

Educational Institution of the Trade Unions of Higher Education  
«Academy of Labour and Social Relations»

# DESIGN

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# Agenda

- Design of a buildings
- Some of the most important challenges
- Designing solutions



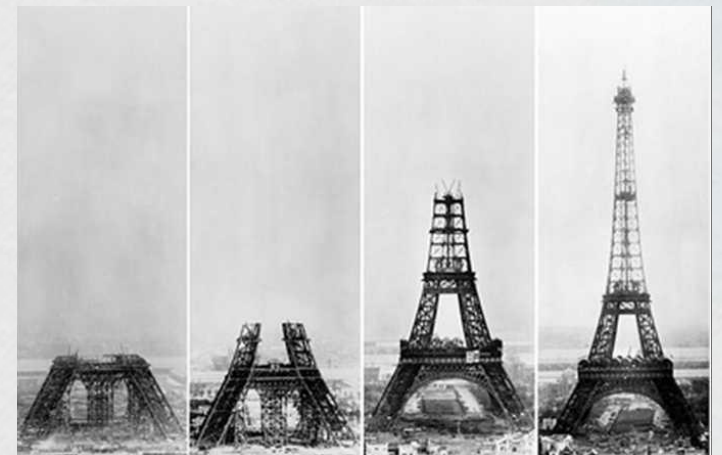
# Design of a buildings: Eiffel Tower



Gustave Eiffel

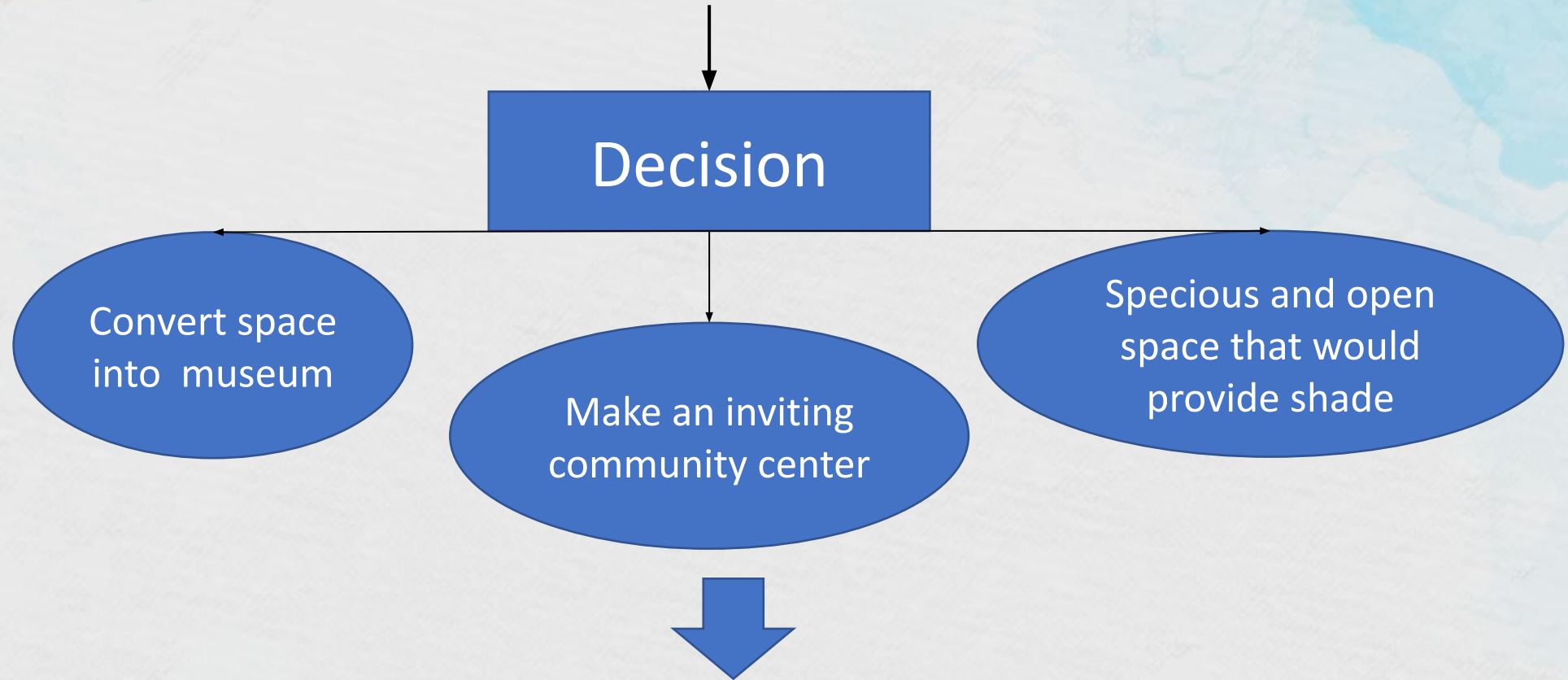
- Symbol of a Paris
- Built for 1889 Exposition Universelle
- Opponents called the Tower an «eyesore»
- Visitors admire this building

Built in 1889



# Design of a buildings: Metropol Parasol

Unexpected dilemma: «How to save Roman ruins»



Floating construction





# Metropol Parasol today:

- Archeological museum
- Farmer`s market
- Café and restaurants

What people think

```
graph TD; A[What people think] --> B[Modern iconic landmark]; A --> C[Overpriced eyesore]; A --> D[Bad for ecology]
```

Modern iconic landmark

Overpriced eyesore

Bad for ecology

# Challenges

1. Rapidly growth population
2. Lack of farmland
3. Climate change
4. Lack of appropriate water
5. Floods
6. Traffic congestion
7. Sprawling cities

# Designing solutions: New Valley project, Egypt

The cause      →      Rapidly growth population and lack of farmland  
↓  
The effect      →      Overcrowding and food shortage



## Solution

**New Valley project:**  
The station would pump water into a system of canals



## Opinions:

Will increase the number of fertile land and allow citizens to get their own food requirements

Project is too costly and will allow Egypt to use too much Nile`s water, that use another countries too.



# Designing solutions: Venice Tide Barrier project, Italy

The cause      →      Shifting landscape  
↓  
The effect      →      floods and destruction of historical landmarks and artistic masterpieces



## Solution

The Tide Barrier project:  
Compressed air is pumped  
underneath gates. The gates  
rise and stop the sea water.



## Opinions:

The only way to save  
Venice

Negative effect on wildlife  
and won't stop flooding



# Conclusion

## The aims of design

Fair or  
exhibition

To connect the  
tradition and  
modernity

To solve  
challenges

