

## A ROOM FOR IDEATION

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<b>Keywords</b>	Creativity, Precedents, Conceptual Design
<b>Category</b>	Introduction to Interior Design
<b>Type</b>	Studio Project
<b>Level</b>	Sophomore
<b>Duration</b>	4 Weeks
<b>Abstract</b>	For the final design project in the sophomore level studio, the class began with a blank page or canvas from which the plan and its design developed. Thoughts from the work of two great architects were explored in the process.
<b>Objectives</b>	<p>To continue the understanding of the plan through exercises dealing with such issues as: plan as collage, plan as movement, and plan as art;</p> <p>To experiment with the language of a plan, such as parti, hierarchy, regulating lines, order, and composition as well as the graphic delineation of a plan and section;</p> <p>To understand the three dimensions that go into the making of a room; and</p> <p>To assess what the students have learned in their first studio exposure to interior design.</p>
<b>Criteria</b>	Two notions that guided the process included, <i>"Ideation, the process of forming and relating ideas. Architecture comes from the making of a room. The room is the place of the mind,"</i> by Louis I. Kahn. The second notion is, <i>"A building is like a soap bubble. This bubble is perfect and harmonious as if the breath has been evenly distributed and regulated from the inside. The exterior is the result of an interior."</i> by Le Corbusier.
<b>Process</b>	Students were asked to create a room for employee(s) to get away from their offices and into an environment that could enhance their creative mind. The space could not be any larger than 400 square feet and the ceiling height was a standard nine feet. The furnishing of the space was the student's decision and related to the overall design concept.

Students developed a user's program for use of this room, for example, seating, table or writing surface, lighting, etc. They next presented a conceptual sketch for their idea. This was followed by design development and visits to local spaces, which are strong in form.

**Presentation** The presentation included the user program, model at 1/2" = 1'-0" scale, plan and section at same scale, and supporting materials such as finishes, color and furnishings.

**Evaluation** There were three separate grades for concept, design and presentation.

**Resources** Steelcase Corporate Development Center (publication).  
*Big Mac. The Unauthorized Story of McDonald's* by Max Boas and Steven Chain.  
*Interior Design Illustrated* by Francis Ching, especially pages 52-57 for programming.  
*Sketching Interior Architecture* by Norman Diekman.  
*Getting Good Ideas* by Kurt Hanks.  
"Space Engineering" by Micheal Kalil in *Interiors*. Nov. 1981, pages 84-89.

**Documentation** Model Room for Ideation.

