

SPACE AND ATMOSPHERE.

'ART AND THE MOOD BOOST'

- BY EMANUELA ANGELOVA.

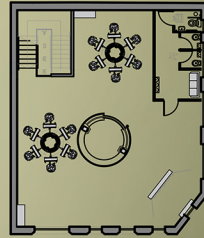
WHERE?

CURRENTLY 'RBSA ART GALLERY', SATURATED IN JEWELLERY QUARTER, ONE OF BIRMINGHAM'S PROMINENT INDUSTRIAL AREAS.

WHEN?

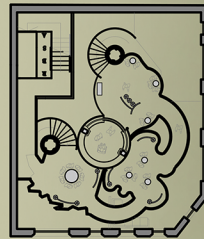
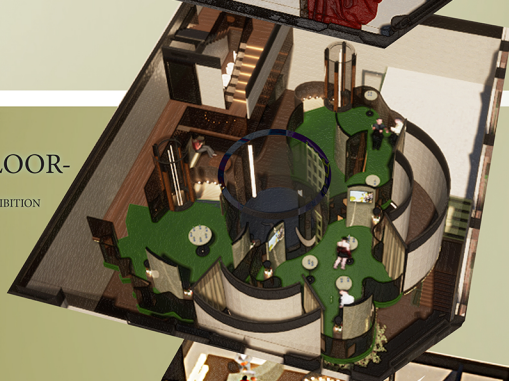
A DAILY AFTERNOON TO EVENING EXPERIENCE, WHICH FUNCTIONS FROM 3PM TO 10PM

SECOND FLOOR- PAINTING EXPERIENCE.



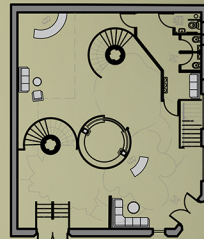
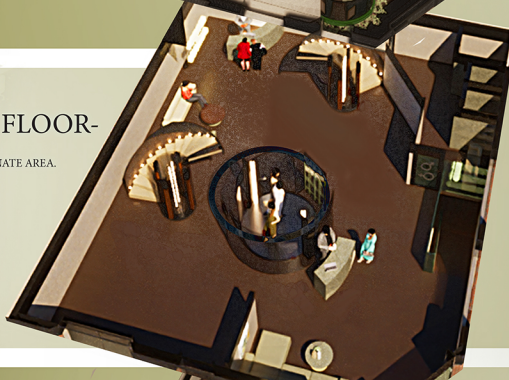
The second floor is the final destination of the experience and its purpose is to encourage the visitors to express themselves by the painting experience, where they have moving natural light and elements in the structural tubes that they can paint. It's a silent ART therapy that boosts well-being.

FIRST FLOOR- WINE-TASTING IMMERSIVE EXHIBITION TUNNELS.



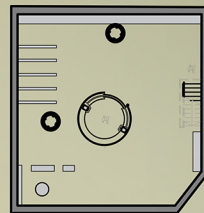
The first floor combines wine tasting experience and immersive Exhibition tunnels that connect the three solids. The design strategy is to connect the visitors and that is done by designing the spaces in a way that allows users to come together and closer, which results in socialising and improves the mental well-being.

GROUND FLOOR- RECEPTION. PURCHASE AND DONATE AREA.



The Ground floor functions as a reception area for the visitors and it has a Purchase & Donate area fitted for the individuals who would want to purchase a wine bottle that they have tasted during the experience or a painting that they have seen projected in the immersive tunnel exhibitions.

BASEMENT- WINE STORAGE. PHYSICAL PAINTINGS STORAGE.



The first floor combines wine tasting experience and immersive exhibition tunnels that connect the three solids. The design strategy is to connect the visitors and that is done by designing the spaces in a way that allows users to come together and closer, which results in socialising and improves the mental well-being.

WHO?

- ARE ART LOVERS OR CREATIVE PERSONAS.
- ARE LOOKING TO PURCHASE A PIECE OF ART.
- ARE EXCITED TO PARTICIPATE IN ENTERTAINING EXPERIENCES.

WHY?

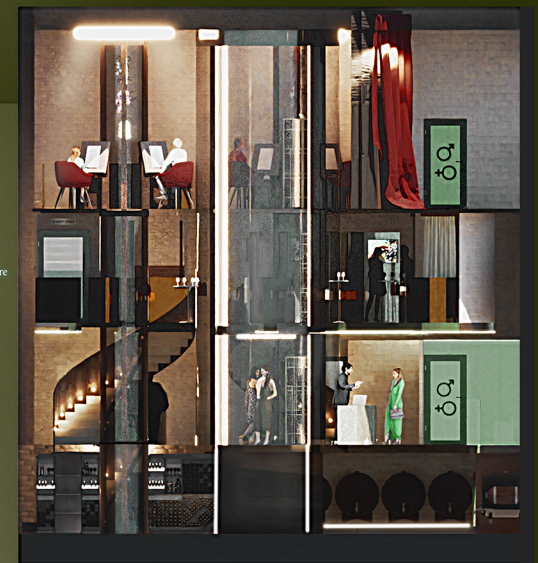
THE PURPOSE OF THE PROJECT IS TO OFFER CREATIVITY, CELEBRATE ART, BRING PEOPLE TOGETHER AND BOOST THEIR MOOD.

DESIGN STRATEGY-

The design strategy's purpose is to connect the visitors and that is done by designing the spaces in a way that allows users to come together and closer, which results in socialising and improves the mental well-being.



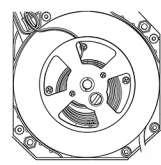
Rendered section, showing the structure and height.



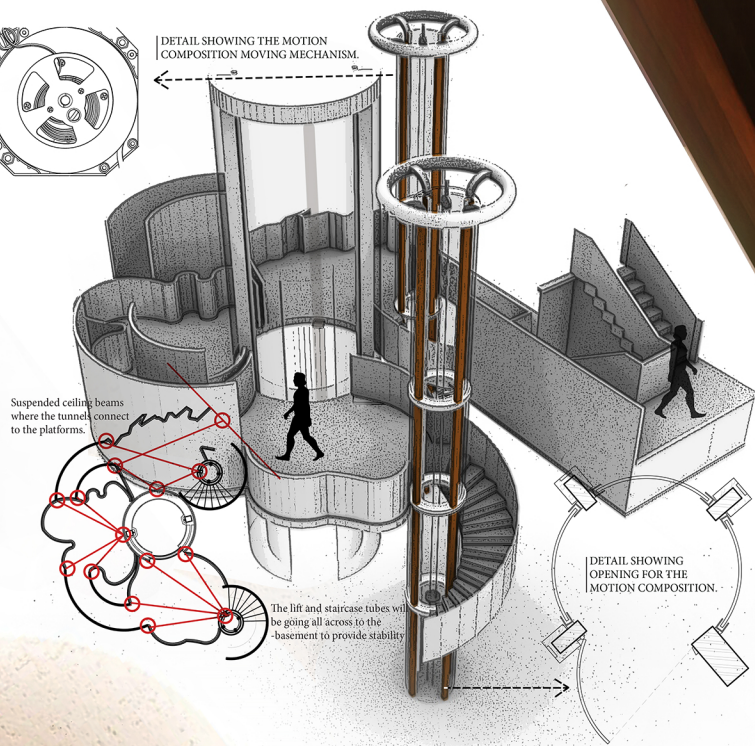
- WINE TASTING.
- PAINTING.
- IMMERSIVE GALLERY.



• LIGHTING.



DETAIL SHOWING THE MOTION COMPOSITION MOVING MECHANISM.



Suspended ceiling beams where the tunnels connect to the platforms.

The lift and staircase tubes will be going all across to the basement to provide stability.

DETAIL SHOWING OPENING FOR THE MOTION COMPOSITION.

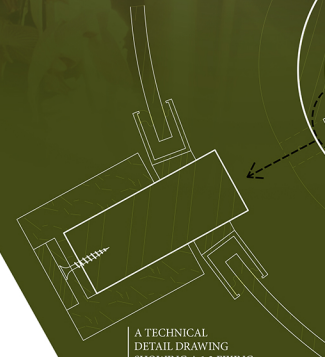
• A COMPOSITION IN MOTION.



A TECHNICAL DETAIL DRAWING SHOWING A 1:5 FIXING OF THE STRUCTURAL TUBES.



A TECHNICAL DETAIL DRAWING SHOWING A 1:2 FIXING OF THE STRUCTURAL TUBES.



STRUCTURE MIDDLE CUT, SHOWING THE MATERIALITY (STEEL AND OAK)

STRUCTURE AND FUNCTIONALITY.

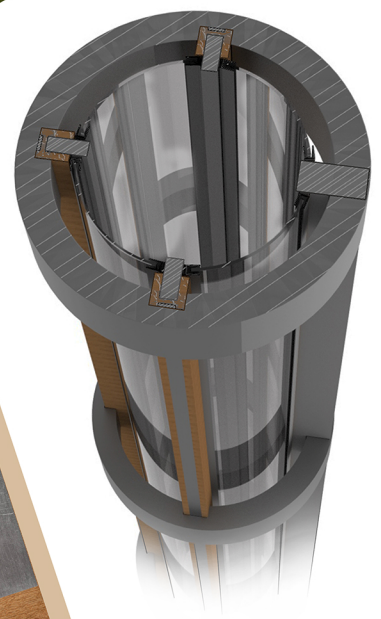
‘ART AND THE MOOD BOOST’ - BY EMANUELA ANGELOVA.

• DESIGN INSPIRATION -

THE MATERIALITY OF THE STRUCTURE AND THE BEAMS DETAILS ARE INFLUENCED BY THE TRADITIONAL WINE BARRELS.



• STRUCTURE.





THE SILENT THERAPY, FREEDOM OF THE BRUSH-

Abstract Expressionism (from the Latin words abstractio - "abstraction" and expressio - "expression") is a movement in the pictorial art of the mid-twentieth century, which is characterized by the artist's spontaneous representation of his own inner world and emotional experiences in the paintings. The adherents of abstract expressionism in their works completely relied on the unconscious, free from the laws of logic and mind control creativity, completely abandoning the image of objects of the real world.



- #77653d** R:119 G:101 B:61
- #a69674** R:166 G:150 B:116
- #d6cda8** R:214 G:205 B:168
- #704f31** R:112 G:79 B:49
- #2b2b10** R:43 G:43 B:16
- #445b26** R:68 G:91 B:38
- #9cb479** R:156 G:180 B:121
- #491015** R:73 G:16 B:21



Scan me for a tour!



EXPRESSIONISM AND SCHEMES.

'ART AND THE MOOD BOOST' BY EMANUELA ANGELOVA.

