

# JASON WIN

## NYSID MFA-1

### **BACCARAT DESIGN CONCEPT STATEMENT: “Cherish Every Sparkle”**

#### **Vision**

"Cherish Every Sparkle" weaves a delicate tapestry of light, both tangible and metaphorical, and celebration, crafting a luminous, joyful atmosphere that seamlessly intertwines the luxuriant, celebratory essence of Baccarat with the familial, festive spirit of Vietnamese heritage. This design concept becomes an architectural embodiment of light and celebration, ensuring that every moment within the space is not just experienced but celebrated, cherished, and forever enveloped in a gentle, sparkling embrace.

#### **Philosophy**

Embarking on a journey of everyday celebration, this concept intertwines the luminous, timeless elegance of Baccarat with the rich tapestry of daily interactions and familial bonds. It goes beyond aesthetics, forging a space where every moment is not merely witnessed but is celebrated, cherished, and forever held within a soft, luxuriant, sparkling embrace.

#### **Choosing the Heart and Soul: Kitchen and Dining Space**

The kitchen, often heralded as the heart of the home, and the dining area, a space where memories are forged, are chosen as the canvas upon which "Cherish Every Sparkle" comes to life. These spaces, where meals are crafted with love and stories are shared across generations, become the perfect embodiment of the concept, ensuring that every shared meal, every shared story, becomes a memory, softly illuminated by the gentle sparkle of Baccarat.

#### **Color Palette: Red and Black**

The palette, a luxurious symphony of red and black, is not merely a choice but a reflection of the celebratory, passionate spirit of both Baccarat and Vietnamese culture. Red, a hue deeply intertwined with celebration, prosperity, and joy within both contexts, becomes a subtle thread that weaves through each design element, ensuring that every aspect of the space is not only visually stunning but also rich with meaning and cultural resonance.

#### **Cultural and Celebratory Fusion**

The concept emerges as a fusion, where every sparkle becomes a celebration, deeply influenced by the Vietnamese Lunar New Year, symbolizing prosperity, joy, and familial bonds. It seeks to perpetuate that warm, enveloping spirit of familial celebrations, crafting a space that does not merely host but also celebrates, cherishes, and immortalizes every shared story, every shared moment, within its gentle, sparkling embrace.

#### **Instilling Light and Celebration**

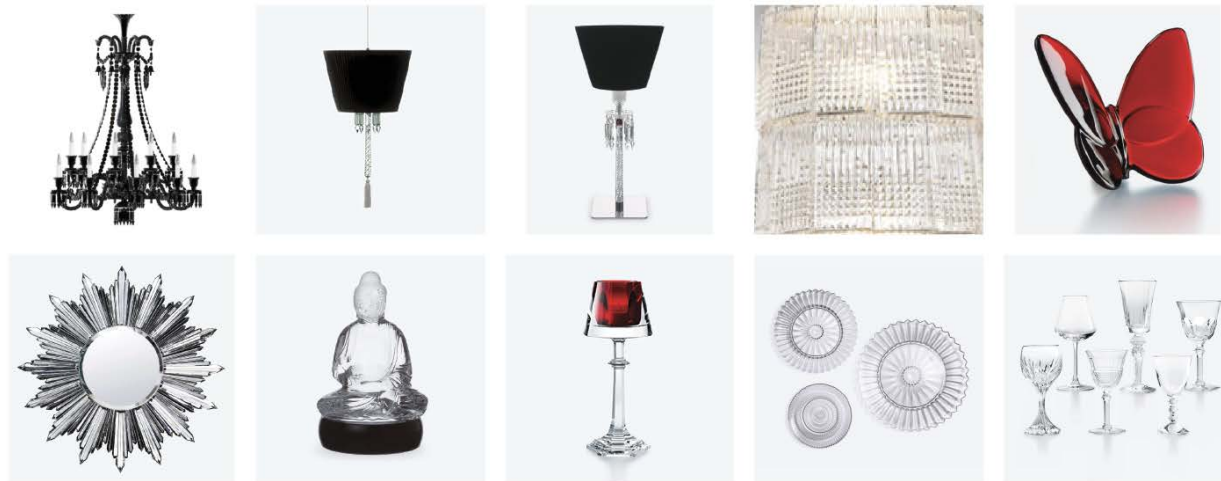
"Cherish Every Sparkle" is a beacon of light, infusing every corner of the space with a gentle, continuous glow that is as physical as it is metaphorical. The physical light, softly cascading through crystal, perpetually celebrates the everyday, transforming every moment, every interaction, into a softly illuminated memory. The metaphorical light emerges through the celebration of every moment, ensuring that the space becomes a continuous source of joy, celebration, and cherished memories, softly cradling every moment within a gentle, luminous embrace.

#### **Conclusion**

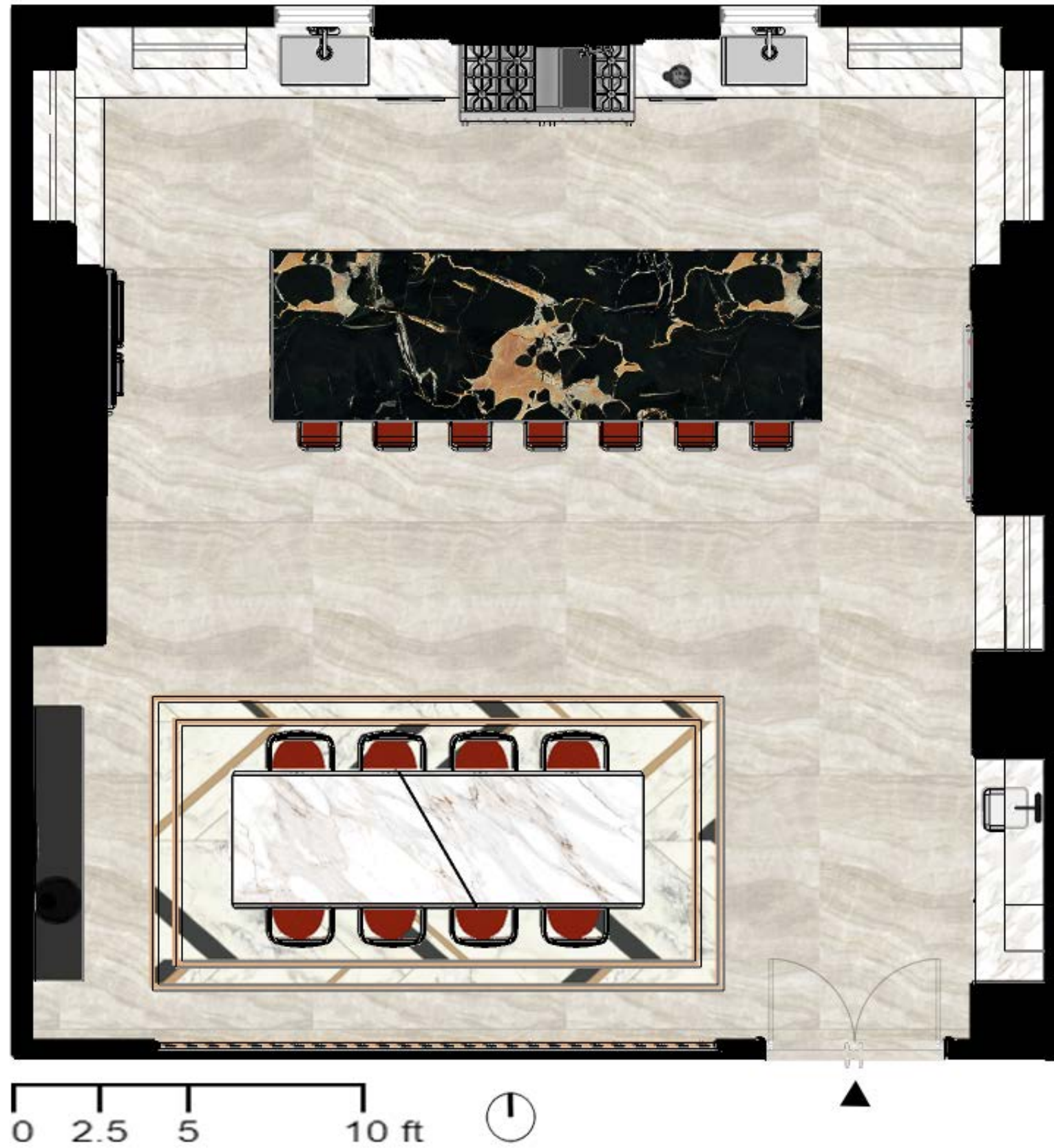
"Cherish Every Sparkle" intertwines the luminous, celebratory spirit of Baccarat with the vibrant, familial celebrations of Vietnamese culture, creating a space that is as celebratory as it is comforting, as luxurious as it is welcoming. It is a design that does not merely observe but celebrates every moment, every shared story, ensuring that every interaction, every gathering, is forever encapsulated within a gentle, sparkling, and luminous embrace of timeless elegance and perpetual celebration.

## REASONS FOR BACCARAT PRODUCTS FEATURED IN THE DESIGN

Embarking upon a journey to weave the luxurious aura of Baccarat into daily life, the "Cherish Every Sparkle" design concept threads the brand's emblematic crystal elements into the architectural fabric of the space, transforming every moment into an elegant celebration. The use of the Baccarat's **Zénith Black Chandelier**, with its sculptural splendor and cascading black crystal, becomes a dazzling focal point that showers the dining room with a delicate dance of light, embodying both heritage and contemporaneity as well as strengthening Baccarat's signature color palette of black and red. Simultaneously, the Arik Levy-designed **Torch Ceiling Lamp** and **Torch Table Lamp**, each drawing inspiration from the Zénith chandelier and utilizing playful inversions of traditional lampshades, infuse the space with a harmonious blend of modernity and lyrical fancy. In the kitchen, **Tuile De Cristal** layered crystal modules, originally conceived for illuminative purposes, are innovatively repurposed as a scintillating backsplash, reflecting fleeting moments of joy and surprise in their multifaceted surfaces. This creative application extends to a crystal curtain, gently enveloping the Vietnamese lacquer featured wall, becoming a canvas where tradition and modernity converse in whispers of light and shadow. The **Lucky Butterfly**, a symbol of dynamism and delicate beauty, transforms into a whimsical chopsticks holder, prompting moments of pause and appreciation in the everyday. Meticulously crafted crystal kitchen shelves further magnify the "Cherish Every Sparkle" concept, becoming a stage upon which Baccarat's illustrious range of products – from **decanters and glass tumblers to flutes, wine glasses, plates, bowls and vases** – are not merely stored but showcased. Reflecting and refracting light in a perpetual dance of sparkle, these shelves, designed to offer a 360-degree view of each meticulously crafted Baccarat piece, not only become a living, interactive catalog of Baccarat's diverse offerings but also serve as a daily reminder of the beauty inherent in every moment, ensuring that every sip from a Baccarat glass, every glance towards a Baccarat vase, is a subtle celebration, forever encased within the crystal clarity of Baccarat's timeless elegance, and every interaction, every glance, becomes a cherished, sparkling moment, splendidly cradled in the gentle, eternal embrace of Baccarat's elegance.



# FLOOR PLAN



# NORTH ELEVATION



# WEST ELEVATION



# RENDERING 1



## RENDERING 2

