EXHI
BITION
DESIGN2

EXHIBITION DESIGN 2

Exhibition Design 2
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PREFACE

Sharing the Wisdom of Global Innovation

In a scientific sense, the art world contains no initiators or precursors. However, unlike science, the works of our predecessors do not constitute an acquired truth from which anyone who follows after can profit. That is why today, even if you try your best to write, it is not possible to match great writers like Homer.

Most of us are just passengers in the creative field, but we thirst for our peers' experiences in creating. In the meantime, we like to share our accomplishments with them. It is hard to believe that in this era of free information, what we know is still limited and incomplete. The Internet, which most people believe to be a panacea, brings too much confusion and too many choices, and this truth is unfortunately neglected.

In the past two years, Choi's Gallery has published a series of magazines and books about the creative industry, such as Gallery (the world's best graphics bimonthly) and Choi's Package quarterly. We prefer print media - the traditional way to spread new ideas – because we believe that it holds inherent value and is a better way to showcase the work in detail. More importantly, it displays the integrity and ability required in this "hand-made" industry.

To quote George Bernard Shaw: "If you have an apple and I have an apple and we exchange apples, then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas."
Through this "SHARING PLAN" we hope to facilitate the exchange of ideas. We are not merely focusing on the graphics, but dealing with the whole creative industry, including architecture, interiors, fashion, and product design. We warmly welcome you to join us.

With thanks.
The Editor

2TEC2 BOOTH

LABscape

Client:
Le Tissage d'Arcade nv/sa
Exhibition:
Biennale Interieur 2010 of Kortrijk, Belgium
Area:
40 sqm
Design Team:
Tecla Tangorra & Robert Ivanov (Principals) + Ana Untiveros-Ferrel (Designer)
Photography:
Nicolas Schimp
Country:
USA

The beginning of the project was based on the shape of gills of the manta ray. The complete geometry is triangulated to make more architectonic effects.

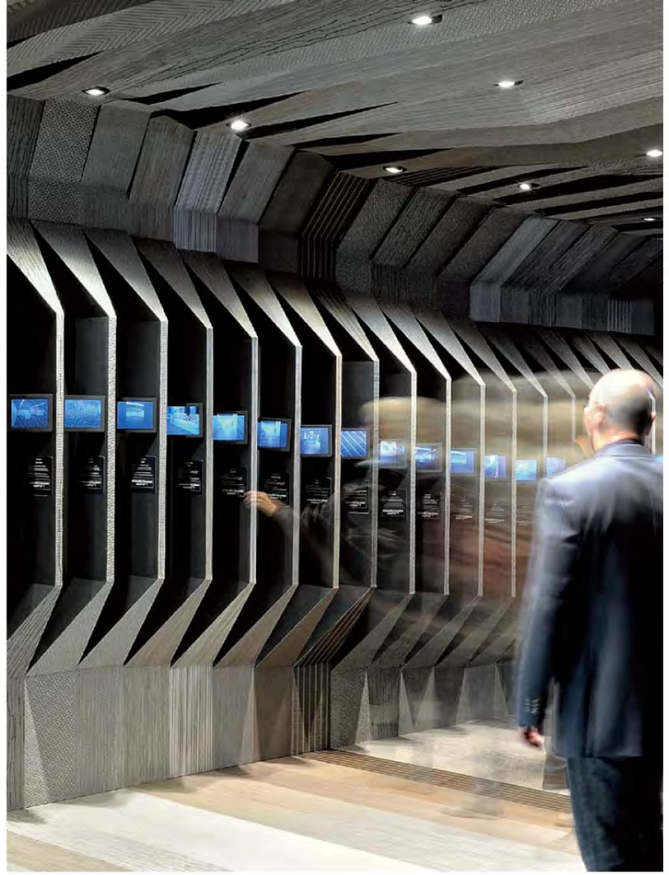
The space has 39 stripes of 25cm width.

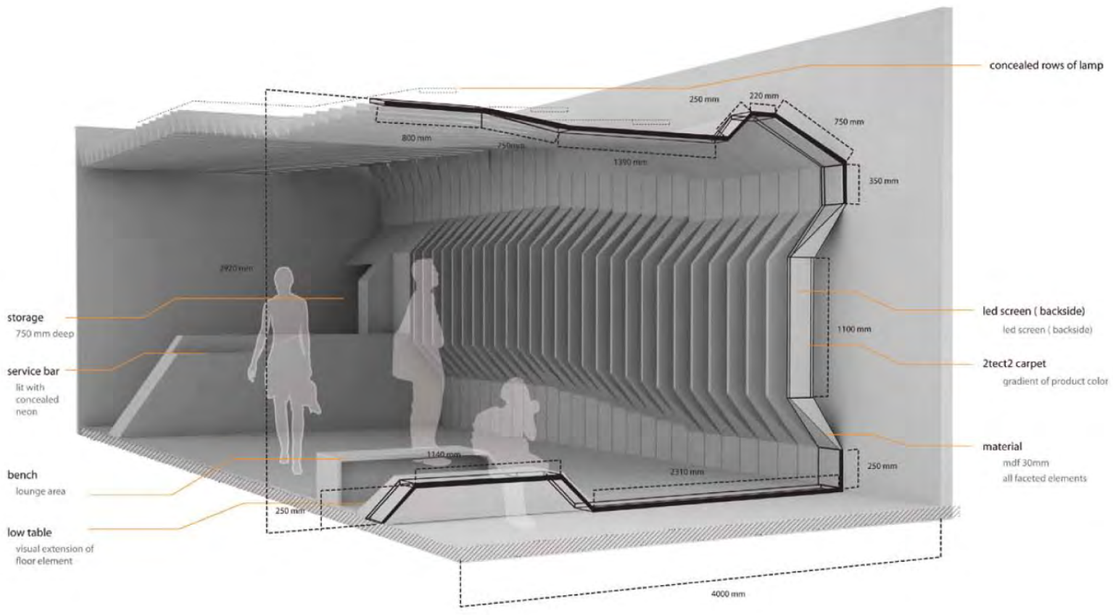
All the stripes follow a general geometry of 3 sinusoidal lines that are evolving in the space. These lines make the overall space more structured.

These stripes are covered with carpet in one side while the other side is painted in black. It allowed visitors to see almost the complete collection of 2TEC2. And the entire showroom became a display. People could walk right into it, step on the carpet, touch the striped wall, and read the screens. They were engaged with the product, very actively.

Main materials used in this project are: black MDF wood, 2TEC2 carpet, translucent Plexiglas and 32 LCD screens

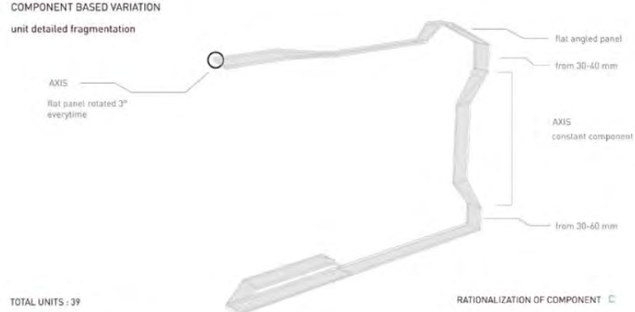
People could walk right into it, step on the carpet, touch the striped wall, and read the screens. They were engaged with the product, very actively.

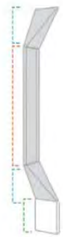




COMPONENT BASED VARIATION

unit detailed fragmentation





TOTAL COMPONENTS : 32

the repetitive component is mantained and instanced 39 times throughout the entire lenght of the display wall

A flat display panel

B flat lowest panel

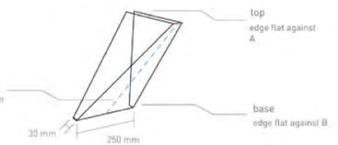
C protrusion panel component

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.

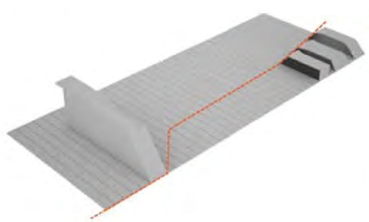
RATIONALIZATION OF COMPONENT C

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

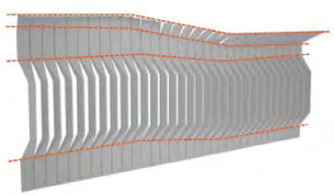


LINES OF CHANGE: ROUTE OF TRANSFORMATION

FLOOR



WALL



ROOF

ORDERED CHANGE

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

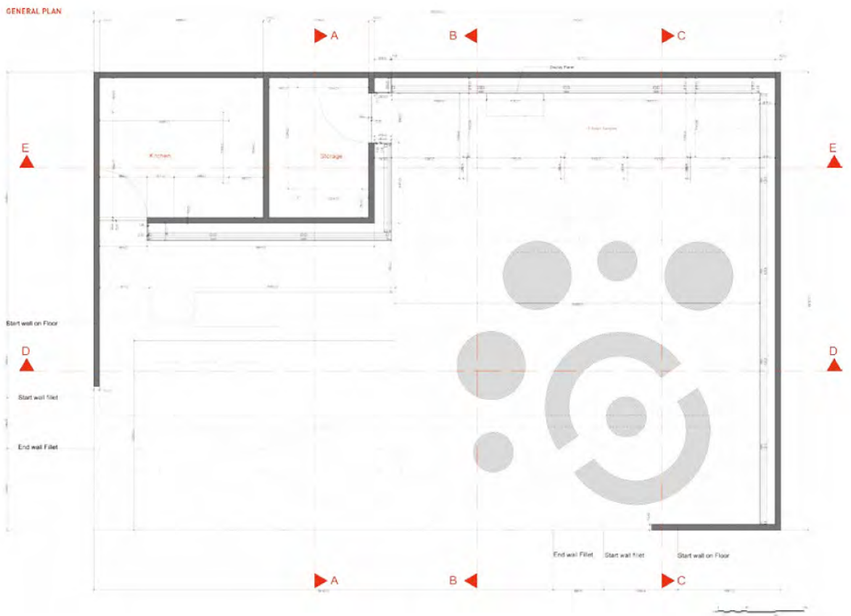
shifting

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 particualr auqlities 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

LIMITED EDITION



The carpet are cut in a circular shape with different radius and are positioned the same way as the circular fields creating small islands where several functions can be hosted.

LE BOOTH

LABscape

Client:
Limited Edition nv/sa
Design Team:
Tecla Tangorra & Robert Ivanov (Principals) + Ana Untiveros-Ferrel (Designer)
Exhibition:
Biennale INTERIEUR 2010 of Kortrijk, Belgium
Area:
96 sqm
Photography:
Nicolas Schimp
Country:
USA

The concept of the Limited Edition booth was based on the circular agriculture fields that are tangents to each other. The carpet are cut in a circular shape with different radius and are positioned the same way as the circular fields creating small islands where several functions can be hosted. The colours of the carpet are following a gradient from dark to warm colours.

The walls of the exhibition space are backlit where the black panels are laser cut creating gradient pattern made from circular shape. This gradient is making a constant changing space ambient.

The ceiling is the reflection of the floor outlined in black and white.

The space propose different areas; Bar area where people stand up and can drink and socialize, Lounge area where people can sit, samples area where the products can be seen and touched.

The furnitures are following the circular shape creating intersections of social communications made by their positioning.

Main materials used in this project are:
MDF Wood, Plexiglas, Carpet and Fabric

CONTRIBUTORS INDEX

all(zone)

Based in Bangkok, all(zone) is a group of happy design professionals who joyfully collaborate with specialists across the borders of their fields and country. It is fascinated by ever-changing mega metropolis that gives a form to our everyday life. Its observations are always captured by contemporary vernacular design solutions. all(zone), therefore, tries to learn from them in order to create alternative built environments where all could feel "at home" in the world.

Apostrophy's

Apostrophy's is "multi-disciplinary design studio" who works onto the segment of "New media Technology" offering more information channels to consumer, with the close tile of visual design, motion graphic, animation, game application, lighting programming design, media technology, installation art feature, interior and architecture.

Apostrophy's-The Synthesis Server Co.,Ltd. mainly consists of three departments: The Design Department - responsible for design structure based on architectural and structure work; The Visual Design Department -responsible for motion graphics; The Technology Department- responsible for lighting, media and interactive technology."

ATELIER BRÜCKNER

Guided by its philosophy "form follows content", ATELIER BRÜCKNER sees its mission in the consistent generation of spatial concepts from the content they are engaged to present. ATELIER BRÜCKNER provides conception, planning, and implementation of content-generated architecture. The focus of the firm is on scenographically inspired projects for museums, exhibitions and expos. More than 70 international projects have been realized spanning the time from 1997 to 2011; among them are the BMW Museum in Munich, the Main Trading Hall of the Deutsche Börse in Frankfurt/Main, the Shanghai Auto Museum or media architecture for the State Grid Pavilion at Expo 2010 in Shanghai.

ATELIER BRÜCKNER was established in 1997 by architect and stage designer Uwe R. Brückner and architect Shirin Frangoul-Brückner. Today it is run by them together with architect Prof. Eberhard Schlag and architect Britta Nagel. With more than 70 employees from nine different professions, it is now one of the world's leading ateliers for exhibition design and scenography. Uwe R. Brückner and Eberhard Schlag also teach scenography and environmental communication at the University of Arts in Basel (Switzerland), Tongji University (Shanghai) and the University of Applied Sciences in Constance (Germany).

Atelier Markgraph

Atelier Markgraph is a leading agency for spatial communication. Based in Frankfurt and Main, this interdisciplinary design and planning provider creates tangible, 3D experiences of companies, brands and themes for clients all over the world. Using leading edge technologies, Atelier Markgraph produces surprising spatial productions at the interface of business, culture and science - from exhibitions through media productions to corporate architecture. The client list includes blue chip companies, civic institutes and small-to-mid sized enterprises. The client list includes brands like Mercedes-Benz, Deutsche Telekom, Viessmann, Messer and Medtronic, and also cities, museums and cultural institutes. The Frankfurt-based designers have received numerous awards for their work, including a Gold Lion at Cannes Lions, a Black Pencil from the UK D&AD, and a silver German Design Award, Germany's highest design award.

Av62 architects

Av62architects is an open team of professionals dedicated to the design of conceptual structures (systems of ideas, needs and desires) with a physical presence (cities, landscapes, buildings, exhibitions,...). It advocates a model of growth-oriented material and re-balancing between the overall sustainability (energy, environmental, social, cultural, economic), based on the broadest interdisciplinary collaboration and a vision based on innovation and creativity.

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 trade fair-related agencies, bachmann.kern & partner focuses on the conceptualisation of bold design solutions for clients in the field of communications, among others.

Boris Banozic

Boris Banozic heads banozic architecture/scenography, an interdisciplinary design office based in Frankfurt am Main, Germany.

The focus of his work is to explore the interactions between architecture, the visual arts and object design in order to find individual and innovative solutions for the coherence of space and media. His projects range from architectural design, interior design, exhibition and stage design.

Besides heading his practice, he is teaching architectural and exhibition design at the University of Applied Sciences Darmstadt, Germany. He holds a Masters of Arts in Architecture from SAC Städelschule Architecture Class, Frankfurt.

Braunwagner Agency

Braunwagner is a design agency with focus on environmental design, product design and consulting. A profound linking of product design, interior, architecture, visual communication, media design and 3D-visualization is a key factor of its work. Braunwagner regards design as an interdisciplinary instrument of corporate communication to transport rational and emotional brand values into the third dimension. Its supreme goal is to support customers with emotional brand architecture in reaching their target groups best possibly and optimizing customer loyalty. Starting point is always the product as nucleus and carrier of innovation. Through intense analysis of brand and environment it creates sustainable 3D branding concepts and carry out the complete project management.

dan pearlman

dan pearlman is a strategic creative agency. Its goal is to anchor brands and experiences in the hearts and souls of the people. To deliver this dan pearlman combines an extensive, strategic competence with high-level creativity in implementation.

In action dan pearlman takes a 360° approach. It covers the entire spectrum, from strategic positioning and developing creative ideas for brands to implementing them in design and media, retail and brand experiences as well as architecture for zoos, hospitality and leisure environments. It offers all the necessary skills under one single roof. dan pearlman's people are highly talented. They are passionate about their own area of specialisation. And they are able to see the big picture, and beyond.

Delafair

Delafair is a international working business enterprise located in Berlin, concerned with the design, production and installation of temporary architecture, but one that fascinates enduringly. The responsible designer Rainer Lendler, who founded in 1998 the company FRIPP, is an architect, specialized in exhibition design for temporary and permanent exhibitions. Design, project management and modern production techniques where optimally linked to a smooth routine combining creative variation and professional know-how.

Demirden Design

Founded in 1994, Demirden Design, the Istanbul-based studio thrives on a multi-disciplinary team, bringing a mix of talents and approaches to each project. While having accumulated great experience and a track record in a great variety of different fields, the team can also provide total design solutions that seamlessly and simultaneously combine graphic, corporate and brand design with product, packaging and communication design, and architectural, retail and exhibition design. The result is a wide array of projects, including indoor and outdoor exhibitions, conferences and corporate events, as well as stores, galleries, showrooms, cafés, restaurants and offices. By the end of 2011 the studio had received 19 international awards, including several red dots, 2 iF Gold and Design Management Europe awards, while the home product brand, ilio, was enthusiastically received by the international design community, not in the least because each of its products reflects a novel approach to both design and the manufacturing process, maintaining high quality standards at all levels, particularly with respect to the choice of manufacturing materials and production techniques.

DGT

DGT - DORELL.GHOTMEH.TANE / ARCHITECTS is an international partnership founded in January 2006 in Paris and practicing architecture, urbanism and space design. It is led by three multinational architects: Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane and collaborates with a multicultural team of around 14 architects and professionals of interdisciplinary fields. The partnership gained an international reputation through its design of the Estonian National Museum which is currently under construction and through a series of cutting edge yet phenomenally sensitive projects. DGT is today one of the leading practices of the young new generation of architects. The practice has been awarded the NAJAP 2007-08' - French Ministry of Culture Architecture 2008 Prize, The Ressegna Lombardia di Archittettura 2008 Prize in Italy and has been nominated for Ian Chernikhov 2010 Prize in Russia.

Dreimeta

Dreimeta was founded in 2003 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.

The Dreimeta network is interdisciplinary; depending on its task. 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.

Franken Architekten

SPACE, STORY, SENSE - SUSTAINABILITY

Between the virtual and the real: Franken Architekten combines architectural practice with the opportunities for communication within a space, be it in the design for a temporary trade fair presentation or classic building construction.

The environments created by Franken Architekten use insights into the virtual world and go far beyond functionality: They create narrative spaces.

Franken Architekten provides a full range of services from concept development and implementation planning to site supervision in the fields of architecture, brand space, interior design, urban design and consulting, development of concepts and realization of corporate architecture, office buildings, retail, hotels and gastronomy, urban planning, residential buildings, museums, exhibitions, trade fair presentations, corporate design, installations, theme and brand worlds.

Heller Designstudio

Heller Designstudio is a multidisciplinary design studio focusing on architecture, design and media, based in Stuttgart, Germany. Its goal is to develop integrated design solutions with continuous aesthetics - ranging from graphic design to medial staging. Architects, communication designers and programmers are creating immersive spaces on trade fairs, public spaces and architecture. Internet, video, 3D-animation and graphic design are used synergistically.

Herbert Brabin

Herbert Brabin opened his architectural practice in 1997. His main areas of activity are planning and realizing private and public buildings as well as competitions. A major focus lies on interior design and the change of scale associated with it. Exploring materials and colours is a central concern, manifested in the scope of activity ranging from furniture to facade design. The company occupies a network of associates, building a well-versed team of specialists and planners from different fields. Their contributions are seen as an integral part of the architectural concept. Since 2007, he has been working as an Art Director for the Wogg company and responsible for the visual performance as well as for the consulting in the product development.

Ippolito Fleitz Group

Ippolito Fleitz Group is a multidisciplinary, internationally working studio for design located in Stuttgart. Together with clients it develops architecture, products, and communication, which are always part of the whole and yet something absolutely unique.

Ingrid Heijne Interior Design

Ingrid Heijne Interior Design provides interior design service to both business and individuals. It takes care of the total concept for each room, from idea to realization. Through carefully attuning the concept to clients' wishes and requirements by using unique style and distinctive imagery, Ingrid Heijne Interior Design creates a design that fits client's identity and personality to a tee. By arranging aliments, like furniture, paintings, objects and lighting, it creates an atmosphere in which harmony and subtle amazement set the overtone.

jangled nerves

jangled nerves designs and produces communication solutions at the crossing point between media and space, which are understood as two mutually interacting components. With this approach jangled nerves combines the functions of a creative agency and a media production firm. The portfolio reaches from museums and exhibitions up to showrooms and fairs.

The goal is to interweave architecture, graphic design, film, interaction and kinematics: all classical forms of media production - reaching from animated cartoon to documentaries - are embedded into the spatial context, while stories are told in direct alignment with the targeted group. Hence, immersive and holistic experimental environments are created. With this approach qualified solutions are not only guaranteed but especially, the production of content is spotlighted.
The highly specialized team consists of a creative department for concept and design, which is accompanied by a production comprising several in house facilities. This flexible structure ensures the creative and economic realization of complex projects.

Karim Rashid

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. Karim's diversity affords him the ability to cross-pollinate ideas, materials, behaviours, aesthetics from one typology to the next, crossing boundaries and broadening consumer horizons. His work is featured in 20 permanent collections and he exhibits art in galleries worldwide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence award. He holds honorary doctorates from the Ontario college of Art & Design and Corcoran College of Art & Design. 2008 highlighted Karim's largest retrospective to date at the Instituto Tomie Ohtake, in Sao Paolo, Brazil. Most recently, he curated

the exhibition Totally Rad: Karim Rashid does Radiators for Museum of Art and Design in New York City. Karim is a frequent guest lecturer at universities and conferences globally disseminating the importance of design in everyday life.

Keiji Ashizawa Design
"Honest" design is what Keiji Ashizawa tries to pursue by logical thinking.

An ideal form is derived naturally through the process of attempting to maximize the potential of client's demand, material and its function. Besides architecture and interior design, Keiji Ashizawa used to work in production for several years after working in an architect's office in Tokyo. He realized that it was important to make "honest" design by going back and forth and to be surrounded by different materials to be used in the experimental process.

In architecture or interior, product and furniture design, the attitude does not change. From architecture to product, Keiji Ashizawa tries to maintain the similar philosophy of achieving "honest" design.

LABscape
LABscape was founded by Robert Ivanov and Tecla Tangorra in Milan and Brussels in 2003. In 2009 LABscape New York was established.

LABscape is a collaborative practice of architects, urban designers, landscape architects, designers, artists and other multi-media performers around the world, who create vibrant, imaginative, and sustainable projects at many scales. This collective nourishes its evolutionary practice of interaction with other fields and specific contributions of each members and collaborators.

LABscape is dedicated to the ideal that design has the ability to improve ones' lives and it provides the opportunity to formally combine ones' diverse backgrounds and extensive experience in a multidisciplinary design forum.

LABscape is consistently seeking cutting-edge materials, techniques and technologies for its projects, a laboratory of multiple landscapes – a lab of escaping conventional design.

LDAMbM
Gianni Bellucci – associated architects (Empoli (Florence) 1972), Paolo Posarelli – associated architects (San Miniato (Pisa) 1969), majors in architecture at Florence University with honours where they are pursuing research (2000-2006) at the Department of Urban Design.

In 2000 they founded LDAMbM associated architects. In the years 2002 to 2004 are contractors in the engineering department of architecture at the University of Florence.
Members of the International Center for Studies on Urban Design.

Matali Crasset
Matali Crasset was born on July 29, 1965 at Chalons-en-Champagne, France. Graduated at Les Ateliers/Ecole Nationale Superieure de Creation Industrielle, Matali Crasset is industrial designer of formation. In agreement with one of her emblematic objects, the column of hospitality "Wanderer", she puts a clear methodology in which she questions the existence of the rules that govern our daily life to live herself better, if it and to experiment. Thus she develops new typologies, articulated around principles of the mobility, the appropriation, the flexibility, the network. Her work has imposed itself since the year 90 as the refusal of the pure shape, conceived itself like a research on movement, made of hypotheses more than of principles. She collaborates with clients, whatever, from the hardware to the electronic music, from the stenographie to the furniture, from the graphics to the interior architecture.

MOMENT Inc.
Hisaaki Hirawata and Tomohiro Watabe established MOMENT Inc. in 2005. The projects are widely ranging from graphic, product, interior, to architecture. Hirawata and Watabe attempt to suggest strong design-message which is not compressed in a category. 2D and 3D is an equal theme to every kind of design project.

Ozon
Ozon is a Munich based design agency, specialising in the disciplines of corporate design, communication design, digital and exhibition design. In an all-embracing process it carves out the values of the brands it works for and develops integral communication strategies as basis for the design. So Ozon creates individual solutions that guarantees an enduring success.

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 overall interior and building construction projects and on communication and graphic design.

The company's client list includes Galeries 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-fertilization between disciplines and areas of experience. Our ability to deliver innovative design with elegant and meticulous finishing down to the smallest detail lies in being able to take what we learn in one area and applying it, where appropriate, in another: high tech material forming from the car industry, for example, may yield exciting new surfaces for a shop-in-shop project whereas new developments in the use of digital display techniques from the bar and club scene might fit perfectly with a new automobile display concept – it's all in the mix.

Reich+Petsch
Reich+Petsch is a multi-disciplinary design group with over 25 years experience. The hallmark of its work and brand is "experience design" and it is firmly rooted in the importance of the visitor experience. Reich+Petsch is inspired by opportunities that allow it to create meaningful and engaging environments that excite the senses and make an emotional connection.

Reich+Petsch is a design collaborative including exhibit designers, interior designers, graphic designers and industrial designers as well as architects, technologists, facility planners, and project managers. It has worked in over 20 countries, appeared in numerous publications and won many awards. Reich + Petsch has created signature projects that have come to define the very clients it works for.

Rosan Bosch
Rosan Bosch Ltd is an interdisciplinary design agency that works in the cross-field of art, design and architecture. The firm's commissions range from challenging art installations to the total design of schools and the development of creative office environments.

The firm was founded by the Dutch-born artist Rosan Bosch, who has worked professionally with art, design and architecture for more than twenty years. The crux of her approach is that the physical setting makes a difference for the way we act in the world. Based on this premise, design and art are used as tools for generating transformation - whether in urban spaces, schools or workplaces.
The Rosan Bosch agency is based in Copenhagen and consists of a team of artists, architects, designers and academics. With an emphasis on creativity, sustainability and innovation the firm translates imagination into physical products and creates rooms and environments that make a difference.

Sid Lee Architecture
Founded in 2009 following the integration of architecture firm NOMADE (founded in 1999), Sid Lee Architecture is a partnership between seasoned architects and urban designers Jean Pelland and Martin Leblanc, and Sid Lee, a global commercial creativity company. Established in Montreal, with satellite offices in Amsterdam (Netherlands) and Paris (France), Sid Lee Architecture boasts a team of 25 architects, technicians, designers, managers and support personnel. This multidisciplinary team enjoys a solid reputation, having successfully carried out many large-scale projects. Sharing common views on interior design, brand strategy, urban approach, and the role of context, the Sid Lee Architecture team has had the opportunity to put its knowledge and expertise to work, successfully completing a wide range of multidisciplinary projects.

Stone Designs
Stone Designs was found by Cutu Mazuelos(1973) and Eva Prego(1974) as furniture publisher in 2000. It was in September of 2007 when they launched their last catalogue as publishing company, definitively managing to make a place for themselves in the international markets.
Later they allied with Rafael Rodriguez (RS Barcelona), a Catalan industrialist and they created the current RS of which they are the art directors and designers of the entire product line, with their entire catalogue passing to form part of the new RS catalogue. In this way, a new stage of their lives opened, being able to concentrate exclusively on what they did best, design.

TORAFU ARCHITECTS
Founded in 2004 by Koichi Suzuno and Shinya Kamuro, TORAFU ARCHITECTS employs a working approach based on architectural thinking. Works by the duo include a diverse range of products, from architectural design to interior design for shops, exhibition space design, product design, spatial installations and film making. Amongst some of their mains works are "TEMPLATE IN CLASKA", "NIKE 1LOVE", "BOOLEAN", "HOUSE IN KOHOKU" and "airvase". "Light Loom (Canon Milano Salone 2011)" was awarded the Grand Prize of the Elita Design Award.

TULP
Based among the historical central market – 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, makes their design unique.

In the last 13 years TULP won important national and international design prices, 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 also give lectures in design schools and selected companies.

Utoplan
Utoplan is one of the leading agencies for live communication and creates brand promotions for events, trade fairs, showrooms and road shows. Utoplan's customers include leading companies and brands such as adidas, Audi, BMW, Daimler, Deutsche Bahn, Deutsche Post DHL, Sony, TierÖsterreich, Telekom and ZDF. 650 employees work for the agency with its twelve branches worldwide.

UNStudio
UNStudio is an international architectural practice, situated in Amsterdam since 1988, with extensive experience in the field of urbanism, infrastructure, public, private and utility buildings on different scale levels. At the basis of UNStudio are a number of long-term goals, which are intended to define and guide the quality of our performance in the architectural field. It strives to make a significant contribution to discipline of architecture, to continue to develop qualities with respect to design, technology, knowledge and management and to be a specialist in public network projects. UNStudio sees as mutually sustaining the environment, market demands and client wishes that enable work, and its aim for results in which its goals and client's goals overlap.

WWAA
WWAA has been officially registered since 2006, and went full-steam in 2007 when winning the competition for Polish Pavilion in Shanghai. Architects Marcin Mostafa and Natalia Paszkowska are the founding partners of WWAA. They co-operated as students of the Warsaw University of Technology on school projects and have been working together since 2003, with focus on projects for architectural contests, the majority of which they won or were awarded prizes. In 2010 WWAA was joined by stage, set and exhibition designer Boris Kudlicka, who studied set and costume design at the Theatre Faculty of the Academy of Performing Arts in Bratislava and at the Minerva Academy of Arts in Groningen. Since 1999 he has staged several operas, most of them for National Opera in Warsaw.