

# About JPDA

Jordan Parnass Digital Architecture (JPDA) is a multidisciplinary practice combining architecture, digital media, branding and experience design. The JPDA retail portfolio includes award winning projects which vary in size from a few thousand, up to hundreds of thousands of square feet. Since the firm's inception in 1997, JPDA has produced over 150 stores world-wide from our offices in New York, London and Shanghai.

Our holistic design process is completely centered on Customer Experience, and builds off of that foundation to integrate the broad spectrum of specializations that constitute our core scope of services. We never lose focus on the ultimate goal, which is delivering customers an unparalleled environment for Retail Experience.

Leveraging our specializations in Architectural Design, Experience Design, Retail Design, Brand Development, Interactive Media and Rollout Management, JPDA is uniquely positioned to deliver its clients full service turn-key project management.

JPDA will work as the client's ally throughout the complete process from initial analyses and concept through design development, construction, fixturing and final handover. JPDA easily integrates into an existing workflow, and will oversee our client's other agencies for the coordination of comms materials, project management, security and operations.

Combining computer visualization, digital design, and web-based technology has made us particularly adept at transforming prosaic materials and programs into engaging and interactive environments. We also focus on maximizing the return on construction costs. Our experience and flexibility ensures that regardless of budget, every project is designed for maximum impact, incorporating superior efficiency, economy, and aesthetic beauty.

As a design-driven firm, our goal in accepting projects is to produce work of the highest quality, with every project individually managed to fit each client's needs and requirements. All of our projects are unique solutions, regardless of program or scale.

## Contact

JPDA  
68 Jay Street, Suite 213  
Brooklyn, NY 11201 USA  
www.jpda.net

Jordan Parnass  
*Principal*  
jordan@jpda.net  
+1 718 852 2650 x3130

Darrick Borowski  
*Creative Director*  
darrick@jpda.net  
+1 718 852 2650 x3131



## Services

### Retail Design

Fixture Design  
Communications  
POS/POP Displays  
Visual Merchandising  
Categorization

### Architectural Design

Prototype Design  
Shopfront Design  
Materials Palette  
Lighting Design  
Store Envelope

### Architectural Branding

Rollout Management  
Market Analysis  
Location Scouting  
Feasibility Analysis  
Lease Negotiation  
Construction Admin  
Store Setup

### Interactive Media

E-commerce Design  
Information Architecture  
Online Experience

### Brand Development

Brand Identity  
Brand Vocabulary  
Tone of Voice  
Positioning  
Extension Opportunities

### Experience Design

Customer Engagement  
Staffing Criteria  
Customer Journey  
Event  
Programming