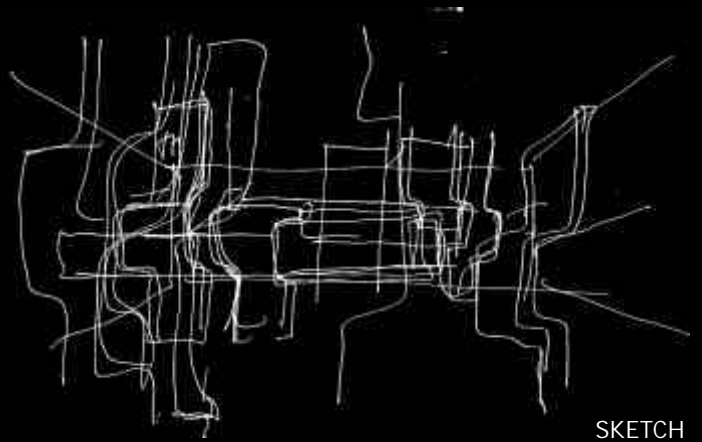


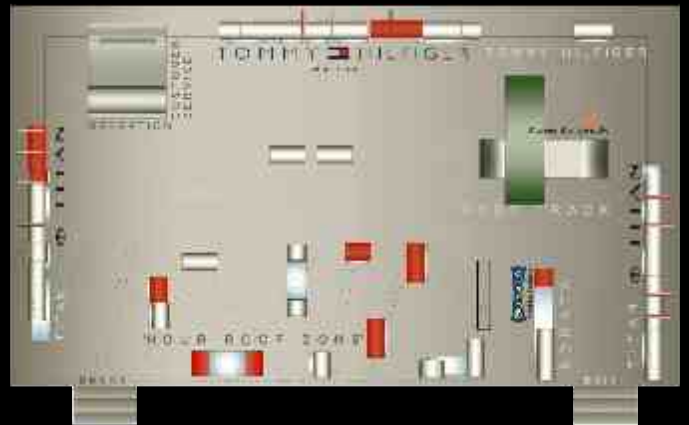
TIMELESS THEMES

It is not an exaggeration to say that the thematic area is one of the most anticipated parts of an Expo and often underpins the success of the event by elevating it from mere physical exhibitions to meaningful intellectual conversation between the product and the visitor. The thematic area is equipped with a whole variety of facilities and spaces, which will be filled up with exhibitions and activities of various forms, in order to effectively create the universal dimension of an Expo. Featured here is the attempt by Mumbai-based Collaborative Architects to give a new dimension to the concept of exhibition design for their client Titan Industries.

Text : Sujatha Mani
Photographs : courtesy the architects



SKETCH



FLOOR PLAN

Exhibitions are complex presentations that convey concepts, showcase objects and excite the senses. A theme-based expo design will be successful in communicating the process and purpose with the visitor. Today expositions are not merely product display but they have carried forward the fundamental principle of product display one step ahead by creating an experience to the audience. These presentations are more understandable, enjoyable and have made connections with the visitors' lives. There is no better way of selling your product than meeting potential customers face-to-face and engaging them in a lifetime experience. Not many projects in India have actually explored the possibility of using architectural capabilities to reach out to their target audience at expositions.

Titan industries wanted to explore this architectural paradigm in their expo pavilion to experiment and discover the architectural flexibilities the designer pavilions offer in terms of spatial understanding. Mumbai-based Collaborative architects who took up this task have had previous experiences in examining the duality and ambiguous relationships between the object and the space in one of their previous projects. The pavilion for 'Titian' was far more complex an exploration



SECTION



1



2

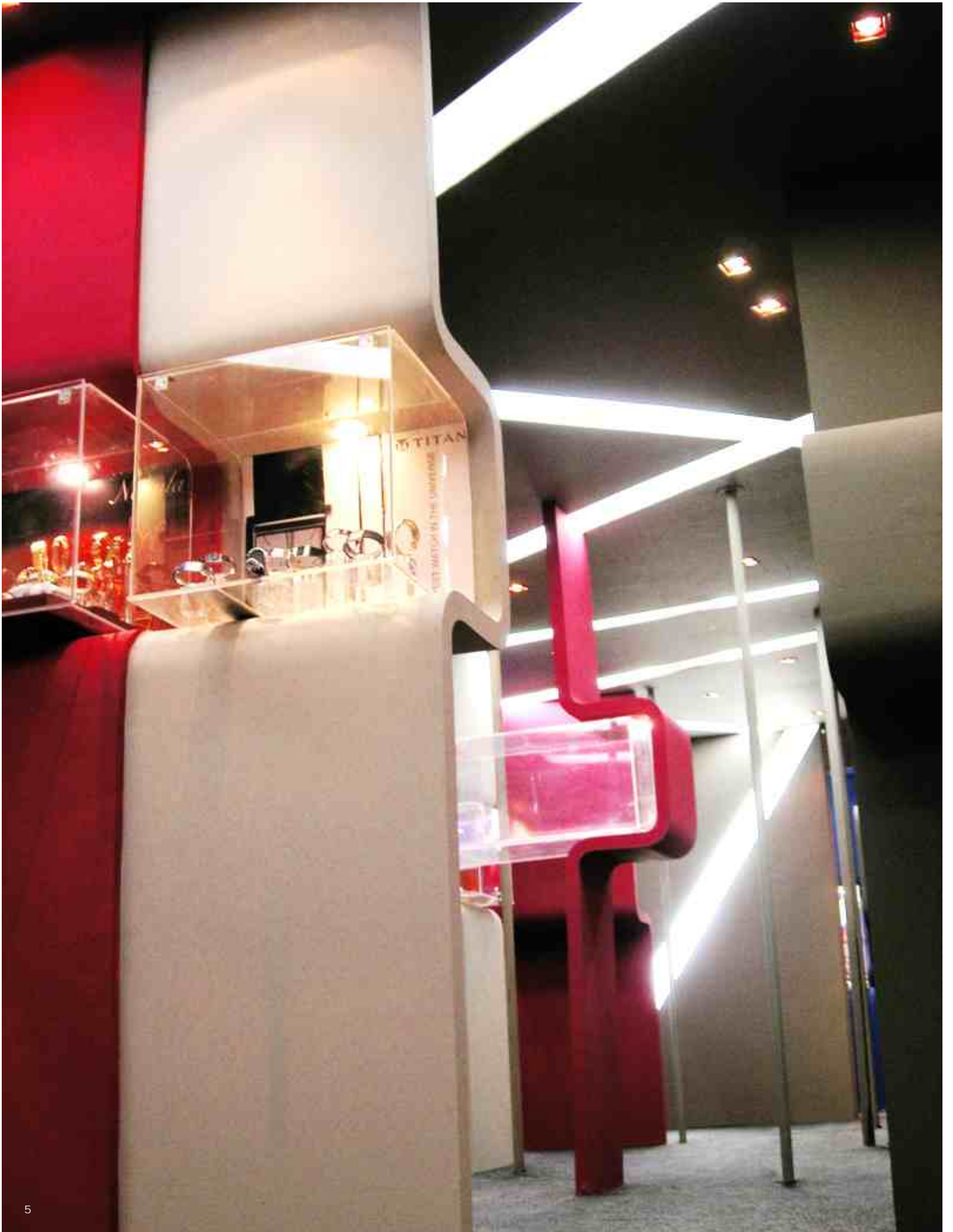
1 & 2. Modular stands are effective and eye catching, also flexible and reconfigurable for different stand spaces; a very economic solution if you exhibit regularly.
3. The spatial layout maximises the interface between the visitors and the products.
4. 3D rendering of how the pavilion will look like. Shown here is the pavilion in different hues and combination.



3



4





6



7

5 - 7. The pavilion not only conveys Titan Industry's future ideas and plans but also showcases different brands under one roof.

in terms of spatial conditions where time and fourth dimensional theoretical construct formed an innate part of the programme and tangible spatial index. The client's brief was fairly straight forward - a pavilion/installation which would convey the future directions of the company and at the same time showcase the different brands the company represents under one umbrella.

The architect duo, Mujib Ahemed and Lalitha Tharani restructured the brief, which called for individual kiosks for different brands, with an entire narrative, which takes the spectator through the event, unravelling the motto, '*innovations and the future direction*' of Titan Industries. The design apart from the architectural and the programmatic agenda had to address vital issues of construction, transportation and other site related logistics.

The spatial matrix with an area of 1450sqft and distinct domains for different brands that Titan represents is unified by a powerful narrative, which binds together the entire spectrum. This property of the pavilion maximised the interface between the audience and the products which in turn created inquisitiveness in visitors and provoked them to be a part of the design scheme which unfolded before them like a narrative.

The TIME ZONE, as the architects called the pavilion, is loosely knit, creating fairly independent sub-zones. The sub-zones ensure brand autonomy and maximum visibility to each brand present. The modular linear system facilitate to narrate a story about the brand or to highlight remarkable achievements in the case of 'Hour Roof Zone'. Hour Roof Zone is the specialty area, where the very first and the very best are displayed to create a compelling narration of the past, present and future of Titan Industries. The zone gets its name from the unusual canopy that hovers above it, which changes colour as hours pass by, depicting the very essence of time and spatiality.

The architects have purposefully made sure that the pavilion does not represent a 'general art gallery effect'. The displays revamp the idea by creating varied visual stimuli and display sequence. The panels are modular, with standard height of 3000mm and 2400mm containing modules of 150, 300, 450, 600, 900 and 1200mm in width. These could be put together in a multitude of ways to create desired display systems. The panels were arranged to have a number of configurations to fit to the space available and could expand and contract depending on site situations. Expandability and adaptability are two key issue addressed by the architects in this project. ■

FACT FILE

Project : Concept Pavilion for Titan Industries
 Client : Titan Industries Ltd.
 Location : Samay Bharati Expo '06
 Principal designers : Lalita Tharani and Mujib Ahmed
 Design team : Shoukat, Nadia and Sandhya,
 Area : 1450sq. ft
 Design period : 3 weeks
 Execution period : 10 days

