

Qualities in Architecture

Aida Kesuma Azmin



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QUALITIES IN ARCHITECTURE

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ROLES OF SERVICE DESIGNERS TOWARDS ENHANCING QUALITY OF DESIGN PROJECTS SERVICE PROVISIONS

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ABSTRACT

In design practice, architects rely on tacit knowledge, as the project outcomes are implications of their actions - in which cultural, ideological, institutional and theoretical dispositions are intertwined in the design process. The issue arises when master architects are enthralled on making 'iconic imagery' rather than concentrating on the vital function of buildings. In contrast, there is a rising awareness among architects of the end users' roles – changing their paradigm from perceiving buildings as objects to offering service environment.

This chapter discusses on key measures to successful projects with service provisions functioning well for consumers despite imagery and performance. How would the major paradigm shift for product to a holistic view towards service experience affect the architectural practice? What clients endure if the primary functions of the building fails, not others? What happens to poorly designed building due to time-constraints for investigation, site and users interaction; and understanding the client's brief? What current medium of communication has to offer to bridge the gap among designers, stakeholders, and users?

Keywords: *service design, co-design, design in context, participatory design, design for services, architectural for public*

INTRODUCTION

The built environment industry, particularly architecture profession has witnessed tremendous history of design process, trends and development. According to Farrelly (2007), the innovation in the architectural profession has been built on precedents, ideas and concept that evolved over time. Reacting to these ideas in relation to rapid improvement of building material, the physical and formal development has been the basis of architectural evolution.

Aim and Scope of the Chapter

This chapter aims to distinguish the fresh roles of service designer through its strategic design thinking, in context with architectural design and project delivery. Little attention has been focused on how these service designer could contribute in terms of improving the current architectural design projects, although a lot of service design practice has been involved indirectly with built environment related projects. The chapter will discuss on how