



UTOPIA

FOR WANTEDINTERIORS

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CONCEPT STATEMENT

WantedInterior's newest installation, Utopia, fills the body with utmost tranquility. Your wild imagination turns into reality. Where dreams are built to fill the need of escape, finding your peace and inner bliss.

Materials are explored and used in unexpected ways, creating a colorful, unconventional tactile experience.

PROPOSAL STATEMENT

WantedInterior's Utopia installation creates a provocative and engaging experience through the unorthodox use of materials.

Visitors are immersed in the installation from the interactive display systems.

Whether you are looking to socialize or to take a moment to yourself, the variety of seating distinguishes active and passive zones.

Essence of the golden hour is created by colorful hues of light. Placement of materials in unconventional ways creates an environment that visitors would only see as imaginable. But is now a reality and an escape from the hustle and bustle of the ICFF exhibition.

PARTNERS



emeco



hush

By: David Trubridge



shaw

Desert Lights - Foundry



ressource

THE PROCESS



Paper Canopy Accent Wall



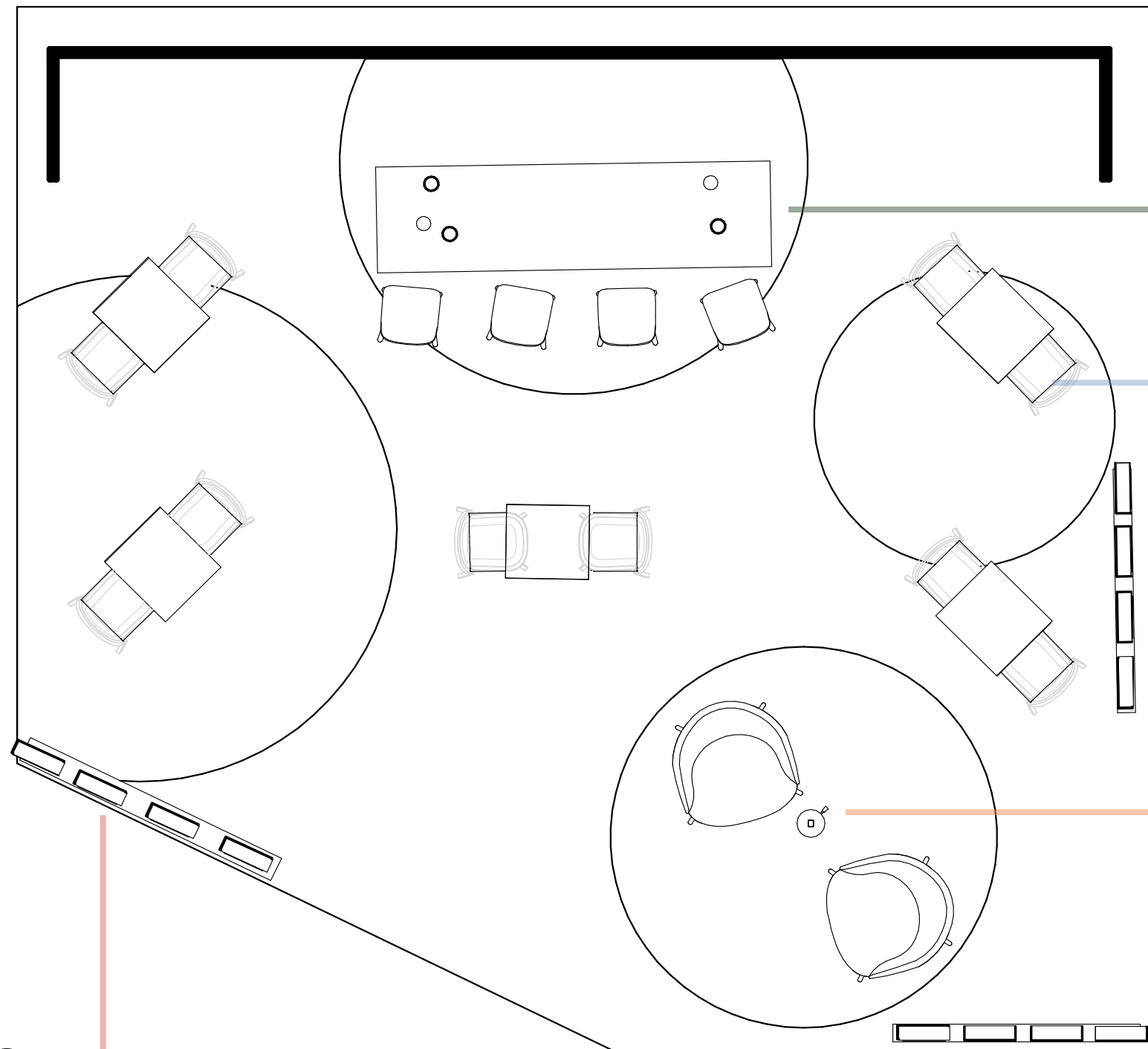
Polyester and Paint Sundial





FLOOR PLAN

600 Square Feet



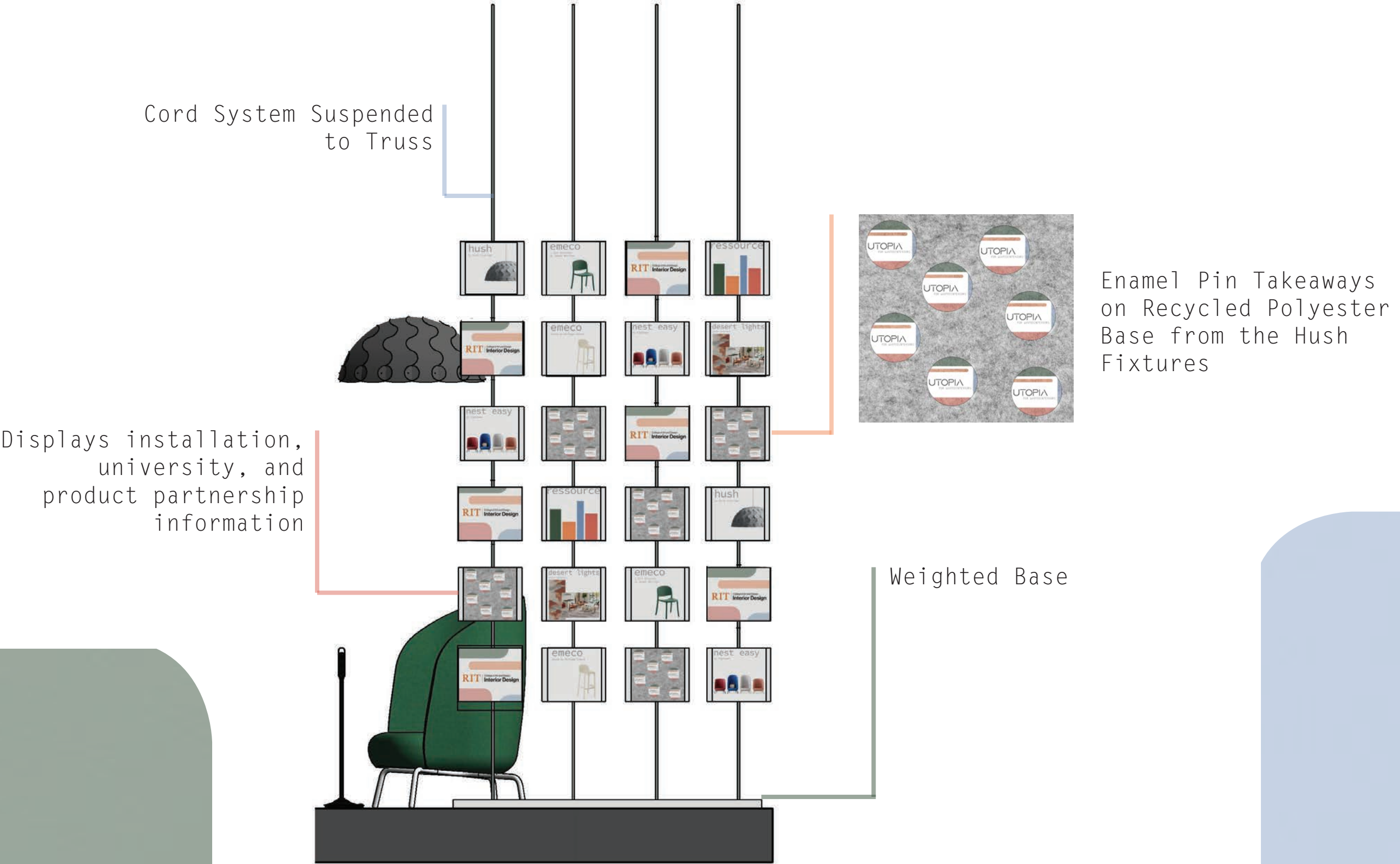
Hydro Bar - Active Zone

Cafe - Semi Passive Zone

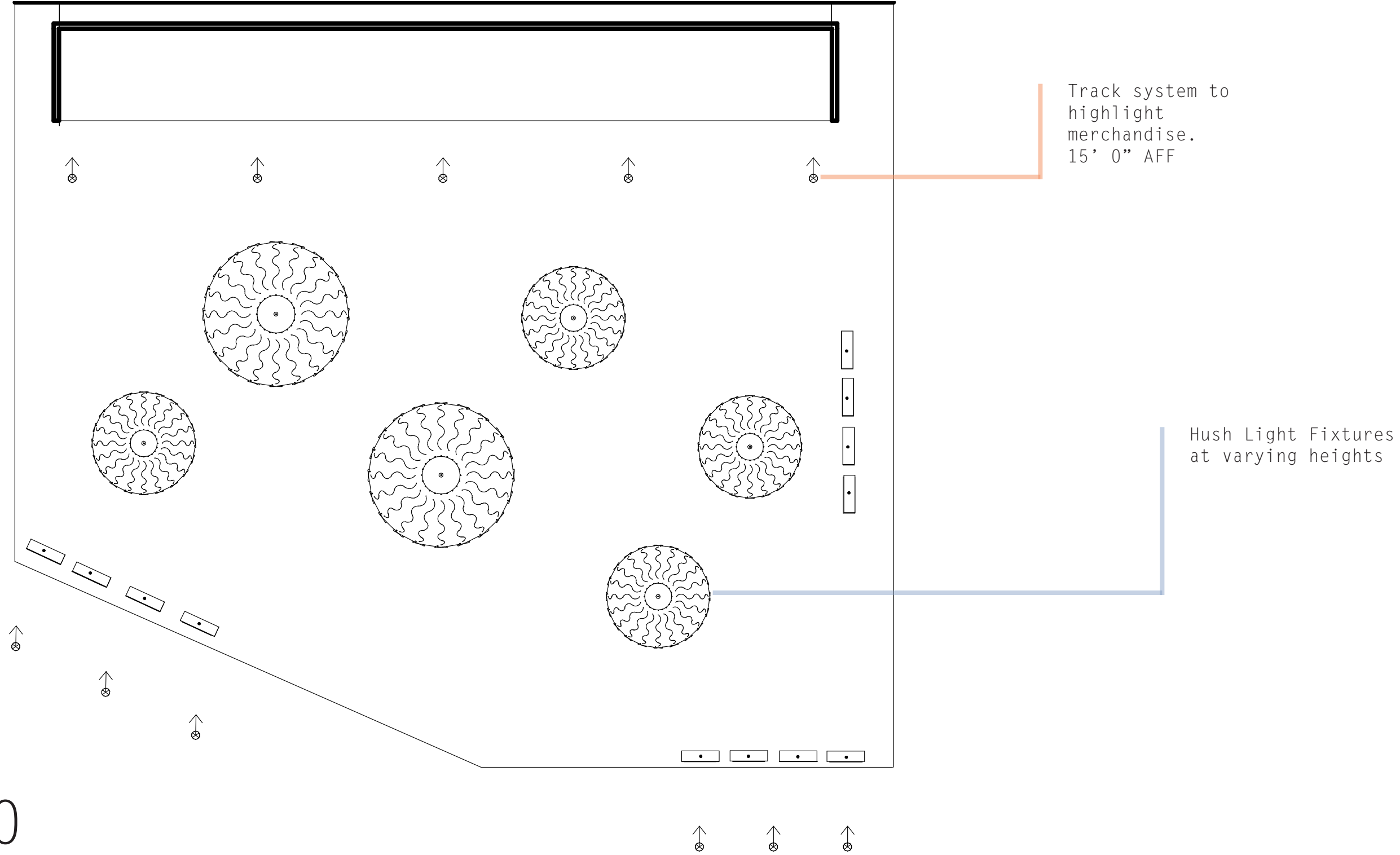
Charging Zone - Passive Zone

Interactive Display

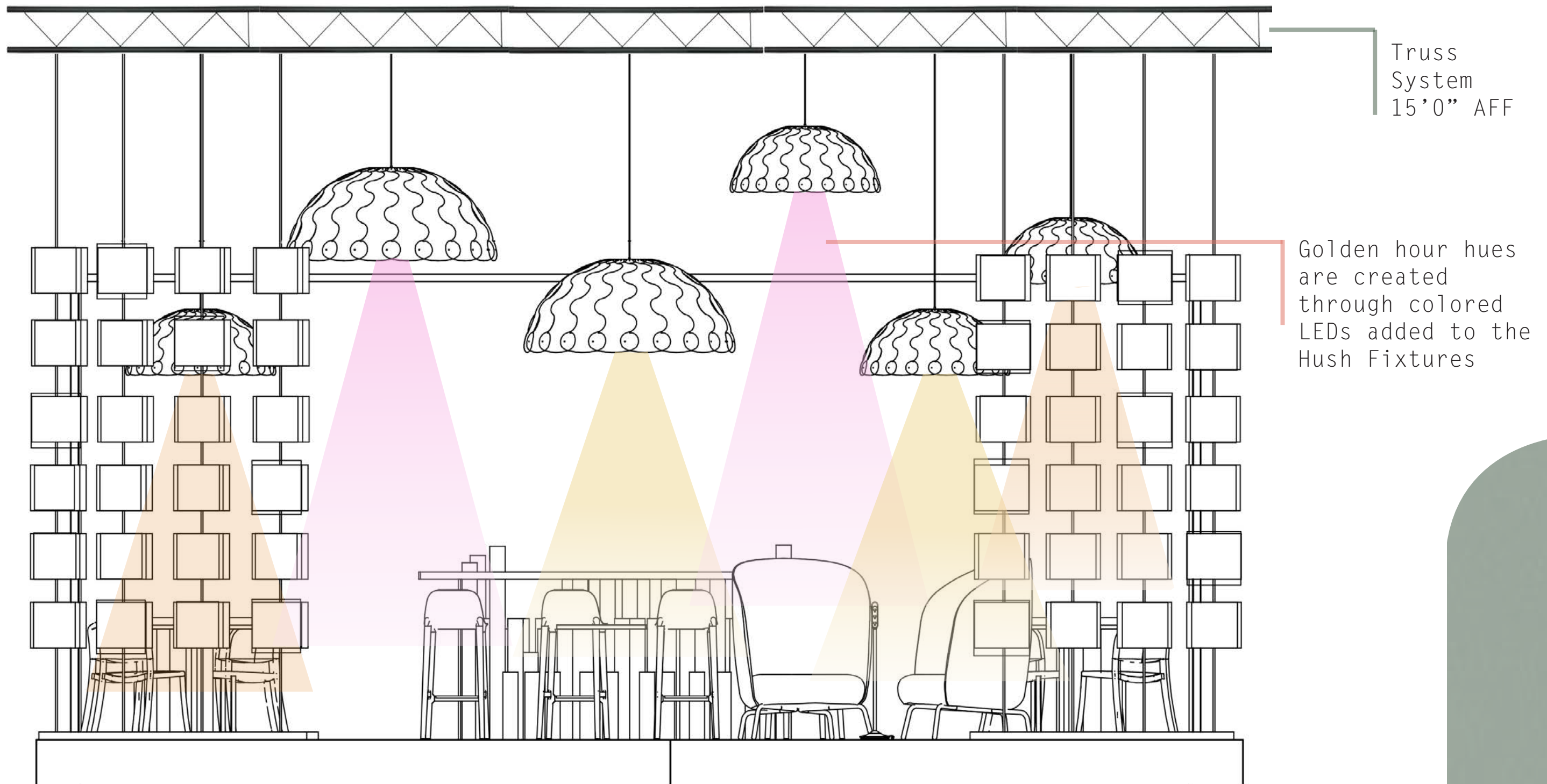
PARTNER SCREEN DISPLAY



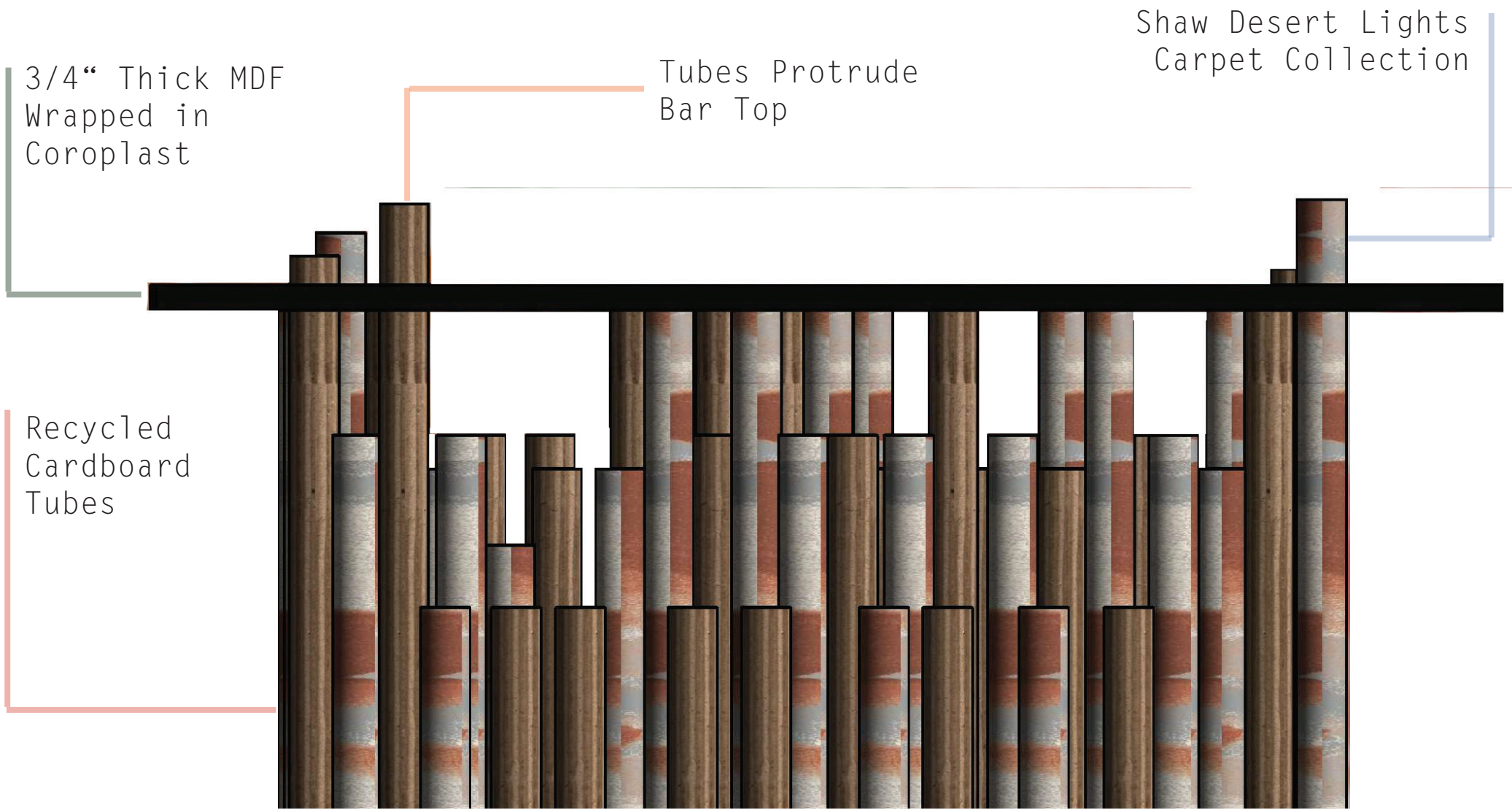
RCP



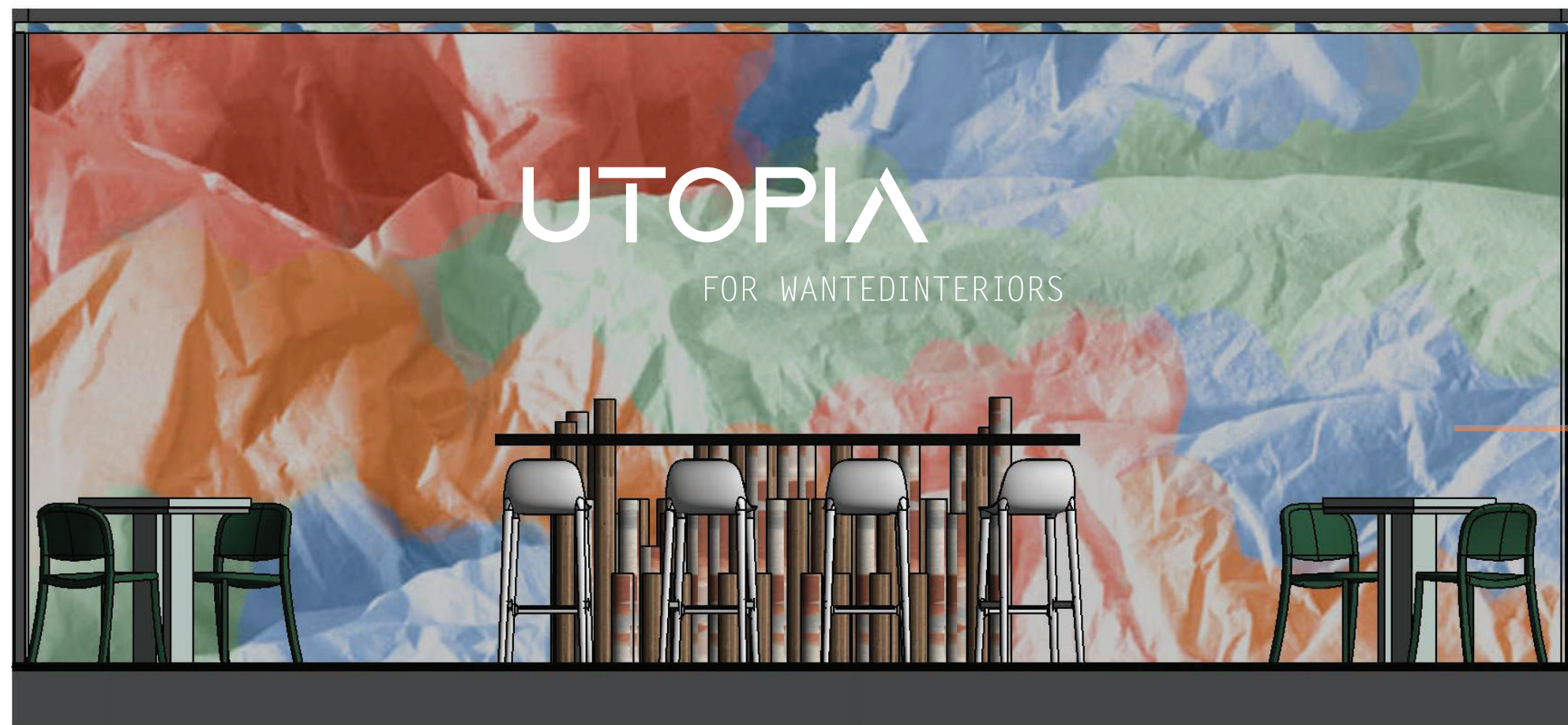
LIGHTING



HYDRO BAR



PAPER ACCENT WALL



Paper Canopy is created with a standard sheet good material

Large paint swatches from Ressource are folded, crumbled, and placed to create a tactile accent wall

3D VIEW

4x8 Sheet
Goods



Cork flooring that
has been painted
with Ressource
floor paint

Tables are constructed
with clear base and top.
Paper underlays the table
top

Hightower
Nest Chairs &
Steelcase Thread
Power Hub

3D VIEW



BIO BRIEF

Hi, I'm Emma Canny from Rochester, NY. I'm excited to have the opportunity to participate in WantedDesign Interiors to learn and engage with professionals, and challenge myself with an unconventional design.



CREDIT PAGE

The evolution of this project has gone through 4 stages of design ideation. Utopia for WantedInteriors is based on my original idea from stage 1 of this project proposal. Although I would like to give credit to my fellow classmates Rhiannon Howe, Asayil Tashah, and Daeya Shealy in the group collaboration for stage 2 of this design. Who helped develop a design strategy and mentality that furthered my design into a unique, avant garde, installation. Also credit should be given to my classmates in our Exhibition and Merchandising class that evolved this project even further. The class creation of creating a bar out of recycled cardboard tubes and tubes of the shaw carpet collection is featured in my design. The avant garde use of materials has been developed through my own personal ideation.



THANK

YOU