

## INNOVATIVE APPROACHES IN SPACE DESIGN: INDUSTRIAL STYLE

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Presentation/Paper Type: Oral/Full Text

**Abstract-** The industrial-style designs affecting today's perception of designs in a huge velocity has emerged first by the industrial revolution. Although being time-dependent and taking longer time and economically high-cost product, the handcraft has allowed the industrial designs to have been rapidly materialized through mass production and have been low-cost economically. Even though William Morris and Philip Webb-designed Red House / Arts and Crafts movement was the sign against mass production and mechanization in England in 1860s, it has not been able to resist the power of industrial production.

Due to post-20<sup>th</sup> century arisen significance of reconciliation and interdisciplinary studies, the interest felt for the industrial designs has enhanced. Considering the common benefits of not only to the designers and but also to the users, the industrial designs have been offering innovation to the user by getting integrated with technology of a space generated in the industry being oriented towards function and form of an object. By selecting the components separately as per products to be employed inside a space, opportunity is being conferred to the special designs. Upon unique combination of separate parts, alternative spaces have been emerging. New materials, current developments, technology and innovation are effective on this style.

In current venues from hotels to offices and from restaurants to conference halls, industrially designed products and venue formations are being seen. There are designers and offices adopting exclusively this style. Within the scope of study, selecting samples of different venues with styles designed industrially from World and Turkey, they shall be addressed in terms of space organization and fittings. Upon completion of analysis of samples, the tables under following titles shall be constituted by making analysis among the venues. The structural materials used in the venue-analysis of ceiling, wall and floor materials, lighting fixtures-like overall and local lighting fixtures, accessories, mainly equipment and accessories like-seats-chairs-tables shall be examined. In the venues of this style, dimmed light providing fixtures for Edison bulb, produced from iron bar, controlled natural light being admitted into space, brick-covered surfaces, flooring tiles laid in different colors, solid wood products, independent accessories, Thonet chairs, blackboard bearing handwriting hereon are being frequently seen. Selected materials and distribution of units from the venue shall be evaluated in the study. Due to being open for consumption of this new design language offering difference and creativity to the user, I believe that it shall not be long-lasting nevertheless; outcome of the study is in nature of giving guidance to the designers who wish to make industrial type of designs and to those who shall draw up project in the area with specific classifications.

**Keywords-** Industrial, Concept, Design, Space.

## **I.INTRODUCTION**

Industrial Revolution emanated with contributions of the steam-powered machines to mechanized-industry and new inventions to production in Europe in 18<sup>th</sup> and 19<sup>th</sup> centuries. Society transferred to industry from agriculture, migrated to cities, had more incomes and accordingly was in new searches in the field of design. A product, as well as meeting the need and being aesthetic and designed, brings importance in users as an indicator of status.

An industrial-designed product, firstly being suitable for mass production, is defined with its appearance, quality and being new. If industrial designers are the industrial product definition of vocational institutes, products that are manufactured in industry and aimed at final users are to be mentally developed looking out for criteria such as functionality, convenience for needs and admiration of users and target group, and to be designed as a new product suitable for production [1]. Industrial design is a professional service that is rendered for the sake of creating and developing concepts and specifications, and that optimizes functions, values and appearances of products and systems for mutual benefits of both users and manufacturers.

Product design, in the broadest sense, can be described as the optimization of opportunities originating from market and technology by looking after mutual benefits of manufacturers and users on the basis of product/service. In other words, it is the action of planning the product that firms have determined as a need, in order to return a reasonable profit to the manufacturer pursuant to opportunities that technology offers. For that very reason, design aims to gather technologic inputs and market data together with a new or developed product service basis [2].

Design concept or in other words object production, according to Gorman, enables designs to be perceived as a creative movement in which both designers and non-designers are equally able to participate in a constant and immediate thinking process. The role of designers in post-mechanical age is to make the design process equally accessible by everyone [3].

Küçükerman's description "*Creativity is a thinking process that results with creation of new and valid ideas*" makes a reference to new, valid ideas and a thinking process in design [4]. When the connection between industrial design products with users is considered, it is seen that the ones that shine out in design are preferred between similar

products, naturally after brand preference. Being appealing to human senses and emotions, depending on product design, is one of the most significant features of industrial design.

Training process of industrial design started with Bauhaus, an art and architecture school. The overall curriculum applied in Bauhaus-Weimar is based on “hands-on and stylistic” training. The hands-on training includes analyses and behaviours of materials while the stylistic training contains observation (analysing material properties), presentation (structure, re-production, drawing, model working) and composition (working on body, colour and design). Bauhaus students started three-year atelier training after receiving six-month basic design classes [5].

The development of industrial design in Turkey acquired currency after the second half of 1950s, however, putting industrial design training into practice was only possible at the early of 1970s [6]. The training process starting with Middle East Technical University has been maintaining through the agency of industrial product design departments of various universities.

In 2000s, industrial design was seen to be dominant as a style that spreads to a whole place, based on a product. Even if functions of places vary, interest for and

production of industrial styles continue to increase. In project studies in which each product is designed specially for each place, the idea of integrity also rises besides designer’s artistic point of view.

## **II.MATERIALS AND METHOD**

Turkey, becoming familiar with industrial product design after 1950s, offers solutions that colligate product design with space design. There was no single-style space understanding dominating indoors designed especially after 2000s, however, popular-style space designs became prevalent. Among these, there were styles like pop-art, retro, vintage and country, which stood out in industrial-style design spaces. Different function groups are seen; from houses to offices, cafés to restaurants in industrial-style space design, one of the primary popular styles. In spaces with this style, following a certain motto, style or a philosophy, common components are in question. Within the scope of the study, through 5 examples from Turkey, industrial-style space designs will be discussed, taking their spatial data into account.

### **1. The Yiğitalp Office Design:**

The Yiğitalp Management Office, located in Konya, is a company building industrial buildings and dealing with insulation, roof and façade linings. For the management office, designed by Guss Design Interior

Architecture Office in Konya, “the office design should reflect the job that is done” requirement was negotiated with authorities in meetings before the design. In this regard, an industrial-style design project was prepared and implemented as a result of negotiations and enquiries, especially with interior architect and environmental designer Cengiz Durmuş [7].

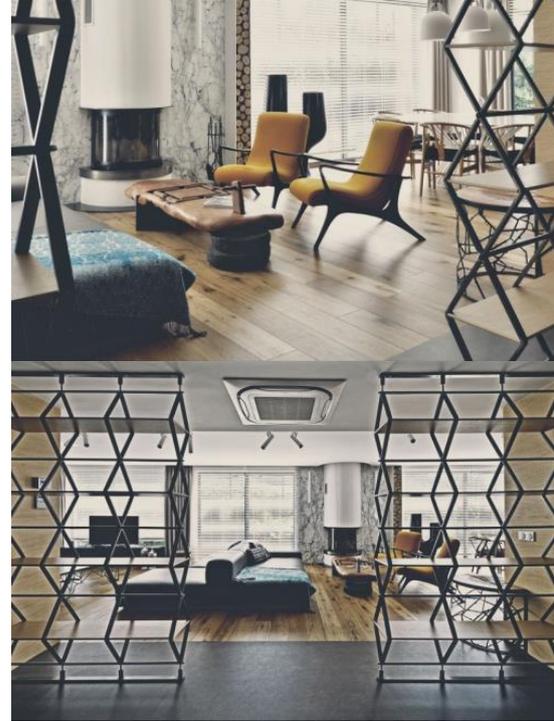


**Figure 1. 2.** The Yiğitalp Office Views [7]

## 2. The OZA Residence Design:

The Oza Residence, designed by Esat Fişek, the award winning interior architecture for the best store design; is

seen to have industrial-designed project study in the residence, in line with the user’s request.



**Figure 3. 4.** OZA Residence Views [8].

## 3. The Big Chef Café-Restaurant:

The Big Chef Café-Restaurant that came into service in Ankara in 1990s, has turned into a café-restaurant chain that has domestic and overseas branches as of 2016. After the first project with industrial-design, developed by the architect Nejat Sert from Ankara, the same theme continues in all branches with little differences. It is a place where users can feel comfortable eating and drinking in a sincere and natural environment [9].



Figure 5. 6. The Big Chef Views [10, 11]

#### 4. The Pigastro Café:

The Pigastro Café, located on 400 meter square in İstanbul Kültür University was designed by the architect Bilgehan Şenel in 2012. Floor covering is concrete, wall surfaces are roughcast and bricks in patches, while the ceiling is exposed and the pipes are visible. Lightings are special-design industrial style products. The furniture is mainly oak. For reinforcement and equipment; painted box profiles, rusted iron, rusted mirrors, wire net systems can be seen. The cafeteria that young people are very much interested in is of the

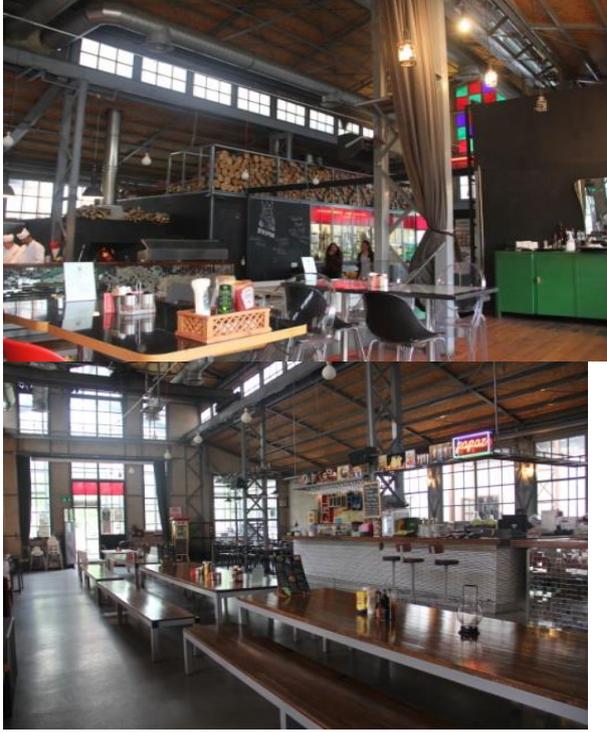
attracting examples [12].



Figure 7. 8. The Pigastro Café Views [11]

#### 5. The Otto Santral Café:

Otto Santral place that entered into service within the body of Santral İstanbul, modern art museum, culture and education centre by Istanbul-Bilgi University in September in 2008; was turned into a café and performance place from a garage workshop. The place, with its motto “*good food, good music*”, serving with a capacity of 150-person, was awarded the first place in the category of The Best Venue Design - Time Out Istanbul Food-Drink Awards [13].



**Figure 9. 10.** Otto Santral Views [11].

### III.RESULTS AND CONCLUSION

As a result of analyses conducted on 5 examples selected from Industrial-Style Designs, spatial properties are given in the table below:

Industrial-designed places are preferred regardless of functionality. Reflecting the job that institutions serve, user preferences, philosophy determined for the place, make design preference effective. A design language is created within place examples that show integrity on material, reinforcement, equipment and lighting preference. Popular usage of industrial-style designs that also dominate emotions in integrative art understanding

as well as mechanic structure of mass production, gathers momentum progressively. As a premium of being a consumerist society, I believe these design styles will not turn into a long-term movement, it is, however, an unavoidable fact that they offer new, alternative and original space design styles to users.

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