

*Fascinating Exhibition Space* presents 54 unique Exhibition spaces from around the world. These Exhibition spaces employ creative approaches to activate the Exhibition spaces offering people chances to experience and bringing more enjoyment and values. A great many pictures, plans as well as texts show designing concepts clear. It is really an inspiring book for designers as well as readers.

World  
Interior Design

# Fascinating Exhibition Space



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Interior Design Exhibition Space



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# WRAP 4

# 10



Design Company: Collaborative Architecture

Location: Kerala, India

Area: 12,000 sq ft

Photographer: Lalita Tharani

The project forms the part of the firm's continuing explorations in spatial syntax by altering the classical space defining co-ordinates / tools through non-hierarchical tectonics and even combing the users / products to that end.

An unusual brief "Car displays, inevitably are 'parking-lots'! Give us a nice back drop for the product display" and a strategic urban location, which smacked the main street of the city became the architectural direction and the determining design parameters.

The brief was to insert the whole gamut of program for a middle-segment brand in a 12,000 sq ft old warehouse. The showroom abuts the

main street with no set back, having a 60 m long, uninterrupted façade.

The ensuing architectural response did exactly the opposite of brief, by positioning the "parking-lot" (vehicular display) as the "raison detre" and the anchoring element in the showroom.

The disposition of the showroom posed a unique architectural challenge to create a 360-degree viewing, as the façade abuts the road and the customers enter from the backside of the showroom. Unlike most of the stores, which are designed for front viewing, here the design has to address the changing experiential views of the spectator.

The wrap, which merges the floor, wall, ceiling and the products into a single, unified entity establishes the vital link between the showroom, the display and the people in the showroom on one hand and the speeding traffic and the passers-by on the street – a 60 m "Billboard" mimicking the flux of movement on the street.

The "hanging counters" are the customer interfaces in the showroom, which are hung from the ceiling as the name indicates. These could be slid and rotated to a new position to maneuver the vehicles in the space.

The sinusoidal curve separates the private domains – lounges from the public area.











