

HONORABLE MENTION



Project Title

Technopia Boutique

Student Name

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Level

Senior

Course

Interior Design Studio VI

Advisor/Instructor

John Kandalaf

Principal Investigator

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Department/School

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Technopia is a fictional popular electronics company that manufactures personal entertainment electronic products such as pdas, mp3 players, digital cameras, portable dvd players, pmp (personal multimedia player), notebook computers, headphones, and digital camcorders. Their products are designed for a range of consumers, but are primarily to be marketed to the young professional.

The store is designed to be a quickly assembled retail boutique, using polycarbonate sheet over a steel structure, located inside of a mall environment.

My design concept is based on a cubic structure which is a very clean and geometric form.

SUMMARY DESCRIPTION OF PROJECT:

Technopia is a fictional electronics company retail store that was designed as part of the senior level interior design studio.

form•Z was used along with sketch development early in the design process to explore the possible design configurations. Floor plans and construction documentation were developed jointly with AutoCad. It naturally followed to continue using form•Z for finalizing the concept and rendering images for the final presentation.



Technopia Boutique by Jae Ryong Oh



REASONS FOR THE NOMINATION:

This student continues to show their understanding of 3-D modeling, and their command of form•Z. In spite of a number of other software programs at his/her disposal at the University of Bridgeport, he/she continues to come back to form•Z for his/her conceptual and communication needs. Specifically he/she demonstrates an excellent level of development in form•Z, excellent presentation with form•Z, and an excellent all around integration of form•Z with the design process.



Technopia Boutique by Jae Ryong Oh



My design was inspired by the idea of computer data, because this data is a very important concept relating to electronics. Computer data is made up of bits represented by 0s and 1s. I abstracted the idea of a bit into a cubic structure that gives shape to that idea.

The form is based on of a perfect cube. 2 of these perfect cubes are fused together, creating the rectangular cube layout - the basis of my design. Another perfect cube is put inside this rectangular cube and twisted to add tension and a dynamic quality to the structure.

I used a 2' grid system for placement of elements, and all elements, both exterior and interior, are harmonized by relating to that grid layout.

One of main concepts in the interior is an interactive experience zone consisting of three "techpods". This space efficient area attracts customers by its organic shape, and offers a personal environment where they can check out information relating to technopia. The techpods continually cycle advertisements and can be accessed by the customer to find out details about technopia's products and also listen to music and watch video. The walls at different heights helps identify the space's function, creating dynamic angles, while still being united under one big rectangular cube structure composed of a polycarbonate transparency skin.

TECHNOPIA

Technopia Boutique by Jae Ryong Oh



JURY COMMENTS:

This interior project was convincing for this electronic retail store. The integration of seating cubicles into the walls, translucent exterior panels and good choice of views received my vote.

Some constructive criticism: Turn the track lights on and use a constant surface map on the laptop monitors, and rear illuminated dura-trans in the base pedestals would have perked up this presentation.

Sure beats the airbrush renditions when I was in design school.
– **Dennis Andes**



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