P/P

Paradise/Paradigm

Dare to be...

We thrive to be an influential and inspirational source to young professionals who are eager to display their distinctive and fun personalities – one item and one person at a time.

Design Concept

Paradise Paradigm creates simplistic designs that incorporate colorful detailed prints and dark opaque shades. The designs generally include classic designs with small changes to assure that the fit is both comfortable and visually engaging. The prints are inspired by complex and multifaceted stained glass arrangements and commonly use bright color blends and dark lines to form abstract figures. The opaque shades and spots are usually reserved for the exterior, often working as a shield with small openings that allows one to see the intricately designed prints.

Target Market

Paradise Paradigm designs and creates for Zoe & Andrew; young professionals with atypical and vibrant personalities. We feel our clothing is essential to them because they feel it is difficult to find items that are both work appropriate and display their youthful and vivacious nature.

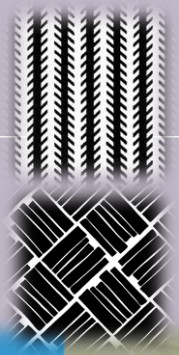
Zoe
Age: Mid 20's
Education: M.A. Interior Design
Profession: Junior Interior Designer
Hobbies/ Interest: Record Collecting, Photography and Volleyball

Andrew
Age: Late 20's
Education: Graduate Student
Profession: Journalism Intern
Hobbies/ Interest: Drawing, Woodworking and Local Politics

Store Concept & Logo

Luisa Diaz
Prof. Johnson

Paradise/Paradigm



Paradise:
a state of supreme happiness; bliss.

Paradigm:
an example serving as a model; pattern.

Paradise is enveloped by Paradigm everyday. We know the bliss is there it is just covered by the more boring day to day routine that must be followed. The blue free form represents paradise. The many sections intertwined by wire represent paradise. It is like an obstacle course that we must pass to get to paradise. Ex. Work, we need to work to have an income and provide ourselves with necessities but also with indulgences like paradise.

Concept Model

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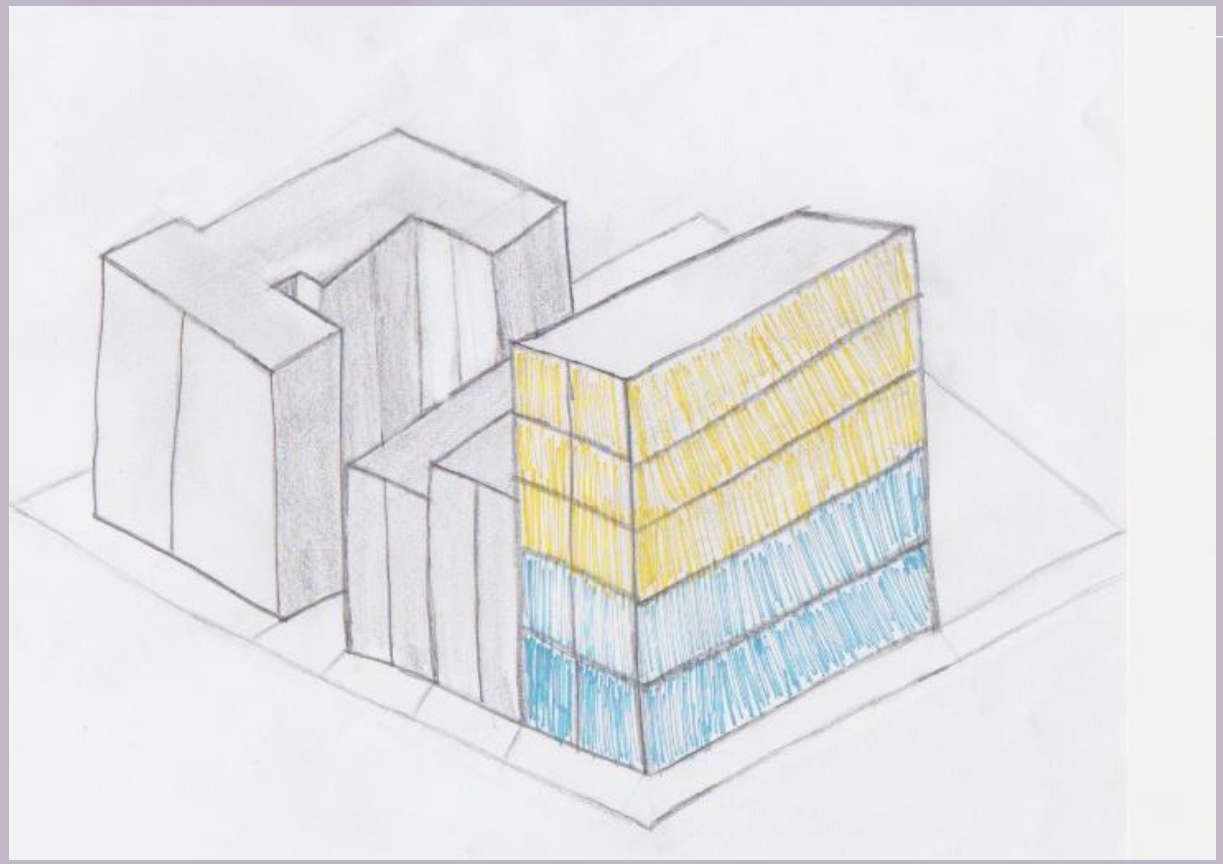
Prof. Johnson

37 LAFAYETTE AVENUE,
BROOKLYN 11217



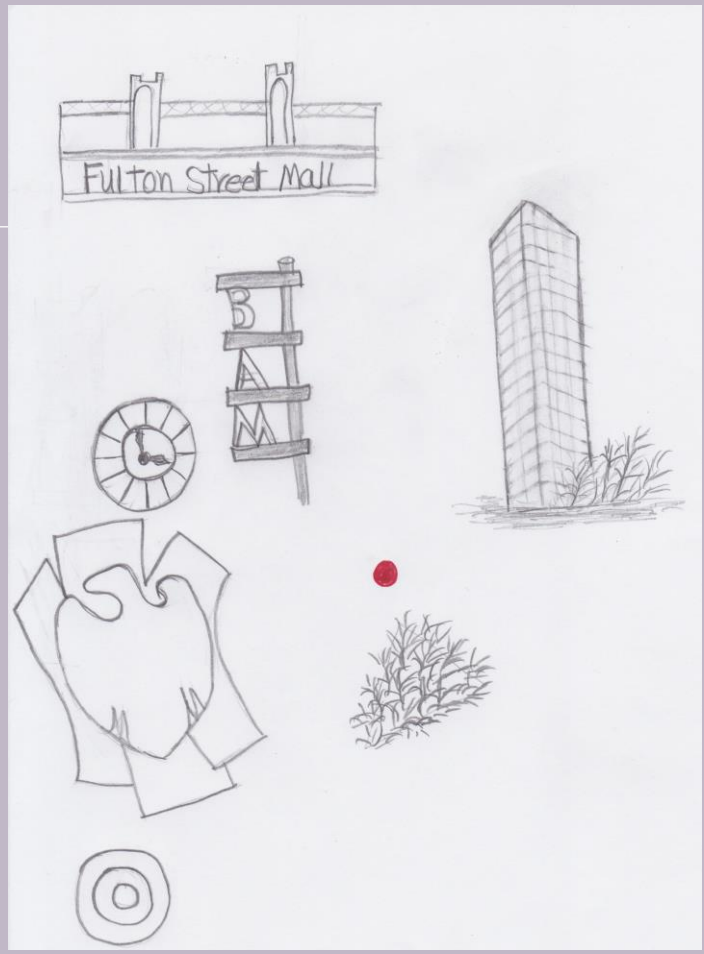
Commercial
Residential

Residential: Multi-Family Walk-up
Block: 2108
Lot: 17
Lot Area: 2,150 sq ft [21.5' x 100]
Zoning: C6-1
Floor Area Ratio: 2.1 Max. FAR: 6
SKY EXPOSURE:

- Narrow street 2.7:1
- Wide street 5.6:1

SETBACK:

- Narrow street 20ft.
- Wide street 15ft.



Site

Site & Massing

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Prof. Johnson

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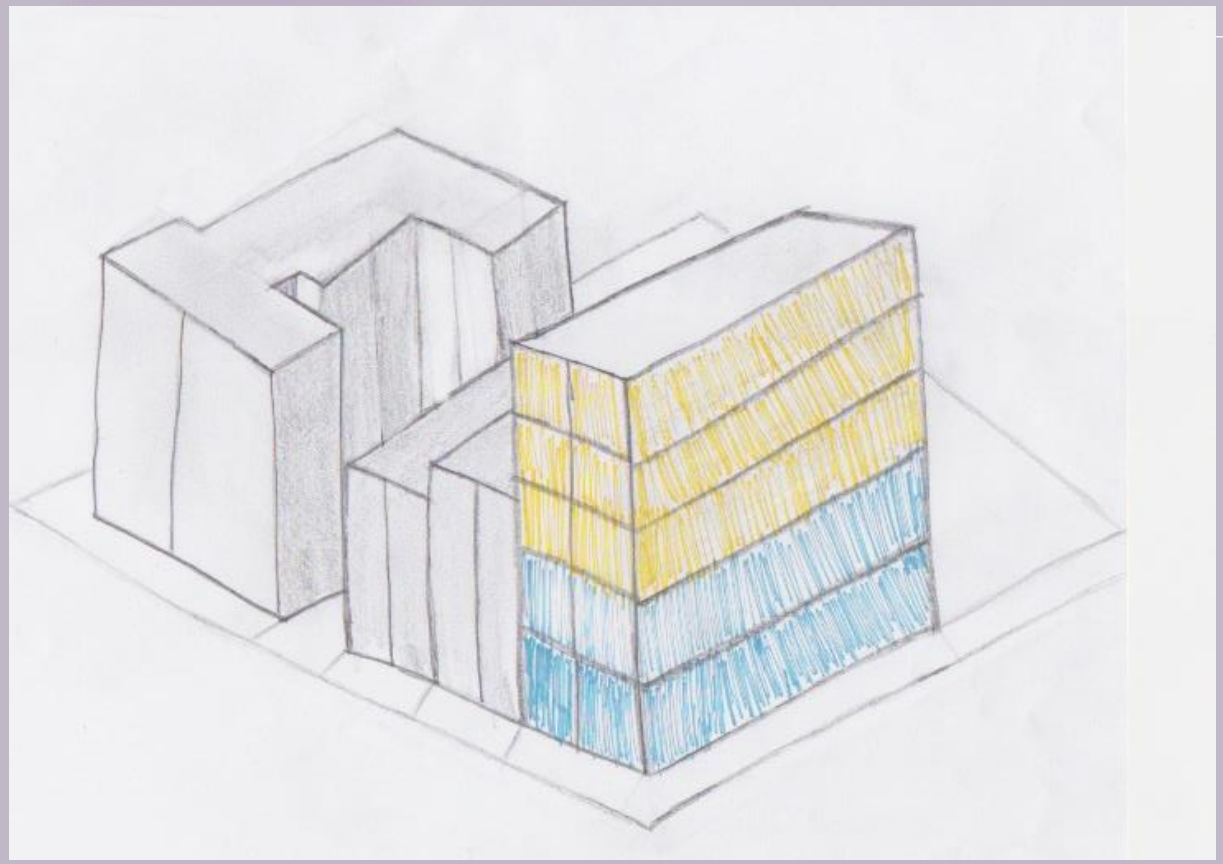

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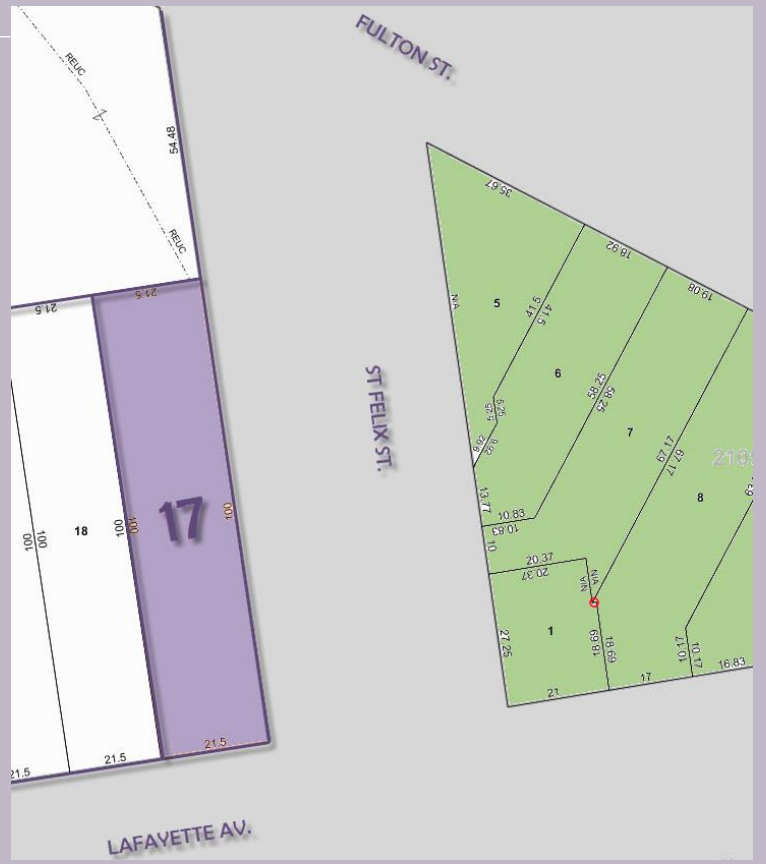

Site Zoning Study

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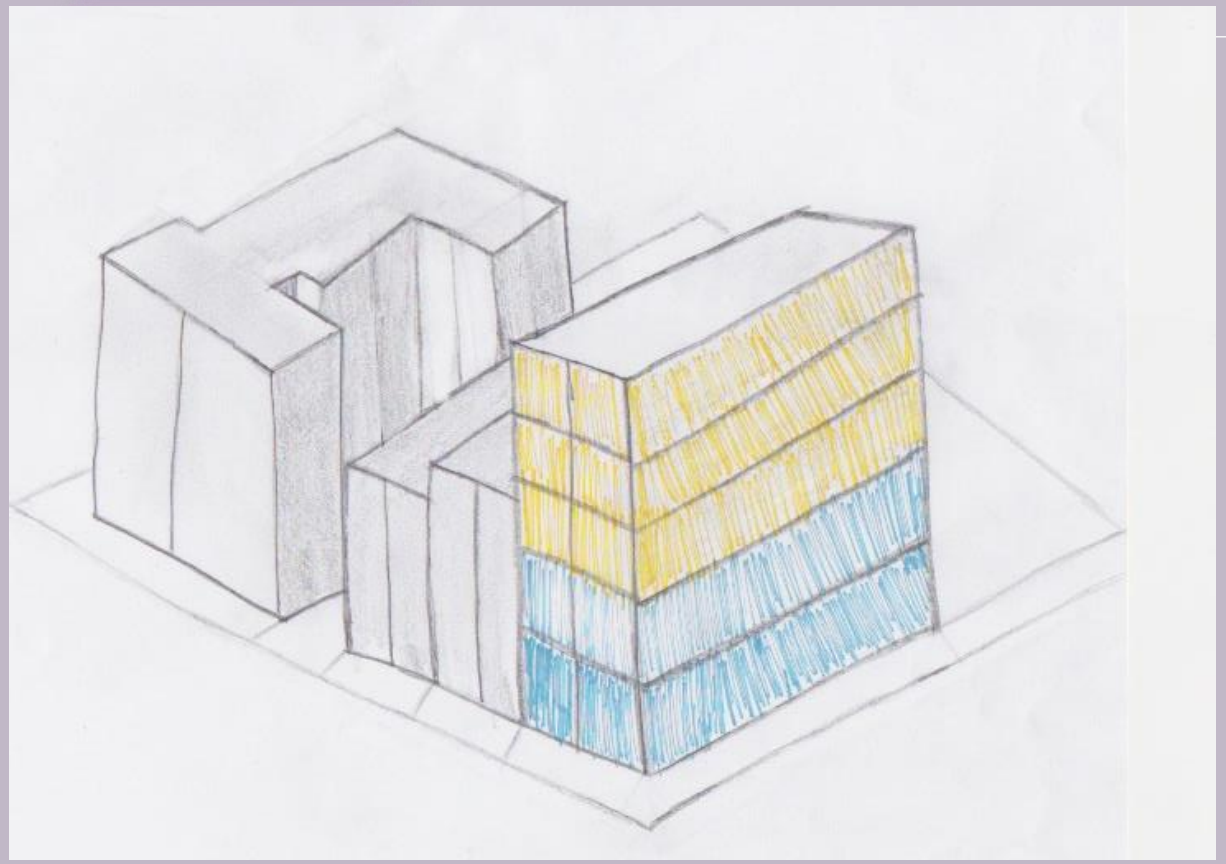

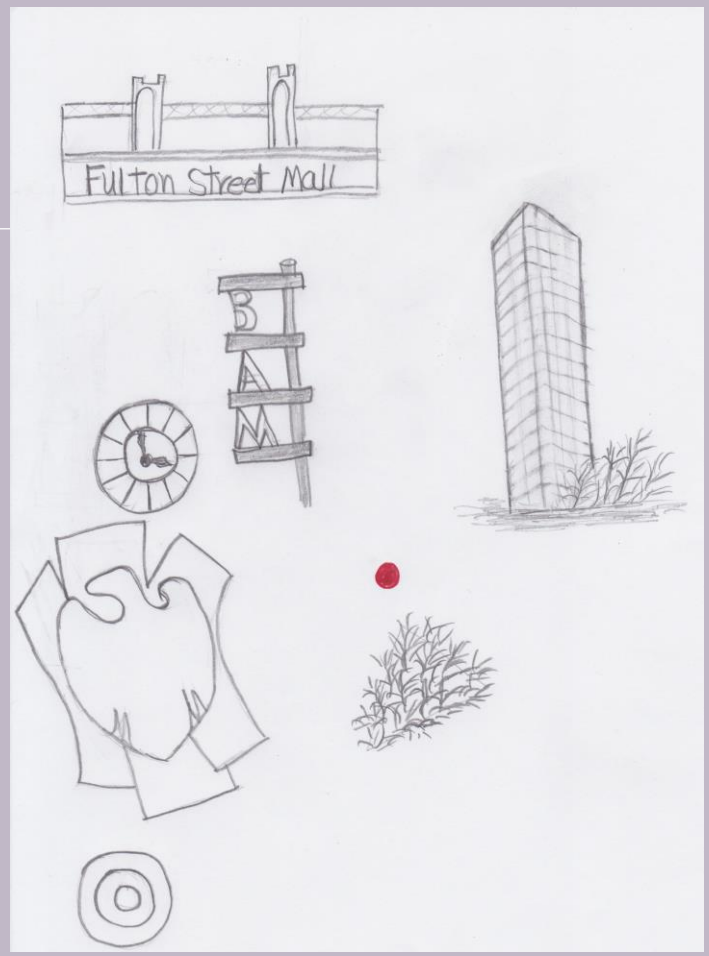

Site

Site Analysis & Interaction

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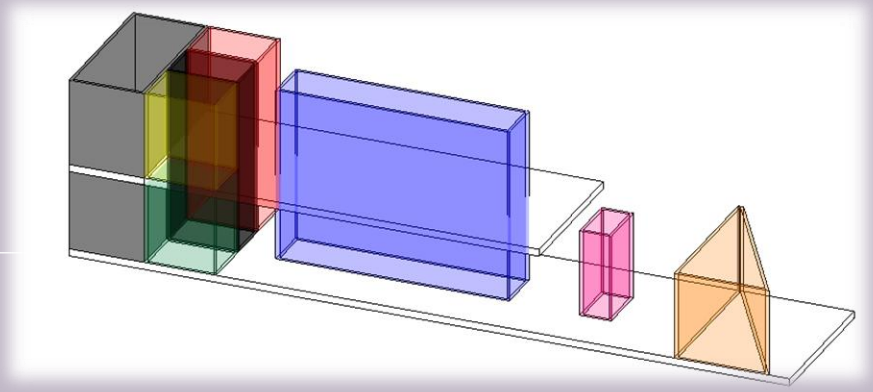
Paradise/Paradigm



Spaces

Entrance

P.O.S

Stairs

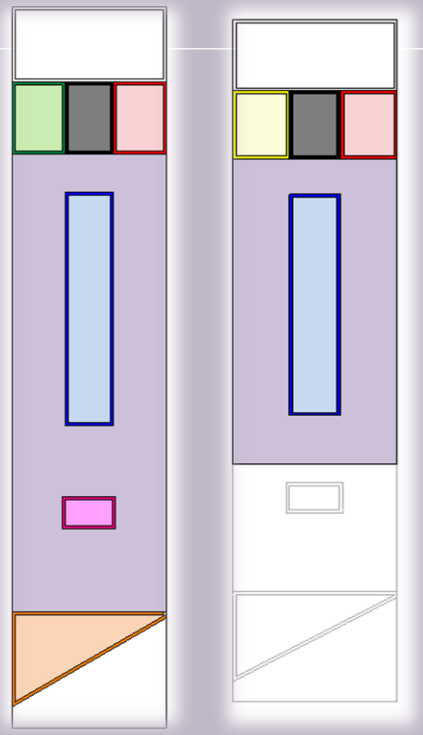
Restroom

Stock

Fitting Room

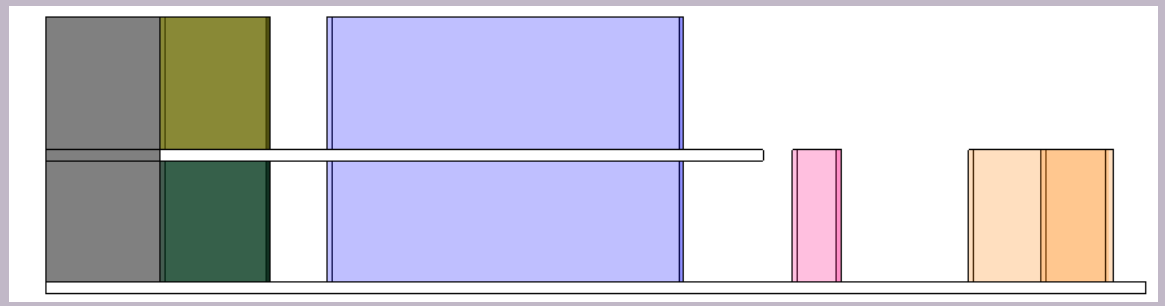
Office

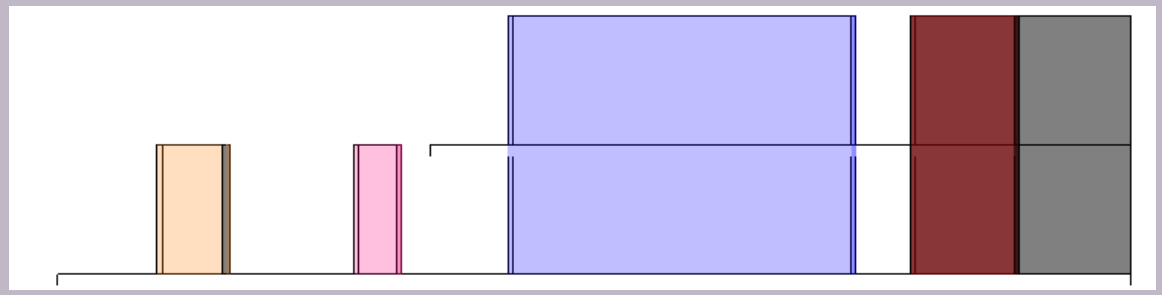
Merchandising Space



1st Floor

2nd Floor





Program & Layout

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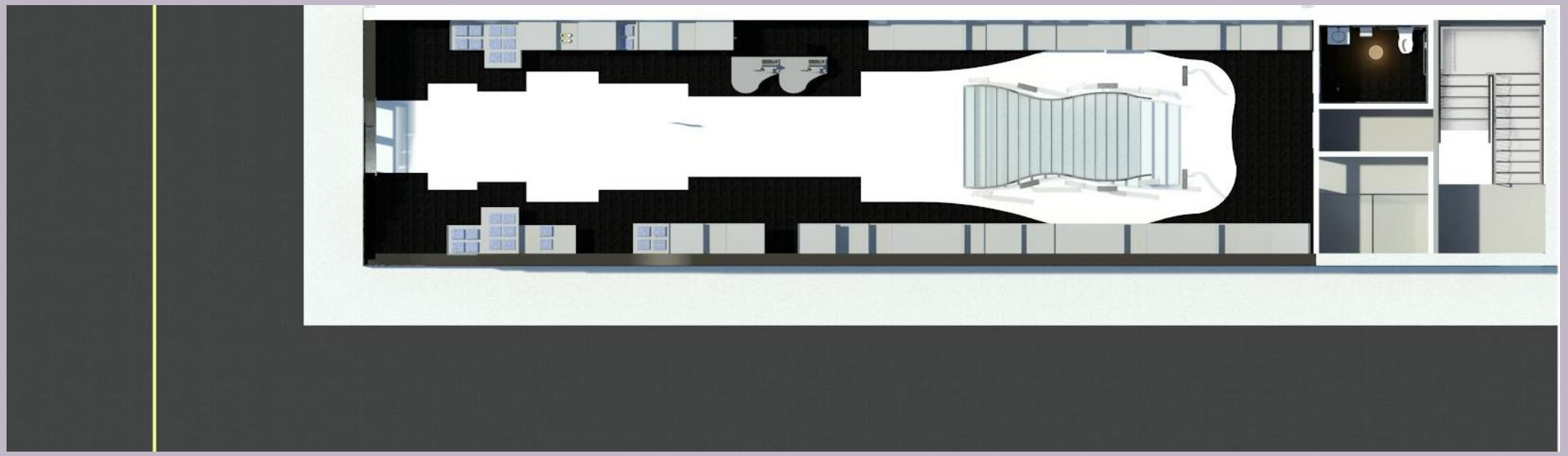

1st Floor Plan

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2nd Floor Plan

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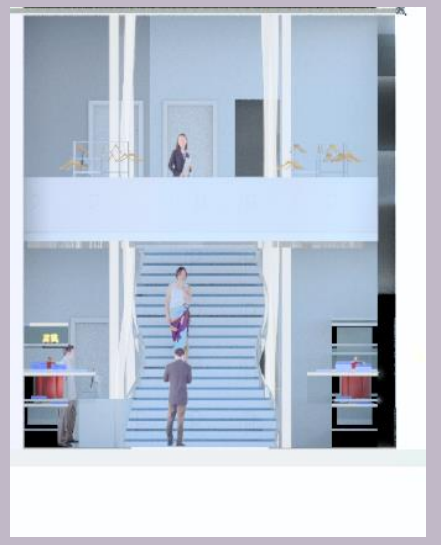

Sections

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Exterior Elevations

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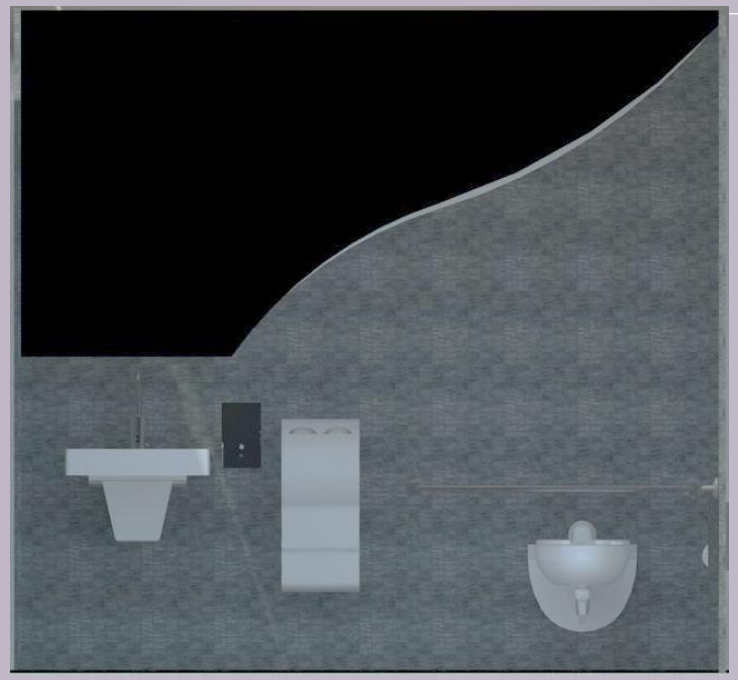

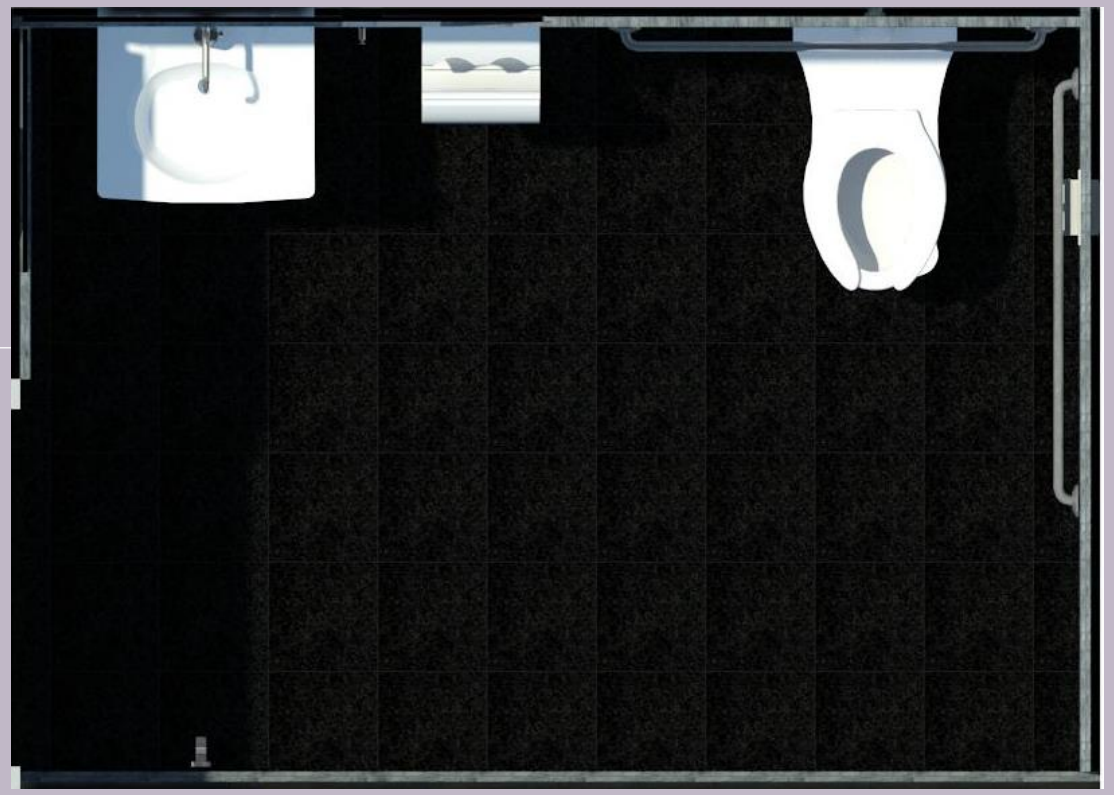

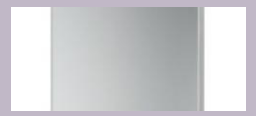

ADA Bathroom

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Black & White Palette

Light & Dark
Paradise & Paradigm

Flooring- Epoxy to maintain continuity. Black on the outer portion to envelope the White in the middle. The second floor is completely white. By making the floor white it reflects natural light and acts as a great screen of luminance with the intent of illuminating what represents Paradise.

The bi-color has been chosen considering the vast amounts of light that will be entering the space. These tones have been adapted in all spaces to represent Paradise & Paradigm. Also helping with maintaining the importance of what matters most, the merchandise which will be displayed. The play of materials & textures allow the customers to pick their own Paradise.

Displays- Rugged displays made out of gray aluminum while the curved displays are made out of white aluminum.

Bathroom- A black stone floor with blue glass tiles in combination with the mirror to the define the space .

Facade- A combination of opaque and transparent glass. It is to represent the combination of materials while also allowing light to flow through the space. A base of black marble is used to frame the building.

Stairs- Bringing in the different types of glass the stairs become the focal point of the store. With opaque transparent and high light emitting glass it creates a feast for the eyes with just the light that surrounds it. The shadows casted and the brightness which it delivers create and unforgettable space.

Material Concept

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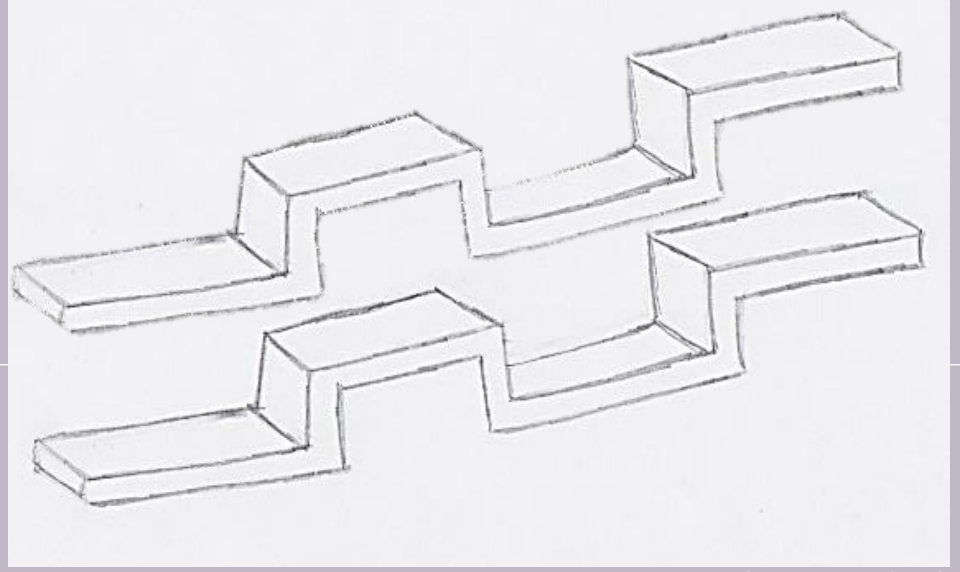
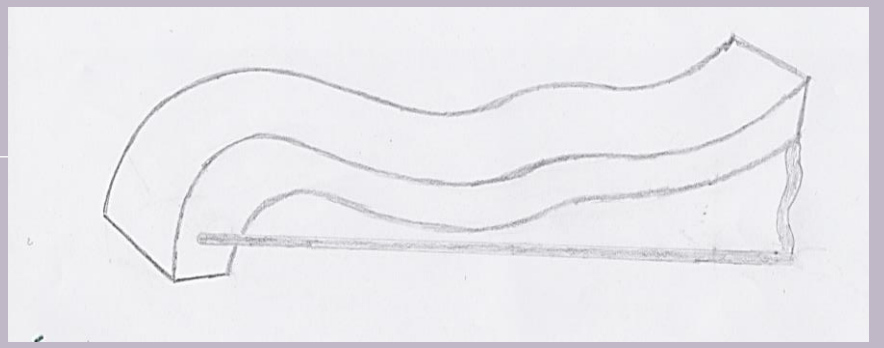
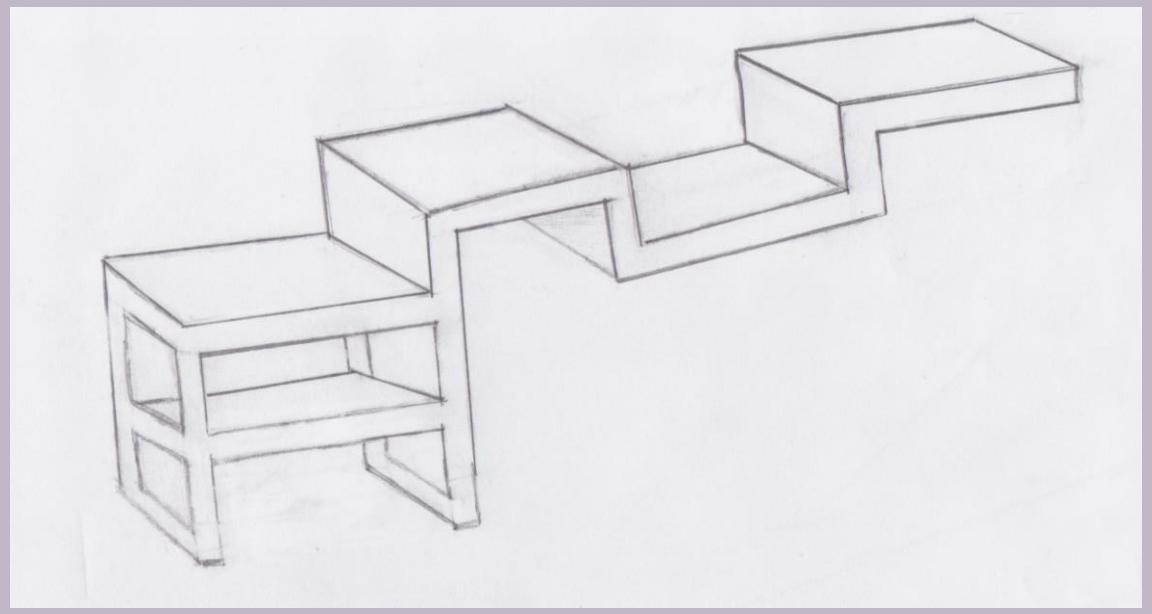


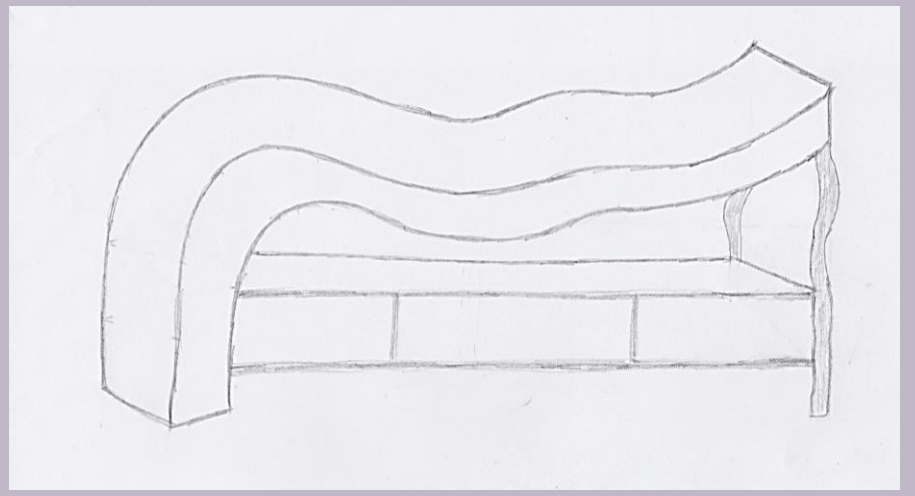
Shoe rack display



Wall mounted Display with Rod



Floor Mounted clothing display



Floor Mounted Clothing Display

Displays

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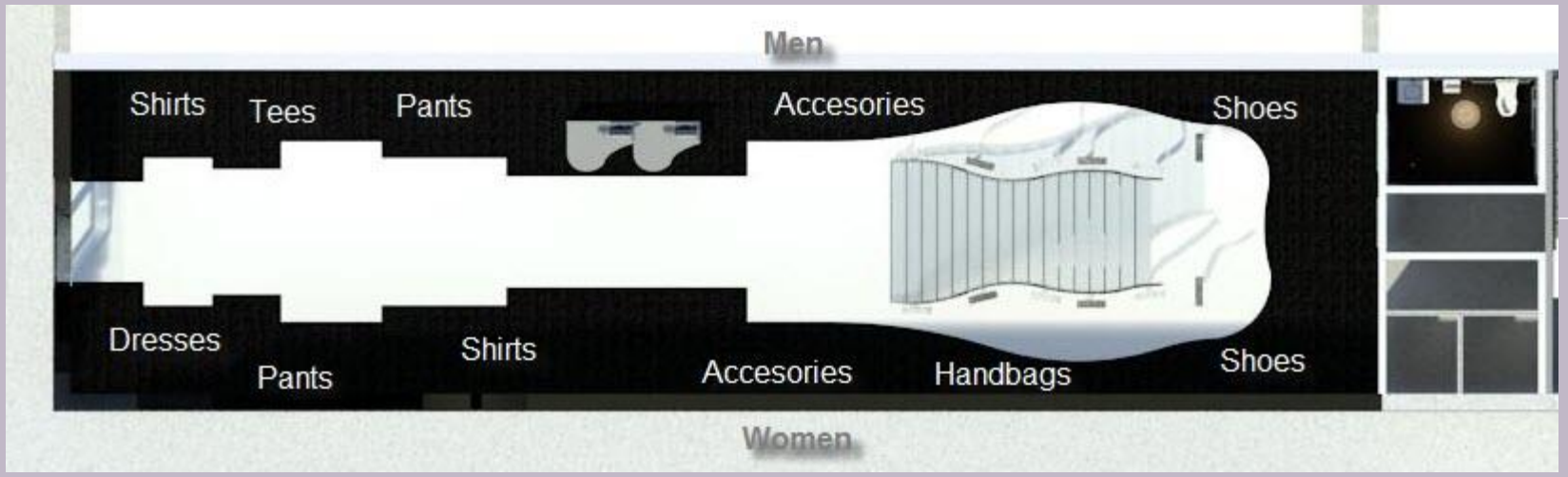
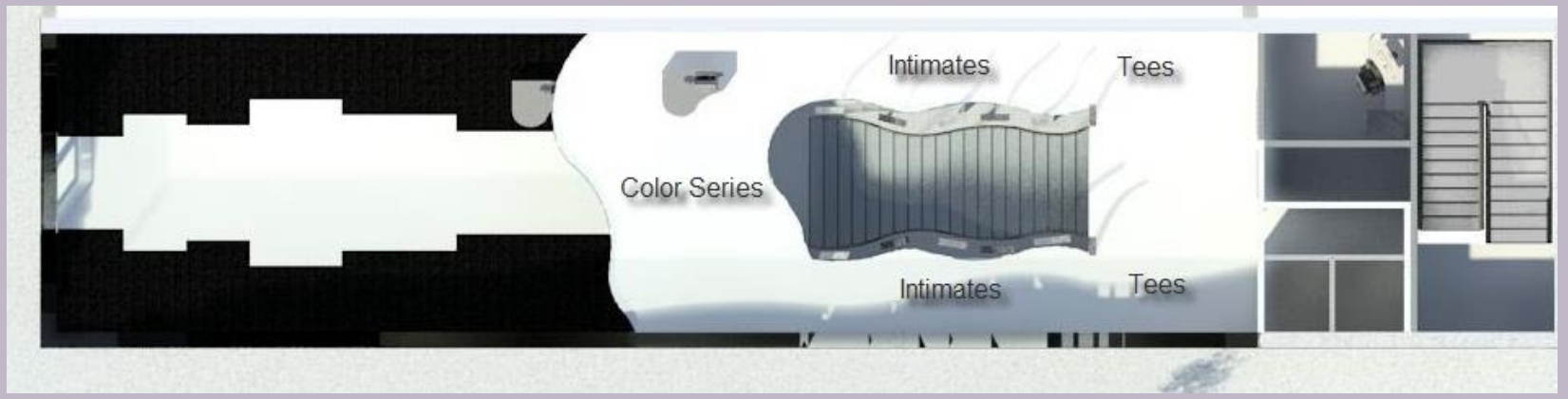


1st Floor Layout

2nd Floor Layout



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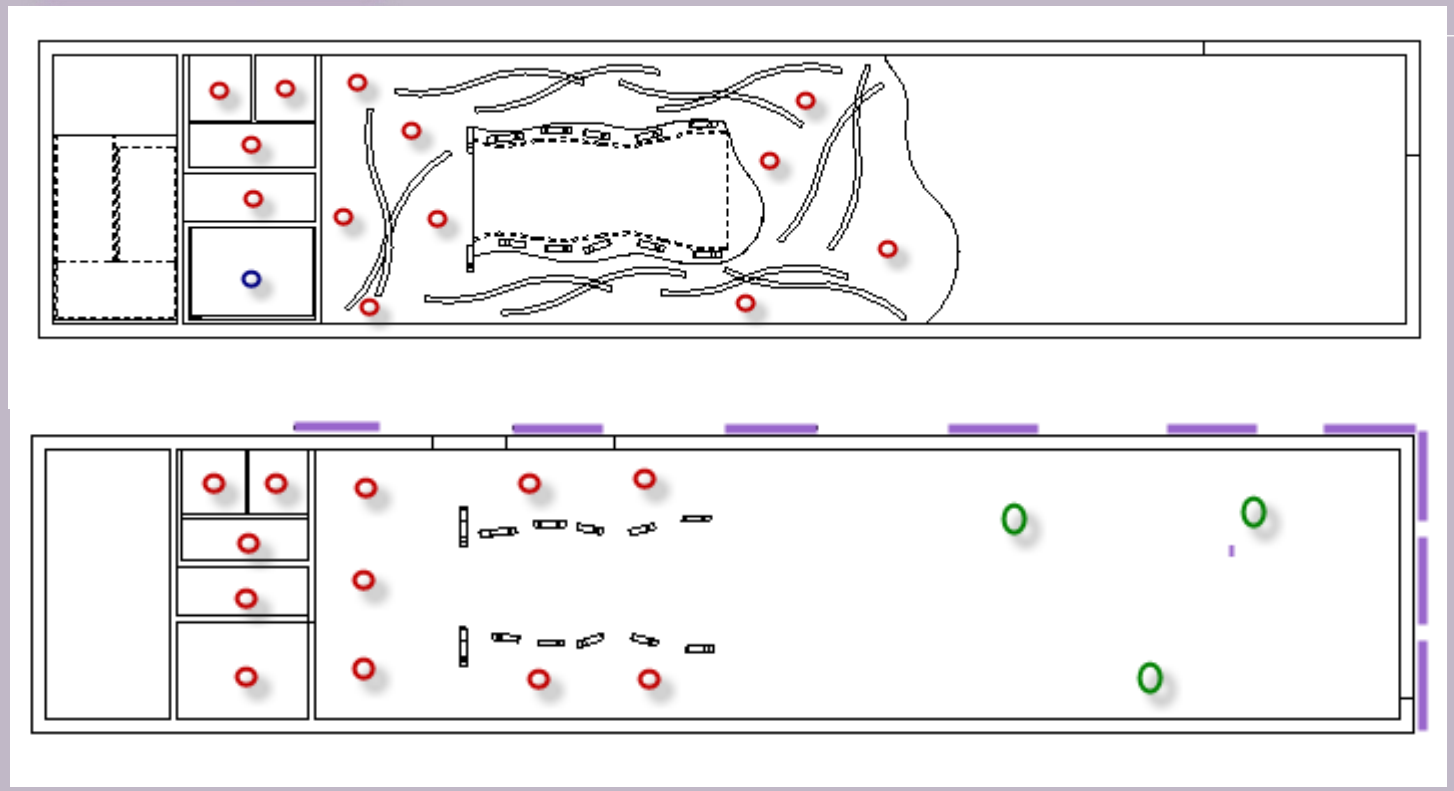

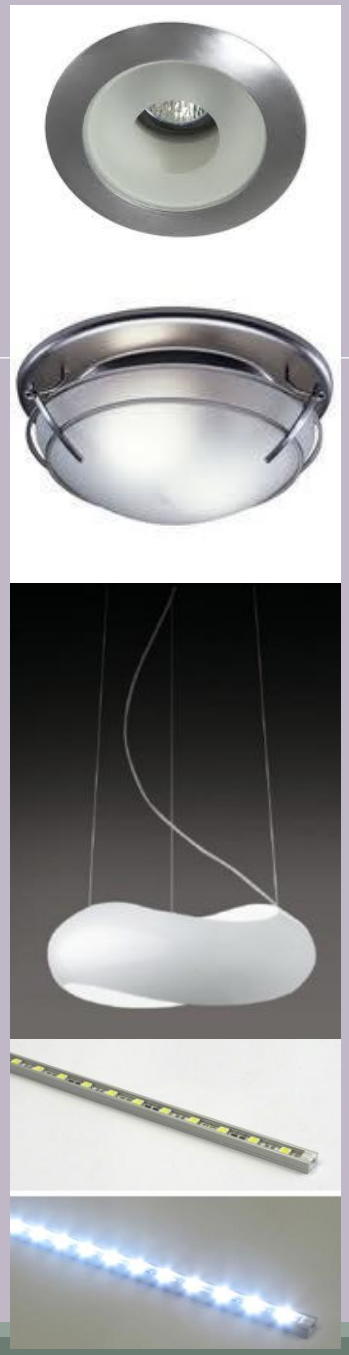

Concealed Fixtures

Bathroom Light w/ Vent

Large Pendant Light

Exterior String Lighting

RCP

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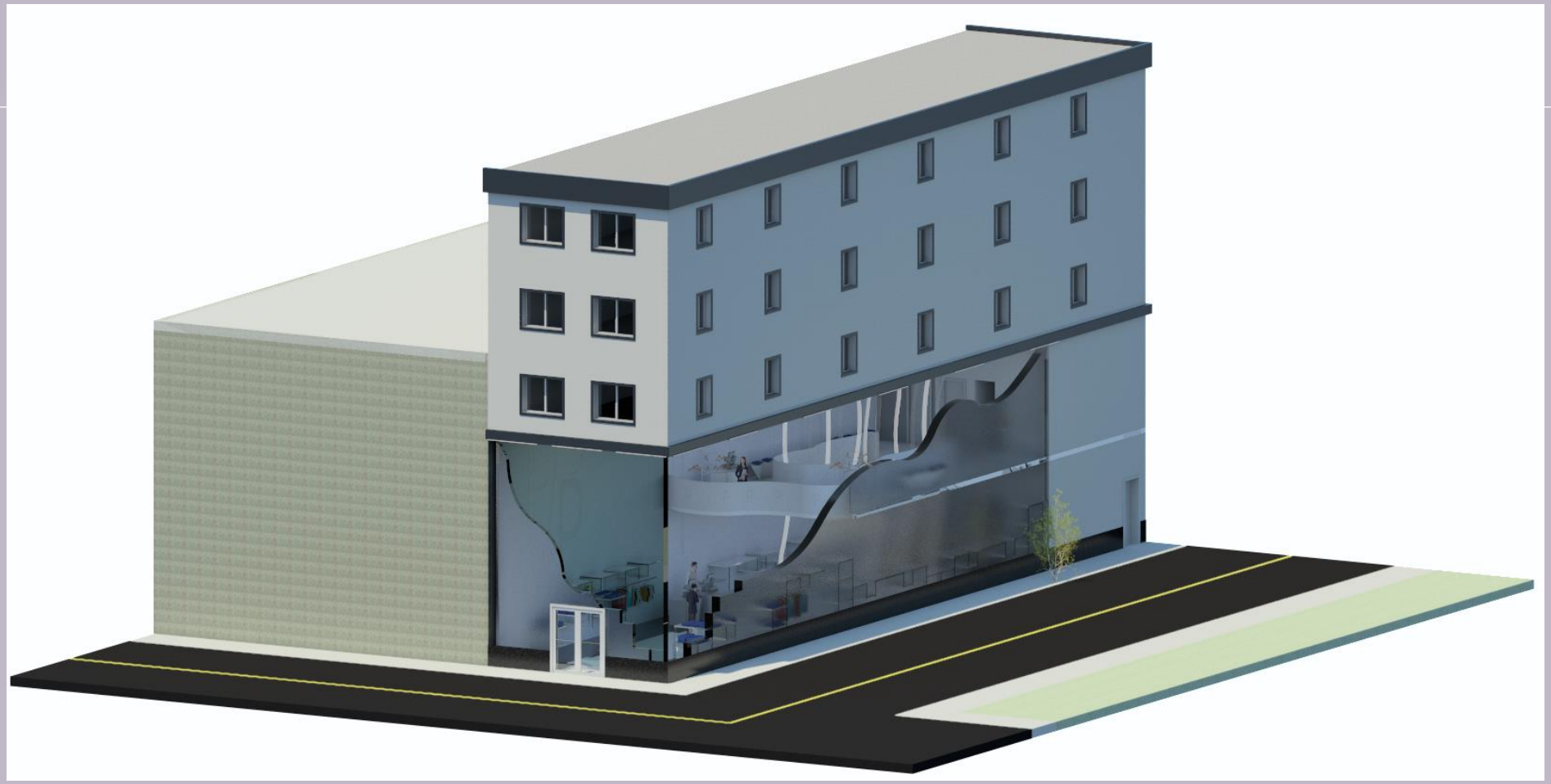

Renderings

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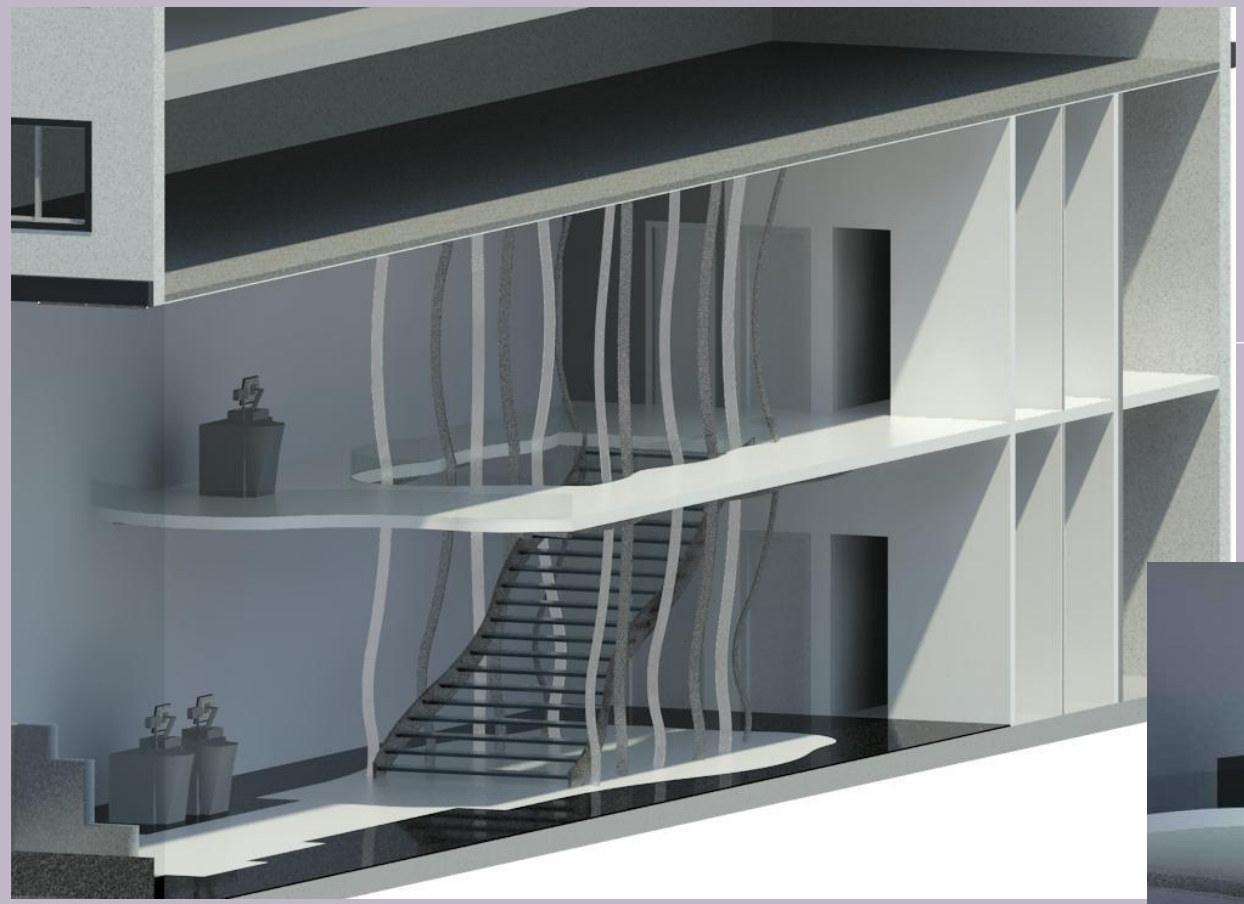

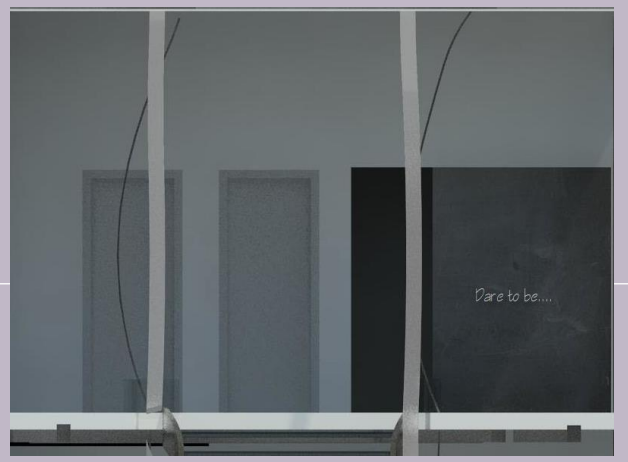
Dare to be....