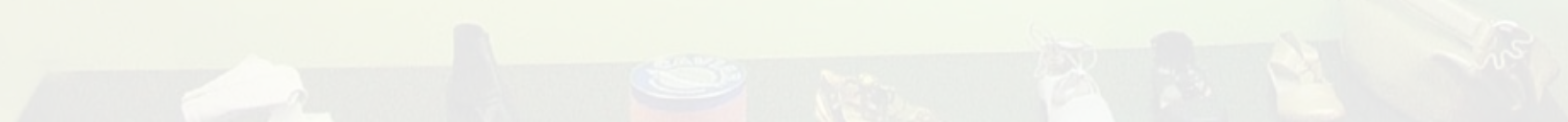




VECTORWORKS CASE STUDY



VECTORWORKS HELPS CREATE HIP SPACE FOR HIGH-FASHION CROWD





NEW YORK CITY-BASED
INTERIOR DESIGN FIRM
DANIELÉ PERNA DESIGNS
CREATED A STRIKING
ENVIRONMENT OF
CONTRASTS THAT DEFIES
THE LAWS OF PHYSICS
FOR THE SHOE LOUNGE
USING VECTORWORKS.

The Shoe Lounge is the latest retail establishment to open on Walnut Street in Philadelphia's Center City, the city's high-fashion row. The hip space houses some of today's hottest designer shoe labels, including Prada, Miu Miu, Marni, and Christian Louboutin, and showcases the work of New York artist Doze Green (www.dozegreen.com). To create the high-end retail space, New York City-based interior design firm Danielé Perna Designs (www.danielepernadesigns.com) used VectorWorks.

IF THE SHOE FITS

In fact, Principal Designer Danielé Perna used VectorWorks for every aspect of the design and presentation process, including 3D renderings, elevations, and construction drawings.

"The renderings we generated in VectorWorks helped our client visualize the design and realize the impact and marketability of various aspects," says Perna. "We created top-notch presentations that conveyed the complexity of what, at first glance, appeared to be a simple design. Despite the complexity and although the design for this project underwent numerous revisions, we were still able to quickly and cost-effectively keep the project moving thanks to VectorWorks."

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Perna's ambitions went beyond the creation of a distinctive retail space. His plan while conceptualizing the design, determined by his lifelong mission to affect a change of consciousness through his work, was for individuals who enter The Shoe Lounge to become charged emotionally by the aesthetic. To do this, Perna created an environment of contrasts to instantly engage the consumer upon entering the retail space. He was inspired by the concept that the bulky second-floor loft housing the shoe lounge was "floating" above the first floor. The designer used heavy materials in weightless applications, simultaneous cool and warm lighting, and conceptual compositions to defy the principals of physics.

Perna designed a sculptural wall, featuring tiles by Mio, monolithic in size that appears to be suspended in the space. The wall has rhythm and pattern—soft three-dimensional curves—within a sharp, right-angled frame. The entire sculpture is set within the frame of the architecture that Perna created to pronounce the concept. He used warm back lighting and cool front lighting to enhance the illusion.

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RENDERWORKS KICKS IT UP

"In situations where complex designs were repeated, such as in the floating tile wall, VectorWorks allowed us to create one element, copy it quickly, and drop it into the elevation," says Perna. "When lighting is such a critical part of the design, having a tool like RenderWorks is invaluable. It really gave us the opportunity to push the play between warm and cool lighting to create the impact we wanted. The ability to import images from Adobe® Illustrator and Photoshop was another feature we took advantage of during the design process."

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The space also features polished steel display shelves that appear weightless as they "float" in seven to 12 foot lengths along two walls. "It's the lighting that completes the illusion of buoyancy," says Perna.

Perna also designed a "shoe vault" where he replaced the right-angle corner with a soft curve that commands attention, and a stepped crown molding that provides a sense of delicacy. The aluminum paint finish makes the structure look like it is actually made of aluminum or even polished steel. The "shoe vault," which appears massive in size, rests suspended above the stairwell.

The ability to communicate electronically has become a requirement for the design firm. "Since this project was out of state, being able to e-mail contractors construction drawings made a world of difference," he says.

"There's always something in each VectorWorks upgrade for designers to learn that will help speed up our process."





A REAL SHOE IN

"VectorWorks is an extremely efficient, complex, and savvy design tool that has actually had an impact on my evolutionary process as a designer," says Perna. "It gives me the ability to work much more quickly, which, in turn quickens my cerebral process."

"You just can't beat the cost. VectorWorks is an extraordinary value for all the capabilities you get."