

WALK AND MATCH

Di's play Design

PREFACE - 1

The life of a butterfly.

For me as an architect I really don't differentiate between display design and thinking about how we approach architecture, these kinds of projects are for us like mini or macro architectures, for us we apply the same approach as if we were designing a building or a piece of furniture.

The same conceptual questions arise, first of all what are we showing and what is the message we are conveying? How are we showing it that is to say its materiality etc comes later.

We try and get inside these first issues in order to come up with a project that has some kind of meaning or relevance. What one is displaying is the primary thing, somehow what we as designers need to do is keep this in mind all the way through the process, so that the language deployed and the ideas explored in a piece of display design should reflect the subject being shown otherwise one loses the reason and meaning of the project.

This book in light of these comments is really an excellent resource. A vast range of Design display projects that have successfully had to come to terms with these issues in varying ways. All the projects presented here reflect a truly amazing range of vocabularies and ideas. In this way we can see the richness of different possibilities that have been taken, cross reference them, see how they have been made, lit etc.

I've often felt that a successful display design project is often as intense and consuming as creating a building. Absurd in the sense that it will only have this wonderful short lifespan, like a butterfly, it goes thru an intense stage of creation only to emerge to show all its beauty before dying soon after.

Brendan MacFarlane Jakob+MacFarlane

Walk And Watch
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ISBN

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Printed and bound in China

Display Design 2011

A brilliant chef knows how to create a menu that awakens desires, yet also, at best, stirs the spirit and soul. Communication architects ideally spice up three-dimensional brand communication to reflect the essence of a brand, turning it into physical and emotional experience.

Just as the molecular cuisine causes gustatory irritations, our speciality as communication architects is to irritate the habits of all the senses. To pique the curiosity of customers in a shop or of visitors at a brand exhibition or trade fair stand, materials and shapes can be used not only to attract attention. Architectural language and communication design ideally open up new worlds and tell stories that captivate. Seasoned to the two-dimensional brand communication - such as an image campaign in print and web - space branding is more than the temporal and spatial extension of a campaign: it is as much the opportunity to turn brands into a tangible, even a haptic, experience and feeling. In the brand space visitors can individually explore the product and brand and test the contents communicated in the campaign there and then. Communication architecture, therefore, can only support, highlight, create understanding. It can delve into the story of the brand and embed the product in a brand story. Architecture as a three-dimensional form of communication, in contrast, cannot produce a brand. Only when already existing brand communication conveyed through other media achieves its end can brand values and contents be cleverly continued and developed. There are, of course, exceptions to this rule. A brand can only

fully develop if the consumer embraces the product or brand, if they react to the product and its communicated values. Without the consumer and their decision, all brand aspirations are but a waste.

Direct cooperation between client and design agency - ideally in close interaction - is therefore imperative so architecture can be developed out of the company. Why do I decide on a brand? What does it consist of? What brings it to life? Brand empathy means developing three - dimensional brand presentations from these questions. We believe that perfect brand development means truly understanding and feeling the heart and soul of the brand's identity. Strong brand empathy is the key to holistically designed brand spaces. The fire for our creations is fuelled time and again by the light we see in visitors' and customers' eyes - and not least in our clients.

The individual disciplines for spatial communication these days are ever more heterogeneous. The trade fair stand is, at the same time, an exhibition: the shop a brand exhibition, and so forth...

To master the whole repertoire of "molecular architecture", therefore, requires interdisciplinary understanding and competence in such areas as classic advertising, web, trade fairs, exhibitions, and shops. Only those who know all the ingredients to this overall discipline can truly understand it and create something new.

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LABscape

LE Booth

Project Information

Location	Paris, France
Architect	Tangorra & Robert Ivanov
Client	Limited Edition nv/sa
Area	96 m ²
Photography	Nicolas Schimp

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 colors of the carpet are following a gradient from dark to warm colors.

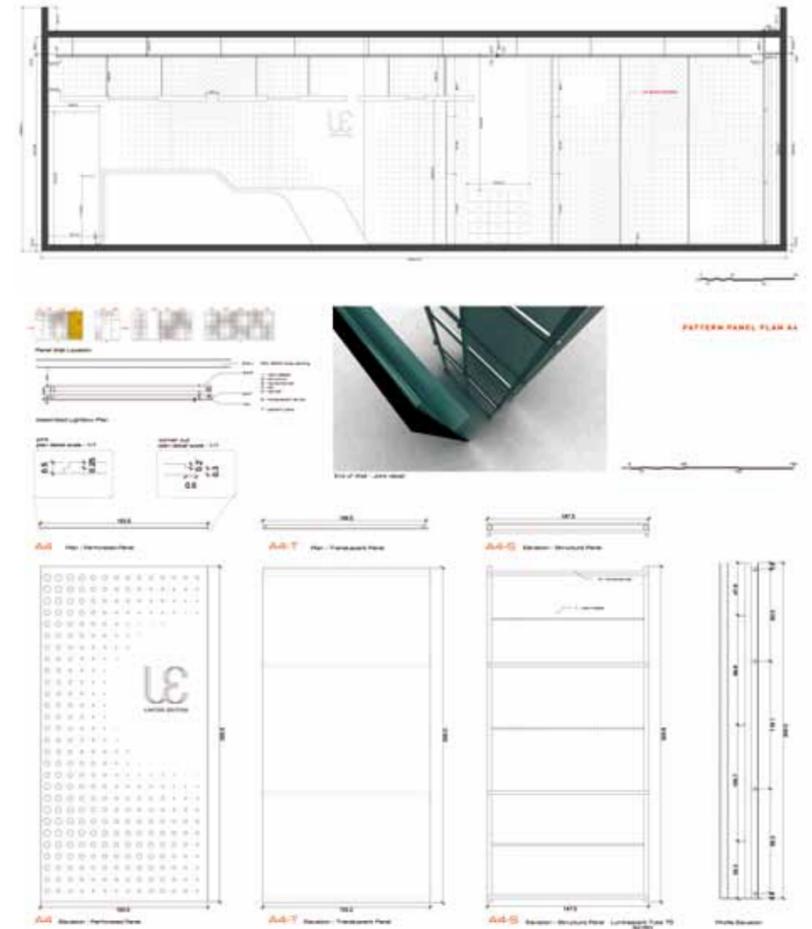
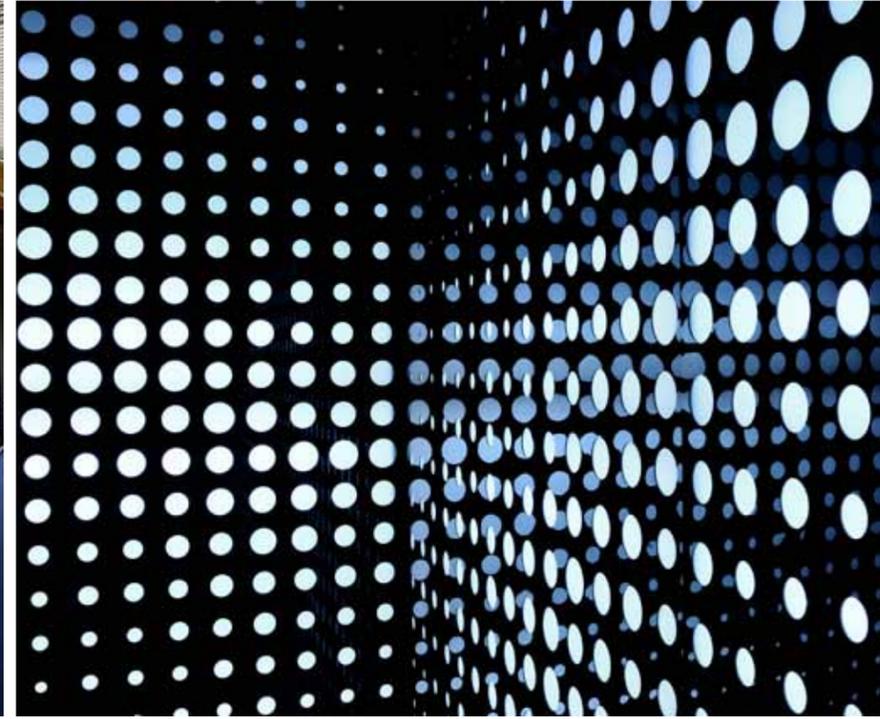
The walls of the exhibition space are backlit where the black panels are laser cut creating gradient pattern made from circular shape. This gradient

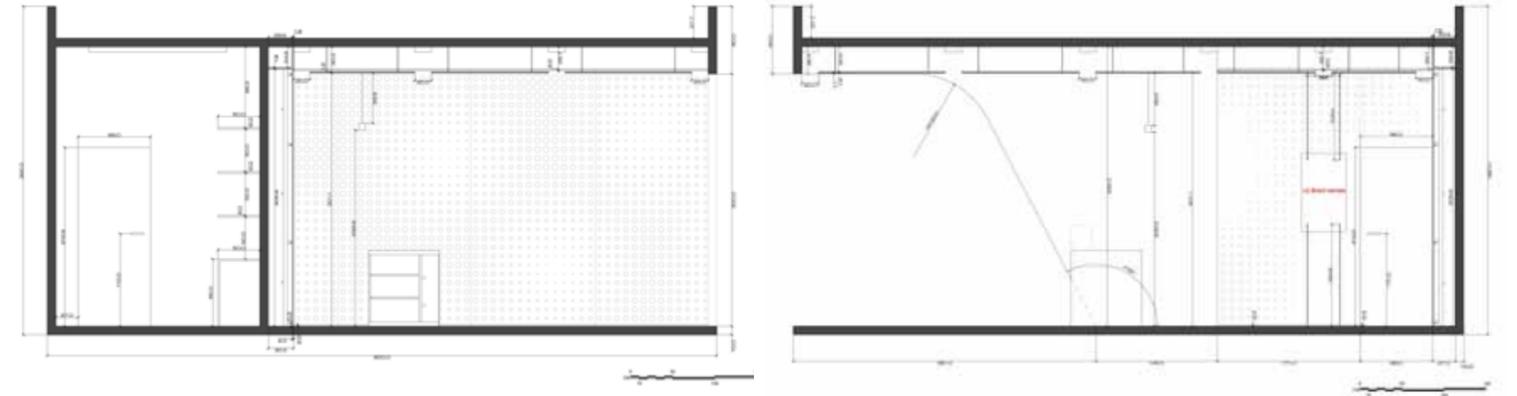
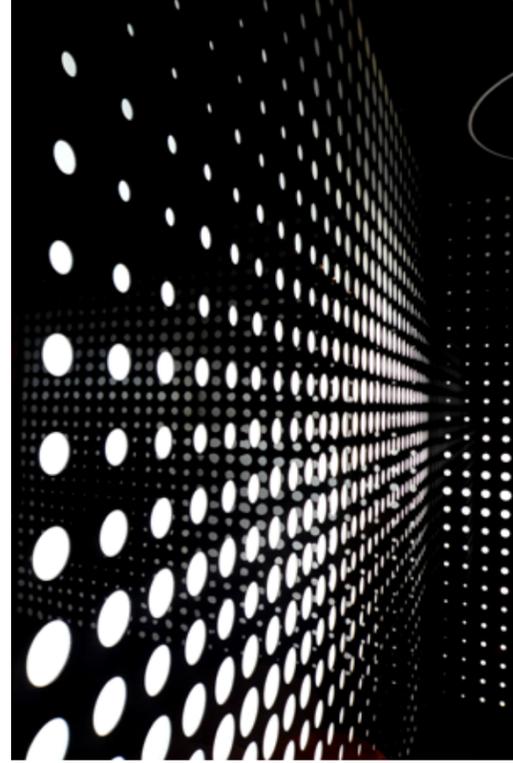
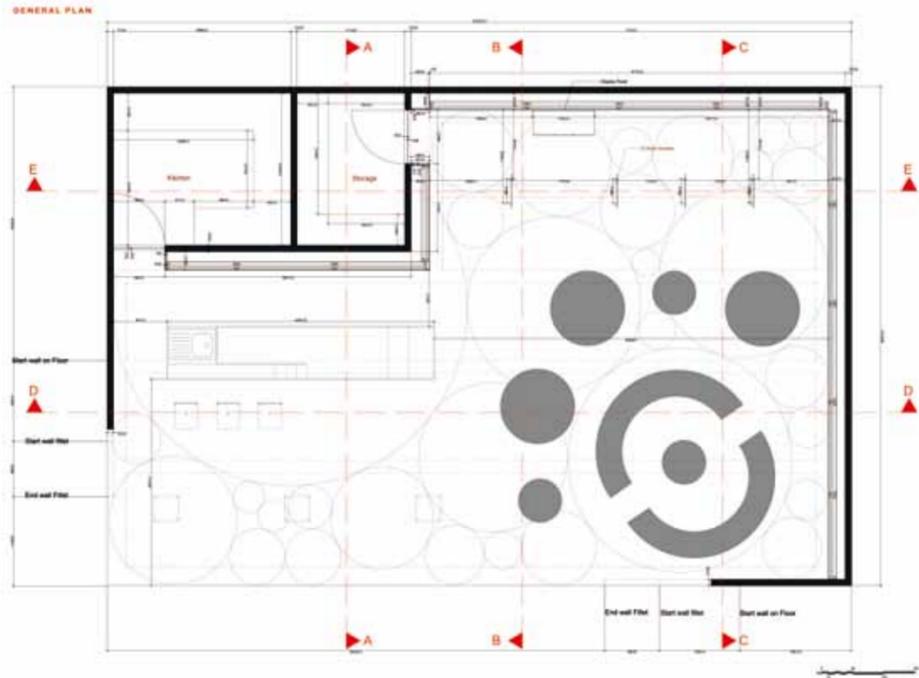
is making a constant changing space ambient. The ceiling is the reflection of the floor outlined in black and white.

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.



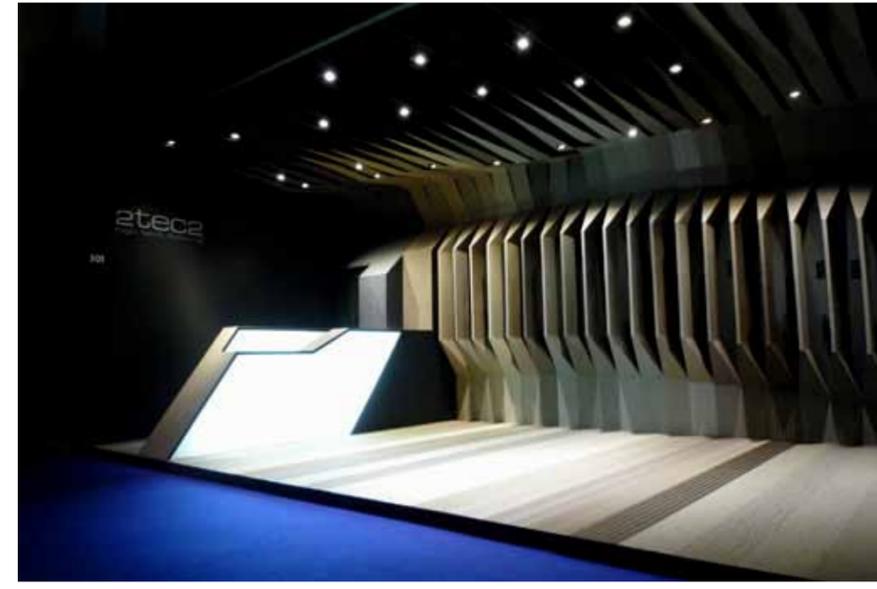
LE
LIMITED EDITION





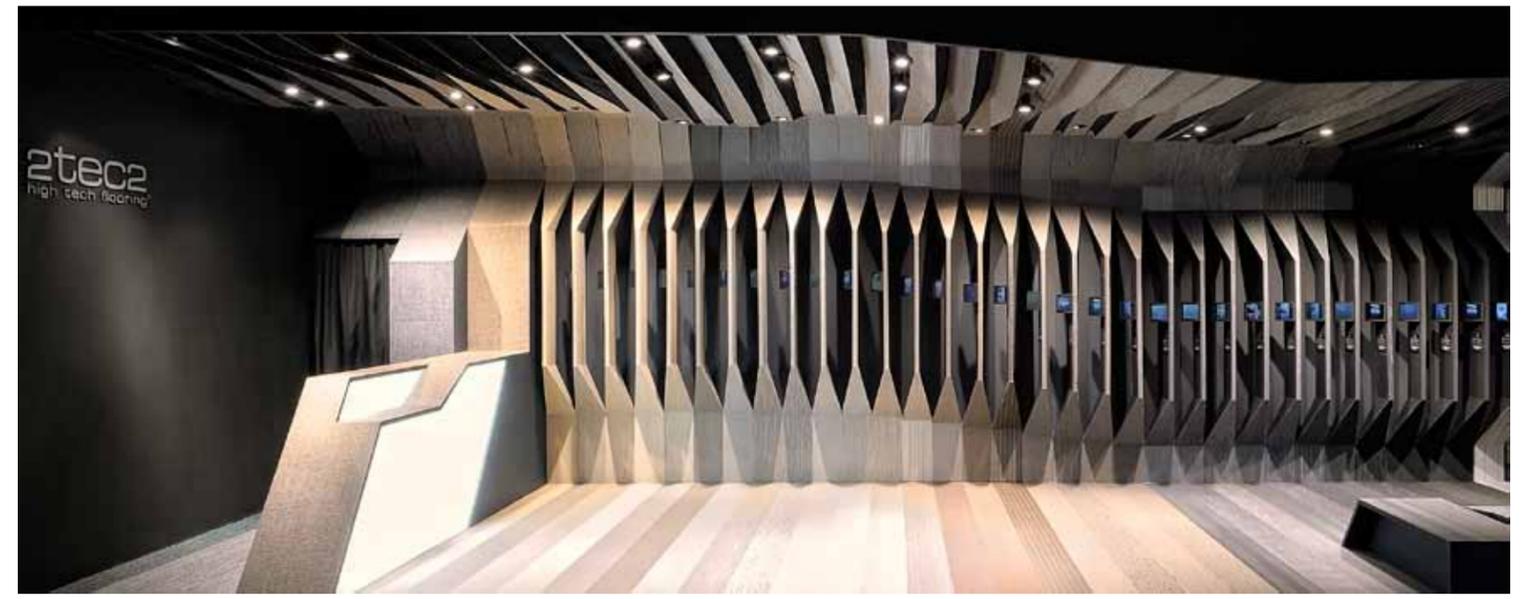


Design Agency
LABscape



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

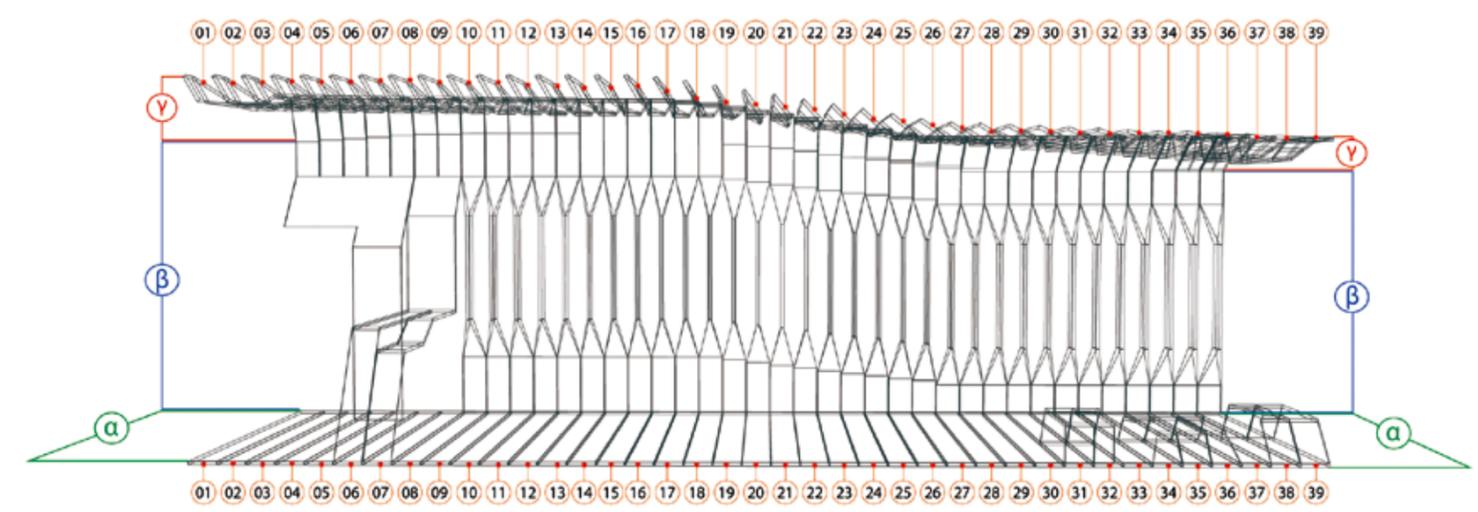
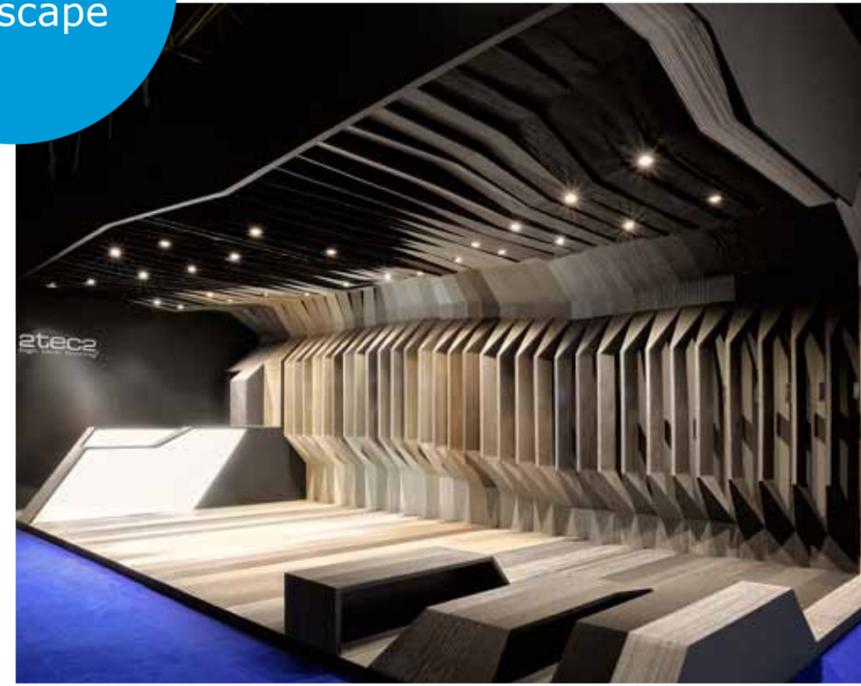
The space is created by 40 stripes of 25cm width, where each one deforms, twists, reduces width, pulls up and down for making the functions of; presentation, communication, sitting, table, desk, lights openings, storage. All the stripes are following a general geometry of 3 sinusoidal lines that are evolving in the space. These directions lines are making the overall space more structured. These stripes are covered with carpet in one side while the other side is painted in black. That allow to see almost the complete collection of 2TEC2.



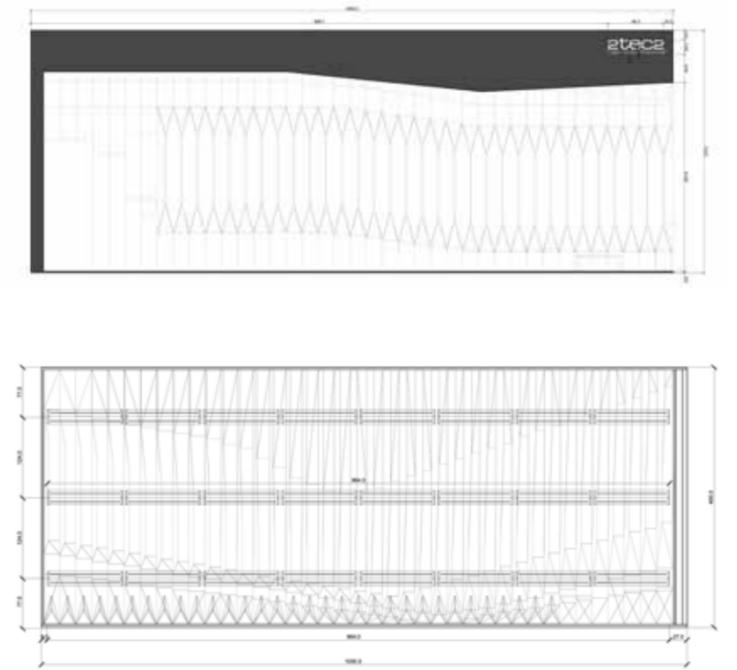
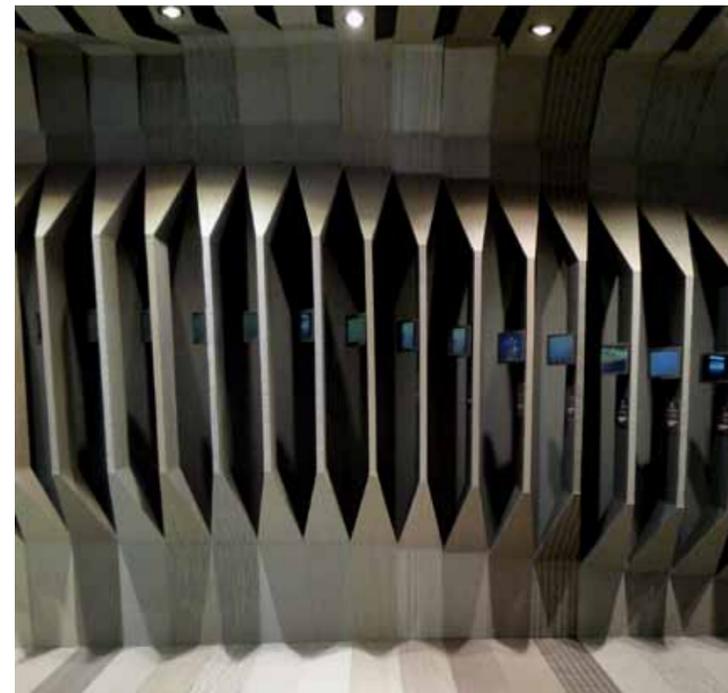
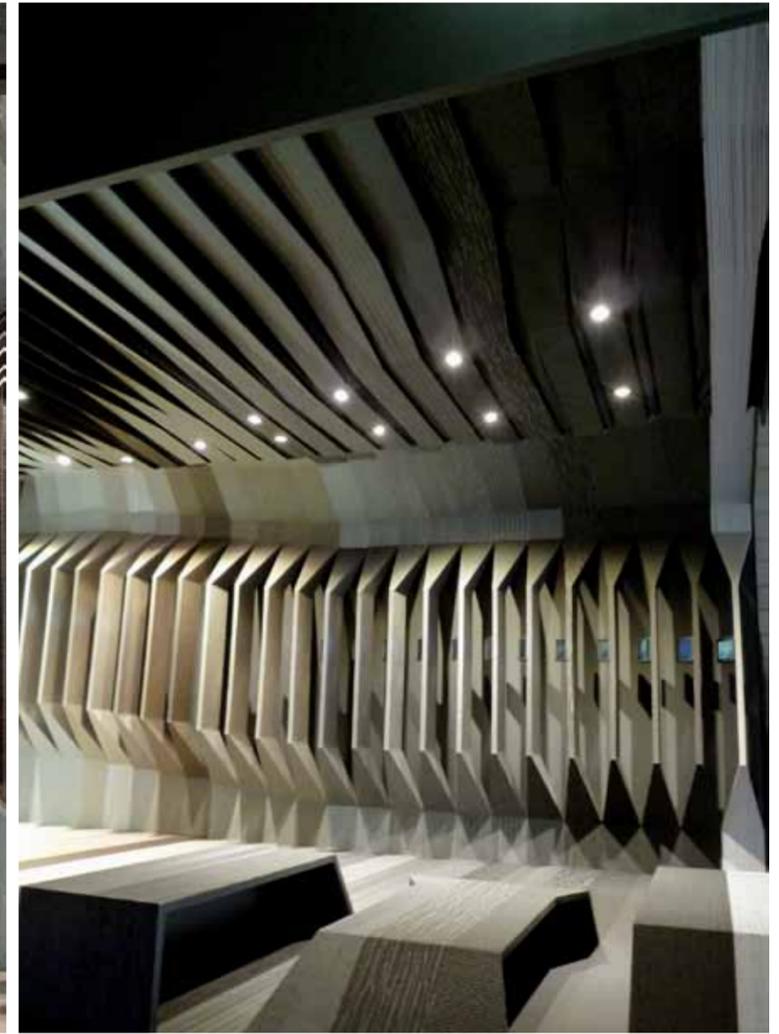
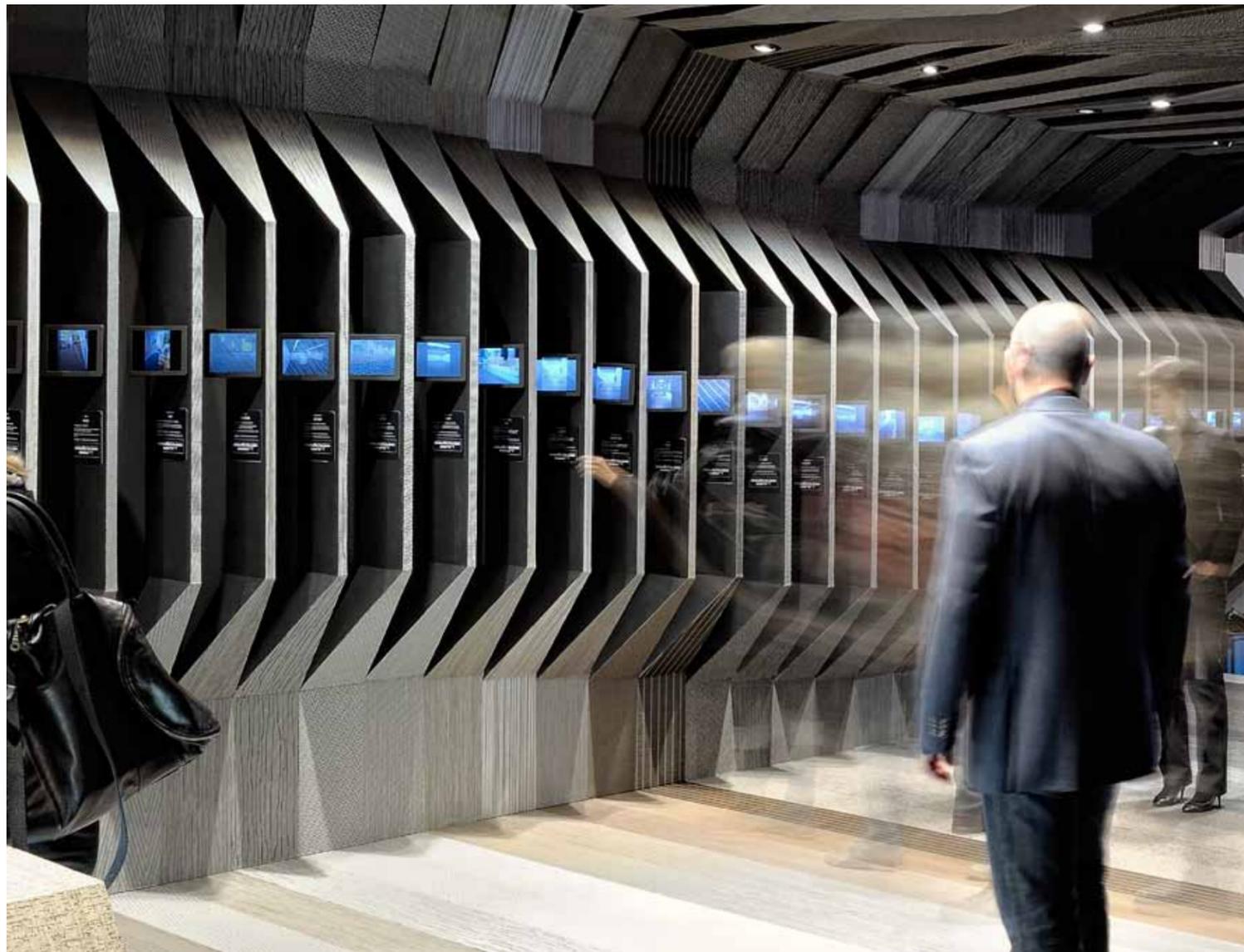
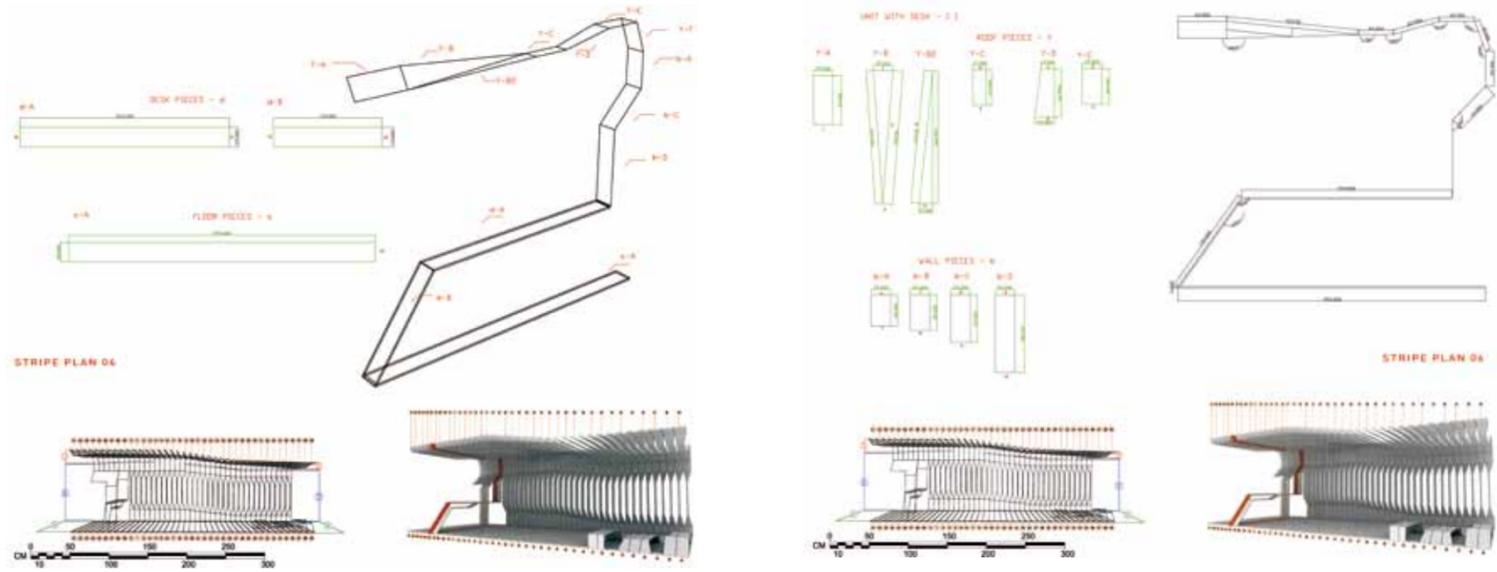
2TEC2 Booth

Project Information

Location	Paris, France
Architect	Tangorra & Robert Ivanov
Client	Tissage d'Arcade nv/sa
Area	40 m ²
Photography	Nicolas Schimp







Directory



3GATTI

Francesco Gatti was born in Rome in 1973. He graduated with honors degree in ROMA TRE university. In 2002 he established 3GATTI. In 2004 he opened a new branch of the office in Shanghai where he completed many projects as the 'Red Wall', the 'ShenYang shopping mall', the 'In Factory' old factories renovations, the 'KIC plaza' park, and prestigious interiors as the "Red Object" space, the 'Hightex' textile group concept shop,

Hangzhou 'The Cut' interactive disco club, 'ZeBar' and 'Alter' fashion store.

His work was published in many international reviews. Today Gatti teach in ROMA TRE University (Italy) and in Tongji and JiaTong university (China) where he also participated as master of the Archiprix International.

ATELIER BRÜCKNER



ATELIER BRÜCKNER is a leading German office in intertwining different disciplines to elaborate scenographic spatial narratives. Presently, the studio is comprised of 70 employees from nine different professions, led by the three partners Shirin Frangoul-Brückner, Prof. Uwe Brückner and Prof. Eberhard Schlag.

In accordance with the motto 'form follows content' ATELIER BRÜCKNER provides conception, planning, and implementation of content-generated architecture. The focus of the firm lies in scenographically inspired projects for museums, exhibitions and expos.

CAMPAIGN

Campaign

Campaign is a London-based design workshop founded by Philip Handford to push the boundaries of the consumer experience. The studio is hands-on in exploring different media and methods in order to tell unique and engaging brand stories, developing integrated brand experiences through interior architecture and graphic design.

Born 1966 in France after 2 years in London at the Royal College of Art, he graduated with a master in industrial design.

In 1991 he moved to Tokyo to collaborate Issey Miyake for interior design (pleats please shops) and perfume design (le feu d'issey). In 1998 he founded his 'curiosity' following product design, interior and architecture.

Recent project includes the 'sen' series for agape, flagship stores for Uniqlo, Lexus Rx Museum, Nikkei media wall. After receiving different awards for product (If Design Awards), Architecture (AIA), he recently received the Ku/kan Prize 2009, the Japanese most prestigious prize for interior design.



CURIOSITY Gwenael Nicolas

Cinimod Studio is a London-based design practice specialising in interactive lighting design and integrated artworks. It was started by the architect Dominic Harris, whose passion for interactive art and lighting design has produced built projects now found across the international art and architecture scene.

The ongoing work of Cinimod Studio is both visually stunning and technologically advanced. A dedication to research and development ensures that the studio stays abreast of the latest technologies and fabrication techniques.



Cinimod Studio



LABscape

LABscape was founded by Robert Ivanov and Tecla Tangorra in Milan and Brussels in 2003. They are a collaborative practice of Architects,

urban designers, landscape architects, Designer, 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 contribution of each members and collaborators.

They 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's 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.

LAVA

At the vanguard of a nonconformist and inventive new generation in architecture, LAVA bridges the gap between the dream and real world. LAVA operates as a unique think tank with branches placed strategically worldwide. It has been formed by some of the most experienced and forward-thinking architects from around the globe.

The Laboratory for Visionary Architecture seeks to continually define new boundaries in the creation of architectural visions and city space. LAVA's research and design focus allows the evolution of architectural and urban design outcomes inaccessible through traditional methodologies.



POD design+media

POD design+media is an award winning New York based design laboratory working in the fields of architecture, culture and industrial design. Pod's internationally recognized work is a result of a multi-disciplinary laboratory with the belief that the practice of collaboration gains relevance through a constant dialogue with other disciplines, cultures, thinkers and makers to offer innovative design solutions. Their process-based approach to design is coupled with a deep interest in methods of fabrication that challenge norms and reveal new territories. Pod's body of work includes the completion of projects and products in New York, Seoul, Texas as well as being featured on Showtime Networks and in Wired magazine.

Nung-Hsin Hu was born 1981 in Taiwan. In 2006 she moved to New York pursue her MFA degree. Nung-Hsin primarily has been working in performative sculpture, installation, and video. She has exhibited in the U.S. and abroad. Making art becomes essential part of her life, and the most vital way for her to explore and communicate with the world.



Nung-Hsin Hu

The

studio nkbak, founded in 2007 in Frankfurt/Main by Nicole Kerstin Berganski and Andreas Krawczyk, is working at the interface of architecture, design and the arts.

Their work focuses on the questions of the space perception. Their aim is to sensitize people and to create consciousness for the living environment beyond the spatial experience.

Nicole Kerstin Berganski, architect and co-founder of nkbak, gained her experience in renowned offices for several years. She worked for four years at SANAA in Tokyo - the studio of Pritzker Prize winners Kazuyo Sejima and Ryue Nishizawa - and she was the responsible project architect for the Zollverein School of Management and Design in Essen and the Novartis office building in Basel.

Andreas Krawczyk, architect and co-founder of nkbak, worked for two years at SANAA in Tokyo. He was involved in different projects, among others, the Zollverein School of Management and Design in Essen, the New Museum in New York and the Louvre in Lens. Apart from the studio he also teaches at the Technical University in Darmstadt.



nkbak



Norm. Architects

Norm.Architects consists of the design-duo Jonas Bjerre-Poulsen and Kasper Rønn. They both went to the Royal Danish Academy of Fine Arts.

Norm. was founded in 2008 as a multidisciplinary design studio focusing on residential architecture, commercial interiors and industrial design. Together, Kasper and Jonas are highly successful as creators of architecture, furniture, and interior objects. Norm. has received several.

Norm. builds on the Scandinavian design tradition. The two designers are inspired by the Nordic scenery and use natural materials to ensure a long life to their design objects. Their designs are simple and minimalist but also with an attention to detail which gives the objects an inviting twist. In addition to beautiful workmanship and aesthetic simplicity, the designers behind Norm. insist that the essence of viability and long lasting products lies in keeping an uncensored relationship with nature.



Studio ST Architects

Studio ST Architects is a full-service, woman owned, architectural firm located in Manhattan that is dedicated to exploring the embedded logic of materials and structures to generate new spatial experiences. The firm believes in innovative and responsible design and is intrigued by computer technologies that are changing design and production methods and strives to apply these tools in creative ways.

Esther Sperber founded Studio ST Architects in 2003 after working at Pei Partnership Architects for more than five years during which she had the privilege of working closely with Mr. I M Pei. She was born and raised in Jerusalem, Israel. She graduated with a degree from the Technion and came to New York in 1997 to complete a master's degree in architecture at Columbia University.

Space Potential is a full service exhibit and environmental design company located in Los Angeles, Ca. Known for innovative and attention-grabbing designs, Space Potential specializes in employing cost effective and original solutions to bring to life a client's vision.

Space Potential's guiding philosophy is that 'Design Matters.' This means working with a diversity of talented vendors, which allows for a wide range of creative options - a key piece of Space Potential's reputation for unique design. Space Potential's mission is to ensure that exhibitors stand out in the crowd. This is accomplished by successfully uniting the newest, cutting edge products with proven methods of distinctive exhibit design.

Space Potential services a global clientele and, while based in the U.S, is able to accommodate foreign shows through their worldwide network of vendors.



Space Potential

plajer & franz studio

In over a decade of creative and imaginative partnership, plajer & franz studio, founded in 1996

by architects Alexander Plajer & Werner Franz, has built up an impressively broadranging portfolio with an international client base. The development of brand architecture and corporate identity in retail as well as the design of premium hotels and resorts form the core of their expertise. plajer & franz studio has an international reputation for innovative excellence, quality down to the smallest detail, great planning skills and asuperb sense of style.



Chikara Ohno

Architect, born in 1976 in Osaka. Established sinato in 2004. Handled various projects relating to houses or business facilities, nominated as top 40 world emerging designers by I.D. Magazine (US) in 2009. Received various domestic and international awards.



sinato

Acknowledgement

We would like to thank all the designers and companies who made significant contributions to the compilation of this book. Without them, this project would not have been possible. We would also like to thank many others whose names did not appear on the credits, but made specific input and support for the project from beginning to end.



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