



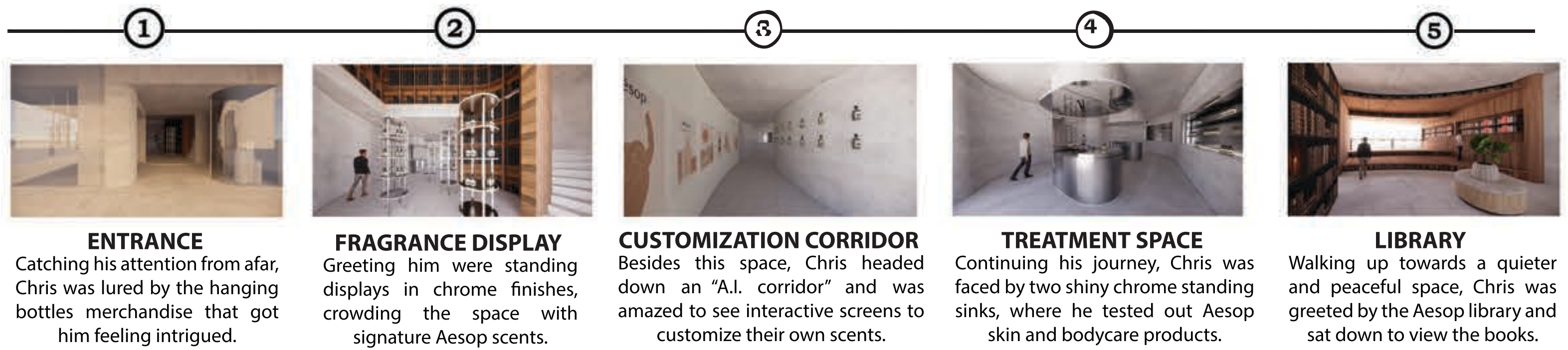
USER JOURNEY MAP

Persona & TouchPoints



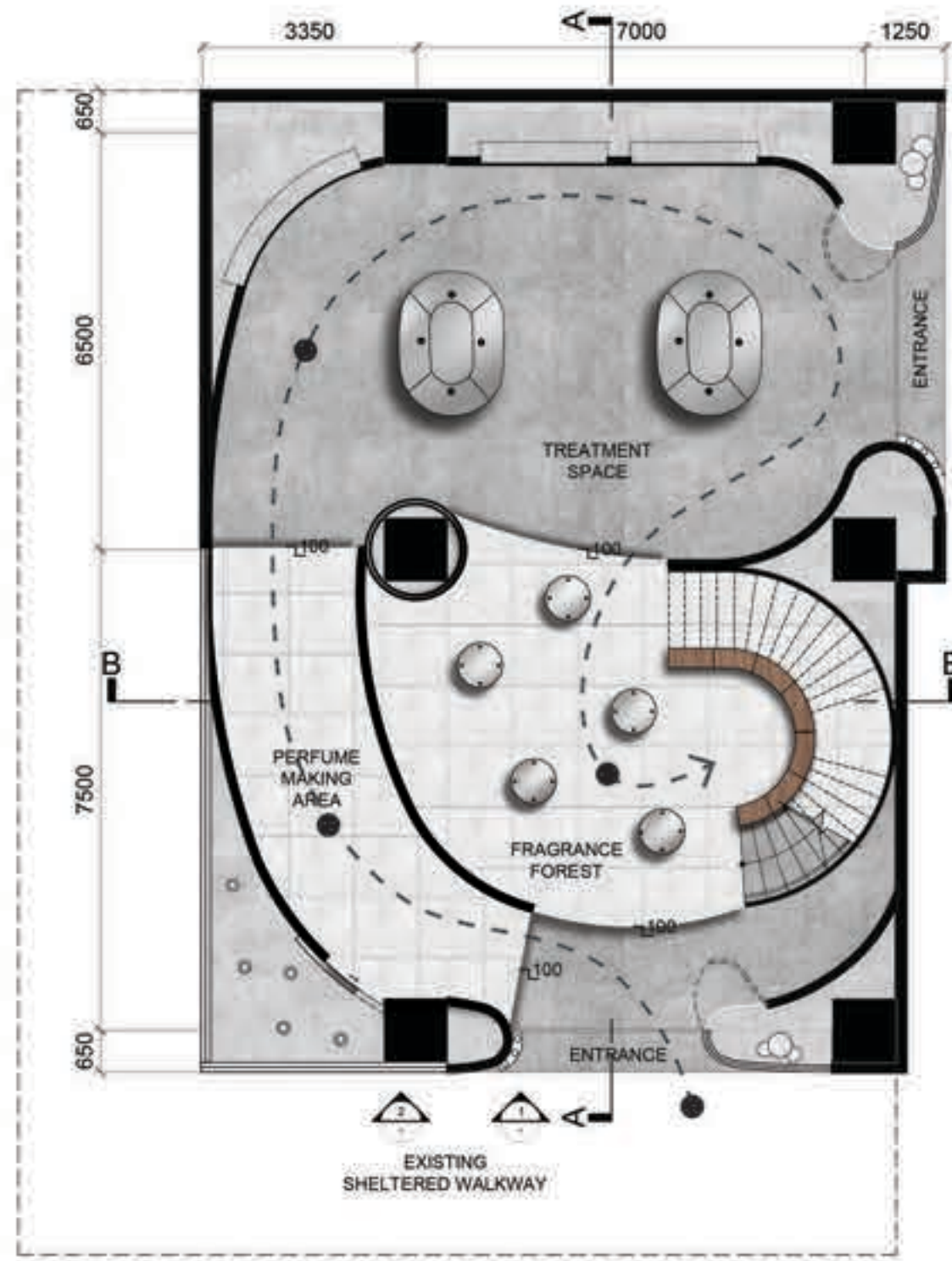
Curious Christopher
25, Working Adult

- Avid shopper and loves to shop for lifestyle, wellness brands.
- Loves to idle during his free time.
- Frequents Paragon and nearby malls on weekends.

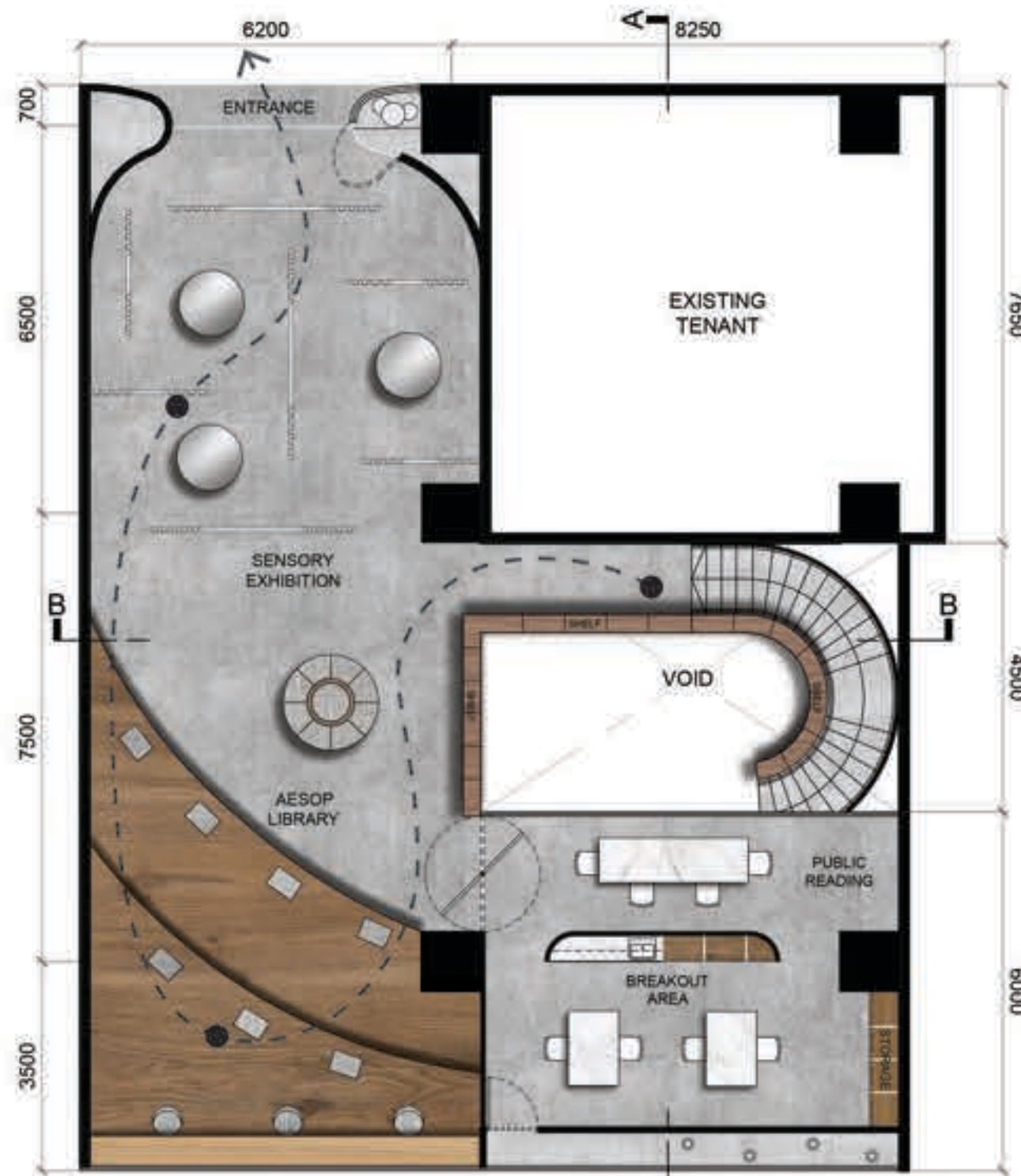


Plans

Scale 1:100



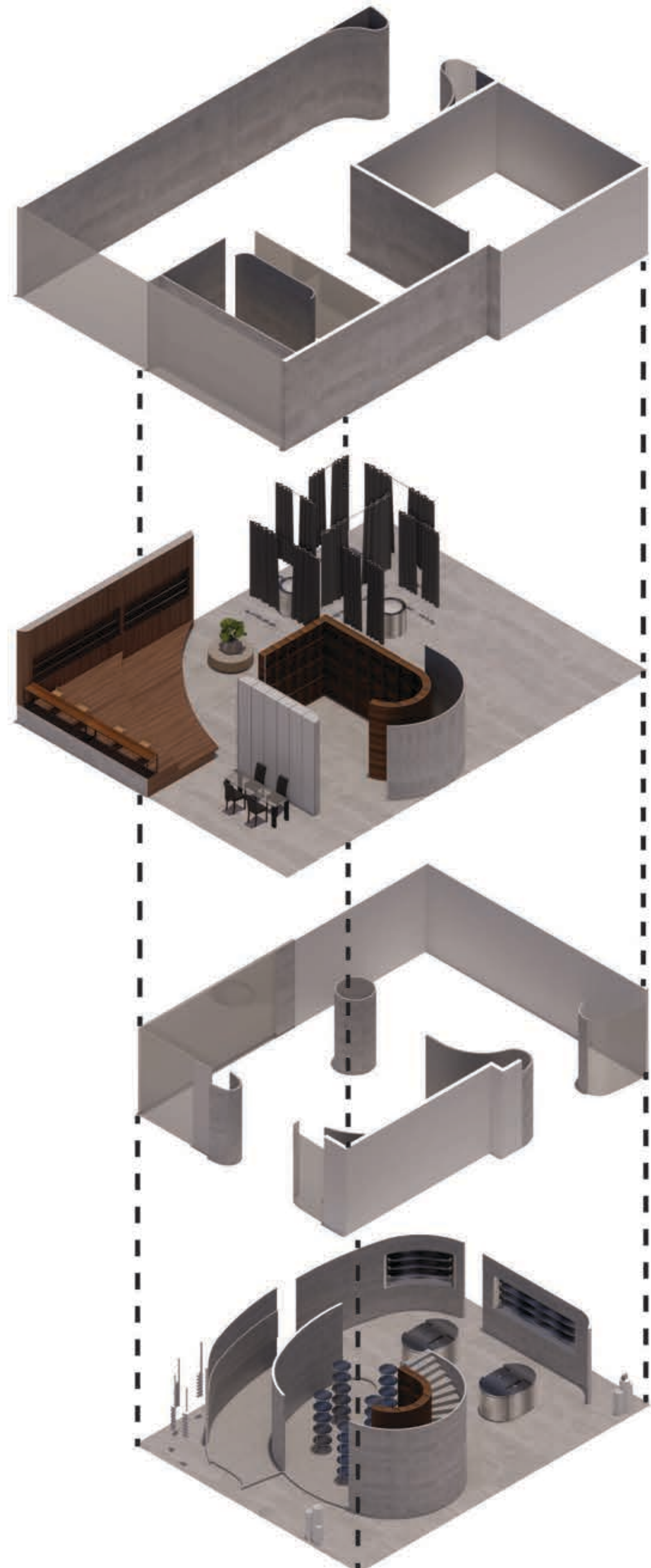
1ST STOREY PLAN



2ND STOREY PLAN

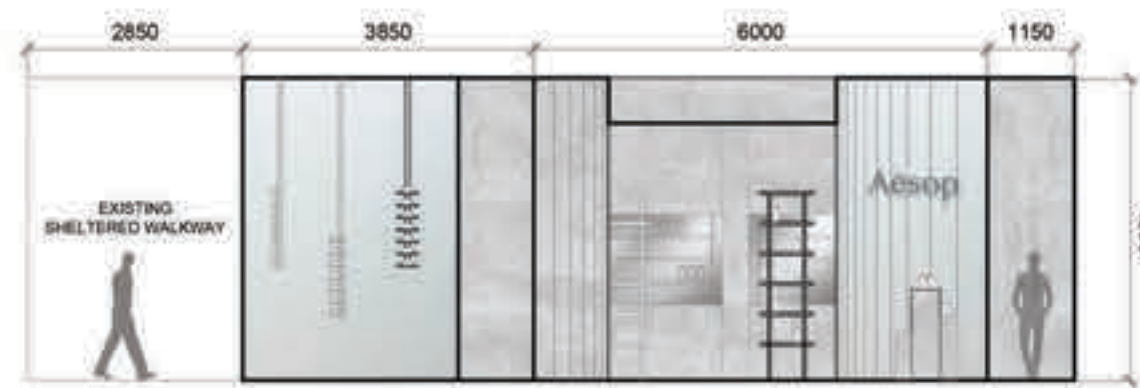


Exploded Isometric Diagram of Overall Concept Store

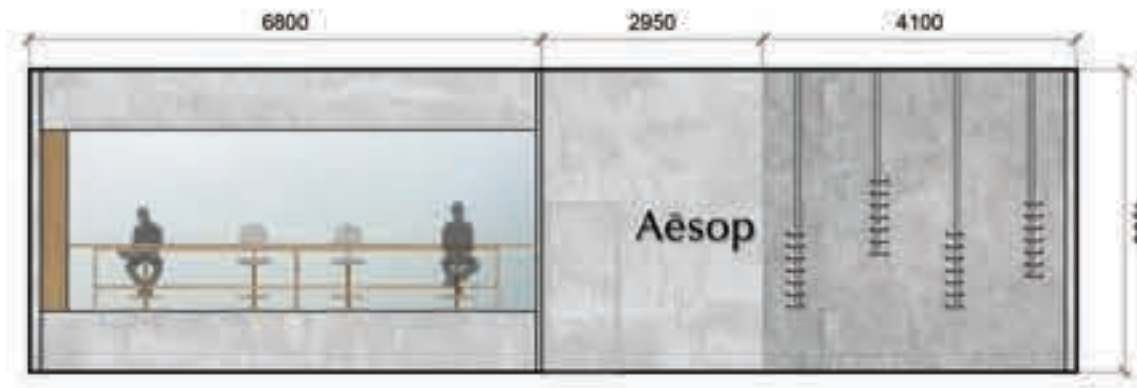


Elevations

Scale 1:100



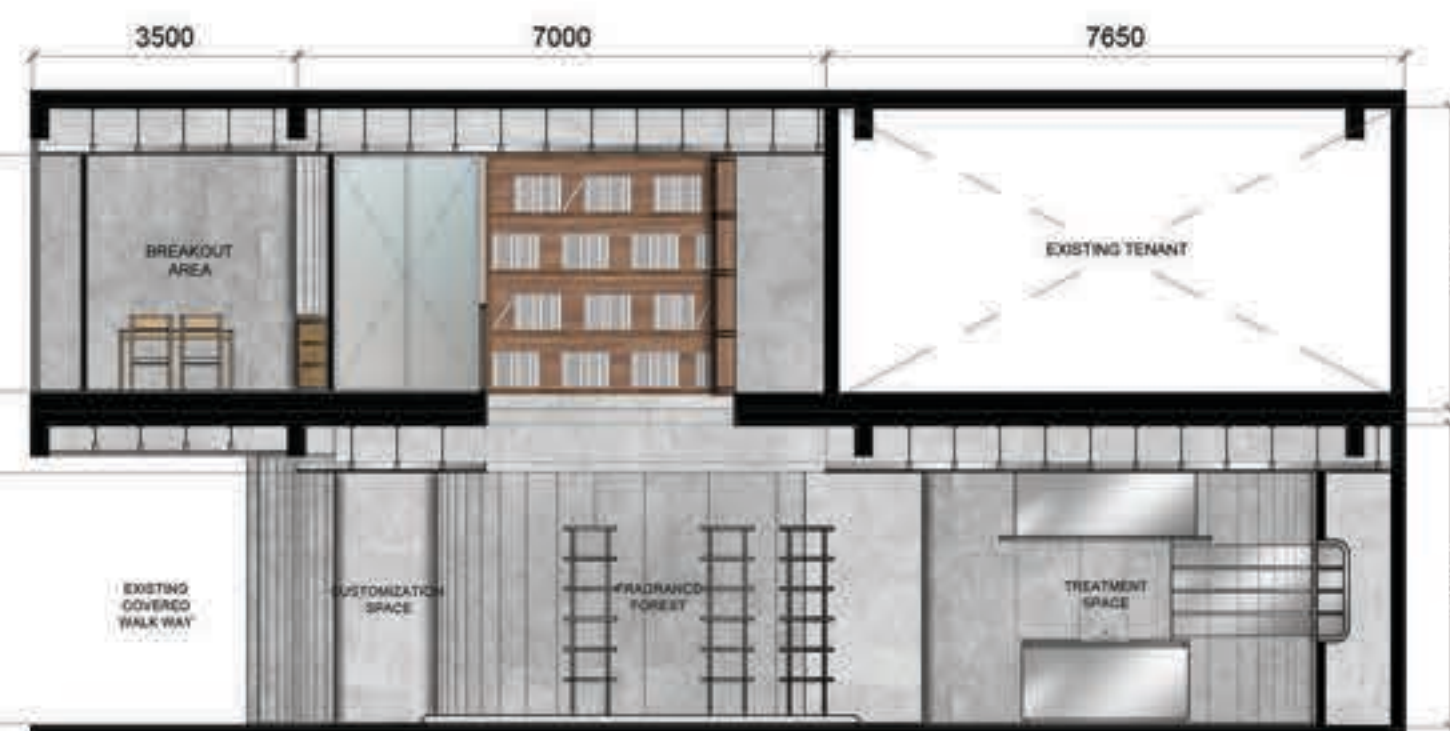
ELEVATION 1 (1ST STOREY)



ELEVATION 2 (2ND STOREY)

SECTIONS

Scale 1:100



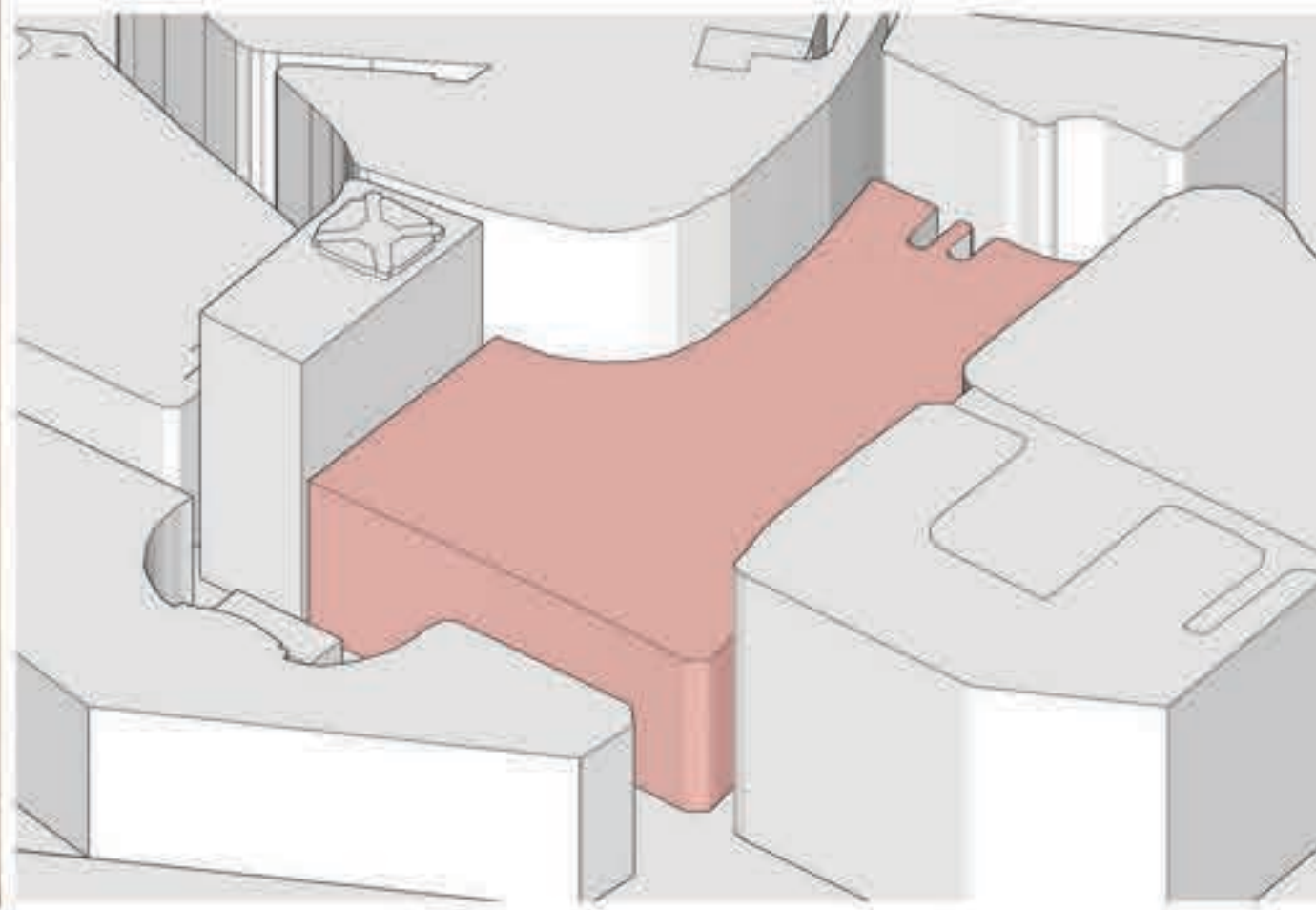
SECTION A-A (LONG SECTION)



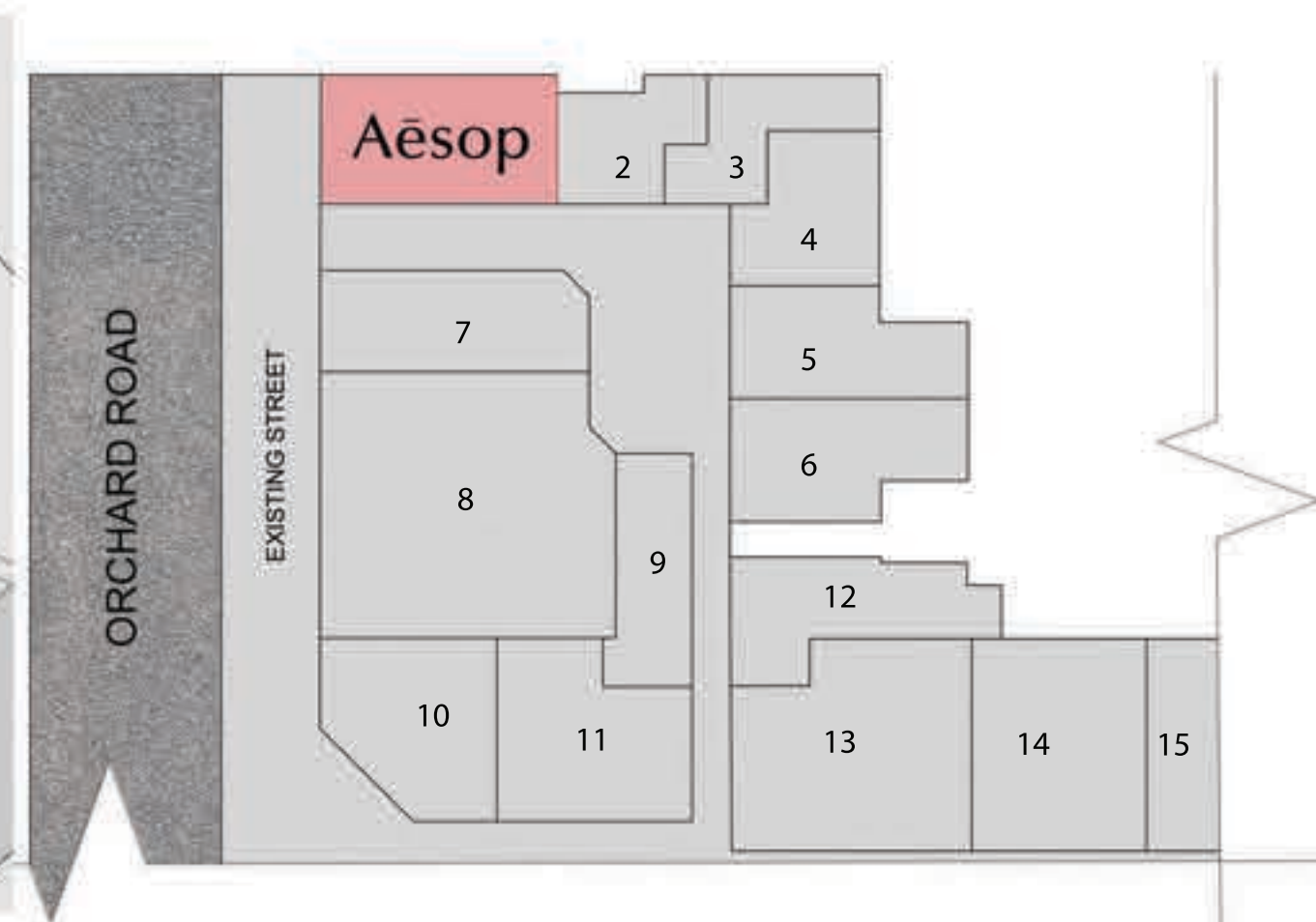
SECTION B-B (SHORT SECTION)



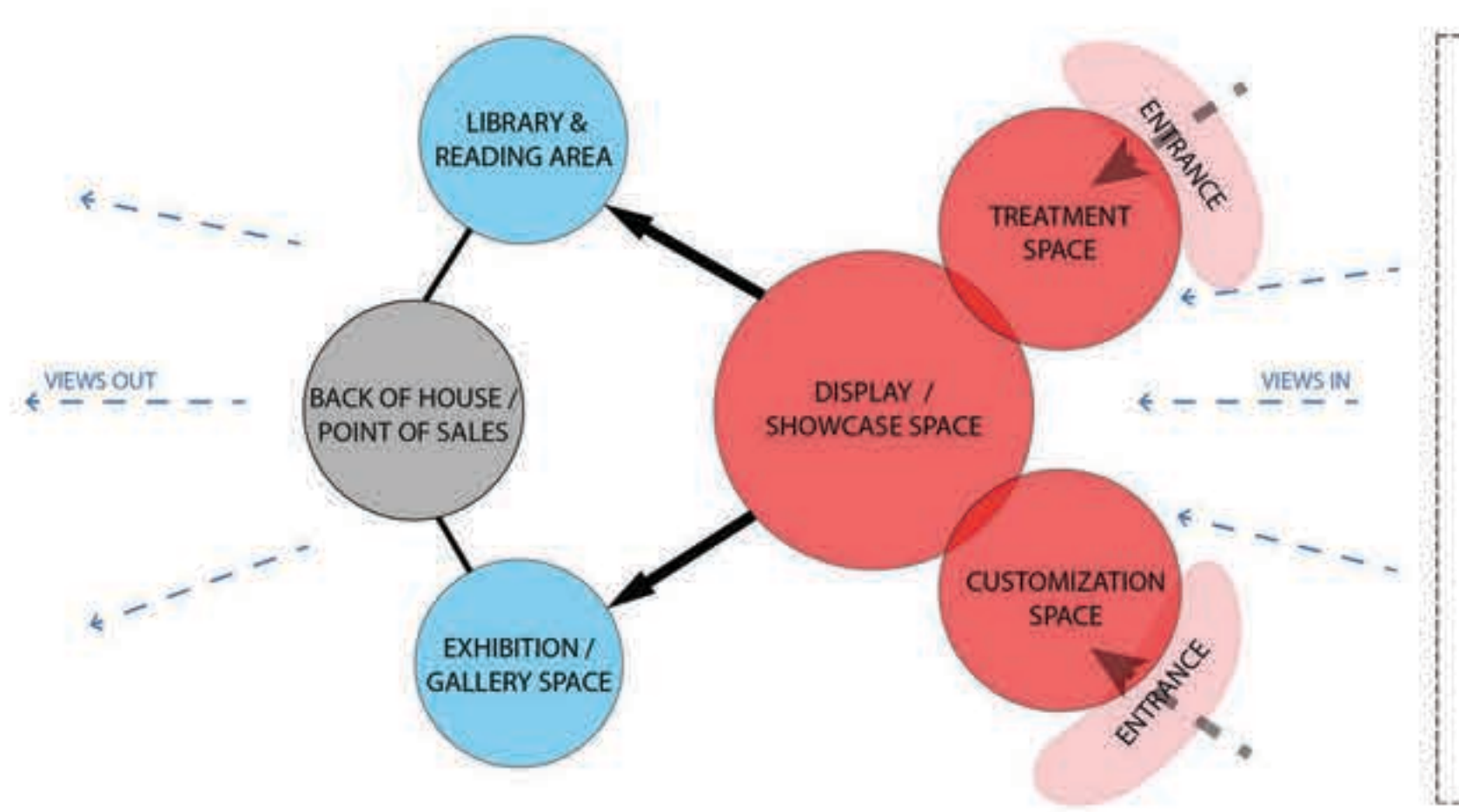
Site Analysis
@ Paragon Shopping Centre, Unit #01-01



Unit Plan
Paragon Shopping Centre, Unit #01-01



Spatial Programming
Spatial & Zonal Planning

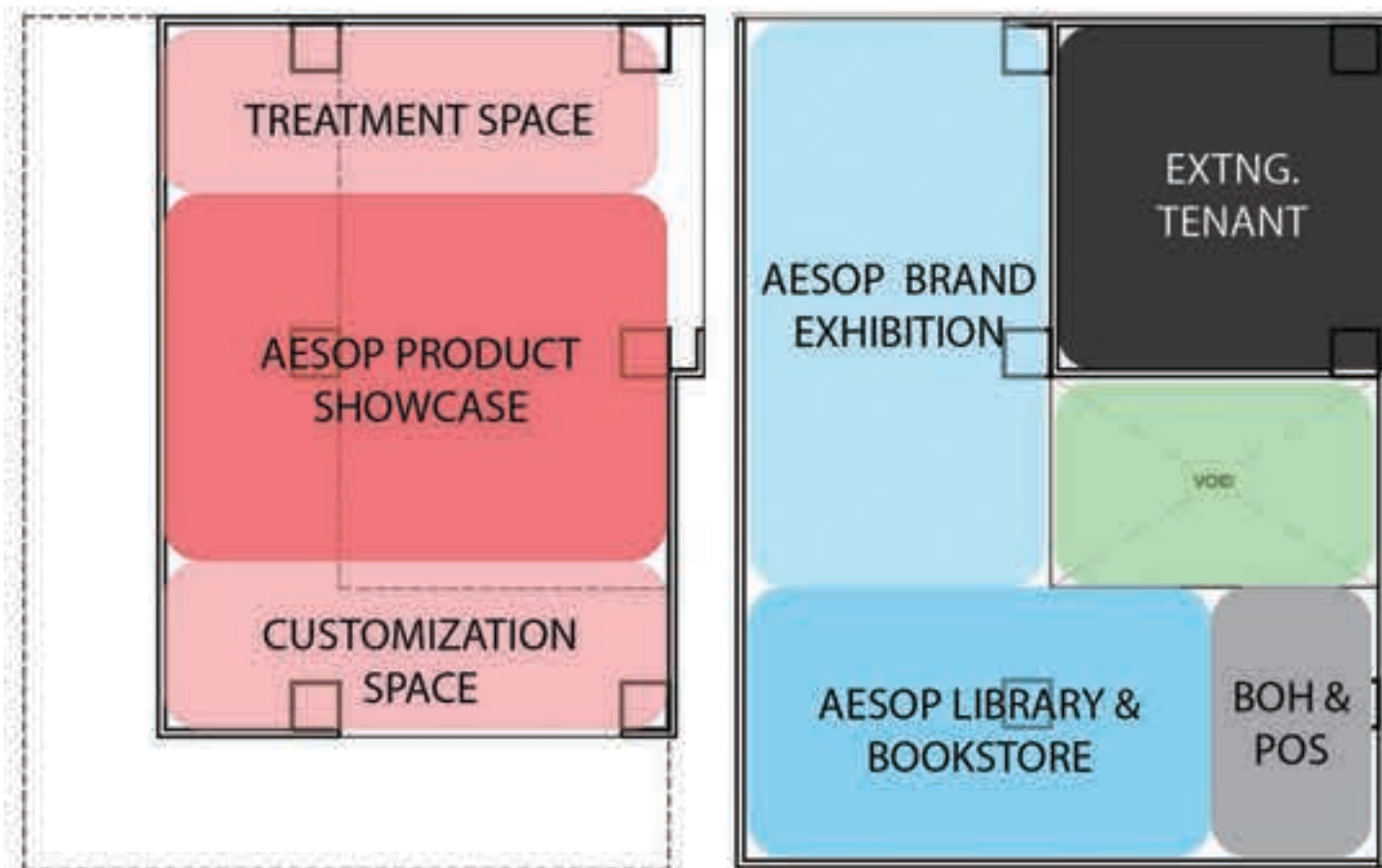


Concept Statement
Overall Design Concept & Strategy

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

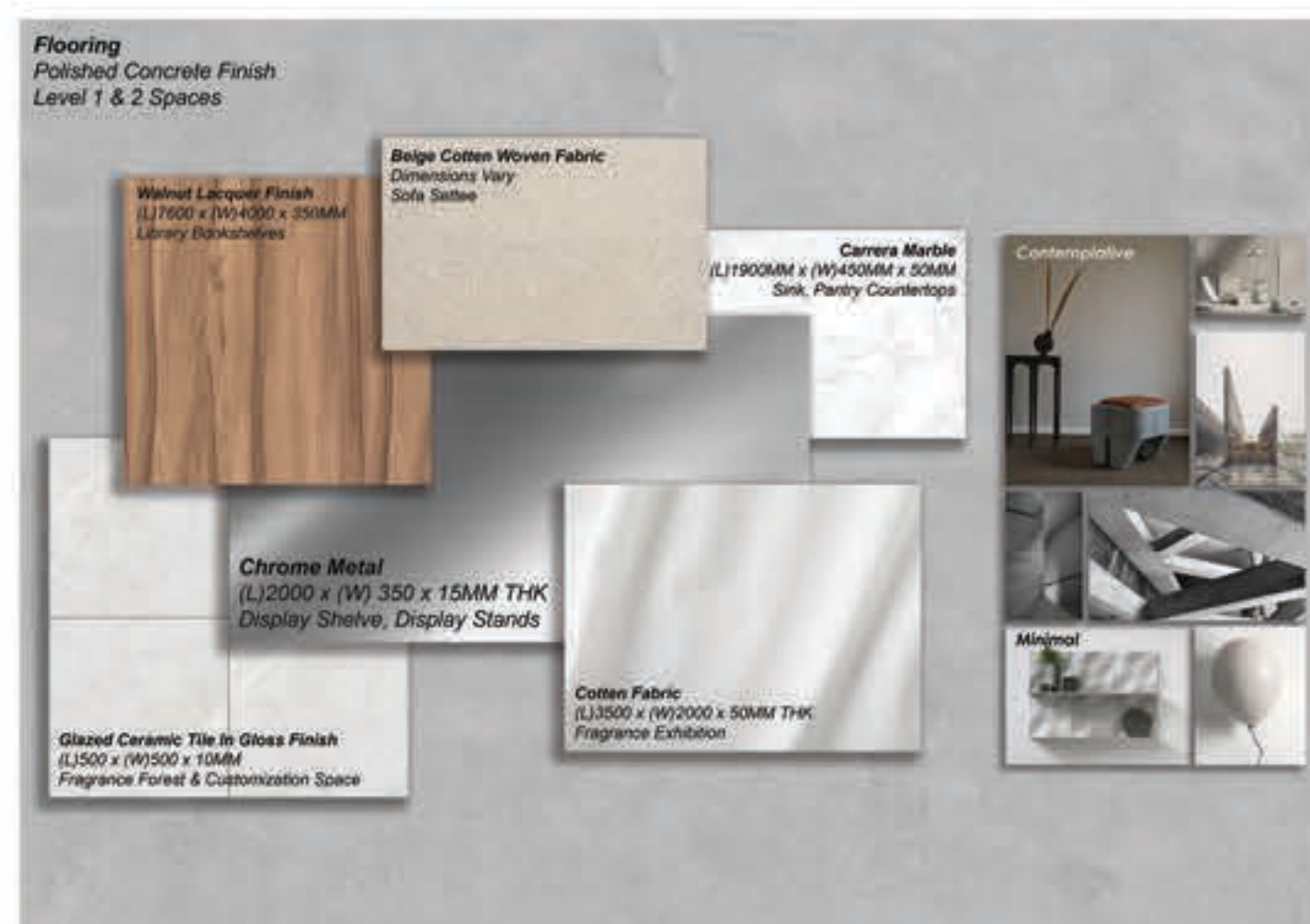
This learning journey guides users from product interaction to brand interaction activities and from a public/open setting to a quieter and slow paced environment.



Brand Profile
Target Products & Users



Material Board
Overall Material Selection



Performative Diagram
Diagram of Performative Space

