

Portfolio One

IDSN 2102 - Fall 2018

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Client

- *Targeting Generations Z, and Millennials*
- *Both considering coffee shops as important third places for them*
- *Young professionals and students*

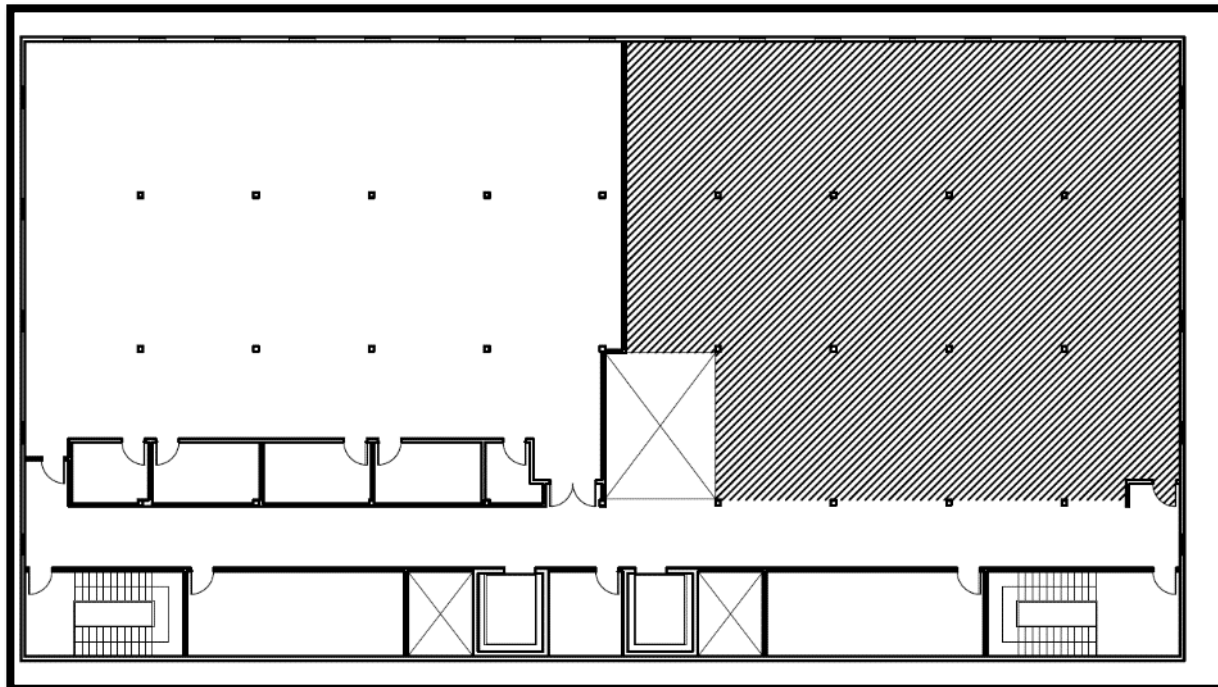
Design Preferences

- *Comfortable and simple*
- *Share worthy atmosphere and products*
- *Eco friendly*



Site Profile

- Pritchard-Hughes Tobacco Building
- Pitt and 11th Streets
- Greenville NC
- Erected: first quarter of the Twentieth Century
- Heavy timber construction
- Client to occupy tenant space on second floor
- 4,052 Square Feet



Site Analysis

- Entrance



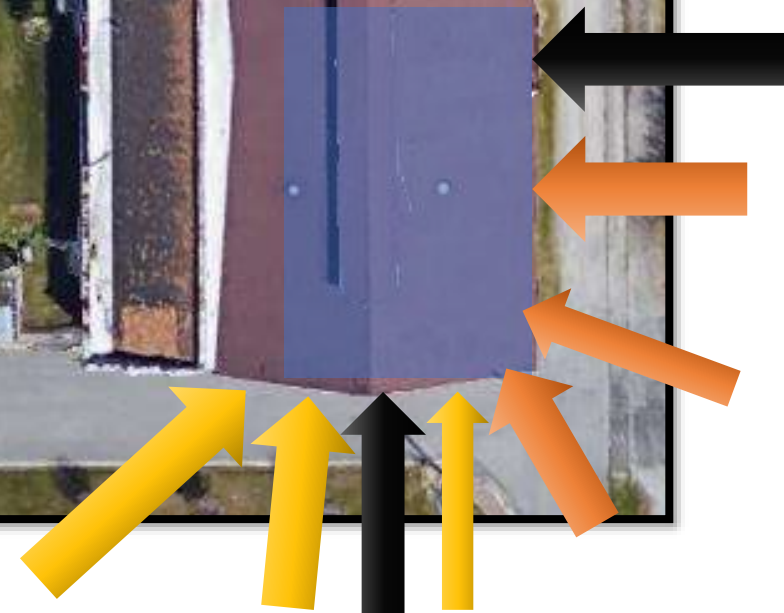
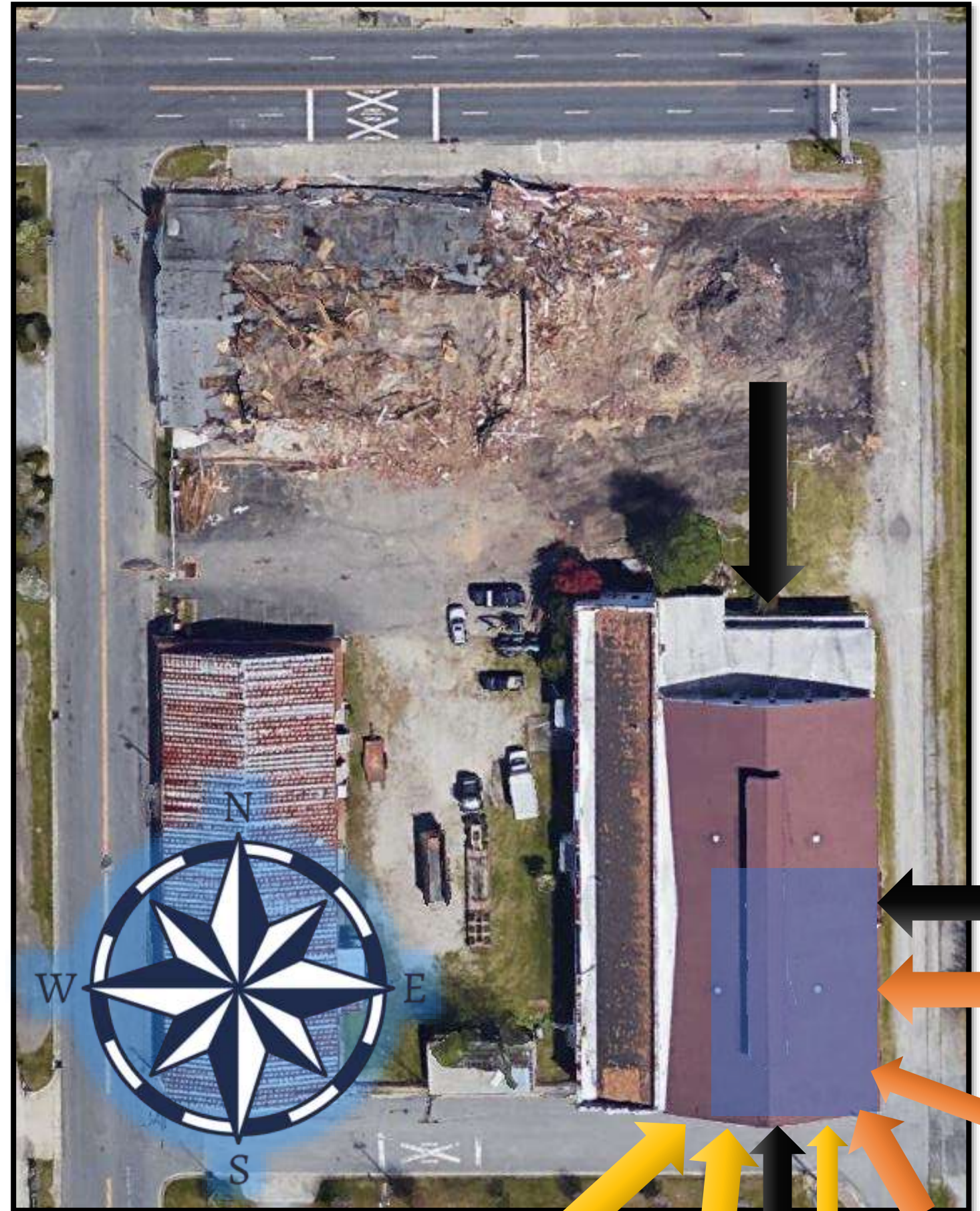
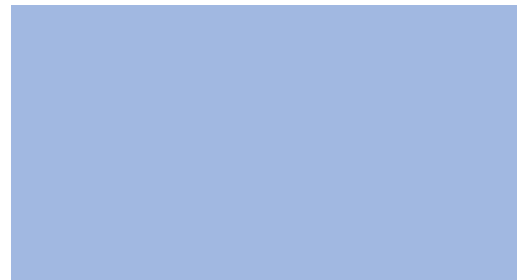
- Morning Light



- Day/Evening Light

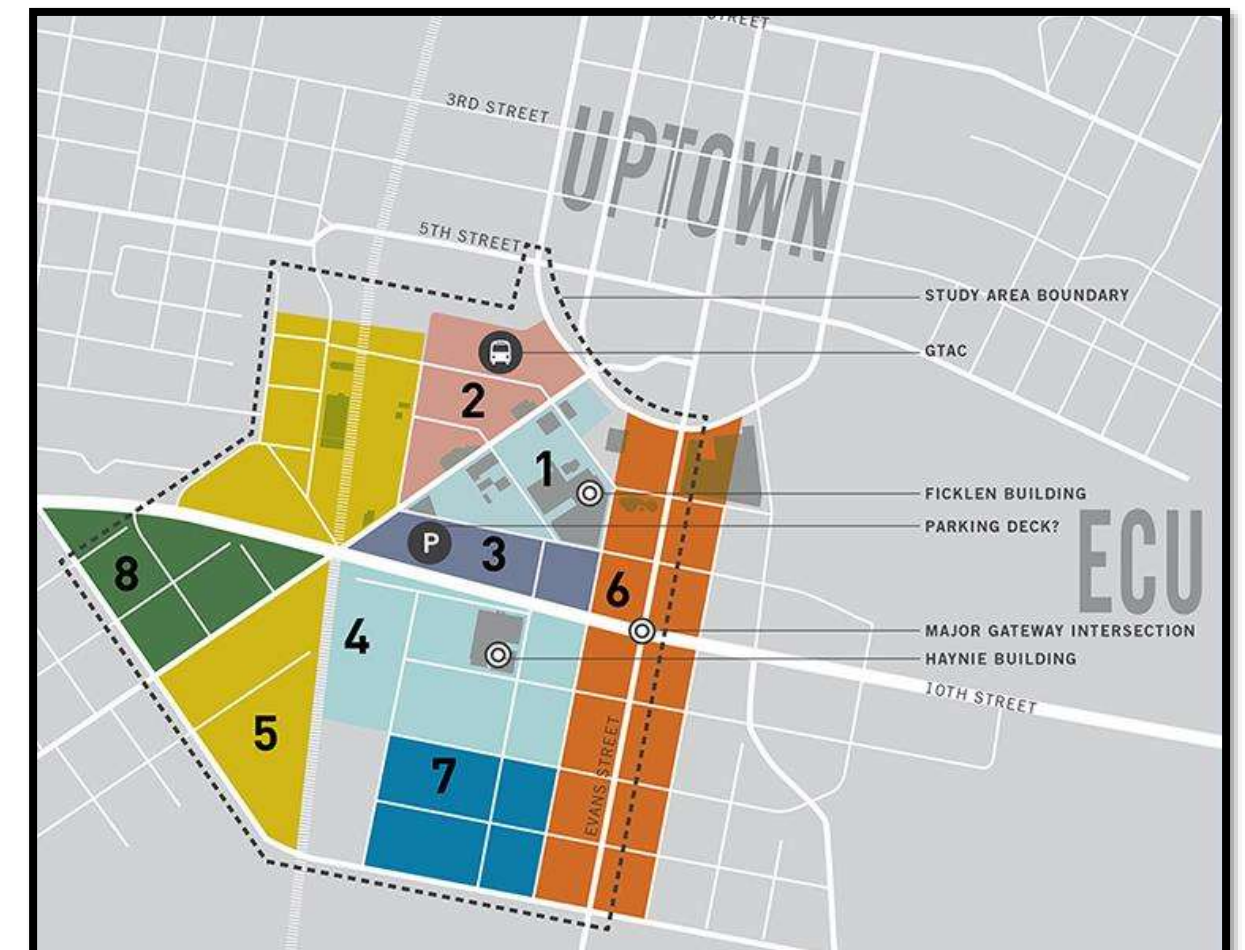


- Tenant Space



Design Problem Statement

- Dark and dreary space
- Extremely hot and muggy
- Lighting and air conditioning needed
- Lots of natural light in the morning from the East side of the space
- Sunlight shifts to the south side of the building in the afternoon
- No windows on the west side during the evening
- Columns throughout the space to work around
- Transform Hughes Tobacco Warehouse into a café space
- Transform into place of relaxation and community
- Space for innovators and entrepreneurs to wind down or work hard and become inspired
- A part of East Carolina University's Millennial Campus
 - A hub for business, innovation, and research
 - Diverse groups of people



Works Cited:

- *Gustina Tour of Hughes Tobacco Warehouse. (2018). [video] Directed by L. Miller. Greenville, NC: Lauren Miller.*
- *National Register of Historic Places Registration Form . www.hpo.ncdcr.gov/nr/PTO623.pdf.*