

TID 2011 Award
Taiwan Interior Design

展覽空間 Exhibition space

Visual Dialogue

何宗憲設計有限公司 Joey Ho Design Limited

主持設計師
Chief Designer

何宗憲 Joey Ho

協同設計師
Co-designer

馮德俊 Douglas Fung

陳丹輝 Natalie Chan

攝影者
Photographer

Graham Uden





Visual Dialogue

This exhibition aims to utilise every interior spatial component for creating a dialogue with visitors. It combines a diverse range of works by an outstanding graphic designer and uses imagery to communicate with audiences in a non-linguistic way. The contrastive black and white set the colour tone of the venue and contribute to the mysterious ambience for people to explore the designer's works. This abstract installation of 20 meters long at the entrance engenders a "conversation" between space and people as the black and white stripes take the advantage of the 2-D and 3-D effect and constantly shift to different angles which bring in divergence. With the effect of body movement, it creates a graphic illusion of swirling people into a creative world where five different thematic zones continue the non-verbal dialogue with people – Brandscape, Poster Square, Logo Wall, Gallery Box and Diary Table.

Brandscape



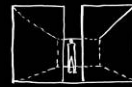
Poster Square



Logo Wall



Gallery Box



Visual Diary







Brandscape

Based on the concept of landscape, visitors step on this platform while appreciate a collection of branding projects presented vertically and horizontally on the landscape.





Gallery Box

As an independent volume and is separated within the exhibition hall, this box-like space encloses visitors in an artistic environment with the designer's artworks, and brings people to another creative dimension.



Logo Wall

Along the long wall where an array of black and white graphic emblems is displayed in sequence, visitors' focal point moves in a linear manner on the wall logos at their sight level.



Poster Square

Based on a square context, printed paper designs are put around the square and the middle void serves as the means for visitors to digest the works and mingle with others for further communication regarding the materials.



Diary Table

A long and simple table demonstrates daily written records and works by selected designers and communicates with visitors in different senses under a casual and interactive context.