

URBAN DESIGN BY |MA|

*1 Oxford Dictionary

*2 Charlton T. Lewis, Charles Short, A Latin Dictionary

"urban"

1) in, relating to, or characteristic of a town or city (*1);
from Latin "urbanus"

1) of or belonging to the city or town (*2)

"design"

1) a plan or drawing

produced to show the look and function or workings
of a building, garment, or other object before it is made (*1);
from Latin "designo"

1) to mark out, trace out; to describe, designate, define (*2)

urban design: to define city.

design of what exactly? the urban systems.

"system"

1) a set of things working together as parts of
a mechanism or an interconnecting network;
a complex whole (*1)

urban design must

consider the complex whole of the city and

tackle the urban systems conscientiously.

the city comprises four systems:

the ecological system;

the infrastructural system;

the constructional system;

the sociological system.

urban systems are generally associated with design practices:

landscape; planning; architecture; fabrication.

urban design by |ma| is capable

of playing a part in all urban systems,

at any phase of the urban development and

at whichever work stage of the design process.

urban design by |ma| collects knowledge

of the wide scope of creation and development, including

conservation; urbanisation; construction; production.

urban design by |ma| is comprehensive and workable,

no matter the scale of intervention, nor the complexity of the project.

urban design by |ma| simplifies the work process.

the need of specialists is discarded, before a design is prepared.

cost, time and coordination are reduced immensely,

trimming off inessential consultancies and divergent communications.

urban design by |ma| provides:

authentic ideas;

visionary schemes;

comprehensive projects;

actual solutions;

feasible designs.