



PORTFOLIO

NARGES
ESMAEILI





ABOUT ME:

In design, a little bit of nature makes one feel alive and invigorated.

Coming from a place where nature is a rarity, give me for the beauty of an organic environment. This inspires me to apply it to all aspects of my design. It pushed me to strive for a better design to make sure that every design decision, benefits my clients.



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- SENIOR PROJECT - EYE LAND CLINIC
- COMMERCIAL PROJECT - LEVI'S
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- OTHER WORKS

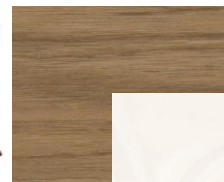
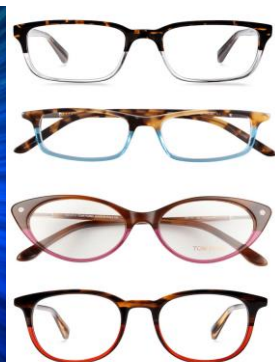


SENIOR PROJECT: _____



OPTOMETRIC DESIGN:

EYE LAND CLINIC



CONCEPT DEVELOPMENT - WORD ASSOCIATION

Precision

Saturated

Dispersement

Radiant

Shiny

CenterPoint

Bright

Light & dark

Light & heavy

Clarify

Light

Refraction

Illumination

Transparent

Reflected

Movement of layers

Health

Visible

Natural

Visual

Biological

Size

Purity

Glass

Letters

Organic

Sustainable

Lens



CONCEPT BOARD:

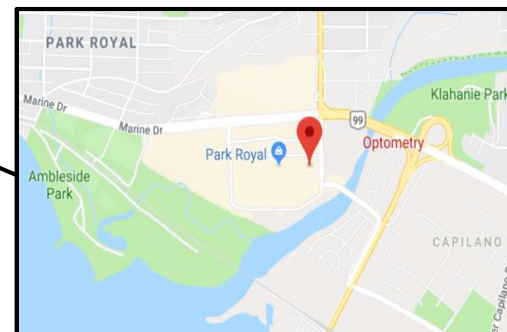
- Visible characteristics of directional change and refractive qualities.
- Clear materials will be used for transparency.
- Reflective surfaces such as glass and stone will be used for architectural structures and millwork.
- Organic shapes and form for furniture.
- Key saturated colors will be used in feature areas contrasted against the organic green wall.

MISSION STATEMENT:

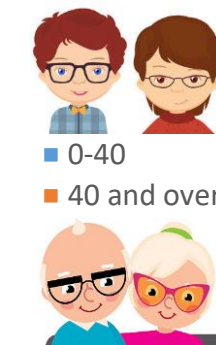
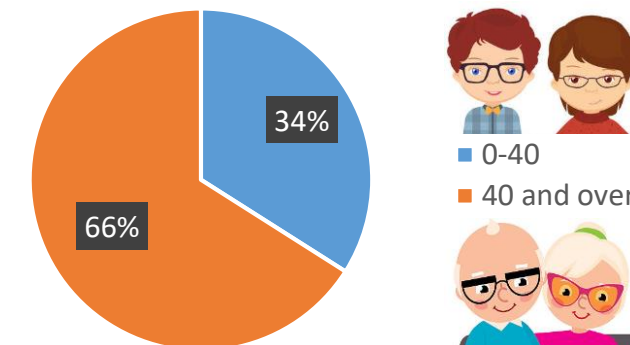
- Our commitment to providing good vision care through technology, organic products and advancement of education.



DEMOGRAPHICS



Range of age

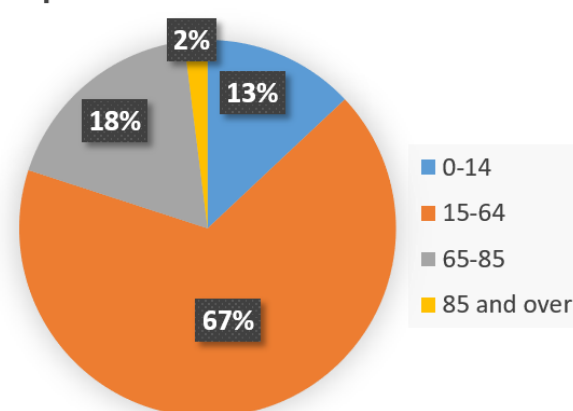


- **West Vancouver** is a district municipality in the Province of British Columbia, Canada. This is an upscaled neighbourhood compared to North Vancouver because of the prices.
- This optometrists office is located in **Park Royal** shopping mall (south) in West Vancouver BC, Canada.
- It is between Marine Dr. in North, Capilano river and Ambleside park in South, Taylor Way in East and Pound Rd. in West.

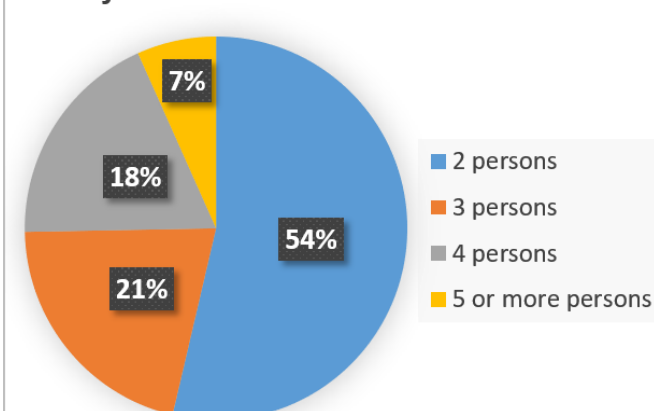
- Everyone from child to old can be a customer, however, most of the target for business are from 40 and up.
- Based on the research, 34% of the population of West Vancouver are between 0-40 years old and 66% are 40 and over. The average age of the population is 47.4 years old. So, most of the residents of the district are senior. Also, this is retirement community around Park Royal.

CHARTS

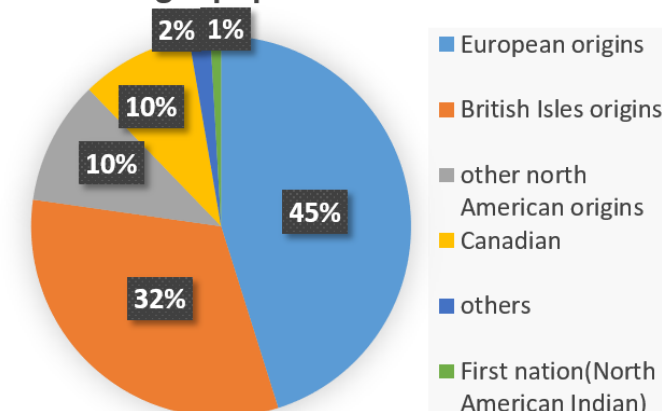
Population of West Vancouver



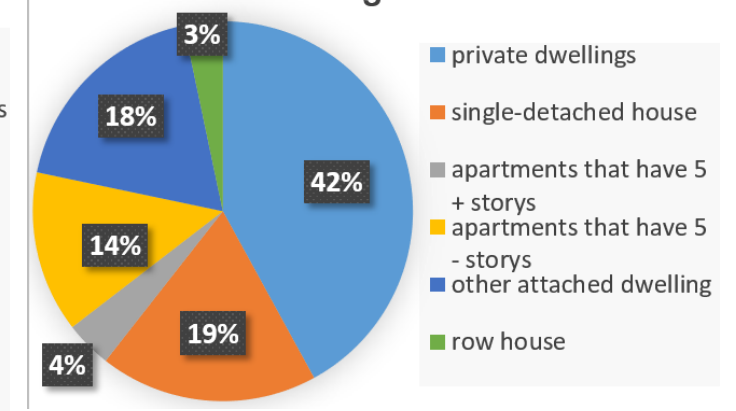
Family characteristics



Ethnic origin population



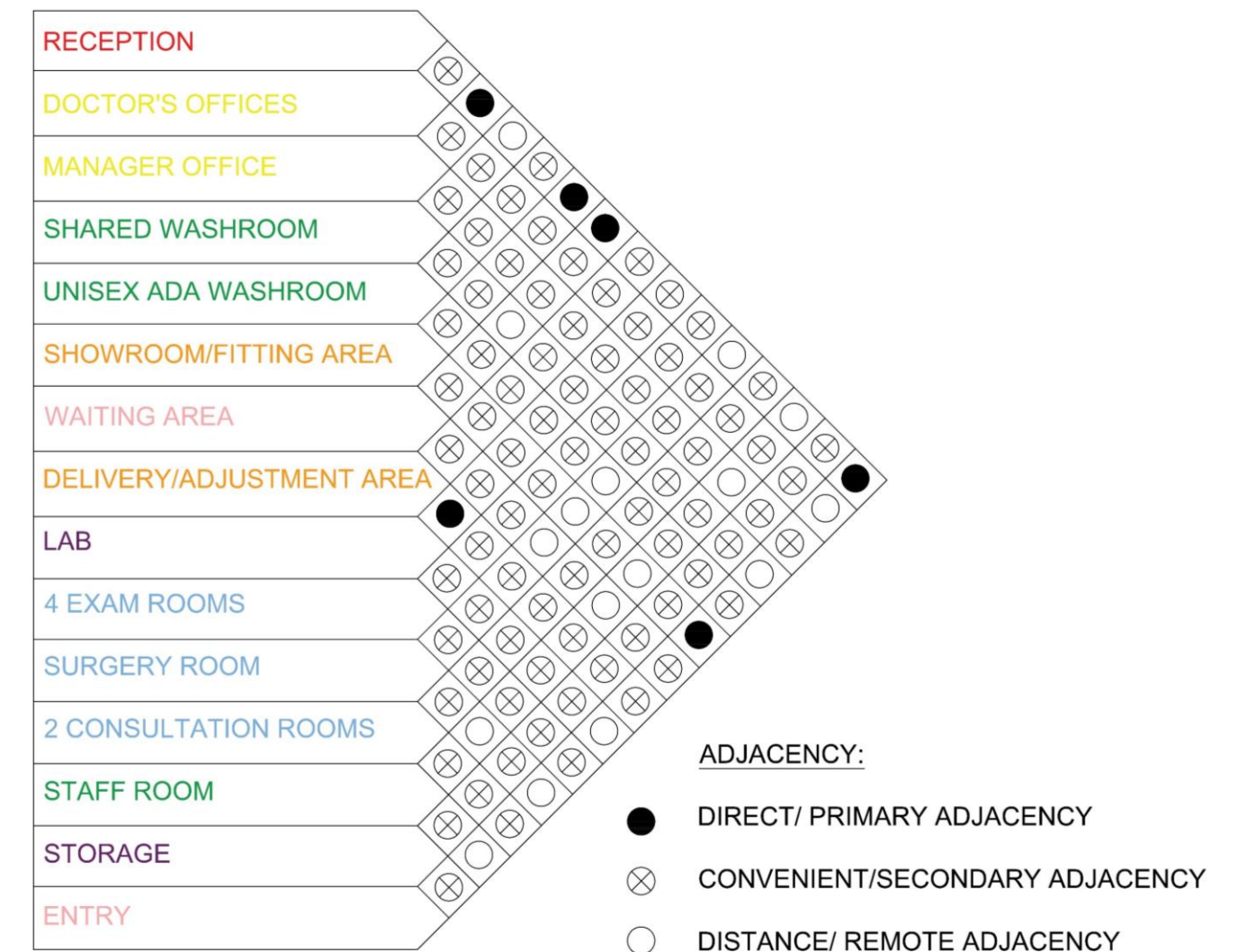
Household & dwellings

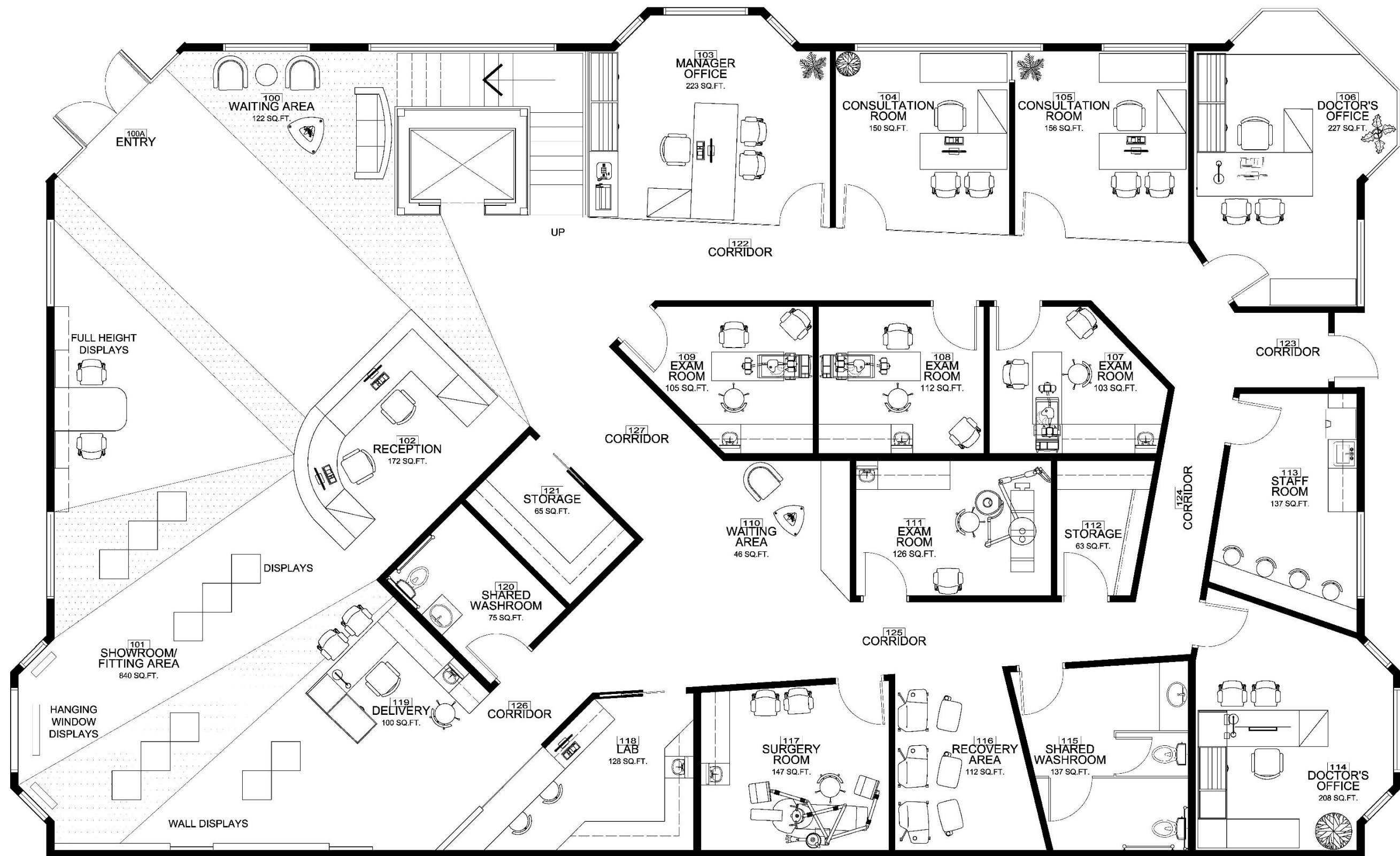


BUBBLE DIAGRAM:



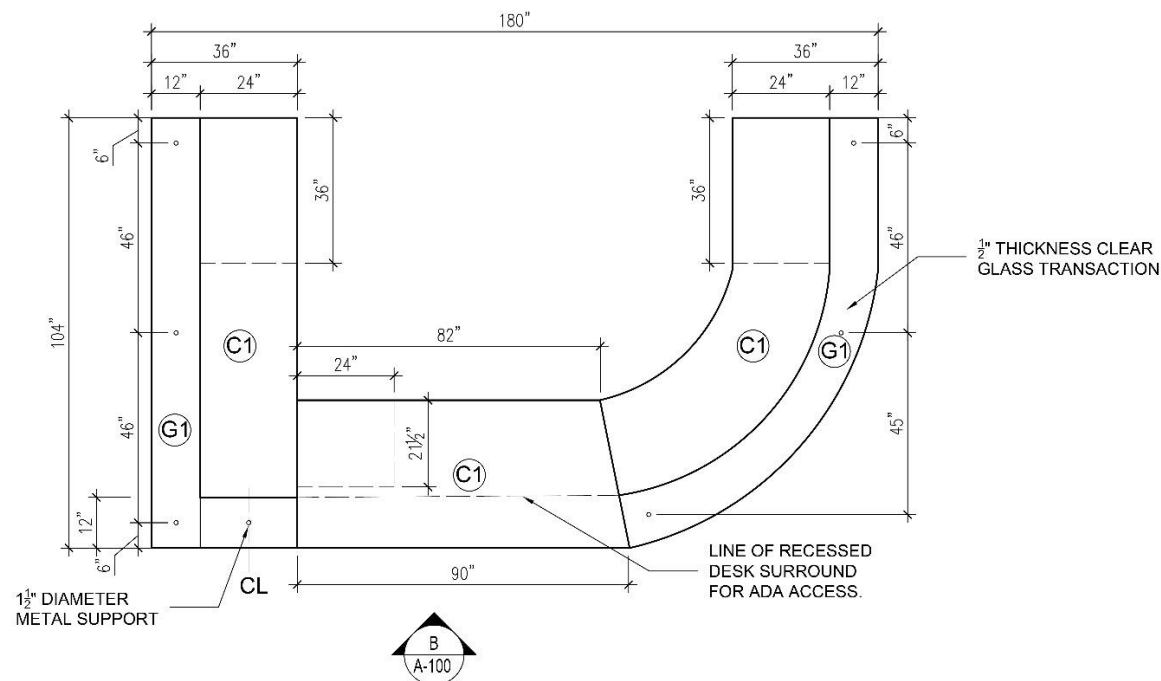
ADJACENCY MATRIX:



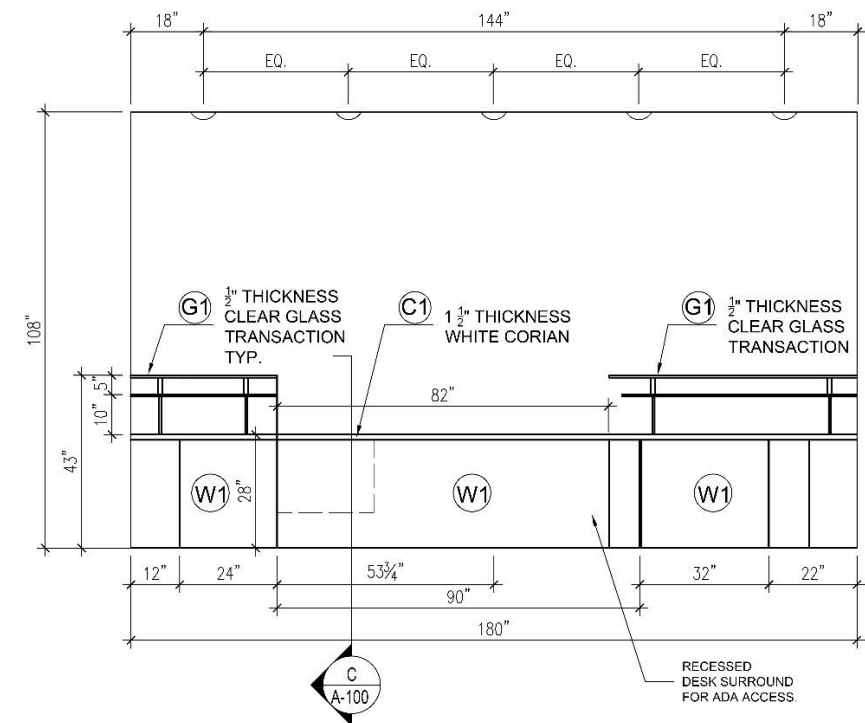


FURNITURE PLAN

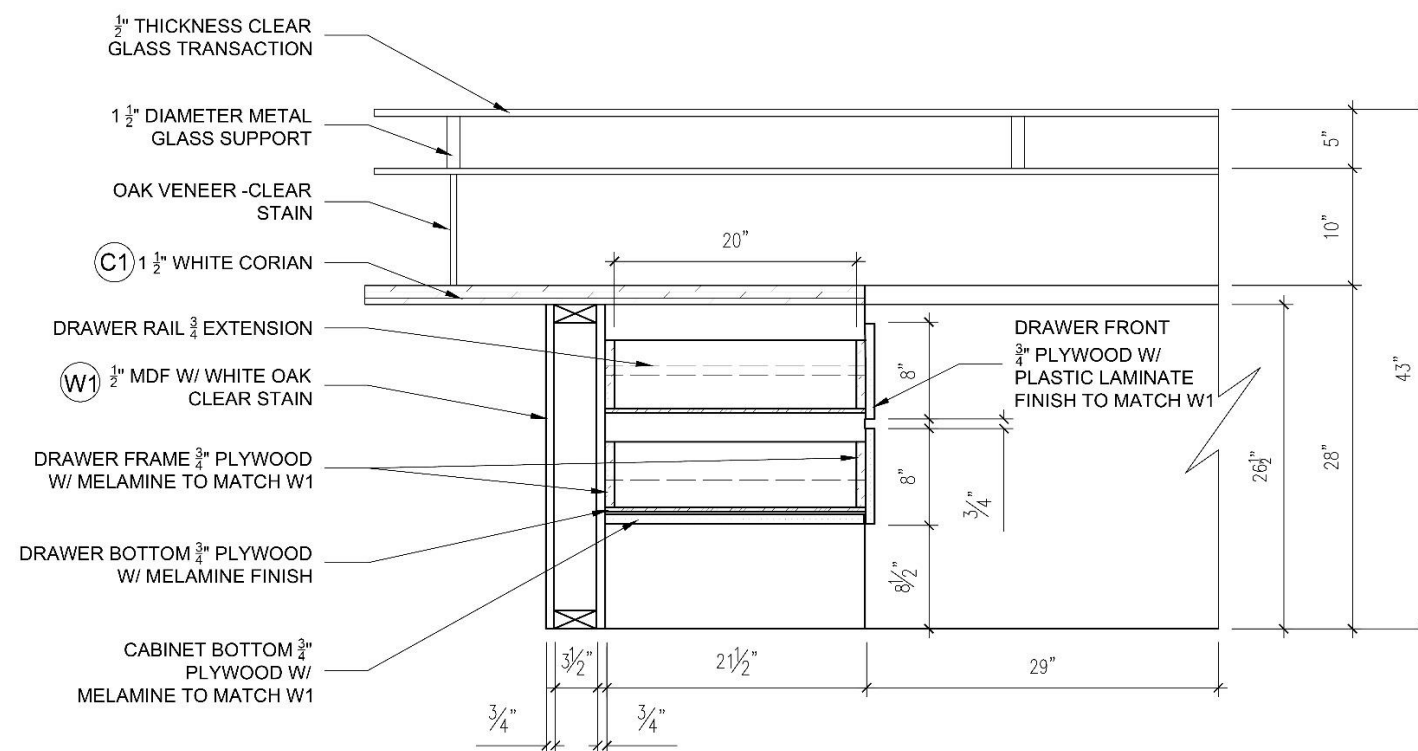




A RECEPTION DESK PLAN
A-100 SCALE: 1/2" = 1'-0"



B RECEPTION DESK ELEVATION
A-100 SCALE: 1/2" = 1'-0"



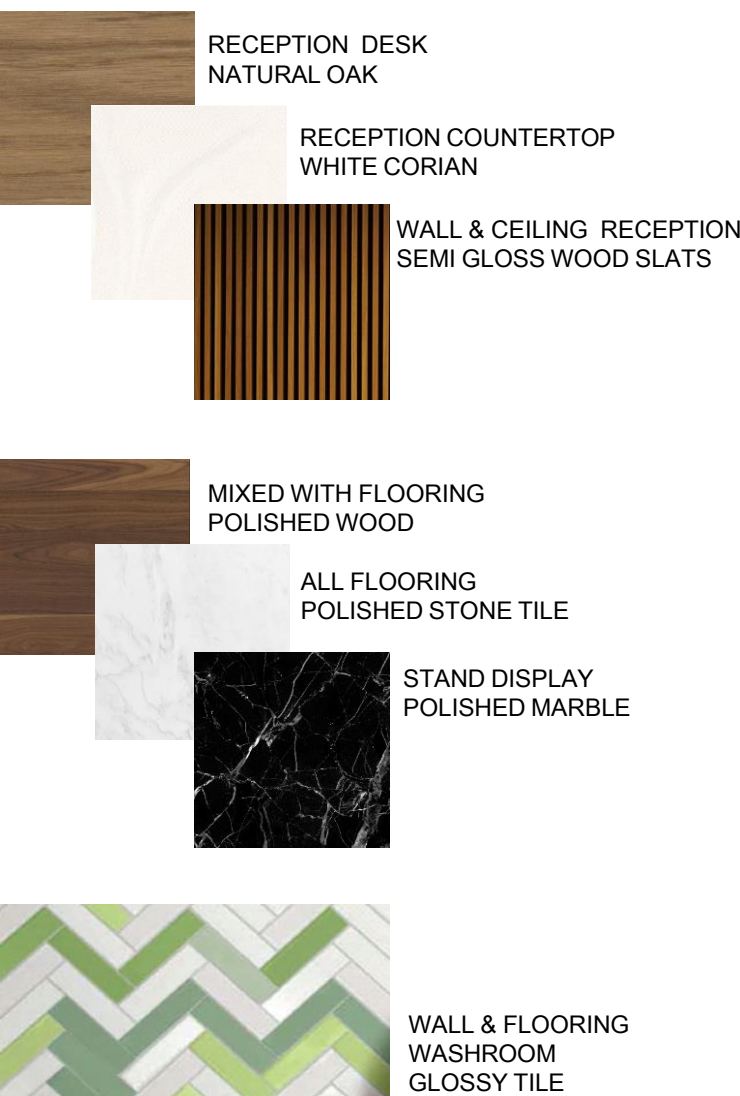
C RECEPTION DESK SECTION
A-100 SCALE: 1-1/2" = 1'-0"

COLOR SCHEME, MATERIALS & FURNITURES

RANGE OF COLOR PALETTE



MATERIALS



FURNITURE SELECTION

- 1. WAITING AREA SOFA
- 2. GUEST CHAIR
- 3. TASK CHAIR
- 4. EXAM ROOM STOOL
- 5. STAFF ROOM STOOL
- 6. WAITING AREA CHAIR
- 7. LOUNGH SHAIR



Organic and round shapes are used for chairs, sofa, and tables in the waiting area. The design of the ceiling is inspired by lighting ray. This emanates through fixture and dropped ceiling surfaces. The range of blue and green make the waiting area a peaceful and calm for clients.





RECEPTION-DISPLAYS



SHOWROOM VIEW

OTHER WORKS-HAND DRAWINGS



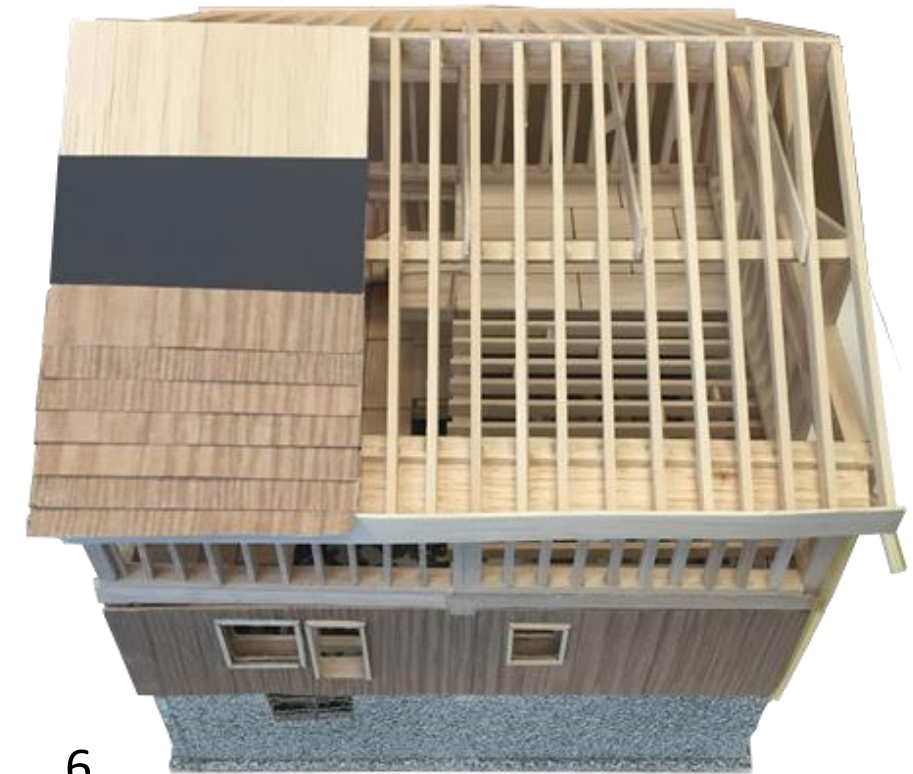
Interior sketch of Whitby Rd



1.



4.



6.



2.

INTERIOR CONSTRUCTION

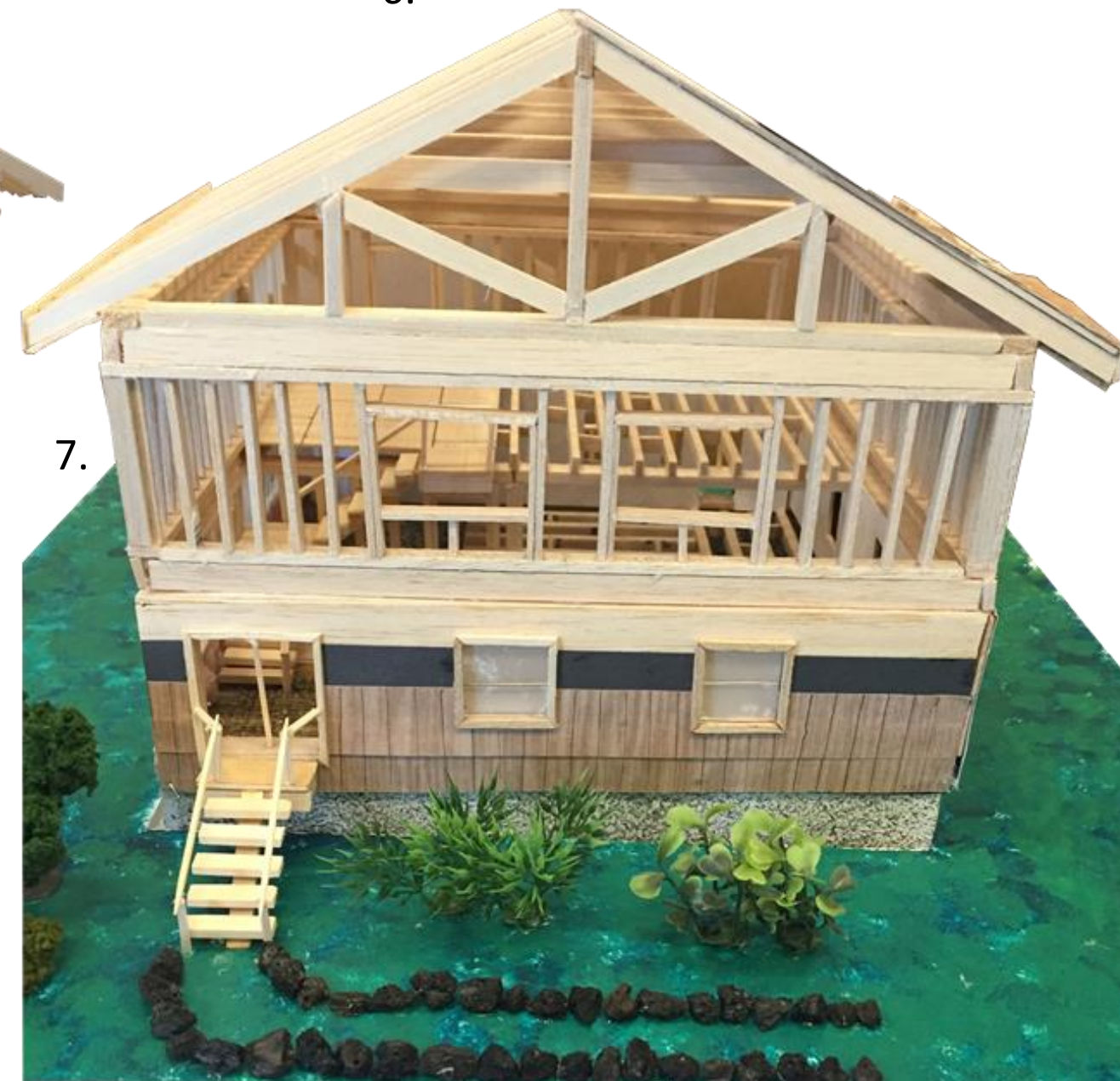


5.



3.

1. FOUNDATION
2. FLOORING
3. WALL FRAME
4. WINDOW & DOOR FRAMING
5. ROOF FRAMING
6. ROOF FRAMING
7. LANDSCAPE



7.



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