

UNIT 2.4 CONTEMPORARY RURAL ARCHITECTURE

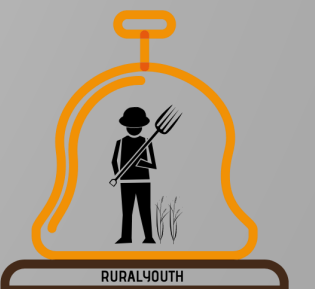
MODULE 2: ARCHITECTURE & RURAL TOURISM

OBJECTIVES

In Unit 2.4 you will learn about innovative ways of contemporary architectural development in rural areas.

Keywords:

- Contemporary architecture
- New architectural trends
- Modernity
- Youth



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



Understand the contemporary trends in architecture and they role for tourism enhancement



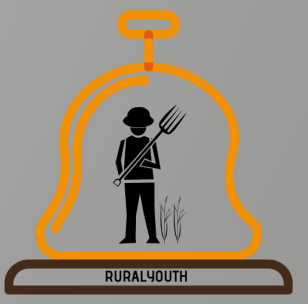
Understand the interaction between heritage, contemporary architecture and design



Recognize the design quality of contemporary architecture in rural environment



Understand how to take advantage of contemporary architecture in rural tourism and entrepreneurship

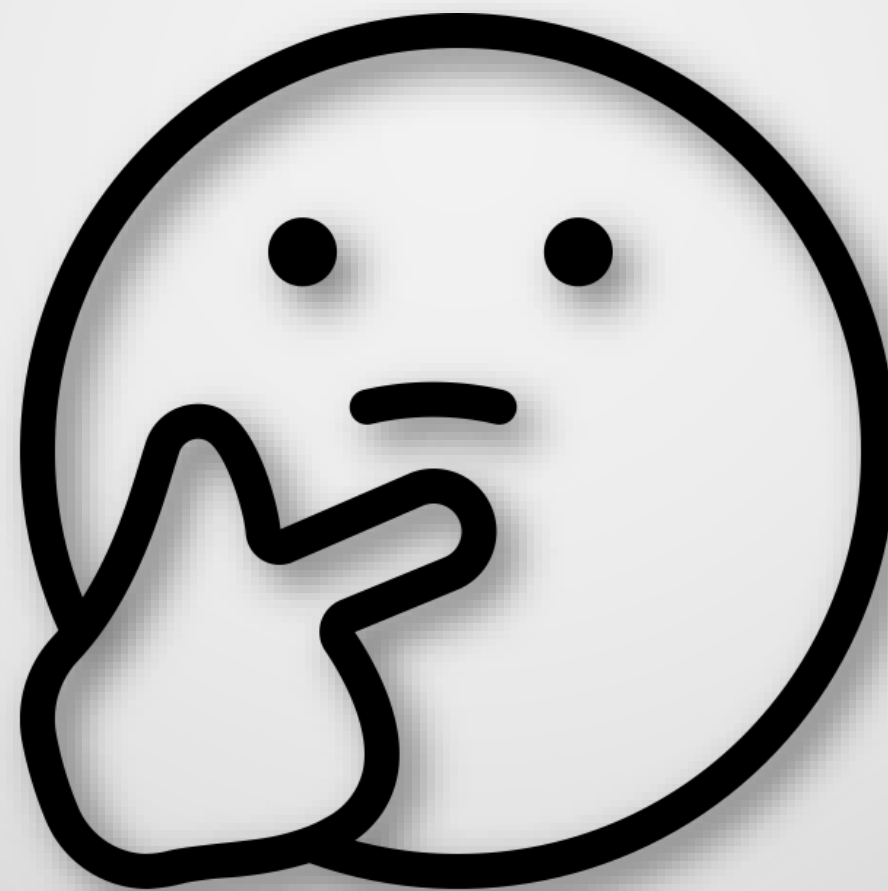




TOPICS

1. Contemporary architecture and its role in tourism enhancement
2. Interactions of heritage, contemporary architecture and design
3. Design quality of contemporary architecture in rural environment

Contemporary architecture and its role in tourism enhancement



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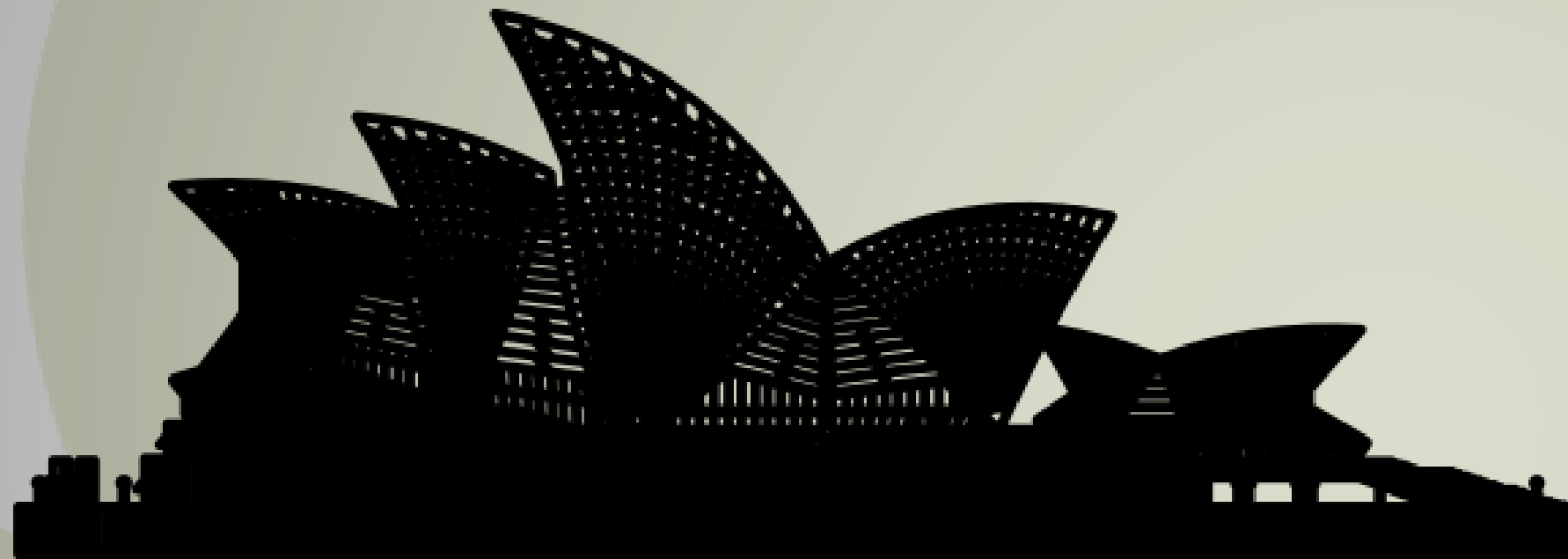


Contemporary architecture is the architecture of the 21st century. Contemporary architects work in several different styles, from postmodernism, high-tech architecture and new interpretations of traditional architecture to highly conceptual forms and designs, resembling sculptures. Some of these styles and approaches make use of very advanced technology and modern building materials, glass, steel, while others prioritize the use of natural and ecological materials like stone, wood and lime.

One technology that is common to all forms of contemporary architecture is the use of new techniques of computer-aided design, which allow buildings to be designed and modeled on computers in three dimensions, and constructed with more precision and speed.



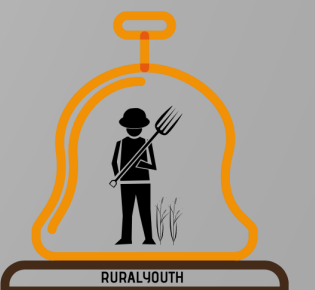
The characteristic features of contemporary architecture are:



- Free-form shapes.
- Unconventional volumes.
- Curved lines.
- Rounded forms.
- Asymmetry.
- Open floor plans.
- Large, abundant windows.
- Green roofs, living walls.

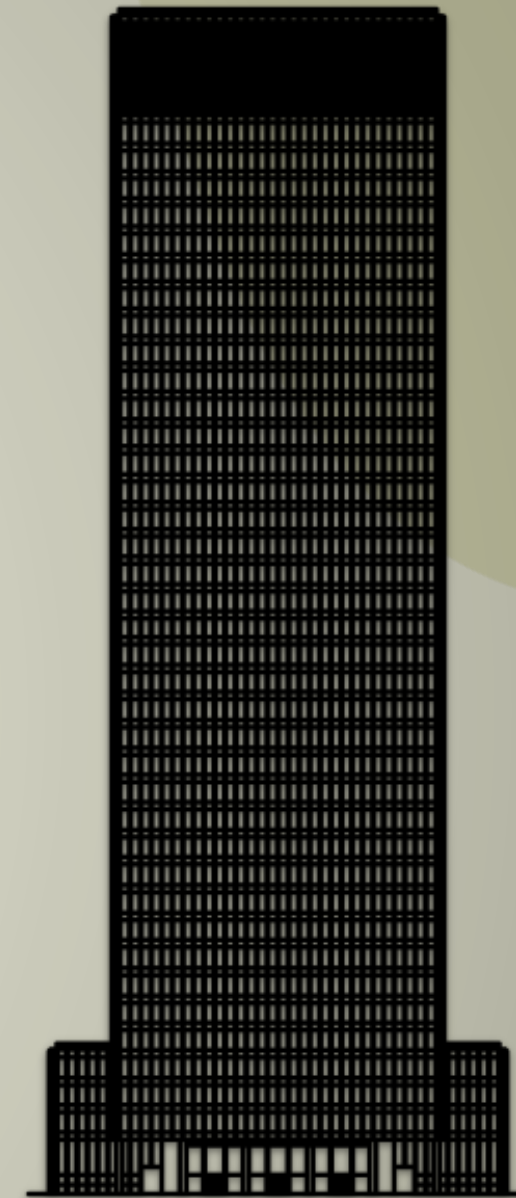
Fundamentally, a contemporary style of decorating is defined by simplicity, subtle sophistication, deliberate use of texture, and clean lines.

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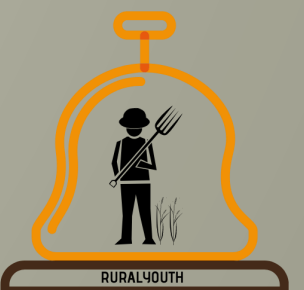


What is the difference between modern and contemporary architecture?

Modern design refers to an era that has passed, to the design of the 20th century, while contemporary design is all about the now and the future. The most popular modern design era is the mid-century modern era of the 1950s and 1960s.

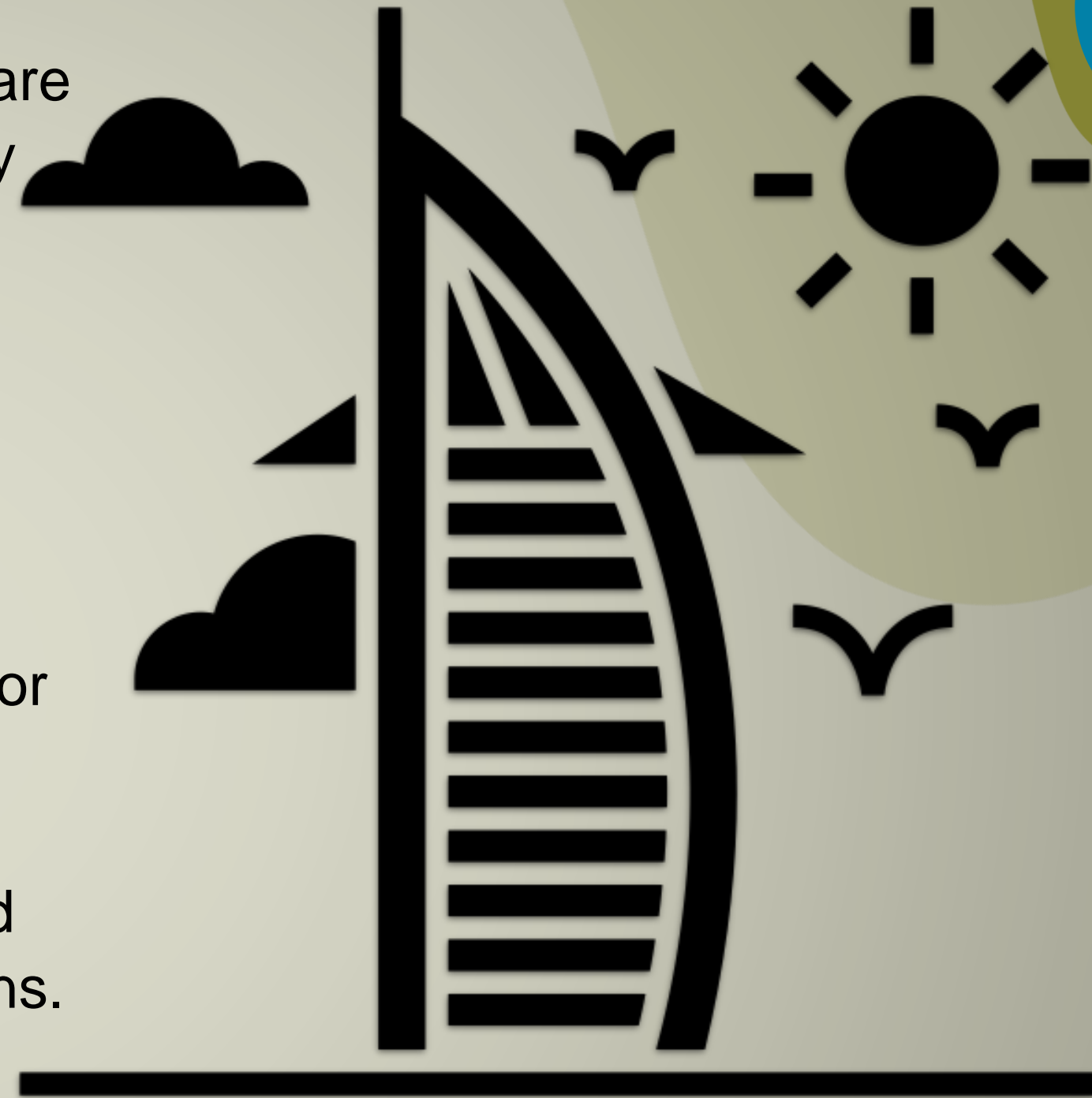


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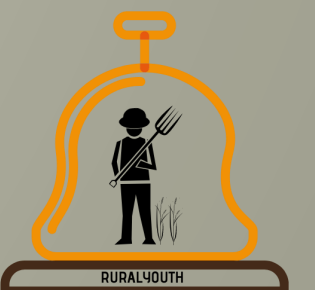


Famous examples of the contemporary architecture are well known on an international scale. There are many famous landmarks across the world considered as outstanding examples of contemporary architecture. High value buildings can be seen as the basis for the touristic success of a destination, and therefore influence its economy and society.

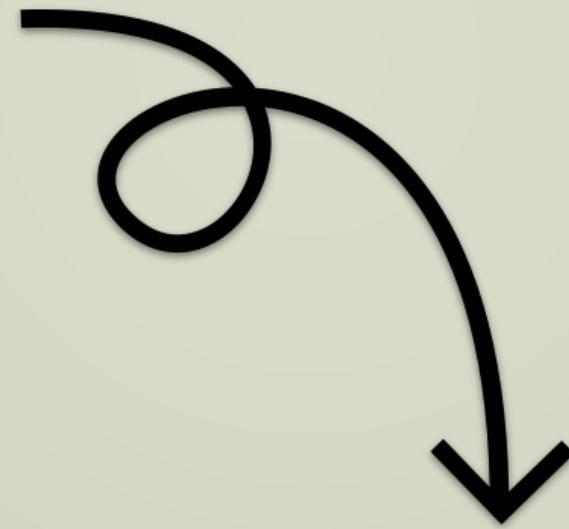
The role of architecture is considered as a major factor in creating appealing, sustainable and successful destinations. Architecture and fine buildings have always been at the focus of international tourism and great buildings have always characterized destinations. Tourists associate contemporary architecture with innovation, quality, creativity and vitality.



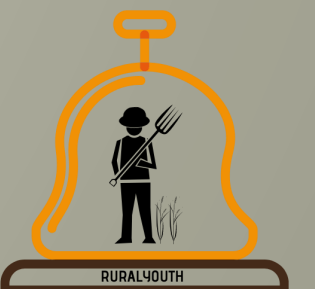
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DO YOU KNOW THESE FAMOUS
ICONIC BUILDINGS?



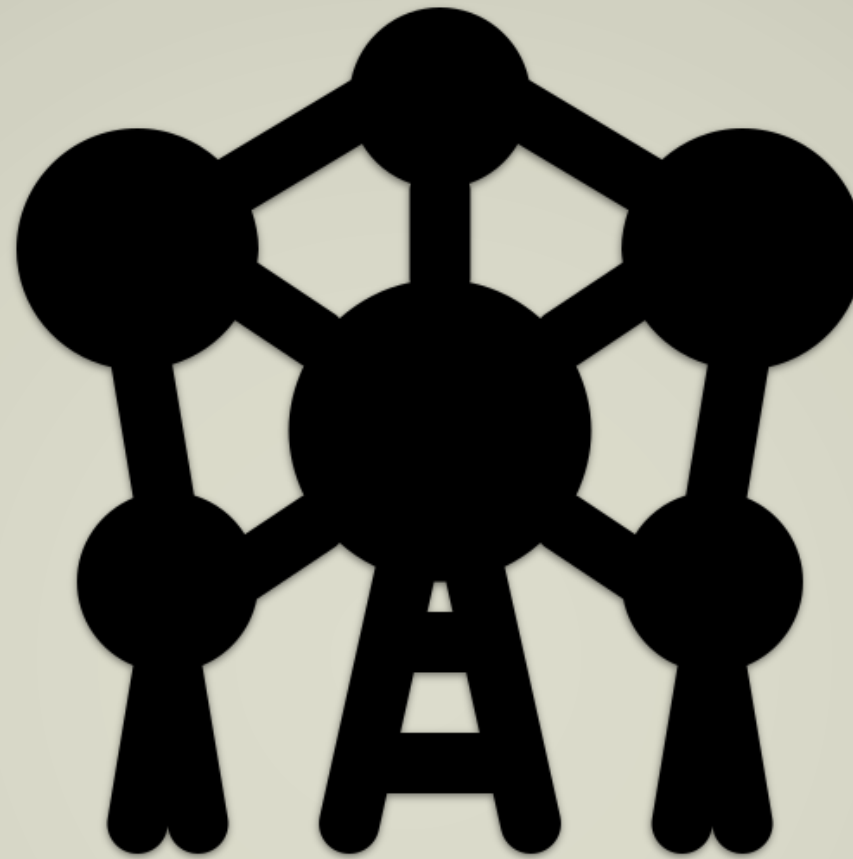
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Opera in Sydney

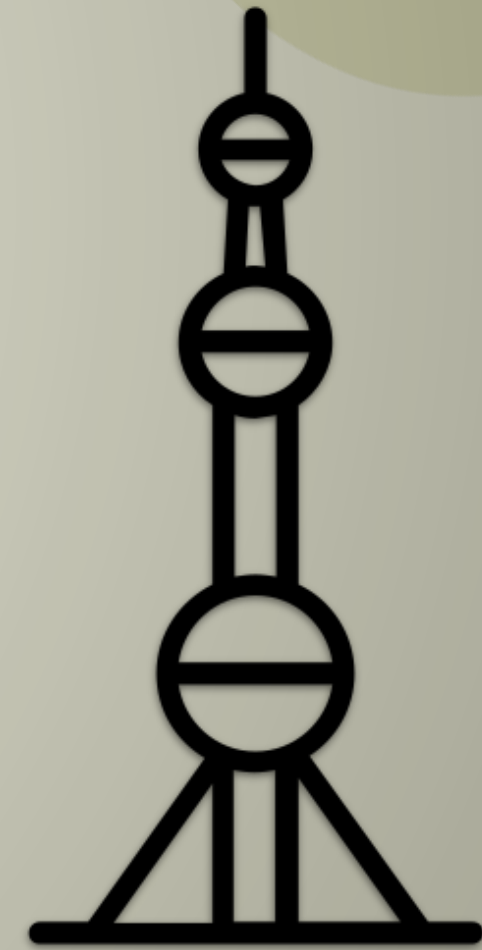


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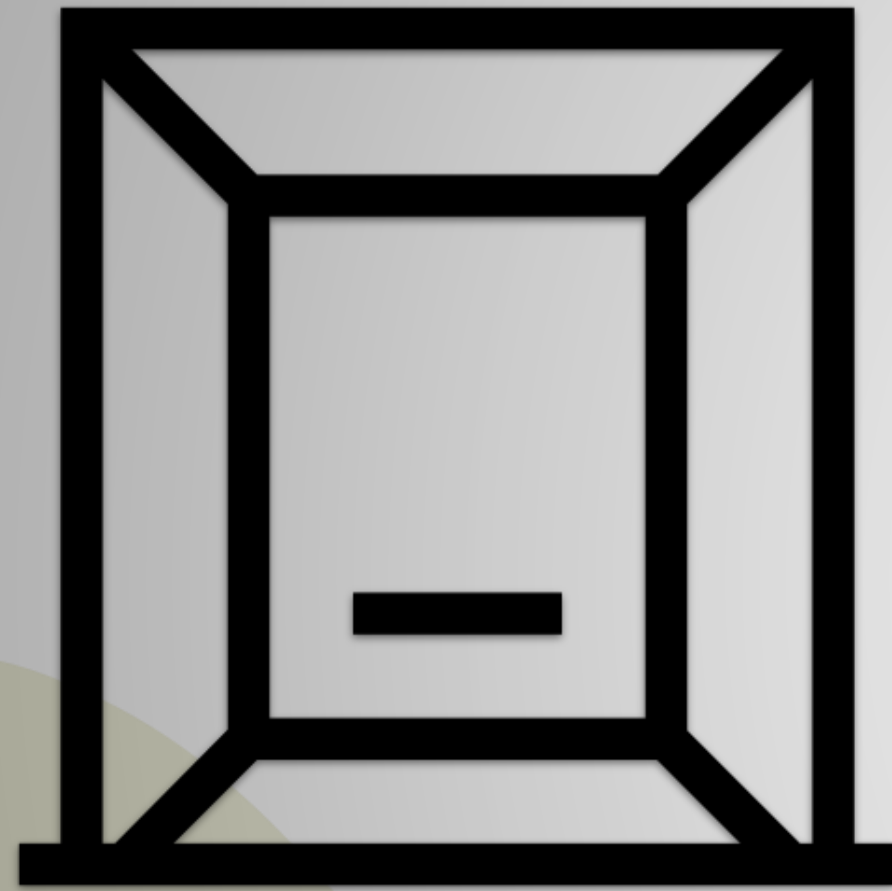
**Atomium in
Brussels**

**Pearl Tower in
Shanghai**



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Great Arch in Paris



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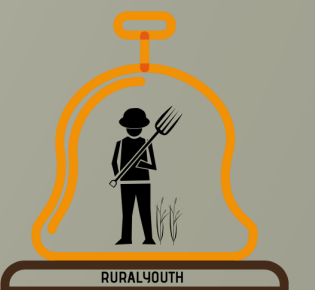
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Gherkin tower in London

Empire State Tower in New York

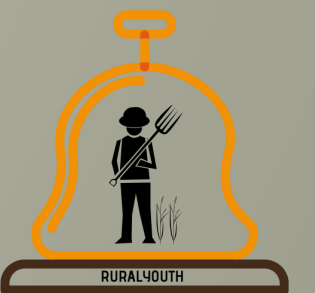


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Each new situation requires a new architecture.

– Jean Nouvel



Interactions of heritage, contemporary architecture and design



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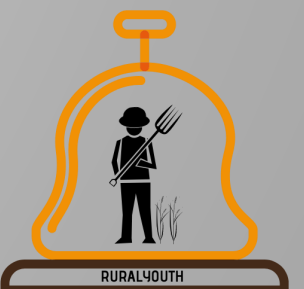
Promoting a discussion on interaction between cultural heritage and contemporary architecture and design contributes to preservation of historical heritage and fosters the development of high quality living environment.

High quality contemporary architecture and sensitive design towards historical heritage can ensure sustainable, harmonious and inclusive environment for present and future generations.

The dilemma between development and conservation should be resolved through appropriate architecture and design solutions, through dialogue and interaction between heritage and contemporary architecture.



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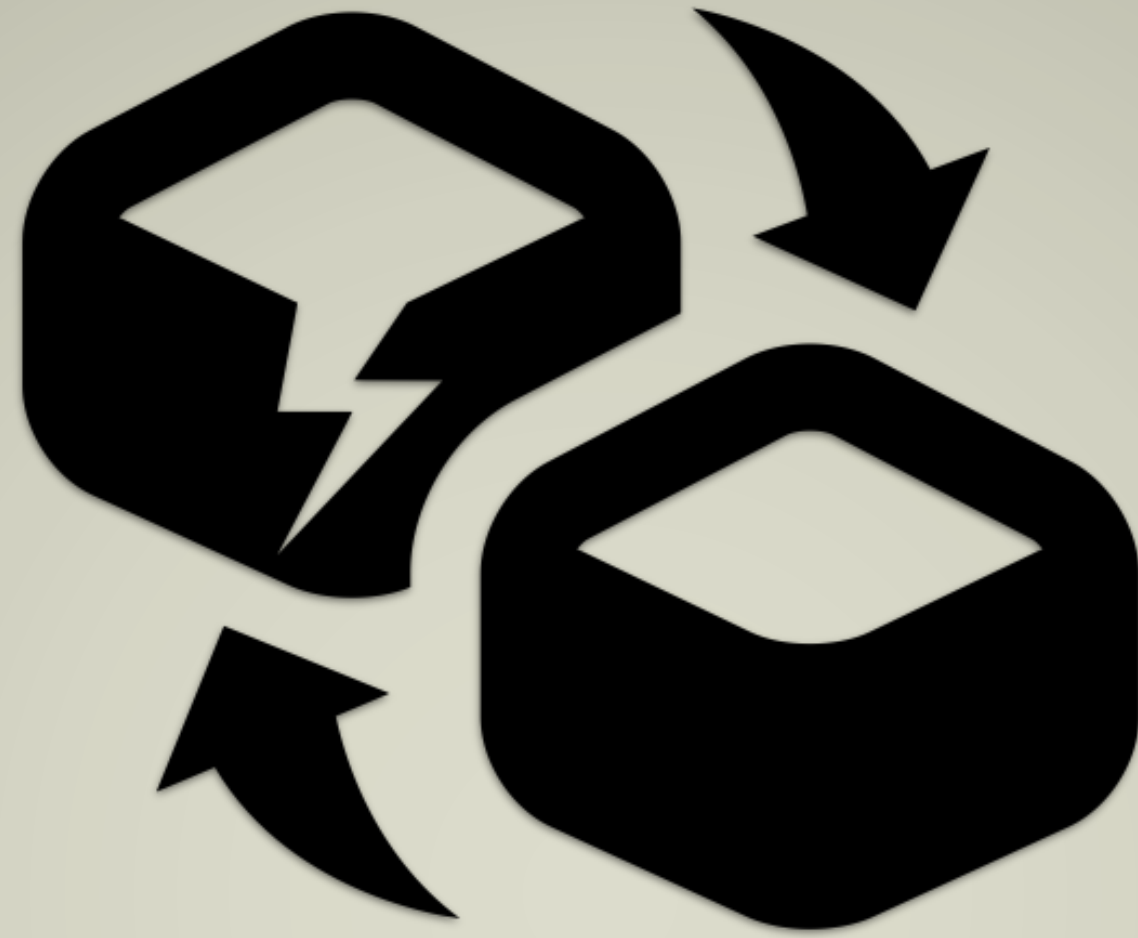
Contemporary architecture requires creativity and innovations to create bridges between cultural heritage and contemporary design and to preserve the identity in the historic environment.

It needs to focus on increasing attention on the preservation of original cultural and historical values, because original elements are of the highest value and evidence of cultural diversity. The destruction of an original element means that society loses a component of the heritage that can never be recovered.

So replicating buildings or architectural styles is acceptable only in exceptional circumstances.

Contemporary creative innovations in architecture should emphasize and strengthen original and authentic tangible and intangible cultural values. Contemporary architecture and design should respect the specific qualities and the typical spatial relationships of the area, the scope and nature of construction, and traditional materials while not excluding innovations that create added value for the spatial environment. The innovations should be based on proper assessment of heritage values and historical analysis, including technical approaches and materials.

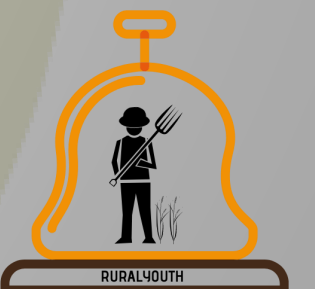




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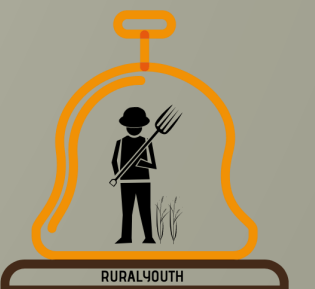
The co-existence between cultural heritage and contemporary architecture is very delicate. It needs to recognize and respect the values created over time.

High-quality contemporary architecture with a sensitive approach towards heritage values can offer added value.



Modern architecture does not mean the use of immature new materials; the main thing is to refine materials in a more human direction.

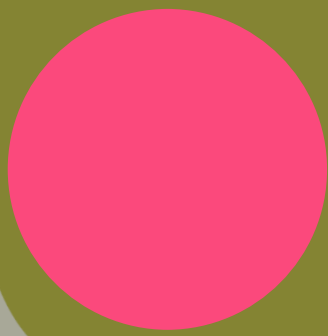
– Alvar Aalto



Design quality of contemporary architecture in rural environment

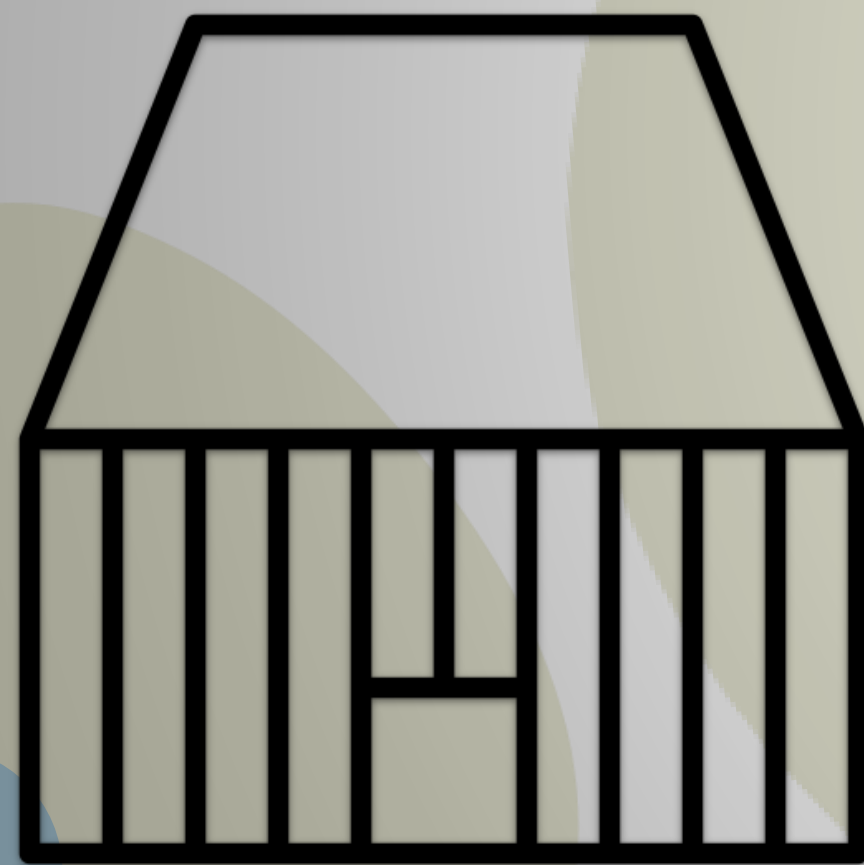


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The contemporary architecture in rural environment reinvents the rural traditions, organic practices, sustainability, and along with them, a new use of principles of modern architecture.

Contemporary rural architecture is inspired by connections with landscape, promoting agriculture and food production, and applies design reconnecting with rural roots.



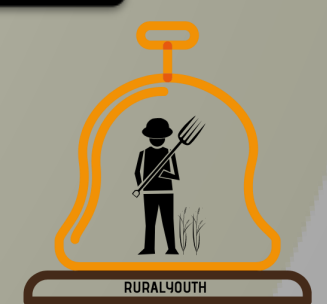
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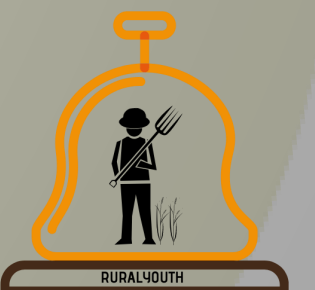
The principles and characteristic features applied by contemporary architecture in rural landscapes are:

- eco-friendly, minimalist design, use of local materials, for example local wood and applications of low-carbon features, recycled materials, for example recycled concrete, locally sourced materials including plant fibers, rammed earth, bricks.

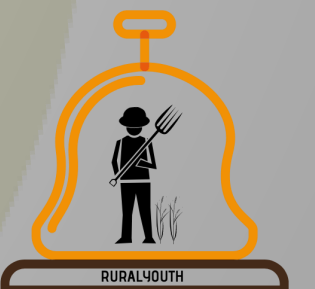
Often green roofs and integration with a rainwater collection system for irrigation are applied.

Contemporary rural architecture is inspired by connections with landscape, promoting agriculture and food production, and applies design reconnecting with rural roots. To the characteristic building types in rural countryside belong farms and country houses.

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LET'S LOOK AT SOME EXAMPLES
OF CONTEMPORARY RURAL FARM
ARCHITECTURE



In the book **The New Farm: Contemporary Rural Architecture** (Princeton Architectural Press, 2020), author Daniel P. Gregory explores the examples of rural architecture of farms from all over the world, applying contemporary design and innovative materials. The selected examples describe the characteristic features of the new farm architecture:

Prugger Farm, Rasen-Antholz, South Tyrol, Italy.

Architect Reinhard Madritsch created a structure set into a hillside, with separate levels that could serve as a home for the family and a barn for their cattle.

Snuck Farm, Pleasant Grove, Utah

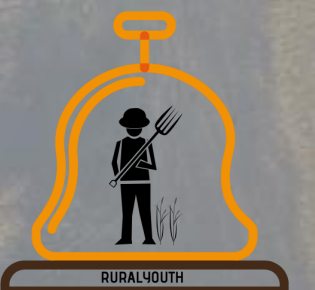
Architectural designer Louise Hill and architect Warren Lloyd created a timber-framed barn using reclaimed wood, locally quarried stone, and board-formed concrete for a rustic feel.

Mason Lane Farm, Goshen, Kentucky

Louisville architects Roberto De Leon and Ross Primmer created a hay storage barn using an unconventional material. Kentucky cane, a type of bamboo, was used to create a lattice motif on the facade, that also allows air to circulate.

Crackenback Stables Thredbo, New South Wales, Australia

Rob Brown of Casey Brown Architecture used corrugated iron and panels of rusted steel for the exterior of pavilions housing a horse barn, living quarters, and equipment storage.

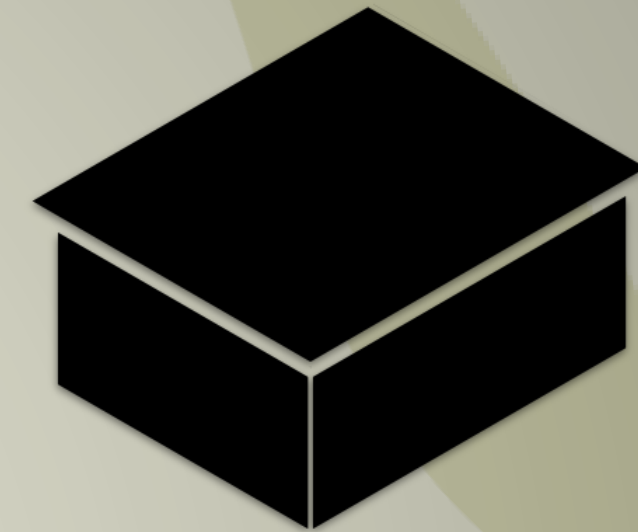




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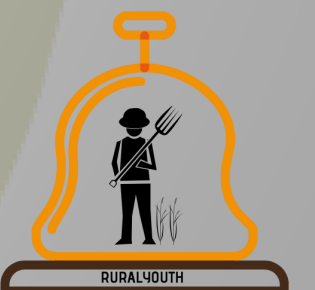


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The contemporary architecture of a new rural country house is simple and practical, but most importantly, is an innovative type of construction that brings an impressive balance between a natural setting and new modern architecture. At the same time it brings together the heritage values of historical architecture with new values of contemporary architecture.

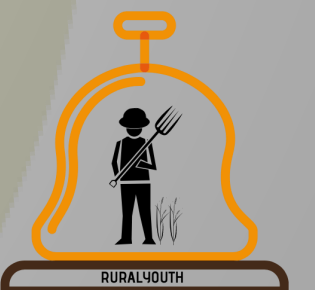


A rural country home, where you are surrounded by nature, trees, fields, and cattle graze outside, is very attractive for recreation and for tourists seeking the perfect antidote for the hectic city life.

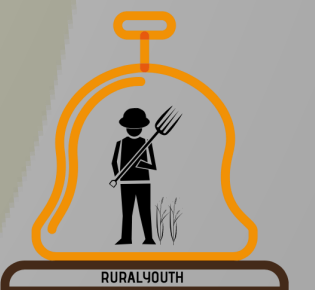
The rural retreats offer a refuge in nature from the rising urban stress and country houses are becoming more popular.

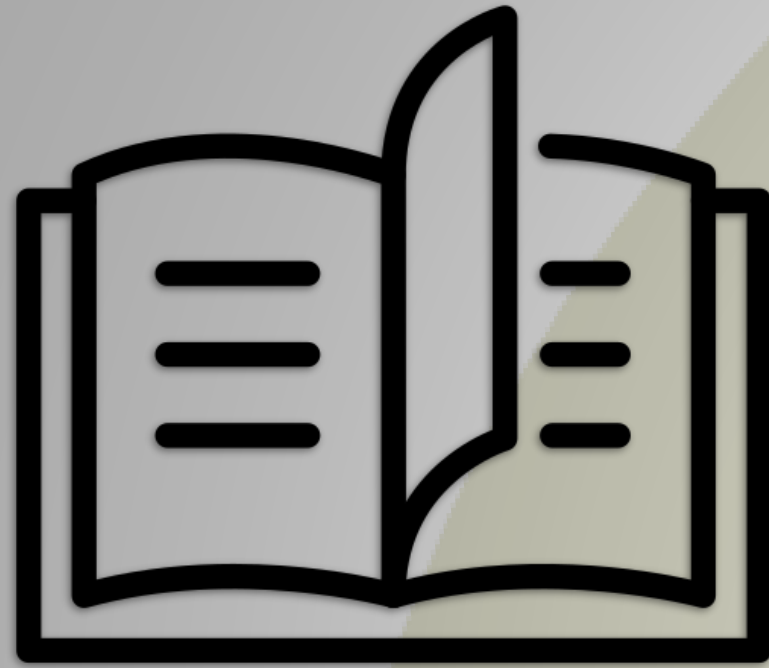


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LET'S LOOK AT SOME EXAMPLES
OF BOOKS ON CONTEMPORARY
ARCHITECTURE OF RURAL
HOUSES





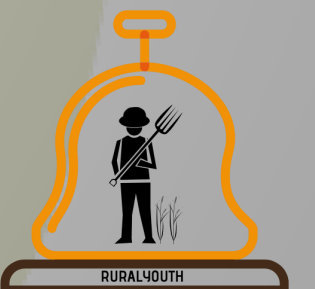
The book **Best Contemporary Country Houses** (Think Publishing, 2011), edited by Gary Takle, there are examples of houses from Australia, the United Kingdom and North America, showing inspirational design of rural homes.

Created by Umer Younas
from the Noun Project

The book **Masterpieces: Country House Architecture + Design** (Braun Publishing, 2011), by Michelle Galindo, showcases 60 of the best of contemporary country houses designs worldwide, featuring the work of well-known architects and innovative designers who pay their respect to nature.



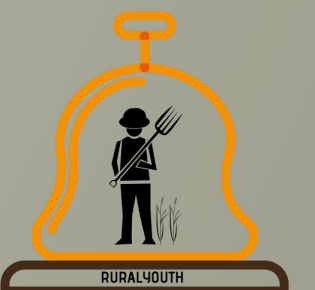
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RURAL4YOUTH

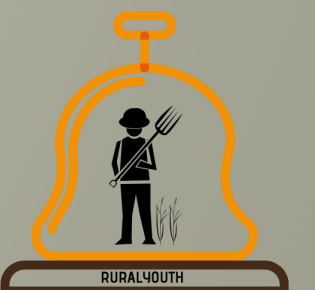
Architecture is a art when one consciously or unconsciously creates aesthetic emotion in the atmosphere and when this environment produces well being.

– Luis Barragan



Great buildings that move the spirit have always been rare. In every case they are unique, poetic, products of the heart.

– Arthur Erickson





SURF
TO FIND OUT
MORE



Watch [this video](#) about contemporary farm architecture!



Read about [the vernacular architecture as a model for contemporary design!](#)



Look at [striking farm and agriculture buildings!](#)

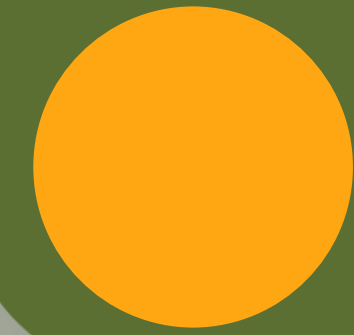


Watch [40 photos of modern farmhouses!](#)



Watch [this video](#) to see an example of modern barn design!

MATCH THE PARAGRAPHS!



Contemporary architecture....

... are well known on an international scale.

Contemporary architecture makes use...

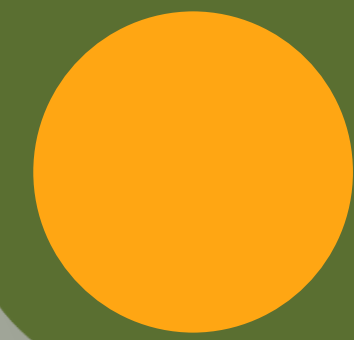
... is the architecture of the 21st century.

Famous examples of the contemporary architecture ...

... of very advanced technology and modern building materials.



MATCH THE PARAGRAPHS!



Tourists associate contemporary architecture ...

... preservation of historical heritage and fosters the development of high quality living environment.

The role of iconic contemporary architecture is considered as a major factor

... with innovation, quality, creativity and vitality.

Promoting a discussion on interaction between cultural heritage and contemporary architecture and design contributes to ...

... of creating appealing, sustainable and successful destinations.



MATCH THE PARAGRAPHS!



The dilemma between development and conservation should be resolved ...

... a component of the heritage that can never be recovered.

The destruction of an original element means that society loses ...

... belong farms and country houses.

To the characteristic building types of new contemporary architecture in rural countryside ...

... through appropriate architecture and design solutions.



TEST YOUR KNOWLEDGE!

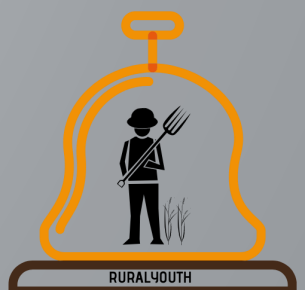


1- Which one below can be counted as typical features of contemporary rural architecture?

- A.) Eco-friendly.
- B.) Using minimalist design.
- C.) Using local materials.
- D.) All of above**

2- In which building types we can found the most interesting examples of contemporary rural architecture?

- A.) Skyscrapers
- B.) Administration buildings.
- C.) Country houses.**
- D.) Shopping malls.



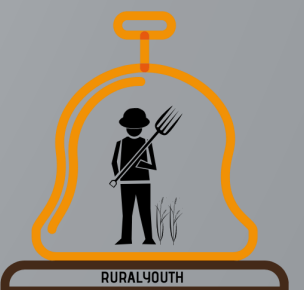


3- Which one below is a good strategy to achieve the goals of a high value contemporary architecture?

- A.) Creating a balance between a natural setting and new modern architecture**
- B.) Low interest in attainment of aesthetic values
- C.) Monitoring only financial interests
- D.) Lack of interest in the values of the rural environment

4- Which one below is not a way of high architectural quality achievement in contemporary development?

- A.) Respect to heritage
- B.) Respect to nature
- C.) Reconnecting with rural roots
- D.) Ignoring the local architectural heritage when constructing new buildings**



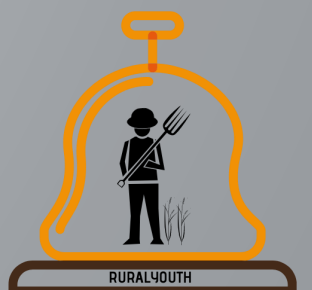


5- What are the characteristic materials used in contemporary architecture?

- A.) Glass
- B.) Steel
- C.) Concrete
- D.) All of above**

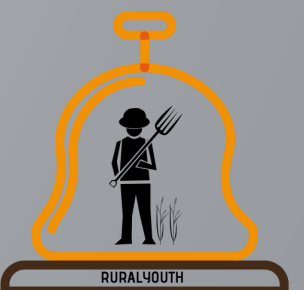
6- What are the characteristic features of eco-friendly contemporary architecture?

- A.) Use of local materials
- B.) Applications of low-carbon features and recycled materials
- C.) Green roofs
- D.) All of above**



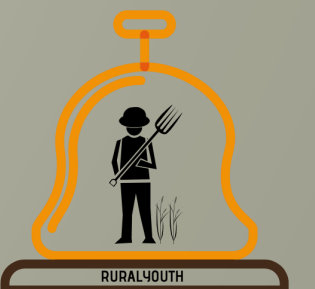
DISCUSSION

1. What are the features of a high value contemporary rural architecture?
1. Can you give some example of a high value contemporary rural architecture from your experience?



*Architecture should speak of its time and place,
but yearn for timelessness.*

– Frank Gehry



SUMMARY

- In this unit, you have learned about the about innovative ways of contemporary architectural development in rural areas.
- The contemporary development in rural areas should bring together the heritage values of historical architecture with new values of contemporary architecture.
- In Unit 3.1, you will learn about planning of tourism space and rural landscape.

