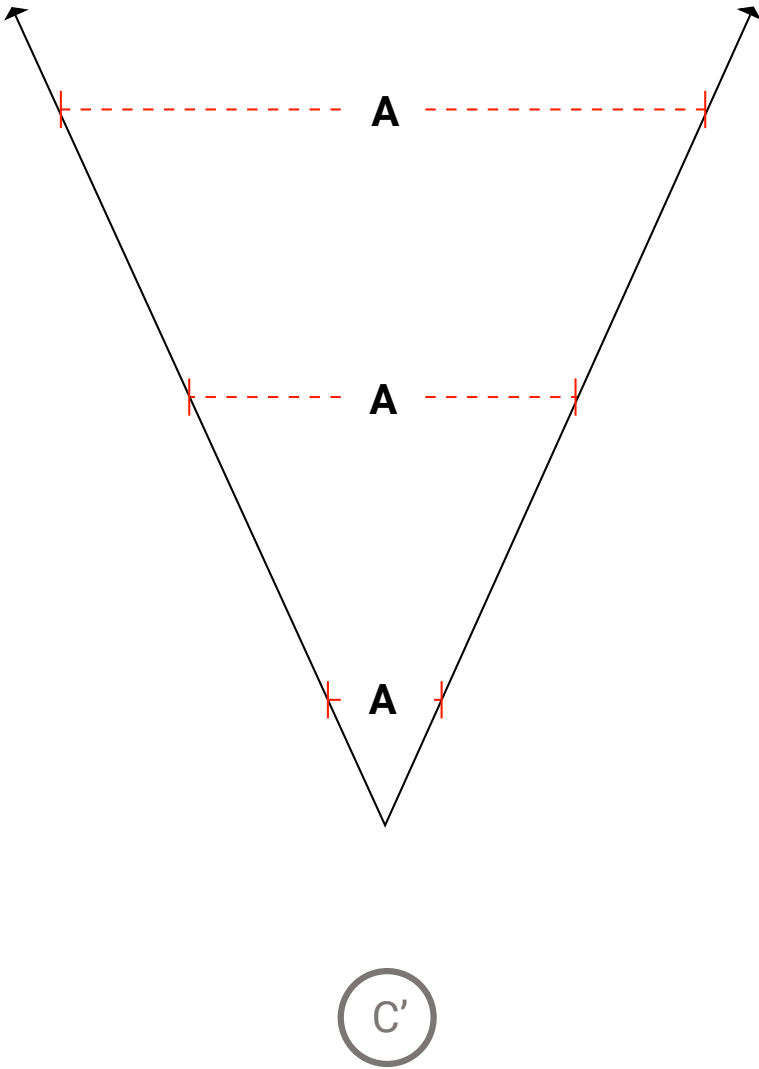
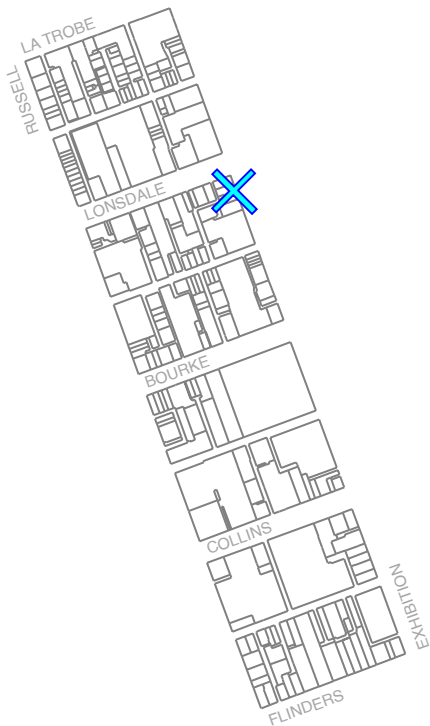


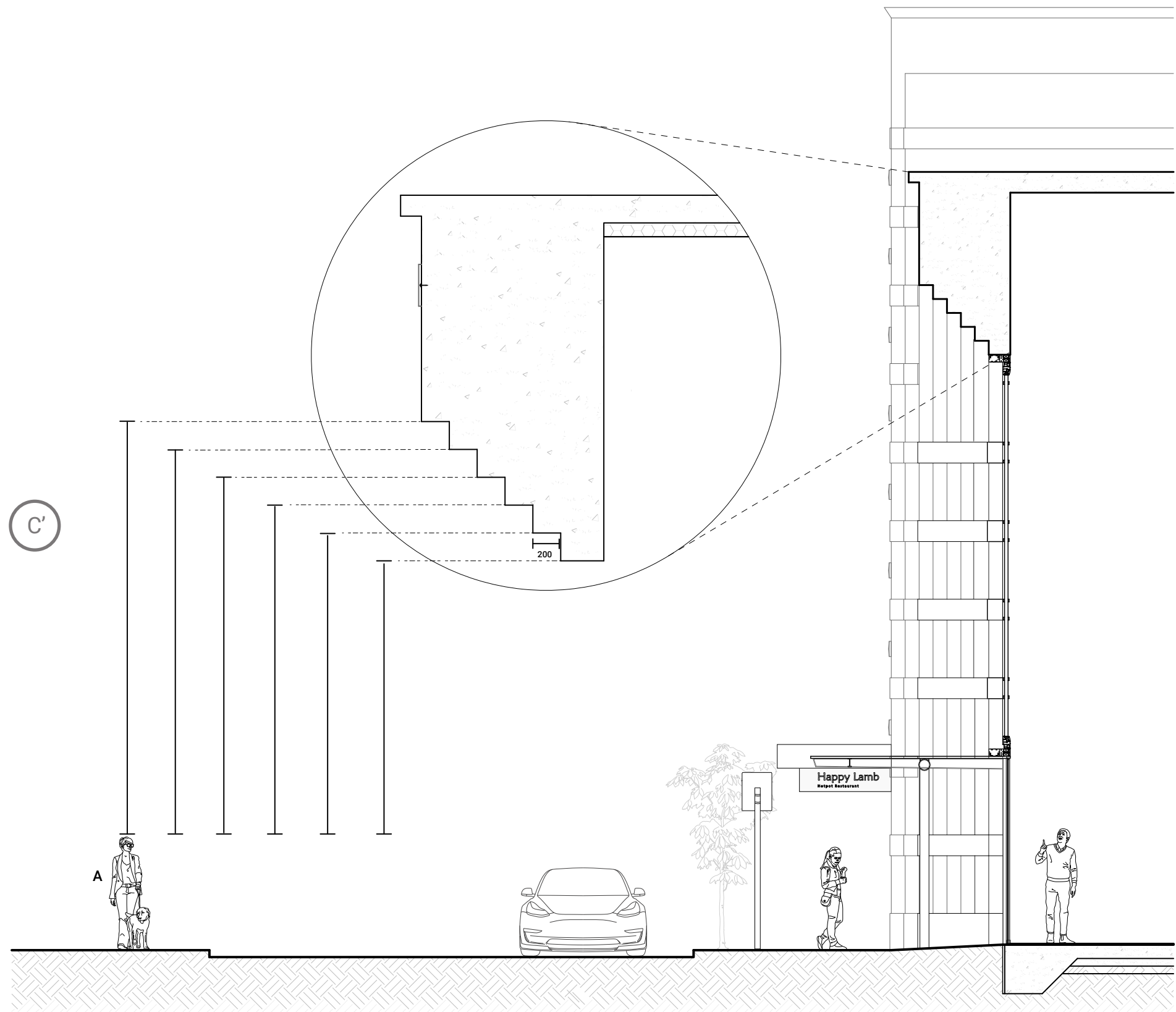


FACADE  
THE PARAMOUNT CENTRE  
181 EXHIBITION ST, MELBOURNE VIC 3000  
04 AUGUST 2021

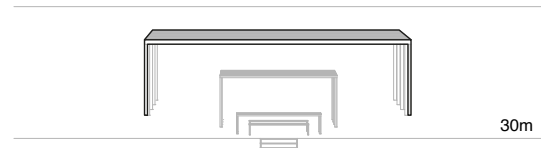
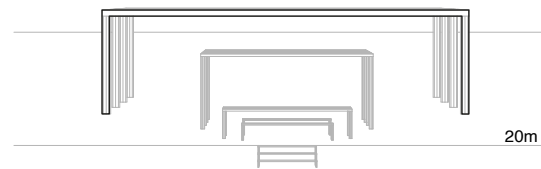
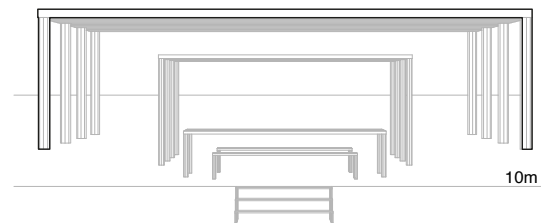
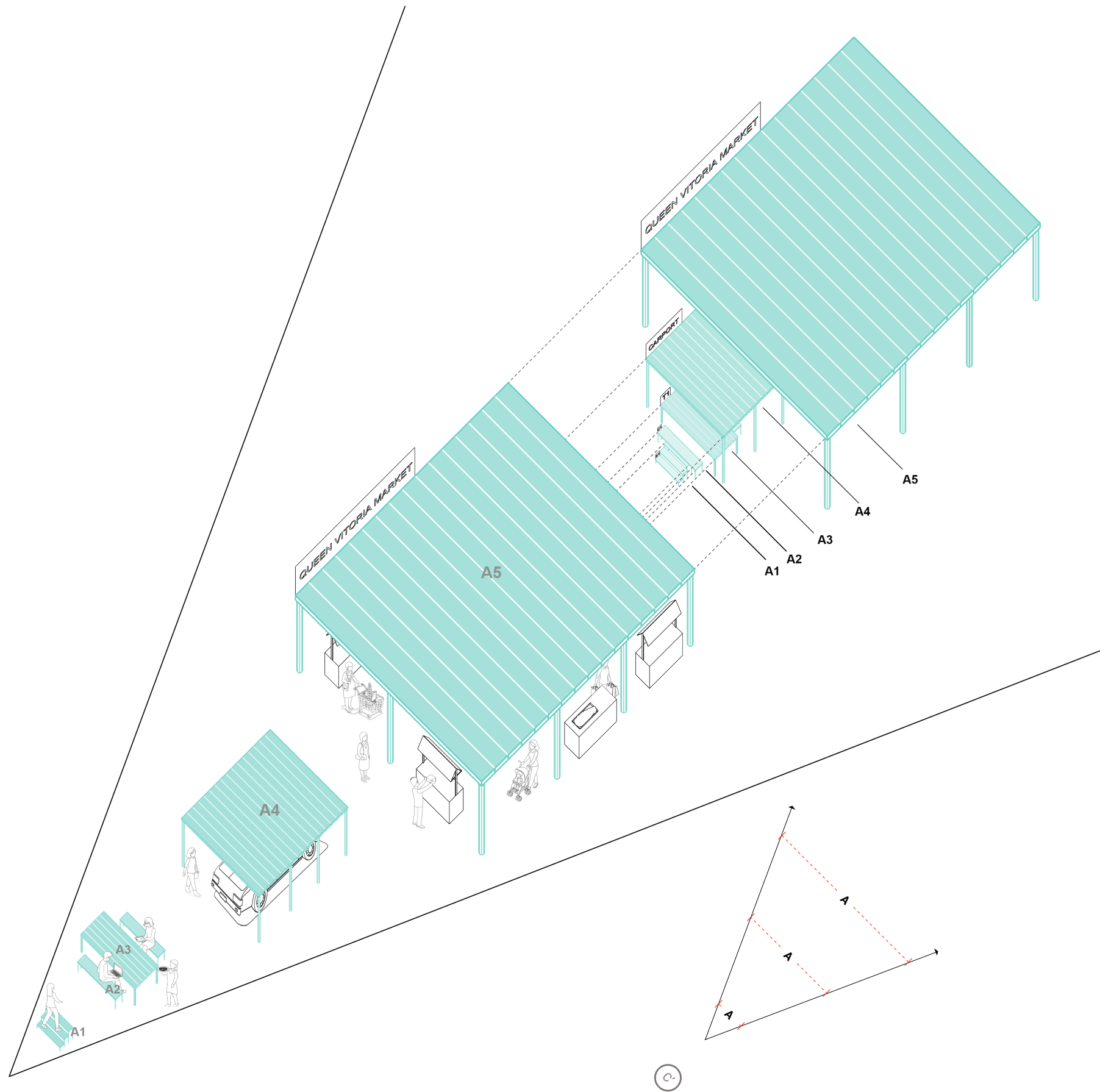


SCALING EFFECT

Compared to the surrounding buildings, 'The paramount centre' presents an intriguing fa-  
cade through its repeated mass. This element has been offset equally in one direction to  
change the overall dimension of space. As a result, people will experience a change of  
tension as they approach the building. The diagram above illustrates this change by using  
arrows pointing outwards to indicate this experience of expansion, as (A) moves across  
space. C' represents the city to see how the system works in relation to its context.



THE PARAMOUNT - MELBOURNE CBD SECTION  
181 EXHIBITION ST, MELBOURNE VIC 3000  
SCALE 1:50 @ A3



Approach to site

## THE STACKED MARKET

The scaled effect system is reimagined as a series of objects/spaces for people to occupy in a market event. Each object is named and can be reformed into a single stacked piece. This design manipulates a single element and illustrates its different uses based on its size.