

HOLIDAY - 08

METROSPORT

SUB ZERO



RESORT TO SPORT

It's winter and it's freezing cold - SUB ZERO to be exact, but we are still out there skiing, snowshoeing, skating, hiking, snowboarding, climbing and even swimming as we explore our holiday season. This year, we've decided to take a break from it all and enjoy a new experience. We love the snow and ice and the beauty it brings so we're headed north and we need seasonally appropriate footwear during our adventure.



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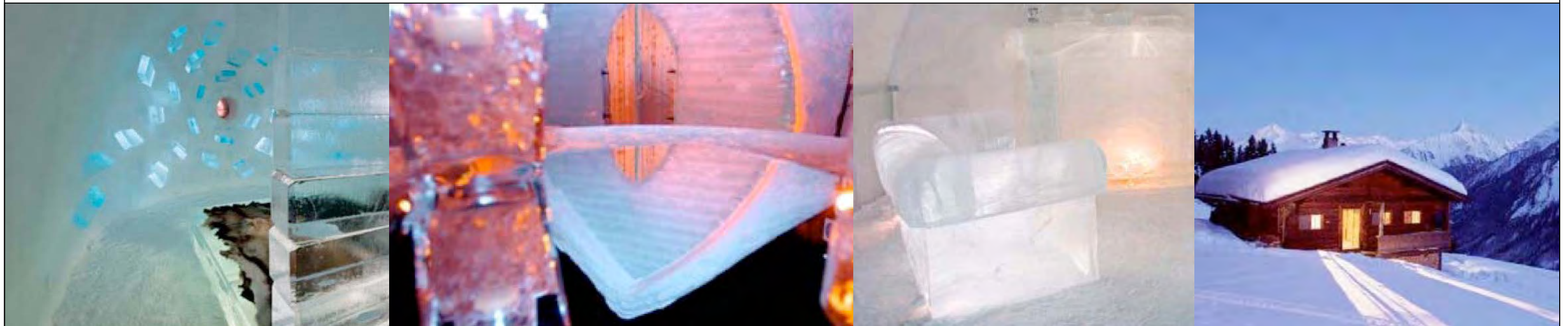
We've found an Ice Hotel situated in the village Jukkasjarvi, which is 200 kilometers north of the Arctic Circle in Sweden. Covered with a meter thick ice layer in the winter time, the river is the source of all the art, architecture and design. The pure water and the steady movement of the river creates the clearest ice possible. After a day of snowshoeing or snowmobiling, we've decided to sleep atop a bed of ice within a one of a kind/uniquely designed suite. Artists create the hotel and suites on an annual basis due to the fact that the structure melts during the summer months.



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Mood = Polar Opposites

The contrast and tension of cold and warm, hard and soft, light and dark, opaque and translucent, geometric and organic.

Our vacation at the ice hotel resort will consist of one night spent within the ice hotel itself sharing beverages from vessels made of ice at the ice bar and slumbering on a bed of ice and reindeer skins. From here, the remainder of our stay will take place within the warmth and coziness of a neighboring chalet.



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SUB ZERO - GRAPHICS



RESORT TO SPORT

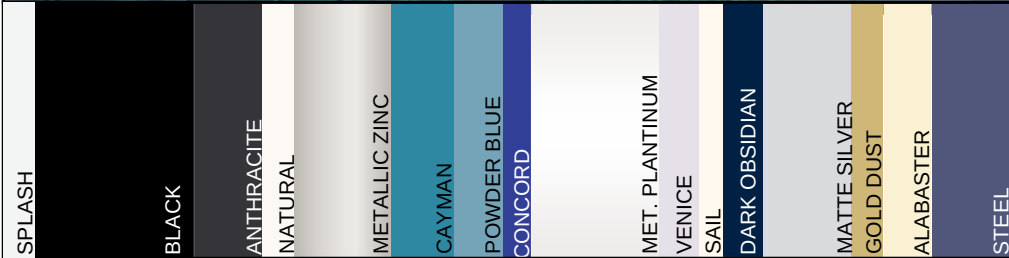
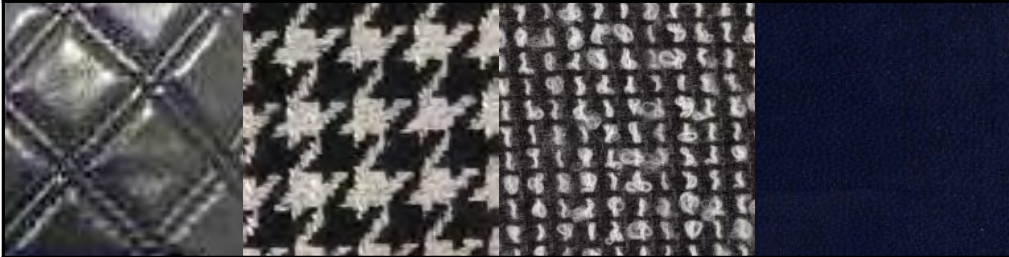
Graphic Direction = the juxtaposition of geometric and organic

Look closely at the falling snow and you will see that the flakes are made up of tiny crystals which are based on very simple geometric shapes. We wish to explore the relationship between geometric pattern and organic form, investigating the movement created when infused with illuminating light. As a starting point, we will look at the very simple to the complex crystal shapes found in SUB ZERO conditions.

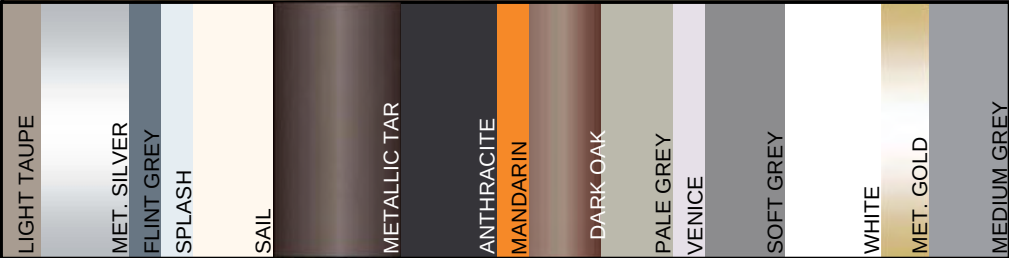
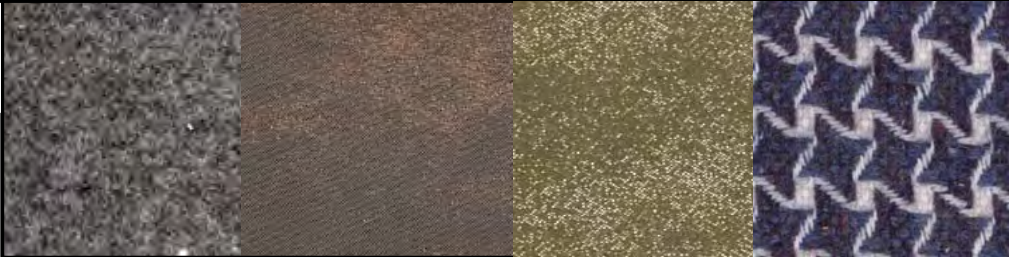


METROSPORT WOMEN'S COLOR

ICE HOTEL/ COOL



OPPOSITES ATTRACT/
WARM AND COOL



CHALET/ WARM

