

SOCIALLY INTERACTIVE ELEGANCE

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Thesis Committee Chair -- Paul Laseau

Thesis Committee Member -- Rod Underwood

Consultant(s) -- Scott MacKenzie

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TABLE OF CONTENTS

Chapter

Abstract

Introduction

1 Introduction to Terms and Concepts

Levels of Personal Space

Relative Group Sizes

2 Design Objectives

Architectural Design Ideas

Effects on Social Interaction

3 Integration with Design Process

Schematic Design

Preliminary Design: Description of Space

Refinement/Articulation

Appendix

Bibliography

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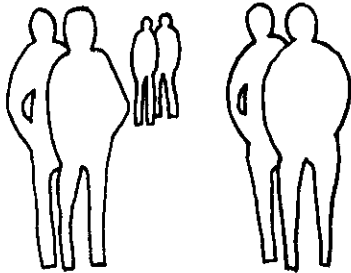
Dee Watson for her prompt assistance.

SOCIALLY INTERACTIVE ELEGANCE

Socially interactive situations have, contained within their boundaries, many opposing personalities all of which must feel comfortable in the space or the space will be unsuccessful. It is the resolution of these design issues that ultimately determine the success or failure of social spaces. Is it possible that the prescribed movement through spaces can affect social interaction? Can architectural features have an effect on the success of a social space? Is it possible to design interactive spaces with an image of subtle elegance? To resolve these issues, one will have to determine and then analyze what kind of social interaction occurs in varying spaces. I will also attempt to identify the elements of architectural vocabulary that influence interaction. The method I have chosen to test the identified objectives is through the design of a socially exclusive country club facility. I see a country club as a perfect building type because of the potential for a wide range of interactive situations. This interaction can range from the large scale, a banquet setting, to the small scale, a private dinner setting.

Interaction is a situation that exists within all phases of human existence. At home, at play, or at work, we are constantly making contact with other individuals. It is the behaviors that stem from these situations that intrigue me. Human behavior is an important concept in architectural design. The architectural context plays a vital role in governing our perception and behavior, including social interaction, within our built environment. My interests lie in the creation of socially interactive space. Initially, I will introduce the terms and concepts necessary for the understanding of personal space. These terms and concepts will lead to the development of design objectives for socially interactive space. Finally, using a country club as a model, I integrate these objectives into the design process of the country club.

1 INTRODUCTION TO TERMS AND CONCEPTS



Social Interaction: it can occur within a one-on-one conversation or within a group discussion. Wherever social interaction takes place, the individual participants must feel comfortable in the space or the space will be unsuccessful. First, I will introduce the concept of territoriality. Then under the heading of group ecology, I will present four levels of personal space and explain how they affect and relate to social interaction. I will also address the issue of group size.

It is the nature of man, as well as animals, to exhibit a behavior called territoriality. One can experience territoriality everyday in an elevator. One person can intrude another person's territory by standing too close or possibly by directly facing another person in a restricted environment. Each territory has its own relative boundaries which are based on the type of interaction and the relationship of the individuals involved.

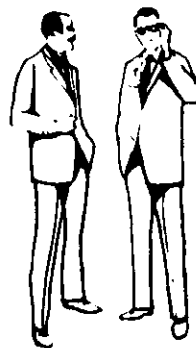
As a result of this concept, Edward Hall has separated personal space into a four-part system. The four-part system consists of intimate, personal, social, and public space. Intimate space has a range from direct physical contact with another person to a slight, eighteen-inch separation. The presence of another person is detected through sensory input such as sight, sound, or body heat. Conversational quality plays a minor role in intimate space. A mere whisper between communicating individuals actually has an effect of expanding the distance, but better eye expressions are detected at a closer distance. Generally in public, an individual's intimate space is regularly violated

which makes the individual uncomfortable and forces him to defend his territory. Intimate space is best experienced between two people who have a close relationship but can be experienced between people with only a casual relationship.

Personal space may best be described as keeping someone at arm's length. Personal space allows for improved visual perception of people, and topics of personal interest and involvement can be discussed.



INTIMATE
SPACE



PERSONAL
SPACE

Stepping from personal space up to social space, individuals experience a limit of domination. In social space, finite detail on another person's face is no longer perceived, and no one is able to touch another person without some special effort. Voice level reaches conversational quality. When conversation is conducted and the social territory expands, it is most important to maintain strict visual contact, more so than it is in either intimate or personal space. If visual contact is not maintained with the other person, he will get the feeling he is being shut off and the conversation will eventually come to a halt. If conversation comes to a level of shouting, however, the territory will change from social space to personal space.



SOCIAL
SPACE

Public space is that territory that exists beyond social space. Once inside public space, important sensory shifts occur. Initially, the voice needs to be loud but not necessarily full volume. Linguists have observed that a careful choice of words and phrasing of sentences take place within this territory. However, not only the voice but everything else must be exaggerated or amplified. A larger percentage of the interaction will shift to gestures and body stance. Interestingly, voice tempo should be reduced to allow singular words to be enunciated clearly and properly received by the listener.



PUBLIC
SPACE

Next, one must be aware of the issue of group size. For our purpose, a group is a face-to-face aggregation of individuals who have a shared purpose for being together. Experiments have thus been conducted to determine actual sizes of groups, whether they were based on a formal or informal in a social setting. Based on these experiments, it has been determined that over ninety percent of the time a group consists of either two or three people. However, larger groups of ten people or more would break down into small, sub-groups to enhance the opportunities for spontaneous interaction. There is hardly a need to provide conversational areas for larger interactive groups unless there is a structured activity provided.

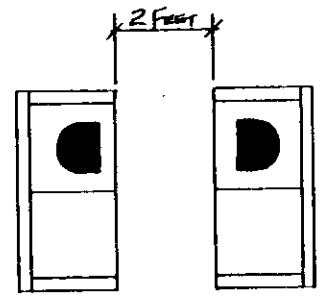
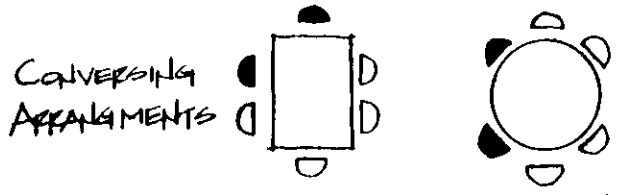
If a larger interactive group was to gather in one space, one must be sensitive to the reality of crowding. Overcrowding will cause an interruption in social interaction. Given a space of limited size with unlimited participants, the space will undoubtedly be perceived as being crowded by everyone involved. Obviously, a simple solution to overcrowding within a space would be to either increase the size of the space in question or decrease the

number of participants. Unique design elements could alleviate the psychological feeling of crowding, but these elements will be addressed later. The space in question should be assigned the proper activity. The key element to remember is that high numbers of people per unit reduce social activity. Sensitivity to overcrowding is not only necessary in social settings, but humans are also cramped into places where they live and work.

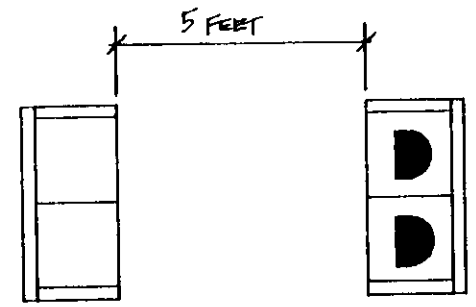
Certain arrangements of people are more suited to certain activities than others. We have investigated social interactive situations where people are mainly standing. What about when people are sitting at tables? What type of interaction occurs? How successful is the interaction? When two people are sitting at a rectangular table, four differing conditions may occur. These conditions are conversing, cooperating, co-acting, and competing. The best condition for conversing in a social situation would be across a corner. Opposite of this condition, two people will have a feeling of competition when they sit face-to-face with the table acting as a barrier. Side-by-side seating is always the most intimate and psychologically

close; face-to-face seating is psychologically remote. The determining characteristic is the nature of the relationship between the individuals rather than the topic itself.

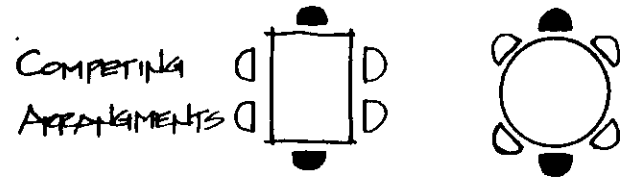
would then interact side by side. These distances will vary based on the theme of the conversation.



FACE TO FACE CONVERSATION



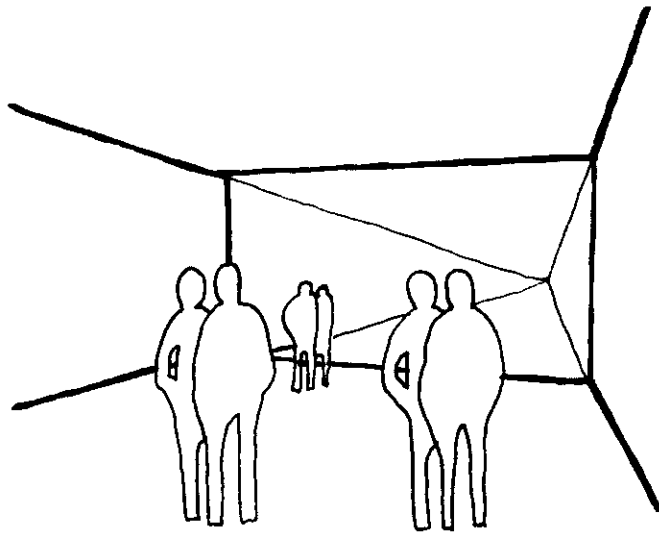
SIDE BY SIDE CONVERSATION



If conversation occurs between people sitting on couches, the physical limits of the furniture will enhance comfortable interaction. Normally, two people will sit across from each other, but if the distance becomes too great, the two people

It can be said that spatial arrangements for groups are functions of personalities, tasks, and environment. Any of these will influence interpersonal interaction. These resources may ultimately dictate the behaviors that may occur.

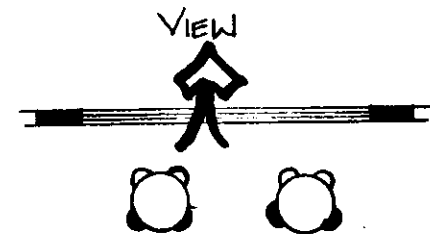
2 DESIGN OBJECTIVES



With the knowledge of the four territories for personal space and various contributing factors to social existence, one can examine how various social activities can be affected through the design of space. Because of its wide range of social interaction, I chose to examine these issues by using a country club as a model. I will discuss those objectives relevant to the design each of the four territories, as well as the techniques for alleviating the feeling of overcrowding. Finally, the major objective is to attract patrons to this club.

Many activities will inevitably take place at this country club. There will be golf, celebrations, dining, chance meetings, and

business transactions. For the purpose of this discussion, I plan to focus upon one activity -- dining. First, creation of an intimate dining space is a unique challenge. At night, this space should have a greatly reduced light level. This low level will help reinforce quieter conversation. However, can intimate space still be designed when daylight invades the space? It can be with the use of barriers or sound masking among others. To maintain no disruption from invasion of privacy, table configuration and orientation become important issues. If tables are oriented toward a specific view, a person's eyes will either be directed to their companion or the view. The separation should be wide enough as to limit eye contact between neighboring tables. Eye contact is the tool to initiate an intention for socialization: no eye contact -- no socialization. This concept can be achieved with floor level changes to create a space within a space.



A situation that would change an intimate space to a personal space occurs when the group size increases. The light level should also be low; however, not as low as in intimate space. Other techniques can be used when daylight becomes an issue as in intimate space. Lights may consist of singular lamps over each table, which then dictates the space for each table. The illuminated circle from each lamp will provide the answer for table separation. Within the illuminated circle, conversation is loud enough for all people at the table to hear but not any adjacent tables.

A social space in a country club may occur in a banquet or a celebration. Either of these activities enable a vast number of people to gather in one space but conversely allows them to filter down ultimately into smaller groups of six to ten people. Tables are configured to accommodate groups of this size and spaced rather closely. Remember, eye contact initiates socialization. Once tables are placed in close proximity, the noise level from conversation tends to increase, because adjacent tables are competing for attention. Another element that will allow good conversational quality is the

light level. In a social space, the light level should be moderate to high. People are easily recognizable, which also helps to create the social atmosphere. Colors should be wisely selected to assist in maintaining the light level.

Finally, a challenge lies in designing a public space for a country club. This interactive situation may have the same amount of people as in a social space, but the activity probably would not be inhibited by a catered meal. By having limited amounts of furniture, it allows people to move about freely in the space and socialize. A brightly illuminated space would be very conducive to this activity. The noise level steps up a few decibels but with properly designed acoustics, it will not become overly offensive. Groups of ten to twelve people will form within the larger collection of people.

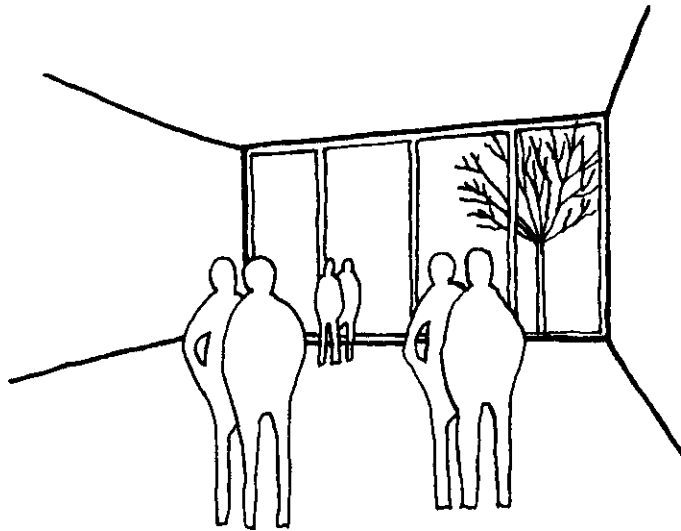
If a situation was to occur where an overwhelming number of people are participating, there are specific design ideas which will alleviate any discomfort. Among others, one can focus on three important features such as partitions, number of doors, and the disparity of the dimensions. The

effect of partitioning is rather simple; it creates sub-spaces within a larger space. These sub-spaces permit people to be placed at greater density without increasing the level of discomfort. No obvious difference appears between the types of partitioning used. The partition could be a waist-high barrier, a glass wall, or a full wall with each a potentially effective design tool. Having fewer doors leading into a space, the space will be observed as less crowded. A secluded feeling may be more comfortable. Lastly, rectangular rooms provide a better situation than square rooms provide.

Whether the space in question is intended to be intimate or public, its layout and architectural features should express this desired feeling. The intention is to design the spaces based on specific objectives to allow any member of the club the opportunity to distinguish one space from another. The architectonic features are critical in determining the nature of the space. Architecture plays a vital role in governing our perception and behavior within our built environment. To be an effective gathering space for a community heavily populated with persons high on the socio-economic ladder, this club

will have to be sensitive to both an individual's ego and his need for interaction. This club will be proportional in scale to the community in which it will exist. Materials will be chosen to accent the vernacular. These objectives, relative to proportionality, scale, and materials must carry on throughout the exterior and interior as well.

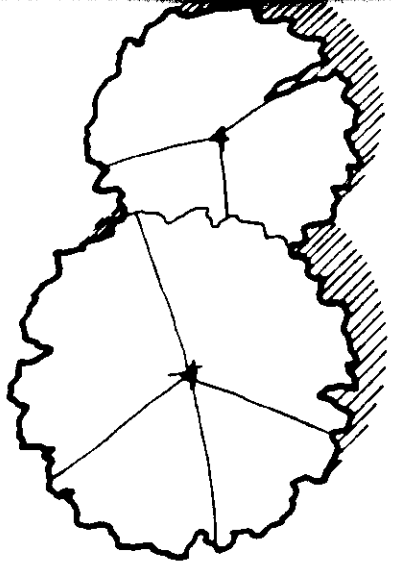
3 INTEGRATION WITH DESIGN PROCESS



All the previous discussion established the groundwork for the design of a socially interactive country club. An important point to begin is the layout of the golf course, because it potentially makes the complex a unit. Next, we will investigate the specific objectives for this particular club. These objectives lead to the development of schematic and preliminary designs. These designs will finally have to be refined into the final product.

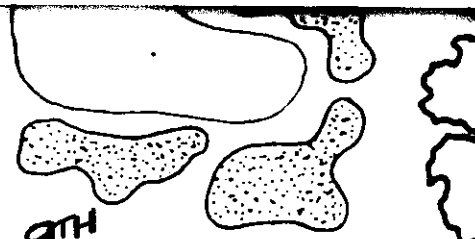
The clubhouse needs to be situated to relate to both the first tee and eighteenth green. The most panoramic view should be of the concluding, eighteenth hole because this is the first opportunity a person in the clubhouse will have of making contact, however slight, with an associate out on the course. Since this selected site has vast acreage, the potential exists for two eighteen hole courses. Two courses introduce unique design problems. Which finishing hole should the clubhouse be oriented toward? In this case, the decision was rather obvious. With many majestic ponds located in the northwest corner, their arrangement makes for a beautifully scenic and challenging finishing hole. Once the golf course design is finalized, one can concentrate on the design objectives for the clubhouse.

18TH
GREEN



10TH
TEE

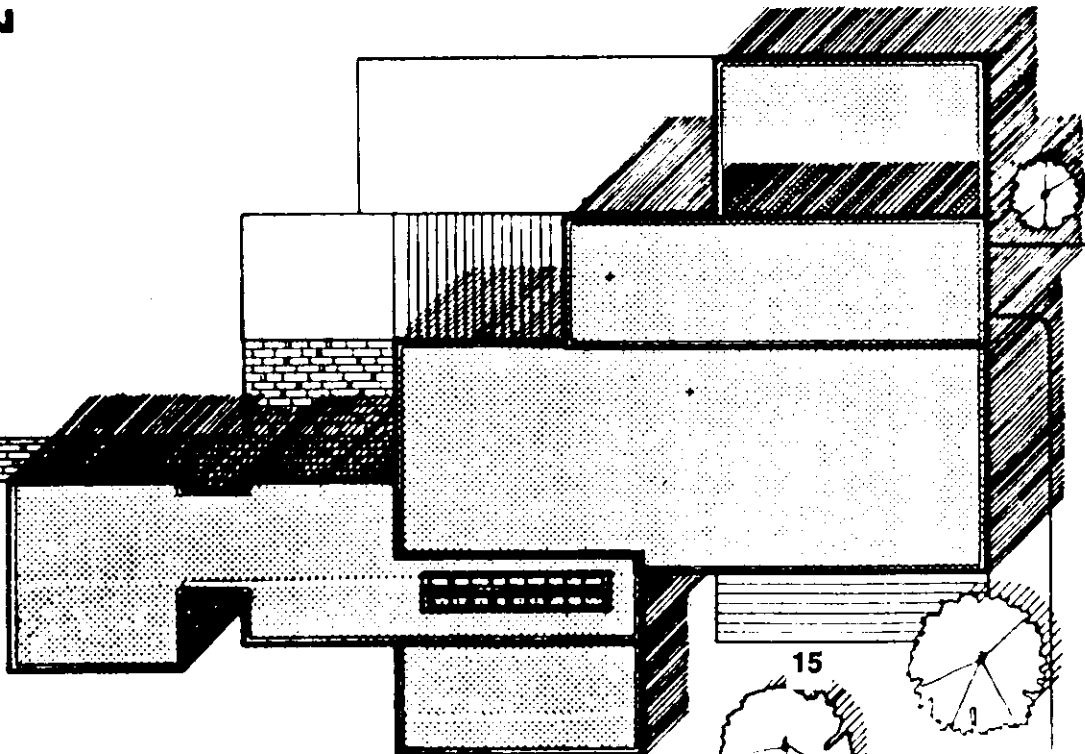
9TH
GREEN



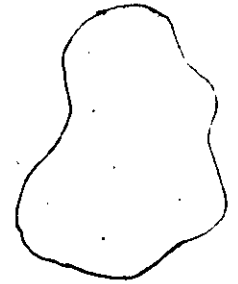
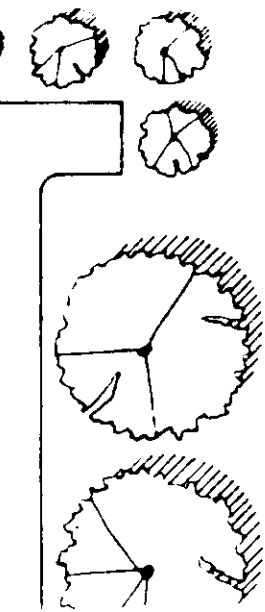
1ST
TEE

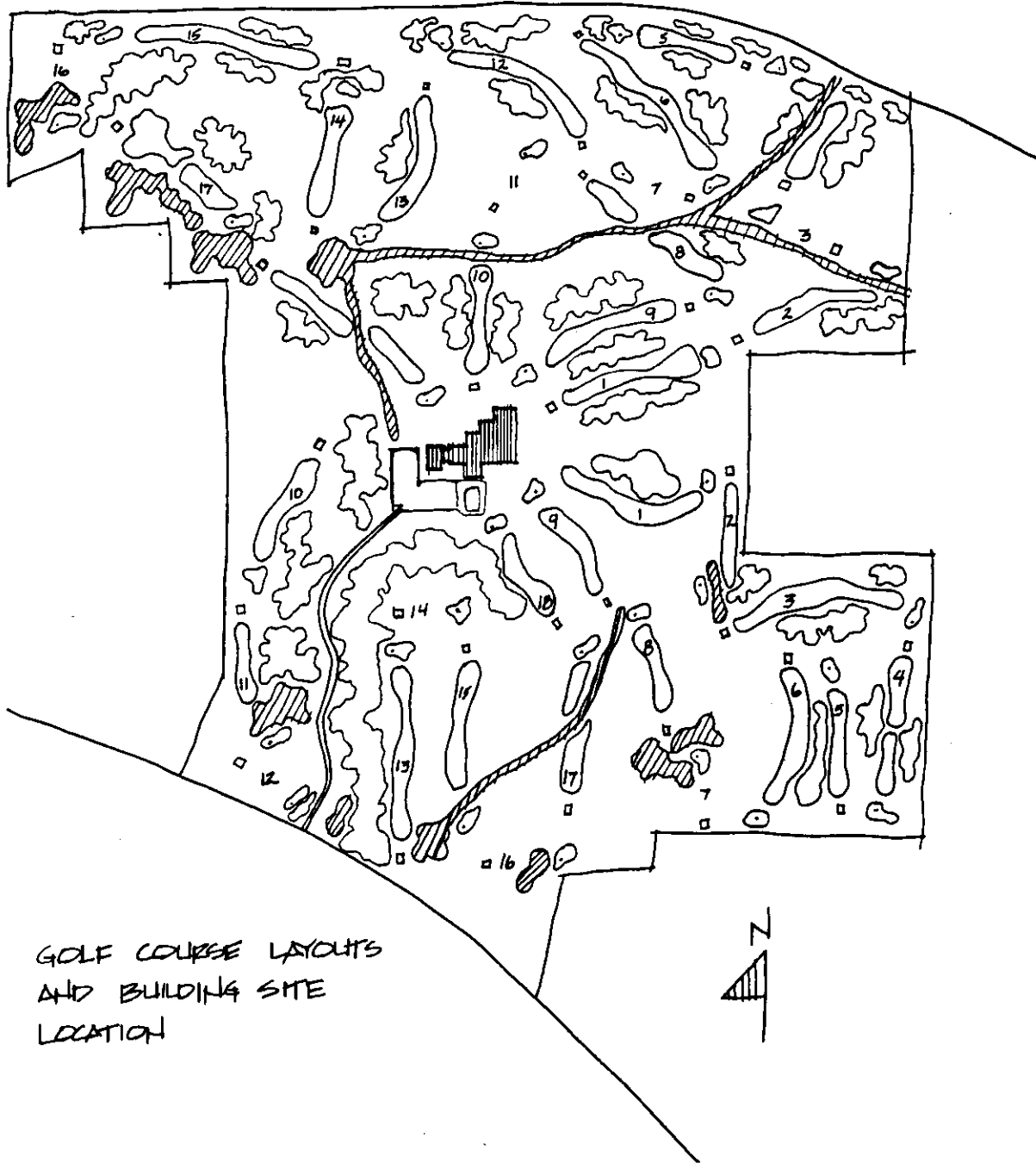


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GOLF COURSE LAYOUTS
AND BUILDING SITE
LOCATION

Initially, the intriguing objective is simply to attract people. To achieve this goal, the clubhouse must provide varying opportunities for interaction. Some of these opportunities should be included in spaces for quiet, private activities as well as spaces for open, social activities. Not only should interactive spaces be designed for the interior, but outdoor activity spaces for socializing or eating need to be developed. These outdoor spaces give an opportunity for people to overflow outside and make contact with people who are playing golf. These porches or decks will be good places for spectators to watch developments of any potential tournaments that might take place. One issue that must not be forgotten is that although one must be concerned with the degree of interaction between members of this club, interaction also needs to occur between the spaces of the club. This means placing highly interactive spaces near other interactive spaces. Another objective is some notion of flexibility. The spaces, particularly dining facilities, should be flexible enough to allow the incorporation of club parties yet remaining functional. Sunlight will play an important role for the design of this clubhouse. Most of the required spaces

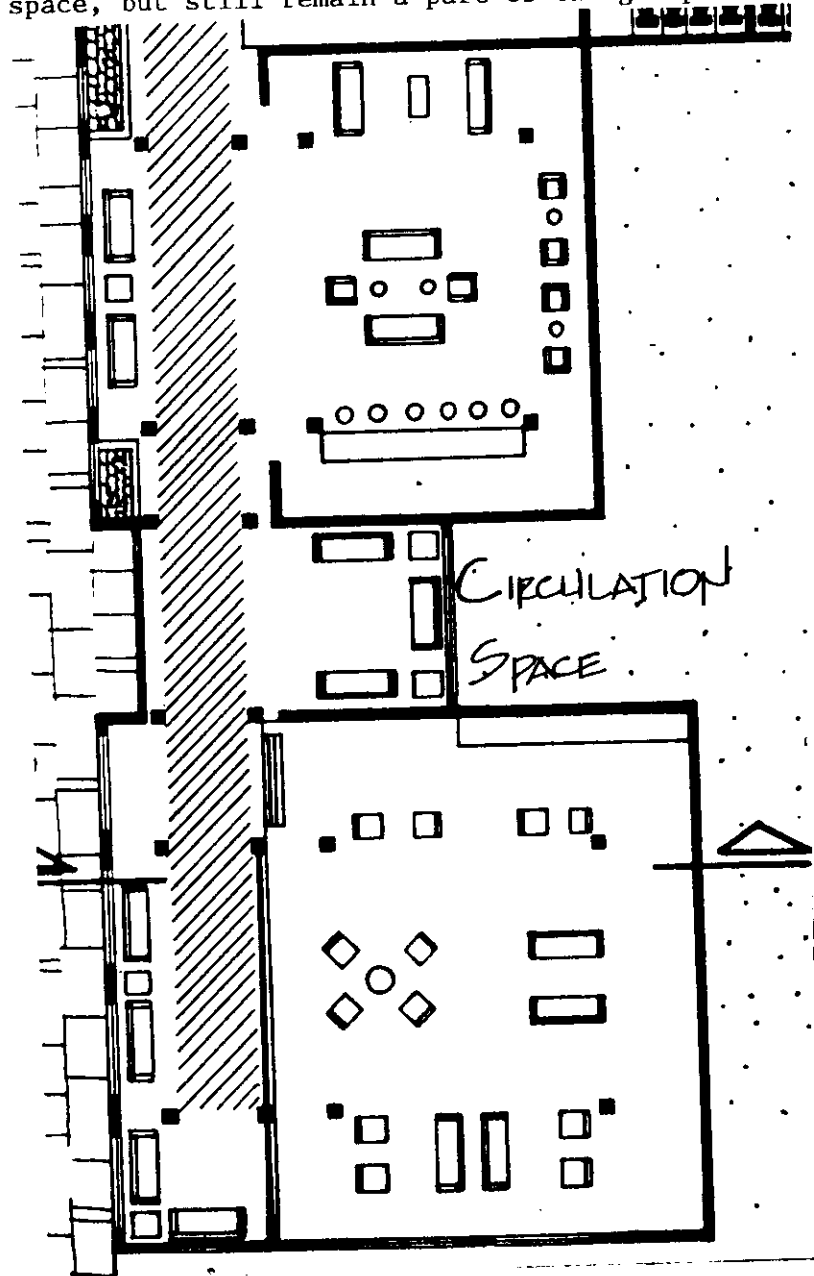
would benefit substantially from sunlight, whether it is direct or reflected.

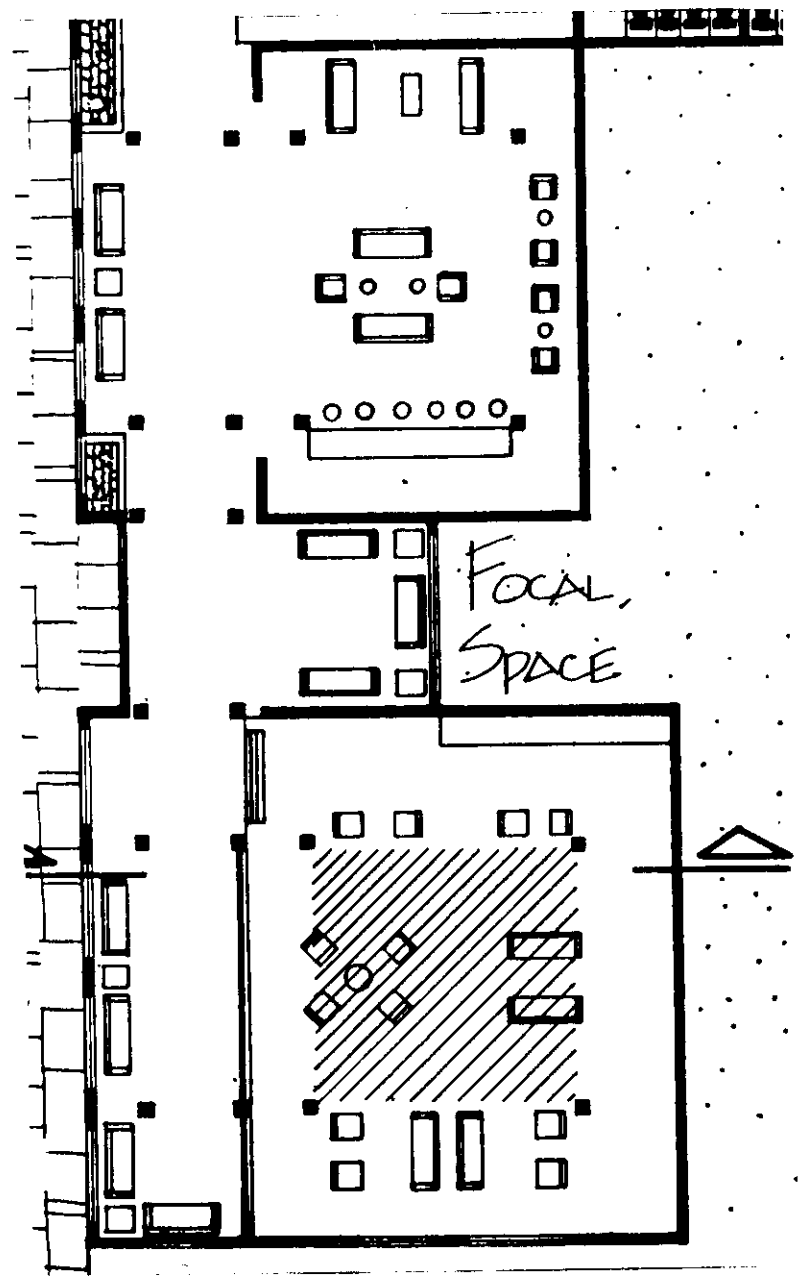
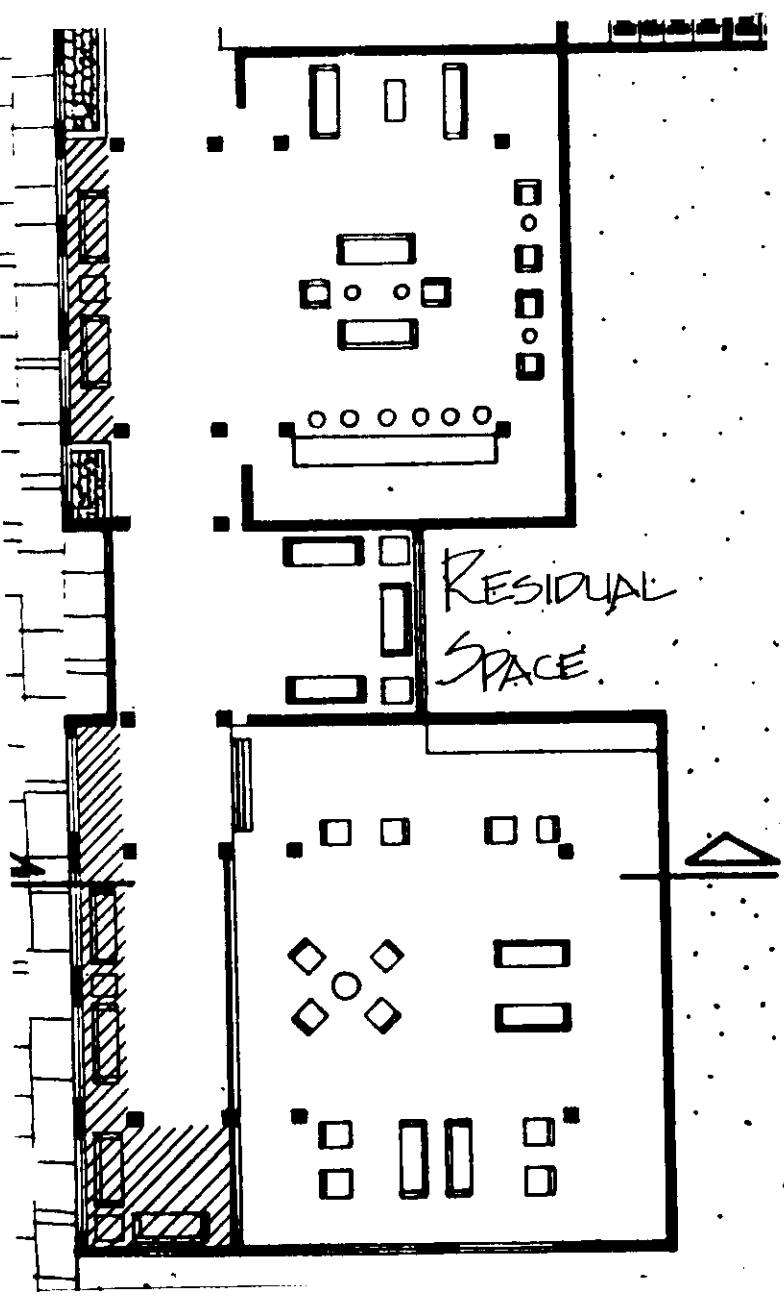
These objectives must be kept in mind throughout the development of schematic designs. However, the main, overriding theme continues to be to create images of elegance without being overbearing. The majority of the membership will be from the "yuppie" generation. The members do not need to flaunt any material goods because their peers have similar lifestyles. Their gathering space should follow in the same vein. Perhaps, the investment into this club may experience some financial constraints, but by no means should any financial constraints be allowed to inhibit the development of innovative design solutions. If this philosophy is not maintained, the social atmosphere of this club will be a failure.

These schematic objectives were then used for the definition of space. The definition of space has thus come out in the preliminary design. One can define space with the use of barriers, floor level changes, or some other approach; however, my approach to spatial definition was the assertive use of structure. By expressing the

structure, one has an opportunity to provide various types and scale of interactive space. Some of the types of spaces are circulation, designed residual space, and focal space. Looking at the circulation path, structure allows for designed residual space to develop simultaneously. The designed residual space could provide a pleasant opportunity for anyone walking along the path to step outside the path and be in their own little world. The respective scale of this residual space makes it either intimate or personal space. However, the opportunistic use of structure is not only exclusive to circulation. Expressing structure within a space, the advantage follows the previously mentioned notion of creating a space within a space. For instance, if we look at the design of a focal space, this notion is quite evident. The space, the Club Room, presents first a floor level change. The opportunity presented is that one can stay up in a more personal space, or step down into a larger, more interactive space. Once in this larger space, however, there still remains the chance to step into personal space. The social space is right in the center defined by the columns. The space between the columns and the wall will be more

personal. Someone can psychologically remove themselves from the major social activity of the space, but still remain a part of the group.

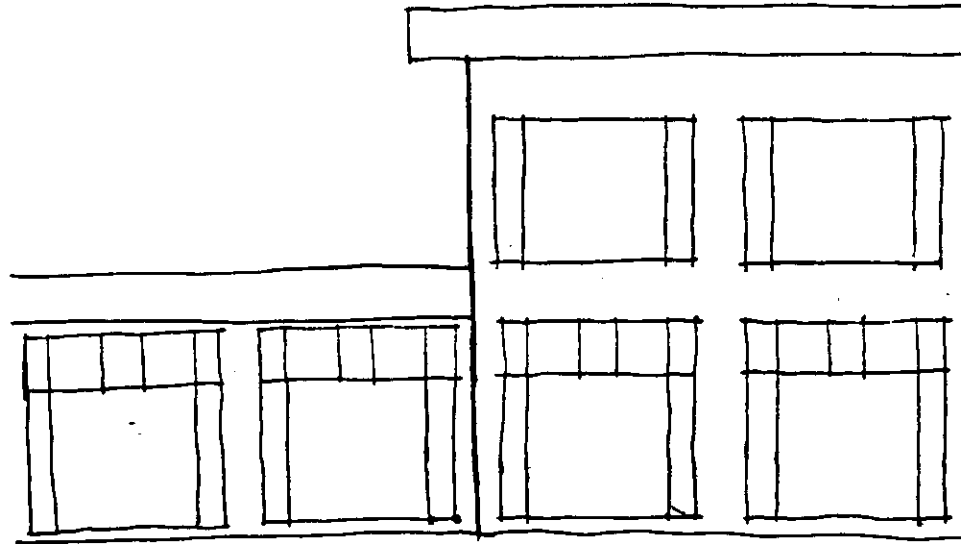


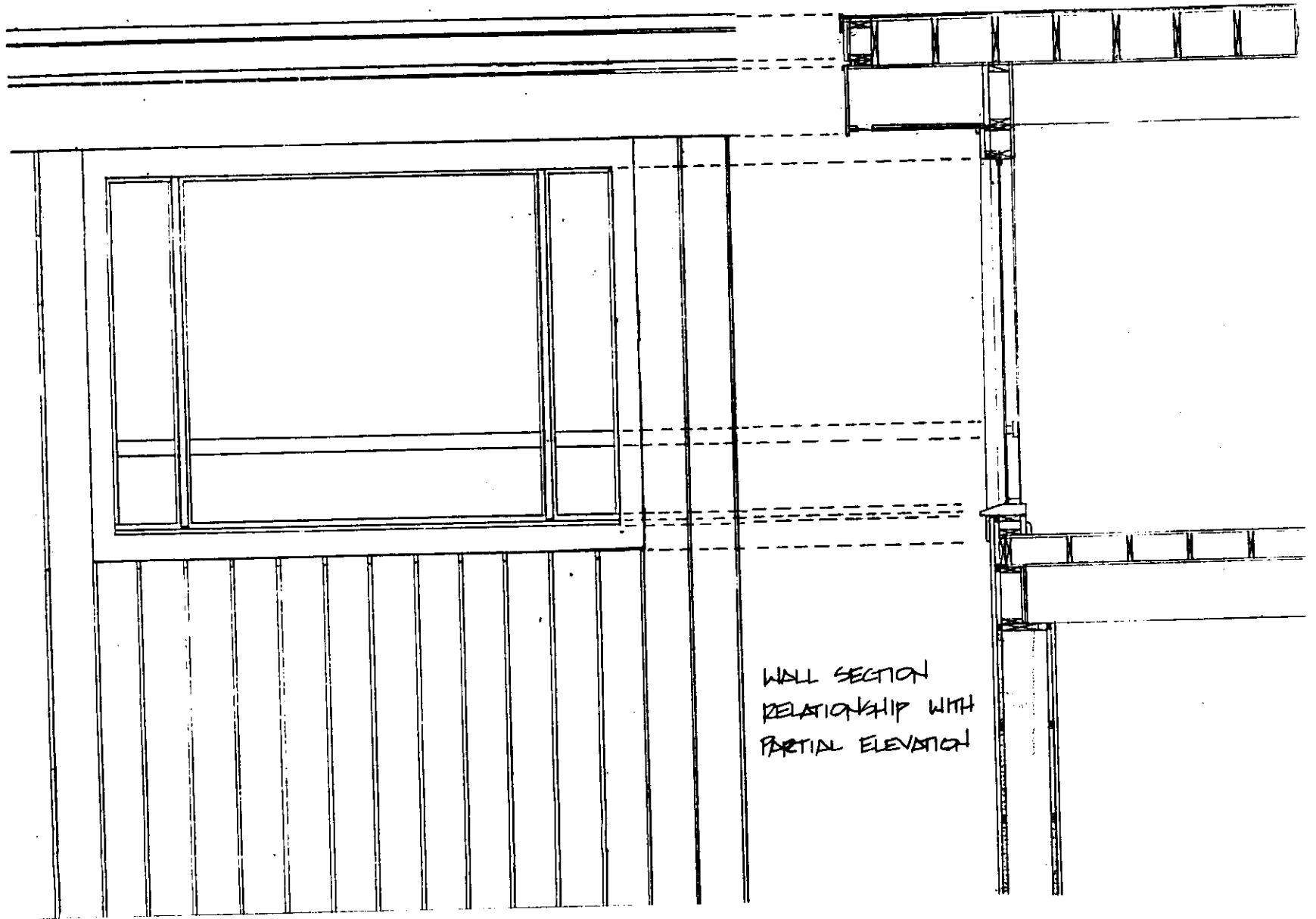


Not only did I explore the expression of the vertical structure, but also I reinforced this notion by exposing the horizontal structure. Any person walking along the circulation will realize he is progressing from one space to another by noticing the configuration of beams. These beams can help define the space within a space.

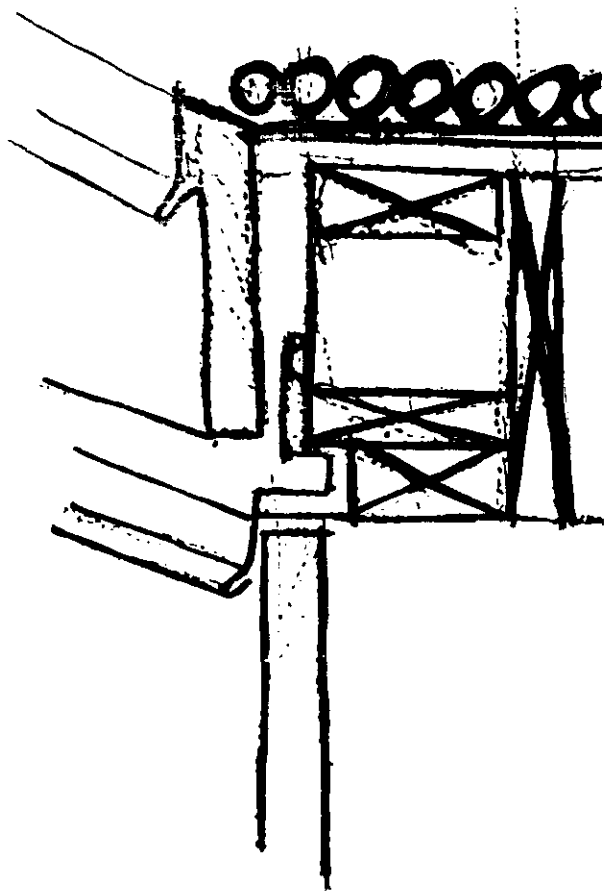
Instead of accepting monolithic columns throughout the interior, a tremendous opportunity exists to express refined detail. Lines from the window fenestration may be carried across to the columns and expressed as reveals. Handrails along the window may be articulated with a different material on the columns. Whatever the vocabulary, the important issue to remember is to express that vocabulary both on the exterior and interior. This issue will only serve to unify the entire building and allow it to be expressed as one entity.

The result of this thesis investigation was an increased sensitivity to the issue of elegance. In pursuit of elegance, there are many directions to be taken. Among others, elegant space can be achieved through the use of proportion, rhythm, and scale. These directions have brought an increased level of refinement to this country club. This refinement assists in organizing spaces and also giving spatial definition. The following sketches will explain where I have attempted to achieve elegance. In the elevations, the proportion and rhythm of the fenestrations play an important role in the design by giving definition to the spaces which exist behind the facade. In the wall section, detail manipulation brings up a level of refinement to the facade. This refinement offers detail to the facade that otherwise would become an unarticulated surface. The space of interior columns also lends itself to the definition of spaces. Although these sketches are just part of a continuing investigation, one must be aware of the issue of elegance and how to create elegant space. Without it, architectural space may ultimately develop inhuman, machine-like qualities, undesirable for social interactive existence.

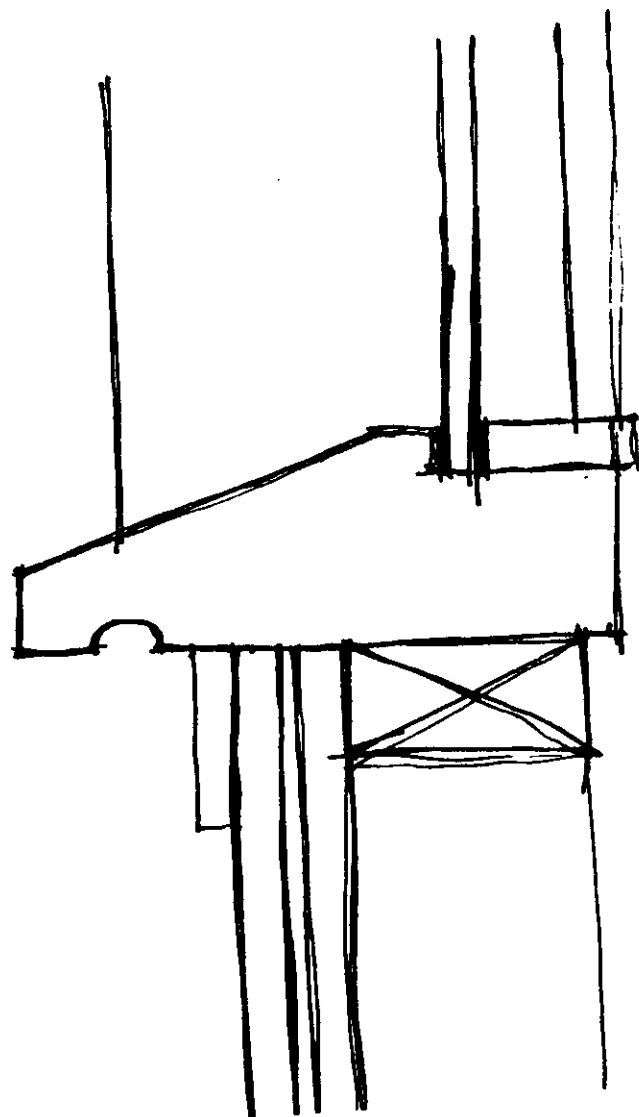




WALL SECTION
RELATIONSHIP WITH
PARTIAL ELEVATION



SKETCH DETAIL OF ROOF
FACADE



SKETCH DETAIL OF WINDOW SILL

Square Feet**Club Admin.**

Manager	225
Accountant	225
Coat Check	170
Public Rest Rooms	
Men	300
Women	300

Dining Area

Main Dining Room	11,000
Banquet Room	5,200
Private Dining/Meeting Rooms	1,800
19th Hole	3,600

Social Areas

Central Lounge	1,600
Cocktail Lounge	1,975
Club Room	3,710
Card Room	865
Billiards Room	1,200

Pro Shop

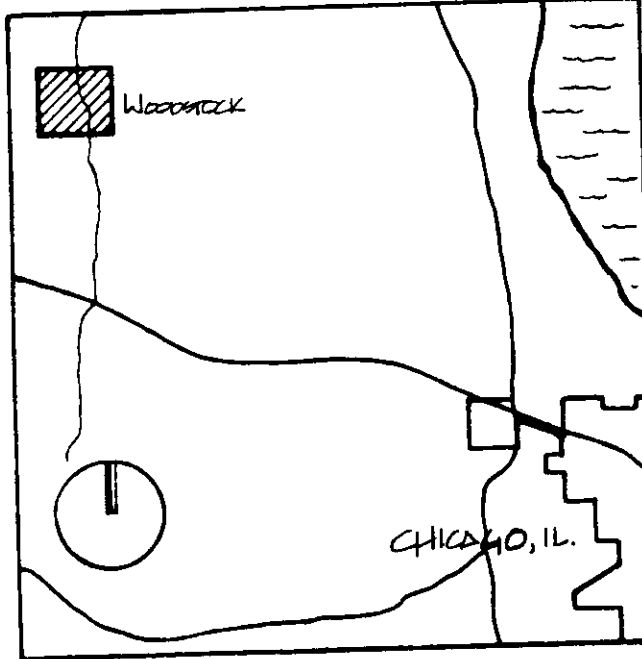
Pro's Office	200
Display Area	3,500
Men's Locker Room	6,150
Women's Locker Room	3,475
Bag Room	1,800

Support Facilities

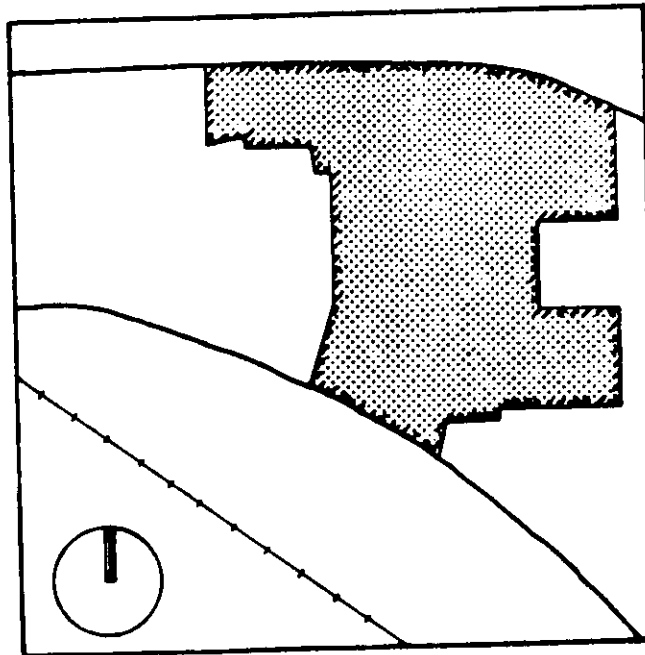
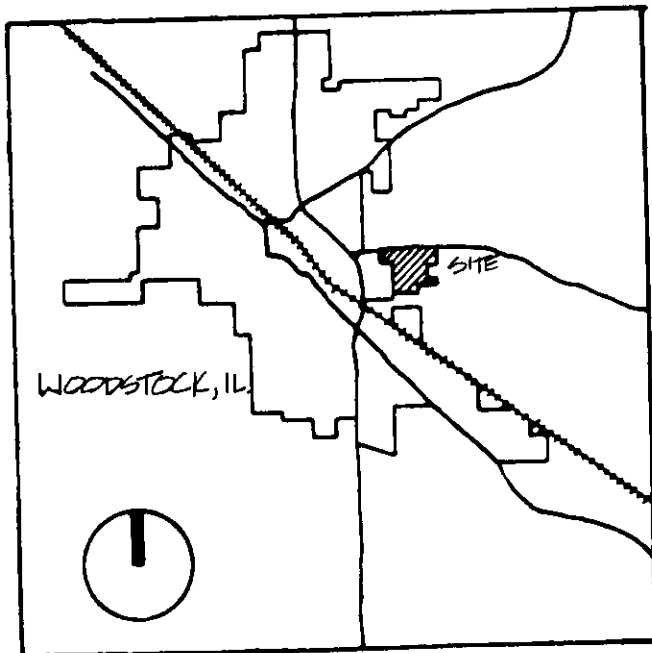
Main Kitchen	3,420
Quick Service Kitchen	640
Mechanical	4,000
Storage	2,500

TOTAL SQUARE FOOTAGE**57,500**

Bull Valley Country Club



SITE LOCATION



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