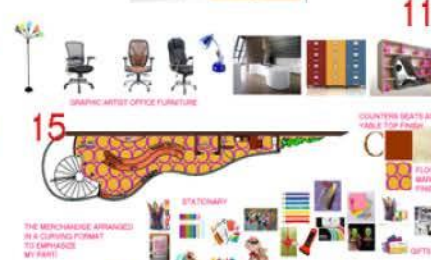
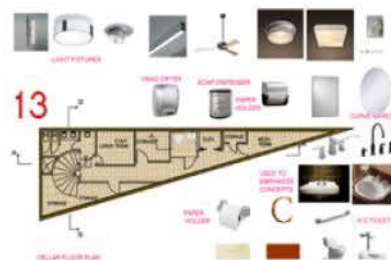
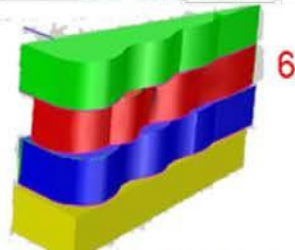
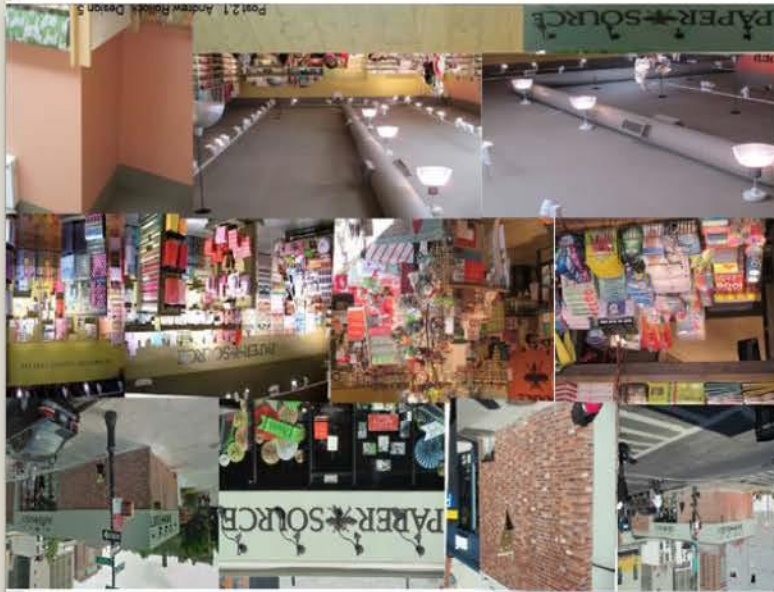


DESIGN 5
PROJECT 2
THE COMPLETE STORE
BY ANDREW ROLLOCK



JOURNEY FROM CONCEPT TO FINAL MODEL



Project 2 Commercial

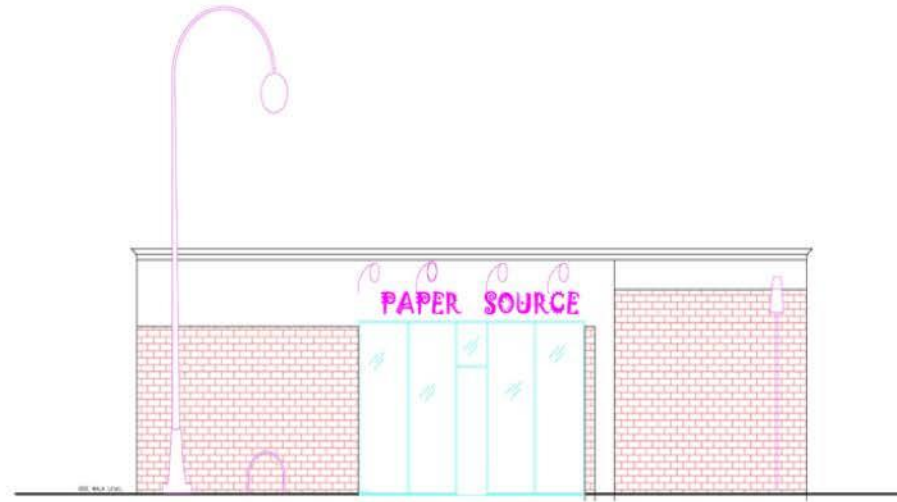
Post 2.1. Precedent Study of Commercial Space.

- The Paper source store sells postcards, wedding invitations, decorative paper, stationery, envelope, crafts, gifts, and office essentials. The store is located at 102 Smith Street, intersecting Pacific and Smith Street which are busy streets, and the store is located at the corner adjacent to the Navi store. The opposite side on Pacific Street is the Iris nail store.

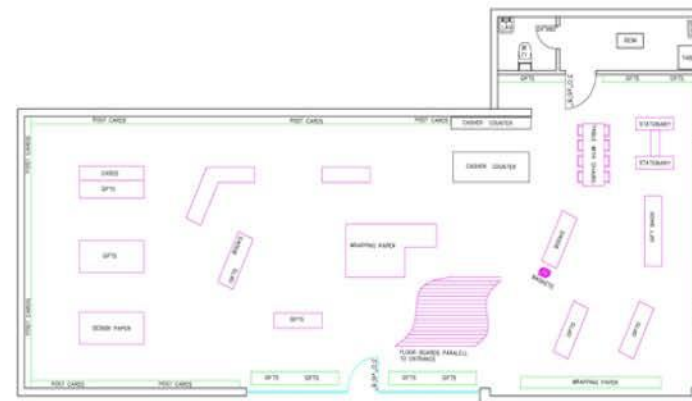
Inside, the floor consists of floor boards running parallel to the entrance. The ceiling is whitish grey the wall stucco with pink finish. The merchandise is displayed in stalls and arranged with row spaces that customers can easily see and accessed the items. The merchandise are very beautiful with their multi colors. The ceiling displays large drop lights that are perimetered with smaller spotlights. Arranged in a rectangle format.

The store front material is consists of red bricks with some different colors, randomly placed and the rest of the frontage is stucco. The store front displays a logo of its name "The Paper Source". It is beautiful displayed in black.

In regards to the design, I would remove the majority at the Smith Street brick front and half of Pacific street brick, and replace it with glass curtain wall, in order to display more of the beautiful merchandise to the public from outside. However the merchandise is beautiful, orderly arranged, the lighting is excellent and the staff is warm and friendly combined with a very welcoming environment. I recommend that any of us should visit the store where you will have some pleasant moments there.



PAPERSOURCE EAST ELEVATION SKETCH



PAPERSOURCE FLOOR SKETCH



Post 2.1 Andrew Rollock Design 5



WESTERN VIEW OF SITE AT 1 BOERUM PLACE AND FULTON

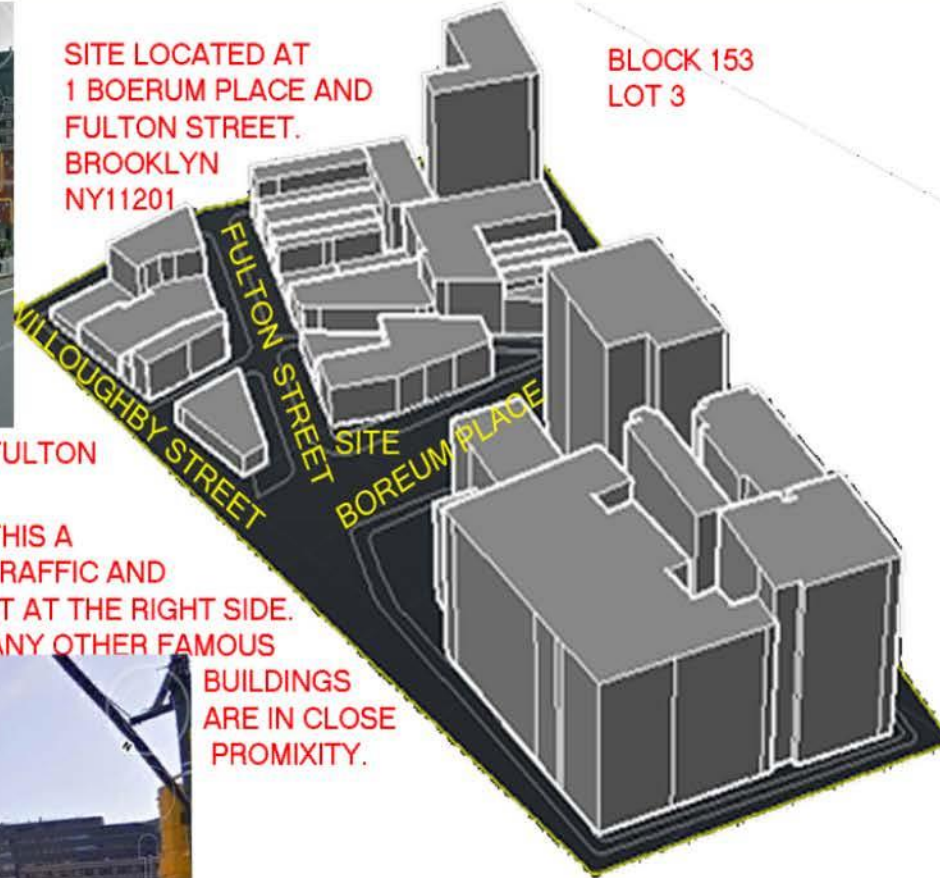
BELOW IS A NORTH WESTERN VIEW OF THE SITE. THIS A COMMERCIAL AREA WITH HEAVY TRAFFIC, BOTH TRAFFIC AND PEDESTRIAN. THE BANK OF AMERICA IS ADJASCENT AT THE RIGHT SIDE. THE DOB BUILDING, BOERUM LAW SCHOOL AND MANY OTHER FAMOUS



SITE ANALYSIS

SITE LOCATED AT
1 BOERUM PLACE AND
FULTON STREET.
BROOKLYN
NY11201

BLOCK 153
LOT 3



BUILDINGS
ARE IN CLOSE
PROXIMITY.

DIGITAL MAP OF BUILDINGS SHOWING
SITE AT BOERUM PLACE AND FULTON STREET

BEST VIEWS ARE THE NORTH AND WEST SIDE.
THE NORTH FULTON SIDE WILL BE THE ENTRANCE
TO THE STORE. A SIDE ENTRY FOR DELIVERY IS
LOCATED ON THE WEST SIDE. AT THE FAR END OF
THE STORE WHICH WILL BE CLOSE TO THE
ELEVATOR..



MODEL #1



MODEL#2



MODEL#3



CHOSEN MODEL TO FURTHER DEVELOP





THE COMPLETE
STORE

YOUR SUCCESS STARTS HERE WITH STYLE AND ELEGANCE OFFERING
PLASTIC BUSINESS CARDS OF EXCELLENT GRAPHICS HAVING
FLUORESCENT TEXTS WHICH GLOWS IN THE NIGHT...



YOUR BUSINESS CARD IS A CONVERSATION STARTER.
THEREFORE LET IT BE ELOQUENT IN DESIGN WHILE IT
CONVEYS THE WIDE CHOICE OF THE VARIETY OF BUSINESS
CARDS OFFERER AT THE COMPLETE STORE.



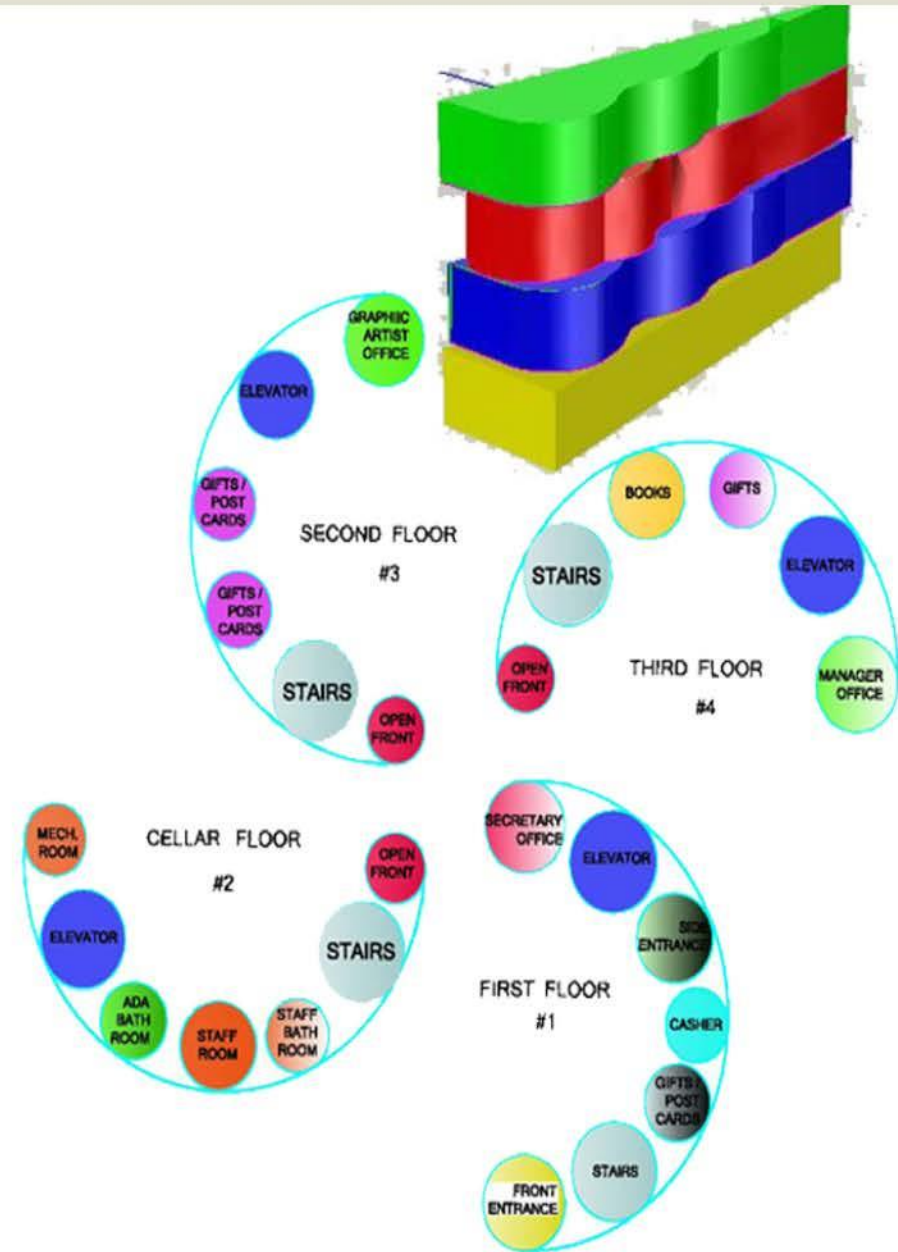
IF YOU HAVE ONE OPPORTUNITY TO IMPRESS SOME ONE, YOU WILL MAKE
IT A GOOD ONE. LIKEWISE YOUR BUSINESS CARD IS YOUR FIRST IMPRESSION!
THEREFORE YOU CAN CHOOSE FROM THOUSANDS OF PROFESSIONAL
DESIGNS OR UPLOAD YOUR OWN LOGO

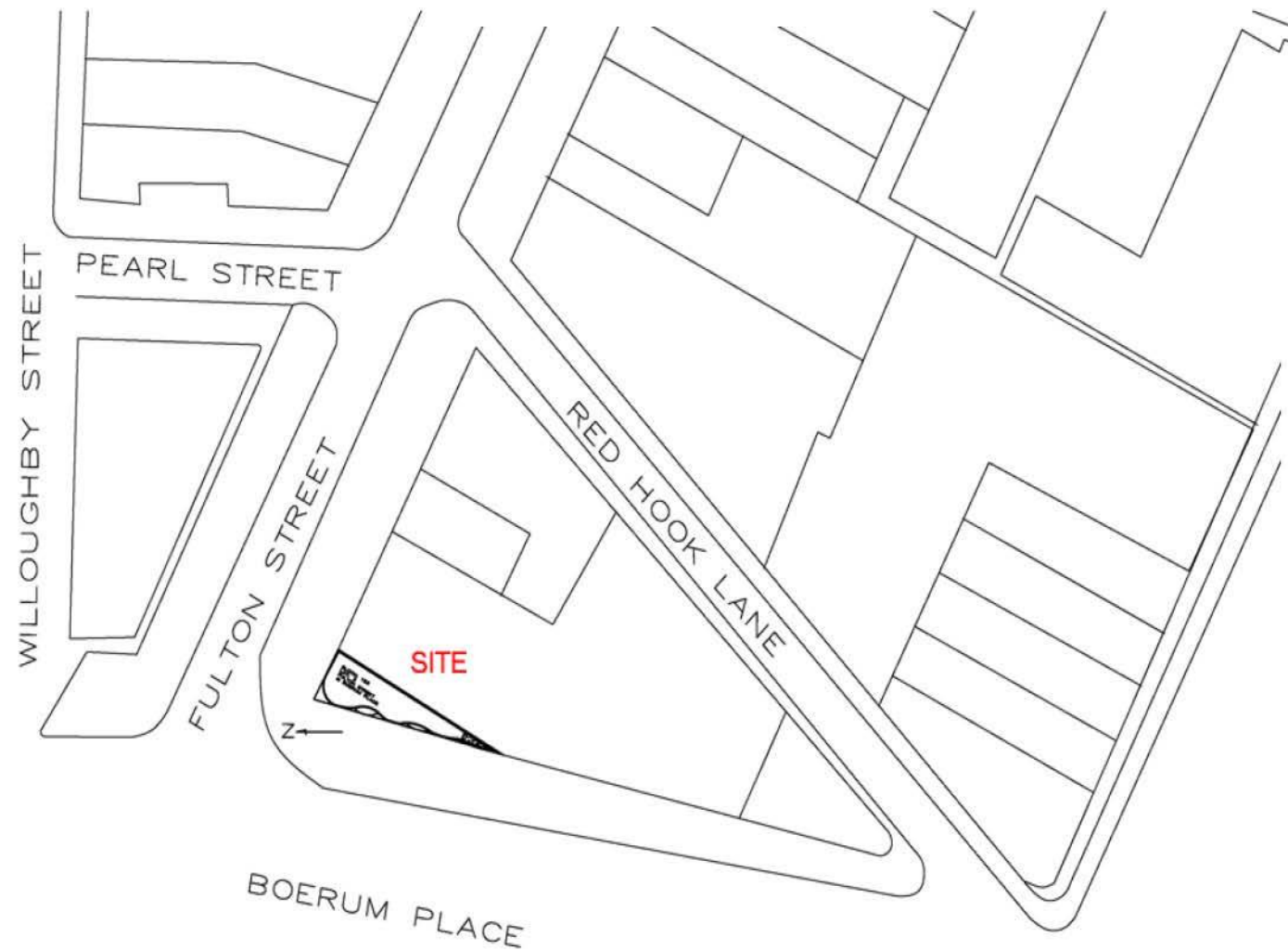


ORIGINALITY IS A QUALITY OF A LEADER
OUR BUSINESS CARDS SET THE TREND
IN ORIGINALITY, STYLE/ AND
EXCELLENT GRAPHICS

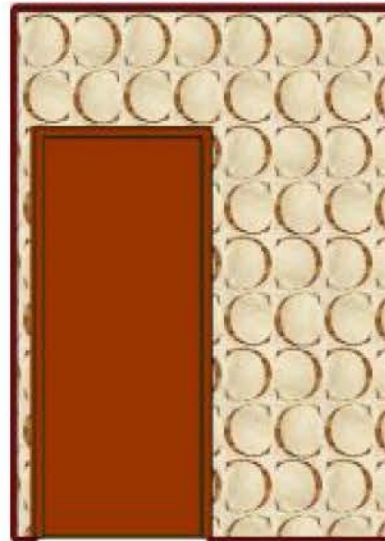
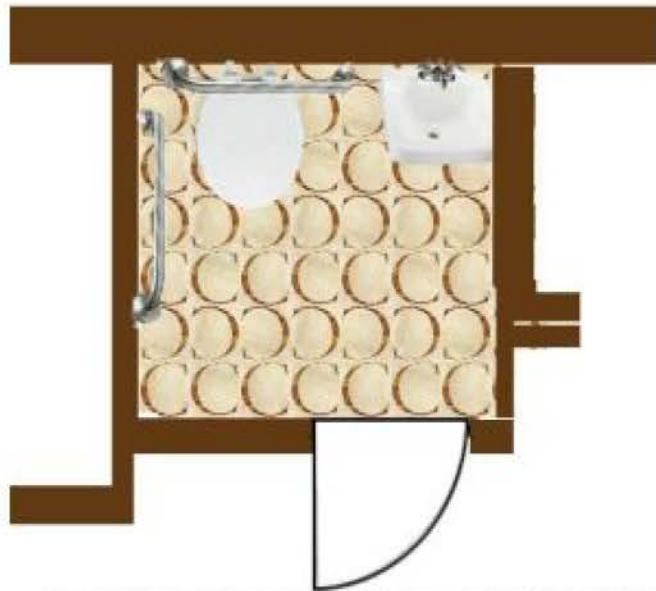


POST 2.4 MODELS IN SITE_ANDREW ROLLOCK





SITE LOCATION PLAN SCALE 1/16" = 1'-0"



ANDREW ROLLOCK



LIGHT FIXTURES

HAND DRYER



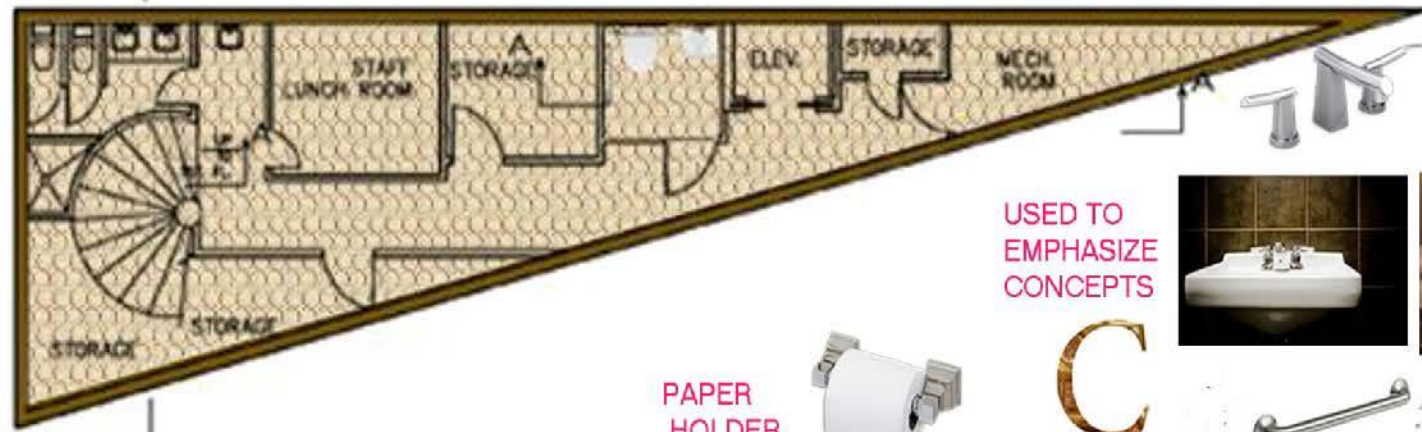
SOAP DISPENSER



PAPER HOLDER



CURVE MIRROR



CELLAR FLOOR PLAN
SCALE 3/16" = 1'-0"
CELLAR FLOOR PLAN



USED TO
EMPHASIZE
CONCEPTS



PAPER
HOLDER



H.C. TIOLET



MARBLE FLOOR FINISH





GIFTS



GIFTS



STATIONARY



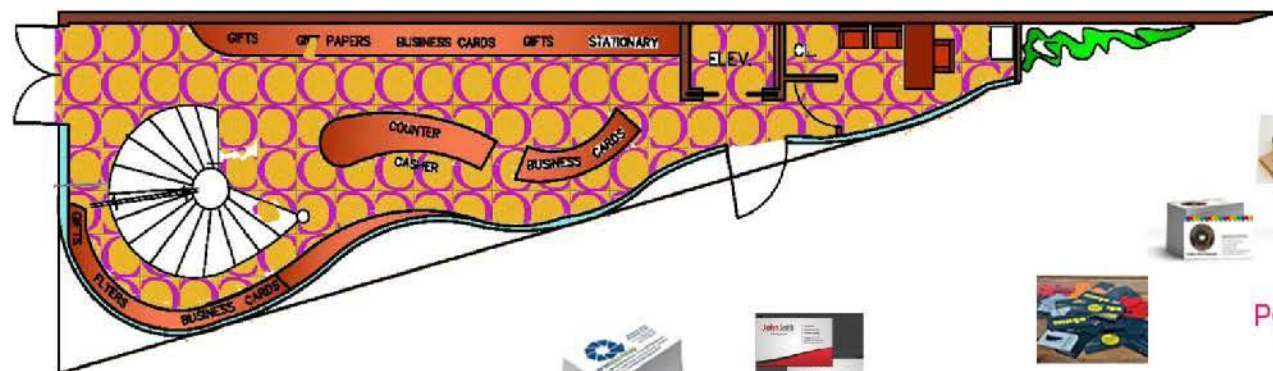
CASHER COUNTER



SECRETARY OFFICE FURNITURE



MARBLE FLOOR FINISH



POSTCARDS



POSTCARDS



POSTCARDS



FIRST FLOOR PLAN SCALE 3/16 = 1'-0



GRAPHIC ARTIST OFFICE FURNITURE



COUNTERS SEATS AND
YABLE TOP FINISH



FLOOR
MARBLE
FINISH

THE MERCHANDISE ARRANGED
IN A CURVING FORMAT
TO EMPHASIZE
MY PARTI

STATIONARY



GIFTS



POSTCARDS



SECOND FLOOR PLAN SCALE 3/16 = 1'-0



FURNITURES EMPHASING THE
PORTI OF C's AND S's



MANAGER OFFICE FURNITURE



THIRD
FLOOR
MARBLE
FINISH



THIRD FLOOR PLAN

FIRST FLOOR
MARBLE
FINISH

STATIONARY



GIFTS



GIFTS

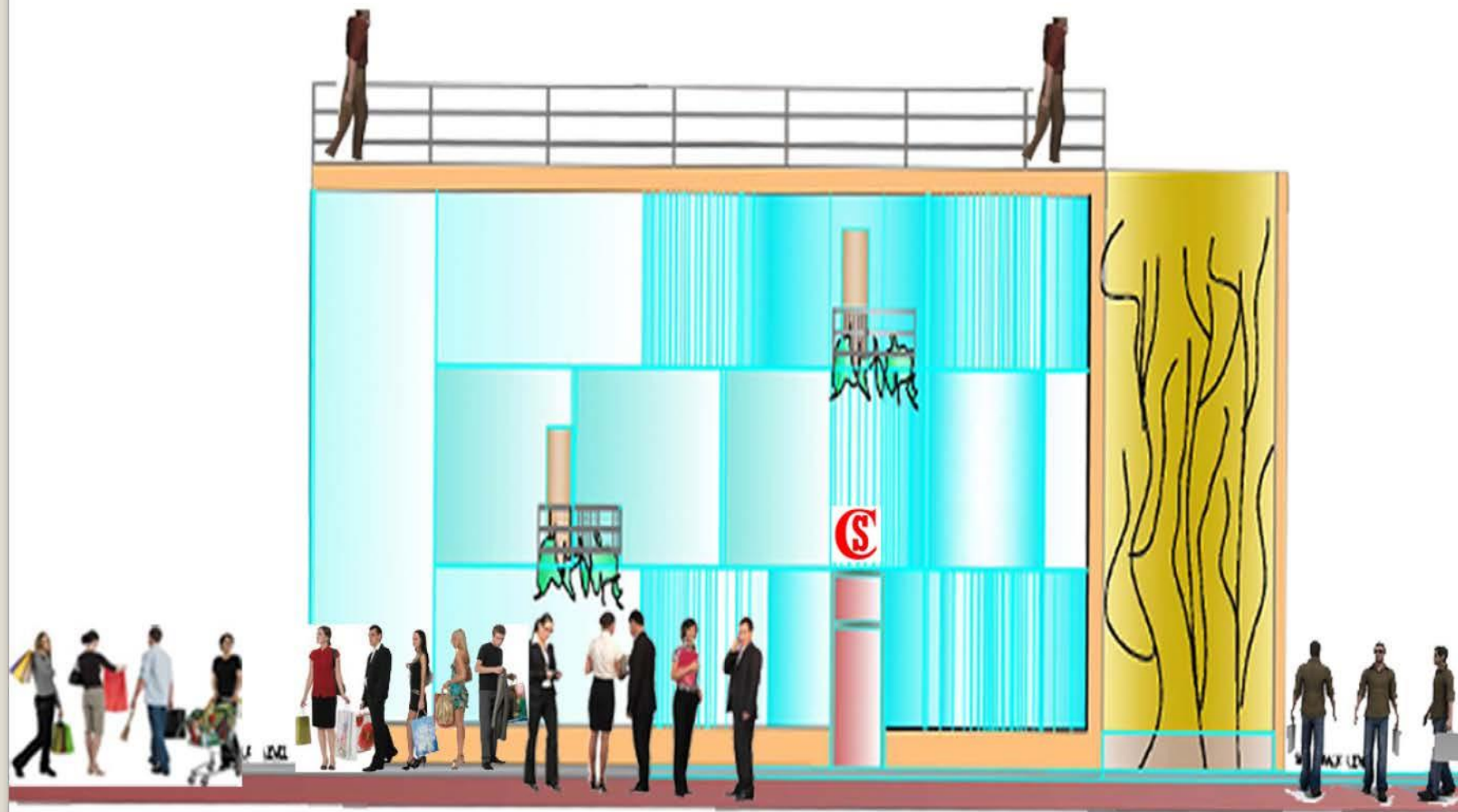




NORTH ELEVATION SCALE 3/16 = 1'-0

MAIN ENTRANCE
AT FULTON STREET

EXTERNAL
FINISH FOR
ADJASCENT
BLDG



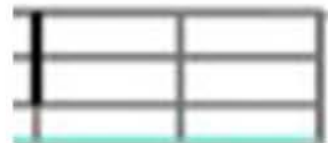
WEST ELEVATION SCALE 3/16 = 1'-0"



GLASS CURTAIN WALL



RAIL

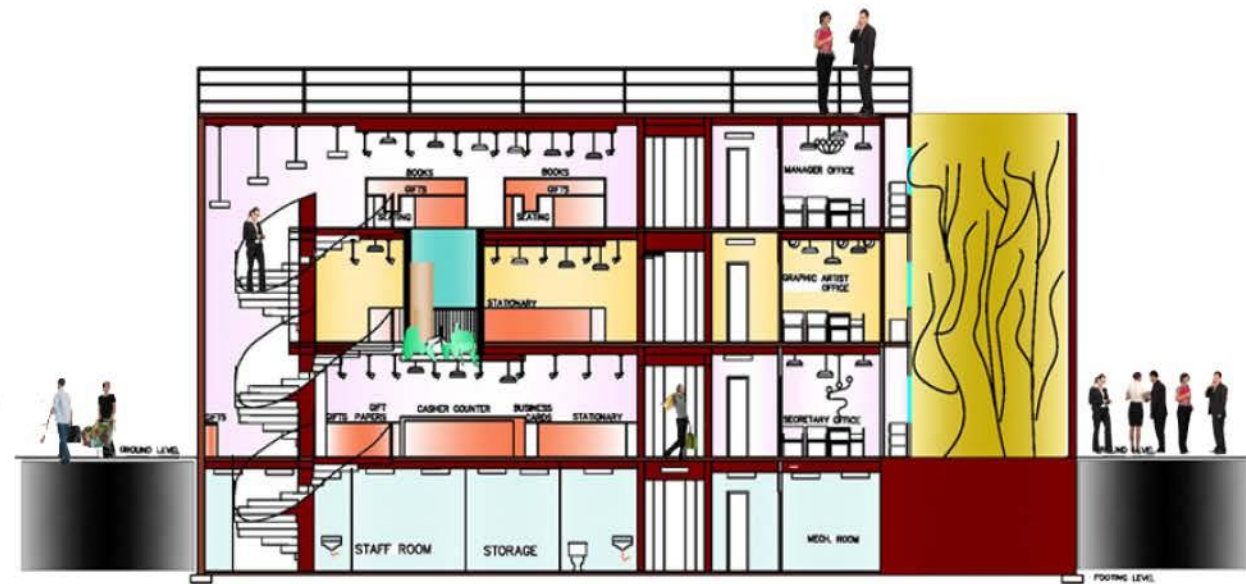


EXT.
FINISH

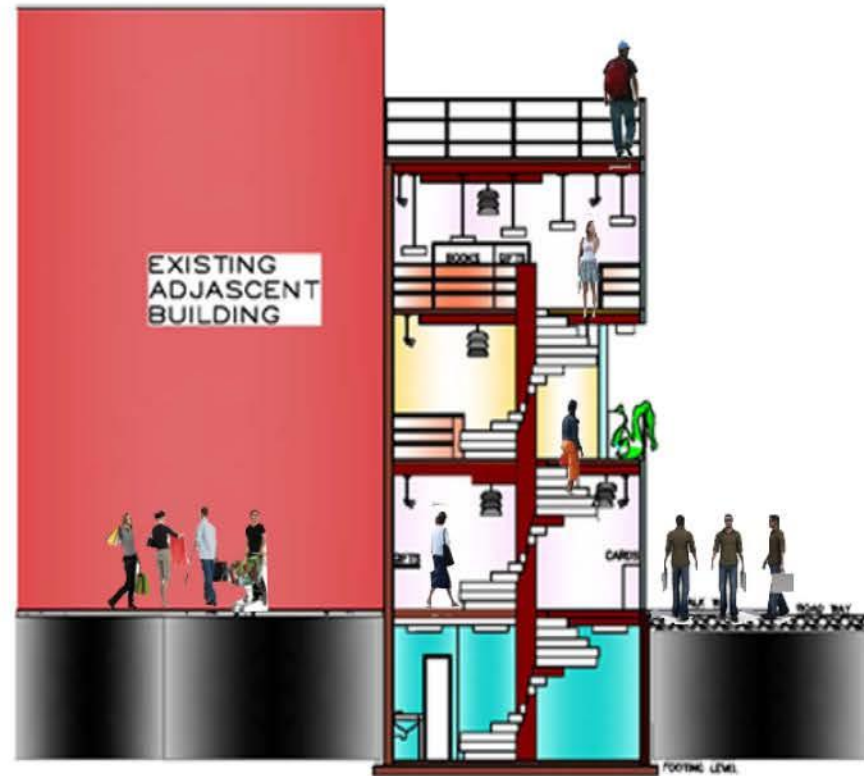


EXT.
FINISH





SECTION I SCALE 3/16 = 1'-0

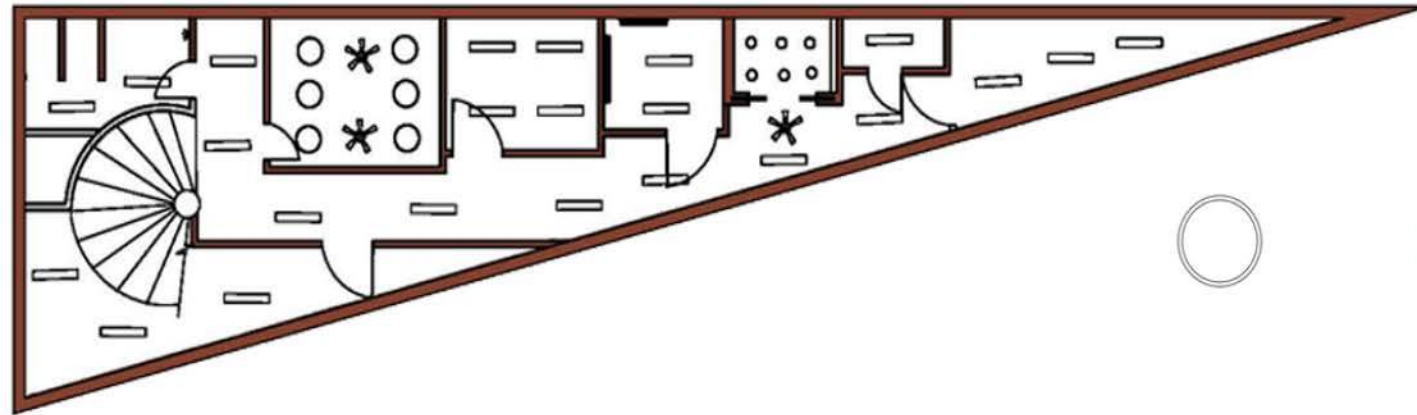
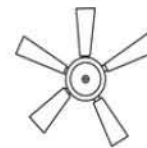


SECTION 2 SCALE 3/16 = 1'-0

SYMBOLS



CEILING
LIGHT FIXTURES



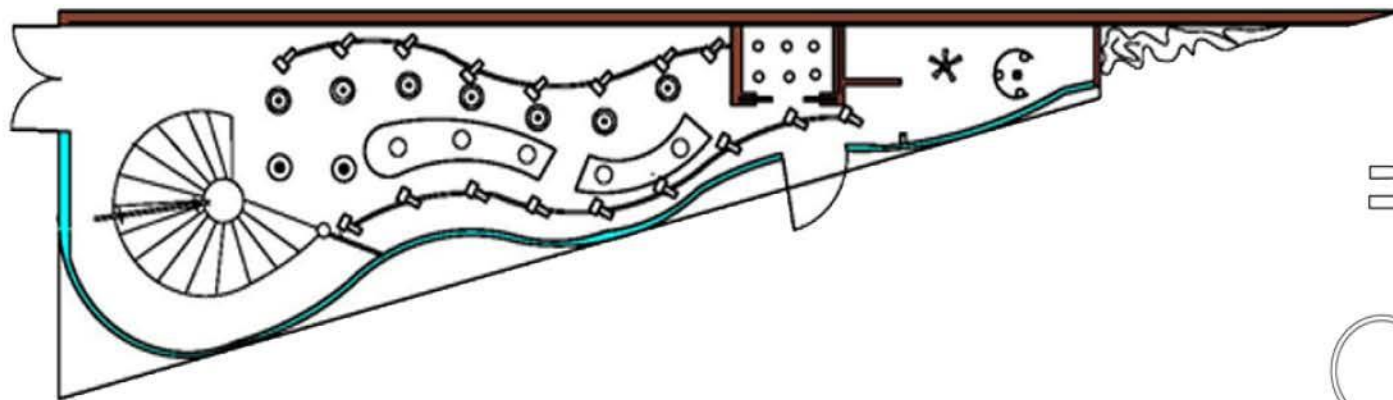
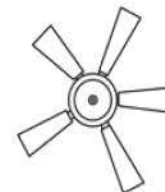
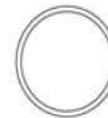
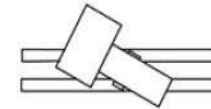
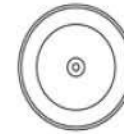
GROUND FLOOR CEILING PLAN

SCALE 3/16" = 1'-0"

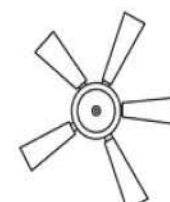
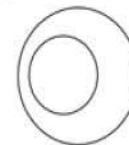
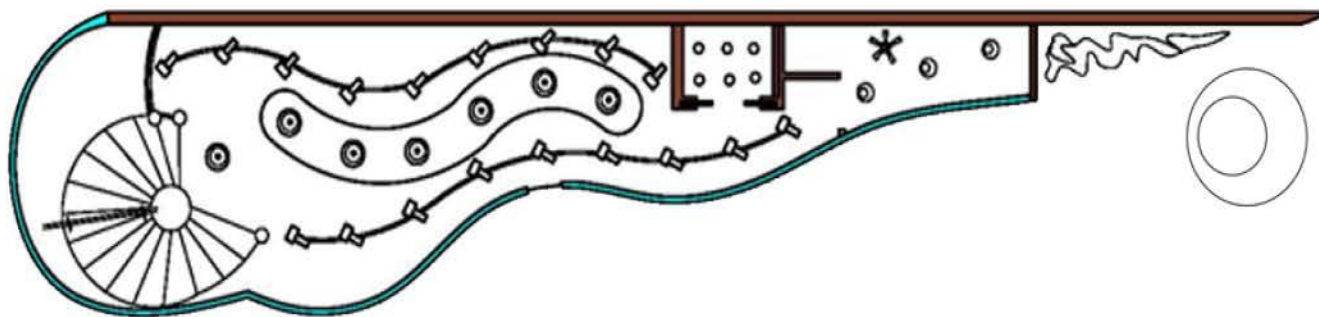
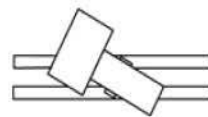
SYMBOLS



CEILING
LIGHT FIXTURES

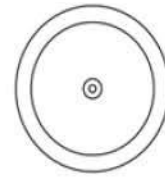


CEILING PLAN FIRST FLOOR SCALE 3/16 = 1'-0

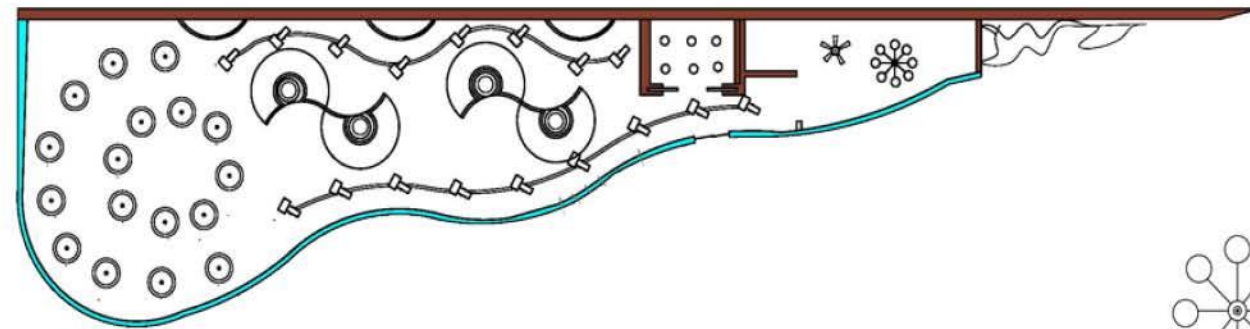
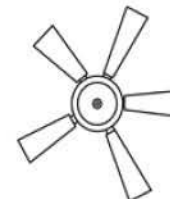
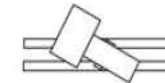
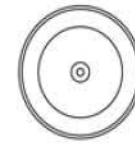


CEILING PLAN SECOND FLOOR SCALE 3/16' = 1'-0"

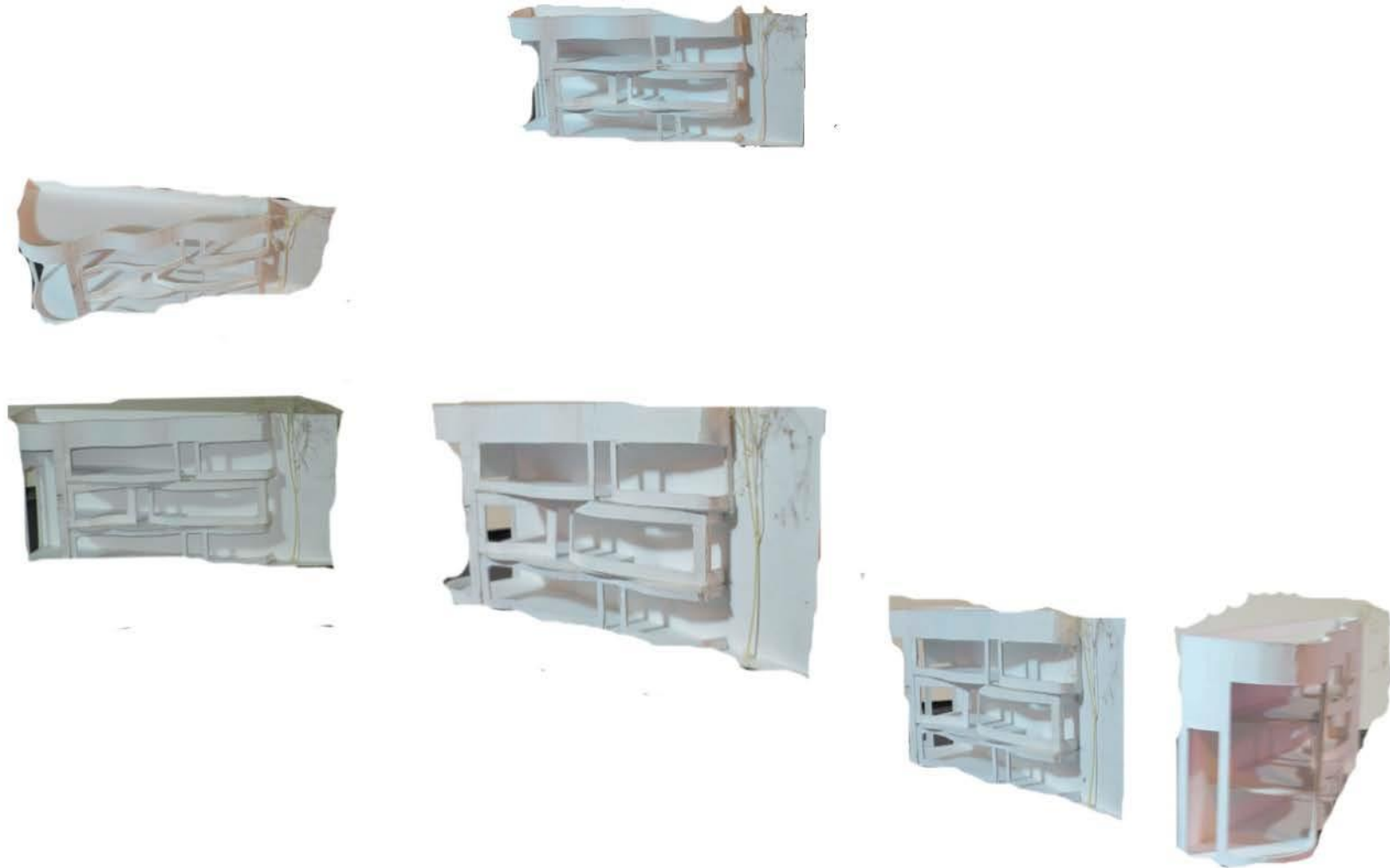
SYMBOLS



CEILING LIGHT FIXTURES



CEILING PLAN THIRD FLOOR SCALE 3/16 = 1'-0



VIEWS OF THE FINAL MODEL

END