





PAMS 2020 projects & bibimble

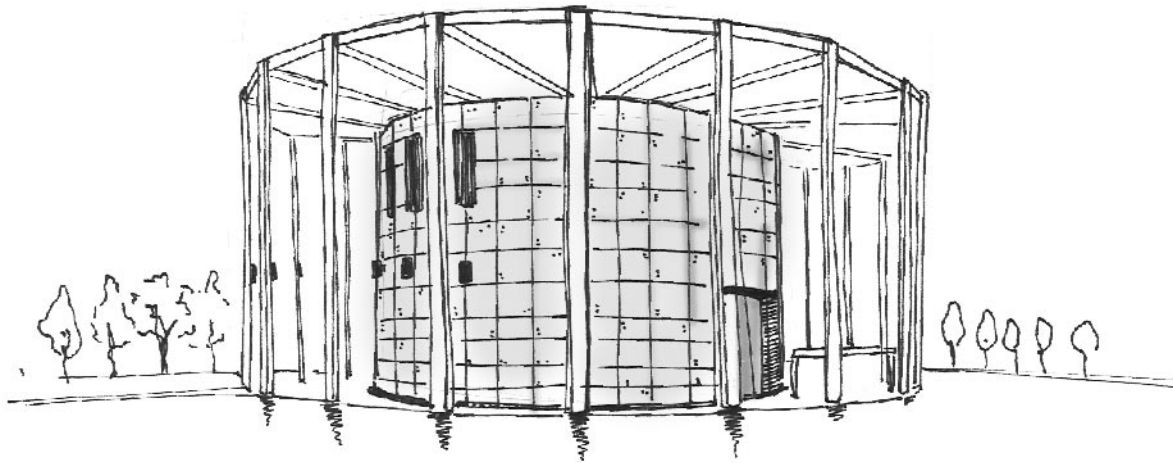
Virtual Exhibition

March.2020 - Aug. 2020 / Company Project

In the virtual art exhibition held with the Seoul Palms Market, posters and performance videos were played in an independent booth, and the role of forum and networking was brought to the digital exhibition.



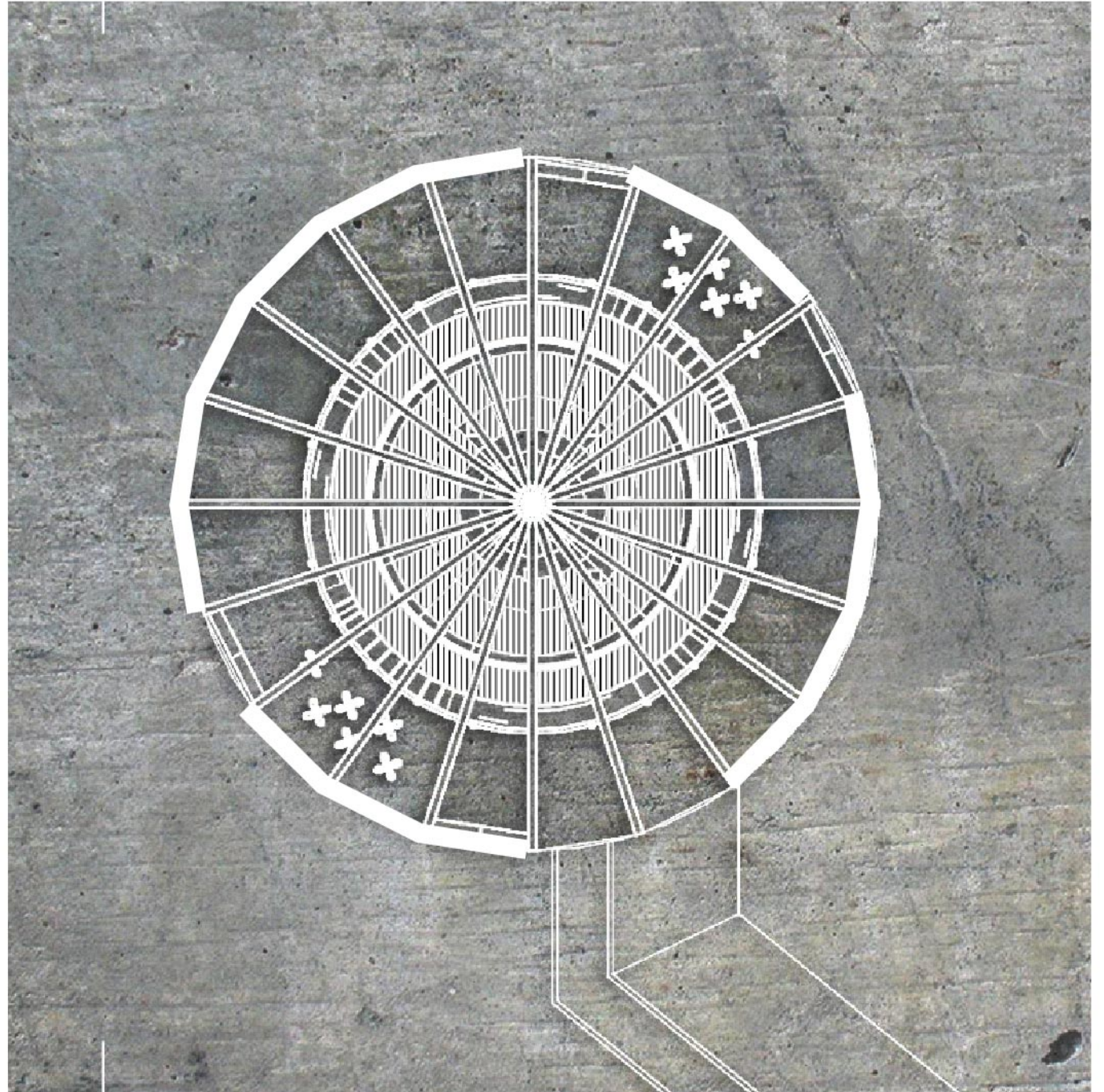
01 Conference



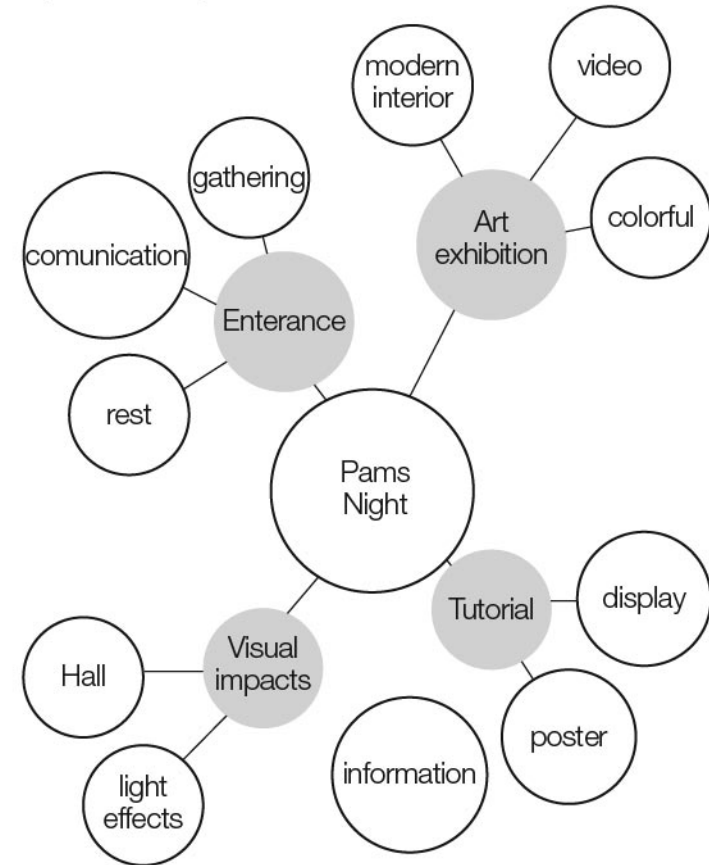
PAMS NIGHT

Main Hall (Virtual Exhibition Enterance)

Due to the pandemic situation, many exhibition halls were postponed, canceled, or started looking for alternatives in 2020. PAMS, the Seoul Art Market, also planned a platform to play in a virtual booth and meet the artist's client, instead of directly screening the existing performance, and designed the booth in person. The overall design of the exhibition hall was made of a single material so that the concrete reproduced video, which is a solid and rough introduction, can be concentrated.

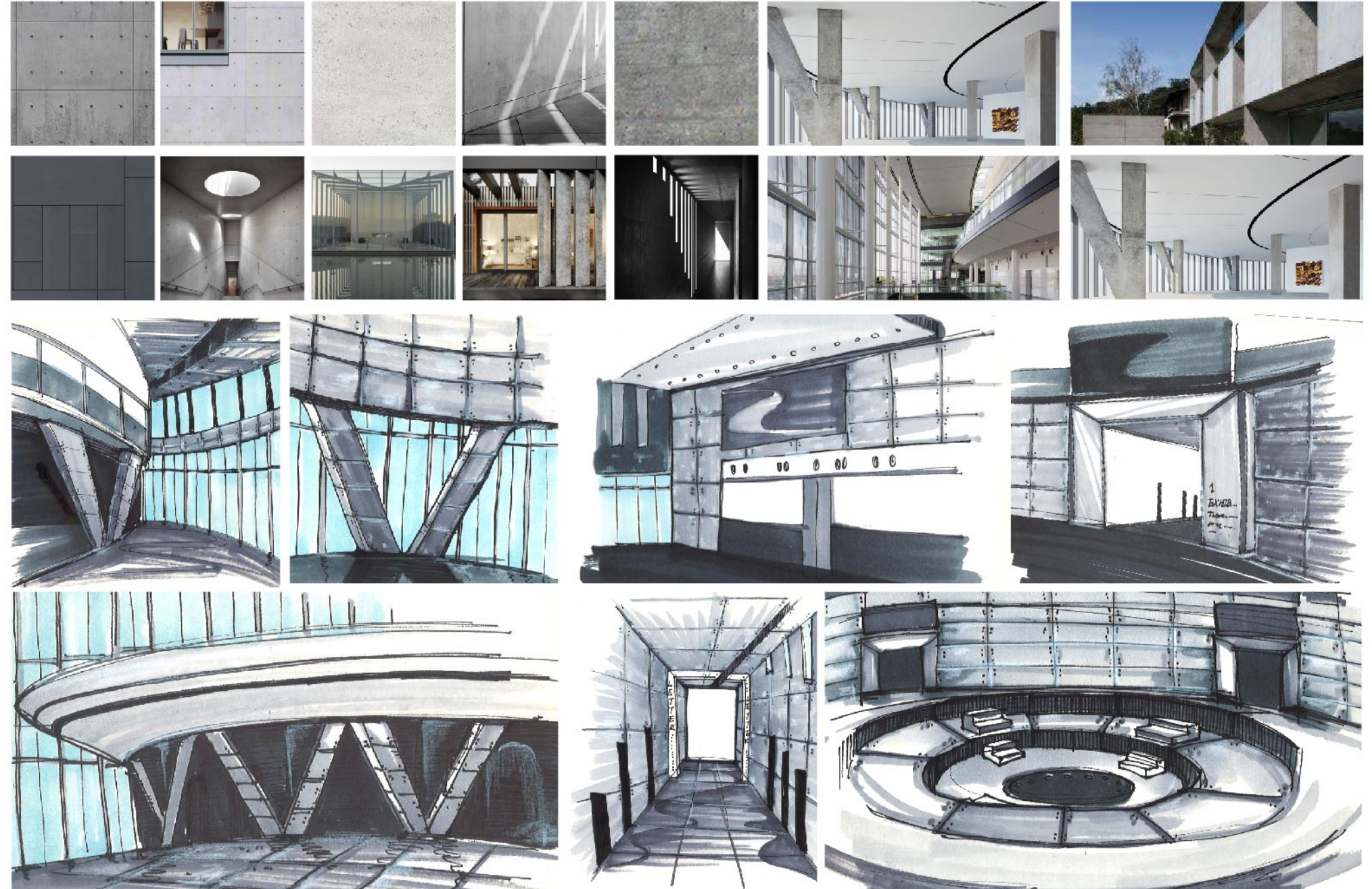


Space Purpose

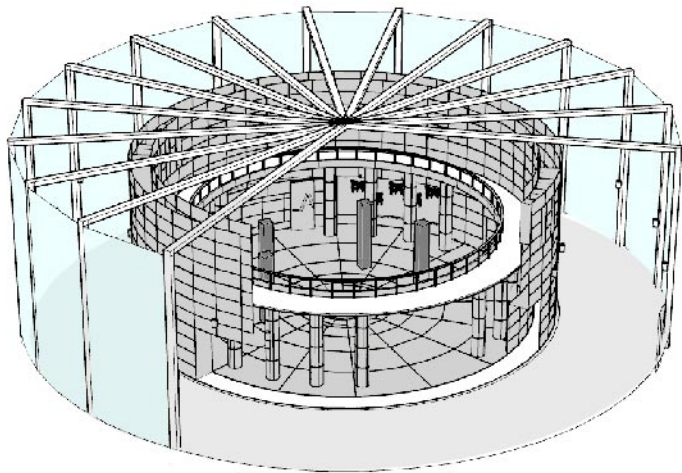


The network zone is a place where first-time users come in contact with the PAMS exhibition. It is designed in a circular shape to efficiently use the complex space for exhibition introduction, tutorial, and communication. The four entrances were designed with a glass to introduce the exhibition space of the gate that moves space between the A, B, C and conference zones, and the panoramic view of the outside and the rest area. The screening poster was attached to the top and the performance poster was attached to the side wall, and the intuitive spatial structure of the existing exhibition hall was benchmarked.

Sketches



Zoning Layout



O zone
Central entrance for first time users



L zone
A place to rest



L zone
outside scenery,
to sit and relax

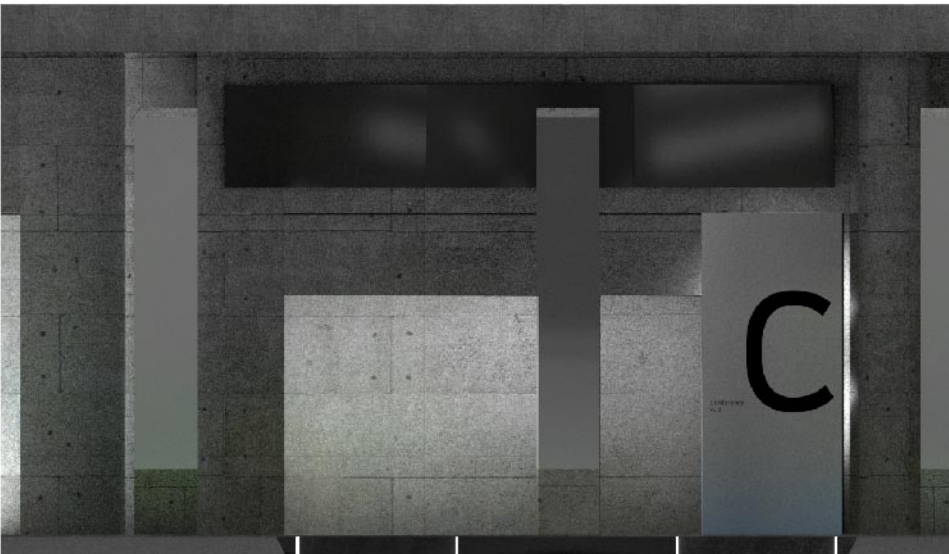
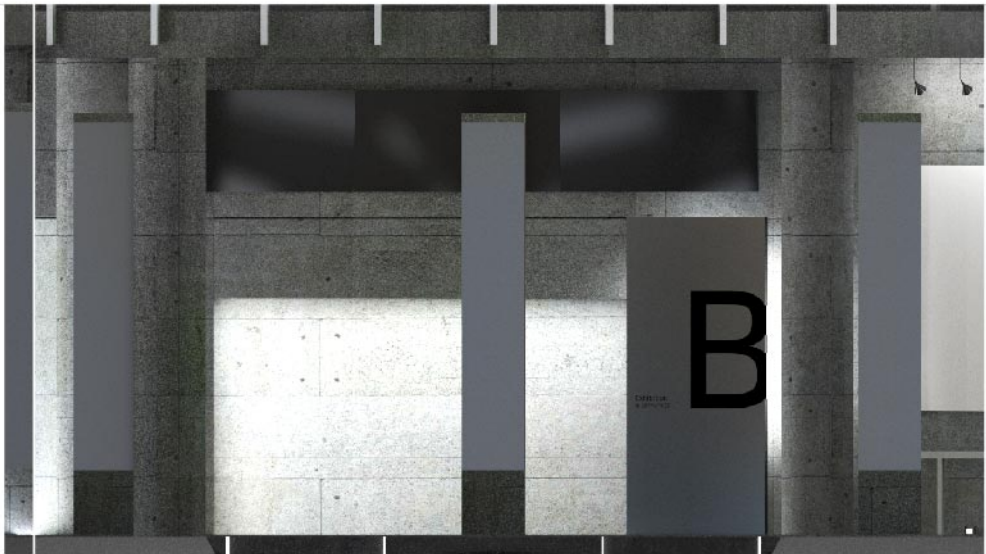
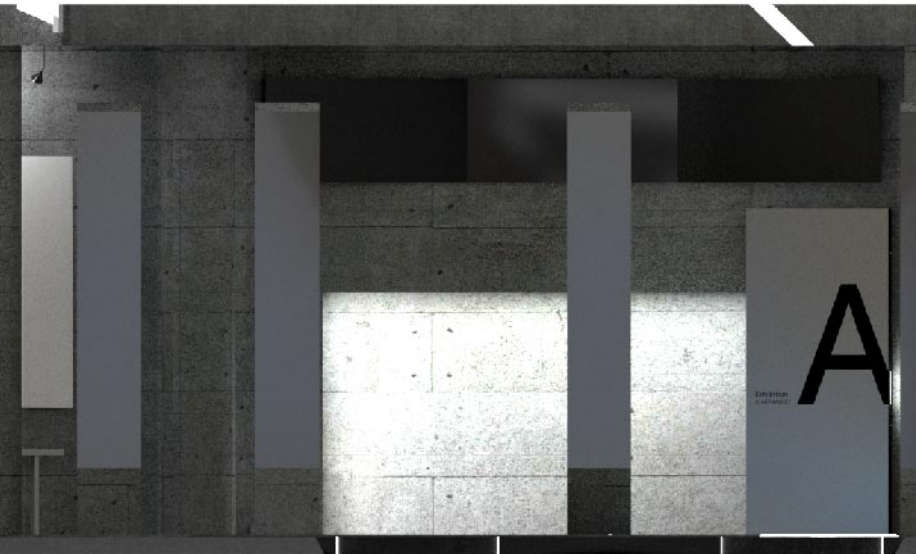


X zone
Gate to each exhibition hall

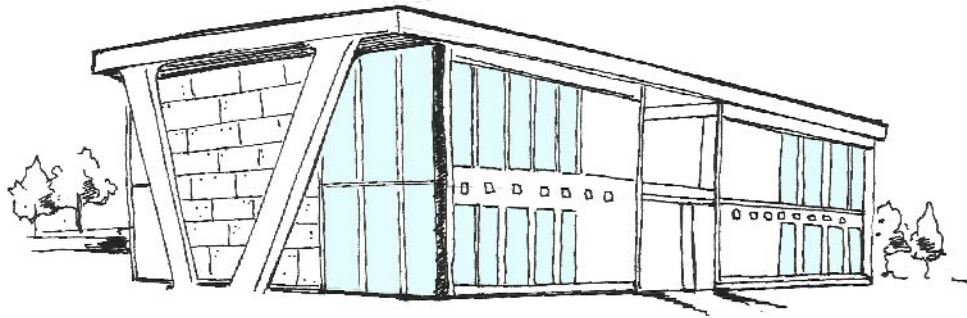


I zone
Exhibition and promotion space

Gate



02 Exhibition



PAMS NIGHT

Main Hall (Virtual Exhibition)

This is main exhibition, displaying Art media designs the ceiling high so that external natural light falls to the floor as it is. It harmonizes the light with the rough surface of concrete. In the booth design, posters are placed on both sides and a display is installed in the center to capture the audience's attention. In the center, four modular booths were combined to efficiently arrange the audience movement.

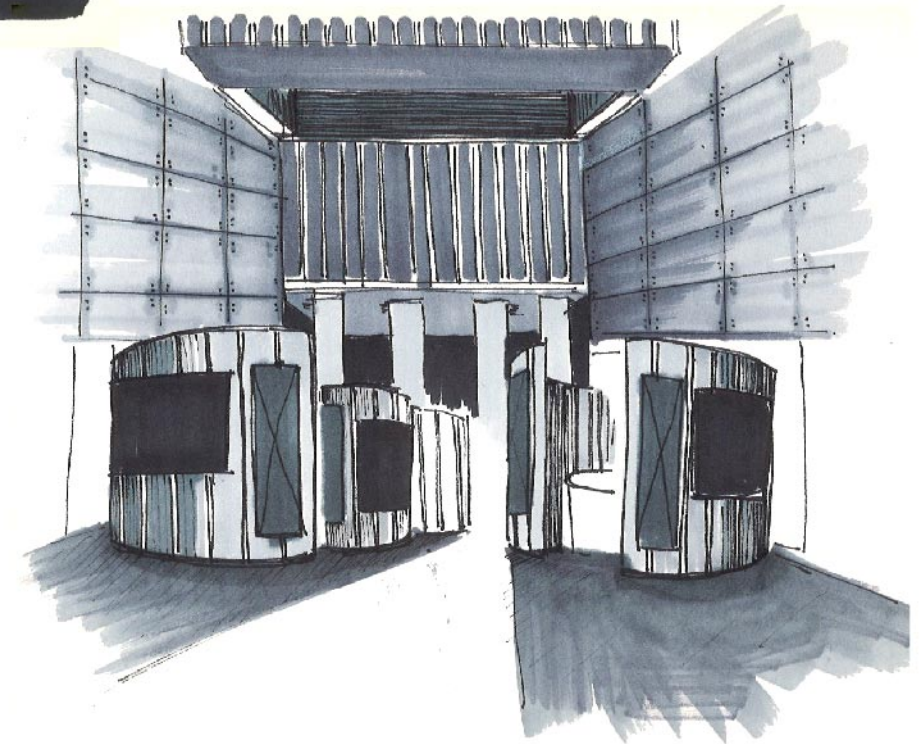
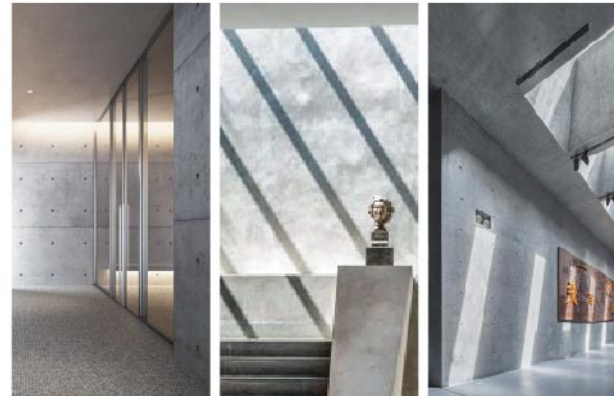
Hall Design Concept



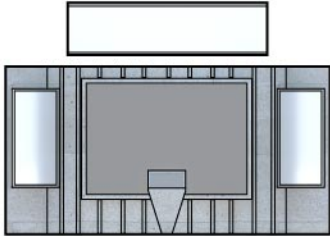
Glass frames are properly arranged at the top of the wall and roof so that the display image can stand out by using incoming sunlight. The ceiling was made high so that light does not interfere with the video even if there are many booths. The overall design is more like a library lobby.

Booth Design Conecpt

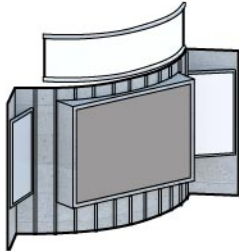
The booth, which was made by connecting a straight line with a curvature, gave a spatial change by making it three-dimensional in a simple spatial structure of a square.



Booth & Kiosk Structure



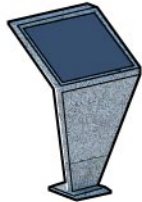
Booth Front View
Screen, two posters, and Signboard



Perspective



Kiosk Front View
Screen to control App



Perspective

Booth Module

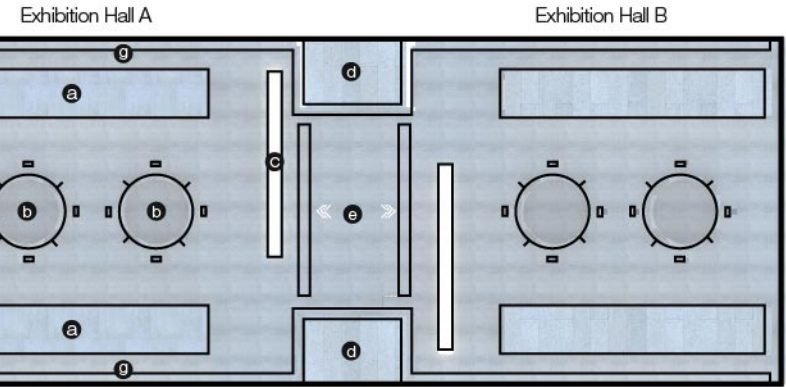
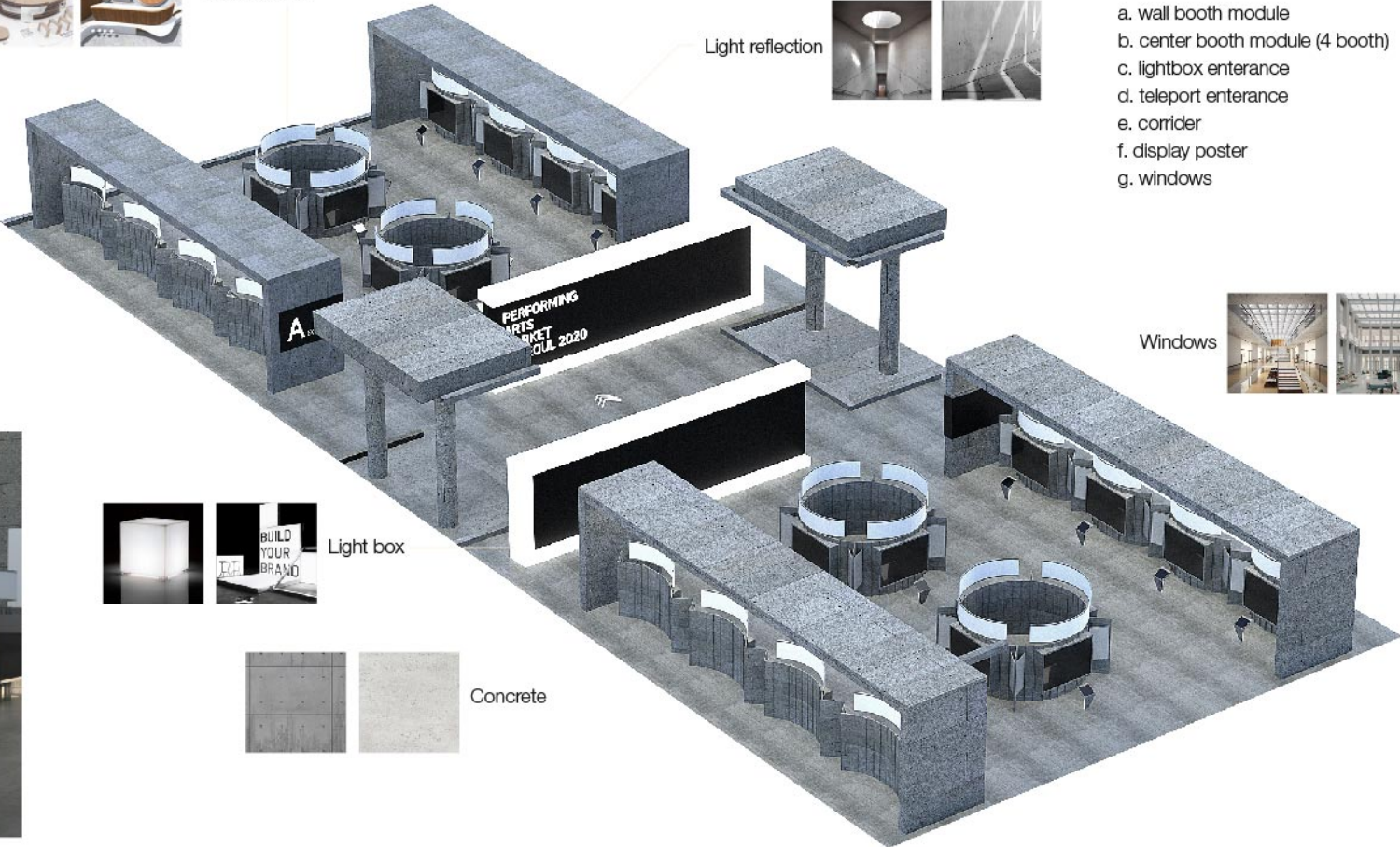


Exhibition Stucture

After moving to the teleport, you arrive at the central aisle, and you can select one of the exhibition spaces in both directions to view. The gate is a light box that raises tension in the dark entrance. When you enter the exhibition, you can see the 4 combined booths in the center and side booths on both sides. On the opposite wall, you can read posters and descriptions of the current viewing room.



booth module



- a. wall booth module
- b. center booth module (4 booth)
- c. lightbox entrance
- d. teleport entrance
- e. corridor
- f. display poster
- g. windows

Light reflection



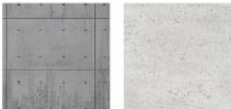
Windows



Light box



Concrete



PAMS Market

