



PELLUCIDITY

FEATURING KRISTEN BAIRD DESIGNS

MADISON JORGE

INDS 210 STUDIO II

PROFESSOR GONANO

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PHASE 01.

RESEARCH & ANALYSIS

→ JEWELRY SETHER AT TIFFANY

- INSPIRED BY I.D., ARCHITECTURE, SPACES
- FINE CRAFTSMANSHIP
- AREA, FEEL, GOLDEN HOUR, COLOR
- ROMAN ATILUER
- CAVE
- TOUCH
- LINE, DOT
- ORGANIC, HIGH POLISH FINISH, ELEGANT
- LOCAL, DIFFERENT STYLE (40-65)
- RETAIL (20-40)
- HAND CRAFTED, TELL STORY
- MATERIALS PICKED ON PURPOSE
- EACH SALE GOES TO A CAUSE
- TRANSPARENT, PROCESS
- SHOWCASE WHAT YOU MAKE
- WOMEN MORE INVOLVED IN JEWELRY BUYING
- LEADING ON A PATH = EXPERIENCE

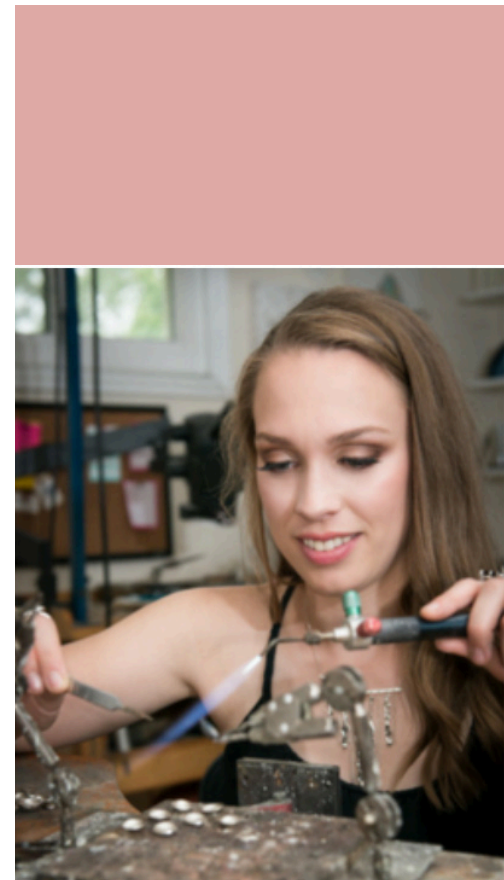
- RINGS FAV.
- MEMORABLE
- ELEGANT, FINE TAYLORED, CLEAN
- PROFESSIONAL
- HONEYCOMB
- MASS PRODUCED
- FRANKIE FLOWERS
- LAVENDER, CATERPILLAR
- 15-20 CUSTOM
- RINGS TOGETHER
- COLOR BLOCK / GOLD / COOL / WARM
- 5-7 EMPLOYEES
- COZY IN AN OPEN SPACE

NEEDS

- PHOTO / MEETING
- SAFE
- OFFICE
- COLOR BAR / INTERACT
- EXTERIOR / NIGHT LIGHTING
- COMMISSION → INTIMATE
- BIG PURCHASE SPACE / COFFEE WINE BAR
- INTERNET ORDERS
- INSPIRATION WALL
- MATERIAL SHOWCASE
- WRAPPING COUNTER
- CASH WRAP

INSPIRATION

- SHOW PROCESS
- INCORPORATE OTHER ARTISTS (ON WALL)
- WORKSHOP / STUDIO → SEPARATE BUT VISIBLE
- WET / DRY PROCESS
- GRUNDGY
- WELCOME BENCH
- CARTIER DISPLAY / WINDOW
- RELATION
- VIDEO
- COLOR, TEXTURE
- LAZER WT, ORAGRAMI
- MUSEUM DISPLAY
- STATEMENT



MATERIALS

- STERLING SILVER, PLATINUM 18K rose, gold recycled
- ETHICALLY INCLINED
- CERTIFIED DIAMOND
- GEMSTONES AROUND THE WORLD
- FLOODING - TRAPPED SILVER
- STUDIO - WATER
- WASHER / DRYER
- GLASS WINDOWS - INDUSTRIAL
- CHANDELIER / TILE
- NOISE IN STUDIO

TOOLS TO SHOWCASE

- SAUTORING - VIDEO
- WINDOW INTO STUDIO
- LIVESTREAM
- RAW MATERIALS

- WORKSHOP LESSONS
- FUNDRAISER EVENT SPACE

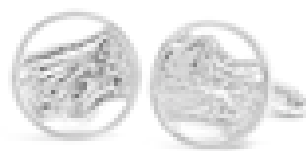
Kristen Baird





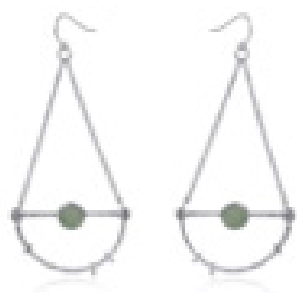
CUSTOM DESIGNS | FALLING WATERS





As if dropped into a smooth, quiet pond, the oval-cut gemstone sits at the center of this unique ring, while the band flows outward in small, undulating waves. Handcrafted one at a time, the Ripple Ring collection includes over 200 rings (and counting),

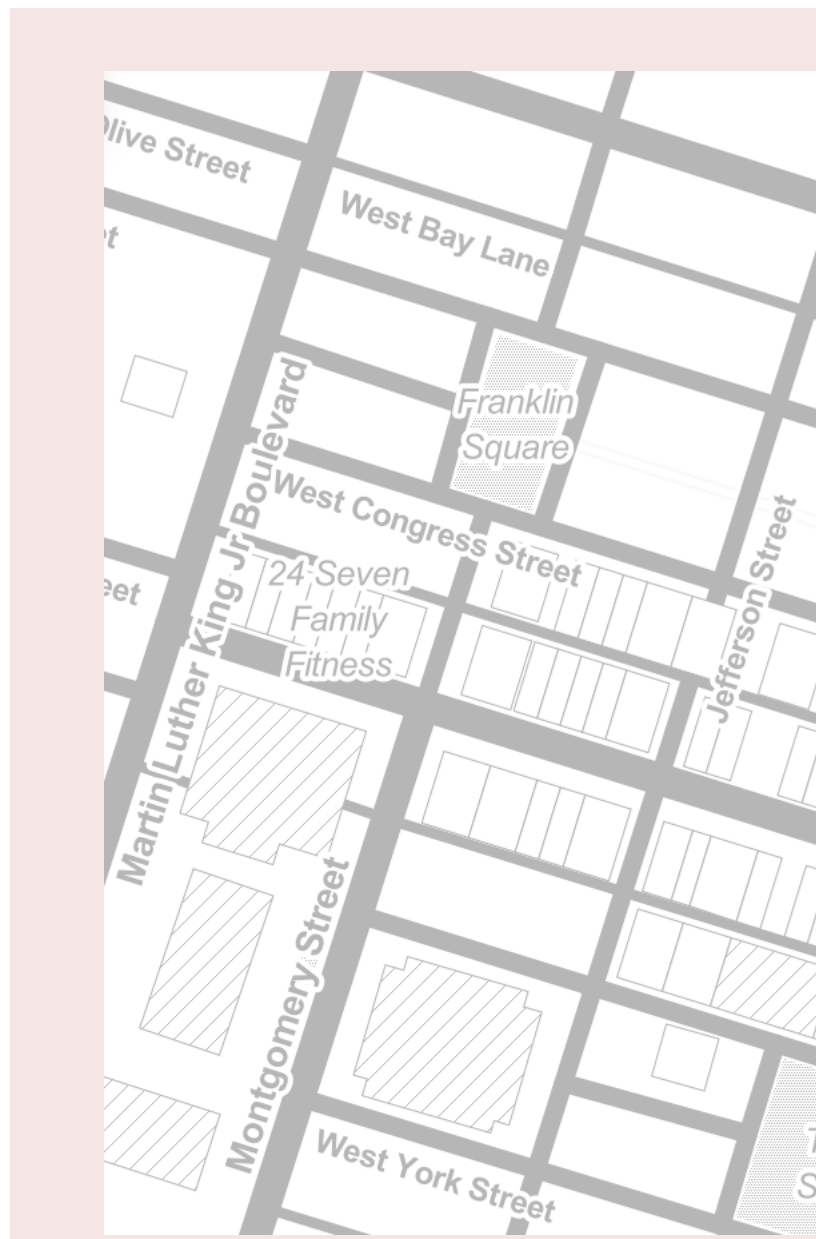
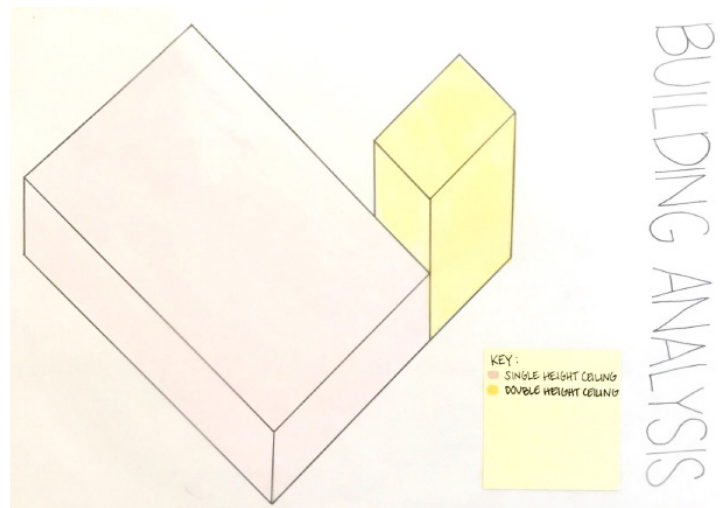
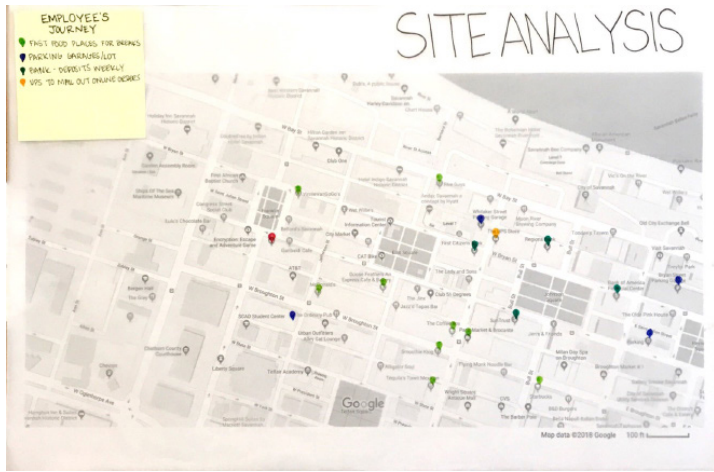
all possessing slightly different style details, from band width to stone cut. What remains the same, however, is the trademark feature: a textured band that rises and falls ever so slightly with a peaceful flow like rippling water.



Imagine walking along the surface of the moon and stumbling into a vast, awe-inspiring crater left behind from an unknown space object. Then off in the distance you see the sun glowing and the earth green and blue, full of life. Likewise, within this celestial-inspired necklace sits a 10mm by 12mm oval gemstone or a 10mm round gemstone (based on availability) nestled along the hand textured sterling silver frame, as if this piece originated directly from the surface of the moon. Pick your favorite color,

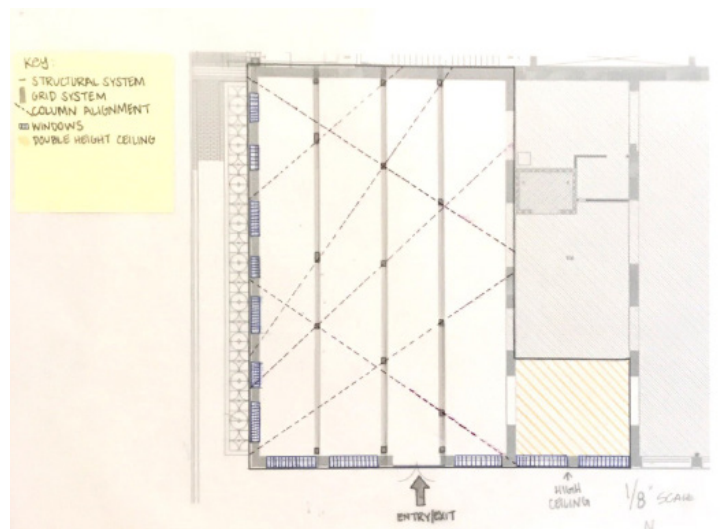
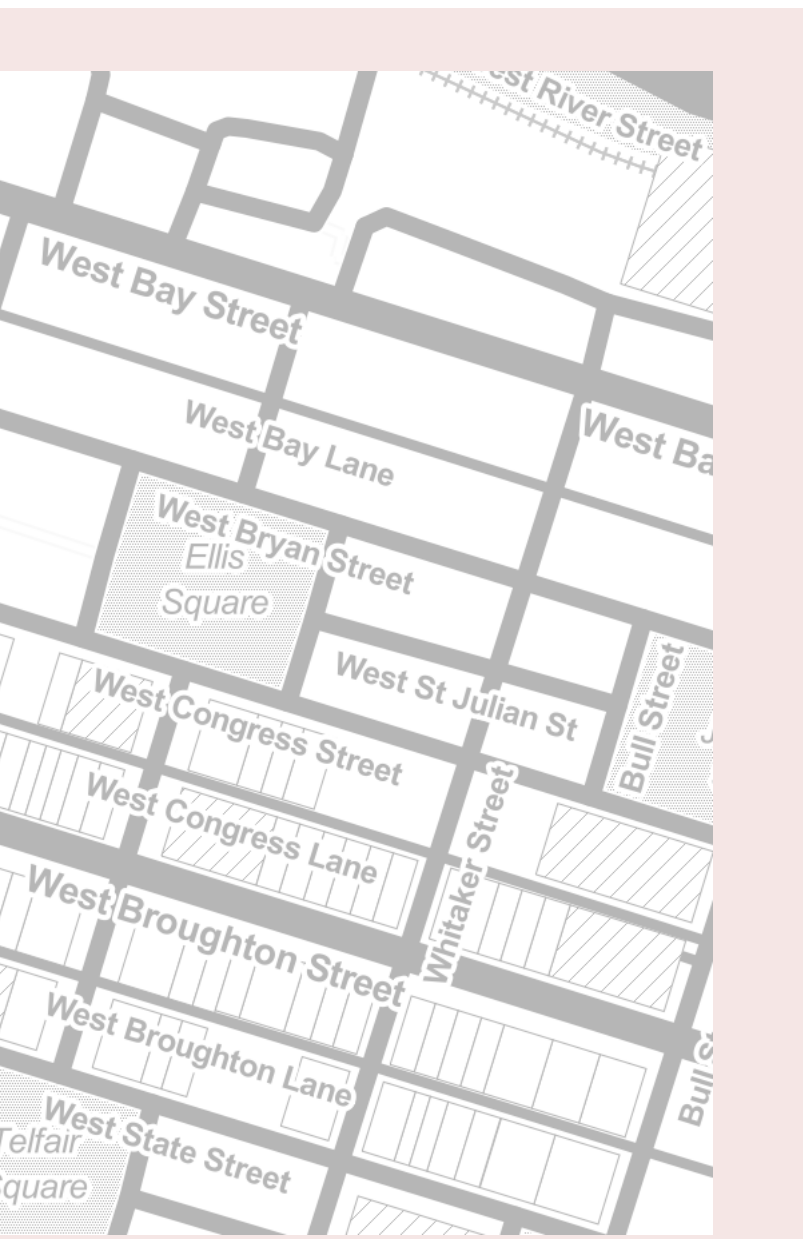
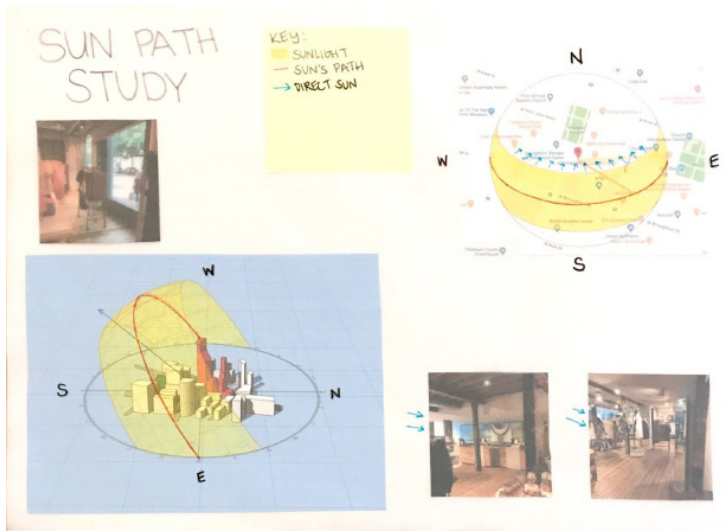
blue or green for the earth, yellow for the sun, black for the night, pink for a sunrise. You get the idea!

This piece oozes simplistic beauty, with its crescent frame and granule detailing. Thoughtfully placed along the perimeter, the granules help bring balance to the piece, while adding a bit of texture and movement. Understated yet truly unique, the Crater Necklace is perfect for day-to-night wear, and the familiar shape will keep it relevant for years to come.



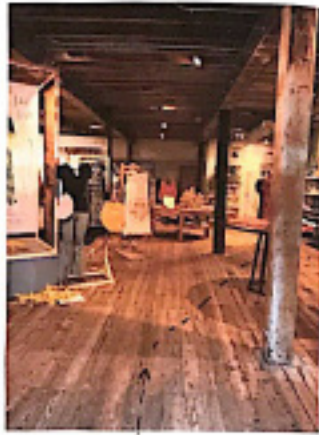
BUILDING & SITE ANALYSIS

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WELCOME IN!

- CHECK OUT COLUMN ARRANGEMENT
- OPEN FLOOR ARRANGEMENT
- (COLLECTION ARRANGEMENT)



ENTER

TALL DOUBLE DOORS
HEAVY TO OPEN THOUGH



*DOOR HANDLE SUITABLE
FOR A RANGE OF
HEIGHTS

38 MONTGOMERY STREET
ENTRANCE

ELEVATOR ENTRANCE
(1st FLOOR)

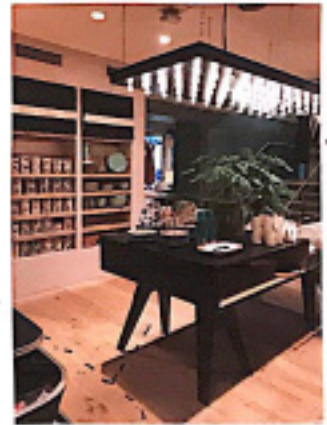


*UNUSED STAIR FOR
PROJECT BUT...

STORY TIME !!!

I EXHIBITED A WOMAN IN A WHEELCHAIR TRY TO NAVIGATE AROUND THIS ROOM, WITH SOME DIFFICULTY. MORE ITEMS WERE ON DISPLAY AND A SLIGHTLY BUSY TRAFFIC FLOW. THE ARCH WAS SNUG.

WIRELESS AND DECORATIVE LIGHTING!



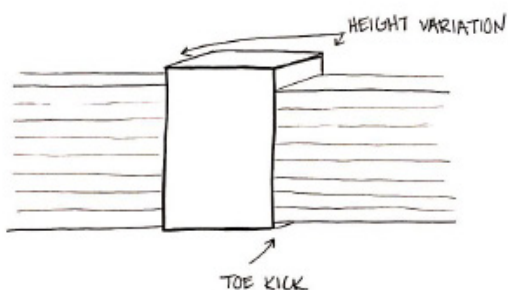
LOCATION STUDY

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CASH WRAP

- OPEN SPACE IN FRONT
- ALIGN ELEMENTS W/ COLUMNS

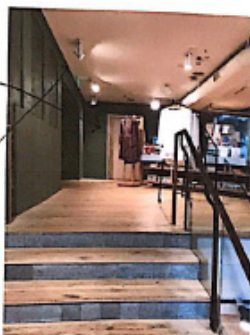


2ND FLOOR

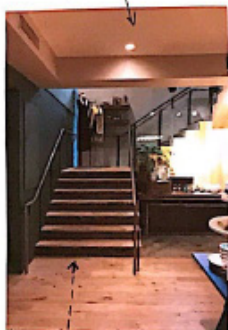
↳ TO A & ELEVATOR WAS SERIOUSLY WELL INTEGRATED

ELEVATOR DOOR

TASK!



RELEASE!



↳ MIDWAY RESTING LANDING
- WIDE STEPS
ELEVATOR DIRECTLY IN FRONT

GOING UP ↑

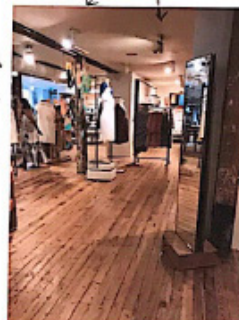
MATERIALS

- ↳ WOOD FLOORS
- ↳ MOSTLY EVEN
- ↳ SLIGHT PARTITION WALLS

SECOND FLOOR

TASK LIGHTS!

NATURAL LIGHT

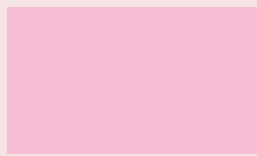


FULL LENGTH MIRROR OF ADA

WAYFINDING

PHASE 02.

SCHEMATIC DESIGN PROCESS



PUBLIC SPACE



PRIVATE SPACE

KEY:

💧 WATER CONNECTION

🎵 NOISEY

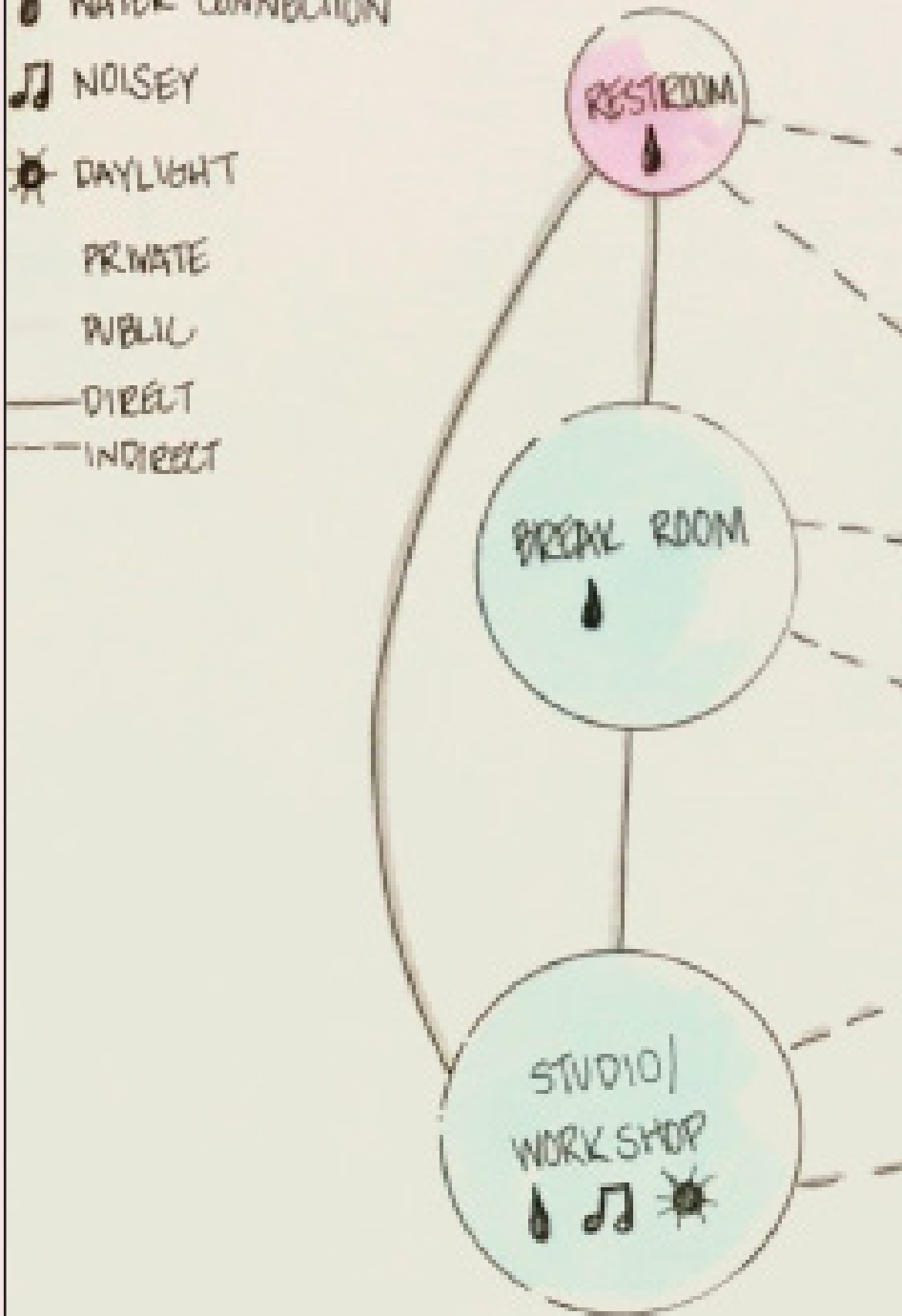
☀️ DAYLIGHT

PRIVATE

PUBLIC

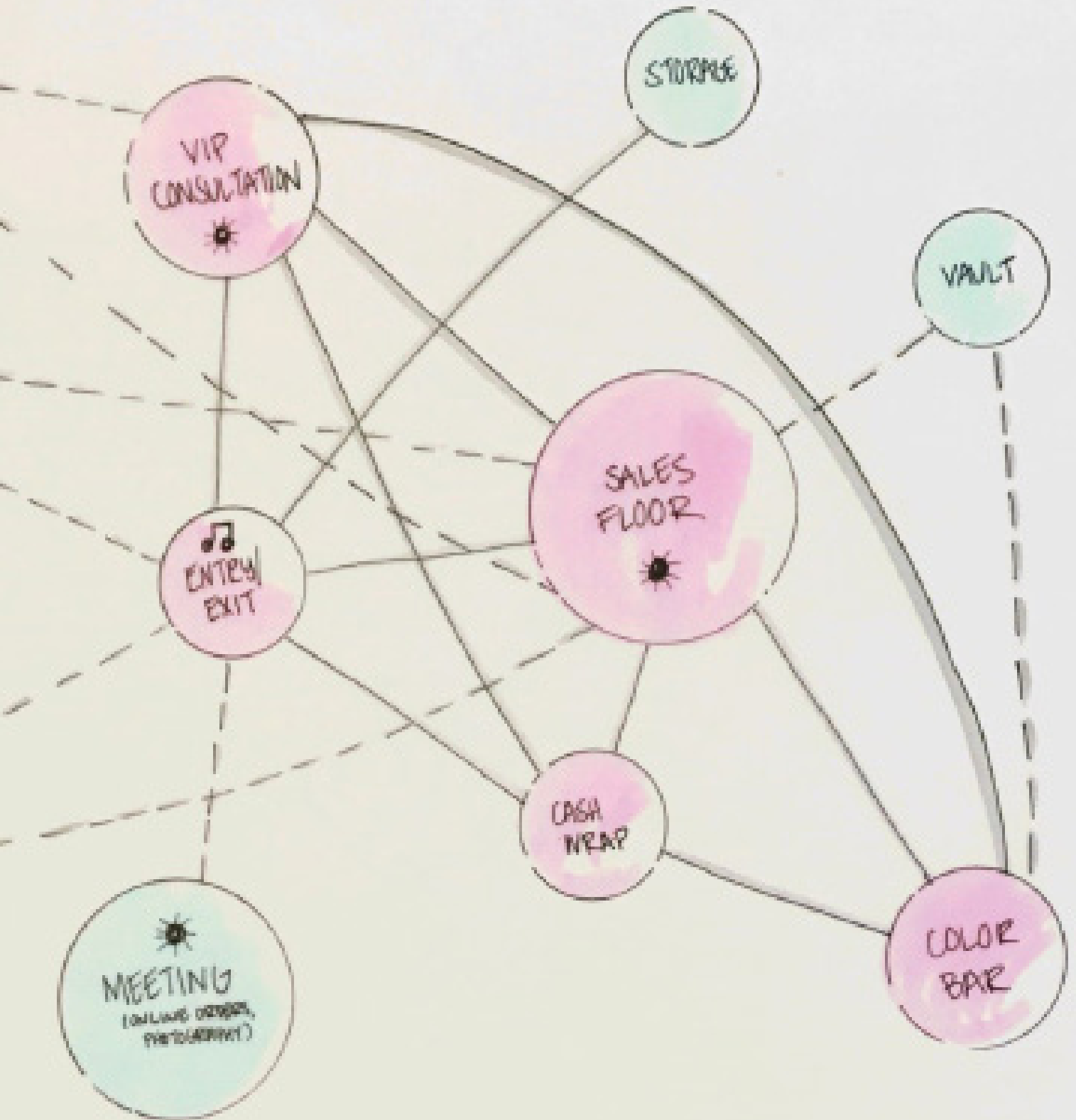
DIRECT

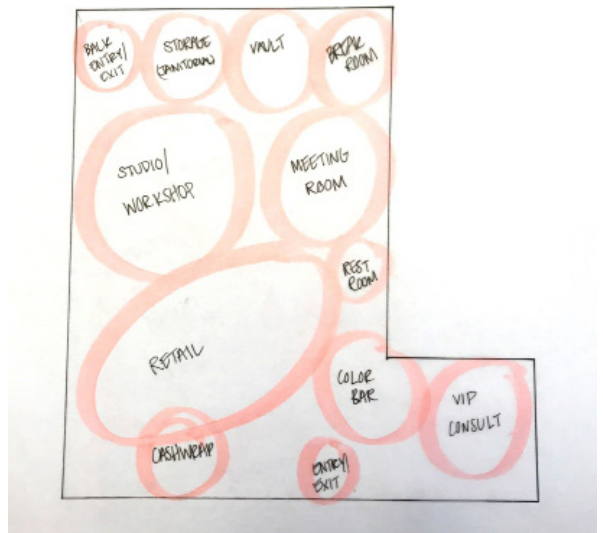
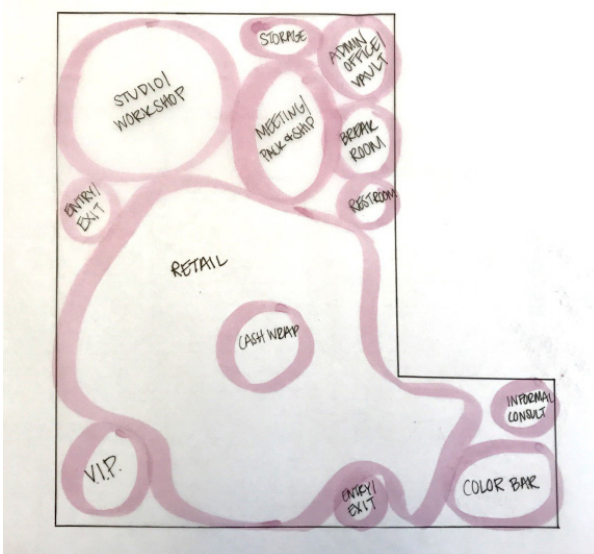
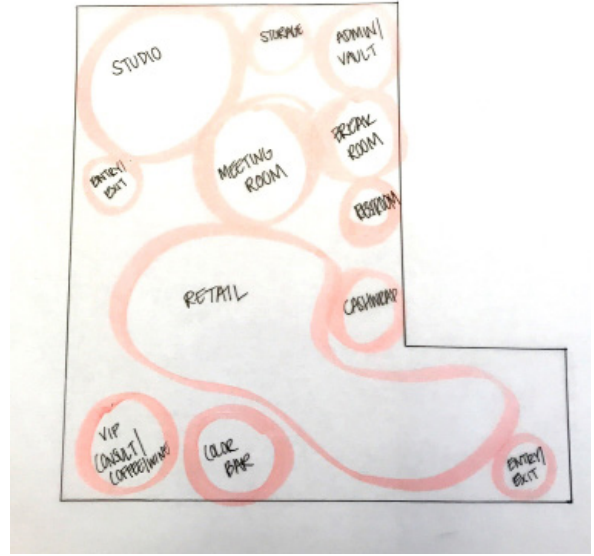
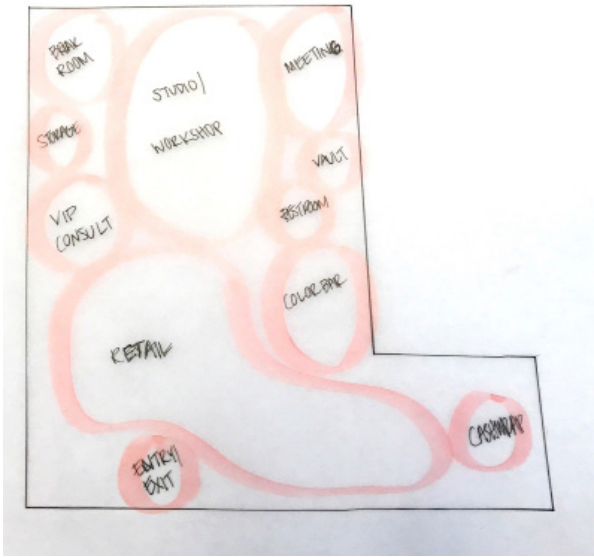
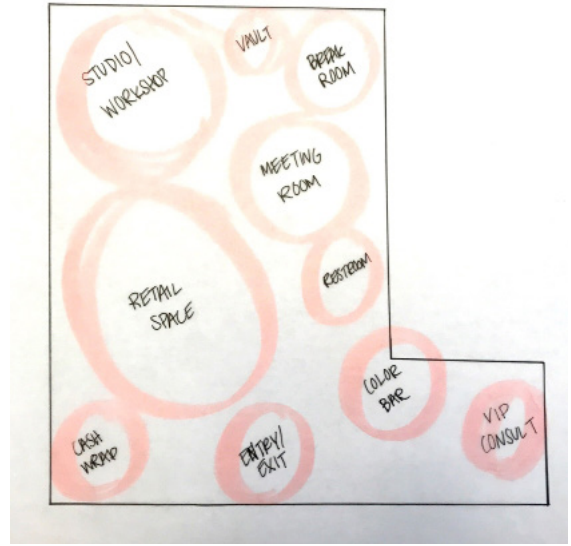
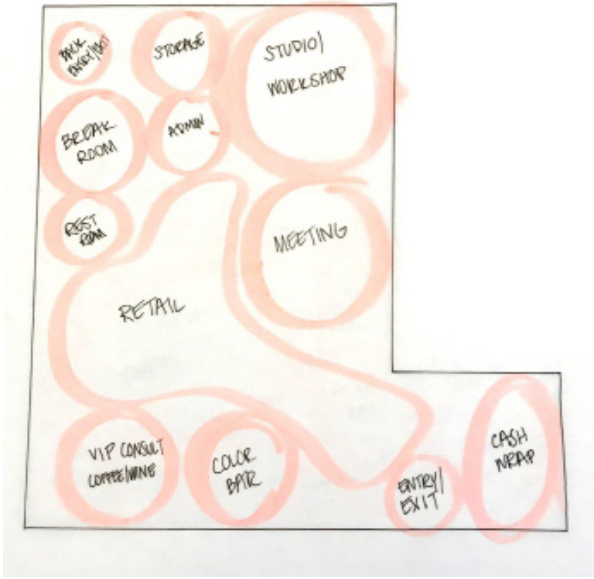
INDIRECT



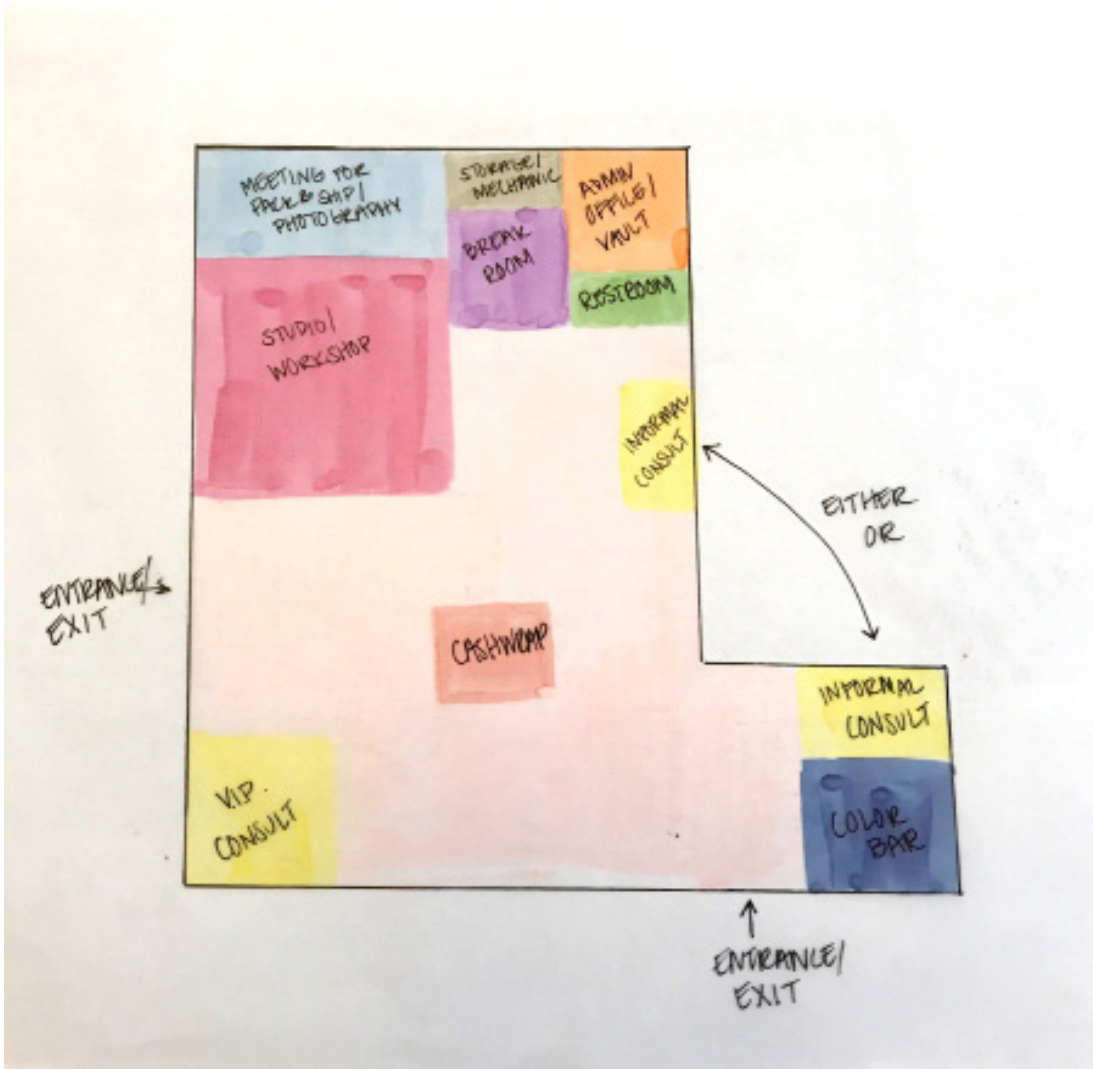
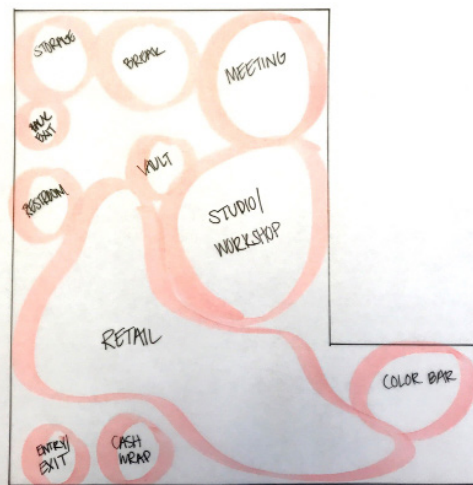
ADJACENCY DIAGRAM

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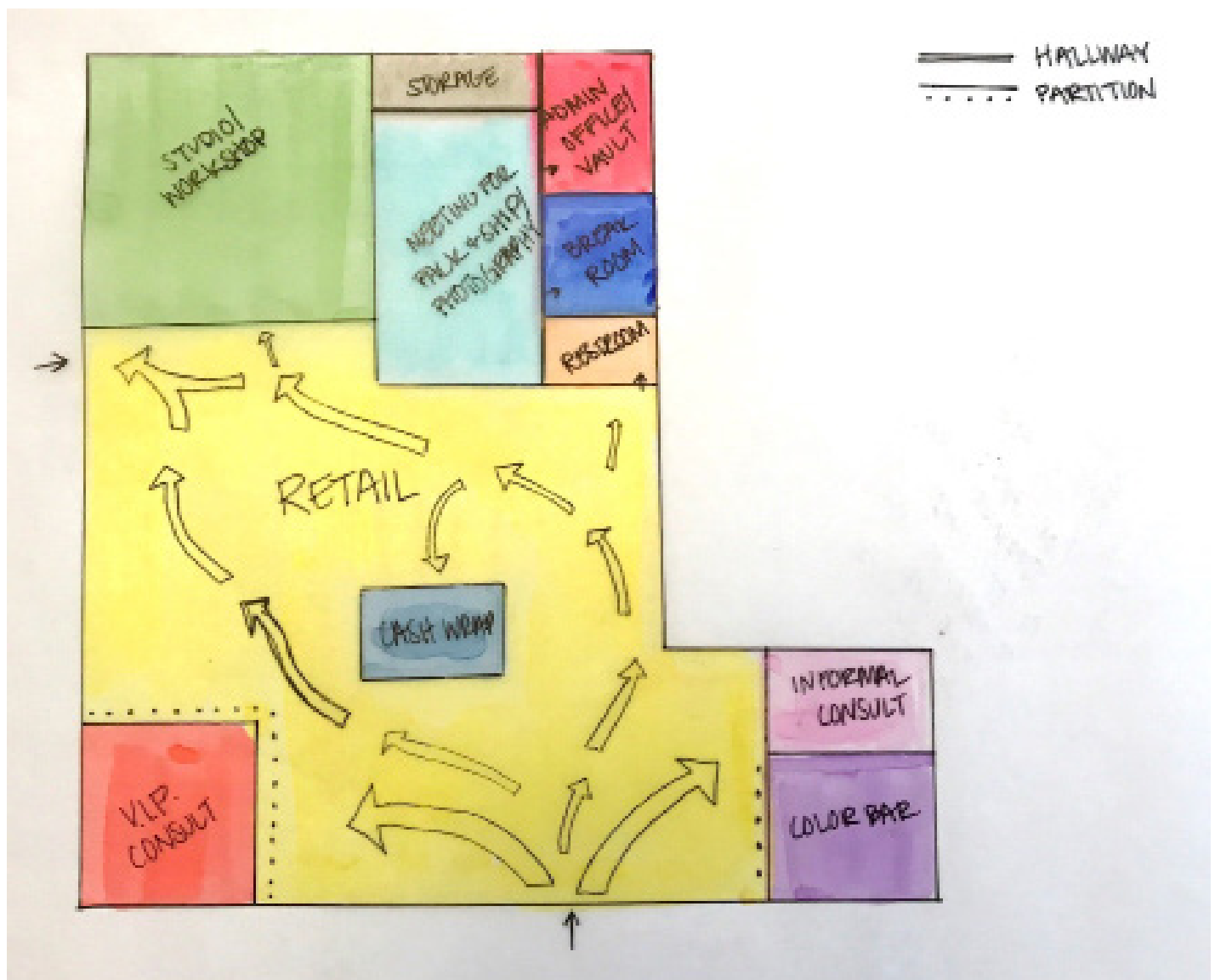




BUBBLE & BLOCK DIAGRAMS

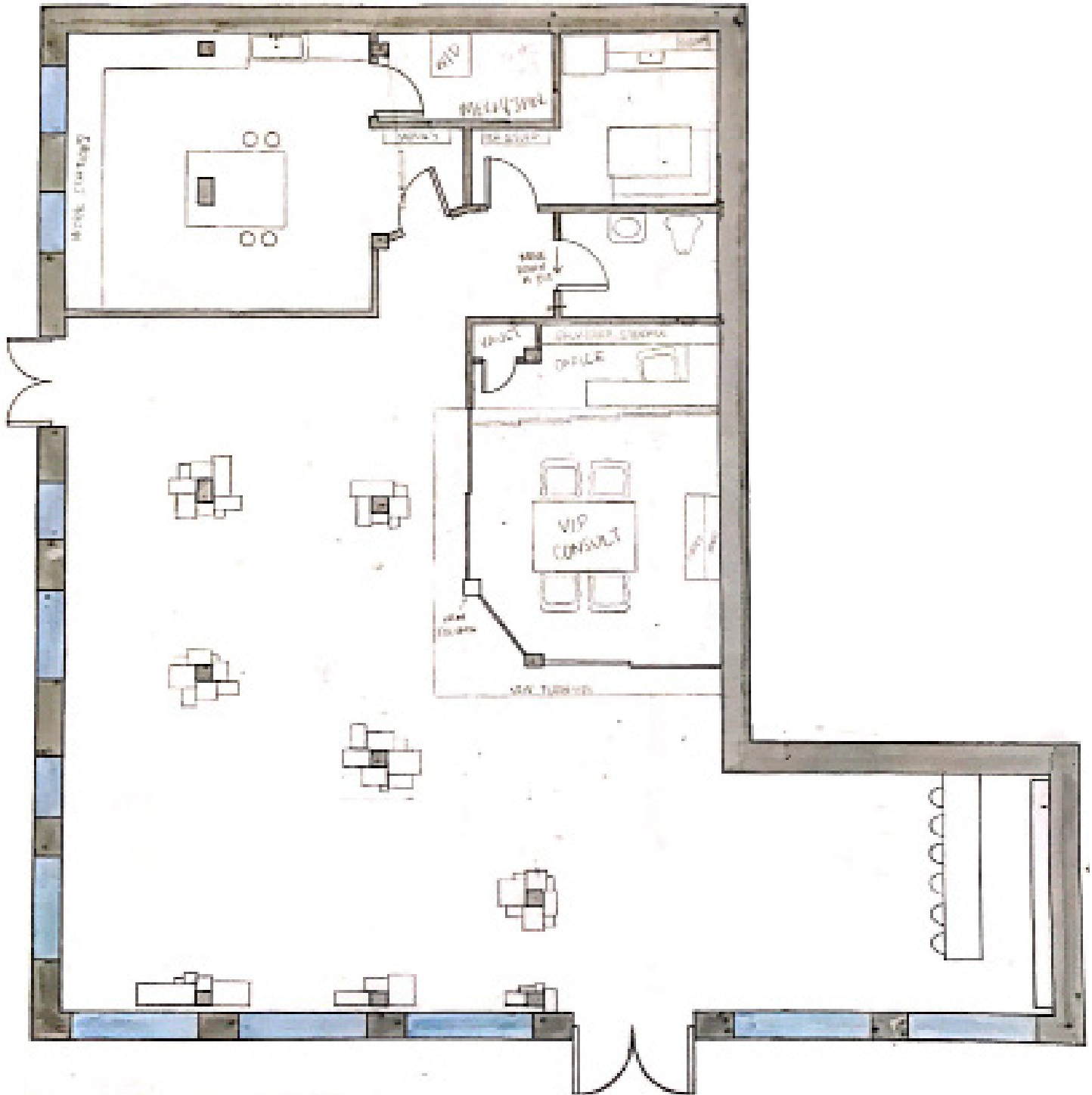


WHILE THE BUBBLE DIAGRAMS HELPED TO SECTION OFF THE DIFFERENT ROOMS, THE BLOCK DIAGRAMS REALLY DEFINED THE SPACE. THE COLOR CHANGE, AND SUBTLE USER JOURNEY BRINGS THE PLAN TO LIFE.



PRELIMINARY SCHEMATIC PLANS

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USER'S JOURNEY.....

LEONARDO IS LOOKING TO BUY HIS WIFE A 30TH WEDDING ANNIVERSARY GIFT. (AGE 57)

ENTRANCE ON MONTGOMERY (PARKED AT THE ROBINSON PARKING GARAGE)

LEONARDO MADE AN APPOINTMENT SO HE IS GREETED AND BROUGHT TO THE VIP ROOM

TOURISTS STEPHANIE AND MIA ARE ON FOOT WALKING AROUND DT AT STOPPING IN ALL THE SMALL SHOPS (AGE 23)

THE DOUBLE ~~HEIGHT~~ HEIGHT DISPLAY BY THE ENTRANCE CAUGHT THEIR EYE

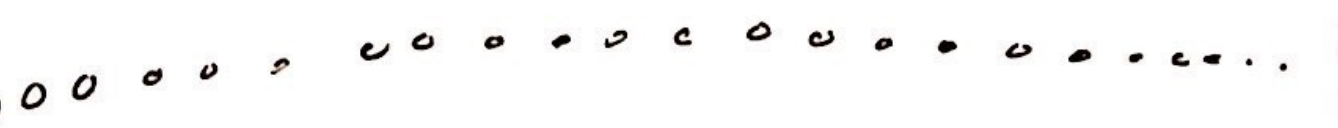
AS THEY WALK INTO THE SHOP THEY SEE THE WORK THROUGH THE GLASS AS KRISTEN & HER WORK.

KRISTEN'S WORKER JAMIE RIDES HER BIKE TO WORK EVERY DAY

THE TEAM MEET EVERY MORNING TO PACK/SHIP PACKAGES AND DELEGATE DAILY TASKS

1. ENTRANCE
2. VIP ROOM ENTRANCE
3. VIP ROOM
4. DOUBLE HEIGHT SPACE
5. VIEW OF WORKSHOP

USER JOURNEY



HE IS GUIDED THROUGH DECISIONS ~~AND~~ KNOWING SOME OF HIS WIFE'S LIKES AND DISLIKES TO CUSTOMIZE SOMETHING NICE. SAMPLES ARE READILY AVAILABLE.

THIS PROCESS IS STRESS FREE AS HE HAS COFFEE IN HAND AND DOESN'T HAVE TO FEEL LIKE HE IS BEING RUSHED WITH OTHER CUSTOMERS AHEAD.

LEONARDO LEAVES SUCCESSFULLY WITH HIS PURCHASE TAKEN CARE OF IN THE VIP ROOM

HE STORES UP BEHIND THE TEAM

MIA FOUND SOMETHING FROM THE NEW LACOSTE LINE SHE LOVED AND ~~FOUND~~ CASH WAS CLOSE BY WRAP

BEFORE THEY LEFT THEY WERE ABLE TO USE THE PUBLIC RESTROOM.

MIAMI WORKS MOSTLY THE STUDIO ALL DAY, KUNG HER BREAK MIDDAY

SOME DAYS ARE SPENT TAKING PHOTOS FOR THE WEBSITE ALSO IN THE MEETING ROOM WITH THE TEAM

. CASH WRAP

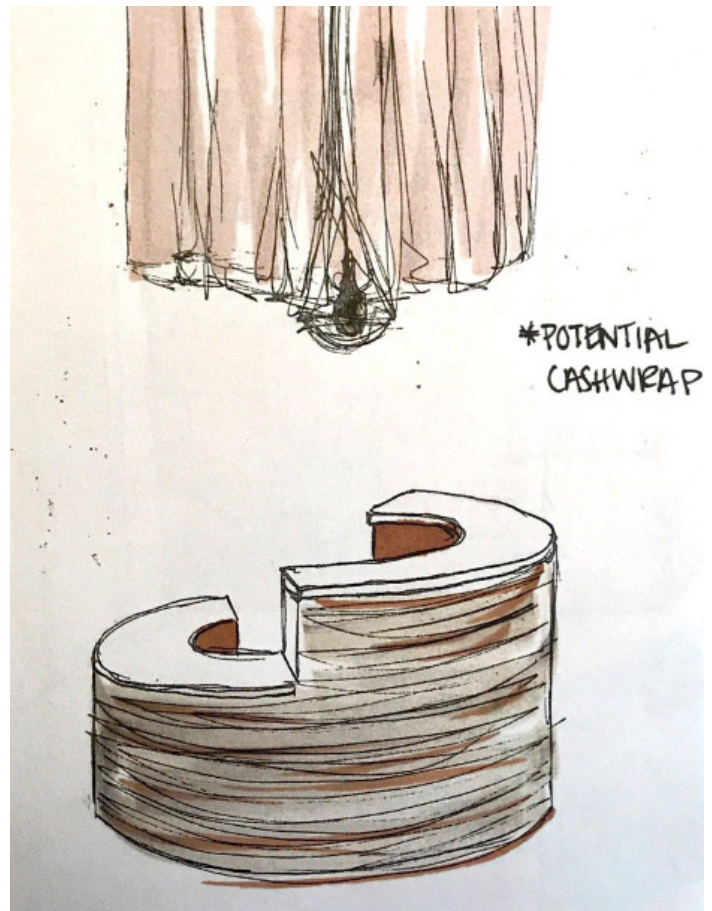
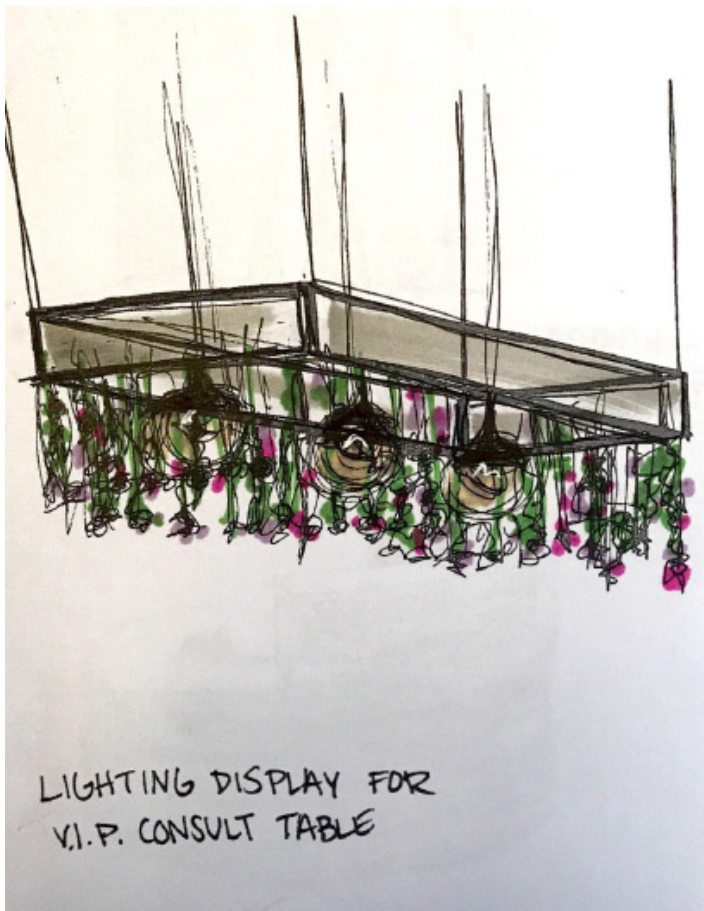
. RESTROOM ENTRANCE

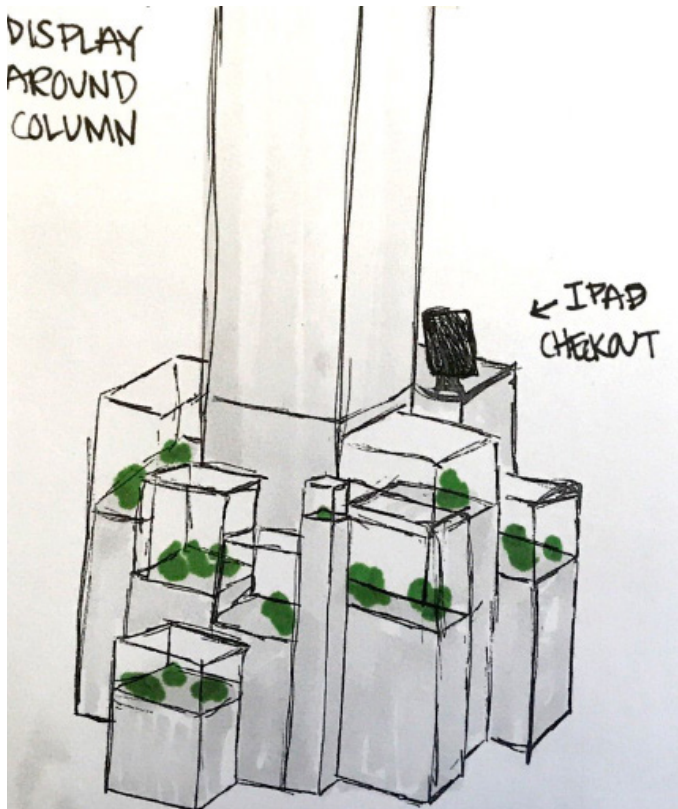
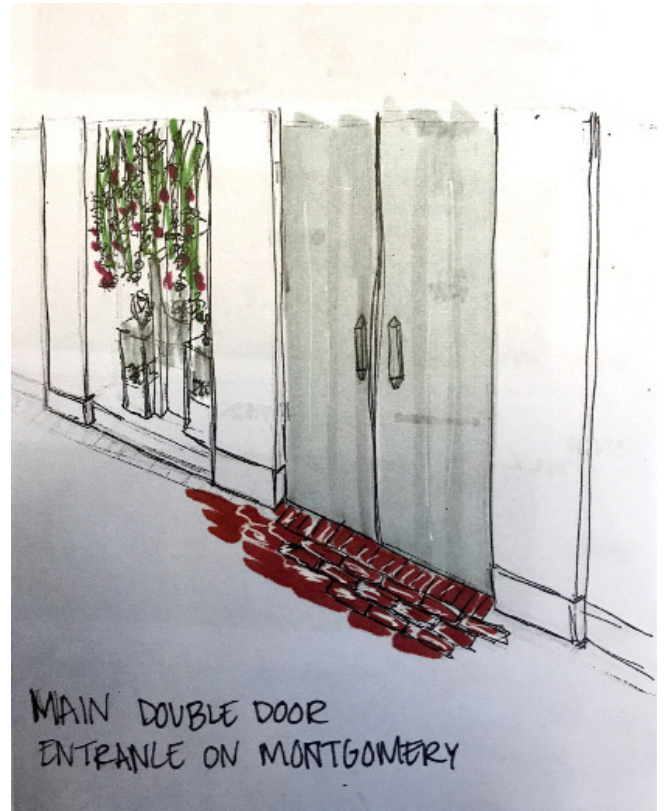
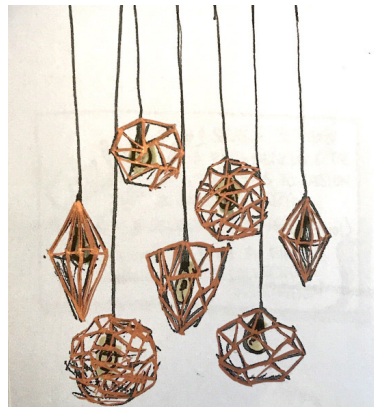
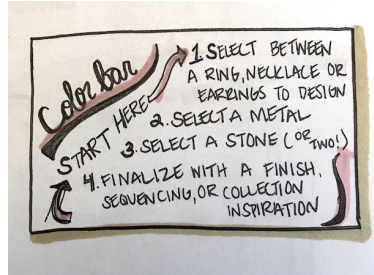
. PACK/SHIP (MEETING)

. BREAK ROOM

. PHOTO SPACE (MEETING)

BEGINNING WITH THESE SKETCHES HELPED WITH IDEAS THAT WORKED OR MAY NOT HAVE WORKED FOR MY CONCEPT STATEMENT. SOME OF MY INITIAL IDEAS FROM THESE SKETCHES WERE CARRIED OUT TO THE END.





PHASE 03.

DESIGN DEVELOPMENT

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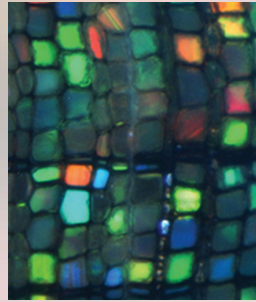
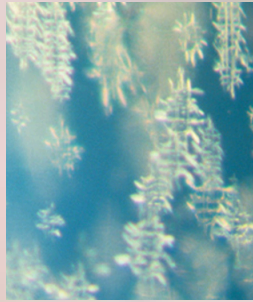
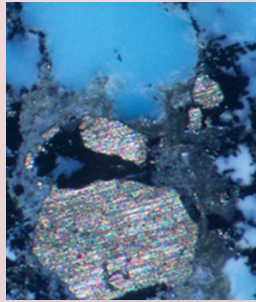
ADJECTIVE 1 A :ALLOWING THE MAXIMUM PASSAGE OF LIGHT B :AS GLASS C :TRANSLUCENT
2 A :CLEAR IN MEANING, EXPRESSION, OR STYLE

CRYSTALS CAN BE BOTH TRANSLUCENT AND TRANSPARENT DEPENDING ON HOW MUCH LIGHT THEY LET PASS THROUGH, AND THE STRUCTURE OF THE CELLS HAVE A DIRECT AFFECT ON THAT. THE FIRST DEFINITION DESCRIBES THE APPEARANCE THE CONCEPT WILL BRING TO THE DESIGN, WHILE THE SECOND DEFINITION DESCRIBES THE TRANSPARENTNESS THE RETAIL ENVIRONMENT WILL BRING TO THE CUSTOMER EXPERIENCE. THERE IS NOTHING KRISTEN BAIRD WANTS TO HIDE WITH THE STORY SHE WANTS TO SHARE, FROM THE MATERIALS SHE USES, TO THE HANDMADE PROCESS SHE GOES THROUGH.



CONCEPT

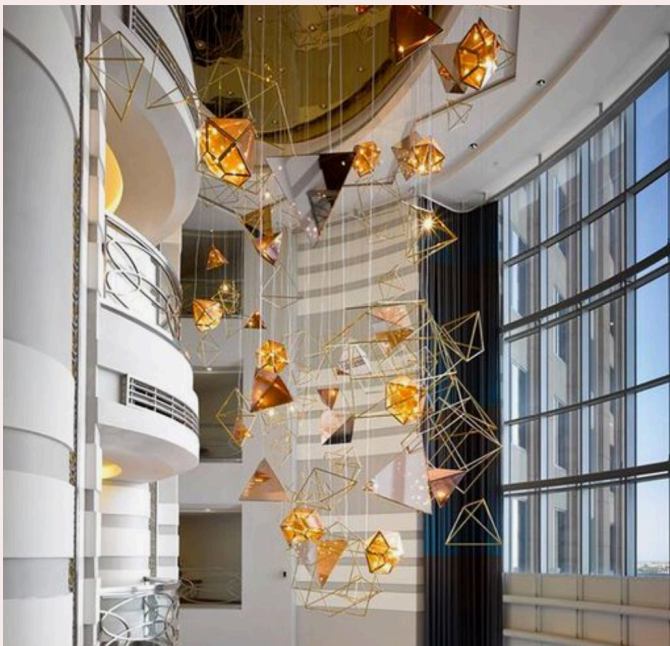
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MOOD BOARD

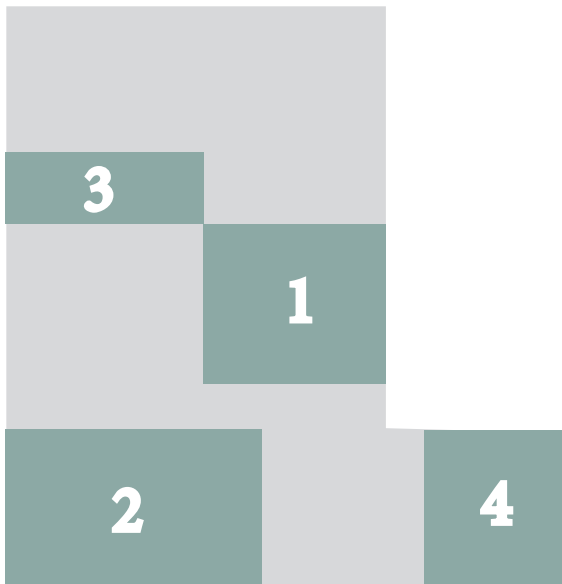
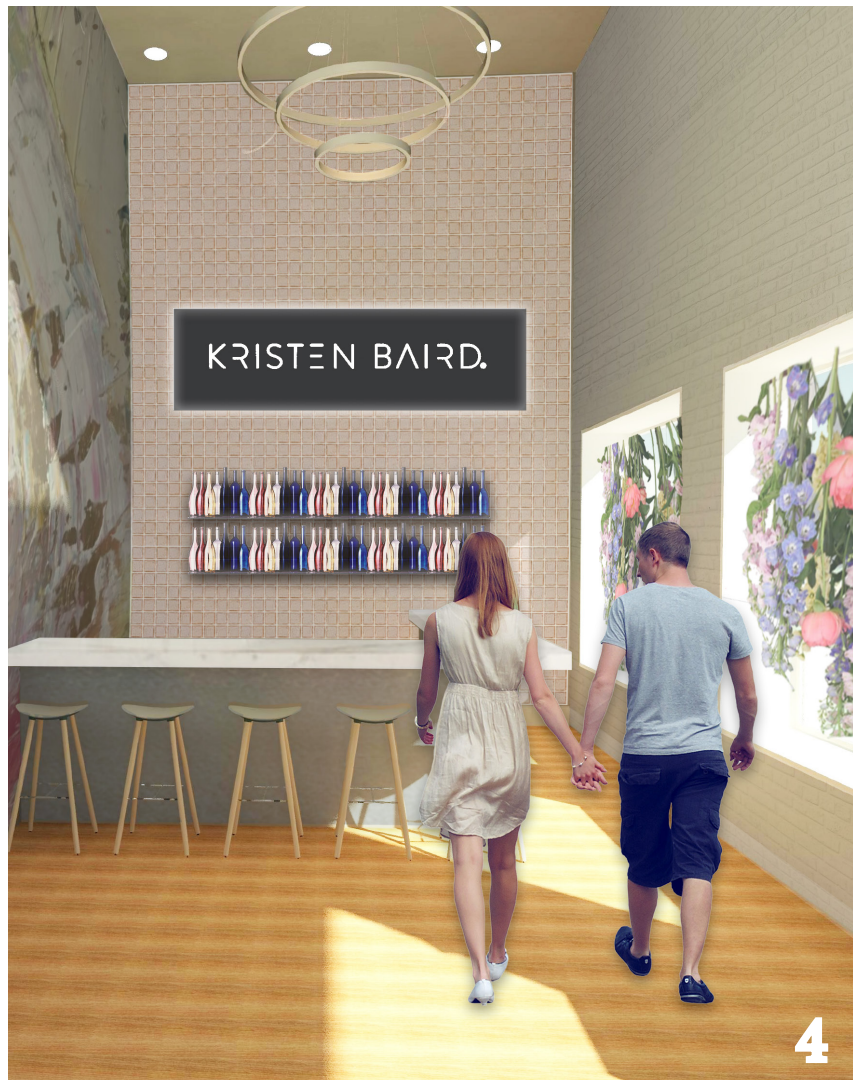
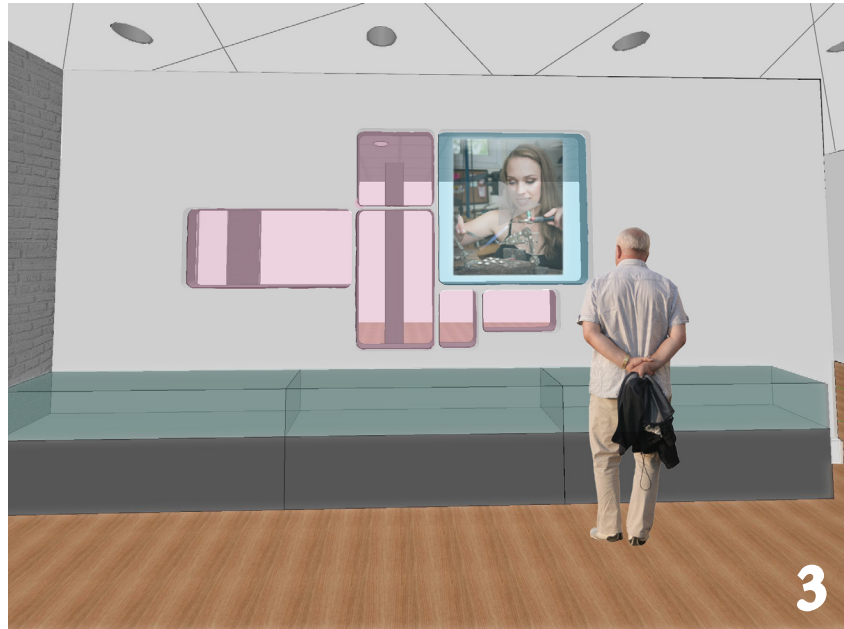
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CONCEPT APPLICATION

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PERSPECTIVE



Transparent Glass



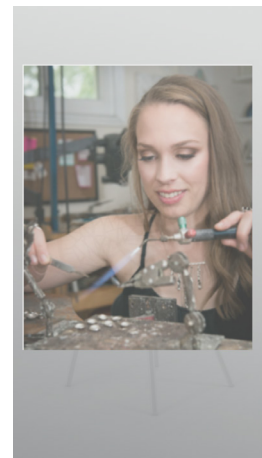
Change the Color



Change the Opacity



Play Video



DETAILS

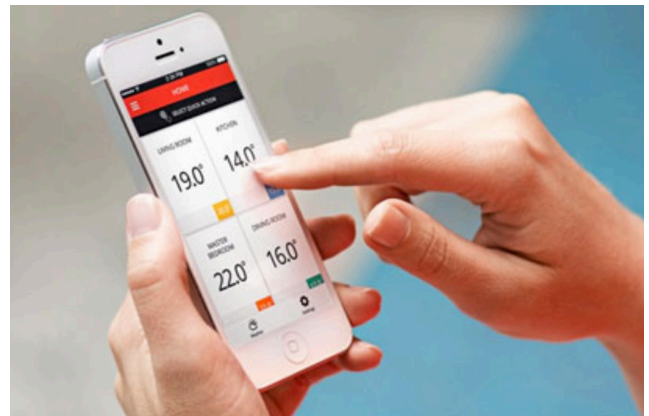
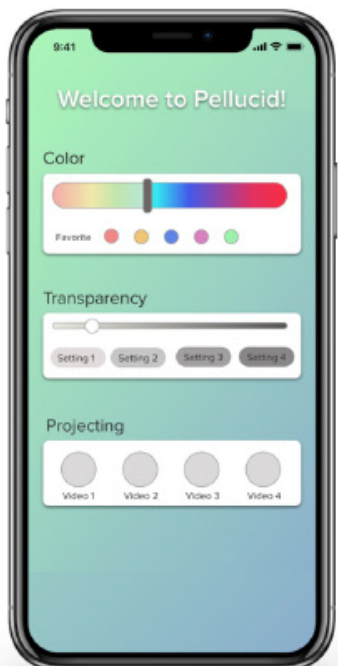
PELLUCID GLASS TECHNOLOGY

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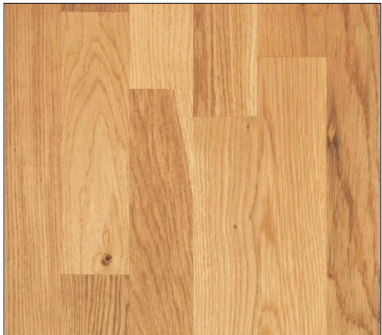
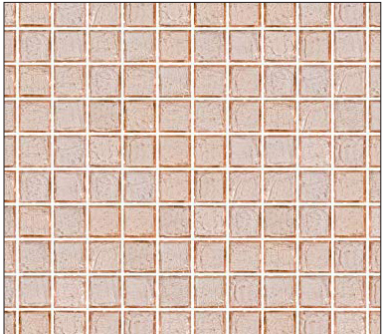
The glass partitions will be placed on tracks to open and close hands free.



Bring in the technology from new Microsoft desktop displays of transparent screens. Incorporates all the technology needed for videos .



Customizable glass right from a smart phone app



FLOOR PLAN

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UNIVERSAL DESIGN

↳ BLENDS INTO REGULAR DESIGN

PRINCIPLE 1: EQUITABLE USE

- AUTOMATIC DOORS

PRINCIPLE 2: FLEXIBILITY IN USE

- RIGHT & LEFT HANDED

PRINCIPLE 3: SIMPLE AND INTUITIVE USE

- IKEA INSTRUCTIONS
- NO MATTER SKILL / KNOWLEDGE / LANGUAGE

PRINCIPLE 4: PERCEPTIBLE INFORMATION

- CHANGE IN TEXTURE / PRESSURE / PATTERN
- CROSSWALK

PRINCIPLE 5: TOLERANCE FOR ERROR

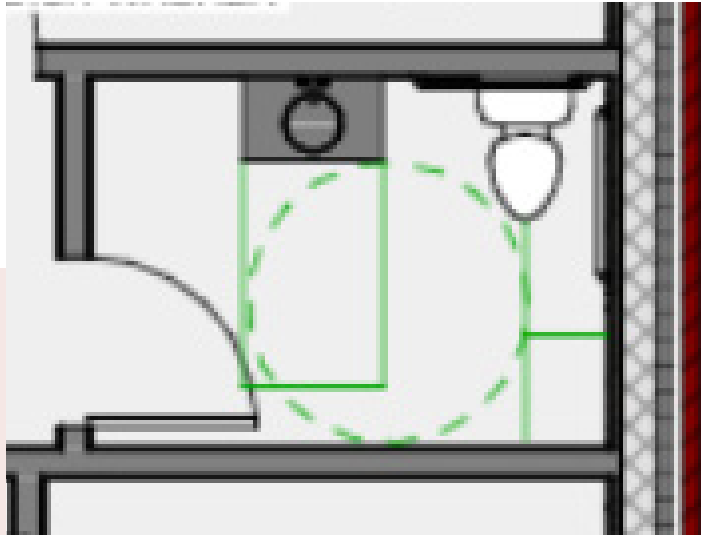
- A DOUBLE SIDED KEY (LAR KEY)

PRINCIPLE 6: LOW PHYSICAL EFFORT

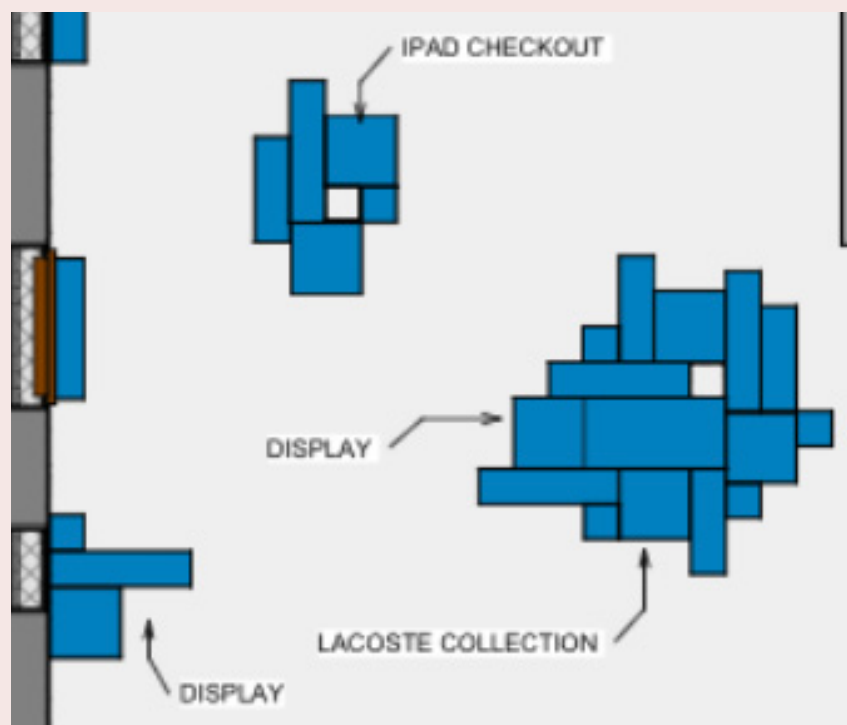
- HEAVY DOORS ☹

PRINCIPLE 7: SIZE AND SPACE FOR APPROACH AND USE

- NARROW FULL LENGTH MIRROR



SIMPLE MEASURES CAN BE TAKEN PLACE TO ENSURE THAT PEOPLE OF EVERY BACK-
GROUND AND ABILITY CAN DO SIMILAR TASKS. THE BATHROOM IS GEARED
TOWARD ADA, AND ELEMENTS LIKE THE DISPLAY CASES, WHICH ARE AT
STAGGERING HEIGHTS, ARE INCLUSIVE TO EVERYONE.



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KRISTEN BAIRD

KRISTEN BAIRD.®