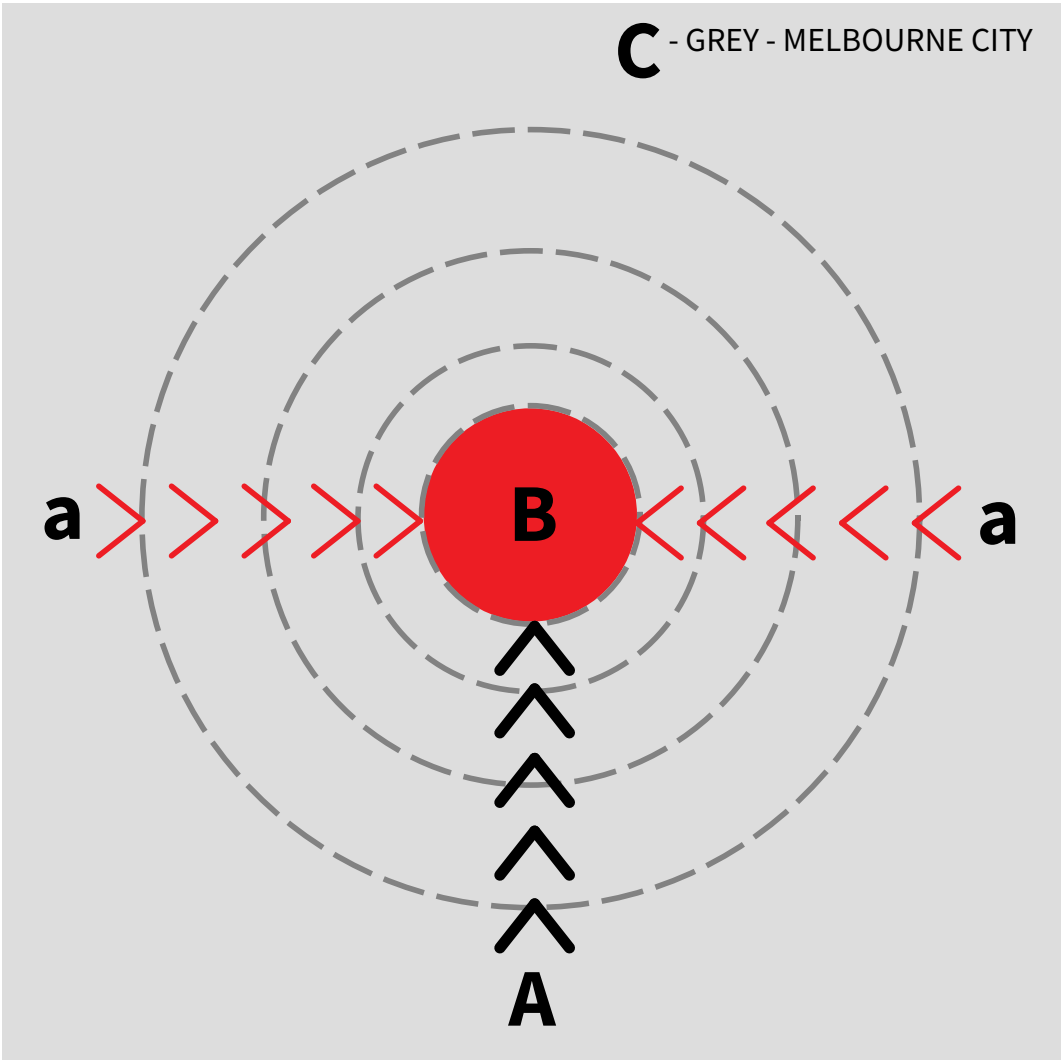


BUILDING ELEMENTS NO.2  
RED DOOR  
230 WILLIAM ST  
07/08/2021



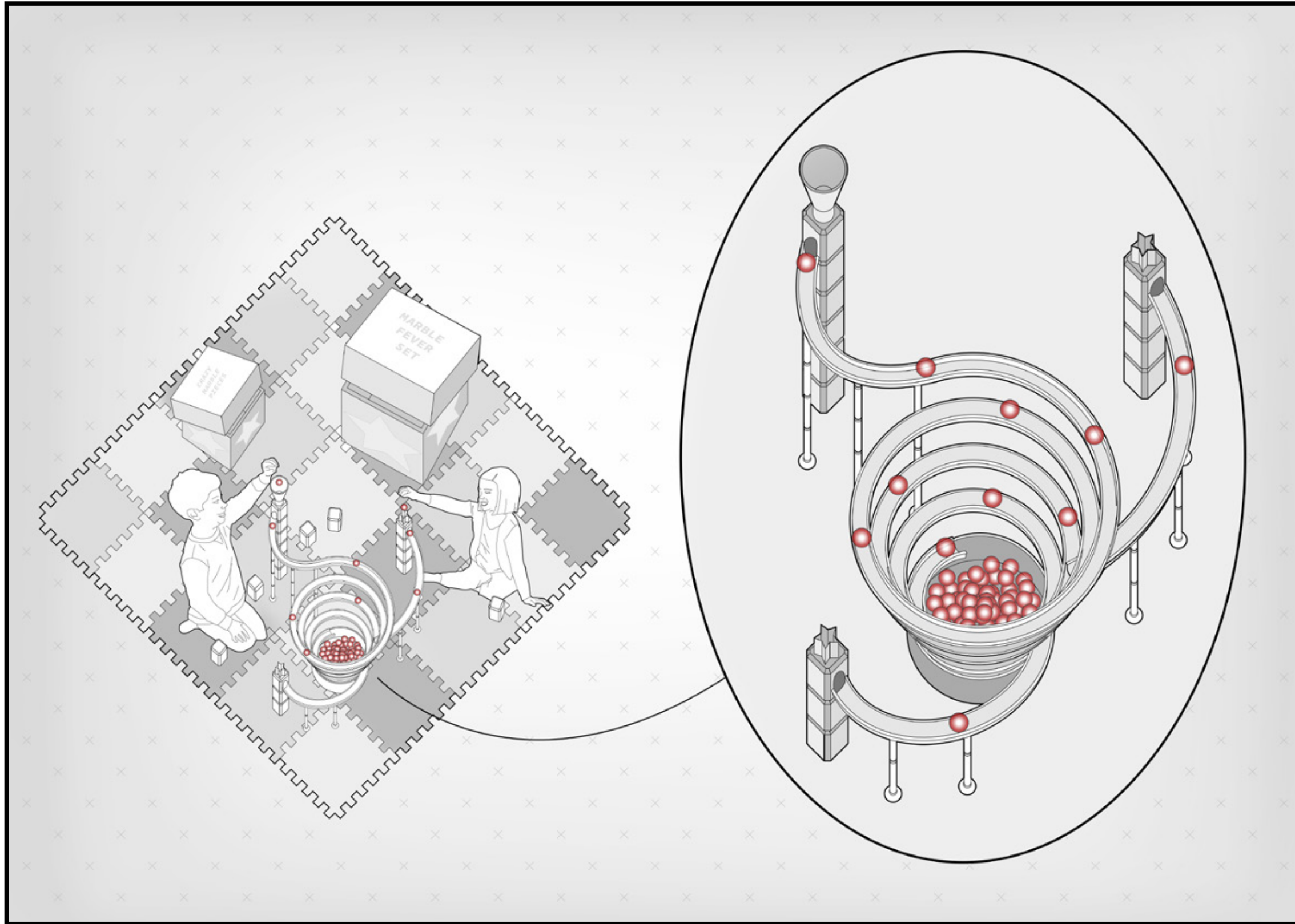
POWER OF ATTRACTION

The striking red door along this facade signifies destination through directionality and colour. It sits on top of and in between stairs, gates and lamps, which guide the eye upwards and onto the door. It unifies and gives purpose to red building elements near it through its centred placement, and combined with the symmetrical input of lamps, gates and stairs, indicates an importance on destination and process of arrival. In comparison to surrounding red elements, the door holds the most volume and weight, and in effect gains the most attention visually, which creates directionality and attraction towards the entrance. This idea of ‘being in the centre’ therefore translates not only in a spatial sense but also in a hierarchical sense.



S25: DARK MODE





### MARBLE SET

All building elements surrounding the red door lead to it, making it an attractor of sorts. In this reimagination, the power of attraction has been translated into gravity, and instead of an upwards attraction, it has been reinterpreted into a descending attraction. A marble set showcases 3 slides with one common spiral leading to the 'attractor', a ball pit at the bottom. This motion of balls rolling guides the eye along each slide until stopping at the bottom of the pit, similarly to how the red door interacts within the facade. The power of gravity allows these balls to roll without friction, the tallest marble tower reinterprets stairs from documentation whilst shorter towers with star openings symbolize acting forces which contribute to the attraction of the red door.