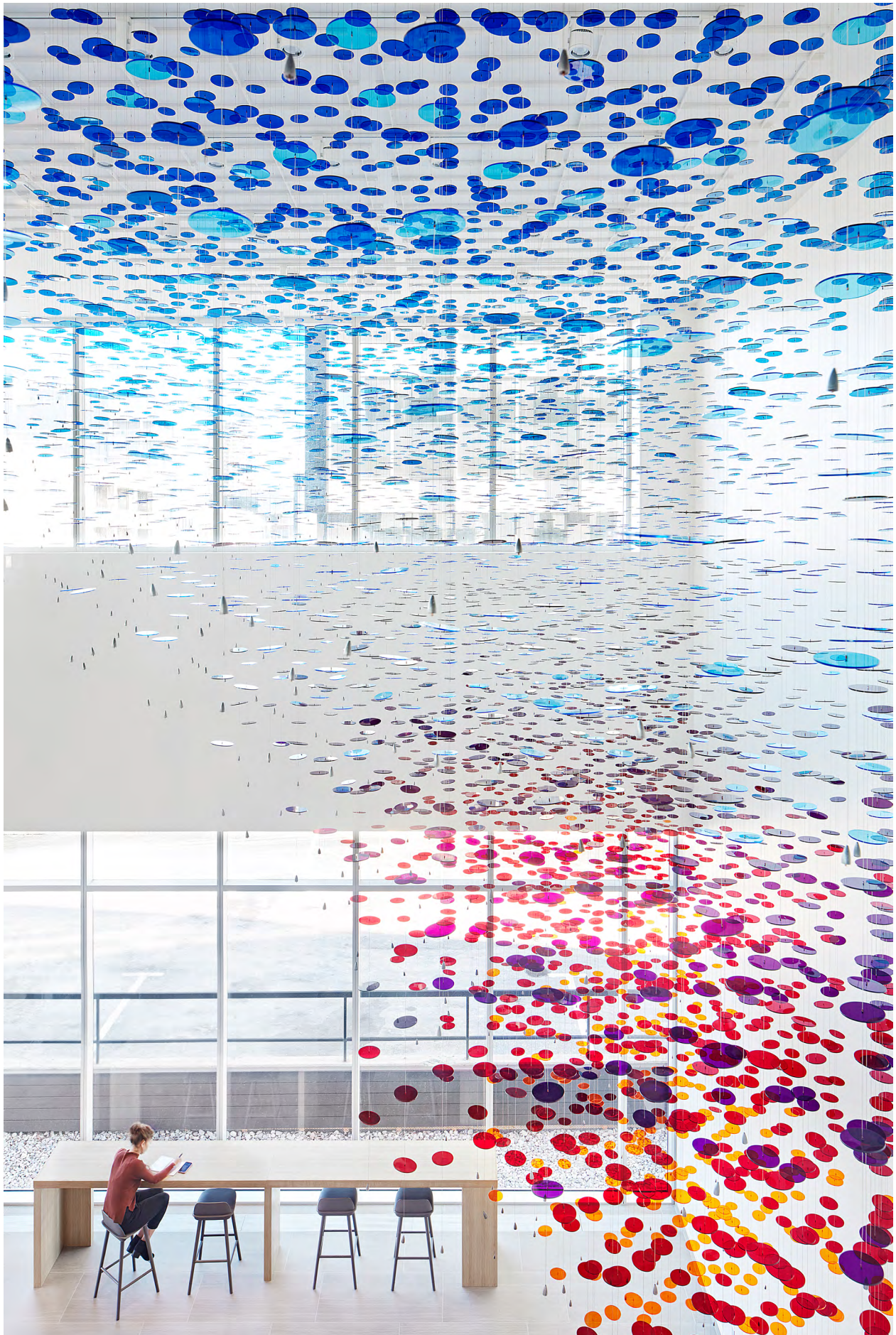
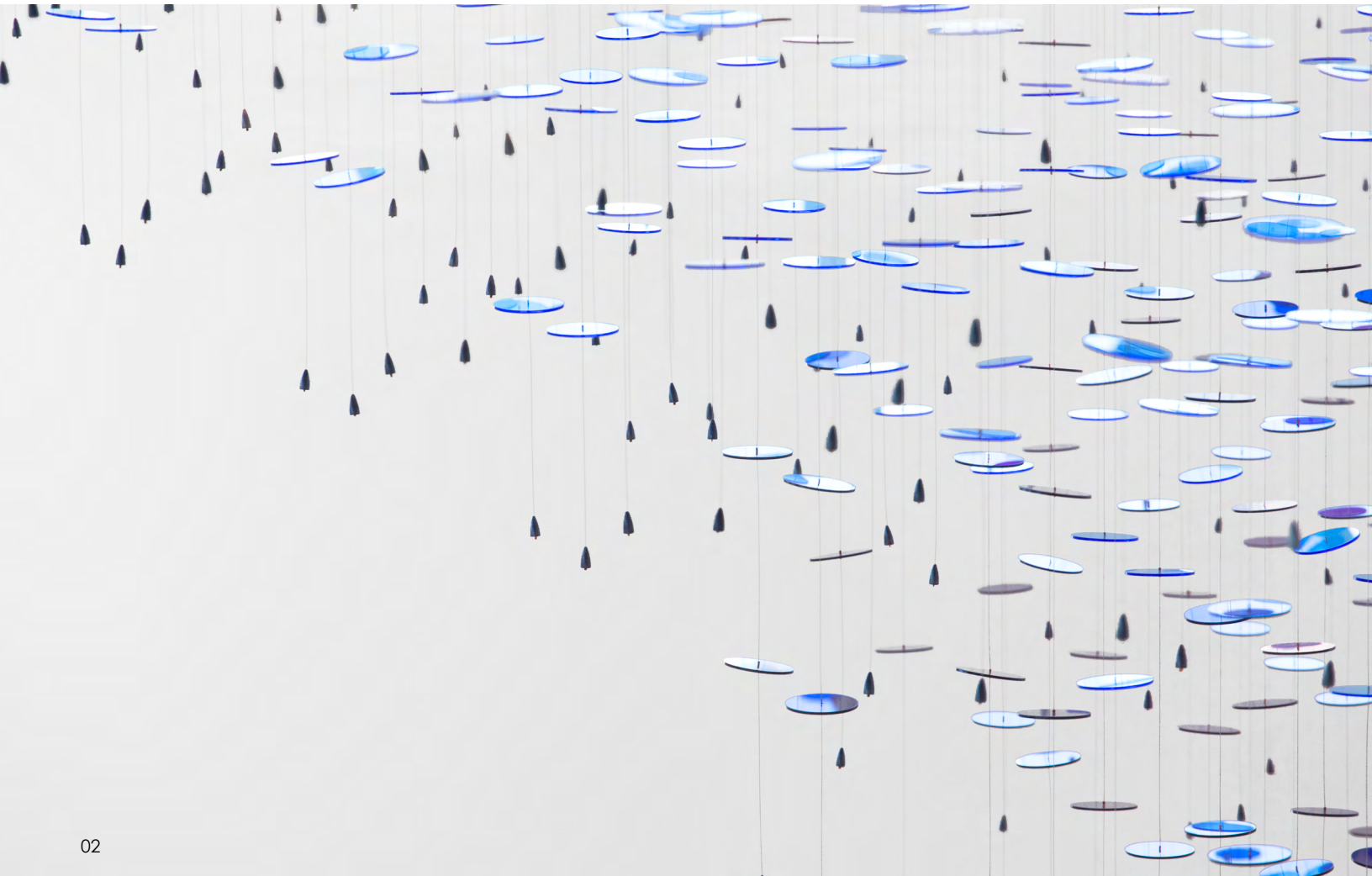


BINARY SPECTRUM



DUBBELDAM ARCHITECTURE + DESIGN

BINARY SPECTRUM

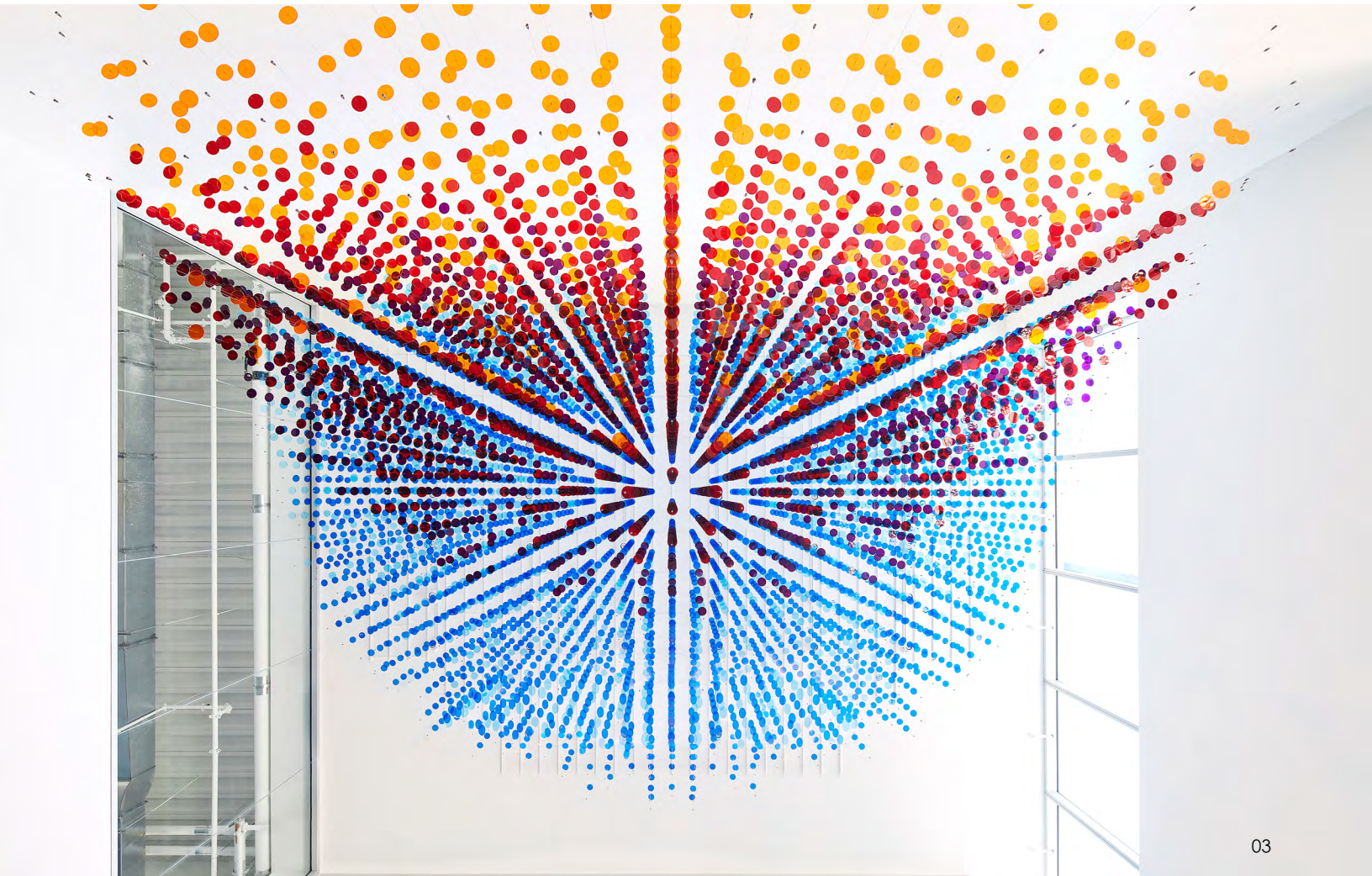


Comprised of 8,000 translucent discs, Binary Spectrum is a poetic expression of Kitchener's remarkable industrial shift, from manufacturing to a leader in the digital economy.

Once a major hub for manufacturing, the Kitchener-Waterloo region is now a hot spot for Canada's growing tech communities. With newly opened offices of Yahoo, Google, and other major tech players as well as hundreds of start-ups, the area located an hour's drive from Toronto is home to one of the fastest-growing economies in the country. Kitchener's downtown core alone, comprised of converted warehouses and new buildings, has proven to be attractive for new businesses and satellite offices of major companies based in Toronto.

For the lobby atrium of one of these new buildings on King Street, Dubbeldam Architecture + Design created Binary Spectrum, a site-specific installation that embodies ideas drawn from the region's rich history of manufacturing and its transformation to a burgeoning tech hub. Rising three stories, it is constructed from 8,000 coloured discs of varying diameters suspended from 650 wire cables. "Binary Spectrum explores the yin-yang relationship of tangible fabricated object (manufacturing) with a representation of the intangible digital realm", says architect Heather Dubbeldam. "The repetitive discs suggest digital processes and fractal patterns found in science, and are used to create a spatial effect with a human scale."

BINARY SPECTRUM



03

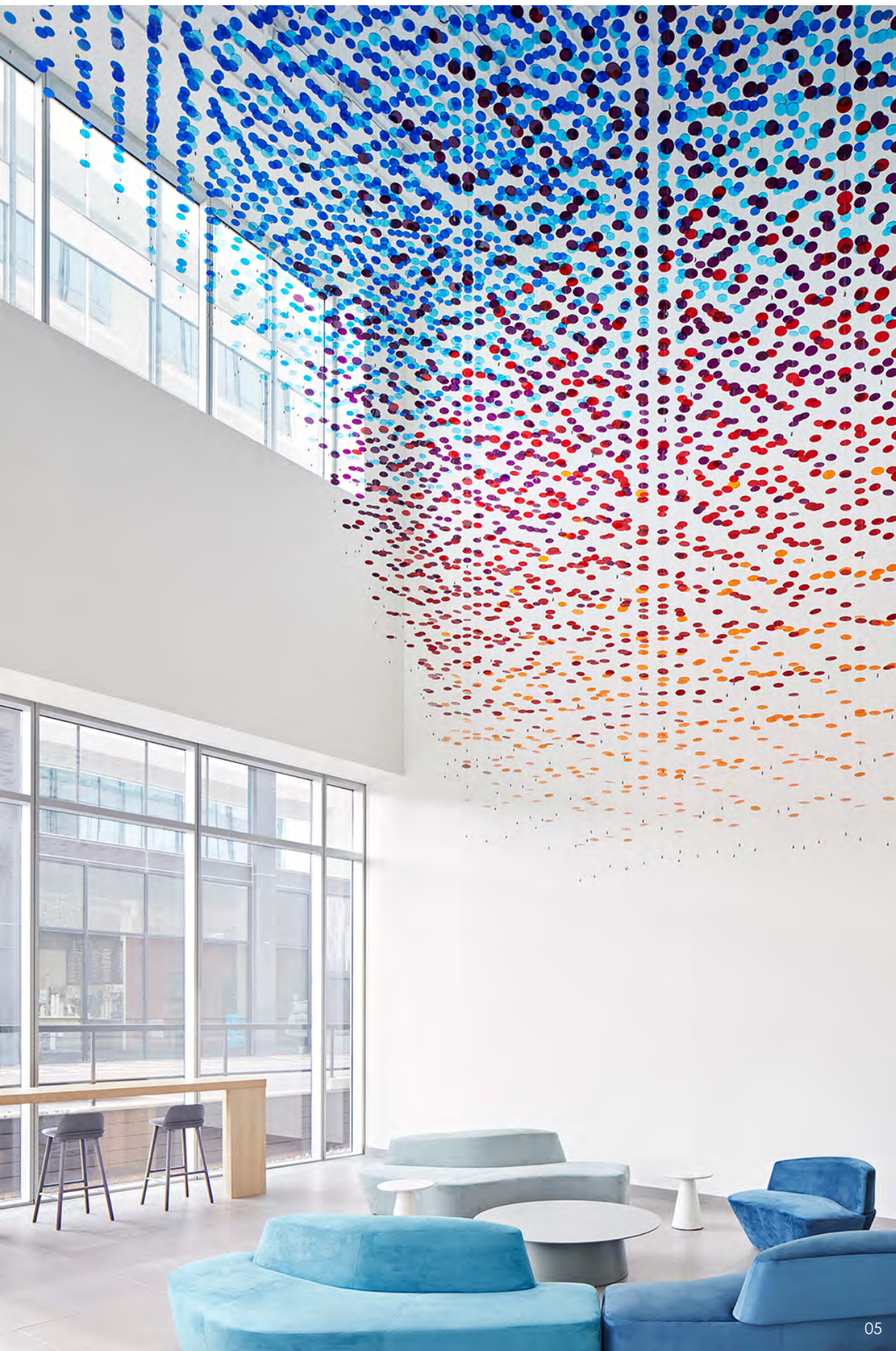
The atrium is transformed into a dynamic environment where visitors can experience the installation's kinetic properties. As people move in and around the space on two levels, the vertical cables softly sway, bringing the sculpture to life and reflecting the buzzing energy of the building's inhabitants. Myriad patterns can be viewed from different perspectives and provide a new sensory experience with each angle – whether seen from the exterior, from below or adjacent on the upper floor, visitors can engage with the installation in unique ways. Comforting in their familiar shape and colours, the suspended circular coloured acrylic discs fill the space and draw people in from the street. The contrast created by two ends of the colour spectrum is softened through the gradient between them: warm reds and cool blues merge and resonate with the lobby furniture, specifically sourced to coordinate with the installation's bluish tones. The faceted furniture is arranged for spatial effect, to create a defined resting space within the larger lobby and a multiplicity of vantage points from which to view the installation.

BINARY SPECTRUM



The porous installation breaks the triple-height lobby into a thousand different interstitial spaces, creating a more immersive experience for visitors.

BINARY SPECTRUM



05

BINARY SPECTRUM



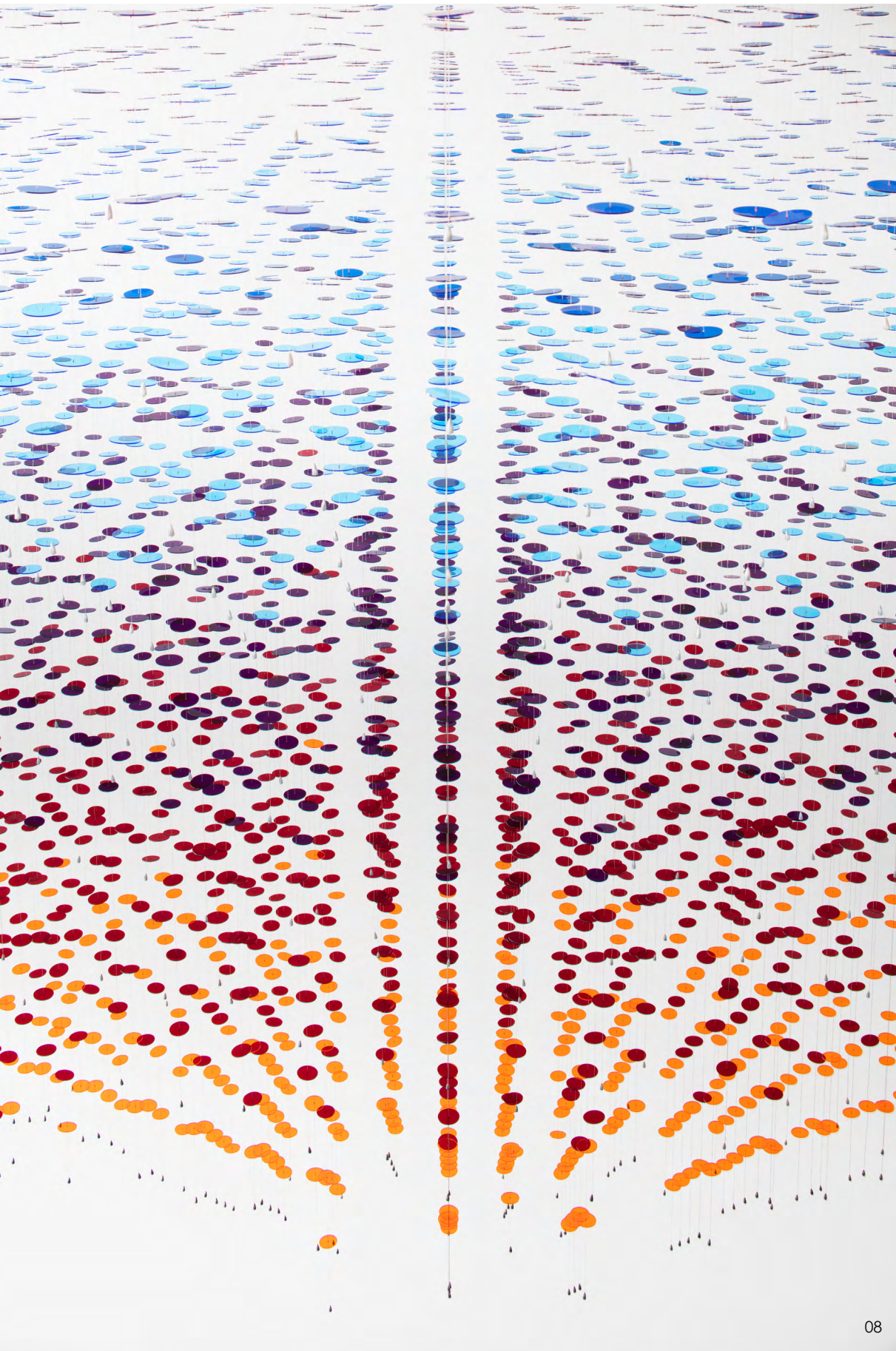
When viewed from various perspectives, new patterns and shifts in geometry emerge. When looking straight through from the upper floors, the installation's red-and-blue binary gradient is revealed.

BINARY SPECTRUM



Second floor visitors find themselves immersed in a matrix of gently undulating colourful discs.

BINARY SPECTRUM

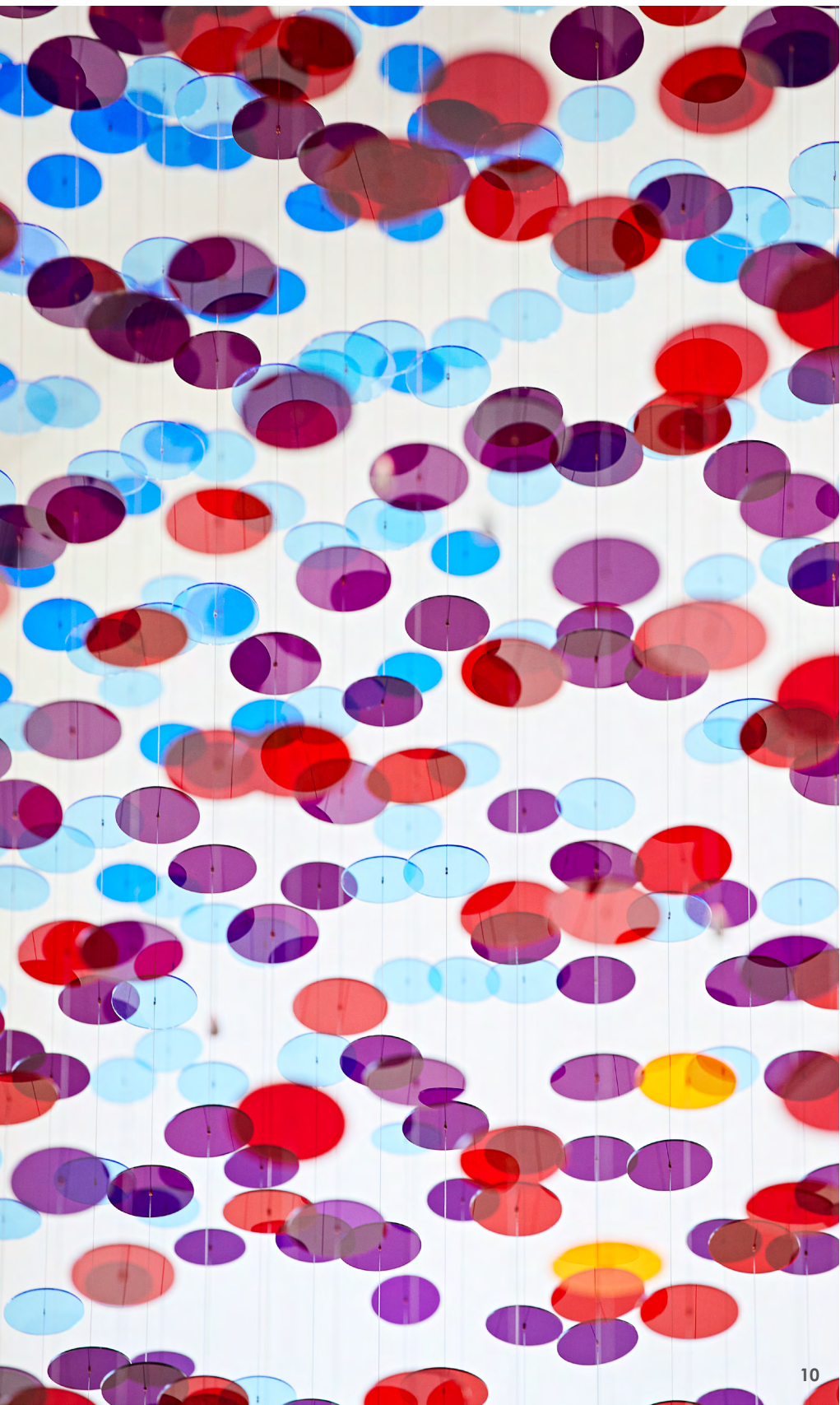


The seemingly floating discs are anchored by tiny teardrop-shaped plumb bobs, their weight creating layers upon layers of overlapping straight lines.

BINARY SPECTRUM



BINARY SPECTRUM



SUPPLIERS

Fabrication & Construction

Sixpenny Architectural Fabrication

Millwork

Bar counter - Green Valley Woodwork

Sofas

Tacchini Polar Sofa (various models) - Kiosk

Stools

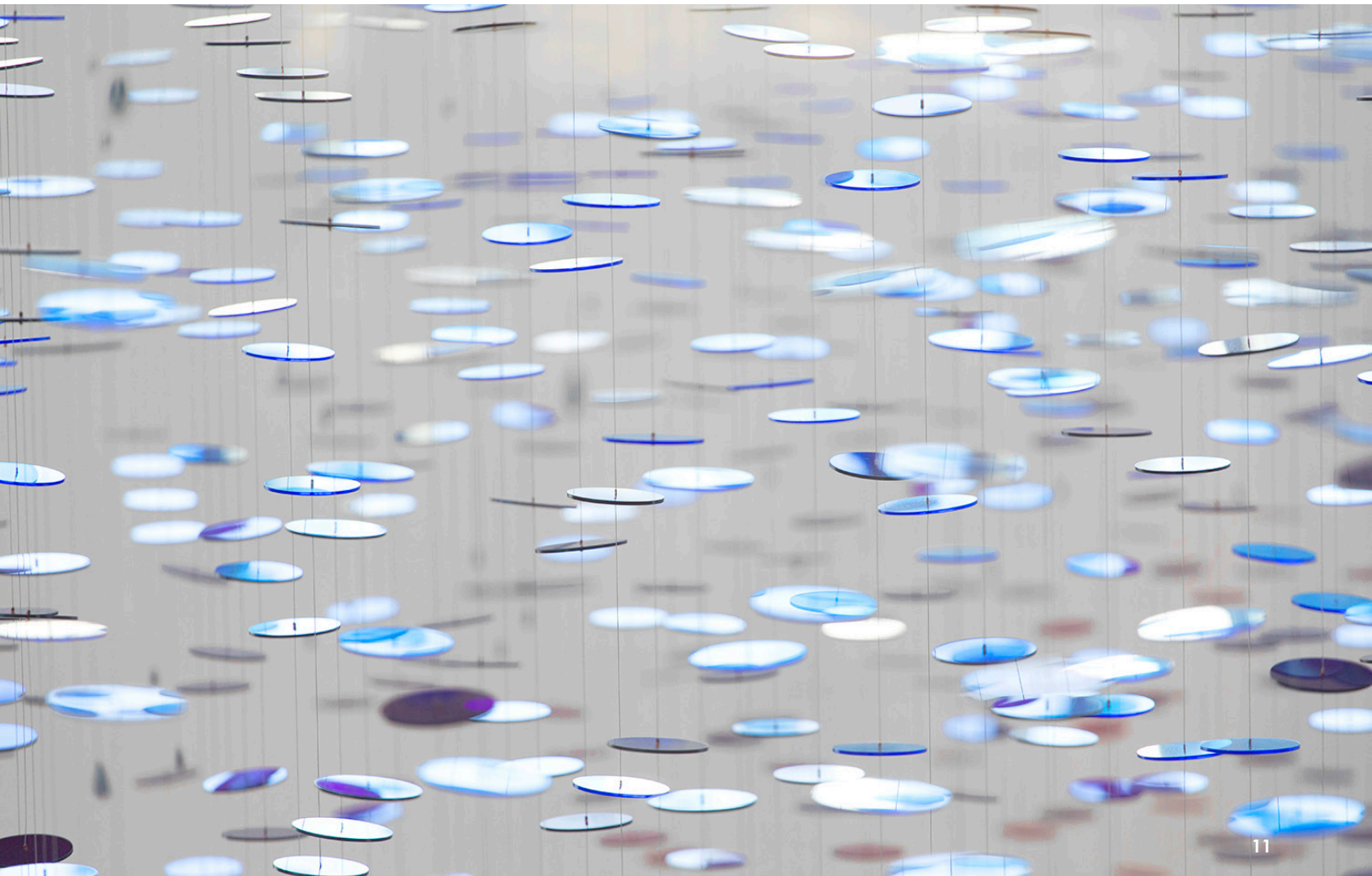
MUUTO Nerd Bar Stool - Urban Mode

Tables

End table: COR Conic - Klaus

Coffee table: Blu Dot Circula Large Coffee Table -
Urban Mode

BINARY SPECTRUM



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PROJECT CREDITS

Location | Kitchener, Ontario

Completion | 2021

Installation/Interior Design | Dubbeldam Architecture + Design

Project Team | Heather Dubbeldam, Scott Sampson, Courtney Ho, Krystal Kramer

Photography | Riley Snelling

Fabrication & Installation | Sixpenny Architectural Fabrication

Client | Perimeter Development Corporation

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Dubbeldam Architecture + Design is a multi-disciplinary design studio committed to creating thoughtful projects that embody sustainable approaches. The studio's portfolio includes a diverse range of projects in many sectors including commercial, institutional, hospitality, mixed-use and residential, as well as landscape design, product design, and architectural installations.

Along with over 80 awards for design excellence, sustainability, practice and advocacy, and wide recognition in national and international publications, Dubbeldam is the recipient of the Professional Prix de Rome in Architecture, one of the oldest and most prestigious prizes for outstanding achievement in Canadian architecture. With a commitment to design excellence and a focus on sustainability and wellness in architecture, Dubbeldam is recognized for creating innovative, unique and environmentally responsible design solutions for live, work and play.

Photos from this press kit are available for download on Dropbox: <https://tinyurl.com/5n72sd5z>

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