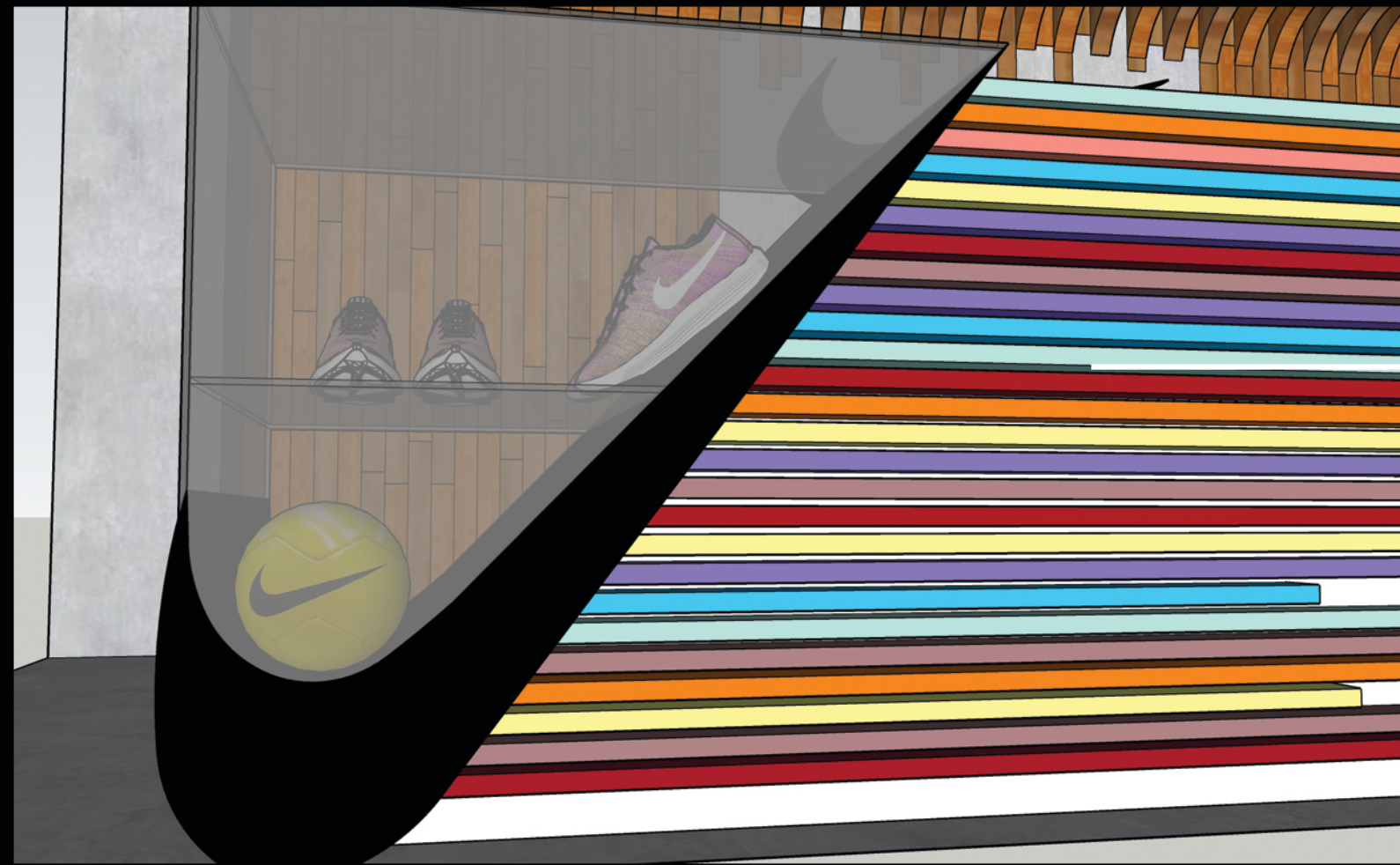


PROJECT'S CONCEPT

DESIGNING A RECEPTION DESK THAT WAS FUNCTIONAL YET SEEMLESS WITH NIKE BRANDING AND STYLES. USING NIKE'S BRANDING AND STYLES WAS IMPORTANT TO INCLUDE, BUT MORE IMPORTANTLY, INSPIRATIONS THAT STEM FROM THEIR PRODUCTS AND LOGOS. USING THEIR LOGO, THE SWOOSH, IT REPRESENTS MOVEMENT AND 'DOING IT', BUT IT HAS FURTHER REPRESENTATIONS OF A WING. NIKE IS THE LEADING ATHLETIC WEAR BRAND IN THE WORLD SO INCORPORATING THEIR LOGO AND ITS MEANING IN THE DESIGN WAS IMPORTANT. USING THEIR LOGO AND 'MOVEMENT' AS AN INSPIRATION, THE RECEPTION DESK WAS DESIGNED.



LOGO INCORPORATION

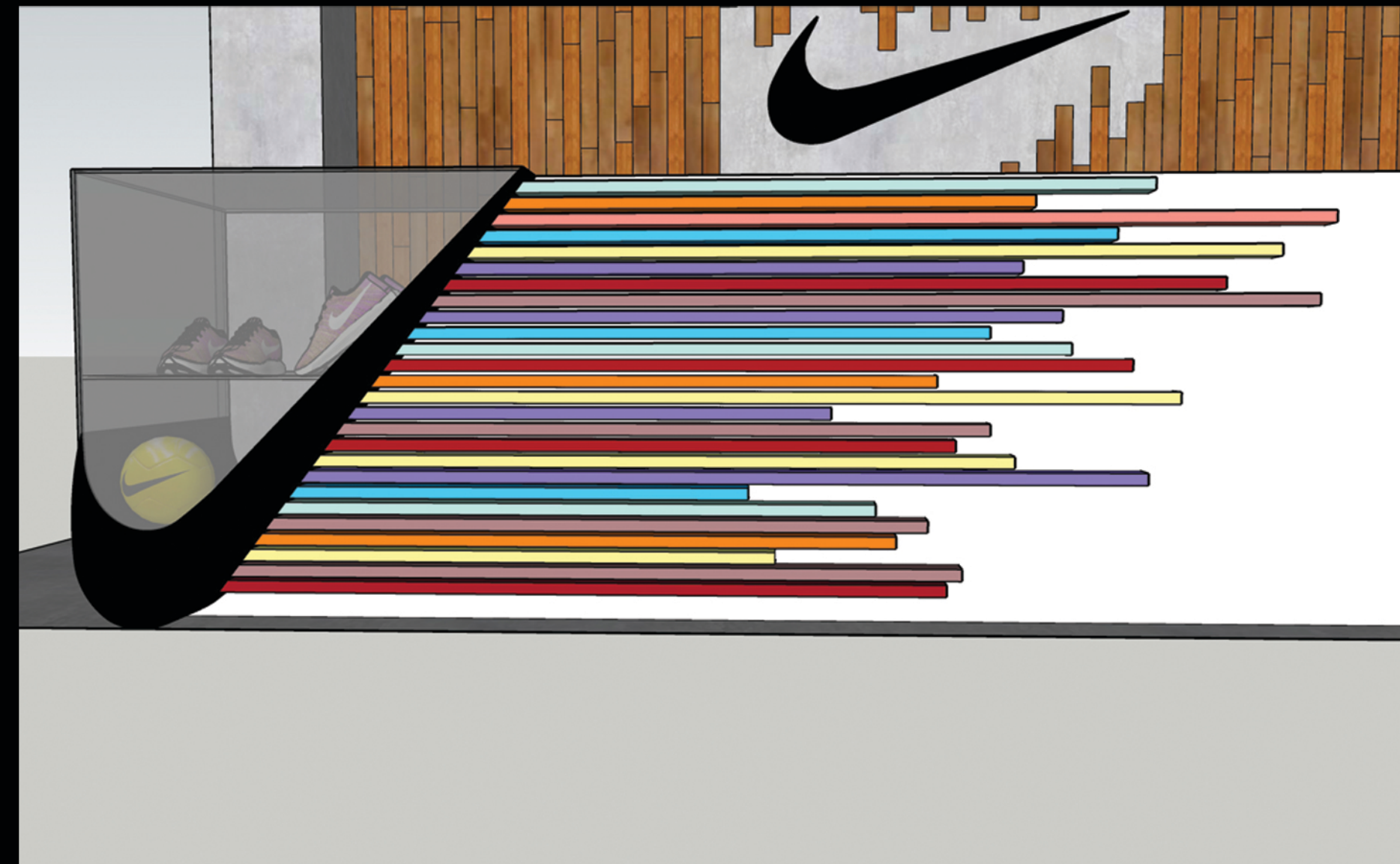


NOT ONLY WAS INCORPORATING THE LOGO IMPORTANT, BUT THE FEELING OF MOVEMENT ITSELF. THIS WAS DONE IN A FEW WAYS. ONE WAY, BY INCORPORATING 3D LINES COMING OUT FROM THE LOGO TO SIMULATE THAT FEELING OF MOVEMENT. THE SECOND WAY, BY MAKING THE DESK AS WHOLE FEEL LIKE IT WAS MOVING.

MOVEMENT INCORPORATION



THE COLOURS USED ON THE FRONT OF THE DESK ARE INSPIRED BY A PAIR OF NIKE SHOES. THESE SHOES HAVE RECENTLY BECOME POPULAR, AND THE COLOURS AS WELL.



THIS IMAGE GIVES A GREAT SENSATION OF MOVEMENT. THE FIGURE ITSELF REPRESENTS A PERSON RUNNING. THE FEELING OF MOVEMENT CAN BE FELT JUST FROM THE FIGURE OF THE HUMAN. THE IMAGE INCLUDES LINES THAT FOLLOW THE FIGURE. THESE LINES ADD AN EXTRA FEELING AND MAKE IT EASY TO TELL WHAT DIRECTION THE FIGURE IS MOVING IN. THESE LINES WERE THEN USED AS INSPIRATION IN THE DESIGN OF THE RECEPTION DESK. THEY ARE PIECES OF WOOD THAT ARE PAINTED TO SHOW THE LOGO IS MOVING.



SPECIAL FEATURES INCLUDED IN DESIGN

GLASS
PRODUCT
SHOWCASE



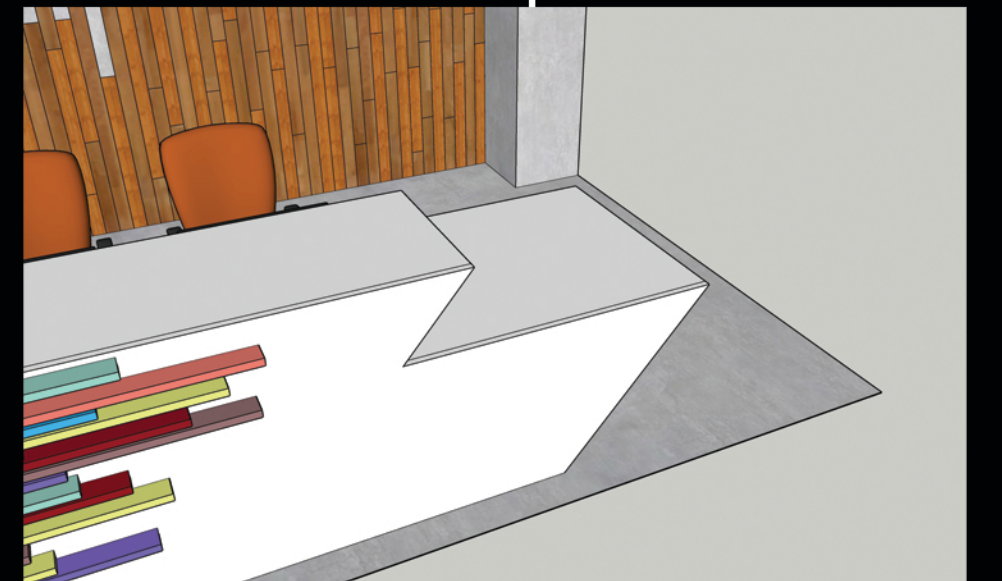
REUSED
BASKETBALL
HARDWOOD
FLOORING



REPURPOSED
CONCRETE
FROM
DEMOLISHED
ARENAS



ACCESSIBLE
DESK
HEIGHT



PERSPECTIVE

