

ROXY TOBIAS

Portfolio 2021

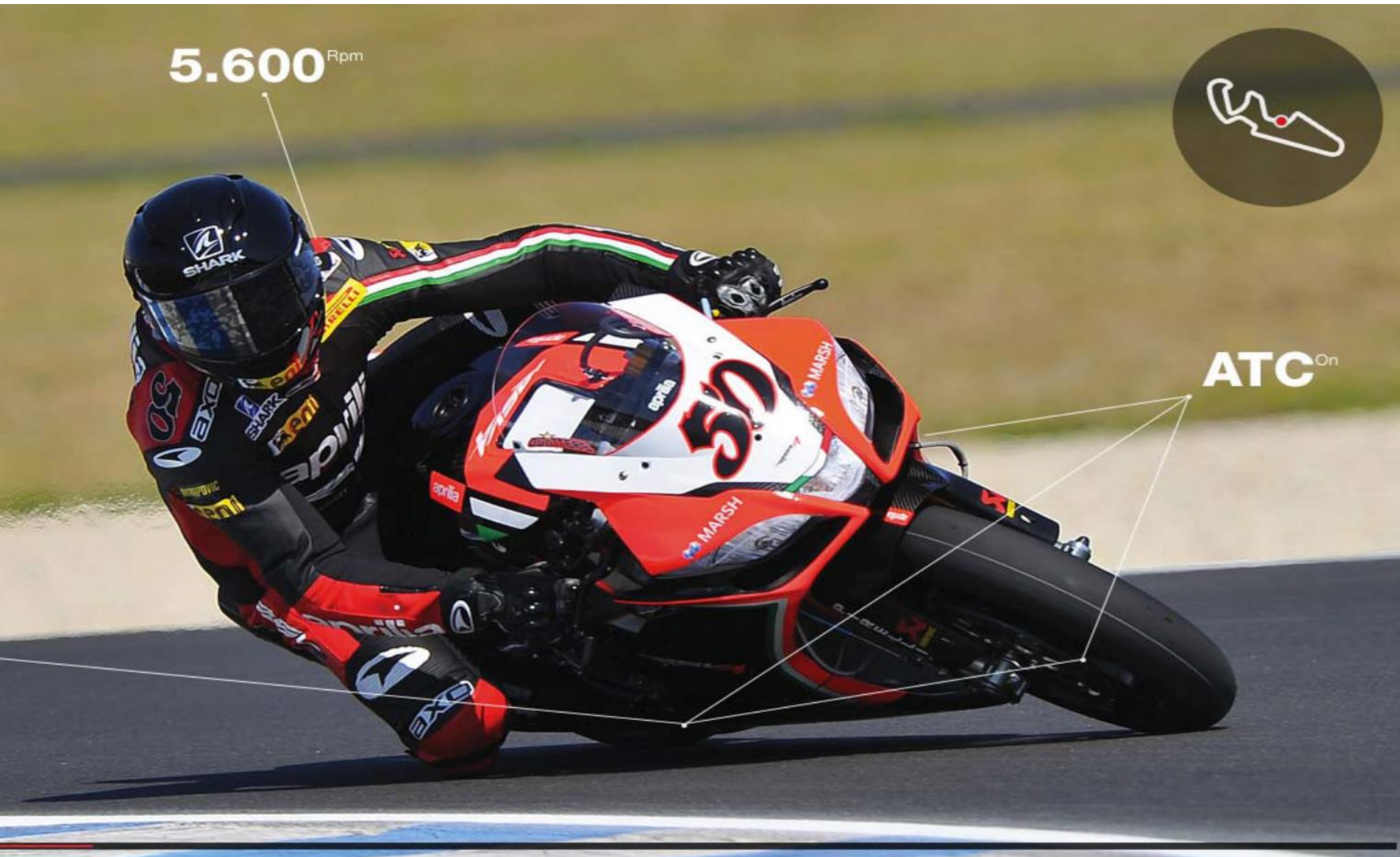
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Aprilia is an Italian owned motorcycle and scooter manufacturer. It has a long proud history starting in 1945 with scooters, and ultimately becoming a strong force in motorsport where it has made its name as a championship-winning racing program. To showcase this dynamic history of changing with the times, the client has selected Seattle - a city also known for its innovations - as its flagship store.

I was given the task to design the flagship showroom that would encompass retail, service, and hospitality areas for the Italian motorcycle company Aprilia.

They request the store to reflect a balance of their lineage, and a tribute to their commitment to quality and innovation.

**PROJECT
CONCEPT**

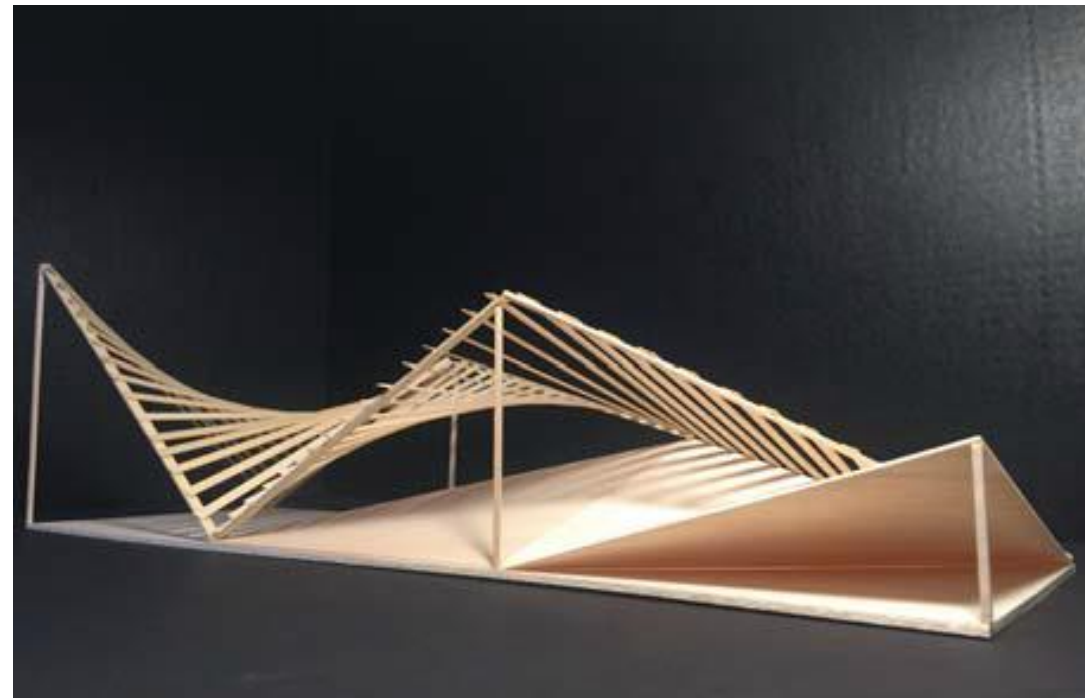
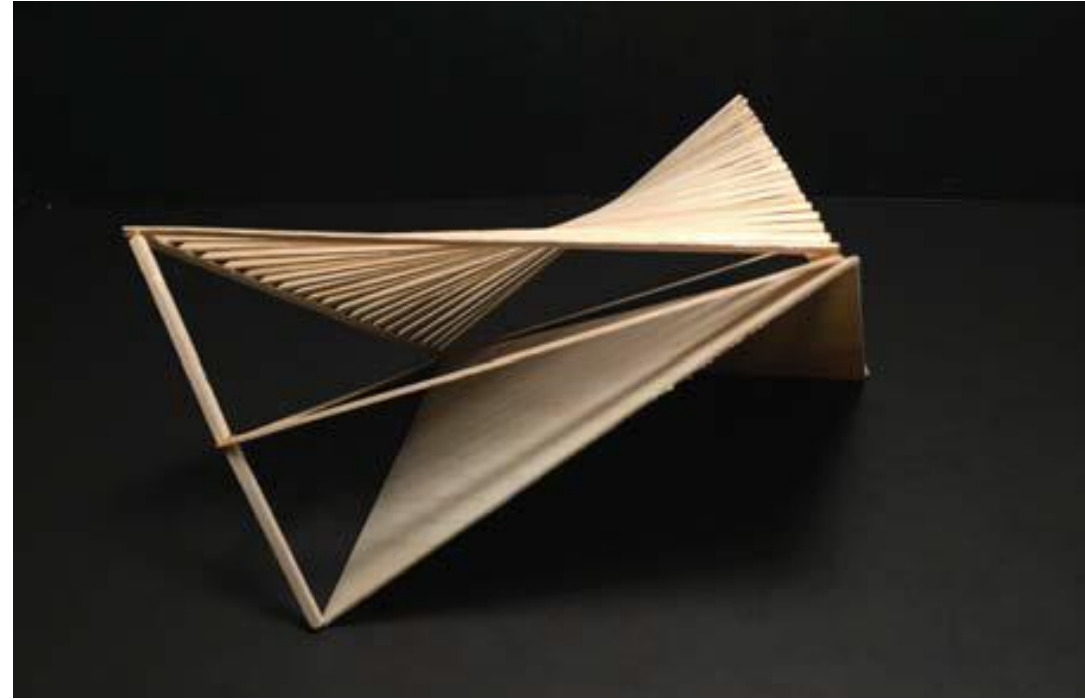
APRILIA SHOWROOM
COMPRESSION AND DIFFUSION

Conceptual models draw inspiration and highlight the dynamic equilibrium embodied by a racing bike.

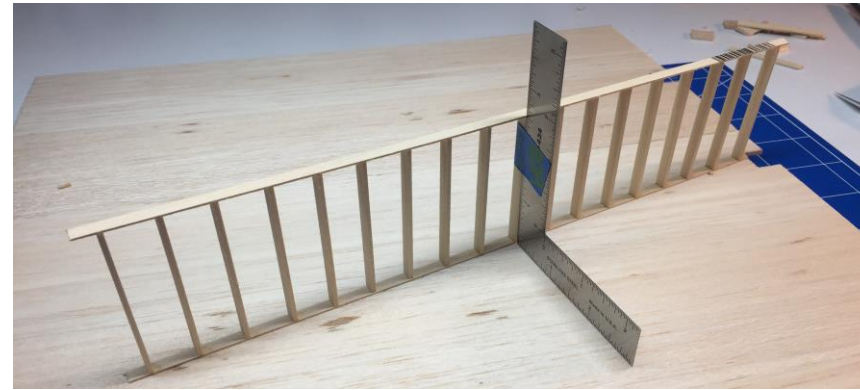
Multiple iterations were executed and reviewed to achieve the final model.

The client has a long history in global motorsports and mobility production, and with this understanding it was imperative to incorporate traditional aspects into the design to create a space that felt exciting and new, while rooted in history.

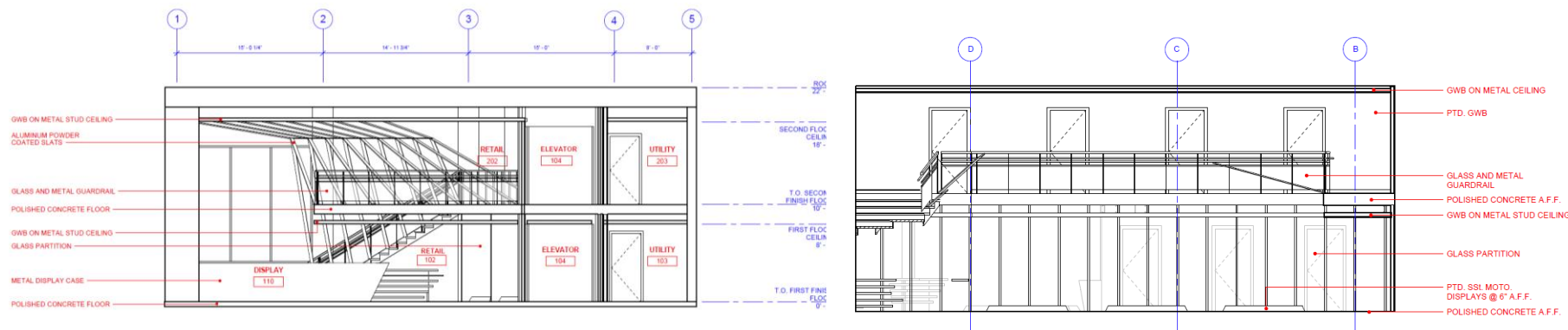
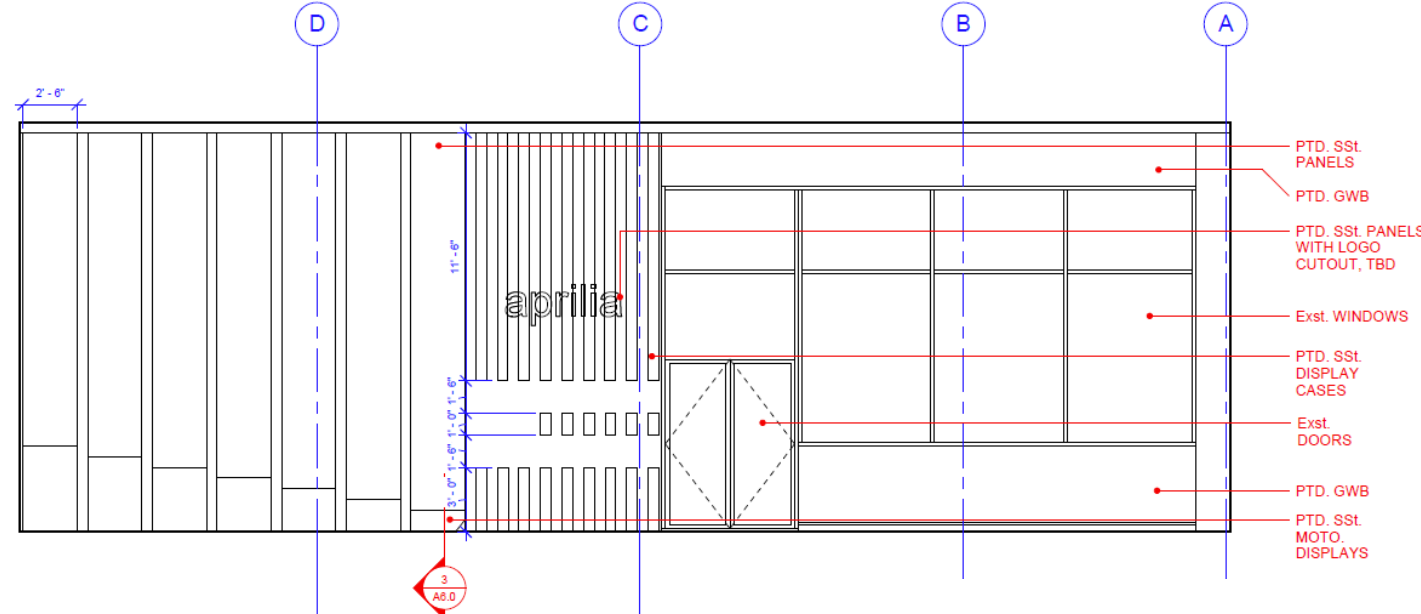
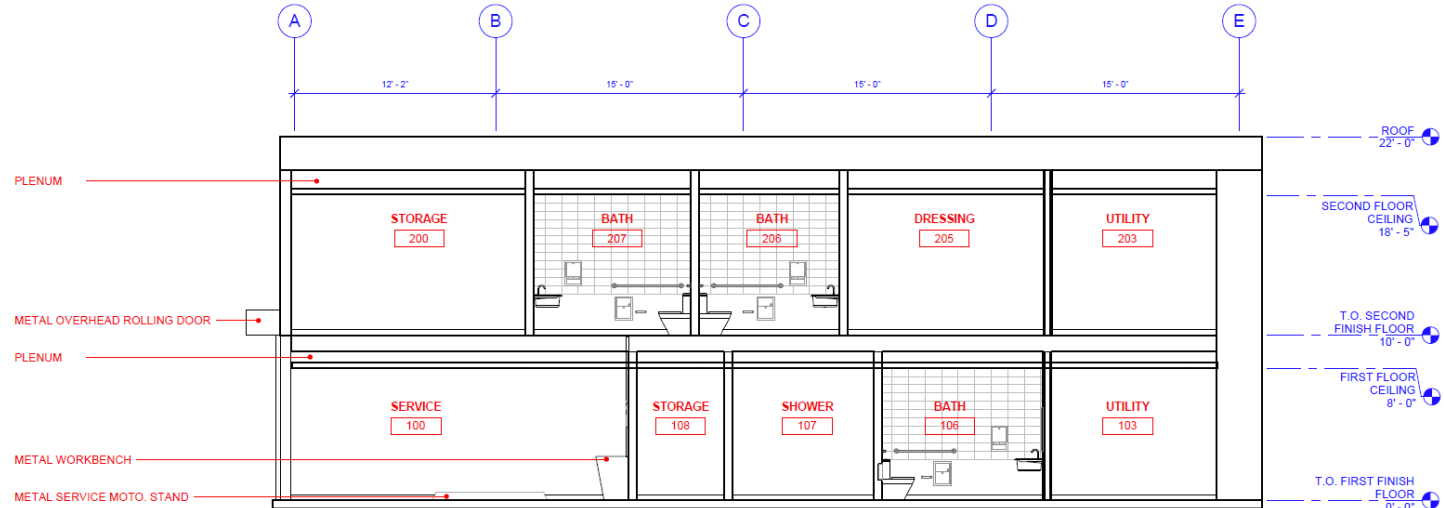
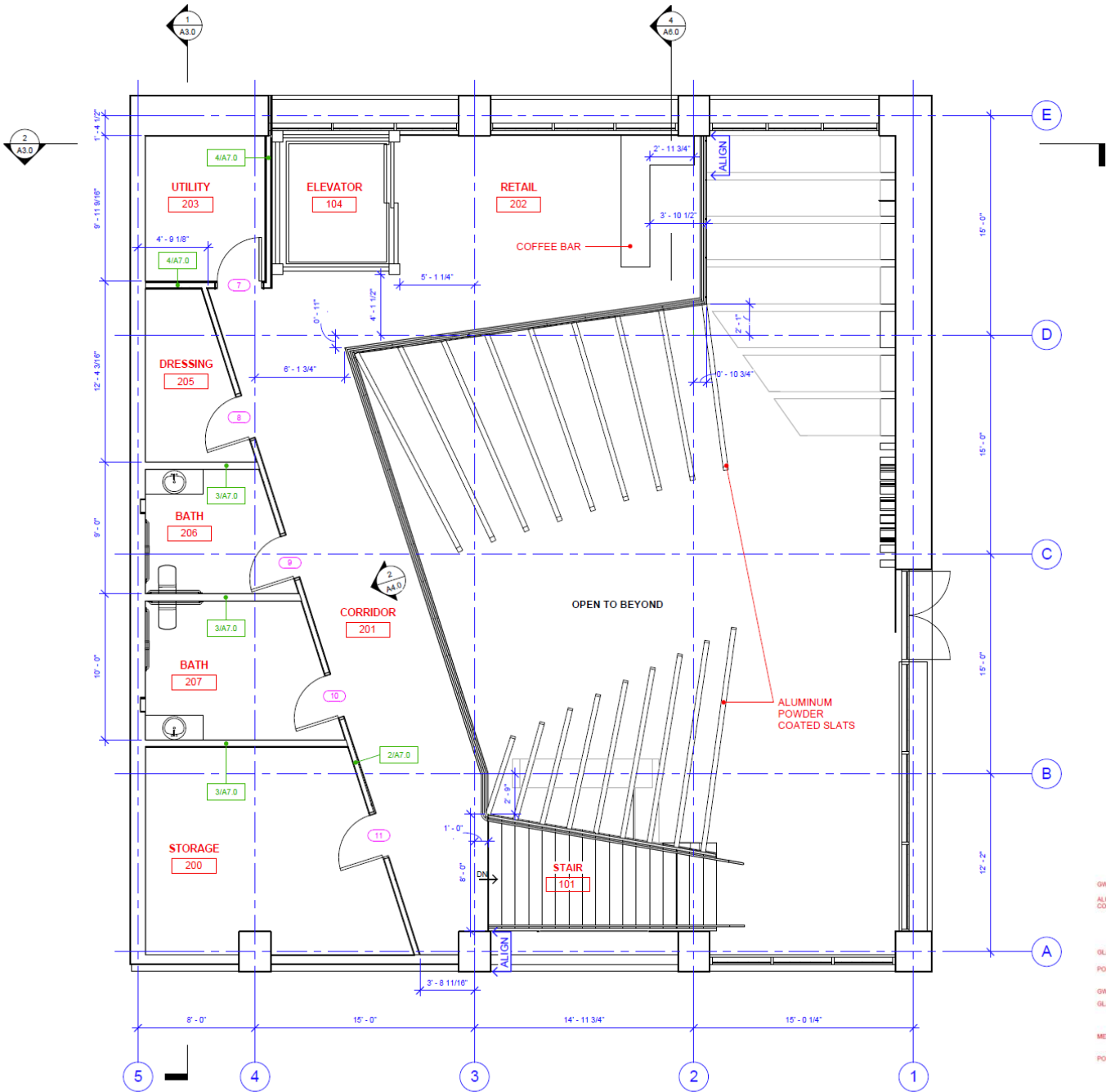
Edge-hinged slats create rhythm and patterns, used in parametric form they become active and dynamic.



The model was built using balsa, basswood, and plywood. Floors are removable to inspect the structure of the interiors, and the central skeletal feature is held in place by magnets.



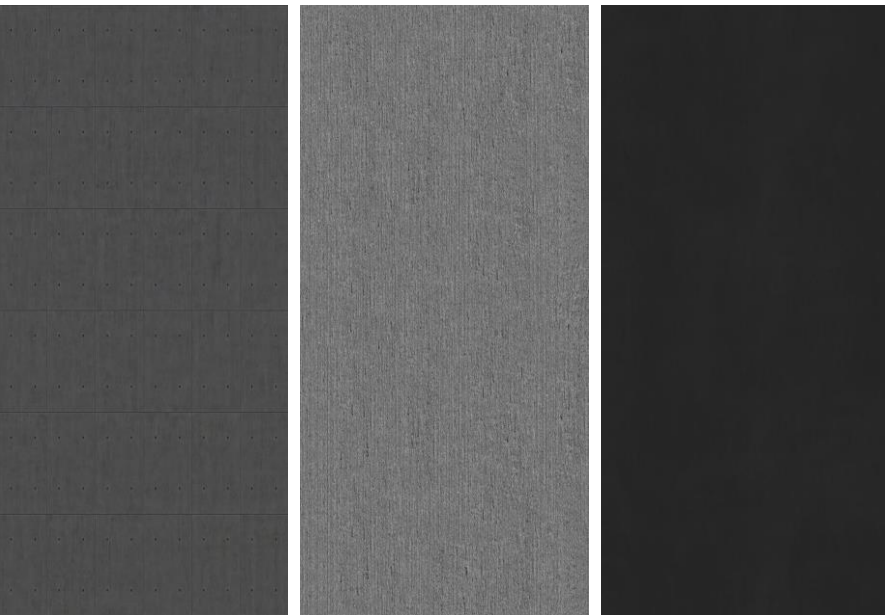
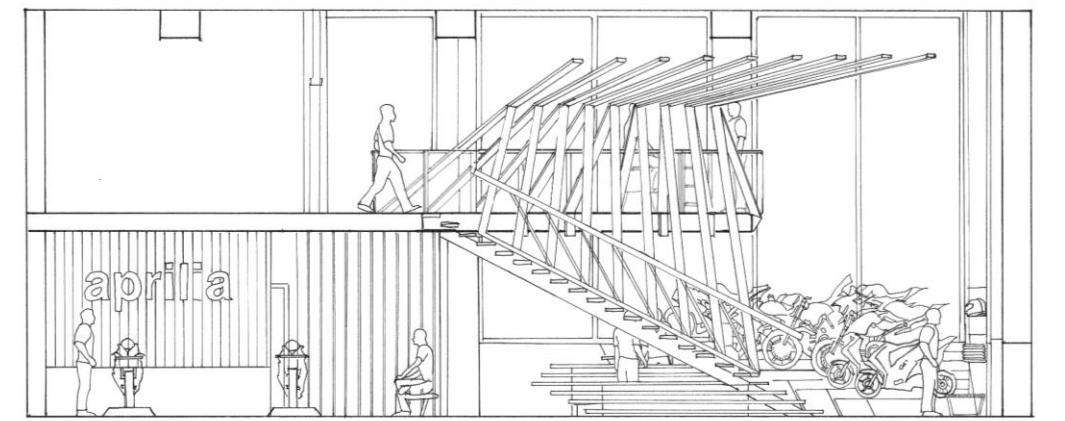
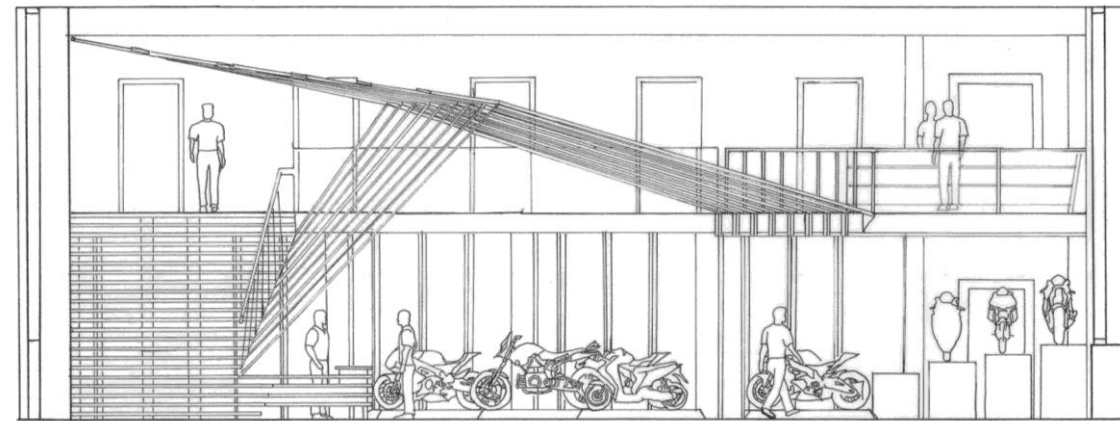
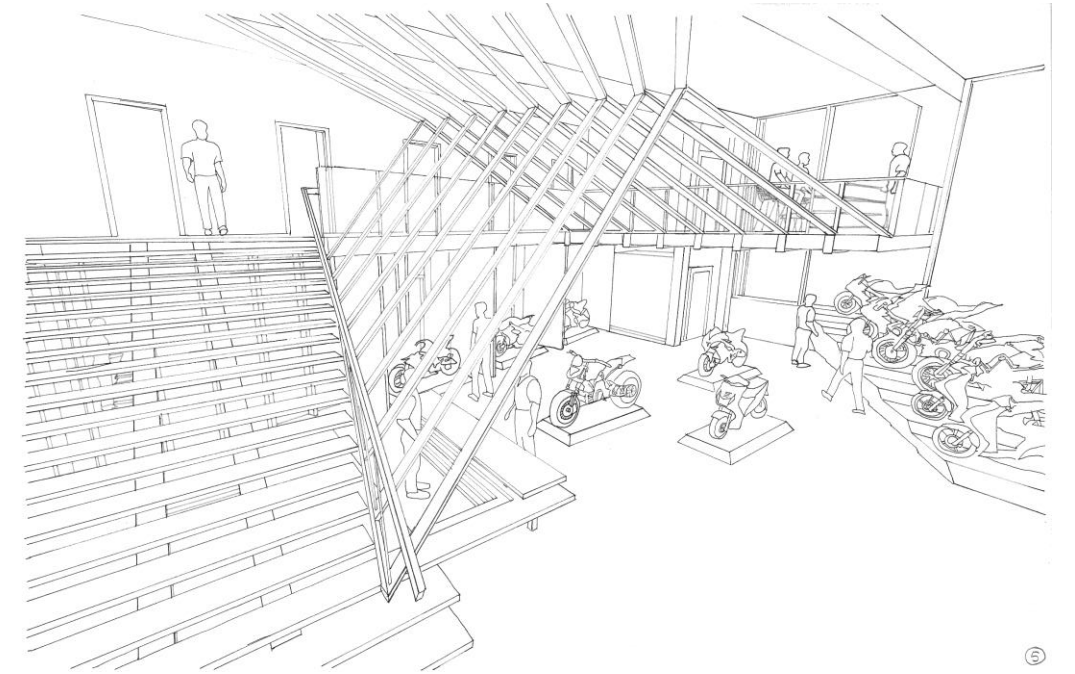
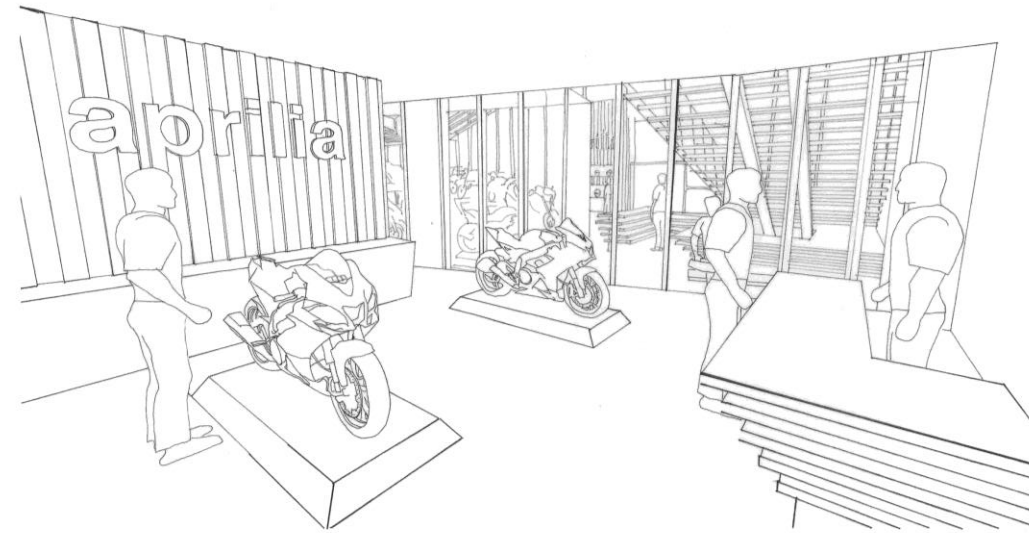
I followed the design approach to split the interior between service, retail, and hospitality areas. The central skeletal feature drives a dynamic connection between the spaces.



While the skeletal frame in the main room of the space connects the customers to the experience, the floor to ceiling glass panels are used to reflect the same visual cues.

Their main purpose is to separate the service area, give transparency and visual interest to the showroom, allowing the customers to feel that they are an integral part of the Aprilia experience.

The color palette I chose continues this expression of connection of a spacious and dynamic modern space using cool dark neutral tones, the same you would find on a racetrack.







The client All Nippon Airways - also known as ANA - tasked me with developing a design concept for their new airport hub inside the SEATAC airport located in Seattle, Washington. Requirements include that this space should provide ample seating, sleeping, business, and eating areas for travelers, as well as working as a callout to their country of origin, Japan.



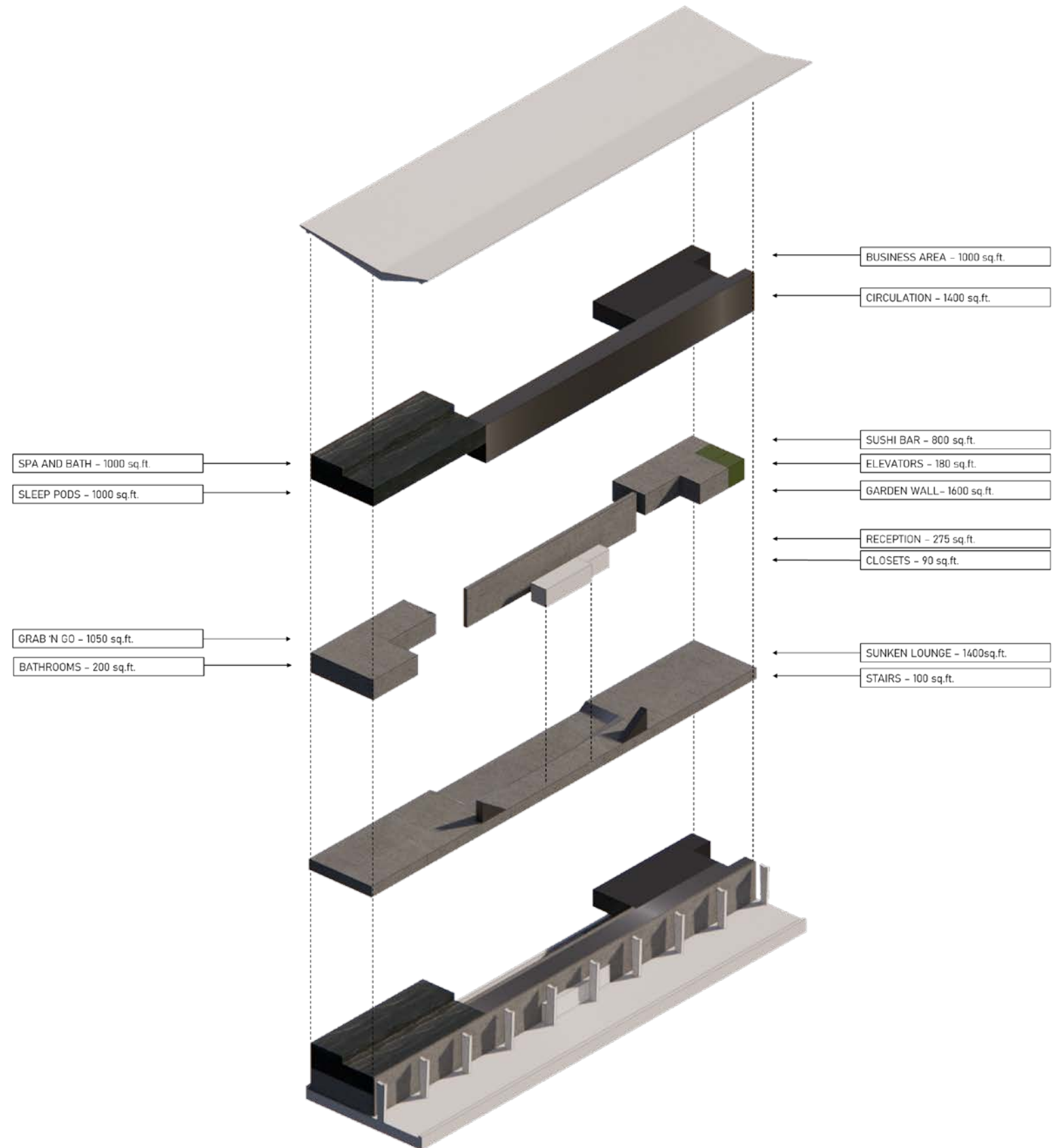
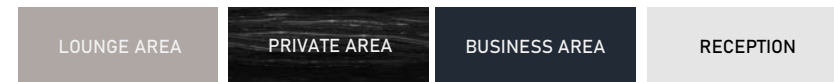
In researching ANA's history, I found that ANA is a company deeply committed to their customer's experience, and heavily influenced by Japanese cultural traditions and values. These cultural values include order, nature, hierarchy, and privacy; however, the Japanese culture is much more complex than this.

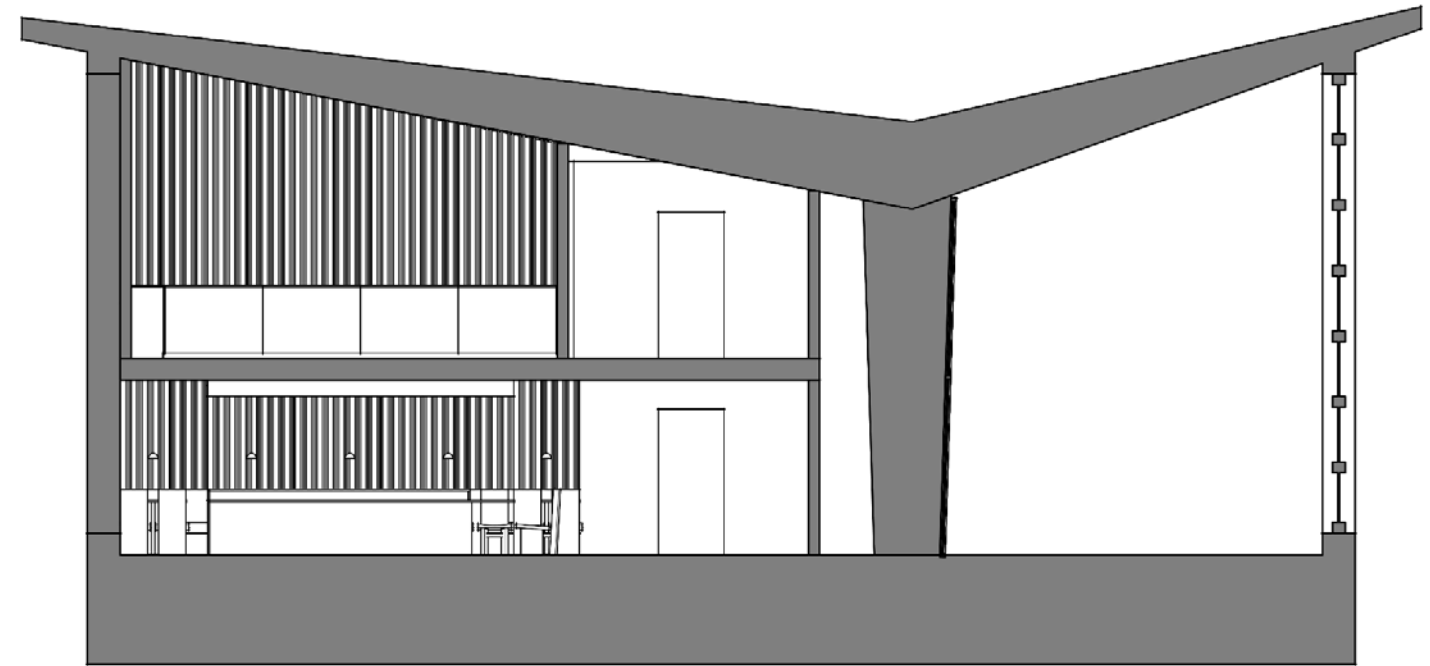
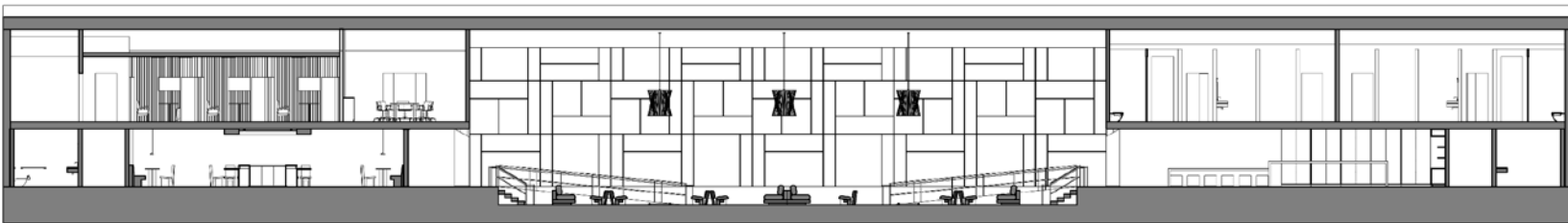
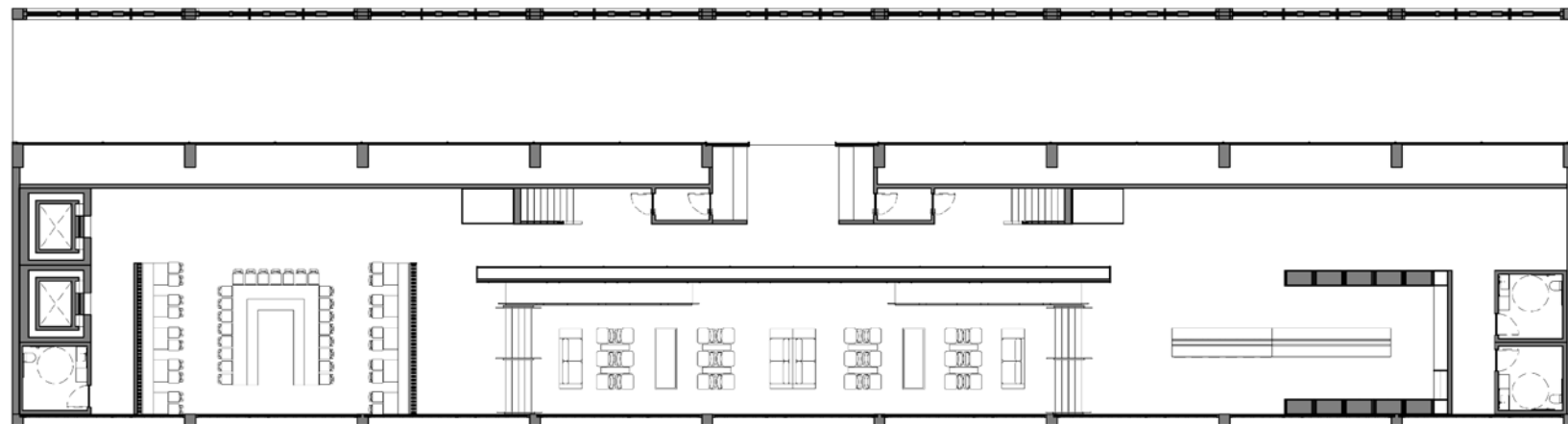
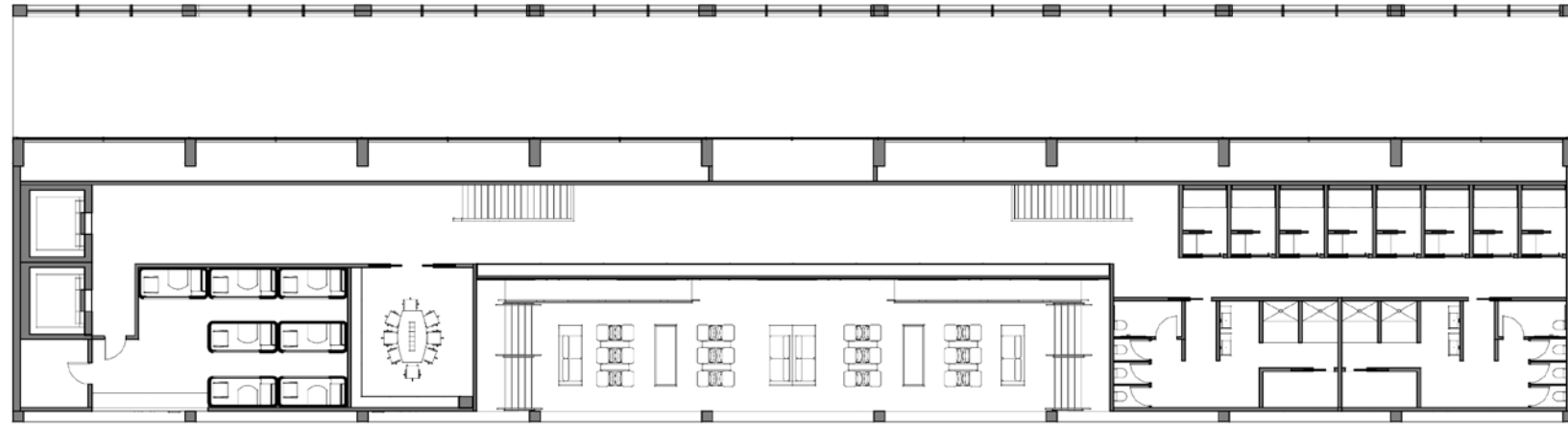
This connection between the apparent simplicity on the surface and the hidden complexity below is what I explored in my design for this project.

The full program diagram demonstrates an experience where upon entering the space on the ground plane visitors are greeted by an exposed reception area.

Only when the visitor passes behind the reception area, the space begins to unfold.

At this point, the lounge area is concealed by a long corridor. as the visitor continues down the corridor the lounge spaces are revealed. Above the lounge is the business and private areas that flank each side leaving a void that creates a shared atrium.



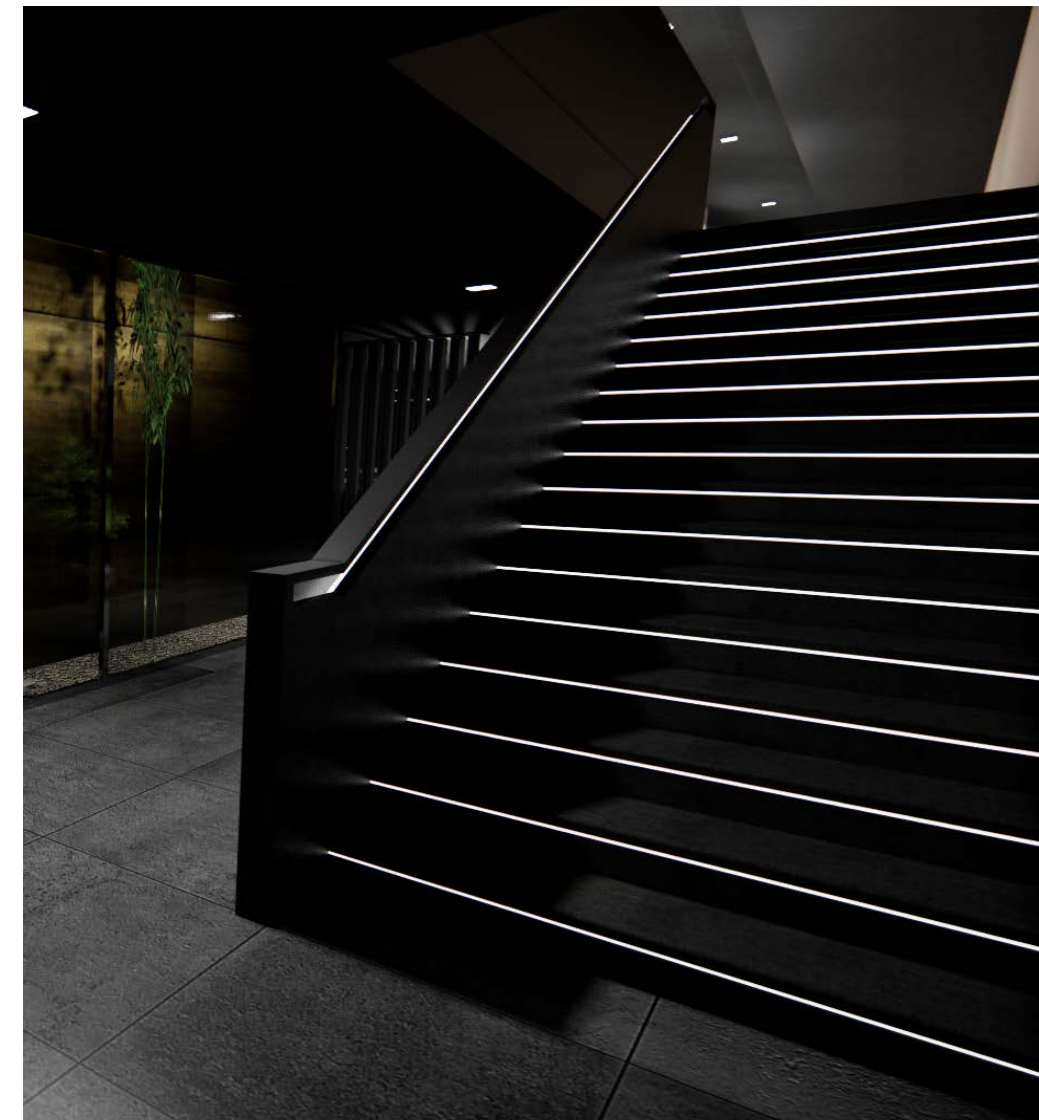




The entry is purposefully divided into two separate reception desks, allowing travelers to quickly access the lounge. This configuration also alludes to the overall organization of the lounge. Once checked in, travelers have two options, they can either opt to head right, where they can find the restaurant or head upstairs to the business offices, or head left, where they will find a Grab N' Go for a quick snack or beverage, or upstairs to the sleeping pods and shower rooms. Either choice will also lead them to the sunken lounge area that is only visible once they have cleared the main hallway.

The entire length of the main hallway is flanked by a bamboo rock garden, this was an important feature to include as the Japanese culture tries to maintain a strong connection with the natural world.

In many ways the Japanese embrace new technologies to improve everyday life, while remaining steeped in tradition. The staircase highlights this idea, with guardrails integrating illuminated handrails, and lighting on the stair raises themselves to provide for safe climbing.



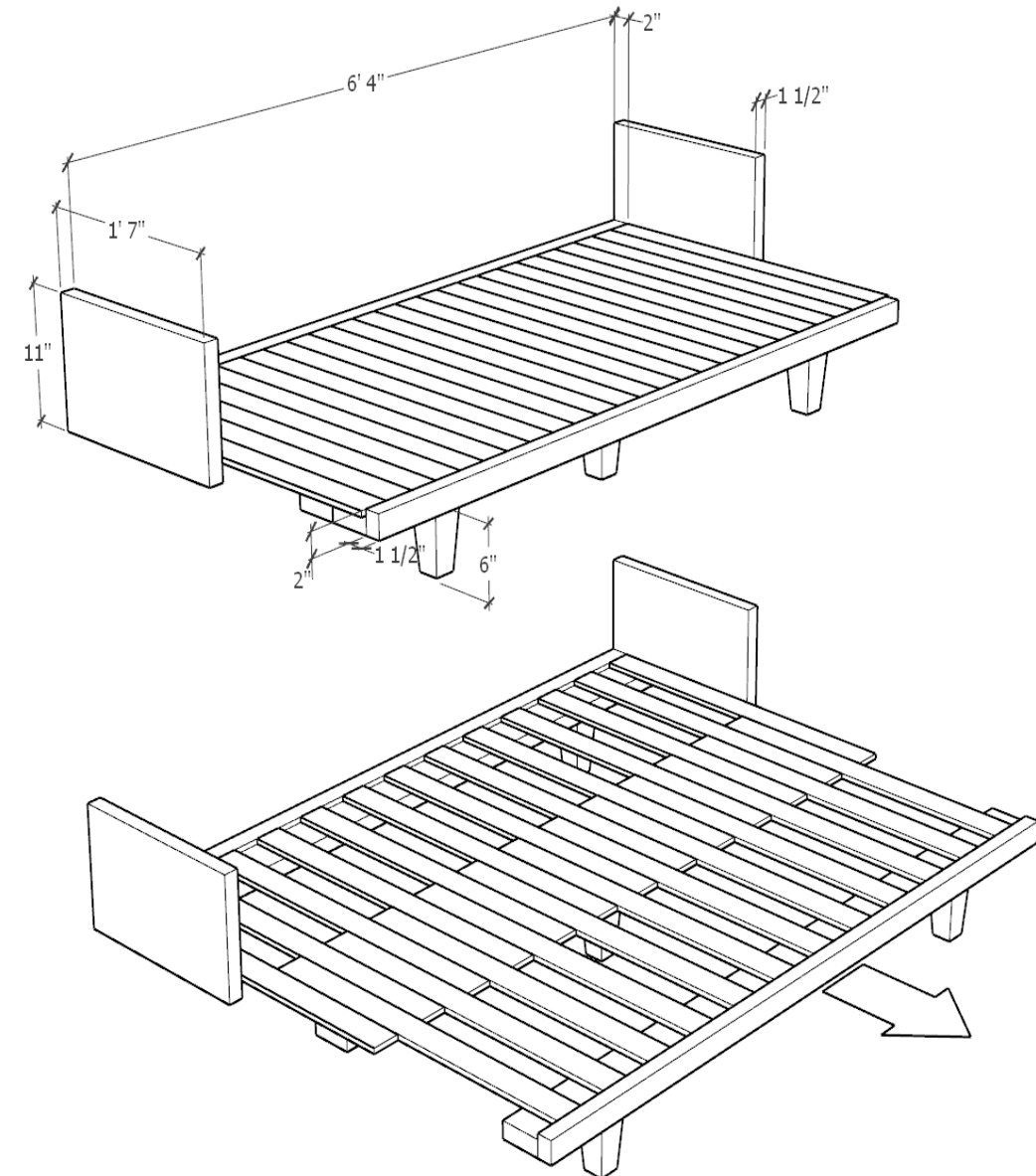
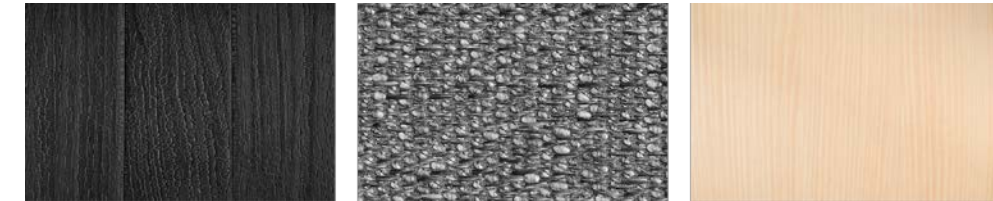




The sleep pods are a nod to the Japanese capsule hotel, though slight in square footage, they are well equipped to offer refuge for weary travelers. By using the vertical space, built-in casework provides areas for extra bedding, workstation, pullout full length mirror, and luggage storage. Another key feature is the convertible sofa which allows for seating and sleeping for one or two people.



The pod incorporates a combination of traditional Japanese woods such as yakisugi, a burnt cedar for the adaptable bed frame, and hinoki, a Japanese cypress, for the wall paneling.





ZEN CHAIR



ZEN SOFA



JIA CHAIR



EAMES MANAGEMENT CHAIR

ROMAS DESIGNS COLLECTION

Designer: Romy Tobias

Original Production Date: 2021

Warranty: Lifetime

Inspired by Japanese furniture design, the Zen chair imbues ultra-minimalist elements utilizing regular shapes and natural materials that work together in harmony to provide comfort while being practical and durable.

Materials: Hardwood

Finishes: Natural

Weight: 30 lbs (13.7 kg)

Dimensions: 16 in W x 20 in D x 36 in H

ROMAS DESIGNS COLLECTION

Designer: Romy Tobias

Original Production Date: 2021

Warranty: Lifetime

Inspired by Japanese furniture design, the Zen sofa imbues ultra-minimalist elements utilizing regular shapes and natural materials that work together in harmony to provide comfort while being practical and durable.

Materials: Powder coated steel, Fabric, Boucle

Finishes: Matte black

Weight: 200 lbs (90.7 kg)

Dimensions: 100 in W x 38 in D x 33 in H

A de T

JIA CHAIR

Materials: Solid wood, Fabric, COB

Dimensions: 34 in (86.5 cm) W x 34 in (86.5 cm) D x 28 1/2 in (72.5 cm) H

Weight: 110 lbs (49.9 kg)

Packing: White glove delivery, 114 lbs (51.7 kg)

Upststery requirements: Solid: 4 yds, Patterned: 5 yds, 6 in x 6 in fabric, swatch required for approval

Finishes: Natural oak, Fumed oak, Oiled oak, Walnut

Handmade in Los Angeles

HermanMiller Collection

Eames' Aluminum Group Management Chair

Designer: Charles and Ray Eames

Original Production Date: 1954

Warranty: Lifetime

Originally designed as outdoor seating for architectural firm Miller's home, this graceful and supportive chair by Charles and Ray Eames delivers maximum comfort in a minimalist profile. Now available in new finishes and materials, it features a low back with arms and a graceful silhouette that suits spaces from the living room to an executive office.

FOUNDER | DESIGNER: Rei Kawakubo
FOUNDED: 1969
LOCATIONS: Tokyo (flagship), Paris, London, New York, Hong Kong, Los Angeles, Berlin, Beijing, Singapore
COLLABORATIONS: Louis Vuitton, Nike, Converse, H&M, Levi's, New Balance, Speedo, Supreme



COMME des GARÇONS

PERPETUAL REVOLUTION

HISTORY

A Japanese fashion label that remains an independent company, directed by Rei Kawakubo. The often **avant-garde** and always **influential** label was created in Tokyo in 1969 before heading to Paris in 1981 where it garnered both acclaim and controversy with a debut collection of distressed and deconstructed pieces. The **modern** Comme des Garçons brand, which incorporates a whole family of sub-brands in fashion and fragrance, is worn by men and women who like to take a **different** style. These sub-brands have contributed to the steady growth of Comme des Garçons' business: sales rose from \$130 million in 1999 to \$150 million in 2005 to \$180 million in 2008. Revenue has since jumped another \$100 million to more than \$280 million today.

CLIENTELE

Artists / Punk / Celebrities / Fashion-forward influencers

CONCEPT

High concept – deliberately challenging, absurd / Kōan- Zen, unsolvable puzzles / Only make things that are completely new

THEMES

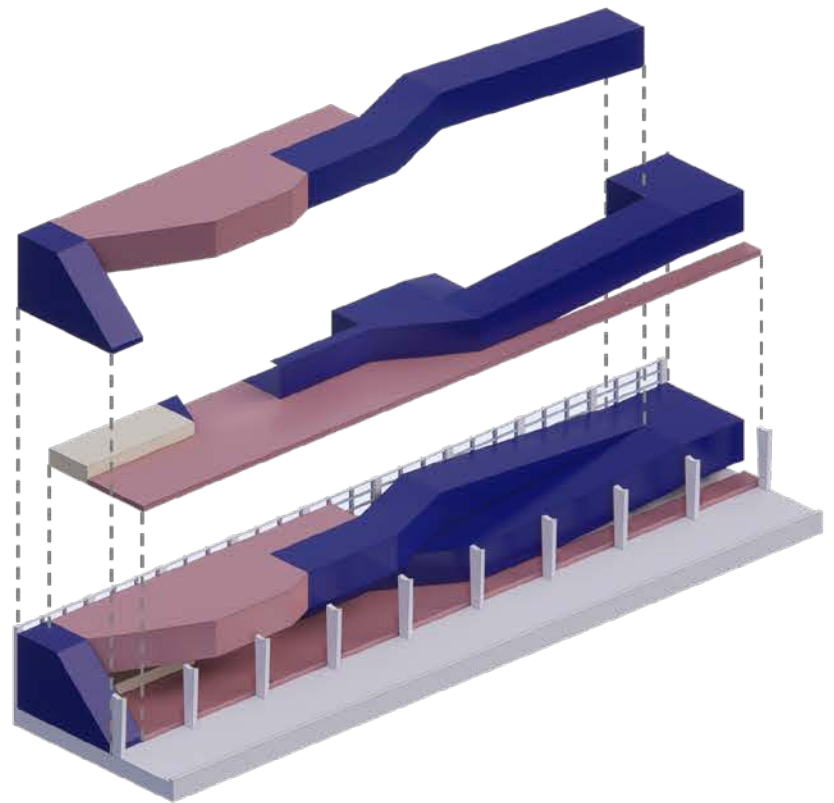
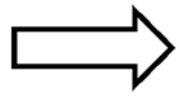
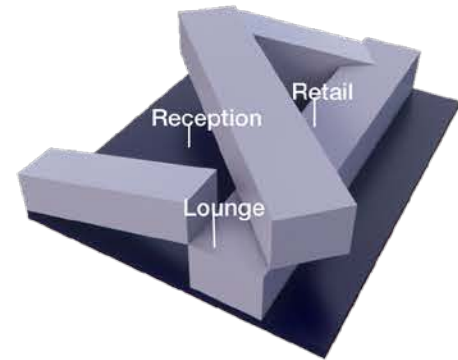
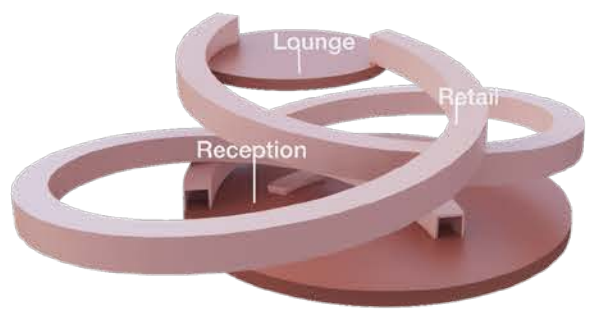
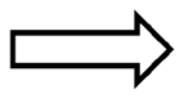
Order / chaos – Past / present / future

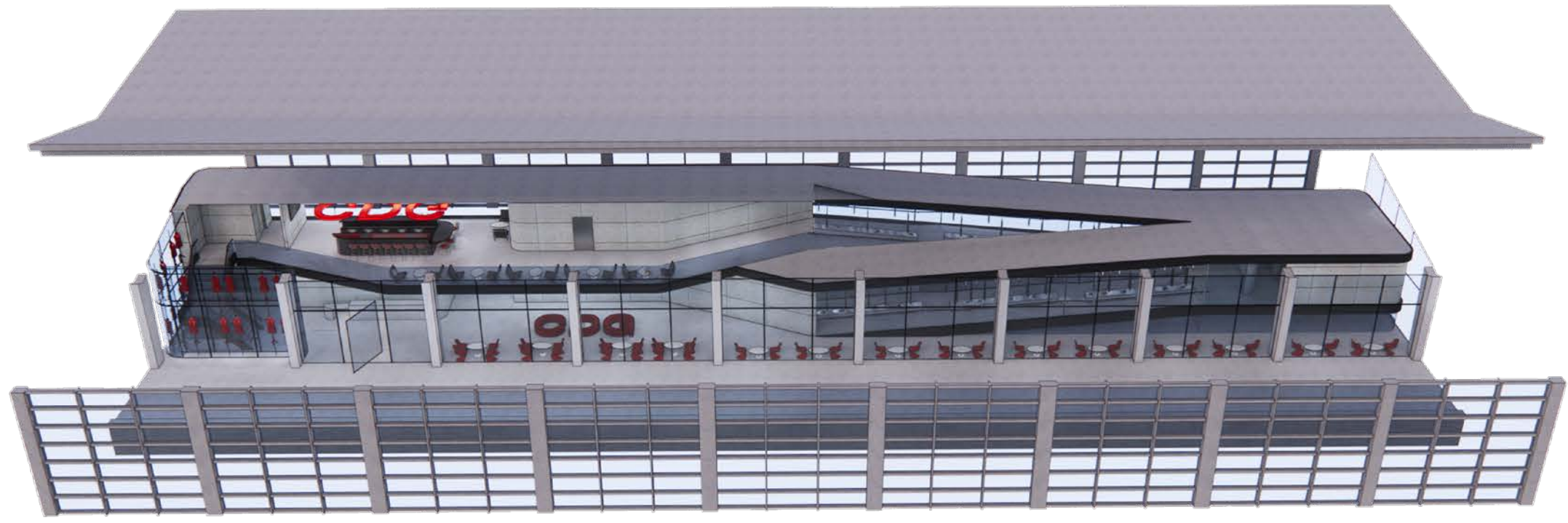
FASHION

Unisex / Challenges proportions / Volume / Asymmetric / Opposites – patterns exist where they shouldn't / Seams aren't where they should go, buttons are sideways, an askew collar / Always different / Controversial

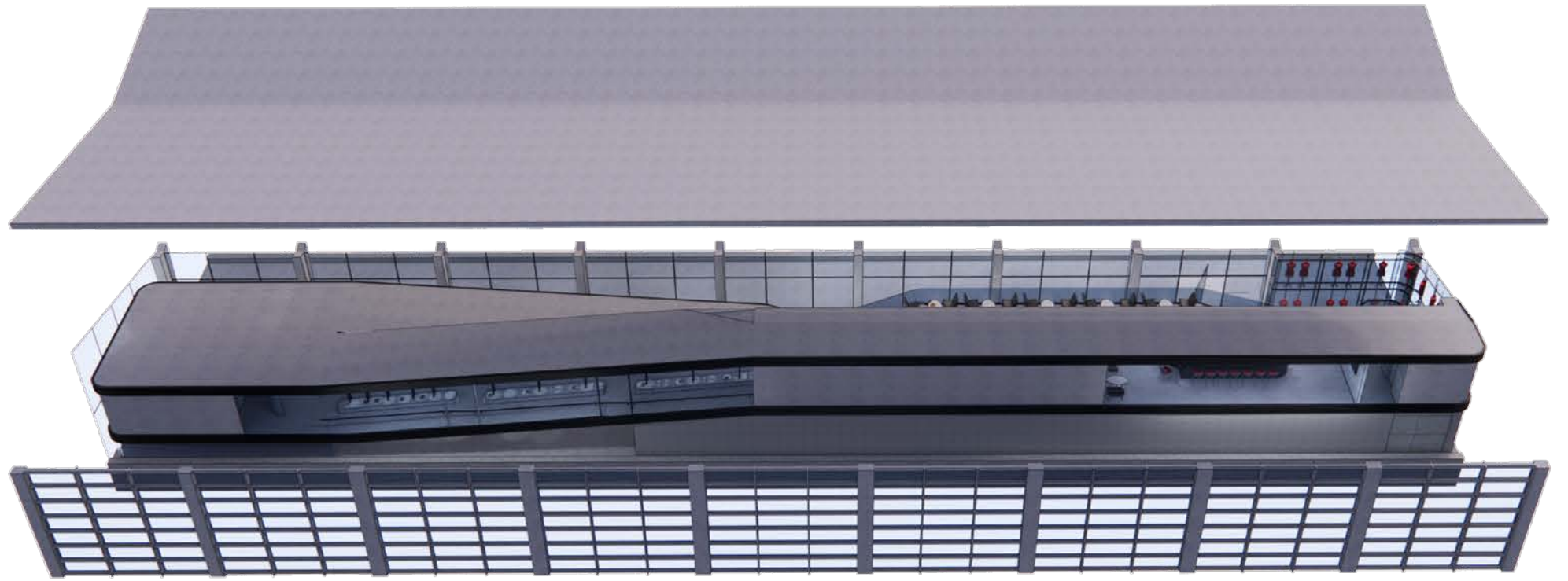


Comme des Garçons is synonymous with constant change and challenging the status quo. This diagram demonstrates this by taking guests on a unique shopping and dining experience. Customers will journey through a series of ramped interconnected retail passageways that lead to the upper-level lounge, where they can enjoy an Aperitivo before continuing to their destination.

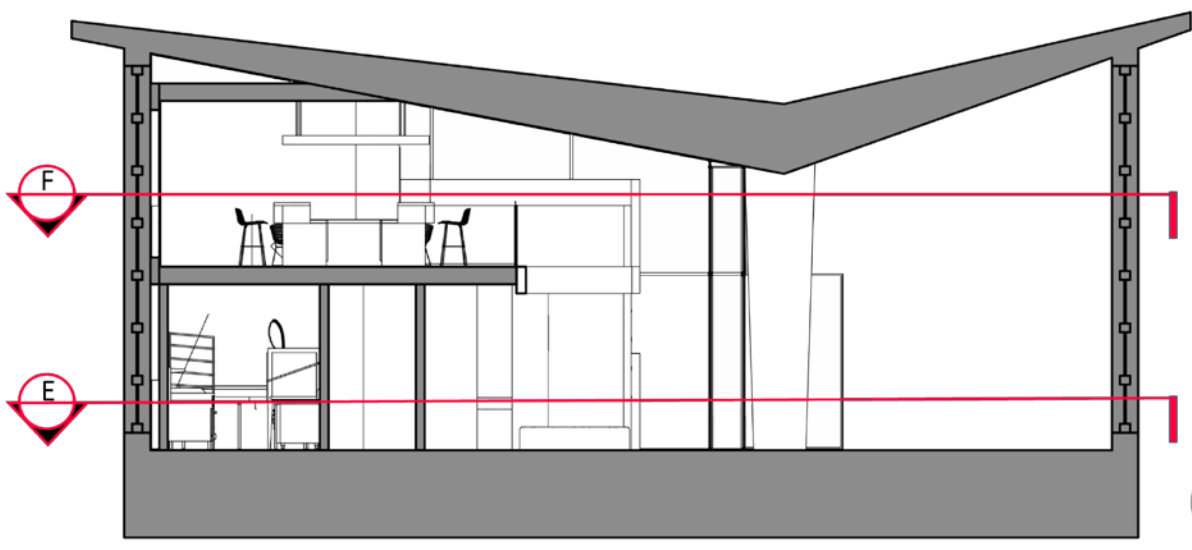




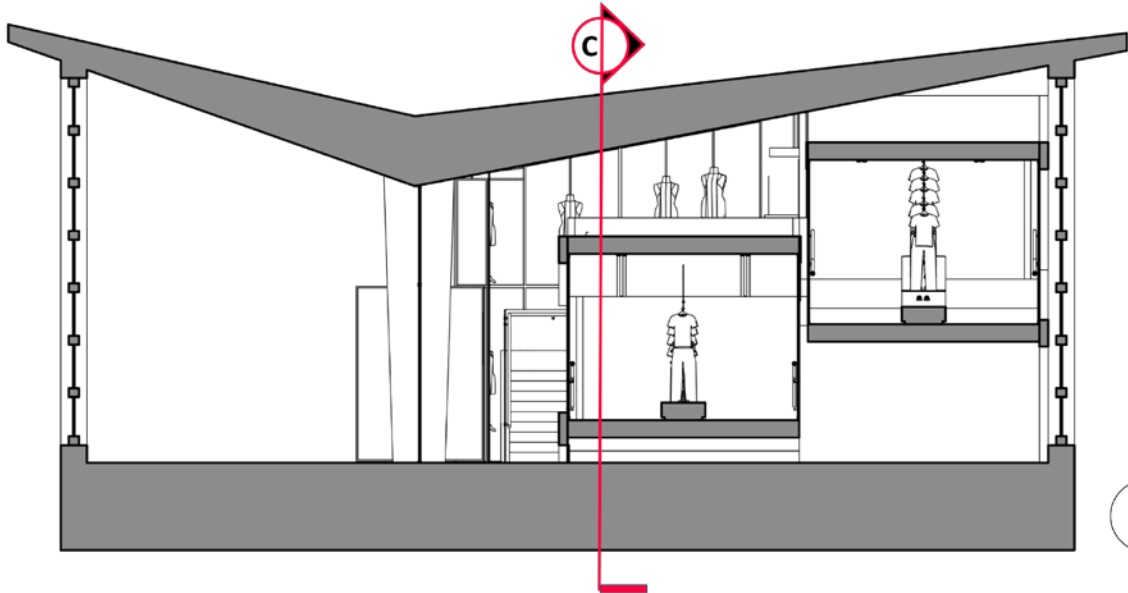
Front view



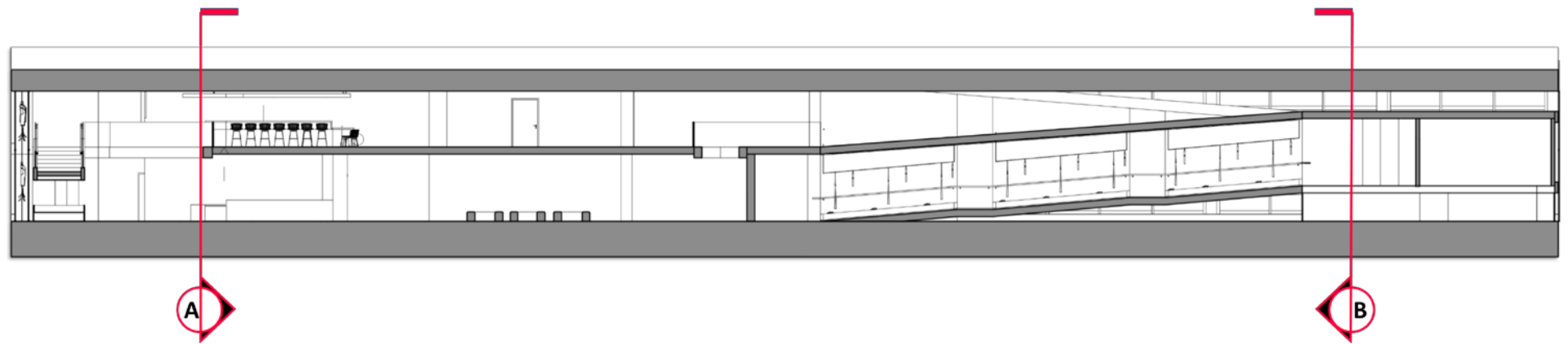
Back view



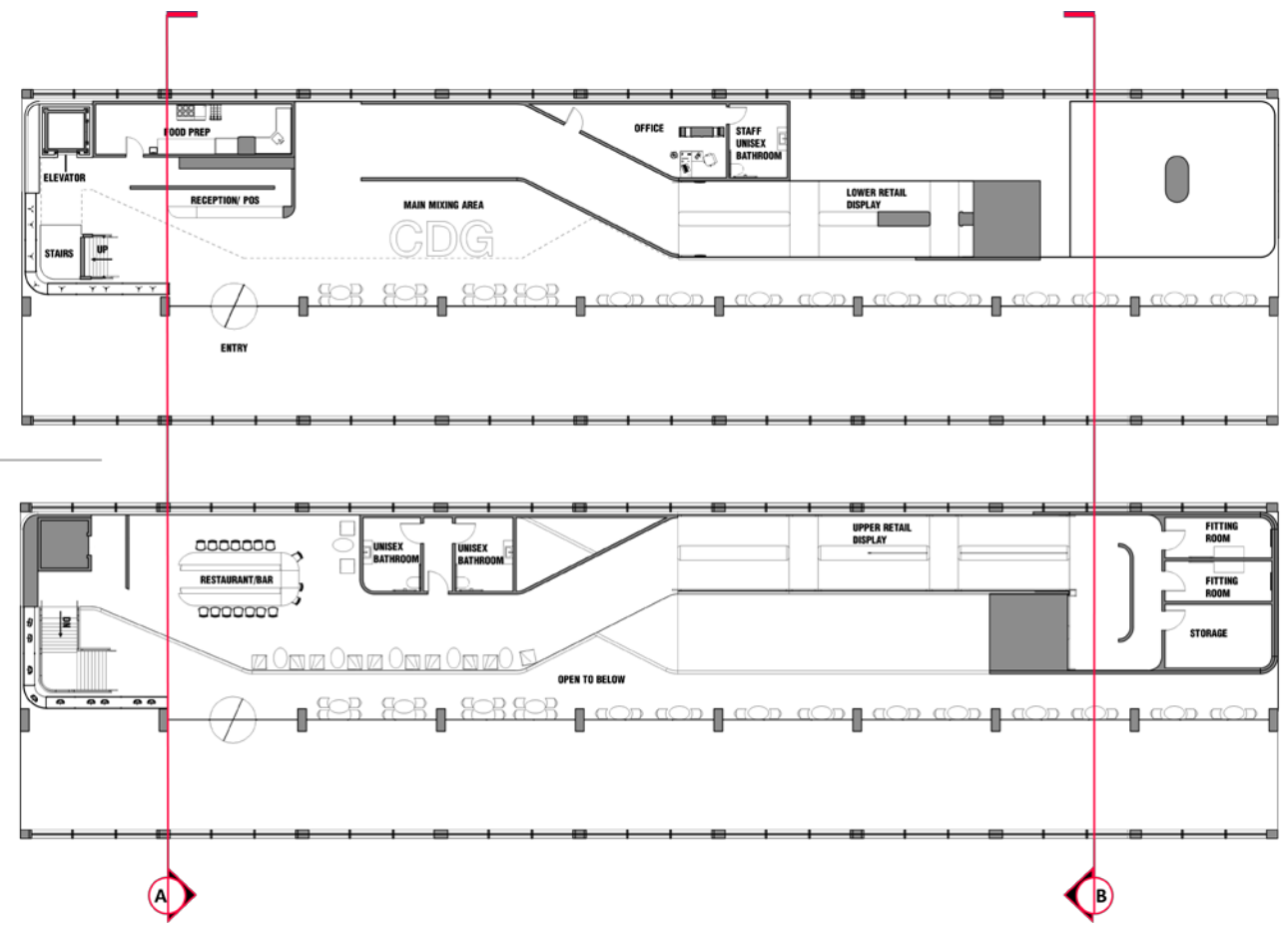
A Cross Section View
Scale 1/4" = 1-0'



B Cross Section View
Scale 1/4" = 1-0'



C Longitudinal View
Scale 1/8" = 1-0'



E First Floor Plan
Scale 1/4" = 1-0'

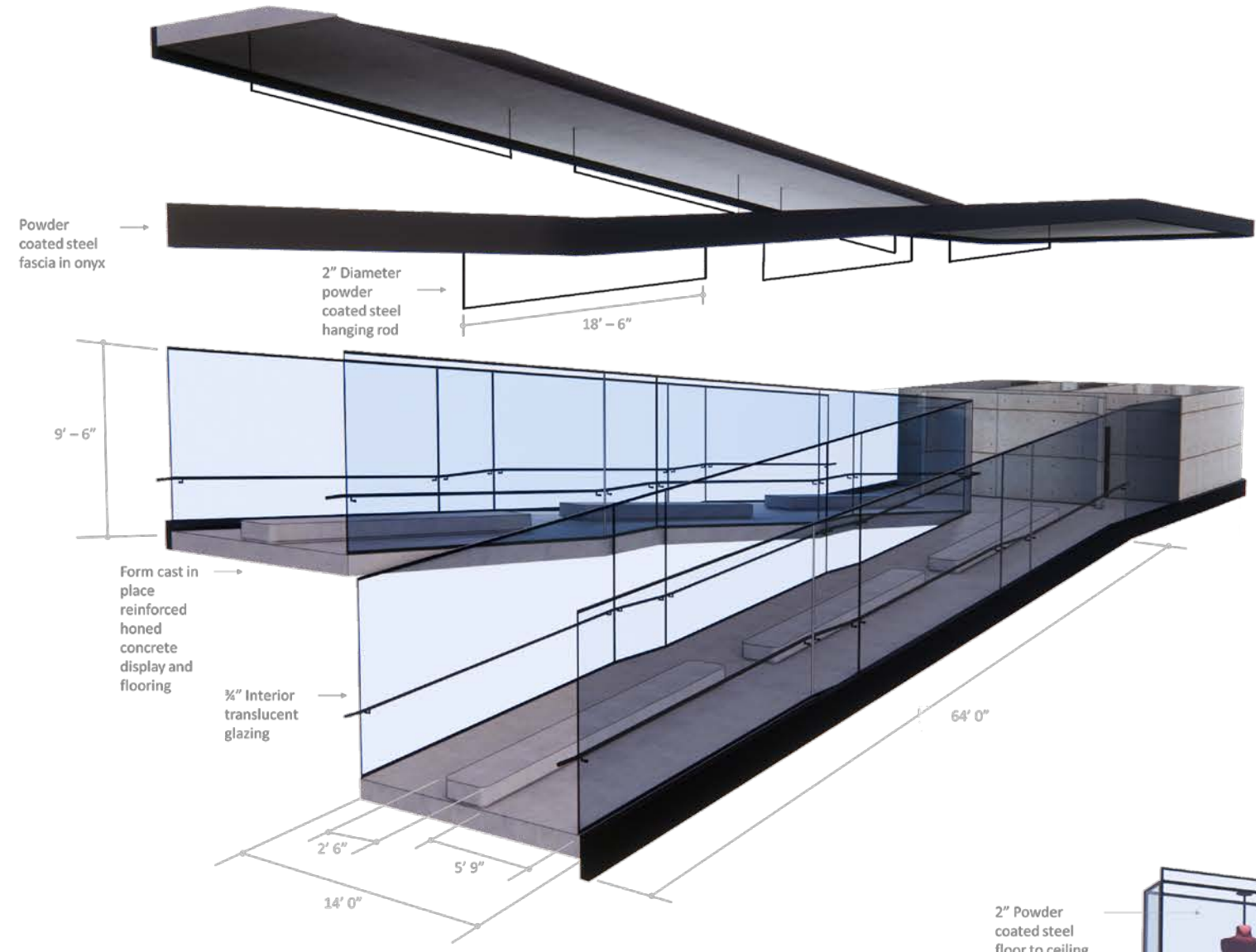
F Second Floor Plan
Scale 1/4" = 1-0'





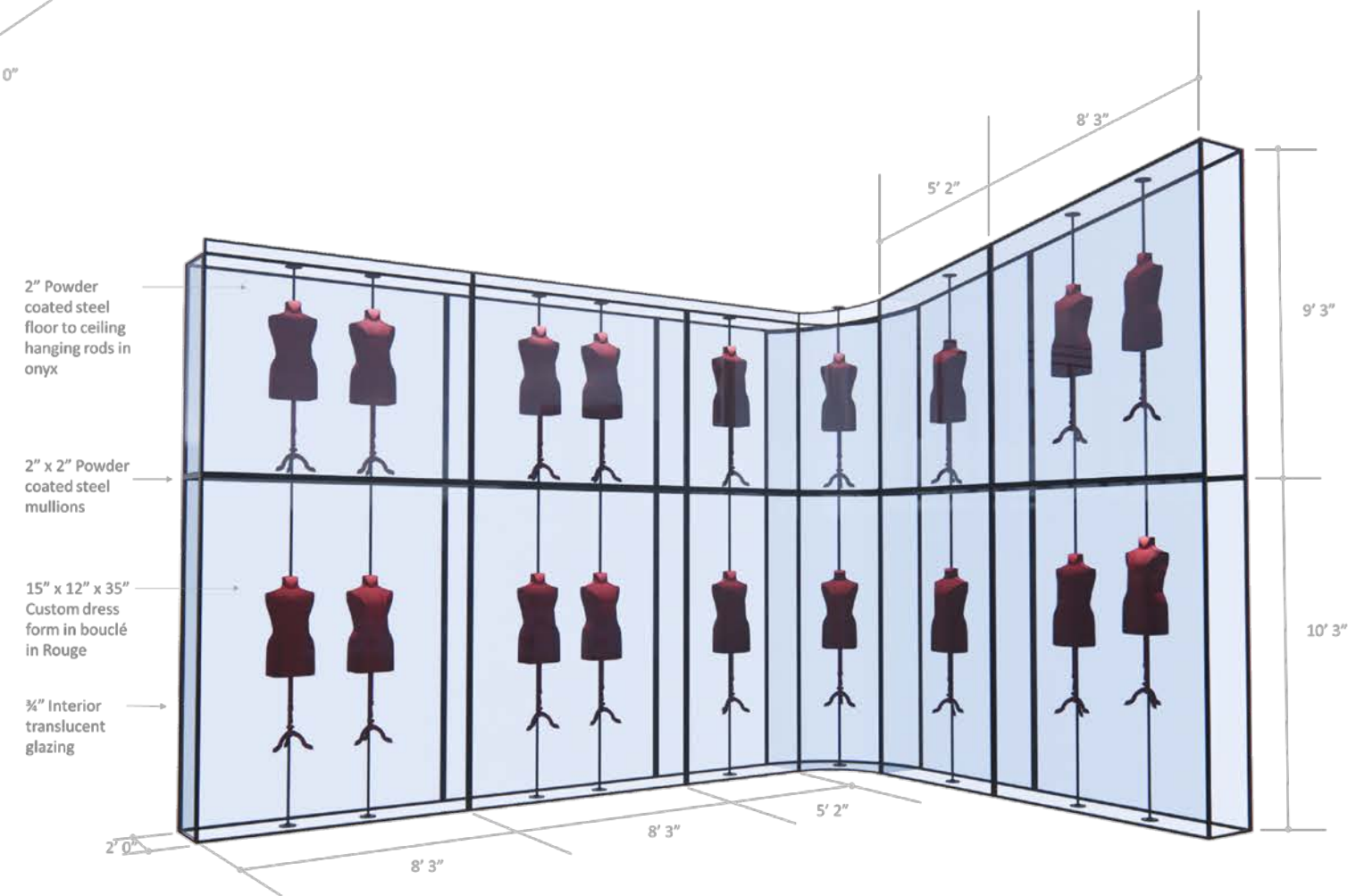






Retail Ramp Display

Retail Wall Display





Barcelona chair



Saarinen coffee and dining tables



Panton chair



Interior translucent glass



Powder-coated stainless steel in onyx



Cast in place reinforce concrete

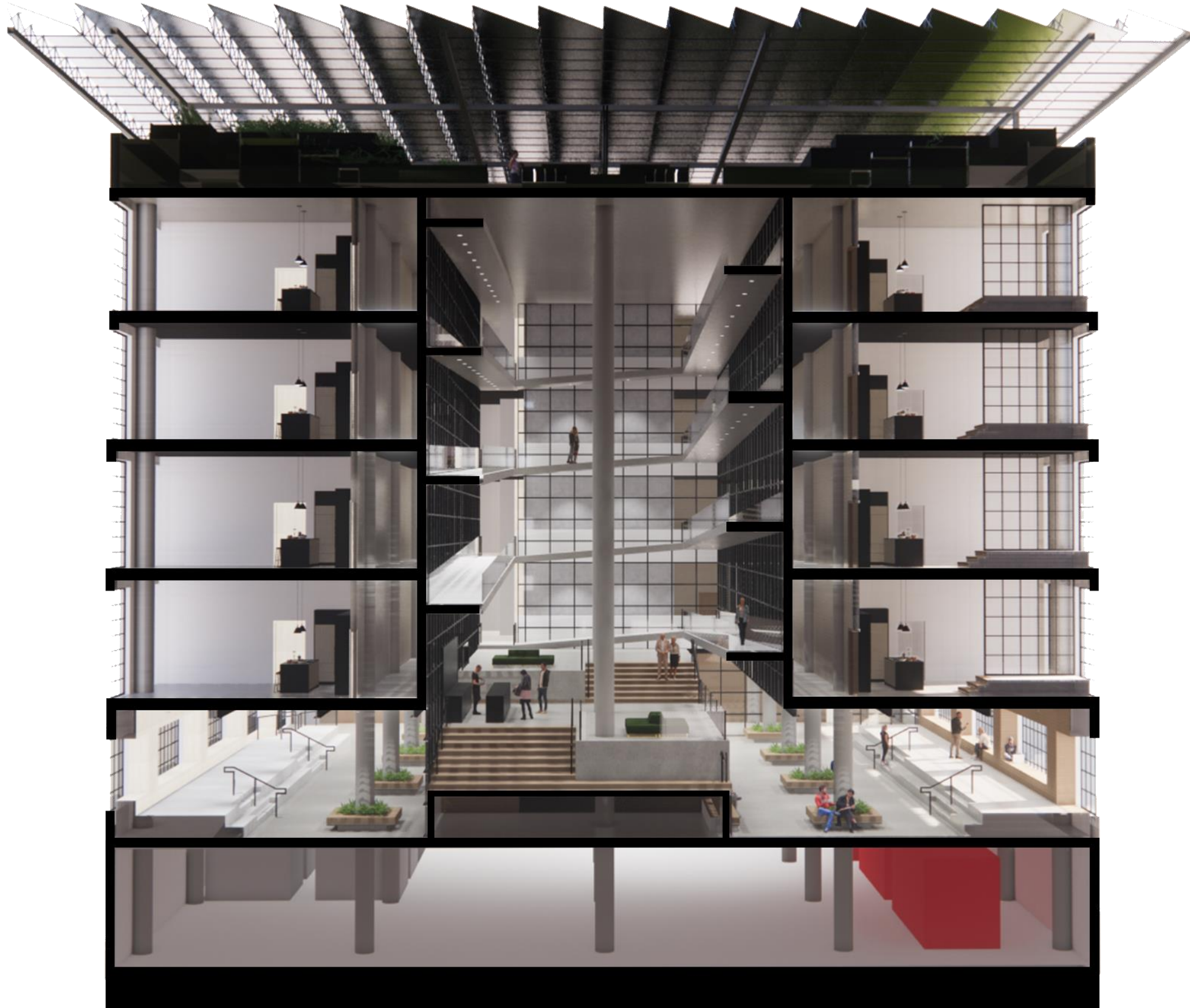


Boucle fabric in Rouge



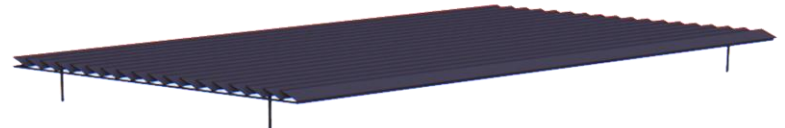
Cast in place reinforced form concrete

The South Lake Union neighborhood was once a thriving community made up of local artists, artisans, and students who needed a break from dorm life. Over the last two decades, that feeling of a collective vitality has been lost. A sense of community creates engagement; engaged people drive collaboration, which, in turn, fosters connection and understanding. The intent of this project is to bring some of what made SLU interesting back again. There are various ways one can go about creating community, but some of the most effective methods involve visual features and spatial elements. To convey this intent for this project, elements of solids and voids will be used while incorporating the Living Building Challenge's core imperatives, which employs the most rigorous building and design standards for the built environment today.



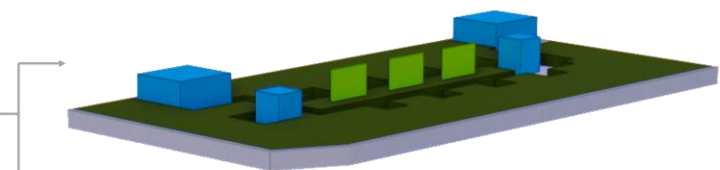
Solar Panels

- 1. Solar panels



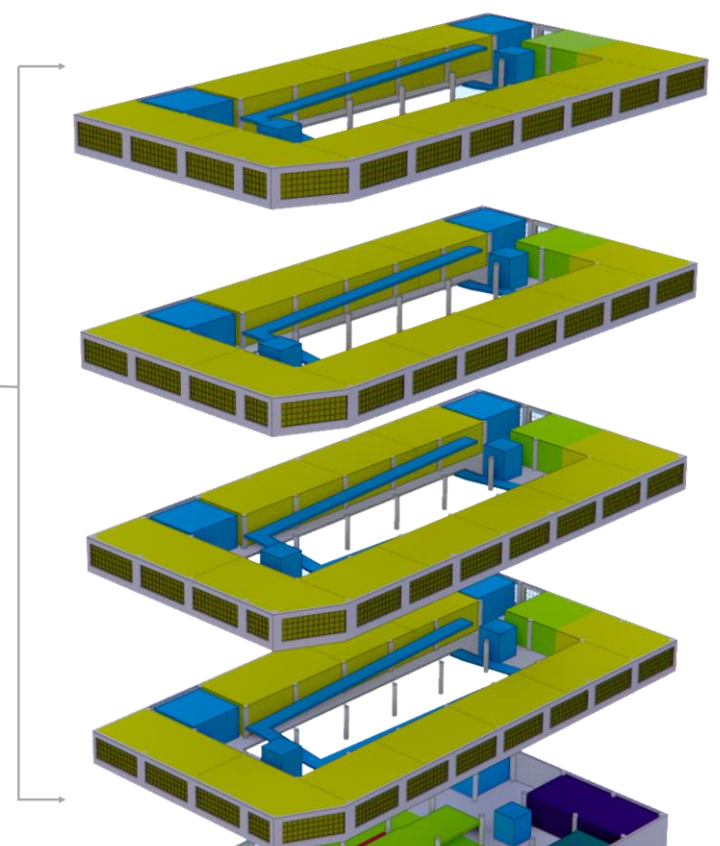
Roof

- 2. Urban Agriculture
- 3. Outdoor Movie Theater
- 4. Communal Mixed Space
- 5. Elevator
- 6. Fire Stair



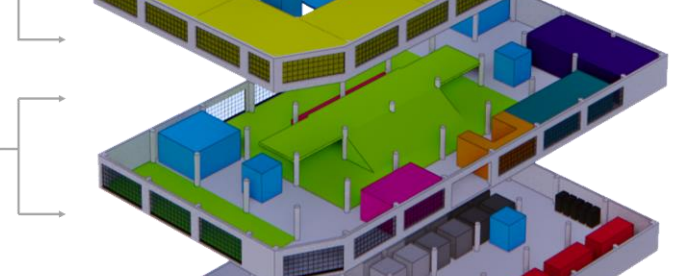
Residential Floors (2nd to 5th)

- 7. Residential Apartments
- 8. Game Room
- 9. Elevator
- 10. Fire Stair



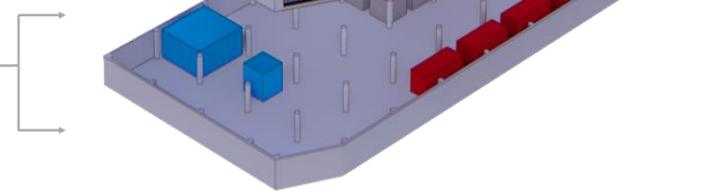
Ground Floor (1st)

- 11. Entrance
- 12. Mixed use – Gallery/Performance
- 13. Seating/Stair
- 14. Coffee Bar
- 15. Fire Stair
- 16. Elevator
- 17. Shower/Restrooms
- 18. Bike storage
- 19. Mail
- 20. Security
- 21. Gallery/Performance

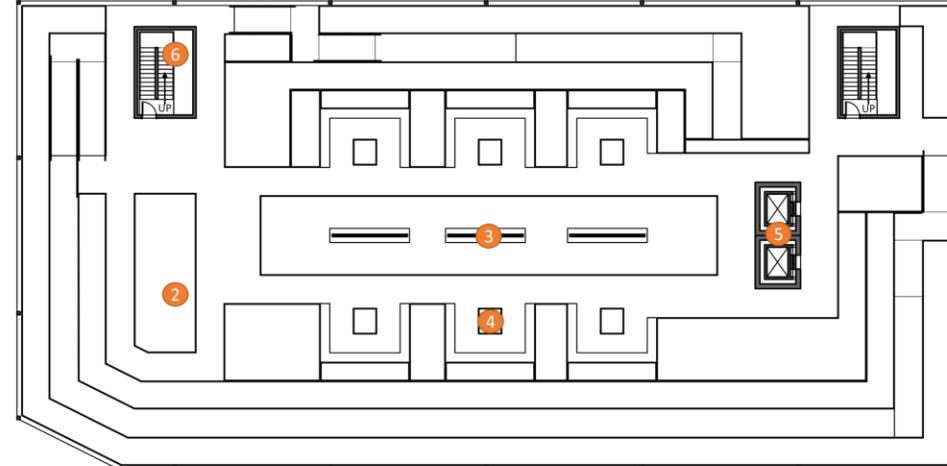


Basement

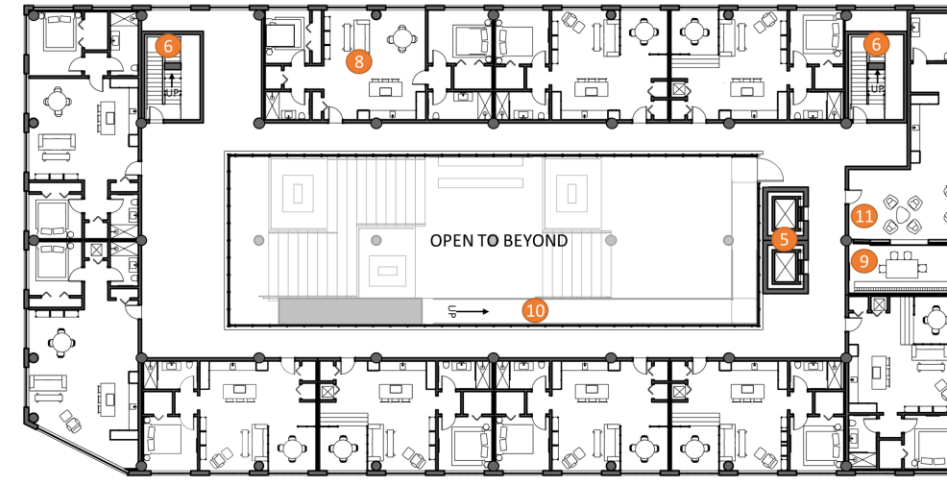
- 22. Energy Batteries
- 23. Black Water Storage
- 24. Grey Water Storage
- 25. Potable Water Storage
- 26. Rainwater Collection Storage
- 27. Elevator
- 28. Fire Stair



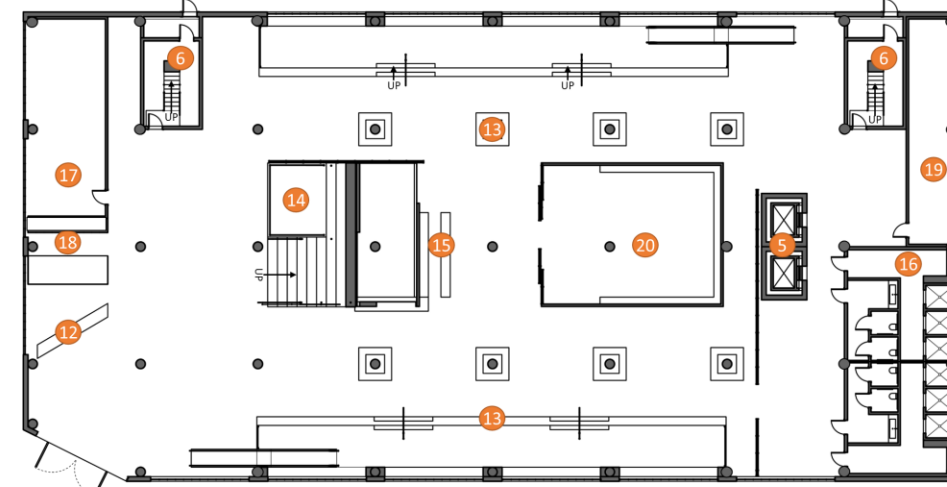
- 1. Solar panels (not shown) - 26,176 sq.ft.
- 2. Urban Agriculture – 15,011 sq.ft.
- 3. Outdoor Movie Theater – 75 sq.ft.
- 4. Communal Mixed - space – 4100 sq.ft.
- 5. Elevator – 200 sq.ft.
- 6. Fire Stair – 882 sq.ft.
- 7. Garden Ramp – 1564 sq.ft.

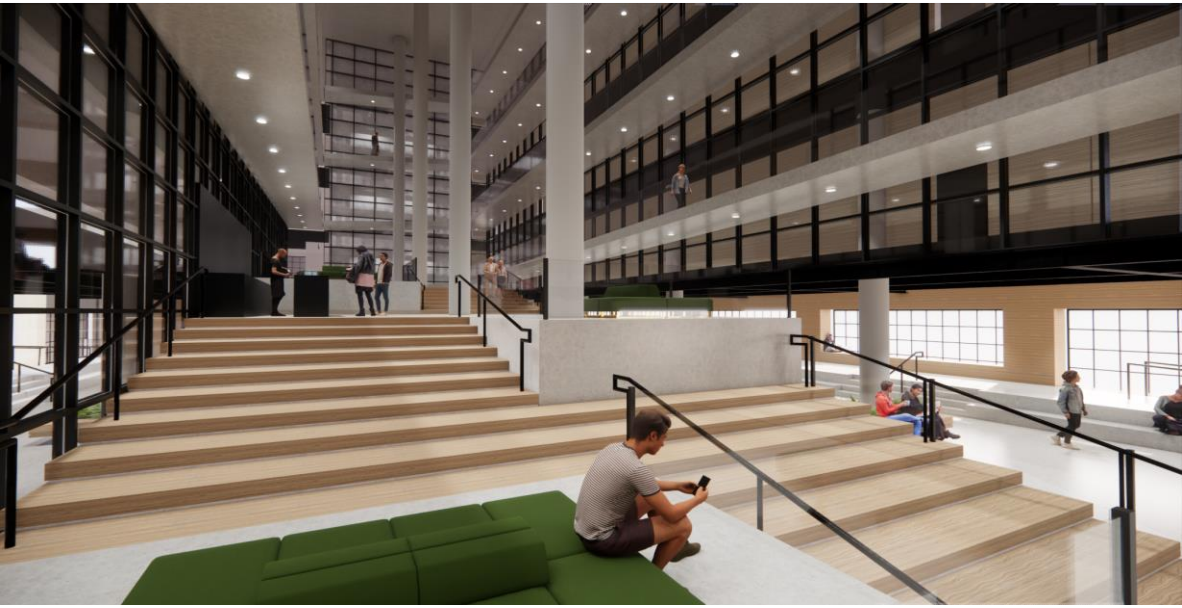


- 8. Residential Apartments – 896 + 1174 sq.ft.
- 9. Secret Game Room – 600 sq.ft.
- 10. Ramp – 3500 sq. ft.
- 11. Residential Entertainment Room – 780 sq.ft.



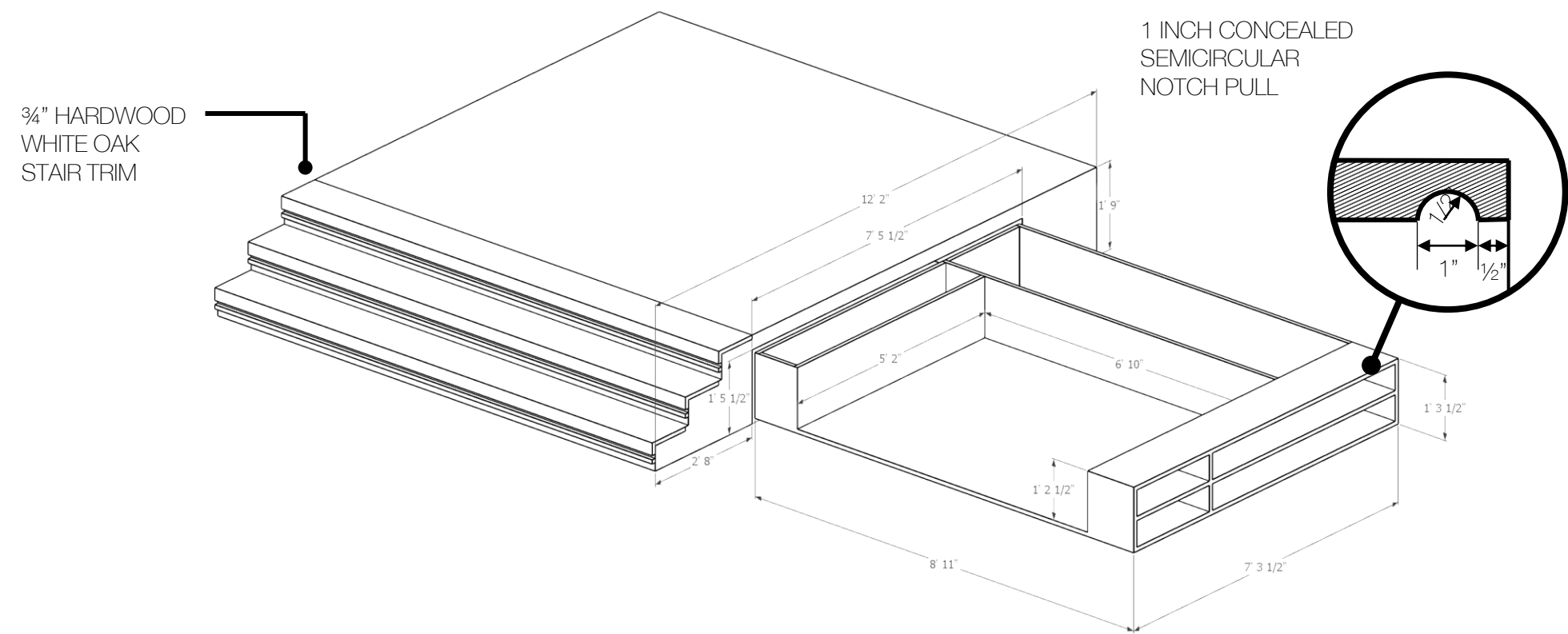
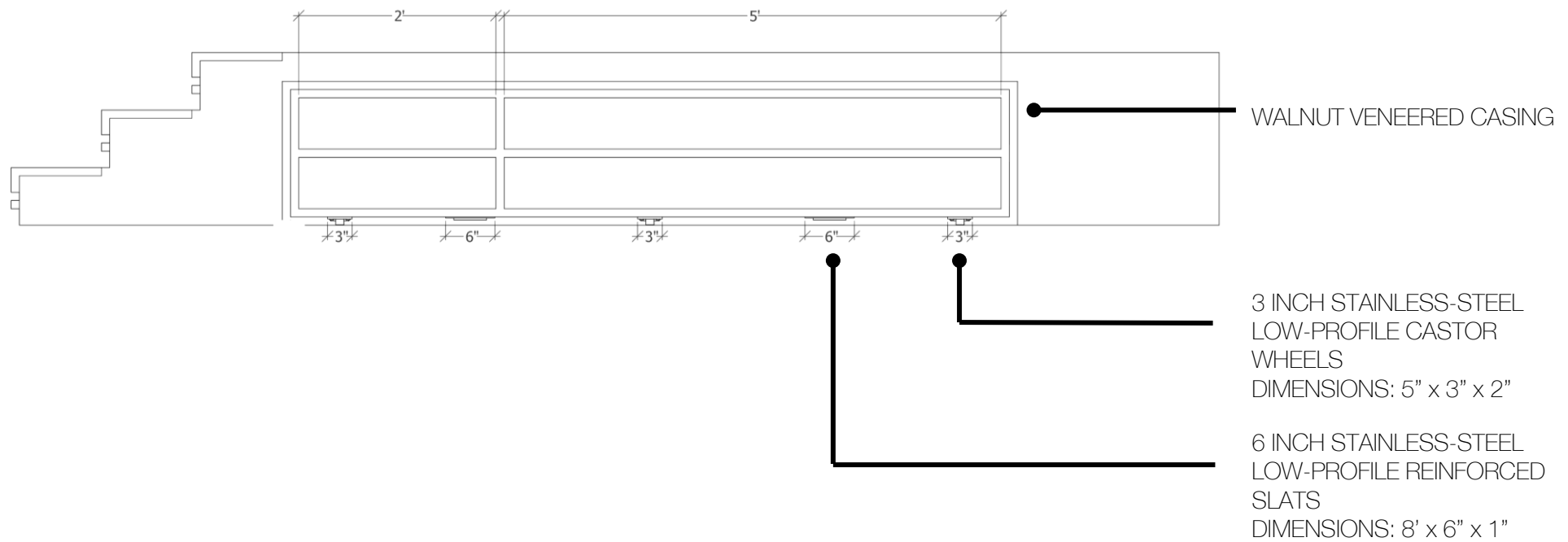
- 12. Reception – 100 sq.ft.
- 13. Mixed use – Gallery/Performance – 7400 sq.ft.
- 14. Seating/Stair – 900 sq.ft.
- 15. Coffee Bar – 400 sq.ft.
- 16. Shower/Restrooms – 1176 sq.ft.
- 17. Bike storage – 731 sq.ft.
- 18. Mail – 296 sq.ft.
- 19. Security – 736 sq.ft.
- 20. Gallery/Performance – 3580 sq.ft.
- 21. Entry





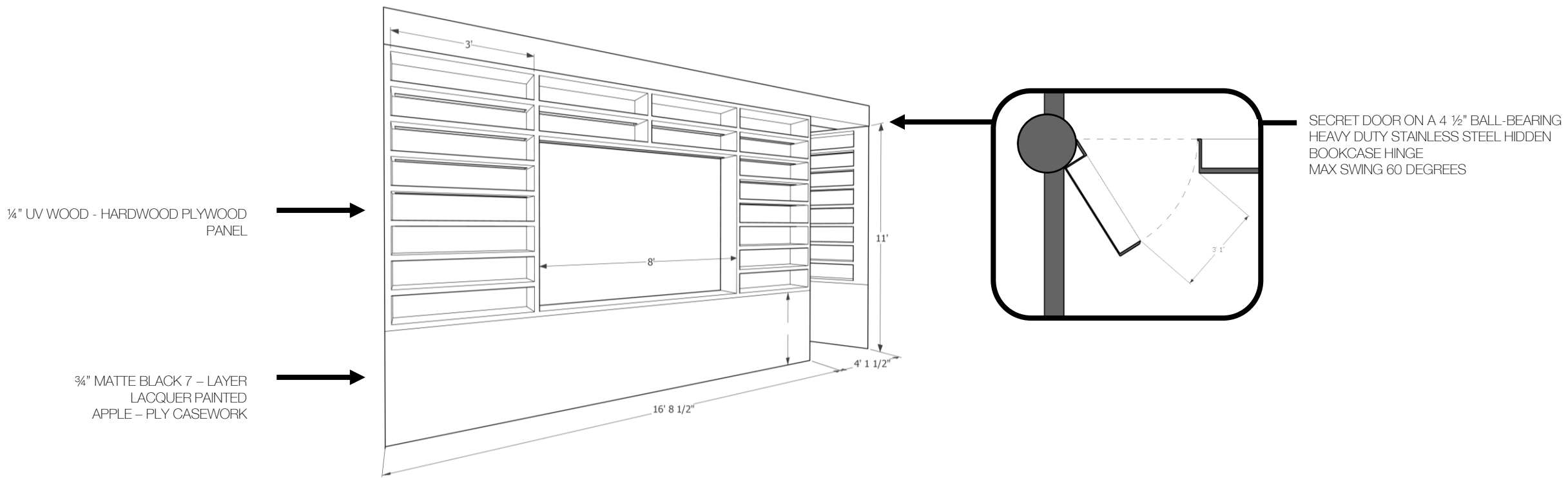
These floors contain a mix of one- and two-bedroom condominiums, all connected by a gentle ramp that everyone can manage. To maximize natural light every unit emphasizes its 12ft high ceilings, with floor-to-ceiling windows in both the living and bedroom spaces. Meeting the Living Building Challenge's (Red – List Free) material guidelines, units have responsible material choices for their finishes and casework. Units also come equipped with energy-efficient appliances. Included in some units are platforms that can be used as a dining space or a home office, under each of them there is a concealed storage space that can also hold a queen size mattress for overnight guests.



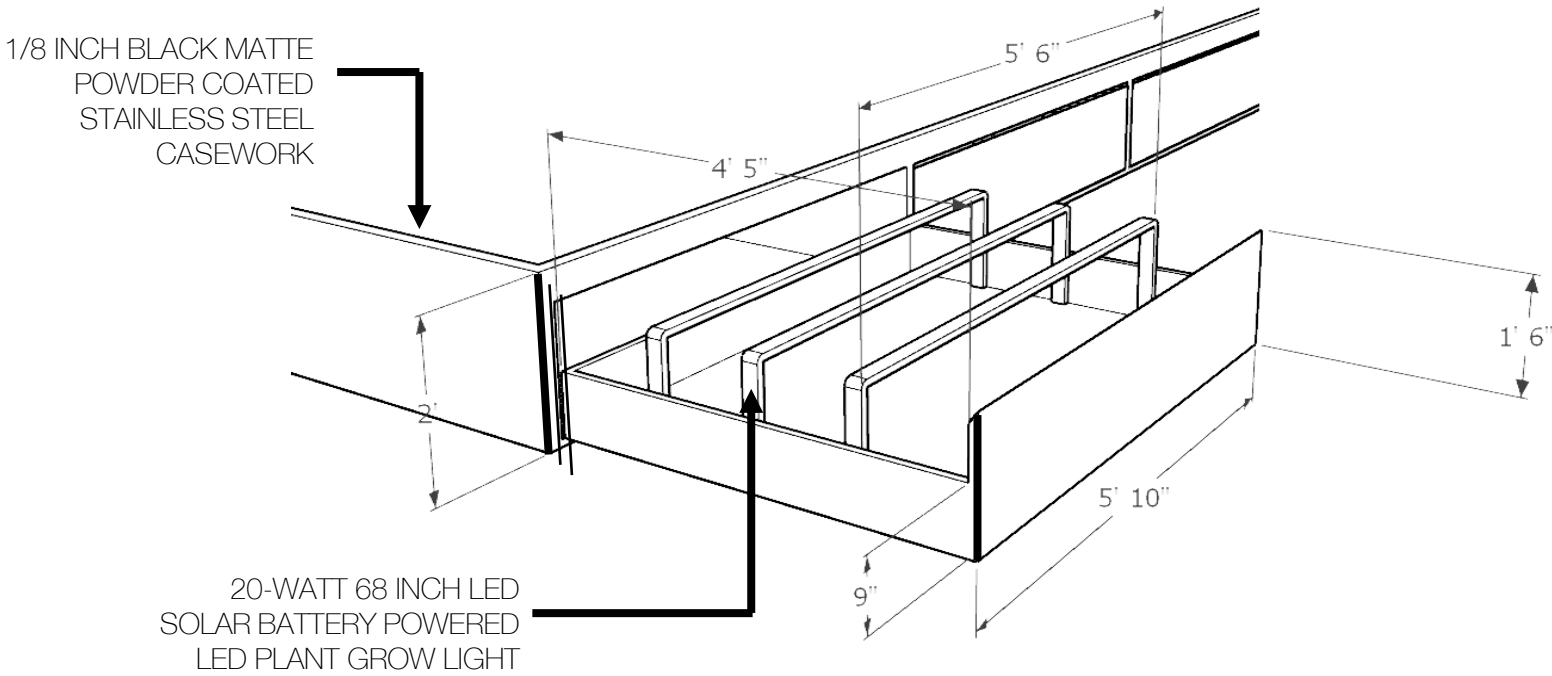
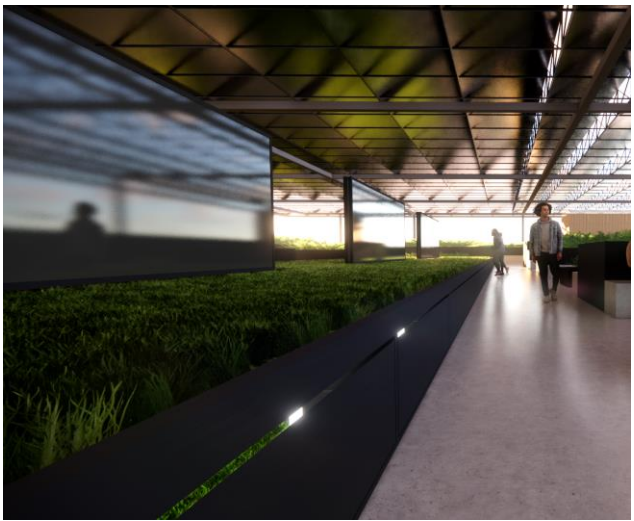


LOCALE 700 Social + hidden game room

Each floor is equipped with a social room where residents can enjoy watching a movie, entertaining guests, or perhaps playing a game of D&D amongst friends and neighbors (maybe tournaments of floor vs. floor). The hidden game room incorporates the aesthetic of old South Lake Union with raw concrete walls and recycled brick from the original building.



On the rooftop the idea of community and the Living Challenge's imperatives are here again enacted. By encouraging residents to tend to a communal pea patch, people can connect themselves to the urban agriculture that they grow. Full ADA access ramp pathways throughout the rooftop allow all to enjoy the fresh air and greenery. Communal seating can be found all over the space to entertain larger groups, and an outdoor six screen movie theater. Solar panels cover the entire span of the rooftop enabling the building to capture enough energy to serve the entire building's energy needs but also works to create net – positive renewable energy.





Eames upholstered molded chair



Saarinen tables



Saarinen tulip chair



ECOS wall paint in matte dark greige



Powder-coated stainless steel in onyx



Porcelanosa Group large format wall tile in concrete



Allegheny Mountain white oak quarter sawn flooring



Cast in place reinforced form concrete

Haven table

Furniture design + fabrication

My initial concept for this project was to create a multi-functional table. Understanding that my client's space was a small living room inside a condominium, I knew this could not be a massive piece and needed to have a feeling of lightness, so I adjusted the scale to fit those requirements. I drew inspiration from my clients' mid-century modern aesthetic and other historical references such as the Eames's take on bent plywood and Scandinavian designers Muuto, who do contemporary pieces that lean towards mid-century style.

Other constraints to the project were the limited availability of a workshop, lack of access to sophisticated tools, and a delivery date six weeks from start. In addition, the multipurpose nature of the piece included a space for a small vinyl record collection and a resting nook for their cats.



Eames lounge chair



Muuto basket

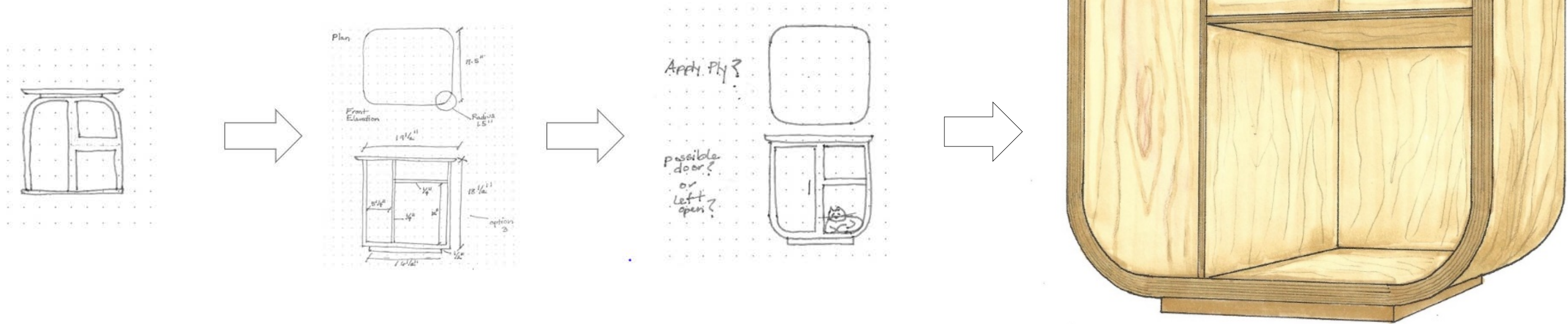


Haven table

Concept development

The space requirements were met by adding a vertical partition and a horizontal shelf, and I rounded the bottom corners to alleviate the perceived mass. To allow cats to easily enter their resting nook, I did away with the concept of legs, and added a simple low platform base, slightly recessed to further increase the lightness of the design. After several iterations, the final design was approved by my clients.

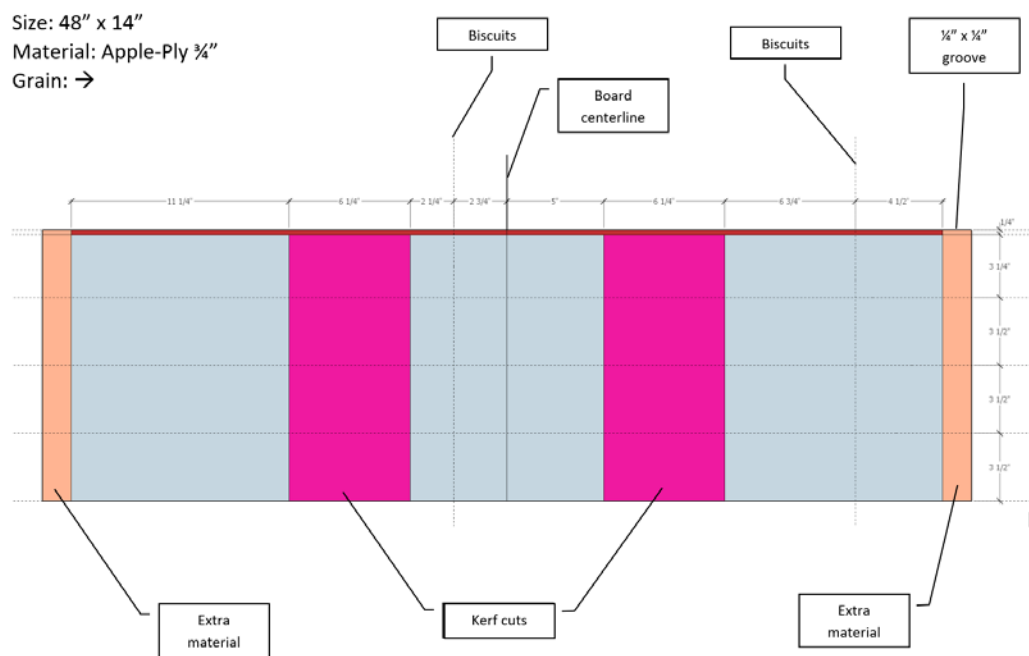
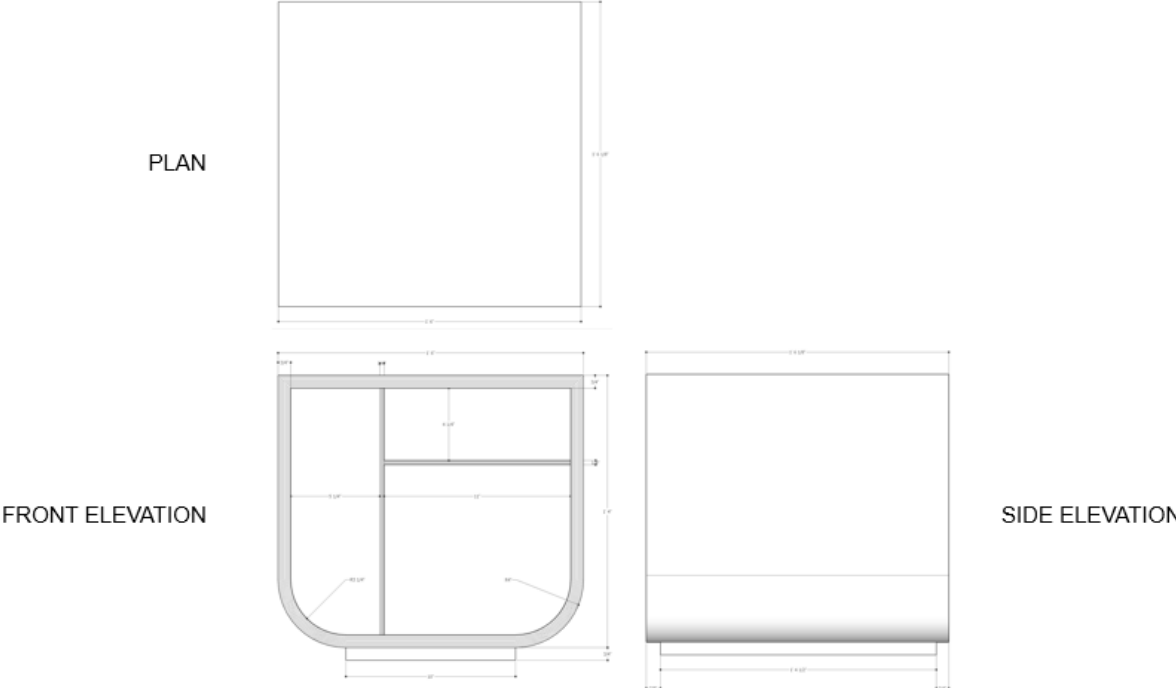
For the materiality, Apple-Ply was chosen for its traditional use as a material in Mid-century Modern furniture and its focus as a design detail. Its ply layers will be a highlight to the overall look of the piece along with hidden biscuit joinery and kerf cuts to for the curved bottom surface.



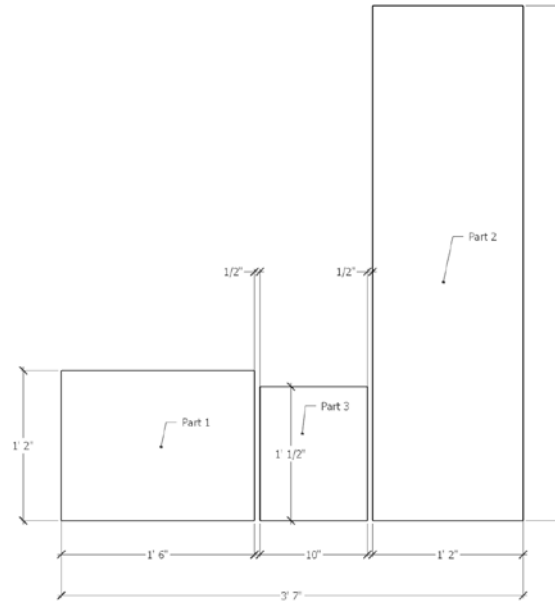
Haven table Plans + cut sheets

I used Sketchup to define a cubic boundary volume and designed the piece to fit into it. I then created CAD plans, elevation, sections, and cut-lists along with a hand rendering of the final design. The space requirements were met by adding a vertical partition and a horizontal shelf, and I rounded the bottom corners to alleviate the perceived mass.

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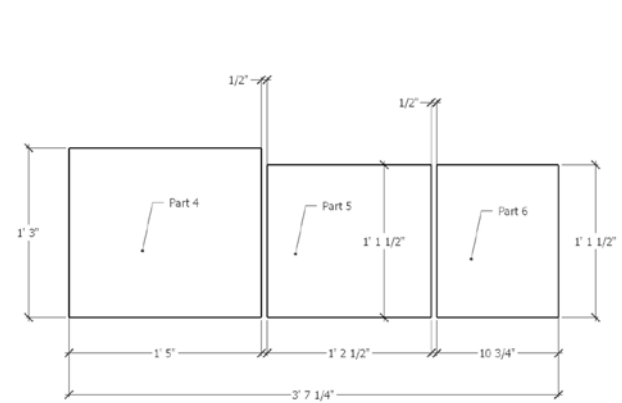
3/4" ApplePly/Russian Birch Plywood



Cut list

Part	Thickness	Width	Finish Length
Part 1 - Top	3/4"	14"	48"
Part 2 - Carcass	3/4"	14"	48"
Part 3 - Base	3/4"	10"	12 1/4"

1/2" ApplePly/Russian Birch Plywood



Cut list

Part	Thickness	Width	Finish Length
Part 4 - Back	1/2"	12"	15"
Part 5 - Vertical divider	1/2"	14 3/4"	13 3/4"
Part 6 - Shelf	1/2"	10 3/4"	13 3/4"

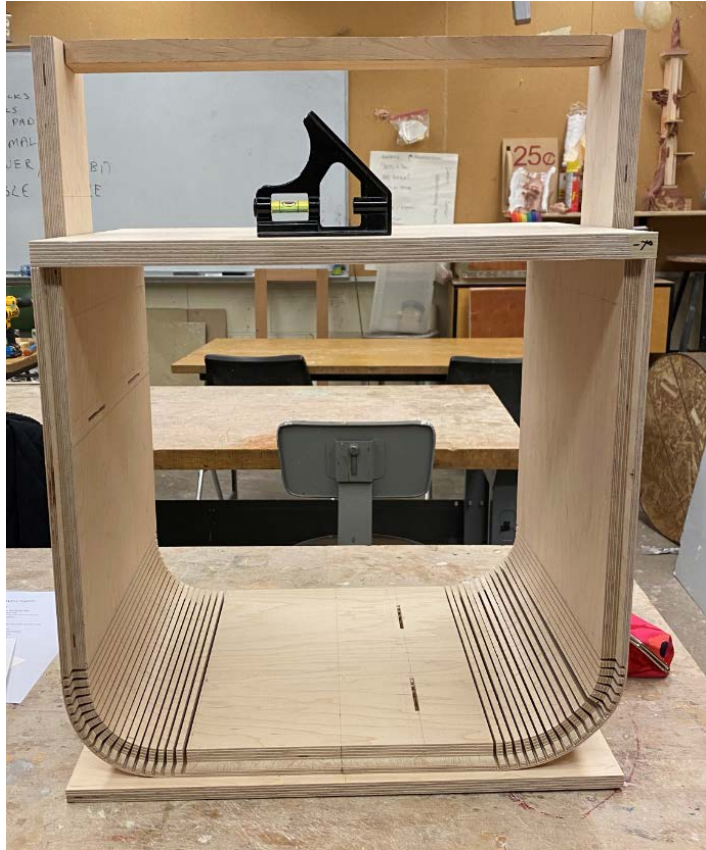
Haven table Construction



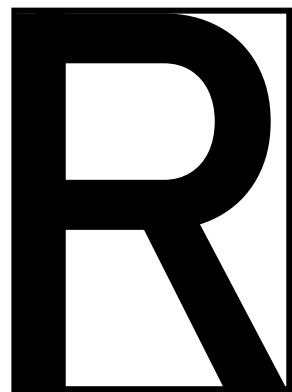
For construction there were several issues to work out. First, I understood with limited time and equipment available, I would need to use a simple method to create the curves of the table; kerf cuts were the answer.

After some math along with trial and error, I found the overall spacing needed to get the degree of curve I played around with a few different types of adhesives to secure the curves and decided on Gorilla foaming glue.

Next, I decided a jig would need to be constructed in order to hold the main board in place while the glue dried. After drying, the assembly was quick and easy.



THANK YOU



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