

CANAL PARK WEST TOWER

Ombrae Feature Wall Artwork Proposal

2021.04.28 • FOR NAMNUM + IDEA ARCHITECTURE + OMBRAGES



APPLICATION

Project Overview

Canal Park West Tower is the second office building on site by Namnum Developers, and will sit adjacent to the existing east tower. Ombrae Studios has been approached to propose an Ombrae design solution on two narrow vertical channels on the front elevation, as well as sharing other potential applications around the building.

By considering the design as a cohesive whole, our intention is that visual elements of the artwork in Ombrae will carry down, through, and around the building in a considered way. This will provide a variety of exciting viewer touchpoints, while reinforcing the overall design concept.



OMBRAE APPLICATION OPTIONS

1

Vertical Channels

~1,600 sqft

2

**Porte-cochère Brise Soleil
+ Lobby Interior Wall**

3

**Rear Parking
Garage Façade**



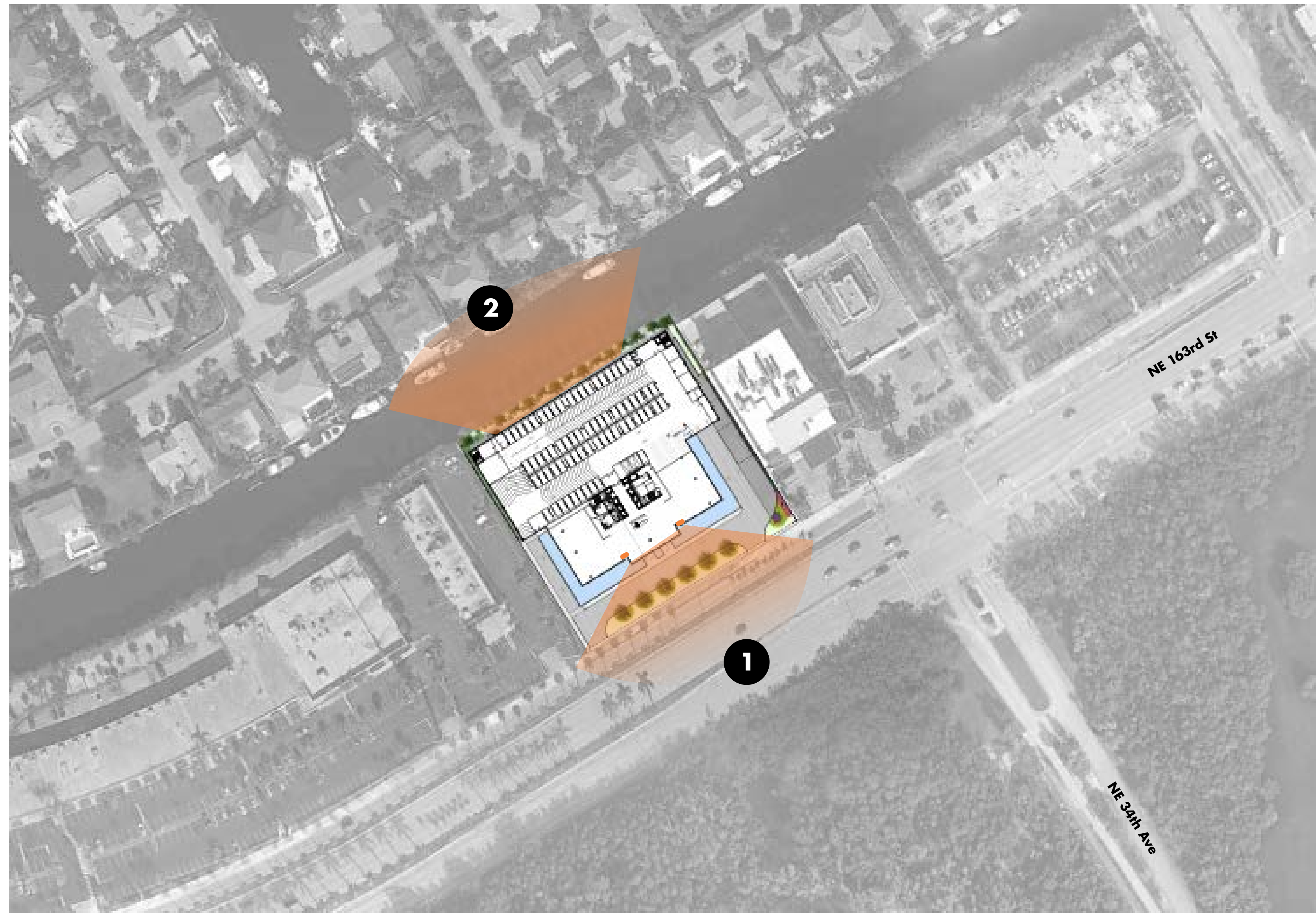
LOCATION PLAN

Primary Viewing Position

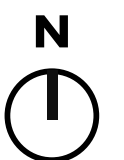
The south elevation of the building, with two vertical channel feature walls, is visible from NE 163rd St, particularly directly in front of the building. Walking into the lobby interior, additional Ombrae feature walls could be prominently visible.

Around the back on the north elevation, if the parking garage has an Ombrae façade, it would be most prominently visible from the residential neighborhood across the canal.

Dedicated feature lighting is only being discussed on the southern elevation.



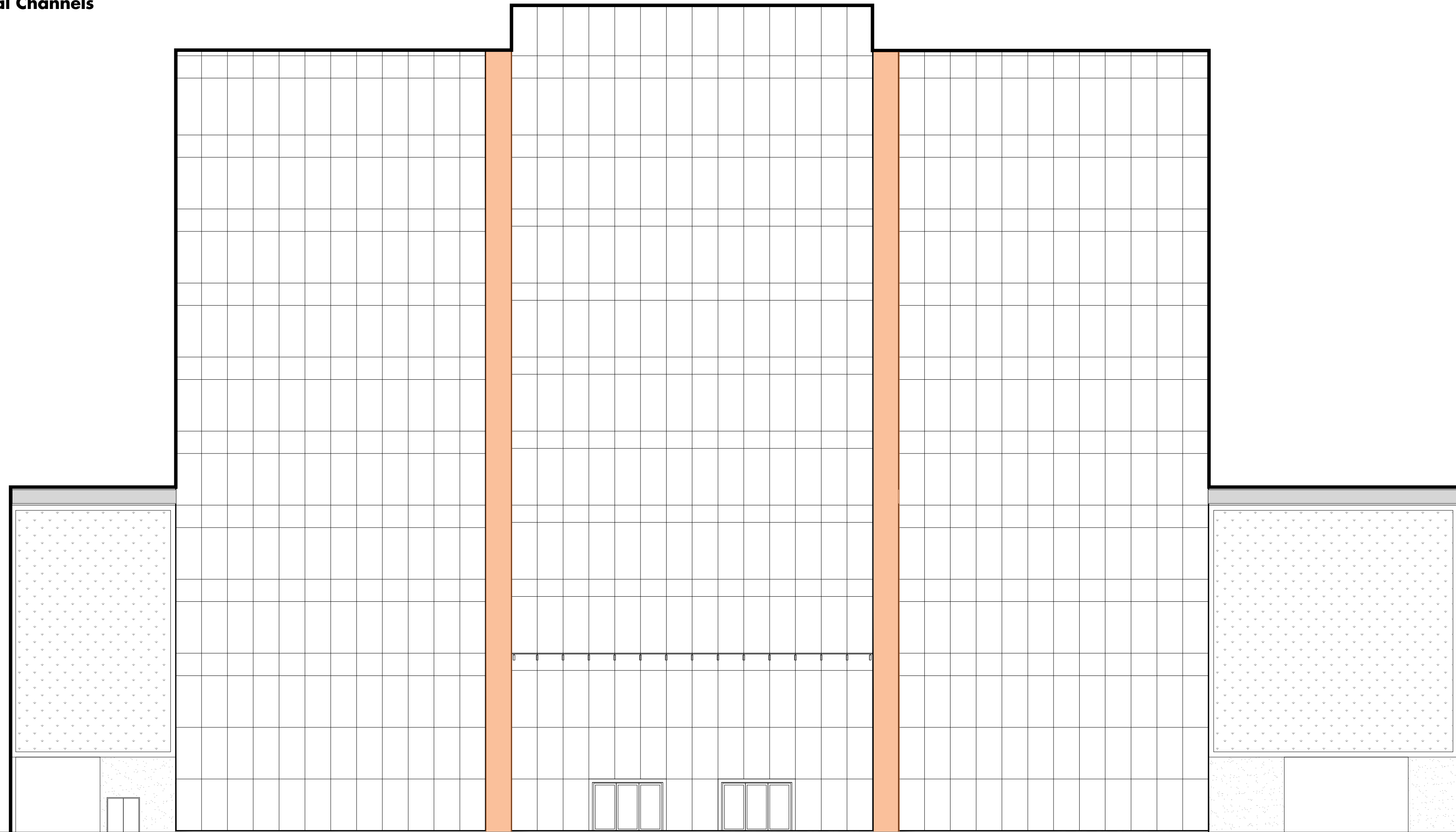
3227 NE 163rd Street - North Miami Beach, FL 33160






ELEVATION VIEW

1 Vertical Channels

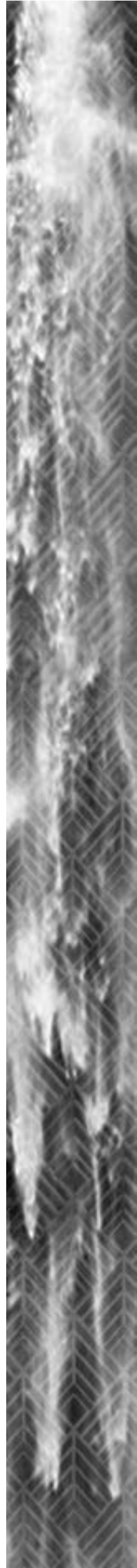


South Elevation

 **Ombrae Panels**
Approx: 160' x 5' x 2'
Size: 1,600sqft



CONCEPT ARTWORK ITERATIONS



1

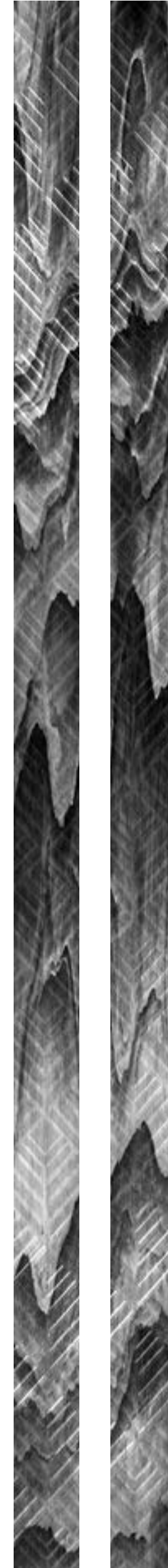


2



3

PRESENTED MODELS



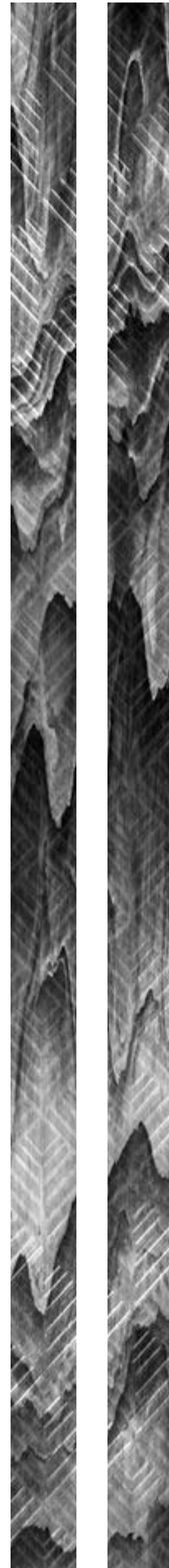
4 - ABSTRACTED WATERFALL



5 - PALMS



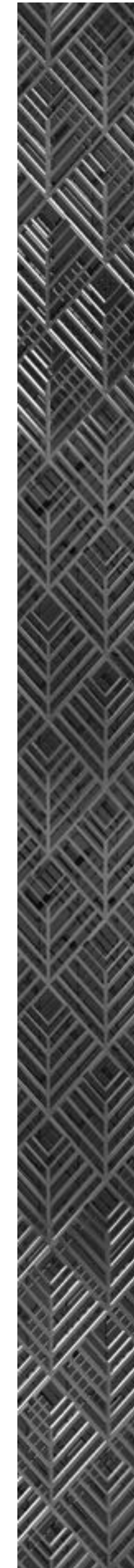
CONCEPT ARTWORK - ABSTRACTED WATERFALL LAYERS



5 - ABSTRACTED WATERFALL



Gradient Flow Texture



Art Deco Pattern

Input Artwork in Layers

Ombrae panels have a good range of fidelity representing a spectrum of greytone. Our studio has found that layering artwork can have interesting end results in Ombrae, with certain parts of the artwork becoming more visible from a given view point. This dynamic viewing experience speaks to the subtlety of the Ombrae imaging technology.

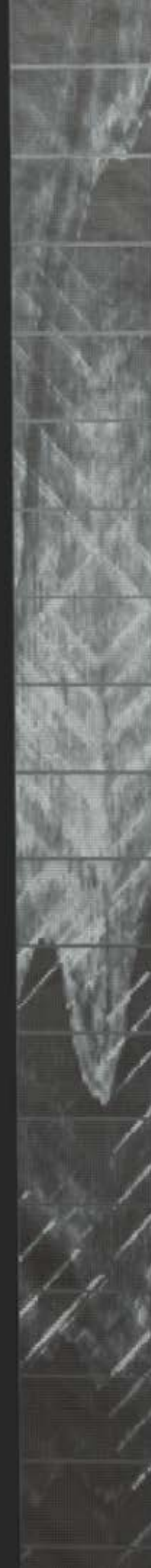
For this artwork iteration, we have imagined a cascading flowing texture layered with a nod to the art deco historic district of Maimi Beach.



INTERACTIVE 3D MODEL - ABSTRACTED WATERFALL



Entire Elevation



Detail View



Model Navigation Instructions

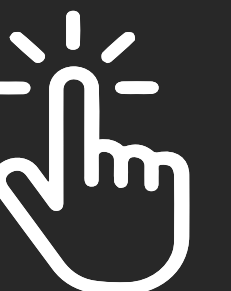
Scroll mouse / Pinch (on mobile): Zoom in or out

Click+Drag: Rotate the model in any direction

Shift+Click+Drag / 2-finger: Translate model

Alt+Click+Drag / 3-finger: Rotate light source

(useful for changing light location)





INTERACTIVE 3D MODEL - ABSTRACTED WATERFALL ON BUILDING

Model Navigation Instructions

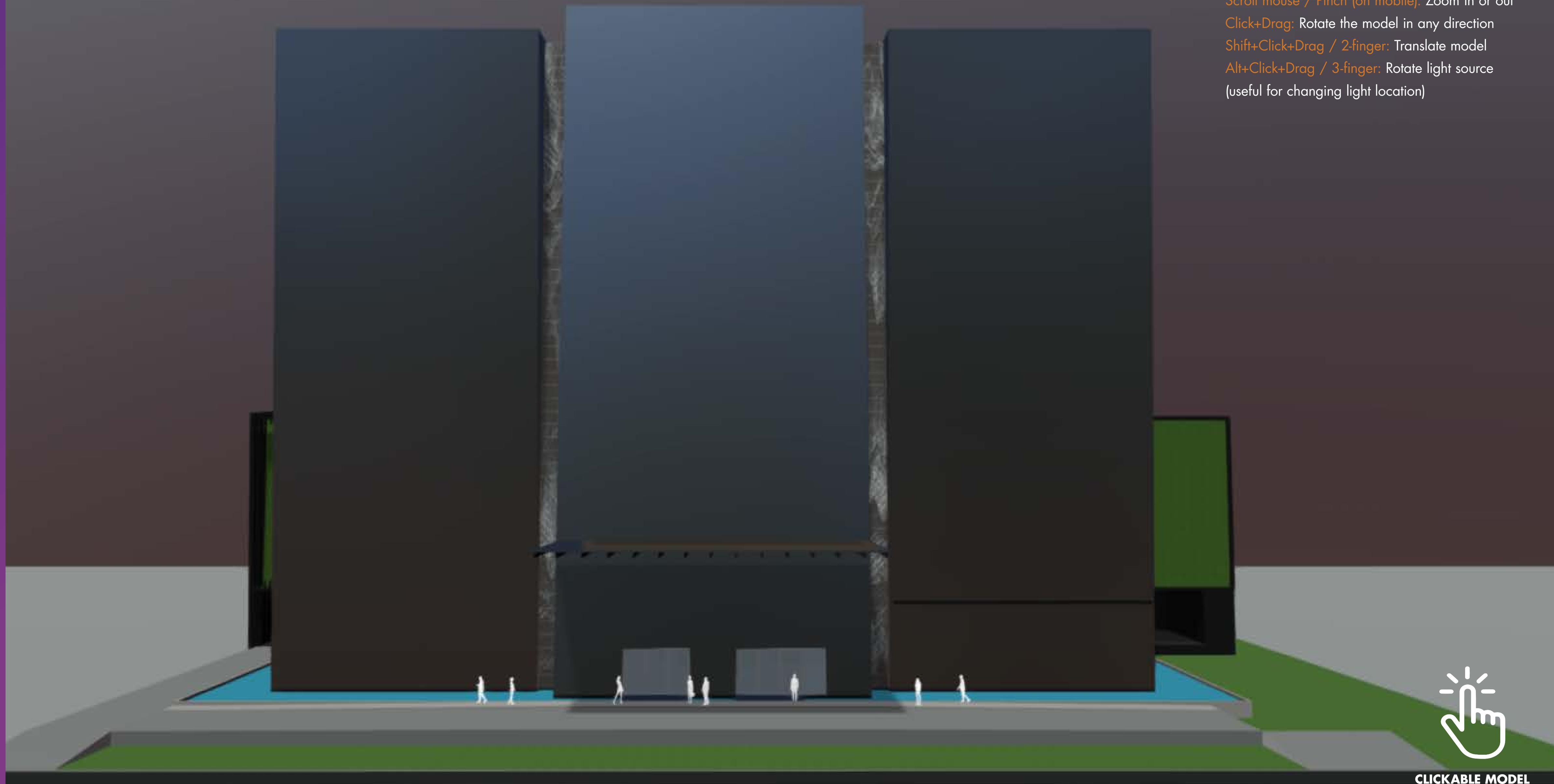
Scroll mouse / Pinch (on mobile): Zoom in or out

Click+Drag: Rotate the model in any direction

Shift+Click+Drag / 2-finger: Translate model

Alt+Click+Drag / 3-finger: Rotate light source

(useful for changing light location)



CLICKABLE MODEL



CANALPAR