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KU Leuven

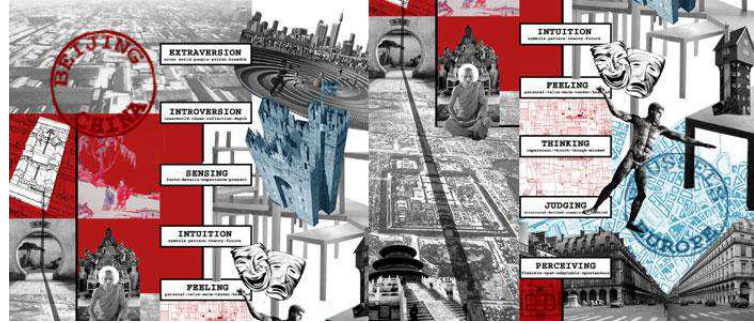
Faculty of Architecture, campus Sint-Lucas Ghent

Tutor(s): Mrs. De Maeseneer, Mr. Foncke

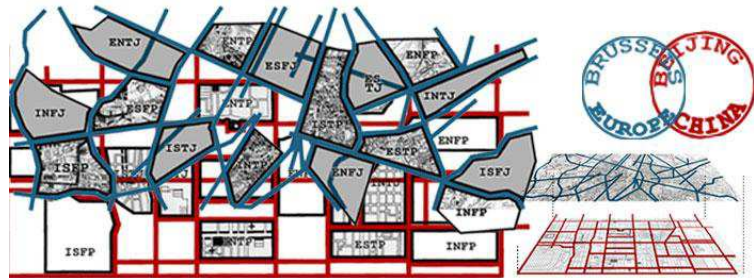
**EUROPE | BELGIUM | GENT**

Discipline: Architecture

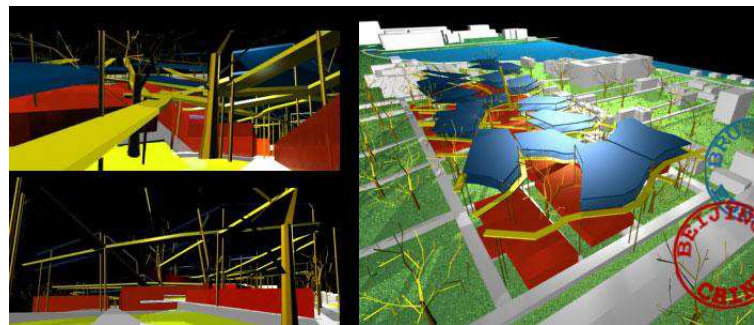
Categories: cultural, large



*Myer-Briggs personality types are universal; the way they are expressed depends on culture.*

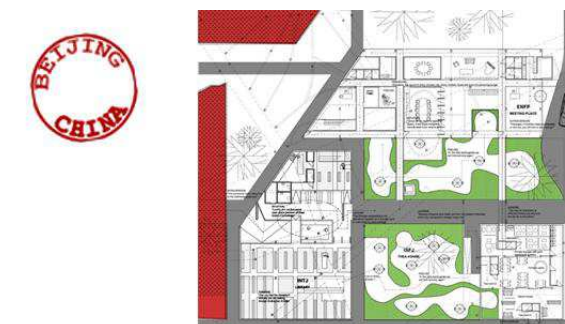


*The lounges and residences organised by using respectively scaled plans of Beijing and Brussels.*



*The scaled plan of Beijing fits perfectly into the existing path structure of the Beihai Park!?!*

Your embassy Assignment A United European Embassy in Beijing. Strategy: diplomatic architecture We aim for the ideal meeting of a EU ambassador with a Chinese opinion maker or decision taker. Therefore we provide staged spaces that are to suit the character of our guest. Different lounges are designed conform to the Myer-Briggs personality types. Myer-Briggs counts four groups of two opposite character traits, choose one from every group and you have a character type, there are 16 possible combinations. Extraversion<-> Introversion Sensing<-> iNtuitie Thinking<-> Feeling Judging <->Perceiving Implementation of the strategy Myer-Briggs personality types are universal, the way they are expressed depends on culture. Lounges to meet with a Chinese will be designed using elements, architecture principles or urban patterns that are typical of Chinese culture. For the European ambassador a residence is built on the basis of a European interpretation of his character. Principles are not copied literally: the image or plan associated with a character trait will be scaled, transformed or used in a different context. Context and global organisation The site is an open place in the Beihai Park: lounges and residences are organised by using respectively scaled plans of Beijing and Brussels. Remarkably the scaled plan of Beijing fits perfectly into the existing path structure of the Beihai Park. The residences float above the lounges, as if they were supported by the trees. Architecture and atmosphere. The lounges and residences meant for judging types - they like order and structure - are next to or on an important axe of the scaled city map. The architecture is designed using the other Myer-Briggs character traits or the corresponding associated shapes and patterns. The result is a simulacrum of elements. It is a cutting up of references, fragments and sym-bols. You can't tell the trees from the columns, everything melts into a strange perspective, although everything relates to general cultural principles.



*The image or plan associated with a character trait, will be scaled, transformed and used in a different context.*

- WINNER • NOMINATION • FAVOURITE
- ARCHITECTURE • URBANISM • LANDSCAPE ARCHITECTURE
- ROTTERDAM 2001 • ISTANBUL 2003 • GLASGOW 2005
- SHANGHAI 2007 • MONTEVIDEO 2009
- CAMBRIDGE USA 2011 • MOSCOW 2013 • MADRID 2015
- AHMEDABAD 2017 • SANTIAGO CHILE 2019
- ADDIS ABABA 2021

ALL COUNTRIES

RESET FILTERS • SHOW WORLD MAP

< PREVIOUS - PROJECTS OVERVIEW - NEXT >

# YOURO-EMBASSY

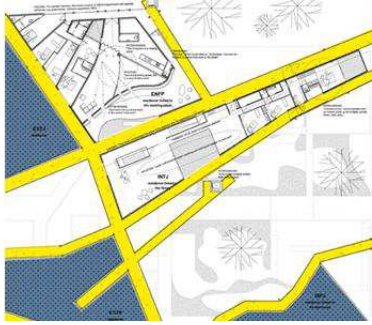
EDITION: 2003 • LOCATION: |



The ideal meeting of ambassadors is the aim. Diplomatic architecture: We use Myer-Briggs personality types to stage spaces.







*The result is a simulacrum of elements. It is a cutting up of references, fragments and symbols. You can't tell the trees from the columns.*

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