



For WantedDesign Interiors 2020
Micky Zhang

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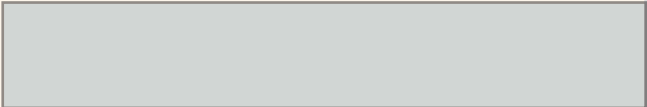
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CONCEPT STATEMENT



The golden hour, or luminous moments after sunrise, exudes a heightened sense of suspended time and an opportunity for personal transformation. WantedDesign Interiors' titled Aurelia, is an experiential cafe, immersing participants in a tactile interactive installation of collaborative products and avant garde design. This utopian moment is a vehicle for the transformation of the mind, body, and spirit.



DESIGN STATEMENT

The Exhibition utilizes cardboard tubes throughout the space. The cardboard tubes will be used to make instagramable moments as well as within the Hyrdobar. The carpet from Shaw Contracts will be displayed traditionally on the floor in different areas to highlight the different zones within the exhibition. Ressource paint will be used on the Hyrdobar, tables, and takeaways. The instagram walls will be used to attract visitors to visit the space and experience the golden hour and its social aspects.

IMMERSIVE EXPERIENCE


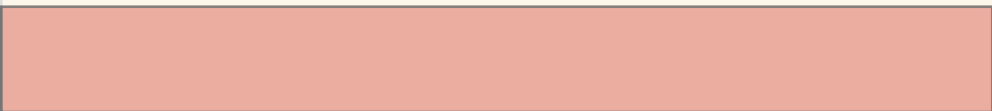
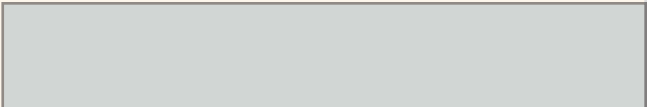
It's the golden hour and a designer takes out their phone to capture the excitement of WantedDeisgn. She takes a mental image which becomes her go-to spot during the hussle and bussle of Design Week NYC. The undulating sculptureal walls, inspired by eroding sand dunes, naturally beckon visitors to enter the installation. The canopy, at the heart of WantedDesign Interiors, is a hydration station for refreshing with friends from the design community. Along the periphery are clusters of public areas for business socials and design conversations.



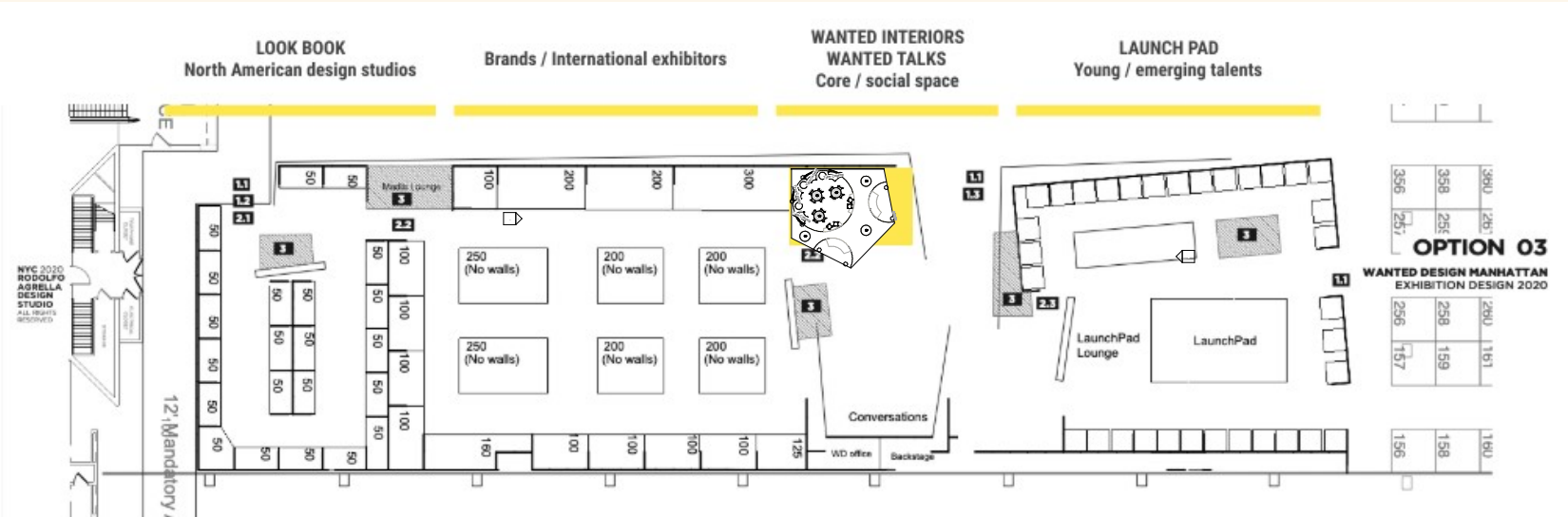
MATERIALITY



The unconventional use of materials evoke feelings of curiosity that encourage sensory exploration. The juxtaposition of materials and furnishings emphasize global harmony through familiar elements. Clusters of lights and tubes are used to illustrate an installation of materials in an avant garde manner. The canopy created will be visible from a distance and intrigue potential visitors and highlights the core of WantedDesign Interiors.

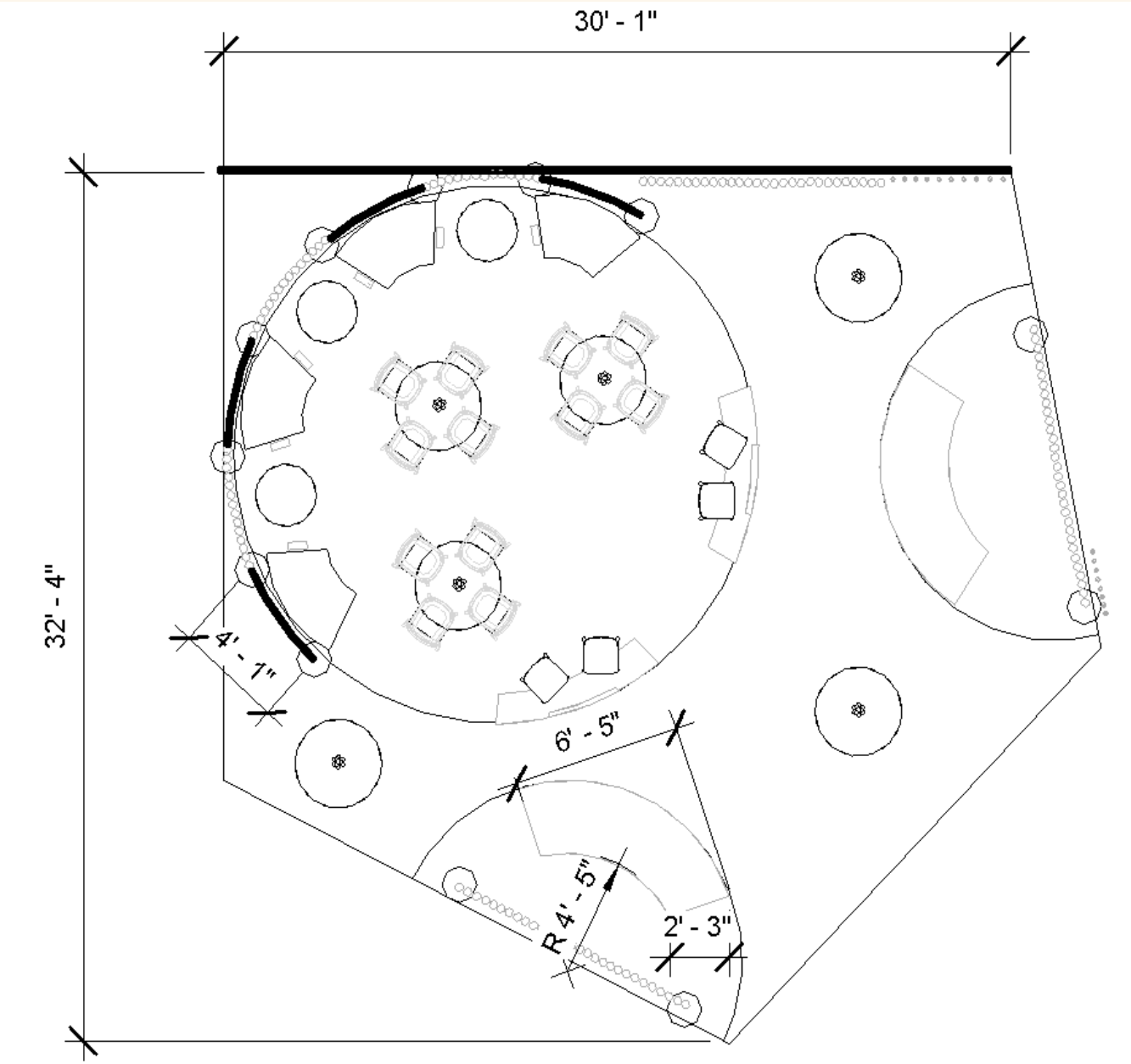


FLOOR PLAN

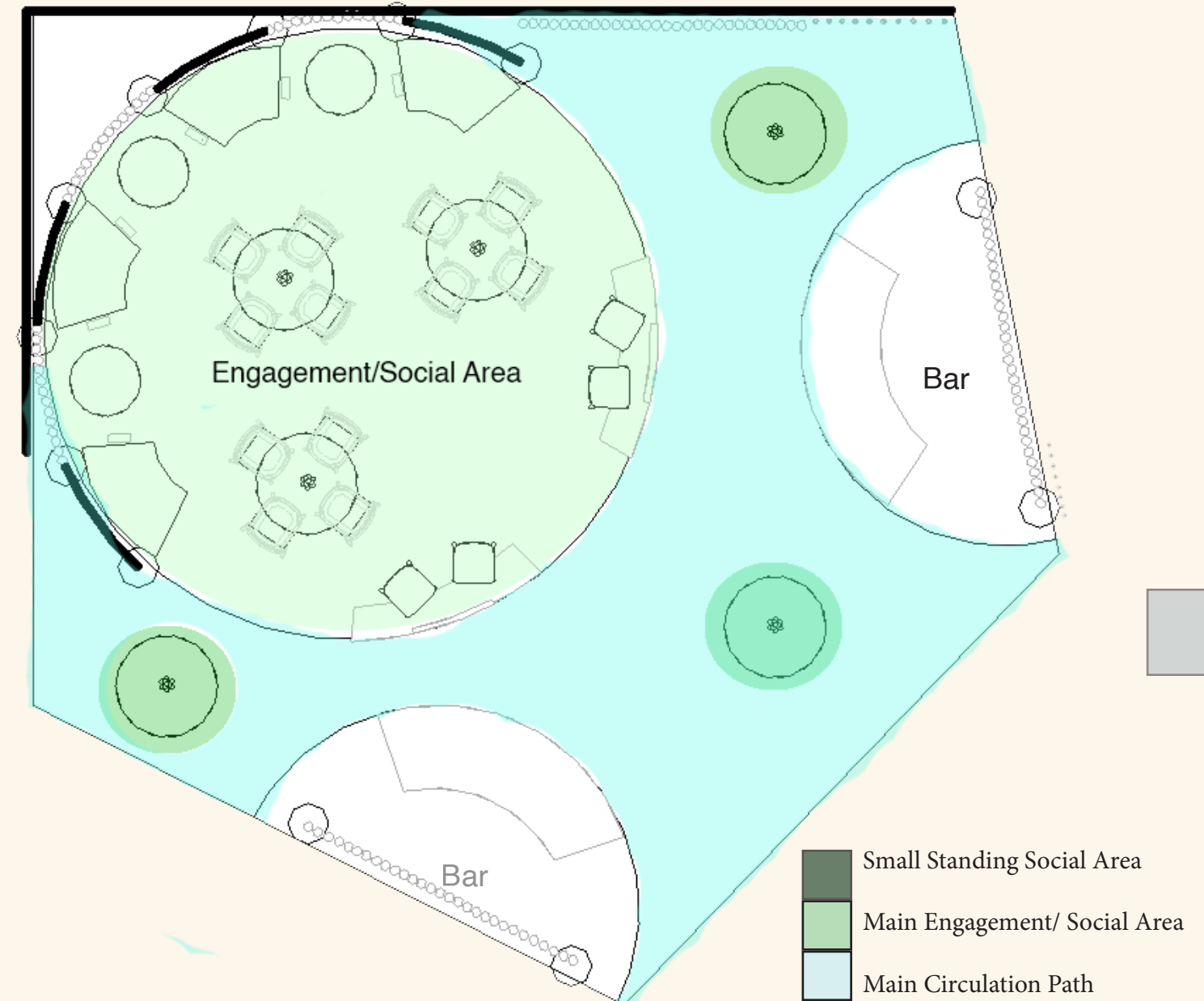
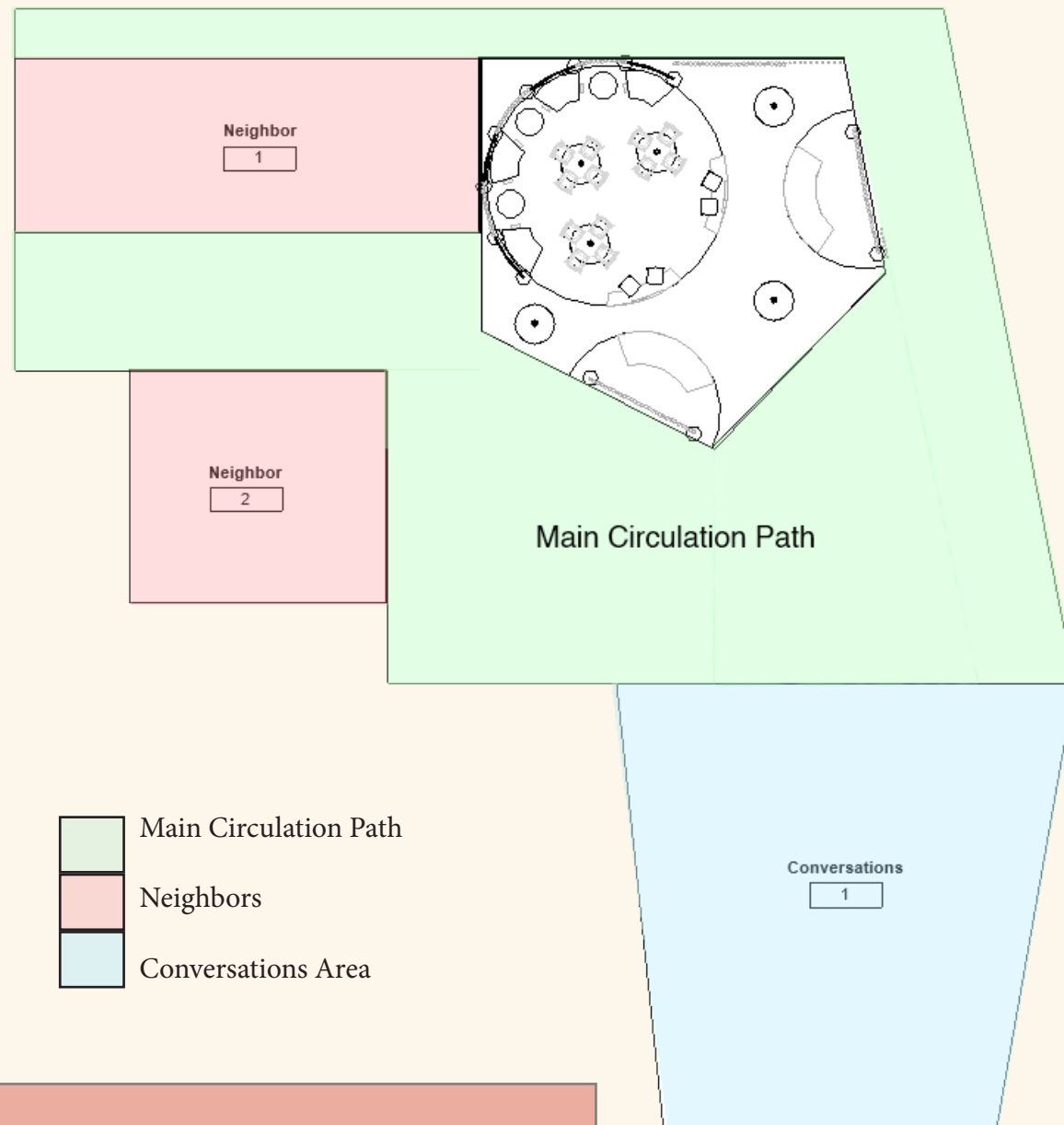


Aurelia Floor Plan

WantedDesign Interiors Floor Plan



ZONE DIAGRAMS



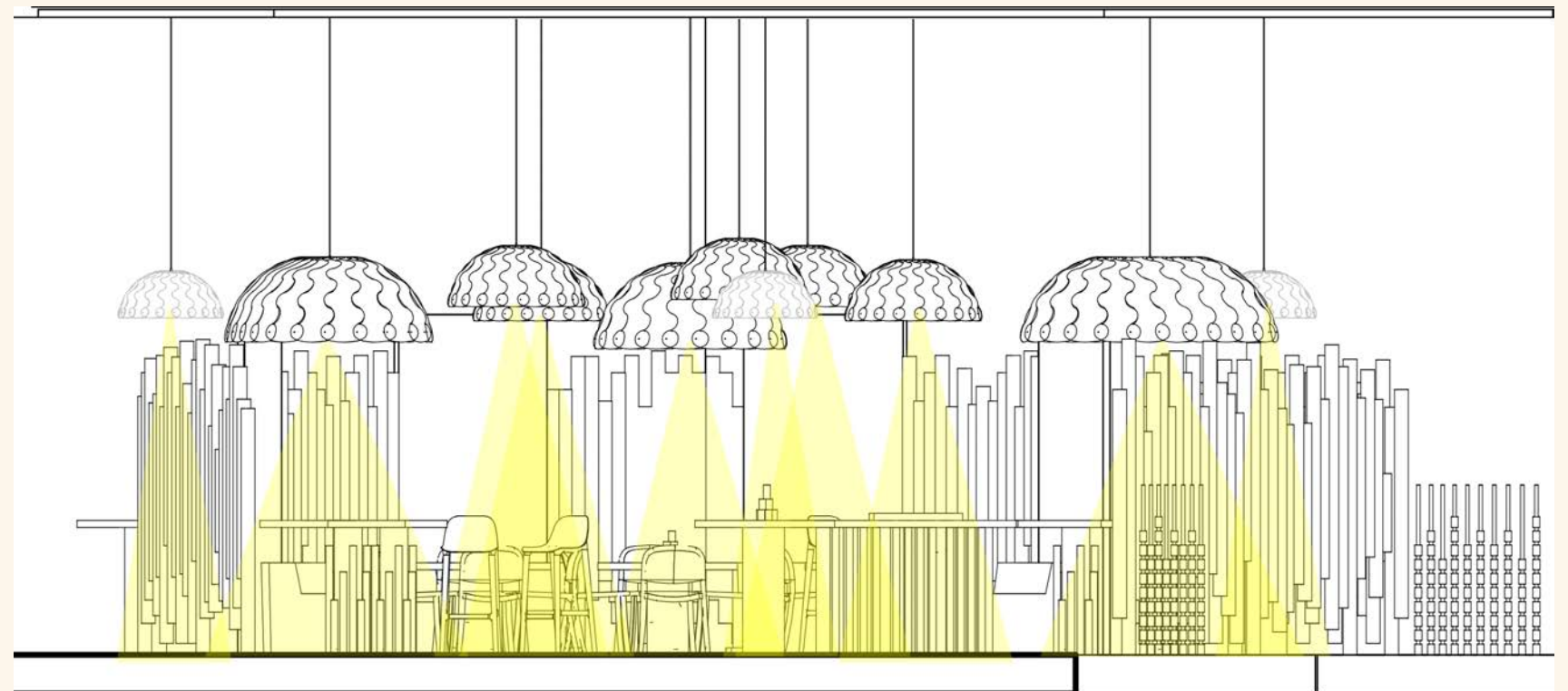
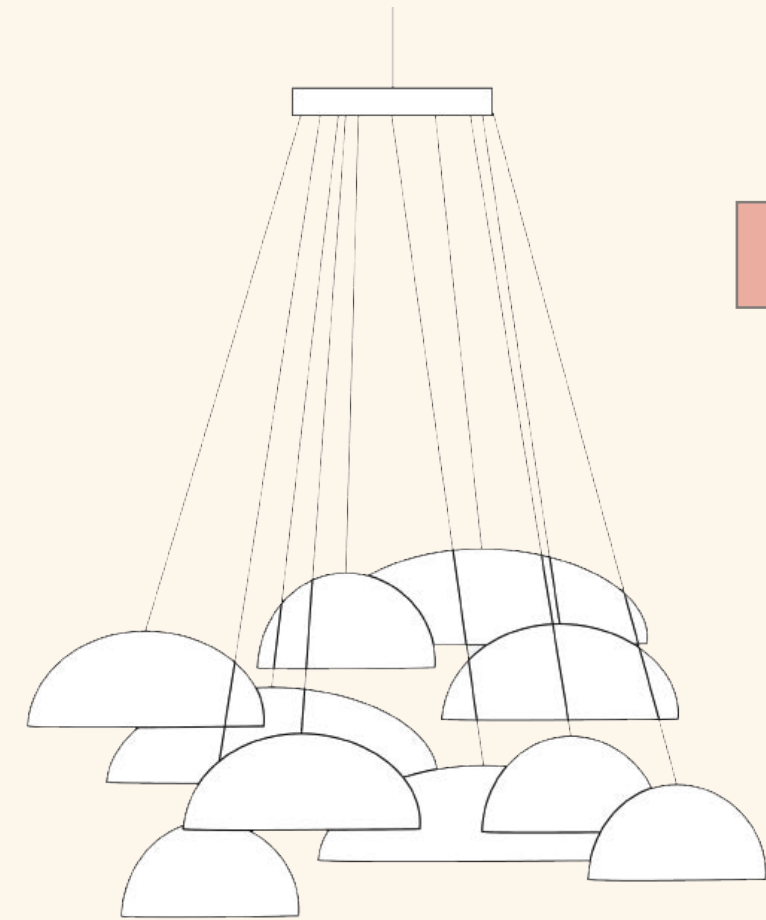
LIGHTING

Hush lights suspended above the bar.




Canopy of Hush lights suspended together above social area.

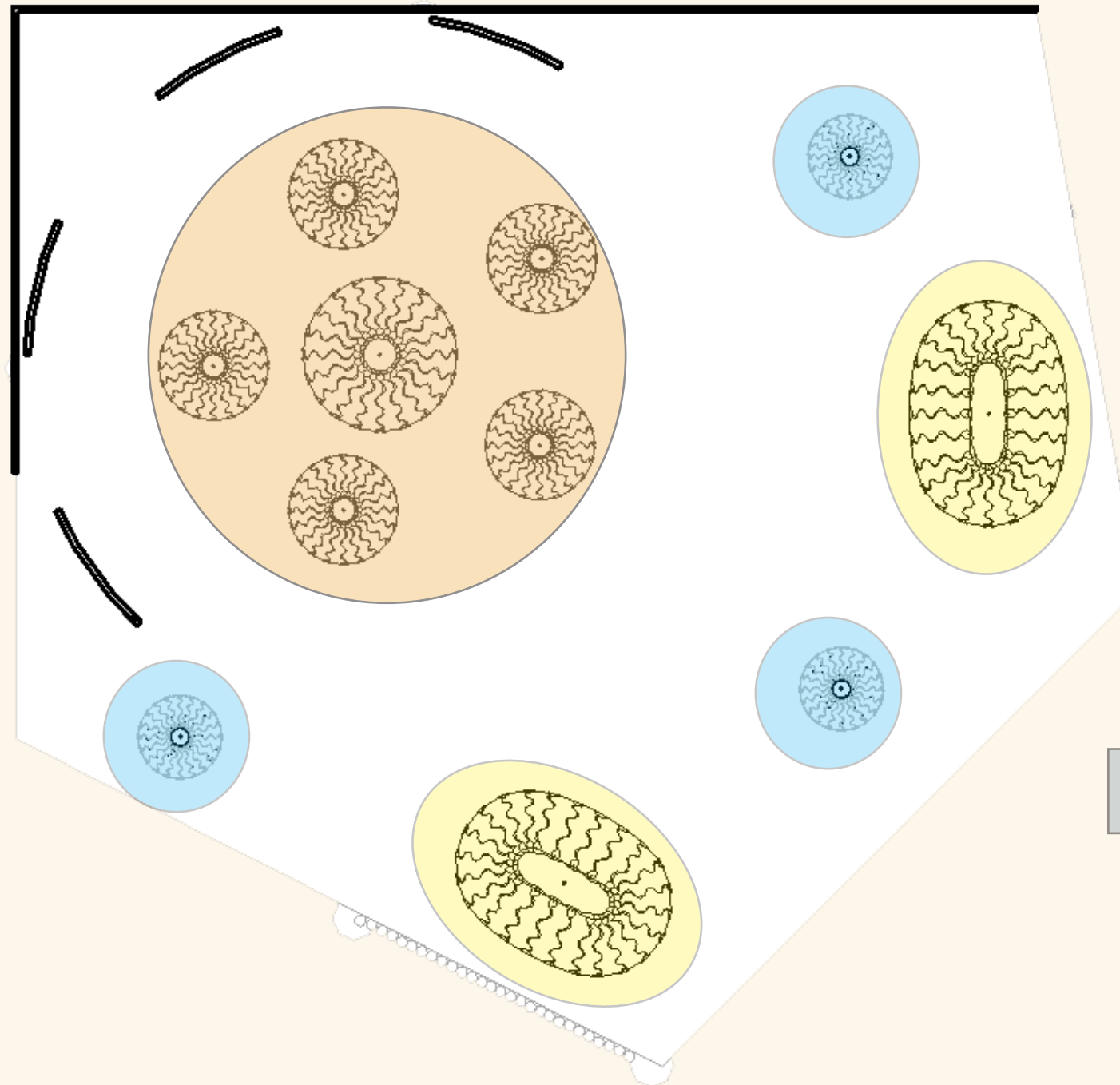
Lighting would be visible at a distance from the installation, drawing people to Aurelia.

- 3 - Micro 750L x 750W x 350H
- 5 - Mini 1000L x 1000W x 400H
- 1 - Round 1400L x 1400W x 650H
- 2 - Oval 2000L x 1400Wx 650H

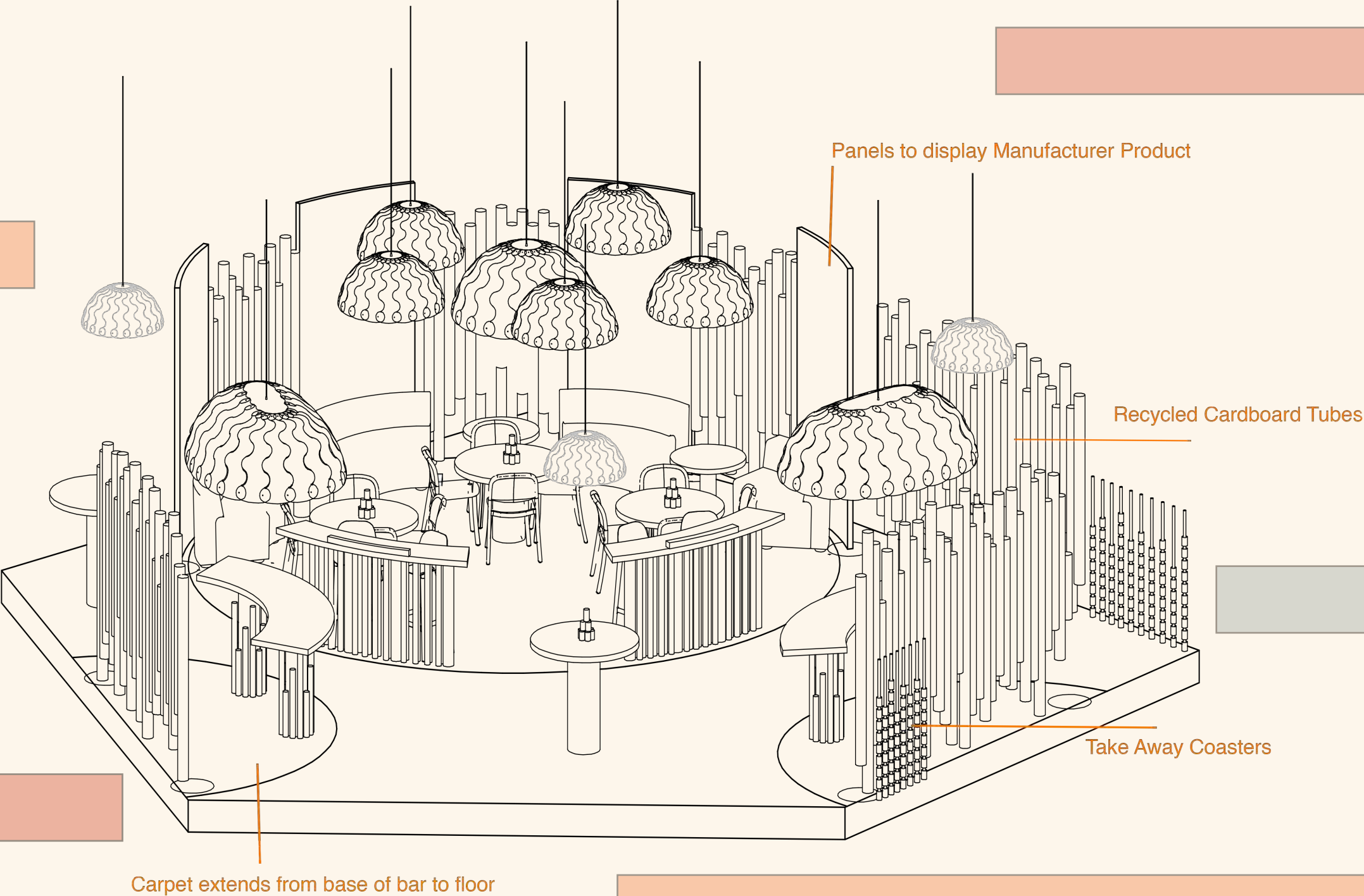


REFLECTED CEILING PLAN

-  Canopy of Hush lights above large Social Area
-  Micro Hush Lights above Small Social Area
-  Oval Hush lights above Hydrobar



ISOMETRIC VIEW



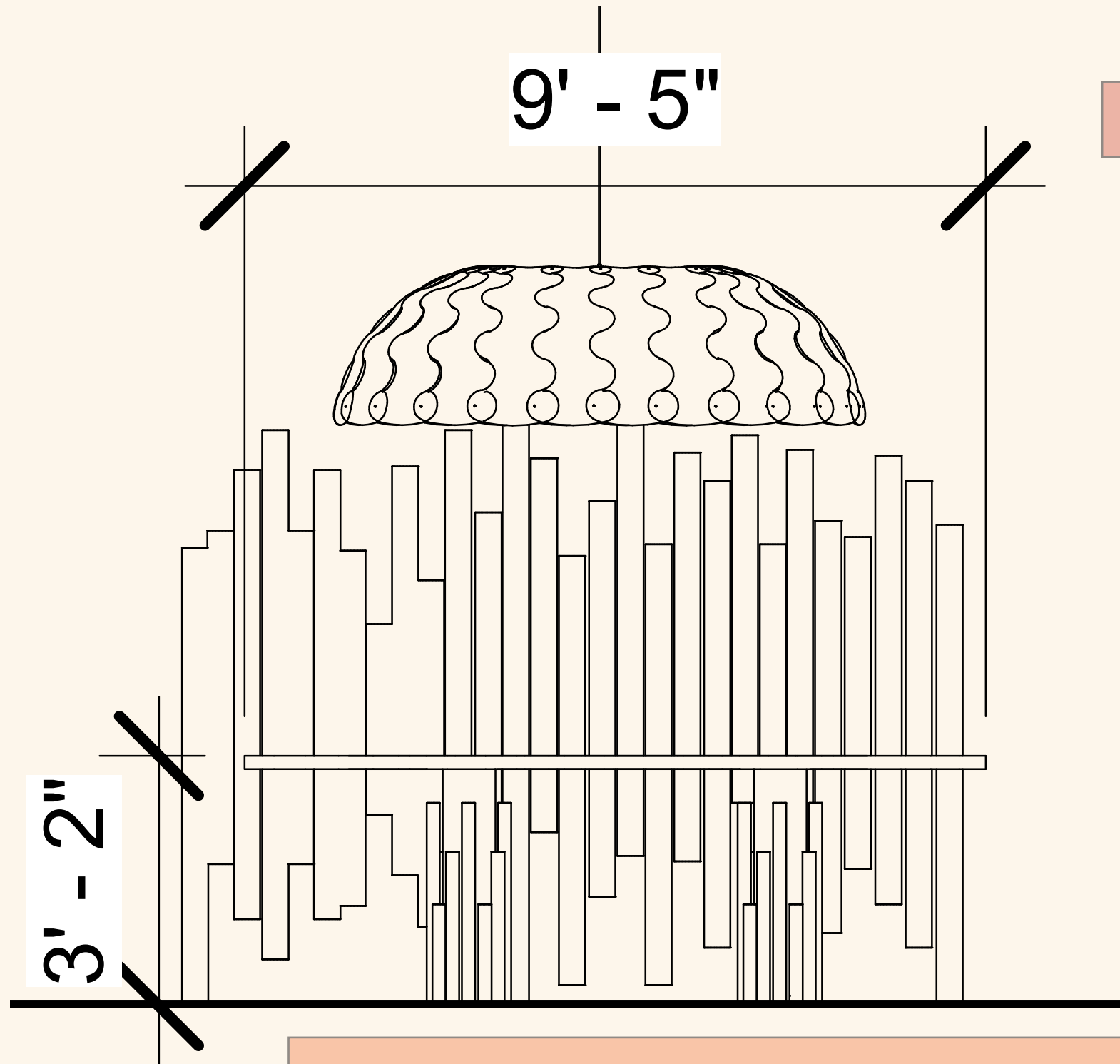
HYDROBAR

Recycled Cardboard Tubes

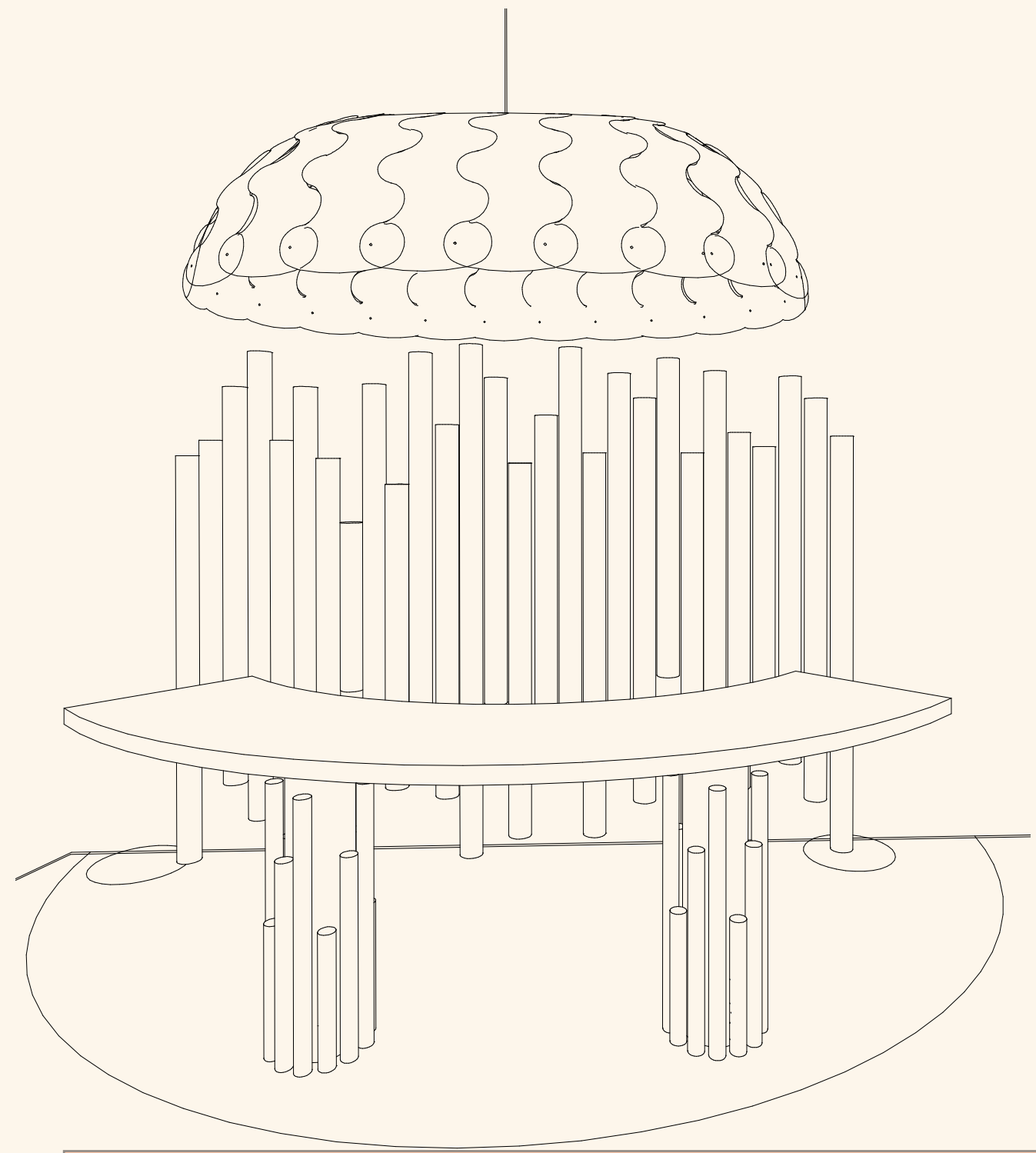
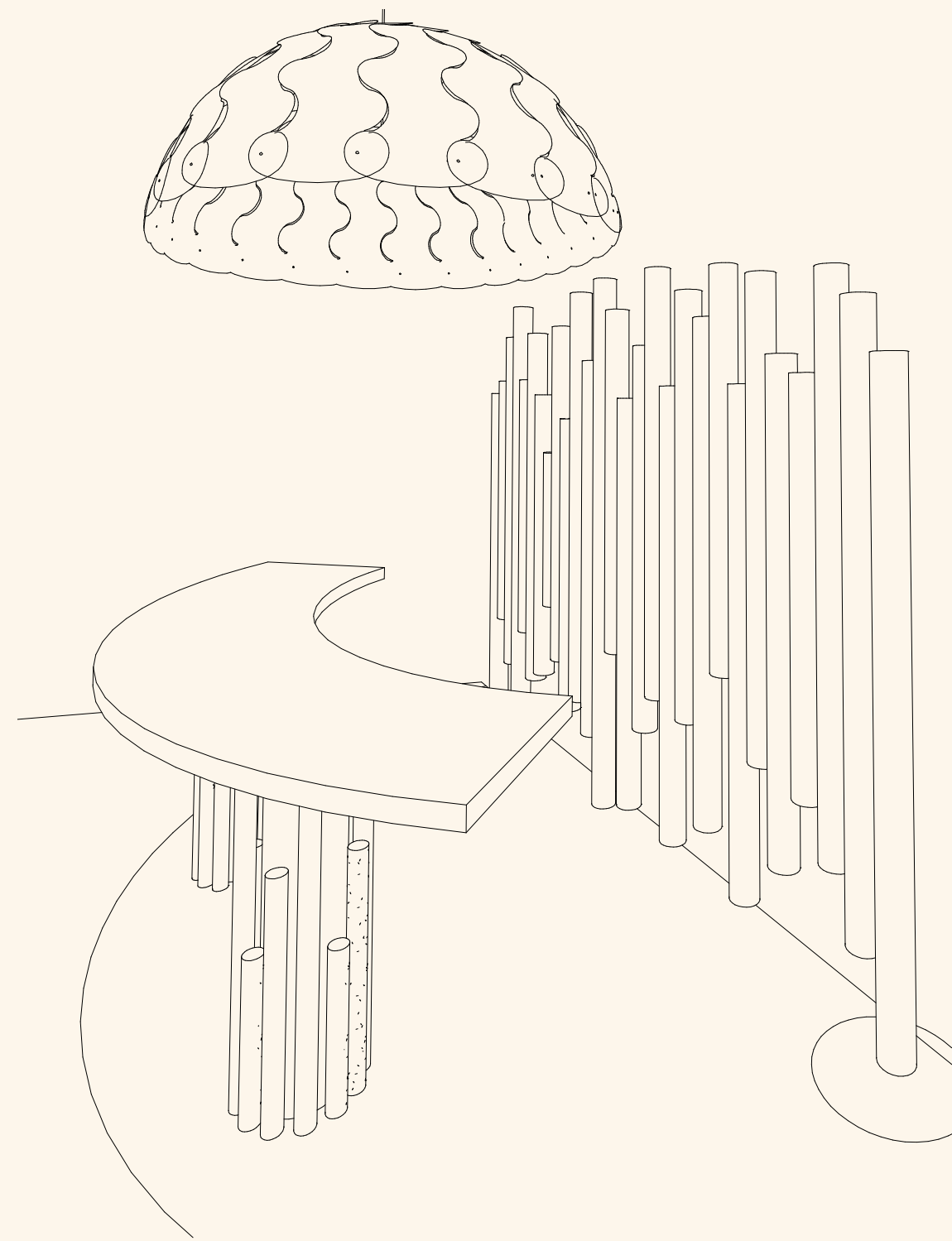
Coroplast Sheet

Ressource Paints

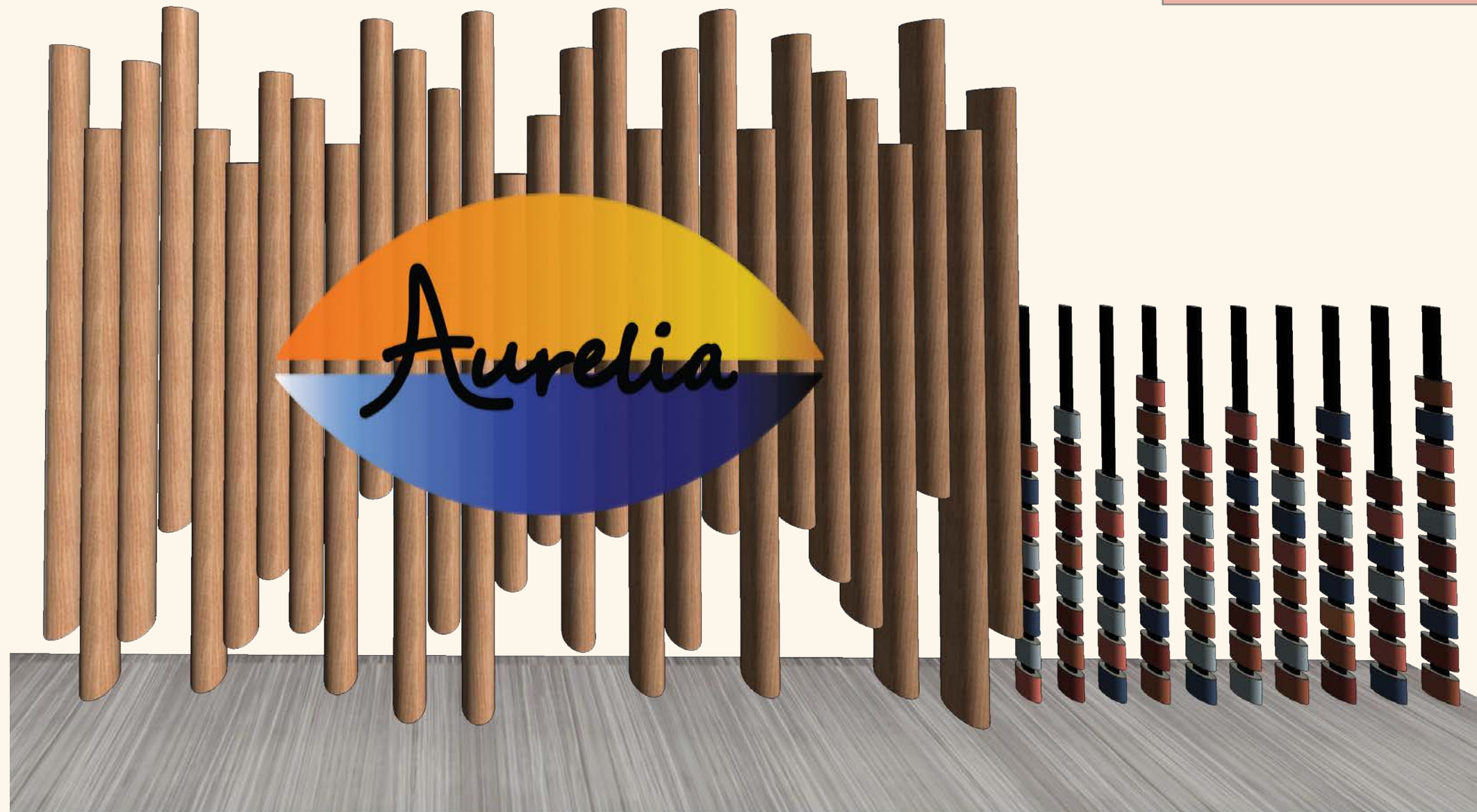
9' 5" Length x 2' Width x 3' 2" Height



HYDROBAR



INSTALLATION ENGAGEMENT: INSTAGRAM



BRANDING



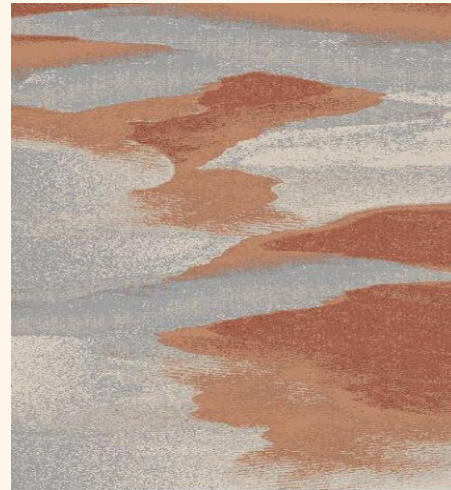
PRODUCT PARTNERS



David Trubridge - Hush



Emeco - On & On



Shaw - Desert Lights



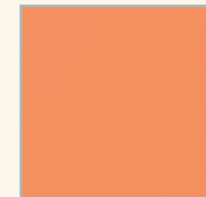
Etruscan Red



Mid Egyptian Blue



Jaipur



Palma



Blue Nuage



Beige

Ressource

NON PRODUCT PARTNERS



Knoll - Liberty



Knoll - K. lounge, Low Back Curved bench

TAKE AWAYS | MARKETING MATERIALS

RIT x NYC DESIGN

WANTED DESIGN
MANHATTAN

IC
FF

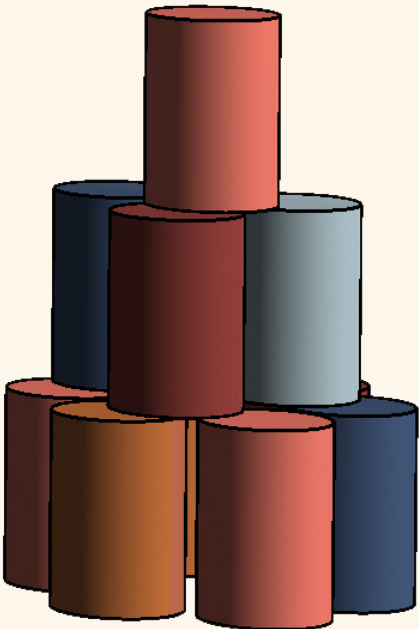


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) david
trubridge

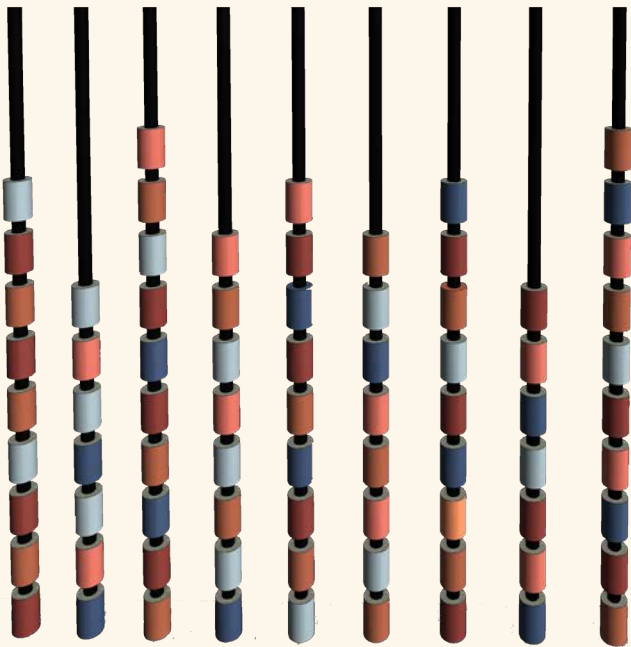
emeco

RESSOURCE
shaw contract®



3"Height x 2" Diameter

Cardboard Tubes with
Takeaway cards rolled within



RENDERED VIEW 1



RENDERED VIEW 2



BIO BRIEF

My name is Micky Zhang and I am from Dumont, New Jersey. For me being apart of WantedDesign Interiors this year is something that is extremely exciting and is also a great opportunity to meet designers, experience different ideas, stories, and designs from around the world. Working with my whole Interior Design class has made me realize what we can truly accomplish.



CREDIT PAGE

The ideas for the final installation came from a combination of Project 1 and Project 2. For project 1, everyone had to come up with individual concepts based on the WantedDesign Interiors brief that was provided from the start of this project. For project 2, our small group members (Nikki Nguyen, Thomas Ritcher and Becca Goldberg) came up with the idea of private and public spaces. In the final installation, I used my original concept of the Golden Hour and the idea of public social spaces to create the Aurelia experience.

The original idea of the footprint derived from the Interior Design Class as a whole. My original project started off with the footprint but later it was redesigned. I kept the idea of the cardboard tubes as my main material throughout the space but some layouts were changed. I changed the number of bars within the space and the bar design while still using cardboard tubes as its main material. The Panels surrounding the social area idea was kept the same with some major alterations. Half of the panels were taken out and replaced with the cardboard tubes to give the space some dimension and visual interest.



THANK
YOU