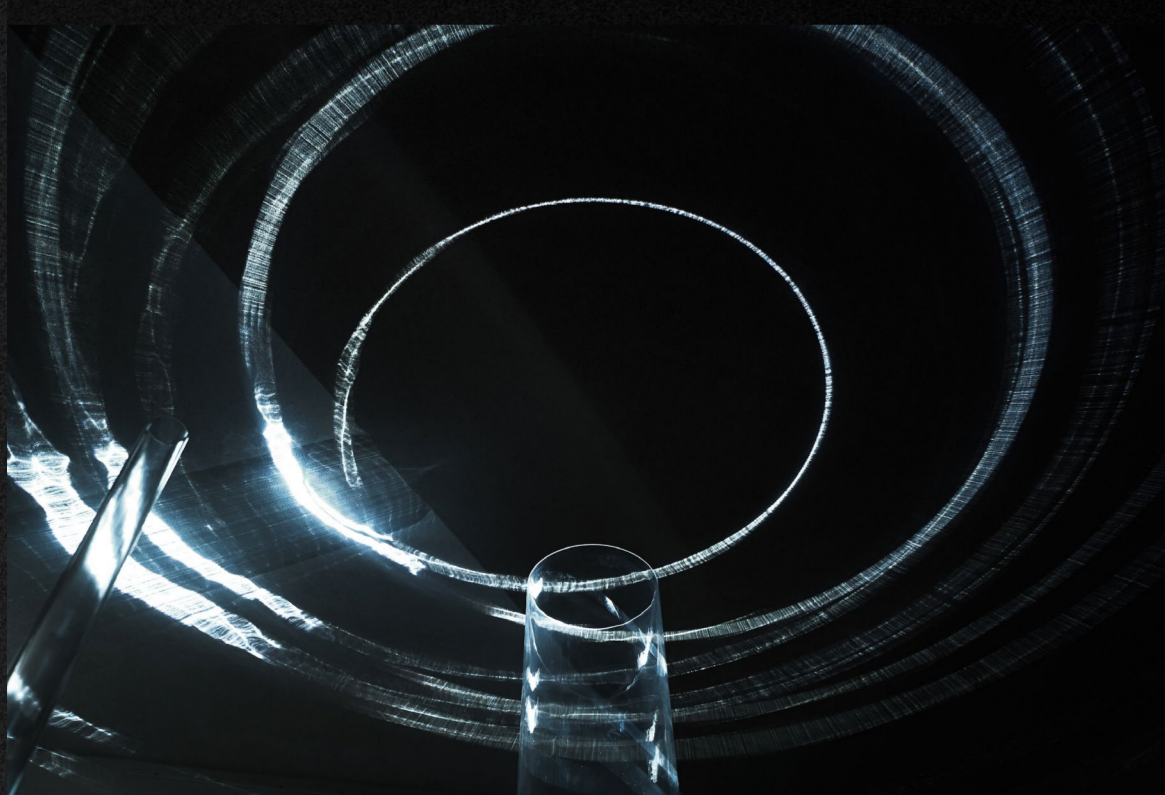


RUNWAY TO RESPONSIVE SPACE



BACKGROUND

01



METaverse NARRATIVE
DIMENSIONS

DIGITAL ACTIVITY AND
PHYSICAL DISPLAY

BLENDING OF PHYSICAL
DISPLAY AND IMMERSIVE
ENVIRONMENT

TO EXAMINE THE TRANSFORMATIVE IMPACT OF INTEGRATING AN IMMERSIVE METaverse ENVIRONMENT AND NARRATIVE OR SENSORY STORYTELLING, WITHIN EXPERIMENTAL FASHION EXHIBITION SPACES.

GARETH PUGH

BRAND

02

A BRITISH FASHION DESIGNER AND INTERDISCIPLINARY ARTIST WHOSE WORK PUSHES THE BOUNDARIES OF TRADITIONAL FASHION.

KNOWN FOR HIS SCULPTURAL SILHOUETTES, THEATRICAL PRESENTATIONS, AND IMMERSIVE COLLABORATIONS, PUGH OPERATES AT THE INTERSECTION OF FASHION, PERFORMANCE ART, AND SPATIAL STORYTELLING.



EXHIBITION WHITE CITY

03

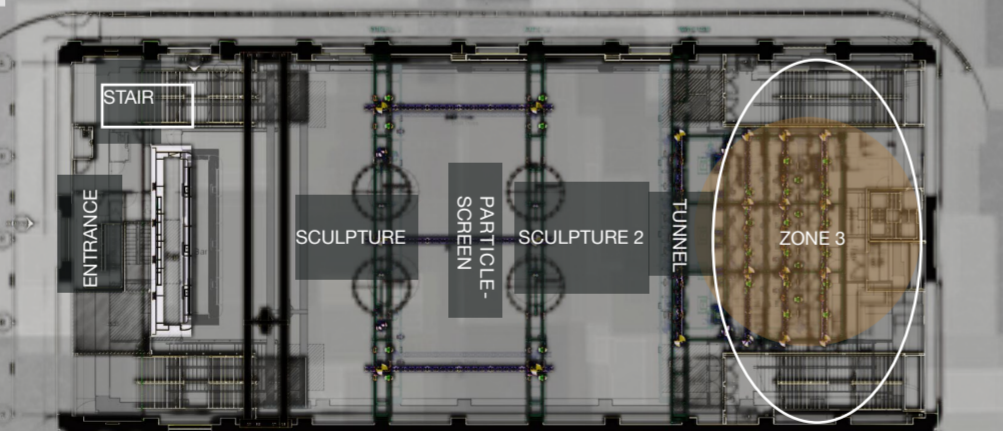
THE WHITE CITY EXHIBITION SPACE AT ARIEL WAY, LONDON IS A LOCATION THAT ACCOMMODATES PUGH'S ACCESSIBILITY OF TECHNOLOGY, INVENTORY, AND AUDIENCE DIVERSITY. THE STRUCTURE OF THE VENUE REFLECTS THE THEMATIC GOALS OF PUGH'S IMMERSIVE FASHION EXHIBITION.



WHITE CITY, LONDON, THE EXHIBITION APPEALS TO BOTH LOCAL AUDIENCES AND GLOBAL FASHION AND TECH-FORWARD VISITORS DUE TO ITS PROXIMITY TO CULTURAL INSTITUTIONS AND ACCESSIBILITY

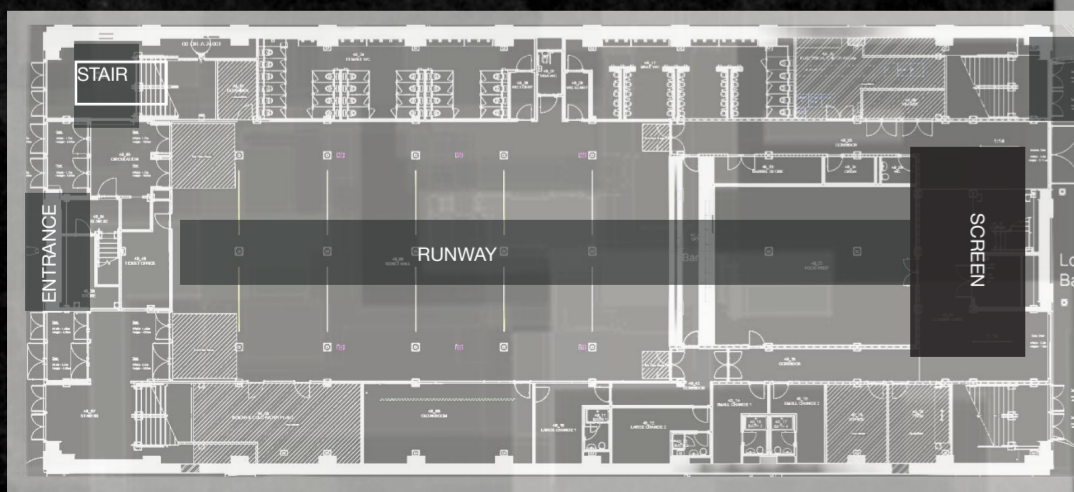


825SQM SECOND FLOOR



THE WHITE CITY EXHIBITION SPANS TWO LEVELS

ORGANISED USING A LINEAR SPATIAL STRATEGY THAT SUPPORTS NARRATIVE FLOW AND EMOTIONAL RESPONSE



416SQM GROUND FLOOR

MAIN MATERIALS ARE STEEL AND CONCRETE

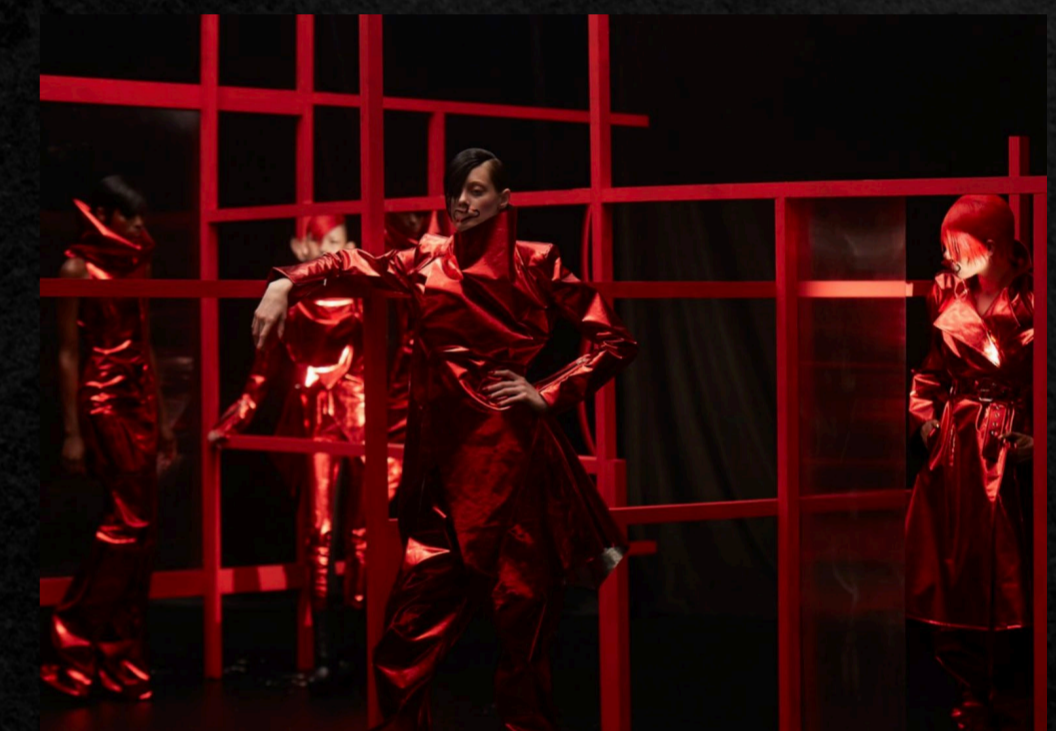
A RUNWAY EXHIBITION

"THIS IS NOT A SHOW" S/S 18 FASHION FILM -BY KNIGHT AND PUGH



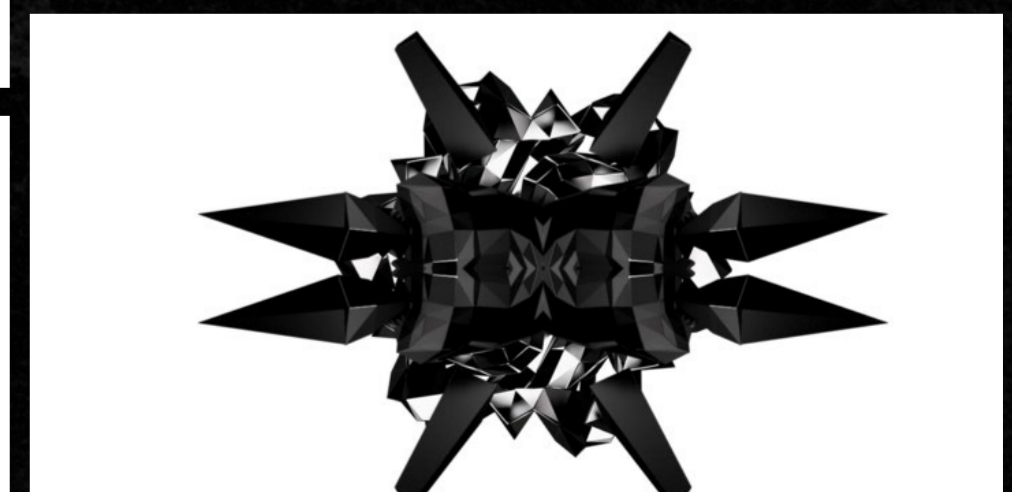
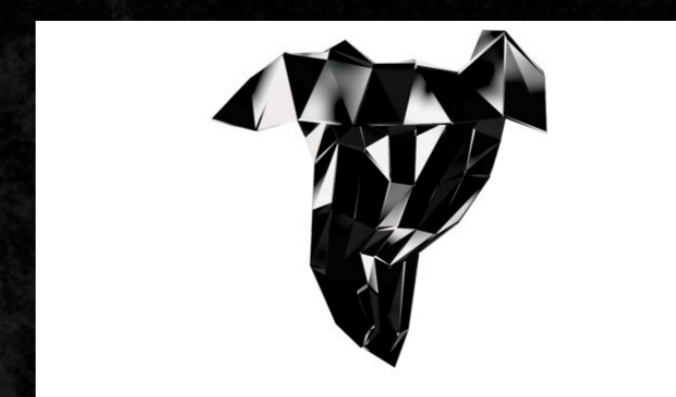
"THIS IS NOT A SHOW" CHALLENGED TRADITIONAL RUNWAY NORMS PRESENTING FASHION AS A PROVOCATIVE CINEMATIC PERFORMANCE ART. THIS THEME IS EXTENDED THROUGH THE TRANSFORMATION OF THE FILM'S HAUNTING VISUAL LANGUAGE INTO A SCULPTURAL INSTALLATION ON THE SECOND FLOOR, TRANSLATING SCREEN-BASED STORYTELLING INTO A PHYSICAL, SPATIAL EXPERIENCE.

DRIVEN BY THE THEATRICAL THEME PROVOCATION, THIS RUNWAY EXHIBITION TRANSLATES GARETH PUGH'S SUBVERSIVE STAGE INTO AN IMMERSIVE METAVERSE CHAMBER.



"MONOLITH" (PUGH, 2014)

PUGH COLLABORATED WITH THE INITIATION'S INSIGHT STUDIO TO CREATE A MULTI-SENSORY VR EXPERIENCE THAT ALLOWED CUSTOMERS TO ENGAGE WITH DIGITAL MONOCHROMATIC LANDSCAPES, SILHOUETTES OF PUGH'S CARBON LIFE COSTUMES DESIGNS FOR THE ROYAL BALLET



SEHARA #C39623

TEAL BLUE #0E0D5B

DARK GREY #363838

SEPIA BLACK #2B0202

05

ALUMINIUM #ADAFB3

CHARCOAL #363B37

COLOR PALLETTE

MATERIALS AND FIXTURES

TEXTURED CAST GLASS

METAL MESH FABRIC

LED DISPLAY PANEL

FLUTED GLASS

GOLD FOIL LAMINATE

TRANSLUCENT GLASS

WALL CRYSTAL BRICK

TRANSLUCENT SILK TEXTILE



WARM HUES, SOFT MATERIALS

INTSALLATION HYBRID



LIGHT VS DARK, SMOOTH VS TEXTURED

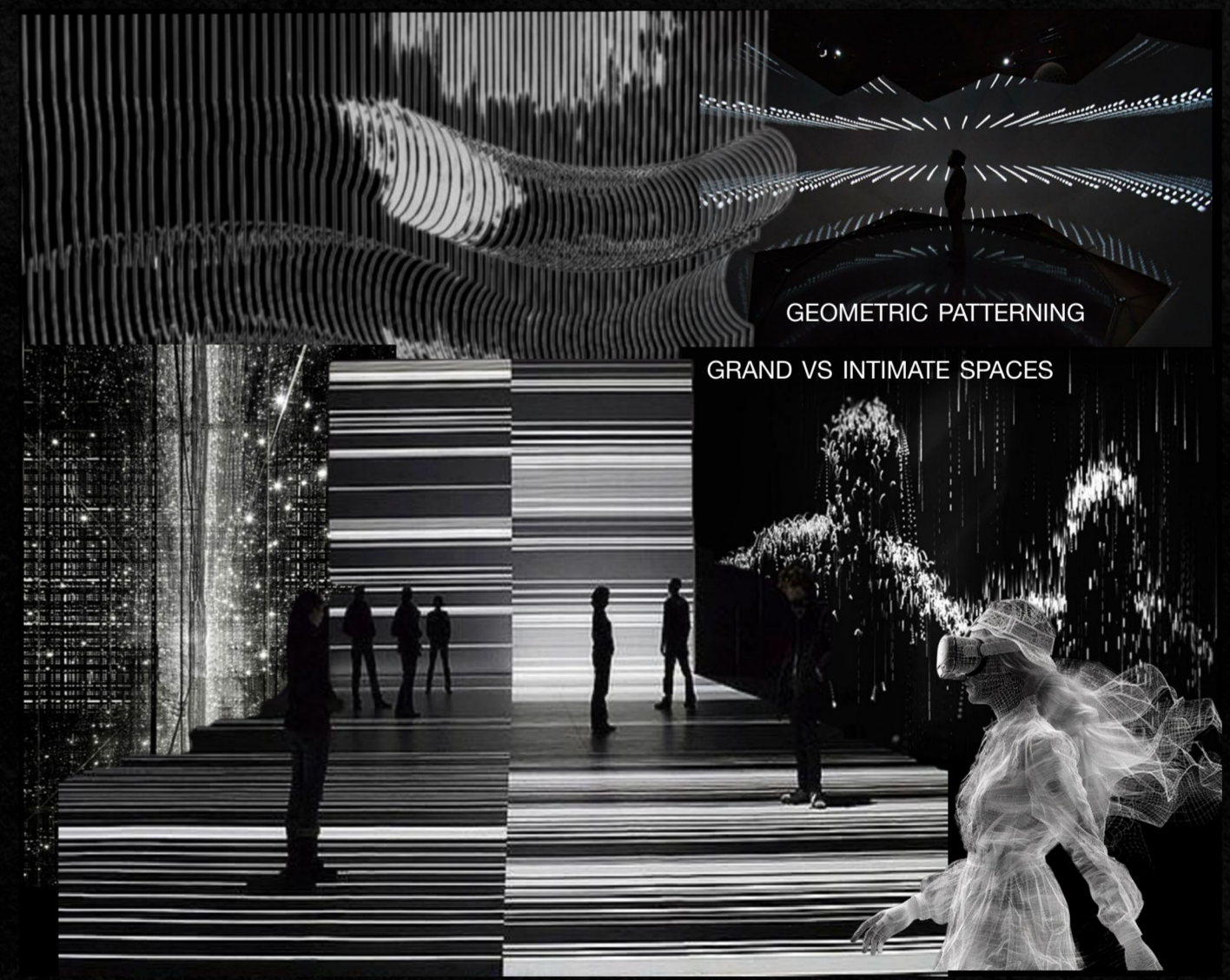


CONSTRUCTED ATMOSPHERES



SHADOW INTERPLAY

06 **SPATIAL DESIGN**



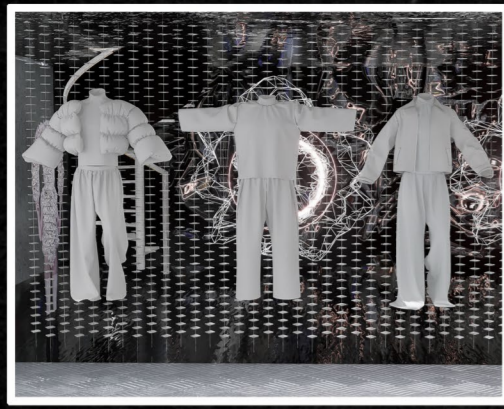
GEOMETRIC PATTERNING

GRAND VS INTIMATE SPACES

KEY TERMS

- DUALITY: MATERIAL OPPOSITION
- ATMOSPHERE: SENSORY DEPTH
- EMOTION: TACTILE WARMTH
- RHYTHM: SPATIAL FLOW
- STRUCTURE: FORMAL REPETITION

07



PHYSICAL DISPLAY



STAIR CASE



SECOND FLOOR B

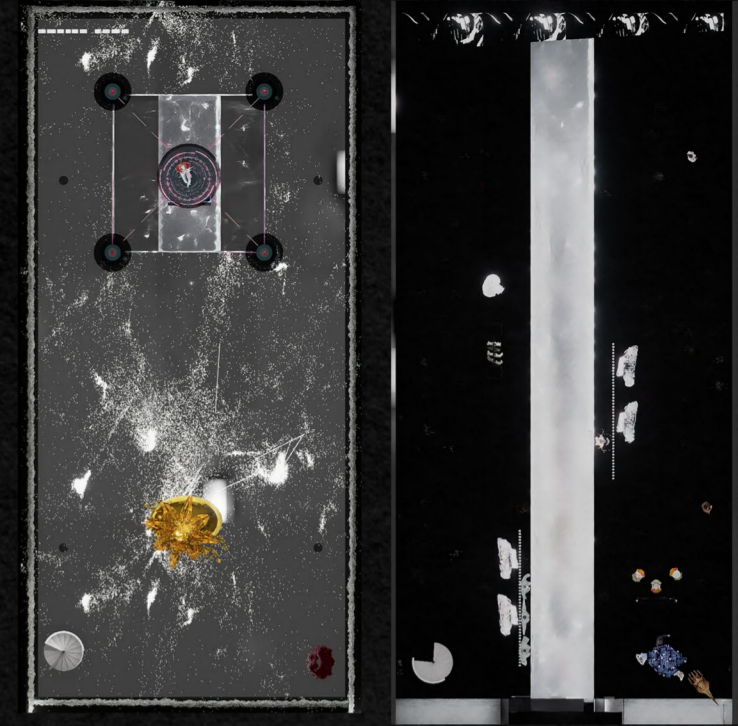


SECOND FLOOR A

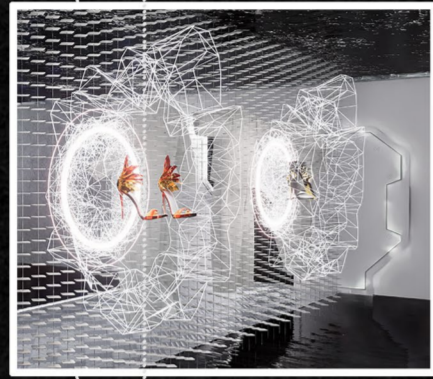


GROUND FLOOR

PERSPECTIVE VIEW

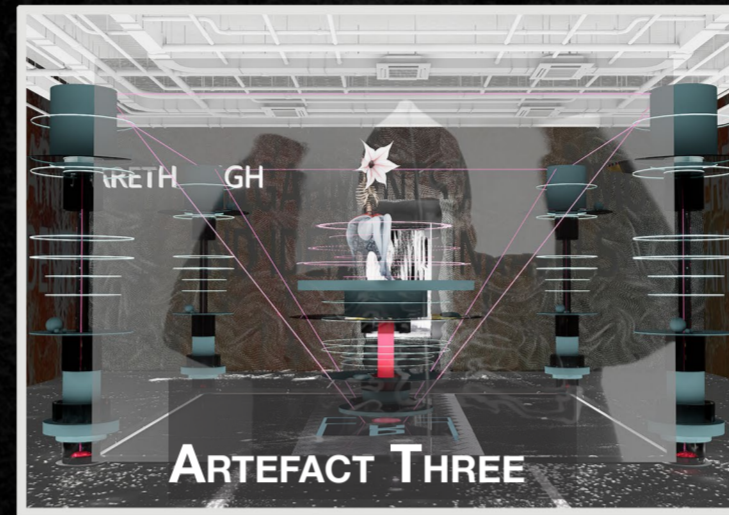


IMMERSIVE RUNWAY



PHYSICAL DISPLAY

FLOOR PLAN DETAIL



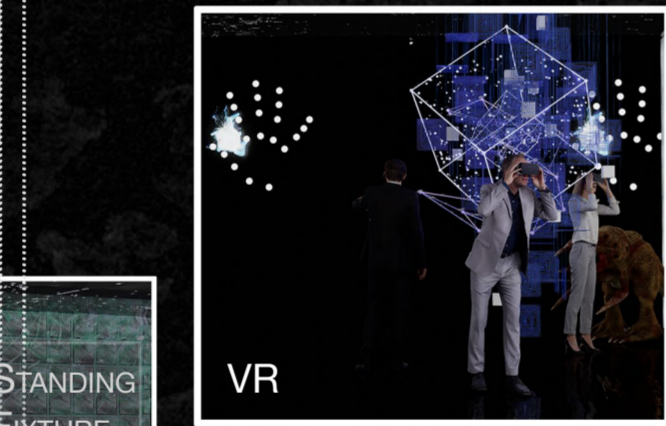
BIOMECHANICAL SCULPTURE

ARTEFACT THREE

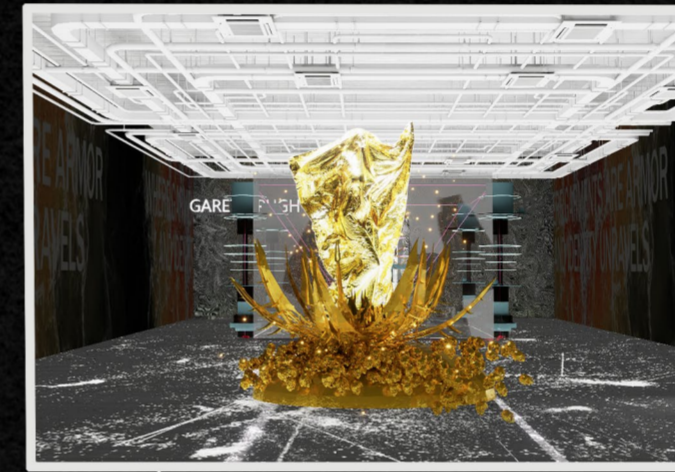
ARTEFACT ONE



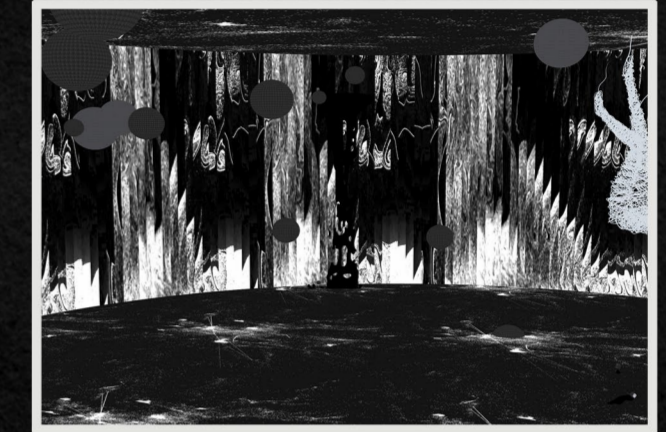
CURVED SCREEN WALL



VR



SS18 GOLD FOIL



THE CIRCULAR CHAMBER

DIGITAL INSTALLATION



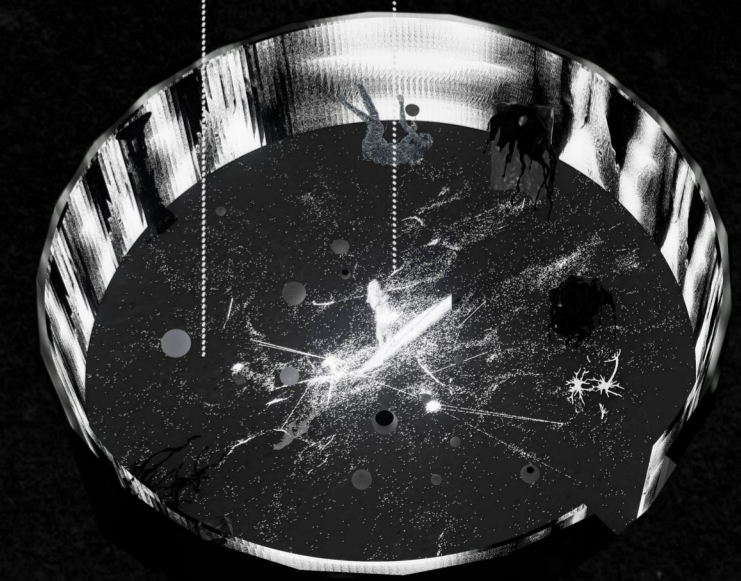
ARTEFACT TWO

SECOND FLOOR A

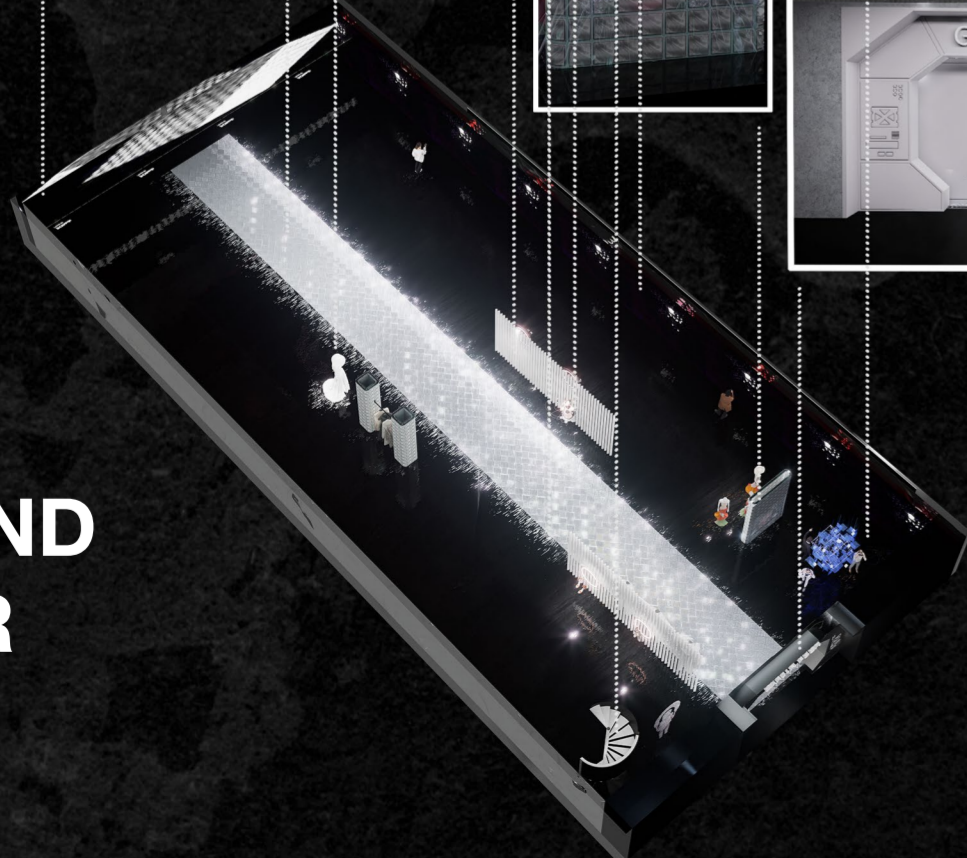


DIGITAL 3D PARTICLE STRUCTURE

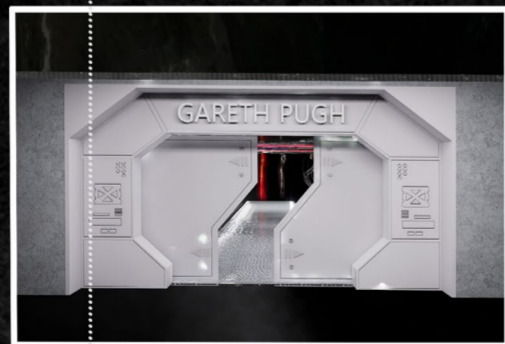
SECOND FLOOR B



GROUND FLOOR



STANDING FIXTURE



ENTRANCE

GALLERY AREA

