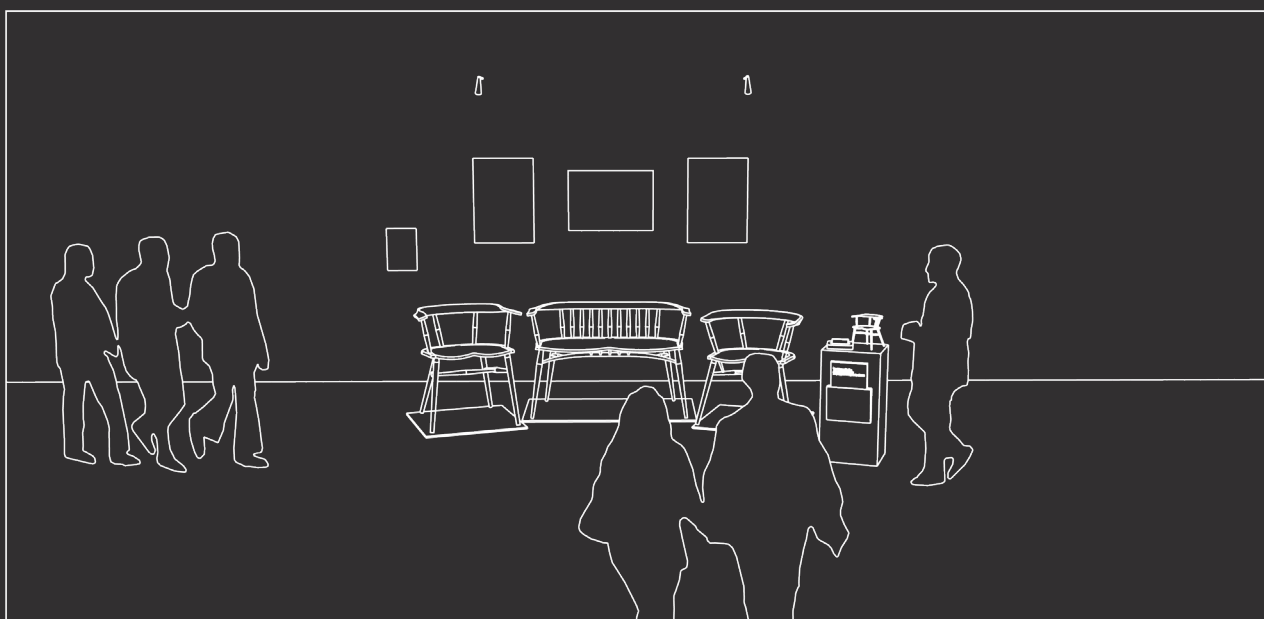


Degree show layouts (PDF4)

AD323: Professional Practice

BA(Hons) 3D Design & Craft

Alexander Robert Key



Degree show (Marking): Proposed layout

This is my proposed layout for the marking period of the degree show. It has the two chairs and a bench I would've created atop some square floor plinths. These white plinths would act as visual separators between the floor and the piece, helping the observer to focus in on them.

I would also include some framed pictures on the wall, these would showcase some detailed elements of the furniture. Including these pictures would add some complimentary visuals to the display as well as resolve the large empty wall if they were not there.

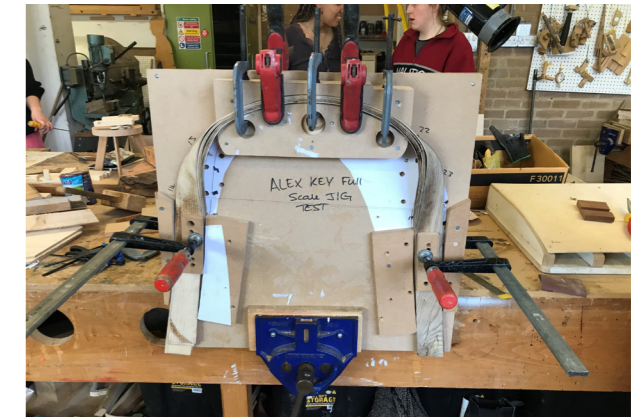
Tests & samples:

This layout would see an addition of a lying down plinth which would showcase some of the tests, samples and models that I would have made throughout this project. For example, it would show the half scale model that I would have made as well as the steam bending and glue laminating tests. This would be to help draw the eye of the observer to the more technical components of my work as well as to showcase the connection between the outcomes and the initial research.

This plinth would also be where my Creative Enquiry book would be placed so that it could connect and feel a part of the exhibition instead of detached.



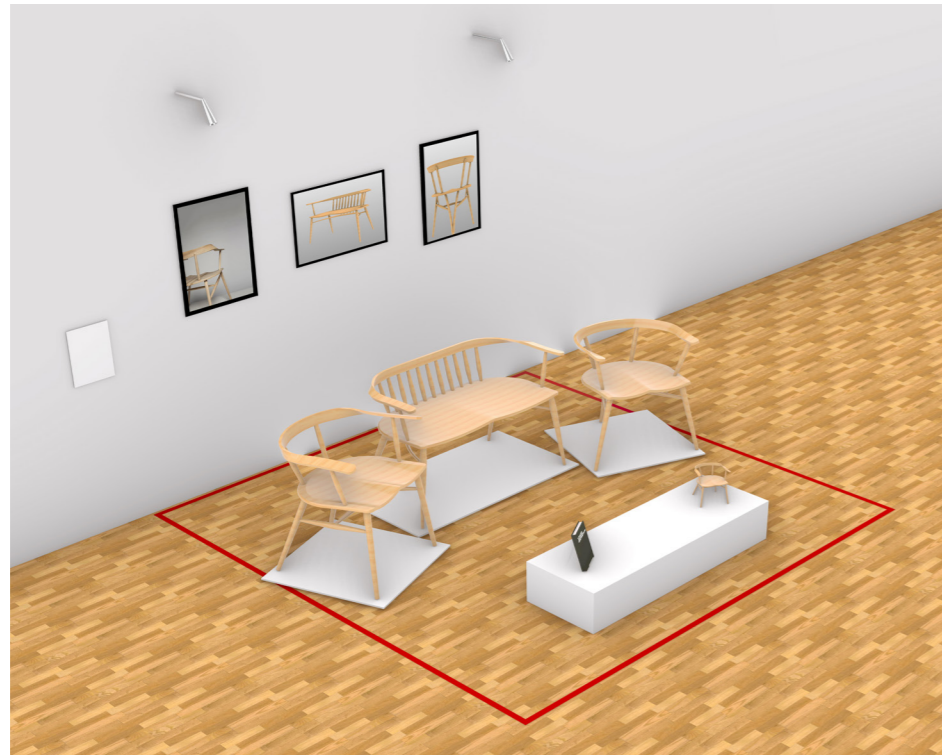
Degree show layout 1 - Marking set up (Perspective View)
Source: Alex Key (3D model in Rhino)



JIGS & templates:

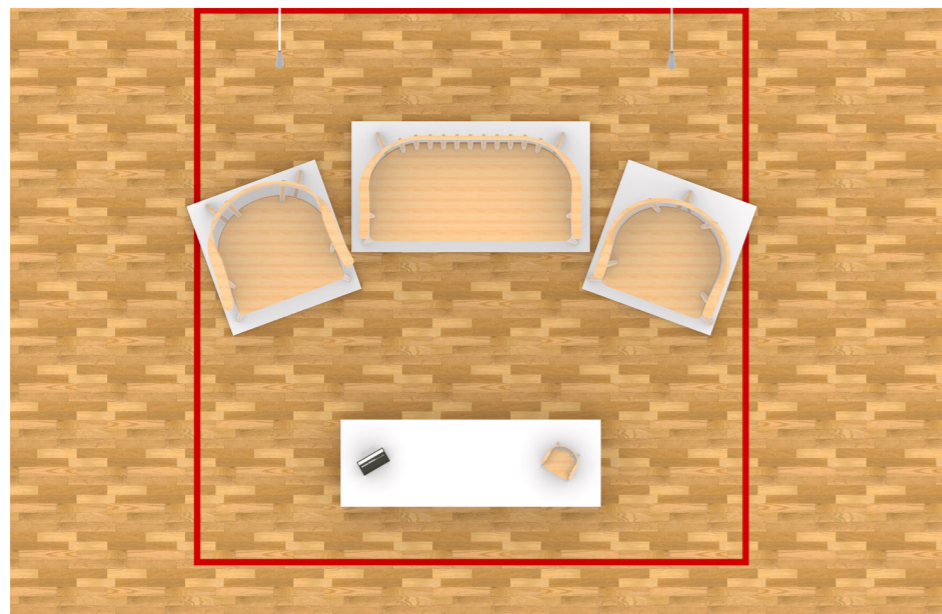
Behind the pieces I would place all of the JIGs, formers and templates I would have made throughout the year. These would all be labelled with the date produce, and what they are corresponding to specific chapters in my Creative Enquiry document.

All of these pieces would add to the story of my work and allow me to convey the skills required in the making. Although, they would be removed when the exhibition would be opened to the public as they could potentially be safety risks as well as could distract from the overall visual continuity of the exhibition and my work. They would have also been marked thus making the need for them to be displayed and recorded obsolete.



Degree show layout 1 - Marking set up (Perspective View)
Source: Alex Key (3D model in Rhino)

Back Wall



Degree show layout 1 - Marking set up (Top View)
Source: Alex Key (3D model in Rhino)

These are alternate views of the marking layout; these would act as guides for me and my helper to layout and curate the exhibition properly. The red square outline is purely to indicate the 2.5mx2.5m square which is my given space during this exhibition.

Degree show (Marking): Alternate layout



Degree show layout 1 - Marking set up (Perspective View)
Source: Alex Key (3D model in Rhino)

This is another iteration of the marking layout that I could have gone with, it sees the addition of 5th scale models at the back on a shelf, as well as a larger angled plinth at the front. This would have shown my tests and samples in a interesting way, however it could be tricky to fix the work on as well as curate it.

This design also saw the addition of a plinth in the front section of the exhibition which would have housed my CE book as well as the half-scale model and business cards. While this addition was visually appealing, I felt it didn't fit well with the overall marking layout of this exhibition.

The main reason I didn't go with this version of the exhibition for marking was because I felt it would have been way to visually busy if I had added all of my JIGs and templates in the back. This would result in the display feeling cluttered, and overwhelming as well as un-focused. Although there are some elements I may revisit for my actual exhibition display.

Final show set up: Proposed layout



Degree show layout 1 - Final Show (Perspective View)
Source: Alex Key (3D model in Rhino)

Supporting photography for degree show



Detail photo of the Crest Chair
Source: Alex Key Photography



Detail photo of the Crescent Chair
Source: Alex Key Photography

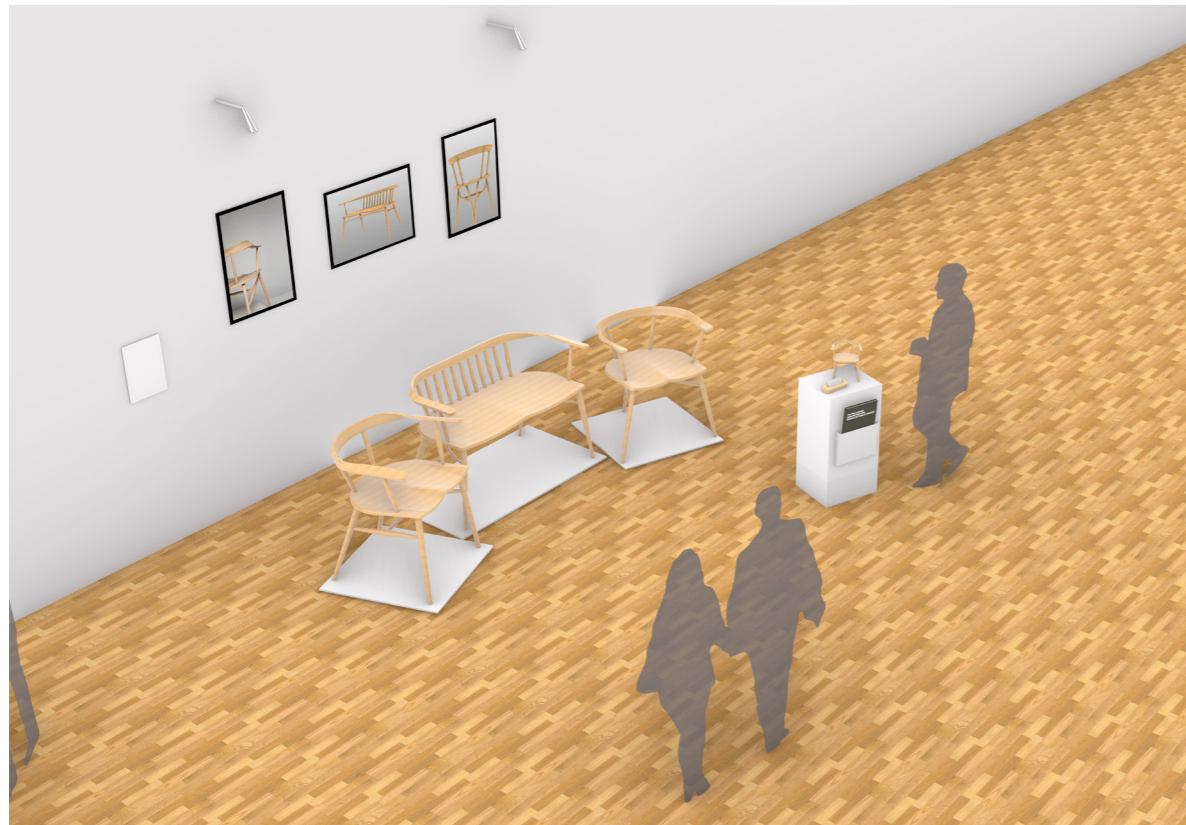


Perspective photo of the Crescendo Bench
Source: Alex Key Photography

This is my layout for the degree show exhibition, it is simple clean and conveys what my project is about - furniture. This layout would again see the pictures highlighting certain aspects of my chairs framed and on the wall at A2 scale. This would ensure they are clear and of a high quality showcasing my work to a high standard. This layout would also see the addition of the plinth with a book compartment for my CE booklet. This would also display my half-scale model as well as my business cards, further conveying the quality of my work as well as how to reach me. I would leave my CE booklet on display as that adds to the story of my work as well as would convey to anyone who is interested in my work, the ideas and skills behind them.

This design would see my furniture placed atop the square floor plinths again so that they draw the observers' eye to the work as well as act as dividing components between the pieces and the floor. This is especially necessary as both the floor and my pieces are made out of wood which could result in them potentially getting lost visually.

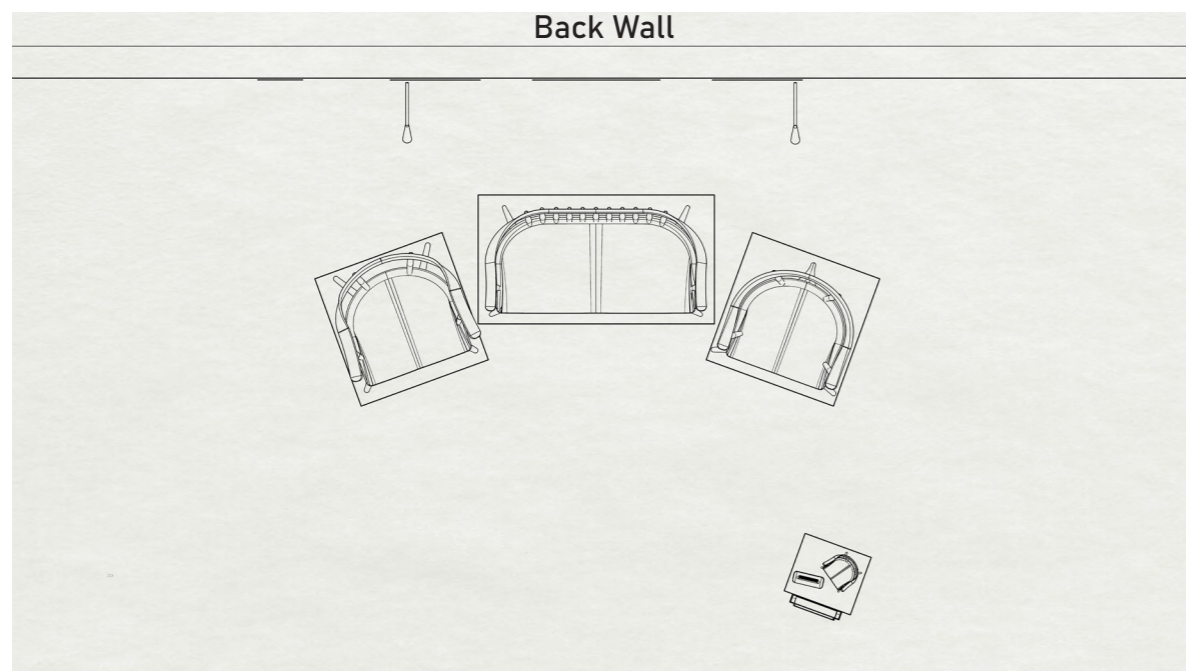
Final show set up: Alternate layouts



Degree show layout 1 - Final Show (Perspective View)
Source: Alex Key (3D model in Rhino)



Alternate Degree show layout 1 - Final Show (Perspective View)
Source: Alex Key (3D model in Rhino)



Degree show layout 1 - Final Show (Technical layout guide)
Source: Alex Key

This is an alternate version of what my degree exhibition layout could have looked like. It would again see the 5th scale models at the back with the book plinth at the back up against the wall next to my 150-word project statement. The reason I didn't go for this layout was because it felt a little too flat. I felt that it didn't really impact the room much and resulted in the display looking a little bland.

However, I did like the placement of the book plinth, as I felt that it would increase the association between the statement and the project book. Although, its placement was out of my 2.5mx2.5m square meaning I would have had to of discussed this with my exhibition neighbour.

Another aspect of this layout I felt was unnecessary was the shelf of 5th scale models at the back. Which consisted of alternate designs as well as finalised ones. This didn't add much to this exhibition visually or narratively, and made it feel more cluttered. While it was a nice idea, I think that its execution needs some finesse.

New Designers: Previous years research

The next exhibition I had to think about after the degree show at University was the showcase at New Designers. The first thing I did was to look at past years layouts to get an idea of what the size and look of the event would be like. I looked at other universities such as Nottingham, Building Crafts College as well as Robinson house studio. This gave me an idea of what the exhibition would look like as well as how I could layout my pieces. Although all of these past displays were majority furniture based, meaning that they would not be as relevant to my peers who were also displaying in other design areas such as ornaments or ceramics.



New Designers layout - Building Crafts College
Source: Bloomsbury Visual Arts Blog



New Designers layout - Idea Object Materiality
Source: Jonransley16.wixsite.com



New Designers layout - Nottingham University
Source: The Resident Magazine



New Designers layout - Robinson House Studio
Source: Marcfish.co.uk

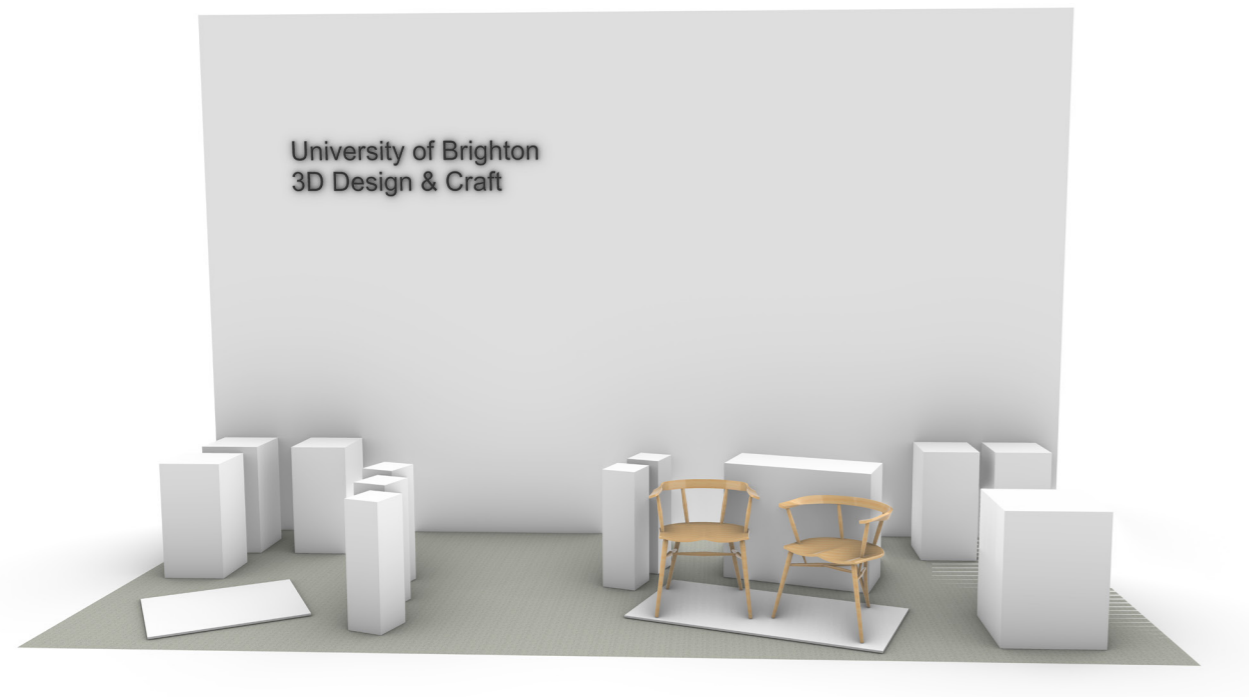
New Designers: Proposed set up

This is my version of the proposed layout for New Designers, this would see a variety of tall and floor plinths which would showcase a variety of work. I would take both the Crest and Crescent chair to the show as I feel they would represent my work and diverse skill set best.

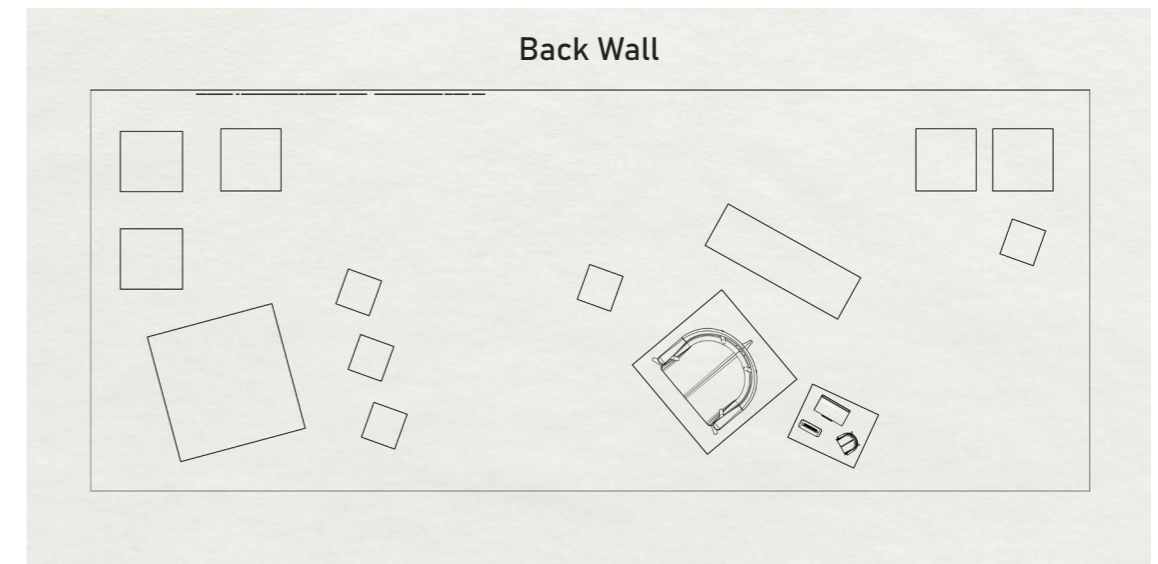
The only problem with this layout, is that it may not cater to other pieces so well. This would have to be resolved through discussion with my peers as well as potentially a more full-sized layout to gauge room for people and wheel chair access.



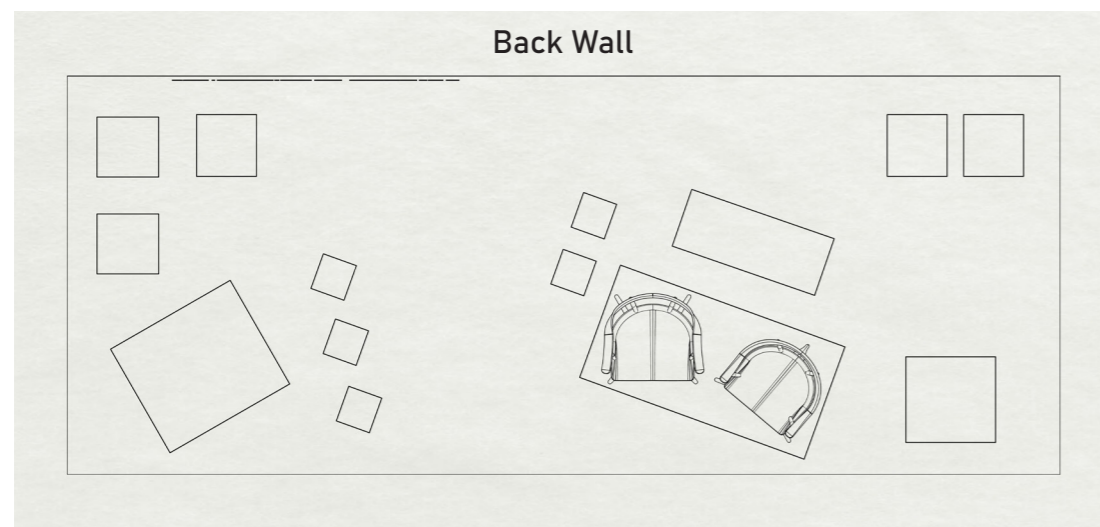
New Designers Layout - Crescent chair
Source: Alex Key (3D model in Rhino)



New Designers Layout - Crest & Crescent chair
Source: Alex Key (3D model in Rhino)



New Designers Layout - Crescent chair (Technical layout guide)
Source: Alex Key



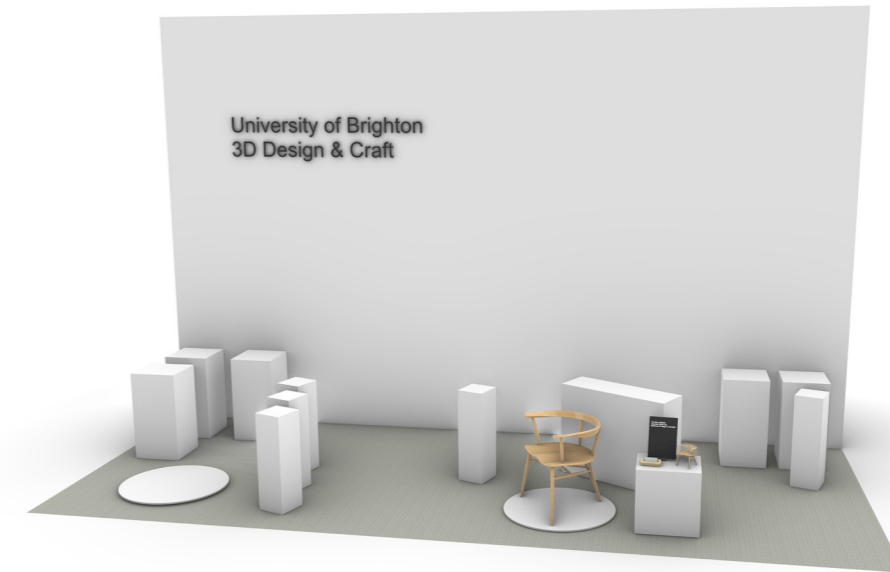
New Designers Layout - Crest & Crescent chair (Technical layout guide)
Source: Alex Key

However, if I could not take both due to space on our stand I would take the Crescent chair as I feel this is would be a higher quality and a more visually interesting piece. The second version of this display would also see a little 500mm plinth which would hold my supporting material booklet as well as a small 5th scale alternate design to showcase the vast range of my ideas and my business cards. This would be my preferred of the two layouts, as it looks more curated and less messy.

New Designers: Alternate set up

This is an alternate layout that I made for the New Designers showcase. It would see the implementation of the floor plinths being round rather than square. This would make the designs stand out more against the displays as well as frame the chairs better. However, it would have to be a decision agreed by everyone.

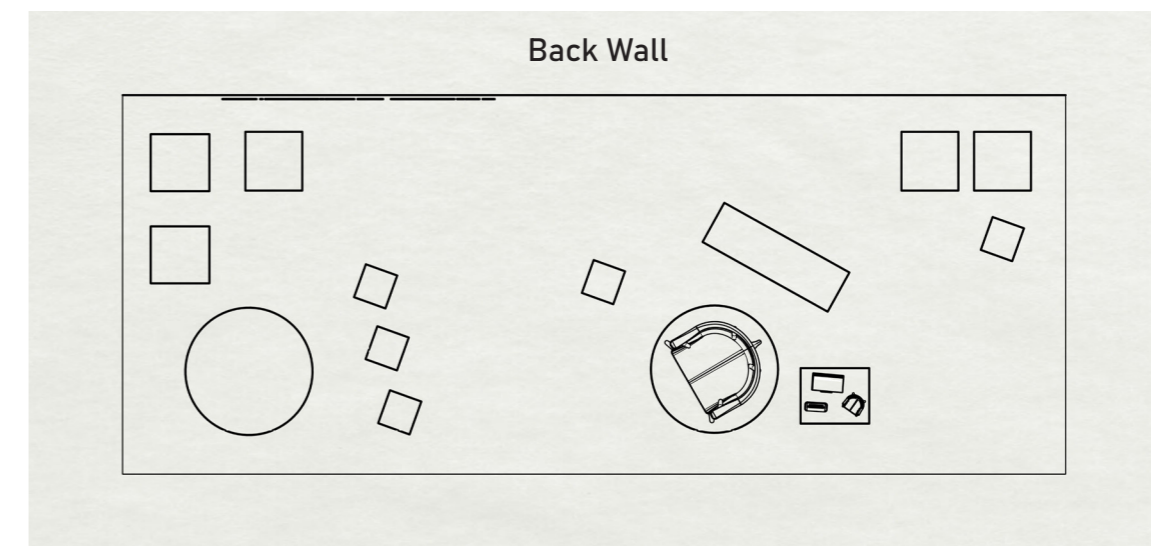
The use of circular floor plinths would also mean that the designs could rotate. This would add some movement to the designs, making them more visually engaging as well as showing off different aspects of the work at different angles.



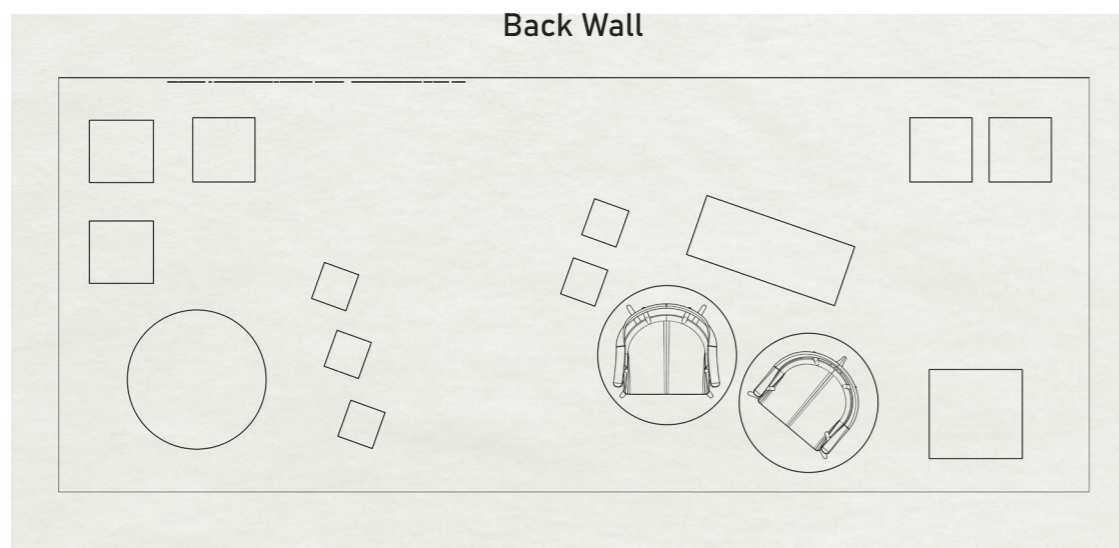
New Designers alternate layout 2 - Perspective
Source: Alex Key (3D model in Rhino)



New Designers alternate layout - Perspective
Source: Alex Key (3D model in Rhino)



New Designers layout 2 - Alternate Technical
Source: Alex Key



New Designers alternate layout (Technical)
Source: Alex Key

This is the alternate layout for the New Designers showcase using only the Crescent chair. This would mean that I could also find some space for a 5th scale model of an alternate design as well as my accompanying supporting material such as business cards and another designs document. This would be a great addition as it would further flesh out my portfolio and show my other designs to prospective clients.

Professional context: Research

For this exhibition layout document I also wanted to explore the idea of what my pieces would look like in a store context. While potentially not going there soon, I wanted to see what that line of enquiry would look like. I started off by doing some light research into some store layouts at SCP and New Craftsman which I visited for the market project last year. These were good source images as they are showrooms which have work similar to mine as well as capture my target market.



New Craftsman store layout
Source: Dezeen



SCP store layout
Source: Conde Nast Traveler



New Craftsman store layout
Source: Dezeen

Professional context: Proposal

I then constructed a layout using Rhino and the 3D models of my work to see what a professional layout would look like. This was primarily inspired by the New Craftsman layout as it had a series of chairs around a trestle table and a design on the shelf. I also sourced works from the sketch up warehouse too fill up the shelves. I used Crest chairs Crescendo benches around the trestle table to mimic a living room setting and put a Crescent chair on the shelf as it is a more visually striking piece compared to the others.

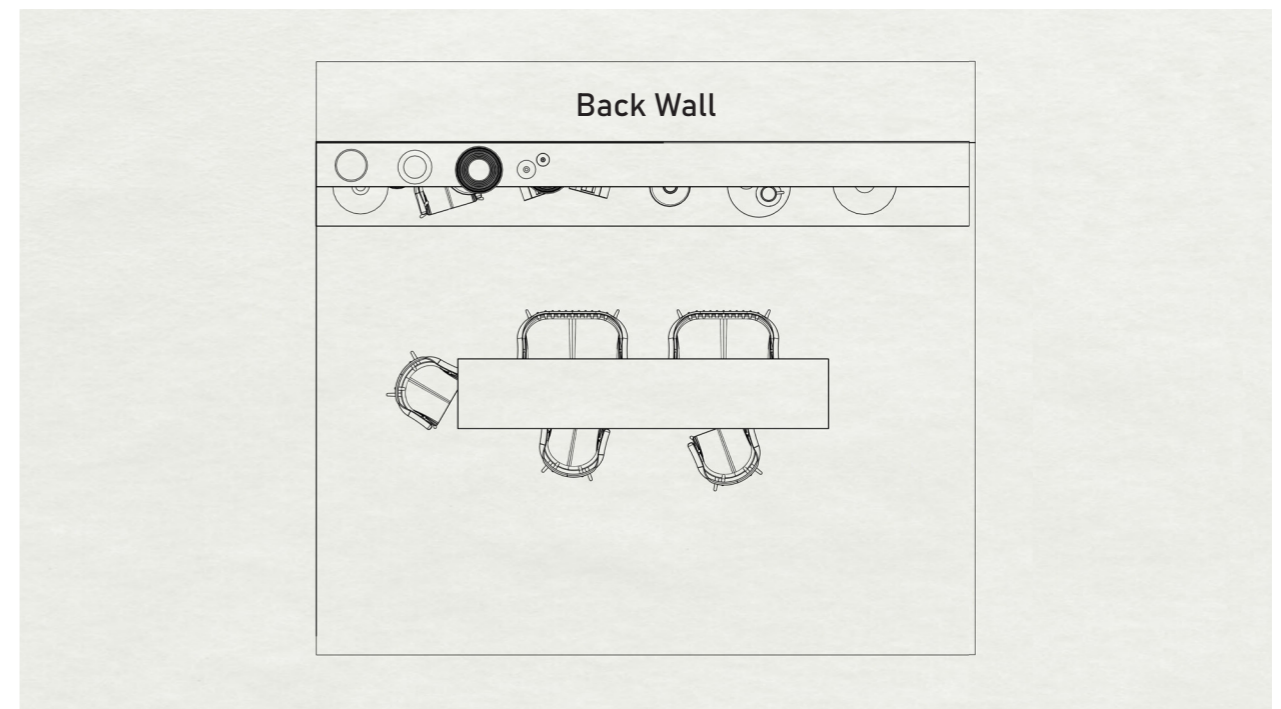
While I think that my pieces could potentially fit in a store context, I feel that I would still need to develop some more ideas as well as a reputation before I pursued anything like this. However, I think that overall this layout works and displays my work well.



Professional show layout
Source: Alex Key



Professional show layout
Source: Alex Key



Professional show layout - (Technical layout guide)
Source: Alex Key