

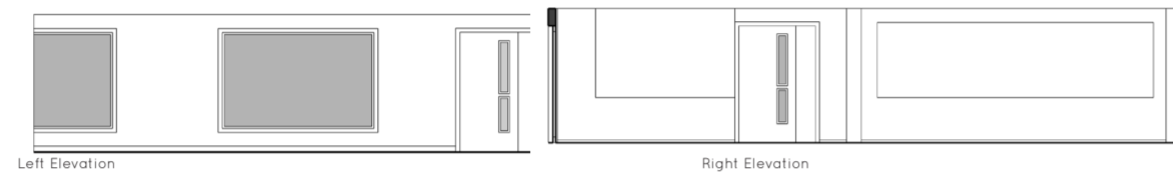
THE ART OF FASHION

Brief

The brief for this project was for a us to display and 'showcase' a piece of apparel which we have a personal connection to. The display should illustrate and tell the story of; if this object could talk. In my case, I chose my family heirloom signet ring that has been passed down my family for many generations. I was giving this when I was 13 when my grandfather passed away and I hope to pass it down to my children one day.

The item must also importantly sell the story and engage the audience to create visual interest in the item and the branding.

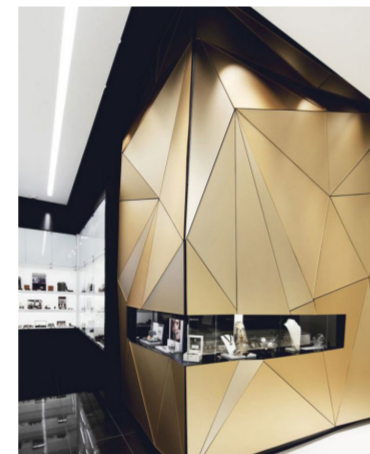
As I have chosen a family heirloom, I have also bought a cheap signet ring that can be used as a substitute if necessary.



■ - Laura ■ - Ethan ■ - Charlotte ■ - Brodie



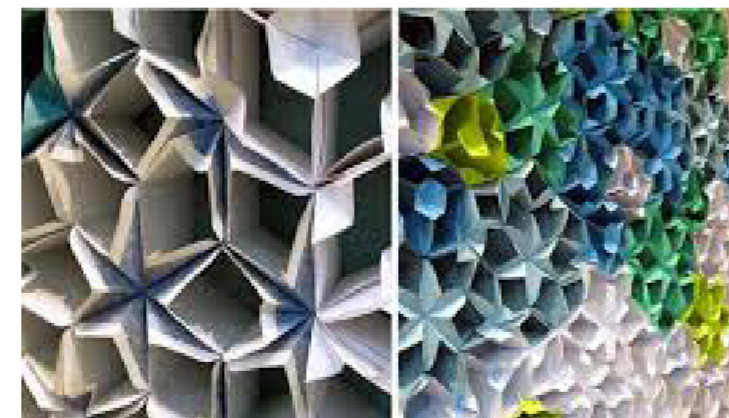
Chanel's fine jewellery window display with symmetrical triangular shapes reflecting the symmetrical jewellery on display.



Boutique Penelope by Hatem +D Architecture using gold cladding to look like precious gems and silverware



Hancocks Jewellery installation done by 4D Design Agency based in London.



Precidents

When first looking into precedents for this project, I wondered down both Princes Street and George Street of Edinburgh to visit some jewelers and how they displayed signet rings. Most were in a tiny section in a standard floor display case.

I also visited Abernethy up in Dundee where there is a Scottish antiques and Crafts Centre. They have a large range of Scottish antique jewellery. They had a reasonably poor selection as well considering I have previously visited their partner centre in Doune, where there has been a reasonable selection of signet rings.



Laings Jewellers however, had an interesting display of friends, family all surrounding each other as pictures in frames of different shaped and filled rectangles.



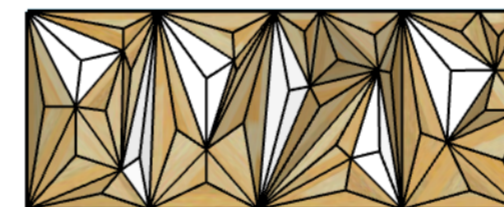
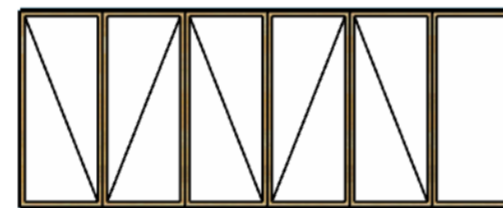
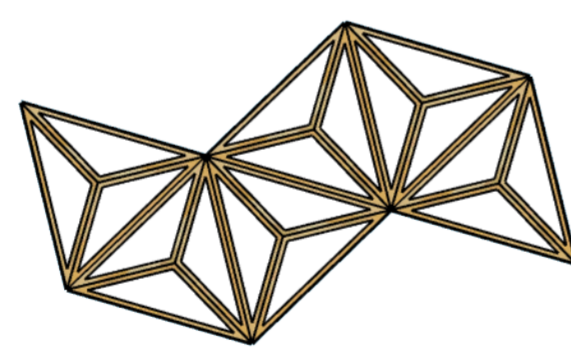
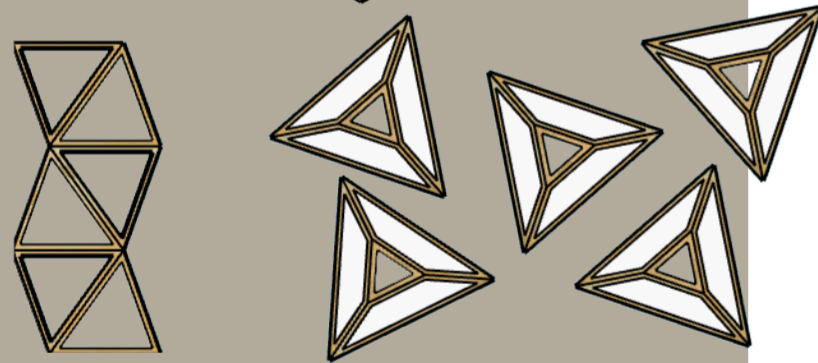
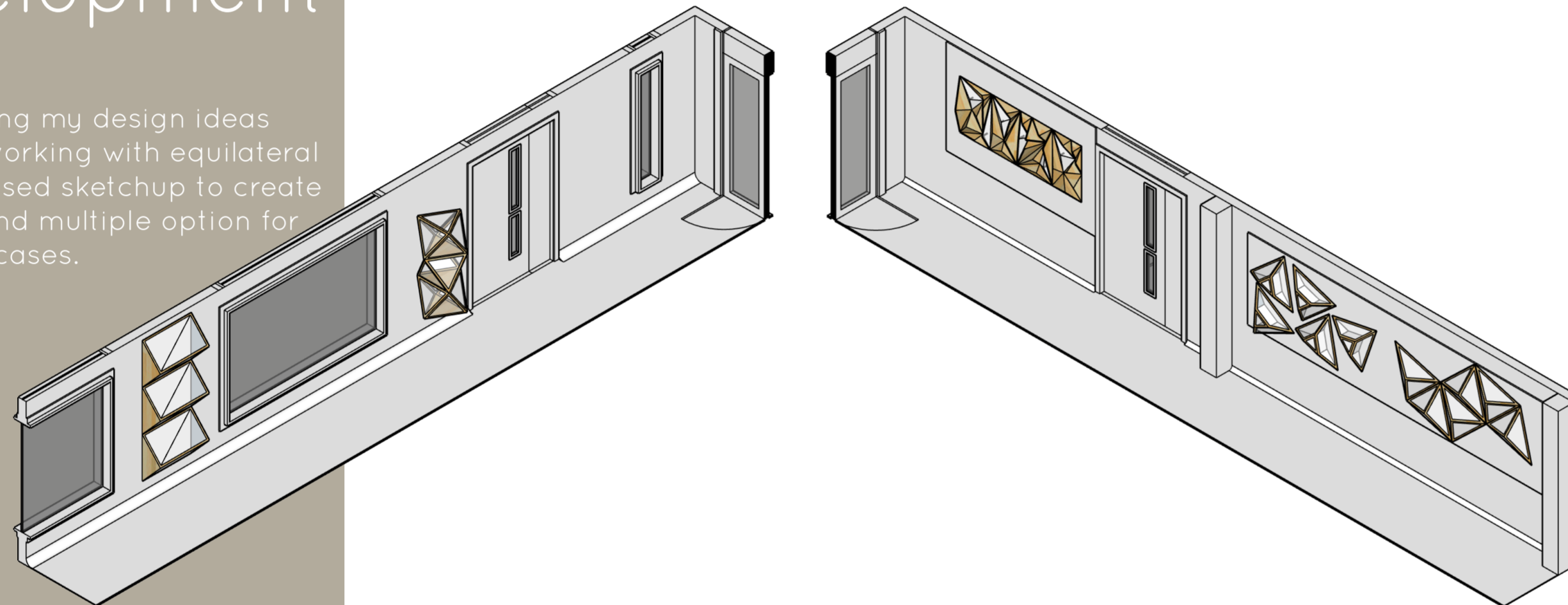
Visiting the Antiques and Scottish Crafts Centre in Abernethy to



Images by Brodie Maul

Original Concept Development

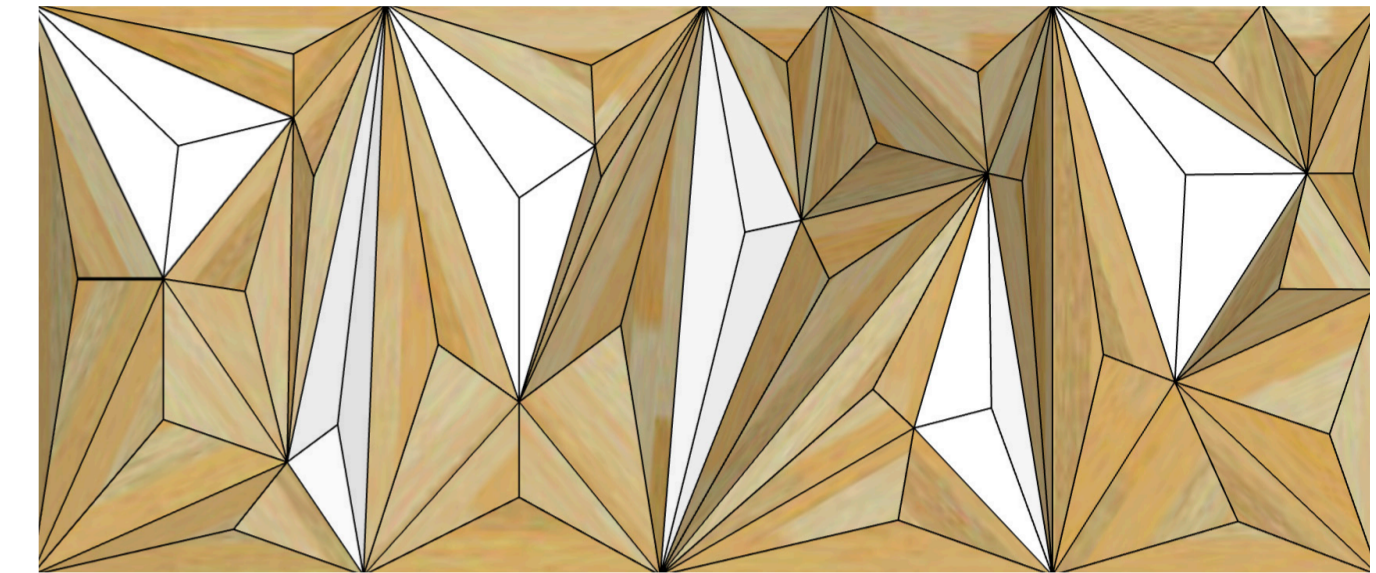
When starting my design ideas especially working with equilateral triangles, I used sketchup to create floorplans and multiple options for the display cases.



These are examples of experimental displays produced using Sketchup featuring the triangular theme.

I chose to continue with the the geode/contour themed panel design as I thought this would have the closest connection to the groups theme as well as the concept of gemstones/jewellery and mountainous terrain.

Images & visuals by Brodie Maul



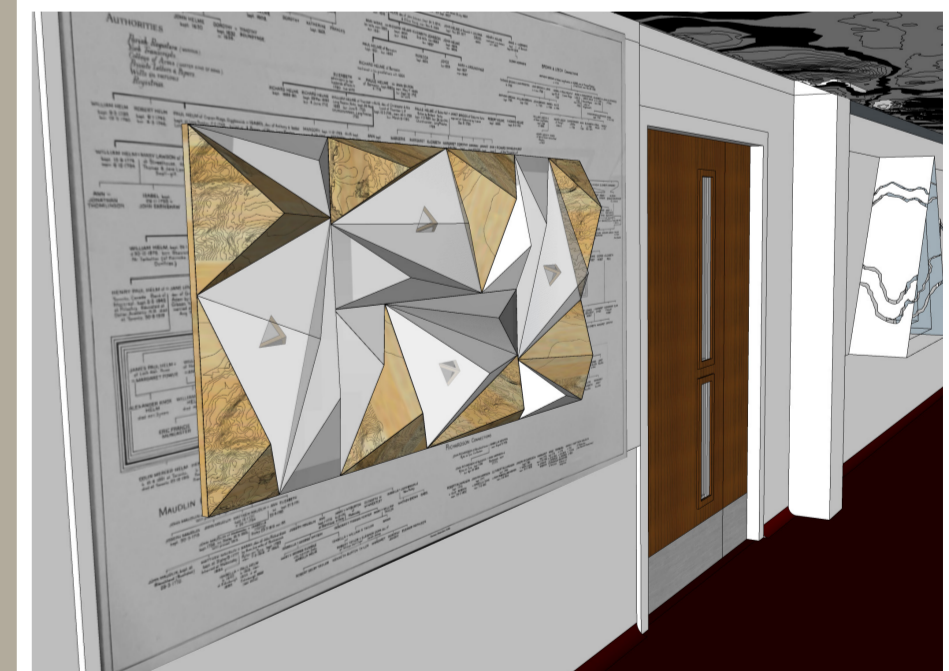
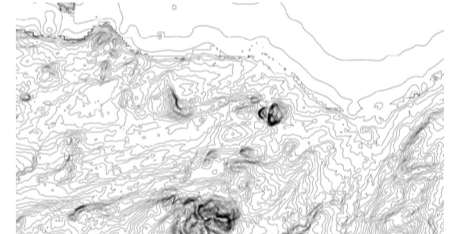
Finalised Group Concept

The groups concept was to illustrate our connection through our pieces by showing distance and a two sided face or contrast between what can be seen from on to the other. As all our items has been given from other sides of the world, we looked into the contours of our countries of birth.

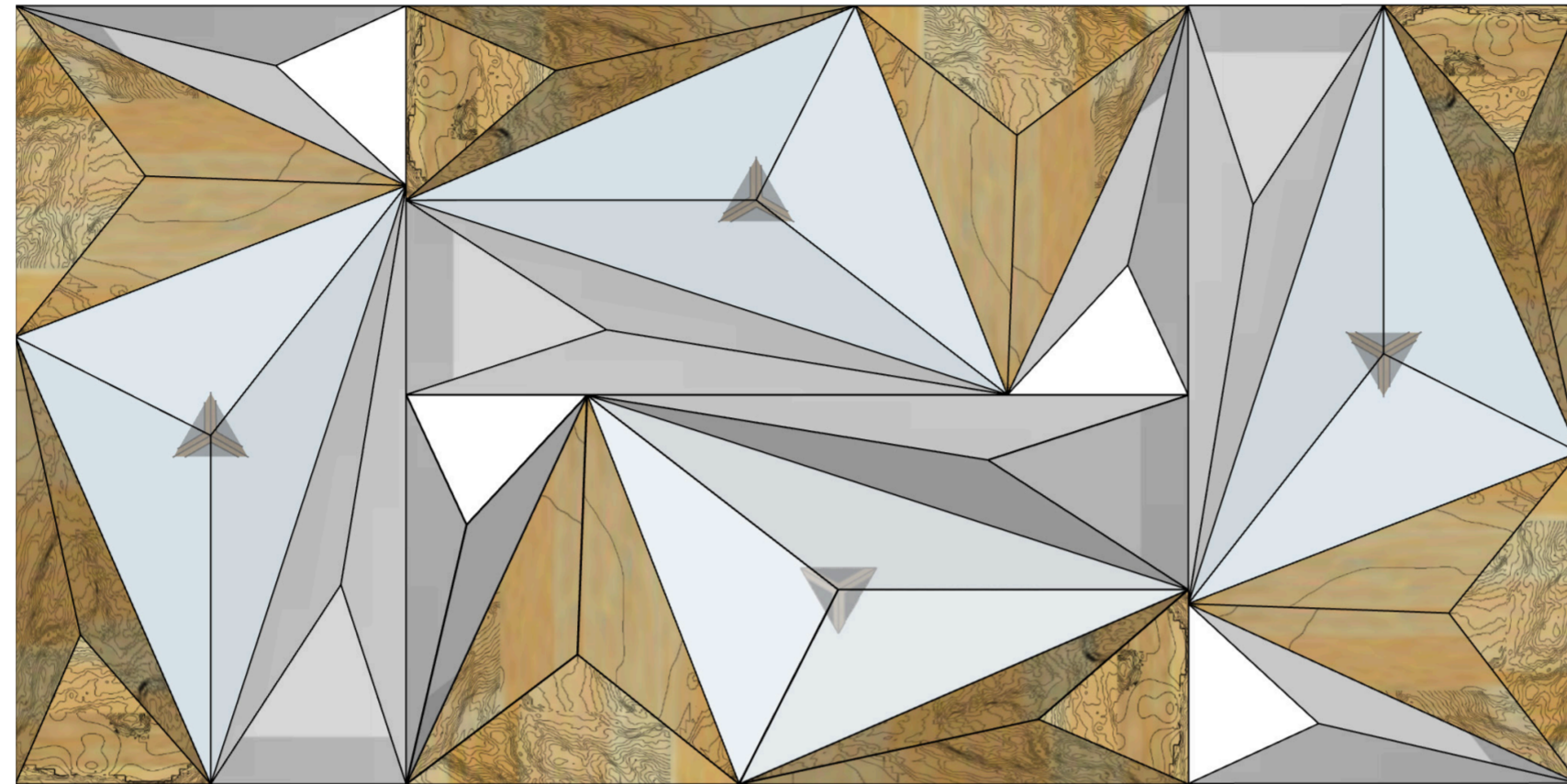
Within my design I have incorporated the South Australian and Scottish contours, whilst the ceiling has been vinylged with the contours of Edinburgh to represent the here and now of where hose items accumulated.



Drawing by Laura Finch

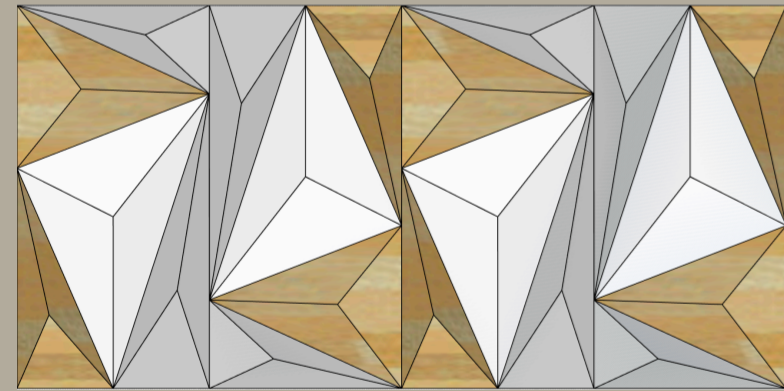


Model Design Development

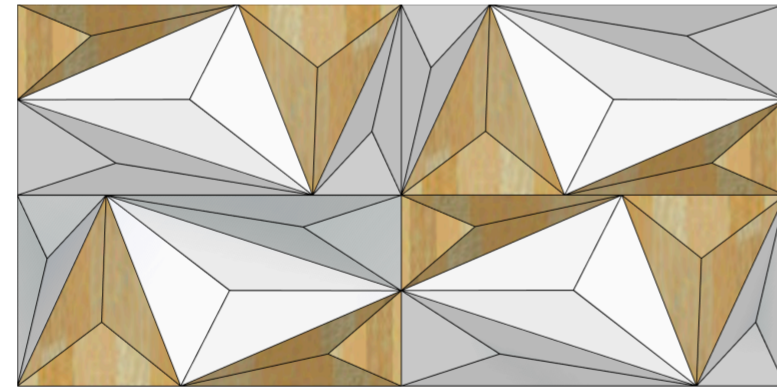


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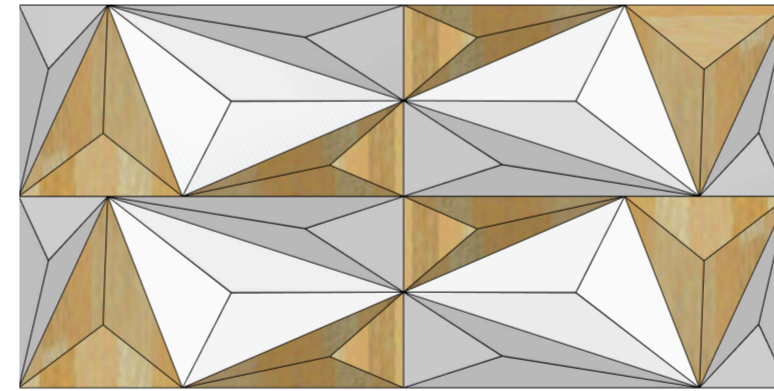
Formatted Colourations:



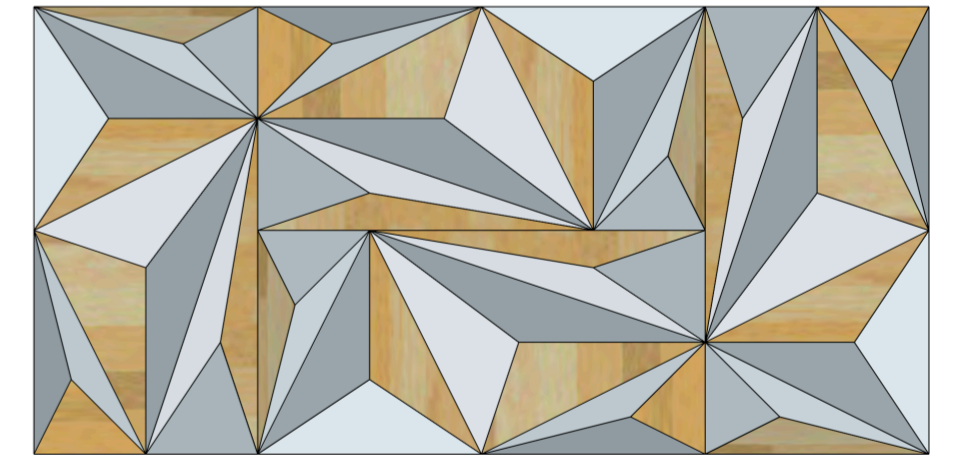
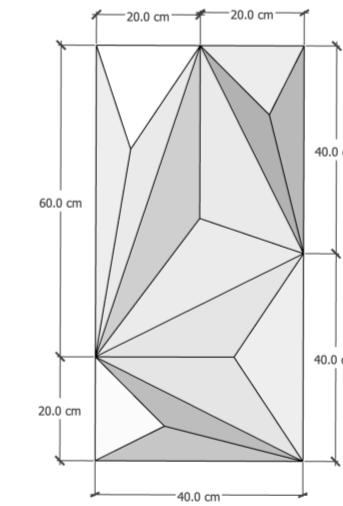
I chose not to use this option as this looked more like two Zs although I liked the shape of the clear pyramids. I like that the main two outer clear pyramids would be easier for the audience to see.



Four landscape panel with the panels flipped 180 degrees from each other. The design seemed to be a little too simplistic for what I wanted so I chose to look at the other rotation for four landscapes.

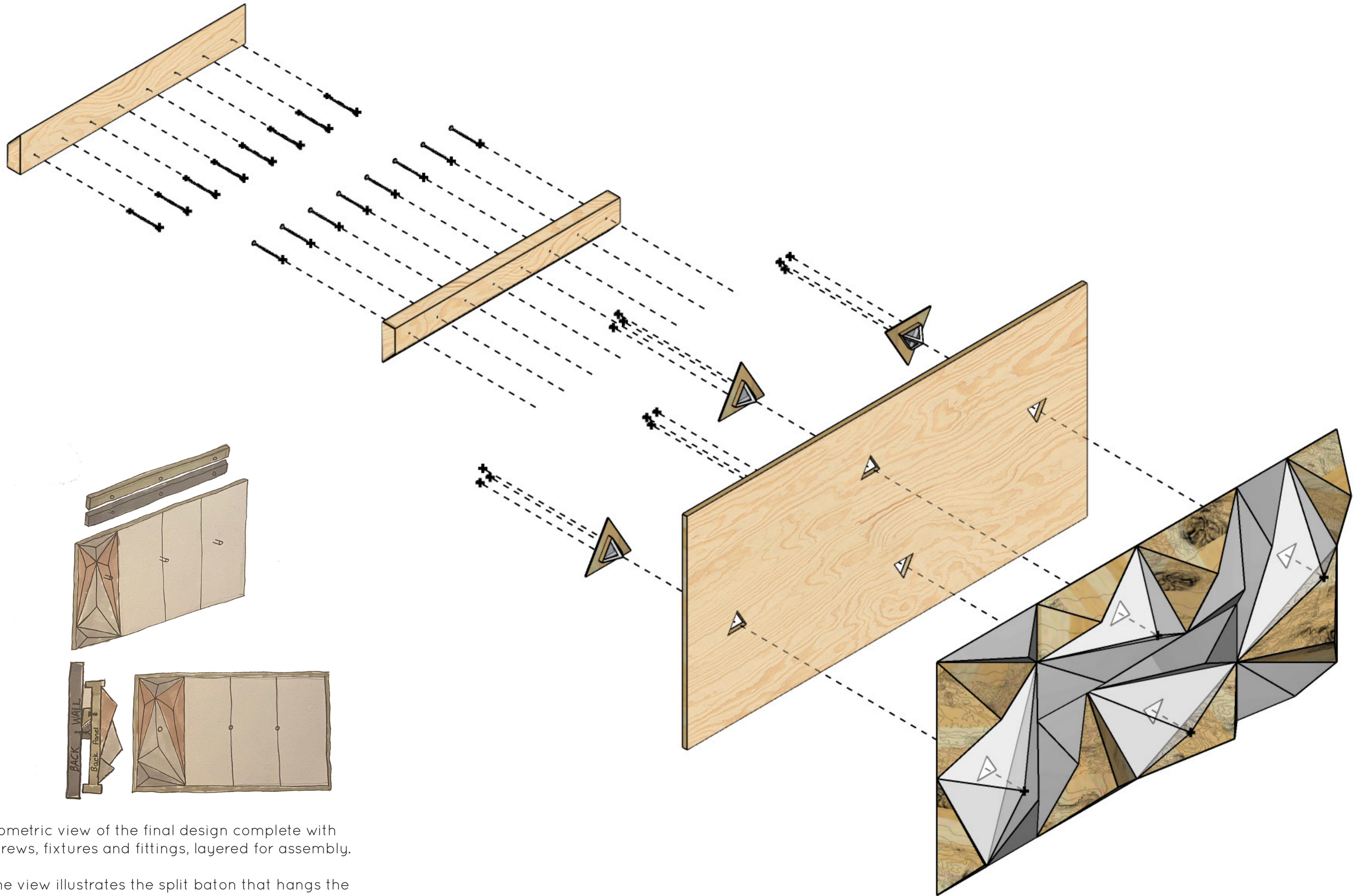


After looking at this option, I didn't like the design as this again was too simplistic. This led me again to look into a two horizontal, two vertical panel formation.



Randomised Colourations:

The chosen option includes two landscape and two portrait panels to add enough diversity to the design, where someone can see from each side without too much complexity. I then decided to include a singular material per pyramid as the design looks more like land forms like mountains and rivers.



Isometric view of the final design complete with screws, fixtures and fittings, layered for assembly.

The view illustrates the split baton that hangs the piece to the wall, whilst communicating how the ring houses can be removed safely through the rear.

Final One to One Model

The one to one model was an effective and creative way to illustrate a concept of family and generational differences showcased using a jewellery, more specifically signet rings.

The etched mirrored perspex contrasting the pyrographed plywood creates a dramatic multi reflection display similar to that of a geode, whilst also giving the impression of contours of different maps.



Final Full cardboard cut out of the model with all 4 panels. Created using standard 3mm cardboard and brown framer's tape.

