



frag-men-ta-tion

De
construc
onstruc
distortion
CHAOS
cIVISMA

c0Lours



#000000 BLACK
RGB: 0, 0, 0



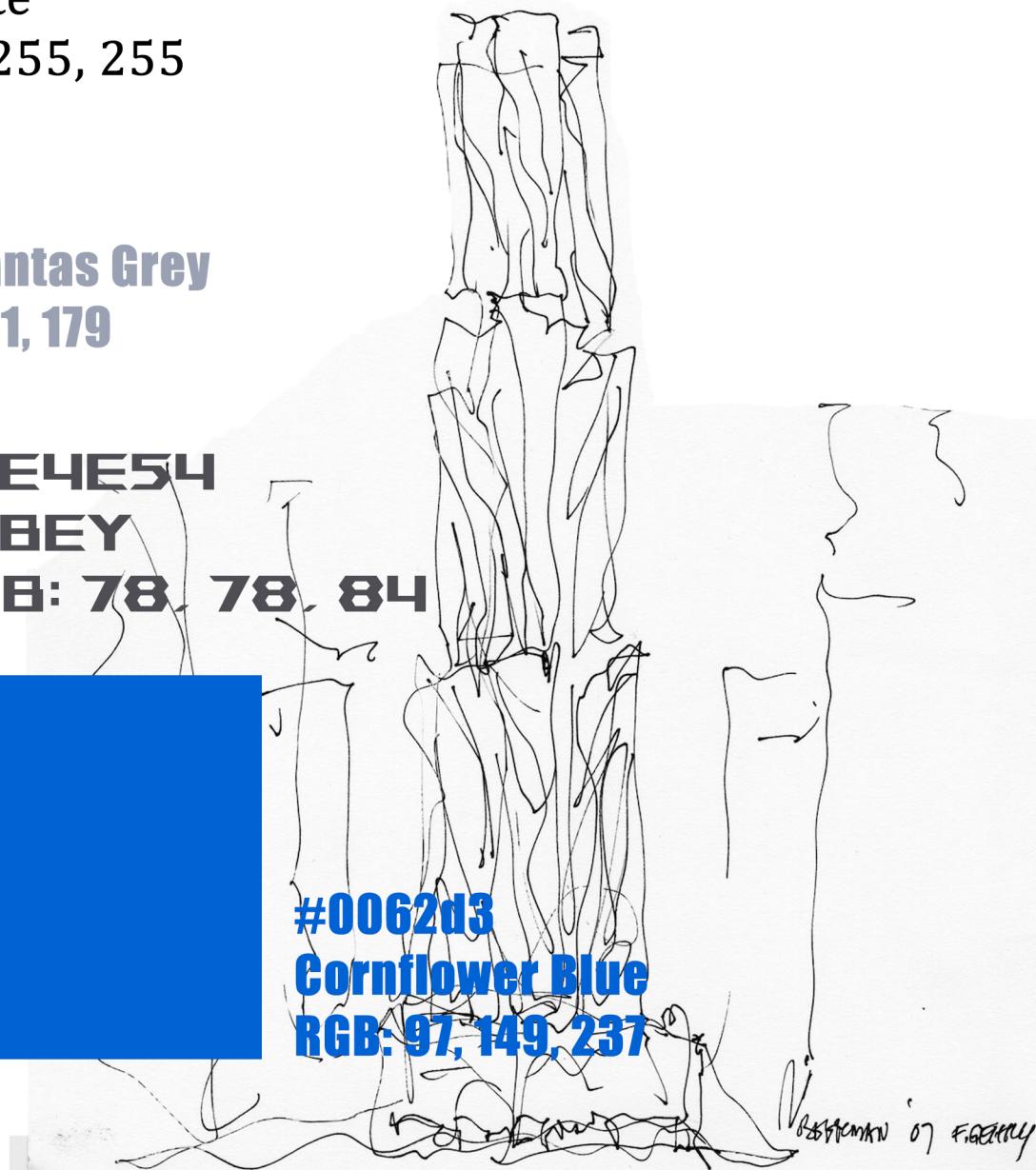
#9aa1b3 Santas Grey
RGB: 154, 161, 179

Deconstructivism colours often reflect materials, shades of grey from steel and iron in contrast to black, white and blues from glasses and windows

#4E4E54
ABBEY
RGB: 78, 78, 84



#0062d3
Cornflower Blue
RGB: 97, 149, 237



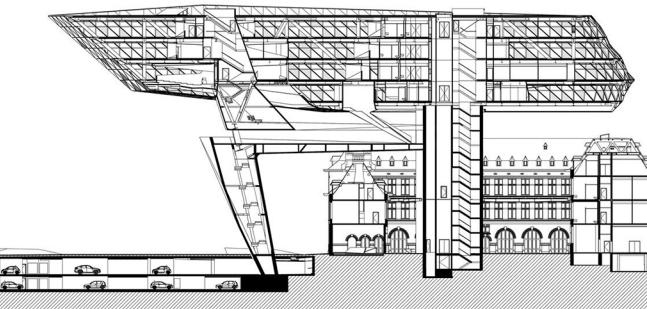
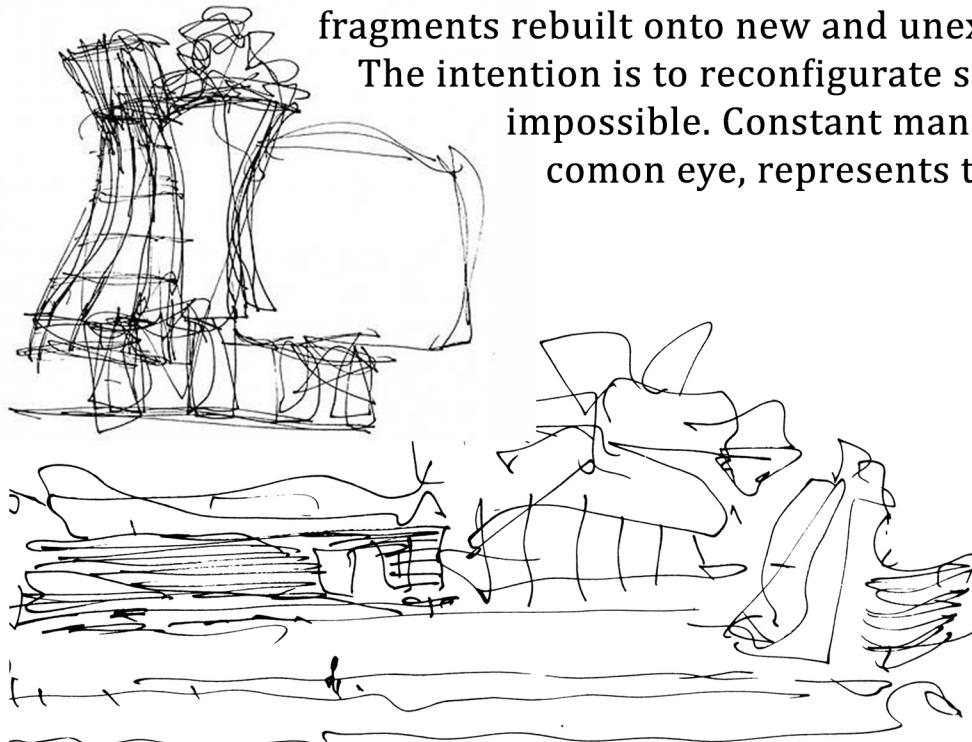
DECONSTRUCTIVISM (1980s)

Inspired by a philosophical movement, this post modernism style took shape and acquired fame through architecture.

It was the discovery of freedom to manipulate materials and shapes, break it all, and bring in new, perplexing, insane, chaotic, constructions. In other words, a deconstructive architect is probably the biggest headache for any engineer.

What seems to be shocking is actually a controlled chaos, precisely studied and planned. Sketches present calculated distortions, traditional structures being torn apart and its fragments rebuilt onto new and unexpected shapes, contradicting what our eyes would expect.

The intention is to reconfigure shapes and break the rules, building structures thought to be impossible. Constant manipulation, unpredictability and some level of discomfort for the common eye, represents this style.



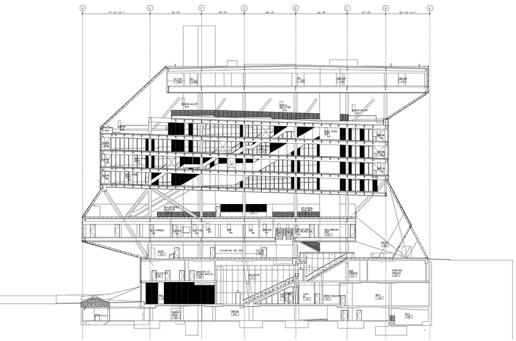
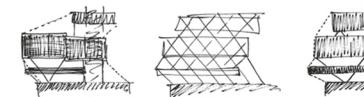
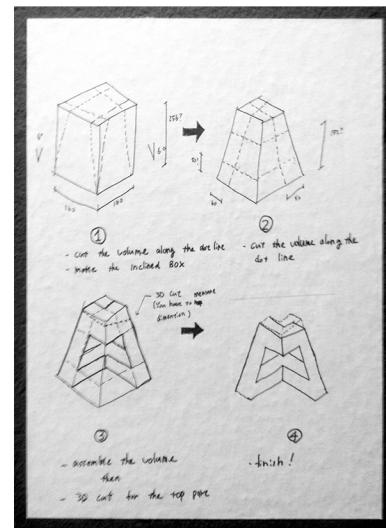
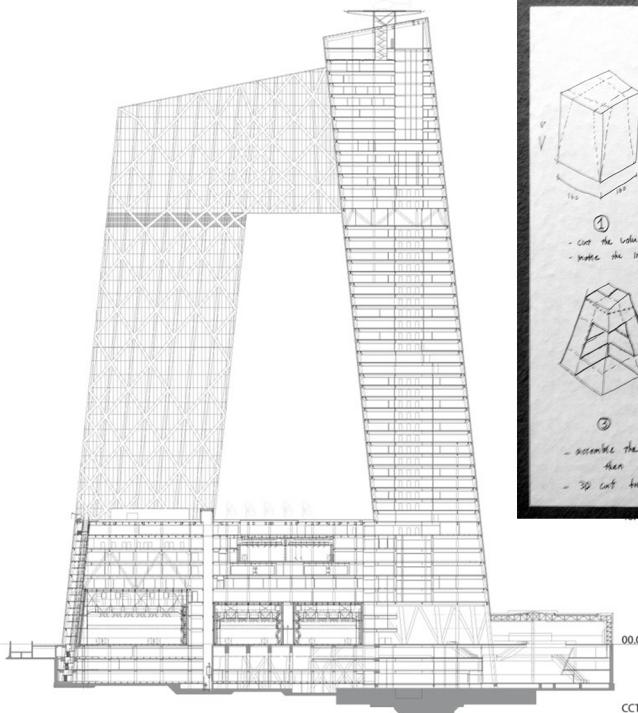
ZAHHA hadid

known as the “Queen of Curve”, shows extensive use of geometric shapes, curves, realignments, sharp angles, dynamic and fluid structures constructed from fragmented elements



frank GEHRY

the so called “Bilbao effect” was named after the instant success of a museum that brought sudden light and attention to the beginning of the deconstructivism design

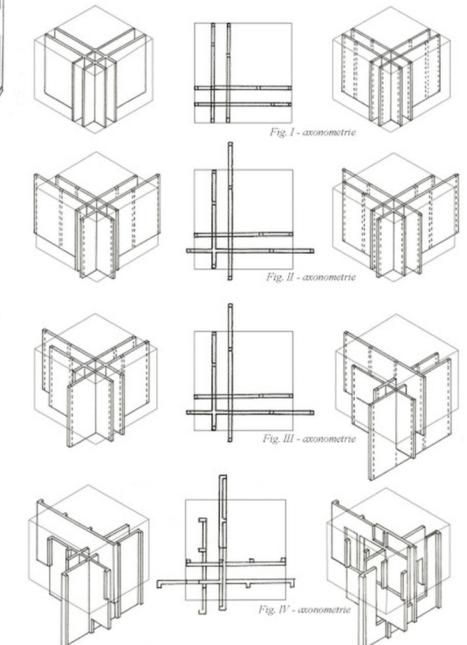
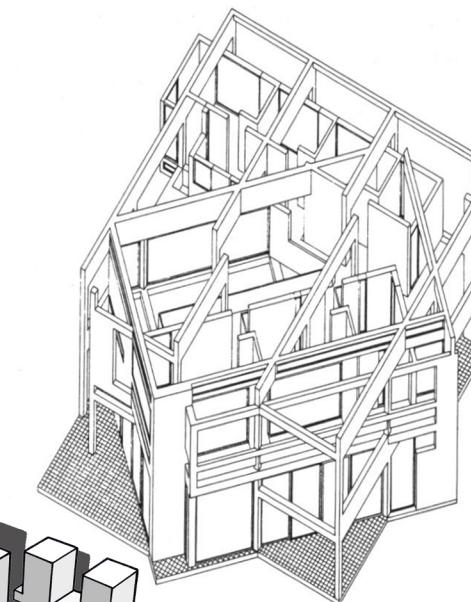
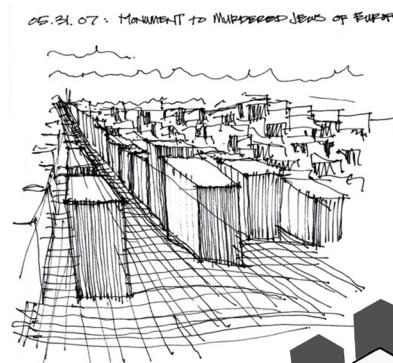


REM KOOHLAAS

Seattle's Central Library was inspired by a pile of books, each floor being one. The building's unique pile of books concept still impresses and its known to be one of the constructions that better represents this style.

peter EISENMAN

His most famous work is the Memorial to the Murdered Jews of Europe in Berlin, characterized by his style of fragmented blocks being reconfigured into unusual structures.



typography

ROG FONTS

ROG FONTS ROG FONTS

CAPTITALIZED TYPO WITH STRONG BOLD LETTERS REFERENCING IRON
STRUCTURES

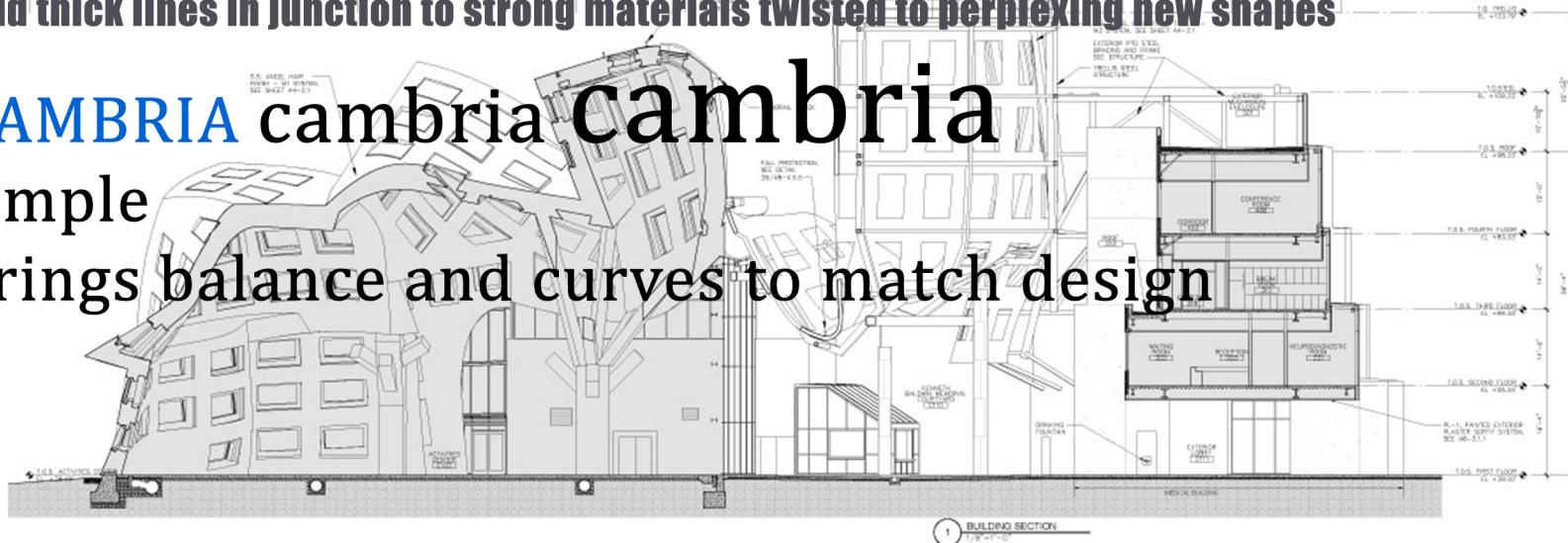
impact regular IMPact reGULAR IMPACT REGULAR

bold thick lines in junction to strong materials twisted to perplexing new shapes

CAMBRIA cambria cambria

simple

brings balance and curves to match design



example of styles above on mixed sizes

0123456789&%^*&)(#bcd

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INSTITUTE

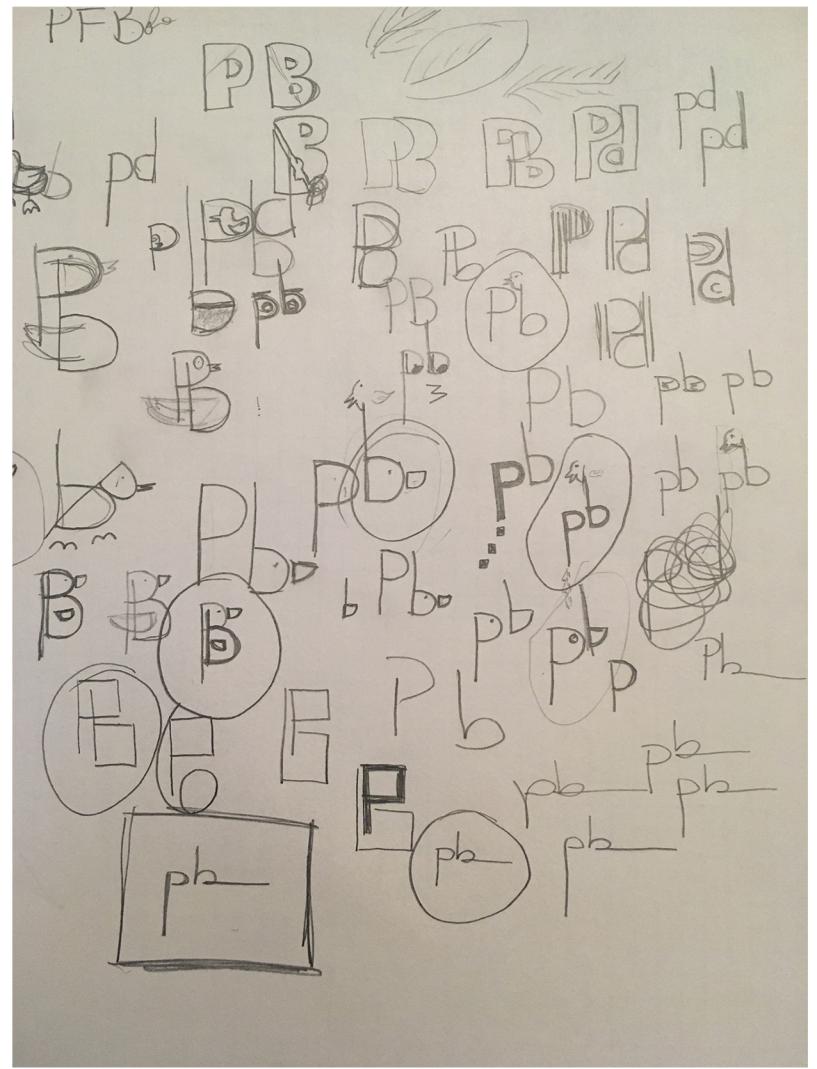
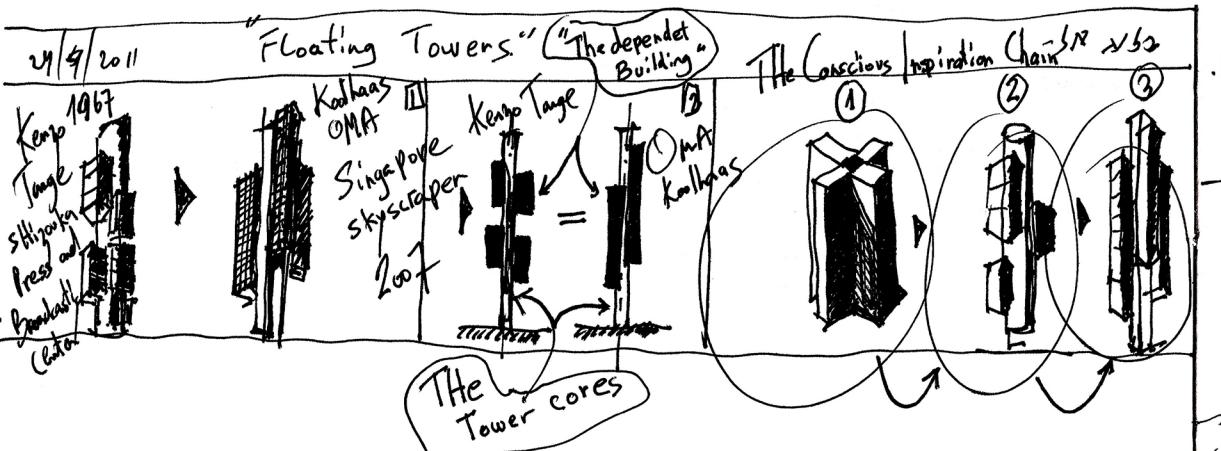
1600 LAS VEGAS BLVD. S.
LAS VEGAS, NV 89108

BUILDING
SECTIONS

PAGE 01
2004-002
SCALE
1/2" = 1'-0"
DRAWING NO.
A3-2.1
GEHRY PARTNERS, LLP.

LOGO

Looking for my portfolio future logo, I played with my initials, PB, and tried to add some personality with curves, ducks, yes, ducks, and over layers. Although a fun process, plus infinite possibilities, I have decided to go for something simple and clean, which defines me, and also depending on the font and boldness used could become perfectly deconstructive. The ones I liked the result have a circle around it, the final one, square.



FOLDER STRUCTURE

