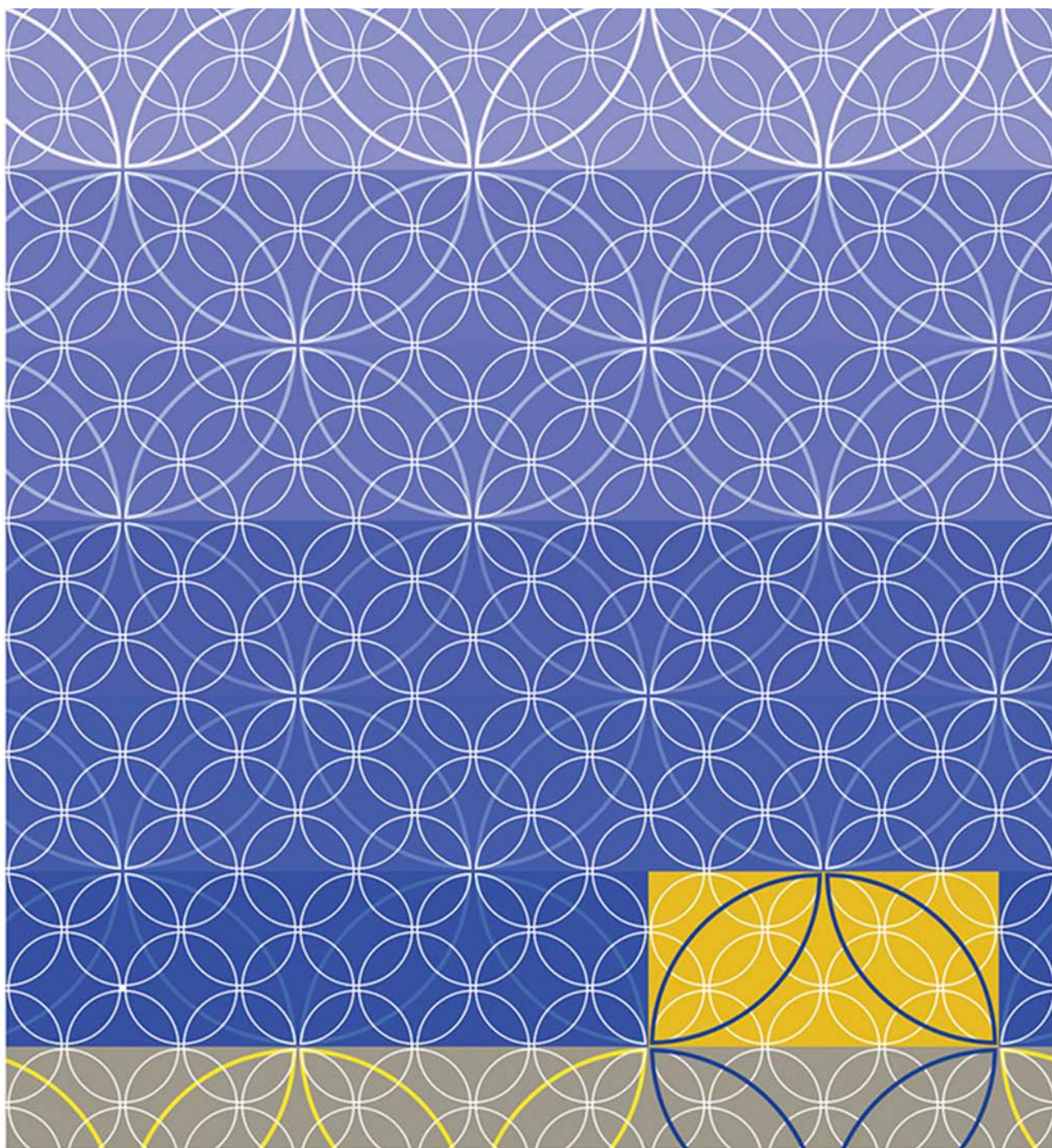


# Giuseppe Gallo Transforms Mecanoo's Projects Into Pattern Posters

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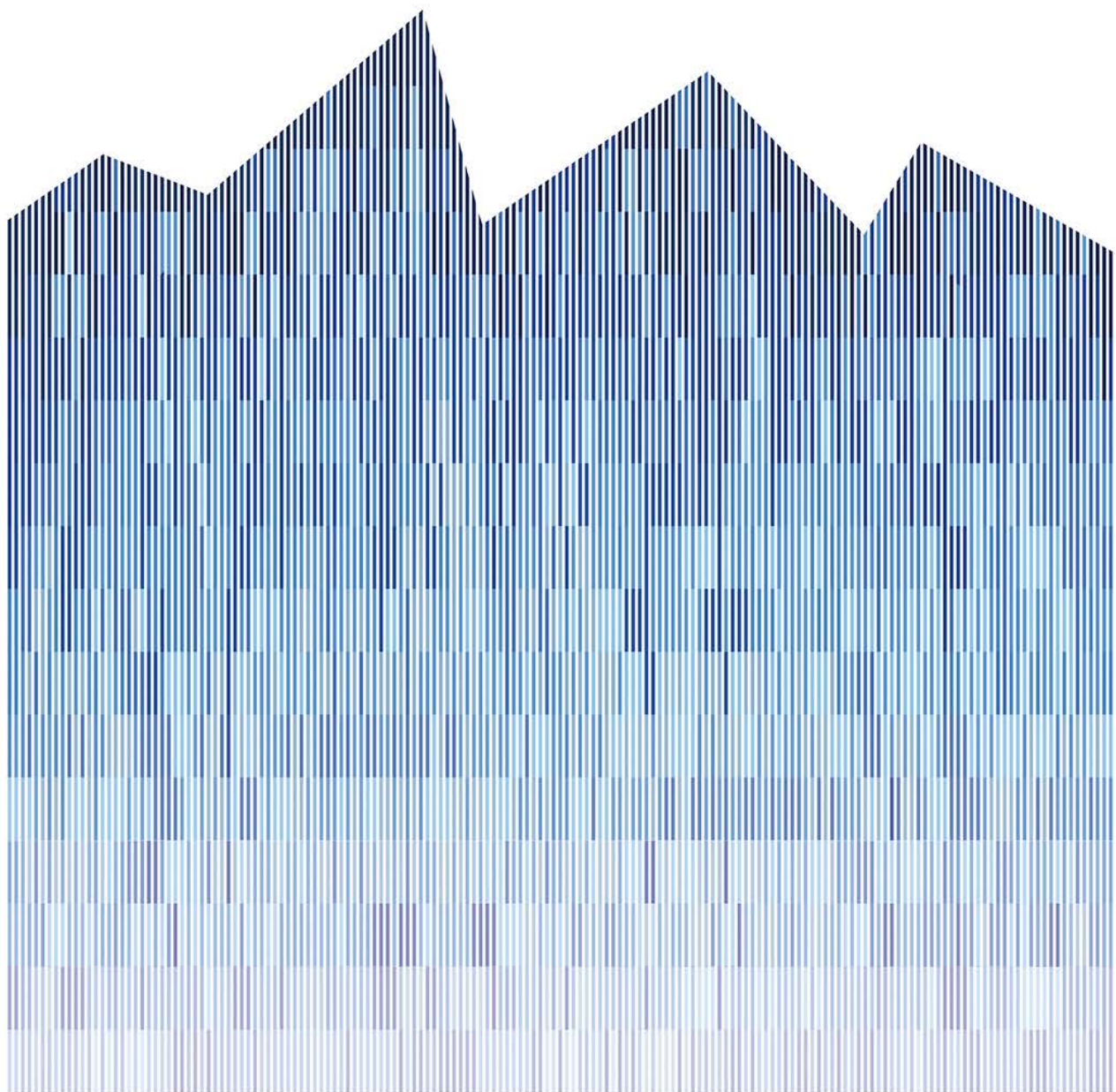
Giuseppe Gallo - [www.mirabiliaweb.net](http://www.mirabiliaweb.net)

Library of Birmingham - Birmingham, United Kingdom - Mecanoo

Library of Birmingham, Birmingham, UK

all images [Giuseppe Gallo](#) / courtesy of [Mecanoo](#)

Architecture patterns have always been a real communication and presentation tool for architects and graphic designers. Their power lies behind their colour, abstraction and artistic style to the reader's eye. The patterns always balance the interaction between the reality and the new way of looking to design with a new formats. [Giuseppe Gallo](#), an architect turned graphic designer and in the current landscape one of the practices of [Mecanoo](#)- **designed a series of nine posters to reflect on use of patterns as a tool in architecture. Gallo inspired by Mecanoo's recognizable projects, as their patterns are able to create emotion.** These projects graphically redesigned and flattened within the new facade abstractions including: **The Library of Birmingham** – Birmingham, UK, **Kaap Skil, Maritime and Beachcombers Museum** – Texel, The netherlands, **Rabat Agdal Train Station** – Rabat, Morocco, **La Llotja Theatre and Conference Centre** - Lleida, Spain, **Three Cultural centres & One Book Mall** – Shenzhen, China, **Home Arts Centre** – Manchester, UK, **Netherlands Open Air Museum** – Arnhem, The netherlands, **Hilton Amsterdam** – Schiphol, The netherlands, **Bruce C. Bolling Municipal Building** – Boston, Usa.

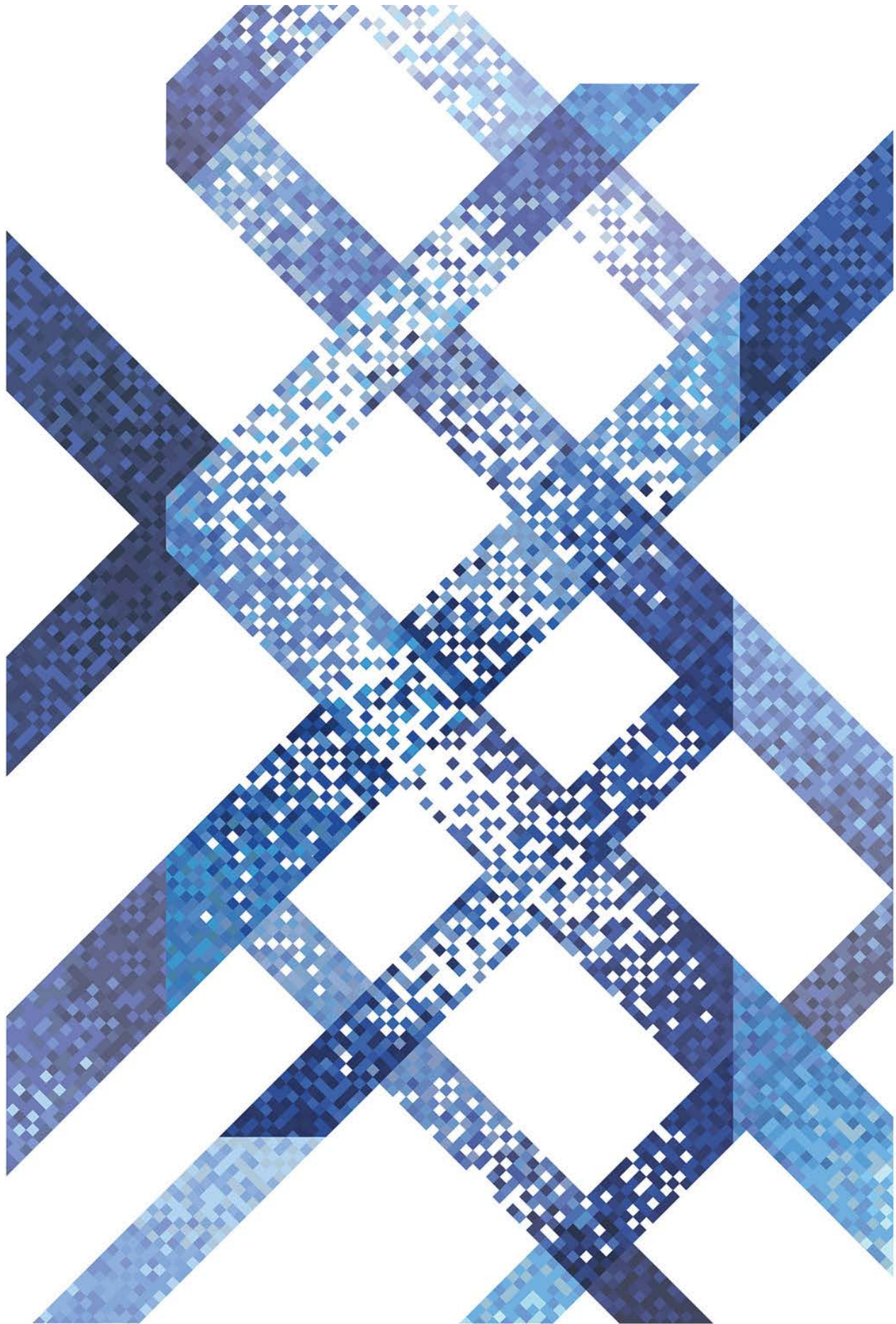


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Kaap Skil Museum - Texel, the Netherlands - Mecanoo

## Kaap Skil, Maritime and Beachcombers Museum-Texel, The Netherlands

**Giuseppe Gallo explains why he developed a serie of Poster about Pattern in Architecture:** "Graphic Design and Architecture are similar disciplines, they share, even with different purpose, a lot of approaches and instruments, one of these, able to create a connection between architecture and people, is pattern. Pattern is defined as a graphic scheme characterized by a repetitive structure, where regularity of relationships created between individual objects is perceived as a whole. Many objects in nature are defined by patterns, some are clear as felines skin, others are complex, such as fractal geometry of plants."



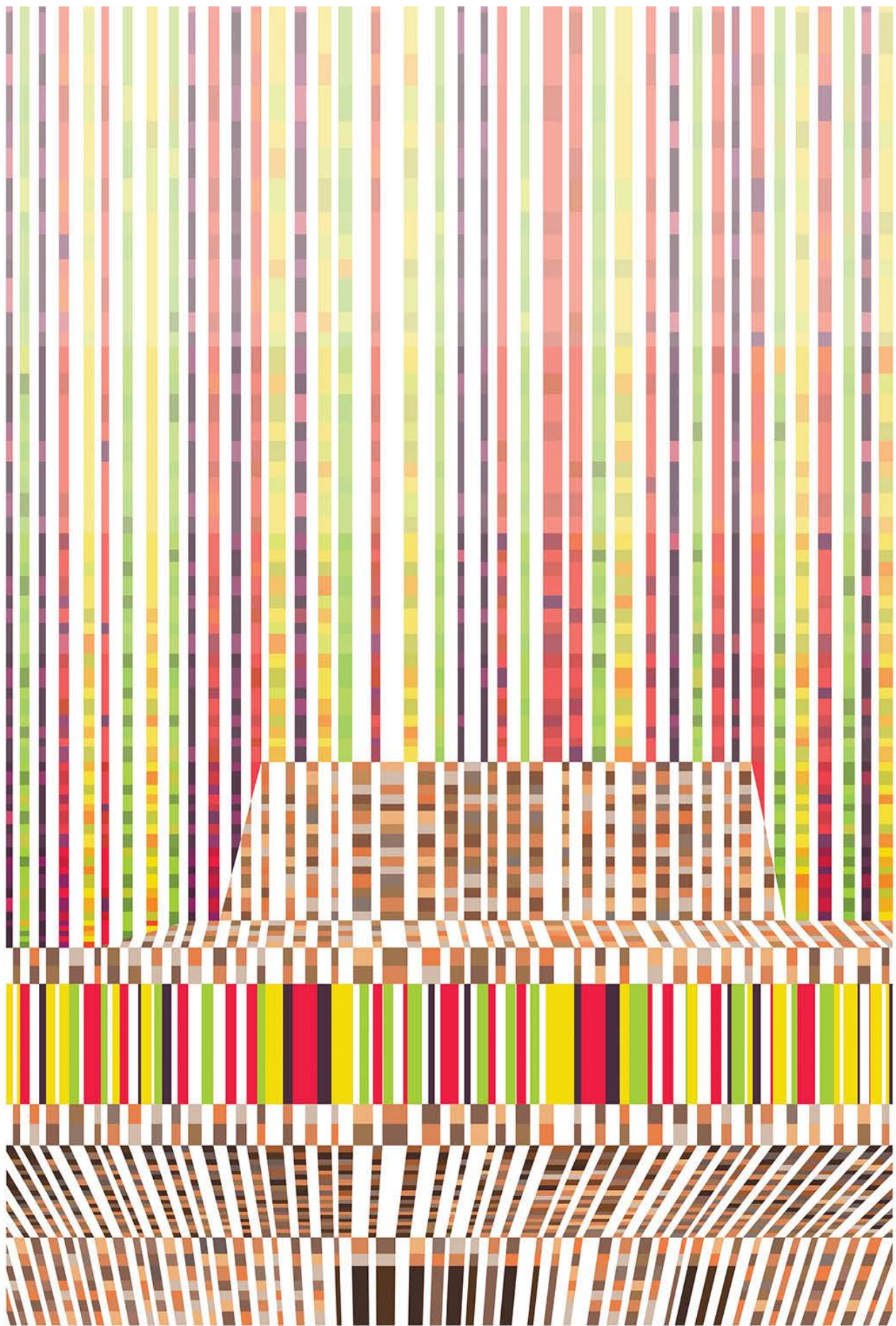
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Rabat Agdal Train Station - Rabat, Morocco - Mecanoo

## Rabat Agdal Train Station – Rabat, Morocco

**Gallo adds that** "in art as in architecture Pattern becomes a tool to communicate, create balance and generating aesthetic pleasure, this, according to studies of Gombrich, lies generally in an intermediate position between the extremes consist of chaos and redundancy. Information theory defines redundancy such as the constant repetition of a series of messages always equal or perfectly predictable, chaos as a succession of unpredictable messages."

"In the first case, once understood the communicative key, message becomes devoid of interest and receiver no longer poses attention to it, in the second one, when the sequence of messages has no recognizable rule, the receiver cannot locate any logical path and activates a psychological mechanism of denial, communication vanishes." He asserts that **"established the extremes, we must define a balanced situation: high amount of information in a clear and recognizable logical composition."**

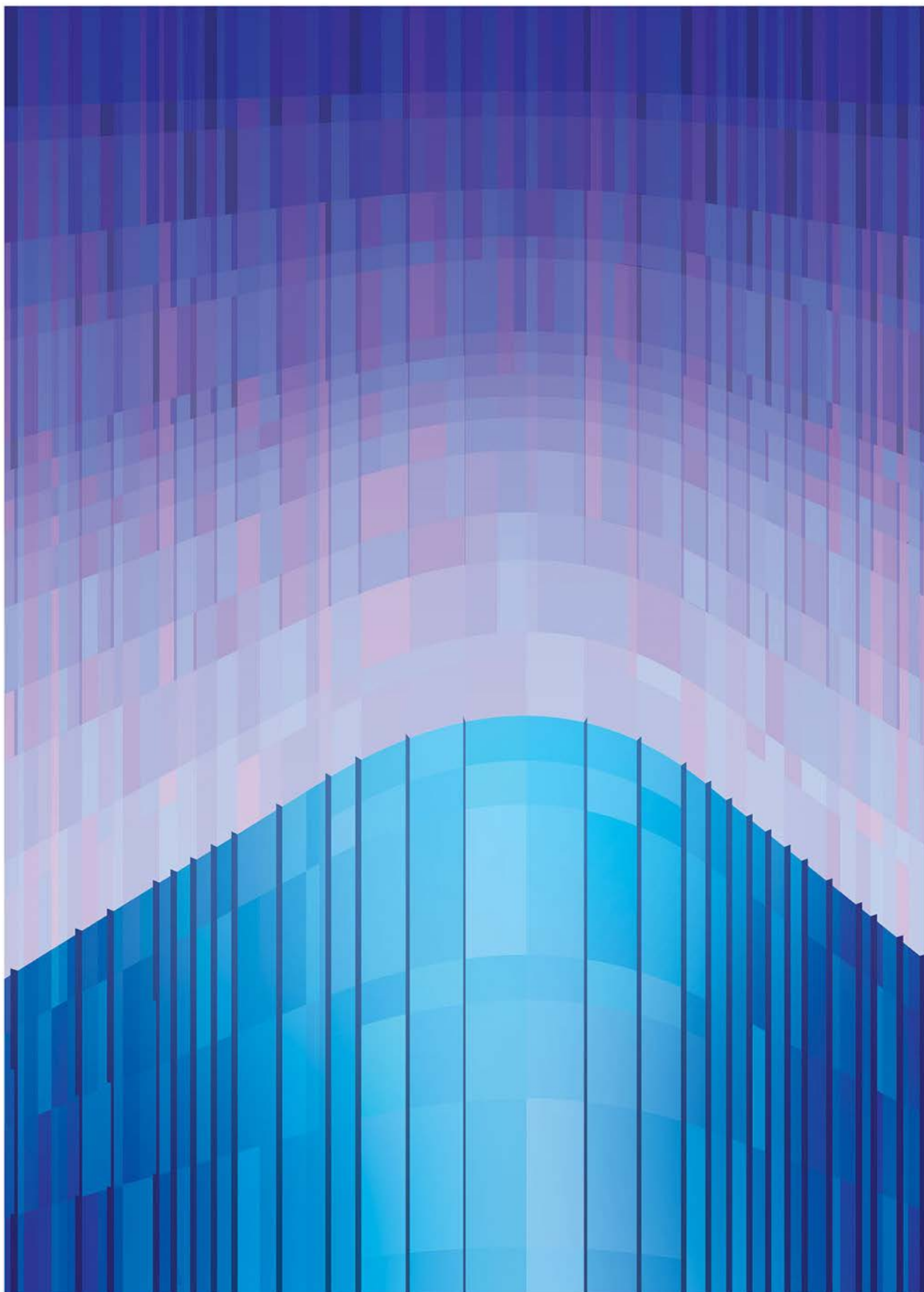


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La Llotja Theatre and Conference Centre - Lleida, Spain - Mecanoo

## La Llotja Theatre and Conference Centre - Lleida, Spain

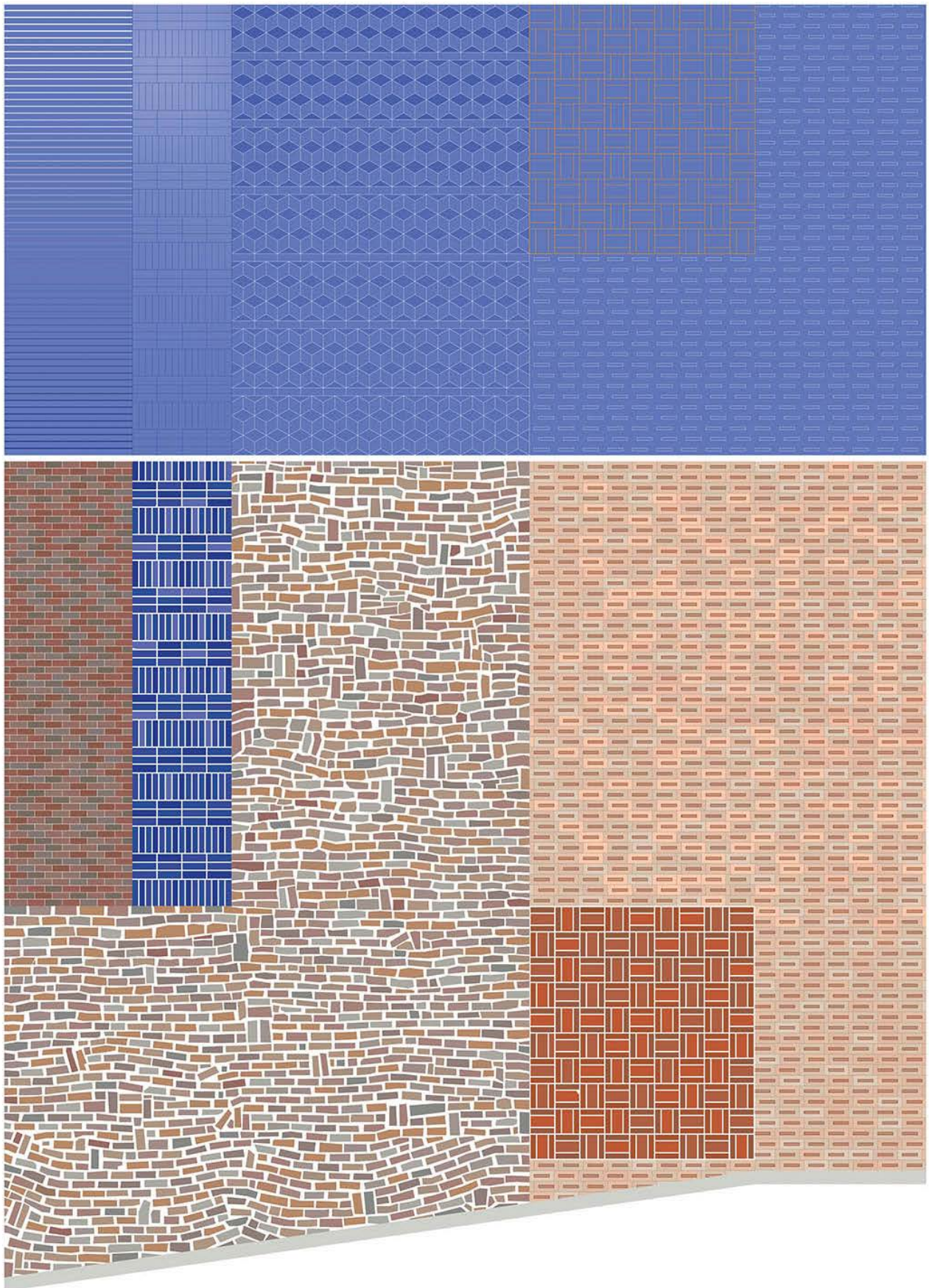
**Gallo also stresses Mecanoo's projects as a new architecture space communicating with emotion and developing identity of places and social connection.** Gallo released a first set of three posters then came in contact with Mecanoo, which spotted them online. Then he decided to develop six more posters, for a total of nine, available for free. **You can access / download nine posters from [here](#).**



Giuseppe Gallo - [www.mirabiliaweb.net](http://www.mirabiliaweb.net)

HOME Arts Centre - Manchester, United Kingdom - Mecanoo

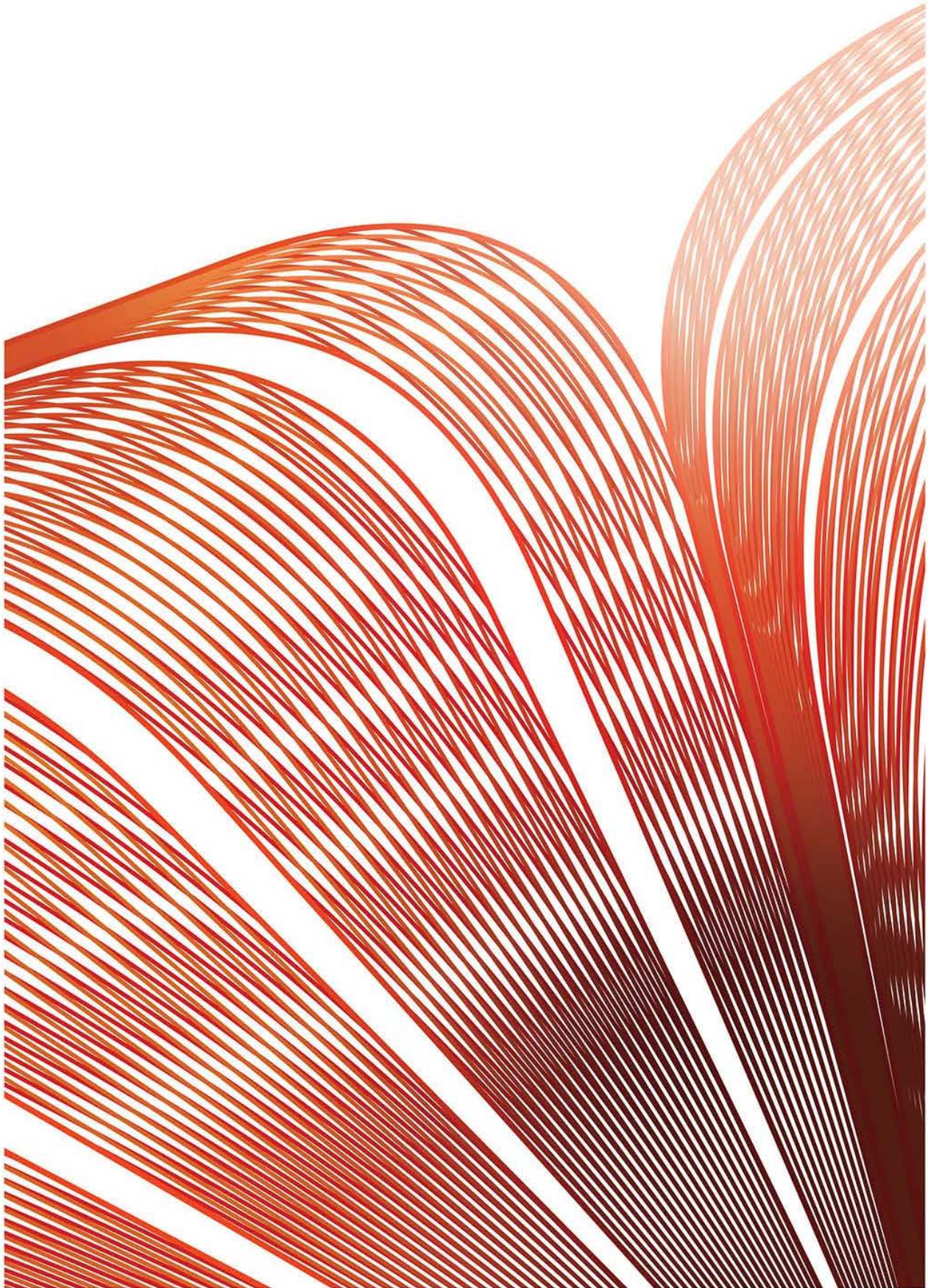
## Home Arts Centre – Manchester, UK



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Netherlands Open Air Museum - Arnhem, the Netherlands - Mecanoo

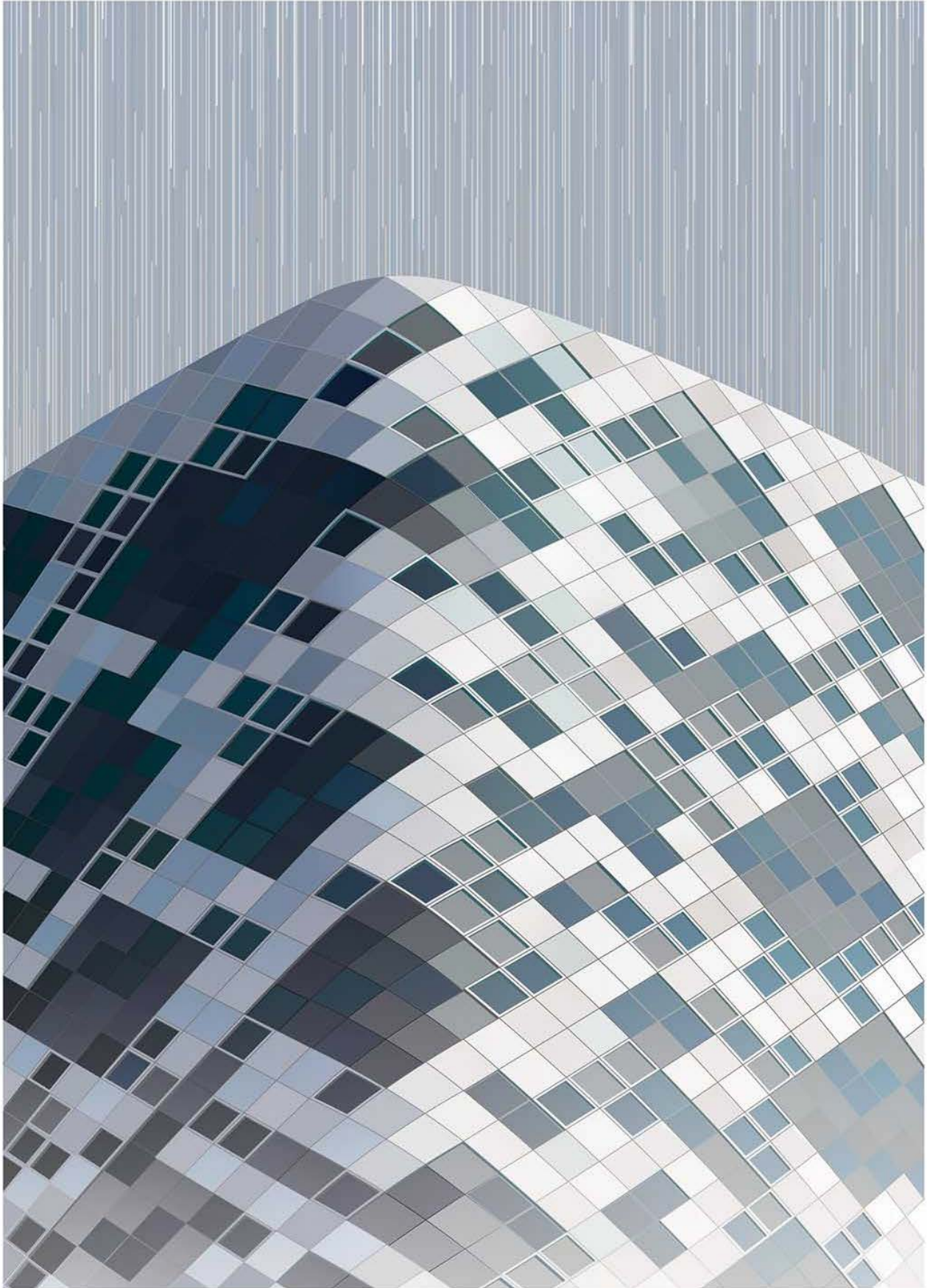
## Netherlands Open Air Museum – Arnhem, The Netherlands



Giuseppe Gallo - [www.mirabiliaweb.net](http://www.mirabiliaweb.net)

Three Cultural Centers & One Book Mall - Shenzhen, China - Mecanoo

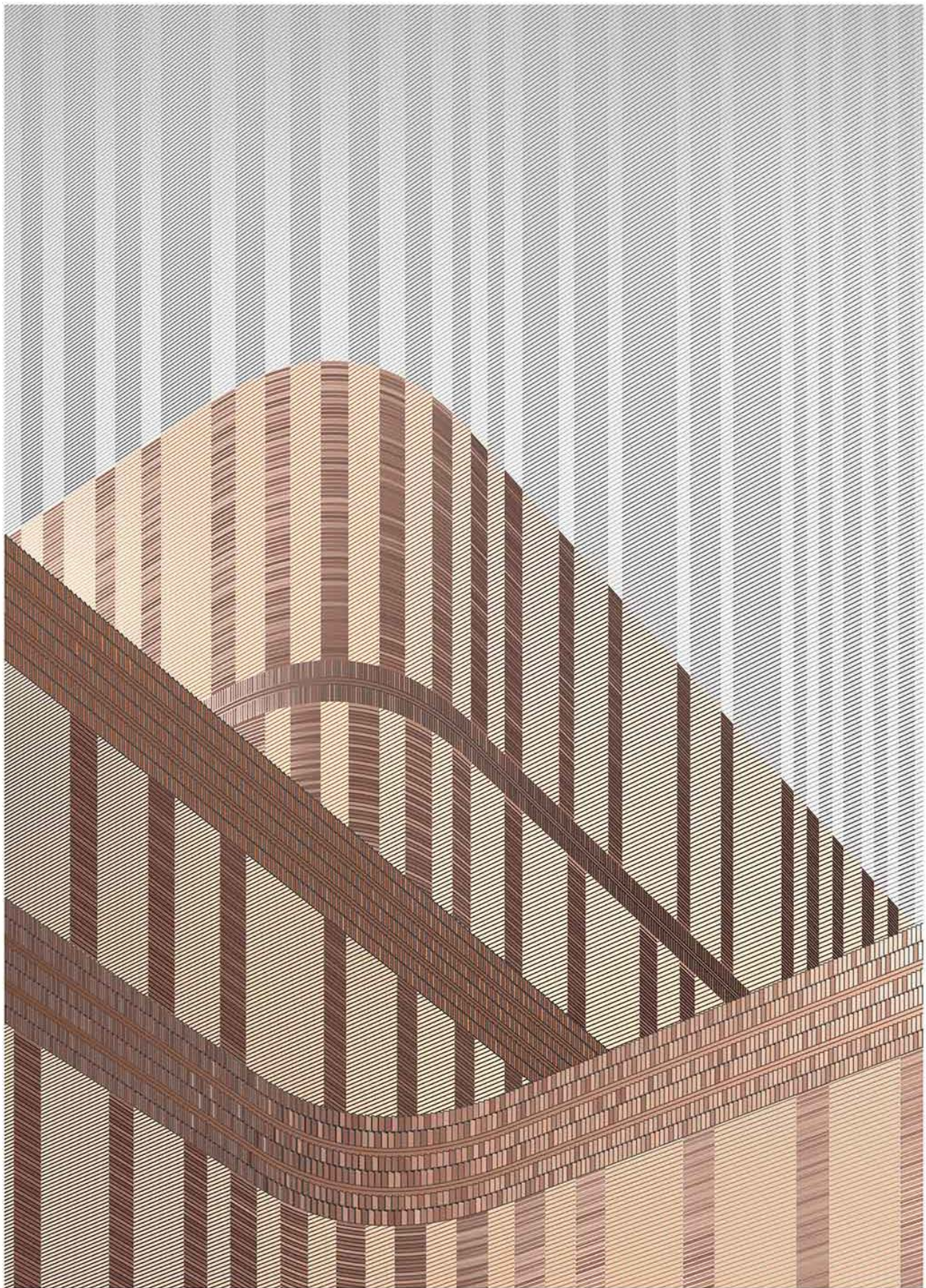
## Three Cultural centres & One Book Mall – Shenzhen, China



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Hilton Amsterdam Airport Schiphol - Schiphol, the Netherlands - Mecanoo

## Hilton Amsterdam – Schiphol, The Netherlands



Giuseppe Gallo - [www.mirabiliaweb.net](http://www.mirabiliaweb.net)

Bruce C. Bolling Municipal Building - Boston, USA - Mecanoo

Bruce C. Bolling Municipal Building – Boston, USA.

> via [Mecanoo](#), [mirabiliaweb.net](#)

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