2019

Pattern Research Project: An Investigation of The Pattern And Printing Process - Diamond

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Diamond

DIAMOND

M. Alcala-Ramos
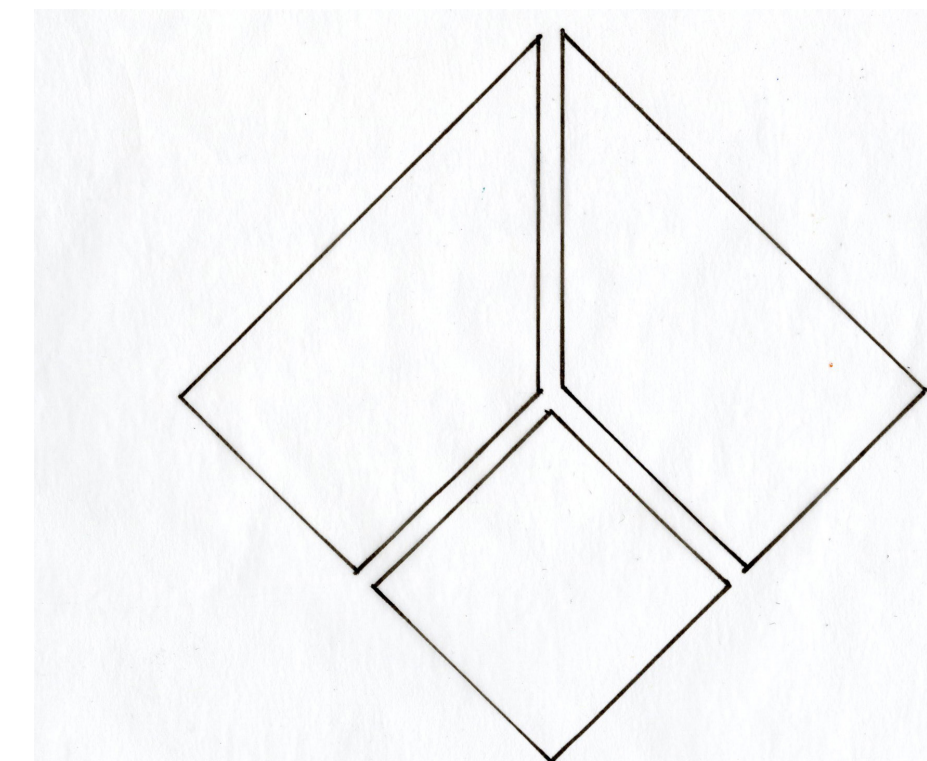
One whole repeat.
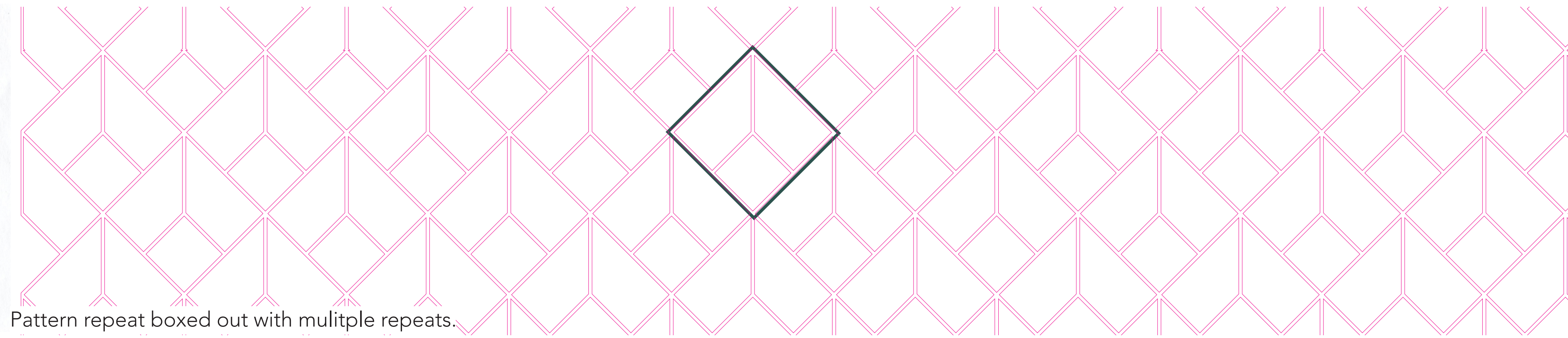
Pattern repeat boxed out with mulitple repeats.

The pattern I chose is a Diamond pattern located on the windows of the Mezzo Loft's leasing office down West Broad Street. The pattern was designed by Emily Frontz. A Graphic Designer & Brand Strategist who works at Rocket Pop Media here in Richmond. The pattern is found in the entrance of the windows and doors. The leasing office has the same pattern on their website so it works as a continuous theme. The pattern measures 4 3/4 inches x 4 3/4 inches and is 2 right trapezoids and a square to form a diamond.

The pattern is used as a decorative element to the entrance and as a screen. The use of the diamond pattern on the interior window was used as a screen to allow privacy to the leasing office behind the window. With the screen, it helps people on the inside feel like they aren't being seen from the outside and feel more comfortable with being in a room with big transparent windows. It allows people from the outside not look in and allow the people inside to have their privacy. It also helps tie in the theme that The Mezzo has going on without being too overwhelming.

Diamond pattern repeated on glass window, used as a screen.

■ : SQUARE
■ : RIGHT TRAPEZOID
⊠ : GRID

Geometry study using different colors to help point out different elements.

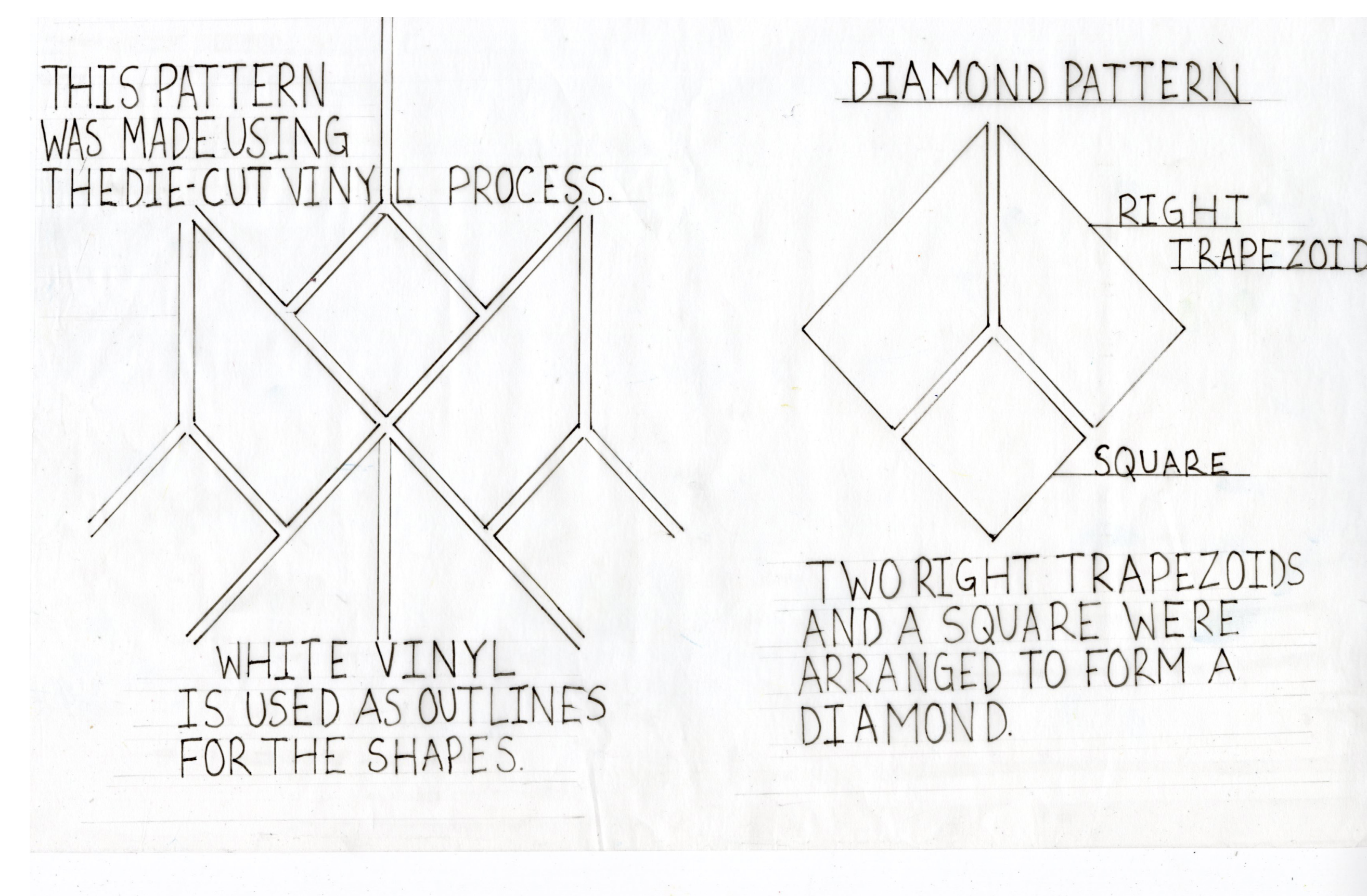□ : WHITE VINYL
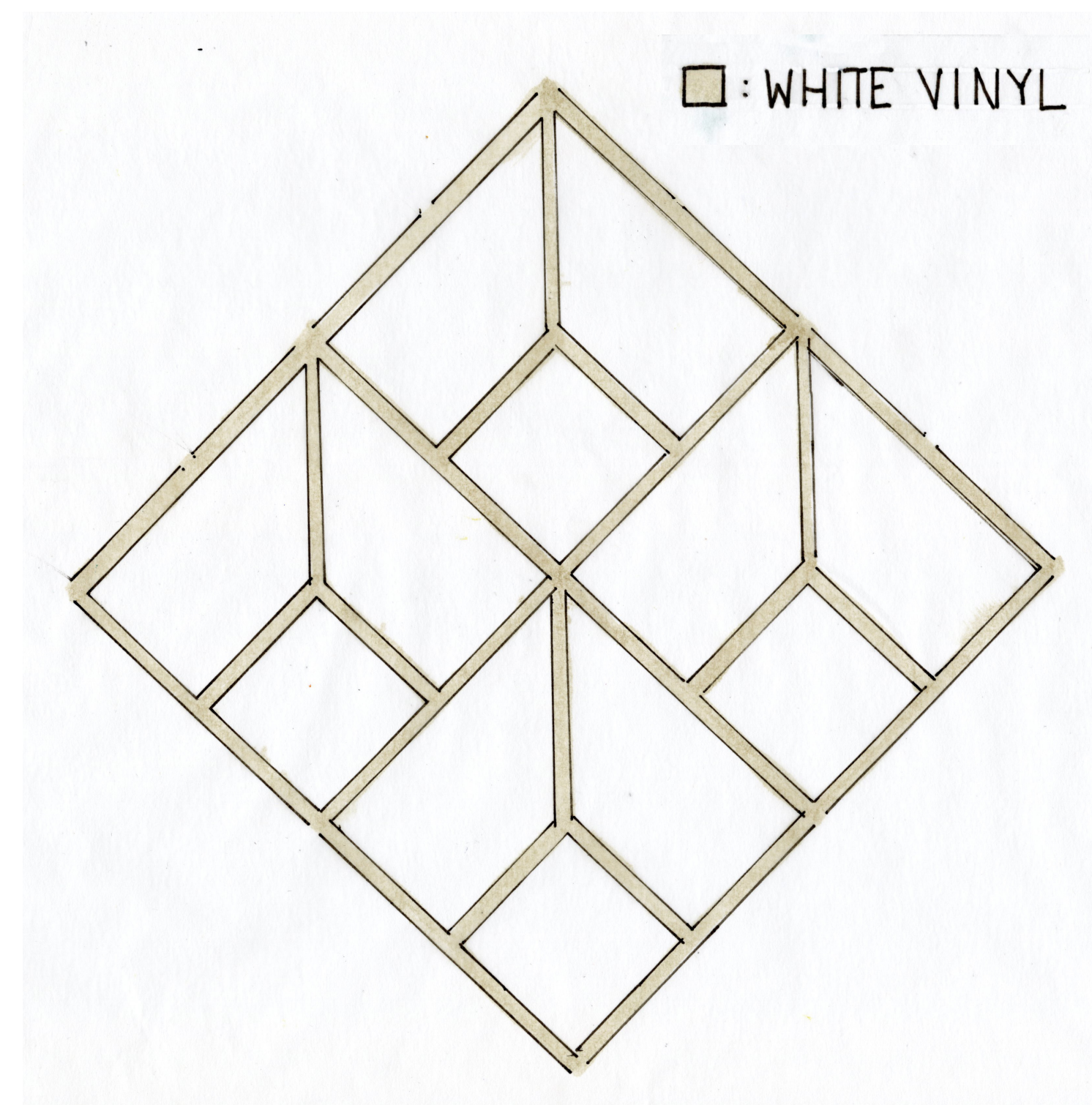
Color/Material study

The design of this pattern says a lot of technology, it was created using vinyl (a synthetic man-made material) and using the Die-cut vinyl process. The whole progress that took to create this project was technology-based. Without technology, it couldn't have been done. From the beginning of it being designed on a computer program to being cut out with a machine.

Emily Frontz is the lead designer on all SNP Properties, which Rocket Pop Media is the Agency of Record for all of their properties. They got the opportunity to reposition the block formerly known as West Broad Street Apartments where The Mezzo is now. When it came to renaming the block, they wanted a name that included the entire block, not just the apartments. Their inspiration for the name came from where the city block was located. The block is located where East Broad meets West Broad so the middle. They used to the Italian word "Mezzo " which means the middle. The Mezzo (the middle) at City Center. When it came to the pattern, they used the architecture's "art deco" vibe on the block as inspiration. Along with the art deco, Frontz used inspiration from The Great Gatsby as well when designing the pattern and the logo.

Established brand guidelines that are used when creating any posters or signs.

THIS PATTERN WAS MADE USING THE DIE-CUT VINYL PROCESS.

WHITE VINYL IS USED AS OUTLINES FOR THE SHAPES.

DIAMOND PATTERN

RIGHT TRAPEZOID

SQUARE

TWO RIGHT TRAPEZOIDS AND A SQUARE WERE ARRANGED TO FORM A DIAMOND.

Craft study

Diamond pattern shown in the entrance of the Mezzo Loft's Leasing Office.

Inspiration for overall look/theme.