

form follows function

It is the pervading law of all things organic and inorganic,
Of all things physical and metaphysical,
Of all things human and all things super-human,
Of all true manifestations of the head, of the heart, of the soul,
That life is recognizable in its expression ...

That form ever follows function - Louis Sullivan 1896



It is a principle associated with modern architecture & design in the 20th century. The principle is that the shape of a building or object should be primarily based upon its intended function or purpose. In the context of the design profession form follows function intuitively seems like good sense, but on closer examination it becomes problematic and open to interpretation linking the relationship between the form of an object and its intended purpose, but is not always by itself a complete design solution. When the architects were appointed, the brief was very clear, - we would like to have a fresh, new and exciting display of ideas that would wow people and make them stand still and look. The architects did not let them be invited twice and immediately put pen to paper with ideas gathered from years of shop design and also from a recent overseas holiday. The designs focused on eye-pleasing shapes that would place the specific product in a unique environment.

Due to the economical design of the shell of the building, it was decided early on that the display should be placed in a monotone environment and white was the obvious choice that would set the backdrop. The displays were done on a semi-monumental scale to further enhance the 1st impression done from a human perspective. Excluding established styles of the past, the shape of the building wasn't going to be dominant, but the purpose of the new Lifestyle centre took the foreground. Not only should the display stands compliment the items on show, but create the underlying emotions of the visitor and set the tone for - "form follows function" instead of "form follows precedent". The idea of the design originated from designers in the product ranges such as Jean-Marie Massaud (graduated in 1990 from Les Ateliers, Ecole Nationale Supérieure de Création Industrielle) &

Patricia Archuiella. In order to create the free flow form, the layout started immediately in 3D that focused on the experience and emotions of the visitors that would be stimulated by the visual senses. Excitement surrounding the products creates a holistic experience that adds to the enjoyment experienced when selecting or looking for new ideas for the home. The tone was set opposed to so many showrooms selecting ideas from a catalogue, sacrificing the sole purpose of the display. The success in the design lies not only by making the client feel special, but shopping in a purpose designed environment, with purpose designed detail, surrounding purpose designed high end products. Obeco Lifestyle sets out to provide a trendsetting showroom with quality and unparalleled products on display for the discerning buyer.

Client:
OBECO LIFESTYLE
Architect:
PIETER MOSTERT ARCHITECTS

Contractors:
HENRY MARKS
WINDHOEK JOINERY WORKS
KENPAT
NIROSTA
AIRITE-CANOPIES
S&S JOINERY

