



Artistic Strategies in Architectural Space Organization

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Why Artistic Strategies?

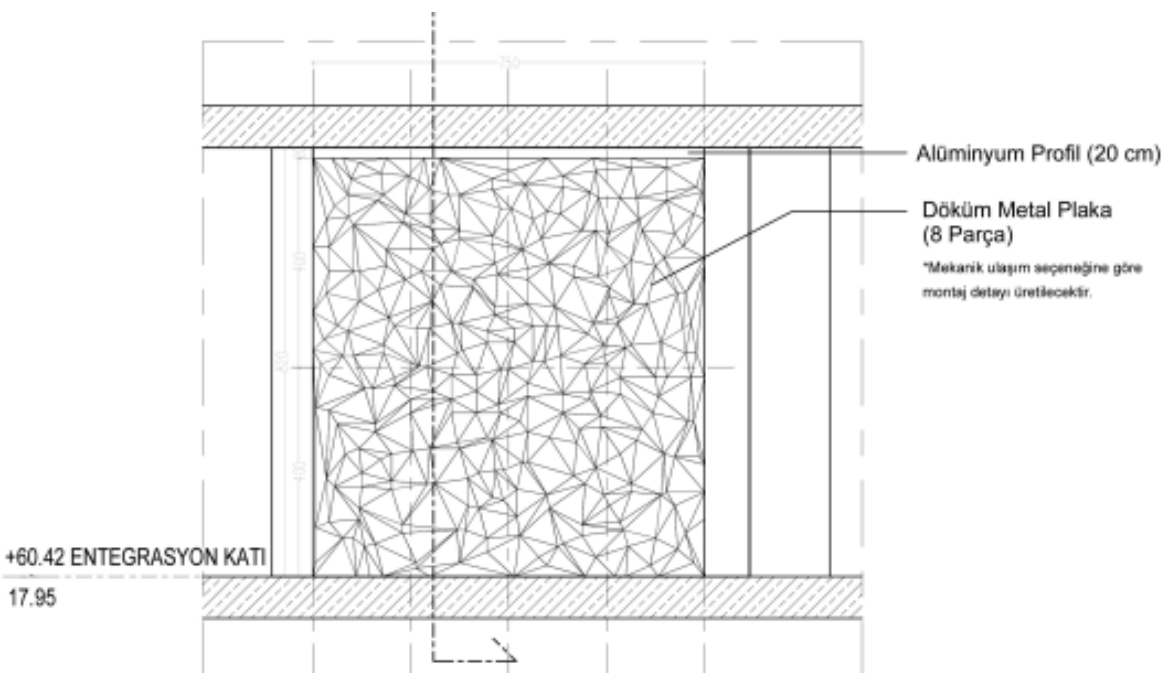
a. Architectural Pursuit Beyond Function



Seyrantepe-Alibeyköy Bus Terminal Rail Line Stations
Artwork Design: ALAN Project

Architecture is not merely about providing shelter or serving a function; it is also the art of creating meaning, emotion, and experience. Artistic strategies enhance these dimensions.

With the right artistic touches, a space goes beyond being just a building and becomes a memorable experience that connects with its users.



Seyrantepe-Alibeyköy Bus Terminal Rail Line Stations
Artwork Design: ALAN Project

Why Artistic Strategies?

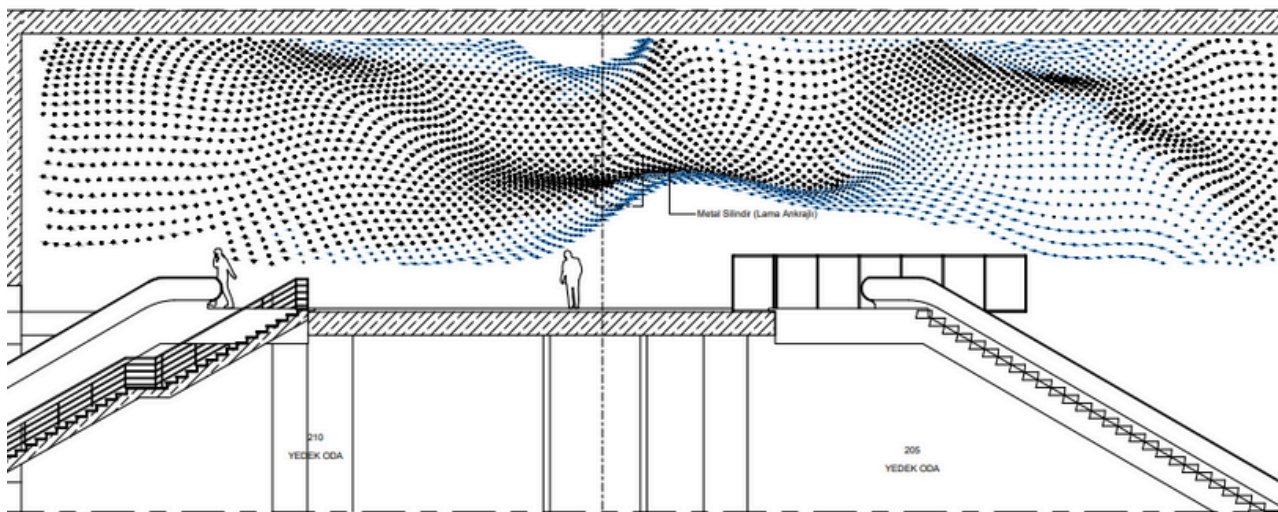
b. Giving Identity to a Space



Seyrantepe-Alibeyköy Bus Terminal Rail Line Stations
Artwork Design: ALAN Project

Details created through art make ordinary spaces unique and memorable. Guided by art, a space becomes more than just a functional area.

Artistic approaches in the choice of color, texture, lighting, and materials give the space character while offering each visitor a distinct experience.



Seyrantepe-Alibeyköy Bus Terminal Rail Line Stations
Artwork Design: ALAN Project

Why Artistic Strategies?

c. The Power of Interdisciplinary Design



JW Marriott Hotel Istanbul Marmara Sea Residence
Sculpture Installation: ALAN Project

"Form follows function — but function follows collaboration."

—Frank Lloyd Wright

When architecture meets art, the result becomes richer and more layered. This enhances both its aesthetic and social impact.



Başar Technologies Headquarters
Artworks: ALAN Project

Why Artistic Strategies?

d. Establishing an Emotional Connection



JW Marriott Hotel Istanbul Marmara Sea
Artwork: ALAN Project

Elements like color, texture, light, and rhythm directly shape the atmosphere of a space. People connect with places that move

Each detail gives the environment its own identity, deepening the visitor's bond with it.



JW Marriott Hotel Istanbul Marmara Sea
Artwork: ALAN Project

Why Artistic Strategies?

e. Enhancing the Narrative Power of Space

Artistic strategies give a building or interior its own story. They offer the user not just a visual, but also a narrative experience. In this way, the space becomes a medium that interacts with the user and deepens the overall experience.

“Atmosphere is the soul of architecture.”

–Peter Zumthor



Başar Technologies Headquarters
Artworks: ALAN Project

02. The Impact of Art on Architectural Spaces

a. Emotional Contribution



Emaar Square Mall
Sculpture Design: ALAN Project

“Art is not the object itself, but the experience it creates.”

–Olafur Eliasson

Art strengthens the meaning and atmosphere of a space, creating an emotional connection with its users. In this way, people relate to the place not only through its function but also through a sense of belonging.



Emaar Square Mall
Sculpture Design Detail: ALAN Project

02. The Impact of Art on Architectural Spaces

b. Aesthetic Contribution



Emaar Square Mall
Sculpture Design: ALAN Project

Art enhances the visual quality of architectural spaces. When color, proportion, texture, and light are guided by an artistic vision, the space gains stronger visual impact.

This enriches the design both visually and emotionally, allowing users to experience harmony and balance within the space.



Conrad İstanbul Bosphorus Office Spaces
Abstract Painting Series: ALAN Project

02. The Impact of Art on Architectural Spaces

c. Functional Contribution



JW Marriott Hotel Istanbul Marmara Sea
Artwork: ALAN Project

Art is an effective element that guides the user experience within architectural spaces. Elements such as color, form, and light provide users with an intuitive sense of direction.

“The aim of art is to represent not the outward appearance of things, but their inward significance.”

–Aristotle



JW Marriott Hotel Istanbul Marmara Sea
Artwork: ALAN Project

02. The Impact of Art on Architectural Spaces

c. Functional Contribution



Kuzu Group/Effect Sales Office
Artwork Design: ALAN Project



Kuzu Group/Effect Sales Office
Artwork Design: ALAN Project

03. Types of Artistic Strategies

a. Integration with Installation Art



JW Marriott Hotel Istanbul Marmara Sea
Ceramic Installation: ALAN Project

Installation art interacts with architectural space, transforming the way it is perceived. Such artistic interventions redefine spatial boundaries and make the user an active part of the experience.

By merging with architecture, artistic elements add a new dimension to the space. Thus, art becomes a living component within the structure itself.



JW Marriott Hotel Istanbul Marmara Sea
Ceramic Installation: ALAN Project

03. Types of Artistic Strategies

b. Material and Surface Effect



JW Marriott Hotel Istanbul Marmara Sea
Outdoor Sculpture: ALAN Project



JW Marriott Hotel Istanbul Marmara Sea
Outdoor Sculpture: ALAN Project

Materials and surfaces define the look and feel of a space. With artistic touches, they reflect light and color in unique ways, adding movement to the environment. This lets users experience the space both visually and through touch.

“Matter is the unconscious of form.”

–Gaston Bachelard

03. Types of Artistic Strategies

c. Spatial Composition and Perspective Interaction



Four Points by Sheraton Pendik
Artwork: ALAN Project

Spatial composition and perspective play allow users to experience a space from different viewpoints.

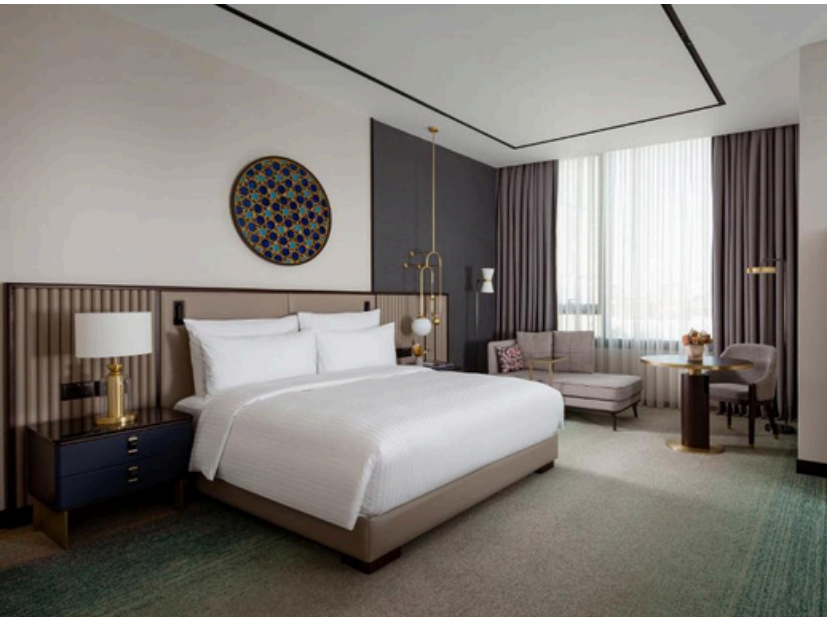
Through artistic strategies involving lines, volumes, and angles, the environment becomes more engaging and interactive. This invites users to explore various points within the space, gaining a new perception with each step.



JW Marriott Hotel Istanbul Marmara Sea
Artwork: ALAN Project

03. Types of Artistic Strategies

d. Cultural and Artistic References



Intercontinental Hotel Tashkent Trilliant
Relief: ALAN Project

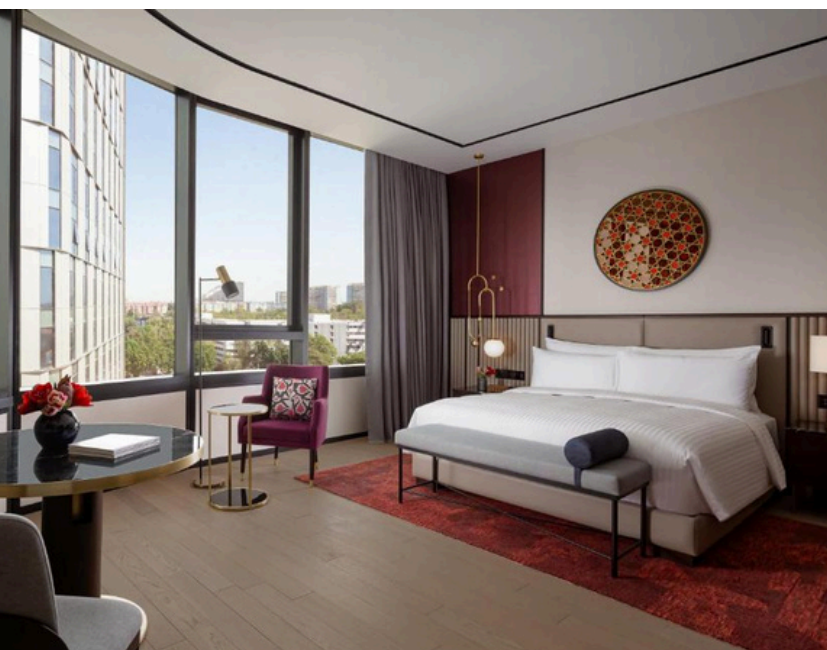


Intercontinental Hotel Tashkent Trilliant
Relief Detail: ALAN Project

Cultural and artistic references bring depth and context to architectural spaces. By blending history, local culture, and contemporary art, they offer users a richer experience.



Intercontinental Hotel Tashkent Trilliant
Relief Detail: ALAN Project



Intercontinental Hotel Tashkent Trilliant:
Relief: ALAN Project

This approach helps the space move beyond its physical form, creating an emotional and aesthetic bond that leaves a lasting impression.

04. The Role of the Designer in Artistic Strategies

a. Curatorial Approach



Dr. Pınar Sipahi, Aykut Mete, Efe Korkut Kurt
at the Başar Technologies Headquarters

In a curatorial approach, the architect and art consultant act as curators. Together, they decide which elements to include and how to position them, shaping the overall spatial experience.

b. Interdisciplinary Collaboration

Interdisciplinary collaboration is a way to integrate artistic solutions into the design process. Artists and designers from different fields work together to enrich the aesthetic and functional qualities of the space.



Design Process with Parametric Design Specialists,
Architect Derya Güleç Özer and Industrial Designer Altan Atik
at ALAN Project Office



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