UTOPIA
FOR WANTED INTERIORS
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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
THE SITE
FLOOR PLAN
600 Square Feet

- Hydro Bar - Active Zone
- Cafe - Semi Passive Zone
- Charging Zone - Passive Zone
- Interactive Display
PARTNER SCREEN DISPLAY

Cord System Suspended to Truss

Displays installation, university, and product partnership information

Enamel Pin Takeaways on Recycled Polyester Base from the Hush Fixtures

Weighted Base
Hush Light Fixtures at varying heights.

Track system to highlight merchandise.

15' 0" AFF
Golden hour hues are created through colored LEDs added to the Hush Fixtures.
HYDRO BAR

3/4" Thick MDF Wrapped in Coroplast

Tubes Protrude Bar Top

Recycled Cardboard Tubes

Shaw Desert Lights Carpet Collection
Large paint swatches from Ressource are folded, crumbled, and placed to create a tactile accent wall.

Paper Canopy is created with a standard sheet good material.
Tables are constructed with clear base and top. Paper underlays the table top

Cork flooring that has been painted with Ressource floor paint

Hightower Nest Chairs & Steelcase Thread Power Hub

4x8 Sheet Goods
3D View
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.
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