

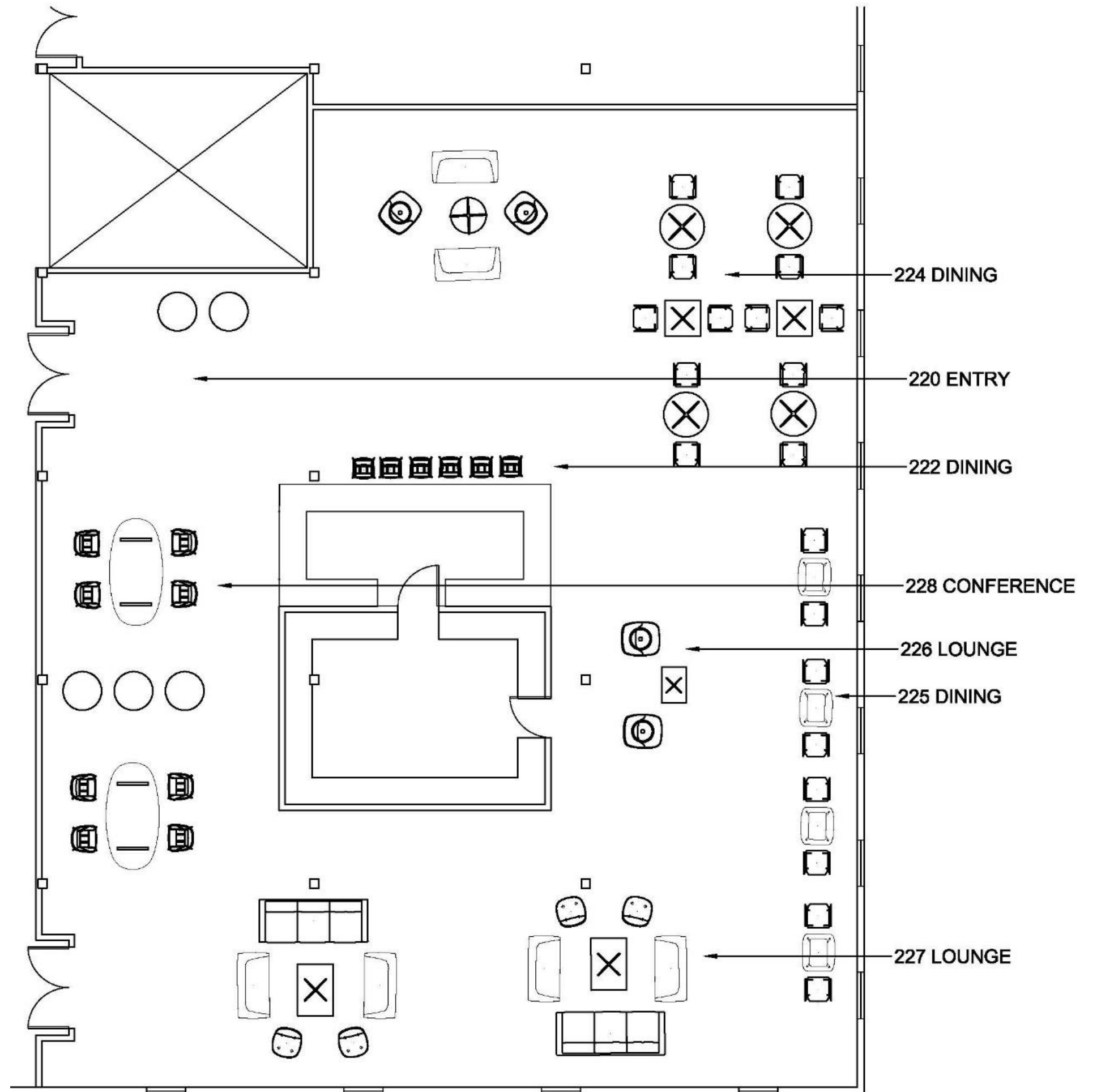
A photograph of a tobacco field with large, vibrant green leaves. The plants are densely packed and fill most of the frame. The sky above is a clear, pale blue. A white rectangular box is overlaid on the center of the image, containing text.

IDSN 2102 F19
Portfolio Three
Elizabeth McLeod

Assignment 12: Final Furniture Plan

Elizabeth McLeod

IDSN 2102 F19

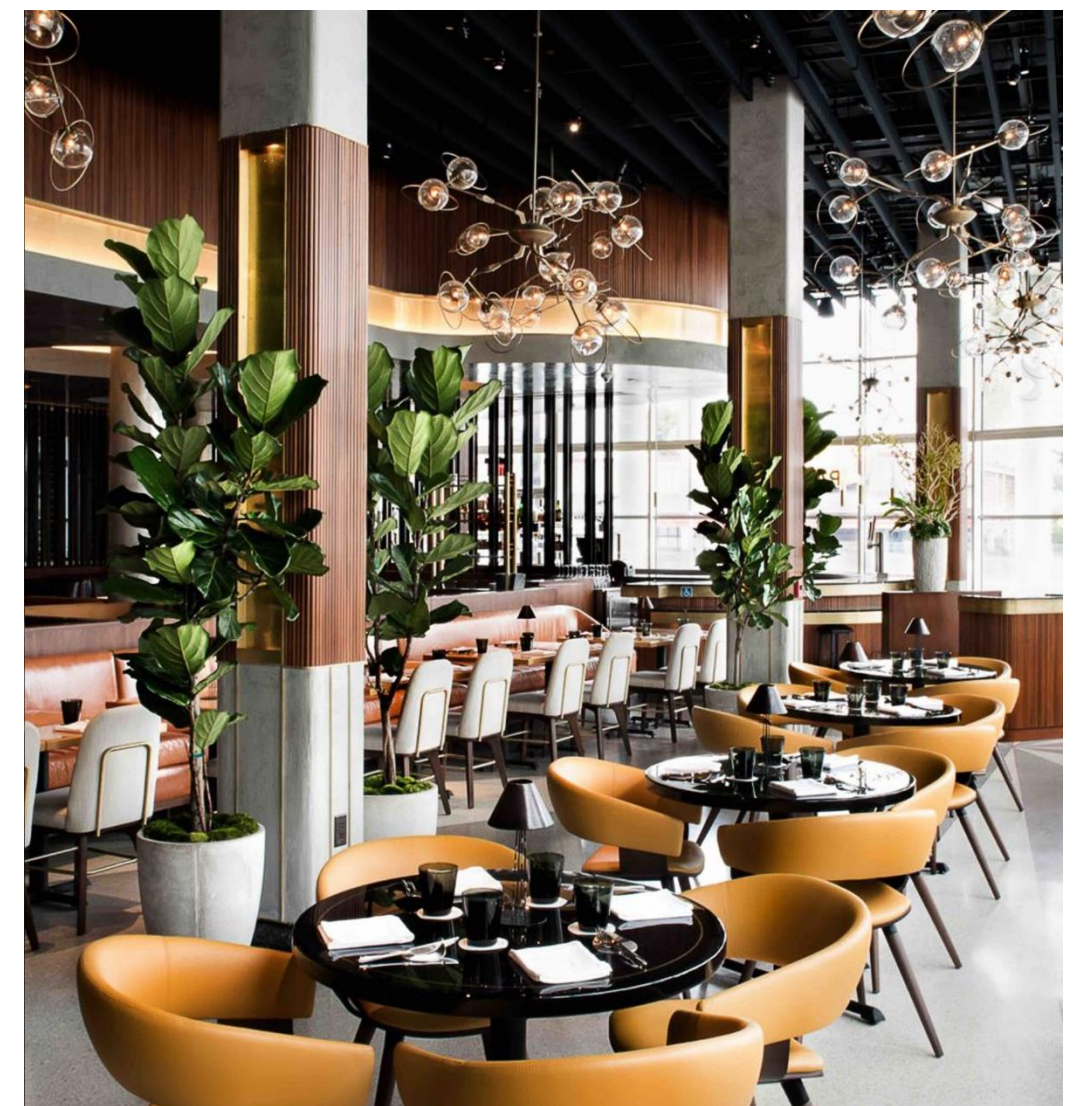


Assignment 13: Design Concept/ Inspiration Images

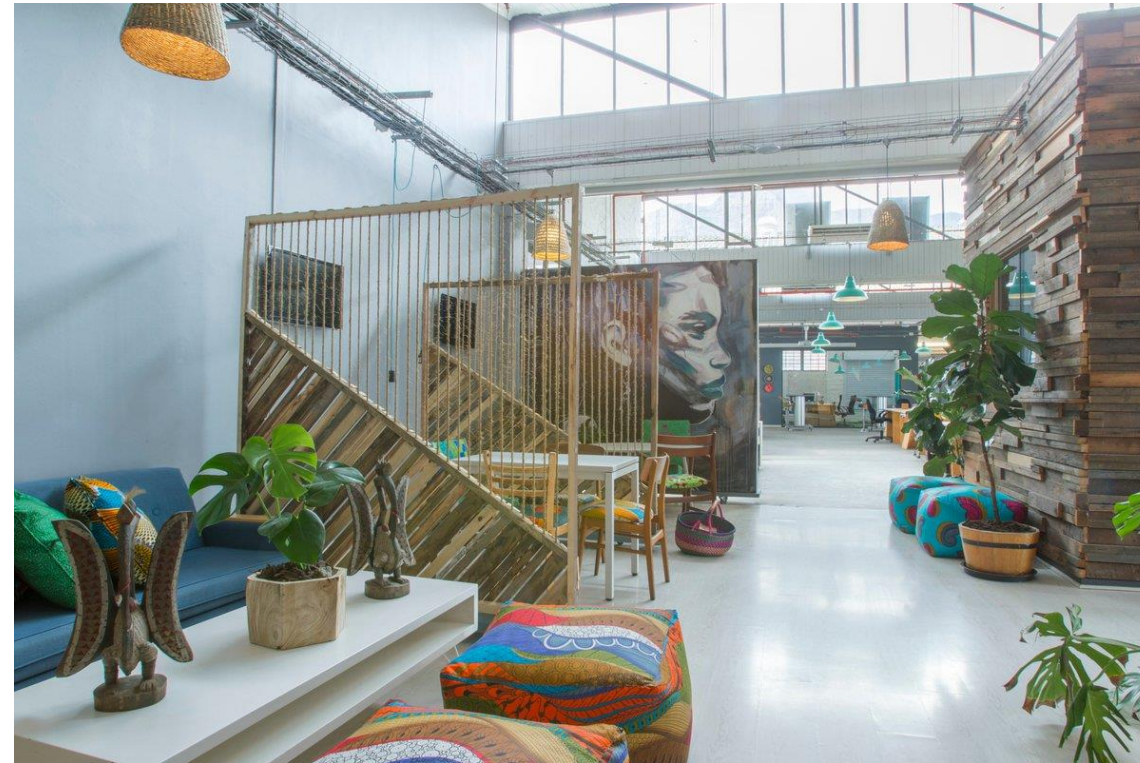
- Agriculture especially that of tobacco farming, is a staple in the Deep South's history, as well as its present. This warehouse, once used for tobacco processing, is a strong reminder of this. This is intended to be kept within the new retail space; it will pay homage to the founding trade on which North Carolina was built: tobacco.
- Vertical and horizontal line motifs are utilized throughout the space in order to symbolize the rows in which tobacco was planted, and curvilinear architectural elements are used in order to mimic the tobacco plant leaves themselves. Light wood will be used throughout the space to create a bright, peaceful environment.

Elizabeth McLeod

IDSN 2102 F19



Assignment 13: Inspiration
Images (Continued)



Elizabeth McLeod

IDSN 2102 F19

Assignment 13: Color Rationale

- The color scheme will consist of neutral tones, such as tan and white, as well as varying hues of green. The soil used when farming is symbolized through the use of the tan and brown hues. These colors also mimic the shades of dried tobacco leaves, while the green shades symbolize the tobacco leaves when they first bloom.
- Green is also utilized because it is associated with money and wealth and in a retail space it may be associated with good deals.
- Tans and browns also represent peace, as well as reliability in many circumstances, which are why they are utilized in this retail space; visitors will be comfortable here and will want to stay longer.

Elizabeth McLeod

IDSN 2102 F19

