

# **FERNANDA STIFELMANN**

**FERNANDASTIFELMANN@GMAIL.COM**

---





***"EVERY GREAT DESIGN BEGINS  
WITH AN EVEN BETTER STORY"***

***- LORINDA MAMO, DESIGNER***



***AGILE/MULTIFACETED/FUNCTIONAL***



**I AM ATTRACTED TO THE CHALLENGES INVOLVED IN SOLVING PROBLEMS THROUGH DESIGN. THE WORLD IS A CHAOTIC AND DISORGANIZED PLACE, AND PART OF MY PROCESS INVOLVES CREATING ORDER THROUGH METICULOUS ORGANIZATION AND SIMPLIFICATION.**

## TABLE OF CONTENTS

### **RETAIL/STORE DESIGN**

OLD FAITHFUL SHOP BOUTIQUE  
OLD FAITHFUL SHOP KIOSK  
BARBERSHOP  
NITRO ICE CREAM STORE

### **EXHIBIT DESIGN**

STANLEY PARK NATURE HOUSE

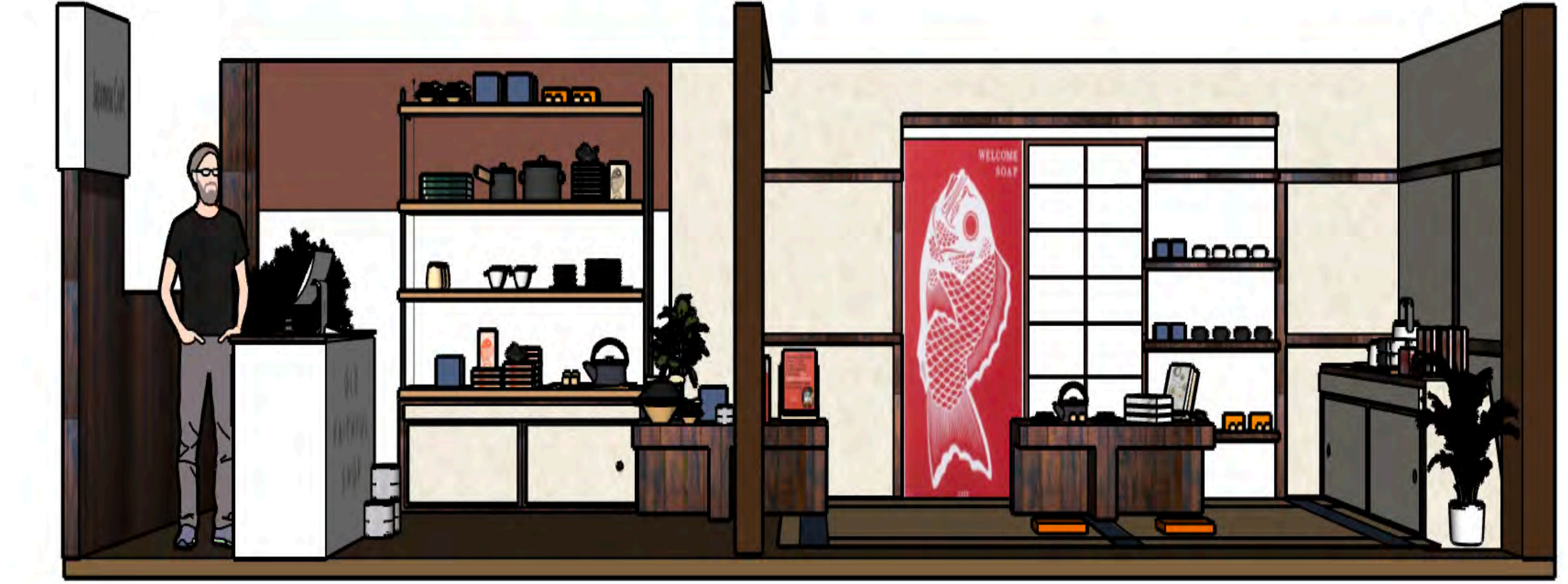
### **BRANDING/PRODUCT DESIGN**

PERSONAL IDENTITY  
BRAND IDENTITY

### **DESIGN EXPLORATION**

PAPER DRESS  
TREEHOUSE







# RETAIL/STORE DESIGN

## NORDSTROM POP-UP

### OBJECTIVE

Create concept plans and a computer modeled rendering for a 10 ft x 30 ft Pop-Up for a lease holding boutique of your choice for Vancouver's Downtown Nordstroms. Research and develop a concept for the independent retailer, a merchandising plan, interior design, fixtures and include their logo for signage.

### OUTCOME

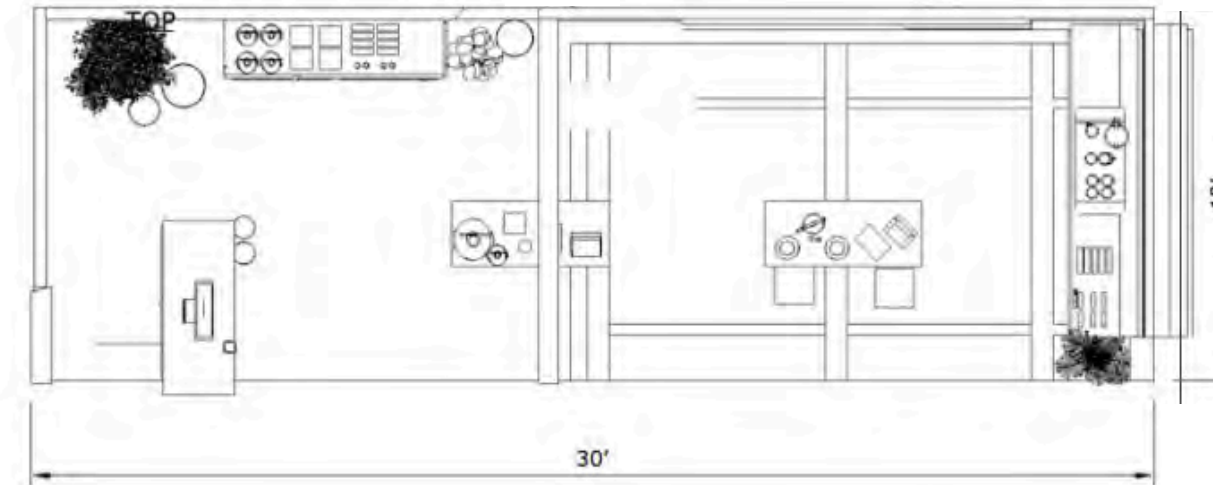
Old Faithful Shop is a multifaceted boutique best known for their unique sense of style and eclectic mix of modern goods.

The goal behind this project was to strike the right balance between Old Faithful's charming boutique aesthetic and Nordstrom's mass-mark luxury department. Staying authentic to both brands was imperative, and my solution was to find a concept at the intersection of commonalities between the two; quality products, a sophisticated customer and a design aesthetic that is highly engaging to their audience. As Japanese design is celebrated for its appeal, sophistication and refinement, a Japanese pop-up boutique seemed like a unique solution for each of these considerations. This interactive and authentic Japanese house features minimalistic geometric shapes, color, textures and pattern designed to entice customers.



Entrance View from the left

TOP



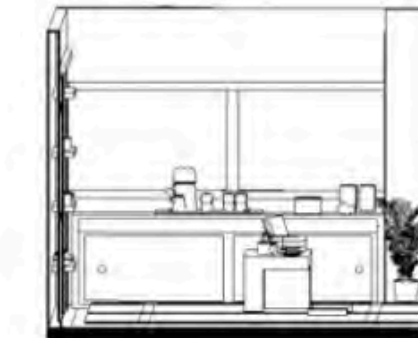
ISOMETRIC



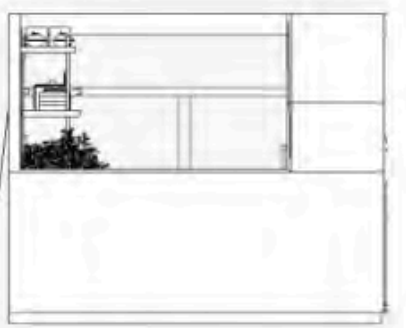
FRONT



RIGHT



LEFT



SCALE 1/4" = 1'







## FURNISHINGS

1.



Dark Brown Walnut Table

3.



Custom Wood Japanese Cabinet  
Lined with Traditional Rice paper  
Dark Brown Walnut Trim

5.



Custom Shelving Unit  
Metal Support Rods  
Red Alder Shelves  
Japanes Cabinet

2.



Custom Built in Shelves  
Dark Brown Walnut

4.



Custom White Plastic Desk  
Dark Brown Walnut Top

6.



Sliding Door **shoji** |  
Fine Silk  
Wooden Frame

## SHOP SIGN

A.



## MATERIALS



Dark Brown Walnut:

Japanese Table  
BlackSplash Cash Desk  
Shelves



Traditional Rice Paper:

Application on walls  
Application on cabinets



Red Alder:

Book Holder  
Table Trays



White Plastic Paneling

Cash Desk Counter

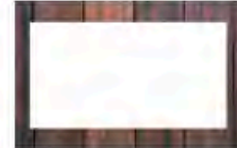
## FINISHES

B.



Dark Brown Walnut  
Knob on Cabinet Doors

C.



Dark Brown Walnut  
Trims

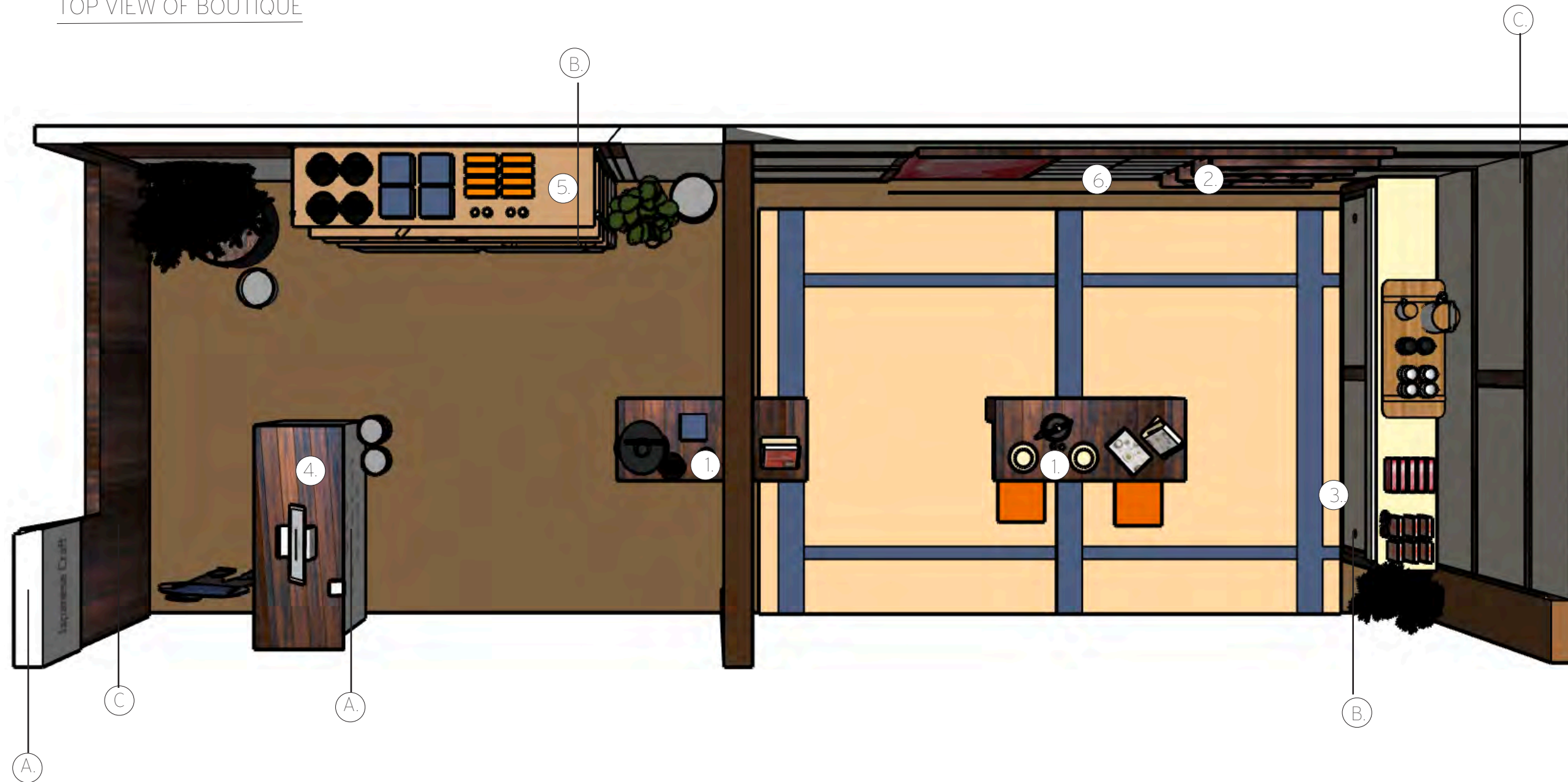


Paint  
Wall Behind Shelf



Paint  
Posts and Beams

## TOP VIEW OF BOUTIQUE







Custom Shelving Unit with Merchandise



Custom Japanese Inspired Table with Merchandise

ISOMETRIC VIEW - LEFT SIDE OF BOUTIQUE



Isometric View





Custom Build-In Shelf with Merchandise



Custom Japanese Inspired Table with Merchandise

## ISOMETRIC VIEW - RIGHT SIDE OF BOUTIQUE



Isometric View of Right Side





## ALTERNATIVE RENDERING - BOUTIQUE PROCESS

Initial rendering lacked unique design and any Japanese Influence; ie Architectural design elements like minimalism and traditional Japanese materials



Front View

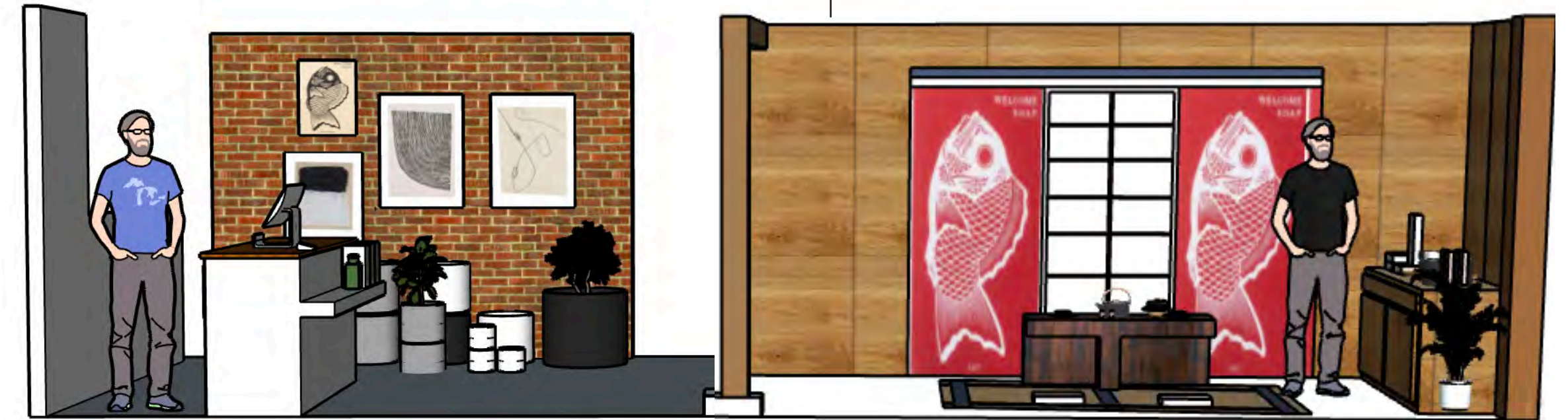
## ALTERNATIVE RENDERING- BOUTIQUE PROCESS

Initial Japanese House was not traditional enough and lacked story telling.

The Modern wood walls were replaced by traditional Japanese rice paper and wood was later introduced in wall trimming



Isometric View of Right Side



Front View





# RETAIL/STORE DESIGN

## NORDSTROM KIOSK

### OBJECTIVE

Create concept plans and computer modeled renderings for a 3 ft x 6 ft boutique kiosk in a department store environment. Research and develop a concept for the independent retailer, including a merchandising plan, a fixtured design including storage and a cash wrap and signage. Generally each of the above considerations is required to be fully functional within a limited space.

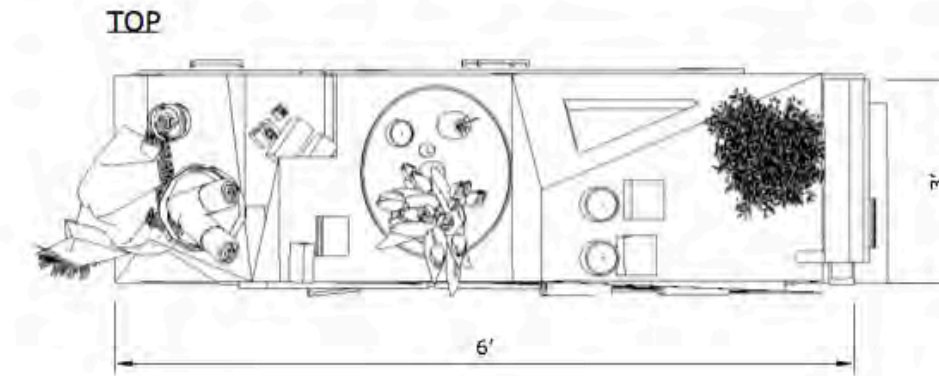
### OUTCOME

Old Faithful Shop is a sophisticated boutique best known for their unique sense of style and eclectic mix of modern quality goods.

Drawing inspiration from a combination of vintage furniture and the brand's current display and merchandise style, this kiosk allows for a range of required functionality while allowing staff to operate in a small space. It is unique enough to draw the attention of passing by customers, and small enough that the brand will benefit from lower rent due to small square footage and a range of possible deployment areas within a mall due to its small size.



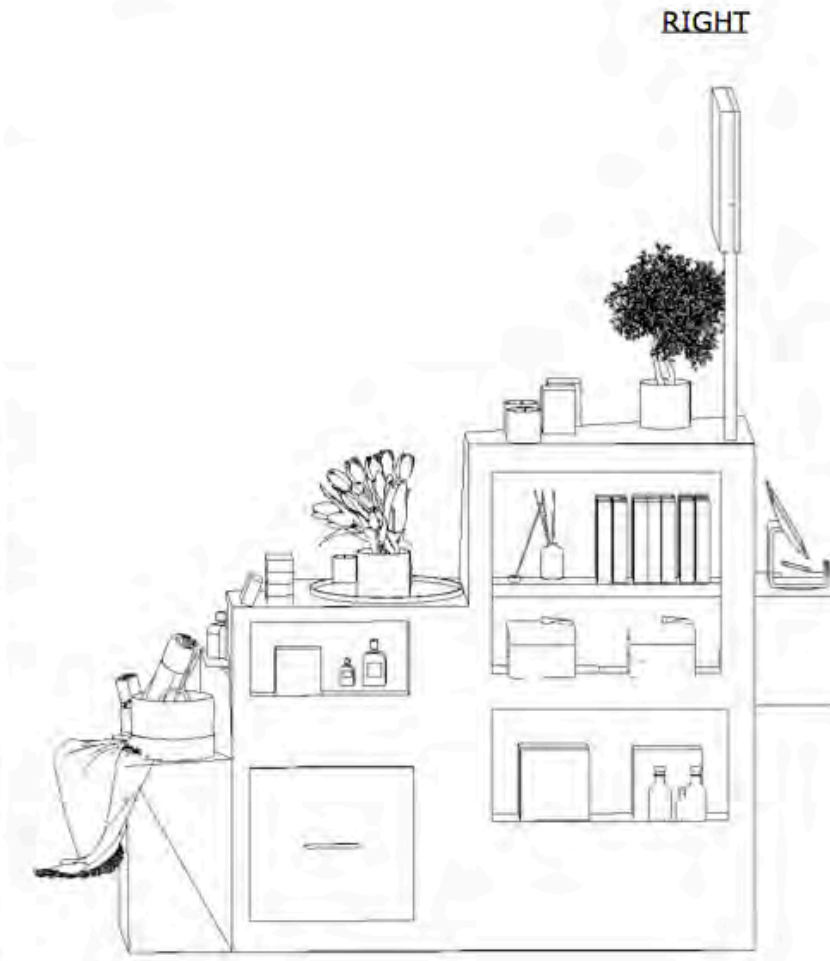
Isometric View



TOP



FRONT



RIGHT



LEFT

ISOMETRIC



SCALE 3/4" = 1"





## SHOP SIGN

(A)



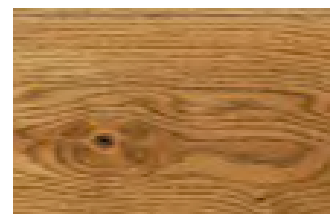
## FINISHES

(B)

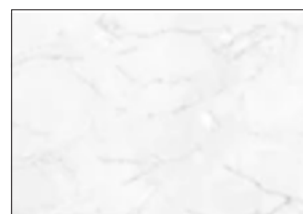


Cabinet Handle  
Stainless Steel  
Kiosk

## MATERIALS



Cherry Wood  
Kiosk



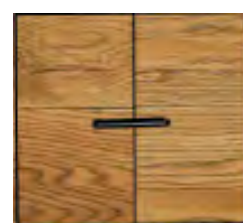
White Stone  
Purchase Desk with Ipad



Paint  
Wall Behind Shelf

## FURNISHINGS

(C)

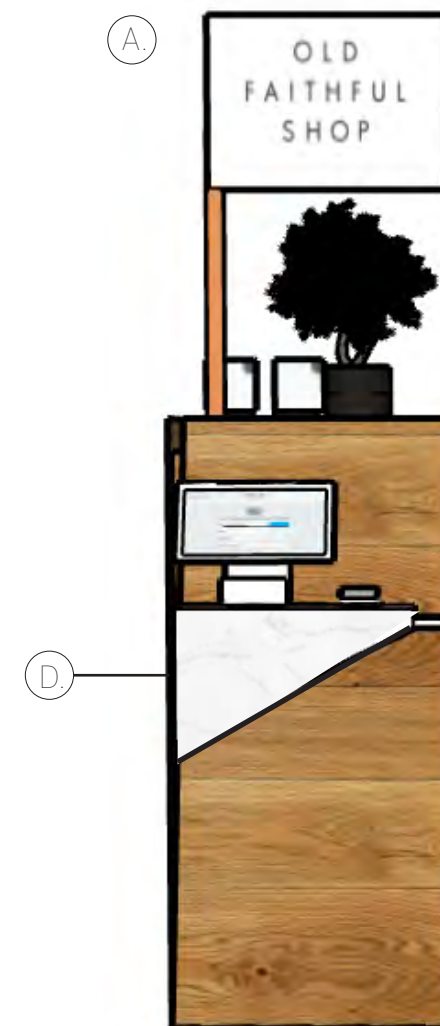


Storage Drawers  
Cherry Wood

(D)



Purchase Desk with Ipad  
White Stone







# RETAIL/STORE DESIGN

## BARBERSHOP

### OBJECTIVE

Create concept plans and a computer modeled rendering for a 8 ft x 12 ft space with a max height of 12 ft for a barber shop concept. Design and furnish the interior so the operator has the full functionality they would expect from a larger space. In addition, develop and produce a material finish sample board, including a furniture and fixtures board.

### OUTCOME

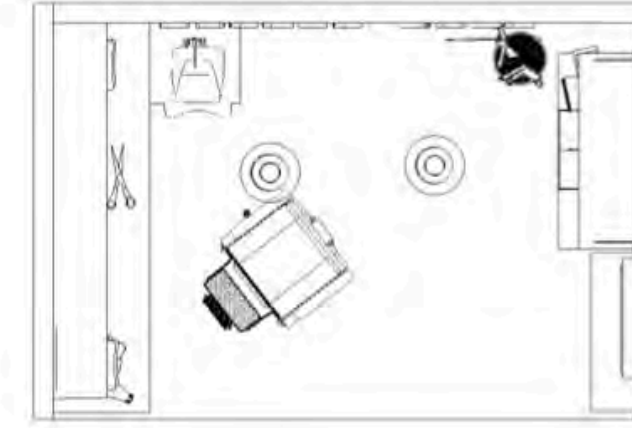
Research for this concept began with a review of images and layout trends in current salons. While it was important to stay 'on trend' with modern customer expectations, it was equally important to bring freshness and efficiency to the overall approach. Additionally, barber and salon workers were consulted around common challenges such as equipment placement, water access, lighting and other practical considerations.

Challenges of this project included incorporating full barbering functionality in a confined space, allowing for a minimum of 2 customers and giving customers the quality experience they expect. Durable materials were selected given their exposure to water, hair, temperature, light and humidity.



Front (Center) Wall

TOP



DIMENSIONS

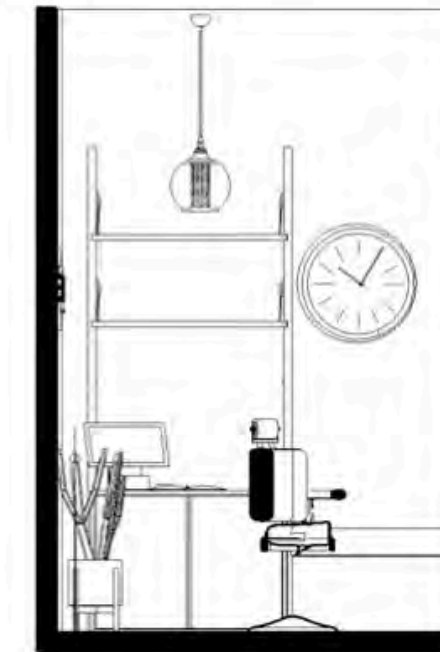
FRONT



ISOMETRIC



RIGHT



SCALE 3/8" = 1'







## FURNISHINGS



Built-in Wall Cabinet and Table with Hair Washing Sink  
Decorbond Melamine Panel

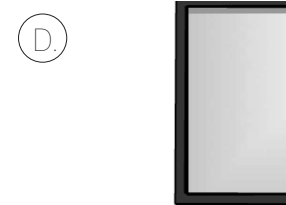


Built-in Wall Shelf and Sitting Bench  
Decorbond Melamine Panel

## FINISHES



Wall Hooks  
Plastic  
Dark Grey



Commercial Mirror  
Charcoal Frame



Ceiling Lamp  
Metal and Wire

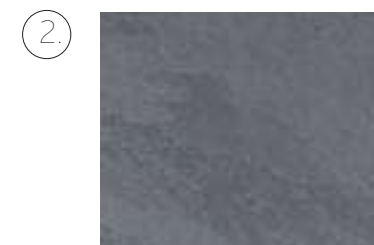
## SHOP SIGN



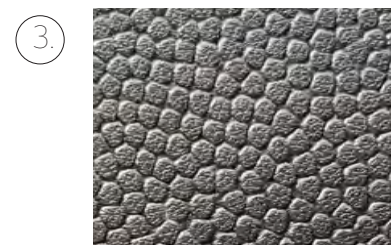
## MATERIALS



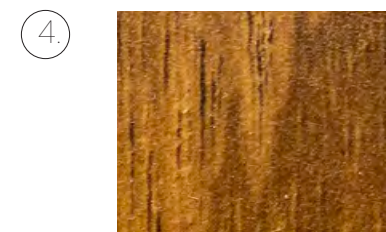
Natural Stone  
Sahara Finish  
Table Top



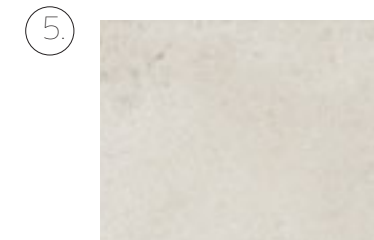
Stone Tile  
Black Matte Finish  
Flooring



Black Leather  
Barber Chair



Decorbond  
Melamine Panel  
Wall Cabinet  
Wall Shelf



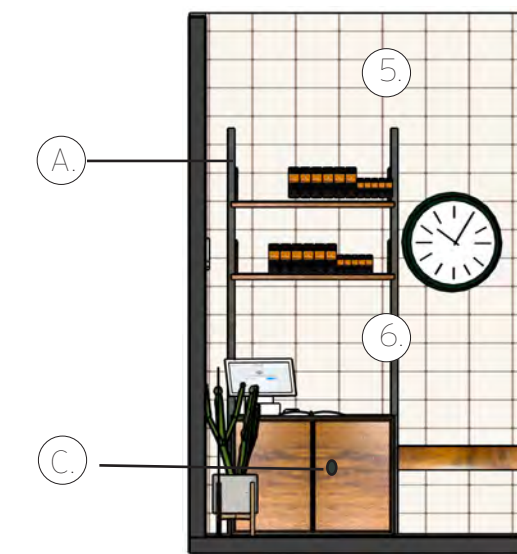
White Tile  
Glossy Finish  
Center Wall



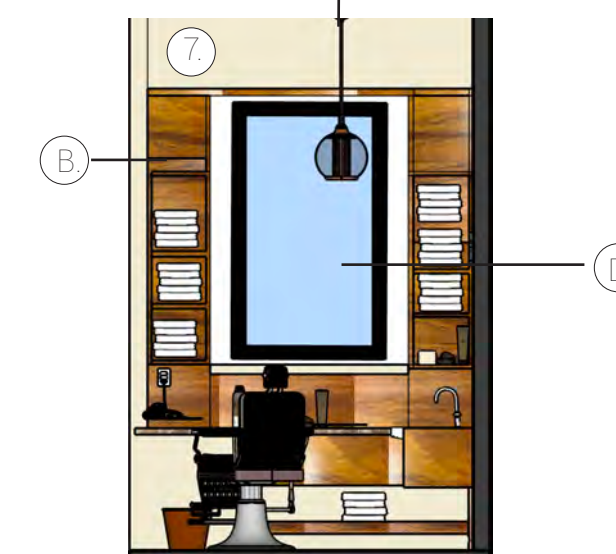
Metal Posts  
Wall Shelf  
Stainless Steel



Wall Paint  
Sahara Color



Right Wall



Left Wall





# RETAIL/STORE DESIGN

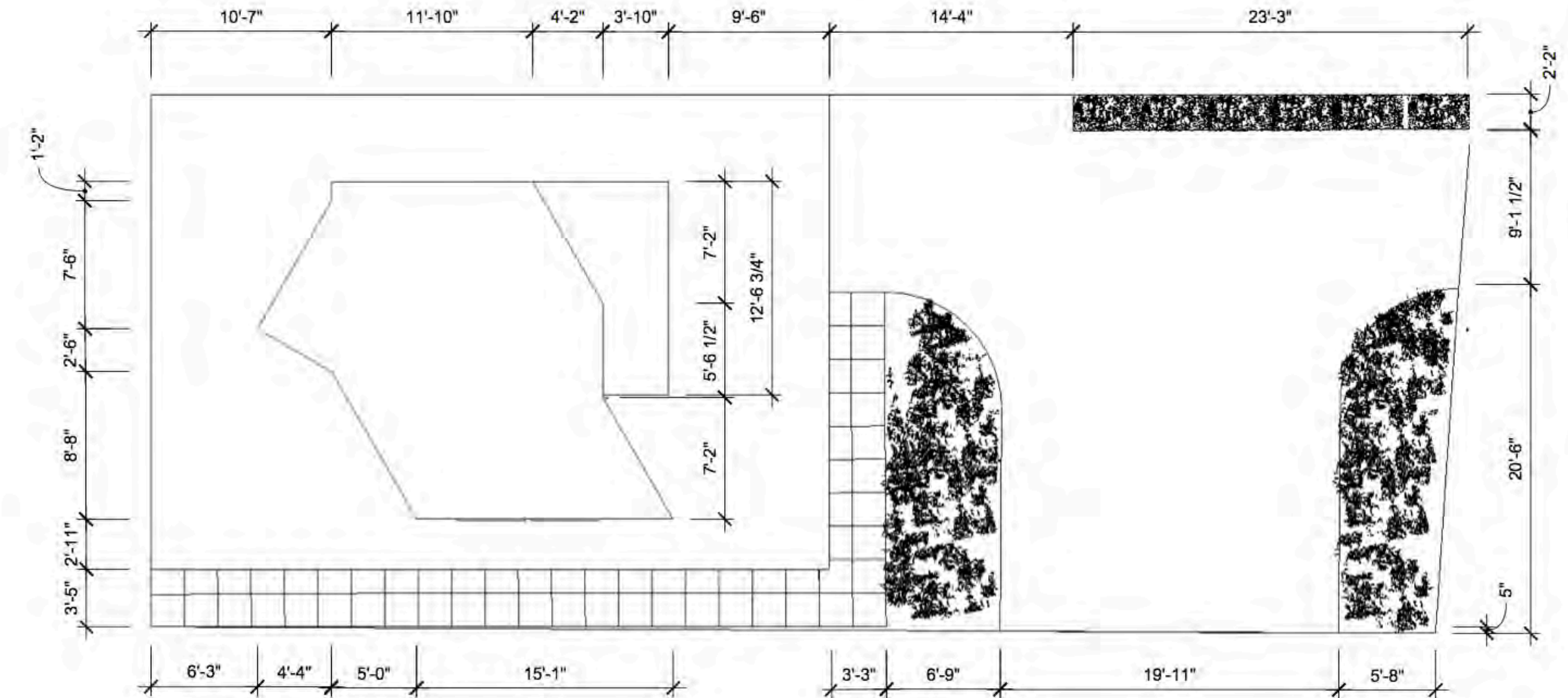
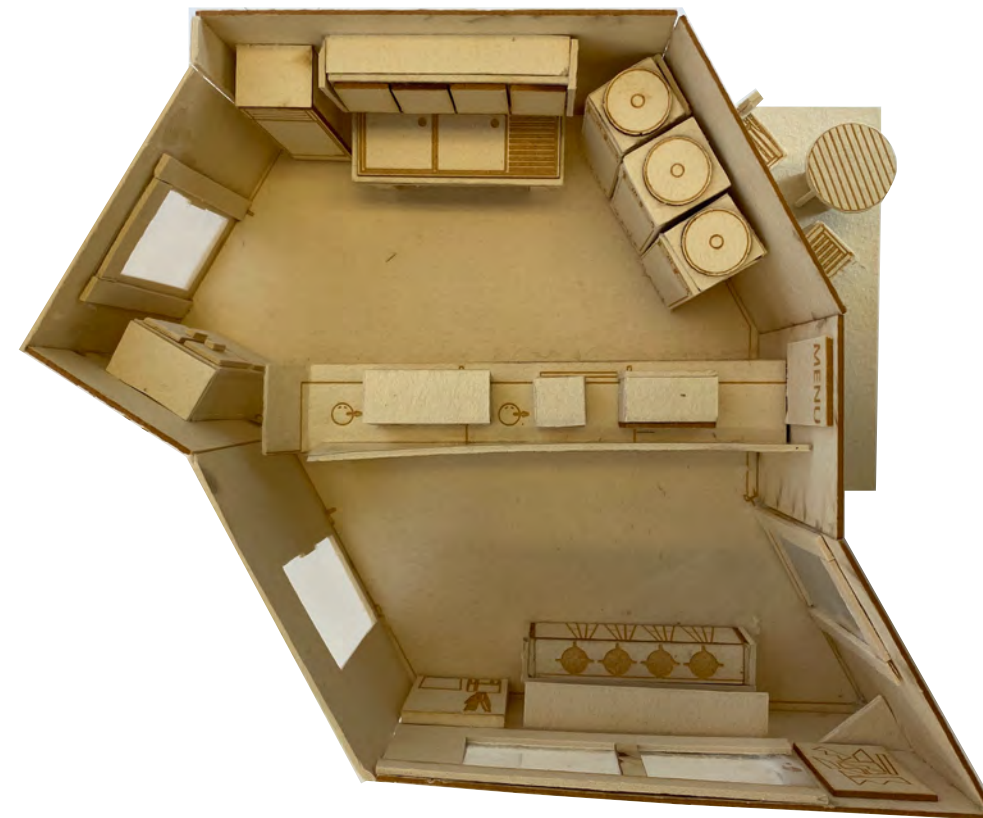
## NITRO ICE CREAM STORE

### OBJECTIVE

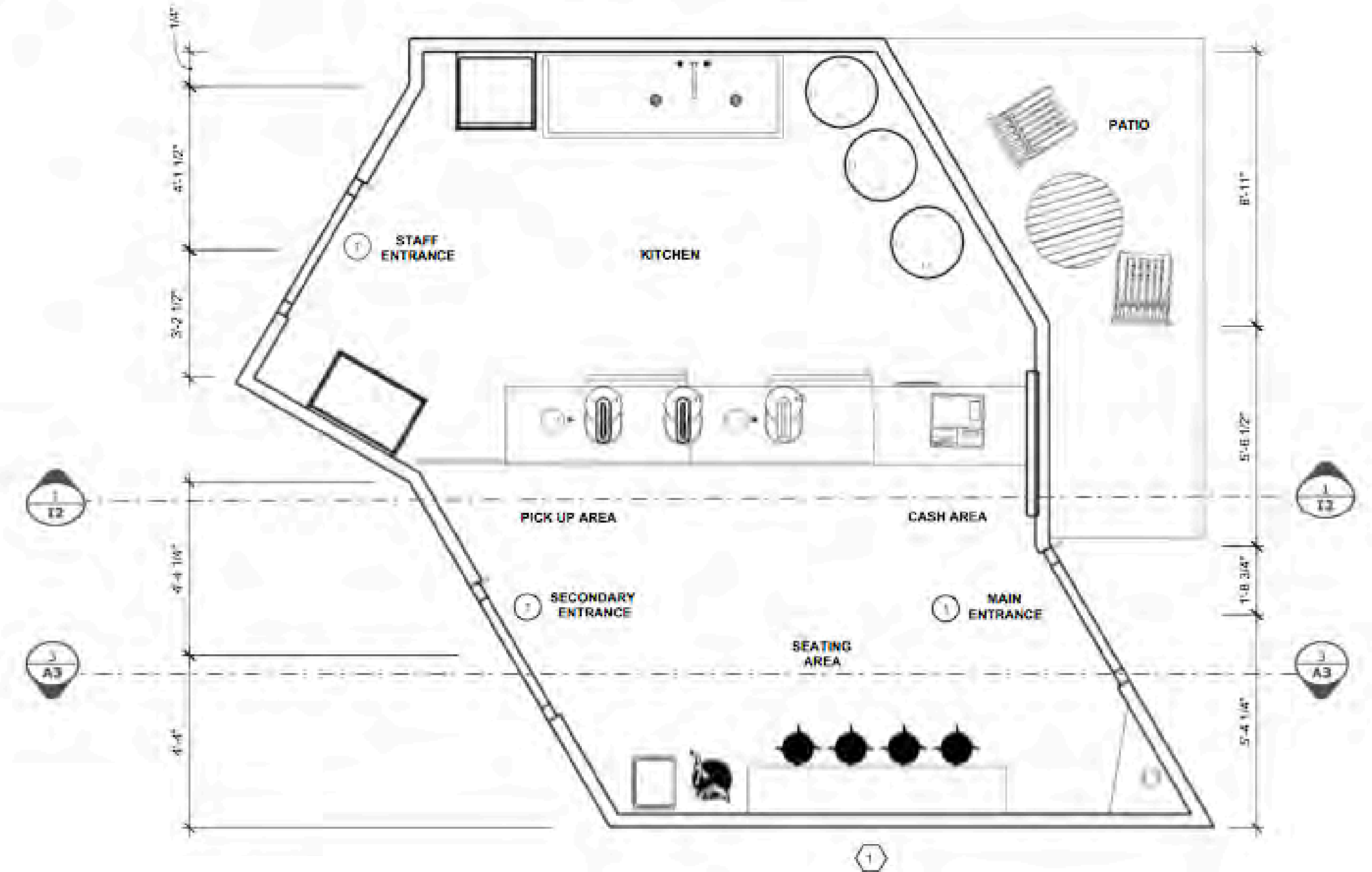
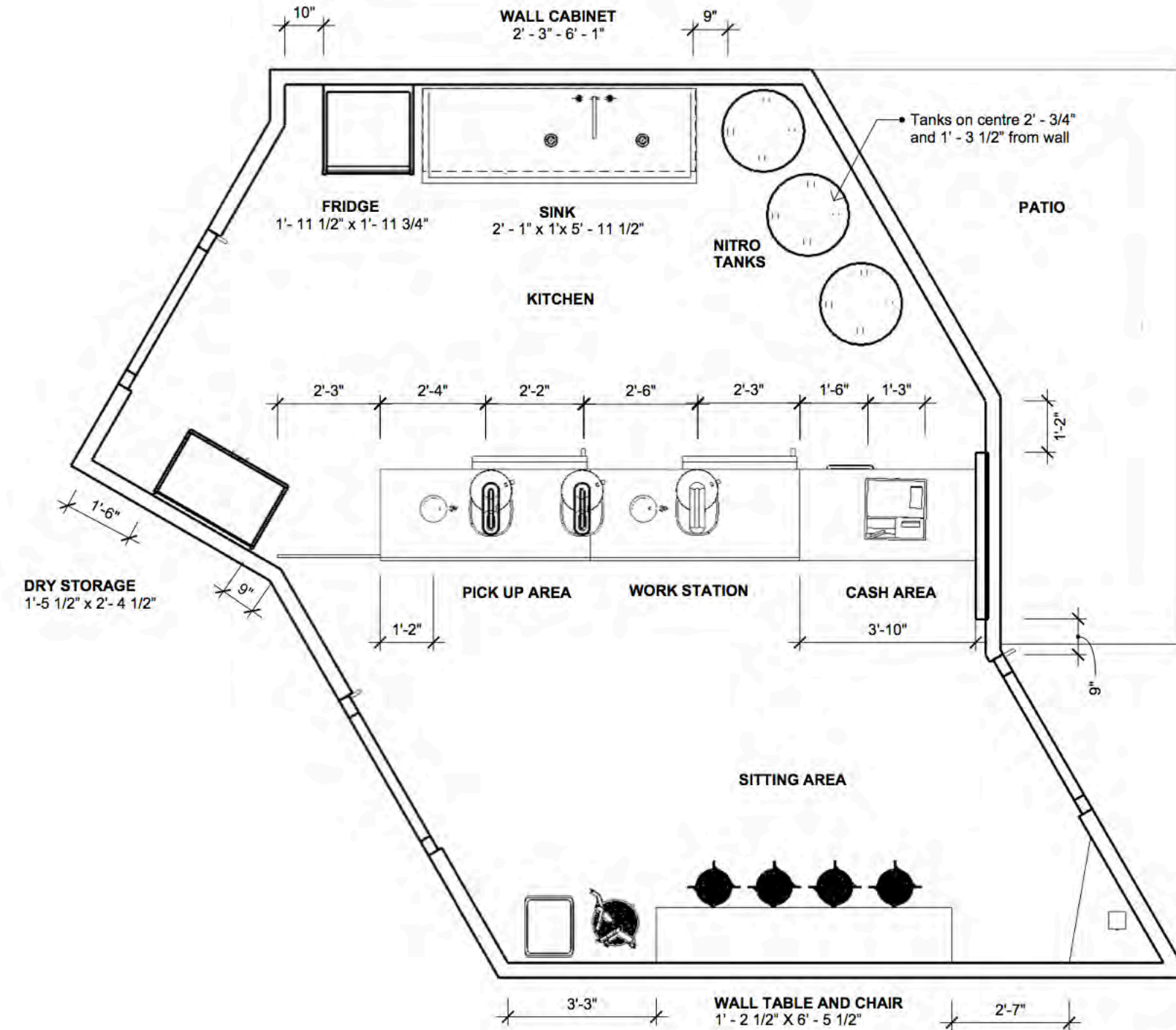
Develop the functional space planning requirement for a nitro ice cream shop using two 20 ft x 10 ft shipping containers. The containers can be cut two times to create a new shape, which will be used as the floorplan for the shop. Create floor plans and elevations and using these drawings. Build a scale model using laser cutting architectural task board and design and incorporate a vector pattern within the overall design.

### SOLUTION

Shipping containers were deconstructed in order to maximize the utility of their unique material while bringing a set of distinct features to a nitro ice cream shop. While doing so created a compelling look and feel for a shop, it also created certain hurdles as it relates to usage of square footage and the placement of equipment. Overall the creation of a compelling store shape that was functional to customers was balanced with a utilitarian back of house that allows workers to operate efficiently. While some square footage was sacrificed to strike this balance, the bet was that the overall customer experience would be elevated.

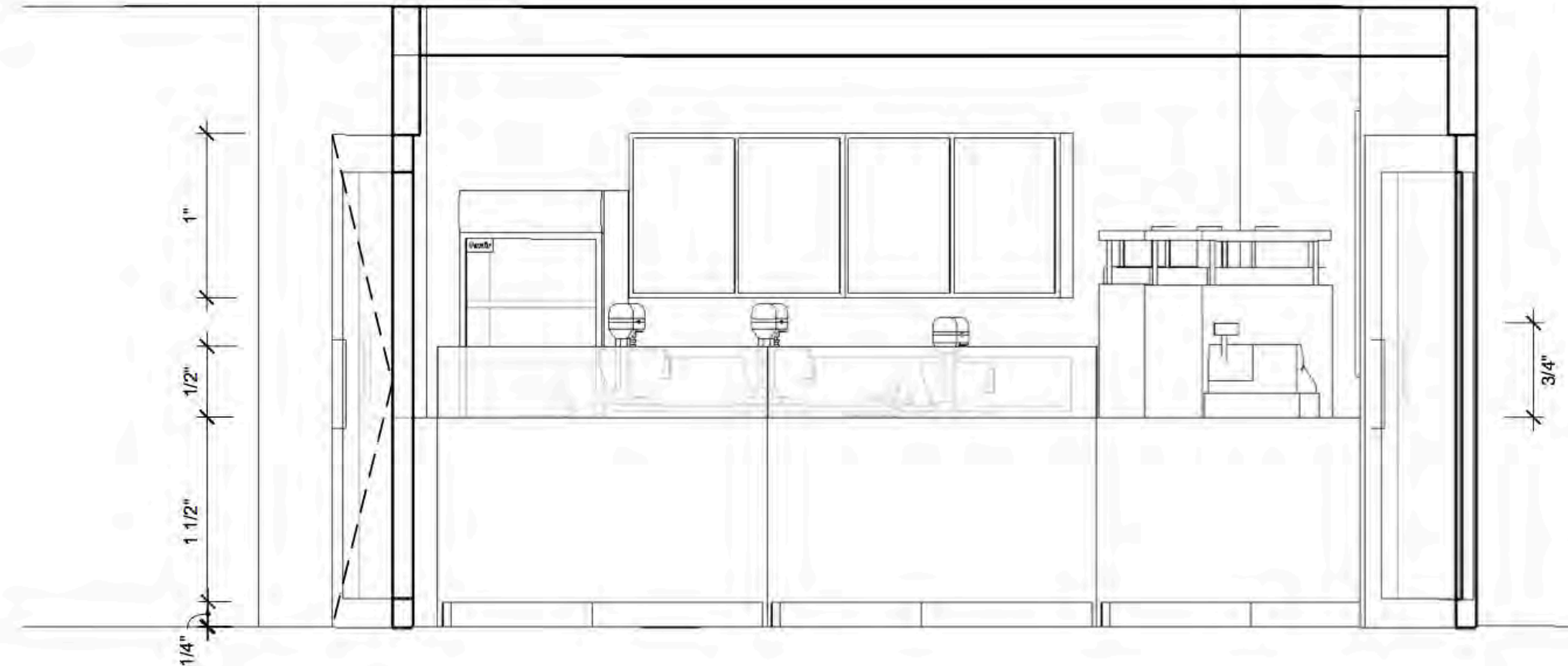








CASH DESK SECTION



SCALE 3/8" = 1'





# EXHIBIT DESIGN

## NATURE HOUSE EXHIBIT

### TEAM MEMBERS

Patricia Lin and Jay Kim

### OBJECTIVE

Research, design and develop an exhibition to be as part of the permanent exhibition for the Stanley Park Ecological Society. In groups, redesign a portion of the exhibit and come up with a more functional alternative to existing display systems.

### OUTCOME

Adhering to a set of criteria including sustainability principles, budget, brand, signage, and overall design requirements (including finding solutions to housing large and odd shaped taxidermy), the overall solution was intended to create visual experiences that are accessible and informative for both adults and children.

The solution involved a wooden construction with multiple display areas allowing a variety of items to be showcased as exhibits evolve and change. In addition, the displays needed to be raised up from the ground and easily be moved due to seasonal flooding. Signage is conveniently built in to the construction so that visitors are able to learn more about specific items that interest them.



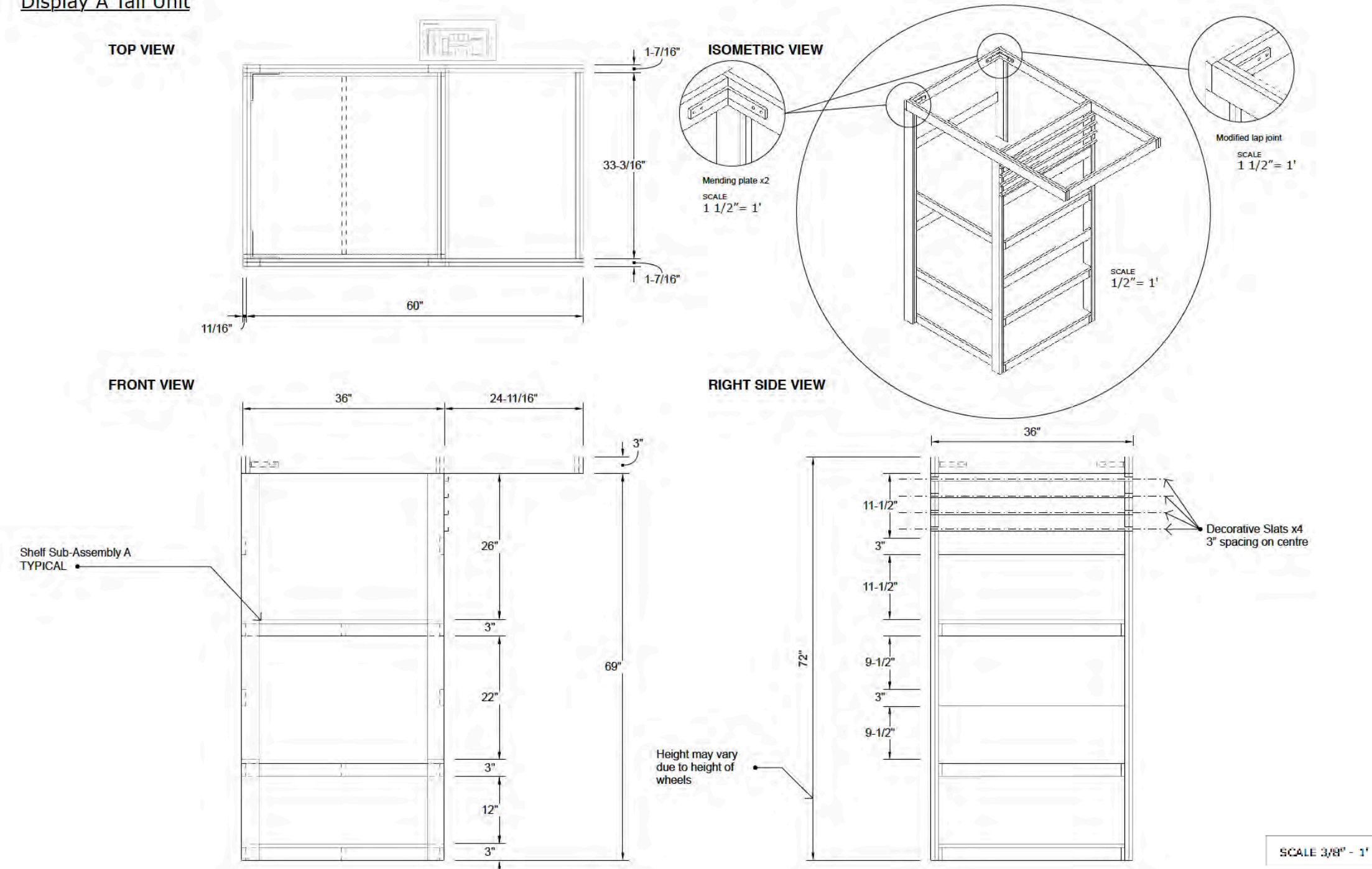
Display Unit A

Display Unit B

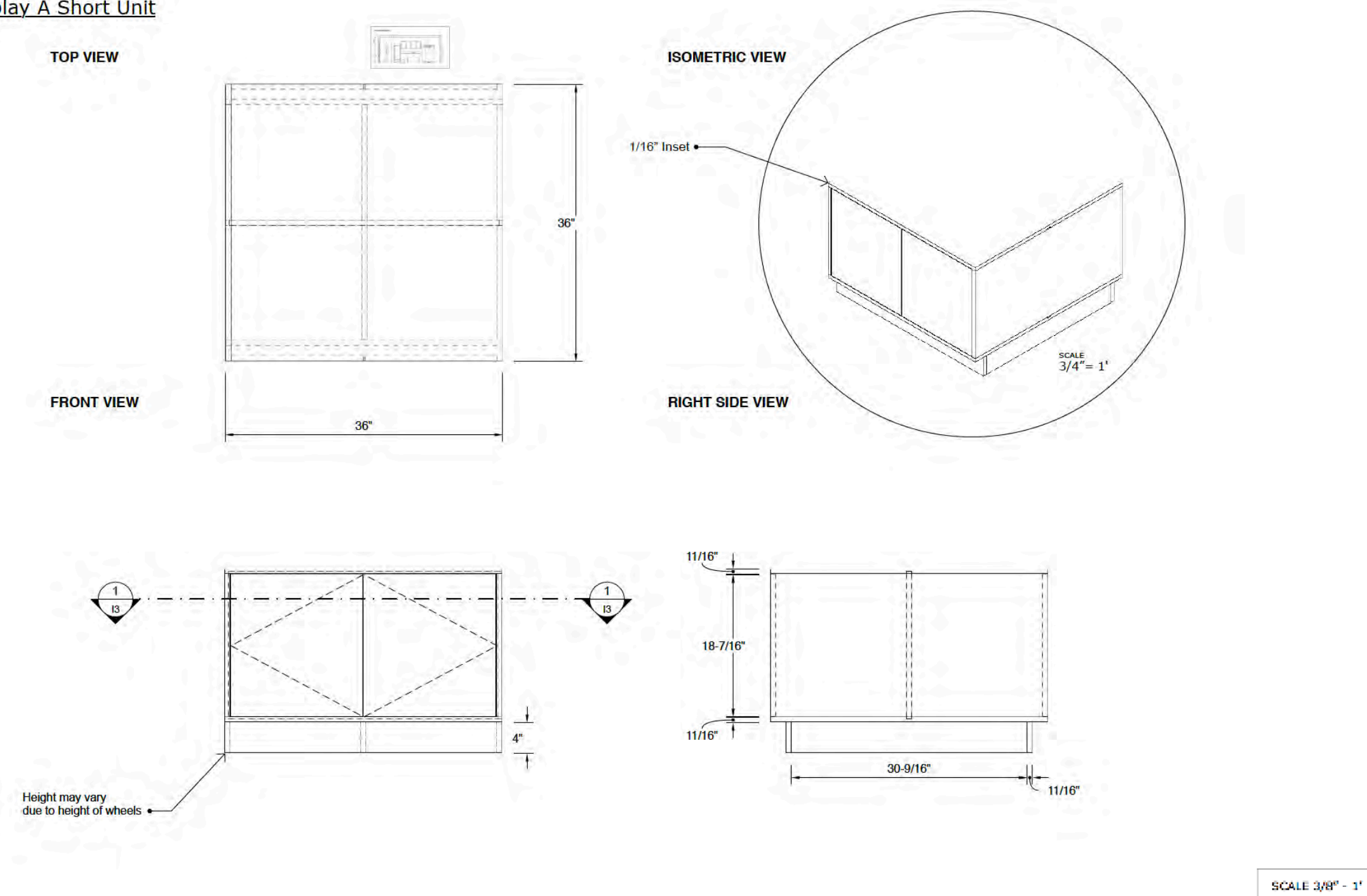




### Display A Tall Unit



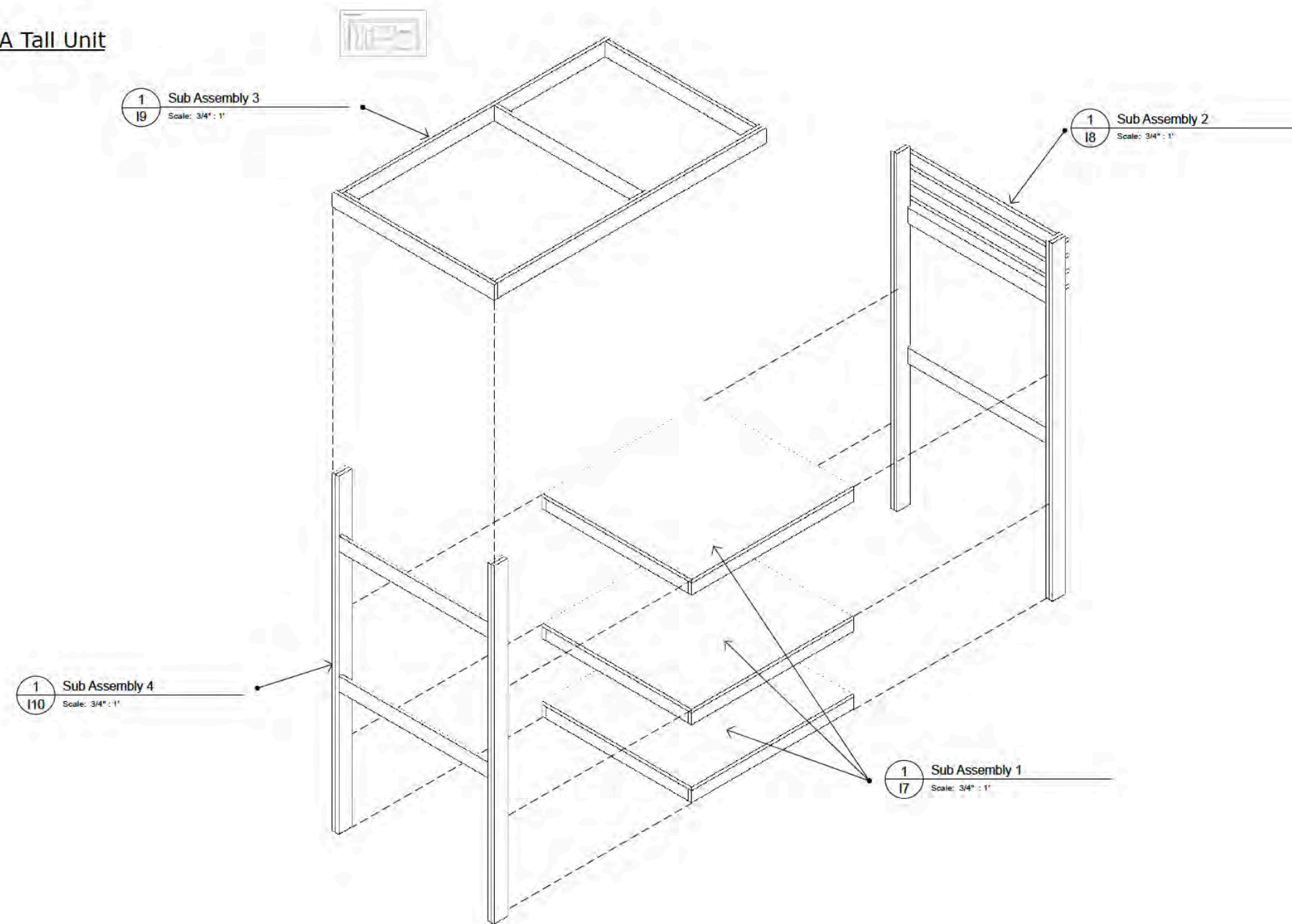
### Display A Short Unit







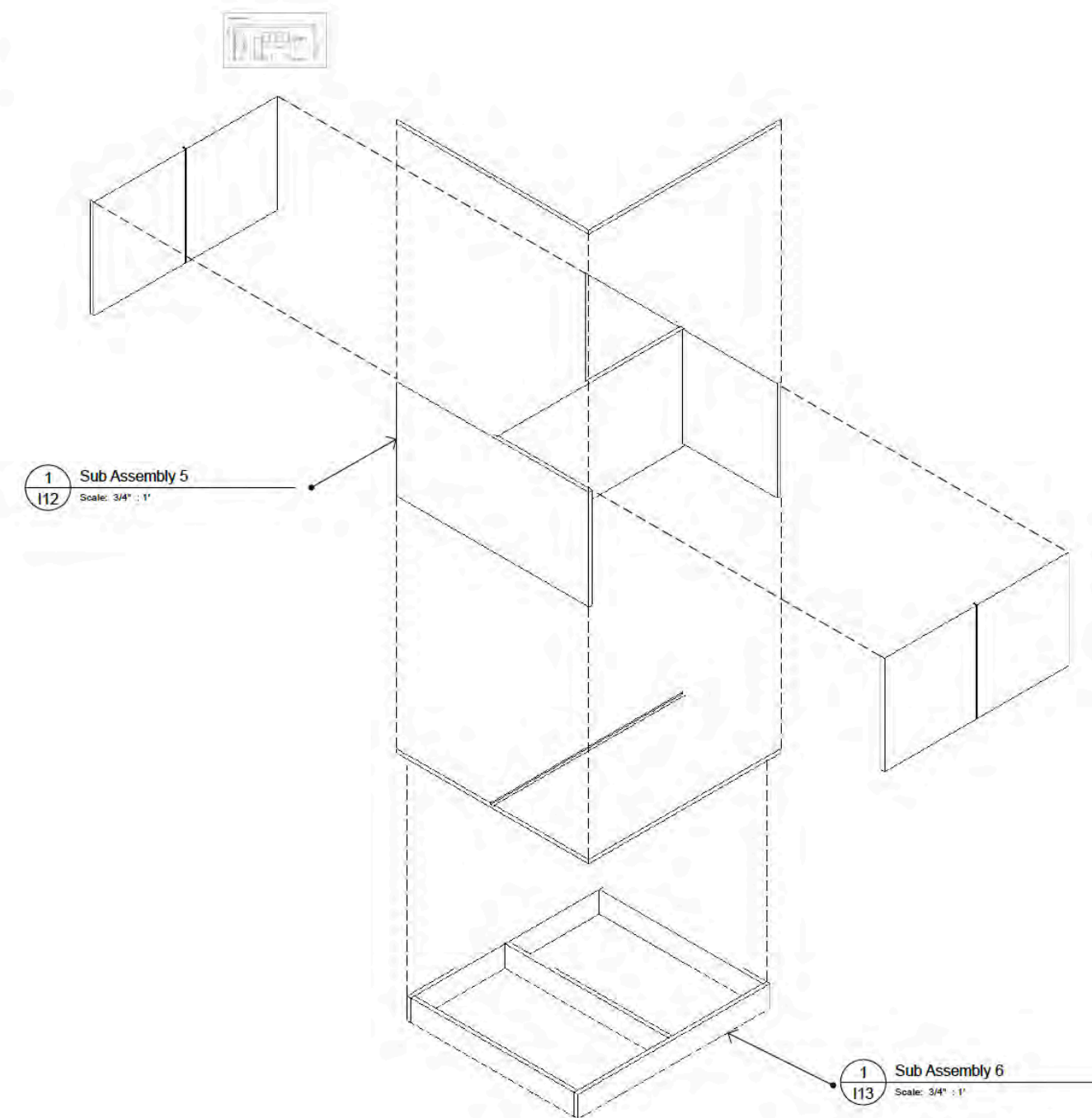
### Display A Tall Unit



SCALE 3/4" - 1"



### Display A Short Unit

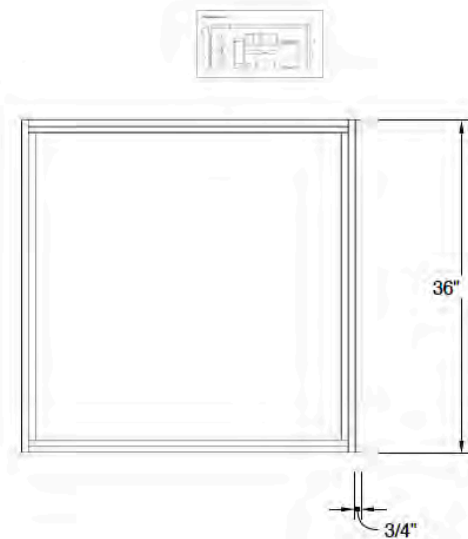


SCALE 3/4" - 1"

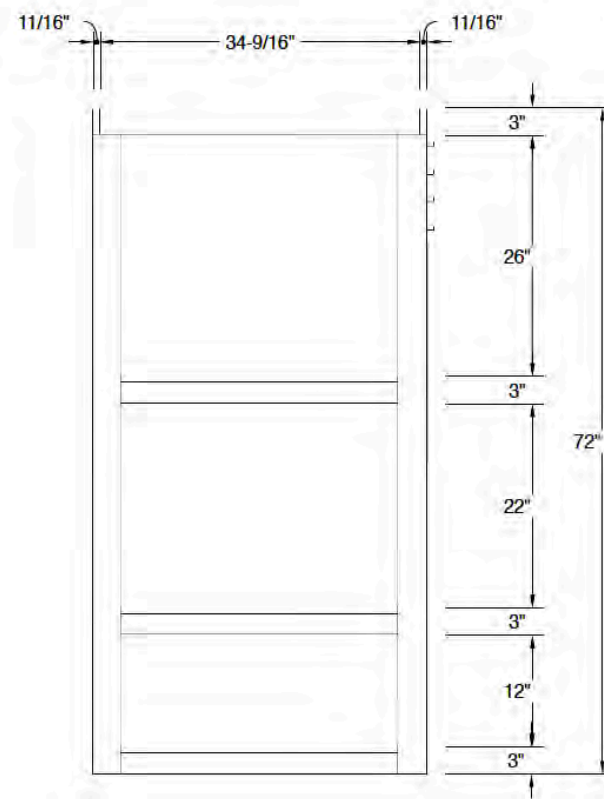


## Display B Tall Unit

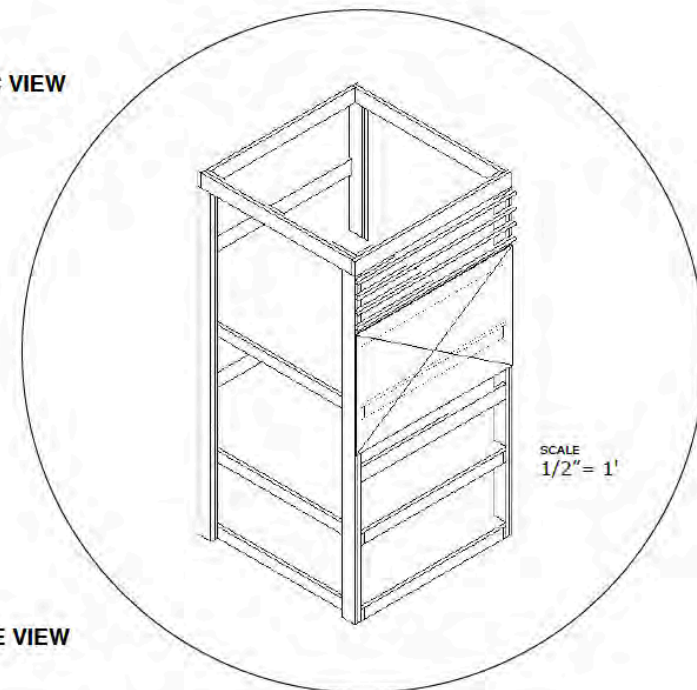
TOP VIEW



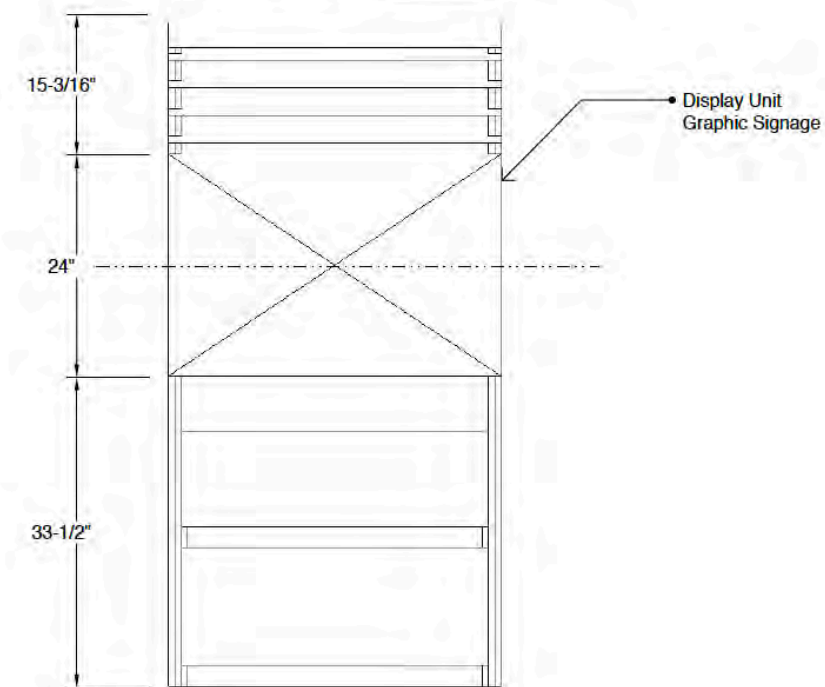
FRONT VIEW



ISOMETRIC VIEW



RIGHT SIDE VIEW

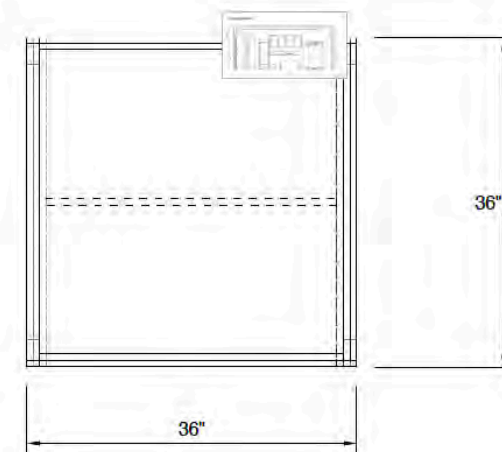


SCALE 3/8" = 1'

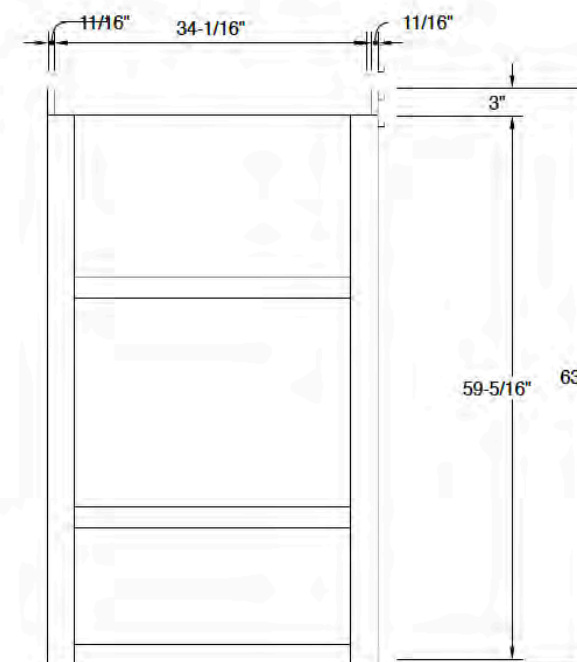


## Display B Short Unit

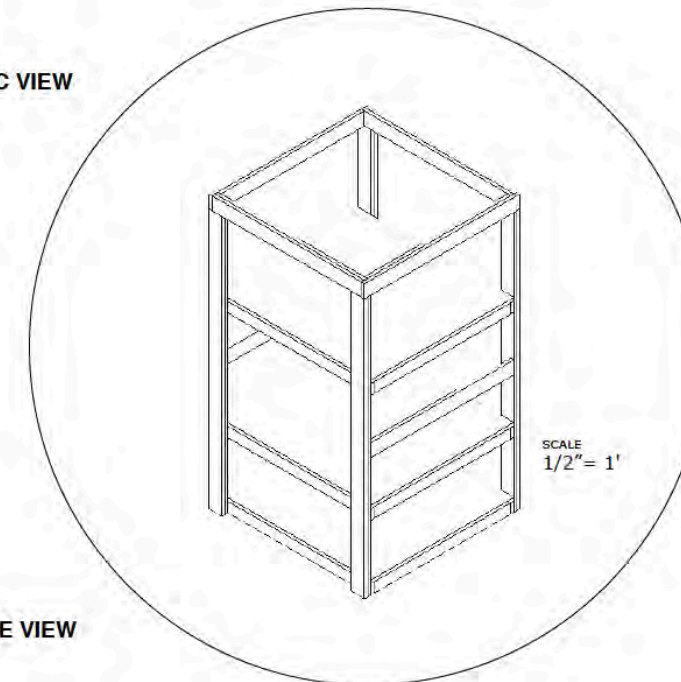
TOP VIEW



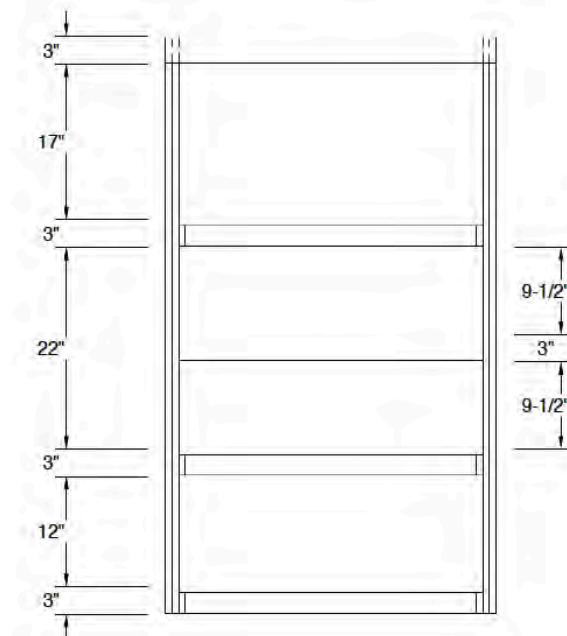
FRONT VIEW



ISOMETRIC VIEW



RIGHT SIDE VIEW

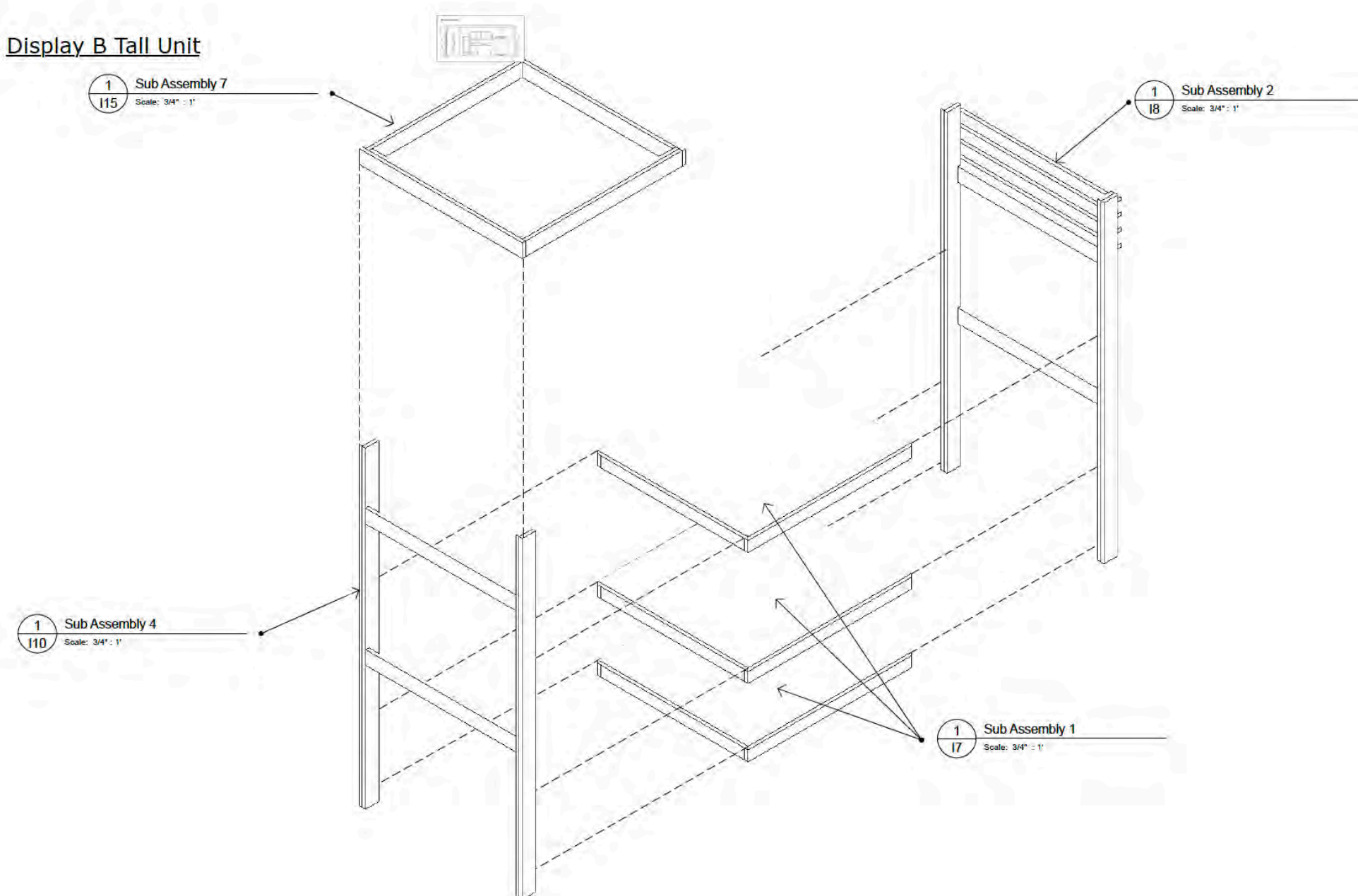


SCALE 3/8" = 1'





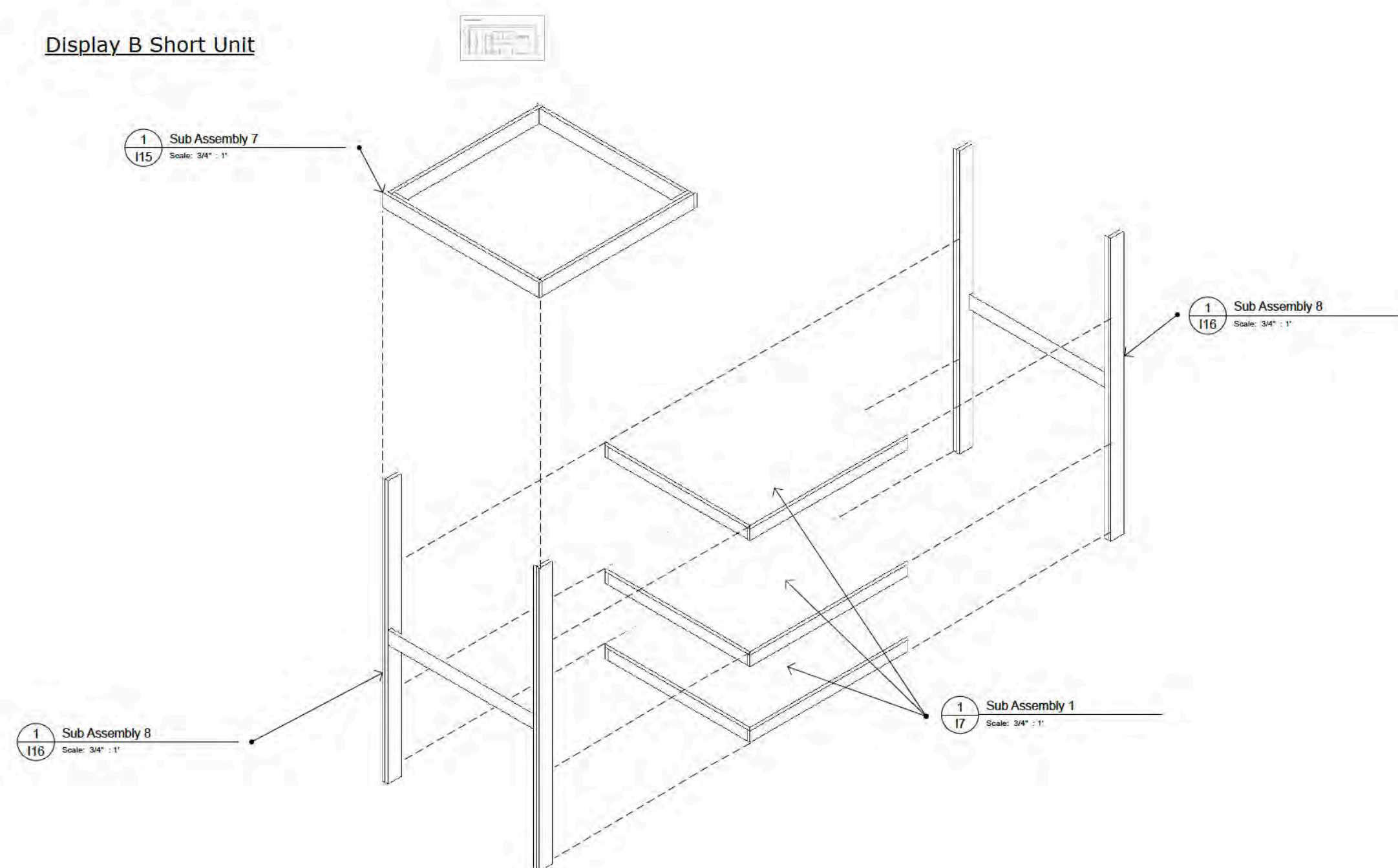
### Display B Tall Unit



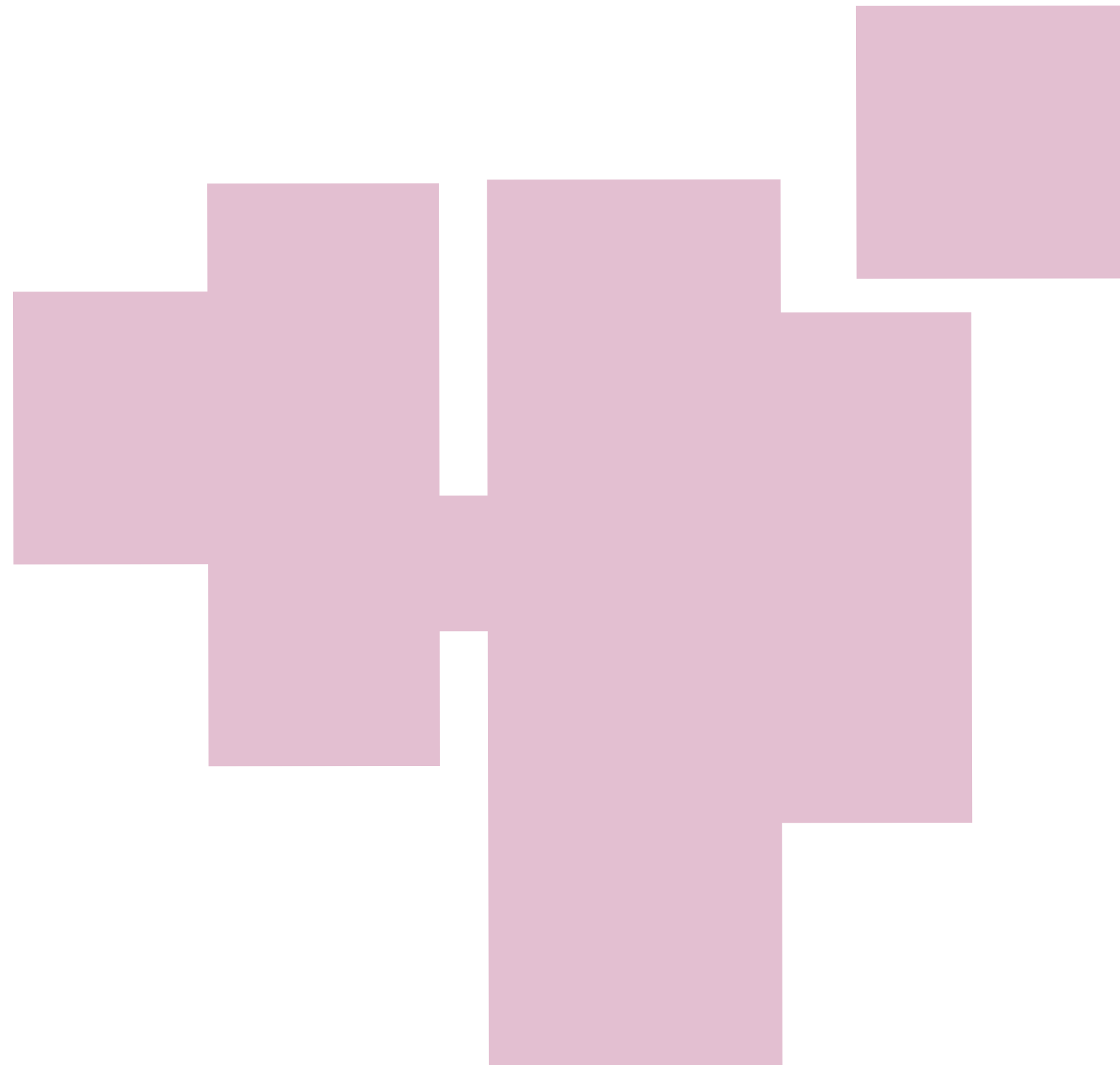
SCALE 3/4" - 1"



### Display B Short Unit



SCALE 3/4" - 1"



# BRANDING

## PERSONAL IDENTITY

### OBJECTIVE

Develop a logotype, business card and brand standards according to three descriptive words relating to your personal visual identity as a designer; agile, multifaceted, functional .

### OUTCOME

Influenced by geometry, color and the path to simplicity, this logotype has been designed to reflect my core competencies while illustrating an efficient usage of design elements to viewers. The goal was to design an identity system that can be reconfigured based on the medium, while conveying agility, functionality and a multifaceted ability to solve design problems with elegant solutions. The overall visual system may take on different iterations, but is still recognizable based on cohesive usage of shape, color and wordmark. Usage of color and shape are intended to symbolize the cohesion of a range of skills and talents within a single professional.

Applications for this visual system include business cards, letterhead, signage, a website and more.







COLOUR VERSION



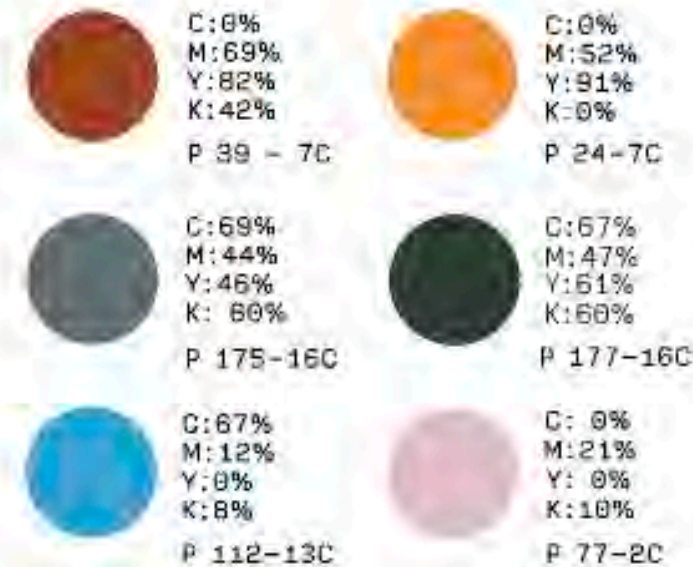
MINIMUM REDUCTION



TYPEFACES

InputSans Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*() -+=

COLOURS



HORIZONTAL VERSION



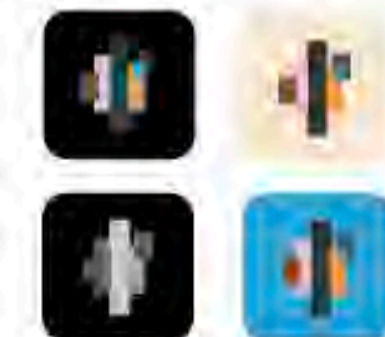
COLOUR VERSION

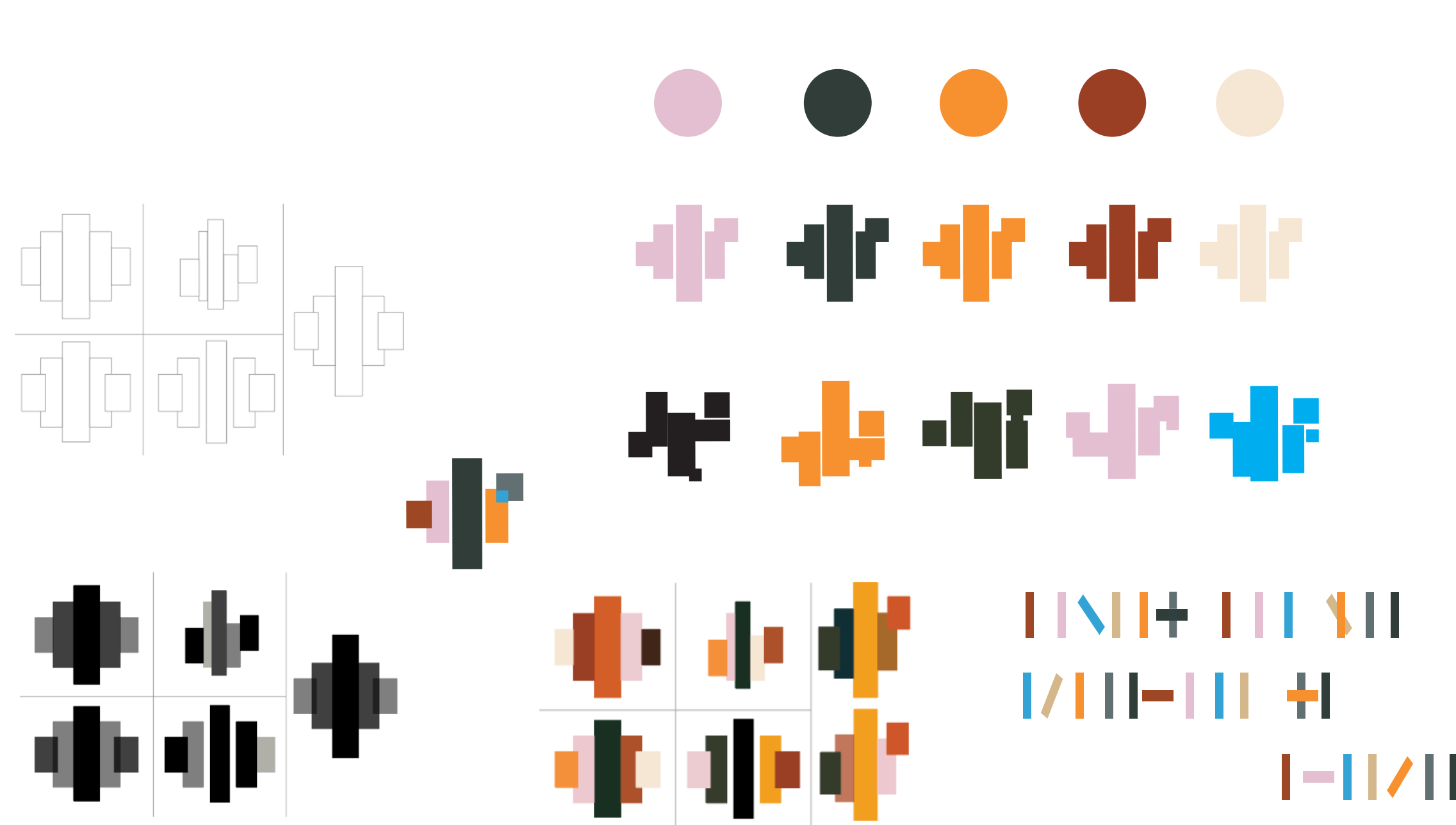


MINIMUM REDUCTION

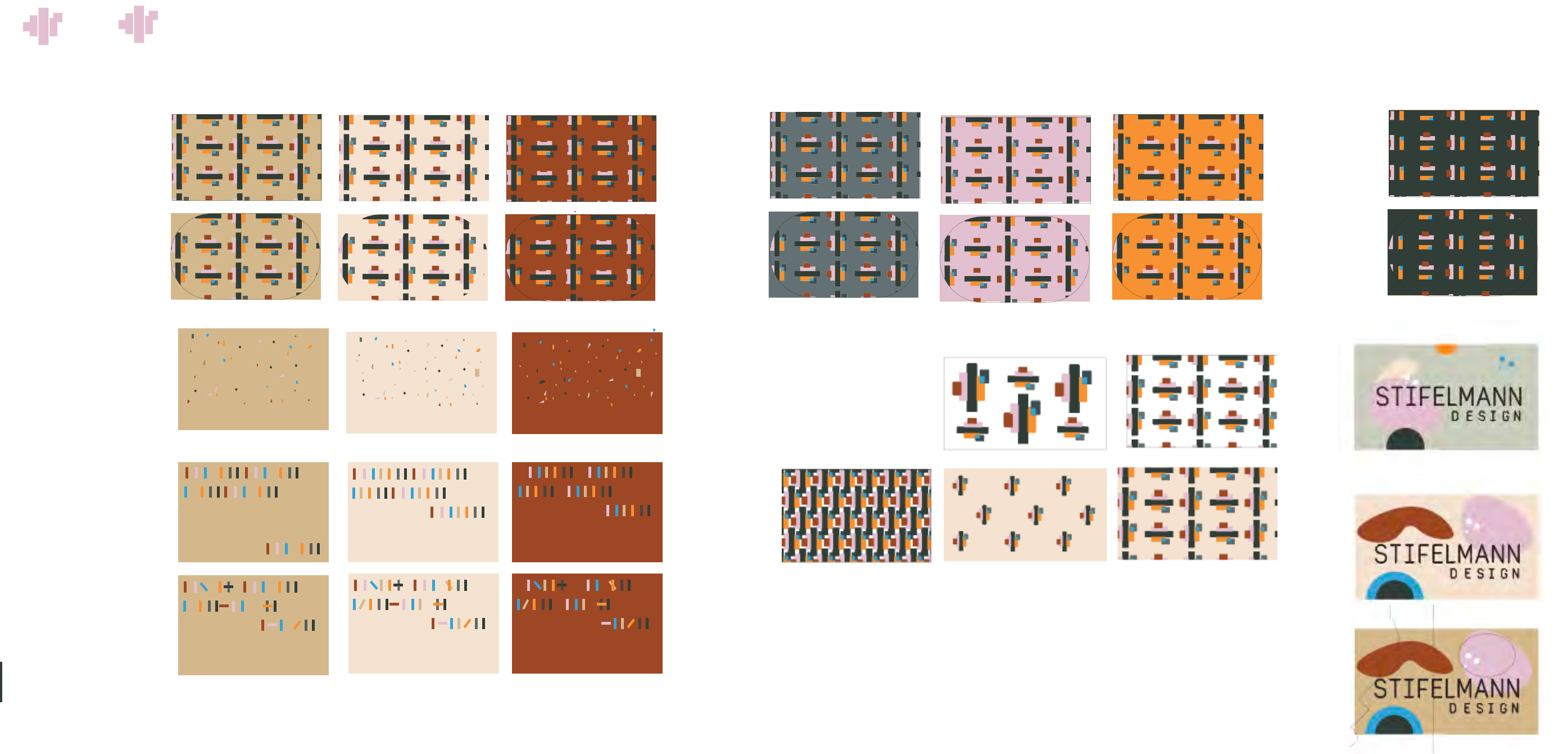


SOCIAL MEDIA AVATAR





PERSONAL IDENTITY - LOGOTYPE PROCESS



PERSONAL IDENTITY - BUSINESS CARD PROCESS



# BRANDING

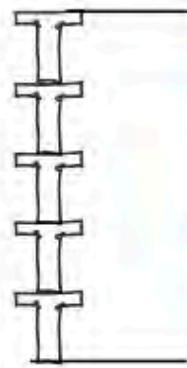
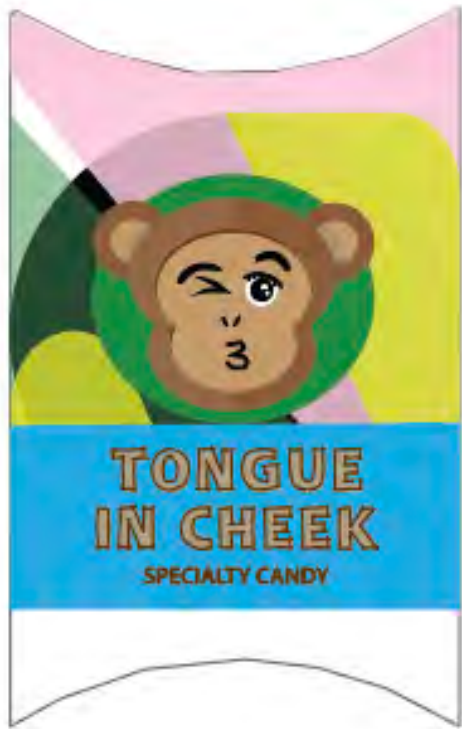
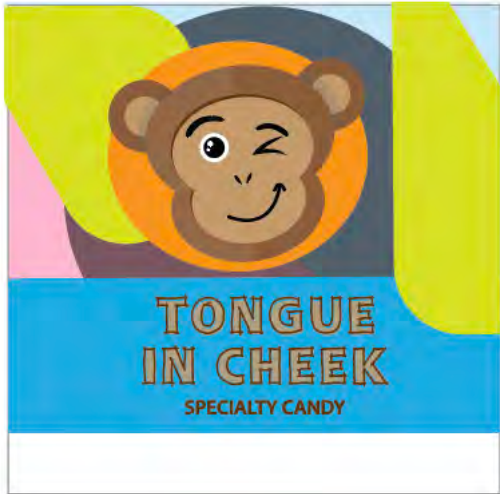
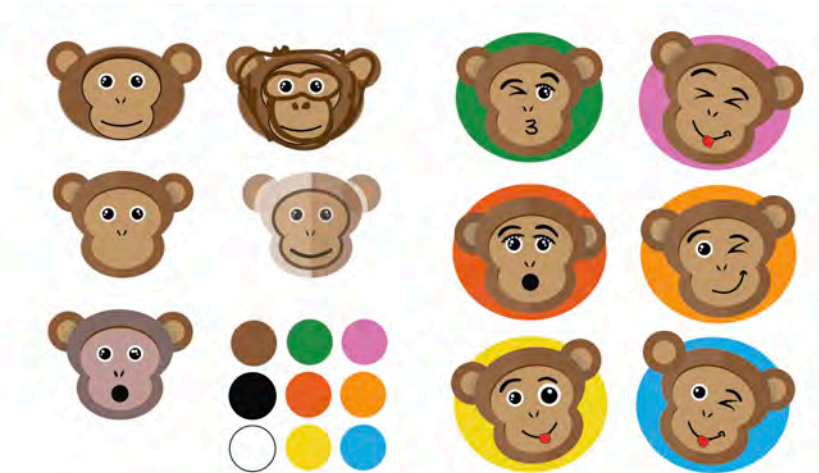
## CANDY PACKAGING

### OBJECTIVE

Develop and design a logotype, branding standards and packaging for a fictional brand using three words chosen by classmates; monkey, cheeky and specialty candy. The brand look and feel should reflect your chosen words.

### OUTCOME

Incorporating the three keywords chosen by classmates in to this brand was achieved by referencing them within the brand’s icon and name. By using the common phrase “Tongue in Cheek: Specialty Candy” as the brand’s name, the positioning is intended to strike a balance between being playful and humorous with the intended audience while clearly identifying what the product itself is; specialty candy. Various colors paletts and complimentary icons are intended to allow for a dynamic visual system that gives the brand freshness across the same audience every-time they see it.



**TONGUE  
IN CHEEK**  
SPECIALTY CANDY

LINOTYPE ERGO SKETCH

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()\_-=+~'".,/;<>?[]\{}|

MYRIAD PRO

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()\_-=+~'".,/;<>?[]\{}|



**TONGUE  
IN CHEEK**  
SPECIALTY CANDY

	C 55 % M 63.45 % Y 84.37 % K 64.76 %	R 61 % G 46 % B 23 % Pantone #1545C
	C 38 % M 6.69 % Y 15.57 % K 0 %	R 155 % G 23 % B 210 % Pantone #551C
	C 36.07 % M 60.37 % Y 80.69 % K 24.18 %	R 138 % G 93 % B 59 % Pantone #7575C
	C 23.67 % M 39.57 % Y 64.05 % K 1.54 %	R 195 % G 153 % B 107 % Pantone #4655C





# DESIGN EXPLORATION

## PAPER DRESS

### OBJECTIVE

Create a three dimensional paper sculpture inspired by an actual, contemporary or vintage Haute Couture dress design with only the materials permitted, white or brown paper in several weights, tissue, tape, hot glue and a few additional ornamental materials.

### OUTCOME

Chanel, Spring Haute Couture 2018 by Karl Lagerfeld

The key to the correct execution of this project was to find the perfect paper product that could replicate the textures, volume and shape created in the original dress made using fabrics. Finding a material with an ideal balance of stiffness, malleability, and ease of construction.

Paper doesn't bend, flow or hold like fabric does, so it had to be manipulated in a manner that breaks down its chemical and structural properties to allow one to use it in ways other than what it was intended for. To do Karl Lagerfeld's original concept justice this piece took extensive planning, testing and delicate execution. The ultimate goal was a final product that endeavors to be identical to the original piece in every way allowable.



Original Chanel Dress







# DESIGN EXPLORATION

## BIRDHOUSE

### OBJECTIVE

Design, develop and fabricate a birdhouse which meets the needs to a local bird of your choosing. Make sure the the design is functional and meets the specific requiremnts of the of your choosing.

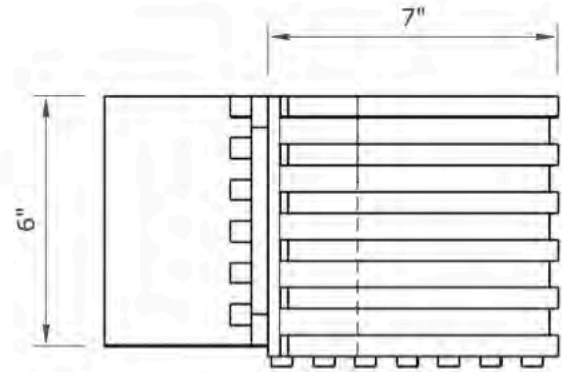
### OUTCOME

The Tree Swallow nests in natural cavities of standing dead trees, old woodpecked cavities or nest boxes. On occasion they nest in hollow stumps. They enjoy small enclosed spaces with a small entrance hole so other larger predators can't come in.

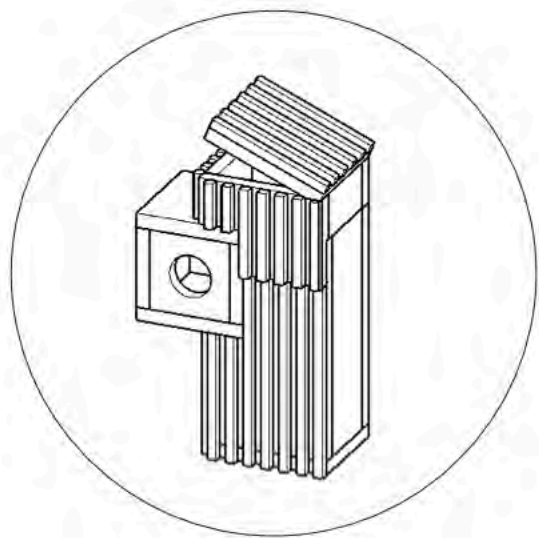
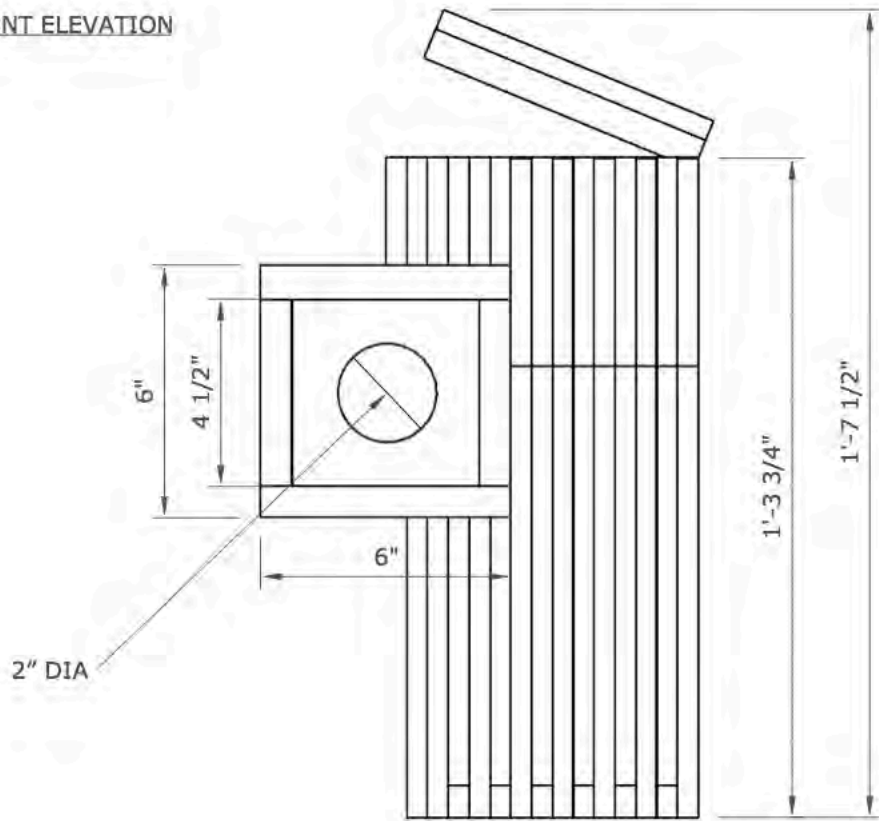
The goal of this project was to design the perfect living structure for the Tree Swallow, but also one that visually communicates to humans that this is a bird house. Classic bird houses have sloped roofs and square living structures. Drawing from these classic elements, this Tree Swallow house ensures that the birds themselves have a sturdy structure to nest within, while using common symbolic features from more classic bird houses (a circular entrance, sloped roof, square living quarters) to signal to humans that this structure needs care and protection.



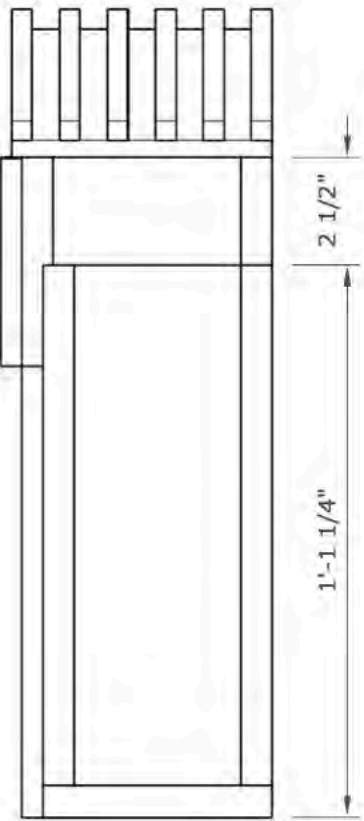
TOP VIEW



FRONT ELEVATION

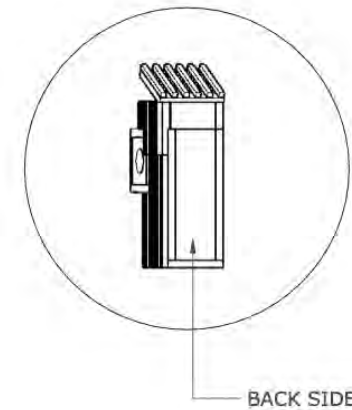
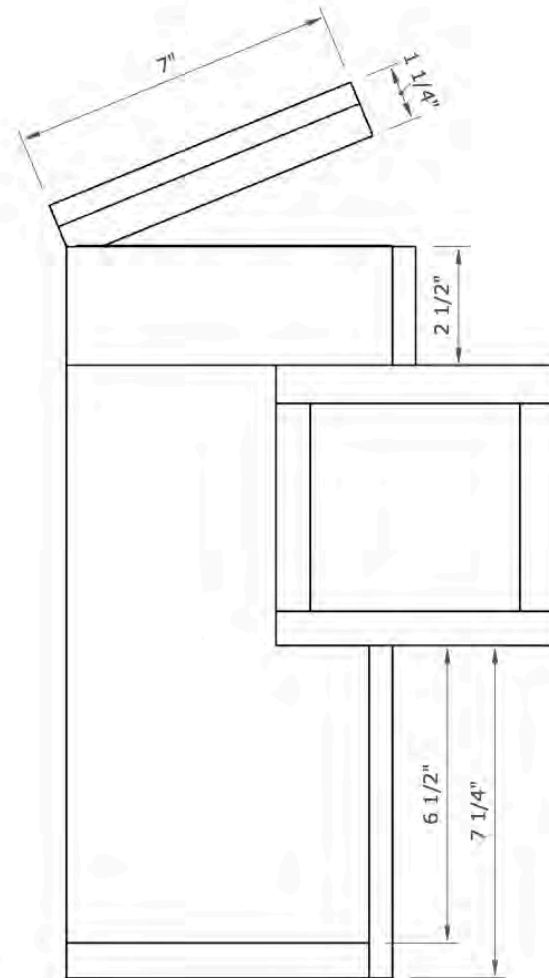
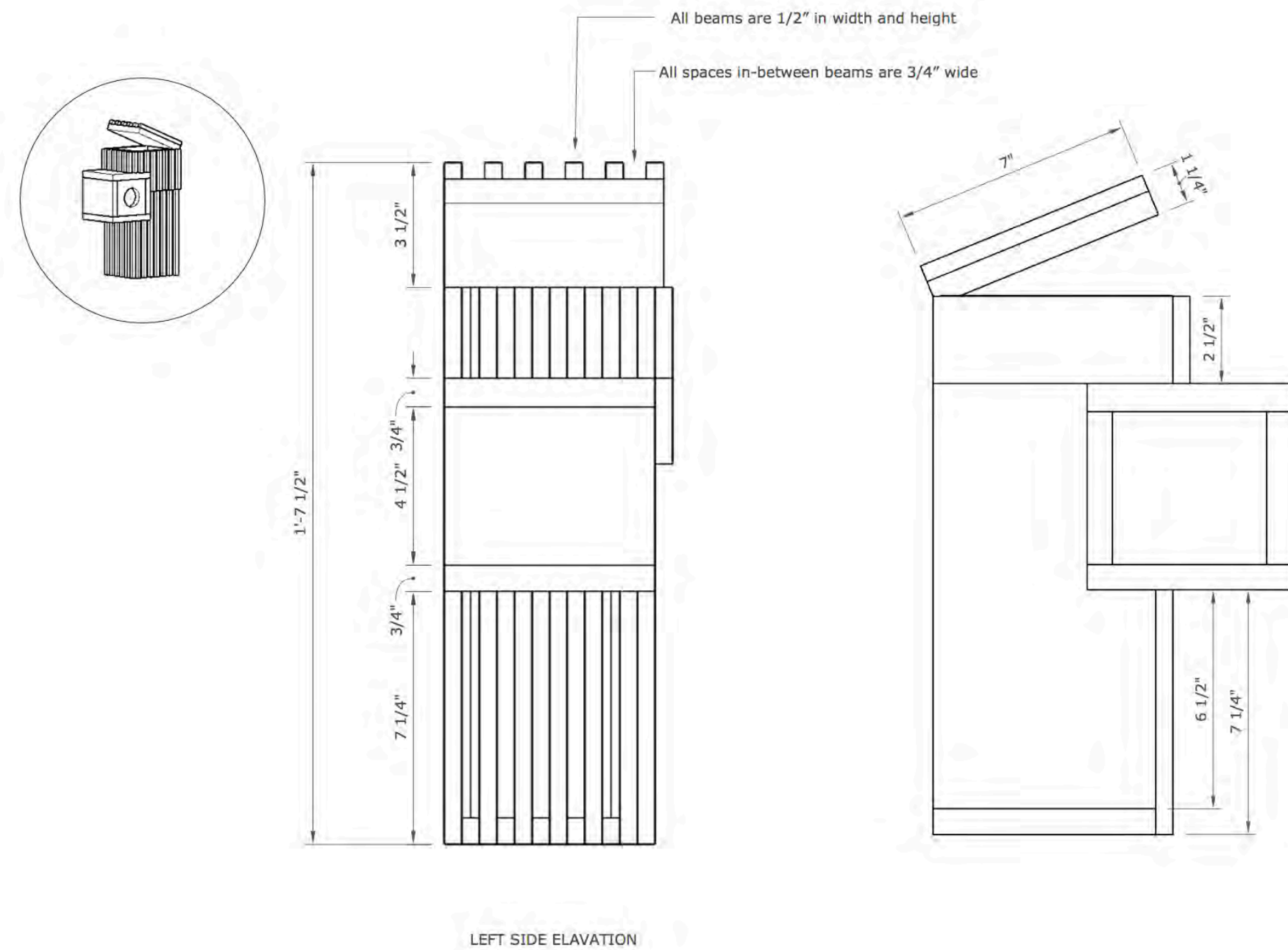


RIGHT SIDE ELEVATION

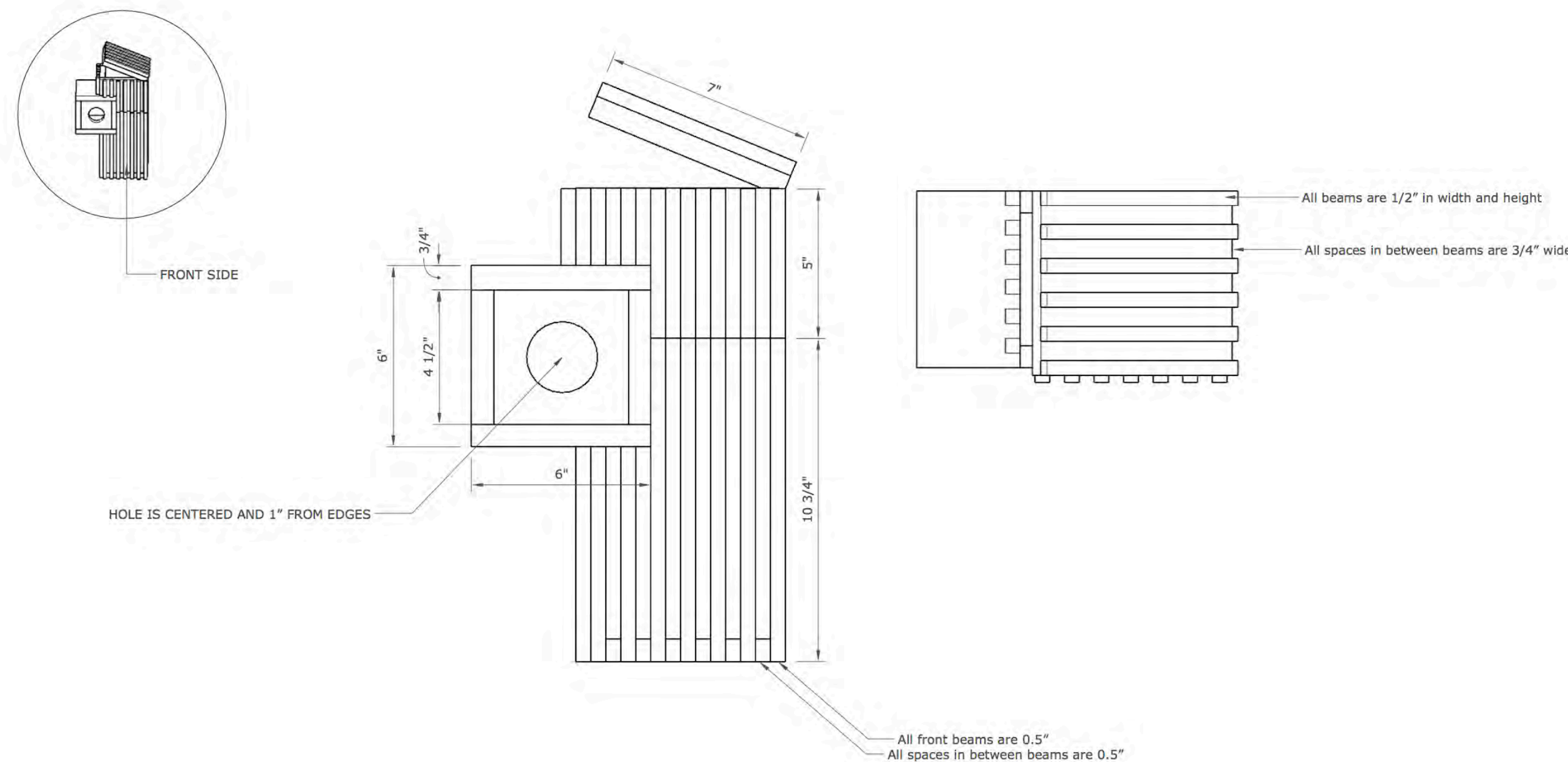


SCALE 3/4" - 1"





SCALE 3/4" - 1"



SCALE 3/4" - 1"