



SALVAGE

Taylor Lloyd  
Studio 2

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# PHASE I

Research & Analysis

# Client Analysis

Pierro Gaetano is a young Italian innovator but was formerly a banker in Europe. He wanted to return to his roots in Italy and started making cheese products on his family's farm.

Pierro's family has a long history in design. His uncle is Massimo Vignelli, known for Vignelli office of Design and Architecture in Milan. Is also closely related to Pierro Ferrero, a chocolatier from Alba, Italy.

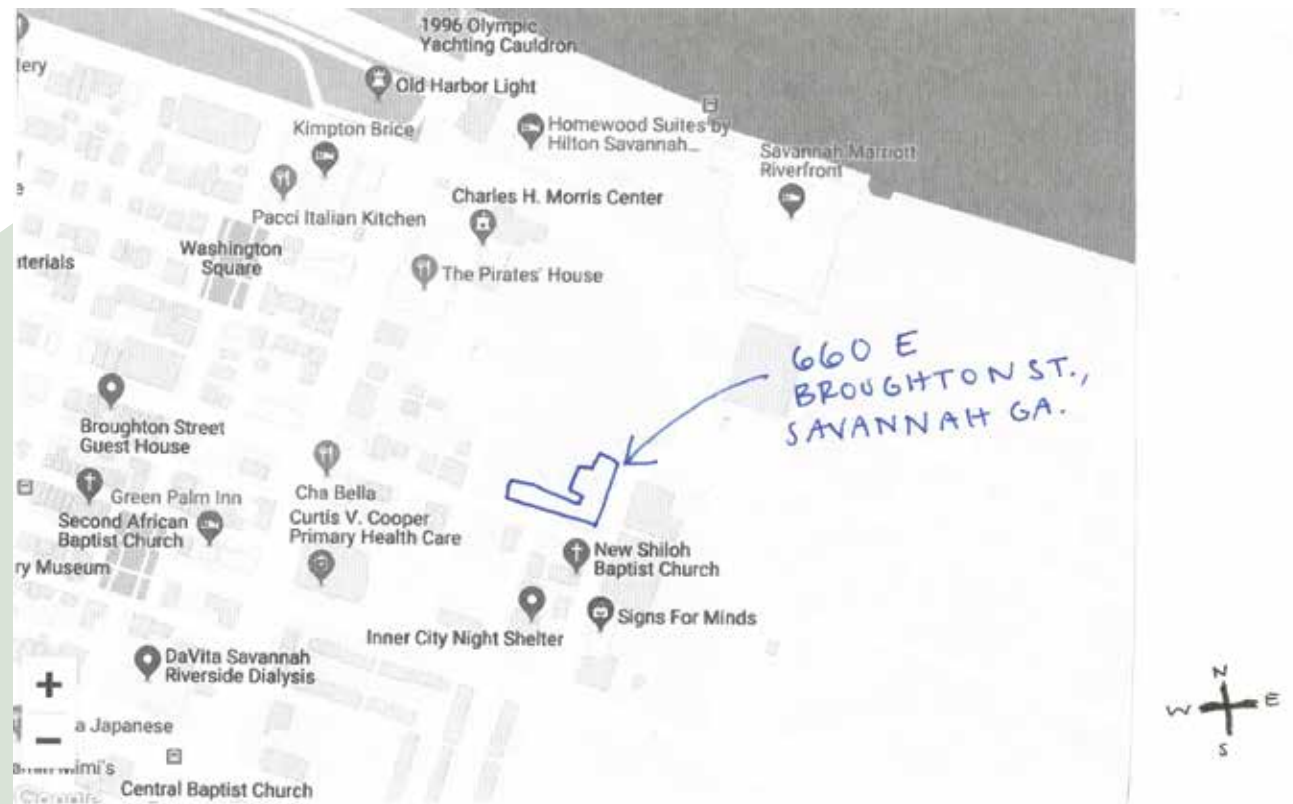
Pierro is looking to expand his family name by opening his first prototype store that is a mixed design integrating retail and dining spaces. He is looking to sell his cheese products as well as custom hand made shoes designed by a friend of his, Carolina Cuomo. As well as other new products that are produced by young entrepreneurs in Italy and Europe.

Pierro's aesthetic consists of no clutter or unnecessary material. He has a love for modernism and he would like for the design to be innovative, unique and somewhat flexible. It should also incorporate as many sustainable building practices as possible. He also wants the design to incorporate nature within, including, evergreens and water elements.

The design experience will include 'instagramable moments' that will appear innovative to younger audiences as well as older ones. This will draw in a larger customer basis and influence the experience in the spaces.



# Site Analysis



South Facade

South Lawn



North Facade



## LOCATION SURROUNDINGS:

- High-end retailers
- Bars / clubs
- coffee shops
- dining
- museums
- squares / parks
- RIVER ST.
- Savannah Bridge

Located near downtown Savannah, GA

It is a historic building built in the mid 1800's as an ironworks factory

The south facade faces Broughton St. and this is where the main access point is

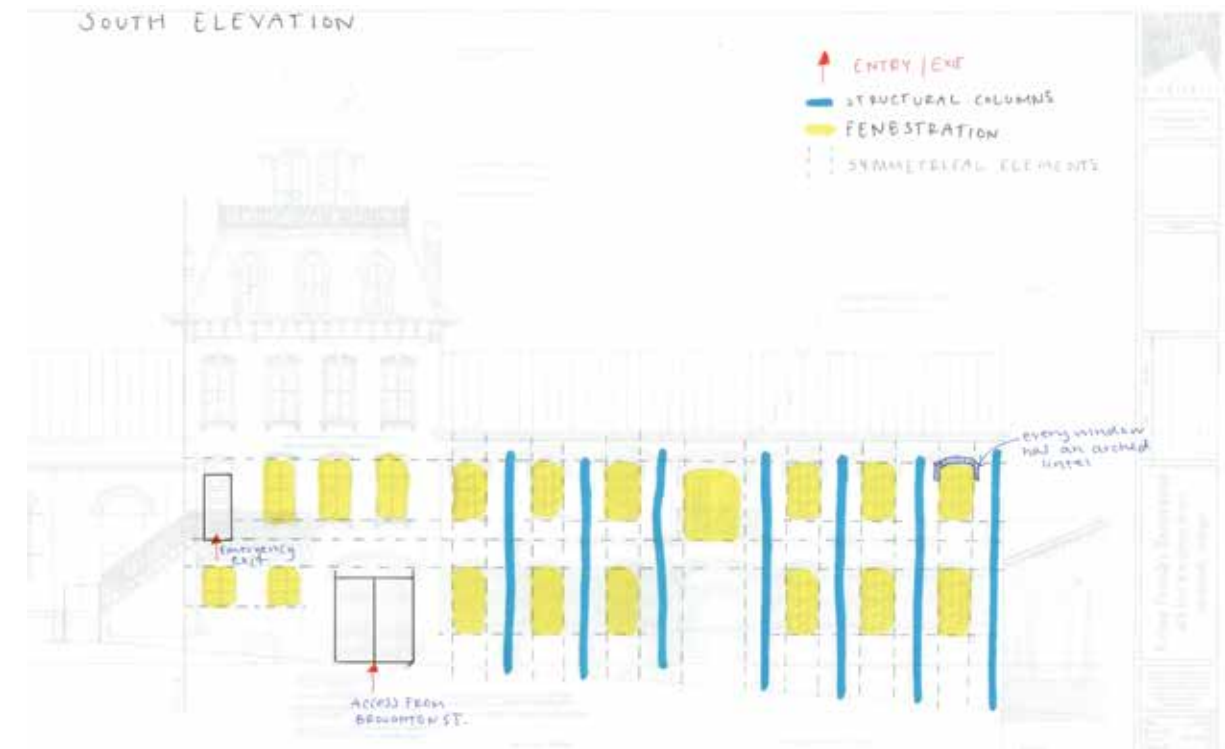
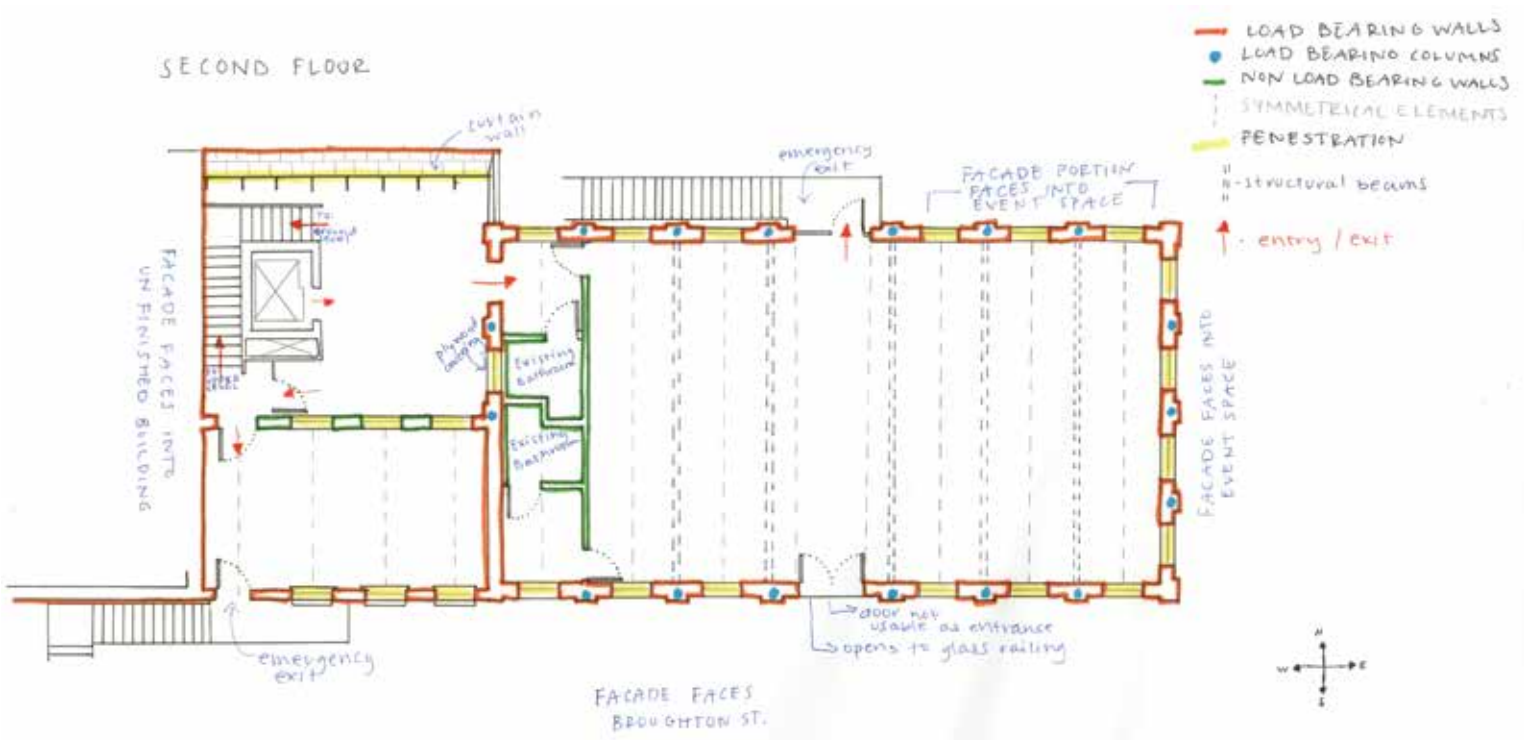
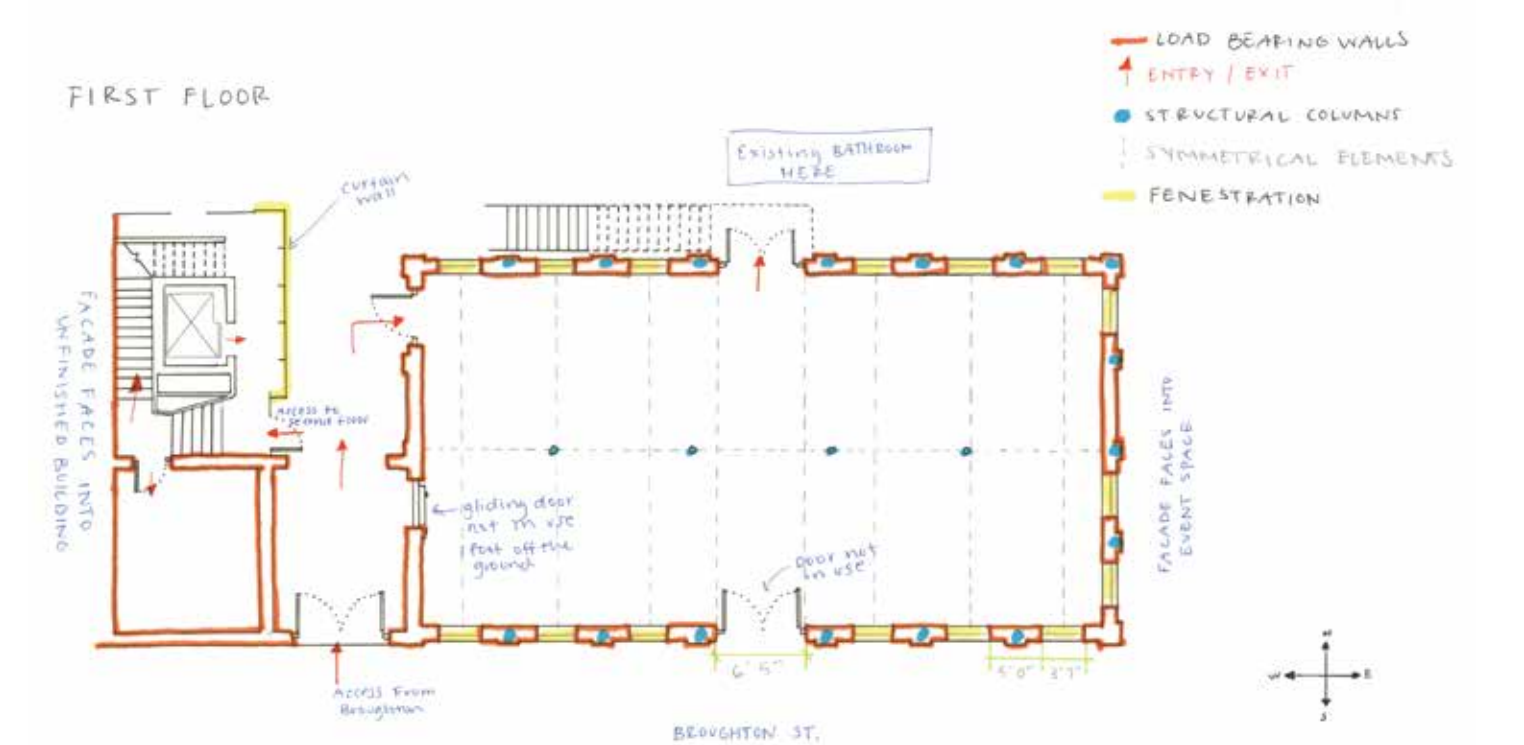
The north facade faces the a huge grass lawn on site

Savannah is a mostly walkable distances, as well as, a bicylce friendly community. Public transportation consists of the DOT and the CAT.

Street Parking is available near site, as well as, multiple paid parking garages near by



# Building Analysis

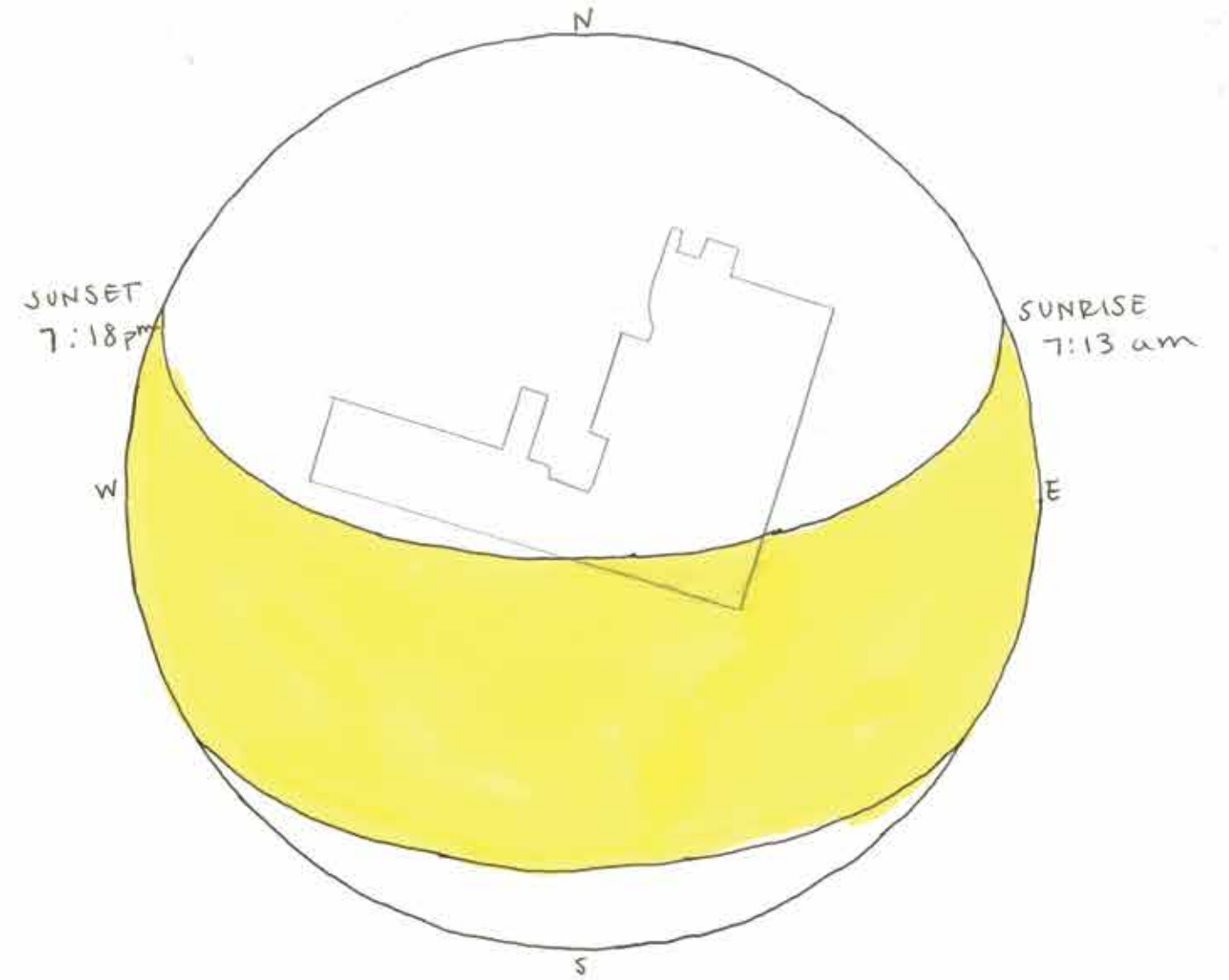
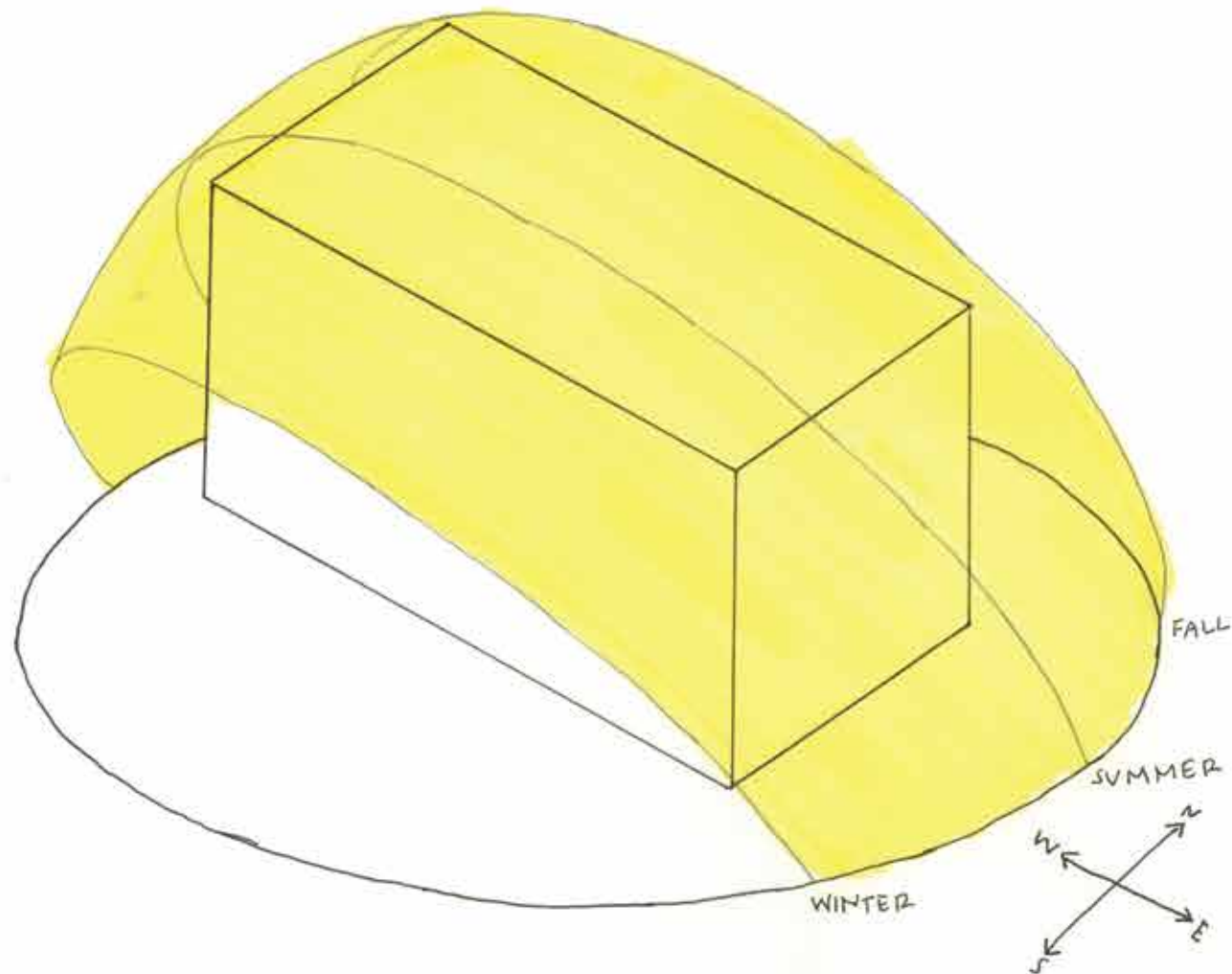




# Light Analysis

SOUTH FACADE GETS THE MOST SUN LIGHT THROUGHOUT THE DAY

WEST FACADE IS FACING INTO ANOTHER BUILDING, BLOCKING THE SUN'S DIRECT PATH  
↳ AS WELL AS EAST FACADE



SUN'S DIRECT PATH FACES BROUGHTON STREET  
↳ ENTRY AND EXIT ALSO FACE THIS WAY

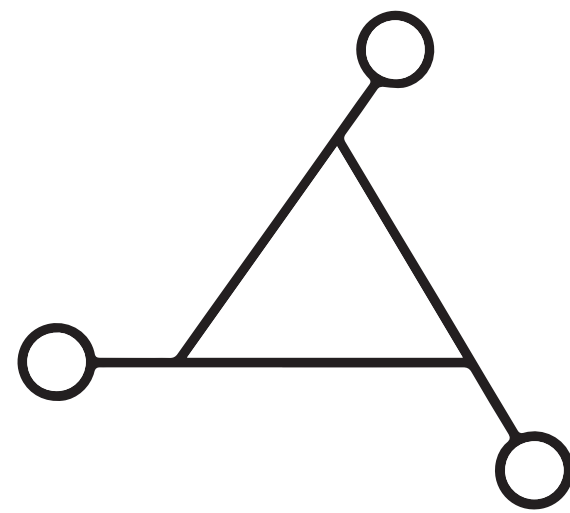
# Concept

This project is about finding a balance between the new and innovative with the old and rustic. One is not overpowering the other and has fluidity throughout.

Unique features in this project are a variety of innovative custom furniture that sweeps up into arches, making your eyes travel upward to appreciate the structure of the old building. These pieces are integrated to provide a nice balance between the two.

The experience of the space gives a feeling of comfort and relaxation while also leaving you with a sense of awe and creativity.

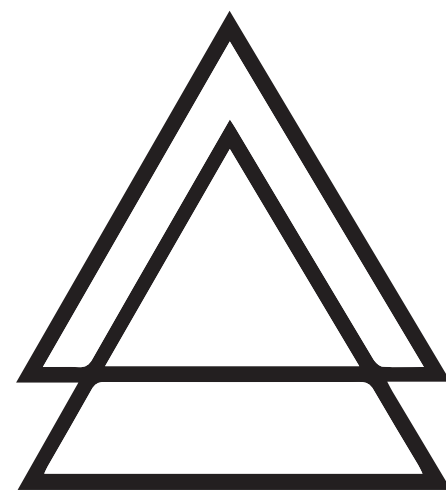




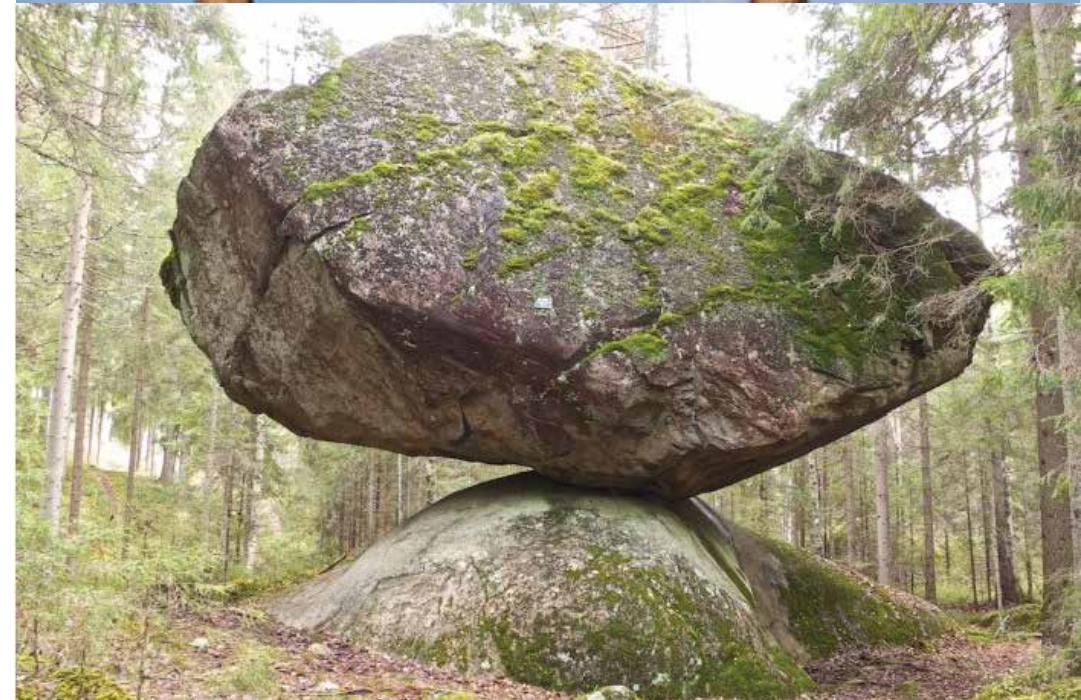
**MANIFESTATION**



**TRANSPARANCY**



**BALANCE**





The background features several overlapping circles in shades of light green and a prominent dark green arch that frames the central text. The text is centered within the arch.

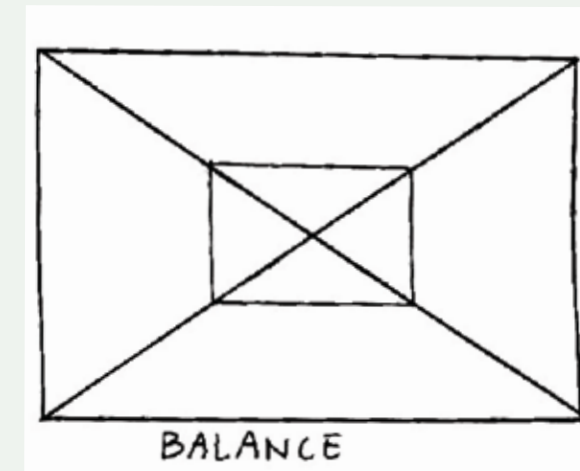
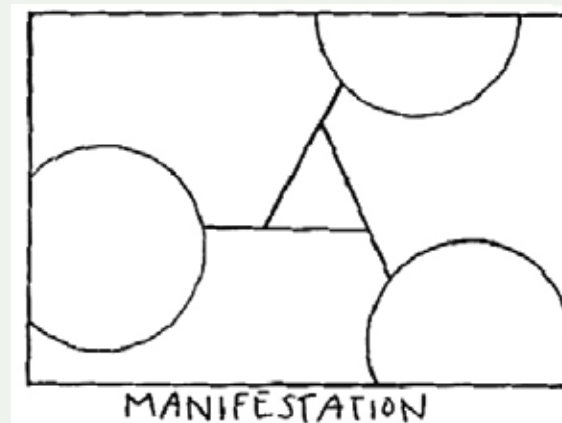
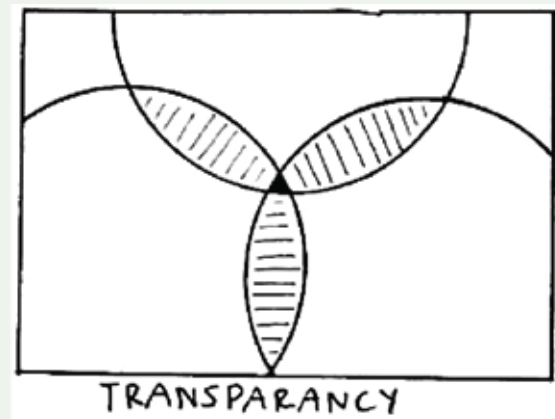
# PHASE 2

Schematic Design Process



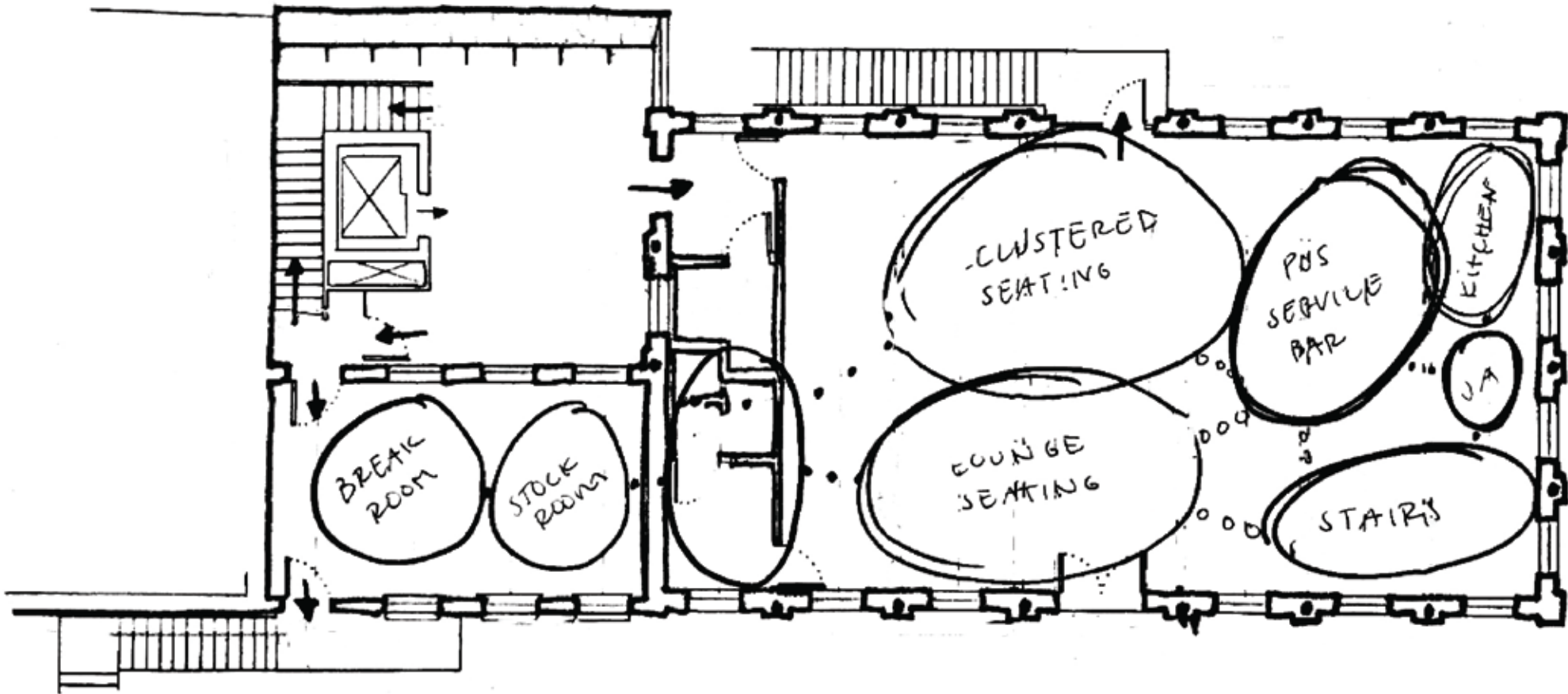
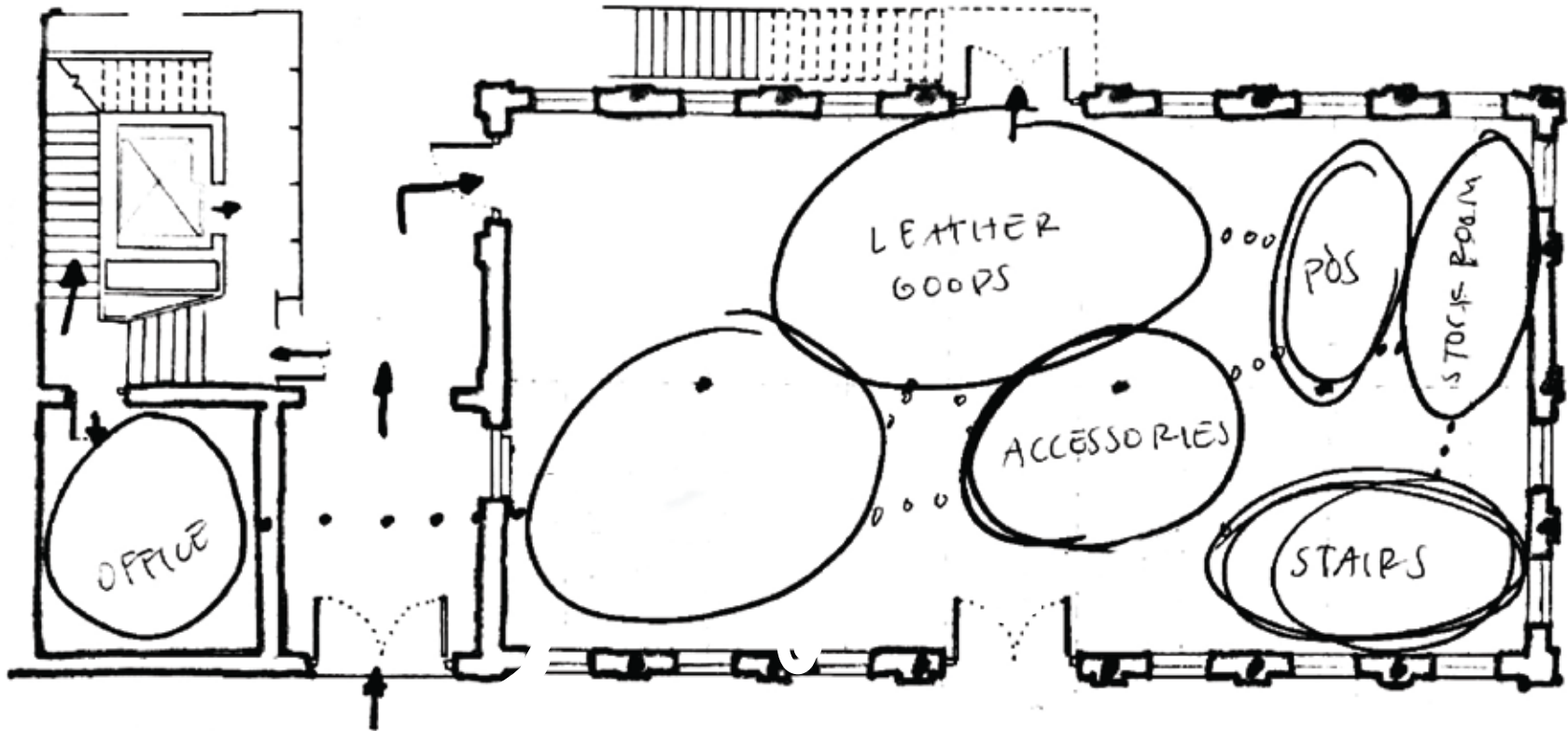
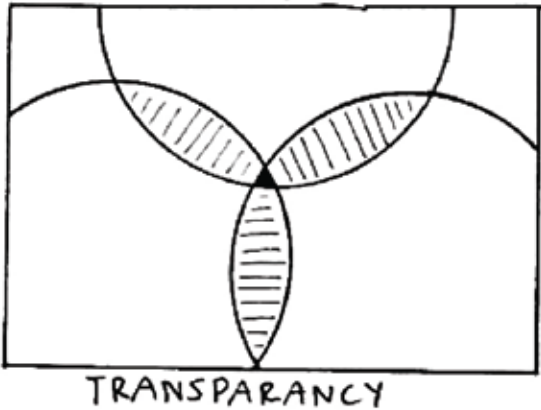
# Bubble Diagrams

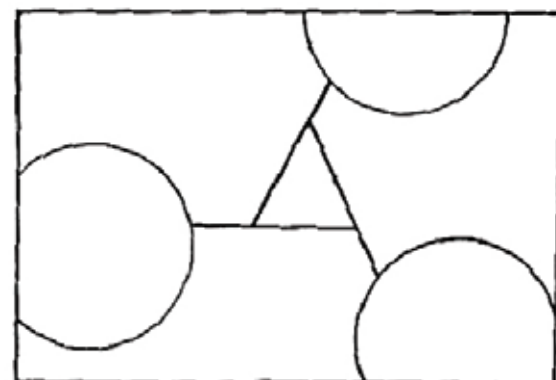
From the three words I choose I then moved forward into concept development. I took those words and creating diagrams that represented their meaning.



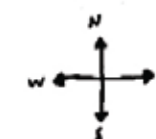
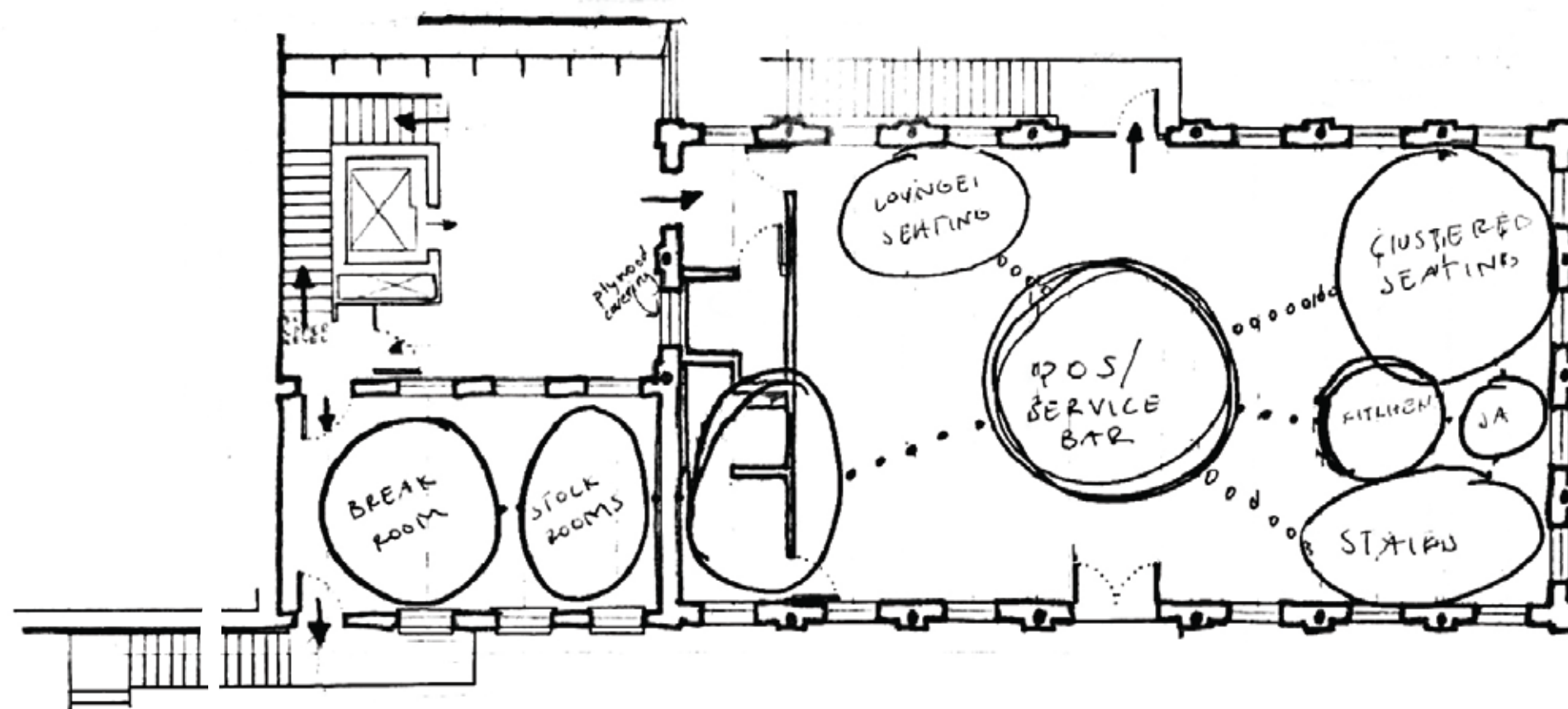
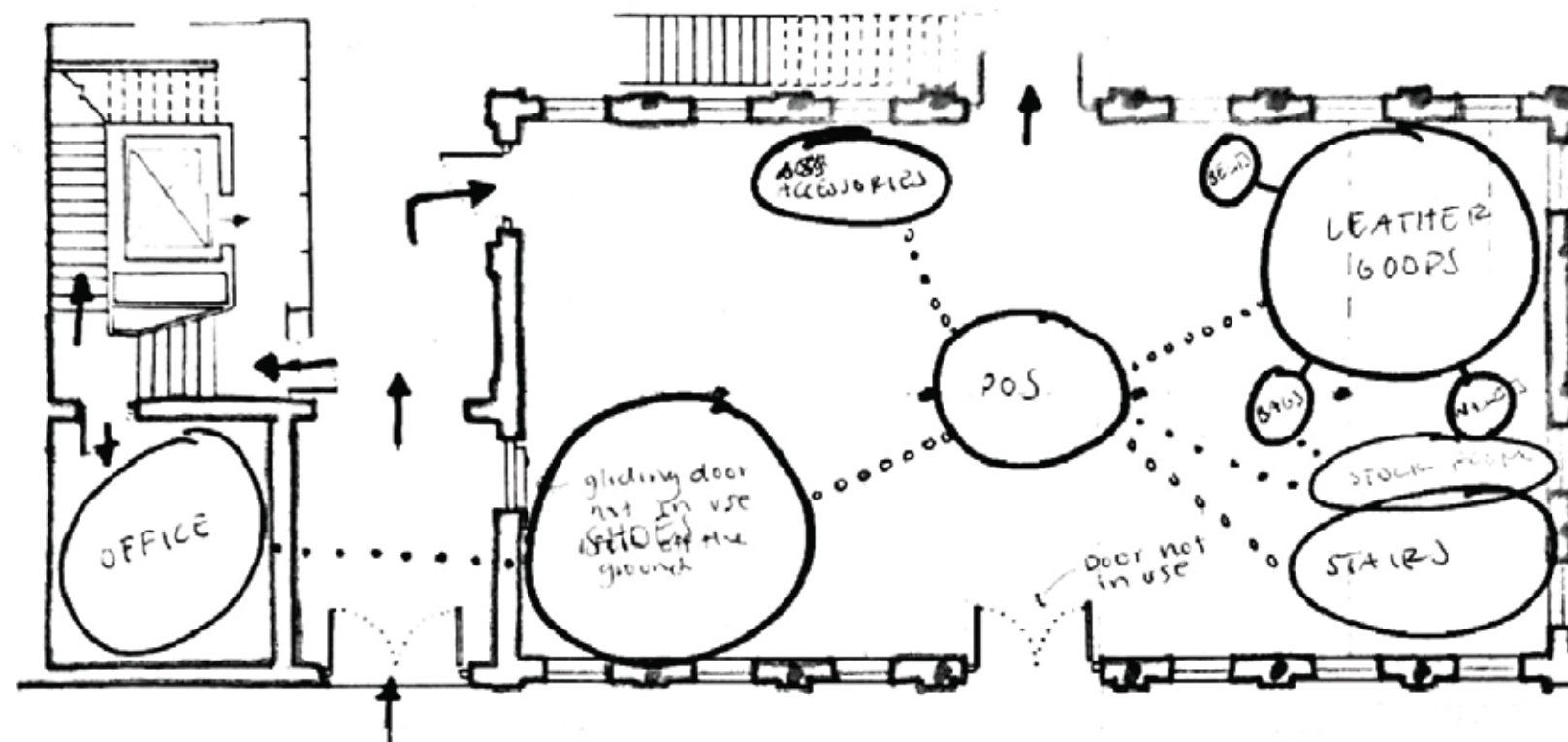
I then started bubbling out different layouts using these diagrams so my concept could truly represented in my design.

# Preliminary Plans

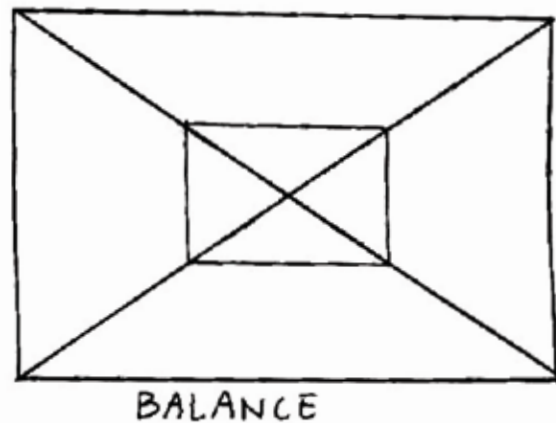




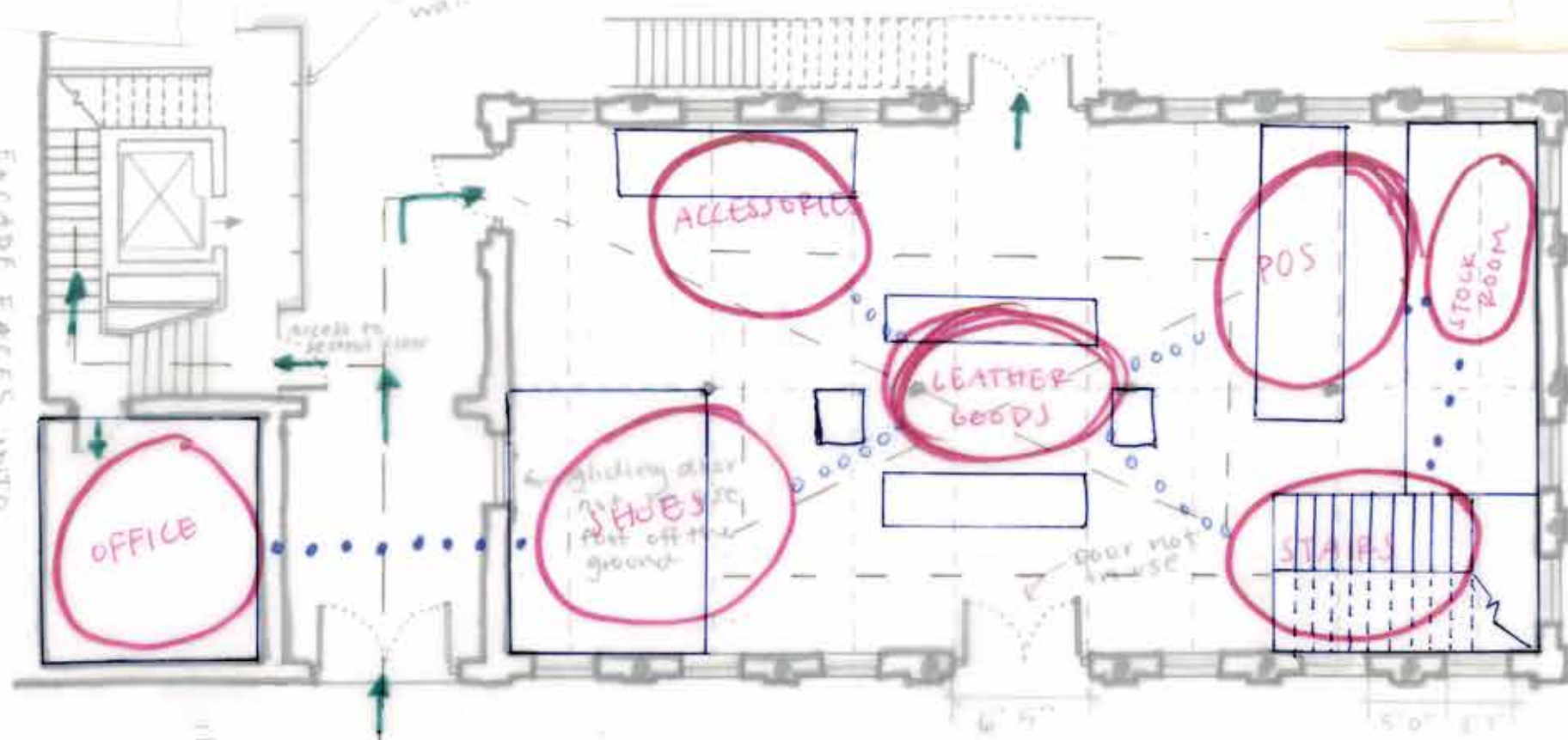
MANIFESTATION







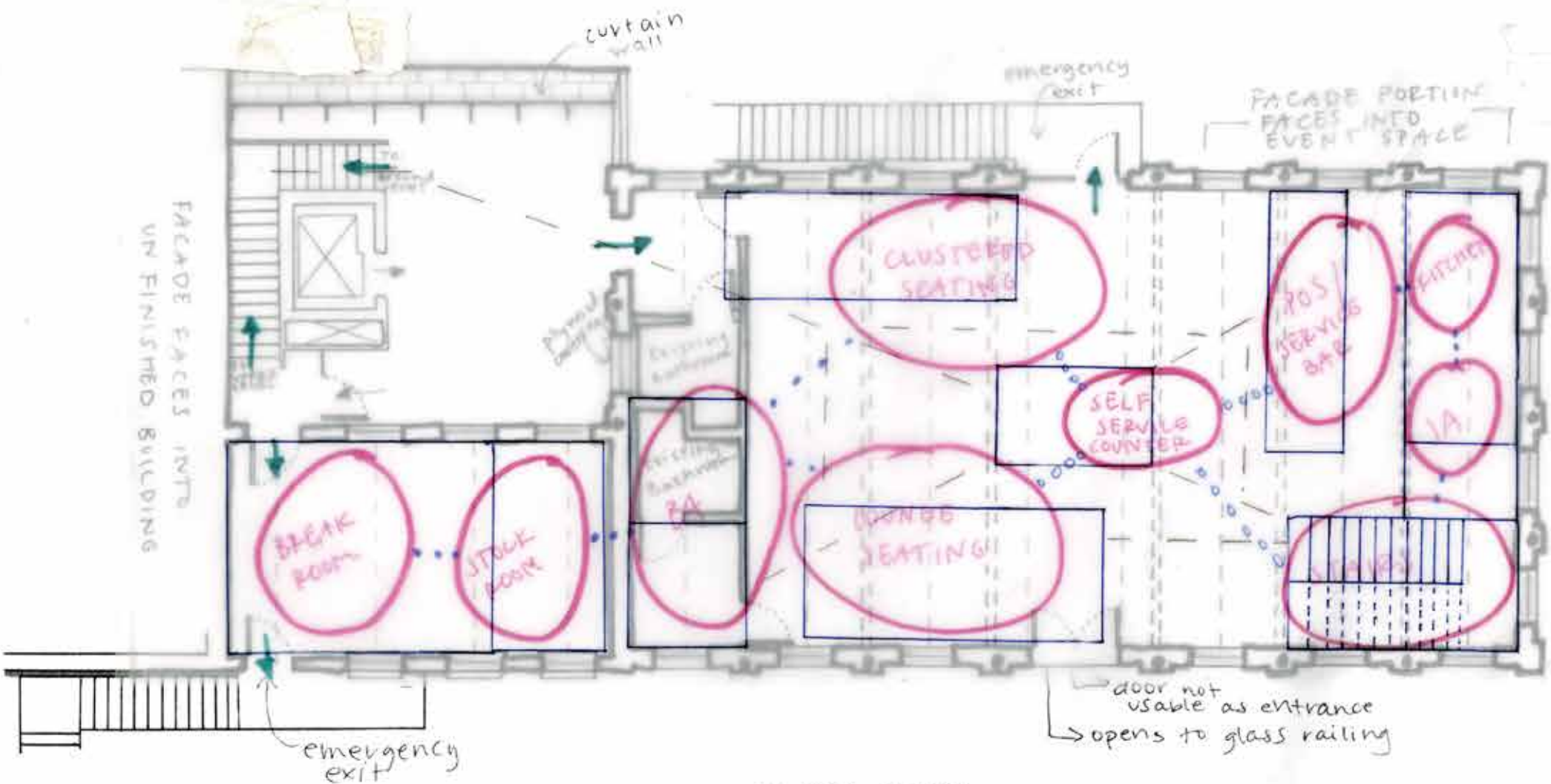
FACADE FACES INTO UNFINISHED BUILDING



FACADE FACES INTO EVENT SPACE

↑ ENTRY/EXIT  
○ DIRECT  
● INDIRECT

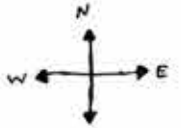
FACADE FACES INTO UNFINISHED BUILDING



FACADE PORTION FACES INTO EVENT SPACE

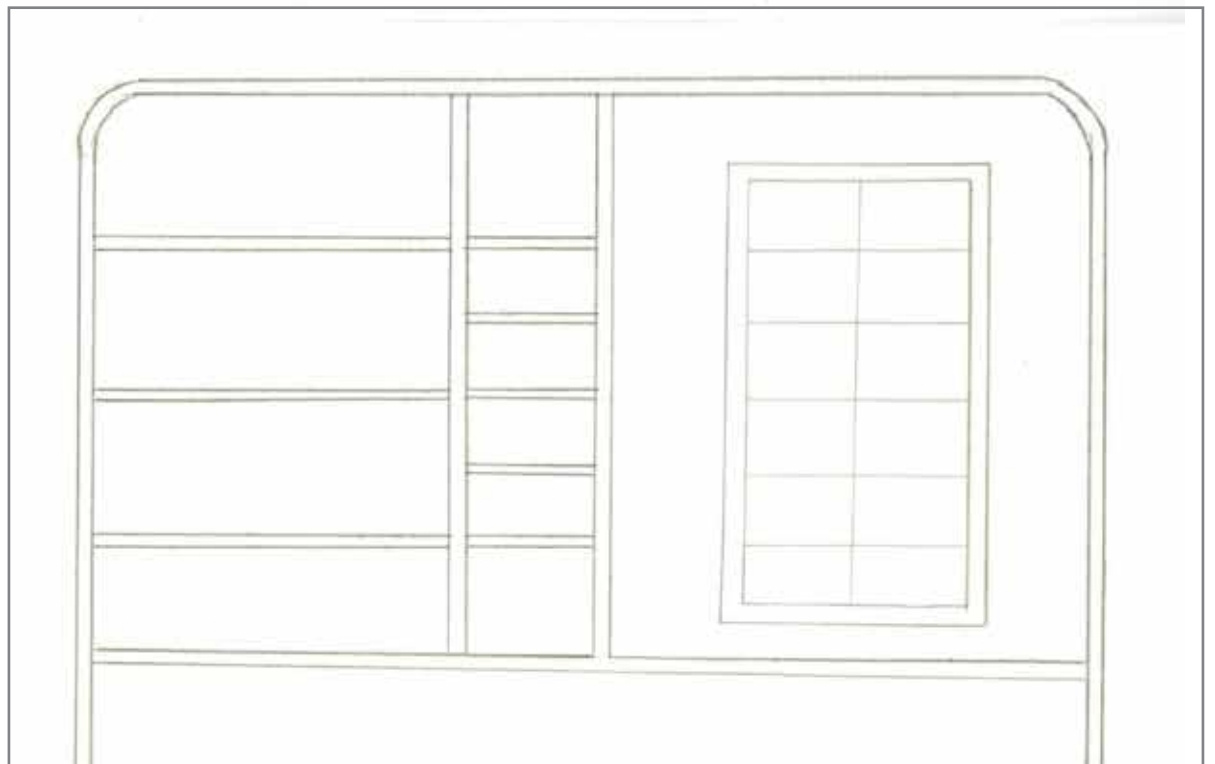
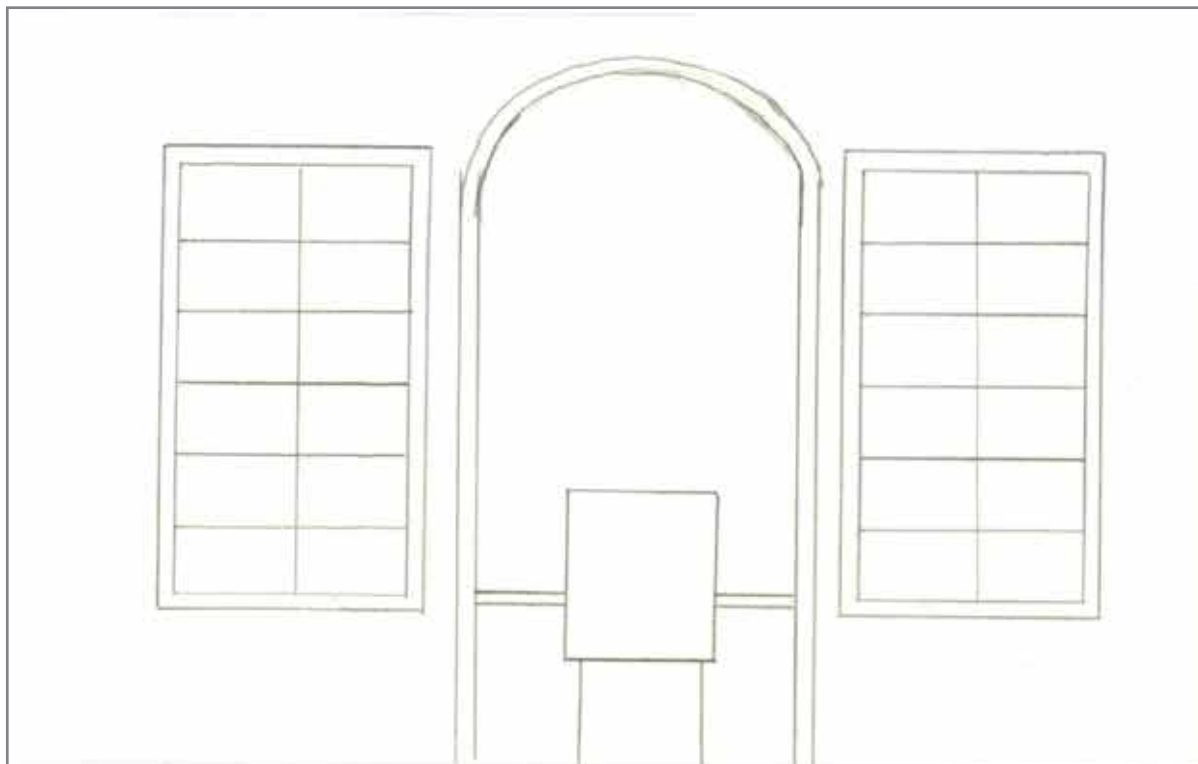
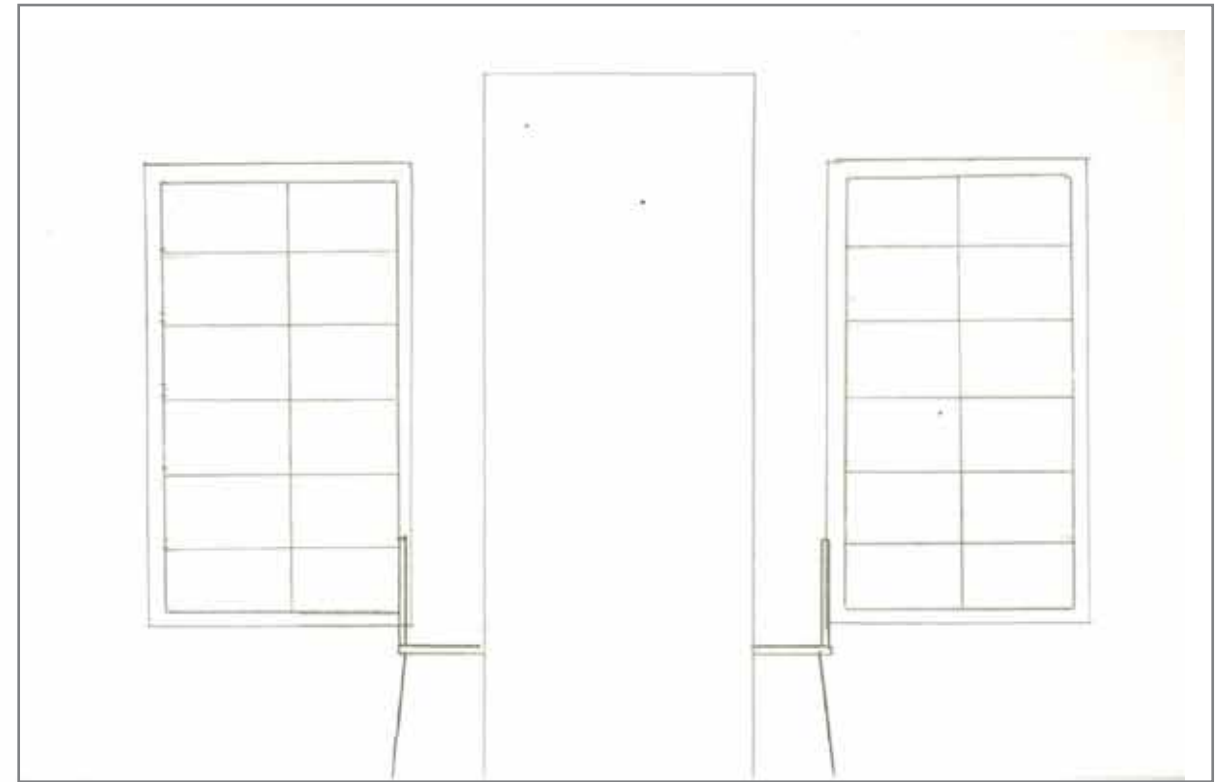
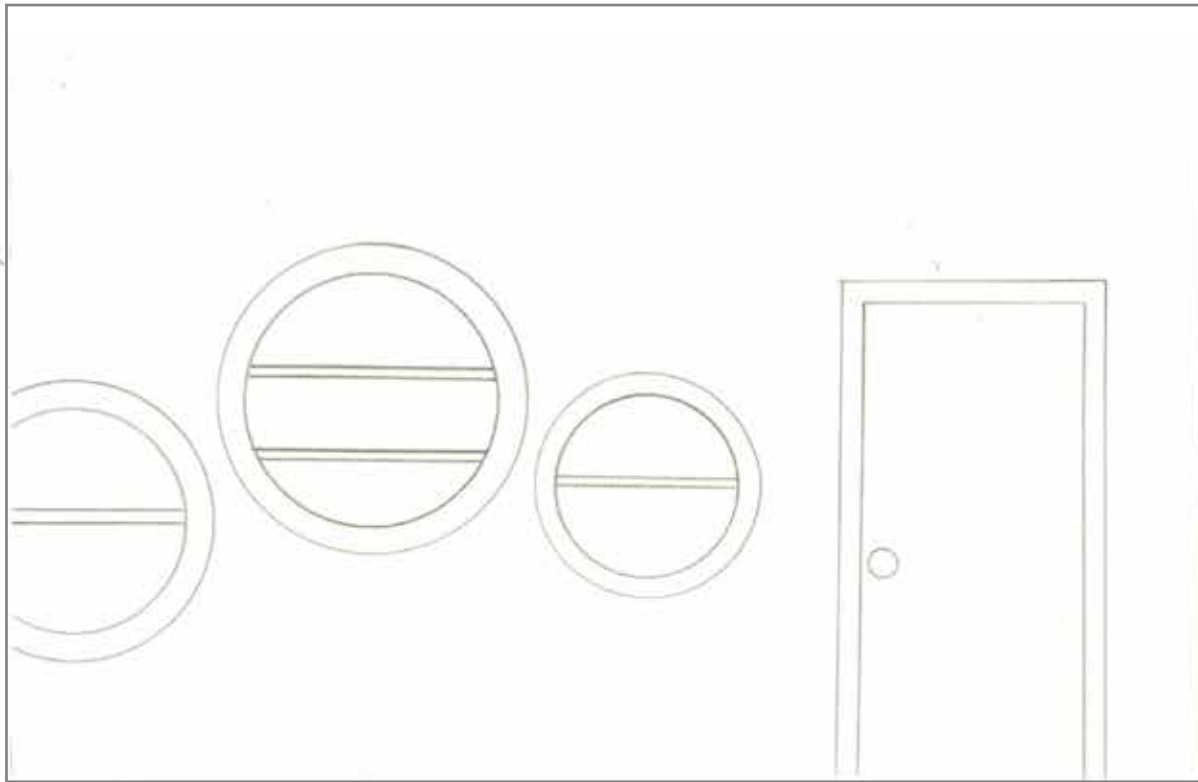
FACADE FACES INTO EVENT SPACE

FACADE FACES

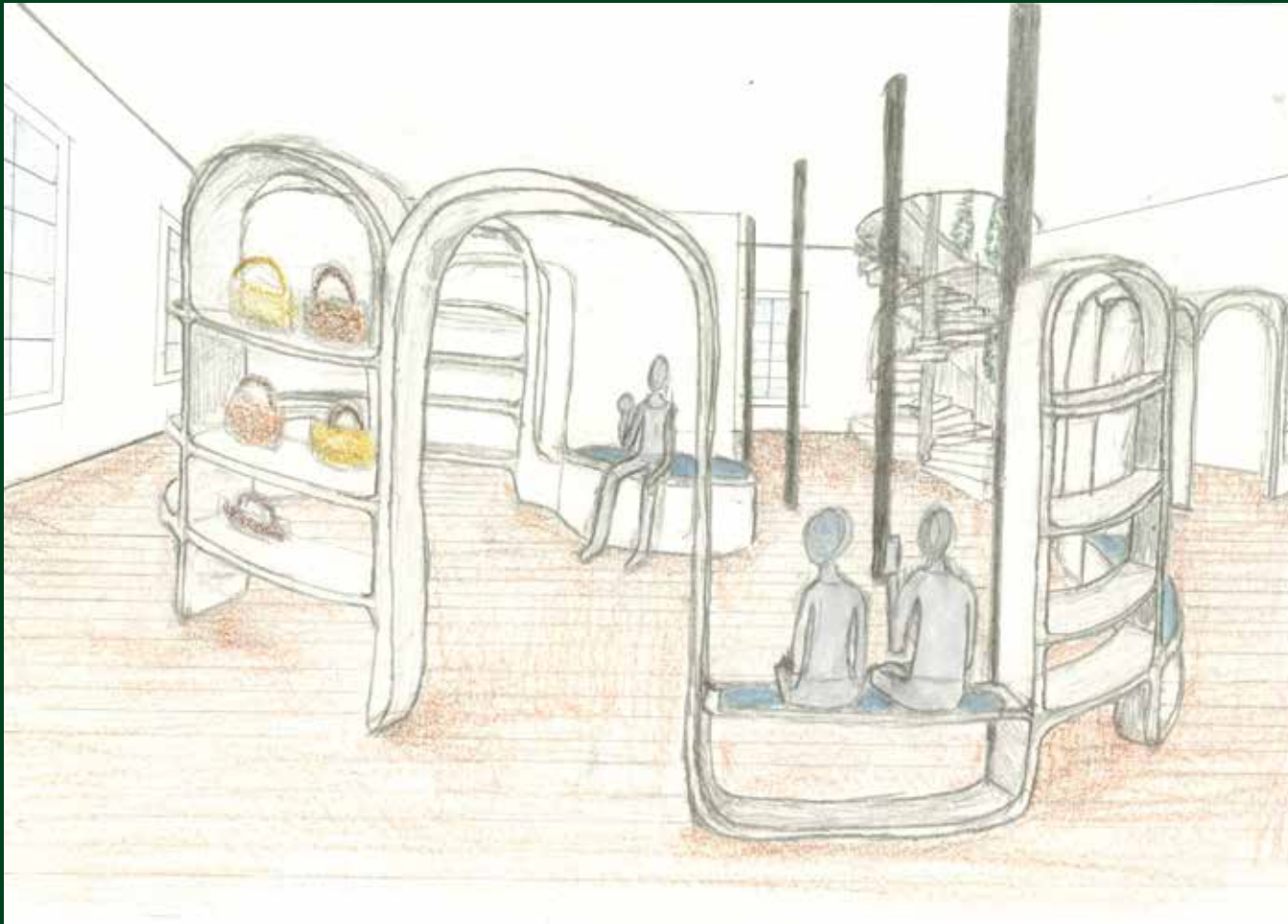




# Preliminary Elevations



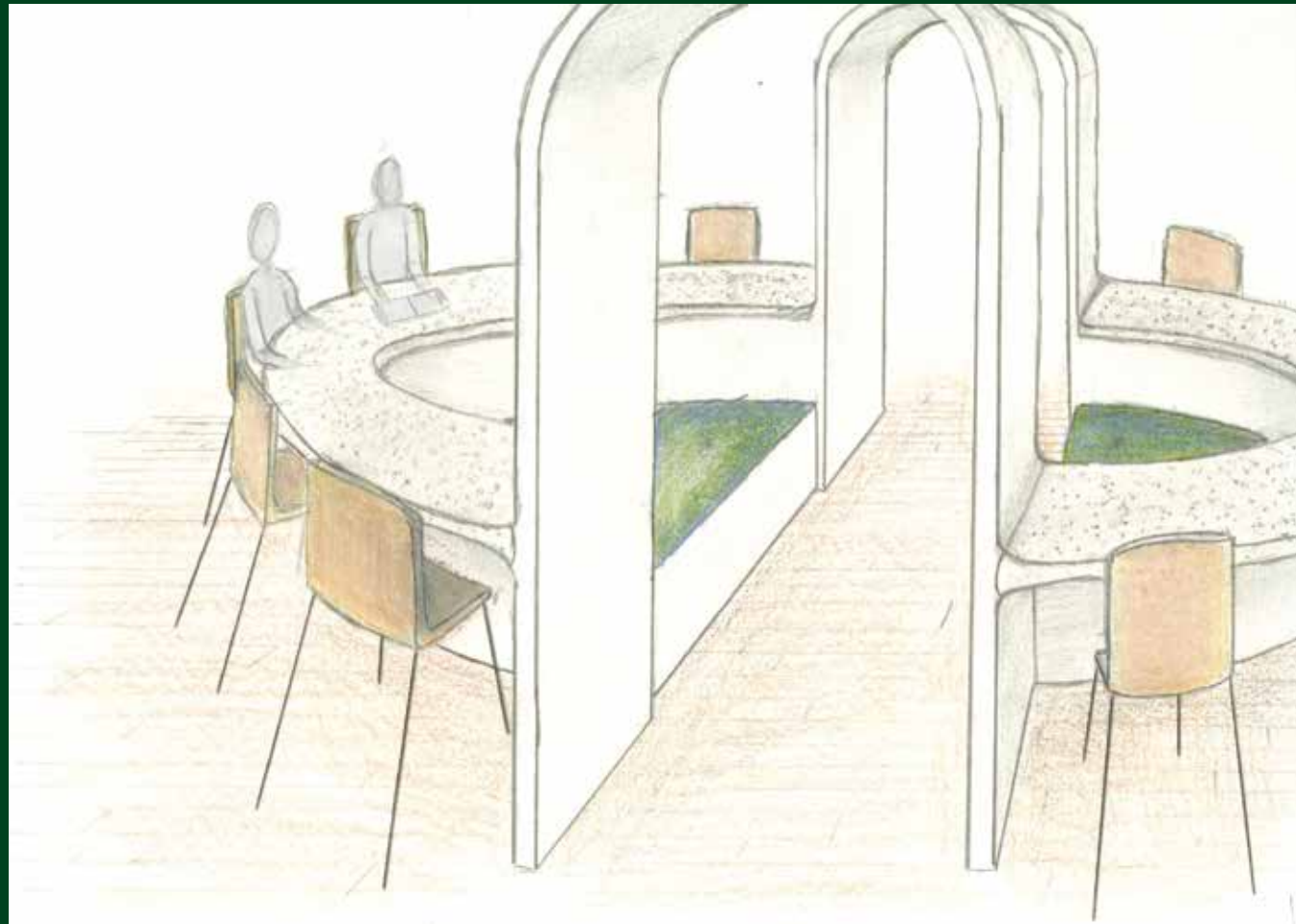
# Sketches



Innovative Retail Display



POS Retail Space

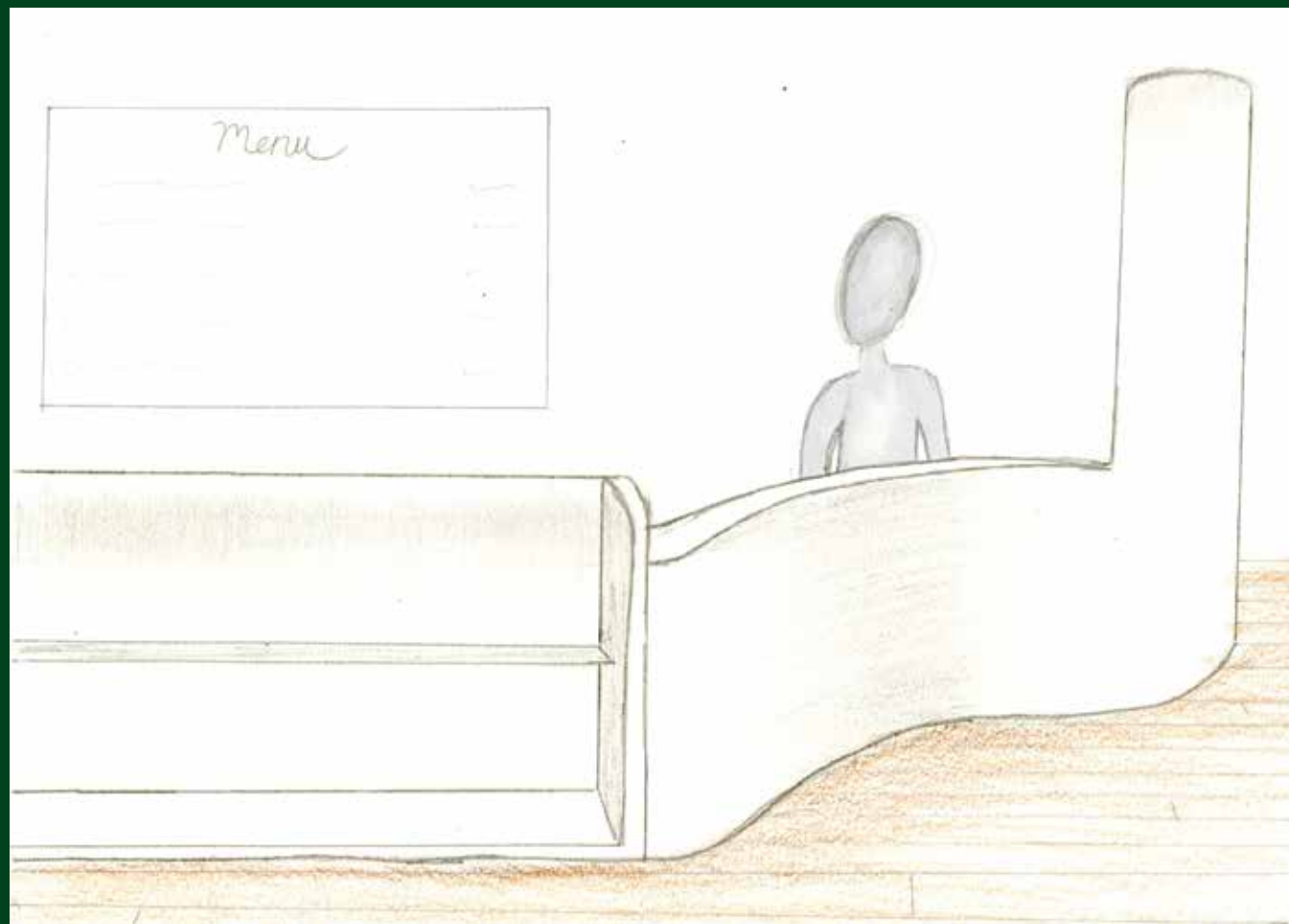


Community Table

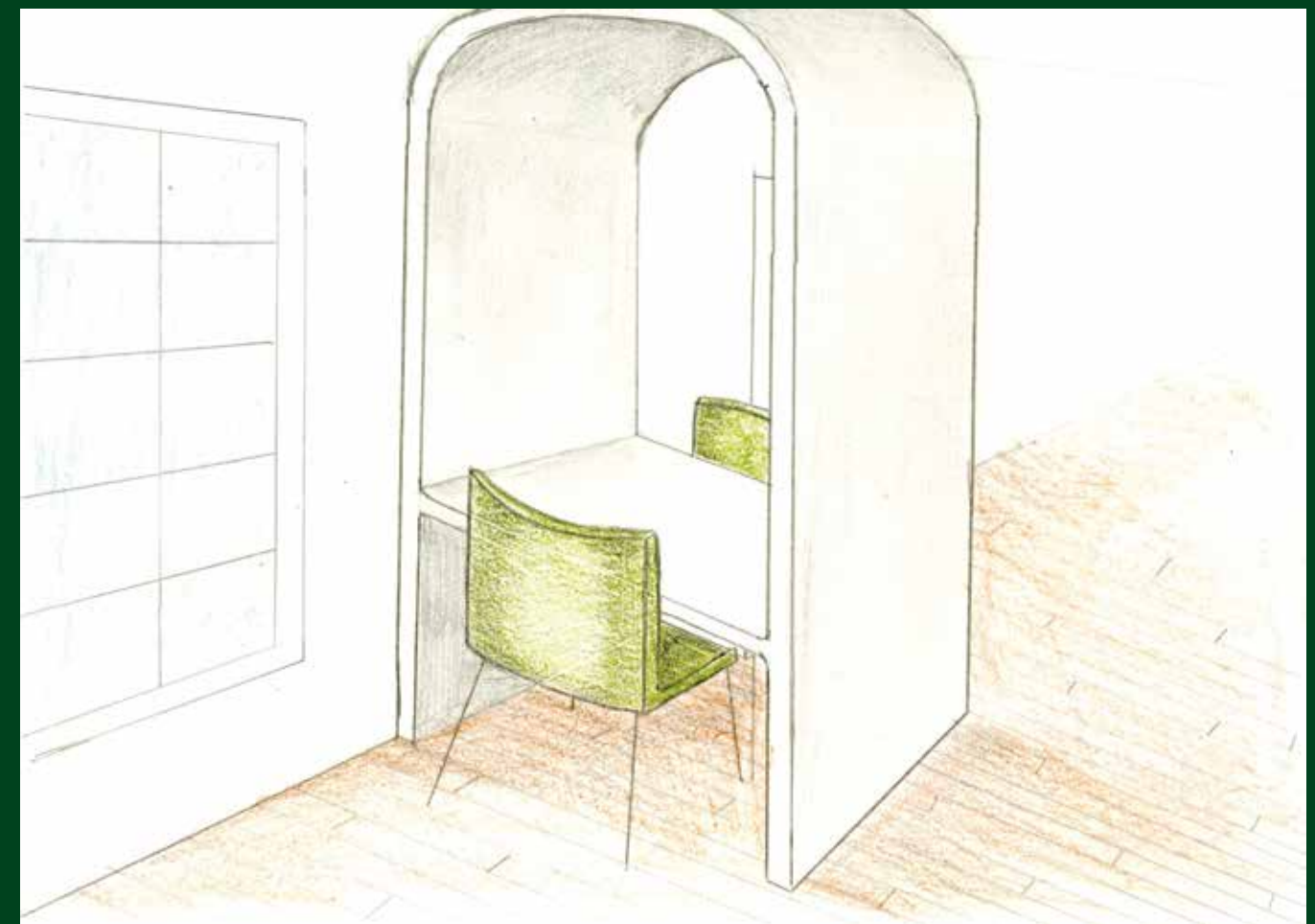


Entrance From Spiral Staircase Upstairs



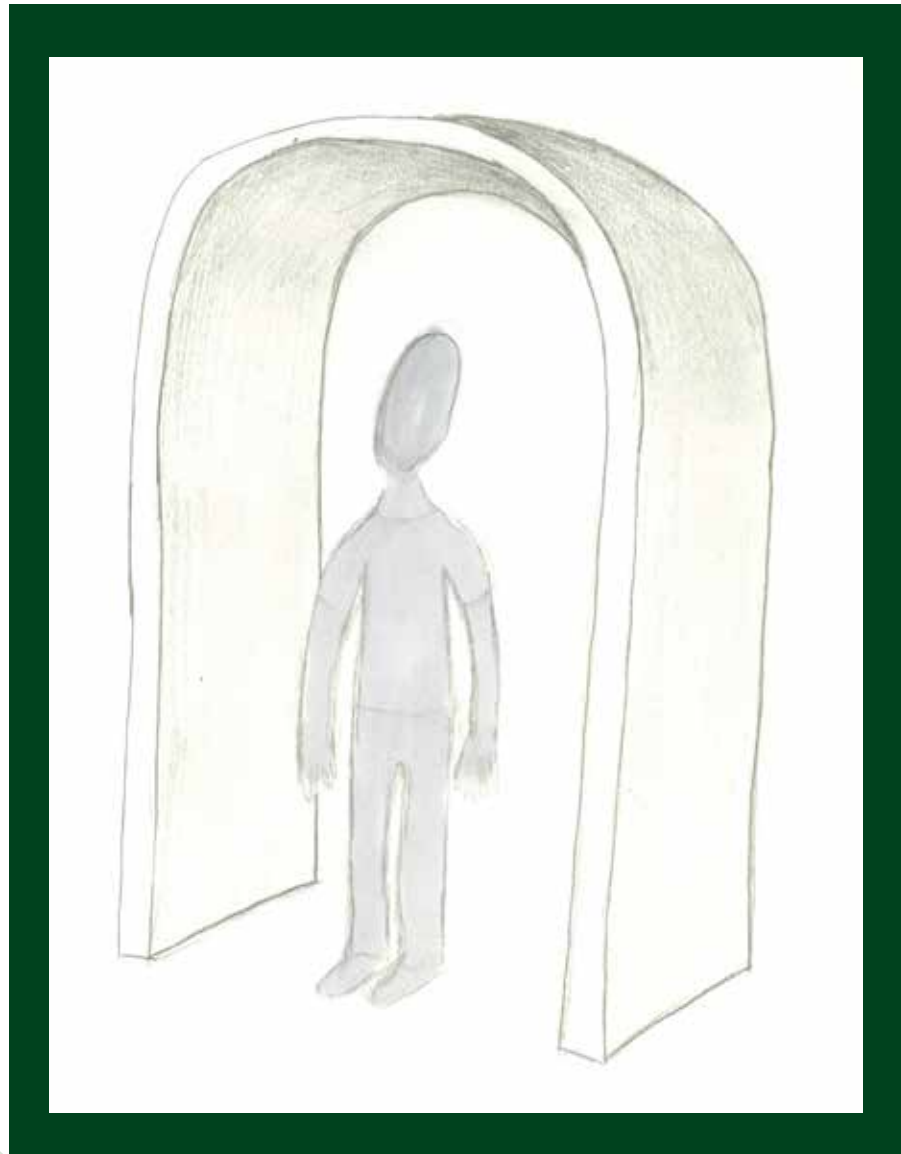


POS Dining Space

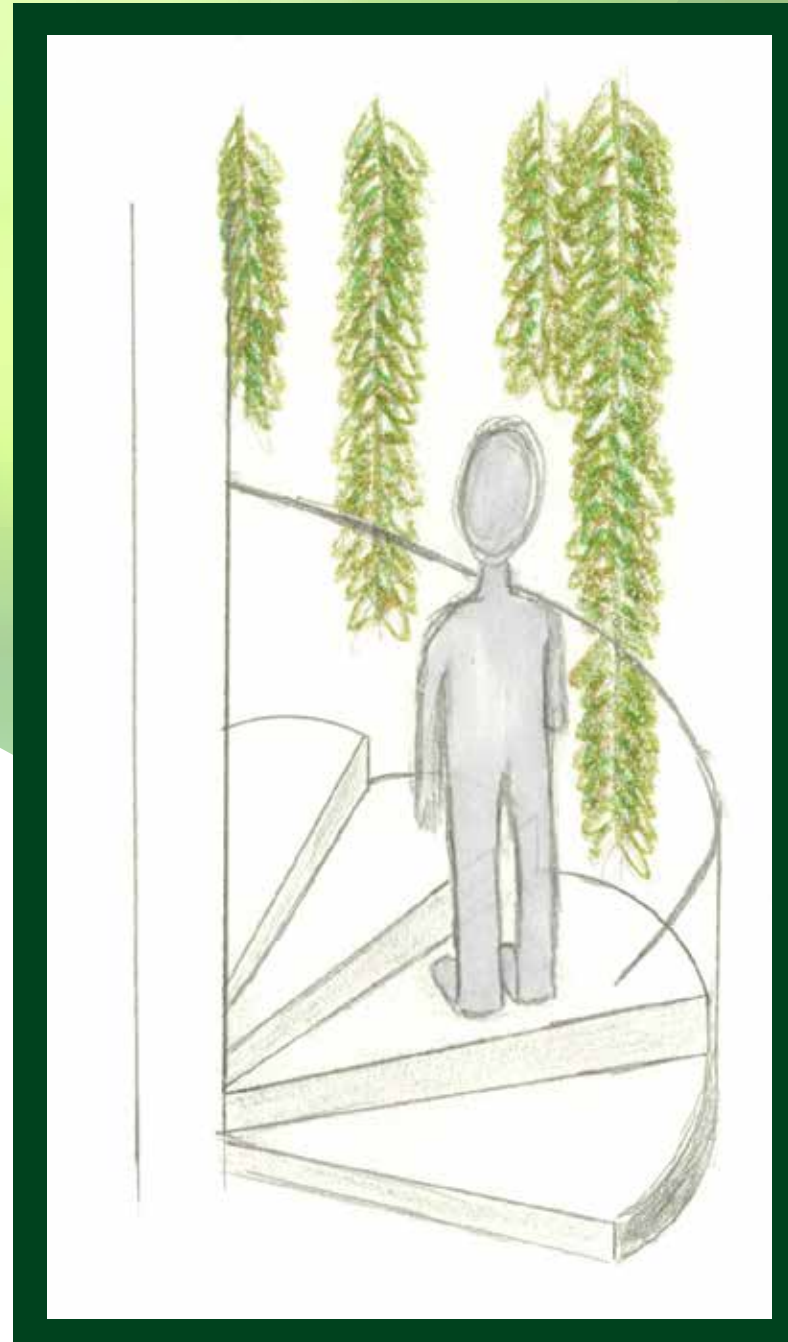


Intimate Eating

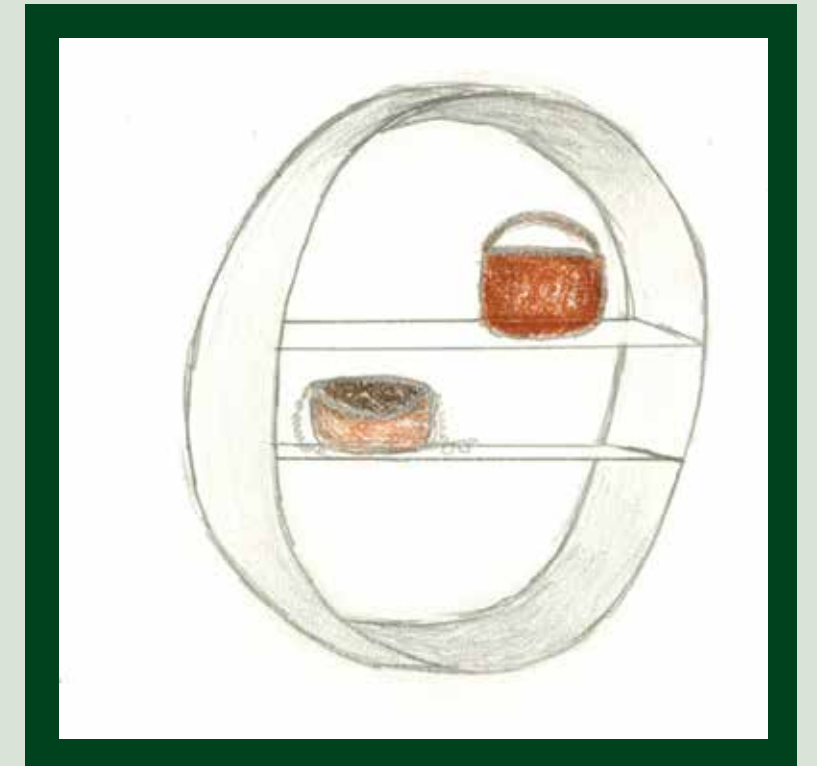





Entryway installation



Spiral staircase



Hanging display

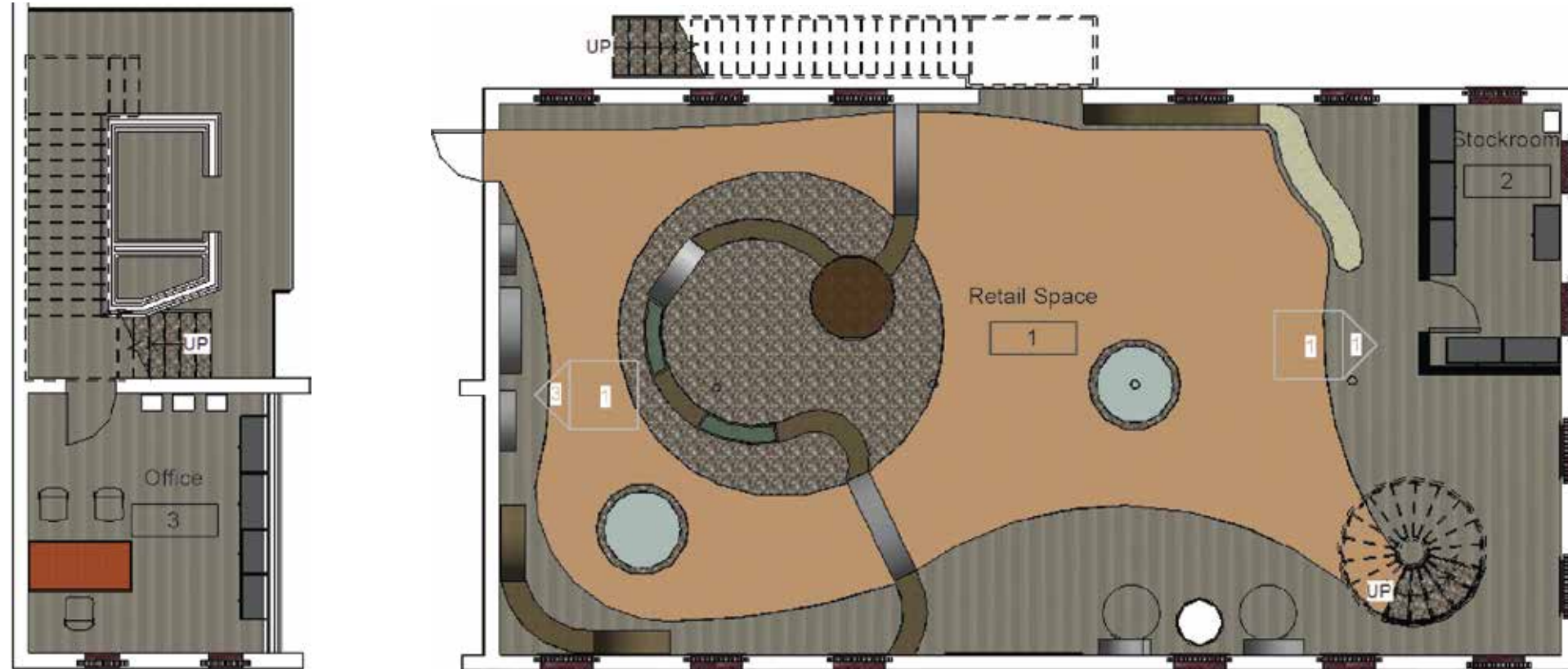
The background features a white canvas with several large, overlapping circles in shades of light green. A thick, dark green arch spans across the upper half of the image, framing the central text.

# PHASE 3

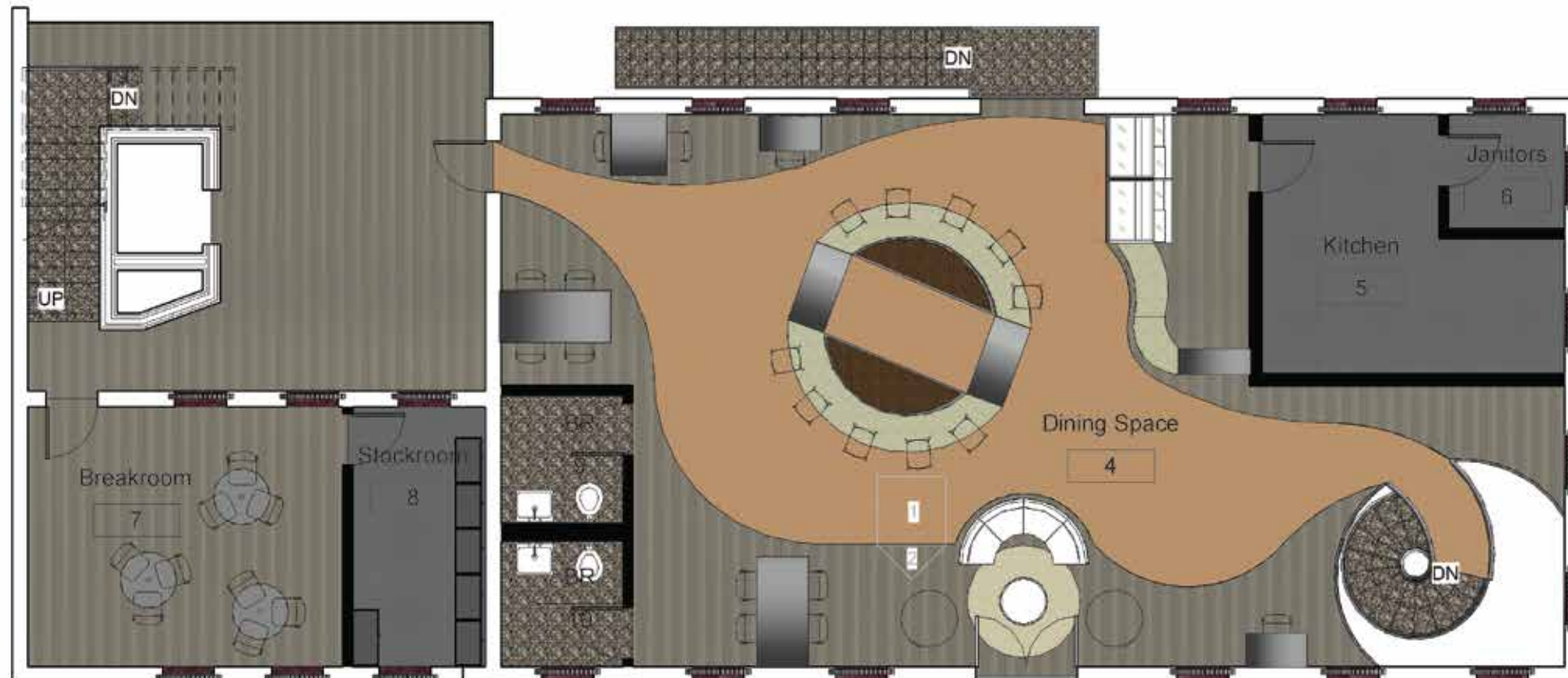
Design Development  
& Detail Drawings

# Final Furniture Plans

First Floor: Retail



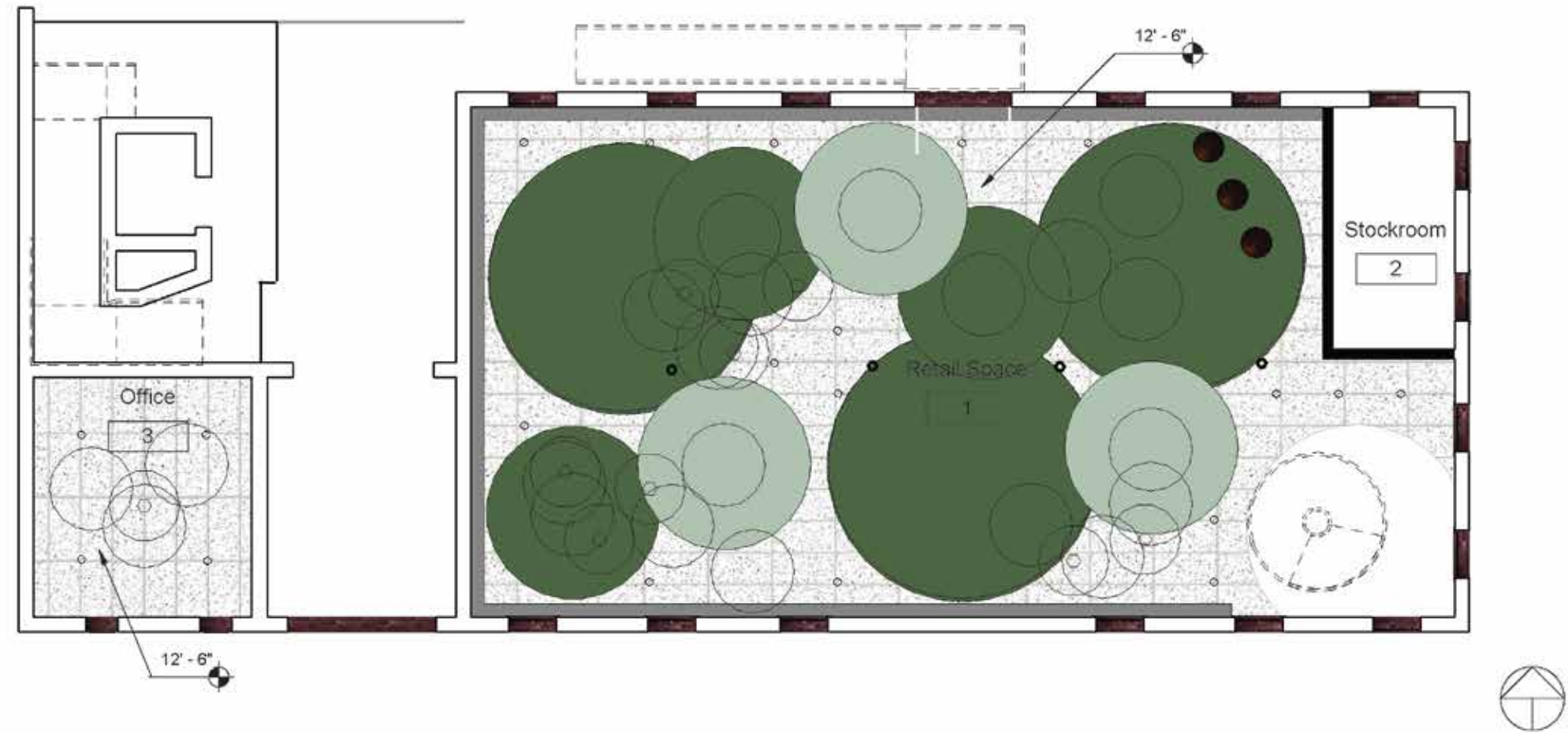
Second Floor: Dining



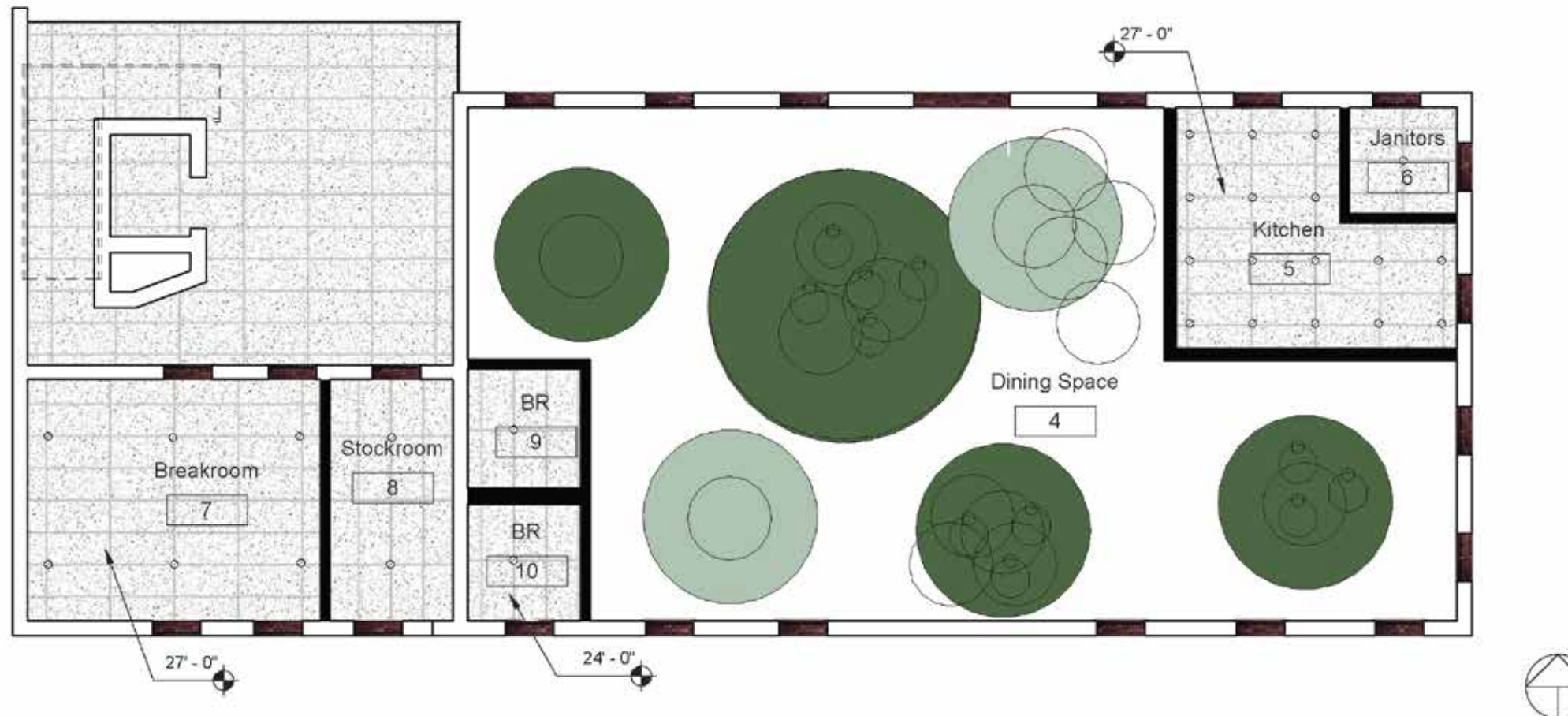


# RCP

First Floor RCP

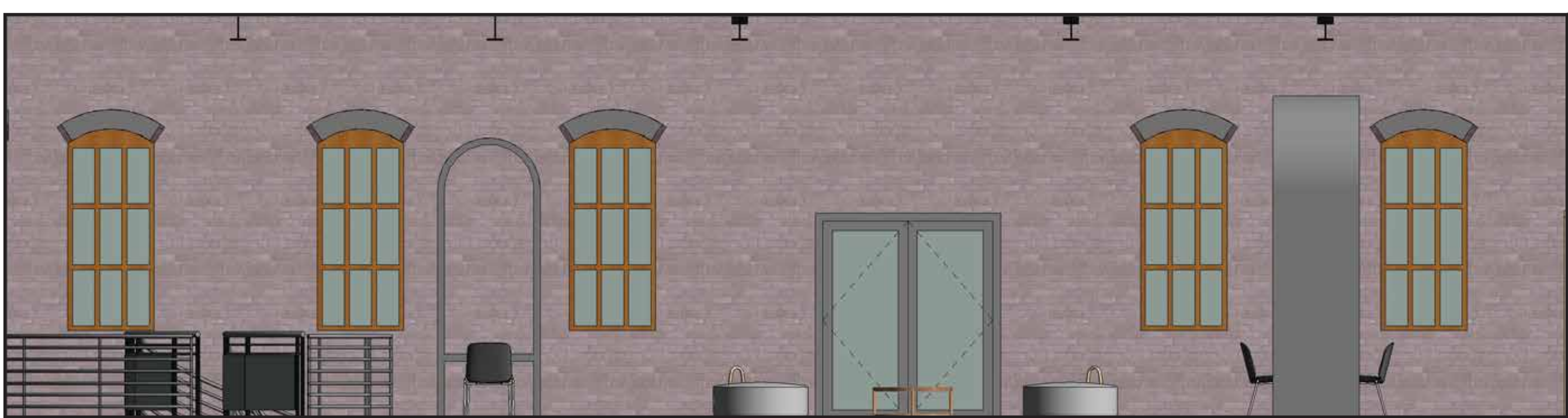


Second Floor RCP

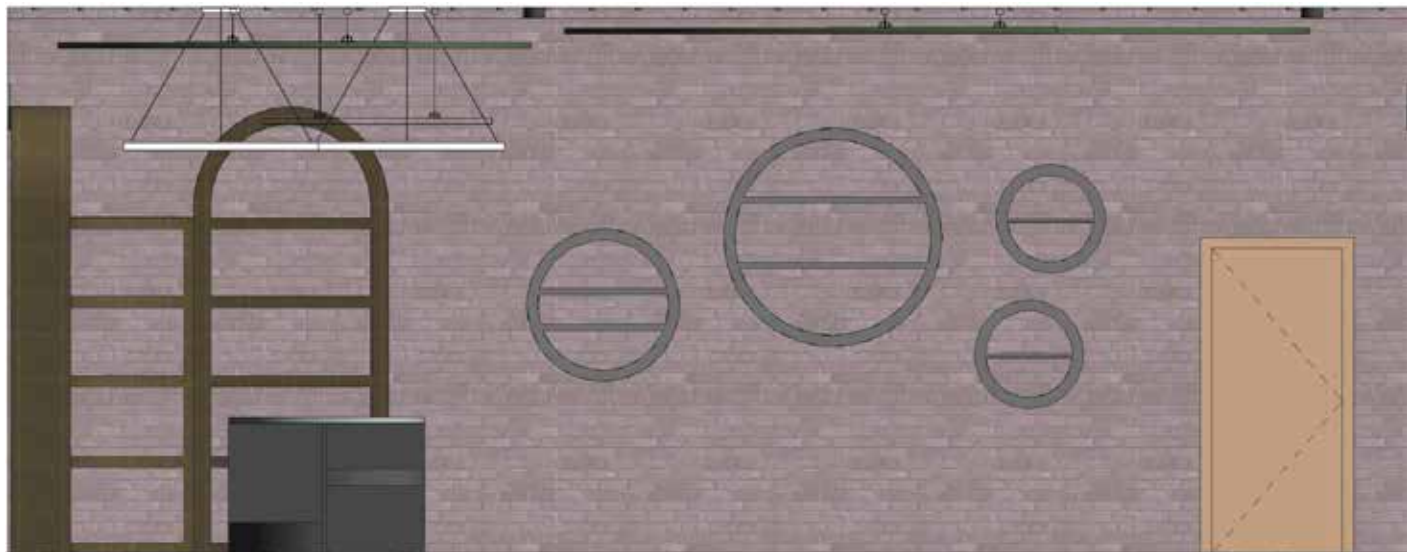




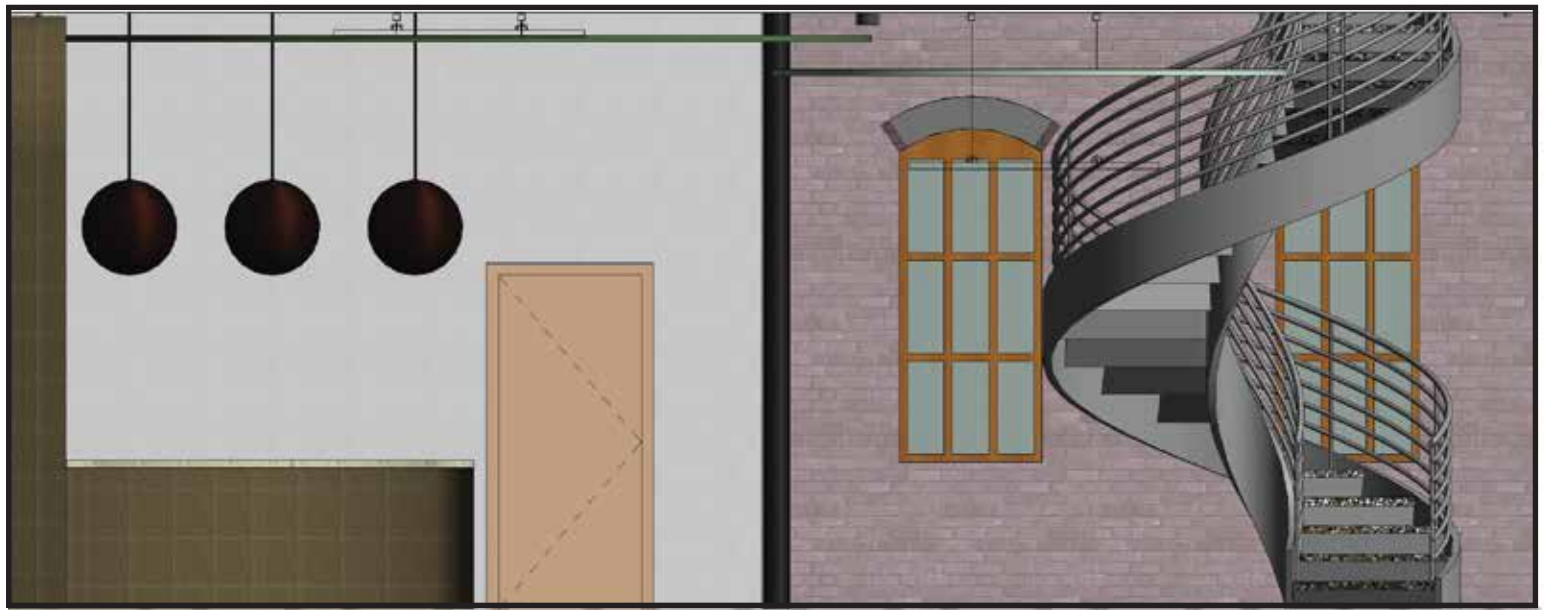
# Elevations



Level 2  
14' - 0"



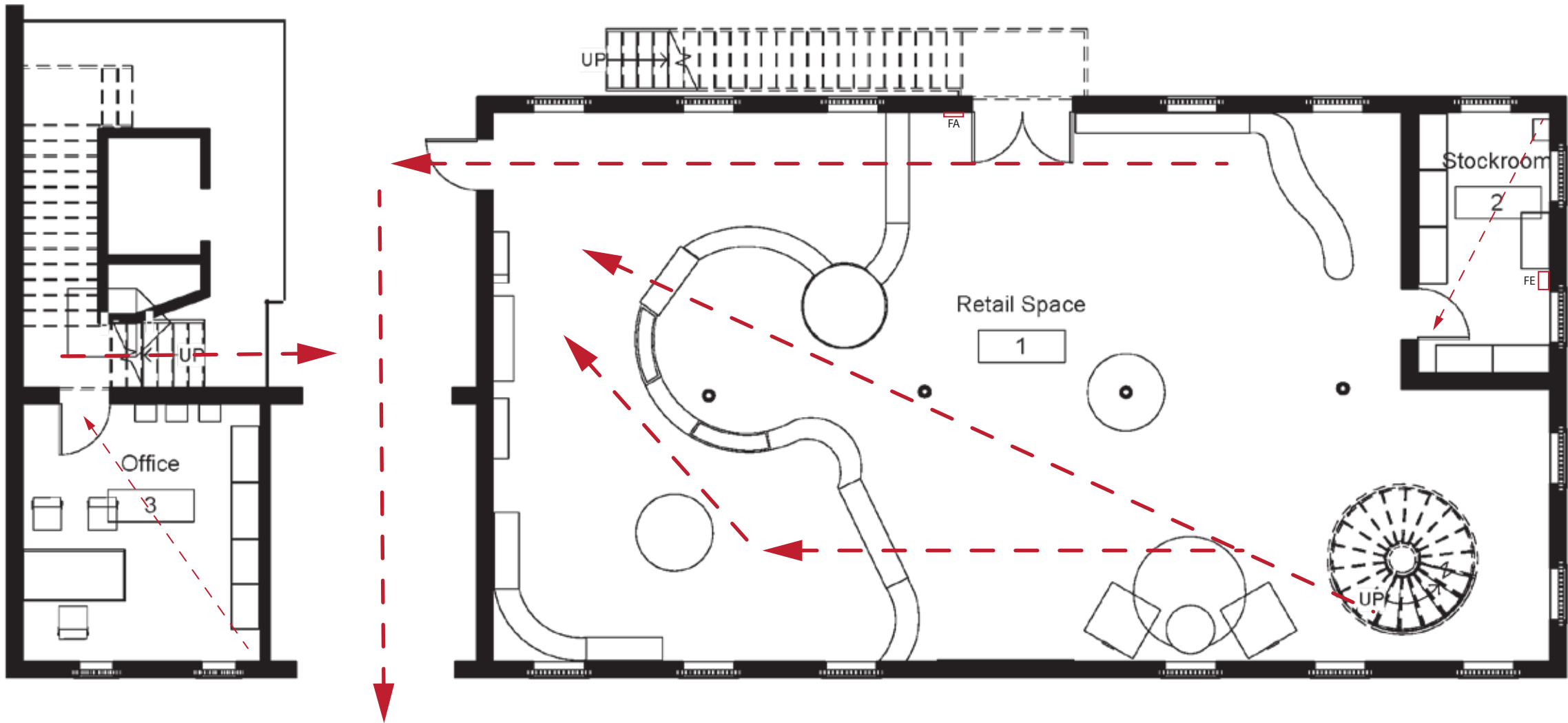
Level 1  
0' - 0"



Level 1  
0' - 0"

# Fire Safety Plan

1 Level 1  
1/8" = 1'-0"



## 27

## 11611-5229



# Perspectives









# Furniture Details and Materials/ Finishes

