

Timber iQ

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In the jeans

Curves mark Turkish R&D textile studio
by Zemberek Design Office

*Photos by: Şafak Emrence
Courtesy of Zemberek Design Office*





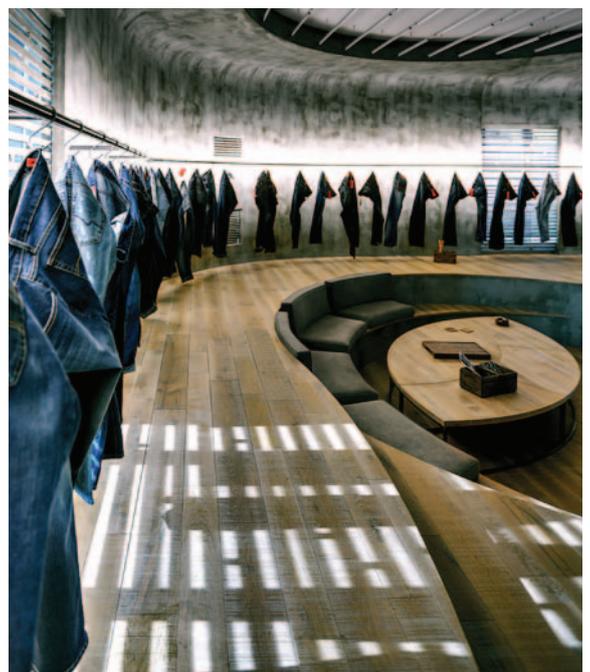


This unique space was designed as a research and development studio for and within a textile company's headquarters, and the design concept was based on the physical interactions among the users (R&D personnel), products, accessories, and the materials.

The project came about as result of observing the day-to-day workings of the R&D office space. The actions of sitting, walking, working, and evaluating the products in ordinary levels and locations of the office were found to be limiting in the research and development process.

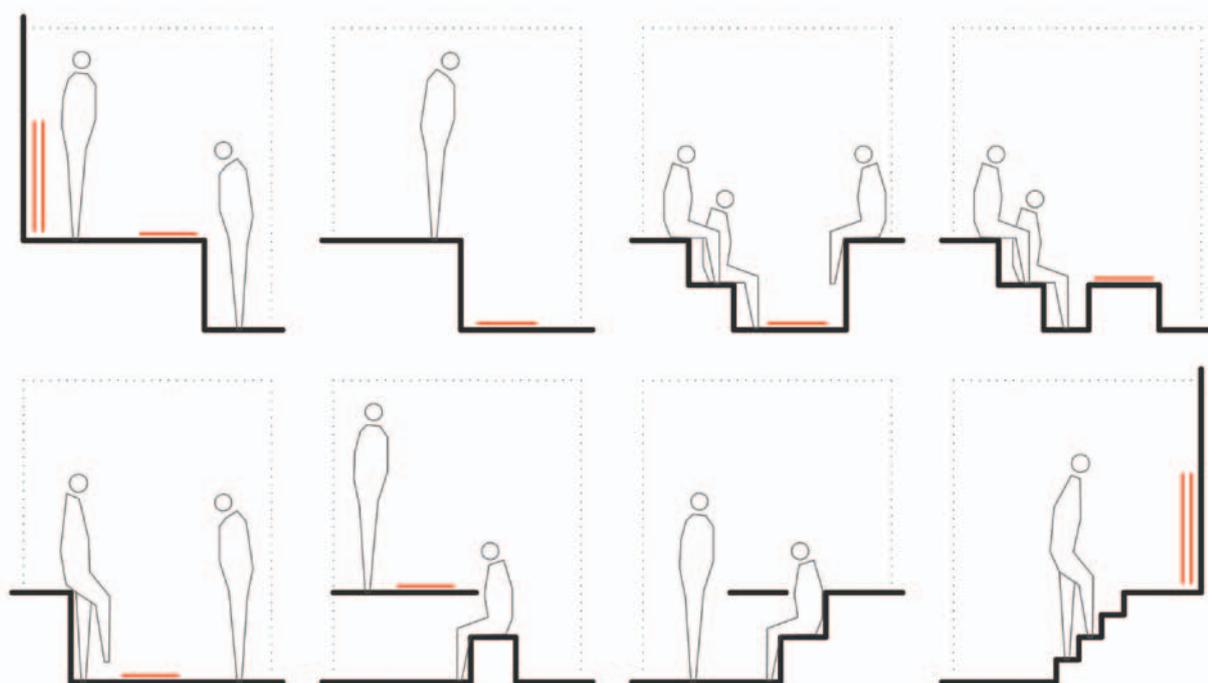
A new, more dynamic space was required.

This new, more dynamic space needed to acknowledge the flexibility of working in motion, with easy access to the whole volume of space, rather than as limited an area as possible. The design concept was based on the suggestion of establishing a platform that makes it possible to expand on the use of space during work, rather than, like a desk space, confining it to a certain space, and also limiting accessibility.





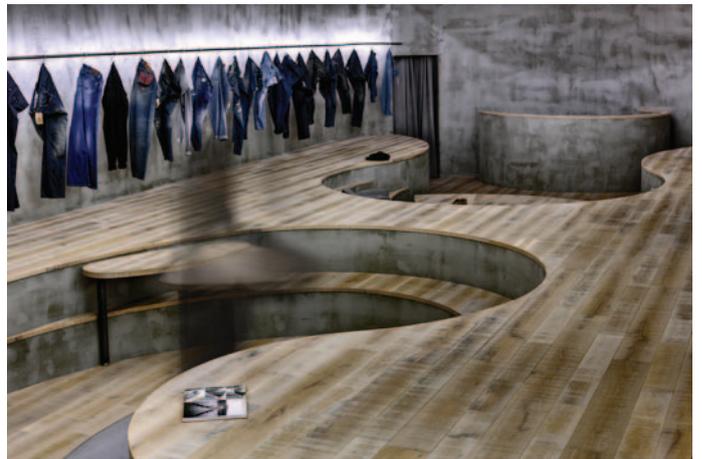
"We aimed to free the actions of sitting, working while in motion, learning, meeting, easily accessing the hangers, and observing the products (denims, fabrics, accessories, etc.) from different distances, instead of defining the locations of the actions. It was intended to increase and diversify the interactions of the users - both with each other and the space."





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Elevations between 0 and 80cm were separated from each other with different area intensities, and turned into platforms for the mentioned activities without boundaries. The curvilinear form was supported the sustainability of fluent and flexible movement. We made it easier to focus on products by selection of small palette of materials, including 'smoked oak' flooring. We also provided different variations and levels of artificial and natural lighting.



PROJECT DETAILS:

PROJECT NAME: Denim R & D

ARCHITECTURAL DESIGN: Zemberek Design Office

DESIGN TEAM:

Başak Emrence, Şafak Emrence, Ece Ilgın Avcı

CLIENT: Bulur Textile

LOCATION: Güneşli, İstanbul, Turkey

PROJECT AREA: 250m²

DESIGN AND CONSTRUCTION YEAR: 2014

PHOTOGRAPHER: Şafak Emrence

