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**Metaphoric and Symbolic Representation in Design  
Generative Scheme - Yangzhou Pu Harding Urban  
Redesign/Regeneration**



**Abstract:**

Design is a heterogeneous process – approaches, strategies and methodologies are often influenced by the designer’s own experiences, and socio-cultural background, as well as by the technical and economic conditions. On the one hand, it draws on individual intuitions, while on the other, a strong and effective design process is often grounded in some innovatively methodical and organizational concepts and schemes, which is pertinent to the basis of the generative design processes.

**Topic: Architecture**

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In popular perception and practice, particularly with sites and context of important cultural/social/religious history, urban buildings must reflect local identity and cultural significance, as it is faced by the designers of the project of redesign and regeneration of the Pu Harding Garden area located in Yangzhou – 300 km from Shanghai. The site has significant Chinese-Muslim heritage, and positioned along the ancient Chinese Grand Canal. The key issue is about how to design in representing the historical and religious culture with proposed solution, a multi-mixed use building complex with street façade. Treating cultural identity as an extra-building design idea that derived not from the programmatic concerns, initiate a metaphoric or symbolic parallel proven to be meaning and worked as a central organizing scheme to fuse together the complex phenomena of site, circumstances and program. Several proposals with various such generative schemes are included in this presentation, emphasizing the process and breeds of the initial concepts as working principle, and the evolving of its unique meaning and intensity.



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**Keywords:**

Design Generative Scheme, Design Methods, Concepts, Muslim Architecture, Urban Redesign, Cultural Representation