
STAGING SPACE

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SCENIC INTERIORS
AND SPATIAL EXPERIENCES

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SCENIC INTERIORS AND SPATIAL EXPERIENCES

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REDEFINING SPACE IN THE CONTEMPORARY ARTS

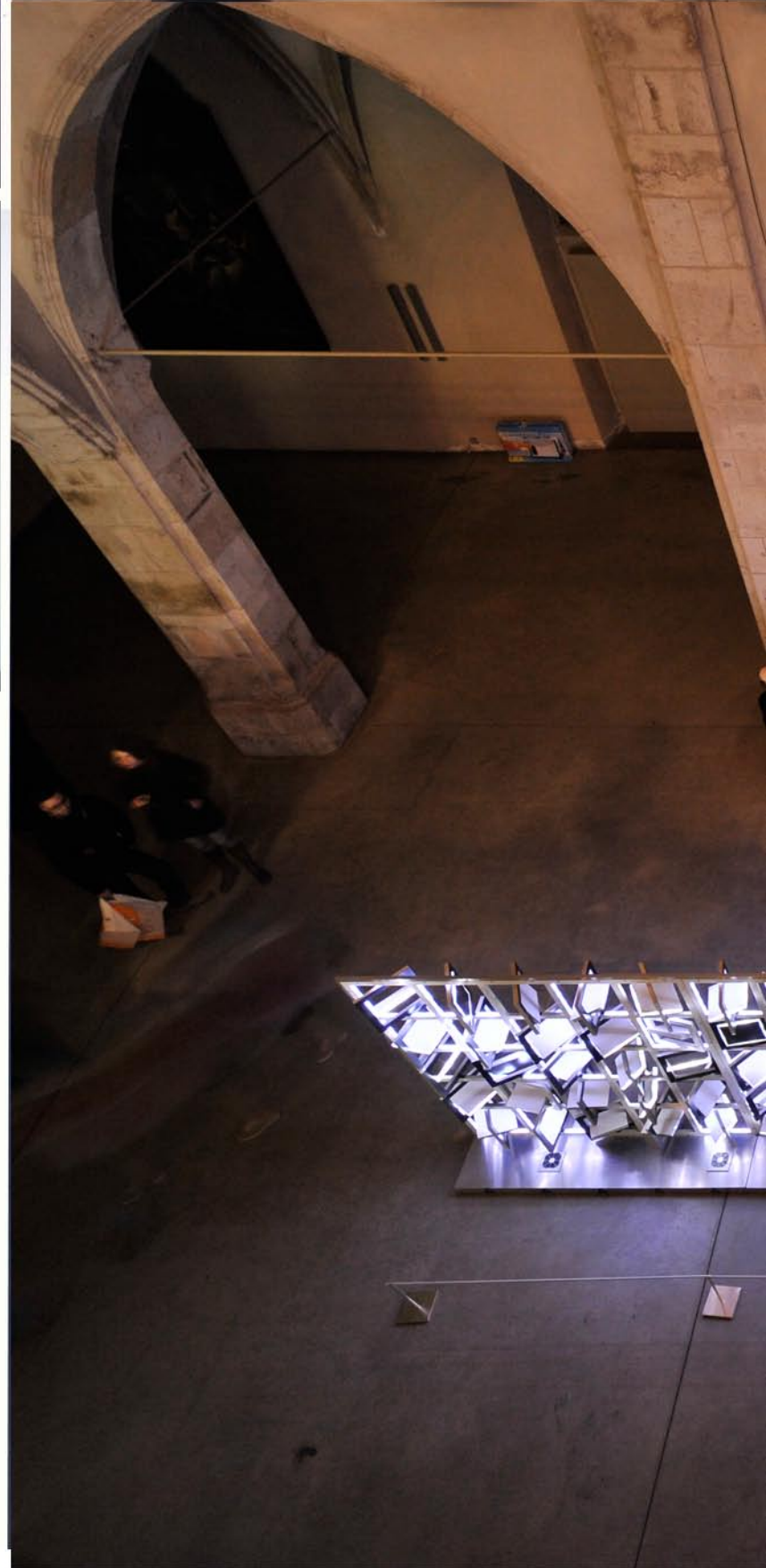
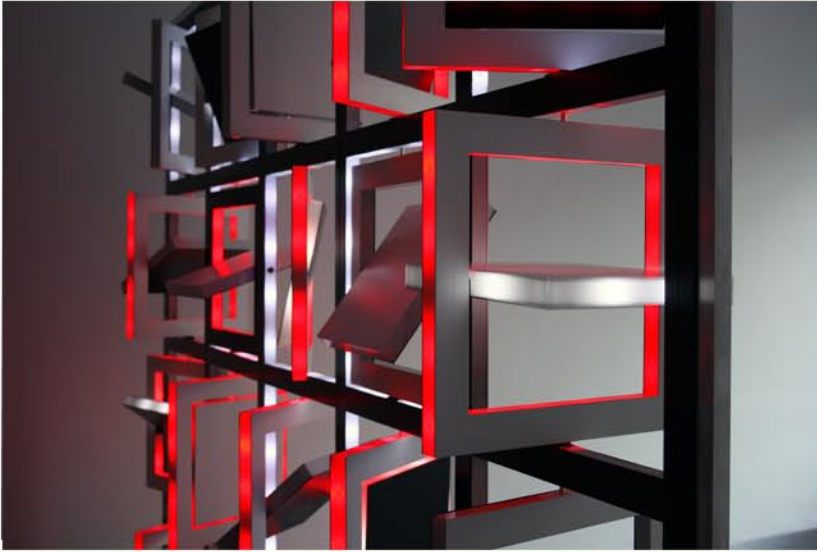
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SCENOGRAPHIC ENVIRONMENTS FOR STAGE AND SHOW

THE FOURTH CHAPTER, "PERFORMATIVE SPACES," BRINGS TOGETHER SCENIC COMPOSITIONS FOR STAGE, THEATER, AND FASHION EVENTS THAT REFLECT UPON THE DRAMATURGICAL EFFECT OF SPACE, AS WELL AS ELECTRONICALLY AUGMENTED ENVIRONMENTS THAT WORK THROUGH DIRECT INTERACTION WITH THEIR USERS.

STARTING WITH MARK FRIEDBERG'S CHARACTERISTIC SET DESIGNS FOR WES ANDERSON'S MOVIE THE LIFE AQUATIC WITH STEVE ZISSOU AND CHARLIE KAUFMANN'S SYNECDOCHE, NEW YORK, THIS CHAPTER LOOKS AT A WIDE RANGE OF PROJECTS FROM THE WORLD OF THEATER AND FASHION. THE VAST RANGE INCLUDED HERE GOES FROM SMALLER SPATIAL INTERVENTIONS FOR MULTI-PURPOSE USE LIKE LUIS BERRÍOS-NÉGRON'S TURTLE TWO DEVICE OR NOFFICE'S PERFORMA HUB AT NEW YORK'S COOPER UNION, THROUGH LARGE-SCALE STAGE DESIGNS FOR CONCERTS AND FESTIVALS BY FRENCH ARCHITECTURE COLLECTIVE EXYZT, SPECTACULAR FASHION EVENTS BY ETIENNE RUSSO'S BRUSSELS-BASED COMPANY VILLA EUGÉNIE AND THE TANTALIZING SHOWS OF DANISH ARTIST AND FASHION DESIGNER HENRIK VIBSKOV, ALL THE WAY TO THEATER SET DESIGNS BY TORAFU ARCHITECTS. PERFORMATIVITY LIES AT THE HEART OF ALL THE WORKS FEATURED HERE, IN WHICH ARCHITECTURE AND SPACE ARE FIRST AND FOREMOST REGARDED IN TERMS OF THEIR SCENICAL EFFECT.

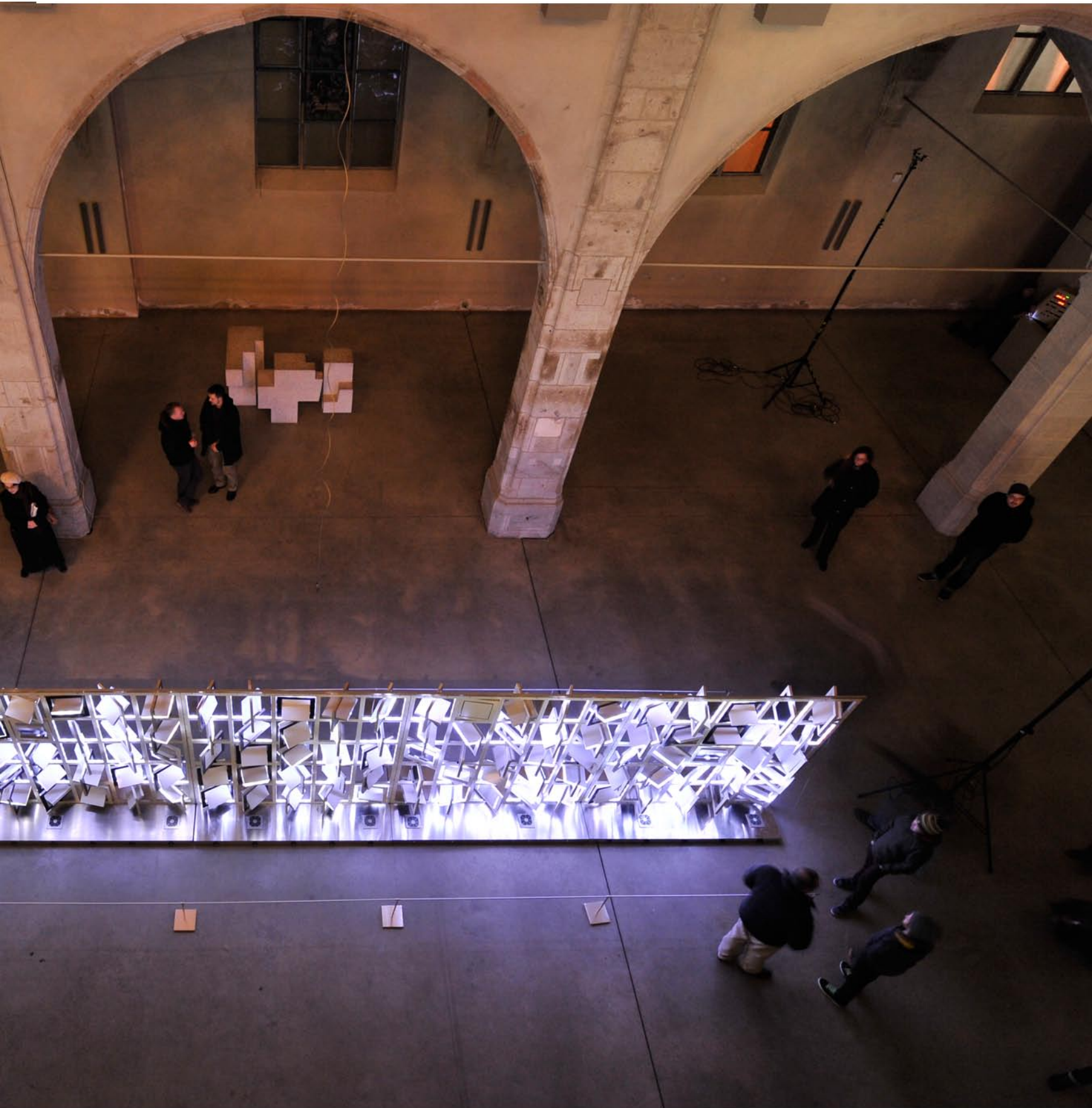
BUT TAKING THIS APPROACH EVEN FURTHER, "PERFORMATIVE SPACES" ALSO EMBRACES PROJECTS THAT EXPLORE NEW POSSIBILITIES BY MEANS OF NEW MEDIA AND DIGITAL TECHNOLOGIES THAT SHIFT THE ATTENTION TOWARDS COMPLEX CONTEXTS RELATING TO EFFECT AND ACTION. ACKNOWLEDGING THE POTENTIAL OF ELECTRONICALLY EXTENDED AND AUGMENTED SPACES, INTERNATIONALLY RENOWNED CREATIVES IN THIS FIELD LIKE RANDOM INTERNATIONAL, KLEIN DYTHAM, WHITEVOID OR UNITED VISUAL ARTISTS, HERE INGENUOUSLY DEMONSTRATE THAT BEYOND ITS PHYSICAL AND GEOMETRICAL BORDERLINES, SPACE TODAY PRESENTS UNEXPECTED CHALLENGES FOR ARCHITECTS AND DESIGNERS ALIKE THAT HAVE TO BE TAKEN SERIOUSLY. NEW APPROACHES ARE ARTICULATED THAT ARE INCREASINGLY TURNING TO THE DYNAMIC, TRANSVERSAL, AND PERFORMATIVE CHARACTER OF ARCHITECTURE AND SPACE.

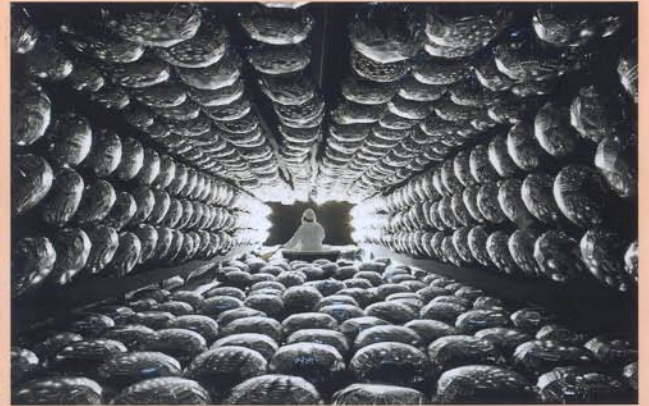


LAB(AU)
FRAMEWORK F5X5X5

BRUSSELS, BELGIUM

The installation "Framework *f5x5x5*" is an interactive kinetic light sculpture, extending the bi-dimensional screen space by transposition of its pixel resolution to the physical space. Conceived as a modular infrastructure, its communication and computation system propagates the events it inhabits in form of light and sound. Presence and motion create and alter the transmitted data, and propagation of this data becomes a space-time parameter. On one side diffusing the light (white) and on the other side absorbing the light (black), the modules depict the data in kinetic and luminous play.





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THANKS TO GLOBALIZATION AND DIGITALIZATION MORE AND MORE ASPECTS OF OUR BUSINESS LIVES ARE TAKING PLACE ON THE INTERNET. CONSEQUENTLY, THERE IS MORE PRESSURE TO CREATE THE PROPER SETTING FOR EFFECTIVE COMMUNICATION WITH OUR TARGET AUDIENCES—ESPECIALLY ON AN EMOTIONAL LEVEL—WHEN WE ACTUALLY DO COME FACE-TO-FACE.

FEATURING AN EXTENSIVE COLLECTION OF WORK IN WHICH IMAGES AND SPACE MELD SEAMLESSLY INTO A SINGLE NARRATIVE ENTITY, *STAGING SPACE* OFFERS NEW SOLUTIONS FOR EXHIBITION AND EVENT ARCHITECTURE, SCENOGRAPHY, MEDIA INSTALLATIONS, INTERIORS, AND STAGE DESIGN AS WELL AS MULTIMEDIA BRAND CONCEPTS. THE BOOK ALSO PRESENTS AN ARRAY OF HYBRID PROJECTS WHOSE FOCUS LIES ON USING SPACE TO ACHIEVE PRE-DEFINED DRAMATIC EFFECTS.

THE DIVERSE INTERNATIONAL WORK COLLECTED IN *STAGING SPACE* DEMONSTRATES INSPIRATIONAL NEW APPLICATIONS FOR AESTHETICS, INFORMATION TECHNOLOGY, AND SALES PITCHES. THE INSIGHTFUL EXAMINATION OF THE ADDED VALUE OF A WELL THOUGHT-OUT PRESENTATION IN PHYSICAL SPACE IS ESPECIALLY RELEVANT FOR THOSE WORKING AS DESIGNERS, SCENOGRAPHERS, INTERIOR DECORATORS, AND SET DESIGNERS, BUT ALSO FOR THOSE IN ADVERTISING AND MARKETING.

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