

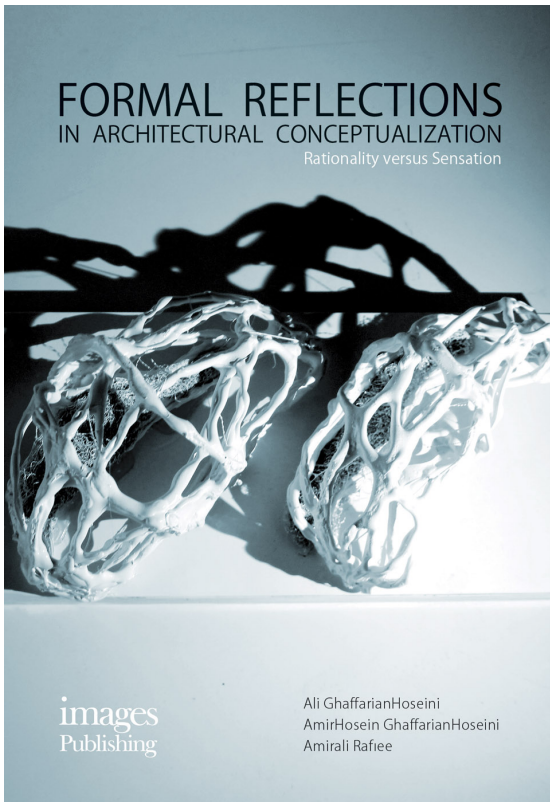


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Tel: +61 (0)3 9561 5544

Email: [books@imagespublishing.com](mailto:books@imagespublishing.com)

Web: <https://imagespublishing.com/us>



# Formal Reflections In Architectural Conceptualization

**Rationality Versus Sensation**

**Ali GhaffarianHoseini**

**AmirHosein GhaffarianHoseini**

**Amirali Rafiee**

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- A fascinating insight into philosophical theories as they relate to architectural conceptualization.
- Authors are leading professors, professional architects, and graphic designers with specialisms in architectural design and conceptualization

This title embraces philosophical theories behind architect-designed conceptualization, and how the potential arises for the generation of further innovative ideas. Featuring chapters on Architectural Design as a Way of Thinking, Conceptualization, Design Progression, Form, Function & Order: Conceptual Thinking, Conceptualization in the Design Process, Design Development and Space Crafting.