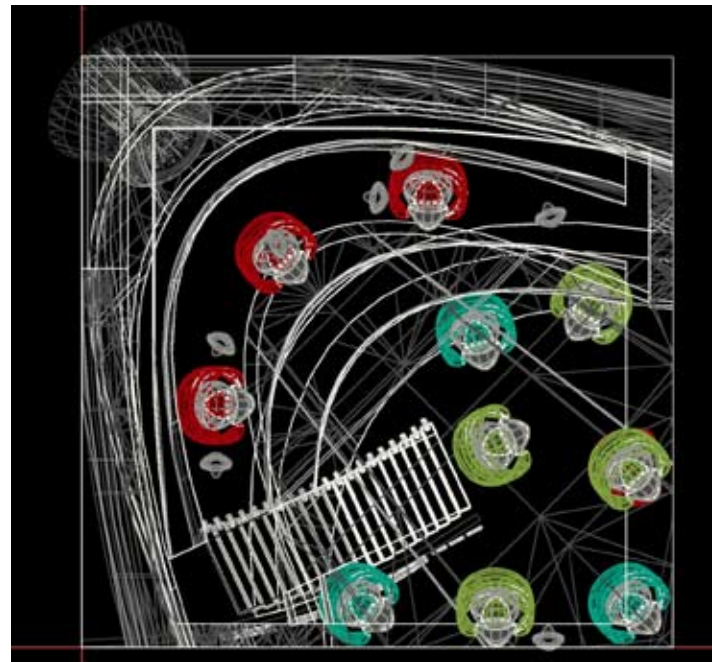
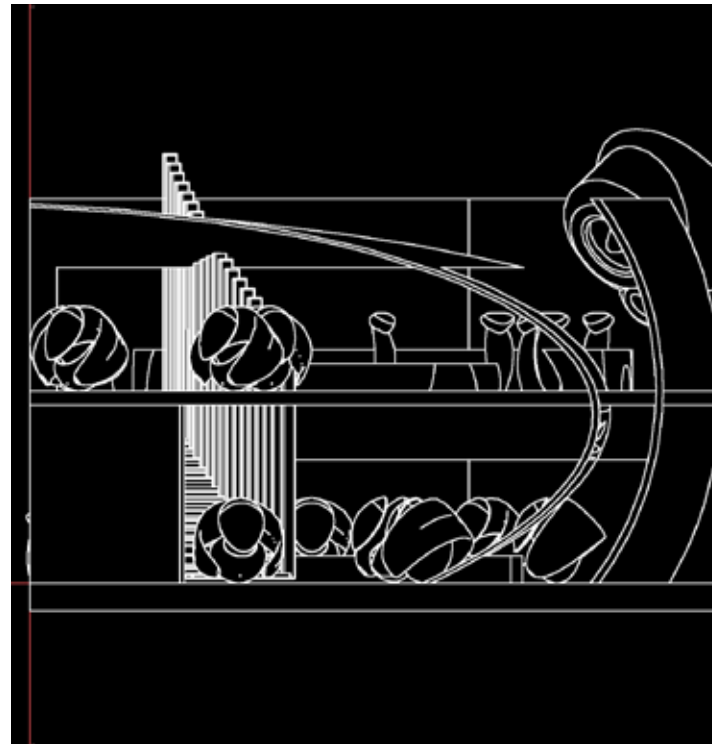


Interior Design

Honorable Mention



Project Title: HMV, Silent Hub

Student Name: Robin Coles

Level (year), Course: Year 1, FdA Interior Design

Advisor/Instructor: Keith McDonagh, Anthony Weaver

Principal Investigator: Keith McDonagh

Department: Department of Art and Media, South Devon College, Paignton, Devon, UK

Summary description of project:

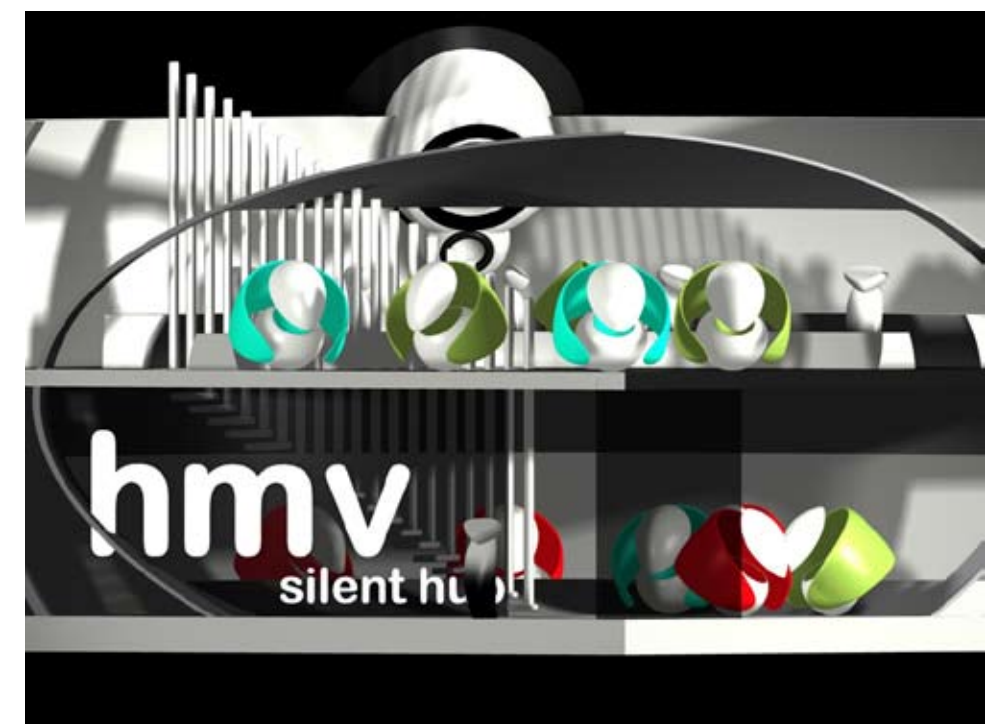
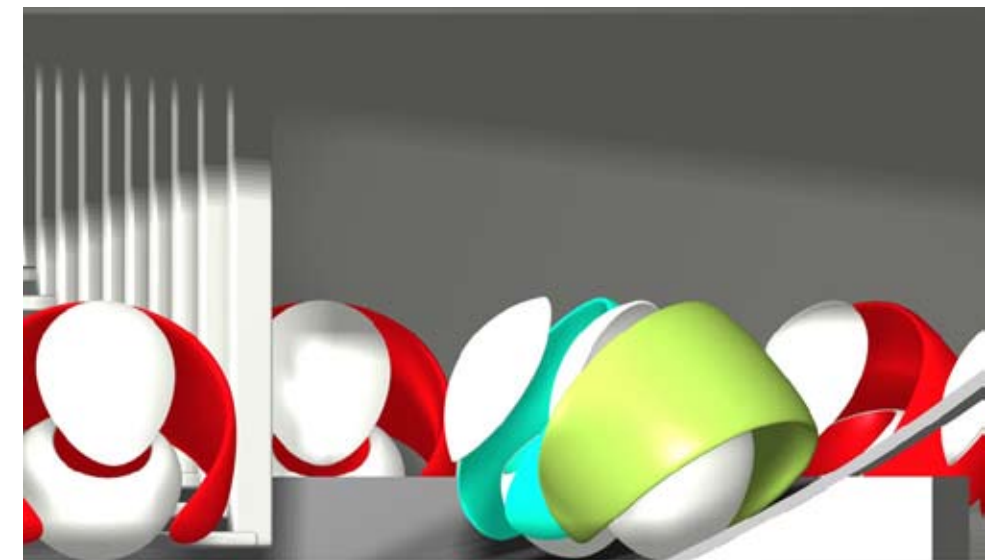
An interior space was allocated to the students and clients were chosen “out of a hat.” The students were asked to research into the client and to produce a “flagship” retail store to promote new and innovative ways of being immersed into the retail environment.

They were also asked to work up 3 manufactured items in **form•Z**. These ranged from parts of clocks, hi-fi systems, mobile phone components, etc. These **form•Z** models could then be incorporated into their interior spaces at alternative scales as part of a signage system, product display, or staircase for example.

As first year students the project has proved to be an effective way of introducing them to the program and show them how it can be used as part of the design process. I think that they have come up with some exciting designs so early on in the course.

Reasons for which this student should be awarded:

This student researched into the music industry and had to find ways to attract the shopper into the flagship store, when evidence shows that the internet and downloading music are a common practice.



He chose components that make up an ear piece to model in **form•Z** and then morphed these shapes into large listening pods where the customer could enclose themselves from the world. Each pod was to house music and gaming technology so that the customer could access online music, test out games or just chill while listening to their downloaded playlist that they could then purchase or have sent to their home. Larger pods could also be used for music interaction or for multi-player gaming.

Little product is displayed in the shop. Instead the space is used for social interaction with areas set aside for live music, recording, and a lounge area with refreshment facilities.

The project is the result of only 6 weeks of introduction to **form•Z** and thus I think it warrants praise.

Jury Comments:

A physical space that imitates the virtual? A portal to the Internet, the source of music to be enjoyed and then may be acquired? Components of an ear piece whose sizes make them more suitable for sitting? Or may be just monuments to listening, objects of undetermined sizes in a place that could be at any scale and only functionalities such as stairs by necessity give away the actual human measurements. Whatever it is, it is imaginative and intriguing and represents a design that gained a lot from the use of digital tools. It almost looks like that it could not have been done without them. This is an achievement that needs to be awarded.

