

InsideOut Interiors Biennale 2013

A Celebration of the Found Space

by Sariena Keuler-Venter

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE
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 Elana van der Wath
Course coordinator: Jacques Laubscher (Dr)
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PRETORIA 2011



Thank you:

Raymund for the challenges.

Elana for enabling me to face the challenges.

Jacques for facilitating the solution.

Le Roux.

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Programme: Exhibition/Installation Design
Site description: Sandton Convention Centre as proto-site for travelling exhibition
Client: The International Federation of Interior Architects/Designers (IFI)
Users: Any visitor with an academic or disciplinary interest in the field of interior architecture/design

Theoretical Premise: The relationship between the user and the exhibition (inside) and the relationship between the exhibition and exhibition host (out)
Design Approach: Developing a travelling installation for the IFI Interiors Biennale 2013 based on the IFI Interiors Declaration
Research Field: Urbanism and human settlements

Proto-site Location: Erf 596 Sandown Ext. 38
Address: Maude Street Sandown 2196
GPS Coordinates: S26° 06.394' / E028° 03.221'

In accordance with Regulation 4(e) of the General Regulations (G.57) for dissertations and theses, I declare that this thesis, which I hereby submit for the degree Master of Interior Architecture (Professional) at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

I further state that no part of my thesis has already been, or is currently being, submitted for any such degree, diploma or other qualification.

I further declare that this thesis is substantially my own work. Where reference is made to the works of others, the extent to which that work has been used is indicated and fully acknowledged in the text and list of references.

Sara Johanna Keuler-Venter



ABSTRACT

Keywords:

Interiors Biennale

Interiors Declaration

Interior design

Inside-Out

Imprint

Slotted construction

Friction fit

Plywood

Design for disassembly

Bell (Gigli, *et al.* 2007:ix) believes that “design that is good should be embedded within all that surrounds us in the unnatural world. Good design and good architecture improve all our lives – they are not just about decoration.”

An understanding of what good design entails and a comprehension of the interior designer’s role within the built environment and public realm could anchor this belief.

The International Federation of Interior Architects/Designers (IFI) established *Design Frontiers: The Interiors Entity* (DFIE) to define the interiors discipline for IFI stakeholders and the general public alike. The planned Interiors Biennale in 2013, the final phase of the DFIE, is intended to visualise this knowledge, actualising the global consensus as reflected in the IFI Interiors Declaration.

The objective of the dissertation is to design a travelling exhibition for the IFI Interiors Biennale 2013.

The study investigates exhibition design as a method of communicating the seven basic pillars of the interiors profession as described by the Declaration.

A normative position derived from the event title, ‘designing from the inside out’, establishes the premise for the design approach.

The project explores the temporary imprint that results from the relationship between the general (host structure) and the specific (installation).

While acknowledging that the design cannot be completely site specific, the proposal identifies characteristics of ‘the universal exhibition host’ to obtain a set of constraints that inform the design of a travelling installation. A proto-site is identified within Johannesburg, embodying the universal specification.

The site typology has the least impact on the design development with the event typology (travelling exhibition), and the design brief (IFI Interiors Declaration) driving the process. The investigation points to an adaptive solution: design for disassembly. This design philosophy influences the chosen construction and fabrication method as well as the selected material type.

The design objective is not to curate the event, but rather to provide a flexible and innovative ‘kit of parts’ to facilitate the projected communication needs of the client (IFI).

EKSERP

Sleutelterme:

Binne-ontwerp Biënnale

IFI Verklaring

Interieur/Binne-ontwerp

Binne-buite

Afdruk

Gleufkonstruksie

Wrywing pas

Laaghout

Ontwerp vir uitmekaarhaal

Bell (Gigli, *et al.* 2007: ix) is van mening dat “goeie ontwerp ingebed moet wees in alles wat ons omring in die onnatuurlike wêreld. Goeie ontwerp en goeie argitektuur kan ons almal se lewens verbeter – dit is nie net versiering nie.” ‘n Begrip van wat goeie ontwerp behels en ‘n begrip van die binne-ontwerper se rol in die beboude omgewing kan hierdie mening anker.

Die International Federation of Interior Architects/Designers (IFI) het *Design Frontiers: The Interiors Entity* (DFIE) gestig om die interieurs dissipline vir die IFI belanghebbendes en die algemene publiek te definieer. Die beplande ‘Interiors Biennale’ in 2013 is die finale fase van die DFIE en gaan poog om die kennis soos vervat in die IFI Verklaring te visualiseer.

Die doel van die verhandeling is om ‘n reisende uitstalling te ontwerp vir die ‘IFI Interiors Biennale 2013’.

Die studie ondersoek uitstalling-ontwerp as ‘n metode om die Verklaring se sewe basiese pilare van binne ontwerp uit te beeld.

‘n Normatiewe posisie is afgelei van die biënnale titel, ‘binne-buite’, en stel die uitgangspunt vir die ontwerp-benadering.

Die projek ondersoek die invloed die van die tydelike verhouding tussen die algemene (gasheer struktuur) en die spesifieke (installasie).

Alhoewel die ontwerp nie heeltemal plek-spesifiek is nie, word die kenmerke van ‘n universele uitstallingsruimte bepaal om sodoende ‘n stel van beperkings op te stel. ‘n Proto-terrein is geïdentifiseer in Johannesburg wat voldoen aan die universele spesifikasies.

Die terrein tipologie het die minste impak op die ontwerp-ontwikkeling met die uitstalling tipologie (reisende uitstalling), en die ontwerpdrag (IFI Verklaring) as dryfveer van die proses. Die ondersoek dui op ‘n aanpasbare oplossing: ontwerp vir uitmekaarhaal. Hierdie ontwerp filosofie beïnvloed die gekose konstruksie en versinsel metode sowel as die geselekteerde materiaal.

Die ontwerp-doel is nie om die rol van kurator van die geleentheid te vervul nie, maar eerder om ‘n aanpasbare en innoverende “stel van dele” te ontwerp, om die moontlike kommunikasie behoeftes van die kliënt (IFI) te fasiliteer.



VOORWOORD TOT DIE IFI VERKLARING:

Dit is eie aan die mensdom om nie net ruimtes te gebruik nie, maar ook om dit te vul met betekenis en prag.

Ruimtes ontwerp met vaardigheid kan 'n beleving van doelgerigtheid wek, of 'n gevoel van die onbeskryflike in ons aanwakker.

In die ruimtes wat ons hoog op die prys stel, ondervind ons nie net 'n beleving van plek nie, maar ook 'n gevoel van identiteit. Die idee van menslike potensiaal word by ons tuisgebring.

Ruimtes wat ontwerp is op 'n weldeurdragte manier, dra by tot ons vermoëns om te leer, te besin, te verbeel, te ontdek en te skep.

Voortreflike ruimtes is broodnodig vir die vorming van 'n kultuur van kreatiwiteit. Dit bevorder die bou van verhoudings tussen mense, idees en denkskole.

As kundiges in ontwerp, bearbei ons kennis ons om ruimtes te skep wat menslike behoeftes aanspreek. Hierdie ruimtes, bedoel vir menslike gebruik, is ons spesialis veld, ons passie en ons plig.

Ons skep ruimtes op 'n verantwoordelike manier. Ons voer ons professionele taak uit met die hoogste agting vir die gebruik van die wêreld se beperkte ekonomiese- en natuurlike hulpbronne, op 'n volhoubare manier. Ons ontwerp vir gesondheid, veiligheid, welsyn en die algemene publiek se behoeftes.

Ons ontwerp immers vir die Mensdom, ons uiteindelijke kliënt.

Ons vorm die ruimtes wat bydra om menslike ondervindings te vorm.

Dit is wat ons doen, wat ons skep en wat ons aanbied.

Dit is hoe ons 'n bydrae lewer en so 'n regmatige plek verdien in die gemeenskap.

Dit is hoekom ons werk onmisbaar is vir ons kliente, nodig is vir ons samelewing en belangrik is vir onself.

Dit is hoe ons 'n verskil kan maak en dien as ons motivering om hierdie waardige professie te beoefen.

DIE IFI VERKLARING SEWE KERN BEGINSELS:

1. WAARDE

Die beroep bied leierskap en maak gebruik van 'n iteratiewe en interaktiewe proses wat ontdekking, vertaling en validering insluit. Dit verskaf, meetbare uitkomst in die verbetering van binne-ruimtes en in die lewens van die mense wat die ruimtes gebruik. Hierdie proses lei tot ekonomiese-, funksionele-, estetiese- en sosiale voordele wat kliënte help om die waarde van hul besluite te verstaan en kliënte in staat stel om beter besluite te neem wat voordelig is vir gebruikers en vir die samelewing. Dit word aanbeveel dat die beroep dien as 'n betroubare stem en voortgaan met die ontwikkeling van verskeie modelle in die konteks van fisiese, emosionele en gedrags-patrone van die gebruikers.

2. RELEVANSIE

Die beroep definieer projekte by hulle aanvang, en stel menslike ervaring op alle vlakke hoog op die prys. Binne ontwerpers en binne-argitekthe sinteriseer mens- en omgewing ekologieë en vertaal wetenskap in prag wat al die sintuie aanspreek. Die praktisyn luister, neem waar, analiseer, verbeter en skep oorspronklike idees, visioene en ruimtes van meetbare waarde.

3. VERANTWOORDELIKHEID

Die verantwoordelikheid van binne-ontwerpers en binne-argitekthe is om die praktyk en die nodige kundigheid te definieer, onself en die publiek op te voed, en ons te posisioneer in die openbare sfeer as kundiges in die bou- omgewing. Die verantwoordelikheid van die binne-ontwerpers en die binne-argitekthe is om die beroep en maatskaplike welsyn te bevorder.

4. KULTUUR

As 'n kreatiewe bedryf, is binne ontwerp en binne-argitekthe 'n wyse van kulturele produksie. 'n Plek-maker wat kulturele hulpbronne interpreteer, vertaal, en wysig. In 'n globale wêreld, moet binne ontwerp en binne argitekthe 'n rol speel in die fasilitering van die behoud van die kulturele verskeidenheid.

5. SAKE

Die beroep van die binne ontwerp en die binne argitekthe bied waarde aan die belanghebbendes. Dit verhoog sosiale welsyn as 'n faktor van ekonomiese ontwikkeling. Dit bied strategiese leierskap in denke wat in 'n multi-vlakwyse opbrengs op beleggings lewer. Binne ontwerpers en binne-argitekthe is voorstanders van onderwys vir die voortgesette voordeel en bewustheid van die professie.

6. KENNIS

Teoretiese, toegepaste, en ingebore kennis is fundamenteel tot die praktyk van binne ontwerp en die binne argitekthe. Die samevloeiing van omgewingsielkunde en die wetenskap van antropometrie is van kritieke belang vir die kwantitatiewe en kwalitatiewe kennis wat deel vorm van die praktyk van binne ontwerp en die binne argitekthe.

7. IDENTITEIT

Binne ontwerpers en binne-argitekthe bepaal die verhouding tussen mense en ruimtes, gebaseer is op psigologiese en fisiese parameters, om die kwaliteit van lewe te verbeter.



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VOCABULARY AND ABBREVIATIONS

Interiors biennale

An international interior design exhibition taking place every other year

Inside-Out design

A design approach from the occupant's perspective: from the inside (Franck and Lepori 2007:19).

Co-dependence

The mutually beneficial relationship between the IFI Interiors Installation (event structure) and the exhibition venue (host structure).

Imprint

- the slight, temporary adaptation of the event structure to the host structure for the duration of the event (IFI Interiors Biennale 2013)
- the lasting effect the event has on the interior design community and discipline.

Installation

The architectural approach to the host structure: The IFI Interiors Installation is placed within the boundaries of the exhibition building. The Installation may be influenced by the host, but the fit is not exact and should the Installation be removed then the building would revert to its original state (Hay 2007:35).

Friction fit

A fastening of two parts which is achieved by friction after the parts are pushed together, rather than by any other means of fastening.

IFI

The International Federation of Interior Architects/Designers

DFIE

Design Frontiers: The Interiors Entity

SCC

Sandton Convention Centre

DfD

Design for Disassembly

CNC

Computer Numerical Control

