



EXHIBITION DESIGN SPACE

展会空间设计

大连理工大学出版社 编

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Dalian University of Technology Press

2TEC2 BOOTH

Principals
Tecla Tangorra, Robert Ivanov
Design Team
Ana untiiveros-Ferrel
Design company
LABscape Architecture
Location
Paris, France

Surface area
40 m²
Materials
Black MDF wood,
2TEC2 carpet,
Translucent Plexiglas,
32 LCD screens
Photographer
Nicolas Schimp

The beginning of the project was based on the gills of the manta ray. How from one surface it's divide himself to making progressive openings. The complete geometry is triangulated to make more architectonic effects.

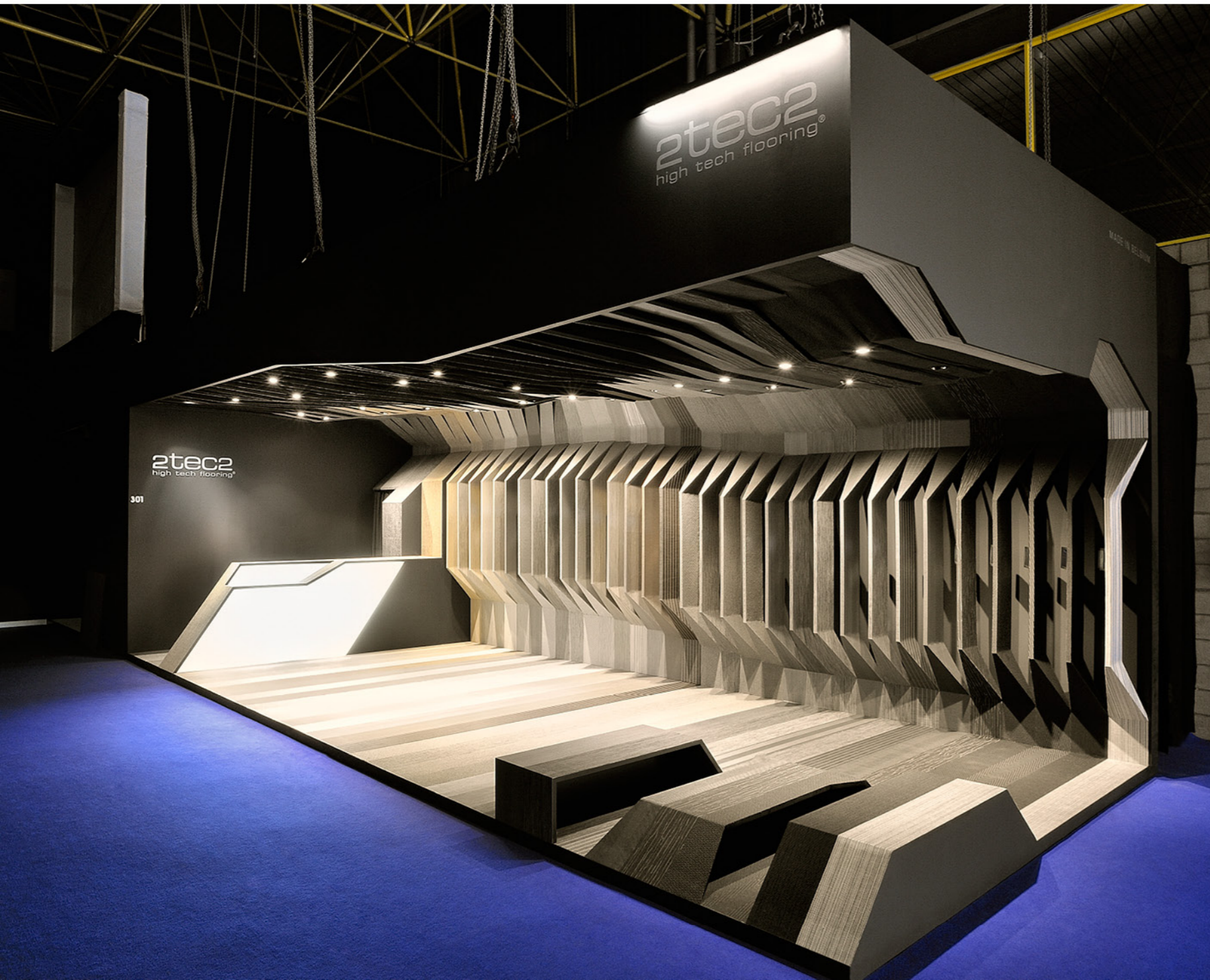
The space is created by 39 stripes of 25cm width, where each one deform, twist, reduces width, pull up and down for making the functions of; presentation, communication, sitting, table, desk, lights openings, storage.

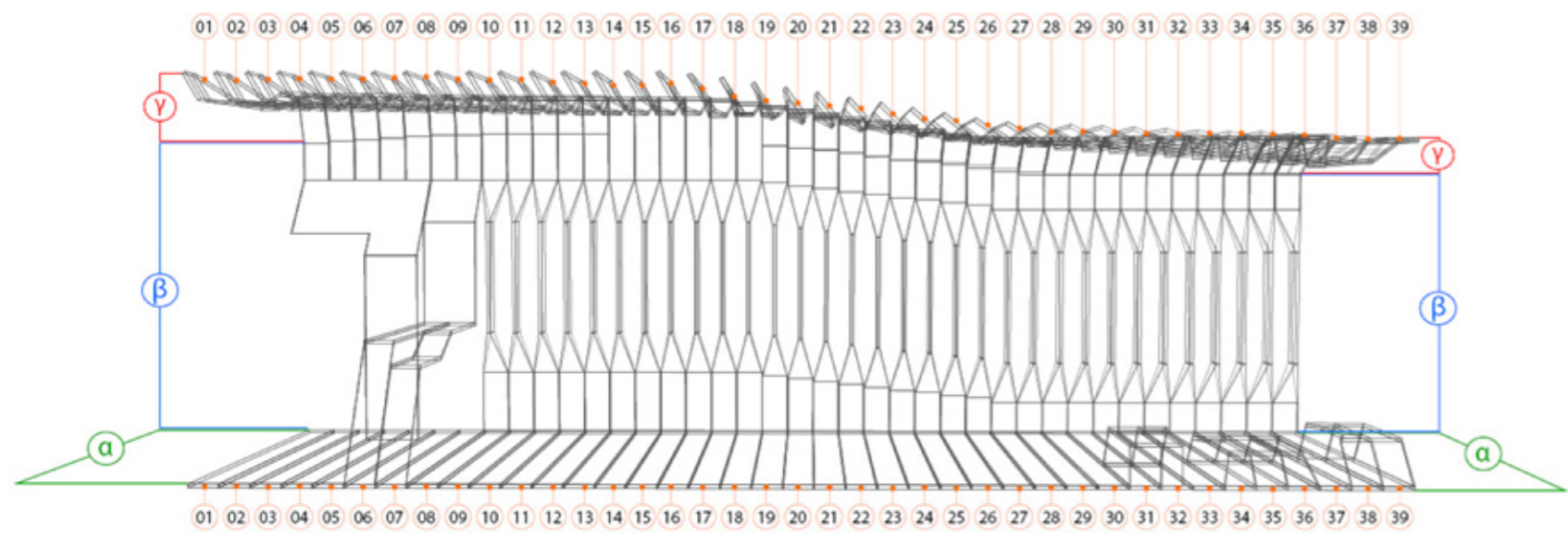
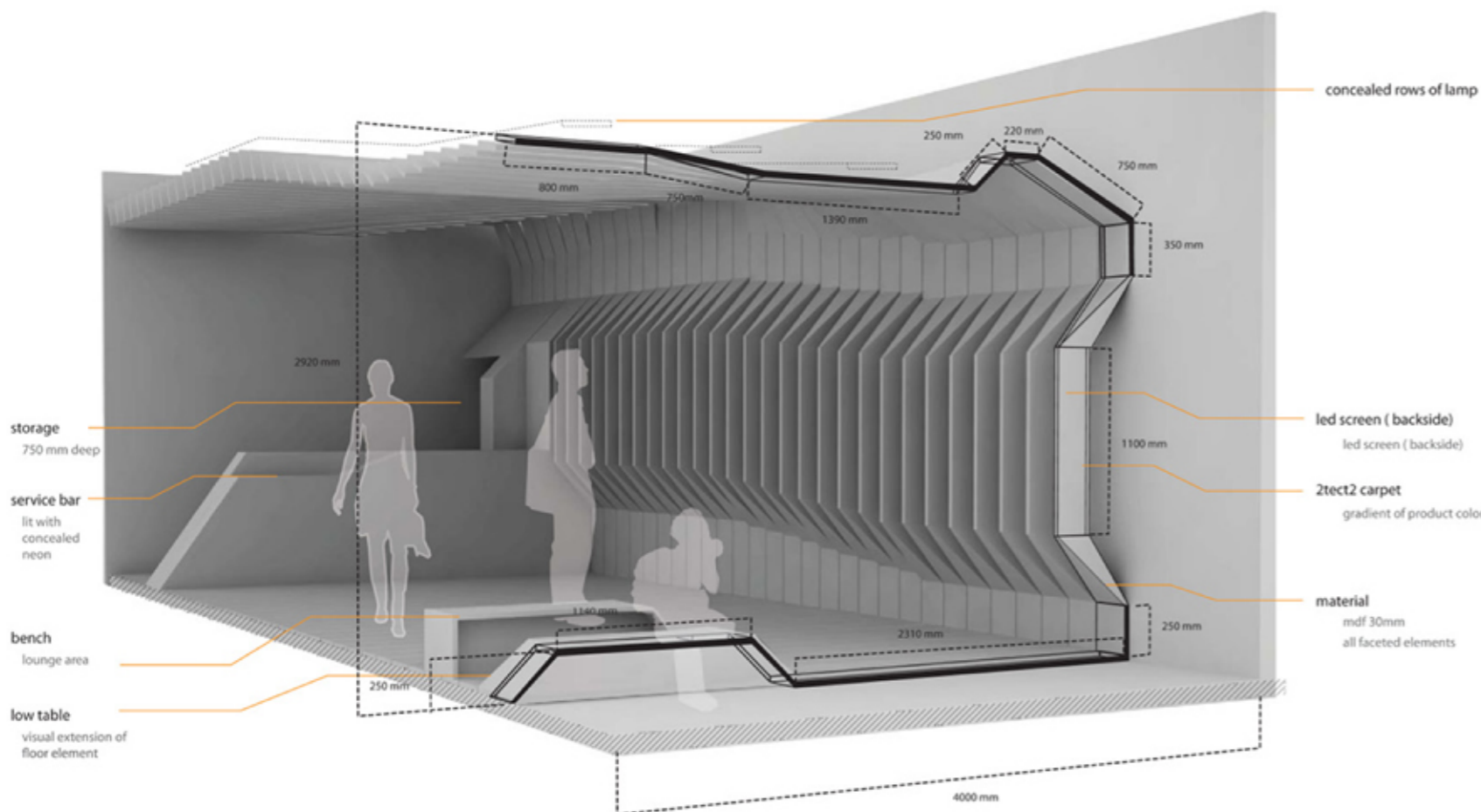
All the stripes are following a general geometry of 3 sinusoidal lines that are evolving in the space. These directions lines are making the overall space more structured.

These stripes are covered with carpet in one side when the other side is

painted in black. Those allow seeing almost the complete collection of 2TEC2, which allow having the entire showroom as a display. People could walk right into it, and step on the carpet, touch the striped wall, read the screens, and be surrounded by the material to be displayed in a way that they become engaged with the product, very actively.

The complete space is made by 2 main materials 2tec2 carpet and black MDF, which allow a simple reading of the product inside a complex geometry.





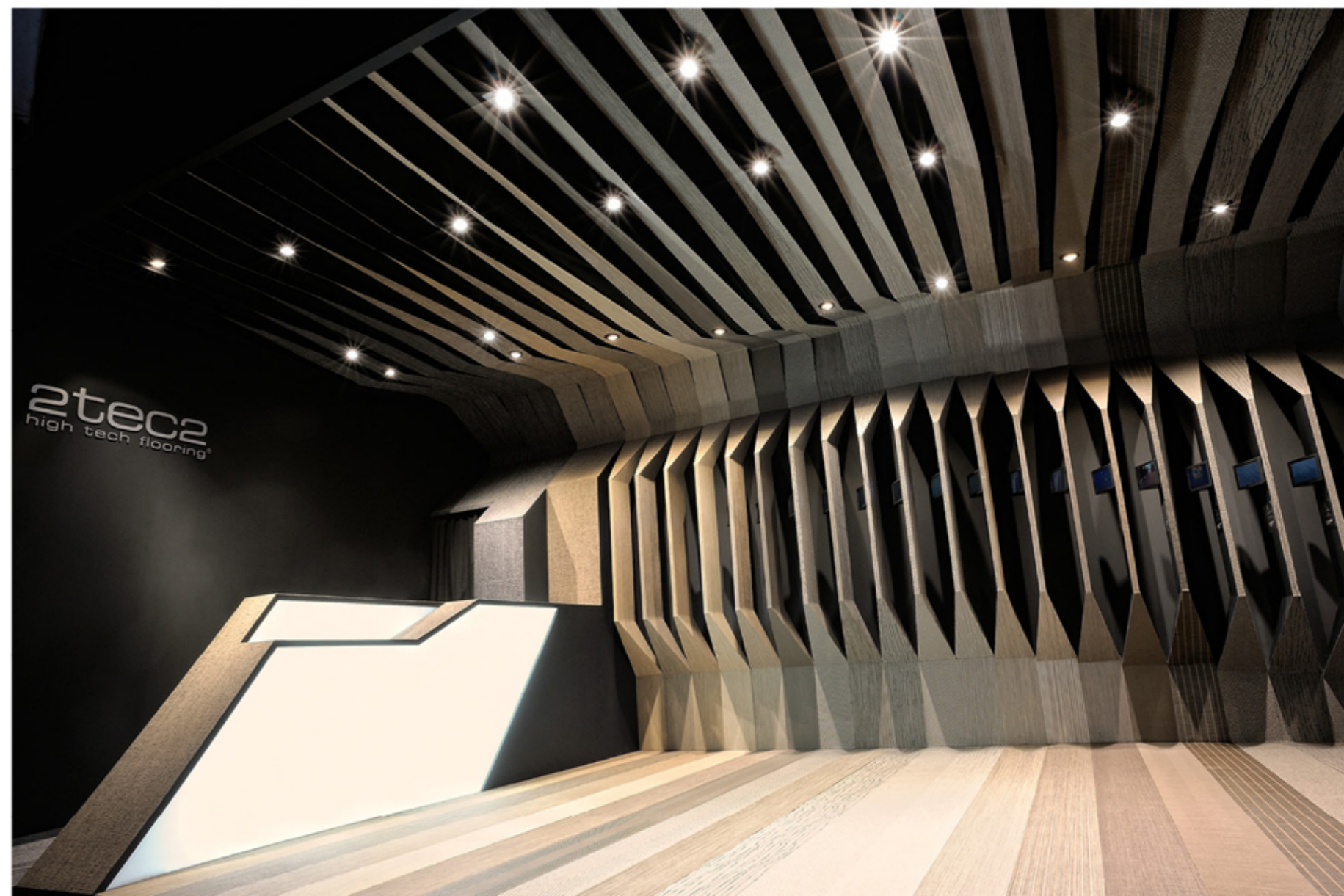
展厅的创意来源于鲑鱼的鳃，由一个平面向两端分开，逐渐形成多个开口。整个几何体由于采用三角形设计而使结构效果更佳。

展厅空间由40条25厘米宽的条形结构组成，经过变形、扭曲、渐窄、错位，形成了不同的功能结构：报告、交流、座位、茶几、服务台、灯光通路和储藏室。

所有的条形结构都沿三条正弦曲线形状展开，在空间中渐变。这些具有方向感的线条使得整个空间结构更加有序。

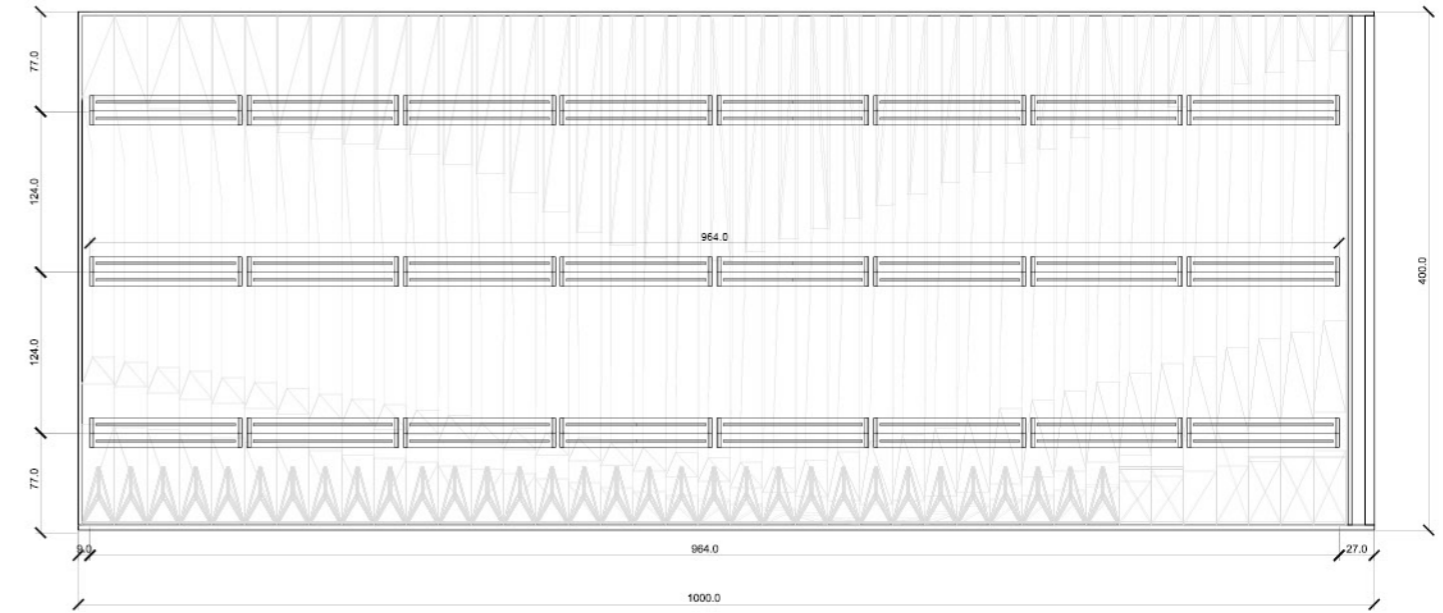
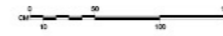
这些条形结构一侧覆盖着绒毯，另一侧漆成黑色。这样的布置将整个展厅划分为多个小空间，使所有2TEC2展品一览无遗。参观者可以步入其中，走上地毯，触摸展品，观看屏幕信息，主动接触和感受周围的各种展示材料。

展厅的整个空间主要由2TEC2绒毯和黑色中密度纤维板这两种材料组成。参观者可以在复杂的几何体建筑中轻松地参观展品。

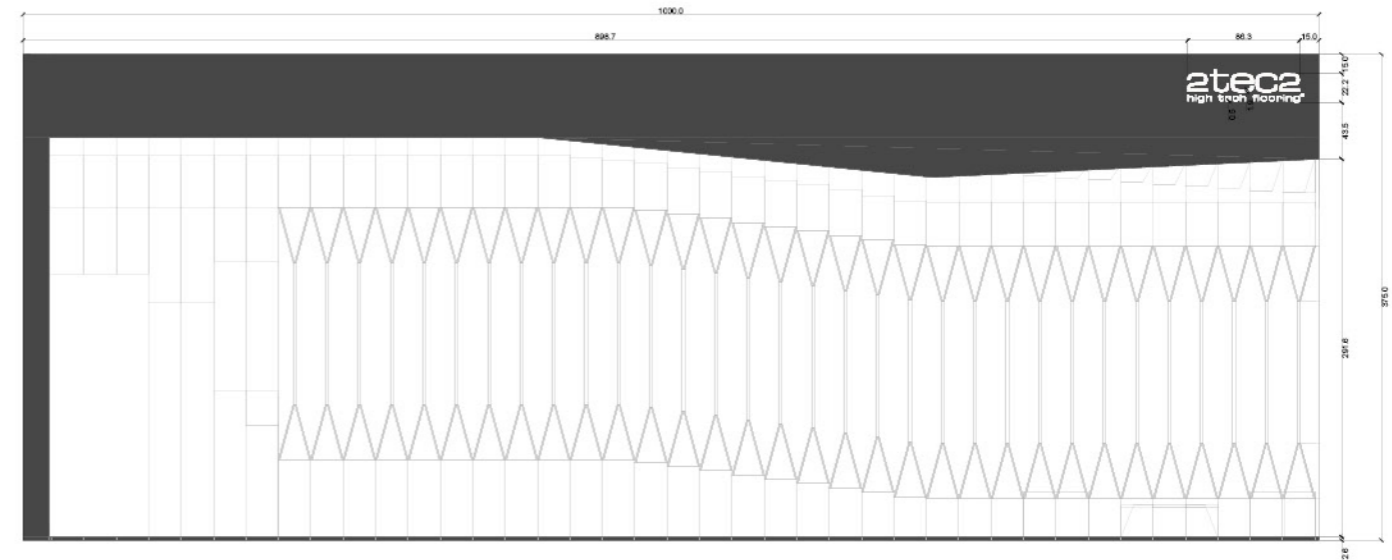




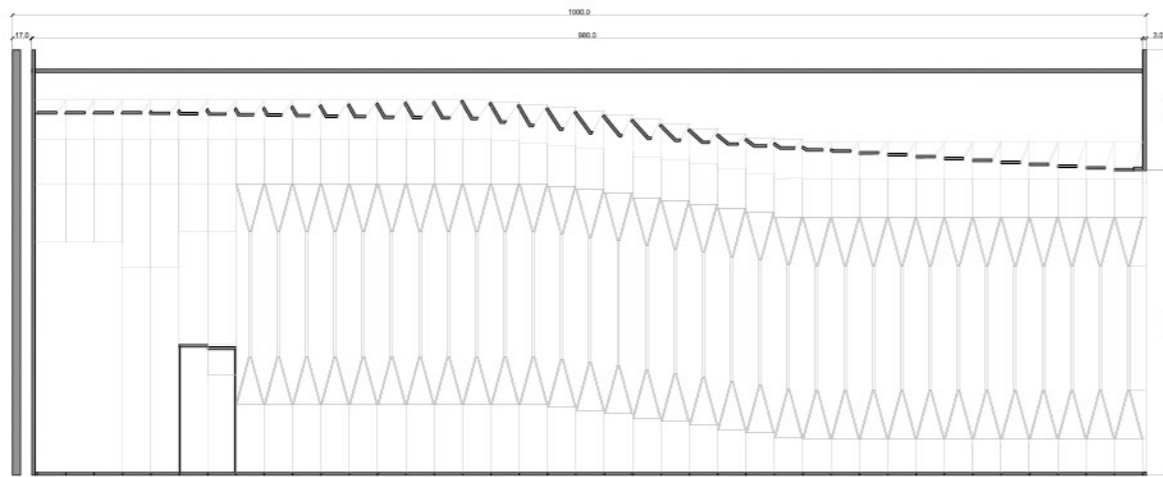
Plan Ceiling



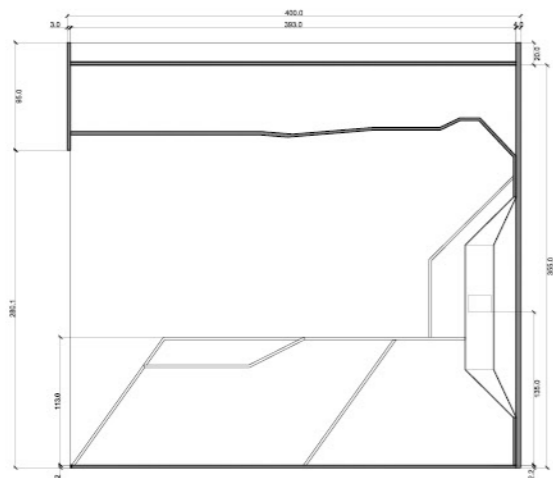
FRONT ELEVATION



LONGITUDINAL SECTION



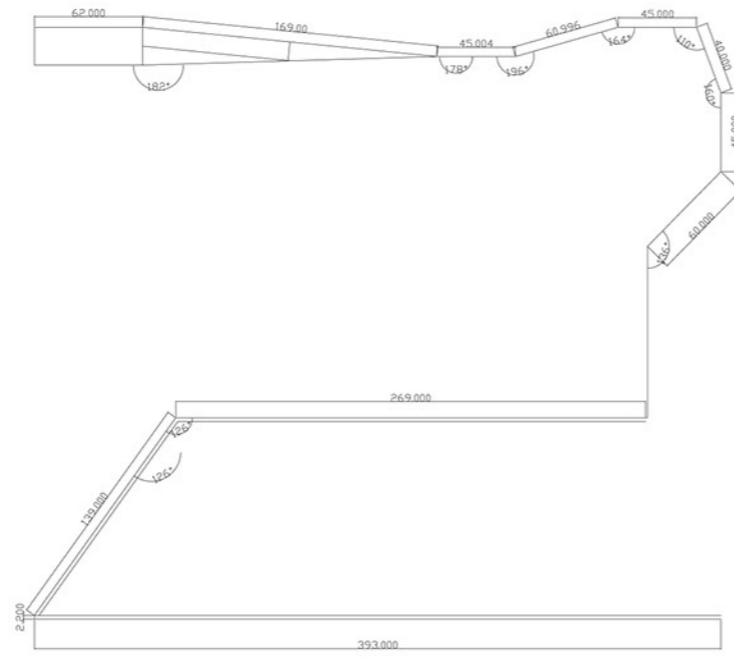
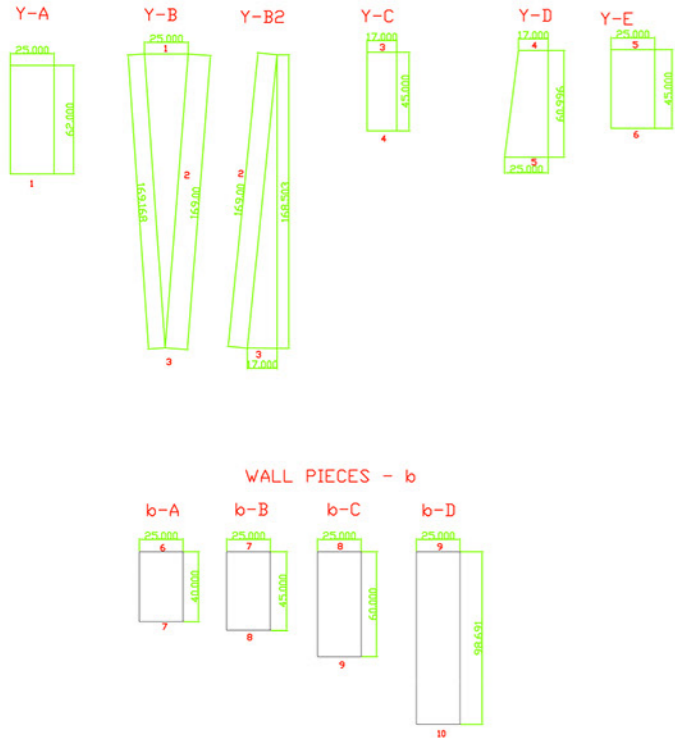
TRANSVERSAL SECTION



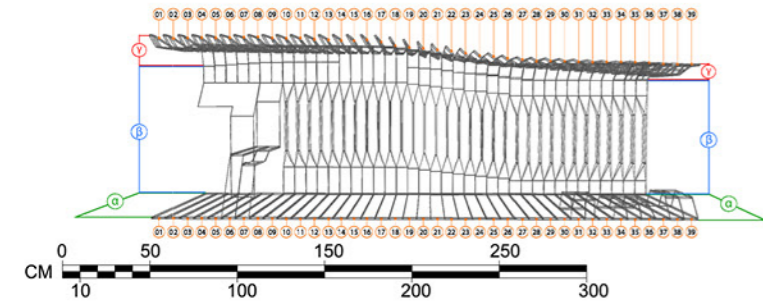
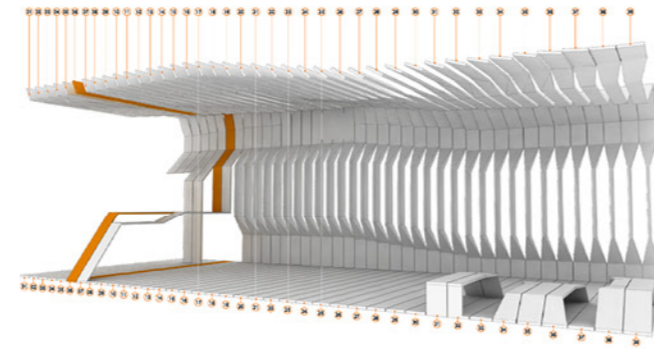
RIGHT ELEVATION



UNIT WITH DESK - I I

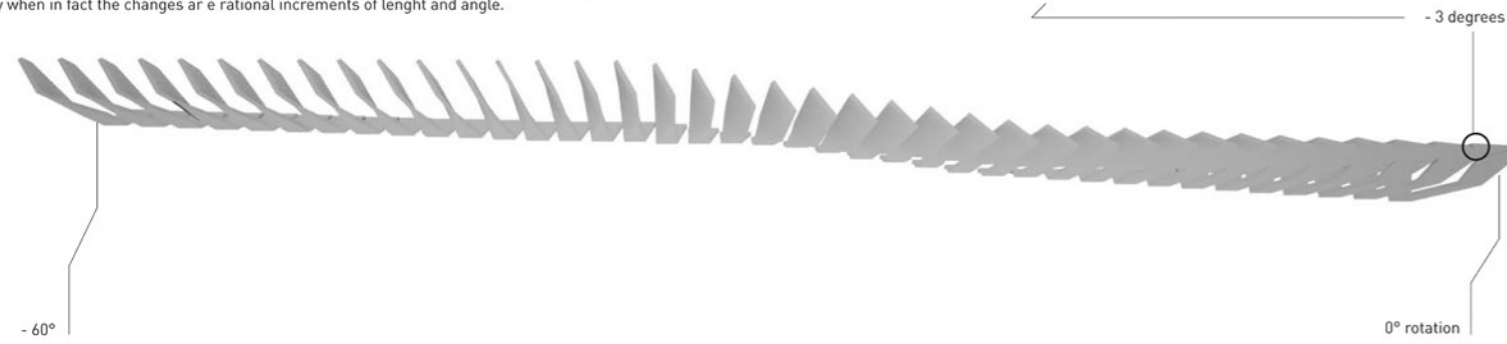


STRIPE PLAN 06



ORDERED CHANGE

the moire effect which can be perceived while walking within the showroom; is caused by the gradual rotation and length changes of the panels that make up the roof. The same overall section of the wall with changes in panels rotation peers to have intense complexity when in fact the changes are rational increments of length and angle.



shifting

considering the strong visual effect of the system, the moire serves to present the carpet as a surface covering, expanding the possibilities of imagined application, while the use of all surfaces reinforces the particular qualities of the carpet. Revealing the screen display on the back or gills of the stripes increases their interest.



roof moire



walking up to the service bar while looking to roof

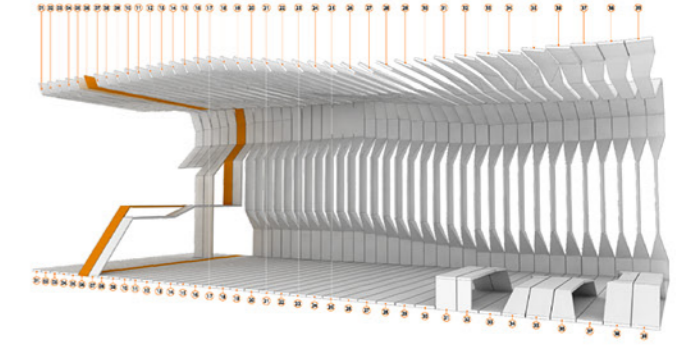
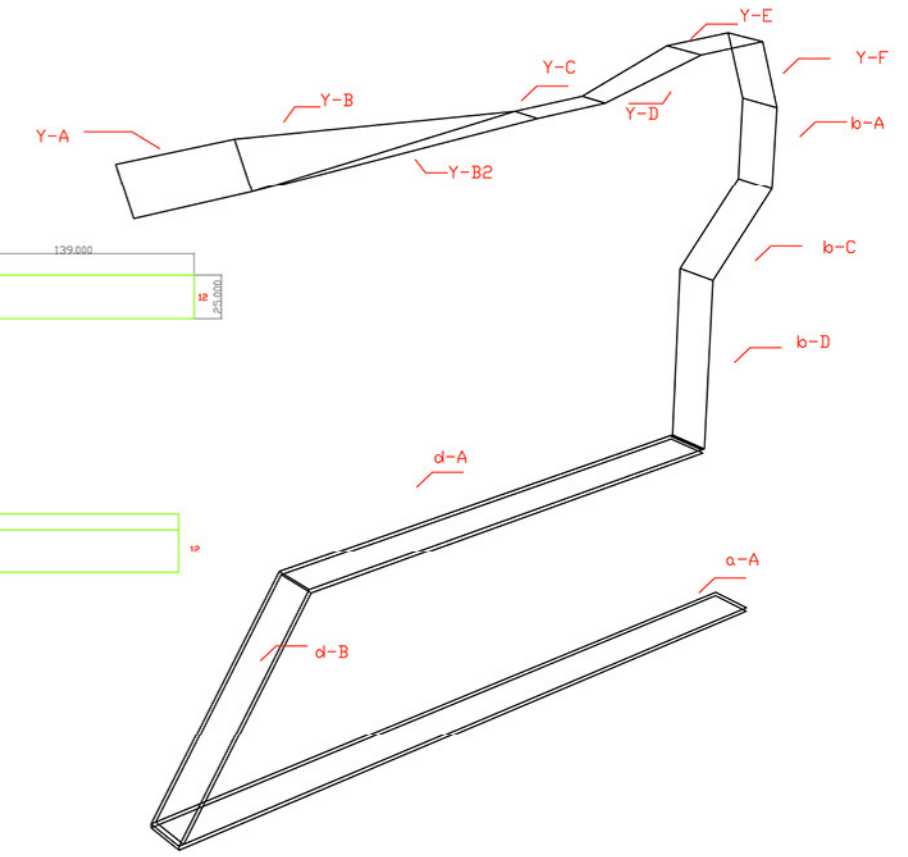
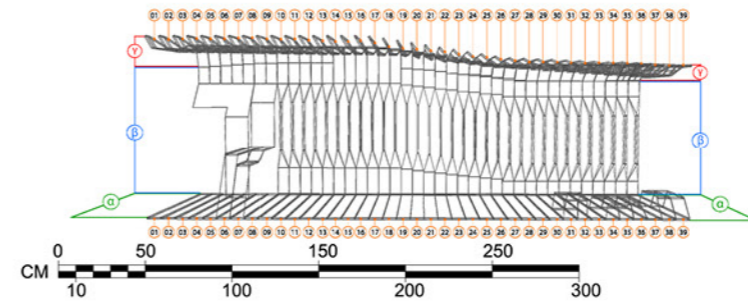


DESK PIECES - d



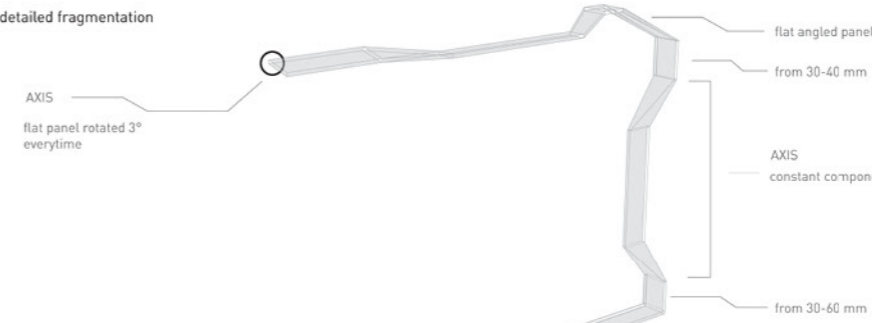
FLOOR PIECES - a

STRIPE PLAN 06



COMPONENT BASED VARIATION

unit detailed fragmentation



TOTAL COMPONENTS : 39
the repetitive component is maintained and instanced 39 times throughout the entire length of the display wall

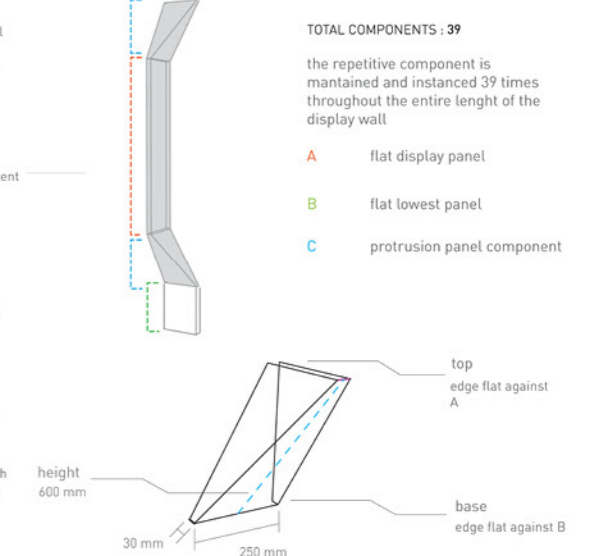
- A flat display panel
- B flat lowest panel
- C protrusion panel component

TOTAL UNITS : 39

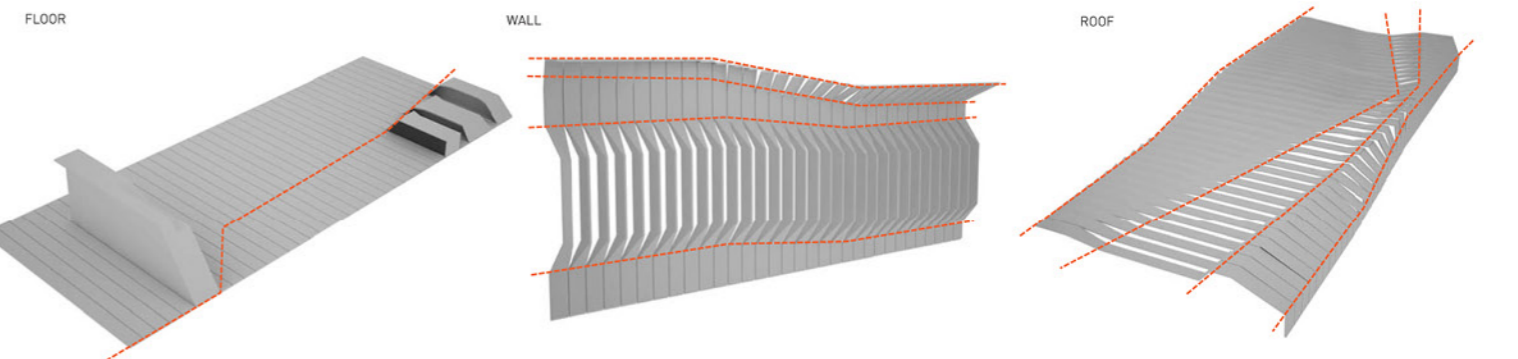
Wrapping floor, wall and ceiling, the carpet will be applied on the unit and strongly showcase the thinness and seamless properties of the carpet.

RATIONALIZATION OF COMPONENT C

designed as fully planar faces the component is formed by a trapezoid which meets flat with the vertical display board. Dimensions are always preserved.

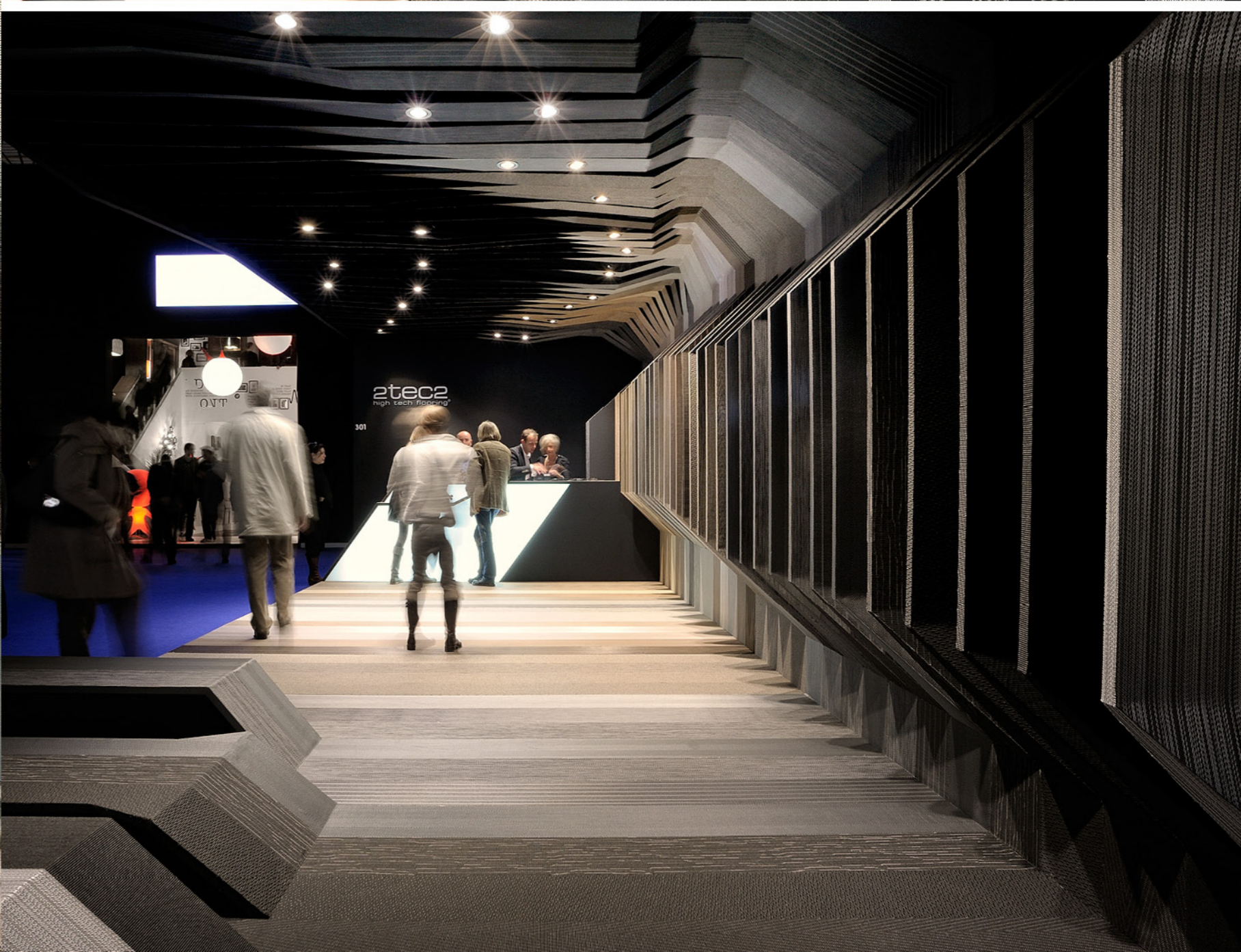


LINES OF CHANGE: ROUTE OF TRANSFORMATION



2tec2
high tech flooring®

301

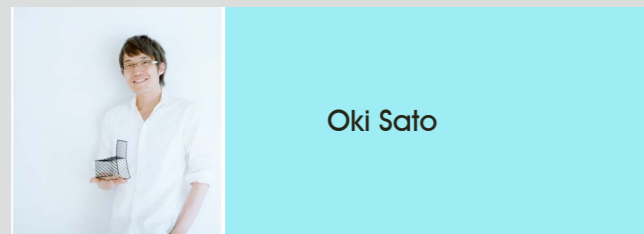


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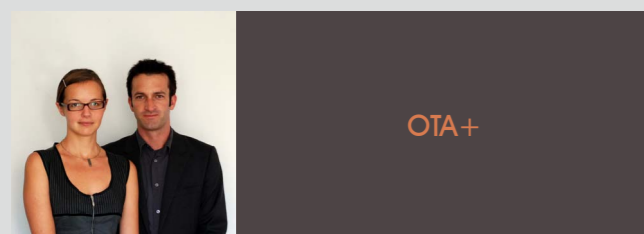
Schmidhuber + Partner

Schmidhuber + Partner are specialists in temporary buildings, Corporate Architecture und Corporate Design. For 25 years, the architects are successfully designing brand messages and corporate visions. Today, over 60 architects, interior designers and designers work for international clients to realize trade shows and exhibitions, events and shops and showrooms. References are Audi, O2, Grohe, Lamborghini, Samsung and Stiebel Eltron. In the year 2010 Schmidhuber + Partner won 35 awards. The team designed and planned also the architecture of the German Pavilion at EXPO 2010 Shanghai.



Oki Sato

1977 Born in Toronto, Canada
2002 M.A. in Architecture, Waseda University, Tokyo
Established "nendo" Tokyo office
2005 Established "nendo" Milan office
2006 Lecturer for Showa Women's University, Tokyo
"The 100 Most Respected Japanese" (Newsweek magazine)
2007 "The Top 100 Small Japanese Companies" (Newsweek magazine)
2008 Published "nendo" (daab)
2009 Lecturer for Kuwasawa Design School, Tokyo
2010 Published "nendo ghost stories" (Art Design Publishing)
A jury member of IF award
2011 Published "kaminendo" (Art Design Publishing)
"Famous for 15 Years: The Wallpaper* 150" (Wallpaper* magazine)



OTA+

OTA+, led by partners Kory Bieg and Alexa Getting, is a San Francisco, California based architecture, design and research office, specialized in the application of advanced digital technologies for the visualization and fabrication of projects of all types and scale. OTA+ treats every project as an opportunity to use current design software and CNC (computer numerical controlled) machine tools to both generate and construct conceptually rigorous and formally unique design proposals. OTA+ has received several awards for their work and exhibited projects at galleries internationally, including the SFMOMA, the Architectural League of New York, the Storefront for Art and Architecture, The Architectural Association in London, the Universidad de Monterrey Centro and the AIA Gallery in San Francisco. Their work has been published worldwide in books, blogs, magazines and journals.



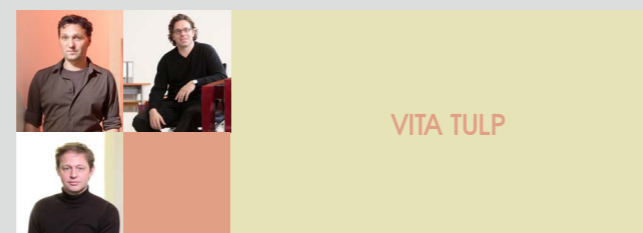
Zaha Hadid

Zaha Hadid studied architecture at the Architectural Association from 1972 and was awarded the Diploma Prize in 1977. As the founder of Zaha Hadid Architects, she was awarded the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004 and is internationally known for both her theoretical and academic work. Each of her dynamic and innovative projects builds on over thirty years of revolutionary exploration and research in the interrelated fields of urbanism, architecture and design. Hadid's interest lies in the rigorous interface between architecture, landscape and geology as her practice integrates natural topography and human-made systems, leading to experimentation with cutting-edge technologies. Such a process often results in unexpected and dynamic architectural forms.



Giancarlo Zema Design Group

The GZDG is an architecture studio in Rome, specialized in semi-submerged architectural structures, floating habitats and yacht design but is also highly interested in all fields of design. It was founded in 2001 by the architect Giancarlo Zema as a dynamic and flexible organization, which guarantees the whole design process, from the concept to the executive details. We use advanced technologies and design software, which allow us to project and calculate different planning solutions. With the use of computer-aided design systems, we can also realize 3d models, prospective views and renderings, by means of full layout presentation. This offers the client all the necessary information on the project before the realization.



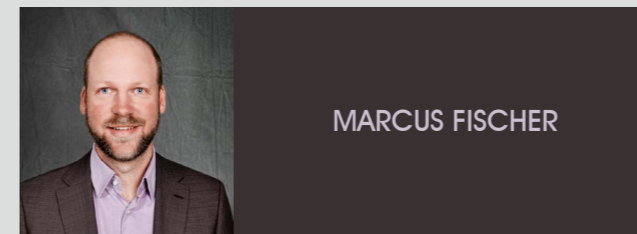
VITA TULP

With heart in Munich
Based among the historical central market quarter – the TULP office was founded in 1999 by the designers Maik Schober, Alexander Striegl and Michael Zanin. Together they studied industrial design at the School of Design in Pforzheim, Germany. A good understanding for every task and a desire to always see things in a new and better way, that is what makes their design unique.
In the last 13 years TULP won important national and international design prizes, like the red dot design award, the iF communication design award, the Focus Open, the Exhibit Design Award and the ADAM.
TULP's managing directors give lectures in design schools and selected companies.



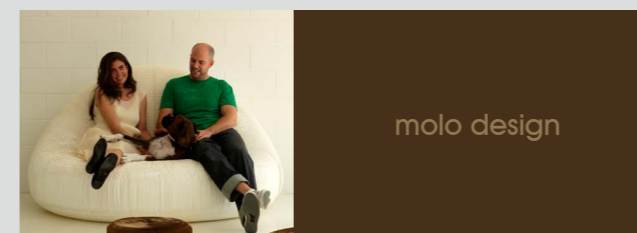
LABscape

LABscape is dedicated to the ideal that design has the ability to improve our lives and we provide the opportunity to formally combine our diverse backgrounds and extensive experience in a multi-disciplinary design forum. We believe that in every space there is a landscape to create or adapt to give the opportunity to live in symbioses with the environment and ambient.
The inspiration for LABscape is work comes from concepts informed by cultural, technological and social dimensions and the belief that architecture in its contemporary manifestation can create meaningful experiences to a large and diverse audience.



MARCUS FISCHER

Marcus Fischer was born in 1971. International and national trade fairs stands and exhibition concepts are evidence of his lead management. After receiving his degree in interior design in 1999 at the HDK in Berlin, he founded with three partners dan pearlman, a strategic creative agency, working interdisciplinary across the areas of brand and leisure, strategy and implementation. Marcus Fischer is responsible for clients such as smart, BMW, MINI, Atkon on behalf of Deutsche Bahn International, Roca, Museum of Arts and Crafts in Hamburg, Lufthansa or MTV.



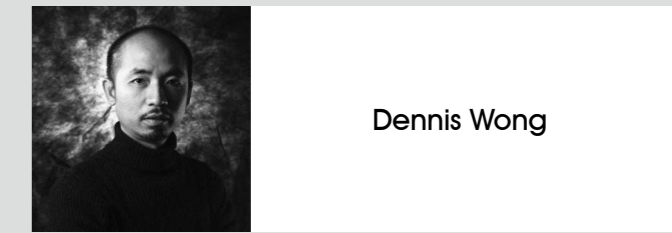
molo design

molo, based in Vancouver, Canada, is a collaborative design and production studio led by Stephanie Forsythe (B.EDS, M.ARCH) and Todd MacAllen (B.FA, B.EDS, M.ARCH). The molo studio is dedicated to the research of materials and the exploration of space making. As a design and manufacturing company, molo creates and distributes its unique and innovative products to clients around the world. molo products grow from Forsythe and MacAllen's architectural explorations. Inspired by the idea that smaller tactile objects have a real potency in the physical experience of space, molo sets out to create objects that define intimate temporal spaces.



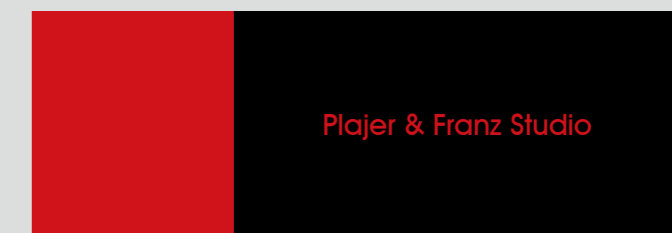
Bachmann.Kern & Partner

Founded in the year 2000, architecture and design agency bachmann.kern & partner is based in the German city of Solingen. The firm's principal tools are creativity, competence and enthusiasm. Working with a network of stand constructors and trad fair-related agencies, bachmann.kern & partner focuses on the conceptualisation of bold design solutions for clients in the field of communications, among others.



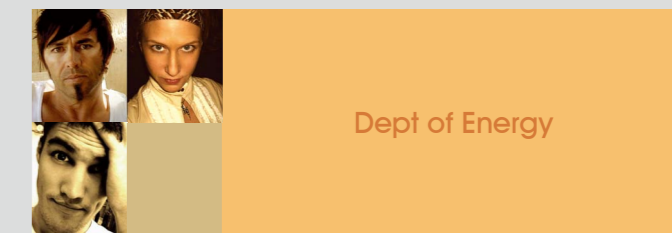
Dennis Wong

Dennis Wong, a degree holder in Industrial Design of the Hong Kong Polytechnic University, is a specialist in spatial planning, exhibition design and the staging of mega-events. As creative director for two international exhibition design companies in the 1980s, he enriched his international experience and exposure by working in China, Japan and Singapore. In 1992 he formed Oval Design Limited with the aim of realizing his personal design aspirations to the full. Under his leadership, the company's capabilities in design and project implementation have grown from strength to strength. Today, the company is renowned for its ability to integrate sophisticated multi-disciplinary design elements including stage lighting, audiovisual effect, multi-media presentations, computer programming with top-notch project implementation to meet the communication needs of clients.



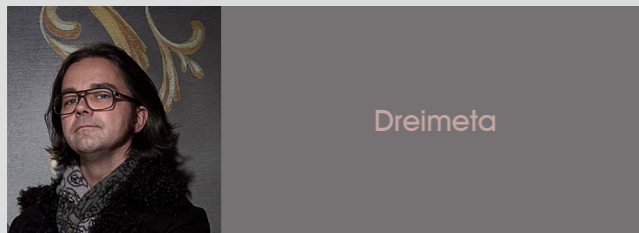
Plajer & Franz Studio

Plajer & Franz Studio is an international and interdisciplinary team of 45 architects, interior architects and graphic designers based in Berlin. All project stages – from concept to design as well as roll-out supervision – are carried out in-house. Special project-based teams work on over all interior and building construction projects and on communication and graphic design.
The company's client list includes galleries Lafayette, s.oliver, bmw, mini, timberland, pierre cardin, kunert, hudson, burlington and salewa. Plajer & Franz Studio has also established itself in the premium sector of luxury residential projects and hotels in both Europe and Asia; these include a recently completed hotel in Porto, a five star resort in Croatia and 50,000 sqm premium apartments on the Portuguese coast, both in development. Several other major projects, for example luxurious villas in Thailand and Kazakhstan are also currently in the design phase.
From private yacht to automobile trade stand via award-winning bars and luxury apartments – the key to Plajer & Franz Studio's freshness of vision lies in their continuous exploration and cross-fertilisation between disciplines and areas of experience.



Dept of Energy

Why, oh why, would we—unconventional, youthful, passionate outdoor sports lovers—name our design firm after a bloated, old federal bureaucracy? We didn't.
Our name comes from the idea that every message, product or image you put in front of your customers and prospects should vibrate with the "Energy" of something new, surprising, and utterly unexpected. You see, so much low-voltage stuff is already out there, that there is no way we'd waste your time or money by adding to a creative brownout.
For the "Dept" part of our name, that's in honor of being smart, organized, strategic, businesslike problem-solvers. And finally, hanging out in the middle, we have "of" to point out that efficient, high-performance, insightful advisors make especially good sense these days. That is something you can be very sure of.



Dreimeta was founded by Armin Fischer. His team of creative minds works on international projects and on local or regional tasks alike. Dreimeta's aim is to create rooms with their own identity and character. Our approach: to add an emotional appeal to the room - with interior design that tells tales and touches your senses. But we are no dreamers. Functionality is always part of our concept and sometimes leads to unexpected design solutions.

Most of our tasks originate from the hotel and gastronomy industry or shop/office design concepts. Time and again we take on work for private clients. The Dreimeta network is interdisciplinary; depending on our task, we call in further specialists to work with us in mutual collaboration. A cross-over of architects, interior designers, gastronomes, designers, marketing experts and psychologists bring the necessary input for individual solutions with a different outcome each time. Our promise: we use our ideas for a courageous interpretation and fortification of our client's identity and philosophy.



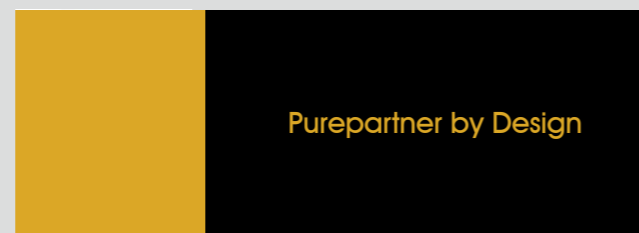
Founded in 1996 in Berlin, Germany, J. MAYER H Architects' studio, focuses on works at the intersection of architecture, communication and new technology. From urban planning schemes and buildings to installation work and objects with new materials, the relationship between the human body, technology and nature form the background for a new production of space.

Jürgen Mayer H. is the founder and principal of this crossdisciplinary studio. He studied at Stuttgart University, The Cooper Union and Princeton University. His work has been published and exhibited worldwide and is part of numerous collections including MoMA New York and SF MoMA. National and international awards include the Mies-van-der-Rohe-Award-Emerging-Architect-Special-Mention-2003, Winner Holcim Award Bronze 2005 and Winner Audi Urban Future Award 2010. Jürgen Mayer H. has taught at Princeton University, University of the Arts Berlin, Harvard University, Kunsthochschule Berlin, the Architectural Association in London, the Columbia University, New York and at the University of Toronto, Canada.



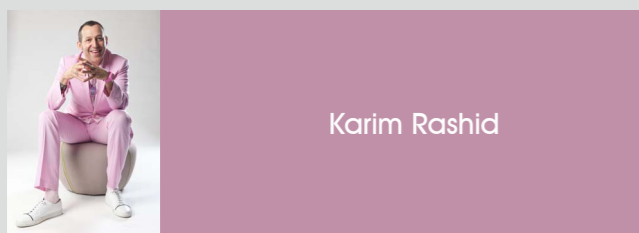
The office Kauffmann Theilig was founded 1988 by Professor Andreas Theilig and Dieter Ben Kauffmann. 1995 Rainer Lenz and 1999 until 2005 Manfred Ehrle became partner and the office was renamed to Kauffmann Theilig & Part-ner. As Free Architects BDA and as General Planners respectively the office is planning and realising various size projects in the whole field of building construction as well as stand and exhibition design and since 1994 big projects in China.

The office Kauffmann Theilig & Partner get it's orders directly or through exper-tise, co-operative procedures or competitions. Global methods of thinking and operation enables to support the client already during the project development. Furthermore the office has cultivated a intensive co-operation with experts in the field of structural planning, technical equipment, acoustic and thermody-namically planning, as well as communications, graphics and event techniques. The aim is to gain a integral architectural solution within a interdisciplinary team.

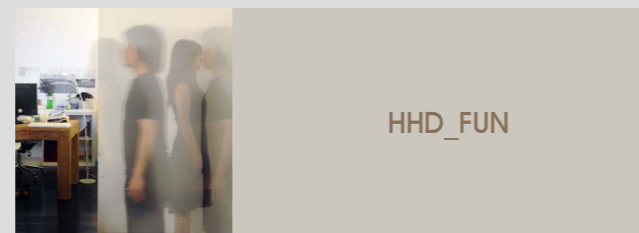


We are a team of creative brand advocates - a unique collective of architectural, graphic and interactive design professionals who meet at the intersection of our clients' brands, audiences and objectives.

At Purepartner, we believe that expanding marketing conversations into multidimensional brand relationships requires a different approach. It demands that we truly listen to customers and understand their needs. It means creating environments and experiences that engage audiences in ways that touch their lives, not just their pocketbooks. It's the simple but powerful difference between a television commercial that talks at you, and a real person who converses with you. It is an ideal brand communication that is accomplished through a process we call, Dimensionalizing Your Brand.



Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design. His award winning designs include democratic objects, interiors and exhibitions. Karim is a frequent guest lecturer at universities and conferences globally disseminating the importance of design in everyday life. His work has been featured in many magazines and books, 20 permanent collections and he exhibits art in galleries worldwide. Karim has also collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and Swarovski. In his spare time Karim's pluralism flirts with DJing, art and fashion and is determined to creatively touch every aspect of our physical landscape.



As the Beijing Branch of HHDdesign, HHD_FUN is a design and research studio. with interests in bringing knowledge from various fields outside of architecture and experimenting these means into the design of architecture. The mathematics, geometric principles, algorithms, BIM and Artificial Intelligence are one portion of their approaches as the means in architecture generation.