

VISUAL SPATIAL INSPIRATION

TOP

SPACE & ART


顶级空间艺术与设计

IV

深圳市艺力文化发展有限公司 编



华南理工大学出版社
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS



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PREFACE

Architecture can be very slow. Sometimes you would say it hardly moves at all. And yet even the best preserved of ancient temples is a totally different experience for us now than it was for its creators. It may be the same stone, the same wood, even the same rituals and the same smells, but we have changed – literature, cinema, music and a thousand of images have gone through our mind and changed the way we experience such apparently immovable spaces. Art has changed that space, opening the doors of perception.

Most buildings do change physically over time, with daily use, frequent adaptations, regular renovations, and eventually full upheavals. Some of these changes are almost involuntary or accidental, brought about by simple friction; but other transformations require a cultural shift, a different perception, a new understanding of the space within its stubbornly rigid frame. This is a difficult task, but Art has the power to redescribe the existing, to transform it into a new cultural environment.

With new construction, architecture should be able to move a bit faster, providing the new kinds of spaces required for the exciting new experiences we now want to live, with new technology and new economies, new social organizations, or new kinds of families and different personal situations. But the not-yet-existing is not free of inertia. The battle between the new needs and the old ways is a hard one, as we find it very difficult to visualize the experience of a new kind of space, or even the need of such novelty.

I am not talking about 3D renders; what I mean that we sometimes find it difficult to evaluate the unknown possibilities that lie beyond our comfort zone. If we want to find a new experience of space that may satisfy the new needs and be desirable by all the people involved, from designers to final users, we need to undertake the explorative journey that we generally call Art.

Art is the most powerful tool we have if we want to engage our collective imaginations into creating, understanding and finally encouraging new experiences of space. This book has plenty of examples of this; some explore the relationship between the past and the future, or between the virtual world of visual culture and the tough impenetrability of solid matter; some explore the possibilities of new technologies, be it in the production or in the display; some are charming, delicate or educated; some are brash, funky or unstable; but all of them are very seriously engaged in playful exploration.

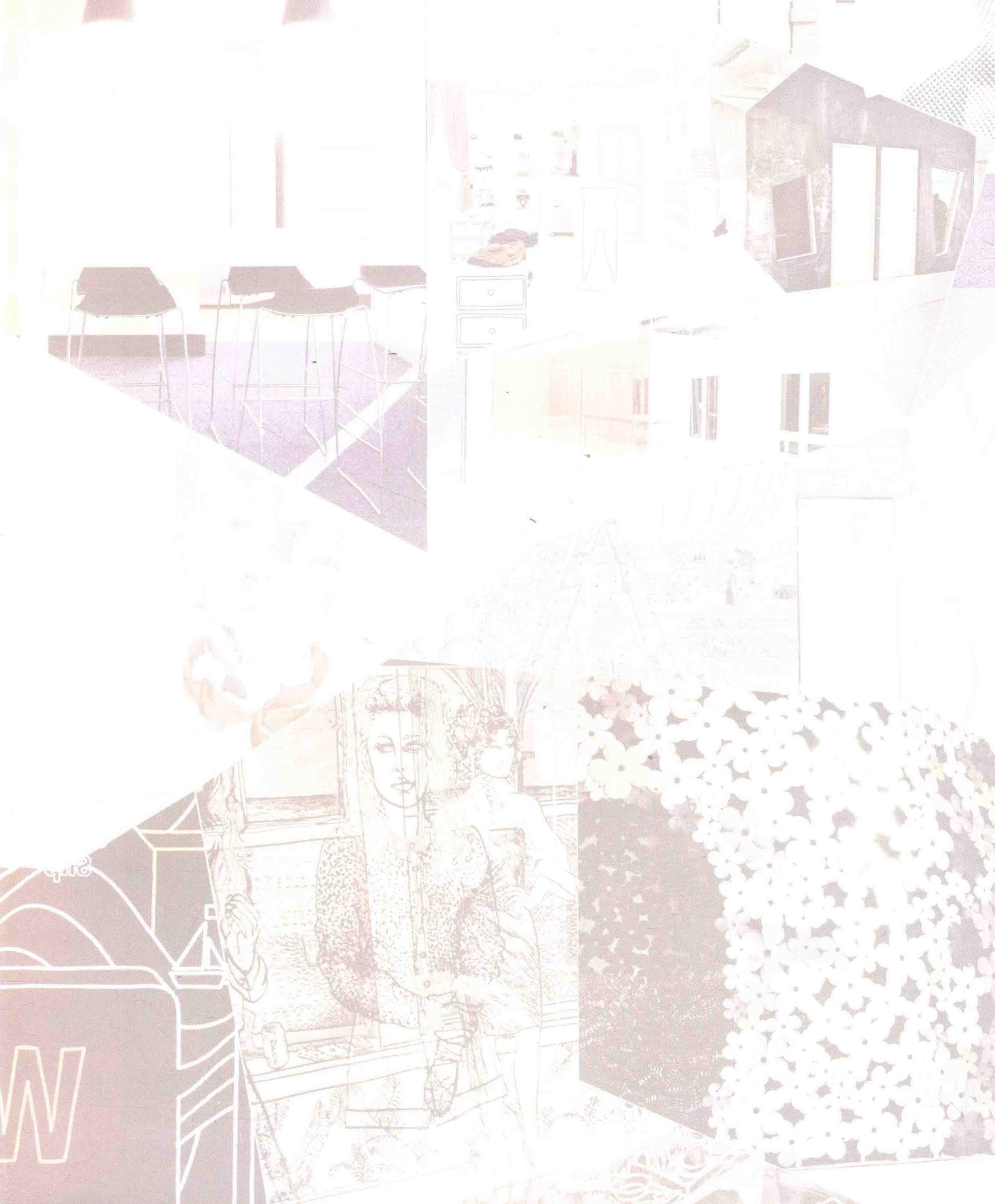
by Carlos Arroyo

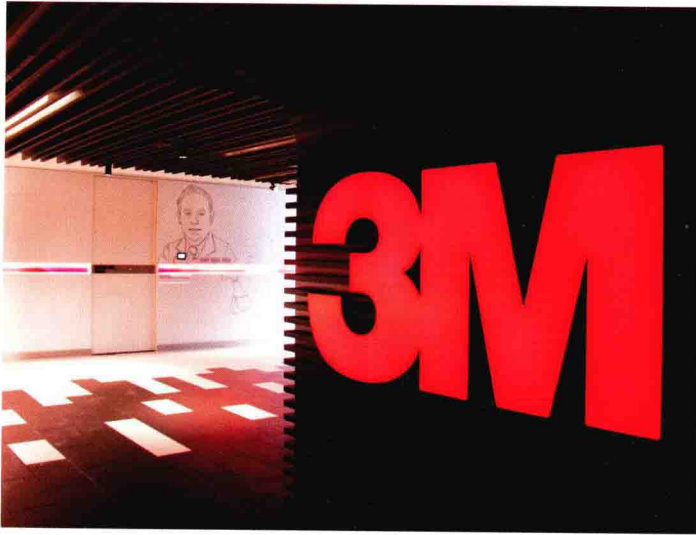
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3M AUSTRALIA HQ

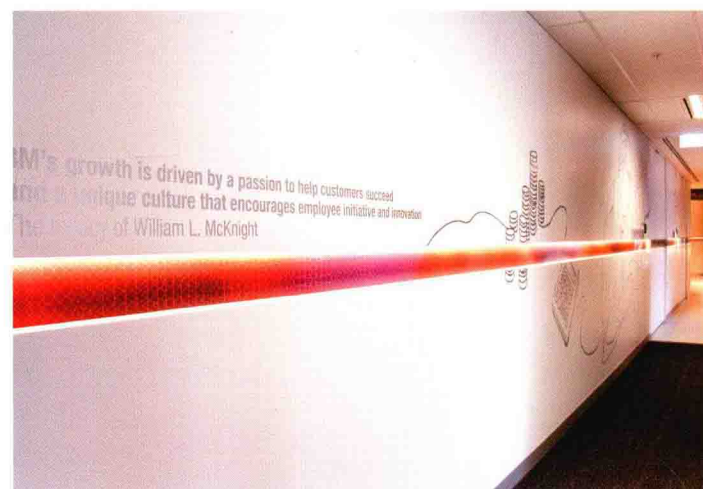
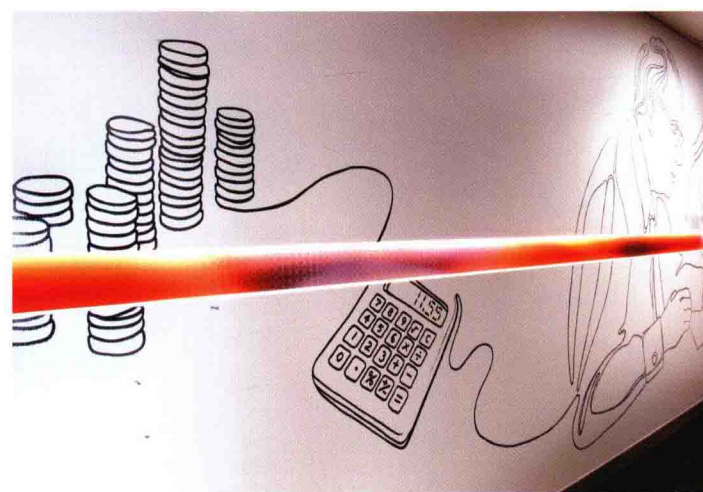
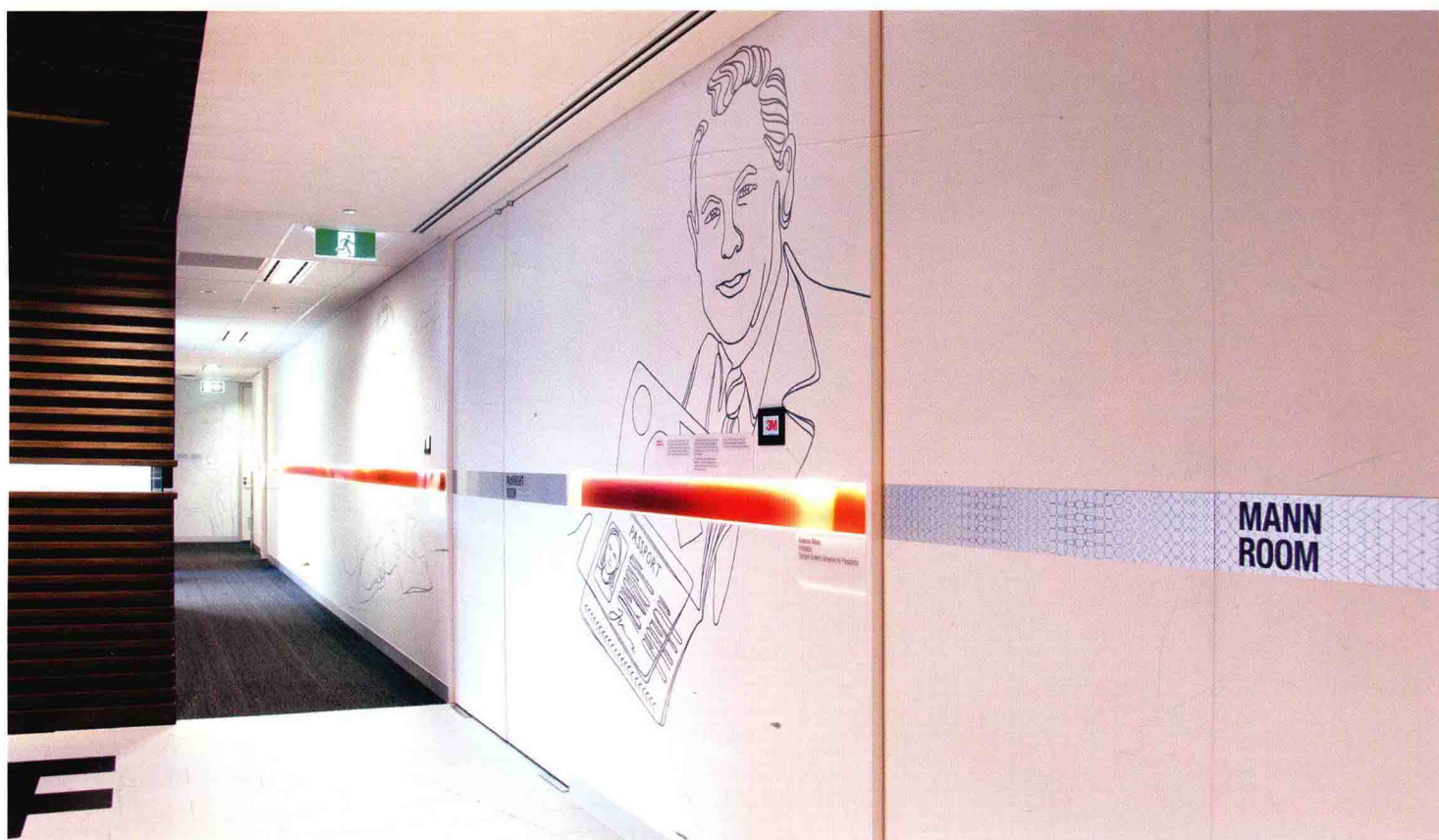
The designers have just completed an extensive branded environment, signage and wayfinding scheme for a truly iconic brand, 3M.

Working with such a massive brand has both its advantages and challenges and the team at THERE more than rose to the occasion. 3M's collaborative work ethos fit perfectly with their own approach that places openness, inclusiveness and transparency at the core of how we work.

Working in close partnership with the Colliers interior design team, the designers' starting point was conveying 3M's brand essence "Harnessing the chain reaction of new ideas", they developed an immersive graphic language based on geometric shapes. Each of the six levels was designated a different shape, allowing a chain reaction of subtle variation from level to emerge. This

visual language flexed and adapted, it was deployed as a treatment across super scale images of 3M's notable inventors, it allowed us to tell stories, share the company's historical information and get to the heart of product insights in a cohesive and engaging way. It allowed us to bring to life the innovation and creativity 3M puts into the science behind every one of their products.

The outcome for 3M was a workplace environment that showcased their history, culture, technology and products in unexpected and delightful ways. Staff and visitors come away from the environment with a newfound, or renewed, curiosity for not just their products, but the stories behind them as well. It's a truly branded environment, purely because every element on every wall was inspired by insights, truths and stories that come from inside 3M, and that's something of which we are really proud. 🏠

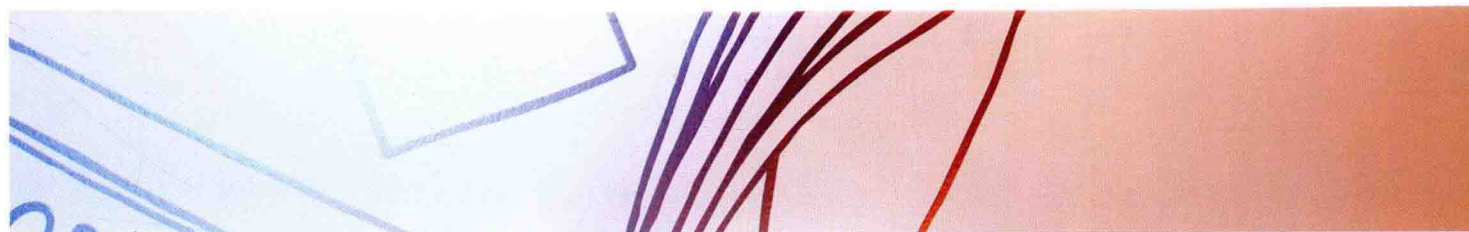
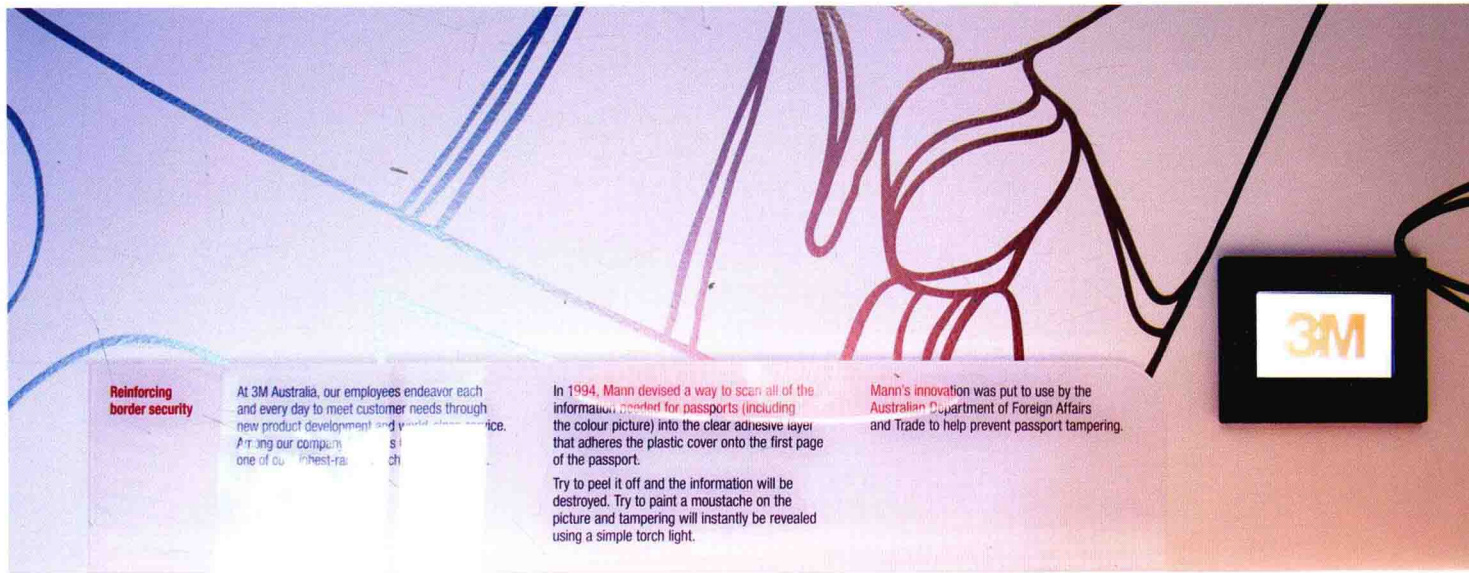




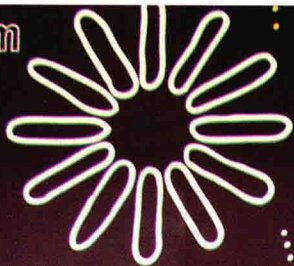
Design Agency
THERE Design

Client
3M

Location
Australia



ws a dream



One
idea
sparks
another



**Labs all
around
the world**

We were the first to walk on the moon!
In 1969, U.S. astronaut Neil Armstrong
walked on the moon wearing space
boots with soles made of synthetic
material from 3M.

In t
use
per
cat

fragile
be nurtured
ed with care

Be open to
ideas from
unexpected
quarters

