

# CASE STUDY / DESIGNEX / STUDENT DESIGN AWARDS RETAIL ARCHITECTURE



## BACKGROUND

The annual Australasian Student Design Awards (ASDA) aims to elevate the region's high achieving undergraduate students, apprentices, and graduates by recognising their outstanding designs. In 2011, around 150 shortlisted projects were exhibited at Australia's leading design event, designEX.

With the working title 'NEO-TOKYO', the exhibition presented the work of the region's most talented emerging designers in a neon-filled industrial framework charged with light, sound and the exuberance of youth.

A stunning example of sustainable temporary architecture, the design philosophy underpinning the ASDA exhibit concept was to remove layers of materiality, thus minimising landfill waste and reducing cost.

## SOLUTION

Reusable perimeter wall panels and aluminium box towers were hired elements, as were suspended clusters of yellow, cyan and magenta coloured fluorescent tubes that successfully articulated the ASDA brand identity in three dimensions.

To maximise the effect of these clusters and to keep the cost of electrical consumption to a minimum, directional lighting was used only to highlight the A2 project panels and event branding.

The A2 project panels were cleverly suspended within clear packing film that wrapped around each tower frame. This design solution created a translucent environment that accentuated the lighting effect, whilst also addressing the usual issues associated with navigating through an enclosed exhibition space.

Two breakout areas offered visitors the opportunity to rest their feet and gather their thoughts, all to the beat of underground electronica.

Proof that a responsible and sustainable approach to exhibition design is possible, this project successfully delivered a dynamic and memorable exhibition experience on a frugal student budget.



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