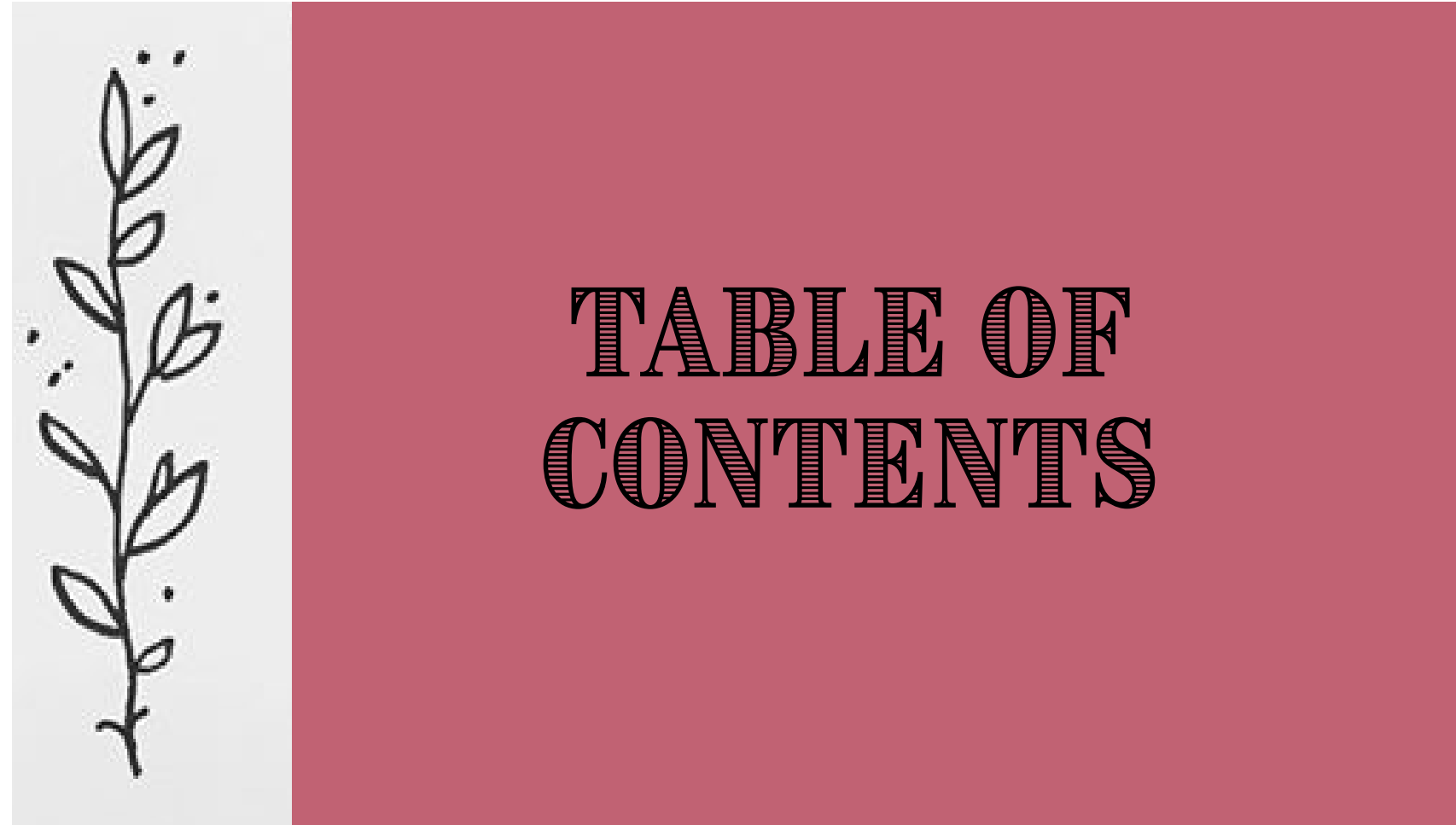


PETAL

Summer Bray | INDS 210 | Fall 2018





Phase I...4

**Client Research
Client Mood Boards
Building & Site Analysis
Concept Development**

Phase II...18

**Bubble Diagrams
Schematic Plans
Schematic Drawings**

Phase III...28

**Concept Application
Final Furniture Plans
Materials & Finishes
Furniture
Lighting
Final Drawings**



PHASE I: RESEARCH & ANALYSIS



Claire Ptak is an extraordinary unconventional baker and chef. She grew up in Inverness, California, and has always been inspired by her surroundings. Taught by her mother and grandmother at a very young age, Claire has been baking her whole life. After a short time of studying film she quickly realized that her true passion of baking was calling to her. After three years under the guidance of the great Alice Waters, Ptak took a leap and moved to London where she currently resides with her husband and daughter. Claire ran a stall at the Broadway Market in London, baking classic American pastries, where she gained the hearts of the locals and she began to build her reputation in London. In 2010, she opened up her own restaurant, Violet Cakes. She takes a very ingredient-led approach to cooking, and emphasizes the importance of natural, organic, seasonal ingredients. Ptak creates phenomenal flavor combinations, and beautiful presentations by incorporating florals and other natural garnishes. She is not only a renowned baker and restaurant owner, but also a cookbook writer, having written four already. She has gained popularity amongst celebrities, and was even given the opportunity to bake a royal wedding cake. With her ever-changing culinary and personal aesthetics, her style is rustic, yet modern, feminine yet not girly. Claire Ptak is simple yet complex and approaches baking in a very unique and holistic way.

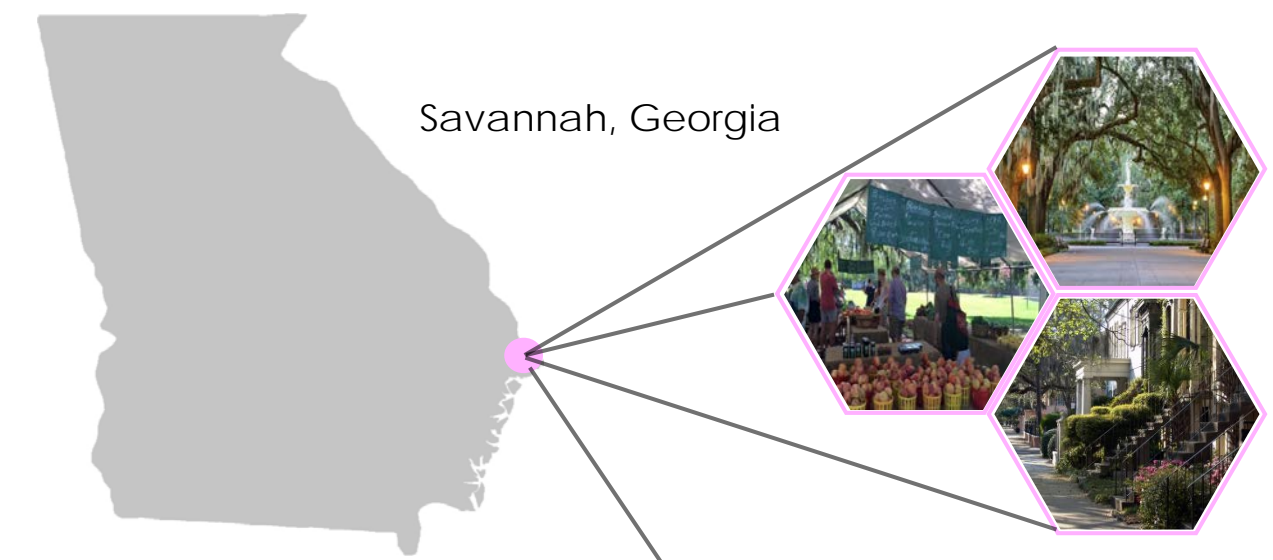




38 Montgomery St
Savannah, GA 31401

Summer Bray
INDS 210
Fall 2018

Building & Site Analysis



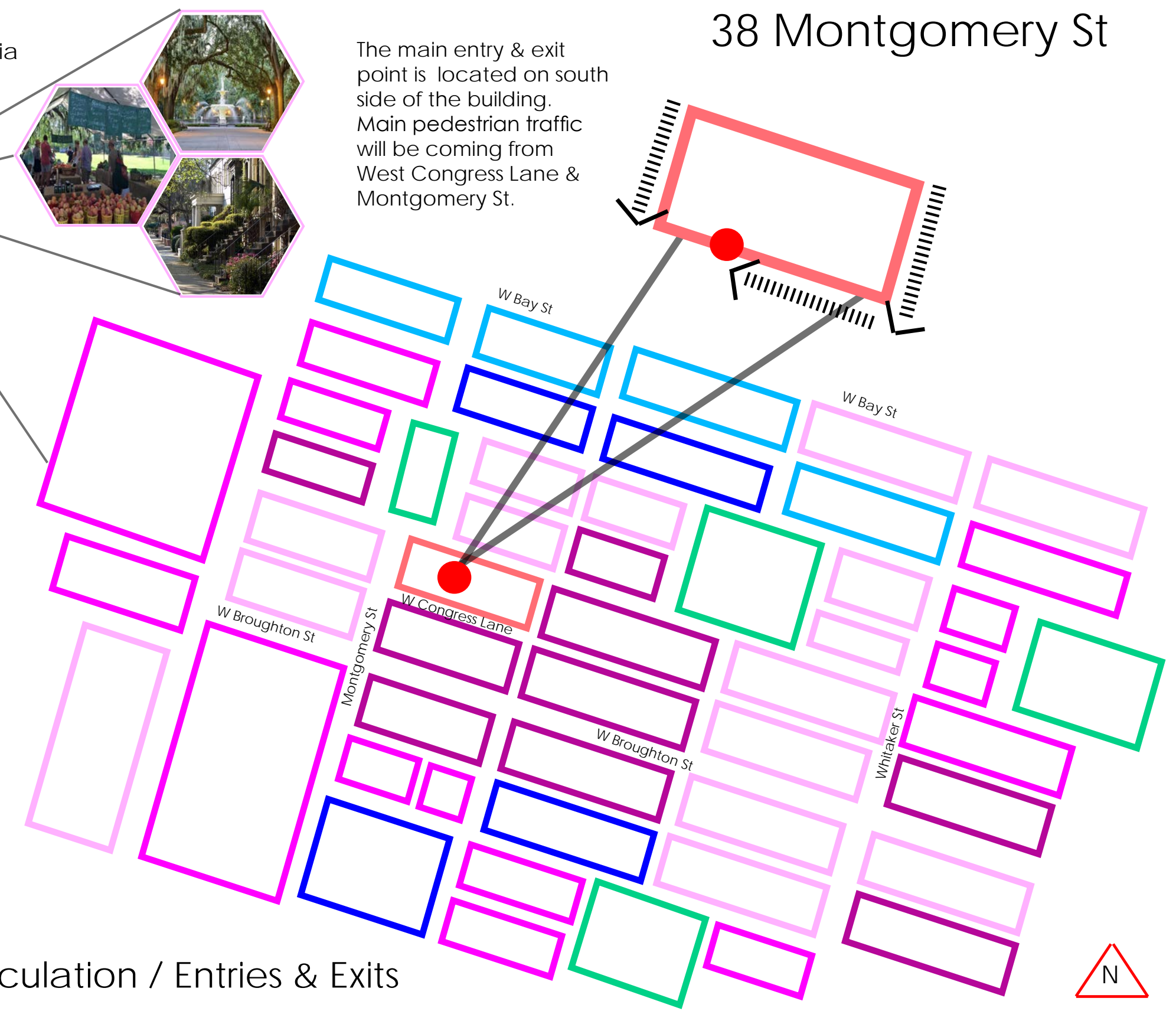
Savannah, Georgia

Located in the heart of downtown Savannah, Ga, close to City Market. This site is located near some of the busiest streets, and sits right across the street from Franklin Square. Due to its prime corner location, this building will encounter lots of both auto & pedestrian traffic.



Legend

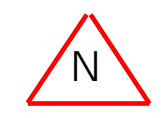
- Retail
- Restaurants / Bars
- Hotels
- Squares
- Parking
- Other



The main entry & exit point is located on south side of the building. Main pedestrian traffic will be coming from West Congress Lane & Montgomery St.

38 Montgomery St

Location / Surroundings / Circulation / Entries & Exits



Exposed Brick

Grey Paint

Wood



Corbels



Brick Detail on Arches

Materiality / Architectural Features

Interior Materials



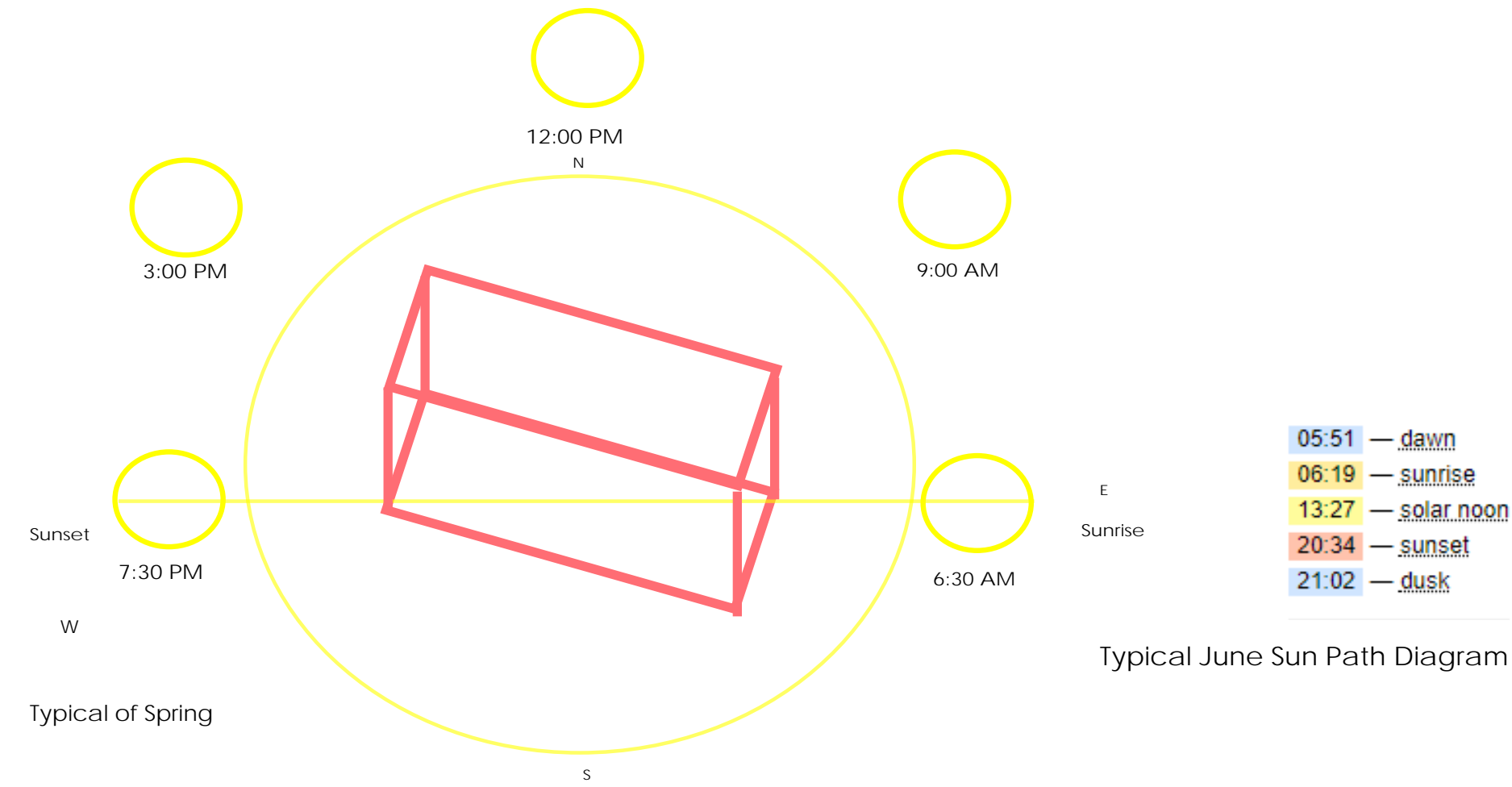
Exposed Ceilings- Wood & Metal



Wood Flooring



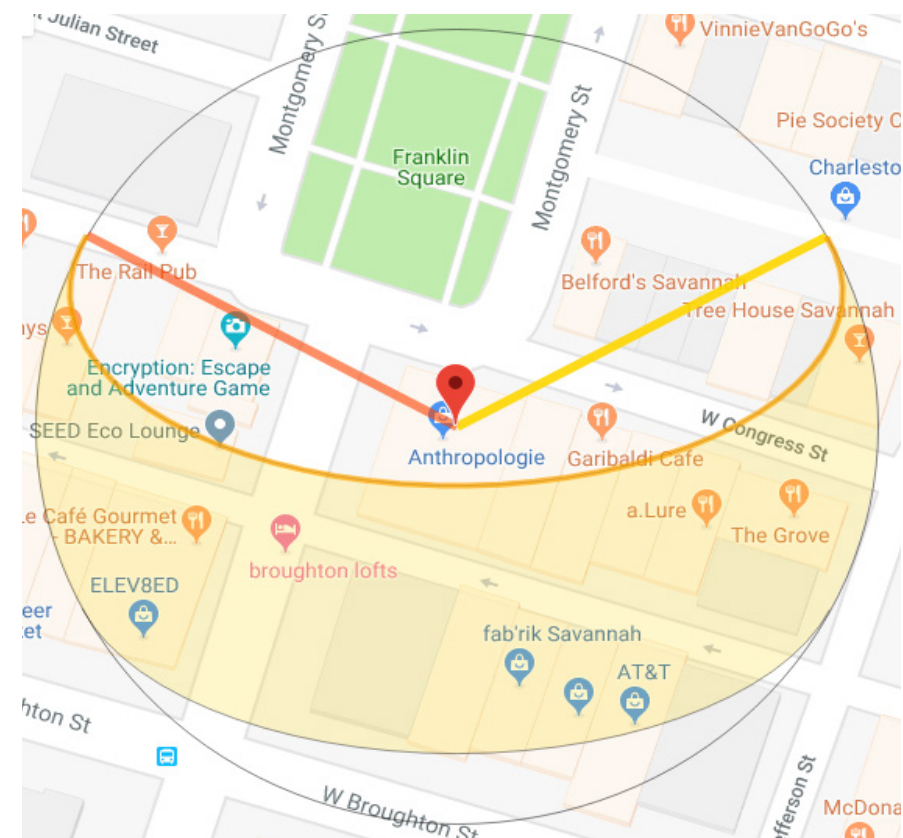
Brick Walls



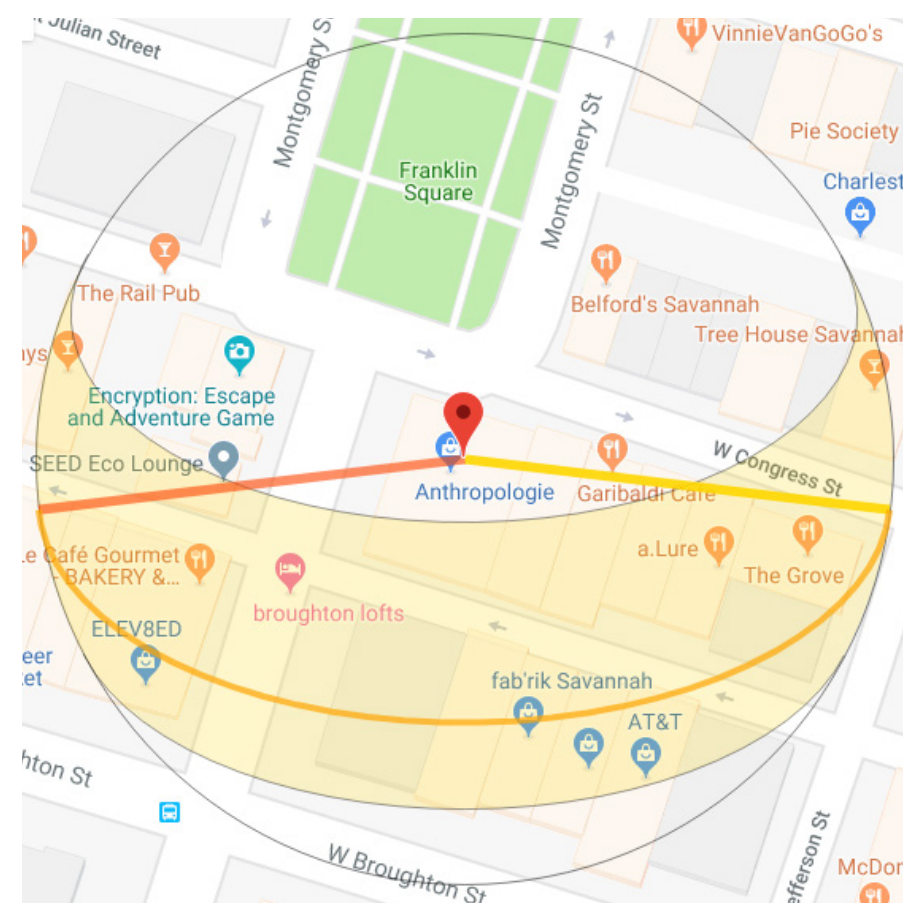
Tourists season is high typically during the Spring & Fall.

Key Months: March- Early July

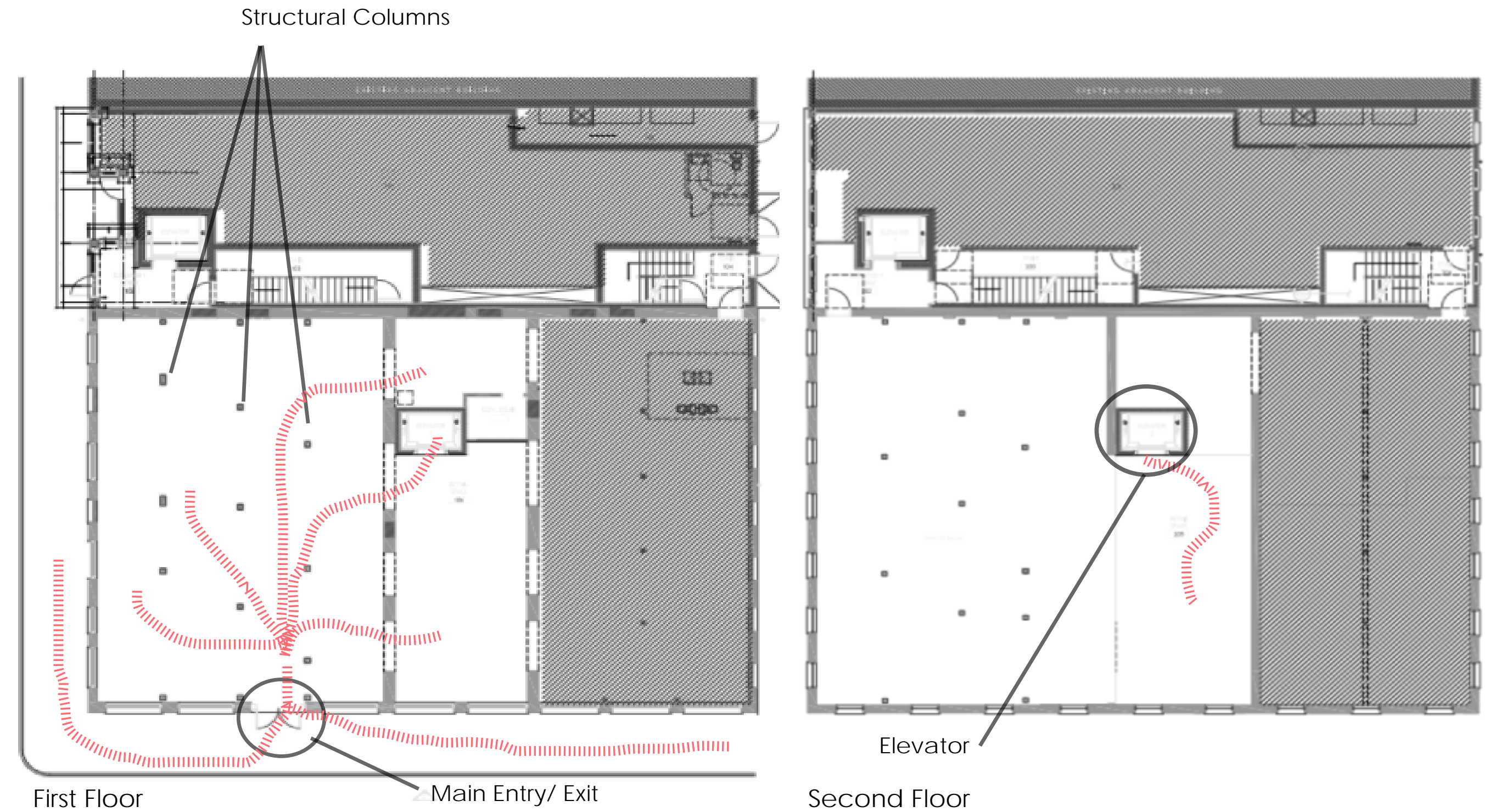
Sun Path / Natural Light



Typical June Sun Path Diagram



Typical October Sun Path Diagram



Interior Circulation / Structural Systems



Concept Development

A bakery cafe that evokes feelings of nostalgia and whimsy.

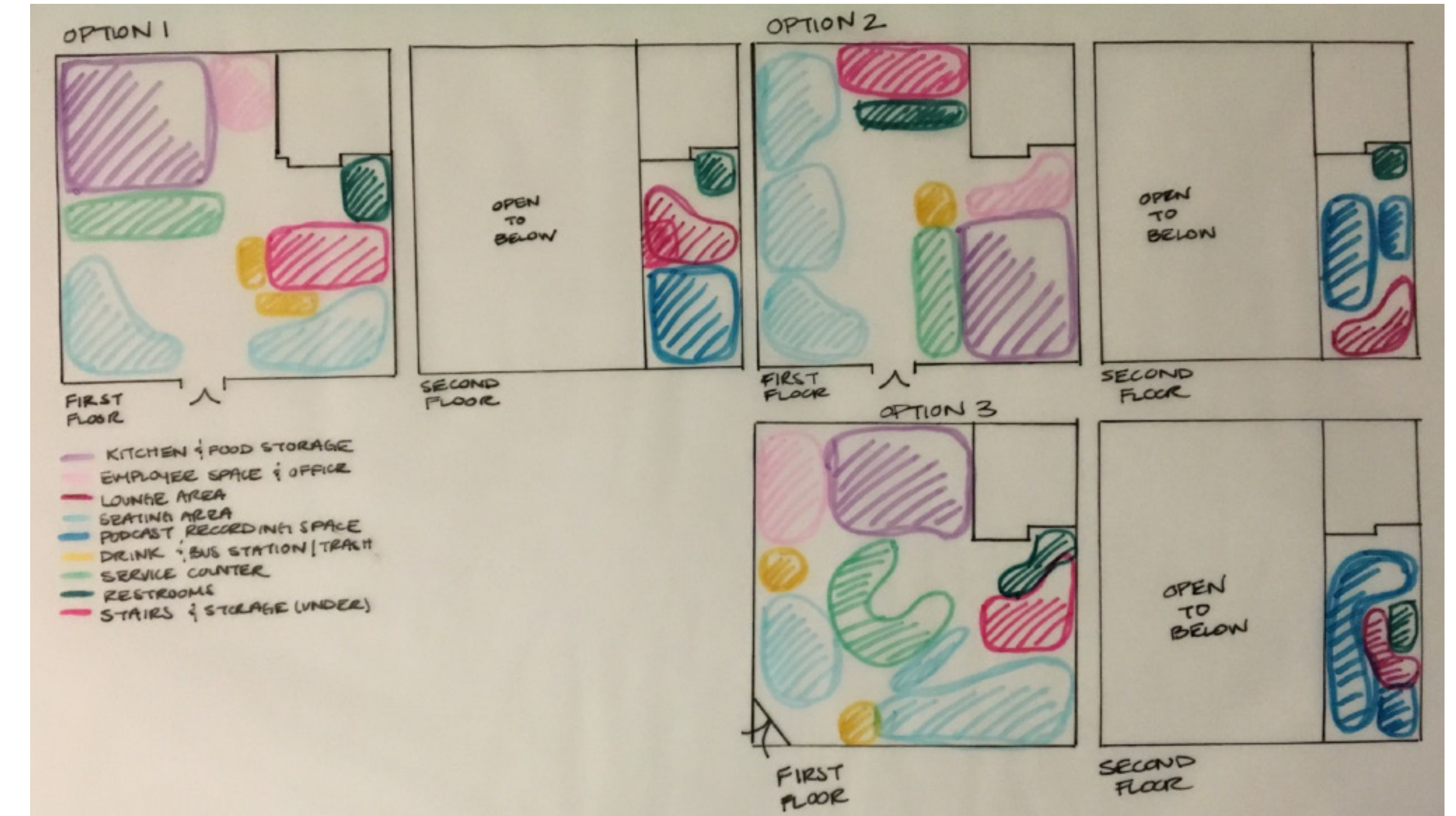
Summer Bray

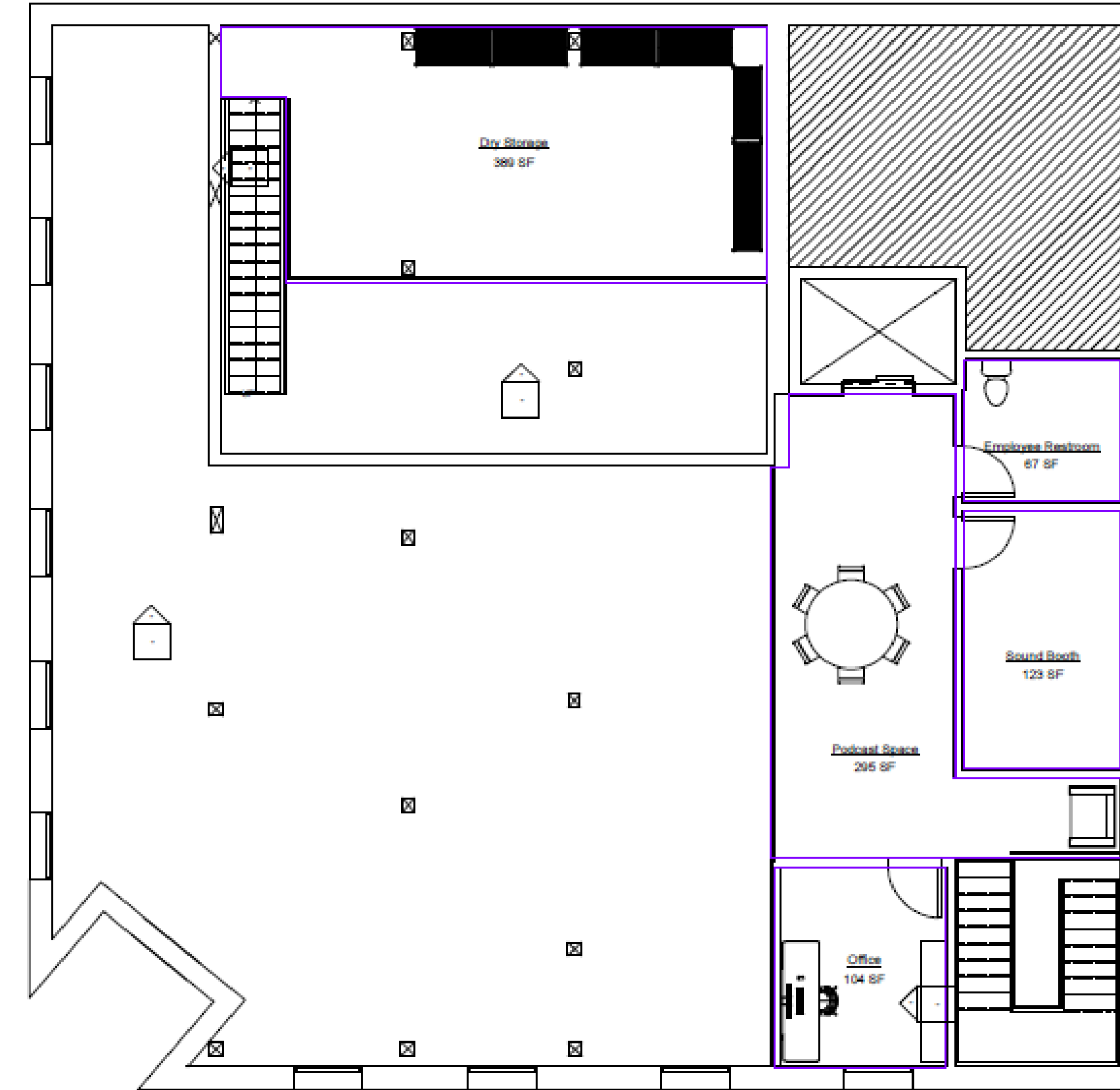
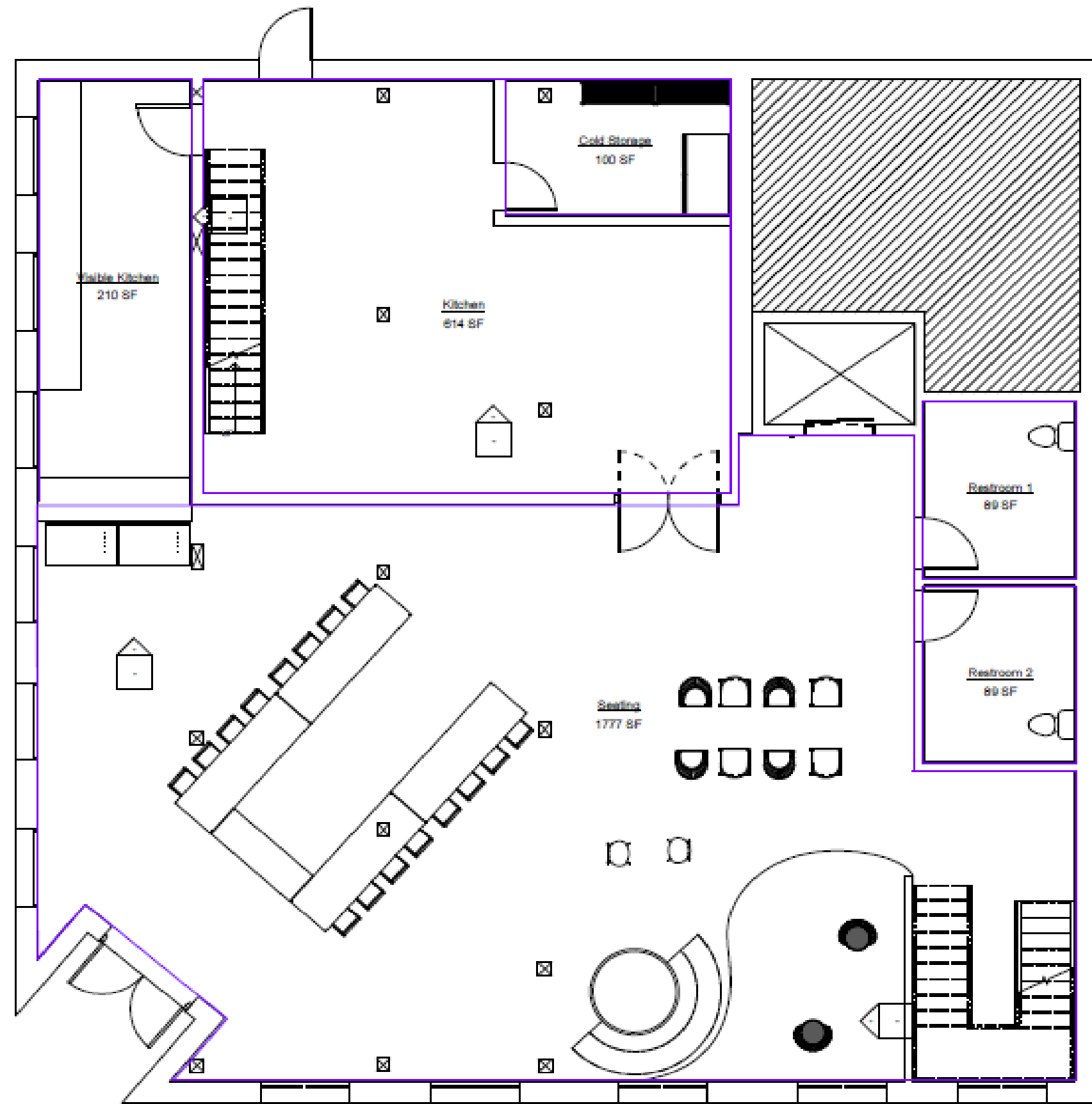
INDS 210

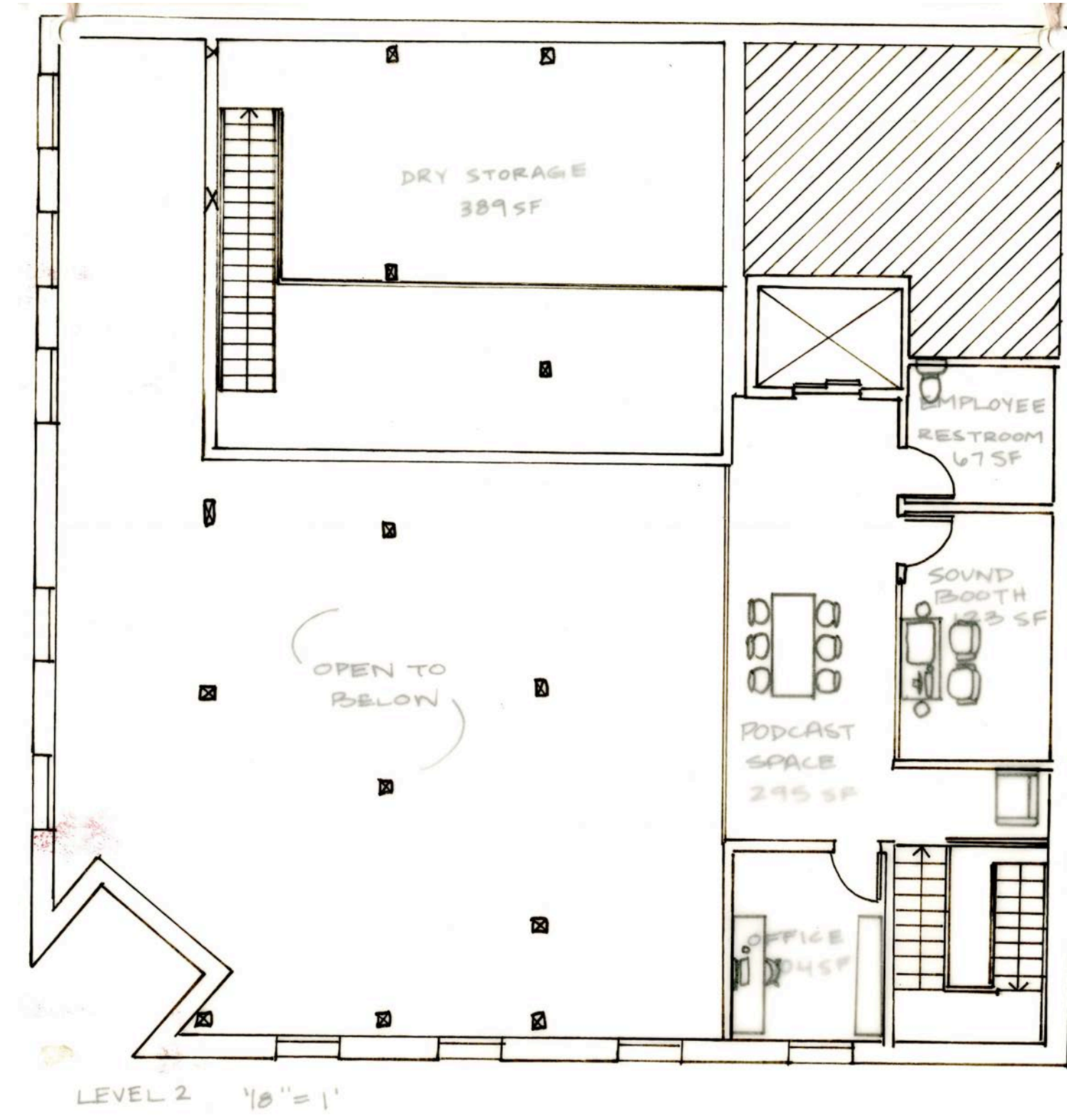
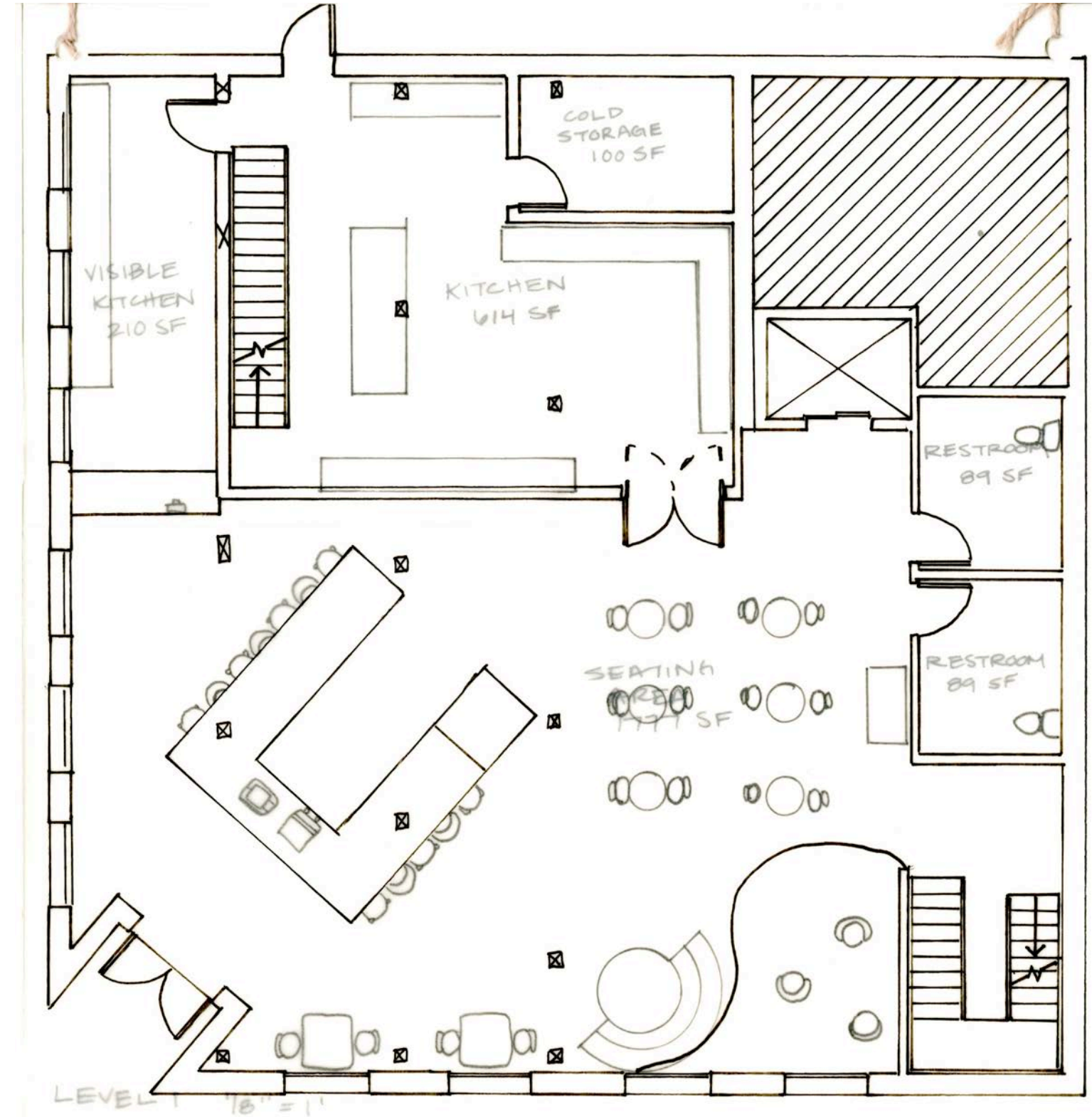


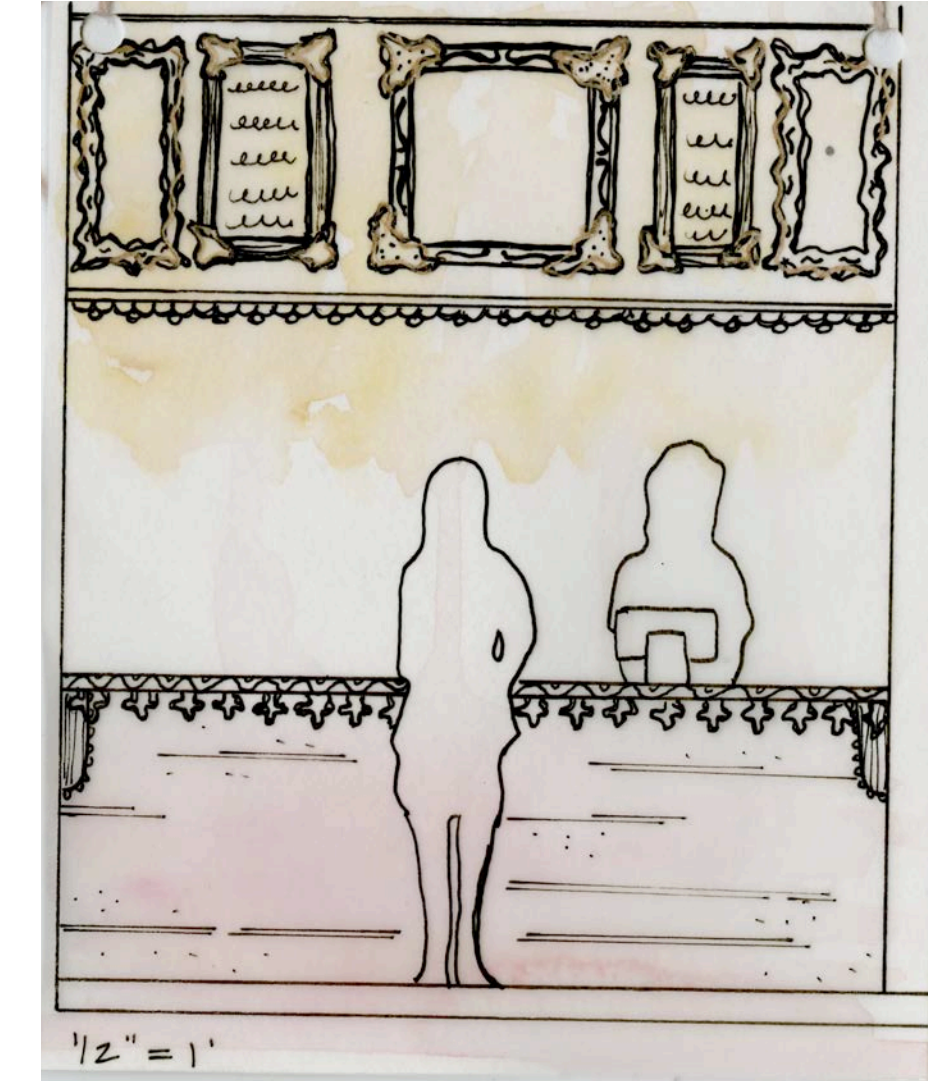
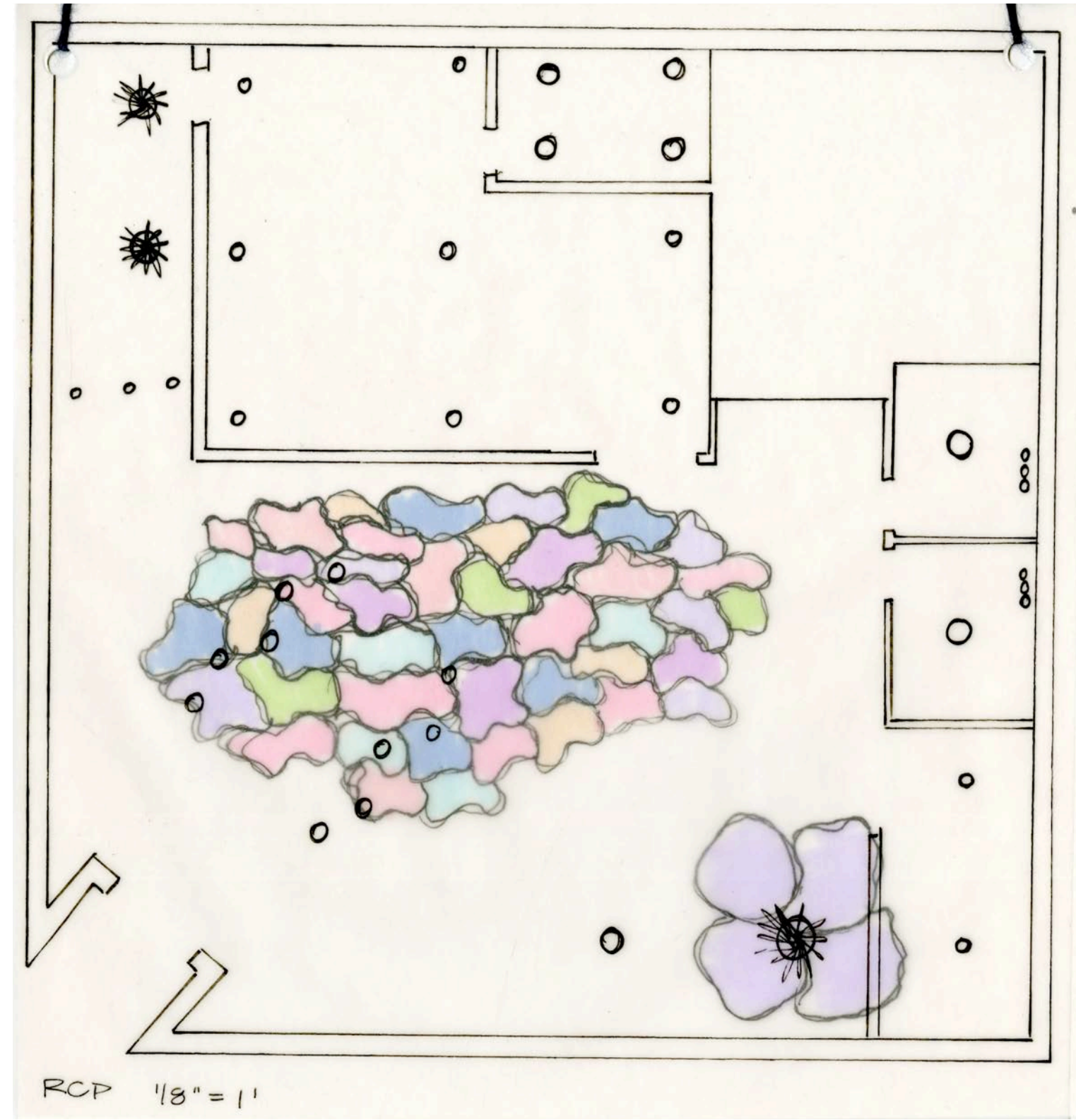


PHASE II: SCHEMATIC DESIGN














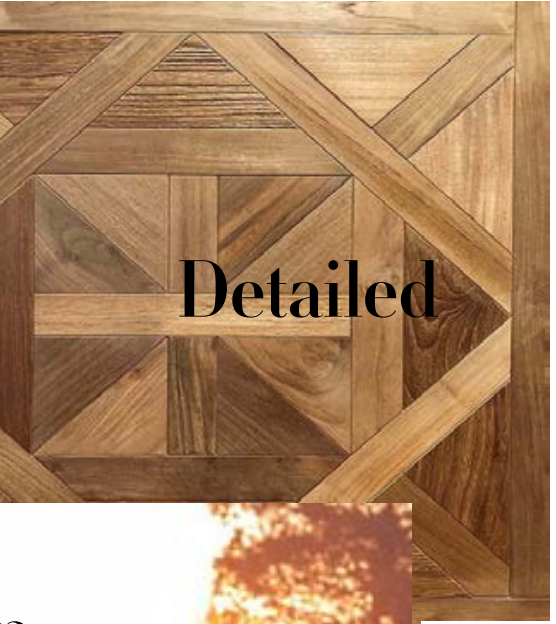
**PHASE III:
DESIGN
DEVELOPMENT**



Nostalgic



Whimsical



Detailed



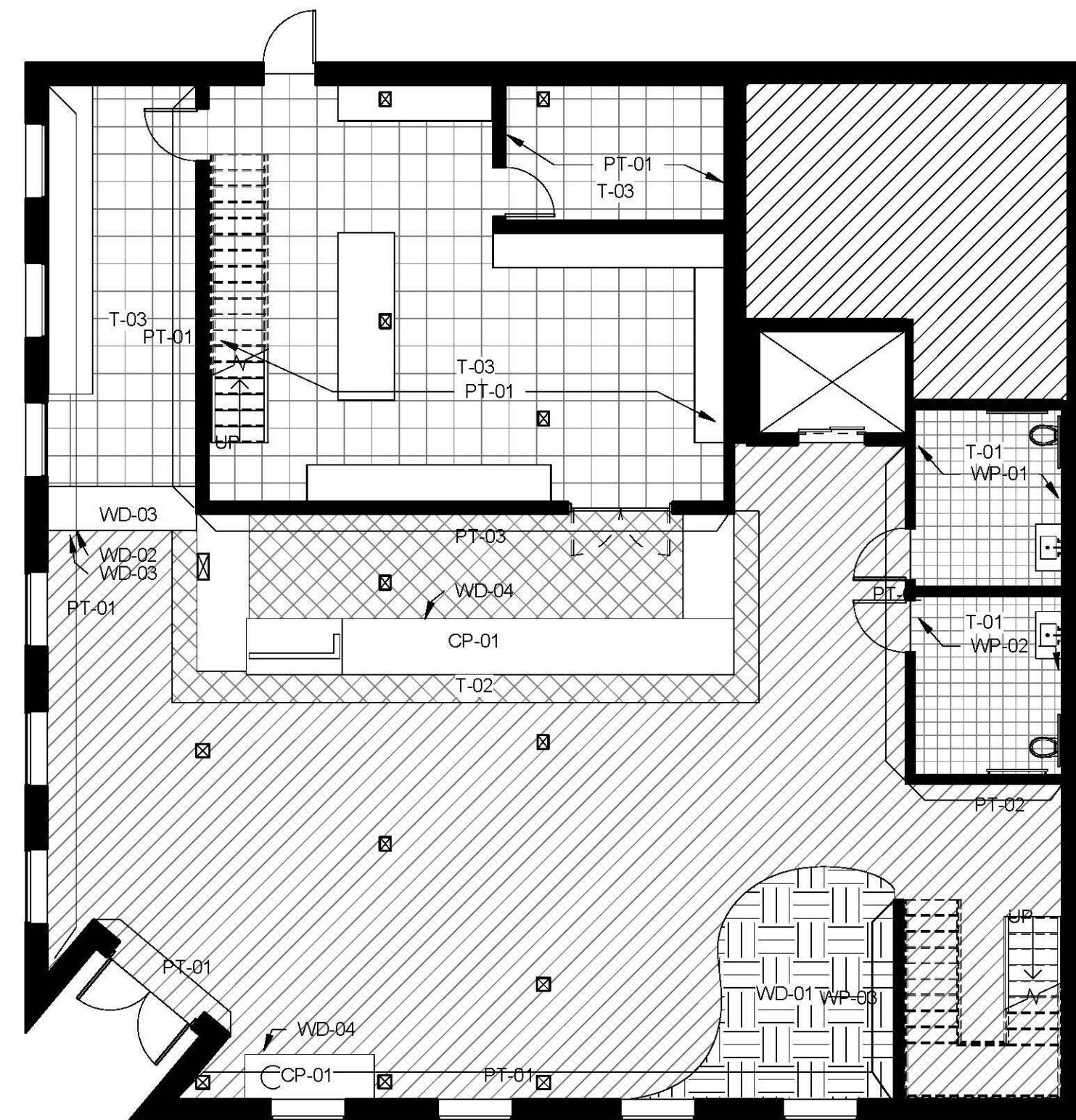
Serendipitous



Warm



Antiquated



Scale: 1/8" = 1' 0"



Coffee Bar



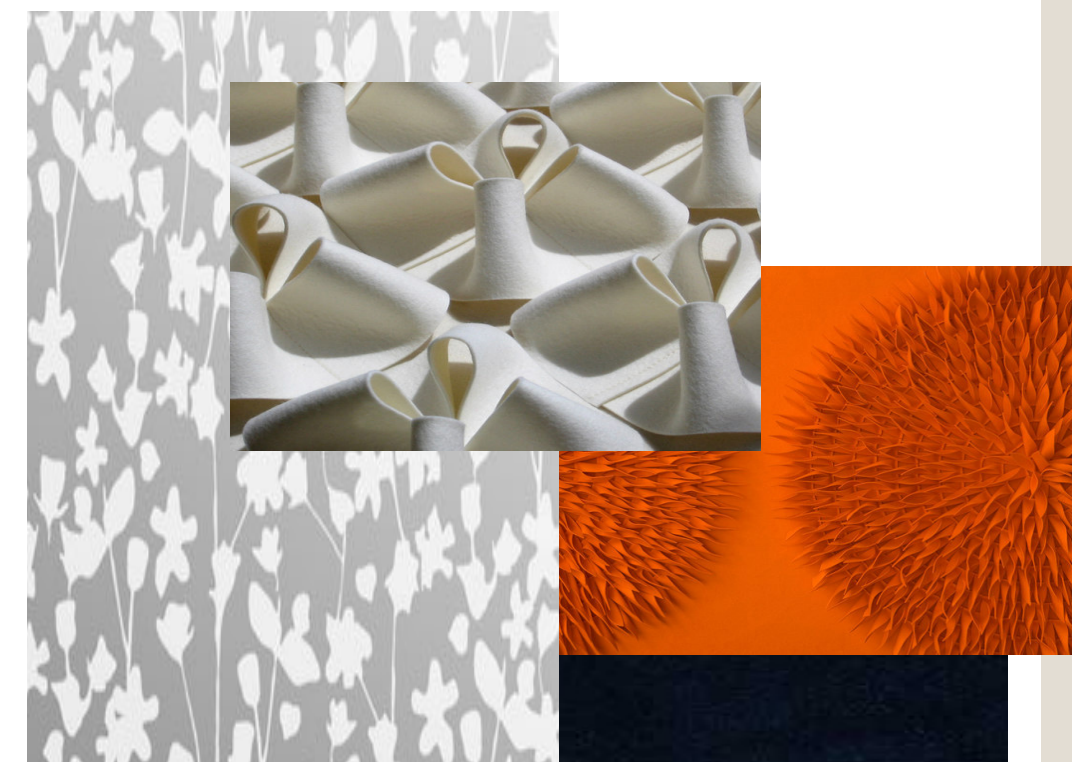
To Go Counter



Raised Seating Area



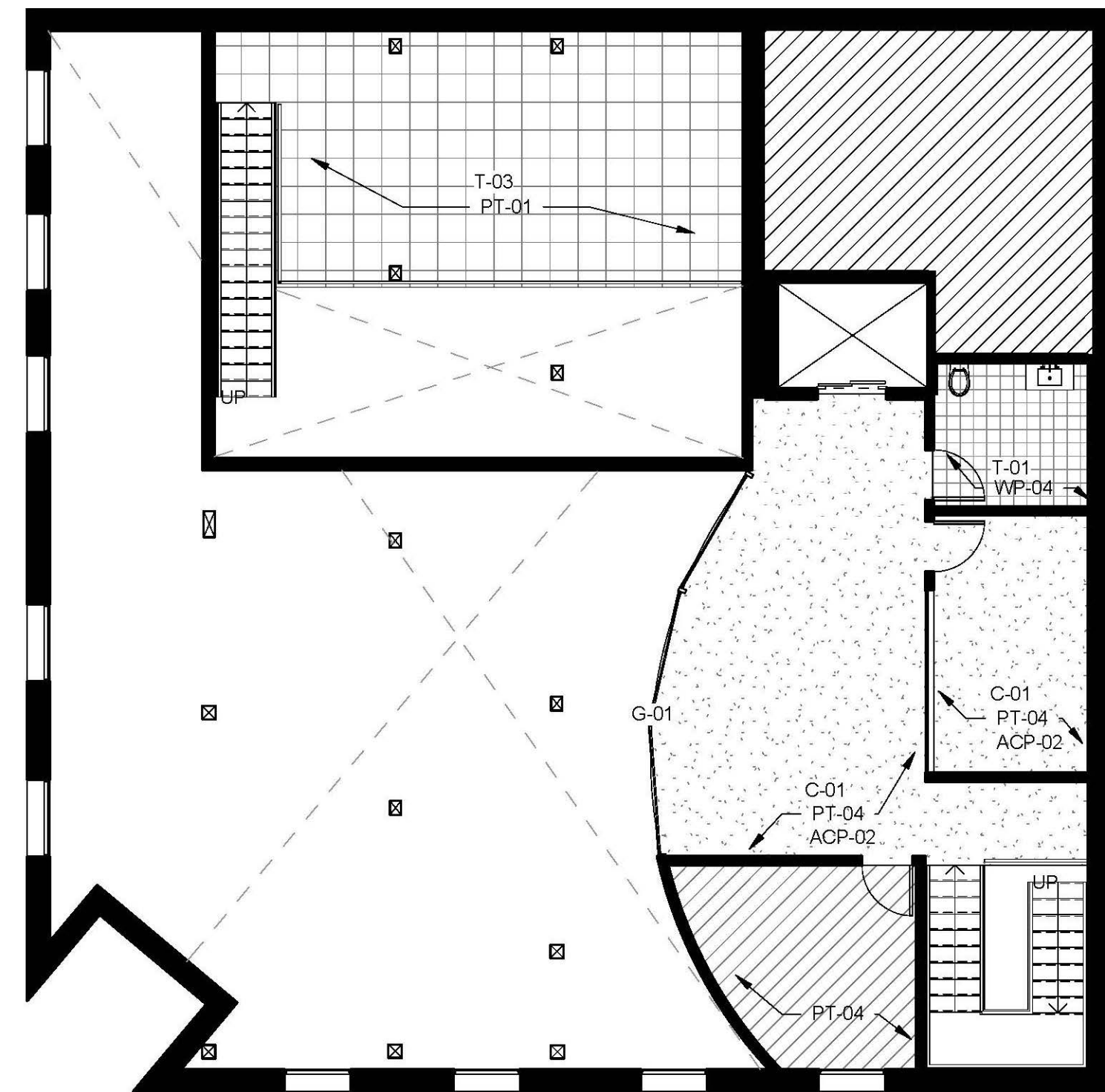
Restrooms



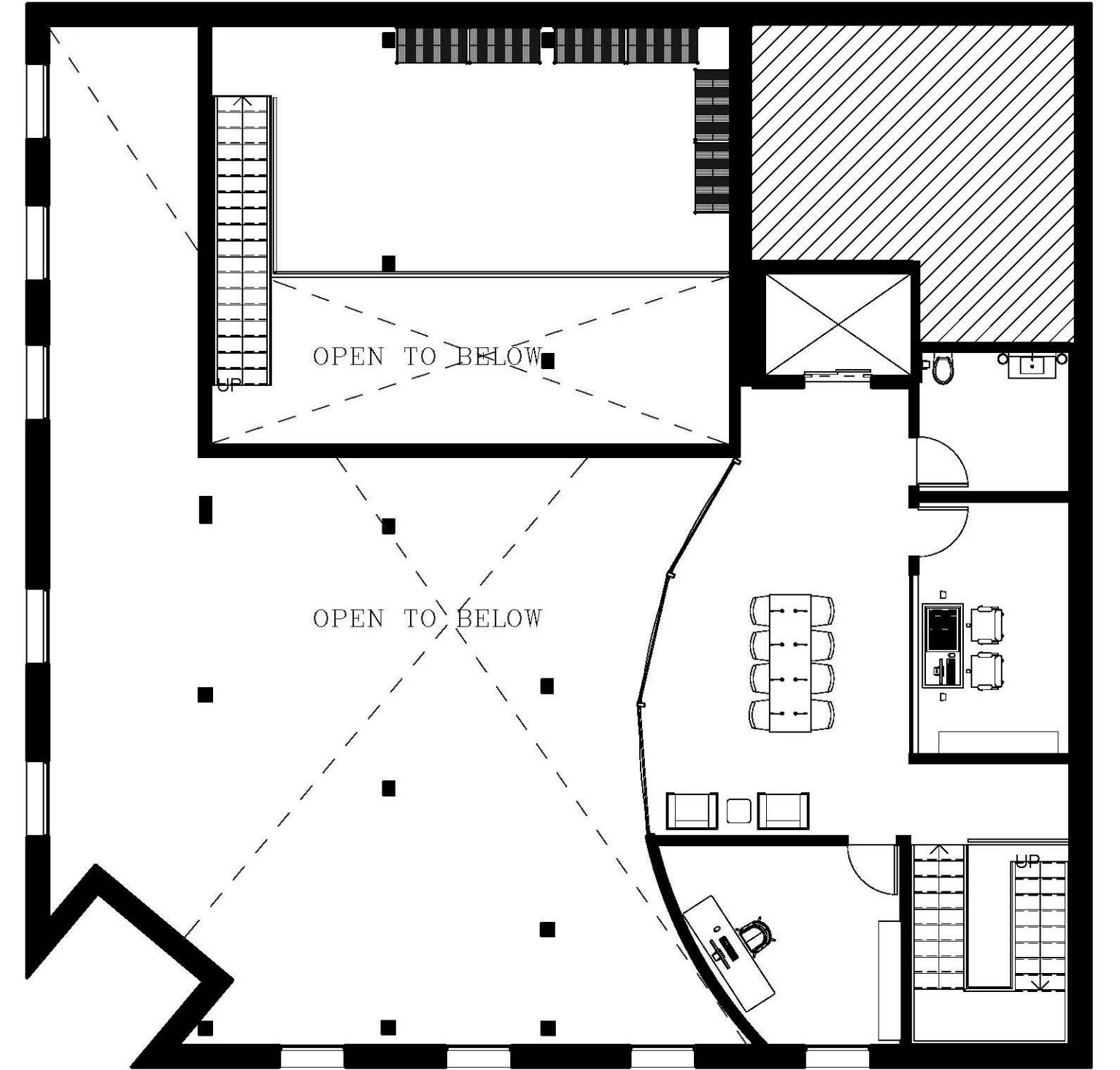
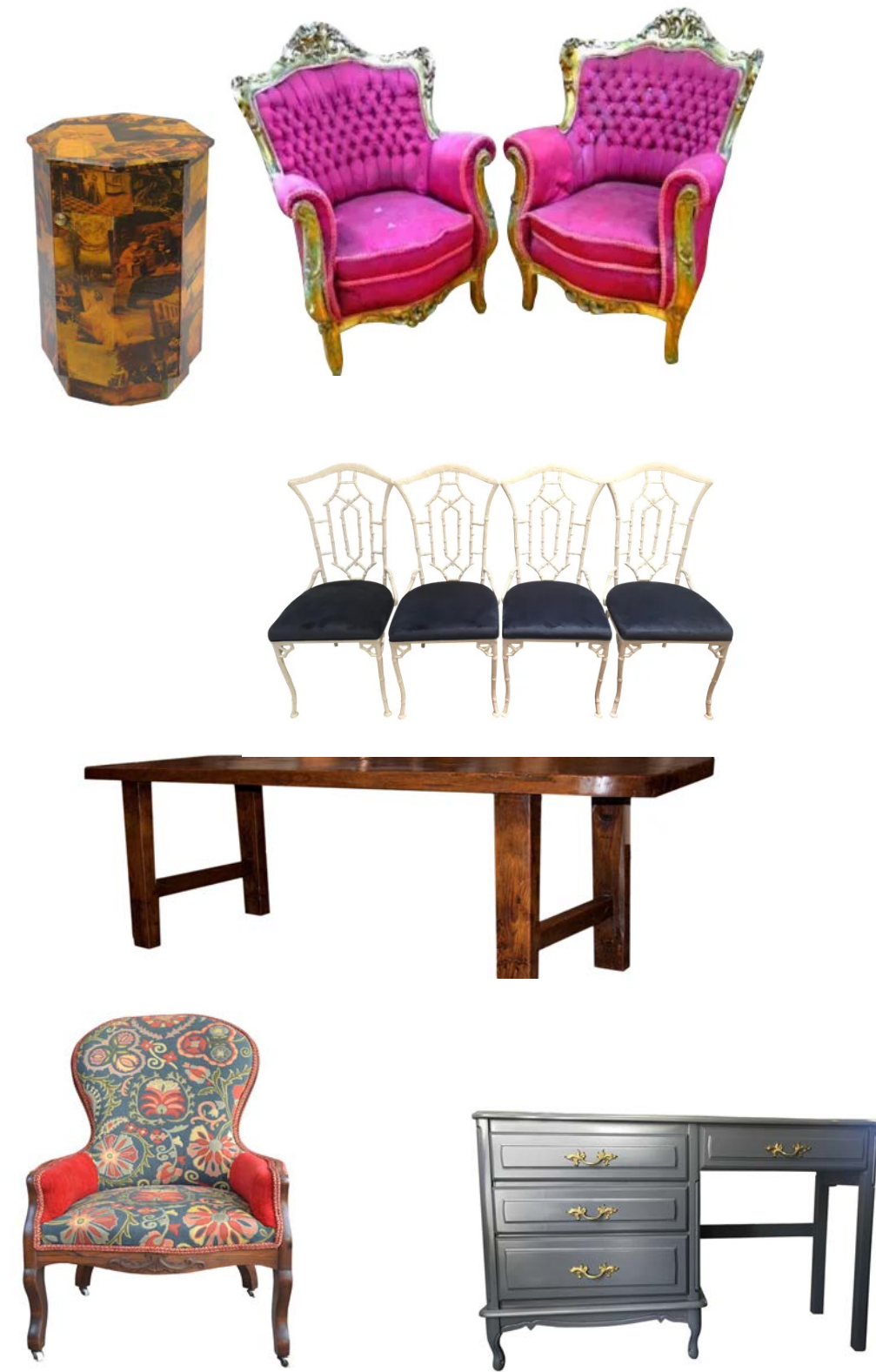
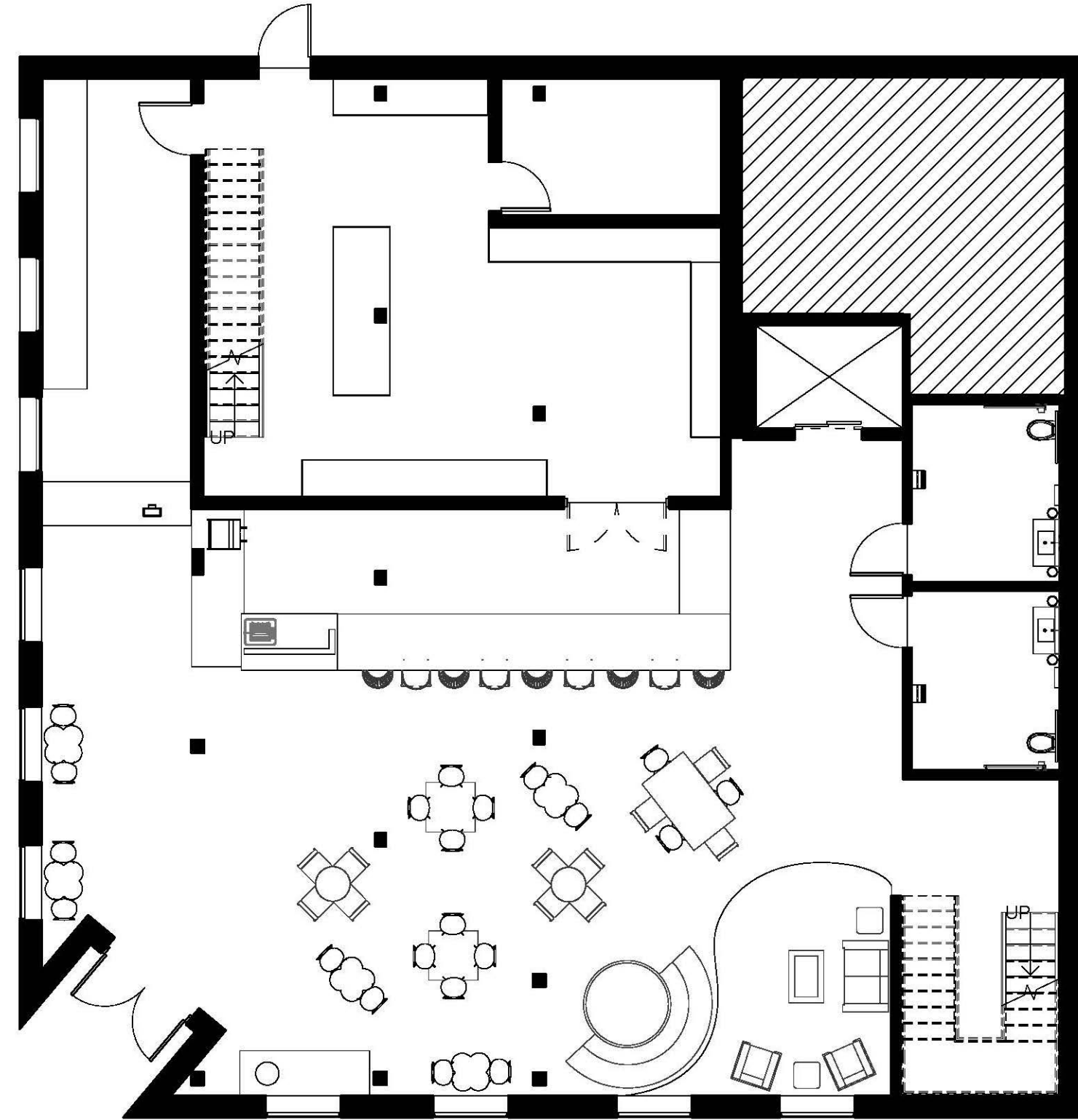
Podcast Recording Space

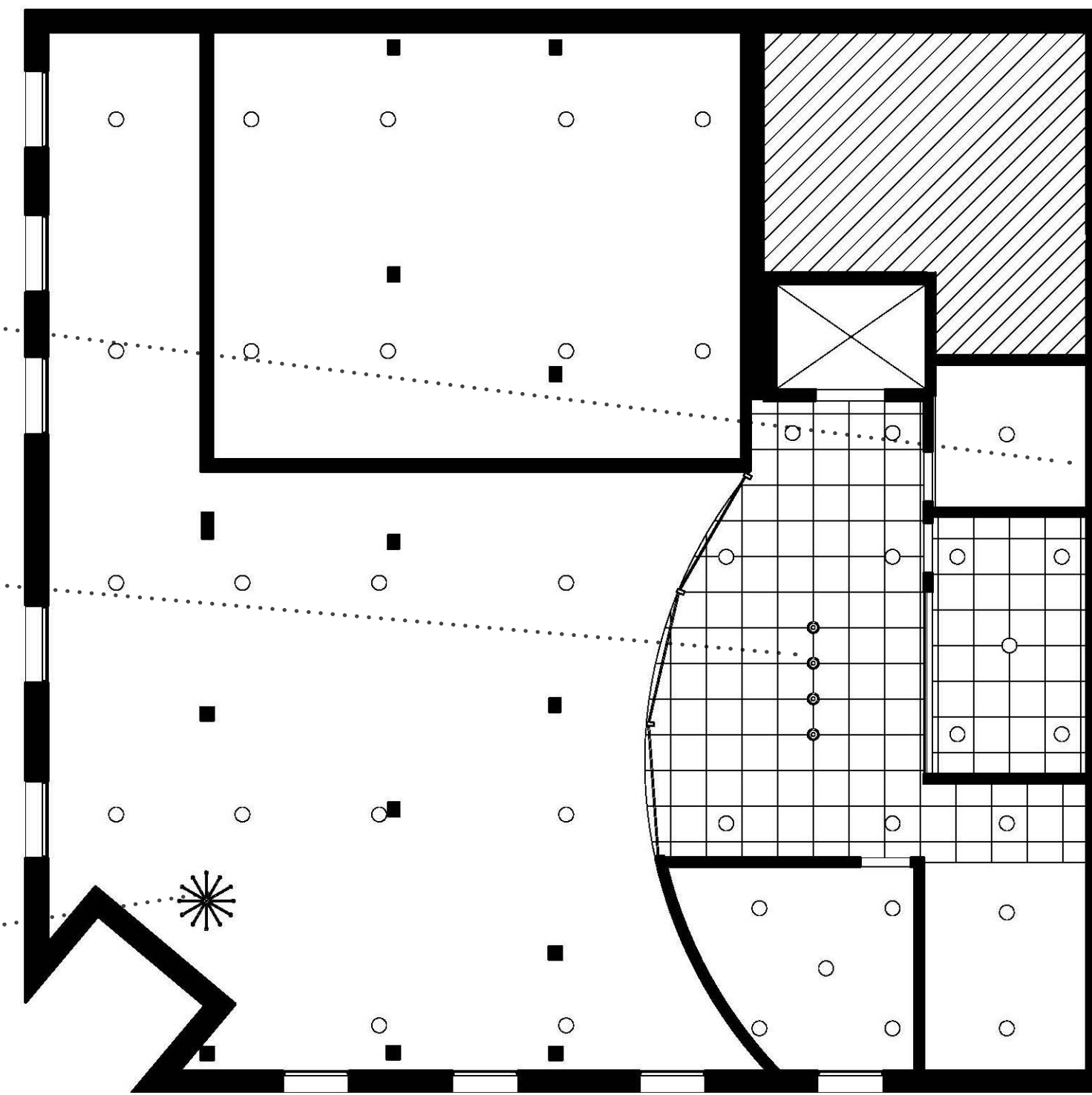
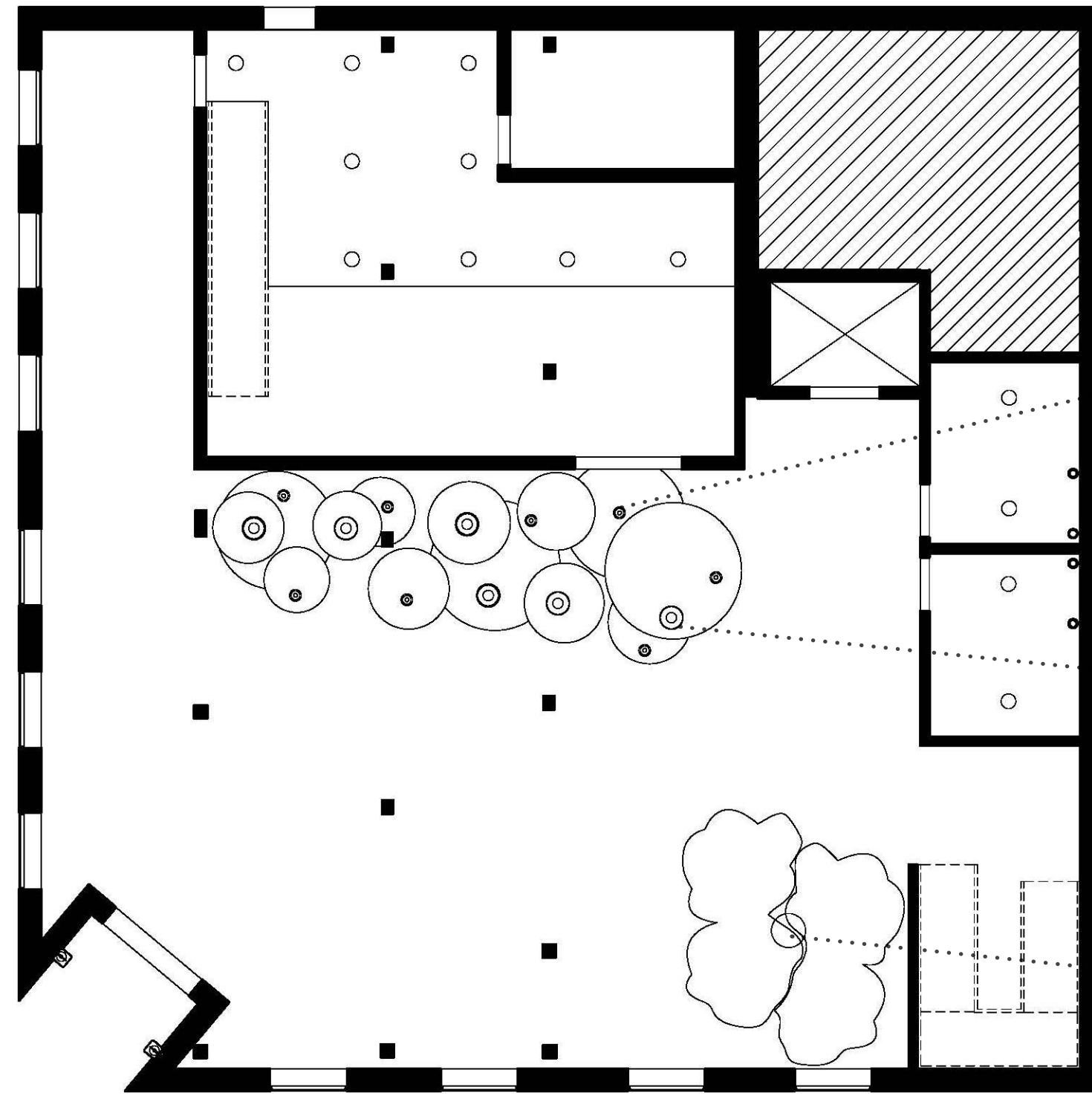


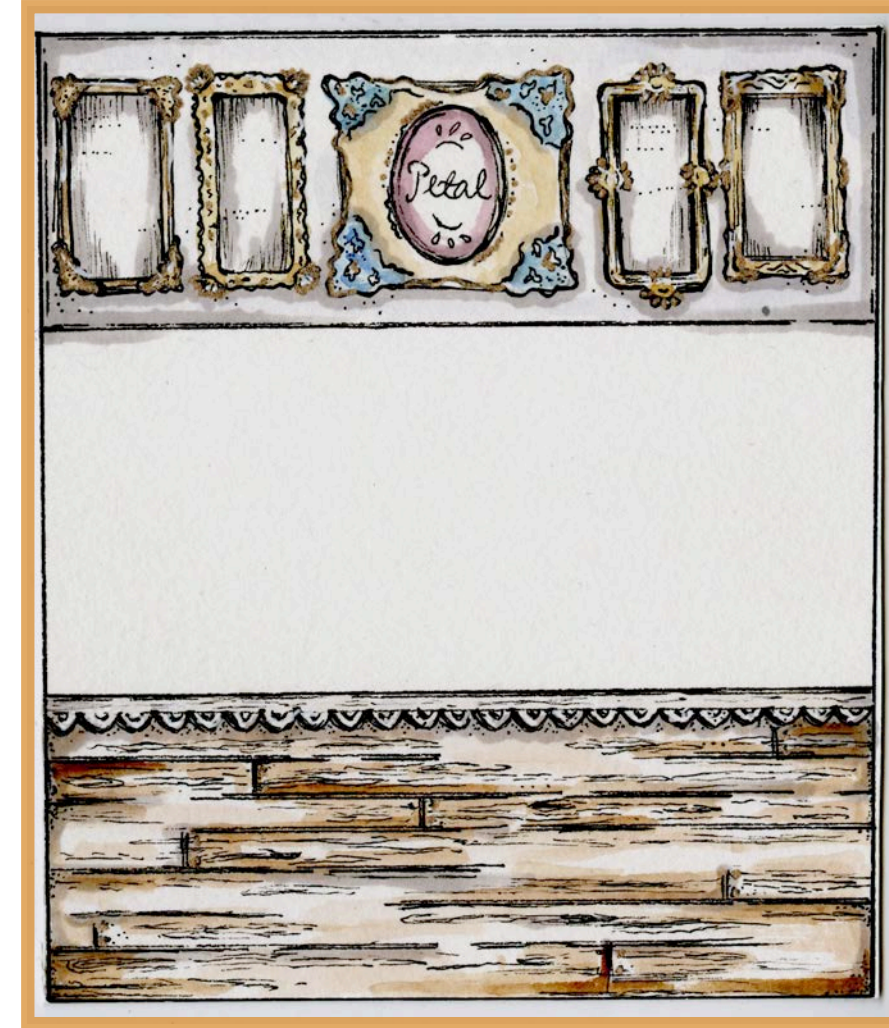
Employee Restroom



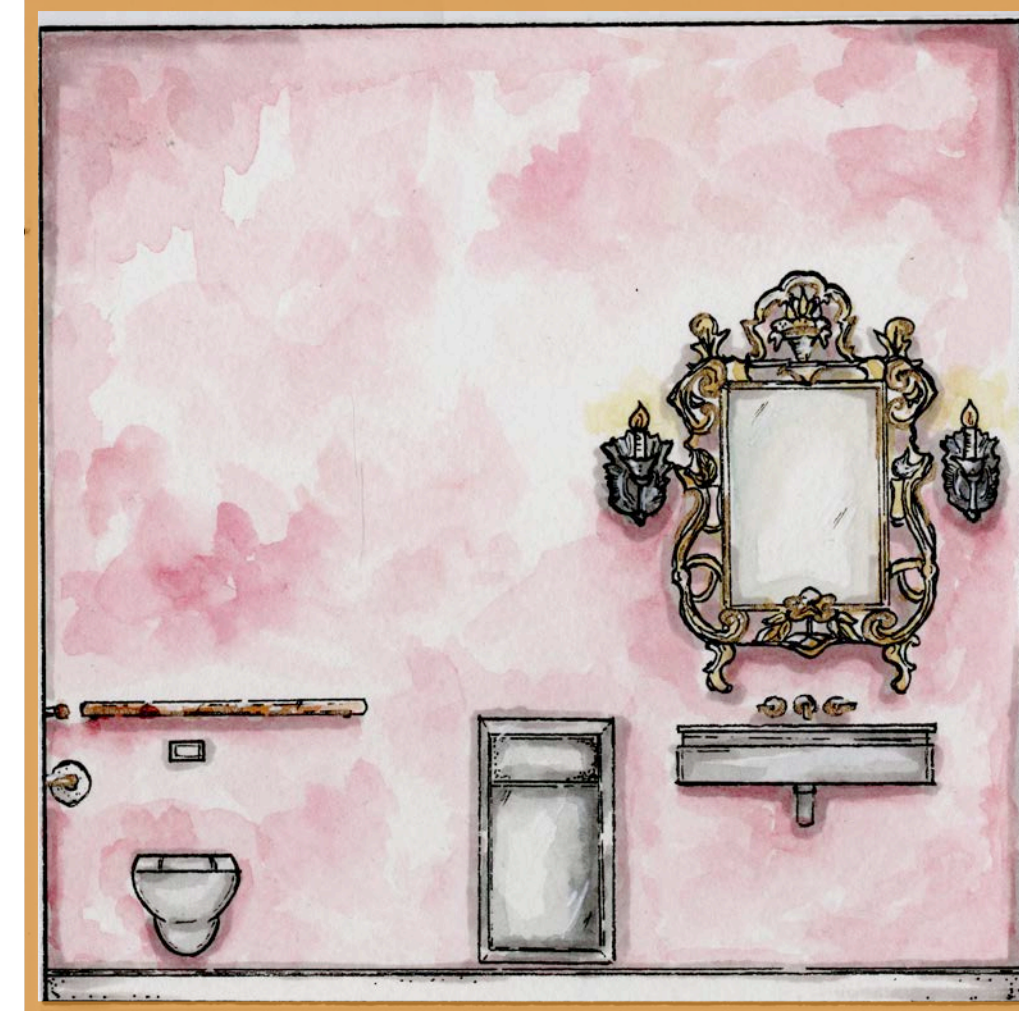
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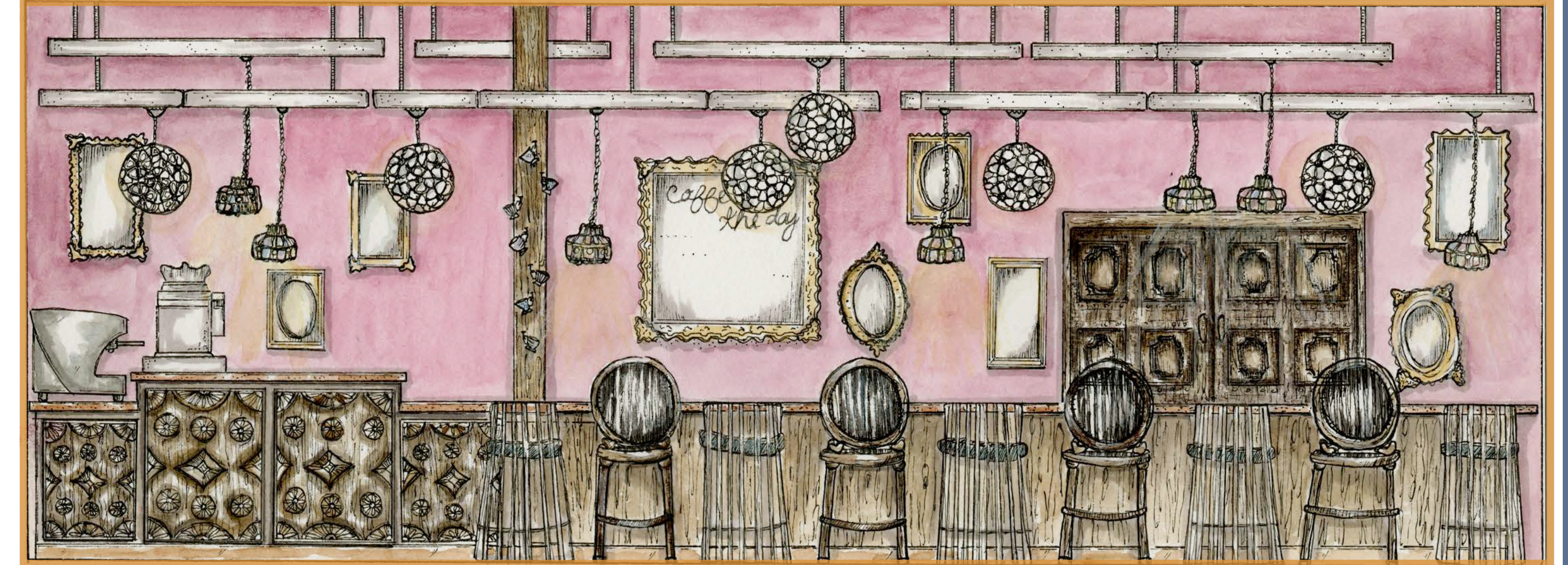




To Go Counter Elevation
Scale: 1/2" = 1' 0"



Restroom 1 Elevation
Scale: 1/2" = 1' 0"



Coffee Bar Elevation
Scale: 1/2" = 1' 0"

