Creativity and pragmatism: a practical example of a project

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Abstract

The purpose of this chapter is to describe the creative course of a project and theoretical analysis of the procedures adopted for it, and how theory and practice complement one another in an infinite process of possibilities. The objective of the presented project is to solve the lousy lighting and ventilation of a group of vertical buildings in the outskirts of Lisbon, which were occupied when they were only with the skeleton of reinforced concrete. Assuming that exterior openings with minimal dimensions lead to increased energy consumption, poor ventilation, and adverse psychological effects, a palliative and emergency solution was sought. The solution found to the problem is a simple folding membrane made of aluminium profiles, rubber and plastic sheets – all of them recycled - that presents itself as a simple response and that entails major positive modifications to the previous situation of the building. In a pragmatic approach to identifying the problem and proposing its solution, the various stages of transformation of the creative process are discussed until reaching the final solution to solve the problem, which was determined at the beginning of the process. When achieving the objective with the project, the theoretical foundation developed throughout the creation points to other possibilities of the same product, in a union between creativity and intelligence that allow recycling the use of the same object for other architectural purposes.

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