

Creating Compelling Stories

What is an architectural narrative:

- Just a Story?
 - Events,
 - Characters,
 - Messages,
 - Histories,
 - Desires.

Santiago Calatrava's philosophy

- “Each innovative design must emanate from its cultural context, conveying traditional sensibility through modern architecture to create truly inspiring structures.”
- Brookfield place acts as a culmination of built form and community – aiming to create a space which people truly want to be.
- Brookfield place, Toronto



Creating Compelling Stories

What is an architectural narrative:

- Creating a project whose purpose is clearly known on first glance.



Creating Compelling Stories

Why have an Architectural Narrative:

Architectural Narratives serve a multitude of functions:

1. Ensures various actors are on the same page,
2. Acts as a motivator,
3. Saves time explaining soft ideas
4. Reminds us why and where we're going,
5. Works as a unifying factor to create aesthetic harmony throughout the building



TWA Flight Center, New York (1962)

Creating Compelling Stories

Use of the Architectural Narrative:

When the building is in use, a strong architectural narrative adds interest for users of the building and attracts outside visitors, as well as strengthening the identity of a particular community.

Eero Saarinen's:

To capture the sensation of flight in all aspects of the building:

- a fluid and open interior,
- wing-like concrete shell of the roof.
- a monument to the airline and to aviation itself.



TWA Flight Center, New York (1962)

Creating Compelling Stories

Use of the Architectural Narrative:

When the building is in use, a strong architectural narrative adds interest for users of the building and attracts outside visitors, as well as strengthening the identity of a particular community.

Eero Saarinen:

To capture the sensation of flight in all aspects of the building:

- a fluid and open interior,
- wing-like concrete shell of the roof.
- a monument to the airline and to aviation itself.



TWA Flight Center, New York (1962)

Creating Compelling Stories

How to Use your Compelling Story:

Draw from your message and values as an organization. Root yourself deeply in what is you do and care about. The resulting cumulation of decisions through design will reflect this narrative.

Gensler Research Institute:

Think of 4 key story telling items:

- Characters,
- Image,
- Backstory,
- Theme.



Creating Compelling Stories

How to Use your Compelling Story:

Draw from your message and values as an organization. Root yourself deeply in what is you do and care about. The resulting cumulation of decisions through design will reflect this narrative.

Gensler Research Institute:

Think of 4 key story telling items:

- Characters,
- Image,
- Backstory,
- Theme.

THE RESULTS

Four key components of storytelling parallel major parts of the built environment. These components can help a team and/or clients to explore what is important to the narrative of a future place:

Characters: the people who will engage with the project, experiencing and reacting to its exterior shape and interior spatial qualities.

Imagery: the physical characteristics of a project that will appeal to one's senses, evoke a mood, and elicit an emotional response. Imagery can express an attitude and create iconic, memorable moments.

Backstory: the accumulated history of the site that encompasses both the physical context and the human activity that has shaped it.

Theme: the underlying message of the project that the architect/designer is conveying with the design; the universal belief that touches on the human experience.

Creating Compelling Stories

How to Use your Compelling Story:

Draw from your message and values as an organization. Root yourself deeply in what is you do and care about. The resulting cumulation of decisions through design will reflect this narrative.

Gensler Research Institute:

Think of 4 key story telling items:

- Characters,
- Image,
- Backstory,
- Theme.

Opportunity	
Create units for clients within SHYM. Answer the question: "what is the max number of units we could generate for SHYM clients"	
Goal	
Leverage a better understanding of the value of the site to <u>maintain control of the project.</u>	
Objectives	
List the key objectives or deliverables that the project or project phase will achieve.	
In Scope	Business Case
Providing strategy for <u>change management and relocation with minimal disruption for clients.</u>	<ol style="list-style-type: none">Understand max units at low (standard) cost.Review number of units and how that relates to market rate.Ball park commercial elements.Understand cost of development.
Constraints	Assumptions
<ul style="list-style-type: none">Time in pre-development stagesFinances; require government funding, capital campaign, etc. — for pre-development staff, for experts, for build and for operatingKnowledge and expertise in development and constructionCommitment of site	<ul style="list-style-type: none">Will be for women and women lead familiesWill include child care centreWill include pop-up office and program spaceSupports will be available to all residents, market and affordableResidents will have mixed levels of acuity, therefore require different levels of support
Deliverables	
Community centre with wraparound supports to meet the needs of all tenants (market and affordable)	

Individual Group Project Charters

Creating Compelling Stories

Risks to an Architectural Narrative:

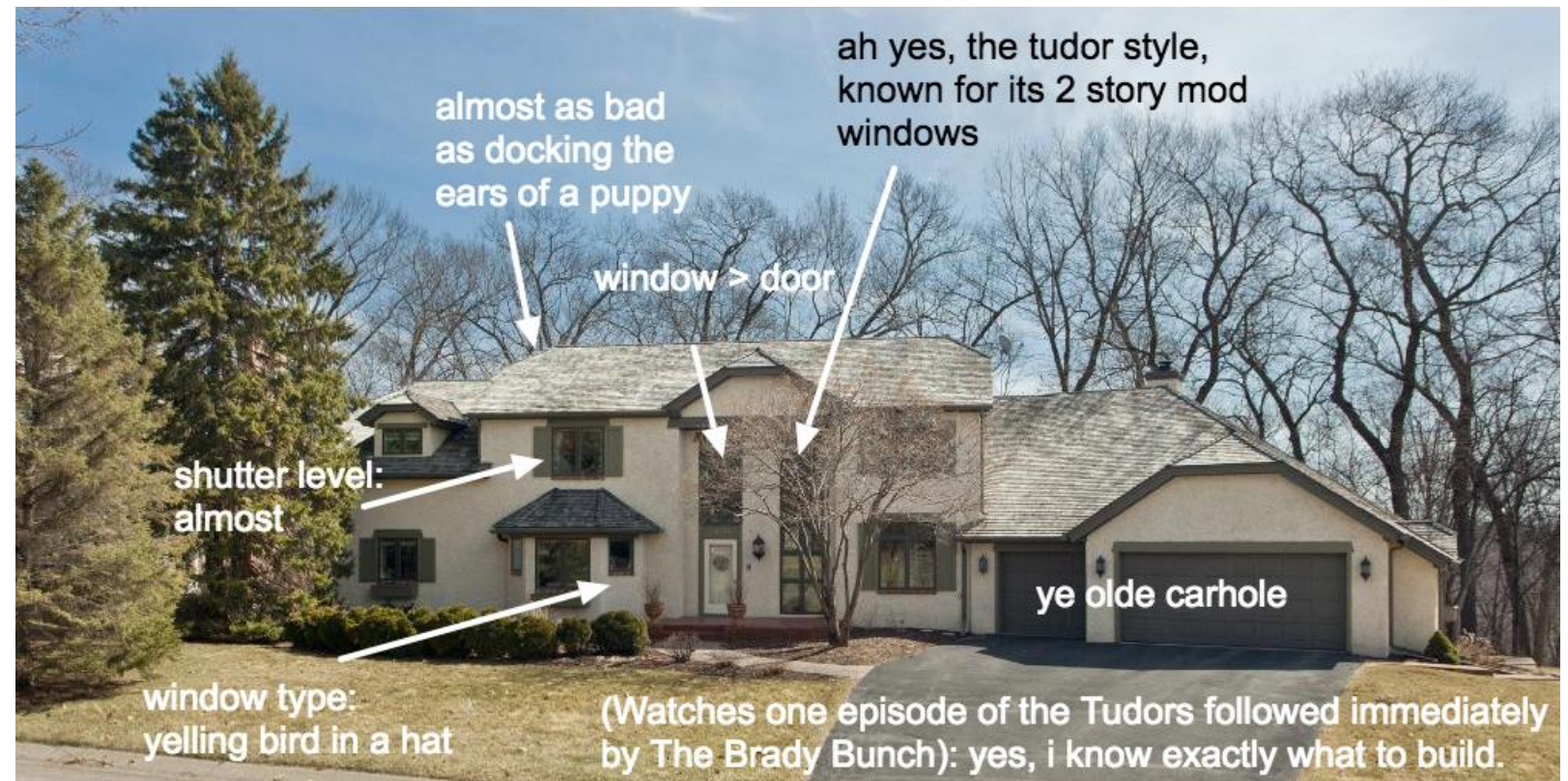
Factors which can risk architecture failing to tell its story:

- Economic constraints force cheap hasty design
- Values are not held to when compromises arise.
- Constraints are not well understood at the



Video Link: https://www.youtube.com/watch?v=YX3G1r3ynfw&ab_channel=WashingtonPost, Kate Wagner (2017)

When narrative is not present, consistent or meaningful it can elicit an emotional response



Creating Compelling Stories

Creating your Architectural Narratives

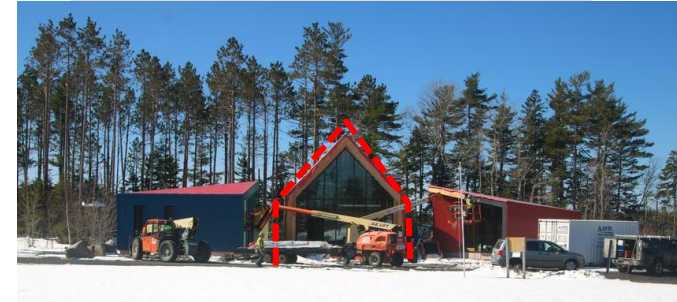
There are several ways a narrative can be outlined and protected:

1. Focus on the critical location of the project
2. Keep people at the center
3. Create a journey for others to join
4. Know where you're an expert
5. Size matters, take scale into account
6. Relate your story back to the tiny details
7. Be realistic about constraints
8. Protect what has emotion

SKETCHING



CONSTRUCTION



OCCUPATION



Brigadoon Village, Aylesford (2022)

Creating Compelling Stories

Creating your Architectural Narratives

Dave McKeage: “I wanted to build a camp for people living with chronic illness and I knew it could be done”

“To give children and youth a special place — a magical place — where they could go and be labelled, not by their illness, but by how loud they could sing, the gooiest S’more that they could possibly make, their silliest face and — his favorite — the craziest of hats.”

Today, Brigadoon Village is the largest pediatric medical camp facility in Canada and offers over 30 camp programs.



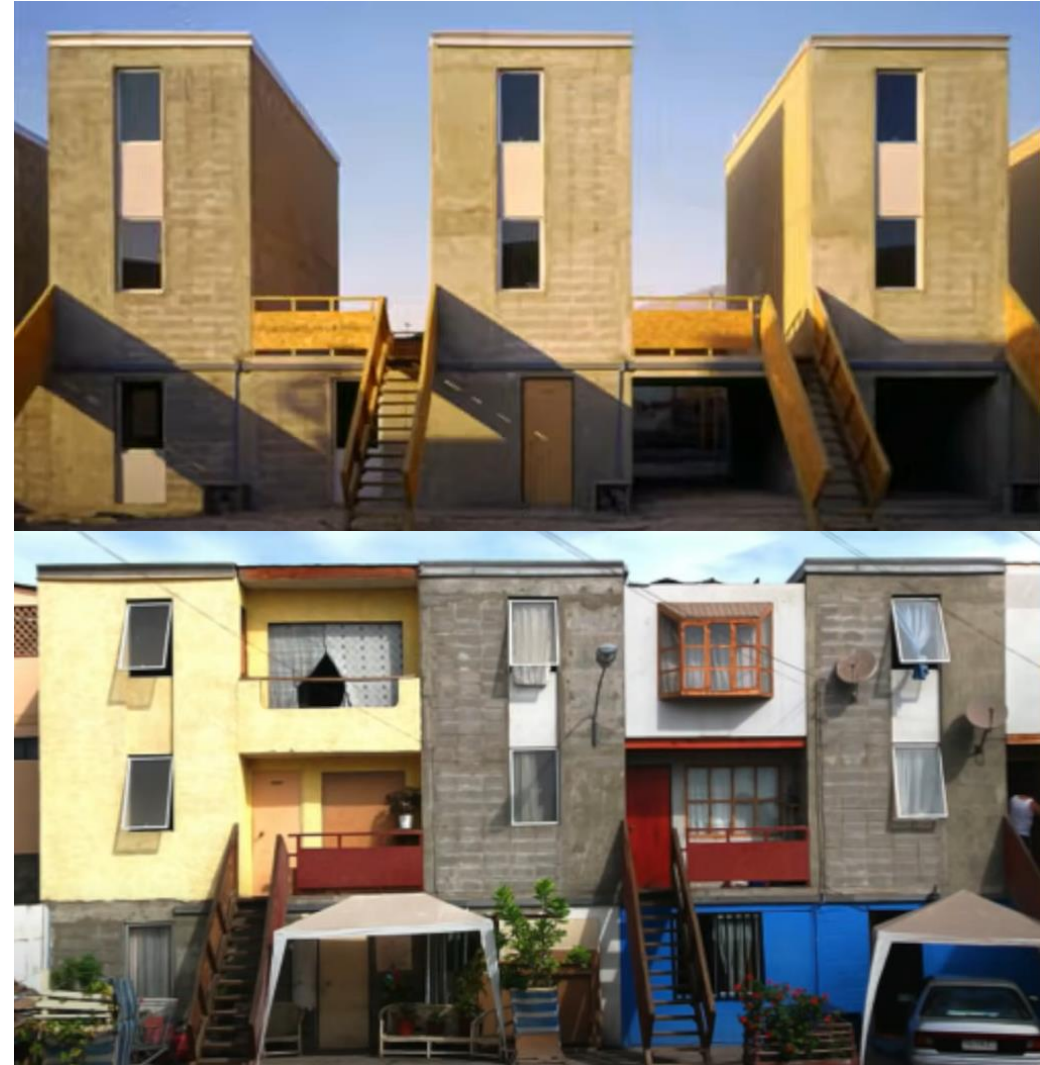
Brigadoon Village, Aylesford (2022)

Creating Compelling Stories

Recap:

"An architectural narrative is the story told by a building through its form and feel. It is not superfluous, to be added after the 'real business' of design has been done, but should guide the design."

- Don't be tempted to design first and create a narrative later. Keep people in the center, and let the narrative truly drive what you're creating.



Half a House, Alejandro Aravena. (2004)

[Video Link \(first 6 minutes\) of Ted Talk:](https://www.youtube.com/watch?v=o0lOPoe3qlg&t=36s&ab_channel=TED)

https://www.youtube.com/watch?v=o0lOPoe3qlg&t=36s&ab_channel=TED