

# ***PRECEDENTS***

The background features a complex, abstract design. It consists of several overlapping, dark red, semi-transparent geometric shapes, possibly triangles or trapezoids, that create a sense of depth and movement. These shapes are set against a dark, almost black, background. A network of thin, white, intersecting lines is overlaid on the scene, forming a grid-like pattern that adds to the technical or architectural feel of the image. The overall aesthetic is modern and dynamic.

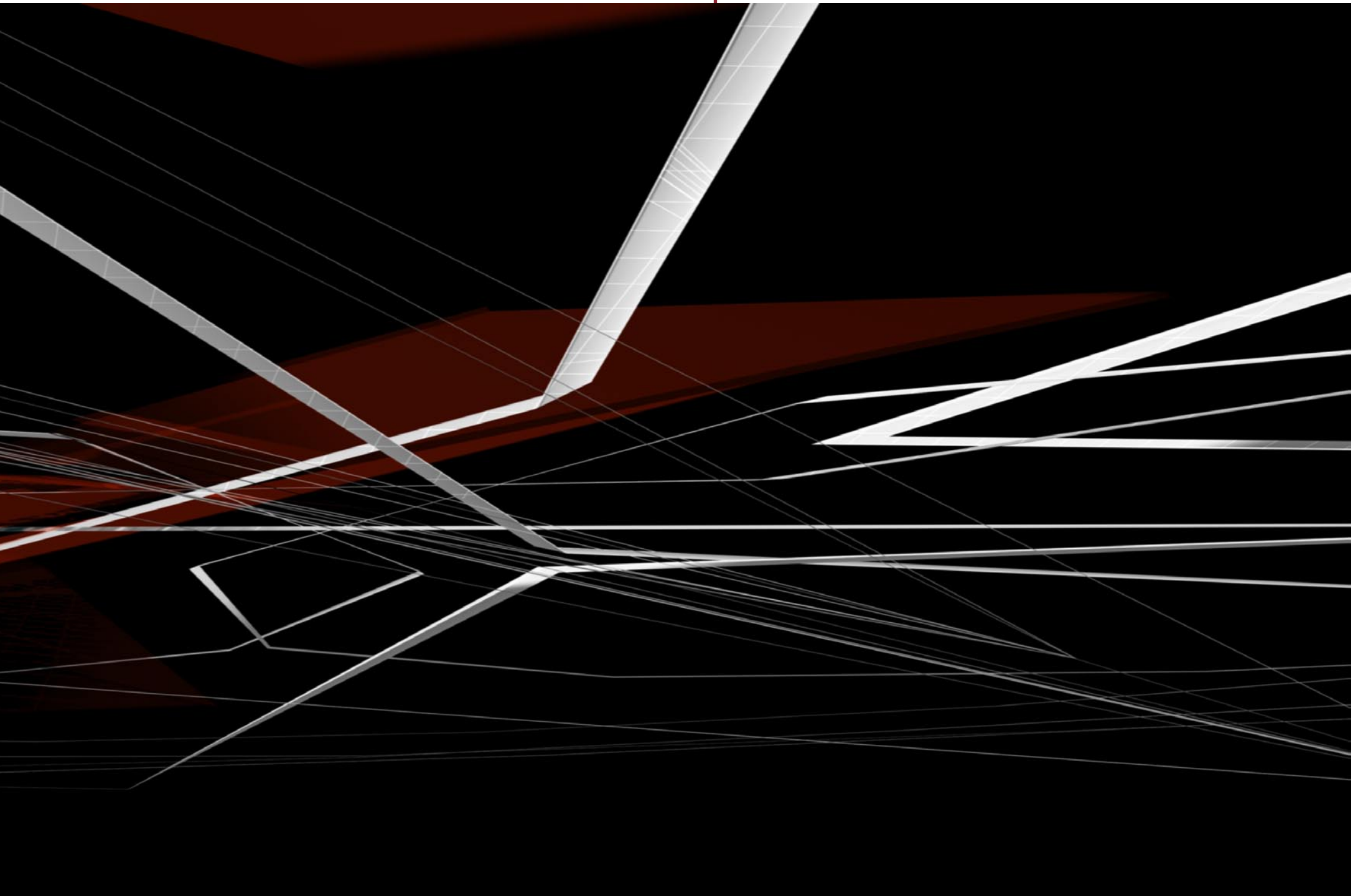




Fig. 29

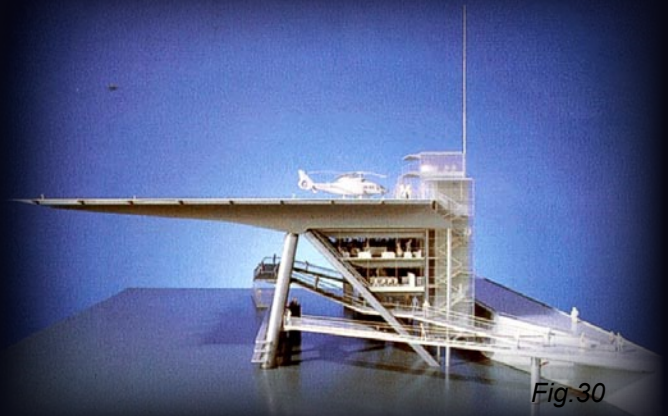


Fig.30

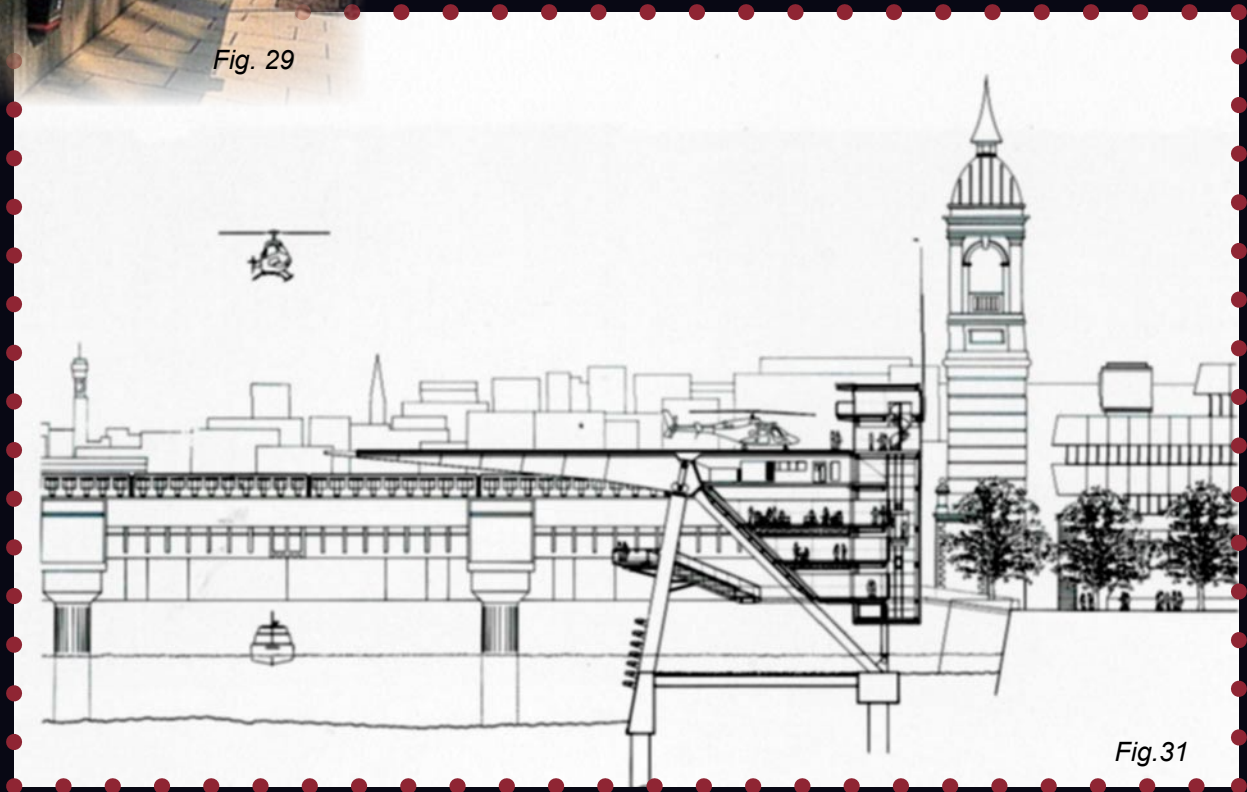


Fig.31

### **London City Heliport**

*London City Heliport was designed by Foster & Partners in 1988. After investigating numerous sites, the decision was made to place the heliport on the Thames river close to an existing subway station. This decision was based on the following factors:*

- < *Helicopters can approach the heliport along the Thames river, thus minimizing the impact of noise.*
- < *Helicopters have a 1:8 approach and take-off angle, and by approaching the helipads along the Thames river, the surrounding buildings will not have an influence.*
- < *The heliport will have a stronger visual presence, as the Heliport can be observed from distance by pedestrians circulating around the Thames.*
- < *Public transport is close-by.*
- < *The heliport will have the potential to uplift a fairly decapitated area.*

*To minimize noise pollution, and to neutralize the effect of tall buildings in the immediate vicinity, Foster lifted the helipads above ground. This created the opportunity to design add-on functions underneath the helipads that would enhance the overall feasibility of the building. These add-on functions includes a conference center and a restaurant. Both these facilities were designed to offer maximum views along the Thames river.*

*For various reasons the building remains unbuilt.*

*Fig 29: The Heliport is located next to pedestrian pathways and a major regional train station.*

*Fig 30 & 31: The helipads cantilever 40 meters over the river Thames, with viewing decks and restaurants making up the base of the building*

*Fig 31a: The heliport can best be viewed from across the Thames river.*



*Fig.31 a*



Fig.32



Fig.33



Fig.34

### ***Dunhill smoker's lounge, Johannesburg International Airport***

*The Dunhill smoker's lounge takes branding and airport lounge design to a new level. As the design had to conform to the Dunhill brand image, the designers did an extraordinary job of communicating the Dunhill brand throughout the design. The image Dunhill wants to communicate, is one of contemporary luxury. The Smoker's lounge consequently becomes more than just a waiting area at an airport, but an advertisement of the Dunhill brand.*

*Fig 32 -34a. The collage of different but complimentary materials and finishes, create the feeling of luxury, and sell the Dunhill brand image*

*The lounge caters for anybody who wants to use it's facilities. These facilities include a bar, two lounge areas, and an internet café. Luxury items from Dunhill and its sister company Gucci is sold at the entrance of the lounge.*

*The main reason for including this precedent is occupant comfort. Occupant comfort in this instance is achieved not only by an excellent air conditioning system, but by the overall experience of the space. Everything is done to make the visitor comfortable. Deep couches and ottomans provide the seating, while the side tables have built-in sockets for cell-phones and lap top computers. The lounge areas is done in a collage of contemporary materials, including stainless steel, sandblasted glass and polished stone; all creating a luxurious setting for visitors. The color palette is neutral, with accents of burgundy, that unconsciously reminds the visitor of the Dunhill brand.*

*The Dunhill Smokers Lounge is a lesson in how to design a luxurious contemporary space, while communicating an abstract idea to its visitors.*



Fig.34a