

UNIT 2.2 VERNACULAR ARCHITECTURE

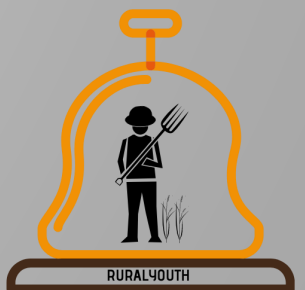
MODULE 2: ARCHITECTURE & RURAL TOURISM

OBJECTIVES

In Unit 2.2 you will learn about vernacular architecture and its importance for tourism in the rural areas.

Keywords:

- Vernacular Architecture
- Rural crafts
- Ecological solutions
- Globalization



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the term vernacular architecture and its role in tourism



Understand the role of arts and crafts in vernacular architecture



Recognize the ecological values of vernacular architecture



Understand the threads of globalization in architecture

TOPICS

FOCUS!

DELVE INTO!

LINK

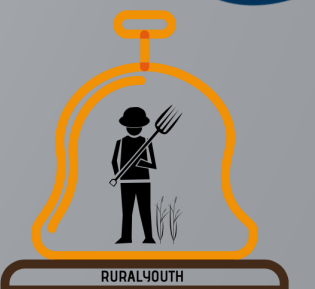
PRACTICE!

GROUP WORK

SINGLE WORK

QUOTE

1. Vernacular architecture – understanding the term
2. Rural arts and crafts
3. Local ideas for effective use of vernacular architecture in tourism
4. globalization in architecture



Vernacular Architecture – Understanding the Term



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Vernacular architecture is architecture which is not built by professionals, but built by people using local building construction knowledge, using traditional materials and resources from the area where the building is located. It is unique to different places in the world, and becoming a means of cultural identity.

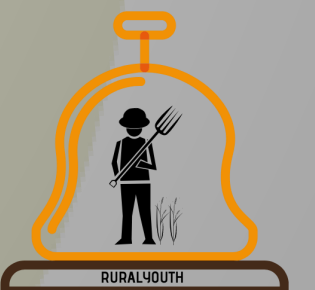
In vernacular architecture, a long period of trial and error and the ingenuity of local builders who possess specific knowledge about the building technologies, related to place are reflected. This knowledge evolved through history gave birth of specific diverse cultural building traditions characteristic for the different regions of the world.



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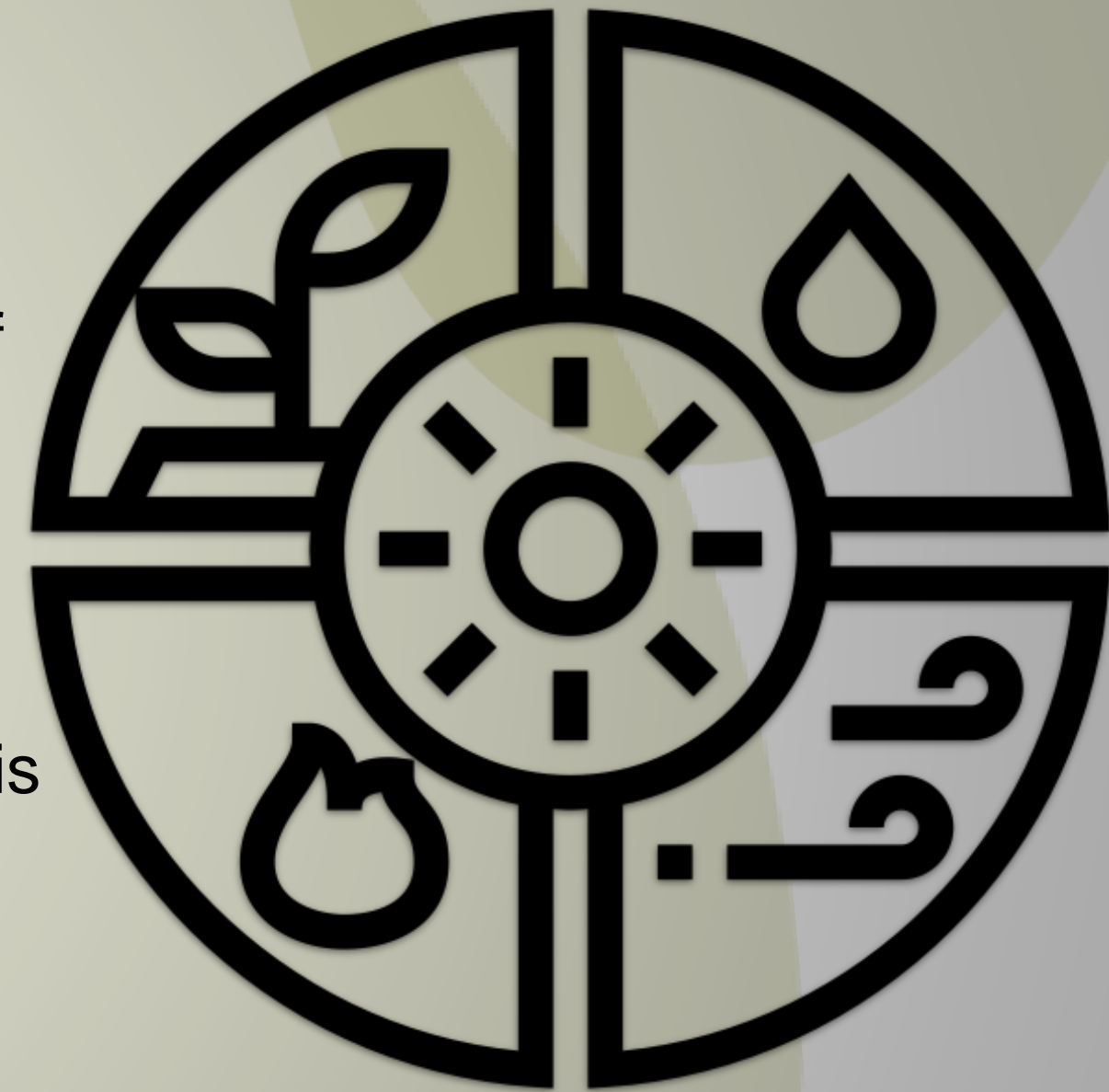




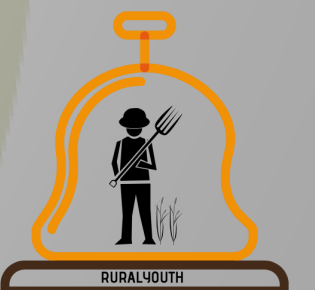
Created by Wichai Wi
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Vernacular architecture evolves over time reflecting the characteristics of the local environment, climate, culture, natural materials, technology and the experience of centuries of community building.

Climatic and environmental solutions in vernacular architecture mean that its design is very ecological, environment friendly and sustainable.



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Nearly synonymous with the term "vernacular architecture,, is the term "folk architecture" , or the term "traditional architecture."

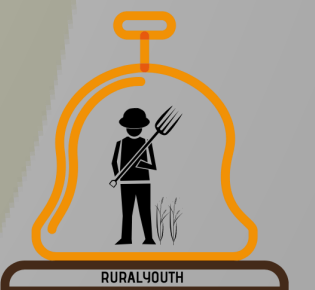
The term "folk architecture" is often used for structures designed and built without the assistance of formally schooled architects.

Folk architecture is associated with rural or small town locations.

Created by Gan Khoun Lay
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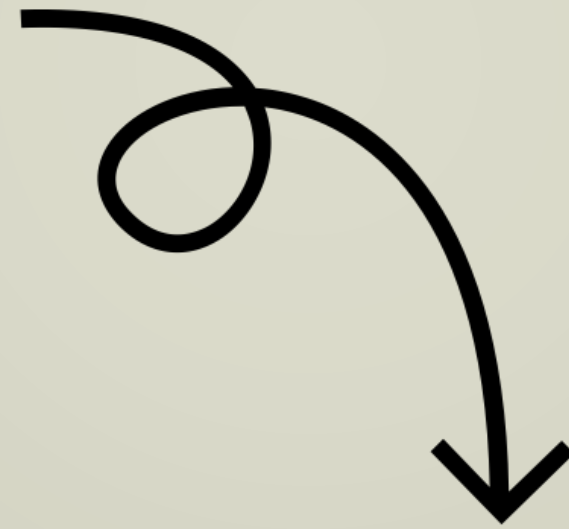


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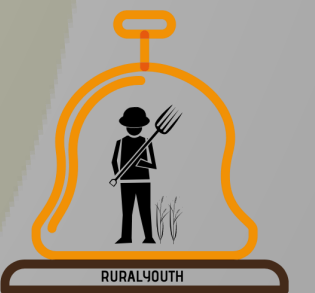


RURAL4YOUTH

LET'S LOOK AT SOME EXAMPLES



Created by Muhammad Ridho
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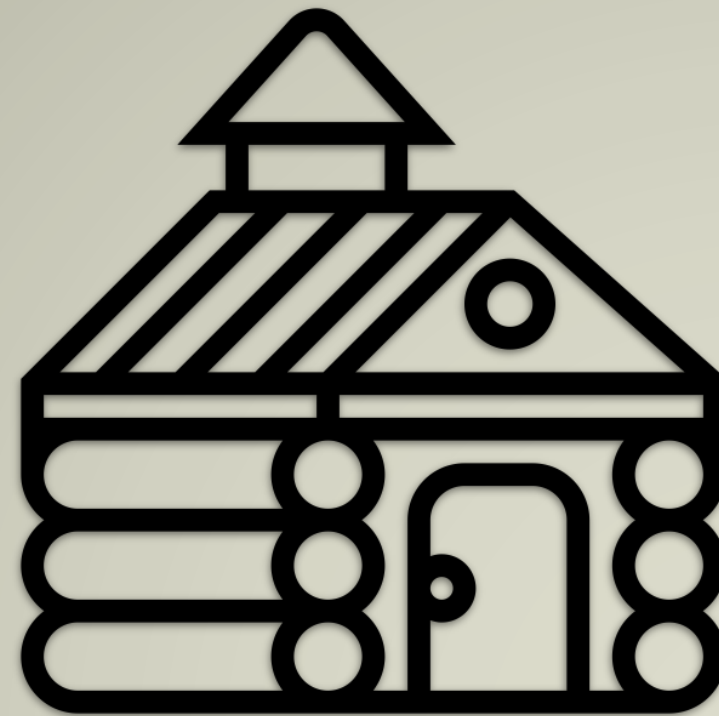


EXAMPLES



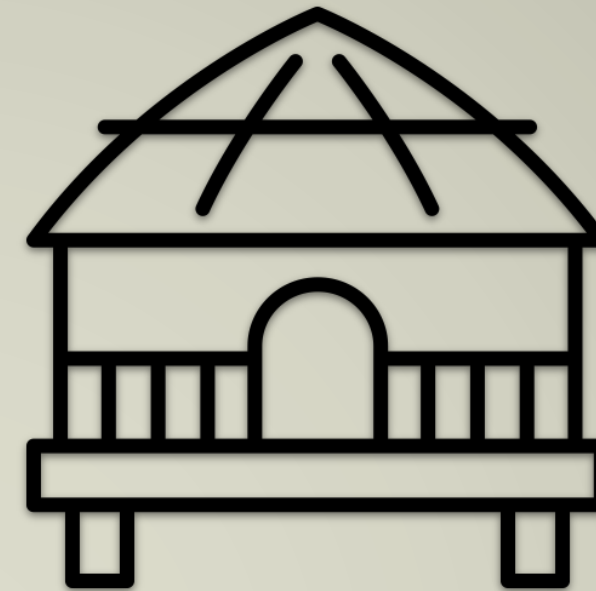
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Of the vast variety of types of vernacular architecture, the one which provokes the most curiosity is probably an igloo.



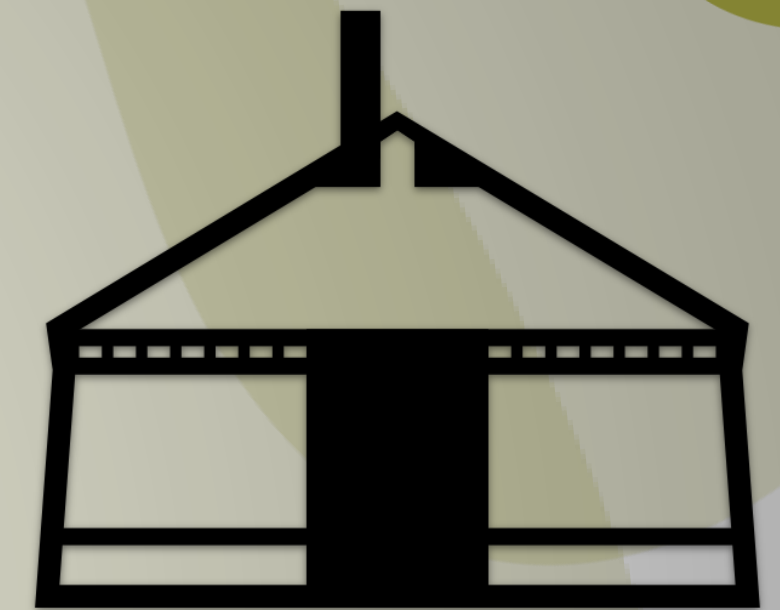
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The alpine chalet is just another example of vernacular architecture.



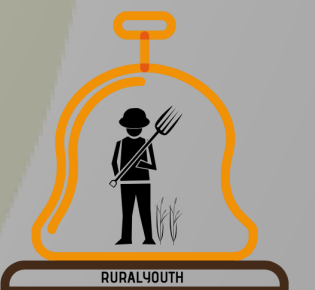
Created by Made
from Noun Project

A bamboo home from South-East Asia is inspired by its strengths.



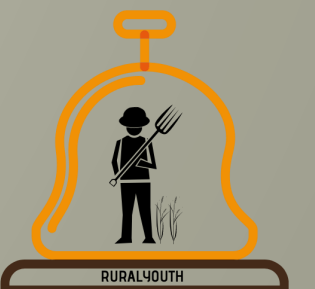
Created by Denis Sazhin
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Usually found in Central Asia, a Yurt consists of a wood or bamboo frame covered in skins, canvas, or felt.



All architecture is shelter, all great architecture is the design of space that contains, cuddles, exalts, or stimulates the persons in that space.

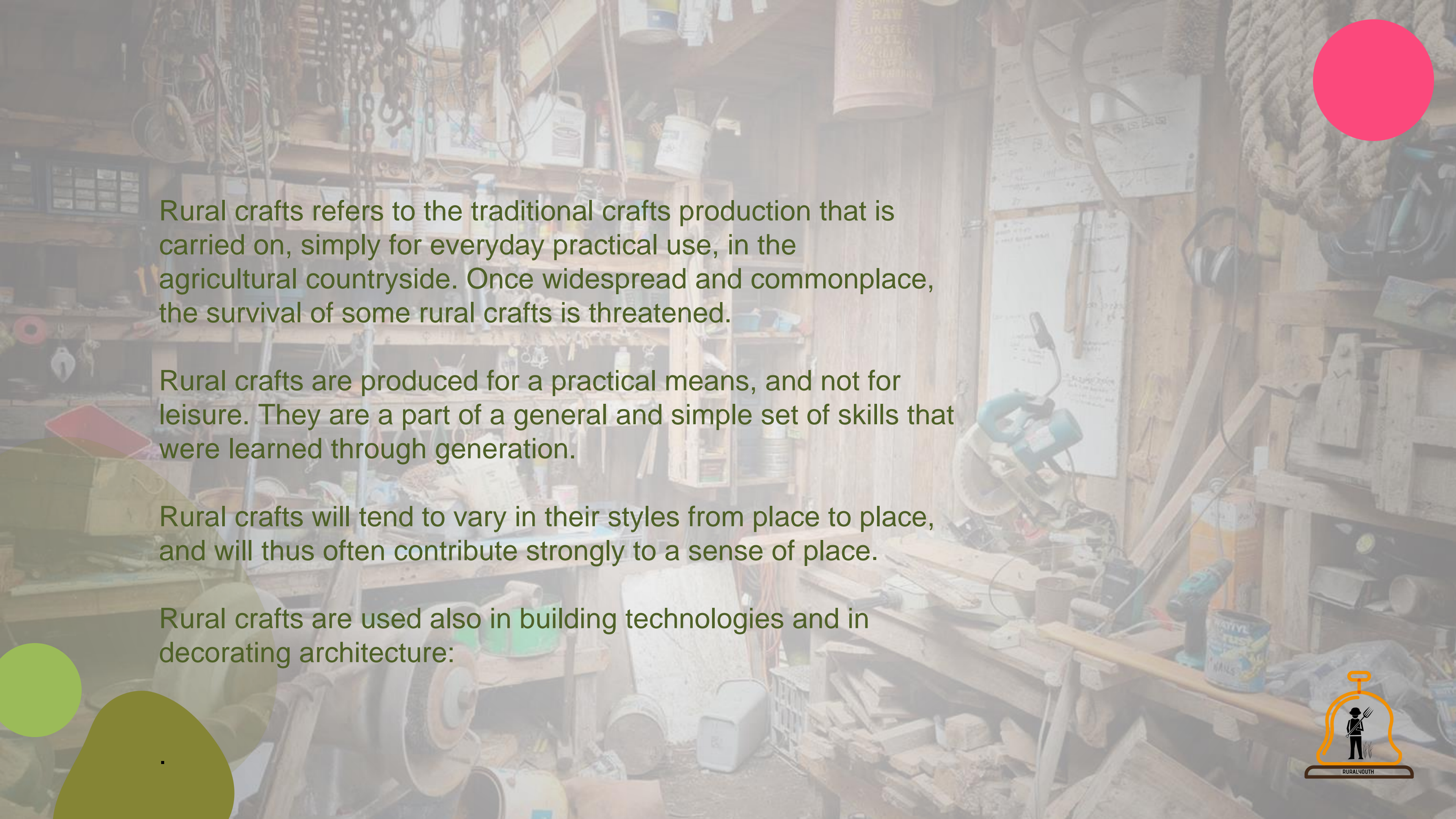
– Philip Johnson



Rural Crafts



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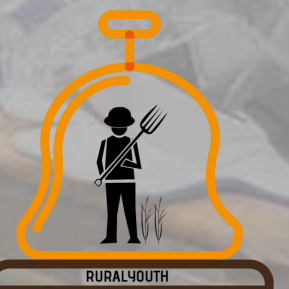
A photograph of a cluttered workshop or garage. The walls are covered with various tools, including chains, wrenches, and power tools. Shelves are filled with containers, bottles, and other items. A large piece of wood is leaning against the wall on the right. The overall scene is one of a busy, well-used workspace.

Rural crafts refers to the traditional crafts production that is carried on, simply for everyday practical use, in the agricultural countryside. Once widespread and commonplace, the survival of some rural crafts is threatened.

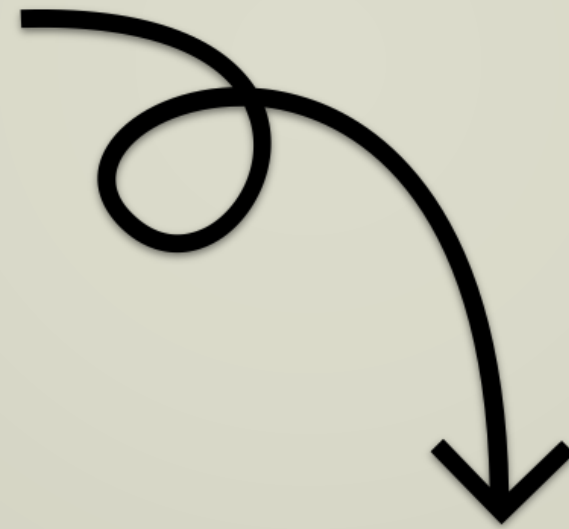
Rural crafts are produced for a practical means, and not for leisure. They are a part of a general and simple set of skills that were learned through generation.

Rural crafts will tend to vary in their styles from place to place, and will thus often contribute strongly to a sense of place.

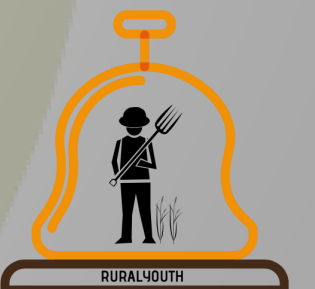
Rural crafts are used also in building technologies and in decorating architecture:



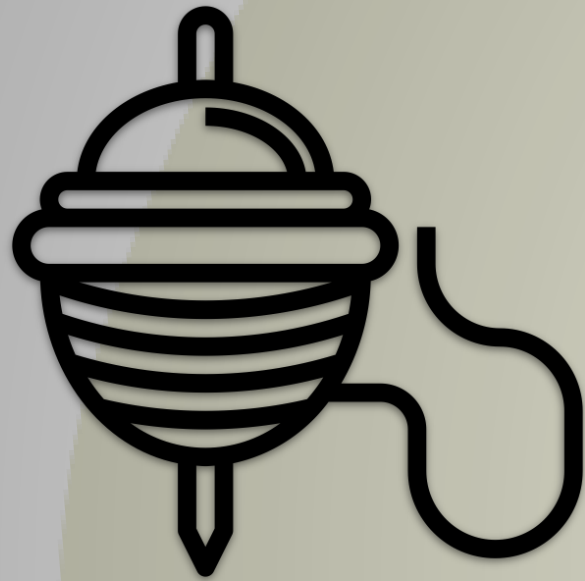
LET'S LOOK AT SOME EXAMPLES



Created by Muhammad Ridho
from Noun Project



EXAMPLES OF RURAL CRAFTS:



Created by nareerat jaikaew
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Spinning is the twisting technique where the fiber is drawn out, twisted, and wound onto a bobbin.



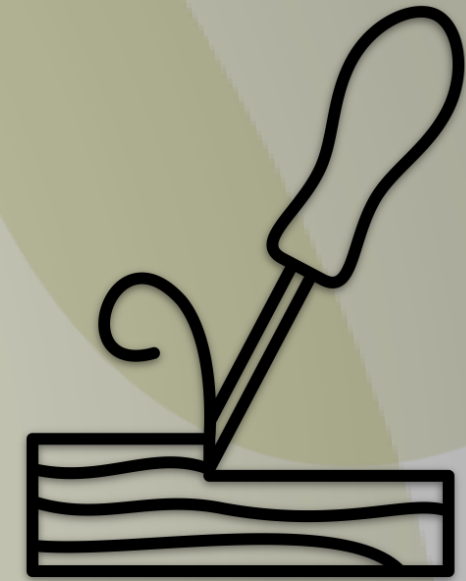
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Pottery is the process of forming vessels and other objects with clay and other ceramic materials, which are fired at high temperatures to give them a hard, durable form.



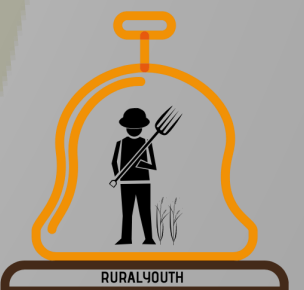
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Basket weaving, or basketry is the process of weaving or sewing pliable materials into three-dimensional artifacts, such as baskets, mats, mesh bags or even furniture.



Created by Noura Mbarki
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Wood carving is a form of woodworking resulting in a wooden sculptural ornamentation or a wooden object.



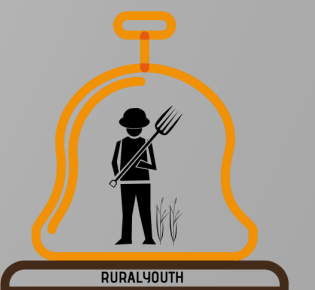
Architectural history displays many examples of the work of a great craftsmanship in rural vernacular architecture and building culture.

Craft shapes the materials used in architecture of buildings, like wood, steel, stone, and glass into their desired creations, into desired forms.

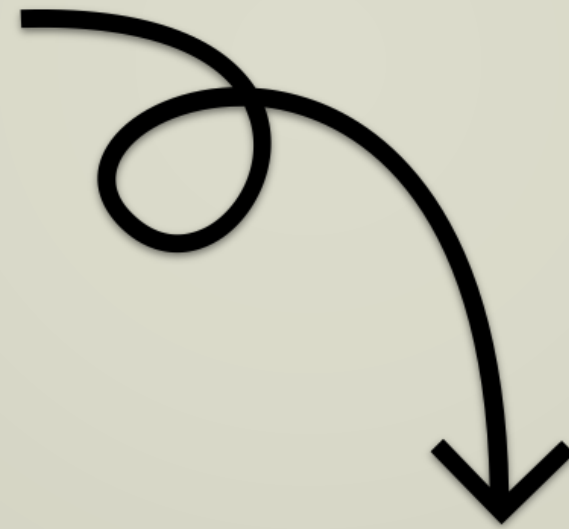
Deep connection with the crafts enhances the identity and character of the building. Craft is at the core of architecture, in carpentry, masonry, in decorations of facades, or in the use of ornamental paintings, or mosaics.



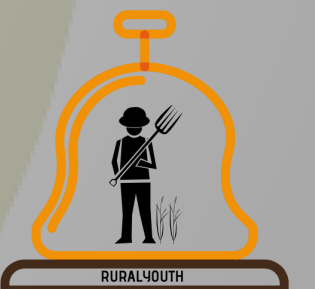
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LET'S LOOK AT SOME EXAMPLES



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RURAL4YOUTH

Examples of rural crafts used in building technologies and in architecture:



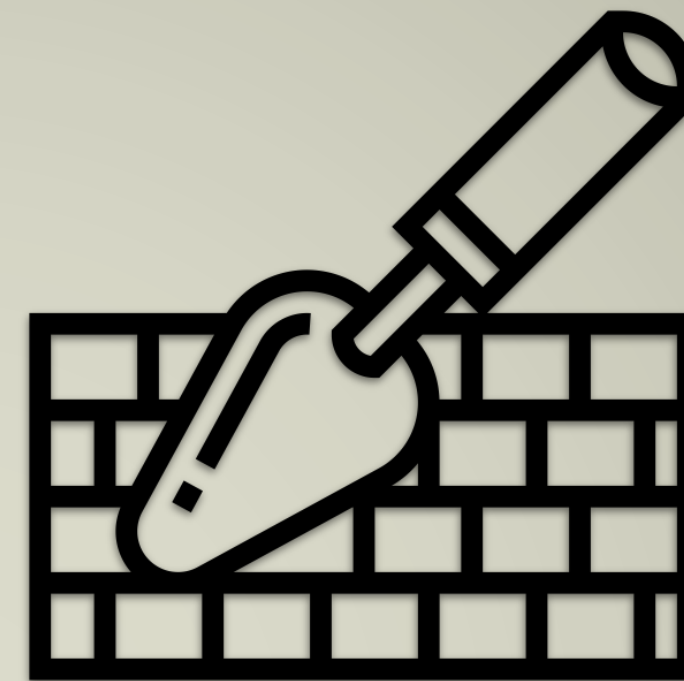
Created by Gan Khoo Lay
from Noun Project

Stone carving, which brings a plethora of ornamental floral patterns or geometrical motifs, and sculptural facades



Created by Phạm Thanh Lộc
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Carpentry is a skilled craft in which the primary work performed is the cutting, shaping and installation of timber building materials during the construction of buildings.



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Lime mortar and plaster making, traditionally have been used to give protection to walls including ornamentation.

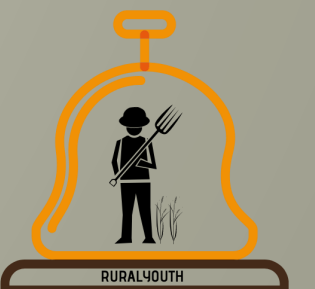


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Facade and wall painting, belongs to traditional craftsmanship used in architecture

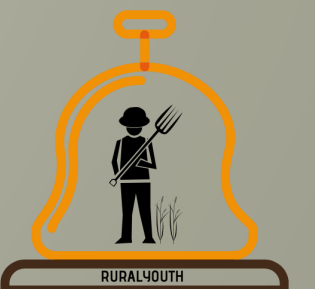
Craft makes our homes more human.

– Ilse Crawford



*In pure architecture the smallest detail should
have a meaning or serve a purpose.*

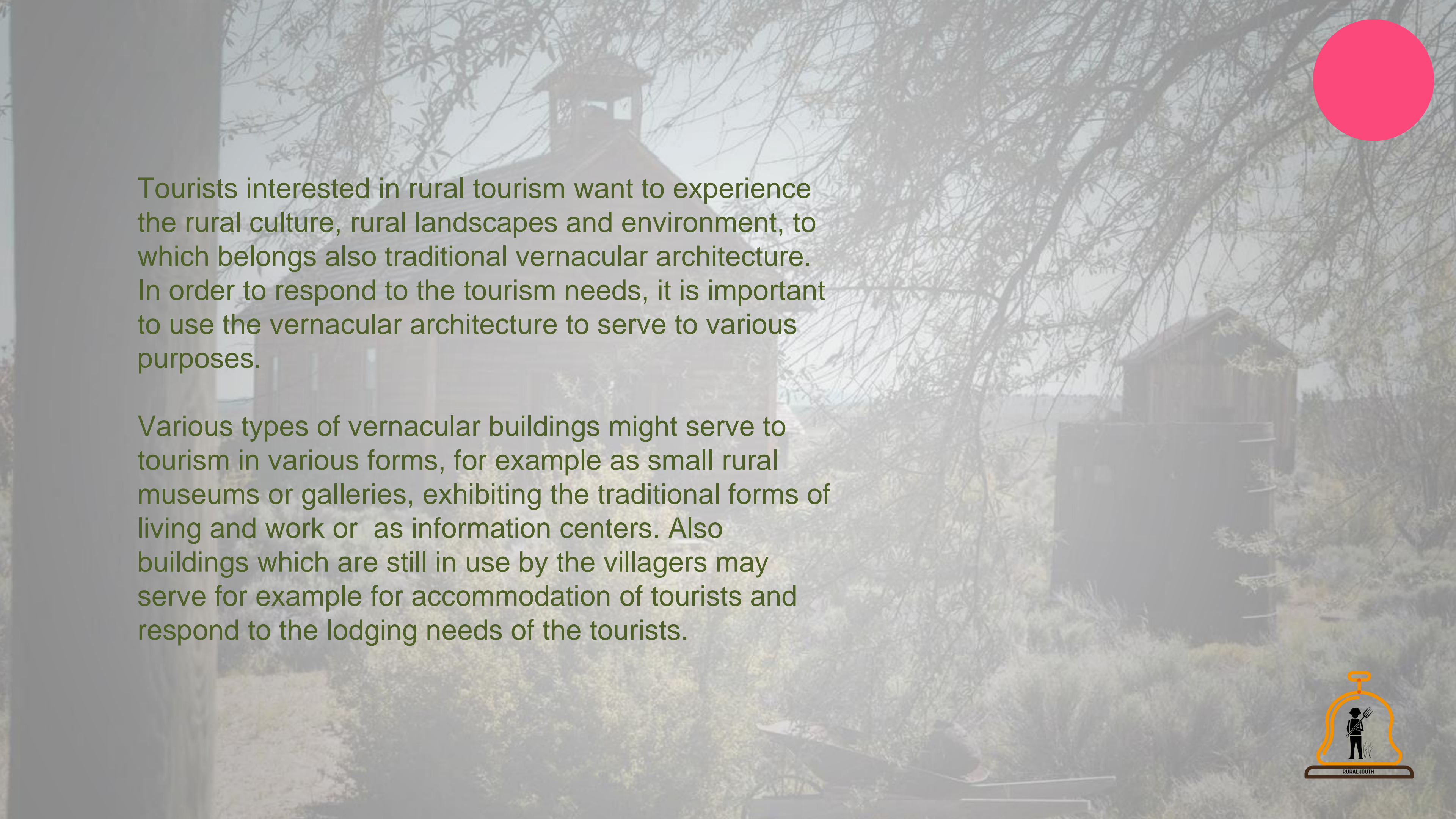
– Augustus W. N. Pugin



Local Ideas for Effective Use of Vernacular Architecture in Tourism

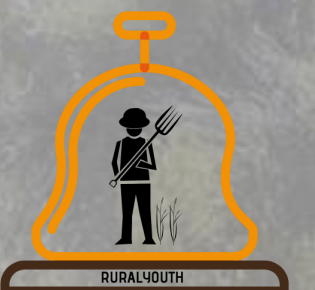


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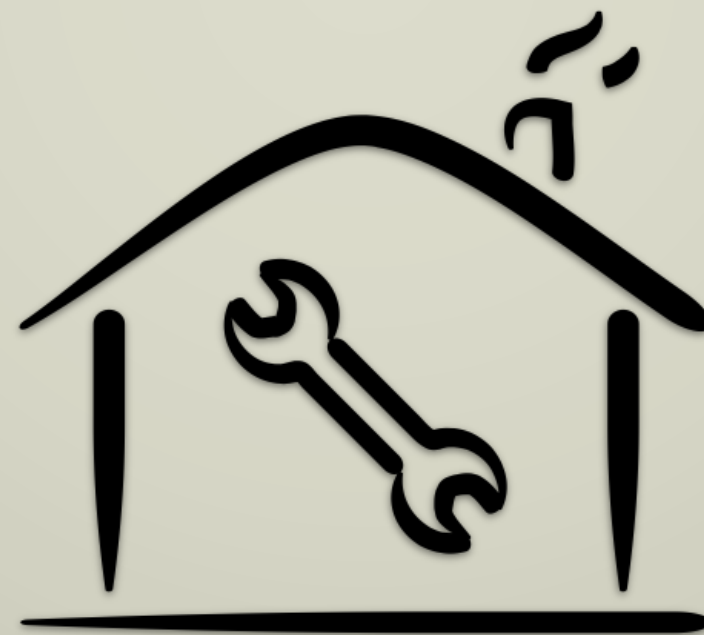
Tourists interested in rural tourism want to experience the rural culture, rural landscapes and environment, to which belongs also traditional vernacular architecture. In order to respond to the tourism needs, it is important to use the vernacular architecture to serve to various purposes.

Various types of vernacular buildings might serve to tourism in various forms, for example as small rural museums or galleries, exhibiting the traditional forms of living and work or as information centers. Also buildings which are still in use by the villagers may serve for example for accommodation of tourists and respond to the lodging needs of the tourists.

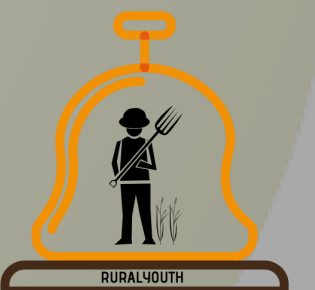


Recovery and re-use of old rural vernacular buildings for modern use require careful evaluation of the real re-use potential of the building structures within the new context. The solutions put forward need to be the result of careful examination.

It is necessary to carry out a detailed analysis of the state of rural buildings to make it possible to devise coherent restoration guidelines and discover the criteria of restoration methodologies taking into account local customs and usages, so as to promote the minimum interventions in order to maintain the traditional architectural values and their authenticity.

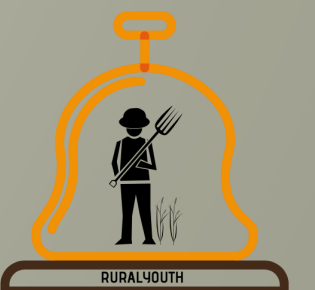


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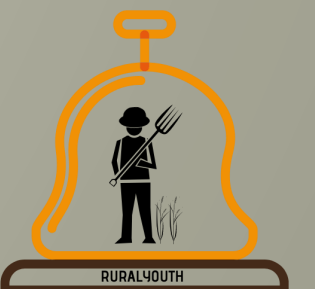
*An old building is like a show. You smell the soul
of a building. And the building tells you how to
redo it.*

– Cameron Mackintosh



New ideas often need old buildings.

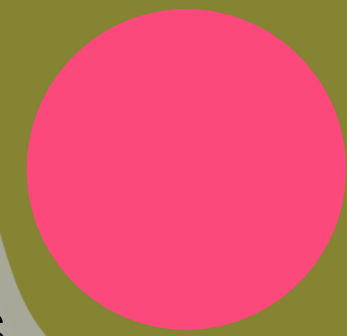
– Jane Jacobs



Globalization in Architecture



Created by Luiz Carvalho
from Noun Project

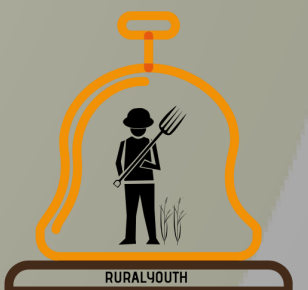


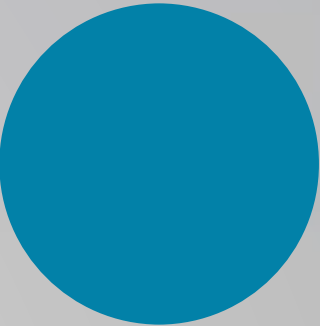

Globalization is an umbrella term that refers to a complex and universal phenomenon that has affected varied dimensions including economics, politics, science, history, geography, environment, culture, management, international relations, professional practices, etc.

Depending on the context it is used in, globalization can be defined as the growing interdependence of the processes integrating not just the economy but culture, technology, and governance. Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. Consequently, it is not surprising that it has also proliferated to architectural practices as well.



Created by Nhor
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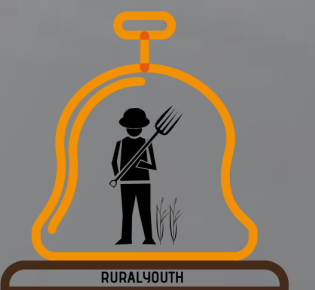




Globalization, on one hand, has positively influenced architectural practices and styles. It reflects the culture of modernization, systemization, standardization and functional logic. New modern creative and functional architectural styles benefit from globalization and from the wide assortment of building materials, which become available all around the world.

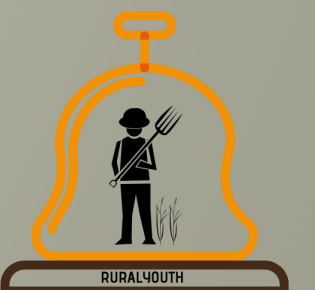
On the other hand, globalization of architecture produces universal consumerism, and represents infringement over individuality and cultural identity, it replaces the individual aesthetic and cultural uniqueness. Buildings of today, all seem to belong to one style, reflect similar functionality, devoid of cultural identity. The new functional type of architectural design has adopted the global culture of commerce and design.

Globalization influences the changes and evolution of the cultural, socio-economic systems and the people who want to live in new structures to have a new contemporary life styles and require new technological conditions of the built environment. These aspects result in a thread, that they do not value the vernacular architecture and vernacular rural architecture, as would be desirable.



While globalization will make the world smaller and more accessible, we must continue to appreciate its vibrant diversity.

– Jean-Philippe Courtois





SURF
TO FIND OUT
MORE



Examine and learn about vernacular architecture!



Look at 25 Examples of Vernacular Housing From Around the World!



Watch this video about vernacular architecture of Asia!

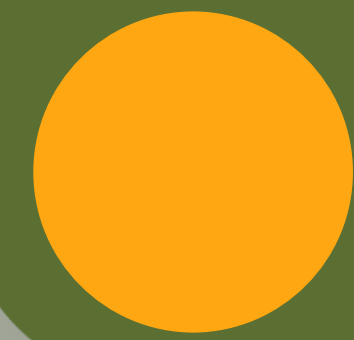


Watch this video and learn about craftsmanship and building techniques of rural vernacular architecture!



Explore vernacular architecture across the world!

MATCH THE PARAGRAPHS!



Vernacular architecture is architecture which is not built by professionals, ...

... the vernacular architecture.

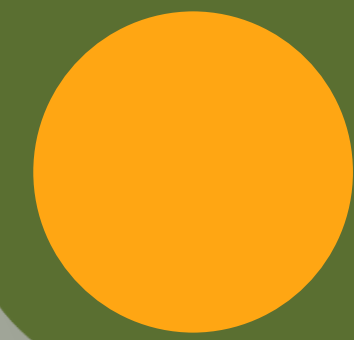
Climatic and environmental solutions in vernacular architecture mean that its design ...

... but built by people using local building construction knowledge.

In order to respond to the tourism needs, it is important to use ...

... is very ecological, environment friendly and sustainable.

MATCH THE PARAGRAPHS!



Tourists interested in rural tourism want to experience the rural culture, rural landscaper and environment, ...

... careful evaluation of the real re-use potential of the building structures within the new context.

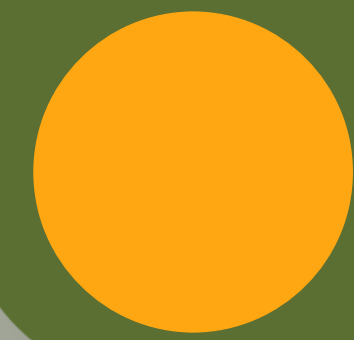
Recovery and re-use of old rural vernacular buildings for modern use require ...

... to tourism in various forms.

Various types of vernacular buildings might serve...

... to which belongs also traditional vernacular architecture.

MATCH THE PARAGRAPHS!



Globalization is the word used to describe ...

... and from the wide assortment of building materials, which become available all around the world.

New modern creative and functional architectural styles benefit from globalization ...

... the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. he of a region .

The new functional type of architectural design ...

... has adopted the global culture of commerce and design.

TEST YOUR KNOWLEDGE!

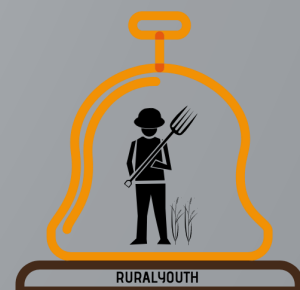


1- Select the synonym of vernacular architecture:

- A.) Tall buildings
- B.) Folk architecture**
- C.) residential architecture
- D.) new architecture

2- Select the crafts associated with architecture:

- A.) Carpentry
- B.) Stone carving
- C.) Fresco painting
- D.) All of above**

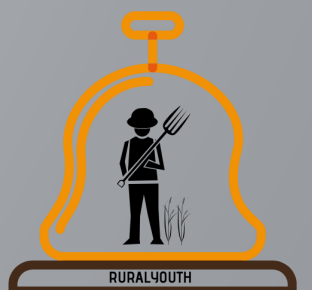


3- What is a threat of globalization in architecture

- A.) Modernization
- B.) Systemization
- C.) Functional logic
- D.) Loss of cultural uniqueness and identity**

4- Which one below is a way of new use of various types of vernacular buildigs?

- A.) Small museum
- B.) Shop with souvenirs
- C.) Accommodation
- D.) All of above**

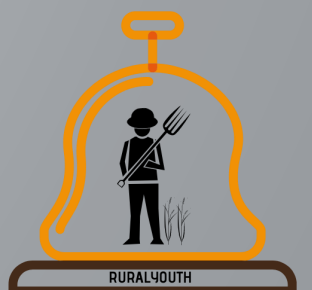


5- What is required for recovery and re-use of old rural vernacular buildings for modern use?

- A.) Complete demolition of old buildings
- B.) **Evaluation of the real re-use potential of the building structures within the new context**
- C.) All of above

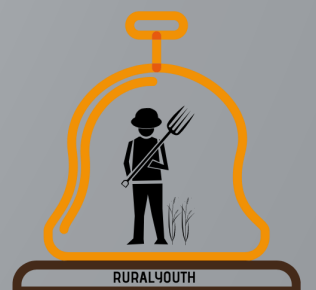
6- What is the characteristic feature of vernacular architecture?

- A.) **Environmental friendliness**
- B.) Global culture
- C.) New building materials
- D.) All of above



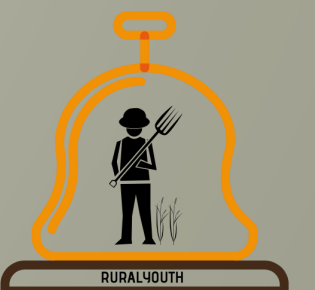
DISCUSSION

1. What is the future of rural vernacular architecture? Do you have an idea how would you use an old rural house for tourism purposes?
1. Discuss the aspects of cultural uniqueness and identity of vernacular architecture and its ecological and environment friendly context.



Architecture, of all the arts, is the one which acts the most slowly, but the most surely, on the soul

– Ernest Dimnet



SUMMARY

- In this unit, you have learned about vernacular architecture and its importance for tourism in the rural areas
- You've seen how important is vernacular architecture for rural tourism. Try to find examples of vernacular architecture in your country!
- In unit 2.3, you will learn about local development and innovative ways for developing the rural areas.

