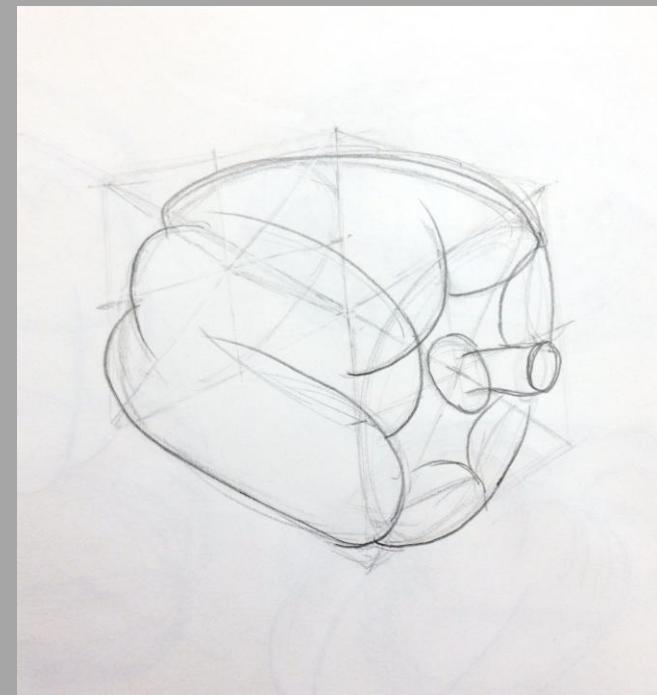
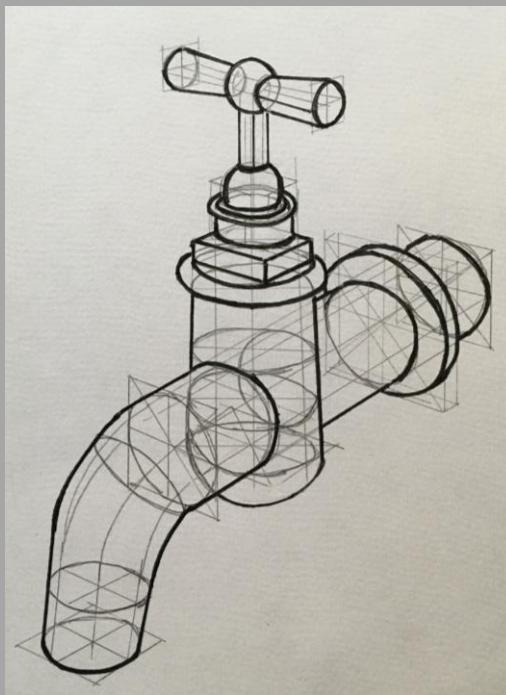
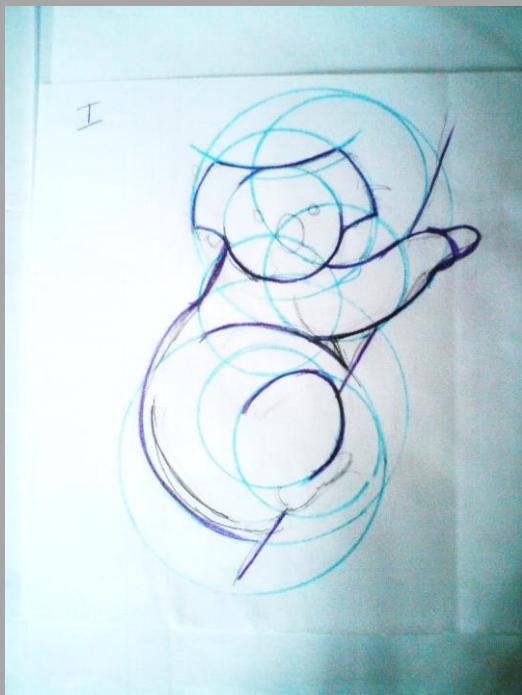


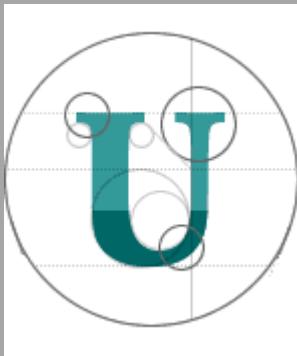
ARQUITECTURA 1 TALLER DE INTEGRACION PROYECTUAL

LA GEOMETRIZACIÓN

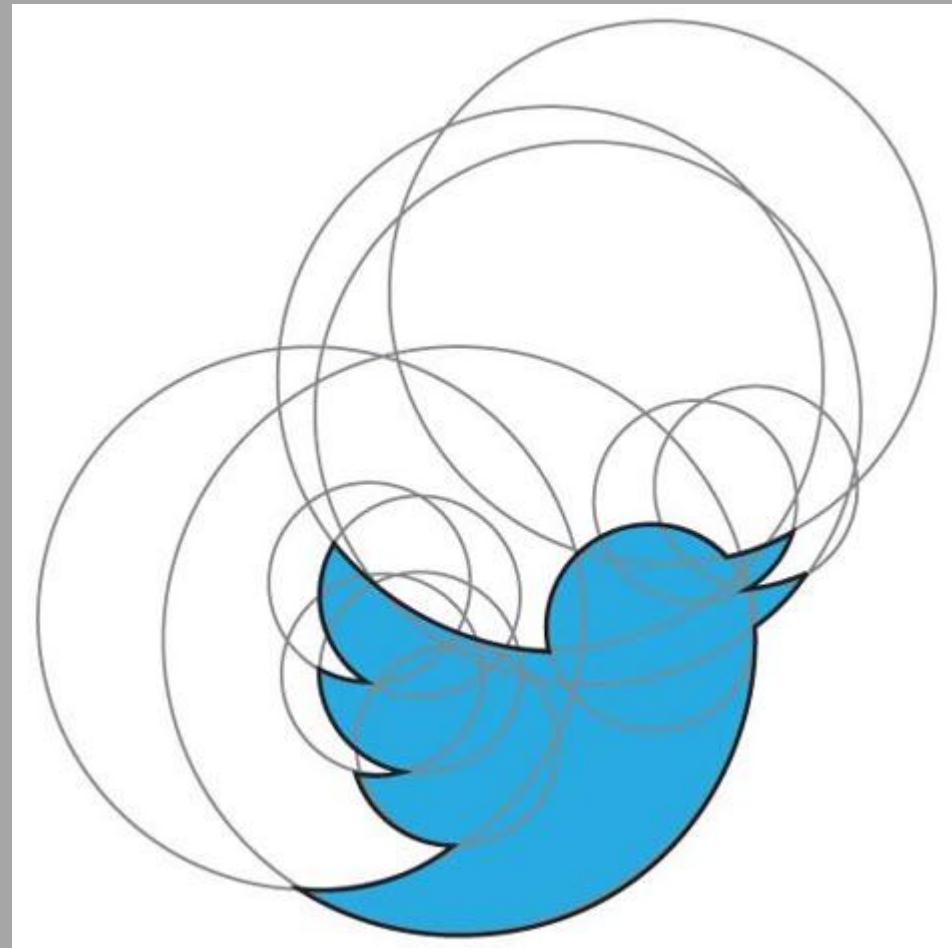
Cualquier tipo de imagen que tengamos que hacer debe partir de un proceso de geometrización cuando el objetivo no es artístico

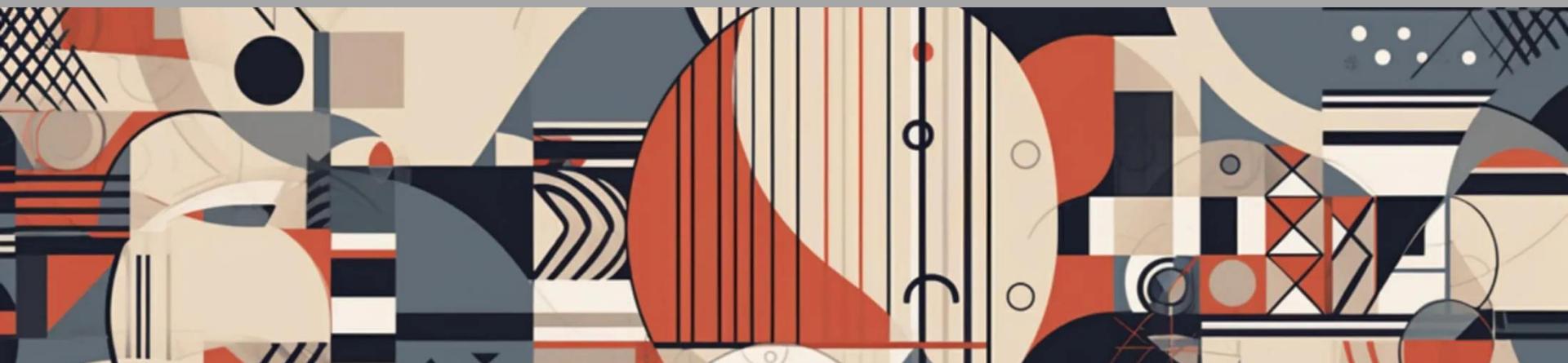


El objetivo de la geometrización



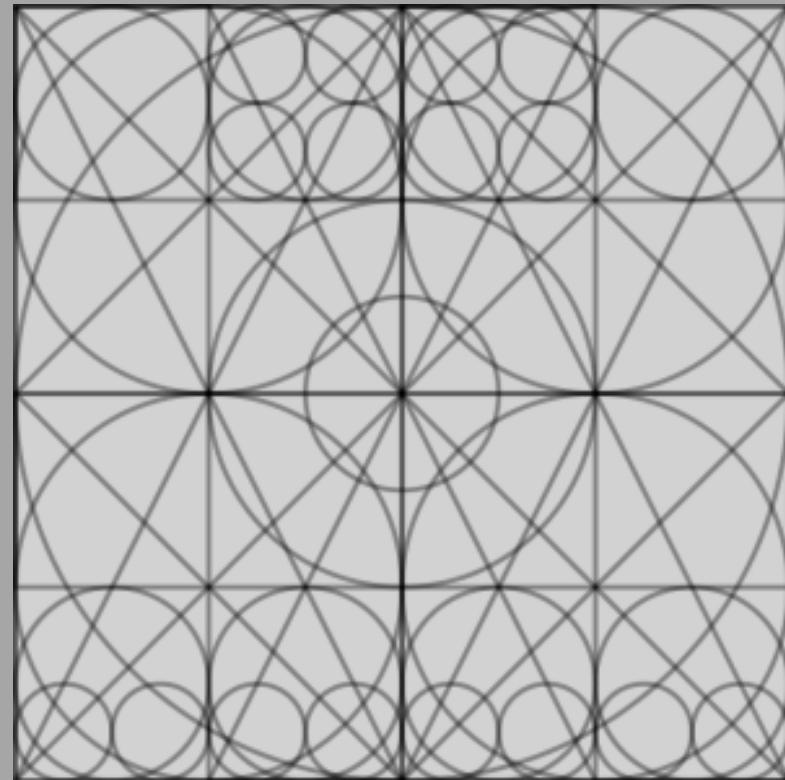
tener un
proceso
constructivo
claro y
ordenado



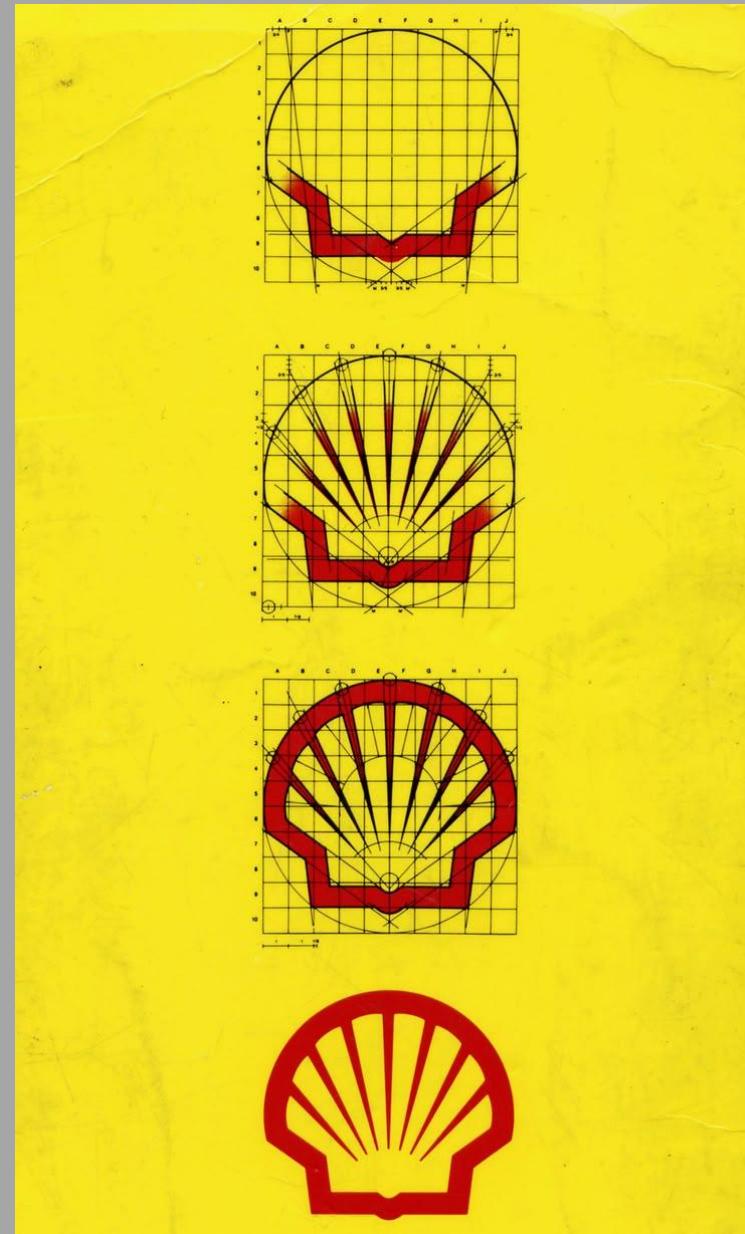
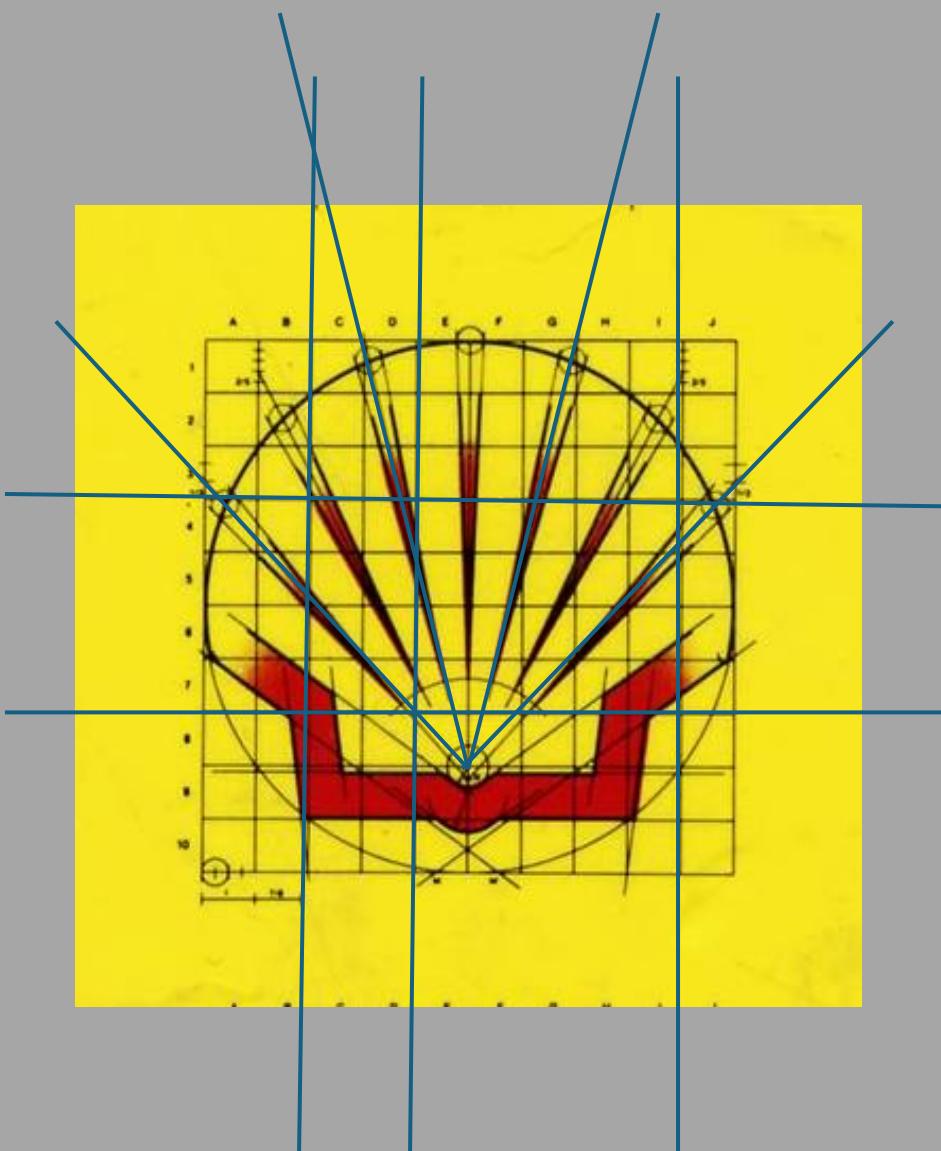


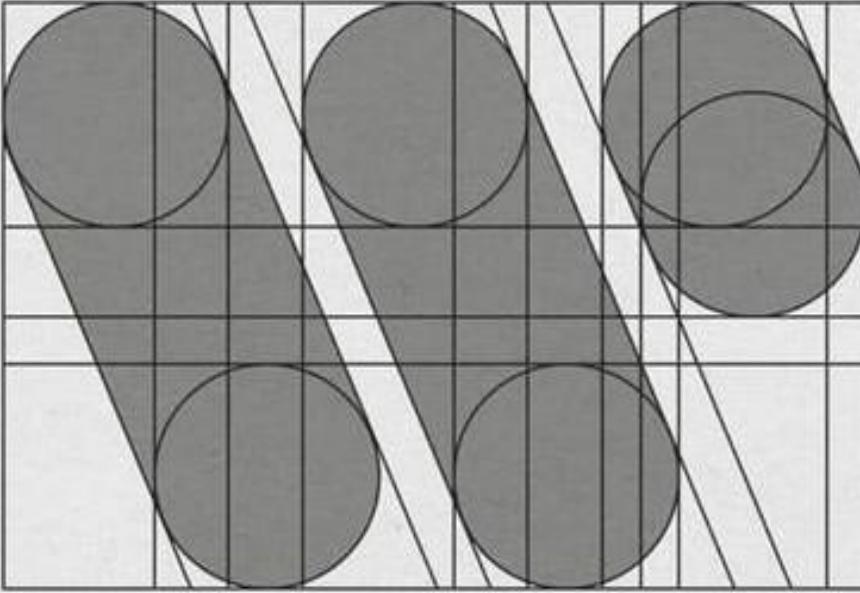
Ante la circunstancia esencial de **ordenar nuestras creaciones compositivas** de formas, tanto espaciales como sólidas en nuestro aprendizaje de organización espacial con fines arquitectónicos, debemos recurrir ineludiblemente a la ciencia matemática y **específicamente al campo de la geometría** en todas sus partes, incluyendo la analítica y la descriptiva para su tratamiento espacial.

SUPERPOSICIÓN DE TRAMAS



Como para toda estructura, es necesario construir una retícula la cual fundamenta y de forma a nuestras próximas ideas

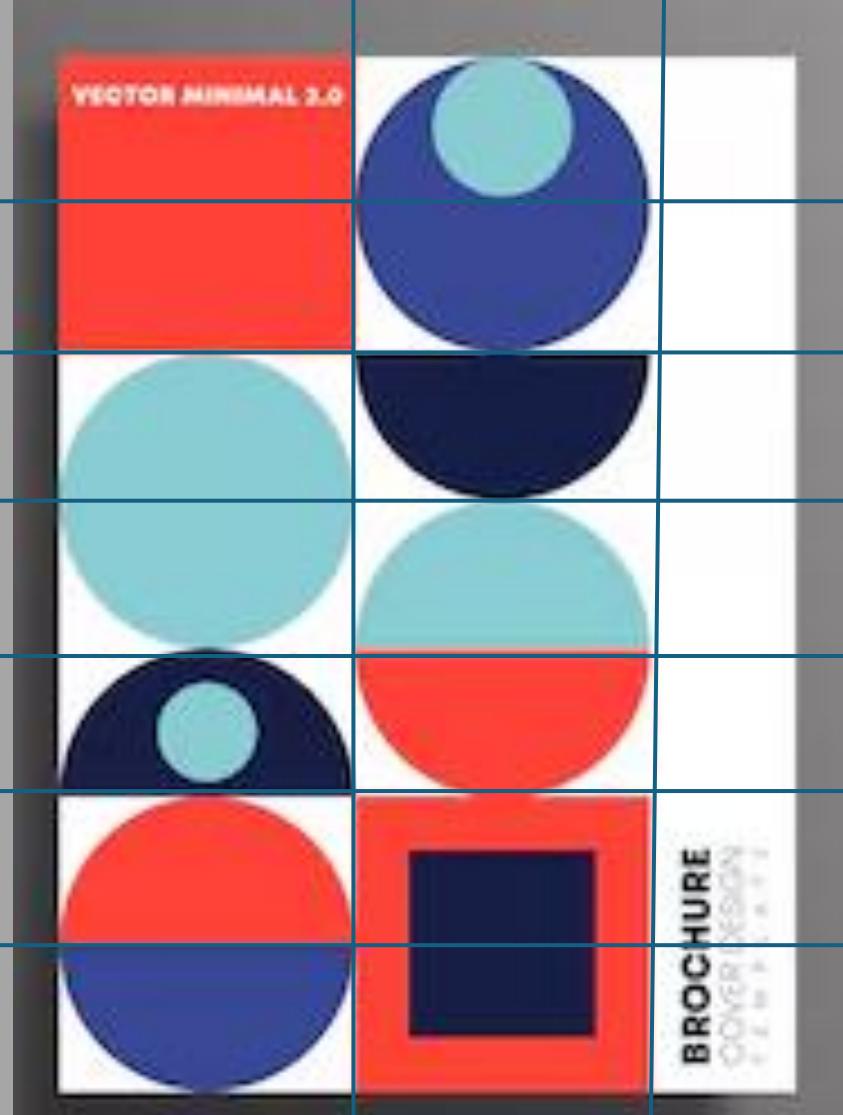
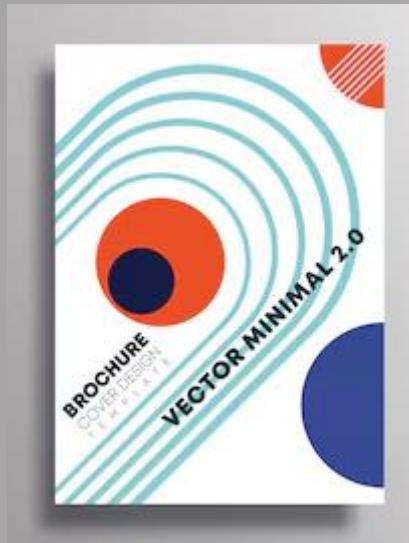
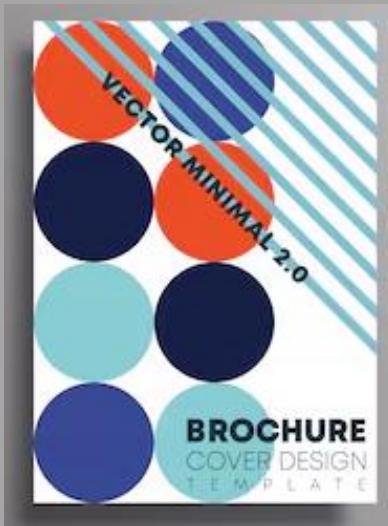


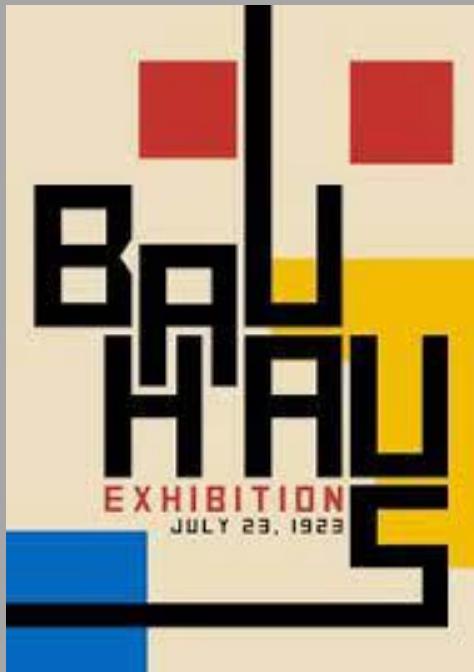


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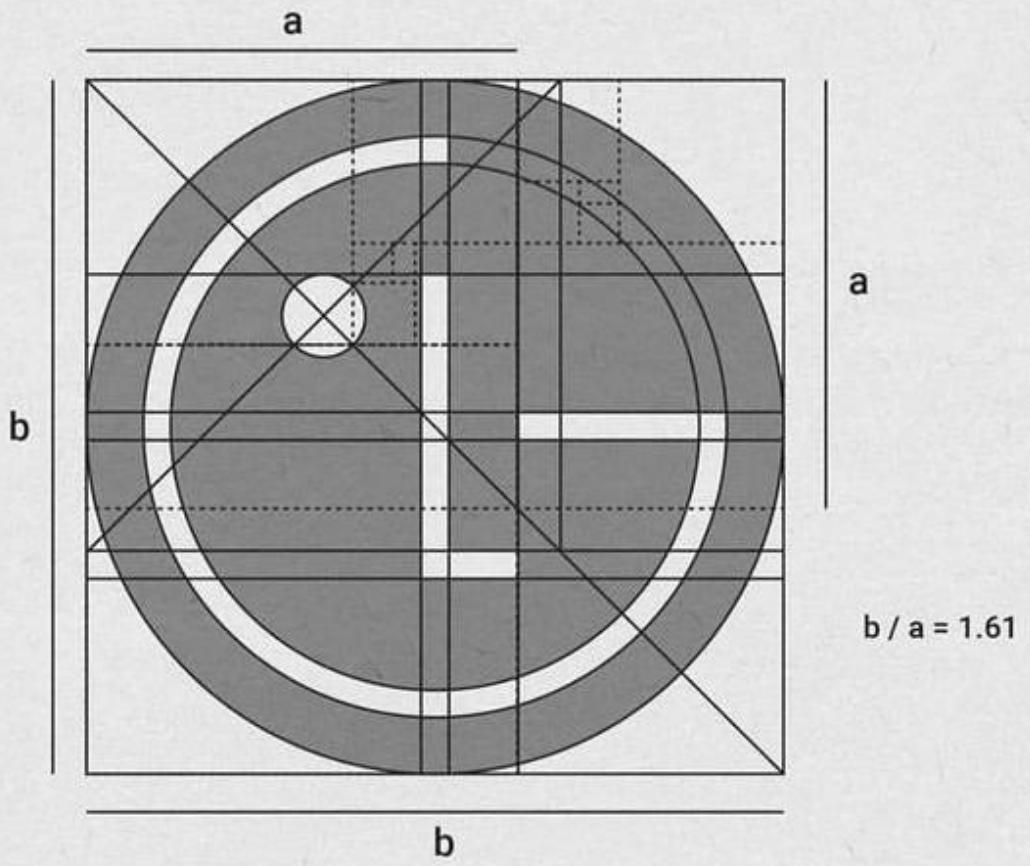
Warner Communications Inc. was created in 1972 when Kinney National Company was split up due to a financial scandal over its parking operations and changed its name to reflect its ownership of Warner Bros. This logo was created by Saul Bass. It is a stylized W and was eventually adopted by many of its subsidiaries.







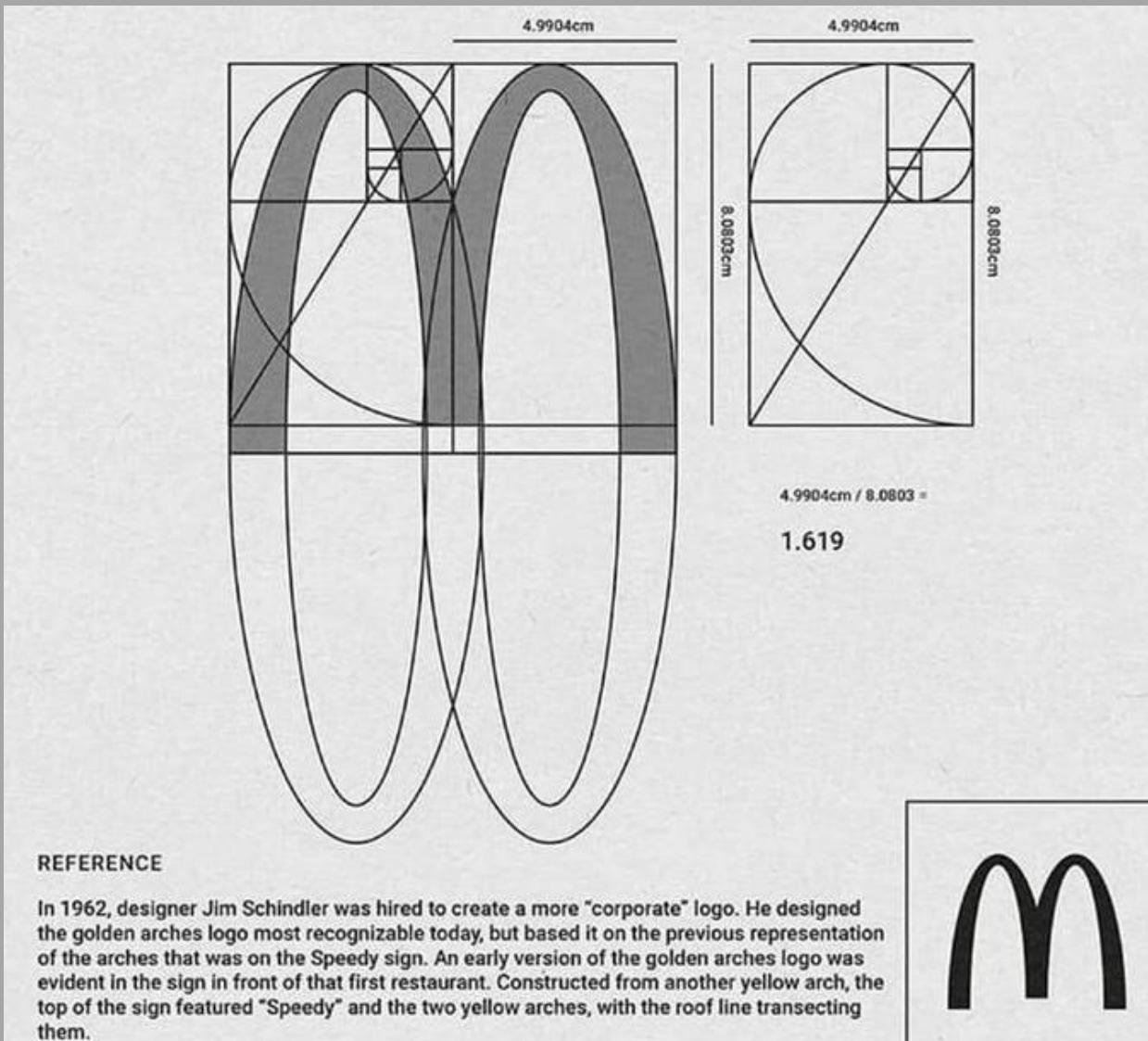
La geometrización de las propuestas arquitectónicas, como método para aplicar en todo un proceso creativo que es un **procedimiento matemático de construcción geométrica** gráfica que usamos los arquitectos, para definir nuestras ideas formales

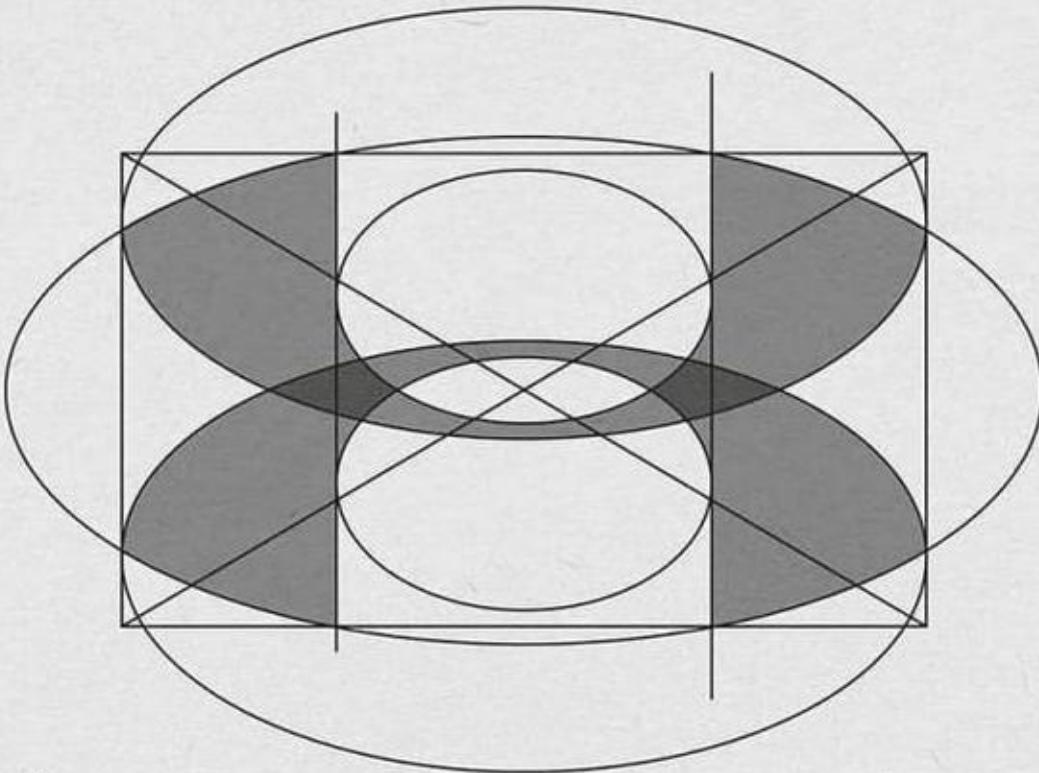


REFERENCE

The letters "L" and "G" in a circle symbolize the world, future, youth, humanity and technology. Our philosophy is based on Humanity. Also, it represents LG's efforts to keep close relationships with our customers around the world. The symbol mark consists of two elements: the LG logo in LG Grey and the stylized image of a human face in the unique LG Red color. Red, the main color represents our friendliness, and also gives a strong impression of LG's commitment to deliver the best. In 1995, to compete better in the Western market, the Lucky-Goldstar Corporation was renamed "LG".

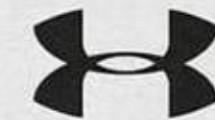


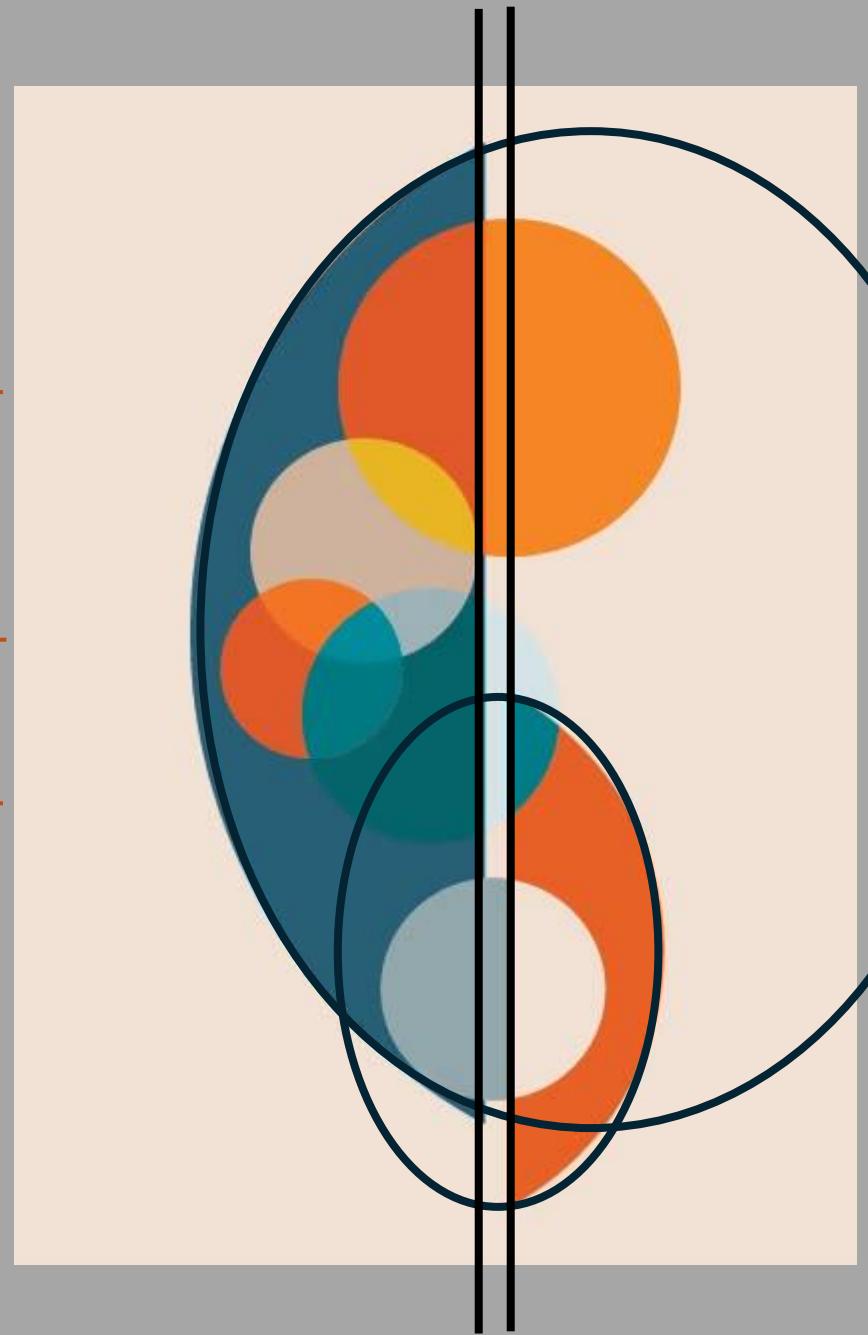
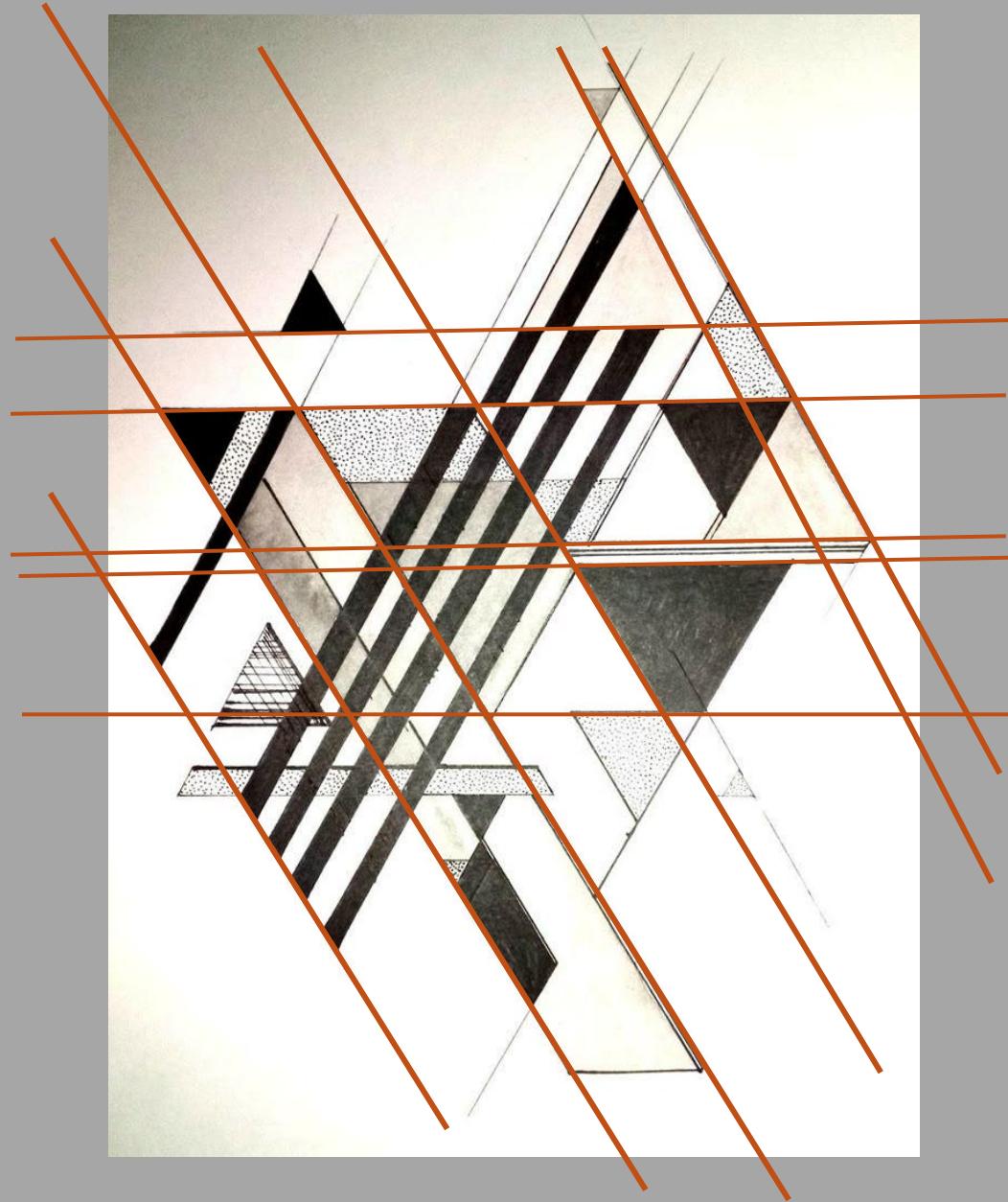


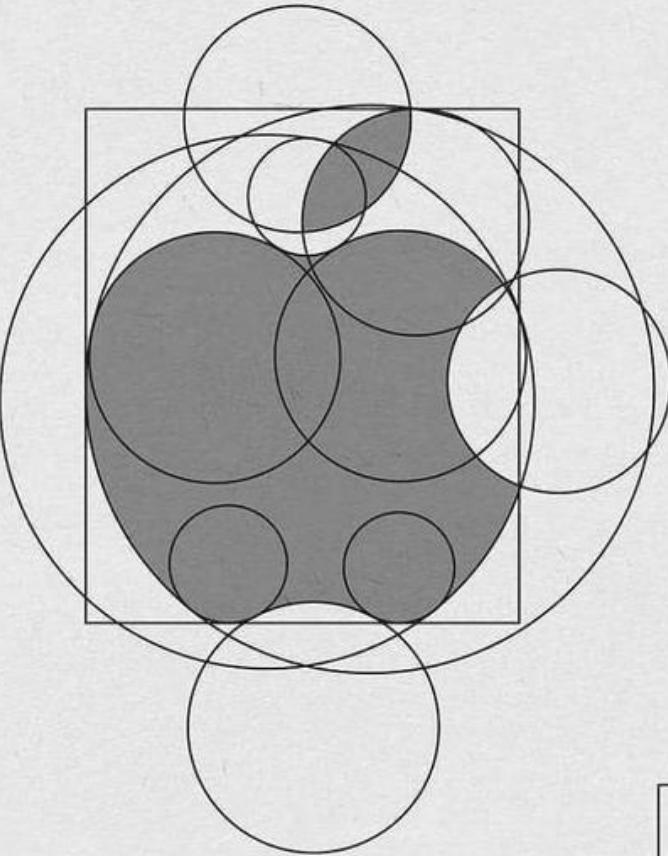


REFERENCE

The Under Armour logo was born from the Under Armour name, which was essentially formed by accident. Back when the company was first starting, Kevin Plank mentioned the idea of calling it "Body Armor". His brother, Bill, misheard him and thought he said "under armor". The name stuck, of course with the British spelling being used in order to get the phone number Plank wanted. The logo was designed soon thereafter, combining the "U" in "Under" with the "A" in "Armour" to form a very simplistic logo that is now recognizable around the world.



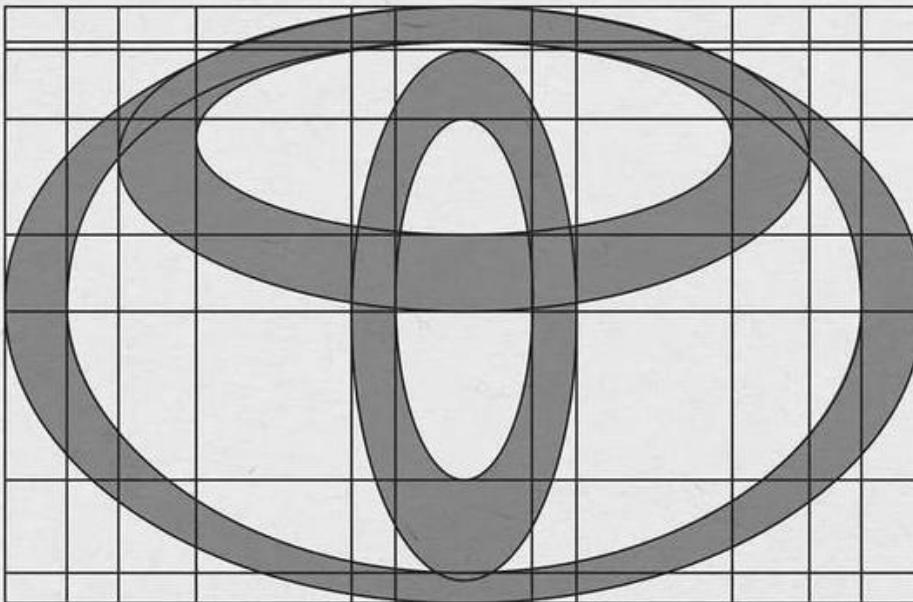




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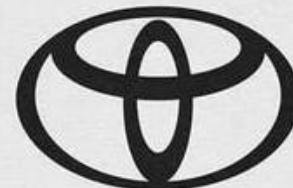
The Apple logo was designed by Rob Janoff in 1977. He designed it with a bite out of the right-hand side to clearly depict an apple and not some other fruit forms. The original multi-coloured apple was from a specific colour palette and to indicate apple machines had colour screens. According to Steve Jobs, the company's name was inspired by his trip to an apple farm while on a fruitarian diet.

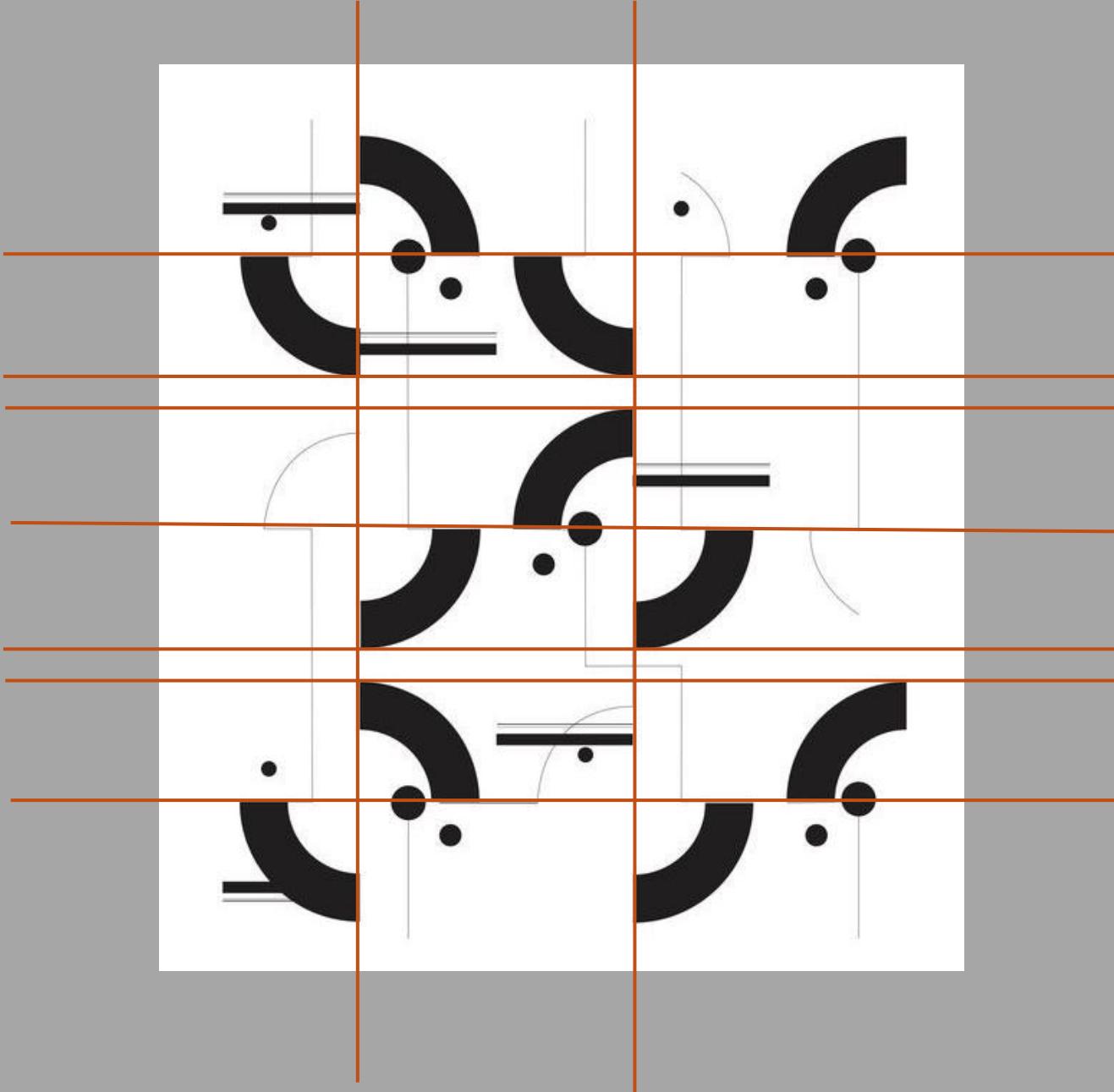


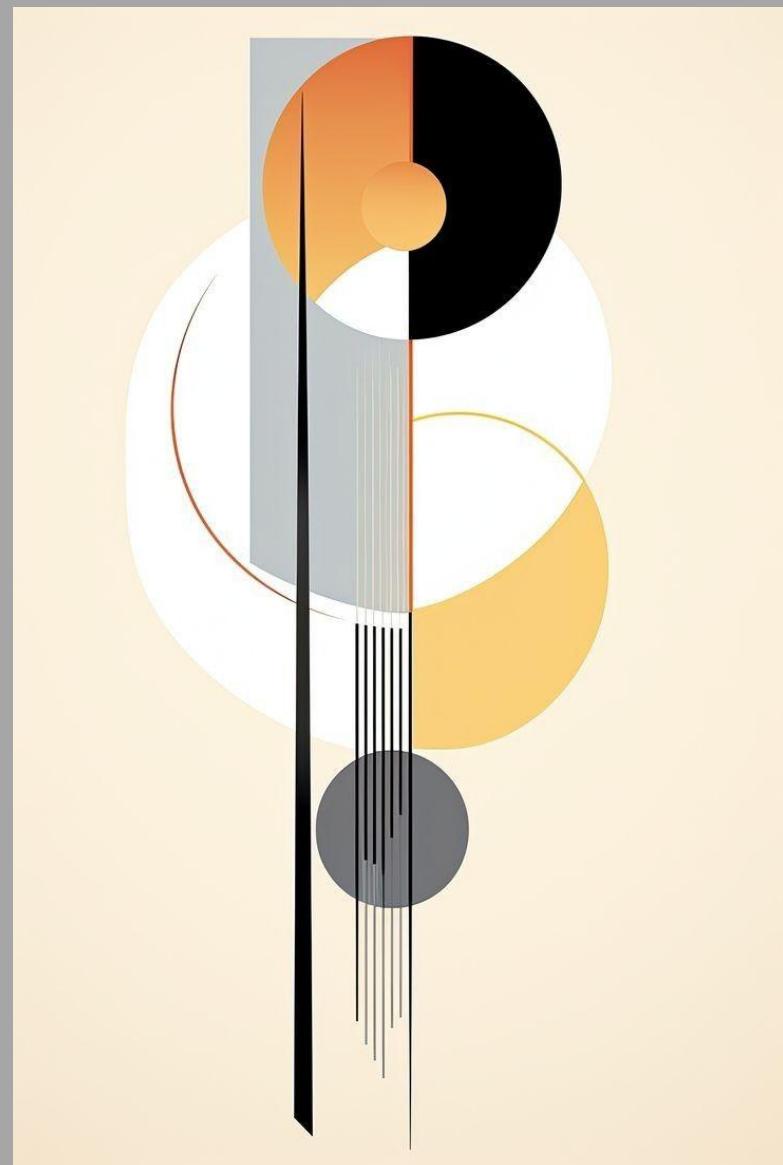
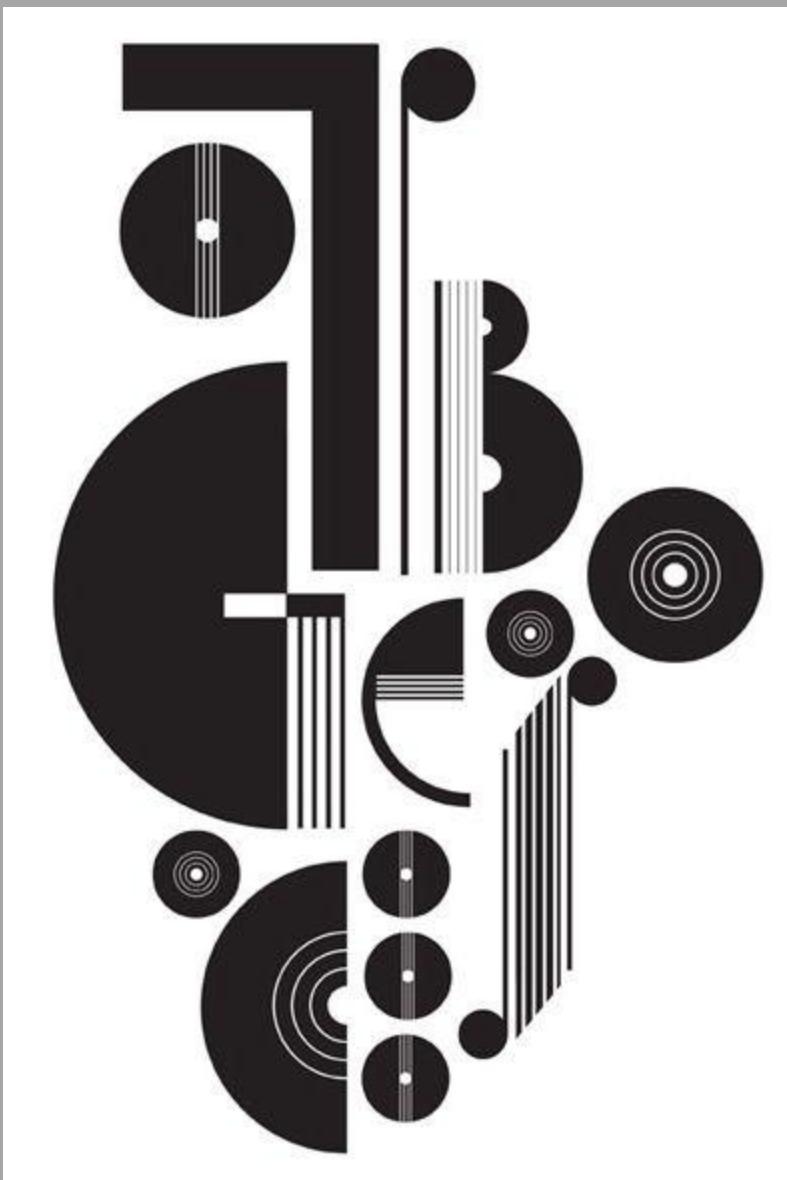


REFERENCE

In 1990, Toyota debuted the three overlapping Ellipses logo on American vehicles. The Toyota Ellipses symbolize the unification of the hearts of our customers and the heart of Toyota products. The background space represents Toyota's technological advancement and the boundless opportunities ahead. From "TOYODA" to "TOYOTA" Toyota originated from the family name of the founder, "Toyoda", with early vehicles produced by the company originally sold with a "Toyoda" emblem. In 1936, the company ran a public competition to design a new logo, which lead to a change in the brand name to what is now called "Toyota".

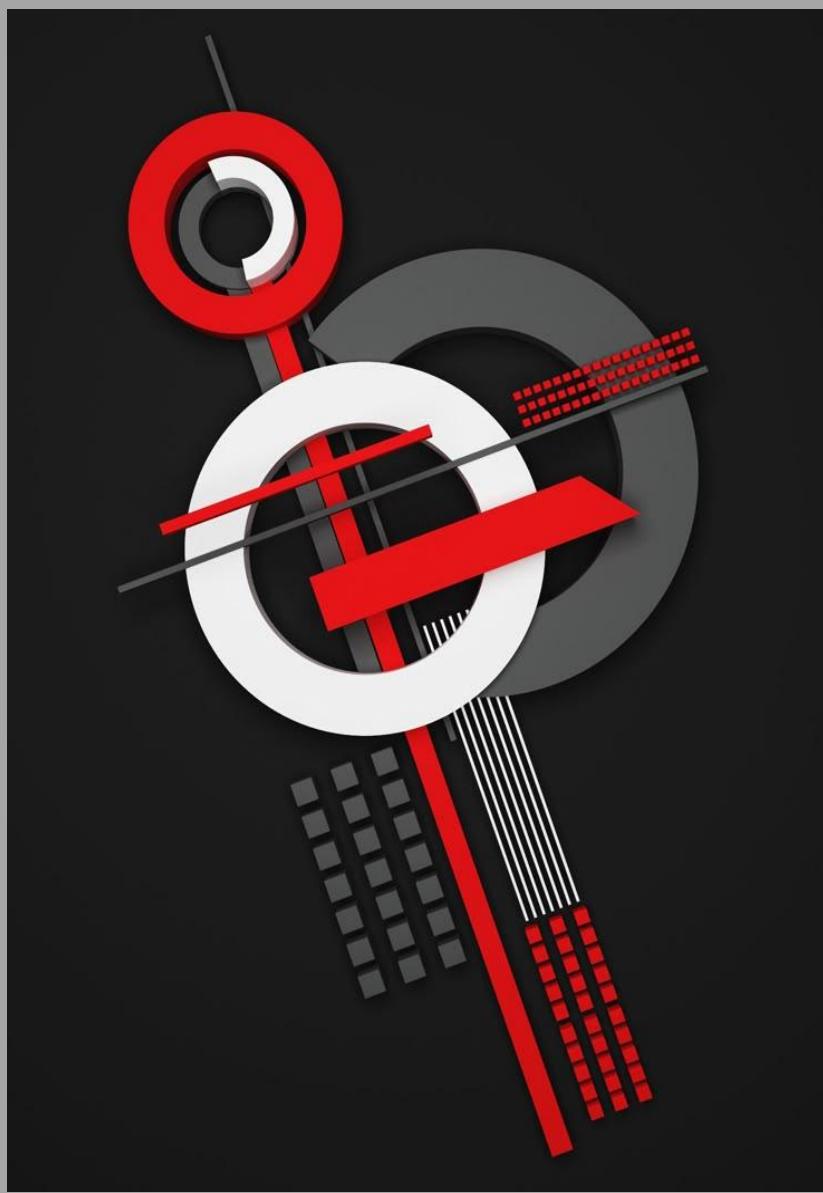


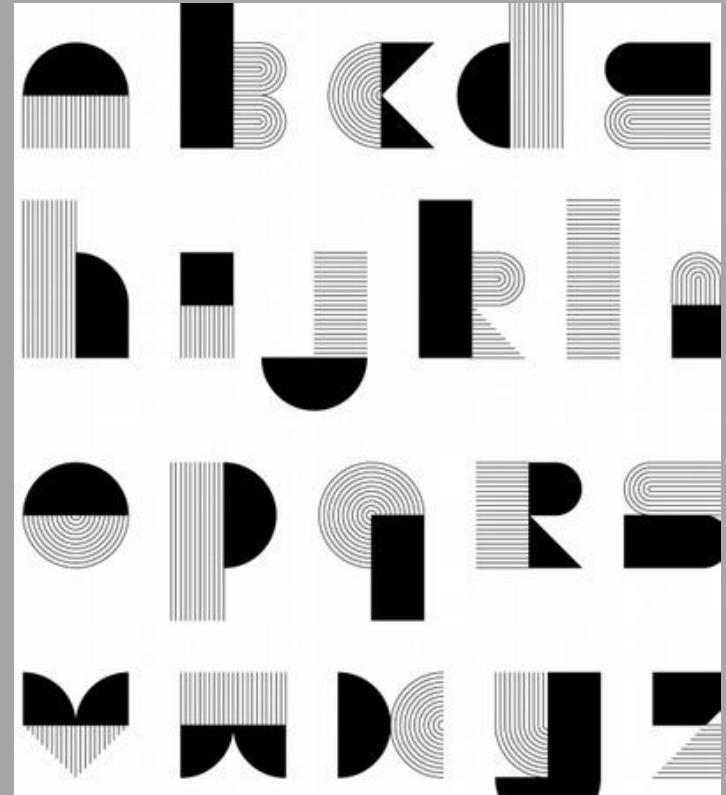






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El proyecto definitivo de la construcción de una obra arquitectónica consiste en **adecuar las propuestas formales** de espacios a una, dos o varias de las formas estudiadas y analizadas por la geometría del espacio



La finalidad es que las propuestas arquitectónicas sean comprensibles con una determinada relación dimensional. Conseguir un entendimiento cabal y claro de sus componentes y, sobre todo lograr un proceso constructivo racional y de fácil ejecución.



Docentes Prof. Titular Arq. Juan Carlos Alé
J T P Arq. Silvia Segovia
J T P Arq. Horacio Saldaño

**ARQUITECTURA 1 TALLER DE INTEGRACION PROYECTUAL
2025**
Carrera de Arquitectura Facultad de Ingeniería UN Cuyo