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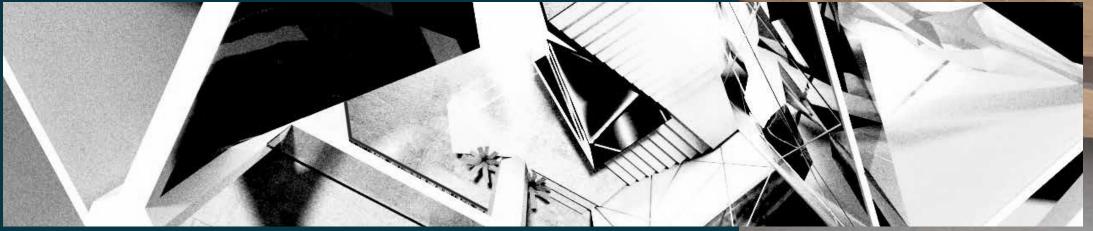
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CONCEPTUAL WORK SELECTION MASTER OF FINE ARTS - GRADUATE SCHOOL



# TheBeSide Online Start-Up Office - Music Streaming Services

Music is the heart and soul of "The Be Side's" business.

Investigating the aesthetic properties of music, by visualizing sound to explore how its qualities positively influence the human senses and stimulating moods, the goal was to transfer gained insights into the build environment.

Manifesting the omnipresent acoustic flow of sounds in the interior, while honoring the existing historic structure of industry city's building complex was the driving force in this design approach.

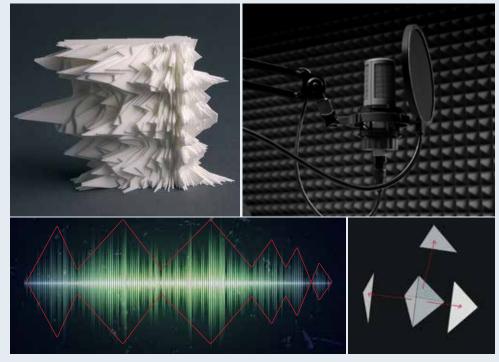




CONCEPTUAL WORK SELECTION MASTER OF FINE ARTS - GRADUATE SCHOOL

TheBeSide Online Start-Up Office - Music Streaming Services

CONCEPTUAL APPROACH Form Finding & Color Palette Selection



EXTRACTING TRIANGLE SHAPES SOUND WAVE & ACOUSTIC FOAM PYRAMID

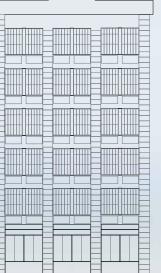


LOGO DESIGN DEVELOPMENT PREDOMINANTLY BRIGHT SIGNAL COLORS & DARK BACKGROUNDS









WEST ELEVATION FACADE





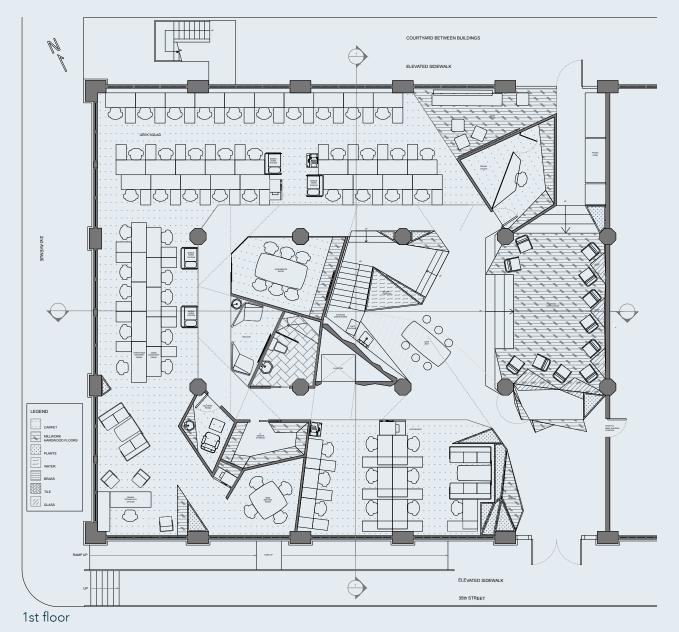
AFTERNOON SUN 06/30 @ 12 PM



EVENING SUN 06/30 @ 5 PM



### ARCHITECTURAL DRAWINGS Hatched Ground Floor Plan



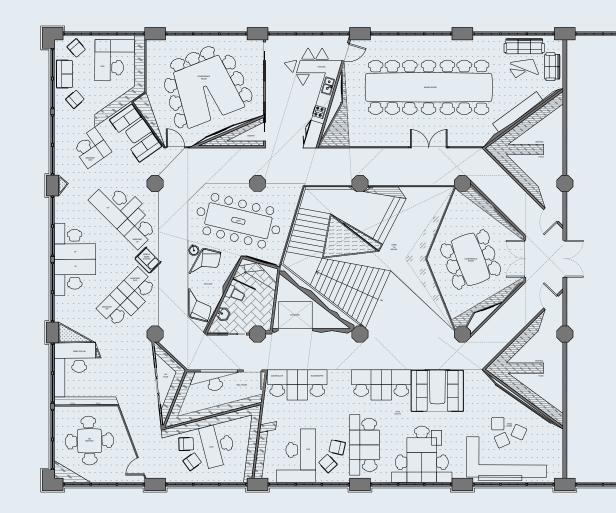






FURNITURE SELECTION EXECUTIVE OFFICE / LOUNGE SEATING / CONFERENCE

ARCHITECTURAL DRAWINGS Hatched 2nd Floor Plan





FURNITURE SELECTION EXECUTIVE OFFICE / CAFÉ SEATING / CONFERENCE

2nd floor



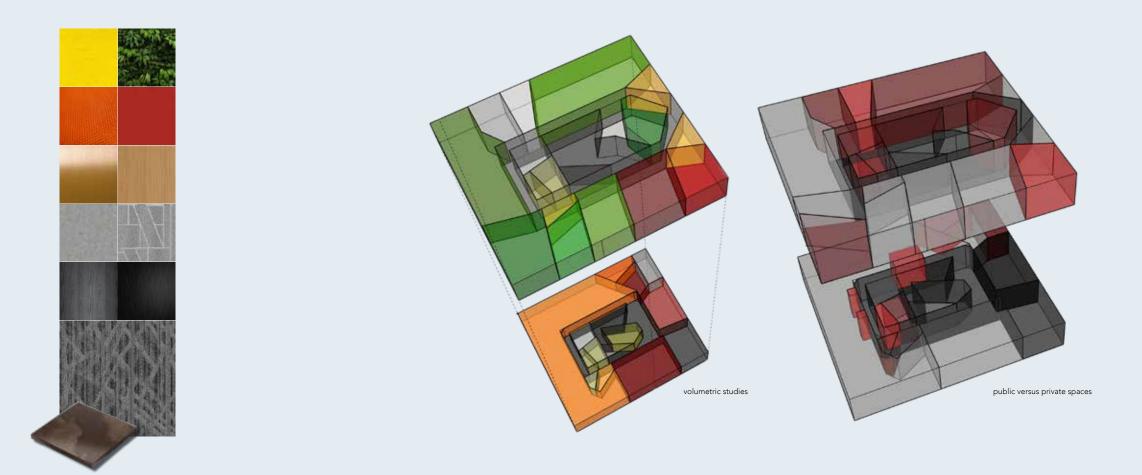


1st FLOOR room layout arrangement is derrived from triangle shapes



2nd FLOOR felt / mesh / leather / glass / oak / brass / blackenede wood & metal / concrete / carpet

# DIAGRAMMATIC ANALYSIS Volumetric Studies & Public vs. Private Spaces



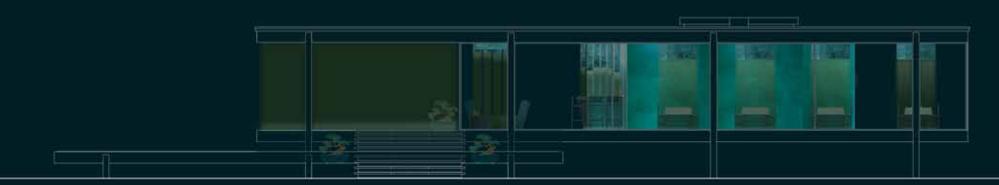
PHYSICAL MODEL Stair Investigation







CONCEPTUAL WORK SELECTION MASTER OF FINE ARTS - GRADUATE SCHOOL



# PanAsia Lighting Asian Restaurant - Central Park

This business is operated by a client who owns several upscale restaurants across the city of New York. Located in the heart of Manhattan's Central Park, this fine dining establishment specializes in Pan-Asian cuisine.

The design is based on a painting which inspired the color, material and lighting concept of frozen ice in a late afternoon winter sun setting.

The program welcomes its visitors with an open bar in the entrance space which serves as a waiting area. The circulation guides guests throught the seating area which progresses form communal to more private seating in three stages.

Custom design lighting boxes light areal dining spaces, while large feature walls illuminate the overall atmosphere.

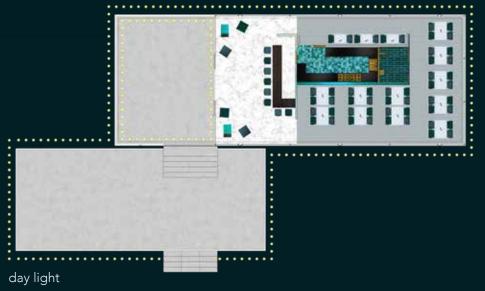


# ILLUMINATION CONCEPT - DAYTIME AND NIGHTTIME LIGHTING

Lighting Placement & Radiation Angles



night light



The building perimeter is surrounded by uplights sunken into the floor. The light graces the glass facade and lights the ceiling overhang from below.

While the circulation is guided by brighter pendants, seating areas are more dimly lit for privacy.

The entrance and bar area are the most public and therefore well lit. As guests move forward, the more dimly lit the atmosphere becomes.

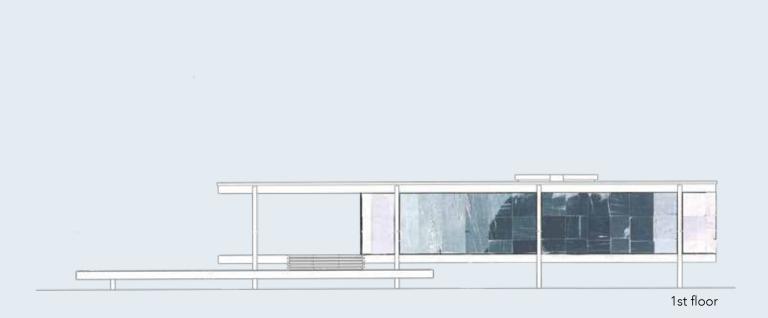
The entrance area is the most public space. A protruding backlit wall behind the bar protects the dining area from acoustics and brighter lights.

The color scheme guides visitors from brighter to darker hues as they step furhter into the space. While the front tables are more communal, the ones further back provide more privacy. Three cozy couples tables are tucked away from sight.

### COLOR MOOD & LIGHT INSPIRATION Color Sequence Application



inspirational painting



# NIGHTTIME LIGHTING

Color, Material and Light Application

The uplights support the buildings lightweightness from the outside.

Dimmer areal lights support a more private atmosphere around the dining tables.

The bar is the most lit area in the restaurant as it welcomes guests who seek to socialize or wait for their friends or business partners.



#### 1st floor

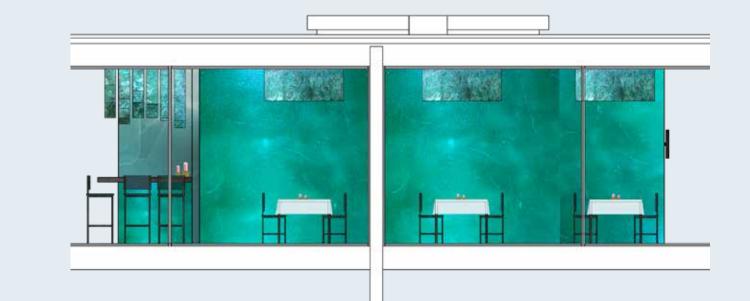
### DAYTIME LIGHTING Color and Material Application

Backlit illuminated stone walls serve as dimly lit atmosphere in the dining area.

Custom light boxes, equipped with semi-translucent onyx stone diffuse light scarcly over the dining tables.

Marble floor in the bar and entrance area support a clean, cool impression, while hardwood floors in the dining area exude a warmer tone.

The backwalls are covered in leather for a warmer touch and feel as well as for aucustic reasons.





1st floor

## 3D MODEL AND PHYSICAL MODEL Light Box Development

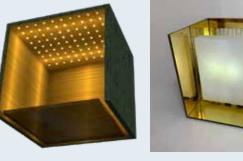
The lightbox is mantled by oxidized copper on the outside.

The inside is cladded with highly reflective brass.

An LED matrix serves as a hidden light source.

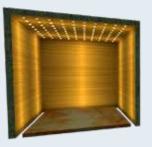
Onyx stone partially blocks the light from passing directly through the entirity of the box's opening.

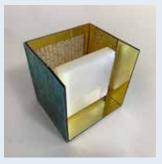
Semi-transparent onyx creates a dimly lit atmosphere.





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3D and Physical Models

PERSPECTIVE RENDERING Sketchup & V-Ray



# PHYSICAL MODEL Farnsworth House by Ludwig Mies van der Rohe





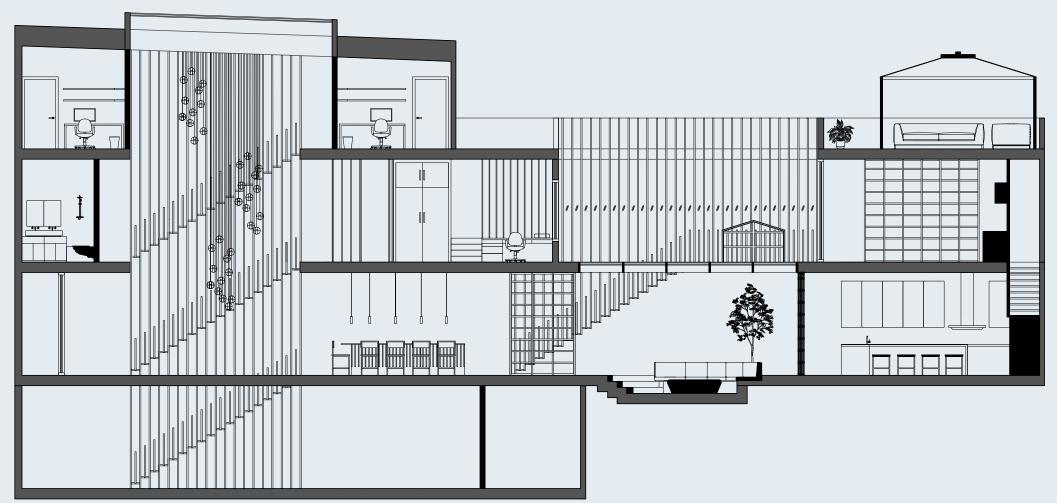


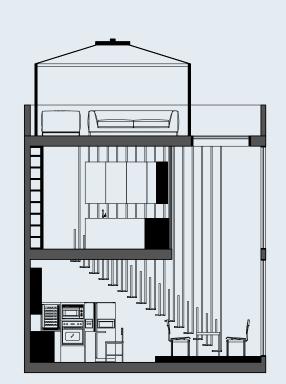






# ARCHITECTURAL DRAWINGS Cross Sections





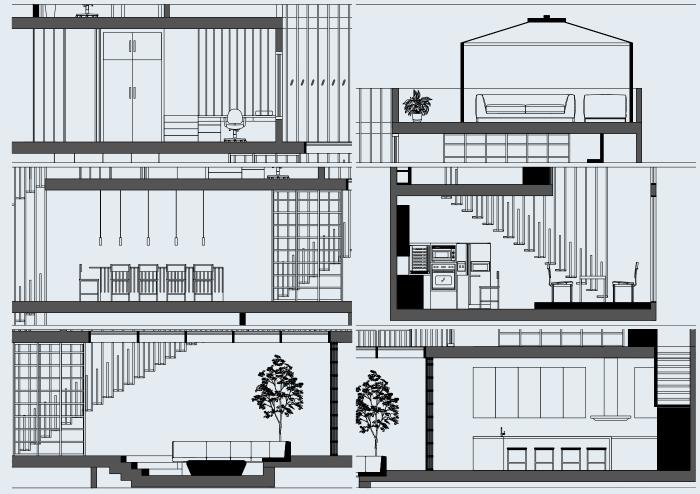


PHYSICAL MODEL Section Elevation

2



# ARCHITECTURAL DRAWINGS Section Details



## ARCHITECTURAL DRAWINGS Floor Plans

