

KRISTEN BAIRD



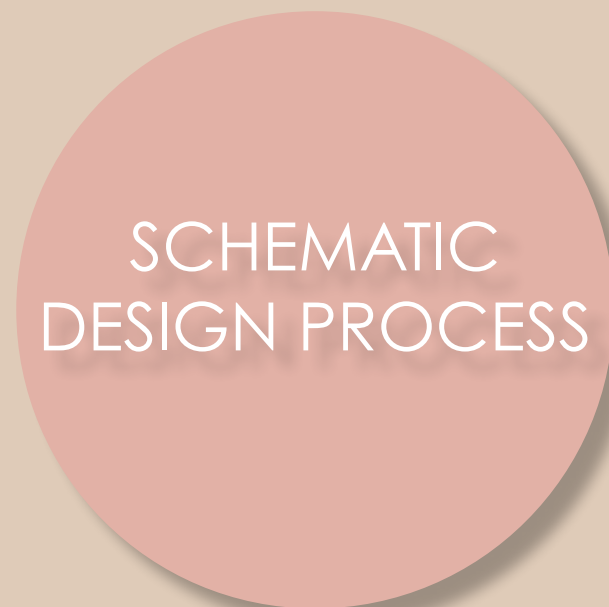
GRACE YANG | INDS 210 -01 | FALL 2020 | PROFESSOR CHRISTINA GONANO

T A B L E O F C O N T E N T S

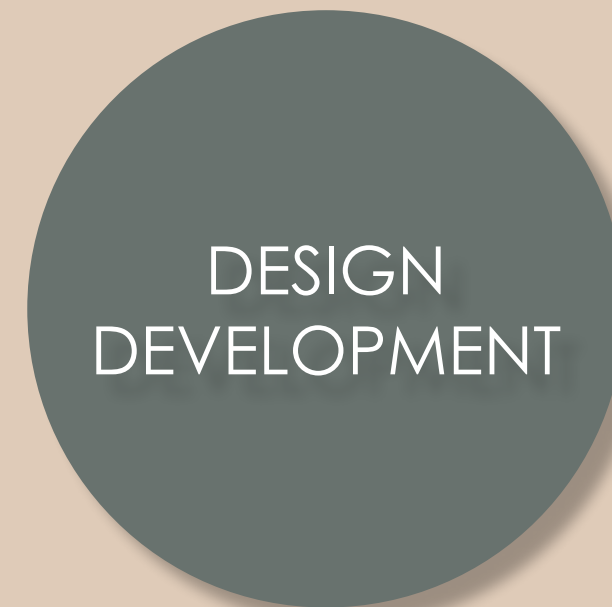
PHASE I



PHASE II



PHASE III





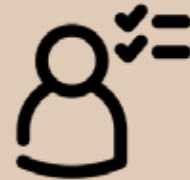
PHASE I

RESEARCH &
ANALYSIS



DESIGN OBJECTIVE

Kristen Baird needs a permanent home for Kristen Baird® Jewelry: a contemporary fine jewelry brand featuring award-winning jewelry collections that are beautifully designed and skillfully crafted in Savannah, GA.



DESIGN GOALS

- Understand the retail experience, and the connection of Interior Design in enhancing a user's journey
- Apply universal design within an historic structure
- Create a final design that reflects the Kristen Baird brand
- Research retail/shopping challenges and resources for individuals with a disability
- Understand Interior Design concepts such as departmentalization, fixturing, surfacing, lighting, location of non-selling areas
- Understand Exterior Design concepts such as store entrances and window structures

COZY



case study #1

Sonia Boyajian Jewelry

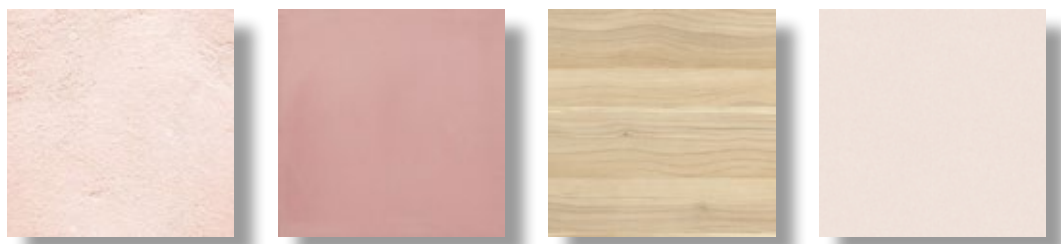
• Designer: Pamela Shamshiri
• Project Year: 2020
• Location: Los Angeles, CA
• Area: 5000 sq. ft.

PRIVATE SPACES: FIRST FLOOR (OFFICE)
SEMIPRIVATE SPACES: FIRST FLOOR (CERAMIC STUDIO)
PUBLIC SPACES: 2ND FLOOR (SHOWROOM, KITCHEN, ENTERTAINMENT AREAS)

"The jewellery is not only on display, but is a part of the space itself..."

-Sonia Boyajian

- hand-carved display niches
- oversized replicas of her creations as light fixtures
- "residential touches" such as an entertainment area and eat-in kitchen to the interior
- clustered organization & interlocking spaces
- studio, office and showroom in one building
- whitewashed pink hues
- organic forms
- non-traditional jewelry displays
- variety of upholstered seats
- immersive corners
- family & friend friendly



color palette and materials associated with residential entertainment



CHIC & WARM



"PINK PALACE"

MOVING



case study #2

SEEING Jewelry Store

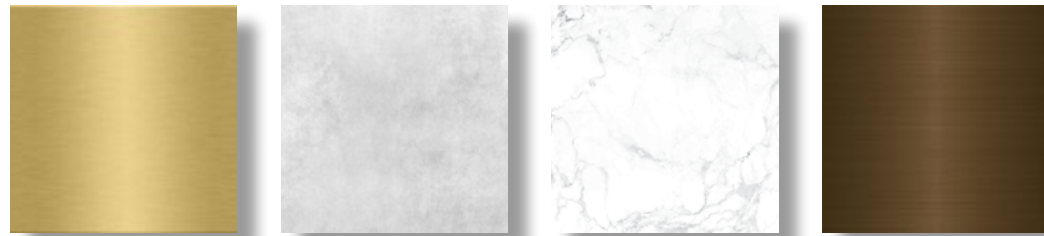
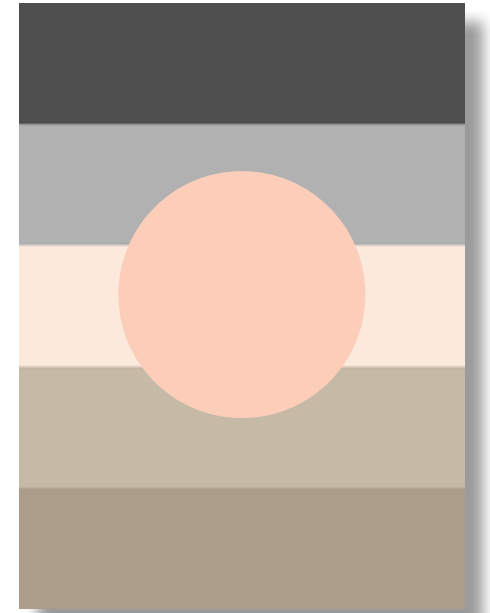
• Designer: Pures Design
• Project Year: 2019
• Location: Chengdu, China
• Area: 270 sq. m ~ 2906.26 sq. ft

PRIVATE SPACES: 1ST FLOOR (STORAGE)

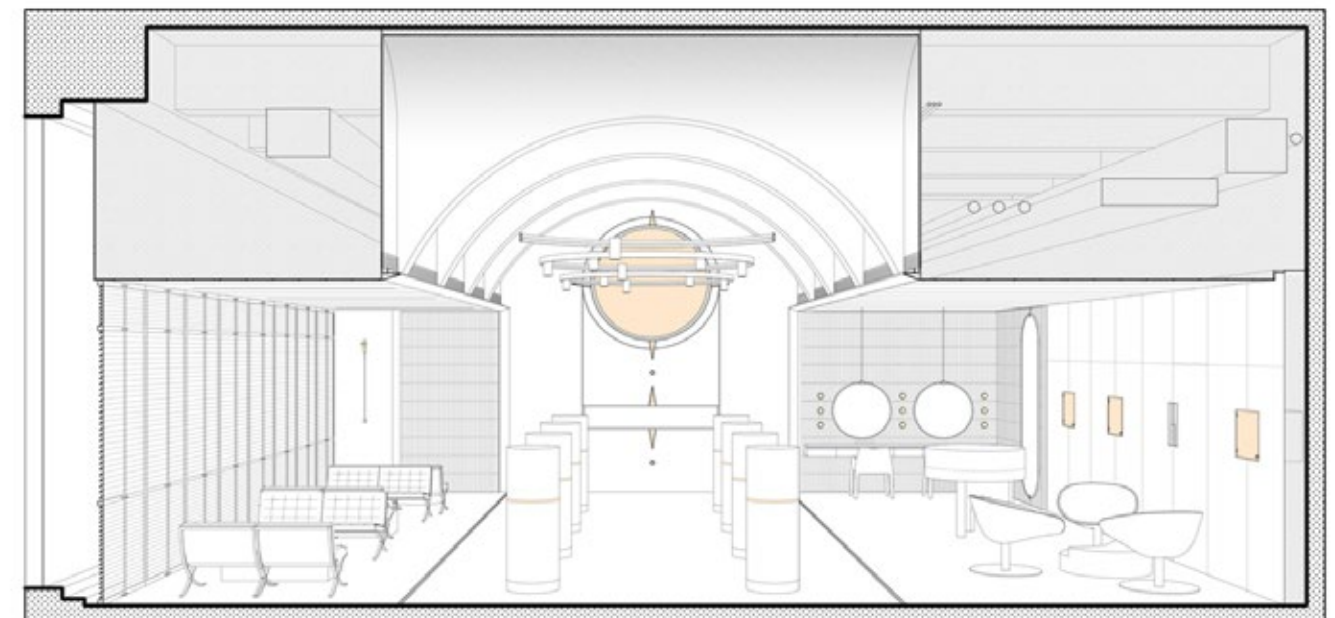
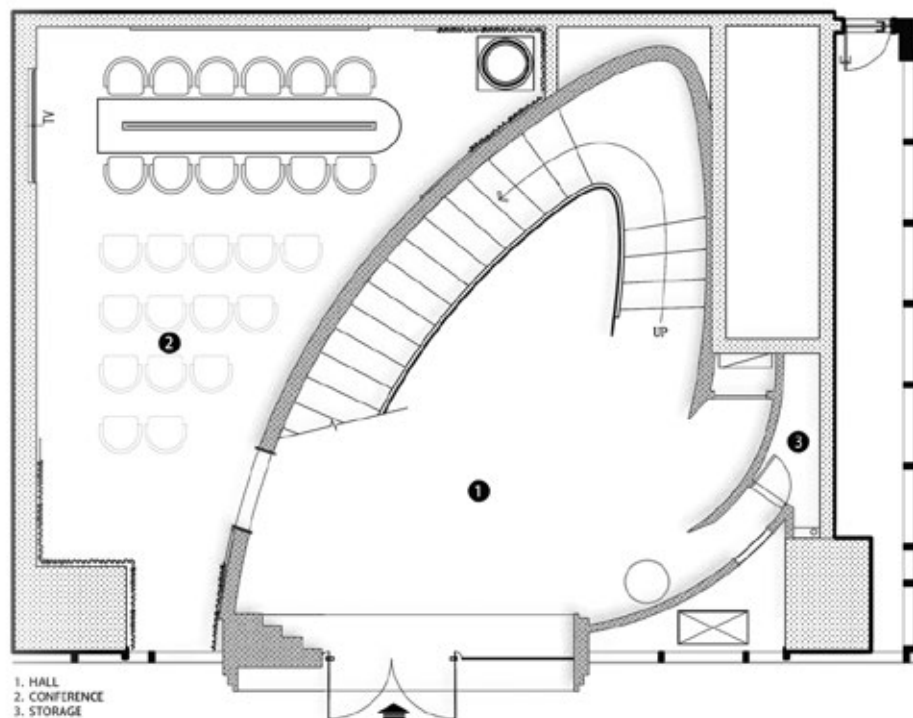
SEMIPRIVATE SPACES: 2ND FLOOR (NEGOTIATION AREA, VIP ROOM)

PUBLIC SPACES: 1ST FLOOR (ENTRANCE, GRAND HALL, VIDEO STUDIO) 2ND FLOOR (TRIAL AREA, GALLERIES)

- layout encourages conversation about stories behind jewelry
- arch shaped ceiling: church ceremonial sense
- two stories; first floor is grand hall & video studio
- grand spiral staircase for mesmerizing entrance to gallery
- moving appeal, like a church
- variety of upholstered seats
- dramatic neutral hues with pops of soft colors
- variety of upholstered seats
- tender lighting



color palette and materials associated with rich ceremonies



EMPOWERING



WHO IS KRISTEN BAIRD?

Kristen Baird is the **founder and designer** at **Kristen Baird® Jewelry**, established in 2015.

Kristen was born and raised in Richmond, Virginia but decided to locate to Savannah, Georgia to attend SCAD, where she graduated with a bachelors degree in Jewelry Design.

Post graduation, Kristen received her Rhino CAD Certificate and attended the renowned New Approach School for Jewelers, completing the Graduate Bench Jeweler program under the direction of world-class instructor, Blaine Lewis.



WHAT IS KRISTEN BAIRD® JEWELRY?

Kristen Baird® Jewelry is an **award-winning, fine jewelry brand**, nestled in historic Savannah, Georgia. For now, it is a studio with a fully launched website where clients can purchase Kristen's collections online or have something custom made that speaks to them.

Kristen & her team utilize and preserve traditional metalsmithing skills in her studio, where **sterling silver, recycled 18K gold, and ethically sourced gemstones** are genuinely hand crafted.

Kristen's jewelry is **full of color and texture** with juxtaposing forms both **geometric and fluid**.



KRISTEN'S CLIENTS:

- resort shopper
- self purchaser
- engagement/custom design shopper



KRISTEN'S SPECIALTIES

- rings
- cuffs/bracelets
- necklaces/earrings



KRISTEN'S INSPIRATIONS

- waters
- landscapes
- flora



KRISTEN'S NEEDS

- storage
- consultation space
- studio
- shipping space
- wet process area
- safe/burglarly proofing
- pops of color
- personal touches
- comfortable, homey vibes

INSPIRED BY NATURE

CRAFTED BY HAND

CHERISHED FOREVER

WHERE IS KRISTEN BAIRD JEWELRY'S PROPOSED LOCATION?



38 Montgomery Street, Savannah, GA 31401

Facility Type: Commercial

SQ FOOTAGE: 2,460 sq ft

LOT SIZE: 5,445 sq ft

- Built in 1870
- Single family home from the Victorian era, converted to a commercial space
- On the Intersection of Montgomery St & W Congress St
- Historic District-North, Downtown Savannah

DEMOGRAPHIC ANALYSIS



**CITY OF TOURISM:
NATION'S LARGEST HISTORIC
LANDMARK DISTRICT**



**ANNUAL VISITORS:
14.1 MILLION
(2017)**



**COASTAL GEORGIA WEATHER:
SUBTROPICAL CLIMATE**



**POPULATION:
145,862 (2018)**



**LARGEST AGE GROUP:
MILLENIALS
(25-44)**



**MEDIAN HOUSEHOLD INCOME:
\$55,021 (2017)**

AREA ANALYSIS



SITE FEATURES

- Streets are well lit
- Parking garage within walking distance/plentiful street parking
- Plenty of sidewalks
- Active community
- **TRAFFIC:** light on Congress St. & Congress Ln, heavier on Broughton & Montgomery St
- **SCHOOLS:** 1 elementary, 1 middle school, 1 high school
- **CRIME:** low crime relative to the rest of Chatham County



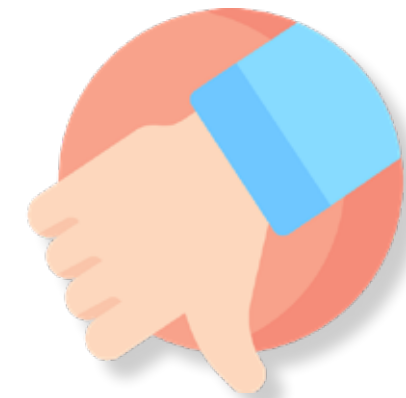
STRENGTHS

- Overall great shopping area with high foot traffic
- Friendly multi-generational arts and cultural environment



POTENTIAL USERS

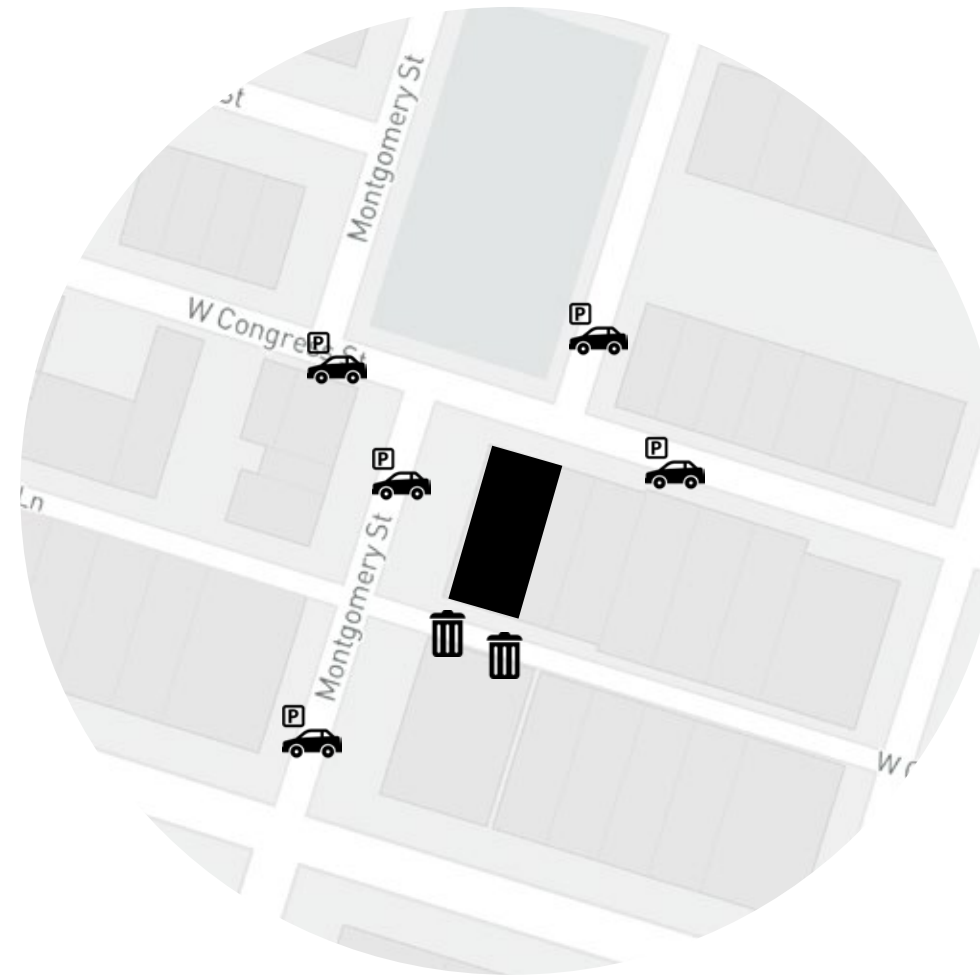
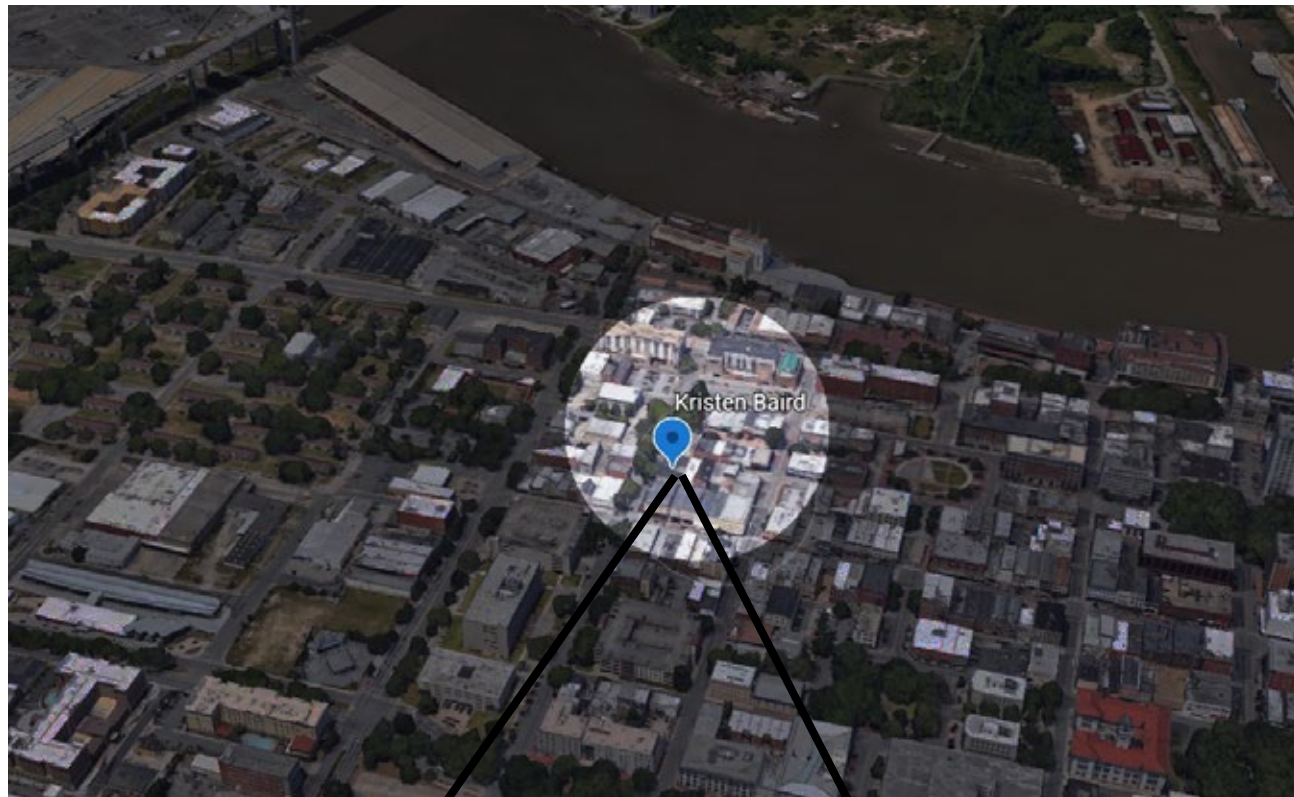
- SCAD students
- Tourists
- Locals taking a stroll
- Couples
- Self purchasers
- Engagement/customer design shoppers





WEAKNESSES

- Competition to local jewelry stores nearby such as Kendra Scott, Cointastic Jewelry, 13 Secrets Jewelry Gallery, Jewelry Consignment Network, Cassandra's Jewelry Imports, Atelier Galerie, Stone River Silver

SITE ANALYSIS



-  TRASH DISPOSAL
-  PARKING AVAILABILITY



NEAREST AMENITIES:

Grocery: Walgreens (417 ft), City Market (.3 mi) | Family Dollar (.6 mi) | Kroger (1.6 mi)

Shopping: Rousakis Riverfront Plaza (.5 mi) | Habersham Shopping Center (3.8 mi)

Post Office: United States Postal Service (.3 mi)

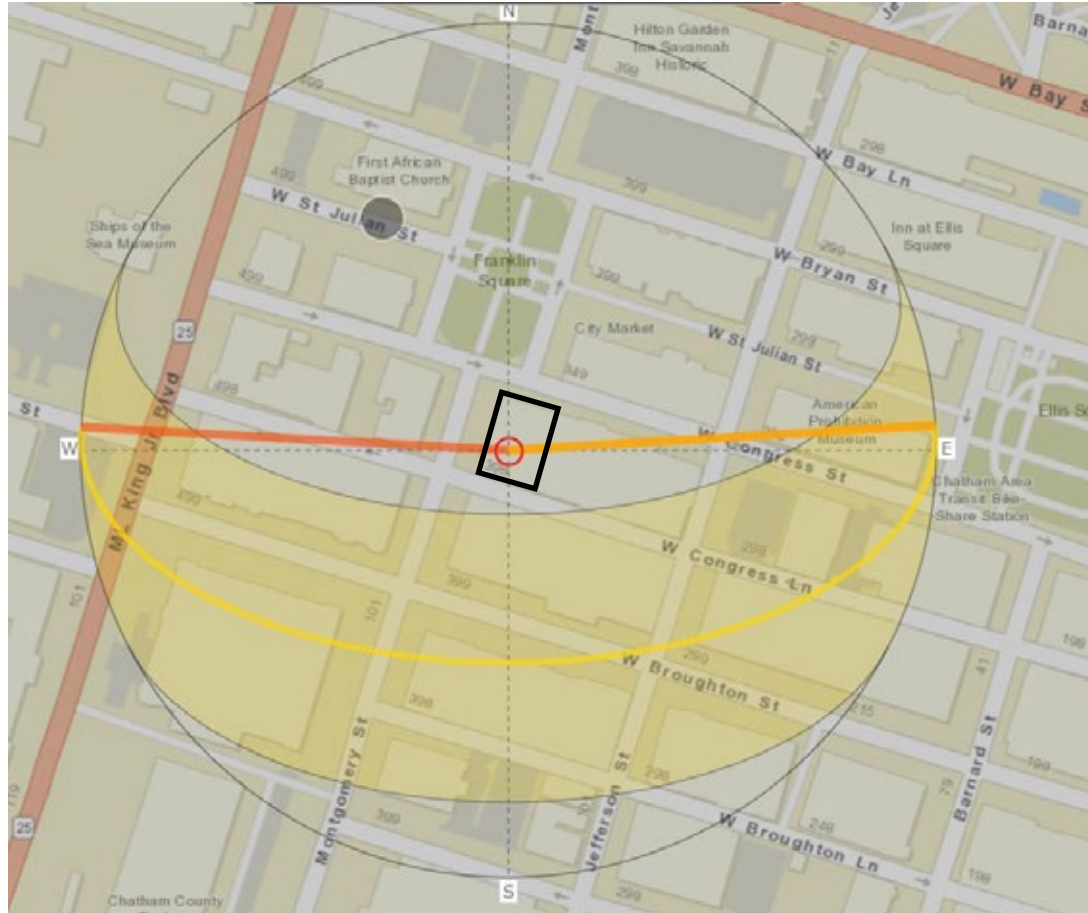
Bank: Chase Bank (.1 mi) | First Chatham Bank (.2 mi) | United Community Bank (.2 mi)

Park: Franklin Square (directly across) | Forsyth Park (.9 mi)

Gas Station: BP (.2 mi) | Chevron (.4 mi)

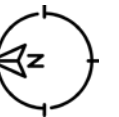
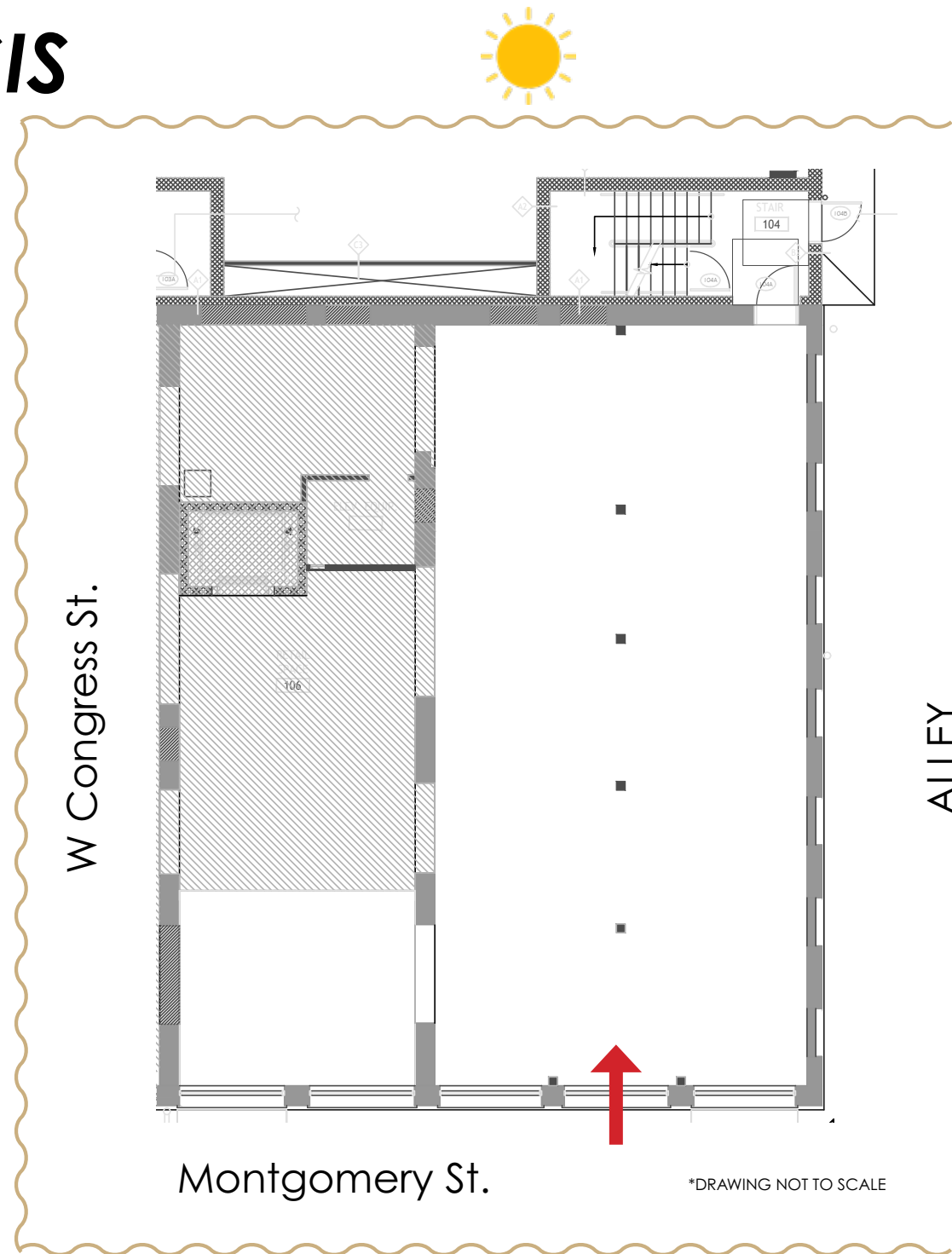
Public Transportation: Broughton & Montgomery EB public bus stop (.2 ft) | Savannah Bus Station (Greyhound) (.5 mi)

SUN ANALYSIS



NOTES:

- sun rises in the east, sets in the west
- not much sunrise, mostly sunset (will be affected by buildings across the street)
- minimal natural light on south side due to narrowness of alleyway/obstruction of other buildings



NATURAL LIGHT IN MORNING



NATURAL LIGHT IN AFTERNOON

EXISTING EXTERIOR ANALYSIS

STAIRWELL
LEADING
DOWNWARDS

SECOND WINDOW
FROM RIGHT TO BE
REMOVED & REPLACED
WITH ENTRANCE DOOR

POTENTIAL AREAS FOR
ADVERTISING BEFORE CUSTOMERS
TURN THE CORNER

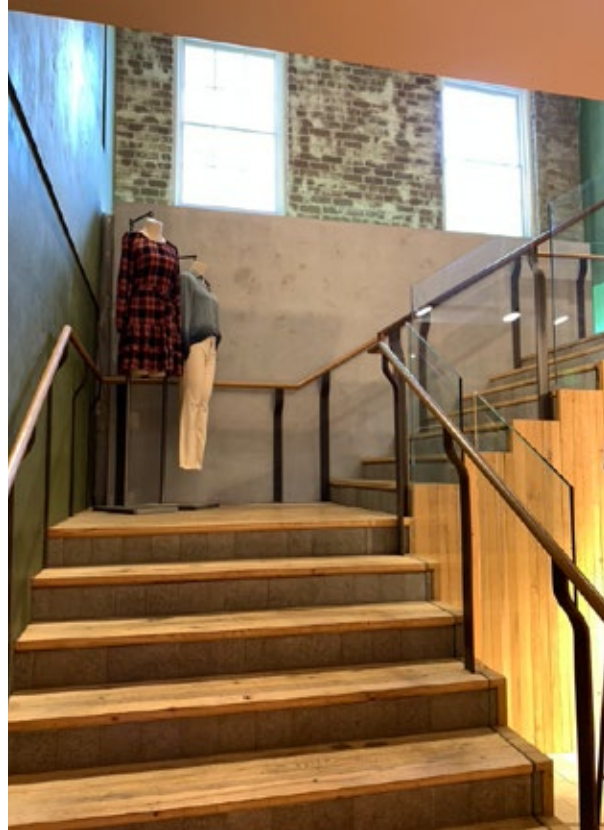
CURRENT
STORE SIGNAGE
ON CORNER



 TRASH DISPOSAL

 PARKING AVAILABILITY

EXISTING INTERIOR ANALYSIS









ceiling height: 10'-0"
tower height: 20'-0"

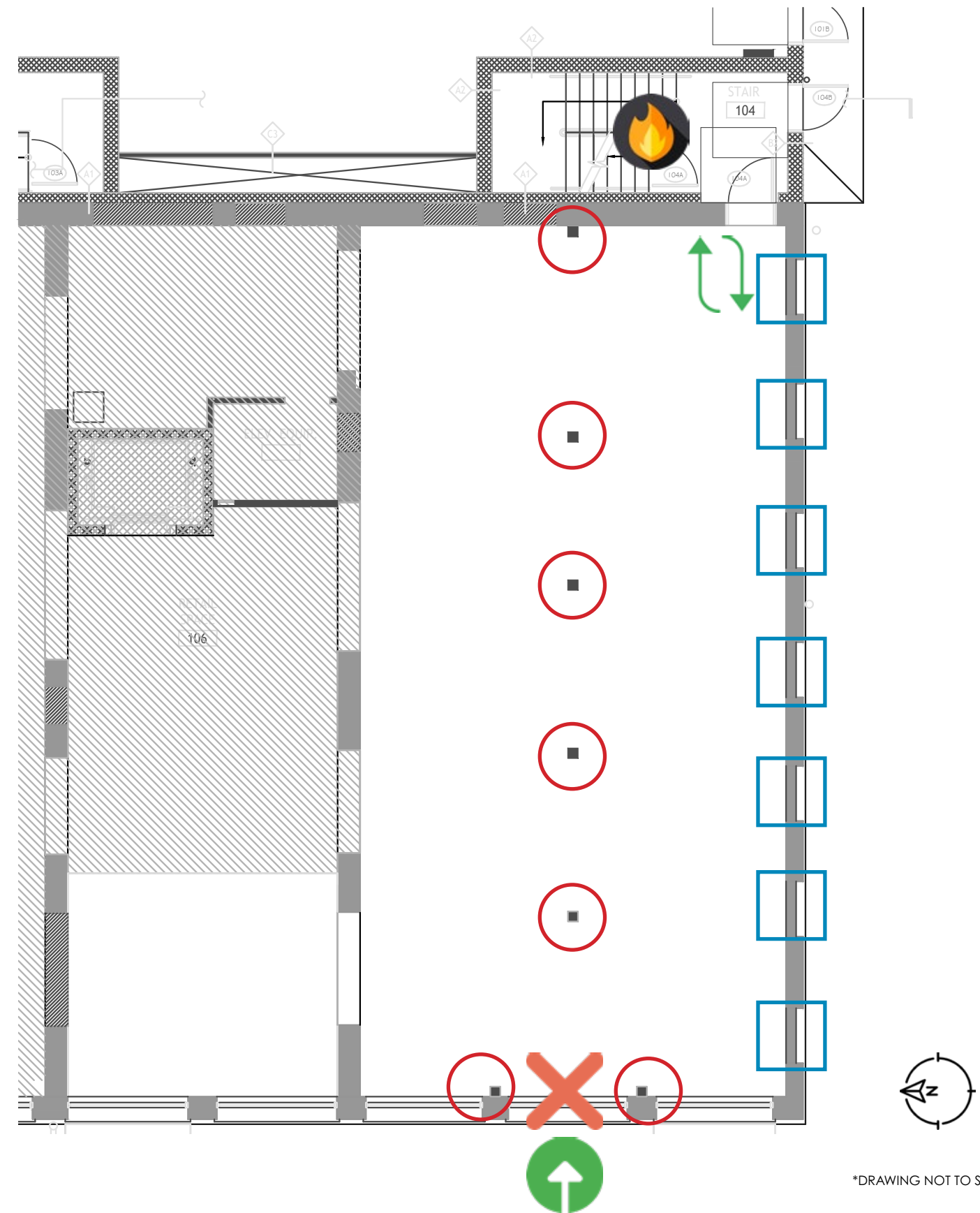
BUILDING FEATURES:

- exposed brick
- reclaimed wood floors
- varying ceiling heights
- double height area
- exposed ceiling
- wood columns
- wood beams
- track/spot lighting
- glass panel on stairwell
- industrial aesthetic



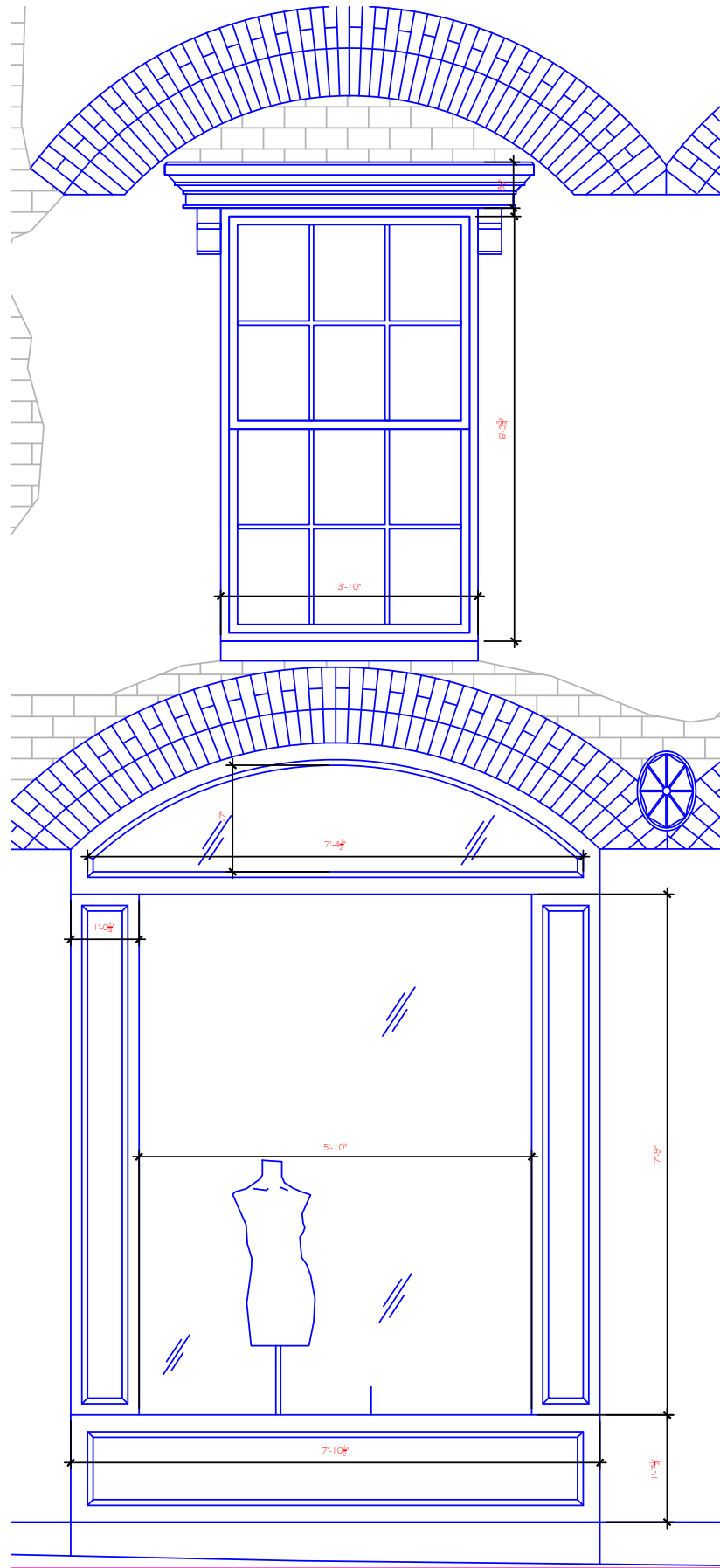
BUILDING ANALYSIS

-  ENTRANCE
-  MEANS OF EGRESS
-  WINDOW TO BE REMOVED
-  COLUMN
-  BRICKED IN WINDOW
-  FIRE SAFETY



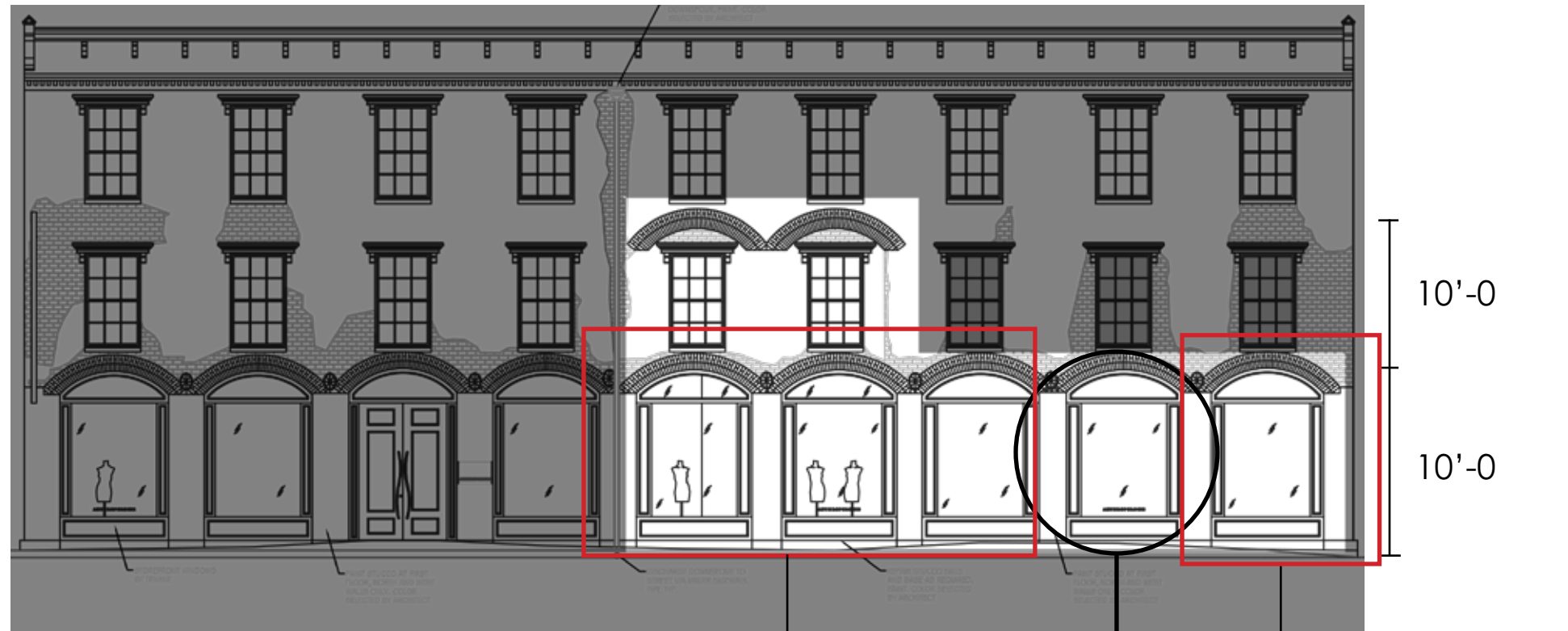
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BUILDING ANALYSIS



WINDOW SIZE

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WEST ELEVATION

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ENTRANCE

4 WINDOWS
FOR POTENTIAL
WINDOW
DISPLAY

THINK + FEEL



- Excited to open up her new store
- Anxious to own a storefront
- Open minded because it's her first time
- Proud because she opened up her own brand
- Motivated to work harder now that she has a physical space

SEE



- New/old customers
- Her store is finally designed/tangible
- Employees working to sell what she created
- Jewelry being worn
- Machinery performing to make jewelry
- Raw materials waiting to be put to use
- Tourists walking by
- Window shoppers

PAINS



- Challenges of owning a local business in the midst of Covid-19
- Lack of tourism
- Challenges of running a business in general
- Budgeting
- Payroll
- shipping/receiving delays
- Workload balance
- Trying to manage personal life & working
- Difficult clients (Karens)
- Hiring the right people for her brand
- Difficulty accessing materials because of Covid-19
- Sanitation
- Social distancing (limited amount of customers at a time)



KRISTEN BAIRD
EMPATHY MAP

SAY + DO



- Conversations about custom designs
- "What do you want this to look like?"
- "What does this mean to you?"
- "What's your budget?"
- Conversations about how she got there/ background story
- Conversations about her creative process
- Conversations about the business plan, her jewelry, brand, or vision
- Smiling and welcoming people in
- Handing out business cards

HEAR



- "How did you start?"
- "What inspires you?"
- Comments on how pretty the jewelry is
- Congratulatory statements
- "Can you do this...?" (commission requests)
- "How do you do this? How did you make this or that?"
- Questions about her awards/experiences

GAINS



- Larger audience she can cater to
- Permanent studio space/storage for her jewelry
- Permanent home for her brand
- Gratification for becoming a small business owner
- Hard work paying off
- More exposure for the brand

THINK + FEEL



- Curious to see what the store has to offer
- Wondering if he/she should purchase a souvenir
- Interested in window shopping
- Compelled to buy jewelry for vacation

SEE



- An attractive window display
- Other resort shoppers making their way in
- Beautiful jewelry pieces glistening from sunlight
- People browsing through the gallery
- Interesting window signages/environmental graphics
- Promotion posters

PAINS



- Out of their budget for quick souvenir purchases
- Might be looking for something more casual
- Family members/friends might be rushing them/asking to leave
- Not enough time to deeply converse with Kristen



RESORT SHOPPER
EMPATHY MAP

SAY + DO



- "I was just walking by and saw this/that..."
- "I am looking for..."
- "Do you make this/that...?"
- "How much is this?"
- "Should I buy this?"
- "Would ___ like this?"
- "This is perfect for___."
- "When do you close?"
- "Can I see a brochure?"

HEAR



- Comments on how pretty the jewelry is
- Conversations between employees and other customers
- "How can I help you?"
- "Can I help you find anything?"
- "Let me know if you need anything!"

GAINS



- Got to see local jewelry designs
- Got exposure to a Savannah brand
- Was able to see a newly constructed retail store

THINK + FEEL



- Happy to be supporting a small local business
- Excited to buy their own jewelry and wear it
- Proud of themselves for being able to purchase their own handmade jewelry
- In awe of how beautiful it is
- Supportive of Kristen

SEE



- Dozens of jewelry pieces to choose from
- Happy customers browsing the store
- The new and completed store
- Employees and Kristen selling the jewelry
- Raw materials and the visible studio
- Customers interacting with employees

PAINS



- Spending a decent amount of money
- Having to decide which piece they want
- Following social distancing procedures and rules relating to COVID-19



SAY + DO



- "How much is it?"
- "How do I take care of it?"
- "This is beautiful!"
- "Thank you so much!"
- Congratulating Kristen on her newly opened store

HEAR



- "That is a beautiful piece of jewelry!"
- Customers interacting with each other, the jewelry, and Kristen or other employees
- Conversations between employees and customers

GAINS



- Getting a brand new, beautiful piece of jewelry
- Being able to afford to buy something nice for themselves
- Supporting Kristen and her small, local business

THINK + FEEL



- Excited to be engaged or to be getting a custom piece made
- Happy to have found such a great designer
- Anxious to see the final product
- Stunned by the final product Kristen designs and makes
- Emotional due to the nature of the product

SEE



- Many different design options and ideas to choose from
- An array of jewels and metals to make the final product with
- Kristen and her consultation area
- Other customers shopping around
- Already completed jewelry
- The final product of their original design ideas
- Kristen and her employees working hard

PAINS



- Budget problems
- Having to wait for the commission to be completed
- Possible design flaws or issues with the final product
- Difficult decisions possibly having to be made



ENGAGEMENT/CUSTOM DESIGN SHOPPER EMPATHY MAP

SAY + DO



- Conversations about their custom design
- "I'm looking to have ____ designed"
- "How much would this be?"
- "I think I want it this way"
- "I like this better"
- Give background story on the piece they want incorporated
- Talk about how much the design means to them
- Express their appreciation and support for Kristen
- Exclamatory statements about the final product
- Taking business card from Kristen

HEAR



- Questions from Kristen about what they want in their design
- "What type of metal?"
- "What color jewels?"
- "What is your budget?"
- "What does this mean to you?"
- Compliments on their completed piece
- Conversations between Kristen and her employees and other customers

GAINS



- A beautiful custom piece made and designed by Kristen
- Something new that will get use from something old that potentially didn't get use
- A lifelong memory and experience
- The exposure the Kristen and her brand
- The satisfaction of supporting a small local business

 HAPPY/POSITIVE

- ENTRY
- RETAIL FLOOR SPACE
- POINT OF SALE
- CONSULTATION ROOM
- RECEIVING/DELIVERY
- RESTROOMS
- LOUNGE
- EMPLOYEE LOUNGE

 STRESS

- POINT OF SALE AREA
- RETAIL FLOOR SPACE
- CONSULTATION ROOM
- STORAGE ROOM
- STUDIO/WORKSHOP

**EMPATHY MAP
PROGRAM INSIGHTS**

 PROFESSIONAL

- WINDOW DISPLAY
- RETAIL FLOOR SPACE
- POINT OF SALE
- CONSULTATION ROOM
- OFFICE
- STUDIO/WORKSHOP
- RESTROOMS

 CURIOSITY

- WINDOW DISPLAY
- RETAIL FLOOR SPACE
- LOUNGE
- CONSULTATION ROOM
- RESTROOMS

INSIGHT

AWARENESS



CONSIDERATION



SERVICE



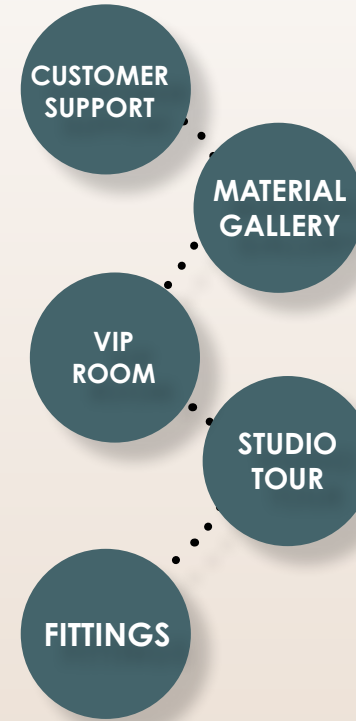
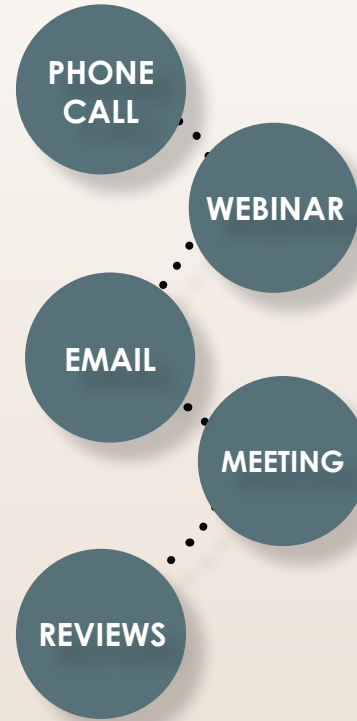
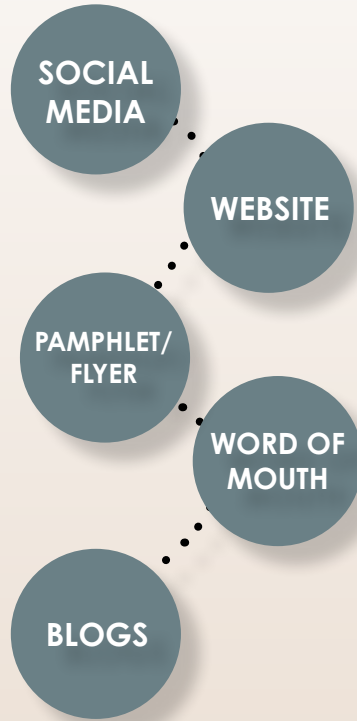
PURCHASE



REVISITATION



TOUCHPOINTS



GUEST EXPERIENCE

KRISTEN: handing out business cards, putting up promotion posters, offering special sales, launching website, hiring staff

RESORT SHOPPER: seeing others walk in, looking at promotion posters

SELF PURCHASER: going through social media, website, and reviews

ENGAGEMENT/CUSTOM DESIGN SHOPPER: reading blogs, walking by and seeing window displays

KRISTEN: handling client consultations and picking up commissions through phone calls, Zoom, and emails

RESORT SHOPPER: thinking about purchasing a gift for someone or as a souvenir, asking if she has certain product

SELF PURCHASER: asking how much it is or how to take care of it

ENGAGEMENT/CUSTOM DESIGN SHOPPER: asking if design is doable for Kristen, explaining the meaning over the design, asking about prices for custom pieces

KRISTEN: letting customers pick out materials, giving BTS studio tours, helping customers select jewelry

RESORT SHOPPER: asking if the store has something specific, trying on products

SELF PURCHASER: meeting Kristen in VIP room, asking to see studio tour/material selections

ENGAGEMENT/CUSTOM DESIGN SHOPPER: showing Kristen what they want/like in the VIP room, asking for BTS studio tour, asking for material rundown or fittings

KRISTEN: packaging, shipping, writing care card notes, thanking customers

RESORT SHOPPER: able to own local Savannah brand and show friends/family back home, appreciating box

SELF PURCHASER: asking Kristen how to take care of product, thanking Kristen, proudly wearing product

ENGAGEMENT/CUSTOM DESIGN SHOPPER: feeling delighted and thanking Kristen for the custom design, asking how she did it, appreciating unboxing

KRISTEN: asking customers for testimonials and website reviews, doing press shows and photoshoots

RESORT SHOPPER: sharing on social media about purchase and exposing brand from long distance, recommending other tourists to go

SELF PURCHASER: self advertising and exposing brand through social media, coming back as loyal customer

ENGAGEMENT/CUSTOM DESIGN SHOPPER: taking photos of final product or with Kristen, tagging Kristen in social media

HIGHLIGHTS

- Seeing window displays
- Following environmental graphics (wayfinding, folding signs, promotion poster)

- Meeting Kristen in VIP room for private meetings

- Trying on products inside the store
- Seeing something they like in built-in displays

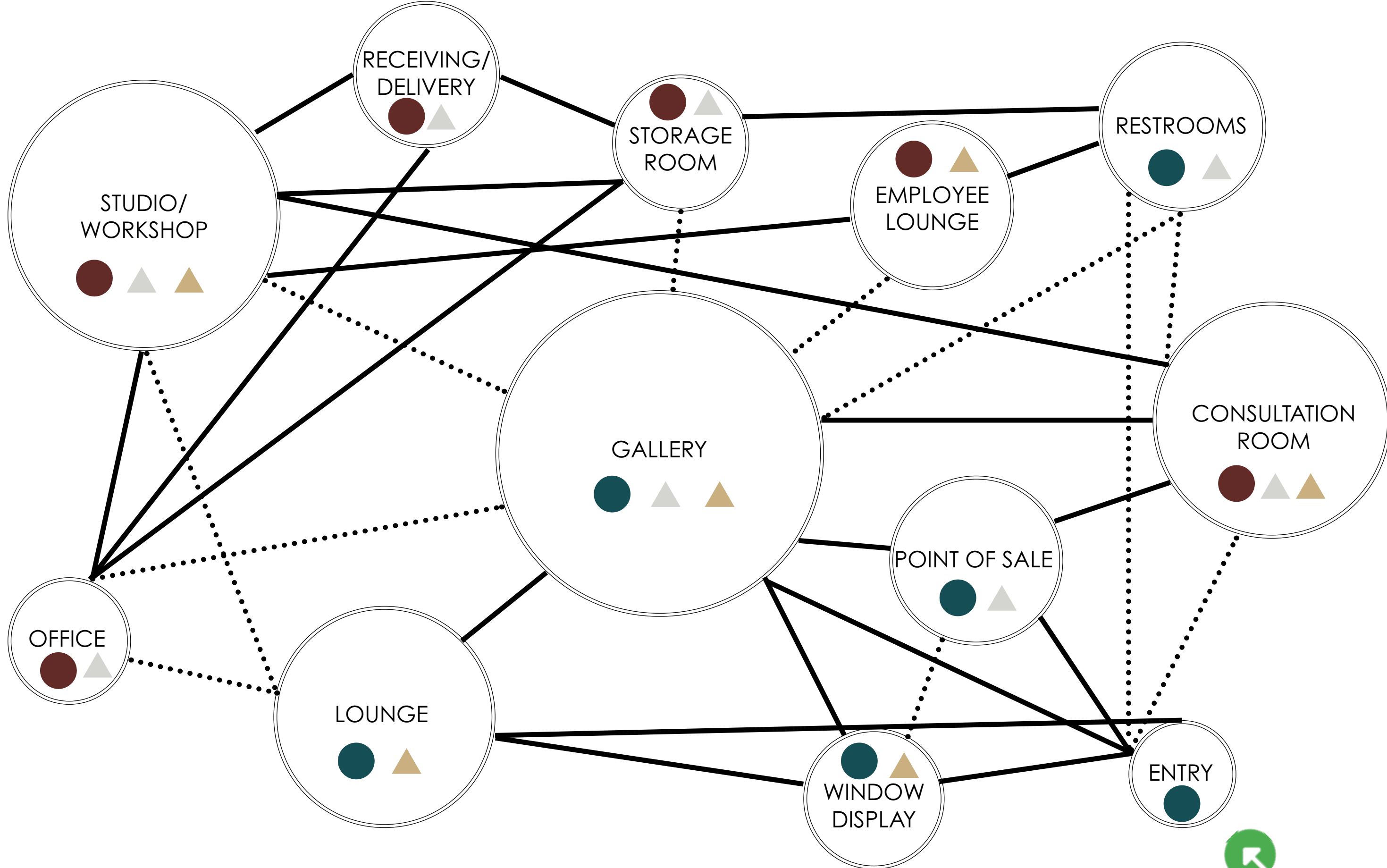
- Unboxing/product reveal at a built-in lounge

- Taking a photo next to a built-in or jewelry display



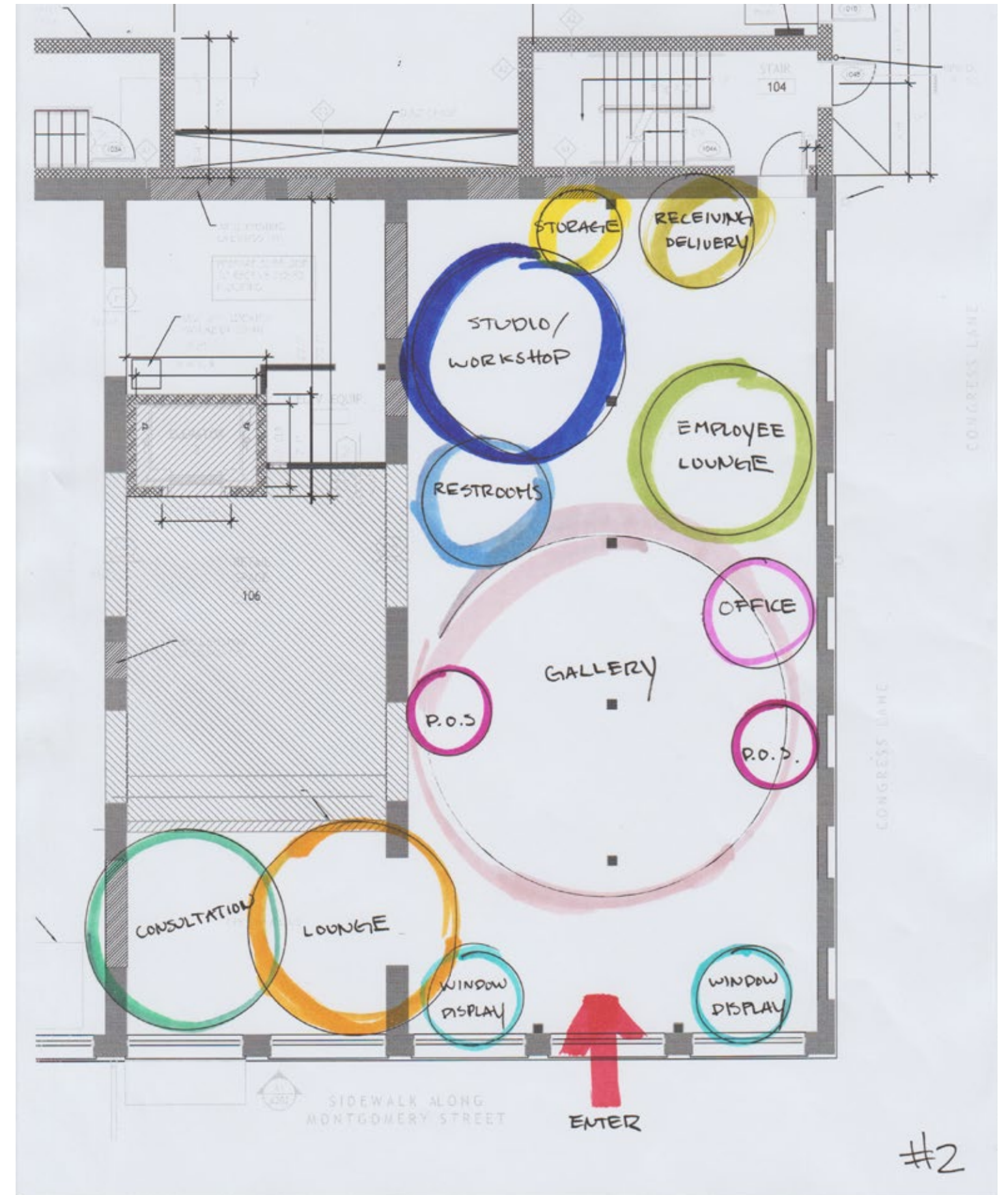
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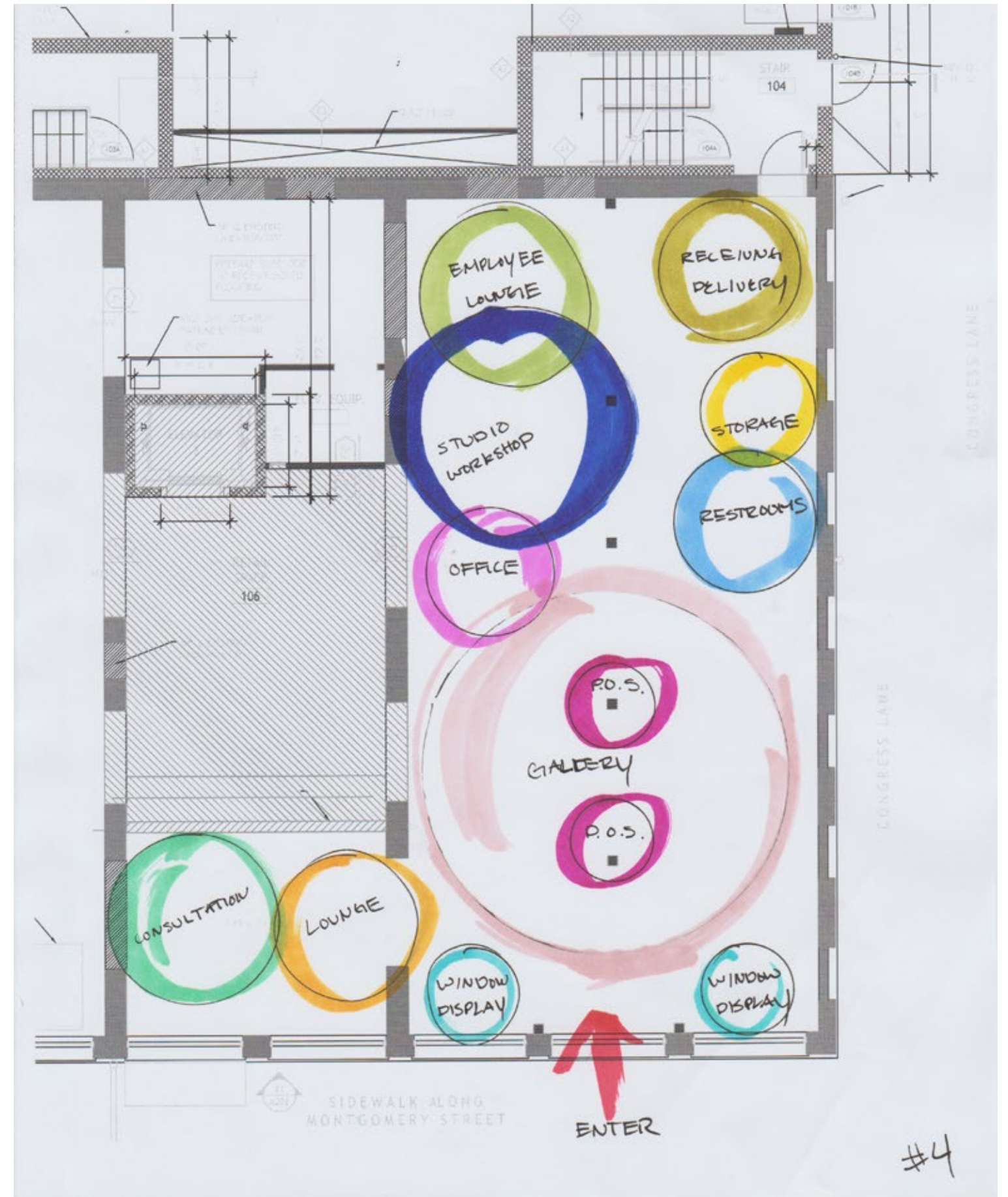
SCHEMATIC
DESIGN PROCESS

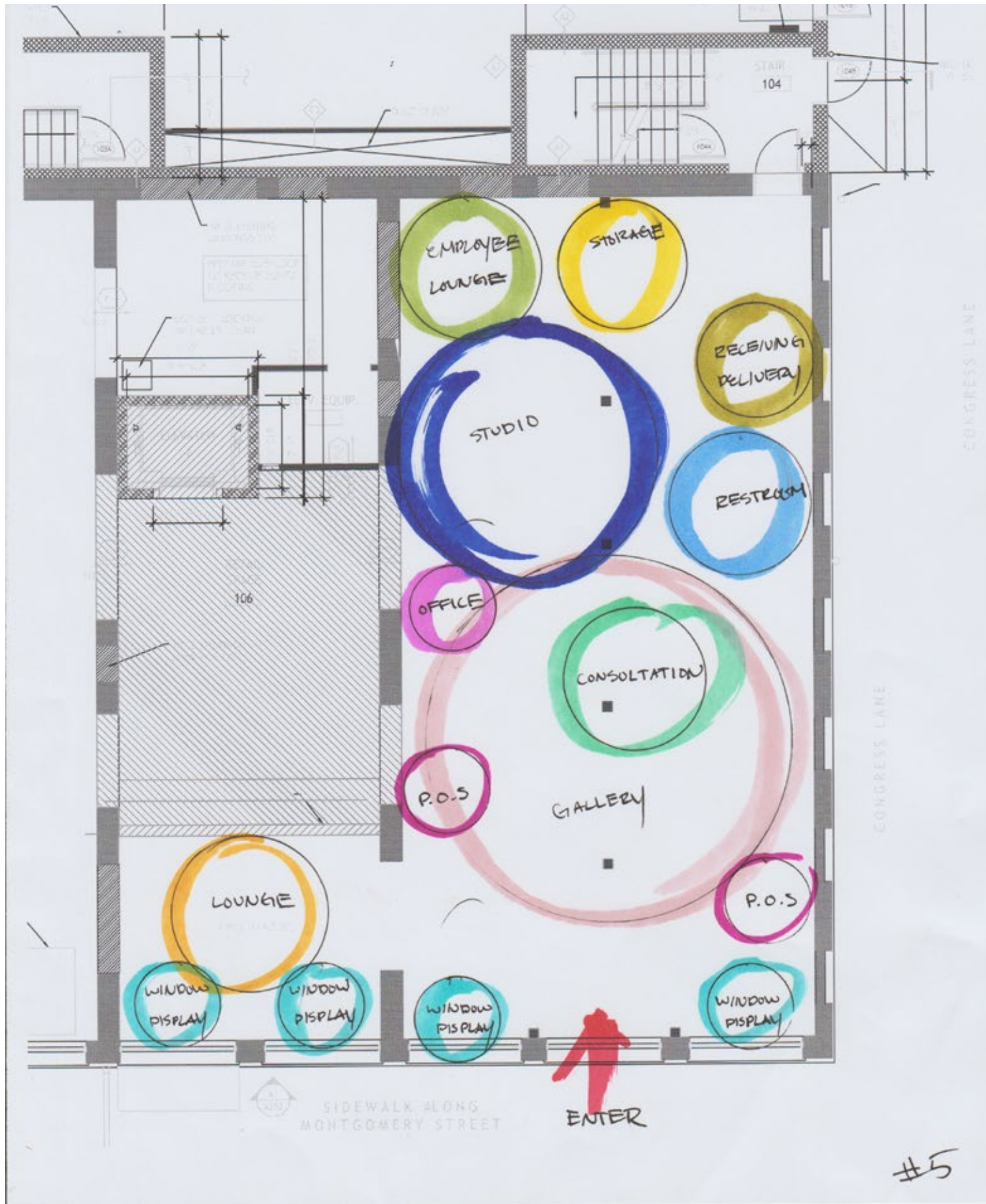


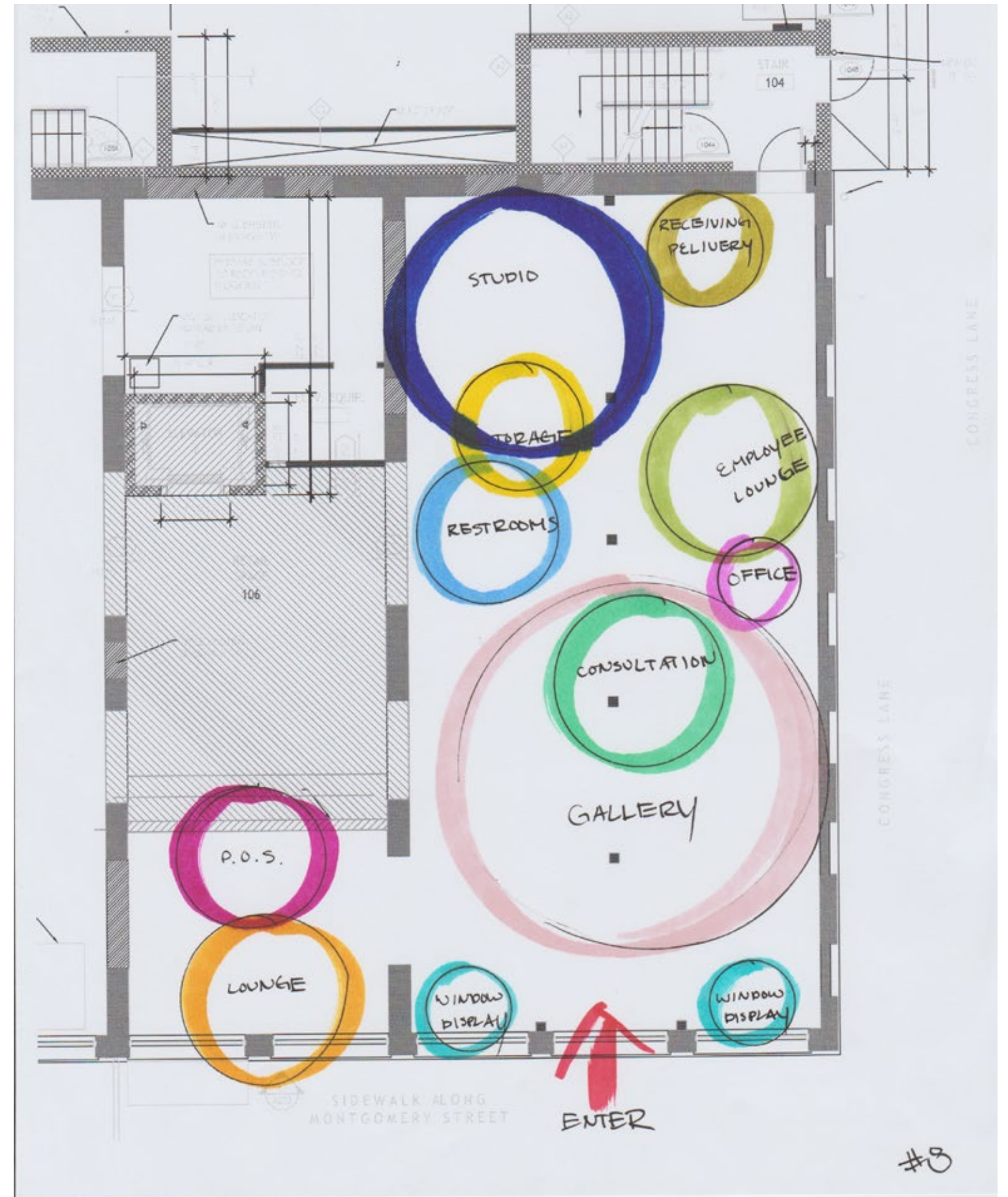
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 ● PUBLIC ● PRIVATE
 ▲ ACCESS TO DAYLIGHT ▲ NEEDS ARTIFICIAL LIGHT

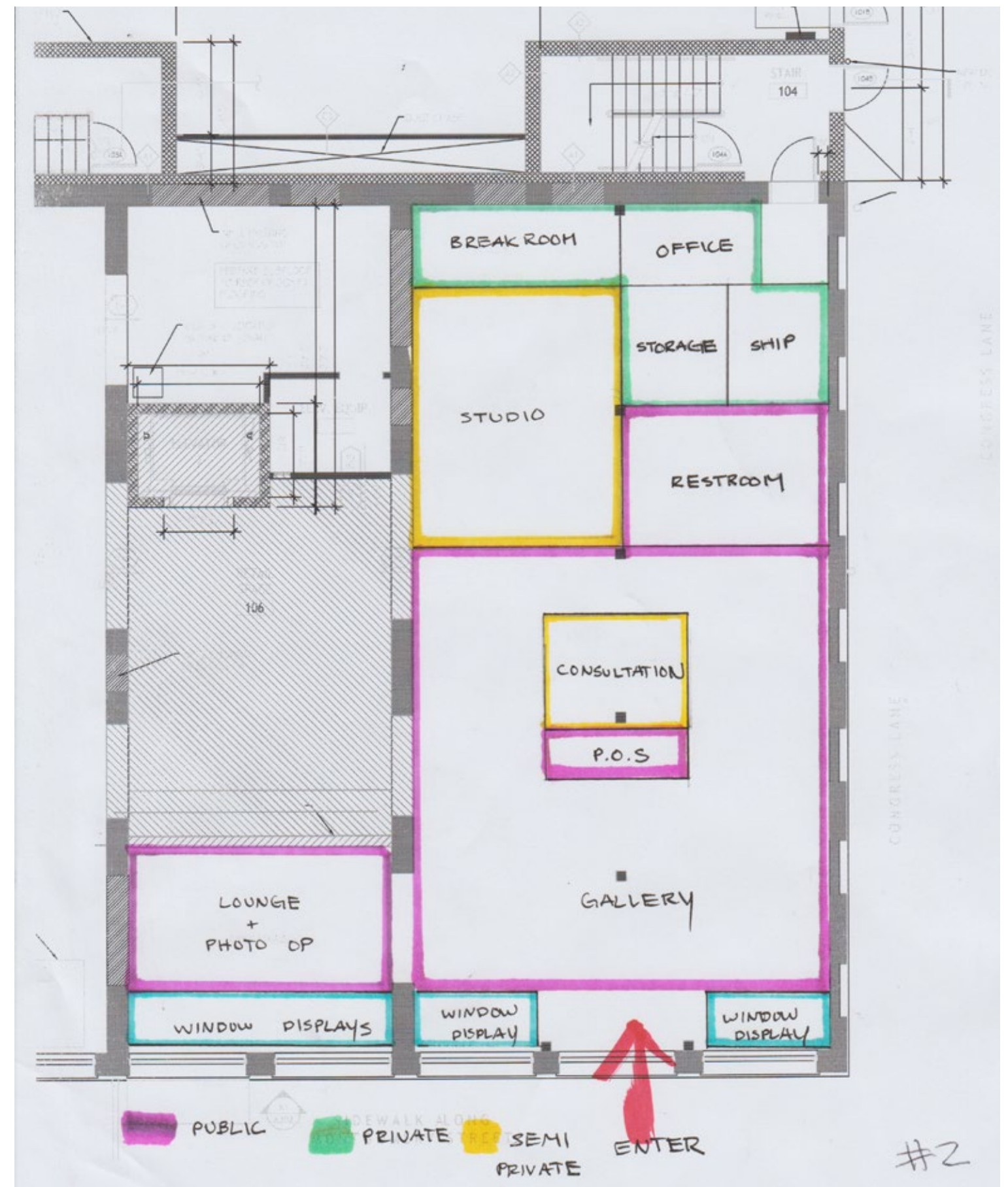
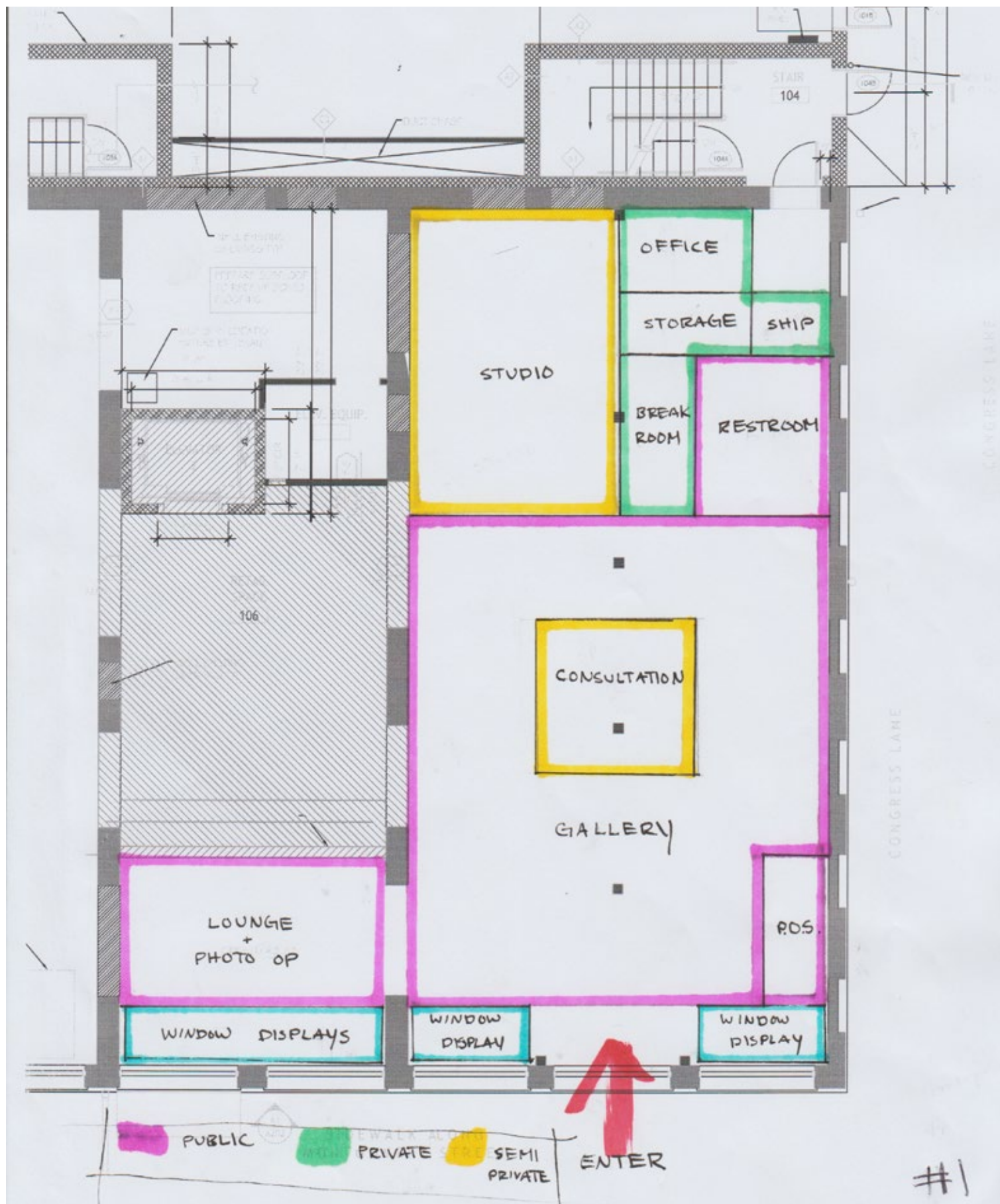




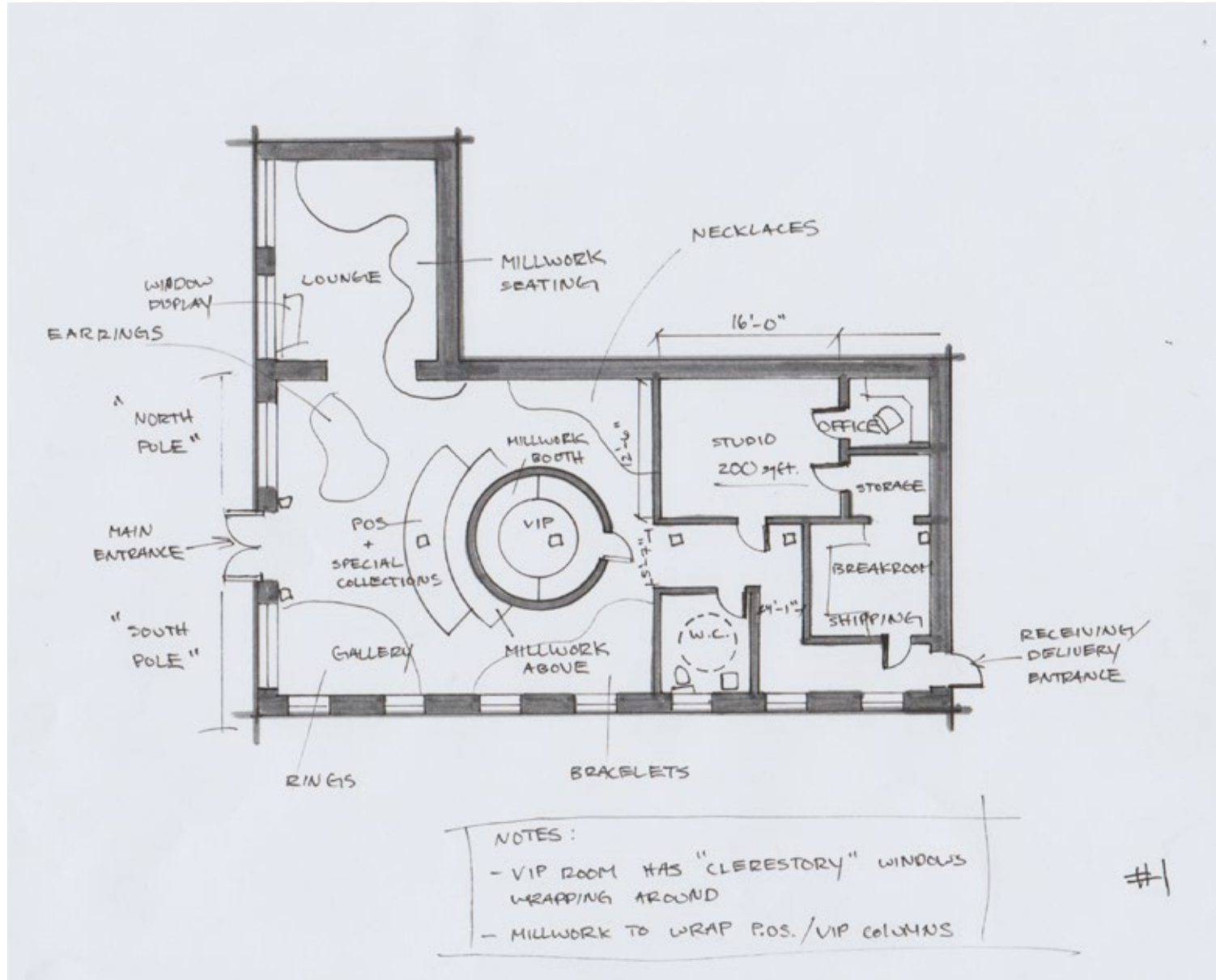




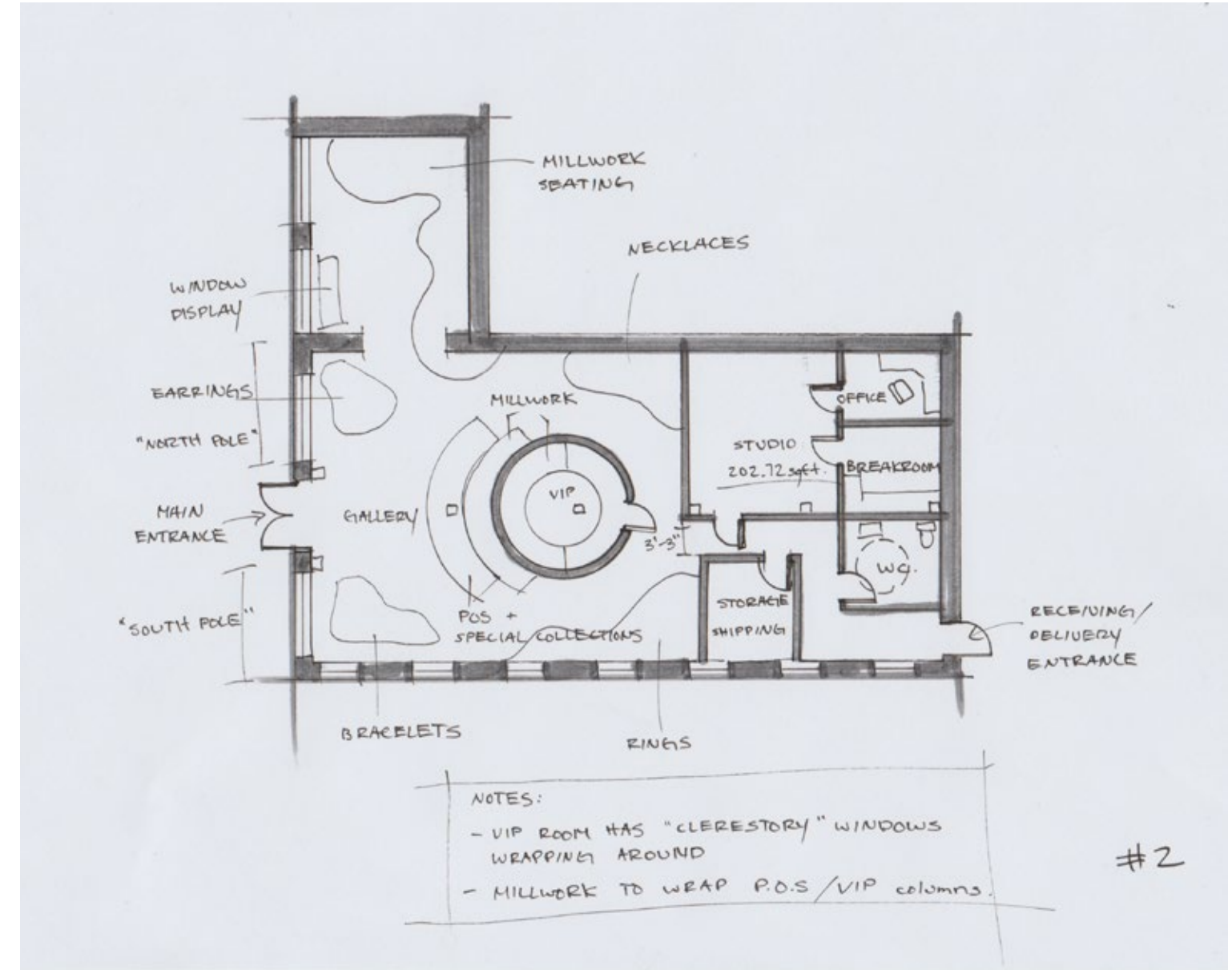




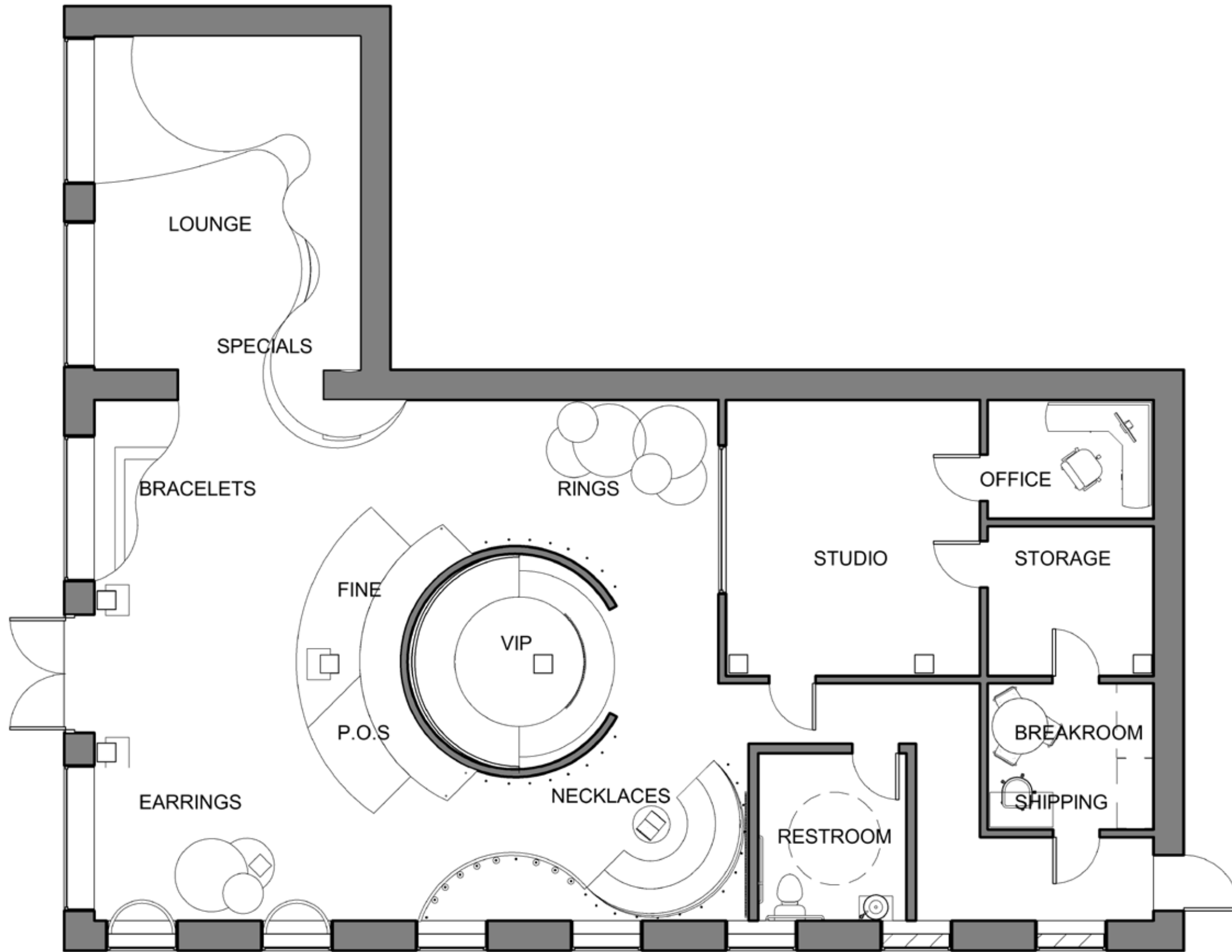
OPTION 1



OPTION 2

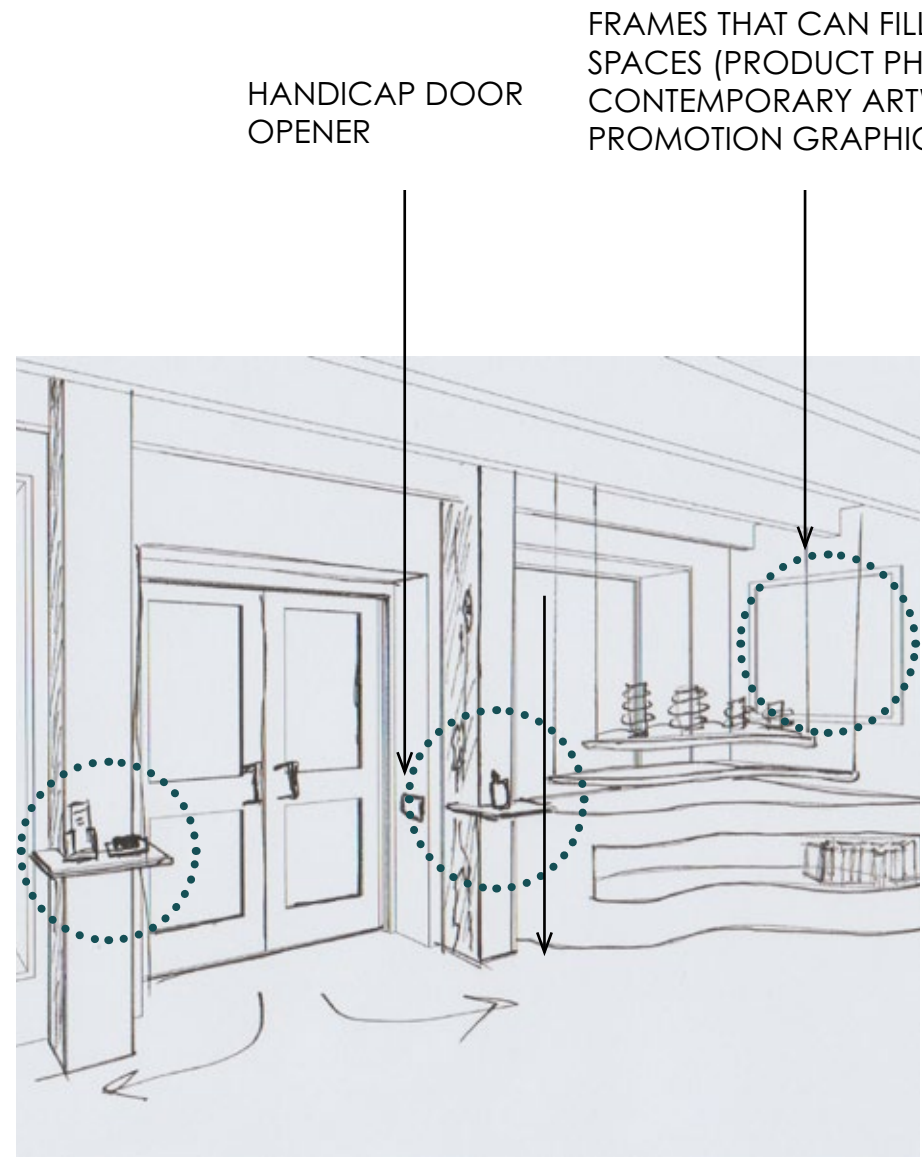


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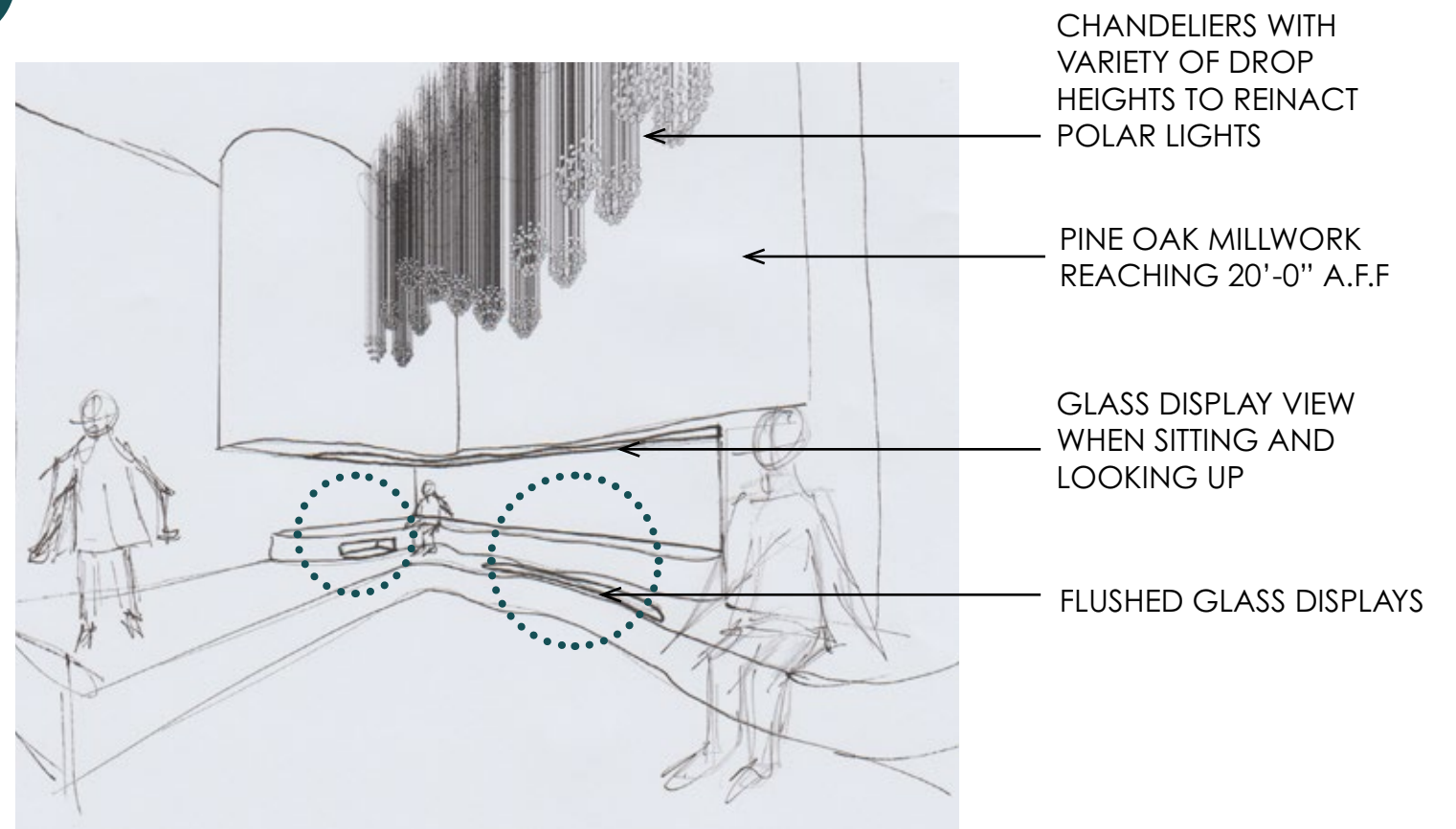
1



BUILT-IN SHELVES ON EXISTING COLUMNS

- HAND SANITIZER UPON ENTRY
- BUSINESS CARD HOLDER PLACEMENT
- PAMPHLET HOLDER
- SHELVES TO BE MADE OUT OF ANTIBACTERIAL MATERIAL SUCH AS BAMBOO, OAK, AND CORK

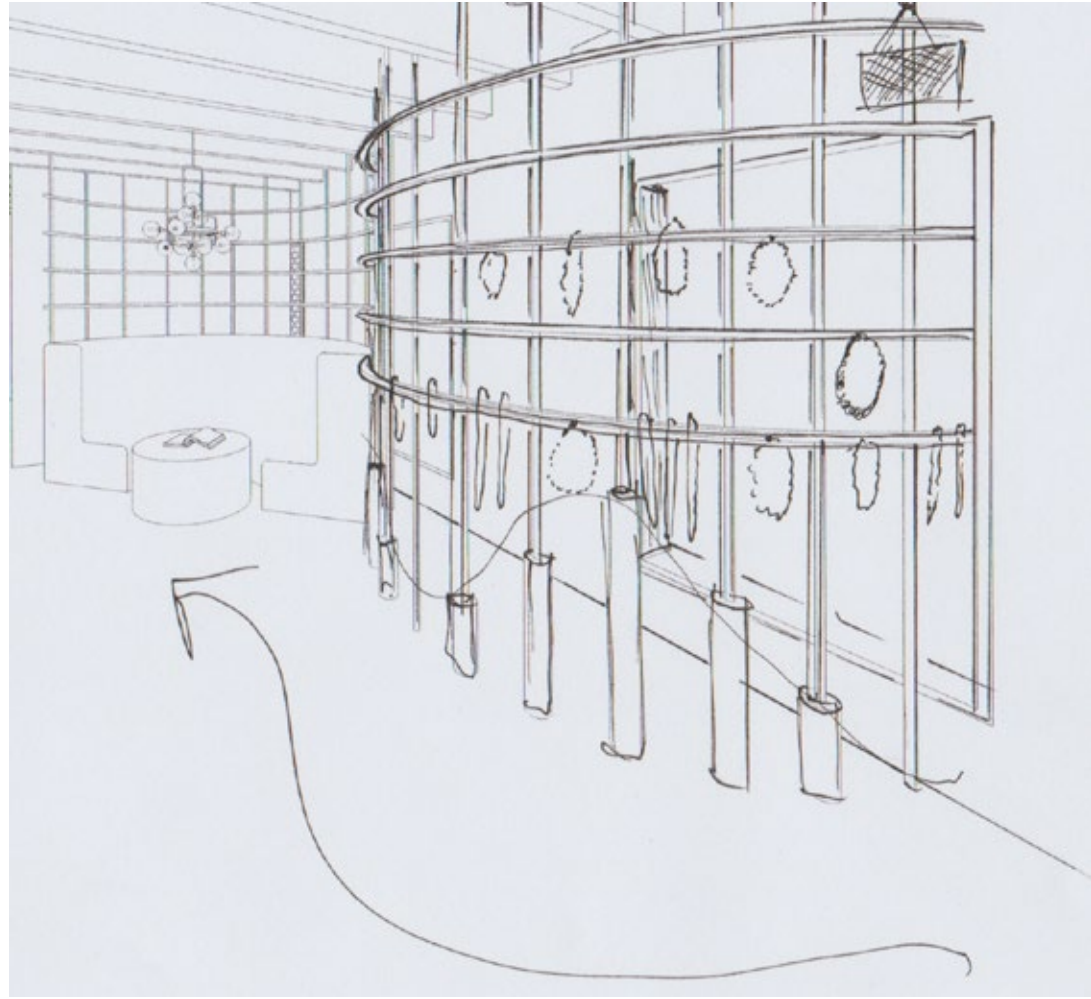
2



BUILT-IN LOUNGE

- PHOTO OPS/INSTA BACKDROP
- WAITING/REST AREA FROM SHOPPING
- ART GALLERY AESTHETIC

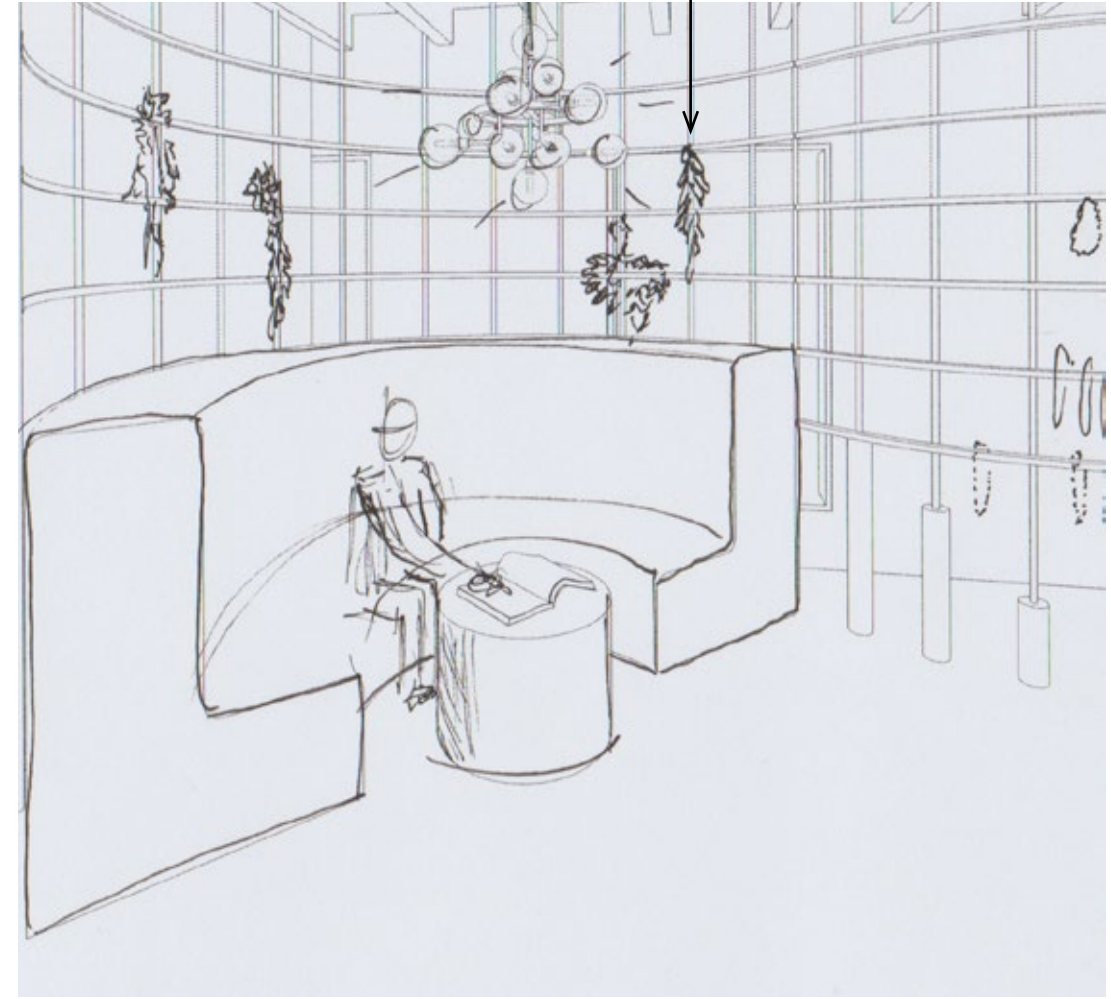
3



BUILT-IN NECKLACE DISPLAY

- GRID MADE OUT OF PINE MILLWORK
- NECKLACES TO BE HUNG AT VARIOUS HEIGHTS

4



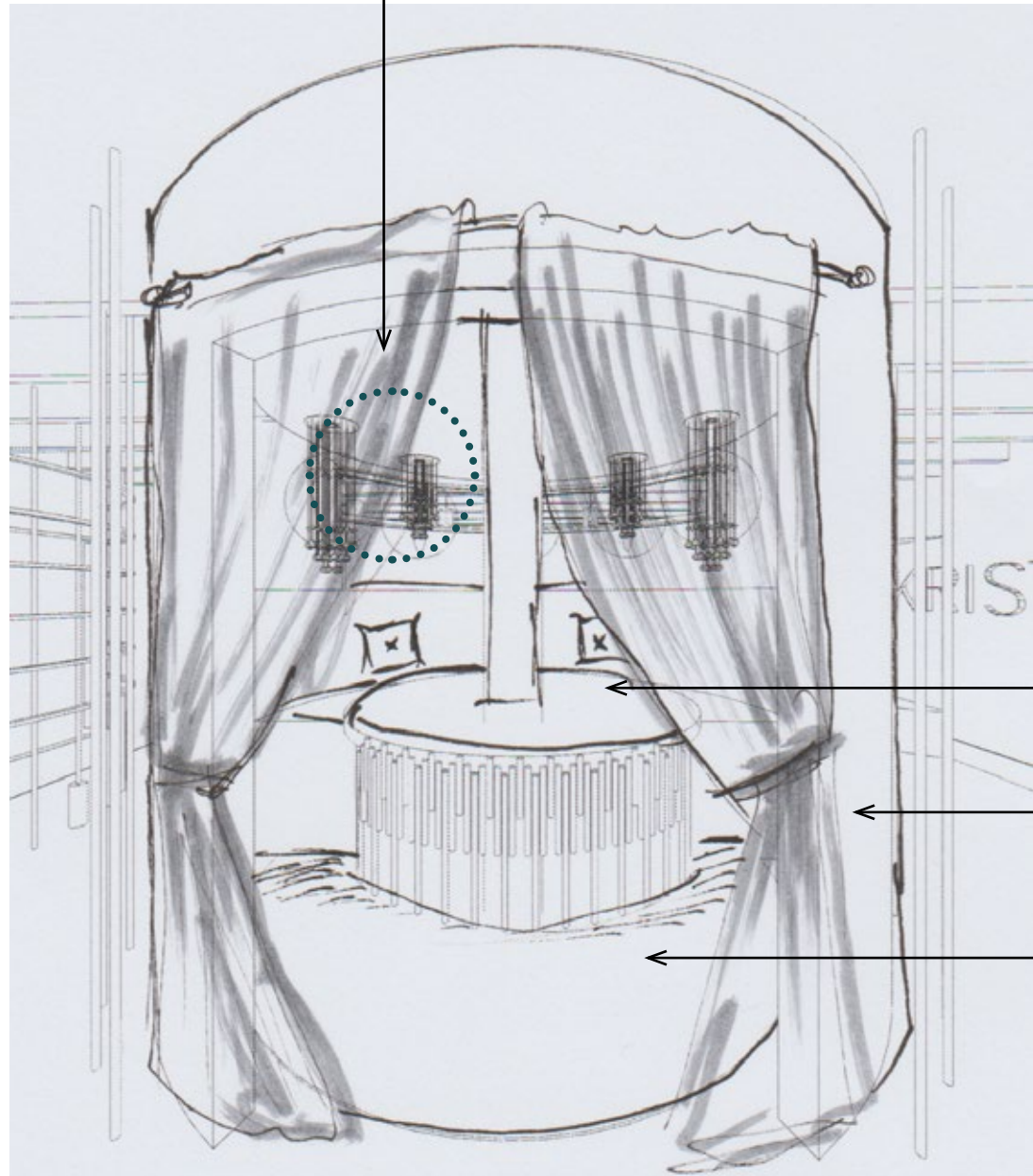
BIOPHILIA OPPORTUNITY

MULTIPURPOSE LOUNGE

- CUSTOMER SUPPORT BOOTH
- UNBOXING/PRODUCT REVEAL AREA
- FITTINGS/PRODUCT ENGAGEMENT
- CUSTOMER WAITING/REST AREA FROM SHOPPING

5

CLERESTORY WINDOWS



ROUND MILLWORK SURROUNDING EXISTING COLUMN

TERRAZZO WALL

ROUND RUG

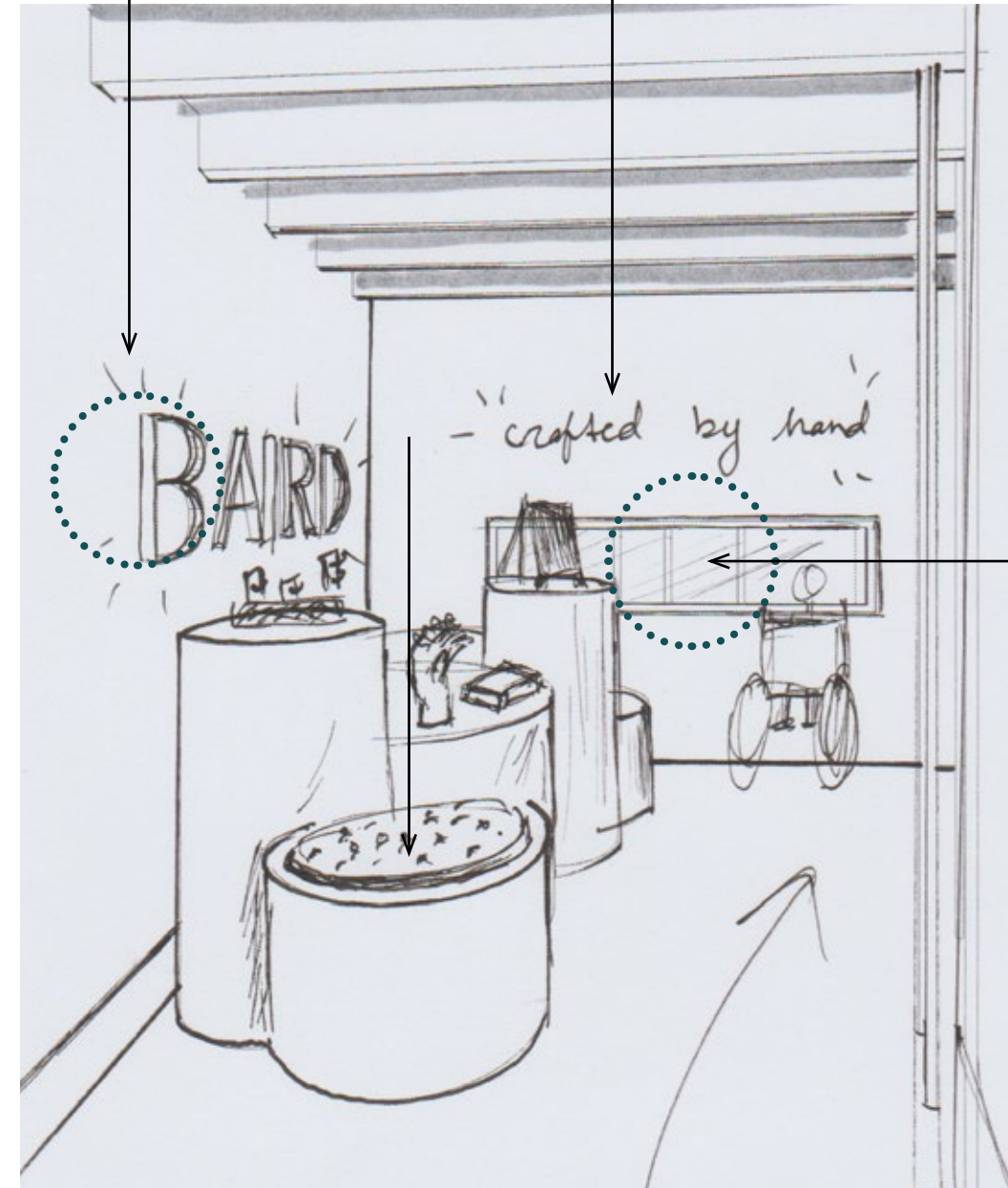
VIP ROOM

- CIRCULAR, CENTRAL ROOM FOR CONSULTATIONS & PRIVATE MEETINGS
- SOUNDPROOF CURTAINS
- ROUND BOOTH MILLWORK

6

LED ILLUMINATED BRANDING SIGNAGE

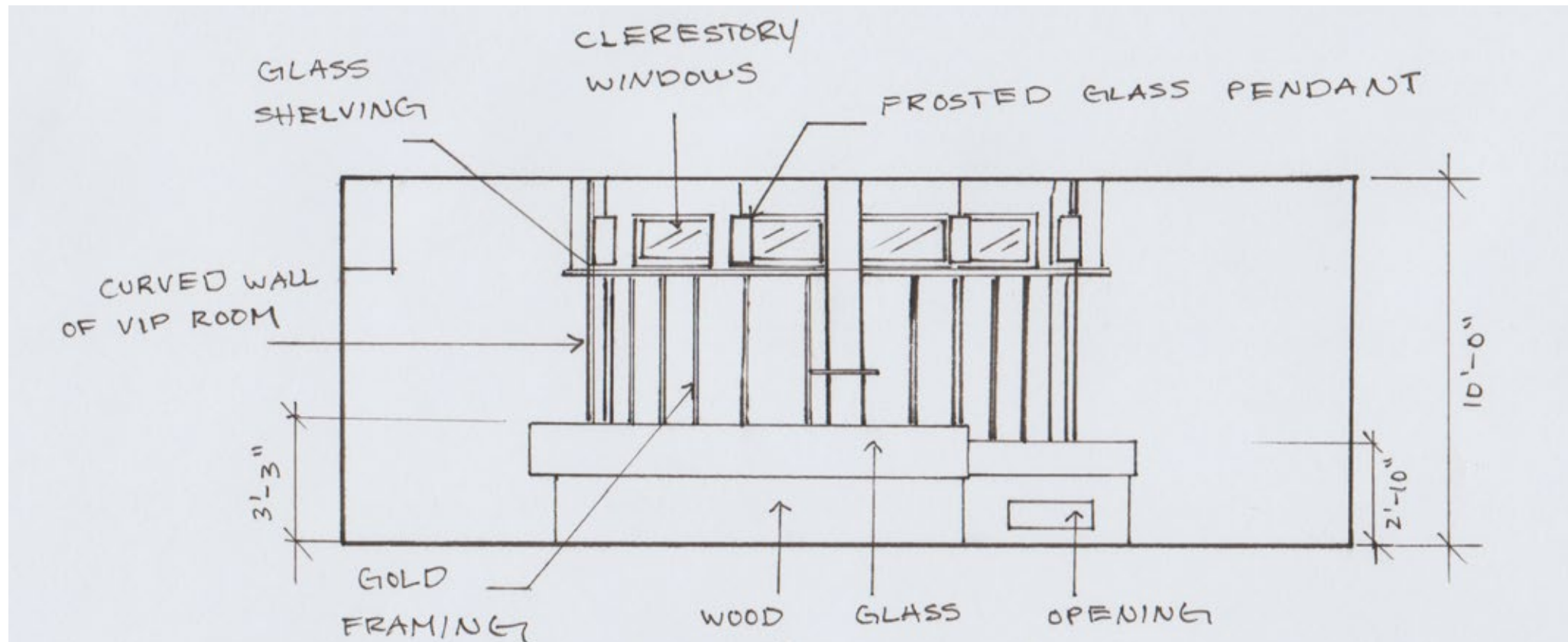
LED NEON SIGN



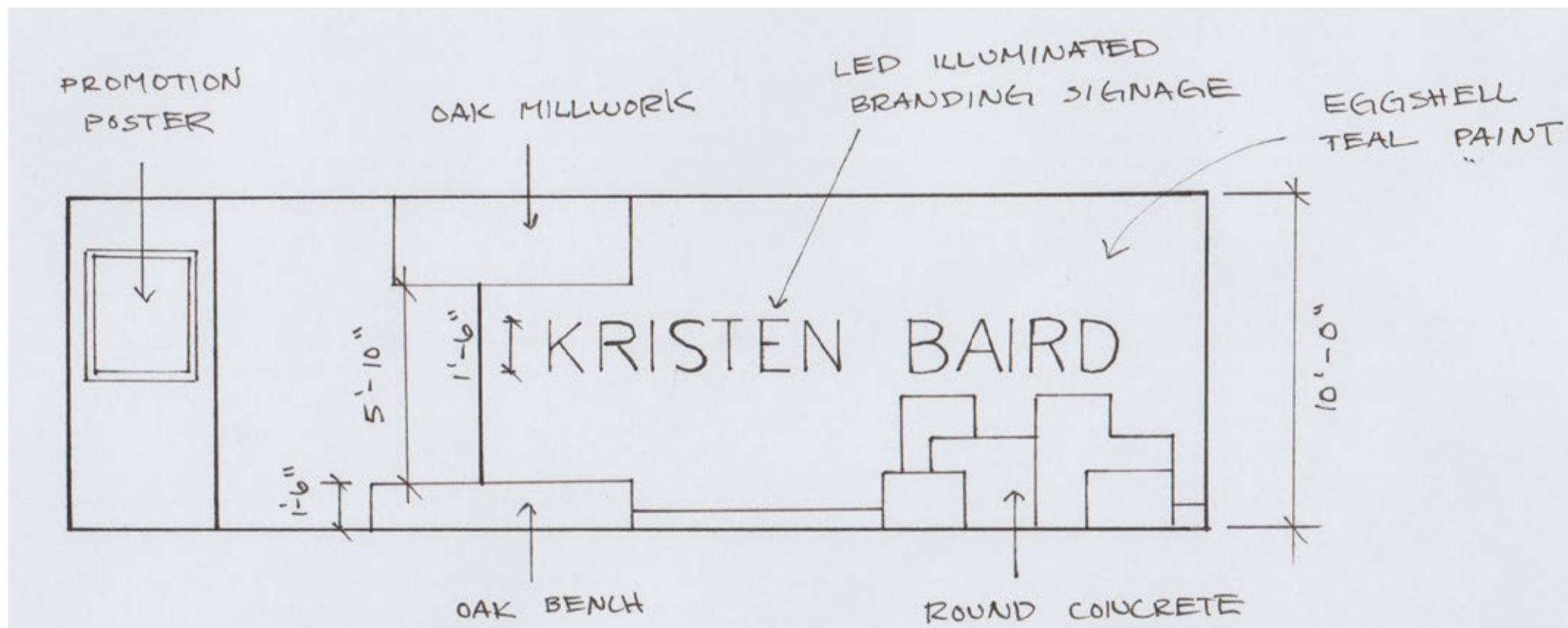
SNEAK PREVIEW WINDOW INTO STUDIO

CUSTOM DISPLAY SURFACES

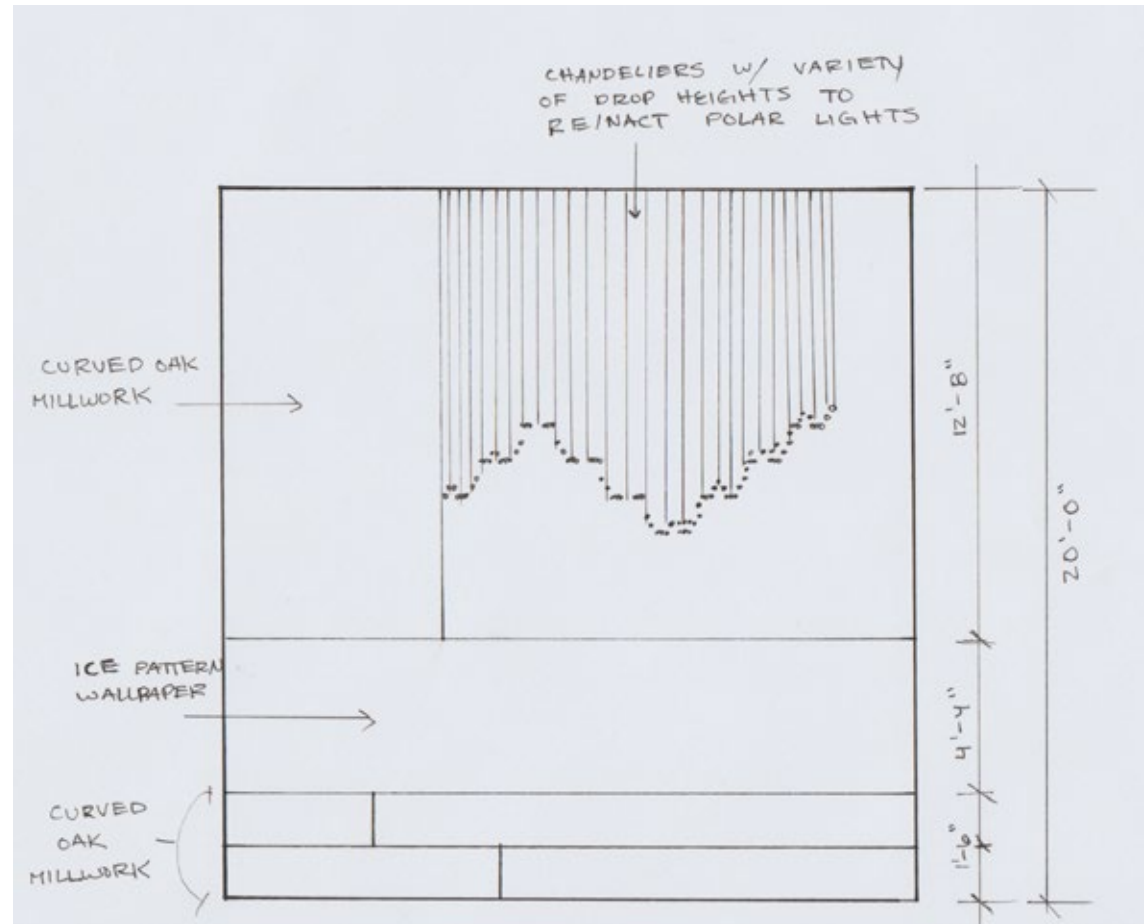
- ELEMENTAL FORMS
- VARIOUS HEIGHTS INCLUDING ADA ACCESSIBLE



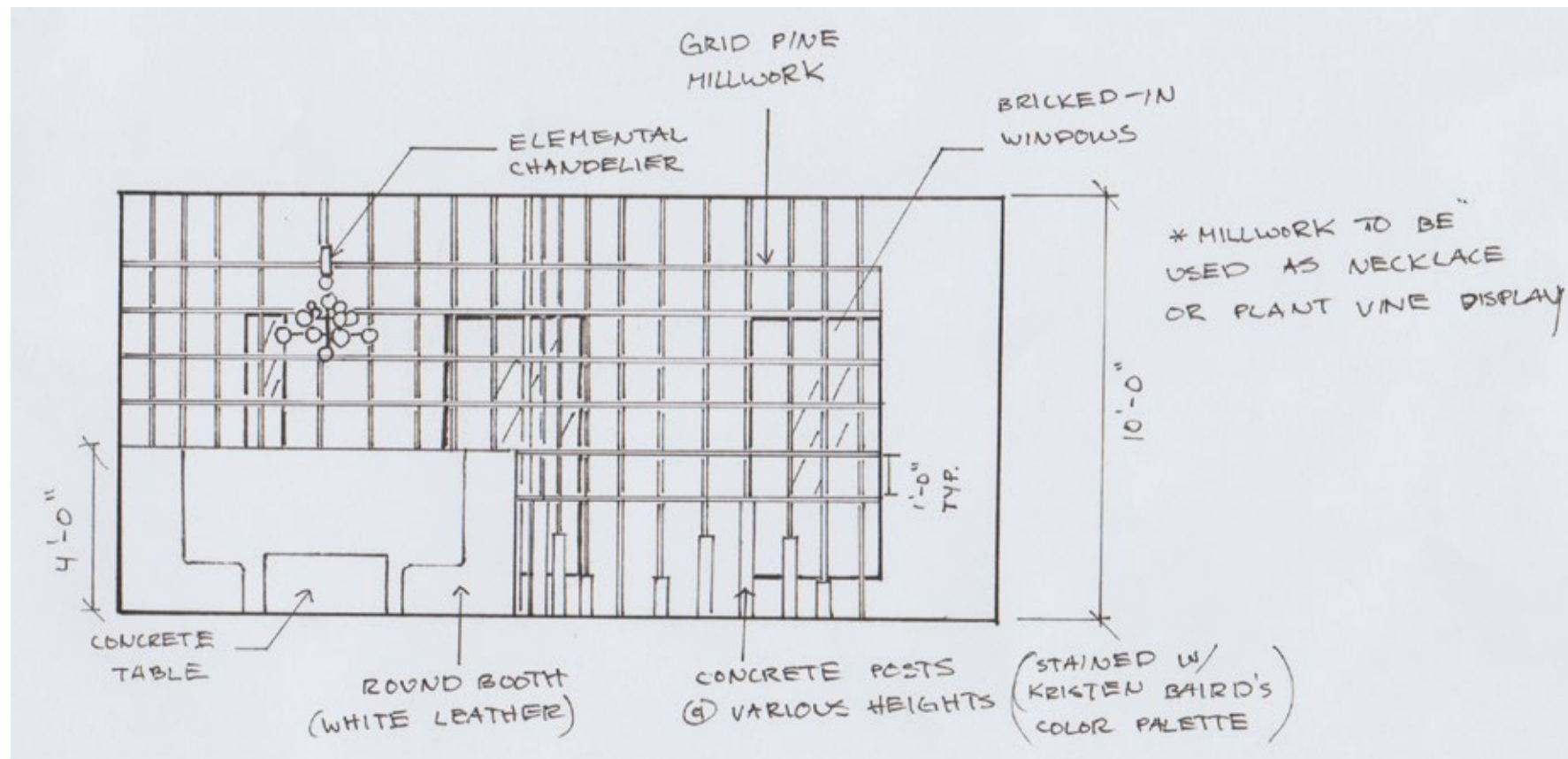
FINE COLLECTIONS/POS ELEVATION



BRANDING WALL ELEVATION

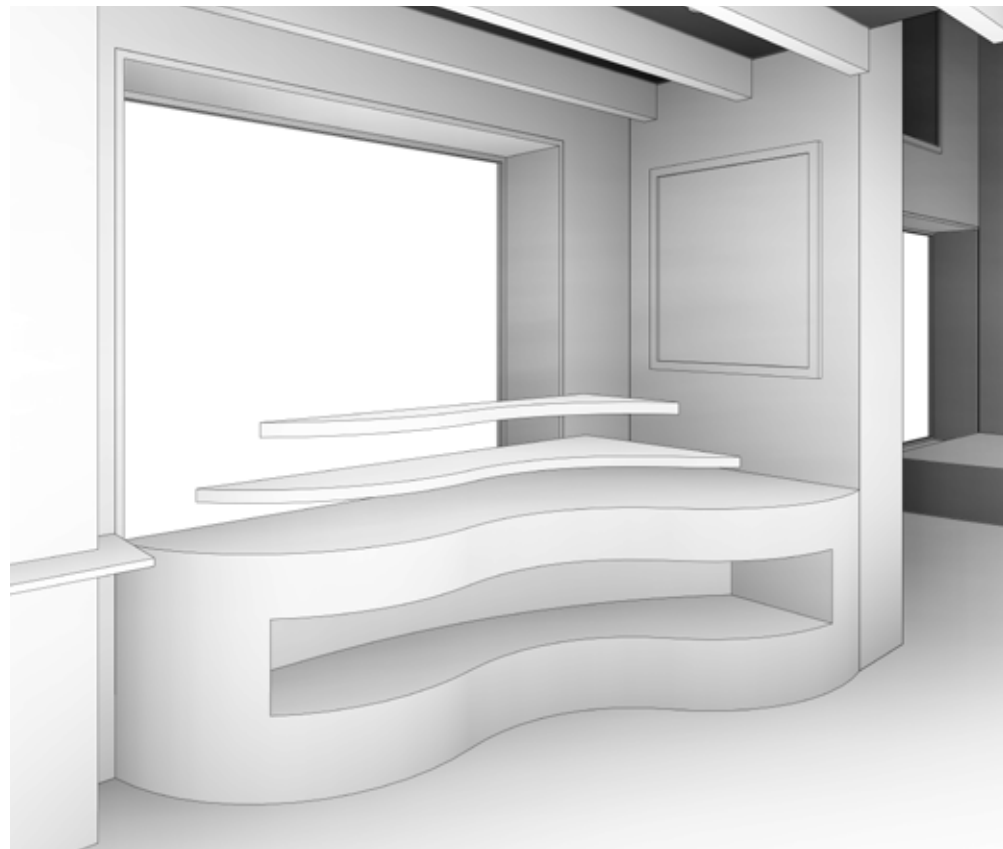


DOUBLE HEIGHT AREA (LOUNGE) ELEVATION



BOOTH/NECKLACE DISPLAY ELEVATION

NORTH POLE

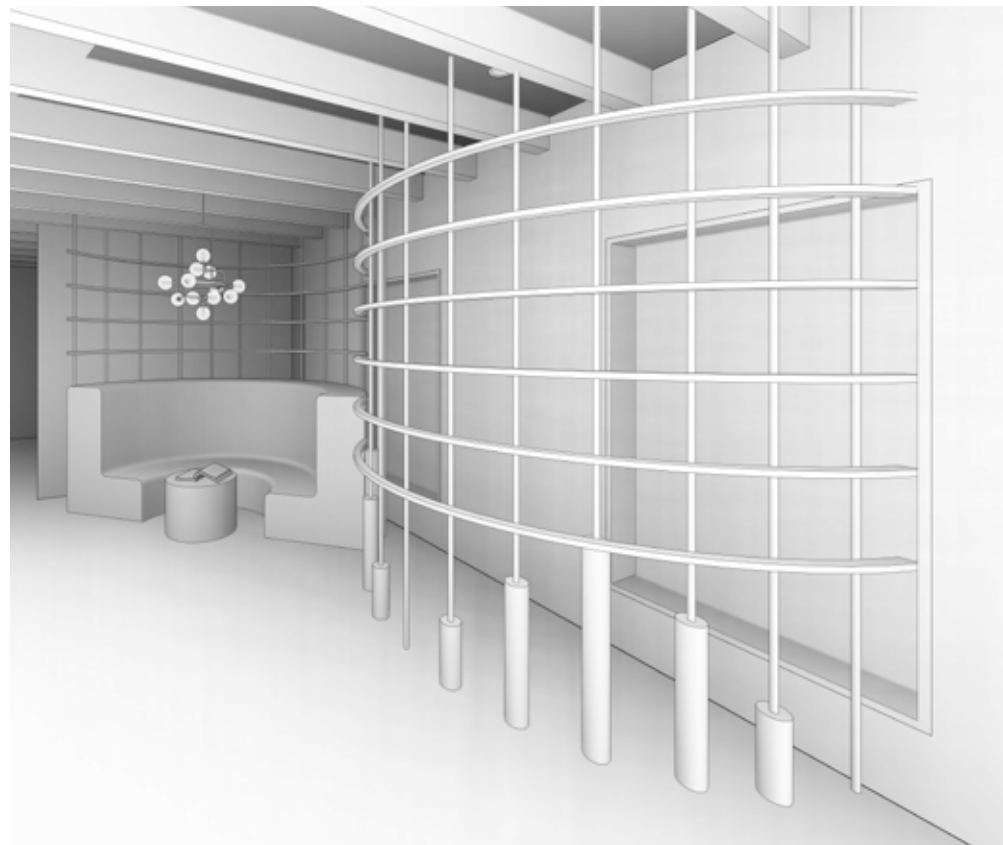


BRACELETS



RINGS

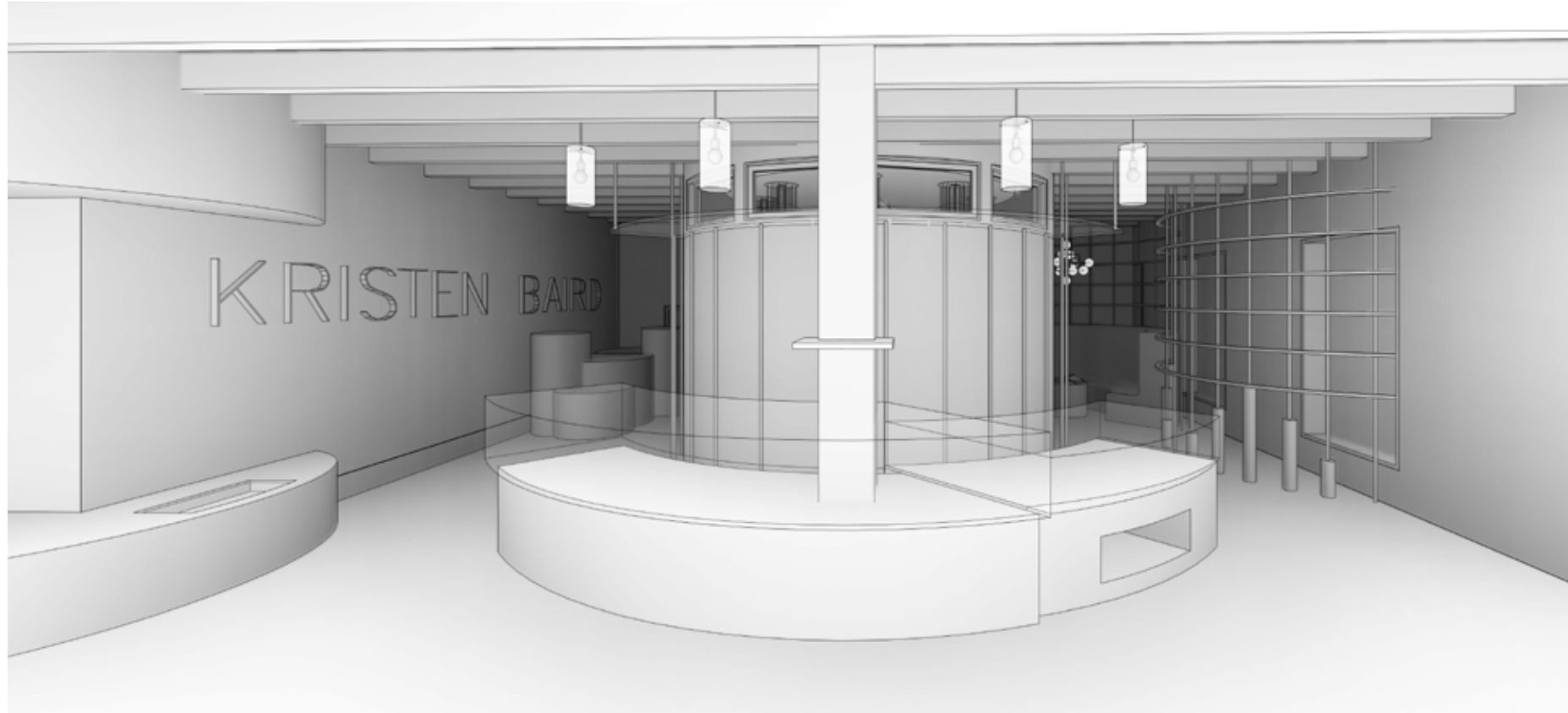
SOUTH POLE



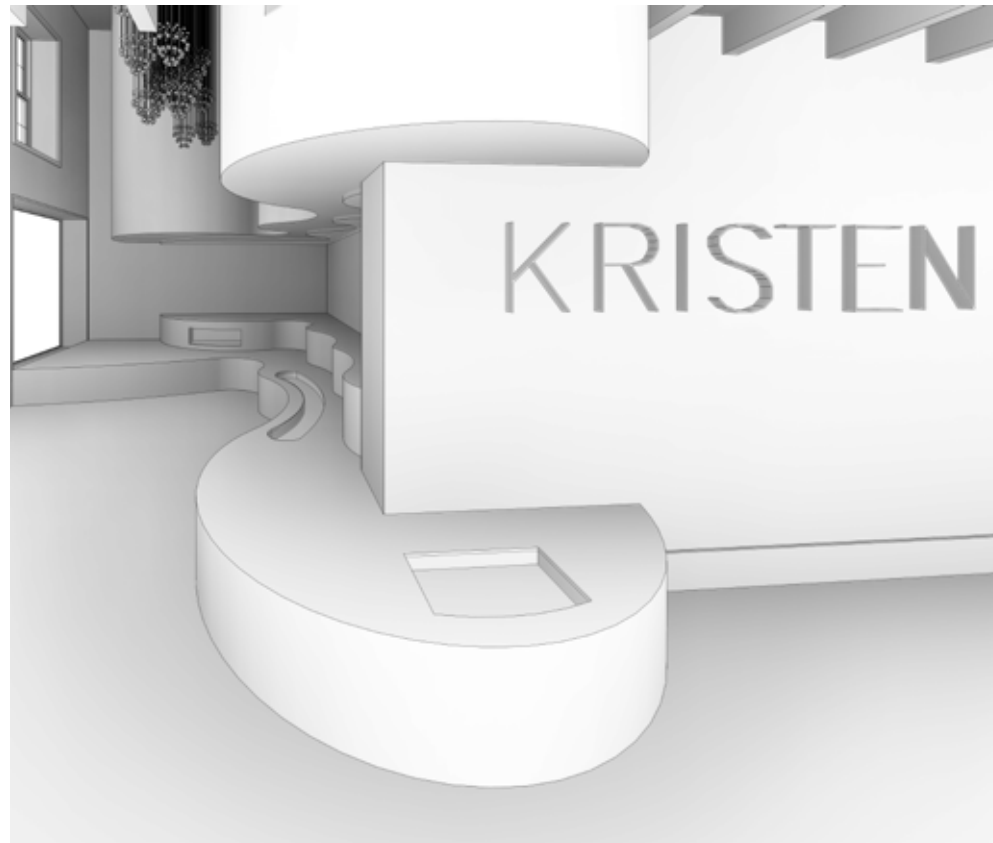
NECKLACES



EARRINGS



FINE JEWELRY



SPECIAL COLLECTIONS

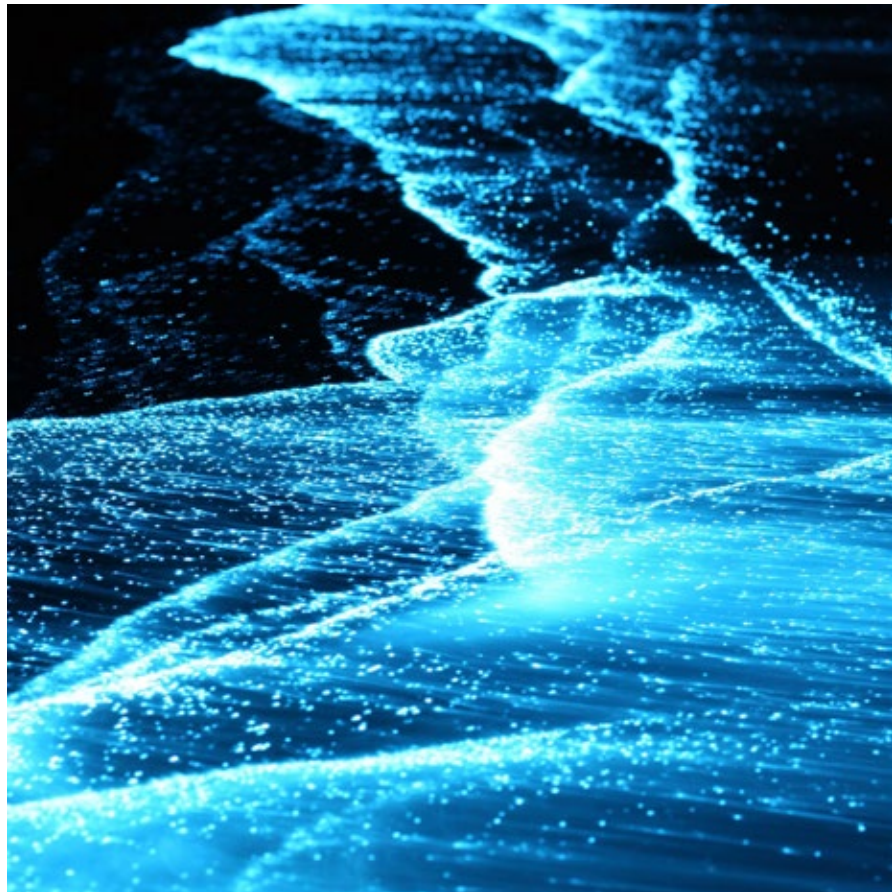


PHASE III

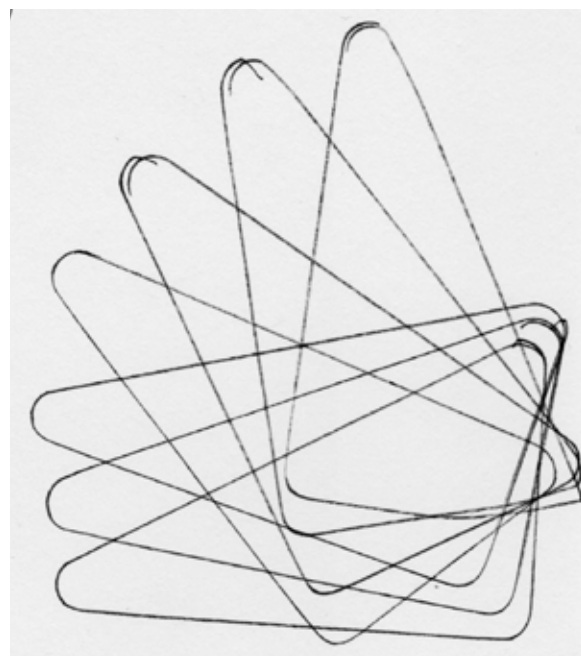
DESIGN DEVELOPMENT

follow the aurora

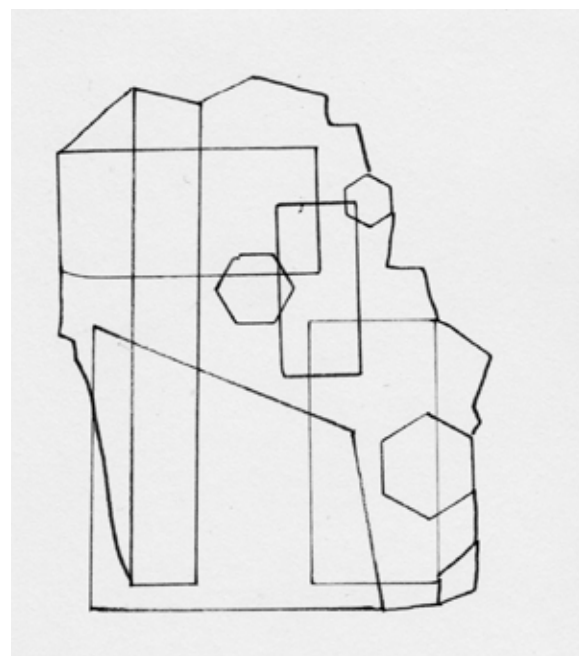
After a long journey through the polar region, it only feels serene to finally view what you've imagined, yet it's even more beautiful in person. The aurora borealis is one of those things where if you yearn for it enough, the reward is cherishing. Much like owning a piece of jewelry, it fills your soul with awestruck wonder. The luminosity of the polar lights shine like jewels, where it leaves you feeling grateful to see such preciousness before you. Follow the aurora because it will feed your soul something to hold onto forever. Let the flow of the forms and elemental textures of the arctic pole empower you and take your breath away.



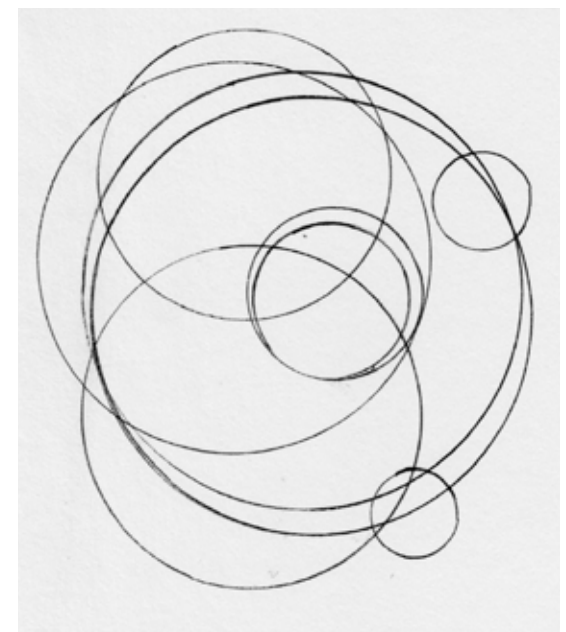
SERENE

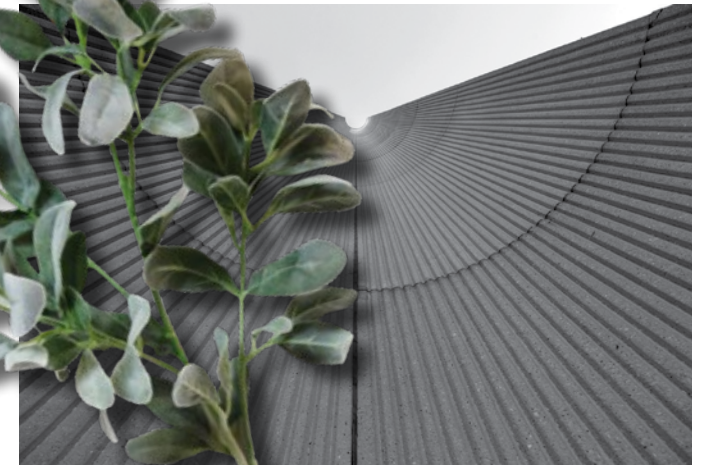
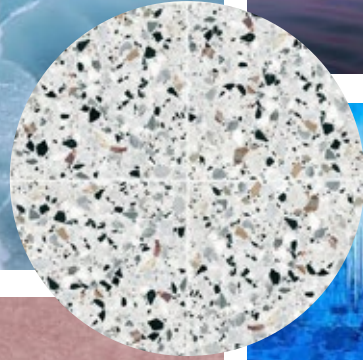
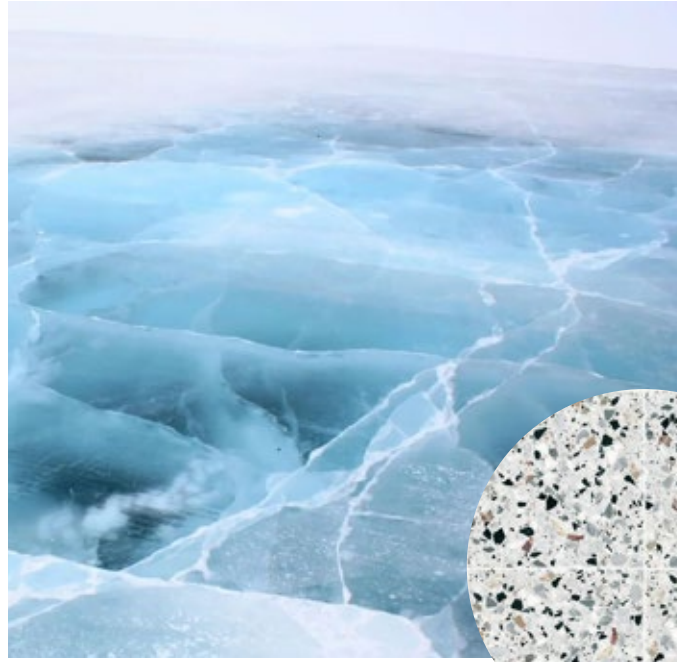


ARCTIC



ELEMENTAL





PROGRAM

- 1. POINT OF SALE
- 2. FINE JEWELRY
- 3. VIP ROOM
- 4. BRACELETS
- 5. RINGS
- 6. NECKLACES
- 7. EARRINGS
- 8. LOUNGE
- 9. STUDIO
- 10. OFFICE/SAFE
- 11. STORAGE
- 12. BREAKROOM
- 13. SHIPPING
- 14. RESTROOM



While the front of house is mainly custom millwork, the back of house includes many furniture selections that are attractive but practical.

All chair selections are elemental in nature due to the non-traditional forms found in the sophisticated curves & connecting leg lines.

Work surfaces are representative of arctic shelters, where the metal frames complement the cabin-like wood.

Storage cabinets carry strong verticality and a sense of elegance, much like the aurora borealis.

*NOT TO SCALE



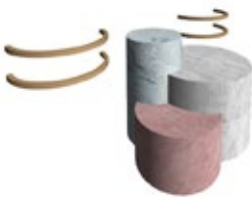
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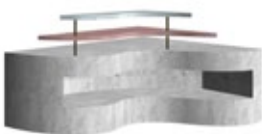
2



3



4



5



6



MILLWORK

- 1. RINGS
- 2. NECKLACES
- 3. EARRINGS
- 4. BRACELETS
- 5. POS/FINE JEWELRY
- 6. LOUNGE

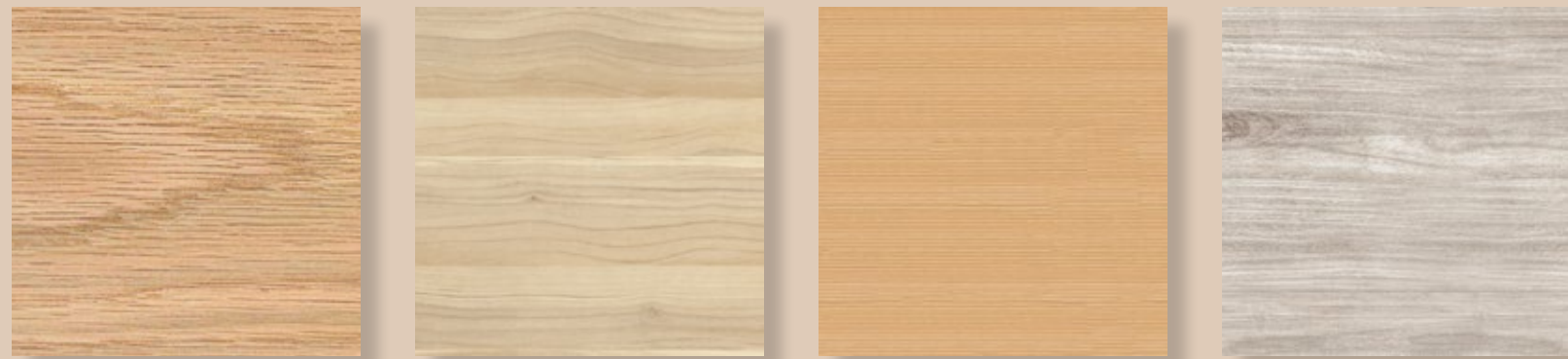
The millwork follows the concept by either being elemental in form, elevated at various heights to resemble the aurora borealis, made out of arctic cabin woods or icy textures, or curved to be perfectly serene.



*NOT TO SCALE

The materials consists of a serene relationship between an icy, cool appeal found by the blue terrazzo or concrete materials with hints of warmth by the tones of cabin pine, oak, bamboo, plush, and tufted leather.

WOODS



ACCENTS



KRISTEN BAIRD'S COLOR PALETTE



STAINED CONCRETE



UNIVERSAL DESIGN



Universal design is the design of buildings, products or environments to make them accessible to all people, regardless of age, disability or other factors. This project takes into account of universal design in a couple of ways:

- display cases are at various heights to make reach to all components comfortable for any seated or standing user
- studio worksurfaces are electronically powered to be sit/stand to provide choice in methods of use
- service counters include ADA accessible heights
- entrance includes a universally designed door handle for simple and intuitive use

THE 7 PRINCIPLES

EQUITABLE USE

FLEXIBILITY IN USE

SIMPLE & INTUITIVE USE

PERCEPTIBLE INFORMATION

TOLERANCE FOR ERROR

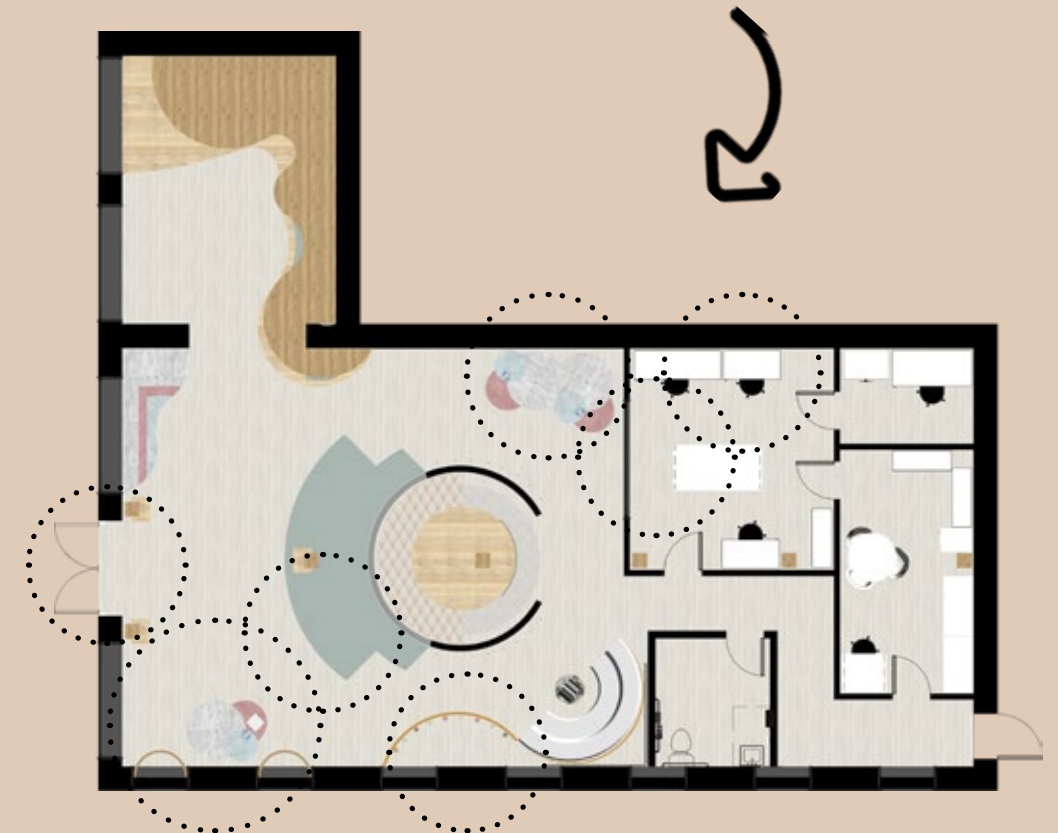
LOW PHYSICAL EFFORT

SIZE & SPACE FOR APPROACH & USE



WINDOW
30" A.F.F.
FOR ADA
ACCESSIBLE
VIEW HEIGHT

AREAS OF UNIVERSAL DESIGN



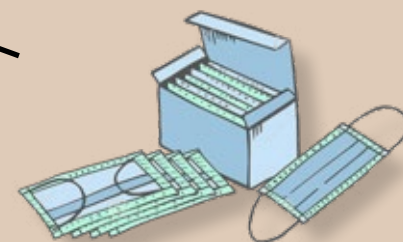
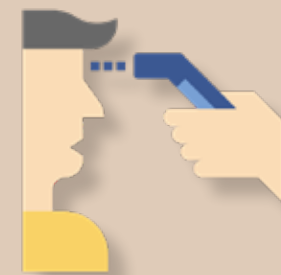
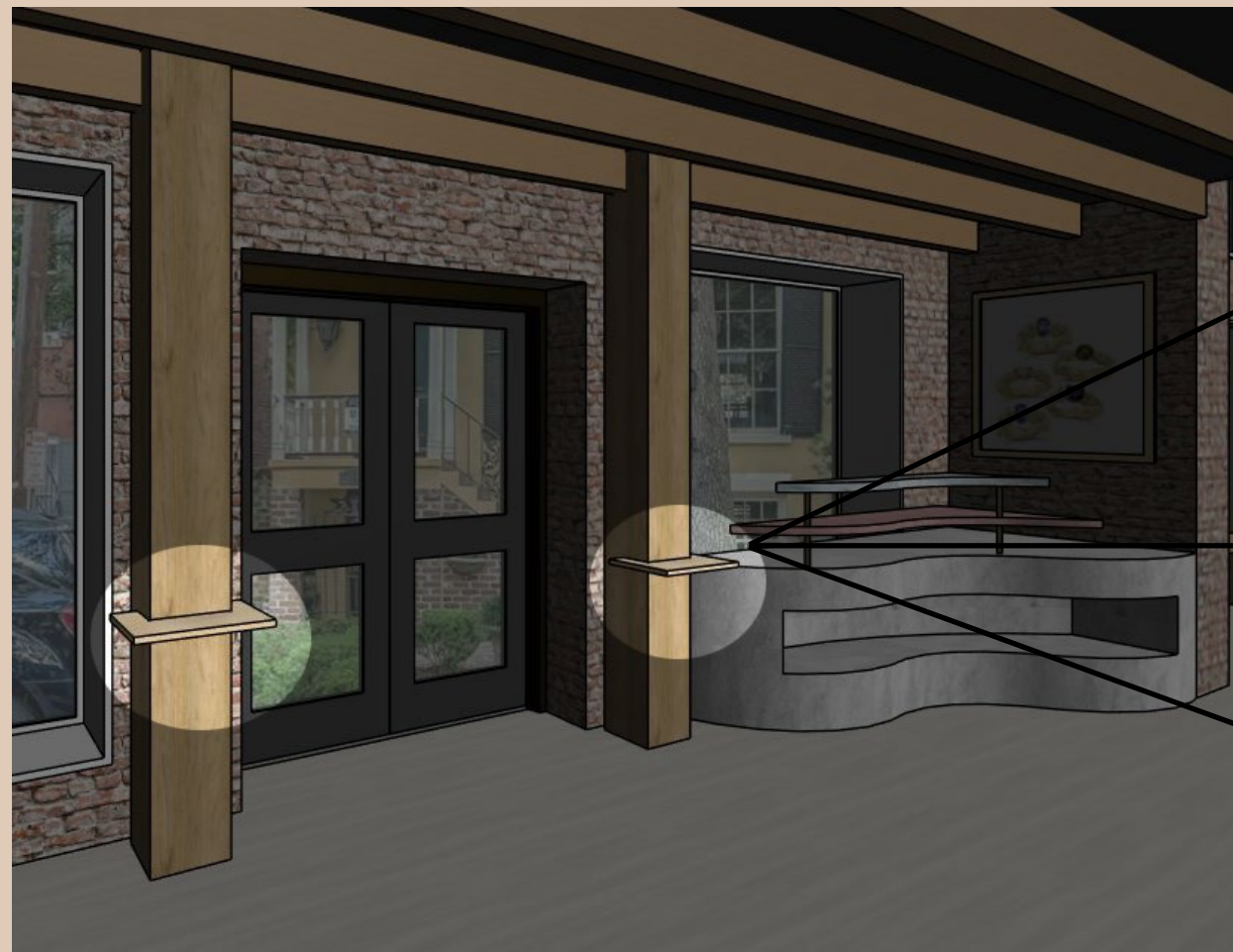


COVID-19

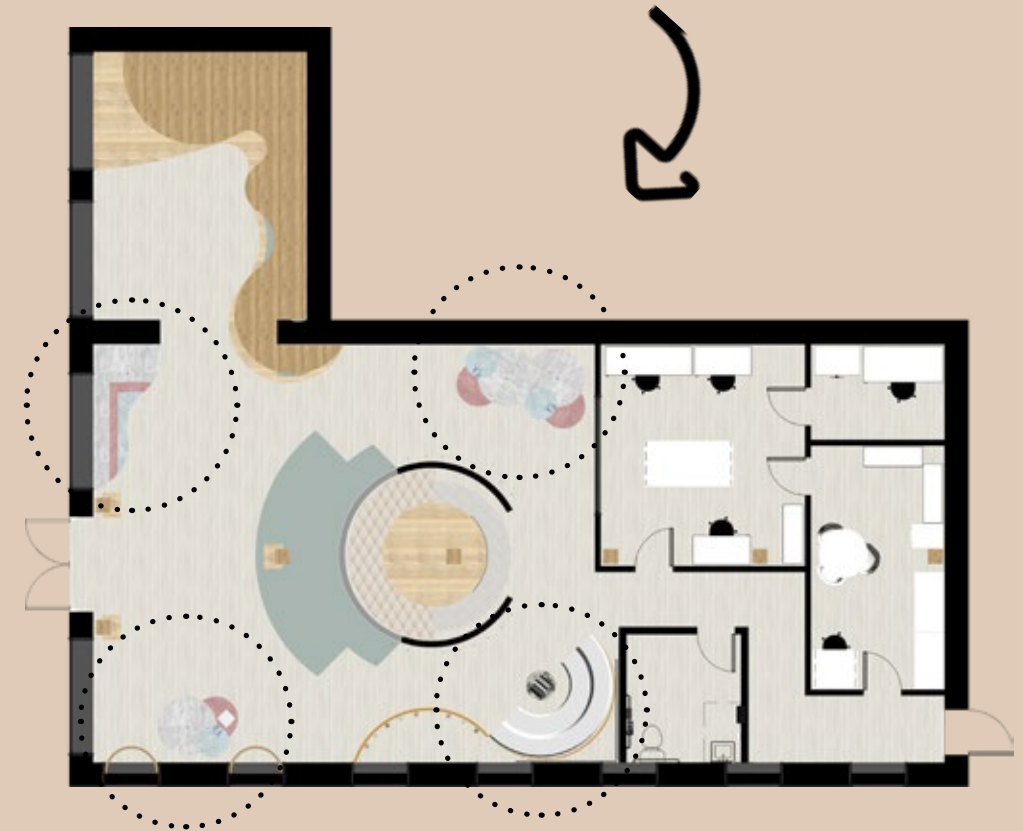


In order to take necessary safety measures against Covid-19, shelves were built into the existing wood columns. These shelves, as well as many of the custom millwork, are made out of **antimicrobial materials** such as **bamboo, oak, and cork**. Upon entry, guests may approach these shelves and **self hand sanitize, get their temperature checked, or take a fresh mask**. Layout of **display cases are spaced further than normal** in order to maintain social distancing.

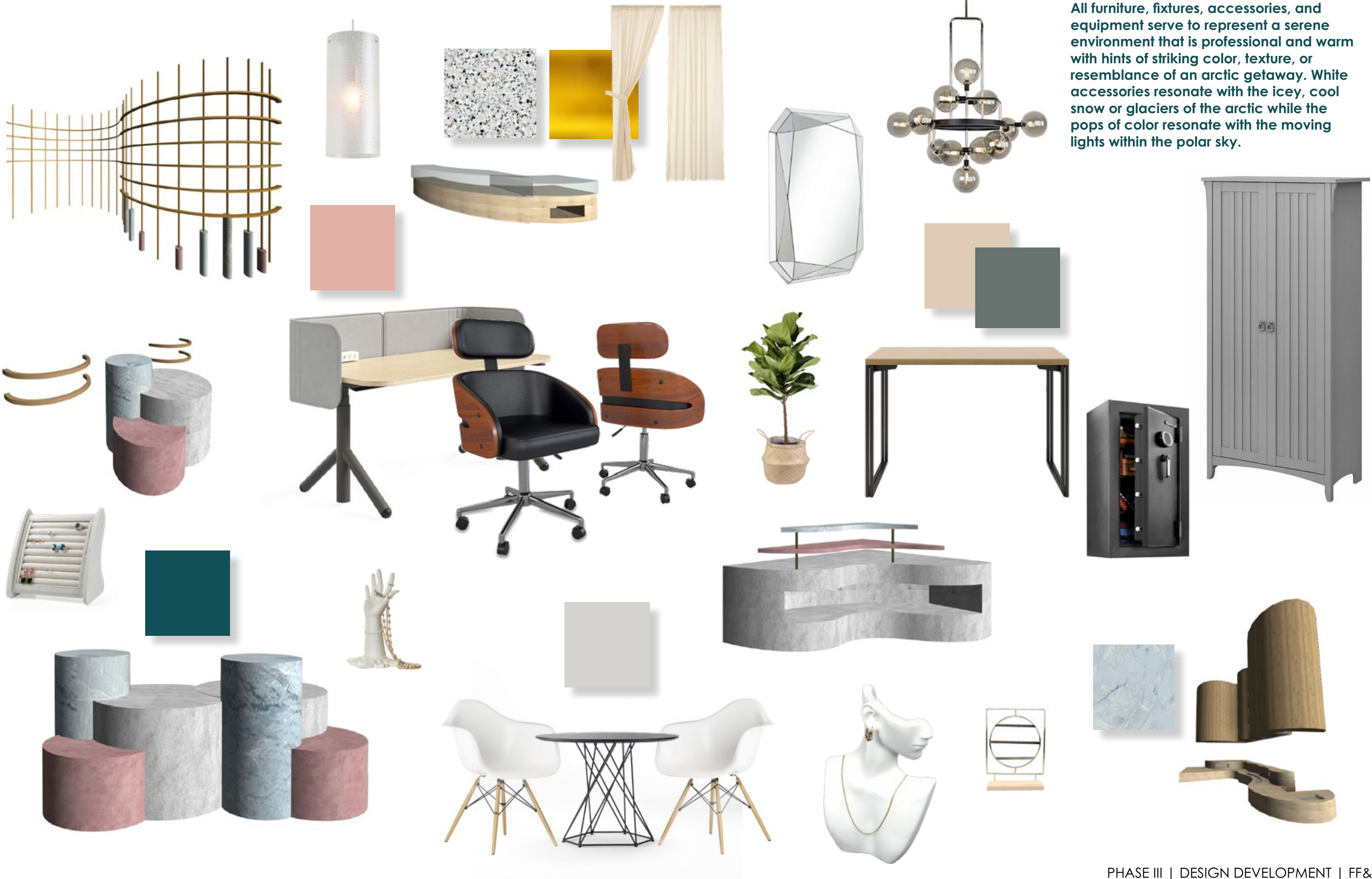
ANTIMICROBIAL WOODS











DISPLAY CASES SPREAD OUT TO THEIR OWN CORNERS IN ORDER TO MAINTAIN SOCIAL DISTANCING







All furniture, fixtures, accessories, and equipment serve to represent a serene environment that is professional and warm with hints of striking color, texture, or resemblance of an arctic getaway. White accessories resonate with the icy, cool snow or glaciers of the arctic while the pops of color resonate with the moving lights within the polar sky.



ITEM	DESCRIPTION	DIMENSIONS	MANUFACTURER	MATERIAL/FINISH	COLOR	QTY.	PHOTO
KNEPPE BLACK MODERN OFFICE CHAIR	ADJUSTABLE HEIGHT DESK CHAIR	36 INCHES HIGH X 22 INCHES WIDE X 23 INCHES LONG	BAXTON STUDIO	FAUX LEATHER, STEEL, WOOD	BLACK, BROWN	5	
UPHOLSTERED FABRIC CHAIR WITH ARMRESTS	FEATURES INTEGRATED STORAGE AND POP-UP POWER TO MAKE WORK EASIER	20.5"DEPTH X 24.5"WIDE X 32.75" HIGH	VITRA	FABRIC, STEEL, POLYPROPYLENE (PROJECT USES WHITE PLASTIC AND WOOD LEGS)	WHITE	3	
N-K7002 RESTAURANT BENCH	MODERN, DURABLE, CURVED RESTAURANT BENCH	DIAMETER 200CM, OTHER SIZE AVAILABLE	NORPEL FURNITURE	WOODEN FRAME + HIGH QUALITY LEATHER AND FOAM	WHITE LEATHER (BROWN IN PHOTO)	1	
ASYMMETRY TALL TABLE	PROVIDES CIRCULAR TOPPED OPTIONS FOR DINING TABLES ON A NON-TRADITIONAL BASE	39.4" DIA. X 28.5" HIGH	ROSS GARDAM	PROJECT USES WHITE ONYX	BLACK	1	
STEELCASE FLEX HEIGHT-ADJUSTABLE DESK	HEIGHT ADJUSTABLE DESK WITH ROLLERS AND 2 SIDED FABRIC SCREENS	BASIC RANGE 27.6"-46.9" DEPTHS: 23/24", 29/30" WIDTHS: 46, 58, AND 70"	STEELCASE	WORKSURFACE: HPL, VENEER, PLYWOOD CORE W/ CLEAR COAT	BLACK, PLATINUM, DARK HEATHERED GREY	4	

WEST ELM WORK FROM HOME GREENPOINT DESK	DURABLE OFFICE DESK FOR SHIPPING AND PROFESSIONAL WORK	WIDTH OPTIONS: 42", 48" OR 60". DEPTH OPTIONS: 24" OR 30". OVERALL HEIGHT (ALL OPTIONS): 28.5". CLEARANCE UNDERNEATH DESK: 27.5".	STEELCASE	NATURAL OAK TOP, DARK BRONZE FRAME	LIGHT BROWN, BRONZE, BLACK	2	
SALINAS TALL STORAGE CABINET WITH DOORS	TALL STORAGE CABINET WITH 5 SHELVES FOR ORGANIZING JEWELRY AND SUPPLIES. THREE ADJUSTABLE SHELVES ACCOMMODATE ITEMS OF VARIOUS SIZES, WHILE 2 FIXED SHELVES PROVIDE STABILITY	63 IN. X 31-1/2 IN. X 15-3/4 IN.	BUSH FURNITURE	MEDIUM-DENSITY FIBERBOARD (MDF)	CAPE COD GRAY	3	
SENTRYSAFE EXECUTIVE FIRE-SAFE EF4738E - SAFE	3 SHELVES ETL VERIFIED FOR 1/2 HOUR FIRE PROTECTION UP TO 1400° F ETL VERIFIED WATER-RESISTANT IN 12" OF WATER FOR 72 HOURS ELECTRONIC LED LOCK WITH OVERRIDE KEY 9 LOCKING BOLTS HELP TO PREVENT UNWANTED ENTRY AND ACCESS	EXTERIOR: 21.7 IN. W X 19 IN. D X 37.7 IN. H; INTERIOR: 19.4 IN. W X 11.7 IN. D X 35.7 IN. H; EXTRA LARGE 4.7 CUBIC FOOT CAPACITY; WEIGHS 217 POUNDS	SENTRYSAFE	STEEL	BLACK	1	

NOBLE PARK VASTO EMERALD CUT WALL MIRROR	OCTAGONAL WALL MIRROR THAT CAN BE INSTALLED VERTICALLY OR HORIZONTALLY. D-RING HANGING HARDWARE.	26 1/4" WIDE X 32 1/2" HIGH X 2 1/4" DEEP. HANG WEIGHT IS 33 LBS	NOBLE PARK	GLASS	REFLECTIVE, TRANSPARENT	2	
FUMAT CRYSTAL BALL DINOSAUR EGG STAIR CHANDELIER	SEMI FLUSH MOUNT MODERN CHANDELIER WITH 110V-120V, 220V-240V	25 INCH & ABOVE	FUMAT	STAINLESS STEEL CRYSTAL	TRANSPARENT	5 IN VIP ROOM 17 IN LOUNGE	
VETRA GRANDE PENDANT	SOFTLY DIFFUSES LIGHT THROUGH A HAND-BLOWN SHADE WITH SILK-SCREENED TEXTURED LINEN WEAVE DETAILS. WORKS IN ALMOST ANY DESIGN THEME. FULLY DIMMABLE AND HEIGHT ADJUSTABLE	CANOPY: HEIGHT 0.35", DIAMETER 5" CORD: LENGTH 72" FIXTURE: HEIGHT 16", DIAMETER 7.1" MAXIMUM HANGING: LENGTH ADJUSTABLE TO 88"	TECH LIGHTING	FINISH: SATIN NICKEL MATERIAL: METAL SHADE MATERIAL: GLASS	CLEAR LINEN SHADE	4	
700VGOSN VIAGGIO - 30.2" CHANDELIER	ARTISTIC CLUSTER OF GLASS ORBS FOR A SENSE OF CELESTIAL TRAVEL WITHIN A ROOM. CLUSTERED MID-CENTURY MODERN DESIGN STYLE OPTIONAL HIGH PERFORMANCE, ENERGY EFFICIENT LED LAMPING. 2700K AND 3000K COLOR TEMP AND 90 CRI	30 X 30 X 40 INCHES	TECH LIGHTING	FINISH: POLISHED NICKEL GLASS: SMOKE MATERIAL: METAL	NICKEL, BLACK, TRANSPARENT	1	

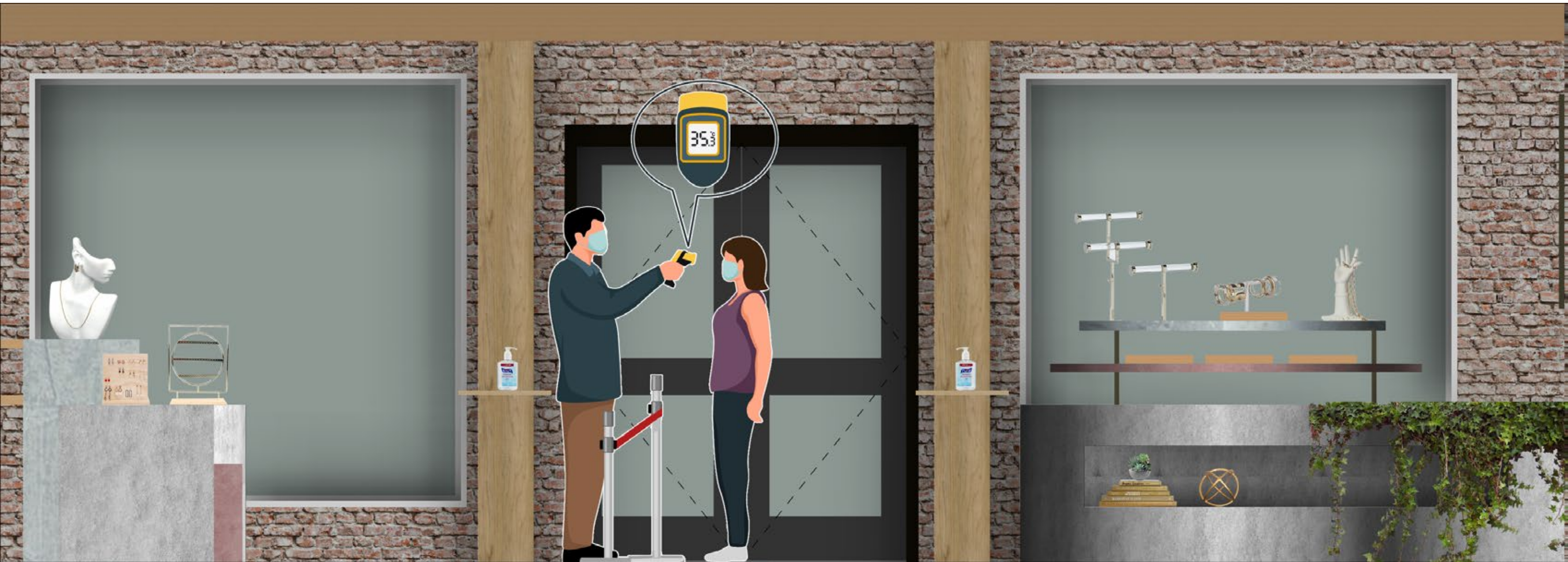


FINAL

FOLLOW THE AURORA



Shown is an exterior architectural collage to capture moments of people interacting with the existing surroundings. An LED illuminated signage built onto a wood slatted platform is conceptualized as part of Kristen Baird's exterior environmental graphics.



Covid-19 safety measures can be taken at the entrance doors where a designated staff member can take guests' temperatures or offer them the opportunity to self-hand sanitize at the antimicrobial shelves on the existing columns. These shelves can also act as surfaces for placing business card holders or pamphlets once the pandemic eases.



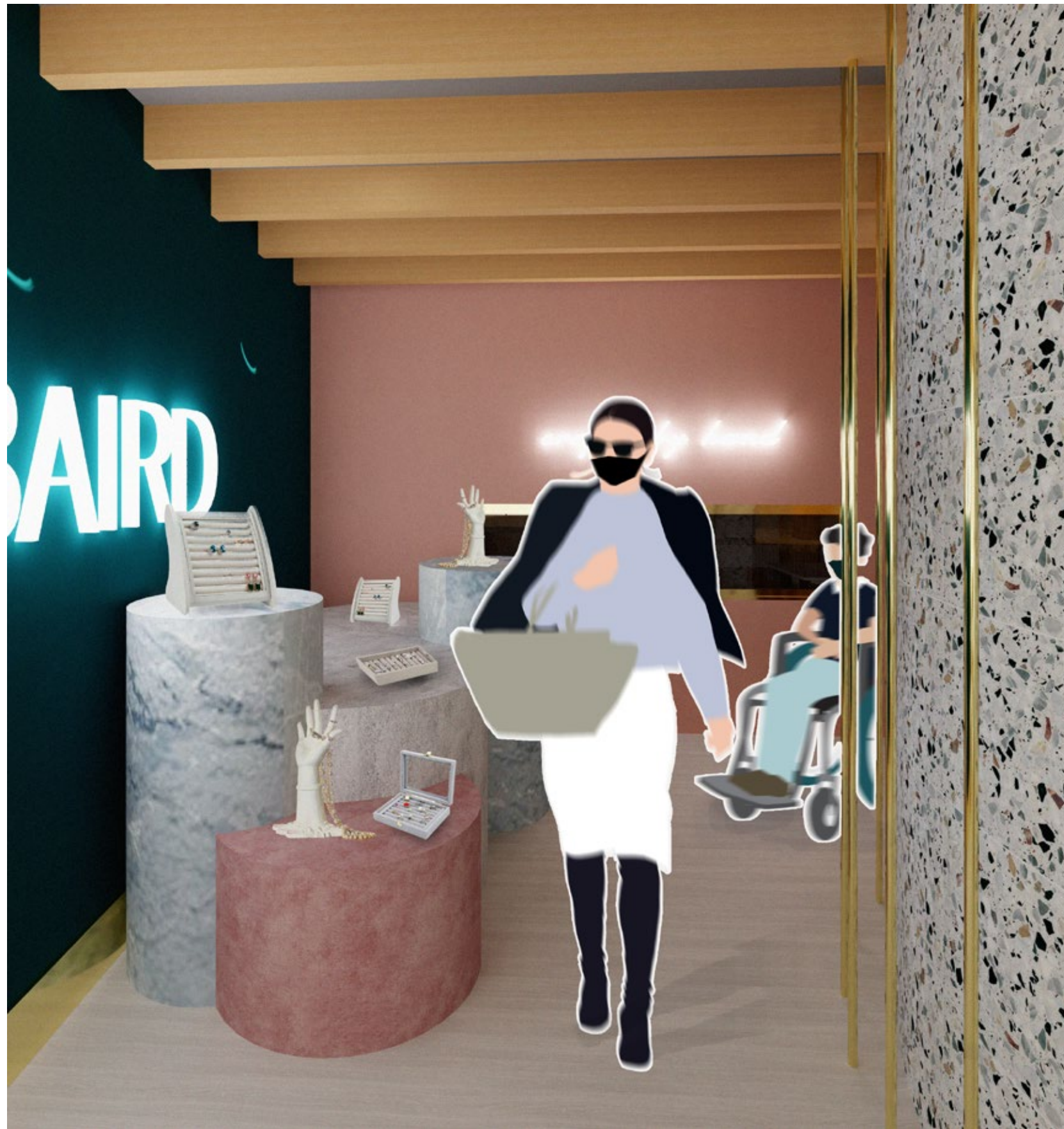
Shown is an elevation capturing people entering the gallery space from the lounge. The LED illuminated branding signage acts as the attractive centerpiece between both rooms. Seen also is a wheelchair user peeking through the studio window to get a behind-the-scenes look at the jewelers working, something that Kristen wanted because it will make users feel more involved in the process.



This is an elevation view of the earring display. The custom display surfaces are made out of Kristen Baird's color palette on stained concrete at various heights to play with the concept of moving northern lights. The pine millwork reaching out from the bricked-in windows have a cork top layer for earrings to be hung. LED lights are placed behind the mirrors to add a glowing effect.



Shown is the front of the house where users will instantly be greeted by the central POS area. The service counter includes an ADA accessible height with enough glass enclosures for Kristen's fine jewelry pieces. Users will be curious to see what's going on in the lounge area because of the seeping wood millwork or even, where the necklace grid display leads them. A glass shelving is installed underneath the clerestory windows to act as a sleek canopy above the staff members.



Users can make their way around the gallery space by circling the central terrazzo VIP Room. At this point, they will be greeted by the studio preview window along with the custom LED signages. The ring displays are topped with white display accessories instead of being enclosed in glass because it offers the guests to get a closer, personal view of the products.



Shown is the lounge where users can sit on the custom millwork, formed into the wavy shapes found from the aurora borealis. To complement the curves, crystal ball chandeliers are dropped at various heights to add a sense of serene movement. Special collections of jewelry are on display within the flushed glass so users can lounge but still be sold to.



This is a view peeking into the lounge to get a better sense of the flushed glass displays. Kristen may access these displays through a key lock system. It is recommended to store the authentic pieces in the back storage and have mock pieces within these displays to prevent any cases of breakage or theft.



The VIP Room is the center, circular room within the gallery space that is reserved for Kristen's consultations. It is enclosed with soundproof, luscious white curtains and filled with light from the crystall ball drop chandeliers or the sunlight peeking through the clerestory windows. The millworked table works around the existing wood column and complemented with a tufted round booth, white plush rug, and gold posts to add a sense of cool elegance.



This corner of the gallery is designed to be the necklace display with an additional seating space for users to try on products, look through the product magazine, or wait their turn for the VIP Room. The display itself is custom made to be a grid patterned bent wood with column posts to resemble an arctic cabin's foundation. Necklaces can be hung at various heights to accomodate universal design.



Current times call for current design needs! Because of the Covid-19 pandemic, many meetings have gone remote. That being said, here are some options for Kristen to use as a Zoom background. Left option incorporates the common materials from the front of the house such as terrazzo and wood while the right option incorporates a sophisticated female line drawing wearing signature pieces. Both include Kristen's already existing branding and logo work.



THANK YOU