

hamster



- 1 Brainstorming**
- 2 Définir les lignes directrices**
- 3 Réfléchir sur l'expérience**
- 4 Établir une stratégie de communication**
- 5 Communiquer les idées**

**1**

**Brainstorming**

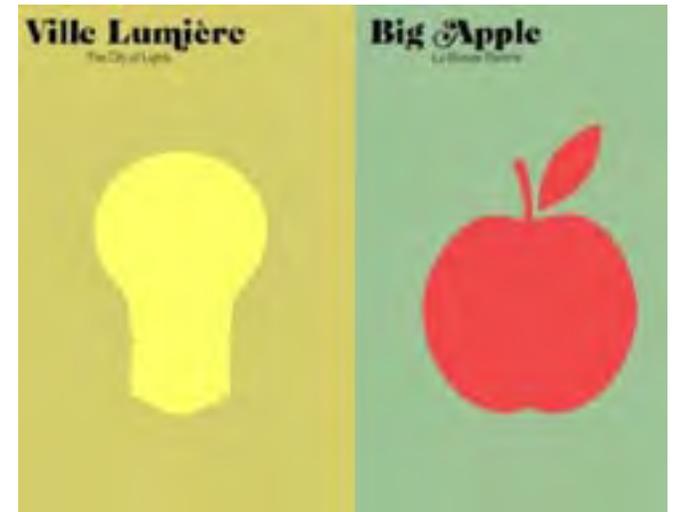
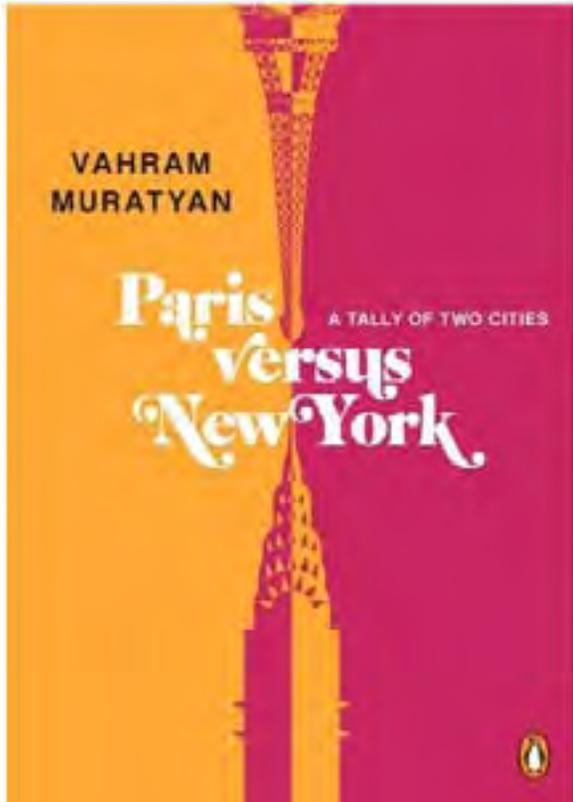
**Qu'est-ce qu'un  
bâtiment iconique?**

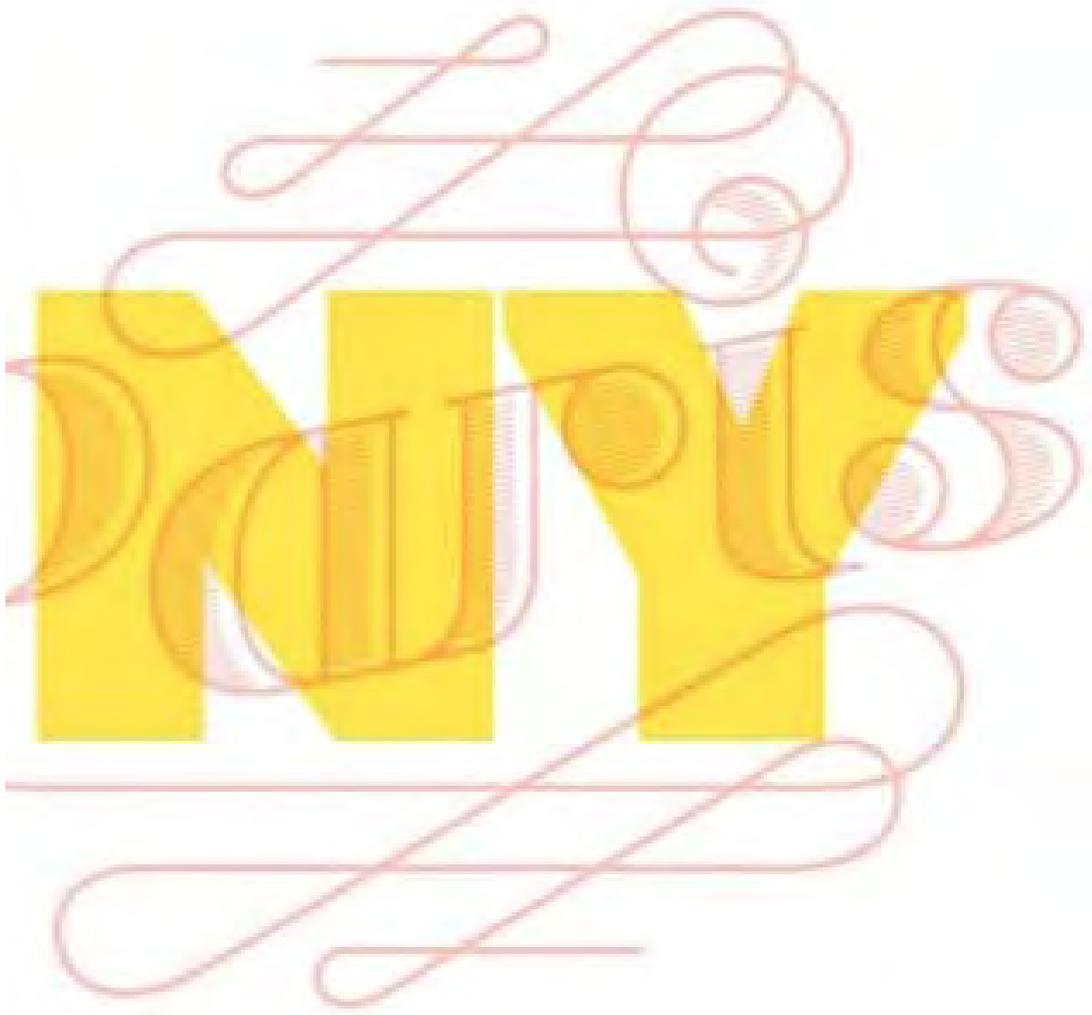
**Quels sont les éléments  
distinctifs de la ville et du site?**

**Qui est l'utilisateur type  
(le client potentiel)?**

**Quels sont les besoins et  
les désirs de l'utilisateur?**

**Quelle est l'offre  
du marché actuel?**



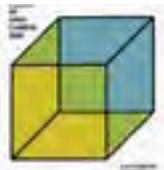
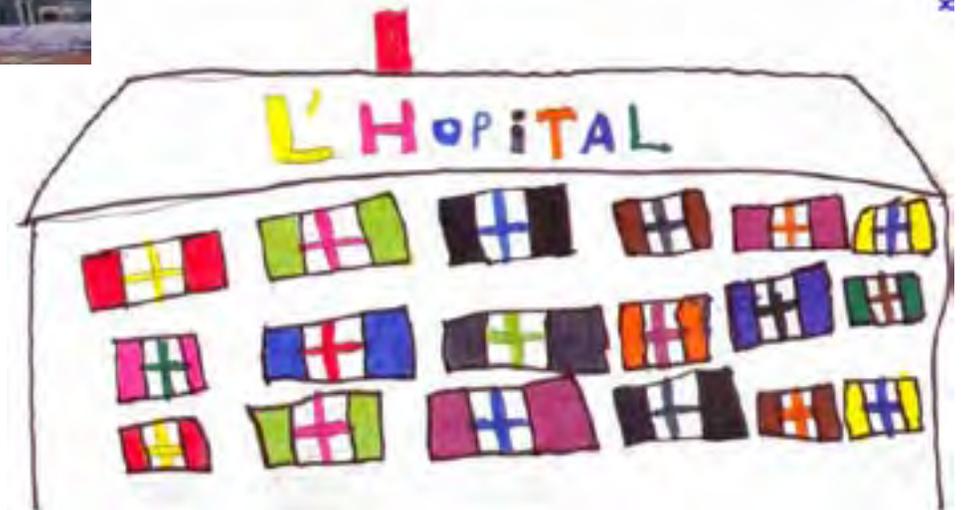
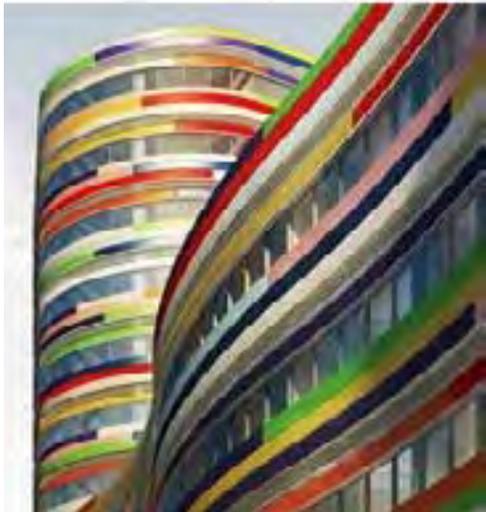
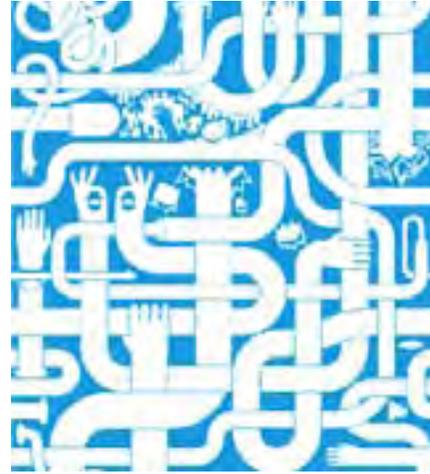




**2**

**Définir  
les lignes  
directrices**

# Créer un «mood board»



## Architecture

<http://www.todayandtomorrow.net/>  
<http://www.dezeen.com/>  
<http://www.triangulationblog.com/>  
<http://www.patternity.co.uk/>  
[http://www.architizer.com/en\\_us/](http://www.architizer.com/en_us/)  
<http://www.contemporist.com/>  
<http://news.architecture.sk/feed>  
<http://spacecollective.org/projects/>  
<http://www.yatzer.com/>  
<http://www.kollektif.net/>  
<http://openbuildings.com/>  
<http://www.thecoolhunter.net/>  
<http://www.booooooom.com/>  
<http://www.architectural-review.com/buildings/>  
<http://bumbubum.me/>  
<http://www.archdaily.com/>

## Design graphique

<http://manystuff.org>  
<http://www.cpluv.com/>  
<http://www.qbn.com/>  
<http://ffffound.com/>  
<http://typojungle.net/t-w-o/>  
<http://www.itsnicethat.com/>  
<http://www.typographyserverd.com/>  
<http://www.behance.net/>  
<http://www.designiskinky.net/>  
<http://designyoutrust.com/>

**3**

**Réfléchir sur  
l'expérience**

# La signalétique

**Dans un livre,  
la ponctuation  
constitue un repère  
signalétique qui  
oriente le lecteur.**







# DRY OFF









Banner  
Banner

Motion

Flat Sign

TEMPORARY  
WINDOW  
SIGN

BLADE  
VERTICAL

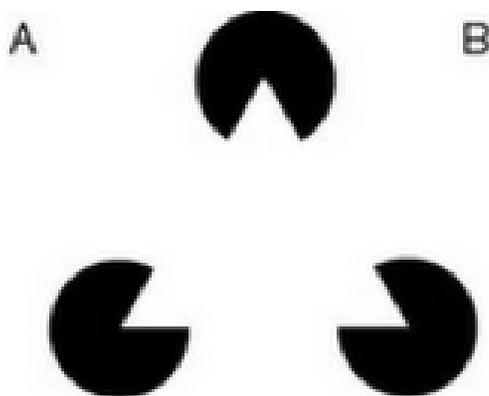
HORIZONTAL  
BLADE

WINDOW  
SIGN

Big  
Store  
Sign

AWNING SIGN

# Réflexions sur le site



**FedEx**®

**BRAND  
UNION**

**4**

# Établir une stratégie de communication

La reconnaissance  
par le système

**Nom du projet**

**Logo / logotype**

**Typographie**

**Couleurs**

**Icônes / pictogrammes / flèches**

**Matériaux**

**Vidéos**

**Signalisation**

**Affiches**

**Site Web**

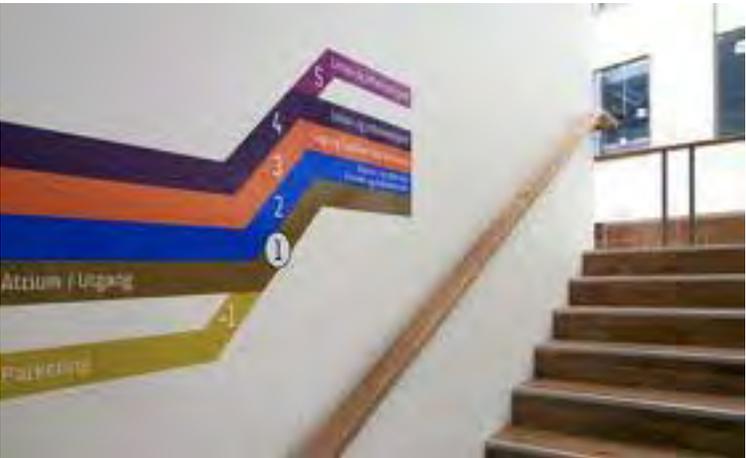
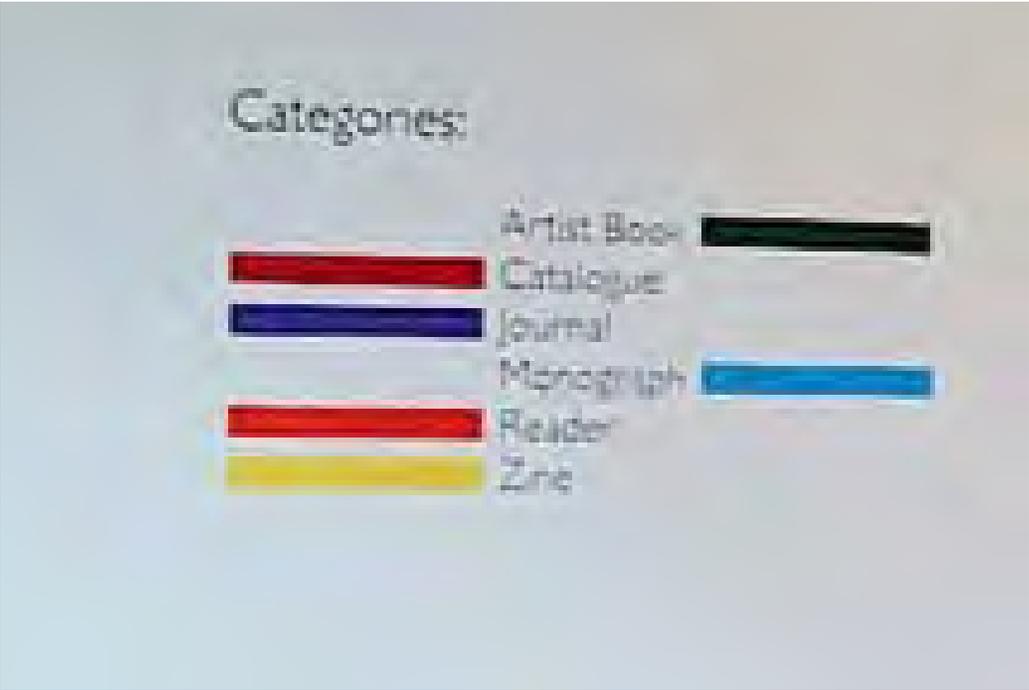
**Carte postale**

**Dépliant**

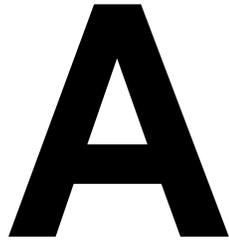
# Nom / logotype



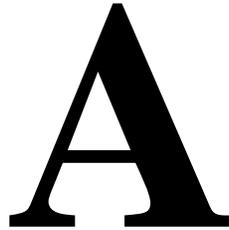
# Couleurs



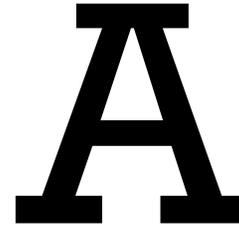
# Typographie



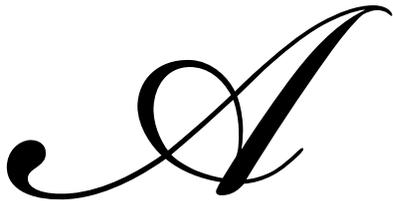
SANS-SÉRIFS



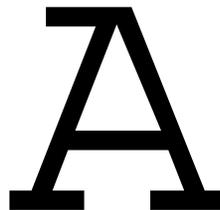
SÉRIFS



MÉCANES



SCRIPTS



MONOSPACE



DÉCORATIVE

# Typographie

SANS-SÉRIF, HELVETICA

**Neutre**

SÉRIF, TRAJAN

**INTEMPOREL**

SCRIPT, BELLO

*Quotidien*

SCRIPT ITALIQUE, AKKURAT

*En action*

SCRIPT, BASKERVILLE

« *Citation* »

SCRIPT, REGULAR

*Élegant*

MÉCANE, ROCKWELL

**Confirmé**

BLACK, LEVIATHAN

**Emphase**

CONDENSED, TRADE GOTHIC

**AUTORITÉ**

SÉRIF MODERNE, BODONI

**Glamour**

GÉOMÉTRIQUE, NEUTRA

**RETRO**

ROUNDED, GOTHAM ROUNDED

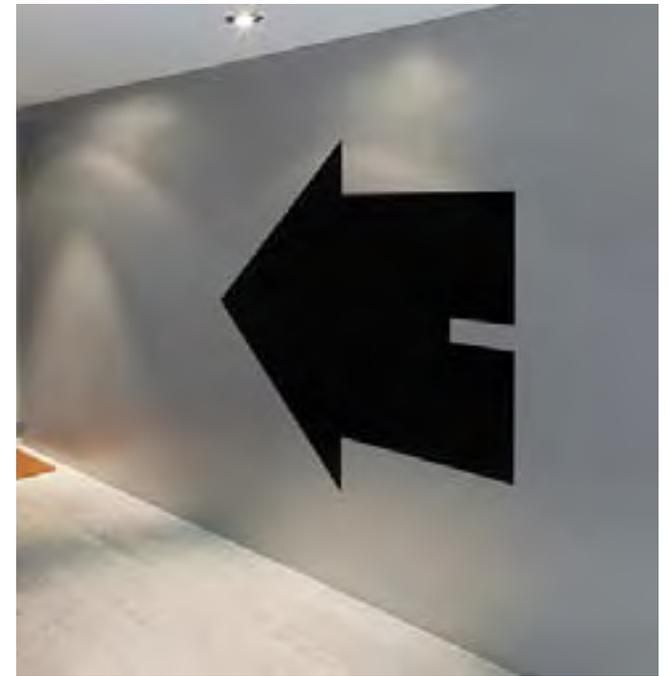
**facile à utiliser**

MONOSPACE, ORATOR

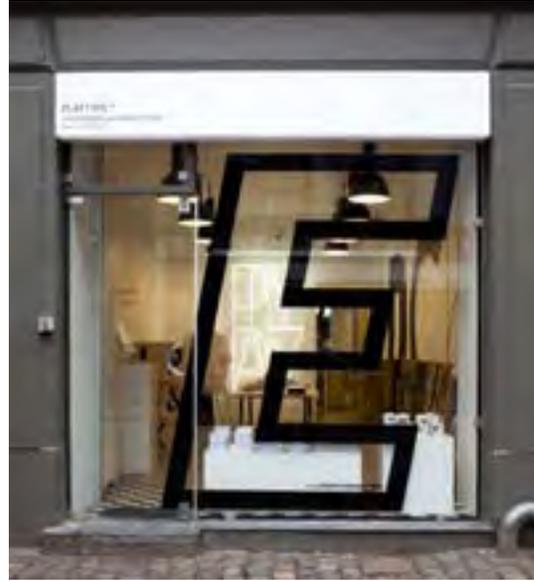
**CODE SOURCE**

**jamais!**

# Icônes



# Matériaux





# Systemes

Aéroport de Cologne  
Ruedi Baur  
Allemagne

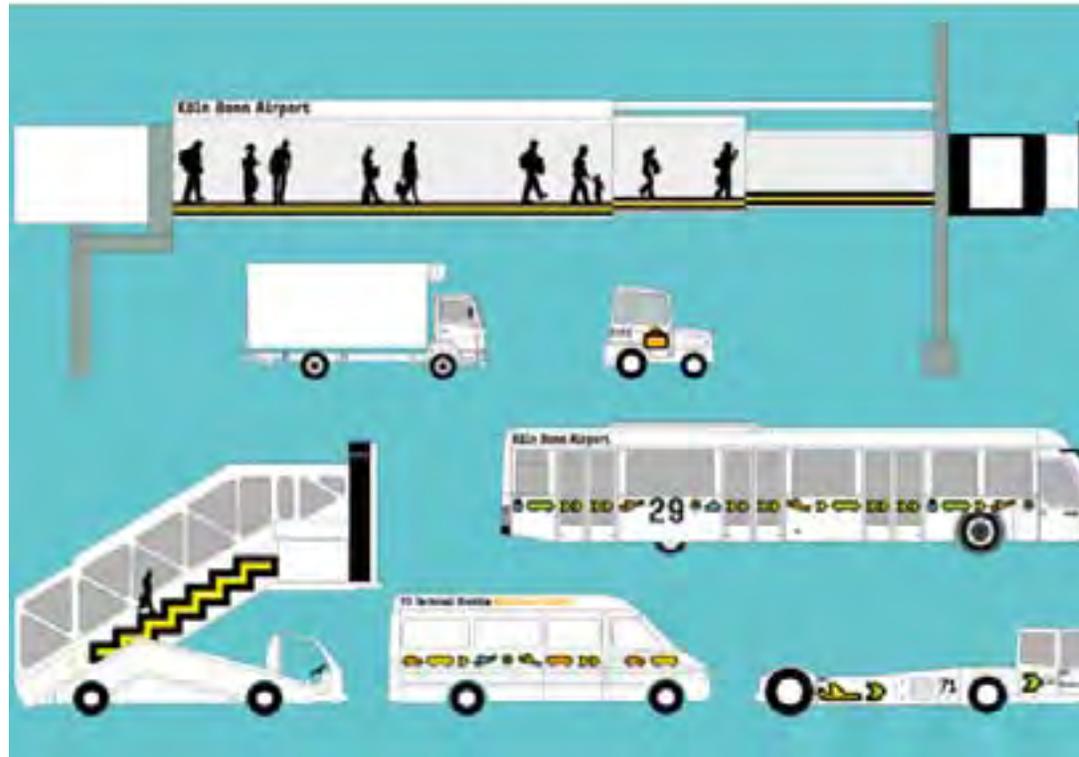
# Köln Bonn Airport



# Köln Bonn Airport



Simple-Köln-Bonn  
Gateway 14A  
G6H4



# Köln Bonn Airport **so simple**

Suche

EN NL



FLÜGE



PARKEN & ANREISE



AM AIRPORT



B2B



UNTERNEHMEN

## Anreise mit dem PKW

- Startseite
- Anreise mit dem PKW
- Parken
- Parkplatz-Reservierung
- Bus & Bahn
- Taxi
- Fahrrad & zu Fuß

Follow me...günstig parken

ab **25,-€**

pro Woche im Parkhaus 3 zum Frühbucher-Tarif bei einer Reservierung mind. 4 Wochen im Voraus

Nicht nur aus der Luft gut zu erreichen: Der Köln Bonn Airport. Er ist gut ans Verkehrsnetz angeschlossen und liegt nah an der Autobahn A59. Über die Abfahrt Flughafen gelangen Sie direkt zu den Terminals oder zu einem der Parkhäuser.

Vor Ort sind es jeweils nur ein paar Schritte zum Terminal, zum Check-in-Schalter und weiter zum Gate. Ein Flughafen der kurzen Wege.

**Für die Anreise mit dem Navi geben Sie bitte folgende Adresse ein:**  
Kennedystraße  
51147 Köln

**Back**

# Köln Bonn Airport

TERMINALWEGWEISER | TERMINAL GUIDE  
Stand: 25.06.2010

  
Köln Bonn Airport



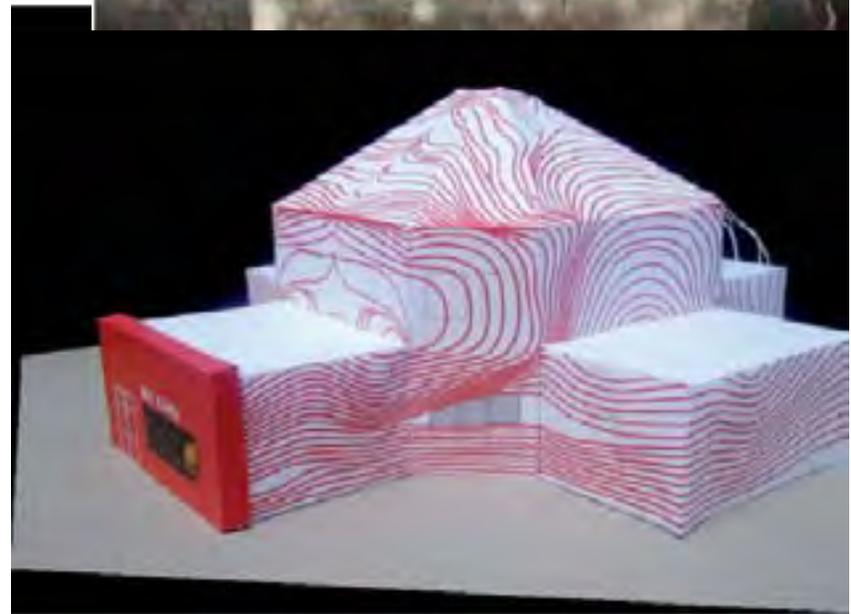
WIP Villette  
Ruedi Baur  
France

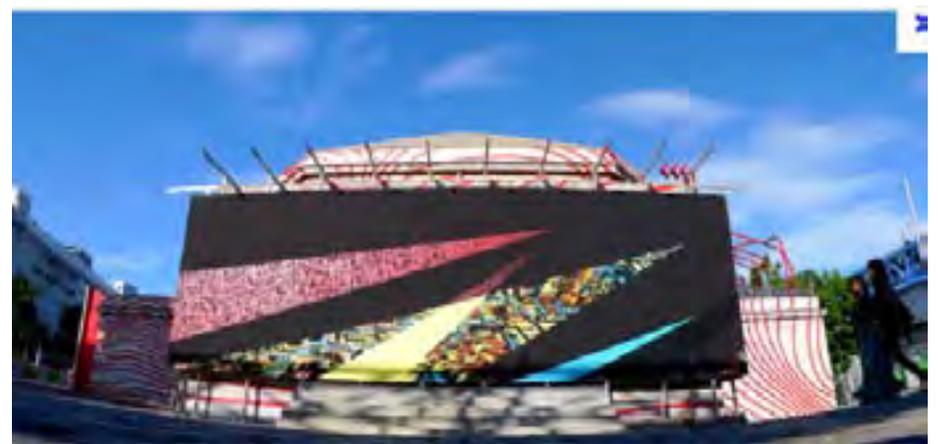


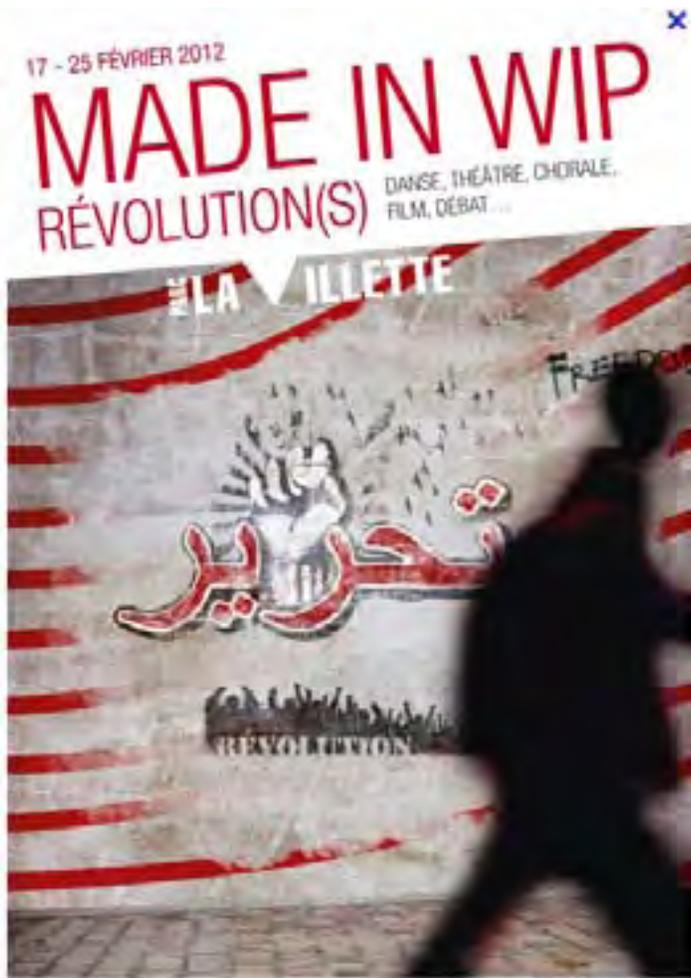


# WIP VILLETTE

Work In Progress..





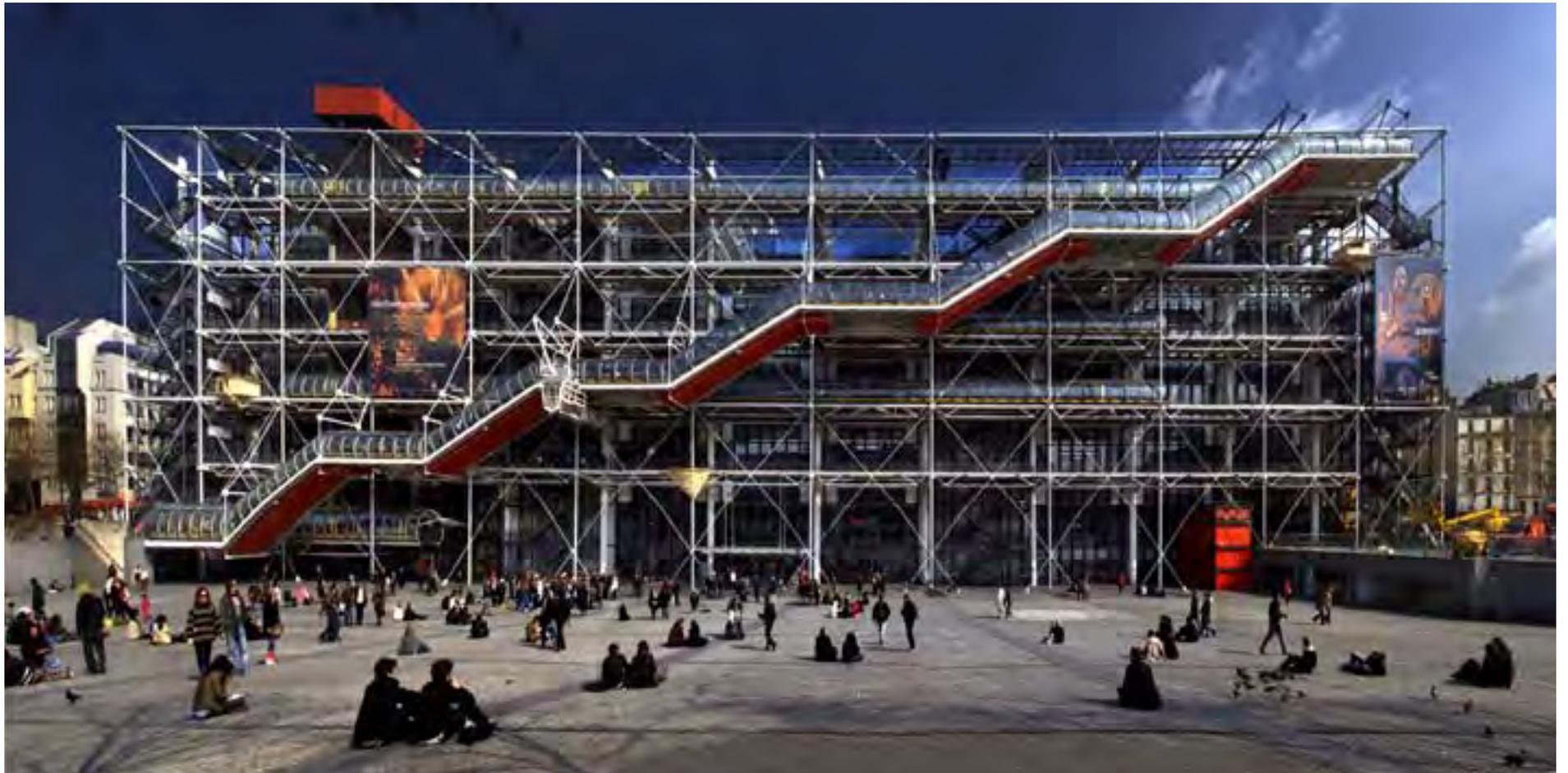




**Centre  
Pompidou**



# Centre Pompidou



DIN Engschrift

**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**

DIN Black

**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**

DIN Bold

**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**

DIN Medium

**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**

DIN Regular

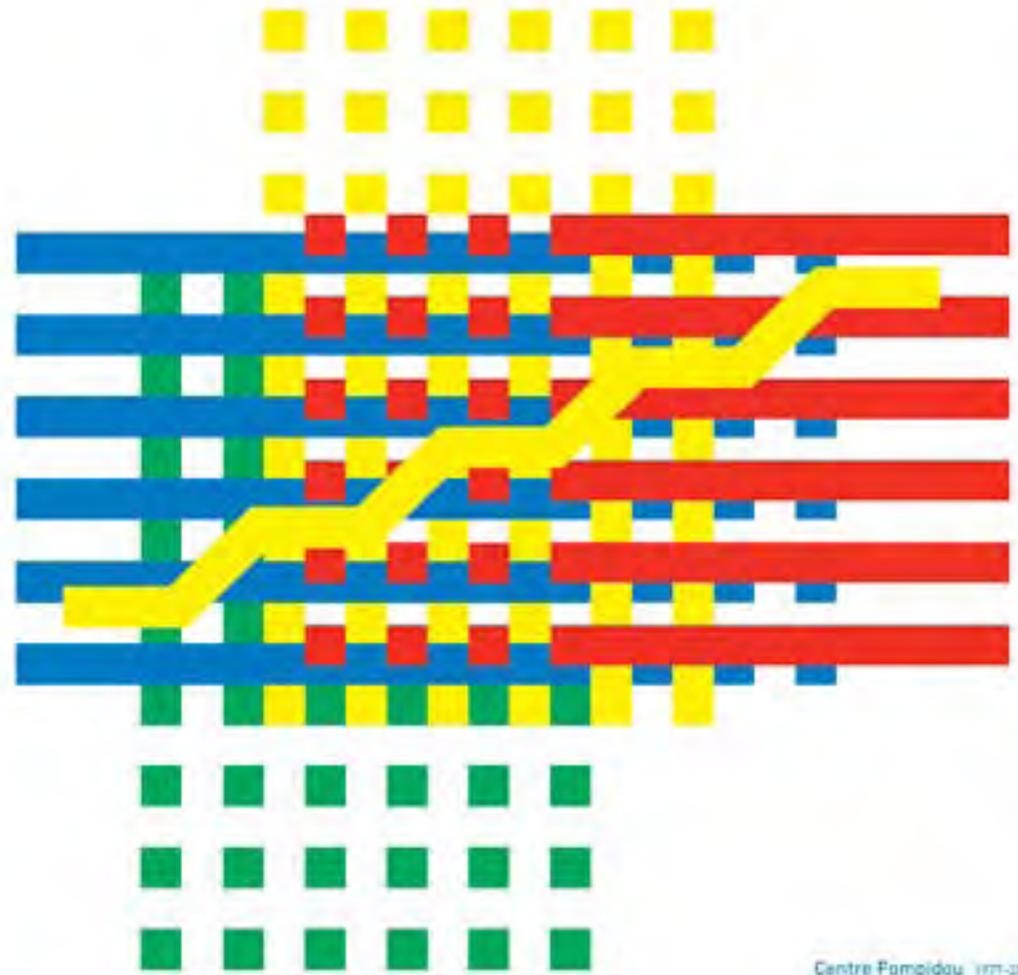
**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**

DIN Light

**ABCDEFGHIJKLMNO**  
**abcdefghijklmno 0123456**







**Un bâtiment iconique a  
une image forte qui permet  
une efficacité au niveau  
des possibilités de sa  
représentation graphique.**

**Ce que  
l'on attend  
de vous:**

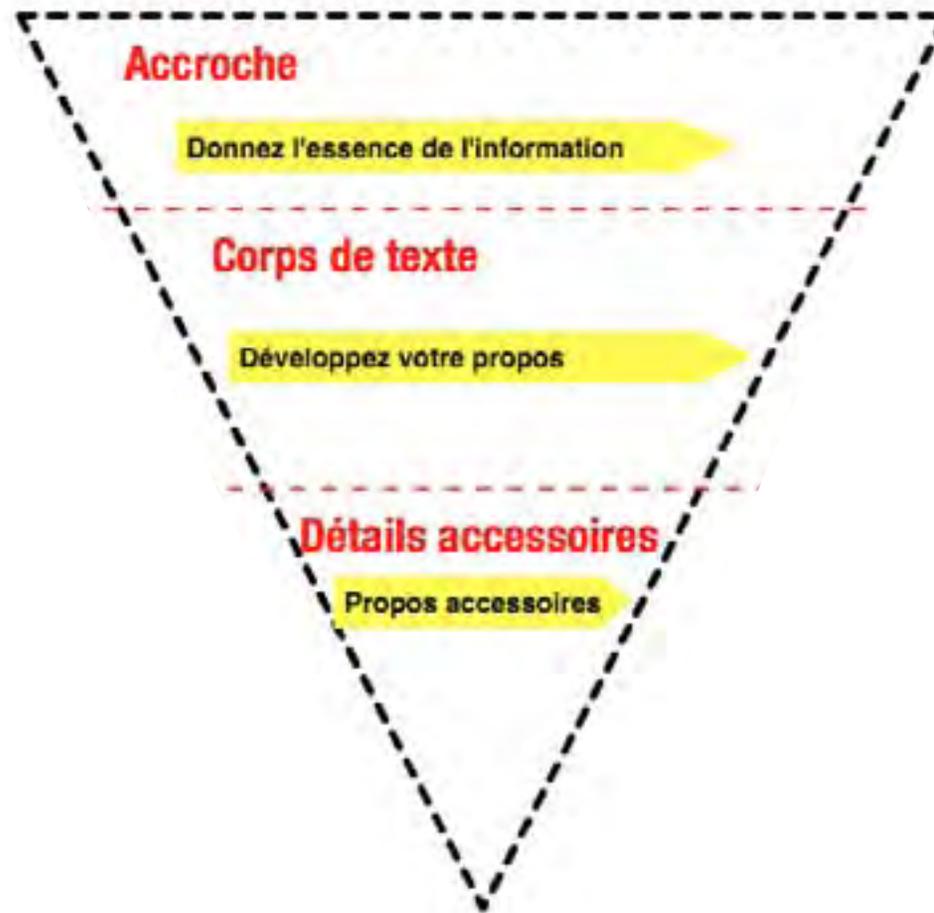
**Nom du projet  
Logo / logotype  
Choix typographique  
Carte postale (5"x7")**

**Planches (format A1)**

**5**

**Communiquer  
les idées**

# Hiérarchie de l'information



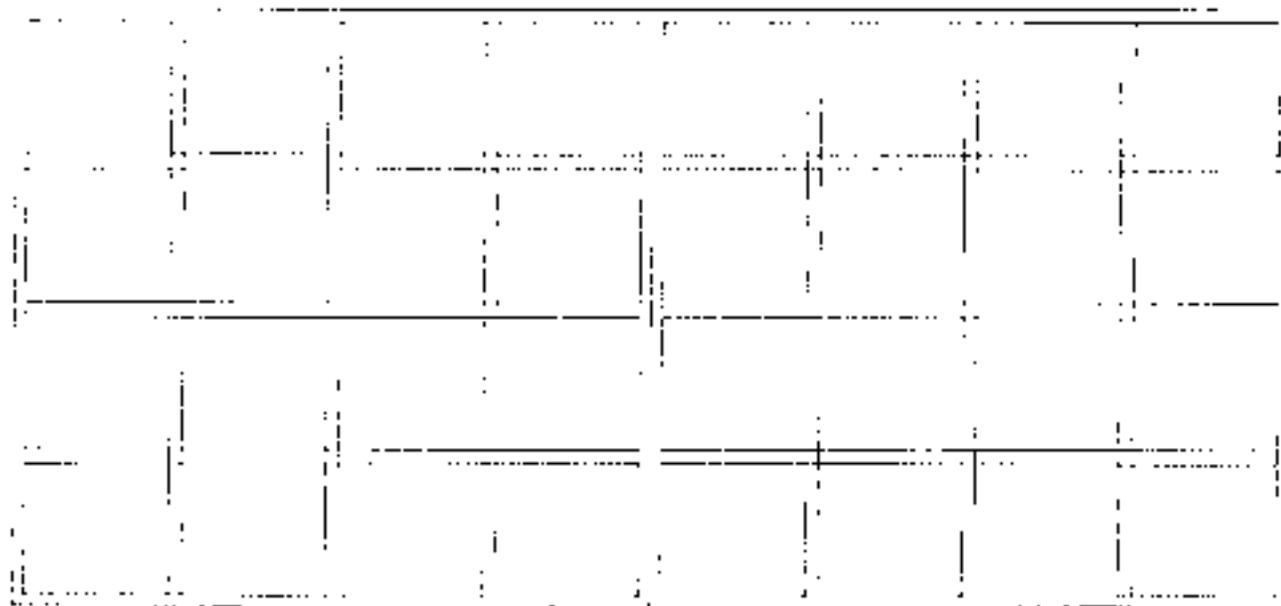
# Grille

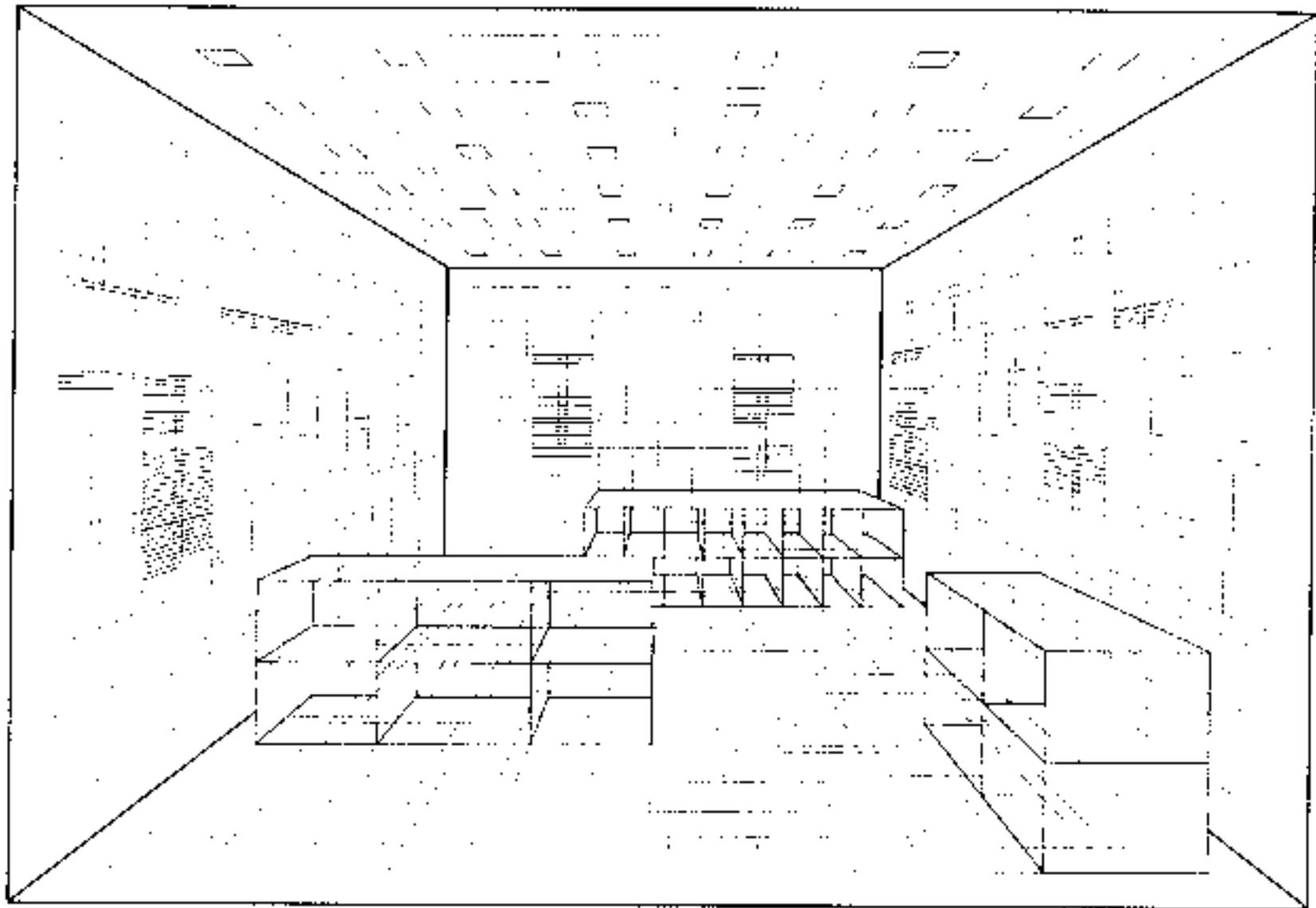


Brochure "Lufthansa"  
Grid for the double page



Prospekt "Lufthansa"  
Raster für die Doppelseite





# LE CONCEPT / CENTRE HOSPITALIER UNIVERSITAIRE SAINTE-JUSTINE

LE CHUSJ EST UN CENTRE HOSPITALIER UNIVERSITAIRE OFFRANT DES SOINS GÉNÉRAUX ET SPÉCIALISÉS EN PÉDIATRIE ET EN SANTÉ MÈRE-ENFANT.

Il a aussi comme mission l'enseignement et la recherche des modes d'intervention en santé. Il consiste à la construction d'un nouveau Bâtiment des Unités Spécialisées (BUS) et d'un Centre de Recherche (CR) d'une superficie totale de 350 950 mètres carrés (incluant un stationnement souterrain pour 1200 véhicules et une centrale thermique) sur sept (7) étages hors sol et quatre (4) niveaux en sous-sol. Le projet conçu en continuité avec les installations existantes de l'hôpital Sainte-Justine, se subdivise en deux pôles liés entre eux par un atrium et deux auditoriums (120 et 150 places) dédiés à l'enseignement et à la diffusion de la santé.

Les défis que posent les exigences de la conception de ce bâtiment de prestige emblématique au Québec, qui sera fréquenté quotidiennement par près de 3 000 personnes, sont à la fois grande et extrêmement stimulants pour notre équipe. La réussite d'un tel projet passe par des aménagements intérieurs de qualité qui reflètent la mission d'un Centre hospitalier dédié à la pédiatrie. L'enveloppe extérieure et l'instar des aménagements intérieurs doivent traduire cette mission par une architecture adaptée à l'échelle humaine possédant à la fois une facture pérenne et structurante pour le milieu environnant.

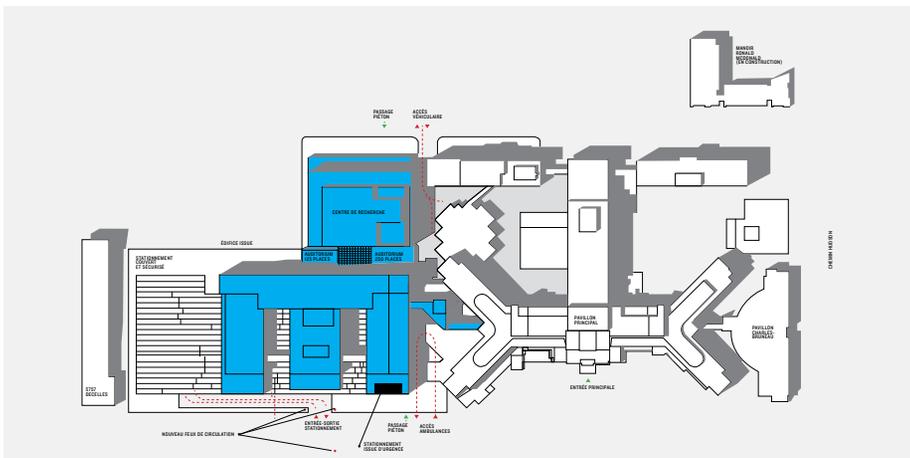
Plus spécifiquement, le CHUSJ souhaite le respect des modalités et des principes suivants qui devront être contrôlés et développés par notre équipe lors de l'étape de finalisation des plans et devis du projet :

- Demeurer cohérent avec les bâtiments existants
- Harmoniser le développement au contexte urbain
- Respecter la réglementation en vigueur
- Maintenir les activités cliniques durant toute la période de réalisation du projet
- Prioriser la construction du stationnement étappé

Les valeurs, priorités et objectifs du CHUSJ créés précédemment ont servi de toile de fond à nos discussions. Ainsi, notre équipe de professionnels a étudié et développé le projet proposé via de nombreuses séances de travail intensives et de production d'agencement à un processus d'analyse de la valeur. Le fait que ce projet constitue un agrandissement à l'hôpital existant est de nature à rehausser d'un cran le niveau du défi à relever par notre équipe.



PLAN D'IMPLANTATION



ÉLEVATION SUD - CHEMIN DE LA CÔTE-SAINTE-CATHERINE



ÉLEVATION EST - PASSAGE PIÉTONS NORD-SUD

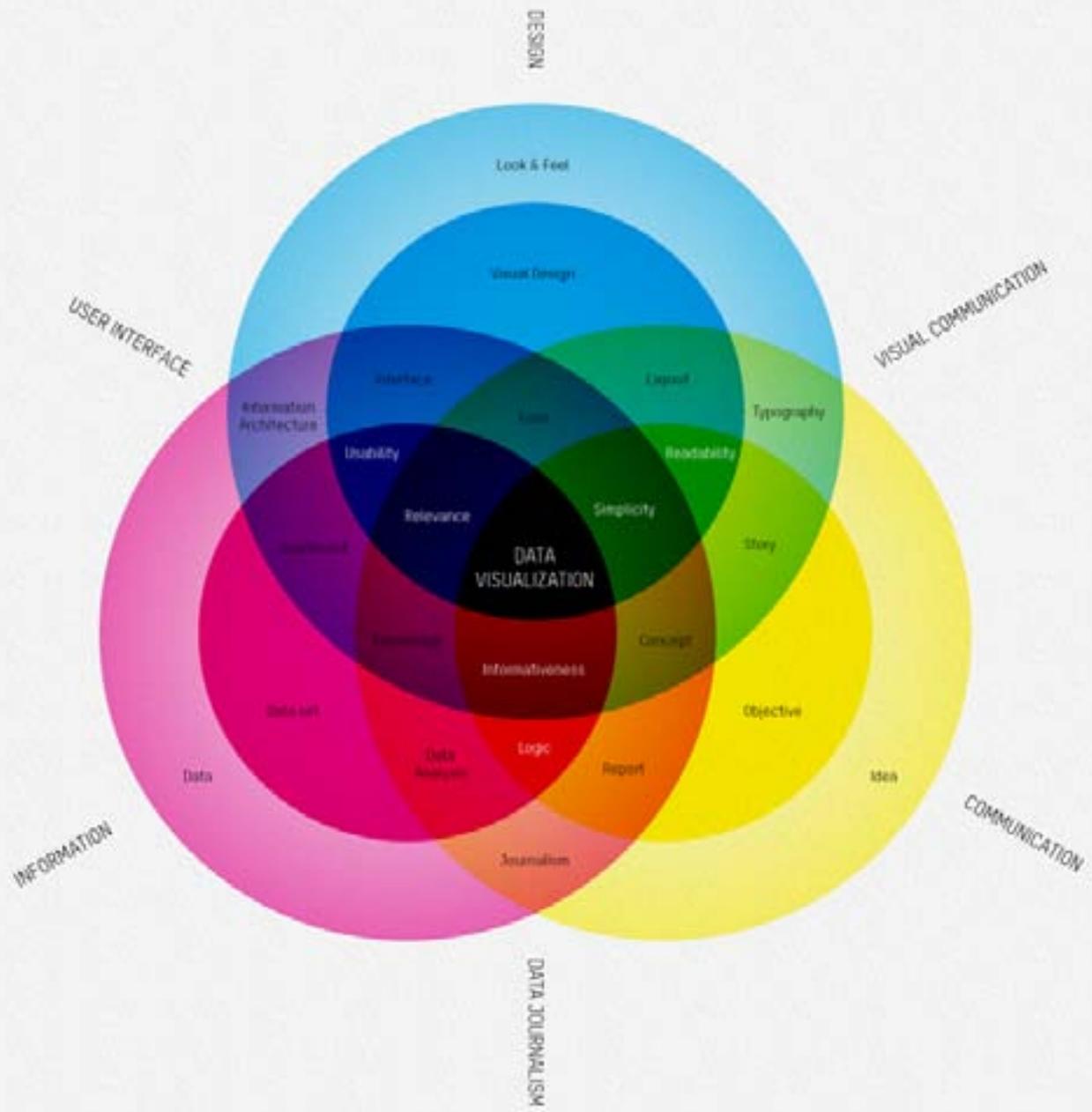


# Schémas



-  **Overlapping activity layers**
-  **Conversation between smart things**
-  **Primary activity of human**
-  **Human-initiated activity that engages smart thing(s)**
-  **Conversation initiated by smart thing**

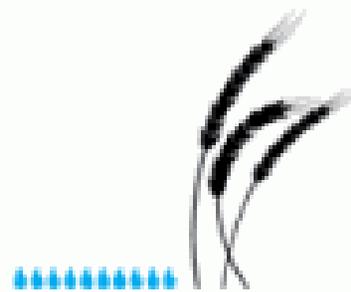






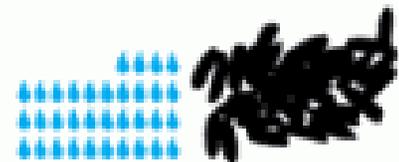
### 450 Gallons of water for one pound (1kg) of Corn

It takes 450 gallons of water to grow one pound of corn. This is because corn is a thirsty crop that needs a lot of water to grow. The amount of water needed depends on the weather and the soil conditions.



### 500 Gallons of water for one pound (1kg) of Wheat

It takes 500 gallons of water to grow one pound of wheat. This is because wheat is a thirsty crop that needs a lot of water to grow. The amount of water needed depends on the weather and the soil conditions.



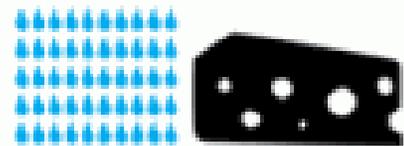
### 1700 Gallons of water for one pound (1kg) of Rice

It takes 1700 gallons of water to grow one pound of rice. This is because rice is a very thirsty crop that needs a lot of water to grow. The amount of water needed depends on the weather and the soil conditions.



### 900 Gallons of water for one pound (1kg) of Soybeans

It takes 900 gallons of water to grow one pound of soybeans. This is because soybeans are a thirsty crop that needs a lot of water to grow. The amount of water needed depends on the weather and the soil conditions.



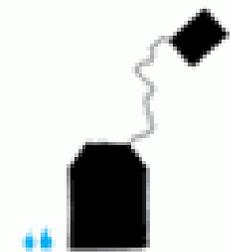
### 2500 Gallons of water for one pound (1kg) of Cheese

It takes 2500 gallons of water to produce one pound of cheese. This is because cheese is a very thirsty product that needs a lot of water to produce. The amount of water needed depends on the type of cheese and the production process.



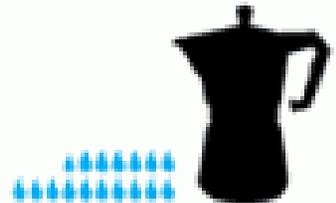
### 650 Gallons of water for one package (1kg) of Toast

It takes 650 gallons of water to produce one package of toast. This is because toast is a thirsty product that needs a lot of water to produce. The amount of water needed depends on the type of bread and the production process.



### 90 Gallons of water for one cup (100ml) of Tea

It takes 90 gallons of water to produce one cup of tea. This is because tea is a thirsty product that needs a lot of water to produce. The amount of water needed depends on the type of tea and the production process.



### 840 Gallons of water for one pot (100ml) of Coffee

It takes 840 gallons of water to produce one pot of coffee. This is because coffee is a thirsty product that needs a lot of water to produce. The amount of water needed depends on the type of coffee and the production process.





## SPP ST. PETERSBURG PIER

TYPE:	COMPETITION
CLIENT:	CITY OF ST. PETERSBURG FLORIDA, USA
COLLABORATORS:	MESH, MARTHA SCHWARZ PARTNERS, ATELIER TEN, THORNTON THOMASETTI, PARSONS BRINCKERHOFF, HKS&A, CCA
SIZE:	424,000 SF / 39,400 M <sup>2</sup>
LOCATION:	CITY OF ST. PETERSBURG FLORIDA, USA
STATUS:	IN PROGRESS

**Partner in Charge:** Bjarko Ingols, Thomas Christofferson

**Project Leader:** Daniel Kidd

**Team:** Marcella Martinez, Andreia Teixeira, Suemin Jeon, Alessandro Ronfini, Chris Falla, Ho Kyung Lee, Jeremy Alain Siegel, David Brown

**The Pier is integral to the identity of St. Petersburg - a landmark - or rather watermark - that is a point of reference and a gathering point for the people of the city.**

The Wave is conceived as a strong character on the skyline and waterline of St. Petersburg and Tampa Bay. Its characteristic waves and curves lend themselves to an array of activities around and within them: a view point, a pavilion, a band shell, a boat pier, a market place, a banquet hall, an exhibition space, a beach, a boardwalk, a stage and an audience. But most importantly Like water it rests on the Wave pier is shaped by the life within and around it, and is flexible and open to change. As life in the city evolves so will the pier evolve with it. Its strong form and generous spaces can accommodate a multitude of programs either one single destination or multiple individual activities or tenants. Its sculptural exterior creates a series of public spaces: the rooftop outlook on the break of the wave, the spectator stands in the curl of the wave, the covered stage under the arch of the loop and the beach as the pier dives into the water. Within the thickness of the wave a cascade of programmable spaces form a single loop. As times change this spaces can be joined or parted to suit the needs and opportunities of the city and its citizens.



1009, Railroad Pier

**The original railroad pier was an instant failure. As a piece of infrastructure it could not compete with the deeper waters and larger freight capacity of the Tampa City side of the bay.**



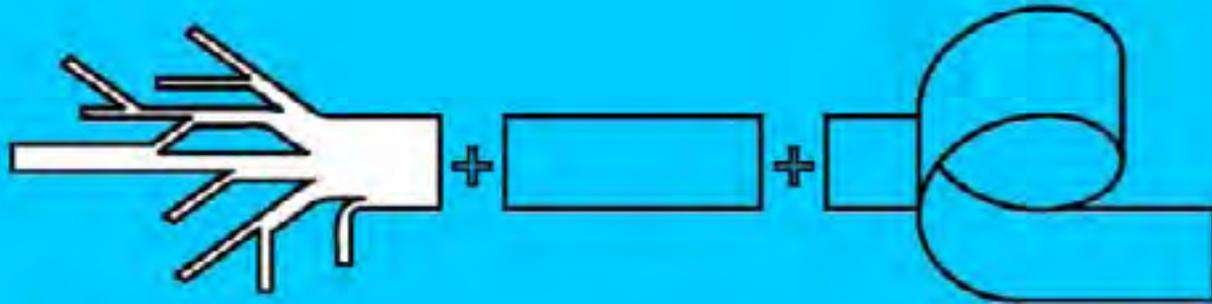
1926, The Million Dollar Pier

The 1920's introduced an explosion of pier program, complete with a casino, restaurants, shopping, and an extended platform for parking. The pier boardwalk is fully transformed into a "building on the water!"



1973, The Current Pier

**The 1970's reinvented this building-on-the-water typology with the iconic inverted pyramid, and an added 70,000 square feet of destination retail**



TRIBUTARY PARK





FIRE PIT SPIRAL



PICNIC LOOP



CANOE RENTAL



TROLLEY STOP



KIDDIE SLIDE



OBSERVATION DECK



HOT DOG STAND



TICKET BOOTH



PARK SIGNS



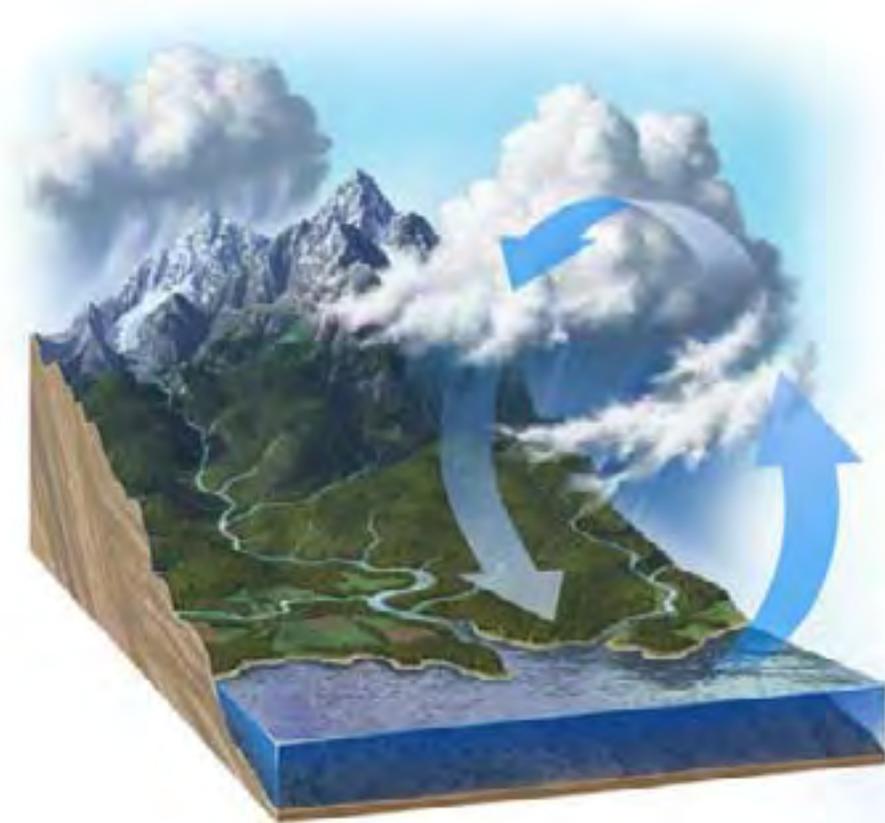
SHOWERS

By simple manipulations to the branches there can be a variety of destinations with unique purposes.

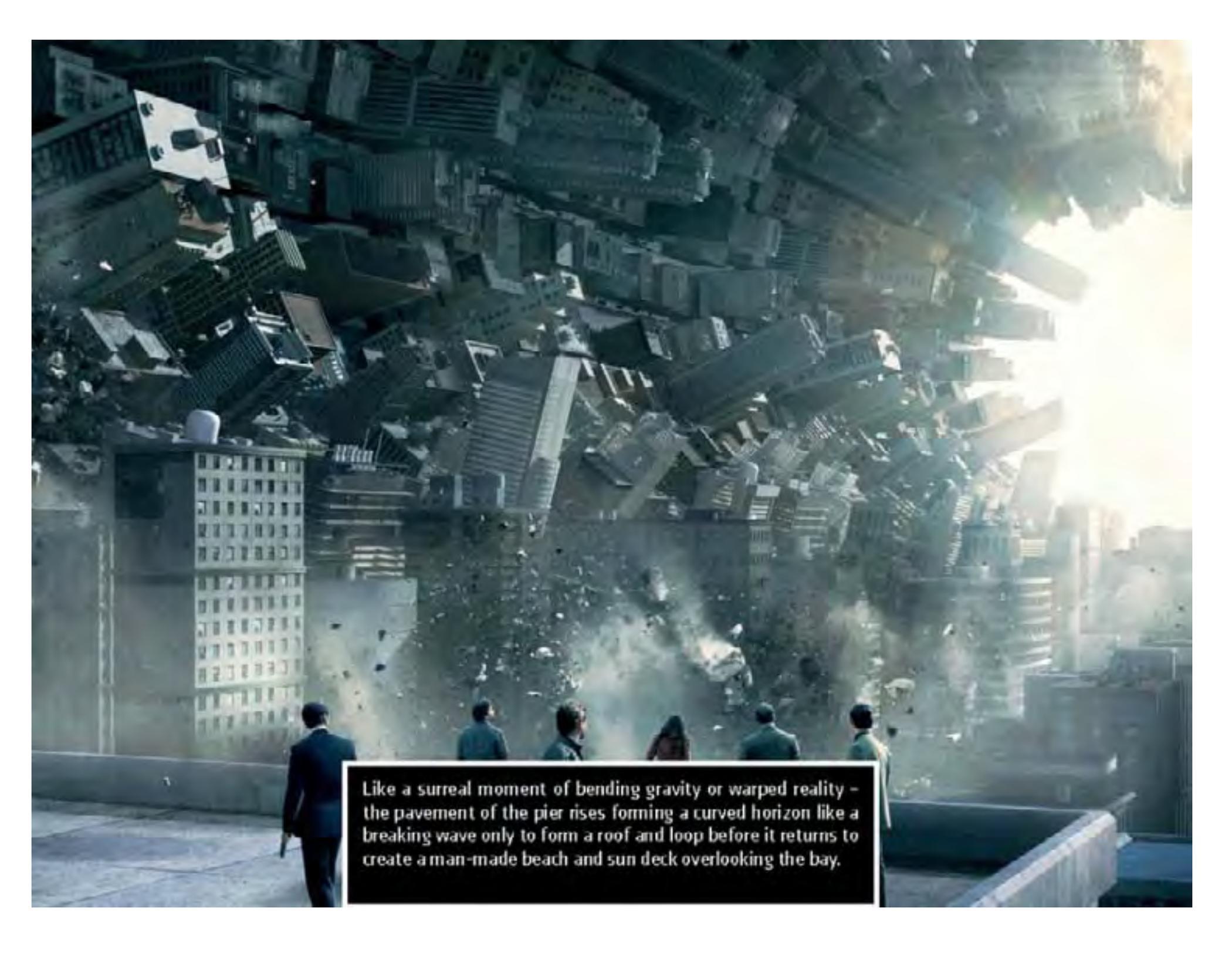








**The Water Cycle**

A surreal cityscape where buildings are suspended in the air, creating a man-made beach and sun deck overlooking the bay. The scene is filled with a dense, chaotic arrangement of skyscrapers and structures, some appearing to be falling or floating. In the foreground, several people are standing on a concrete platform, looking out over the scene. The lighting is dramatic, with a bright sun or light source on the right side, casting long shadows and creating a hazy atmosphere. The overall effect is one of a warped, gravity-defying reality.

Like a surreal moment of bending gravity or warped reality - the pavement of the pier rises forming a curved horizon like a breaking wave only to form a roof and loop before it returns to create a man-made beach and sun deck overlooking the bay.



**RÉGIS CÔTÉ**  
**GROUPE**

hamster