase has to be processed within the realm of consciousness. Meanwhile, conscious activities of human beings usually takes rationalism as authority. In reaction to architectural design, our rational cognition divides the design process into difference phases (brainstorm, conceptual design, detailing, etc.) and several sub-items (functional configuration, transportation design, floor plan layouts, etc.). This kind of design logic has already been well tested by architects, generation after generation and has become a rootedness logic, which architects pass down from one generation to the next.<sup>3</sup> There is no doubt that the design effects greatly depend on the certain design procedure or a design logic. Thus, the design theory based on rational cognition, which is consciousness, becomes an inveteracy of architects.

However, rational cognition does not contribute to the thorough understanding of human beings. In fact, it is far from completion. Apparently, the unconscious occupies the most parts of our cognition. Since design is a kind of human cognition activity based on human demand, it is far-fetched to say 'a good design thought is based rational logic and consciousness', which are only represents 5% of human awareness. Especially in the age of consumption, the rational-based design thought, like functionalism, is simplifying the rich and productive lives of people into abstract functions. The ambiguous elements such as perception, emotion and memory are faded. The extensive use of mechanical automation for high efficiency exploits human autonomy of thinking, because everything tends to happen as quickly as possible.<sup>4</sup> So ostensibly, in the age of consumption, the design is for the purpose of free people and to respect humanity. However, in fact, it is a latent dissimulation on human's cognition.

It was Freud who first defined human awareness centered on unconsciousness and established the School of Psychoanalytic.<sup>5</sup> He showed people an extensive brand new world. In order to find the favorable relationship between design and human beings, we have to escape from the rational constraint and leap into the unconscious realm.



<http://www.19thshop.com/book/autograph-letter-signed-freud-on-cigars-to-an-unidentified-correspondent-honored-sir-and-dear-brother/>

### METHODOLOGY

Every individual mankind has tremendous unconscious reserve, but not everybody is familiar with it. So the first step before everything, a strong connection between conscious and unconscious is necessary. Then the connection will help to explain what unconscious is and the different levels involved in the unconscious world. As long as people draw attention to it and familiar with it, people would exploit this great source by their own way. Both Zen and Taoism have the philosophy based on the great nature, which is the absolute freedom that we will never achieve. The key value of Taoism is Wuwei, which is letting things take their own course.<sup>6</sup> Tao believe the rule of the world and the source keep the world running continuously is the freedom, which let everything go, raise and fall naturally. Since free mind is the premise of unconsciousness, doing nothing is the best way to keep appropriate environment at first. On the other side, Zen, to some extent, is the process of practicing the perception of unconscious. It is a process from "you shoot the arrow" to "the arrow shoots". Zen

Master Suzuki described the realm of the Zen art by "letting the arrow shoots and finding the target itself", where the realm unconsciousness takes the perception to where it wants with fully freedom. <sup>7</sup>



<http://freemartialartsonline.com/martial-arts-techniques/zen-and-the-art-of-archery/>

*"If one really wishes to be master of an art, technical knowledge of it is not enough. One has to transcend technique so that the art becomes an 'artless art' growing out of the Unconscious."*

*"In this wonderful...and illuminating account...the Western reader will find a more familiar manner of dealing with what very often must seem to be a strange and somewhat unapproachable Eastern experience."*

*-from the introduction by Daisetz T. Suzuki*

So in order to achieve the realm, I wish this thesis could be just the instruction about the unconscious world, but won't imply or guide anyone to anywhere unless people wants to. The only purpose is, get to know what is unconscious, and understand design in Zen

method together, in other words, explore the design unconsciously by following our free mind.

#### **THE CONCEPT OF UNCONSCIOUSNESS AND THE RELATIONSHIP BETWEEN CONSCIOUS**

In Freud's psychoanalysis theory, the human spiritual consciousness is divided into three parts consciousness, pre-consciousness, unconsciousness. Both consciousness and unconsciousness are rooted in the human senses, like vision, hearing, gustation, smell and tactility. People will receive tons of senses and there is no way to block any sense artificially. For example, people cannot control their ears to pick one sound track and block others, and that is where noise come from. But the consciousness can make a selection based on what one receives, which makes people focus and forget about all the unnecessary noise. However, forgetting does not equate with disappearance. The picky consciousness only keep few of the senses, and the rest of them all go to unconsciousness. This helps explain the why the conscious only takes a few portion of human awareness because people will ignore most of the senses involved. In fact, those senses were ignored may emerge randomly but non-logically, such as dreams, sometime even become strong intuition which come from nowhere.<sup>8</sup> An example for this is, there were trillions of people saw birds flying, unwittingly or specially since the first day, and almost all of them had ever imagined the feeling of flying in the sky. But only few of them gave attempts to make people fly and only two of them invented the aircraft. Apparently the promoting of technology is the factor that aircraft come true, however, if the concept of flight has never existed, how did people get to know the motion of fly at the very beginning?

Therefore, all of the perception are initially from the great nature, so does the world at the first place. People cannot stop themselves learning from the nature but it is mostly recorded in the unconscious.<sup>9</sup> Nonetheless, both of them are initially from the nature, there is a way to convert unconscious to consciousness and make sense for people. In this case, the mind has to be free to let the proper unconscious emerge, which is a difficult level to achieve because consciousness is the factor would

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always pulls the free mind into order to make so called sense.



<http://blogs.egusd.net/eettalfonso/2015/04/21/which-sense-is-the-most-important/>

### INDIVIDUAL UNCONSCIOUSNESS AND COLLECTIVE UNCONSCIOUSNESS

#### INDIVIDUAL UNCONSCIOUSNESS

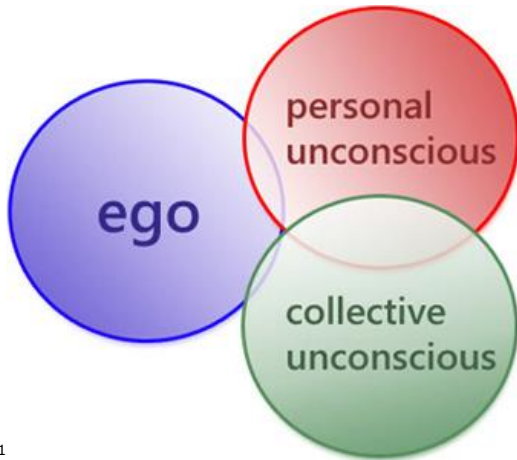
The part of unconsciousness is the things that will never involve in the mental level under normal conditions, such as, the desire, secret thought and fear that being depressed so there is no way of knowing. In the unconscious world, there are two levels of unconsciousness that represents different profundity.

Individual unconscious is a container that contains and holds the mental activities and once conscious experience, which are not consistent with the Individual function. But these content are repressed or neglected due to various reasons, such as painful thoughts, outstanding issues, interpersonal conflicts and moral anxiety and so on. What is more, some experience is of little importance or does not related closely to people. Because of their weakness, they cannot be realized when are went through or cannot stay in consciousness. That is the reason why they are stored in the individual unconscious. All of this constitutes a personal unconscious content, and when it is necessary, it is usually easy to reach the level of consciousness.

Carl Gustav Jung found there are relations between emotion, thought and memory among unconscious, which he called complex. Any words associated with these complex words can cause involuntary delay reaction, which shows that the complex is

an independent structure, with its own internal power, likes a small personality structure that exists in personality independently.<sup>10</sup> These feelings have a strong impact on the control of our thoughts and actions. To Jung, the ego constitutes the core of the field of consciousness, and it is the subject of all conscious behavior to individuals, showing a high degree of continuity and identity. But the ego does not stand for the whole personality, it is a complex concept, together with other complex, they contact each other and are relatively independent. Some complex does not have contact with the ego or this kind of contact is extremely rare. The spirit of the ego is interwoven to ensure the unity of the personality, thus maintaining the human mental health. As long as the ego is harmonious with the unconscious background consisted by other complex, it will continue to play a role as the center of personality characteristics. But if ego complex separates from unconscious basic phase, it will lead to the development of one or more division complex. That is to say, the ego complex is no longer the center of the personality. Coordinating with it, there are another or more complex center that do their own activities and pursue their own purposes. They also compete with the ego, hindering the realization of the target and the object itself, and causing impairment to its development. At this point, neurosis or schizophrenia appear. From this sense, the factionalism is a common spiritual nature, which is possibly arise from both the health and the patient. Therefore, the so-called personality innate unity refers to the unified as an image (i.e. self-prototype) is only potential exists in the human spirit, not has been fully implemented from the beginning of the life. It is the goal of individual development in a better way. Complex, Carl Gustav Jung discovered later that complex also have a more positive meaning. Any upset emotion experience, trauma and other personal life experience which makes other complex, all these motion can be used as favorable conditions to deepen personal view, make it more clear and enrich individuality. Usually, complex is the source of human inspiration and drive. For a great artist, in order to achieve remarkable brilliant achievements, the inspiration and drive are indispensable: Vincent van Gogh, Picasso's painting of madness, Shakespeare, guo moruo possessed for the beauty of

literature, great works of art are driven by artist inner complex bursting out.



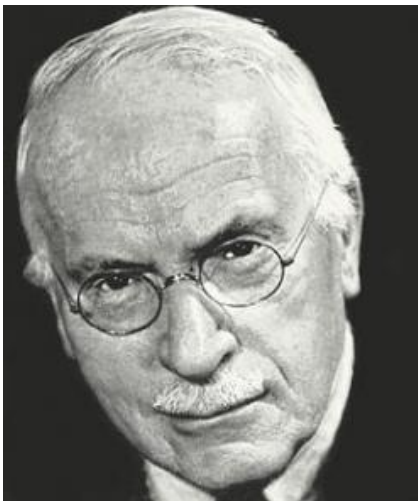
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<https://www.pinterest.com/pin/17662623509943590/visual-search/?x=27&y=24&w=285&h=252>

### COLLECTIVE UNCONSCIOUSNESS

In the deepest place of human mind, there is a common base beyond all cultures and consciousness. This basement is the collective unconscious. All conscious and unconscious phenomenon originate from the collective unconscious. Collective unconscious do not consist of individual experience like individual unconscious, and they have never been awarded in the process of the whole life of the individual.

According to Jung, the collective unconscious for individuals is something deeper than the experience and it is a kind of nature. Its existence is as long as the existence of human physiological structure.



<https://www.isapzurich.com/en/about-isapzurich/carl-gustav-jung/>

Jung disagree to the fact that the instinct is limited to the scope of several physiological functions of the human body. For Jung, "instinct is typical patterns of behavior, at any time, when we face a common reaction of the behavior and consistent, repeated pattern, we are dealing with the instinct, and no matter whether it linked with conscious motivation". Like bees rely on instinct to build highly complex perfect honeycomb, many decorated complex human behavior, often due to instinct, even though people did not know it. The definition of instinct expands, which let Jung found a general rule, namely the instinct activities will lead to perception of their own - this is intuition. Instinct as "the impulse when perform some sort of highly complex action", intuition is the "highly complex situation of the unconscious, and the purpose of understanding". So, intuition is the other side of the instinct, and instinct to belong to a lively activity process, no successively: they are two sides of the same process.

Jung also found that there exists some innate inherent human form of "intuition", namely, the perception and the understanding of the prototype, or can be referred as the original image. "They are all psychological process must has the decisive factor in advance". Like driving one forced into specific survival mode, they are "the people's perception and understanding way forced into specific human paradigm". These prototypes are instinctively self-portrait, "is a typical realization mode... no matter what time, as long as we meet generally consistent and recurring realization pattern, we are dealing with the prototype". "In the deepest depths, instinct and prototype depends on each other", every instinct has a corresponding prototype. Instinct and prototype according to go together form collective unconsciousness. Jung said about the collective, "unconsciousness is the spirit that called associability nervous system for a long time. "Although it doesn't need to work with sense organ, it still holds the balance of life,<sup>12</sup> and offers us knowledge about other's mental life though sympathetic nerve in a mysterious way, give him mental influence at the same time. That is to say, the human instinctive, actually, will though the sympathetic nervous excitement, make a kind of intuitive grasp the prototype being correspondent that exit in the human inner world, having an influence on human mental process. So Jung puts forward, in the

content of collective unconscious contains all human life experience and life for the past years long history of evolution. He said, the spirit of the individual layer earliest memory ended in babies, while its collective layer contains a baby early, which is the ancestors of residual life. As for a kind of store up of ancestor's life. Both the individual experience of father, mother, child, man and woman hidden by collective unconsciousness, and the spirit trace influenced by instinct (especially the hunger and sexual desire) is preformation in the brain and nervous system as primary image and instinct, becoming the primordium and channel of the existence of individual. At this point, the collective unconscious is not only the store of human experience, but also a kind of congenital condition. Both the source of drive and instinct, and the human emotional source of fundamental form that combine creativity impulsion and collective original image. Their pattern of manifestation is collective unconscious prototype. There are tons of examples in the world, such as religions, myths, fairy tales and legends. Then, thousands of prototypes emerged base on those-regeneration and birth, death, mothers, children, heroes, Wise men, giants, cheats even the prototype of gods and the devils. Natural elements like forest and the sun, and the fabricated prototype such as shapes and weapons are also unconscious prototypes. Every prototype for everybody has general coherence, attract every life experience related to it, just like magnet, form the complex that impact personal development, and then manifestation during the lifetime.

So, from the view of collective unconsciousness, the world is nothing but an appearance of inner world, is a imagine world. It acts as either a lure of the outside or inner drive. Drive and push the cognition, creation and live of people.

The collective unconscious center prototype is "one's own nature", otherwise known as the unconscious ego. It is the prototype of order, organization and unitive. It attracts the entire prototype besides itself. It brings all the prototypes towards reconciliation. Makes the prototype of consciousness and unconsciousness complex in a perfect harmony. Just like the sun center of the solar system. It is the basis and reason of realizing that ego can maintain personality external unitive. For that matter, only after

get the cognition of own nature, the whole personality can be truly achieved. Before this, the consistency and uniformity of ego is just a ghost or phantom, cannot collapse at the first blow. Jung said the self-nature is the most integrated destined manifestation that we call it personality. To reach this self-completeness and self-actualization realm should be the goal of our life. Nevertheless, it must have premise that realize and perceive the unconscious things, in other word, must have premise that complex, prototype being fully conscientization and individualization.

### UNCONSCIOUSNESS CAN DECIDE MOST OF HUMAN BEHAVIOR

Habituation operation and operative memory is the basis of the transformation of conscious behavior to unconscious behavior. Consciousness can transform to unconsciousness in some situations.<sup>13</sup> Reading is a good example, because the behavior created by reading is formed by acquired learning. Although the behavior that seem like observed totally without conceptual work such as hold the book, turning page, move the eyesight right to left. After a long repetition, the behavior like turning pages can only raise from conscious layer to unconscious layer. In the end, transformation goes to unconscious behavior. From this we can know, not only several connatural reason make our unconscious behavior, but also a lot of contribution from acquired learning and repetition.



<https://www.newharbinger.com/blog/zen-mindfulness-and-psychoanalytic-therapy>

### THE VALUE OF UNCONSCIOUS IN THE INTERACTIVE DESIGN

From a psychological point of view, unconsciousness is not get involved with no consciousness, instead we just feel like we



want something, but do not know what we want exactly. So using this to design product, we can make the consumers a feeling—this is exactly what we want. Unconsciousness bear huge potential.<sup>14</sup> By tapping into it, we can discover the growing trend of the objects; summarize several law from minority example. People will even generate potential need besides the function. Unconscious design is not totally a new design. Rather than to force on details that other are not aware, then magnify it, inject to the production. Such design is people-oriented, force on the life details, and facilitate people's life style. Unconscious design should as nature as pick up the cup when people drink, which does not require the user to think about how to use design.



<http://xueyingli.int-des.com/unit-2-2-physical-computing/small-talk-unconscious-designwithout-thought/>

### CONCLUSION

Our great nature is the endless source for everything and it exists in perfect unconscious condition most of time. I believe unconsciousness is an omnipotent power which cannot be dominated. It reveals the true process of everything from initial and there is no rational limitation involved, like bias, morality and aesthetics. In order to find the favorable relationship between unconscious and human beings, then find out the design, we have to escape from the rational constraint and jump into the unconscious realm and make the unconsciousness emerge at the right time. When you reach that point, design will exist in the world without attempt in our unconsciousness. Design is meaning without thinking.

### Endnotes:

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## ADDENDUM

The written thesis was instruction for people draw attention to the unconscious realm. I expect people may find out their own unconsciousness from their expertise, then follow their free mind to explore or rethink their own method of design. The whole thesis was a process of presenting different way of thinking while would not go against any design thought and theory. This is an incomplete thesis and an endless thesis. The attempt I made, which is the design process may not be a good example for a kind of the unconscious design, but I did expect and proposed nothing during the whole process, which is very important through the experience of what I am looking for. The unconscious taught me to re-examine the design, which none of the design should has an ending and none of the design process is necessarily be fixed, and Dr. Sergio gave me the same advise that the design cannot be concreted before the due day and do not married with my last step. Even these logic sound ridiculous but it did gave my unconscious enough space to be free. Design an architecture need be more serious in my theory, which is try as many as possibilities with limited time. Therefore, ideally, there is no finished design, or in other words, design will stop improving while the free mind be locked down.

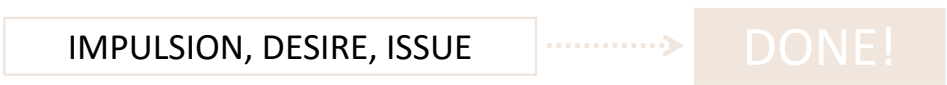
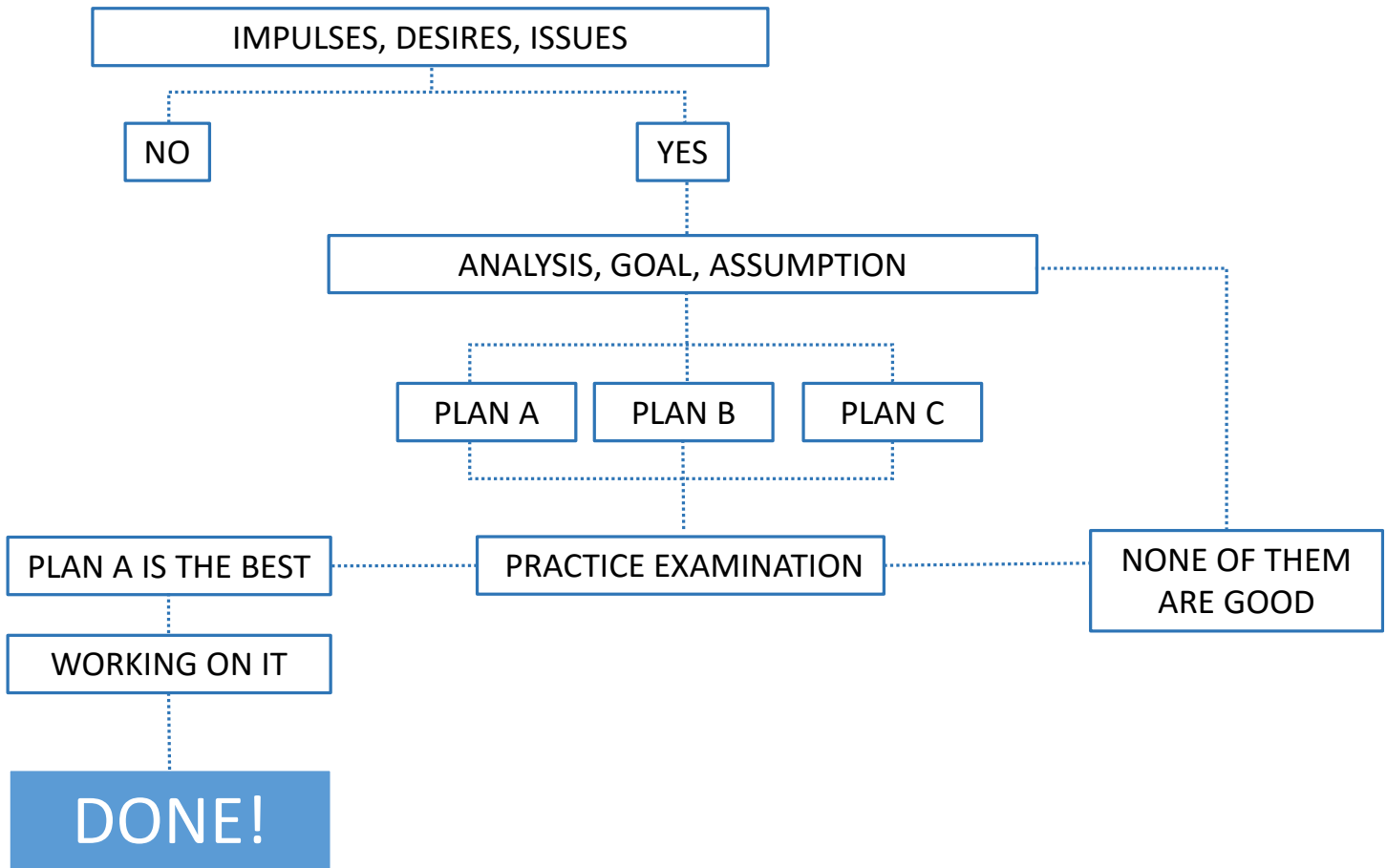
Actually, a specific site is not necessary for my thesis. I pick the Yunnan province in china because it is a province with a strong and unique cultural traditional and historical identity, which means, this is a place with a strong conscious restriction.

It makes the design a great challenge to free the unconscious in such a narrow freedom space.

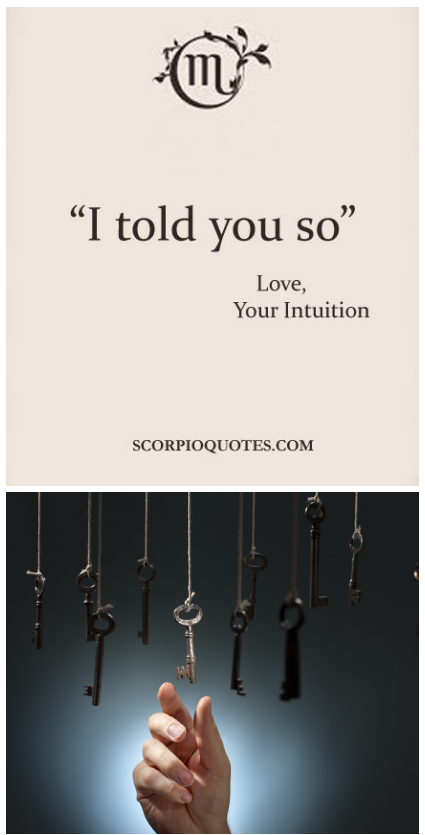
The design consists of permanent and temporary parts that were sculptural and looked like traditional stadium designs. The ways in which the design was going to break down and morph into different spaces started to get lost behind the formal design. It wasn't until I was told I needed to stop thinking architecturally and think mechanically. The design of flexible architecture became more about the mechanical problem than the formal and architectural problem. I think this design addresses the large scale breakdown of program and space, but the smaller scale flexibility has yet to be fully developed. The small scale mechanics of the design's moving parts are also underdeveloped. The details of structure and mechanics would be a "next step" issue.

My thesis is a never-ending process of ideation and exploration. I plan to take this thesis into the future and develop more ideas about mechanical solutions to a mechanical problem. The idea of stadium flexibility is something that needs to enter the sports discussion. The ideas presented in this thesis are intentionally aggressive, but I think that is how we can begin to expand and adapt our thinking towards traditional sports facility design. I believe that flexible designs are the future of sports architecture, so this thesis can help begin the discussion

# THESIS IDEA ILLUSTRATION



QA: Where are these coming from?





THE REAL THOUGHT, OR THE ORIGIN OF THOUGHT IS COMING FROM THE UNCONSCIOUSNESS MIND. FOR THE "THOUGHTS" WE PERCEIVE AS AWARENESS ARE PROJECTED ONTO CONSCIOUSNESS TEMPORARILY.

# CASE STUDY

798 DIST

LOCATION: BEIJING, CHINA

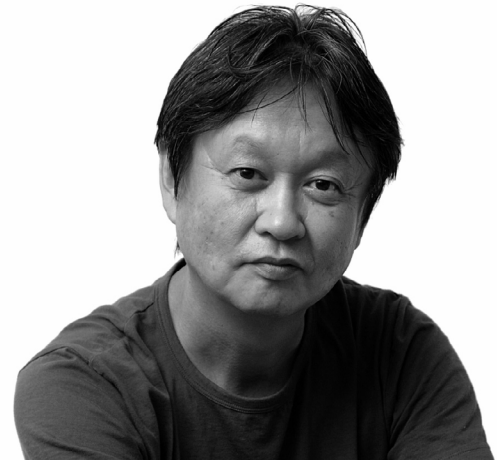
798 ART ZONE, OR DASHANZI ART DISTRICT, COMPRISE A COMPLEX OF 50-YEAR-OLD DECOMMISSIONED MILITARY FACTORY BUILDINGS AN A UNIQUE ARCHITECTURAL STYLE, LOCATED IN DASHANZI, CHAOYANG DISTRICT OF BEIJING, THAT HOUSES A THRIVING ARTISTIC COMMUNITY. THE AREA IS OFTEN CALLED THE 798 ART DISTRICT OR FACTORY 798 ALTHOUGH TECHNICALLY, FACTORY #798 IS ONLY ONE OF SEVERAL STRUCTURES INSIDE A COMPLEX FORMERLY KNOWN AS 718 JOINT FACTORY. THE BUILDINGS ARE WITHIN ALLEYS NUMBER 2 AND 4 ON JI XIĀNQIÁO LŪ, SOUTH OF THE DÀSHĀNZIQIÁO FLYOVER. IN RECENT YEARS, IT HAS BEEN THE MAIN VENUE FOR THE ANNUAL BEIJING QUEER FILM FESTIVAL.

798 ART ZONE ITSELF HAS A TOTAL AREA OF 230,000 SQUARE METERS ASSEMBLING MANY CULTURAL ELEMENTS SUCH AS GALLERIES, DESIGN STUDIOS, ART EXHIBITION SPACES, ARTISTS' STUDIOS AND FASHION SHOPS, ETC. NEARLY 400 INSTITUTIONS INCLUDING GALLERIES, ARTISTS' PRIVATE STUDIOS, CULTURAL COMPANIES LIKE ANIMATED CARTOON, TELEVISION MEDIA, PUBLISHING, DESIGN AND CONSULTATION FROM HOME AND ABROAD ARE HOUSED HERE. IT IS THUS NOT ONLY A GREAT PLACE TO BE INTRODUCED TO CHINESE ART, BUT ALSO TO CATCH FOREIGN ARTISTS.



## NAOTO FUKASAWA also called “Unconscious Design”

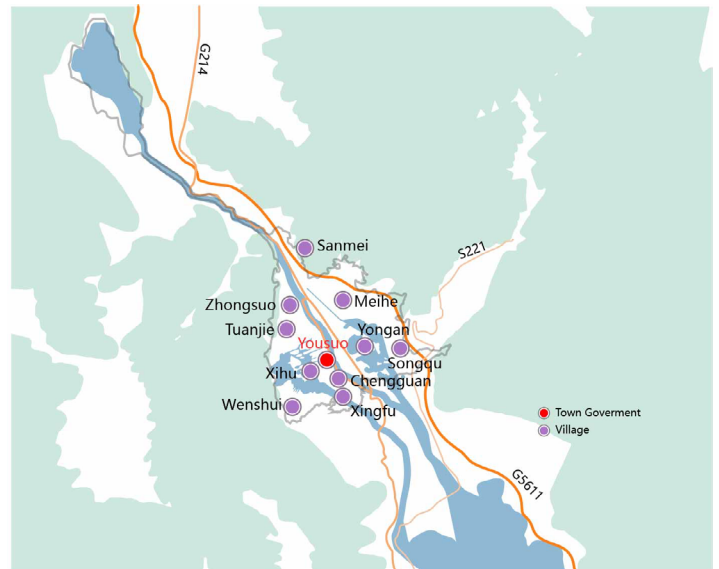
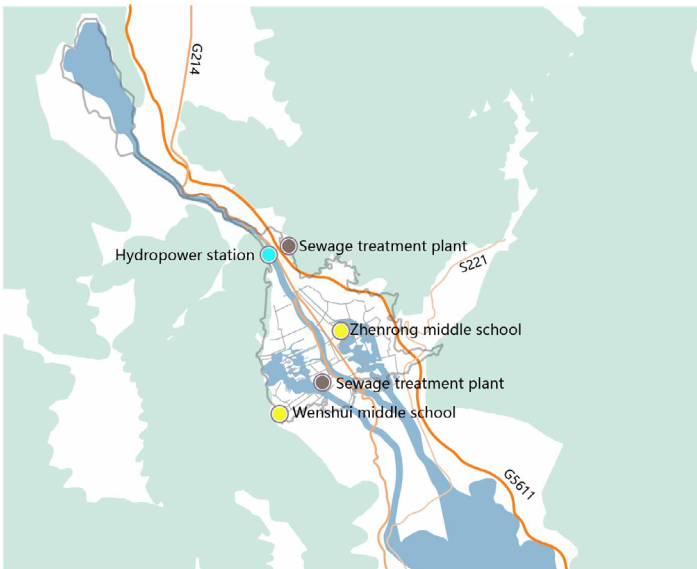
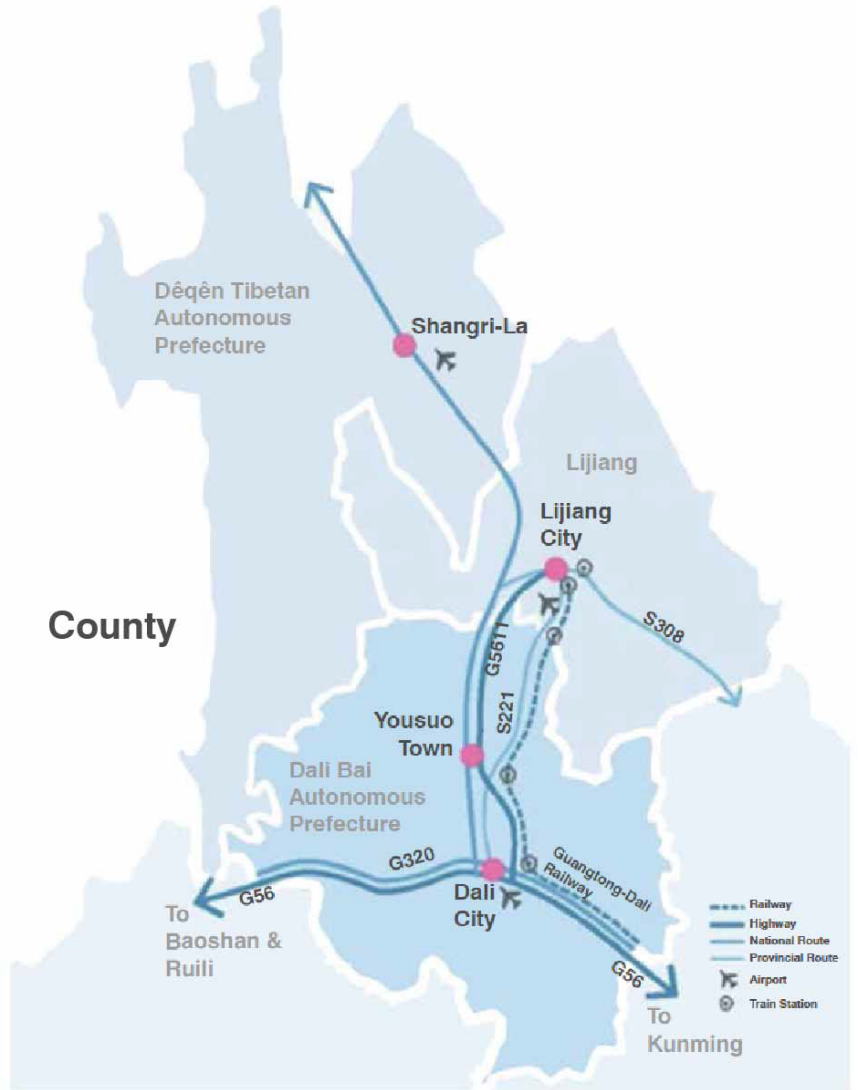
“intuitional design,” or “design without thinking,” advocates to convert the unconscious behaviors into visible objects. It is a concept aimed to assimilate two contrary concepts. Fukasawa posited that “affordance,” a term he coined to explain his concept, is a means to let the design expound upon itself. The key strategy is to put conscious thought into the design, yet, to realize the design’s unconscious utilization that will bring tremendous psychological satisfaction to its users.



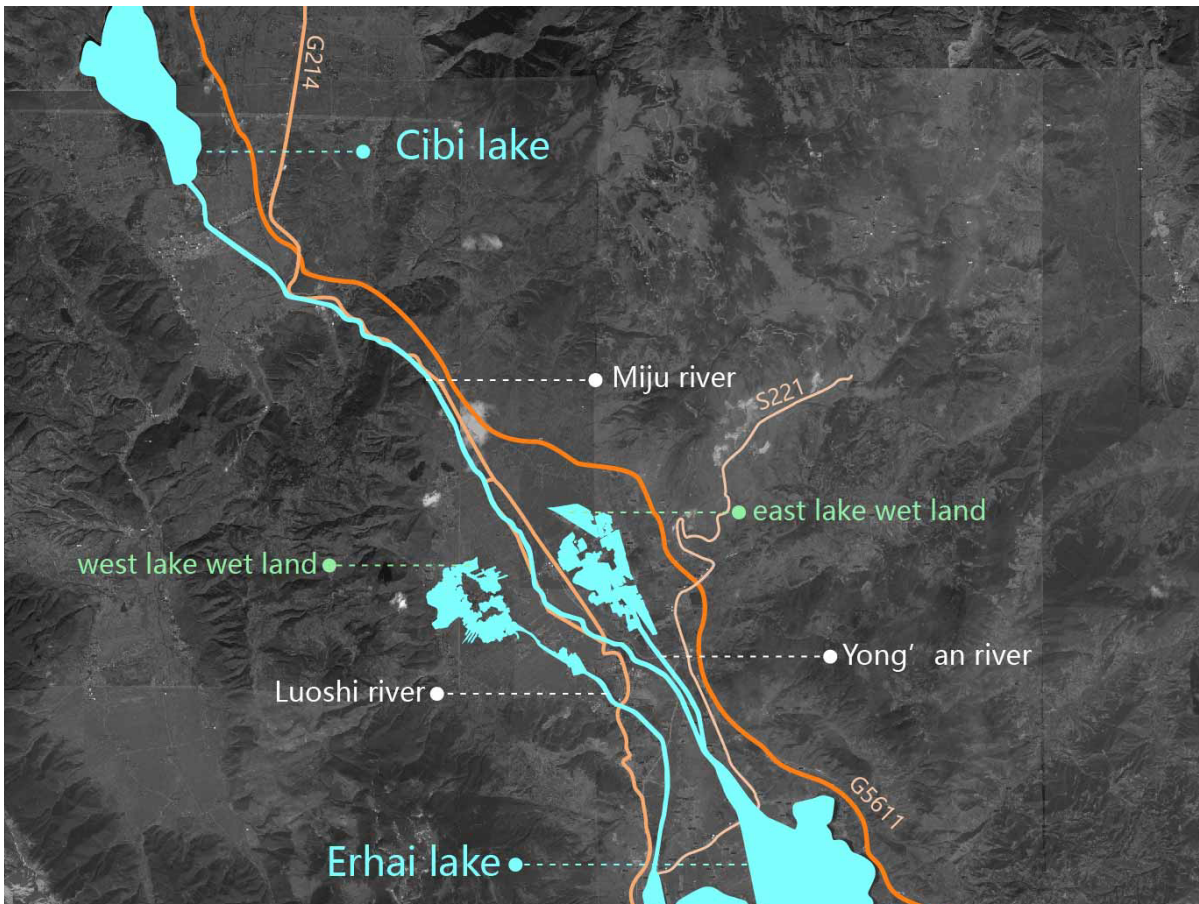
DESIGN IS NOT A SKILL, IT IS INSTINCTION.

# SITE

## Administrative Division of China: Nation > Province > City > County > District









## HISTORY

NANZHAO KINGDOM (629-909)

CAPITAL: DALI CITY



DALI KINGDOM (928-1253)

CAPITAL: DALI CITY

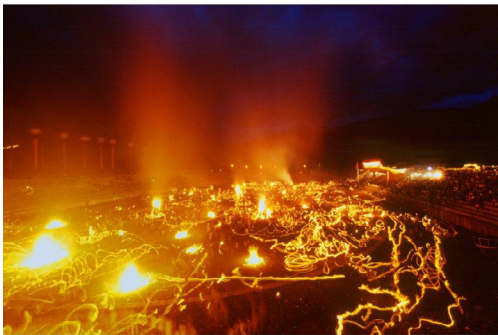


# CULTURE

BAI NATIONALITY



TORCH FESTIVAL



MARCH STREET



THREE TEMPLE RAMBLE



BUTTERFLY PARTY



SONG FESTIVAL



THE MAIN FESTIVAL



# LOCAL FEATURES

BAI STYLE OF COOKING



LUOPING MOUNTAIN CHAIN



BAI RESIDENTIAL



MIJU RIVER



ERHAI LAKE



ADMINISTRATIVE TOWN REGION  
30243.00 HA. (74732.08AC.)

LAND FOR CONSTRUCTION  
1770.20 HA. (4374.26AC.)

NON-CONSTRUCTION LAND  
28472.80HA. (70357.82AC.)

URBAN CONSTRUCTION LAND  
510.05HA. (1260.36AC.)

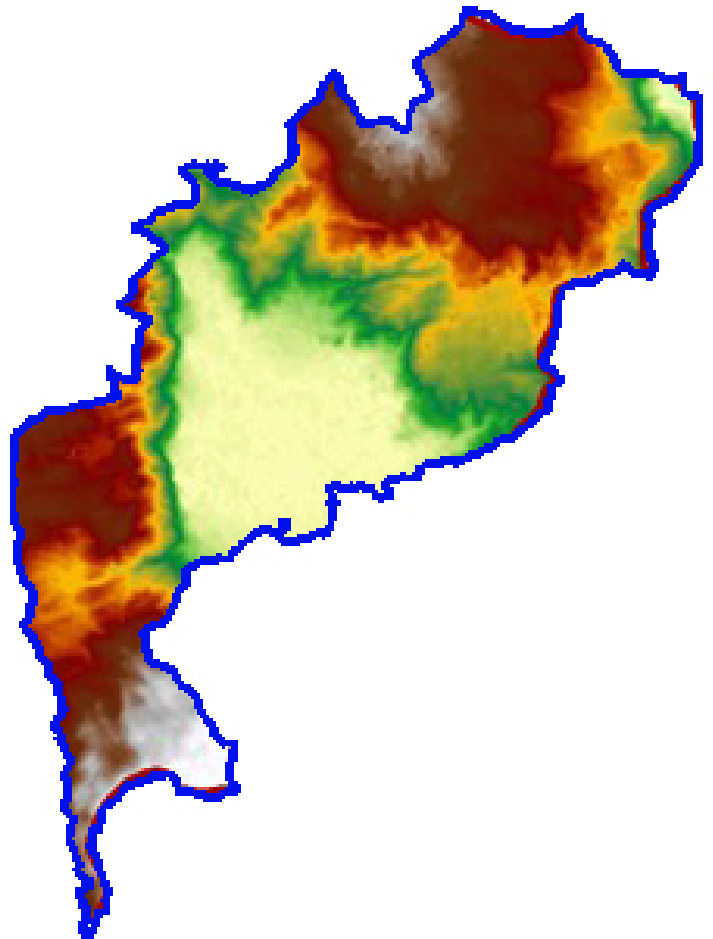
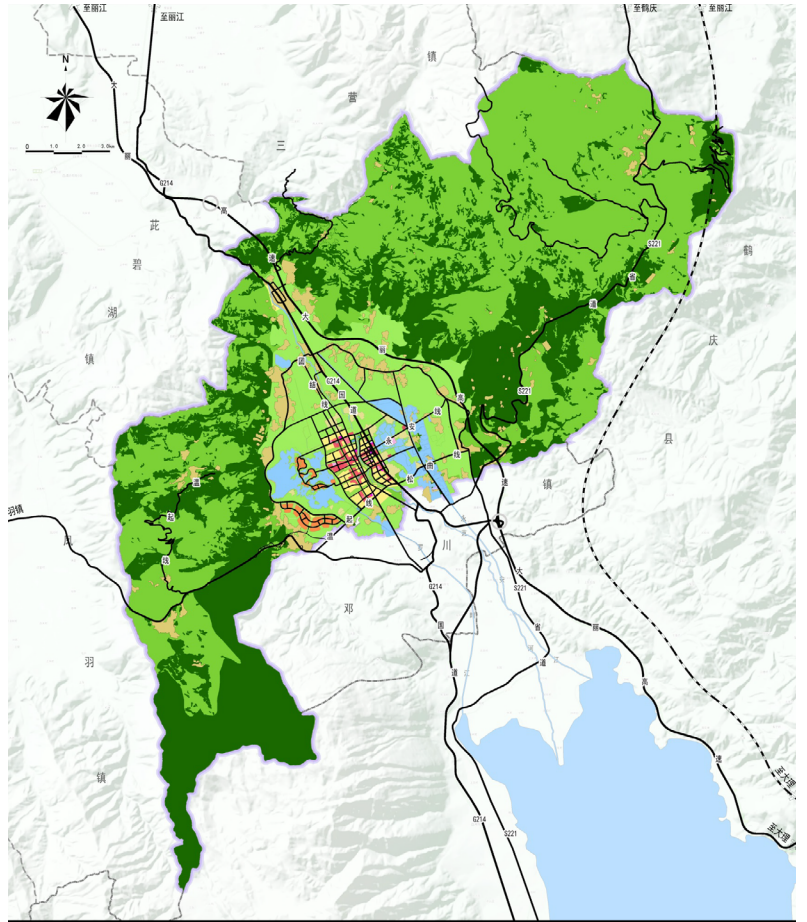
RURAL CONSTRUCTION LAND  
898.95HA. (2221.35AC.)

TRANSPORT FACILITIES  
127.23HA. (314.29AC.)








POPULATION  
57597

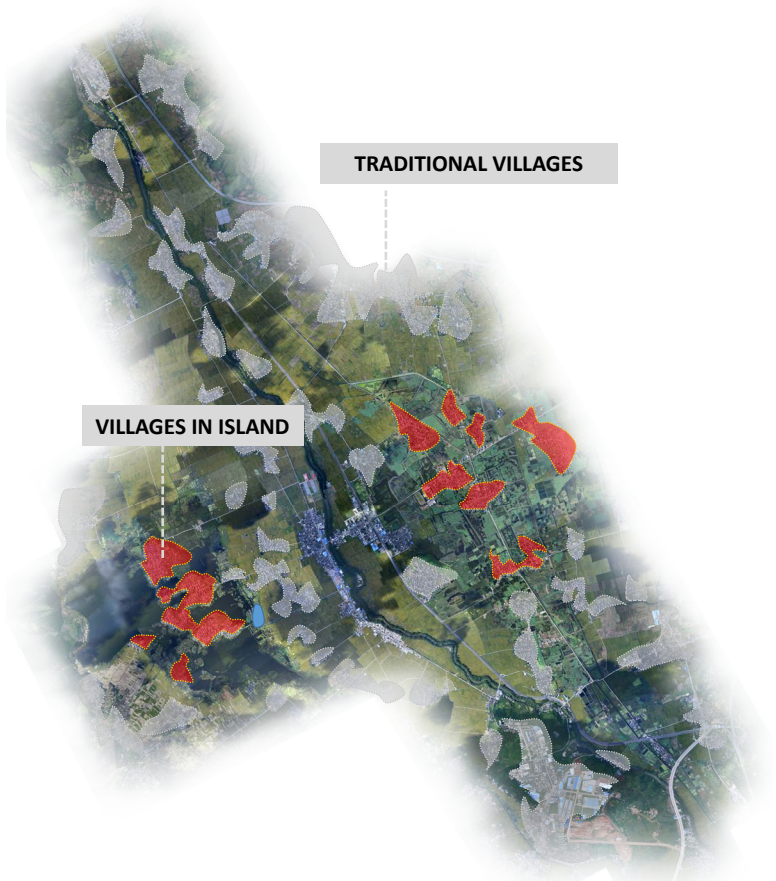
DAM ABARRAGE AREA: 30%

MONTAIN AREA: 70%

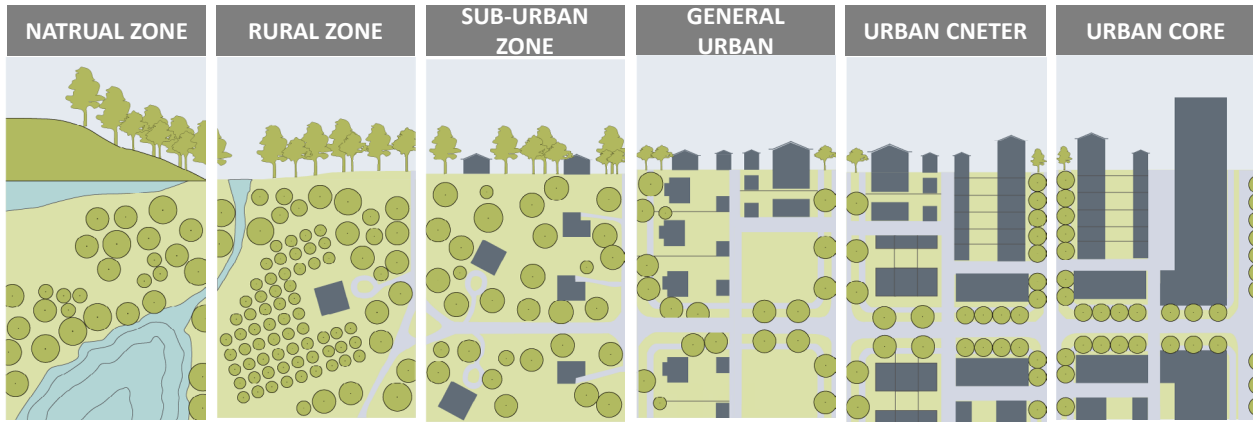


# URBAN STRATEGY

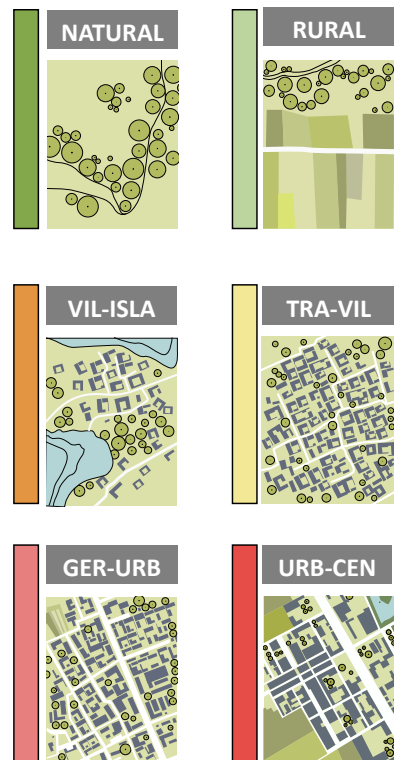
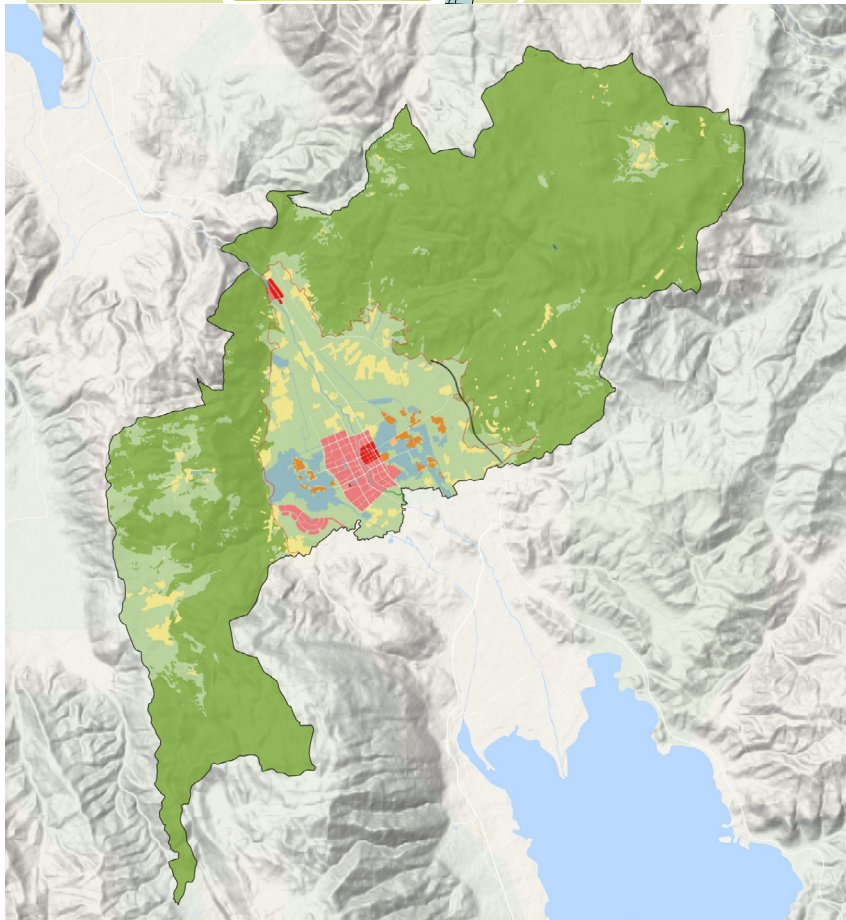
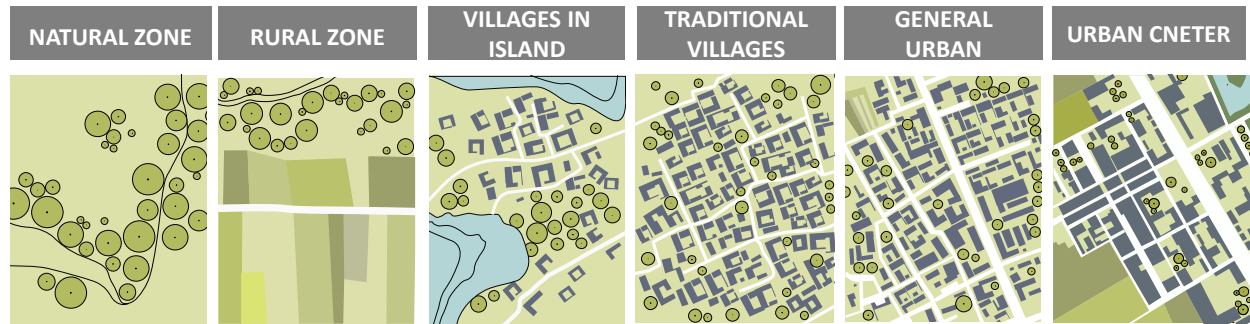
VILLAGES IN ISLAND	TRADITIONAL VILLAGES	OLD TOWN NEIGHBORHOODS	NEW TOWN NEIGHBORHOODS
<p><b>STREET PATTERN</b></p> 			
<p><b>BUILDING PATTERN</b></p> 			
<p>Located in the islands, <b>small neighborhoods</b>, road leading to lake</p>	<p><b>Densely street network</b>, small neighborhoods, curve streets</p>	<p>Between traditional villages and new town neighborhoods</p>	<p><b>Grid street network</b>, high intensity</p>



## TRANSECT PLANNING THEORY

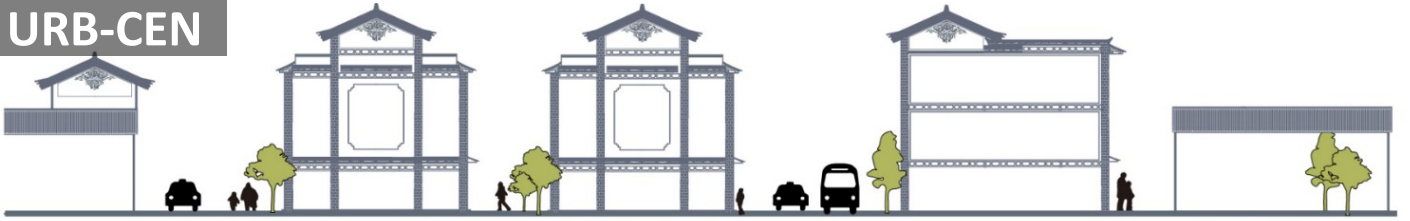


## THEORY APPLIED IN ERYUAN PROJECT





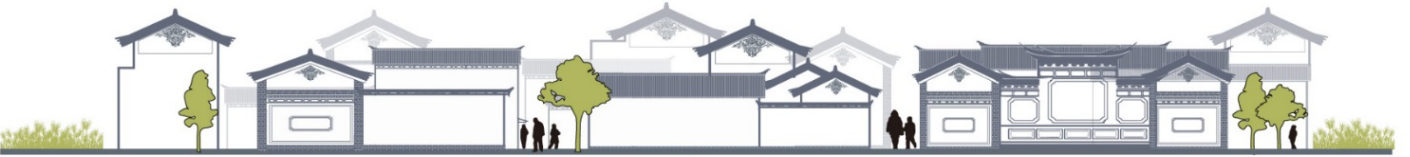
**URB-CEN**



**GEN-URB**



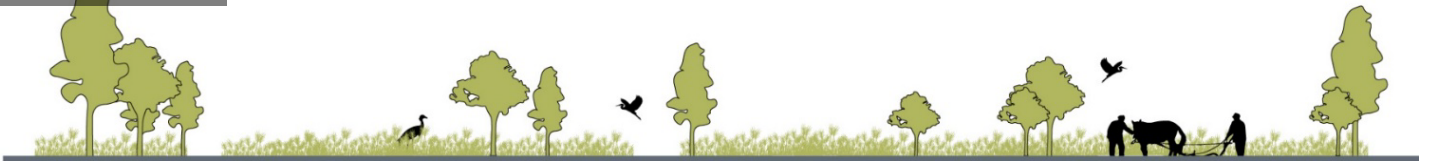
**TRA-VIL**



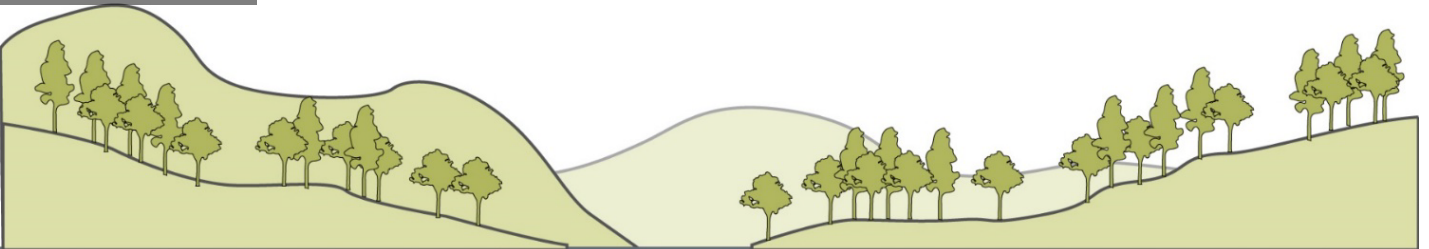
**VIL-ISL**

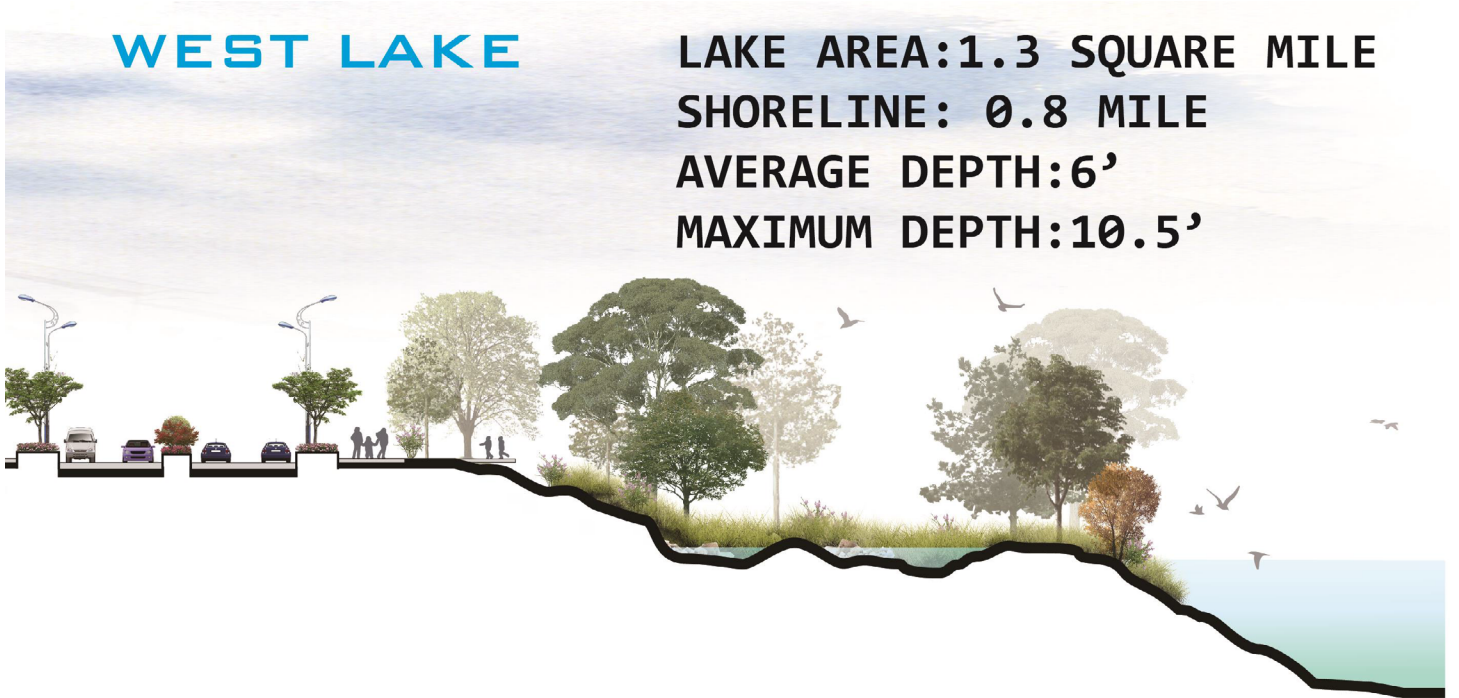
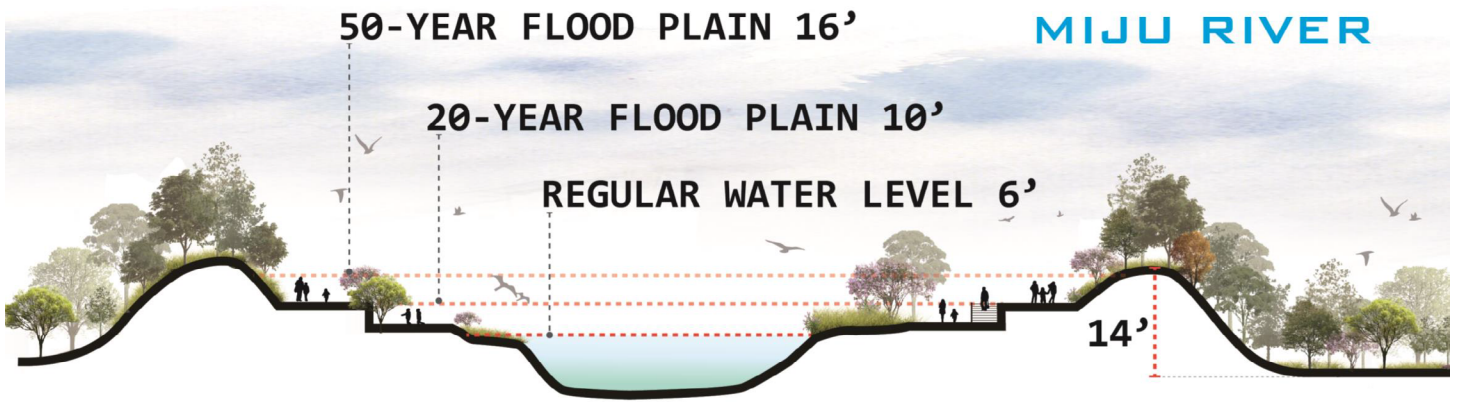


**RURAL**

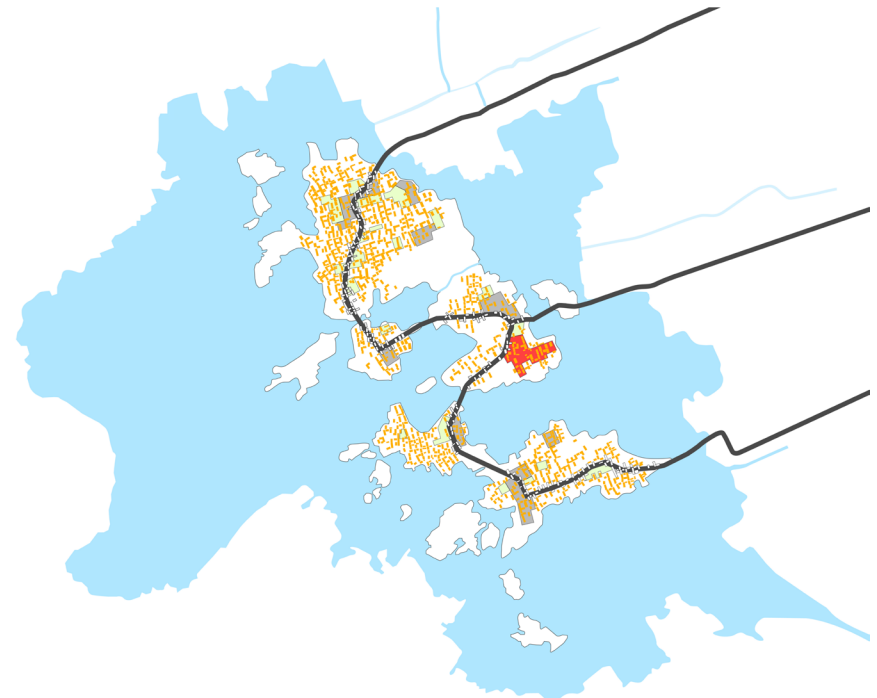
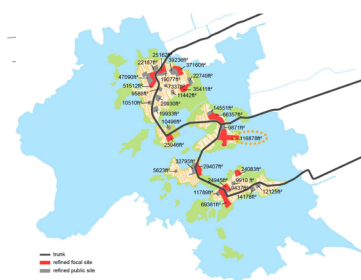
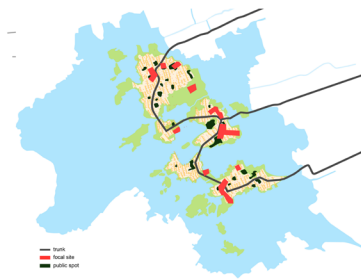
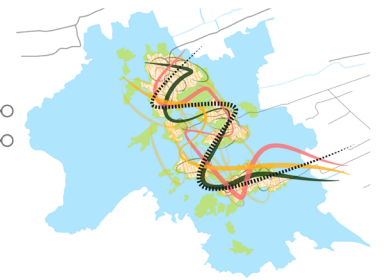
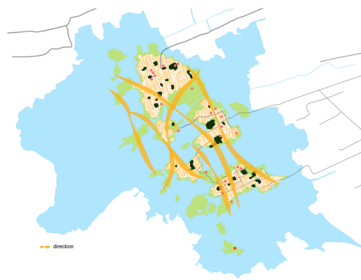
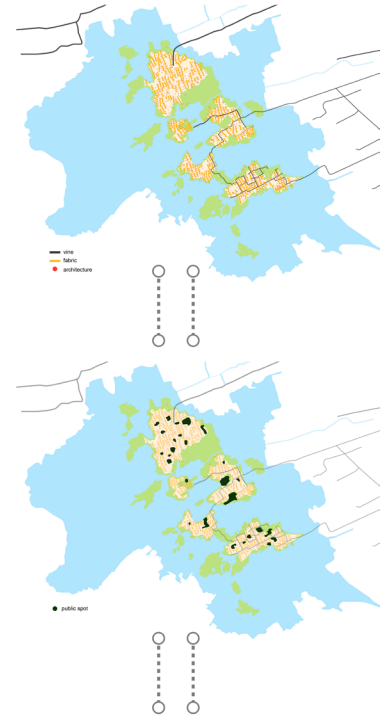
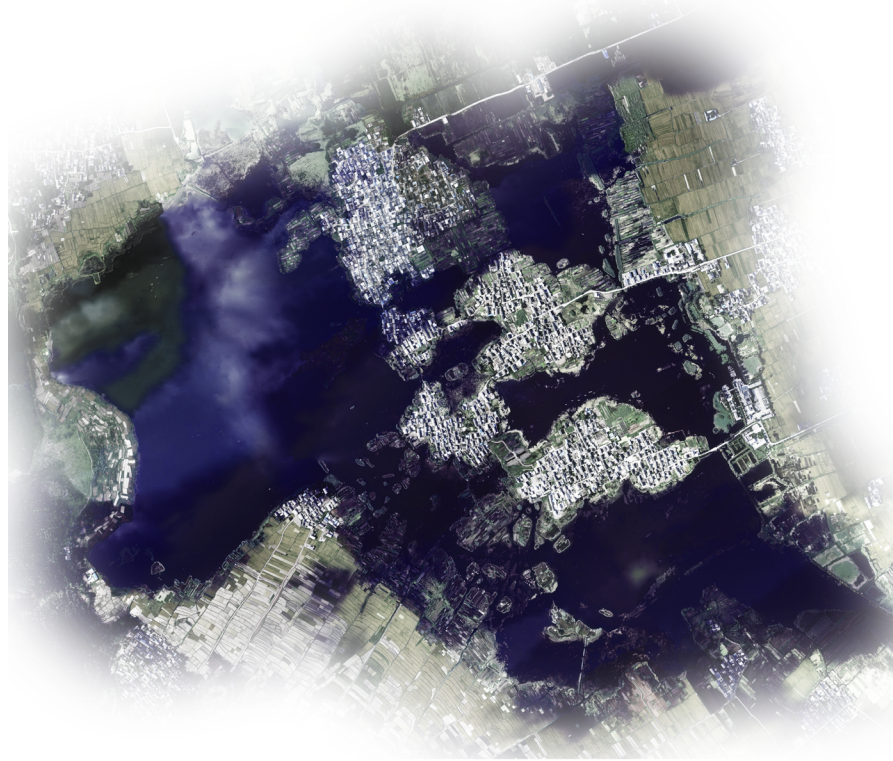


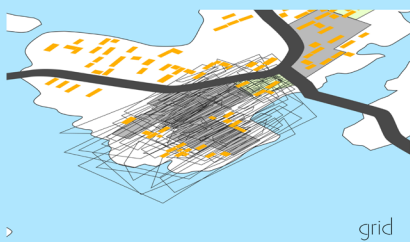
**NATURAL**



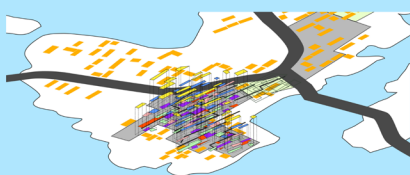
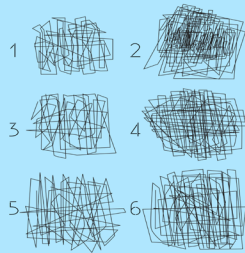


# REGIONAL DEVELOPMENT

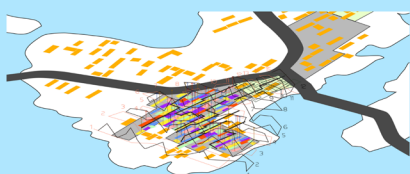
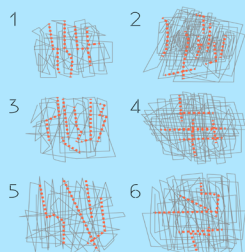




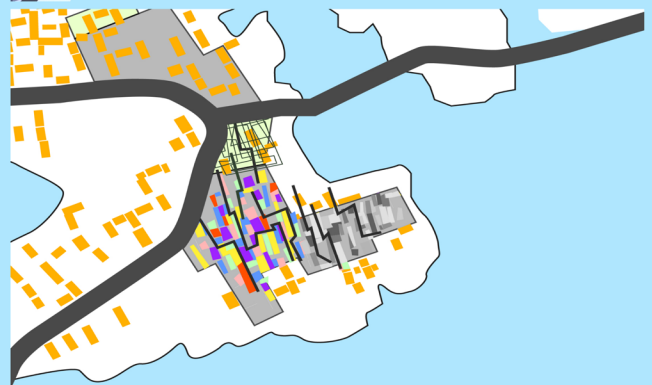
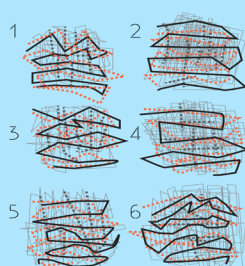
grid



extrusion



diversification

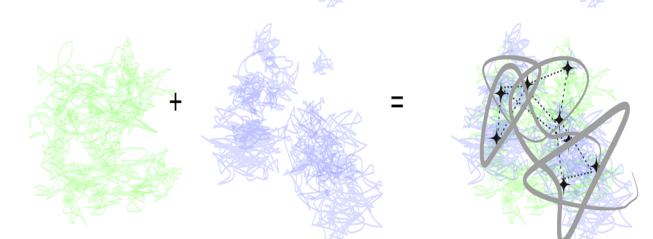
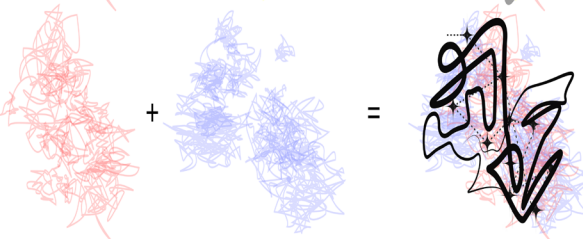
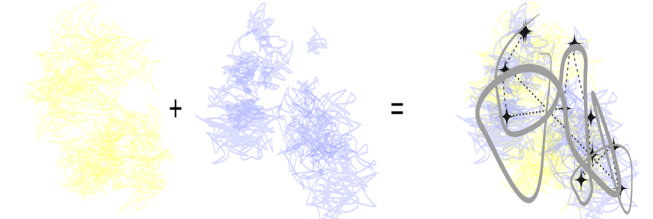
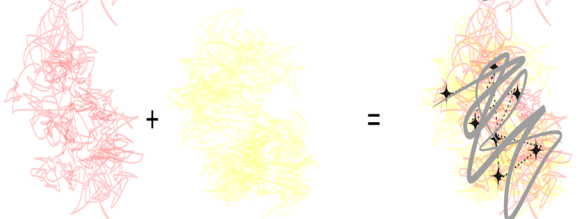
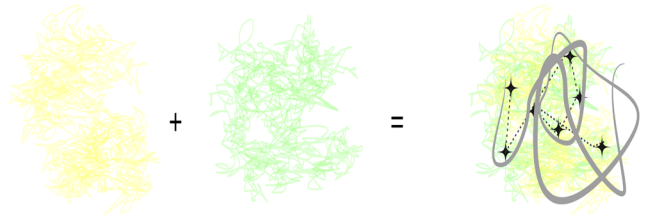
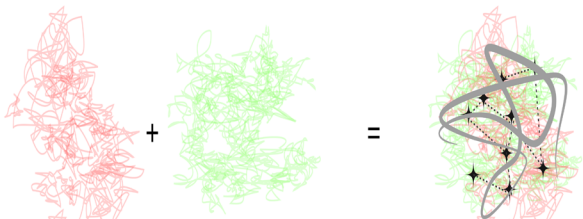
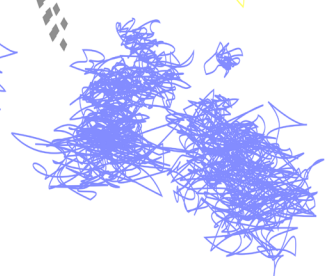
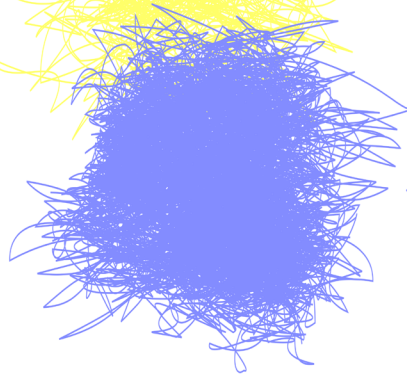
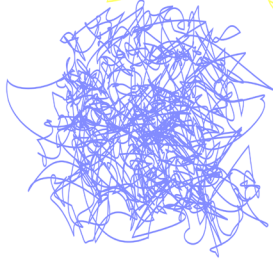
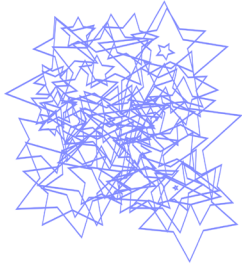
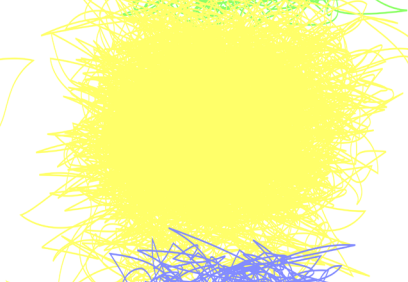
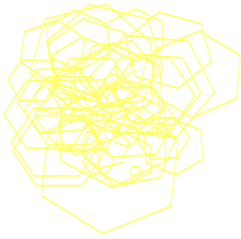
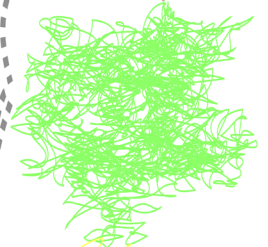
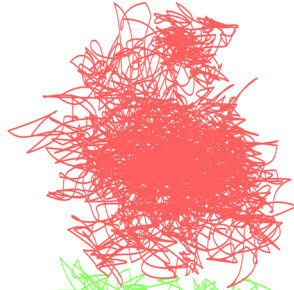
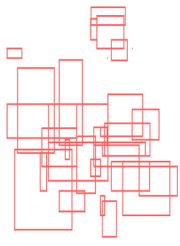


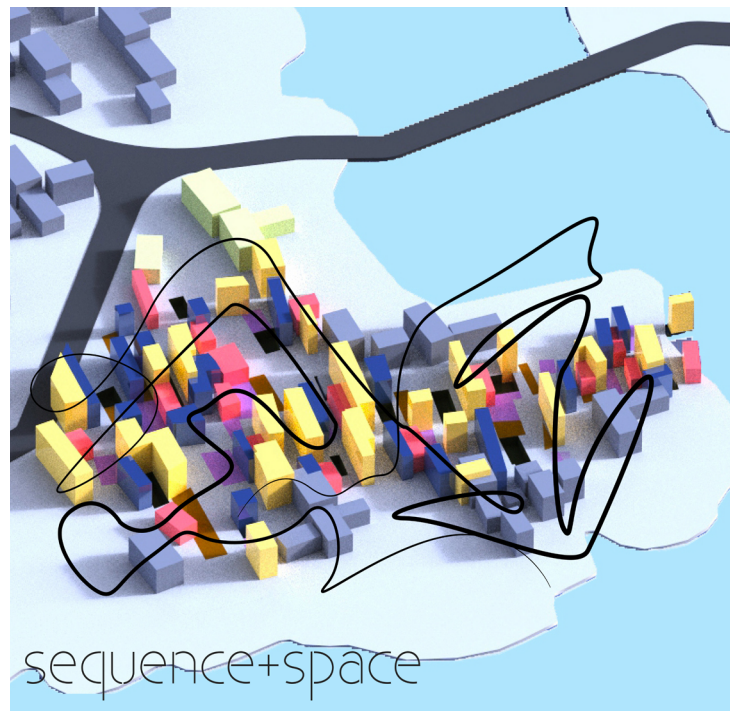
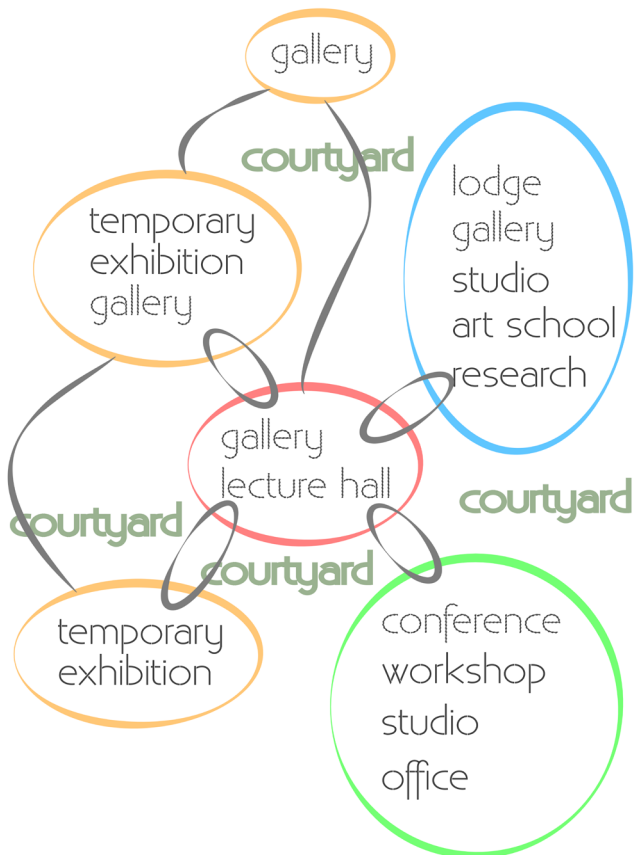
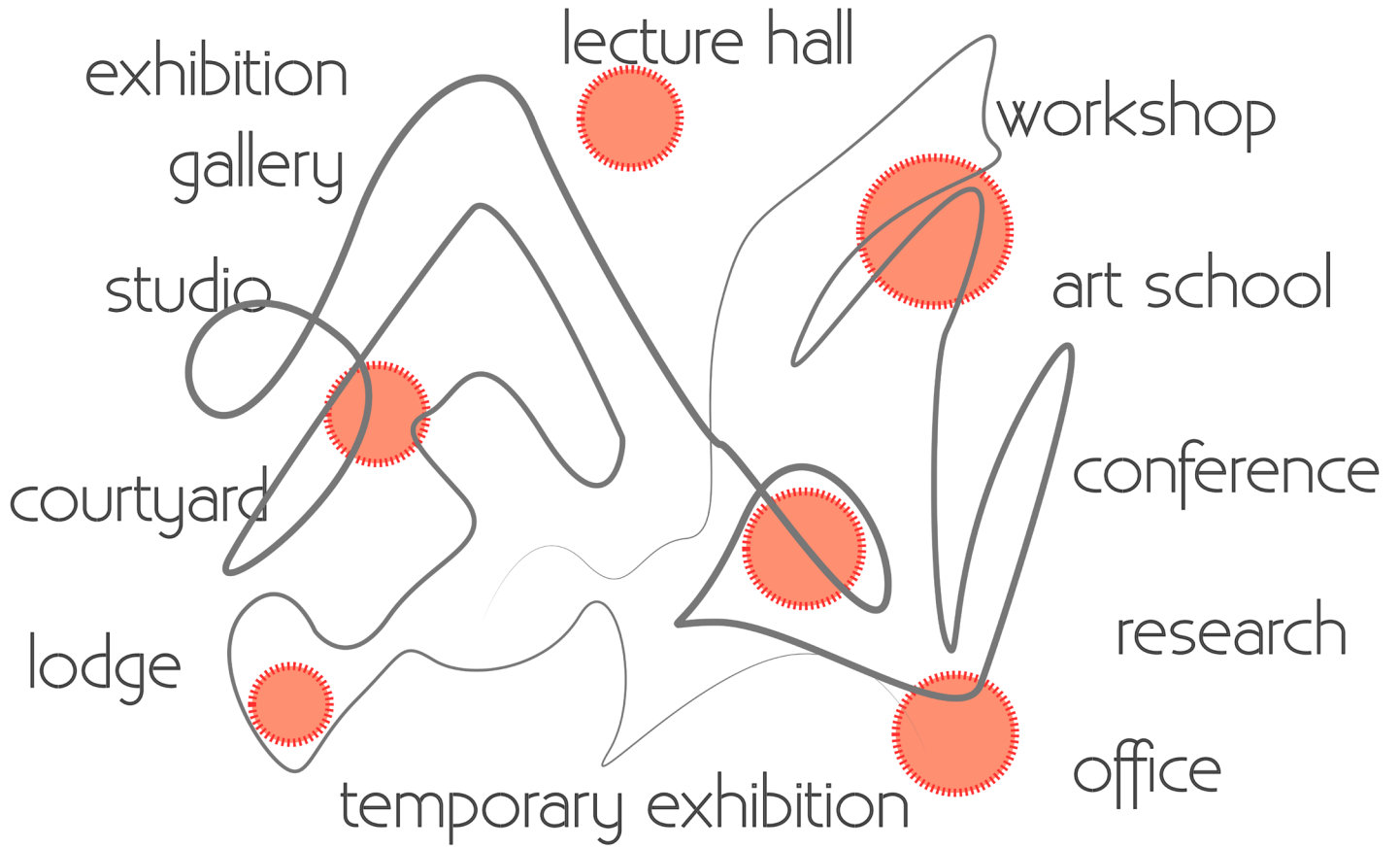
free drawing

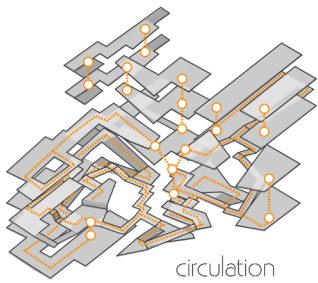
waving

expanding

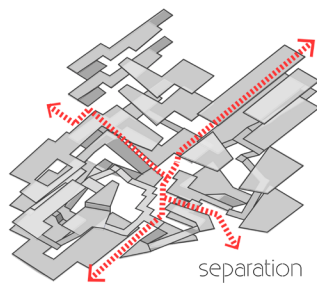
Random deduction







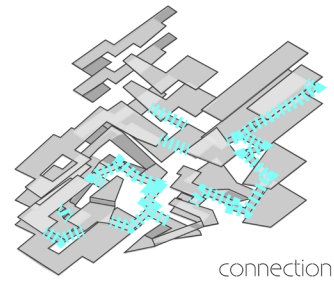
circulation



separation

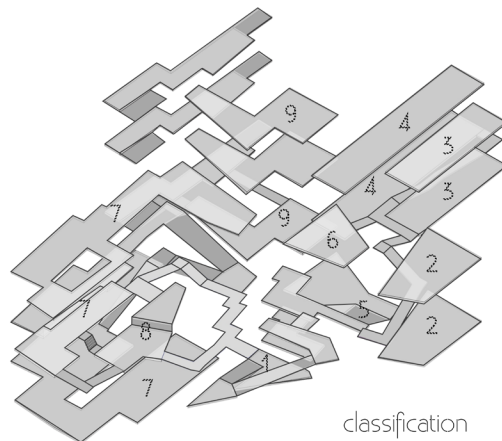


definition



connection

1. temporary exhibition  
main entrance
2. temporary exhibition
3. office  
research  
workshop
4. conference  
studio
5. lecture hall
6. gallery
7. exhibition
8. temporary exhibition
9. art school



classification

# DESIGN ITERATION







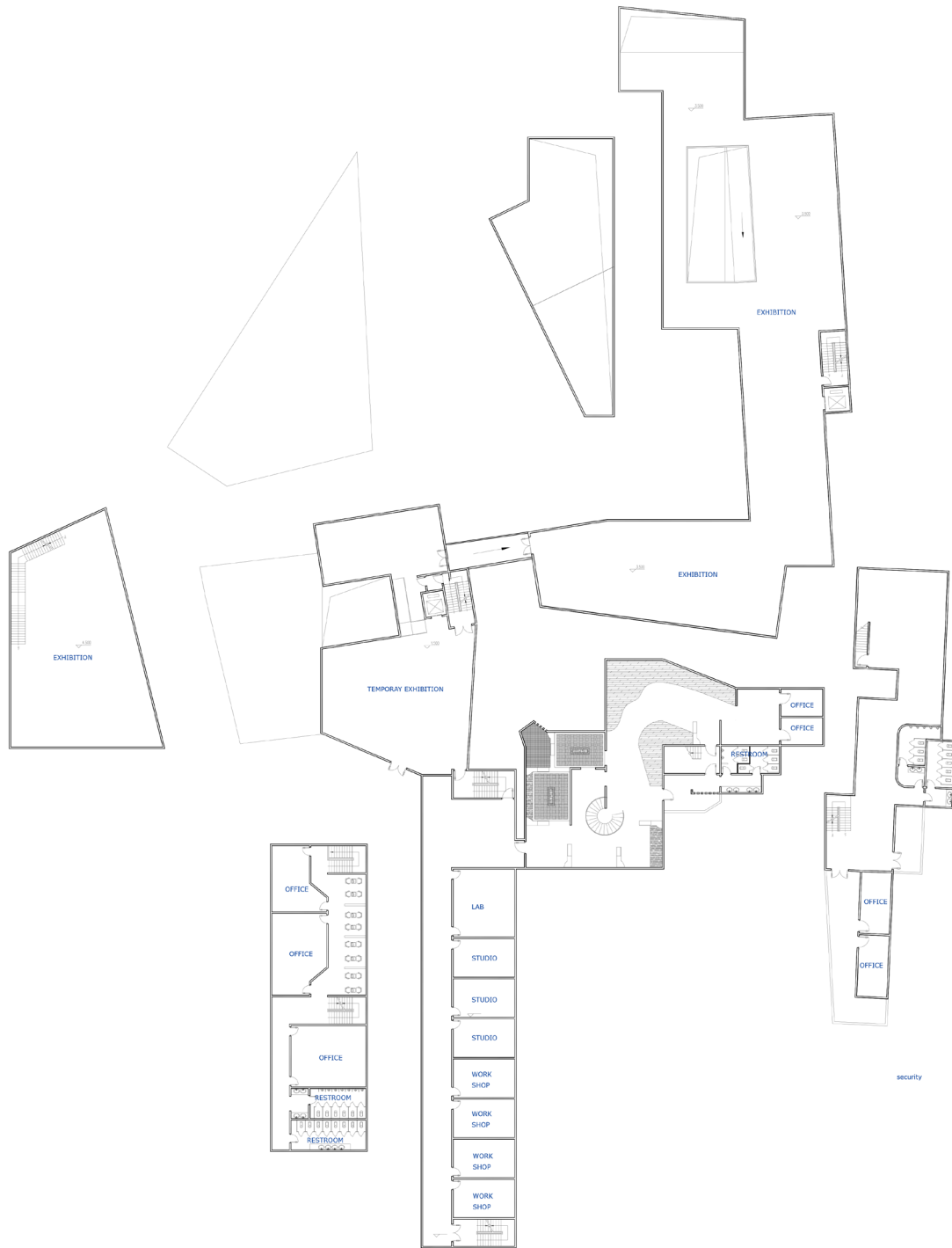
UNDER GROUND LEVEL

-3M~-5M



# GROUND LEVEL

-3M~2M



UPPER GROUND LEVEL  
 2M~5M

