



Analisi di un genere

i siti

dei grandi

studi

di architettura

COS'È UN GENERE?

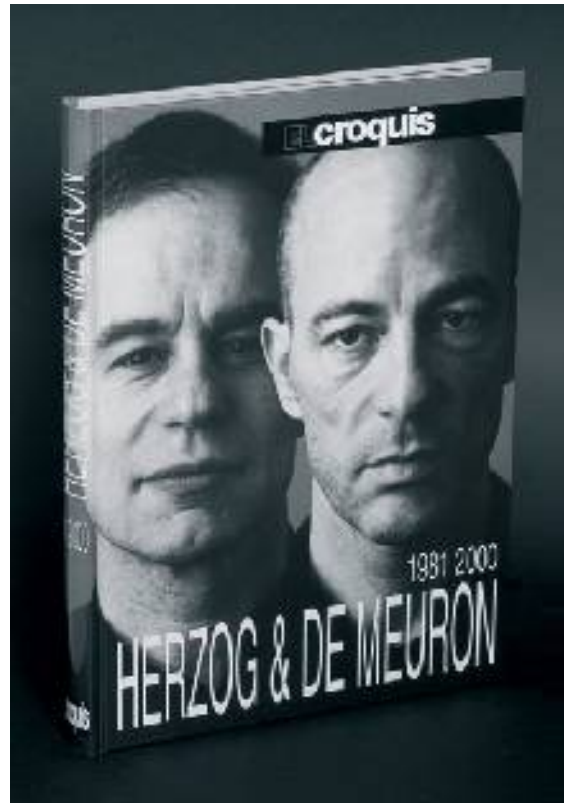
Le categorie possono essere descritte da una serie non predefinita di proprietà, il che significa che le proprietà pertinenti potrebbero variare da categoria a categoria. Inoltre la presenza di queste proprietà o l'appartenenza a una categoria non può essere stabilita in base a una semplice logica binaria (sì/no), ma deve prevedere dei gradi intermedi. Nel nostro caso, quindi, i generi non sono più caselle rigide che coprono tutto il campo testuale e hanno valore prescrittivo, ma sono raggruppamenti di testi che manifestano costanze e similitudini e sono organizzati attorno a un nucleo più o meno definito e dal quale possono trovarsi più o meno lontani...

COS'È UN GENERE?

...Per Jauss i generi “sono da intendere non come genera (classi) in senso logico, ma come *gruppi* o *famiglie* storiche”. Il genere, in tal senso, diventa un quadro di riferimento per il produttore, cioè uno schema consolidato sul quale basarsi ma le cui regole possono essere aggirate, ingannate, violate apertamente. Dal punto di vista del fruitore, invece, il genere rappresenta essenzialmente un “orizzonte di attese”. In altre parole il fruitore, grazie alla competenza acquisita, può, in presenza di certe caratteristiche del testo, inferire la sua appartenenza a un genere piuttosto che a un altro e, di conseguenza, costruire un sistema di aspettative adatto (sistema che, ovviamente, potrà anche essere frustrato).

COME SI ANALIZZA UN GENERE DI SITI?

1) isolare il corpus attraverso criteri oggettivi, un informatore, una ricerca di sfondo...



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- 1) isolare il corpus attraverso criteri oggettivi, un informatore, una ricerca di sfondo...
- 2) salvare il corpus!!!

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- 3) individuare eventuali elementi ricorrenti (struttura del genere)

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- 2) salvare il corpus!!!
- 3) individuare eventuali elementi ricorrenti (struttura del genere)
- 4) osservare come vengono effettivamente declinati gli elementi ricorrenti (differenza di identità)

LE SEZIONI PRINCIPALI

- **Filosofia** (mission): *practice* (f), *theory* (r)
- **Architettura** (prodotto): *projects* (f), *work* (r)
- **Studio** (chi siamo): *team* (f), *practice* (r)

Foster + Partners' architecture is driven by the pursuit of quality - a belief that our surroundings directly influence the quality of our lives, whether in the work place, at home or the public spaces in between. It is not just buildings but urban design that affects our well-being. We are concerned with the physical context of a project, sensitive to the culture and climate of their place. We have applied the same priorities to public infrastructure world-wide - in our airports, railway stations, metros, bridges, communication towers, regional plans and city centres. The quest for quality embraces the physical performance of buildings.

(Practice - Architecture and planning)

The smallest details of a building, from door handles to taps, are often taken for granted, but it is these small elements with which building's users have direct contact. These components are like architecture in miniature: they must be functional, but they should also be pleasing to use - possessing good ergonomic, aesthetic and tactile qualities.

(Practice – Product design)

The right workplace is a critical asset for a successful organisation. Workplace Consultancy analyses how architecture and interiors can be designed to most effectively match the needs and aspirations of occupants and users. A good workplace or interior environment can influence staff recruitment and retention, information sharing and collaboration, culture and identity. Working with corporate and public sector organisations as well as developers, our extensive experience and research into user requirements and patterns of work allows us to design spaces that match the current and future requirements of building occupiers.

(Practice – Workplace consultancy)

We design by challenging – by asking the right questions.

Our Riverside studio is open 24 hours a day, seven days a week.

We have an office for each construction projects, wherever it is in the world.

(highlights della home page)

At the heart of our urban strategy lies the concept that cities are for the meeting of friends and strangers in civilised public spaces surrounded by beautiful buildings.

The team's focus was entirely on the efficient delivery of a high quality environment within the constraints of a rapid construction programme.

Integrating low energy design within a dense urban environment, the buildings are designed to optimise passive solar energy, natural ventilation and daylight. All office spaces are naturally ventilated, making use of night-time free cooling and solar radiation in the atria.

(Theory)

Cities are the physical framework of our society, the generator of civil values, the engine of our economy and the heart of our culture. In England, one of the three most densely populated countries in the world, 90% of the population live in cities, but many of our urban centres are not sustainable. Large areas of dereliction, poverty and empty quarters, destroy the sense of community and vitality, urban sprawl erodes our countryside.

(Theory – City and context)

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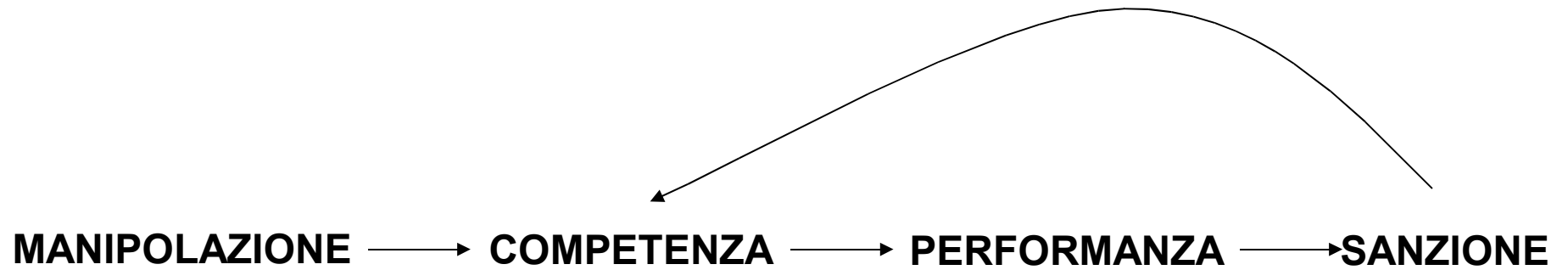
Isotopie tematiche:

- **sfida, competizione** (challenging, right questions, successful, quest, pursuit, performance...)
- **efficacia/efficienza** (quality, effectively, ergonomic, functional, uffici dedicati e sempre aperti...)
- **obiettivi e risultati** (pursuit, quest, successful...)

Isotopie tematiche:

- **vita sociale** (meeting of friends, social well-being, public transport, civic quality...)
- **ecologia** (natural, environment, daylight, solar, countryside...)

MANIPOLAZIONE —→ **COMPETENZA** —→ **PERFORMANZA** —→ **SANZIONE**



We believe that good design is about more than aesthetics. It is also about how the building serves its purpose, the techniques used to build it and the value to the Client.

(Company – Values – Holistic)

We seek to give Clients the optimum return on their investment through creative thought, enduring design and the application of sound commercial understanding.

(Company – Values – Creative value)

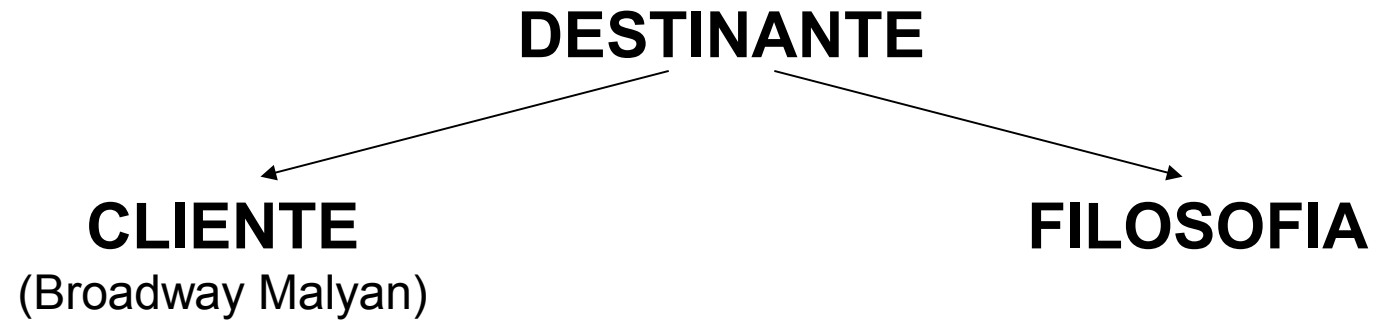
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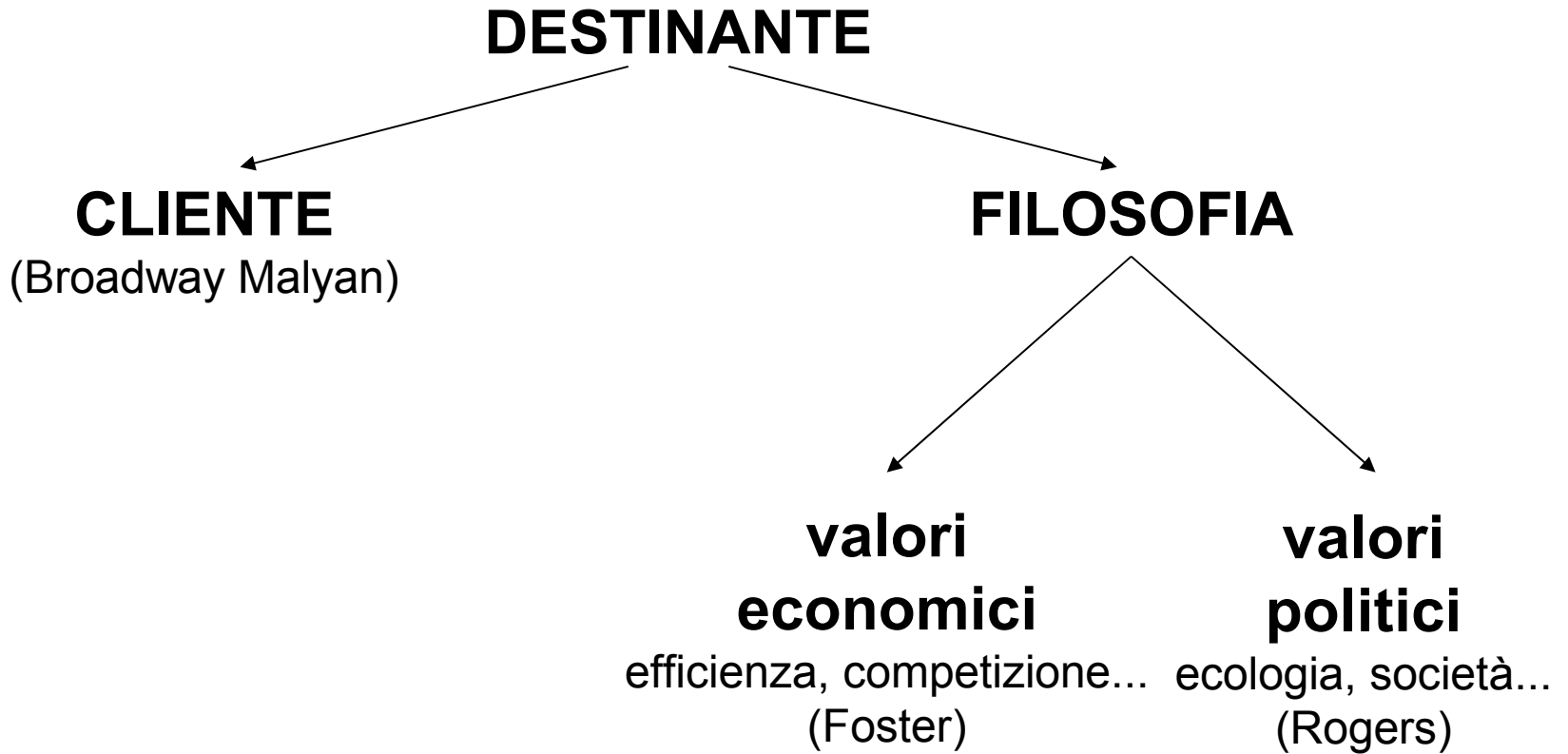
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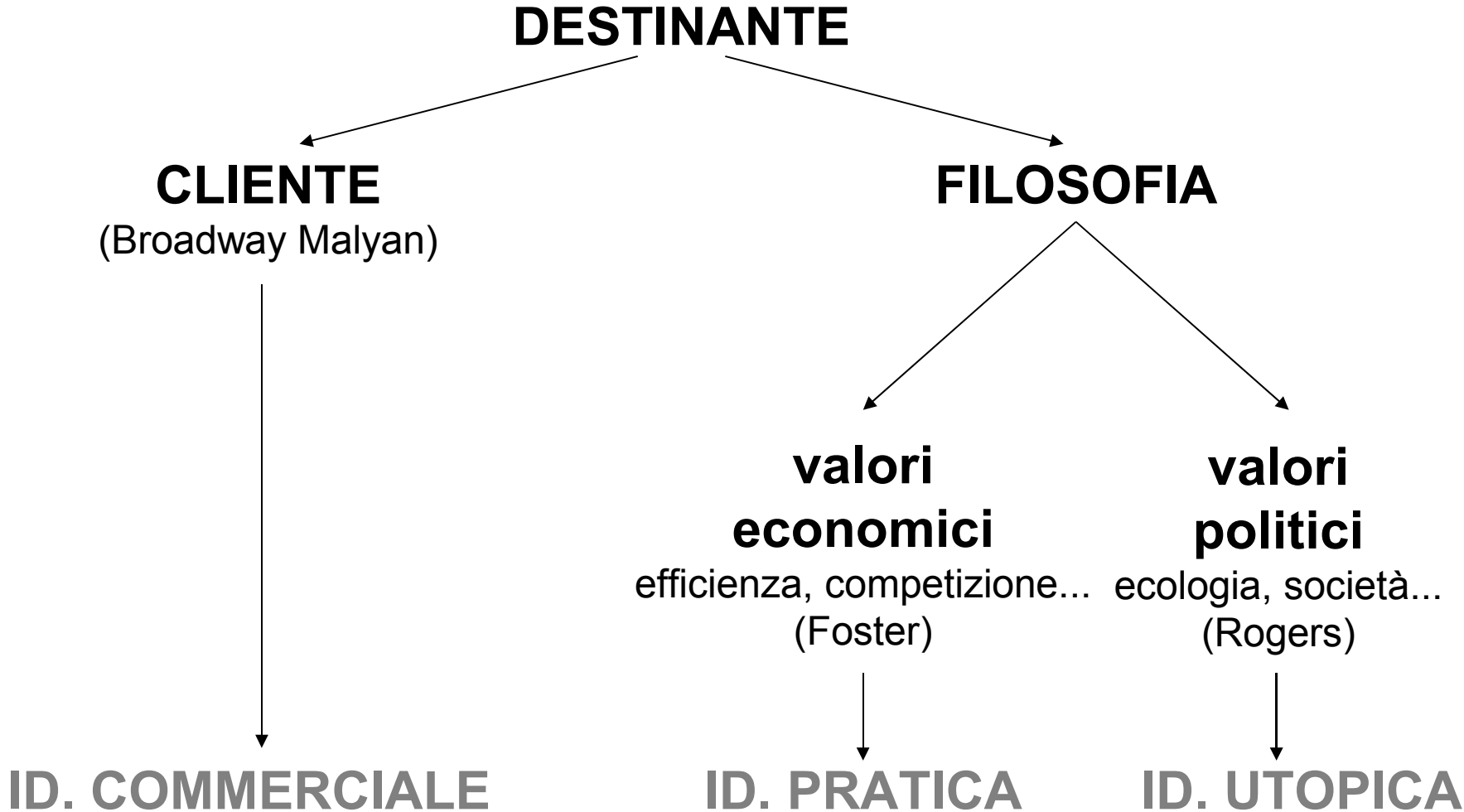
(Company – Values – Creative value)

IL DESTINANTE





IL DESTINANTE



IL DESTINANTE

DESTINANTE

CLIENTE

(Broadway Malyan)

FILOSOFIA

valori

economici

efficienza, competizione...

(Foster)

valori

politici

ecologia, società...

(Rogers)

ID. COMMERCIALE

ID. PRATICA

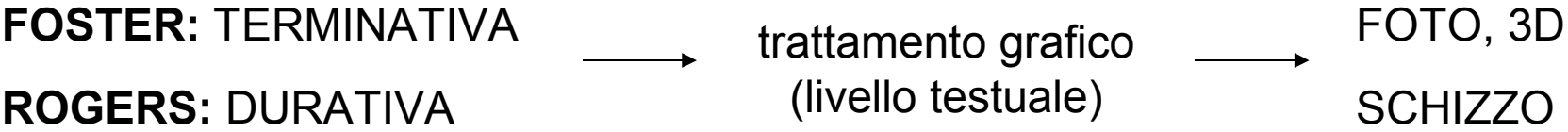
ID. UTOPICA

ambito commerciale

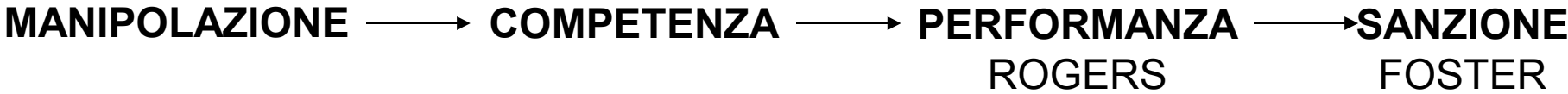
ambito artistico

PRODOTTO | ASPETTUALIZZAZIONE E LIVELLO NARRATIVO

aspettualizzazione (livello discorsivo)



schema narrativo canonico (livello narrativo)



Our work embraces infrastructure, architecture and product design.

We work from the scale of an airport down to the handle of a door.

(Foster + Partners)

At the heart of our urban strategy lies the concept that cities are for the meeting of friends and strangers in civilised public spaces surrounded by beautiful buildings.

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It is the celebration of public space, and the encouragement of public activities that drives the form of the practice's buildings.

(Rogers Partnership)

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Per Foster il palazzo, il progetto sono il fine stesso del fare dell'architetto. Dal punto di vista narrativo sono quindi l'Oggetto di valore.

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(Rogers Partnership)

Per Rogers l'architettura è uno strumento per raggiungere la qualità della vita (individuale e sociale). Il palazzo, il progetto è un Aiutante, che rimane sullo sfondo.

Public space **between buildings** influences both the built form and the civic quality of the city, be they streets, squares or parks. A balance between the public and private domain is central to the practice's design approach. Buildings and their surrounding spaces should **interrelate** and define one another, with external spaces functioning as **rooms without roofs**.

The **structure** of buildings set the scale, form and **rhythm** of the architectural environment, within which change and improvisation can take place. Scale is given as much by the design of the details as the building as a whole. **Lightness of structure, transparency** and **layering** are dominant design factors in the work of the practice.

(Rogers Partnership)

livello narrativo

ATTANTE: AIUTANTE

livello discorsivo

**ISOTOPIE TEMATICHE E
TEMATICO-FIGURATIVE:
INTERRELAZIONE,
LEGGEREZZA,
PERMEABILITA'**

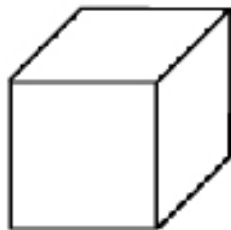
**FIGURATIVIZZAZIONE:
OGGETTI CARATTERIZZATI
DA TRASPARENZA, LIVELLI,
RITMO PIENI/VUOTI,
ATTRAVERSABILITA'...**

Possiamo provare a rappresentare le diverse strategie di figurativizzazione di Foster e Rogers (che corrispondono a due diverse concezioni dell'oggetto architettonico) con questi due oggetti-tipo, che riassumono una serie di caratteristiche figurative. Ovviamente non sempre c'è una coerenza così grande fra la funzione narrativa di un attante, le isotopie tematiche con cui si lega a livello discorsivo e la sua figurativizzazione. Questi siti sono testi interessanti proprio perché riescono in questa difficile operazione.

FOSTER



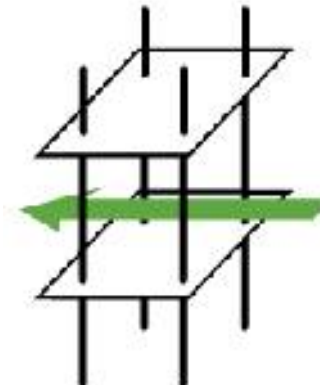
BLOCCO



ROGERS



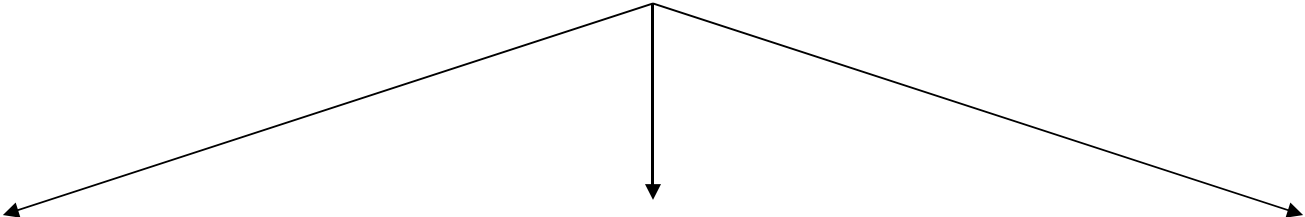
TELAIO



FIGURATIVIZZAZIONE
(BLOCCO o TELAIO)



TESTUALIZZAZIONE



ARCHITETTURA
(i veri e propri oggetti
architettonici)

CARATTERISTICHE
STRUTTURALI,
ANALISI DEL
PROGETTO,
MATERIALI...

FOTO, DISEGNI...
(materiale
illustrativo)

TECNICA (FOTO,
GRAFICA 3D,
DISEGNO), PUNTO DI
VISTA...

**INTERFACCIA
GRAFICA**
(caratteristiche visive e
funzionali del sito)

...

"...non hai mai
sentito dire che
la bellezza
delle cose ama
nascondersi..."

...vieni a
scoprirlo nel
mio Official
Website!"

*Paola
Pauze
Cassini*

Anni

Immagini

Parole

Collaborazioni

Canzoni

Pagine

Il nuovo singolo
in radio
oggi

Il nuovo singolo
nei negozi
-15 giorni

Il nuovo album
-36 giorni

bound.it



On

News

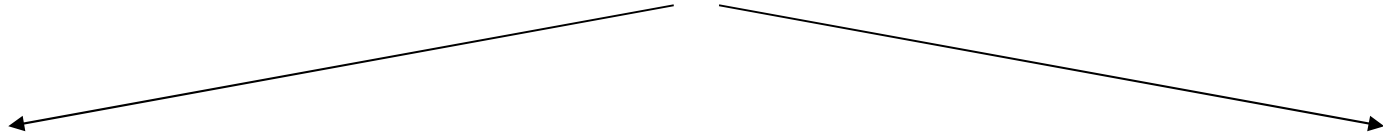
Fanclub

Curiosità

Tour

ATTORE

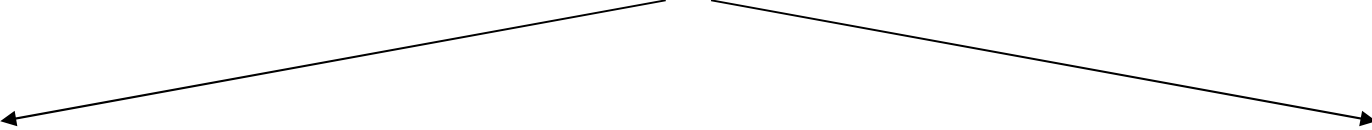
ATTORE



INDIVIDUALE
BOTTA, PIANO

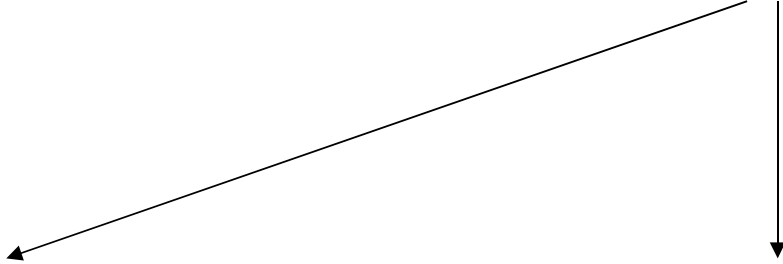
COLLETTIVO

ATTORE



INDIVIDUALE
BOTTA, PIANO

COLLETTIVO



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BroadwayMalyan

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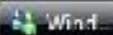
Thursday 7th February 2008 | [site map](#) | [contact us](#) |
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people: overview

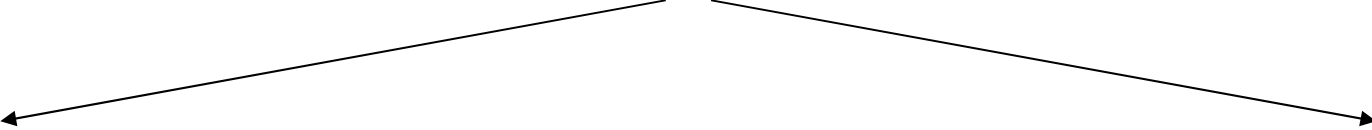
Broadway Malyan is a well-resourced and exceptionally skilled business. Our people are leaders in their fields, working in a dynamic and creative environment.

We have over 700 staff in 14 offices throughout the world.

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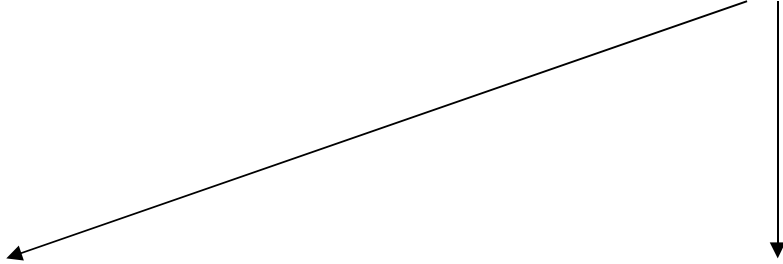


ATTORE



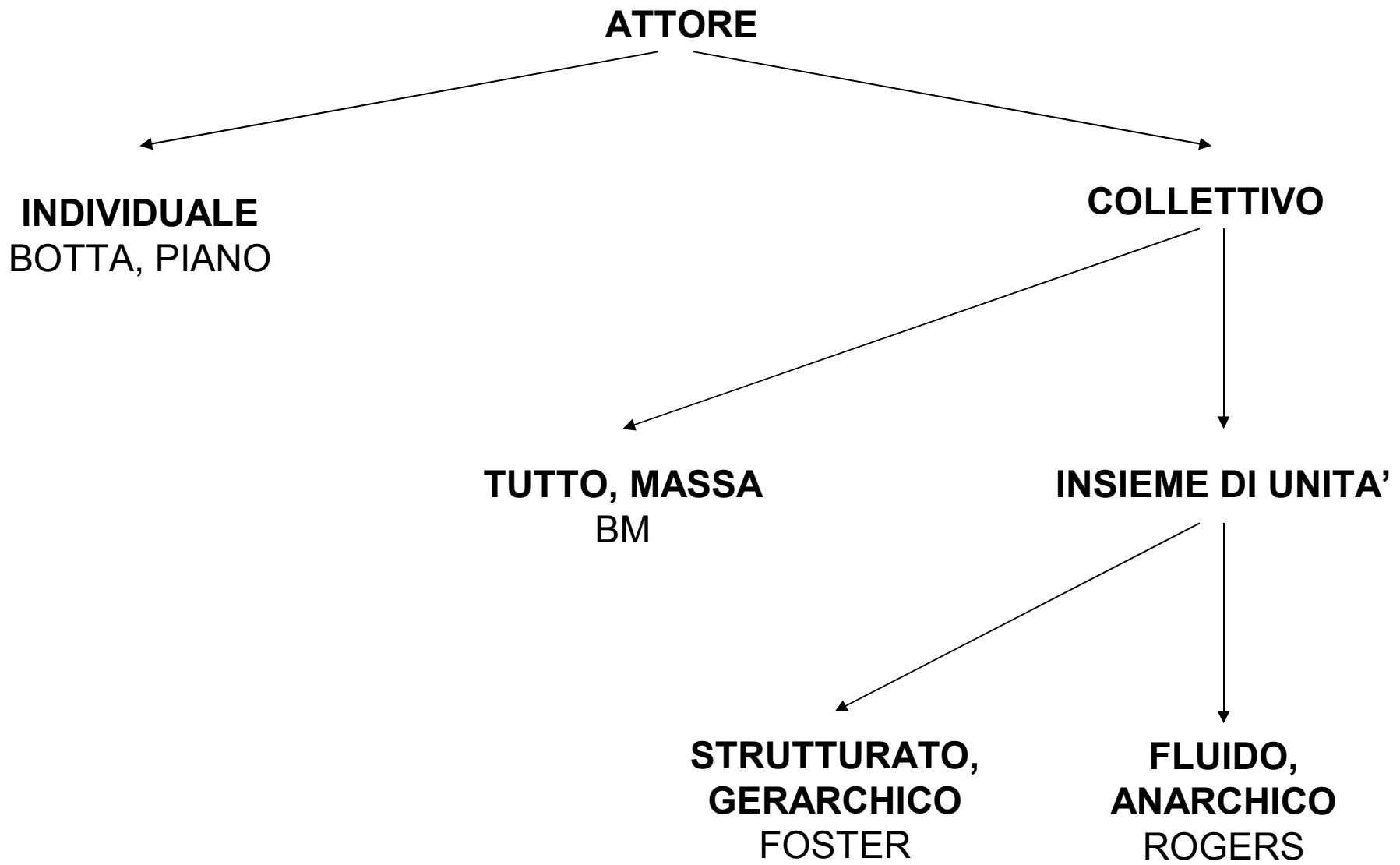
INDIVIDUALE
BOTTA, PIANO

COLLETTIVO



TUTTO, MASSA
BM

INSIEME DI UNITA'



Practice Projects Team News Data Contact

Foster + Partners

Architecture and Planning Product Design Workplace Consultancy



Our team is diverse and cosmopolitan - together we speak 40 languages.

Team



Richard Rogers	Adrian Williams	Abu Amithya	John O'Loughlin
Mike Davies	Andrew Farbridge	Abigail Ford	Jorge Laver
Granham Stark	Andrew Tylce	Adeline Wood	José Lerena
Ivan Harbour	Andrew Yick	Aida Esteban	Joaquina Vago
Andrew Morris	Andy Eryce	Alfredo Araujo Diaz	Joseph Park
Leonard Crut	Andy Young	Aki Kagayama	Juan Laguna Requero
Amant Krua	Aytan Lotay	Alison Cronin	Jun Ito
	Beulah Dorcas	Alberto Mossell	Katadina Jaques