

DESIGN IN FOCUS

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Literary Heaven...

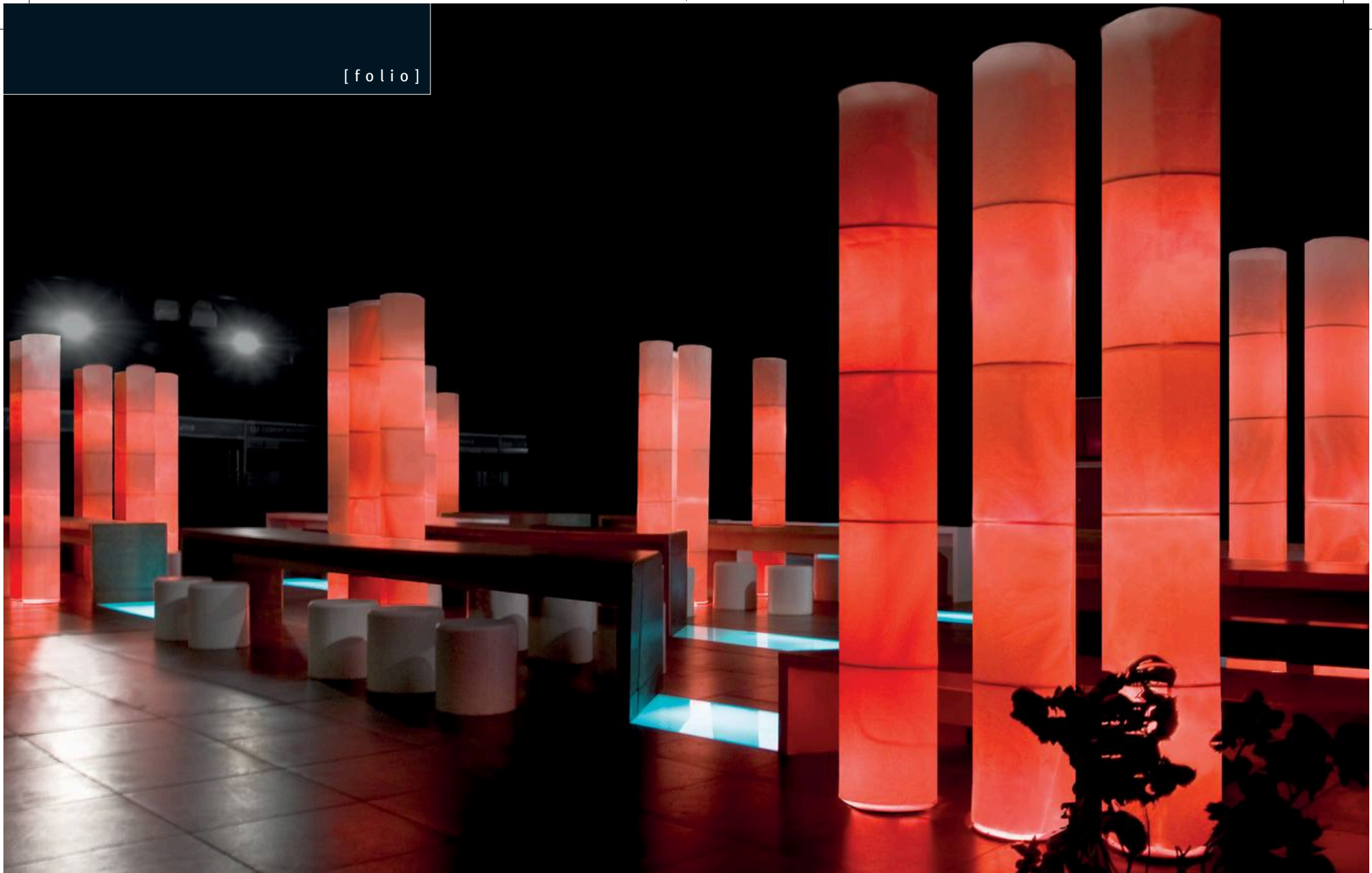
Timothy Hatton gives form to fiction

L.A. Confidence

SPF: a strut their stuff

Identifying Ole

Ole Scheeren in Hong Kong



What

Typography 1 - a temporary cafe that became part of an experiment for a trade show.

Where

India's Maximum City, Mumbai

Who

Collaborative Architecture

Why

Because it's out of trade show tedium and into the depths of an exciting and intensely blazing virtual world...OK OK, so we got a little carried away, but can you blame us? Drama aside, Typography 1's location may be a bit lacklustre, but CA more than makes up for it by using only materials supplied by trade show exhibitors. Pretty savvy, eh?

Also because this project has a noble objective: to create a concept space that would trigger the interest and participation of Indian architects nation-wide.

How

Based on the 'Gestalt' theory, which asserts human beings mentally complete spaces and objects when elements of them are missing, CA took their restricted palette of tiles, glass, wood and fabric from exhibitors and built 600mm-wide benches and tables in trapezoidal, L-shape and rectangular forms. This gave the 208sq m café the depth and breadth needed by creating surfaces, textures and shadows that would be manipulated using a variety of lighting. The designers accentuated the space and its shapes using light on the floor in the form of glowing pathways, and 450mm-diameter columns wrapped in Ferrari-red fabric to fire up the area and punctuate the ceiling of darkness above. In the end, this striking composition provides a strong presence and permanence within a temporary environment.

