ASU
APPLIED SCIENCE PRIVATE UNIVERSITY
FAD
FACULTY OF ART AND DESIGN
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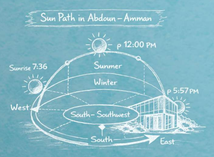
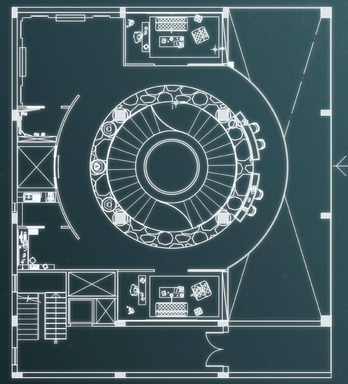
TIFFANY & Co.

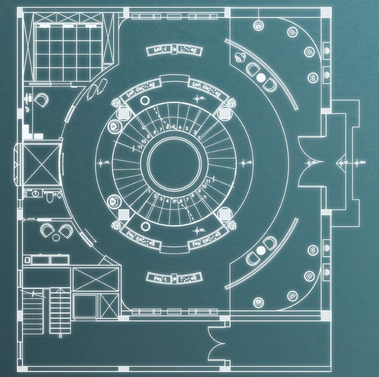


"Submerged in Light"

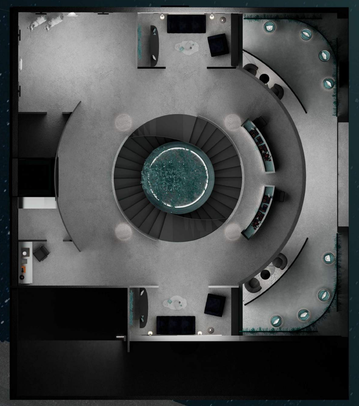
This Tiffany & Co. boutique is conceived as an immersive spatial journey where architecture dissolves into fluidity, reflection, and brilliance. Inspired by the elegance of gemstones emerging from raw material, the space transitions from grounded, solid textures into luminous, weightless elements.
At the heart of the boutique, a sculptural spiral stair embraces a suspended cascade of glass, evoking the moment a diamond meets light. Water-like surfaces, curved circulation, and soft indirect illumination create a continuous flow that guides visitors through discovery rather than display.
Materiality is intentionally restrained: matte stone and concrete form a quiet backdrop, allowing Tiffany's signature blue and crystal-like installations to appear as precious accents within a calm architectural frame.
The result is a boutique that does not merely present jewelry, but stages it — transforming shopping into a sensory experience of depth, clarity, and timeless luxury.

FIRST FLOOR PLAN
1:50

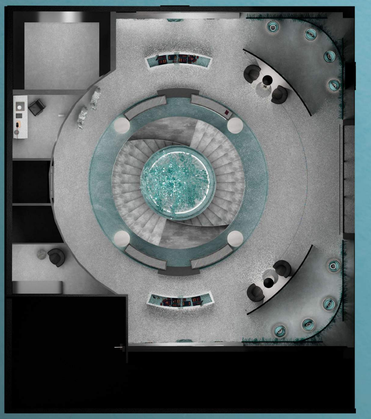




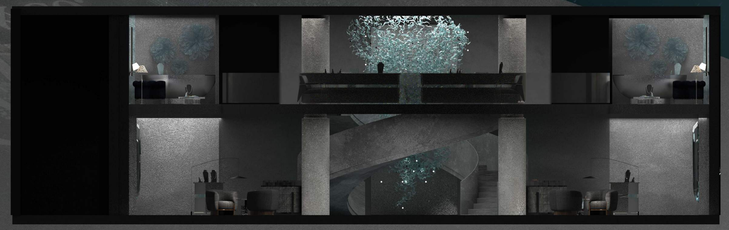
GROUND FLOOR PLAN
1:50

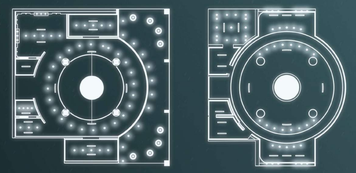
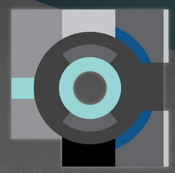


SECTION A-A
1:20



SCTION B-B
1:20





CEILING & ZONNING