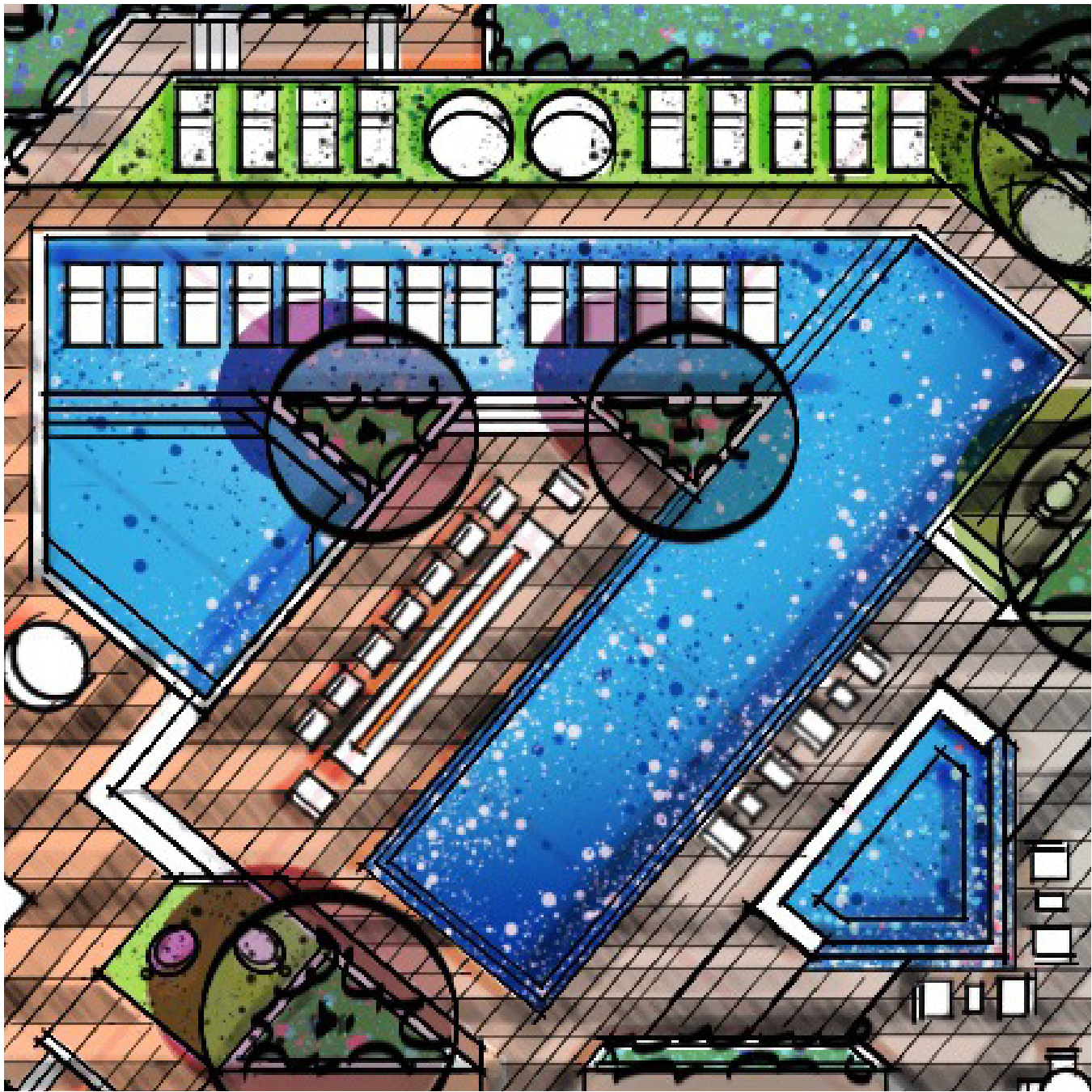




Creative Design and The Big Idea

A Visual Guide by Loft Six Four



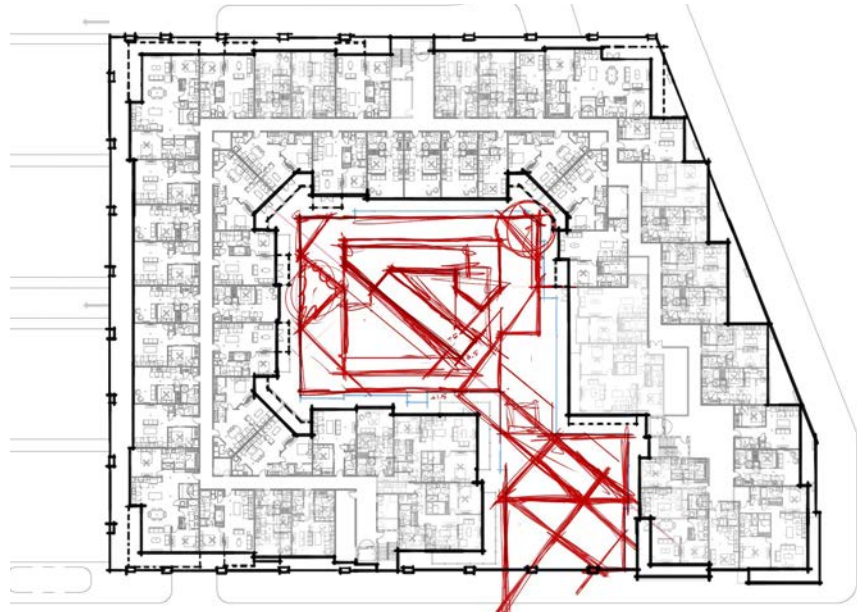
THE GRANDEUR

CONCEPTUAL DESIGN PROCESS

PROCESS SKETCH 01

This sketch represents the earliest design iterations.

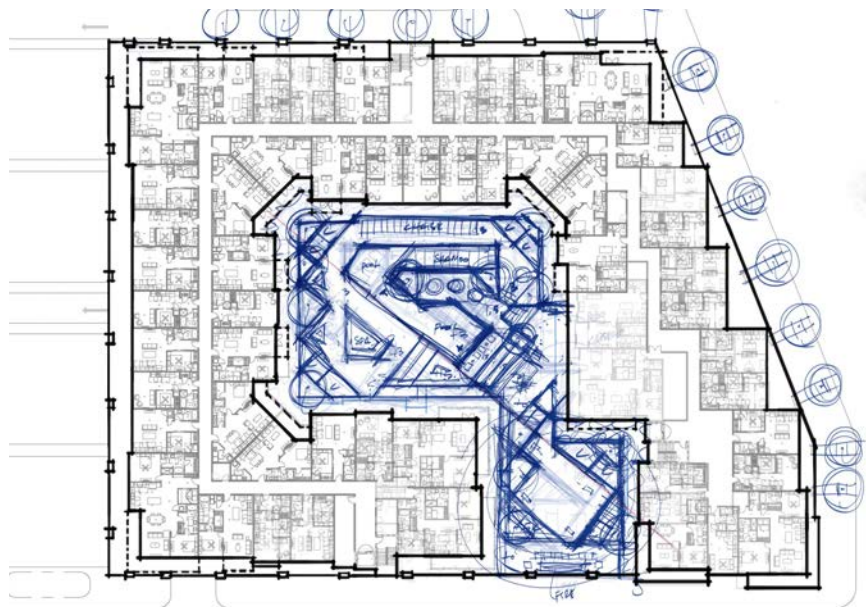
It explores the use of two major perpendicular angles derived from the architecture. This drawing shows how these angles can work together to create a dynamic space.

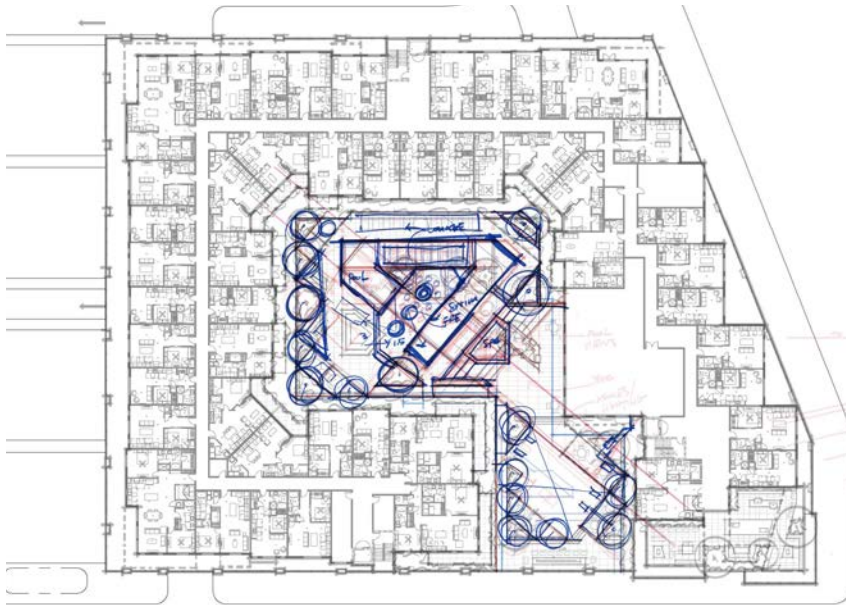


PROCESS SKETCH 02

This sketch represents early refinements of the design.

It looks at the arrangement of program elements within the geometry of the chosen angular design language and the relationships between them.

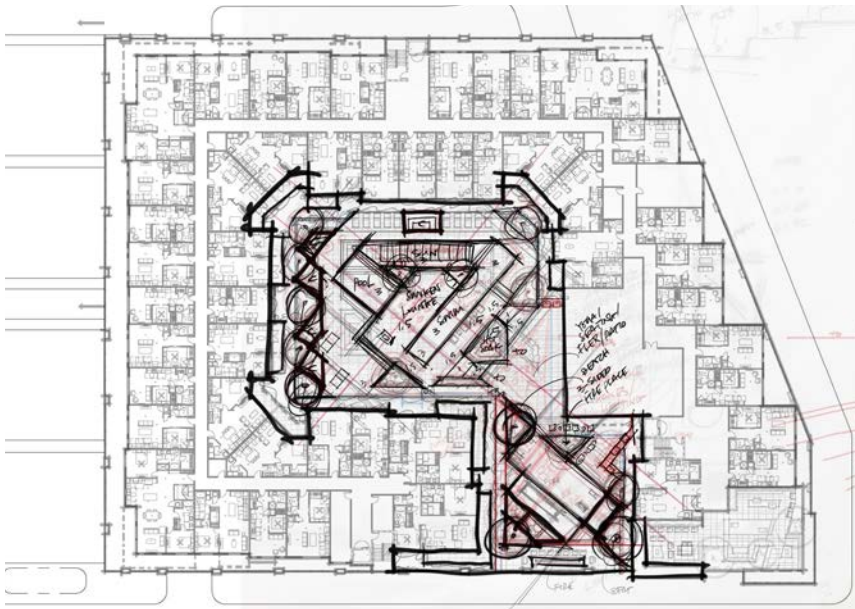




PROCESS SKETCH 03

This sketch represents the next evolution of the design.

It shows how user experience and human behavior are the driving force to rearrange the program within the original geometric structure of the design.



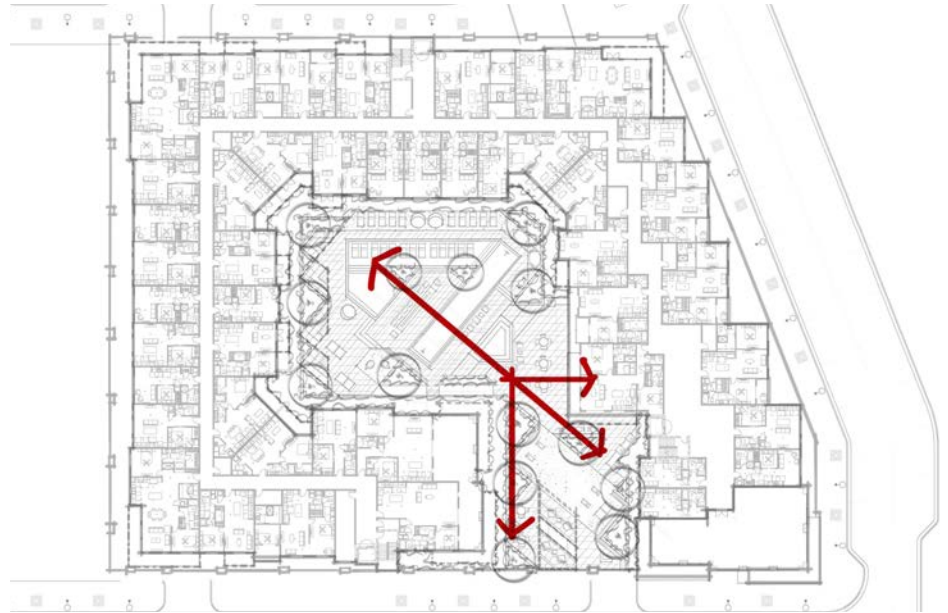
PROCESS SKETCH 04

This sketch represents the transition toward a more finalized design concept plan drawing.

It shows how the loose intuitive expression of many ideas is synthesized into an expression of the most compelling design moves.

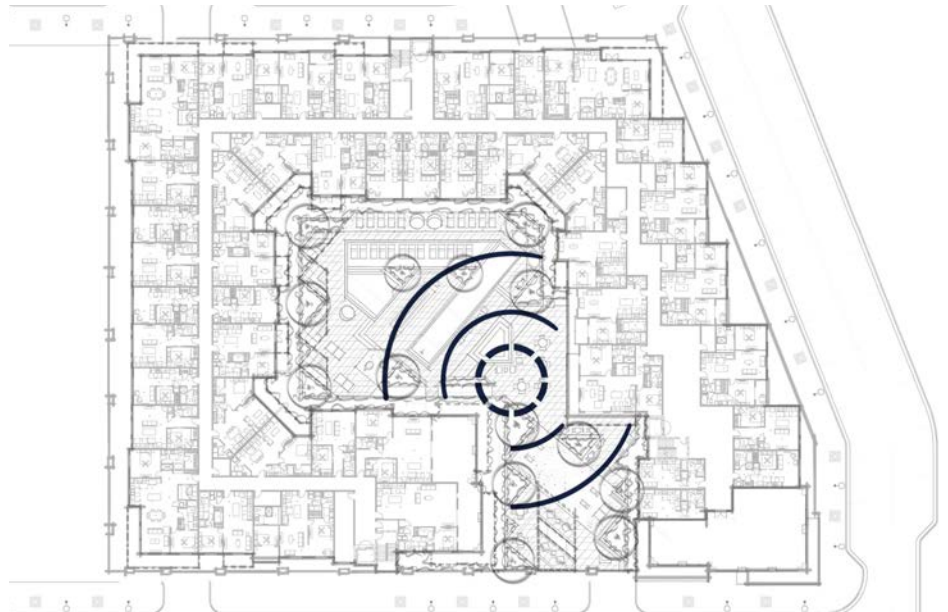
MAIN AXES

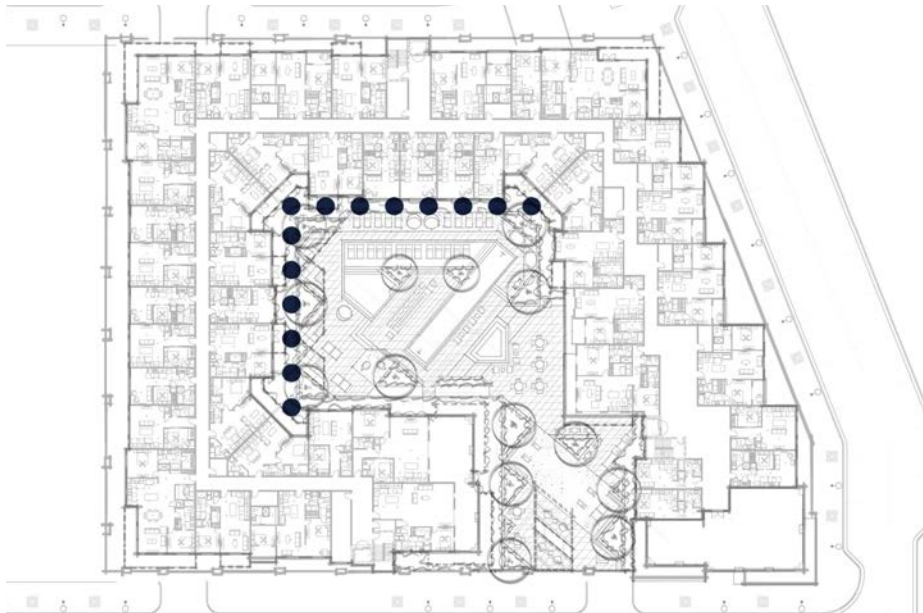
Three major angles based on (1) the relationship with the clubhouse, (2) the relationship between the two masses of courtyard space, and (3) the geometry of the building floor plan guided the formation of this design concept.



CENTRAL NODE

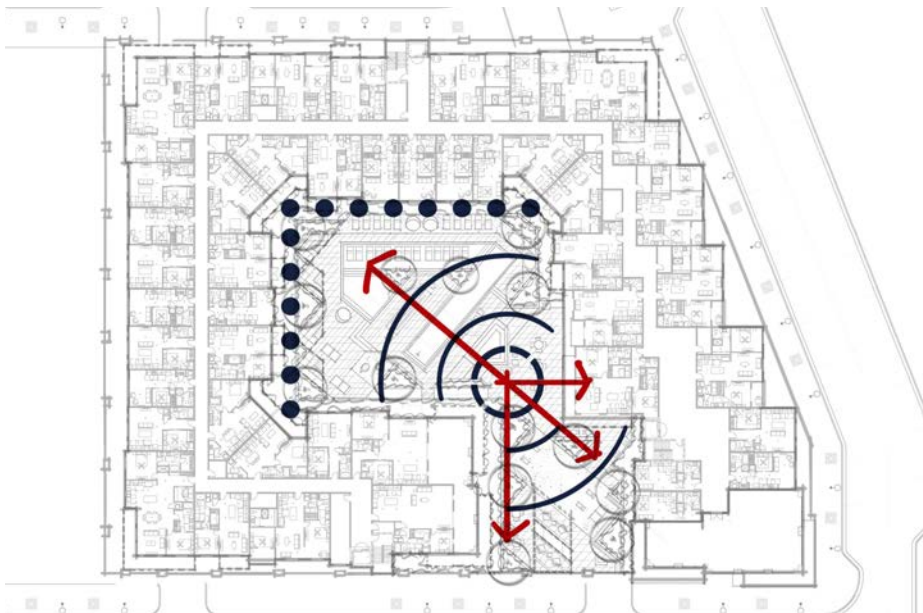
An epicenter of outdoor activity was identified at the convergence of the interior clubhouse and each mass of courtyard space. Keeping this area open and flexible was a key to this concept.



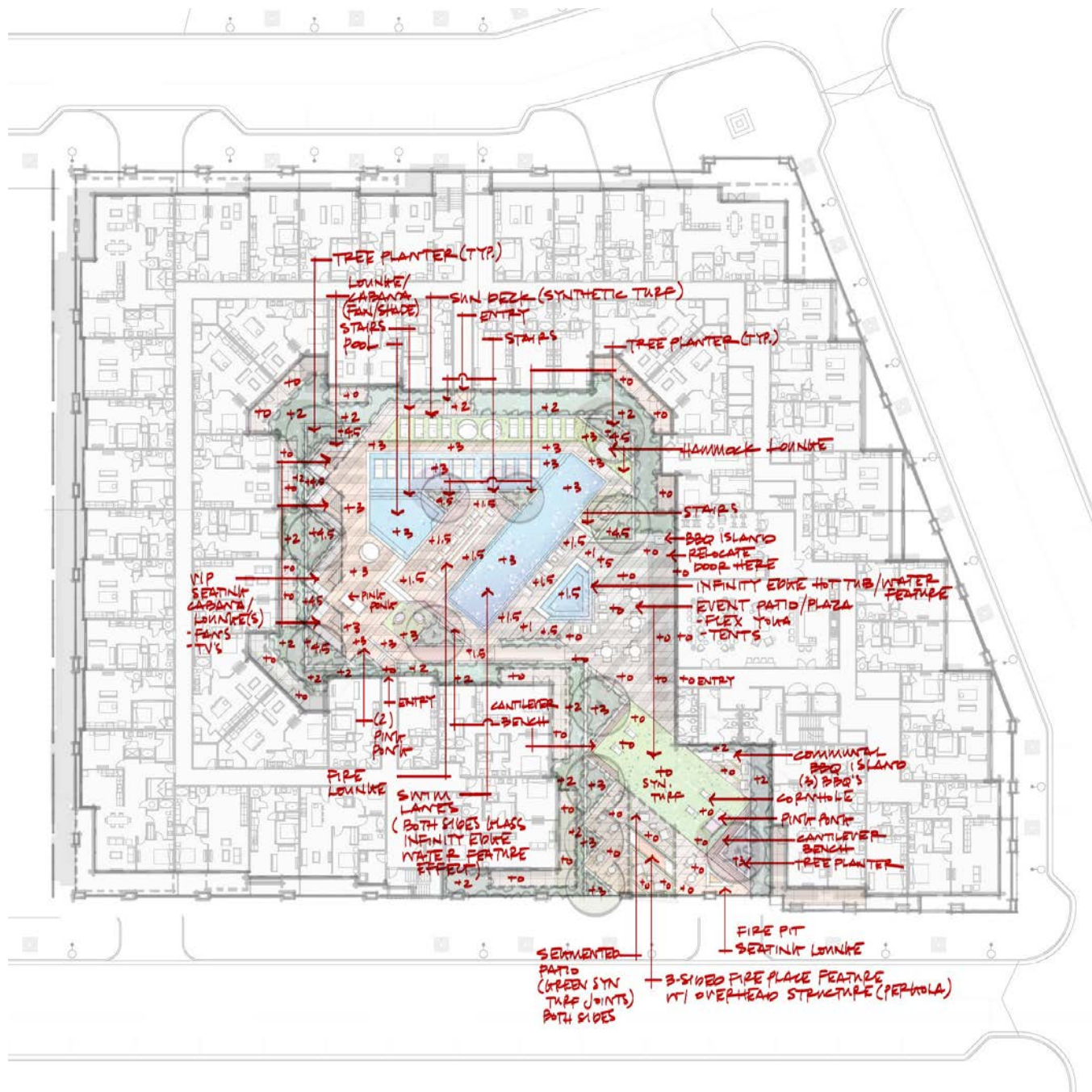


BACKDROP

The money shot view from the central node needed a fitting backdrop to soften the transition between pool deck and several stories of apartment units. Using the structure of both organic and inorganic vertical elements in this space was important to this concept.



COMBINED PARTI DIAGRAM





LOFTSIXFOUR / **DESIGNING OUTDOOR
LIVING EXPERIENCES.**