

Unseen Expression

New York, NY, United States

FIRM [Clouds Architecture Office](#)

TYPE Commercial › Retail

STATUS Built

YEAR 2014

The public display of a toilet (a fixture which is typically hidden), led to a paradoxical strategy: to conceal an object while simultaneously making it highly visible. Form is perceived through apprehension of its edges and adjoining surfaces that connect in perspectival space. When edges are decomposed, objects and spaces will shift from the physical state to the realm of perceived imagination.

Unseen Expression is a window display installation commissioned by DXV, a luxury bath and kitchen products label by American Standard. The project is a continuation of our studies in the relationship between form and vision. Passersby are engaged by layers of dynamic optical patterns, which are deployed to visually activate the window display through their movement, while creating a sense of mystery and discovery.

In the east window a toilet is tattooed with geometry inspired by the dazzle painting method, which is tailored to fragment its form and distort depth in relation to its surroundings. The dazzle pattern was constructed by a projective transformation of swirling water, accentuating the fixture's original form by highlighting its contours. Floating the fixture in a moiré atmosphere decomposes and recomposes its form. Its contours are alternately revealed or concealed depending on your vantage point.

DXV
AMERICAN STANDARD

2 Likes

f 2

t 8

g+

p

in

✉

🔗

