

Serban
Ionescu's

Pavilions



Serban Ionescu's Pavilions

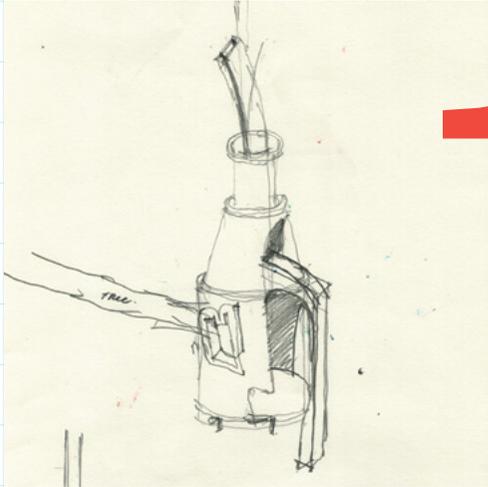
Serban Ionescu's pavilions are a growing body of work custom-designed for individuals and families, the interior and exterior, corporate campuses, and private residences. Trained in architecture—he received his Bachelor of Architecture from the Pratt Institute—Ionescu's large-scale dwellings are fully unbound from traditional notions of form, function, and seriality, presenting a novel take on collectible design. The designer is currently open to a select number of pavilion projects over the next few years.

Ionescu's meticulous process for the pavilions is detailed in the following pages using his most recent commission, *Tower for an Hour*, as example: from conception as a drawing, to cardstock model, to fully realized architectural folly.

Intended for the courtyard of a private residence, *Tower for an Hour* is a twenty-two-foot-tall structure that offers a space for reflection, rest, and play. The work invites viewers to question the built environment, the interplay between indoor and outdoor spaces, and the confluence of experience and function.

To discuss your ideas for a personalized commission, please contact r@r-and-company.com.

Process Map

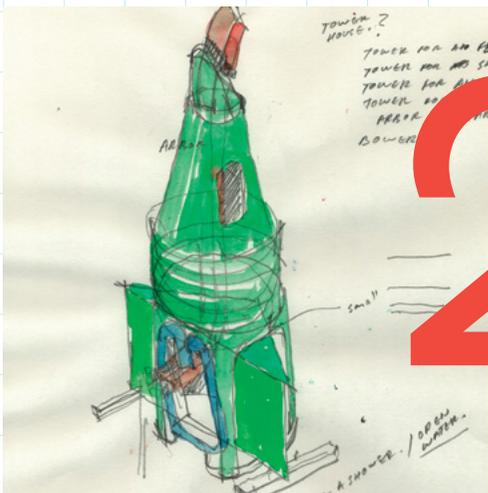


Preliminary Drawings

Weeks 1 - 2

Initial meetings to introduce and formalize project idea.

Proposal and preliminary drawings created for approval.

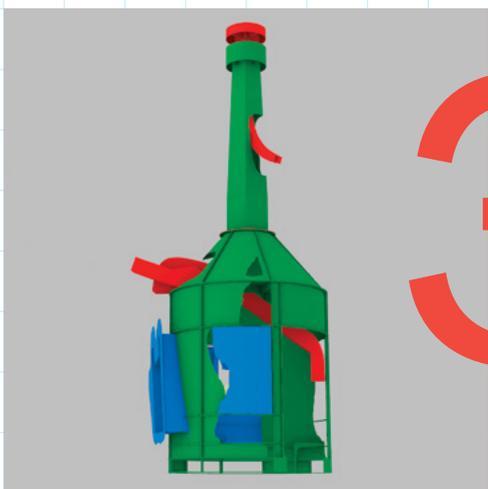


Approved Concept Drawings

Weeks 2 - 4

The project timeline and Pavilion design is approved.

Additional concept drawings made for review.



Digital Renderings

Weeks 4 - 6

The work is further developed using CAD software.



4

3D Model

Weeks 6 - 10

The 3D model is created for final approval prior to physical production.



5

Technical Schematics

Weeks 10 - 20

Production commences.



6

Finishing Touches

Weeks 18 - 20

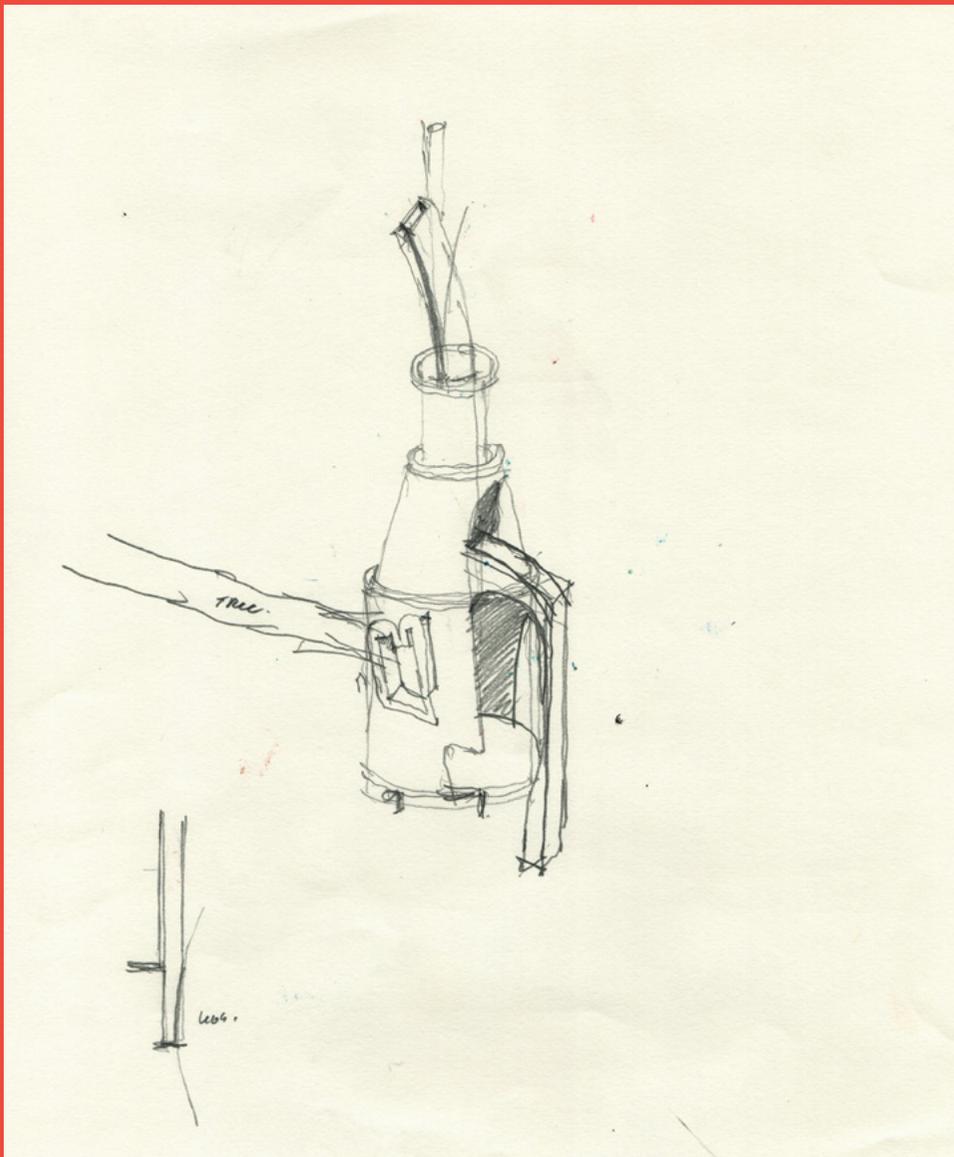
Studio visits arranged during the final week of production.

Weeks 20-22

Installation.

Preliminary Drawings

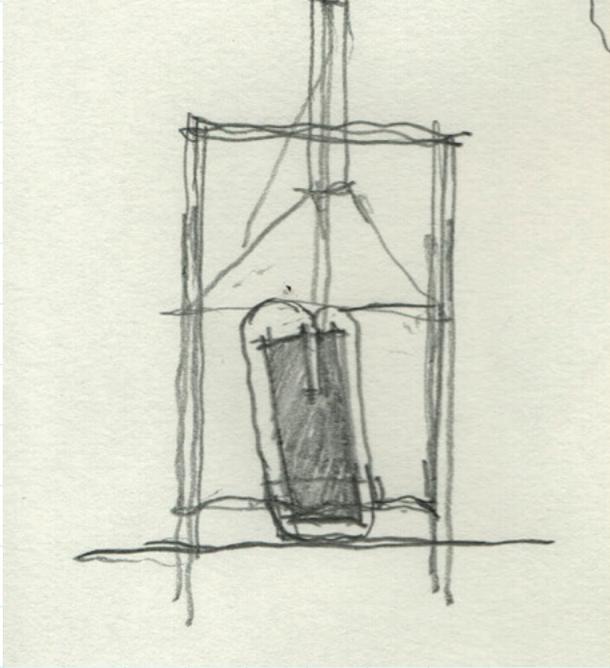
Ionescu begins his process by furiously drawing. He refers to silhouettes of the city, from water-towers, skyscrapers, cranes and more, to construct the pavilion and develop it into something new. His goal? Transport people into a world of novelty and playfulness.





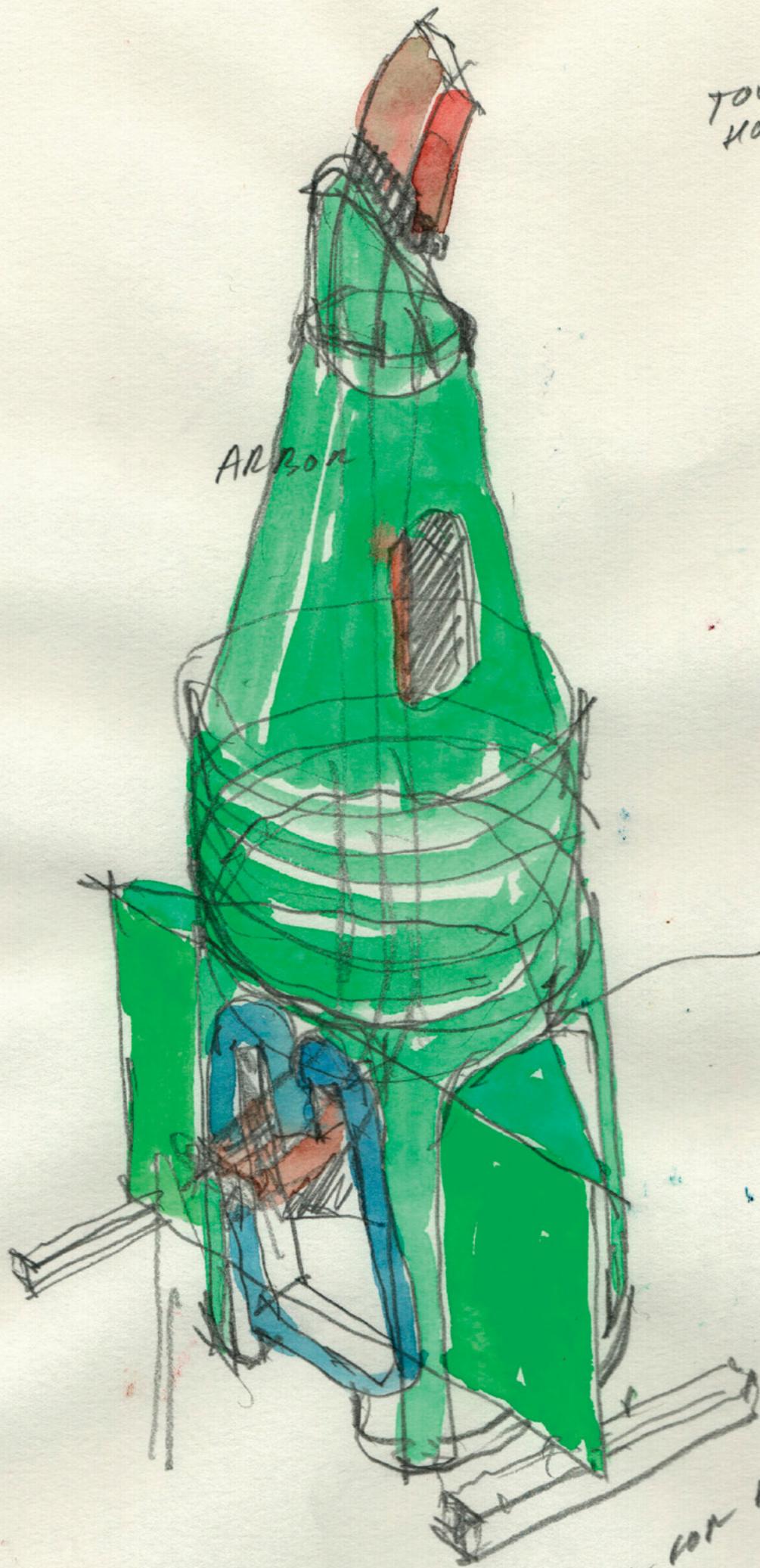
Using distinctive lines, vibrant color, and cartoonish gestures, Ionescu infuses his work with anthropomorphic shapes while intuitively experimenting with scale and form.

Approved Concept Drawings



Once the design is settled, Ionescu further refines his ideas through a series of hand-drawn renderings, experimenting with functionality and highlighting his detail-orientation and commitment to exceptional craftsmanship.



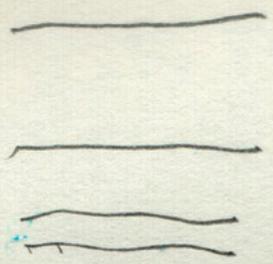


TOWER ?
HOUSE.

TOWER FOR A
TOWER FOR A
TOWER FOR A
TOWER FOR A
ARBOR FOR
BOWER.

ARBOR

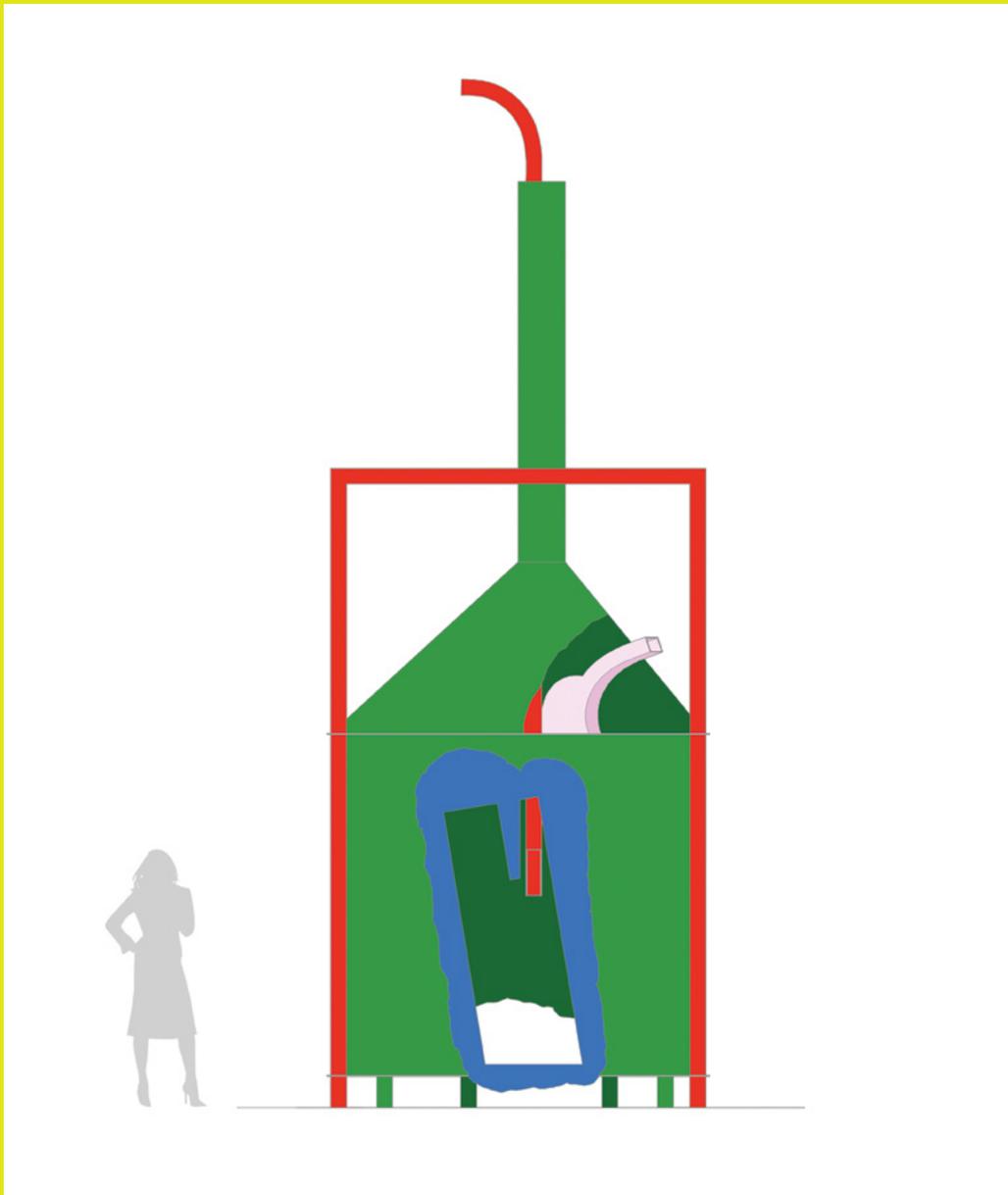
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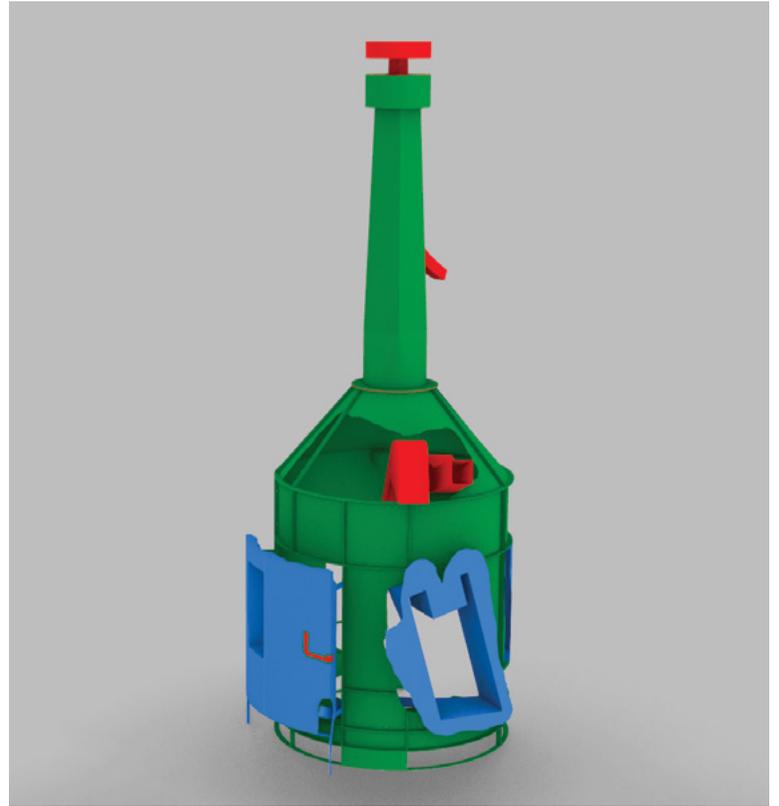


TOWER FOR A SHOWER. / OPEN WATER

Digital Renderings

Ionescu transfers his sketches to CAD software, building on the concept and formalizing the pavilion as a livable structure.





“The pavilions come to life as they perform for various spaces and viewers in different environments,” says Ionescu. “These works change and adapt based on their surroundings.”

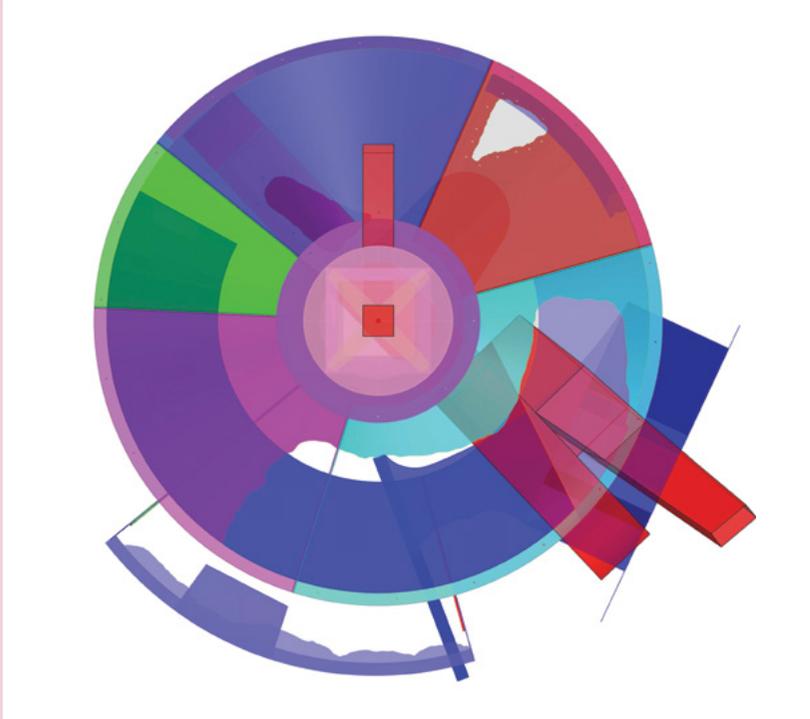
3D Model

A tangible form starts to appear as Ionescu transitions to constructing a three-dimensional model from paper and cardboard. This maquette allows for the work to be experienced in-the-round and presents a more holistic view of the developing pavilion.

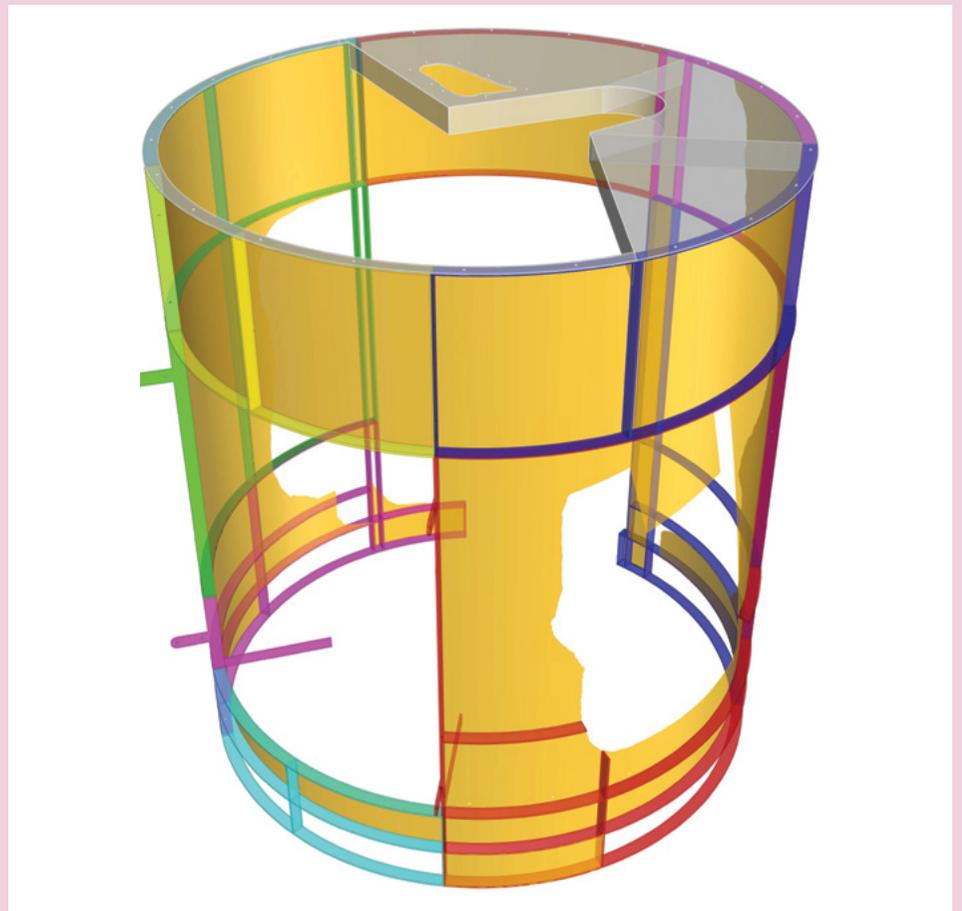


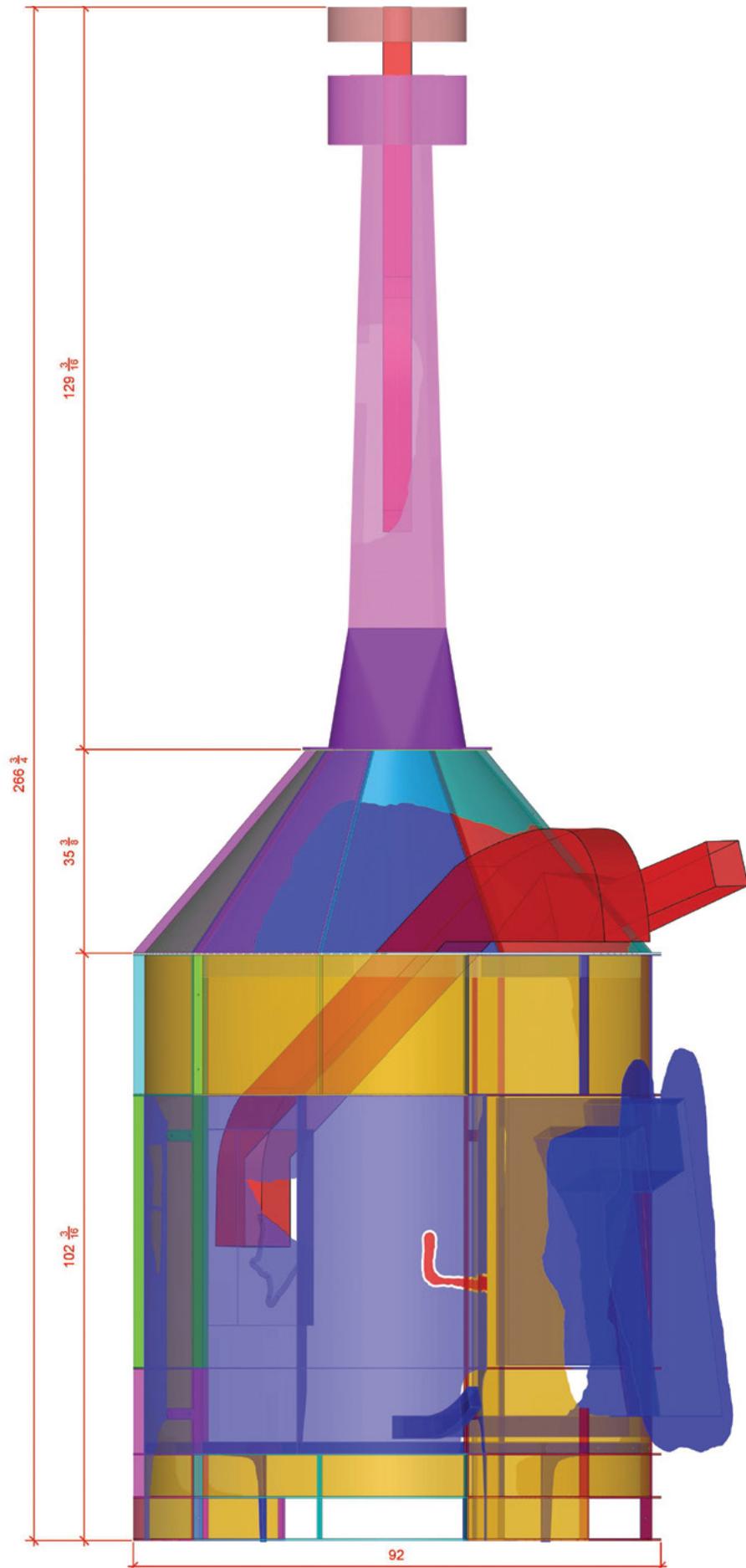


Technical Schematics



Throughout production, the designer composes personalized installation instructions. While seemingly complex, the work can easily be taken apart and rebuilt (each piece only requires two sets of hands to carry). This colorful manual highlights Ionescu's ability to create unique structures that can be built, enjoyed and maintained by anyone.









RA

RB

F1

Tower for an Hour



Fully realized, the pavilion stands as a simultaneous monumental sculpture and functional abode— encouraging exploration and discovery. While the dwelling resembles the cityscape, its novelty entices sitters to interpret the structure on their own terms, allowing it to become a living, transformative work of art.









Tower for an Hour is simultaneously a character about to spark into action and an intimate space for refuge.

The pavilion body of work reflects Ionescu's desire to "delve into a liminal mysterious space where objects cannot immediately be identified and are constantly evolving..."

Born in Romania and raised in Queens, New York, Serban Ionescu (b. 1984) blurs the boundary between sculpture and design, creating a space one can inhabit. Erupting from the automatic act of drawing, his loose instinctual lines and his vibrant pops of color expand into sculptural collages that constantly shift in scale. Whether in works of design, fine art, sculpture or architecture, his distinctive style and cartoonish gestures engender a unique language of anthropomorphic forms. His objects and sculptural designs become entities that playfully transform gesture into being, impulse into experience, for the viewer to study and for the visitor to explore.

Ionescu's work has been published in the *New York Times* and *Dwell Magazine*, among other notable publications. He has been featured in five solo exhibitions in New York and several group shows. R & Company debuted his first solo exhibition with the gallery titled, *Castle Garden*, on view through August 12th at 64 White Street in Tribeca, New York.

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