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## Patterns in Architecture – Giuseppe Gallo presents a serie of posters inspired by Mecanoo's projects

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by [Alberto Seller](#)

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TAGS: GIUSEPPE GALLO, MECANOO // 2 WEEKS AGO

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[Giuseppe Gallo](#), an architect turned graphic designer, presents a series of posters inspired by Mecanoo's projects.

Long story short: I am Giuseppe Gallo, creative director of Mirabilia, I just published a series of nine posters designed to reflect on use of patterns as a tool in architecture. To do it, I was inspired by Mecanoo's projects, as their patterns are able to create emotion.

Who am I?

My name is Giuseppe Gallo, Creative Director of Mirabilia, a communication design studio founded on 2008, based in Palermo, Italy.

I approached to graphic design during my studies in Architectural Engineering at the University of Palermo, where I graduated in 2013. I have a strong interest in computational methods for architecture and Interaction Design.

What do I present here?

I created this serie of nine poster to graphically reflect on use of patterns in Architecture. Each of them is inspired by a Mecanoo architecture that i love as Pattern is used to connect people and places, they are:

- 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

The full collection of poster is downloadable for free, from this [address](#)

Why a serie of Poster about Pattern in Architecture?

Our times are somehow ruled by communication, which came into our lives changing them in ways that we do not fully understand. This process has involved every design discipline, from product design to 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.

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.

Established the extremes, we must define a balanced situation: high amount of information in a clear and recognizable logical composition.

Why did I choose Mecanoo?

Lots of artists (Kandinskii, Klee) and scholars studied pattern or took advantage of its qualities within their works, starting from repetition of the same element without changes, inserting different variations within pattern, increasing amount of information, not to exceed the threshold beyond which chaos is generated.

Also Architects exploit patterns to define environments, generate order and communicate information. In the current landscape one of the practices that does it best in my opinion is the Dutch office Mecanoo, founded in Delft in 1984.

I love how their project are able to communicate emotion, developing identity of places and social connection.



More about [Mirabilia](#)

Mirabilia is a creative group based in Palermo, Southern Italy, since 2008 we work in communication design and web projects, from development to marketing.

Our aim is to achieve effective communication, smart, able to create a sign in human memory. We do it carefully in different scale projects, starting from an idea up to results measurement, keeping user experience at the heart of the process.





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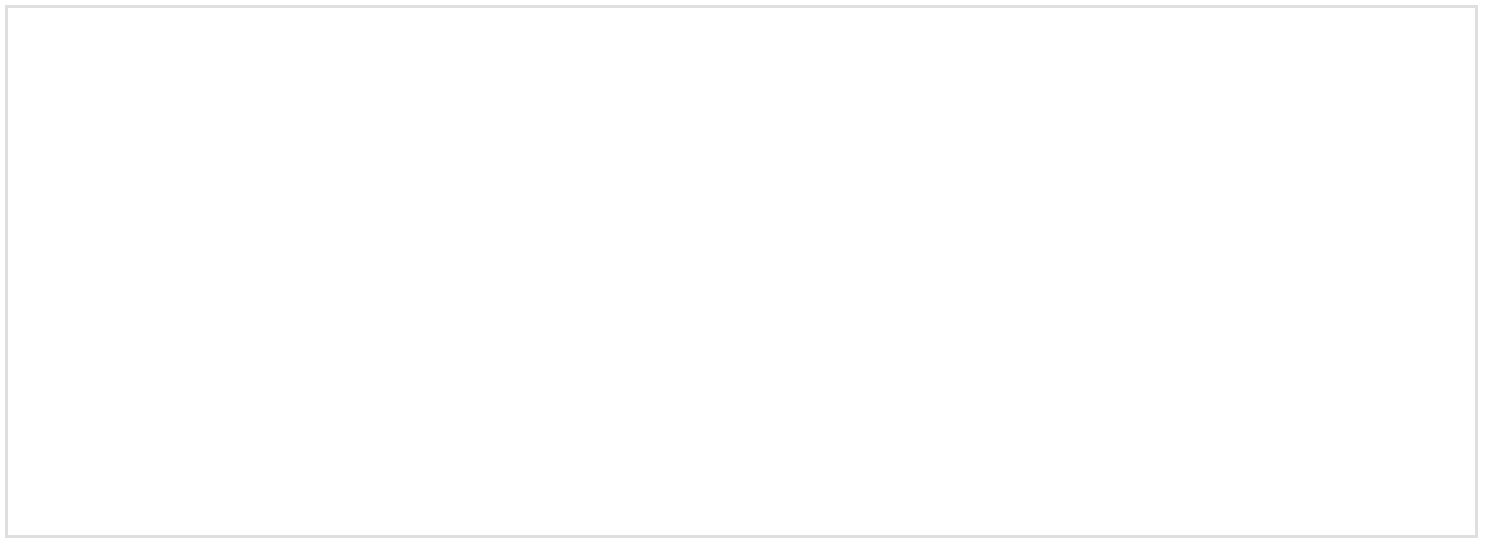
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I really like this quote:"Established the extremes, we must define a balanced situation: high amount of information in a clear and recognizable logical composition."

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