

SUMMER 2023

Surface Scene

INSPIRE | INFORM | EDUCATE



DISCOVER

HOK's design for the IIDA
Product Runway

HOK
+
DESIGNONESOURCE



Photography Credit:
Erica Sciarretta
www.sorellaphotos.com



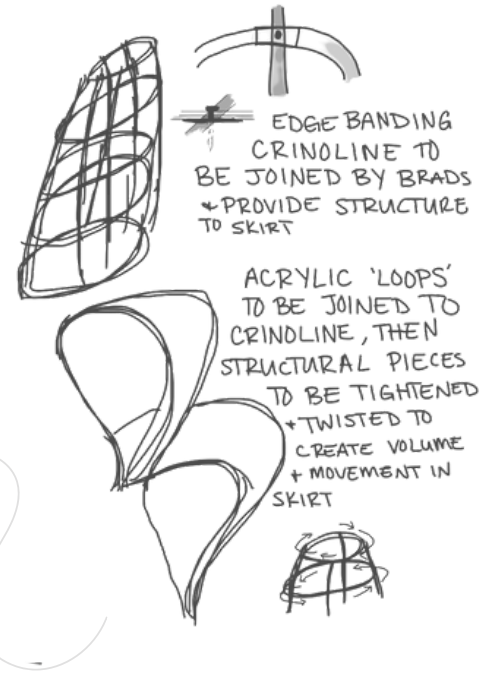
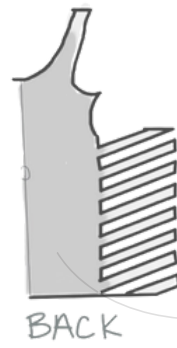
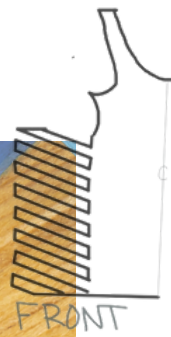
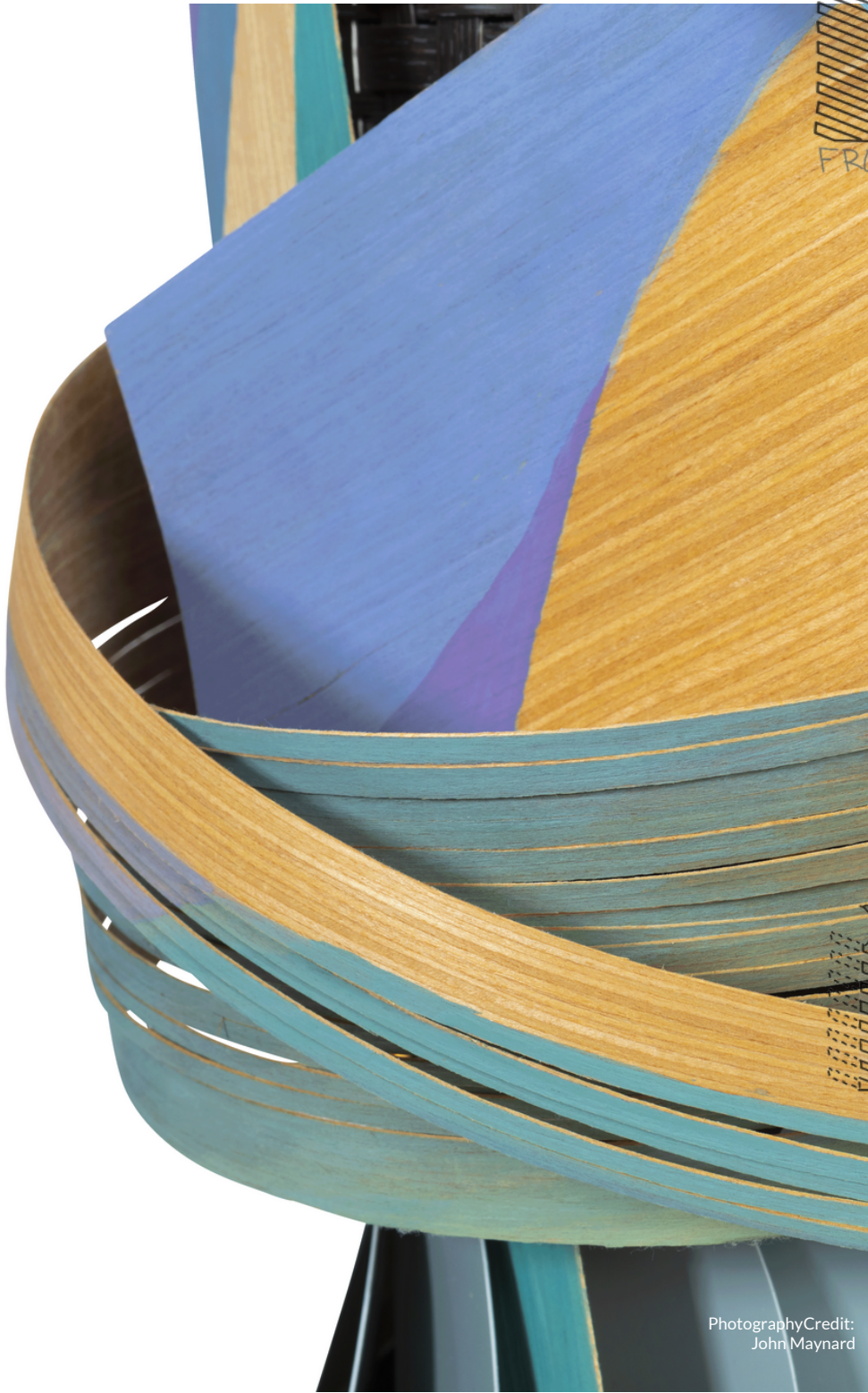
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PRODUCT RUNWAY

After a nine-year hiatus, IIDA's Pacific Northwest chapter revived the iconic Product Runway. Product Runway pairs world-renowned architecture and interior design firms with product manufacturers to collectively create runway-ready garments using various commercial interior finish materials.

This year, HOK and DesignOneSource teamed up to compete down the runway against eleven teams. The process required a formal ID submission of design development, schematics and construction documents over a nine-month build-up to the runway show. In addition, each team was evaluated on a point system ranging from revolutionized use of materials to the concept of creation.



EDGE BANDING
CRINOLINE TO
BE JOINED BY BRADS
+ PROVIDE STRUCTURE
TO SKIRT

ACRYLIC 'LOOPS'
TO BE JOINED TO
CRINOLINE, THEN
STRUCTURAL PIECES
TO BE TIGHTENED
+ TWISTED TO
CREATE VOLUME
+ MOVEMENT IN
SKIRT

BACK PIECES TO BE
INTERWOVEN W/ FRONT
+ AFFIXED W/ TAPE

PERF. ON BODY OF VENEER
+ STEAMING/CURLING IN
CONSTRUCTION ALLOWS
CONTOUR TO BODY

Photography Credit:
John Maynard



THE PROCESS

HOK experimented with different techniques to find shape and form with Tafisa, Echo Wood and Reflekt products.

CRUNCH TIME

As months passed, DesignOneSource and HOK collaborated weekly to prepare for the runway.

The garment was constructed using Echo Wood raw veneer, Tafisa edge banding and Reflekt high gloss acrylic sheets.

The raw veneer was hand-painted by HOK in colors reminiscent of the 1970s to display the idea of a past era shifting into a modern one. It was HOK's interpretation of what it meant to be in a tectonic shift - IIDA's 2023 theme.

Over several days, the team used Tafisa edge banding to weave a tight-knit corset. The corset was modified over a dozen times for the ideal fit.

Reflekt high-gloss sheets created the petals for the bottom half of the garment. Each petal was hand cut by HOK's Seattle office and then molded into PVC pipes by a heat gun to form a curl. Over 150 petals were cut, formed and assembled to create two skirts layered over each other. The layering effect allowed the garment to shift and flow freely as the model walked down the runway.





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INFORM

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DAY OF SHOW

Over 500 designers from the A&D community came and rooted for the top design firms in the nation. Bosco hosted the night with judges from trailblazing corporations like Lady Gaga's Haus Labs, Ming-Ming Tung-Edelman, world renowned chef Julie Hearne and fashion icon Luly Yang.

Each team followed a concept statement that brought their vision to life.

"Stretching the limits of both the material and the garment to defy the conventional boundaries of veneer and acrylic sheet, HOK and DesignOneSource used weaving techniques to create the base structure. To push the boundaries of the material, our team heat-formed acrylic and draped hand-painted veneer. The joinery of the garment allows for movement through brads and lacing methods. Transforming traditionally rigid materials into flowing drapery and softened weaves creates complex forms that can adapt and move through any tectonic shift."

-HOK



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HOK Architecture is a global design firm named one of Time Magazine's most influential and innovative design firms in 2022. HOK's core values are rooted in providing design solutions to the needs of its clients and the environment around them. By incorporating Echo Wood as a feature in their garment, they could showcase Echo Wood's reconstituted veneer in a way unseen before.

DesignOneSource values sustainability principles, and Echo Wood's commitment to providing sustainable alternatives plays a significant role in why we stock it locally in our warehouses across the United States and Canada.



Echo Wood's reconstituted wood veneer is created from engineered certified wood fiber to reproduce nearly any wood species' natural appearance. In addition, this environmentally responsible alternative produces defect-free and consistent architectural veneers in color and grain – providing designers with an FSC and CARB-certified product.

The corset was created by weaving different widths of Tafisa ABS edgebanding in a repeating pattern. Modern technology allows edgebanding to match an embossed in register (EIR) wood grain TFL. Canadian-based Tafisa produces over 90 colorways of laminates, including matching HPL and edgebanding. Its natural appearance will give the look and feel of real wood without compromising the budget.

The skirt and train in HOK's design were created using Reflekt high-gloss acrylic sheets. Reflekt uses multi-layered acrylic to engineer a smooth, scratch-resistant surface. In addition, its world-class PUR lamination technology prevents the orange peel effect in its reflection, which commonly occurs with acrylic products. As a North American product, Premier Eurocase uses high-quality materials to provide a dry erasable, scratch resistant and anti-microbial solution for residential and commercial applications.



Photography Credit: Erica Sciarretta
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SPECIAL THANKS TO

*HOK's design for Product Runway
HOK Product Runway Committee
IIDA PNW Chapter
IIDA Product Runway Committee
Bosco
Kelly Coller | CMO Haus Labs
Ming-Ming Tung Edelman
Luly Yang*

*Julie Kramis Hearne
Lady Gaga Haus Labs
Erica Sciarretta at Sorella Photos
Richard Brown Photography
Echo Wood
Reflekt
Tafisa*

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