



joanne laian wu

DESIGN PORTFOLIO



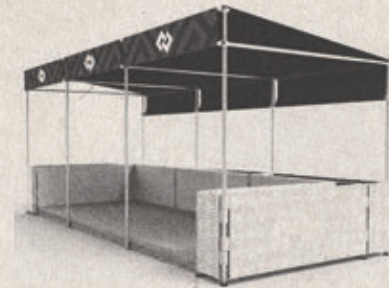
baby bogolan

a playground storefront tackling gentrification by highlighting a local generational black business



shaped apertures

a multi-functional performance and art display space designed using community-based processes



sobremesa

a simple, yet comprehensive modular curbside dining system for low-income nyc restaurants



the urban conga

my work as associate design consultant at an award winning urban play design studio

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ABOUT ME

work experience

associate design consultant - the urban conga

may 2023 - present

assist in the design of public spaces and installations that promote play and social inclusivity, as well as engagement materials that empower communities to imagine their own urban spaces

program staff - street lab

jun 2022 - present

set up and manage pop-up public spaces on new york city open streets programming, and assisting with the prototyping and testing of the programming kits

research intern - open plans

jun 2023 - aug 2023

research and develop projects on issues related to nyc streets, infrastructure and public space

placemaking evaluation fellow - van alen institute

oct 2022 - jun 2023

use the tools of gehl to collect and evaluate data at public spaces and events in nyc

architectural lighting design intern - lightcraft (akf group)

jun - aug 2022

assist with architectural drawings and projects related to interior lighting and design

skills

cad

solidworks | rhino | grasshopper | fusion 360 | keyshot | autocad | revit | inventor | agi32

fabrication

woodworking | 3d printing | cnc milling | laser cutting | wheel throwing

language

english - fluent | mandarin - semi-fluent | french - 4 years

design/media

photoshop | illustrator | indesign | premiere pro | after effects | procreate

education

pratt institute, brooklyn ny

aug 2020 - may 2024

bachelors in industrial design

minors: interior design, social justice/practice

honors

student choice award nominee

reached the final round in a industrial design department-wide competition

1st place - iesnyc student lighting competition, 2022

created "surveillance", a creative lighting piece that surpassed 100 other design students in the nyc area

honorable mention - pratt institute apron competition, 2022

designed 'sociavest', a redesigned police uniform that focuses on mental health, health, and community

outstanding portfolio process - foundationfolio, 2021

recognition of outstanding design and creative process documentation through foundation year projects

presidents list - pratt institute, fa20-sp23

term gpa is 3.6 or higher

distinguished teacher award design, 2022

created a winning design that was 3d printed in gold and presented at pratt's commencement ceremony

BABY BOGOLAN

a set of play storefronts that tackle gentrification by highlighting black businesses

“baby bogolan” is a set of play storefronts to be integrated into the playground at fort greene park in brooklyn, new york.

each of these storefronts highlight a different local small black-owned business, with the end goal of encouraging entrepreneurship and addressing local change.



PROJECT CONTEXT

BOGOLAN BROOKLYN



*“The Black Cultural District
of
Fort Greene”*

“baby bogolan” is named after “bogolan brooklyn”, a flourishing afro-centric cultural district that had lived on fulton street near fort greene park in the 90’s and early 2000s.

though much of bogolan brooklyn has been displaced due to gentrification, baby bogolan highlights those who are still thriving today,

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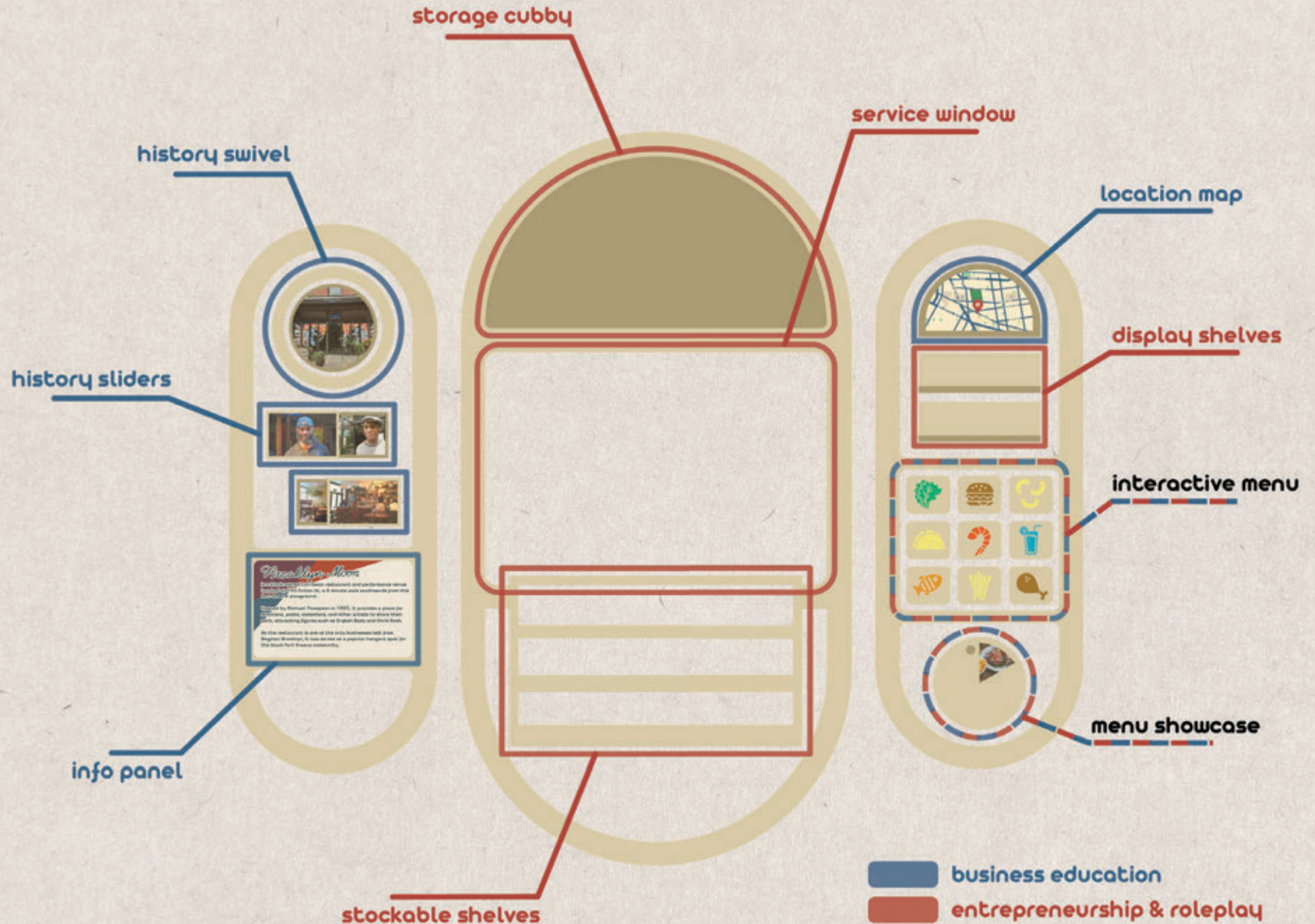
BROOKLYN MOON



for this project, i focused on brooklyn moon, a local black-owned restaurant and performance venue located at 745 fulton street, a 6 minute walk from where this play storefront would be located.

opened by michael thompson in 1995, brooklyn moon provides a place for musicians, poets, comedians, and other artists to share their work.

DESIGN FEATURES



GRAPHICS AND BRANDING

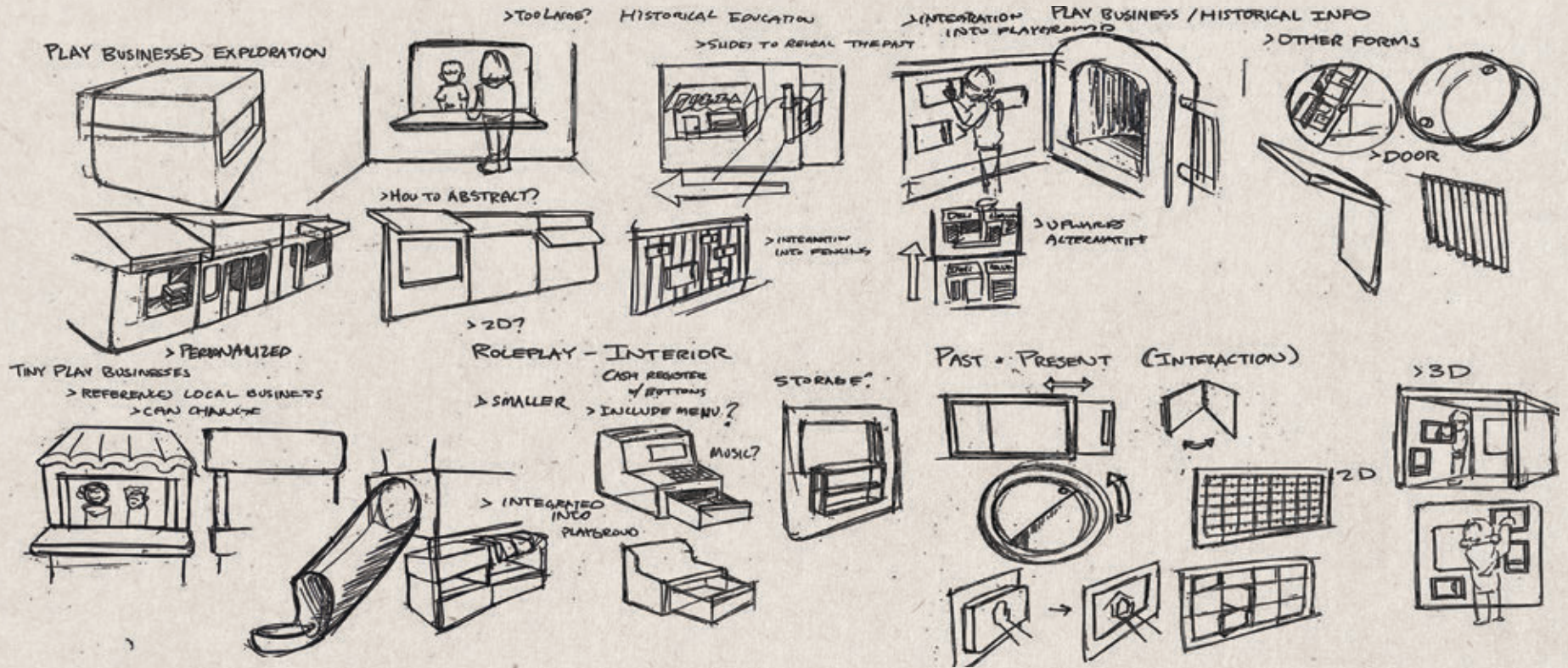


map of business location

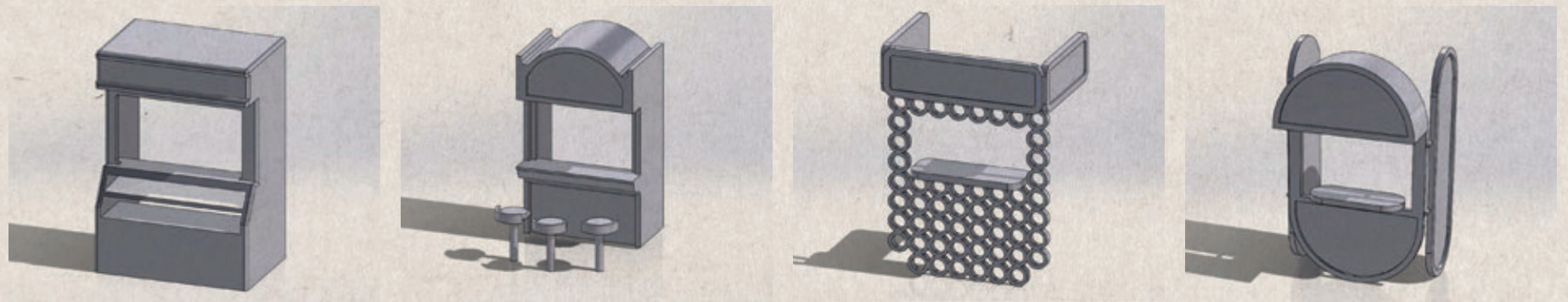


presentation graphic and logo

SKETCHES AND IDEATION

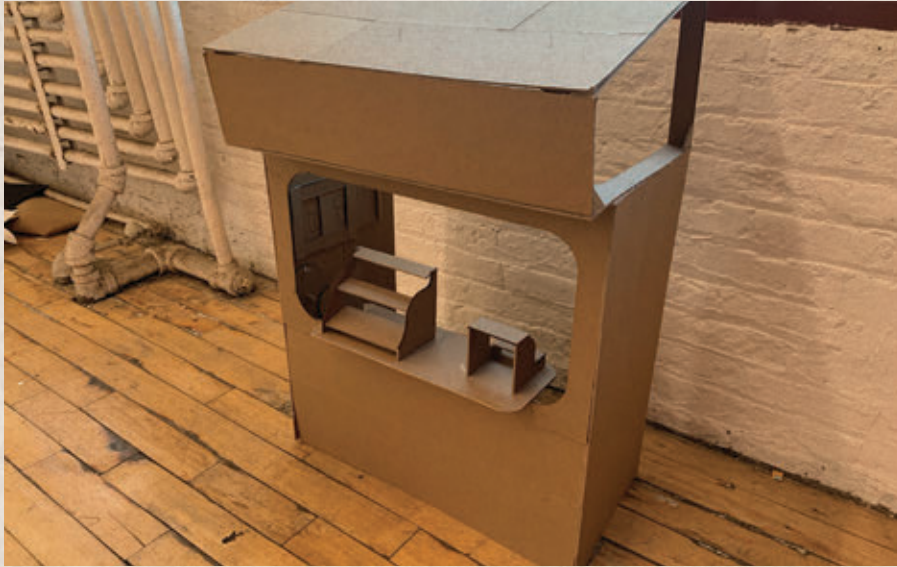


ideation sketches



form studies, modeled in solidworks

PROTOTYPING



early iteration



cnc milling



laser cutting



assembly



final appearance model





with the implementation of baby bogolan, the black history of fort greene is celebrated through youth exploration of entrepreneurship and community.

SHAPED APERTURES

a performance and art display space designed with a participatory design process

shaped apertures is a community space at gotham arts academy in brooklyn, ny, designed through an intense collaborative design process with high school students from the academy.

the project was completed through the co-design studio, an interdisciplinary group of students in pratt's school of design, with my role as the sole industrial designer.



TWO COMPONENTS

MODULAR STAGE



with the students at gotham, we designed stage modules that can be connected to each other horizontally and vertically to be used multifunctionally as a performance stage, art display stand, seating, and book storage.

the components are cut using cnc milling and are assembled without using hardware, allowing for easy repair and adaptability.

ART DISPLAY PANELS



these plywood panels are able to be used in the space for art display, room partitions, and stage framing.

they feature imbedded foam panels for sound dampening, and various attachments that allow for varying degrees of visibility.

also assembled with little to no hardware, its simplicity allows for displayed artwork to shine.

PARTICIPATORY PROCESS

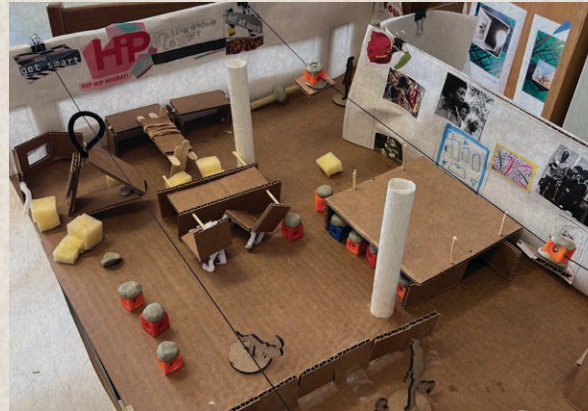
our design process was intensely participatory; gotham students and staff collaborated with us at every step from ideation to completion.

VISIONING



to build relationships and community, we conducted visioning sessions with both the gotham students and staff, using moodboarding exercises imagining the space.

CO-CREATION



using art display, performance, and gathering as prompts, students shared their ideas for the space through model making and drawing.

REVIEW



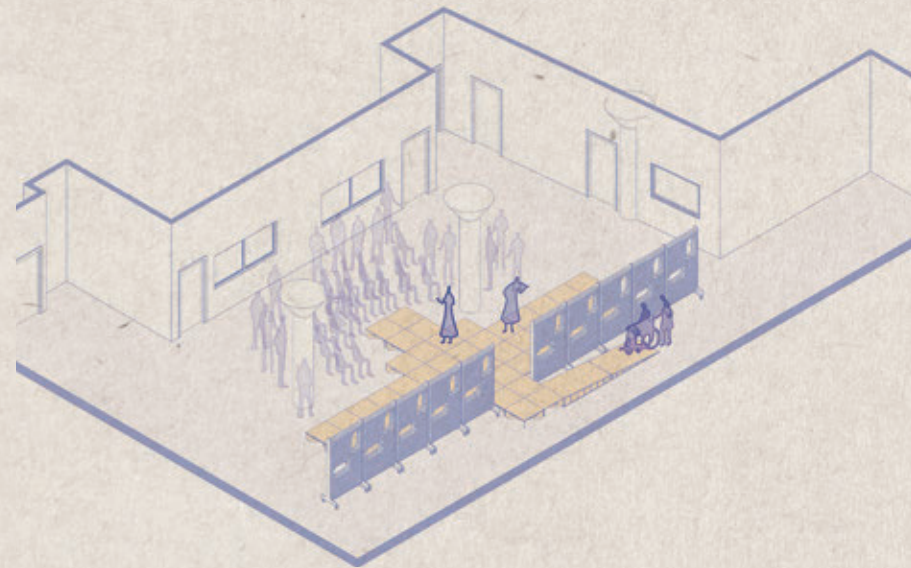
after preliminary concepts were synthesized, they were presented, critiqued, and workshopped by gotham students and staff.

the project was finalized and presented in may of 2023, and is expected to be fabricated and installed for gotham's 2023 fall semester.

LAYOUT AND USAGE



art display layout - modeled and rendered in rhino and revit



performance layout - modeled and rendered in rhino and revit



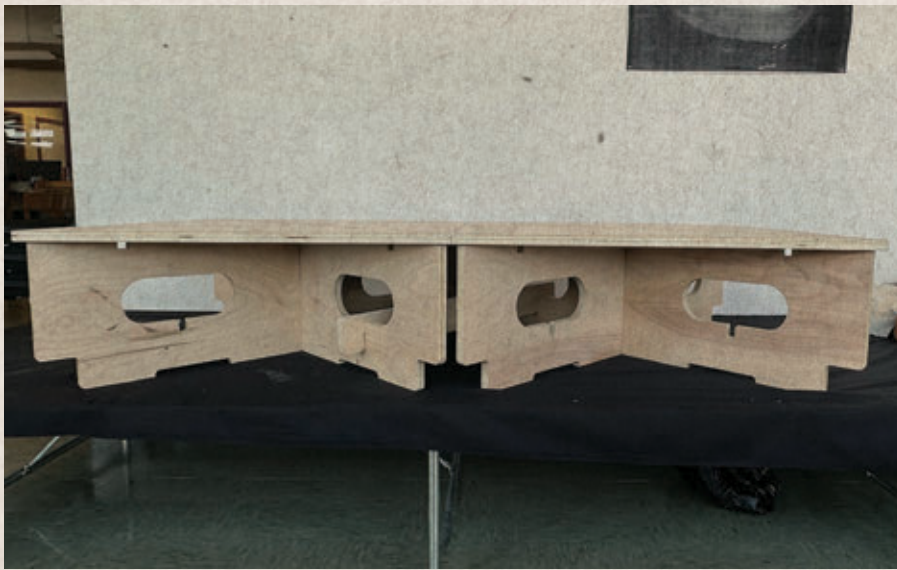
PROTOTYPING & FABRICATION



cnc milling



assembly



modularity testing



fitting and layout testing



INSTALLATION AND USAGE



the project is currently being installed in gotham's library space, expecting to finish by the end of the spring 2024 semester.

SOBREMESA

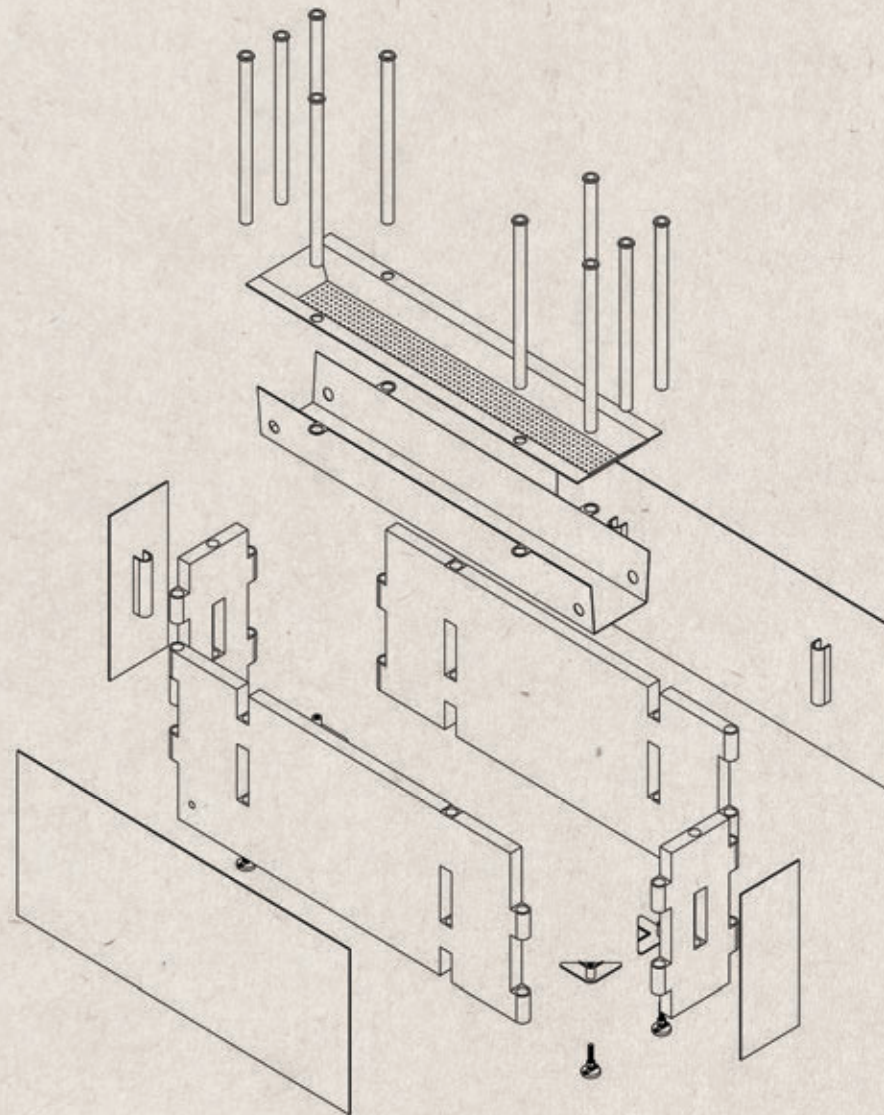
an outdoor dining system designed for low-income restaurants in new york city

in 2024, curbside dining was made permanent with a new rule that structures must be stowed every winter. dining structures are now facing new issues of cleanliness, cost, and seasonal storage.

named after the spanish tradition of relaxing and chatting after a meal, sobremesa is a simple, comprehensive system for restaurants to provide dot compliant curbside dining.



THE BARRIER



exploded view

the nyc dot requires dining structures to have water-filled barriers to protect guests from traffic. these barriers are the building block of sobremesa, featuring:

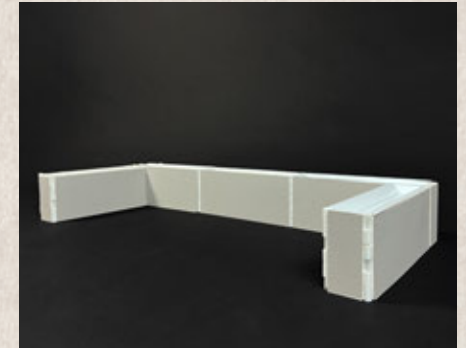
wall panels, designed for three-way connectivity;

integrated customizable cladding;

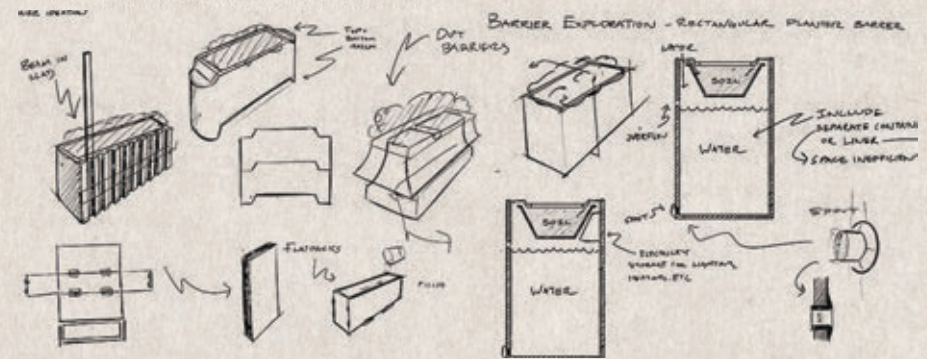
nesting bottom and planter inserts,

a water liner and drainage for DOT compliance,

and leveling feet to accommodate various terrain.



pins secure both the barrier itself and the barriers to each other.



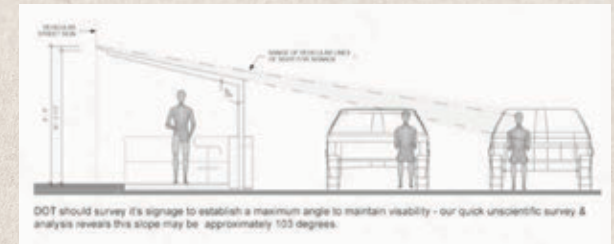
early barrier exploration

THE CANOPY

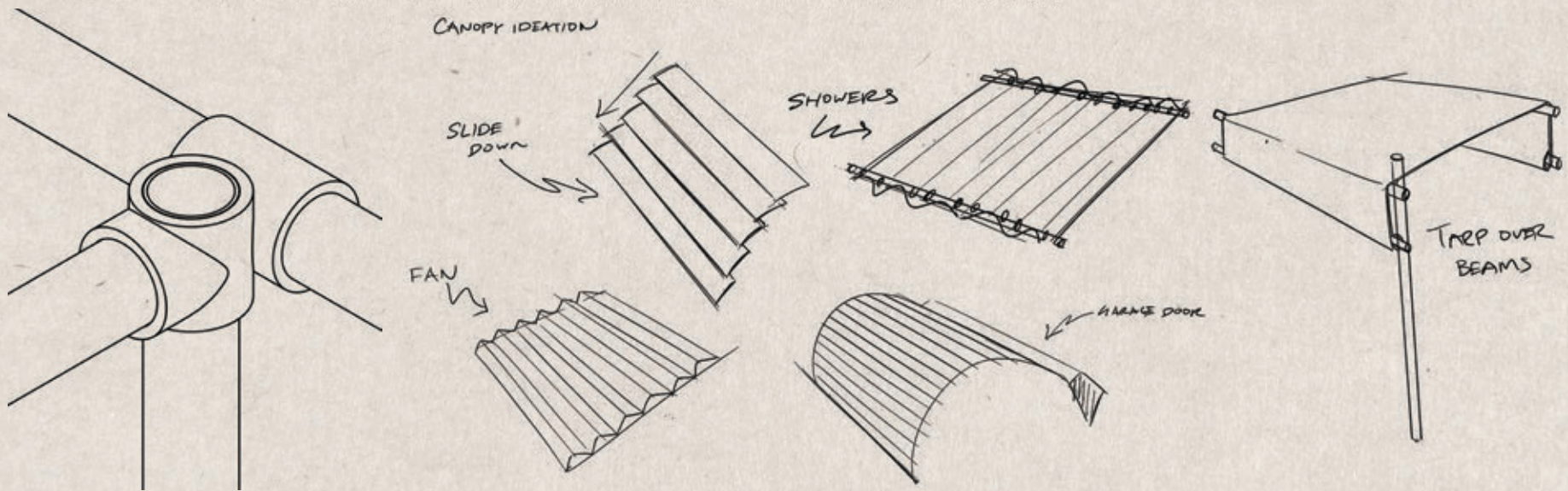


the canopy's stainless steel pipe skeleton is constructed using a universal three-way connector.

a customizable sheet of waterproof fabric is then threaded through one of the pipes and draped over the structure.



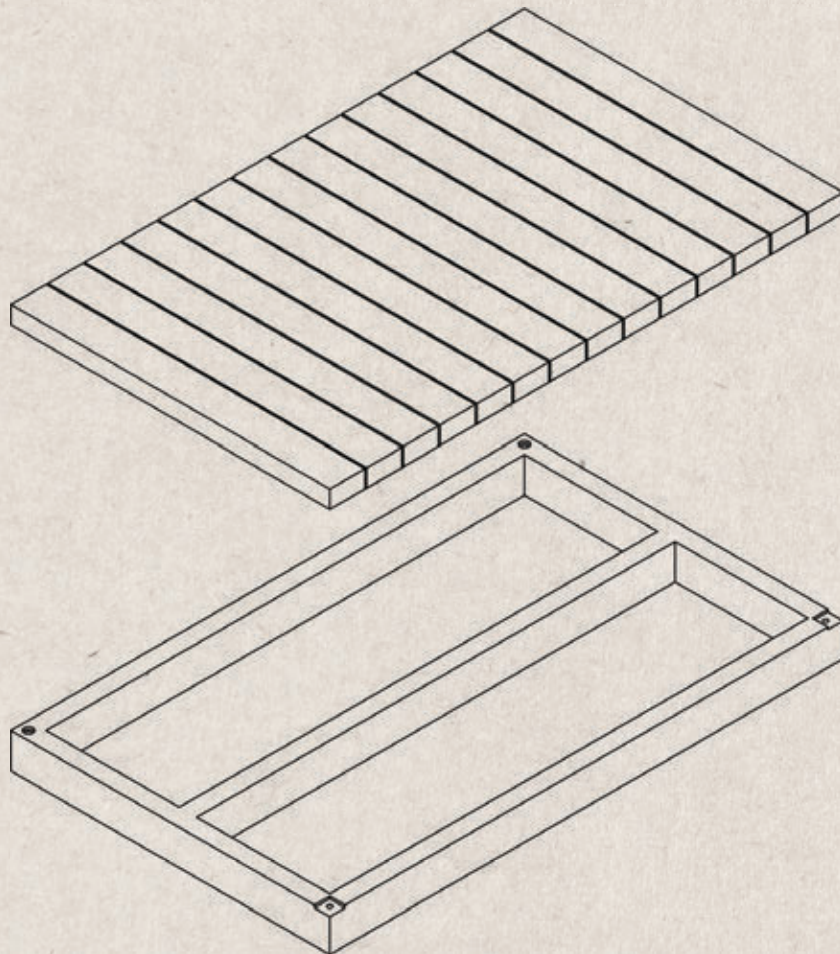
the angle of the canopy maximizes visibility of storefronts and street signs (diagram from the center for architecture).



universal three-way connector

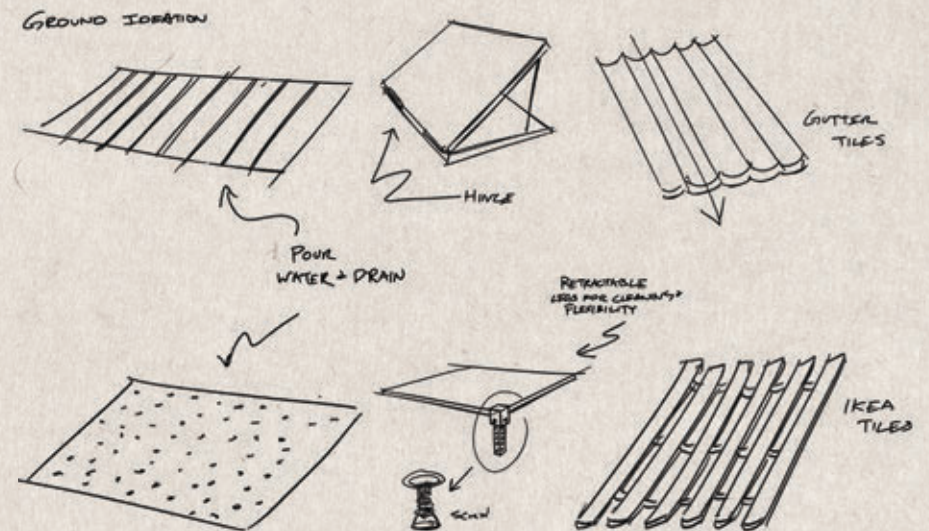
early canopy exploration

THE FLOOR



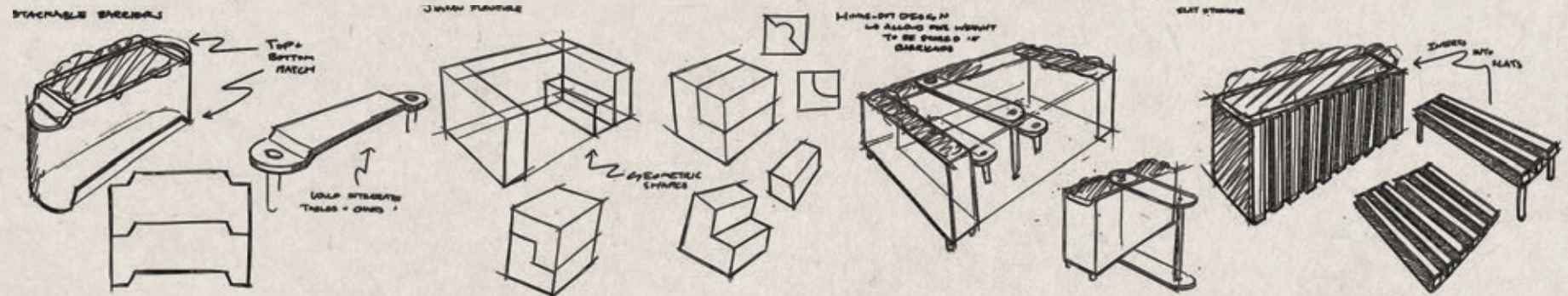
designed to maximize cleanliness, adaptability, and clarity, the floor panels include a levelable frame and a removable slat covering for maintenance that allows restaurant owners to provide guests with a sanitary experience.

the levelable floor frame is designed to allow the floor to be flush with standard curb heights for those with wheelchairs and other types of mobility assistance.

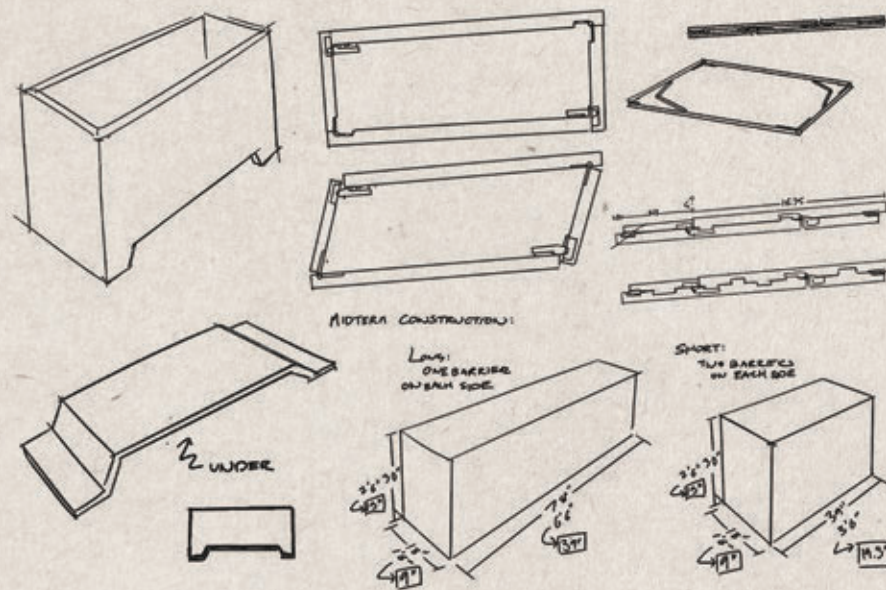


early floor exploration

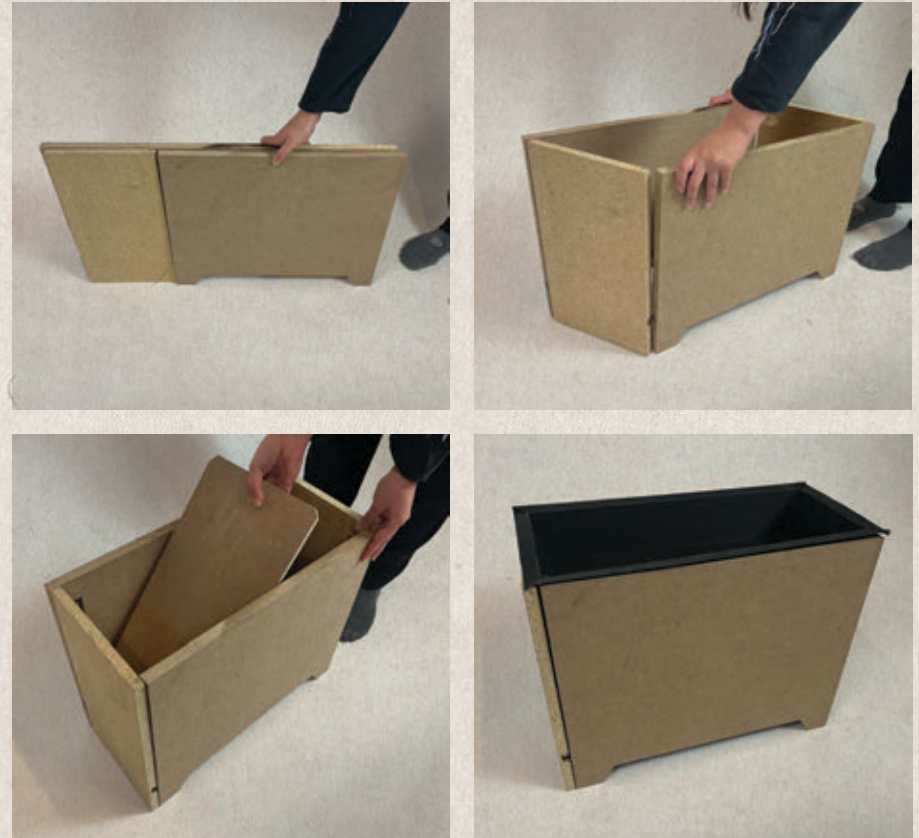
DESIGN ITERATIONS



early system exploration consisted of ideating ways to integrate dining furniture into water barriers.



the first barrier system iteration was a flat packable design with hinges, but due to the minimal, semi-annual, use of the hinges, the durability and cost prove this design to be inefficient.





i created a small-scale physical prototype with all of the main design components, including detachable floors, planter beds, and cladding.

THE URBAN CONGA

my work as associate design consultant at an award-winning public play design studio

at the urban conga, i've assisted in the design and creation of public spaces, installations, furniture, products, and engagement strategies.

with an emphasis on community-led design, this section is a **compilation of projects** i have helped create at the urban conga that promote community development through play.



THE HIVE



concept rendering

"the hive" is a redesign of an alleyway in west hill, new york, a town near albany impacted by gun violence. the collaboration with the albany victory gardens and the van alen institute involved extensive collaboration with the local community.

the modules display community art, and provide seating, gathering, and programming spaces for the garden and surrounding neighborhood. my contributions to the project include the design and placement of the words of affirmation, and the editing and organization of community-created artwork to be displayed on the installation.

the project is currently in assembly to be installed in west hill in summer of 2024.



words of affirmation



community engagement (courtesy of van alen)



assembly in progress

CITY OF BOWIE BUS SHELTER



tabling at concert in bowie



bowie scrabble at farmer's market



tabling at benjamin tasker back to school night

as a part of the city of bowie's "complete the streets" program, the urban conga is collaborating with the bowie, maryland community and benjamin tasker middle school to design a bus shelter that can also serve as a community hub and programmable space.

my involvement has focused on creating community engagement materials to accumulate ideas and themes that will be incorporated into the design.

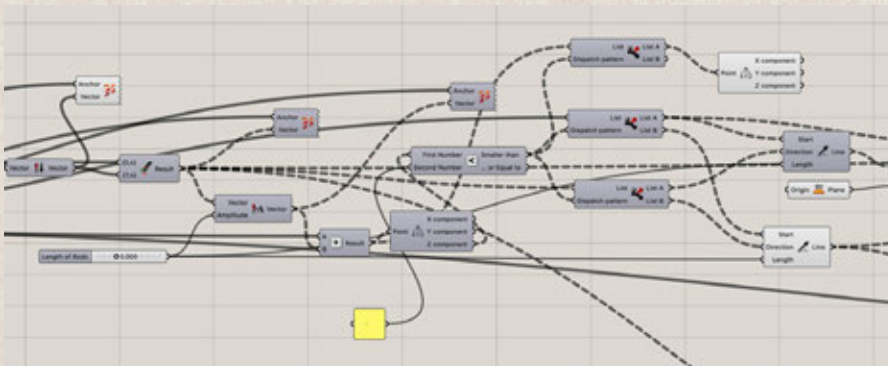
the bus shelter is currently in its early stages; we are working closely with community members and stakeholders in the project to develop preliminary ideas and themes to explore.

WESLEY CHAPEL LIBRARY

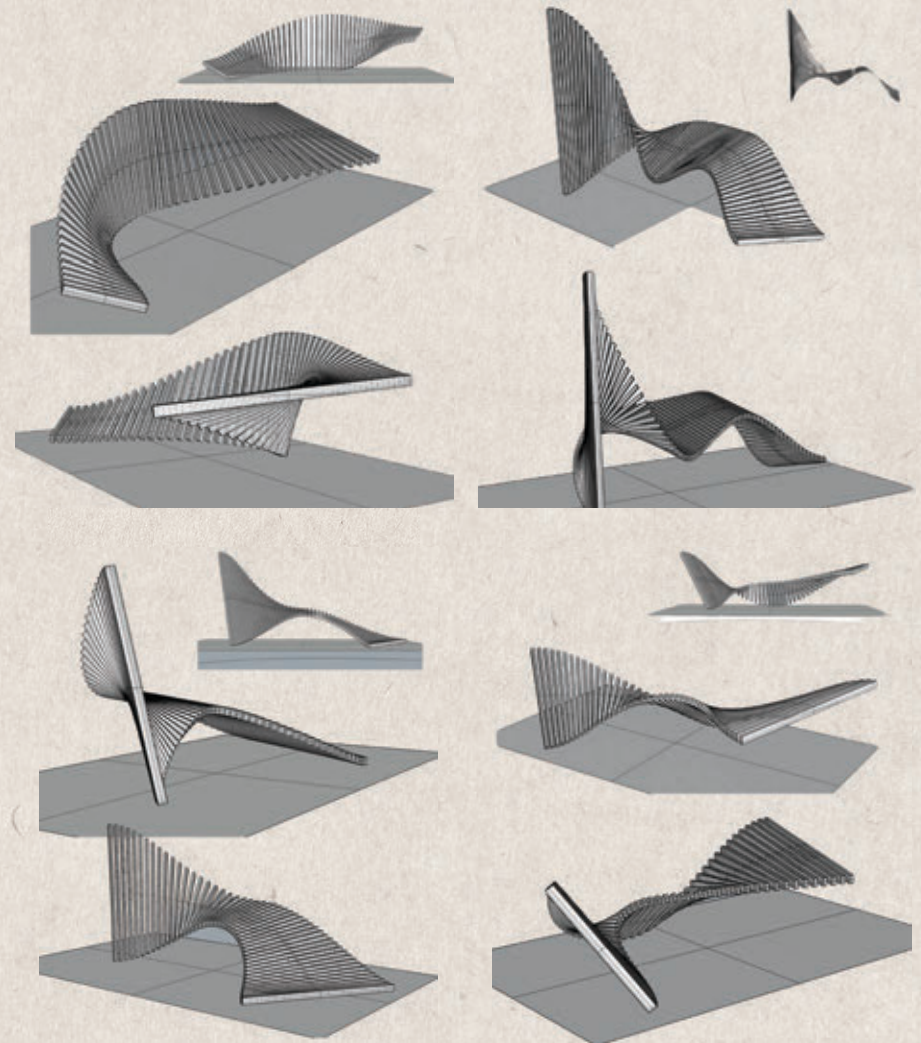
for a new library being developed in wesley chapel, florida, the urban conga is developing a sculptural system of seating, relaxing, gathering, and performance in the adjacent outdoor space.



concept rendering



grasshopper script




form studies

i was able to assist in the development of the grasshopper script used to create the several modules in the space, refining the modules for more defined usage and form.

THANK YOU!

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