

Architectural Aesthetic Quiz: Implementation Guide

9 Archetypes | 18 Questions | Balanced Scoring

Quiz Structure

- **Questions 1-15:** Visual (4 images each)
 - **Questions 16-18:** Text-based (4 options each)
 - **Scoring:** Primary (+5), Secondary (+2), Contradiction (-1)
-

VISUAL QUESTIONS

Question 1: "Which neighborhood layout appeals to you?"

[IMAGE A: Manhattan grid aerial - orange/yellow lit streets in perfect grid pattern at night]

Primary: Modernist (+5), Secondary: Austerist (+2)

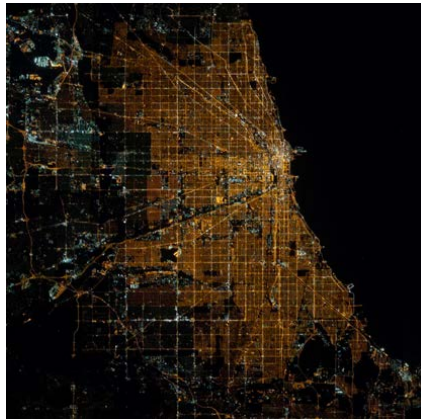


Image Credit: NASA/ISS

[IMAGE B: Zaha Hadid parametric masterplan - purple/pink organic flowing forms]

Primary: Visionary (+5), Secondary: Modernist (+2)

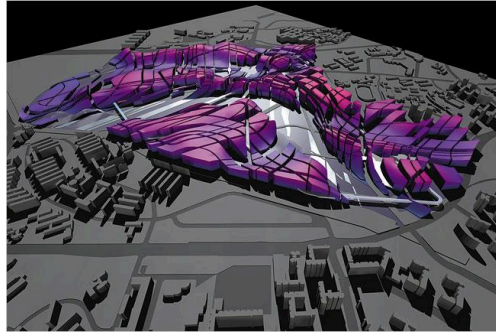


Image Credits: Zaha Hadid Architects

[IMAGE C: Barcelona superblocks - aerial view of perimeter block housing]

Primary: Vernacularist (+5), Secondary: Modernist (+2)



Image Credit: Westend61 / Amazing Aerial

[IMAGE D: Medieval town aerial - organic winding streets and irregular plots]

Primary: Romantic (+5), Secondary: Vernacularist (+2)



Image Credit: Google Maps

Question 2: "Which street character feels most inviting?"

[IMAGE A: Champs-Élysées - grand boulevard with formal tree rows]

Primary: Classicist (+5), Secondary: Stylist (+2)



Image Credit: Archive picture of the Champs-Élysées avenue in Paris -
Shutterstock

[IMAGE B: Assisi narrow lane - cobblestone alley between old buildings]

Primary: Romantic (+5), Secondary: Vernacularist (+2)



Image Credits: <https://colosseumrometickets.com/things-to-do-in-assisi/>

[IMAGE C: NYC protected bike lane - modern street with green paint and signage]

Primary: Austerist (+5), Secondary: Modernist (+2)



Image Credit:

<https://www.dnainfo.com/new-york/20160308/lower-east-side/dot-finishes-design-for-new-chrystie-street-protected-bike-lanes/>

[IMAGE D: Coney Island - commercial corridor with large signs]

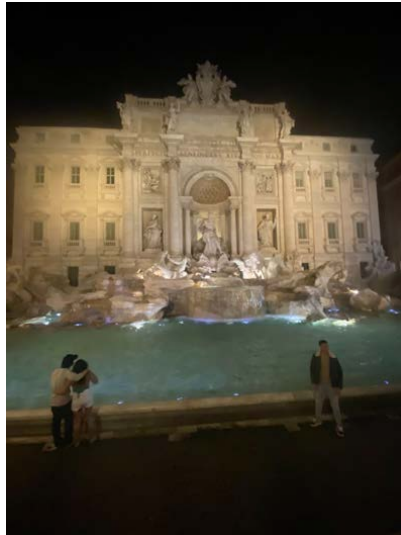
Primary: Pop Culturalist (+5), Secondary: Austerist (+2)



Question 3: "Which public space would you most want to spend time in?"

[IMAGE A: Trevi Fountain - formal plaza with baroque fountain at night]

Primary: Classicist (+5), Secondary: Stylist (+2)



[IMAGE B: Central Park path - winding trail through mature trees]

Primary: Naturalist (+5), Secondary: Romantic (+2)



Image Credit:

<https://www.theemptynestexplorers.com/blog/visiting-central-park-for-the-first-time>

[IMAGE C: Times Square - LED screens and crowds]

Primary: Pop Culturalist (+5), Secondary: Stylist (+2)



[IMAGE D: Oaxaca market - colorful vendor stalls with awnings]
Primary: Vernacularist (+5), Secondary: Pop Culturalist (+2)



Image Credit: <https://lolascocina.com/markets-days-oaxaca/>

Question 4: "Which building makes you stop and stare?"

[IMAGE A: Chrysler Building - Art Deco skyscraper with metallic crown]
Primary: Stylist (+5), Secondary: Classicist (+2)



[IMAGE B: Deconstructivist museum - angular red fragmented forms]
Primary: Visionary (+5), Secondary: Modernist (+2)

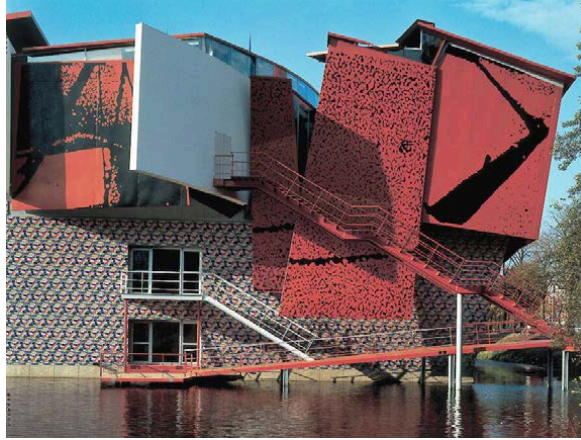


Image credit: Coop Himmelblau

<https://coop-himmelblau.at/projects/groninger-museum-the-east-pavilion/>

[IMAGE C: Centre Pompidou - exposed blue and red mechanical systems]

Primary: Infrastructuralist(+5), Secondary: Stylist (+2) Tertiary: Industrialist (+0.5)



[IMAGE D: Seagram Building - minimal black glass tower]

Primary: Austerist (+5), Secondary: Modernist (+2)



Image Credit: By Ken OHYAMA from FUNABASHI, Japan - Seagram Building,
CC BY-SA 2.0, <https://commons.wikimedia.org/w/index.php?curid=101432008>

Question 5: "Which facade treatment appeals most?"

[IMAGE A: Casa Batlló - Gaudi's organic colorful facade]
Primary: Romantic (+5), Secondary: Stylist (+2)



[IMAGE B: Glass House - transparent minimal glass walls]
Primary: Modernist (+5), Secondary: Austerist (+2)



Image Credit: Simon Garcia

[IMAGE C: Louis Vuitton store - branded patterned exterior]
Primary: Pop Culturalist (+5), Secondary: Stylist (+2)



Image Credit: Ricky Zehavi

[IMAGE D: Lloyd's Building - exposed steel mechanical systems]
Primary: Infrastructuralist (+5), Secondary: Visionary (+2)



Image Credit:

<https://www.whitemad.pl/en/building-turned-inside-out-lloyds-building-in-london/>

Question 6: "Which cultural institution looks most appealing?"

[IMAGE A: Metropolitan Museum - neoclassical facade with columns]

Primary: Classicist (+5), Secondary: Stylist (+2)



[IMAGE B: Guggenheim Bilbao - titanium curves by Gehry]

Primary: Visionary (+5), Secondary: Stylist (+2)



Image Credit: By Naotake Murayama from San Francisco, CA, USA - Museo Guggenheim, Bilbao, CC BY 2.0,
<https://commons.wikimedia.org/w/index.php?curid=54782250>

[IMAGE C: Tate Modern - converted power station with brick chimney]

Primary: Industrialist (+5), Secondary: Modernist (+2)



Image Credit: Herzog + DeMeuron

[IMAGE D: Traditional hamam - vernacular bath house with domed interior]

Primary: Vernacularist (+5), Secondary: Romantic (+2)

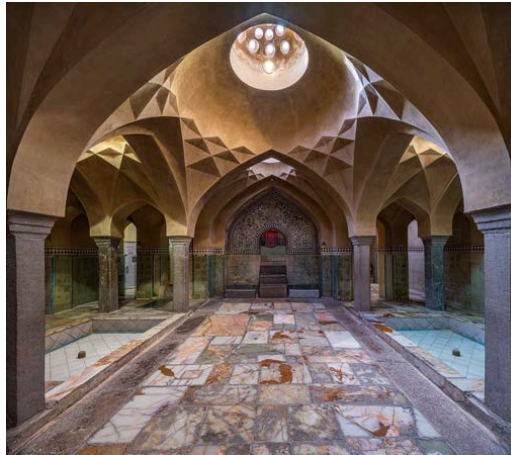


Image Credit: By Amirpashaei - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=94558628>

Question 7: "Which transportation hub do you prefer?"

[IMAGE A: Grand Central Terminal - beaux arts interior with celestial ceiling]

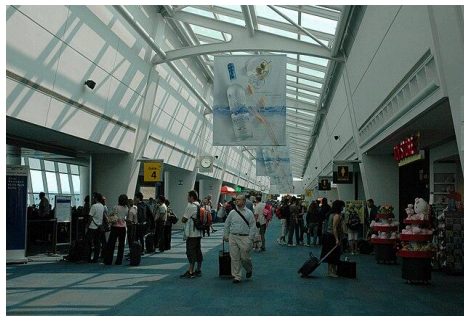
Primary: Classicist (+5), Secondary: Stylist (+2)



Image Credit: Grand Central Terminal

[IMAGE B: Modern airport terminal - glass and steel with systematic layout]

Primary: Infrastructuralist (+5), Secondary: Austerist (+2)



[IMAGE C: NYC Jackson Heights Station]

Primary: Austerist (+5), Secondary: Industrialist (+2)

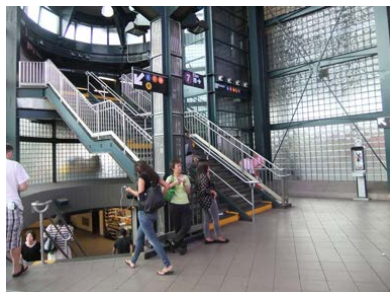


Image Credit: By Harrison Leong - Own work, CC BY-SA 3.0,

<https://commons.wikimedia.org/w/index.php?curid=27623537>

[IMAGE D: Oculus NYC - white parametric ribbed structure]

Primary: Infrastructuralist (+5), Secondary: Visionary (+2)

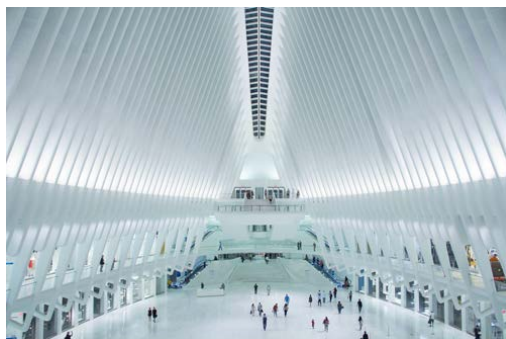


Image Credit: By Anthony Quintano -

<https://www.flickr.com/photos/quintanomedia/28992861302/in/photostream/>, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=50782499>

Question 8: "Which building-to-street relationship feels most inviting?"

[IMAGE A: Capitoline Hill - grand marble steps and classical facade]

Primary: Classicist (+5), Secondary: Stylist (+2)



Image Credit: Alvesgaspar, CC BY-SA 4.0

<<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons

[IMAGE B: Toledo Glass Pavilion - transparent building flush with ground]

Primary: Modernist (+5), Secondary: Austerist (+2)



Image Credit: Christian Richters + Shinkenchiku Sha,

<https://arquitecturaviva.com/works/pabellon-de-vidrio-museo-de-arte-de-toledo-ohio---4>

[IMAGE C: Building with native landscape - integrated natural plantings]

Primary: Naturalist (+5), Secondary: Modernist (+2) Tertiary: Vernacular (+0.5)



Image Credit: Hufton + Crow, 2015

[IMAGE D: MASP Bo Bardi, elevated with public underneath plaza, concrete]

Primary: Modernist (+5), Secondary: Industrialist (+2)



Image Credit: Wilfredor, CC0, via Wikimedia Commons

Question 9: "Which is your ideal living room?"

[IMAGE A: Frank Lloyd Wright interior - orange built-ins integrated with landscape]

Primary: Naturalist (+5), Secondary: Stylist (+2) Tertiary: Romantic (+0.5)



Image Credit: Cameron Macleod

[IMAGE B: Karim Rashid space - pink and white with blob furniture]

Primary: Pop Culturalist (+5), Secondary: Stylist (+2)



Image Credit: <https://artemest.com/collections/karim-rashid>

[IMAGE C: Brazilian brutalist - concrete ceiling with tropical plants]

Primary: Modernist (+5), Secondary: Vernacularist (+2)



Image Credit: Nelson Kon

[IMAGE D: Paul Rudolph interior - 70s orange sculptural space]

Primary: Visionary (+5), Secondary: Stylist (+2)



Image Credits: <https://www.pinterest.com/pin/470485492322443243/>

Question 10: "Which workspace would you prefer?"

[IMAGE A: NYPL Reading Room - traditional library with green lamps]

Primary: Classicist (+5), Secondary: Romantic (+2)



Image Credit: Max Touhey

[IMAGE B: Open office cubicles - modular gray workstations]

Primary: Austerist (+5), Secondary: Modernist (+2)



[IMAGE C: Koolhaas house - experimental concrete and glass]

Primary: Visionary (+5), Secondary: Modernist (+2)



Image Credit:

<https://architecture-history.org/architects/architects/KOOLHAAS/OBJECTS/1994-1998.%20Maison.html>

[IMAGE D: Organic workspace - curved natural forms by Senosiain]

Primary: Vernacularist (+5), Secondary: Visionary (+2)



Image Credit: Cortesía de Javier Senosiain

Question 11: "Where would you host a dinner party?"

[IMAGE A: Formal dining room - chandelier and dark wood]

Primary: Stylist (+5), Secondary: Pop Culturalist (+2)



Image Credits: <https://www.kenfulk.com/portfolio/viennese-whirl>

[IMAGE B: Minimal kitchen - pink and yellow tiles, open plan]

Primary: Modernist (+5), Secondary: Austerist (+2)



Image Credit:

<https://kevinfrancisdesign.com/blogs/the-francis-files/luis-barragan-modernist-arc>

hitecture-mexico?srsItd=AfmBOoqpq18UWkn_IgxtrkYF6VtoqgzlAPrRdLIK7RjgP
cRdnF0qrrx6

[IMAGE C: Sheats-Goldstein House - concrete and glass with pool view]

Primary: Visionary (+5), Secondary: Modernist (+2)



Image Credit:

https://www.wikiwand.com/en/articles/Sheats%E2%80%93Goldstein_Residence

[IMAGE D: Eclectic room - David Hicks patterned interior]

Primary: Romantic (+5), Secondary: Stylist (+2)



Image Credit: <https://www.interiorsicons.com/blog/david-hicks>

Question 12: "Which retail environment would you browse longest?"

[IMAGE A: Farmers market - covered stalls with produce]

Primary: Vernacularist (+5), Secondary: Romantic (+2)



Image Credit:

https://www.tripadvisor.com/Attraction_Review-g56003-d23869669-Reviews-The_Houston_Farmers_Market-Houston_Texas.html

[IMAGE B: Apple Store - minimal white with glowing displays]

Primary: Pop Culturalist (+5), Secondary: Modernist (+2)



Image Credit: Roman SUZUKI, CC BY 3.0

<<https://creativecommons.org/licenses/by/3.0/>>, via Wikimedia Commons

[IMAGE C: Urban Outfitters - warehouse conversion with exposed ceiling]

Primary: Industrialist (+5), Secondary: Austerist (+2) Tertiary: Pop Culturalist (+0.5)



Image Credit:

<https://wwd.com/business-news/retail/gallery/urban-outfitters-goes-big-in-manhattan/>

[IMAGE D: Prada store - experimental diagonal grid pattern]

Primary: Visionary (+5), Secondary: Stylist (+2)



Question 13: "Which staircase would you most want to climb?"

[IMAGE A: Grand marble stair - red carpet and ornate balustrade]

Primary: Classicist (+5), Secondary: Stylist (+2)



[IMAGE B: Floating steel stair - white geometric with LED lighting]
Primary: Visionary (+5), Secondary: Modernist (+2)



Image Credit: Hufton + Crow Photographers

[IMAGE C: Indian stepwell - ancient stone terraced water architecture]
Primary: Vernacularist (+5), Secondary: Romantic (+2)



Image Credit: CNN via <https://honestlywtf.com/travel/ancient-stepwells-of-india/>

[IMAGE D: Gaudi spiral - organic curved wood staircase]
Primary: Romantic (+5), Secondary: Vernacularist (+2) Tertiary: Stylist (+0.5)



Image Credit: Ignasi de Solà-Morales

Question 14: "Which chair would you choose?"

[IMAGE A: Antique armchair - ornate gilt frame with blue upholstery]

Primary: Classicist (+5), Secondary: Romantic (+2)



[IMAGE B: Barcelona chair - black leather and chrome]

Primary: Modernist (+5), Secondary: Stylist (+2)



[IMAGE C: Reclaimed wood stool - rough industrial patina]

Primary: Industrialist (+5), Secondary: Vernacularist (+2)



Image Credit:

https://www.1stdibs.com/furniture/seating/stools/rustic-industrial-stool-beautiful-patina-france-ca-1900/id-f_42666512/

[IMAGE D: IKEA office chair - black mesh ergonomic]

Primary: Austerist (+5), Secondary: Modernist (+2)



Image Credit:

<https://www.ikea.com/us/en/p/flintan-office-chair-with-armrests-black-s29424471/>

Question 15: "Which texture appeals most?"

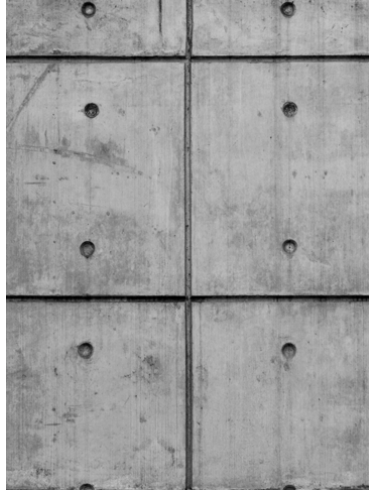
[IMAGE A: Brass]

Primary: Stylist (+5), Secondary: Romantic (+2) Tertiary: Industrialist (+0.5)



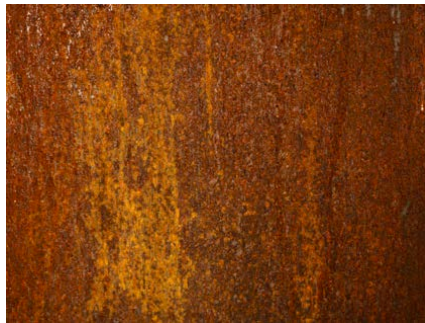
[IMAGE B: Board-formed concrete - smooth with formwork lines]

Primary: Modernist (+5), Secondary: Industrialist (+2)



[IMAGE C: Weathered steel - orange rust patina]

Primary: Industrialist (+5), Secondary: Romantic (+2)



[IMAGE D: Hand-hewn timber - visible tool marks on wood]

Primary: Naturalist (+5), Secondary: Vernacular (+2)



TEXT QUESTIONS

Question 16: "Which design philosophy resonates most?"

- A: "Form follows function – beauty emerges from purpose"
 - Primary: Modernist (+5), Secondary: Austerist (+2)
- B: "Great design tells a story and evokes emotion"
 - Primary: Romantic (+5), Secondary: Vernacularist (+2)

- C: "Design should emerge from place, climate, and tradition"
 - Primary: Vernacularist (+5), Secondary: Romantic (+2)
- D: "Design should push boundaries and imagine new possibilities"
 - Primary: Visionary (+5), Secondary: Pop Culturalist (+2)

Question 17: "What draws you most to a space?"

- A: "Timeless elegance and refined proportions"
 - Primary: Classicist (+5), Secondary: Stylist (+2)
- B: "Raw authenticity and visible character"
 - Primary: Industrialist (+5), Secondary: Vernacularist (+2)
- C: "Efficient functionality and clear organization"
 - Primary: Austerist (+5), Secondary: Modernist (+2)
- D: "Glamour, sophistication, and visual impact"
 - Primary: Stylist (+5), Secondary: Pop Culturalist (+2)

Question 18: "How should spaces age over time?"

- A: "They should maintain their original perfection"
 - Primary: Classicist (+5), Secondary: Modernist (+2)
- B: "They should develop character and patina"
 - Primary: Industrialist (+5), Secondary: Romantic (+2)
- C: "They should adapt to current needs and standards"
 - Primary: Austerist (+5), Secondary: Visionary (+2)
- D: "They should preserve cultural memory and tradition"
 - Primary: Vernacularist (+5), Secondary: Romantic (+2)

SCORING SUMMARY

Resulting Distribution (Primary Scores):

Well-balanced (4-6 opportunities):

- **Classicist: 6** (Q2A, Q3A, Q6A, Q7A, Q8A, Q10A, Q13A, Q14A, Q17A, Q18A)
- **Modernist: 6** (Q1A, Q5B, Q8B, Q8D, Q9C, Q11B, Q14B, Q15B, Q16A)
- **Austerist: 6** (Q2C, Q4D, Q7C, Q10B, Q14D, Q17C, Q18C)
- **Romantic: 6** (Q1D, Q2B, Q5A, Q11D, Q13D, Q16B)
- **Vernacularist: 5** (Q1C, Q3D, Q6D, Q12A, Q13C, Q16C, Q18D)
- **Visionary: 6** (Q1B, Q4B, Q6B, Q10C, Q11C, Q12D, Q13B, Q16D)
- **Stylist: 4** (Q4A, Q11A, Q15A, Q17D)
- **Industrialist: 4** (Q6C, Q12C, Q14C, Q15C, Q17B, Q18B)

- **Pop Culturalist: 5** (Q2D, Q3C, Q5C, Q9B, Q12B)

Subtypes (separate scoring):

- **Infrastructuralist: 4** (Q4C, Q5D, Q7B, Q7D)
 - **Naturalist: 4** (Q3B, Q8C, Q9A, Q15D)
-

IMPLEMENTATION NOTES

Algorithm

```
const SCORING = {
  primary: 5,
  secondary: 2,
  contradiction: -1
};

const ARCHETYPES = [
  'classicist', 'romantic', 'stylist', 'modernist',
  'industrialist', 'visionary', 'popCulturalist',
  'vernacularist', 'austerist'
];

function calculateProfile(responses) {
  let scores = {};
  ARCHETYPES.forEach(a => scores[a] = 0);

  // Process each response
  responses.forEach(r => {
    scores[r.primary] += SCORING.primary;
    scores[r.secondary] += SCORING.secondary;
  });

  // Check for subtypes
  const profile = {
    primary: getTopArchetype(scores),
    secondary: getSecondArchetype(scores),
    scores: scores
  };

  // Resolve subtypes if applicable
  if (profile.primary === 'industrialist' &&
    checkInfrastructuralist(responses)) {
```

```
    profile.primary = 'infrastructuralist';  
  }  
  
  if (profile.primary === 'vernacularist' &&  
      checkNaturalist(responses)) {  
    profile.primary = 'naturalist';  
  }  
  
  return profile;  
}
```

Visual Display

The donut chart should show:

- Primary archetype: 40-60% of the ring
- Secondary: 20-30%
- Remaining archetypes: proportional to scores
- Subtypes shown as gradients within their parent segment