



# Natural Luxuries

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Phase One

# Concept Development

# Client Profile: Pierro Gaetano

## About Pierro...

Italian entrepreneur  
Environmentally Conscious  
Comes from wealthy  
Italian families with a  
history in design  
Spends a lot of time on  
his Buffalo Ranch in  
Tuscany and making  
cheeses  
Lived in London as a  
banker  
Loves modernism; clean  
and orderly



Gaetano Vibes...  
-Luxurious -Classic  
-Modern -Cultural  
-Natural

## Branding....

Wants to bring back,  
"Made in Italy"  
Sell cheese, shoes and  
authentic European  
products  
Insta-ready  
Combining old and new





Details made with natural resources create a elegant look while not using non-renewable resources.  
\*Think creatively with natural materials!



Minimalist design allows for nature to incorporate itself as a vital part.  
\*Let nature speak!



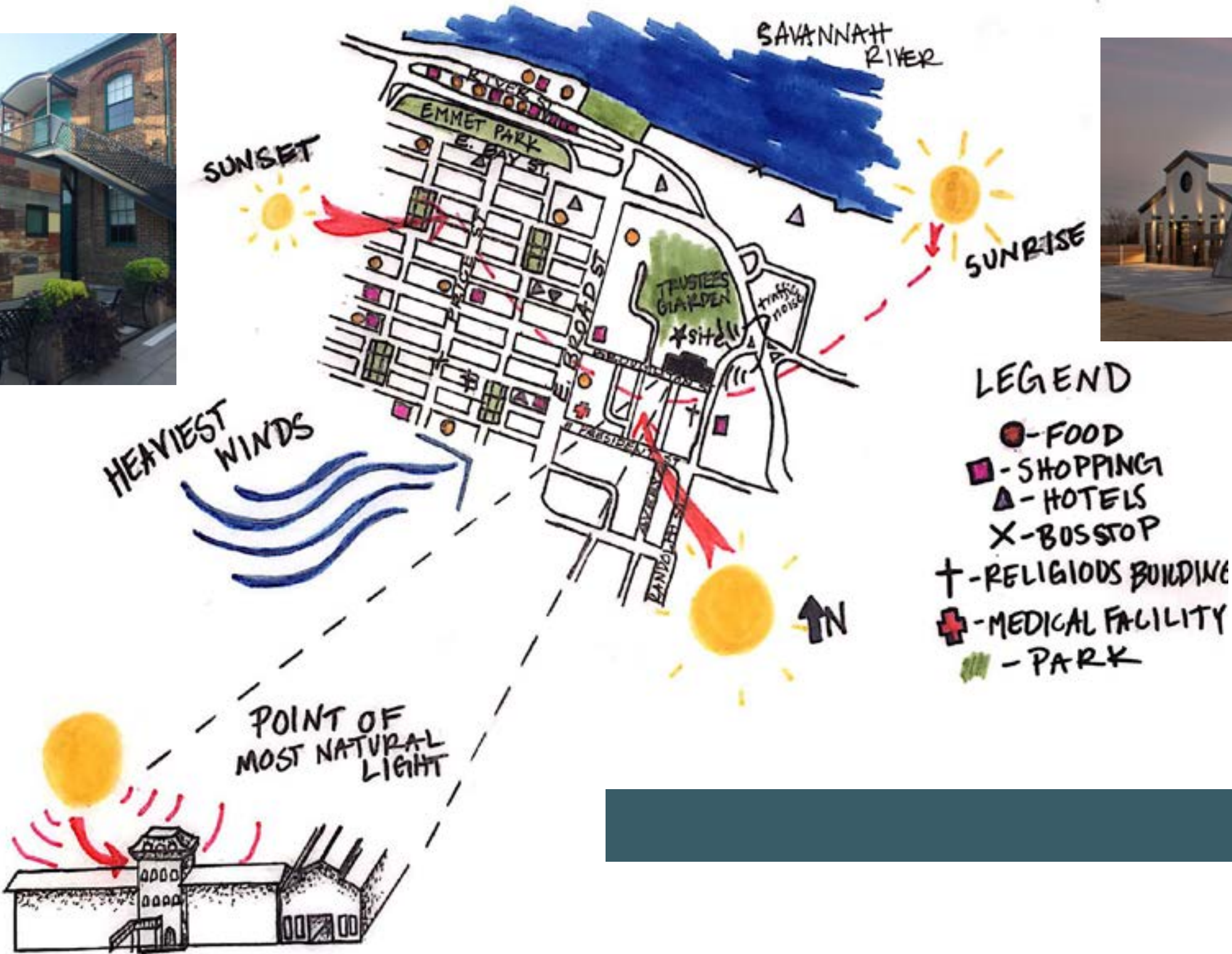
Curvi-linear and Recti-linear can both create a natural movement.  
\*More organic or more defined?



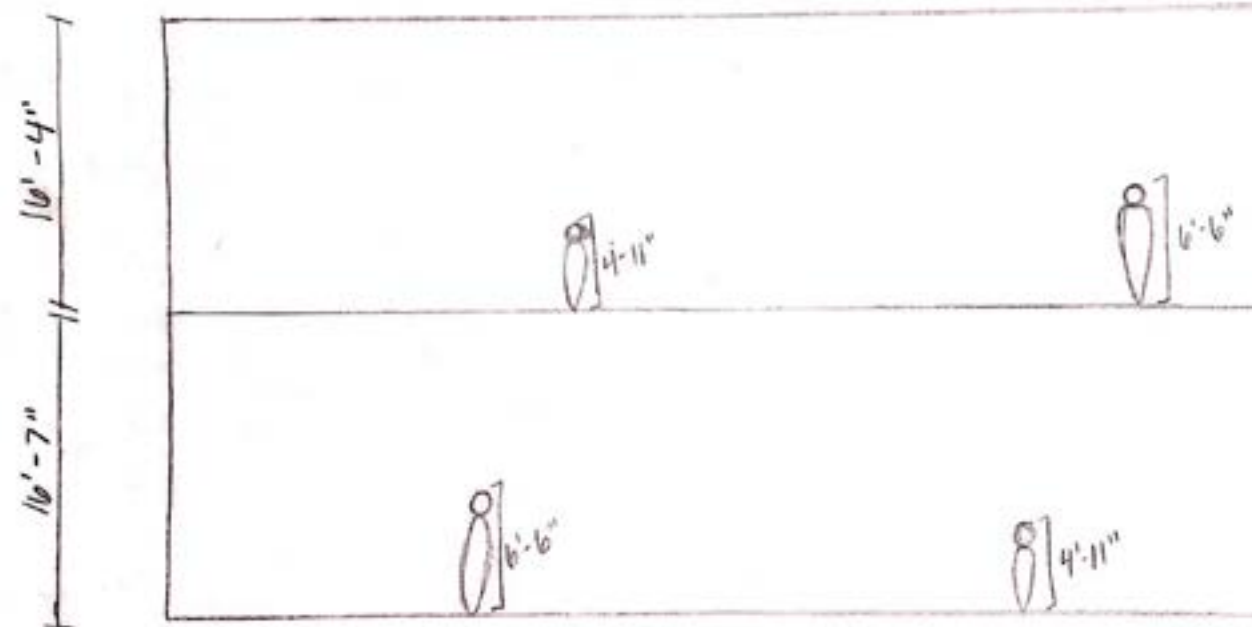
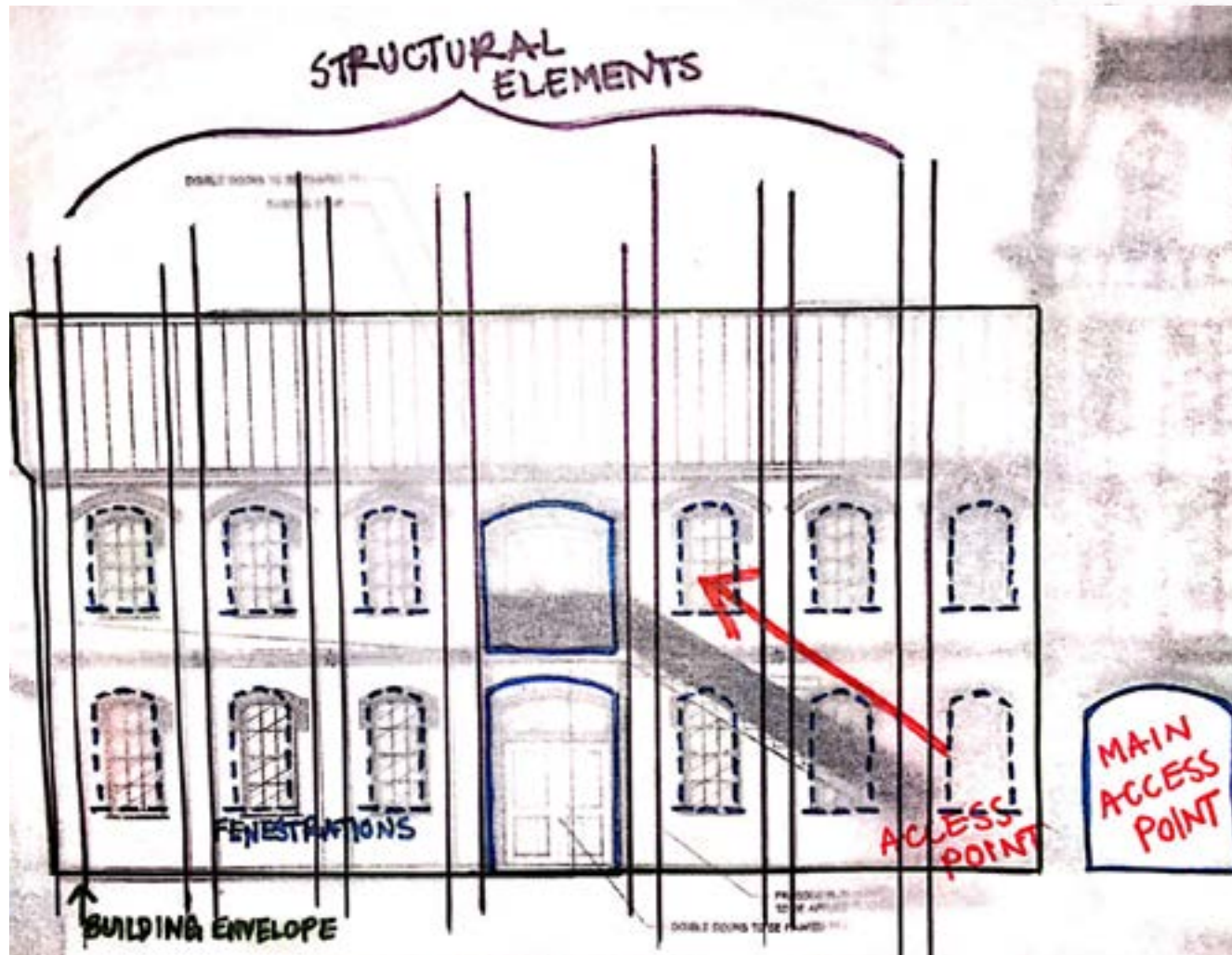
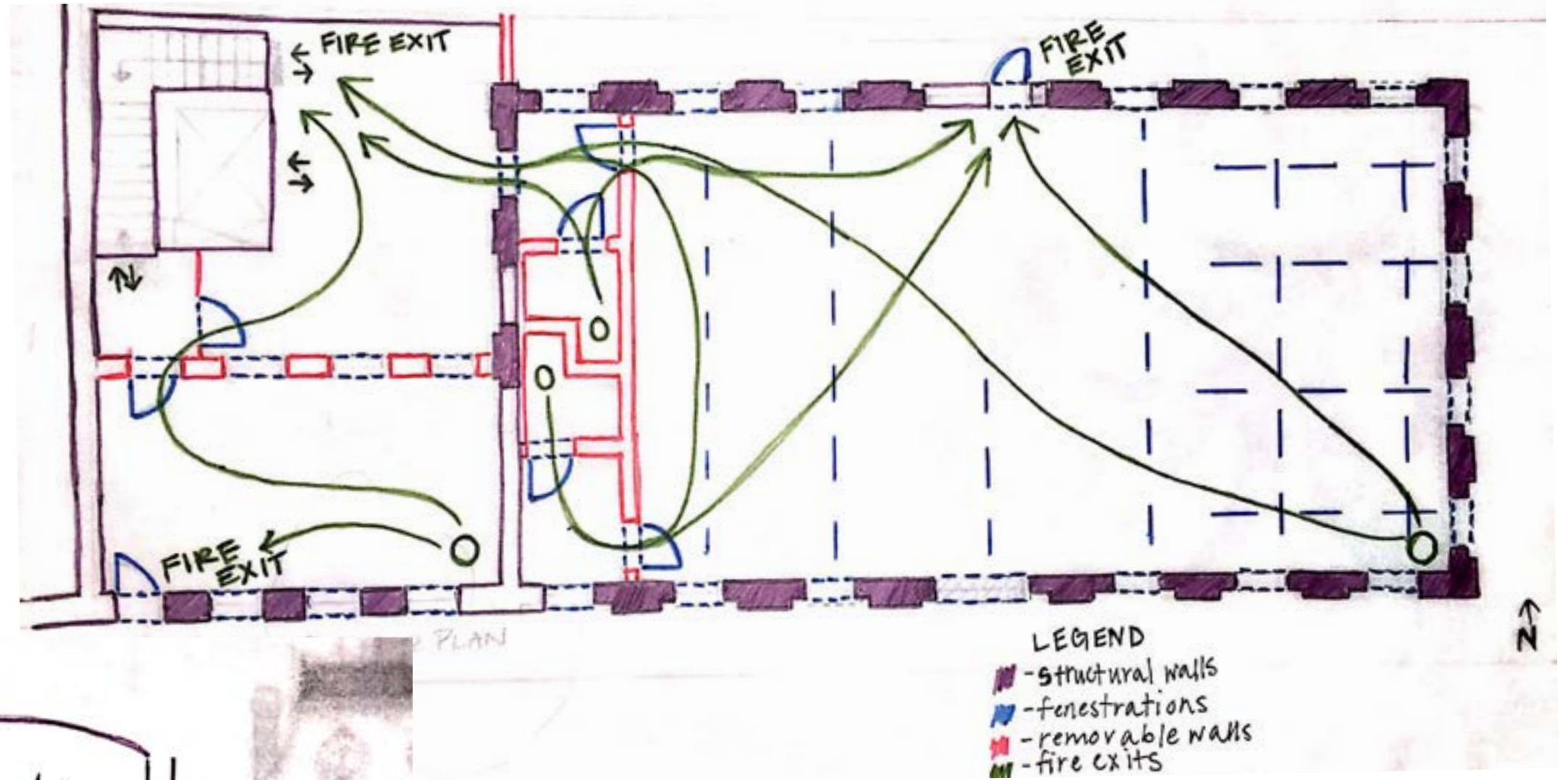
# Site Analysis: 660 E Broughton



Savannah, Ga



# Building Analysis



# Concept Development

\* 3 WORDS \*

1. Wanderlust

2. Luxurious

3. Connected

What is the project all about?

sustainability, quality, experience, culture, genuinity

Truly significant aspects of the site include?  
separation of spaces, kitchen built into space

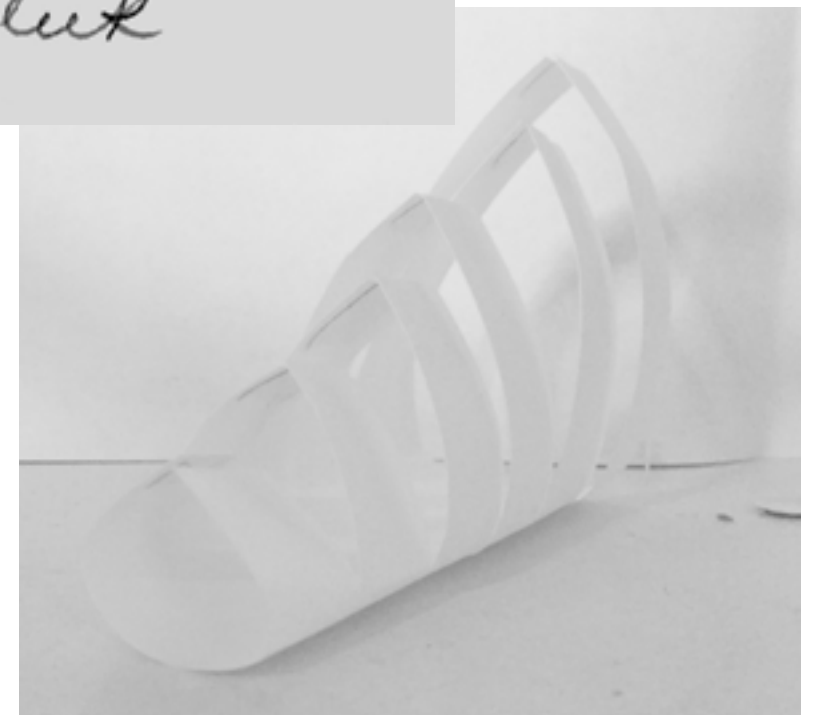
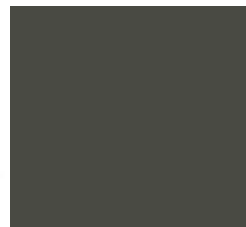
Unique aspects of the project include?  
entertainment, historic, sustainable

The functional requirements obviously point to an organizational pattern that?

A few adjectives that fit this project are?

worldly, progressive, luxurious, modern, sleek

Design Detail





A close-up photograph of a wood grain, showing concentric, wavy rings of varying shades of brown and tan. The texture is organic and detailed, with some darker, more pronounced rings and lighter, smoother areas.

# Concept Statement

“Natural Luxuries,” encompasses a place that destroys the borders between natural and man-made. The future of business, a sustainably crafted artisan experience. SALVAGE offers a unique collection of global and local quality goods and services while embracing Savannah’s rich history in our preservationist attitude. Combining the retail, dining, and entertainment industries with the beauty of our planet to create a total sensory experience that will reconnect you with not only the roots of our world but the roots of ourselves along the way.



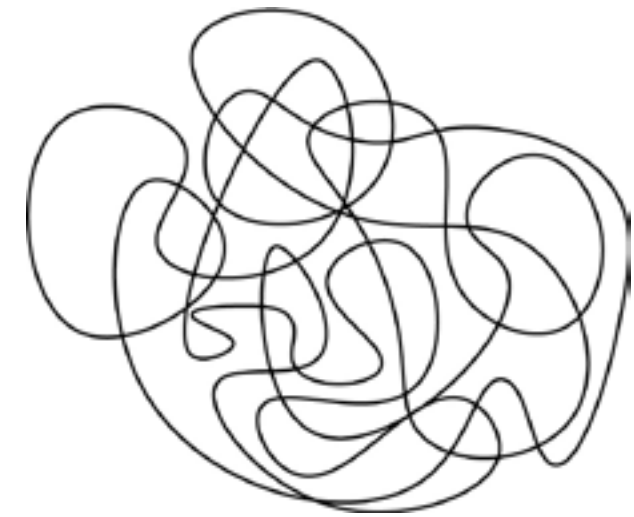
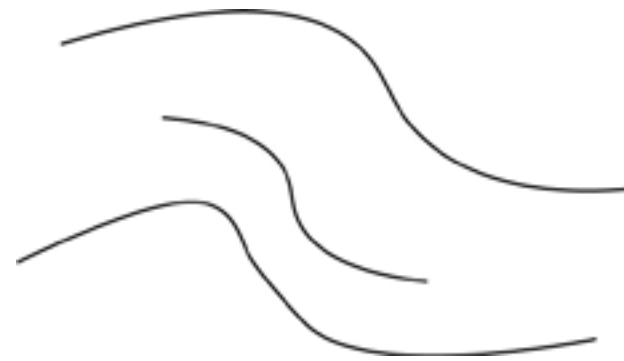
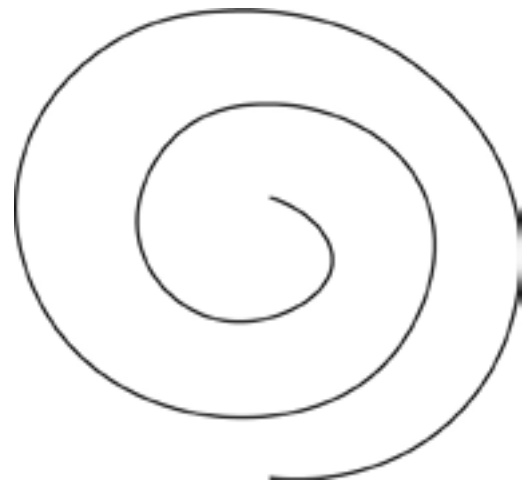
WANDERLUST



LUXURY



CONNECTION





# Products and Branding: SALVAGE



## What to sell...

Wine

Shoes

Cheese

Artisan Foods (coffee, pastries, chocolate, oils, breads)

Local Specials

Home Goods

Gifts

Clothing

Books

Music

Art

Perfume

Jewelry



# User Experience

Key Moments:  
Point of sale, Insta  
Moment, Art Installations,  
Tasting Space



User:  
Young Adult, Foodies,  
Fashion Enthusiasts,  
Designers

Experience:  
Exclusive, Connected,  
Authentic, Cultural,  
Intimate





# Schematic Design

Phase Two

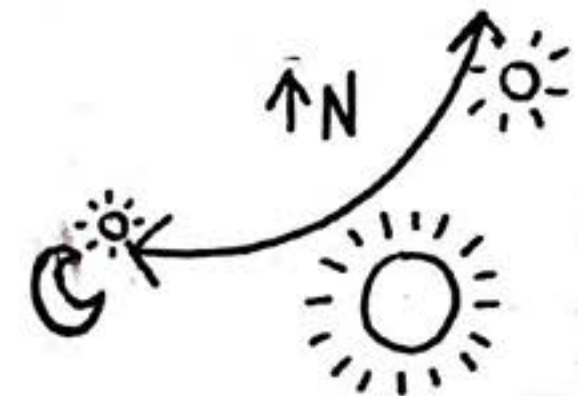


# Bubbles

# Block Diagram

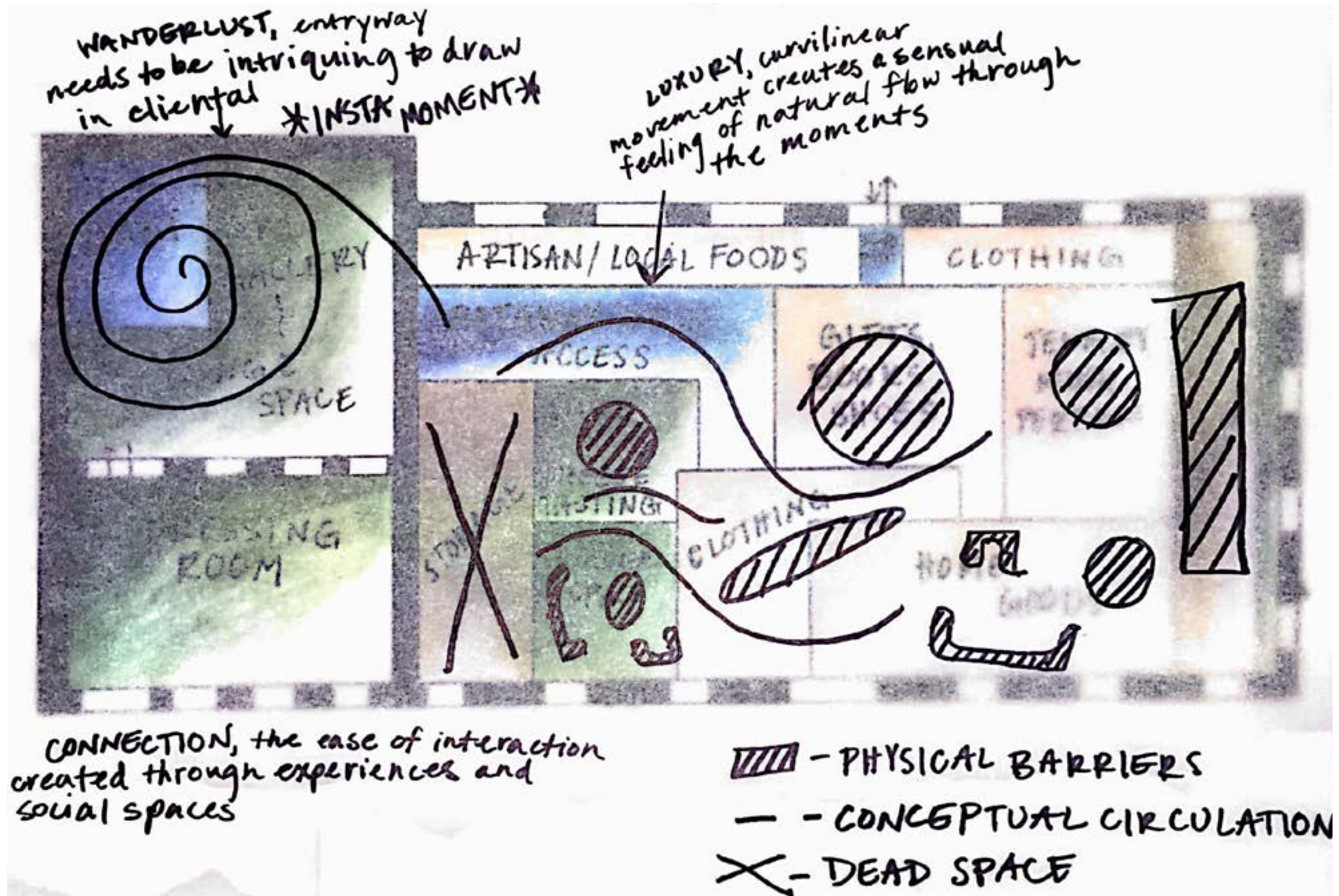


LAYOUT #3 BLOCK DIAGRAM

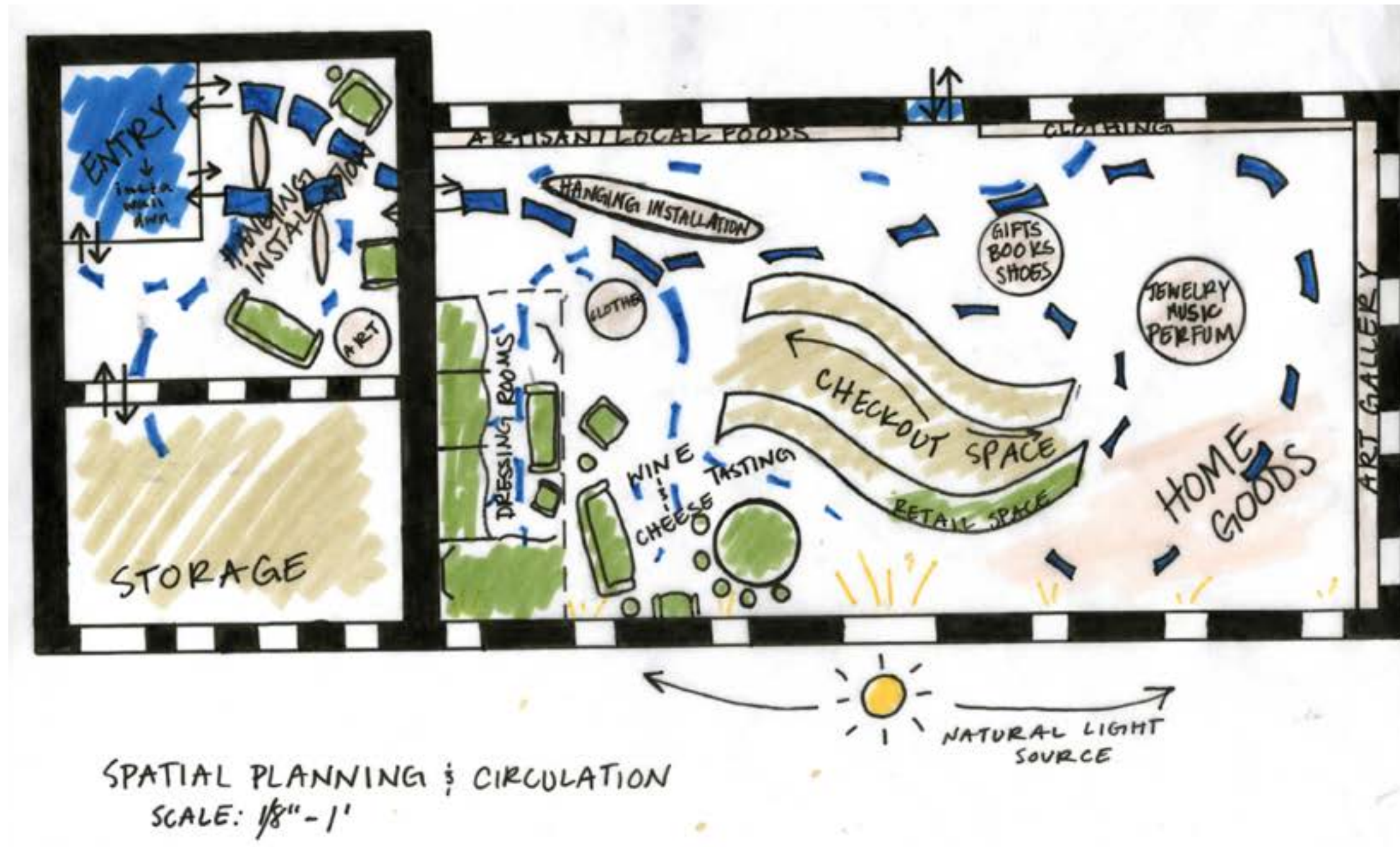




# Concept Application

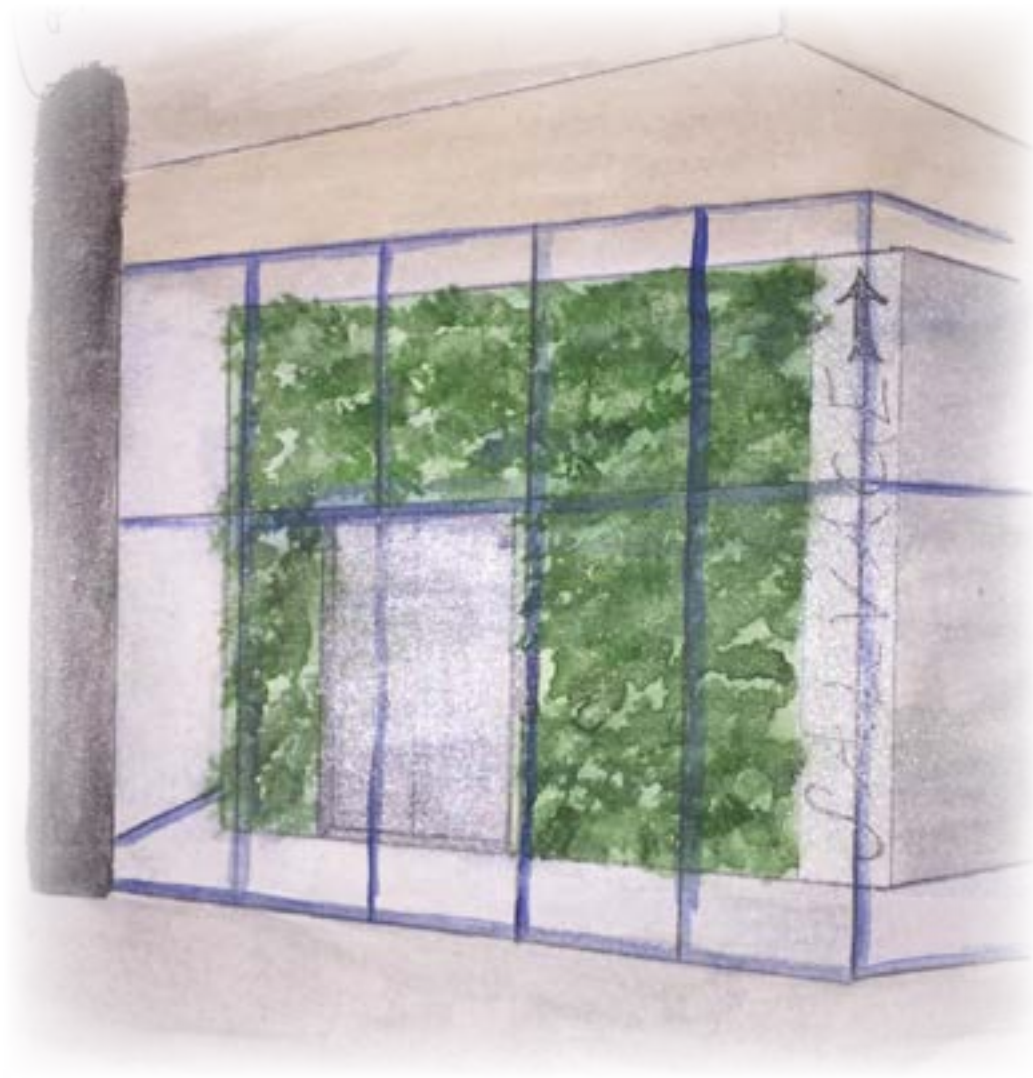


# Spatial Planning and Circulation





# 3-D Study



# Gallery Space

## Insta Moment



Insta Moment North Elevation  
Scale 1/4" - 1'

# Retail Spaces



North Elevation  
Scale 1/4" - 1'



North Elevation  
Scale 1/4" - 1'

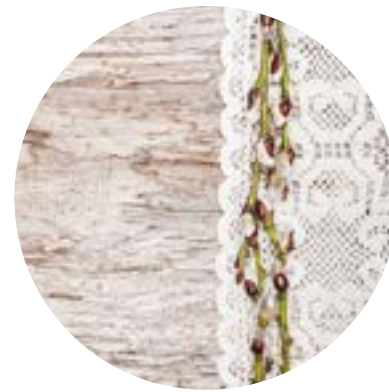
# Lounge



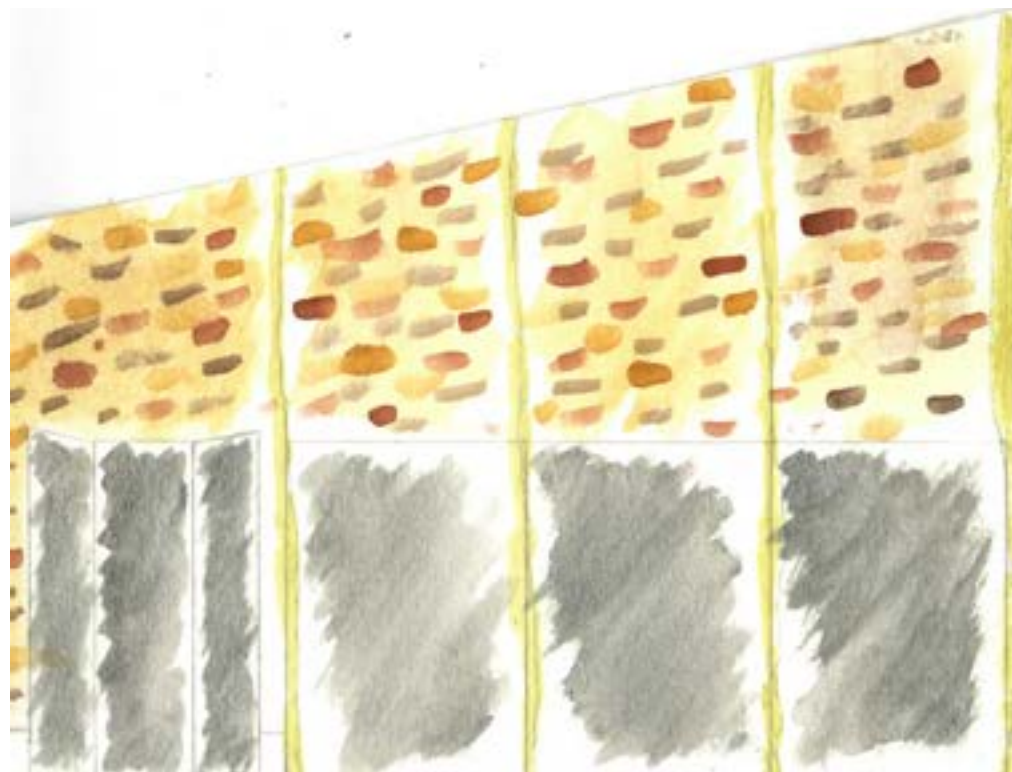
# Point of Sale



# Retail Space



# Dressing Rooms



Dressing Rooms  
West Elevation  
Scale 1/4" - 1'



Phase Three

# Design Development



# Furniture Plan



SCALE BAR 1:1250

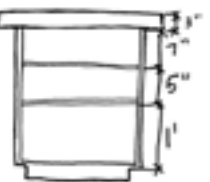
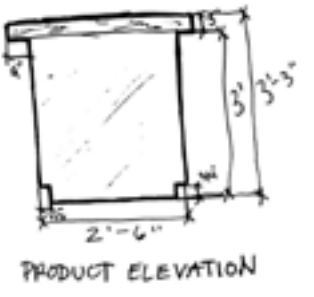
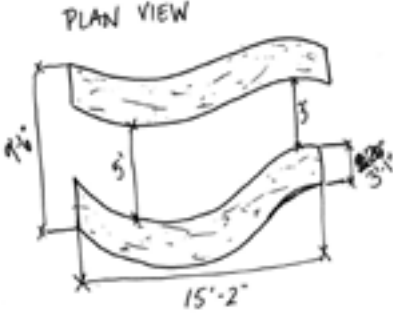
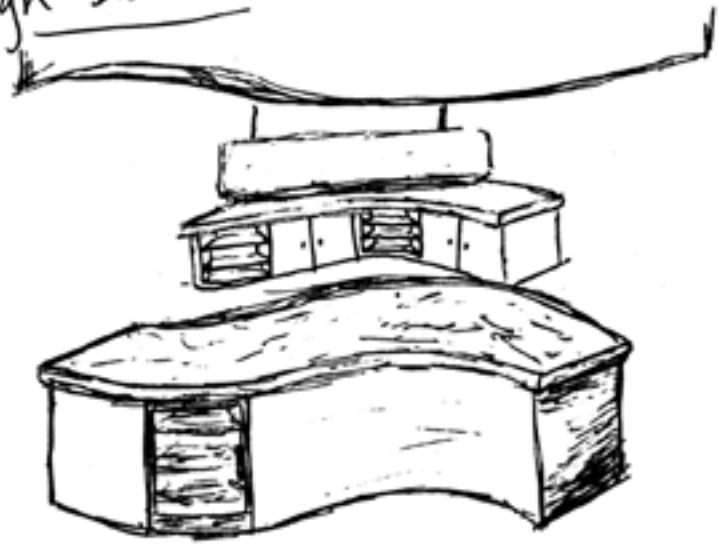


\*All materials and furnishings chosen from an either sustainable or hand-crafted source\*





Design Detail



Scanned with SECTION SHELIVING CUT



# Elevations



# Insta-Moment



SCALE BAR 1:1000

# Natural Luxuries