

SPECTRUM™

Architecture for the Digital Age

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IMAGES

FILMS

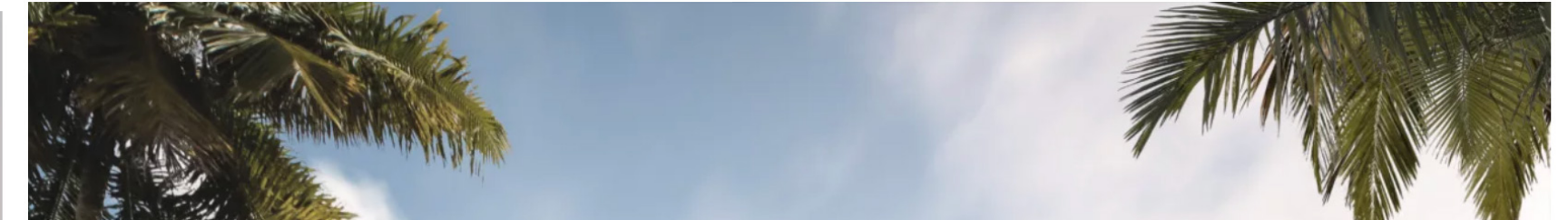
INTERACTIVE



IMAGES

FILMS

INTERACTIVE







**AVANTIA**



**APRÈS IA**









**AVANTIA**



**APRÈS IA**















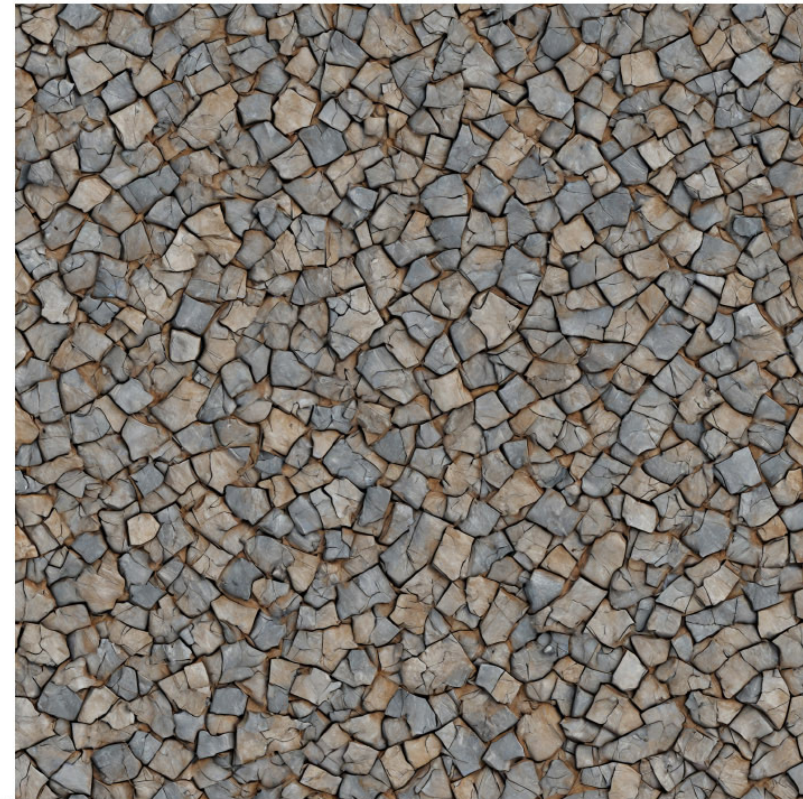




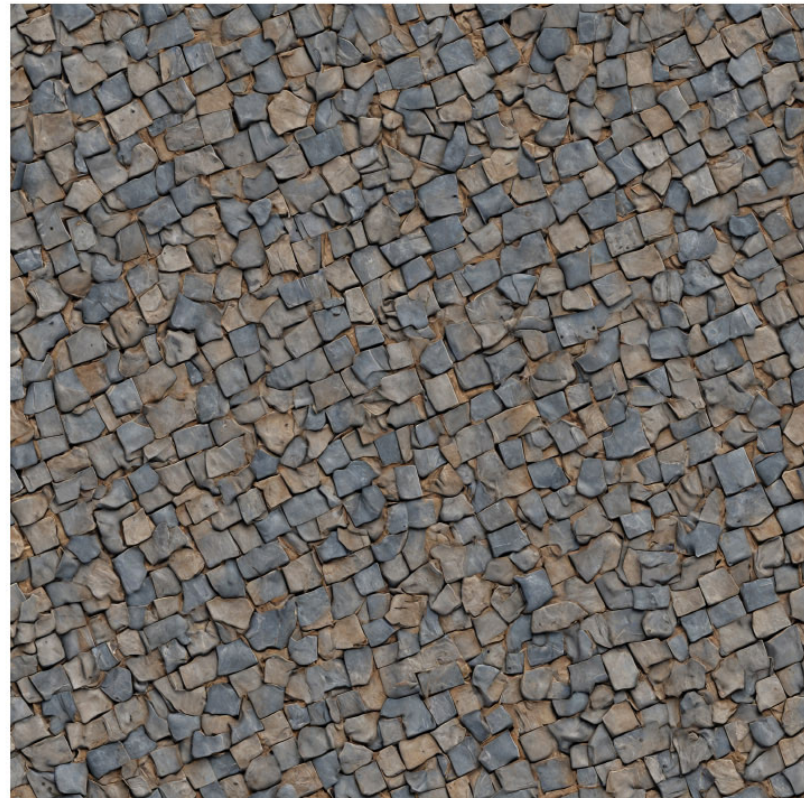
1008-pavel, top view, photography tileable te-juggernautXL\_v9Rdphoto2Lightni...



1008-pavel, top view, photography tileable te-juggernautXL\_v9Rdphoto2Lightni...



1009-pavel, top view, photography tileable te-juggernautXL\_v9Rdphoto2Lightni...



1009-pavel, top view, photography tileable te-juggernautXL\_v9Rdphoto2Lightni...



1010-granit pavel, top view, photography tile-juggernautXL\_v9Rdphoto2Lightni...



1010-granit square and rounded pavel, top vie-juggernautXL\_v9Rdphoto2Lightni...



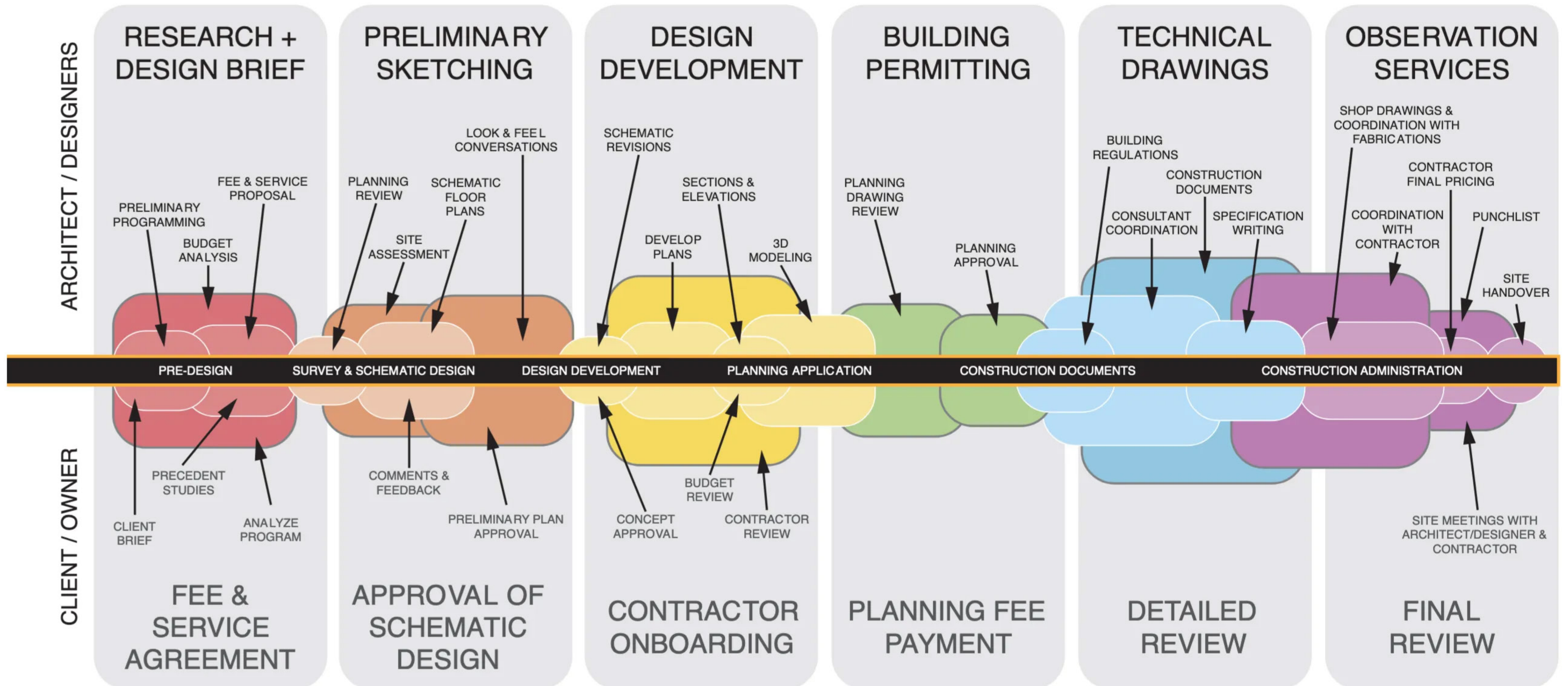
1010-granit square and rounded pavel, top vie-juggernautXL\_v9Rdphoto2Lightni...



1010-granit square pavel, top view, photograp-juggernautXL\_v9Rdphoto2Lightni...

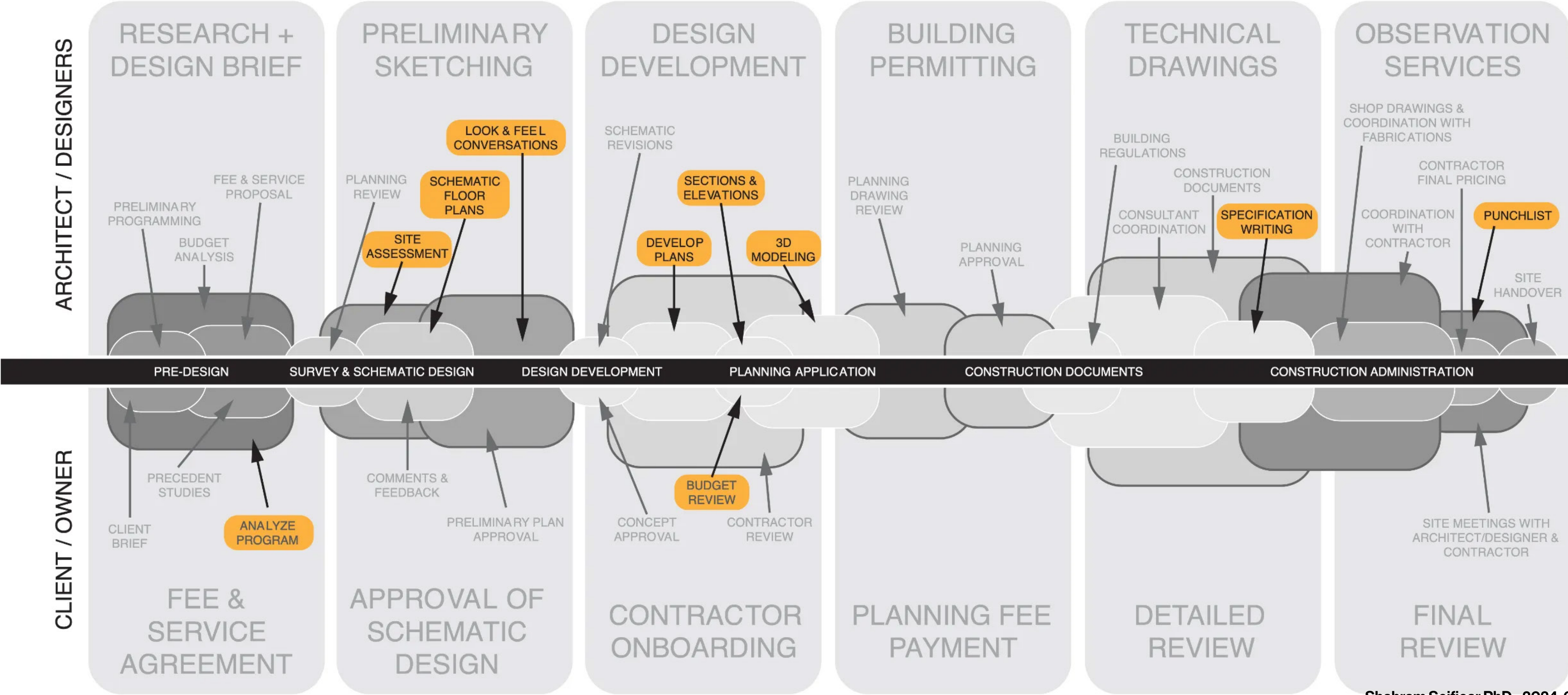
# PROCESS ARCHI

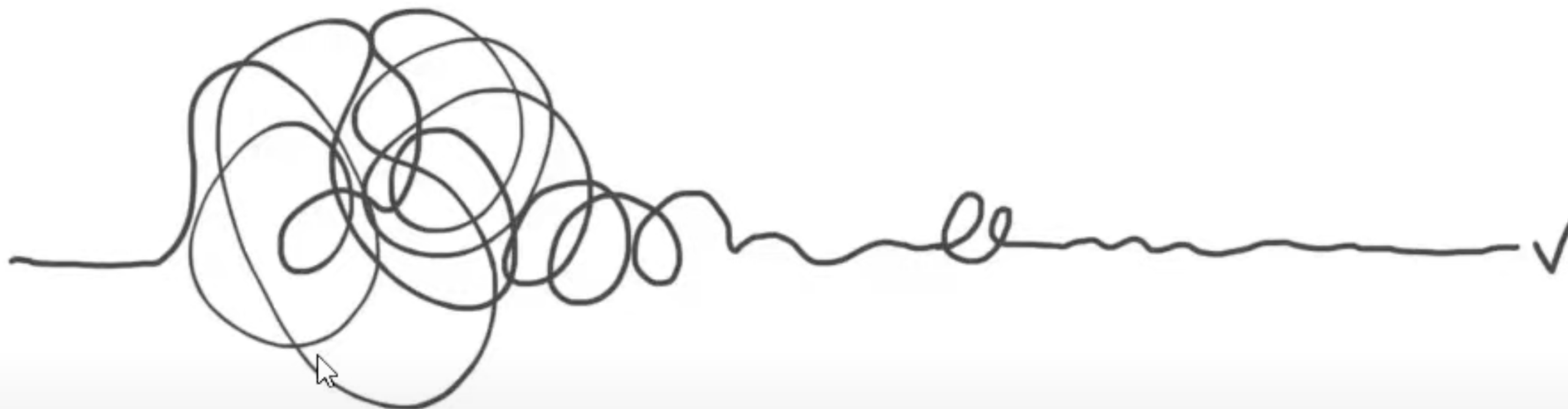
# 6 Phases of the Architectural Design Process



# AI in Architecture: Integration Into Design Process

 ARTIFICIAL INTELLIGENCE





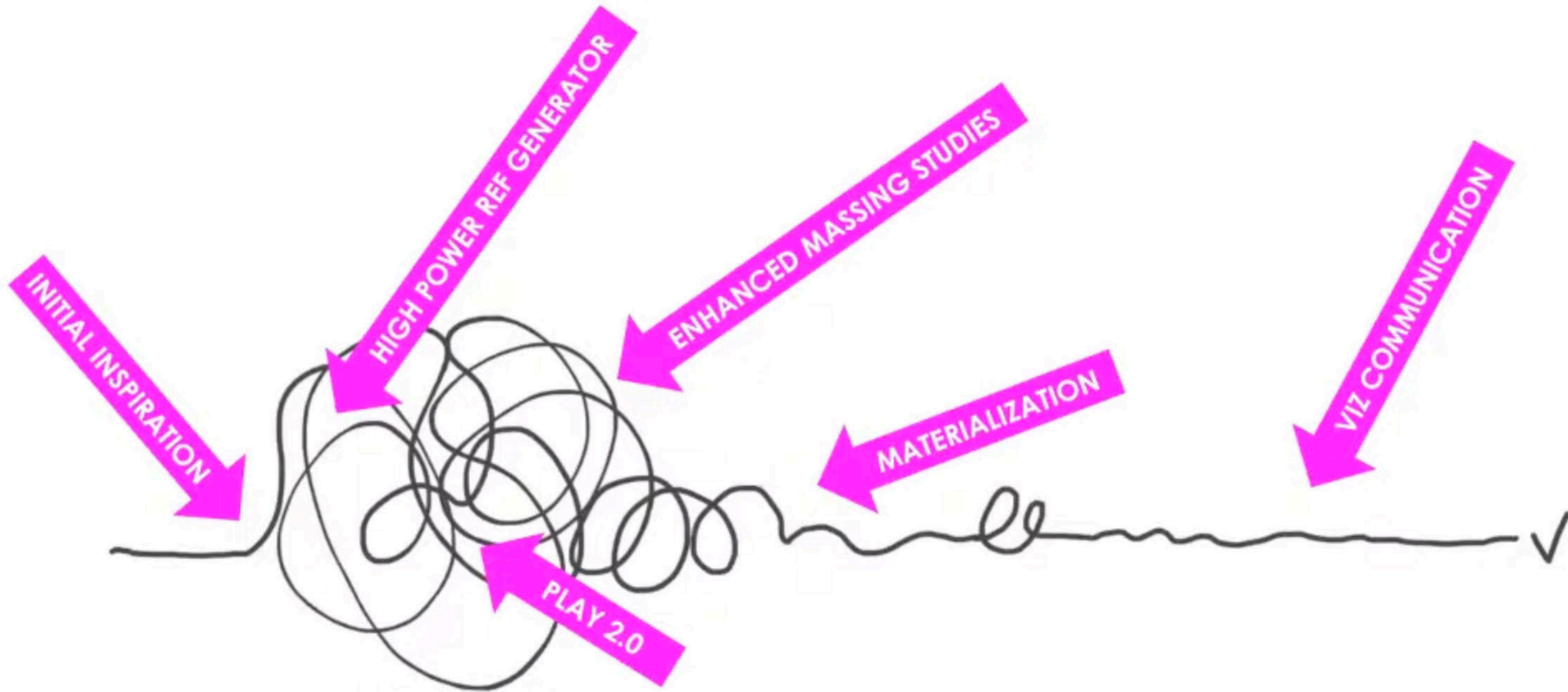
**PROJECT  
START**

**CONCEPT  
DEVELOPMENT**

**SCHEMATIC  
DESIGN**

**DESIGN  
DEVELOPMENT**

**CONSTRUCTION  
DOCUMENTATION**



**PROJECT  
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**CONCEPT  
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**SCHEMATIC  
DESIGN**

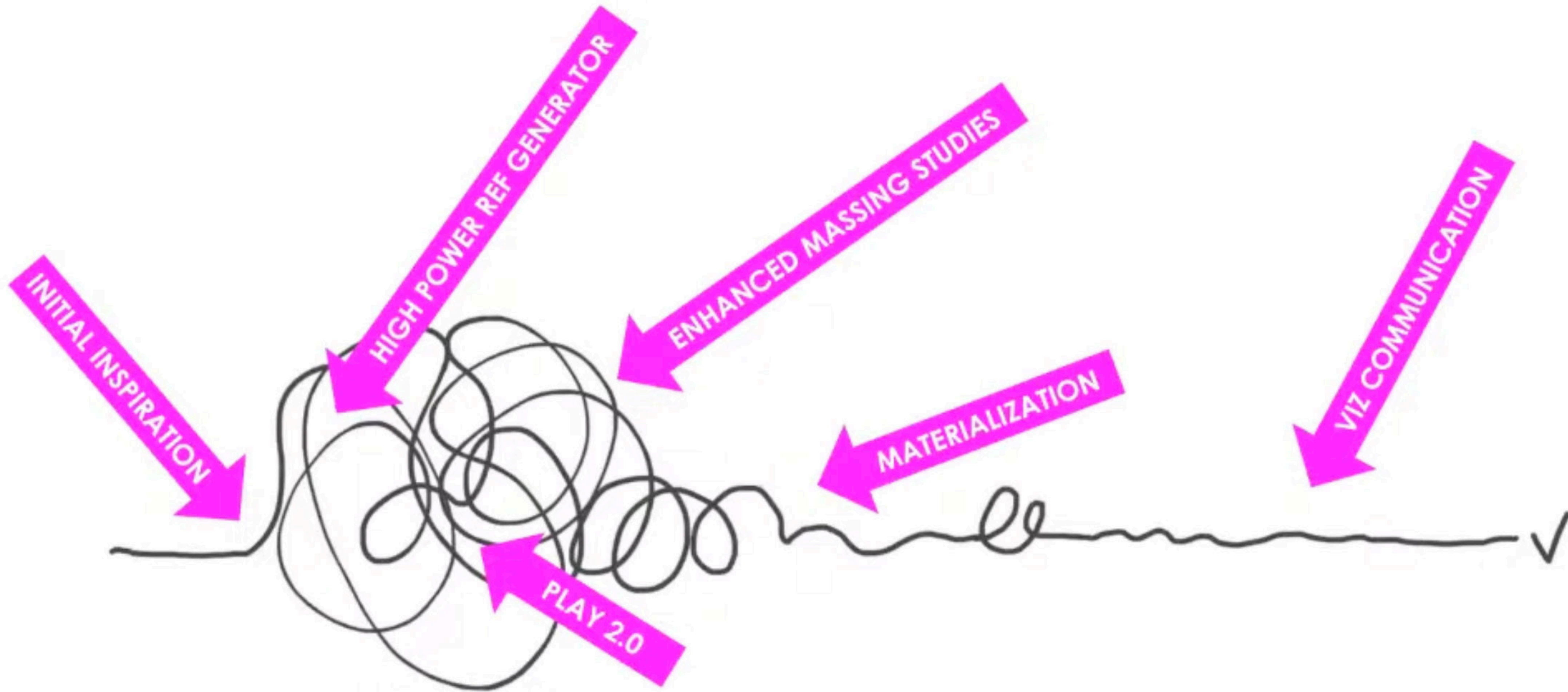
**DESIGN  
DEVELOPMENT**

**CONSTRUCTION  
DOCUMENTATION**









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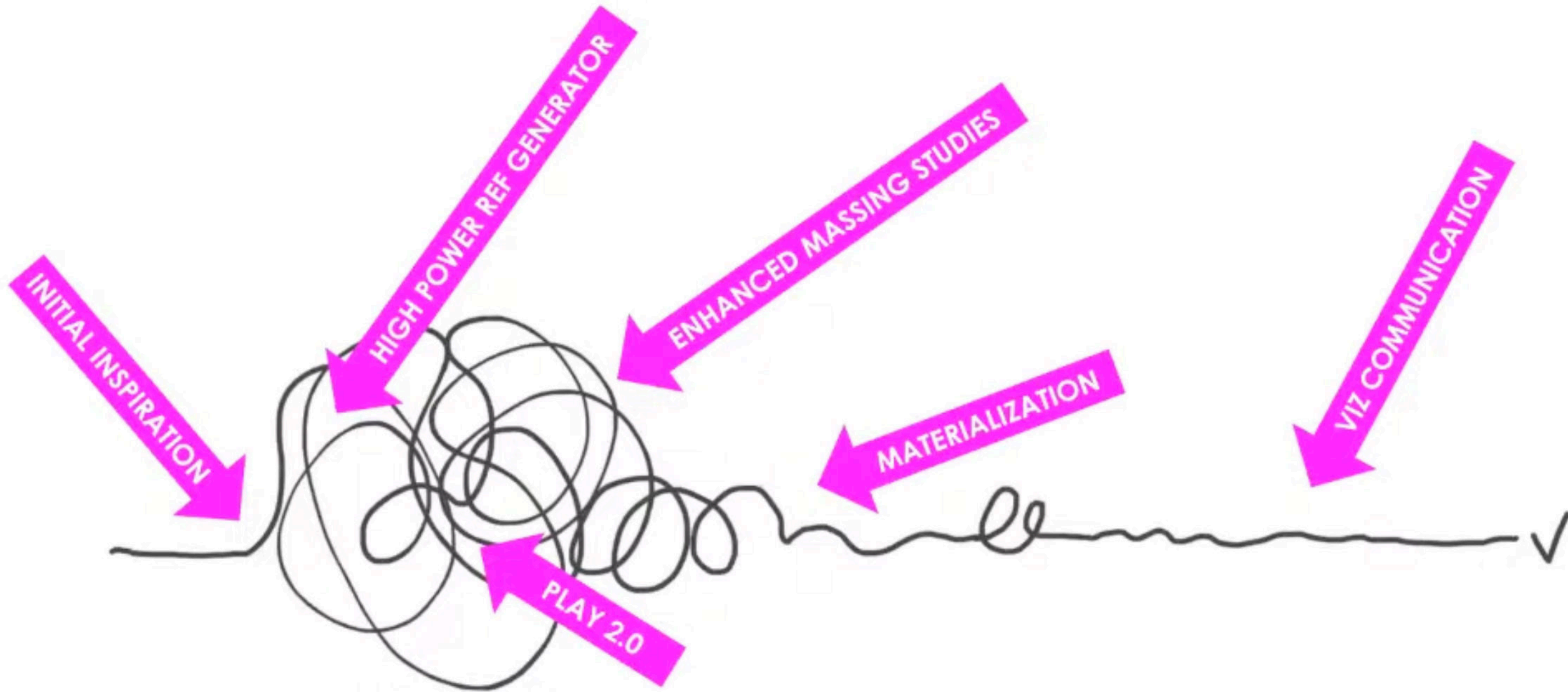
L'image montre une façade de bâtiment moderne avec une architecture contemporaine. La façade est composée de panneaux verticaux multicolores dans des tons de rouge, orange et beige, créant un effet de texture et de profondeur. Les fenêtres sont encadrées par des structures en saillie qui forment des caissons rectangulaires, ajoutant du relief à la façade. Chaque fenêtre est équipée de balcons en verre transparent, donnant un aspect élégant et épuré. Le ciel bleu clair en arrière-plan contraste avec les couleurs et les lignes géométriques du bâtiment, accentuant son style moderne et innovant.



## ChatGPT - Image to text to Image

L'image montre une façade de bâtiment moderne avec une architecture contemporaine. La façade est composée de panneaux verticaux multicolores dans des tons de rouge, orange et beige, créant un effet de texture et de profondeur. Les fenêtres sont encadrées par des structures en saillie qui forment des caissons rectangulaires, ajoutant du relief à la façade. Chaque fenêtre est équipée de balcons en verre transparent, donnant un aspect élégant et épuré. Le ciel bleu clair en arrière-plan contraste avec les couleurs et les lignes géométriques du bâtiment, accentuant son style moderne et innovant.





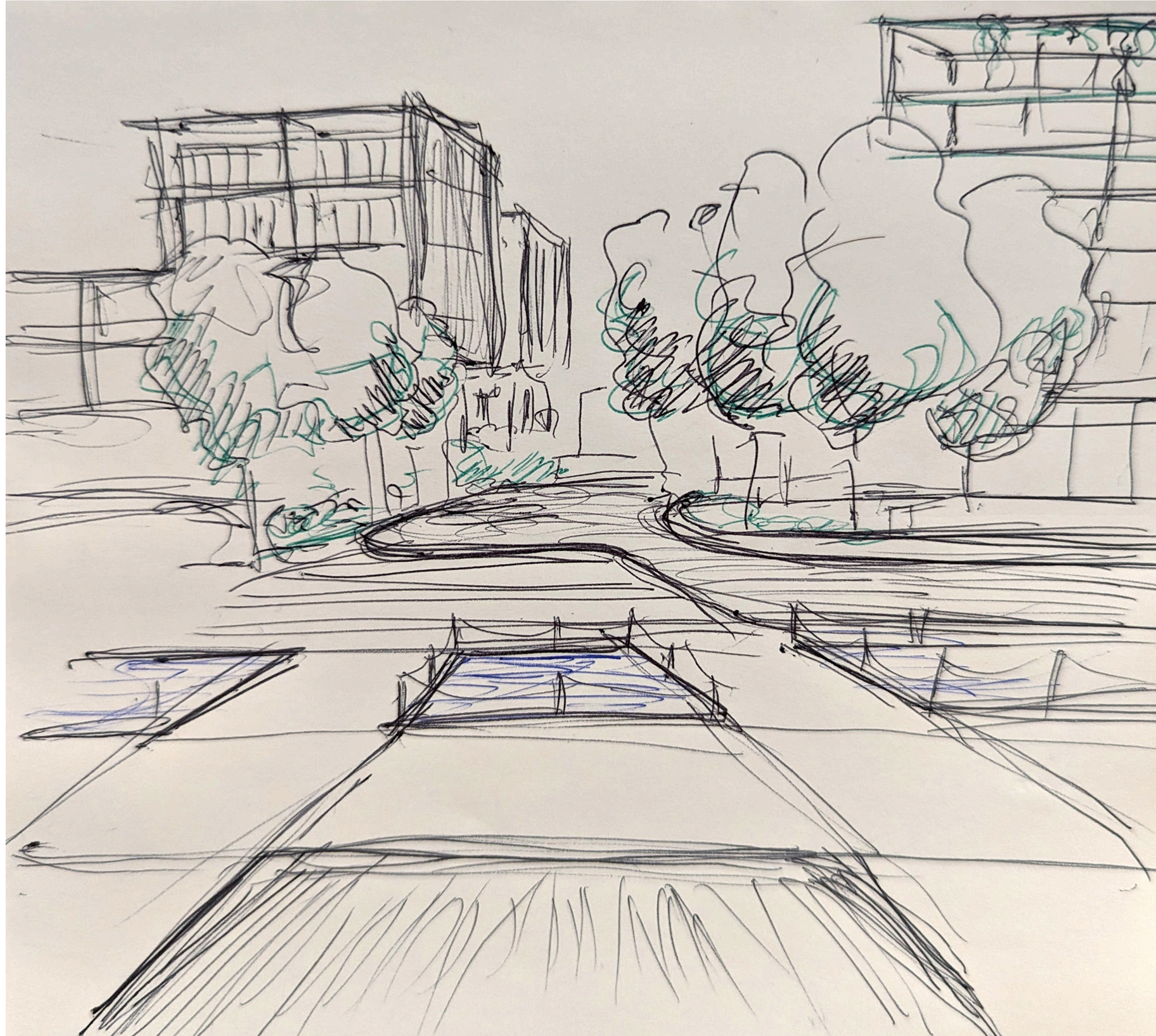
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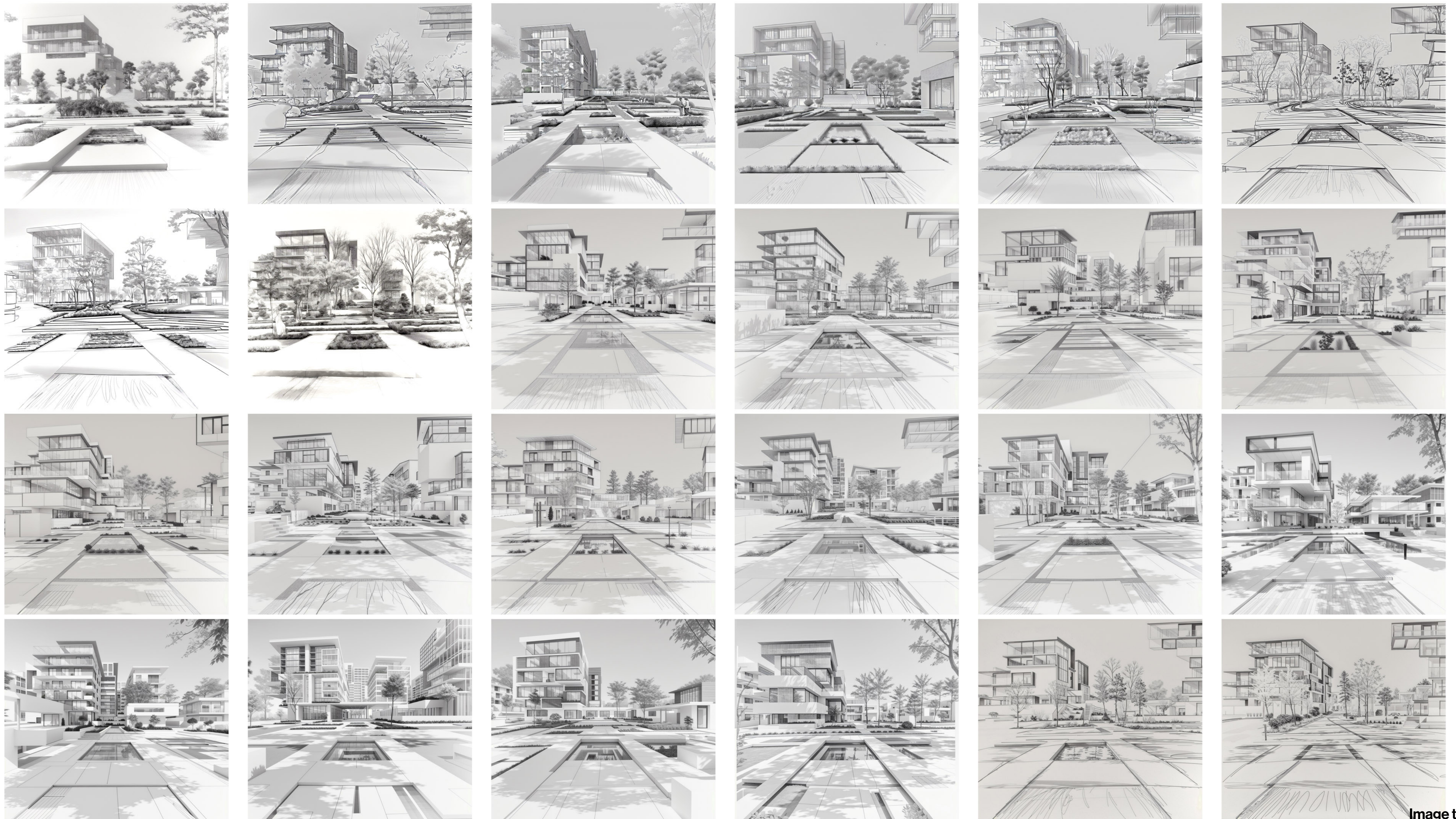
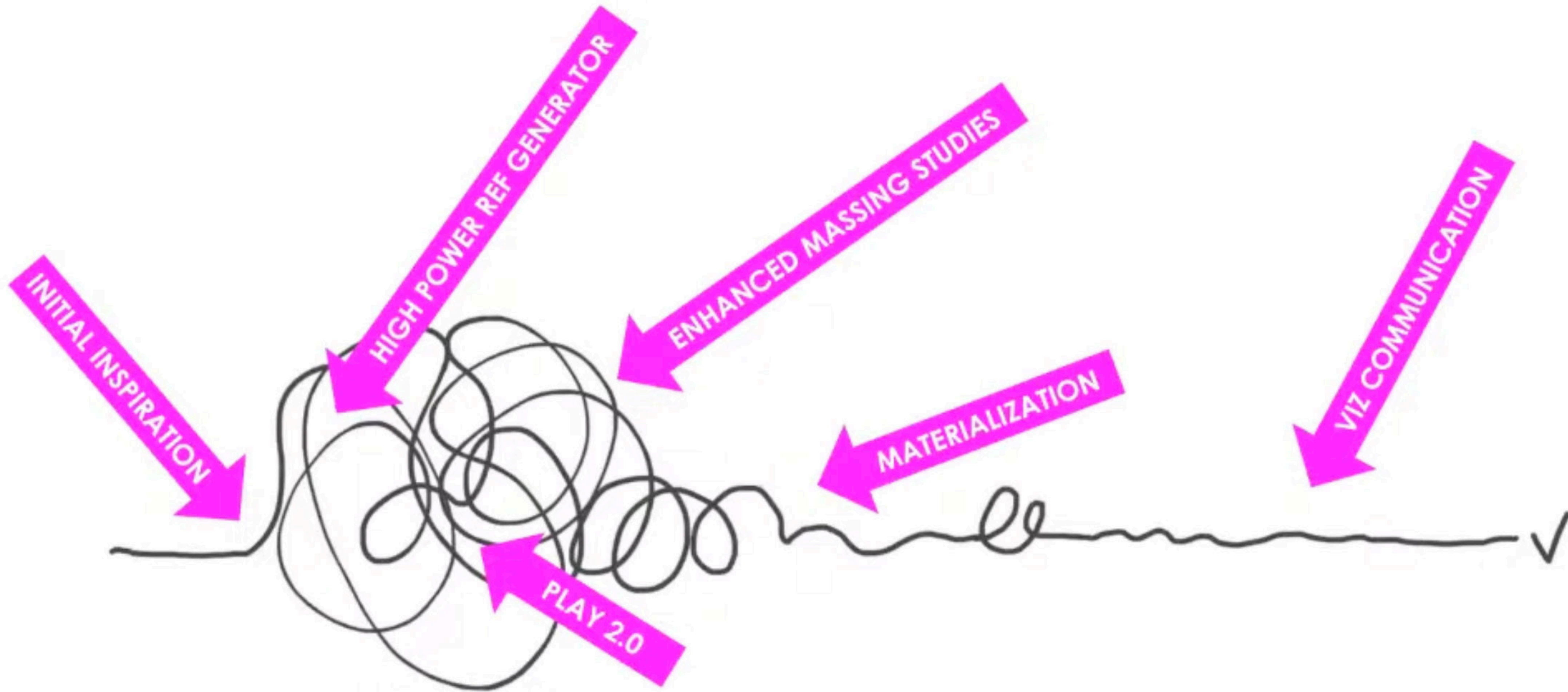


Image to Image  
Control Net - Stable Diffusion



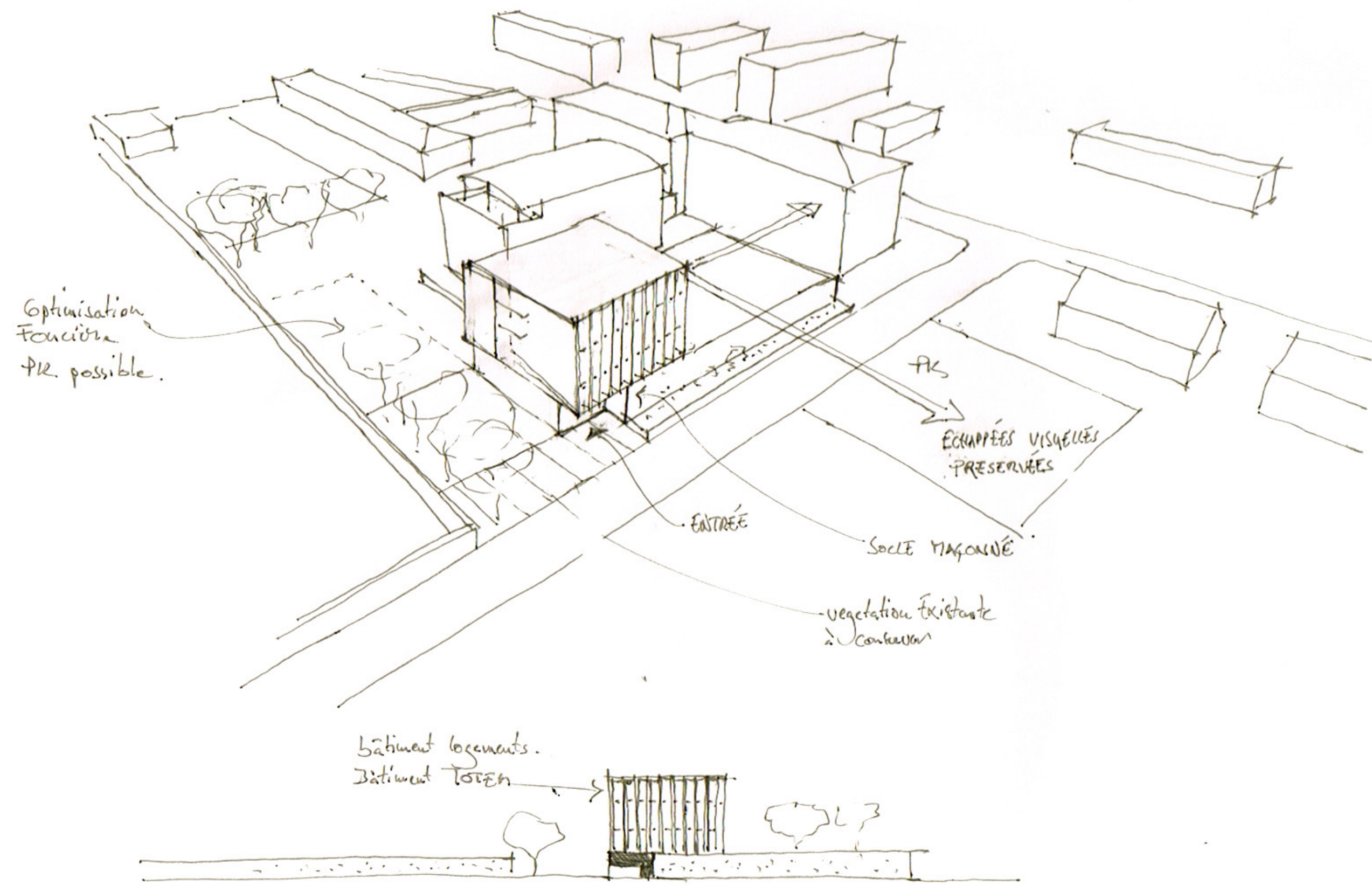
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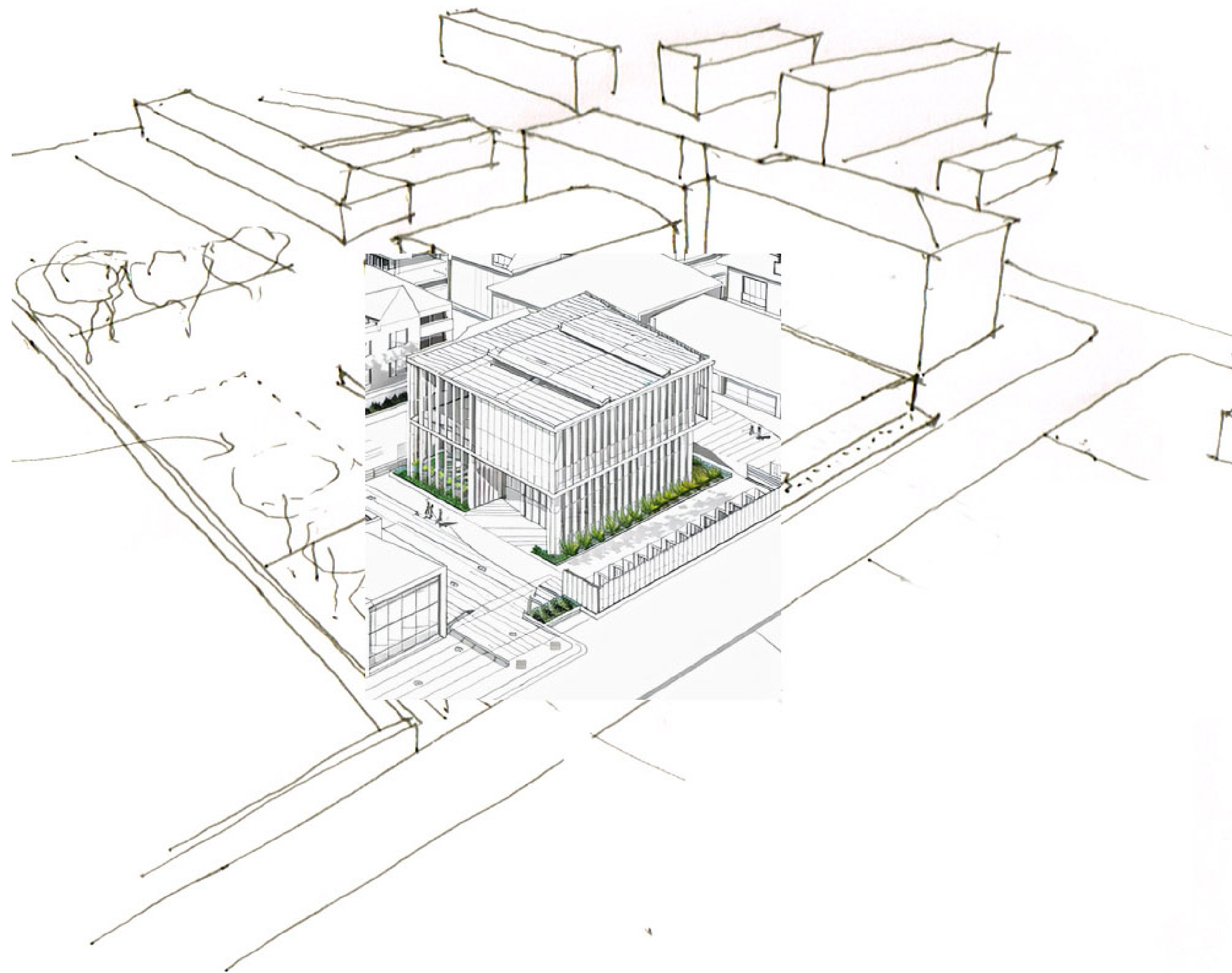
**SCHEMATIC  
DESIGN**

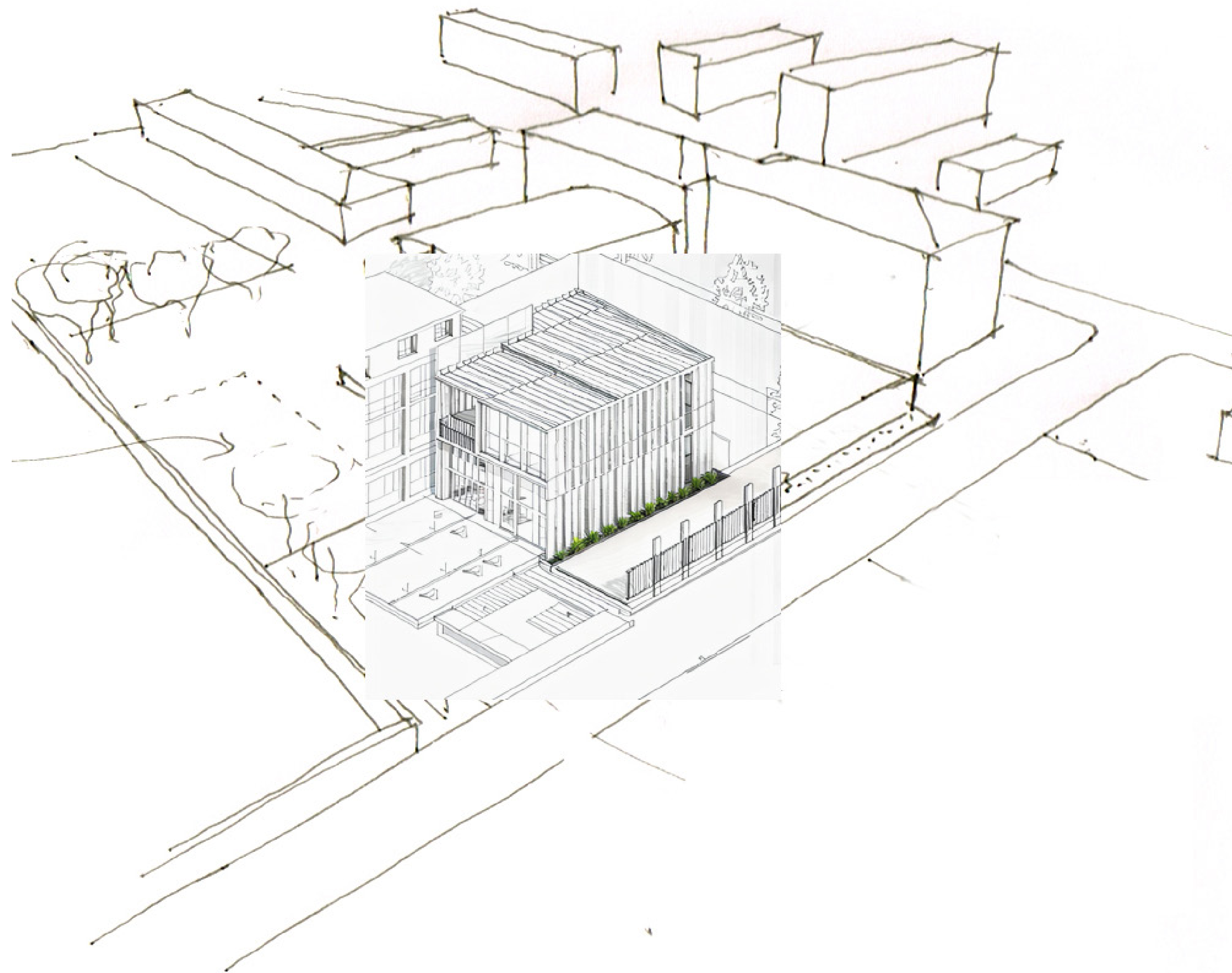
**DESIGN  
DEVELOPMENT**

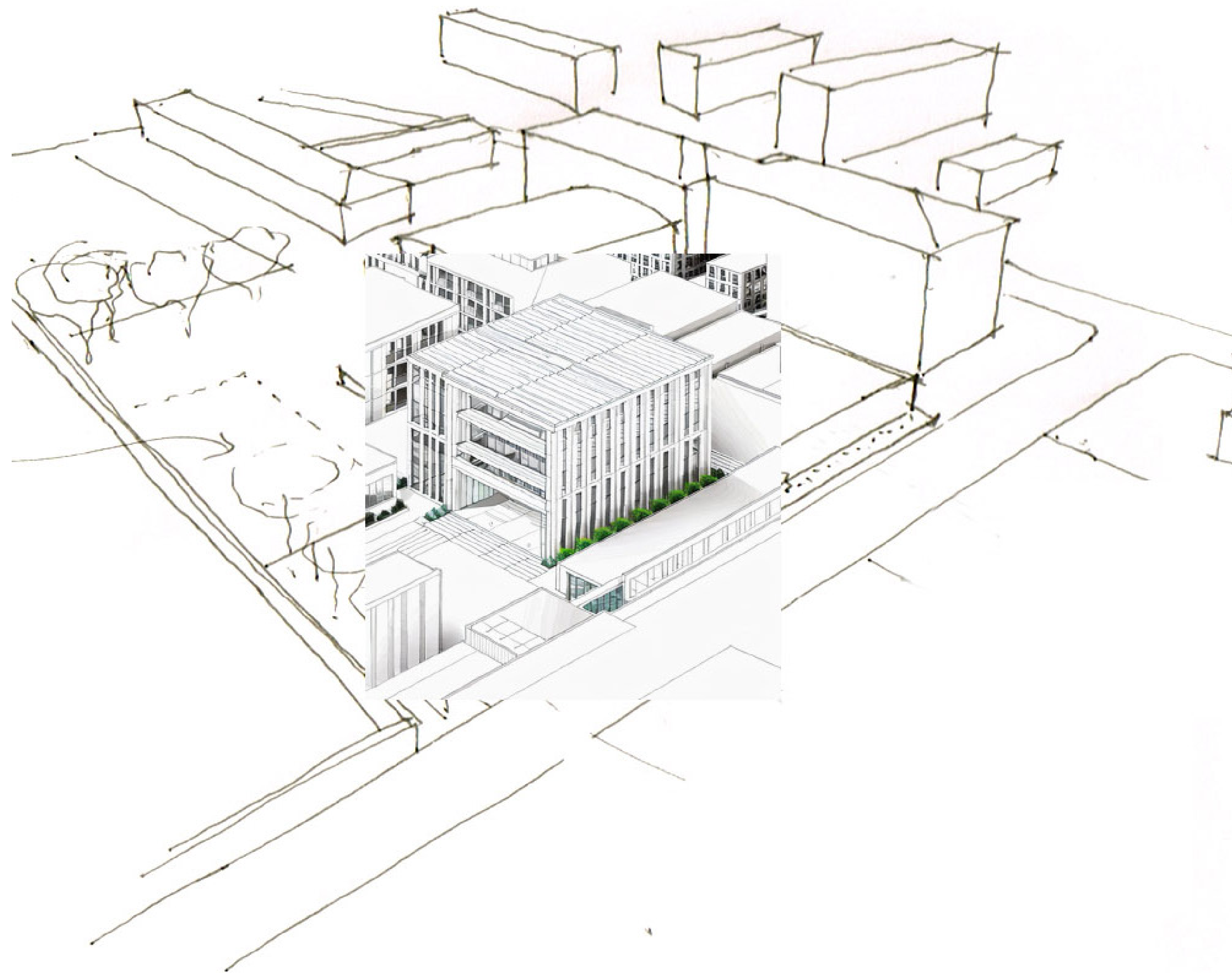
**CONSTRUCTION  
DOCUMENTATION**

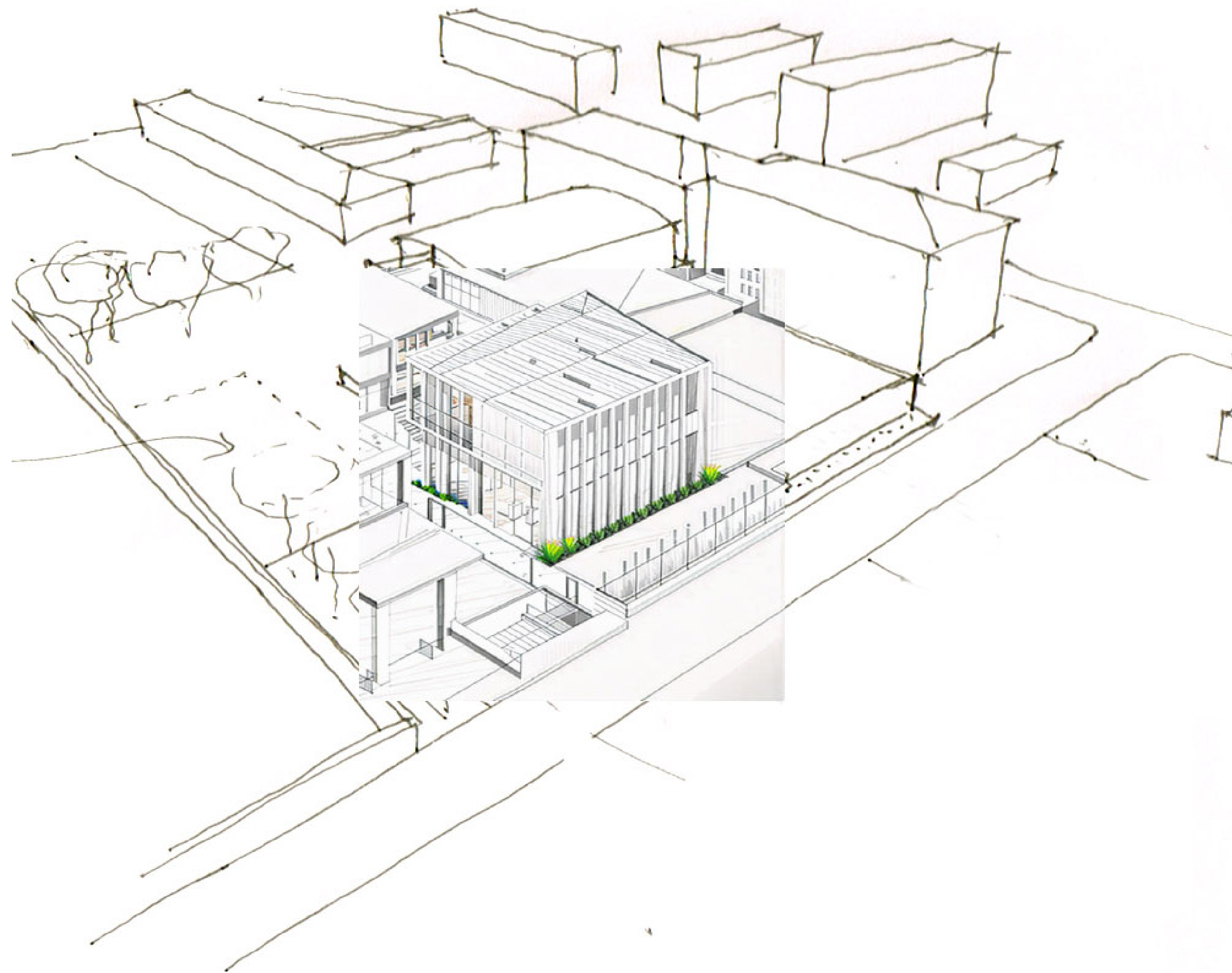


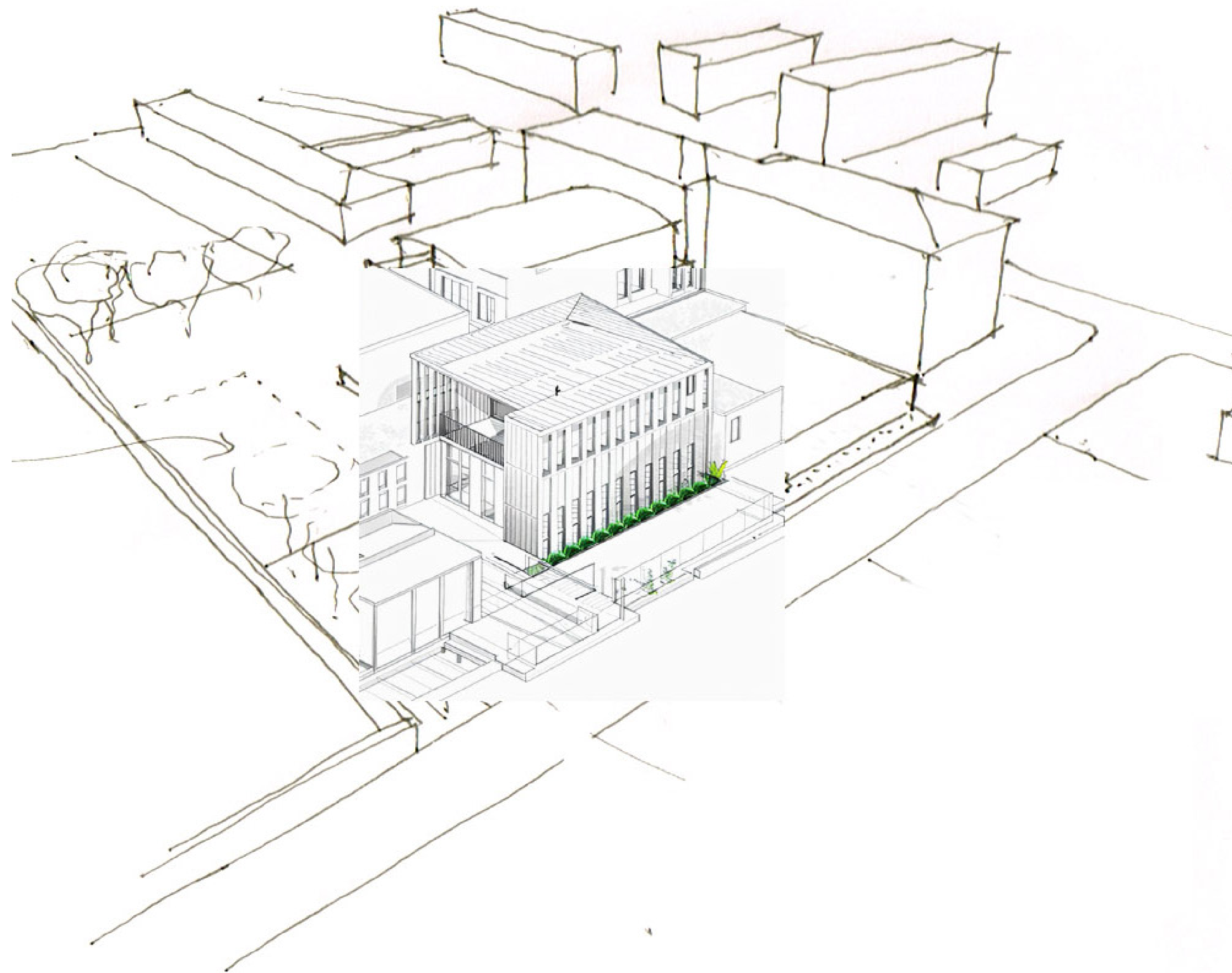
La verticalité des logements fait contraste avec l'horizontalité de la maison de santé  
 ↳ Signal urbain recherché → identifie la séquence d'entrée  
 Soubassement pierre → continuité du mur d'entrée du cimetière.  
 Super structure des logement en bois → contraste recherché d'ito maisons à colombage.



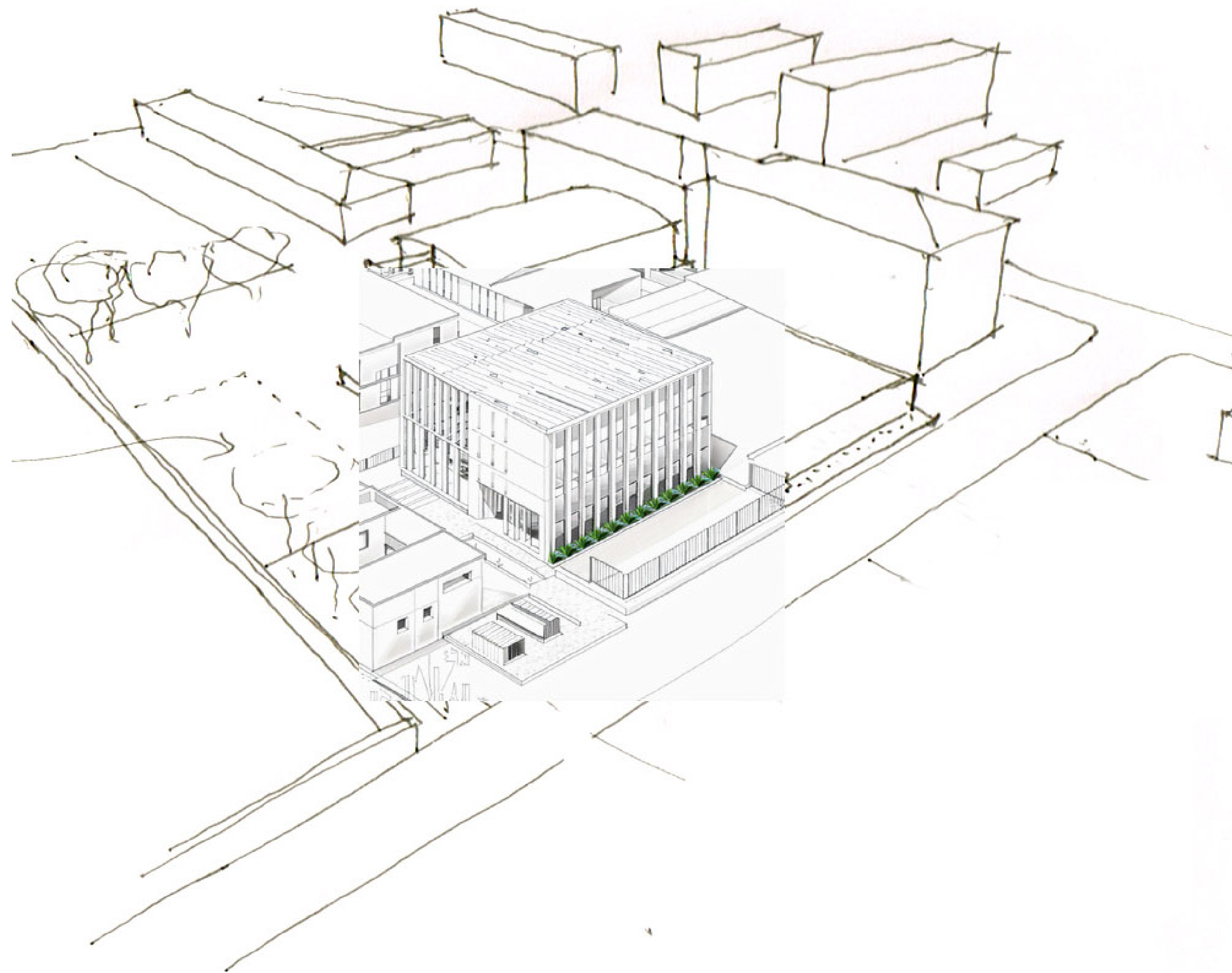


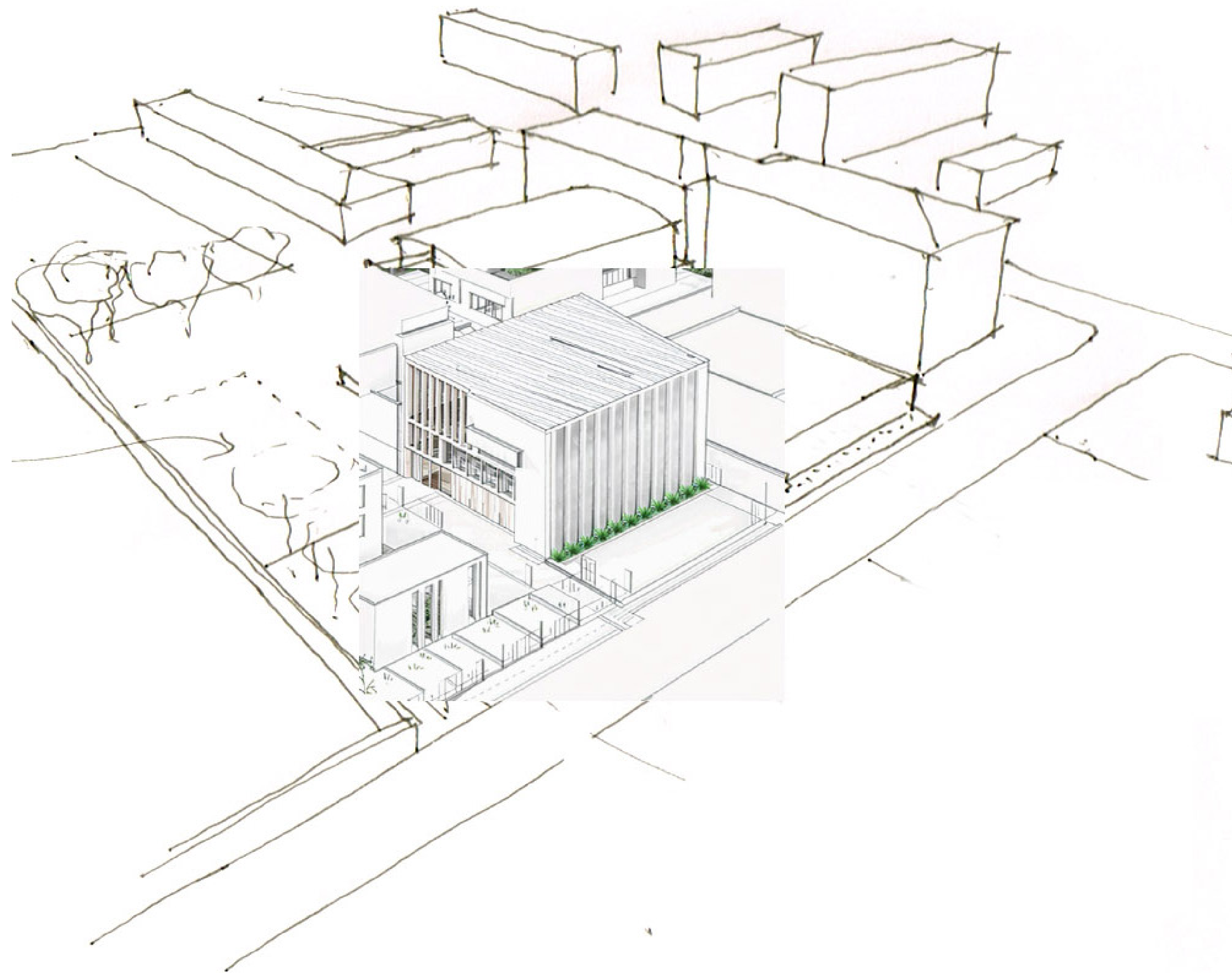


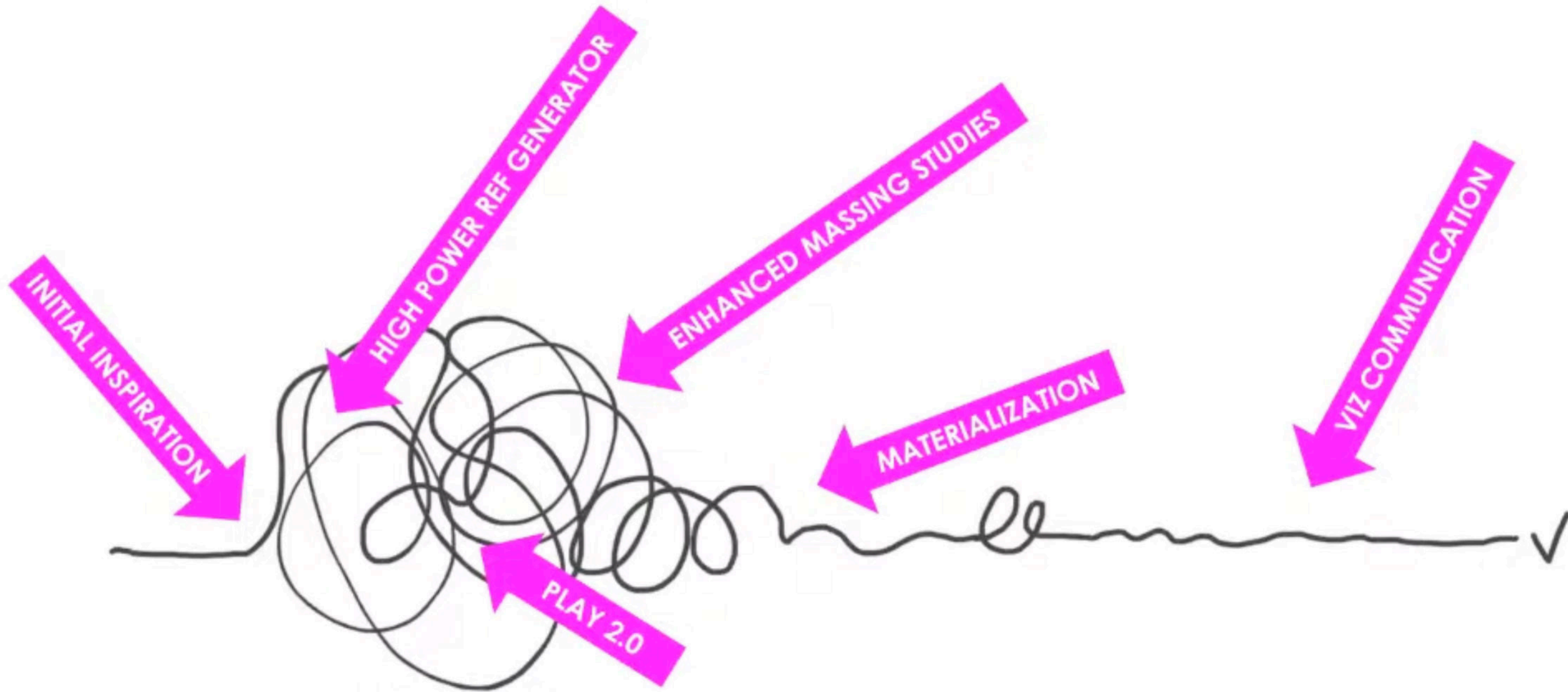












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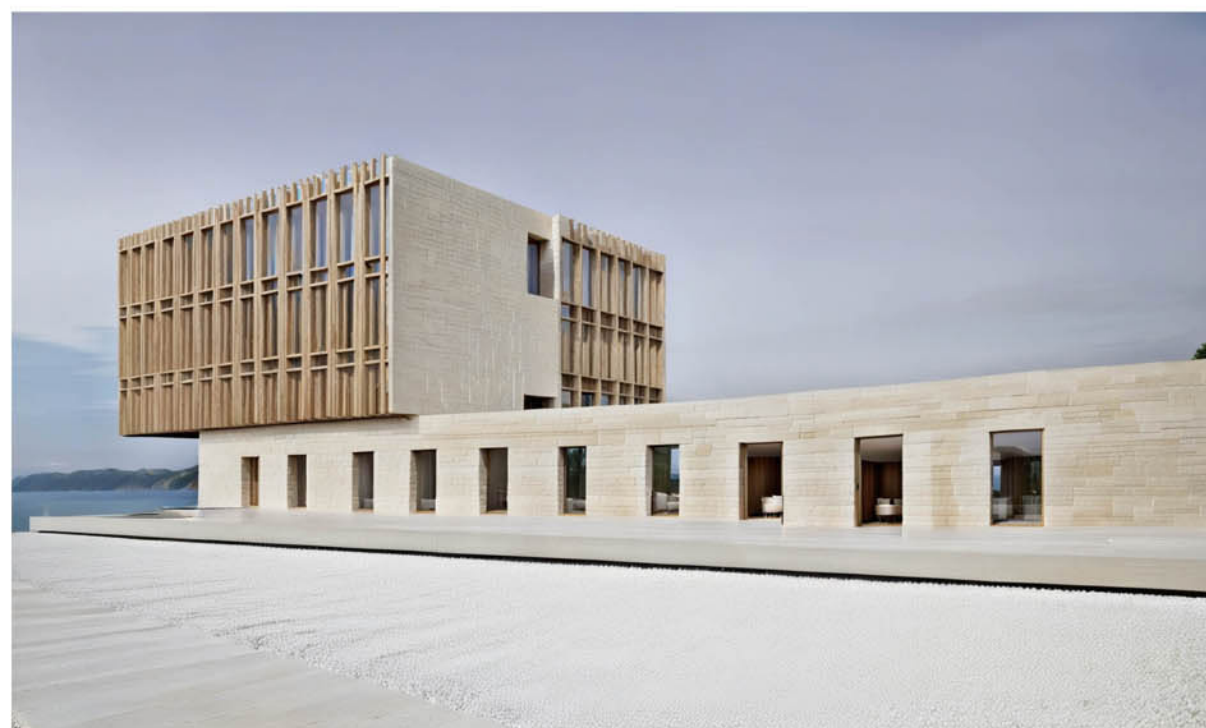
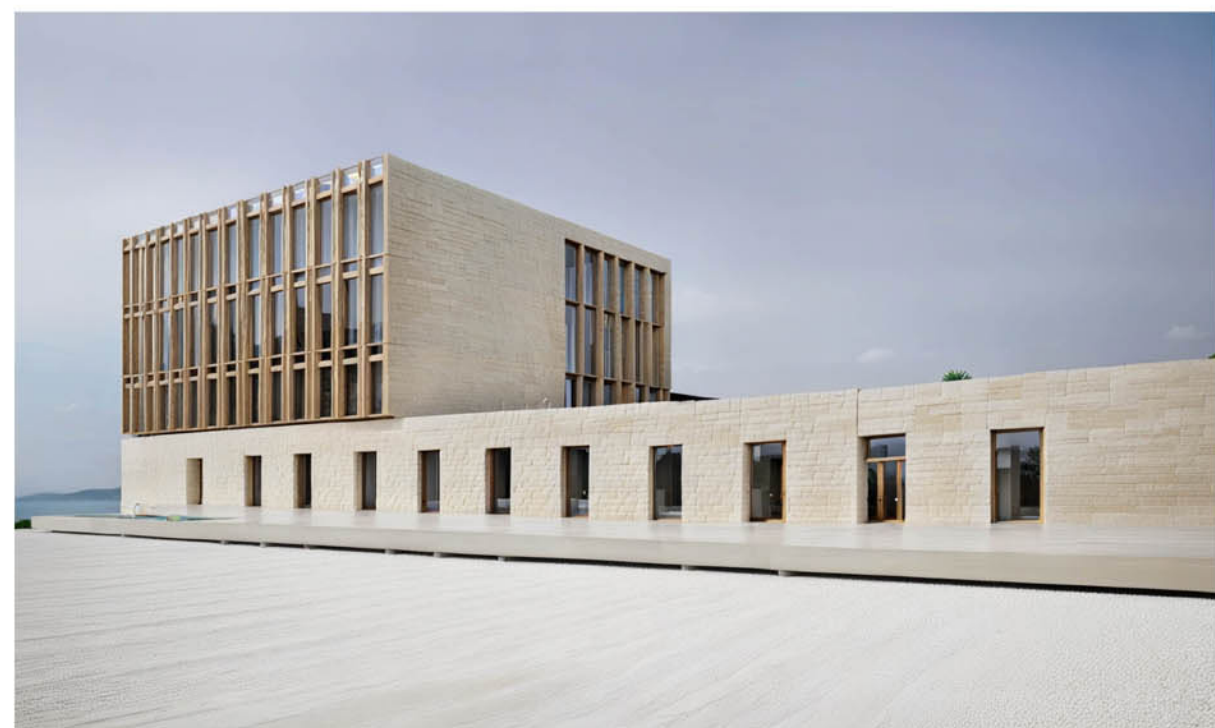
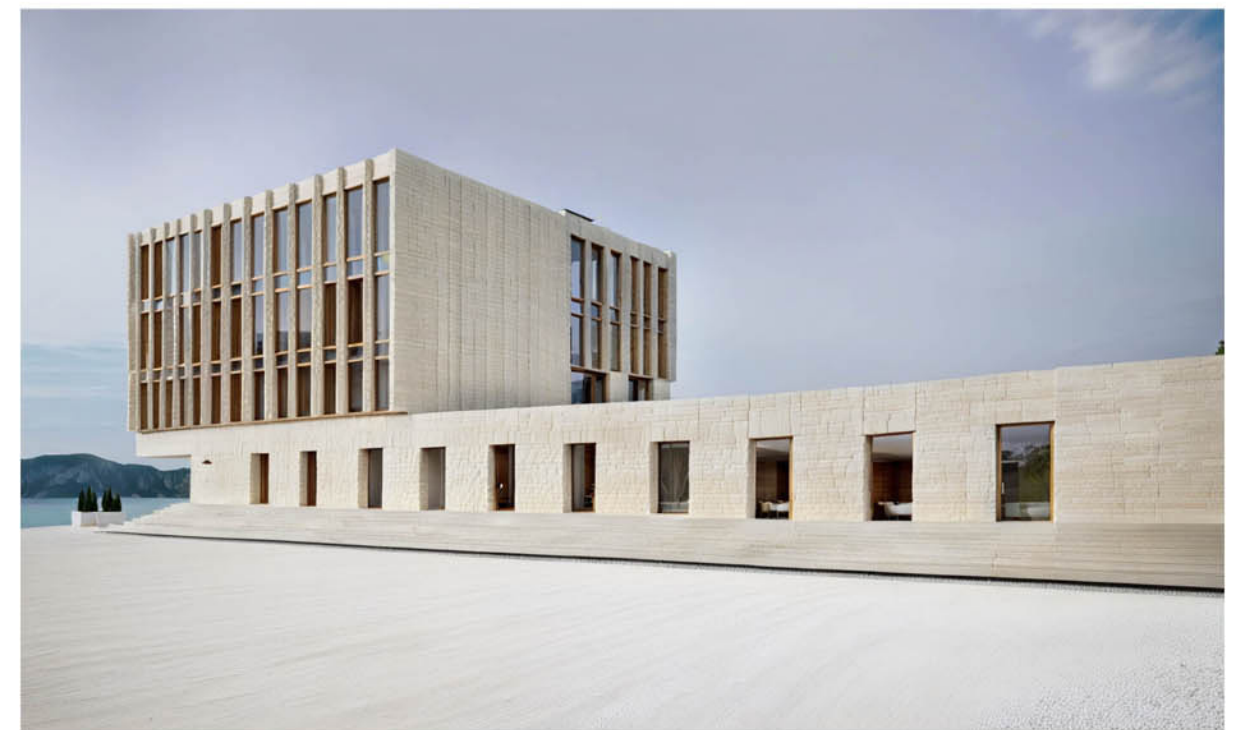


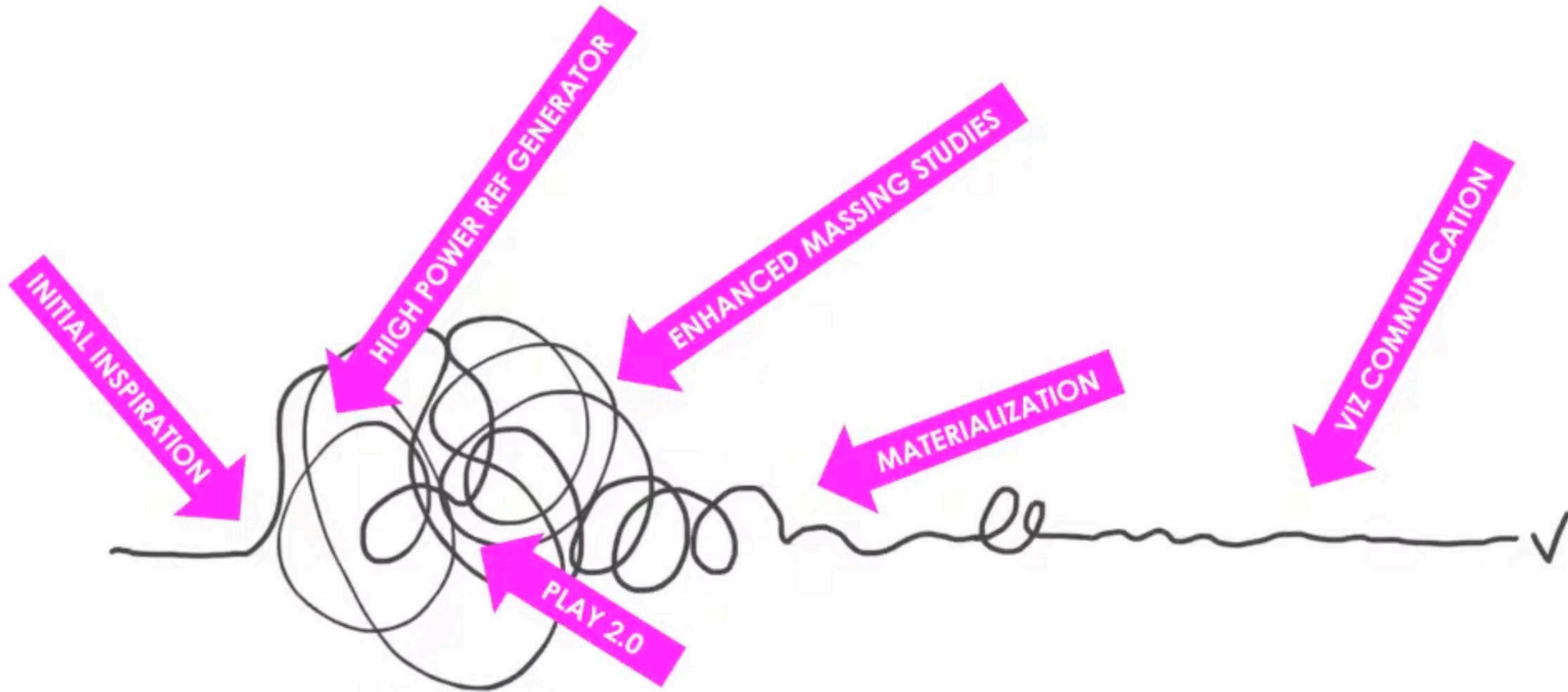












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Après IA

Stable Diffusion  
Magnific AI



**Avant IA**



Après IA

Stable Diffusion  
Magnific AI

**SUBJECT**

**ENVIRONMENT**

**LIGHTING**

**COLOR**

**MOOD**

**COMPOSITION**

**STYLE +  
AESTHETIC**

towering structures  
architectural landmarks  
modern skyscrapers  
iconic skyscrapers  
tall towers

forest  
hardscape  
indoor  
outdoor living  
outdoor garden  
french garden  
paris  
tokyo  
organic garden

volumetric light  
god rays  
bright  
soft light  
warm light  
cool light  
dark  
back light  
edge light

bright red  
soft pink  
yve klein blue  
fuchsia  
pink  
deep blue  
dark blue  
green  
bright green

gloomy  
bright  
fresh  
fun  
exciting  
happy  
sad  
scarey  
impressive

eyelevel  
human perspective  
side view  
front view  
elevation  
panorama  
360 shot  
15mm

photograph  
line art  
sketch  
hyperrealism  
doodle  
comic style  
gesture drawing  
abstraction  
drawing



## 10 spotlighted AI designers of 2023



























































































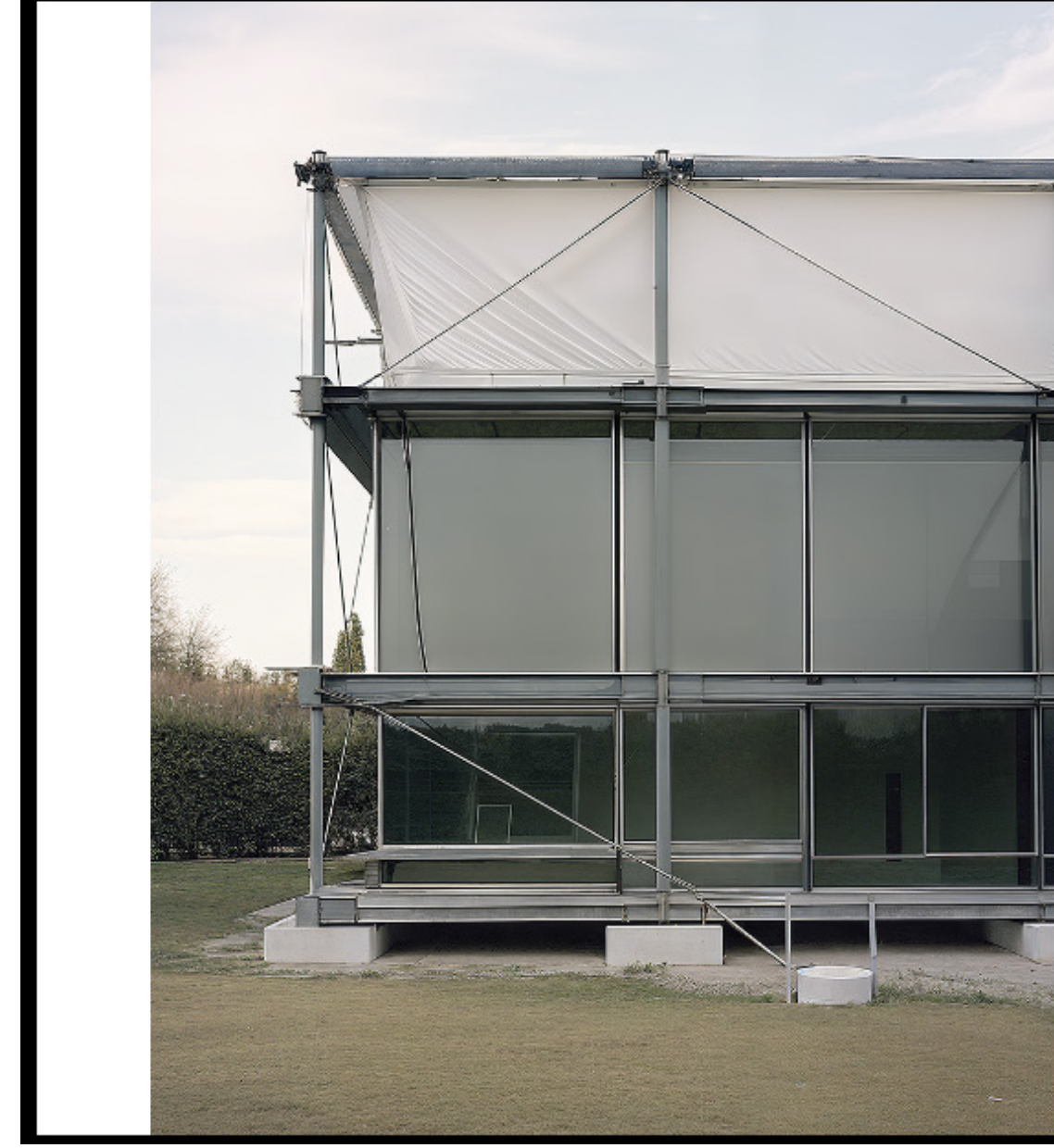
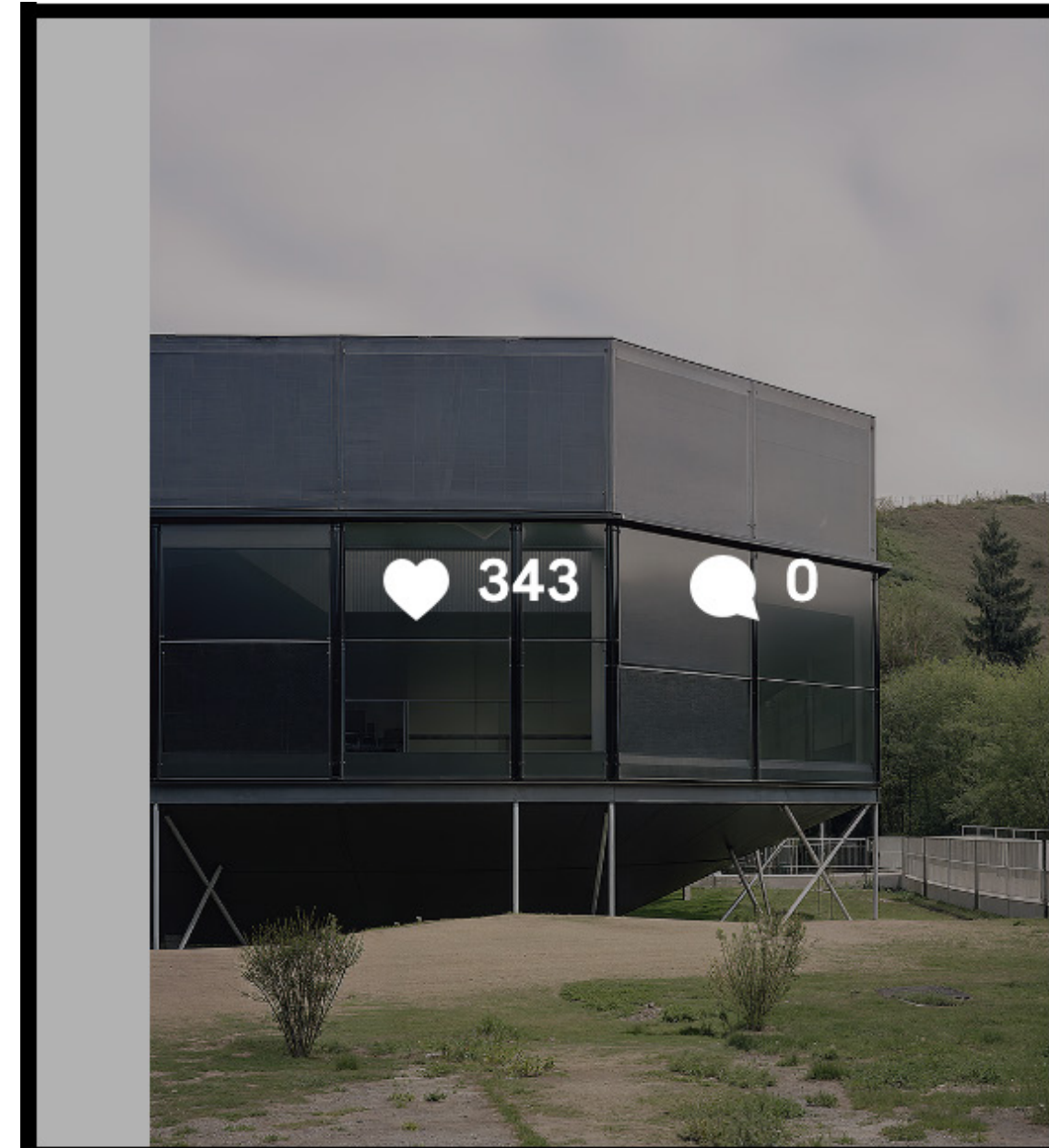






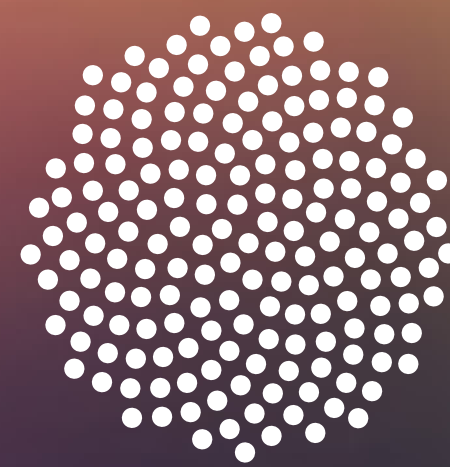






# **DATA MANAGER**

**Nouveau métier à intégrer dans les agences ?**



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