

Madison Jorge

P O R T
F O L I O

UNDERGRAD
2016-2020



ABOUT ME

I am a recent graduate from SCAD and I am eager to jump into a role that can stimulate the beginning of my long term career. I have acquired the skills to be successful within those four years of learning, and I am ready to further my knowledge in a role in the design industry. I would love to continue learning and growing within the industry, while keeping an open mind to all areas of design. My goal within my first few years of experience is to have a broad scope going into the industry, and to later find a passion within a certain sector to specialize in.

Education

Savannah College of Art and Design
Interior Design B.F.A. 2020

Software

InDesign
Illustrator
Photoshop

Revit
Auto Cad
Microsoft suite

Skills

Space planning
Color Matching
Drafting
Business Analysis
Merchandising
Organization

Model building
Hand- Rendering
Concept Design
Customer Service
Installation
Management

CONTENT

Tactile Application

Hand-Rendering

Hand-Drafting

Residential Design

Retail Design

Office Design

Hospitality Design

Senior Capstone





SENIOR CAPSTONE INDEPENDENT RESEARCH



At the time of my Senior Project, I was working retail and had just completed my internship with URBN. I had the honor to sit in on chats with their executives discussing their new clothing rental service. At the end of those presentations, I was left with questions that the new brand was still trying to figure out, so I came up with Re/nu. Re/nu was a destination to Re-imagine the trending ‘thrift shop’ experience, and a place for those rented clothes to go to ‘die’ after being sent to customers ‘like new.’ Re/nu’s focus is to be sustainable, so other services would include alterations and a more Eco-friendly washing/ dry cleaning.

Re/nu is not only a space for clothing, rather it creates a simple, yet interactive experience to change the perspective we may have on second hand garments. This location will offer many services that bring customers in, while all leaving with the satisfaction of not buying into the demand of fast fashion. Offering various chances to revive your style is what makes re/nu so special.

re/nu

where?
195 broadway new york, NY
(the largest subscription market in the us)

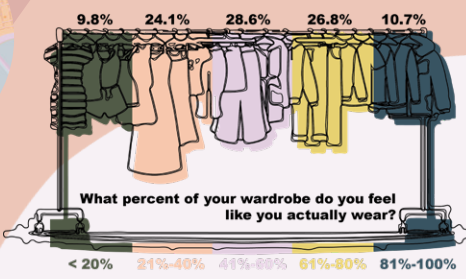
do you shop at thrift or consignment shops? how often?



how is it innovative?
The new solution to shopping may be redefining the "thrift shop" with trendy options that the subscription companies may have to get rid of anyway after they lived out their life span.

The goal is to encourage a more sustainable version of shopping with a new retail environment that promotes up cycling your own wardrobe

why?
While subscription boxes may be a better alternative to shopping for new trendy clothes, there is still potential waste on a larger scale. Fast fashion is a major contributor to clothing waste, and thrift shopping has become a safer alternative.



"...millennials typically value experiences over things, which translates to the shopping experience, whether it is online or in stores, it has to be inspirational."

OUR STORY
Change Is Here
A new way to experience clothing, from the URBN family of brands.

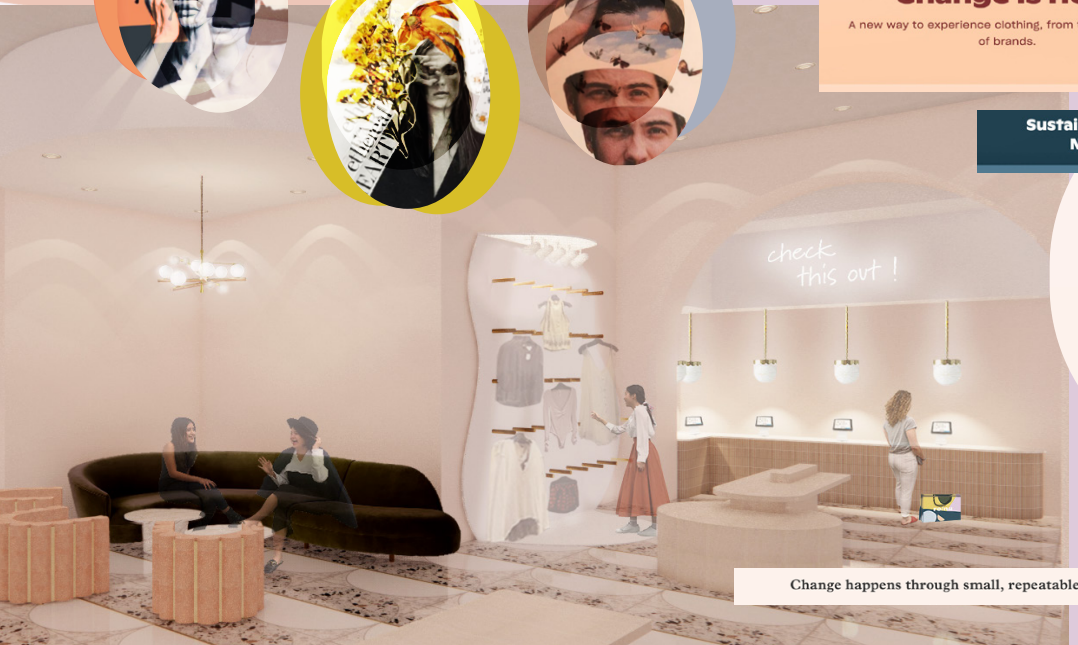
Sustainability at Nuuly
Developing reusable shipping materials is just one of the ways we're working to support a healthier environment. Making shareable clothing accessible, investing in energy-efficient wet and dry cleaning machines and using environmentally friendly cleaning products are some of the steps we are taking to meet this goal.

- how will re/nu help consumers transition to more sustainable shoppers?
- 1st floor:
 1. recycle, donate to someone in need
 2. resell, do not let items sit in your closet forever
 3. repair, alter, fix pieces to evolve with you
 - 2nd floor:
 4. reflect, how much waste am i producing?
 5. reform, how can i buy differently?
 6. rejuvenate, choose to feel good about your choices
 7. refresh, look for a dry-cleaning service that uses less water
 8. revolutionize, create moments that will get everyone else in the same mindset!



metamorphosis | re[vive back to] nu

Walking through the doors of re/nu will assist your journey with decreasing your carbon footprint through shopping. While the first steps in are the easiest, the deeper you indulge yourself, the more you can see yourself becoming a part of the revolution of a new thrift style. Everyone is capable of morphing into a greener shopper.



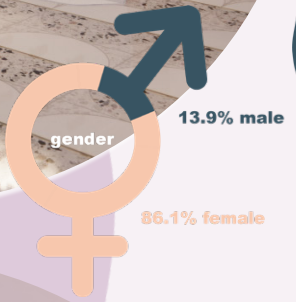
Change happens through small, repeatable actions



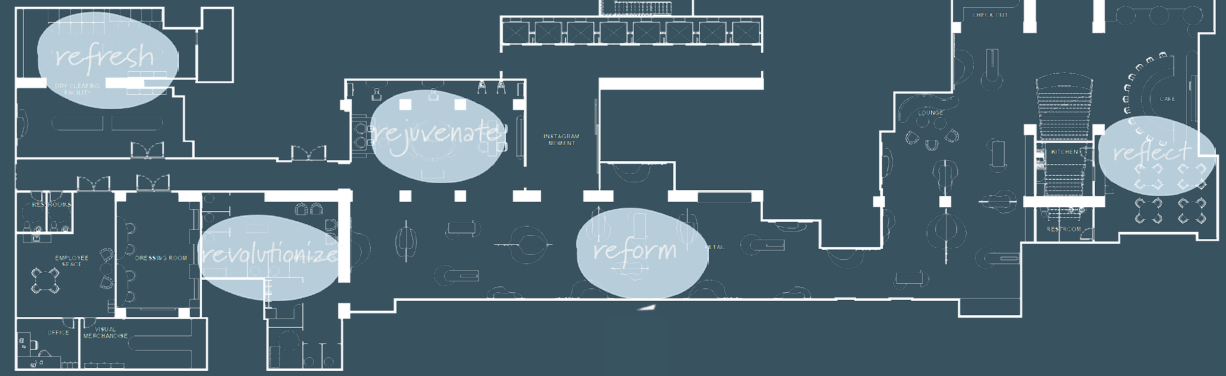
stores are reducing lead time from 9 weeks to 6 weeks. Zara's is 15 days

retailers such as Zara, renowned for their ability to react almost instantly to current trends, have expanded throughout the world with unprecedented success.

fast fashion: a financial snapshot



Juliana Lupacchino got her big break in Savannah, but now paints murals all over the US! These finger painted murals add a touch of mod to the classical look to the building.



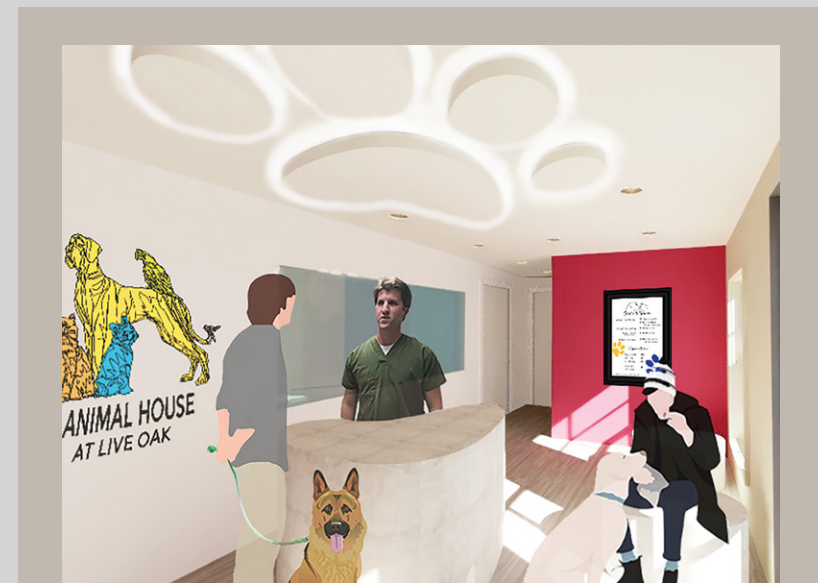
feel good from head...

...to feel



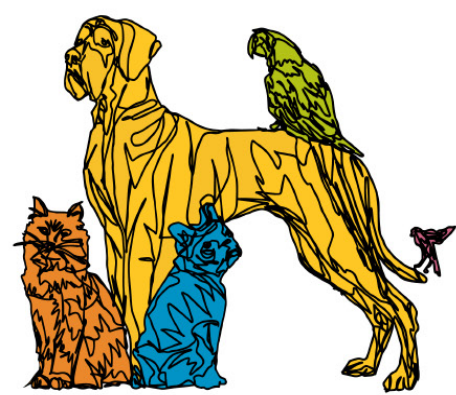
STUDIO 4

HOSPITALITY DESIGN



Studio 4 was a rewarding, yet difficult project that I learned a lot of skills while completing. SCAD specialized in throwing us as much real life experience as they can offer to help prepare us for the work environment. Studio 4 was a little different than the rest because we worked in small groups of 3-4 people for the whole duration of the project. From start to finish, we collaborated through every step of the design process, splitting up the work load, and creating a cohesive design at the end of the quarter that we could each speak to. This studio, I learned a lot about how to delegate based off people's strongest skills, and time management while working with not only my own schedule, but two other's as well.

Animal House at Live Oak was an animal boarding facility that was run out of a house converted into a business space. We spoke to the owner himself, and some of the issues he faced were the flow of the space, materials being used did not take longevity into account, and not optimizing the entire space he had. As a group, we came up with a playful concept that highlighted the animals and we made sure to organize and made sure each task had its own separate space for it.



ANIMAL HOUSE AT LIVE OAK

Euphoria /yoō' fōrēə/

noun

A feeling or state of intense excitement and happiness. Animal House has boarded hundreds of animals throughout the years, making it their temporary home. This space should be a happy and energetic with pops of bright colors, yet still visually minimalistic so the attention is focused on the animals. The design should be playful, yet controlled for a more composed and standardized workflow.

color

Psychology of Color
Bold Pink- Energy and glamour, **Orange**- Calming look, appetite stimulant while balancing relaxation and energy, **Blue**- powerful, **Yellow**- Happiness and optimism, activates memory, stimulates the nervous system, and promotes creativity, **Green**- Life and nature

muse
 Le Corbusier

ethos

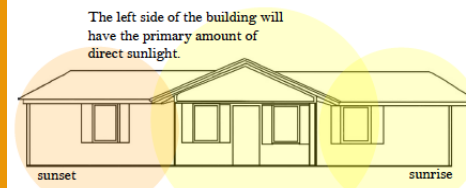
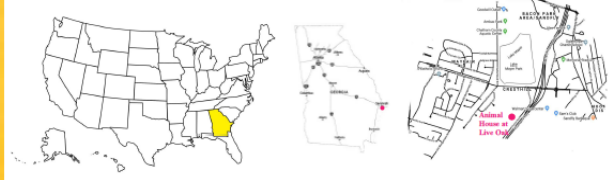
Playing with friends during recess in elementary school! Recess is a period of the day set aside for the physical, social, and cognitive pursuits.



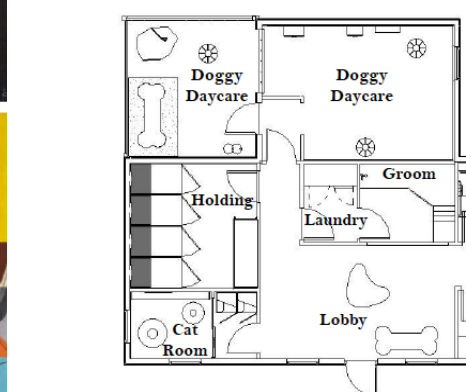
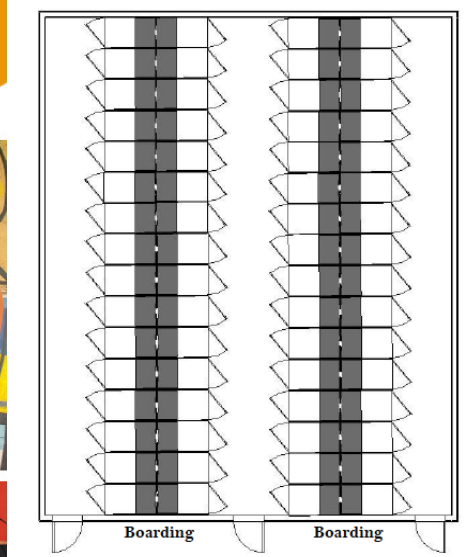
Site Location

7429 Thomas Ave Savannah, GA 31406

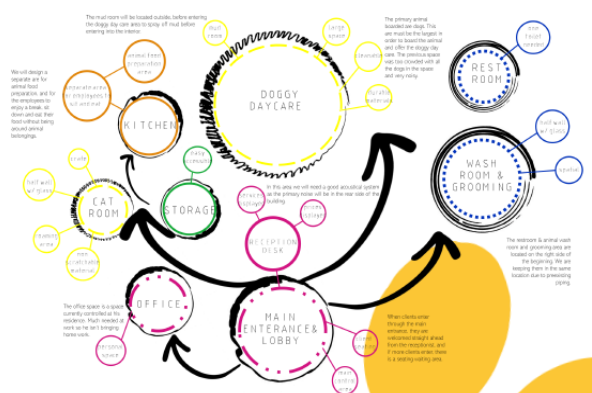
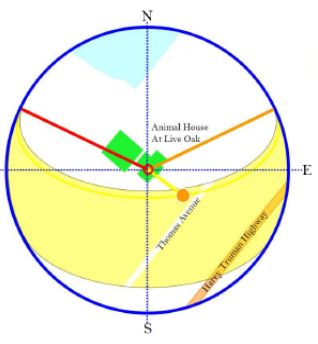
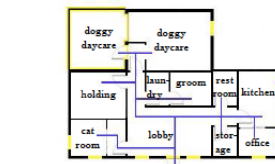
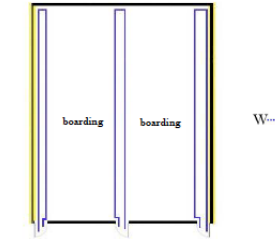
Animal House at Live Oak is a doggy daycare and animal boarding facility that has been in business for 15 years. They primarily board cats and dogs but are not limited to lizards, pigs, birds, and any animal they know how to are to. The location is a Bungalow House, built in the late 1970s. A section of the house was later added on. Animals are cared for professionally with a set feeding schedule along with being taken out and play time. The building sits on a flood plane, which is a concern. With heavy rains, water puddles at the door and floods the yard. Customers usually begin coming in around 7:30 am and there is a max of 5 groups at a time in the lobby. A problem they face and have to really pay attention to, is the T11 board located on the exterior of the building, dogs like to eat/bite.



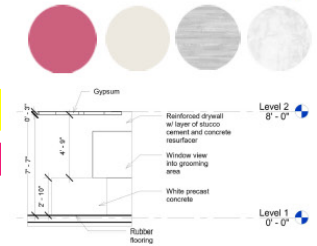
floor plan



natural light & building circulation



Lobby



Cat Room

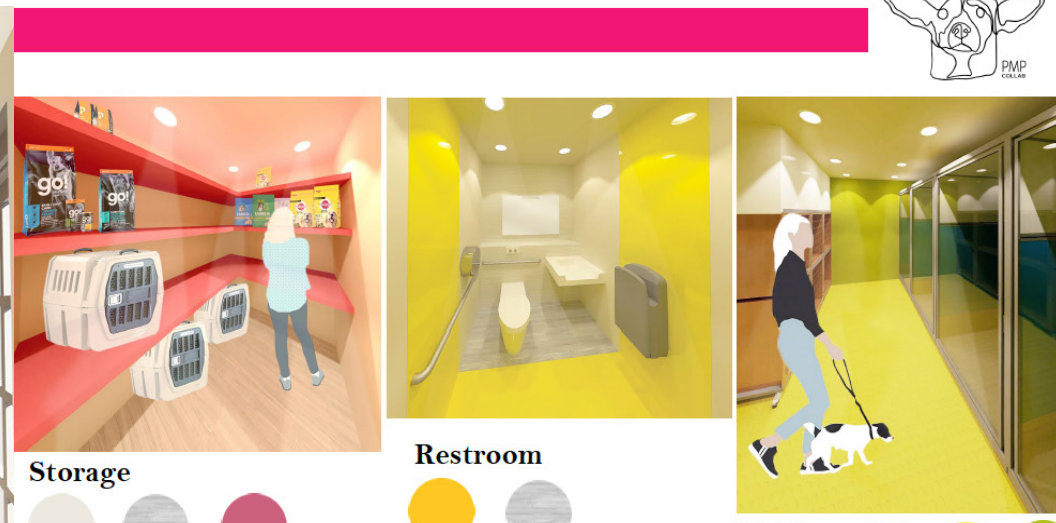


Boarding



Kitchen

The wall material is reinforced drywall, coated with 1/8 in. layer of 50% stucco cement and 50% concrete resurfacer and painted with Sherwin Williams water based catalyzed epoxy. Aiding in the wall durability with animals eating, scratching, jumping, throwing toys and more.



Storage



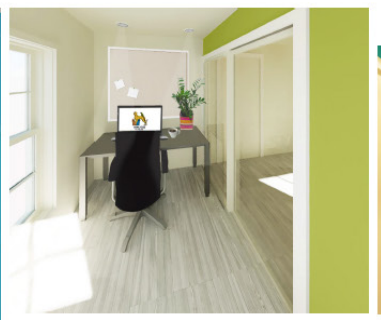
Restroom



Holding



Grooming



Office



Laundry



The flooring materials are rubber. It is a great sound insulator, eco-friendly, durable and lasts a long time, and feels good underfoot.

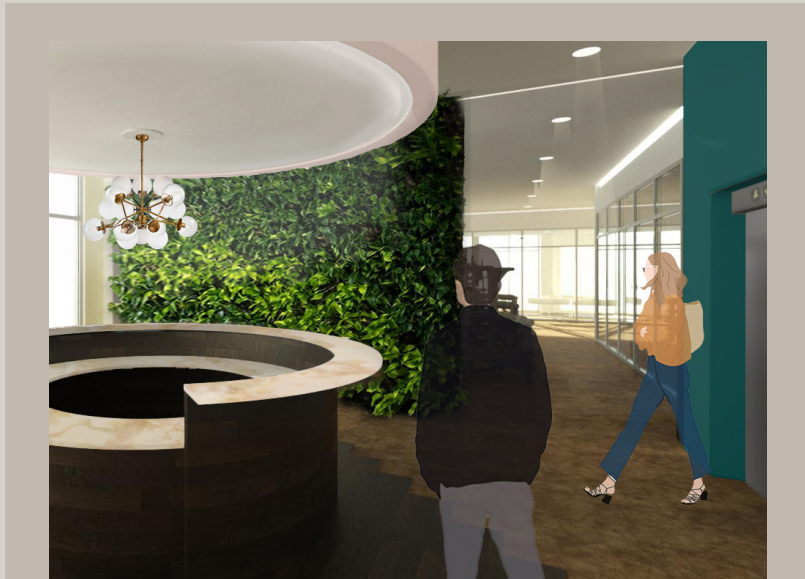


Doggy Daycare





STUDIO 3 OFFICE DESIGN



Our Studio 3 project centered around Office design. Working in different sectors helped us really grasp the idea of different occupancy loads and guidelines for different room types. On top of all the technical drawings and building/ site analysis, a strong concept was half the research. Carrying out a strong concept was a major push for a successful design overall. A Professor broke down key parts that may help develop a great concept- Muse, Ethos, Architectural Style, Architectural Muse. With those four criteria filled in, it made coming up with a strong concept statement that made sense a lot easier.

The site location for this project took place in Chihuahua, Mexico. This was a challenge considering most of our projects to date were local. This project was unique because we had a different landscape and culture to design around. The brand has such a strong sense of who and where they came from that I think it was important to emphasize, hence coming up with the concept, “requiem for a culture”. The space also showcases the hand made qualities that go into the brand and it’s pieces.

FAIR TRADE TEXTILES

from OAXACA, MEXICO to CHIHUAHUA, MEXICO



"The purpose of MZ (formerly Manos Zapotecas) is to perpetuate the beautiful traditions of the Zapotec artisans by connecting them with socially conscious consumers around the globe. Three years later, MZ was born out of a belief that commerce can, and should, change lives for the better. We strive to make a positive impact on the lives and communities of the artisans, by nurturing lasting relationships and always abiding by fair trade principles.

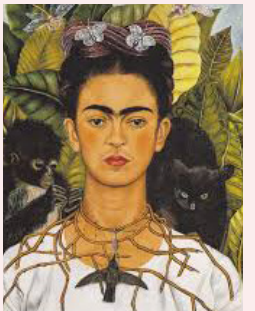


While the headquarters location switches from Oaxaca to Chihuahua, the original cultures of this company should be preserved more than ever. The workers, and the values they have own with are of the Zapotec civilization with the Zapotec patterns. The logo will only reiterate these connections. MZ as the logo may not do the company justice. These handmade products are most important for the hand worked elements.



ARCHITECTURE STYLE

MID-CENTURY MODERN



MUSE
Frida Kahlo

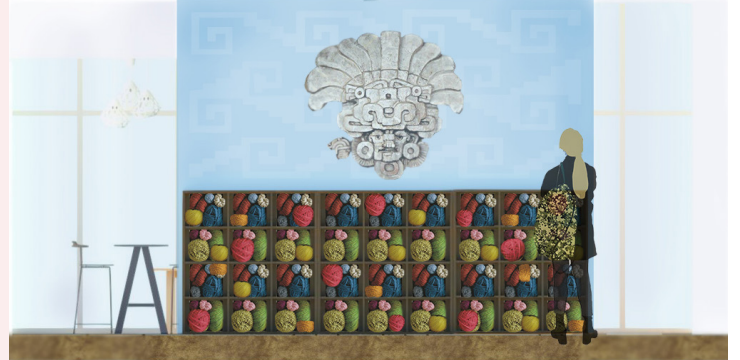
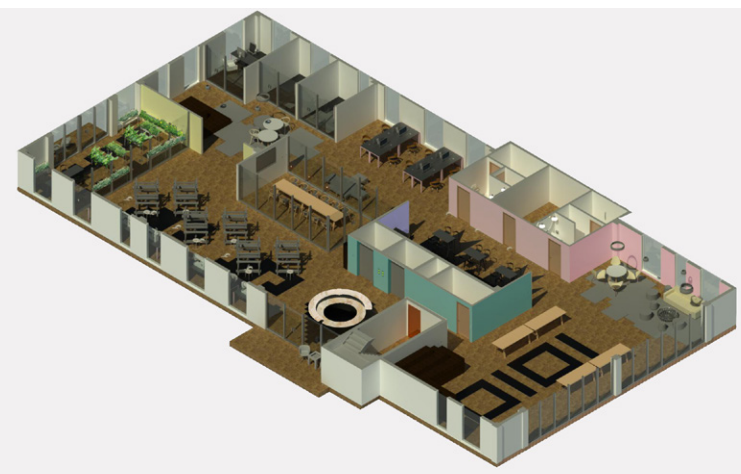


ETHOS
hearing stories from your grandparents about their culture



ARCHITECTURAL MUSE
Luis Barragan

In the late 1920s, he was associated with a movement known as the Escuela Tapatía or Guadalajara School, which espoused a theory of architecture dedicated to the vigorous adherence to regional traditions. "It is essential to an architect to know how to see—to see in such a way that vision is not overpowered by rational analysis."



STUDIO 2

RETAIL DESIGN

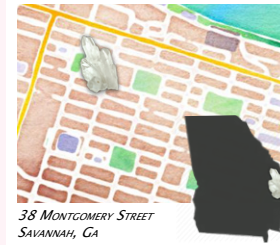
Each studio focused on a separate sector of the field, and our second Studio centered around Retail Design. First off, our professor chose a familiar building that we were able to walk through and take note of the way the space felt. Then, she chose a client that was local for us to chat with. Kristen Baird was able to visit the class to mimic the initial client- designer meeting. She shared how she started her brand, and where she saw it going from here. We all questioned her about her needs and wants out of her “new space”.

Included within this project scope, I came up with the new Pellucid Glass technology. This will allow privacy in areas when needed, and transparency when necessary. The glass separators will also change color to highlight the different stones, and play videos for a more educational take in some areas.

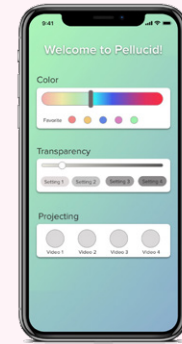
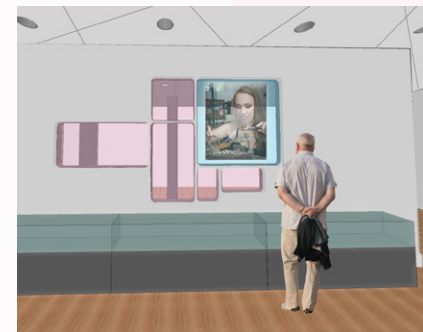
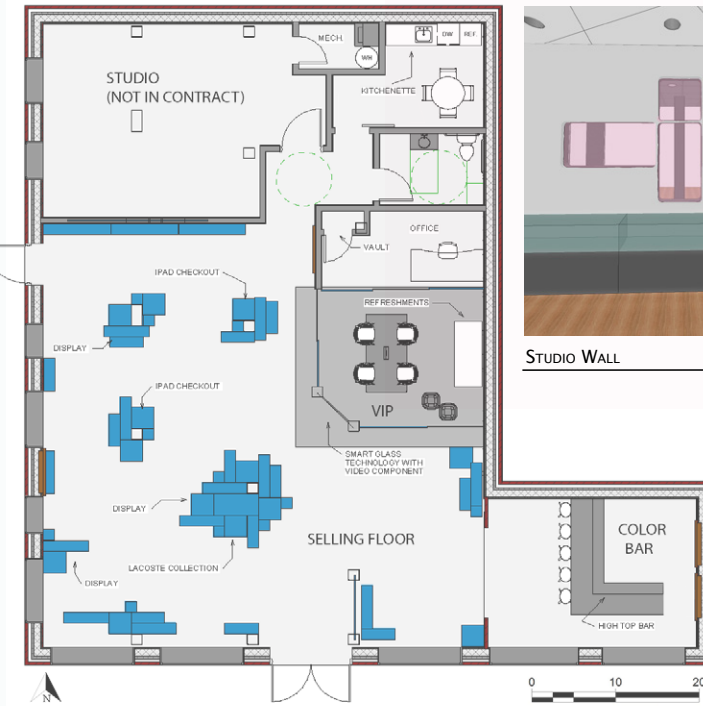
PELLUCIDITY

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.



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 LEADING TO SARAH'S DIVERSE ABILITIES AND PASSIONS.



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



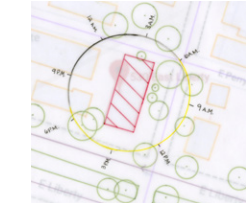
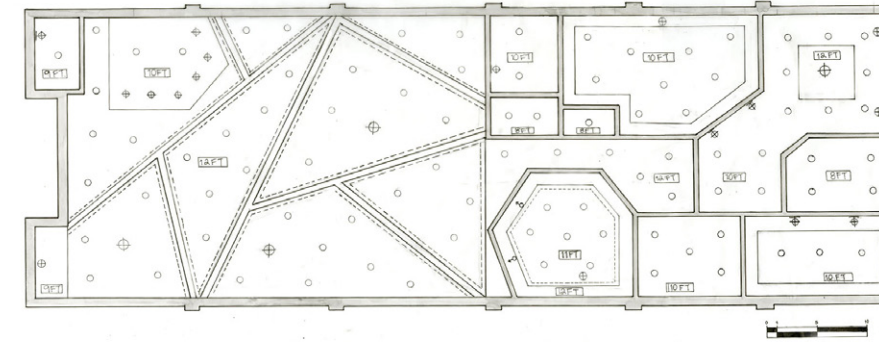
STUDIO 1 RESIDENTIAL DESIGN

For our first studio class, we were encouraged to complete the project without the help of any computer programs. This allowed us to get familiar with the process and get comfortable with hand rendering or drafting something up really quick in real time for a client. The thought process was if we could fully understand the idea of relative space in a quick sketch, it can strengthen our skills on a computer program.

The assignment for Studio One was to learn some basic Residential codes, focused mostly on Kitchen and Bathrooms. This would later help with our future projects. We also researched Adaptive Reuse, and were challenged to use a previous commercial warehouse for our residential design. We chose our own client based around a famous influential chef. For my first studio project, I learned so much of the design process and I can see the improvements I made.

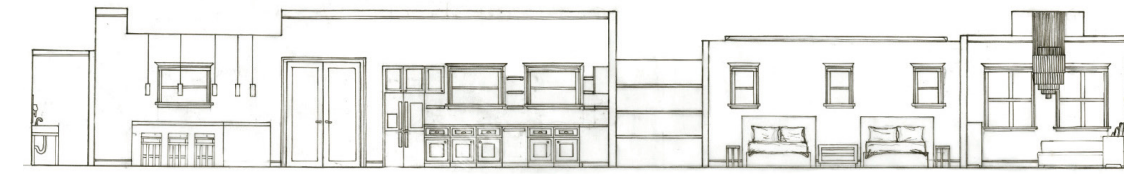
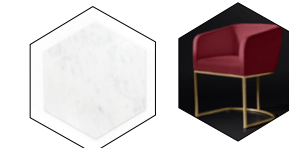
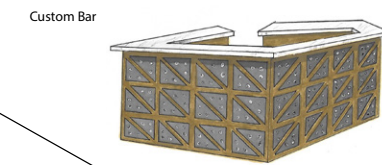
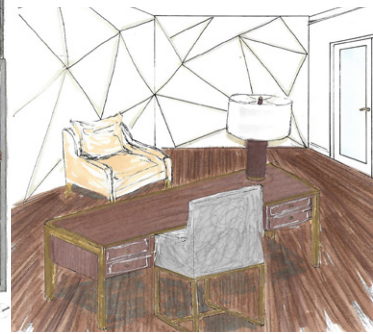
House of Bren

Passion driven Bren knew from the start she was suppose to do one of two things: be a world touring musician or an attorney. Starting her career as a social injustice attorney against women and immigrants, Bren served with amongst the best in the law firm. She even got to sing professionally, for a few years, as she toured Spain singing gospel, R&B, and jazz. Twelve years after leaving the law firm, Bren started her career as a personal chef, but her interest in cooking began in her Cuban household alongside her mother. Bren is hungry to share her rich afro-Cuban culture with others. Sharing her experiences on her blogs and social network, Bren travels the world as a food and travel writer, while cooking up Cuban, Latin, fusion, and global cuisine as a private chef.



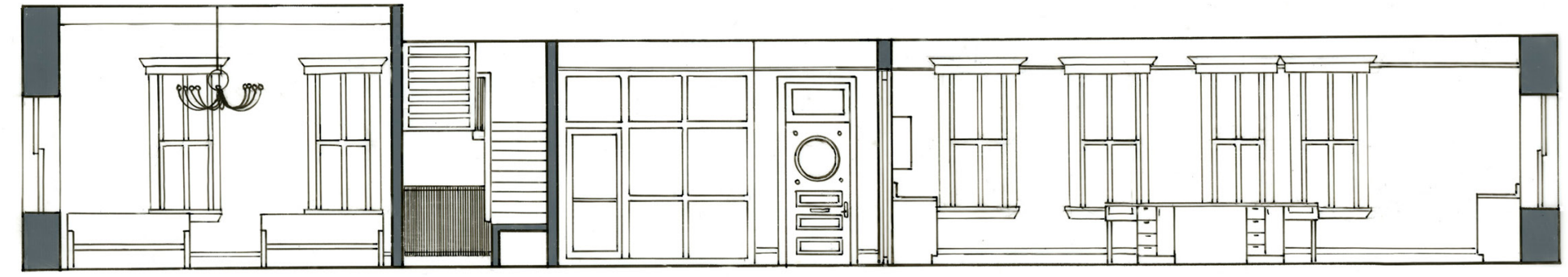
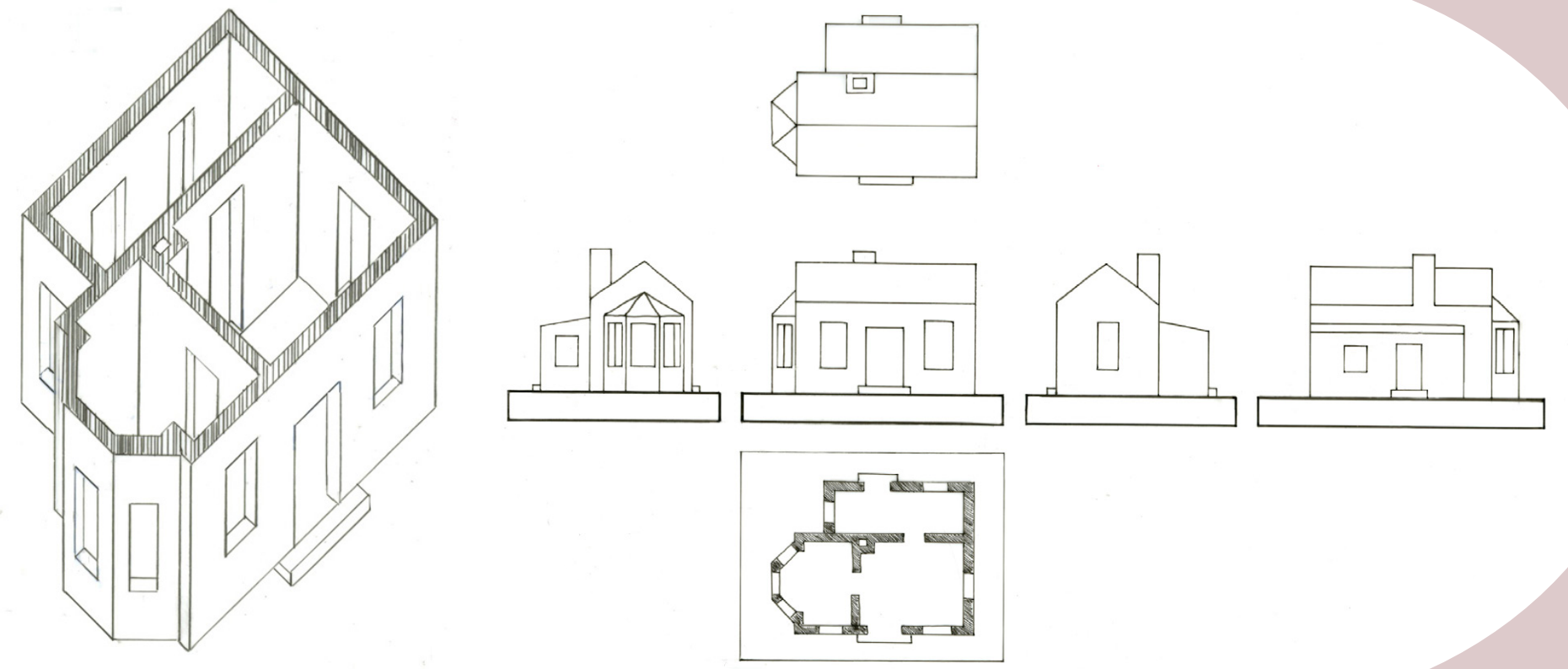
Unity

Bren Herrera tries to unite the world through her food and her political outlooks. Bren's house of relaxation should be **refreshing** with neutrals, and hints of her favorite hues to unwind from a busy schedule. Her home should be as **dynamic** as she is, with angles swiftly guiding you to the next living space. Visitors should feel the energy, enthusiasm, and sense of **community** she puts into everything she does.

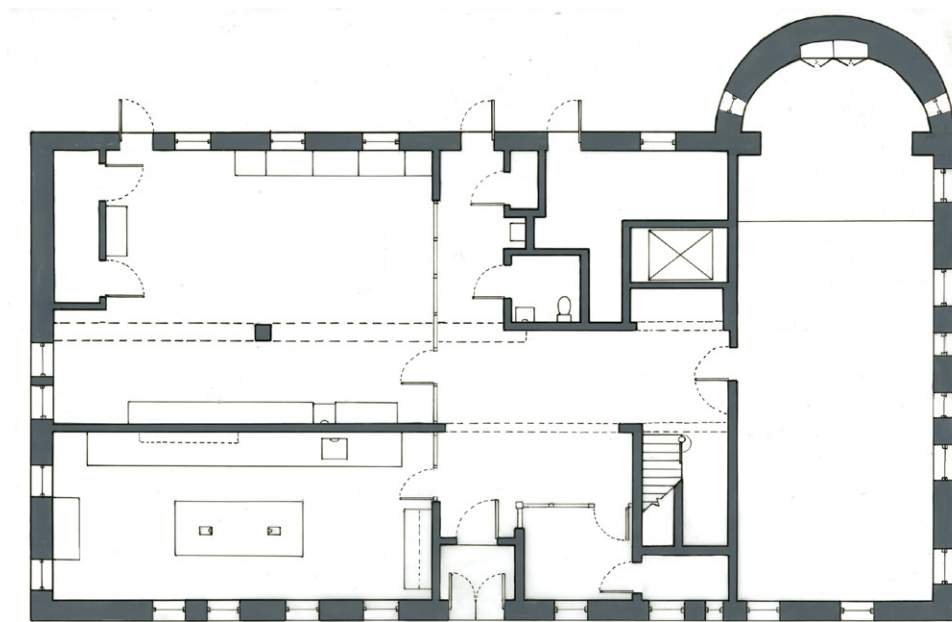


HAND DRAFTING

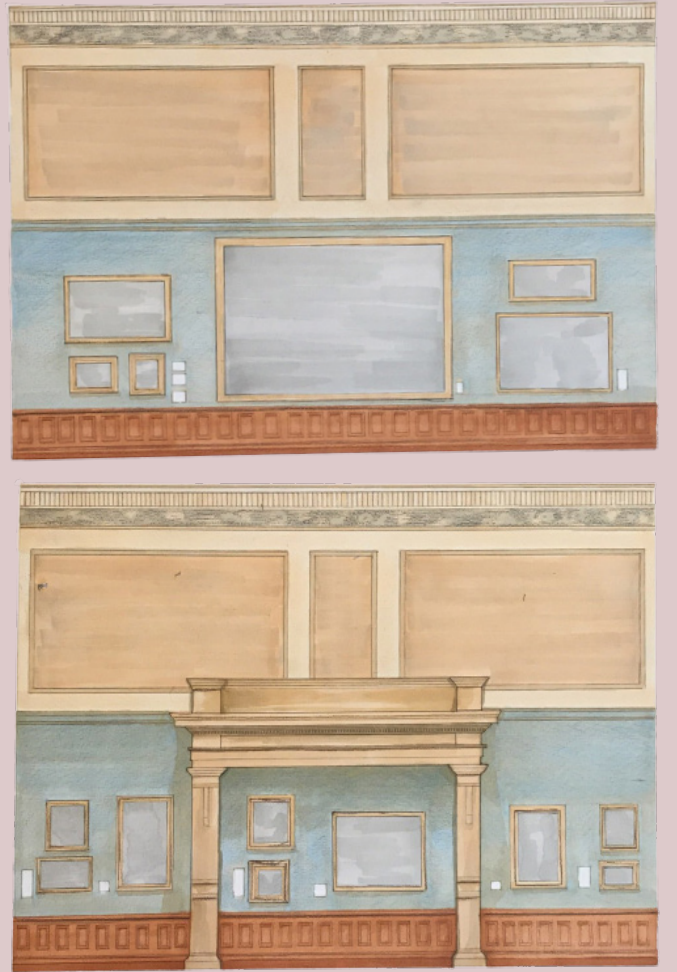
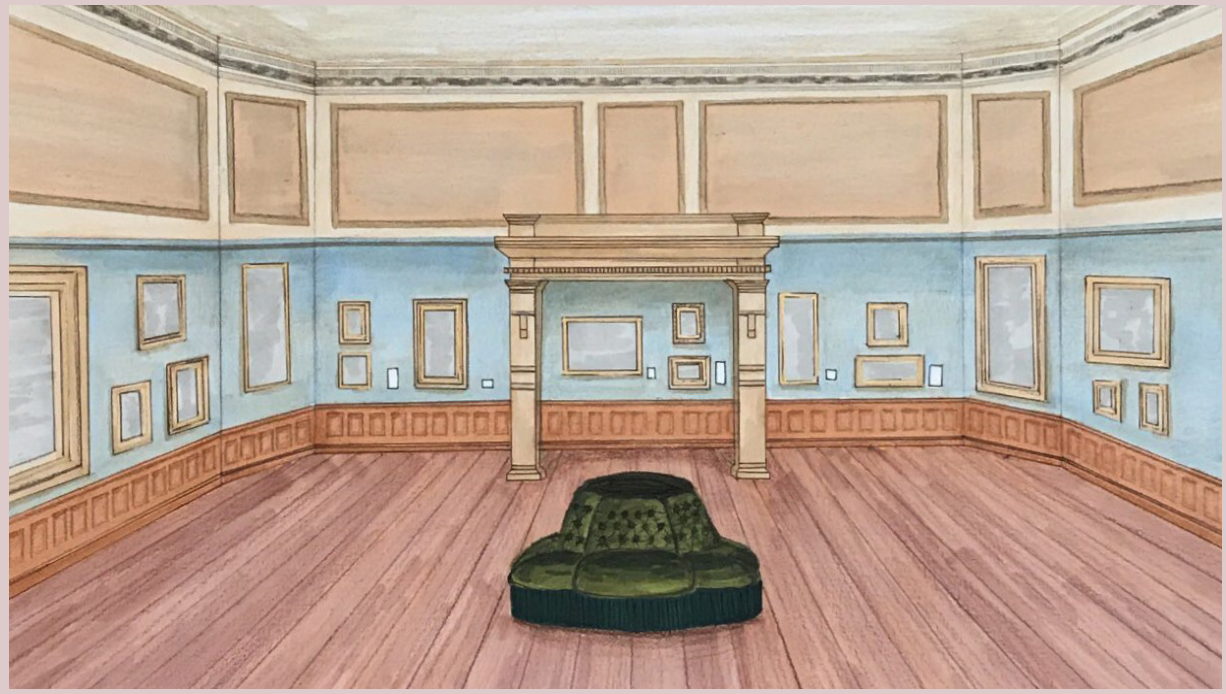
SCAD started the Interior Design curriculum by driving the point across of how important it was to know how to hand draft and render. It is a lost skill among all the current students learning the most current computer software, and while that is important to know as well, it is important to know what different line weights meant and how to construct the drawings.

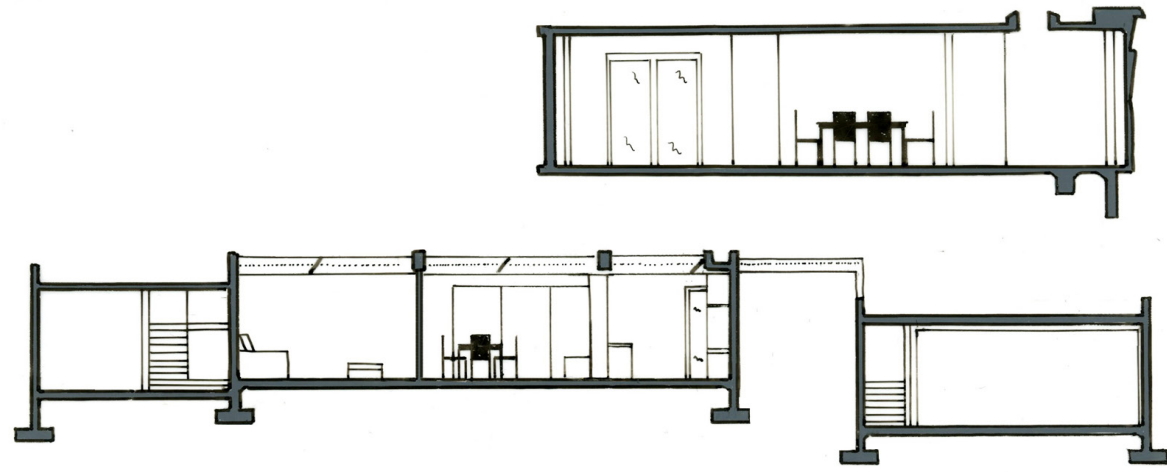
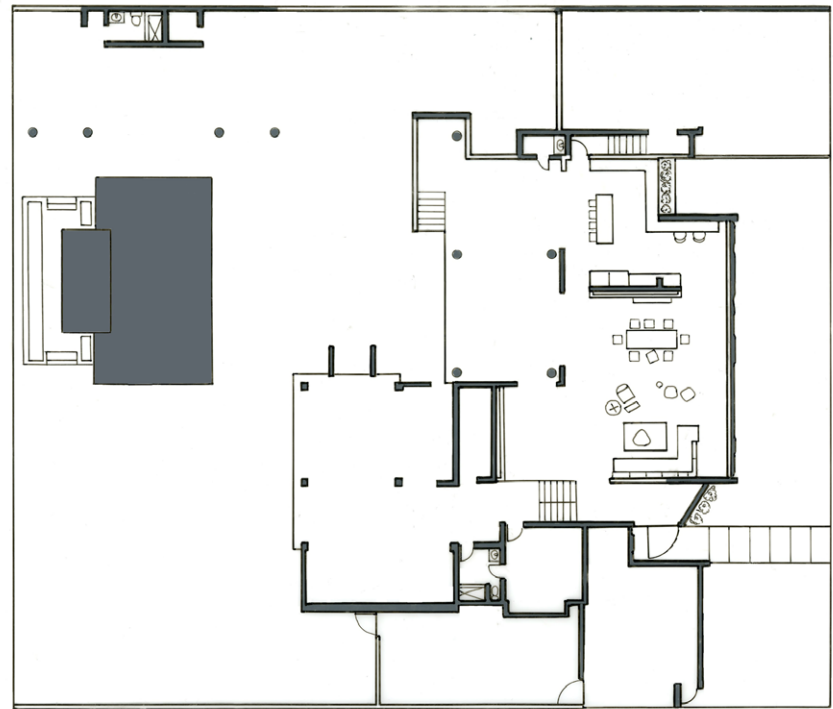
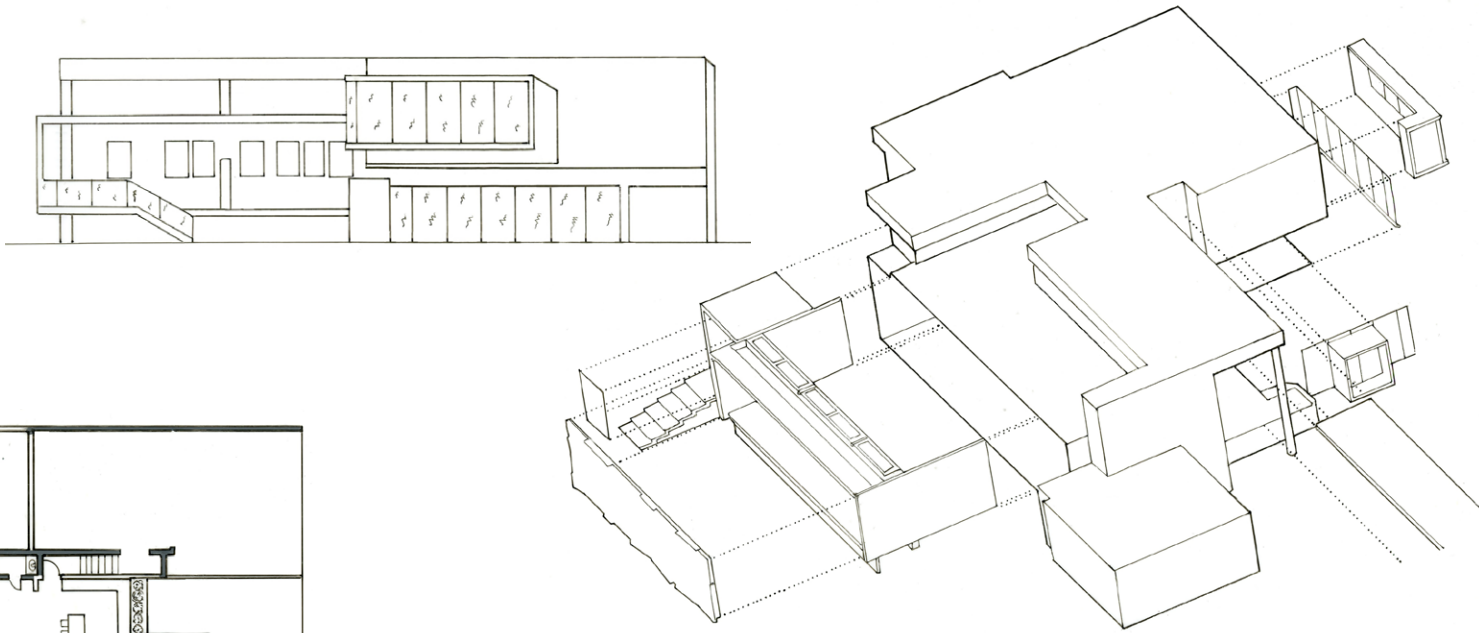


The Clarence Thomas Center was not only our school building, but our first chance at surveying and hand drafting a floor plan, section, and axonometric drawing.



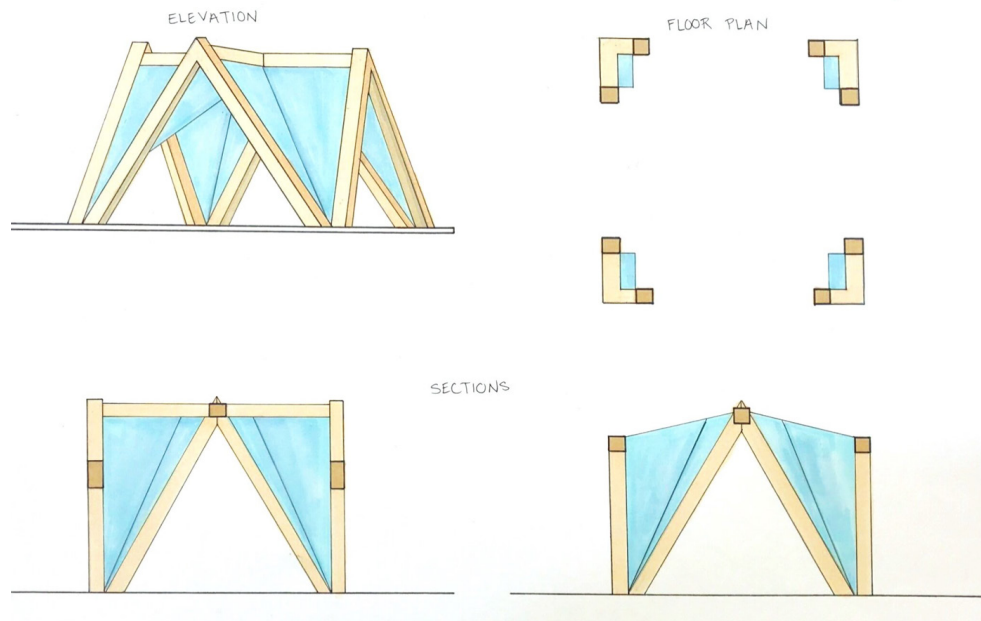
HAND RENDERING



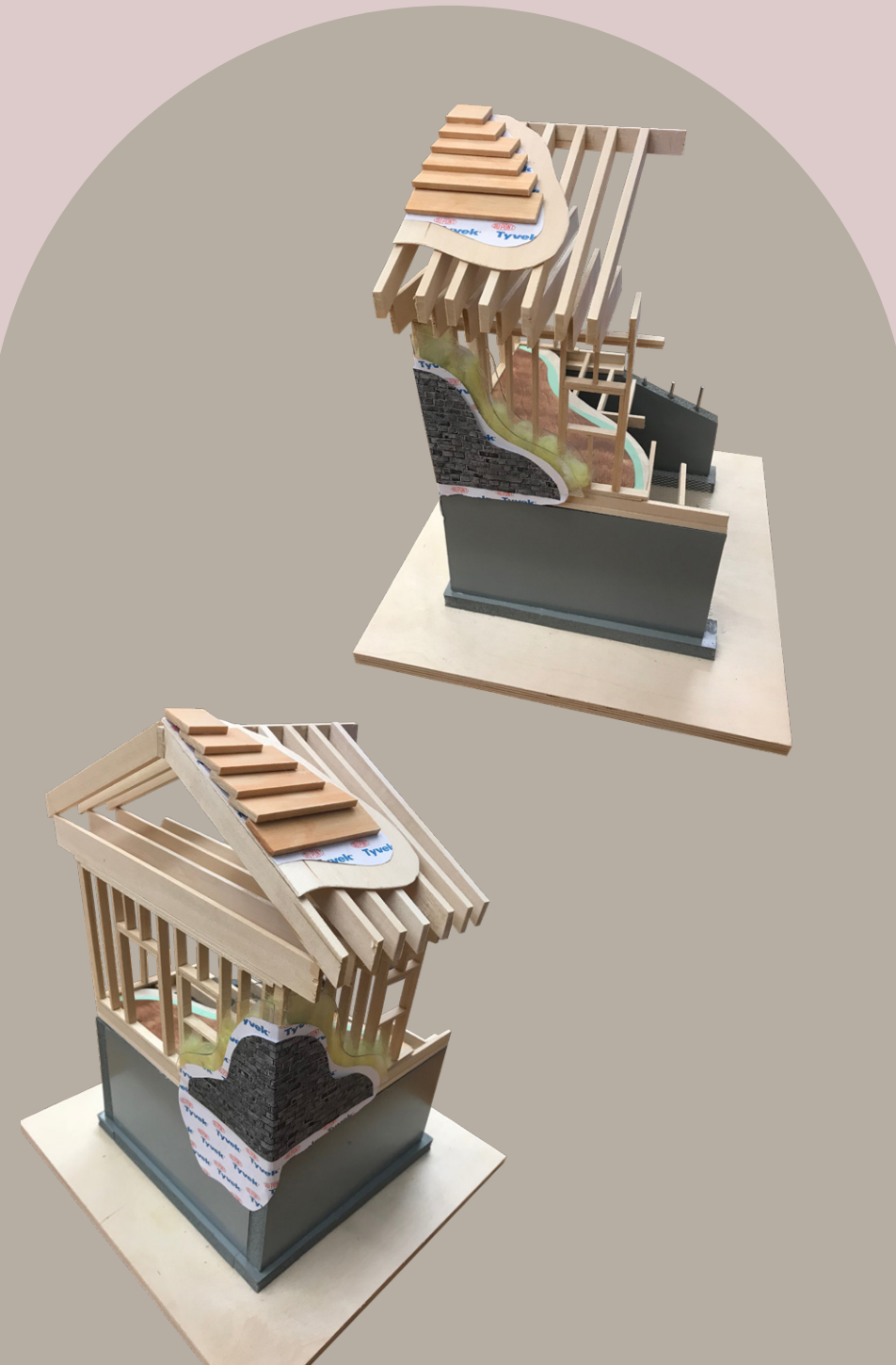


Before we even went fully toward the direction of computer rendering, hand rendering was mixed with photoshopped elements to broaden our ideas of what is possible.

TACTILE APPLICATION



Building models was also a big encouragement to thoroughly understand the spatial plan of a space. We also spent time in a building construction class where we were taught the process of building a structure from the foundation, up. We were taught through this process, even though a plan may work on paper, does not always mean it will work out successful after being built. A professor told me that early on and I will never forget it.



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