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INTRO- DUCTION

Hello, I'm Hayley Chung.

Spatial & Experiential Design today is combined experience of interior architecture, graphics, branding, and is designing from inside-out; considering what needs to be designed so when somebody experiences it becomes really meaningful to them.

I am deeply curious about creating experiences that add values to our feelings and revealing connections between people, places, things, ideas and make relationships that engage communities, cultures, and environments.

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02

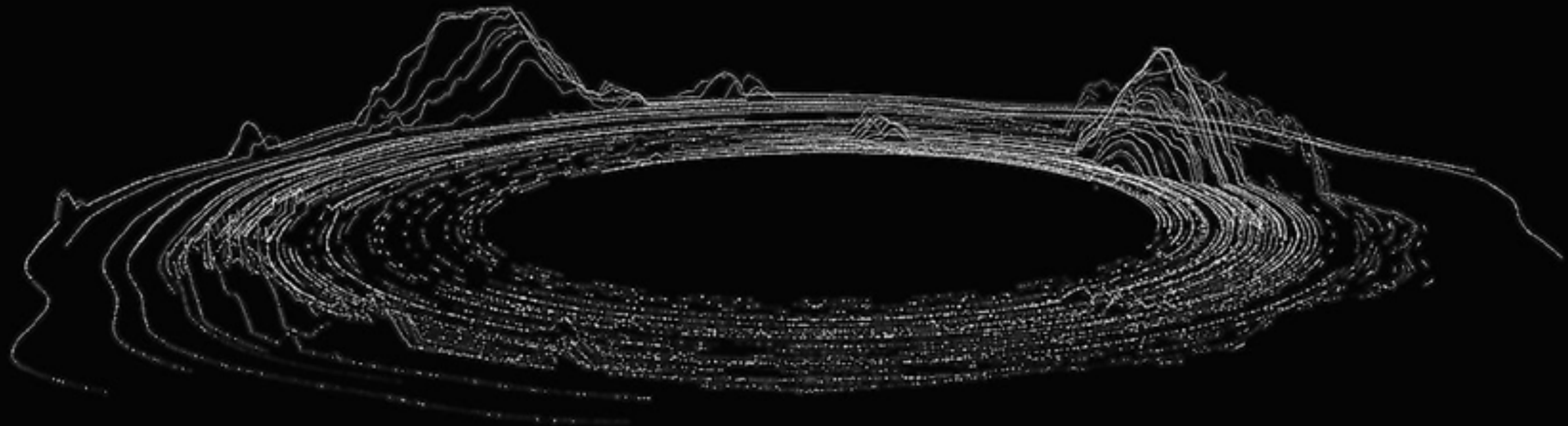
OBLIVION


ASTRONOMICAL OBSERVATORY + EXHIBITION

OBLIVION is where unpredictably afar point encounters very personal things.

Through this project, I wanted to create a place that connects my personal interest and current environmental issues.

I like the fear and excitement of new phenomena and curiosity, endless possibilities of observing the undiscovered world - I can certainly say that my biggest interest is in cosmos.





What can you imagine
when you think of stars
in our universe?

A lot of ancient people observed night sky in order to obtain some datas.

The ancient Egyptians detected an annual flooding cycle by seeing Sirius rising just before the Sun and they also determined the year based on the time Sirius was seen. Thus, observing the night sky played a major role in evolving human culture.

But currently, we cannot meet natural nature because we are living in the time where nature does not exist on it's own unless we control them. We should preserve all the nature on this planet, including the night sky. We need a balance.

What can you imagine
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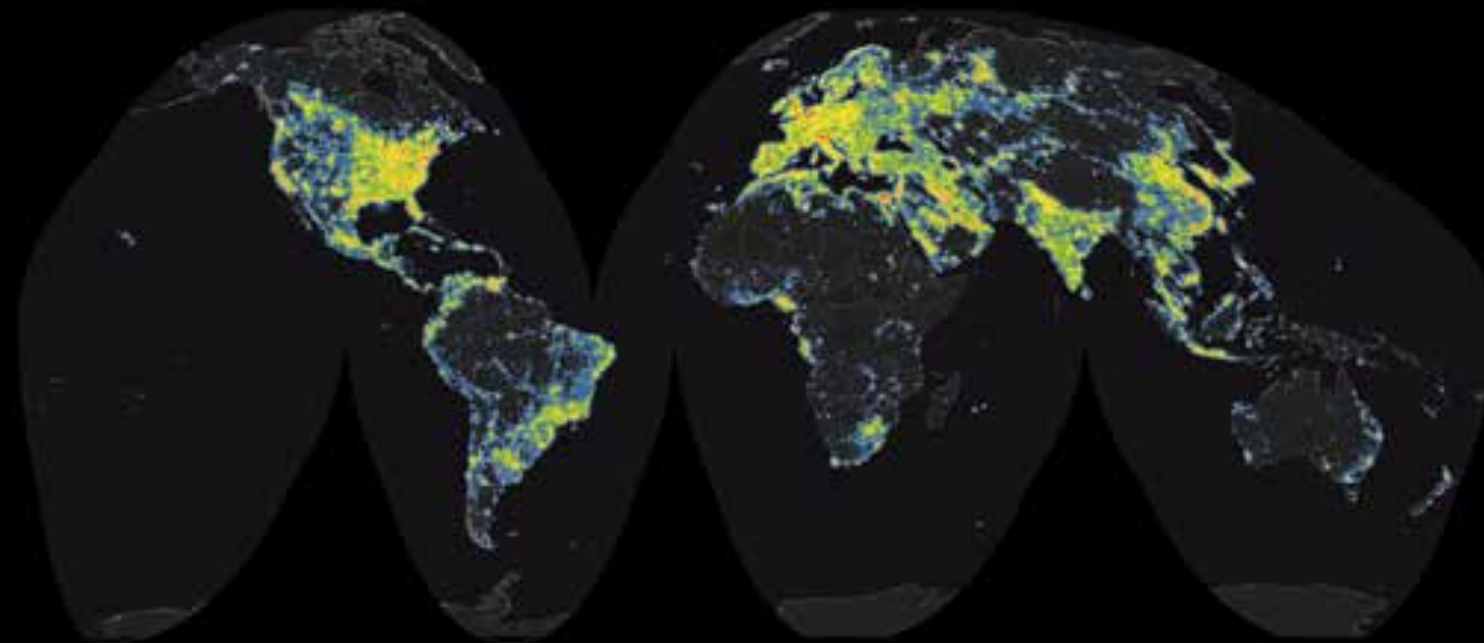


Figure 1

Figure 1 is "World Atlas of Artificial Night Sky Brightness". They use colors to show how much light measured at the ground is attributable to artificial sources scattered back down by the Earth's atmosphere. This gives an indication of how much "skyglow" there is, blocks our view of the stars in the night sky.

Visual Impacts

- Pristine Sky
- Degraded near Horizon
- Degraded to Zenith
- Natural Sky Lost
- Milky Way Lost
- Cones Active



For billions of years, all life has relied on Earth's predictable rhythm of day and night. It's encoded in the DNA of all plants and animals. Humans have radically disrupted this cycle by lighting up the night. In order to change this, we must be more aware of the anthropogenic effects on the environment.

Light Pollution Effects on Wildlife and Ecosystems

Artificial Lights Disrupt the World's Ecosystems



Artificial Lights have Devastating Effects on Many Bird Species



Artificial Lights Can Lead Baby Sea turtles to their Demise



how encounters with nature including the sky may positively impact wellbeing and even lead to transformation?

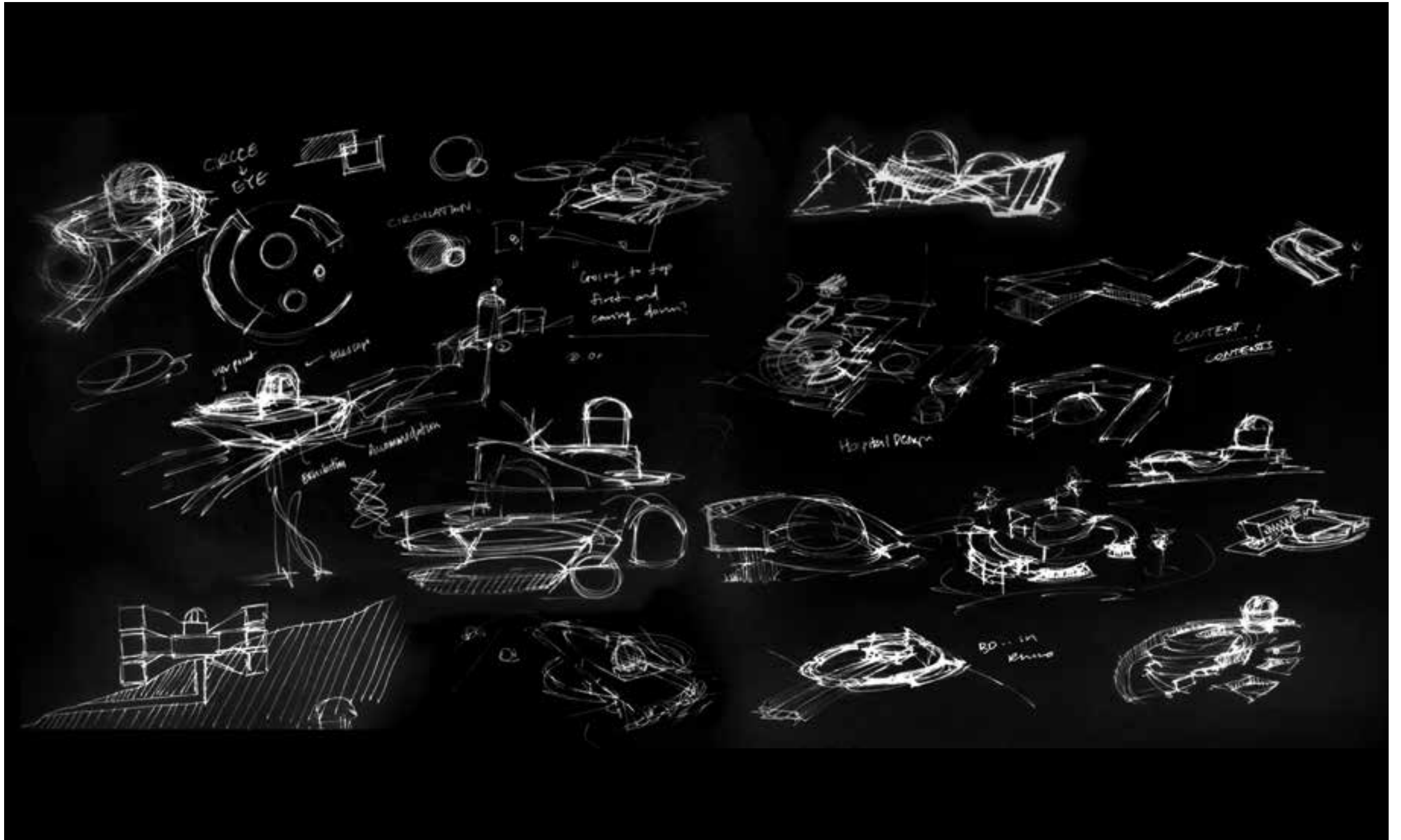


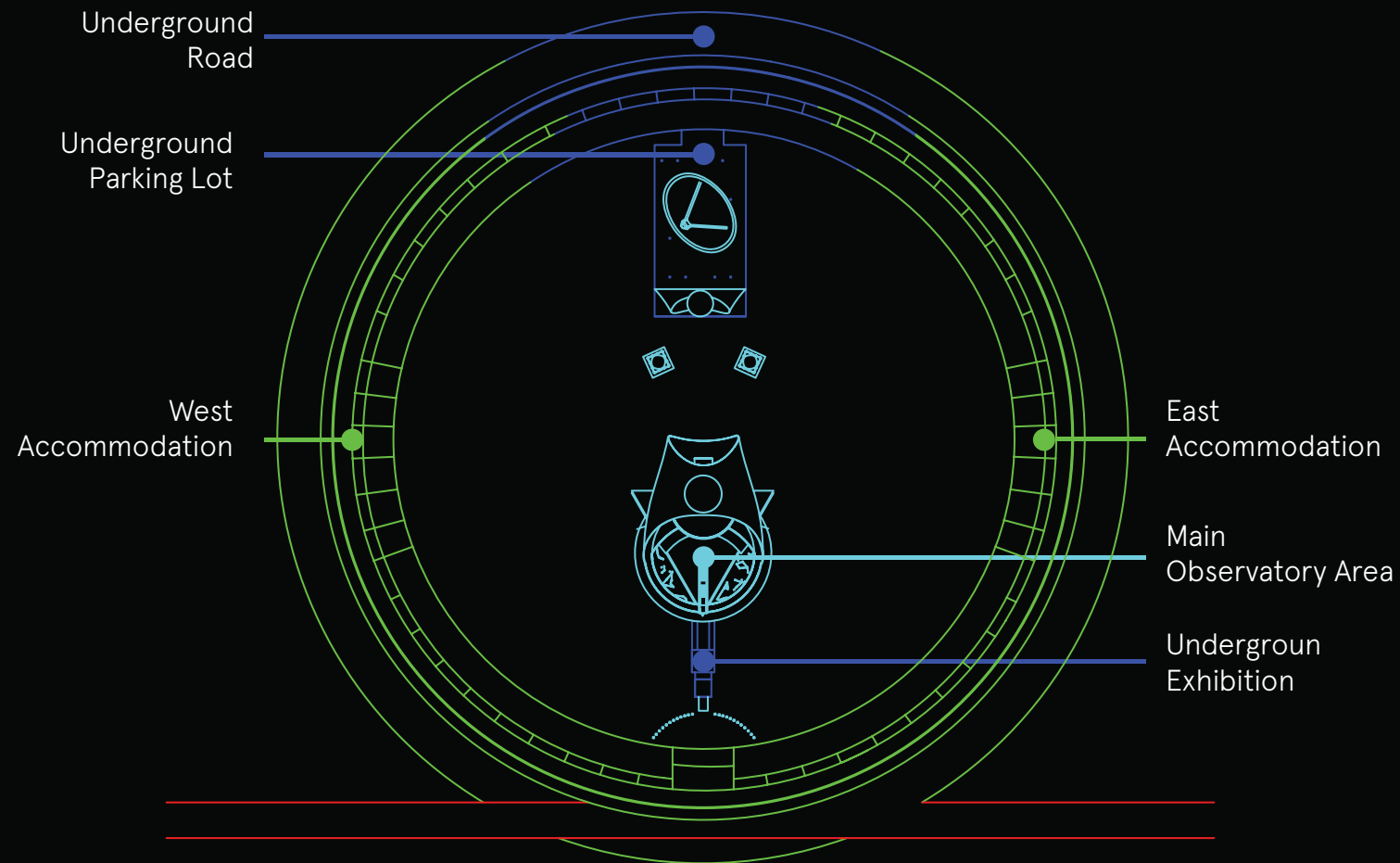
research:
Isle of Sark

About Sark Island:

- 5.5 square kilometers
- population of 650
- 40,000 visitors annually
- first "Dark Sky Island"

Sark residents place a high level of value and enjoyment on observing the night sky, alone or with others, and feel that this strengthened family and community connection. And residents see the night sky as part of nature. They also share stories about Sark's night sky with each other. **"Night sky results in positive and sometimes transformative feelings. The huge mass of stars in the sky makes you feel a lot better and makes you to concentrate on subterranean things."**





OBLIVION Observatory Top View

Site: Joshua Tree



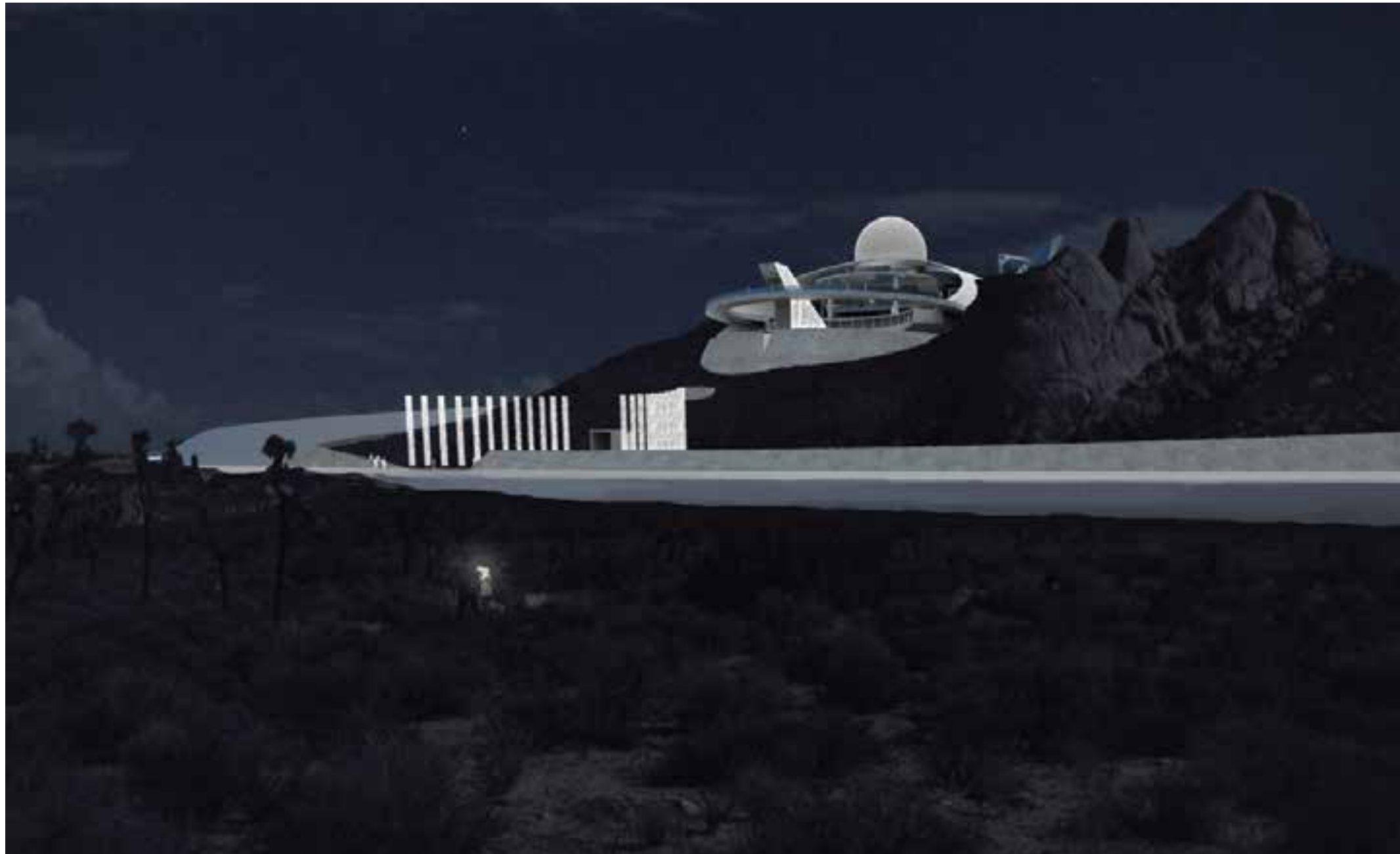
Joshua Tree invites more than 2 million visitors annually including campers and rock climbers, since they have 8 campgrounds with about 500 campsites. Average Annual rainfall is about 0.79 inch and elevation of this location is about 4000ft. This is a good location to have an observatory since it has high elevation, dry area, affords us to see more clear sky without clouds.

Programs

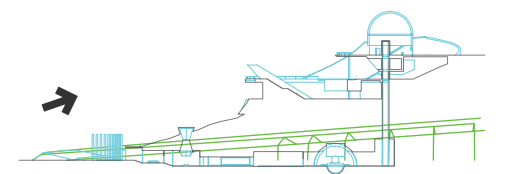
The existence of the exhibition is to give people an awareness about what is happening in our planet Earth. From 11 am to 8 pm guests can experience the exhibition, located from the entrance underground which will led them to the top of the observatory at the very end. If guest arrives after 8pm and if they reserved room for a night, accommodation is located at both side of the ring. At night, guests can go to the top of the observatory through the back parking lot; rear elevator will take guests to the back side of the observatory area. The ring also work as your road to exit.

Circulation

Exhibition: 11am - 8pm
 Shuttle: 11am - 8pm
 Observatory: opens all day



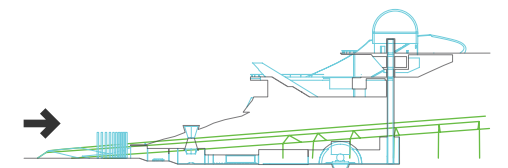
Overall View





Main Entrance

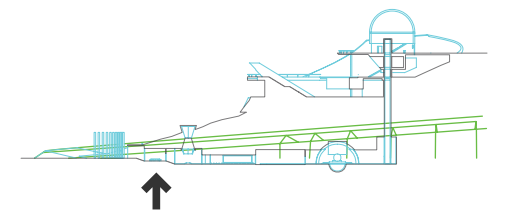
There are 12 columns on each side of the entrance which represents our planet's circadian rhythm, and also very basic shape of sundial. The material is cool tone marble that gives contrast with warm tone desert area. Enter the exhibition area with the door in between those columns.





Entrance to the Exhibition

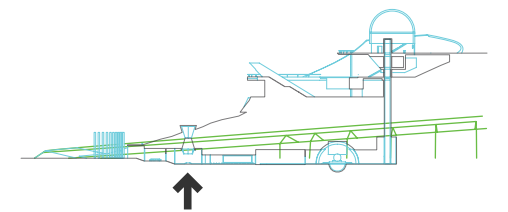
When you step down to the space there will be a lobby where you can get tickets and a guide for this place. This could be also a waiting area since this exhibition needs a gap in between groups of people. When you're ready, you will take another step down to the next moment.





Awaking the Sensory Mode

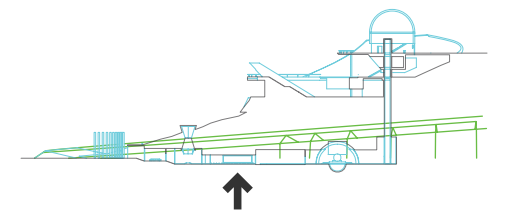
This part is only operating during the daytime, the sunlight will come inside from the outside and illuminate the inside. Four of fog machines on the top of the ceiling will make this area very misty and it will maximize and awake your sensory mode.





Movement, Sound, Light, and Vision

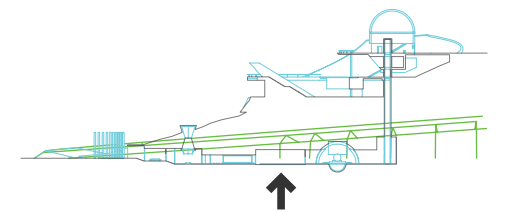
After those, you'll see is a framed stones on each side of wall. Those rocks are natural rocks that shows ecological site of Joshua tree. This area will be very dark and you will be able to hear the sound of nature before you go in between those walls (ex. night owls, birds, nocturnal animals) from the speakers inside on the stone skin among with real stones.

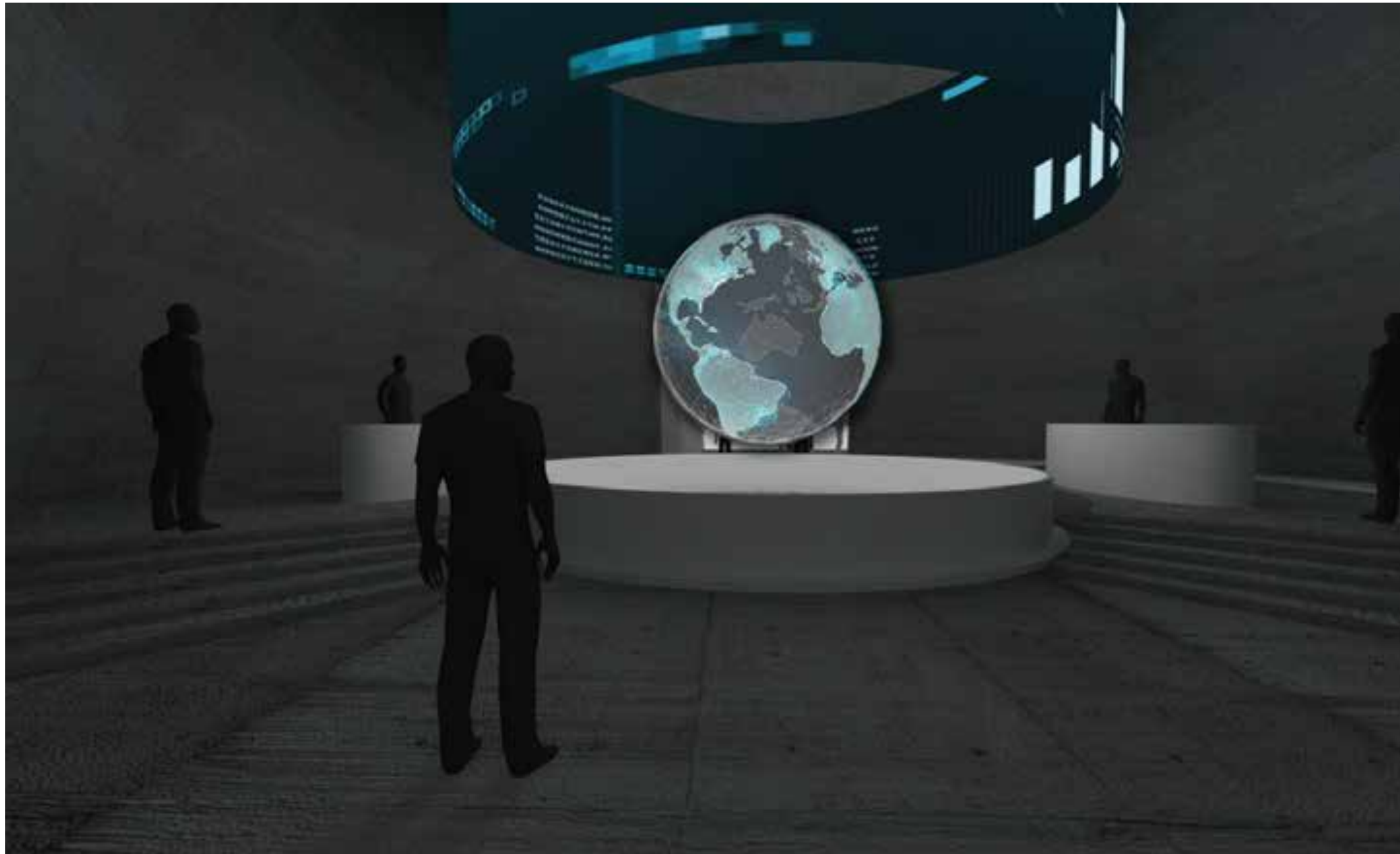




The Natural Navigator: Stars

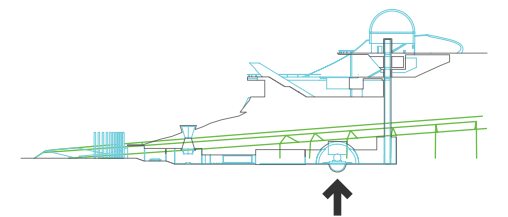
Finding your direction when you dropped in the middle of the ocean. Ancient people used to find their directions with stars above the sky when they were sailing. Stars will be projected to the ceiling on the top.





Transition of our planet Earth

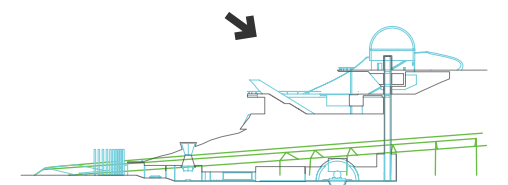
In an upside down spherical dome, there will be a hologram of how Earth has been changed from the past, like it will show our earth from 200 yrs ago, 100 yrs ago, present, and future earth. Also it will have 5 different facts and numbers of our earth; which is about light pollution, our ecosystem, and rising sea level, and diminishing of species.





Aerial View Front

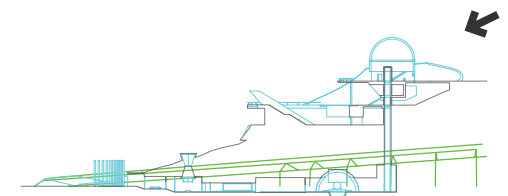
When you get off the elevator you see the great view of Joshua Tree, and there is a planetarium where you can watch a cosmic shows in the dome shaped theater. There is cafeteria down below, and the very bottom is an atrium area, including seats arranged in star chart layout. Hanging rooms are for laboratory for researchers, and if anyone turn in a form to use a telescope for a long time, that can held in that room.



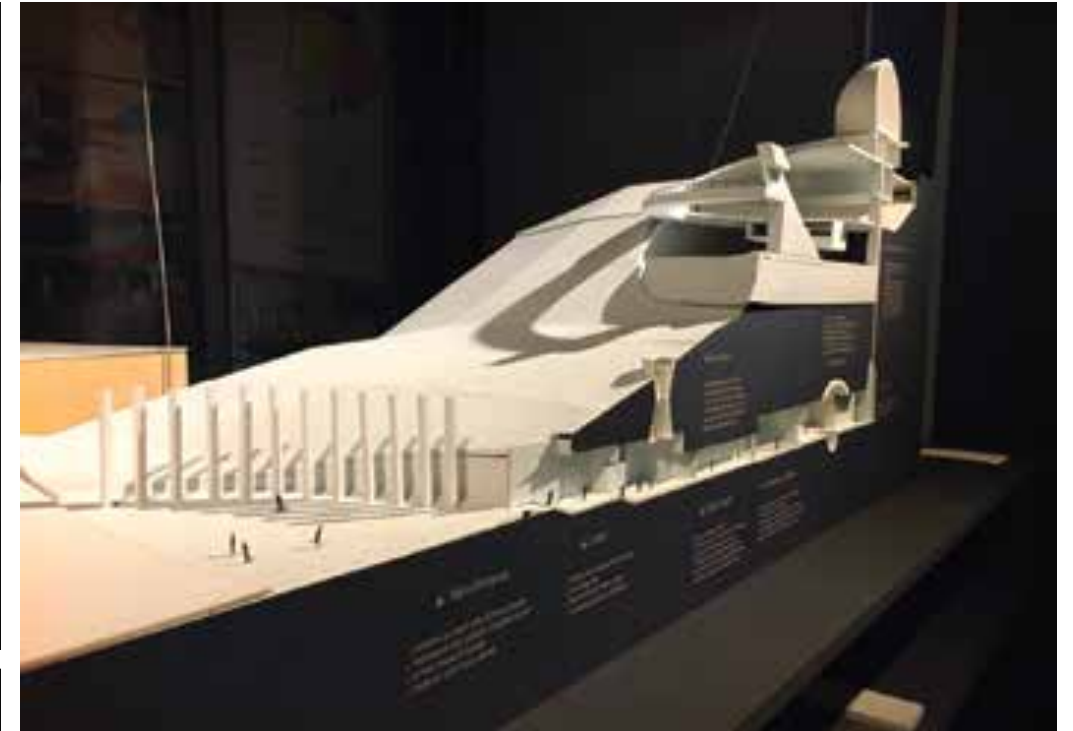
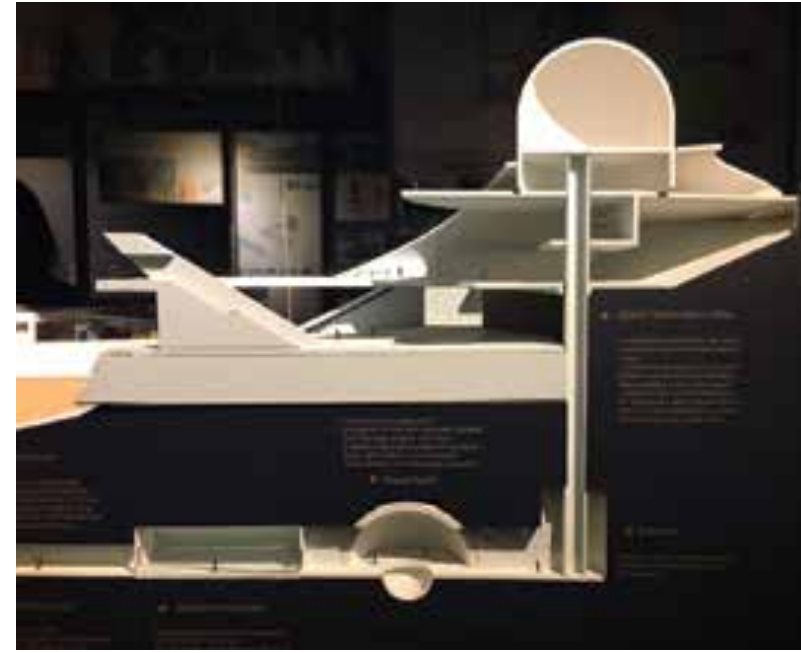
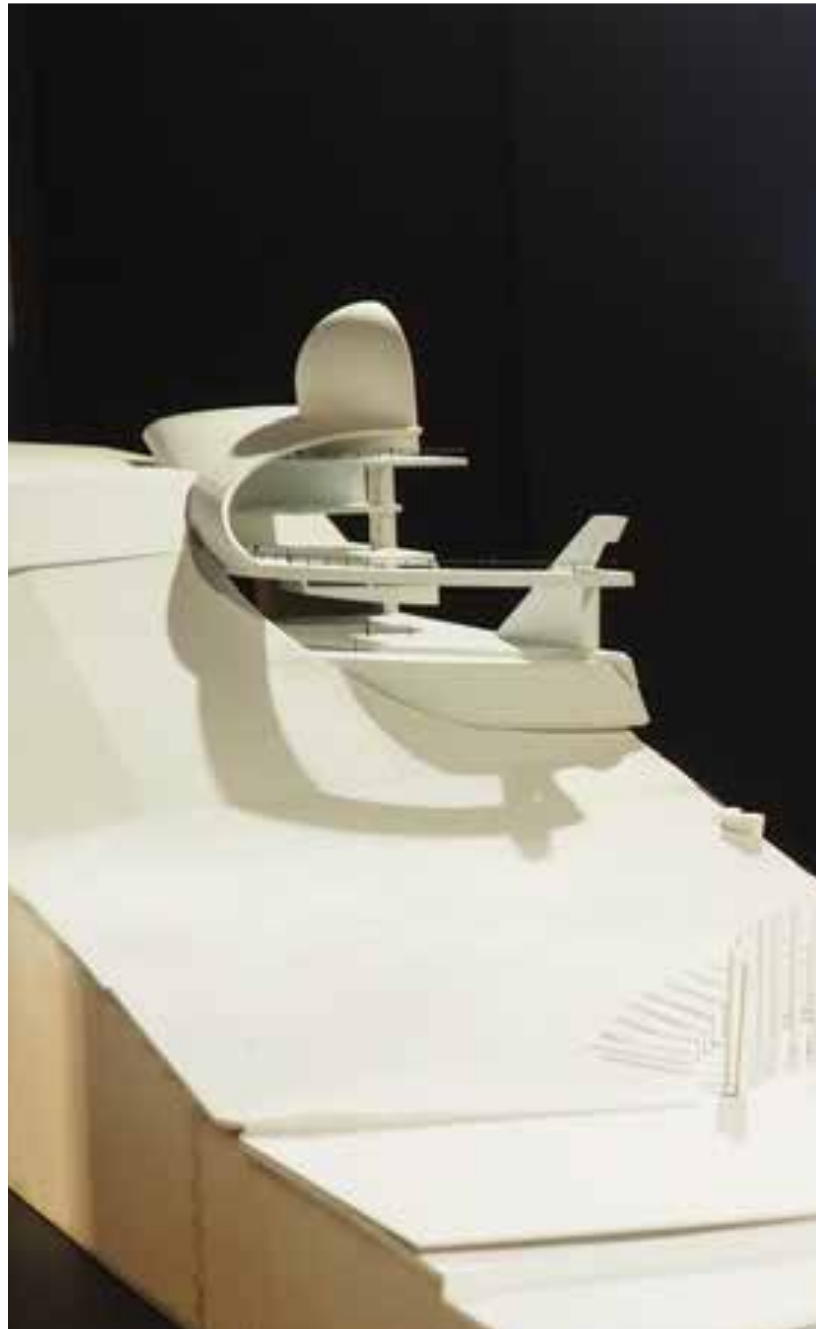


Aerial View Back

You can also walk to the backyard-like area where they have two professional telescopes and radio telescope. People can see how astronomer works and talk to the, and if you fill a proposal sheet, you can group with students who's major in astronomy and able to observe astronomical observation for short term.





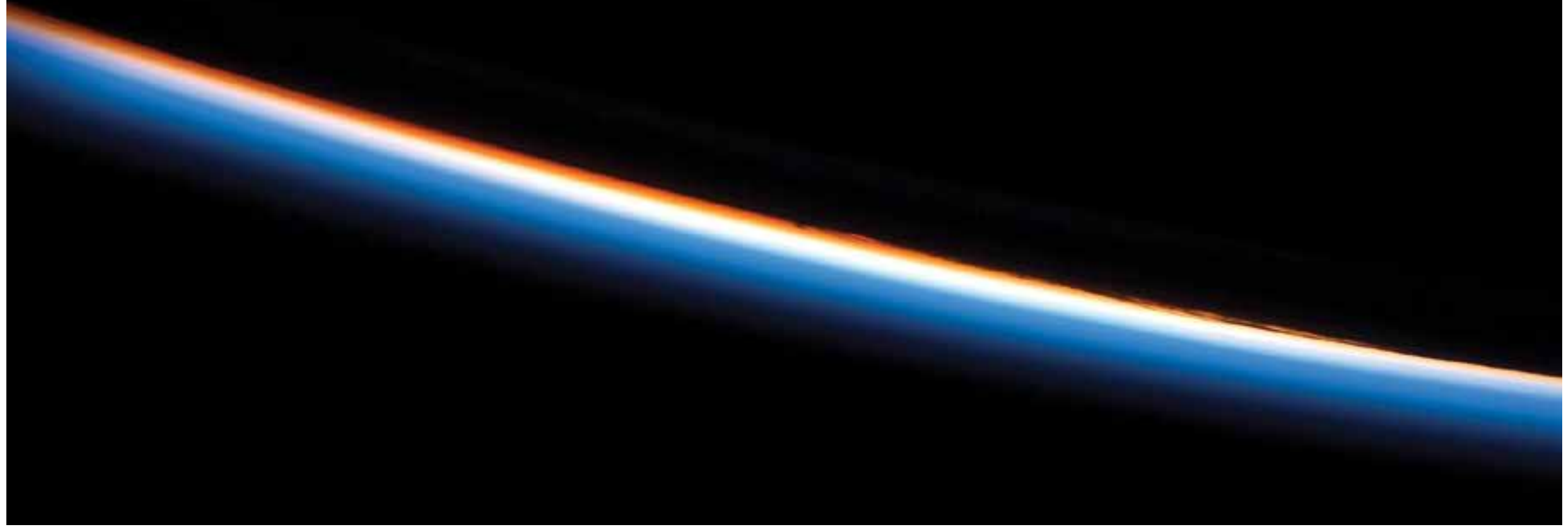


03

CRESCENT

WALL LIGHT FIXTURE

This project was inspired by the solitude vibe of moonlight, as moments unfold during the night.



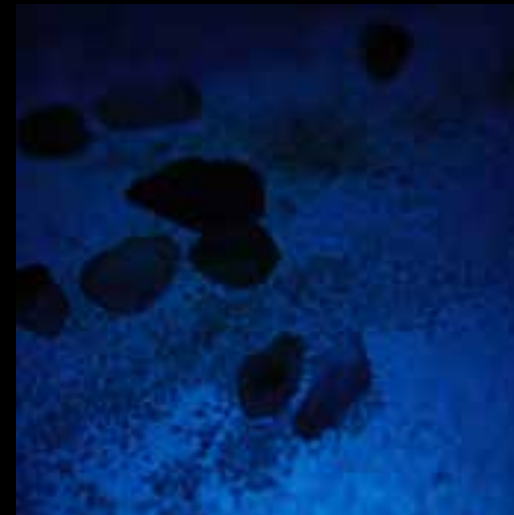


In the vastness of space and the immensity of time,
it is my joy to share a planet and an epoch with you.

Carl Sagan

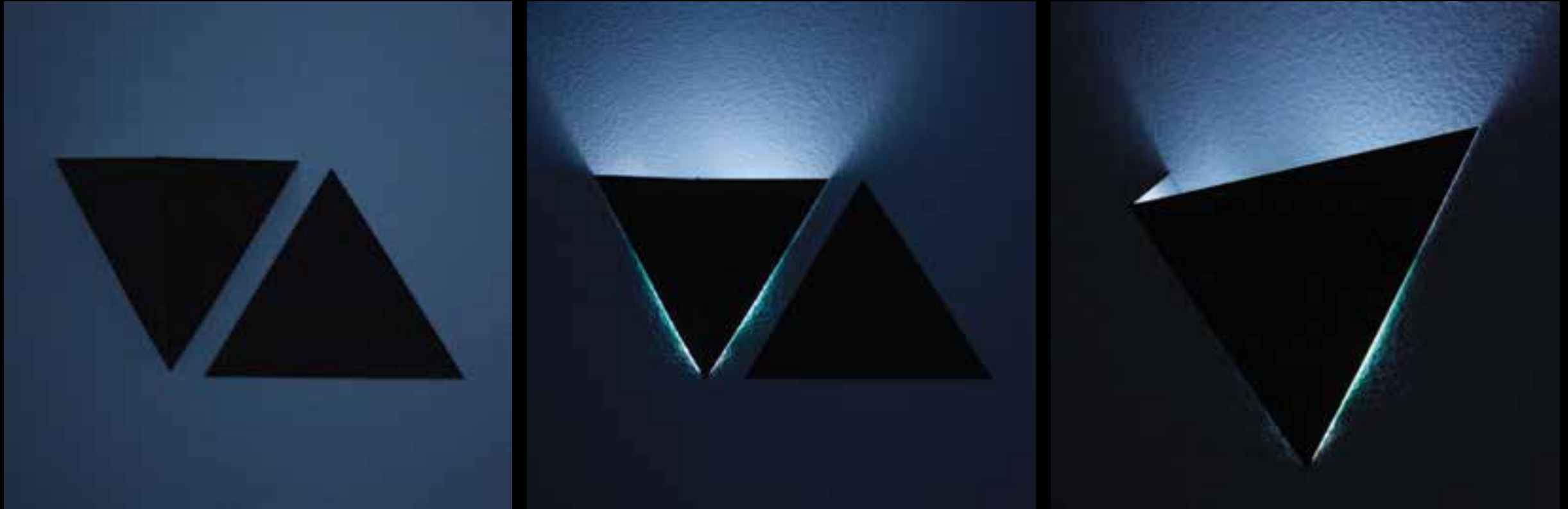


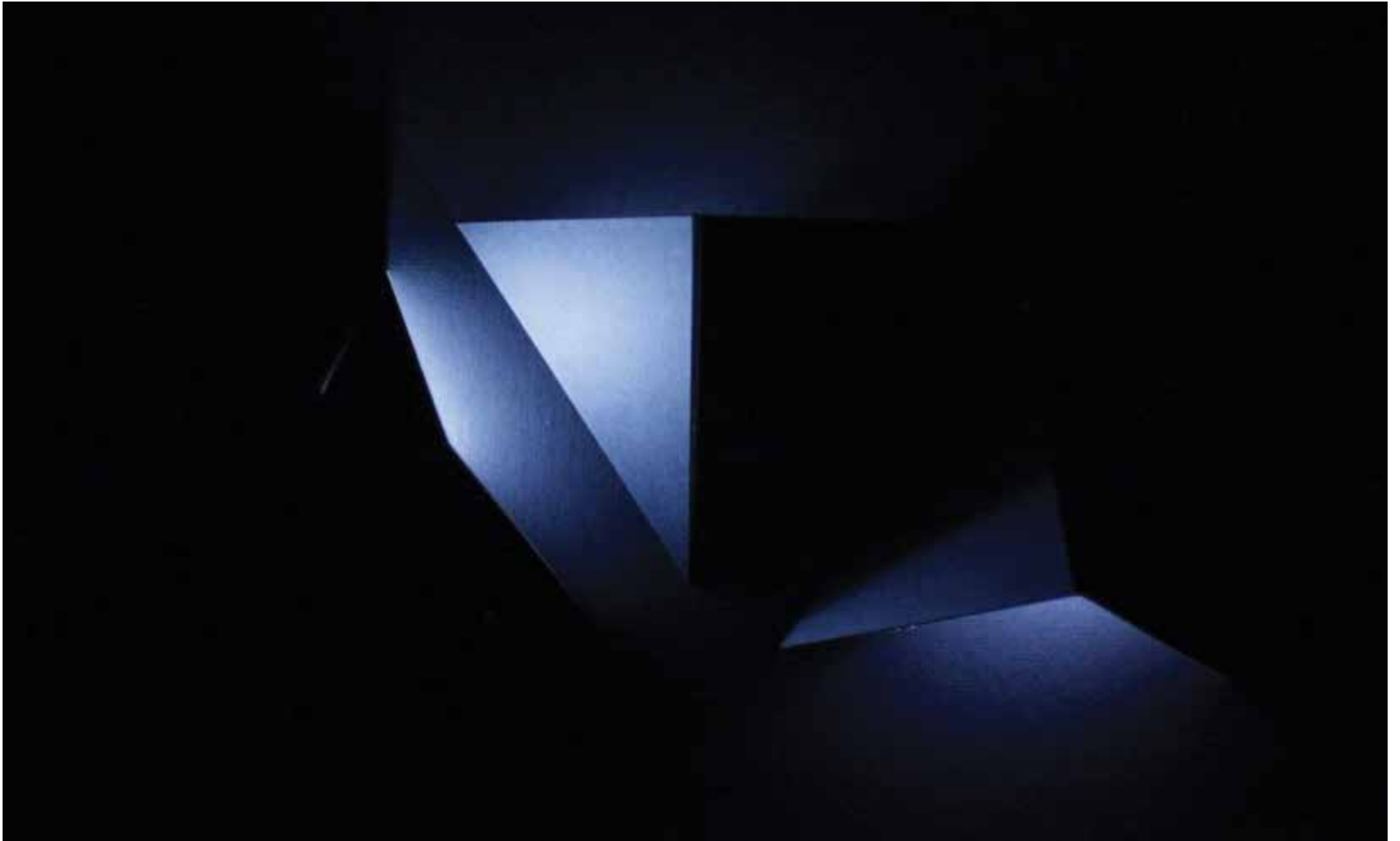
Moonlight is a reflected light of the sun. Moon has different shapes depends on our location and alignment in the space.

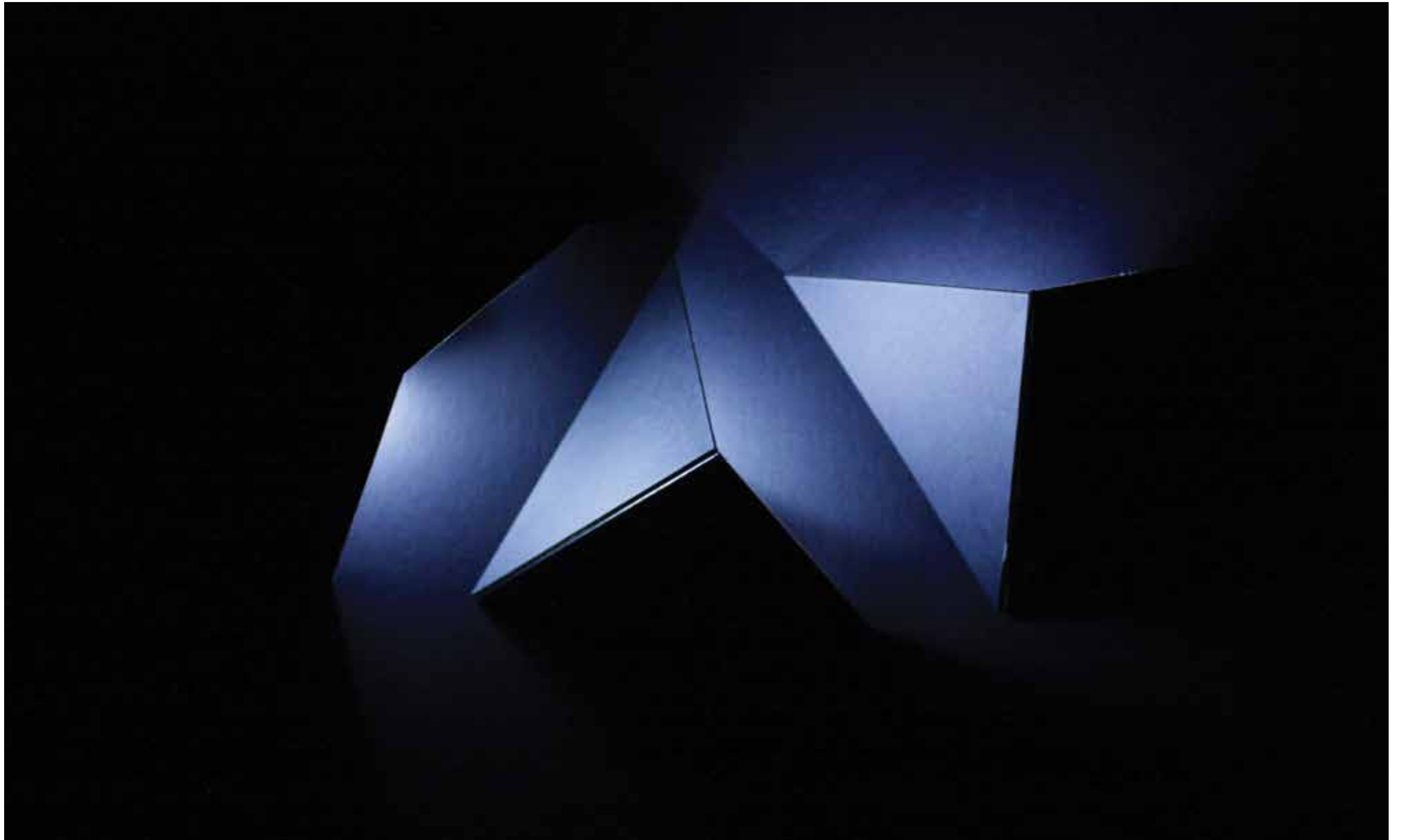


Ideation

Captured the mood with circumjacent objects that reflects my insights of light.









Design Process

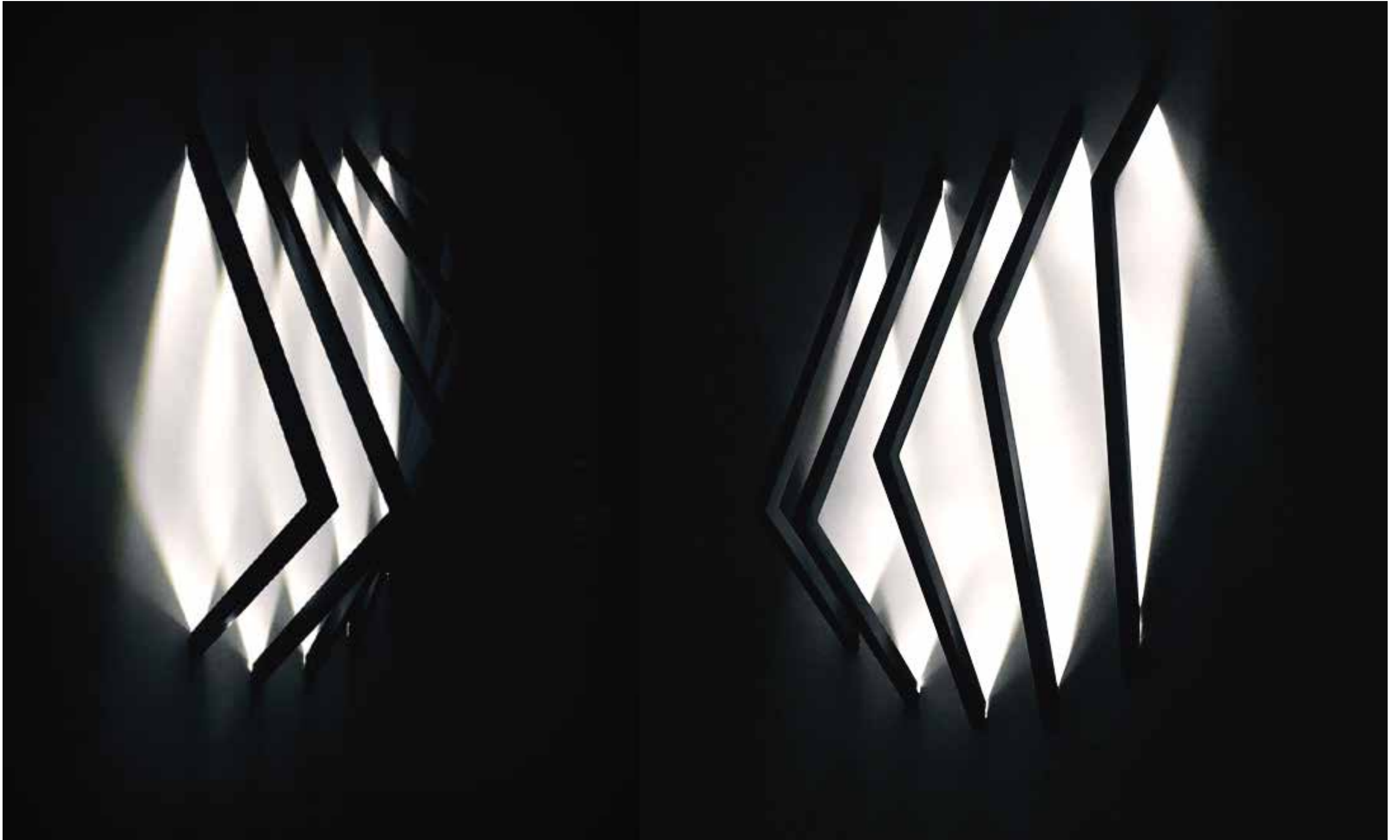
Variations of different layouts of aluminum U channels

Material: Aluminum U Channel,
LED Light
Method: Weld and Powder Coat





Final Design + Installation
at Art Center College of Design Graduation Show





CRESCENT

HAYLEY CHUNG

04

Saoirse

Saoirse (SEER-sha) Superyacht



Saoirse (pronounced SEER-sha), translated from Irish, suggests a freedom of design without limitations or preconceived notions, where a unique language is defined by anonymity, minimalism, and subtle reveals to create a sensuous, tailored experience. The proportions of Saoirse are at once ambiguous and intriguing, refusing to be easily defined or succumb to traditional ideas - arousing curiosity that can only be confirmed as one steps onboard to be enveloped by the yacht's sophisticated, hidden beauty.

Minimalism

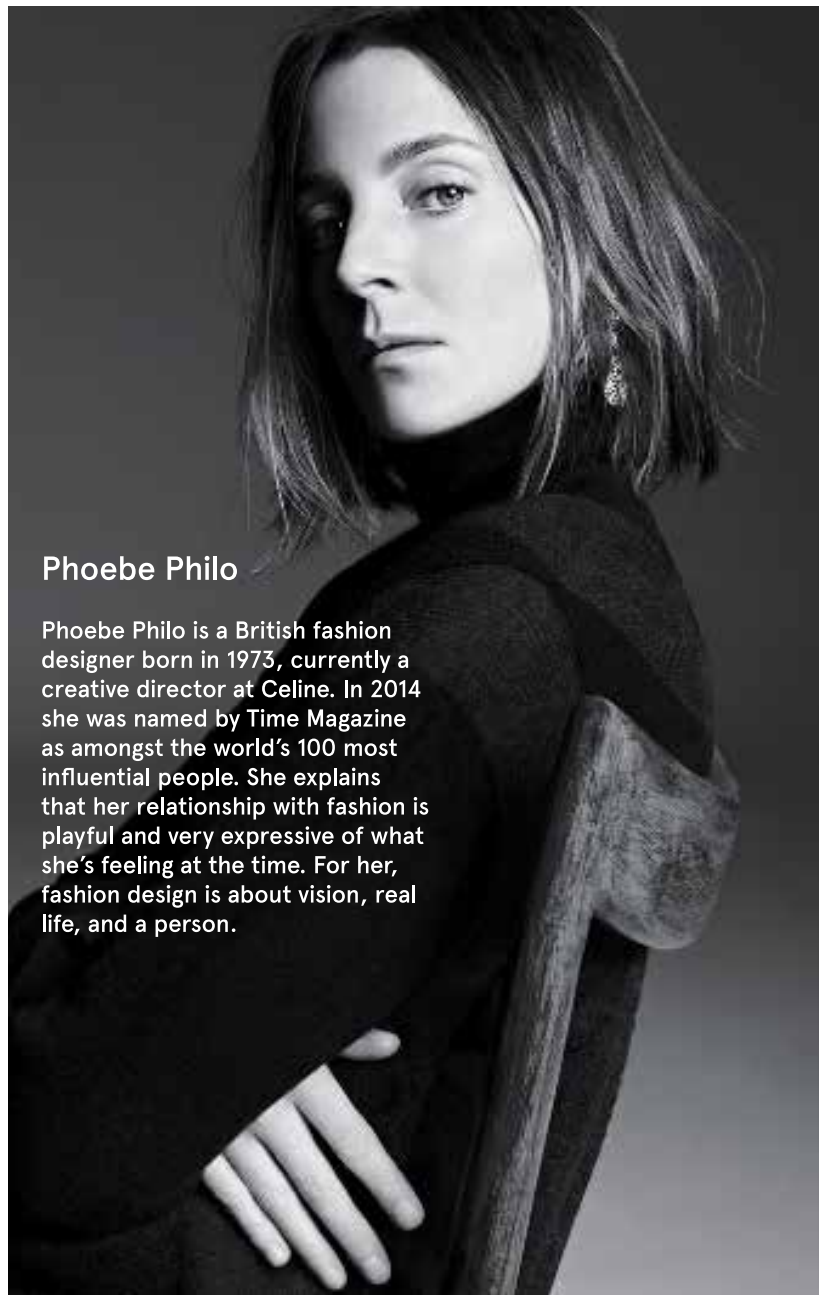
Reveal the Women

Anonymity

Freedom

Sleek Tailoring

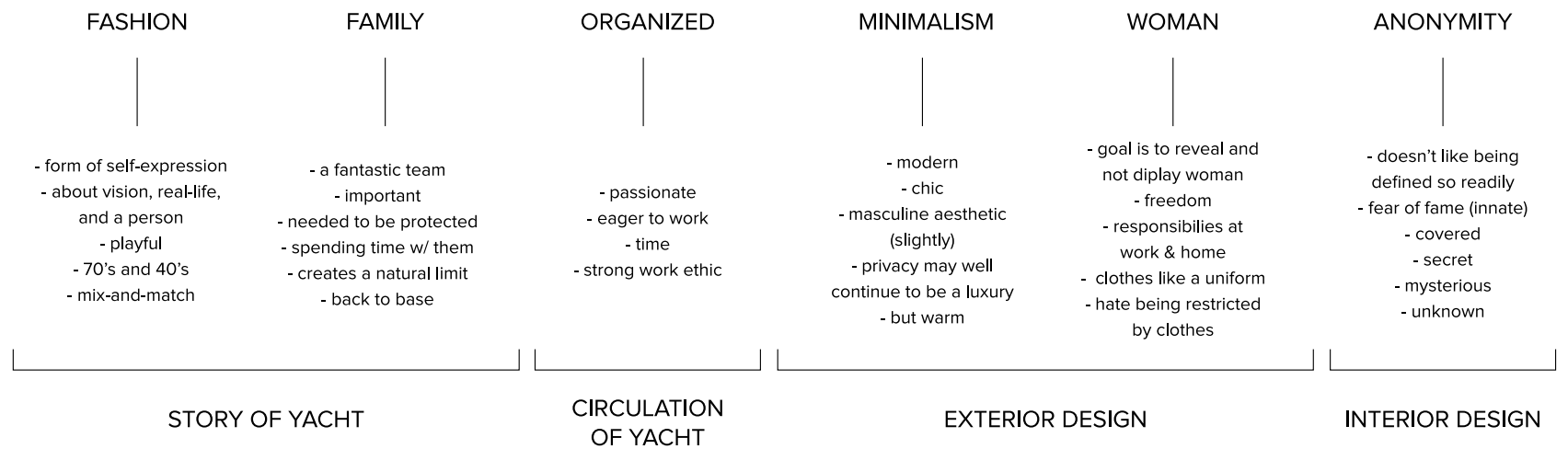
Client Research



Phoebe Philo

Phoebe Philo is a British fashion designer born in 1973, currently a creative director at Celine. In 2014 she was named by Time Magazine as amongst the world's 100 most influential people. She explains that her relationship with fashion is playful and very expressive of what she's feeling at the time. For her, fashion design is about vision, real life, and a person.

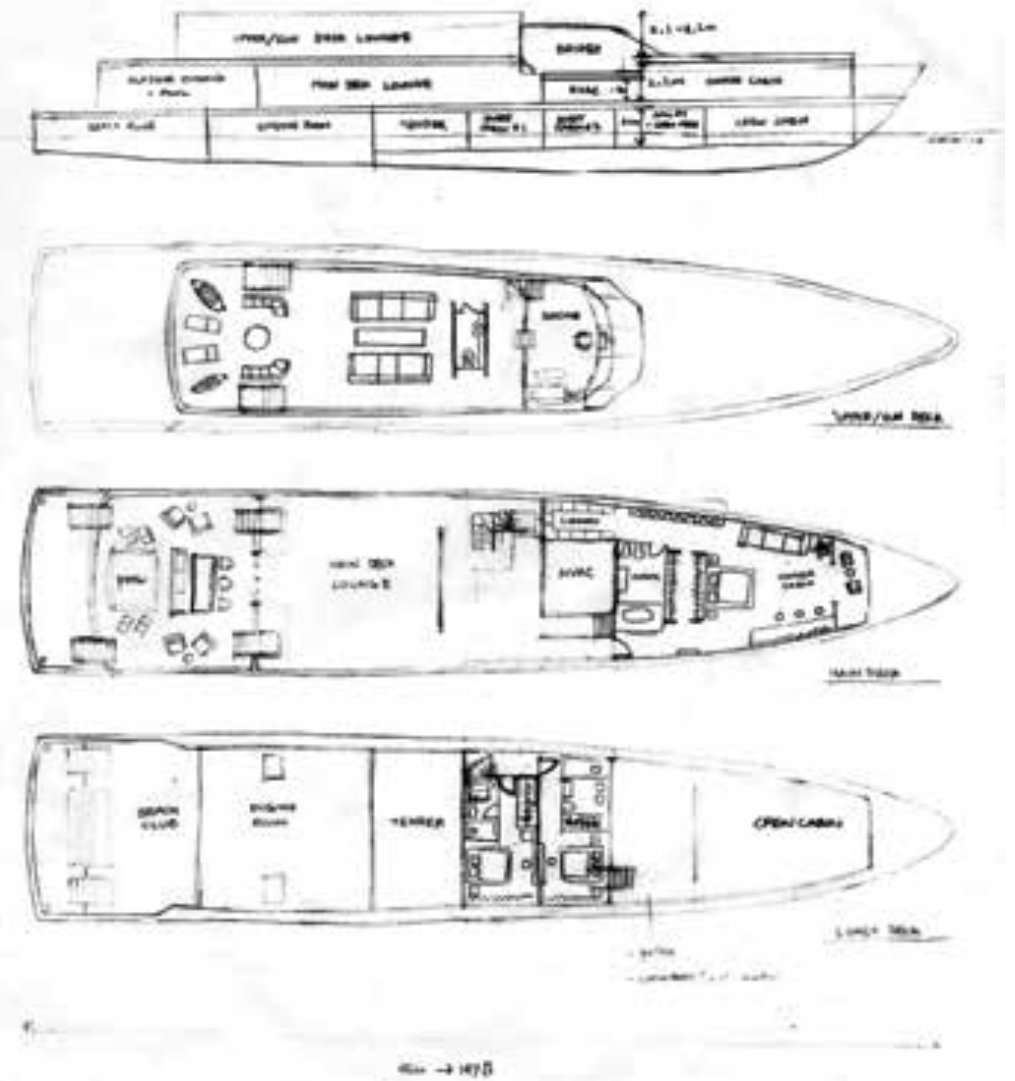
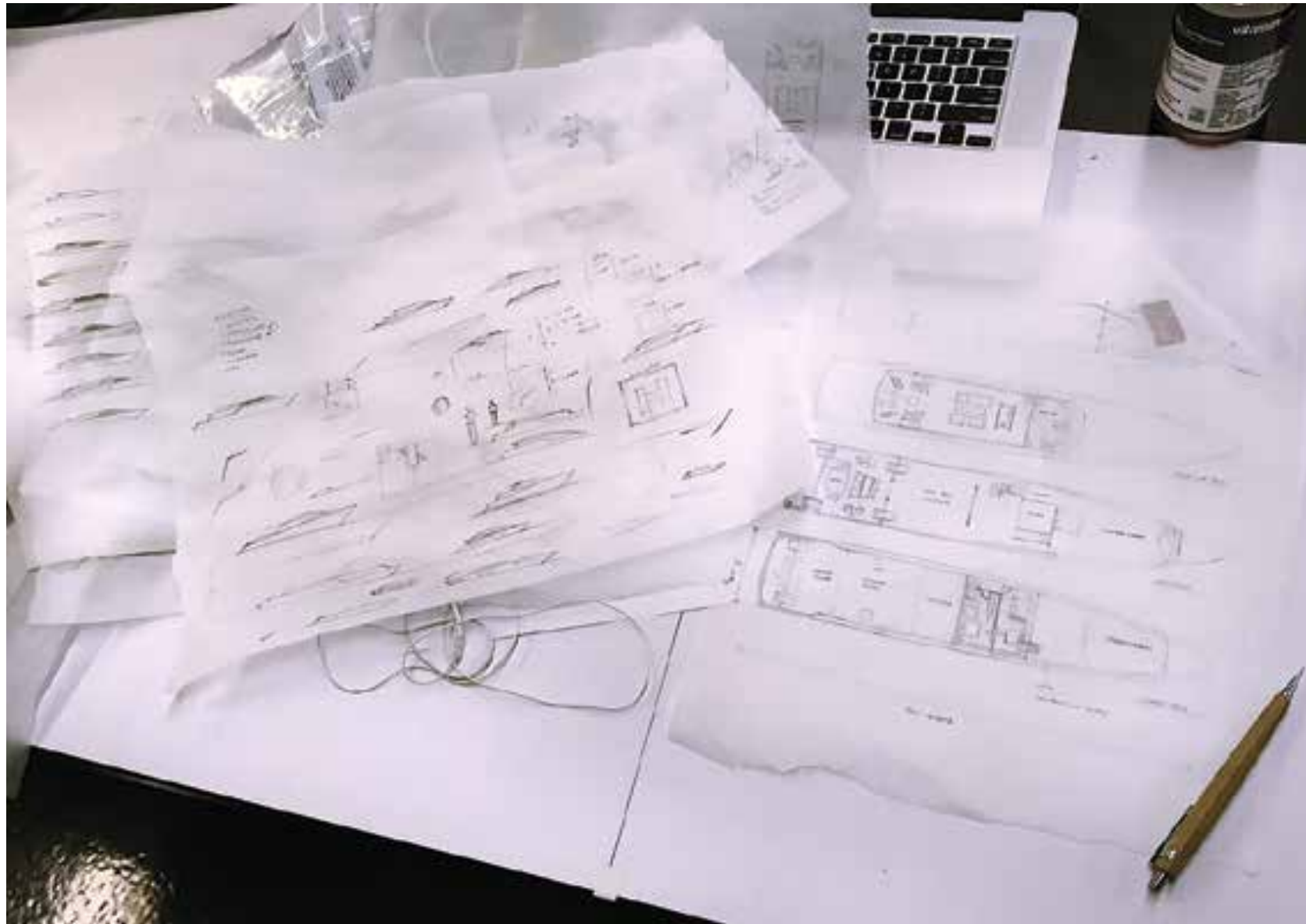
PHOEBE PHILO KEYWORDS TO DESIGN LANGUAGE



Philo's Design

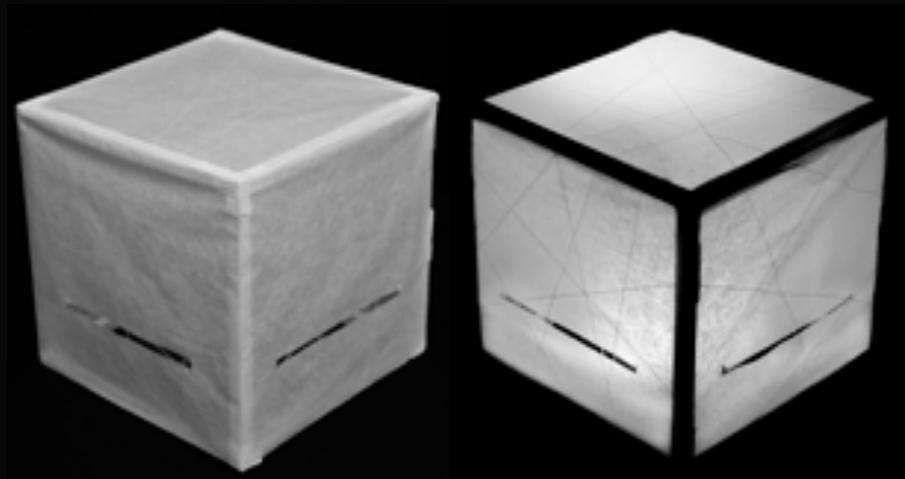
As she reach the forties, she reduced girly emotion in her design, and replaced the lovely rounded silhouettes to sleek tailoring, so she's not looking for some kind of trend - she's more like neat, tidy, pleasantly plain, and fully under controlled of colors and silhouettes. Creating lines that are fresh, unconventional, totally modern, elegantly sexy, visually surprising, and perfectly classic in an understated way is that I would like to proceed.

Design Process



Conceptual Model

conceptual model (left), conceptual model lights turned on (right)



This conceptual model expresses her personality both as a person and a designer. Opaque paper gives certain amount of anonymity of this model and it cannot be defined so readily. However when the light is on, it shows the inner beauty and true meaning of itself.

Color Palettes

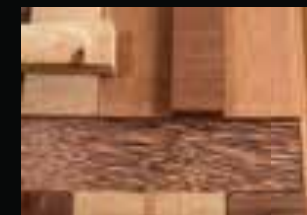


Materiality



SANDWICH PANELS

These rigid and lightweight sandwich panels are made with patented aluminum S-Flute panels as a core. The core is made of a waved panel with also a curved wave or the 'S' on the surface, giving the panels extra rigidity and compression. Thicknesses are from 3 to 12 mm. The laminated top can be made of various materials like aluminium, but also wood or bamboo. The panels can also be curved.



SMARTHEAT

SmartHeat is the name of the thermal modification process developed by Lignius. This innovative process is characterized by the following process components: reduction of oxygen by the maintenance of a vacuum, efficient and homogeneous heat transfer by contact heat, as well as pressing the wood so that the heat transfer is efficient and the wood does not deform.



ALUMINIUM CLADDING

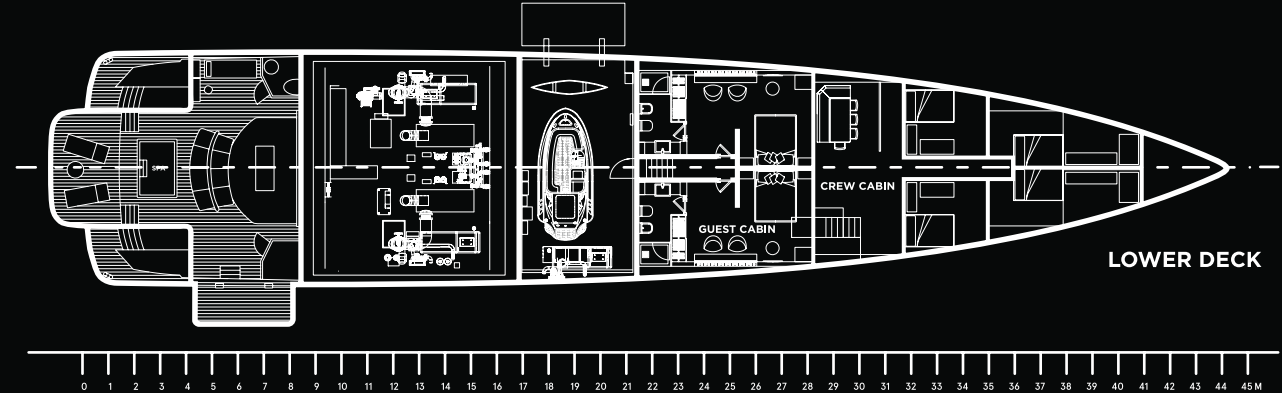
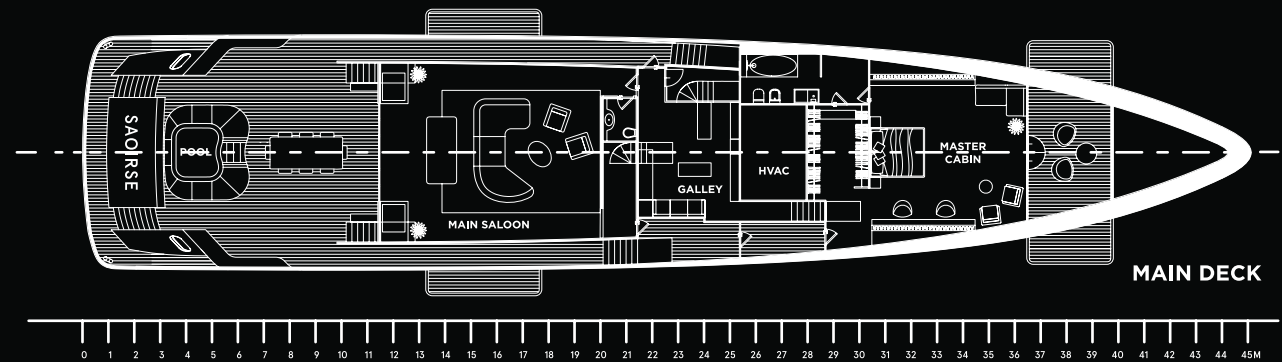
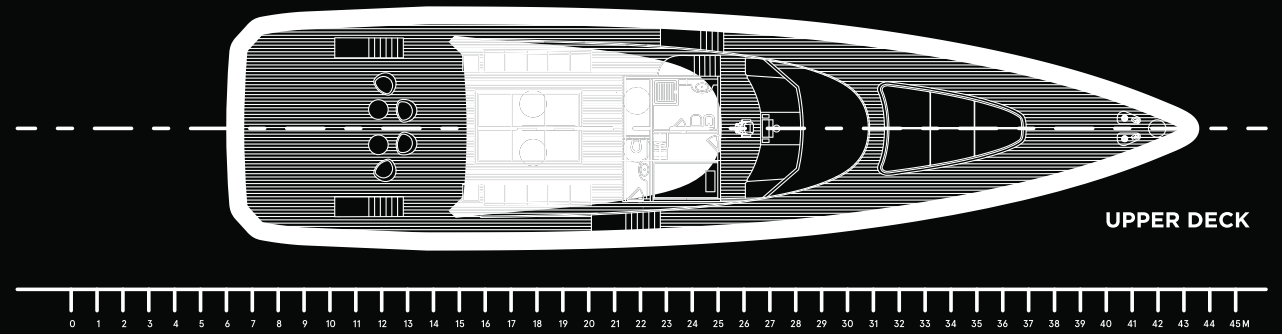
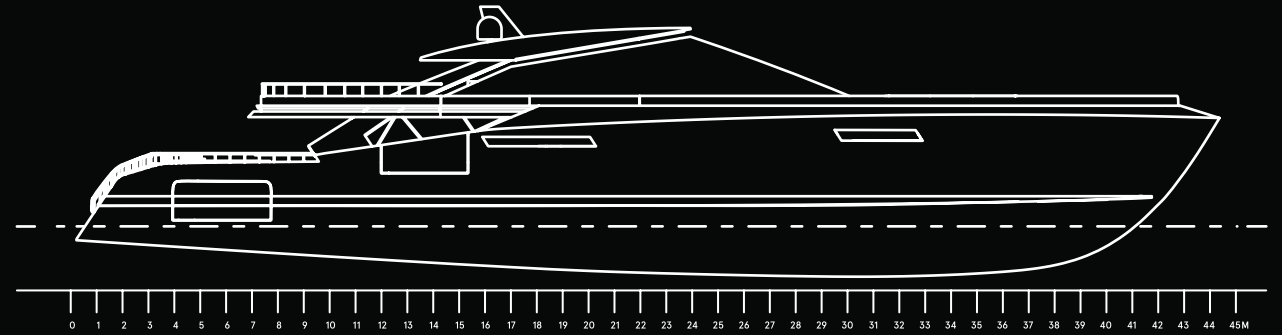
This anodized aluminum weatherboard is designed to simulate traditional shiplap whilst exploiting the superior performance of lightweight aluminium extrusions and, since it is anodized, does not look like wood or composite. This material's robust plank allows the installer to 'solo- x' without making unsightly kinks and dents. The aluminum cladding boards are available in all standard RAL colours powder coated and anodized.



CREALLOY (METAL)

An ideal material for façades, wall and floor coverings. CREALLOY is the outer shell which forms after the cooling and solidification of cast aluminium blocks. The skin shows the flow and marks of molten aluminium, which quickly solidifies upon leaving its mold. The resulting surface thus tells the story of the coagulation.

General Arrangement









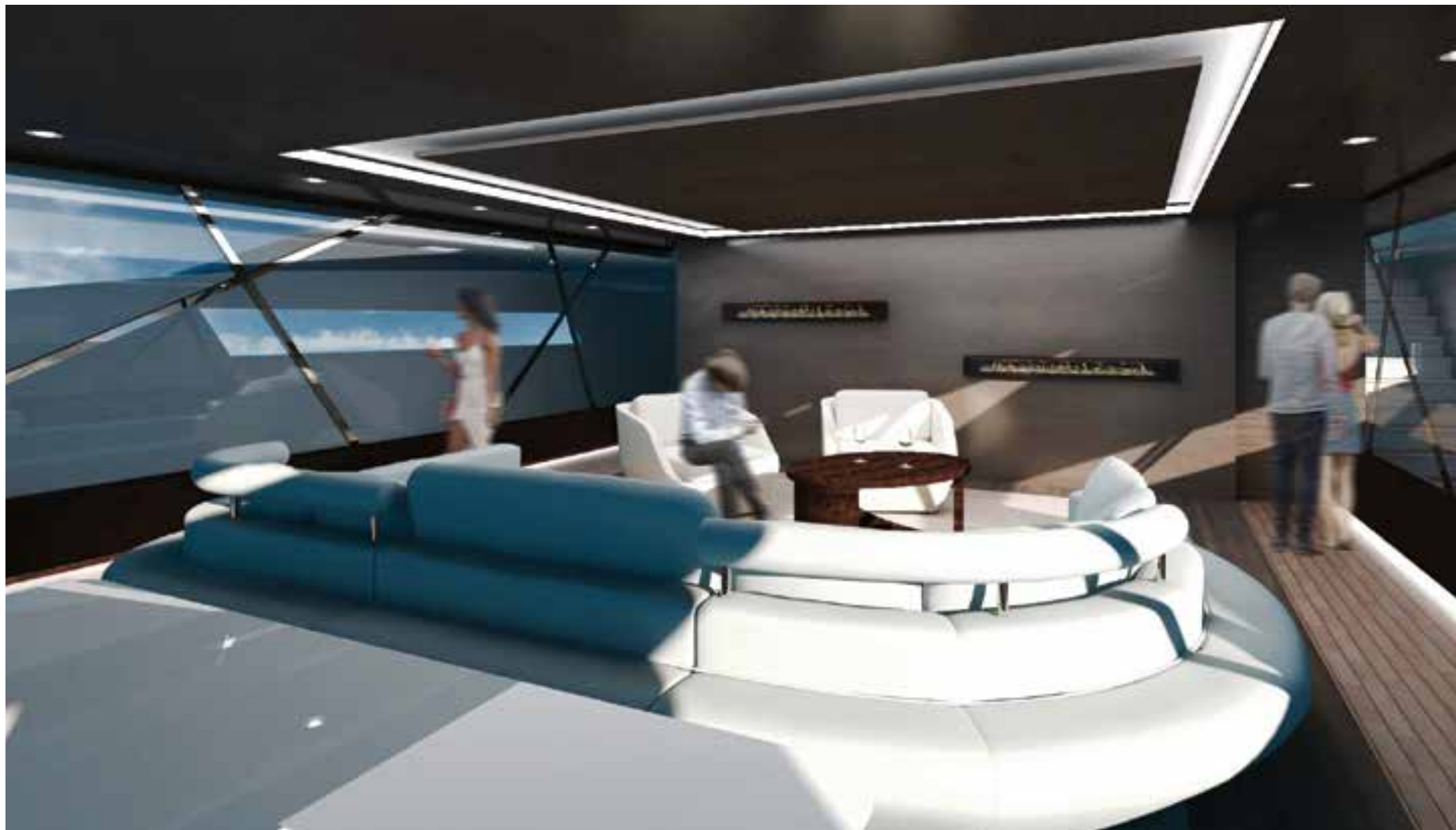
Beach Club

Beach club is located on lower deck, has two openings which gives a huge outdoor and indoor area. This place can also turn into a water cinema if they want to.



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Main Lounge

Main saloon is slightly divided into two areas - public and intimate zone. There is another 'emergency' dining area in case it's too windy to eat outside. For the space usage, the sofa in the middle has two sided sittings. All guest spaces are centrally located aft. For large gatherings and parties, guests may easily circulate between decks without disturbing the owner's private quarters.



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Master Cabin

Master Cabin is located on forward, where you need to go through the main salon and few doors. it is very concealed area, but there are bulwarks in a separated area in master cabin where you can enjoy the ocean breeze without going to the public area.



05

ink.

EXPLORATION OF SPACE

The exterior of the restaurant reveals Michael Voltaggio's creative side and challenging spirit in his personality - he takes risks to interpret his spectrum of the cuisine that he introduced when he appeared in Top Chef. The exterior is the starting point of a controlled explosion and exploration of universe: the explosion is not violent but pleasant. Following the perpetual explosion, the form language and materiality from the exterior is continuous into the interior which creates the kitchen facade. This is the baseline of the unknown experience. Recessed floor lights help create the ambiance to show this exterior as an art piece, which also includes a valet stand for guests to stop for valet parking.



Chef: Michael Voltaggio



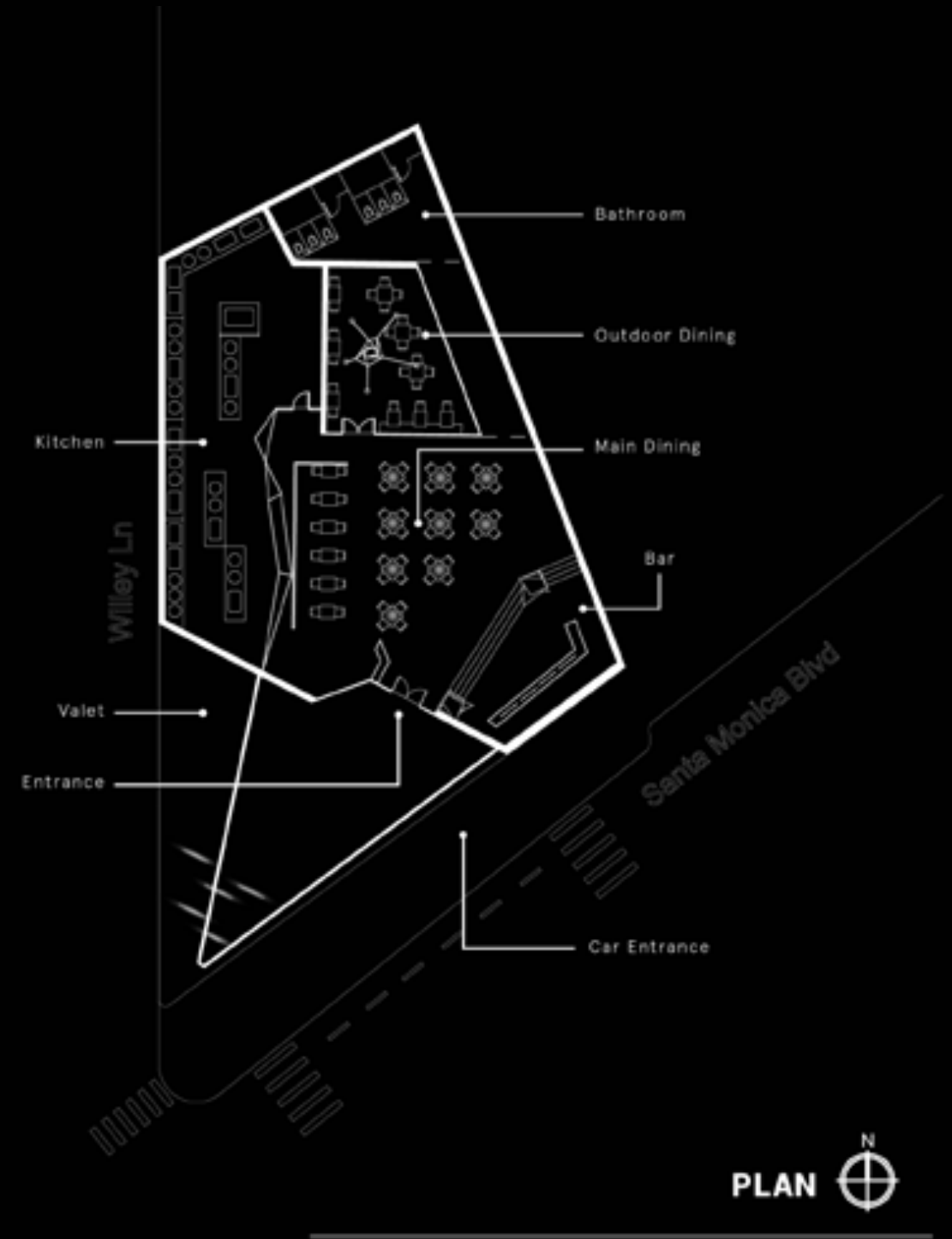
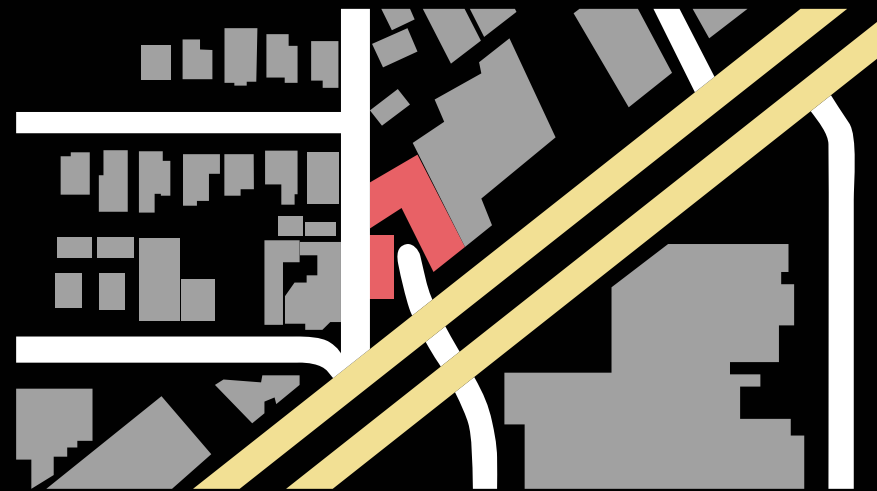
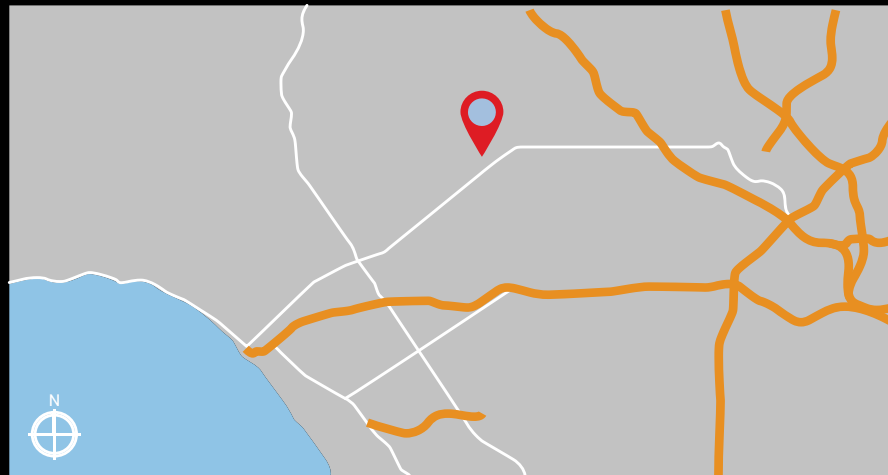
Michael Voltaggio is an american chef cooking modern american cuisine. In 2011 he opened his first restaurant, "ink.", serving contemporary Los Angeles food. A lot of people love his variety of Asian and Western ingredients that are well-combined with his flawless techniques. His creative ideas are inspired by the diverse of cultures that comprise today's Los Angeles.

Voltaggio expresses his adventurous character within fusion american cuisine to accentuate unknown experience. His palette is exceptionally light, airy, and is the state of art for modern L.A. He integrates all the familiar flavors into unusal combinations, forms and plating, which is consolidated within the space and makes his food outstanding.

SITE

9033 Santa Monica Blvd, West Hollywood, CA

Guests who arrive by car from the west, and applying the original site characteristic was a guidance to create the entrance pathway experience.



Form Language Process

Making stable forms with strong straight lines that represent Voltaggio's decisiveness was the beginning of the form language.



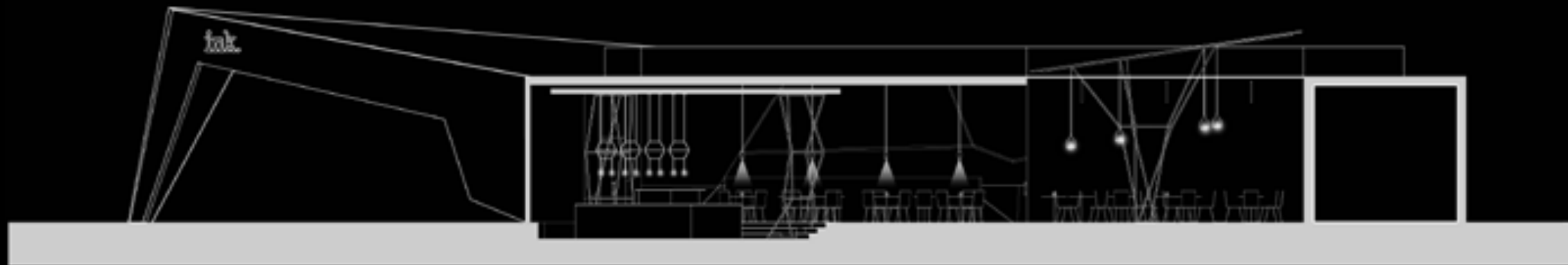
Form Language Process



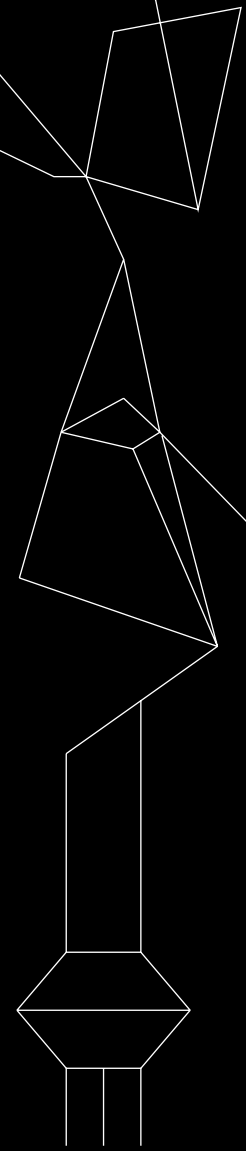
Form Language Process



Form Language Process



Form Language Process





Entrance / Main Dining Room

The entrance has the feeling of being continuous from the exterior but with the sense of gentle carefulness. There is a small desk on the left side when you enter the restaurant, where you are greeted and guided to the dining area. Wire framed structures in the bar contrast with the lights shining through the kitchen facade. The contrast of dark and light expresses Voltaggio's well-mixed fusion dishes that have completely opposite ingredients.



Bar

To the right side of the restaurant is the bar area. Wire-framed structures slightly divide the bar area and the main dining area, and different layers of ceiling also help to divide the space.



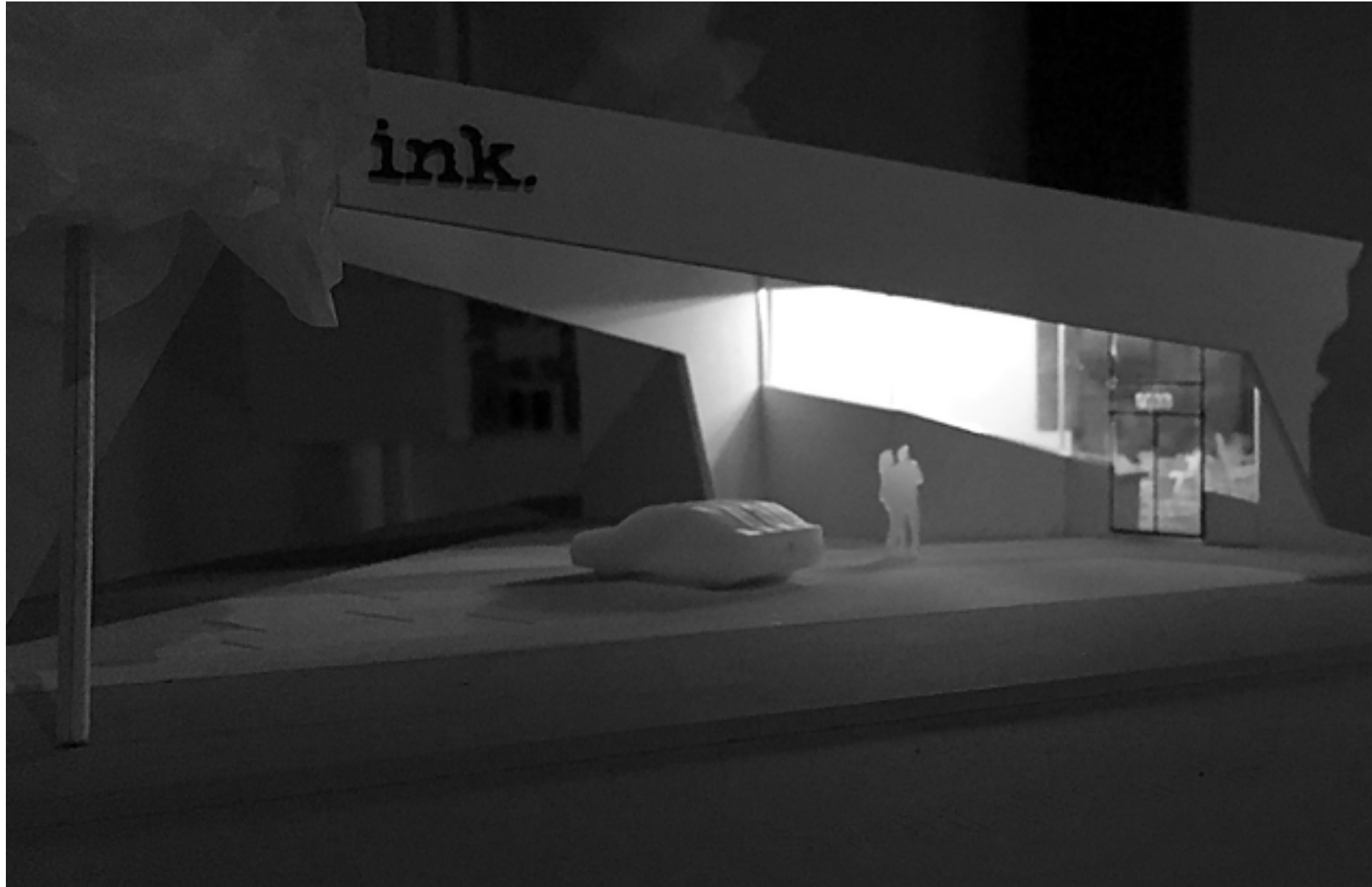
Star-Lit Hallway

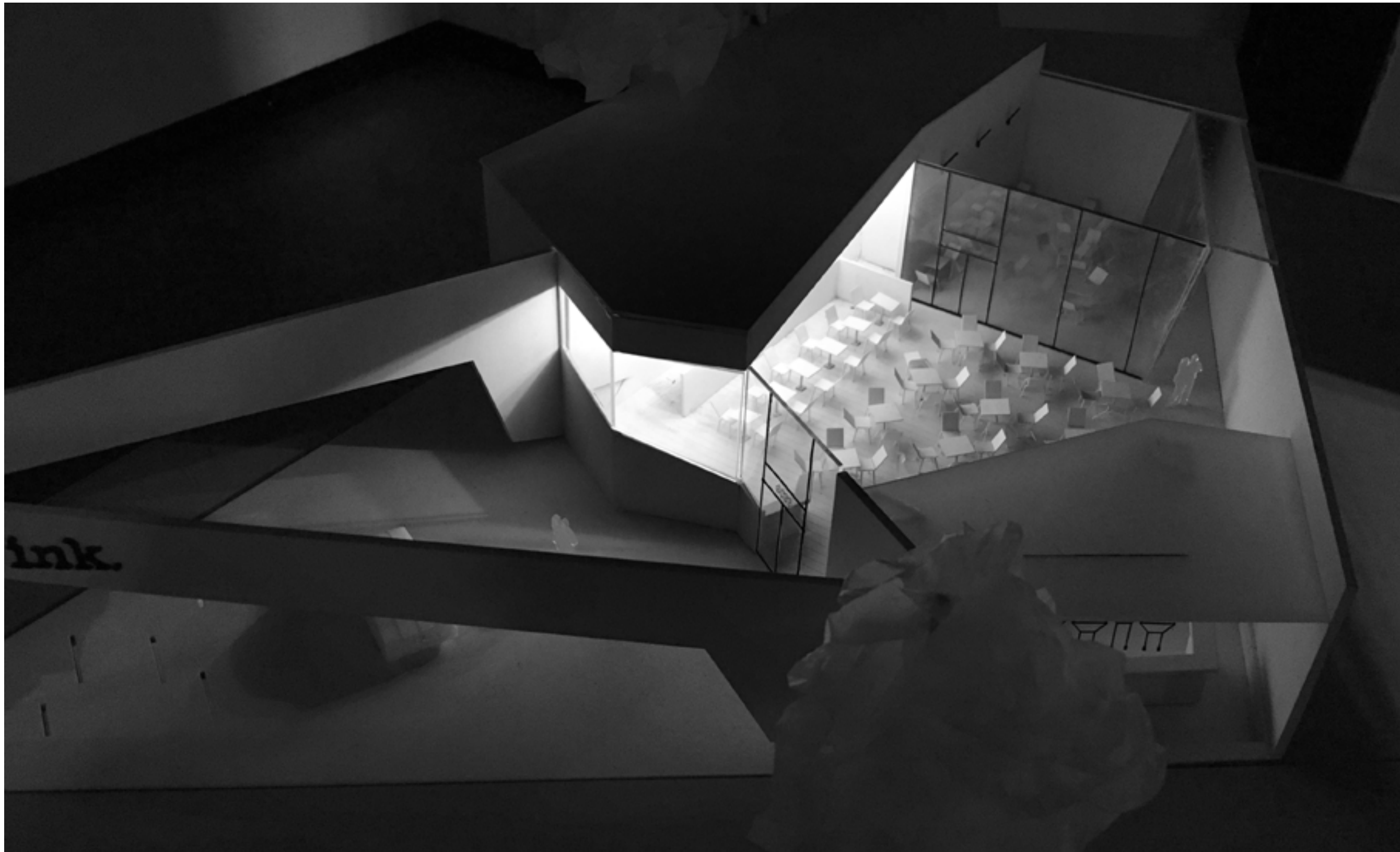
The materials of the ceiling on the way to restrooms is called 'powerglass': double-sided emitted lighting on completely transparent conductors within laminated glass, using a wireless power supply. People will feel like they are under the starry night which simulates the explosion of the universe.



At the End of the Night...

Voltaggio's challenging spirit has been expressed to the adventurous guests who like to try new things through his dishes. This memorable design creates a striking destination and a great reason to return.





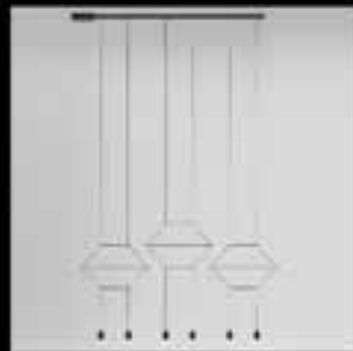
FIXTURES - Existing



Aava
 Designed by Antti Kotilainen
 Aava transforms an essential and efficient form to be evocative through the texture and warmth of wood. Soft curves yield a contemporary silhouette that is both striking yet sensitive, an adaptive form that can speak or assimilate to any environment.



Tube
 Designed by Valerio Cometti, VIZDESIGN
 The definition of the forms of the "Tube" collection comes from the knowledge and study of the different lighting needs in the domestic and contract requirements that have become an incentive and guide for the formal definition of the project.

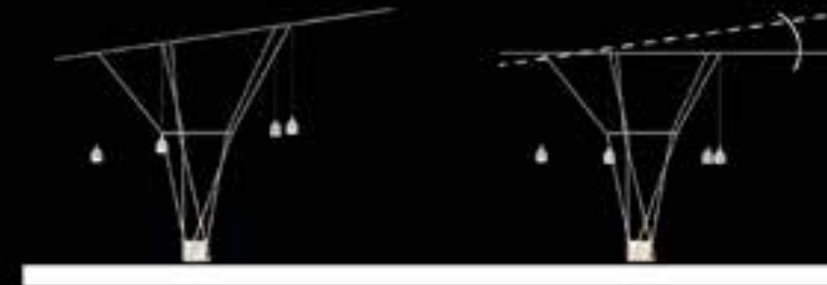


WIREFLOW 0320
 Designed by Arik Levy
 Wireflow is a sculptural luminaire that reinterprets and puts a completely new twist on the traditional pendant light. Its elegant structure allows combinations of the enhanced black electrical wires and lacquered metal rods to create large-scale, visually dynamic pendants.

FIXTURES - Created



The wire-framed structures that appear to support the bar ceiling can also be used as bottle shelves or lighting fixture supports.



Opened (left) and closed (right)

The outdoor ceiling has an arm system with adjustable pipes. The structures are formed using the shapes of the site plan. The structure includes a fireplace at its bottom.

MATERIALS



Concrete
 Since the beginning of the Modernist era a century ago, concrete has been appreciated by architects for its strength, versatility and sculptural potential.



Copper
 Copper's most famous trait is its display from a bright metallic colour to iridescent brown to near black and finally to a greenish verdigris patina. It has sense of rich color.



Powerglass
 Designed by glas platz GmbH & Co. KG
 The development of powerglass® allows for the first time to integrate chip LEDs, with light radiating on both sides, into laminated glass on completely transparent circuit path structures, and provide electrical power supply without visible wires.

06

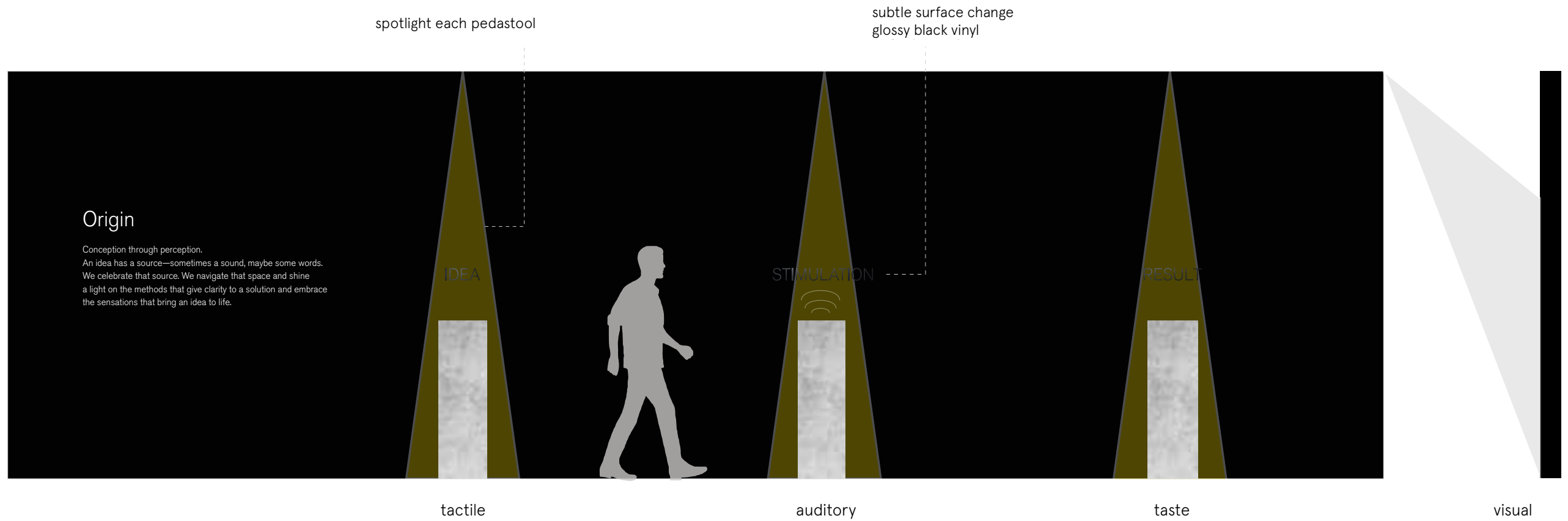
ORIGIN

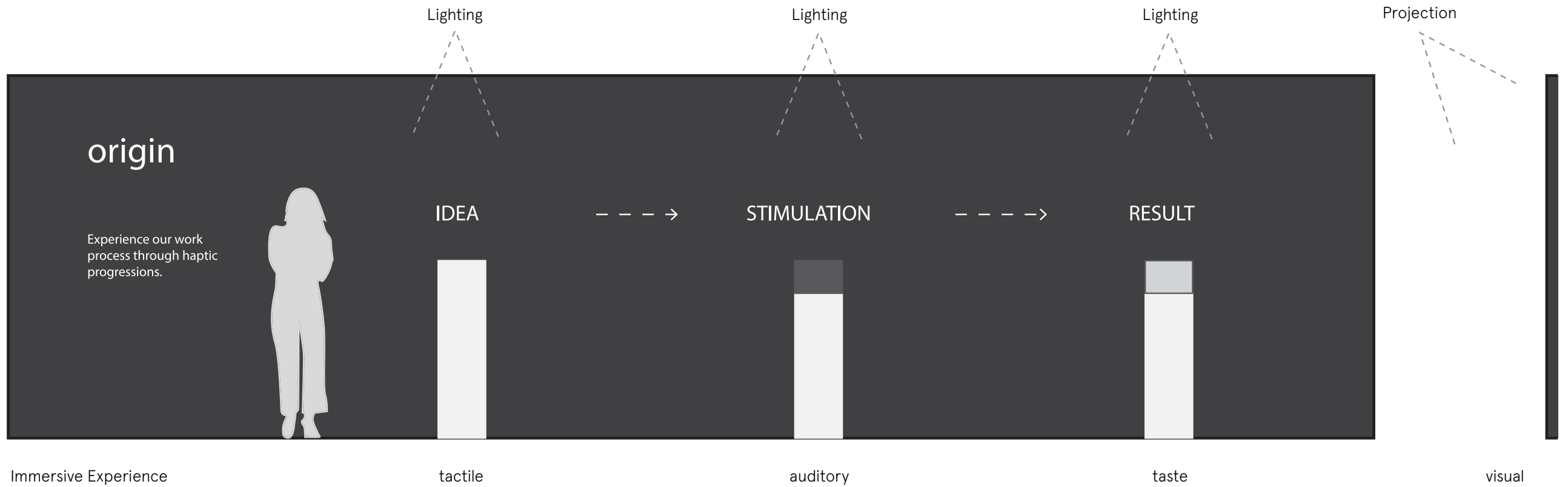
Conception through perception.

An idea has a source – sometimes a sound, maybe some words. We celebrate that source. We navigate that space and shine a light on the methods that give clarity to a solution and embrace the sensations that bring an idea to life.

Art Center College of Design
Undergrad Environmental Design Graduation Show









Tactile

Interactive experience.
This is where our idea begins.



Auditory

Sound effect of each person's
inspirational activity. This is how we get
inspirations from.



Taste

This is our work results. They are sweet
and sometimes bitter, like bitter sweet
chocolate. These chocolate will represent
each of us in 3D form.



Visual

Visual projection of individual person's
inspirational activities. This will be played in
slow motion & close up imagery. The imagery is
also connected with the auditory experience.



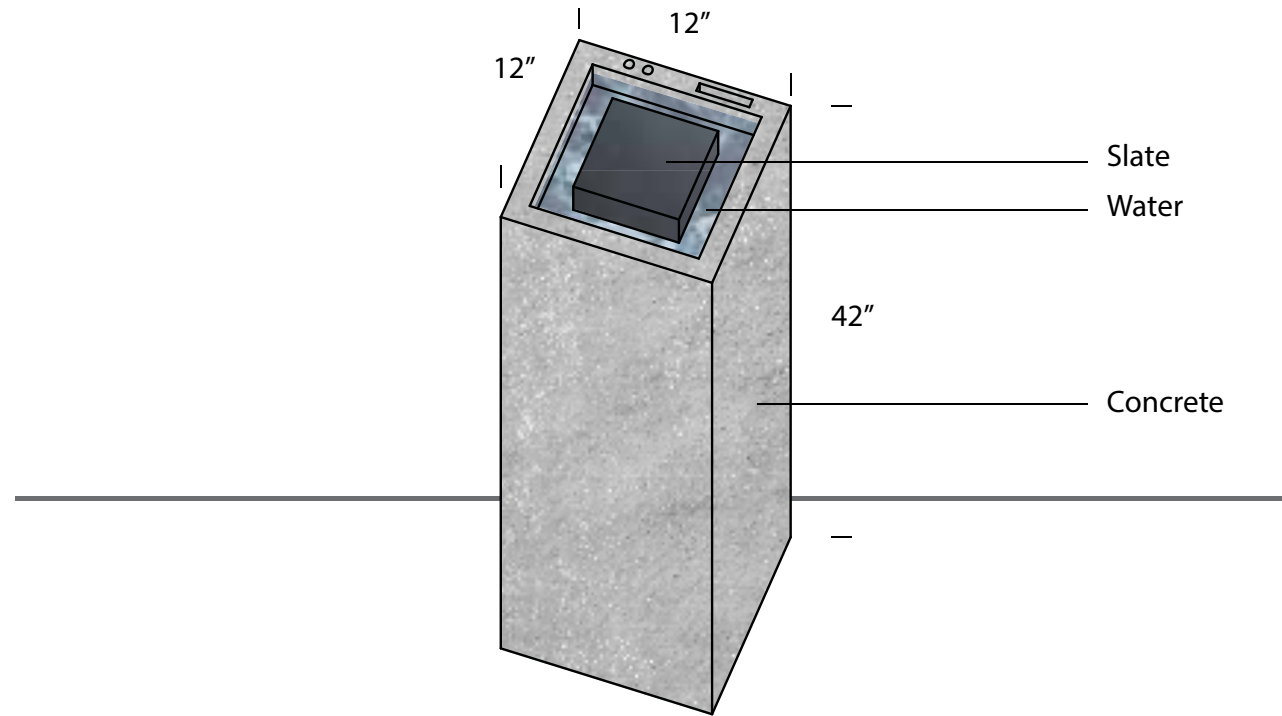
Stimulation

IDEA



Tactile

Interactive experience.
This is where our idea begins.

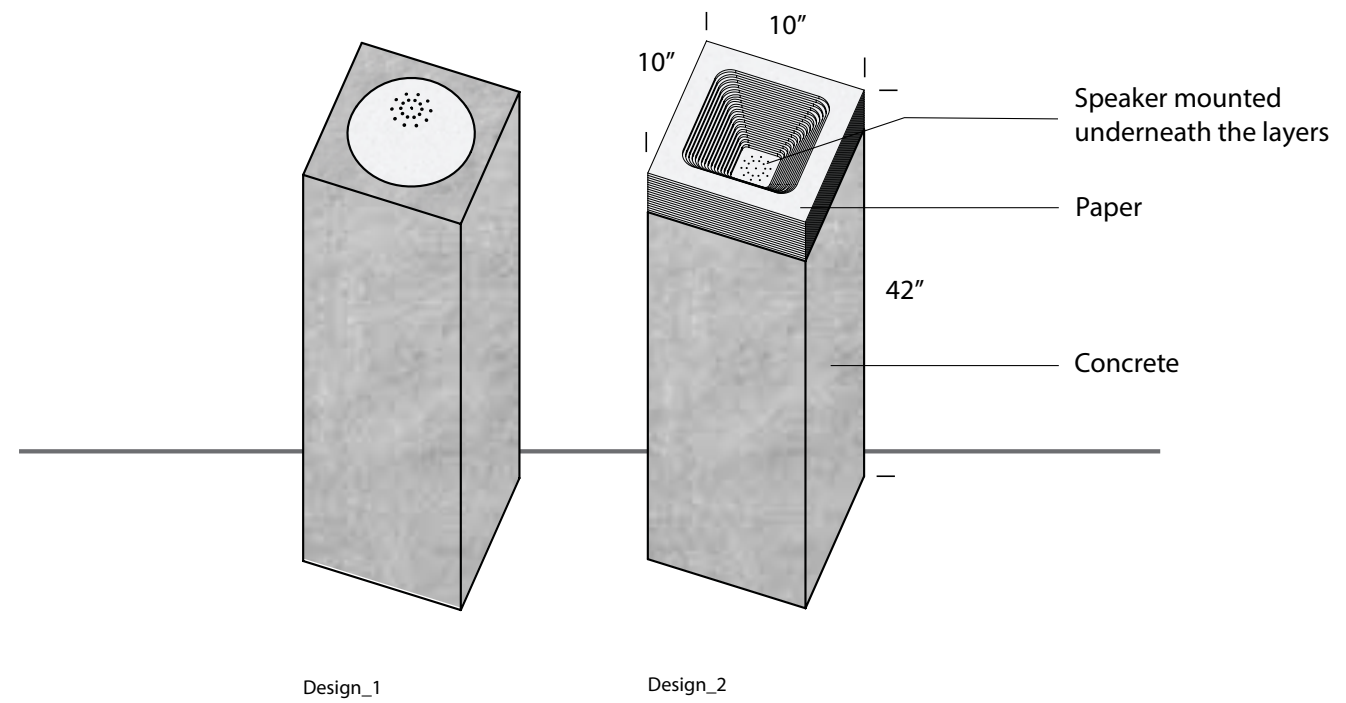


STIMULATION



Auditory

Sound effect of each person's inspirational activity. This is how we get inspirations from.

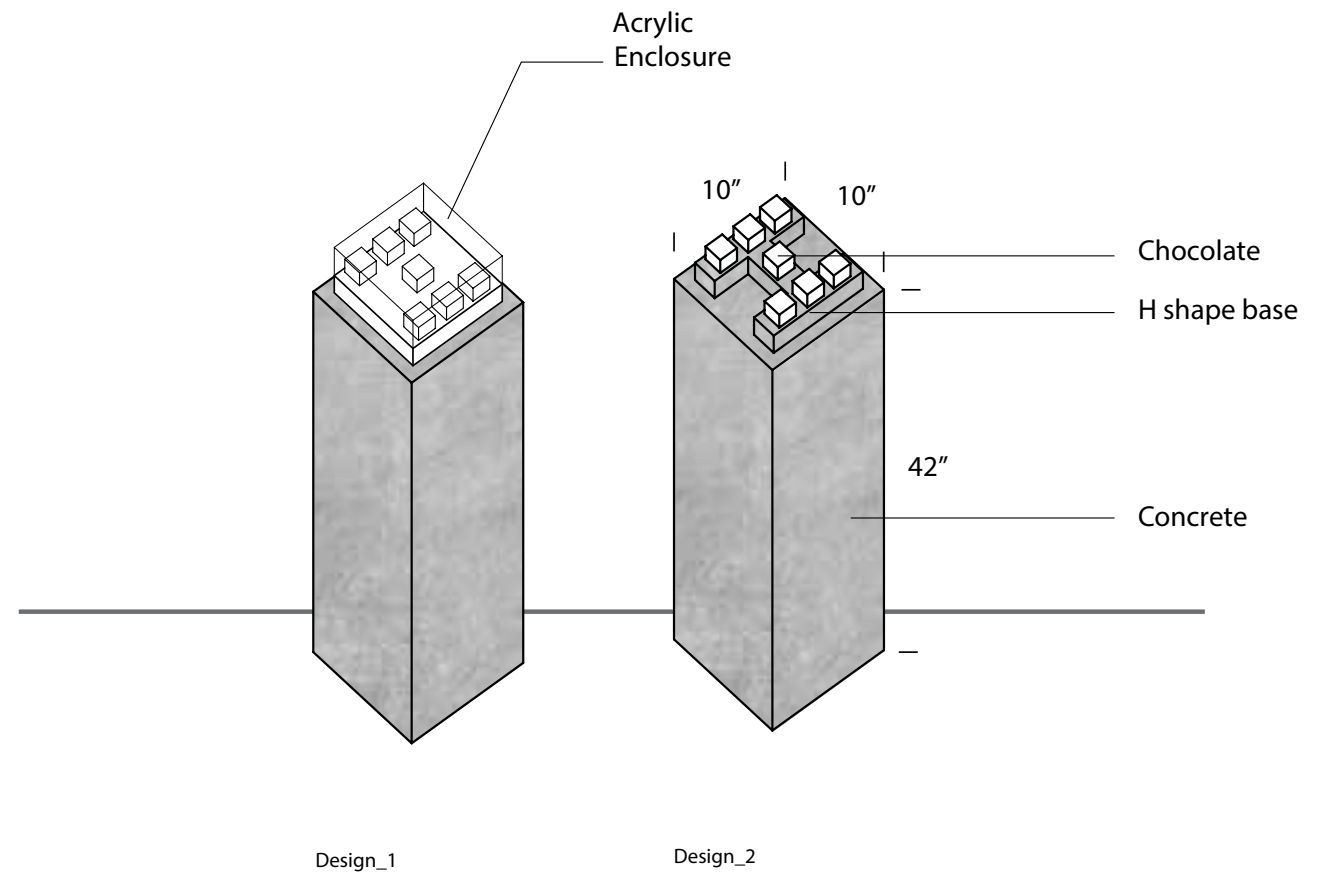


RESULT



Taste

This is our work results. They are sweet and sometimes bitter, like bitter sweet chocolate. These chocolate will represent each of us in 3D form.

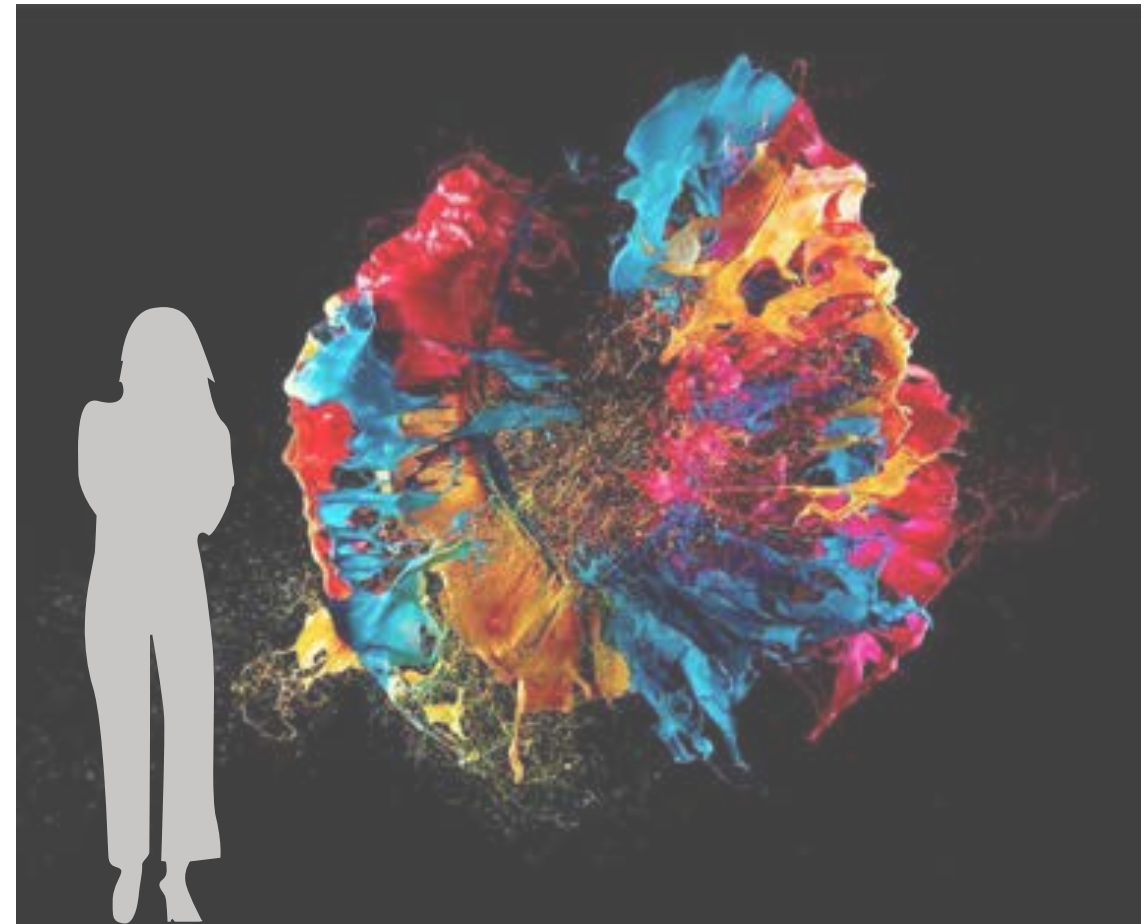


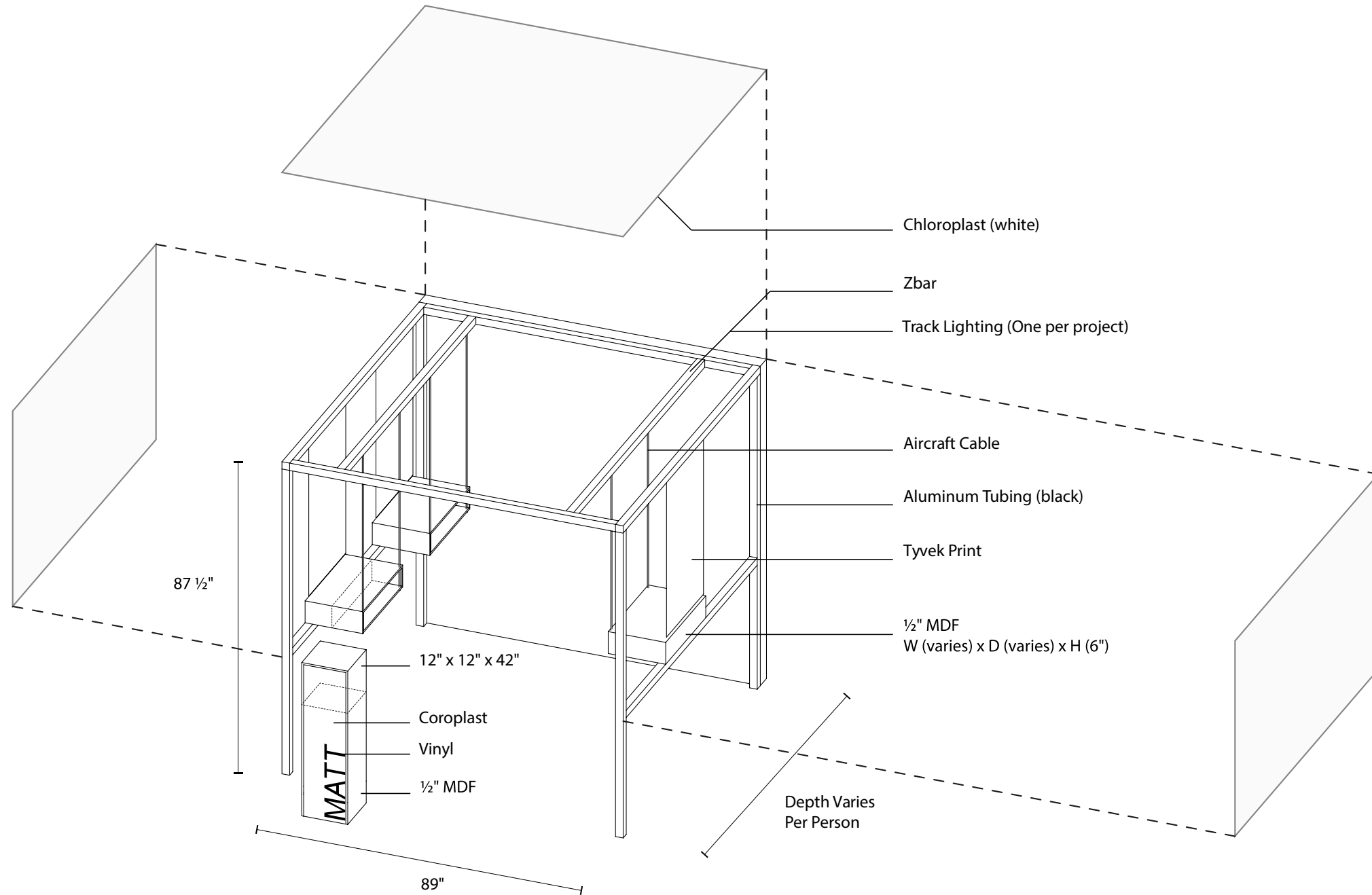
STIMULATION VISUALS

The final imagery before the guest embark onto our individual work will be a reel of abstract imagery that we've curated to best exemplify our stimulation space or activity that is a fail safe for inspiration.

The video will be linked up with audio coming out of the middle pedestal where guests can connect the pieces and admire the visuals in front of them.

An example of such imagery might be cooking, therefore slow motion cooking video linked up with chopping and cutting of food.





project boards will be comprised of 2D and 3D images and artifacts

floating pedestals will have the model displayed on the top surface and related artifacts and mock ups on the bottom shelf to show the evolution process of each project

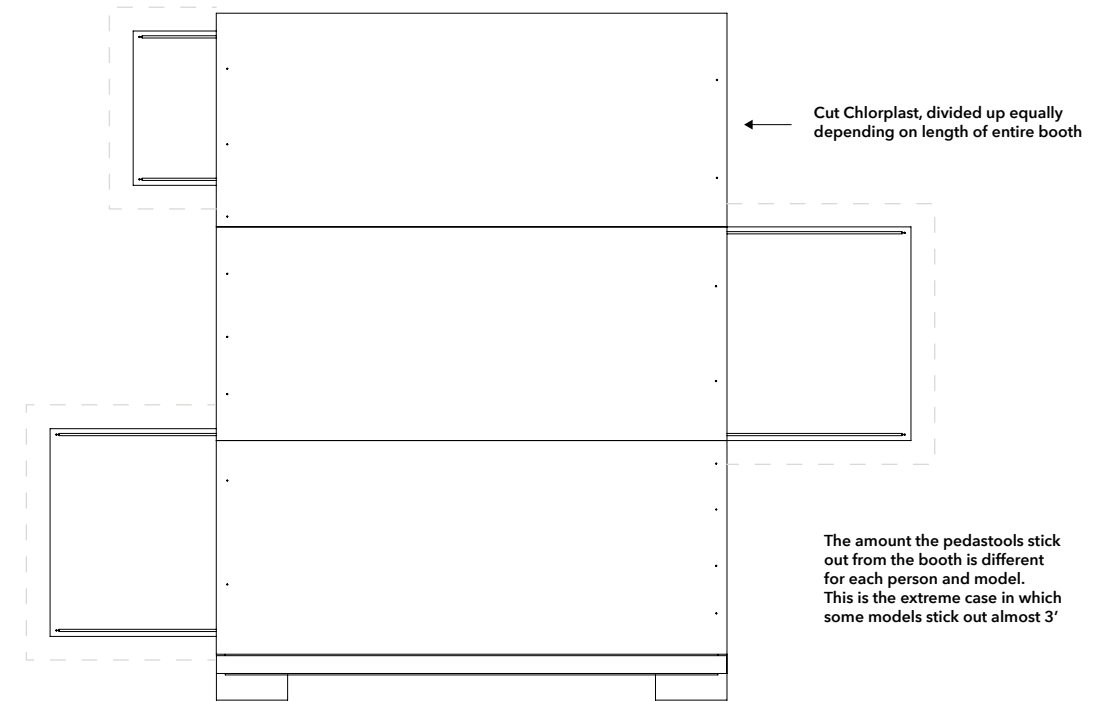
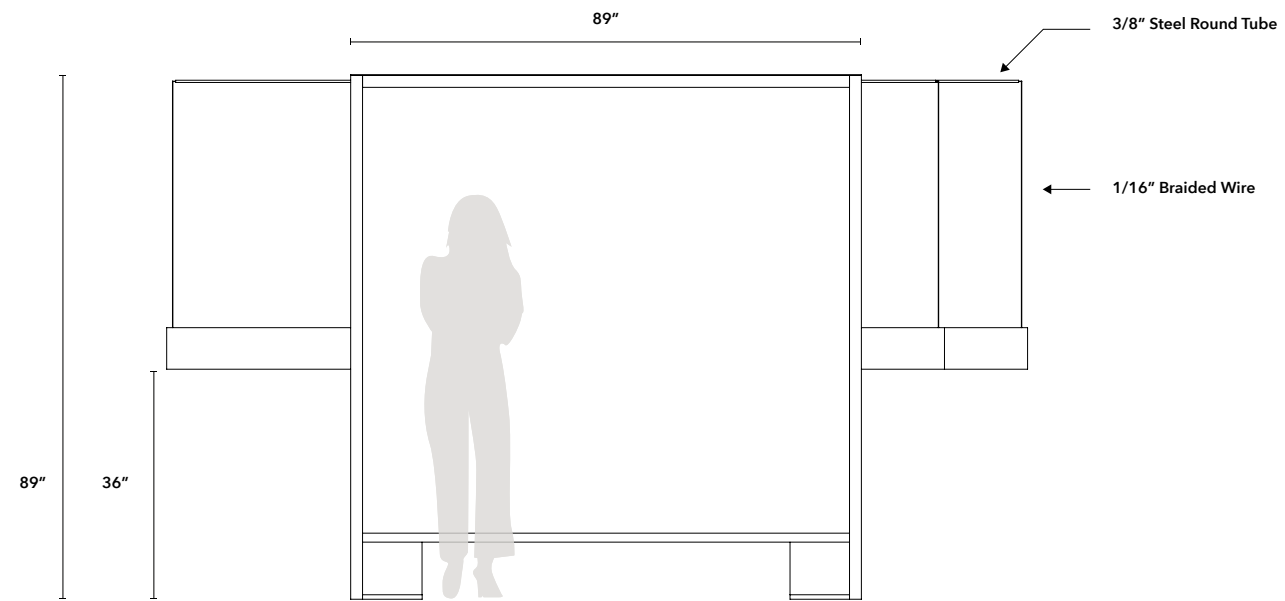


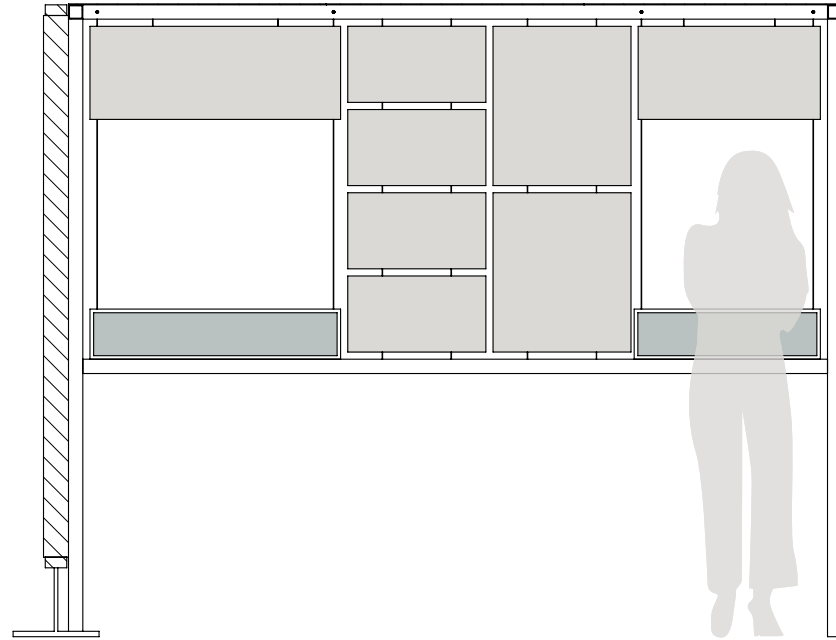
coroplast

aluminum frame

each graduating student shall have their own individual identification pedestal_ business cards and resumes will be

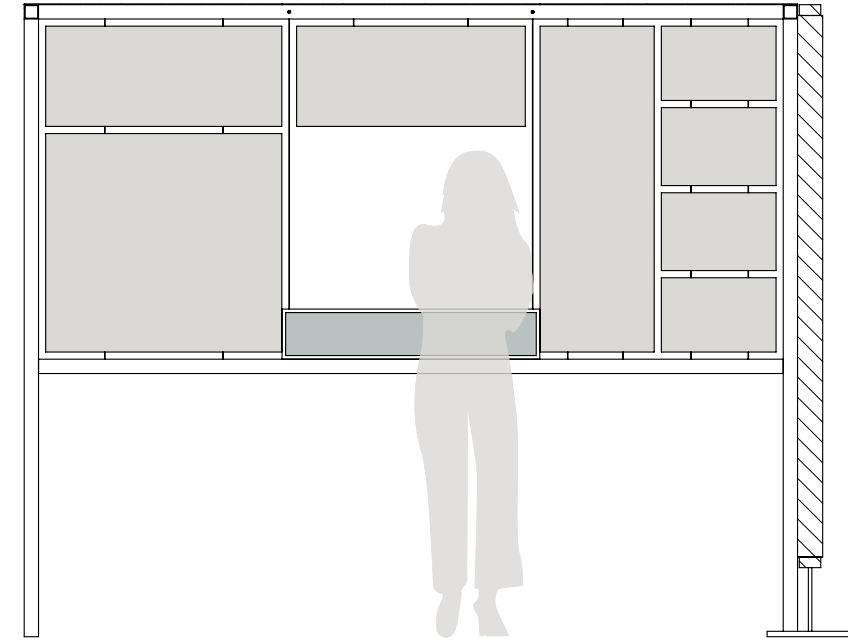
each graduates name will be displayed





Grayed out boxes are placeholders for 2D/3D work that complements each project, for example renders, drawings, diagrams, etc.

Blue boxes are placeholders for 3D work that can't be hung, for example small sketch models and things of that nature. The pedestal depth is 7" and lit from within.



The pedestal size determines how big the boards are in both WxH. The layout, can be altered pretty much however see fit. There is an inch offset between each board and the outer aluminum bars.

The boards are mounted on foam core, or possibly gator board. The boards more or less have to be rigid. Steel wire runs in between each board and screws in to both the top and bottom aluminum bar for stability. However the one that sits directly above the model is attached by just the top aluminum bar. Which is why that board may need to be more rigid than foam core.









07

WRANGLAND



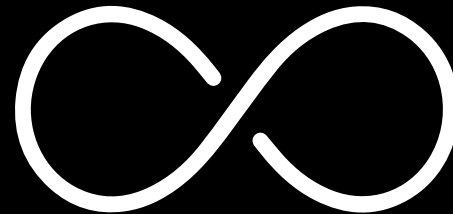
Wrangler is the vehicle measured for off-road capability. Factory-engineered to satisfy the desires of off-roaders who want uncompromising performance in a production vehicle.

WHAT MAKES JEEP WRANGLER OFF-ROADING COMMUNITY STRONGER?

Enthusiasm for Freedom



Explore the Limitless



Discovering New World



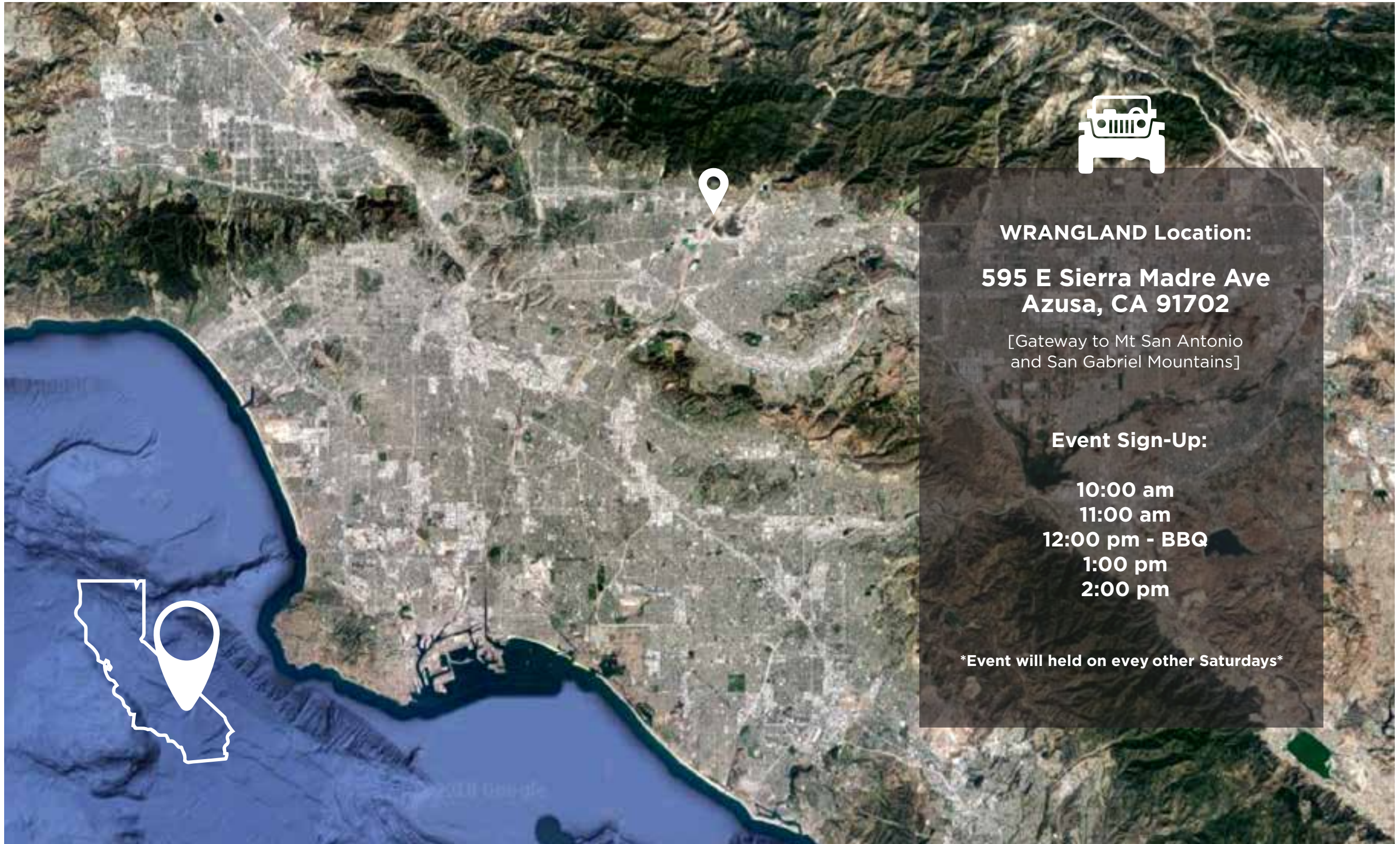
WRANGLAND is an event where you can outfit your Jeep Wrangler with the latest, coolest, most cutting edge accessories, to get you out and off-roading, wherever your adventure leads.





WRANGLAND

builds community by bringing Jeep enthusiasts together to customize their own unique adventure.



WRANGLAND Location:

**595 E Sierra Madre Ave
Azusa, CA 91702**

[Gateway to Mt San Antonio
and San Gabriel Mountains]

Event Sign-Up:

10:00 am

11:00 am

12:00 pm - BBQ

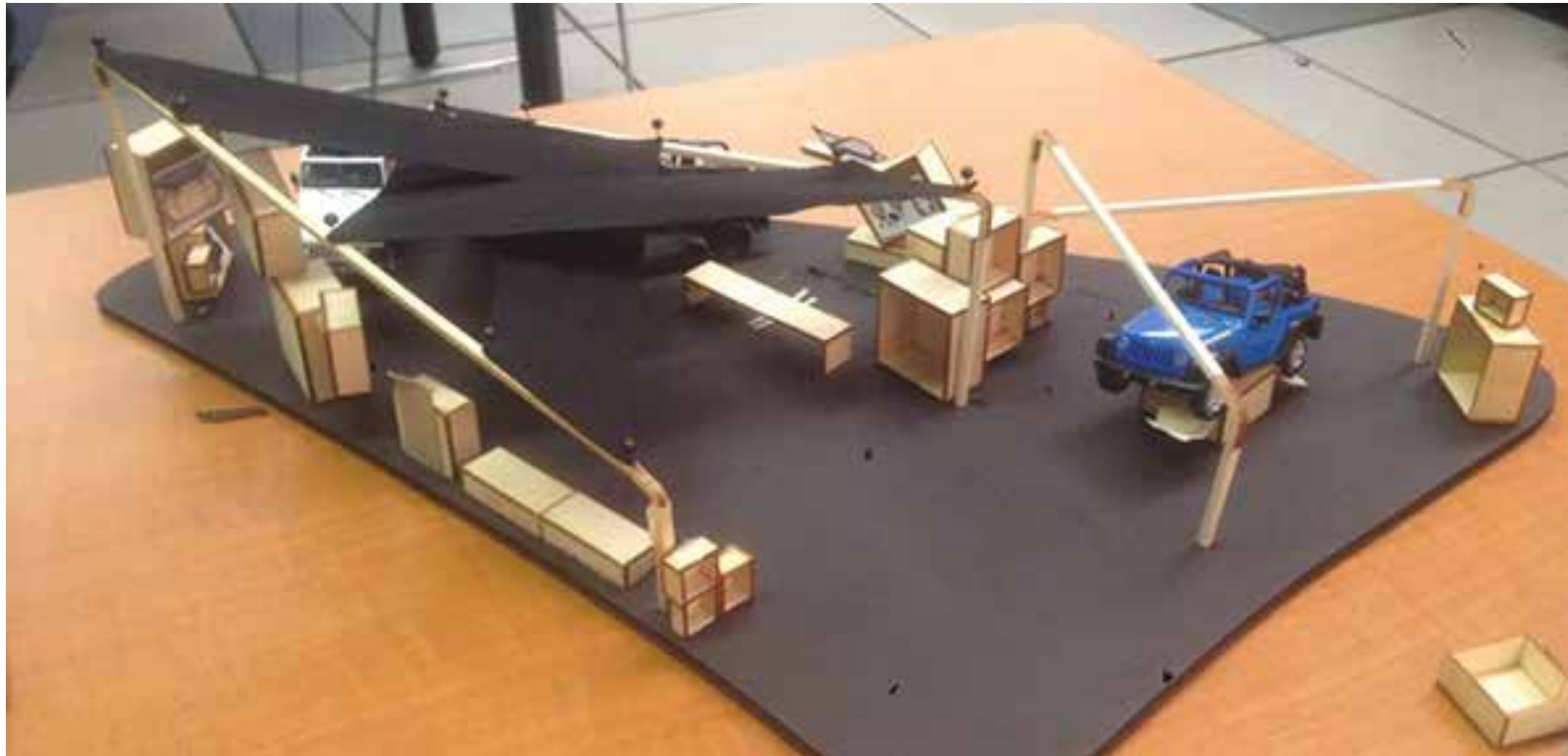
1:00 pm

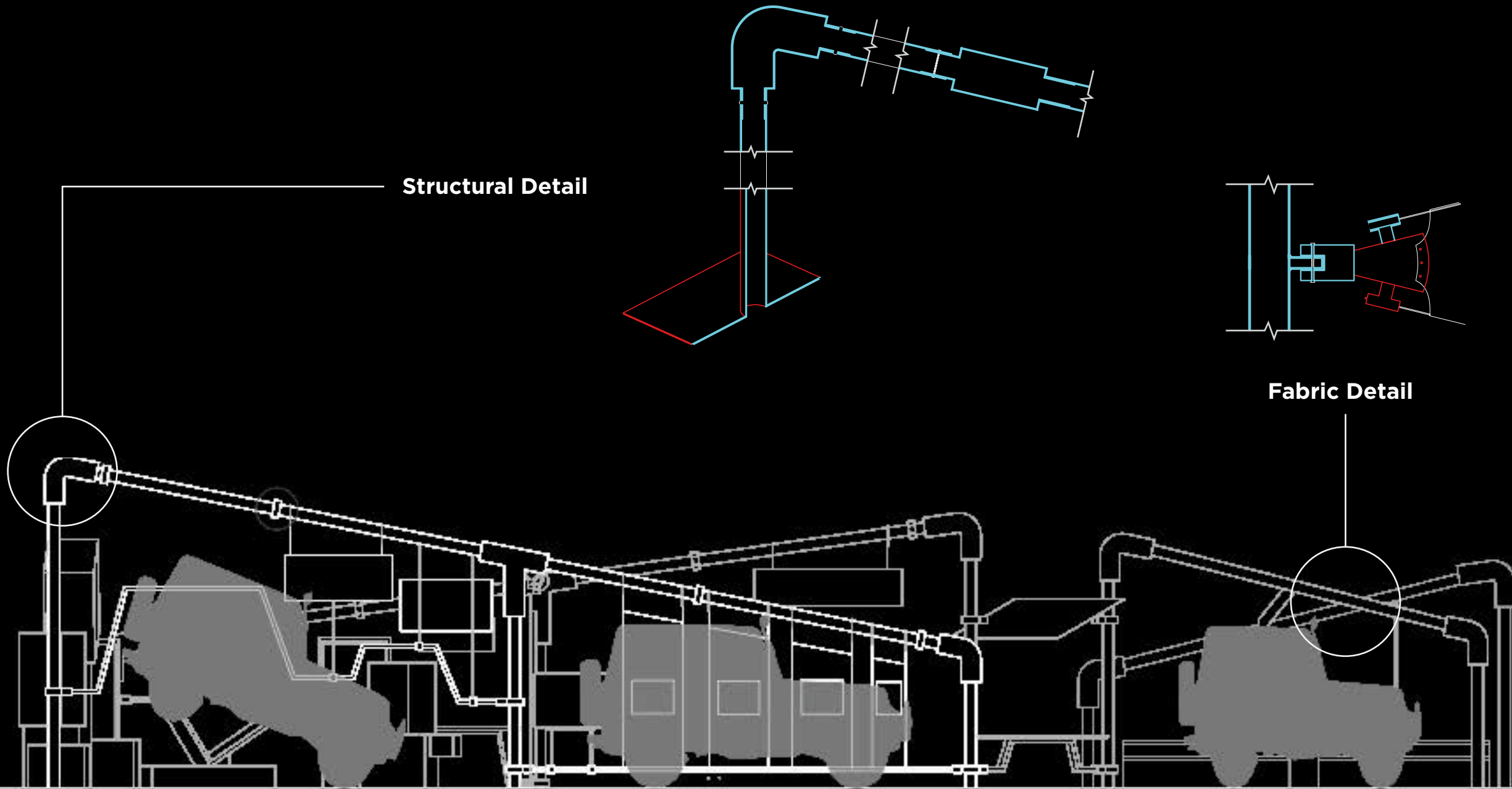
2:00 pm

Event will held on evey other Saturdays

Core design language came from the suspension that dynamically bends while they climb rocky off roads.

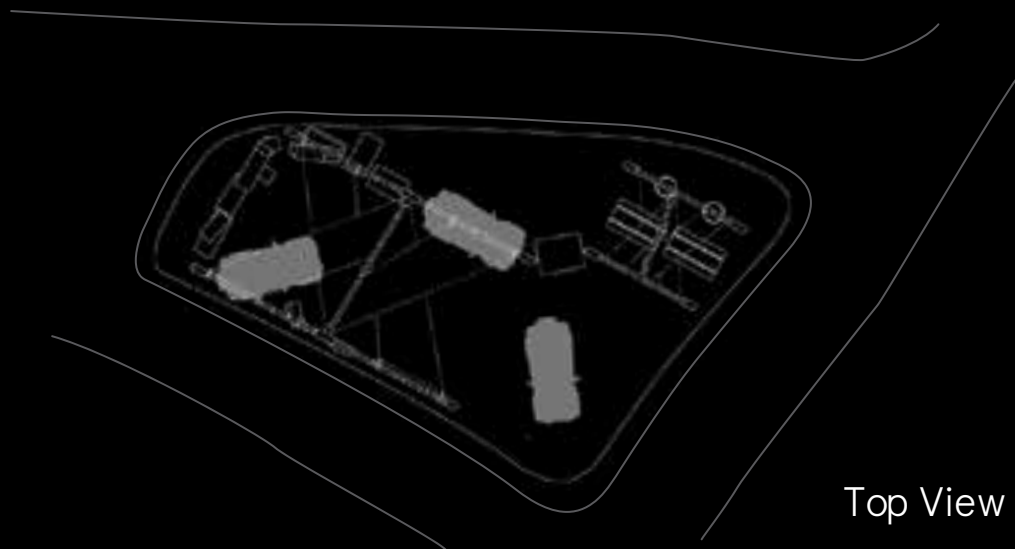






Structural Detail

Fabric Detail

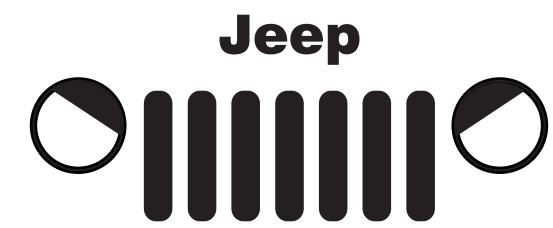


Top View



Circulation





08

ICING

POP-UP EVENT

iCing GRAPEFRUIT SPARKLING RICE BREW

A Saké - Infused beer by Kook Soon Dang Brewery from South Korea



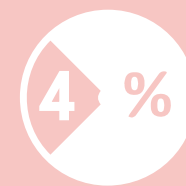
Mixture of
wheat and rice



Served by can



4% alcohol
by volume



Alcopop

tends to be sweet and
served in small bottle
or can, between 4-7%
alcohol by volume



Aimed for
20s-30s



Design Intent



Globalization of Korean cocktail iCing and to inform more people about iCing: Introducing iCing at Manhattan cocktail event, where many people are interested in drinks such as cocktails, will get more attention.

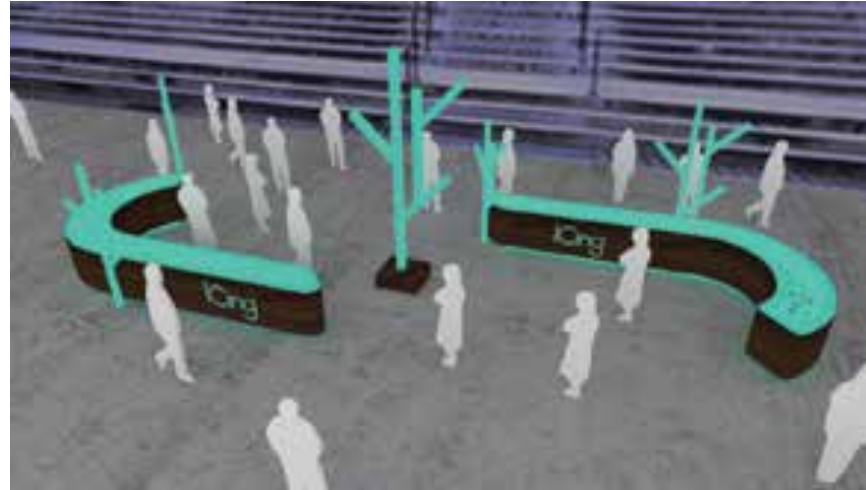


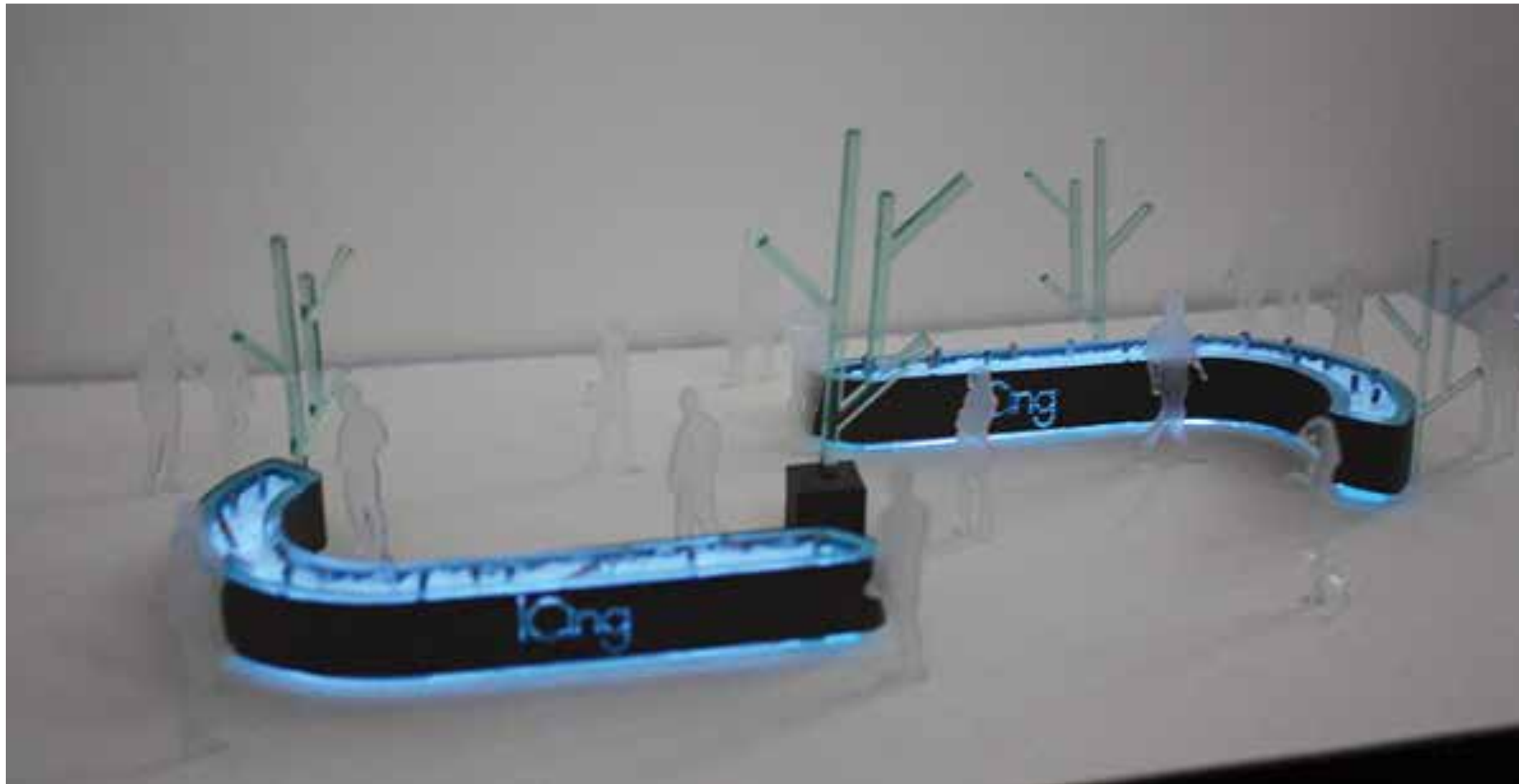
Founded in 2009, the Manhattan Cocktail Classic is part festival, part fête, part conference and part cocktail party. The annual celebration offers a myriad of events spread across five days and four boroughs, and a trade conference to boot.

The Manhattan Cocktail Classic will be located in New York Public Library. This pop-up store should be visible to people who attend MCC.



Design layout is inspired by Korean traditional geometry shape.





Tree shapes from the logo of iCing creates comfortable public area.



People can easily grab iCing from the container that filled with ice.



THANK YOU!

I'm Hayley Chung.

I want to contribute my abilities as a part of the scene where the city that makes people a priority and people create a beautiful city.

Thank you for your consideration, and I hope to continue the conversation in person soon.

Hayley (Hyun Seon) Chung

info@hayleychung.com

213 215 7909

