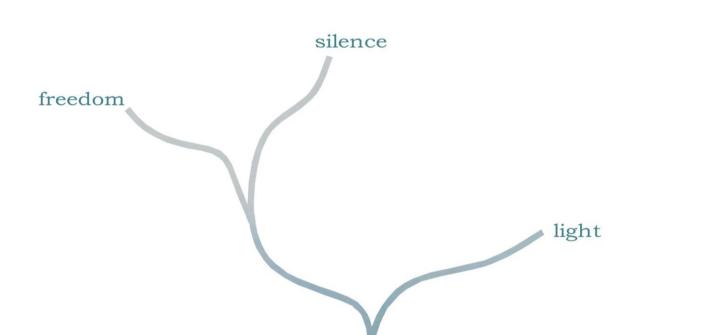
M02SFT

NOSTALGIC FAMILIARITY RE:INVENTING MEMORIES

Creating the feeling of togetherness through nostalgic familiarity : reinventing memories.

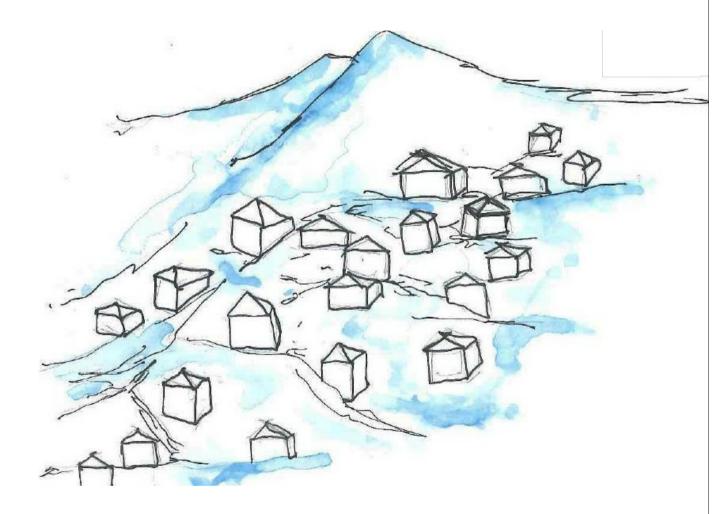
Reinventing the pattern of togetherness by implementing the notion of freedom, togetherness, silence and light that reshape the physical, psychological and metaphorical space in-between.

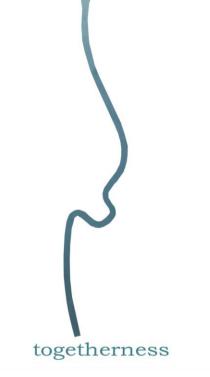
Creating still-moving images by creating layers of atmospheres and therefore emotions that enhance the reflective nature of an emotional reminiscence.





CONTEXT



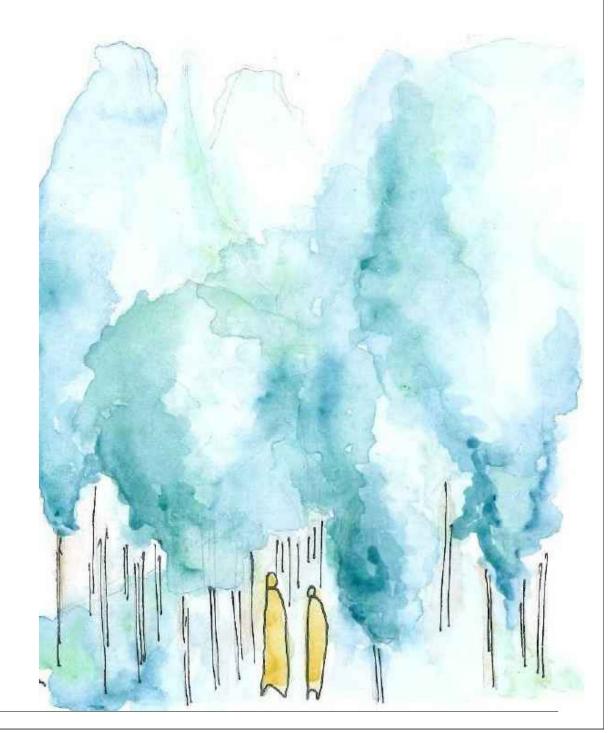


COEXISTENCE

Even though togetherness is related to physical closeness, that is one of the least important definitions of togetherness.

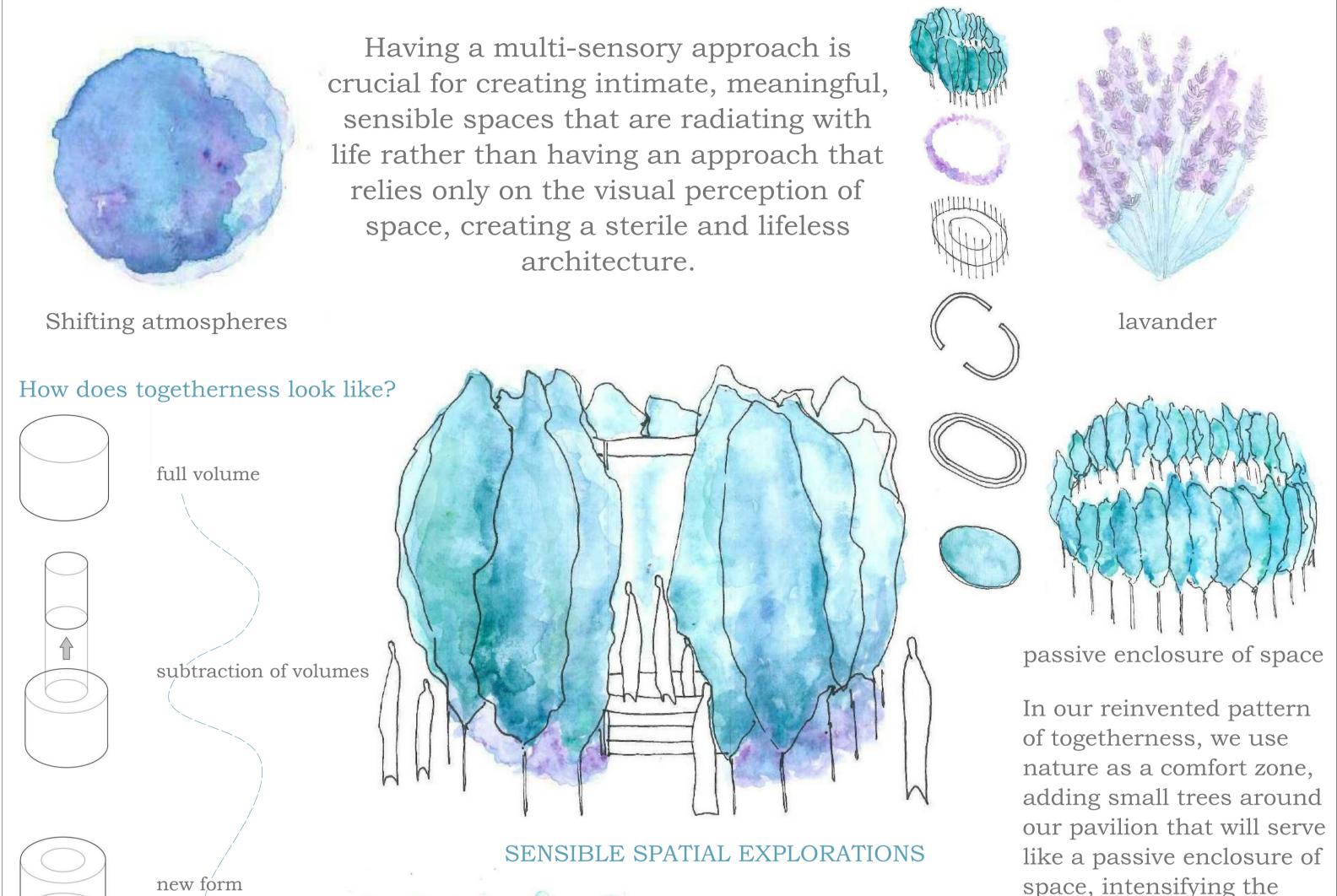
By using emotional response and sensible spatial images, we aim at creating a space that will serve as a meeting point and a micro stage.

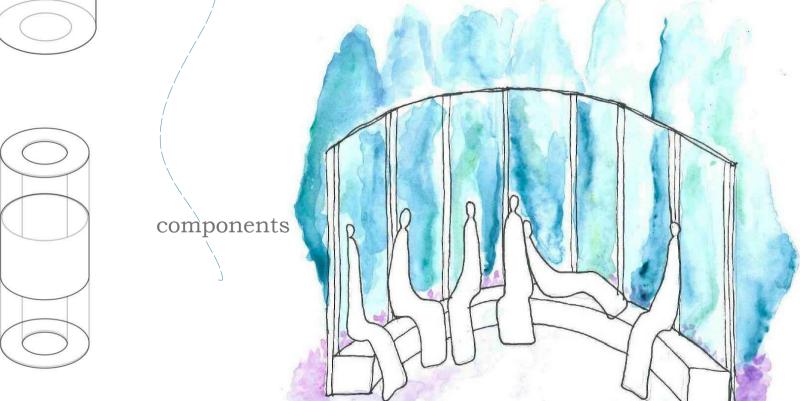
A place where people can experience the lightness of being (together), because every activity, in its truest form comes to the notion of simply being together, spending time together or even silently doing nothing, together.



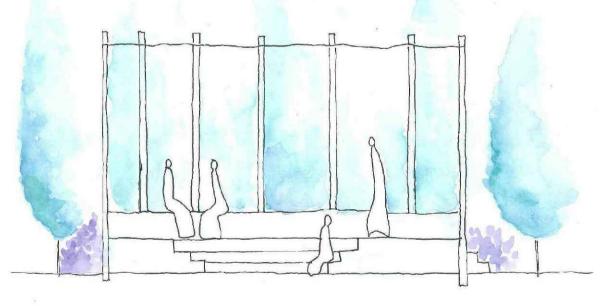
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MULTI-SENSORY APPROACH









Togetherness is as simple and as complex as the form of a circle. We choose the circle as our primary form because we believe that the circle, with its soft simplicity is the archetype of our existence.

The circle as an embodiment of an emphatic selfless individualism as well as a collective tendency towards creating a kinder reality.

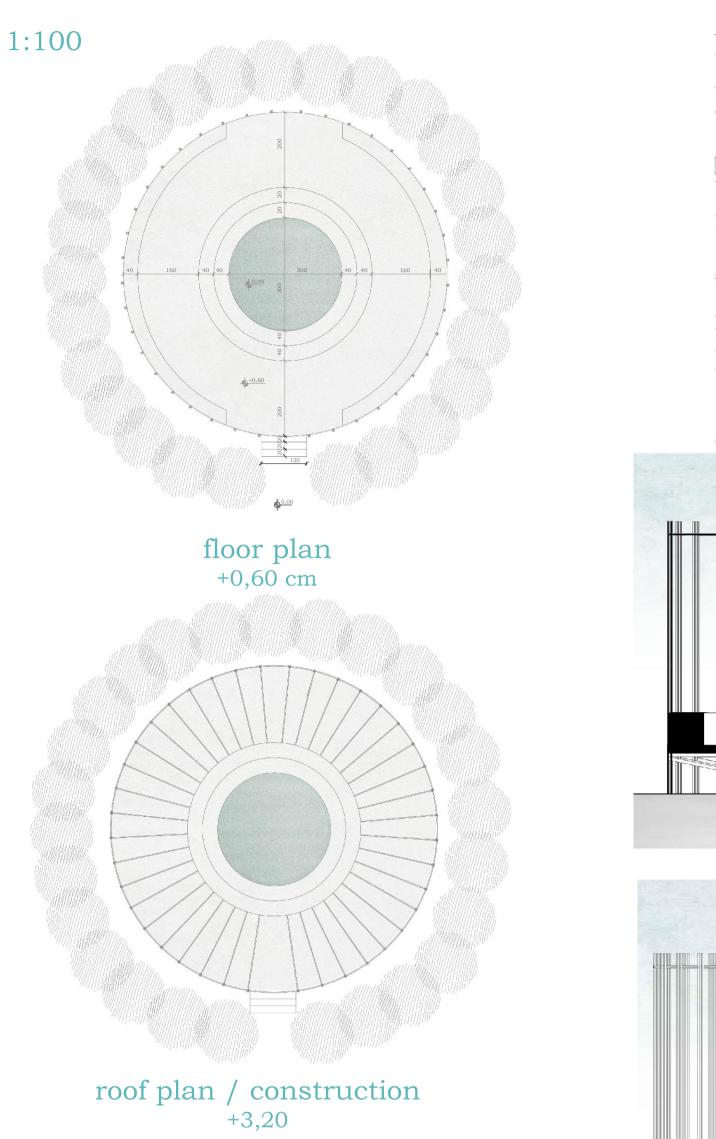
The circle as a symbol of motion, as a form without a beginning or on end, a softness, a visual completeness, a neutral state in-between two contradictory notions (individualism and collectivism). And in that metaphorical space, in-between these two notions lies togetherness.

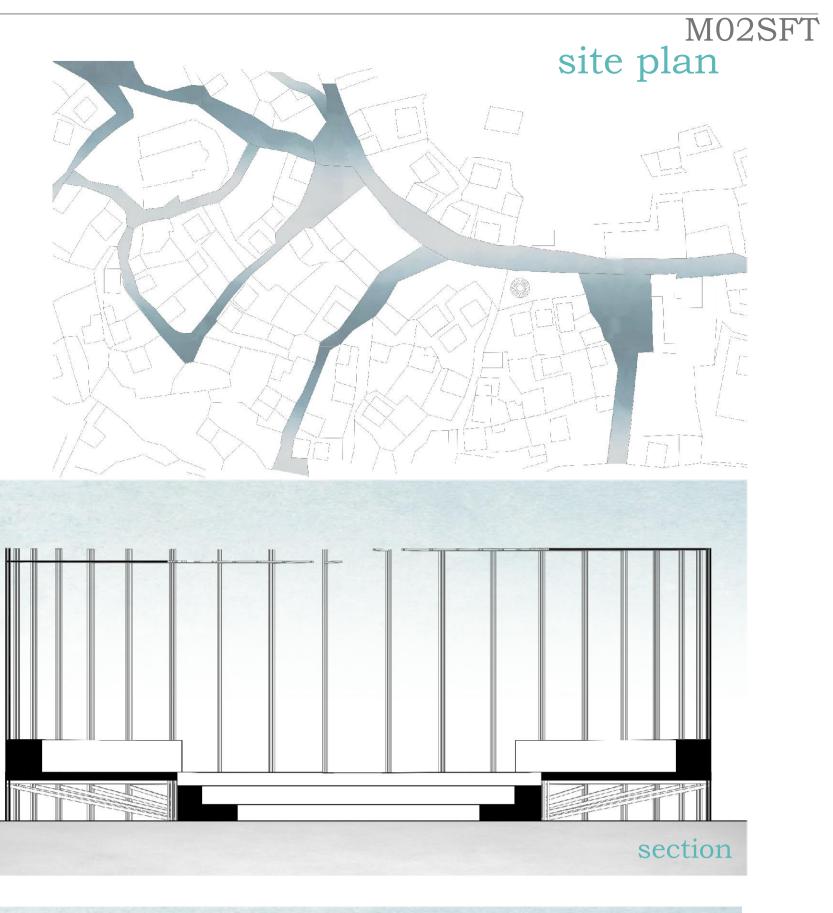
How does togetherness smell like?

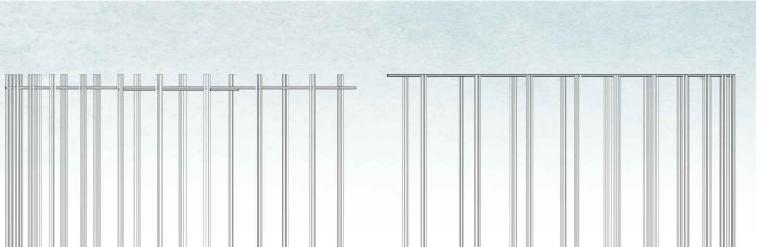
The most persistent memory of any space is often the smell. Maybe, you won't be able to remember the appearance of the door or the color of the walls or even the specific arrangement of the furniture in your grandmother's house, but you will certainly remember the specific scent associated with the memory of that space. By using lavender plants, we are intentionally trying to stimulate an unconscious association between the smell of lavender and the notion of togetherness.

breaking the circle

positive / negative







elevation

