

NEW EXHIBITION DESIGN



LINKS

Collaborative Architecture

Prototype N [ON]

Index Fair 2008, Mumbai, India

Photographs: *Lalita Tharani*

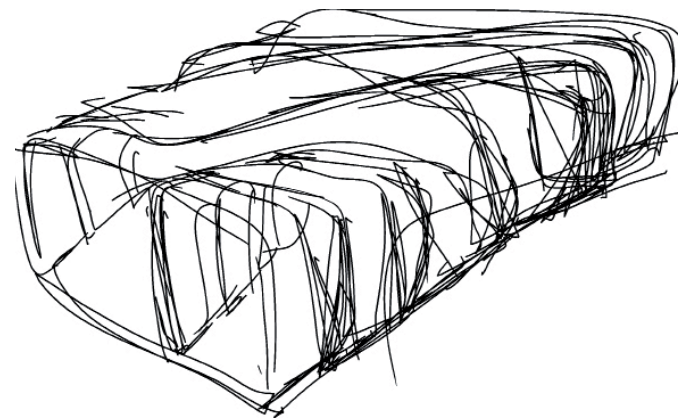
Architecture at Collaborative goes beyond the generally prevailing notions of functional contingencies and simplistic approach of problem solving. Projects fall in a larger scheme of things, transforming them into critical explorations of ideas and visions for future. Based in Bombay, India Collaborative Architecture is one of the leading young practices in the country with prestigious projects and awards to their credit.

Temporary architecture serves as the experimental and theoretical base of many of Collaborative Architecture's projects. This innovative and eclectic design firm acts almost as a research center where seminal ideas are tested, modified and re-structured for large-scale adaptation and implementation in the future. Prototype N [ON] is an example of one of the many experimental installations carried out by the studio.

The project was part of a design showcase organized by Universal Expo and Index Media in their 2008 Trade expo in Mumbai, India. 10 prominent practices in the country were given a space of 5m x 5m (16ft x 16ft) to come up with conceptual and space-making ideas. Prototype N [ON], as the name indicates, is a prototypical installation devoid of any imminent or obvious functional connotation - a pure spatial exercise to test new strategies for conceiving and developing 'new spaces'. At Index it served as a concept retail space for the Italian furniture brand Moroso. This is one of the studio's seminal digital projects, which explores the potentials of 'construction tectonics' in terms of the unique character they can give to the space generated. The panels are the building blocks of Prototype N [ON] and they are weaved together, rather than stacked on top of one another, to form the architectural space. The project is notable for its extremely simple detail and construction, while at the same time offering an elegant and minimalist aesthetic. Furthermore the materials employed are relatively inexpensive. The panels are made of MDF boards with mild steel frameworks, which were pre-fabricated and then quickly erected on site. The whole pavilion has been given a black and white finish with acrylic emulsion paint.

Design:
Collaborative Architecture

Area:
25 sqm (270 sqft)



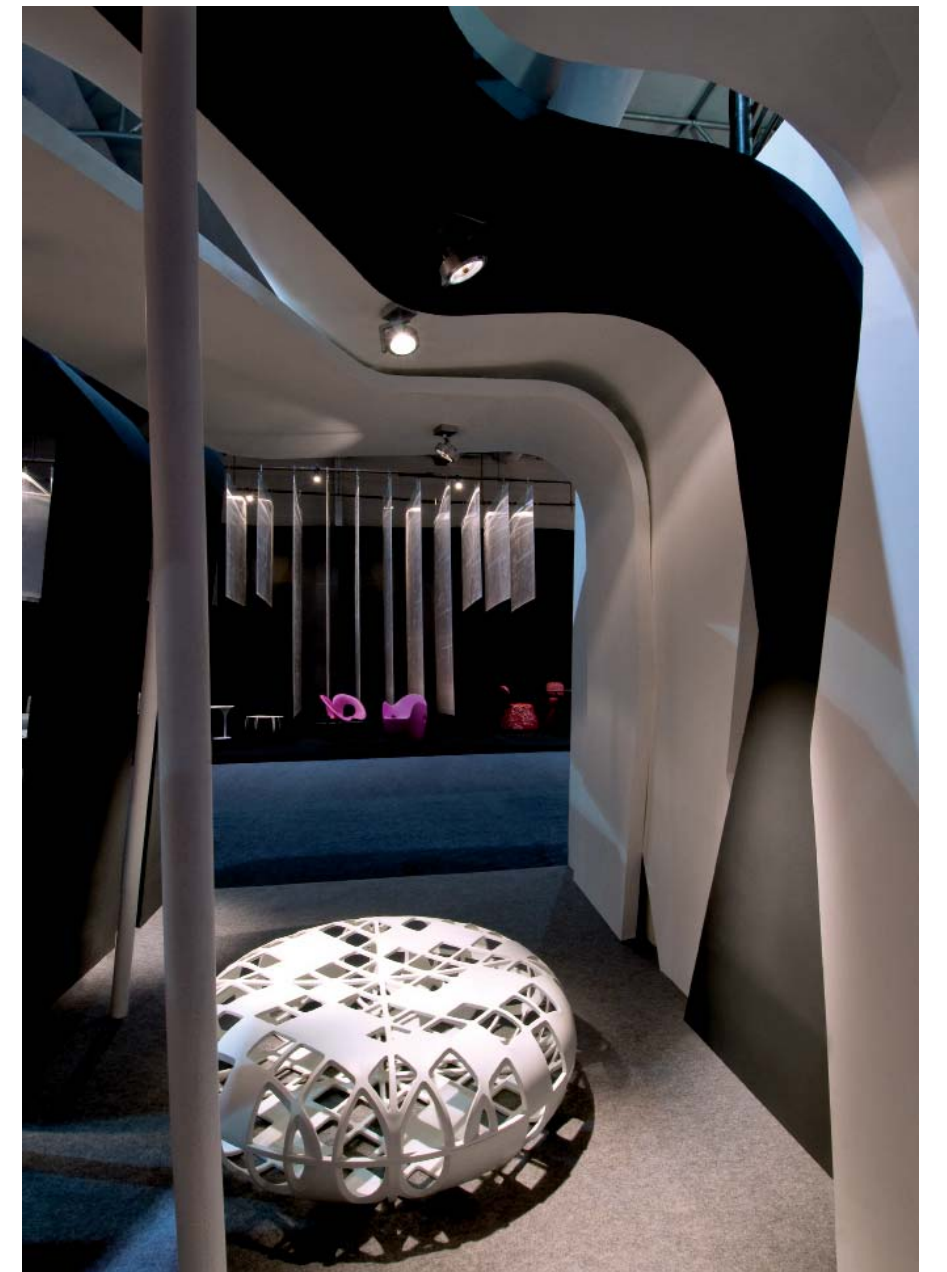


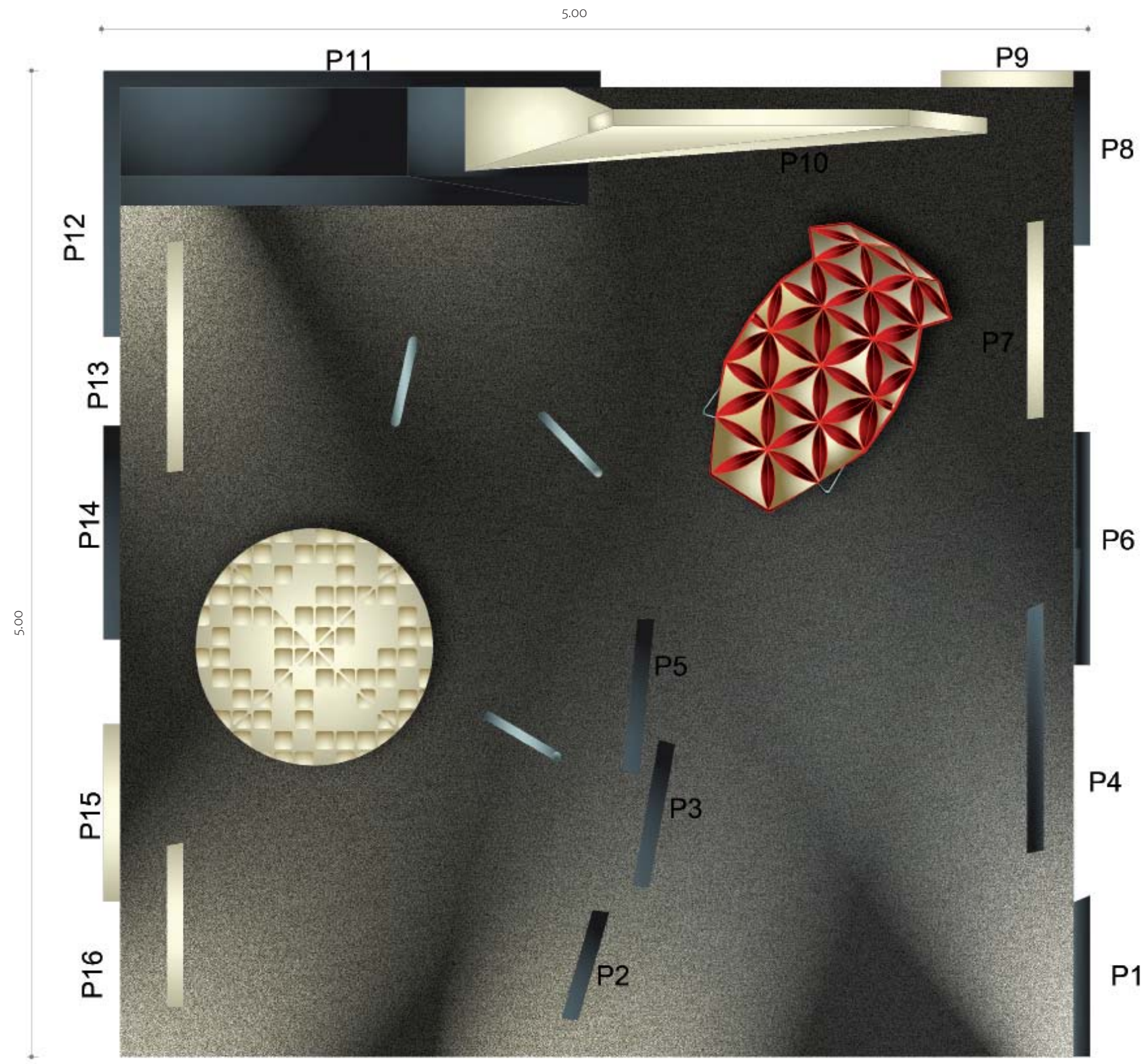


The technology used for this stand allows for quick assembly and offers an elegant aesthetic with open and clear interiors.

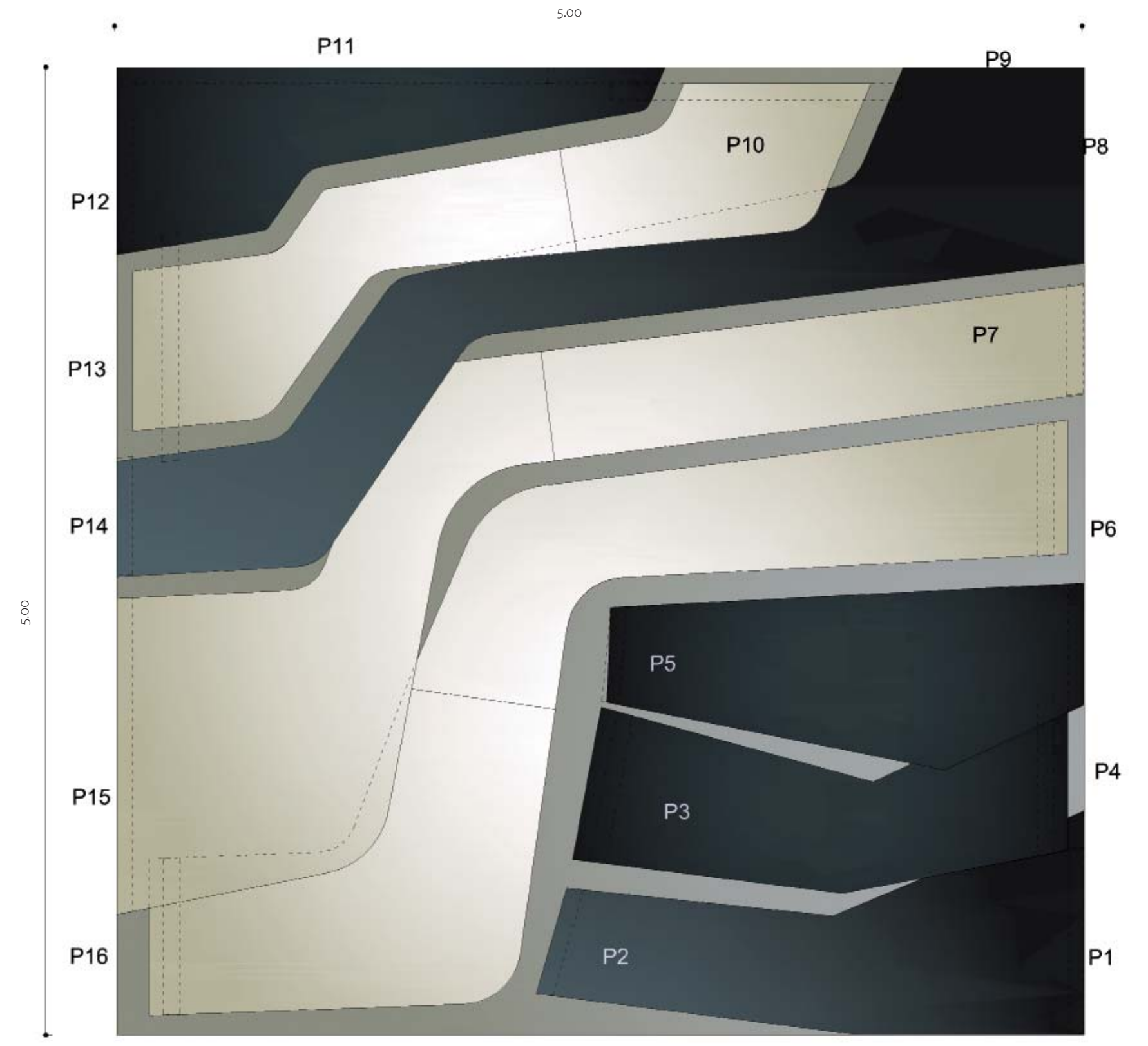


Side elevation





Ground floor plan



Top view plan

