



ASU
جامعة العلوم التطبيقية الخاصة
APPLIED SCIENCE PRIVATE UNIVERSITY



FAD
كلية الفنون والتصميم
FACULTY OF ART AND DESIGN



TIFFANY & CO.



WHY TIFFANY?

What is Tiffany & Co.?

Tiffany & Co. is an iconic luxury jewelry house founded in 1837, renowned for exceptional craftsmanship, timeless elegance, and the mastery of light within precious stones.

Why Tiffany?

Because its identity is built on **brilliance, purity, and emotional storytelling** — values that can be translated into spatial experience through light, reflection, and material refinement.

THE MAIN CONCEPT OF THE PROJECT

Submerged in Light

The boutique is conceived as an immersive spatial journey where architecture dissolves into light, reflection, and transparency.

Inspired by the brilliance of gemstones, the space transitions from grounded solid textures into luminous, weightless elements — mirroring the transformation of raw material into refined jewelry.

Light becomes the guiding force, shaping perception, movement, and emotional experience.

Material & Atmosphere



BRUSHED STAINLESS
STEEL



ANODIZED ALUMINUM -
MATTE FINISH



CLEAR ACRYLIC GLASS
(PMMA)



TEXTURED GLASS
BLOCKS WALL



FACETED CRYSTAL
GLASS SCULPTURE



MIDNIGHT BLUE
VELVET UPHOLSTERY



SILK THREAD
INSTALLATION



POLISHED MICROCEMENT
FLOORING

Technical Specifications

Material Grade	AISI 304 / EN 1.4301 (Food-safe, corrosion-resistant)
Surface Finish	No. 4 Brushed (Satin) — linear grain direction
Thickness	1.2 mm (cladding panels) / 3 mm (structural profiles)
Application	Feature wall cladding, counter fascias, display fixtures, column wraps
Reflectivity	Semi-diffuse — reduces glare while retaining metallic quality
Fixing System	Concealed mechanical clips to aluminum sub-frame; no exposed fasteners
Maintenance	Wipe with microfiber cloth + mild neutral cleaner; avoid abrasives
Standard Reference	ASTM A240 / EN 10088-2
Fire Classification	Class A1 — Non-combustible (EN 13501-1)
Supplier Note	Specify grain direction on shop drawings; consistent orientation required

Material	Cast Polymethylmethacrylate (PMMA) — Optical clarity
Thickness	6 mm / 10 mm / 12 mm (per structural load / span)
Light Transmission	≥ 92% visible light (superior to standard glass)
UV Resistance	UV-stabilized grade — no yellowing for min. 10 years interior use
Application	Backlit signage, display shelving, partition inserts, decorative screens
Fabrication	CNC routed, laser-cut, or thermoformed; polished or satin edge finish
Impact Strength	10× stronger than standard float glass (same thickness)
Fire Rating	Class B-s1,d0 (EN 13501-1) — specify flame-retardant grade if required
Fixing	Structural silicone or stainless countersunk screws with EPDM washers

Alloy	6063-T5 / 6061-T6 Architectural Grade
Anodize Type	Type II (Sulfuric Acid) — Matte finish, 15–25 µm layer thickness
Color	Dark Graphite / Matte Black (RAL 9005 equivalent)
Application	Ceiling grid systems, partition frames, door/window profiles, shelving
Surface Quality	Class AA-M12-C22-A41 per AAMA 611
Corrosion Resistance	Salt spray 3,000+ hrs (ASTM B117)
Thermal Expansion	23 µm/m·°C — allow expansion gaps in long runs (>3 m)
Fixing	Mechanical fastening; powder-coat touch-up pen for cut ends
Sustainability	100% recyclable; low embodied carbon vs. stainless steel
Standard Reference	AAMA 611 / BS EN 12373-1

Composition	65% Polyester / 35% Cotton — solution-dyed for colorfastness
Color	Midnight Blue / Navy — Pantone 289 C equivalent
Pile Height	3 mm cut velvet pile; uniform directionality — confirm pile direction in shop drawings
Weight	420 gsm — commercial heavy-weight grade
Abrasion Resistance	≥ 100,000 Martindale cycles (EN ISO 12947-2) — Severe Contract rating
Application	Seating upholstery, headboards, banquette panels, decorative wall panels
Fire Classification	Crib 5 (BS 5852) / Class B (EN 13501-1) — specify FR treatment if required
Pilling	Grade 4–5 (EN ISO 12945-2) — minimal pilling

Unit Type	Glass mosaic tiles — faceted, hammered, and smooth mixed finish
Unit Size	50×50 mm individual tiles; sheet size 300×300 mm on fiberglass mesh
Thickness	8 mm nominal tile depth
Color Range	Ice Blue / Teal / Silver-Grey — aquatic palette
Application	Accent feature walls, back bar panels, reception backdrop
Installation Method	Polymer-modified tile adhesive (C2 TE classification, EN 12004)
Grout	Epoxy grout — Mapei Kerapoxy or equal; Silver Grey color
Waterproofing	Tanking membrane to substrate before tiling (wet-area applications)
Pattern Layout	Staggered horizontal running bond; confirm with layout drawing before install
Maintenance	Non-abrasive pH-neutral cleaner; re-seal grout joints every 3–5 years

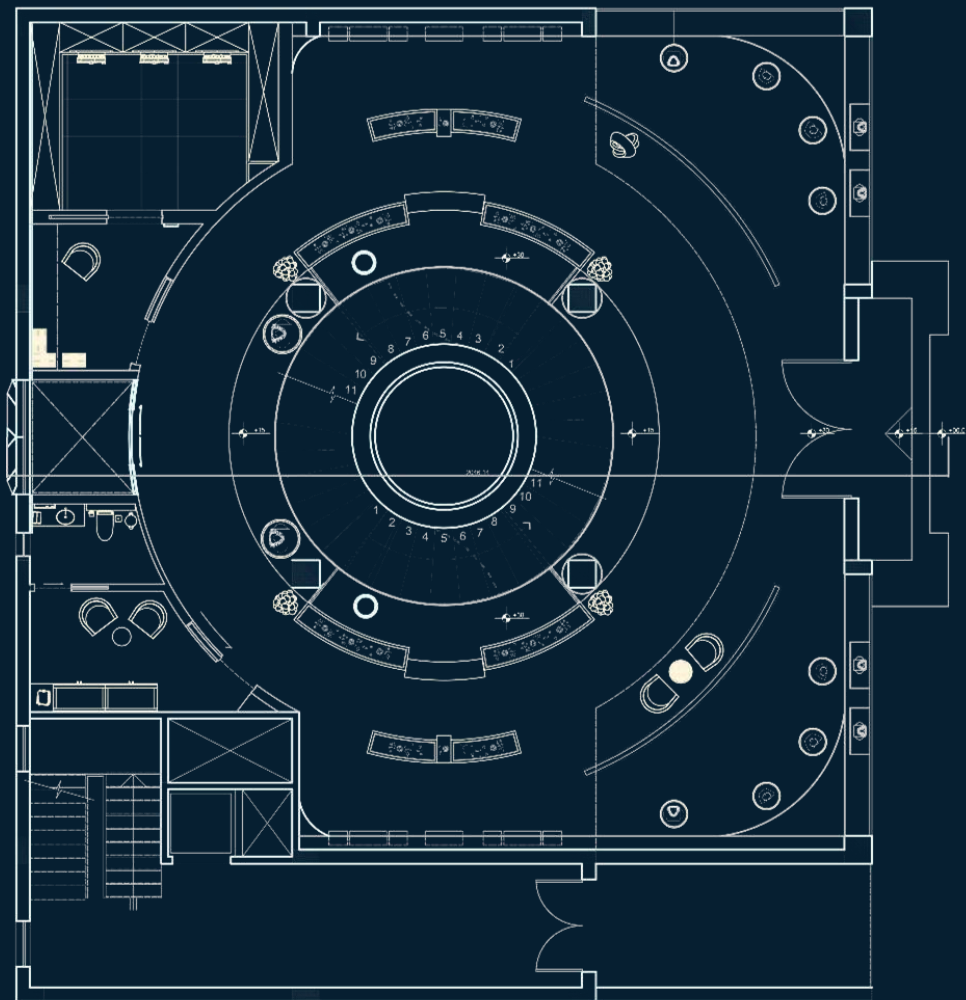
Material	K9 Optical Crystal Glass (borosilicate equivalent) or cast lead-free crystal
Form	Freeform faceted gemstone — custom geometry; approx. H 600 mm
Color	Aquamarine / Ice Blue — light refractive optical quality
Fabrication	CNC milled + hand-polished; each facet edge chamfered to 0.5 mm
Structural	Solid cast — min. 25 kg; requires dedicated plinth with load capacity calc.
Lighting Integration	LED spot from above at 15°–30° to maximize internal refraction effect
Plinth Spec	Powder-coated steel plinth, matte black, 300×300×600 mm H
Anti-Seismic	Museum-grade silicone mounts or bespoke cradle; coordinate with structural
Procurement	Artist commission or specialist art glass supplier; 14–20 week lead time
Maintenance	Annual professional cleaning only; no abrasive materials

Material	High-twist raw silk thread — Grade 6A; Teal / Petrol Blue ombre
Thread Count	Custom density; approx. 80–120 threads per linear meter
Span	Floor-to-ceiling vertical; max. unsupported span 3,600 mm
Fixing Points	Laser-cut stainless steel tension rail (top + bottom); 0.3 mm slot pitch
Tension System	Individual micro-tensioners per thread; spring-loaded bottom bar
Application	Space divider, decorative screen, ceiling cascade installation
Lighting	Backlit with low-glare LED strip (warm 2700K) to enhance translucency
Fire Treatment	Factory-applied Pyrovatex or Flammentin FR finish — certify before install
Lead Time	Custom — allow 8–12 weeks for dyeing, testing, and installation
Maintenance	Compressed air dusting only; no water contact — dry cleaning if required

System Type	2-component polymer-modified microcement; trowel-applied seamless finish
Total Thickness	3–4 mm over prepared substrate (primer + 2 base coats + sealer)
Color	Light Warm Grey / Concrete Bone — confirm final color from approved sample
Surface Finish	Fine-polished with #400 diamond pad + 2 coats penetrating polyurethane sealer
Compressive Strength	≥ 25 MPa (28-day); substrate must achieve min. 20 MPa before application
Application	Commercial floor topping; feature walls; reception desk surround
Slip Resistance	R10 (DIN 51130) wet rating minimum — specify anti-slip additive in sealer for wet zones
Substrate	Concrete or screed; max. moisture content 3% RH before application (CM method)
Joint Treatment	No expansion joints in areas < 50 m ² ; saw-cut control joints in larger areas
Maintenance	pH-neutral floor cleaner; re-seal every 2–3 years under heavy traffic

PLANS

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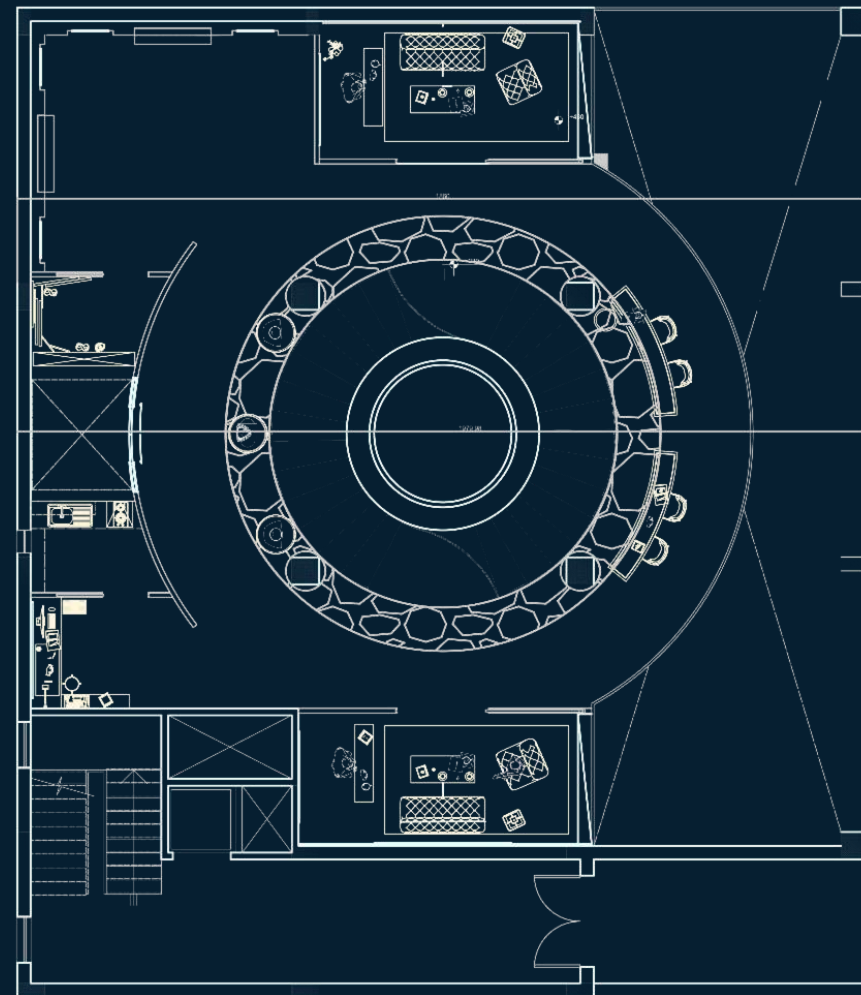


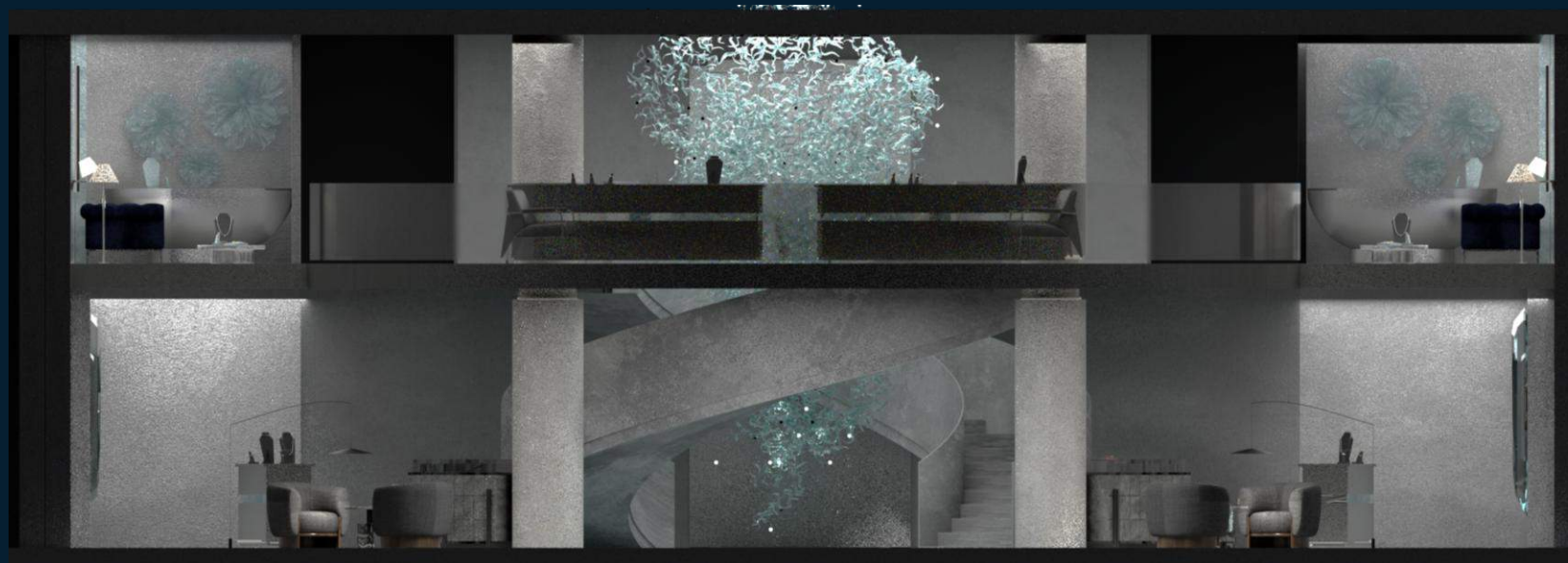
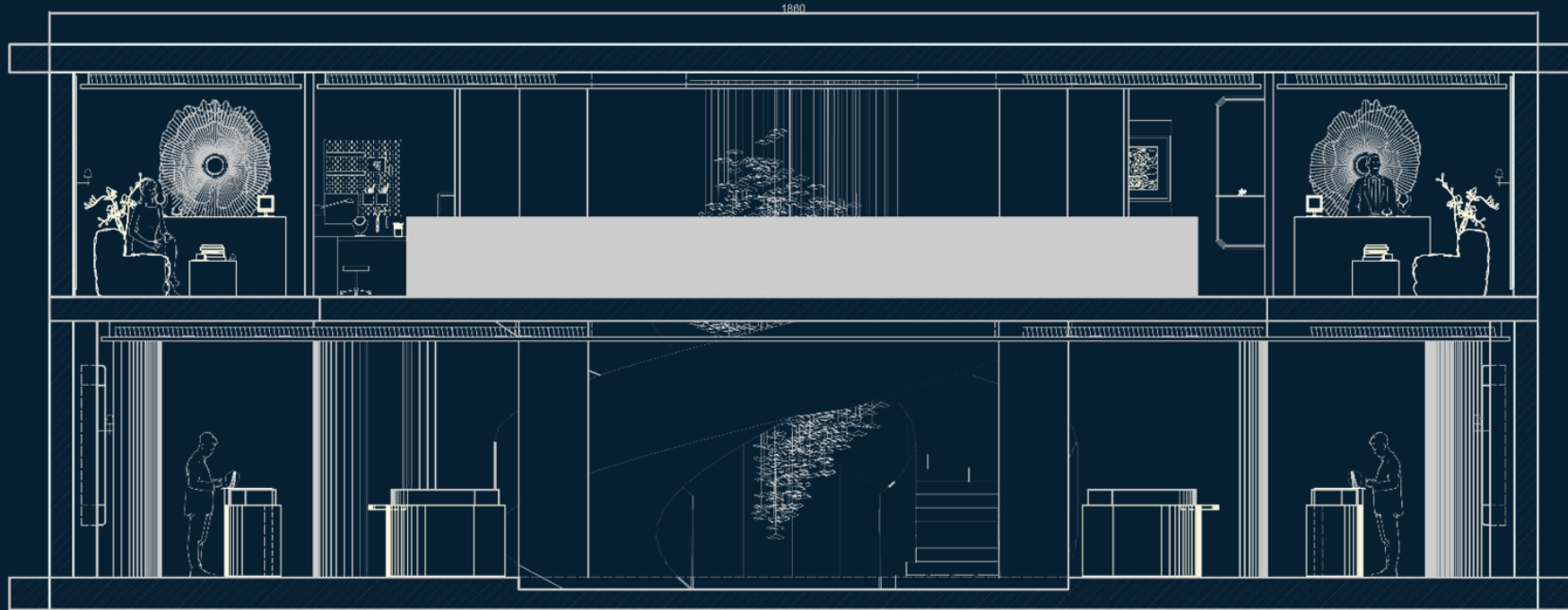
Spatial Planning & Circulation

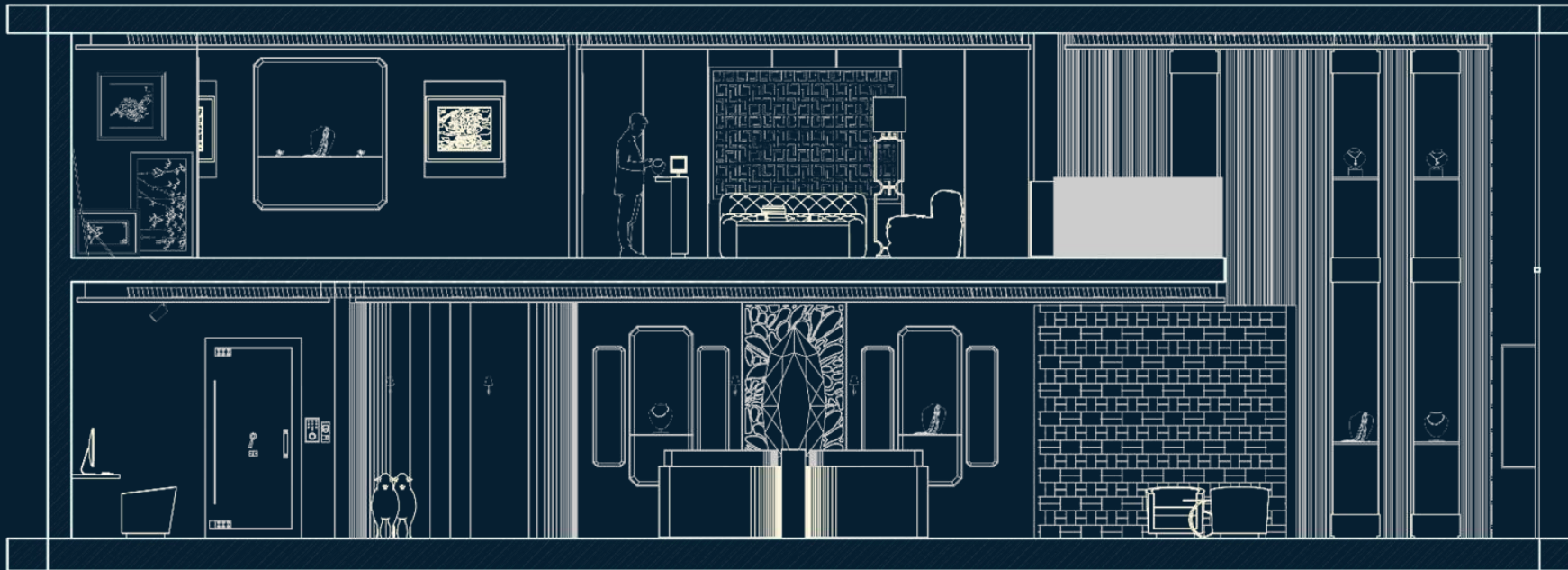
The layout is organized around a central void that acts as the visual and experiential core of the boutique. Circulation flows in a continuous loop, encouraging exploration rather than direct shopping.

Display zones are arranged to maintain clear sightlines and gradual discovery of collections.

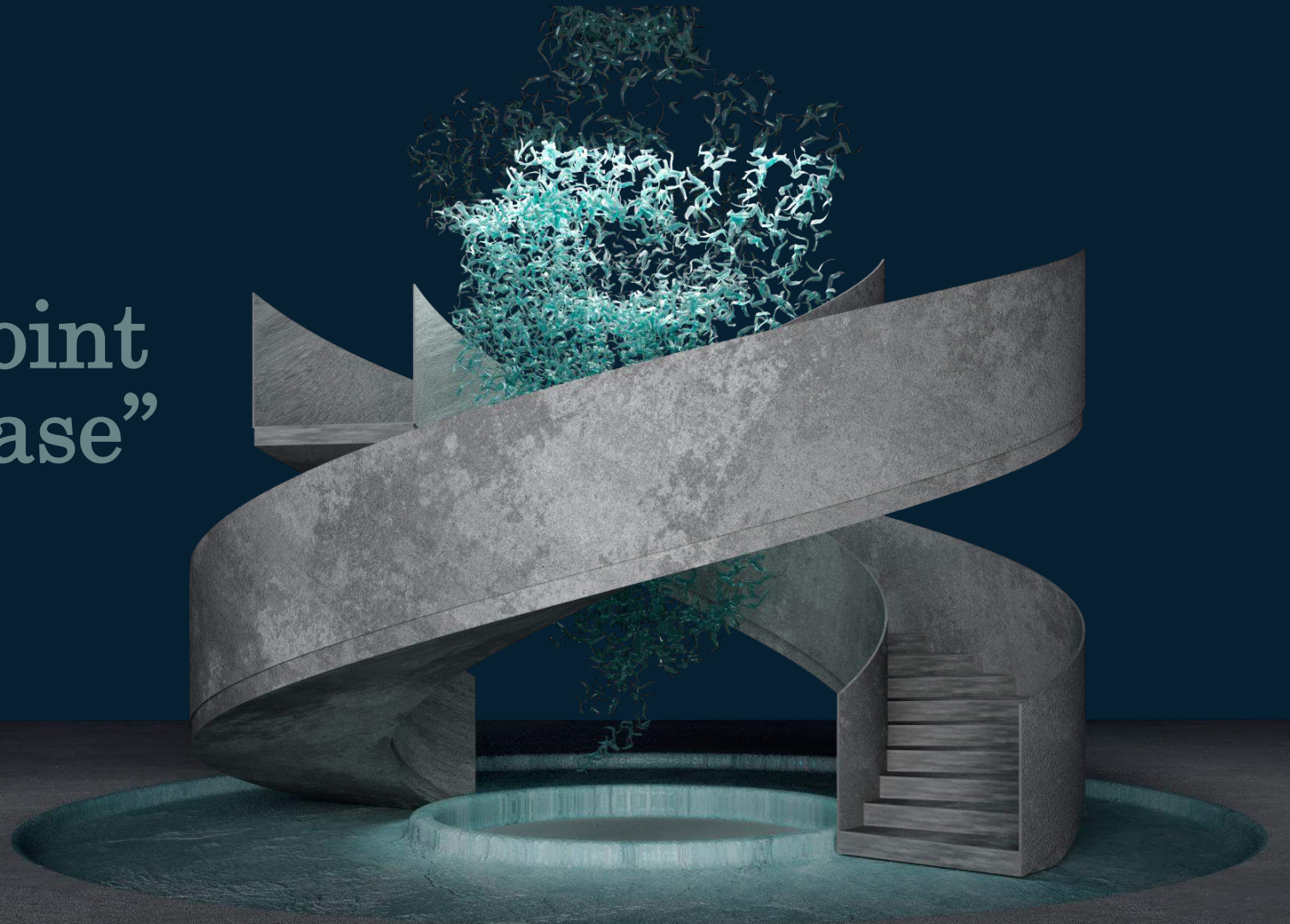
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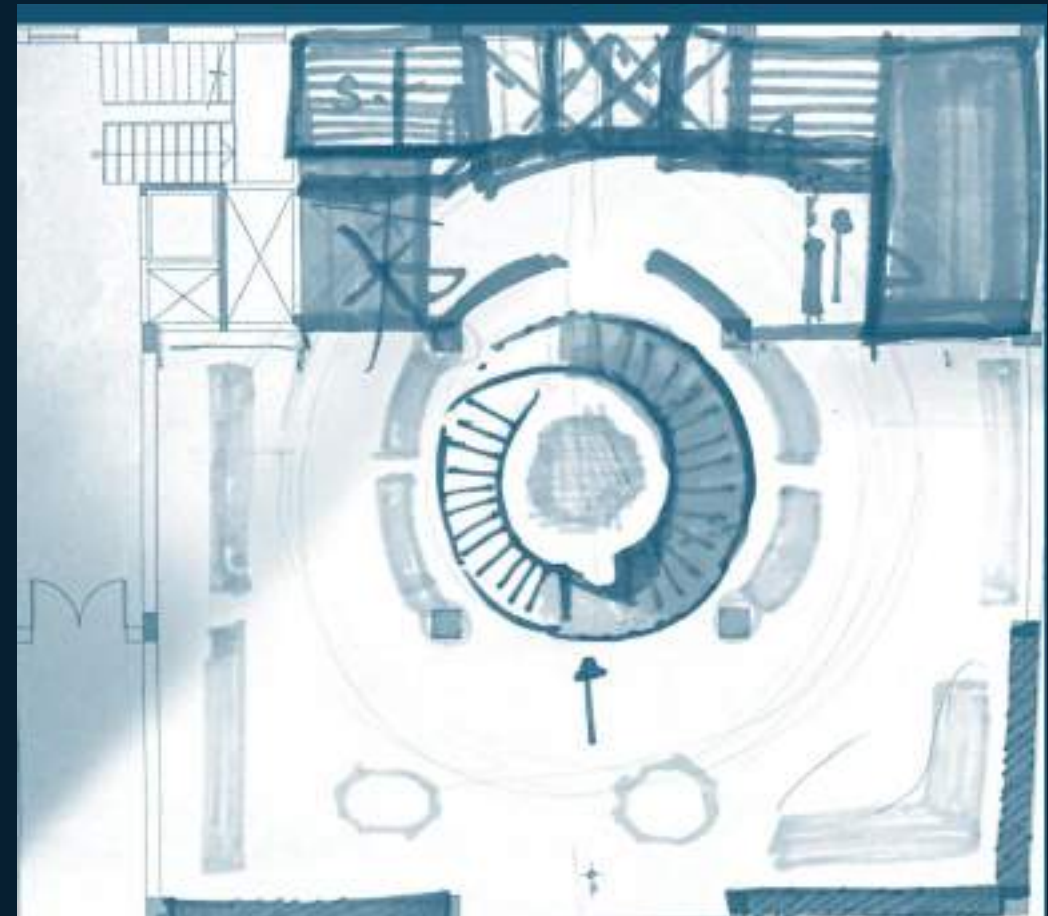
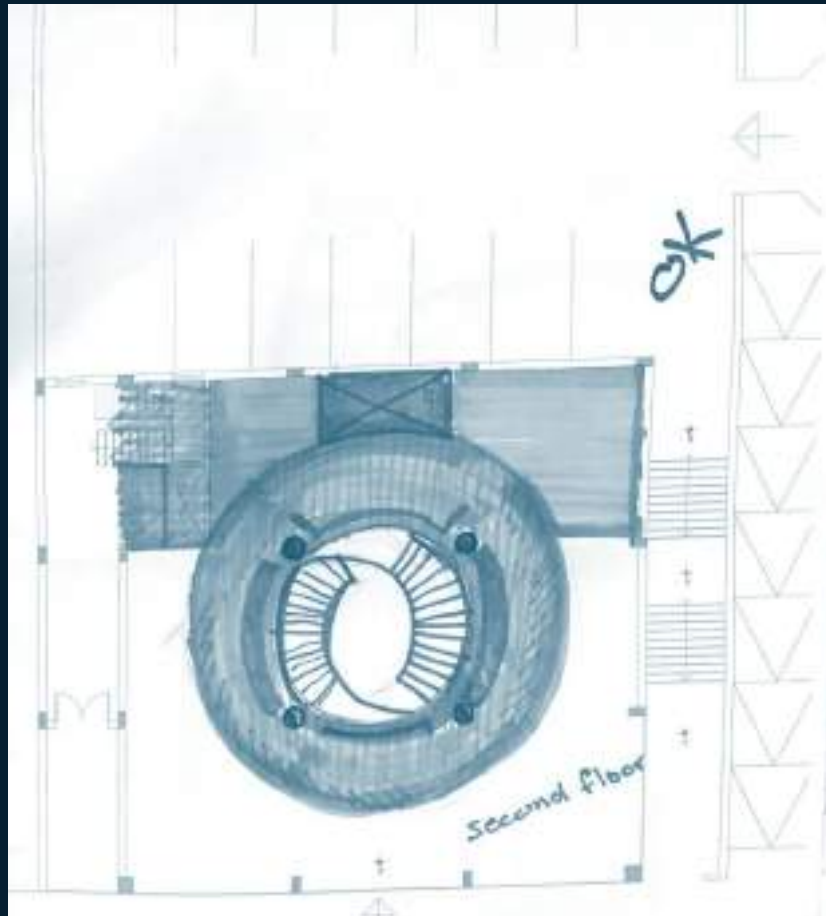




The Main Focal Point “Sculptural Staircase”



Project Development Stages

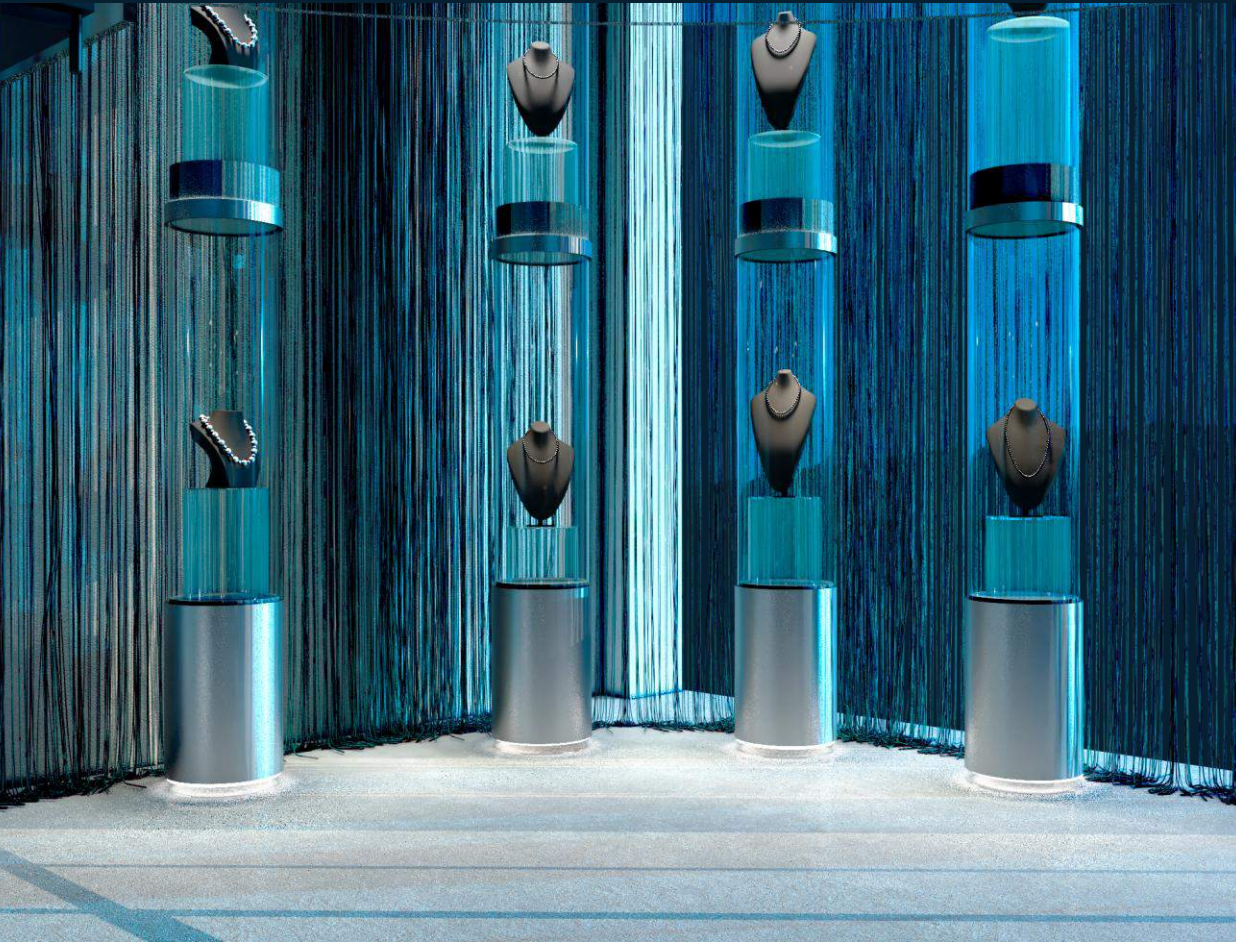


A sculptural spiral stair anchors the space as the primary visual and experiential focal point. Its flowing form embraces a suspended glass installation, symbolizing the moment where solid matter dissolves into light. More than a circulation element, the stair becomes a spatial landmark that defines identity and movement.



Floating Jewelry Showcase

Necklaces are presented within suspended glass cylinders, creating the illusion of jewelry floating in light. A curtain of fine vertical strings forms a textured backdrop that diffuses light and enhances depth. Polished metal bases reflect illumination, allowing each piece to appear as a luminous focal point.



Main Display Counter – The Jewel Gallery

The main counter is designed as a calm and refined stage for high value jewelry pieces. A large crystal like backdrop acts as a luminous centerpiece, reflecting and refracting light to enhance brilliance.

Recessed wall niches with soft spotlighting frame each piece as an individual artwork.



Private Luxury Experience

The VIP room is designed as a quiet and exclusive retreat for high-end clients. Soft seating, refined textures, and controlled lighting create an atmosphere of comfort and privacy. A dedicated display counter allows personal presentation of selected pieces in an intimate setting.



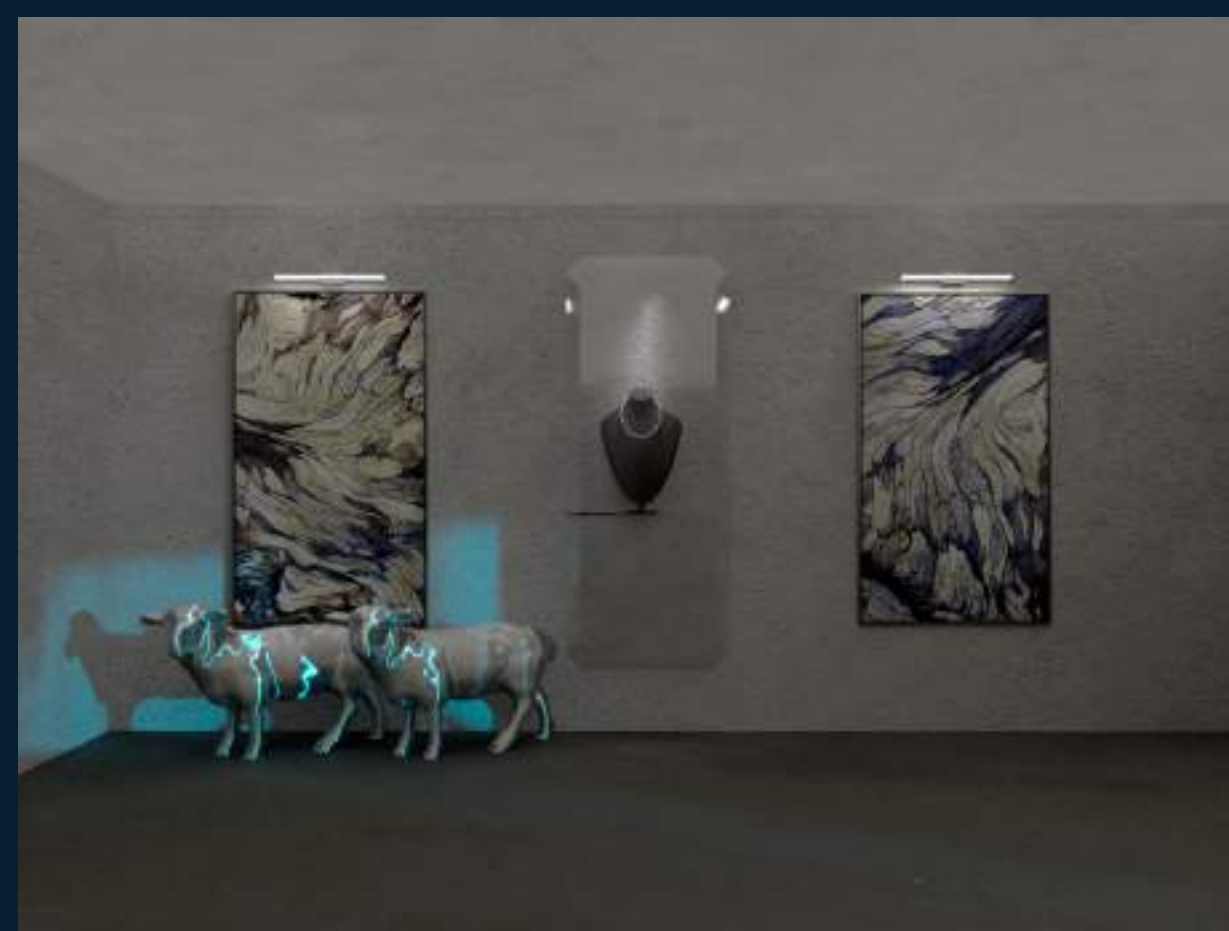
Additional Spaces – Gallery & Seating

Additional zones were introduced to support the overall spatial experience.

An art gallery wall adds visual interest and organizes transitional areas.

A seating zone provides comfort for visitors during browsing and consultation.

These spaces enhance functionality while maintaining the boutique's refined atmosphere.



EXTERIOR ELEVATION





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TIFFANY & Co.

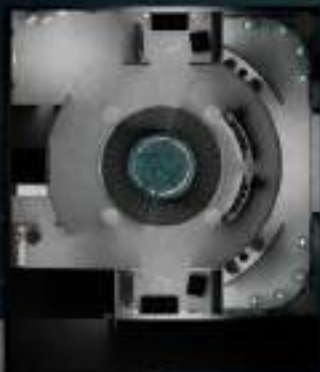
"Architecture is Light"

The Tiffany & Co. boutique is conceived as an immersive spatial journey whose architecture directs the fluidity, reflection, and flow of light, inspired by the elegance of gemstones emerging from their natural, solid sources into sparkling, iridescent patterns. At the heart of the boutique, a sculptural spiral rises and descends a suspended cascade of glass, evoking the movement of natural water light. Water-like surfaces, curved escalators, and soft natural illumination create a continuous flow that guides visitors through a constantly shifting landscape. Materiality is intentionally restrained: marble stone and concrete form a quiet backdrop, allowing Tiffany's signature blue and crystal-like installations to appear as precious accents within a more architectural frame. The result is a boutique that does not merely present jewelry, but suggests it — intertwining shopping with a sensory experience of light, clarity, and timeless luxury.



FIRST FLOOR PLAN
1:50

GROUND FLOOR PLAN
1:50



SECTION A-A
1:20

SECTION B-B
1:20



CEILING & ZONING

