

Metphor and Its Role in Making Creative Design

Setare Pourahmad

setareh.pourahmadi@yahoo.com

Reihaneh Sajad

rnh.sajad@gmail.com

Abstract

Designing process is a collection of complex activities which happens in the mind. So many factors affect designing and make a unity between these factors is difficult therefore the designer should use his/her creativity in order to make a design. By using metaphor we can think about an issue from other aspects which can challenge feeling and thought of human and make an opportunity for designer to demonstrate its belief in different way through architecture. In this article we are trying to introduce different methods for strengthening creative thought with more notice to metaphor and making the mind free of complex aspects of designing process and finding a creative explanation of issue and make an opportunity to searching about the different aspects of metaphor effects on creative architectural design. So at first we introduce metaphor according to literature and philosophy and by explaining of architecture which is based on metaphor we can prove the metaphoric architecture as an important factor in architectural planning and designing. We are trying to explain different types of metaphor and specifying combinational metaphor as an effective and best metaphoric type by applying different examples. At the end we introduce the theory of death of author and its relation with combinational metaphor.

Keywords: *architecture, creative designing, conceptual metaphor, combinational metaphor.*