

PROJECT C:
A+B+C
MODULAR DESIGN
CLIENT PRESENTATION

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DESIGN 102-OL, FALL 2021
PROFESSOR HOPP



DESIGN PROBLEM

The client, who owns a small chain organic grocery stores, has the desire to want to incorporate a modular design as the predominant theme for a new home office. The design must incorporate an A+B+C modular design scheme. The client requests that the final form C makes a commemorative expression about George Smith, who was once the organic grocery store chain's CEO, but is now retired. The client has provided some latitude for the modular form, but still requests that the final product must span a minimal length of 18" in one direction. The three-dimensional modular design will be either a sculpture for the waiting area or the exterior space, a piece of furniture for the waiting area or the exterior space, or a design that incorporates both aspects.

Known for his sense of humor, love of modular building, dogs, kombucha, as well as soda and spring water, philanthropy, and greatness in golf, George Smith wrote the company vision statement as follows:

"To nourish and uplift the community through a holistic health and wellness experience. We prioritize good food, complete transparency, and a commitment to preserving mother nature and all of the offerings."

DESIGN SOLUTION - WOODEN TORQUED SCULPTURE USING TOOTHPICKS

A) IMAGE OF SUBORDINATE ITEM



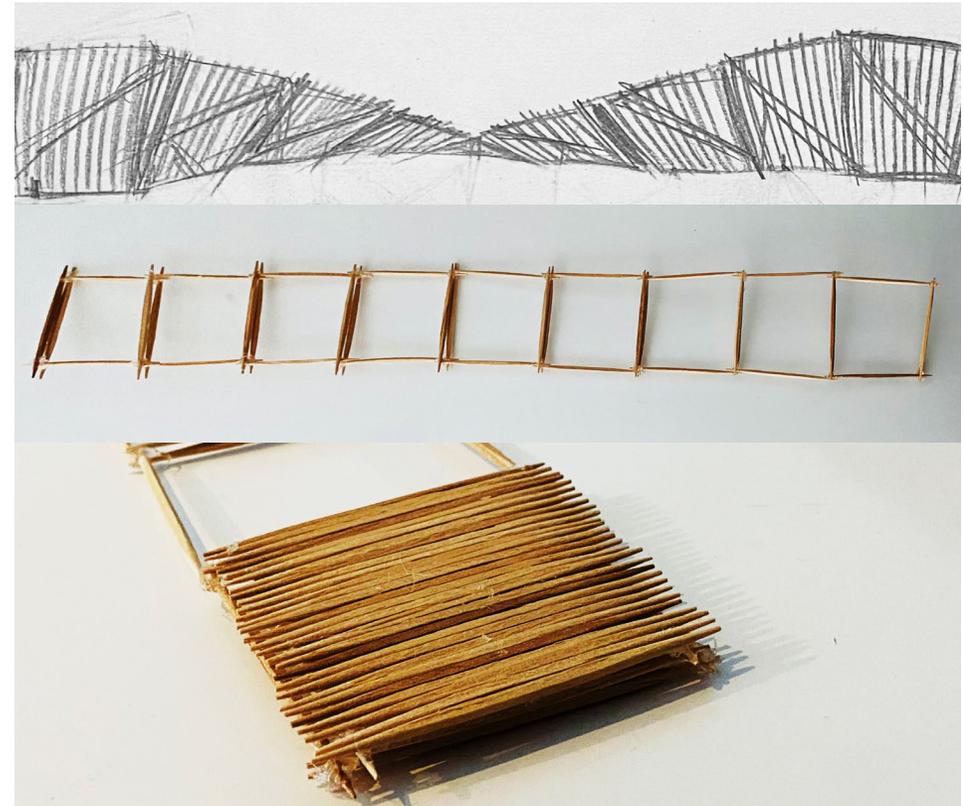
B) IMAGE OF SUBDOMINANT UNIT FORM



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C) DETAIL SKETCHES OF THE DEVELOPED DOMINANT MODULAR FORM

- 1) Line up 20 or so toothpicks side by side, and place glue two horizontal toothpicks one on top and the other on bottom for support to create one subdominant form.
- 2) Create a toothpick ladder with ten horizontal cross sections for twisting
- 3) Glue the toothpick subdominant forms onto each open ladder square to form a torqued toothpick sculpture



SHORT NARRATIVE

Having considered as many factors as possible for my initial three designs for this project, I chose the first idea with the wooden torqued sculpture as the model to pursue. This model addresses the client's needs as it will keep people occupied and pique their interest while waiting for their appointments. In addition, it is visually pleasing. The physical design will add essence to the waiting room as the primary materials that are incorporated into the model's foundation are natural, since they come directly from trees and are biodegradable.

Incorporated design elements:

- Line - the individual toothpicks are straight lines and create a larger torqued line in space
- Texture - there is a dissonance of rough and smooth areas on this model, some of which are the pointy ends while others are the rounded edges of the toothpicks.

Incorporated design principles:

- Movement - the eye travels along the curvilinear path from start to finish. It's almost like a zero-g roll inversion element on a roller coaster
- Repetition - repeated the process for constructing the repetitive pattern for the model's framework 10x.
- Pattern - built square frames which created a pattern for the subdominant unit forms to be arranged perpendicularly to each other in each panel.

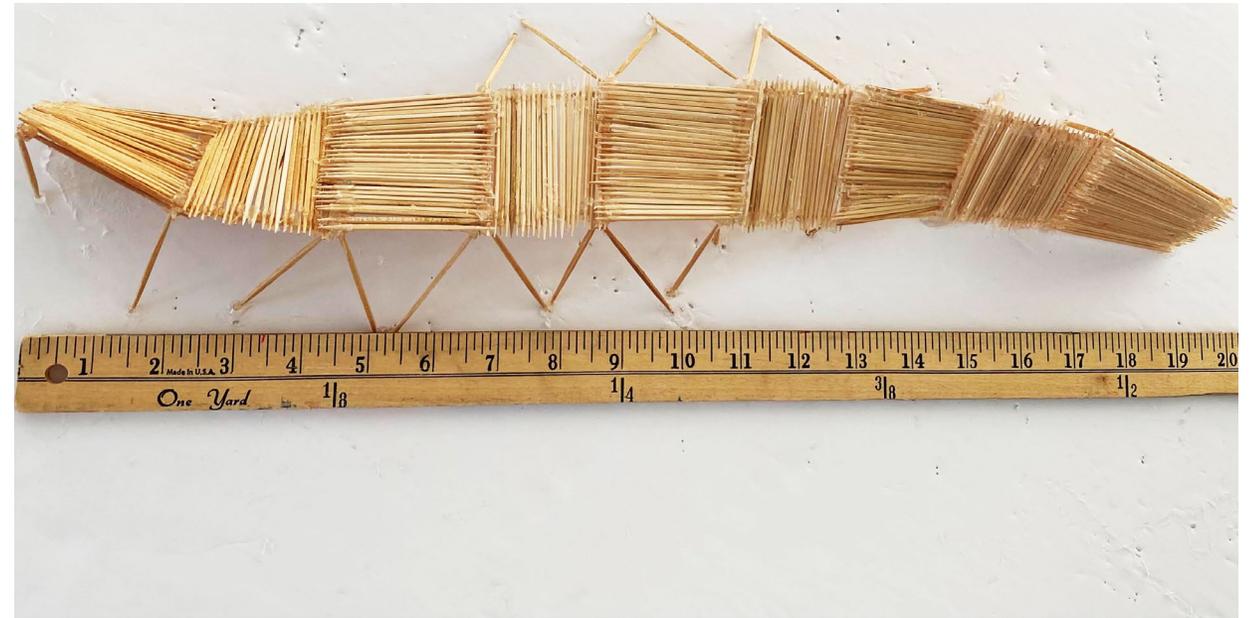
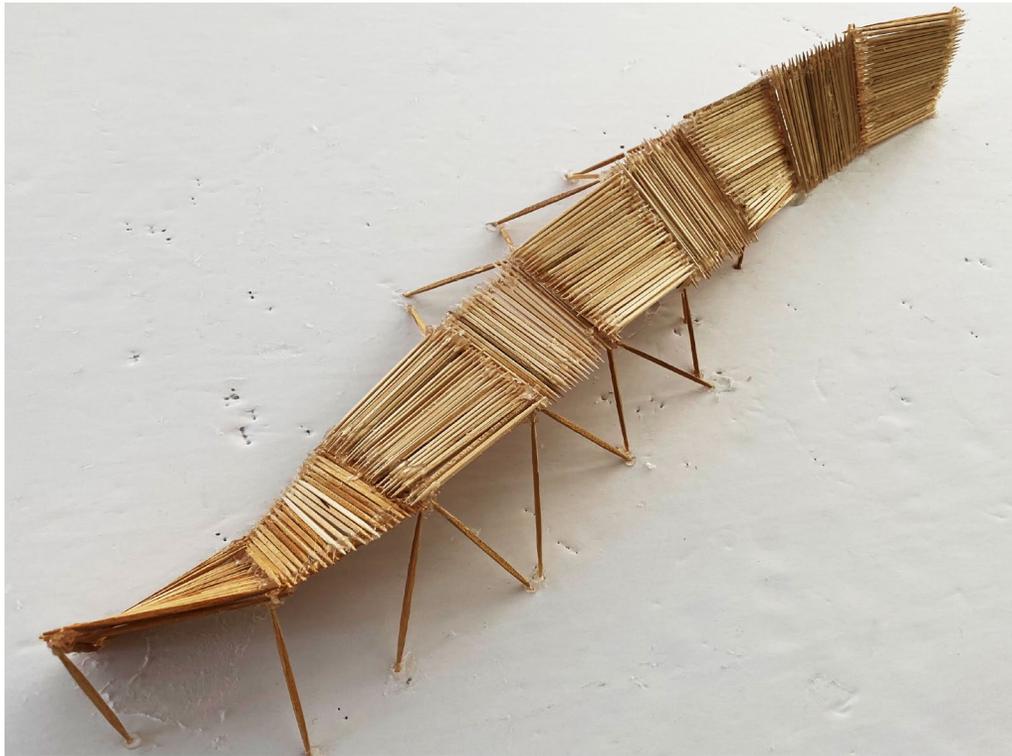
SHORT NARRATIVE (CONT'D)

I first needed to build the toothpick ladder with all ten cross sections and then carefully torque it before gluing both ends directly onto a foam board to ensure stability. I then added additional toothpicks for support throughout the entire model before adding the subdominant units.

This solves the client's needs by adding physical essence to the waiting room as the primary structural materials incorporated into the model's infrastructure are natural and come directly from trees, which are biodegradable.



FINISHED DESIGN



FINISHED DESIGN

