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StoreFront Exhibition was a solo exhibit at New York's StoreFront for Art and Architecture which examined a prototypical building for narrow sites in the Lower East Side district of Manhattan. The show entitled RUSS, an acronym for Residual Urban Site Strategies, related the susceptibility to visual stimuli which characterises our contemporary condition to a position within architectural production. Through the application of electronic imagery to the panelised interior surfaces of a proto-typical building, the potentially uncomfortable narrow spaces were given a seductive and stimulating visual aura. Conveniently, the proportions of the gallery closely resembled the proportions of the space being considered. This led to the development of a panelised wall to display the exhibit which mimicked the 60 foot length and 10 foot height of the interior wall of the proto-typical building. The resultant effect simulated the experience of the proposed space for the gallery visitor. Components of the exhibition displayed on the panelised wall included an urban analysis showing historic maps and current land use, aerial photographs & drawings of city blocks with selected sites, interior and exterior renderings of the proposed proto-typical building, a graphical representation of resolution versus viewing distance for electronic displays and the project text.

