

Revealing Hidden Messages Behind Building Designs

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Abstract. Building design is often considered a form of art that reflects certain values, culture, or messages that the architect or builder wants to convey. The aim of this research is to explore the meaning and messages that may be contained in building design elements, such as shape, color, texture and spatial arrangement. In this research, the method used is a qualitative descriptive method. The results of this research reveal that behind building designs there are hidden messages that reflect the values, culture and ideas of the architect or designer. The building design process not only involves aesthetic and functional considerations, but also integrates philosophical or abstract messages through elements such as shape, color, and structural placement. In addition, in response to increasing concern for the environment, building design also explores sustainability aspects by considering the use of environmentally friendly materials and energy efficiency. These findings show that building design not only encapsulates architectural art and techniques, but also becomes a visual expression of the messages and values that the designers want to convey.

1. INTRODUCTION

Building design has become a key element in the field of architecture, representing a complex synthesis between technical knowledge, aesthetic sensibilities and functional considerations (Justice, 2021). As a creative process involving technical expertise and artistic creation, building design combines these elements to create structures that not only meet practical needs, but also serve as visual and philosophical expressions of the architect's vision (Saputro et al, 2018). In each step, an architect must consider technical aspects such as safety, durability and sustainability, while combining aesthetic considerations that reflect the beauty and uniqueness of the design (Hatta et al, 2023).

Building design is not just about physical construction, but also about creating experiences and imbuing meaning in space (Harmanta et al, 2019). An architect's creativity emerges in his ability to balance form and function, creating an environment that can meet practical demands while expressing deeper ideas and values (Ika, 2023). This process also includes adaptation to technological developments and design trends, allowing architects to create buildings that are relevant and durable over time (Lestari et al, 2023).

Building design not only reflects the technical knowledge and artistic skills of an architect, but also provides space for creativity and innovation (Lupita, 2017). A successful building not only becomes a physical container for human activities, but also becomes a visual narrative that tells stories about the identity, values and aspirations of a society (Wardani, 2010). In this way, building design not only creates structures that stand firmly, but also opens the door to immersive experiences and deep interpretations of the world around them (Usop, 2016).

Building design is not simply the result of a combination of functionality and aesthetics; it is more than just a standing physical structure (Pasha, 2018). On the other hand, building design is a work of art that reflects the complexity of the thinking and vision of the architect or designer (Suhalyani & Nursanty, 2013). Each element in the design has an important role, not only in ensuring the comfort and practicality of the building, but also in conveying hidden messages inherent in its form and concept (Idedhyana et al, 2022).

Several famous buildings in the world have become silent witnesses of the architect's skill in conveying deep messages. These messages can reflect historical values, tell stories about the struggles or achievements of a society, or even voice concern for environmental sustainability (Hidayatun, 2018). In brilliant building design, each element seems to be a symbol that contains more meaning than just the functionality of the material (Putra et al, 2022).

For example, structures that combine natural elements with technological sustainability can create a visual image of harmony between humans and their environment. Designs like this project the

architect's thoughts regarding social and ecological responsibility, summarizing them in the form of a building that not only meets the needs of its occupants, but also makes a positive contribution to the world around it (Sutanto, 2020).

Thus, building design not only summarizes functional and aesthetic demands, but also becomes a platform for expression of the ideas, values and worldview of the architect or designer (Budiharjo, 1991). Behind every curve, color, and texture, there is a hidden message that imbues the structure with a meaningfulness that transcends physical dimensions. This is the appeal and complexity of art in architecture, which allows buildings to be more than just physical places, but to be a reflection of the thoughts and spirit of the humans who produced them (Laksito, 2014).

This research will involve in-depth visual analysis, and a literature search to detail hidden messages in building design. By approaching building design as a complex art form, this research is expected to provide new insights into how architecture can function as a medium to convey messages, stimulate cultural reflection, and build emotional connections with users and observers. Thus, this research aims to enrich our understanding of the role of building design in realizing meaning and visual communication in physical space.

2. METHOD

The method applied in this research is a qualitative method with a descriptive approach. According to Sugiyono (2011), qualitative research methods are a naturalistic approach carried out in natural conditions (natural settings). This method is called qualitative because the data collected and the analysis is more qualitative in nature. The choice of a qualitative approach was considered in this research with the aim of exploring and collecting information and facts from the informants as they are. This research will obtain data from the informant's own views by collecting facts expressed in accordance with the informant's language and perspective.

This research provides extensive opportunities for informants to participate, ensuring that all the information they have can be revealed comprehensively and holistically. This approach allows researchers to gain a deep understanding of the hidden messages behind building designs from the perspective of individuals involved in the design and construction process. Thus, this qualitative method is considered an appropriate approach to explore and document the meaning and values contained in building design, in line with the main aim of this research.

3. RESULTS AND DISCUSSION

Building design is at the heart of all architectural creativity, occupying a central position in determining the visual character and function of a structure. In the architectural context, building design is not just a technical step, but a real manifestation of an architect's artistic vision and conceptual thinking. Every design element, from shape to proportion, color and texture, works together to form the building's visual identity. The success of a building design is reflected not only in its efficiency and reliability, but also in its ability to convey beauty and meaning in a physical space. By understanding that building design is the center of attraction in architecture, architects can embrace the potential of aesthetics and conceptual expression to create buildings that are not only functional, but also living works of art.

More than just the physical structure, building design also plays an important role in imbuing the values and philosophy that the architect wants to convey. In this context, design is not just an end result, but rather a medium of expression that allows architects to convey hidden messages and create immersive experiences for residents. Carefully designed buildings are clear evidence of how aesthetics can be a tool to weave a visual narrative that depicts the history, culture and purpose of an architectural project. Therefore, building design not only reflects the architect's technical prowess, but also becomes a reflection of the designer's creativity, artistic interpretation and worldview, making architecture a living and dynamic art form.

Building design is very important for functionality, aesthetics, comfort and health, and sustainability. Here is the explanation.

Functionality

Building design involves creating spaces that not only meet their functional goals and needs, but also take into account the experience and comfort of their occupants. An architect not only pursues visual beauty, but also focuses on a balance between practical function and appealing aesthetics. In creating a space that suits the goals and needs of its occupants, architects must consider aspects of ergonomics, air circulation, natural lighting and technology integration. Thus, building design is not just about the physical structure, but about creating an environment that supports the daily activities of its occupants.

Along with this, deep thought about how people will use the building becomes a key element in architectural design. A home, for example, must be able to provide privacy and comfort for its occupants, while an office space must be designed to facilitate collaboration and productivity. Public spaces, such as city parks or shopping centers, must take into account the needs of the diverse communities who will use them. Therefore, building design becomes a state-of-the-art adaptation that creates a balance between function and flexibility to meet the ever-changing needs of end users.

More than just physical development, building design also reflects the character and values of the people who use it. A building can be a forum for expressing cultural identity, history, or even the aspirations of the people who built it. In this context, building design becomes an element that not only facilitates human activities, but also functions as an artistic form that enriches the surrounding environment with deep values.

Aesthetics

Building design, in addition to considering function and practical needs, also includes deep aesthetic considerations. A well-designed building not only fulfills its role as a physical structure, but also becomes a work of art that beautifies and enriches the surrounding environment. Aesthetics in building design describes the architect's skill in integrating visual elements such as shape, color, texture and proportion to create stunning harmony. Through this artistic touch, the building can blend harmoniously with the surrounding landscape, creating an attractive view and giving a positive impression on residents and observers.

The visual beauty produced by good building design not only impacts the aesthetic experience, but also contributes to the creation of comfortable and inspiring spaces. Buildings that display a mature aesthetic can create a pleasant atmosphere and spark creativity. When function and aesthetics are considered in balance, building occupants can experience harmony between visual beauty and space practicality. Therefore, aesthetics in building design does not only function as a decorative element, but as an integral element that creates a unique identity and character for the building.

The importance of aesthetics in building design is also reflected in its impact on the image of the city or its surrounding environment. Beautifully designed buildings can become landmarks that reflect the architectural excellence of a region. This not only provides a strong visual identity, but can also increase the attractiveness and prestige of a location. Thus, aesthetics in building design is not just a matter of aesthetics, but also an important factor that can shape people's perception of an area and improve the quality of life in it.

Comfort and Health

Optimal building design not only takes into account visual and aesthetic aspects, but also factors that influence the well-being and comfort of its occupants. One of the main considerations is natural lighting, which not only creates a warm and pleasant atmosphere, but also reduces dependence on artificial lighting. By utilizing daylight effectively, good design can provide occupants with access to natural light sources that help improve mood, productivity and overall well-being.

Ventilation is another key factor that must be taken into account in building design. Good air circulation helps maintain indoor air quality, reduces the risk of air pollution, and provides a feeling of freshness. By providing adequate ventilation, building designs can improve thermal comfort and reduce humidity, creating a healthier and more comfortable environment for occupants.

Temperature regulation is a third very important factor. Effective building design considers how to regulate temperature optimally, both through cooling systems and heating systems. In this way, the building can ensure a comfortable temperature all year round, avoiding the discomfort that can arise

from temperature extremes. Successfully combining these aspects in building design creates a space that is not only aesthetically pleasing, but also focuses on the well-being and comfort of its occupants. By emphasizing these factors, building design can play a positive role in supporting a healthy and productive lifestyle for its occupants.

Continuity

In responding to an era that is increasingly concerned about the environment, building design is becoming increasingly focused on sustainability aspects as an integral part of the design process. One of the main aspects of concern is the selection of environmentally friendly materials. Sustainable building design includes the use of recycled materials, local materials, or renewable materials. By prioritizing materials that have a lower environmental impact throughout their life cycle, building design can contribute to a reduced carbon footprint and wiser management of natural resources.

Energy efficiency is also a main focus in sustainable building design. The integration of energy-saving systems, such as LED lighting, efficient heating and air conditioning, and the use of renewable energy sources such as solar panels, can reduce energy consumption and reduce environmental impact. Building designs that consider energy efficiency not only provide environmental benefits by reducing greenhouse gas emissions, but can also result in long-term cost savings for occupants.

By including sustainability aspects in building design, architects act as agents of positive change in supporting global goals to protect the environment. Eco-friendly building design not only creates comfortable and aesthetically pleasing spaces, but also contributes to greater efforts to maintain the sustainability of our planet. Therefore, sustainable building design is a strategic step in building a greener and more sustainable future.

Behind every line and corner of a building design, there is a hidden narrative that reflects the deep thoughts and values that the architect or designer wants to express (Muktiono, 2020). For example, the choice of color on the walls of a building can have a symbolic meaning that represents the identity or aspirations of a community. A building's form can also be a concrete manifestation of the architect's philosophy or worldview, perhaps reflecting ideas of harmony or sustainability.

These hidden messages create a psychological dimension to the experience of physical space. Sensitive occupants or observers can absorb and interpret these messages, creating a deeper emotional bond with the building. In some cases, hidden messages may aim to trigger reflection or stimulate discussion about certain values, enriching the meaning and interpretation of the building design. Thus, building design is not only an artistic expression, but also a form of indirect communication that enriches human interaction with the built environment (Muktiono, 2020)

Simple examples can be found in architecture that carries historical or traditional themes. Building designs may create visual elements that are reminiscent of a particular era or reflect classic architectural styles as a way to convey messages about historical values or cultural continuity. In contrast, buildings with contemporary designs may harbor futuristic or progressive messages, reflecting the innovative views and aspirations of today.

Behind philosophical or abstract building designs, there is an attempt to convey deep messages about ideas that may be difficult to express directly. A concrete example is the use of geometric patterns or the placement of certain elements that reflect the principles of balance or harmony. A carefully designed building can create an atmosphere that expresses a particular philosophy of life or worldview. For example, the use of symmetry in design may depict balance and order in the complexity of life, while the choice of abstract patterns may reflect the desired creativity and discontinuity.

However, hidden messages that are philosophical or abstract often require deeper interpretation. Each individual who interacts with the building can experience and absorb the message in a unique way. Building designs that evoke abstract messages may be a medium for generating questions, stimulating reflective thinking, or creating space for creative interpretation. Thus, philosophical messages in building design can create a very personal experience and provide an additional dimension to human relationships with their environment (Muktino, 2019).

Hidden messages in building designs offer an unusual form of communication, allowing architects or designers to convey complex messages through visual language. By embedding

philosophical meanings, cultural values, or even historical narratives into design elements, buildings become a means of conveying the stories inherent in their physical structures. Over time, the interpretation of these hidden messages can develop and change, providing flexibility in the way occupants or observers interpret and absorb the meaning contained in the design.

Building designs that build indirect dialogue with occupants or observers create deep interactions between art, architecture and humans. Residents not only see, but also feel and understand the space they occupy. The building design is like an open book that allows each individual to read and absorb the message to be conveyed. In this way, building design is not only a physical container, but also a medium for conveying ideas and meaning that transcend material dimensions, making it a living work of art that continues to interact with the community that uses it.

4. CONCLUSION

Building design does not only represent a physical structure, but is a complex artistic medium that includes various hidden messages. The process of designing a building involves in-depth consideration regarding function, aesthetics, sustainability, and the values that the architect or designer wants to convey. Building design becomes a visual narrative that can be interpreted through elements such as shape, color, pattern and structural placement. Hidden messages may reflect cultural values, philosophies, or even ideologies, opening the door to varying interpretations from the occupant or observer. In an era that is increasingly concerned about the environment, building design also explores aspects of sustainability through the use of environmentally friendly materials and energy efficiency. These design choices not only affect the ecology, but also become part of a hidden message that highlights the social and environmental responsibility of the architect or designer. In addition, philosophical or abstract building designs can create a deep psychological dimension, allowing residents or observers to absorb and interpret meaning according to their personal experiences and perspectives. In this way, building design is not just the creation of physical space, but art that lives and speaks to its occupants. Through these hidden messages, building design becomes a creative and unique means of communication, building a deep indirect dialogue about the values, ideology and identity that the designers want to realize.

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