



THE TOWER

ART IN PUBLIC INTERIORS

Luxury Hostel Design Project

Amy Alonso 12 17 2014

Graduate Design I | IND 6255

Marcia Lopes De Mello



ABOUT THE SPACE

The application of the following public art installations are intended to be used in a Luxury Hostel Design Project. The hostel in this project is already artistic in its concept; it is based upon the process of a painting, from a blank, anticipative canvas to the introduction of a symphony of colors and textures blended together to create an immersive experience.

The following will be focused on the first floor of the hostel, which includes the reception, lobby, coffee bar, internet lounge, and quiet lounge. The intent of the design is to have much of the liveliness and color of the first floor be showcased on the ceiling, while leaving the flooring, walls, and most of the furniture white and textured, so as to imply a blank canvas. Color begins to be introduced as the eye travels upwards, culminating to an explosion of color and light up above- as if one were immersed in a painting.

CONSIDERATIONS FOR PUBLIC ART

This project was an exercise in Adaptive Reuse, using the Freedom Tower in Miami's Downtown area as its building. The first floor is marked by columns and vaulted ceilings that create separate bays, as well as large windows that let in large amounts of daylight. **The public art installations were selected with the intention of working with the vaulted ceilings, columns, and windows, to complement them and make them work for the design as a whole.**

Both public art installations were chosen carefully; one dictates the design of the space, while the other supports it. One provides color, light, and wayfinding, while the other is white and provides texture, play with light and shadow, and privacy.

Public Art Selection 1



SOFTlab “We Are Flowers” Canopy

ABOUT

SOFTlab is a design studio based in New York City. The studio has been involved with the design and production of projects across several media, including digitally fabricated large-scale sculptures to immersive digital video installations.

This installation is titled, “We Are Flowers” and uses over 20,000 **translucent multicolored petals to create a large immersive hanging surface.** “The engineered nature of the installation is tempered by the delicacy and exuberance of the thousands of colorful petals that are attached to the surface. These flowers are placed in a more natural arrangement to combine the flowers and structural surface in a way that resembles a natural canopy of flowers. This canopy hangs down into the gallery at specific places to make the installation much more immersive and spatial.”

<http://www.dezeen.com/2014/07/14/we-are-flowers-installation-softlab-melissa-shoe-shop-new-york/>

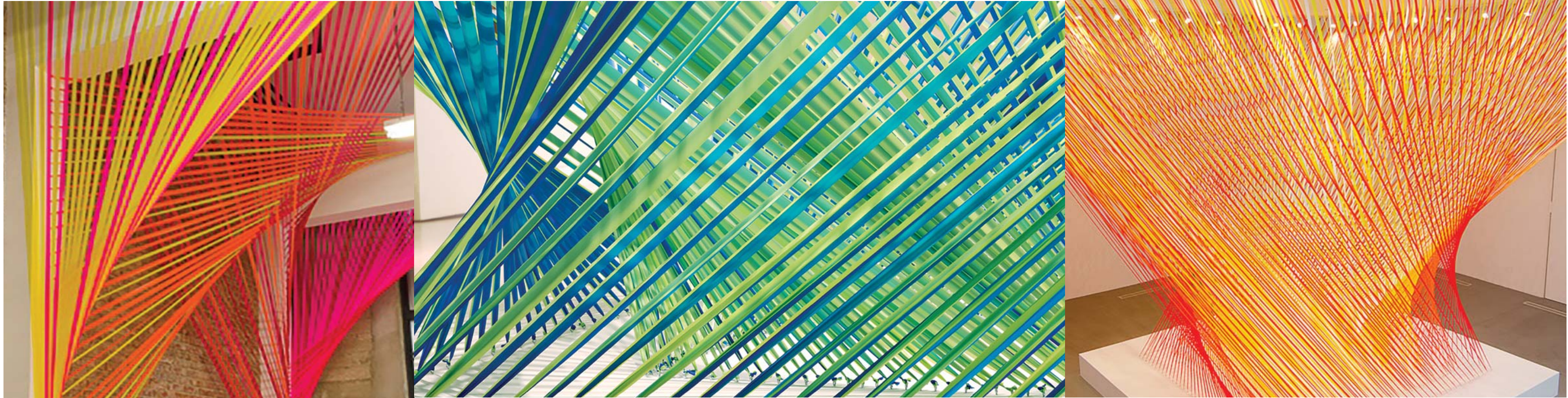
DESIGN INTENT FOR INTERIOR SPACE

This public art installation was chosen to dictate the design of the space. As a ceiling installation, it **indicates the flow of circulation** as guests are led into each area. It was chosen for its power to make the perceiver feel immersed in a world of color and rhythm, as it ebbs and flows along the ceiling.

The **color palette of the installation is designed to change** with respect to the function of each area. For example, the Quiet Lounge offers cool colors, in blues and greens, while the Coffee Bar area, which is more social and lively, offers more colors in reds and oranges. The installation itself changes color as it weaves throughout the space, indicating each type of area.

In addition, this installation provides **ambient lighting** for the entire space, creating colorful patterns and light upon the white walls and flooring.

Public Art Selection 2



Megan Geckler Site-Specific Architectural Installations

ABOUT

Megan Geckler's work is informed by the space in which she installs her art and design work; it determines the "optical order and systematic reasoning that is the foundation [of] her process". Her site-specific architectural installations are assembled from thousands of strands of flagging tape, a type of translucent plastic utilized by surveyors to demarcate space on construction sites. "The translucency of the material has encouraged [her] to experiment with light in later works...The tape becomes the surface and a point of departure for color studies, achieved by layering the material over itself, much like a painter would use a glaze, exponentially increasing the limited palette that is available."

Known as "drawings in space", her installations play with architecture and light, and change as the viewer moves to a different vantage point.

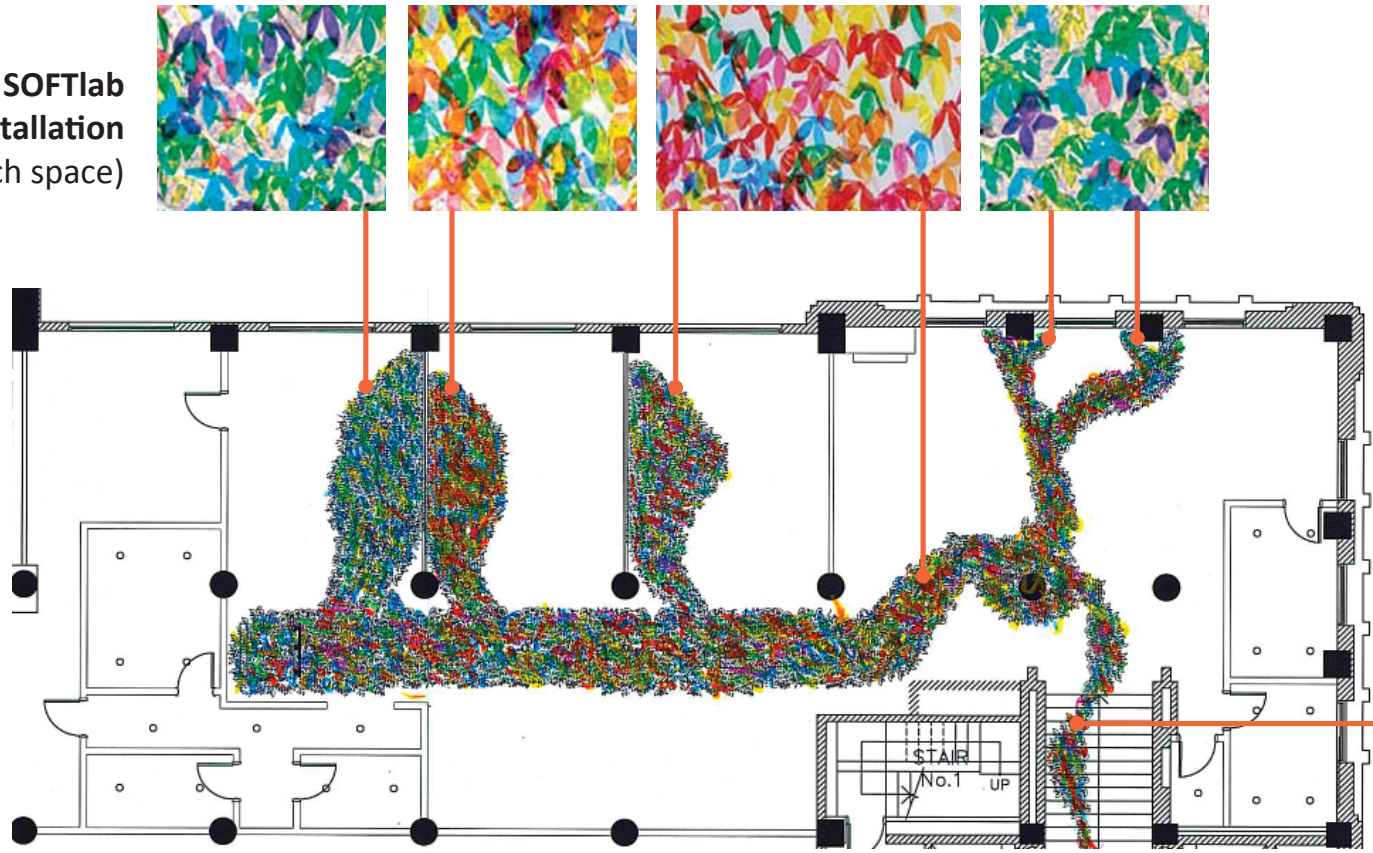
<http://www.megangeckler.com/about.htm>

DESIGN INTENT FOR INTERIOR SPACE

This installation **was chosen to serve as a room separator** in three (3) separate locations throughout the space. As an alternative to walls or conventional room dividers, this use of this art installation maintains a sense of privacy and an airiness to the space, where one can slightly see through to the activity on the other side.

Because the SOFTlab "We Are Flowers" installation provides an explosion of color already, **this installation is intended to be all white**, just like the existing walls, flooring, and most of the furniture chosen for the space. Due to its placement near the large windows in each bay, the intent **takes light and shadows into consideration, in order to create texture along the elevations.**

1 SOFTlab
“We Are Flowers” Canopy Installation
(Designated color palettes for each space)



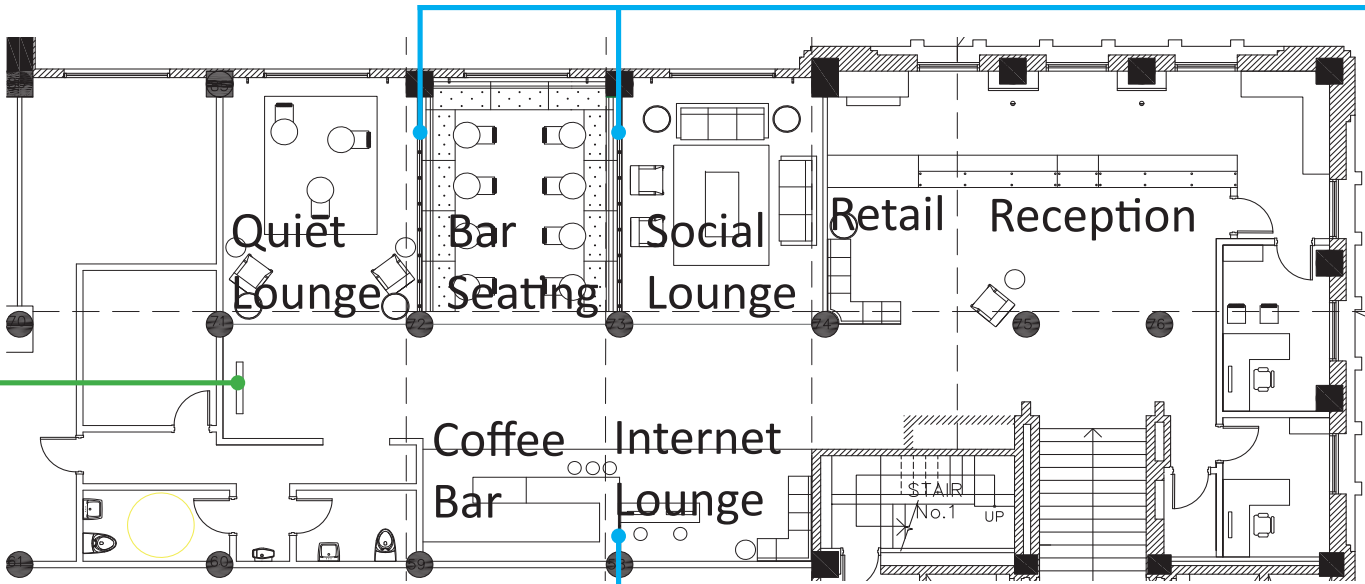
Reflected Ceiling Plan



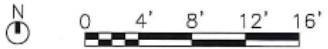
Perspective
SOFTlab installation leads
the patrons up the stairs to
the Reception area.



3 Margarita Mileva
Rubber Band Art*
(Focal Point at End of
Circulation Path)



Floor Plan



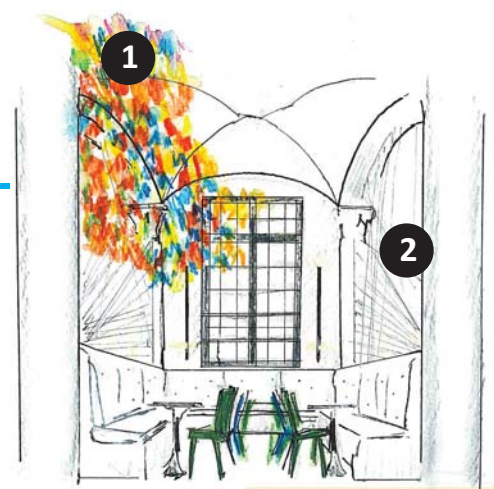
2 Megan Geckler
Site-Specific Installation
(In white)

Plans

*This **third public art selection** was chosen for its innovative medium use of rubber bands, its color and texture, and for the intent as a focal point at the end of the path.



To complement the color palette of each hostel logo flanking the center window at the Reception desk, the SOFTlab installation color palette changes gradually down both columns to blues, greens, and purples.



Perspective
Coffee Bar seating area, with
SOFTlab canopy and Megan
Geckler flagging tape



Perspective
SOFTlab installation serves
as a wayfinding guide along
the pre-existing columns and
vaulted ceilings

Elevations + FF&E