DECODING DESIGN CONCEPTUALIZATION IN ARCHITECTURAL ACADEMIA AND PRACTICE

MARCH 9 TO 13, 2026
TIMING: 2.30 PM TO 5.45 PM
(Online 5 Day Teachers Training Program)

PREAMBLE

According to Geoffrey Broadbent, noted British theorist, the unique skill of an architect in the building industry is that of visualisation of the three-dimensional architectural form. This is in response to a given site, brief and context. The first step in the visualisation process is the conceptualisation of a central idea which drives the design and permeates it in all aspects. The other steps in the process, viz., design development, working drawings, detailing, construction, supervision, etc., follow conceptualisation.

There are significant differences in the conceptualisation process between the past and the present and between academia and practice. In the past, architects have conceptualised design on the basis of form, function, site, ideology etc., whereas in the present digital age, "coding" in a computer language is the trend. Charles Correa was able to conceptualise the design for the Gandhi Smarak Sangrahalaya, Ahmedabad based on an ideology of Mahatma Gandhi. B.V. Doshi conceived the design for the academic block at IIM–Bangalore on the lines of the layout of the administrative and housing complex of Fatehpur Sikri, both of which involved the integration of the built and unbuilt spaces. In academia, deriving a suitable concept as the first step in response to the brief and site, is a challenge to the student, although there is relatively more freedom in the studios compared to professional offices. The role of the faculty in guiding the students in this regard is critical. In practice, there is a lot of variety in terms of the generation of concepts. Analogies and metaphors are most often used for this purpose.

Several questions arise w.r.t. the ideation of the concepts in both academia and practice. What are the techniques used by faculty members to direct the thought process of students in conceptual terms? Are physical models still relevant in this process? What is the role of digital techniques? What methods do professionals use to generate them? Does form follow coding today in practice?

KEY TAKEAWAYS
By the end of the TTP sessions, the attendees will be able
- To learn the techniques needed to prompt students for ideation.
- To design studio sessions to incorporate strong concept development in students.
- To support the studios with digital techniques for concept generation.

NOTES:

- Teachers/ architects who wish to register for the training program either under Collaborative Training Program (CTP 2024-2025 and 2025-26) or as independent individuals may do so by filling up the Google form available on the given link.
- To confirm registration, kindly upload proof of payment towards the registration fees /nomination form on the college letterhead before submitting the registration form.
- Link to join the program will be shared one day prior to the program.
- This program is not for students.
- E-Certificate of said training program shall be sent via email on registered email id of participants, after successful completion of training program by participant i.e. attending all sessions and submitting all assignments, EOPT and feedback form of training program.

DATE	SESSION 1 2.30-4.00PM	SESSION 2 4.15-5.45PM
9 March *Monday*	**Ar. Peter Rich** Principal Architect of Peter Rich Architects, Professor at the University of Witwatersrand, South Africa	**Ar. Kishor P Rewatkar** Professor and Dean Research at P.I.A.D.S,Nagpur
10 March *Tuesday*	**Ar. Pramod Balakrishnan** Founder and Principal Architect at Edifice, Chennai	**Dr. Meghal Arya** Professor at Faculty of Architecture, CEPT University, Ahmedabad
11 March *Wednesday*	**Ar. Canna Patel** Founder & Chairperson HCPID, Pvt.Ltd., Ahmedabad	**Ar. Mehul Patel** Founding partner at De Derive, Bengaluru
12 March *Thursday*	**Prof. Vishwanath Kashikar** Senior Associate Professor and Program Chair, Masters in Housing Design, CEPT University, Ahmedabad	**Ar. G. Shankar Narayan** Founder and Principal Architect of Shankar Narayan Architects
13 March *Friday*	**Ar.Snehanshu Mukerjee** Founder Partner, Team for Engineering Architecture and Management	**Dr. KS.Anantha Krishna** Professor Emeritus GSAP, Bengaluru

- Registration Fee: **Rs.1500/-**(Rupees One Thousand Five Hundred Only)
- Registration Deadline: **6th March 2026, 5.30 pm**
- Colleges may nominate faculty under CTP 2025-2026.
- Link for Registration: **https://forms.gle/Ao4XS2JH9E7PZRseA**
- Link for Online Payment: **https://eazypay.icicibank.com/eazypayLink?P1=KOOkQYjNFb8LZHkyuUDx6Q==**
- Link for Nomination form under CTP 2024-2025 and 2025-2026: **https://drive.google.com/file/d/1x114Ol4Y6q3yCY8miF33xwUo2NPSp7Ht/view?usp=drive_link**
- EoPT-Date: **March 13 2026 & Time 6.00 pm to 7.00 pm.**