

SHELF 1 XYZ PROJECT

A Value Project for
SHALINI GANENDRA ADVISORY
@ Gallery Residence



AMOS & GARY, Founding Partners, XYZ Project

“The shelf is a simple exercise in minimal cost furniture design and built with simple tools with a limited element of modularity. The design seeks to express its bare, utilitarian nature through its utilitarian nature through its axial form – a sleek and sharp white juxtaposed against the warmth and homeliness of its wooden platforms”

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LOGO XYZ

SHELF 1- CONCEPT:

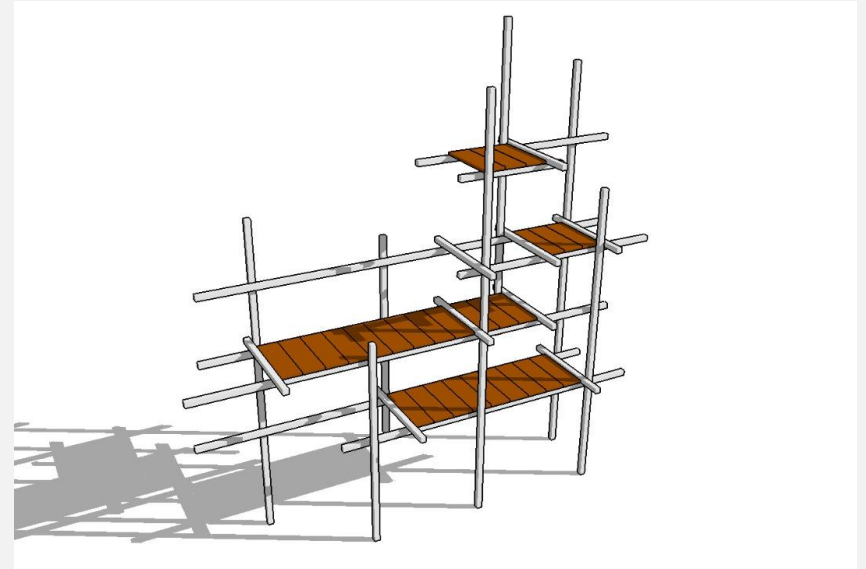
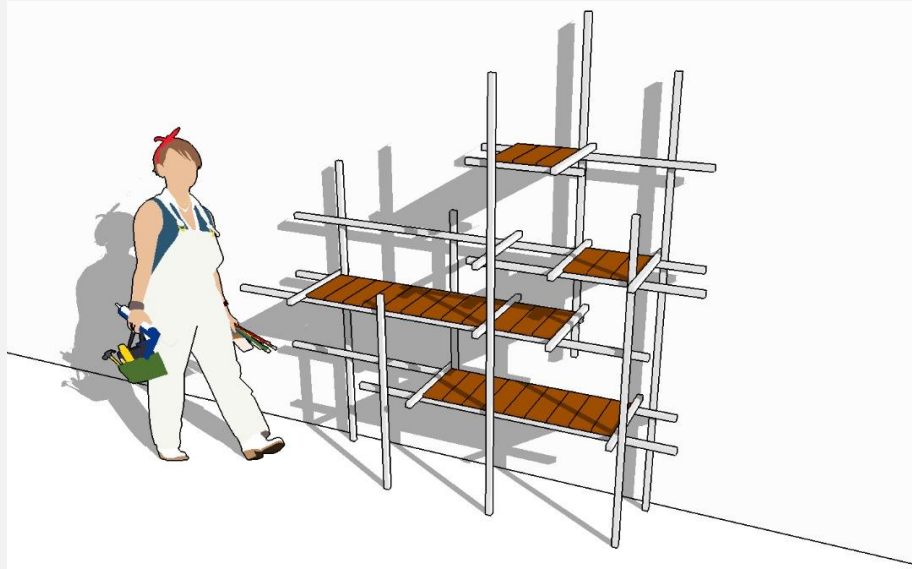
Shelf 1, combines design and utilitarianism in the creation of a practical yet meaningful and aesthetic shelf. The artist Amos Tan, who had been involved in numerous projects at Shalini Ganendra Advisory, designed the shelf with economic restrictions. These restrictions, despite providing shortcomings also provided strengths, resulting in thought through, recycled materials that maintain the Gallery Residence's ethos of sustainability. The materials include mild steel and recycled timber, providing sustainable, flexible and manipulatable properties.

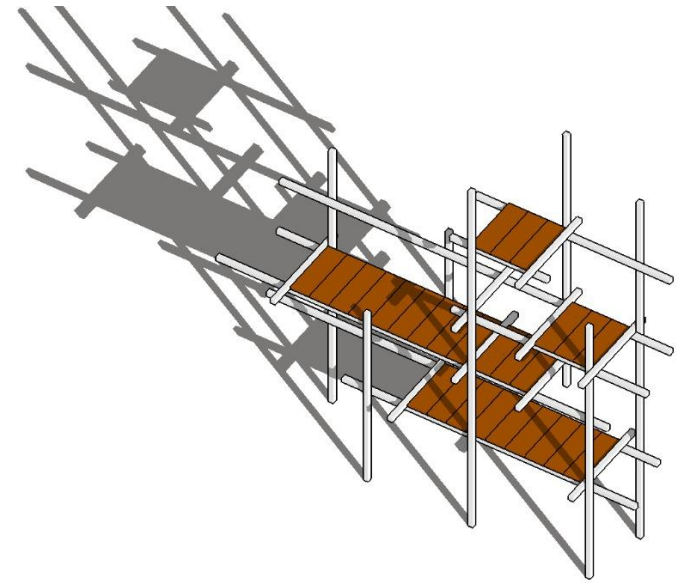
The Shelf shifts the relationship between art and life, providing an artwork that has utilitarian functions and can be used in everyday life. It therefore stresses the important relationship between life and art, narrowing this boundary.

Its axial form upholds the two core elements in mind during its design: modularity and lightness. Its uniqueness lies in its design, creating elegance and beauty. Its simplicity and weightlessness creates a balanced and harmonious atmosphere. The minimalist, simplicity of the white steel set against the warmth and homeliness of the timber creates an ideal design for an indoors setting whilst standing in style.

The Shelf is able to hold a variety of objects, complimenting these objects rather than competing with them. Its form is adaptable and flexible and is strong enough to bare the weight of a male human. This strength and adaptability combine to provide the shelf with versatility, allowing it to hold various different objects.

PLAN:







EXPLANATION:

Whilst choosing the materials for the design, several factors needed to be considered. The shelf had to be strong enough to serve its practical function and also flexible and manipulatable, whilst serving its aesthetic purposes of lightness and elegance. Additionally, the materials had to be within the economic budget.



The team eventually decided on a combination of mild steel square hollow sections and recycled timber. The mild steel provided a lightweight material that is strong whilst also being manipulatable. This allowed the material to be installed and handled at ease. The recycled timber was sourced from a previous project, making the project more affordable whilst ensuring the sustainability and eco-friendliness of the project. The timber was also chosen and treated in order to extend the literal shelf life of the shelf!



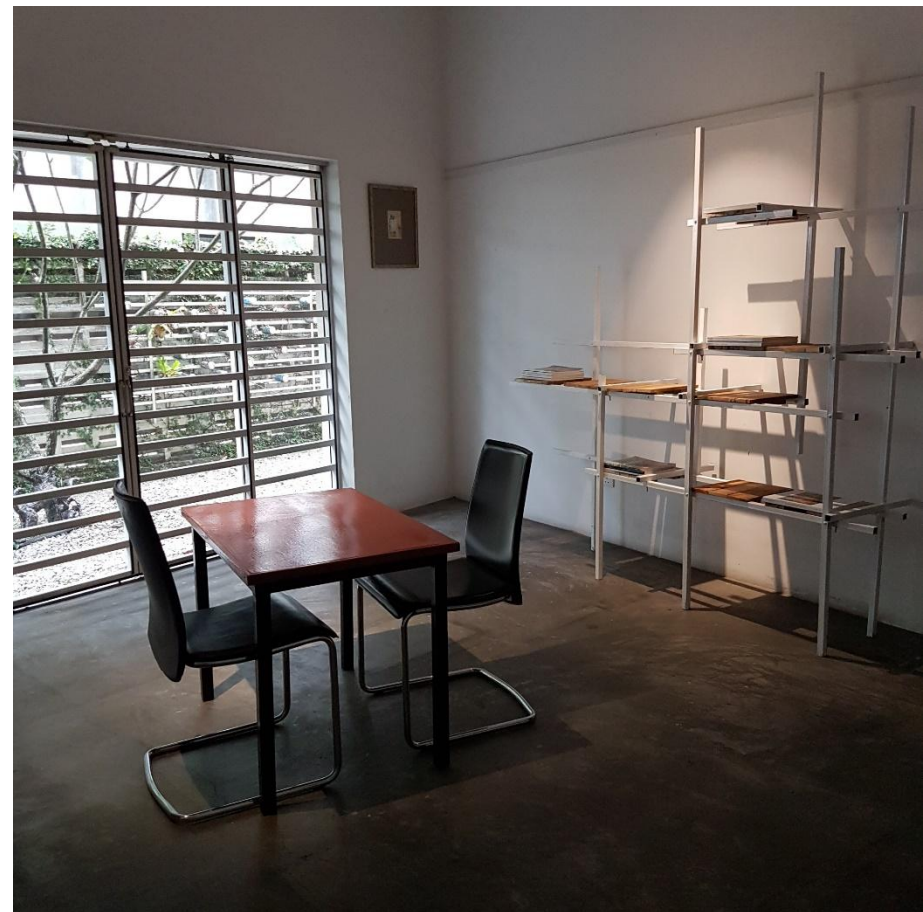
THE PROCESS

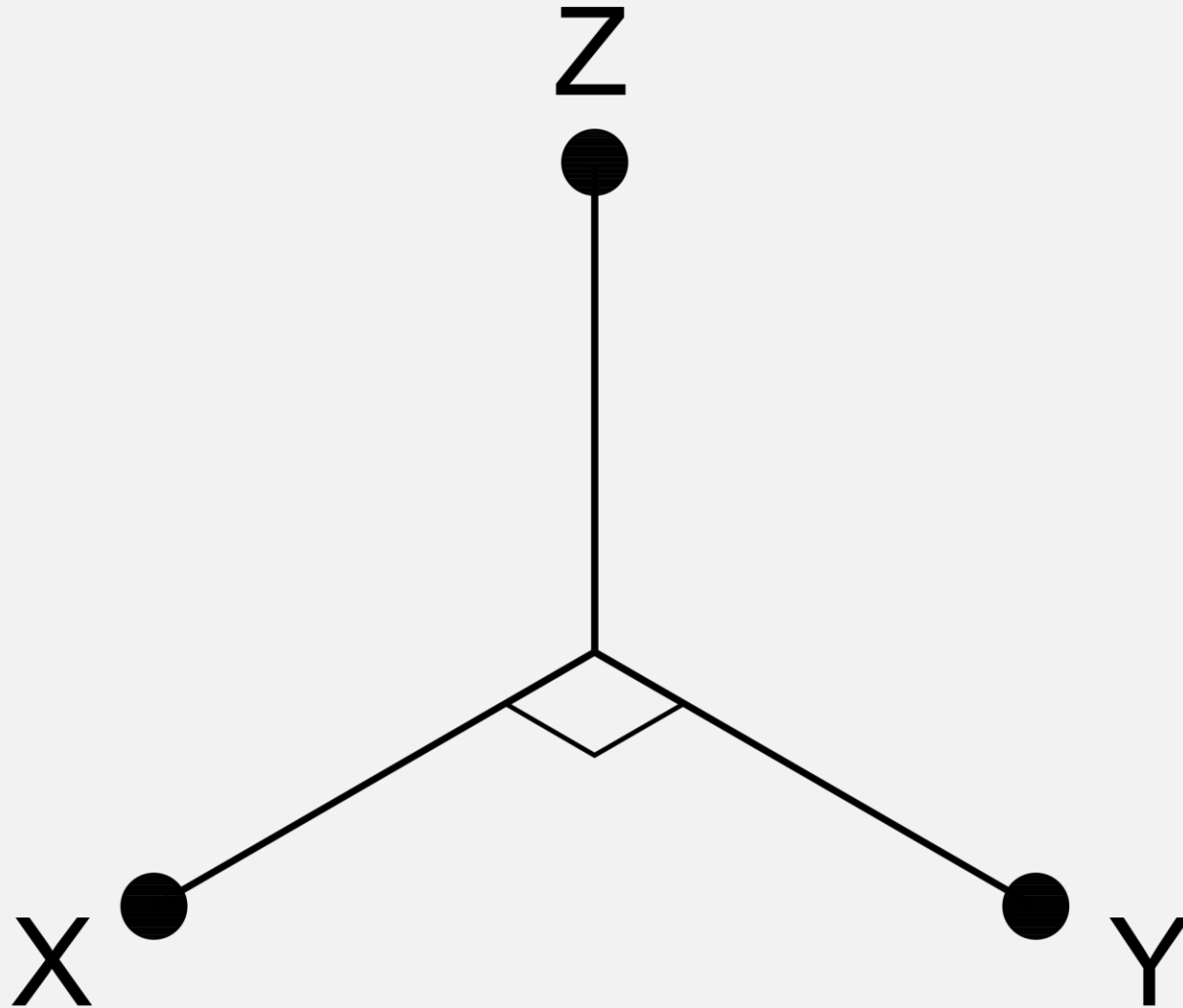
The components and materials were cut and painted prior to the installation process. Following the preparation of the components they were installed at the Gallery Residence. The installation involved drilling, painting of the frame and its installation. The process took a total of two days. It was ensured that the unit was light enough to be shifted to alternate spaces in the gallery with ease. It was also ensured that the shelf would fit into most spaces within the gallery – allowing a certain flexibility when it came to its positioning and choosing its location.











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