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## ICM 246E Interior Architecture Design Studio I

## ICM 349E Interior Architecture Design Studio II

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ITU Faculty of Architecture, Department of Interior Architecture  
2024-25 Fall\_Monday&Thursday @Studio

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## Transformation in Maslak Oto Sanayi.



Source: Kağan TOROS

### > objective

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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/proposals in line with the needs of the user profile/target group to be determined by the student, considering the physical and socio-cultural characteristics of Maslak Oto Sanayi.

### > project brief

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Maslak Oto Sanayi was located far from the center of Istanbul in the 1970s, at the time of its establishment. Today, due to the settlement of major business and education centers in Maslak and its surrounding, it is in a

central location of the city. This automotive industry area, located among high-rise business centers, maintains its presence with one or two-story building modules. Nowadays, Maslak Oto Sanayi has undergone functional transformations due to its central location and the increase in population around it (Yılmaz, 2018). Despite being surrounded by skyscrapers, Maslak Oto Sanayi changes and transforms its surroundings, becoming a building complex that hosts artistic activities, architecture and design offices, dining venues, and commercial spaces. As part of this transformation, Project I and II students are expected to develop new interior design proposals.

#### **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<sup>1</sup>**

The priority of design proposal is the reflection of corporate identity to the space. The interior of the modules 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**

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In the first phase of the project, Maslak Auto Industry, 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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<sup>1</sup> 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

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- 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

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- 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 Öğretim Yönetmeliği ve Öğrenci Disiplin Yönetmeliği).

## > evaluation

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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
	Oct. 03 Thu	Studio	Initial Ideas Crit Determination of project groups
week 2	Oct. 07 Mo	Site analysis, and scenario proposals	Initial Ideas Crit Preparing site analysis and designing scenario.
	10 Thu	<b>Site Visit:</b> Maslak Oto Sanayi	
week 3	Oct. 14 Mo	Site analysis, and scenario proposals	Initial Ideas Crit Preparing site analysis and designing scenario.
	17 Thu	<b>Seminar II:</b> Corporate Identity	Presentation: About Corporate Identity.
week 4	Oct. 21 Mo	<b>Pin Up I:</b> 1. Site analysis 2. Defined brand identity/scenario 3. Concept development	Crit Student Presentations.
	24 Thu	Studio	Conceptual Ideas Crit Conceptual models+ Drawings+Diagrams + Tech. drawings
week 5	Oct. 28 Mo	Studio	Conceptual Ideas + Model Making Crit Study model + Drawings + Diagrams + Tech drawings
	31 Thu	Studio	Conceptual Ideas + Model Making Crit Study 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	Studio	Layout + 3D Crit Study model + Drawings + Diagrams + Tech drawings
	14 Thu	<b>Jury I</b>	Crit Requirements will be announced.
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	Studio	Layout + 3D	Crit	Study model + Drawings + Diagrams + Tech drawings
		12 Thu	<b>Jury II</b>		Crit	Requirements will be announced.
week 12	Dec.	16 Mo	Studio	Layout + 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
		02 Thu	Studio	Layout + Detail + Presentation + 3D	Crit	Study model + Tech drawings + Details + 3D
week 15	Jan.	06 Mo	<b>FINAL</b>	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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