

STANDS

INNOVATIONAL DESIGN



LINKS

STANDS 10

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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.

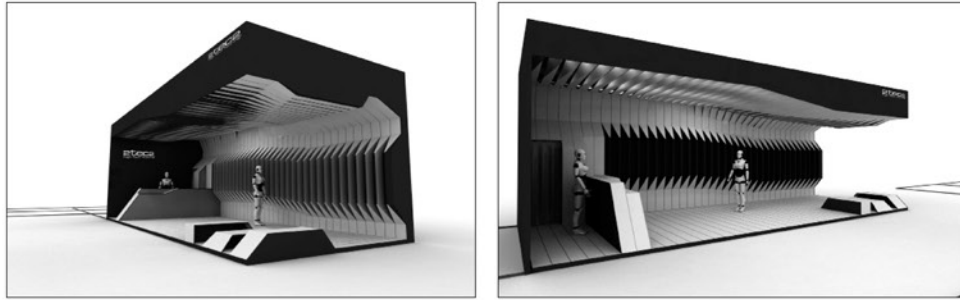
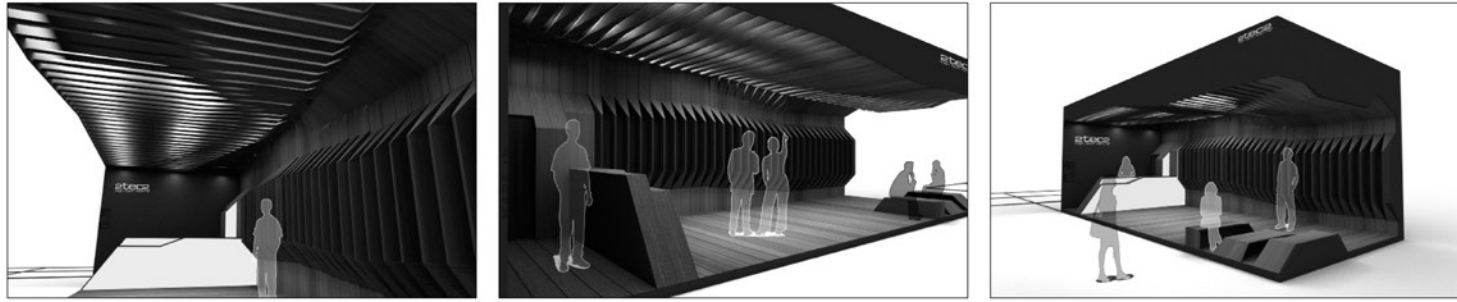
The entire space is composed of two main materials: 2TEC2 carpet and black MDF. This allows for a simple reading of the product within a visually complex geometry.

Design:
LABscape

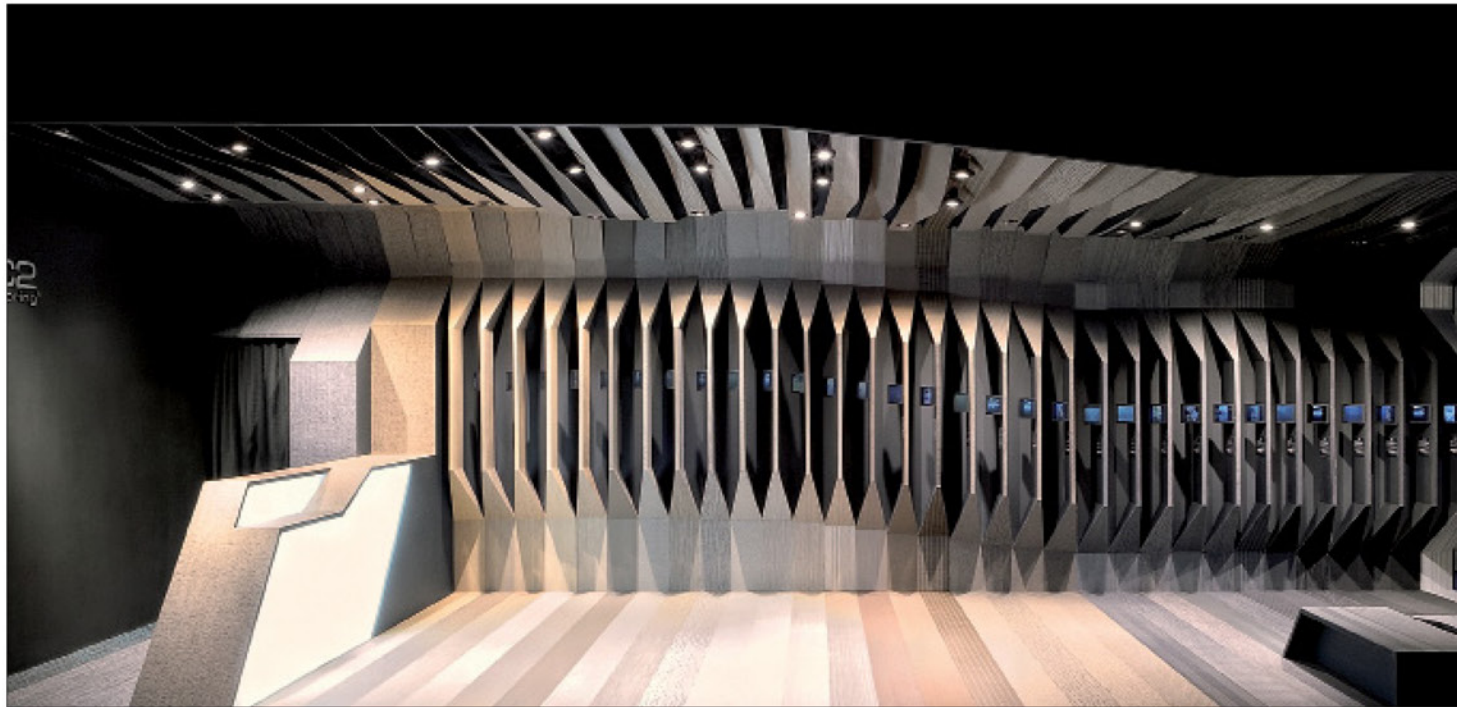
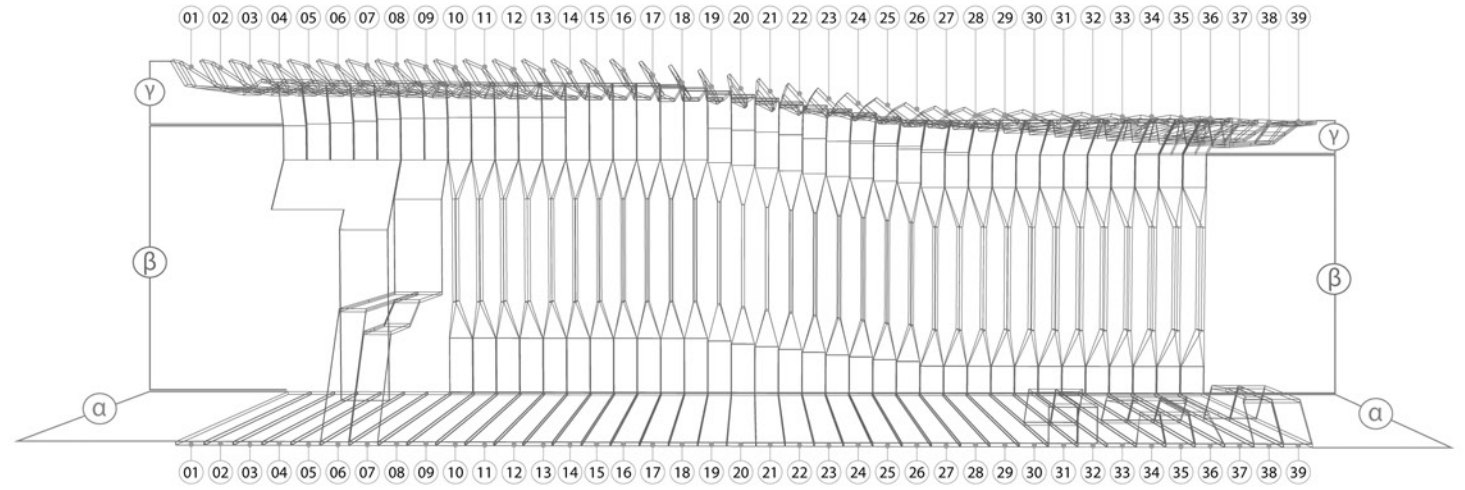
Principal designers:
Tecla Tangorra, Robert Ivanov

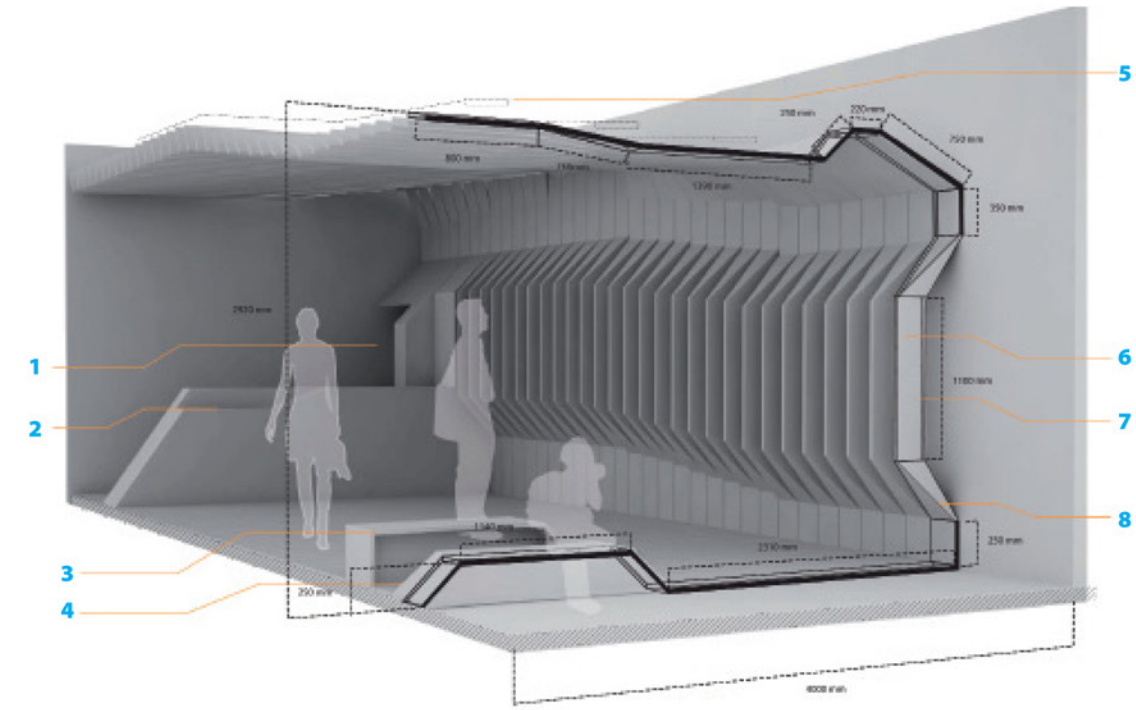
Client:
Le Tissage d'Arcade





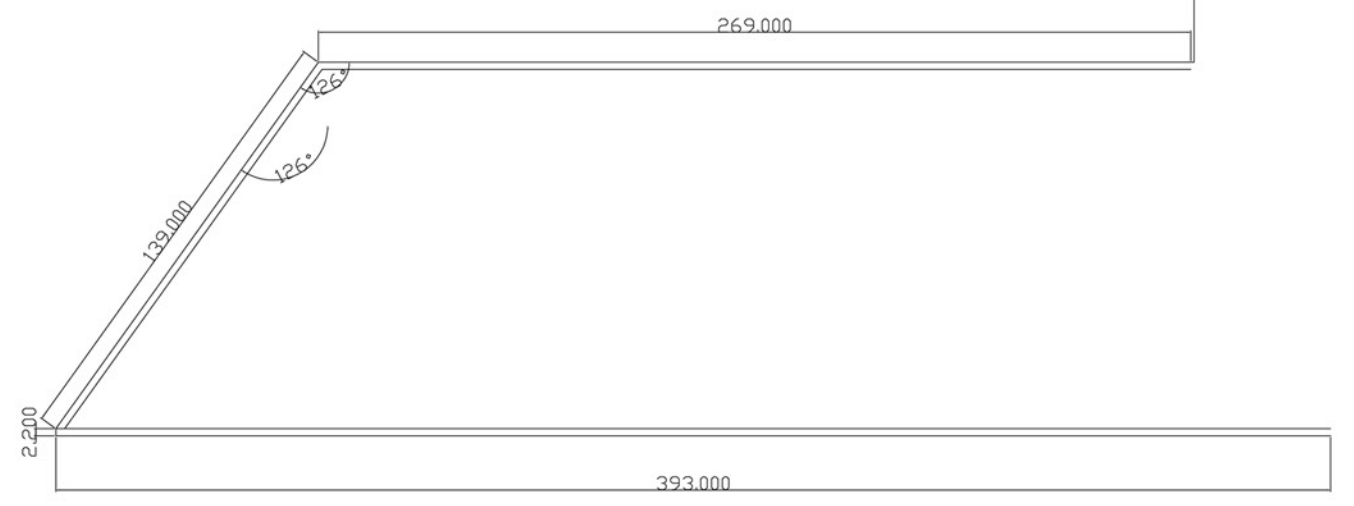
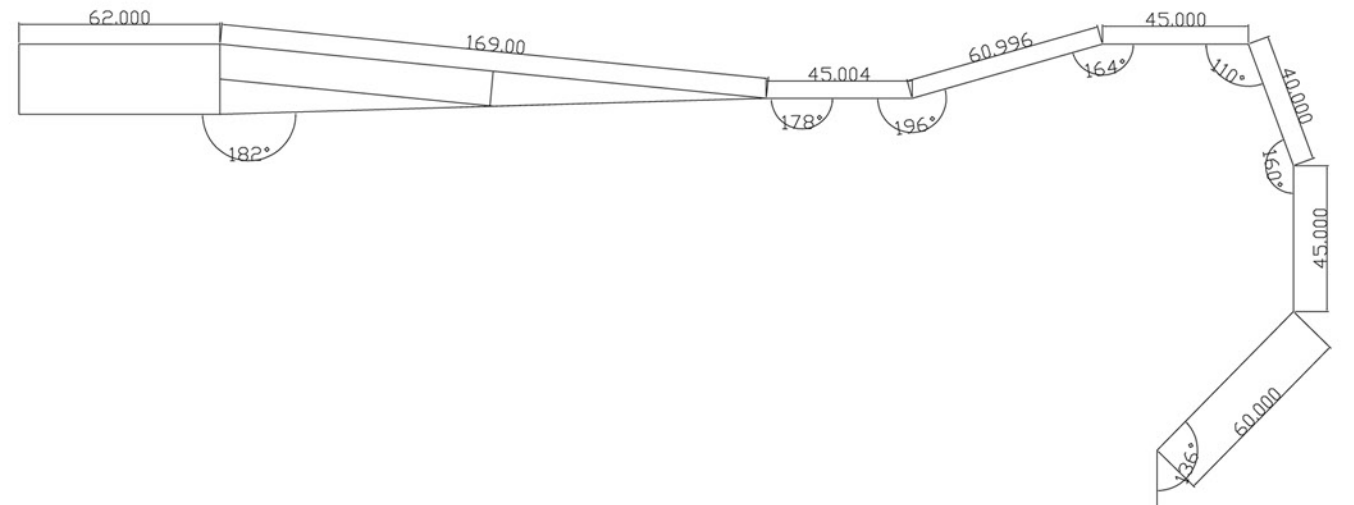
40 vertical stripes, each presenting a line from the company's carpet range, generate a display with a complex geometrical pattern, which is both attractive to the eye and simple to use.



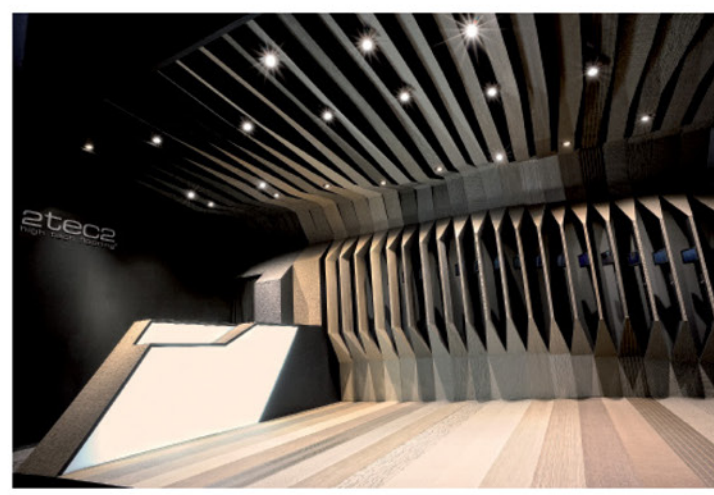
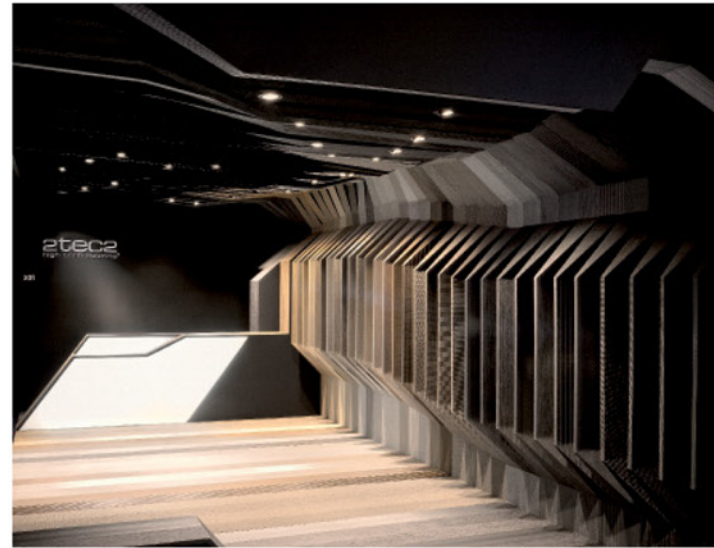


LATERIAL SECTION

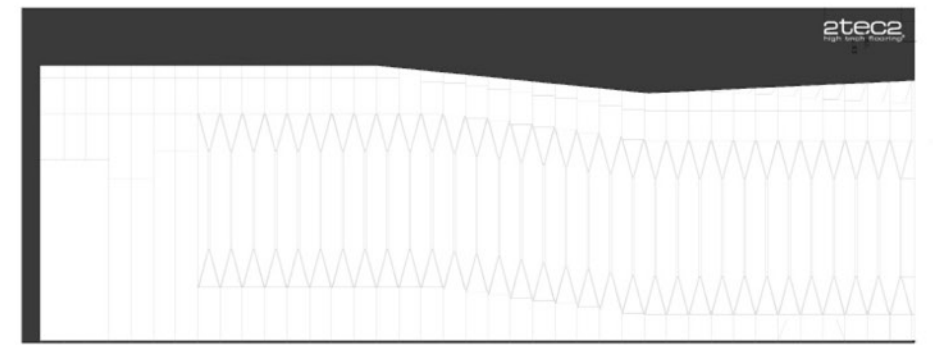
- 1. Storage
750 mm deep
- 2. Service bar
lit with concealed neon
- 3. Bench
loung area
- 4. Low table
visual extension of floor element
- 5. Concealed rows of lamp
- 6. Led screen (backside)
- 7. 2tec2 carpet
gradient of product color
- 8. Material
mdf 30mm all faceted elements



Stripe plan



Front elevation



Right elevation

COMPONENT BASED VARIATION

unit detailed fragmentation

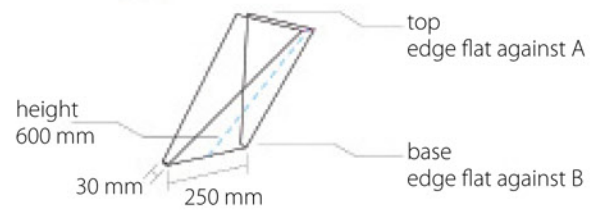


TOTAL COMPONENTS: 32
the repetitive component is maintained and instanced 39 times throughout the entire length of the display wall

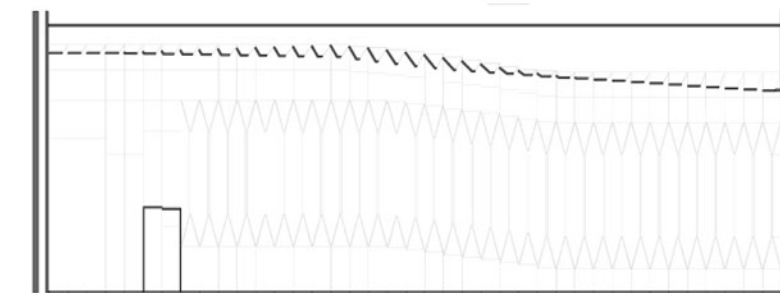
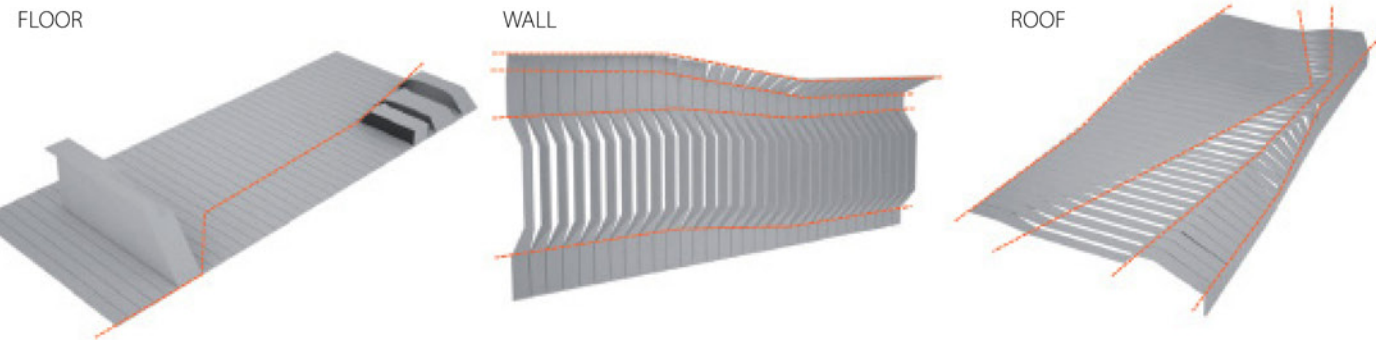
A - flat display panel
B - flat lowest panel
C - protrusion panel component

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.

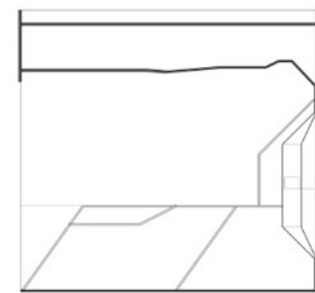
RATIONALIZATION OF COMPONENT
designed as fully planar faces the component is formed by a trapezoid which meets flat with the vertical display board. Dimensions are always preserved.



LINES OF CHANGE: ROUTE OF TRANSFORMATION



Longitudinal section

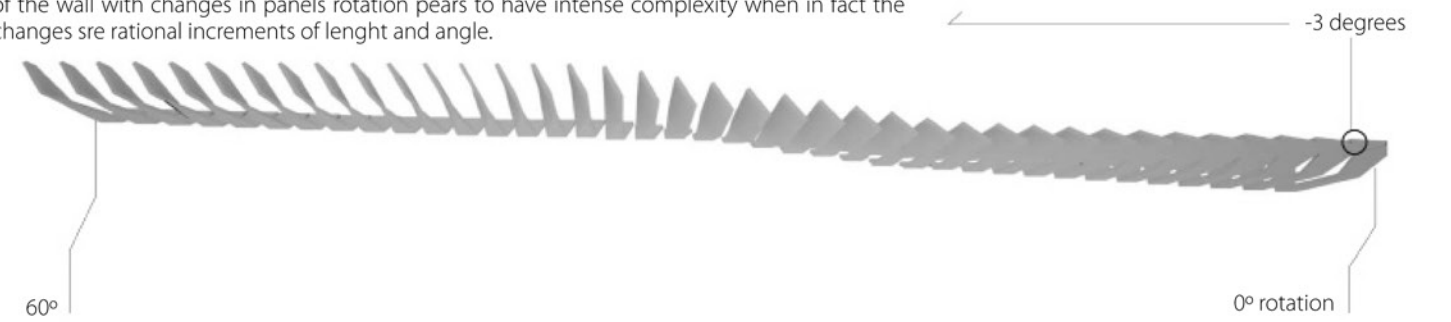


Cross section



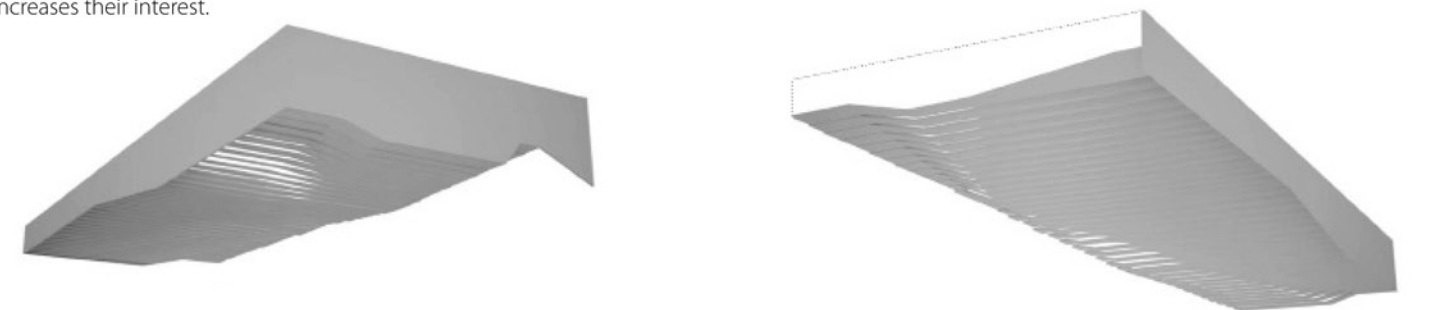
ORDERED CHANGE

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 seems to have intense complexity when in fact the changes are rational increments of length and angle.



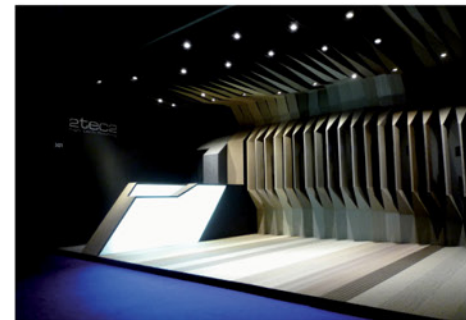
SHIFTING

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



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 a 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



