

# I.D.

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43<sup>rd</sup> REVIEW

# DESIGN



## “Pull of Beauty” at the Storefront for Art and Architecture

Engaging the body in a variety of expected and unexpected ways, OP's design for this exhibition on architectural hardware charmed the jurors with what Smith termed its “appealing modesty.” This is not to say that the environment did not make a strong impression. In fact, as the title of this Storefront for Art and Architecture exhibition indicates, the physical and psychological draw of these 150-odd doorknobs, knockers and pulls was paramount in their presentation. “What I like about it is that it's so obvious,” noted Scogin of the environment, which featured a continuous wall composed of a series of conventional doors arranged in sequence and supported from aluminum struts. Rather than being placed against the wall, OP's chose to situate the doors down the middle of Storefront's already cramped quarters — a reference to the door's traditional function as a means of passage from one space to another. “The actual detail of the doors and how they're positioned in the space is what's critical,” added Scogin.

The experience of touching, turning and pulling on these objects — normally forbidden in a conventional gallery space — was enhanced by their placement in the doors themselves. Positioned in unexpected ways or yielding unexpected results, the hardware often served to foil the viewer's expectations of it — a factor that further served to engage the jurors. “I like the way the pull as an activity is located on the surface in different ways,” said Bausman of OP's multileveled exploration. “It really works to completely serve the nature of the objects that are being presented,” concluded Smith.

**CLIENT/COMPANY** Storefront for Art and Architecture, New York. Kyong Park and Shirin Neshat, codirectors; Victoria Milne and Kiki Smith, co-curators.

**CONSULTANT DESIGN** OP's, New York. Paul Lewis, Peter Pelsinski and Mark Tsurumaki, principals; David Lewis, associate.

**MATERIALS/FABRICATION** Hollow-core doors, aluminum, slide projector lenses and bulbs, INT transfer images.

**HARDWARE/SOFTWARE** Macintosh Quadra 650; Adobe Photoshop.

## “Well Traveled” at Takashimaya

After many hours of closely examining this year's variously complex Environments entries, the jurors fell upon this retail space with considerable relief. “After testing our visual muscles all day, this is a great project to look at,” said Bausman. “There is this wonderful cascading of volume and plane and line going on here, with a minimum of means. It's by no means *minimal*, though.” The jurors were most impressed with the space's use of changing line weight: the chunky black horizontal of the vitrines contrasted with the thinner grid of the shelving systems, and the elegantly framed black-and-white photographs lining the walls result in an orthogonal effect that the jurors felt countered the profusion of materials and rounded shapes found in so many projects submitted this year. “We all know that ‘simple’ is not about tearing down,” noted Scogin. “It's more difficult to get at. This space has containment and color. It has a lot to do with light and surface and texture.”

Although the Takashimaya store has all the hallmarks of an art gallery — white walls, wood floors and glass vitrines — it is clear that the design is subtly used to enhance consumer desire. Walls lined with a thin layer of Hunan silk and a sisal carpet reminiscent of exotic foreign locales provide a backdrop for the high-end travel accessories offered up in the “Well Traveled” shop. “I think it's utterly elegant,” commended Smith.

**CLIENT/COMPANY** Takashimaya New York, New York.

**CONSULTANT DESIGN** S. Russell Groves, New York. S. Russell Groves, principal in charge. Adelhardt Construction Corporation, contractor. Renée Cooley Lighting Design Inc., lighting consultant. Eve Ashcraft, custom wall finish. Roe Woodworking, freestanding fixtures.

**MATERIALS/FABRICATION** Stained maple plank (floor), linen-bound sisal (rugs), ebonized ash (shelves, low tables), stained MDF (vitrines), Hunan silk (vitrine panel fabric) and painted MDF and plaster (built-in shelving and plinths).

**HARDWARE/SOFTWARE** AutoCad Release 13.



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