

The Value of Facade Improvement Towards Building Image



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Introduction.

The importance of good looking image for building in the practice of building design. It also discusses the basic understandings of building image, the method of colour scheme. Facade means the face or front of a building, part of a building which faces the street; outward appearance; illusion, deceptive appearance.

Much attention has been given to the increasing number of impression on building facades in relation to the urban city development.

In Malaysia, recently architectural image to the buildings can be found in most urban areas and some in rural areas. Recently many building are built within urban may creates the intention of the interest of clients. Within the image created by the similarity and continuity of the box shapes, the materials, construction methods, and structural integrity of buildings built at the same time have a consistency resulting from unpleasure view from the outside.

Reasons for good façade looking.

A good looking of a building façade is to show a sense of sensitivity towards the past or futuristic of the building. Secondly, a buildings play a significant role in retaining evidence of the country's history and development. Thirdly, to maintain the physical characteristics of an area including their scale and proportion. Finally, a building are preserved and conserved for the purpose of enhancing the tourism industry. For example the adaptive reuse of historic buildings into appropriate new uses such as shops, museums and restaurants may help to promote tourism.

Importance of colour to the public.

Colour plays such an important role in emphasising the unique characteristics of buildings. Building elements such as windows, doors, walls, columns, roofs, domes, turrets, staircases and ceilings are all painted in various colours. Colours on these building elements are important as they can create a vivid image for development cities. The building colour in harmony is important in creating a sense of acknowledgement, conformity, continuity and stability of buildings in the city area. Attractive signs should be as artistic and as carefully crafted as the remainder of the facade.



Facade creates new image to the area surrounding

Good lighting plays with the textures and features and colours of the best parts of the building, its signs and the rest of the street. Bad lighting offends its neighbors and glares at prospective customers.

Colour plays an important role in building conservation, particularly in understanding the building materials and identifying the original colour(s) of a buildings. Its also created the ability to raise passions of all kinds.



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