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## A029 related concepts

### RELATED CONCEPTS

Within the design process fit a number of concepts that are directly or indirectly related to it.

These concepts are elements that interact with the design process in different phases and ways depending on the interest and sensitivity of the designer:

- search for beauty: changing with time and space
- immortality: the object without time
- art: as a source of inspiration
- fashion: influence and dependence
- culture: clash - meeting

Although these concepts are alien to the actual design process, the designer, whether conscious or not, refers to it and is affected (art and fashion).

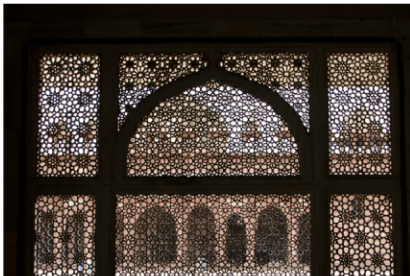
Sometimes borrowing symbols, goals and ideals from these areas of thought, the designer pushes his work beyond the limits of the existing, the real, to a project of greater scope (beauty, immortality).

### CULTURE

Referring to one's own culture is unconscious and automatic for every planner and designer.

In addition, it is possible to consciously select individual elements of the culture, amplifying the scope and introducing them into an alien context.

The designer, always looking for new forms and new stimuli, can draw from foreign cultures and far from his own experience.



*arab mosque*

### INSTITUTE OF THE ARAB WORLD

Jean Nouvel, finding himself confronted with the task of designing the Arab World Institute in Paris, managed to masterfully combine the idea of Arab culture with a modern image and technological progress.

The architect designed a building with simple and regular volumes of glass and steel giving the task to light and shadows to convey the idea of the Arab world.

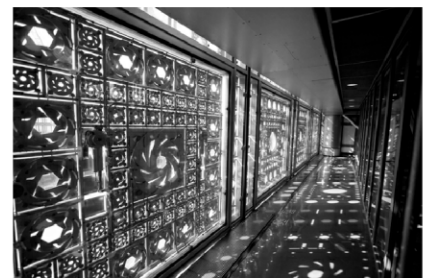
Through a series of baffles that automatically move according to the incidence of sunlight, Nouvel has created an evocative facade, characterized by typical Arab geometries, which transmit to the visitor the magic of the Islamic iconography.



*arab world institute, jean nouvel - 1987*



*arab world institute, jean nouvel - 1987*



*diaphragm in the facade*