The project aims to explore a possible future for retail spaces in a post-COVID society where the virtualization of our lives becomes more established. The design challenges traditional retail space or exhibition models by creating rooms for culture and various events while selling. The design allows more diverse use of the space in different timelines, balancing the retail/storage/exhibition functions and rethinking the community responsibility and cohesiveness of the art gallery.

The spatial strategy uses translucent fabrics and movable traction lines to create a sense of de-spatialization: the fabrics will start from a panel with no concept of space and grow out of it through traction. Light and transparent layers of visual partitions are created through combinations and variations. Finally, these spaces can be easily "dissolved" by releasing tension through the cords at the top. By designing different panels, spaces can be flexibly created and dissipated, efficiently serving a variety of different activities.
HISTORICAL RESEARCH AND RETAIL EXHIBITION TRENDS AT THE NOGUCHI MUSEUM

The current Noguchi Museum has a better sense of community cohesion and a more unified, coherent aesthetic discourse than other museums in New York.

EXHIBITION/RETAIL SPACE FOR THE POST-COVID SOCIETY

- flexible and versatile
- spaces that focus on cultural experience activities

What kind of showroom?

2020

POST-COVID RETAIL PECEDENT

The Playhouse challenged the conventional spatial model of shops by creating rooms for culture and diverse activities to co-exist whilst the sales space rather than dedicate entire floor for displaying products.

1985

1999

2004

2008

Refurbishment

Museum Officially Licensed

Seasonal opening

Studio Period

The Playhouse challenged the conventional spatial model of shops by creating rooms for culture and diverse activities to co-exist whilst the sales space rather than dedicate entire floor for displaying products.
SITE & BACKGROUND RESEARCH

SITE INTERIOR AND SURROUNDINGS

SURROUNDINGS

INTERNAL CONDITIONS

SPECIAL SITE STRUCTURES
GROWTH AND ABLATION

FLOOR FRAME 1962 (cast 1974)

Geometric Diagram

Elevation (E)

Elevation (N)

Elevation (W)

Elevation (S)

Structure

GROWTH AND ABLATION

- The different perceptions brought about by positive and negative space
- Shapes are used to corroborate/emphasize other concepts
- The growth and dissolution of space

REVEALING FROM CONCEALMENT

AKARI UF3-H

+ Morphological Extraction
+ Design darkness/overlay
+ Translucent versus solid
DESIGN LANGUAGE APPLIED

GROWTH AND ABLATION

DESIGN LANGUAGE/MATERIAL PRELIMINARY CONSTRUCTION

- Recyclable fabrics
- Design language of triangle & polygon
- Spatial growth
- Flexibility and versatility
- Reclaimed traditional Japanese burnt wood
- Transparent versus solid
- Flexibility to create versatile scenarios
- Space is easily created and dissolved
DESIGN LANGUAGE APPLIED

DESIGN LANGUAGE/MATERIALITY CONCEPT MODEL

3D FABRIC PRINT

Recycle fabric
Modular structure

TRANSITION JAPANESE BURNT WOOD / RECLAIMED

SPATIAL LANGUAGE

SPATIAL EXPERIENCE

(Institute for Creativity, Arts, and Technology) (UHURU, RECLAIMED WOOD) (HAMALI BLOCK COFFEE TABLE)
1. Using recycled translucent fabric, cut and sew to create different panels.

2. Then transported it to the studio, where the blank space can be used as a storage location for a large number of AKARI fixtures before the exhibition begins.

3. Using the modified ceiling movable wire structure of the original site, the panels can be hung to allow the space to “grow” in the interior of the site. The panels can be designed to meet seasonal events and special exhibition requirements. The space can be designed to meet the functional needs of performance/lecture/workshop/sales at different times. The “growth” of the space can also be used as the opening act of an exhibition to add a sense of ritual and a specific impression of the Noguchi Museum to the user.

4. The fabric is easy to install and remove, and the space can be easily returned to its original state for subsequent renovation by the Noguchi Museum.

5. The fabric and exhibit system can easily be used to install in other museums for short-term exhibits. Or simply remove the sewing structure from the fabric and recycle it completely.
**.Scheme Plan Drawings**

**Plan View**
- Exhibition/Display
- Storage
- Ada bathroom
- Garden/Cafe
- Counter/Office

**RCP**
- Track Light + Ceiling System
- NOT IN SCOPE

**Exhibition/Display**
- Talk
- Display

**Storage**
- Akari light

**Display**
- Talk + Retail

**Display**
- Performance

**Display**
- Workshop
DISPLAY SYSTEM DESIGN

NOGUCHI SHOW ROOM ROOF

CELLING SYSTEM (track light+steel tube grid)

WOODEN CEILING

MOVABLE SELF-LOCKING PULLEY

PWM (pulse width modulation)
Color temperature is regulated according to sunlight
DISPLAY SYSTEM DESIGN

LIGHT DISPLAY PLAN VIEW / RETAIL + TALK + EXHIBITION

LIGHT SYSTEM & INTERACTIVE EXPERIENCE

The intelligent lighting control system makes Akari change its own warm and cold color temperature at different times of the season according to the change in the indoor light environment. This will bring the audience a changing retail space experience at all times.

夏&冬
夏季 7:00
冬季 10:00
夏季 16:00
冬季 13:00
夏季 19:00
冬季 17:00

TAXONOMY & INTERACTIVE EXPERIENCE

A triangular modular frame is compiled on the fabric to create different retail space shapes, while the transparency of the fabric can be changed as needed. The design is strictly ergonomic, making the user experience more diverse and comfortable.

Fabric A  Fabric B  Fabric C
INTERIOR MATERIAL COMBINATIONS

SECTION A / RETAIL + TALK + EXHIBITION

SECTION B / RETAIL + TALK + EXHIBITION

MATERIAL / REFERENCE
PERSPECTIVE VIEW & EXHIBITION EXPERIENCE

KEY PLAN / EXHIBITION

MODEL (view1/view2/view3)

RENDERING/view4
PERSPECTIVE VIEW & SUPPORT AREA

KEY PLAN / FIXED AREA

MODEL (view1/view2)

RENDERING/view3