CASE STUDY | *Concept Proposal*

MADLENSUNTINGER
BACHELOR OF ARCHITECTURE

01moodboard

concept idea and materiality

brick and stone

02plans

linedrawings and design

plan and elevation

03renders

views and illustrations

3D drawings

04conclusion

concept narrative

material strategy

01moodboard
texture palette











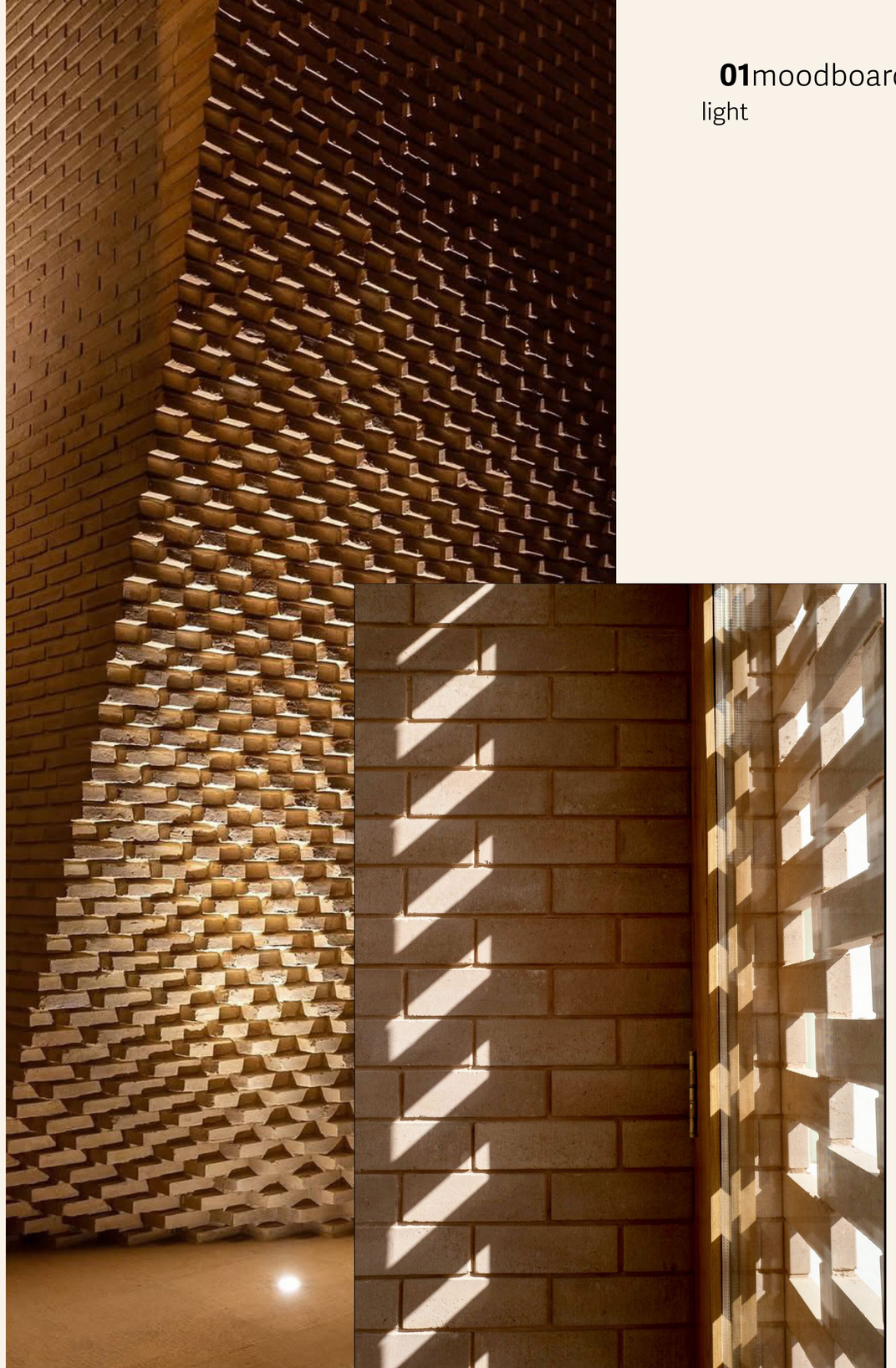


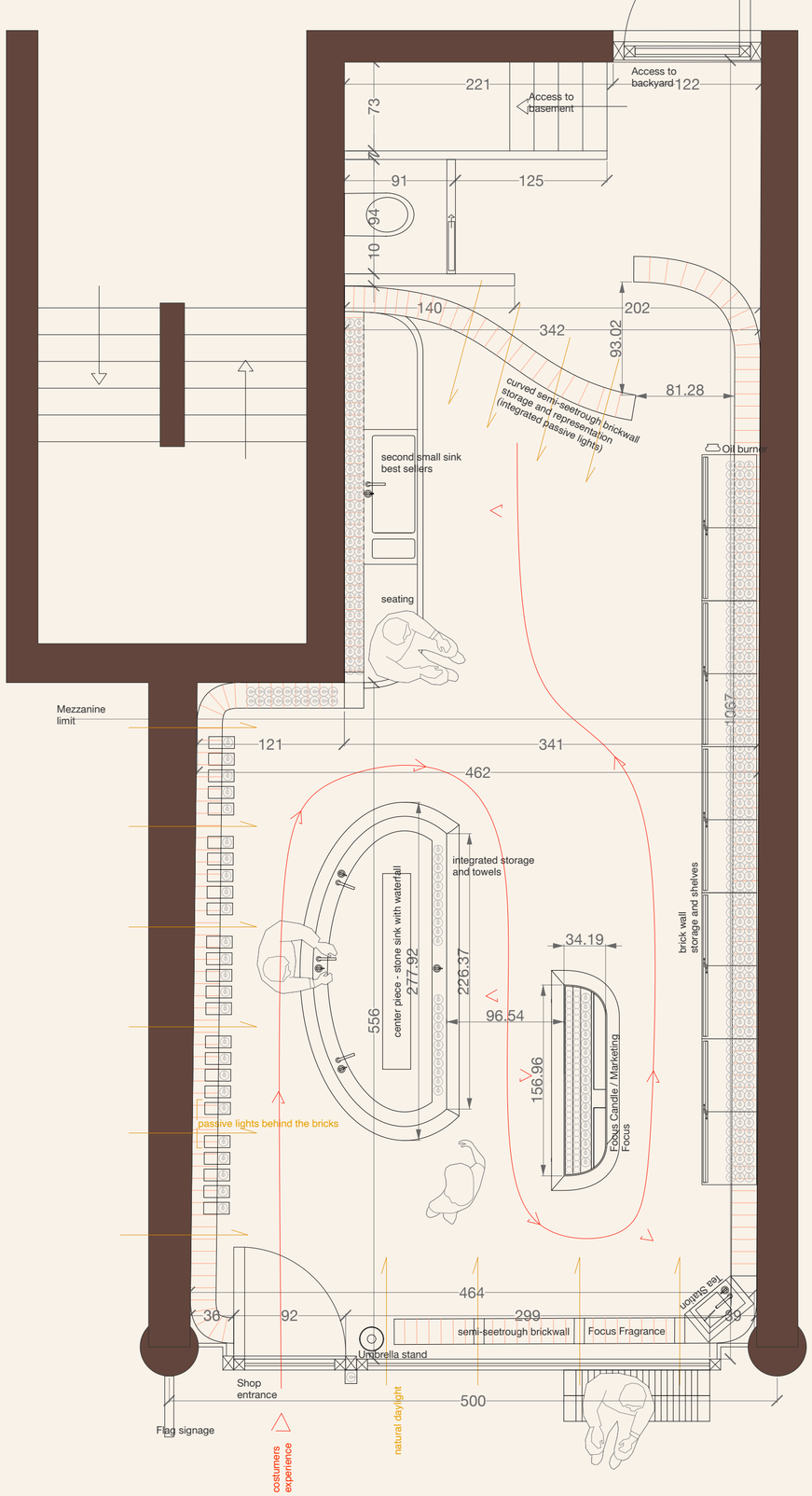


MADLEN**SUNTINGER**



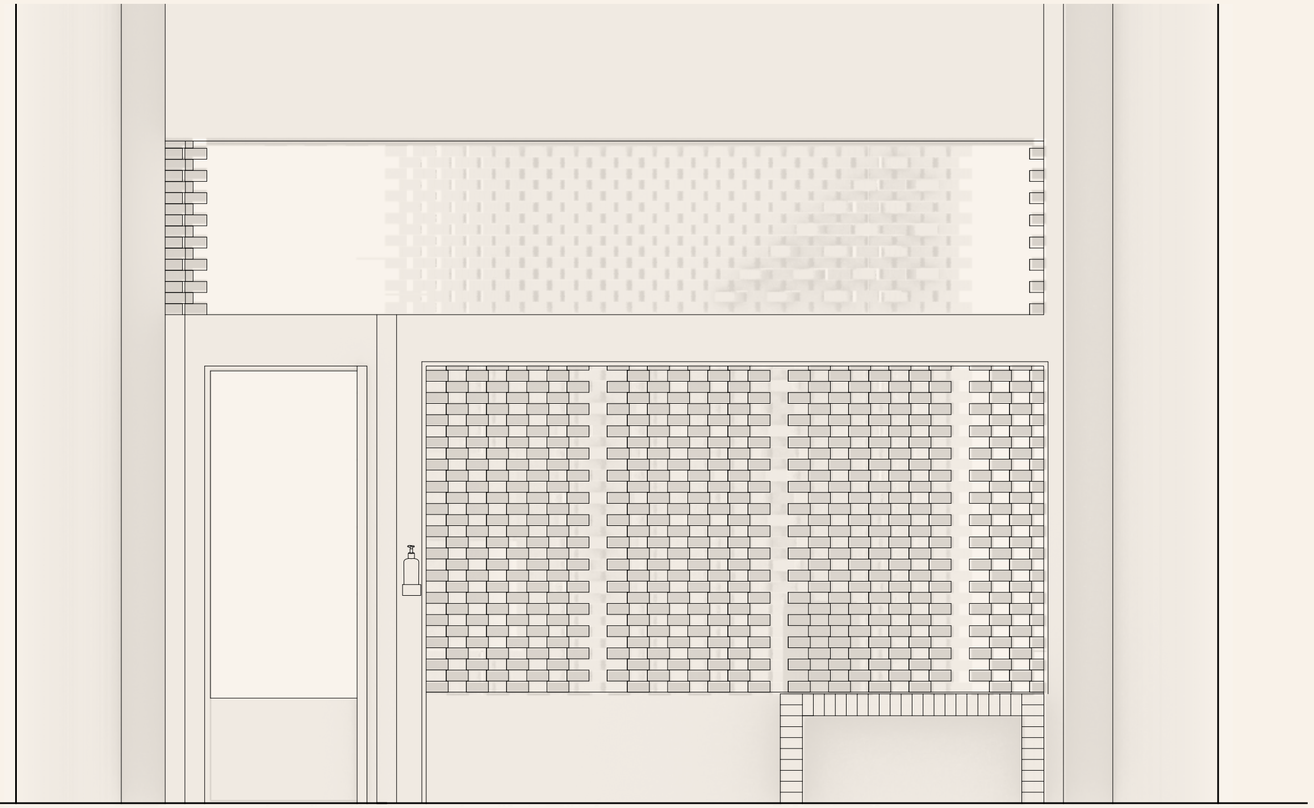
The lighting strategy is intentionally passive and atmospheric, using soft indirect light and diffused daylight to establish a calm, contemplative spatial atmosphere.

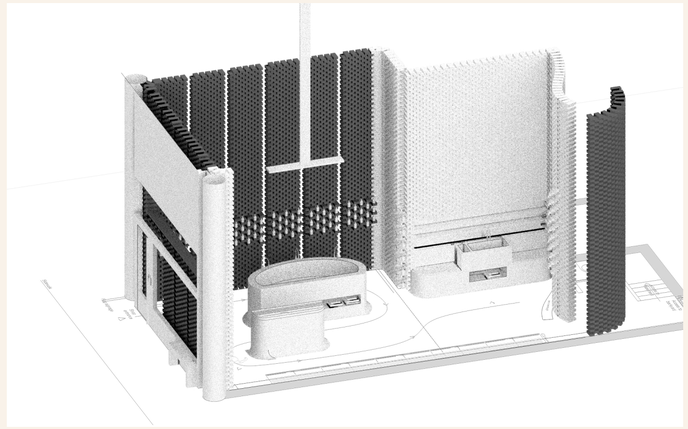


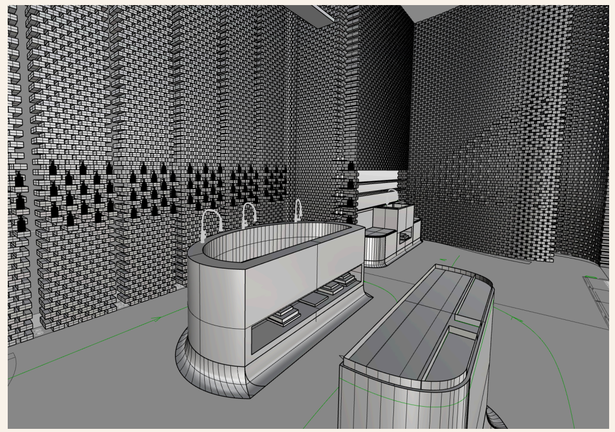


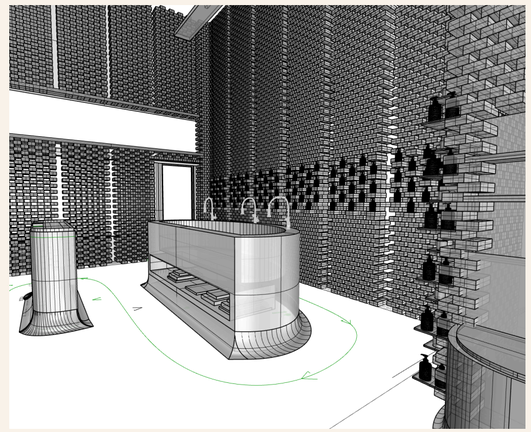
Spatial Organization & Circulation Concept

The floor plan is structured as a dialogue between geometric brick logic and organic spatial gestures. While the brick walls follow a strict modular and tectonic order, the interior elements are articulated through curved geometries that introduce softness and fluidity into the space. These organic curves are conceived as a subtle guiding system for the visitor, naturally leading them through the store without the need for explicit signage. The curved brick partitions and central elements choreograph movement, creating a continuous spatial flow from entrance to centerpiece and toward secondary product zones. This contrast between the rational brick grid and the fluid circulation path establishes a layered spatial experience: architecture as a stable, grounded framework, and the visitor journey as an intuitive, bodily experience.

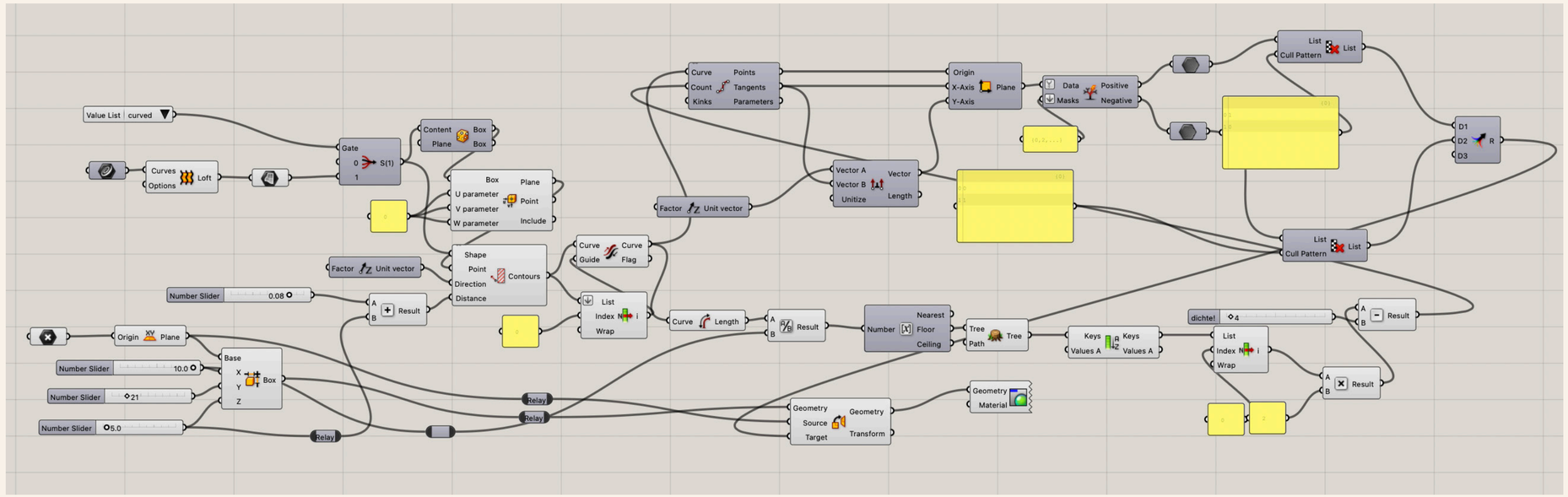




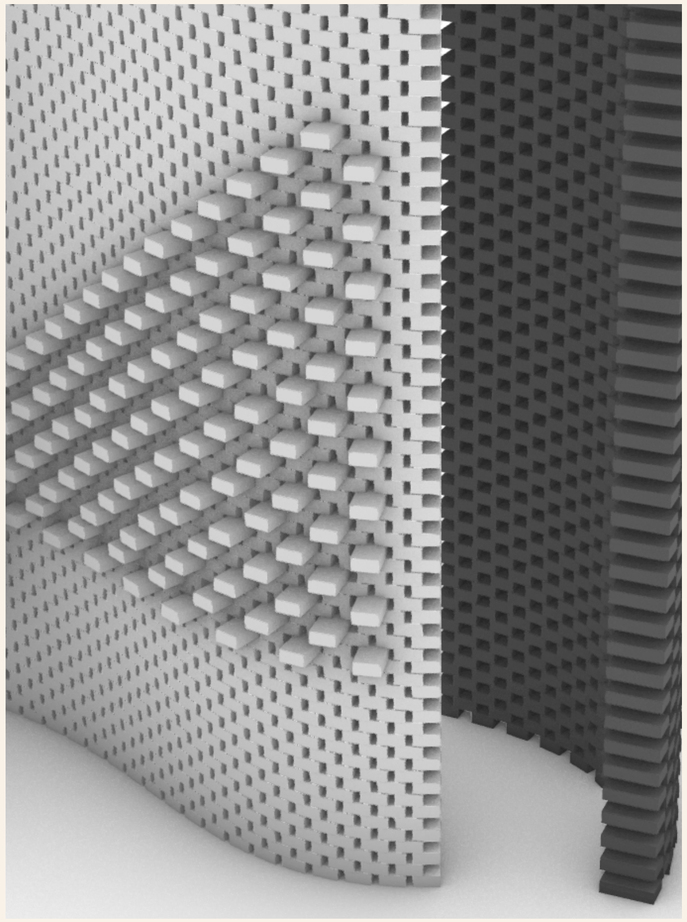


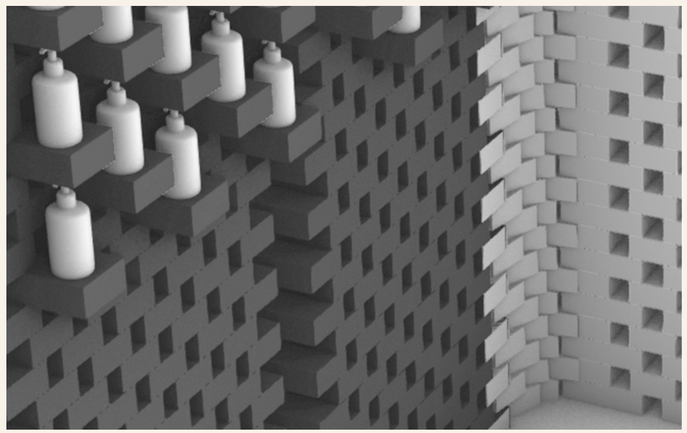


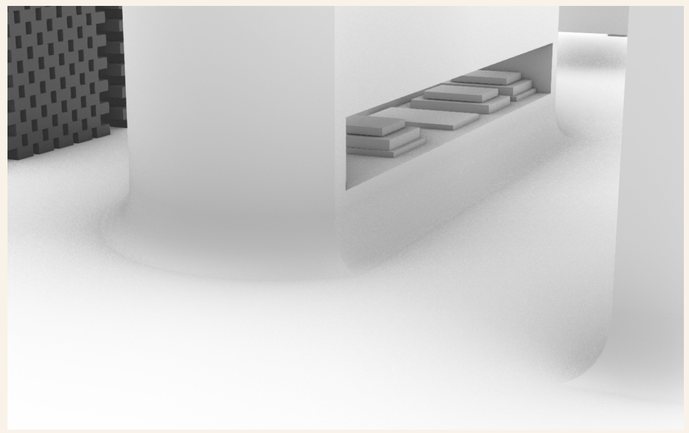
To design the curved wall structure using a simple brick module, a Grasshopper script was developed. This parametric tool allowed multiple design options and high flexibility throughout the process. By adjusting the brick arrangement, different storage and display possibilities could be explored, enabling both functional and representative uses. Subtle variations in curvature and detailing were used to maximize spatial efficiency while maintaining a strong visual identity.



The curved wall system is based on a simple brick module, translated into a parametric Grasshopper workflow. This approach enabled iterative design exploration and adaptability, allowing the geometry to respond to spatial and functional requirements. Through variations in brick placement, the structure offers diverse storage and display scenarios, balancing utility and visual expression. Fine-grained adjustments in curvature and detailing were used to optimize spatial performance and enhance the architectural character of the installation.








Aesop





Concept narrative

The interior concept is conceived as an immersive material landscape, where architecture becomes both spatial enclosure and product display infrastructure. Brick is used as the primary material, referencing Rotterdam's historic masonry culture and its post-war reconstruction identity, while also providing a tactile, craft-based surface that resonates with Aesop's material-driven design language.
The brick walls are articulated with protruding elements that act as integrated product plinths, transforming the façade logic into an interior merchandising system. In this way, the wall itself becomes both a structural and representational device, blurring the boundary between architecture and retail display.
A light beige natural stone floor is introduced to create a soft contrast to the darker brick, establishing a dialogue between mineral surfaces. The interplay between brick and stone emphasizes material authenticity, durability, and a sense of geological time—qualities that align with Aesop's ethos of longevity and restraint.
Lighting is conceived as passive and atmospheric rather than theatrical. Indirect illumination and controlled apertures create a subdued, warm ambience that enhances the tactile qualities of the materials and frames the products in a calm, almost contemplative setting.
At the center of the space, an organically shaped stone washbasin functions as the spatial and experiential focal point. Alongside conventional taps, a vertical waterfall faucet is introduced, creating a rain-like flow that transforms the act of washing into a ritualistic moment.

This centerpiece anchors the interior composition and reinforces Aesop's emphasis on sensory experience and ritual.

