

WHAT IS THE SENSORY IDENTITY OF COLOMBIA?

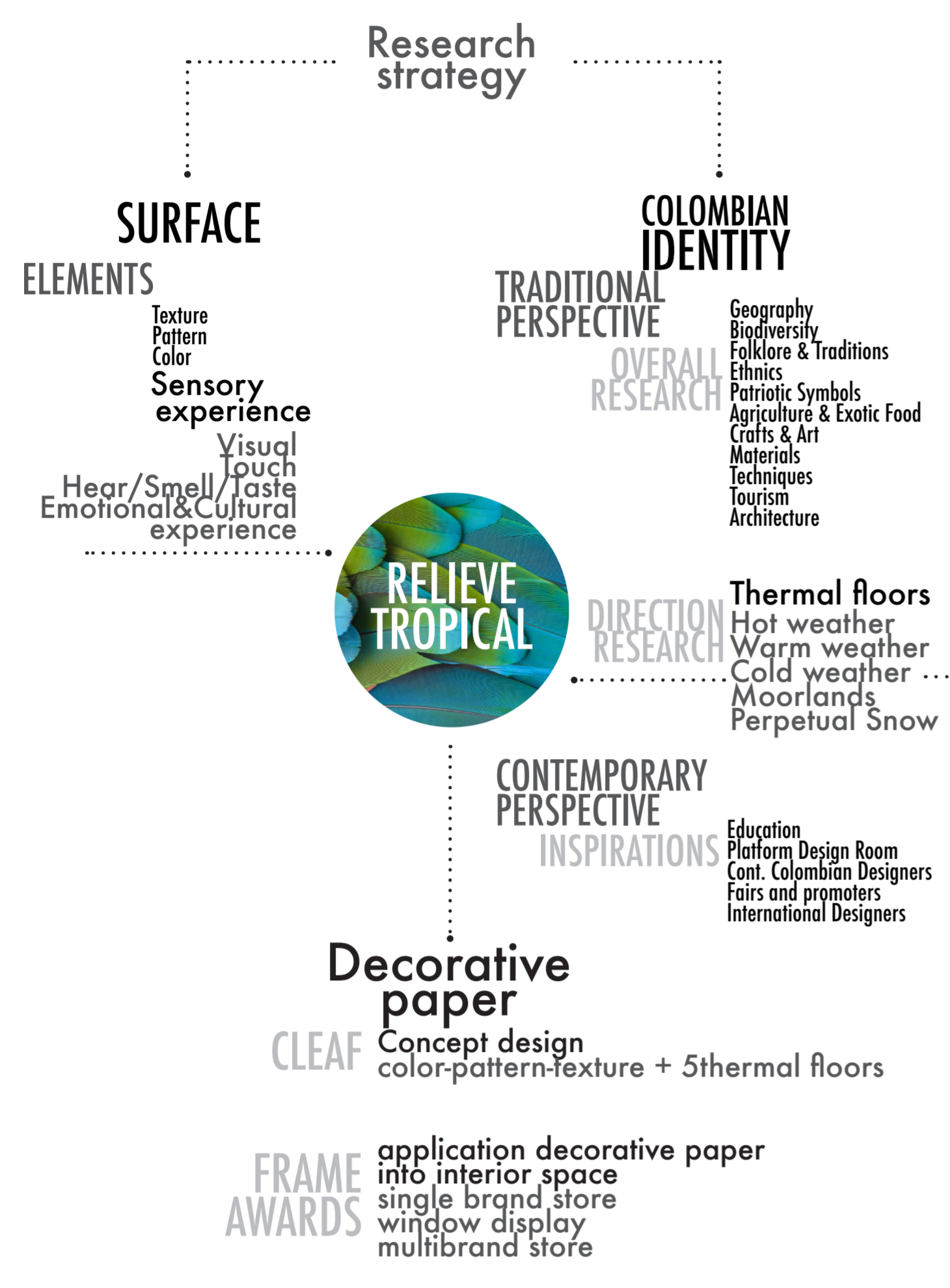
Surfaces treatments are one of the most attractive applications for young interior designers; they have the challenge today to reinterpret culture and identity of their country into a contemporary perception and transmit unique senses and meanings into space. Colombia is selected as international culture due to the multi-cultural wealth, biodiversity full of senses, exotic lands and large folklore to explore.

Therefore, the main purpose of the project is to analyse Colombian identity and apply it towards a contemporary environment, transforming the impression and feeling of interior space throughout the development of a new surface. The following project consists of three phases: the research, the development and its implementation:

- 1- The research explored What is a surface?, Which are the principal elements who represent it? and What is the traditional and contemporary Colombian identity? Consequently, the research takes a direction where the five thermal floors of Colombia will represent the authentic Colombian identity in all its senses.
- 2- The development of a design concept in which the juxtaposition of the main aspects of surface: color-texture-pattern with the five layers of thermal floors of Colombia will represent the story behind the construction of the new surface.
- 3- The implementation of the new surface apply into a contemporary interior space dedicated to retail experience; the final result is the design of a single and multibrand store.

Here is where *Relieve Tropical* is created: a visual, tactile, emotional surface will express a unique perception of Colombian identity.

- Research



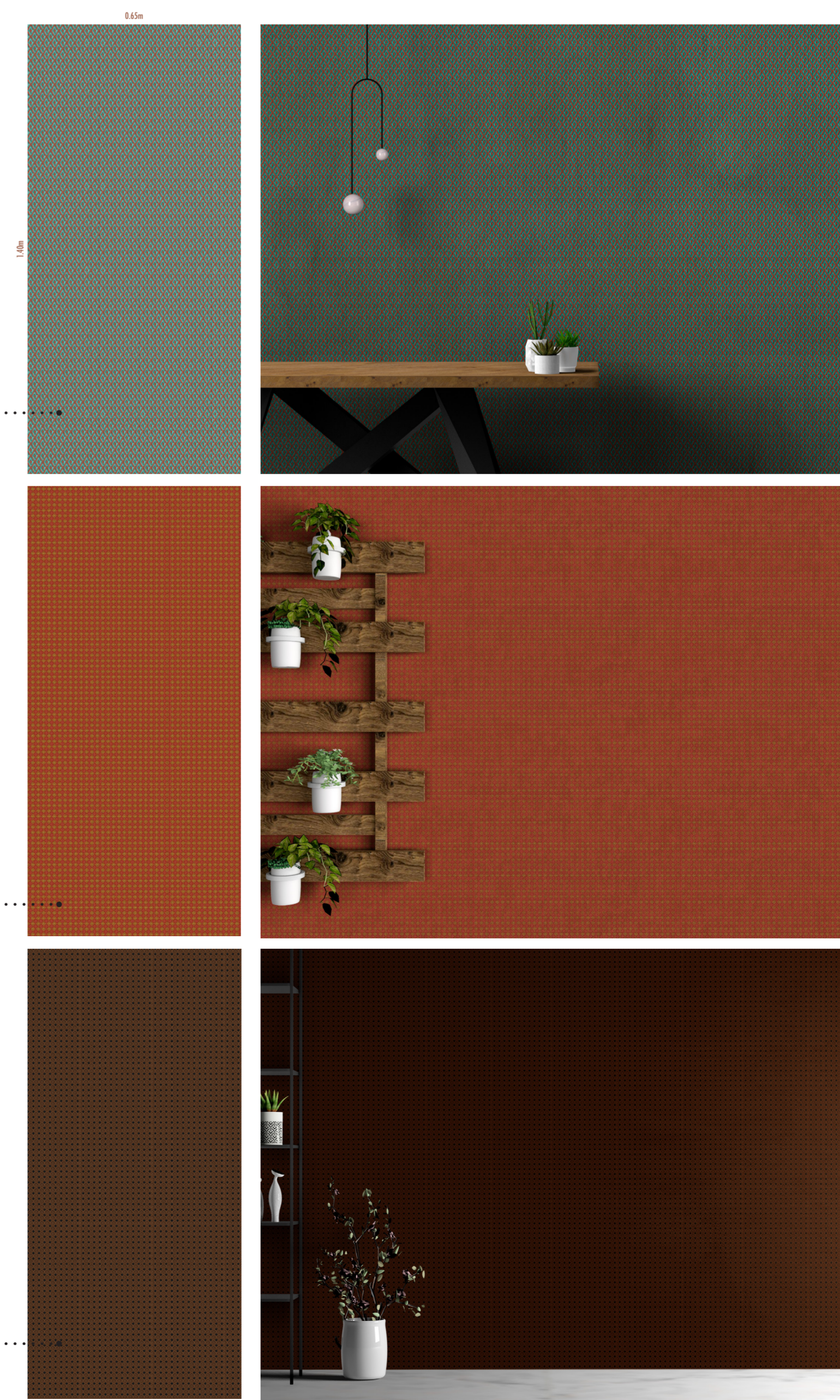
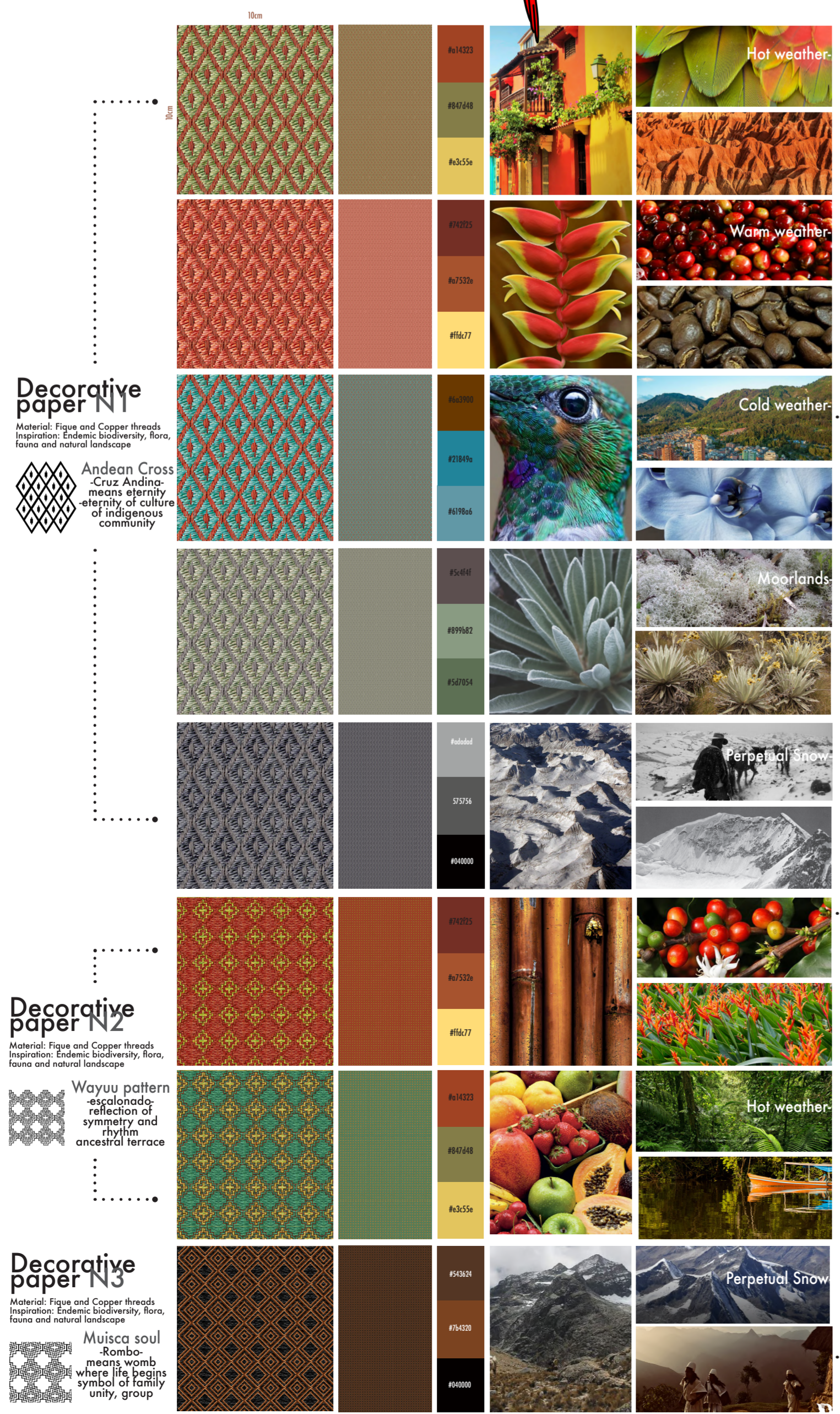
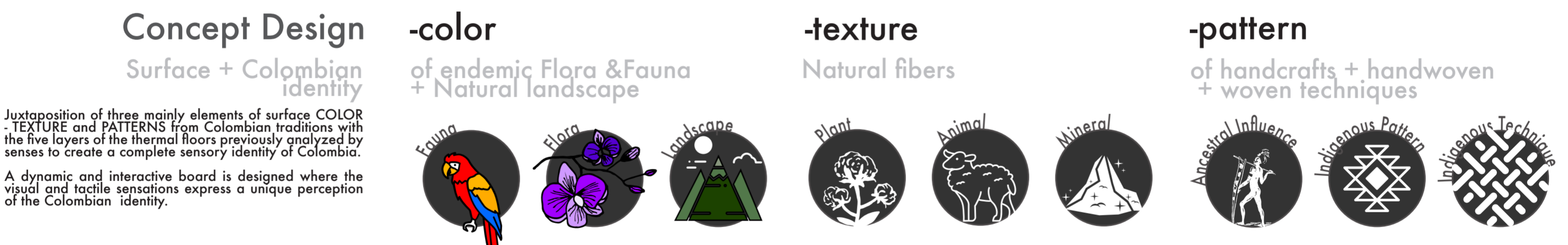
-sensory identity 5 thermal floors



-contemporary inspirations



- Development



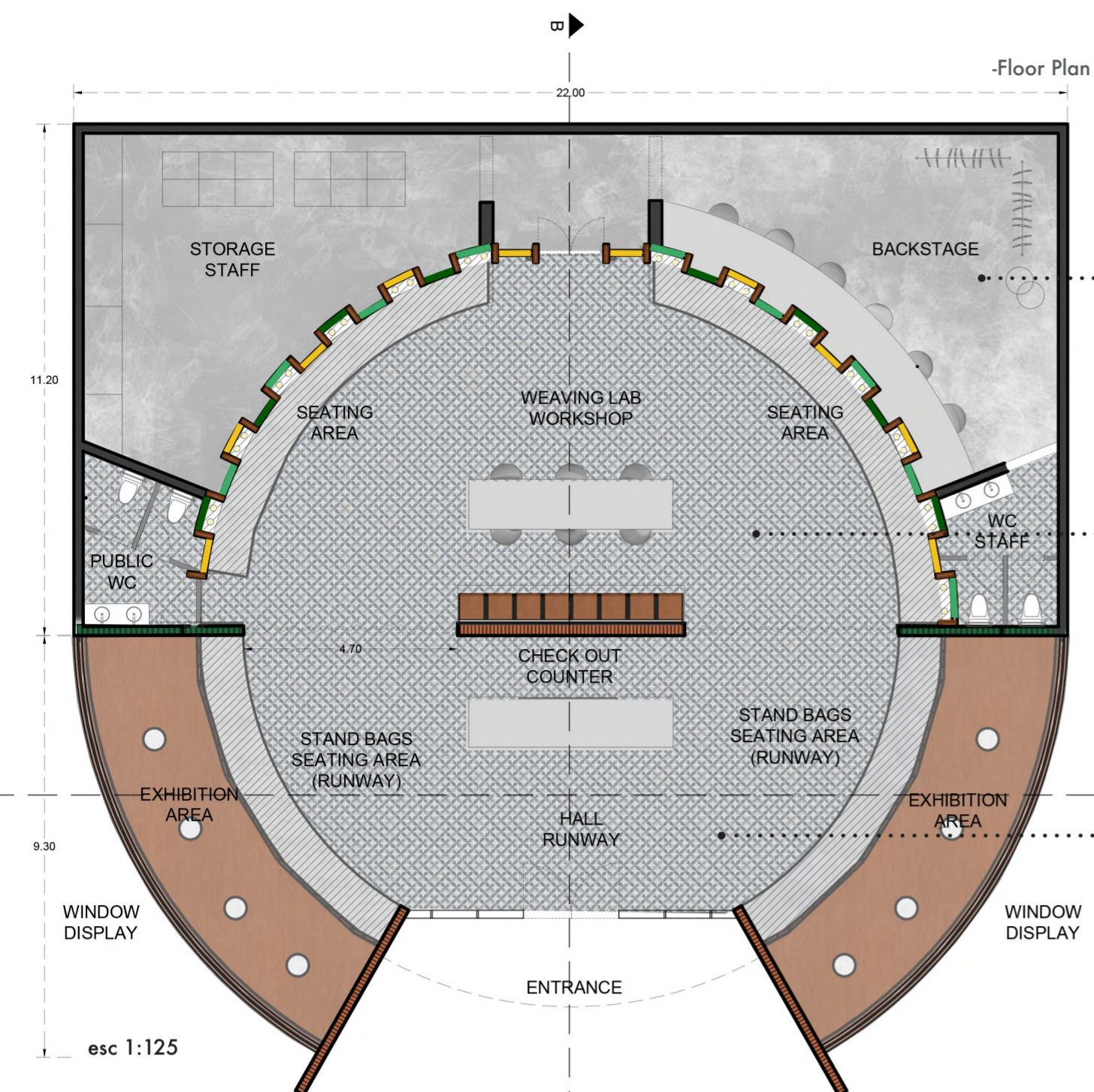
- Implementation

Single brand store

VERDI design
FASHION STORE
Handwoven Artisan
Colombian handbags
Natural and metal fibers



Design inspired by a traditional Colombian woven technique called roll, which consists in a spiral weave made by Figue natural fiber. It represent resonance with ancestral the time, the connection with the past and brings back traditional Colombian craft and reinterprets old techniques in a contemporary perspective.



-Retail experience



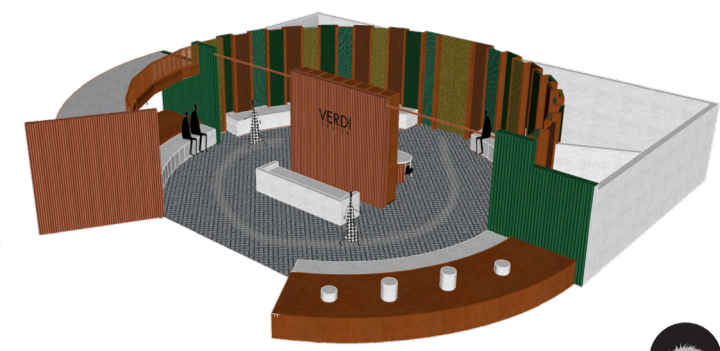
Seating area
Runway
Backstage models and staff



Workshop/ lessons
handwoven technique
Wall Natural fibers
curtain separate space



Entrance
Checkout
Exhibition area:
Base with floated
handbags
Stand Bags
Public WC

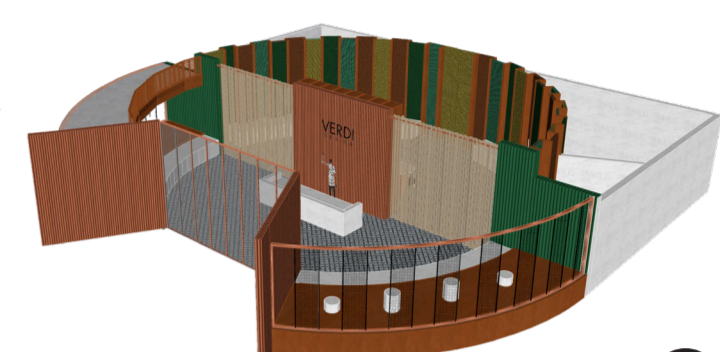


Appreciation performance

Open - Free space
Continue Circulation - Interaction with the space



Touch experience
Wall Decorative Paper
Learning traditional Colombian woven
Techniques
Active area



Appreciation
Contemplation

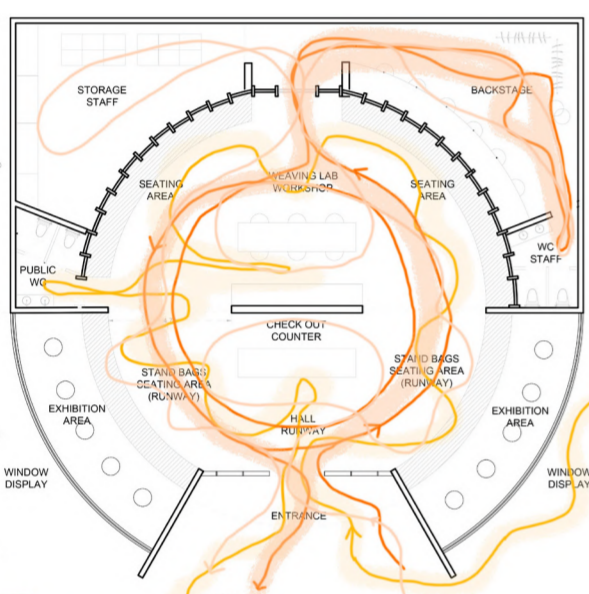
Purchase
Shop

Sense Board

-front view



esc 1:125



JOURNEY
CUSTOMER EXPERIENCE RUNWAY PERFORMANCE EMPLOYEE EXPERIENCE

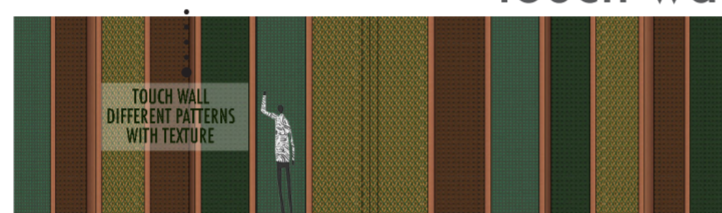
EXHIBITION STORE 150sqm
WORKSHOP 50-60sqm
MAX ACTIVITIES 45-60 min

PERFORMANCE 60-80min
PUBLIC MAX 60 people

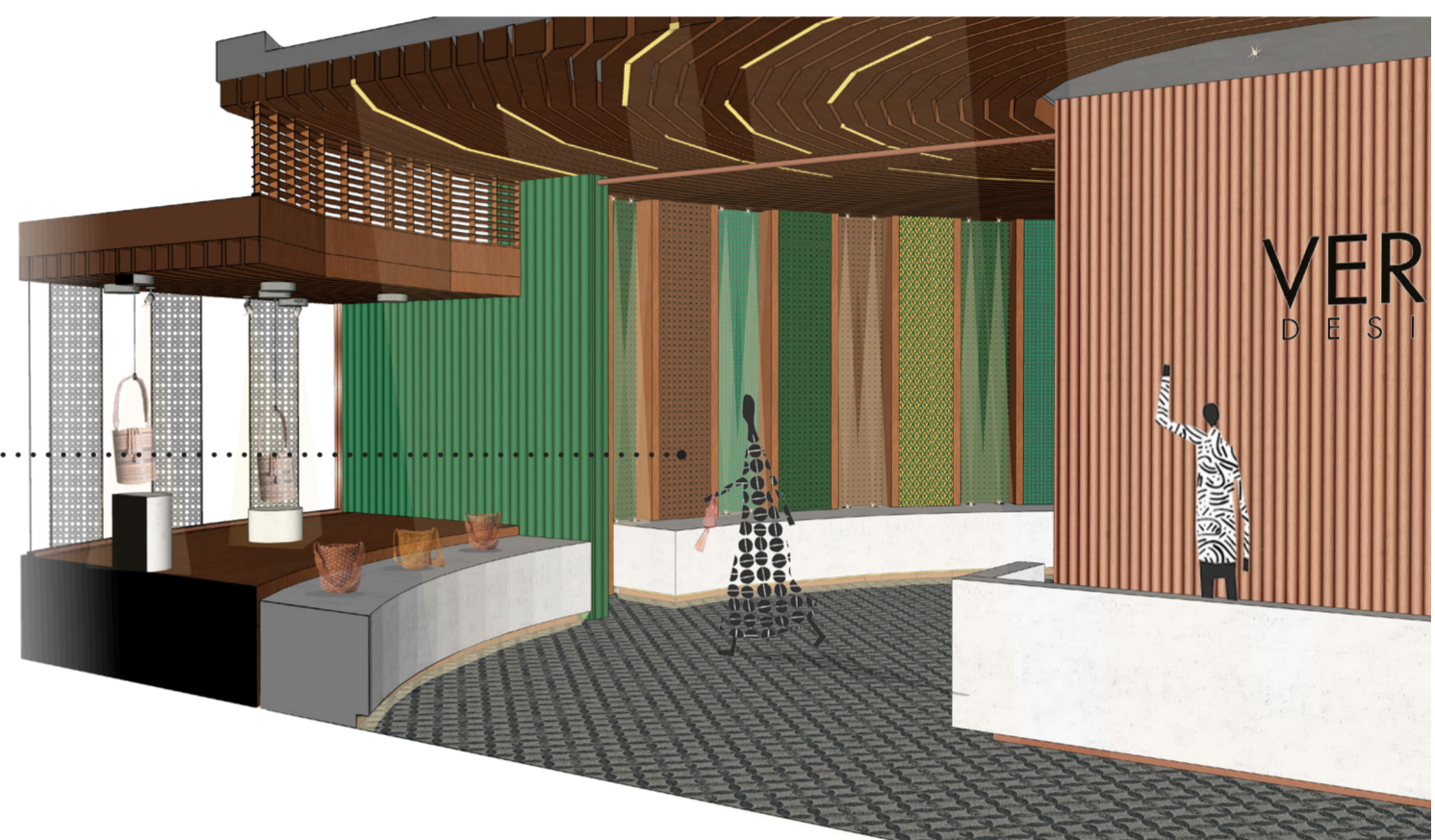
EMPLOYEE 4-6h

-journey/
time experience

-touch wall



-material board



-design details



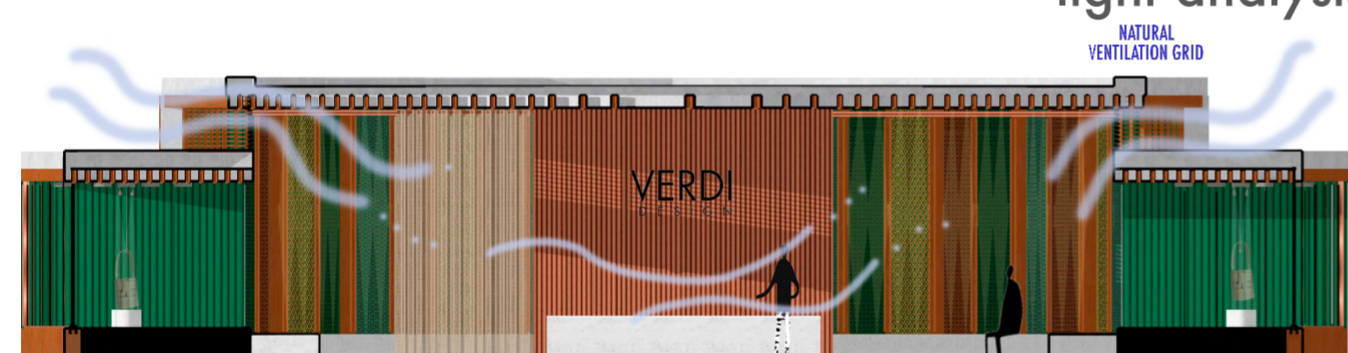
-section B
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-acoustic



-section A
esc 1:125

natural & artificial
light analysis

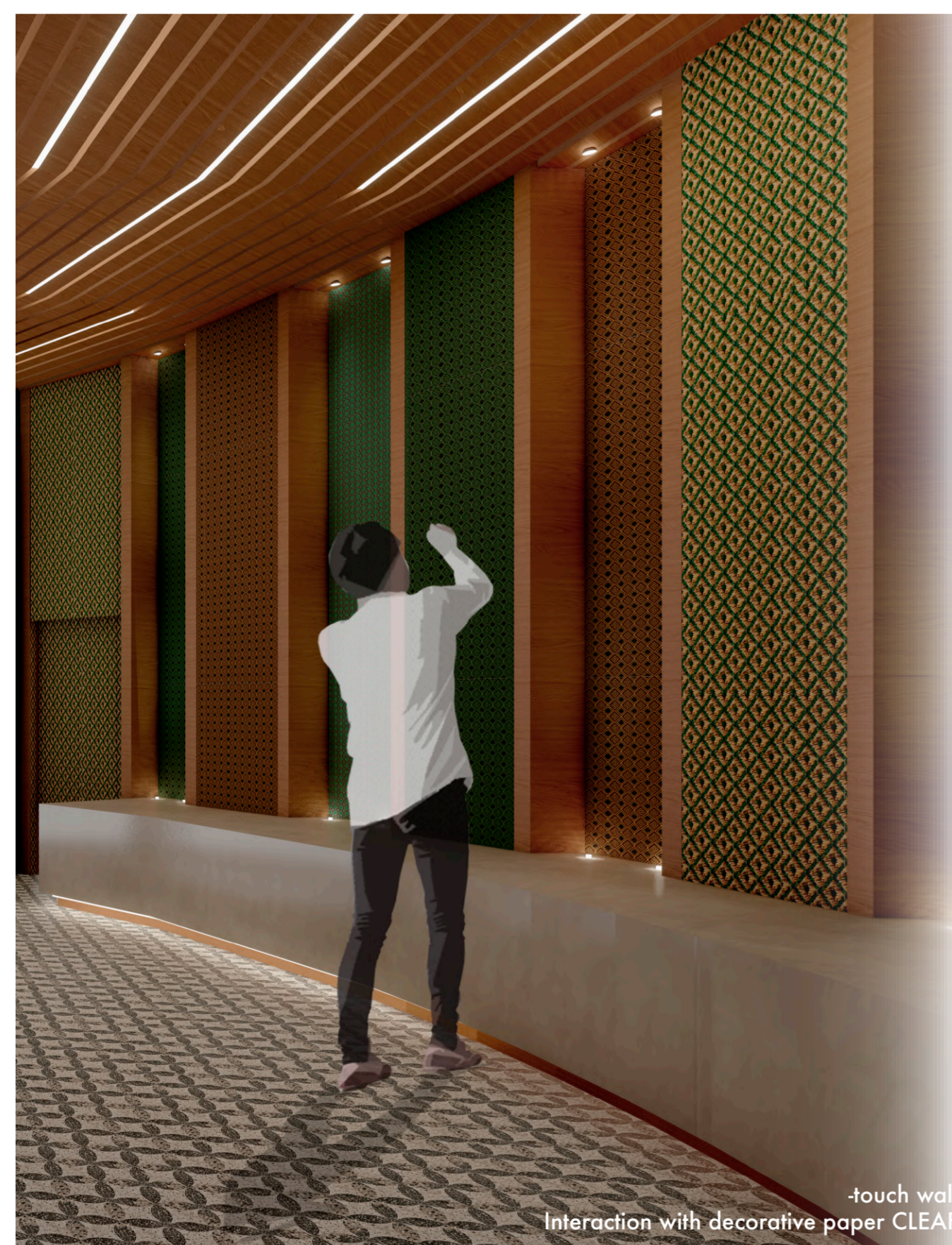


-section A
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air circulation



-exhibition area



-touch wall
Interaction with decorative paper
CLEAF



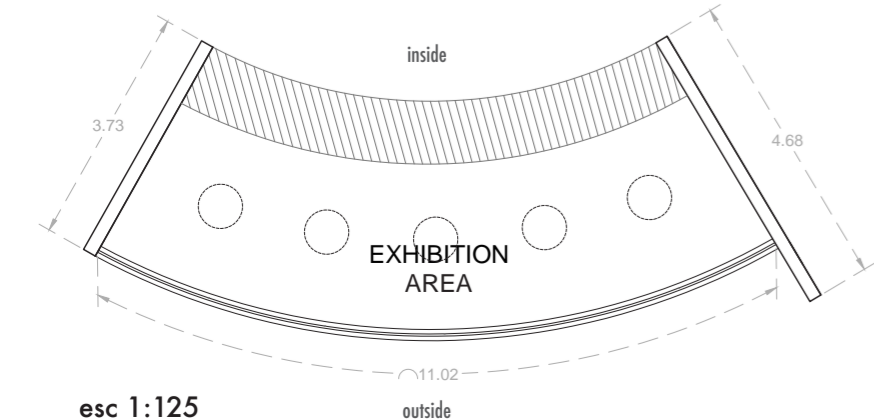
-weaving lab



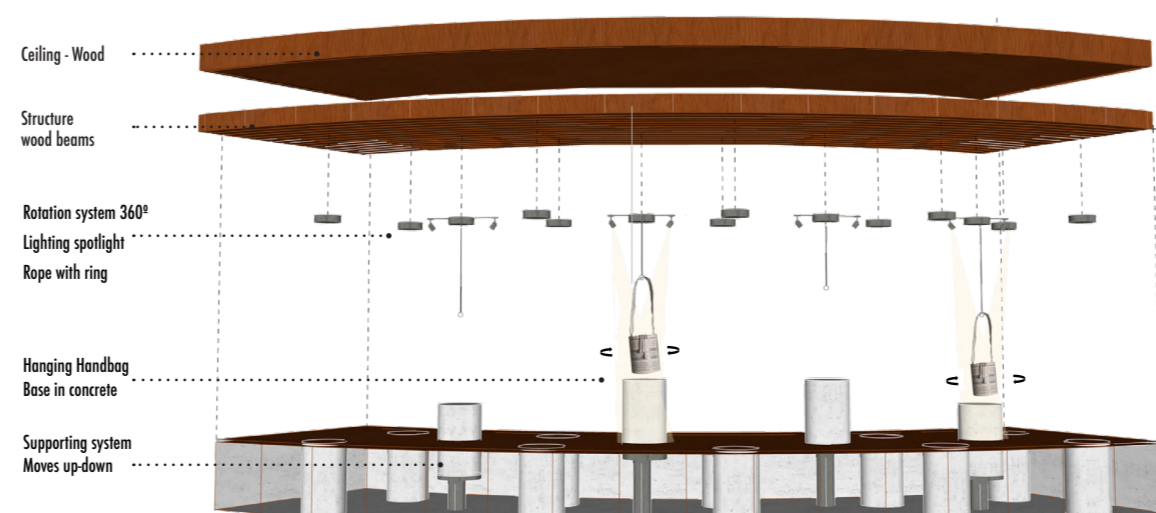
-fashion event store

Window display

INTERACTIVE
Exhibition in constant movement
Interaction inside - outside
Artificial light enhance details



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Show elegance, sophistication of the details 360°
Sense of fascination, admiration,
contemplation

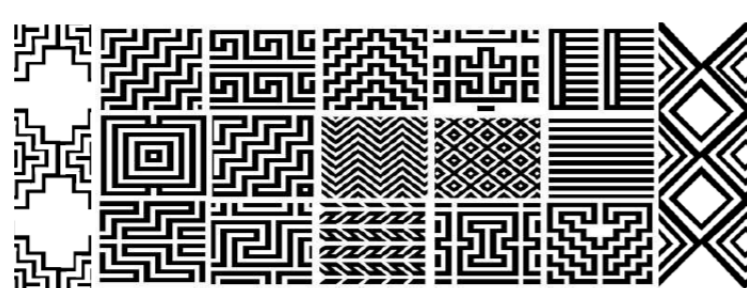


-display outside

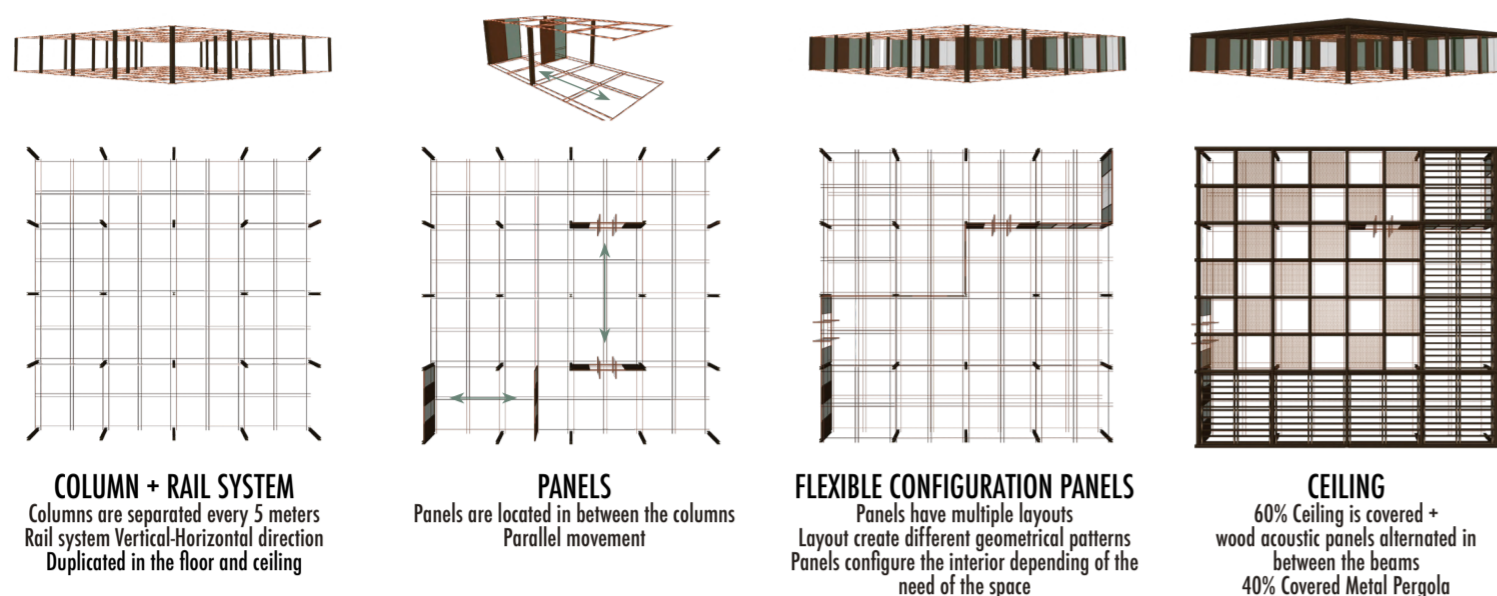
- Implementation

Multibrand store DEPARTMENT STORE

Fashion, Furniture, Food store
Wall flexible system create multiple configuration of the inner space
Inspiration: Colombian patterns
Precolombino symbols



Wall flexible System

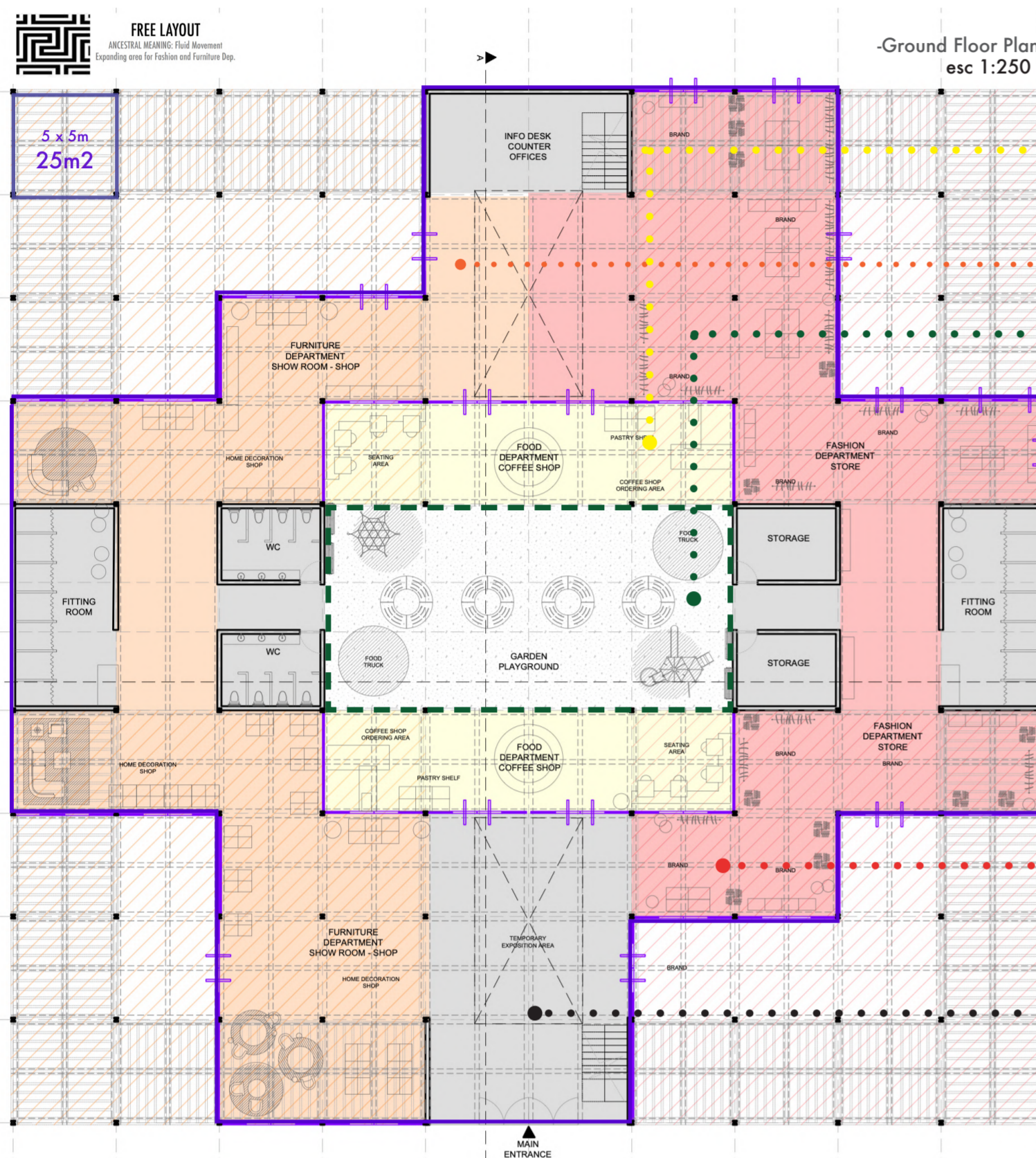
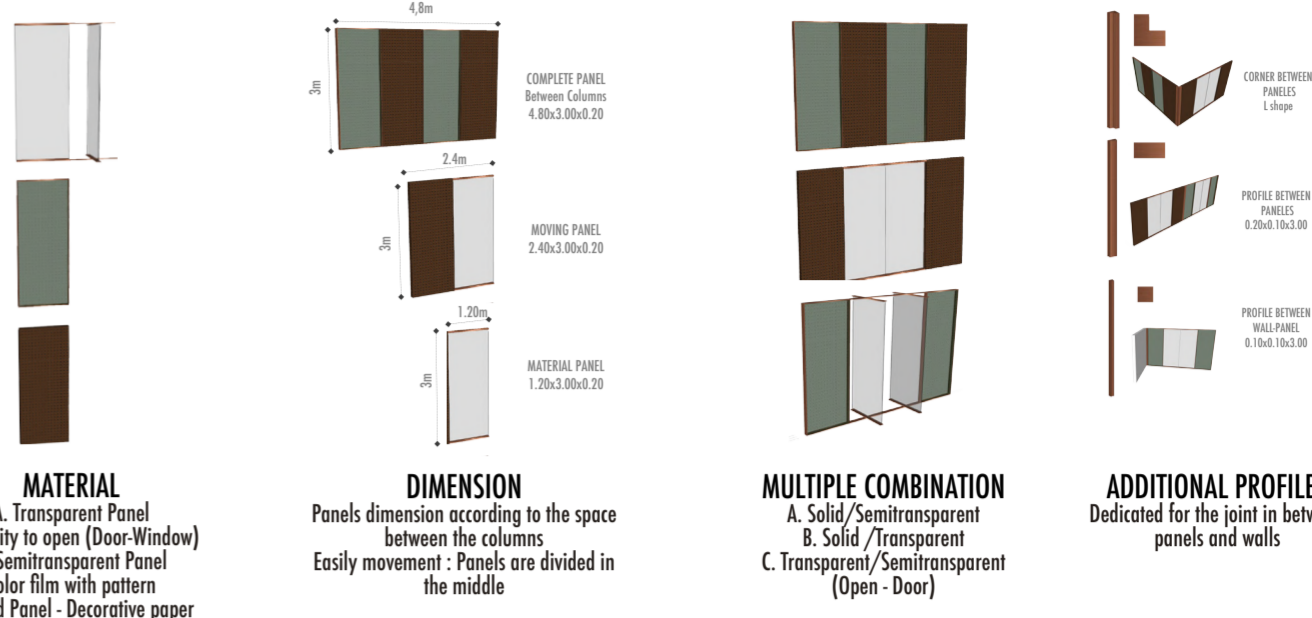


Artisans, natives and indigenous from Colombia have been kept alive the traditional patterns from generation to generation and have transmitted their identity, meaning and symbology over the time.

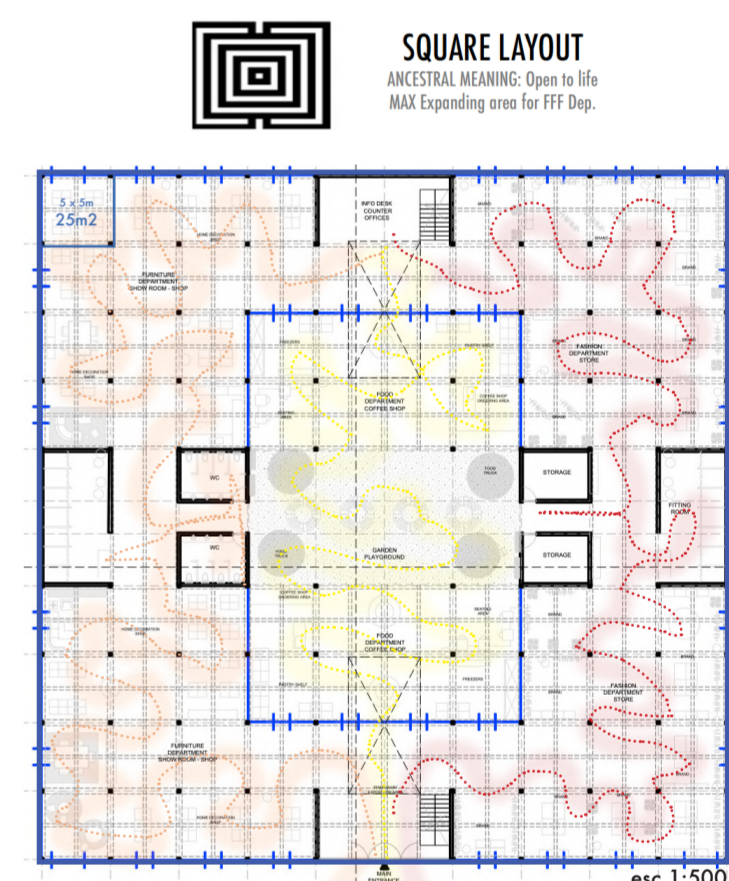
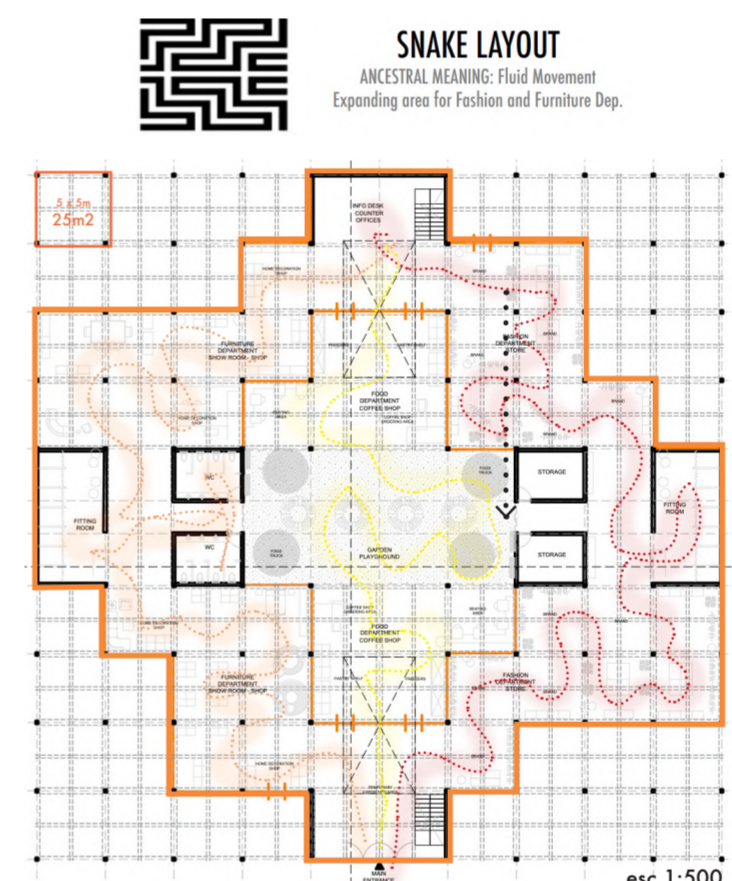
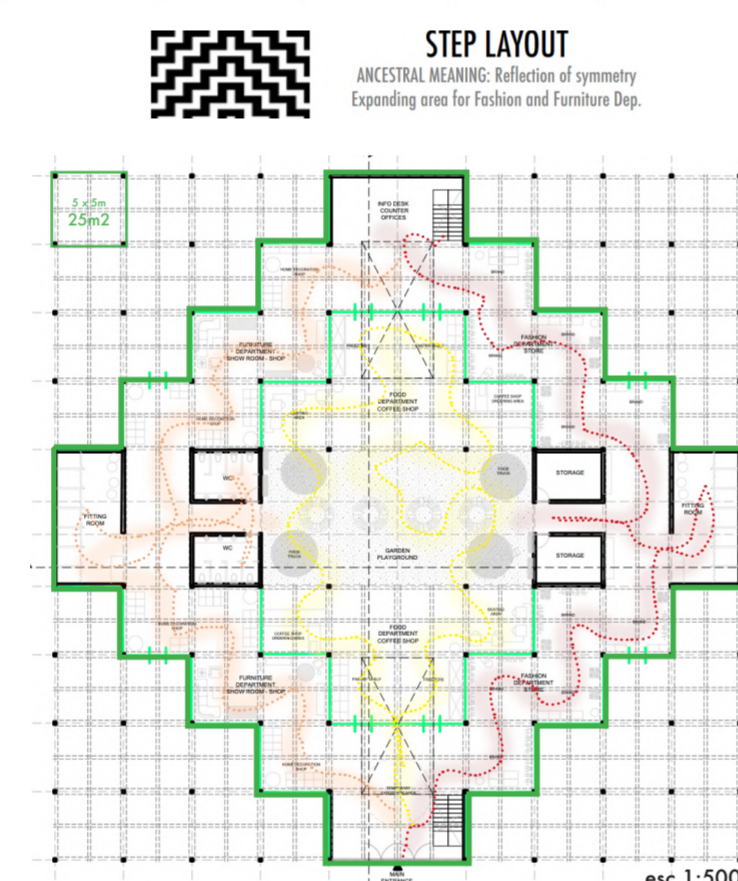
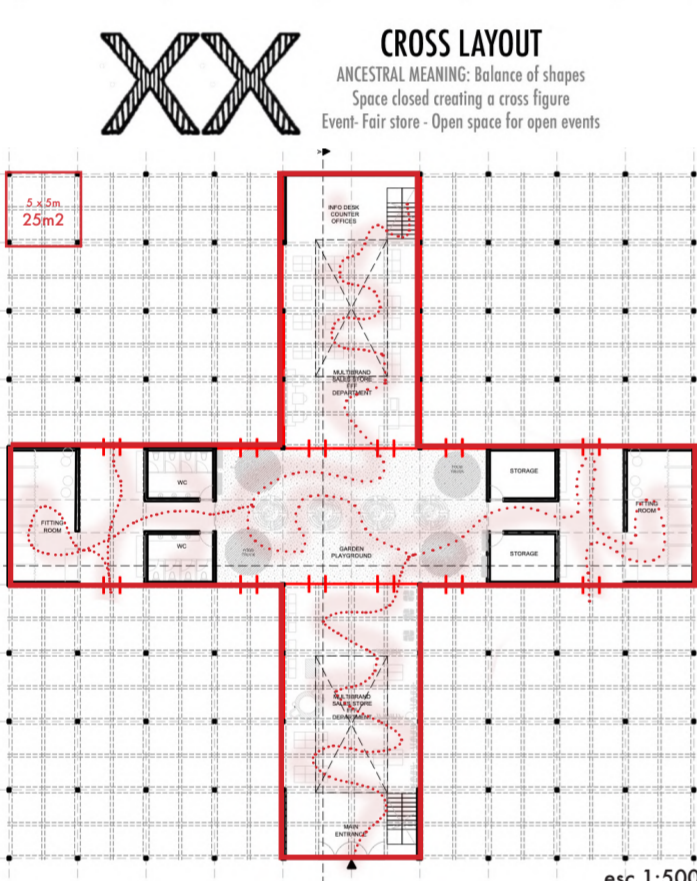
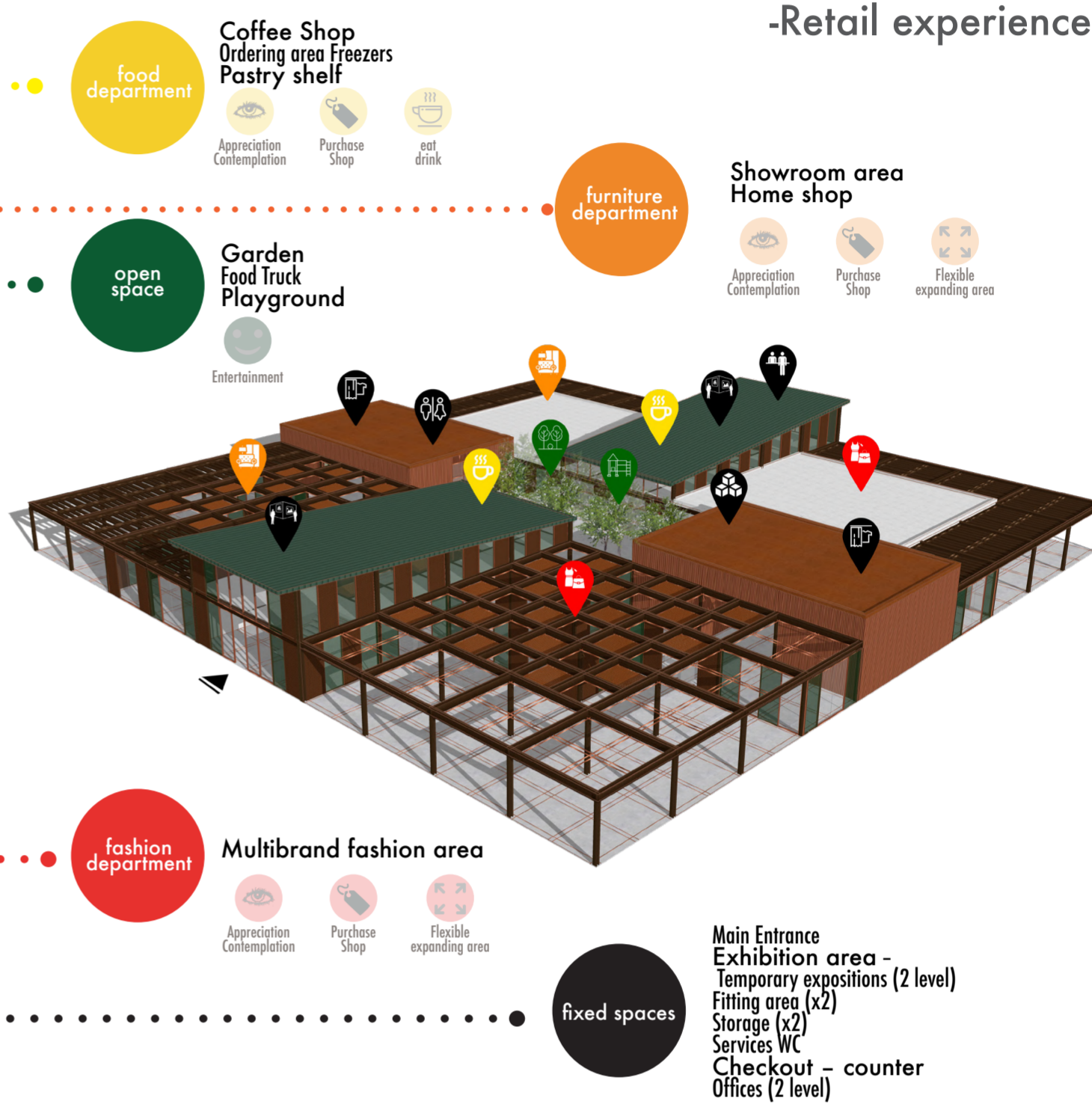
Ancestral influence comes from the Pre-Colonial period (5000 b.c), nature and cosmos were represented by abstract and figurative designs specially with geometric shapes.

Colombian patterns
Precolombino symbols

Principles
Symmetry - Ordering - Balance
Rhythm - Repetition



-Retail experience



-Multiple layouts

Sense Board

