

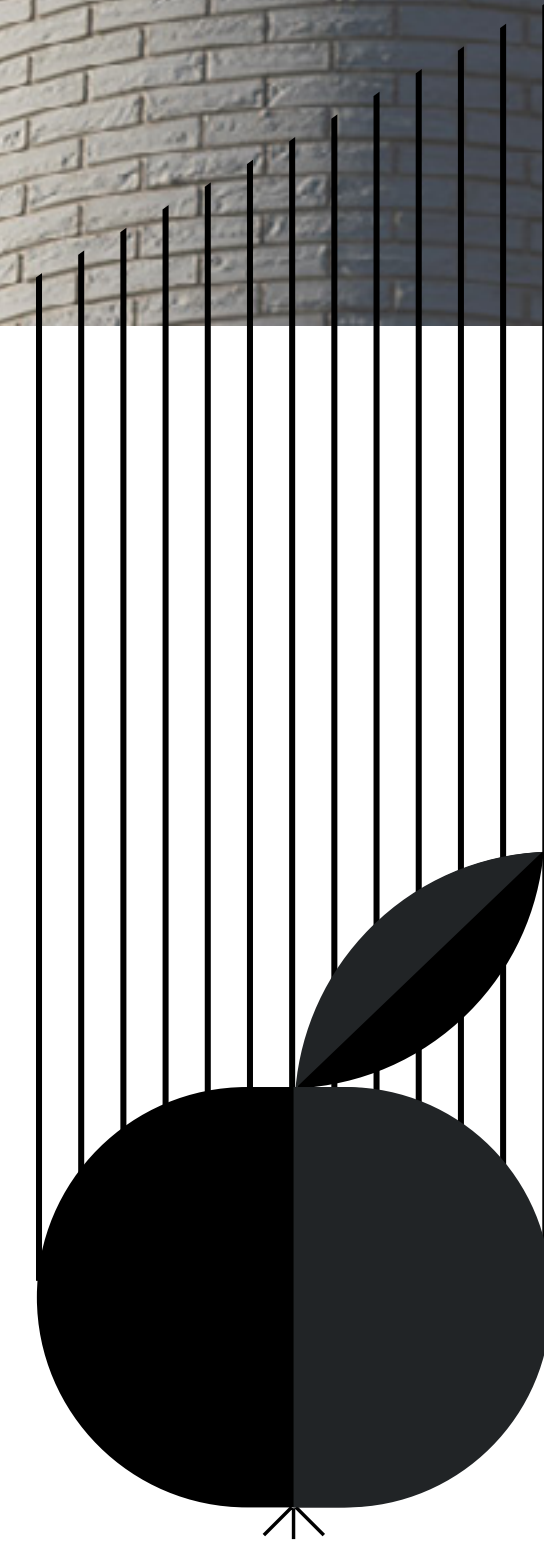
NEWTON STUUDIOD

A Concept that makes sense in all possible details.

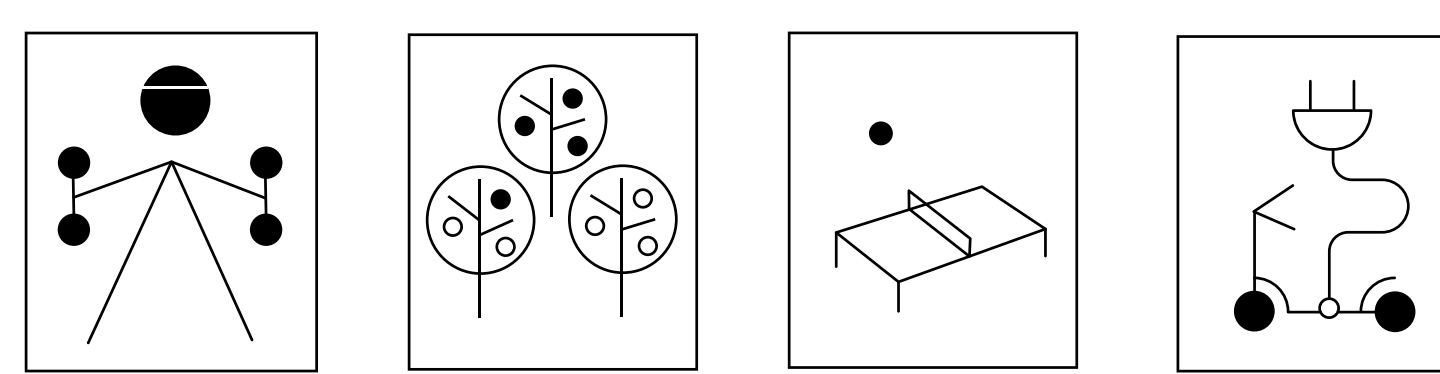
Scandium Kinnisvara has erected a rental building with small rental apartments in the heart of Tallinn's Silicon Valley. This building is promptly named "Newton Studios" in order to honour the famous scientist Sir Isaac Newton himself.



When this project found its way to us, we immediately saw some great connections between the house and the name. For example, there are apple trees in the garden and a little stream that flows around them.



Since people are living there, we didn't want to overwhelm their homes with branding and graphics.



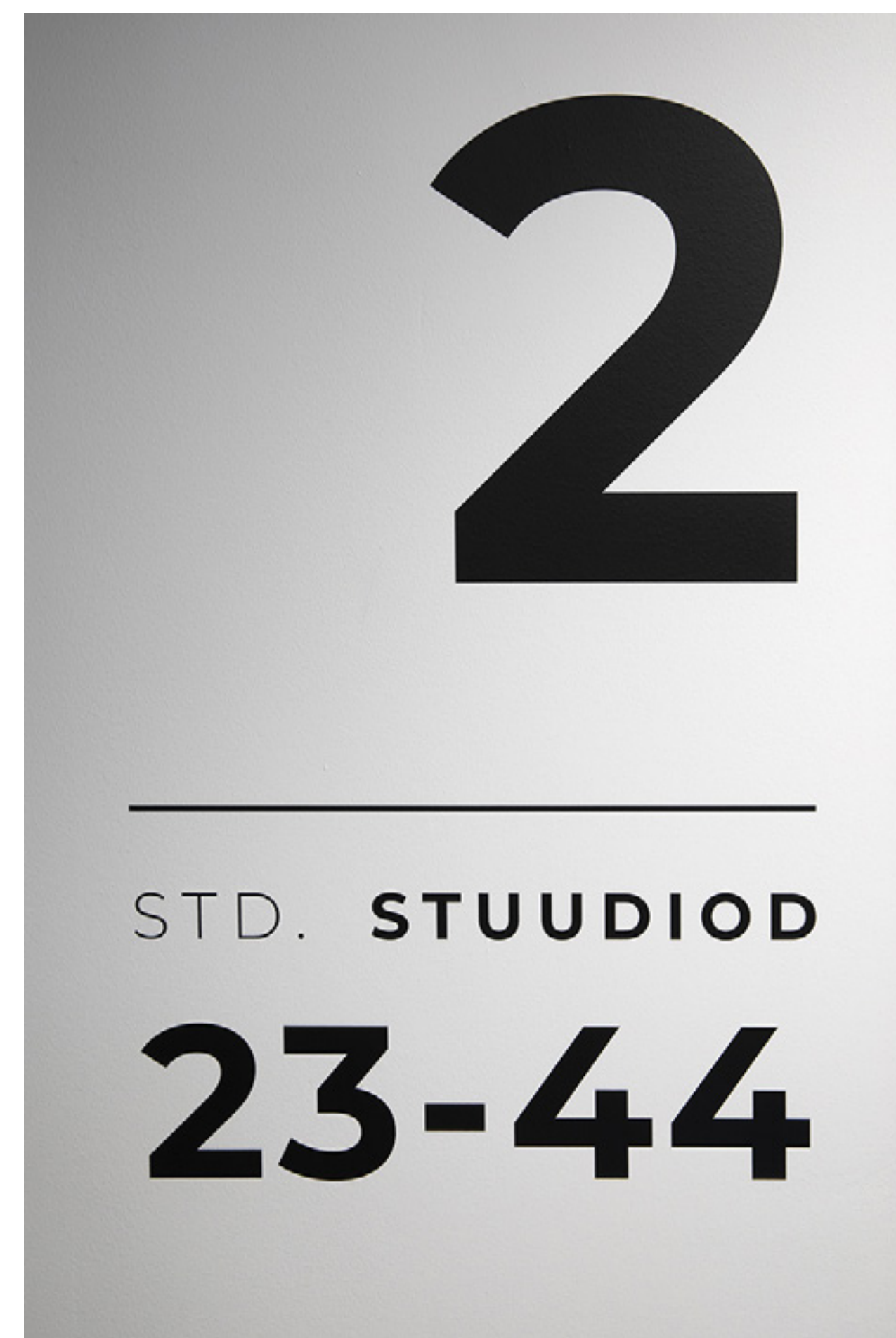
Law of Inertia: An object either remains at rest or continues to move at a constant velocity, unless acted upon by a force.



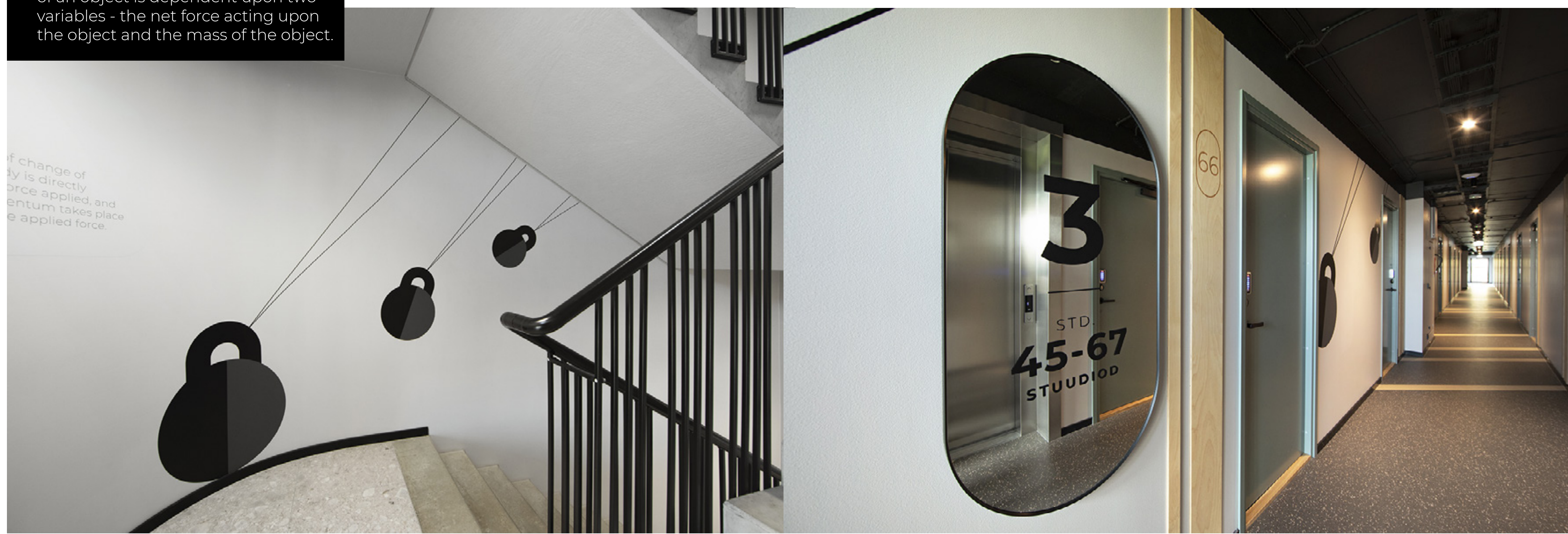
We rather wanted our designs to be clever and elegant in a way that tells a story and makes you love the place at the same time.

Every floor has its own illustrated story about Newton's law.

On the second floor, there is an illustration of Newton's law of Inertia, which is described by two elements.



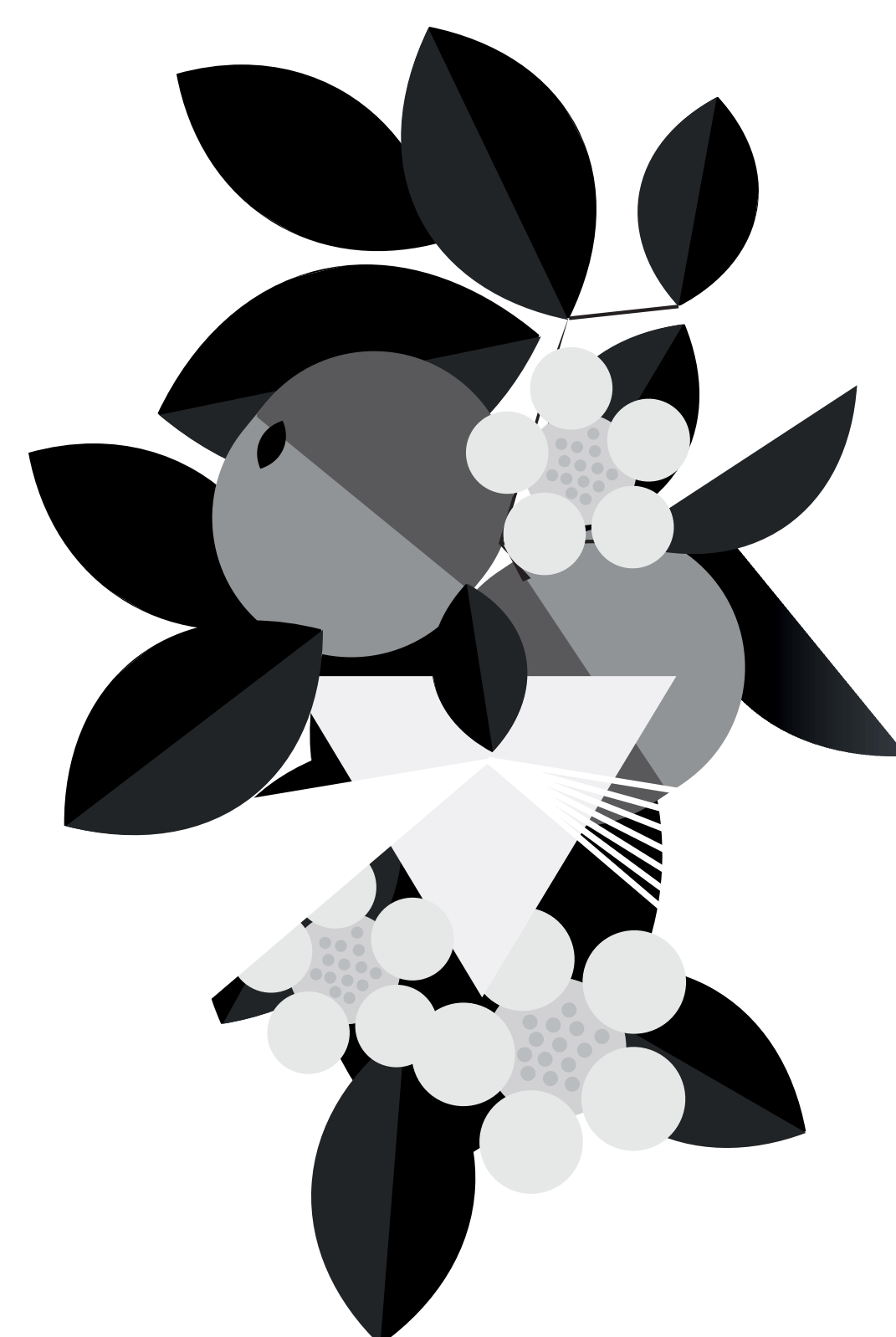
Newton's second law: Acceleration of an object is dependent upon two variables - the net force acting upon the object and the mass of the object.



If change of velocity is directly proportional to the net force applied, and inversely proportional to the mass of the object.

On the third floor, there is another law illustrated with three elements.

Mirrors that carry floor guide role were born from Newton's reflecting telescope.



Every detail in this project makes sense and is there for a reason.