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ICM 246E Interior Architecture Design Studio I

ICM 349E Interior Architecture Design Studio II

ITU Faculty of Architecture, Department of Interior Architecture
2024-25 Fall_Monday&Thursday @Studio

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"warehouse" in Balat.

Source: ITU Interior Architecture Department Archive

> objective

The students are expected to address the design issues through experimenting and pushing their abilities to assess, select, and integrate appropriate combinations of users' aspirations, spatial elements, atmosphere, needs, and aesthetics into the design solutions. The project aims to develop new interior arrangements for "warehouse in Balat" that internalize and preserve the culture of the Balat Neighborhood and respond to current needs.

> project brief

Fener-Balat is a region in the Fatih district of Istanbul, on the shores of the Golden Horn, close to Ayvansaray. The special importance of this region in the history of Istanbul that Jews, Georgians, Greeks, and Italian

merchants coming from Spain settled here throughout history. The surviving examples of Jewish houses increase towards the inner part of the neighbourhood. These are generally three-storey buildings with narrow facades and bay windows on the second and third floors. Over time, non-Muslims were replaced by the poor people who migrated from Anatolia. Nowadays, Fener-Balat Region is undergoing a change again. Architects, designers, and bohemians who want to live in the old city texture settle in this region and restore existing buildings.

Interior Architecture Project I: Home Office / Studio House Design

The warehouse will be designed by Project 1 students as a living + production area in relation to the user profile/scenario. The keywords are home-office, studio house and loft for the project.

Students are expected to design a residence with a studio considering the following steps.
- analyze the surroundings of the project area in physical, social, and cultural contexts
- create a living scenario, and define user profiles due to their scenario
- develop the design.

Interior Architecture Project II: Concept Store Design[1]

The priority of design proposal is the reflection of corporate identity to the space. The interior of the warehouse will be designed as a store or a café.

Students are expected to develop a corporate identity proposal and reflect it to the space considering the following steps.
- analyze the surroundings of the project area in physical, social, and cultural contexts
- develop corporate identity with some components as target group, logo, products, packages and services etc.
- develop the design.

> methodology

In the first phase of the project, the Fener-Balat Region, where the warehouse is located, will be analyzed by groups of two students (location and importance in the city, user profiles, functional use, street patterns and dimensional analyses, sound, traffic, climatic data, color, texture, etc.). As part of the design process, these analyzes can be expressed by using photographs, videos, mapping, diagrams, drawings, and physical /digital models.

In the next phases of the project, individual design suggestions are expected.

Stage I: Concept development
Stage II: Spatial development -Spatial and functional layout according to site analysis, scenario, and concept
Stage III: Study of volumes, technical drawings and models, details, and 3d representations

* The layout prevails unless the instructor will inform otherwise. In case of alteration, this will be done both verbally (during studio hours) and by writing (email).

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[1] A concept store is a particular type of retail store that provides a collection of objects accurately selected according to an overarching idea to provide unique value in the market. Designed to represent a specific customer segment, the merchandise is presented to tell a story and embody the customer's lifestyle. Strategic positioning is essential to gain a thorough understanding of the profile of the customer, to define the product selection, and to communicate the idea of the store (Kumar, 2019; Popescu & Popa, 2012; Wortzel, 1987).

> attendance

● According to the ITU Undergraduate Education and Training Regulations (Article 23), the attendance is maximum 80% (**22 presences out of 28 studio classes**). **Only hospital health reports will be counted for absence.** In case of an emergency during final submissions, at least three days of hospital health report is required.

● Students should get crits at least *12 studio classes and 1 jury* to pass the course.

> compliance with ethics and copyright principles

• In any process of the design project (idea development, homework and presentation preparation, poster making and visual representation preparation), all written and visual materials taken from external third sources such as books, articles, magazines and websites should be cited in accordance with academic standards.

• Today, artificial intelligence, design development and compilation of information previously produced from different sources, etc. It provides some opportunities in these matters. On the other hand, we witness situations where text and visual content produced by artificial intelligence programs are developed without citing the source. On the one hand, this situation leads to the emergence of an important ethical problem such as copyright infringement between the copyright owner of the resource and the student who is forced to use the resource anonymously (without citing the source). In addition, errors can also be observed in the information produced by artificial intelligence programs. It should not be forgotten that students are responsible for the creation and interpretation of all written and visual elements they have shared/produced. In this context, students must observe the principle of accountability regarding the accuracy, integrity and validity of this visual/written content.

• Taking advantage of the "productive/creative" features of artificial intelligence, both in the design development process and in written submissions such as homework and reports prepared in other theoretical and applied courses, leads to disagreement about the "originality" of the student's work. At this point, the intense use of artificial intelligence to the extent of determining "design originality" causes serious problems regarding ethical obligations and authorship of the design/idea. This situation conflicts with both studio culture and academic knowledge production and education-training principles.

• In case the "original" elements produced by the student are synthesized and used with artificial intelligence support, the artificial intelligence content and method used should be stated clearly as required by academic standards (Eg. Prepared on xx/xx/xxxx with the support of "X" Artificial Intelligence Program).

• If any of the negative situations listed above are detected, action will be taken in accordance with the relevant articles of the ITU Undergraduate Education and Training Regulation and Student Disciplinary Regulation (İTÜ Lisans Eğitim ve Öğrenim Yönetmeliği ve Öğrenci Disiplin Yönetmeliği).

> evaluation

According to the ITU Undergraduate Education and Training Regulations (Article 23), the students are graded according to their mid-term (%60) and final grade (%40).

Activities	Effects of Grading
Pin Up I + Jury I	**25%**
Jury II + Participation	35%
Final Project	40%

The student is required to
-participate in at least one midterm jury (Jury I, Jury II).
-get minimum 12 critiques during the term.

> schedule

Week	Date			Process		Method	
week 1	Sep.	30 Mo	Studio	Introduction			Determination of project groups.
	Oct.	03 Thu	Studio	Initial Ideas		Discussion	
week 2	Oct.	07 Mo	**Site Visit and Seminar I:** Balat Neighbourhood				Observing and analyzing the project site.
		10 Thu	Site analysis, and scenario proposals	Initial Ideas		Crit	Preparing site analysis and designing scenario.
week 3	Oct.	14 Mo	**Seminar II:** Corporate Identity				Presentation: About corporate identity.
		17 Thu	**AI Workshop**				Presentation and practice.
week 4	Oct.	21 Mo	Studio	Conceptual Ideas		Crit	
		24 Thu	**Pin Up I:** 1.Site analysis 2.Defined brand identity or scenario 3.Concept development			Crit	Student presentations.
week 5	Oct.	28 Mo	Studio	Conceptual Ideas + Model Making		Crit	Conceptual model + Drawings + Diagrams + Tech drawings
		31 Thu	Studio	Conceptual Ideas + Model Making		Crit	Conceptual model + Drawings + Diagrams + Tech drawings
week 6	Nov.	04 Mo	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
		07 Thu	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
week 7	Nov.	11 Mo	**Jury I**			Crit	Requirements will be announced.
		14 Thu	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
week 8	Nov.	18 Mo	Semester Break				
		21 Thu	Semester Break				
week 9	Nov.	25 Mo	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
		28 Thu	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
week 10	Dec.	02 Mo	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
		05 Thu	Studio	Layout + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings
week 11	Dec.	09 Mo	**Jury II**			Crit	Requirements will be announced.
		12 Thu	Studio	Detail + 3D		Crit	Study model + Drawings + Diagrams + Tech drawings

week 12	Dec.	16 Mo	Studio	Detail + 3D	Crit	Study model + Drawings + Diagrams + Tech drawings
		19 Thu	Studio	Layout + Detail + 3D	Crit	Study model + Drawings + Diagrams + Tech drawings
week 13	Dec.	23 Mo	Studio	Layout + Detail + 3D	Crit	Study model + Tech drawings + Details + 3D
		26 Thu	Studio	Layout + Detail + Presentation + 3D	Crit	Study model + Tech drawings + Details + 3D
week 14	Dec.	30 Mo	Studio	Layout + Detail + Presentation + 3D	Crit	Study model + Tech drawings + Details + 3D
	Jan.	02 Thu	Studio	Layout + Detail + Presentation + 3D	Crit	Study model + Tech drawings + Details + 3D
week 15	Jan.	06 Mo	**FINAL**	Requirements will be announced.		
		09 Thu				

NOTE: The Schedule prevails unless the instructors will inform otherwise. In case of alteration, the announcement will be done verbally (during studio hours) and through Ninova.

> references & readings

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