



Westside Lofts & Towns Inc. / Urbancorp - Sales Centre Displays

Location Toronto, Ontario
Designer / Architect Alsop Architects
Duration Oct 2005 - Mar 2006

Scope - SML was retained to fabricate 3 displays for a Toronto Condominium Sales Centre, a large, illuminated display to highlight the available floor-plans ("The Blob"), a model table to present the scale model ("The Box"), and a funky but functional reception desk ("The Tooth").

Highlights - The Blob is an approximately 16' long x 9' high x 6' wide organic shape on legs, with backlit graphic windows, computer-controlled, multi-coloured internal LED illumination, and concealed belly-mounted, coloured fluorescent indirect lighting. Construction is a wood framework, over-sprayed with foam, sculpted and sanded, then covered with a sprayed plastic hard shell and painted. The Tooth is a functional and stylish reception desk, using the same wood / foam / plastic / paint system as was used to produce The Blob. The Box is a wood with plastic laminate table designed to support a full-size site plan drawing and a 3-D scale-model of the development, that sits astride a black-striped, internally illuminated, fabricated, translucent white, acrylic box.



The Box under scale model table



The Tooth reception desk (front view)



The Tooth reception desk (side view)



The Tooth reception desk (rear view)



The Blob organic condominium floor plan display unit



The Blob revealing underside illumination and backlit faceted graphic panels