

NEW EXHIBITION DESIGN 2



LINKS

STANDS 9

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Collaborative Architecture

WEDGE-1

INDEX 2009, Mumbai, India

Photographs: Lalita Tharani

WEDGE-1 is the latest exploration by Collaborative Architecture, a firm specialized in creating projects of a highly refined architectural morphology, yet strictly holding to the programmatic agenda of the brief. In this case, the design contemplated dissecting the basic 'shoe box' to manipulate the architectural character of the orthogonal booth in the most economical and effective way. (The project had to conform to a very restrictive budget and a tight delivery schedule)

The name WEDGE indicates the predominantly trapezoidal outline of the display spaces developed within the dissected box. These spaces have been organized according to a centripetal composition that revolves around the central gathering space, fanning out the different wedges around its periphery. Encloses the entire available rectangle, the outer shell is an apparently random superposition of irregular polygons and folds pierced by a series of angular gaps that give strategically selected perspectives of the glowing interior, enticing the spectators to enter. Only one end of the booth is open, so the itinerary people will follow is largely predetermined and the exhibits are perceived in a chosen sequence. The installation's overall volume, undulating exterior wall and roofline add to the primary visual impact.

The two dimensional cut-outs through the shell transform the project from a simple container of products to an architectural ensemble of multiple meanings and unprecedented perceptual values. The entire space, including the floor, is painted white to enhance and individualize each items presence within a homogenous whole.

The central gathering space has a series of light 'vectors' (1200 mm long T5 lamps), which form an enclosing canopy and fuse the space to complete the Box.

Design:
Collaborative Architecture

Project team:
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