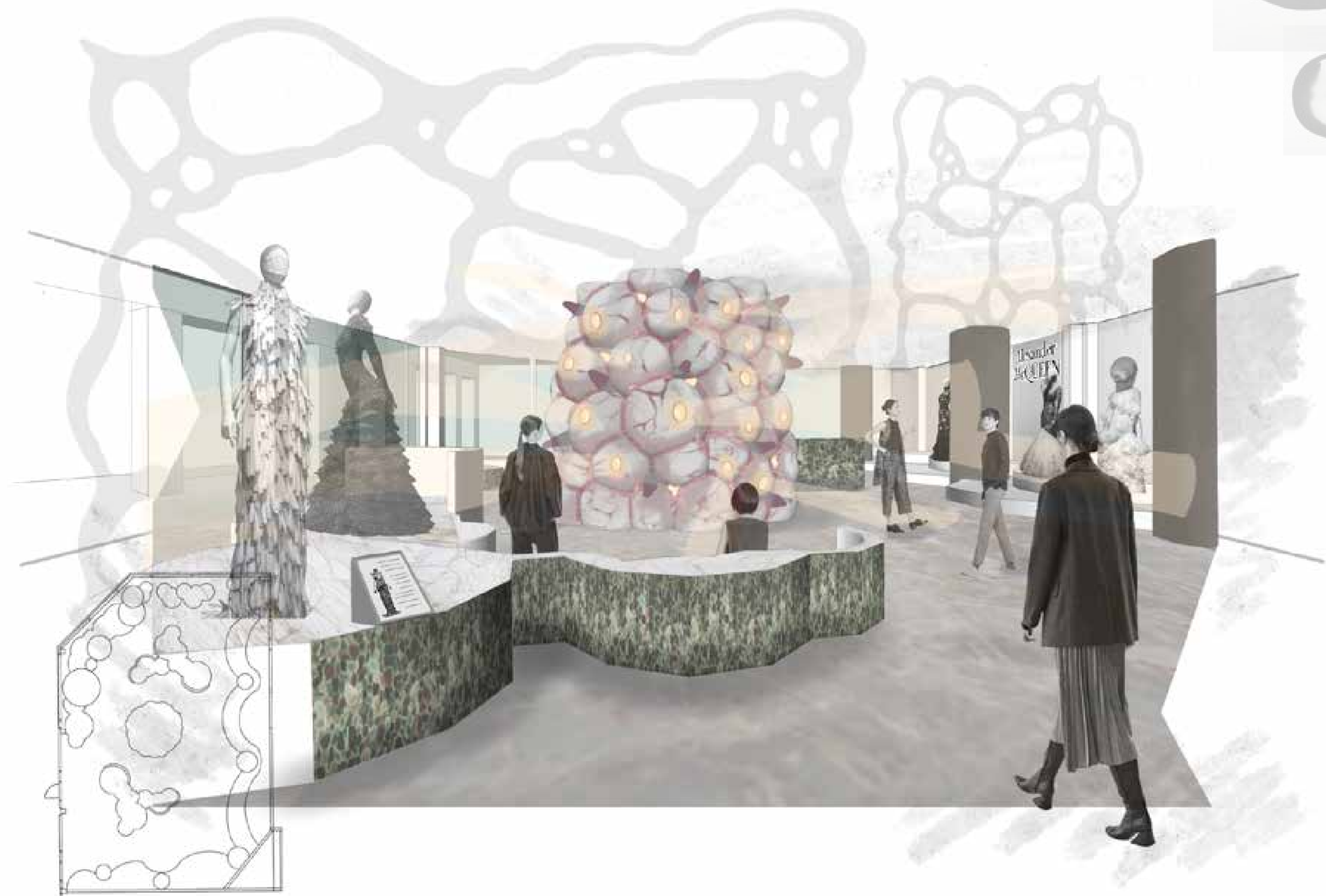


# Fruit and Wool London

## Alexander McQueen Showroom experience



Visual from inner building

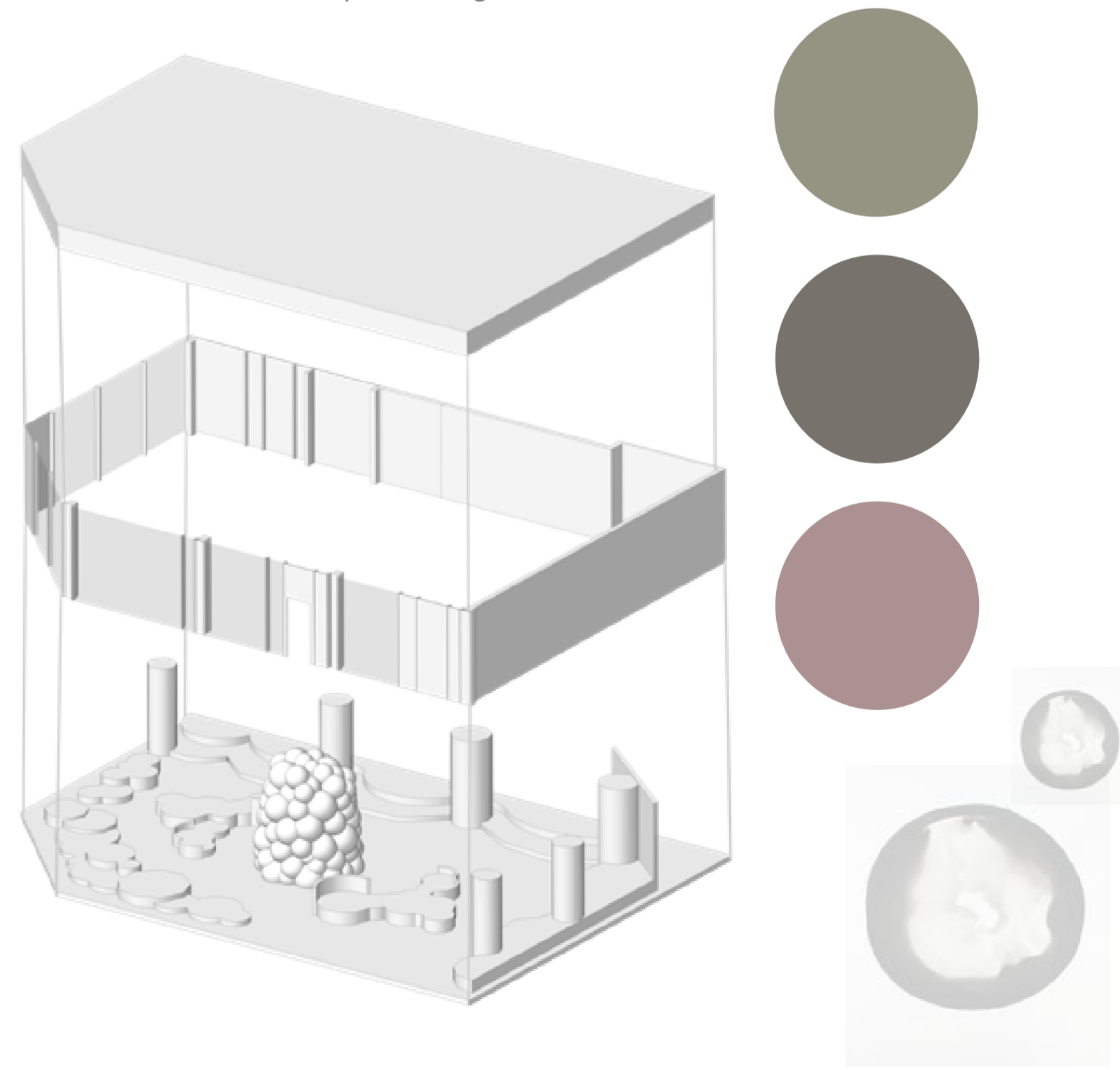
This space enables McQueen to showcase their garments through a atmospheric experience which provides a auditory simulator of the deep sea sounds captured by modern technology.

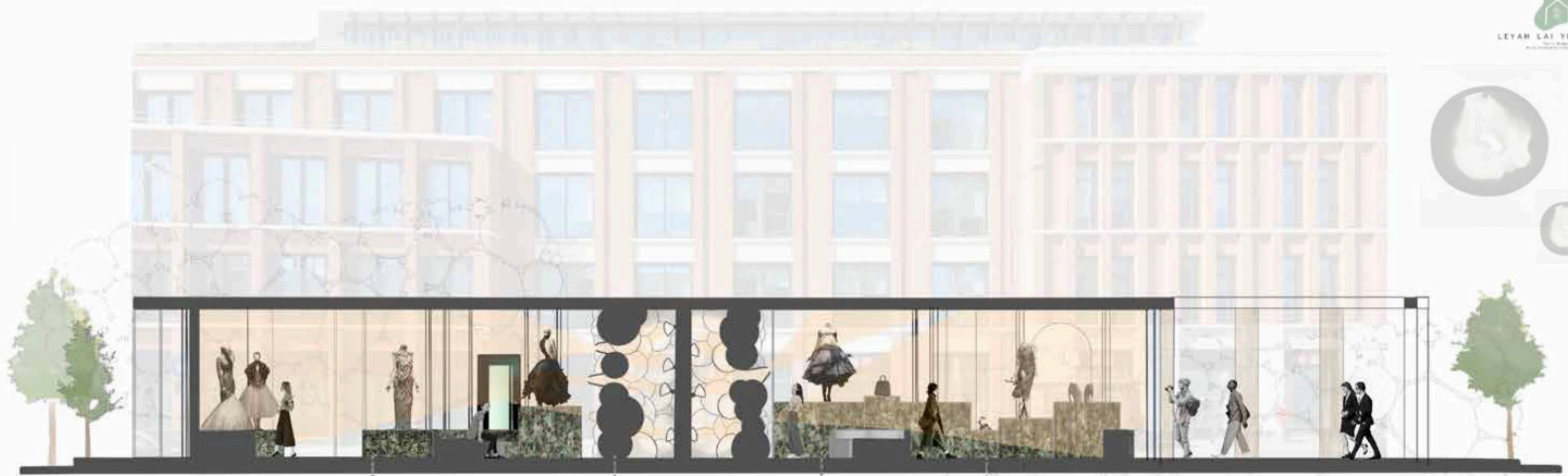


Visual from outside of the building

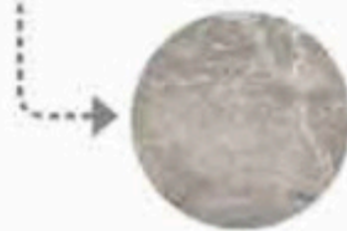
### EXPLODED AXONOMETRIC

Showing the main parts of the structure with guidelines of the ceiling, outer wall structure and concept design.

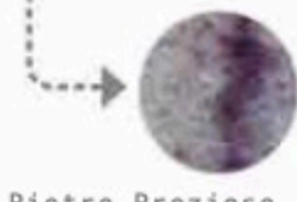




Section 1:50 @A4



Flooring: Sea Rock



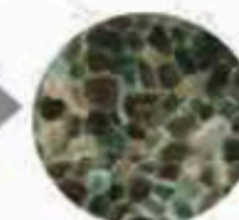
Pietre Preziose



Paper Mache



Quartz



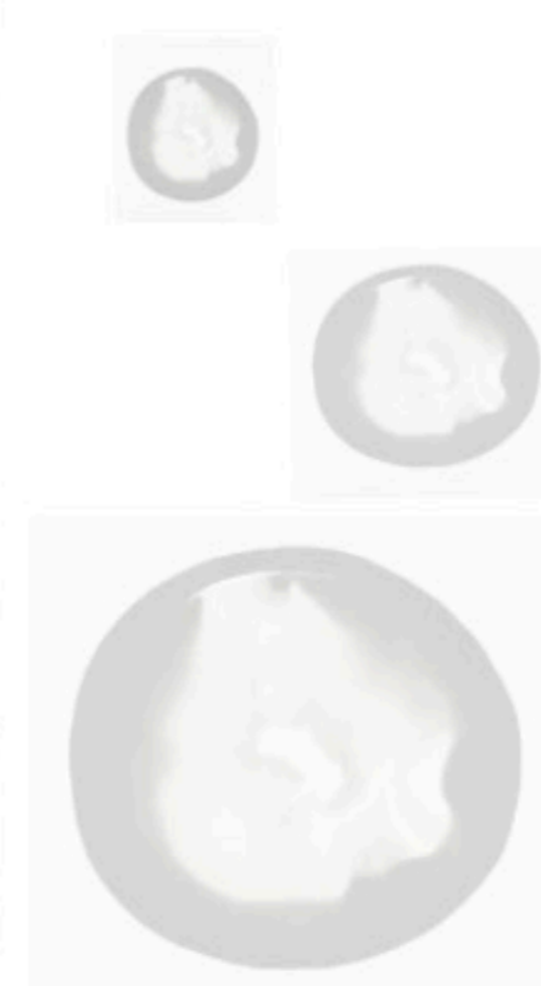
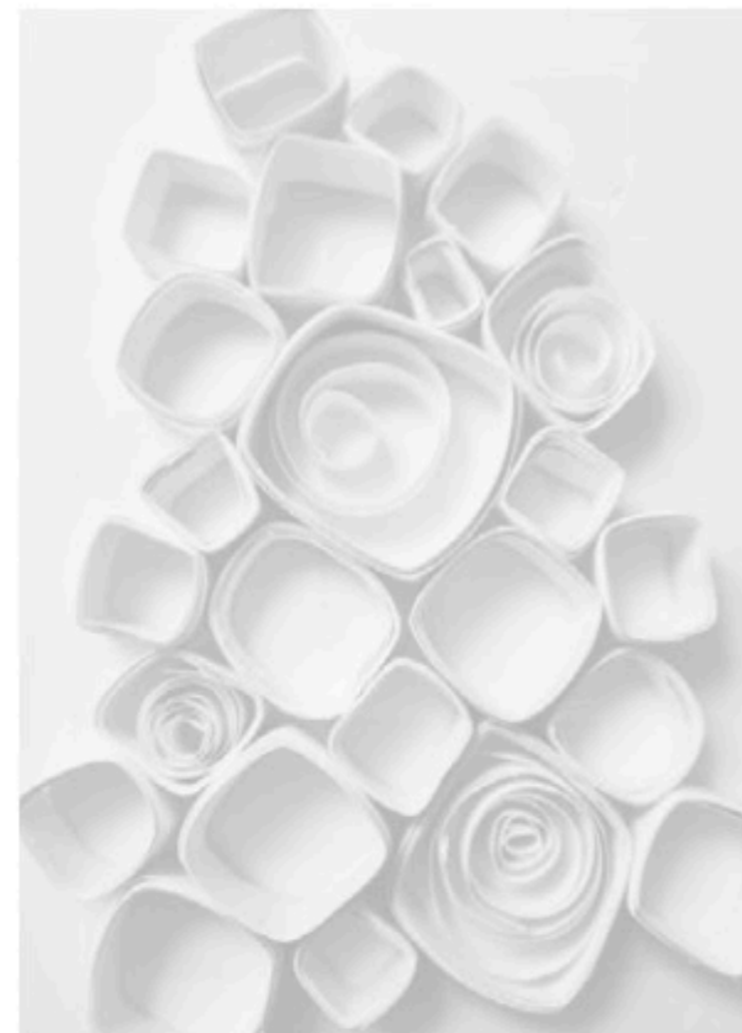
Authentic Semi-Precious Stone



SCAN ME

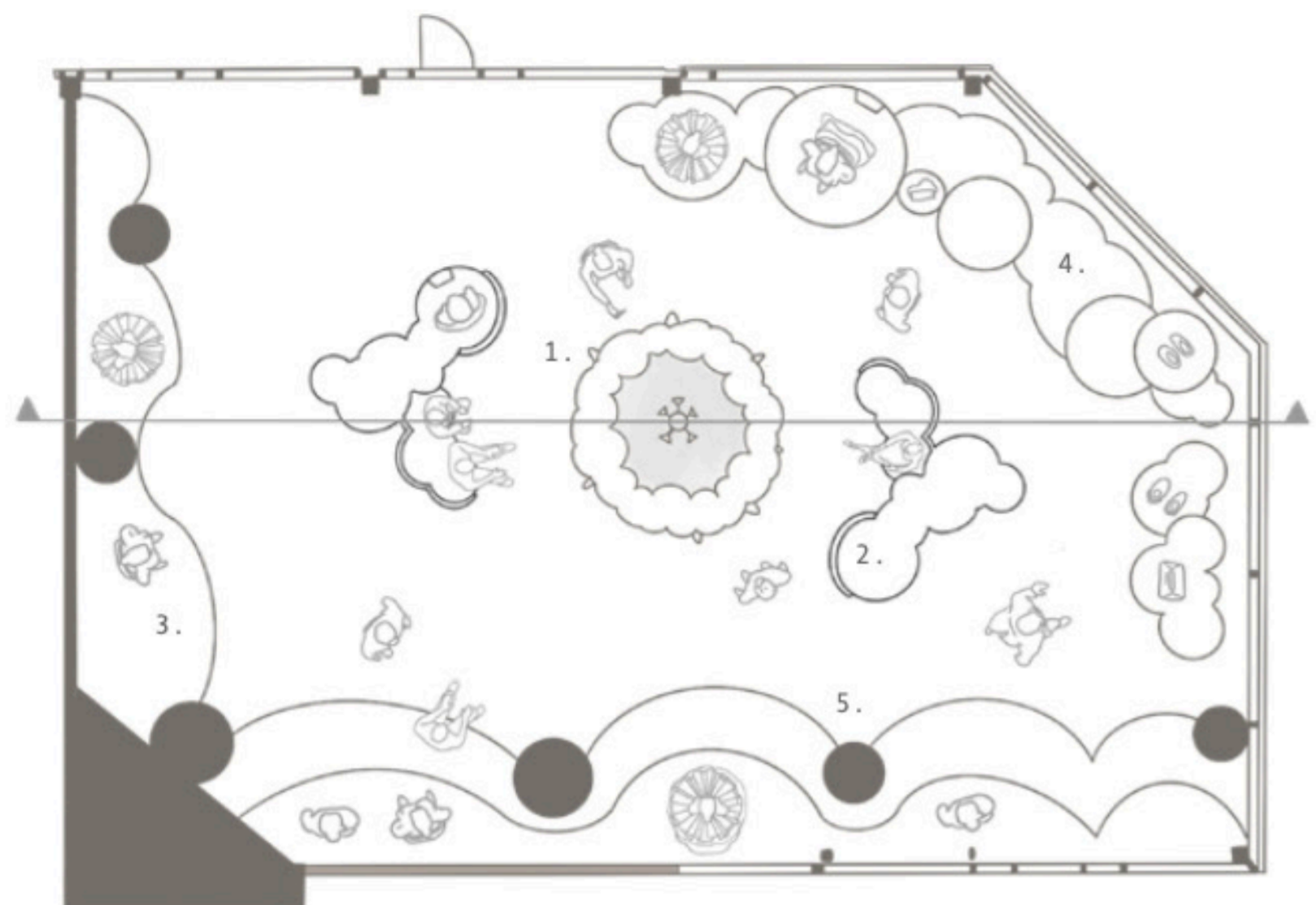
**Protagonist : Alexander McQueen**

This installation will provide a atmospheric experience for the viewers, enabling them to open all senses and take in the sounds of the deep ocean. The only source of light will be emitted from the sculpture as it creates a immersive experience for the people in the space. This will provide a space for garments to be showcased in a space which feels un-earth like and exploring the deep unknown.



Visual from a window perspective





Floor plan @A3 1:100

Key:

- 1. Sculpture piece in the centre of the space. Providing the light and auditory experience for viewers.
- 2. Multi-use of seating placement and for garment presentation
- 3. Garment platforms
- 4. Cylinder shaped garment platforms near aperture
- 5. Multi-use of platform seating and garment platforms

Paper maquette 1:50

