




CREA
TING
A SENSE
OF
PLACE

THE ARCHITECTURAL VISUALIZATION OF CALUM SRIGLEY

PLACE MAKER



CALUM SRIGLEY is an award-winning designer, architectural visualizer and illustrator who specializes in architectural theming and place-making. He is passionate about heightening a viewers' perception and understanding of how place affects our experiences. Training at the School of Architecture, University of Edinburgh, Scotland and 25 years of experience have given him a working knowledge of many or most architectural styles. He is continually expanding his knowledge, and has one of the largest private libraries of architectural books in Vancouver.

Calum works in his studio from a design brief or within a team setting on-site, at design charrettes, envisioning sessions and planning meetings, to produce design sketches and graphics that illustrate the discussion and communicate "place". His large and varied client list includes resort and residential developers as well as architects, designers and marketing firms.

“I am fascinated by the language of villages and towns. The buildings, forms and spaces, details and materials are shaped by flights of whimsy and everyday life. A village becomes the stories of its inhabitants, and that's what my drawings do. They tell the story of a place.”

A SENSE OF PLACE

“You portray sense of place in a drawing by overlaying it with character, time and emotion. The drawing evokes experience and memories. Capturing the idea of what happens there brings a scene to life.”

Calum Strigley



DEFINING “PLACE” The Romans spoke of “genius loci,” or “spirit of place” and believed that all places had a guardian spirit that engendered life. A well-defined place is more than a location or a space. It has deep meaning and a distinct character. It has evolved over time and is anchored in the values, ideals and activities of the people who live there.

To visualize sense of place is to understand the relationships between landscape, open space, built forms and people. How do people behave in a particular place? What are the patterns of human and natural activity? How can a place enhance experiences and memories? What makes this place like no other?

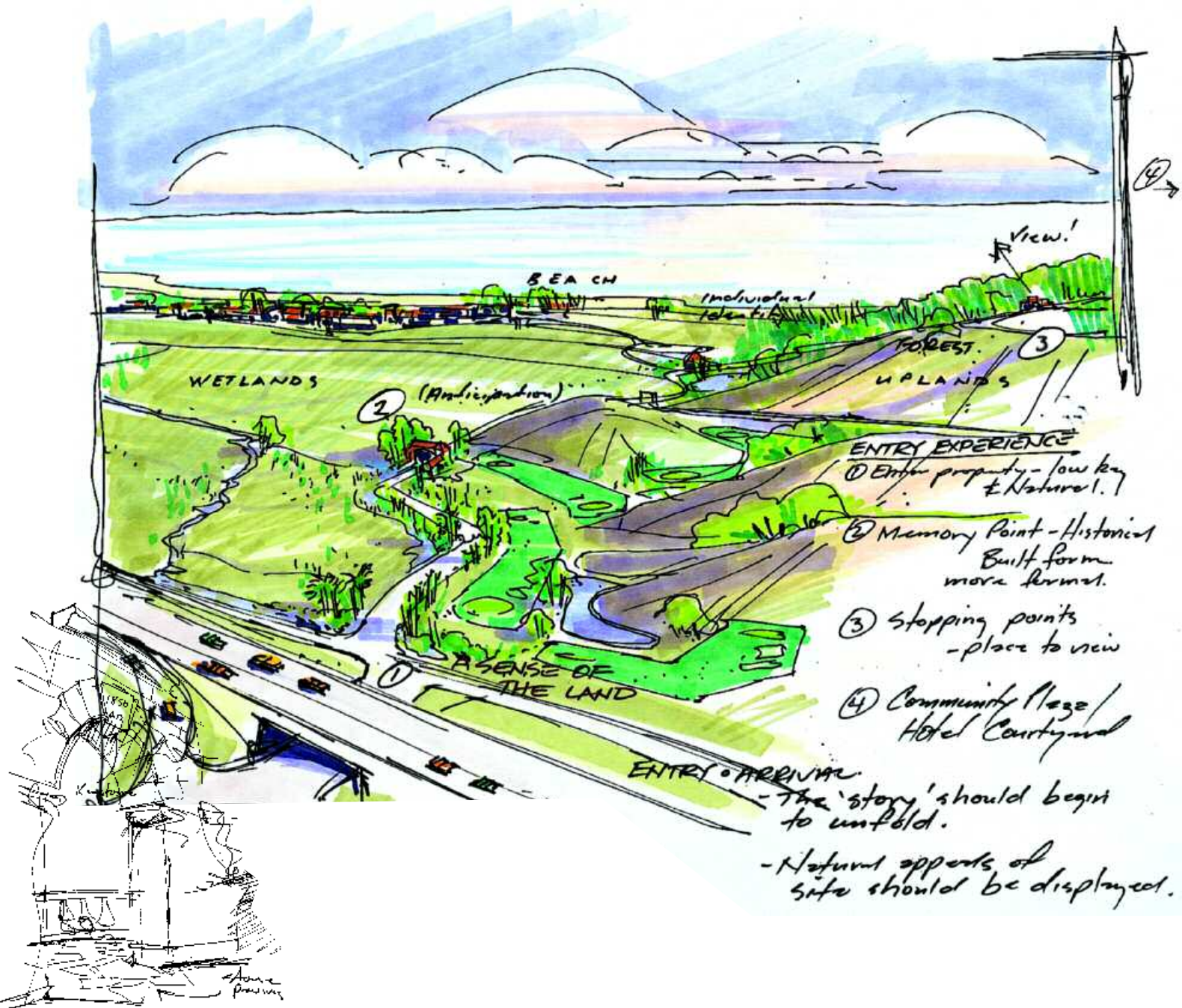
CREATING A SENSE OF PLACE

PRELIMINARY CONCEPTS

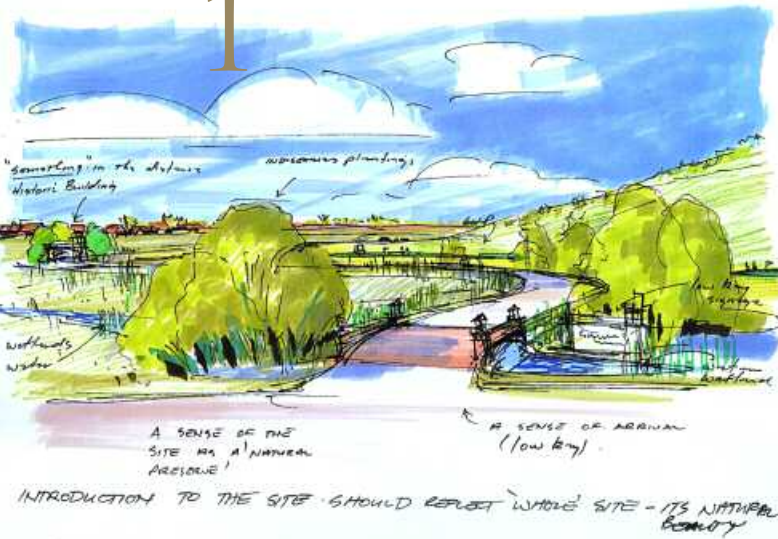


IDENTIFYING A STYLE Researching, investigating and testing ideas are the first steps in establishing the character or style of a place. Cal works closely with the project team, absorbing their thoughts and ideas before applying his own insights to interpret the uniqueness of the setting. In some cases, images and sketches express the existing context, while in others a story that has an authentic feel is created.

CASE STUDY: THE ARRIVAL EXPERIENCE



1



1 The spirit of a place is closely connected to its landscape. A meandering river, the play of sunlight, shadow and other natural features inform the planning and design.

2 The entry experience makes you feel as though you are arriving somewhere special. You begin to sense a distinct character.

3 Historical elements connect us to the past and evoke memories. An expansive view traverses time.

4 The exterior architecture, landscaping and public spaces blend together to suggest stories about a place.

The details provide clues to how people will use the space. You can imagine leisurely mornings reading the daily news, watching activities in the courtyard.



2



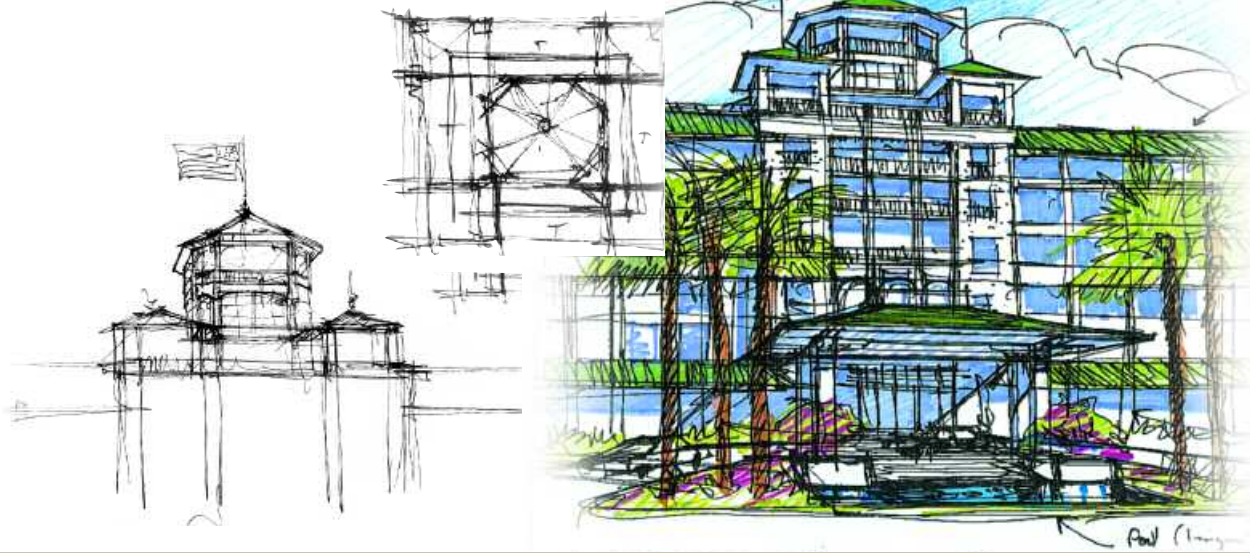
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“We’re in the business of encouraging people to look into the future—to see what could be. No one is better than Cal at illustrating the possibilities—of allowing people to see into their mind’s eye.”

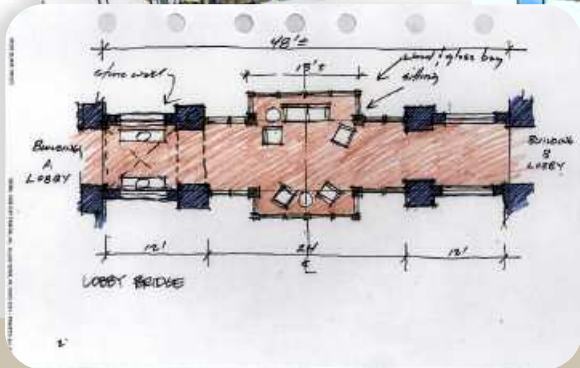
CREATING A SENSE OF PLACE

ARCHITECTURAL THEMING



CHARACTER BUILDING An architectural concept that is difficult to express in words becomes real and meaningful in a sketch. Using the language of drawing, Cal gives character and form to an abstract idea. His creative insight and ability to spontaneously pull substance from a stream of thought is the result of 25 years of architecture and design study, practice and experience.

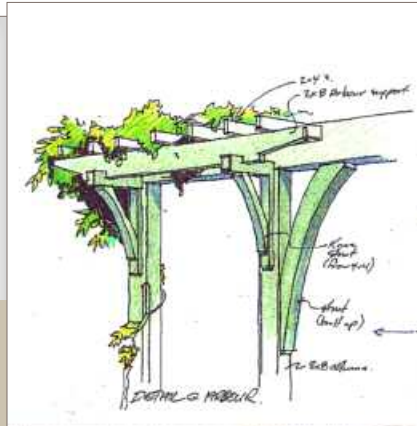
CASE STUDY: GATEWAY EXPERIENCE



“Cal’s contribution to the conceptual design of many of our resort projects is invaluable. He has a unique ability to translate words and crystallize design concepts into evocative architectural images.”

Donal O’Callaghan, Vice President Design, Resort Development Group, Intrawest

CASE STUDY: VERNACULAR STYLE

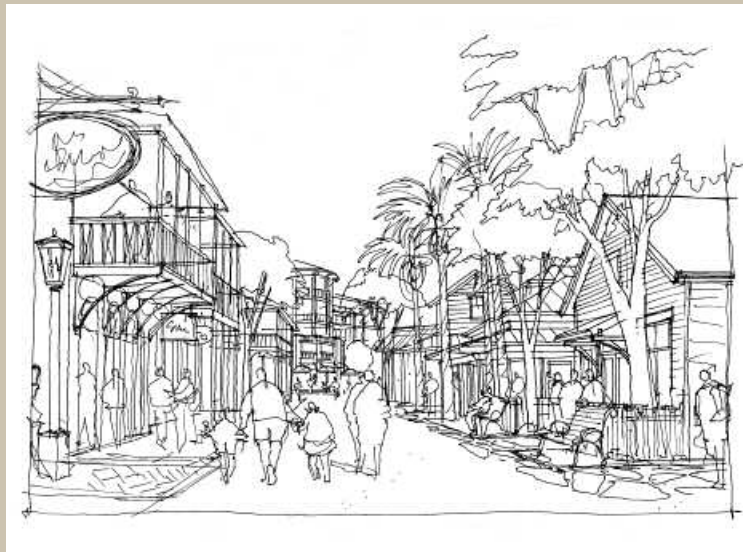


“Cal’s quick ability to comprehend a project design and intent and then to translate it into his wonderful graphic representations makes him an invaluable team member.”

CREATING A SENSE OF PLACE

DESIGN DEVELOPMENT

PLACEMAKING A town or village is not so much the result of a design program as it is a reflection of a way of life. The buildings, streets, landscape, walkways, public spaces and forms all work together to tell the story of the people who live there. Drawings stimulate ideas and suggest possibilities for creating memorable places. Making them tangible, visible, tactile.



CASE STUDY: SOUTHERN BEACH RESORT



A place that is exotic, lively and full of possibilities for dining, socializing, shopping and exploring.

CASE STUDY: MOUNTAIN RESORT



Bold architecture in a well-protected village is the prelude to mountain activity and adventure. The rustic style adds to the sense of it belonging to the land.

CASE STUDY: EUROPEAN-STYLE LAKESIDE VILLAGE



The village, lake and landscape all work together to create a place that feels authentic, as though it has grown naturally over time.