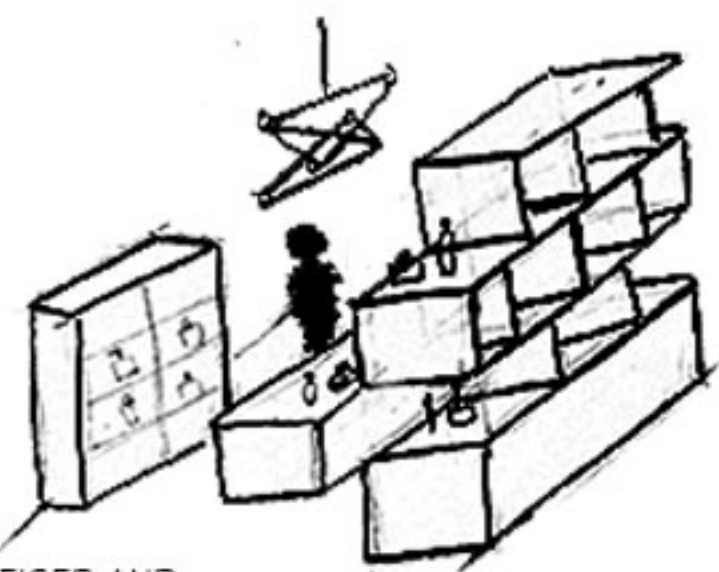


PRECEDENCE/TWISTED LILY



360 ATLANTIC AVE.
BLOCK: 183 LOT: 13
LOT AREA: 2520 SF (28'X90')
PRIMARY ZONING: R64
COMMERCIAL OVERLAY: C2-4
FAR: 1.29 MAX FAR: 3



TWISTED LILY IS A BOUTIQUE LOCATED ON 360 ATLANTIC AVE. SELLING EXOTIC BLENDS OF NATURAL FRAGRANCES. OWNER'S ERIC WEISER AND STAMATIS BIRSIMIOGLOU, WHOM HAD BEEN THE MASTERMINDS BEHIND PARFUM I .COM, SELLING EXOTIC NATURAL BLEND FRAGRANCES AND OTHER BEAUTY CARE PRODUCTS ONLINE RECENTLY OPENED TWISTED LILY TO CATER TO THEIR CUSTOMERS DOWN BY BROOKLYN. WITH SALES OF HIGH-END INTERNATIONAL BRANDS FROM ALL OVER THE GLOBE AS WELL AS NYC-EXCLUSIVE VARIETIES, THIS NEWLY OPENED RETAIL SHOP HAS THE SCENT YOU ARE LOOKING FOR.

DESIGNED WITH THE SENSE OF NATURAL FRAGRANCES, THE ARCHITECTS, BJARKE BALLISAGER AND WIFE HOLLY McWHORTER, FOUNDERS OF THE PLANT DESIGN STUDIO LOCATED IN WILLIAMSBURG MADE THE INTERIORS OF THE RETAIL STORE WITH CARRARA MARBLE, HEARTWOOD PINE RECLAIMED FROM AN EARLY 1900s NYC FACTORY, OAK FLOORING, VEGETABLE-TANNED LEATHER, AND GLASS. THE TWO UNIQUE CHANDELIER WERE DESIGNED BY BJARKE HIMSELF.

JEFFREY LAI
ARCH 3511
PROJECT 2

SITE ANALYSIS



LOCATION: CORNER OF BOERUM PLACE / FULTON STREET
BLOCK: 153
LOT DIMENSION: 22' X 86'

TRAINS:
- BOROUGH HALL 4 5 2 3
- JAY STREET R A C F



SITE LOCATION

BROOKLYN IS CURRENTLY UNDERGOING IT'S URBAN RENEWAL SINCE THE CONSTRUCTION OF METROTECH. AS FULTON STREET MALL RAPIDLY OPENS RETAIL STOREFRONTS AND STREETS IN DOWNTOWN BROOKLYN POPULATED BY MORE RESIDENTS, SOON THE AREA WILL BECOME A METROPOLIS. DIRECTLY ADJACENT FROM THE SITE IS THE FAMOUS WELL KNOWN SHAKE SHACK AND BROOKLYN INDUSTRIES WHICH IS FLUSHED TO THE SITE. ACROSS IS THE BROOKLYN LAW SCHOOL AND DIAGONALLY ACROSS IS THE COURTHOUSES OF BROOKLYN ON CADMAN PLAZA. WITH SMALL COMMUNITIES RAPIDLY GROWING SUCH AS MONTAGUE ST., COURT ST., ATLANTIC AVE., BOERUM PL., CARROLL ST., IT WILL INDUBIOUSLY FILL THE ENTIRE DOWNTOWN BROOKLYN. TOURIST ATTRACTIONS SUCH AS THE MARRIOTT HOTEL, COURTHOUSE, BROOKLYN HISTORICAL SOCIETY MUSEUM, METROTECH, FULTON STREET MALL, TRANSIT MUSEUM, AND MUCH MORE.



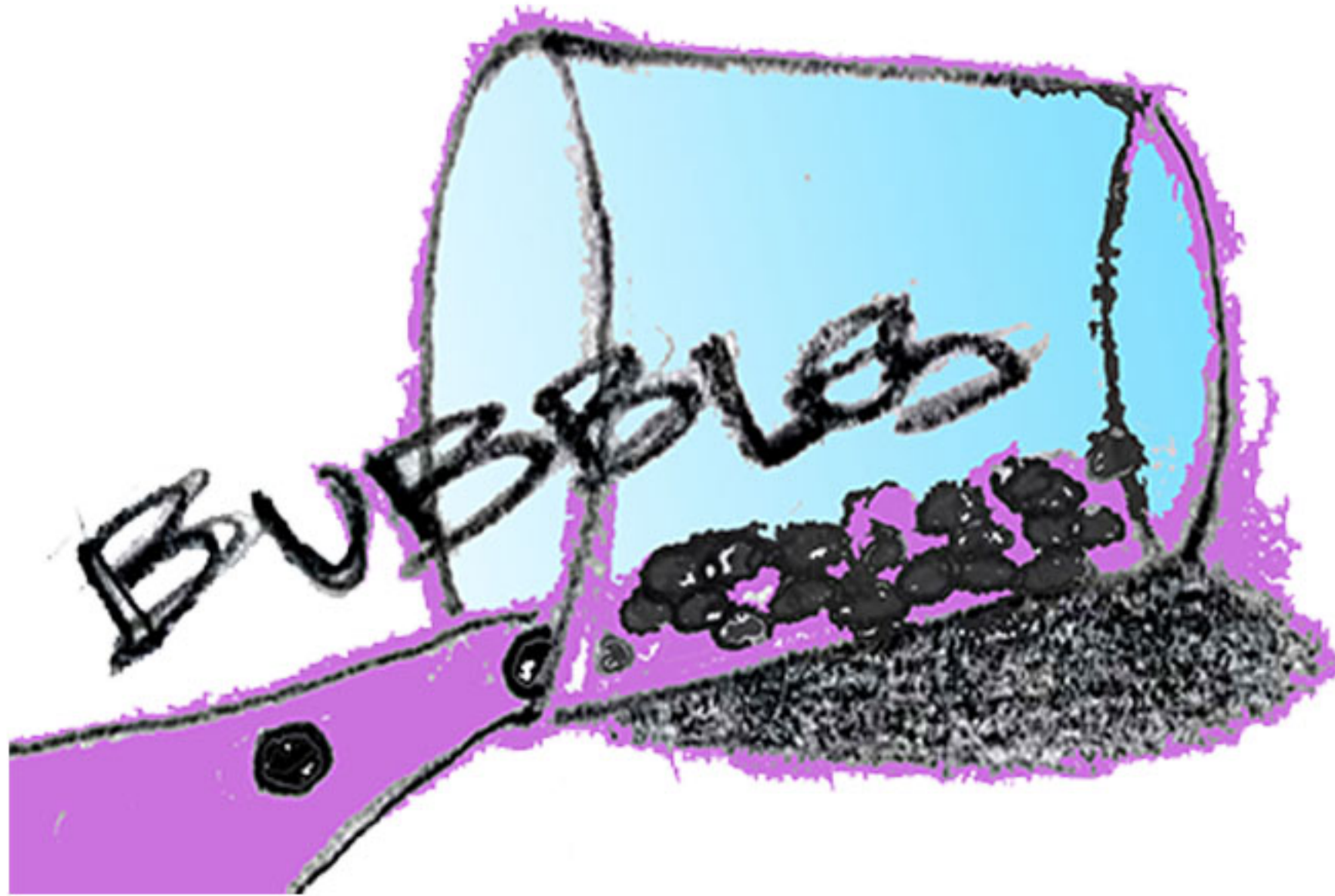
SHAKE SHACK



TRANSIT MUSEUM

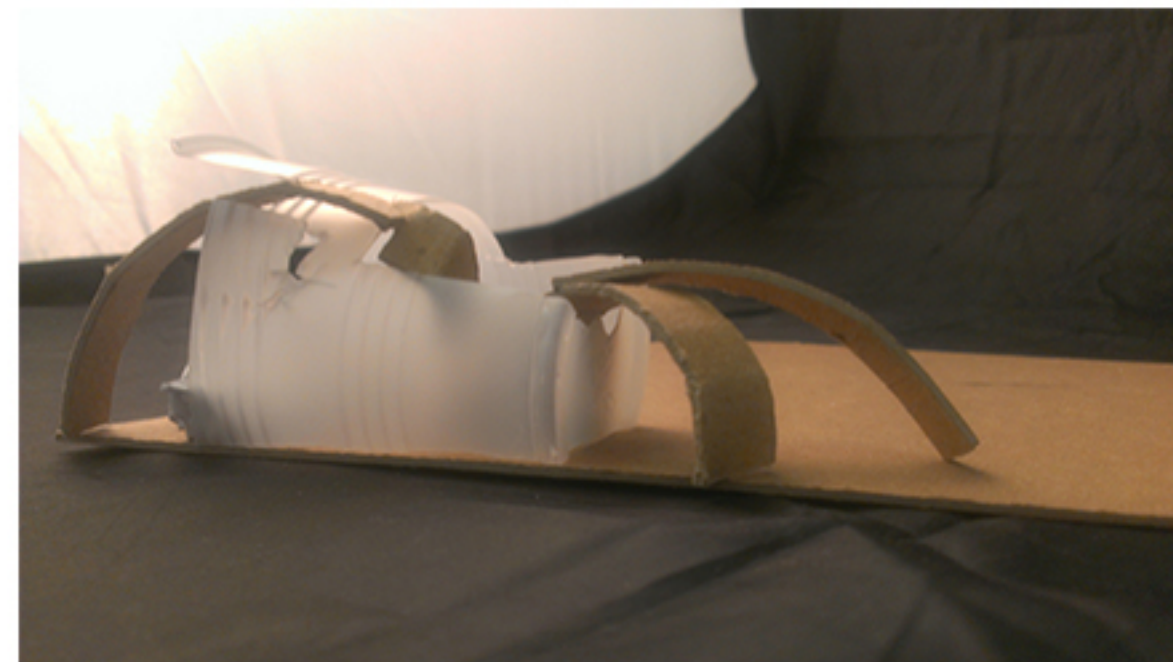
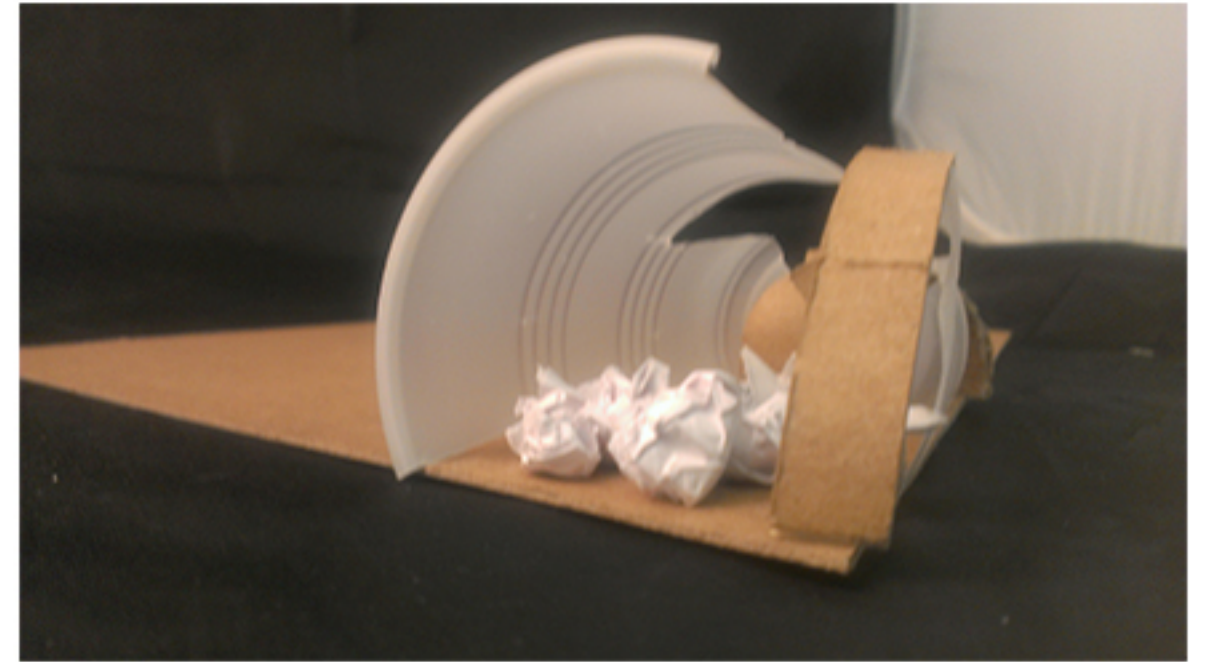
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LOGO

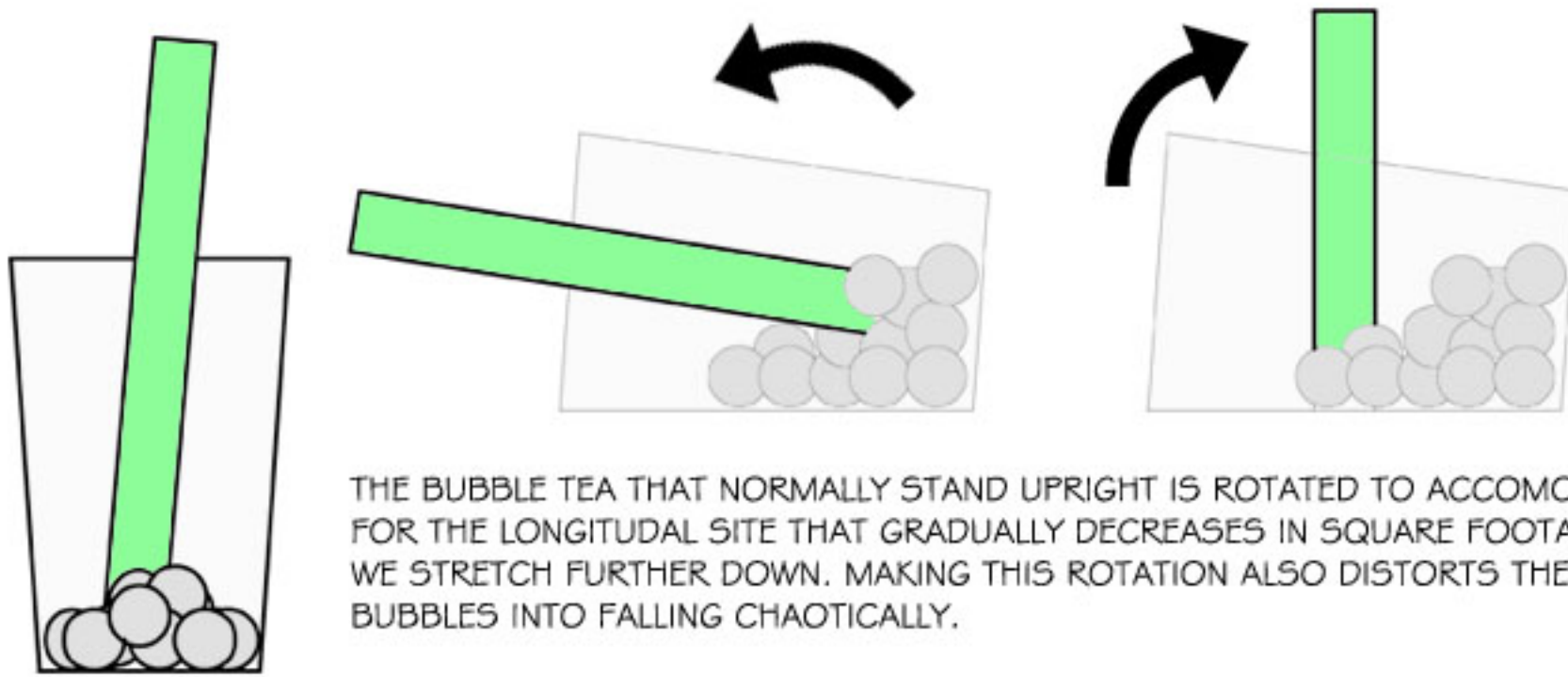


THE CONCEPT OF BUBBLES CAME FROM THE IDEA OF SERVING BUBBLE TEA TO A WIDE VARIETY OF BUSINESS CLIENTELE. BUBBLES OFFER A VARIETY OF FLAVORS AND GIVES A DIFFERENT PERSPECTIVE ON BEVERAGES IN DOWNTOWN BROOKLYN. INSTEAD OF THE VENTI NON-FAT, TRIPLE-DRIP, HOLD THE FOAM, 3 SPLENDAS, 6 PUMP CARAMEL, 2 SHOTS POURED OVER THE TOP, EXTRA HEAVY WHIPPED CREAM GREEN TEA COCOA DRIZZLED FRAPPACHINO OFFERED AT STARBUCKS, BUBBLES OFFERS A TASTE FROM THE ORIENTS WITH EXOTIC FLAVORS SUCH AS TARO, DURIAN, POMEGRANTE, MANGO AND OTHER SORTS OF FRUIT DELICIOUS FLAVORS. WITH MAINLY COMMERCIAL AND OFFICE BUILDINGS SURROUNDING THE SITE, BUBBLES BRINGS IN A TASTY NEW LOOK ON BEVERAGES THAT COMPLIMENTS LUNCH.

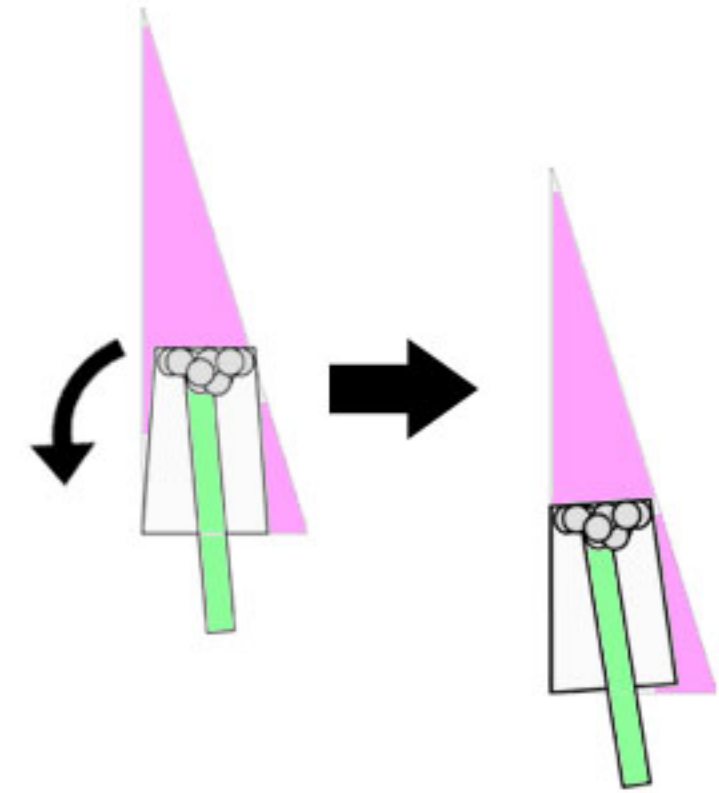
CONCEPT MODELS



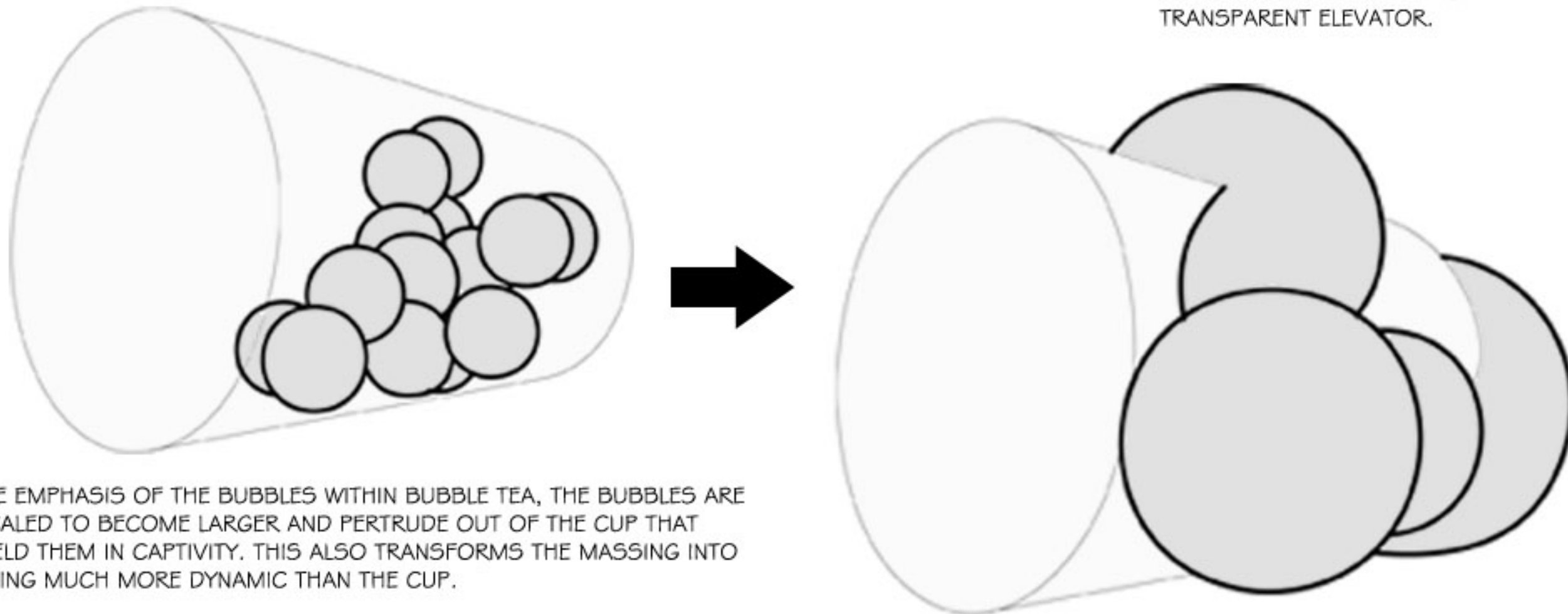
CONCEPTUAL MASSING



THE BUBBLE TEA THAT NORMALLY STAND UPRIGHT IS ROTATED TO ACCOMODATE FOR THE LONGITUDINAL SITE THAT GRADUALLY DECREASES IN SQUARE FOOTAGE AS WE STRETCH FURTHER DOWN. MAKING THIS ROTATION ALSO DISTORTS THE BUBBLES INTO FALLING CHAOTICALLY.

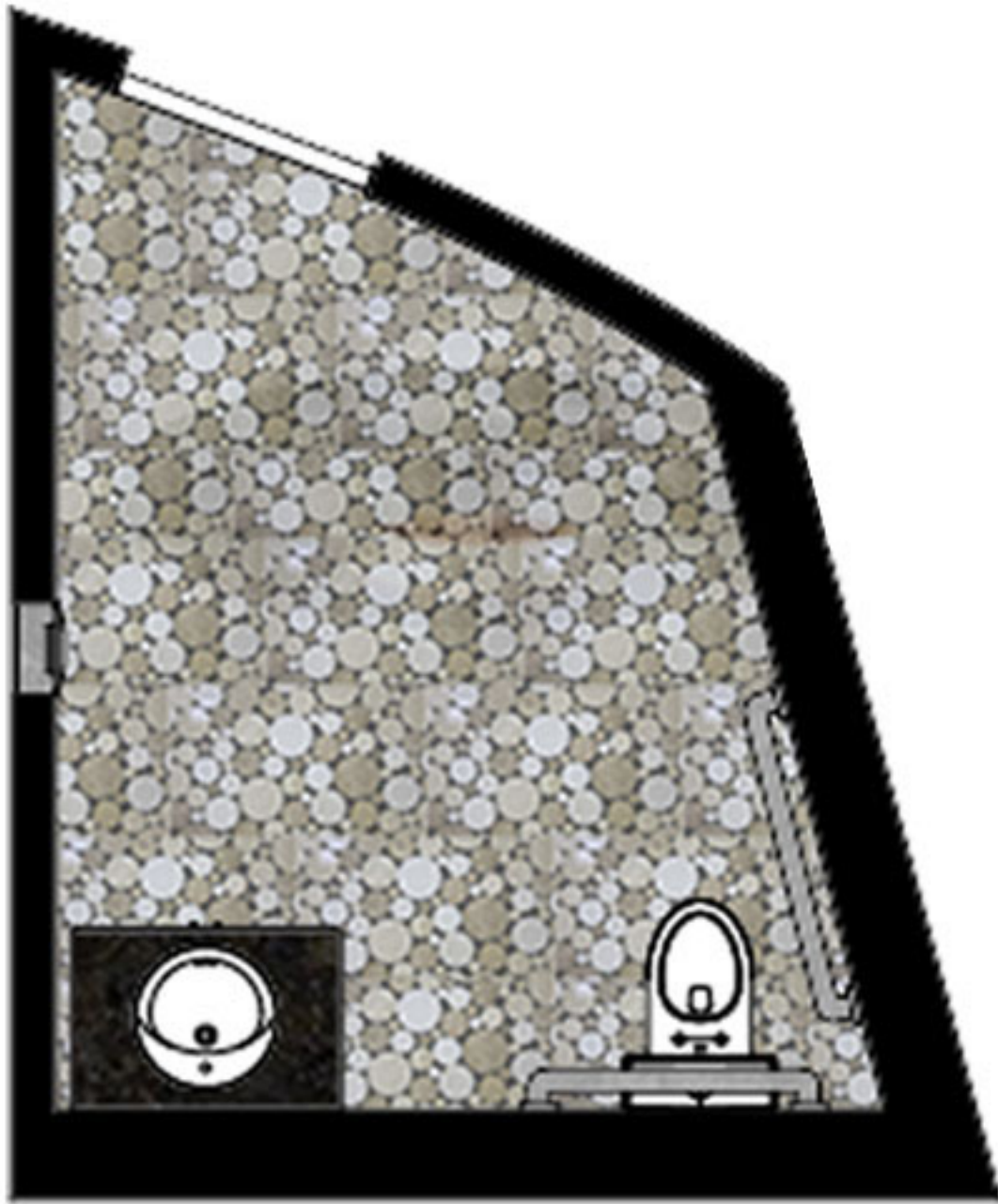


THE CUP IS THEN ONCE AGAIN ROTATED TO A CERTAIN DEGREE TO ALIGN WITH THE DIAGONAL SITE. THE STRAW STAYS ERECTED AS A GLASS TRANSPARENT ELEVATOR.



WITH THE EMPHASIS OF THE BUBBLES WITHIN BUBBLE TEA, THE BUBBLES ARE THEN SCALED TO BECOME LARGER AND PERTRUDE OUT OF THE CUP THAT ONCE HELD THEM IN CAPTIVITY. THIS ALSO TRANSFORMS THE MASSING INTO SOMETHING MUCH MORE DYNAMIC THAN THE CUP.

ADA BATHROOM



PLAN VIEW



LEFT VIEW



FRONT VIEW

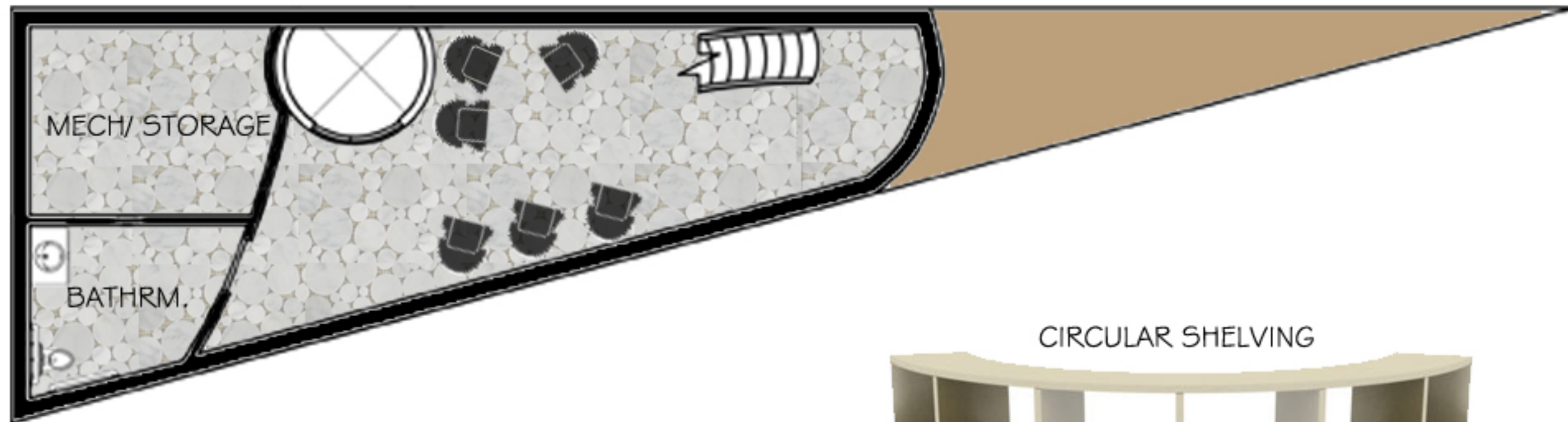


RIGHT VIEW

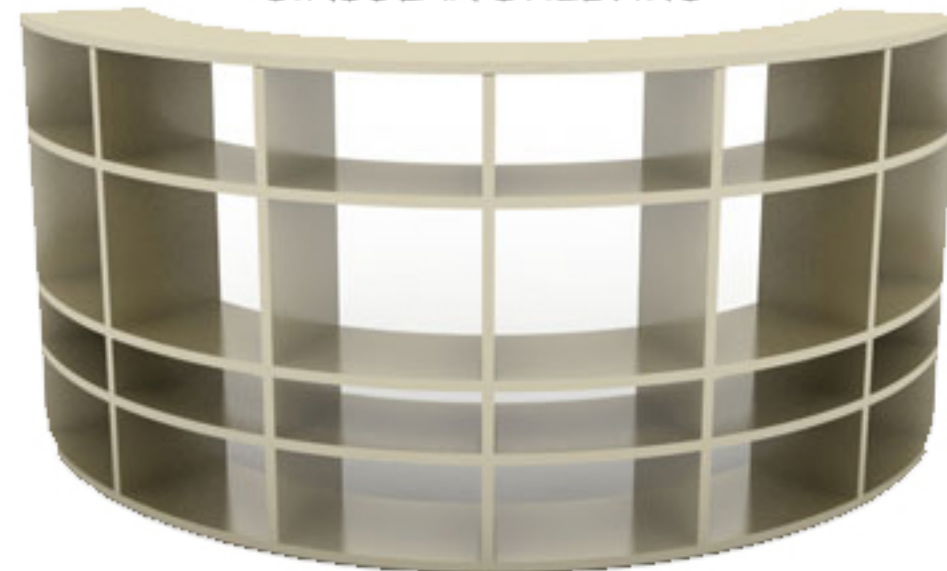


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CELLAR FLOOR PLAN



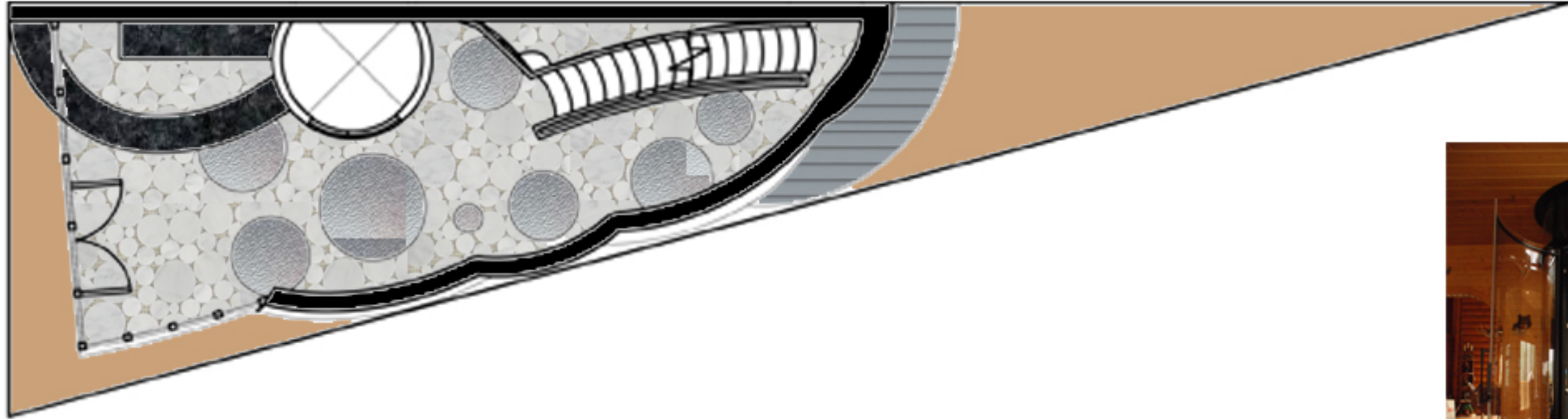
CIRCULAR SHELVING



EGG CHAIR (BLACK)



GROUND FLOOR PLAN

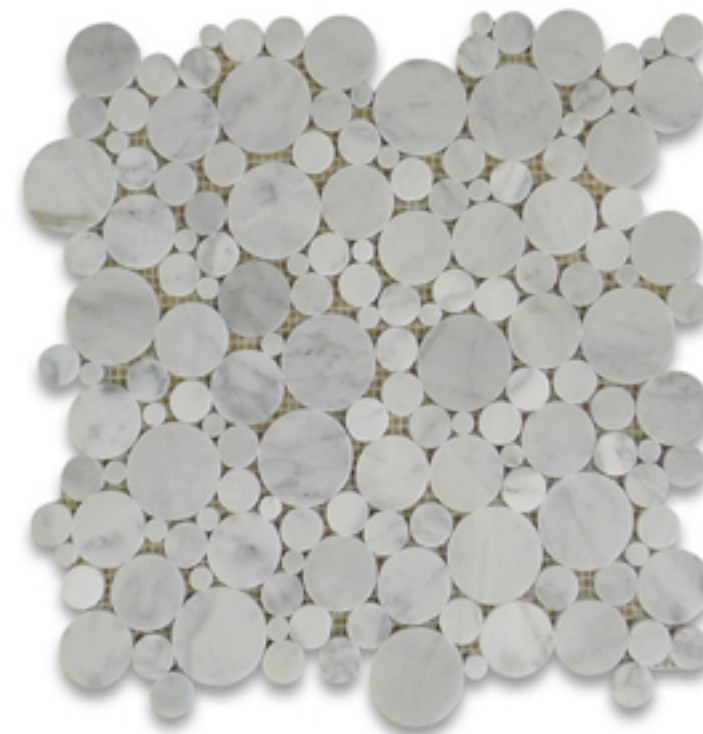


THICK OBSCURE GLASS



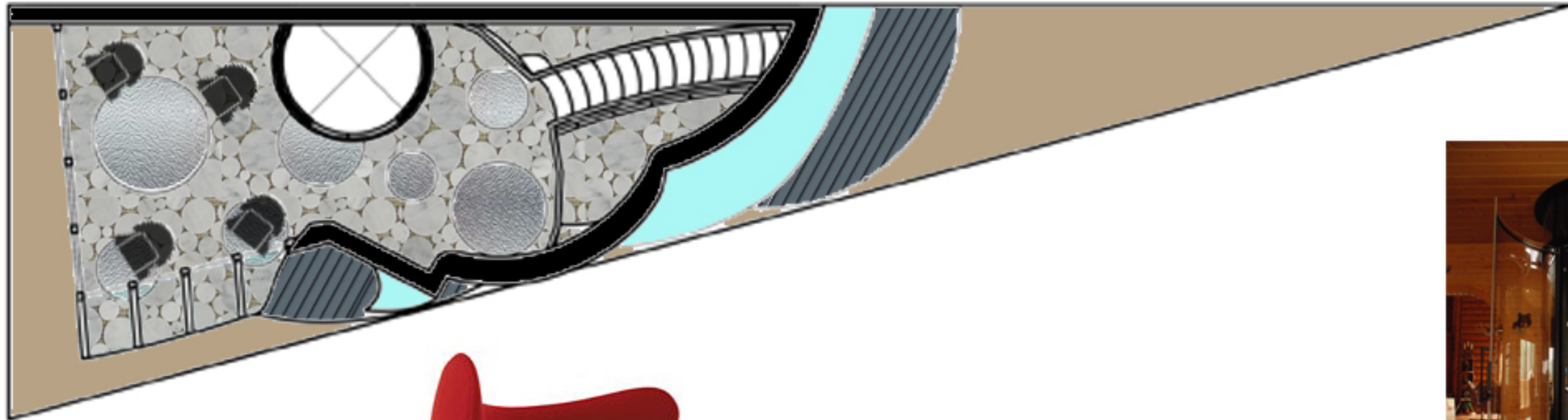
CURVED GRANITE COUNTER

ROUND MOSAIC TILES



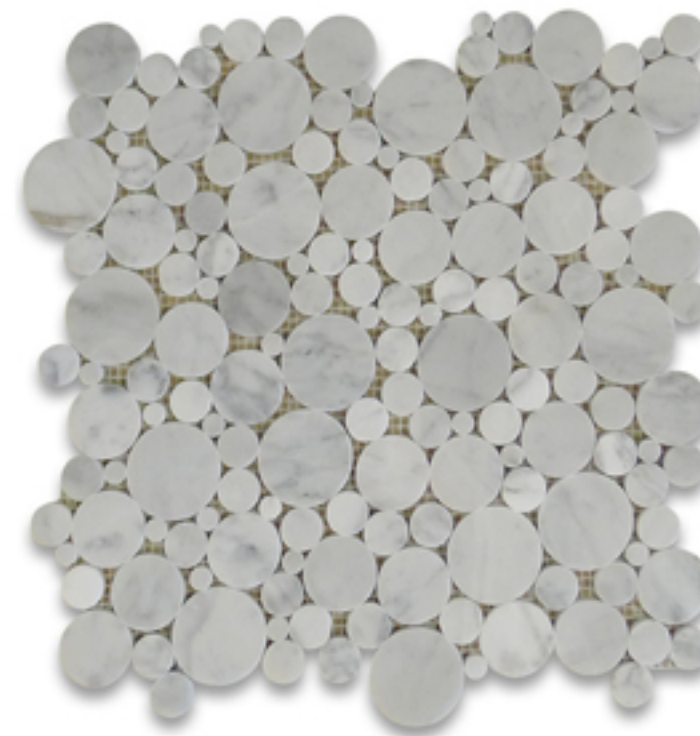
ROUND GLASS ELEVATOR

SECOND FLOOR PLAN



EGG CHAIR (BLACK)

ROUND MOSAIC TILES

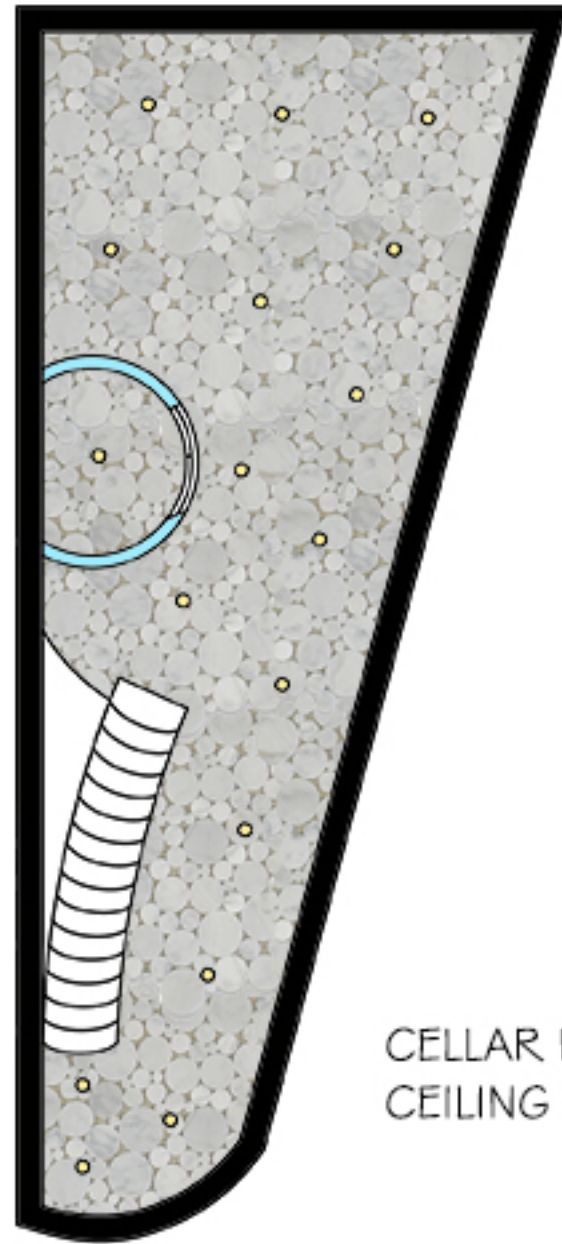


THICK OBSCURE GLASS

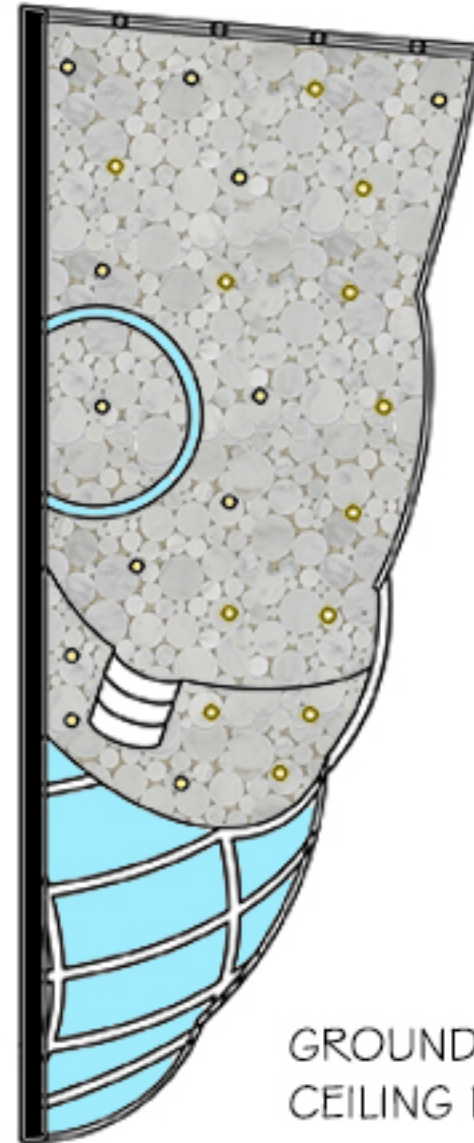


ROUND GLASS ELEVATOR

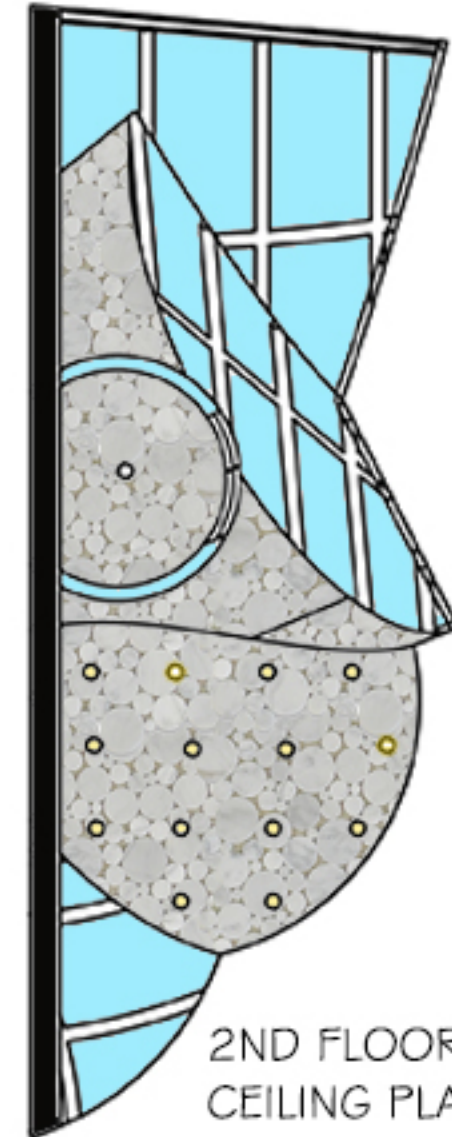
REFLECTED CEILING PLAN



CELLAR REFLECTED
CEILING PLAN



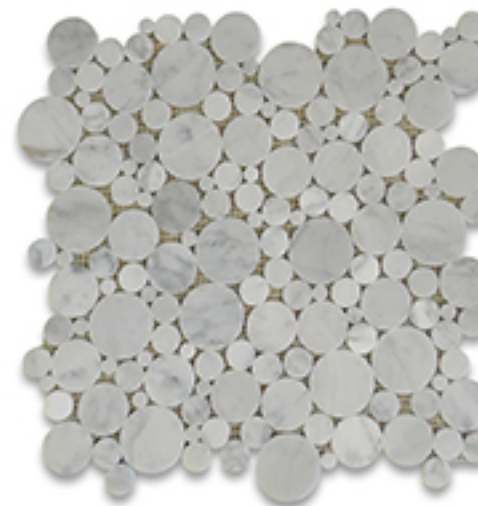
GROUND REFLECTED
CEILING PLAN



2ND FLOOR REFLECTED
CEILING PLAN

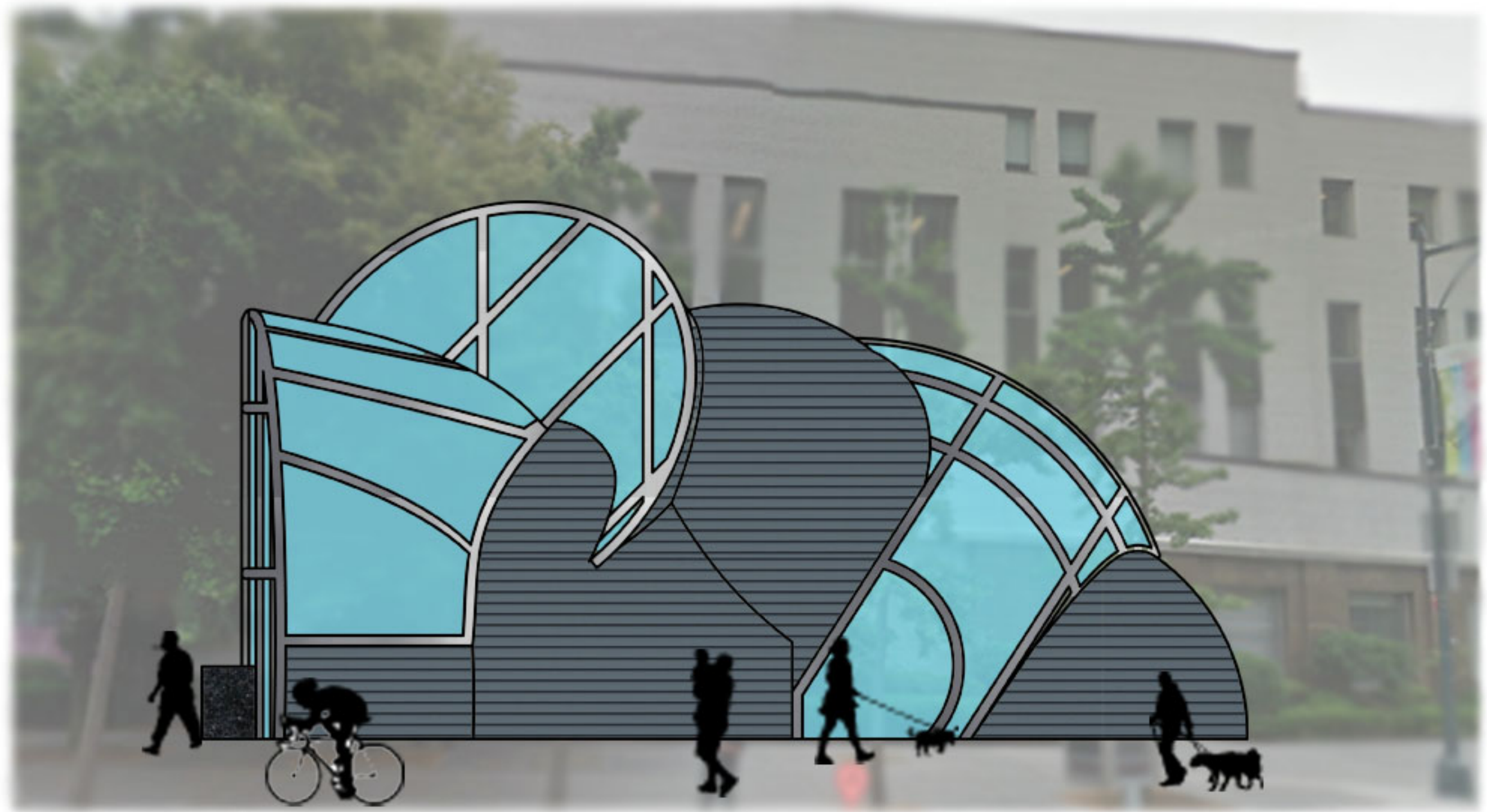


6" RECESSED CEILING LIGHT

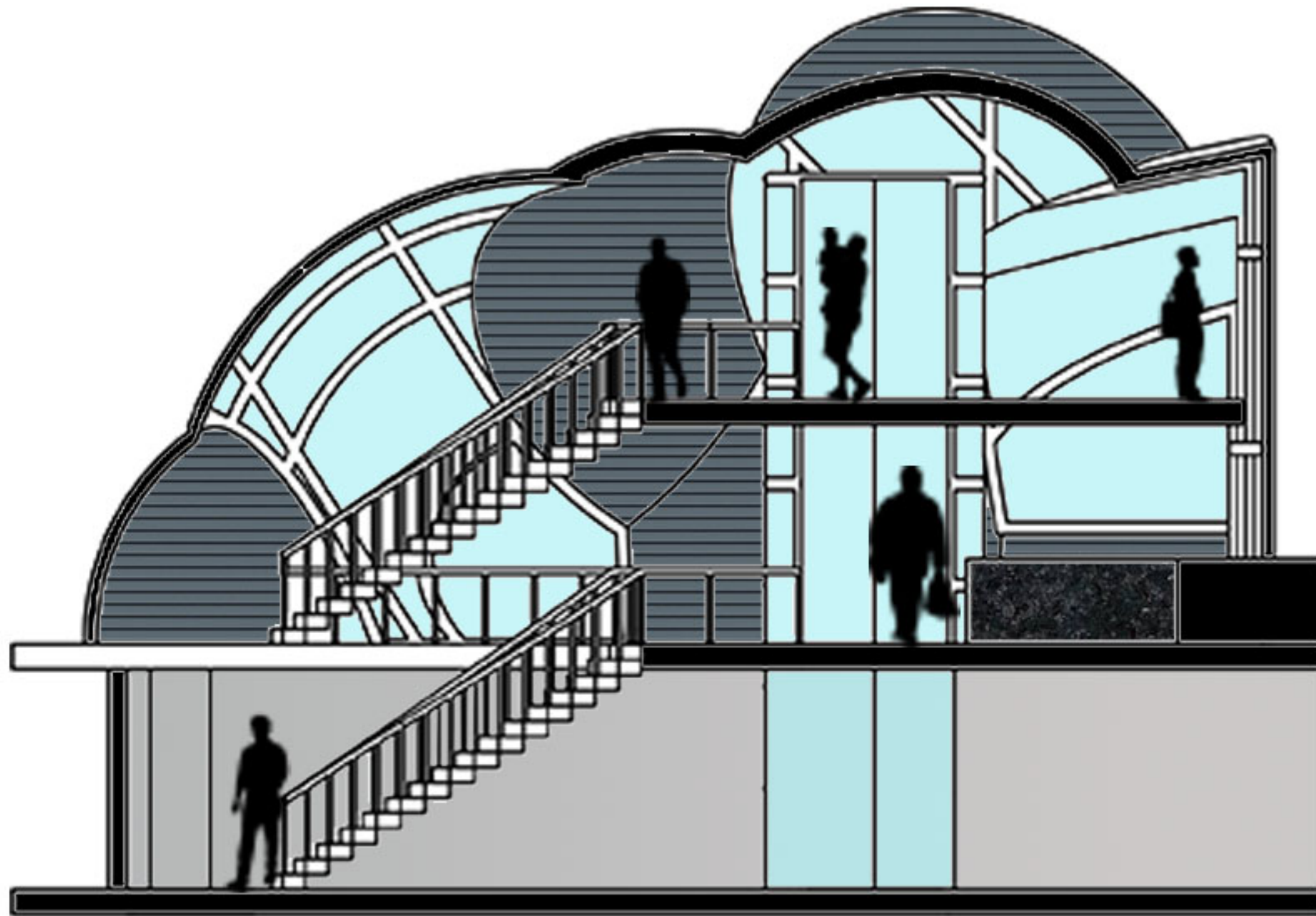


ROUND MOSAIC CEILING

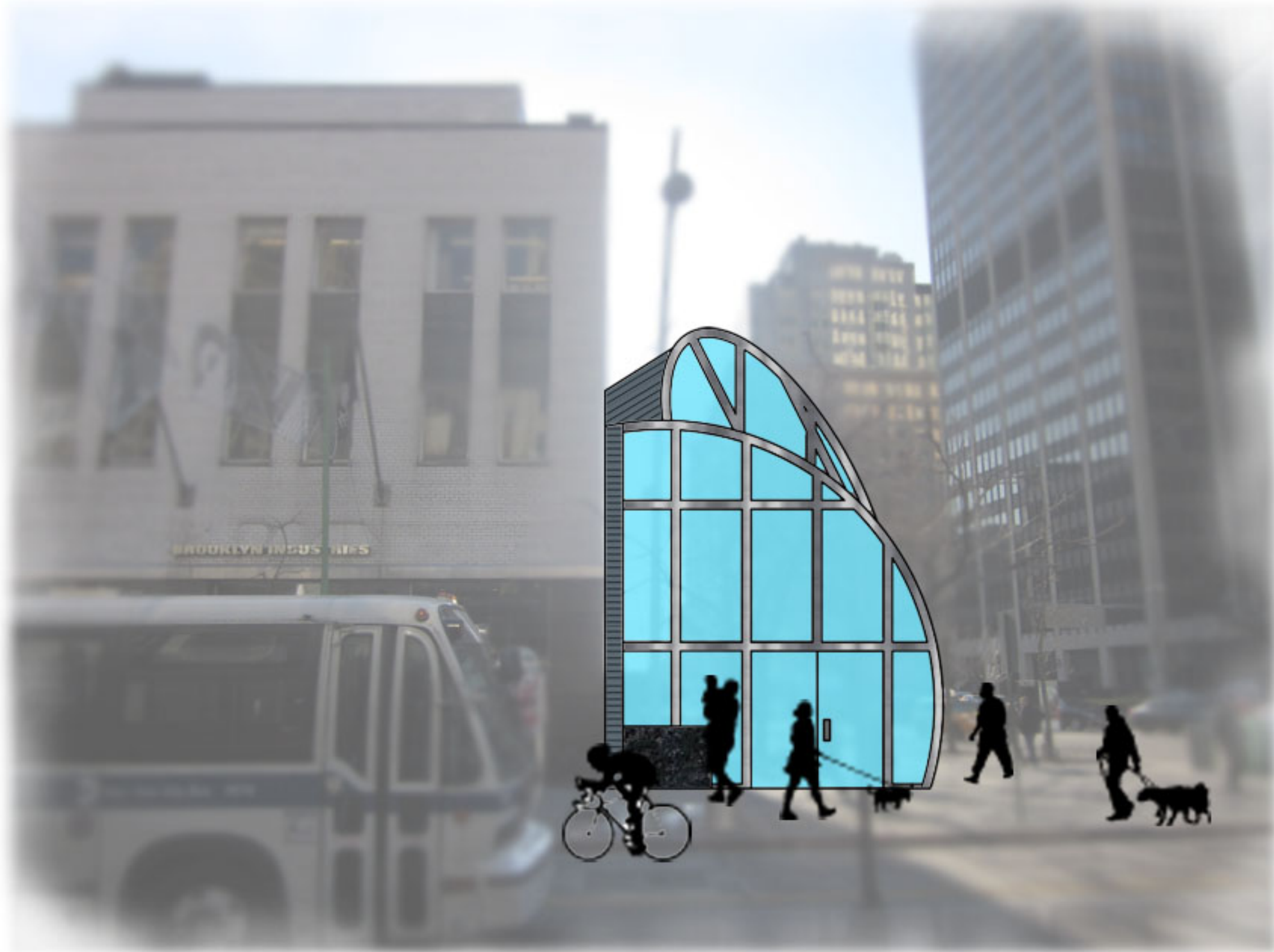
BOERUM ELEVATION



BOERUM SECTION



FULTON ELEVATION



FULTON SECTION

