

*Casa De Marriage*

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DT544/3 / NEVILLE KNOTT





# Casa De Marriage

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# Casa De Marriage

## INTRODUCTION / AIMS

THE BRIEF REQUIRED TO RE-DESIGN THE INTERIOR OF THE METHODIST CHURCH ON NORTHUMBERLAND AVENUE, DUN LAOGHAIRE FOR RETAIL PURPOSE. IT HAS TO CONSTRUCT A NEW SELF-SUPPORTED MULTI-LEVEL INTERIOR BY NOT DAMAGING THE EXISTING BUILDING. THE DEPARTMENT CONTAINS LADIES BRIDAL WEARS, MEN'S FORMAL WEAR, FRAGRANCE AND ACCESSORIES.

IT INCLUDES RESEARCH AND DEVELOPS NEW BRAND IDENTITIES FOR A NEW COMPANY AND DESIGN MODULAR FIXTURES AND FITTINGS PENETRATING WITH THE CONCEPT THROUGH THIS DESIGN. BESIDES, DESIGN THREE IDENTITIES BASED ON THE SAME DESIGN USING DIFFERENT FINISHES AND LIGHTING WERE ALSO ASKED IN THE BRIEF TO CREATE DIFFERENT ATMOSPHERES AND MOODS WITHIN THE INTERIOR.

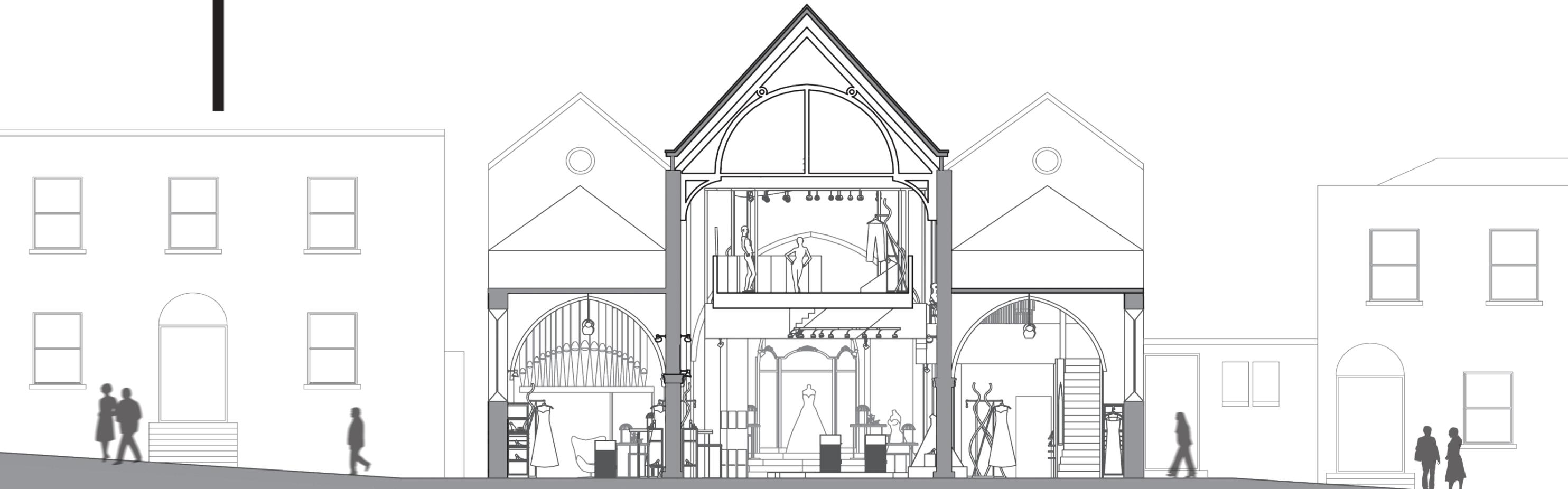
## THE BUILDING

### LOCATION / NEIGHBOURHOOD CONTEXT

DUN LAOGHAIRE IS A CHARMING SEASIDE TOWN ON THE SOUTHERN SHORE OF DUBLIN BAY. THIS METHODIST CHURCH IS LOCATED NEAR TOWN CENTRE ON NORTHUMBERLAND AVENUE. IT IS SURROUNDED BY HOUSES AND SHOPS, WHERE ALSO NEARBY A SHOPPING CENTRE.

### HISTORY / STYLE

THIS CHURCH WAS FINISHED BUILT ON 1904 BY THE ARCHITECT MR. GEORGE F. BECKETT. IT IS A SMALL SIMPLE GOTHIC REVIVAL CHURCH WHICH IS STILL FUNCTIONING NOW.



SILHOUETTES



*Ball Gown A-line Mermaid Sheath Empire*

NECKLINES

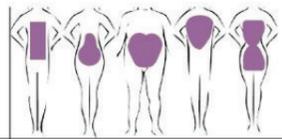


SWEETHEART STRAIGHT ACROSS ASYMMETRIC SEMI-SWEETHEART QUEEN ANN



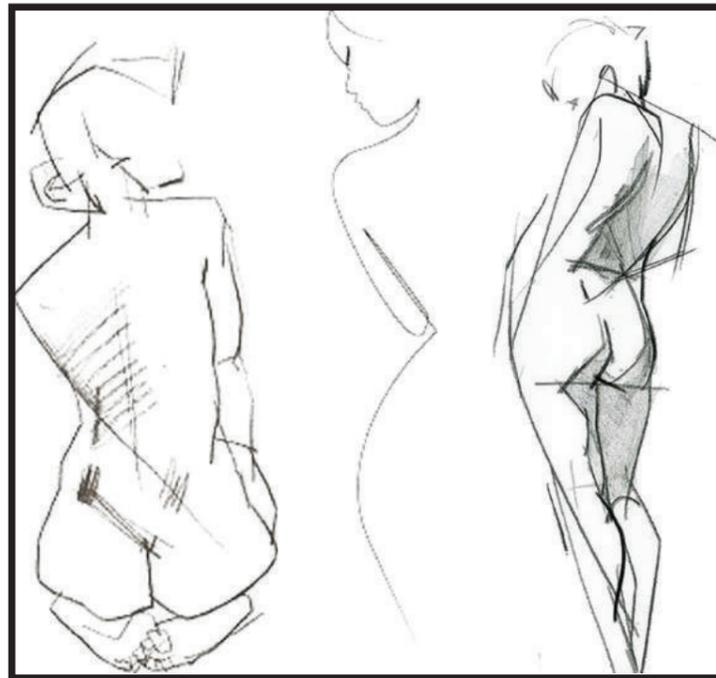
OFF THE SHOULDER JEWEL BOAT NECK HALTER HIGH NECK

FLATTERING FITS BY BODY TYPE



<i>Ball Gown</i>	✓	✓	✓	✓
<i>A-line</i>	✓	✓	✓	
<i>Mermaid</i>			✓	✓
<i>Sheath</i>				✓
<i>Empire</i>	✓	✓		

RESEARCH IMAGES  
HUMAN BODY SHAPES



MY RESEARCH BEGAN FROM THE BASIC AND COMMON OF WEDDING DRESSES. FROM MY OBSERVATION, THE DESIGNS ARE BASED ON THE HUMAN BODY. THUS, MY DESIGN IS FOCUSING ON THREE CHOSEN BODY SHAPES AND THINKING THE WAY TO APPLY IT INTO MY DESIGN. IT IS INTERESTING BY USING THE CURVES OUTLINE OF HUMAN BODY SHAPES ONTO THE CHURCH BUILDING.

IN ADDITION, I WAS INVESTIGATING THE FEATURES OF CHURCH BUILDING SO THAT THE DESIGN COULD BE LINKED TO THE CHURCH. THE FEATURE USED IN MY DESIGN IS THE ARCH STAND DERIVED FROM THE ARCH WINDOWS IN THE CHURCH.

RESEARCH IMAGES  
CURVES

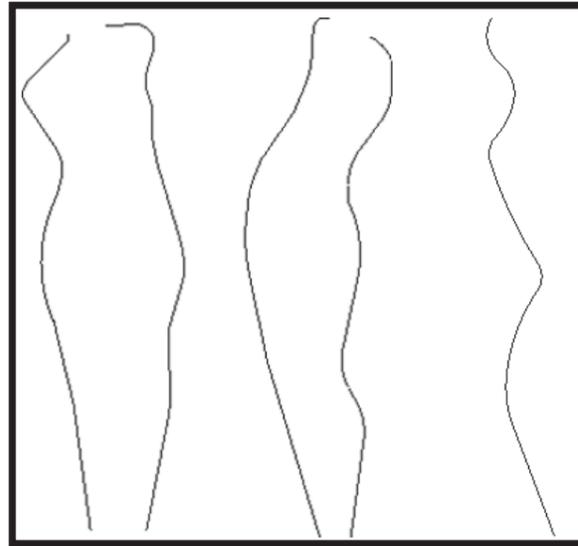
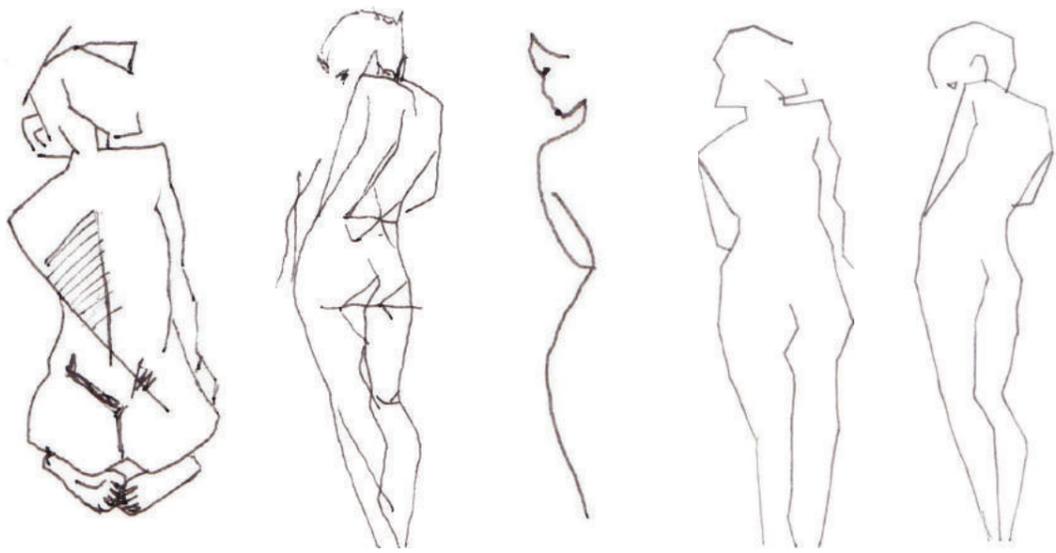


RESEARCH IMAGES  
BASIC AND COMMON OF WEDDING DRESSES

RESEARCH IMAGES  
ARCH



BRANDING RESEARCH  
HIGH END BRIDAL WEAR & MEN'S FORMAL WEAR

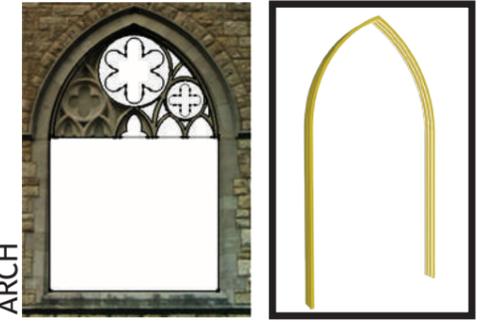


CONCEPT SKETCHES

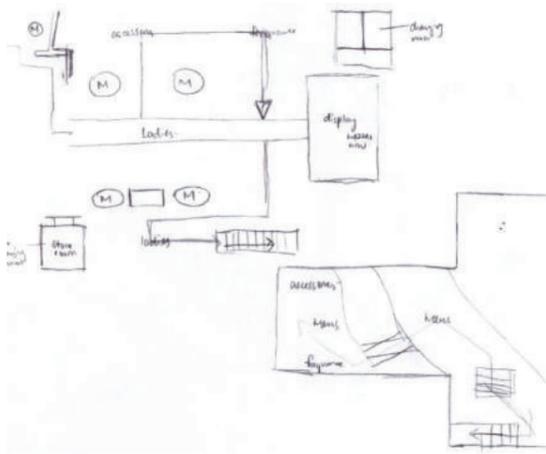
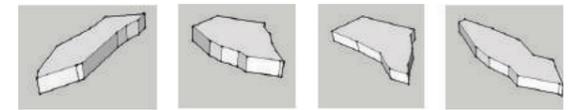
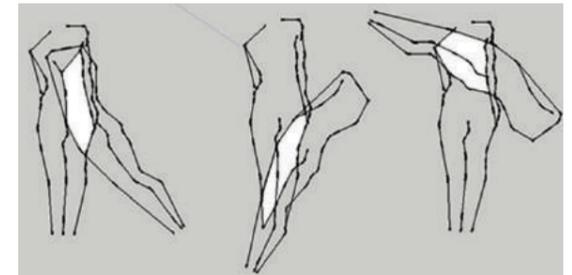
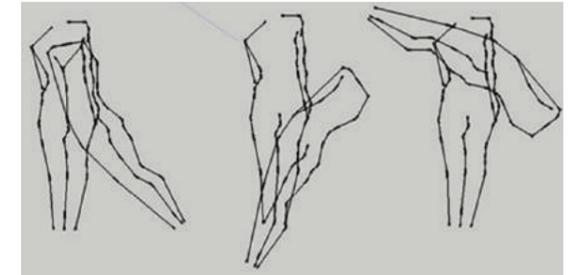
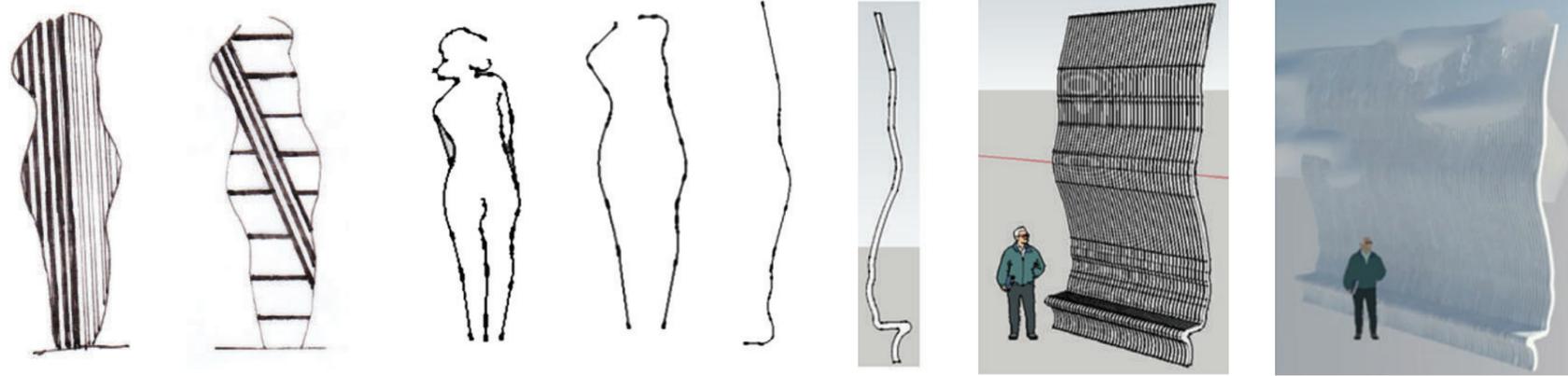


CONCEPT DEVELOPMENT

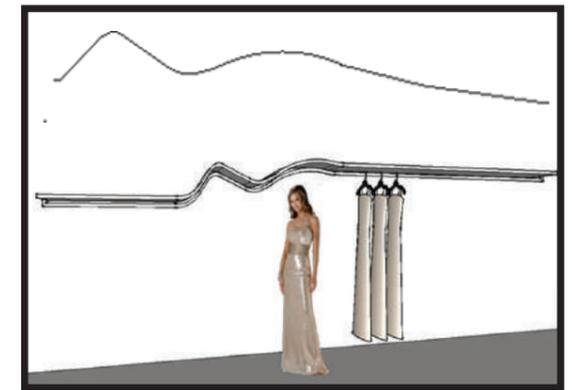
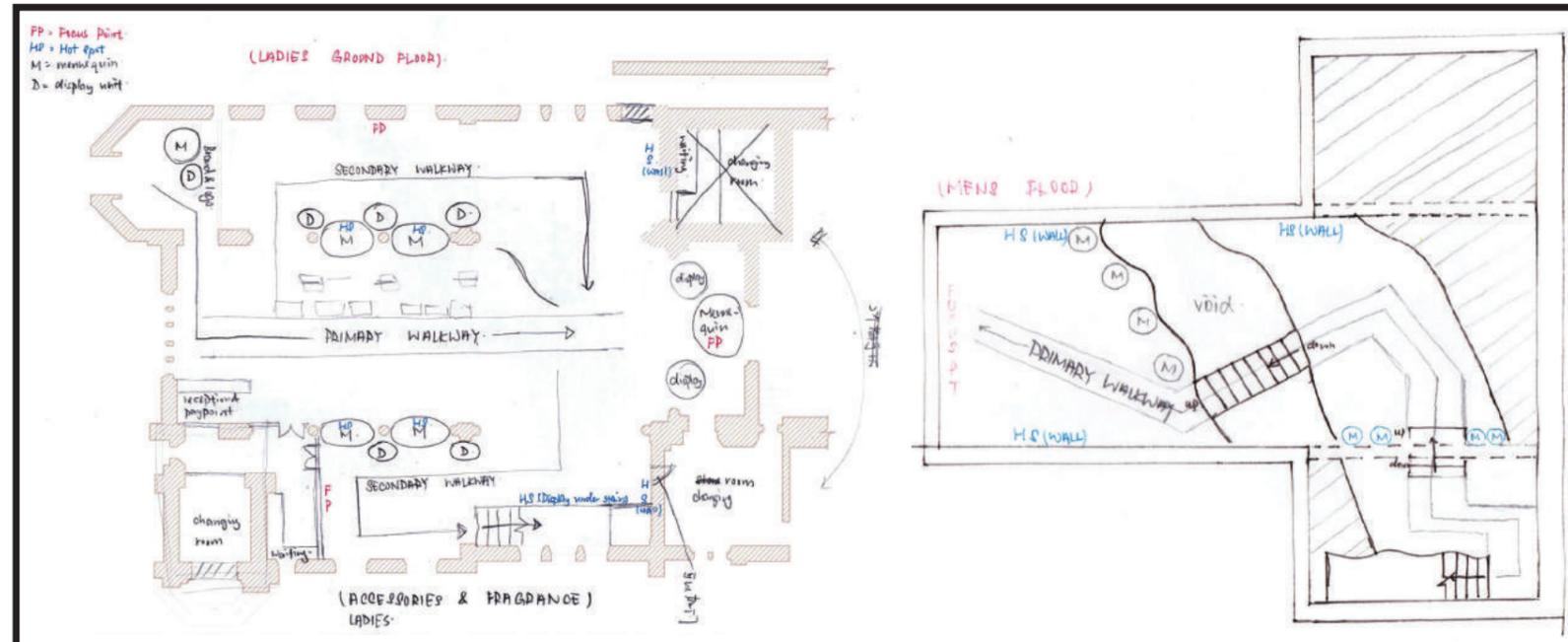
CONCEPT DEVELOPMENT ARCH

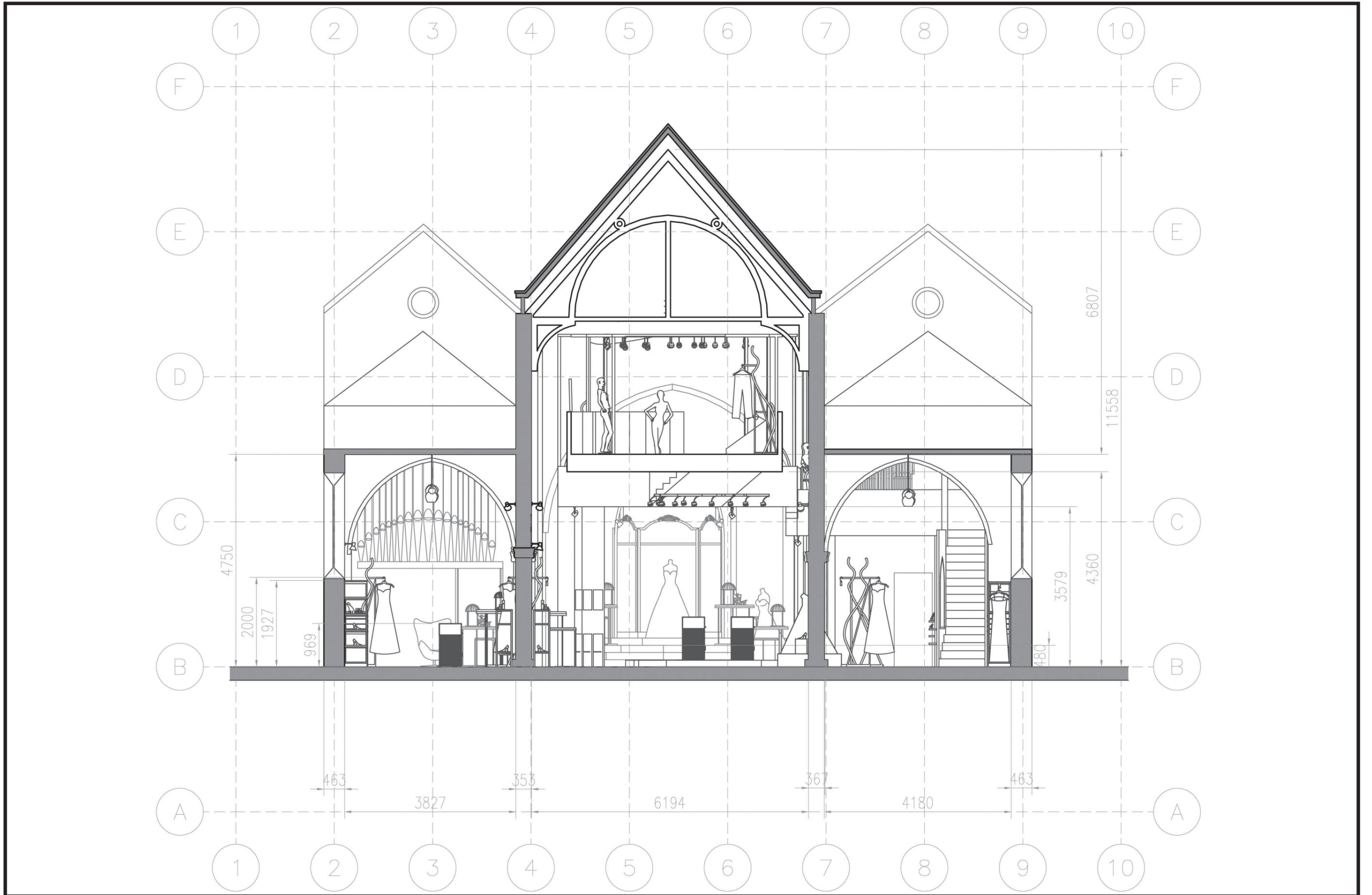


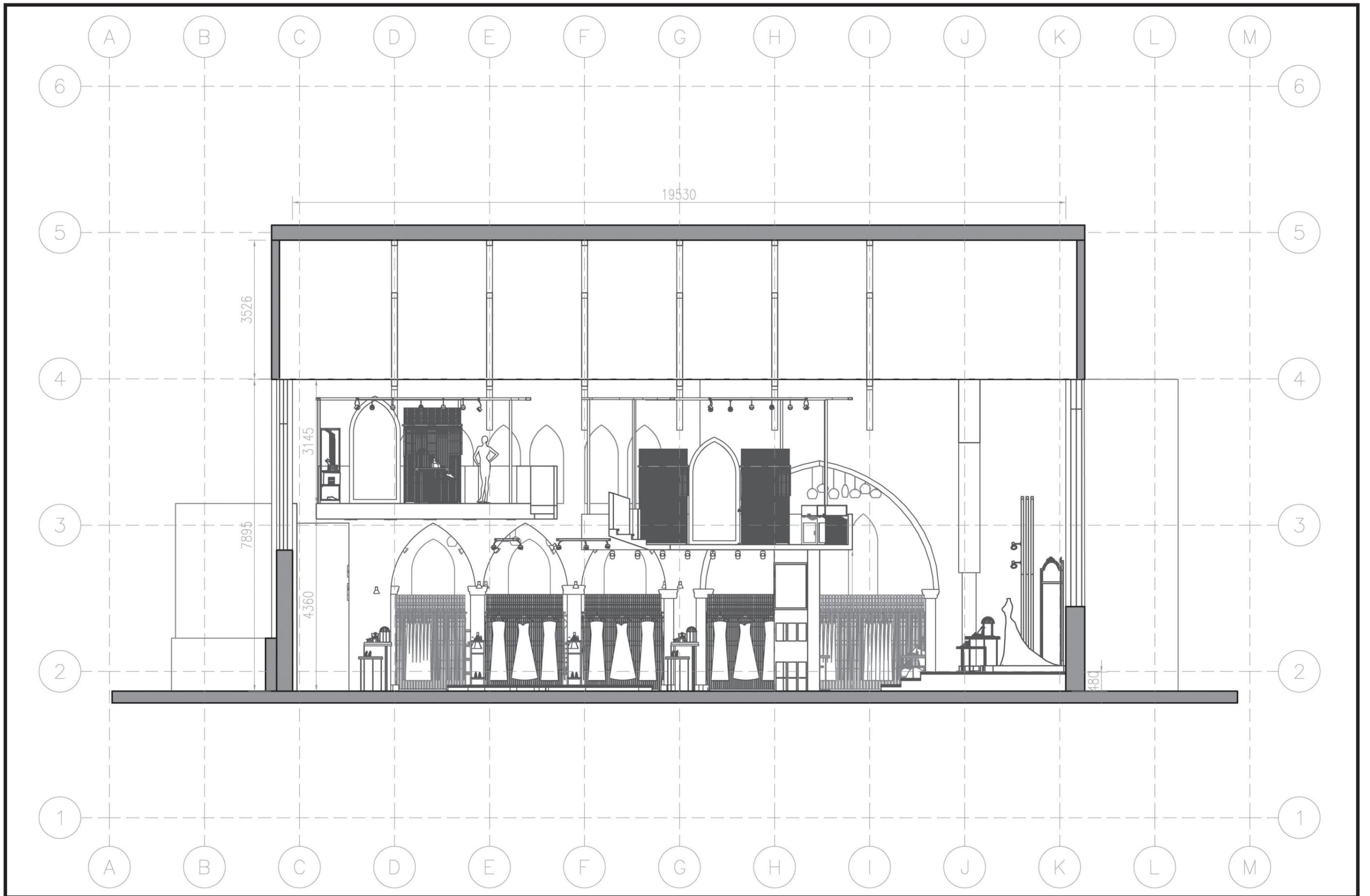
CONCEPT DEVELOPMENT DISPLAY UNITS

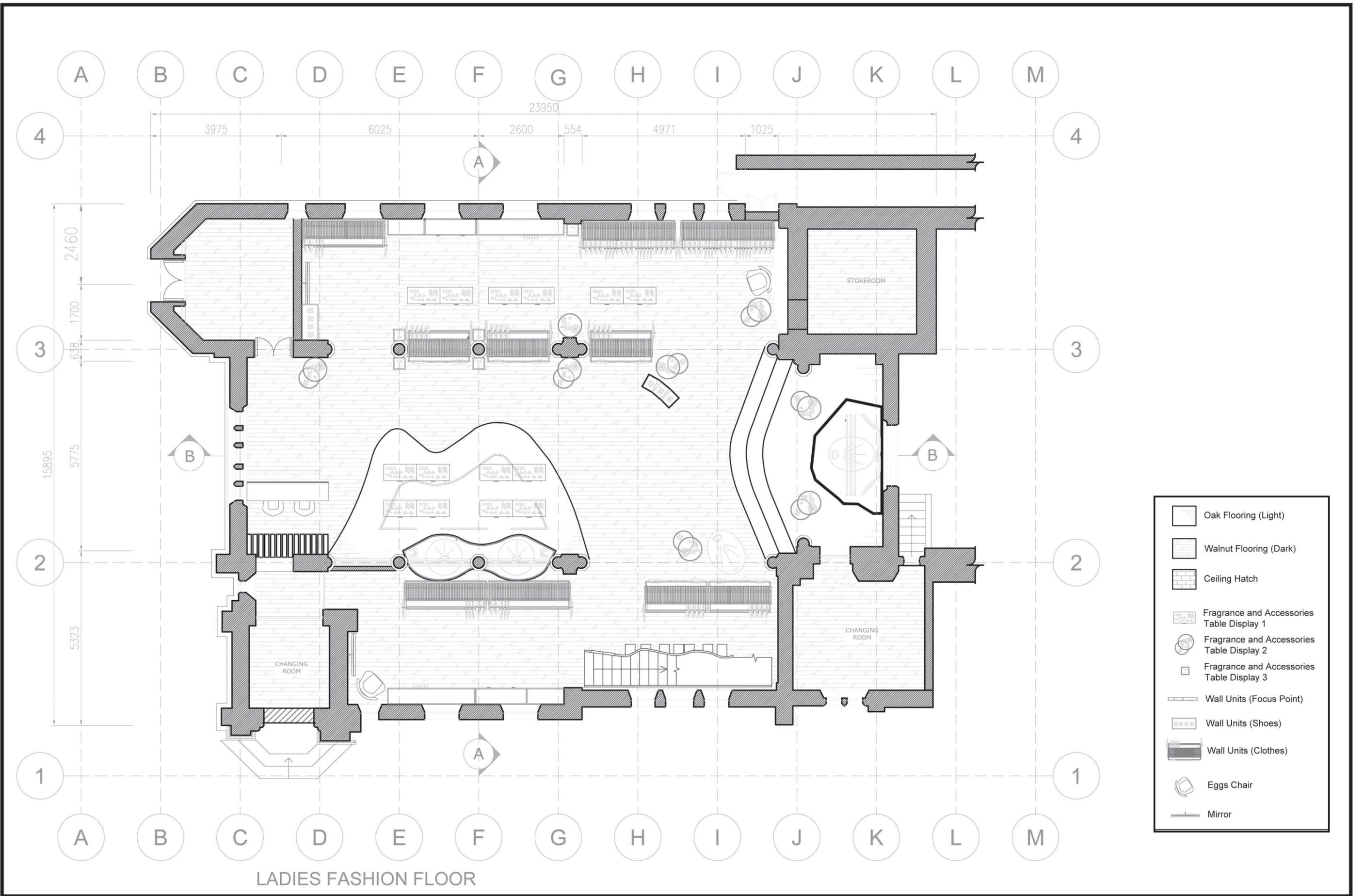


CONCEPT DEVELOPMENT LAYOUT DESIGN

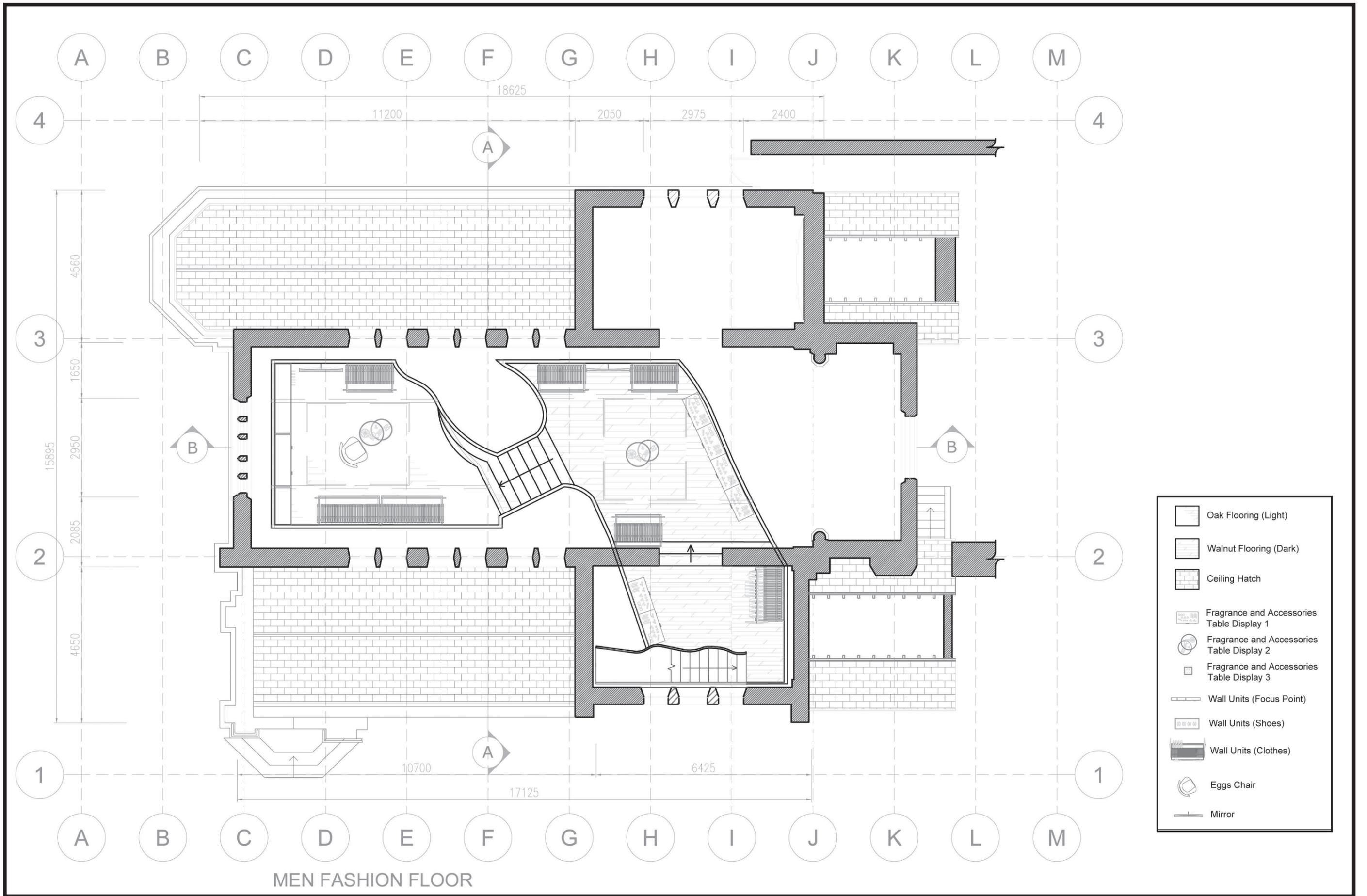




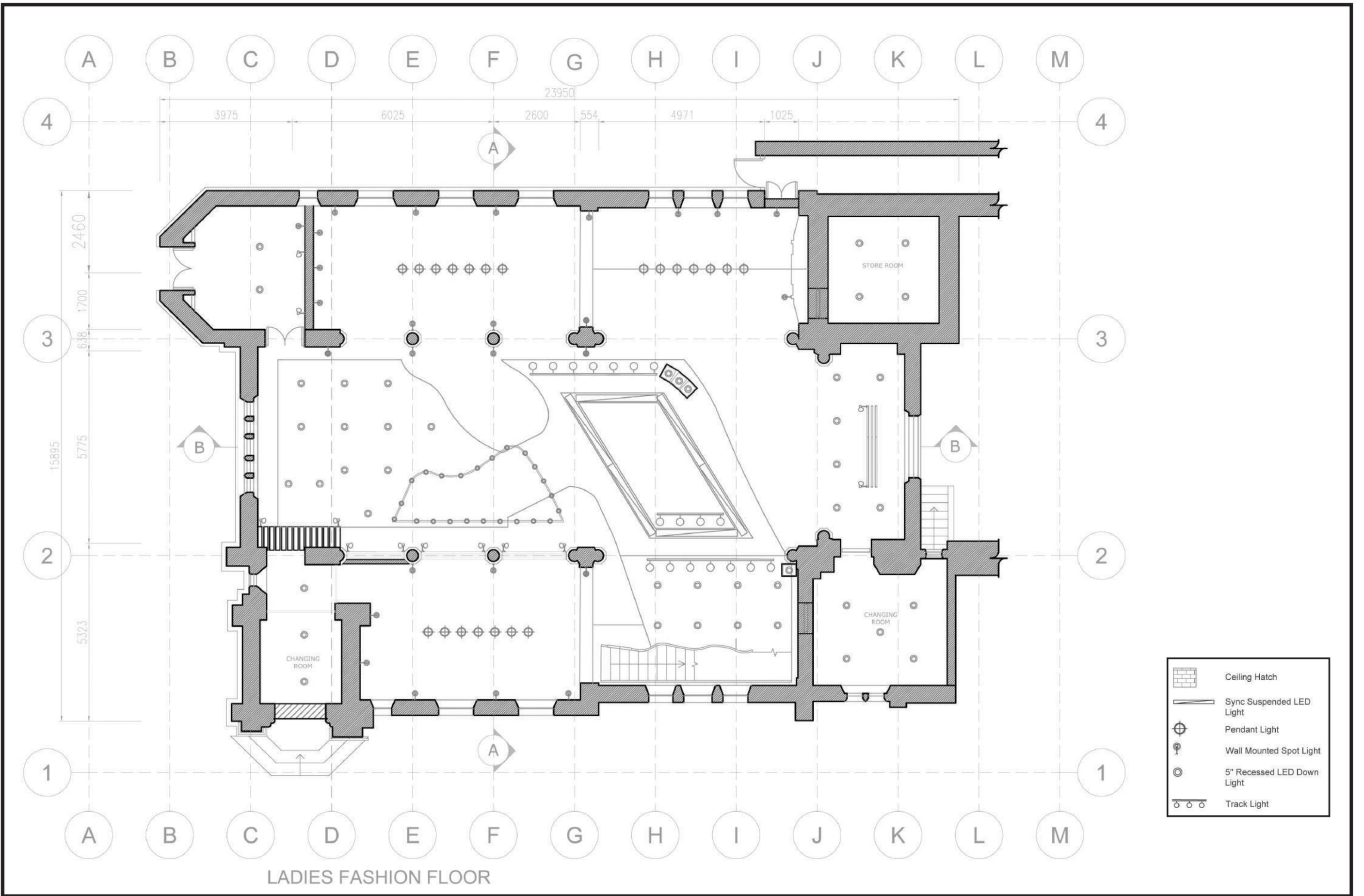


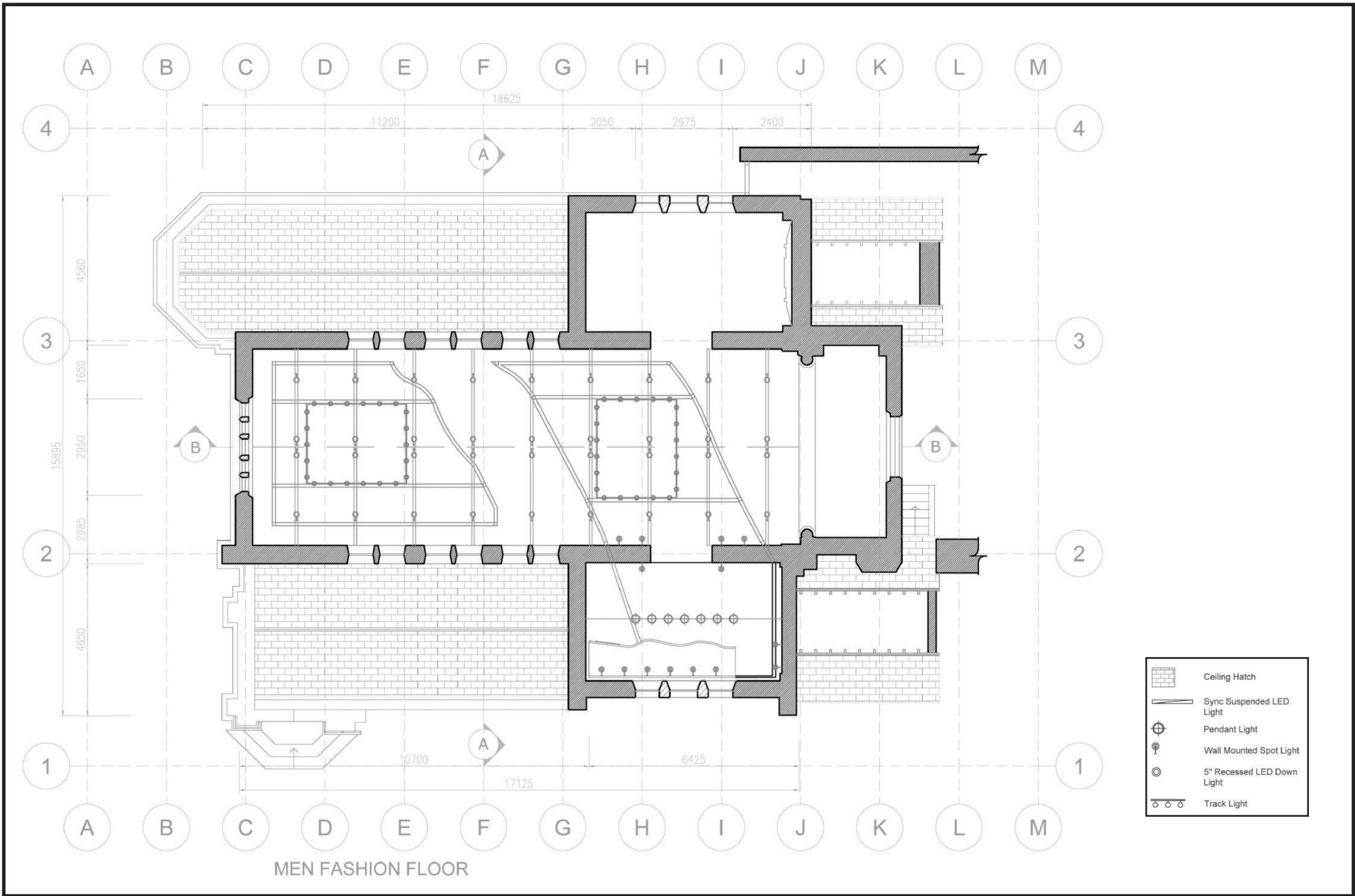


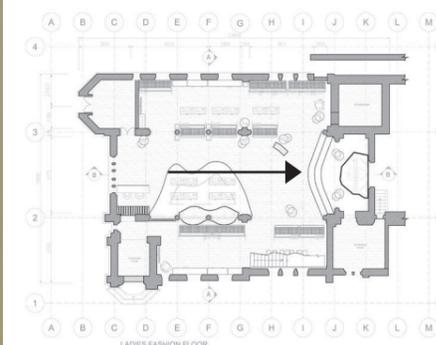
LADIES FASHION FLOOR



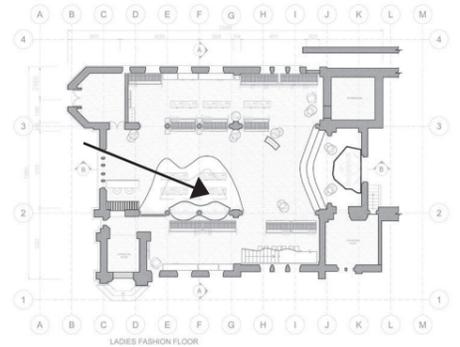
MEN FASHION FLOOR



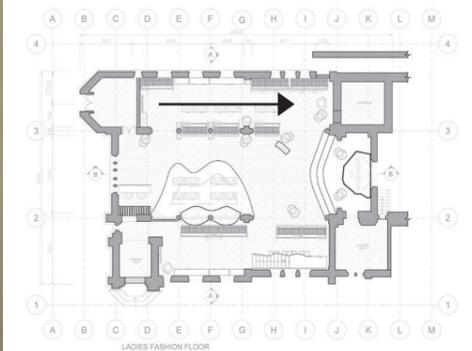




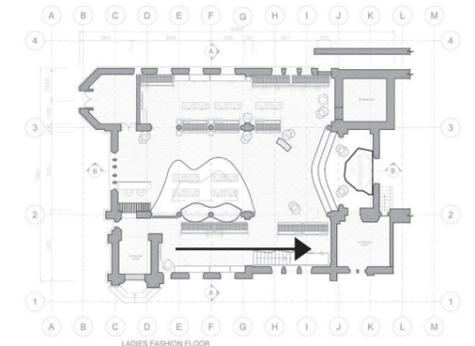
THIS RENDER SHOWS THE MAIN WING ON THE GROUND FLOOR. THE PRIMARY WALKWAY IS DESIGNED TO HAVE HOT SPOT DISPLAY UNITS ON THE LEFT AND SECONDARY FOCAL POINT ON THE RIGHT WITH TABLE DISPLAYS IN FRONT. THE MAIN FOCAL POINT IS LOCATED STRAIGHT AT THE END OF MAIN WING.



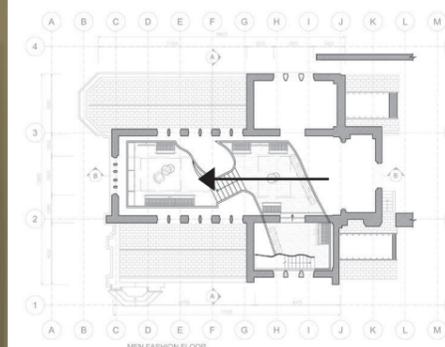
FROM THIS VISUAL, IT SHOWS THE WHITE-MARBLED CASHIER AND RECEPTION DESK WITH CURVES CONCEPT ALONG THE EDGES. THE GOLDEN ARCH STAND SURROUNDING ON THE TOP OF FOCAL POINT LINKS TO THE ARCH WINDOW OF THE CHURCH. FURTHERMORE, THE SUSPENDED LIGHTING SYSTEM REFLECTS THE SHAPES OF CURVES RAISED FLOOR.



THE LEFT WING IS DESIGNED TO HAVE TWO ROWS OF SELF-STANDING WALL DISPLAY UNITS WITH TABLE DISPLAYS ON THE RIGHT OF THE MIDDLE OF WALKWAY. THE SECONDARY FOCAL POINT THAT DISPLAYS THE LATEST PRODUCTS, LOCATES IN THE CENTRE OF THE LEFT.

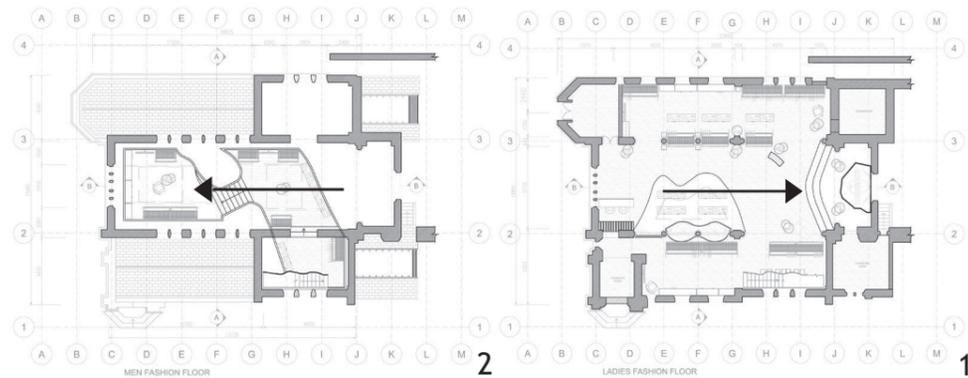


THE STAIRCASE TO THE FIRST FLOOR IS DESIGNED ON THE RIGHT WING OF THE BUILDING. THE PROFILE OF THE STAIRCASE FROM THE PLAN IS THE HUMAN BODY SHAPES WITH ONE SIDE OF STRAIGHT HANDRAIL FOR SAFETY ISSUES. EACH SIDE OF THE WALKWAY HAS A ROW OF SELF-STANDING WALL DISPLAY UNITS. THERE ARE 2 CHANGING ROOMS, WHERE EACH AT THE END OF RIGHT WING.



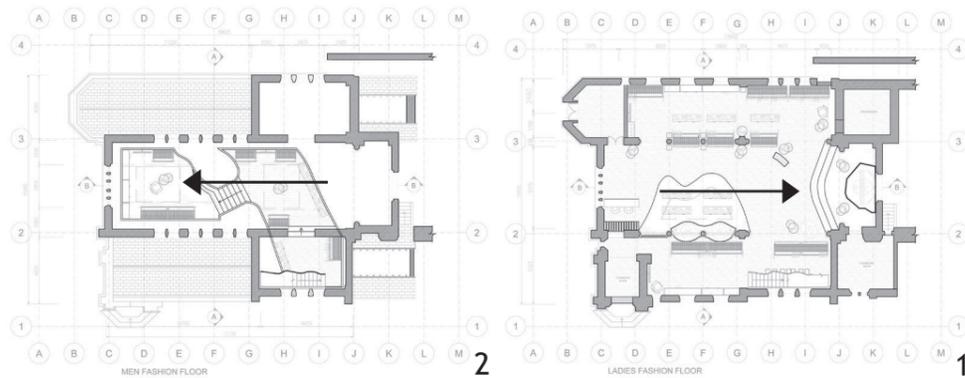
THERE ARE 3 LEVELS FOR MEN'S DEPARTMENT. THE OUTLINE OF THE FLOOR LEVELS ARE DERIVED FROM THE HUMAN'S BODY SHAPES. THE LIGHTING SYSTEM IS SUPPORTED FROM THE FLOOR. IT MIRRORS THE PROFILE OF THE FLOOR LEVELS. THE MAIN LEVEL HAS A SIMILAR DISPLAY UNIT'S LAYOUT TO THE LADIES DEPARTMENT, WHICH HAS MAIN FOCAL POINT AT THE END OF THE WALKWAY AND 2 ROWS OF DISPLAY UNITS AT THE LEFT AND RIGHT.





THIS IDENTITY HAS USED BLACK WITH SOME GOLD AND BEIGE WHITE TO CREATE ANOTHER HIGH-END ATMOSPHERE CONTRAST TO THE FIRST, ALMOST ALL WHITE DESIGN.





THE WALL COLOUR AND MOSAIC FLOORING WAS CHOSEN TO CREATE A SPANISH STYLE WITH VIBRANT AND COLOURFUL FEELING.





WOOD BEAM: BURNT MOCHA  
 MODEL: CDW-UBDW0404120-BM  
 COMPANY: FAUX WOOD BEAMS  
 DIMENSIONS: W100x H100x  
 L254MM



PAINT: OLD GOLD  
 FINISHES: BREATHEASY MATT  
 EMULSION  
 COMPANY: CROWN



WOOD FURNITURE: WENGE  
 COMPANY: TIMBER IRELAND  
 DIMENSION: W75MM x L1.8MM

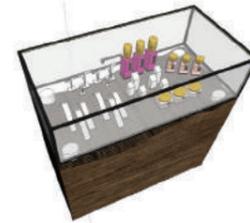


CASHIER & RECEPTION DESK: ONICE  
 BIANCO  
 MODEL: ONYX  
 COMPANY: MARBLE & GRANITE  
 EDGE DETAIL: DOUBLE EDGE



FLOORING: EURO ACHENSEE OAK  
 COMPANY: WOOD FLOOR  
 WAREHOUSE  
 DIMENSION: WIDTH 192MM  
 THICKNESS 8MM  
 FINISHES: TEXTURED WOOD GRAIN  
 EDGE DETAIL: V-GROOVE

LADIES WEAR

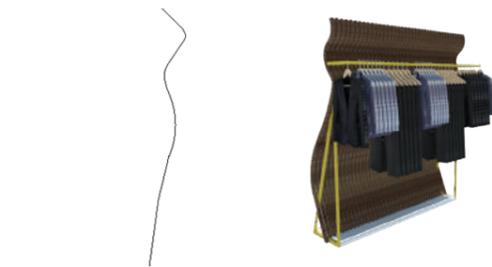
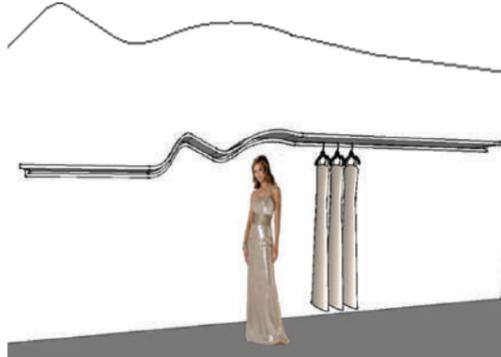


DISPLAY UNITS 1

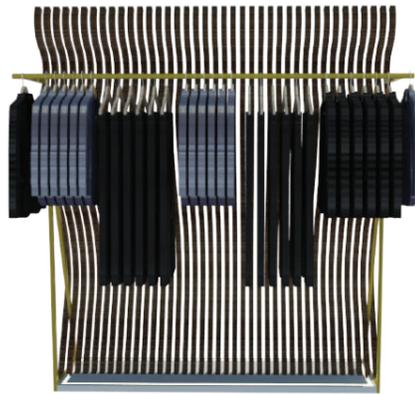
TABLE DISPLAY

DISPLAY UNITS 2 (FOCAL POINT)

CONCEPT DEVELOPMENT  
MODULAR DISPLAY UNITS



MEN'S WEAR



DISPLAY UNITS 1

TABLE DISPLAY

DISPLAY UNITS 2 (FOCAL POINT)

