

# droog

This project focused on conceptualising and designing an exhibition space for the Dutch furniture company Droog. This space would be exhibited at the Salone del Mobile or the Milan Furniture Fair.

A collaborative mix of graphics and interior design was used to create this exhibition space. Droog's beliefs and values were employed as decorative elements, encapsulating the brand's character. Using the brand's slogans and photographs of the founders to create giant graphic pieces made this space custom to Droog as well as embracing their design techniques to style the space. This approach entices visitors into the space to appreciate their distinctive designs and find out more about Droog.

Scan the QR code to explore the space...



Nicole Henderson

# droog

droog is a conceptual Dutch design company founded in Amsterdam. It was founded in 1993 by product designer Gijs Bakker and art and design historian Renny Ramakers.

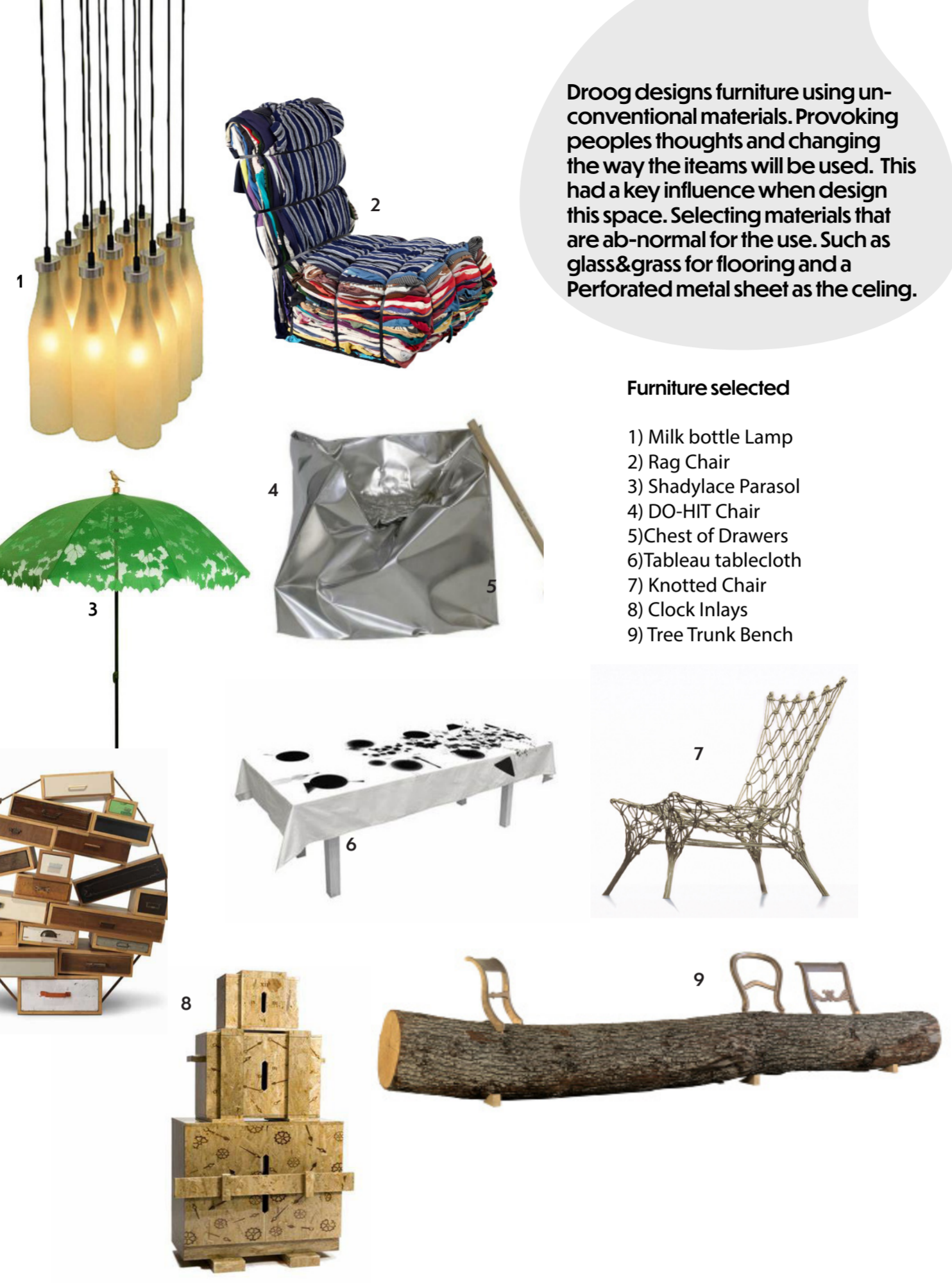
It never aspired to be a mass-market phenomenon. In contrast, the founders wanted droog to be seen as a label for a collection of products, carefully sought out by Bakker and Ramakers. The selection process was primarily based on look, feel and content.

This space adapts to the Droog way of thinking. By applying their design methods the final space reflects the identity of the brand and creates organisation within the chaos.

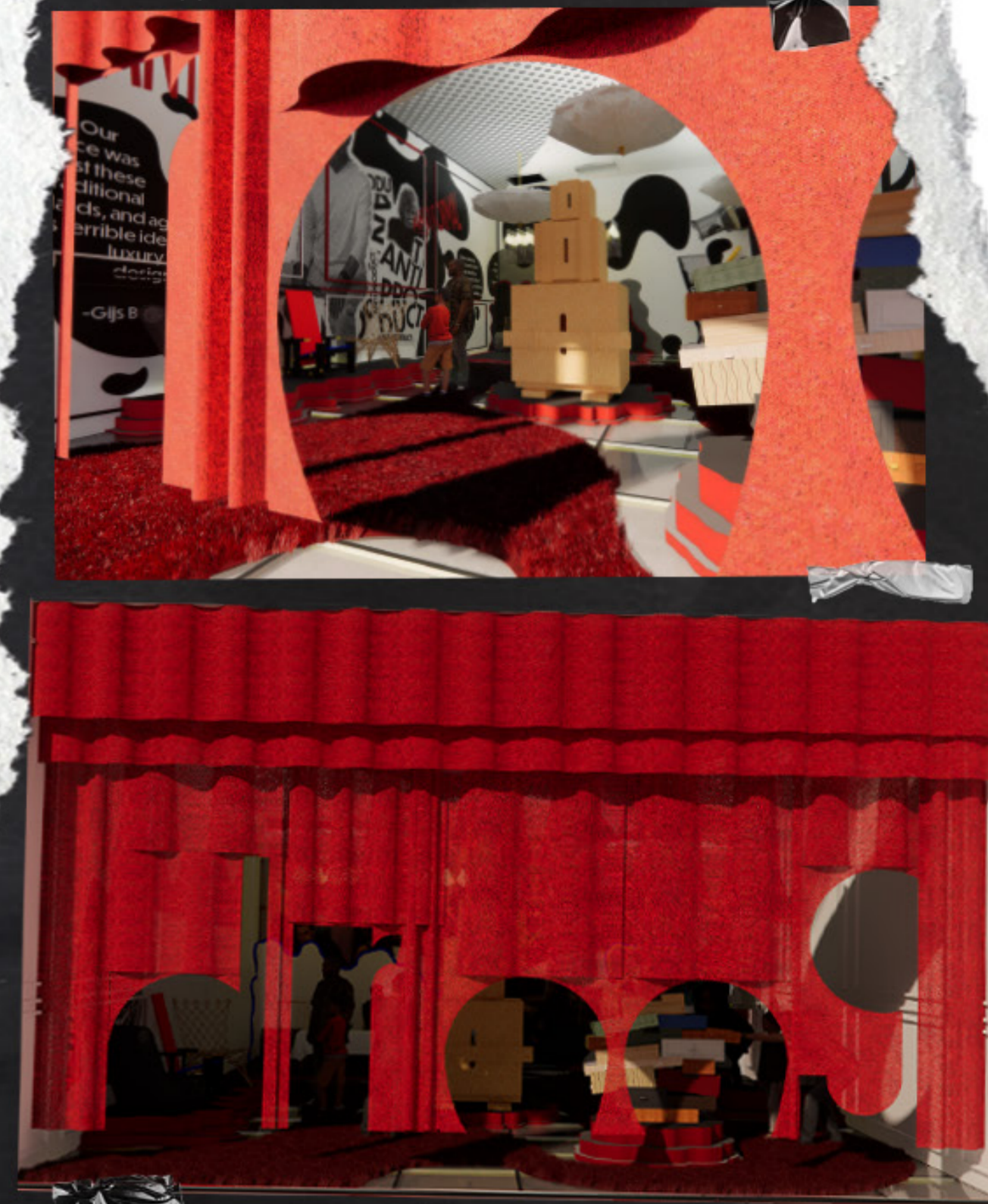
Droog designs furniture using unconventional materials. Provoking peoples thoughts and changing the way the items will be used. This had a key influence when design this space. Selecting materials that are ab-normal for the use. Such as glass&grass for flooring and a Perforated metal sheet as the ceiling.

## Furniture selected

- 1) Milk bottle Lamp
- 2) Rag Chair
- 3) Shadylace Parasol
- 4) DO-HIT Chair
- 5) Chest of Drawers
- 6) Tableau tablecloth
- 7) Knotted Chair
- 8) Clock Inlays
- 9) Tree Trunk Bench



## Exterior Appearance

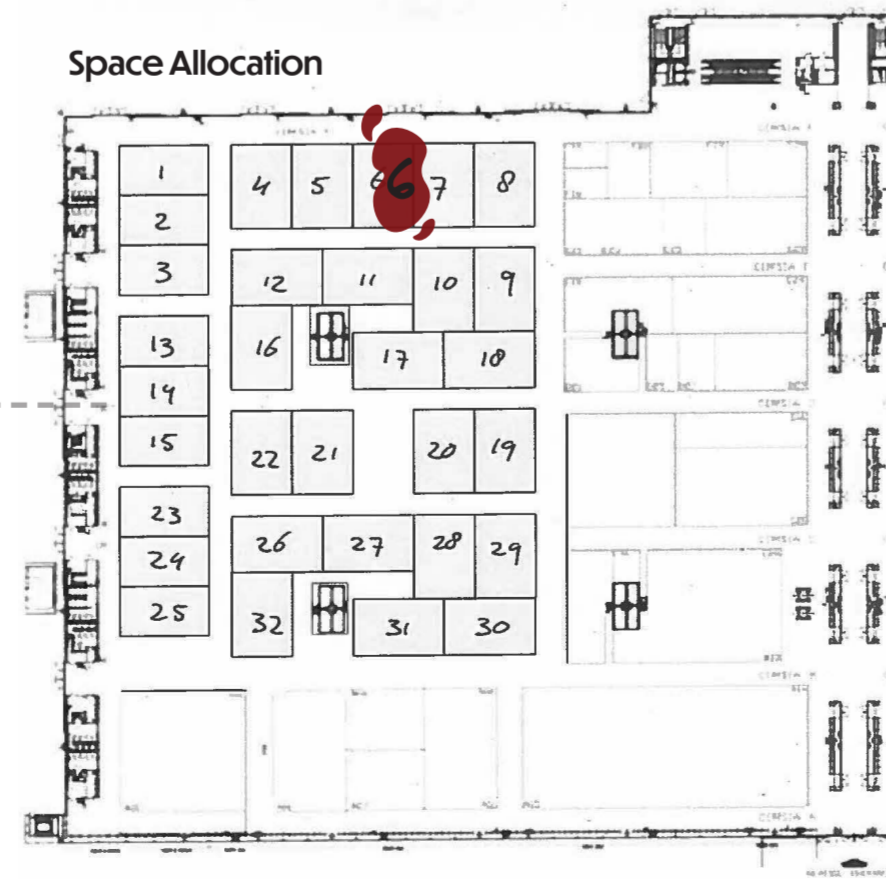


Exterior Appearance- The visuals display the exterior of the exhibition. It shows what the visitors would see as they pass by. It is inclosed yet intreging.

## Moodboard



## Space Allocation



Dunbar Tall

ABCDEFGHIJ abcdefghij  
 KLMNOPQR klmnopqr  
 STUVWXYZ stuvwxyz



1:100 Section B-B

Graphics

This graphic wall shows quotes made by both founders of droog. It displays their beliefs in which the brand was originally built upon.

- Beliefs - ANTI - LUXURY
- ANTI - FORMAL
- ANTI - PRODUCT

The above section shows the scale that the graphic would be displayed at and where the products would be placed beside it.

Below is a 1:50 scale model of the space. The walls and flooring were lazer cut. The floor plan shows square panels overlaid with an organic shape that spread across the room. The use contrasting shapes was intentional to mimic the 'organised chaos' theme.

Floor Plan



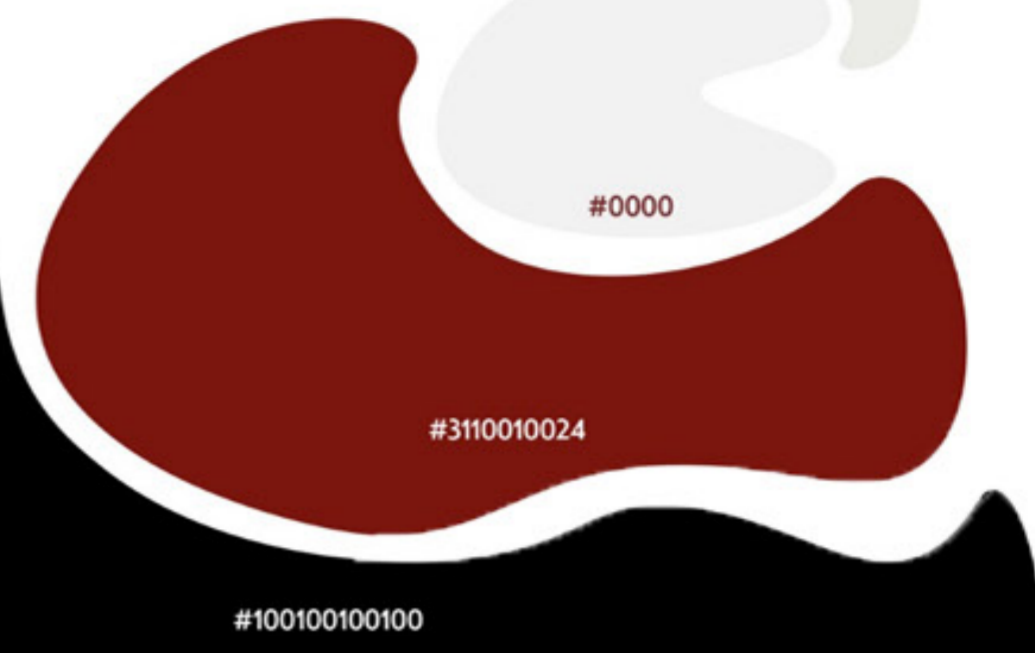
1:50 MODEL OF SPACE



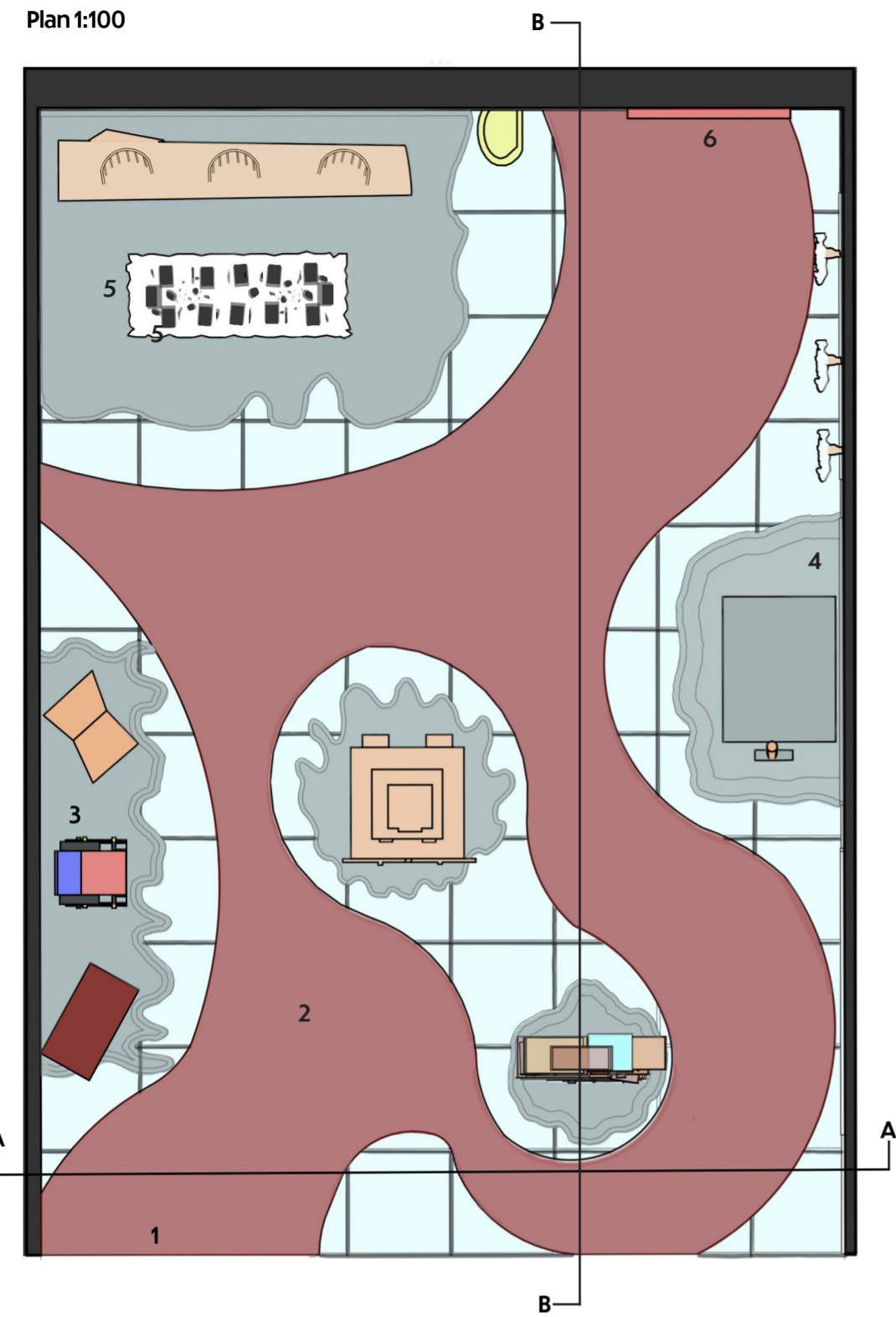
VIEW FROM EXIT



Exterior Appearance



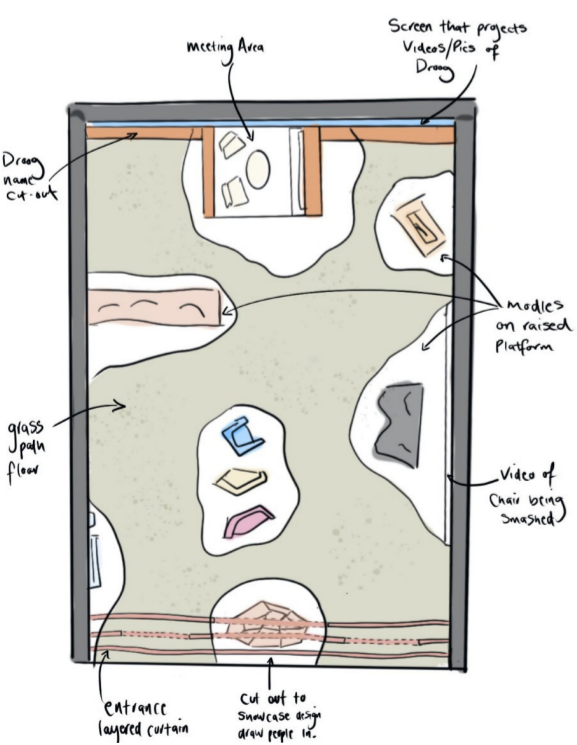
Plan 1:100



KEY

- 1) Entrance
- 2) Walk way
- 3) Podiums for furniture
- 4) Motion Graphics wall
- 5) Meeting Area
- 6) Exit

Floor Plan Sketch



Exploded Isometric



DO-HIT CHAIR WALL



The Do Hit chair kit comes with a hammer, enabling you to mold the included metal box into any form of your choosing. After manipulating the chair, you essentially become a co-designer of the final product.

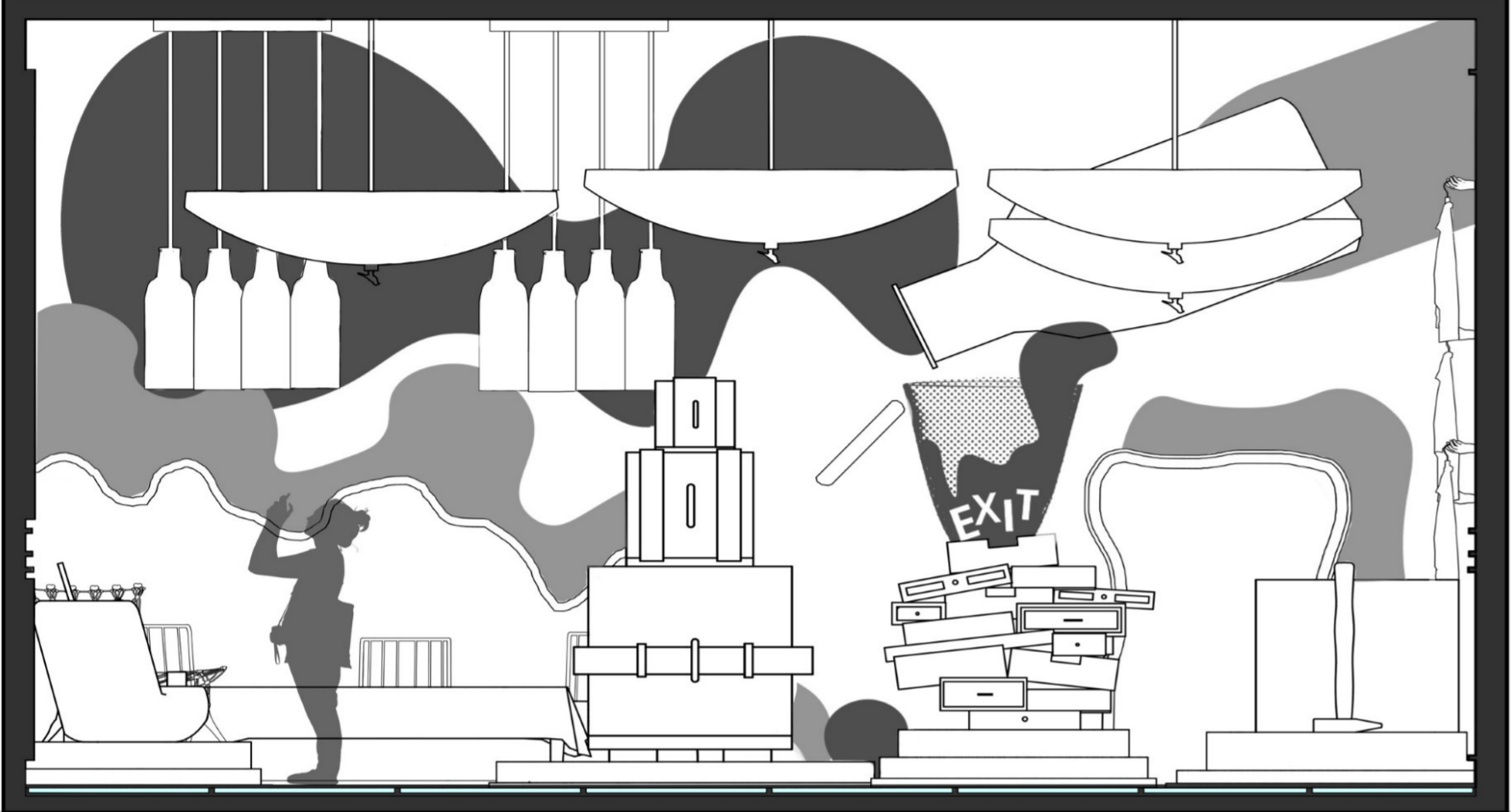
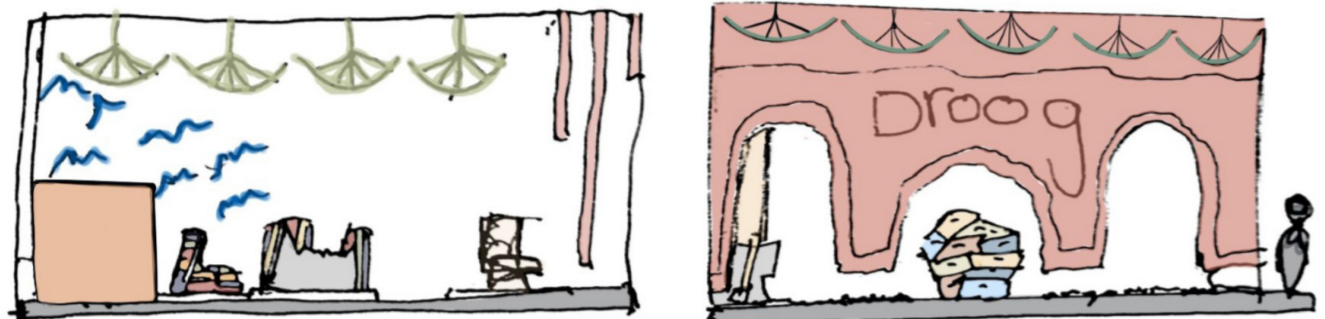
**DO HIT CHAIR**

Motion Graphics Wall- These visuals shows the scale that the motion graphics would be displayed at, and how it can be viewed from all points of the room by visitors.





Sketch Sections



1:100 Section A-A

Meeting Area

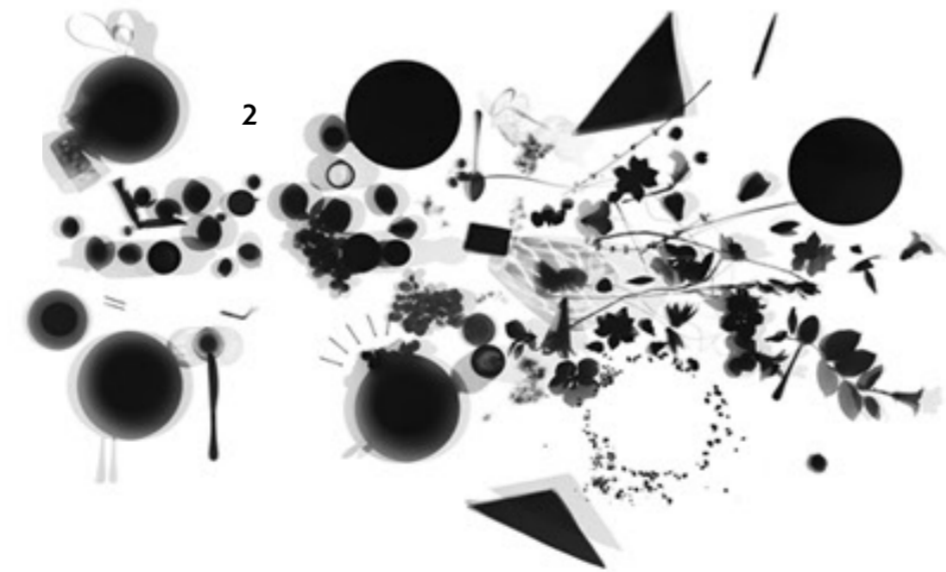
This visual displays the meeting within the space with the promotional business card and poster on the table. This space welcomes visitors to stop and talk to a member of staff about the items and allows for any questions to be answered.

This space is highlighted by a raised platform in the shape of a milk splat. Above is an array of the oversized milk bottle lamps that brighten this area. The Tableau Table cloth is draped over a table to mimic the professional setting of an office, accompanied by the one of a kind Tree Trunk Bench. These items together highlight the versatility of Droog and show that they have no limits as well as demonstrating that the pieces are practical.



Furniture selected

- 1) Milk bottle Lamp
- 2) Tableau tablecloth
- 3) Tree Trunk Bench



Throughout the exhibition 'blob' prints are a re-occurring theme. They are used to create the pathway, furniture podiums and exit door.

This shape was inspired by the milk bottle light made by droog. Located on the back wall is a giant milk bottle that spills out these blob shapes. The back wall displays both 2D and 3D blob shapes spilling out of the bottle.

These shapes highlight the element of freedom that droog stands for. Individual shapes that are unique and create a statement. This mimics droogs furniture.

