

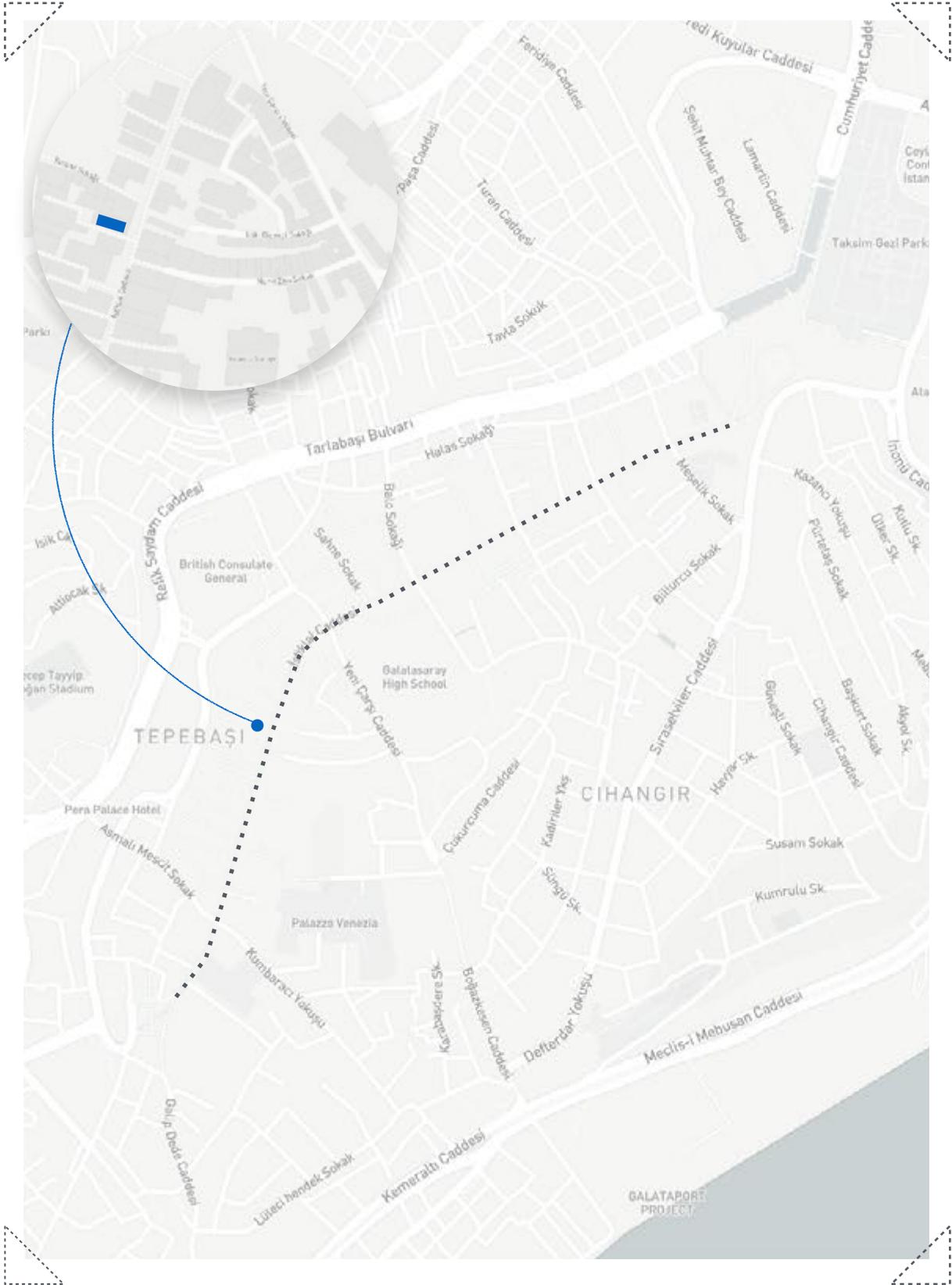
## CASE STUDIES

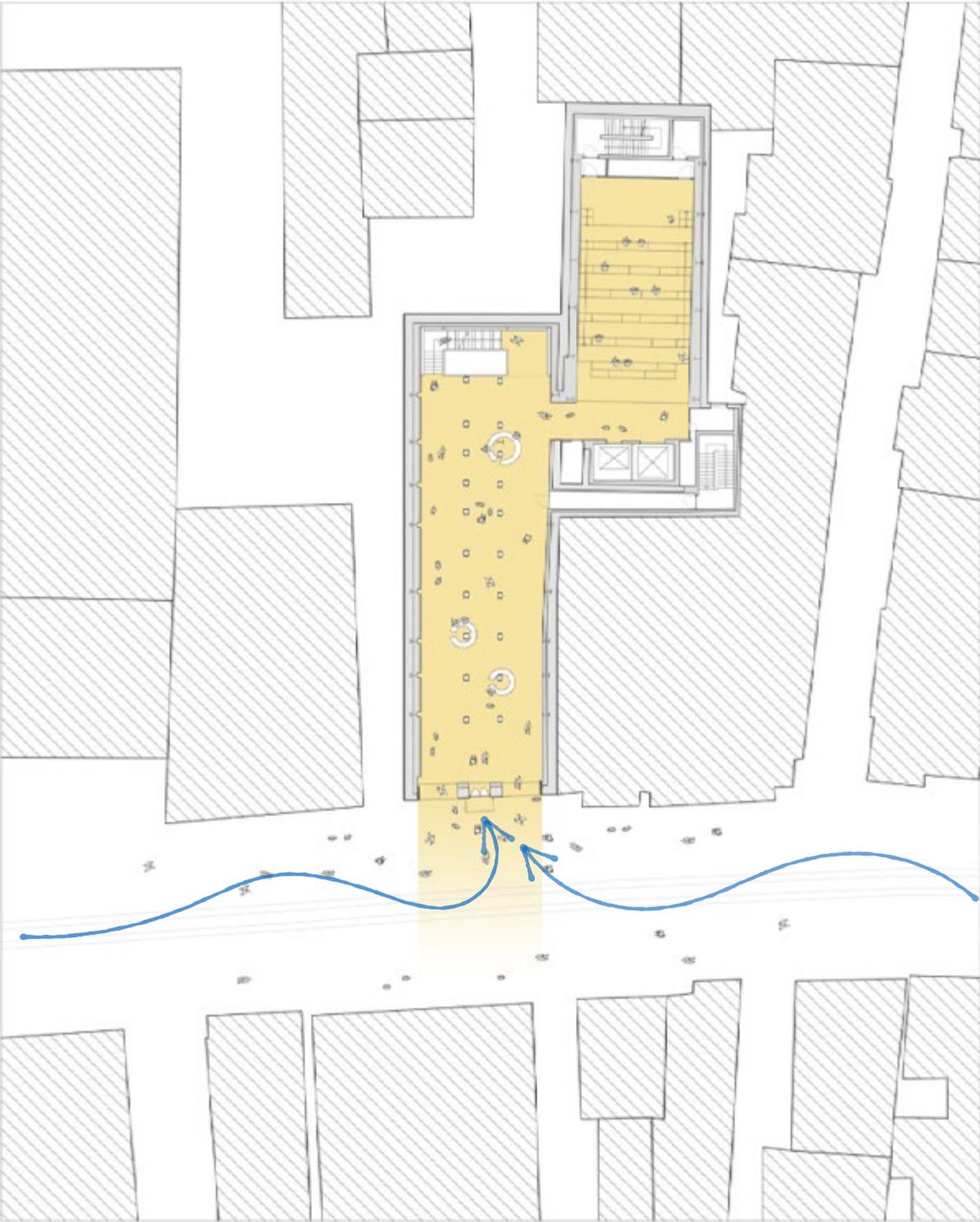
### CULTURAL CENTER ENTRANCE - ISTANBUL

A contemporary art institution and research center located on İstiklal Avenue, a pedestrianized high street that is one of the busiest thoroughfares of İstanbul. The entrance facade facing the lively street is open to that public and directly linked to the gallery on the ground floor.

JVL Studio designed an installation in this entrance gallery to attract visitors passing by to attract and invite them to visit the gallery. The installation consists of motorized rotating glass panels connected to an automated system. As they rotate, these panels reflect the view of İstiklal Avenue towards the interior and conversely the gallery space to the street. Overall these moving reflections on the glass create a welcoming atmosphere.

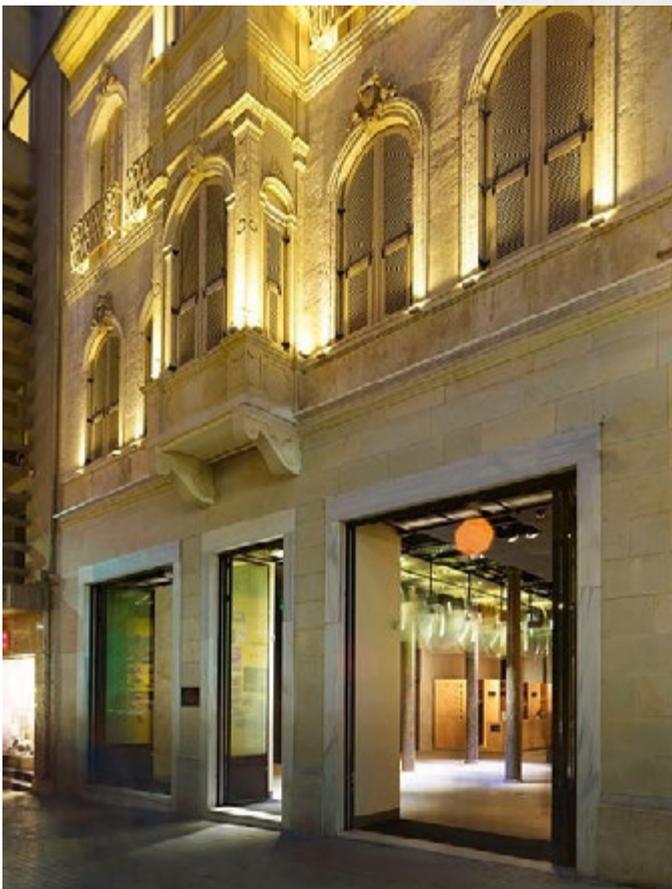








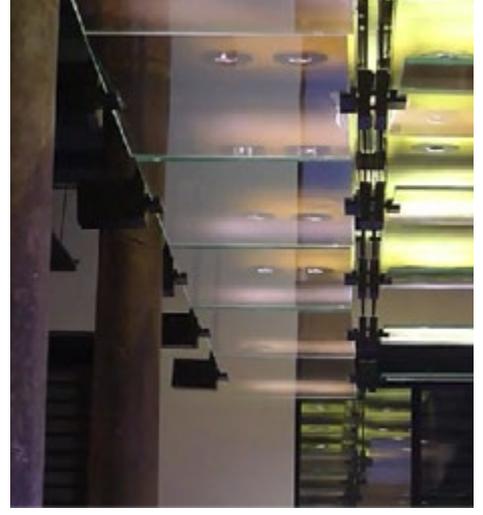
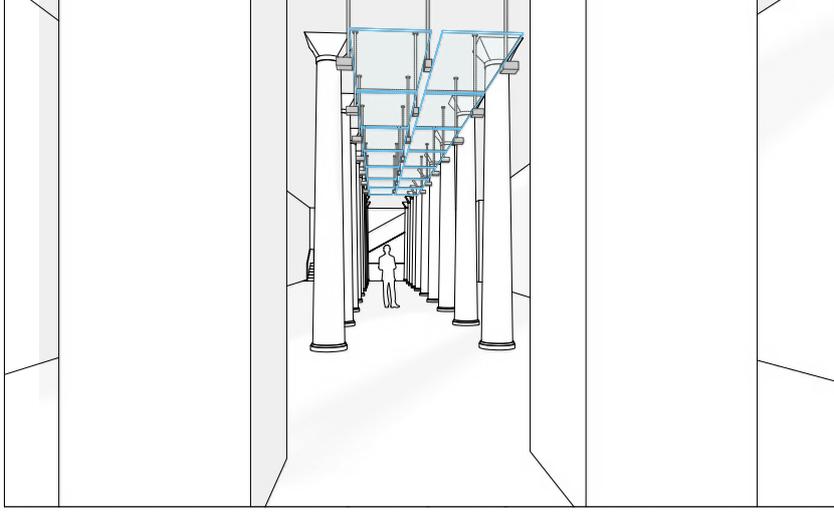
Even though the entrance is designed to have an inviting feeling opening up to Istiklal Avenue with open doors inviting visitors inside into the gallery, it was not seen as inviting as it should be. Our solution was to install 'Turning Glasses' that would generate a more interactive effect attracting attention to the entrance. These Turning Glasses reflect the interior of the cultural venue while also engaging outdoor pedestrians like a mirror to attract visitors inside.



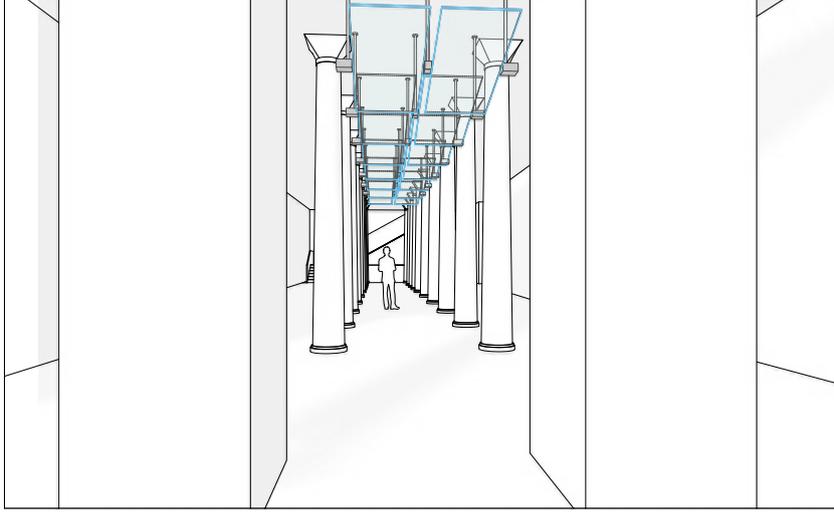


By adding the “Turning Glasses” feature on the ceiling, the entrance foyer is transformed into a more welcoming space which attracts the public’s attention with the moving reflection of the outdoor on these glass panels.

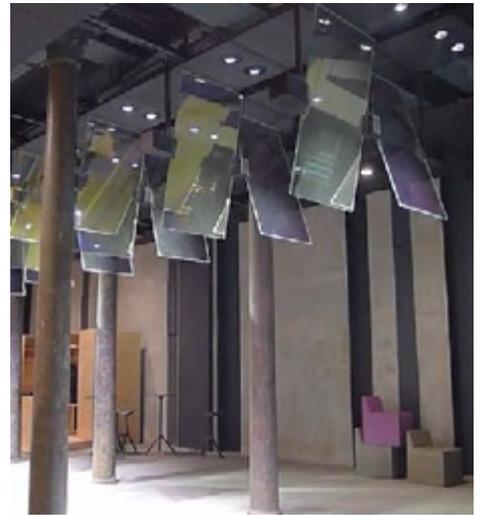
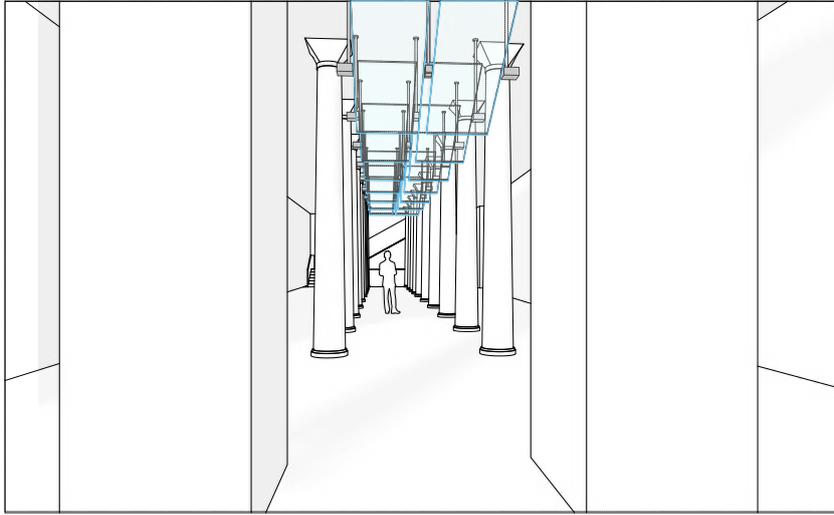
HORIZONTAL

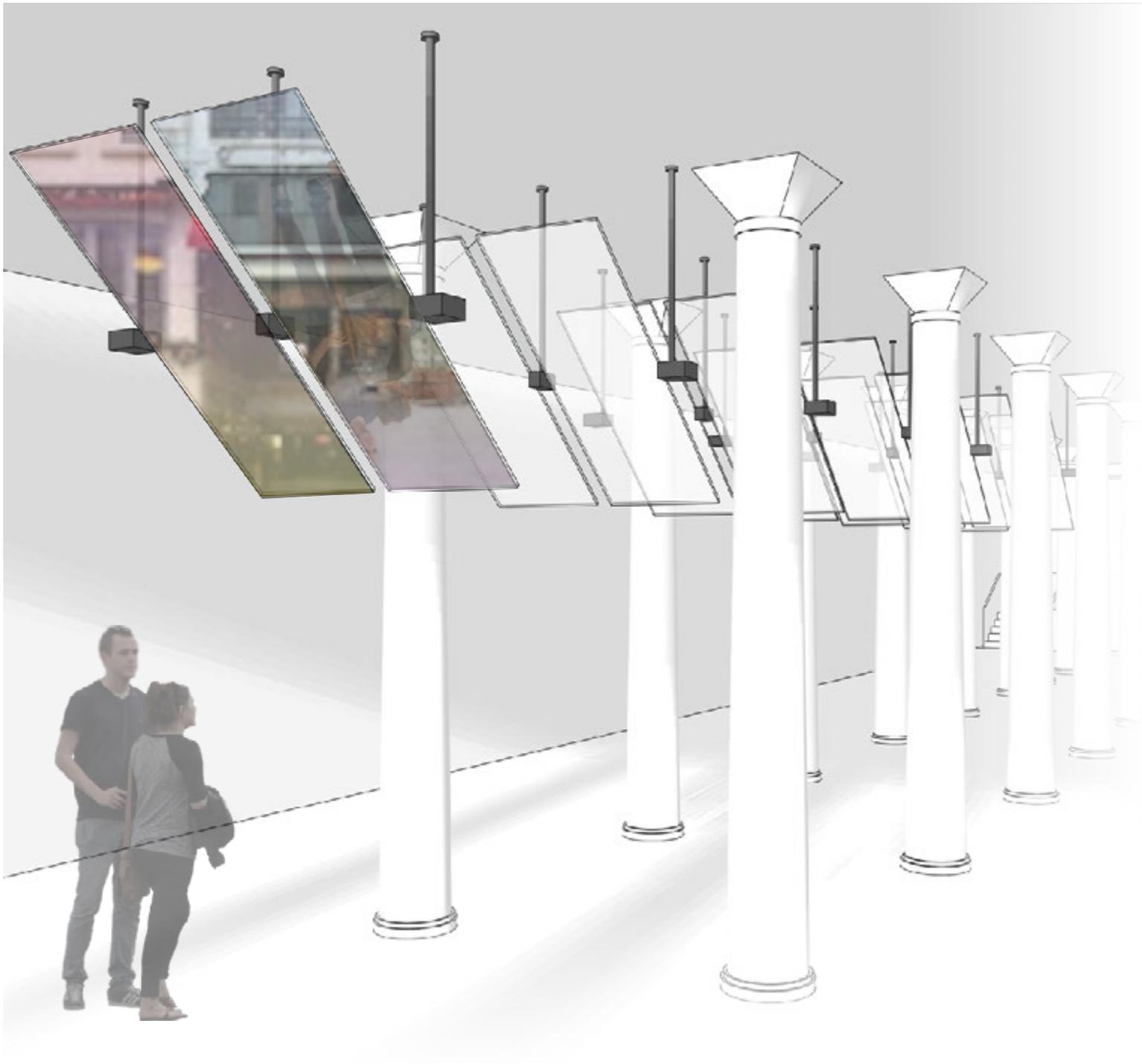


%30 ROTATION

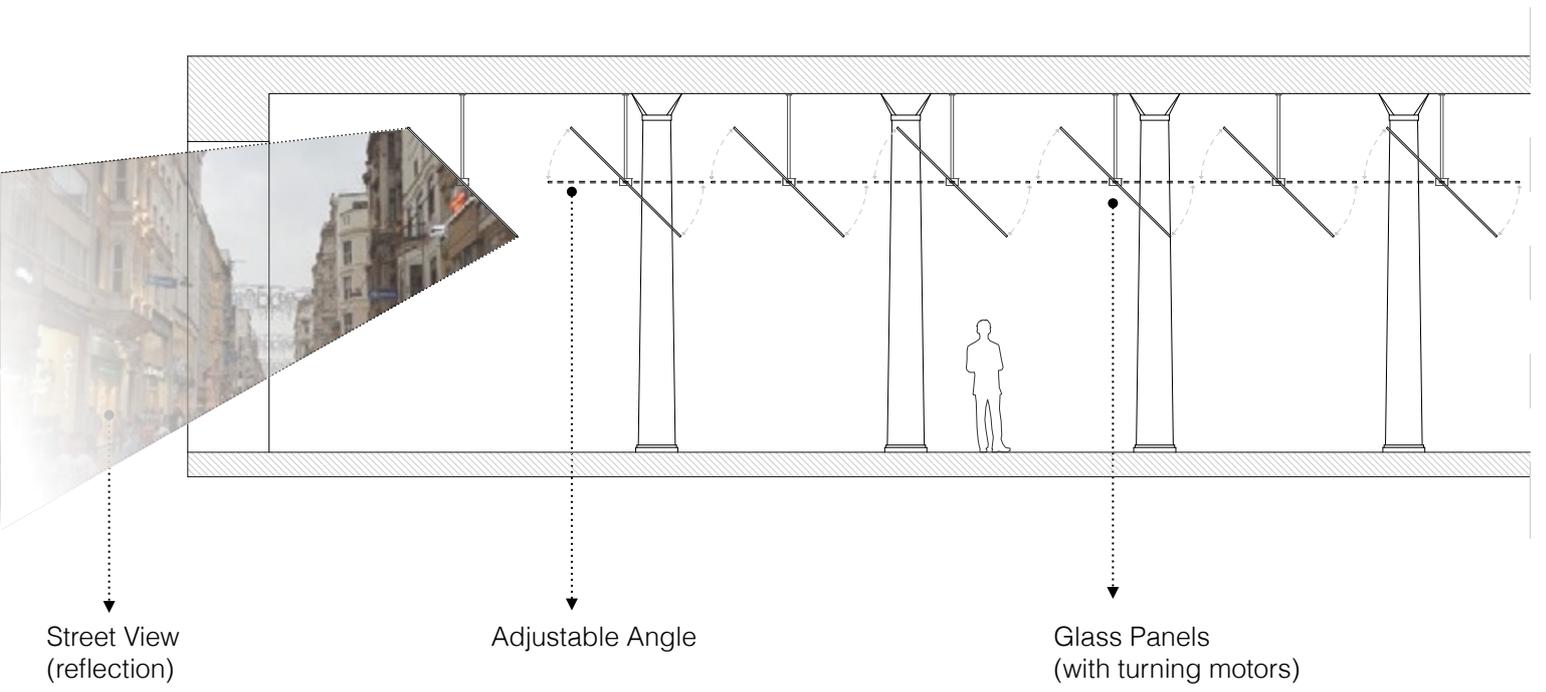


%45 ROTATION





The floating glass panels connected to rotating motors move simultaneously to create a dynamic effect on the ceiling transforming the moving reflections of the space and the visitors experience.



JVL STUDIO

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