

THE BIG FROCK

YORKDALE GRAND OPENING 2005
APRIL/MAY 2005

ALSOP & PARTNERS

Caroline Robbie 416.515.8375 - ALSOP



“I’m gonna put on my dress
It hits me way above my knees
With that v-cut back
Spagetti straps instead of
sleeves
Lord, I’m going to a party
Oooh, lookin’ good
I’m going to shake everybody like
I knew I would
Don’t you girls go a-getting’
jealous
If I round up all your fellas
Cause I’ll be at my best
When I put on my soulful dress”

Soulful Dress by Maurice McAlister
As recorded by Sugar Pie Desanto, 1964

Will Alsop, Caroline Robbie and Gregory Woods of ALSOP & Partners of London and Toronto joined Brown + Storey Architects of Toronto in February to create a concept space for the Interior Design Show, at the National Trade Centre, CNE, February 10th to the 13th, 2005.

The space explored the show’s theme of “material”. As a counterpoint to the everyday pursuits we undertake as architects and designers, we have envisioned the concept space as ethereal, as all the soft and cosy things that architectural materials are not.

The interpretation is meant to express ‘material’ in its most oft lived-in manifestation – fabric. The Big Frock is meant to envelop the viewer and bring them into a cosy world of material through scale, texture, colour and light.

The room below the skirt will house a sewing room. The diversity of material is represented by a digital exhibition of the collection from the Textile Museum of Canada.



Original concept sketch by Will Alsop



“at home we remove
ourselves

from

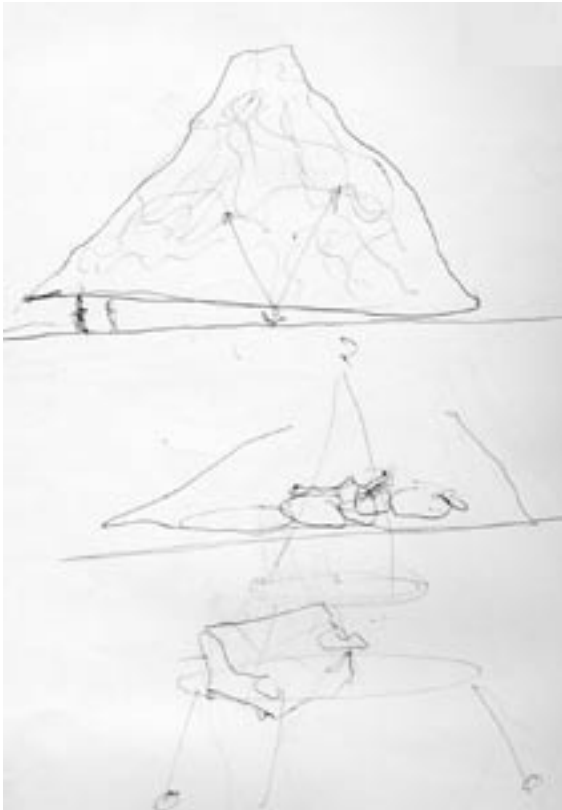
the office
the school
the shop
the street

the world

a cosy cradle of comfort
an endless non-finite space
of contemplation and loss of
focus - a counterpoint to

risk.”

Will Alsop
2004

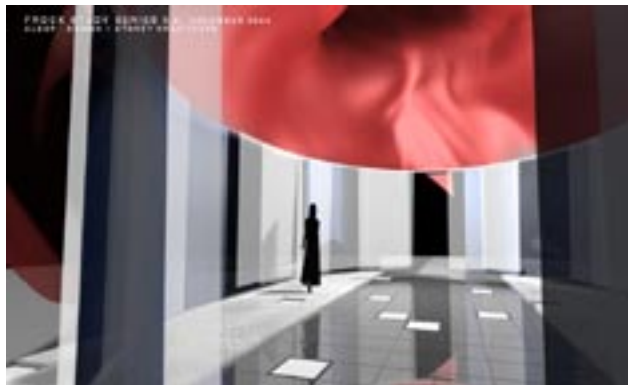


More than 25,000 people visited the Concept Spaces this year, and the “The Big Frock” was a show-stopper.

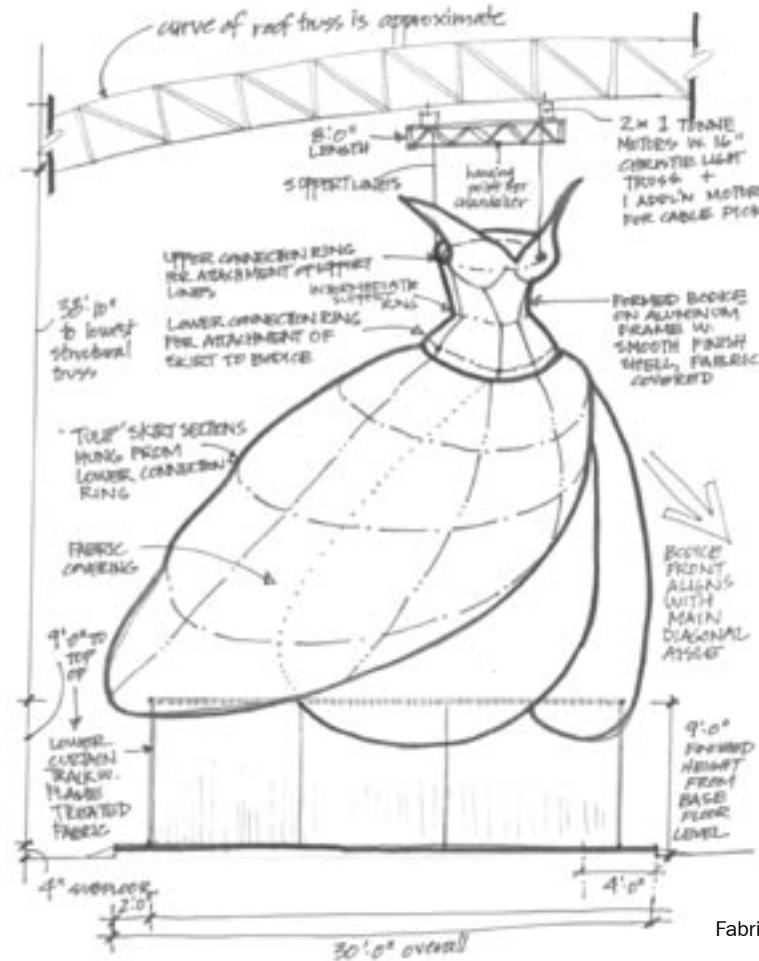
Please contact Caroline Robbie at 416.515.8375



Concept sketch by Will Alsop



Visualization of interior by Brown + Storey



Fabrication sketch by Caroline Robbie, ALSOP

Meaning of FROCK

Pronunciation frāk

Definition:

- (n) a one-piece garment for a woman; has a skirt and bodice
- (v) put a frock on

Synonyms: dress

See Also: apparel, bodice, chemise, clothe, cocktail dress, dirndl, dress, fit out, garb, garment, gown, hemline, neckline, pinafore, pinny, raiment, sheath, shift, slide fastener, tog, zip, zipper.



The Sewing Room takes shape - Jeff Montgomery in early January 2005



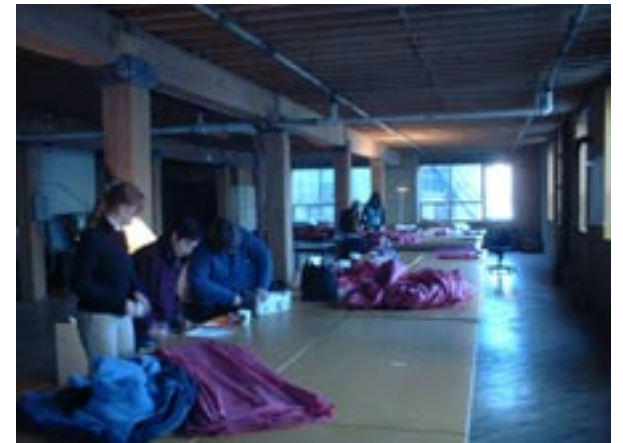
The first design meeting - September 2004



Daniella and Carrie



Daniella and Anna above, Naomi, Theresa and Donna below



In full production mode - Students from RSID at the studio in January 2005



The Structural Team - Mariani Metal Fabricators and Halsall Associates Limited



fabrication of the big frock at Mariani Metal Fabricators

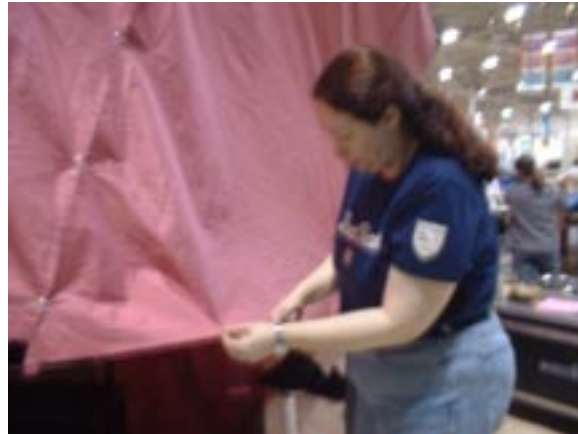


Vince Mariani





The Big Frock moves from Mariani Metals to the National Trade Centre - February 2005





The Big Frock at the Interior Design Show (at left) and at Toronto Fashion Week Fall/Winter 2005 at the Liberty Grand (above and below)



ALSOP & Partners Will Alsop, Caroline Robbie, Gregory Woods and Naomi Robinson, of Alsop and James Brown,

Lighting and Staging Design - Stephen Pollard Design
Stephen Pollard

Metal Fabrication, Sequencing Design - Mariani Metal Fabricators Limited
Vince Mariani, Florin Novac, Garreth Thomas, Michael Wilson, Roberto Herrera, Viet Do, Canh Le, Tony Silva, Andrew Inch, Kim, Susie Clemente, Linda, Antonio D'Addario and Vince Papa

Structural Design - Halsall Associates Limited
Shahe Sagarian, Ken Sissakis and Kelvin Leong

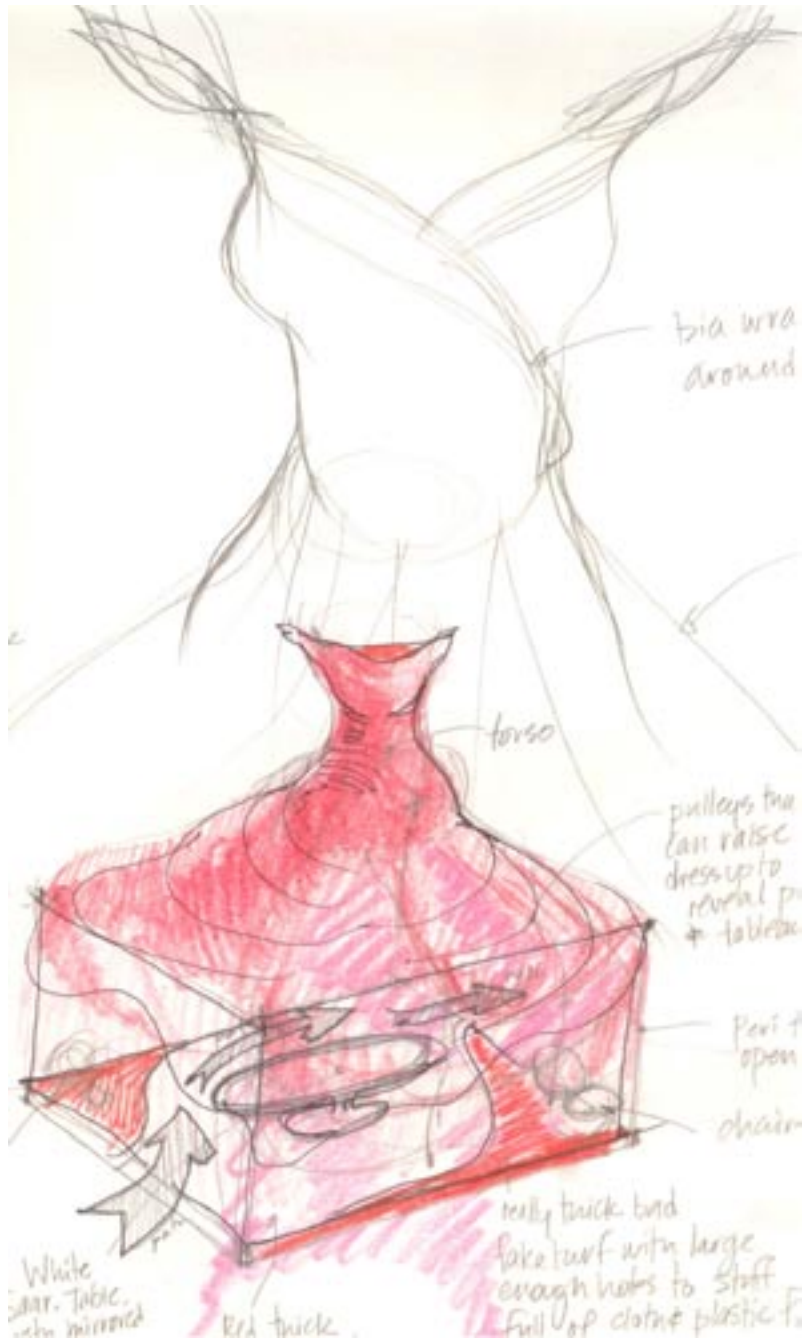
Lighting and Staging Equipment - Christie Lights
Huntley Christie, Bob Johnson, Adida and Sani Chljen

Fabric - Kravet Canada
Brian Donovan, Helen Donovan and Kent Worth

Photography
Richard Johnson - Interior Images

Fabrication - Dress
Caroline Robbie and Naomi Robinson of ALSOP & Partners
and volunteers from Ryerson University's School of Interior Design: Donna White, Theresa Forti, Anna Ulak, Yasmien Fadl, Jenny Draper, Christine Marcelino, Karla Quilang, Daniella Caranci, Christine Viera, Maria Matuszewska, Carrie Stinson, Cally Ashby, Annette McArthur, Emillie Jones, Janice Kee-Son, Christina Yoo, Richelle Siboloro, Susan Orrett, Jeremy Van Der Meij, Parimal Gosai, Edwina Low, Haley Wagg, Vanessa Victorino, Christine Yoo, Anna Ulak

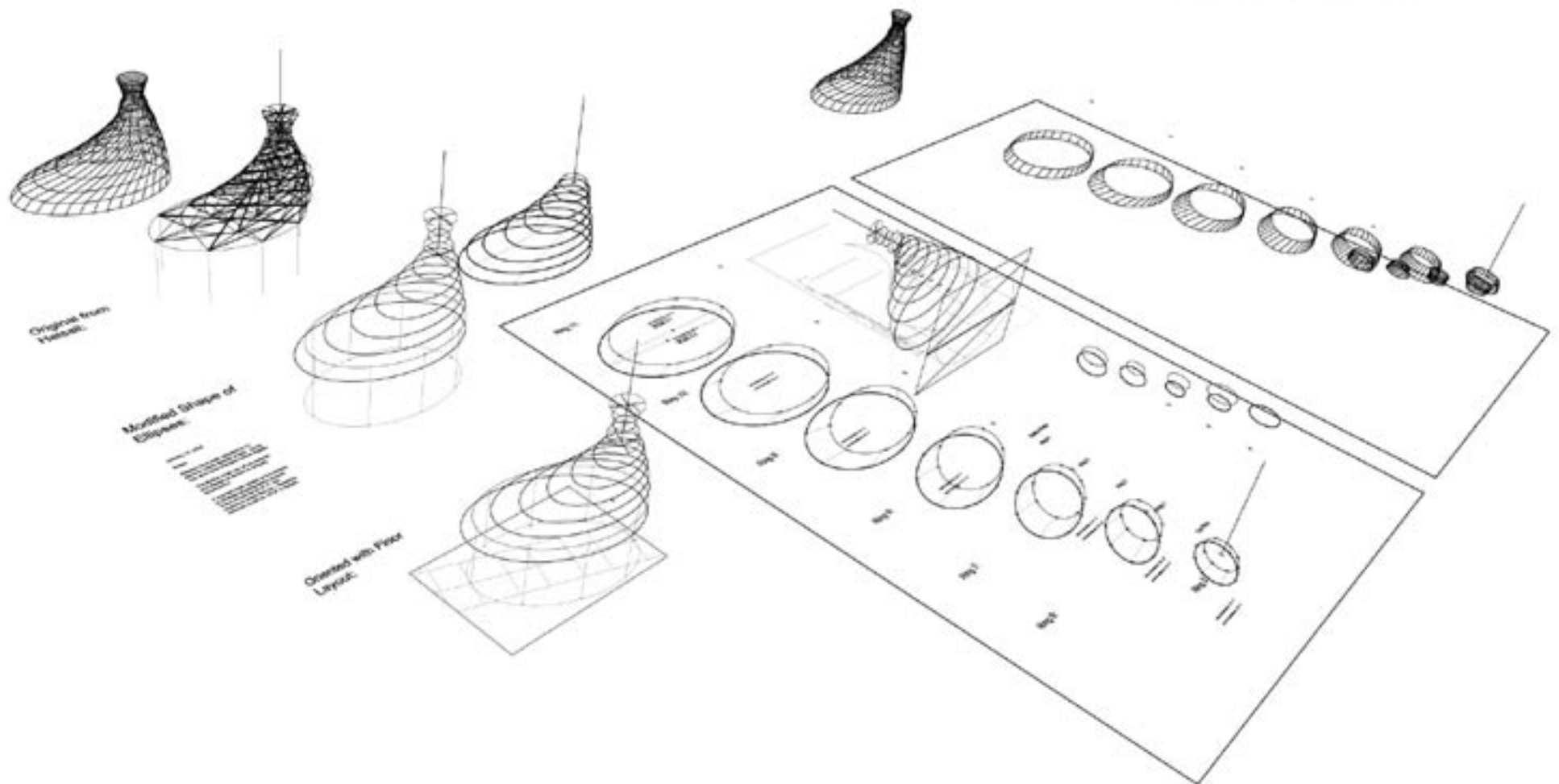
Special Contributors
Jeffrey Montgomery -production assistance throughout the fabrication and Paula MacMillan of Home Wear Design for Fabric sourcing



conceptual sketch by Caroline Robbie, ALSOP

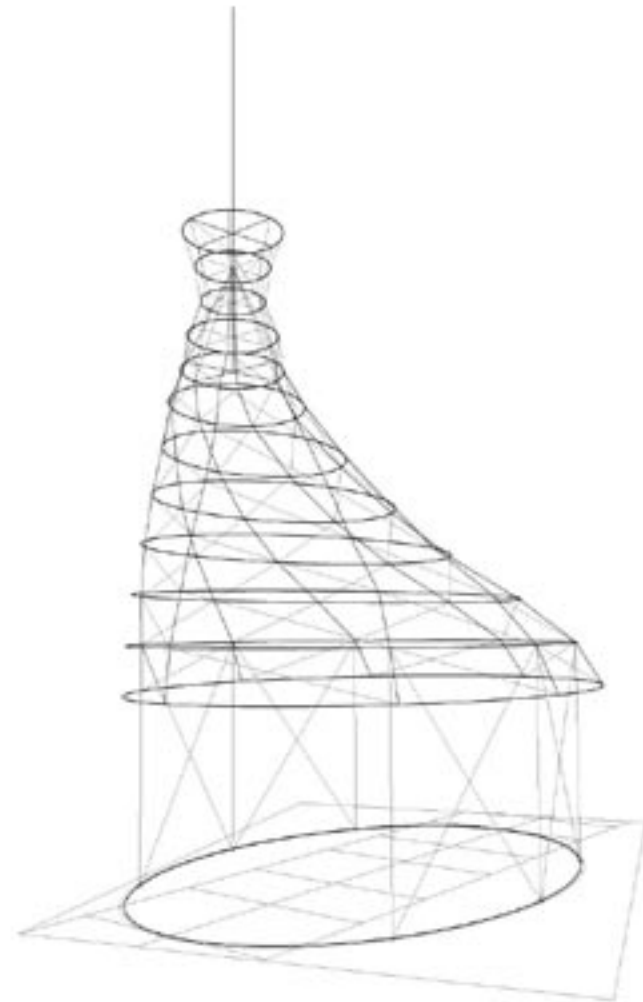
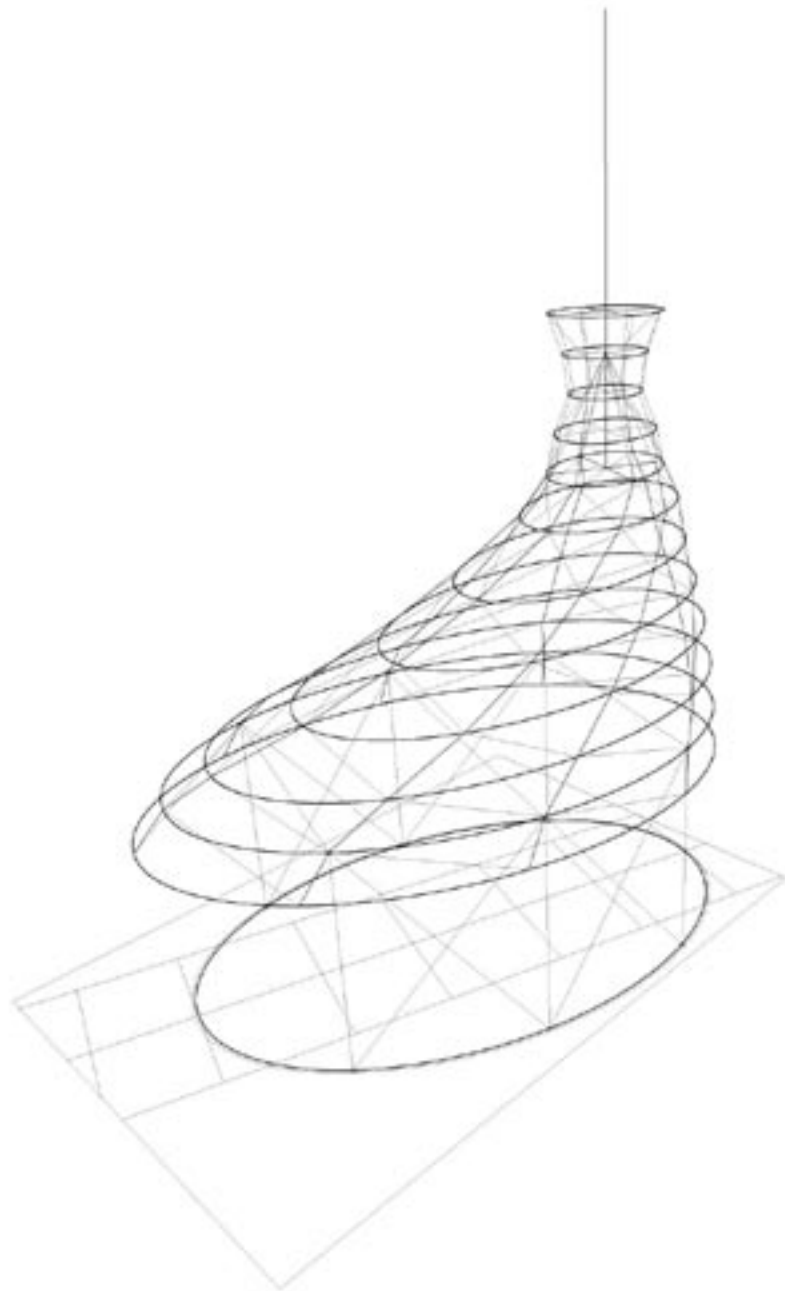
Design Diagrams

Alsop/ Brown + Storey Architects



"... that the decorative is not of necessity a condition of trivialization of the vulgar, but simply constitutes a recognition of the fact that for the work of art - sculptural or architectonic - an acceptance of a certain weakness, and thus of relegation to a secondary position, may possibly be the condition of its greatest elegance and, ultimately, its greatest significance and import."

- Ignasi de Solà-Morales from *Differences, Topographies of Contemporary Structures*



Structural Diagrams - Jan 13, 2005

Design: Alsop/ Brown + Storey Architects

Engineering: Halsall Associates Ltd.