



Award of Distinction

Bruce Flagship Store

by Sophia Chan

Level

Graduate

Course

Advanced Digital Studio-unreal.real.surreal

Advisor/Instructor

Andrzej Zarzycki

Principal Investigator

Andrzej Zarzycki

Department/School

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Summary description of project:

High-end retail store for European brand Bruce. Developing a store based on playing opposites with their clothing design esthetics. Using contrasts like dark versus light, broad versus narrow, and intimate versus open to construct the store,s interior and the juxtaposition of technology and the way the future women would dress.

Upon entering, the coolness of the steel racks in contrast to the warm lights and the wood floor is the first visual scene with a central curved display which acts as a motion director toward the back dressing rooms and the lounge area. The dressing rooms are part of the curved wall with heat sensor to create opaque and glowing or transparent and semi-dark fitting rooms. Using light,s luminance to register the contrast between static and motion within the same space and throughout the entire structure. With a central curved staircase as the key progression element throughout the 3 floors of the flagship store. The large staircase is offset by the smaller element of the register area. The idea of public and private space is also represented by the shopping space and the dressing room.

Reasons for the nomination:

Sophia developed a strong project with a carefully crafted design and presentation. The use of digital tools is visible in all the stages of her design and culminated in a spatially interesting solution. The final design is an integration of spatial expressions, materials and natural light. The user experience is well integrated to the store's design through a system of visual clues, thresholds and pointer. This attention to the user's experience is demonstrated in the initial storyboard sketches and consequently executed in her final animation.

Jury comments:

Very nice use of animation feature and reflection in model. — **Frank Elmer**

This animation is well-conceived and well-executed. The combination of speeds, spatial narrative, and visual effects enable the designer to create an ambience specific to the user experience. — **Susan Melsop**

