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Course Title: Product and Furniture Design

Word Count: 1500

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Exhibition

Location: Carlton Gardens, 11, Nicholson Street, Carlton, Melbourne, Victoria Australia.

Description: The Royal Exhibition Building was built in 1879-1880 as part of the international exhibition movement, which has held over 50 exhibitions between the years 1851 and 1915 all around the globe. It is a world heritage listed building in Melbourne, Victoria, Australia, and the building is one of a few surviving buildings from the era.

Navigation:

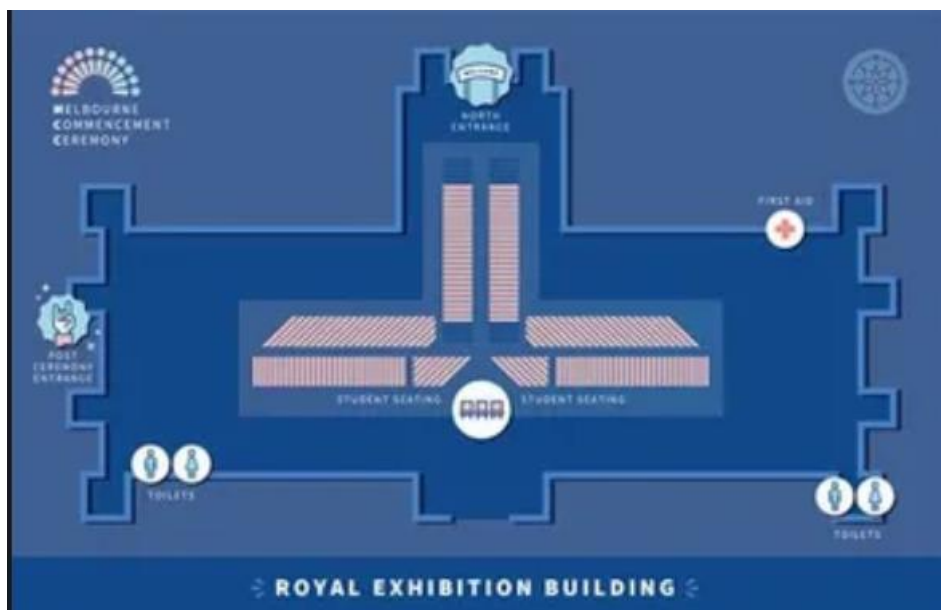
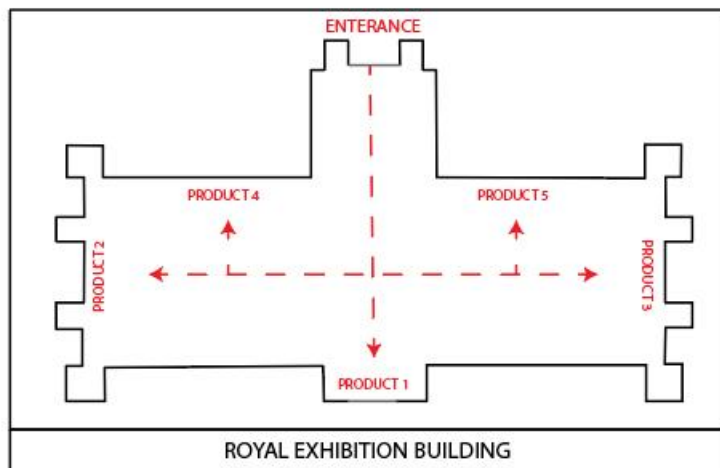


Fig. 1. Royal Exhibition Building, Melbourne, Australia.

This is a map of the Royal Exhibition Building in Australia where I will use the creative space to display my exhibition. This space is optimal for my exhibition as it will enhance the viewers value of the products by setting the tone in a Royal building. It will also enlarge the atmosphere in the room because the building itself is a piece of history as it is one of a few buildings to survive the era of 1851-1915, and this is important as when it comes to things like this we look at it different but when it comes to nature and the outdoors we never appreciate it for what it is and see its true value. I will be using this Place specifically as for someone who views everything around me as beautiful I'd like to create a place where the littlest of things can be turned into something beautiful and feel as it

should, which to me would show to viewers that everything we see around us can be turned into something of royalty and be seen for its natural beauty, in a natural modern way.

Mapping and product location:



Product 1:



Product 2:



Product 3:



Product 4:



Product 5:



Fig.2. Royal Exhibition with product location.

The purpose of my exhibition is to create an aesthetically, colourized space that captures different products that all use significant parts of the outside world that implicates them into magnificent pieces of art. The reason behind this is to help others look at the world in a different way and to also value what's around them. I chose to place my exhibition in the royal exhibition building as I wanted the importance of the message to stand out and speak for itself. The exhibition will be an aesthetically pleasing and colourized space that makes the viewers feel welcome and comfortable in

its environment, I will accomplish this by using earthly colours such as blues, greens, greys, and browns. To accomplish this, I will be using the products and the rooms colours to create an aesthetical outlook. I chose these products specifically as I want to show the viewers that when things are looked at differently, they can be seen for their natural beauty and can also be turned into something more than magnificent. I will achieve this by showing what I believe are some of the most natural/beautiful products that have been inspired by the nature and naturalism around us and turned into something that looks modern yet interesting. I wish to show the audience that, and hopefully help them see the world different and learn that when things are viewed at a different angle, they will be seen for what they are fully capable off.

Fig.3. Foliage lights. Product 1.



The first product in my exhibition will be beautiful foliage of lights created by Braescu, A. Each leaf is made from porcelain and is positioned to best capture and reflect the light to create a warm and extraordinary atmosphere. This product will be the first one seen when entering the exhibition and its purpose is the breath warmth and light into its atmosphere creating a homely yet aesthetical visual exhibition. As seen in Fig.3. Foliage lights. The white porcelain leaf's contrast the warm tones of brown on the wall behind it, so using these colours in its space will help set the tone and create the image of an earthly space.

Fig.4. Fallen tree. Product 2.



The second product in my exhibition will be this beautiful bench made by Graindorge, B. As it states on his website <https://www.thisiscolossal.com/2013/06/fallen-tree-bench-by-benjamin-graindorge/> It is a “minimalist bench made from little more than a slab of glass and a carefully carved oak tree”. The purpose of its use in my exhibition is to show the viewers that something beautiful can be made from basically nothing. It’s also very natural looking and serves the purpose of bringing natural authenticity to the room. This product will help create the ambient tones of nature and its colours to the room and will help make it stand out, It will be displayed against a light grey wall which will help the soft brown colours pop, making it a very eye catching product.

Fig.5. Coast product 3.



I chose this product made by Mastrangelo, F because of its vibrancy and aesthetic. I chose to home it in my exhibition as I want the viewers to be able to view something that is natural, bright, and unique but most importantly themselves. The reason behind this is because as humans we appreciate the things we see but not the stuff we can't and I want them to be able to look at themselves and almost question what they see or how they feel. This magnificent piece of work by Mastrangelo, F captures something breath taking and puts it into this beautiful mirror, and I wish to use it to hone the same purpose when being viewed. it states on Mastrangelo, F. (2021) *Coast information*. Available at: <https://fernandomastrangelo.com/>. "If you've ever driven along the big sur coastline and pulled over to the edge of the cliffs to look out at the breath-taking view of the ocean, then you understand the inspiration for this piece". I want this to be displayed at my exhibition and to be stressed on to the viewers as I want them to acknowledge the fact that what we have in front of us makes up happy, but we can only begin to understand its full value once we see it in person.

Fig.6. Volcanic Rock Sofa. Product 4.



I chose this to be the 4th product in my exhibition as it captures modernism but also the outdoors and combines it together to create a beautiful product. Not only did I choose this for its natural and modern look, but I chose this product specifically for its aesthetic and use of natural materials. I wish to use it to help bring out the exhibition's sole purpose, and this is to show the public that what's around us has more value than the human eyes meet. Now to anyone seeing a rock is as normal as breathing, but what it can be turned into is something of great pulchritude that not many people can see until it's put in front of them. My aim with this exhibition is to get the viewers minds open to things like this so that when they leave and continue with their lives, they will look at what's around them at a different angle and see it for its natural beauty. As it states in Snyder, G. (2015). *Practise of the wild*. Available at: <https://www.kobo.com/us/en/ebook/the-practice-of-the-wild-4> "With no surroundings there can be no path, and with no path one cannot become free." And This is exactly what I want to stress onto the viewers. Our surroundings are beautiful and without them we have no path, so ultimately without creating these paths or seeing things differently we restrain ourselves from the world's natural beauty.

Using this Volcanic rock sofa as my 4th product in my exhibition will help me to give of this message, as I believe sofas are meant to be enticing and comfortable whereas this beautiful masterpiece defies the normal. Its use of natural textures such as the rock gives it it's natural look and then the smooth black bench shaped around it to make a luxurious design really shows off that what's around us can be turned into some magnificent. It's use of colours and textures help create the mood for my exhibition as I want it to have an ambient yet natural aesthetic, Giving the impression that the outdoors has been brought indoors.

Fig.7. Wheat Grass Table. Product 5

7. This table has an interactive “runner” made of wheat grass, or any other plant or herb, to be consumed at the table.



Planter Table by [Emily Wettstein](#)

I chose to use this beautiful table created by Wettstein, E as my final product because of its use of greenery. On first glimpse of this product, I was shocked. You don't usually see tables like this and the fact that it has a runner of green wheat grass directly down the middle of it will make a perfect part of the exhibition as it really shows off that something you eat from combined with nature will really brighten up a room and give off the message that when the outdoors is brought indoors, it really can make a room look happy. Its use of greens and browns will really help with my exhibition as they are very natural and help set the tone. All the products I've chosen use very natural colours such as: greens, blues, greys, and whites which are all very earthy colours. But for my final product I wanted to continue with the colours scheme but not only that, I also wanted to bring something that lives outdoors, inside. Having live wheat grass centred down the middle off the table really separates what we believe modernism is and hopefully shows the audience/viewers that just a normal wooden table with some bright vibrant grass running down the middle of it can really brighten up your home and helps you to view the little things, such as grass, as a beautiful creation. Not only is this product to be viewed, but it can also operate as a physical exhibition product as I want the grass to remind people of being sat on a field, running their hands through the meadow. That in its self is a stimulating experience but to have it indoors, at your table is another.

Bibliography

Fig.1. Royal Exhibition Building, Melbourne, Australia.

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Fig.2. DiFrancesco, J. Royal exhibition with product location.

Fig.3. Foliage lights. (Product 1).

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Fig.4. Graindorge, B. 2015. *Fallen Tree*. YMER&MALTA at FIAC. Paris.

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Fig.5. Mastrangelo, F. (2021). *Fernando Mastrangelo Studio*. Available at:

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Fig.6. Peugeot Design Lab. 2014. *Volcanic Rock Sofa*. Milan Design Week. Milan.

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Fig.7. Wheat Grass Table. Product 5.

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