

# Fotografi Proyektif : Memaksimalkan Peran Fotografi dalam Proses Perancangan di Studio Arsitektur = Projective Photography: Maximizing the Role of Photography in The Design Process of The Architecture Studio

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## Abstrak

Fotografi sebagai representasi arsitektur, turut menyederhanakan kenyataan di baliknya sehingga citra yang dihasilkan mudah diolah oleh perancang untuk menghasilkan gagasan ke depan. Meskipun begitu, pada proses perancangan studio ditemukan penggunaannya yang hanya terbatas pada awal dan/atau akhir proses perancangan dengan peran fotografi sebatas untuk merefleksikan kenyataan di baliknya. Mungkinkah fotografi digunakan secara tidak reflektif mengingat adanya unsur eliminasi dalam representasi? Elemen-elemen apa yang perlu dicermati dalam membentuk citra fotografi semacam itu?

Studi ini menelusuri kemampuan fotografi untuk mengemukakan sesuatu yang lain yang diharapkan mampu menambah kontribusinya dalam proses perancangan khususnya pada studio pendidikan arsitektur.

Penelusuran dimulai dengan kajian literatur tentang proses perancangan arsitektur, representasi dan fotografi kemudian menganalisis keterhubungan di antaranya. Pemahaman tersebut kemudian digunakan untuk melihat pekerjaan beberapa fotografer yang tidak hanya menangkap citra kenyataan di baliknya. Seluruh pemahaman dari literatur serta contoh-contoh pendekatan fotografer tersebut digunakan untuk melihat pekerjaan ragam mahasiswa dalam studio perancangan arsitektur.

Penelusuran menunjukkan bahwa fotografi dapat digunakan secara proyektif pada proses pembentukan dan pengolahan gagasan spasial, dengan mempertimbangkan mekanisme image-making dan image-taking, looking at, looking through & looking behind the photograph, defamiliarization & interface, serta variasi mengambil citra fotografi oleh Moholy-Nagy.

.....Photography as an architectural representation, simplifies the reality behind it so that the resulting imagery can be easily processed to generate new ideas. However, from observing the practice of photography in the undergraduate level's architectural studio design process, its use is limited to only the beginning and/or the end of the design process to reflect the reality behind it. That observation leads to questions like: Is it possible to use photography non-reflectively considering the process of elimination exists in the process of representation? What elements are worth considering in forming and taking such a photo?

This study explores the ability of photography to project ideas which is expected to be able to contribute to the design process, especially in the architectural design studio. The study begins by analyzing various literature on the architectural design process, representation, photography, and searching the relationship between them. That analysis is then used to see the work of several photographers who practice similar techniques. All that understanding of the literature, as well as examples of the photographer's approach, then used to analyze various work of students in the architectural design studio.

This result suggest that photography can be used projectively in forming and developing spatial ideas, by considering mechanism like image-making & image-taking, looking at, looking through & looking behind photograph, defamiliarization & interface, and variations of photographic images by Moholy-Nagy