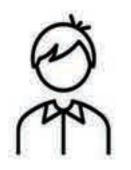




USER JOURNEY MAP

Persona & TouchPoints



- Avid shopper and loves to shop of or lifestyle, wellness brands.
- Loves to idle during his free time.
- **Curious Christopher** 25, Working Adult
- Frequents Paragon and nearby malls on weekends.

ENTRANCE Catching his attention from afar, Chris was lured by the hanging bottles merchandise that got him feeling intrigued.



FRAGRANCE DISPLAY Greeting him were standing displays in chrome finishes, crowding the space with signature Aesop scents.

⋖-8250

EXISTING TENANT



CUSTOMIZATION CORRIDOR Besides this space, Chris headed down an "A.I. corridor" and was amazed to see interactive screens to customize their own scents.



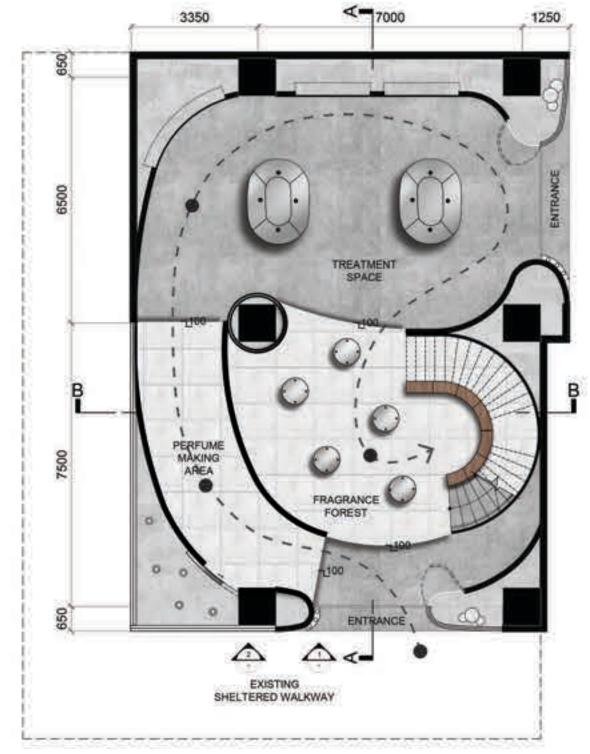
TREATMENT SPACE Continuing his journey, Chris was faced by two shiny chrome standing sinks, where he tested out Aesop skin and bodycare products.



LIBRARY Walking up towards a quieter and peaceful space, Chris was greeted by the Aesop library and sat down to view the books.

Plans

Scale 1:100

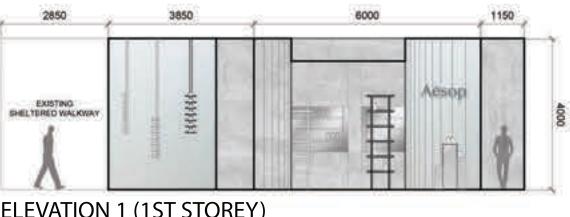


1ST STOREY PLAN



Elevations

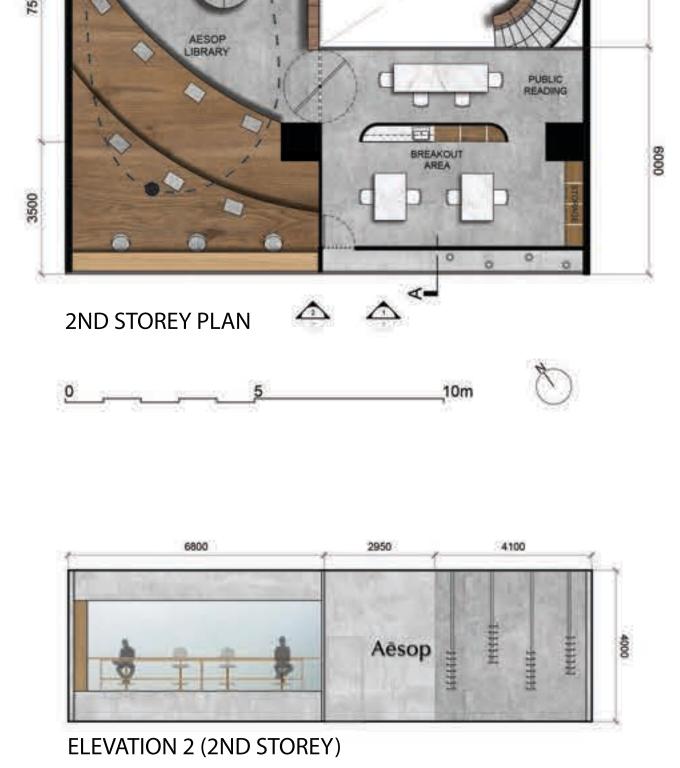
Scale 1:100



ELEVATION 1 (1ST STOREY)

SECTIONS Scale 1:100

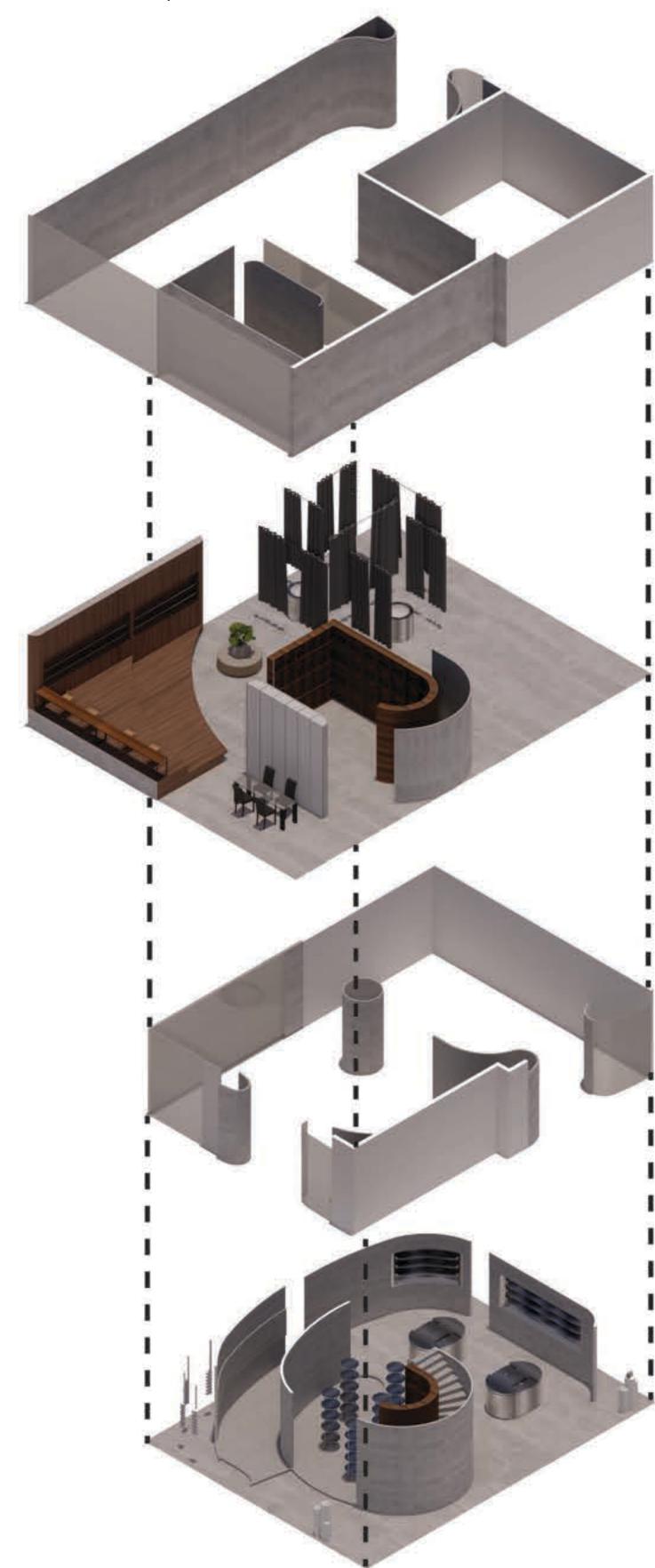
7000 COVERCO WALK WAY





SECTION B-B (SHORT SECTION)

Exploded Isometric Diagram of Overall Concept Store

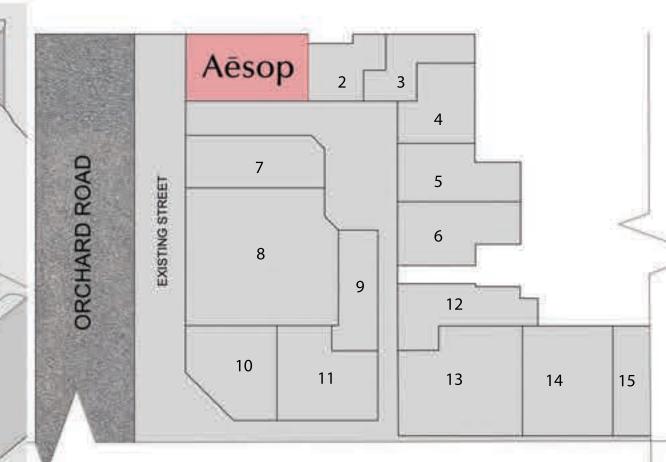




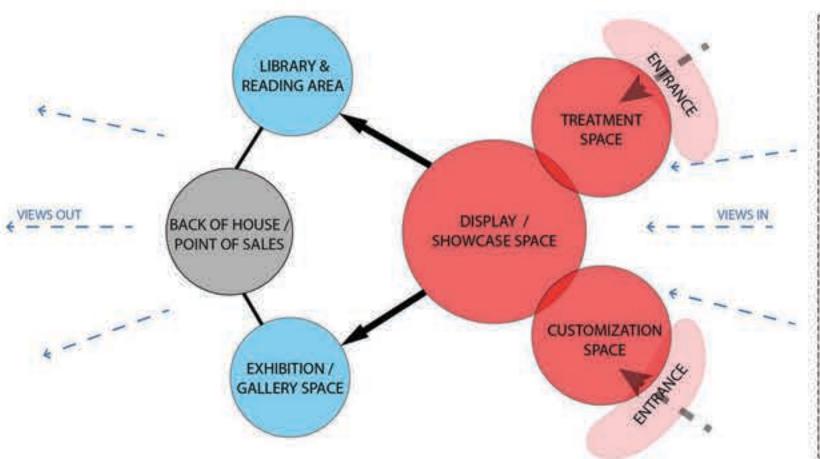


Site Analysis
@ Paragon Shopping Centre, Unit #01-01

Unit Plan Paragon Shopping Centre, Unit #01-01



Spatial Programming
Spatial & Zonal Planning



TREATMENT SPACE **AESOP PRODUCT** SHOWCASE CUSTOMIZATION SPACE

EXTNG. TENANT AESOP BRAND EXHIBITION BOH & **AESOP LIBRARY &** POS BOOKSTORE

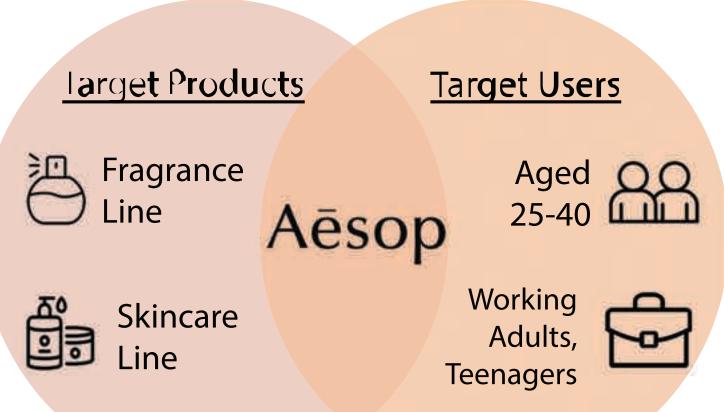
Concept Statement
Overall Design Concept & Stratregy

The 'Aesop Library' copies the idea of a typical library, a common space where users can come together and learn about a particular topic or subject.

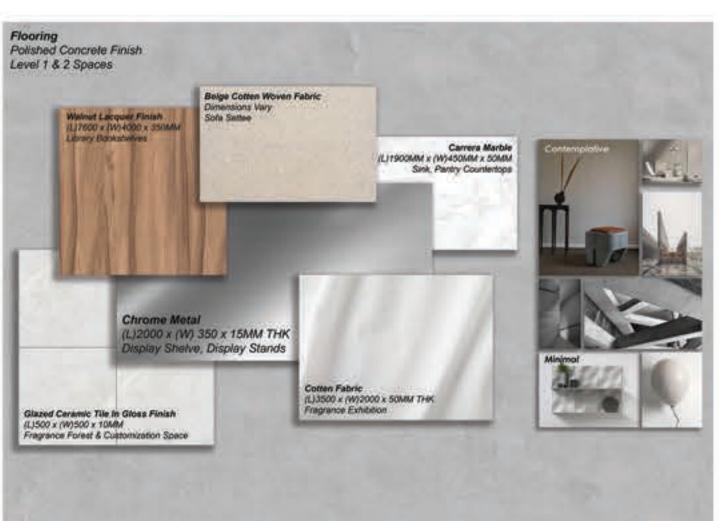
In the Aesop Library, however, it educates users on Aesop products and its identity as a wellness brand through a learning journey from level 1 to 2.

This learning journey guides users from product interaction to brand interaction activities and from a public/open setting to a quieter and slow paced environment.

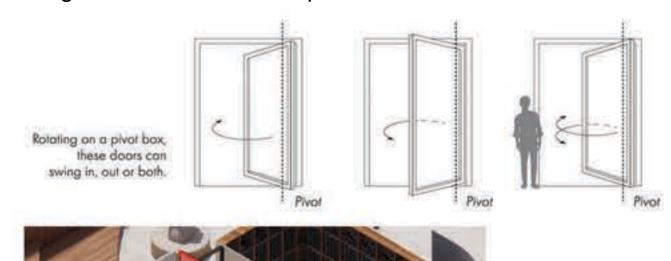
Brand Profile Target Products & Users



Material Board Overall Material Selection



Performative Diagram Diagram of Performative Space





Performative Transforming a public reading space in a public setting to an informal private meeling space.