

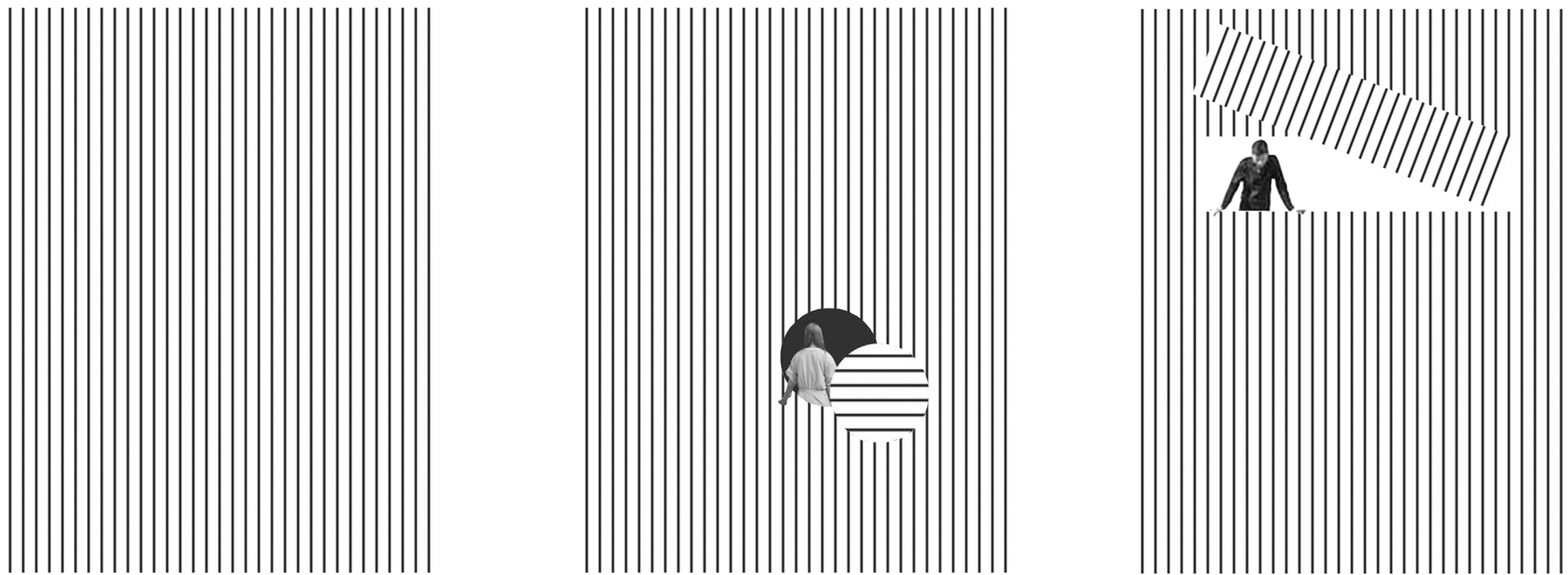
DISCLAIMER

Please note, this PDF contains interactive animations.

To play them, right click and click on enable content.

In case of any playback error, kindly refer to the power point file uploaded to the RCA Google Drive with embedded videos.

WHAT IS THE
ARCHITECTURE
OF A DIGITAL
SPACE?



THEATRE X

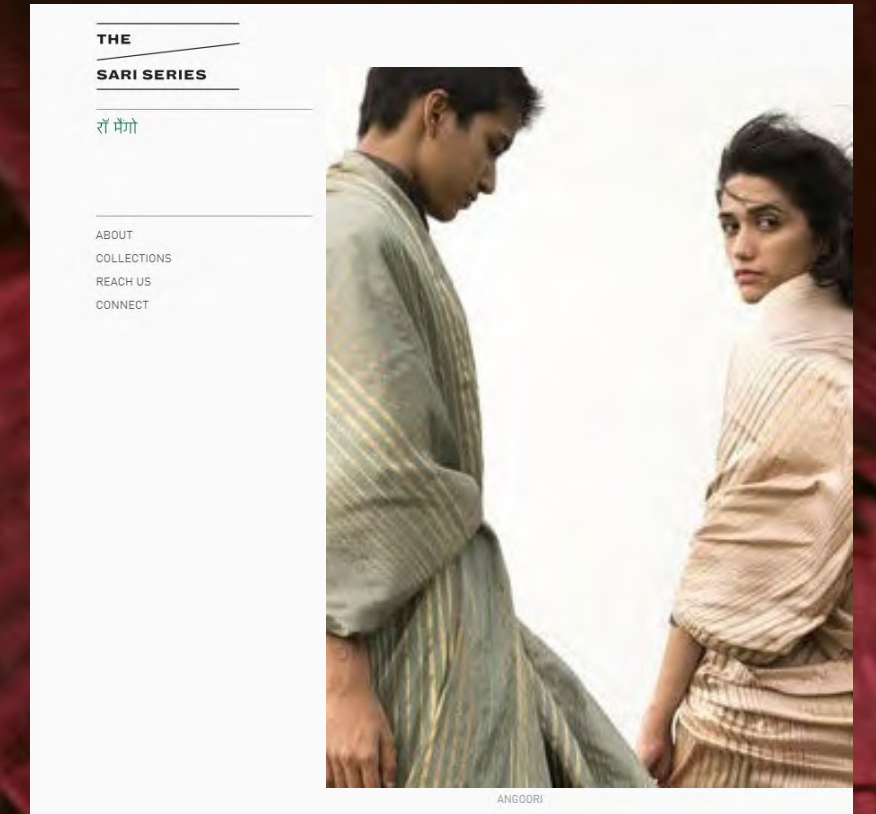
The Architecture of Possibilities

What We Do



Event s

Take Over X Shop

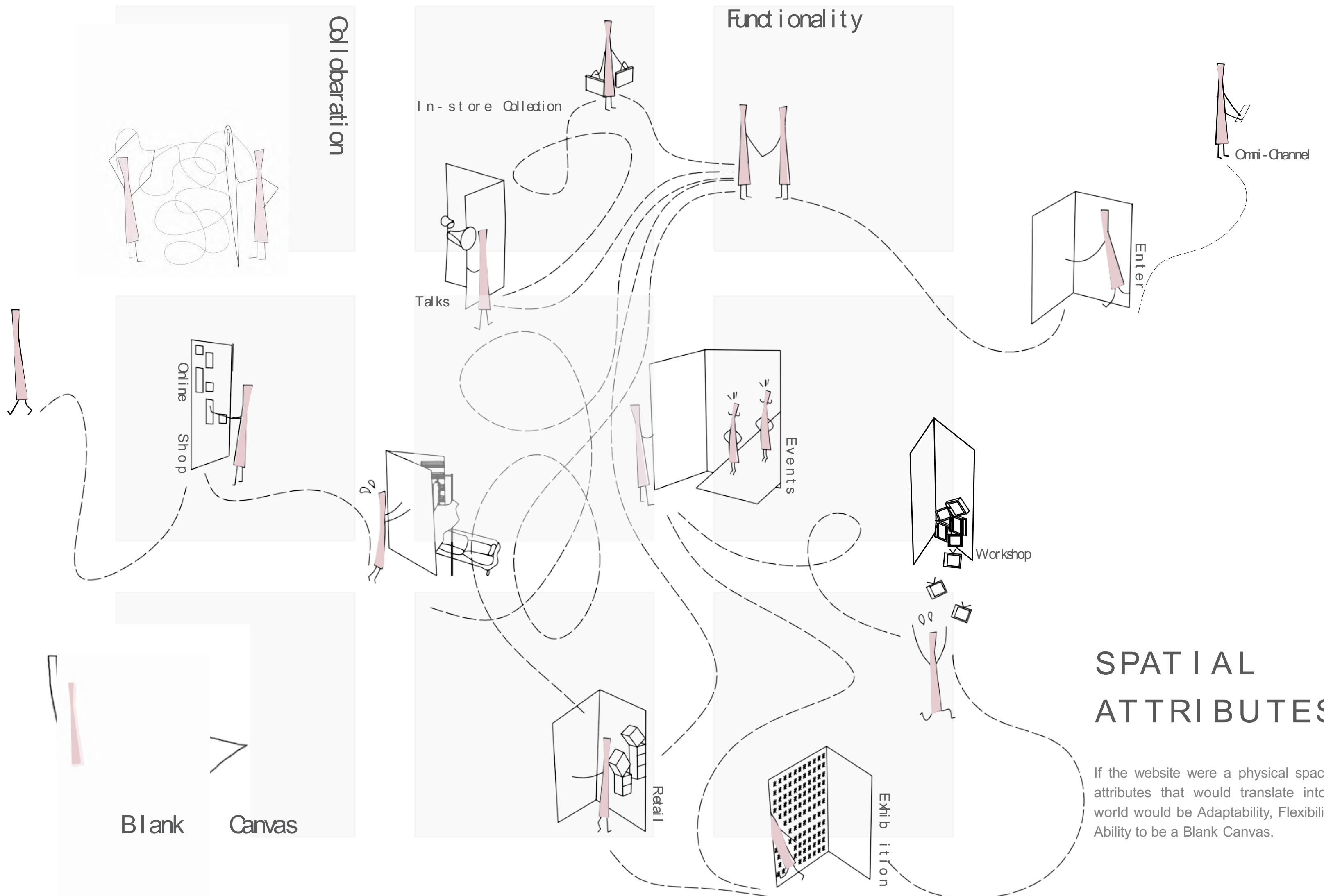


Who We Are

What We Do

Event s

Take Over X Shop



SPATIAL ATTRIBUTES

If the website were a physical space, the key attributes that would translate into the real world would be Adaptability, Flexibility and the Ability to be a Blank Canvas.



DESIGN VISION

Can a balance be struck between the flexibility of the digital medium and the tactility of the physical world by creating a strong and clear dialogue between the two?

Can the space become a blank canvas, nimbly taking on the identity of the voice(s) and the programme it represents?

I use the questions above to interpret a concept store for Border and Fall. A space, that, in essence, mimics the fluidity of the Sari and the flexibility of a website, acting like an architectural, ever changing display, with a vivid and mesmerizing user experience.



1 Event Venue



2 Residence



3 Commercial

SITE

Border and Fall has been working extensively on creating a global outreach, with London being the centre of it's international footprint.

Dalston is an eclectic neighborhood known to be a melting pot of art and culture, in London.

Nestled in a residential area of Dalston, it is in close proximity to the cultural hub of the neighbourhood.



DALSTON FILM SHED

The site was the former home of the Dalston Film Shed, a popular venue for a variety of art, fashion and music events. It is an open plan structure, characterised by a large span and no columns allowing for maximum design exploration.

Material palette - worn out painted bricks, distressed cement flooring, corrugated pitched roof and iron hardware.



Adapting the loom



Mechanical



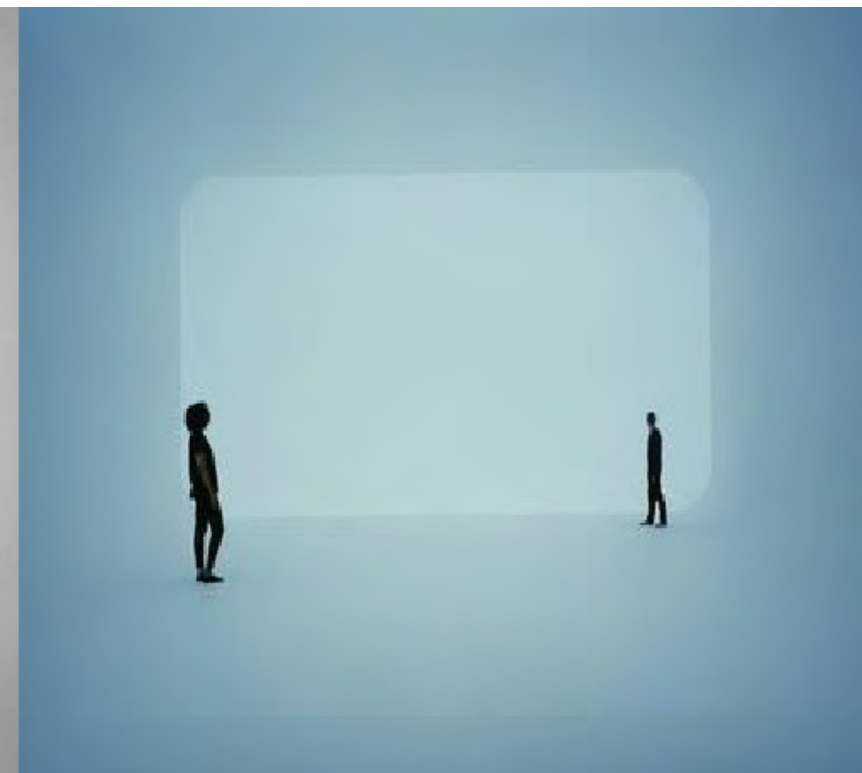
Adaptable



Phygital



Dynamic Lighting



MOODBOARD

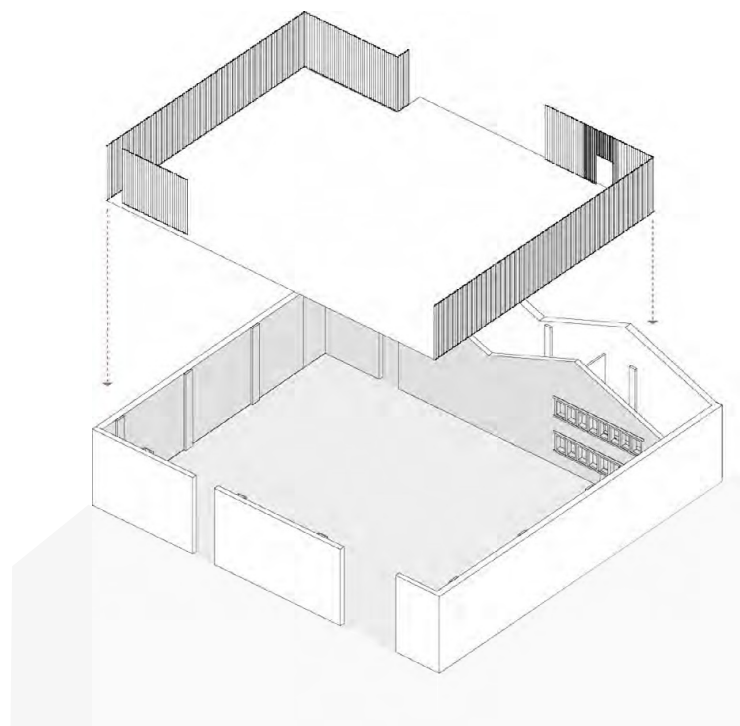
The design philosophy of the store is to offer collaborators a blank canvas, indeed a 'magic' canvas on which to display their work.

- Glowing Surfaces 1
- Stainless Steel 2
- Terazzo 3
- Fluted Terazzo 4
- Fluted Glass 5
- Drapes 6
- Existing Brickwork 7

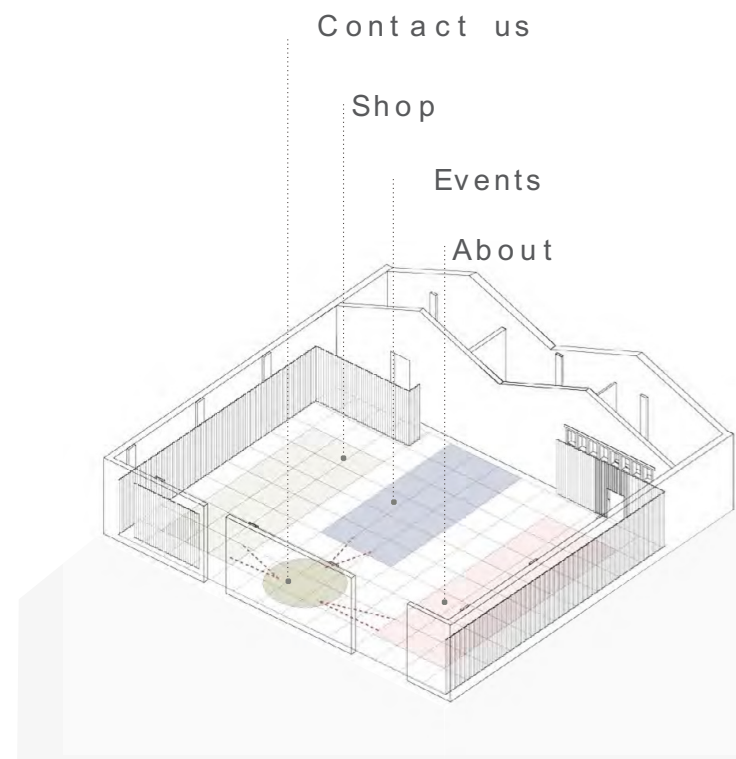


MATERIAL PALETTE

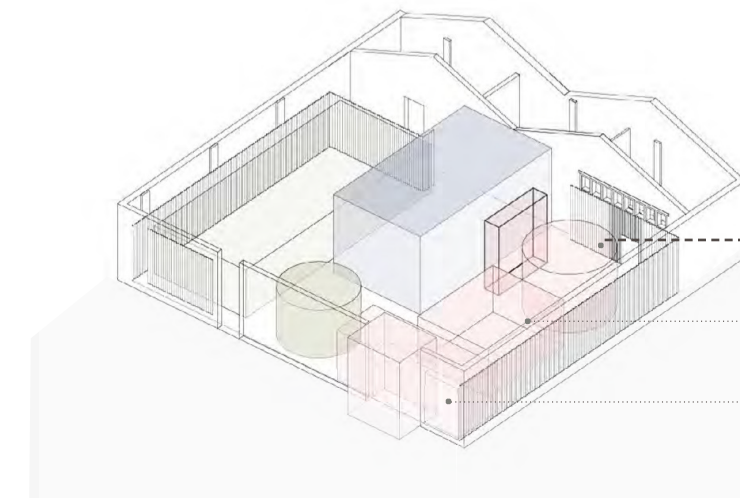
DESIGN IN A BLANK CANVAS



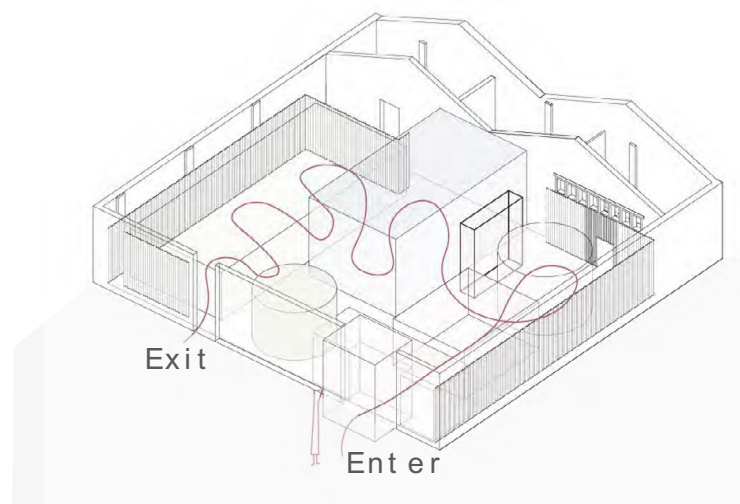
Insertion



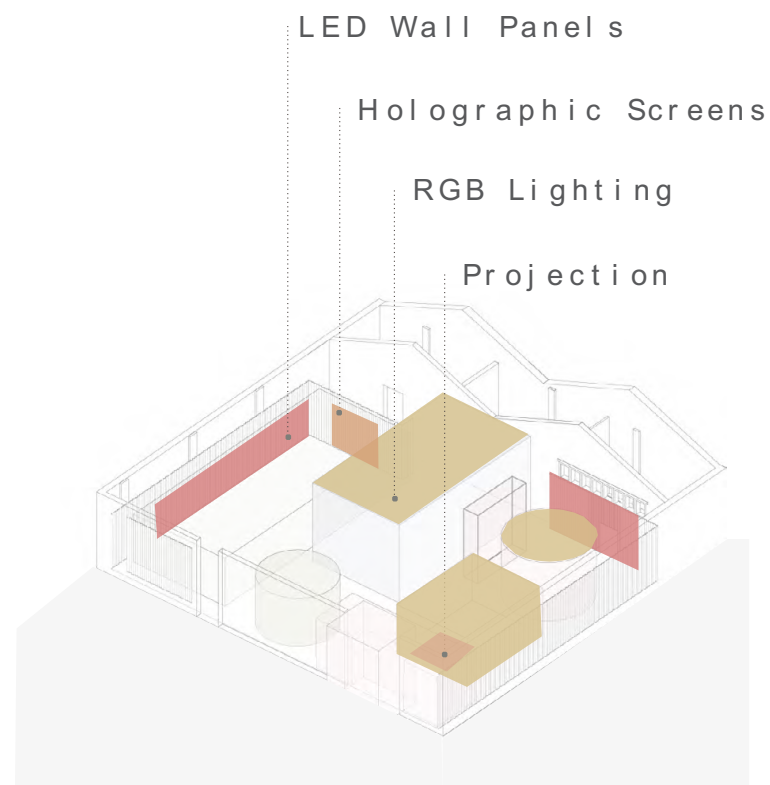
Zoning



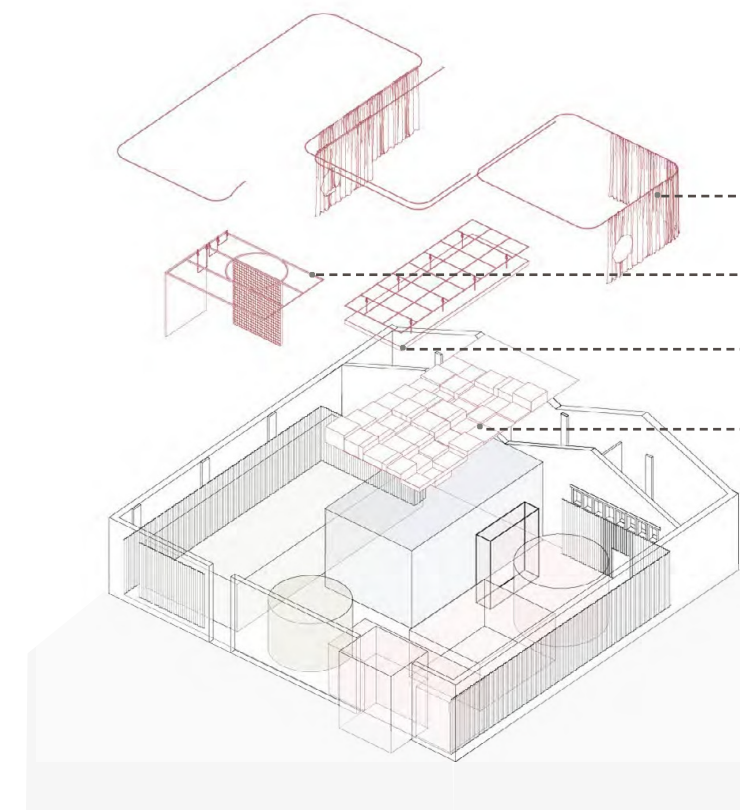
Programming



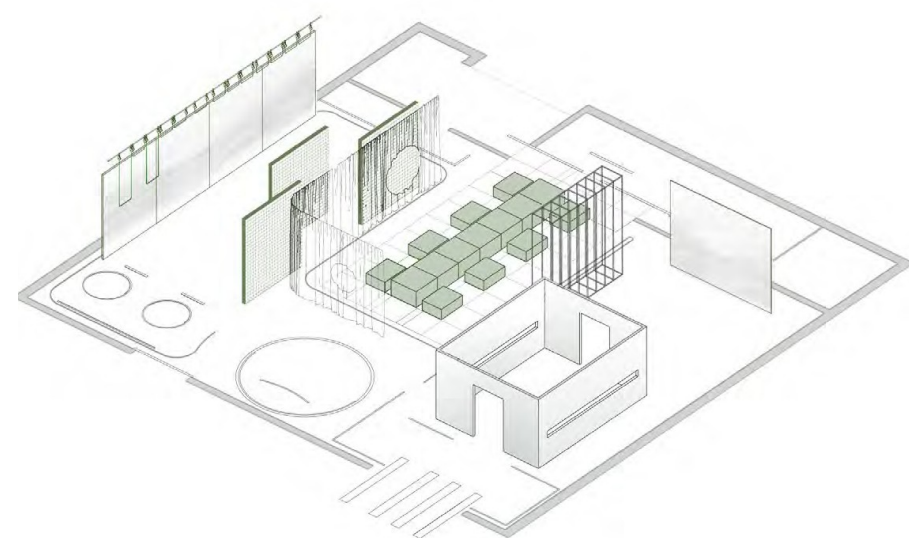
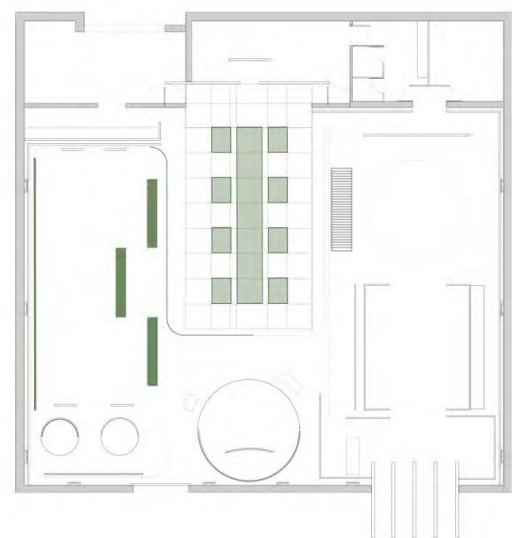
Circulation



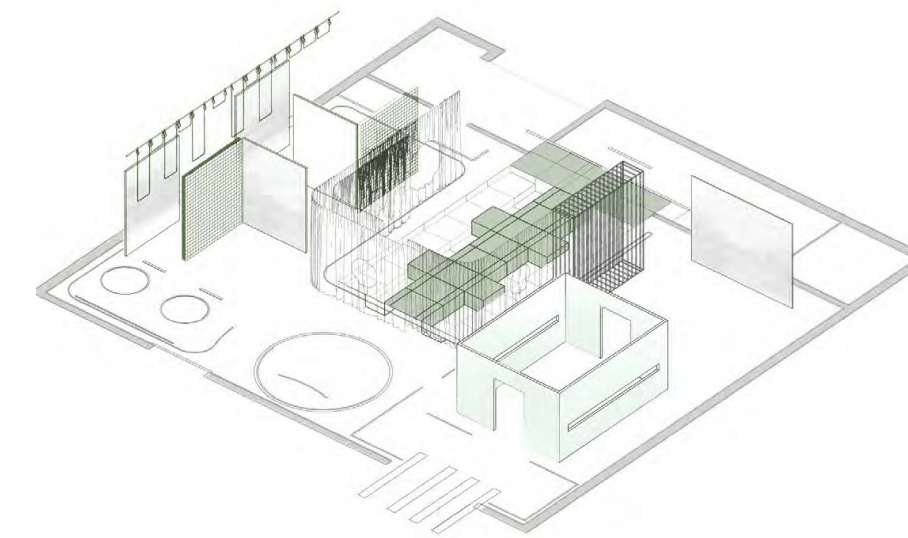
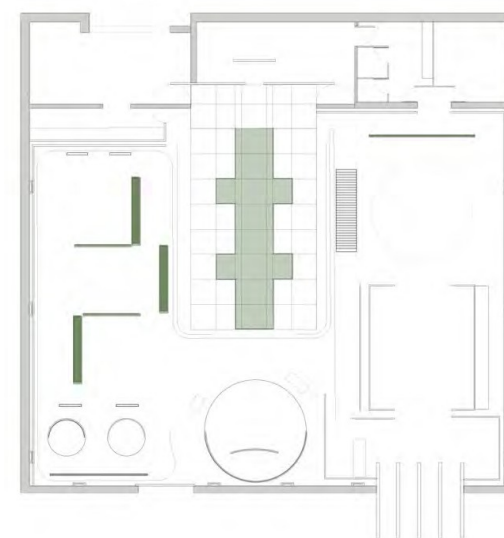
Digital Systems



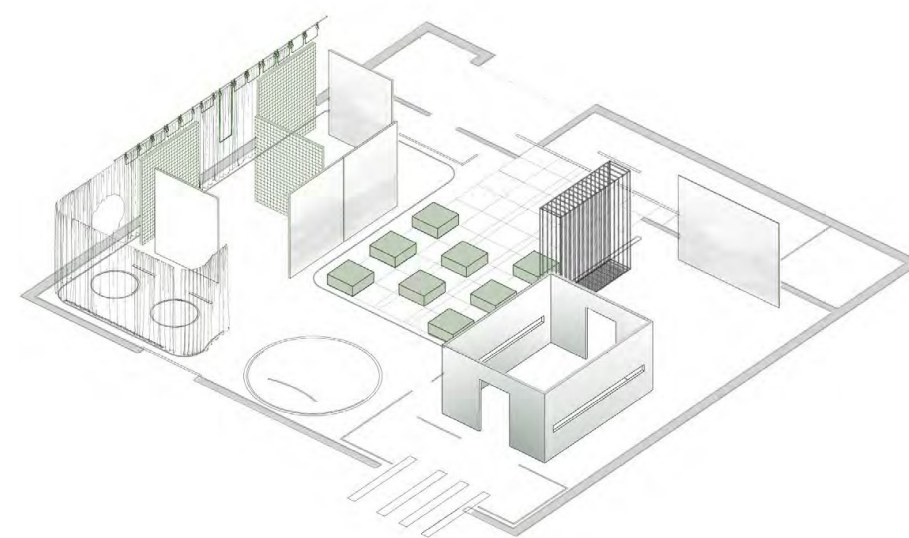
Mechanical Systems



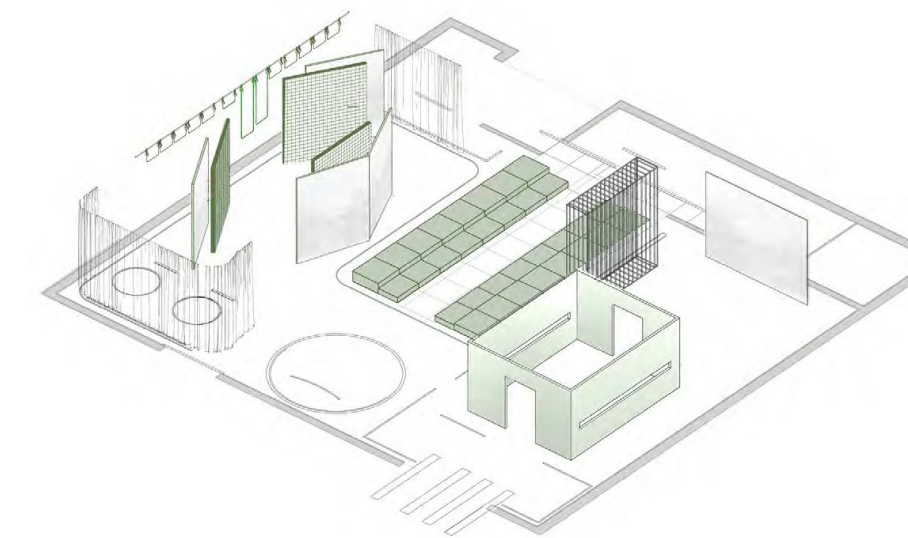
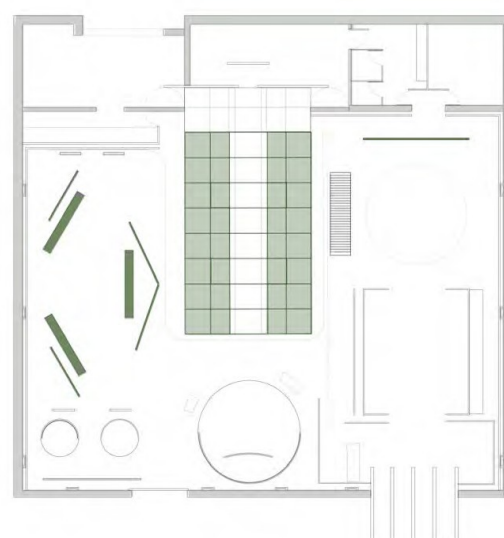
Material Library + Workshop



Fashion Show + Flash Retail



Film Screening + Exhibition



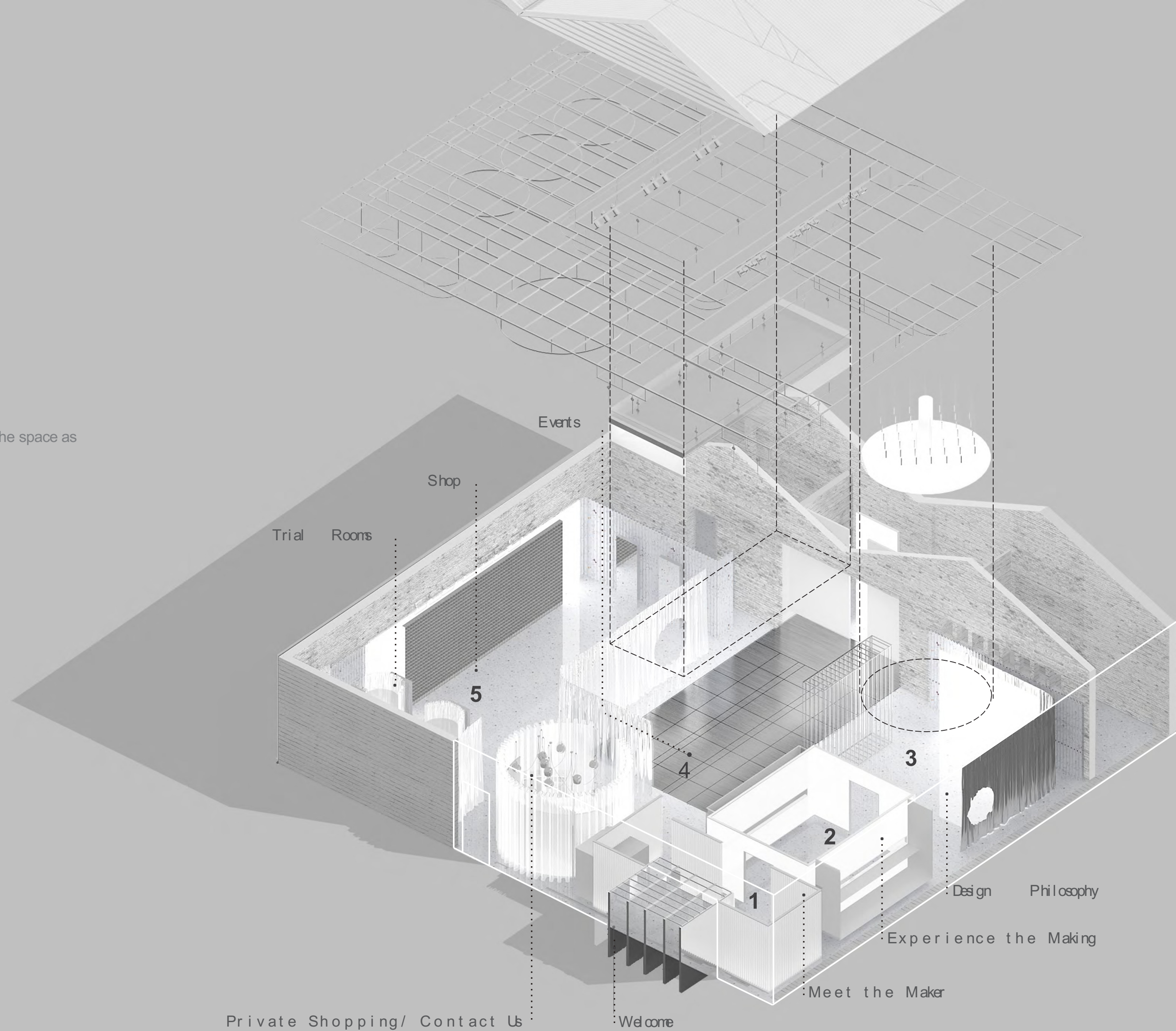
Exhibition

SPATIAL FLEXIBILITY

An elaborate system of invisible jigs, fixtures and systems ensure that the space is able to transform to respond to the most dynamic of spatial configurations.

THEATRE X

A minimal, clean aesthetic that allows a collaborator to use the space as another expression of their creativity.





1 Meet the Maker



2 Experience the Making



3 Design Philosophy

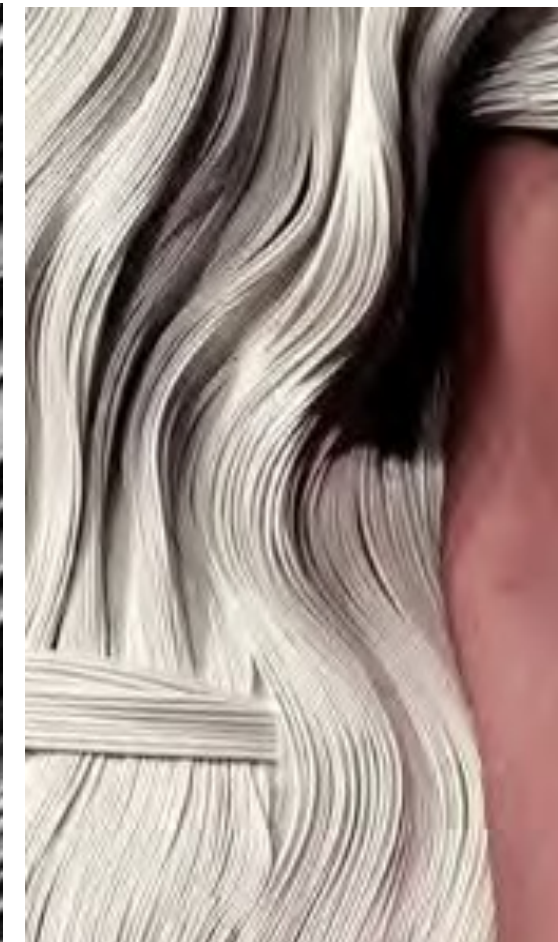
SPATIAL DESIGN





BORDER & FALL X RIMZIM DADU





“

*I am not a cut-and-sew designer. I like using fabrics that allow me to
to transform their inherent character.*

Rimzim Dadu is known for her innovative use of materials, that challenge conventional methods and perceptions. She works with unconventional materials like metal, paper and plastic that are used as the building blocks for her textiles.



INVISIBLE LANDSCAPES

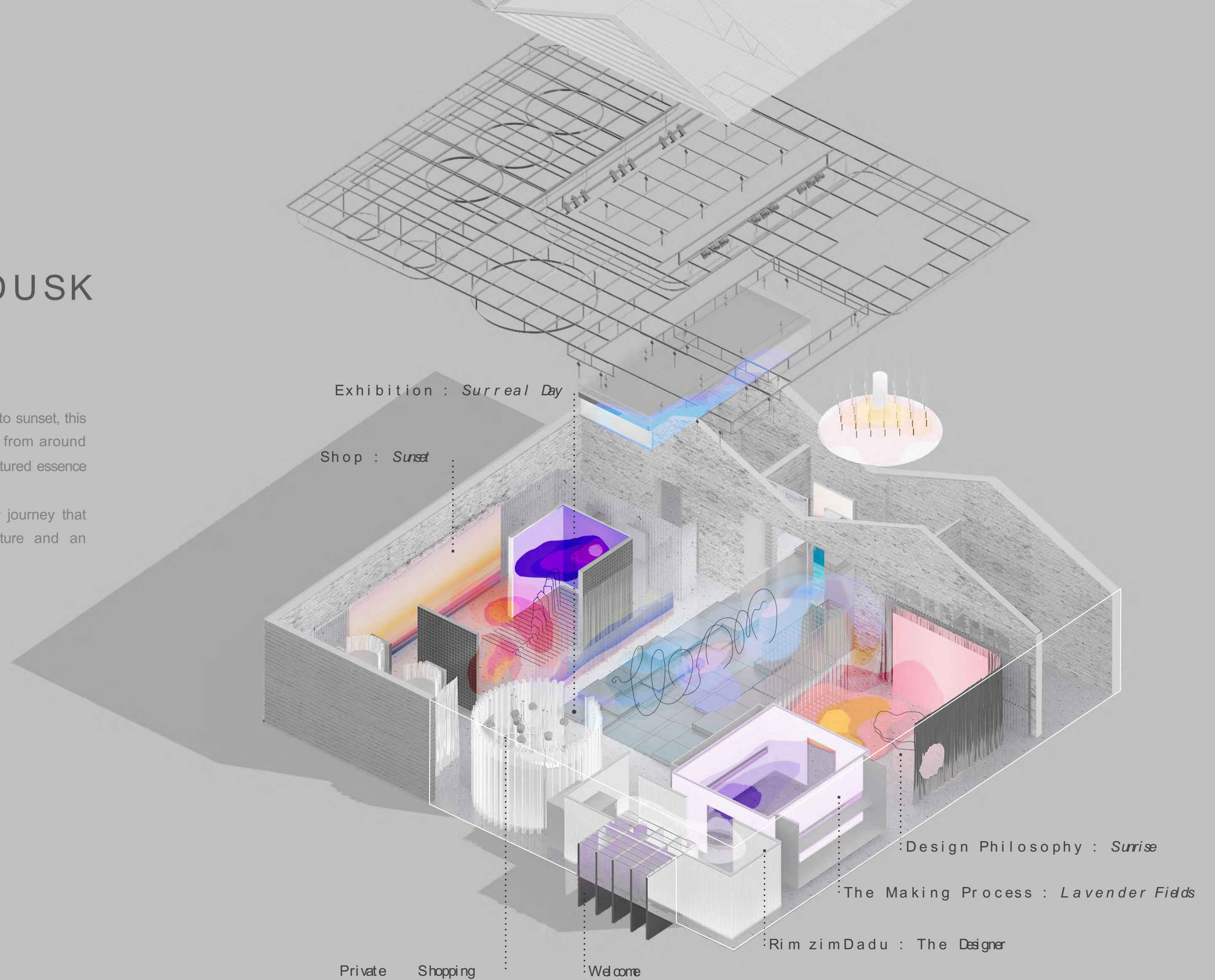
Rimzim draws inspiration from her vivid travel memories, heavily inspired by vibrant, organic landscapes to create minimal, structured garments and textures.

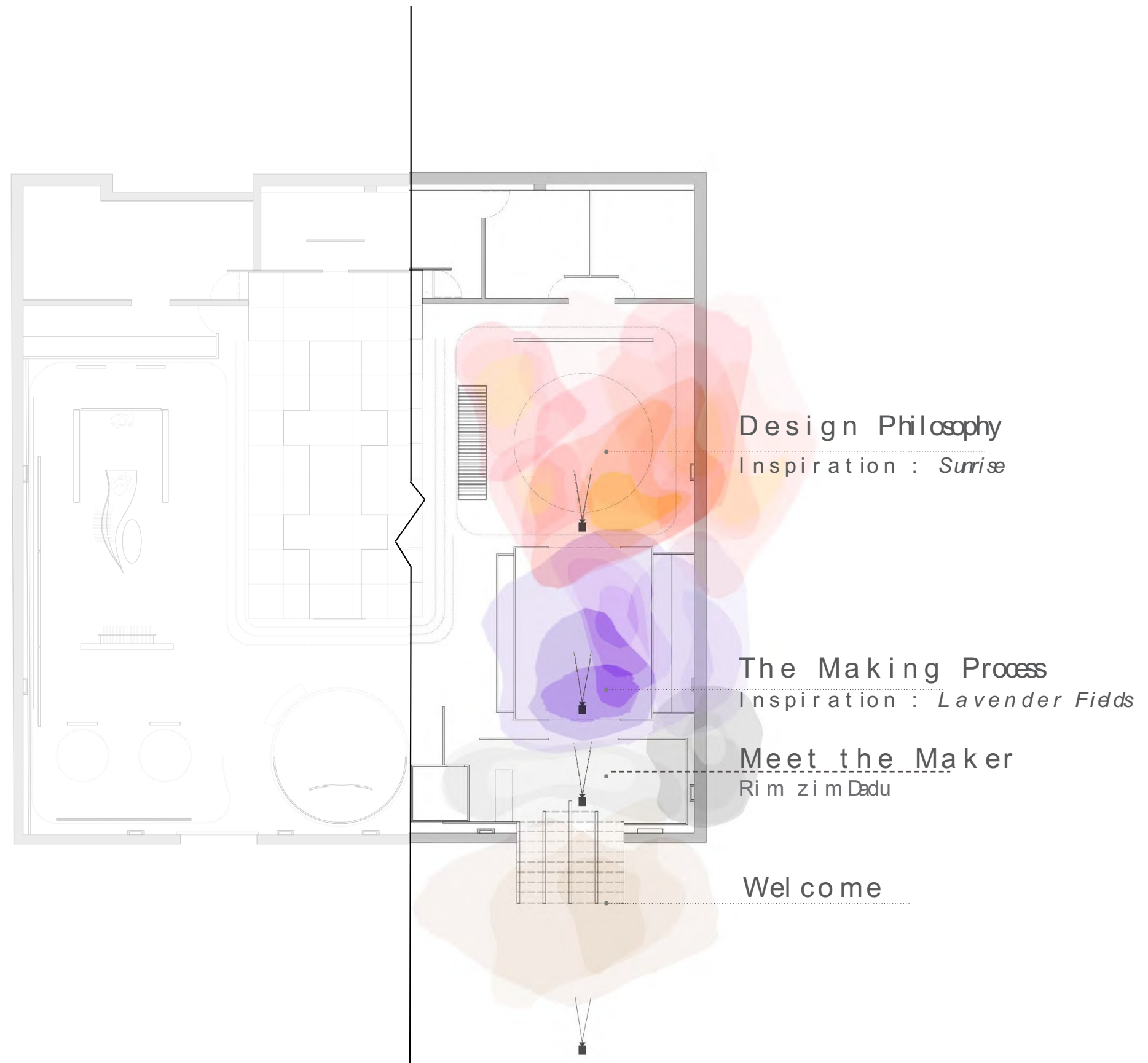
FROM DAWN TO DUSK

Spatial Configuration : Exhibition + Flash Retail

The visitor is invited to embark on a journey - from sunrise to sunset, this space imagines Rimzim's travels and traces her inspirations from around the world. The space reflects the delicate, surreal and structured essence of her work.

Programmatically, the space has been planned as a user journey that includes immersion zones, installations, a central sculpture and an experiential retail environment.





ABOUT



MEET
THE
MAKER

RIMZIM DADU

Rimzim Dadu is known for unique interpretation of textiles and her expertise in deconstructing the materials to create new texture surfaces.

"I am not a cut-and-sew designer. I like using fabrics while transforming their entire character."



BORDER & FA



Experience the Making (Right click to enable content)

External

Video

Link:

<https://youtu.be/8HuQOYiSDk>

D.esign

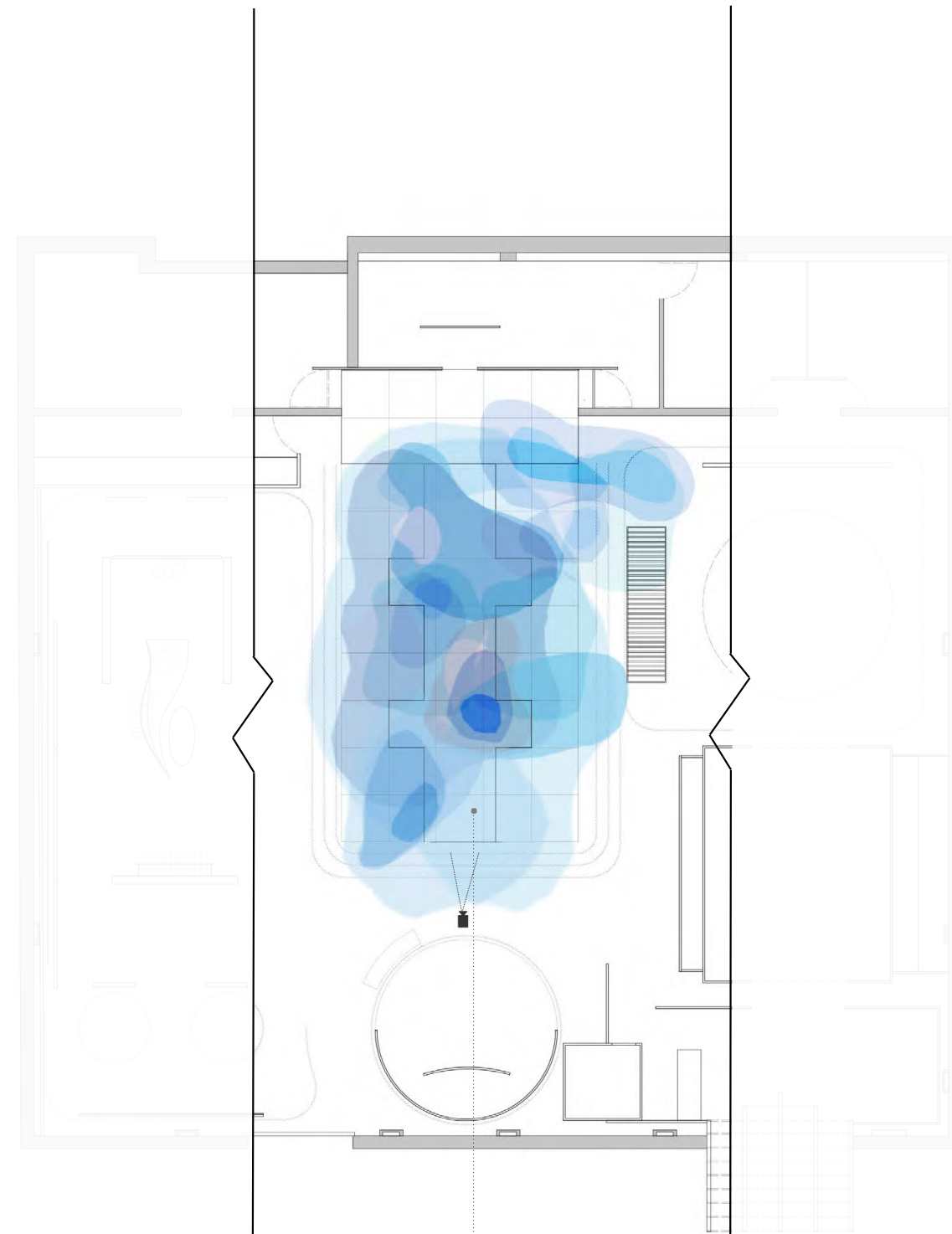
Philosophy

(Right click to enable content)

External

Video [link: https://youtu.be/JhRD93Qo_tQ](https://youtu.be/JhRD93Qo_tQ)



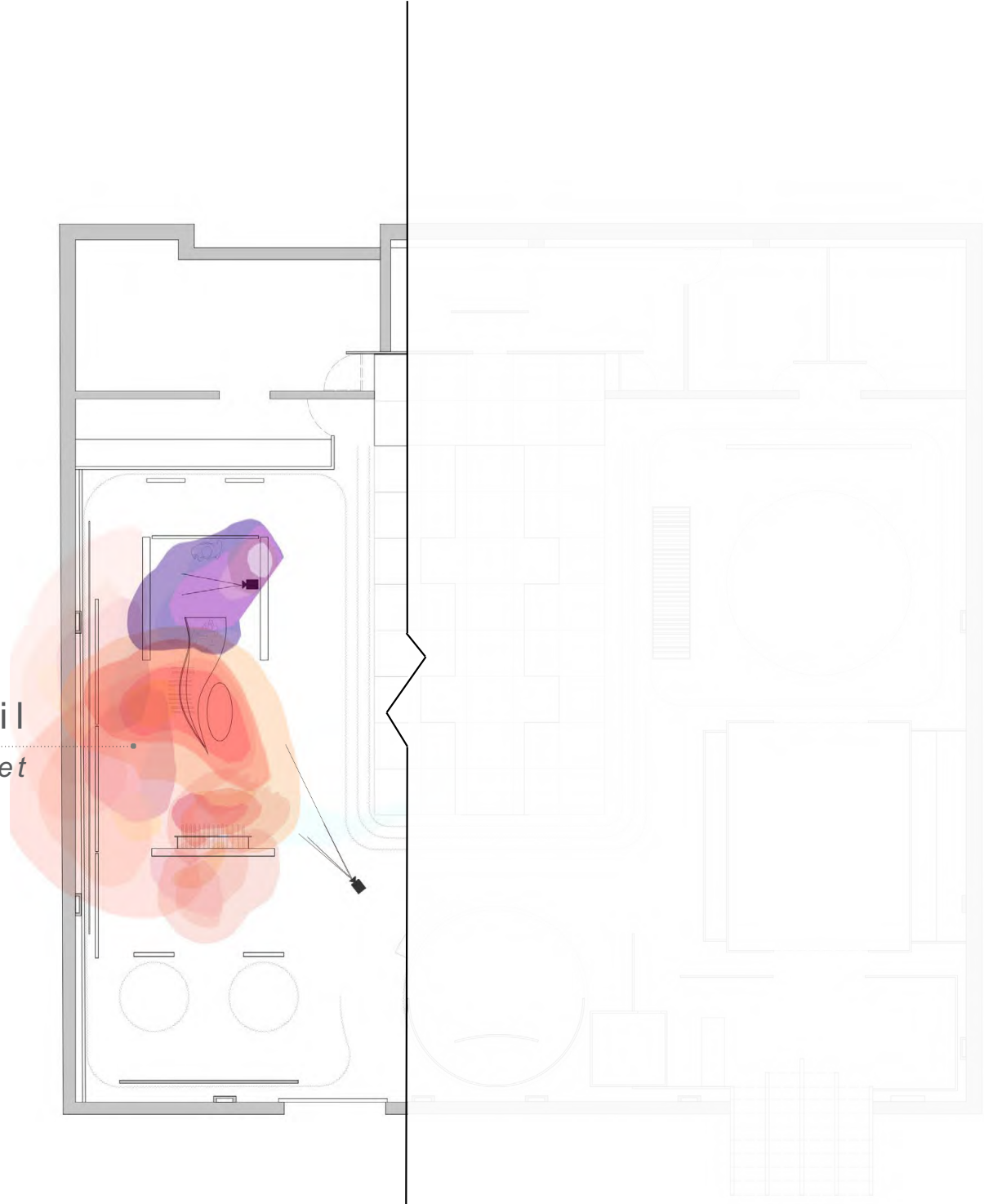


Exhibition
Collage of Inspirations : *Surreal Day*

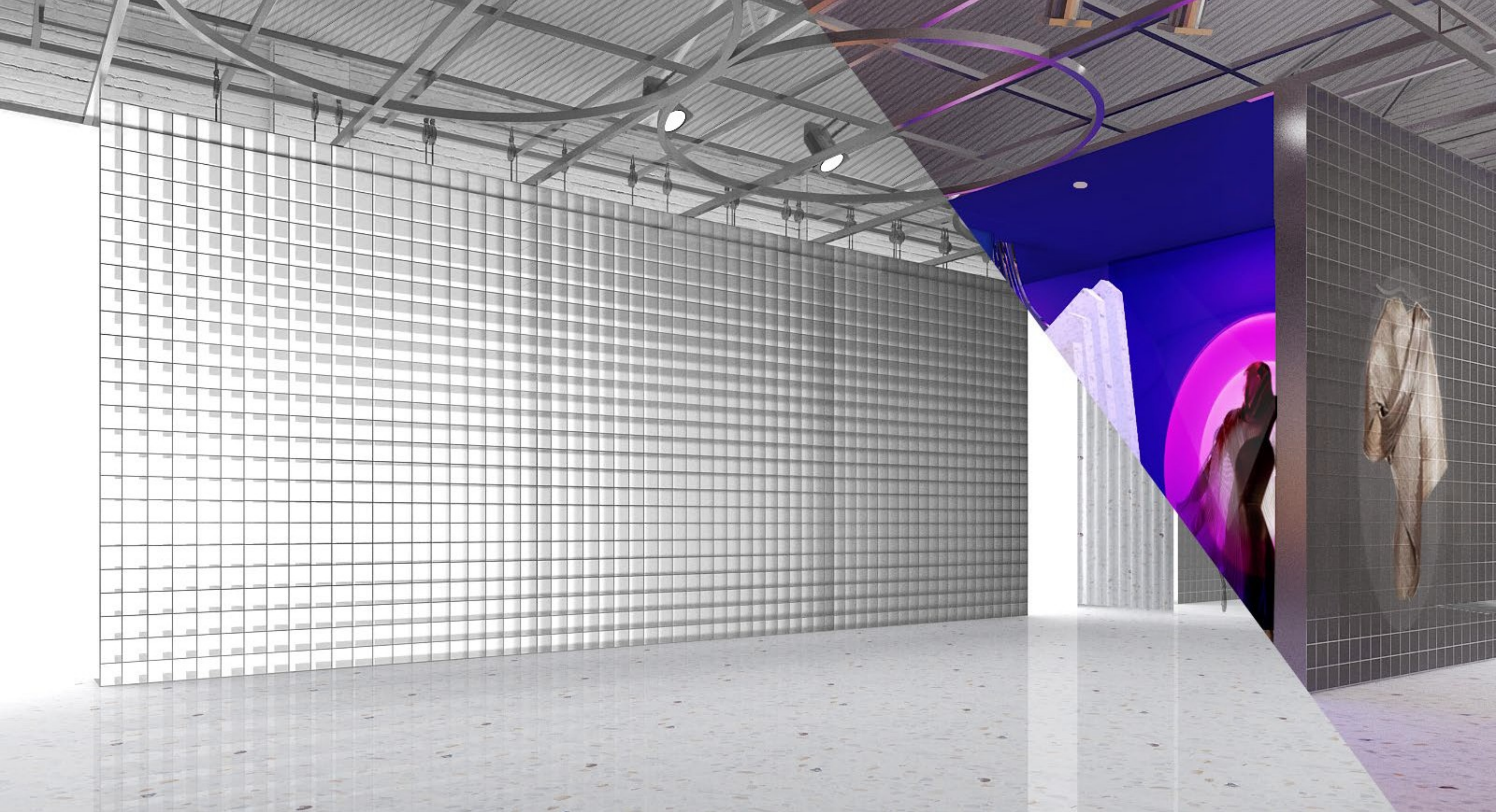
EVENTS



Retail
Inspiration : *Sunset*



SHOP



Shop (Right click to enable)

External Video Link: <https://youtu.be/9kZ0m-n-vn54>





In a post-pandemic world...



For the brand...



For myself...

REFLECTIONS...

WHITE.

A BLANK PAGE OR

CANVAS. SO MANY

POSSIBILITIES.

- Stephen Sondheim

Aarushi Kalra
MA Interior Design
Platform : Display



Royal College of Art
Postgraduate Art and Design