

PELLUCIDITY

ADJECTIVE.
 1 ALLOWING THE MAXIMUM PASSAGE OF LIGHT, AS GLASS; TRANSLUCENT
 2 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.



VIP CONSULTATION



OPACITY



COLOR



VIDEO

KRISTEN BAIRD



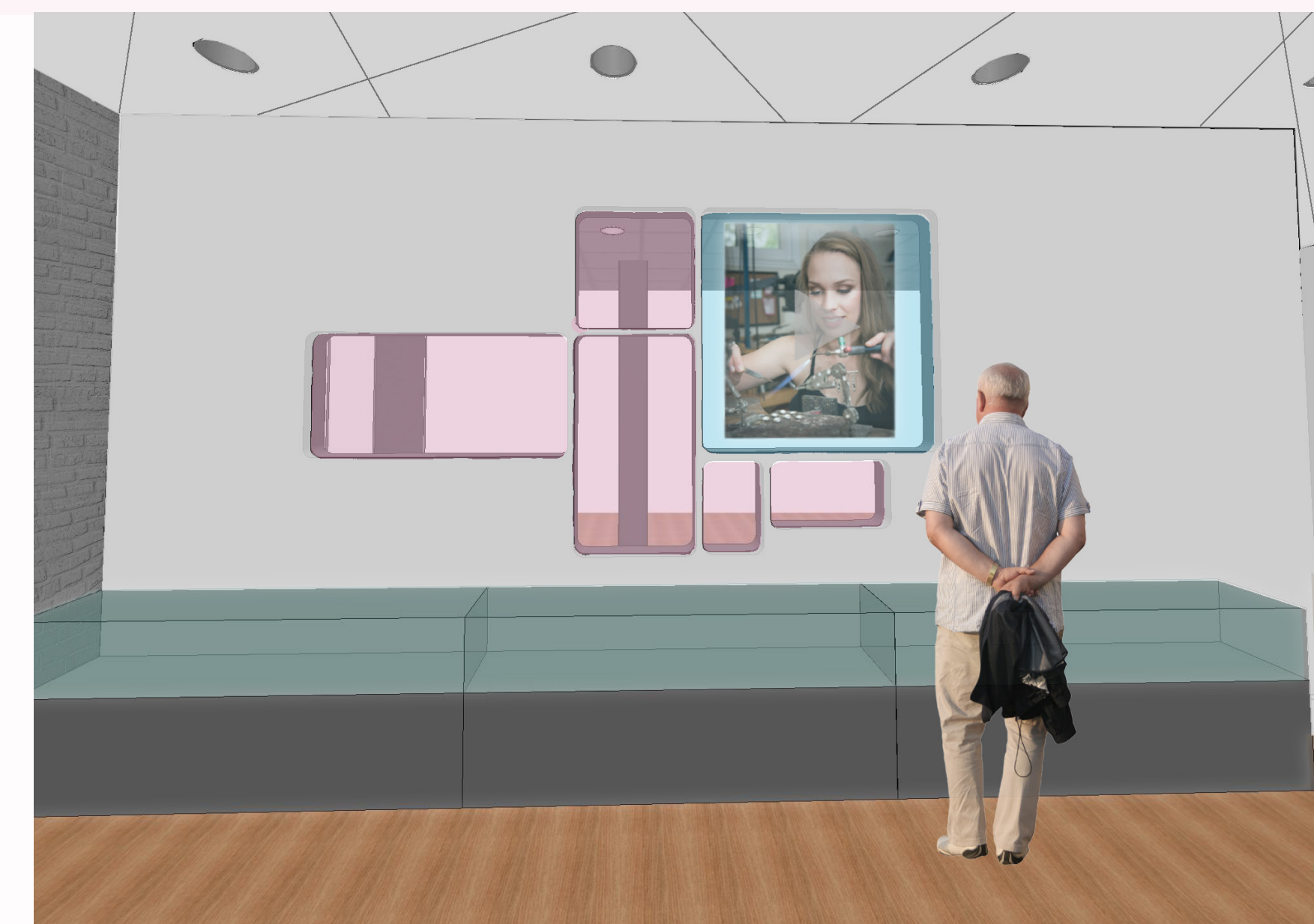
BEGINNING AT SCAD IN ARCHITECTURE, SHE FOUND HER TRUE CALLING, JEWELRY. STARTING HER OWN BRAND MEANT TAKING EACH PIECE INTO HER OWN HANDS. WITH A MORE ORGANIC AESTHETIC, SHE IS STILL DRAWN TO STRAIGHT LINES AND SIMPLICITY. SHE KEEPS HER BRAND OPEN TO HER CUSTOMERS WITH A MISSION TO ACCOMPLISH.

INSPIRED BY NATURE. CRAFTED BY HAND. CHERISHED FOREVER.

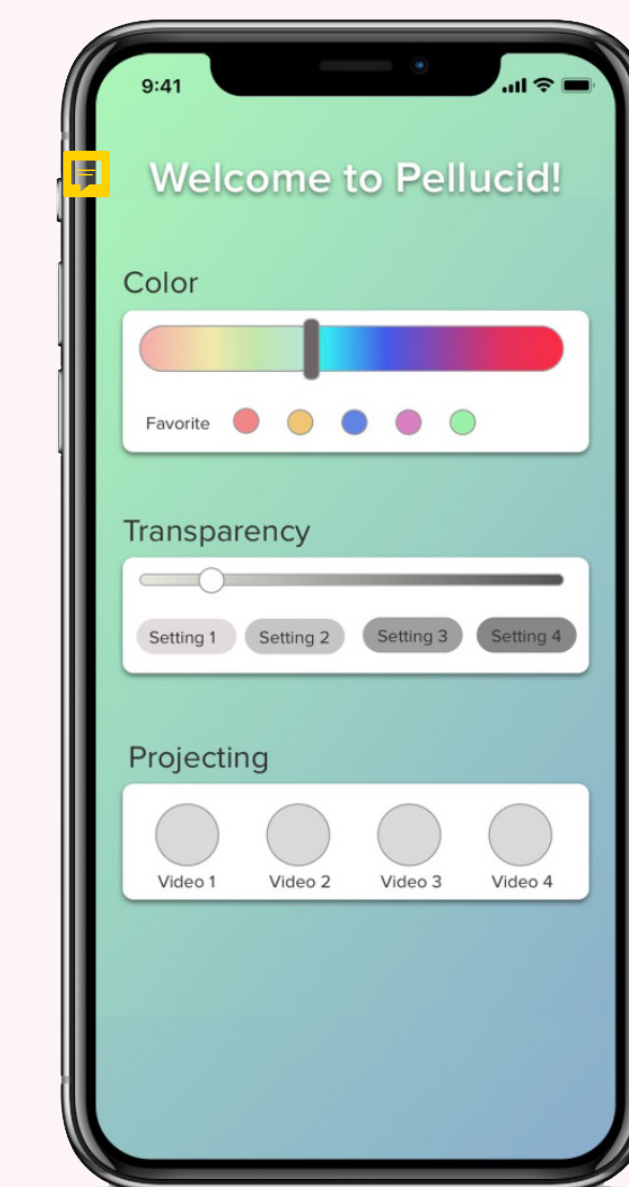
FEATURED ARTIST.....SARAH SANDIN
 SARAH SANDIN IS A CALIFORNIA BASED VISUAL ARTIST WHO SPENDS A LOT OF TIME IN SAVANNAH. SHE GREW UP IN AN UNCONVENTIONAL FAMILY WITH NO RUNNING WATER, MODERN AMENITIES OR MONEY. PRESENT DAY GYPSIES. THEY TRAVELED A LOT AND THAT IS FROM WHERE SARAH DRAWS HER INSPIRATION. SHE IS A THIRD GENERATION ARTIST AND PHOTOGRAPHER. CREATIVITY WAS THE NUMBER ONE PRIORITY LENDING TO SARAH'S DIVERSE ABILITIES AND PASSIONS.



COLOR BAR

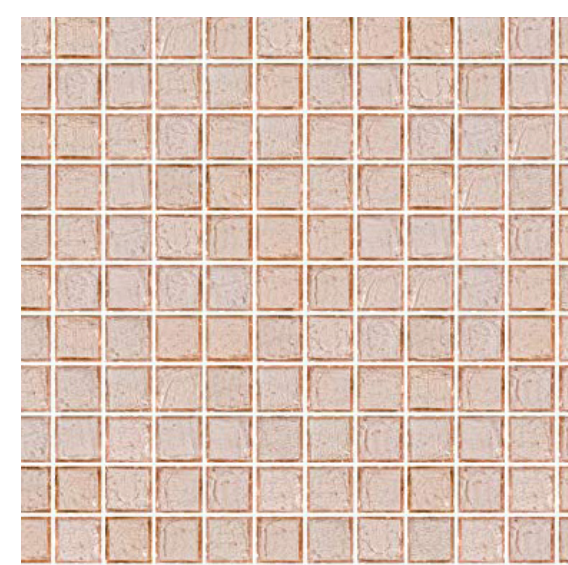


STUDIO WALL



THE NEW TECHNOLOGY OF PELLUCID GLASS WILL BE INCORPORATED INTO THIS JEWELRY STORE DESIGN. THE MAIN FOCUS WILL BE THE WALLS OF THE VIP CONSULTATION ROOM. ADMINISTRATION WILL HAVE THE OPTION TO VARY COLOR, OPACITY, AND EVEN VIDEO COMPONENTS THROUGH THE TOUCH OF AN IPAD OR SMARTPHONE. THIS MAINLY CREATES PRIVACY WHEN IT IS NEEDED, AND OPENS UP THE SPACE WHEN IT IS NOT IN USE. ON THE STUDIO WALL, WORKERS CAN CHOOSE WHEN THEY WANT TO ALLOW CUSTOMERS TO LOOK AND, AND PLAY VIDEO ABOVE THE TOOL DISPLAY.

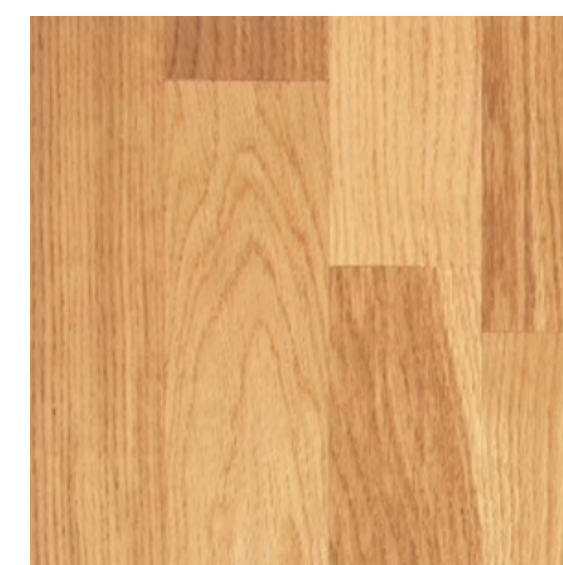
PELLUCID GLASS



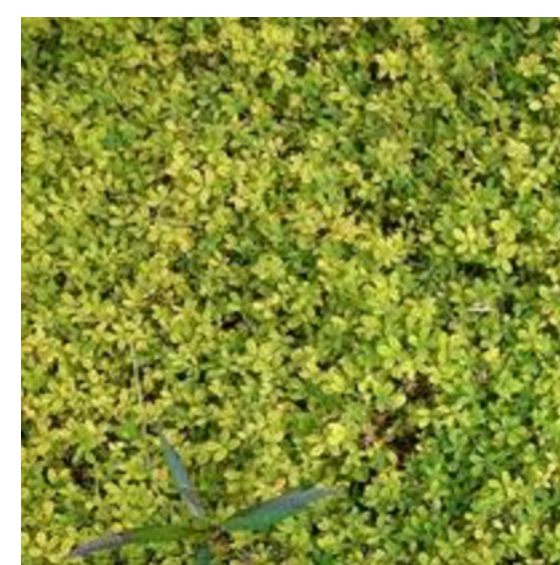
TILE



EXISTING WHITE BRICK



EXISTING WOOD



FAUX NATURE CARPET



SELLING FLOOR