

Project Title: Industrosphere
Student's Full Name: Pimnara Phongworasak
Course: Design 1
Studio Brief Title: MASH-UP

Instructor's Full Name: Hayden Minick

This project began with three objects—an AC remote, an odorless pipe, and a vintage video camera—linked by their transformative potential. Initial concepts included Dysfunctionality, Human Inhabitants in limited spaces, and Inside Out. For the final project, the focus narrowed to Dysfunctionality and Inside Out, inspired by Songwat Road, a once-thriving trading hub now filled with dysfunctional elements like blocked windows and unusable pipes. The design aims to repurpose this space for local trading, reviving its historical commercial significance.

Songwat, a once-thriving trading hub along the Chao Phraya River, has declined due to economic shifts, leaving abandoned spaces and dysfunctional elements like incomplete pipes, disconnected wiring, and blocked windows. The chosen site, between the main road and the river port, connects to its historical role as a commercial hub. The goal was to redesign the space for locals to revive trading activities.

The project, Industrosphere, integrates elements from the original objects. The main concept promotes direct marketing by linking pipes from neighborhood shophouses to a central column. Products flow through the pipes, allowing consumers to collect them at a designated pickup point. Stairs and ramps facilitate trolley movement between floors for efficient product storage and retrieval.

The facade and rail designs are inspired by the AC remote's patterns, enlarged to evoke a giant industrial town while casting shadows to reduce sunlight. Embracing the Inside Out concept, the interior details of the remote are revealed, offering contrasting perspectives when entering and exiting.

Red is the primary color, reflecting Songwat's Chinese heritage, where red symbolizes prosperity and energy. This design reimagines Songwat as a vibrant, functional trading hub, blending its cultural legacy with modern industrial design.