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In contemporary architecture, the philosophy of phenomenology is influential. it is also a form of academic research that is built on the experience of building and materials based on sensory elements. The phrases “ the place” and “ that take place” concretely define the environment and the things that occur on it. The place is not a modest zone, but consists of tangible things including material substance, color shape, dynamics and texture. All these elements when put together create the character of the environment. Through the atmosphere crafted it allows a number of shapes with identical purpose to exemplify two differing functions, in relation to the cultural and unique environmental state they exist. Phenomenology embodies subjectivity that deviates from the abstraction created by science and its neutral objectivity. It makes elements and its blending with its environment the core and not the elements themselves (Dernie, 2008)   
Dernie (2008) shared that phenomenology is not to design based on a plan but rather designing on the basis of perspective including all the three fields-the foreground, middle and distant view. This holistic philosophy provides a memorable experience to those who will see the structure because of the detailed representation and turn out.   
In the 1970, writings by Martin Heidegger began to impact contemporary architectural theories. The architectural philosophy inspired many movements and produced a number of artists that followed the school of thought. Including prominent architect Steven Hall who is best known for the 2003 Simmons Hall in MIT located at Cambridge Massachusetts. Hall ventured in many architectural projects including the Chapel of St. Ignatius in Washington and the Campbell Sports Center in Columbia. His works characterized by his importance to man’s existentialist bodily interaction with the environment.   
Another phenomenologist is Swiss architect Peter Zumthor, who won the Pritzker Award in 2003 and 2013 won the RIBA Royal Gold Medal. Zumthor as an architect mentioned that he always emphasizes on the sensory quality of the architectural experience. He believes that the elements of his designs engage people to evoke their personal experience with the environment.   
Although, the philosophy of phenomenology has ceased a number of architecture still believes in the notion that to design is to create memories. The philosophy in Phenomenology is that the building does not utilize itself in the first dimension, the second dimension nor the third dimension, but it functions in the fourth dimension which is time (Dernie, 2008). The teaching is that the architecture is not only visual, but people experience it through all the senses. Author Jun’ichirō Tanizaki mentioned in his book, In Praise of Shadows, that culture affects the architectural value of space. In the eyes of the phenomenologists designing and formulating architecture requires to embody the fact that crafting a structural design is too complex to be simplified.   
One good example of is the Heyday Aliver Cultural Centery by Zaha Hadid, the 619, 000 square foot building located in Azerbaijan. The building is known for its distintict architecture defined by its flowing curved style that produces sharp angles. It has become a signature contemporary landmark in the country. The design is distinct by its overall sensory impact. It emerges a fluid form that complements the natural topography of its location. The fluidity of the building allows it link with various cultural spaces, providing each component of the structure with its own identity. The building provides an emotional experience for the people by playing with the into naturally its overall sensory effect.   
Architecture is a complex process in itself; many considerations must be kept in mind during the process of drafting or even thinking of the design. But it also provides not only a visual experience to the people but also a holistic one that makes lasting imprints in the minds of the people, who encounters the buildings first hand. Although the visual aspect is the first one noticed, other elements such as the texture and overall atmosphere of the building is also important in terms of designing. Phenomenological approach to architecture may appear complex to some, but it highlights the significance of architecture in providing an unforgettable experience to people.