The University of Iowa

3D Design Program
ABOUT

FURNITURE

LIGHTING

OBJECTS

INTERIOR
3D Design Faculty will encourage you to experiment, using a wide range of materials and approaches, integrating theory and conceptual thinking with hands-on making.

The program values conceptual dexterity, sophisticated design, craftsmanship, the aesthetic quality of studio work and the meaning of social value. Intermediate and advanced courses involve intensive inquiry in furniture, hand built bicycles, objects, fabrication, modeling and materials.

The problems-based curriculum enables you to both investigate the critical questions facing designers and makers today, and develop the sophisticated skills required by changing technologies and new materials.

Our studio labs, some of the finest in North America, include Computer Modeling, Virtual Reality (VR), Computer Numerical Control (CNC) equipment including router, plasma-cutter, water jet, laser-cutter, thermoforming and Rapid Prototyping (RP).

The “Iowa Idea” permeates the study of 3D design, wherein studio art, art history, and more broadly science and the humanities, are woven.
3D Design at SOFA CONNECT 2019

First Place at SOFA CONNECT Chicago in the Navy Pier
3D Design at SOFA CONNECT 2018
Second Place at SOFA CONNECT Chicago in the Navy Pier
3D DESIGN AT SOFA CONNECT 2015
First Place Space for the second year. Space was created in collaboration with UI Theatre Arts Lighting Design Students

3D DESIGN AT ICFF 2015
Winner of 2015 Editor’s Award, Best School

3D DESIGN AT SALONE SATELLITE 2015
University of Iowa 3D Design was invited to exhibit at the Salone Satellite in Milan, Italy during Salone del Mobile 2015

3D DESIGN AT SOFA CONNECT 2014
First Place Space at SOFA Art + Design Chicago in the Navy pier Festival Hall
Askew chair explores asymmetry in a functional chair. The asymmetrical chair design aims to give the user multiple ways of seating. The two different heights of arm/shoulder rests invites the user to sit at an angle not necessarily facing forward. It is designed for various seating positions providing the user an option to use as a resting chair or as a conversational chair.
This is a giraffe inspired coatrack for people to hang cloth, and provide a place for people to change shoes.
CuBox is a combination of two words, curve and box. This design comes from the box looking and combined with playful curved line.
The coat rack is part of the “Tuxedo” collection that is used for storage other than the side table. The black metal part and the assemble method correspond to the chair and make the collection go together. The coat rack is higher than a person and is easy for people to use to hang clothes on.
CuBox is a combination of two words, curve and box. This design comes from the box looking and combined with playful curved line.
Ninglu Zhang
COCONUT CHAIR
This is a lounge chair inspired by a coconut.
The Chair, “Tuxedo,” is named after the two black metal pieces on each arm, which look like the black collar on a tuxedo. The chair is build efficiently through rope and wood, and is perfectly stabled by the design of wood plug underneath the chair.
Unique shape with a functional structure is the basic requirements for this chair. Simple structure design with a comfortable seating area is easy to assemble and disassemble. The geometric shape creates a modern structural.
The Joinery Chair is a low seating that can be easily assembled by 5 pieces in 4 steps. Two legs, a frame, a seat and a back with no hardware or tools are required. First, you align the legs, fix them with the frame, and slide in the seat and back. The small hole on the back acts as a handle for users. It is made with Mahogany solid wood, presenting a warm and cozy characteristic.
The inspiration for this chair is the word “Lounge”, which has a feeling of comfort. With this chair, people can sit in different ways with a comfortable feeling.
The inspiration for this stool is crossing mechanism. When stools are assembled, they can be stacked together and when it is disassembled, it can be packed flat.
Gather In is named after its folding movement. The rectangular shape can be easily assembled with two simple steps. Open the pieces then lock down the beams. The frame is built with bamboo plywood and the fabric hinges are made with vinyl. The mixture of hardwood and soft fabric allows the piece to fit in any environments.
A side table with drama. Relief cuts allow plywood to bend over backwards in full 180-degree bend. The texture of repeated voids was created using a CNC router, transforming a rigid piece of plywood into a flexible surface. The piece is fully collapsible, no hardware required.

Sarah Gutowski
DEFLECT TABLE
Stacking stools with a curved detail. Relief cuts allow the plywood to create a subtle bend. Fully collapsible for easy transport.
The inspiration for this side table is crossing mechanism. This side table was designed to give people different levels spaces to organize their small objects. And the metal pieces are used for structure and for decoration.
“Nest” is a chair constructed with birch plywood. The soft tentacles are made out of felt and filled with polyester.
The inspiration for this chair comes from asymmetrical shapes. This chair was designed to have one arm to bring a rest area with more opening space that people can sit in different ways.
This chair was designed and manufactured with Computer Aided Design using bamboo plywood, leather and aluminum parts.
Oriental styled coffee table. Can be disassembled.

Yiwen Chu

RUMINATION

Oriental styled coffee table. Can be disassembled.
The inspiration for this chair came from a radio tower. I wanted to create a chair that was small enough to be a kids chair, yet large enough for an adult to comfortably sit on. It was made by creating an AutoCAD file and then sending that file to a CNC router to be cut. The material I used was FORESCOLOR which is a newer material that is artificially colored form of MDF.
The petite Legato End Table draws its long lines and subtle curves from stretched and flowing notes of music. Curves in profile of the legs extend into the smooth formed surface of the Corian drawer fronts, creating lips for ergonomic handles.
While in constant experimentation, my work lies on fundamental design principles that create statements based on their literal presence. Visual design elements such as lines are manipulated using the latest computer-aided design technology, enabling me to embrace tradition and innovation at the same time. My research venues involve Furniture, Products, Interiors, Virtual Reality and Human-Computer Interaction.
Beginning as an exploration of surfaces and lines this coffee table quickly became a study in applying an exaggerated kerf-type bend to solid wood board. As it developed, Kerfed took notes from plane wings to create a surface that stretches the expanse of a sofa for a functional coffee table, but still provides an openness to the overall space of the interior.
The table set get is name from Lunar craters, specifically from “Clavius” crater where five distinct craters appear within one large crater. The three circular holes in the table fit matching concrete planters, building a unique interaction between plants and daily life through the medium of furniture. The stool uses similar circles to hold a felt pad that fits over them to create a more comfortable and sustainable seating element. Made from Birch Plywood, Concrete and Wool Felt.
Standing coat rack that packs flat.

Yiwen Chu

CATCH

Standing coat rack that packs flat.
The Chinese Table is a furniture piece that combines sitting, serving and storage in one. The inspiration for came from the traditional Chinese bench, which is usually made from hard wood and used as couch and bed.
A flat packing coffee table that uses nylon rope to hold together the two halves of a foldable top. The table uses two different types of bamboo plywood to create contrast between the top surface and the legs.
Taking influence from the garments it holds, the Cinched Coat Rack pulls in at its waist to create a tripod base on the bottom and hangers at varying heights above. The red creates a shot of color radiating from within the clothing the holders collect as the rack fills, adding energy and warmth to the surrounding space. Disassembles for shipping and storage.

Justin Bailey
CINCHED COAT RACK
The act of stretching inspired the shapes of this flat packing coat rack. Height is a necessity for a coat rack to keep garments from dragging on the floor, for Yingjie, stretching was a very natural relation to height. With feet below and extended arms above the coat rack has four hangers in addition to rope stretching across one arm to collect scarves and other small pieces of clothing. Made from sustainable bamboo plywood.

Yingjie Chen
STRETCH COAT RACK
The Ballerina stool gets its name from the point shoe of ballet dancers, a silhouette used for the foot of the stool, allowing for easy stacking of multiple stools. The stool uses two types of bamboo plywood to create contrast between the seat and the legs, and is also a sustainable material.
The Sparrow chair was designed to integrate the aluminum framing within the bamboo to unite the materials working as a more cohesive unit while maintaining a strong and thin profile. The individual seated parts, with their placement and angles, contours with the body and promotes proper posture and support. Perfect for as a dinette set or casual seating for gatherings and meetings.
The Tension Chair receives its name from the rope to create the seat and back-rest of the chair. The chair utilizes movement within the bamboo plywood frame and the stringing of the nylon rope to create lines that draw the eye throughout the whole piece. Dimensions are 21” x 22” x 32”
This is a set of children’s furniture designed to stimulate creative and imaginative play. The series includes a Carriage Desk, All-in-One desk and Coat Rack. A 3” color-changing LED orb is added as a fun accessory to tie the pieces together. While being fun for kids, the set also adds ease of mind to adults because everything is assembled without tools and easily packs flat for storage.

Allison Holden
CHILDREN’S FURNITURE
Stemming from a concept interior design for The Airliner, a local restaurant, this chair prototype maintains the theme of the space, intending to be lightweight and created using a framework structure reminiscent to the aesthetic of early planes. The chair is also collapsible for easy shipping and storage.

The side profiles are a sandwich of powder coated steel and plywood. A canvas covering stretches between the two profiles to create the seat and back.
The inspiration for this chair comes from a common punctuation mark, the comma sign. The ‘comma’ means life pauses for a moment, or could even be treated as a new start. The design seeks to create a relaxing area for someone to enjoy a beverage and take a break. Using soft curved lines and round shapes, Yi Xie attempted to use as few pieces as possible to reduce the weight and waste of material.
The Cathedra Chair brings a style and comfort for those relaxing moments of sharing in conversation and great wine. The chair is made of sustainable materials, ¾" bamboo ply and ¾" recycled HDPE plastic. It was developed using CNC (computer numerical control) technologies and assembles with slice form methodology, without the use of hardware and tools.
ChairONEx can be assembled without using any tools. It’s made out of sustainable material, recycled High-density polyethylene plastic sheet and Birch plywood. The series also features a desk which also uses the wheels seen on the chair so that the pieces can be rearranged with ease.

Johnny Chan
ChairONE
Inspired by the early cantilever designs first seen in the 1920’s, this design incorporates wood to evoke the look and feel of fabric or leather. The walnut wraps and stretches across tubular steel to create a simple, elegant form.
The idea for the Apotheosis lounge chair stemmed from a passion for an elegant combination of structure and form. The balance of steel beams and Zebrwood juxtaposed by white leather upholstery creates a beautiful composition for the viewer. The soft leather covers the perfect amount of cushioned space for a luxurious seating experience.
This wood and steel frame liquor cabinet reaches counter top height so that users can comfortably prepare their favorite drink on top while storing glasses, bottles and accessories below. Openings on the sides hold bottles upright with small storage drawers below.
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Column Lamp explores a combination of various wood bending techniques creating a dynamic piece with curves. The table lamp was made by laminating and bending plywood and veneer that was then cut down to vertical pieces and connected via the traditional tambour method. The repetition of the bent strips conveys soft, dynamic and rhythmic movement around the light bulb.
This lamp was designed to create a unique and independent space for hanging and offer lights. The metal was folded into two layers to create more than one space. The reflection of the second layer also can offer more lights.

Jixuan Zhu

FLOATING SPACE
It was inspired by traditional Chinese lantern. It was designed for people that need to carry a lamp around at night. It contains a recycled LED part inside the polyjet printed piece. And it can be charged through USB at the bottom of the printed part.
This is a wind inspired 3D printed lamp
The inspiration for this light fixture is blooming flower. When flowers bloom, they expand themselves layer by layer.
The Silver Linings lamps are made from 3mm laser-cut birch plywood. The CNC laser was used to make relief cuts, allowing the shade to bend into a cone. Light shines through the relief cuts, casting dramatic linear shadows against intermittent lines of light.
'Sultana' Lamp was designed based on repetition of a shape that encloses on its self. It is layers of variations of sizes of the same object each layer holding the other and protecting the light that fights its way out of the negative space. Sultana means a noble woman, the lamp over all represents the boldness, strength and presence of a feminine identity.
Lamp inspired from Roy Lichtenstein benday dots. The form of the lamp is to challenge the perception of a vision and to invite people to explore.
The design of the lamp was inspired by a scene of people sitting around an elegant table having high tea, chatting, while some pieces of paper falling down to the ground from the table. This white, pure, elegant design of the lamp works well with the materials of 3D print.

The very limited flexible OLED light source from LG was adopted on the lamp. The light source is wrapped by the rectangle pieces. Each piece is deliberately bended to imitate the shape of the paper.
The inspiration of this lamp is a cluster formation of crystals. I replicated and deformed the octahedron shape to create the crystalline shapes. The lamp was designed in 3ds Max and 3D printed in ABS plastic.
The lamp was inspired by the ancient sea creatures with shells. The organic form is made out of four shapes that are slightly angled from one another. The lamp is 3D printed in powder and coated with the finishing spray paint for protection. The small piece that is holding the LED strip cord is 3D printed in ABS plastic and embedded in the lamp for stability.
The Flip Light is an interactive night light that turns on and off by flipping the whole lamp upside-down. The Battery powered LED allows it to be a portable night light that is reminiscent of a typical flashlight in its form. Made from Walnut, 3D Printed Plastic and an LED light source.
This lamp was inspired by bioluminescent jellyfish that reside deep in the ocean. When lit, each strand glows softly, punctuated by a pinpoint of light at its tip. The subdued nature of the light makes it ideal for dark and intimate settings. 350 strands of fiber optic wire are threaded through two acrylic rings to create the filament shade. The body is constructed from laser-cut walnut.
The Geometric Lamp is inspired by the iceberg in the sea. The sharp edges are related to the shape of the iceberg. You can change the light bulb by simply removing the whitened piece from the base. The black base of the lamp is 3D printed with powder, and coated with the finish spray. It was modeled with 3ds Max, and the top piece is made out of white yupo.
The Polyp Lamps are a sustainable light source made from post consumer paper bonded with PVA adhesive with an LED Light. The Table lamp version uses a 3D printed base fixture. The Polyp lamp form is inspired by coral polyps on the ocean floor and intend to bring an organic element into the highly structured human habitat.
The inspiration is coming from the bonfire, and people are dancing surround the fire to share the happiness. The irregular curvatures represent the dancing movement. My lamp design is trying to express the feeling of joyfulness.

Sha Liu
DANCING LAMP
Nodding lamp is designed for an office desk. The lampshade has the ability to tilt up and down to point the light to desired directions and it is that up and down motions that gives the lamp the name of Nodding lamp.
Lunar Light is a movable desk lamp which is made from sustainable materials. Lunar Light showcases the beauty of simple geometry. With the mild light going through the dainty horizontal cylinder the user can enjoy the soft and romantic atmosphere the Lunar Light provides.
Hailey Kurtz

EFFLORESCENCE LAMP

The Efflorescence Lamp was inspired by the malleable nature of paper. This blossoming arrangement is constructed from a recycled paper called Yupo. The strips are laser cut with tabs on the ends that plug into a 3D printed fixture. The fixture was designed using a 3D modeling software and then printed in ABS plastic. Within the fixture is a removable device that allows for changing the light bulb.
This is a prototype of a lamp designed using 3D Studio Max. The goal was to design an ambient desk lamp using repetition of a torus shape. The prototype was created using a ZCorp 3D powder printer and a color-changing LED puck light.
TESSELLAMP

Tessellamp is produced from two sustainable materials, SFI Certified birch plywood for the base of the lamp and Yupo paper for the lamp shade. The base of the lamp is adjustable in height by inserting or taking out each of the diamond shaped pieces. The lamp shade can also be added on to or reduced, made from strips of Yupo paper that have been scored by a CNC die-cutter and then folded. The strips of the paper creating the shade are joined using a tab system that allows for simple assembly.
The Cathedra Lamp is a floor lamp designed to focus light for reading or seated activity. The base of the light is made from sustainable HDPE Black Plastic and bamboo plywood while the top uses a 3D printed shade holder and a thermoformed plastic shade to hold an LED light source. The design packs flat and uses slot and tab design for easy assembly.
“Billow” is a wine serving tray that is inspired by the auspicious clouds from Chinese culture. The idea of auspicious cloud derived from the early meteorology of China, people at the time considered that the cloud represents the idea of “luck,” and was highly valued by ancient Chinese.
The inspiration for this tray is puzzle. This tray is designed for two people to celebrate with wine, bread and salame. It also has a napkin holder that can be removed as a special element.
Sha Liu
BUBBLE TRAY

The inspiration of the “Bubble Tray” is coming from the childhood memory. This is a wine tray to share drinks and food with your childhood best friends to remind the time of playing soap bubbles when you were little. Circles were used as the basic geometric shape and got abstract to create an interesting shape. Different depth of pocket cut to divide the tray into food and drink zone.
“Designated” is a set of office supplies containers that include a business card container, two office supplies containers, and one pen container. “Designated” is designed for office use, and is made of metal materials.
Vases made from bent-wood with a removable vessel. The wooden form is made from several layers of veneer which were laminated over a bending form.
This set was designed with the intention to keep your tabletop clean and silverware germ free. The head of each piece is raised to avoid contact with the tabletop.
'Verge' coasters are designed to hold stemware. A 3D printed lip secures the base of the glass on top of a walnut base. The pairing of a perfect square and organic lip creates visual contrast between hard and soft edges.
Vako
CHERUB

Ceramic vase that is ideal for wide range of flowers.
Inspired by motherboards found in computers and other electronic devices.
The Flabellum Clock was inspired from the mid-century modern starburst clocks. I was intrigued by their energetic and three-dimensional nature. The Flabellum Clock reflects these characteristics with an array of expanding segments that align with the minutes of an analog clock. The design was created using AutoCAD. The structure is made from laser cut basswood and plasma cut aluminum. From there, I then glued, hand bent, and assembled the remaining structure.
This curvilinear series consists of a full figured vase and candle holder. The embracing shapes intertwine to resemble maternal gestures which served as the inspiration for this series. The negative surface exposes the interior which features bright colors to contrast the stark whiteness on the exterior. These vessels were accomplished with the use of 3D modeling software and a 3D powder printer.

Hailey Kurtz
WOMB SERIES
This tactile set of salt and pepper shakers allows users to differentiate their salt and pepper not just by color, but also by touch. The small set features opposing stippling textures that wrap and fade around the surface of the shaker, salt forming bumps and pepper forming divots.
I designed these shakers with the intention of nesting the smaller (salt) shaker underneath the more masculine (pepper) shaker.
The idea of this project came from iceberg forms.

Yiran Li

HUG
An integrated salt and pepper shaker, the two spices are connected in a curved form that is elegant and balanced on the table. The two halves are 3D Printed in metal in two different steel finishes, and are connected by a third piece at the center that also allows the two sides to be filled.
Jixuan Zhu
FEATHER EATING UTENSIL

This set is inspired by light feathers. The shape is taken from the feather and make it functional. All pieces are 3D Printed in metal. The three parts can be combine to an elegant feather.
Weakness and numbness cause dropping utensil frequently among people with neurological disease while taking meals. Inspired by how the ring work on people’s fingers and combine ring and utensils to prevent utensil dropping.

Ninglu Zhang
RING UTENSIL
Vako

DESK ORGANIZERS

The set of organizers can handle any clutter that your desk can’t handle.
The vase design is very simple - the configuration is straight lines, but the base (resin) tilts and makes an angle, which creates an interesting visual effect. By combining wood and a rough resin material, the vase has a sustainable yet industrial look. The straight lines create the first “L” in the set.
The tray contains uses materials - a white steel plate can serve small amount of food and a 3D printed bowl is inserted in between the steel and wood, which could be used for soup or dip. The wood board has slots to assist cutting the bread and cheese as well as preventing the food from sliding, every visual element has a function. The candle holder is a puzzle held together by magnets that can be disassembled to hold different sizes of candles depending on the user’s needs.
Perfect for a party, the Triple Goddess plates will hold your wine so you can eat, drink, and rule the room at the same time. The design is inspired from the three-armed, spiral symbol of the triple goddess, which represents three stages in the female life cycle. The Goddess serving tray is a companion piece to the Goddess appetizer plates. The appetizer plates can nest along the curved edge of the tray, and the rest of the surface can be used to get the party started. Each tray is constructed from laser-cut oak plywood and treated with food-safe mineral oil.
The Terra Serving Tray uses topographic contour line to divide its serving space in a unique way for appetizers of any kind. The three lowest depressions provide enough space to serve multiple items close together, but properly separated. The top level has space for one of a kind sauce/dip bowls and spreading knives.
Matthew’s concept was to design a tray with a ring to better carry glasses, wine glasses in particular. The tray is made entirely of oak and measures approximately 18” in length.
The Petal tray is a wine tray perfect for four people. The idea for the tray was to design a wine tray that is not so traditional in its function. Placing the tray on top of the bottle gives one the ability to carry the tray with one hand by the bottle giving the ability to use the other hand to hand out the wineglasses and the coasters.
This elongated tray was made to be secure and ergonomic for easy carrying. A hole for the thumb allows the tray to rest on the user’s forearm while holding. Elevated elements of the tray secure the bottle, glasses and two coasters in place so that it can be lifted easily even after the a night of enjoying the tray and its contents.
The 4.2 Wine Tray is designed for 2 people to enjoy wine. By pulling out one of the handles, you can fit 2 wine bottles on the tray. The tray is cut with the CNC machine and made out of walnut wood.
This bowl was designed to hold fruit, bread, or even wine bottles! It started as a flat metal sheet, then plasma cut into a design where it was then folded and powder coated to become food safe. My inspiration was based off some of my previous work which displayed triangular cuts taken out of a square/rectangle.

Krystal Rudick

KINSLEY BOWL
Peak Bowl is a fruit bowl that has three distinct compartments to separate the contents. The bowl is made of 16 gage steel and is manufactured by a (Computer Numeric Control) CNC Plasma cutter. Bent by hand and powder coated with food safe finish to make it consumer ready. Peak Bowl also comes in a smaller size ideal for nuts and candy.
The fruit bowl came from the idea of folding papers. The unfolded shape of the bowl is a flat rectangle, so it is easy to manufacture with the least amount of waste material. It is laser cut and finished with food safe powder coating.
For the three bowls my goal was to make a form that would stand on unusual surfaces. All three of these bowls stand in a unique way that creates visual interest. They are all abstract and asymmetrical, using triangles to create the forms.
Lahmos is a moveable, 3D printed character. One of Tunde’s many imaginary creatures that first appeared in watercolor paintings four years prior. Since then she has been using their world as an inspiration to create sculptures and virtual 3D models.
This terrifying toy spider was created using Leonar3Do computer modeling software. The software models in 3D virtual space using a tool called a bird which moves in 3D space as opposed to the standard mouse that is limited to a two dimensional plane. Four of the spider’s eight feet are a ball entrapped in a claw allowing the toy spider to roll towards its next victim.
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Wood and neutral tones create an intimate yet open futuristic dining space. Featuring soft curves and contrasting solid and lattice forms, the restaurant's dining spaces create movement throughout but add some privacy to each visitor's experience.
The Airliner is an update of a residing restaurant in Iowa City. Located in the city’s downtown area, the existing space is narrow yet tall. Justin chose to keep the restaurant’s existing name, using it as impetus for a design that is light, open and exposed, looking back to the origins of flight and planes.
Chinese styled restaurant with tea ceremony front place at the second floor. 120 capacity.
A faceted, highly structured exterior reveals a passionate scheme of red, black and white inside of this upscale Italian restaurant design. The restaurant features two levels of dining as well as a small bar on the first floor. Modeled and rendered in 3DS Max.
An exhibition booth designed to showcase The University of Iowa students work. The front canopy structure designed using a shaded violet to hold hung light fixtures, giving the fair attendees the feeling of an abstracted night sky. The booth is designed with consideration of meeting areas, main office, lecture area for info sessions for attendees, display areas and storage.
This is a window design for Tiffany and co product display. It is inspired by the pottery making which manufactured by spinning the clay on the wheels. This is similar to the idea of the spinning of fashion in jewelry design. The trend always come around and around. Like the wheels of making pottery.
Fog Bank is a space designed for meditation. Fit within a 50’ by 50’ lot, the space creates a shelter that allows visitors a chance to enter into the structure to relax and take in their surroundings.
The idea of this project comes from iceberg shapes.

Yiran Li
EXHIBITION BOOTH DESIGN
Design for an exhibition of objects to be on display in the booth. The space is made up of stacked boxes at varying levels to create archways and stairs to a second floor lookout where exhibition visitors can have a short break from the rest of the show and a bird’s eye view. Modeled and rendered in 3DS Max.
Concept Exhibition Design for the The University of Iowa 3D Design program to featuring furniture and object design. The form derived from an unfolded truncated octahedron, an Archimedean Solid, harkening back to the foundation design courses offered in design and the basic building blocks that we start with and continue to inform design.
Concept Exhibition Space for the The University of Iowa 3D Design program to feature furniture and object design. The form derived from organic curved surfaces, with the use of Grasshopper, the modular pattern is embedded to the surface to make it look dynamic.
Yiwen Chu
DESIGN BOOTH

Booth concept for 3d design group exhibition space.
This is a space designed for a bookstore booth in which a color palette should be emphasized. The inspiration for the design came from paint tubes or containers that when open, reveal the magic effects of color. Therefore every requested space is inside a container which has its own color. Every object and furniture also matches the same color of the container creating monochromatic rooms within a multicolored space. The signage of the space was also designed after the paint labels with big bold letters showing what is the functions of each container. A sculptural yellow element works as a sculptural element to call the visitors attention among all the other options available at the event.
Wire is a design for a new restaurant in which the building virtually disappears. The structure loses its boundaries with the outside, becoming completely transparent, from floor to ceilings, including furniture, silverware and even the bathroom. In that way, what really stands out are the clients, who go to this fine establishment to see and to be seen by the people inside and outside. The shape of the massing, with very sharp edges and glazed from head to toe, creates a unique appearance in its surroundings. The building has three and a half levels, having the restaurant housed in the first two. The third level and the mezzanine house a night club, where people can go dancing and appreciate the night scenery and lights.
Monochromatic color scheme used to highlight the collection as well as create a sense of depth and movement.
Complementary color scheme used to highlight the collection and attract shoppers by creating a demanding relationship. Shapes were designed to create illusion of depth.
Analogous color scheme used to highlight the collection. Shapes were inspired from silhouette of Dior classic style dresses.
Achromatic color scheme used to highlight the collection. Distortion in line and surfaces designed to create an illusion of depth representing a runway inspired from Dior runway.
The analogous color scheme of yellow-green, green and blue-green was inspired by the Spring 2018 Couture theme of the garden. The greenery environment creates a nice background for the colorful floral dresses to be displayed.
An achromatic color scheme was used to represent Chanel’s signature black frames. In each frame, the sparkly dresses from the Spring 2018 Couture will be displayed.
The monotone of yellow-orange was used as the color scheme to create a golden environment that would highlight the black dresses from the Fall 2017 Couture show.
The stage was inspired by the theme of Fall 2017 Couture, which highlighted the beauty of shadows and silhouettes formed by lights. The complementary color scheme of blue-violet and yellow-orange was used to create a staged area in a dark space with spotted lights for dresses to be displayed.