

Rockerfeller Plaza, NYC



Mock-up

Retained by the fabricator for this retail installation, A.Form architecture defined a complex construction geometry through a series of 3D Cad computer models.

The challenge was constructing a wind blown sail effect, as the established 2 dimensional Nautica Inc. logo suggests. Through the creative use of stretch fabric, fiberglass rods and aircraft cabling, the team achieved a convincing 3 dimensional logo version.

Reid Dalland Inc. manufactured and installed 15 sails for the client to showcase in the Nautica flagship store windows, Rockerfeller Center, New York, NY.



Client: Reid Dalland Inc.
Project: Nautica Windows
Location: Rockerfeller Center
New York, NY

Details:

- 15 Fabric Sails.
- Stretch Lycra, Reinforcing fiberglass rods.

"3D computer modeling enables an Architect to explore and implement many new avenues of design economically"



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