PARAMETRIC FACADE

PARAMETRIC DESIGN FOR FAÇADE IS THE APPLICATION OF COMPUTATIONAL STRATEGIES TO THE DESIGN PROCESS. WHILE DESIGNERS TRADITIONALLY RELY ON EXPERIENCE AND INTUITION TO SOLVE COMPLEX DESIGN PROBLEMS, THE COMPUTATIONAL DESIGN AIMS TO ENHANCE THAT PROCESS BY ENCODING DESIGN DECISIONS USING COMPUTER POWER AND LANGUAGE.

CONCURRENT WITH THIS TREND HAS BEEN A RELATIVE INCREASE IN THE EASE AND ECONOMY OF FABRICATING SOME OF THE MOST COMMON METALS FOUND IN FAÇADE CONSTRUCTION. USING HEAVY-DUTY, INDUSTRIAL MACHINERY THAT CAN RECEIVE INSTRUCTION FROM THE SAME SOFTWARE RESPONSIBLE FOR ORIGINATING PARAMETRIC DESIGNS, THE ENTIRE CONTEMPORARY BUILDING PROCESS CAN BE ACCOMPLISHED THROUGH A SINGLE DIGITAL MEDIUM. EMPLOYED FOR VARIOUS REASONS, FROM PROVIDING OPTIMAL LIGHT AND VIEWS TO ENSURING COMFORTABLE AMOUNTS OF SOLAR HEAT GAIN, PARAMETRIC FAÇADE DESIGN AND THE MATERIALS UTILIZED IN ITS FINAL EXPRESSION CAN EASILY BE COMBINED TO THE EFFECT OF AESTHETIC EFFICIENCY, ENVIRONMENTAL SOUNDNESS AND EASE OF CONSTRUCTION.