

VERTICAL TOY MUSEUM

Qian(Tina) Cao

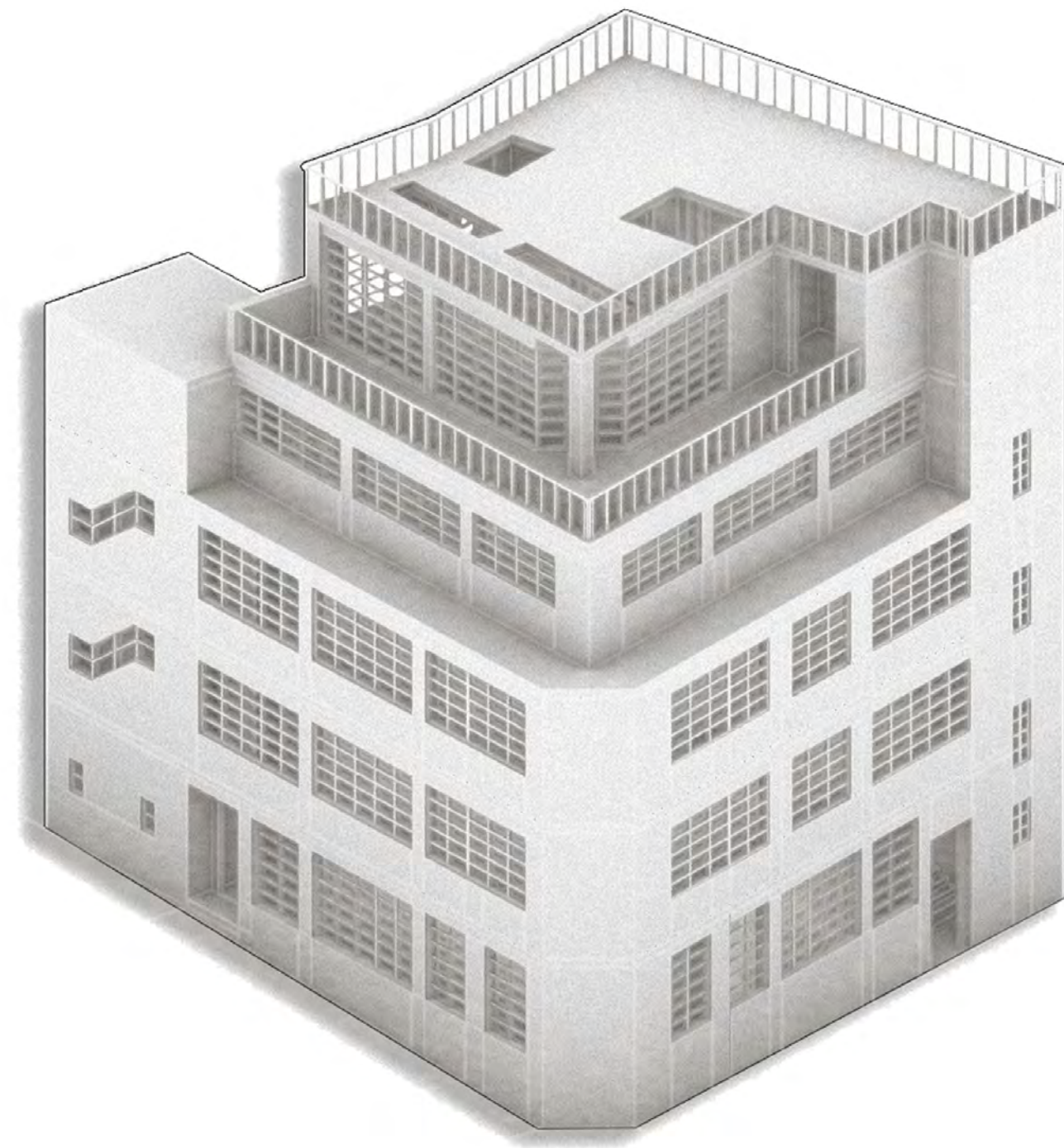
Royal College of Art

Interior Design

Display platform



MULTISTOR(E)Y



4 Northington Street, Bloomsbury, London

■ CONCEPT

■ CONTENT

■ SCHEME

■ WALK-TRHOUGH

■ GRAPHICS

■ TECHNICAL

*PART 1:
Concept*

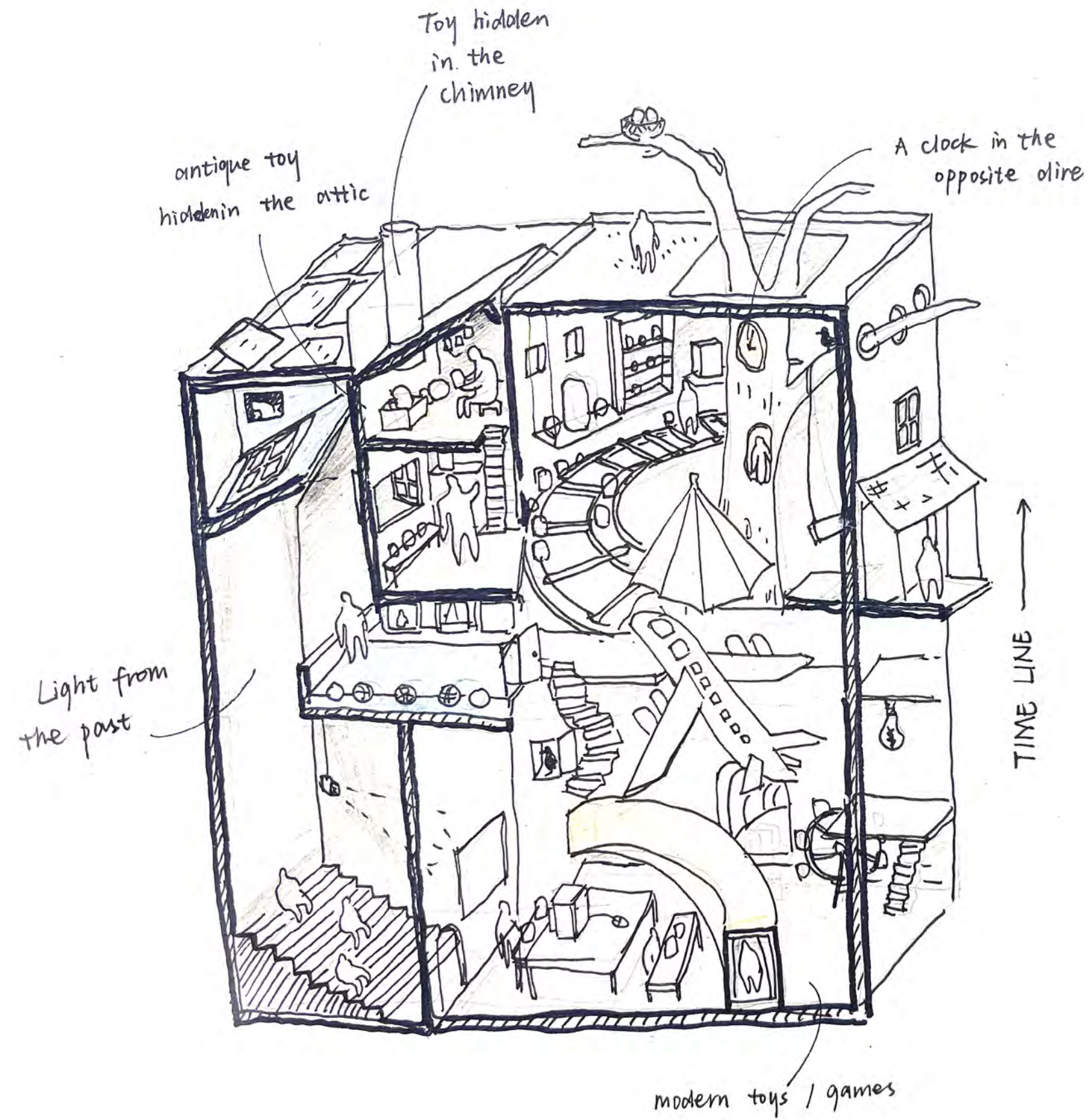


Target audience:

Family groups,
Teenagers

Vertical logic:

Time line



CONCEPT MODEL



Concept vertical showcase



Vertical relationship between floors



Massing concept model



Facade and floors

VERTICAL LOGIC



History
Time line



Oldest

Youngest

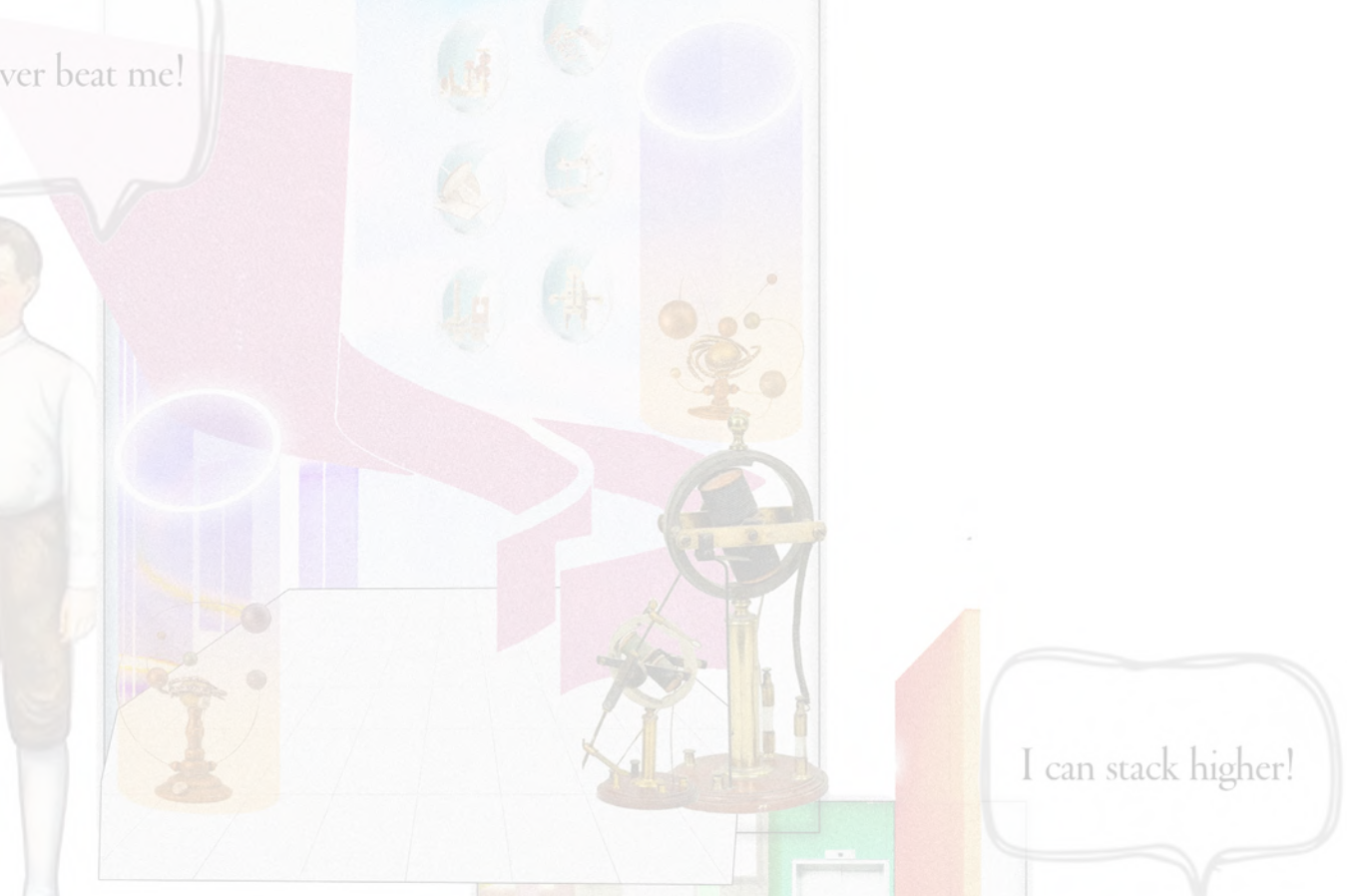
Lifespan
Time line



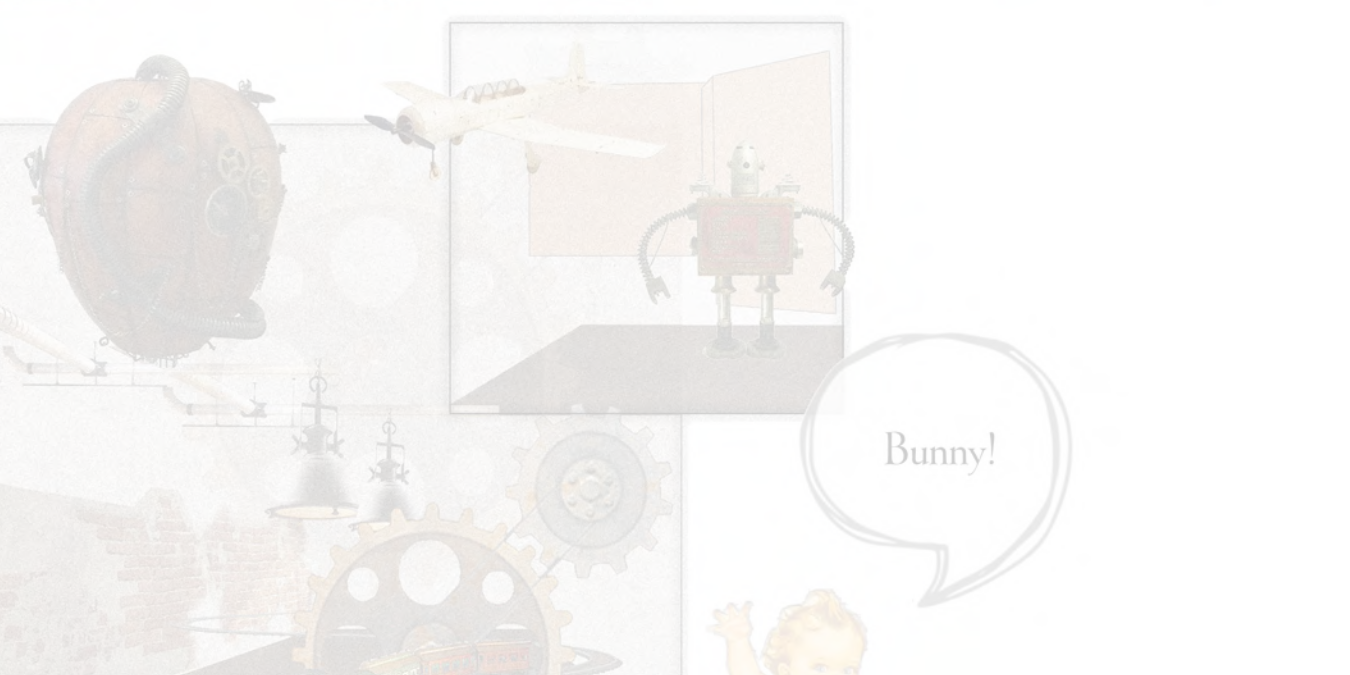
Oldest

Youngest

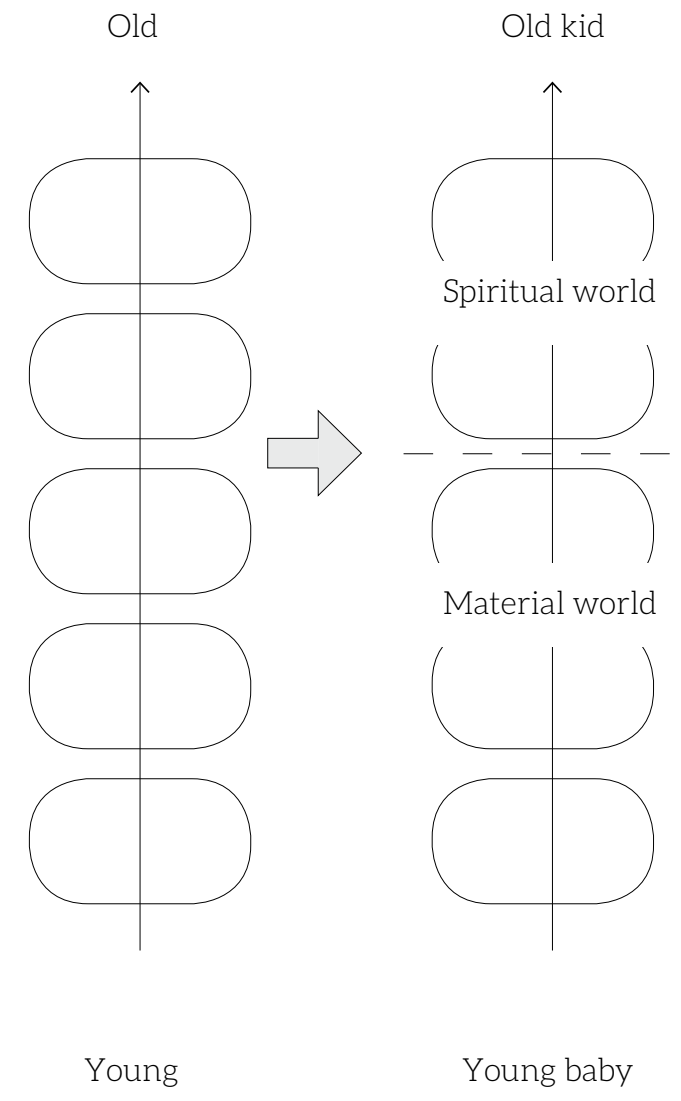




PART 2: Content



VERTICAL STRUCTURE



Exploration zone
Educational toy



Building world
Construction toy



Machine land
Mechanical toy



Friends wood
Human/animal figure toy

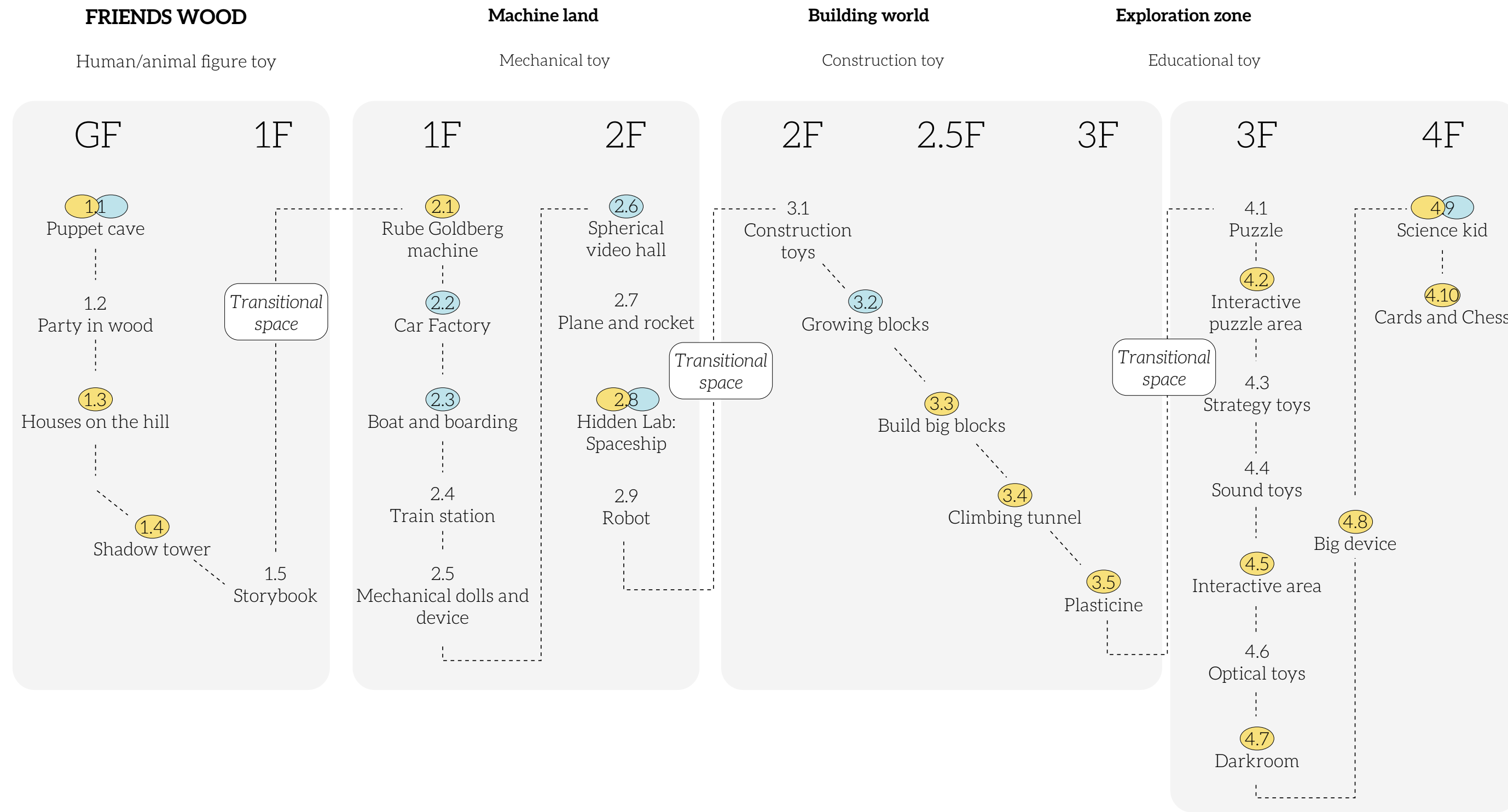
Mind

Body



CONTENT STRUCTURE

- Interactive area
- AV used



OBJECTS

Human/animal figure toy



Mechanical toy



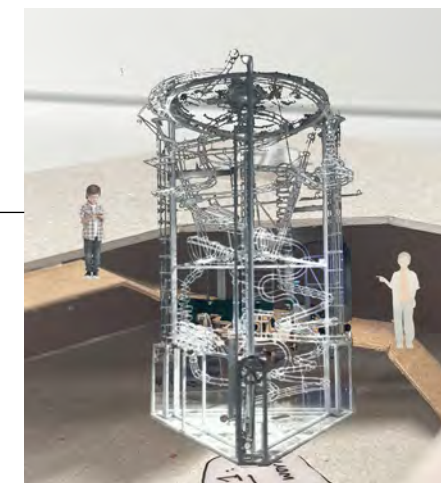
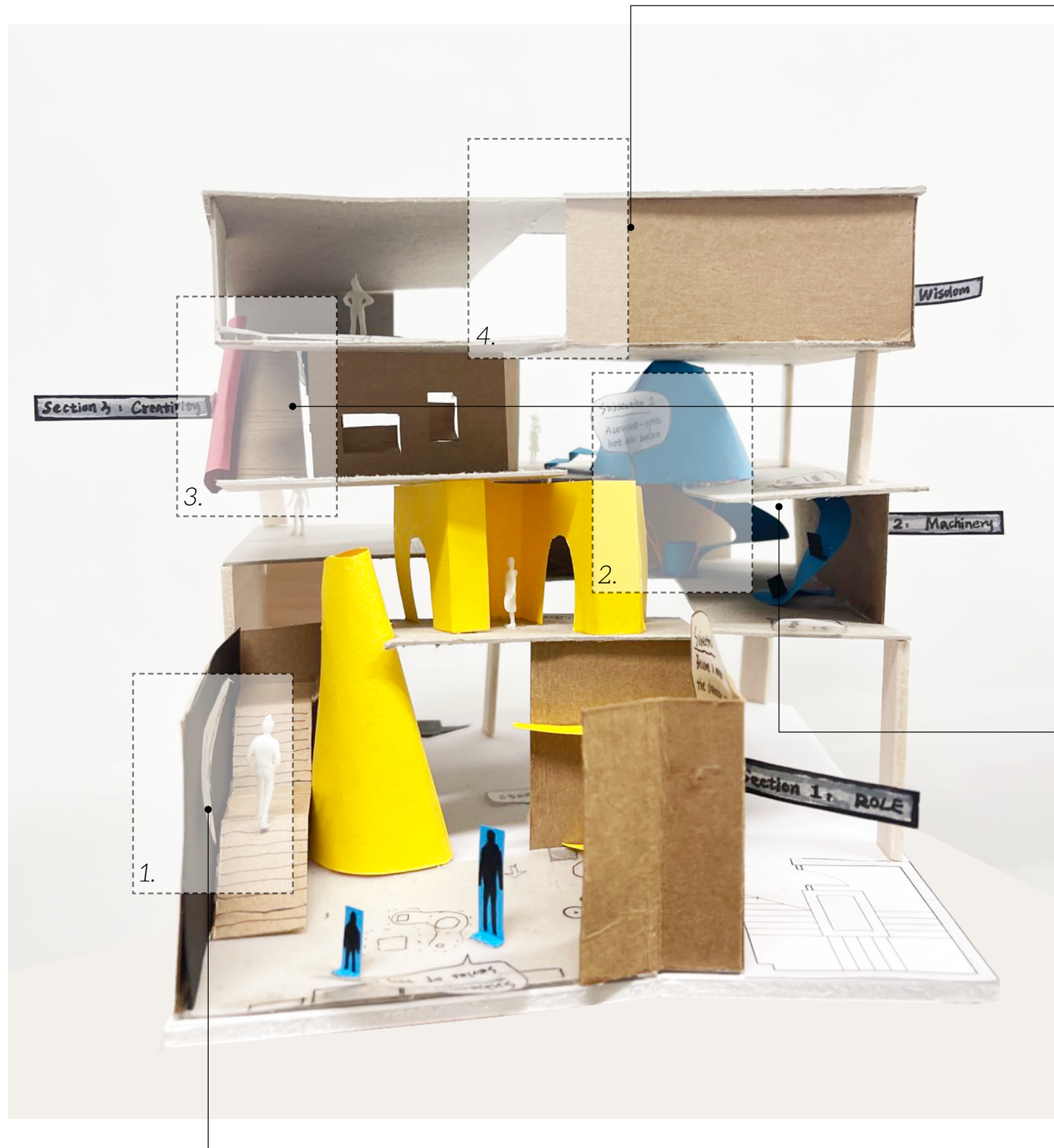
Construction toy



Educational toy



DEVELOP MODEL



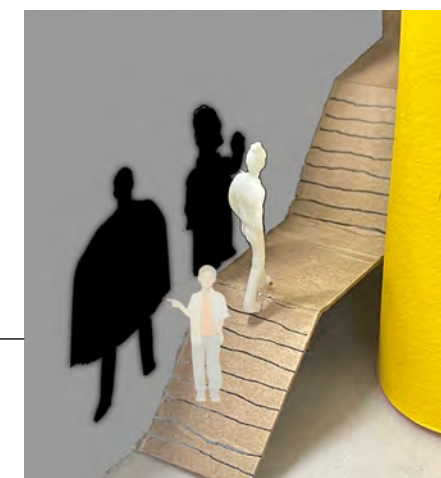
3F to 4F
View of science facilities



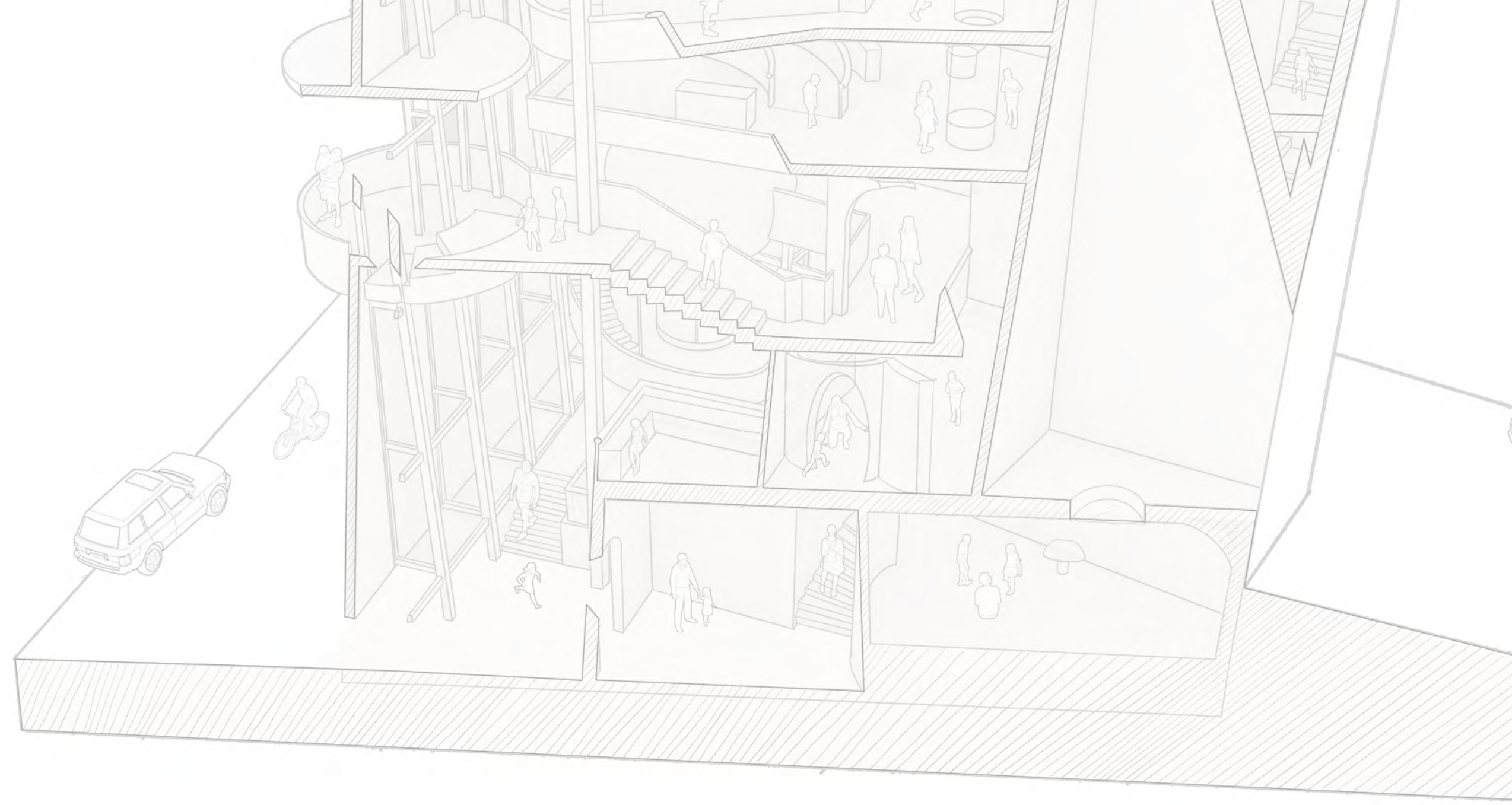
2F to 3F
Climb in tunnel



1F to 2F
Hot air balloon

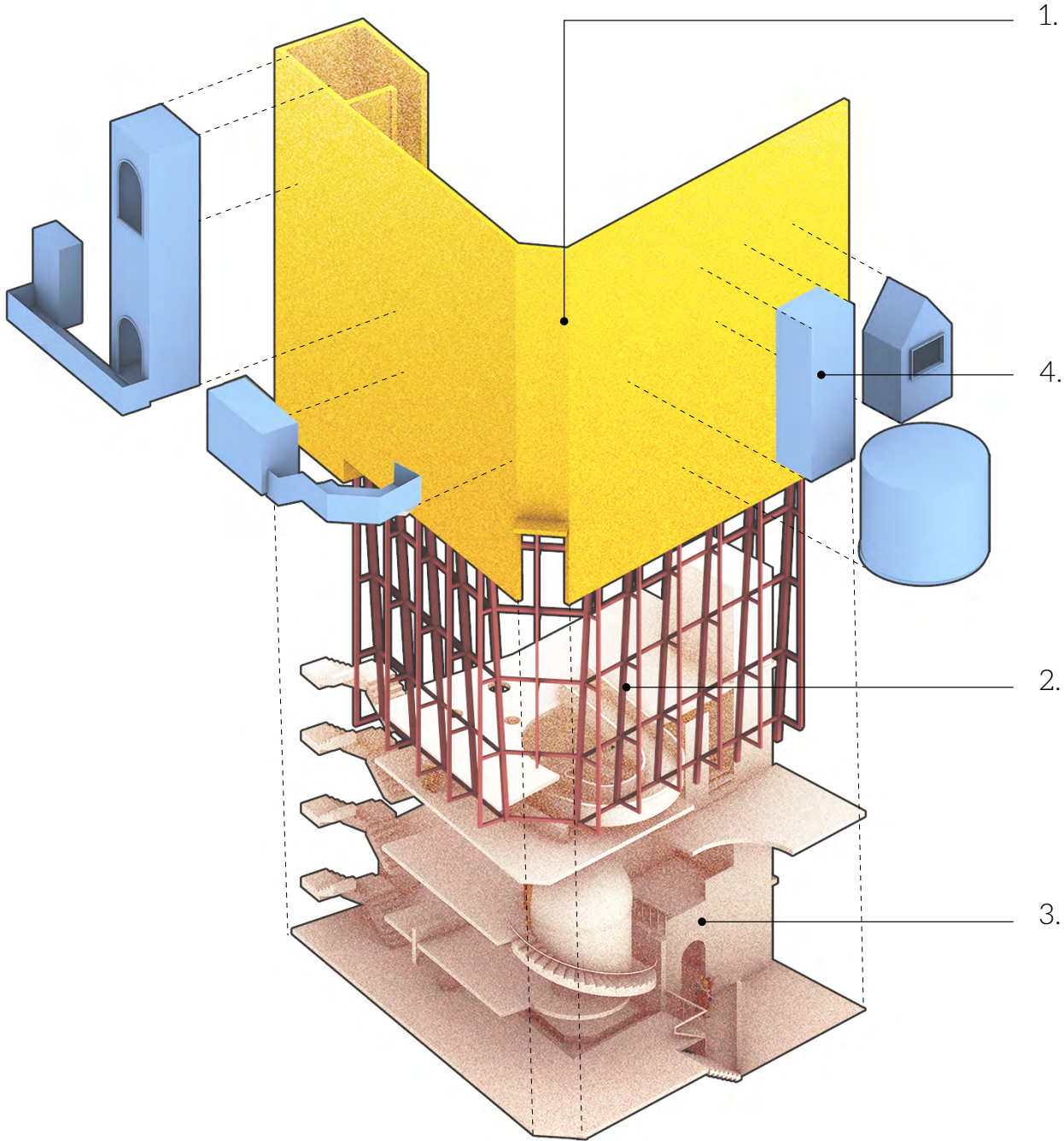


GF to 1F
Figure shadow

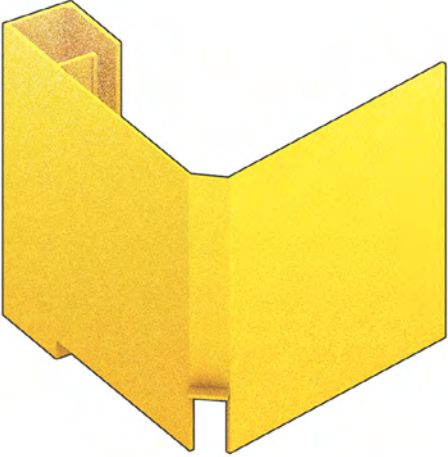


PART 3:
Scheme

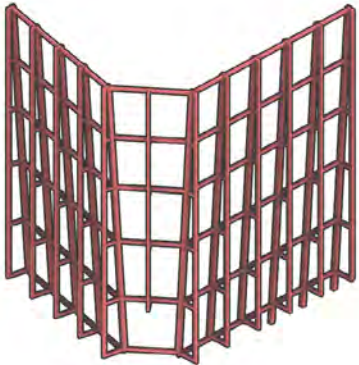
STRUCTURAL COMPONENTS



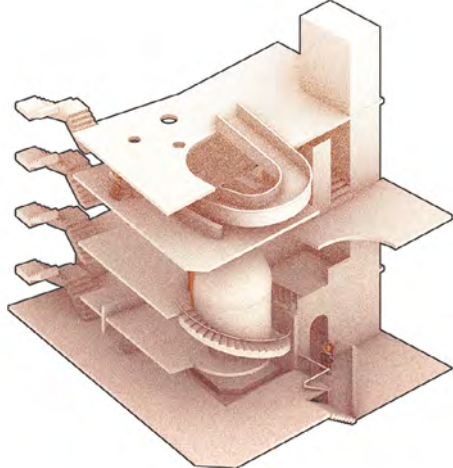
1. Facade



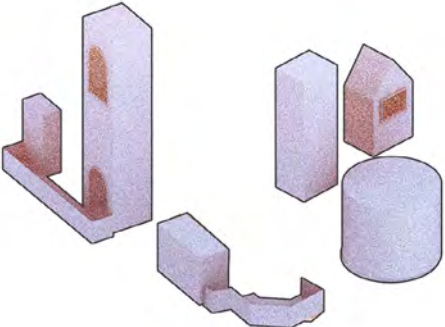
2. Framework

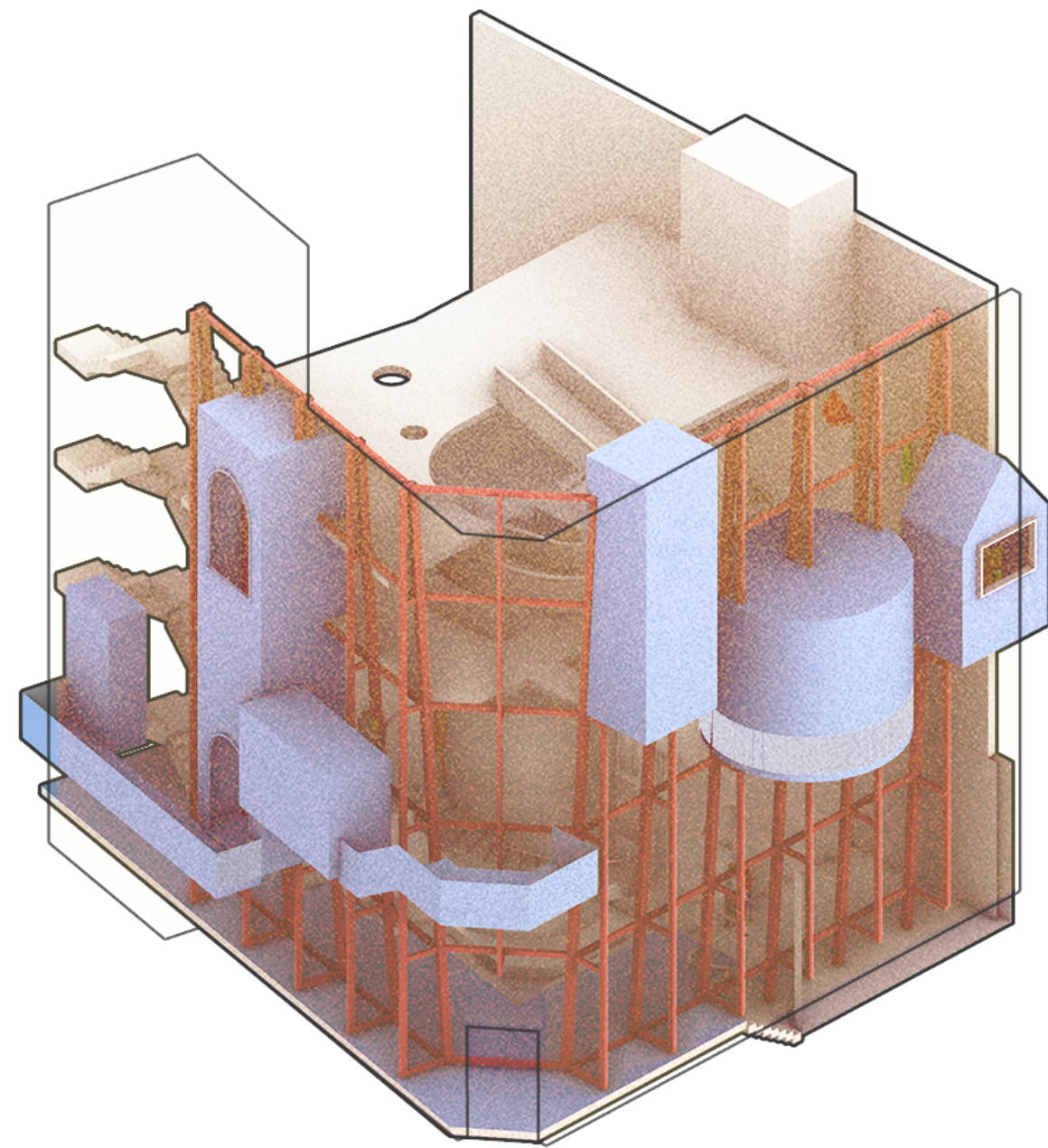


3. Inner space

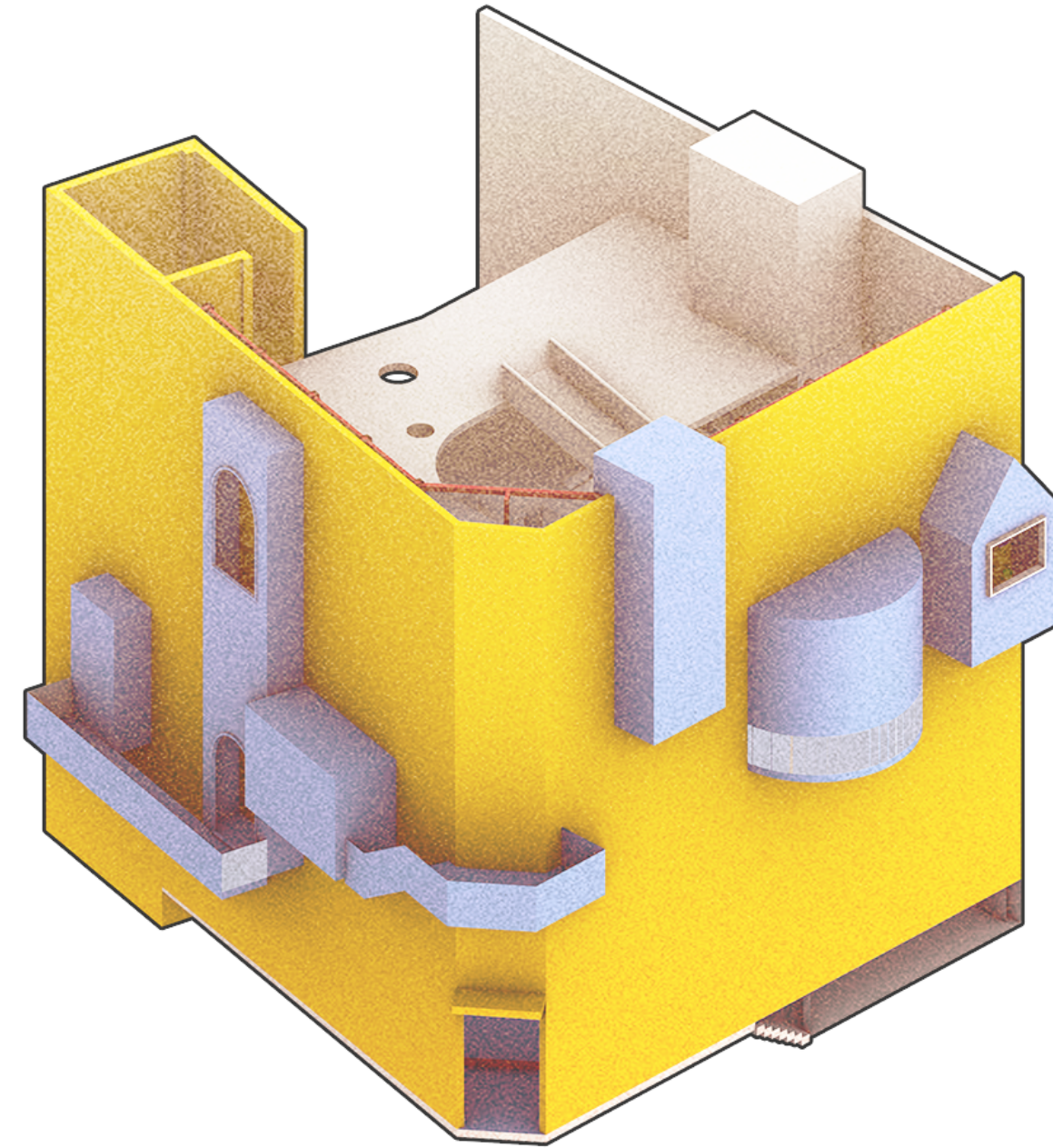


4. External volume



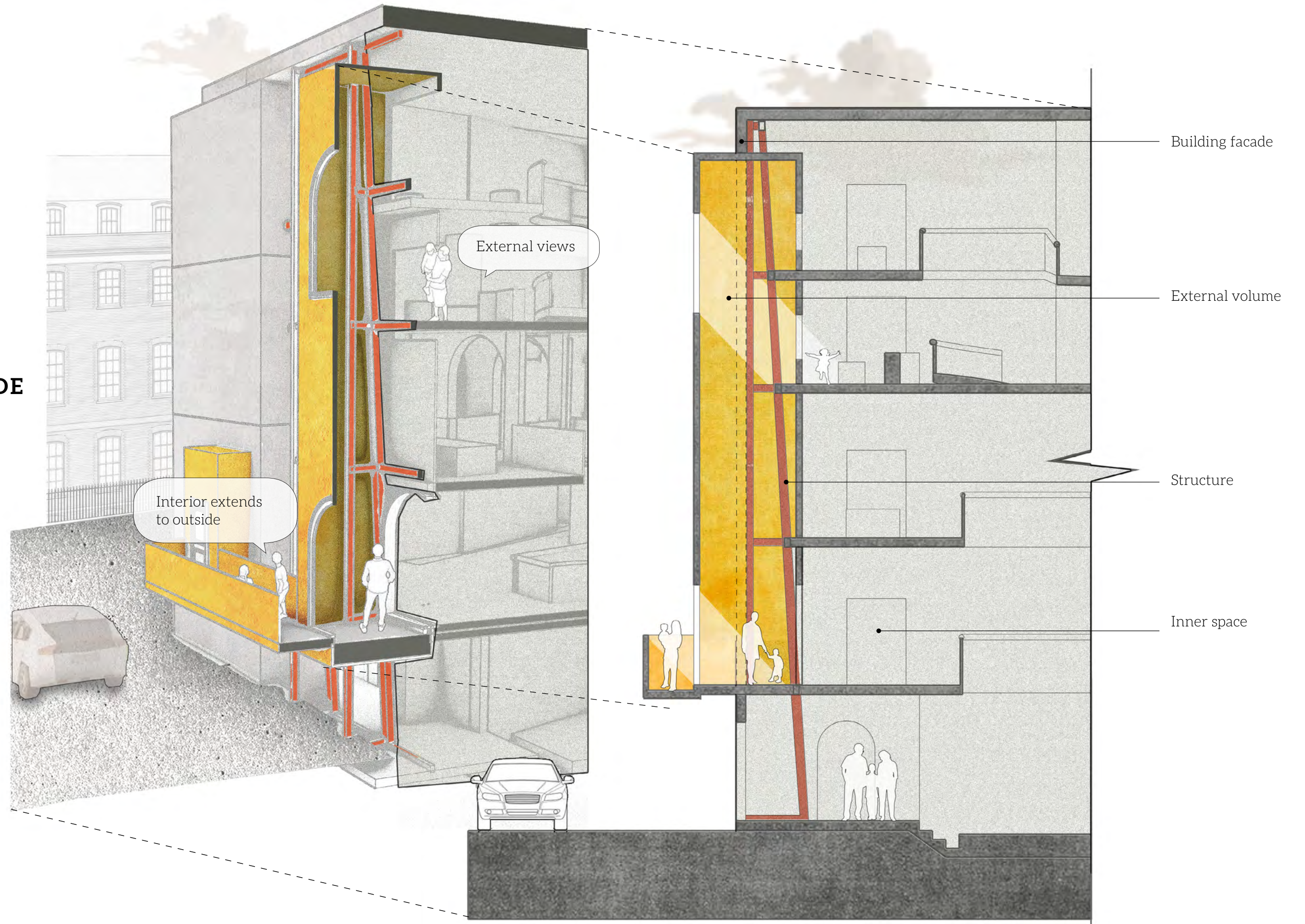


The structure supports the façade while the interior is self-contained.

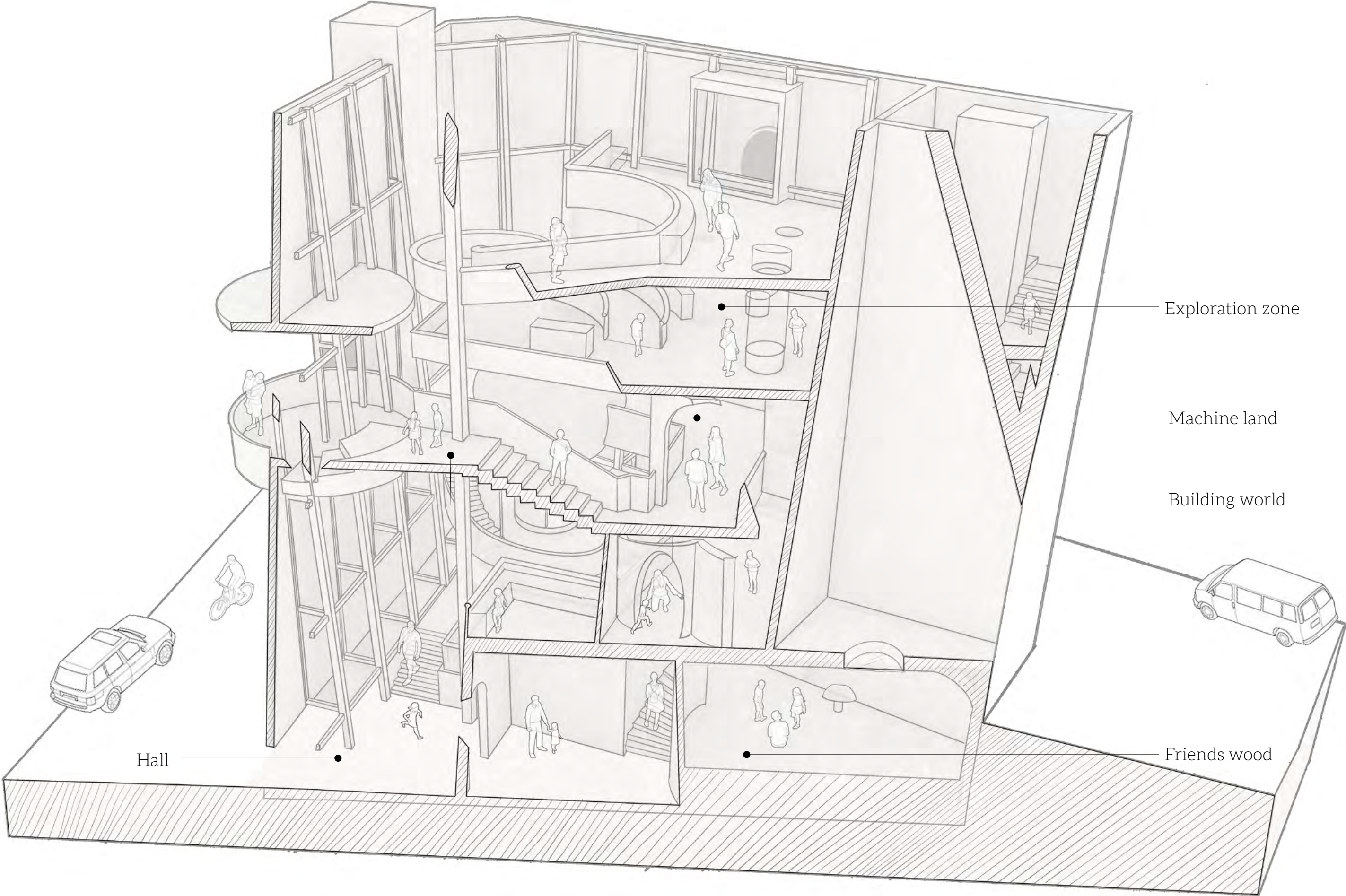


The outer volume is interspersed with the inner space, like an enlarged shape sorted toy.

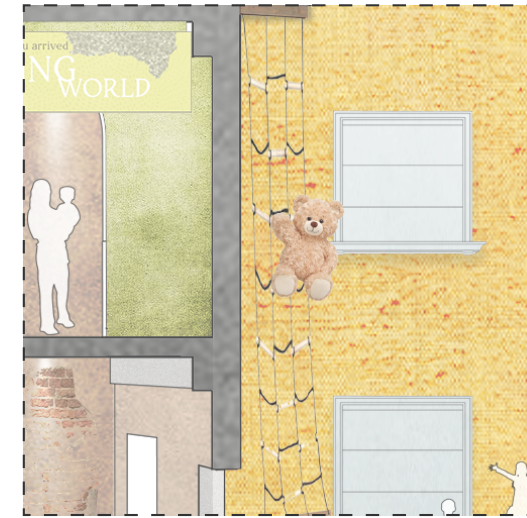
EXTERNAL VOLUME - FACADE SECTION



BUILDING AXO



BUILDING SECTION



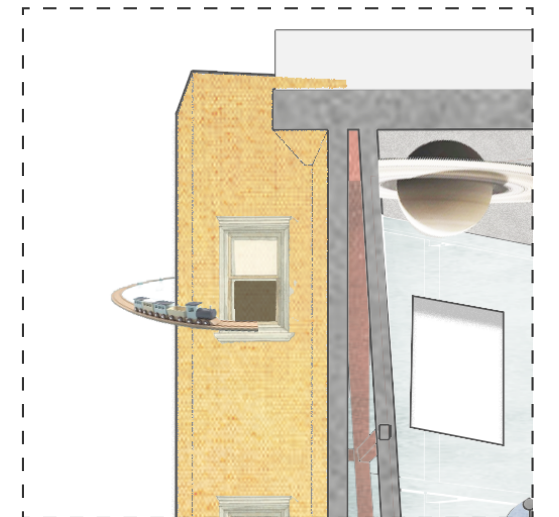
Toy display



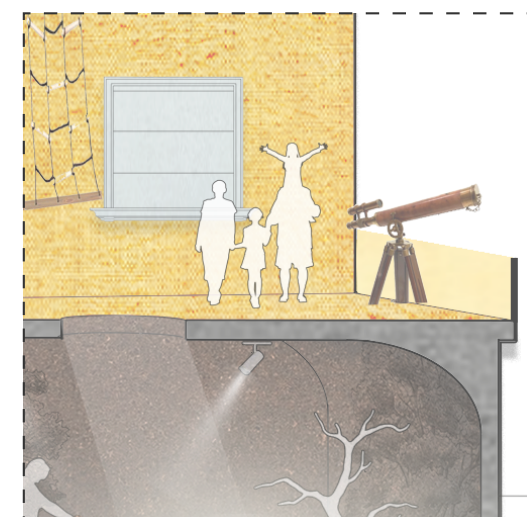
Penetration and extension



Interaction inside and outside



Out and in

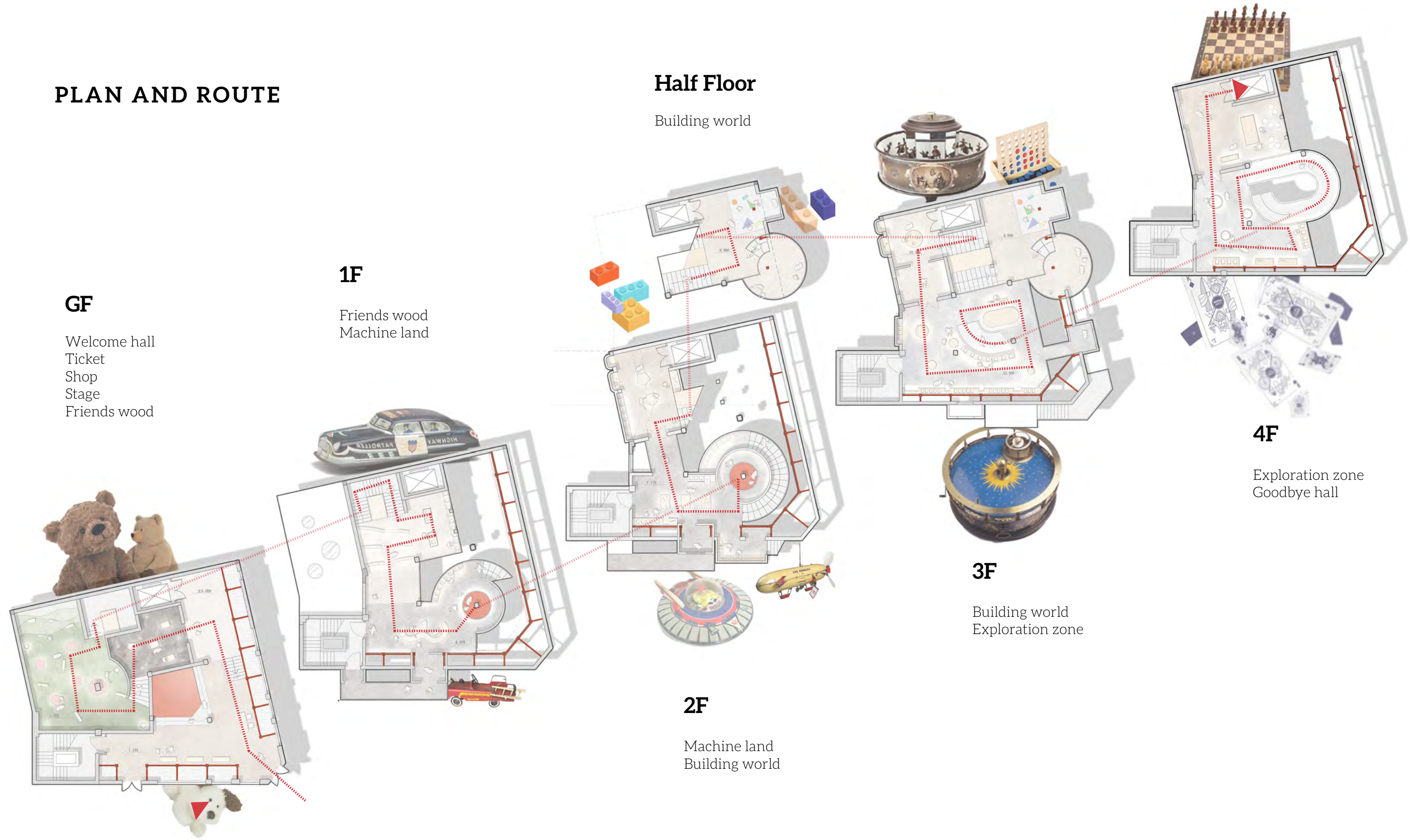


Amusement platform

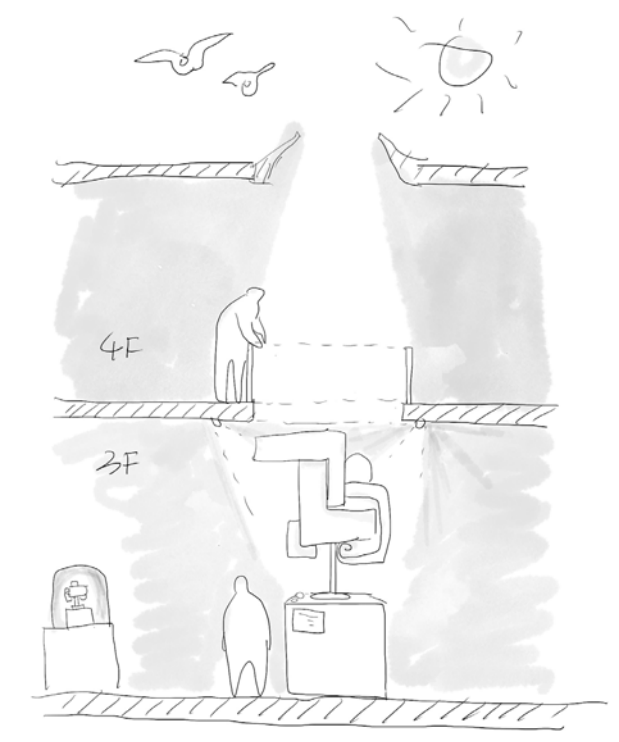
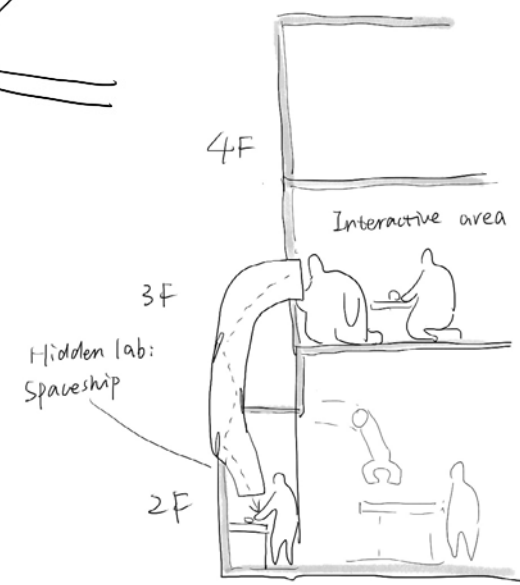
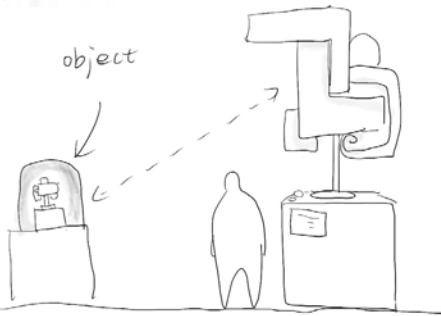
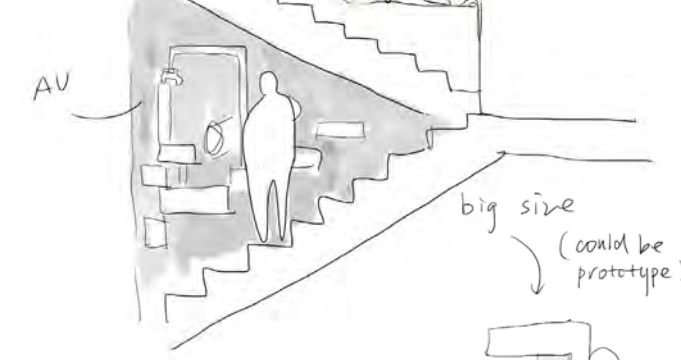
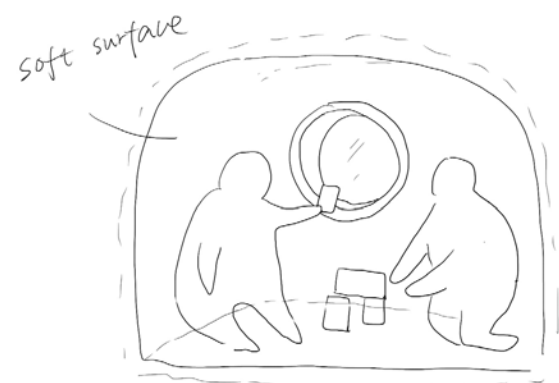
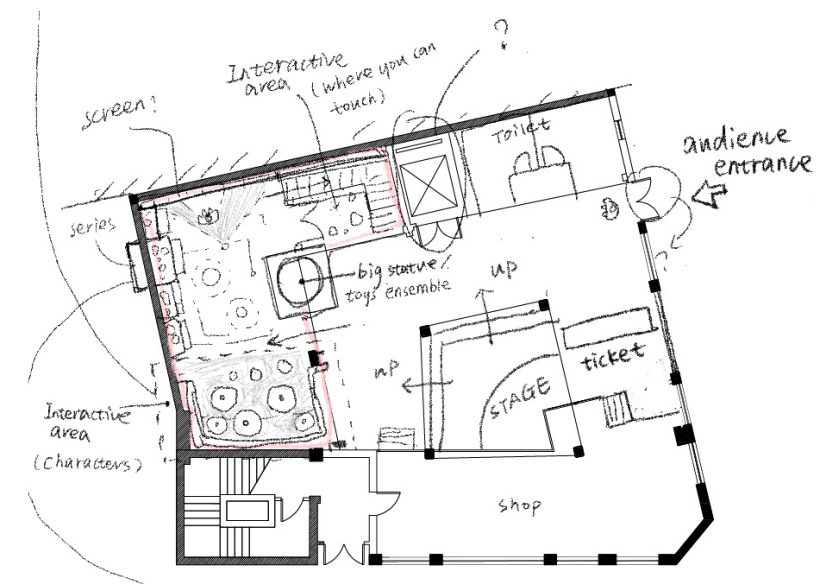
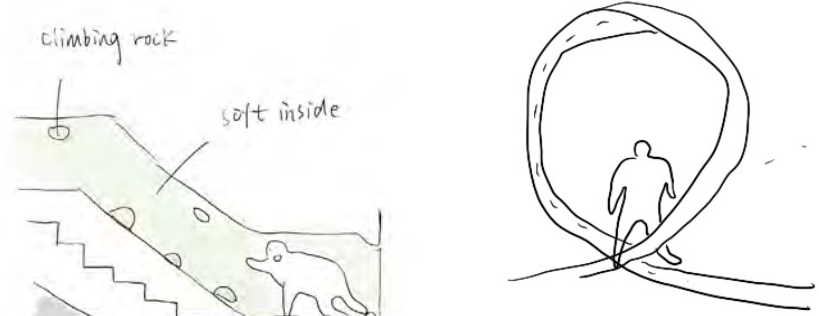
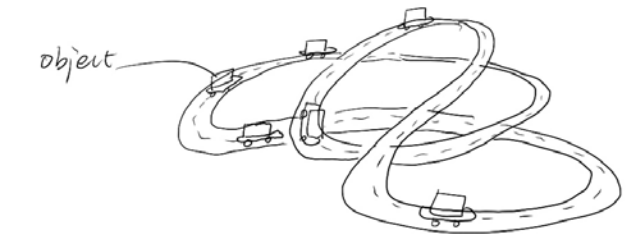
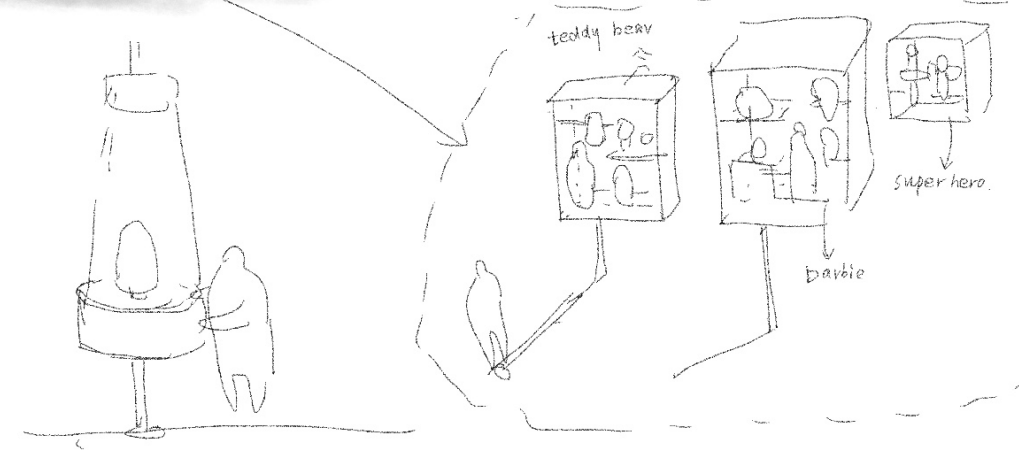
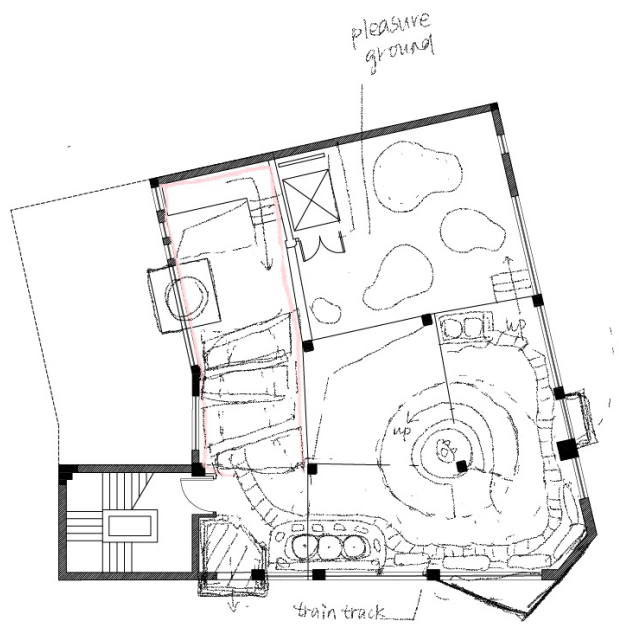
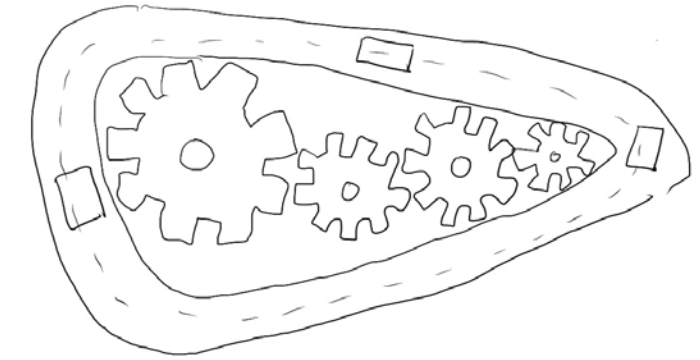
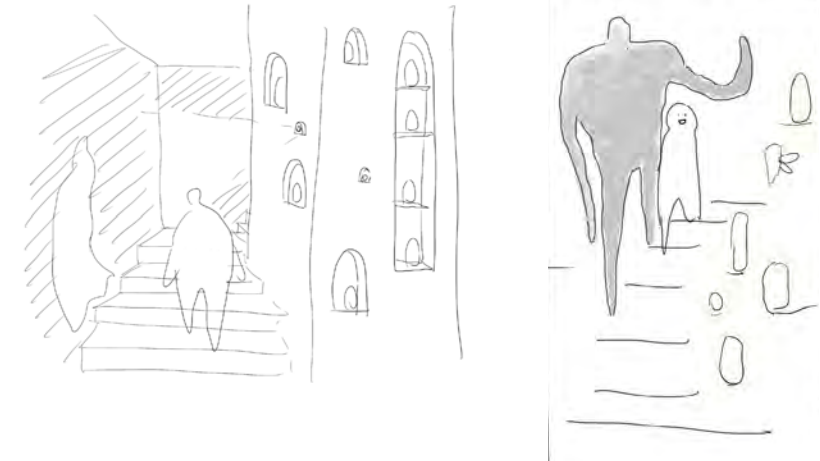
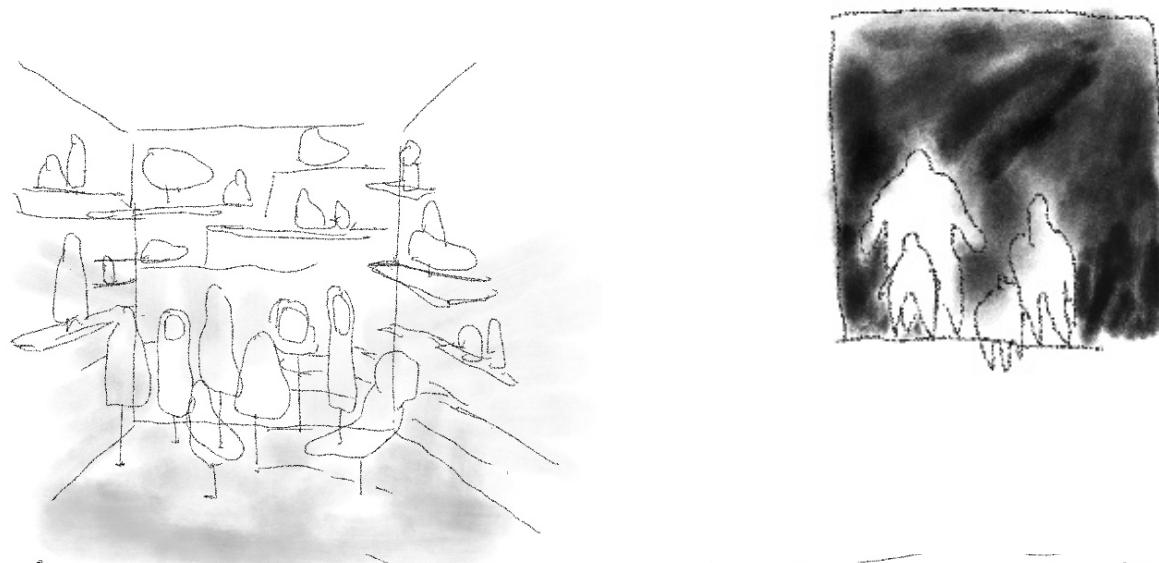
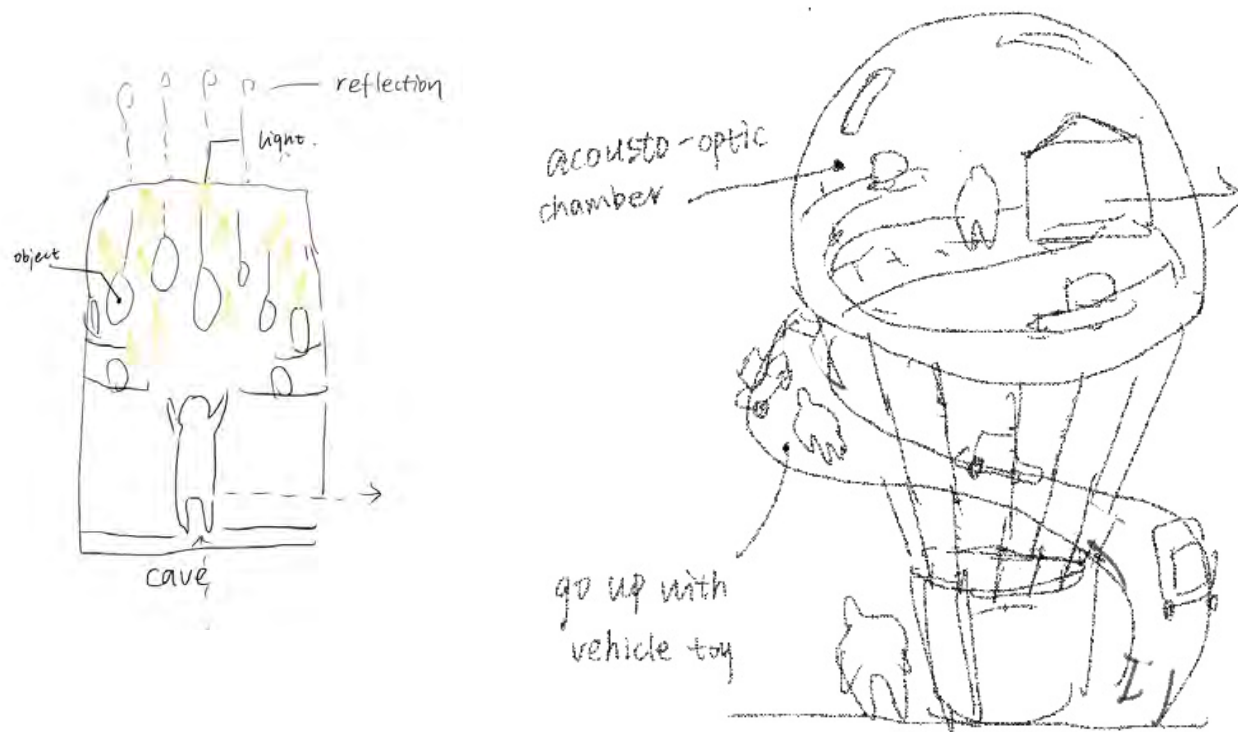


Upper and lower level interaction

PLAN AND ROUTE



DESIGN SKETCH





*PART 4:
Walk-through*

BUILDING APPEARANCE



VISUAL: Entrance



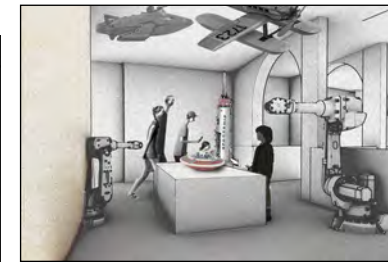
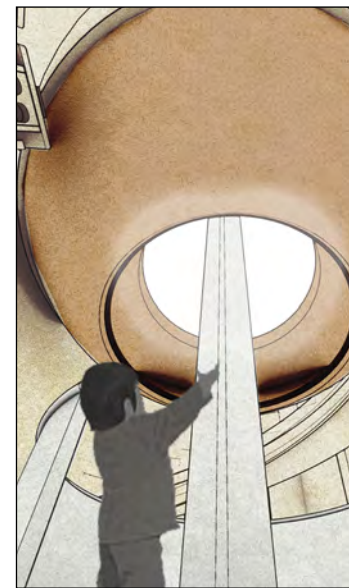
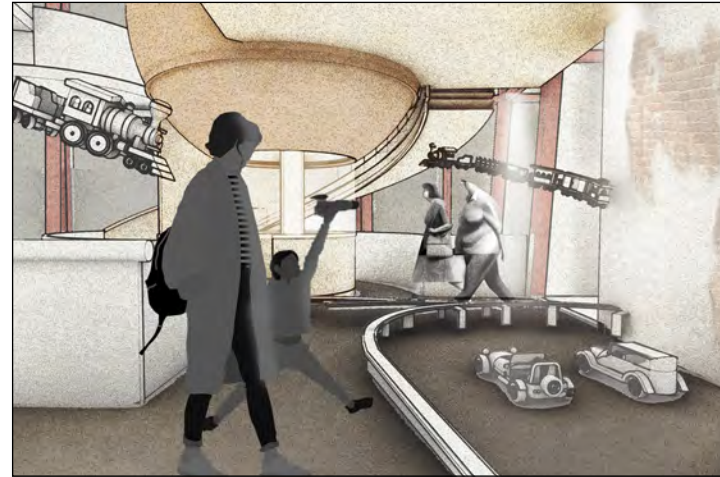
STORY BOARD

START

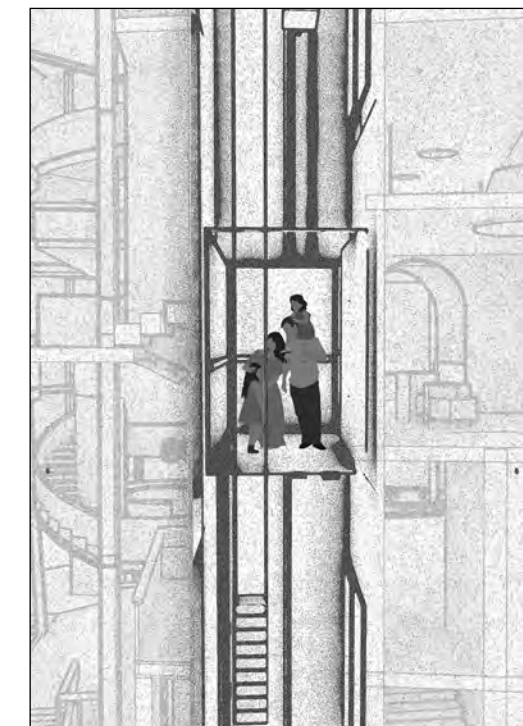
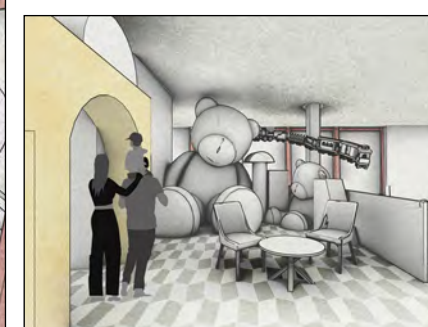
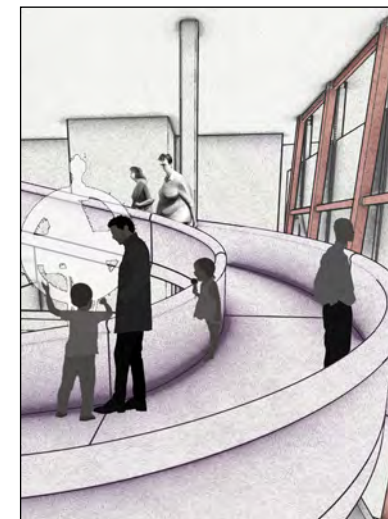
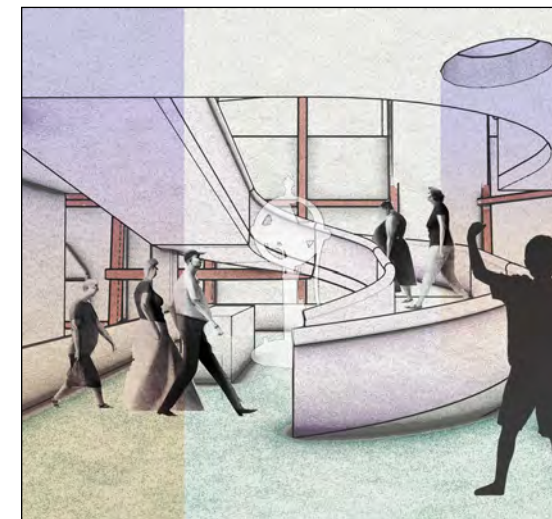
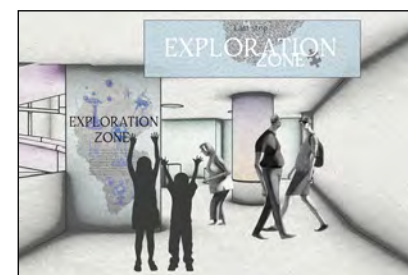
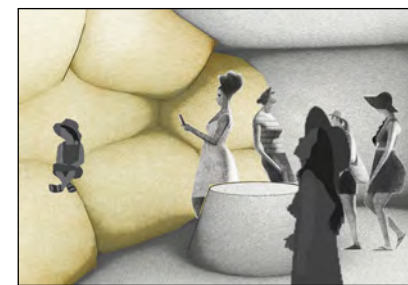


Friends wood

Machine land



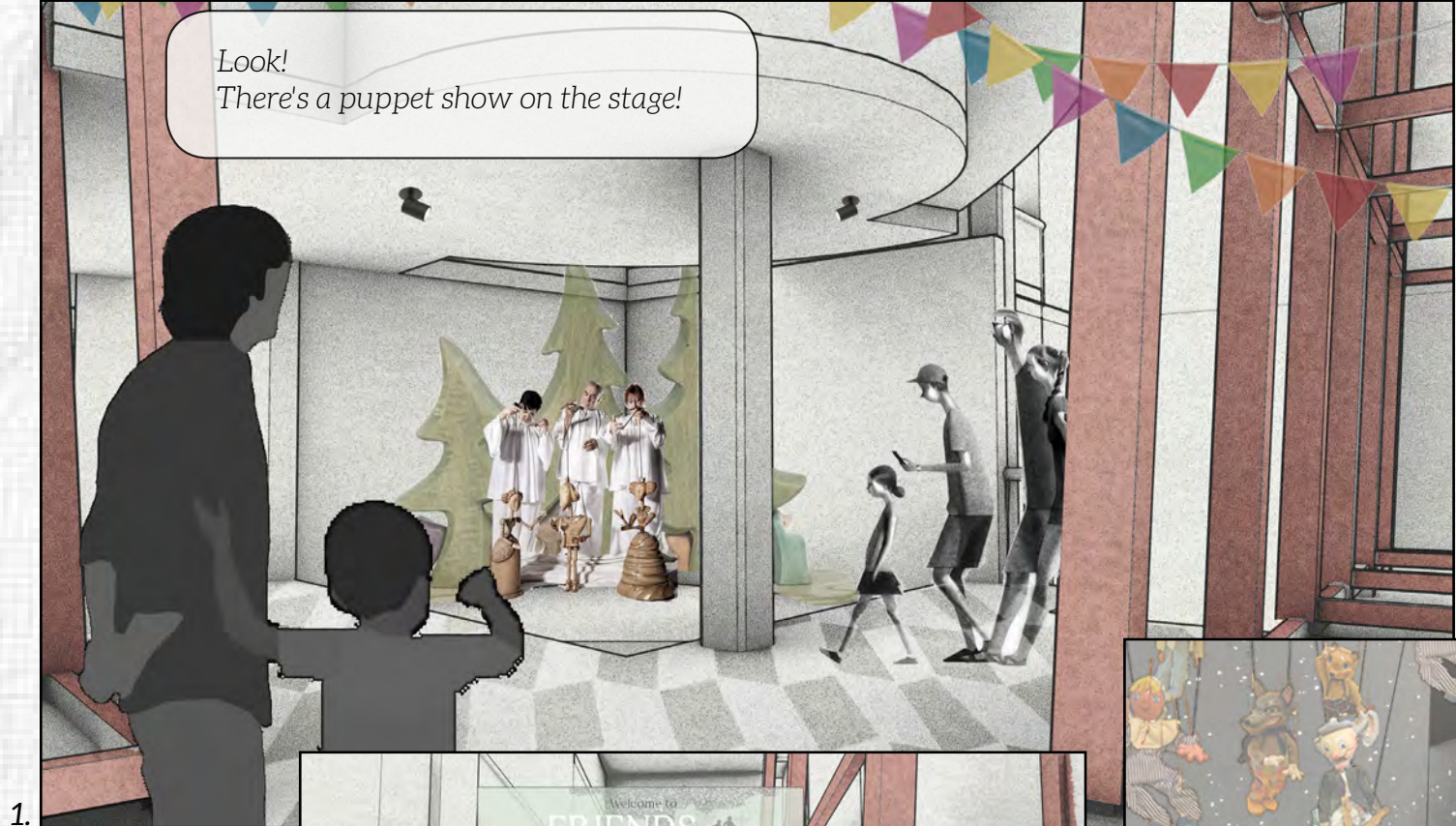
Building world



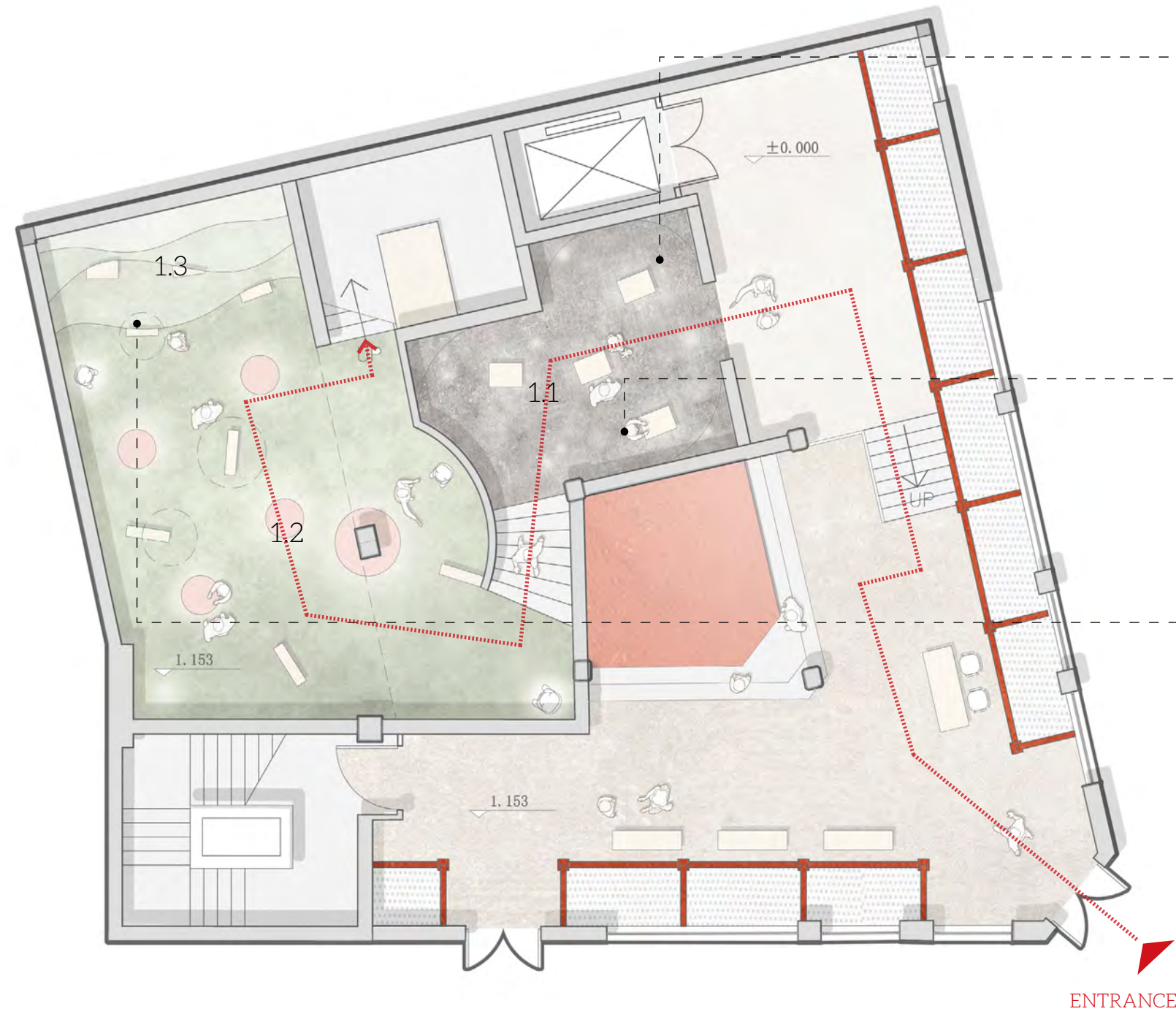
Exploration zone

END

GROUND FLOOR



GROUND FLOOR



Friends wood

- 1.1: Puppet cave
- 1.2: Party in wood
- 1.3: Houses on the hill

Interactive idea



AV idea



Showcase idea

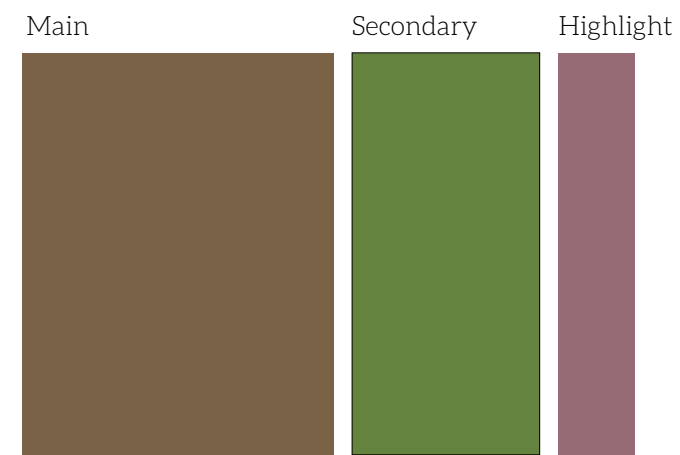


Objects

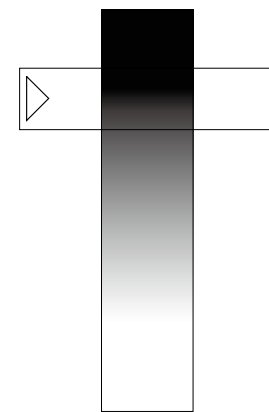


VISUAL: Friends wood

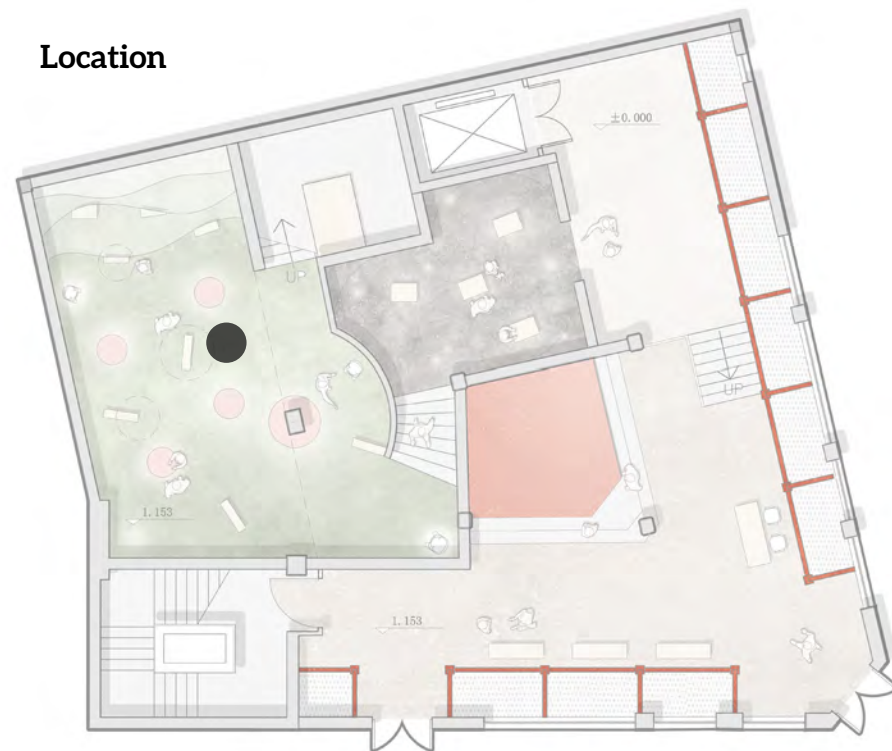
Color palette



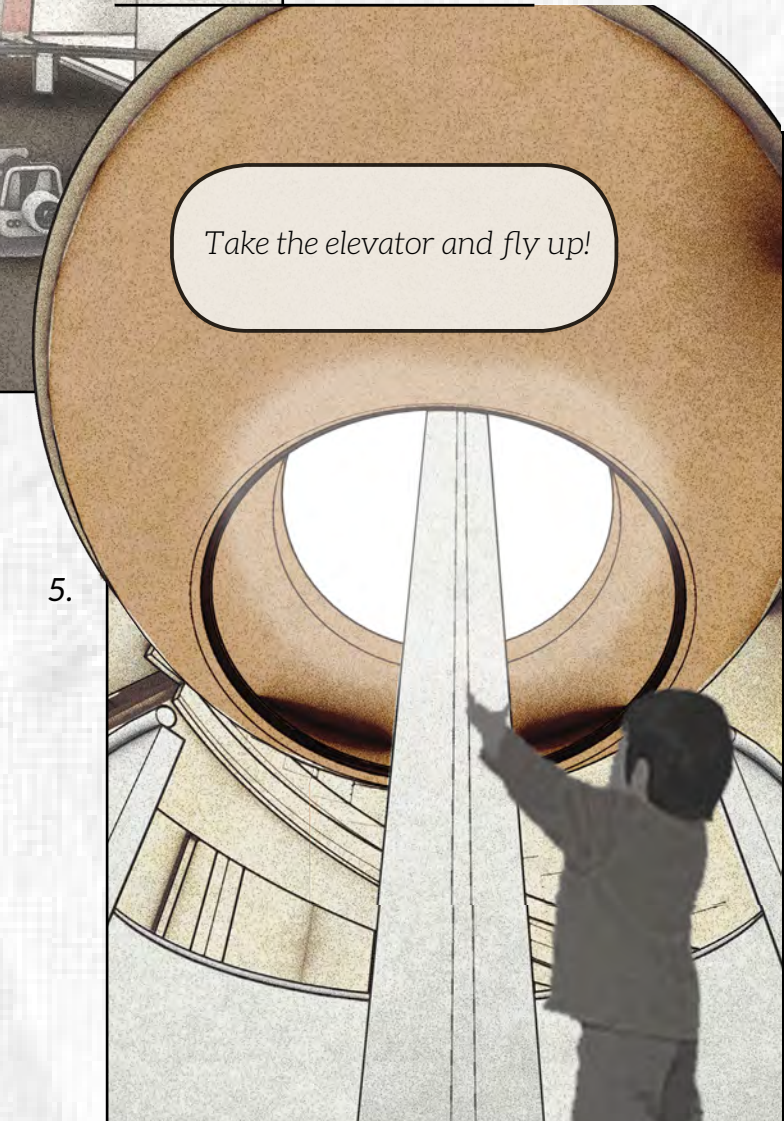
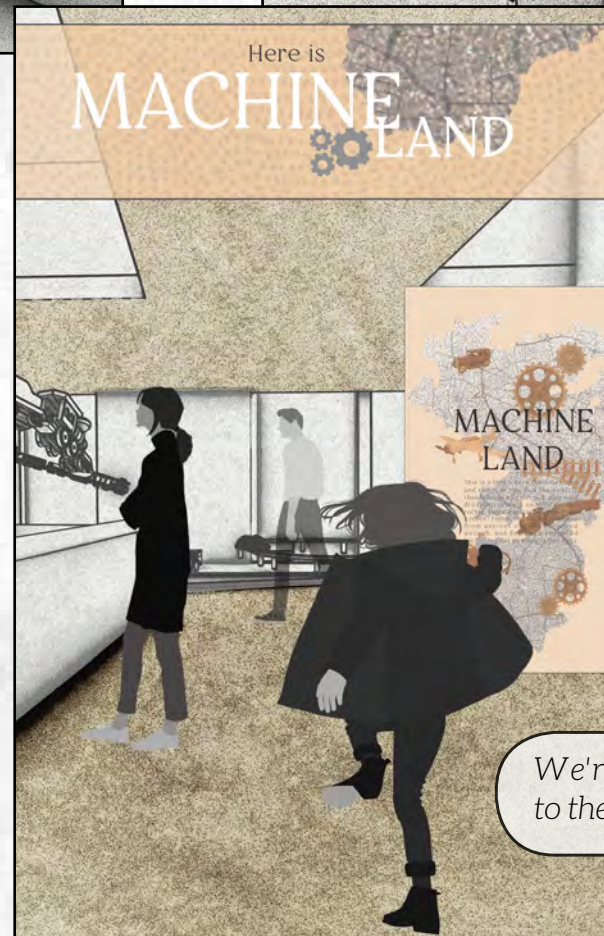
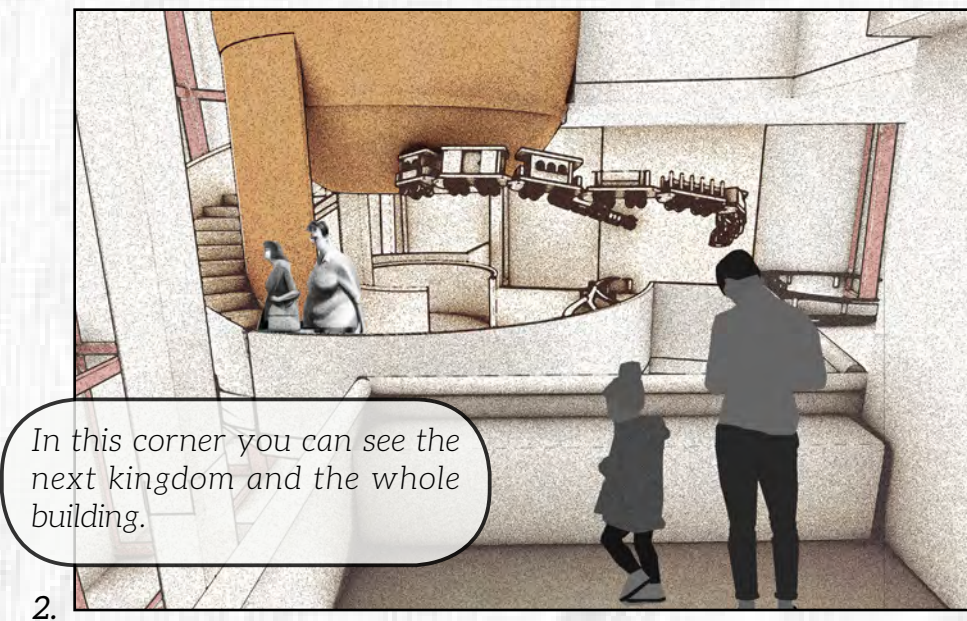
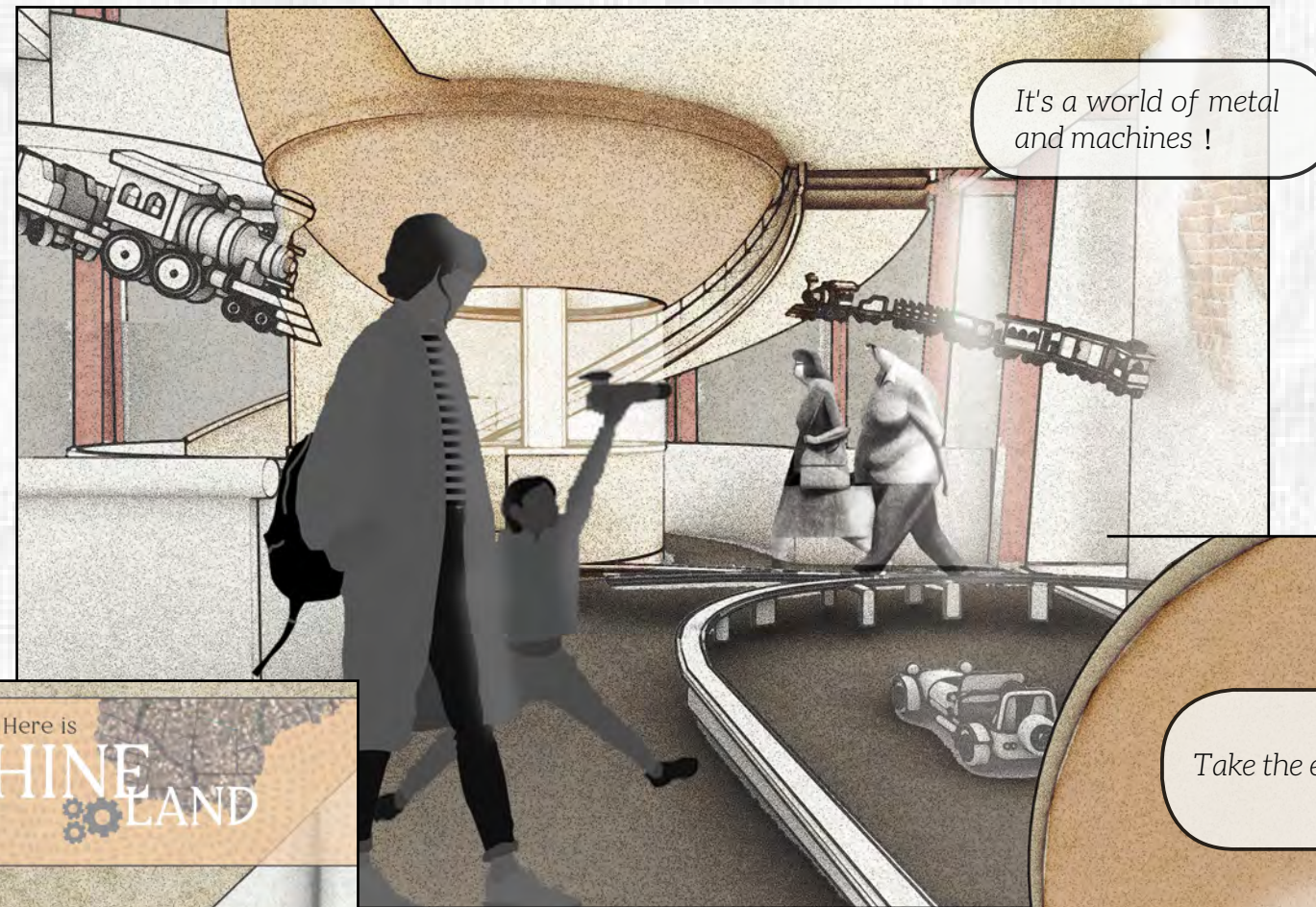
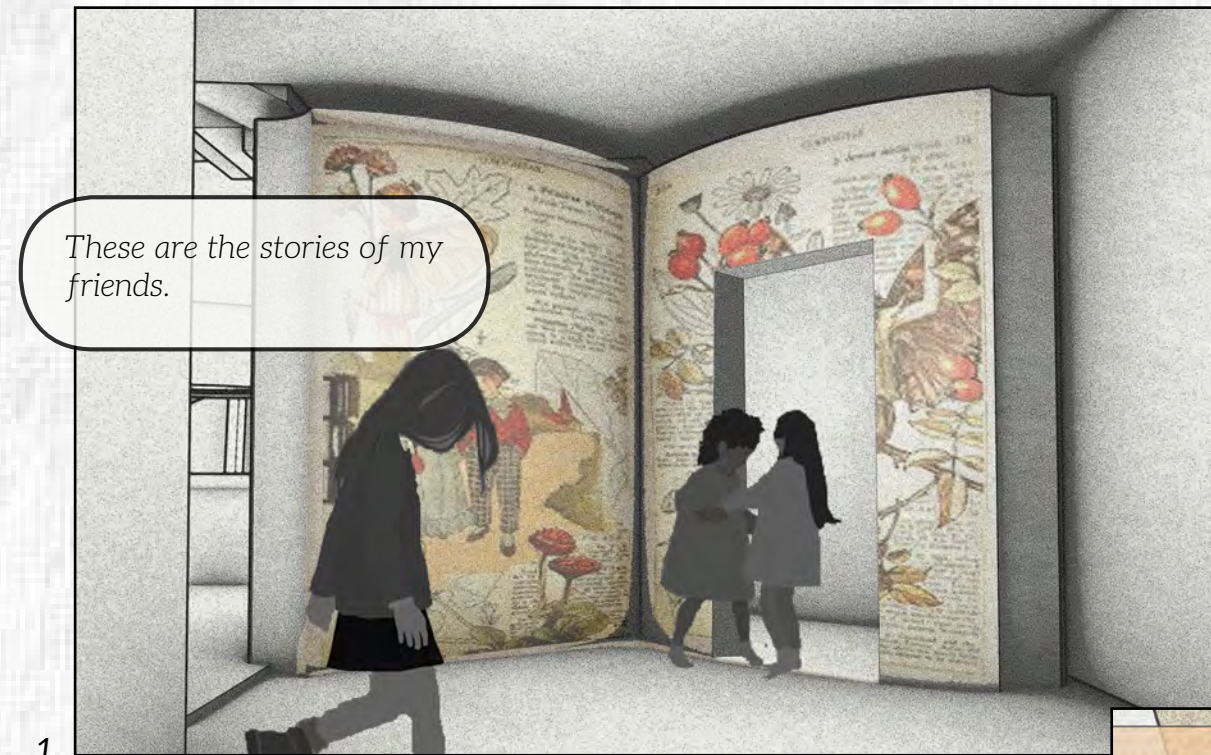
Lighting



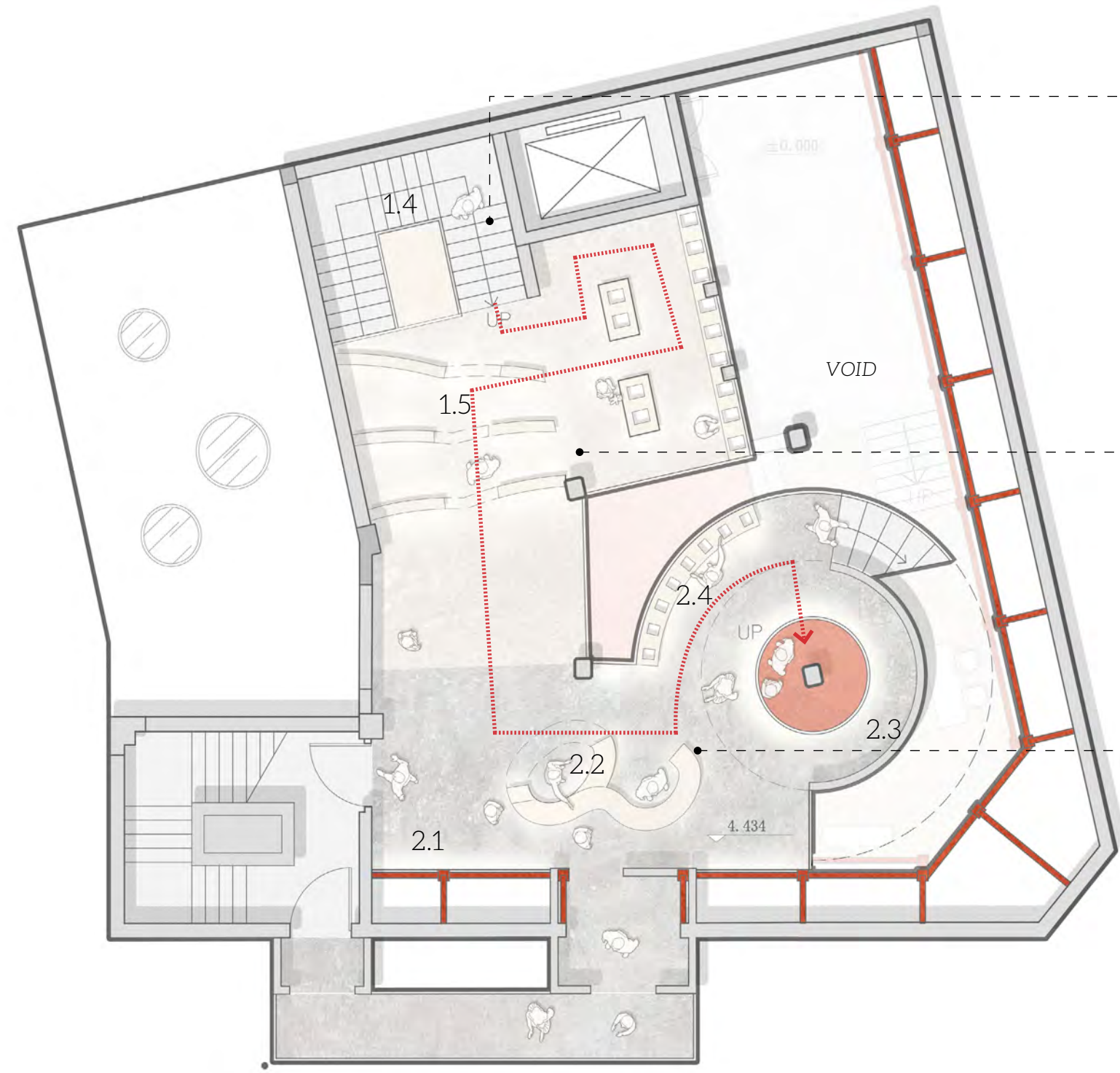
Location



FIRST FLOOR



FIRST FLOOR



Friends wood

- 1.4: Shadow tower
- 1.5: Storybook

Machine land

- 2.1: Rube Goldberg machine
- 2.2: Car factory
- 2.3: Boat and boarding
- 2.4: Train station

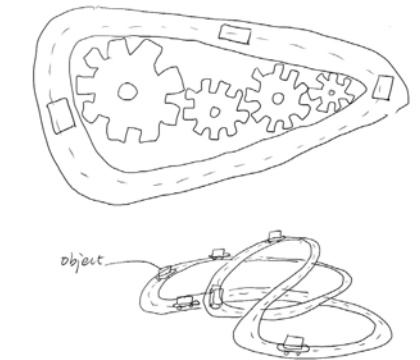
AV idea



Interactive idea



Showcase idea



Objects





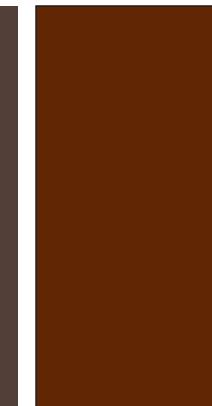
VISUAL: Machine land

Color palette

Main



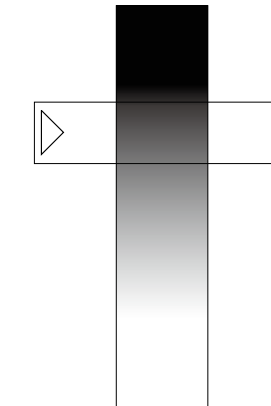
Secondary



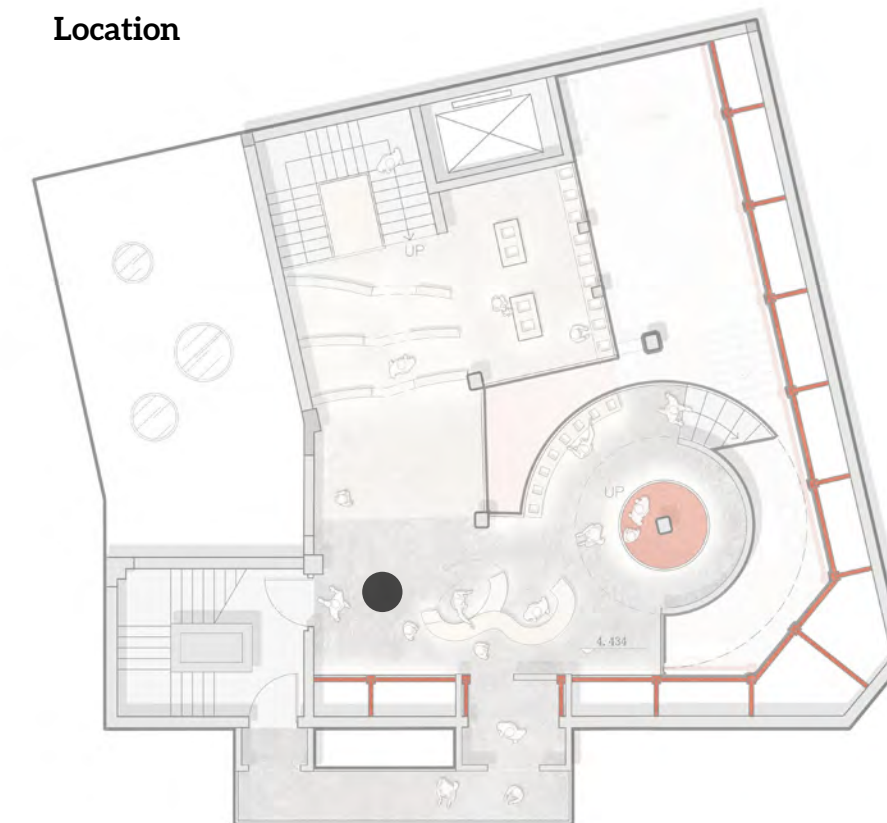
Highlight



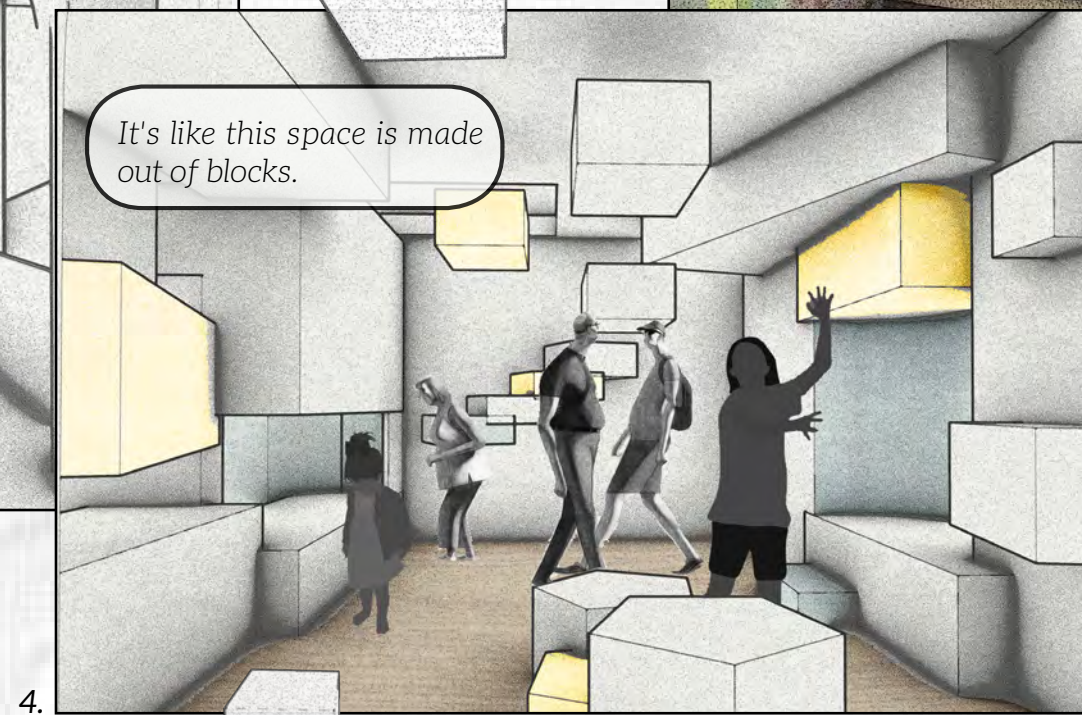
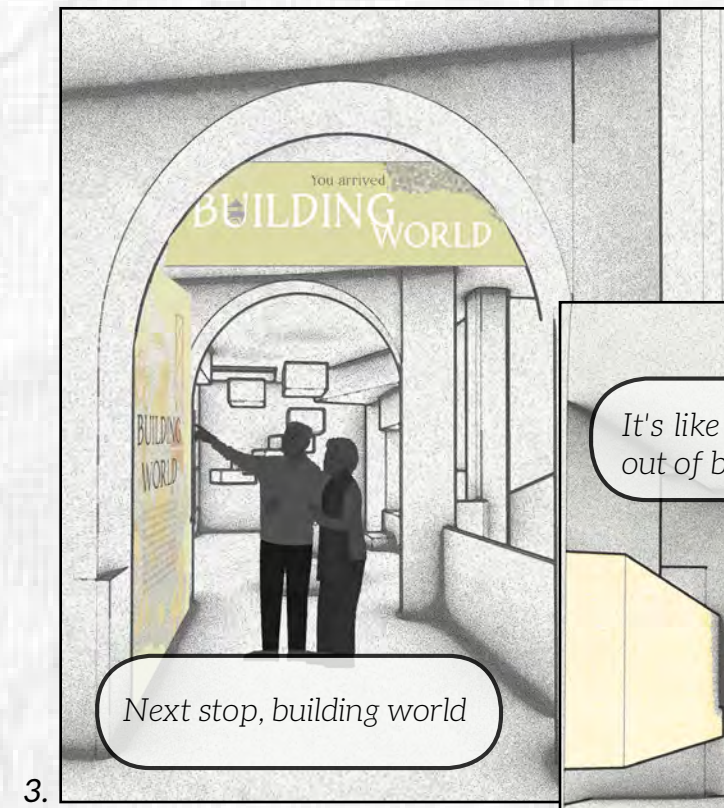
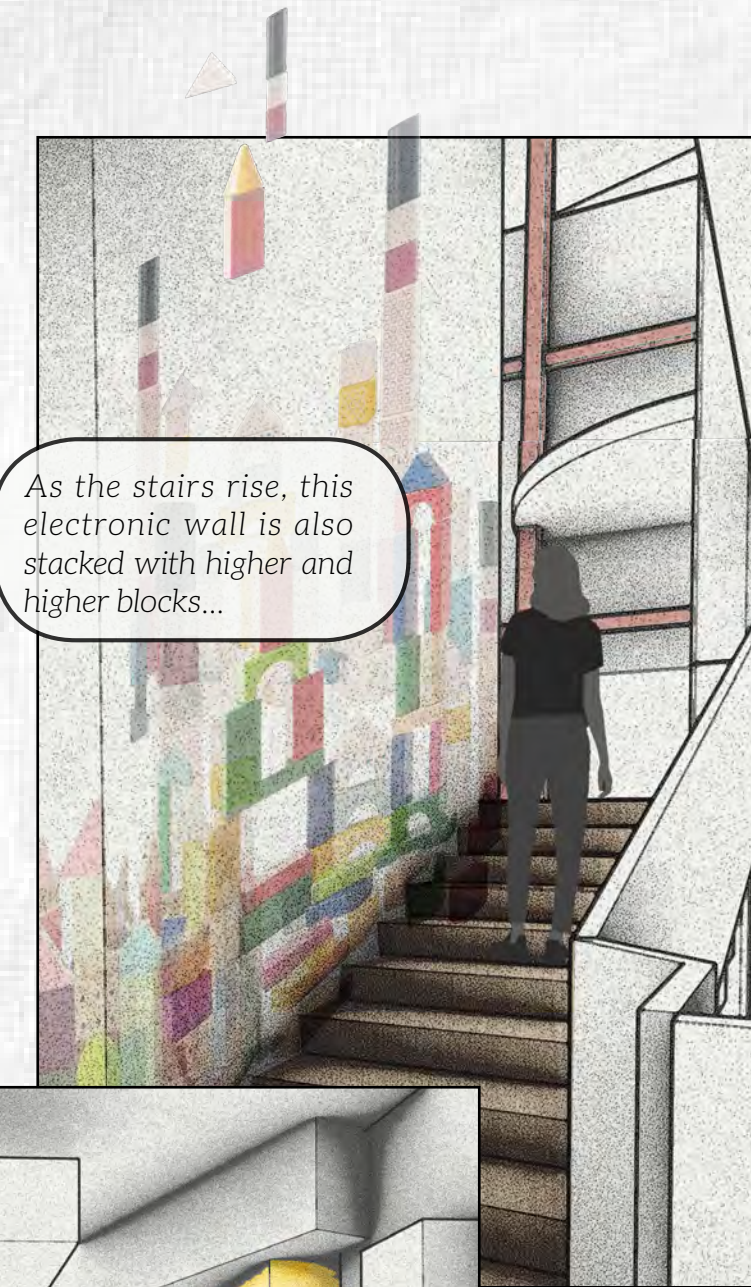
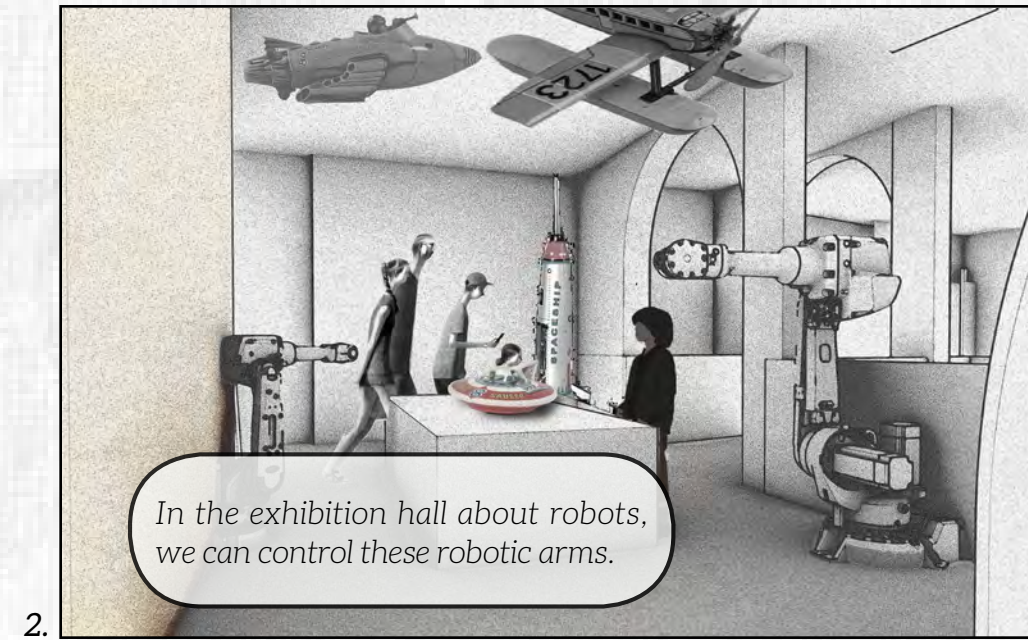
Lighting



Location

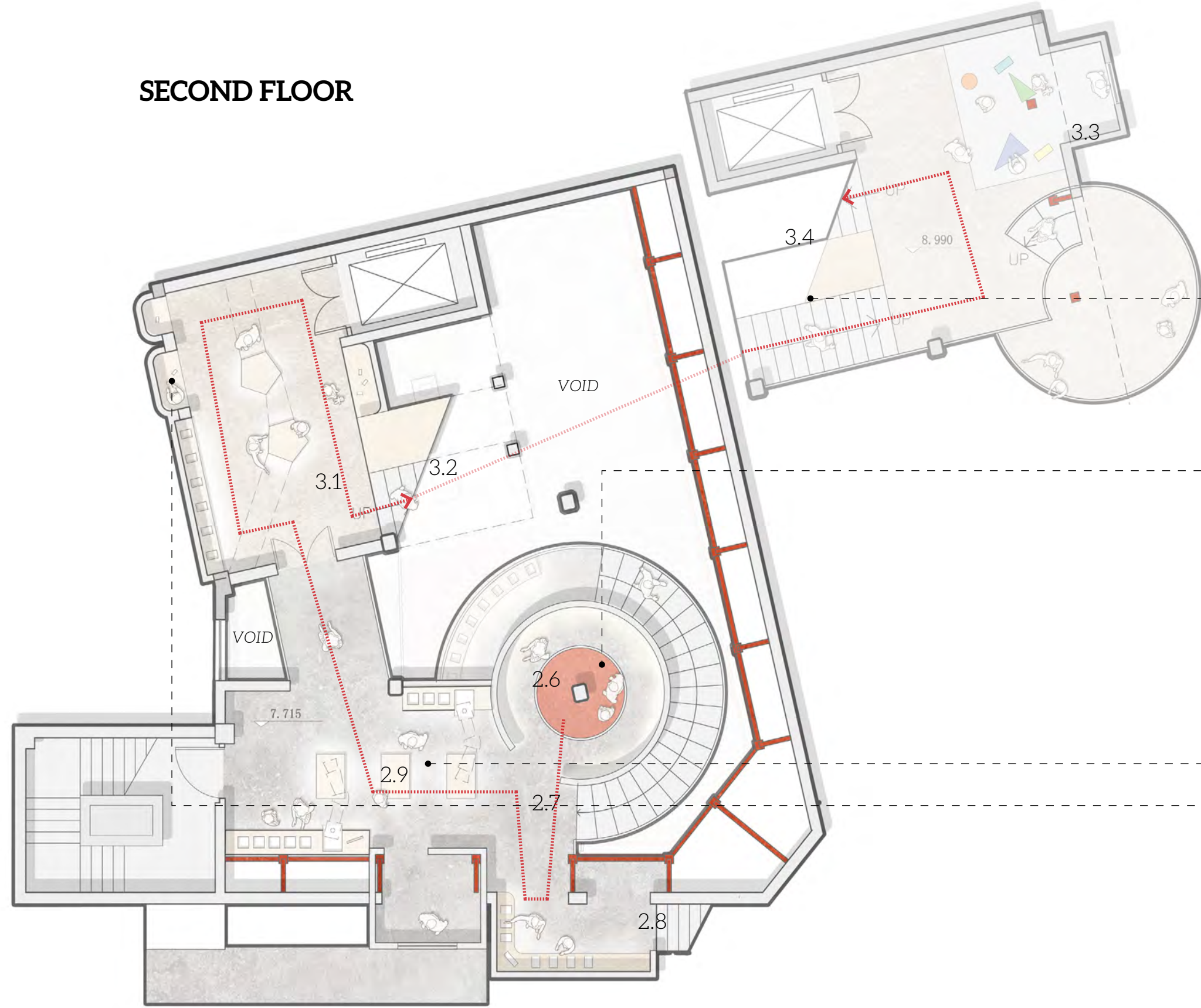


SECOND FLOOR



5.

SECOND FLOOR



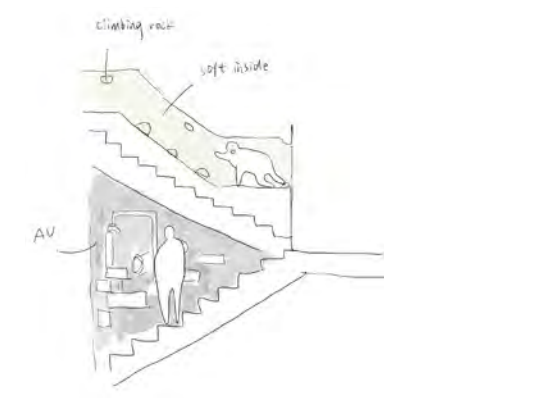
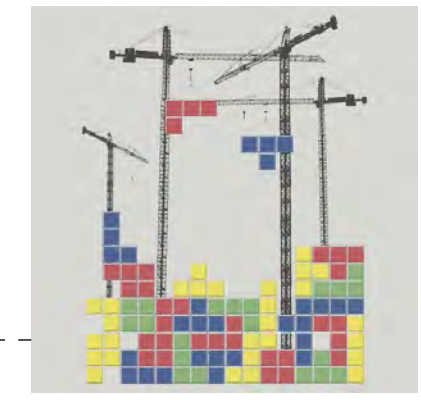
Machine land

- 2.6: Spherical video hall
- 2.7: Plane and rocket
- 2.8: Hidden Lab: Spaceship
- 2.9: Robot

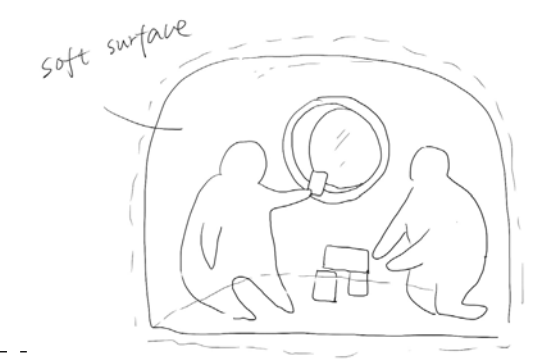
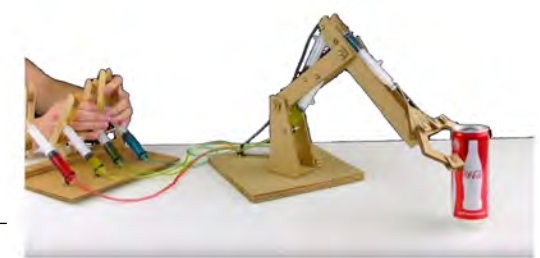
Building world

- 3.1: Construction toys
- 3.2: Growing blocks
- 3.3: Build big blocks
- 3.4: Climbing tunnel

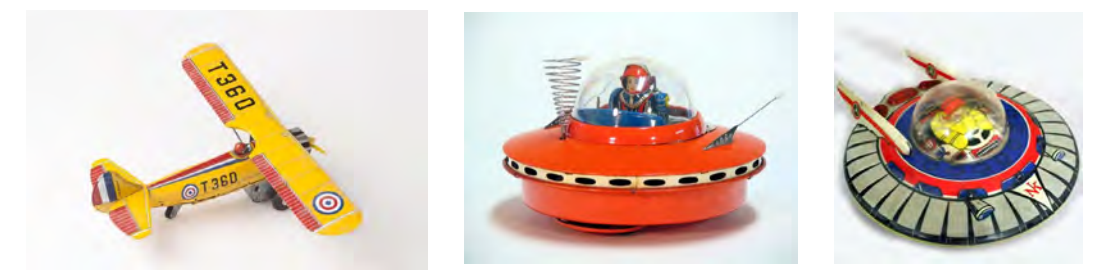
AV idea



Interactive idea

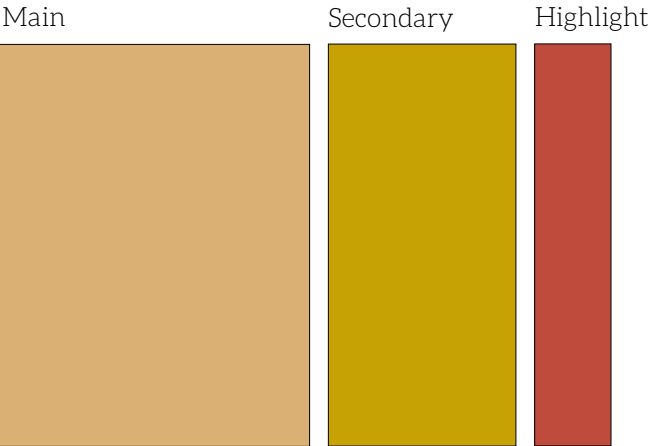


Objects

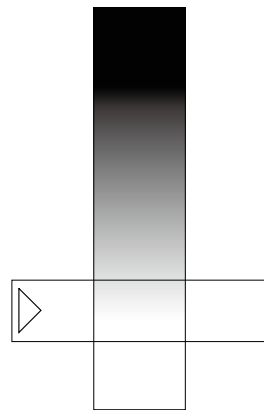


VISUAL: Building world

Color palette



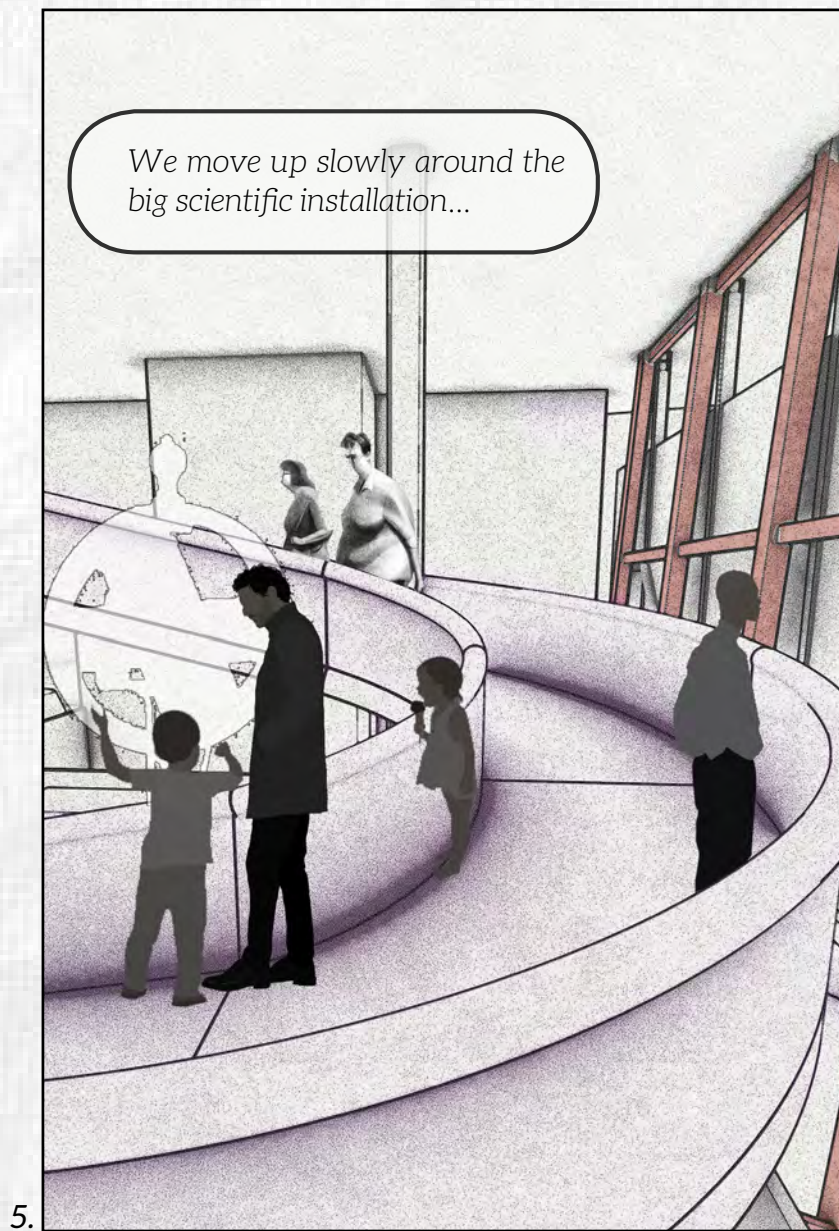
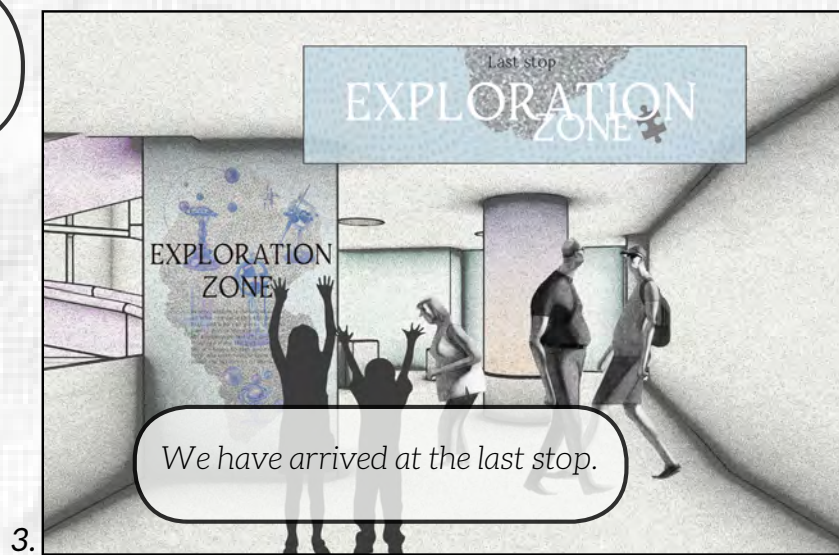
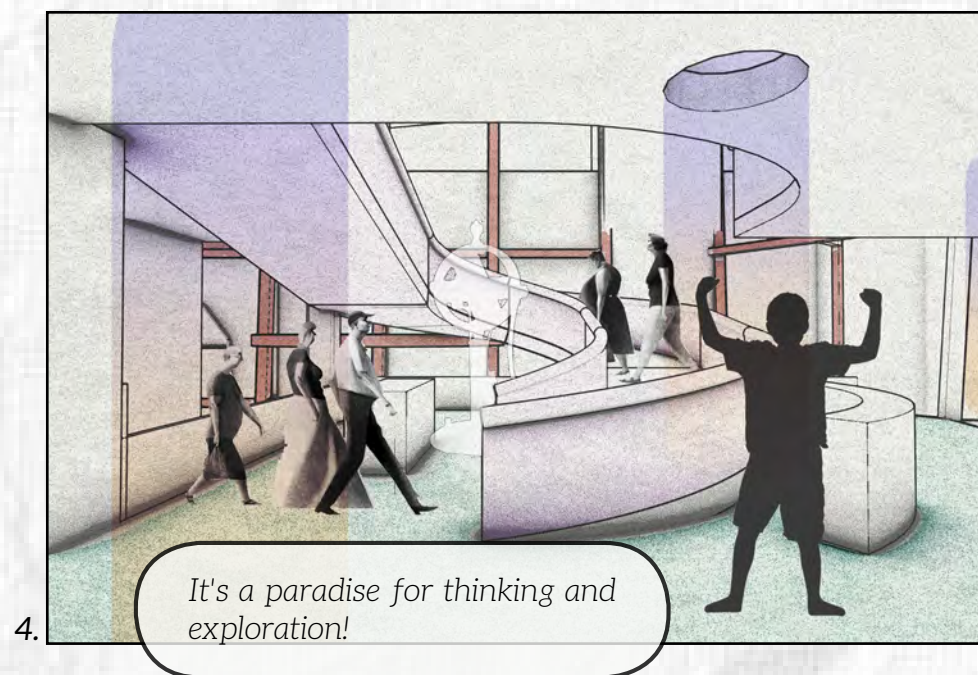
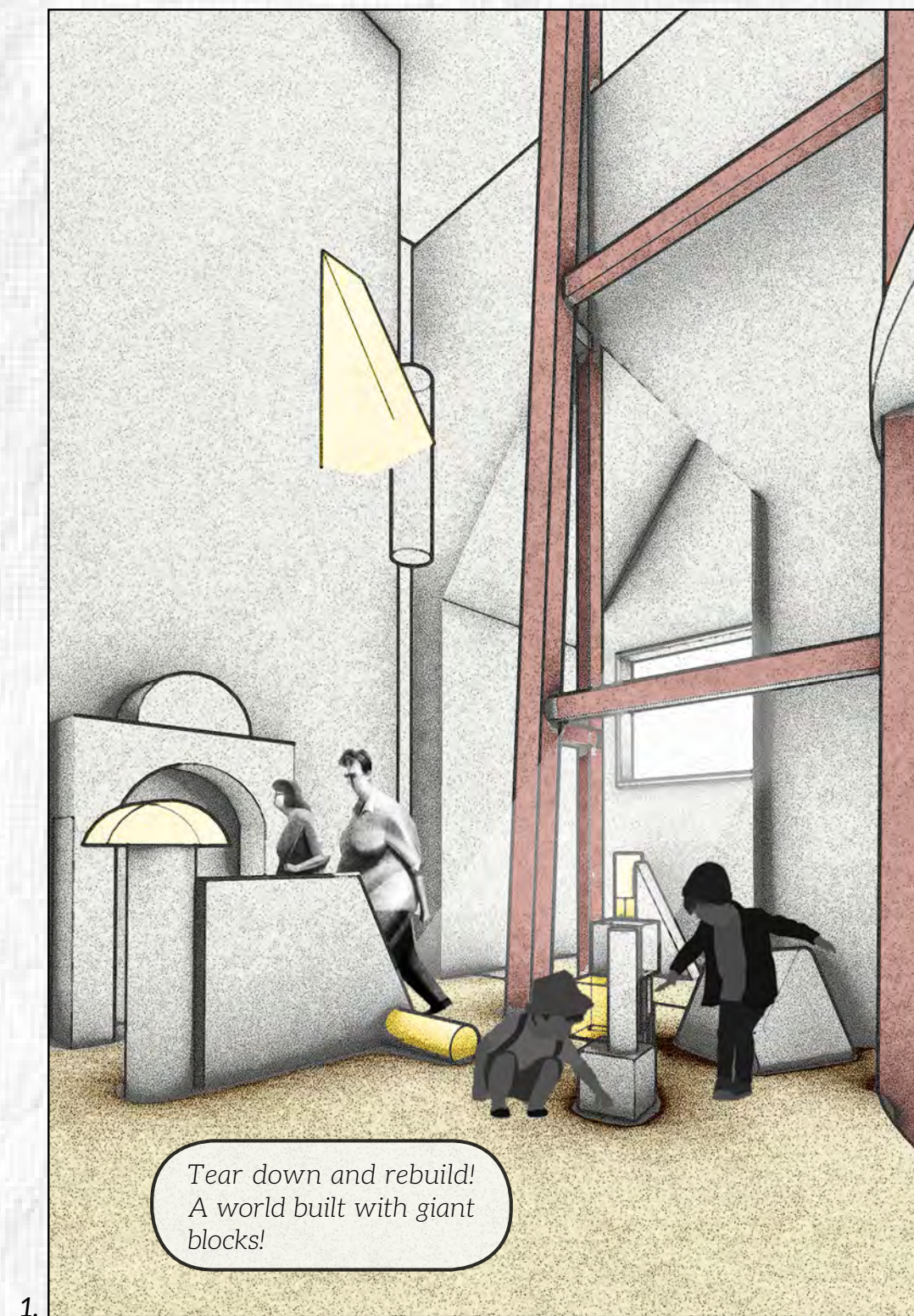
Lighting



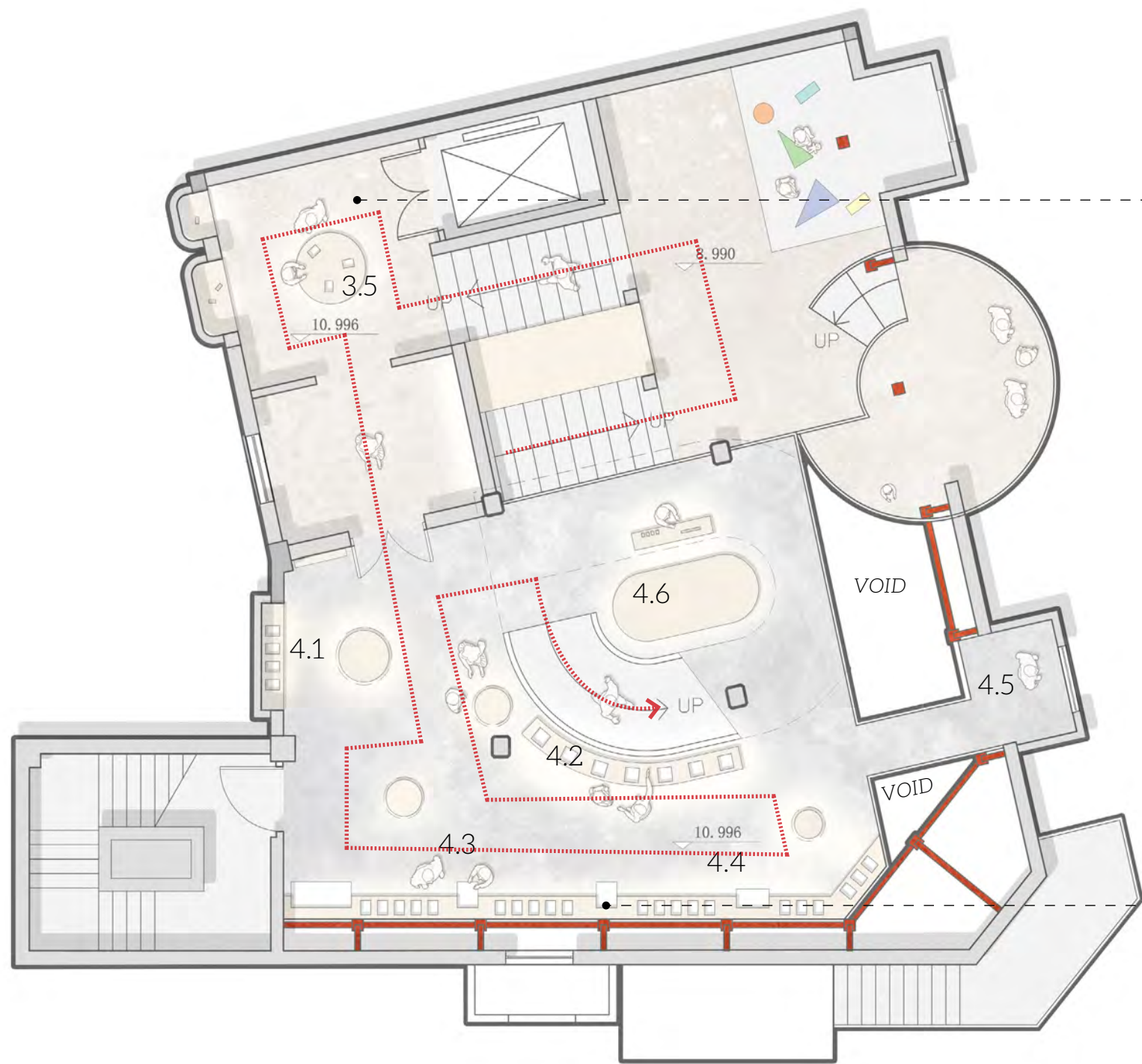
Location



THIRD FLOOR



THIRD FLOOR



Building world

3.5: Plasticine

Exploration zone

- 4.1: Puzzle
- 4.2: Strategy toys
- 4.3: Sound toys
- 4.4: Optical toys
- 4.5: Darkroom
- 4.6: Big device

Interactive idea



Showcase idea



Objects

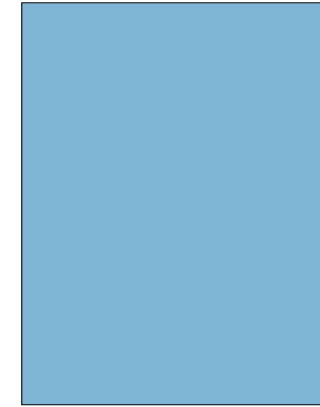




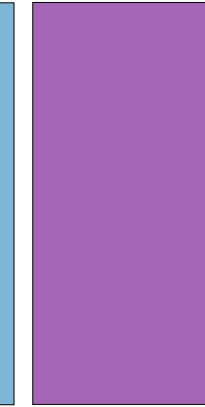
VISUAL: Exploration zone

Color palette

Main



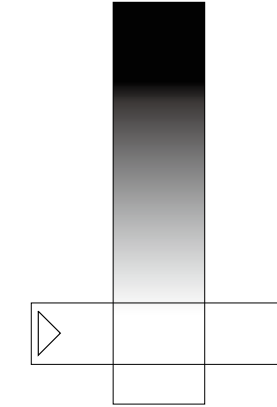
Secondary



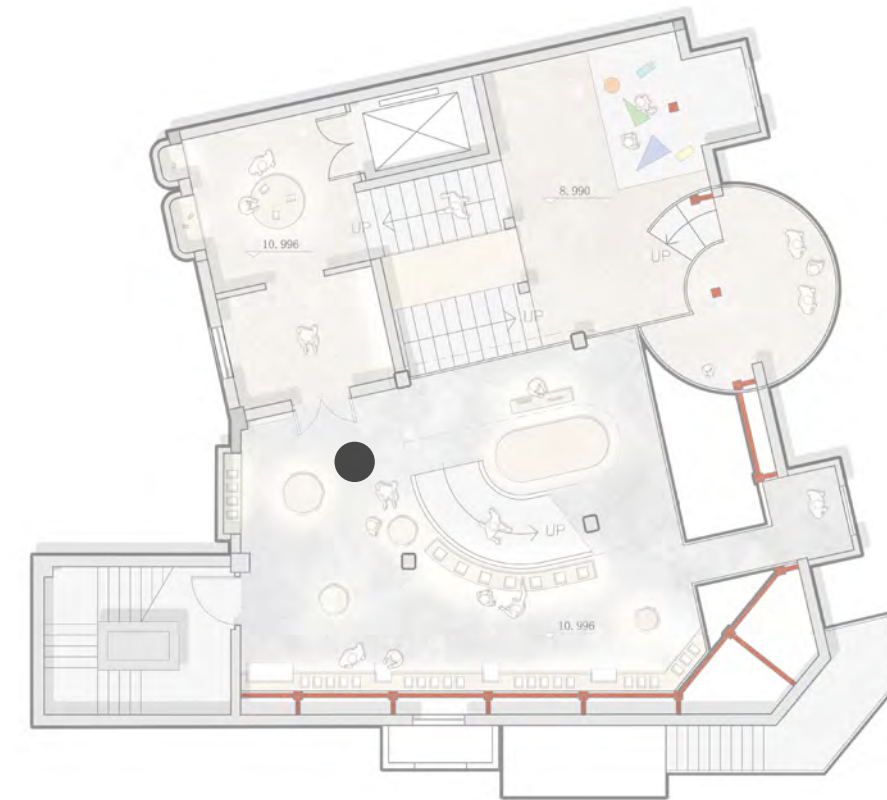
Highlight



Lighting



Location

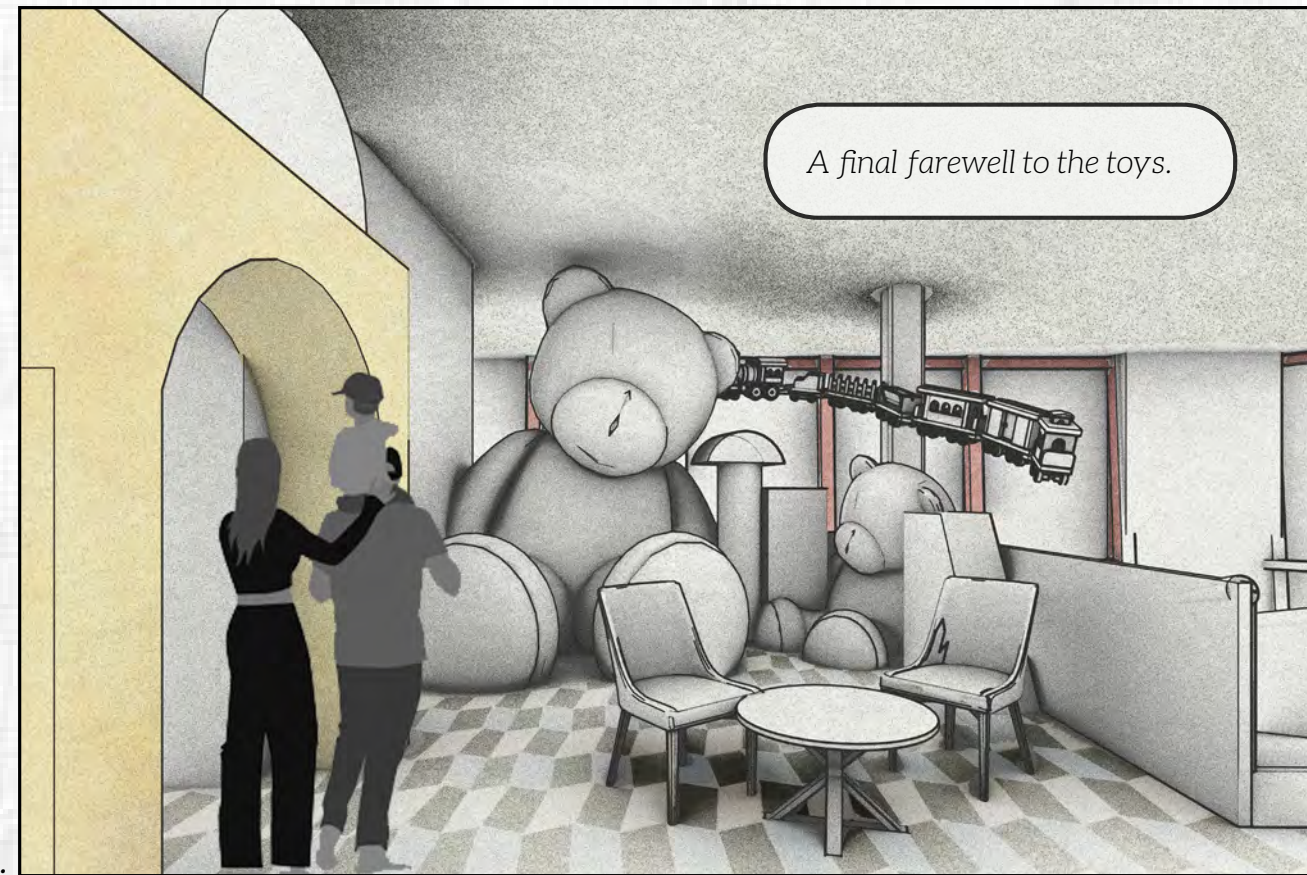


FOURTH FLOOR



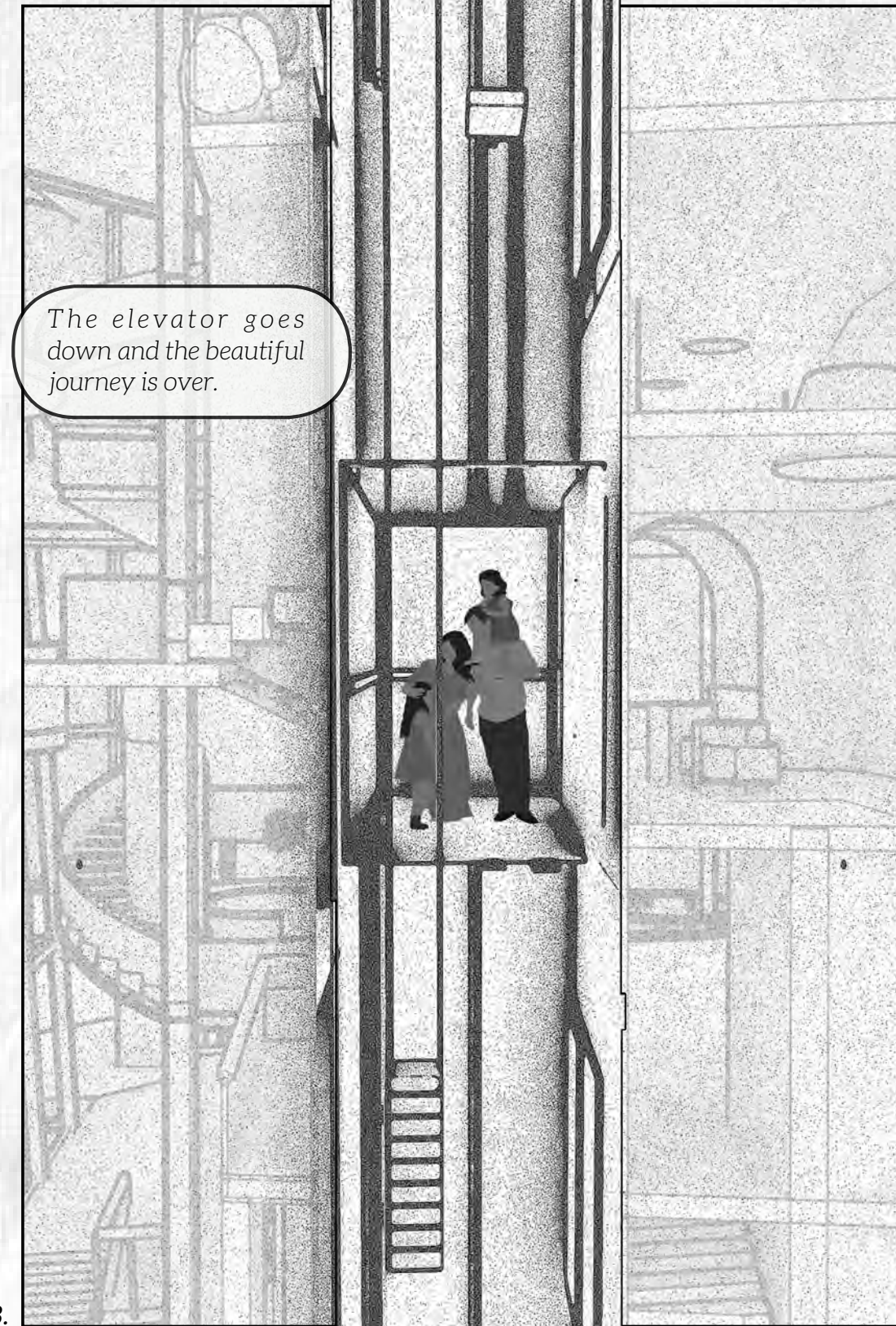
Drop the magnetic balls and they will float up and interact with the exhibits below!

1.



A final farewell to the toys.

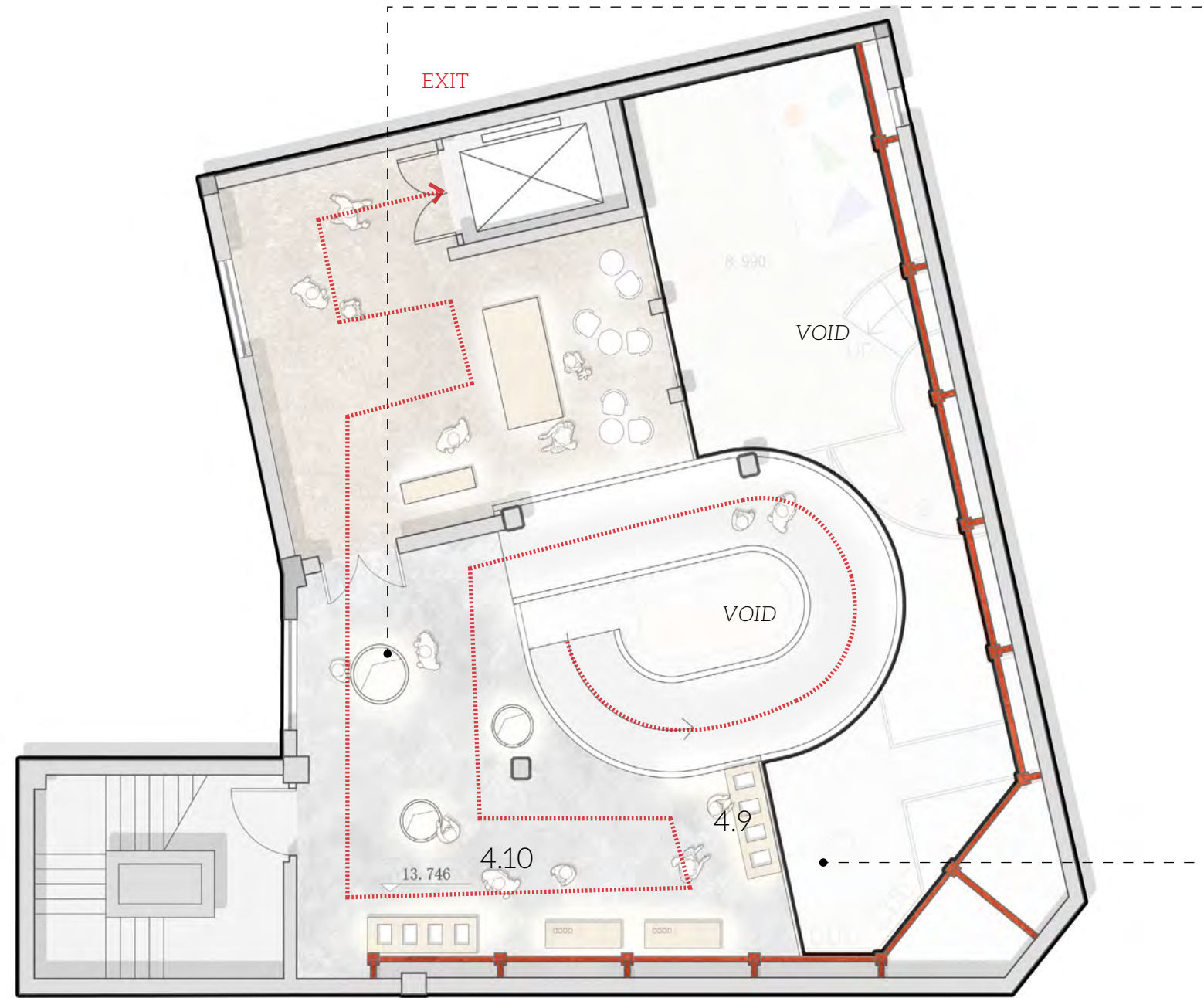
2.



The elevator goes down and the beautiful journey is over.

3.

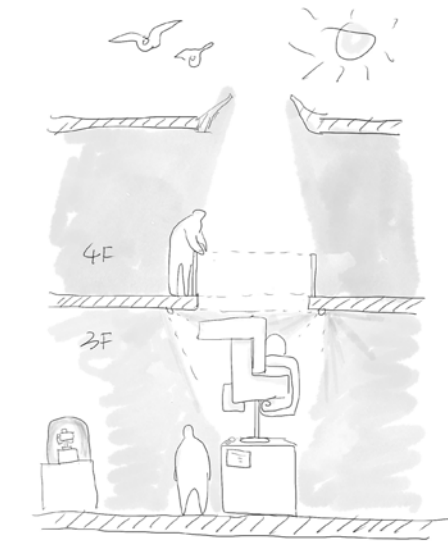
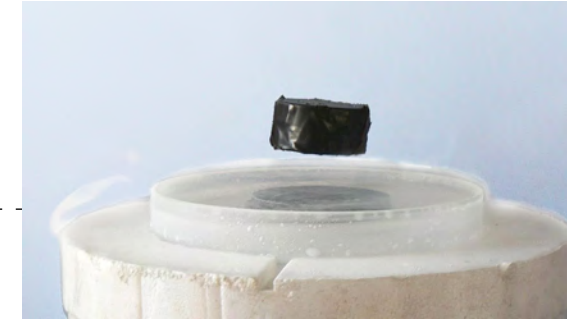
FOURTH FLOOR



Exploration zone

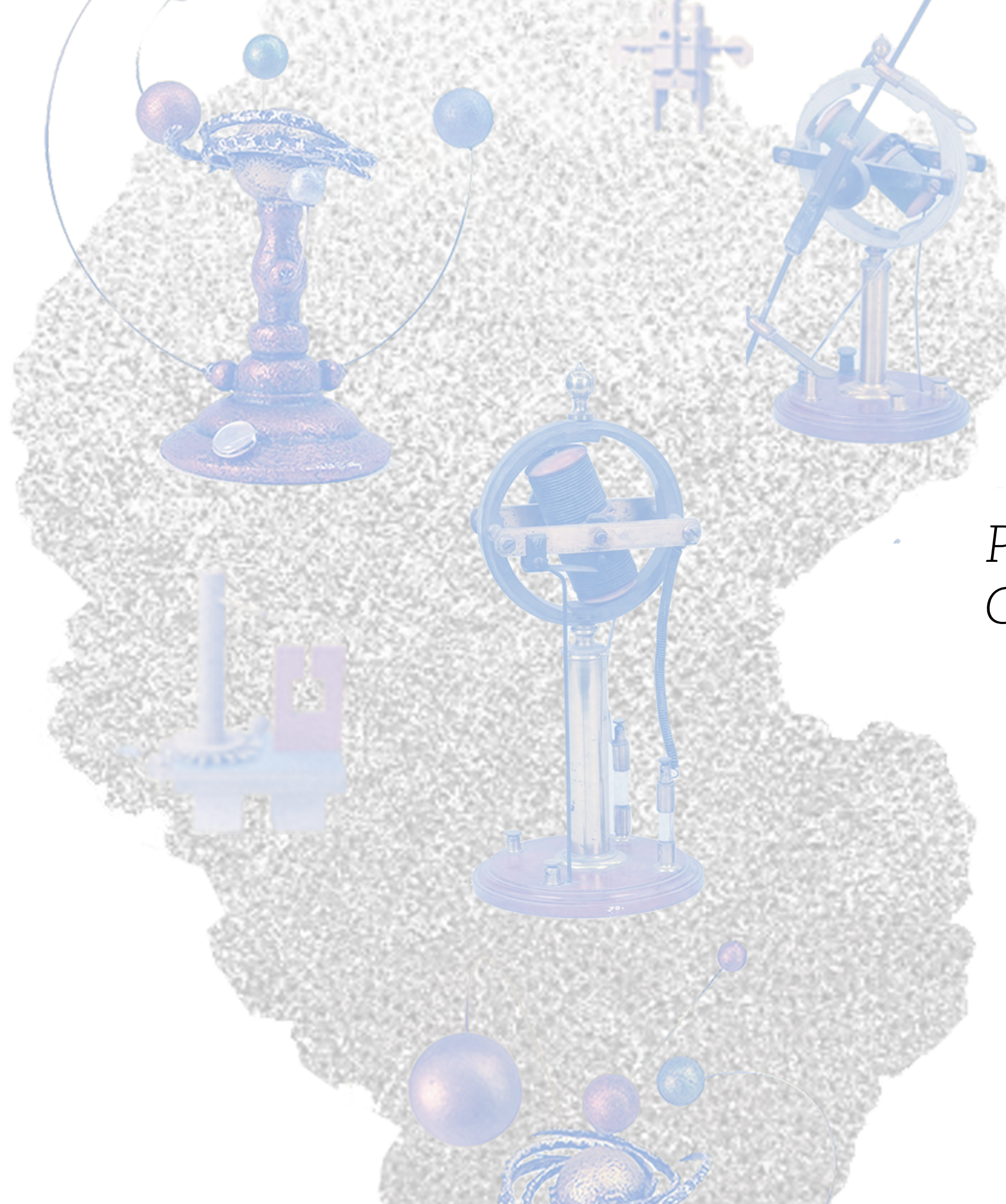
- 4.9: Science set
- 4.10: Cards and Chess

Interactive idea



Objects



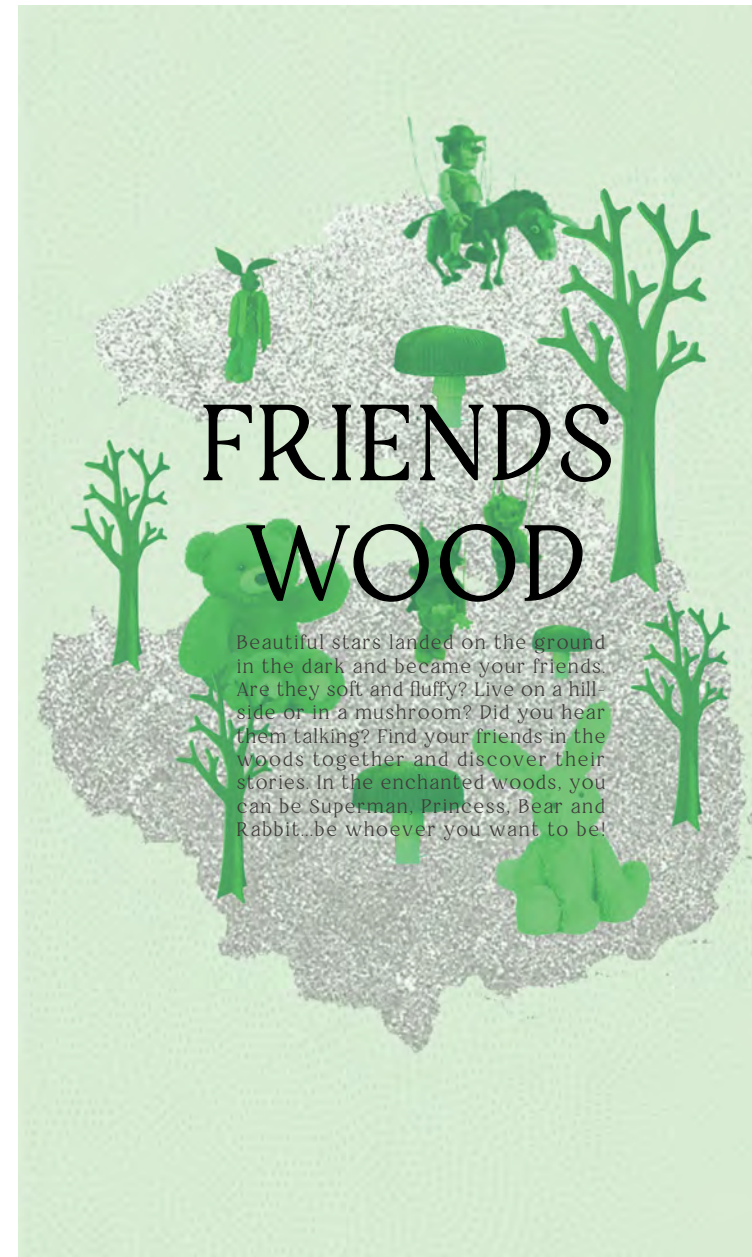


*PART 5:
Graphics*



Welcome hall wall introduction panel: 3250*2250mm

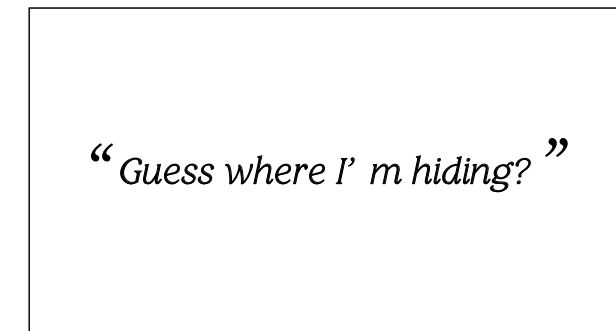
GRAPHIC ARCHIVE



Wall introduction panel: 1500*2500mm



Hanging title: 1500*400mm



Wall narration label 800*320mm

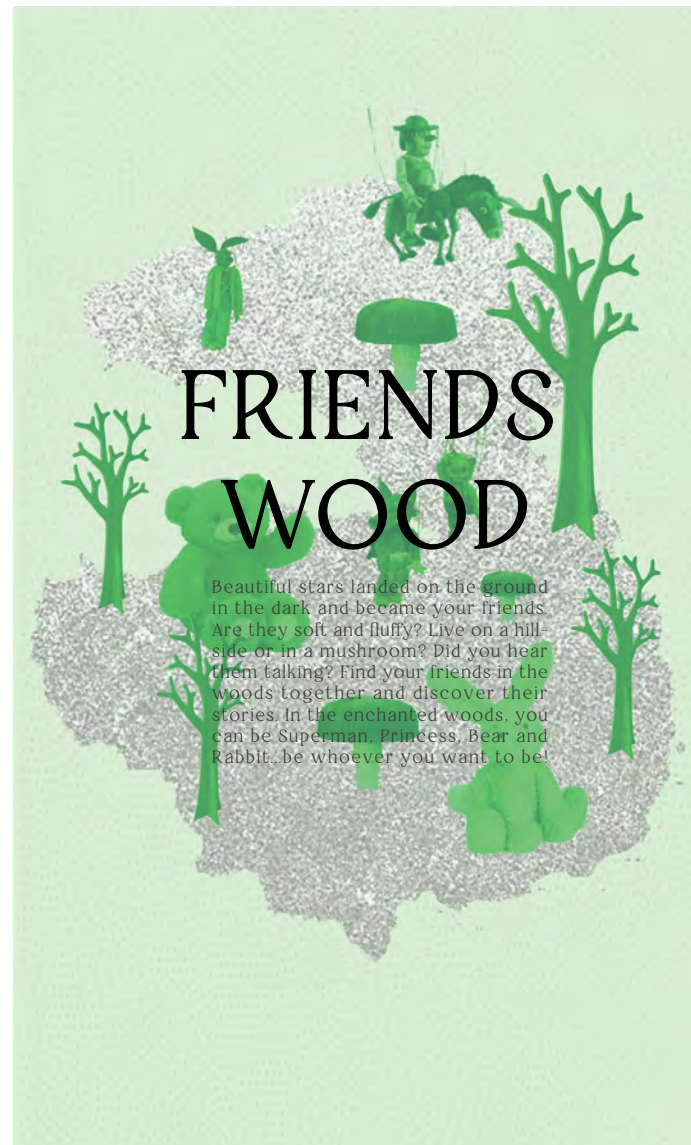


Interaction area label 400*320mm

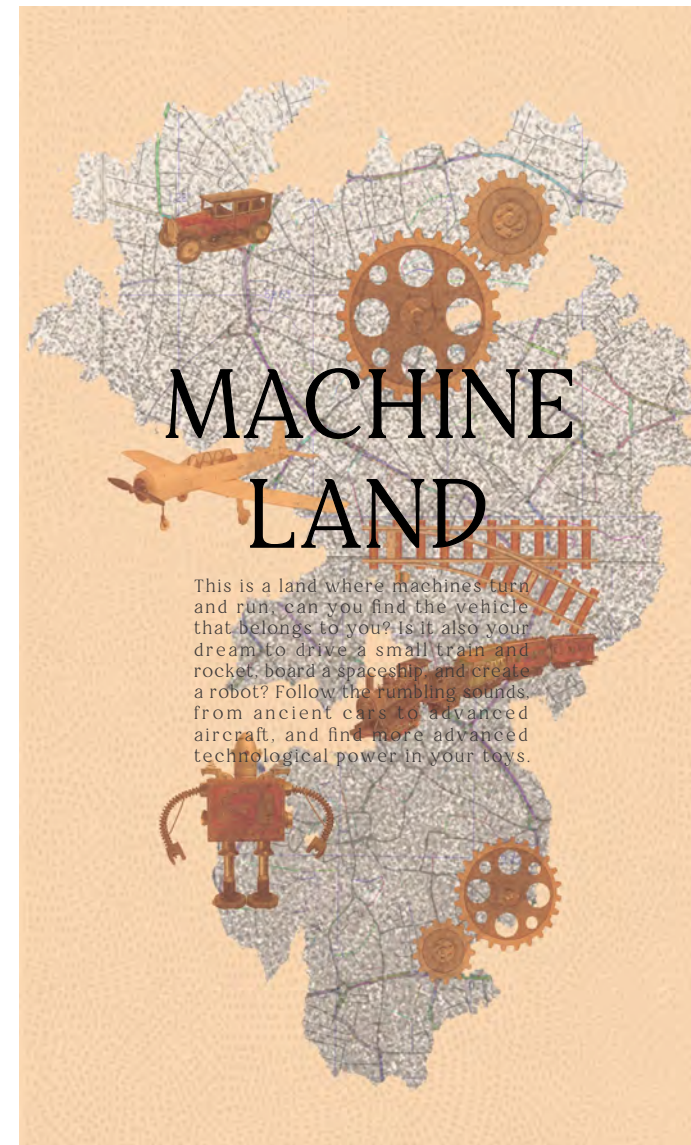


Object label 180*130mm

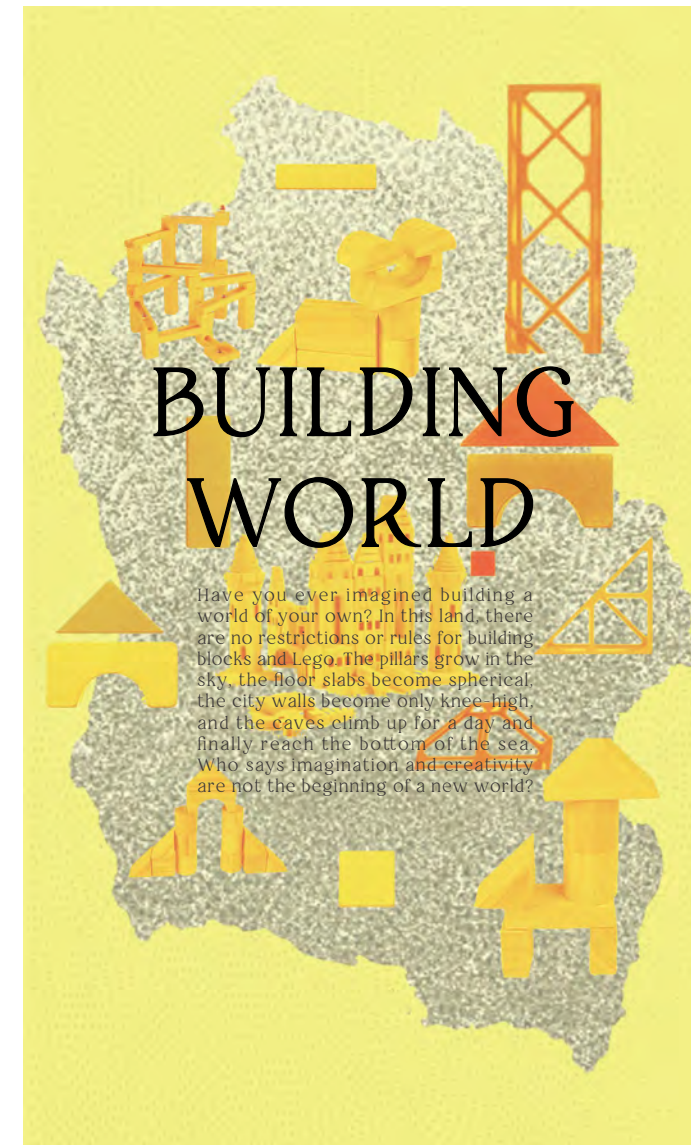
Friends wood



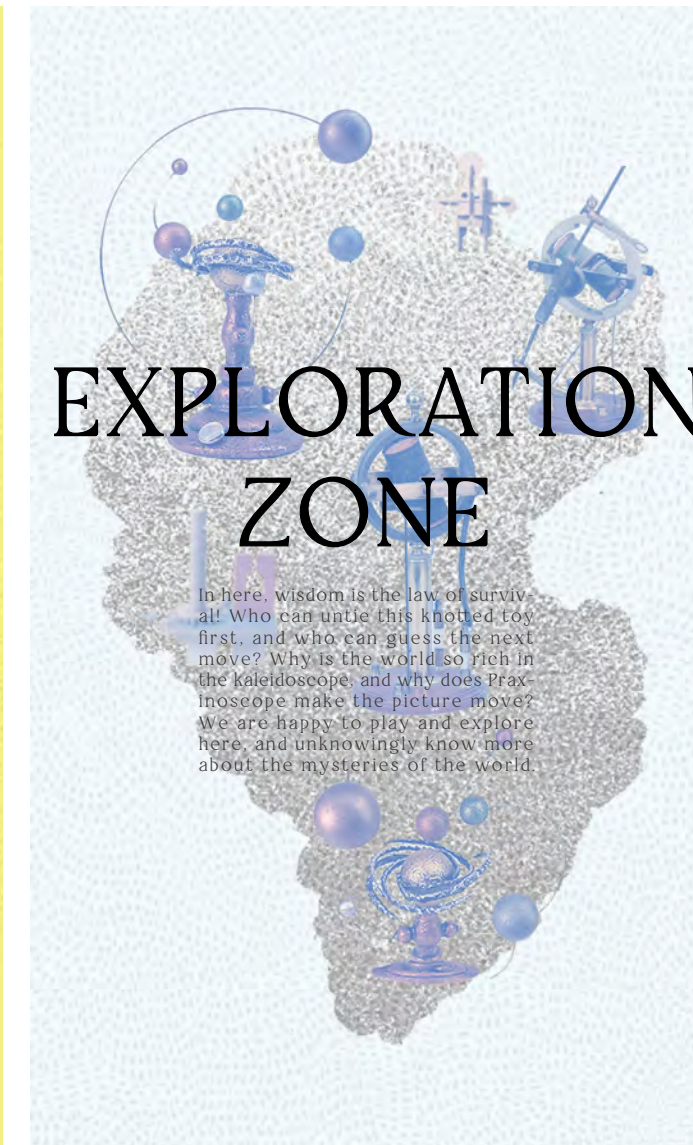
Machine land



Building world



Exploration zone



Wall introduction panel: 1500*2500mm

Friends wood



Machine land



Building world

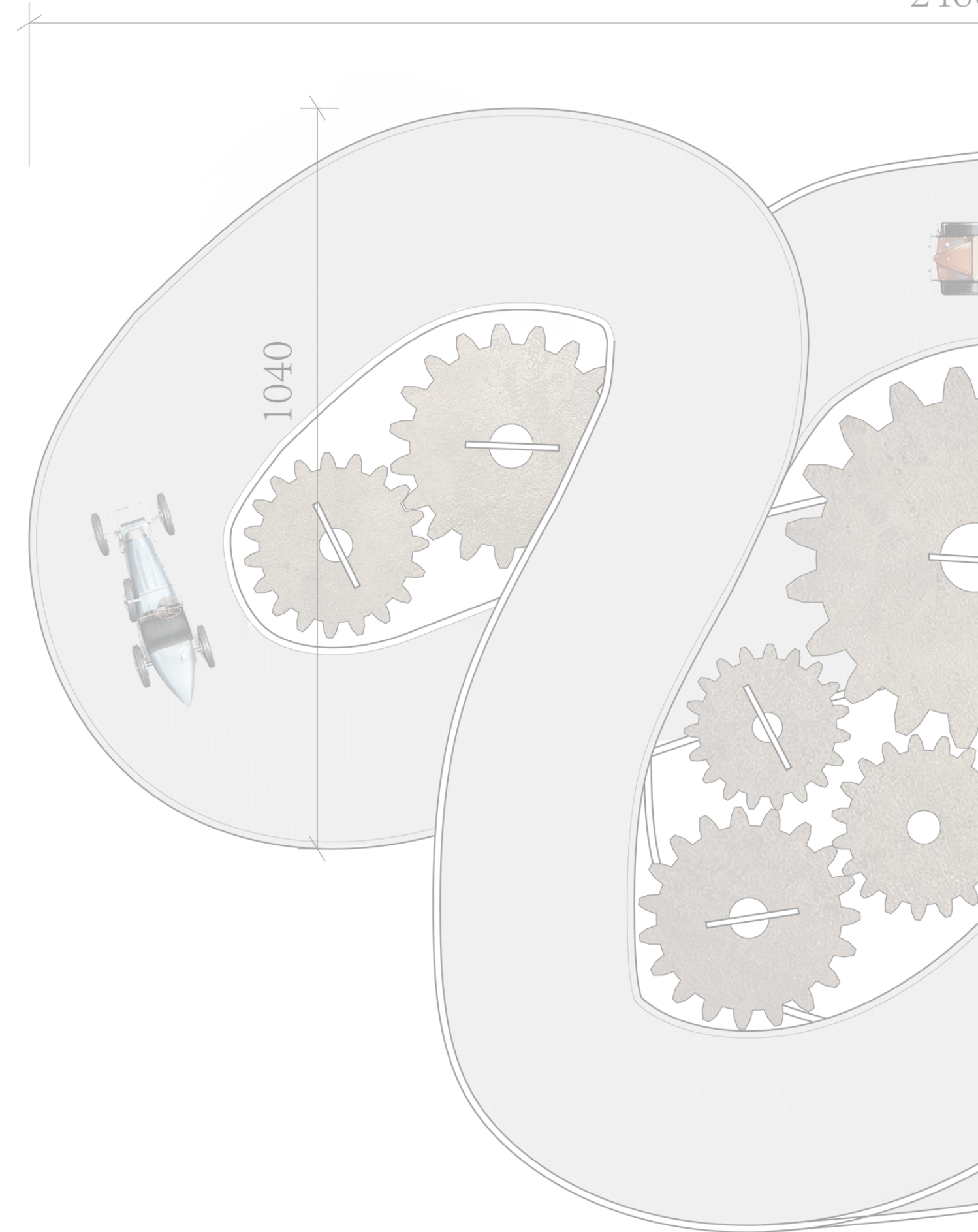


Exploration zone



Hanging title: 1500*400mm

*PART 6:
Technical*



Label



Material

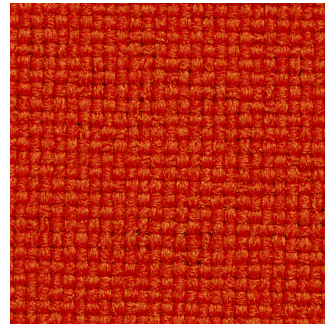
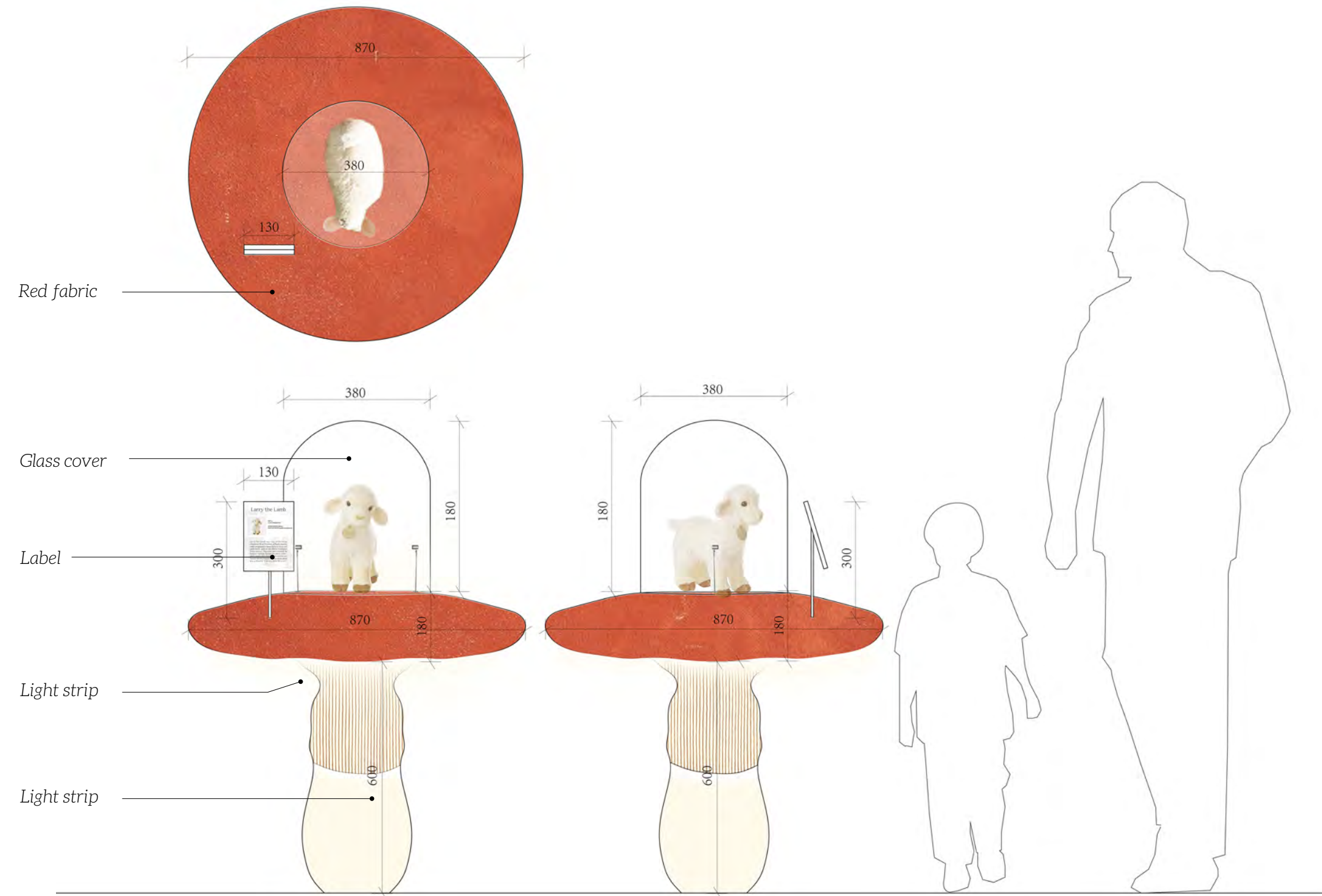
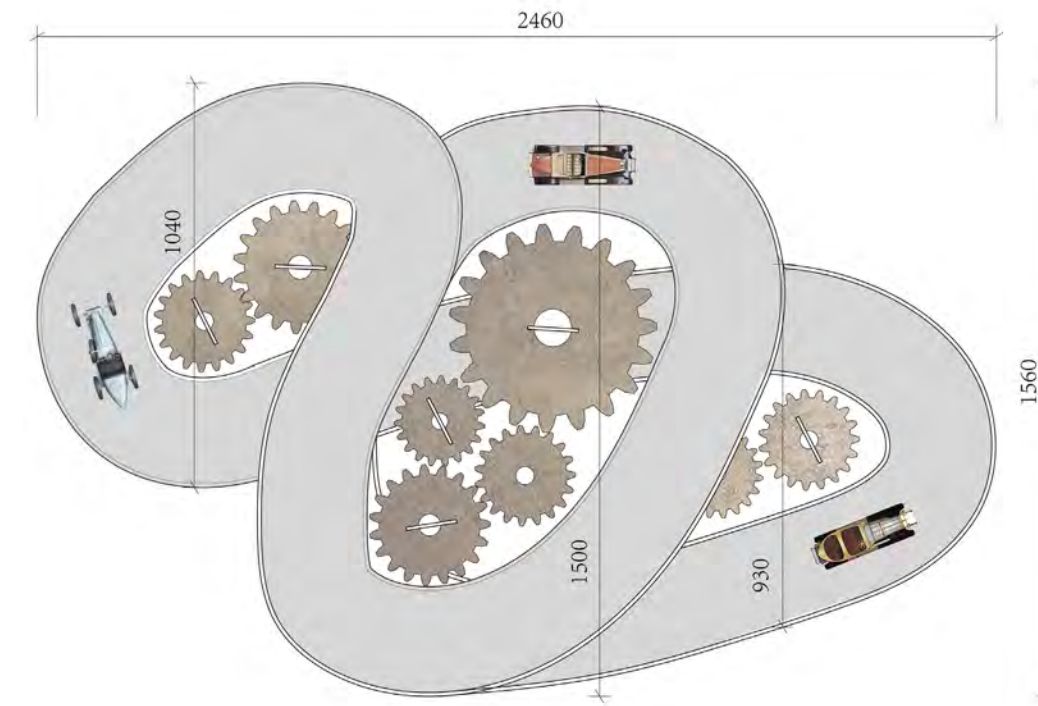
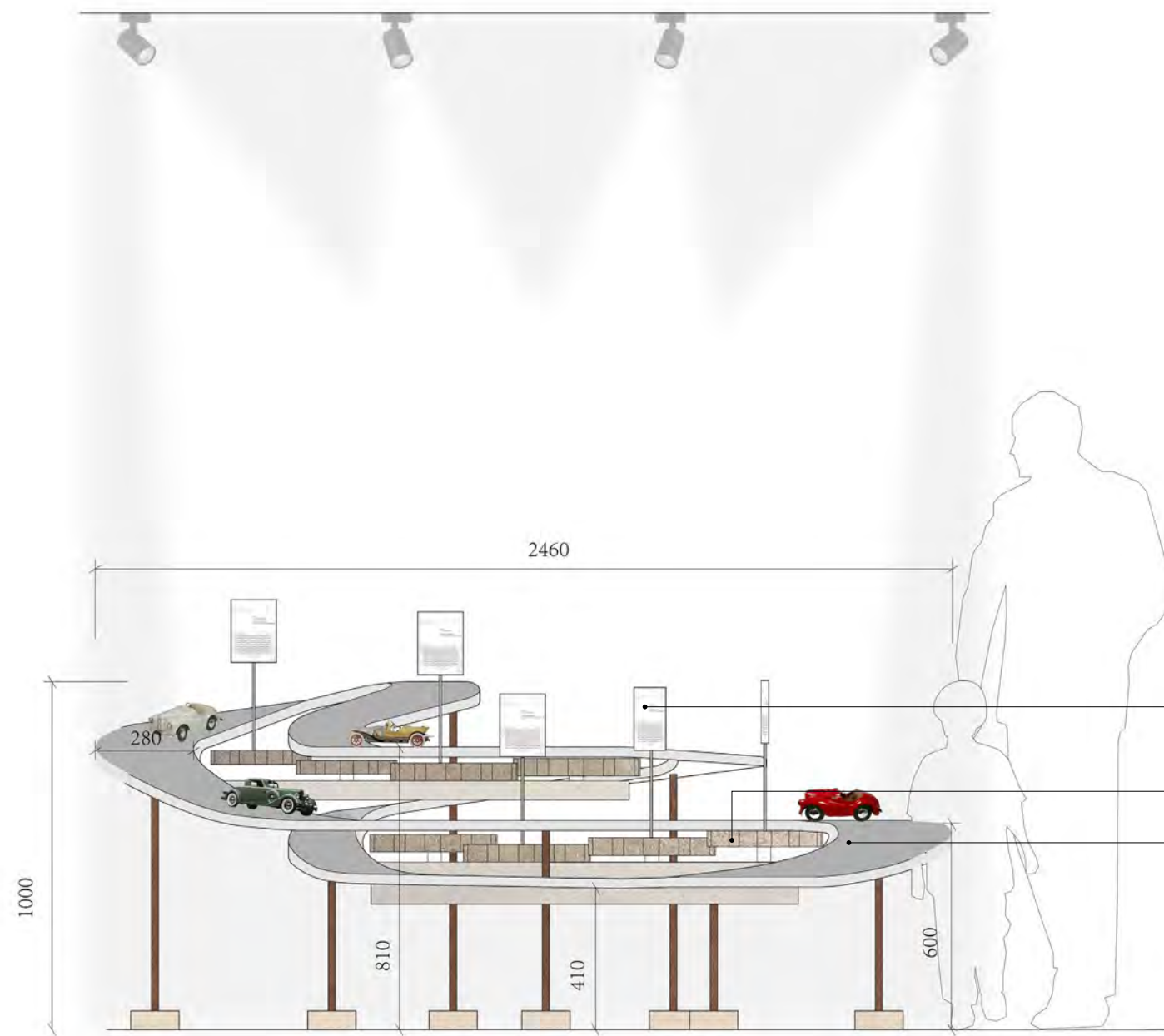


Table top
Red Solid Woven Tweed Ultra Durable Upholstery Fabric



Mushroom table leg
White suede texture





Label
 Gear
 Conveyor belt

Label

Model Truck

1930s (manufacturer)
 ARTIST/MAKER Tipp & Co. (manufacturer)
 PLACE OF ORIGIN Nuremberg (manufacturer)

These toy soldiers and mechanical vehicles were produced by Tipp & Co. in the 1930s. The company, founded in Nuremberg in 1912, was famous for their tin plate toys, especially toy cars. The company prospered until the director, Philip Ullmann, fled Germany in 1929, following Nazi persecution. The company was subsequently taken over by the Nazi government, where it produced German army toys, in an effort to indoctrinate the young with patriotic feelings in the run up to World War II.

Pedal Tractor

ca. 1930 (model)
 ARTIST/MAKER Condor (manufacturer)
 PLACE OF ORIGIN Brazil (manufacturer)

Child's pedal tractor, metal, mounted on three wheels, painted red. A T-bar of tubular steel forms the basis of construction. The main member supports the seat. The engine is moulded to represent the radiator grille and engine box. The words TRATOR CONDOR have been stencilled onto both sides of the engine box.

Clockwork Car

1940-1950 (manufacturer)
 ARTIST/MAKER Schuco (manufacturer)
 PLACE OF ORIGIN Germany (manufacturer)

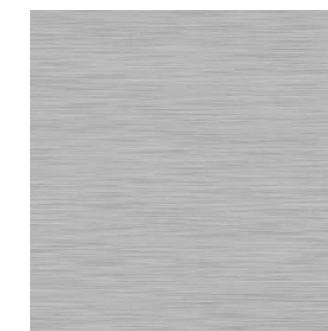
This car has a red metal body with a green seat. The car appears to have two forward speeds and reverse, and a horn button. Both are worked by attachments on the steering wheel and column. The base is black.

**De Dion
 Two Seater Runabout**

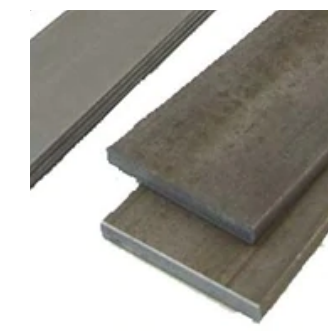
Clockwork Car
 1904-1906 (manufacturer)
 ARTIST/MAKER Gohardt Ring (manufacturer)
 PLACE OF ORIGIN Germany (manufacturer)

Open tourer car model, metal, enamelled white with gold and red trim, dark red seats and black interior. The spoked wheels are painted yellow and the tyres are rubber. The steering wheel operates the direction of the front wheels, and to the right side of the body is the brake which closes on the right rear wheel. At the front of the body is a headlamp of gold coloured metal; the front of it is missing. Beneath the car is a clockwork mechanism operated by a key.

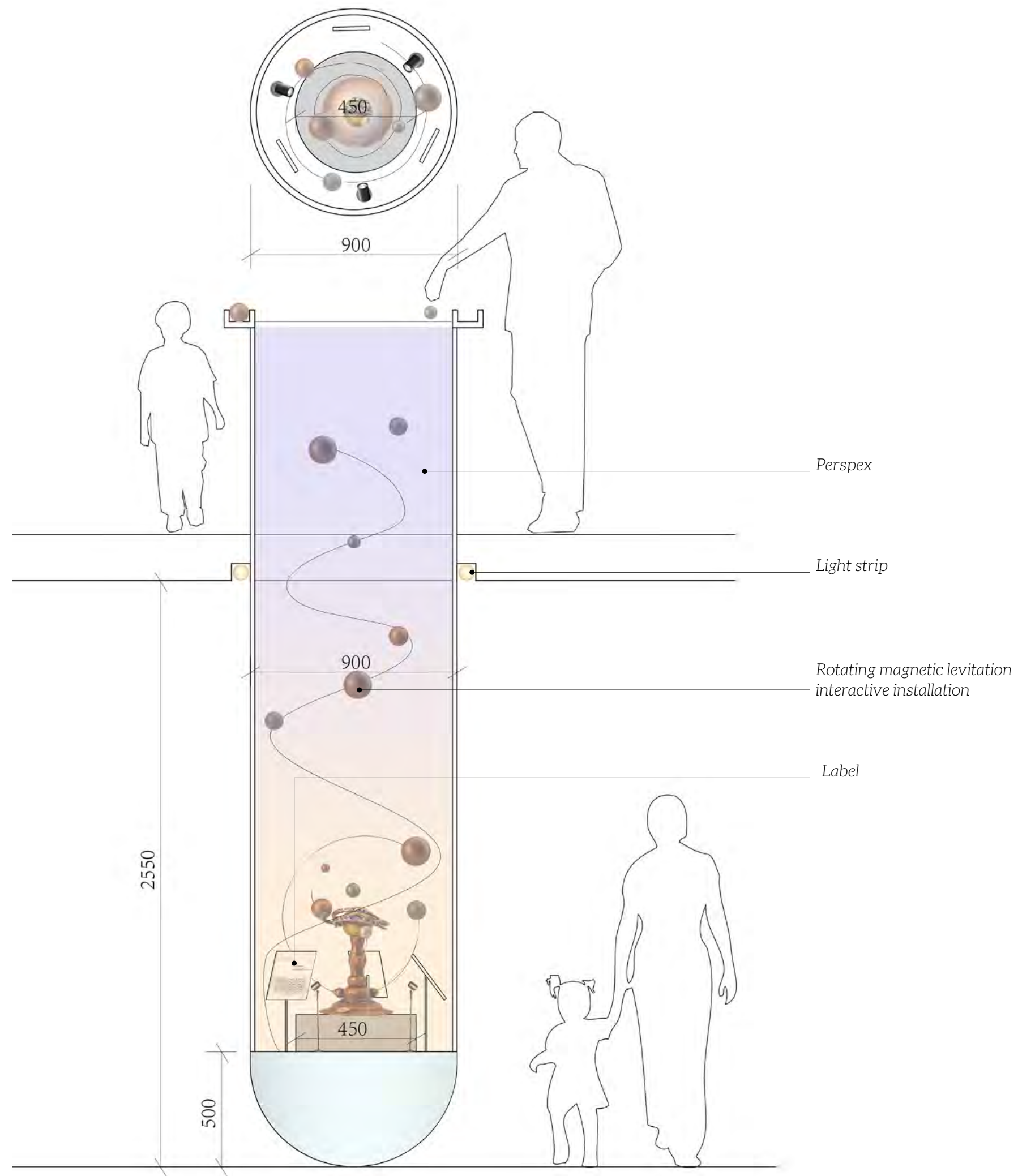
Material



Tabletop
 Stainless steel




Gear
 Carbon steel



Label

Orrery Spiral Star System



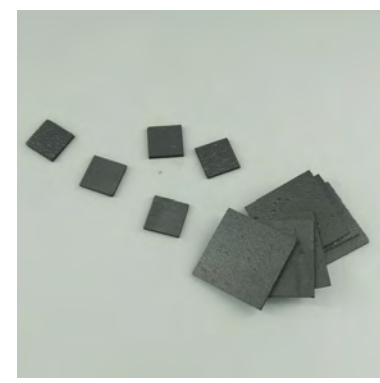
ca. 2008 (made)
 ARTIST/MAKER Eastman Kodak company
 PLACE OF ORIGIN United States

Steampunk inspired but based in real historical science (the concept, not the actual system shown!). In real life it would be much larger and mechanical with moving gears and whatnot... a way to see the planets and other heavenly bodies move around each other and their star no matter it it were our solar system or another. Six planetary bodies including main planets and moons of various sizes and colors like blue, green, earthen, copper, etc...

Material



Tube body
 Transparent perspex



Magnetic levitation
 High pure Pyrolytic Graphite plate



I hope your childhood is well preserved !