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Architecture; Creative act or process

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Abstract

This paper aims to describe our concerns, as architects and teachers, about the presence of the concept of "creativity" in architectural projects. We start from a dialogue where we question the existence of the "creative act" as an enhancement in an architectural project. We understand that the "creative process" is present in an architectural project as a "referenced act," far from the individualized whim of the author and probably less attentive to the context. We understand it as an act of transformation whose main purpose is to produce the metamorphosis of space, to give it a use, and make it habitable. The first part exposes the discussion supported by a methodology based on specific literature. The second part presents a case study extracted from the authors' teaching experience in Introduction to Architectural Design courses. In this example, it is possible to contrast our constant search to promote, in the first years of the career, the "creative process," individually and collectively, in an architectural project. This activity concentrated on the production of an Ephemeral Exhibition Pavilion that includes all the phases of the project, reaching its construction, and therefore the consequent transformation and metamorphosis of the space where it is inserted.

Keywords: Architectural design; architecture project; creative act; creative process; ephemeral exhibition