Introduction of Project

Re-branding: the process by which a product or service developed with one brand or company or product line affiliation is marketed or distributed with a different identity. This involves radical changes to the brand’s logo, brand name, image, marketing strategy, and advertising themes. It usually results in the repositioning of the brand / company.

In this project, I researched and experienced the potential of re-positioning the underused building in Taipei metropolitan city. I mandatory to emerge “sustainable re-branding” proposals that aim to improve the sites through rejuvenation of the life cycle of forgotten or readily available material, skill and resources, relevant to the site/community/industry. This semester of investigation should serve as positive critique and innovative departure that foreseeing a sustainable cultural-savvy
RE_04

RE_Branding Stone Belief
6m Under The Stone

Project <04
Duration <03 2008 - 07 2008
Advisor <Cheng-Chng YAO
/Teresa JAN

< The Morphing Space
Introduction of "Gong-Xie"

The main god offering sacrifices to in Gong - Xie is the clansman's ancestor, God A-Li. Gong Xie was the place where the clansman prays for blessings or the witch to resort the black arts and divine in the past. It is the activity center that clansman get together and put on the play at the same time.

Historical events of Pin-Pu tribes

Diagram of program transformation

In today, Gong - Xie is the place to rest for the Pin-Pu tribe's clansman's ancestor, and it's function only has the simple offering sacrifices to and faith left. Different from the Han-tribe, the pin-pu tribe only enshrining and offer sacrifices to the pot, but not the gods. Depending on the records, the Gong- Xie is the place that interpreters meeting resolution in early stages.

Activities of Pin-Pu tribes
The stone deity, also called the pneumatic stone deity, located in the middle of the section 5 Muzha-road. The shaping is real and simple (industrial construction with folk religious objects) like simple and crude metro station stand in crack underground. It represents early rivers culture (pin-pu tribe) of Taiwan, having story of legends and the place of community’s faith. The extant capital construction nearby the stone deity and Muzha is abundantly. The sight-seeing spots and natural human resources linking are high, and could be one of public space in Taipei.
Social network system of Pin-Pu tribes

Pin-Pu Tribes

Diagram of social network relation

The difference in this design between former designs is that I played a role of a sociologist to involve in architecture design. Thus, I explicated the intention of the relation with every roles by social network relation of human.

Prototype

1 vs 1
族人透過尪姨占神位

Prototype

1 vs 多
族人透過尪姨祭祀神靈

Prototype

多 vs 多
族人彼此間的溝通討論

Prototype

多 vs 1
族人牽曲儀式

Prototype

A 祖靈
B 婦姨
C 族人
O 物件
--- 心靈連結
--- 肢體連結

RE_046m Under The Stone
王昭智 CHAO-CHIH WANG
The Hans

Process of sacrifice

Today

The Hans

Prototype

The transformation of relation of human
By diagram of social network relation, I found that the relationship between human and human or human and God would be changed as the period changed.

As a result of Hans immigration, the way that Pin-Pu tribes worship has changed.

It also reflects that the change of distance between human and God.

In the past, the distance between people and God was faraway.

It could only worship with the third party, such as witch.

But in Today, the distance between people and God is nearly, people can directly pray for blessing in front of the God sculpture.

**Classification of Relation of Social Network**

社会網絡

空間中 A-C關係  A-C關係 (人神)

視覺連結

第一者介面

視覺連結 嗅覺連結

第三者物介面

視覺連結 嗅覺連結

無介面

空間中 C-C關係  C-C關係 (人人)

視覺連結 嗅覺連結

連結度強 無個體

視覺連結 嗅覺連結

連結度低 個體模糊

視覺連結 嗅覺連結

無連結 個體明確

公麋中社會網絡發展之間的關係

Relation of Social Network in GONG_XIE
Transformation of Sacrifice

The transformation of interface

Social network

Relation of social network in different phase
**Transformation of Social Structure**

The rainfall of Jing-Men River in different seasons leads to the diverse water levels; therefore, we make use of the meaning of these diverse levels to symbolize the size of the territory. This relationship also reflects the distance between "people and people" and "people and god" in different phases.
**Strategy of Space**

**Territory**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Territory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent</td>
<td>影響範圍大小關係</td>
</tr>
<tr>
<td>Always</td>
<td>影響範圍大小關係</td>
</tr>
<tr>
<td>Temporary</td>
<td>影響範圍大小關係</td>
</tr>
</tbody>
</table>

**C-C distance strength**

<table>
<thead>
<tr>
<th>C-C distance strength</th>
<th>A-C distance strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Humans)</td>
<td>(Humans)</td>
</tr>
</tbody>
</table>

**Different Water Mark of Jing-Mei River**

水位高低影響空間內的時空間性

空間反映社會關係

角色距離強度

空間可反映社會網絡的歷史演變

**The Spacial Strategy**
Strategy of spatial sequence

Phase 1

Phase 2

Phase 3
DEFINITION OF EACH Layer

THREE SPACIAL LAYER

There are three special character which are religious, artificial, and natural are composited in this site. Therefore, I apply the three character which are presented by water-mark of different phase in this landscape.
<Inbreeding Progress>

Experience of Spacial Composition

There are three special characters which are religious, artificial, and natural are composed in this site. Therefore, I apply the three characters which are presented by water-mark of different phase in this landscape.

<Developing Process>

Prototype
This diagram represents the three spacial character composing in one space. There are three layers are combined in this model renderings.

Religious layer

Bike

Pedestrian

Artificial layer

Natural layer

Conceptual model of three spacial character

Conceptual model of spacial impression
<INBREEDING PROGRESS>

Plan

Perspective  Displacement  Original situation  Dig the ditches

Plan

Natural layer  Artificial layer  Religious layer

Perspective
A characteristic of a process or state that can be maintained at a certain level indefinitely. In this three spacial environmental usage, refers to the potential longevity of vital human ecological support systems, such as the planet's climatic system, systems of agriculture, industry, forestry, and fisheries, and human communities in general and the various systems on which they depend.
Completion of transformation of three phrase

Phase 1

Phase 2

Phase 3

Transformation of religious zone

Religious

Religious

Religious

Bike

Pedestrian

RE_046m Under The Stone

王昭智 CHAO-CHIH WANG
THE STONE PARK

Completion of spacial section

Perspective renderings of sacred area

Direction of Sacred  Mountain  Water  View

Longitudinal section of sacred area
<PERSPECTIVE RENDERINGS>

<Exploded section>

<View of +0m>

<View of +6m>

<View from reservoir>
Completion of Architectural Expression

PLAN OF MAIN SACRED AREA

Mountain
Reservoir
Stream
Space of main sacred

RE_04 6m Under The Stone
CHAO-CHIH WANG
Model manufacture
Introduction of Course

Weaving parameter surface is a course which teaches us how to create a model by adjusting the mathematical parameter. In this course, firstly we should use a mathematical software and experiment with several mathematical formula to create a conceptual surface. In the final review, our physical model should be manufactured by computer aided tools. There are several processive experimentation with CAM and CAD technology in this character.
RE_05

RE_Weaving
Weaving Surface

Project  05
Duration  03 2007 - 07 2007
Advisor   Chun-Hao Hou

The weaving skeleton
Observation of Spiderweb

Spider is the totem animal for writers, who spin their wondrous webs with words. In the spirit of Spider, SpiderWeb Press is dedicated to excellence in fanfiction, enhanced by professional-quality art.

Analysis of Weaving Construction

Configuration of Spiderweb
\[ f := \text{FRAME} \]
\[ t := \frac{\pi \cdot f}{16} \]

\[ G(u, v) = \begin{cases} 
10 \cdot \sin(u) \cdot \log(e^v) \\
10 \cdot \cos(u) \cdot \log(e^v) \\
\cos(t)
\end{cases} \]
Animation of Weaving Construction

Simulation of Spiderweb in Software

Formula Parameter
Completion in Software

Morphing configuration
Experiment with CAM

Construction II

U vector

V vector

Unfold

Experiment with CAM II

Construction II

Top view

Pile-up
Process of Manufacture

Constructional system

Plot to laser cutting
Completion of model

模型完成
Introduction

Re cords of Competition is a chapter which records what ever I probably participated in competition between the two years. Not only architectural competition, I were participating what others about design competition including T-shirt, graphic, even exhibition in Taipei museum of modern art.
RE_ 06

RE_Cords of Competition

Duration <07 2006 - 07 2008

The proceedings of competition
Participated Competition

Taiwan Architectural Magazine
International "Container" competition
Architectural design competition
Excellent work
H-gen
Partner Dutch KU
Gunoo Lin

RE_06 H-gen Strong Berry
Chao-Chih Wang
Participated Competition

< NCKU Hospital Wall Competition

< IFLA International Student Competition

RE_06 H-GEN Strong Berry
Chao-Chih Wang
Strong Berry
If you don't give it a shot how can you know how strong we are?

TAIPEI Museum of contemporary art
"strawberry" Generation
Graphic design competition

Excellent work
Strong Berry
Participated Competition

International T-shirt Competition
Drawing your style

Foundation of Hui-Fu LD Memorial T-shirt
Every face, Every Day
Participated Exhibition

Virtual Ando

Architectural Building in Virtual Reality Cave