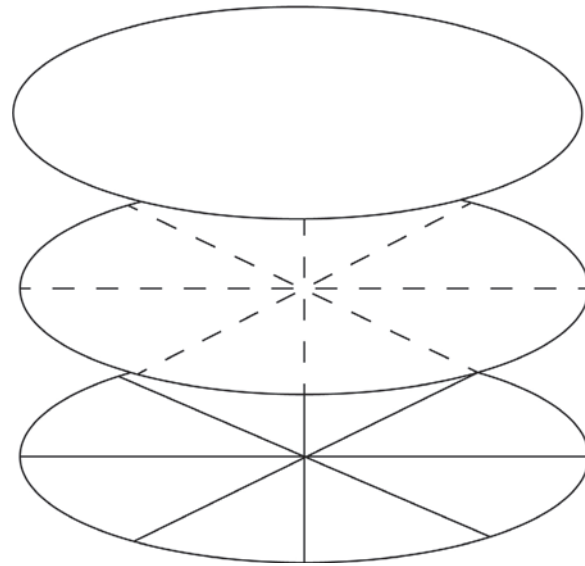


# LATERAL ELEVATIONS

JOETTE JONES  
PRATT INSTITUTE  
PROF. SHERYL KASAK

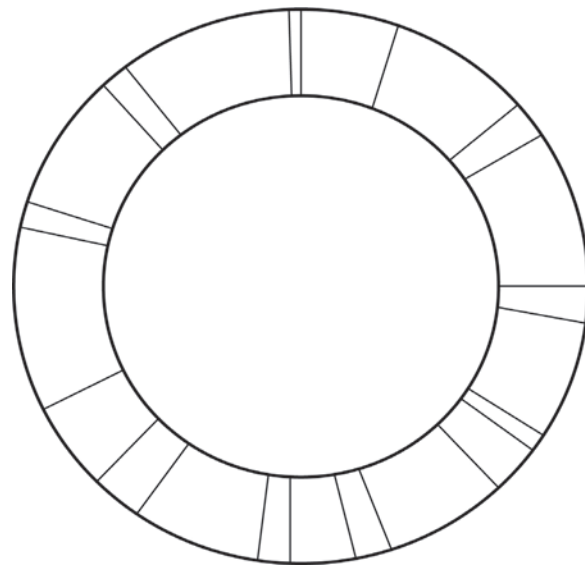


As part of The Noguchi Museum's campus expansion, admirers will gain access to Noguchi's studio and pied-à-terre, adjacent to the existing museum in Long Island City. This space will become the new home of the growing Akari Light Sculpture retail business, as well as, a new multiuse space for exhibitions, events, and community engagement. Lateral Elevations, informed by the Akari 16A, proposes a modular, transitional design language celebrating the renewal and reconfiguration of the space.



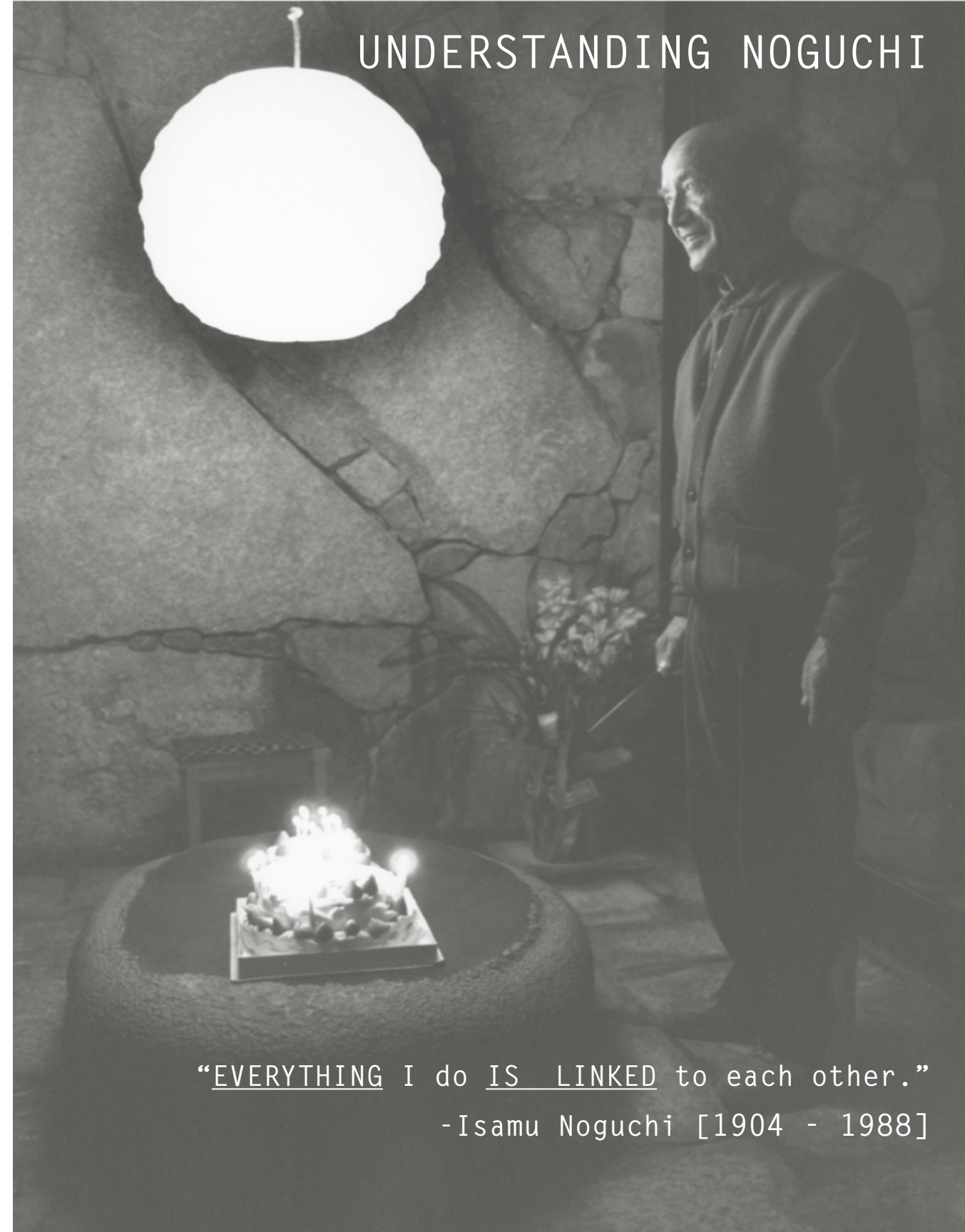
## TRANSCEND

Noguchi's colorful and unstable formative years led to a persistent challenging of boundaries - Japanese/American/son/student/sculptor/artist/etc. Noguchi transcended classification and functioned as a polymath, navigating and exploring many different subjects.



## COMMUNITY

Noguchi met, worked alongside, and was influenced by artists, designers, and architects globally including Constantine Brancusi, Buckminster Fuller, Martha Graham, and Florence Knoll. He believed in the power of learning within community, crafting his own art with the influences of his friends and mentors.



“EVERYTHING I do IS LINKED to each other.”

-Isamu Noguchi [1904 - 1988]

## SOURCES

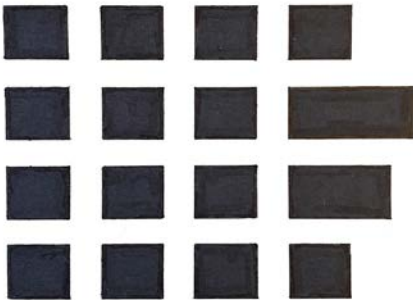
<https://www.noguchi.org/isamu-noguchi/biography/chronology/>  
Wolf, Amy. "Isamu Noguchi and His Contemporaries." On Becoming an Artist.



# CONCEPTUAL DRIVER: AKARI 16A



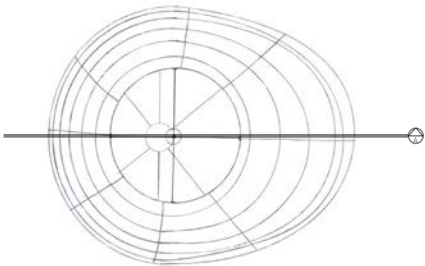
1951  
HANDMADE WASHI PAPER, BAMBOO RIBBING, METAL FRAME  
20 in. x 9.5 in.



**DISTORT**  
System Diagram: a unit of squares experiences distortion as certain members of the unit elongate, exaggerating the overall shape of the body of squares



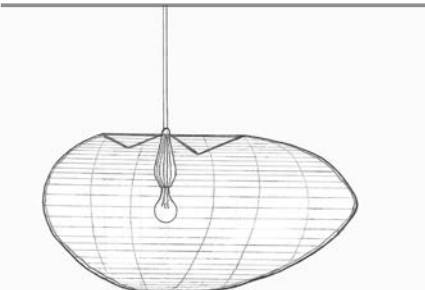
**EXTEND**  
System Model: a three dimensional representation of Distort [above], basswood is organized in a grid formation with rows of increasing lengths



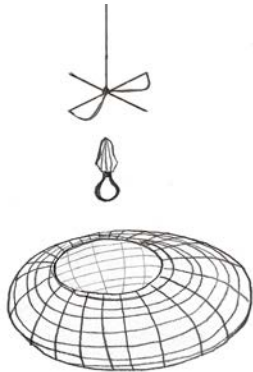
PLAN



ELEVATION



SECTION A



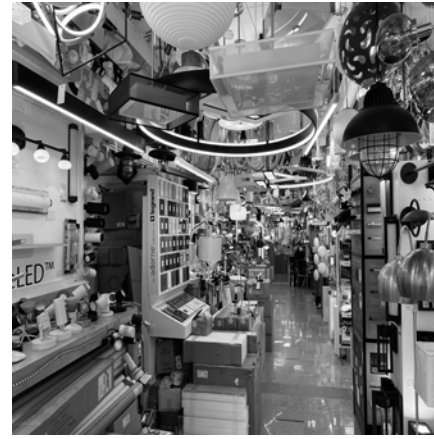
EXPLODED ASSEMBLY

# RETAIL DESIGN PRECEDENTS

A&E BOWERY LIGHTING  
131 BOWERY

As a precedent:

- **Acoustical Quality:** upon entry, customers audibly retreat from the busyness of the Bowery. The store offers a peaceful shopping experience.



ENTRY



LIGHT DISPLAYS



EXIT

citizenM BOWERY HOTEL  
189 BOWERY

As a precedent:

- **Program Adjacencies:** upon entry, occupants experience the hanging lamps, even noticing them from the street. Adjacent to the lobby is a cafe seating area with elevated seats and tables.



LOBBY



HANGING LAMPS



CAFE AREA

AESOP  
232 ELIZABETH STREET

As a precedent:

- **Tactile Materiality:** The visual experience of the newspaper walls compels users to touch and interact with them.



POINT OF SALE



TEXTURED WALLS



CLEANSING STATION



# NOGUCHI SITE ANALYSIS

The Noguchi Museum and studio is located in the lower Astoria/upper Long Island City area of Queens, New York. The neighborhood is highly industrialized, featuring many stone, glass, and concrete suppliers/contractors. The residents of the area vary by income, with a median home value of 827K. The residences closest to Noguchi are well over the median and cap upward of 2M. The area is serene, surrounded by parks and bordered by the East River.



STREET GEOMETRY



PARK PROGRAMS



SUPPLIER PROGRAMS

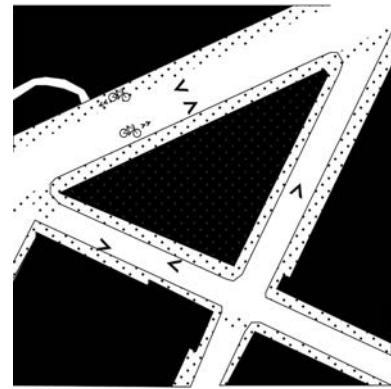


CITIBIKE ACCESS

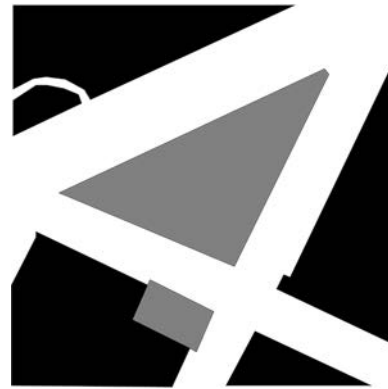


RESIDENTIAL VALUES

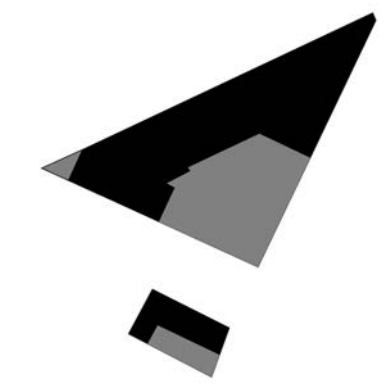
Visitors to the museum would access the site via car, subway, boat, or bike. It should be noted that none of these methods are really convenient to the location - it takes intention to get there. However, once in the area, there are plenty of things to do to make it a destination, such as the parks, cafes, and views of Roosevelt Island and Manhattan.



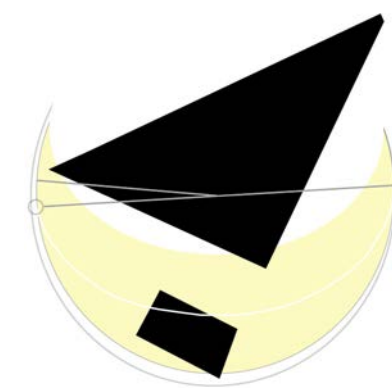
CIRCULATION



MUSEUM/STUDIO ADJACENCY



INDOOR/OUTDOOR EXPOSURE



SUNLIGHT PATH



PRIMARY BLDG MATERIALS

From a sales perspective, there will need to be a sincere push to market Noguchi as a destination. Perhaps hosting events and partnering with a local cafe/restaurant to draw crowds. Or, taking a page out of Ikea's handbook, partner with NYC Ferry to somehow make Noguchi one of its destinations. Update Ferry signage to include Noguchi, reward Ferry passengers that visit the museum [and especially those Akari patrons!].



MUSEUM NORTHERN EXTERIOR



MG ADJACENT TO MUSEUM



ADJACENT STONE SUPPLY



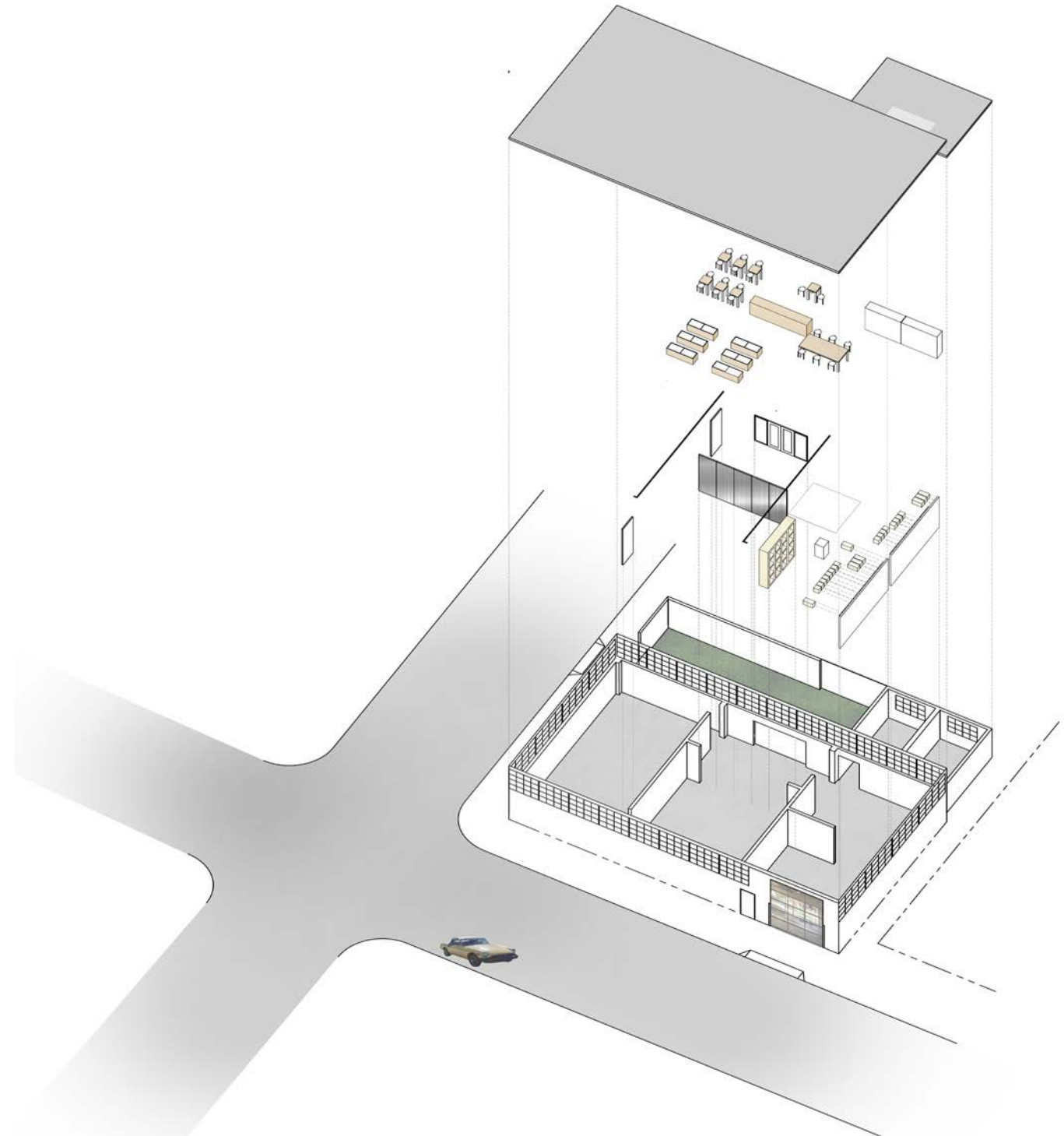
STUDIO/ADJACENT HOMES



STUDIO OUTDOOR EXPOSURE

# LATERAL ELEVATIONS

Derived from extended banding of the Akari 16A, Lateral Elevations celebrates a transitional and flexible modular retail space. Upon entering the showroom the cubic language of the walls provides a dynamic continuity; selected cubes extend laterally framing the Akari on display. This versatility allows for the studio to be easily and continuously reconfigured, creating new spatial possibilities for the Akari to perform in a myriad of layouts without distraction. This theme of reconfiguration expands into the café and garden spaces, both functioning as multiuse spaces within the influence of the cubic grid.



## USERS

- COMMUNITY CAFE PATRONS
- AKARI CLIENTS
- EVENT ATTENDEES

## REVENUE STREAMS

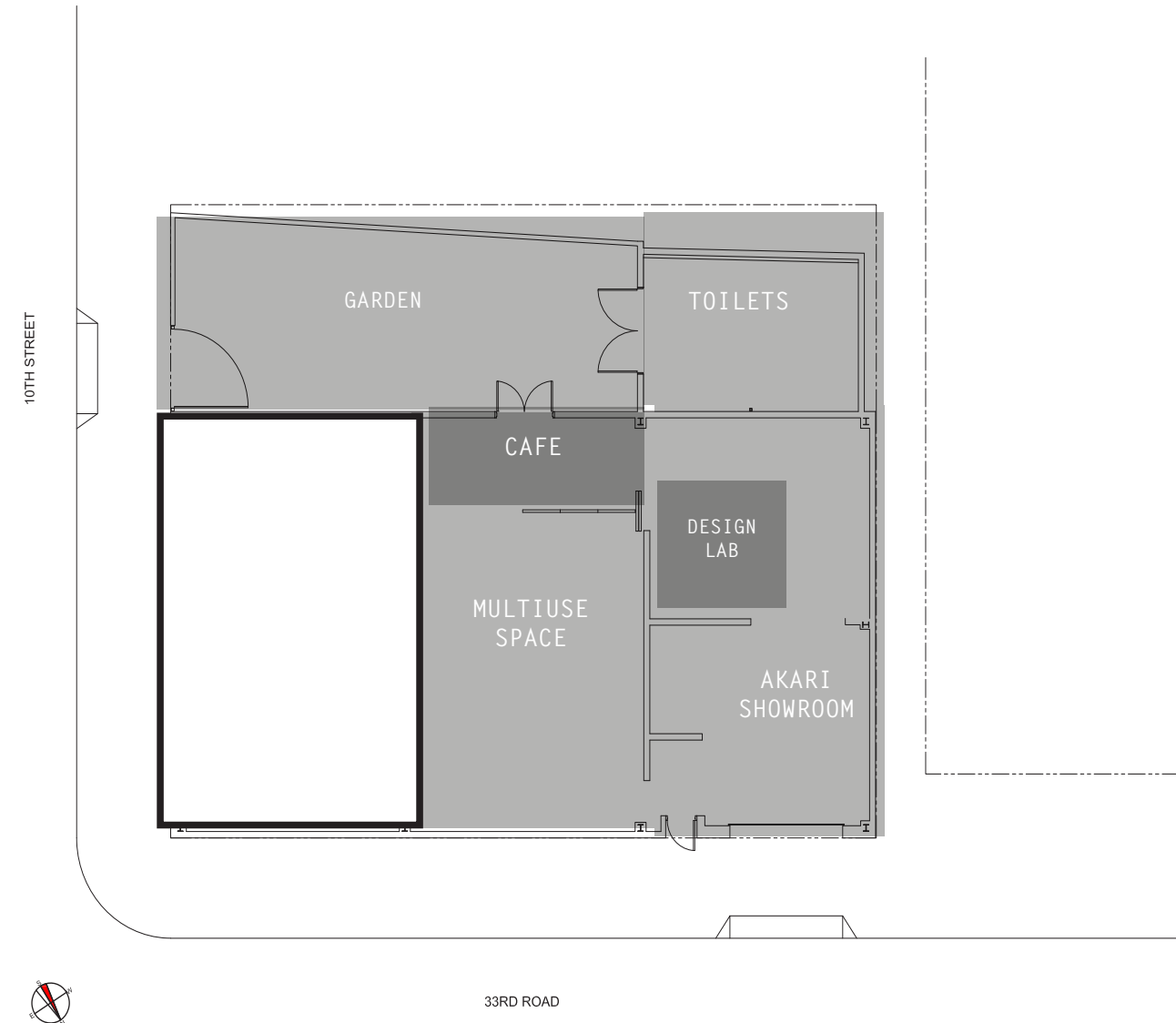
- CAFE
- AKARI BUSINESS
- MUSEUM EXHIBITS/EVENTS
- SPACE RENTAL

## CONFIGURATIONS

- RETAIL
- EVENT/MULTIUSE

## PROGRAMS & DEFINITION [3505 SF APPROX TOTAL]

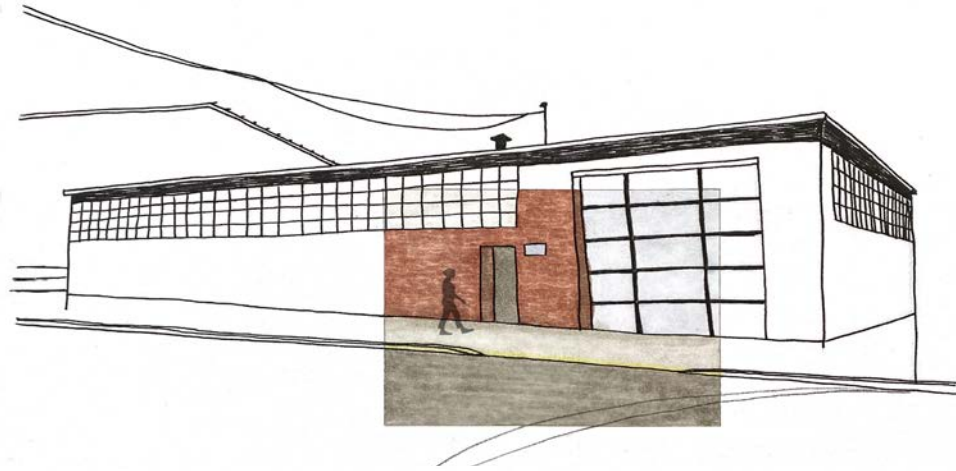
- **AKARI SHOWROOM** [985 SF]: Primary space for Akari light sculpture sales
- **DESIGN LAB** [110 SF]: Seating area within the Showroom for clients to virtually [via tablet] design their space for Akari placement possibility
- **BATHROOM RETREAT** [450 SF]: Refreshment area featuring two complete ADA restrooms and an external sink for general handwashing
- **CAFE** [340 SF]: Seating space for users to enjoy coffee and grab-and-go treats. Connects studio to garden.
- **MULTIUSE SPACE** [670 SF]: Space for rentals and exhibitions. Partitioned by existing Edison Price doors.
- **GARDEN** [950 SF]: Exterior space for cafe extension or event space. Connects studio to community.



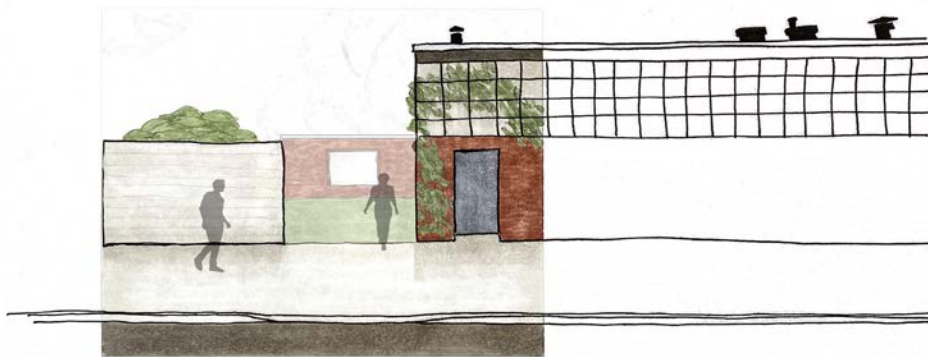
PROGRAM ADJACENCIES



# RETAIL CONFIGURATION

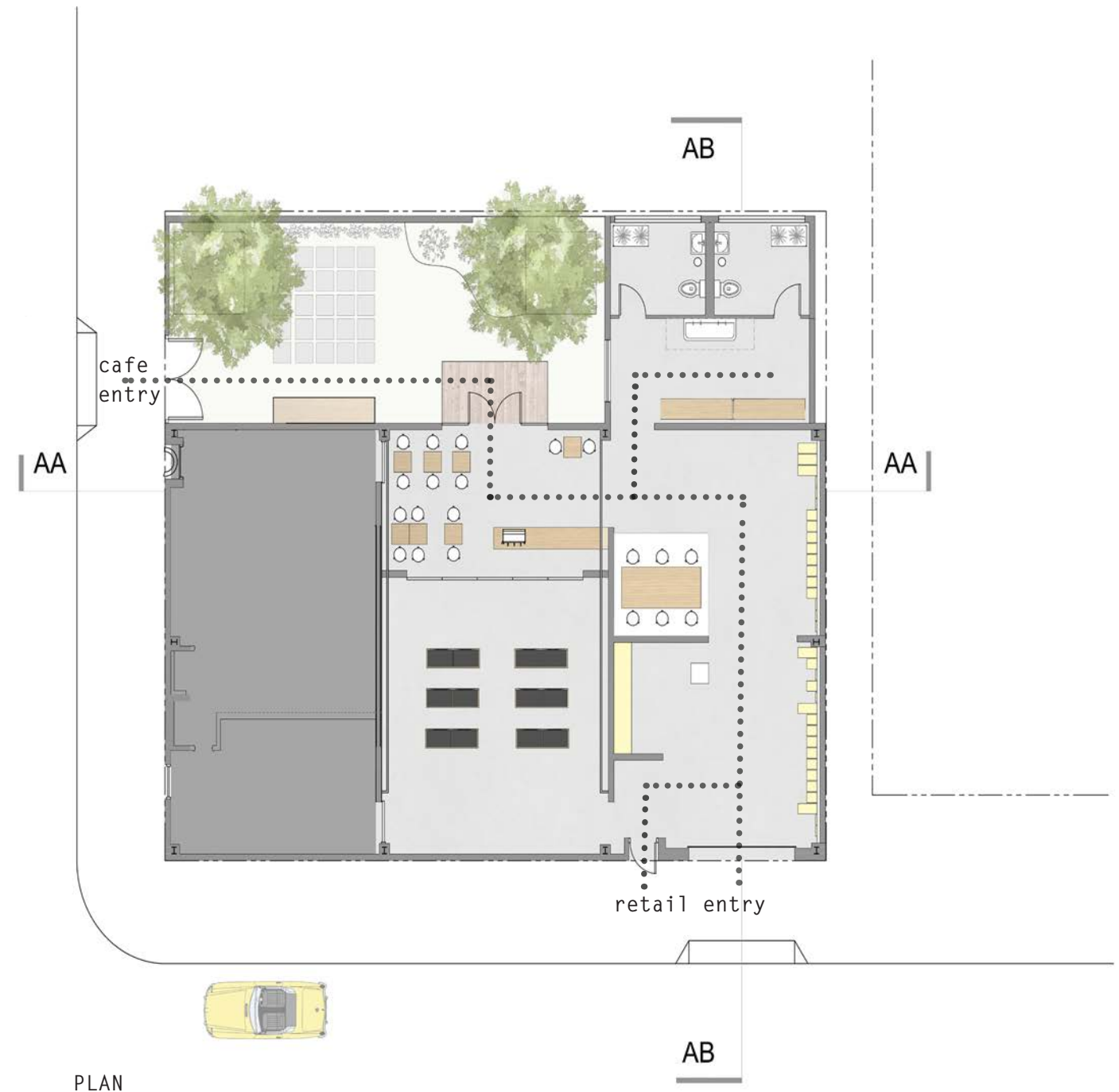


RETAIL ENTRY



CAFE ENTRY

Within the retail configuration, users will primarily leverage the existing garage opening (when ajar) and/or the adjacent door. The garage will feature glass panes to allow transparency and light into the space. Users can also enter through the garden if they would like to experience the cafe first and then navigate to the retail space.





# RETAIL CONFIGURATION



ELEVATION AA



ELEVATION AB

# LATERAL ELEVATION DISPLAY STRATEGY



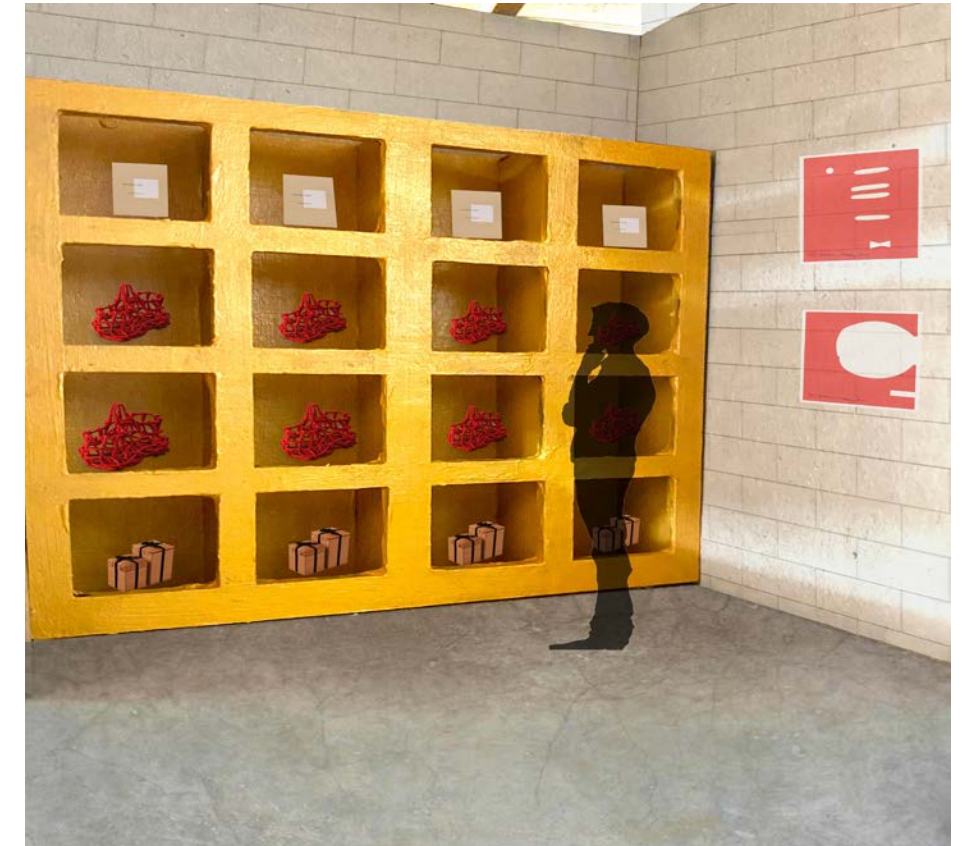
DISPLAY MODULES FIG 1

The display system is comprised of matrixed cantilivered blocks [supported by a peg system] that allow for the hanging of the Akari ceiling lamps and/or mounting of the Akari table and floor lamps.



DISPLAY MODULES FIG 2

The exposed peg system offers the flexibility of hanging the Akari ceiling lamps from the pegs.



NOGUCHI GIFTS

Opposite of the peg wall, a matrixed cubby system offers continuity of the system. This space can be used for other Noguchi store merchandise, such as Noguchi gifts and books.



# DISPLAY TAXONOMY

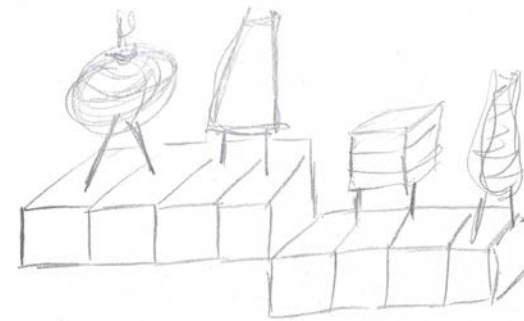
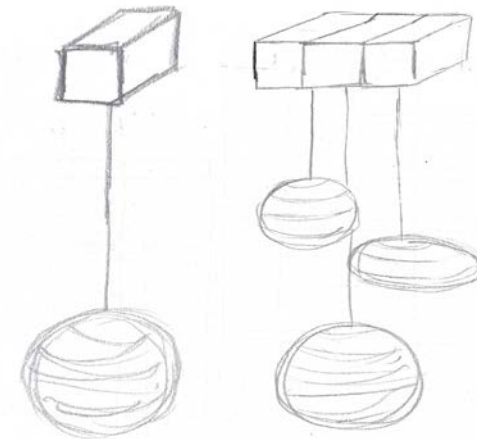


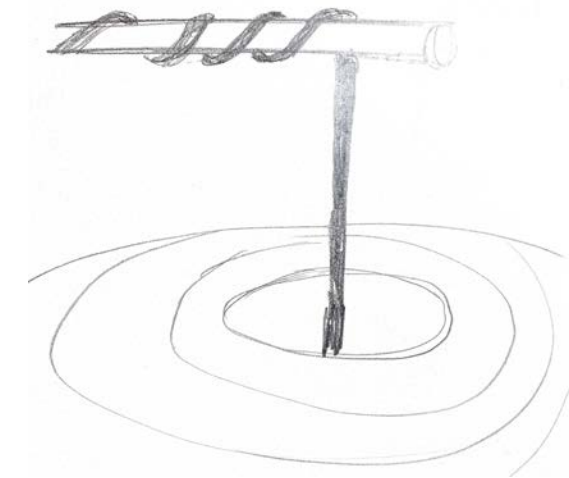
TABLE LAMP DISPLAY



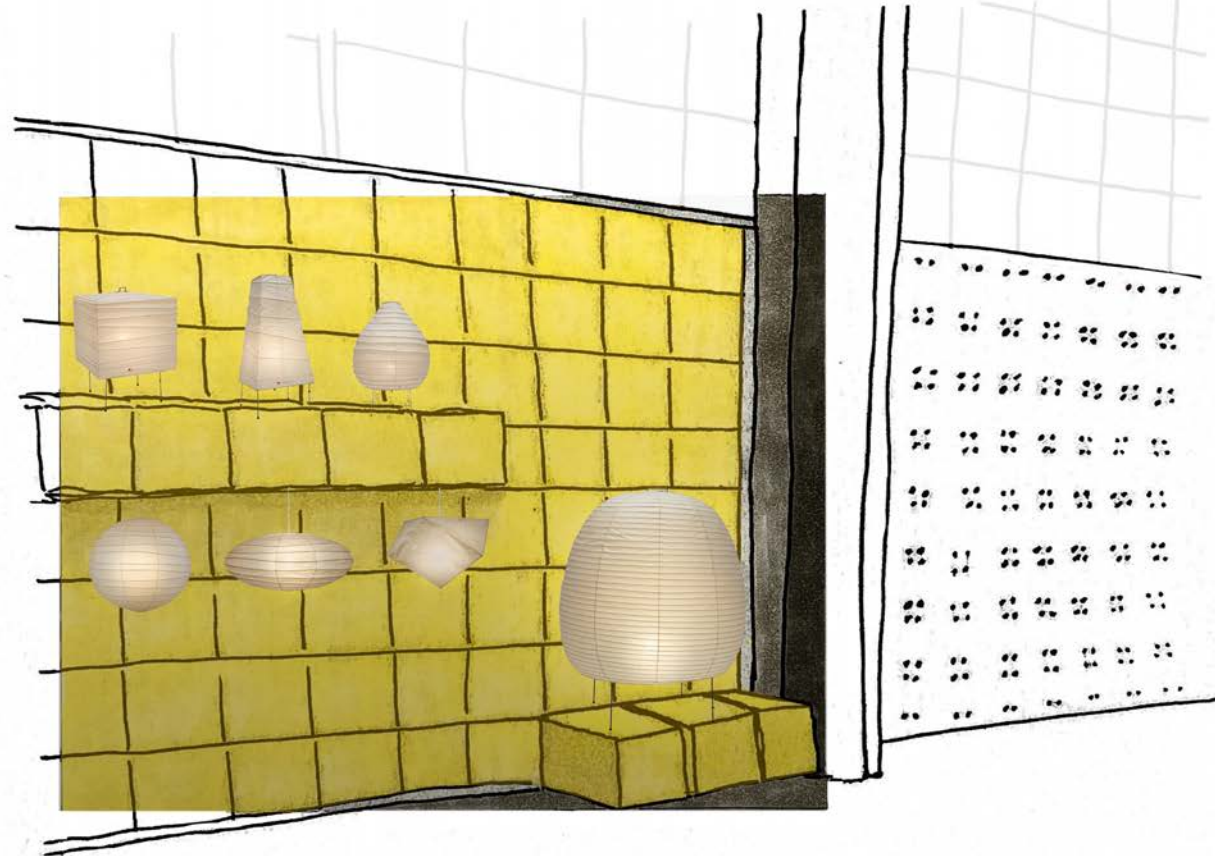
FLOOR LAMP DISPLAY



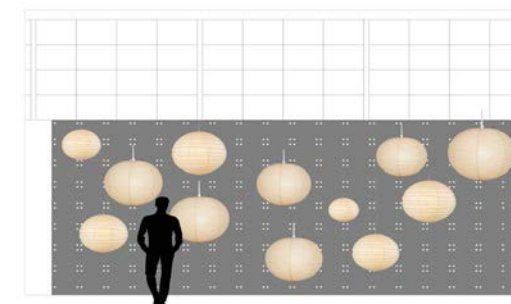
CEILING LAMP DISPLAY



PEG DISPLAY



AKARI DISPLAY



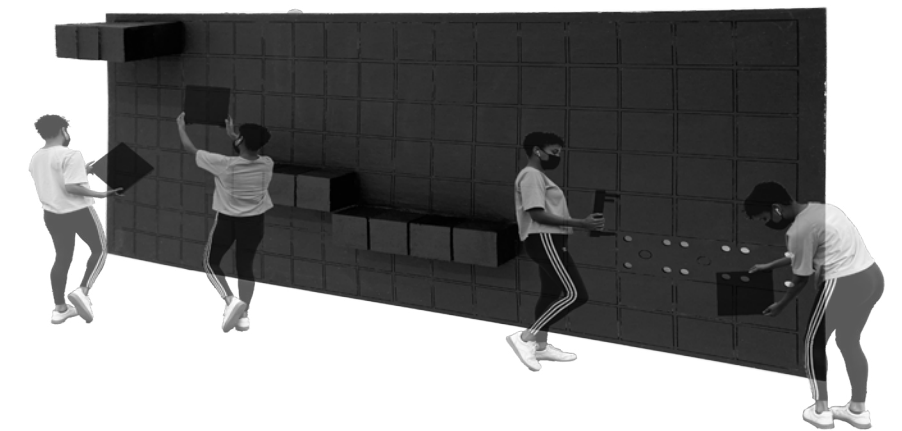
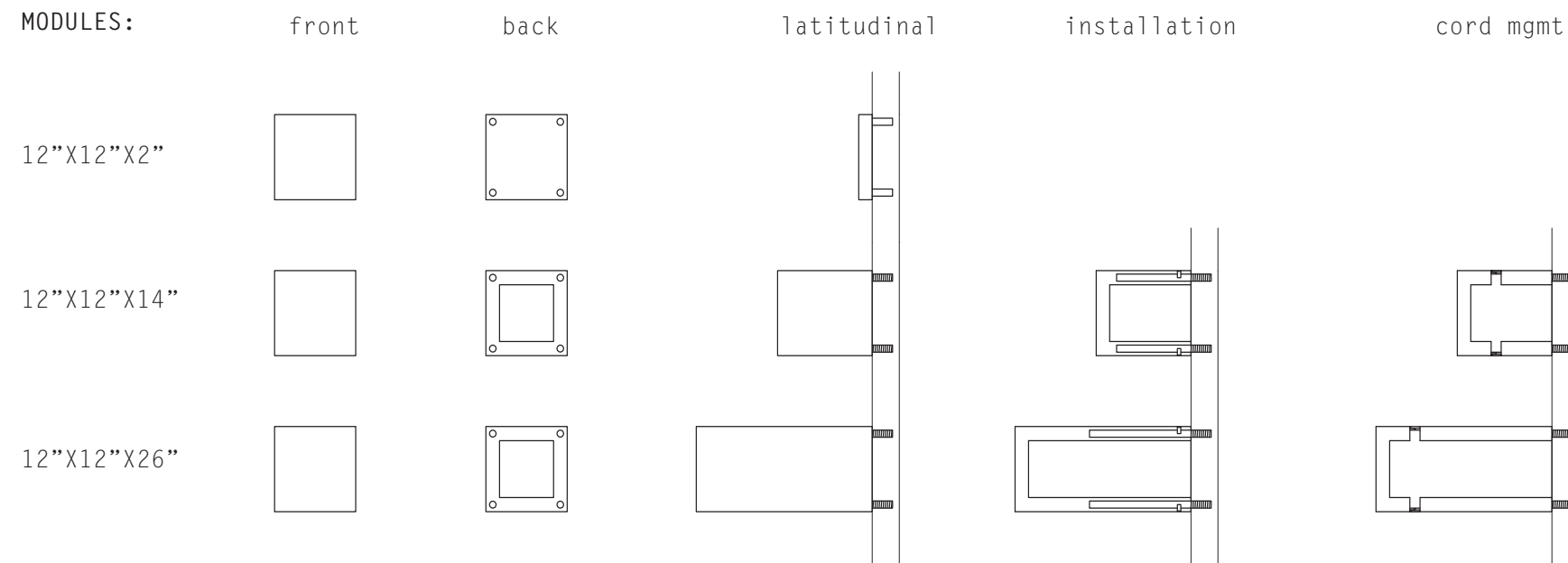
PEG DISPLAY FIG 2

# MODULE MECHANICS

The attachment of the wall module is facilitated through a peg system. The smallest module [12"x12"x2"] inserts into the wall and is held by tension. The extended modules are fastened with screws that are inserted into the wall. Once screwed in place, a smooth cantilvered cyclinder protrudes from the wall - this part is inserted into the module and is secured with a discreet set screw. Cords are stored within the interior cavity of the extended modules [inserted through a small opening]. Electical outlets are featured throughout the peg wall behind each module.



SCALE MODEL



MODULE INSTALLATION TAXONOMY



# RETAIL CONFIGURATION

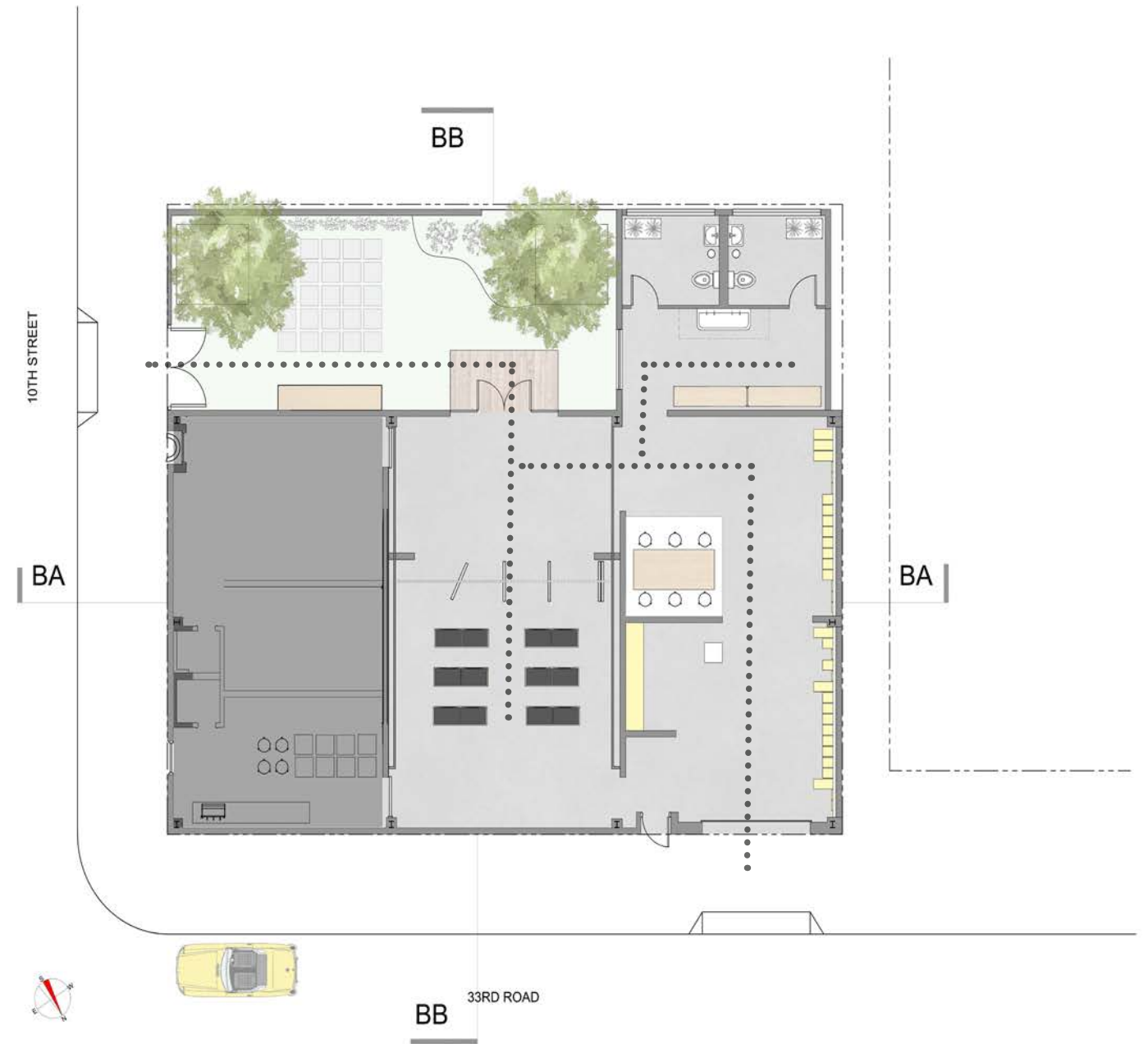


GARDEN SPACE

Within the event configuration, users will primarily leverage the garden door on 10th Street. The garden and the middle bay will serve as the primary spaces of occupancy. Guests can navigate through these spaces using the existing Edison Price doors that lead to the multiuse space.

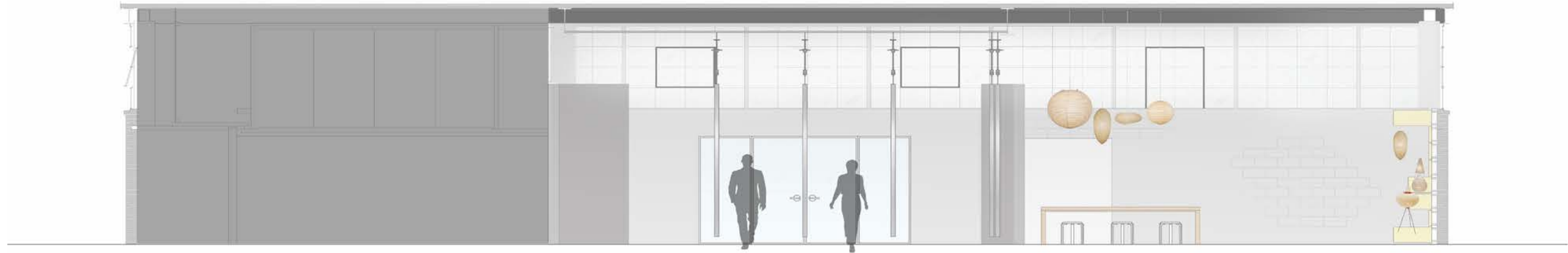


EVENT SPACE



MULTIUSE SPACE - PLAN

# EVENT SPACE ACTIVATION



ELEVATION BA

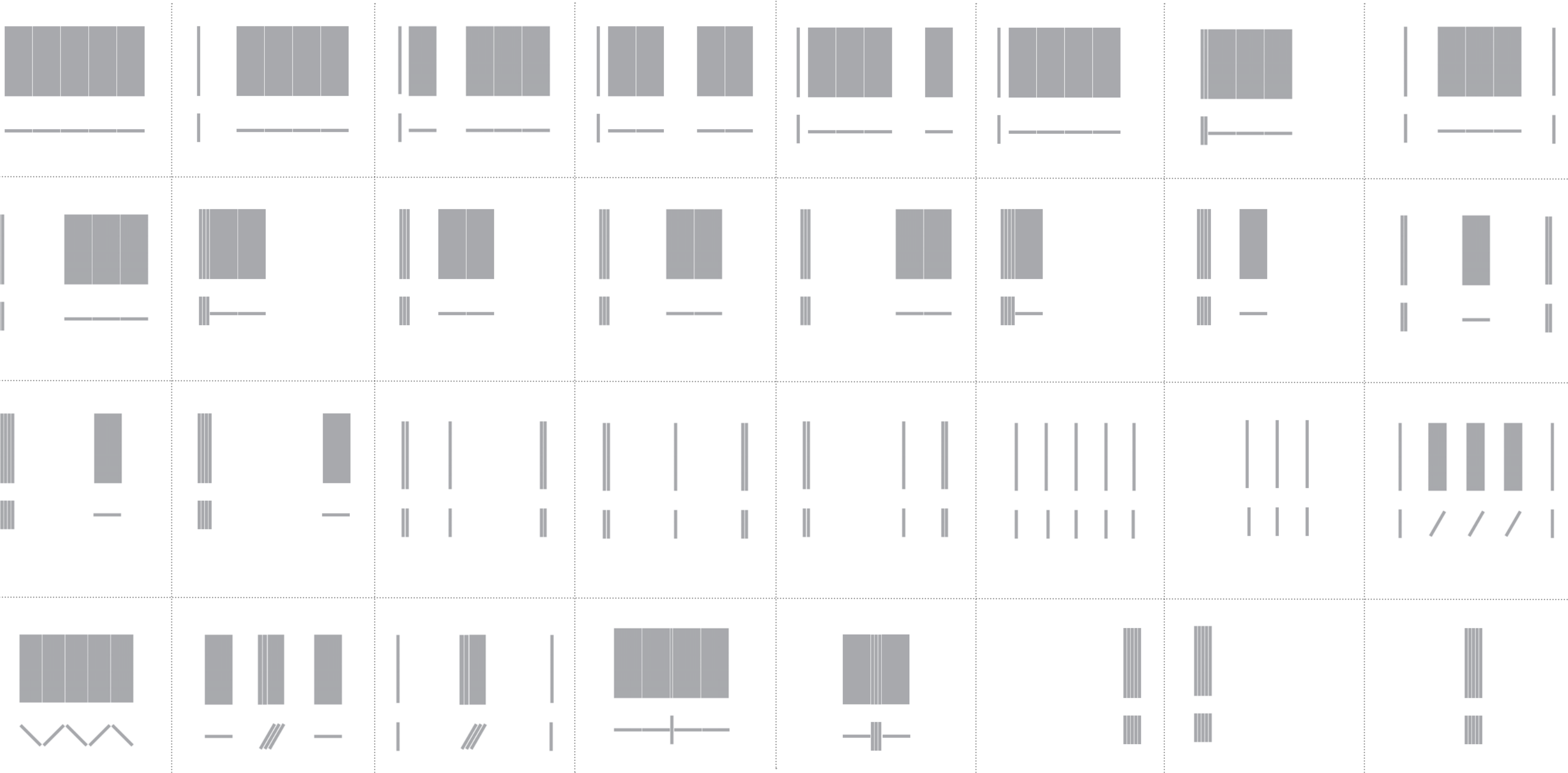


ELEVATION BB

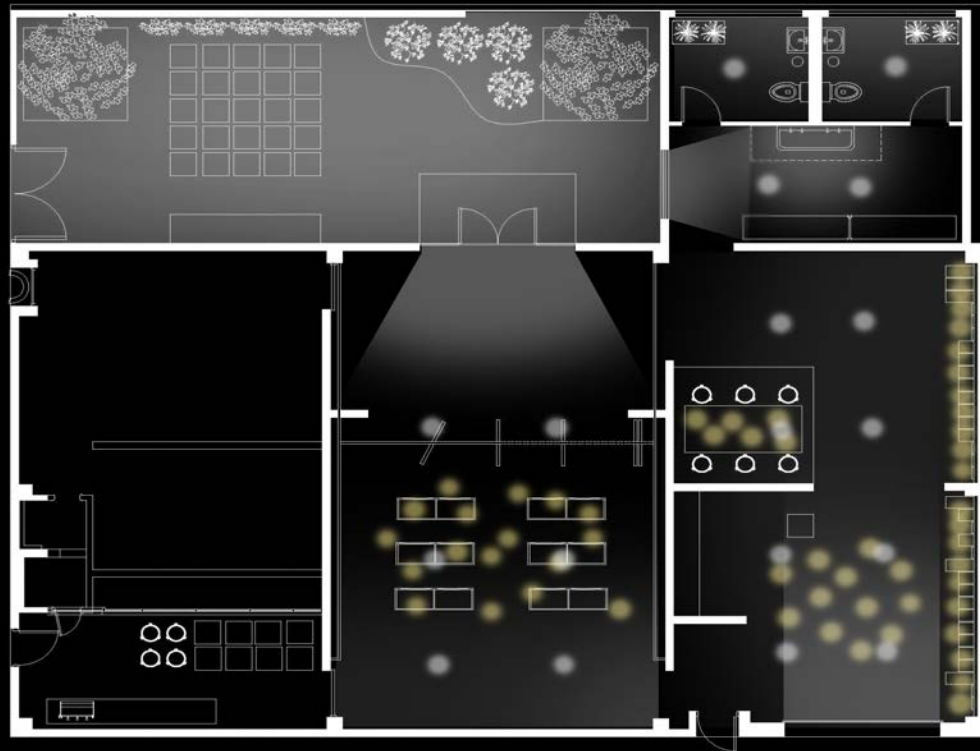


# EDISON PRICE PARTITION TAXONOMY

The following taxonomy represents arrangement options for the existing Edison Price doors within the Noguchi Studio space. These doors can divide and direct guests into the multipurpose space. Representations below capture plan and elevation scenarios.

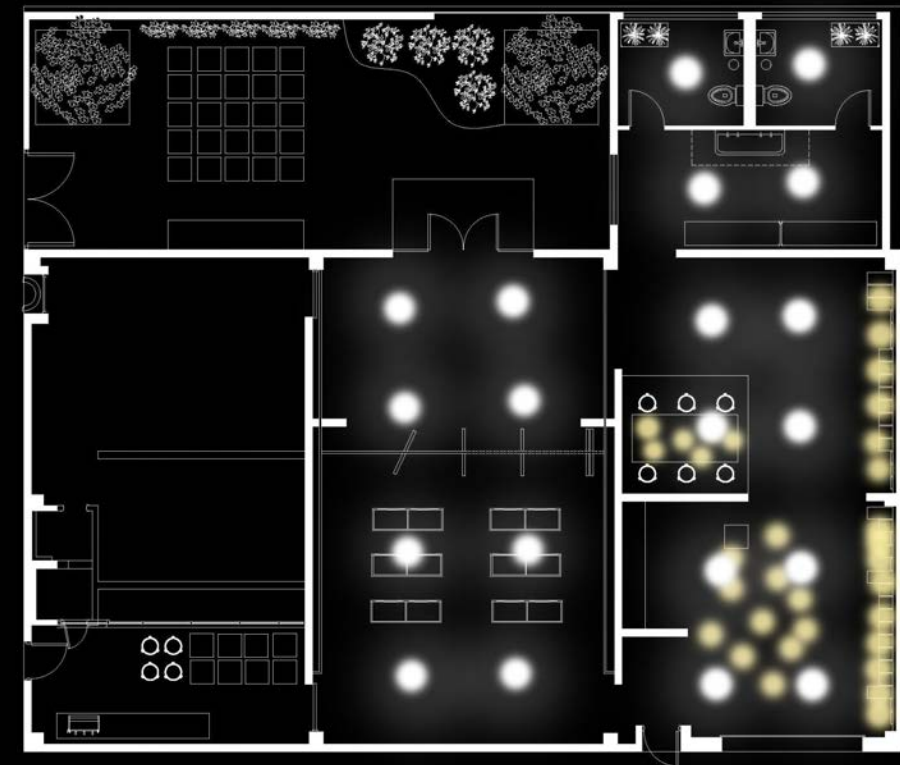


# LIGHTING STRATEGY



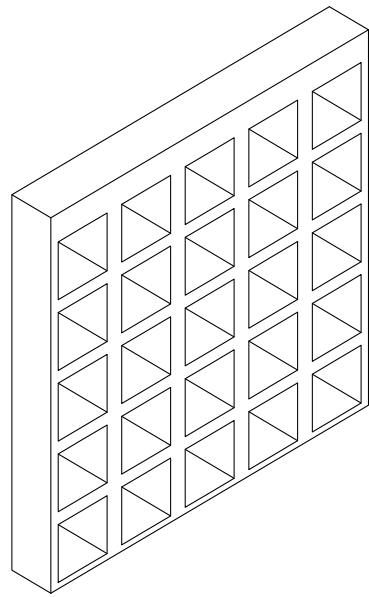
## DAY LIGHTING CONDITION

Mostly natural light is experienced through the window and door apertures. Artificial lights [yellow glow from Akari and white glow from recessed lighting] is secondary.

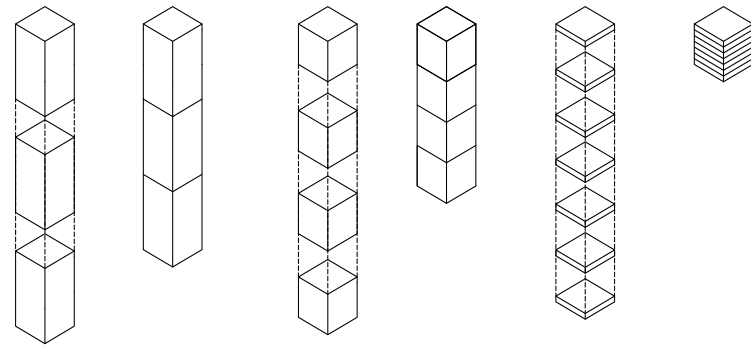


## NIGHT LIGHTING CONDITION

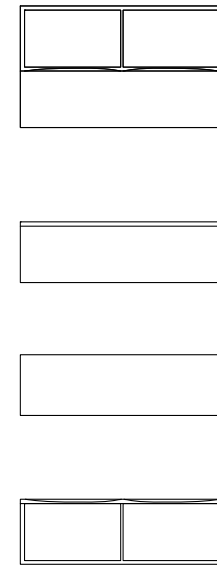
Users primarily experience artificial lighting via Akari lamp placement [yellow glow] and recessed lighting [white glow].



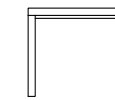
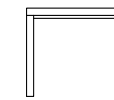
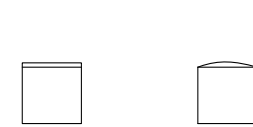
DISPLAY  
CABINET



MAGNETIC MODULE  
STORAGE



MODULAR  
STORAGE BENCH



CAFE  
TABLE

STOOL



# SUSTAINABLE MATERIAL: RICHLITE™

## RICHLITE™

Lateral Elevations features Richlite as its proposed primary material. Richlite™ functions similarly to both wood and stone by possessing properties that allow for milling and durability.

## MATERIAL DESCRIPTION

Durable, versatile, and sustainable surface material constructed of resin-infused paper. Richlite™ panels are heat/stain resistant and also has antimicrobial qualities. They can also be used for both indoor and outdoor surfaces.

## PROJECT APPLICATION

- Counters & Table Tops
- Restaurant Surfaces & Furniture
- Retail Surfaces & Fixtures
- Interior Paneling

## SELECTED COLORS FOR TESTING

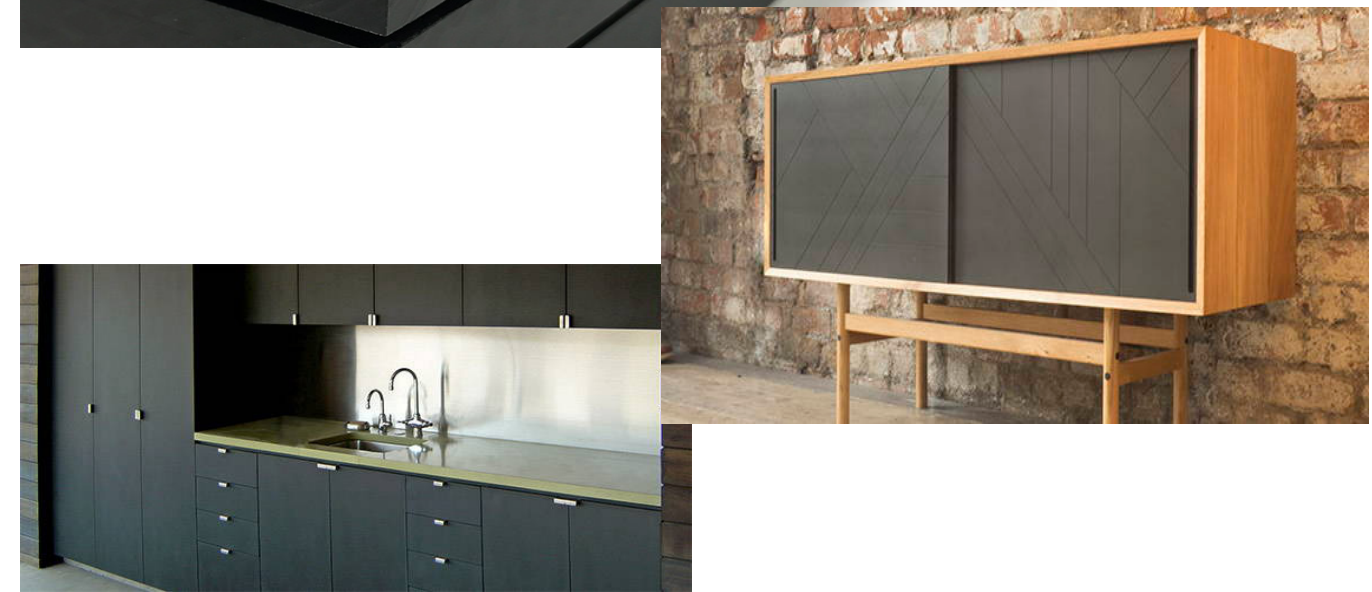
- Maple Valley [r100]
- Black Diamond

## MATERIAL CONTENT

Post-consumer recycled paper infused with phenolic resin

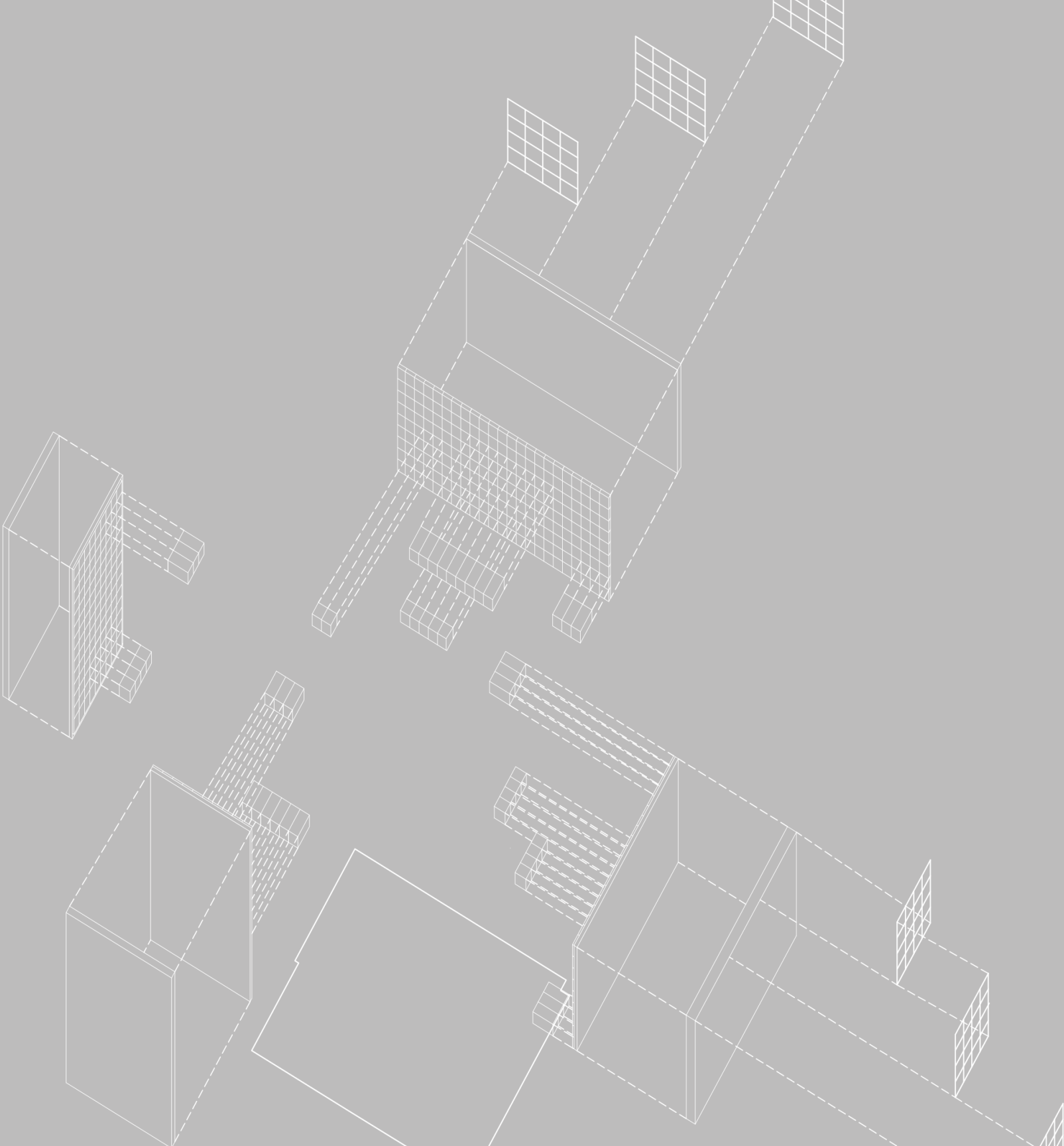
## ENVIRONMENTAL INFORMATION

Sourced from recycled paper and pulp from responsibly harvested trees, Richlite™ approaches sustainability from a sourcing perspective. The manufacturing process also leverages the WE™ (Waste to Energy) process to capture wasted resin and use it during the drying stage, reducing Richlite's™ dependency on natural gas.



## SOURCES

<https://richlite.com/>  
<https://www.ecosupplycenter.com/products/richlite/>



THANK YOU

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