

A008 principles

The rational part of the creative process that is the basis of good design is based on the fundamental principles that we find in any good product of design, architecture and urbanism:

- form follows function
- simplicity
- strong and recognizable idea
- respect for energy
- use of the most suitable existing technology.

The application of these principles must respect the concept of coherence in the sense that their application should be coordinated in such a way as to allow the consistent affirmation and recognition of the idea on which the project is based.

TECHNOLOGY

The designer must use the available technology best suited to the function and objectives to be achieved.

A wide knowledge of available technologies both in his own business sector and in other productive sectors is a prerequisite for the designer in order to develop new concepts and products for the advancement of society.

2000 years ago bridges and aqueducts (img. 1) were supported by arches because the civil engineering technology of the time (which was based predominantly on compression) was unable to offer efficient solutions for overcoming great distances without intermediate supports. Therefore, the subdivision into small bays required a massive use of material.

Since the 20th century however, the great advances in construction technology (img. 2), due to strained tendons and structures, allow us to overcome enormous distances with less intermediate support, resulting in a decrease of the mass.



1 - roman aqueduct, 1 sec. b.C.



2 - Alamillo Bridge, Sevilla - Spain, 1992