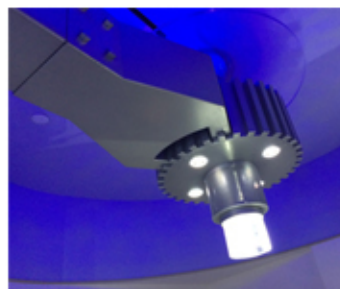
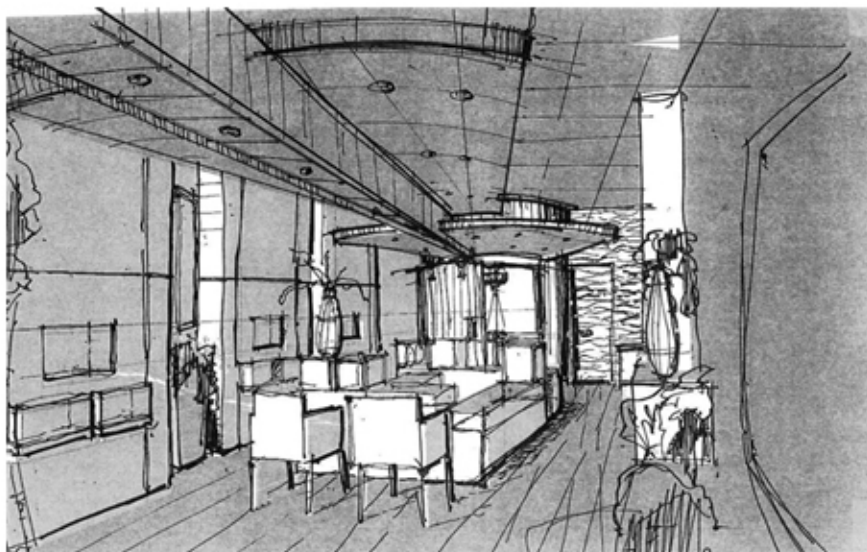


DIFFERENT CABINET DESIGN THAT HAS LED
STORAGE AREAS UNDER THE CASE. THIS AREA
IS ACCESSIBLE FROM THE BACK OF THE SHOWCASE
IN ORDER TO SHOW CLIENTS MORE
JEWELRY ITEMS WITHOUT LEAVING TO GO TO
ANOTHER PART OF THE STORE. THE CUSTOM
DISPLAYS WERE CUSTOM MADE AS
MODULAR UNITS THAT CAN BE REMOVED
WITHOUT MUCH WORK WHEN TAKING IN THE STORE.





THE MAIN SHOWROOM RADIATES OUTWARD FROM THE CIRCULAR DREAM ROOM.

THE CIRCULAR SHAPED ROOM CAN BE CLOSED WITH A SINGULAR CURVED DOOR TO ALLOW FOR CUSTOMER CONSULTATION. THE MAIN DESIGN ELEMENT IS CUSTOM FABRICATED COG/GEAR AND LIGHT MECHANISM THAT FLOWS FROM A METALLIC FORM TO A SMOOTH WHITE LIGHTED RUNWAY OVERHEAD OF THE SHOWCASES. THE DREAM ROOM HAS SEMI CIRCULAR SHAPES CEILING FORMS THAT RADIATE OUTWARD IN EXPANDING FORMS CALLED CLOUDS THAT GET HIGHER AS THEY APPROACH THE FRONT DOOR OF THE SHOWROOM. CUSTOM DETAILS ARE FOUND THROUGHOUT THE STORE SUCH AS HIDDEN WHITE WALLS THAT OPEN UP AND ARE ACTUALLY CLOSETS FOR JEWELRY BOXES, CLEANING EQUIPMENT AND WRAPPING PAPER.



MAIN ELEMENT

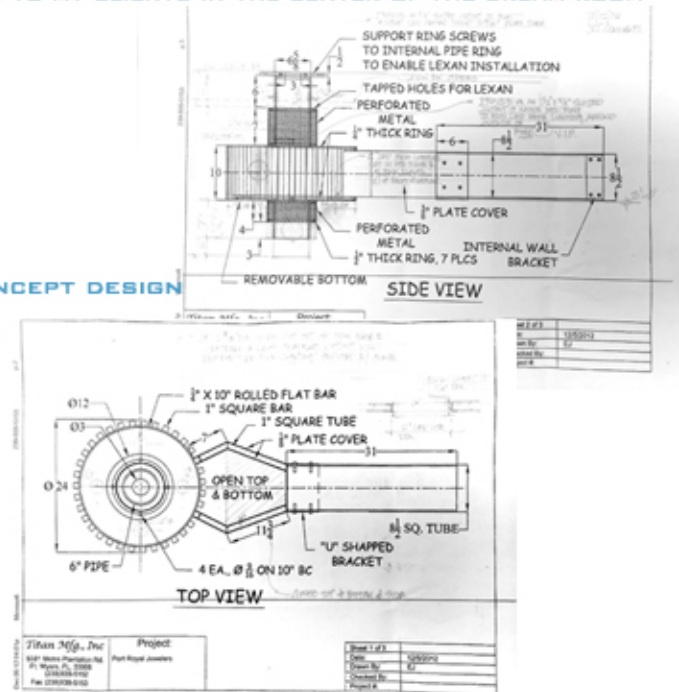
THE MANIFESTATION AND SYMBOL OF THE IMPORTANCE OF CREATIVITY
BEHIND THE DESIGNS OF CUSTOMIZED JEWELRY BY WILLIAM BOYAJIAN

THE MAIN IDEA IS TO GET PEOPLE THINKING OF JEWELRY AS A CUSTOMIZED WORK OF ART THAT IS CREATED FOR A PERSONAL APPLICATION. MANY PIECES OF JEWELRY ARE CREATED FOR MASS APPEAL WHAT I WANTED TO SYMBOLIZE IS THAT IT TAKES TIME AND EFFORT TO THINK THROUGH THE FACETS OF POSSIBILITIES FOR EACH CLIENT THAT I DESIGN FOR. SO THE FIRST IDEA THAT CAME TO MIND FOR MY ARCHITECT WAS THE PROCESS OF THINKING AND WHEELS TURNING LITERALLY INSIDE MY MIND. I LIKED THE CONCEPT AND WE FOUND A CUSTOM METAL WORKER THAT CREATED THE ACCELERATOR IN THE CENTER OF THE ROUND DREAM ROOM. I CALL IT THE ACCELERATOR BECAUSE MY SHOWROOM RADIATES OUTWARDS FROM THE DREAM ROOM (IN CLOUD FORMS) WHERE I DO ALL OF MY DESIGNING AND CONCEPTUAL IDEAS FOR ALL OF THE JEWELRY THAT I CREATE IN MY SHOWROOM. THE JEWELRY IDEAS ARE THUS TRANSFORMED INTO REALITY AND THEN MOVE FROM OUR DREAM ROOM INTO OUR SHOP AREA IN THE BACK OF THE STORE AND THEN FINALLY OUT INTO THE SHOWROOM FOR CLIENTS TO SEE IN THE SHOWCASES. ALL ONE OF A KIND CUSTOM DESIGNS ARE PRESENTED TO MY CLIENTS IN THE CENTER OF THE DREAM ROOM UNDER THE LIGHTS OF THE ACCELERATOR.

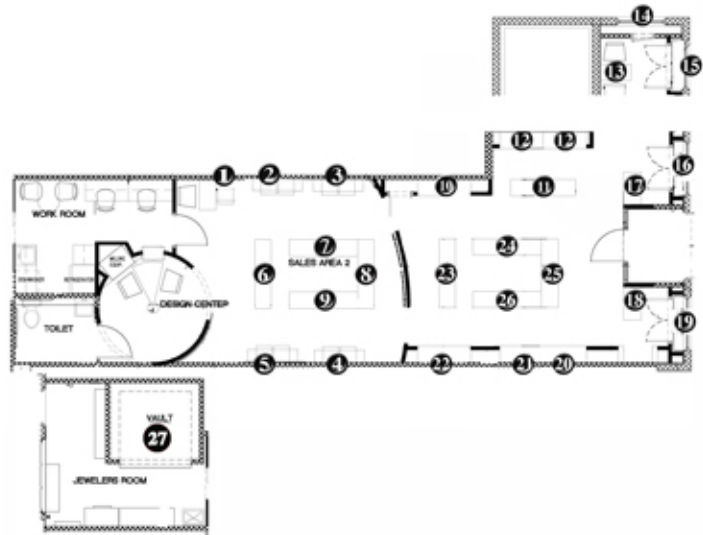
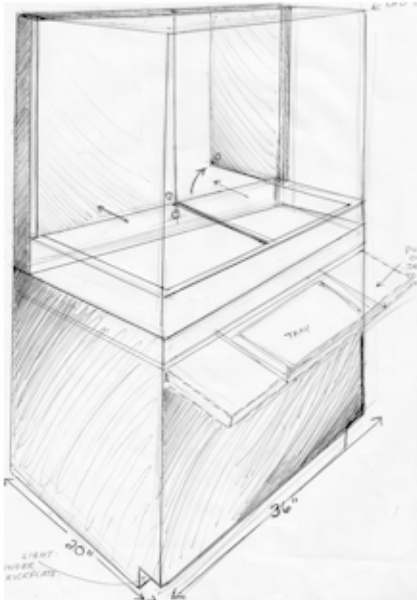


INSTALLING OF THE ACCELERATOR
TOOK THREE MEN, AND AN
ELECTRICIAN AND OVER 5 HOURS

CONCEPT DESIGN



**THIS DRAWING IS THE OVERVIEW OF THE STORE LAYOUT
SHOWCASES ARE NUMBERED AND PLACED FOR A NATURAL FLOW
OF CLIENTS BROWSING AROUND THE SHOWROOM**

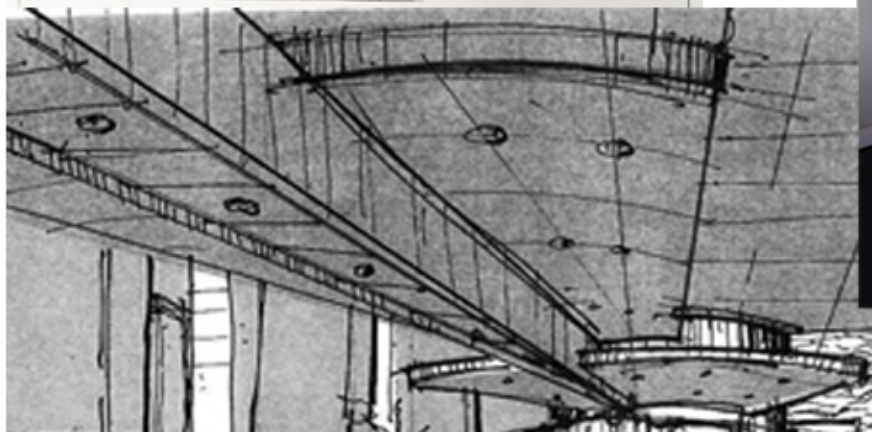
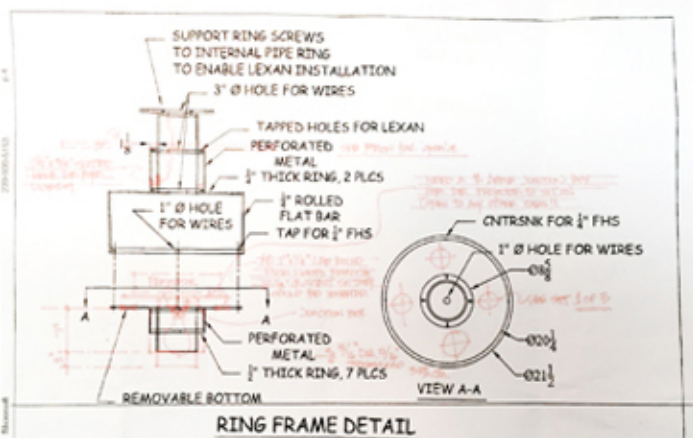
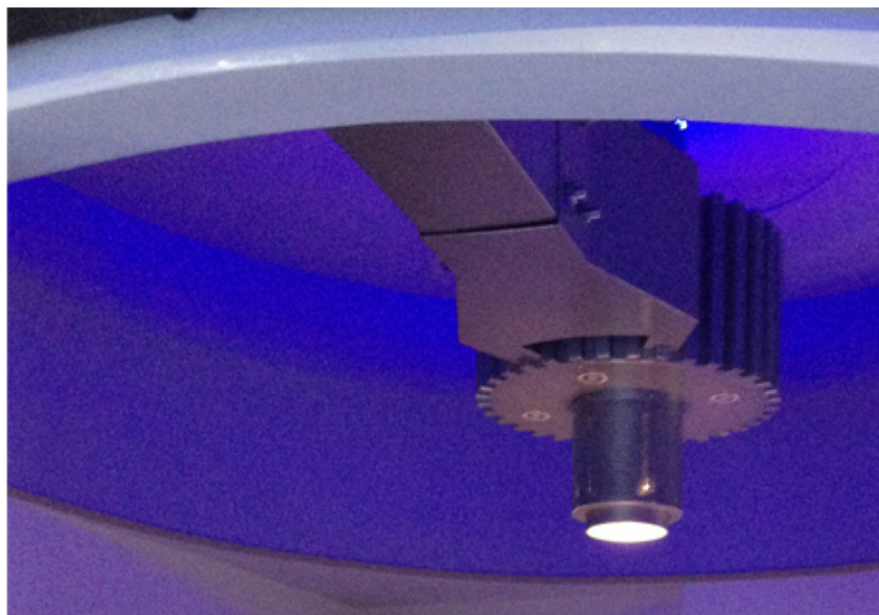


**GLASS CUBES WERE MADE
TO HIGHLIGHT SPECIALL JEWELRY ITEMS
THAT ARE ON DISPLAY. THESE CUBES
SIT ON TOP OF SPARKLING STONE COUNTERTOPS
THAT COMPLIMENT THE ZEBRA WOOD CASES.**



PORT ROYAL JEWELERS

THE MAIN IDEA IS TO GET PEOPLE THINKING OF JEWELRY AS A CUSTOMIZED WORK OF ART THAT IS CREATED FOR A PERSONAL APPLICATION. MANY PIECES OF JEWELRY ARE CREATED FOR MASS APPEAL WHAT I WANTED TO SYMBOLIZE IS THAT IT TAKES TIME AND EFFORT TO THINK THROUGH THE FACETS OF POSSIBILITIES FOR EACH CLIENT THAT I DESIGN FOR. SO THE FIRST IDEA THAT CAME TO MIND FOR MY ARCHITECT WAS THE PROCESS OF THINKING AND WHEELS TURNING LITERALLY INSIDE MY MIND. I LIKED THE CONCEPT AND WE FOUND A CUSTOM METAL WORKER THAT CREATED THE ACCELERATOR IN THE CENTER OF THE ROUND DREAM ROOM. I CALL IT THE ACCELERATOR BECAUSE MY SHOWROOM RADIATES OUTWARDS FROM THE DREAM ROOM (IN CLOUD FORMS) WHERE I DO ALL OF MY DESIGNING AND CONCEPTUAL IDEAS FOR ALL OF THE JEWELRY THAT I CREATE IN MY SHOWROOM. THE JEWELRY IDEAS ARE THUS TRANSFORMED INTO REALITY AND THEN MOVE FROM OUR DREAM ROOM INTO OUR SHOP AREA IN THE BACK OF THE STORE AND THEN FINALLY OUT INTO THE SHOWROOM FOR CLIENTS TO SEE IN THE SHOWCASES. ALL ONE OF A KIND CUSTOM DESIGNS ARE PRESENTED TO MY CLIENTS IN THE CENTER OF THE DREAM ROOM UNDER THE LIGHTS OF THE ACCELERATOR.

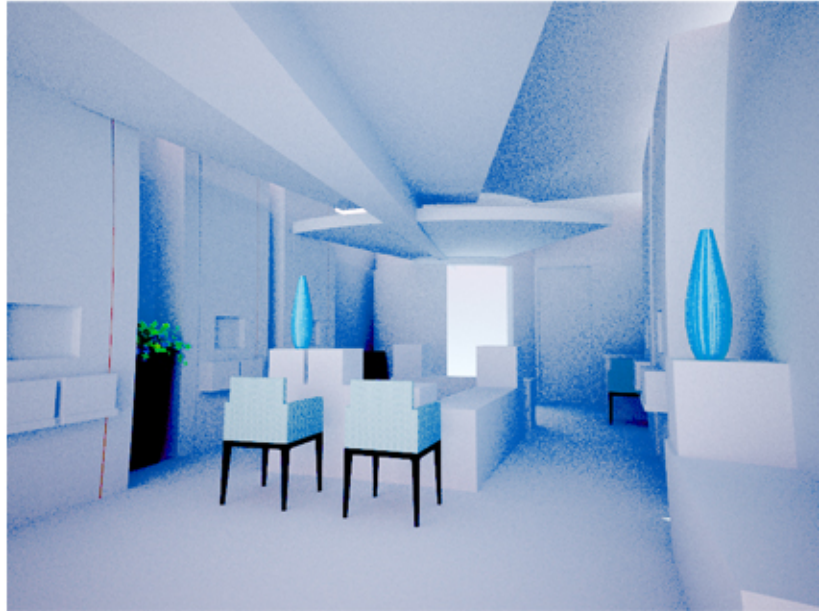


FRONT SHOWROOM AND BACK PRIVATE SHOWROOM

FRONT SHOWROOM



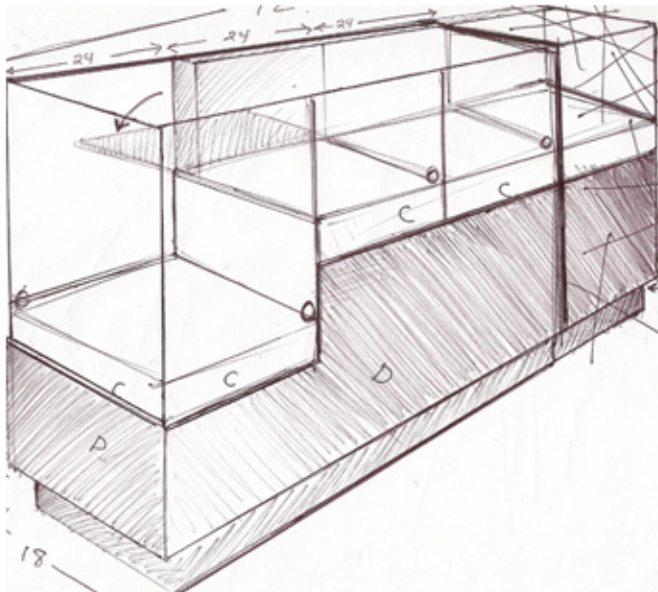
BACK SHOWROOM CONCEPT DESIGN



UNDER CONSTRUCTION



SKETCH OF SHOWCASE



FINAL PRIVATE SHOWROOM

