# STANDS
## INNOVATIONAL DESIGN

**LINKS**

# STANDS 10

**STANDS 10**

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**Text:** Contributed by the architects, edited by Naomi Ferguson

**LINKS**

# INDEX

# LABscape

## 2TEC2

**Interieur 2010, Courtrai, Belgium**                                          **Photographs:** Nicolas Schimp

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 on many scales.

This project for Belgian flooring company 2TEC2 found its beginnings in the structure of the gills of a manta ray fish. The underlying concept was that a single surface can be divided up into narrow sections in order to create a succession of openings. The complete geometry has then been triangulated for the exhibition stand, in order to achieve an image of greater depth.

The trade fair display is created by using a total of 40 stripes each measuring 25 cm in width. Each stripe can be deformed, twisted, reduced in width or pulled up and down in order to facilitate its function: as a tool for presentation and communication, seating, a table, desk, lighting or storage.

All the stripes follow a general geometry of three sinusoidal lines that evolve in the space. These directional lines lend the overall space a greater sense of structure. The stripes are lined with carpet on one side, while the other side has been painted in black. The design allows the entire 2TEC2 collection to be displayed within a stand measuring just 430 sqft (40 sqm).

Visitors to the 2TEC2 stand were able to walk right into the space and step on the carpet, touch the striped wall, read the screens, and immerse themselves in the company's carpet range. The display concept allowed them to engage actively with the product.

The entire space is composed of two main materials: 2TEC2 carpet and black MDF. This allows for a simple reading of the product within a visually complex geometry.

**Design:**
LABscape

**Principal designers:**
Tecla Tangorra, Robert Ivanov

**Client:**
Le Tissage d'Arcade
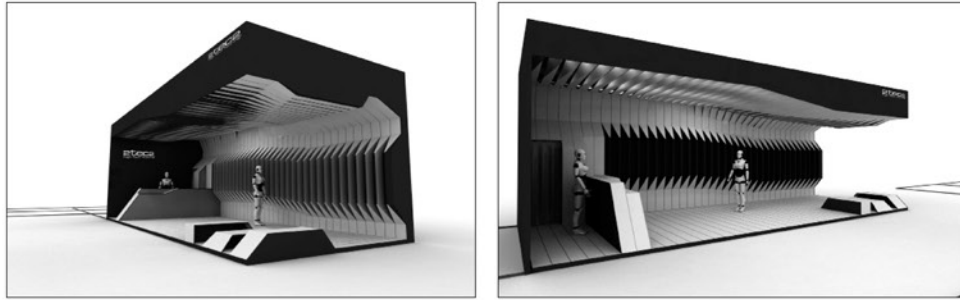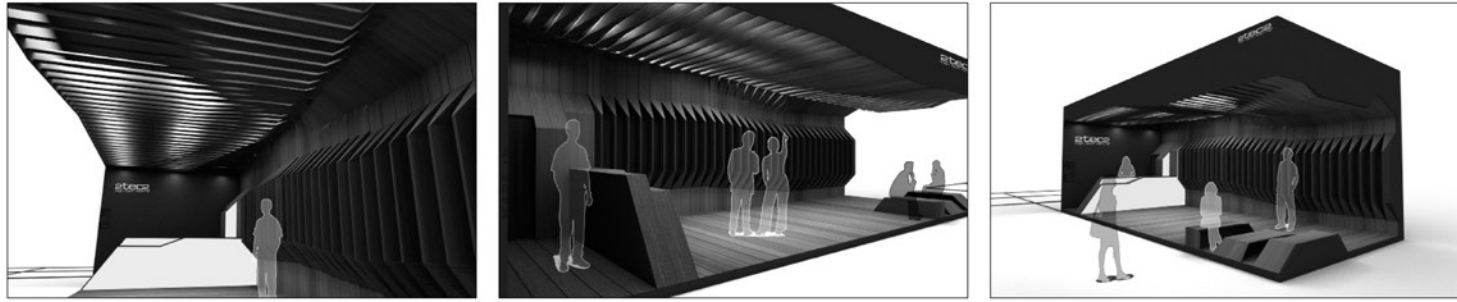
40 vertical stripes, each presenting a line from the company's carpet range, generate a display with a complex geometrical pattern, which is both attractive to the eye and simple to use.
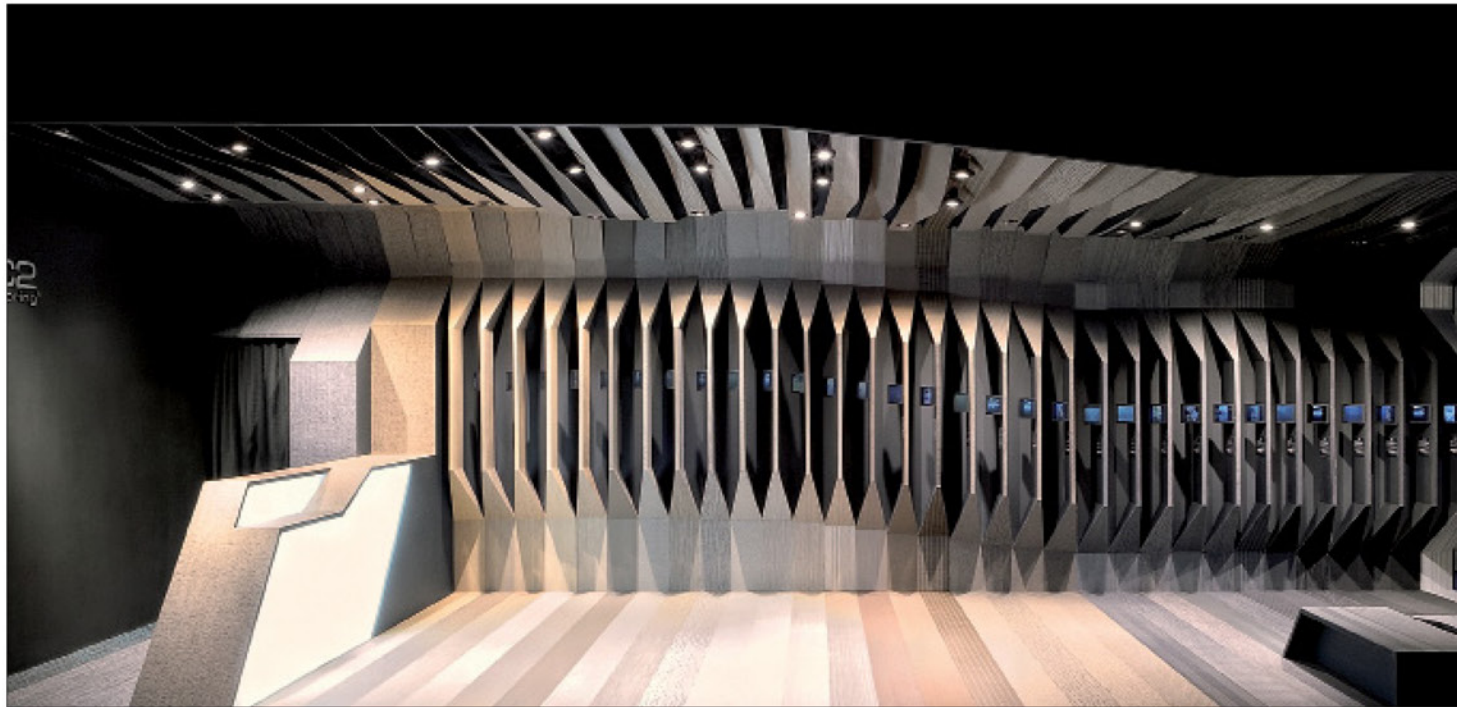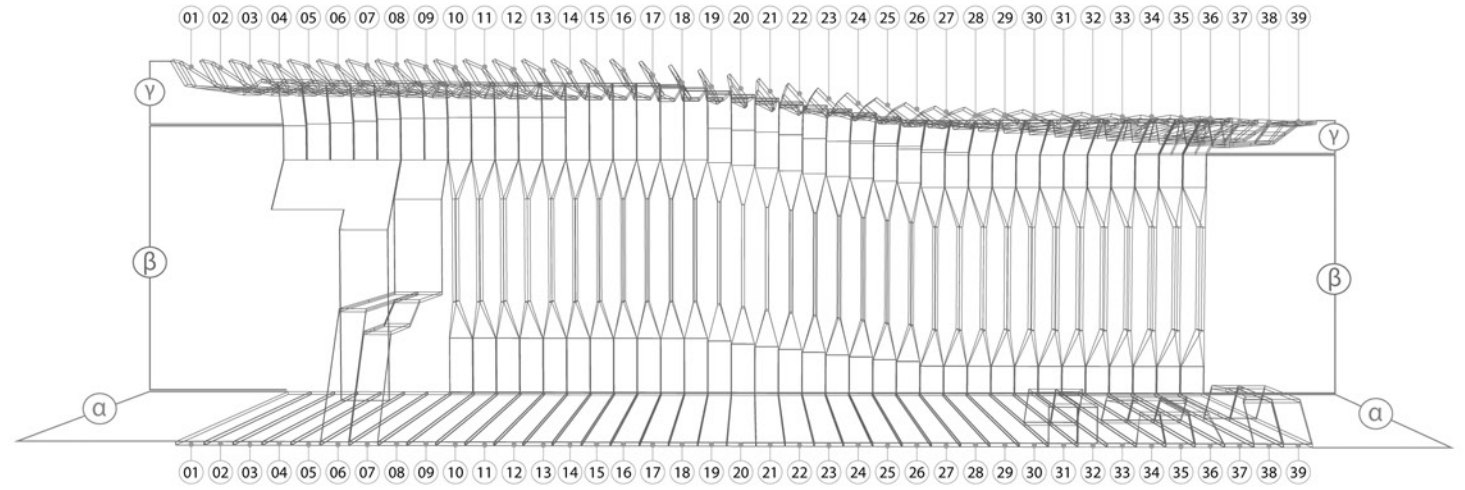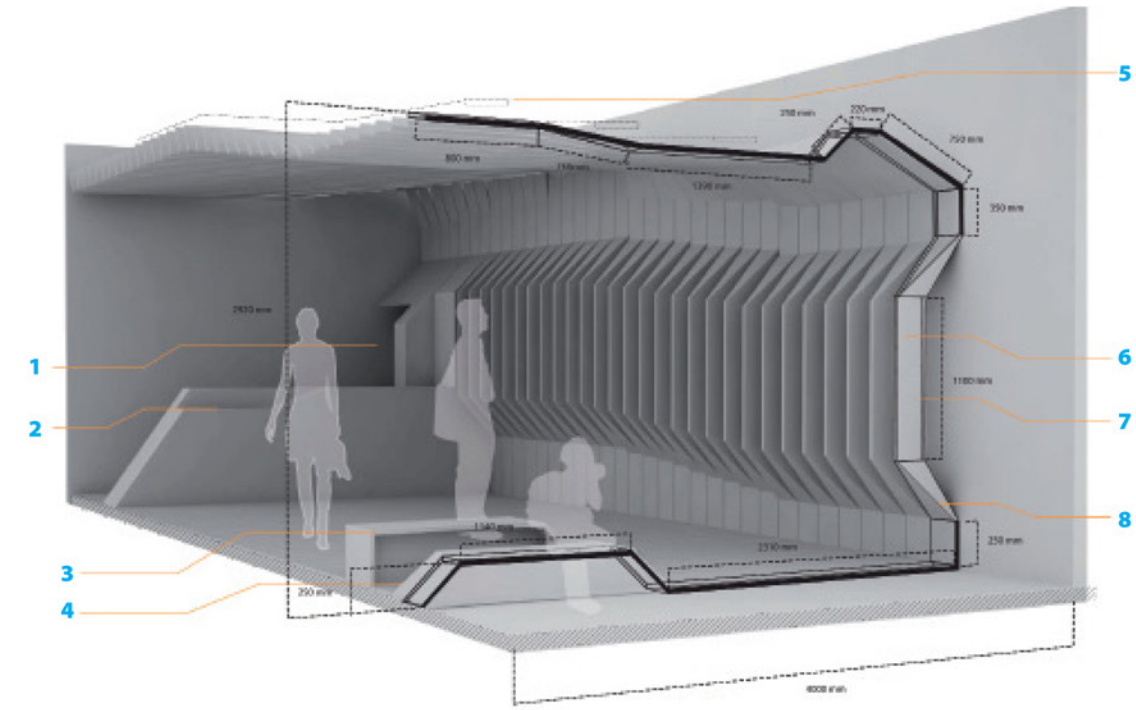
**LATERIAL SECTION**

1. Storage
   750 mm deep
2. Service bar
   lit with concealed neon
3. Bench
   lounge area
4. Low table
   visual extension of floor element
5. Concealed rows of lamp
6. Led screen (backside)
7. 2tec2 carpet
   gradient of product color
8. Material
   mdf 30mm all faceted elements
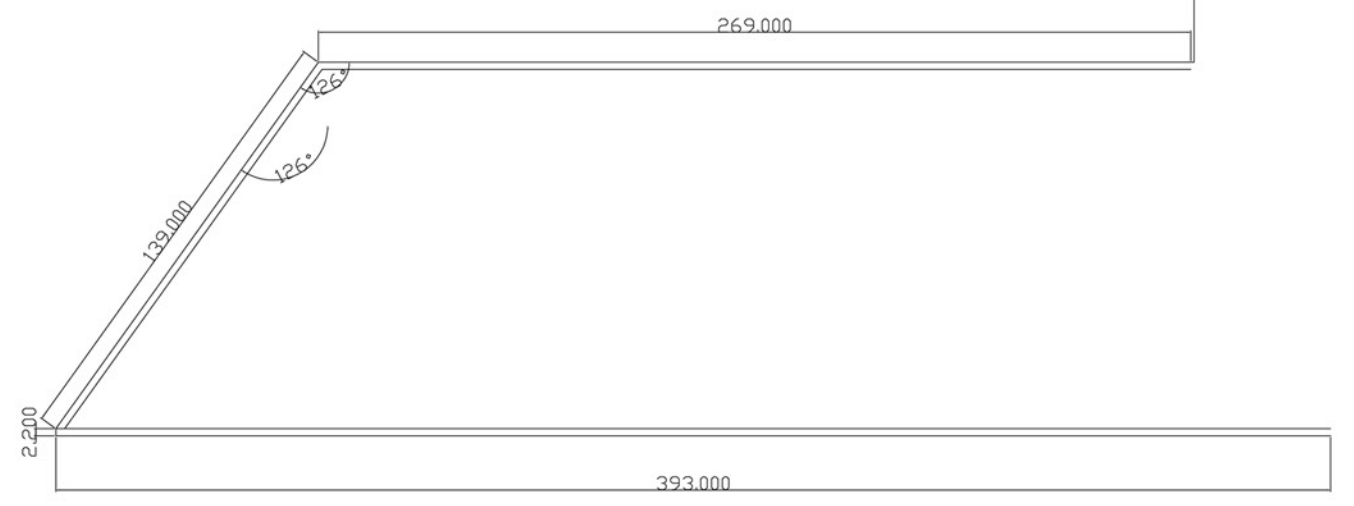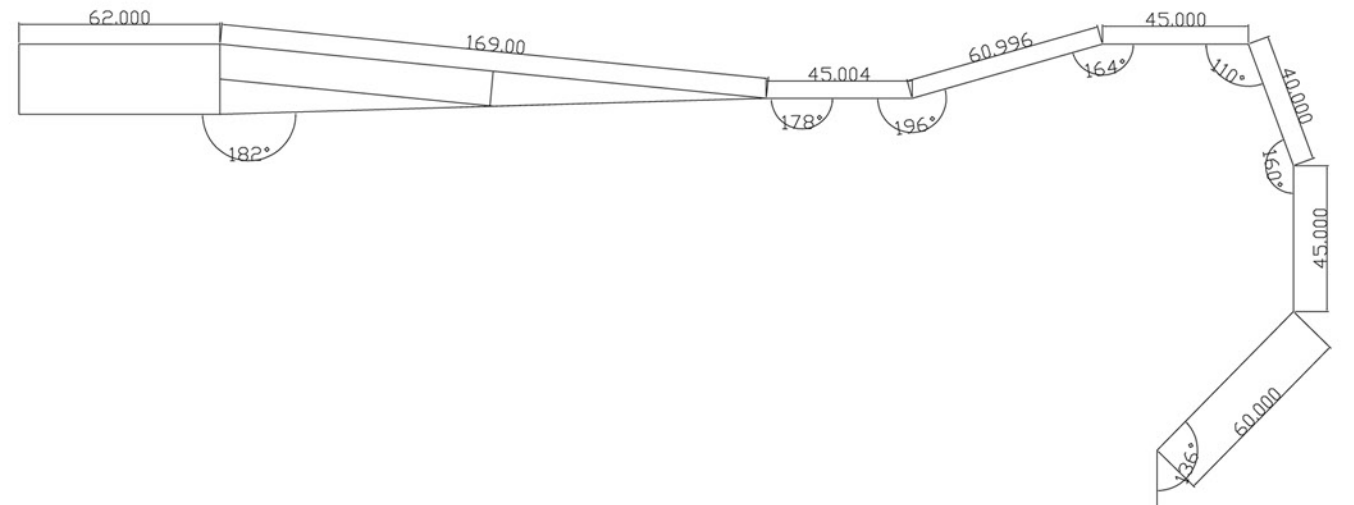


Stripe plan



Front elevation



Right elevation

## COMPONENT BASED VARIATION
unit detailed fragmentation



AXIS
flat panel rotated 3° everytime

flat angled panel
from 30-40 mm

AXIS
constant component

from 30-60 mm

**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**

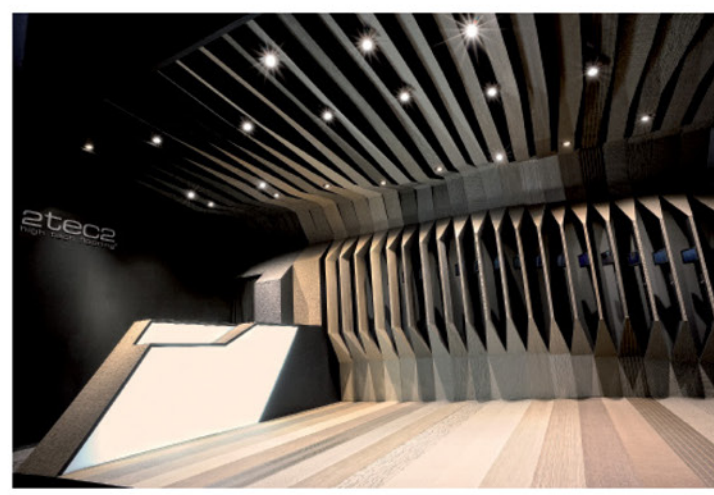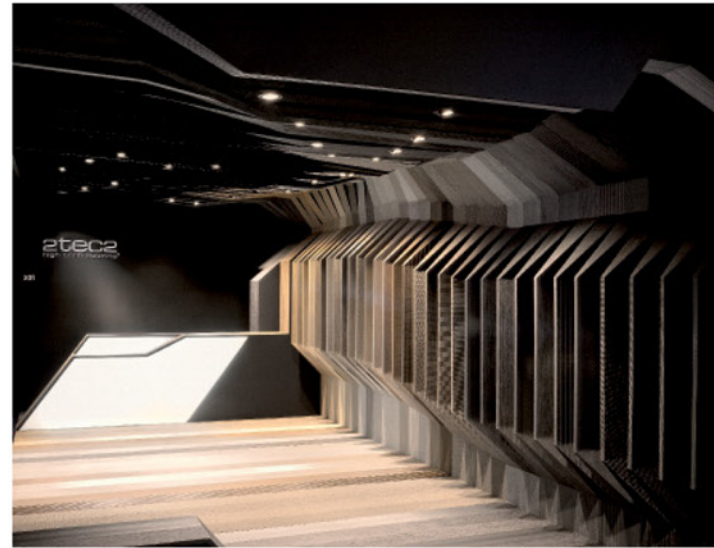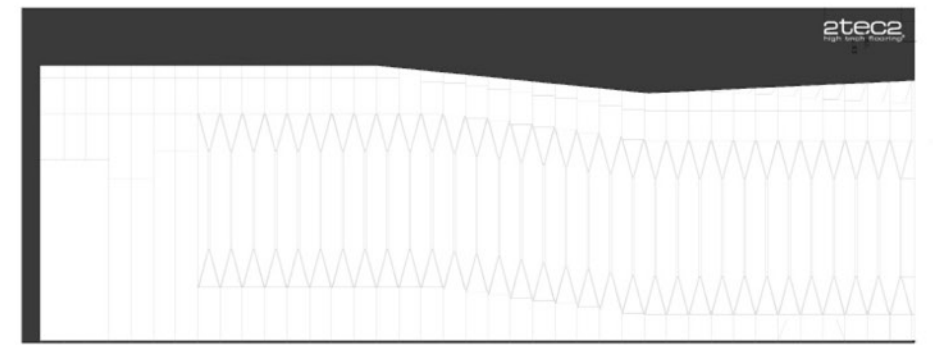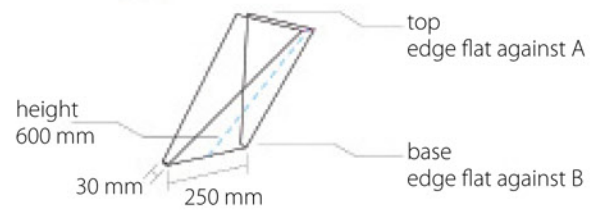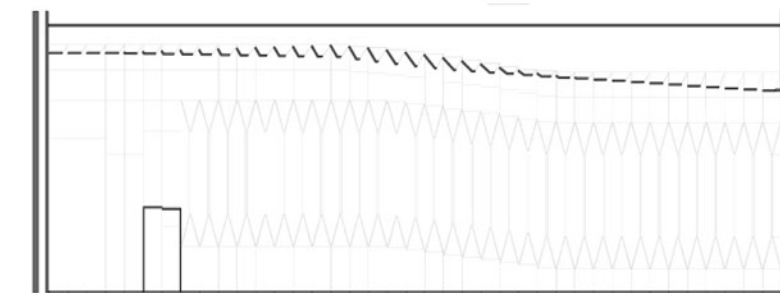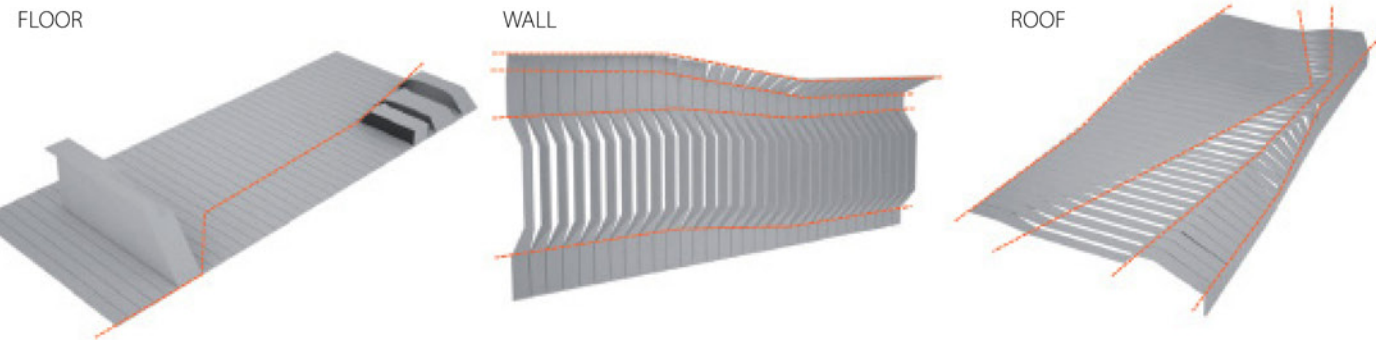designed as fully planar faces the component is formed by a trapezoid wich meets flat with the vertical display board. Dimensions are always preserved.

height 600 mm

30 mm    250 mm

top
edge flat against A

base
edge flat against B

## LINES OF CHANGE: ROUTE OF TRANSFORMATION

FLOOR              WALL              ROOF





Longitudinal section
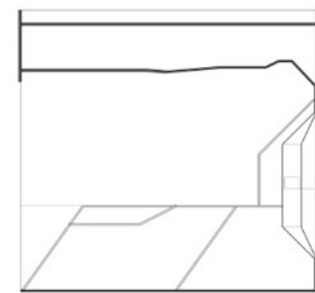
Cross section

## ORDERED CHANGE
the moire effect woch can be perceived while walking within the showroom: is caused by the gradual rotation and lenght changes of the panels thst mak 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 sre rational increments of lenght and angle.



-3 degrees

60°                    0° rotation
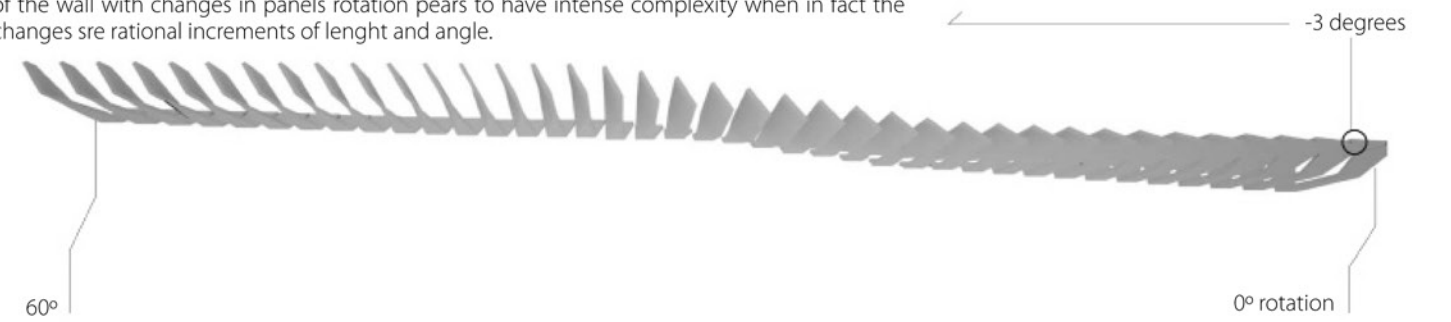
## SHIFTING
considering the strong visual effect of the system, the moire serves to present the carpet as a surface covering, expanding the possibilities of imagined application, while the use of all surfaces reinforces the particular qualities of the carpet. Revealing the screen display on the back or gills of the stripes increases their interest.
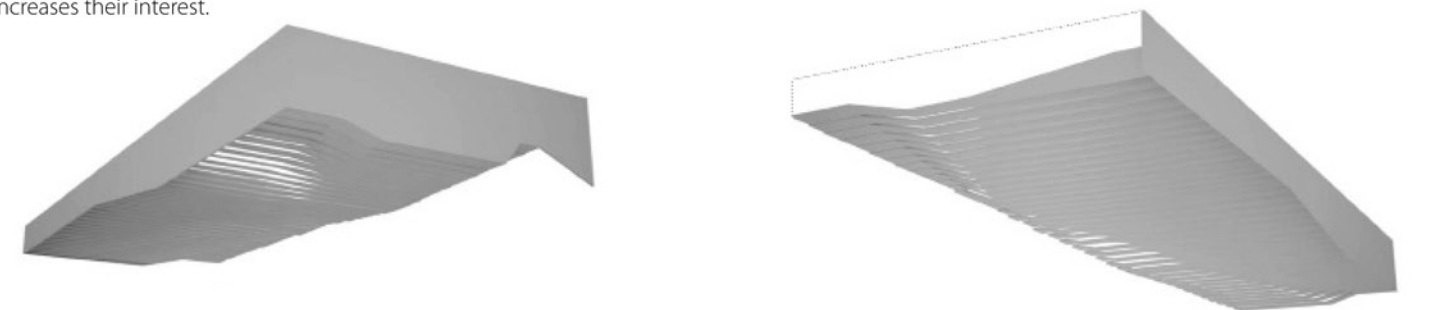


ROOF MOIRE                    WALKING UP TO THE SERVICE BAR WHILE LOOKING TO ROOF

# LABscape

## Limited Edition

**Interieur 2010, Courtrai, Belgium**                                    **Photographs:** Nicolas Schimp

Limited Edition (LE) is a Belgian brand of designer and luxury rugs which are exported all over the world. The company is distinguished by its stylish collections of woven and hand-tufted carpets.

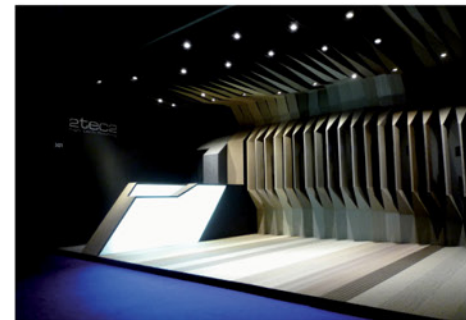The concept of the LE trade fair booth, designed and implemented by the New York-based studio LABscape, was based on a set of circular carpets depicting fields, which have been positioned tangent to one another. The carpets have been cut into circular shapes, each with a different radius, and positioned in such as way as to create a series of small islands, within which various functions can be hosted. The colors of the carpet sections have been chosen following a gradient that ranges from light browns and beiges to warmer colors, such as reds or yellows.

The Plexiglas walls of the exhibition space have been laser cut to form panels with circular holes that change in size. Light sources have been installed behind the panels, which shine through to create illuminated patterns that change in density. The overall effect is one of clouds of light surrounding a series of circular shadows.

The ceiling reflects the circular patterns on the floor through the use of white outlines against a black background.

The space defines a collection of different areas. A bar area on the left hand side allows people to have a drink and socialize, while an informal meeting area at the other end of the booth, consisting of a round table and circular benches, offers visitors close contact with the carpets.

The simple lounge furniture follows the stand's circular theme and has been carefully positioned to create intersections of social communications.

**Design:**
LABscape

**Principal designers:**
Tecla Tangorra, Robert Ivanov

**Client:**
Limited Edition

Floor plan

Section AA



Section BB



Section CC



Section DD



Section EE