

■ Leong Kam Kuat

3

Embodied Senses

Roslina Sharif

Jury Review

Faridah Adnan

Branding the Design

Shafizal Maarof & Roslina Sharif

Embodied Senses

Roslina Sharif

Co-existing and communicating with nature are some of the important considerations that need to be dealt with by the first year students in their final project, the Corporate Retreat. In meeting the requirements of the project brief, they went to experience the site in a full day site visit, immersing their senses in the serene and tranquil Langkawi golden beach, enjoying the sea breeze, abundance of sunlight, and the sight and sound of inspiring waves. A detailed site analysis was done by several smaller groups and basic site factors and characteristics were noted down.

The results of the site analysis and incorporation of those essential factors in their design can be seen on the works. Manifestation of their understanding is evident in the use of proper sun shading devices and detailing, appropriate size of openings to capture the views and allowing enough ventilation and day lighting into the spaces. The buildings are also well sited to take advantage of the beautiful site physical characteristics.

Jury Review

Faridah Adnan

The first year of architectural education is the most challenging for any student. It is crucial that the students demonstrate competencies to respond to the project brief and also to develop design confidence in completing a project. Overall, Corporate Retreat appear to have successfully showcased the students' talents to develop design awareness through the appropriate design process.

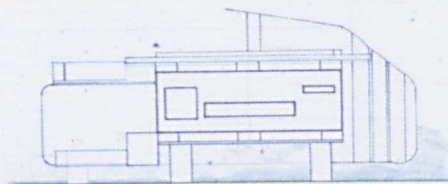
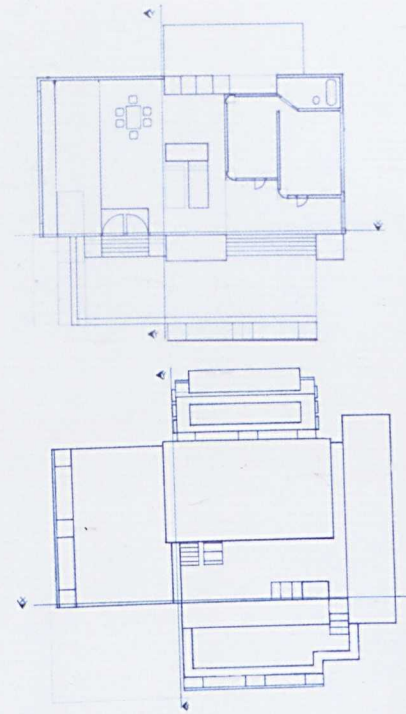
Meanwhile, the project demands more creative and critical thoughts from the students to integrate the characteristics of the particular corporate identity seamlessly into the site context. The students have adequately demonstrated their initial understanding on the basic sustainable issues which focused mainly on the environmental issues. The manner in which the building is designed that is the passive mode to integrate the particular surrounding environment and climates is laudable. Although there appears to be lack of awareness on the spatial quality derived from their designs, their forms demonstrate a clear attempt in incorporating the corporate identity into the design.

In summary, the projects represent the creativity of students in integrating design emotion factors in the output; proven to be a complex process as demonstrated by the design process. Notwithstanding, they are essential introduction in the first year of architectural education for students to expand their design knowledge and to embark in future higher level studios.

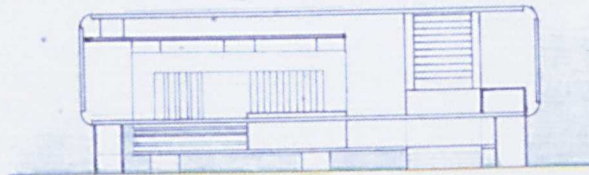
Branding the Design

Shafizal Maarof & Roslina Sharif

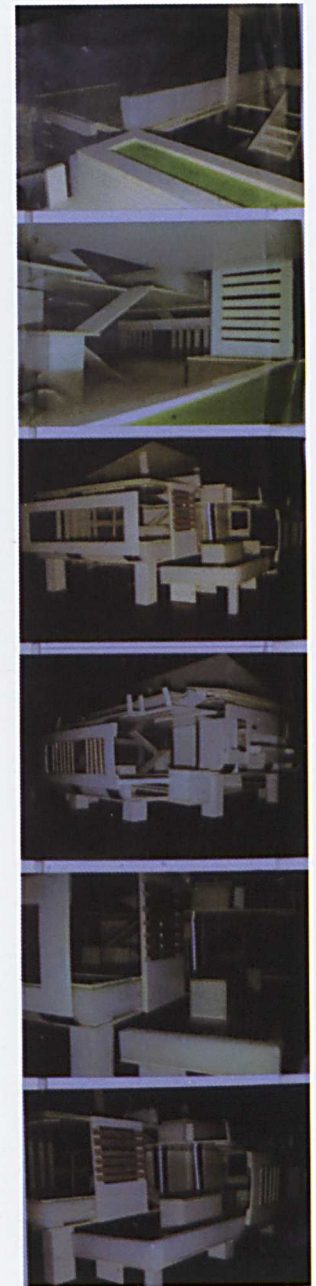
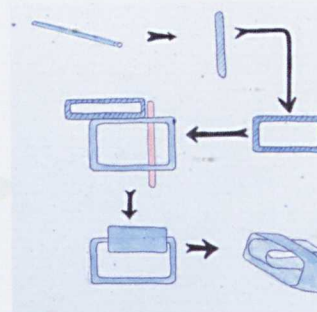
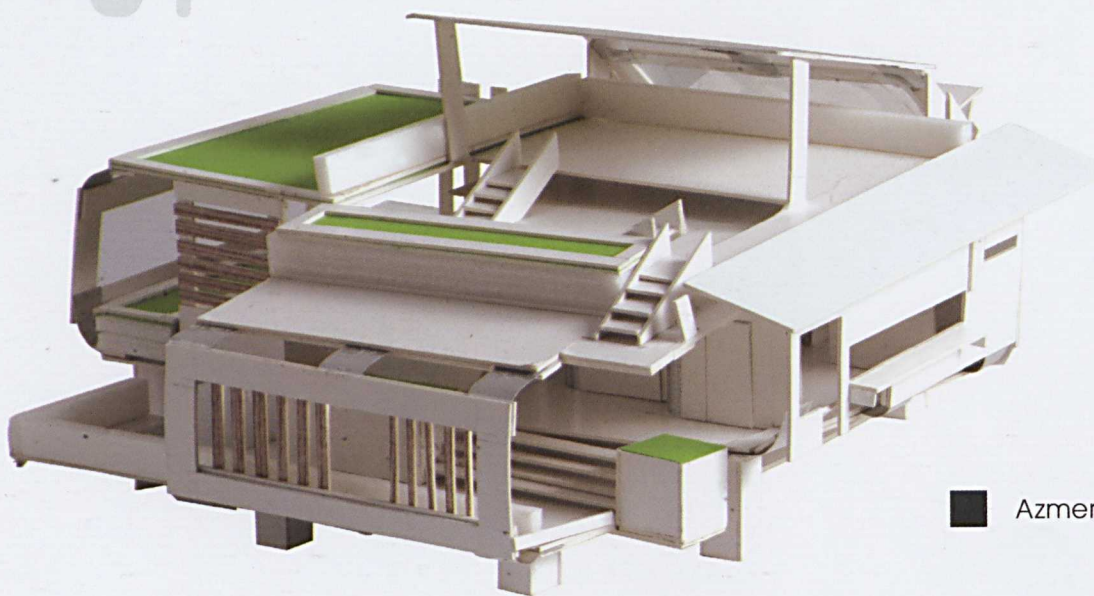
In designing a corporate retreat, the challenge is to integrate the characteristics of a particular corporate identity seamlessly into the site context. The aim is to design the building spatial requirements and forms which are sensitive to the surrounding environment whilst informing the users of the sense of corporate belonging. In attempting this, Andrew Peh Cheong's Corporate Retreat for Mitsubishi translates the 'sense of energy and quality' emblem through the application of projected structural walls and bigger openings created in the design to provide better communication with nature. Meanwhile, in another scheme, Azmer Shaadeen Bismi's Phillips Corporate Retreat applies the concept of 'sense of simplicity' through the use of rounded corner forms to soften the building in response to site environmental influences that include views, daylight, and natural ventilation. Here, the simplicity and responsiveness to site context capture the spirit of futuristic embodied in the Phillips products. The projects demonstrate the importance of striking a balance between form and function in dealing with corporate identity in the design process.



SOUTH EAST ELEVATION



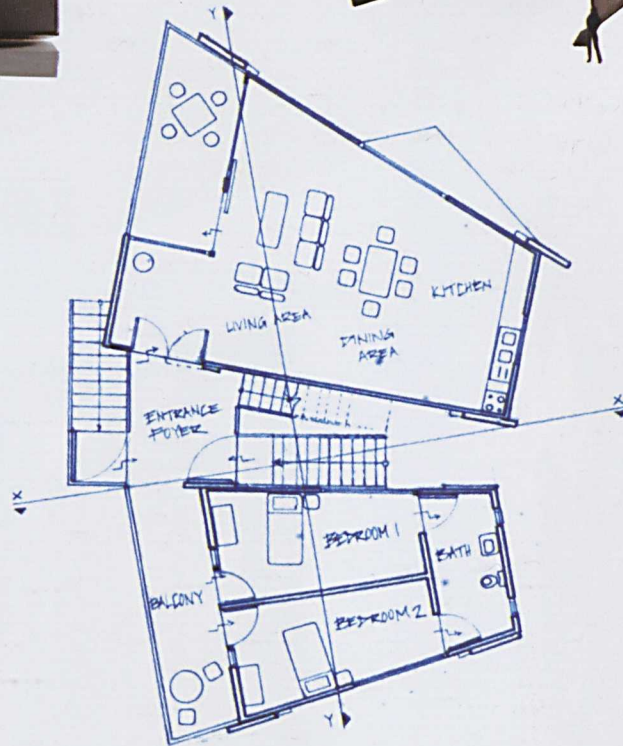
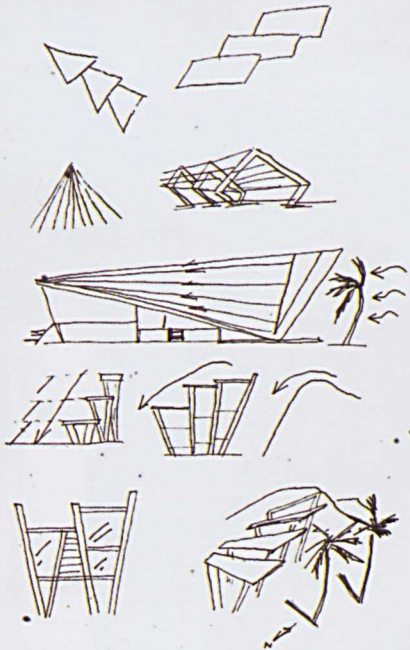
SECTION X-X



■ Azmer Shaadeen Bismi



DESIGN DEVELOPMENT SKETCHES



■ Andrew Peh Cheong