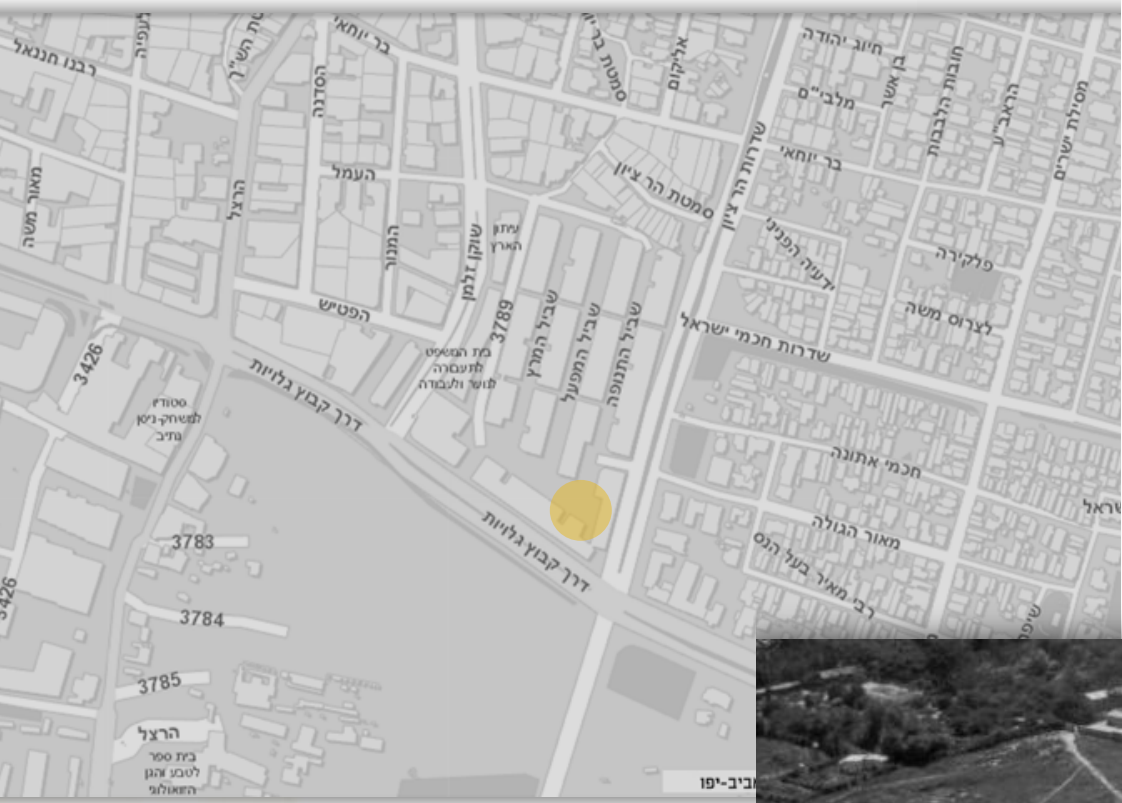


Residential Project

Apartment and work space for the upholstery of furniture

Kiryat Hamelacha | Har-Zion Boulevard



The design is based on a simple and clear scheme of 12 four-story elongated buildings parallel to the streets, above a concrete platform that is enclosed by a parking lot - giving the site a european urban atmosphere

History

First impression

The User

Concept

Design Principles

Plans

Illustrations

Background

Program

Planning

Kiryat Hamelacha | The 60's

History

First impression



The User

Concept



Kiryat Hamelacha was the first industrial zone of its kind established in Tel Aviv in the 1960s. New improved conditions provided to artisans included spacious work spaces, freight elevators, telephone connection, cleaning and also maintenance.

Design Principles

Plans

Illustrations

Background

Program

Planning

The buildings, inspired by the periodical brutal stream, are simple boxes.
The only "decoration" is the horizontal and vertical shutters that shade the windows and stairwells.

History

First impression

The User

Concept

Design Principles

Plans

Illustrations



Background

Program

Planning

Materials, colors and textures



History

First impression

The User

Concept

Design Principles

Plans

Illustrations

Background

Program

Planning

User Profile

Anna (47) is a newly divorced couple with two sons in joint custody. She designs textiles, and upholstery armchairs and sofas.

Programmatic Needs:

- A residential space for her and her children in an irregular manner
- Work space
- Storage space for fabrics and textiles
- A sample exhibition space of her works

History

First impression

The User

Concept

Design Principles

Plans

Illustrations

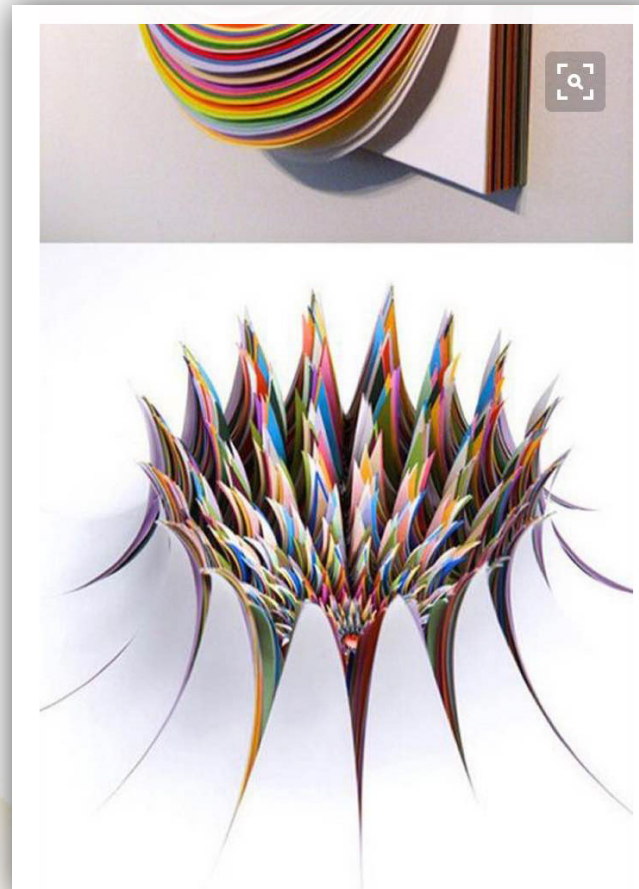
Background

Program

Planning

Concept | The process of discovery

There is a dichotomy between the repetitiveness, anonymity, grayness, and the lobes of the facades outward, and the experience we want the woman to go through: a sexy, daring, sensual, intimate, feminine, multi-colored experience, designed and identified with her needs.



A model that presents a process of revelation of spaces to the user

History

First impression

The User

Concept

Design Principles

Plans

Illustrations

Background

Program

Planning

Concept | Maze inspired by fabrics



History
First impression

The User
Concept

Design Principles
Plans
Illustrations

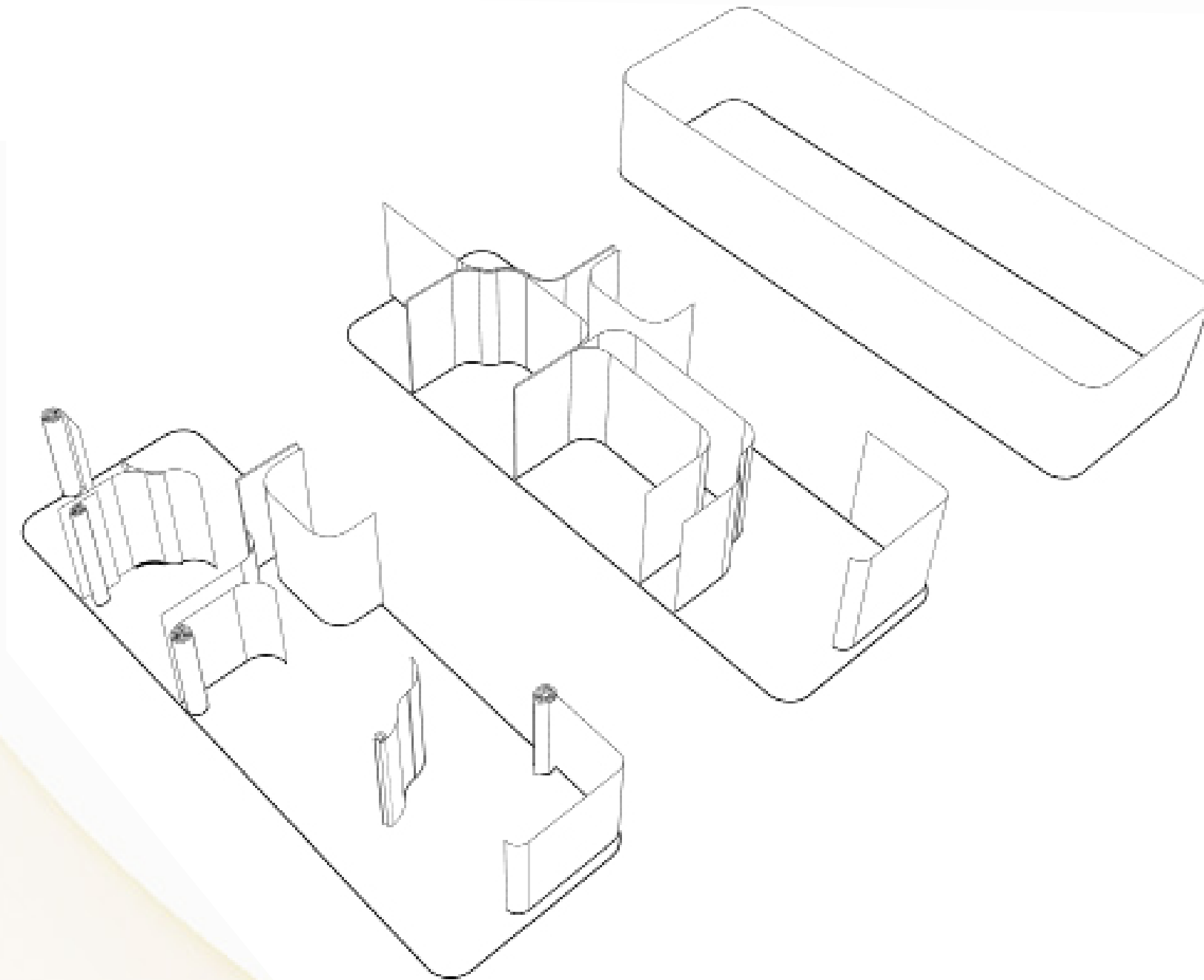
Background

Program

Planning

Modular space | Dynamic partitions

Variable partitions provide a variety of alternatives to the interior of the apartment



History

First impression

The User

Concept

Design Principles

Plans

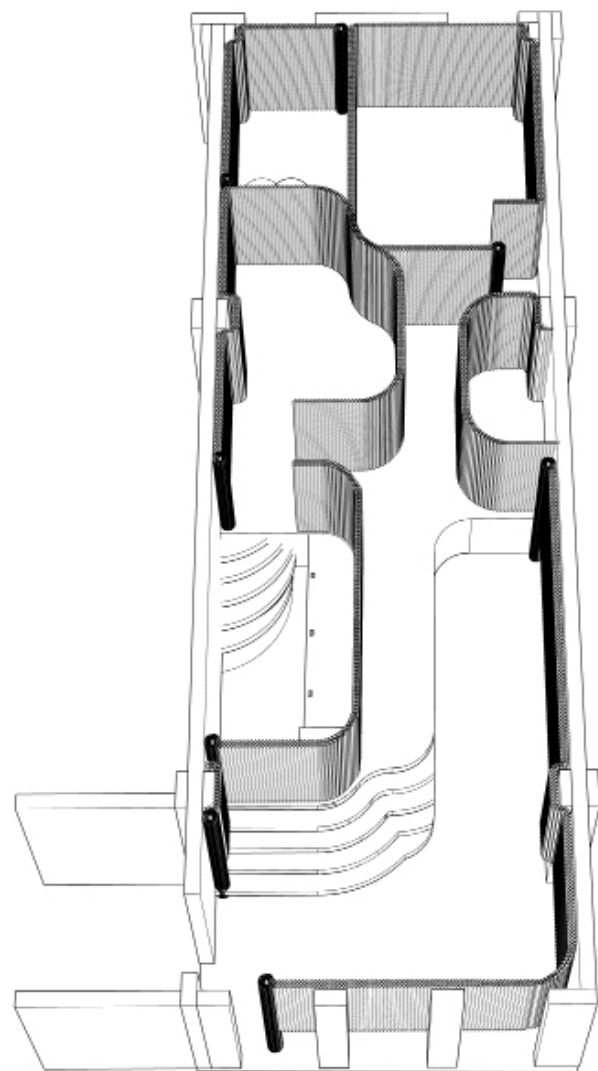
Illustrations

Background

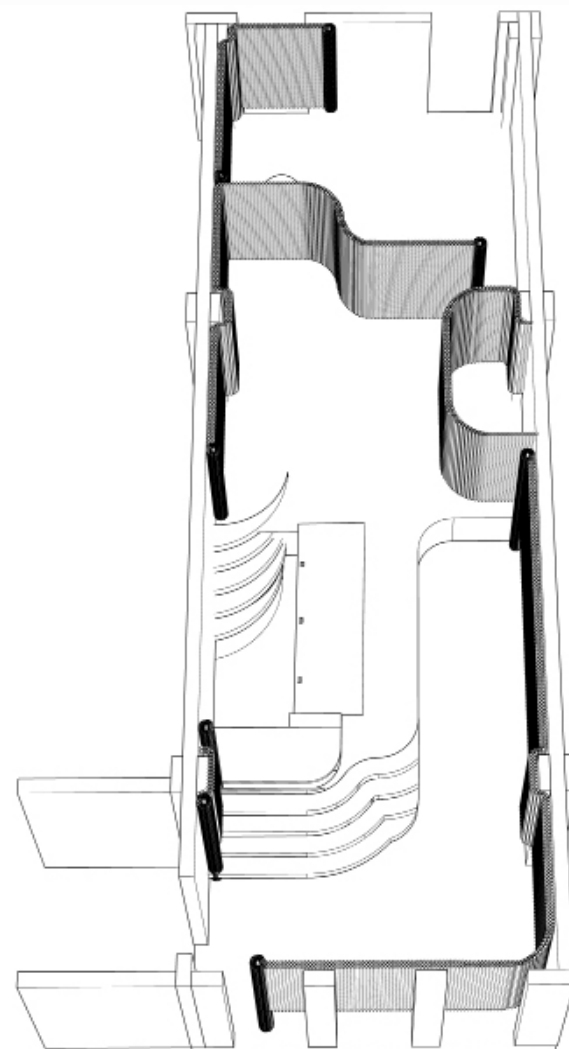
Program

Planning

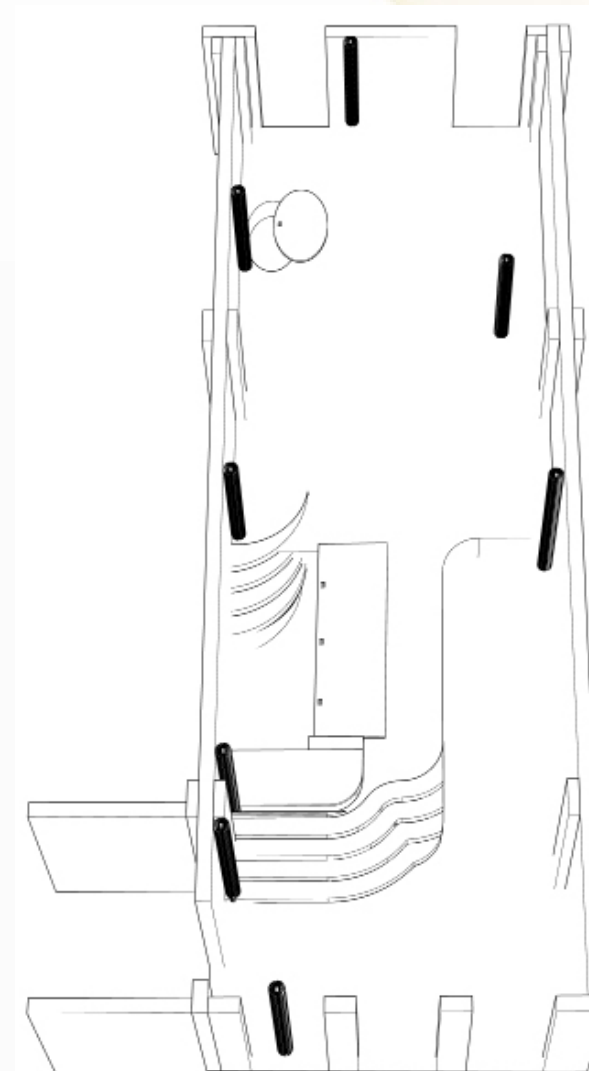
Modular space | Dynamic partitions



Mode 3
closed and small
spaces. Intimacy and
separation of functions



Mode 2
Intermediate Spaces
Public versus private
division



Mode 1
The apartment is
one open space

History

First impression

The User

Concept

Design Principles

Plans

Illustrations

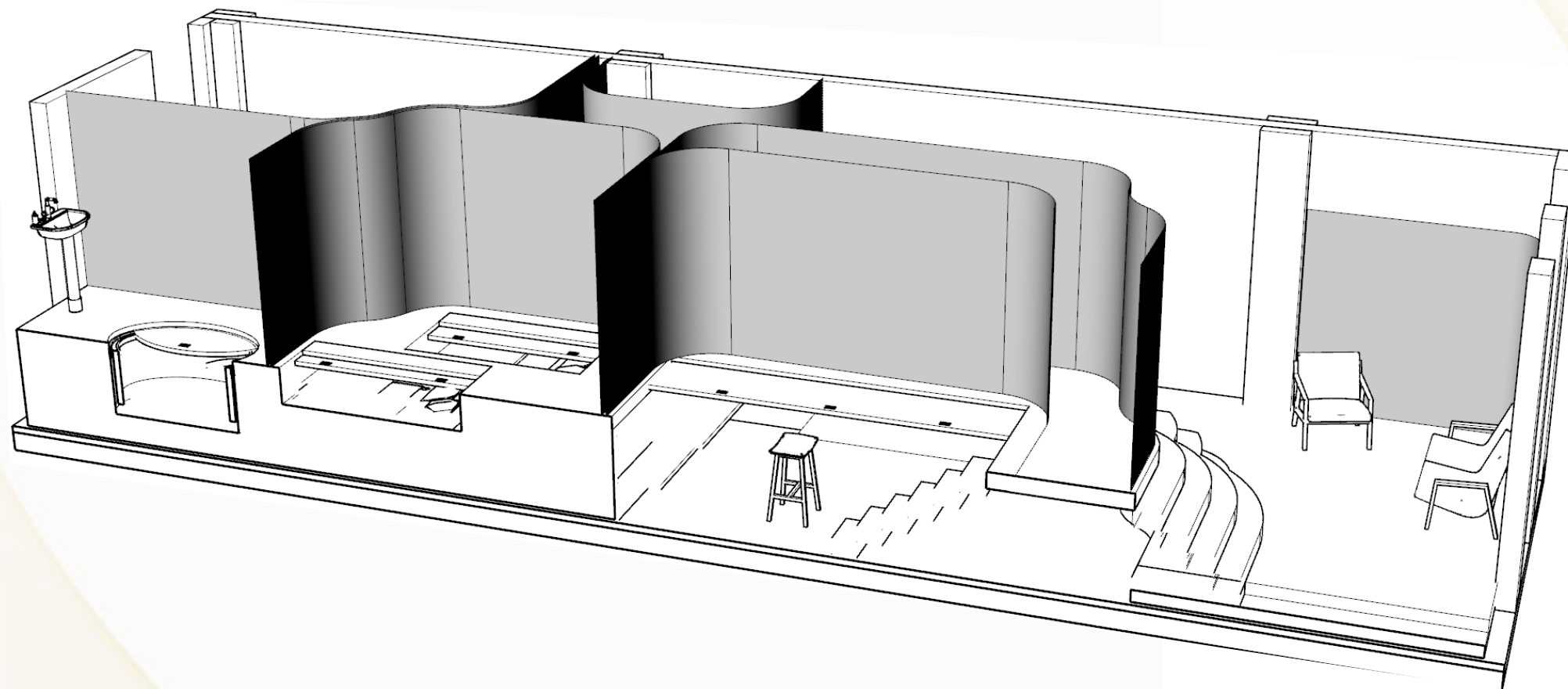
Background

Program

Planning

Space Utilization | Using the floor

Raising part of the floor on a 1-meter platform that allows storage and the insertion of furniture inward when necessary, for maximum utilization of space.



History

First impression

The User

Concept

Design Principles

Plans

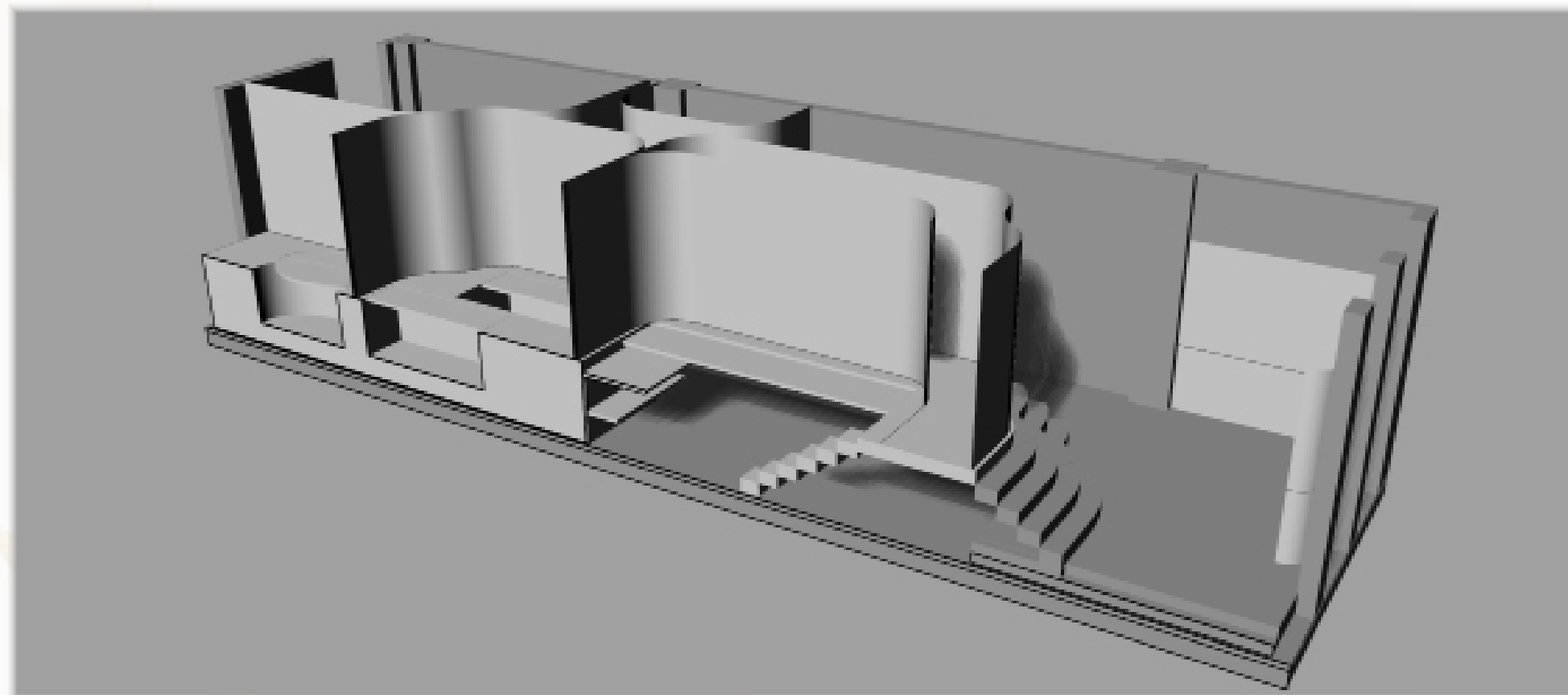
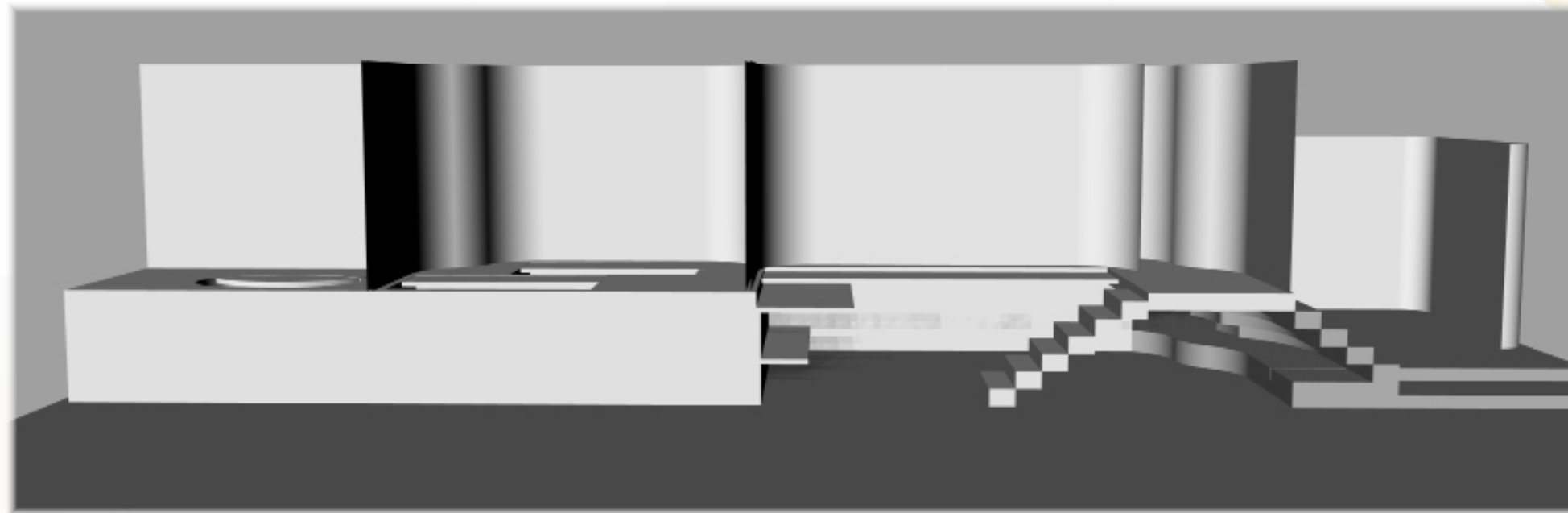
Illustrations

Background

Program

Planning

Space Utilization | Using the floor



History

First impression

The User

Concept

Design Principles

Plans

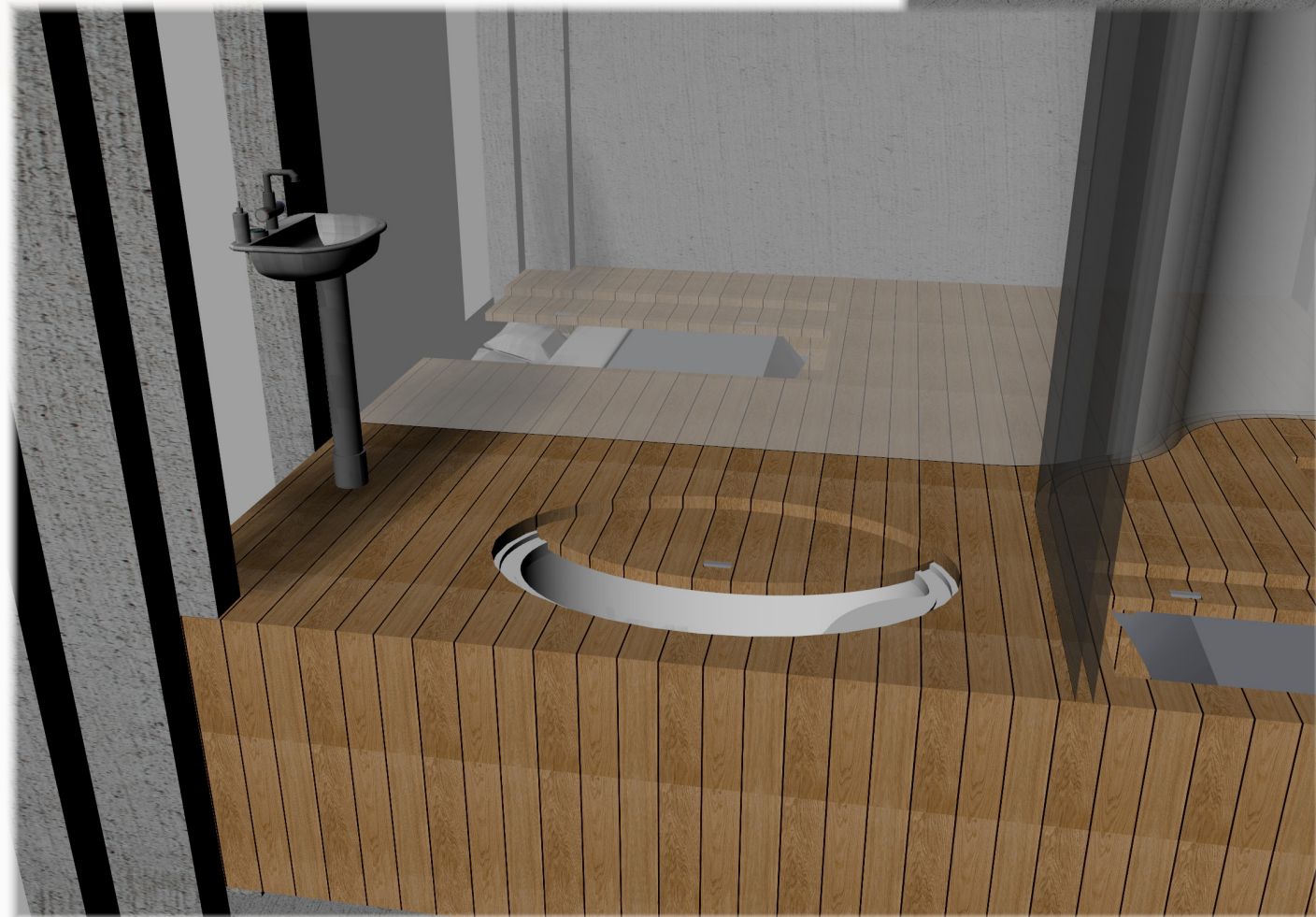
Illustrations

Background

Program

Planning

Space Utilization | Functionality



History

First impression

The User

Concept

Design Principles

Plans

Illustrations

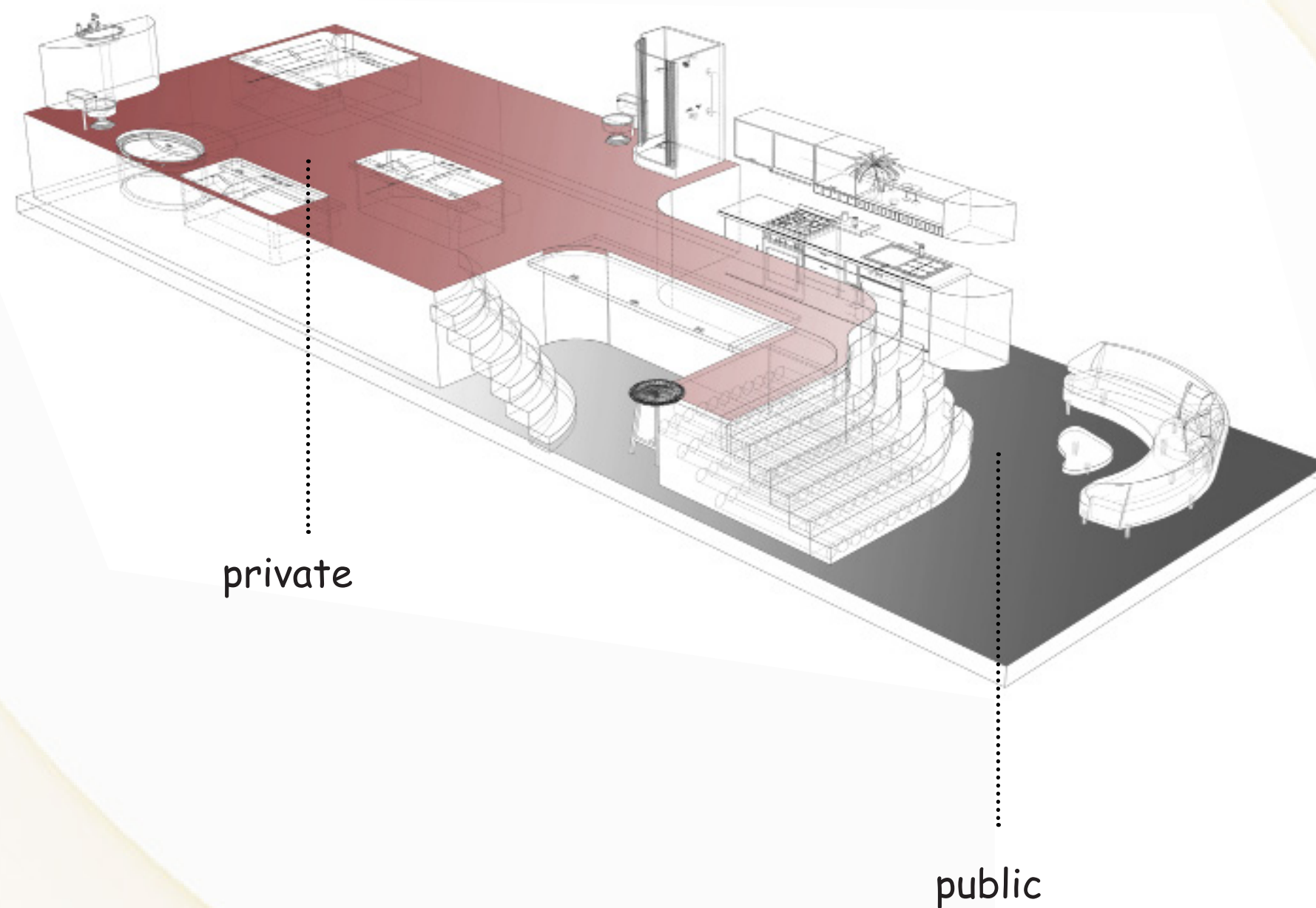
Background

Program

Planning

Private Public Relations | Layers

The elevated stage is the private space, while the lower part is devoted to common public functions



History

First impression

The User

Concept

Design Principles

Plans

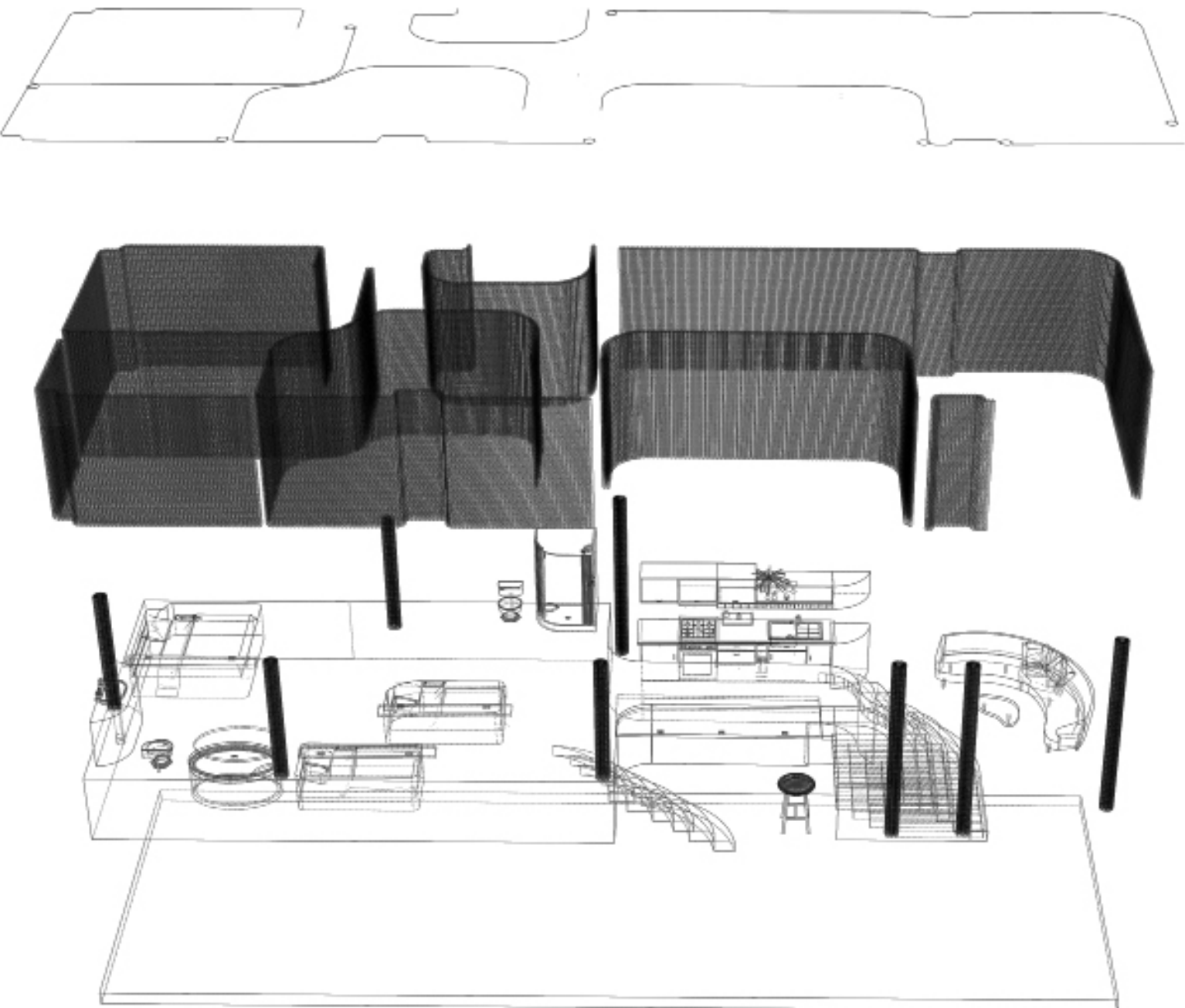
Illustrations

Background

Program

Planning

Design Principles



..... Ceiling rails will be illuminated by gentle LED lighting

..... Paper partitions divide the face at a variable transparency level

..... The partitions are closed to paper lighting poles inspired by the fabric rolls

..... Floor on two levels - private and public

History
First impression

The User
Concept

Design Principles
Plans
Illustrations

Background

Program

Planning

Materials | From heavy to light



A heavy wooden platform, sealed down for storage, with translucent, light, floating walls of paper

History
First impression

The User
Concept

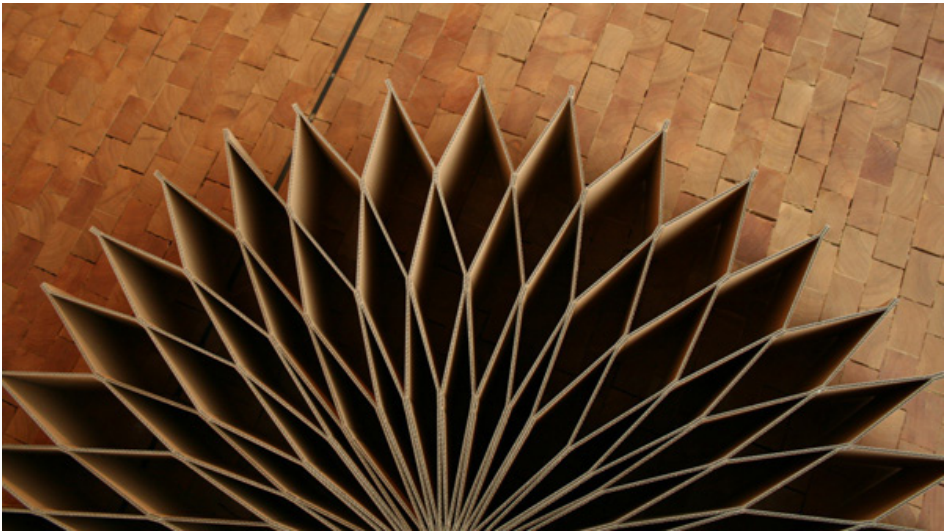
Design Principles
Plans
Illustrations

Background

Program

Planning

Materials | Wood, paper and concrete



History
First impression

The User
Concept

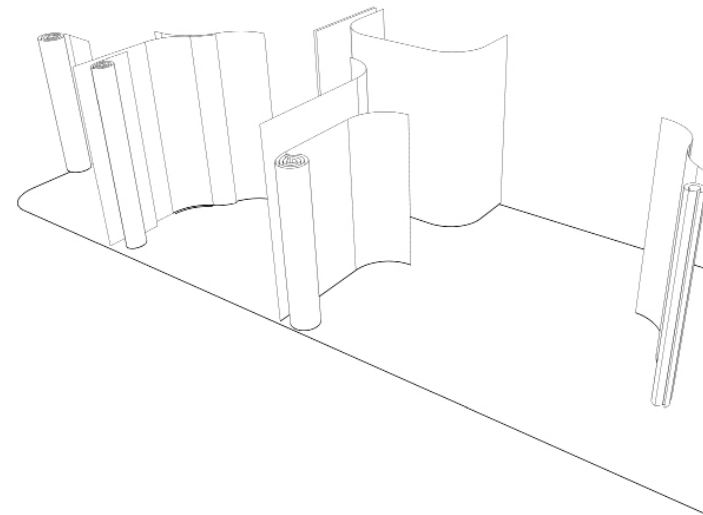
Design Principles
Plans
Illustrations

Background

Program

Planning

Materials | Variable transparency partitions



Using paper-folding partitions in a folding technique that produce filtering of light and layers to create a different privacy.



History

First impression

The User

Concept

Design Principles

Plans

Illustrations

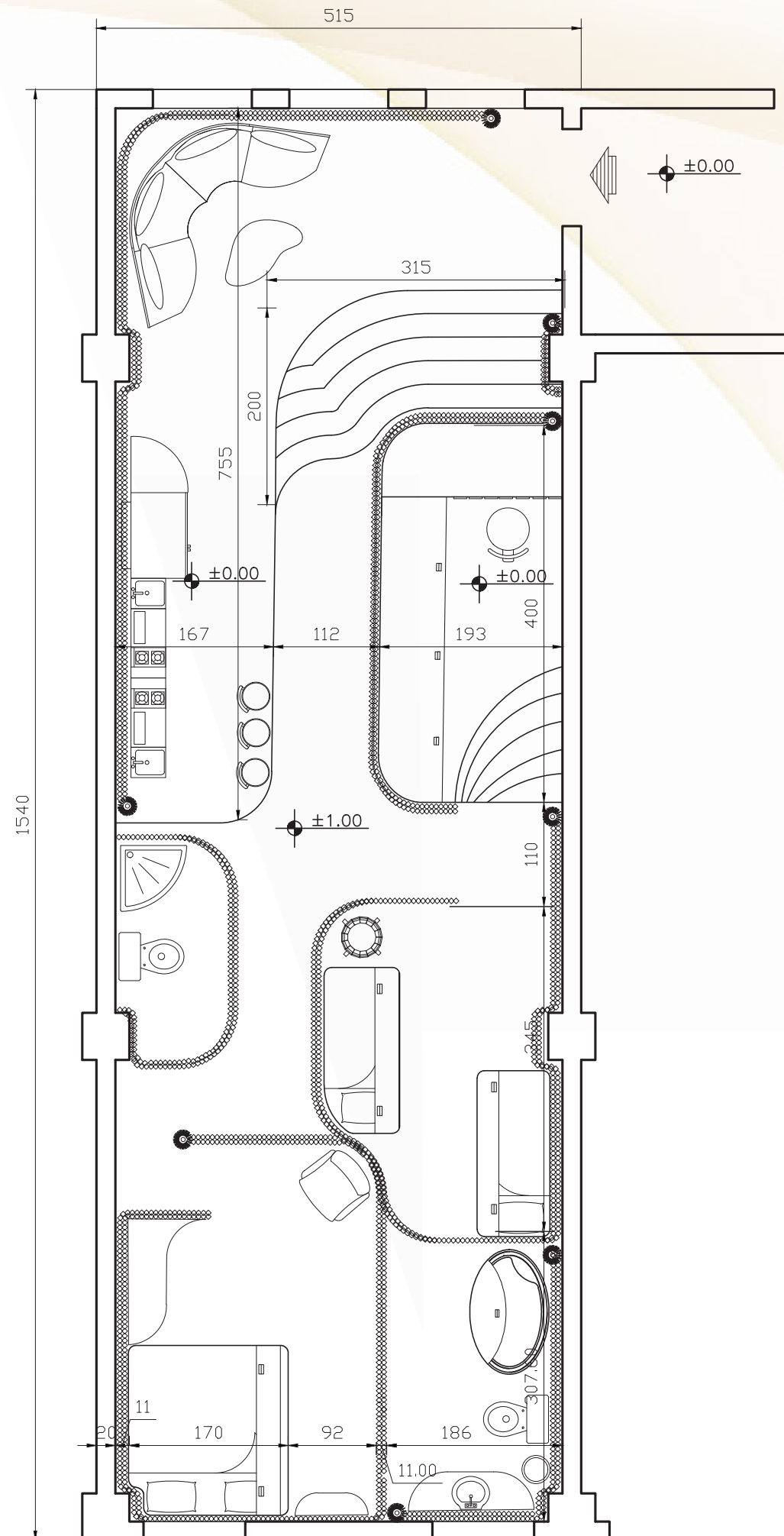
Background

Program

Planning

Plans

Apartment Plan | Scale 1:50



History

First impression

The User

Concept

Design Principles

Plans

Illustrations

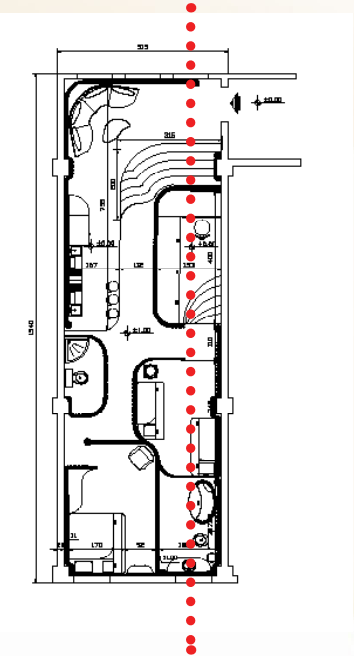
Background

Program

Planning

Plans

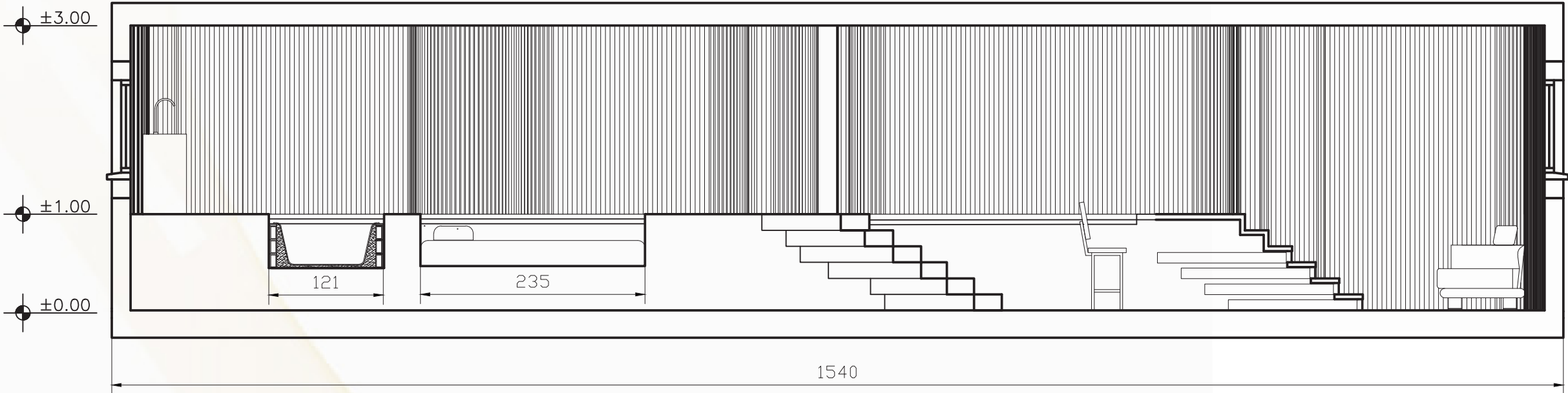
Length section | Scale 1:50



History
First impression

The User
Concept

Design Principles
Plans
Illustrations



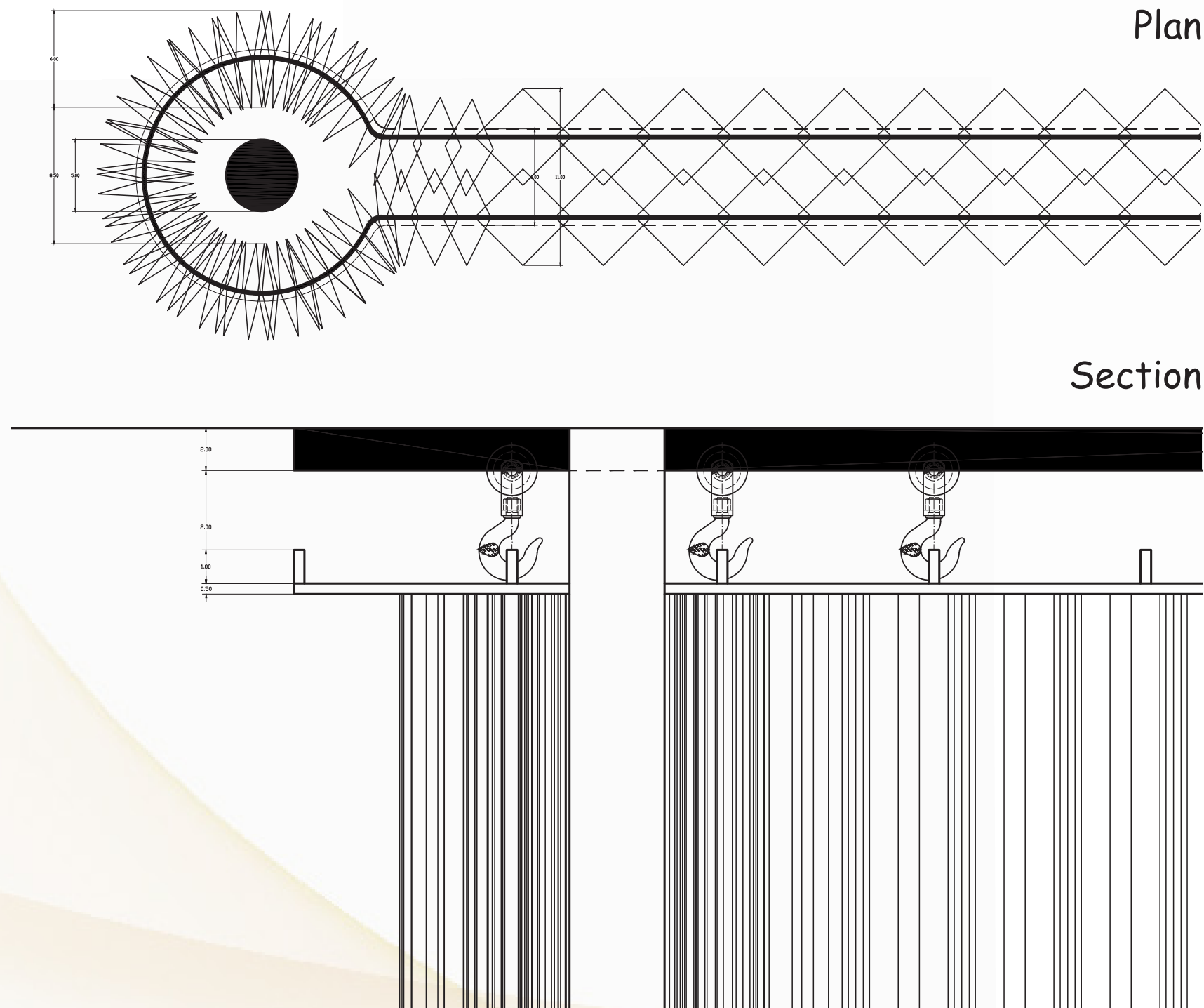
Background

Program

Planning

Partition

detail | scale 1:2



History

First impression

The User

Concept

Design Principles

Plans

Illustrations

Background

Program

Planning

Illustration | paper partition



History

First impression

The User

Concept

Design Principles

Plans

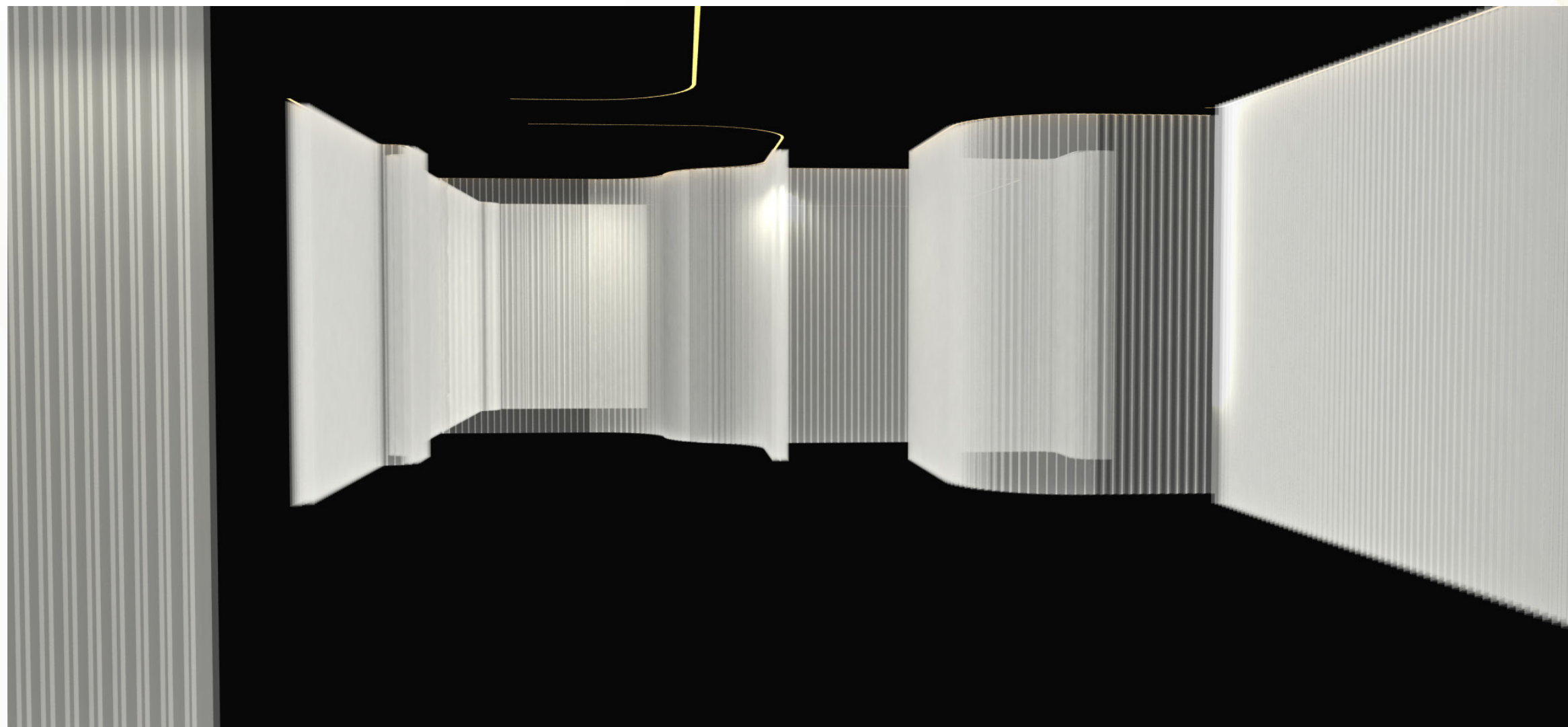
Illustrations

Background

Program

Planning

Illustration | paper partition



Highlights: ceiling lighting, transparency

History

First impression

The User

Concept

Design Principles

Plans

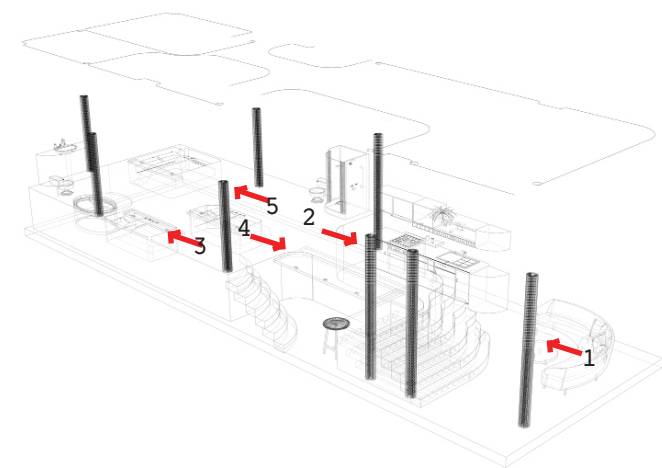
Illustrations

Background

Program

Planning

Illustration | paper partition



2. A high view towards the living room. Highlights: ceiling lighting, transparency

History
First impression

The User
Concept

Design Principles
Plans
Illustrations

Background

Program

Planning

Illustration | paper partition in 3 modes



History
First impression

The User
Concept

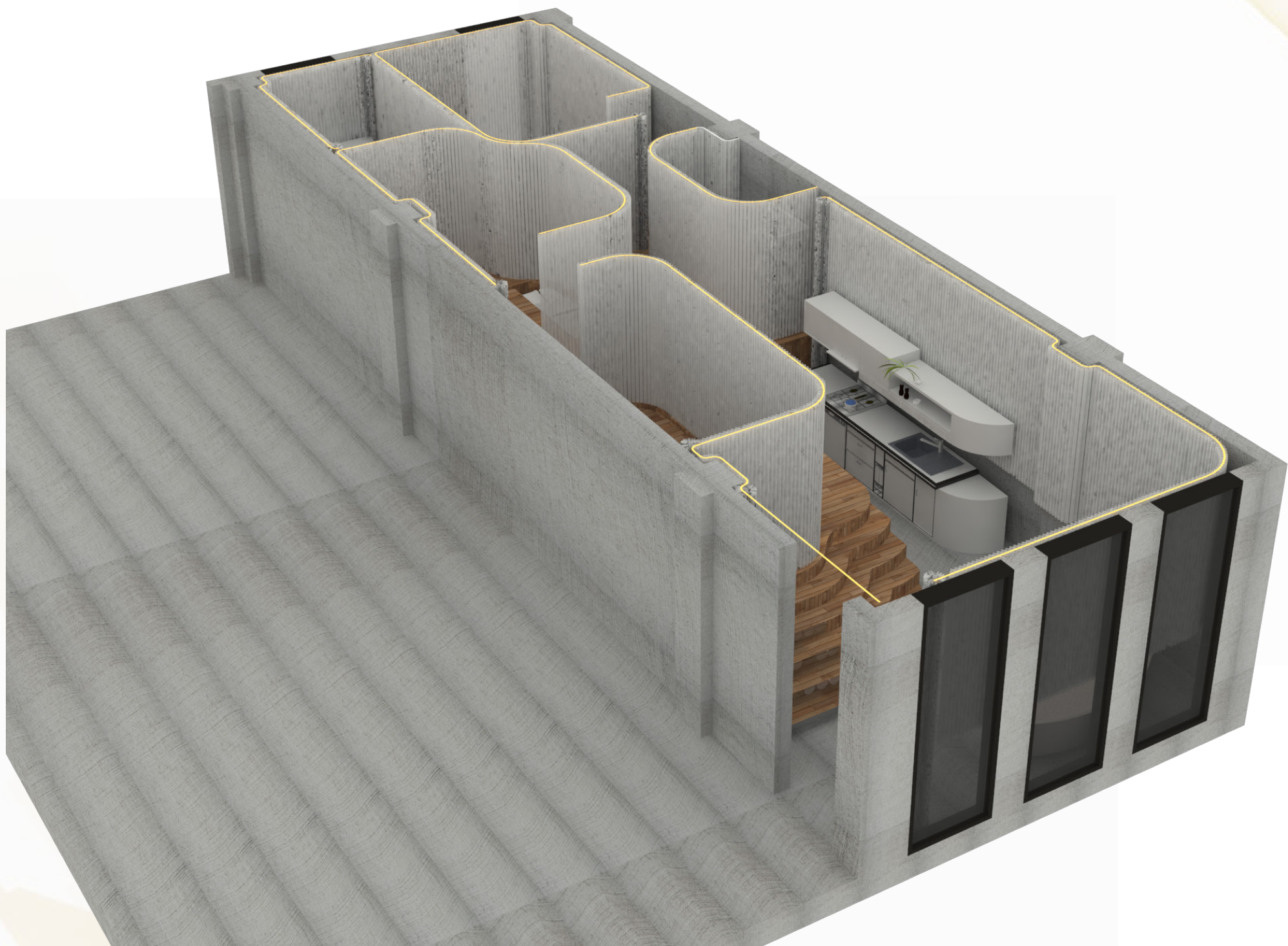
Design Principles
Plans
Illustrations

Background

Program

Planning

Illustration | Rails in the ceiling



History

First impression

The User

Concept

Design Principles

Plans

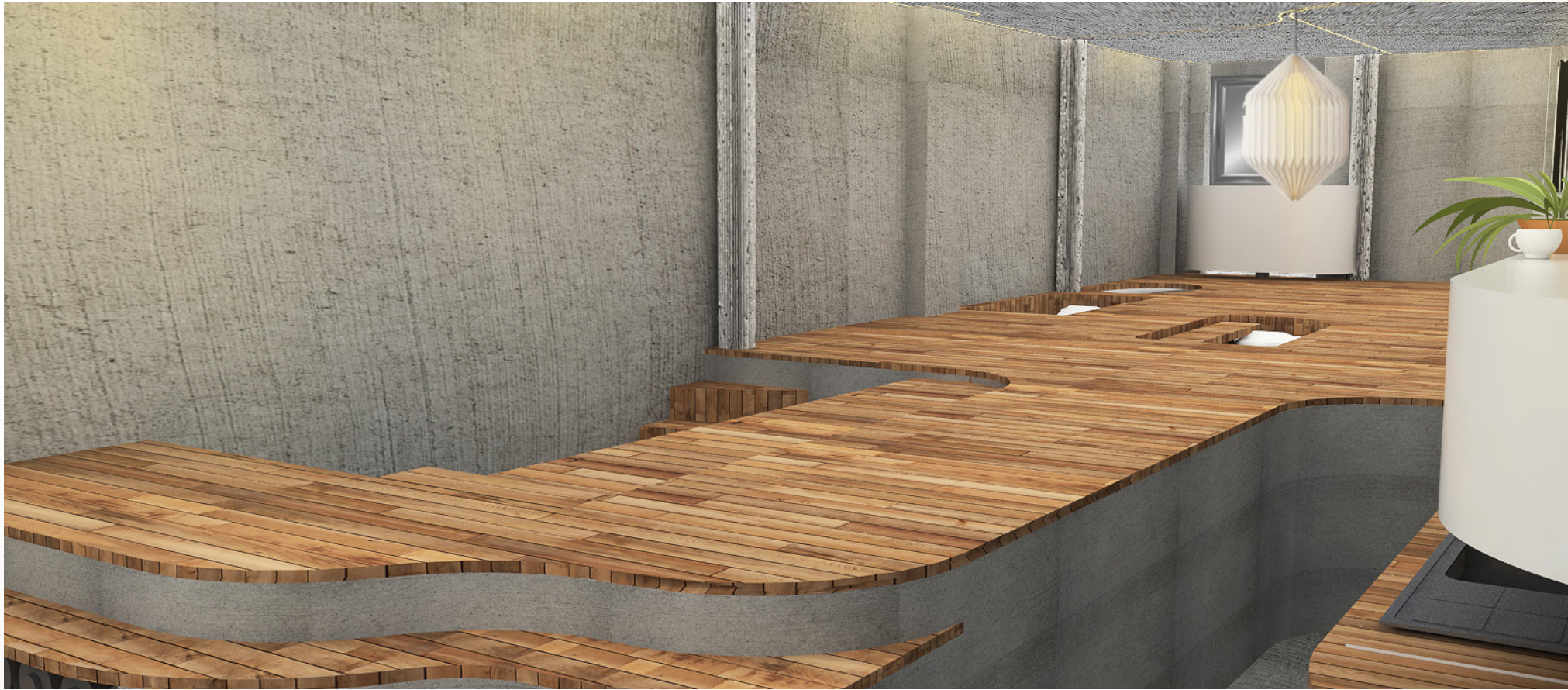
Illustrations

Background

Program

Planning

Simulation of different situations



The partitions are open



The partitions are closed

History
First impression

The User
Concept

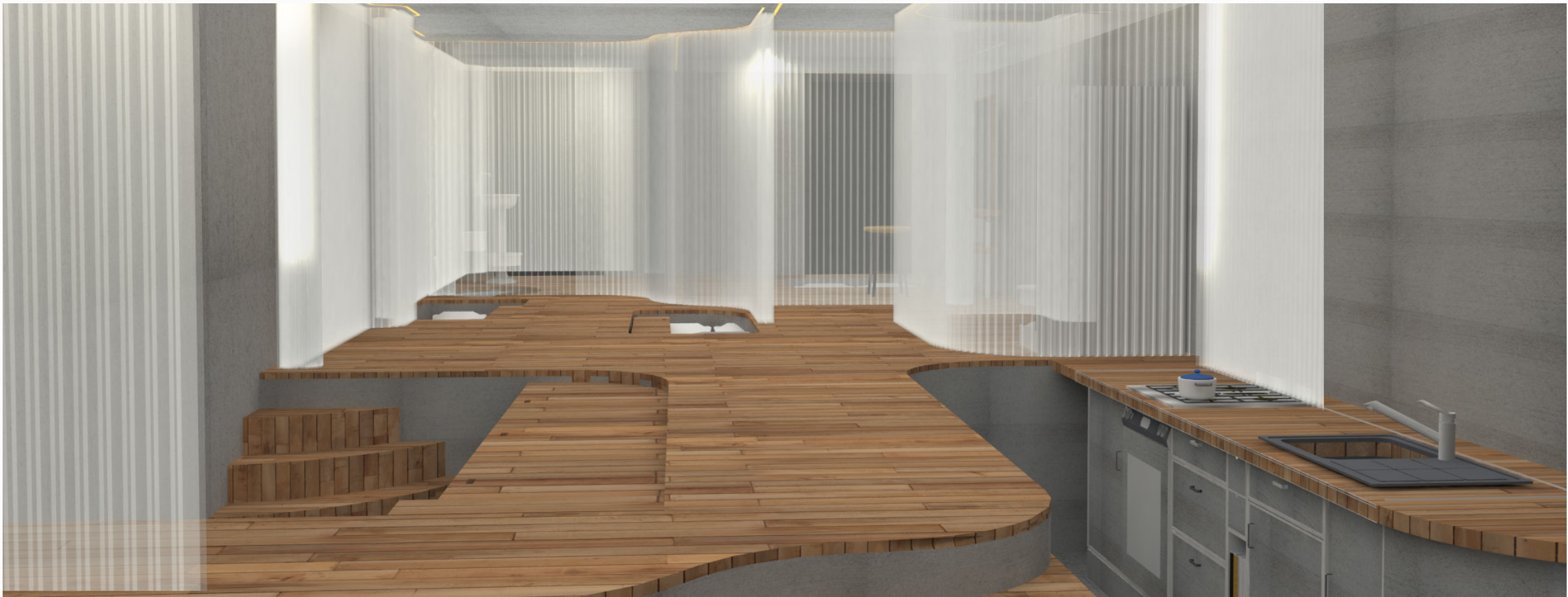
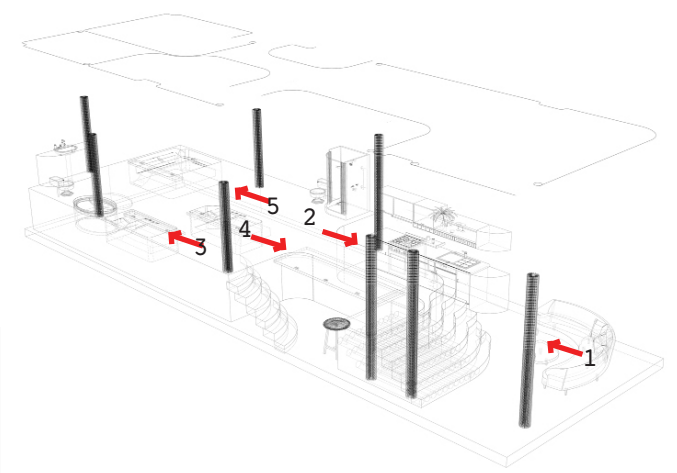
Design Principles
Plans
Illustrations

Background

Program

Planning

Illustration | private spaces



1. A view from the public part to the private spaces

History
First impression

The User
Concept

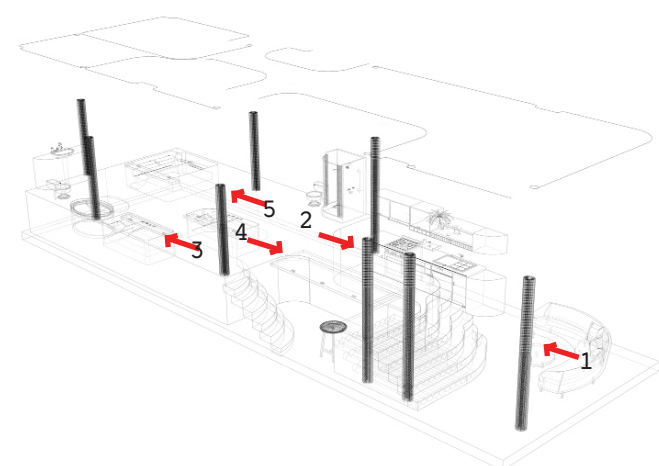
Design Principles
Plans
Illustrations

Background

Program

Planning

Illustration | the children's room



3. The children's room Highlights: beds and furniture are sunken and disappear on the floor

History
First impression

The User
Concept

Design Principles
Plans

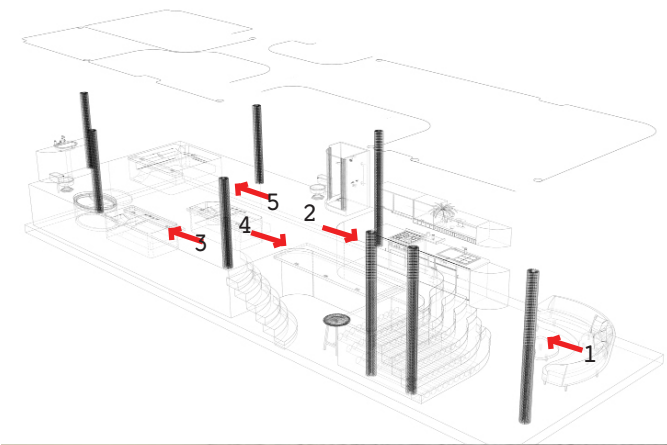
Illustrations

Background

Program

Planning

Illustration | public spaces



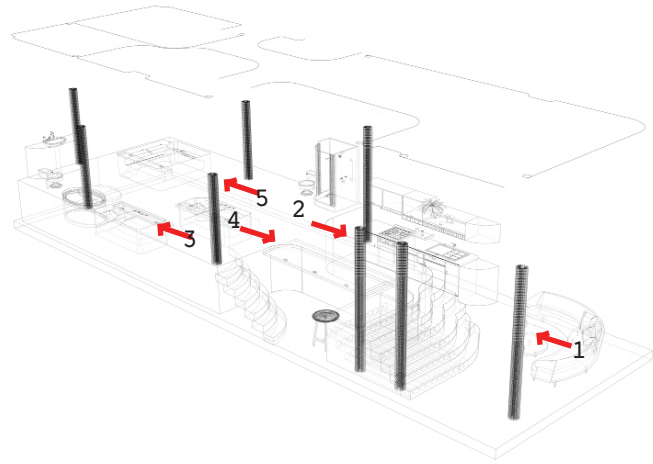
4. Looking into the working space

History
First impression

The User
Concept

Design Principles
Plans
Illustrations

Illustration | public spaces



4. Looking into the working space. Highlights: storage of fabric rolls under the stairs

History

First impression

The User

Concept

Design Principles

Plans

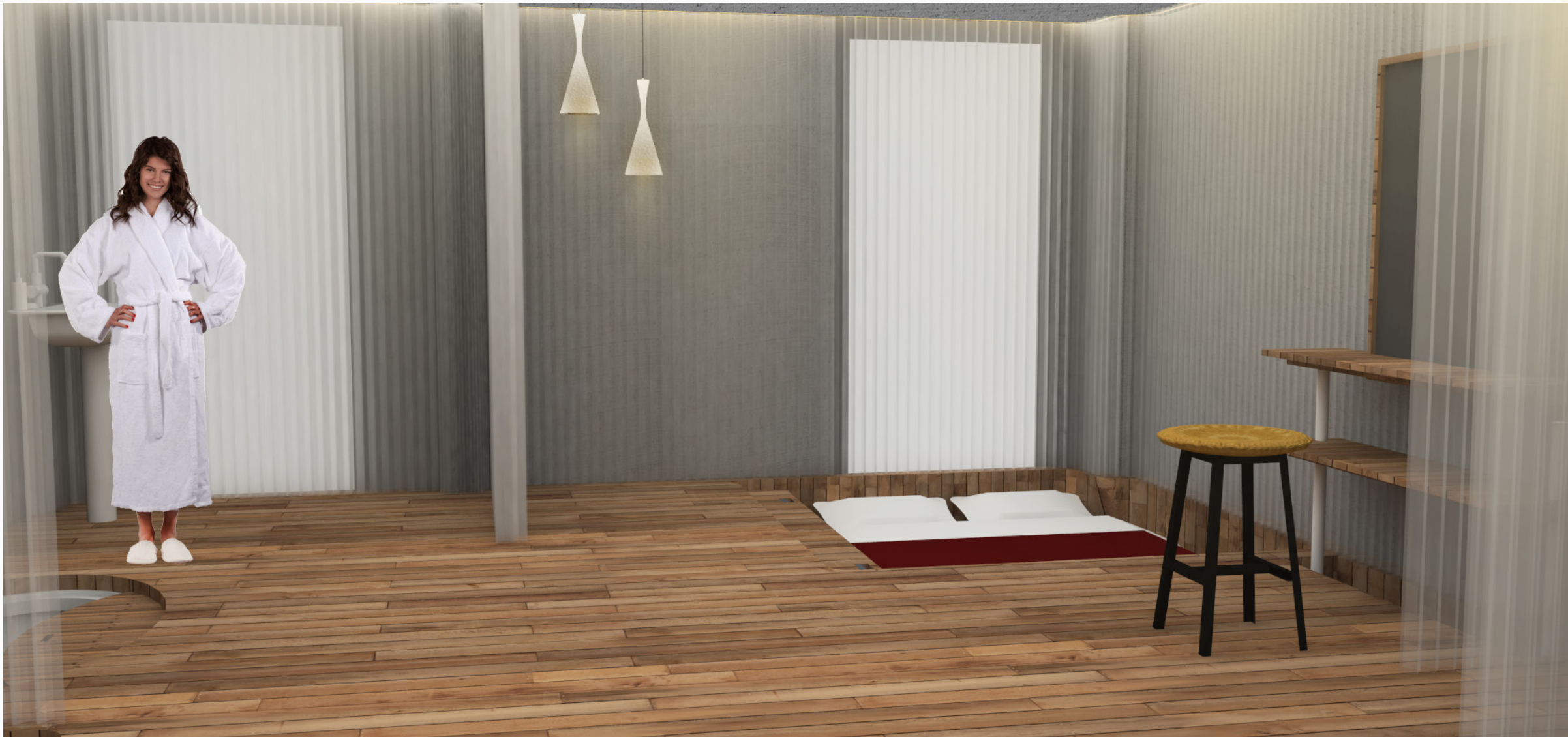
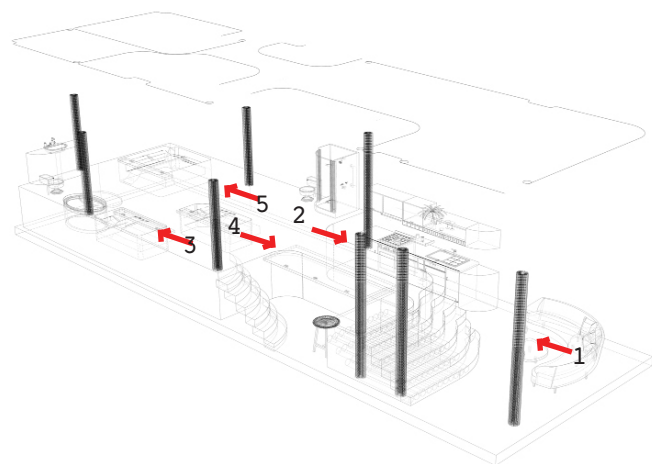
Illustrations

Background

Program

Planning

Illustration | private space



5. Bedroom

History
First impression

The User
Concept

Design Principles
Plans
Illustrations

Background

Program

Planning

Thank you :)