



designed
to **Play**

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HILARY WALL
ELENA CID

DROOG DESIGN, designed to Play

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EXHIBITION OVERVIEW: CREATIVE BRIEF



HILARY WALL
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DROOG, designed to Play

Venue: de Young Museum, San Francisco

Dates: June 6 - September 27

Audience: General Public

Location: de Young Temporary Exhibition Gallery

Size of Space: 12,000 sq. ft.

Number of Objects: 61

Exhibition Concept:

Droog Design challenges designers and architects to transform the way in which objects and spaces interact with people. Intelligent and innovative design invites the user to relate to design in way that challenges perception and enhances life.

Special Consideration:

Due to the nature of the exhibition, many products will be interactive. Special consideration will be taken to ensure there will be clear indication between non-interactive and interactive objects. Special attention will also be paid to interactive areas to ensure sufficient spatial flow.

Exhibition Outline:

Droog design has hosted many collaborative projects with various firms and designers. At the center of each of these projects is a conceptual idea which is then translated by designers and architects into various products. The exhibition will focus on five major projects sponsored by Droog over the past fifteen years:

Smart Deco - an authentic expression reflecting the zeitgeist of cutting-edge design.

Do Create - A project inviting consumers to interact and play with objects, thereby influencing design. Instead of simply buying an object, the consumer is buying an experience, making what you do the the object or what it does to you that counts.

Value for Money - A project investigating whether the emotional value of design is directly proportional to the products price-determining value. Visitors to Value for Money will be challenged to provide value for each object by attaching a filled in check from a specially designed checkbook to their preferred product.

Urban Play - An international project that aims to be the catalyst to inspire creativity in the public domain. It is believed that street-level creativity and innovation will prove to be the source of rejuvenation and new energy in urban areas.

S1NGLETOWN - A change is happening in Western Society: the rise of the single. More young professionals choose to stay single for longer, more old people live without partners for longer. In spaces designed for multiple occupancy we now only find one. In this project, singles are paired with products and services specifically designed for the single lifestyle.

It is the division of these five projects that will dicatate the organization of the design exhibit. Both openings into the exhibit will serve as a both an entrance and an exit. This will allow the viewer maximum flexibility in creating their exhibition experience. The collection of Urban Design objects will be located in the center of the exhibit. The remaining four sections of the exhibit will be placed in a semi-circular manner around the urban play section. Beginning with the bottom left section of the exhibition, the first project exhibited will be S1NGLETOWN. This will be followed by Do Create, Value for Money, and finally Smart Deco(which will be located at the other end towards the second entrance.) The two most interactive portions of the exhibit will be placed near the back of the exhibit to minimize disturbance to traffic flow near entrances to the exhibition. Each section of the exhibit will be well defined, creating an individual space for each area of the exhibit.

EXHIBITION OVERVIEW: OBJECT LIST



HILARY WALL
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A. SINGLETOWN



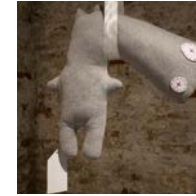
A1. Jacket for lonely people
by COMPANY
Size 40 x 100 cm



A2. Life dress
by Anna Maria Cornelia
Size 200 cm



A3. Messy
by Borikbasarinci
Size 50 x 200 cm



A4. Nannolo
by Fucina
Size 30 cm



A5. Sky high table
by Mathias Knigge
Size 200 x 70 x 60 cm



A6. Love & sex with robots
by David Levy
Size 30 cm



A7. Table-for-one
by Droog & Kessels
Kramer
Size 300 x 350 cm



A8. Pump it up
by Nacho Carbonell
Size 60 x 70 cm



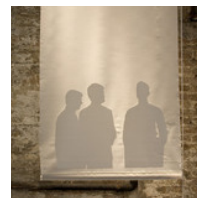
A9. Come a little bit closer bench
by Nina Farkache
Size 56 x 300 x 43 cm



A10. Bowls "Reinventing Rituals"
By Michelle Huang
Size, various sizes



A11. Pain relief T-shirt
by Susanne Philopson
Size 40 x 100 cm



A12. Safty shade
by Mino Kodama
Size 100 x 200 cm

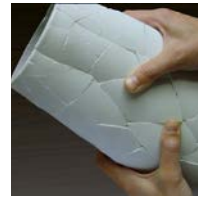
B. Do Create



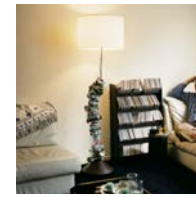
B1. Do scratch
by Marti Guixé
Size 40 x 30 cm



B2. Do hit chair
by Marijn van der Poll
Size 100 x 70 x 75 cm



B3. Do break
by Frank Tjepkema
Size 34 cm



B4. Do link
by Martí Guixé
Size 200 x 40 cm



B5. Do eat
Size 100 x 60 cm



B6. Do highchair
by Maartje Steenkamp
Size 60 x 60 x 145 cm



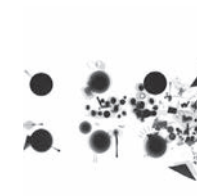
B7. Do add 'short-leg'
by Jurgen Bey
Size 70 x 40 x 40cm



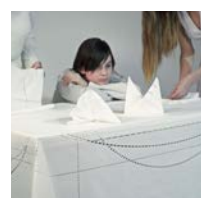
B8. Do frame tape
by Martí Guixé
Size 5 cm, 25 m roll



B9. Do swing
by Thomas Bernstrand
Size 100 x 30cm



B10. Do Tableau Tablecloth
by Maurice Schelkens
Size 212 x 140 cm



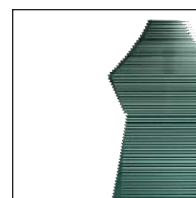
B11. Do Twofold Napkin
by Chris Kabel
Size 42 x 42 cm



B12. Do Function Tiles
by Anout Visser
Size 15 x 15 cm



B13. Do Chest of Drawers
by Tejo Remy
Size 60 x 110 x 120 cm



B14. Do Cut
by Radi designers
Size, various sizes

EXHIBITION OVERVIEW: OBJECT LIST



HILARY WALL
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C. Smart Deco



C1. Car mirror
By Gijs Bakker
Size wall frame
65 x 45cm



C2. Artificial
Bonsai tree
by Jennifer Chan
Size 15 x 15 x
15 cm



C3. Chair of
textures
by Tjep
Size 69 x 55 x
103 cm



C4. Crystal virus
by Pieke
Bergmans
Size 300 x 70 x
75 cm



C5. Godogan table
by Niels van Eijk
Size 260 x 90 x
75 cm



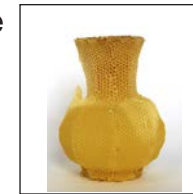
C6. House of
textures
by Tjep
Size 23,5 x 12,5
x 10 cm



C7. Second-hand
by Maarten Baas
Size various sizes



C8. Push and store
by Chung-Tang
Ho Tong
Size 101 x 47 x
86.5 cm



C9. With a little
help of the bees
by Tomáš
Gabzdil
Size 30 cm



C10. Crochet chair
by Marcel Wanders
Size 60 x 50 x
75cm



C11. Extended
cigar
by Wieki Somers
Size 70 x 30 x
201 cm



C12. Bookshelf
"already made"
By NEXT architects
Size 90 x 40 x
200 cm



C13. Heat wave
electric radiator
by Joris Laarman
Size 210 x 95 x
5 cm

D. Value of Money



D1. 50 Different
priced bags
by Simon Heidens
Size 30 x 10 x
40 cm



D2. MP / DB Tea-
spoon
by Ed Annink
Size 5 x 10 cm



D3. Destructive
deco
by Frank
Tjepkema
Size 50 x 30 cm



D4. Earth flower
vase
by Martí Guixé
Size 10 x 20cm



D5. Disposable
cutlery
and bowl
by Marcel Wanders
Size 10 cm



D6. Twentyfiveu-
roostool
by Niels van Eijk
Size 40 x 70 x 40
cm



D7. Blooming
over cup
by Mina Wu
& Jan. B
Size 6 x 10 cm



D8. Willow chair
by Marcel Wan-
ders
Size 40 x 60 x
40cm



D9. Oranien
baumer Viereck
by Marcel
Wanders
Size 15 x 15cm



D10. 85 Lamps
by Rody
Graumans
Size 70 x 110 cm

EXHIBITION OVERVIEW: OBJECT LIST



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E. Urban Play



E1. Sidewalk at night
by Sagmeister
Size 700 x 1200 cm



E2. Bus Terminal
by Thonik
Size 150 x 250 x 300 cm



E3. Obsessions make my life
by Stefan Sagmeister
Size 350 x 500 cm



E4. Bushwaffle
by Rebar
Size 100 x 100 cm



E5. Moving Forest,
10 shopping carts
by NL Architects
Size 50 x 60 x 100 cm



E6. Boombench
by NL architects
Size 50 x 60 x 150 cm



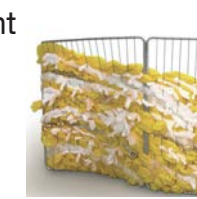
E7. Fish in the Sky
by Nothing Design Group
Size 50 x 50 x 200 cm



E8. Long Bench
by Claudia Linders
Size 900 cm



E9. Sculpt me point
by Marti Guixe
Size 350 x 350 cm



E10. Plaited fence
by Martín Azúa
Size 200 x 60 x 200 cm



E11. The Bubble Project
by Ji Lee

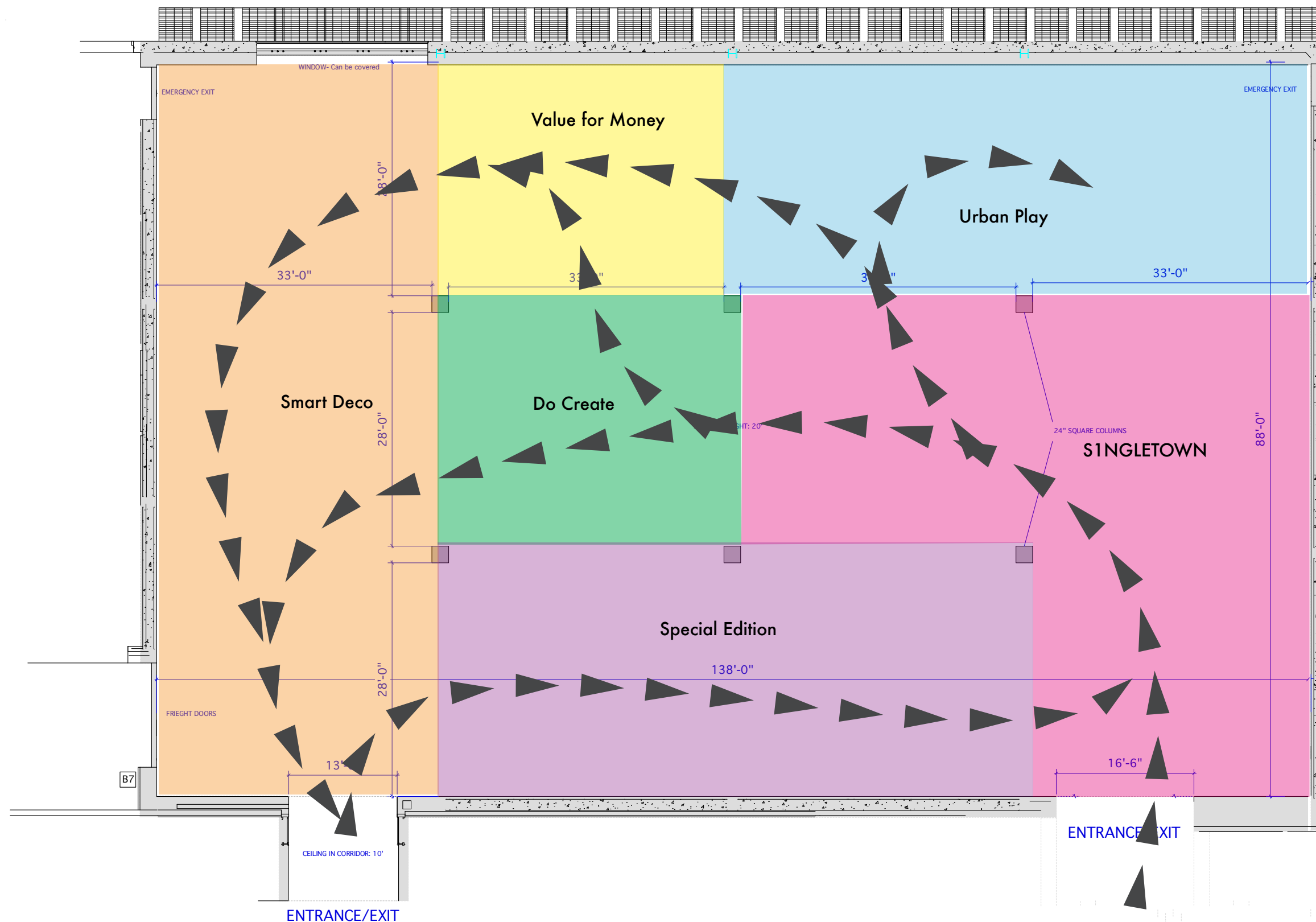


E12. 4 Plasma Televisions
Size 1 x 4 x 4 ft

EXHIBITION OVERVIEW: PRELIMINARY FLOOR PLAN



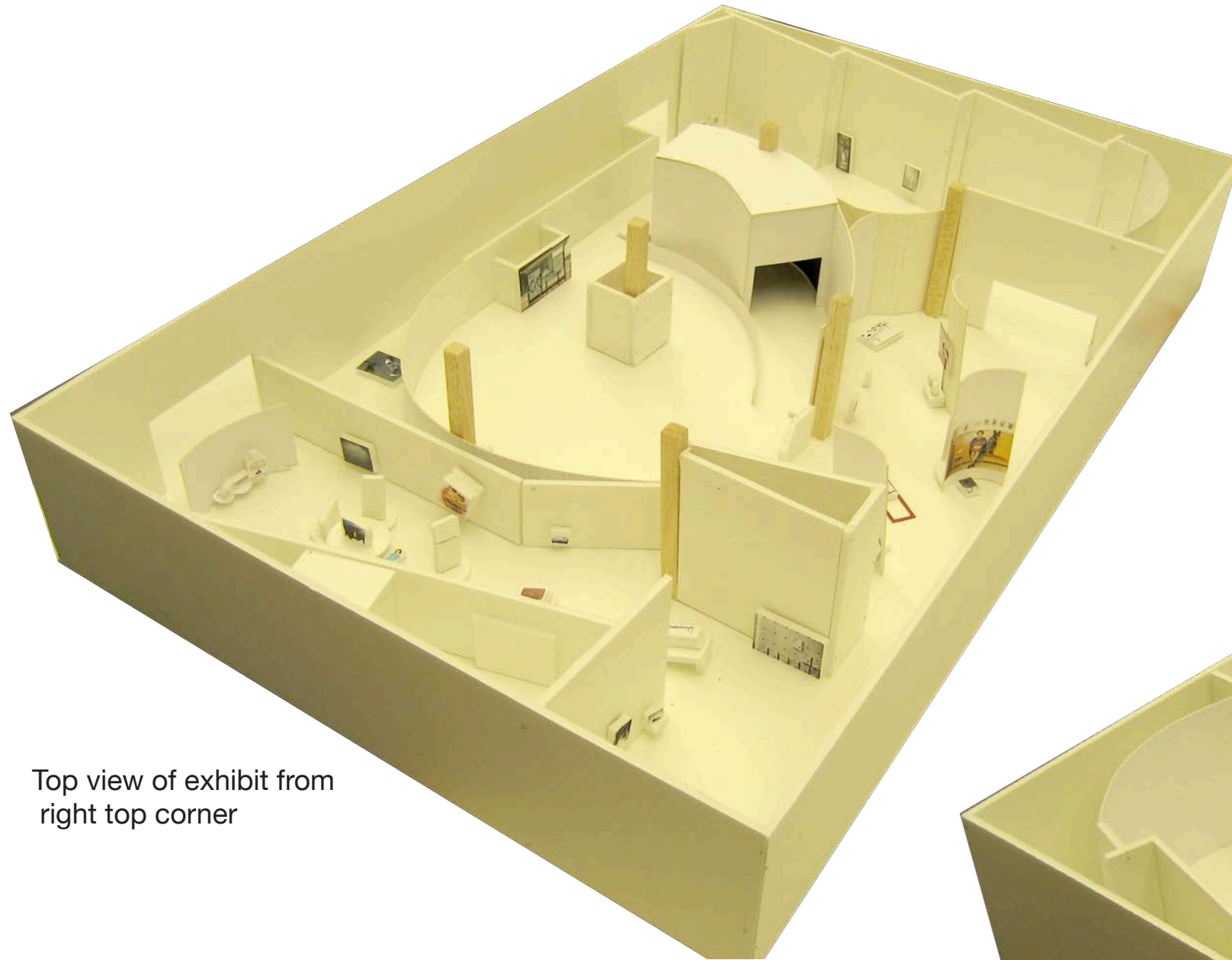
HILARY WALL
ELENA CID



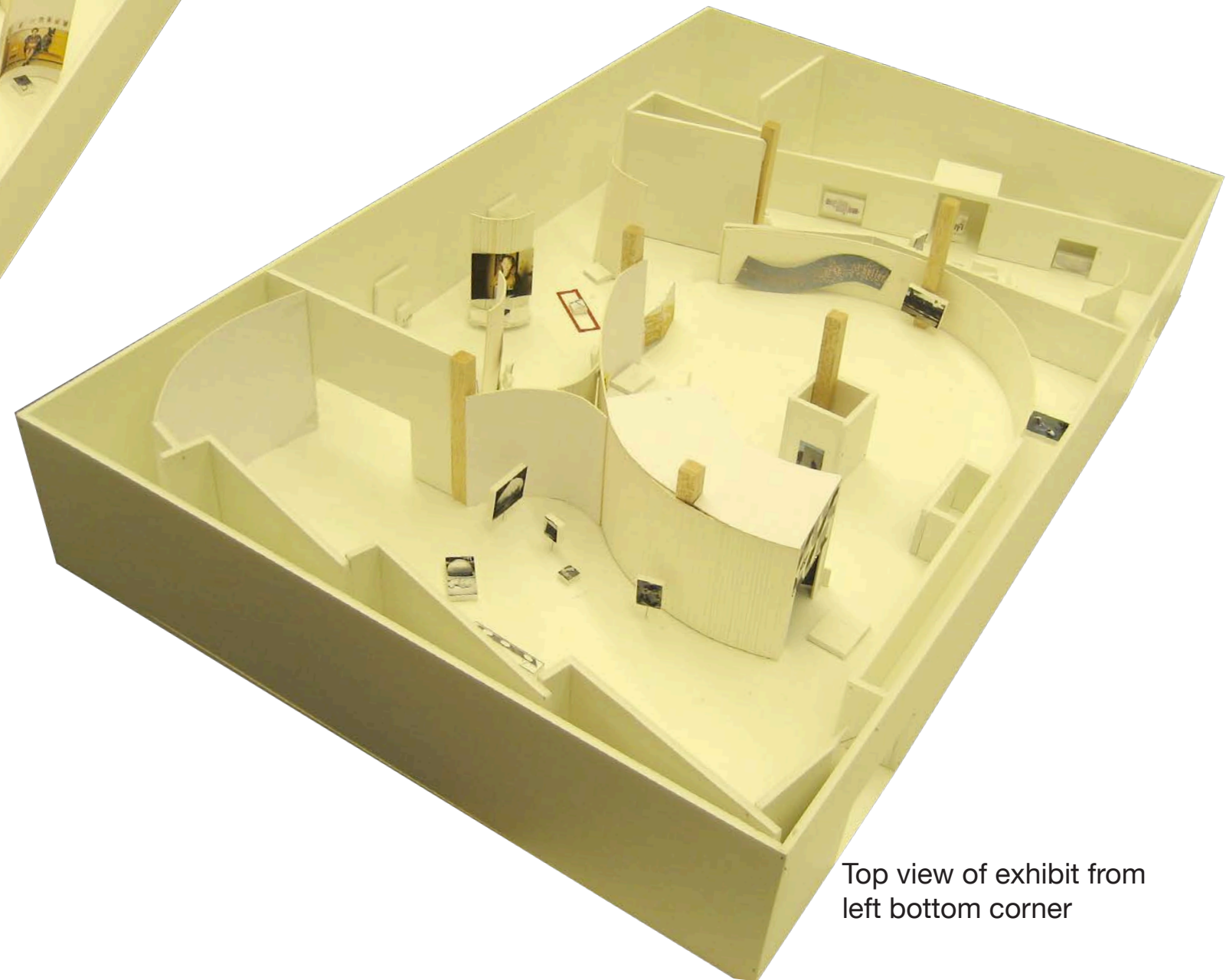
EXHIBITION DESIGN: MODEL

DROOG
designed
to Play

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Top view of exhibit from
right top corner



Top view of exhibit from
left bottom corner

EXHIBITION DESIGN: DETAIL VIEW



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Urban Play Section detail view



Smart Deco Section detail view

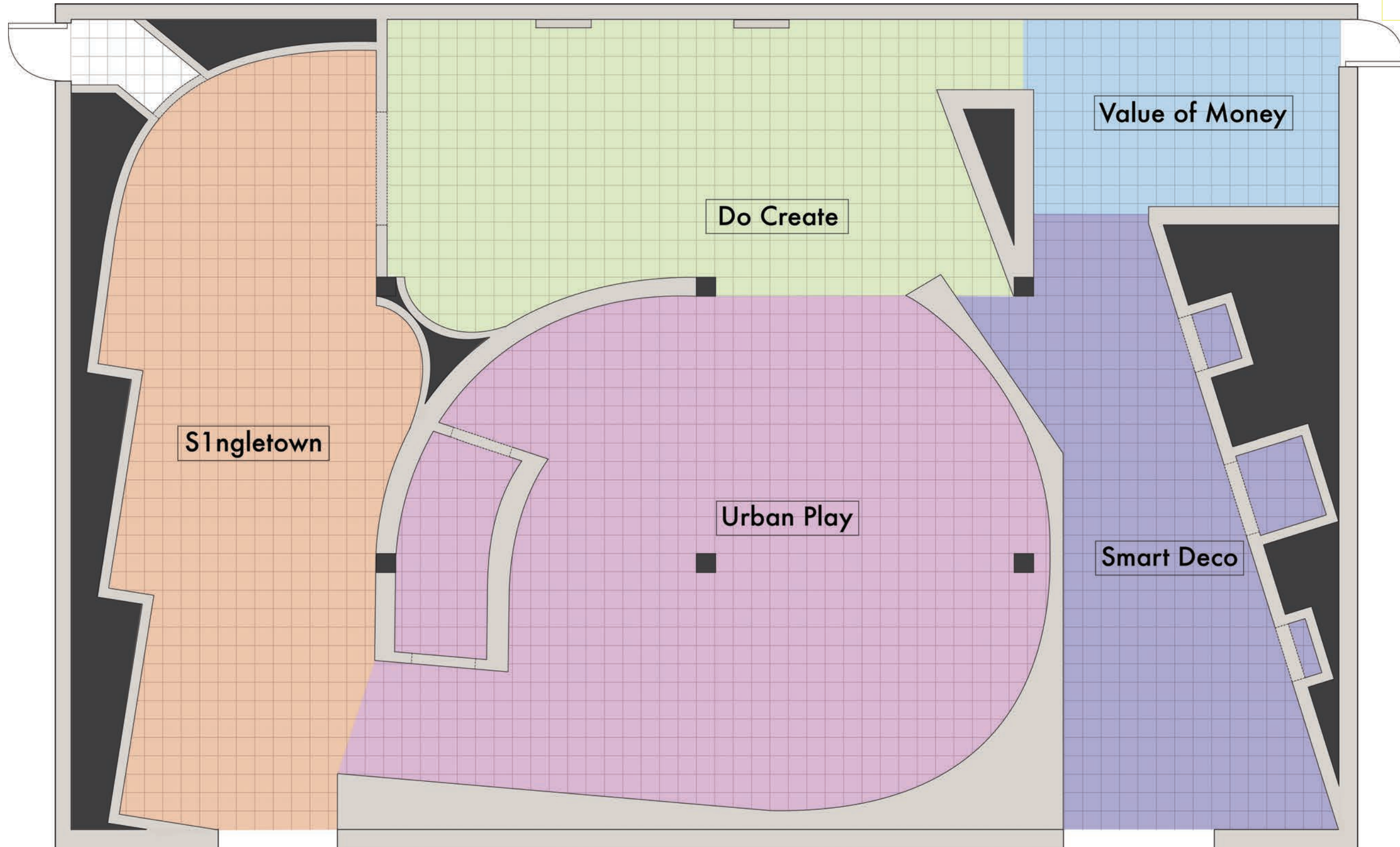


S1NGLETOWN Section detail view

EXHIBITION DESIGN: FLOOR PLAN



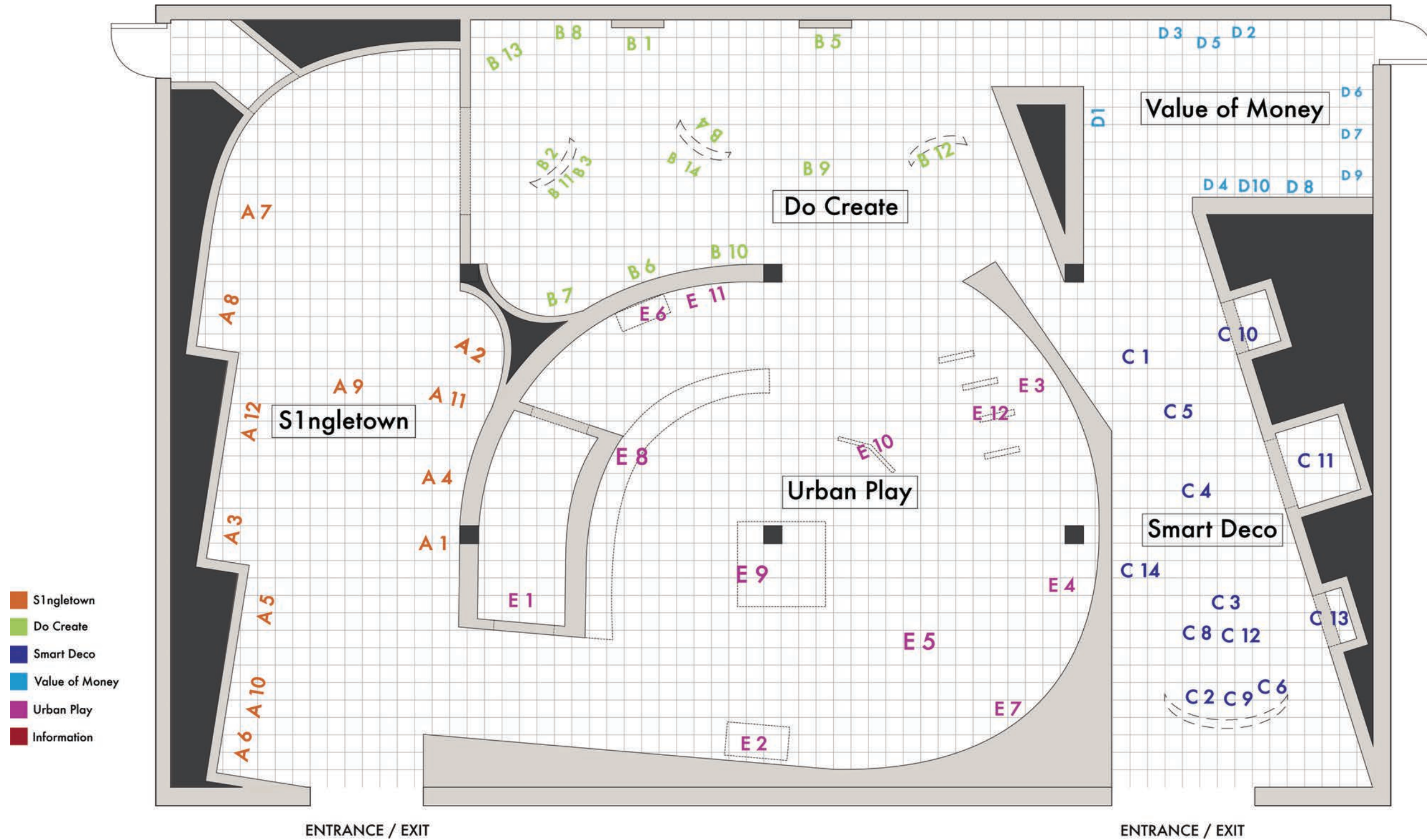
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EXHIBITION DESIGN: FLOR PLAN WITH OBJECTS



HILARY WALL
ELENA CID

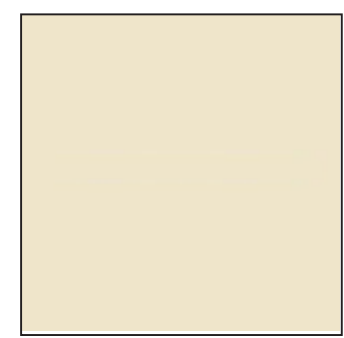


EXHIBITION DESIGN: FLOOR PLAN WITH MATERIALS



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Paint Samples



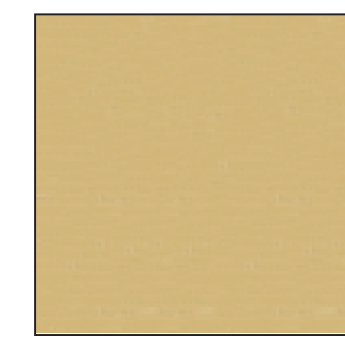
P1
Benjamin Moore
Monterey White HC-27



P2
Benjamin Moore
Middlebury Brown HC-68

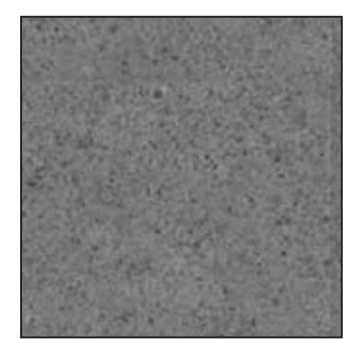


P3
Benjamin Moore
Dark Teal 2053-10

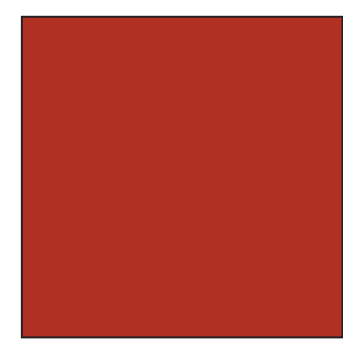


P4
Benjamin Moore
Spring Dust 2150-40

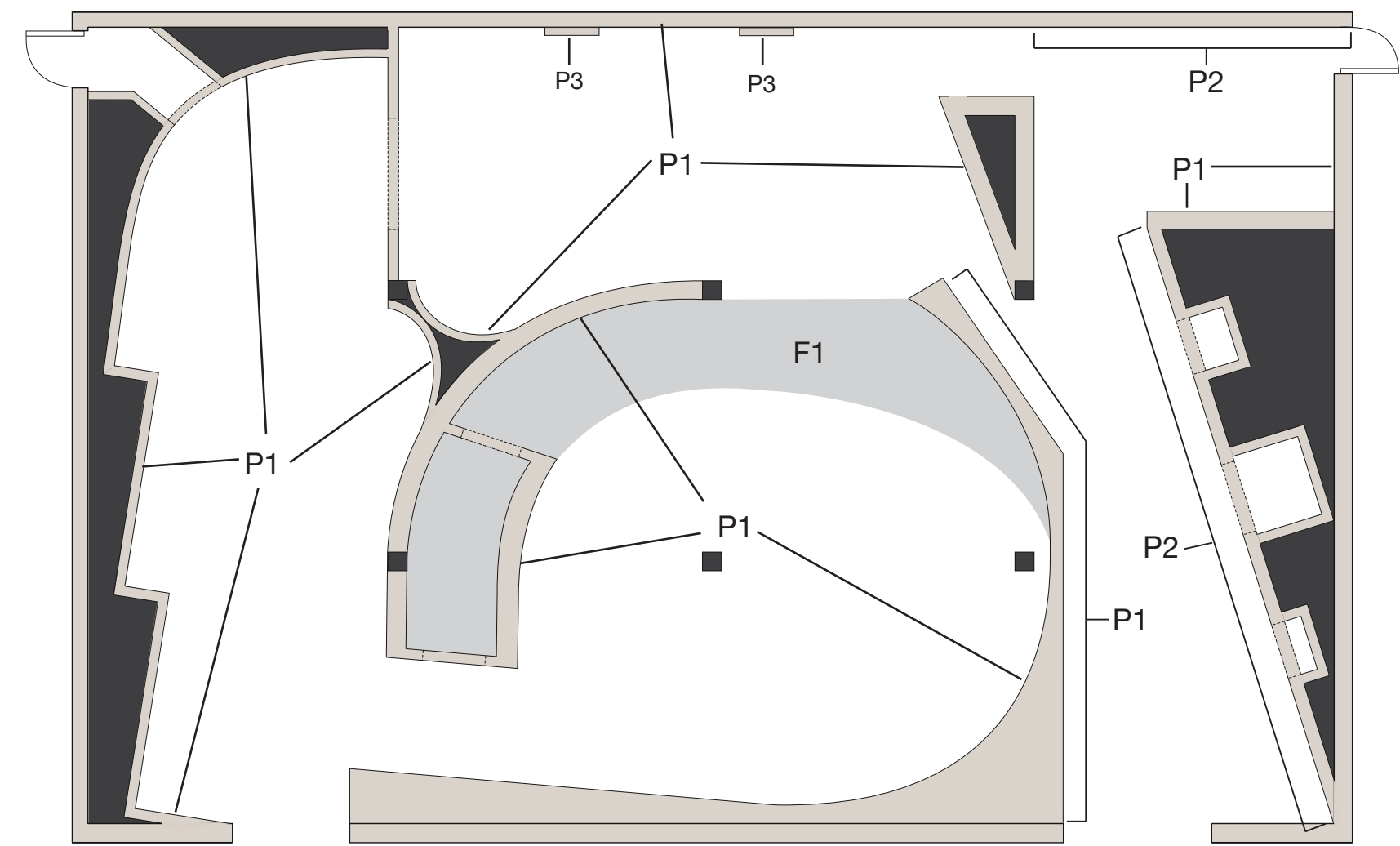
Floor Materials



F1
Concrete



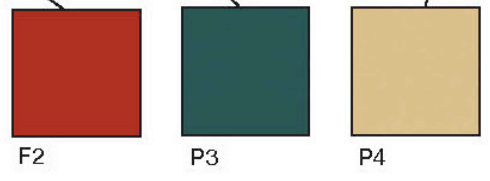
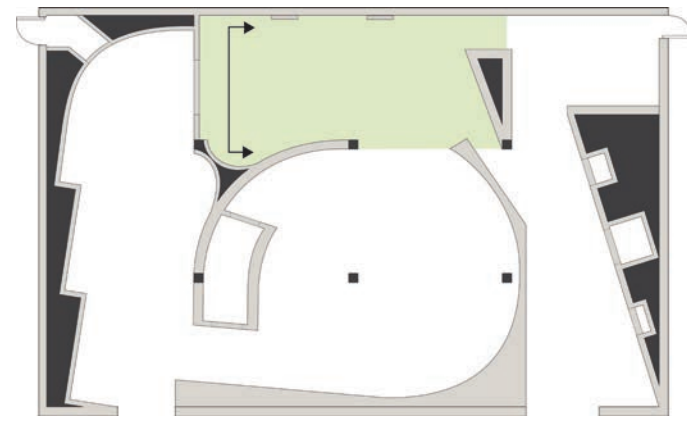
F2
Vinyl



EXHIBITION DESIGN: URBAN PLAY PERSPECTIVE



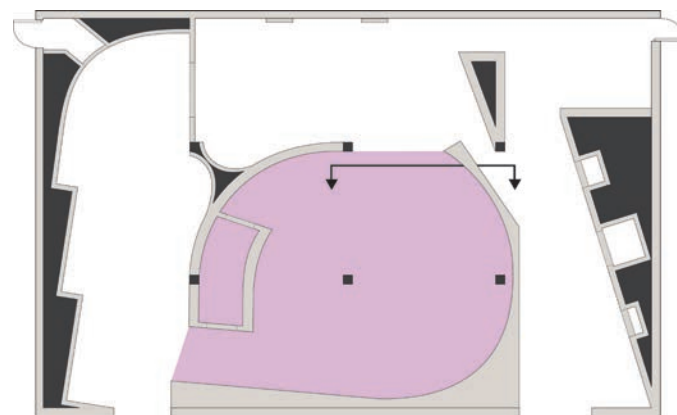
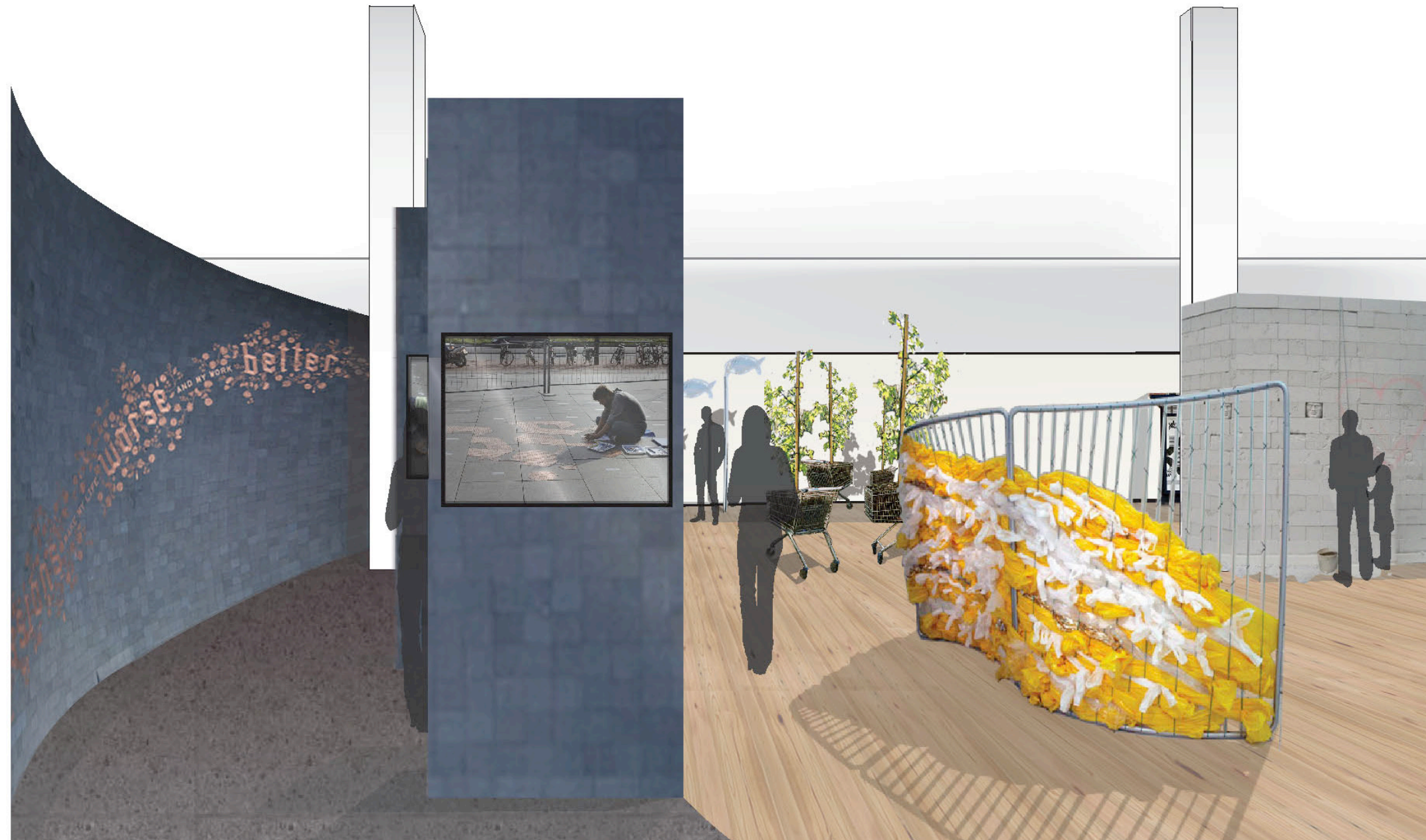
HILARY WALL
ELENA CID



EXHIBITION DESIGN: DO CREATE PERSPECTIVE

DROOG
designed
to Play

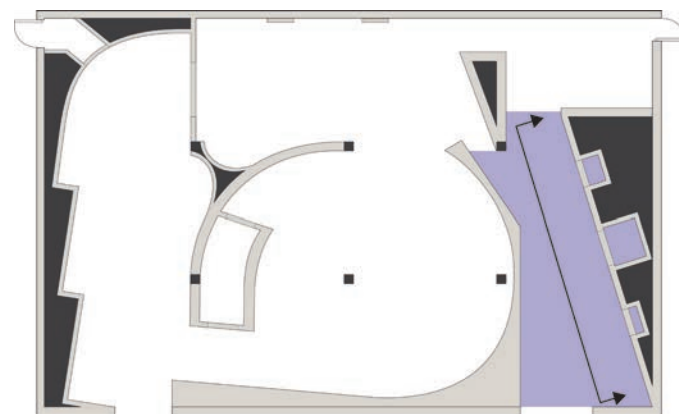
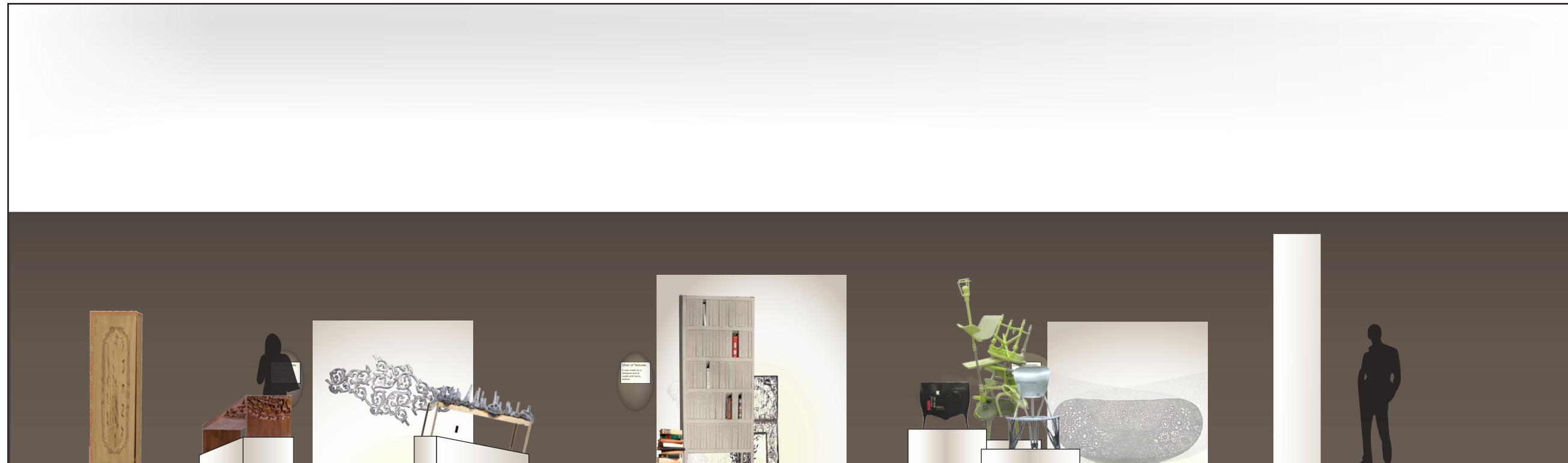
HILARY WALL
ELENA CID



EXHIBITION DESIGN: SMART DECO ELEVATION



HILARY WALL
ELENA CID



EXHIBITION IDENTITY:
TITLE WALL



HILARY WALL
ELENA CID

DROOG


Droo
base
am
Dro
bas
am
Dro
bas
an

Designed
to
PLAY






HILARY WALL
ELENA CID

d  **break**

by Frank Tjepkema & Peter van der Jagt

This vase can stand rough handling! Do Break is an even vase without any decoration; you have to drop it to give it a beautiful craquelé structure.

The rubber inside makes sure it doesn't literally fall into a thousand pieces. The moment when you throw Do break, will become a lasting memory



ough hand.
se without any
e to drop it to
structure.

Typograpy:

Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

EXHIBITION IDENTITY: STREET BANNERS

DROOG
designed
to Play

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EXHIBITION IDENTITY: BUS ADVERTISEMENT

DROOG
designed
to Play

HILARY WALL
ELENA CID



EXHIBITION IDENTITY: BUS STOP POSTER

DROOG
designed
to **Play**

HILARY WALL
ELENA CID



6'6"

5'



DROOG
designed
to **Play**

HILARY WALL
ELENA CID

