



EAST CAROLINA UNIVERSITY'S MILLENNIAL CAMPUS

MACY TILLET // IDSN 2102
PORTFOLIO ONE

What is ECU's Millennial Campus?

- Rehabilitation of Greenville's warehouse district including: Haynie building, Ficklen / UNX Warehouse, Dickenson Commercial Buildings, and Cupola
- Opportunity for high tech/medical training and research
- Opportunity for collaboration between businesses, students, professionals, and investors
- Attracts development of mixed use housing, offices, and retail space

The Third Place

- A place between work & home
 - Uses of retail space like Coffee Shops, Bars, Lounges, etc.
- “Third Places” are a great addition to the Millennial Campus because they offer:
- A comfortable space for student and professional meetings
 - Study and workspace
 - Leisure, entertainment, socializing, & connection

STEAM

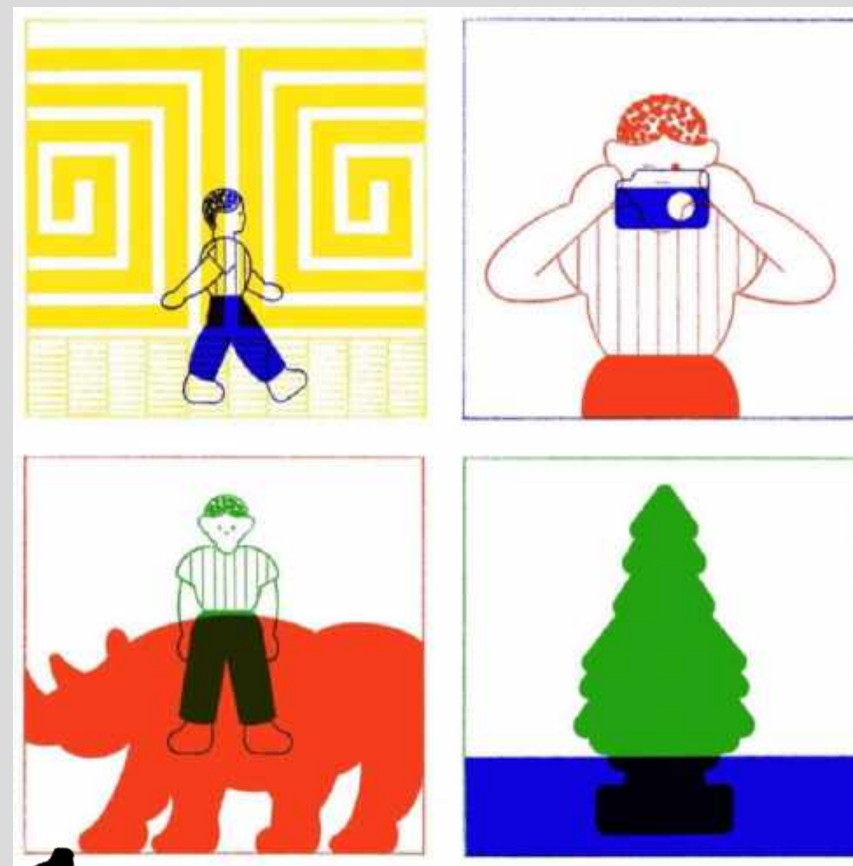
GALLERY - COFFEE HOUSE - CREAMERY

Inspiration Images



COLORFUL ART
CONTRASTED AGAINST
WHITE BACKDROP

Sourced from local artists and ECU
student artists
On display and available for
purchase



BRIGHT POPS OF PRIMARY &
SECONDARY COLORS

GEOMETRIC PATTERN

SIMPLE SHAPES + IMAGES



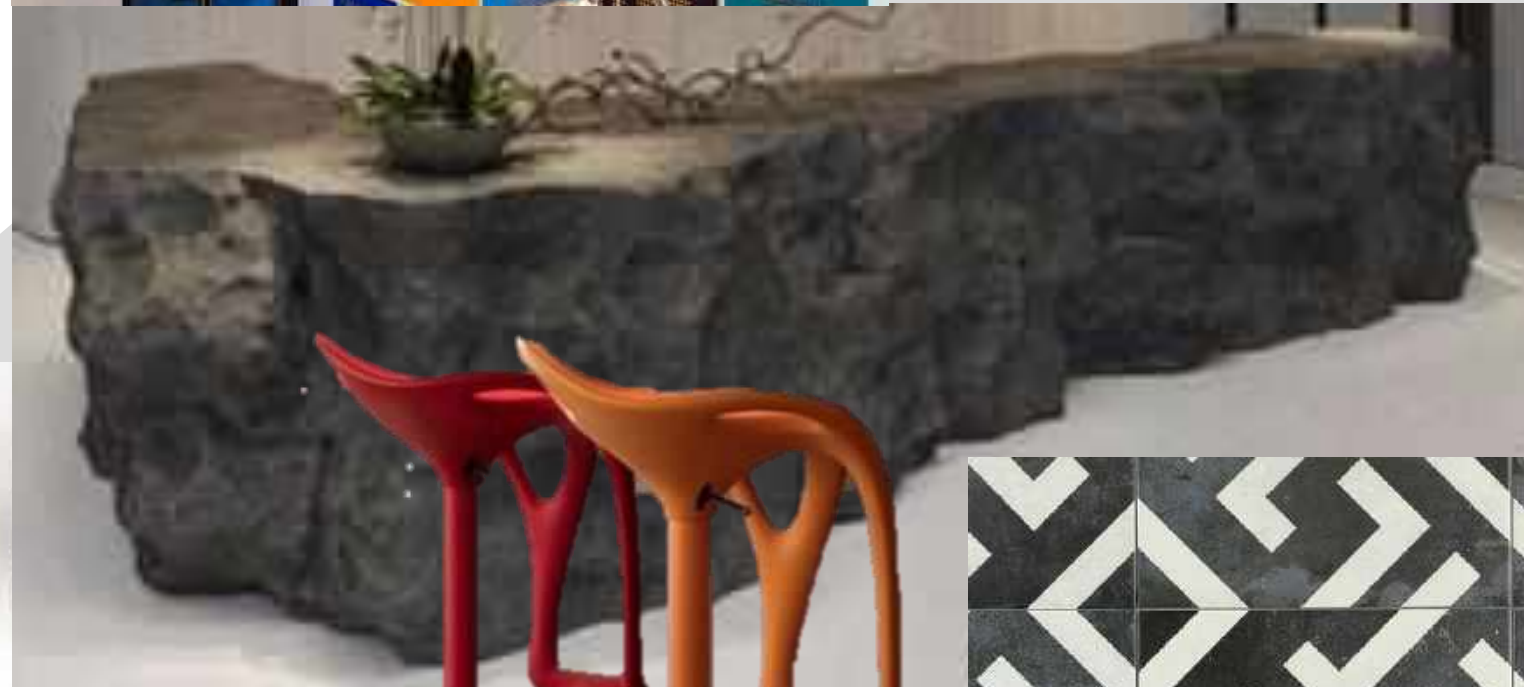
COLORFUL EXPOSED PIPING

BRIGHT COLOR CONTRAST
AGAINST BLACK

DESIGN ELEMENTS Inspiration Images



PENDANT LIGHTING
+
COLORFUL GRAPHIC
ART
MENUS + SIGNS



BLACK STONE
COUNTER
+
BLACK GEOMETRIC
FLOOR TILE



WHITE WALLS +
CEILINGS



COLORFUL BARSTOOLS + ACCESSORIES



USER PROFILE

With plans for development of the East Carolina University Millennial Campus, this space will likely be used by:

- Medical, Science, Technology, Engineering, and Math industry professionals
- Business owners, property owners, and investors
- Students of East Carolina University and nearby schools
- Workmen and employees of nearby establishments
- Children and those who enjoy ice cream and coffee

With the inclusion of a gallery within this space, it also brings:

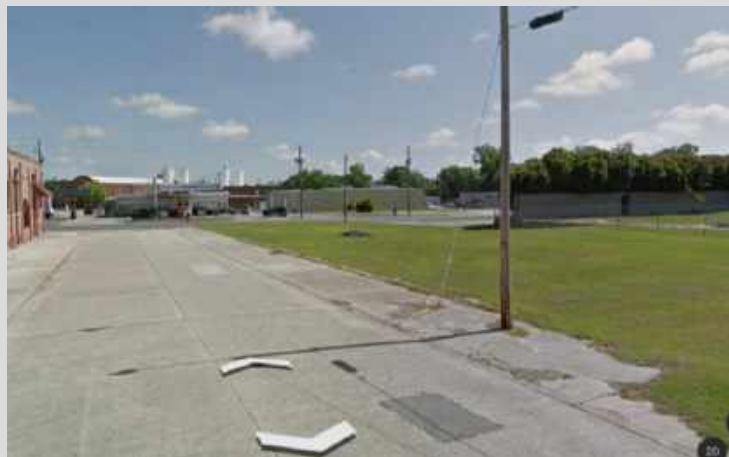
- Artists who intend to sell their pieces with this establishment
- Those who enjoy viewing or would like to purchase art

SITE PROFILE

1001 S. GREENE ST. GREENVILLE, NORTH CAROLINA



NORTH FACING VIEW



EAST FACING VIEW



SOUTH FACING VIEW



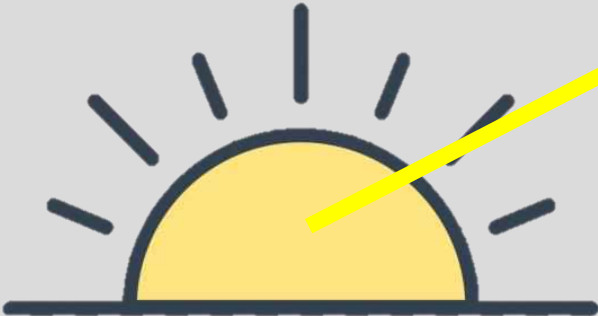
WEST FACING VIEW



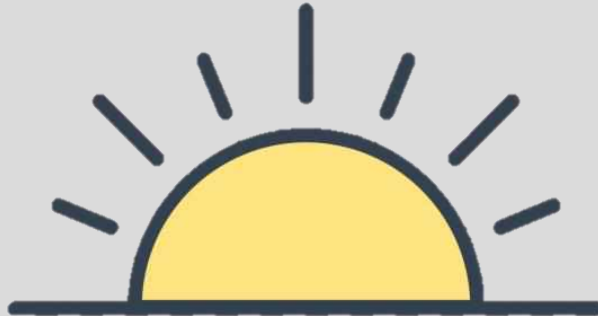
SITE ANALYSIS

ENTRANCE

SIGNIFICANT HEAT GAIN
CAN OCCUR FROM SUN
SHINING IN WINDOWS
BETWEEN 3PM AND
SUNSET



SUNSET



SUNRISE

ENTRANCE



DESIGN PROBLEM STATEMENT

PROBLEM #1

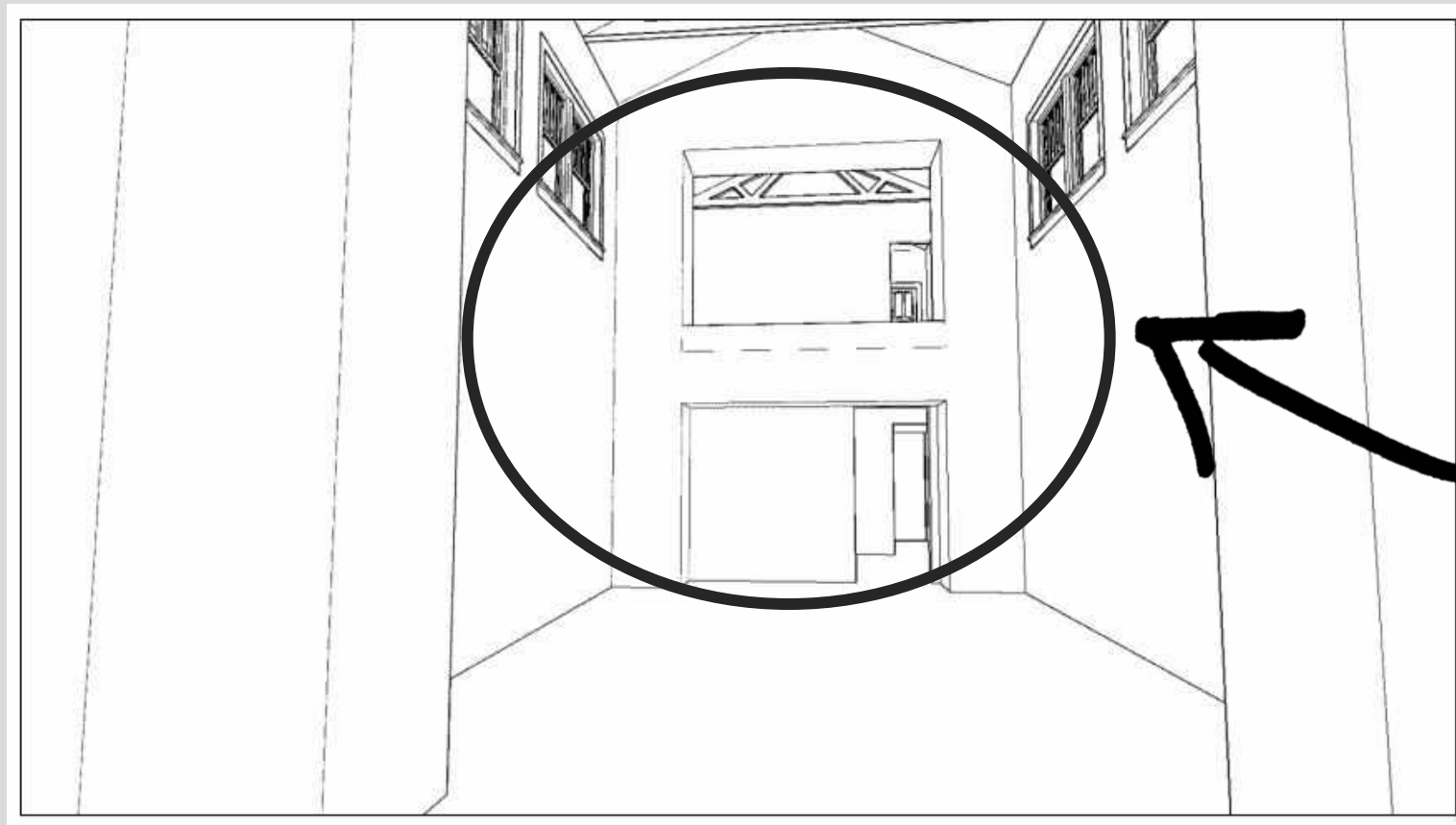
WAYFINDING

- HOW WILL CUSTOMERS ACCESS SECOND LEVEL?
- IS THE SPACE FUNCTIONAL FOR EMPLOYEES?

PROBLEM #2

ALL WINDOWS ON UPPER LEVEL

- LIMITED NATURAL LIGHT ON FIRST LEVEL
- LIMITED WALL SPACE ON SECOND LEVEL

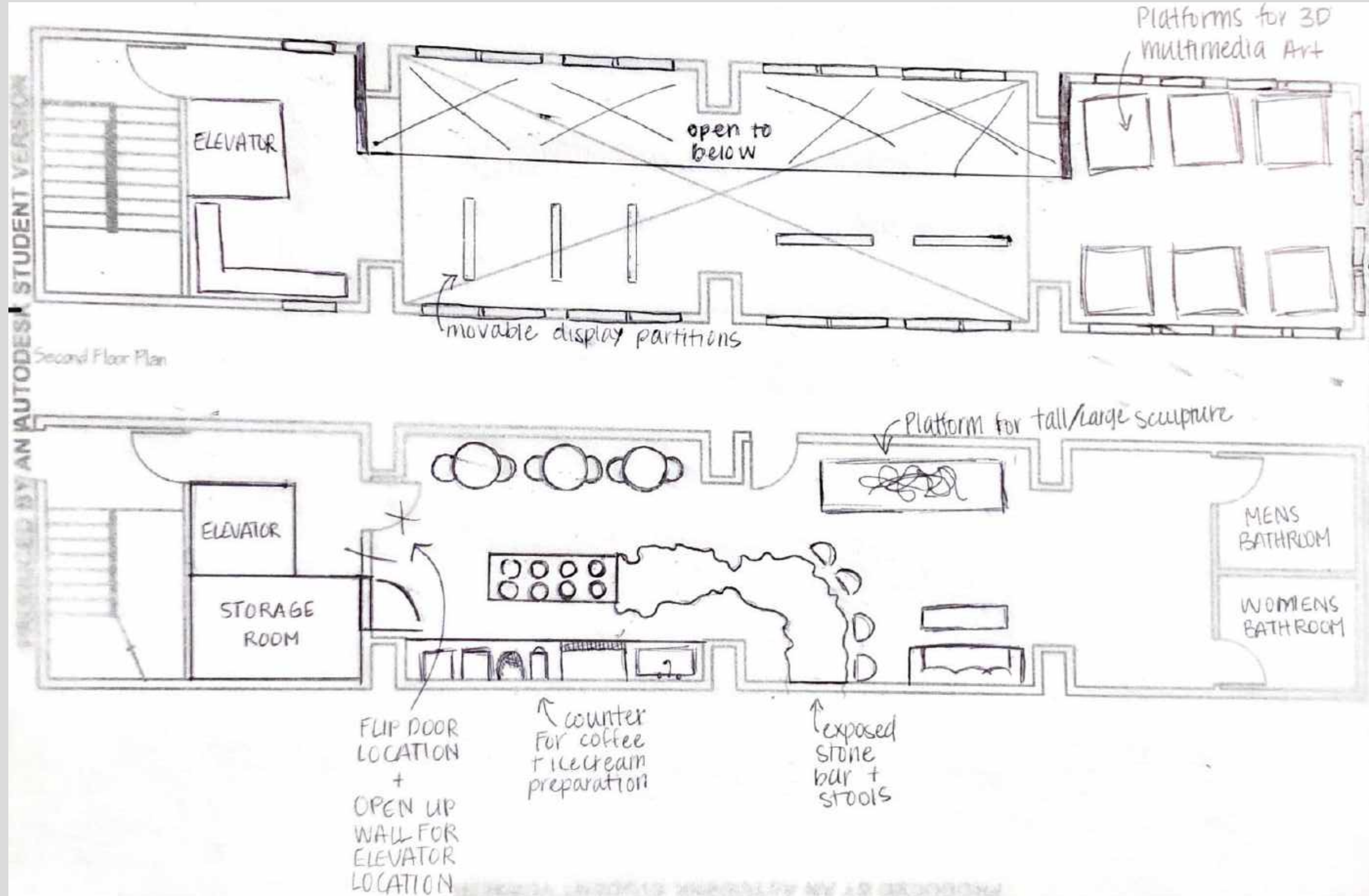


PROBLEM #3

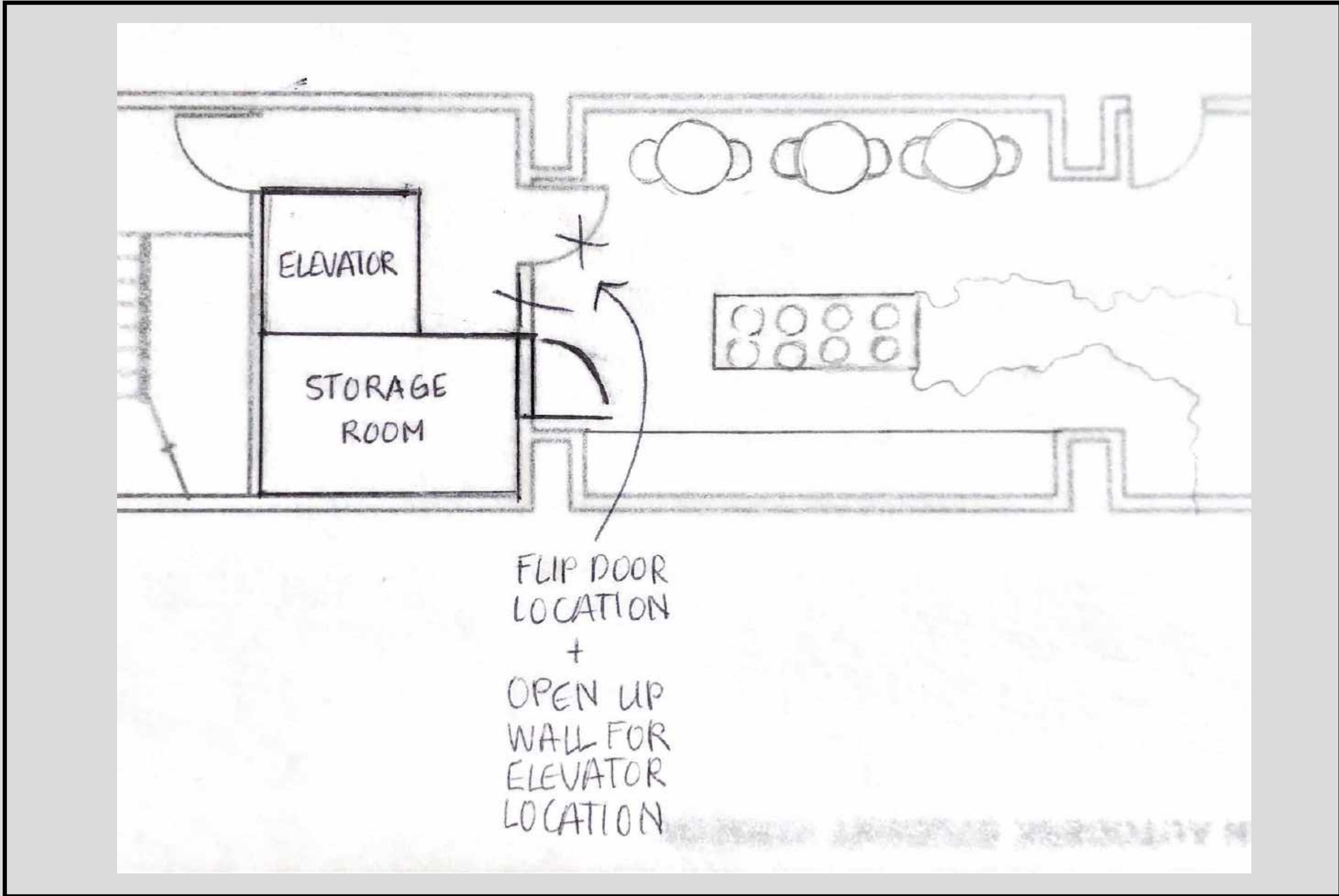
**HEAT ACCUMULATION IN EVENINGS
DUE TO SUNSET IN WEST FACING WINDOWS**



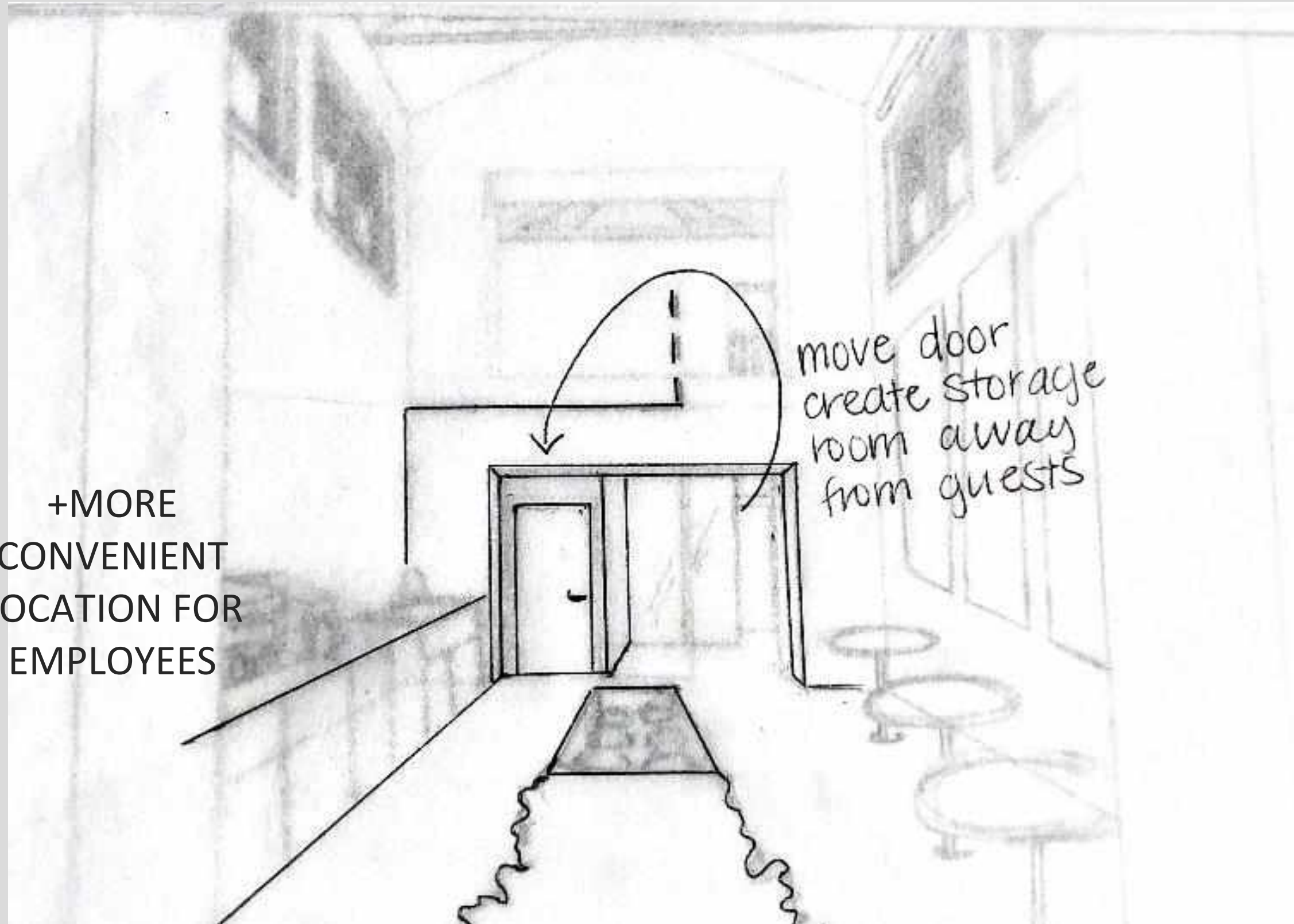
PROBLEM RESOLUTION



PROBLEM #1
WAYFINDING / FUNCTION
SOLUTION FLOORPLAN

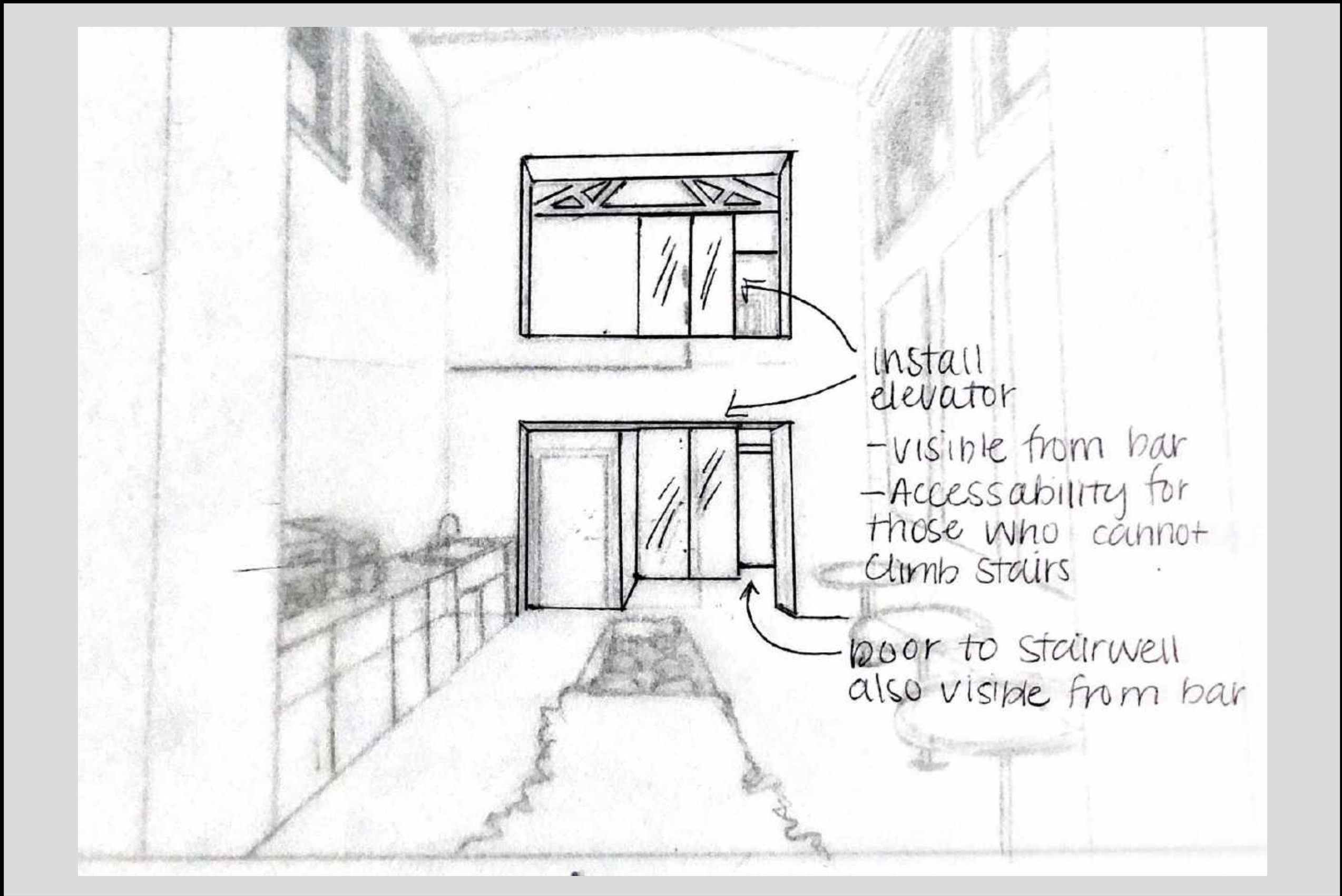


PROBLEM #1
WAYFINDING / FUNCTION
SOLUTION ONE – STORAGE RELOCATION

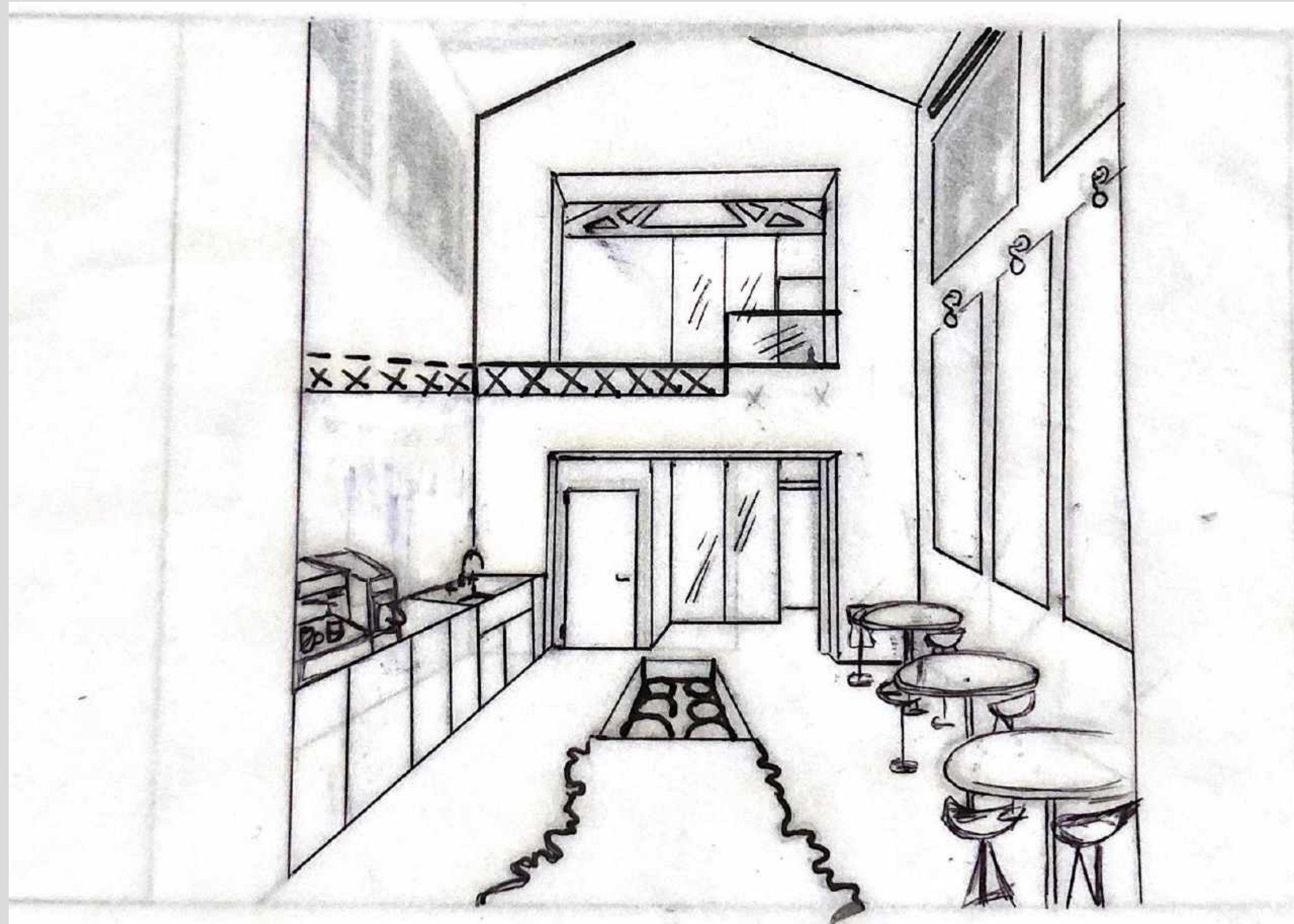


+MORE
CONVENIENT
LOCATION FOR
EMPLOYEES

PROBLEM #1
WAYFINDING
SOLUTION TWO – INSTALL ELEVATOR

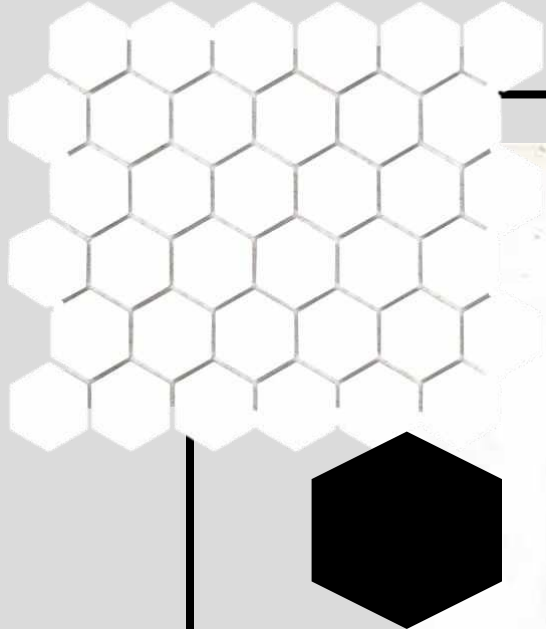


SKETCHES



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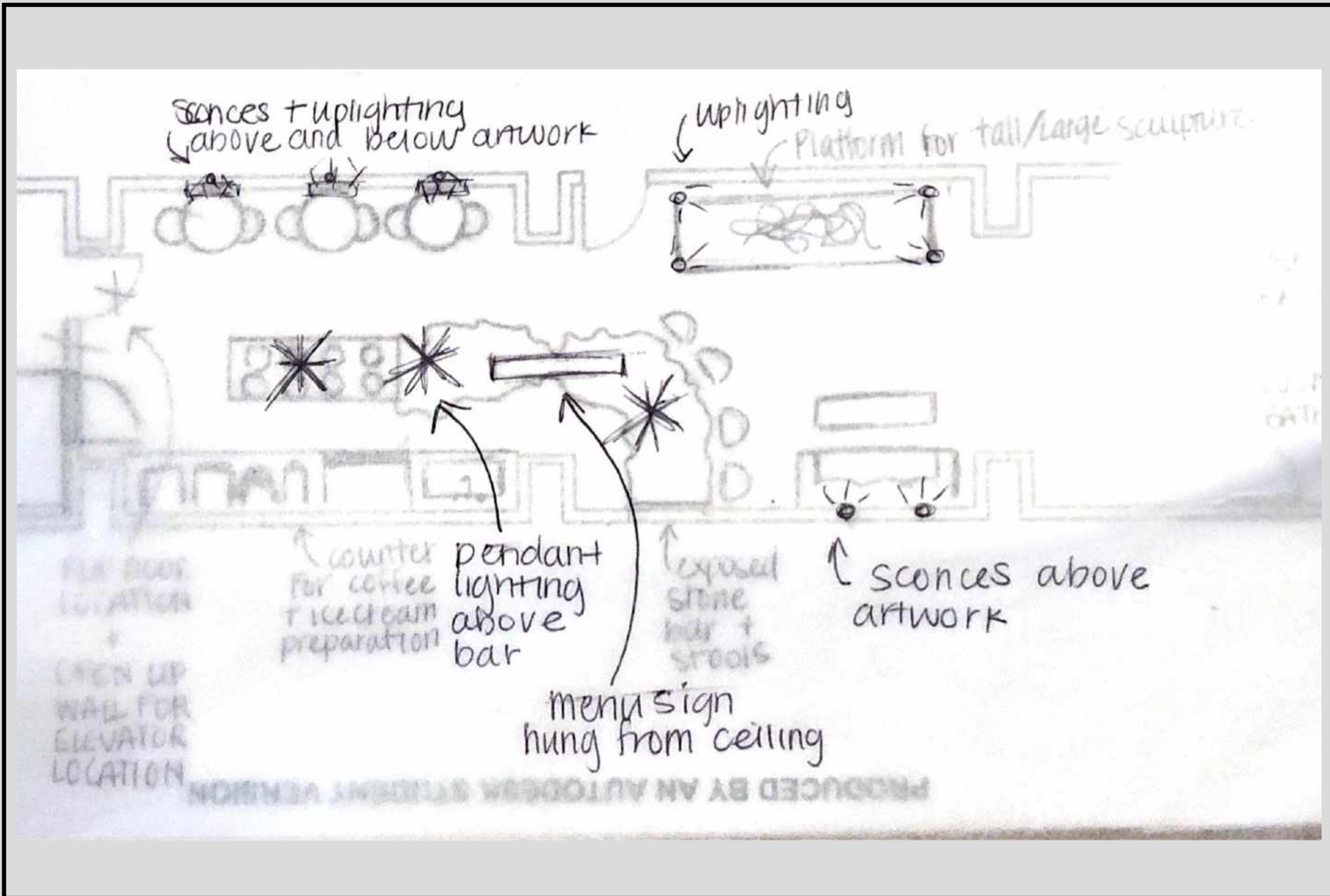
SKETCHES



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PROBLEM #2

WINDOW PLACEMENT: NO NATURAL LIGHT ON FIRST LEVEL SOLUTION ONE – LIGHTING (FLOORPLAN)



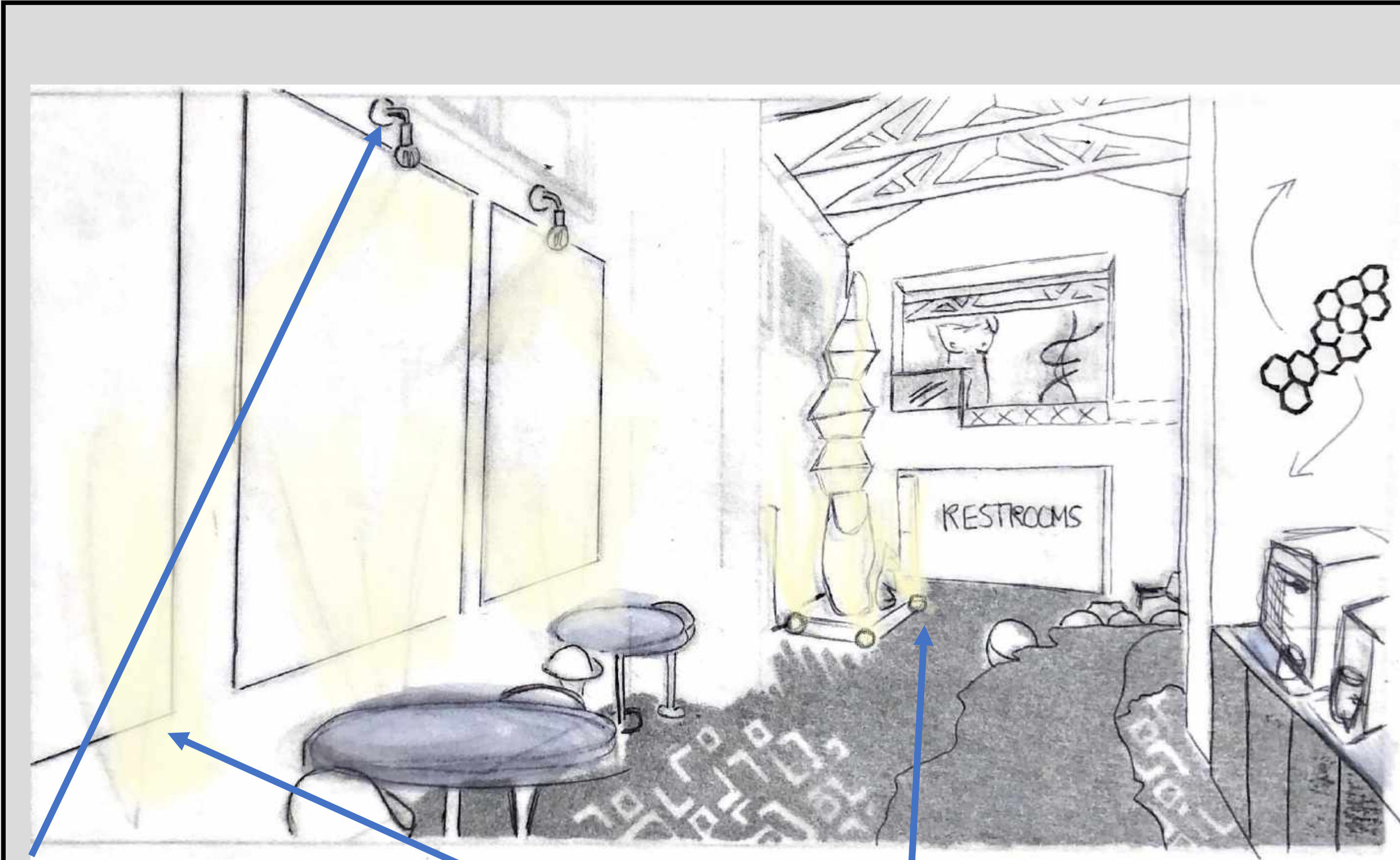
PROBLEM #2

WINDOW PLACEMENT: NO NATURAL LIGHT ON FIRST LEVEL

SOLUTION ONE – LIGHTING (SKETCH 1)



PROBLEM #2
WINDOW PLACEMENT: NO NATURAL LIGHT ON FIRST LEVEL
SOLUTION ONE – LIGHTING (SKETCH 2)

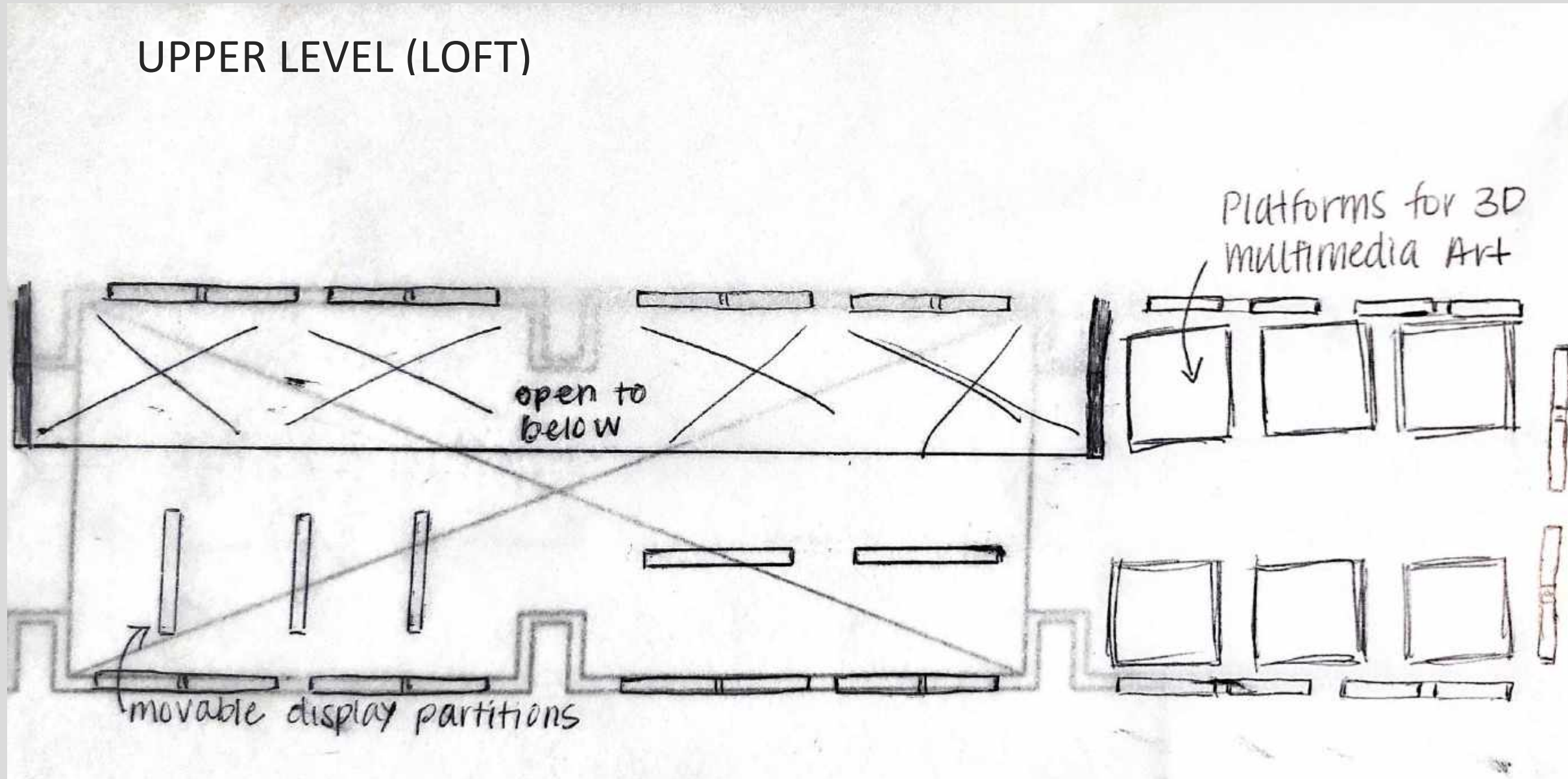


SCONCES ABOVE WALL
ART AND CUSTOMER

UPLIGHTING ON WALL
ART AND SCULPTURAL

PROBLEM #2

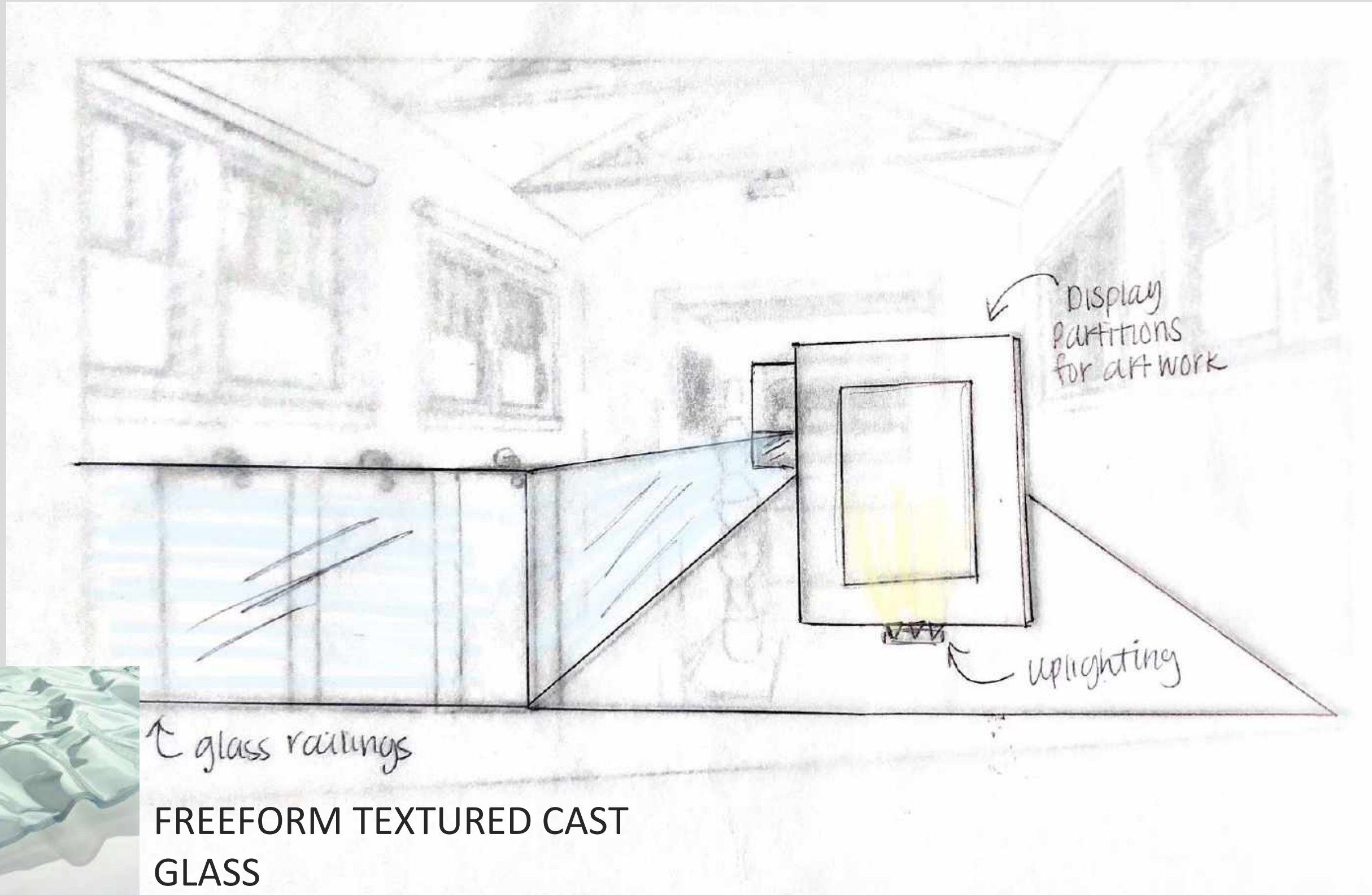
WINDOW PLACEMENT: NO WALL SPACE ON UPPER LEVEL
SOLUTION TWO – DISPLAY PARTITIONS (FLOORPLAN)



PROBLEM #2

WINDOW PLACEMENT: NO WALL SPACE ON UPPER LEVEL

SOLUTION TWO – DISPLAY PARTITIONS (SKETCH 1)

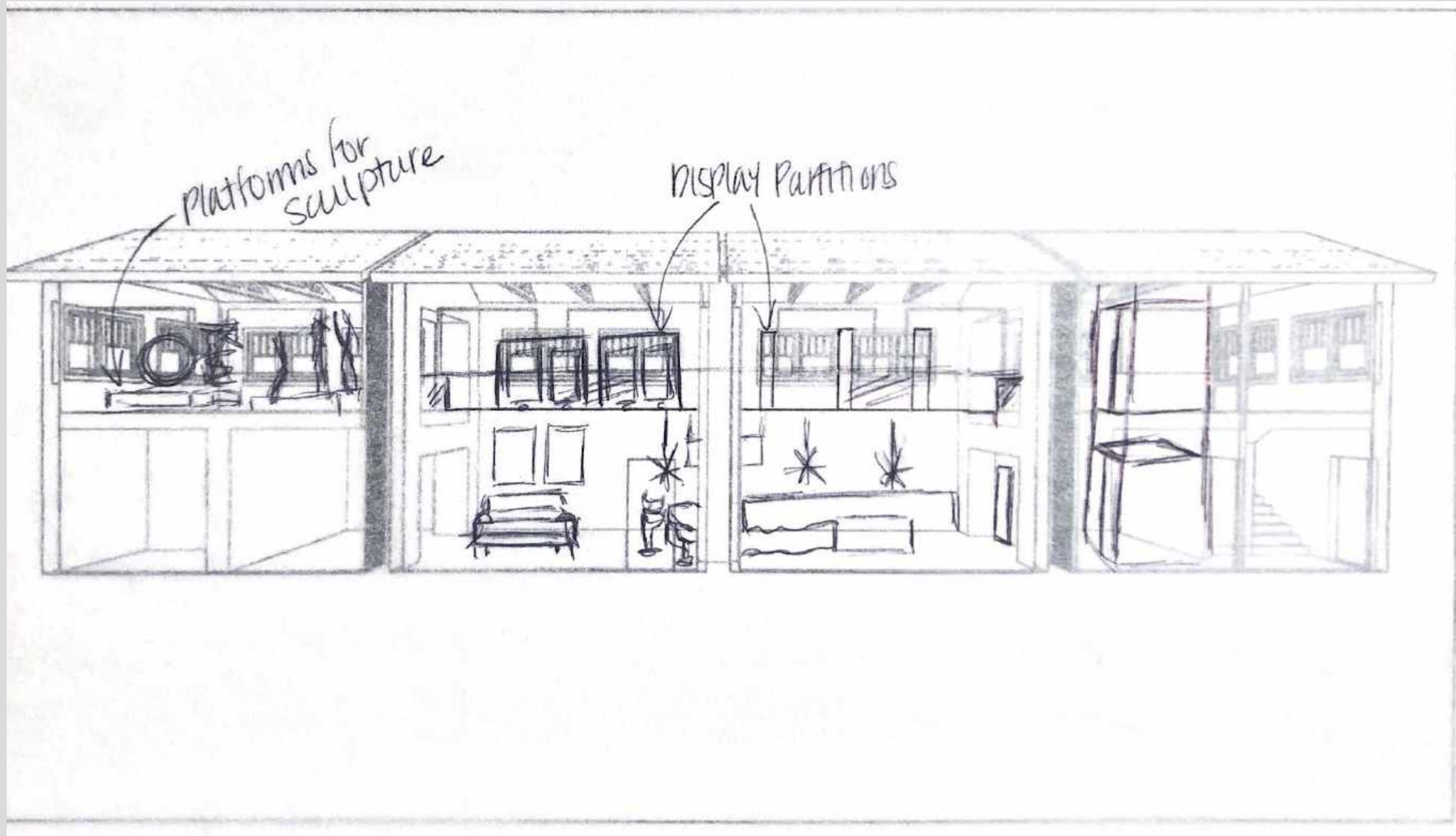


↑ glass railings

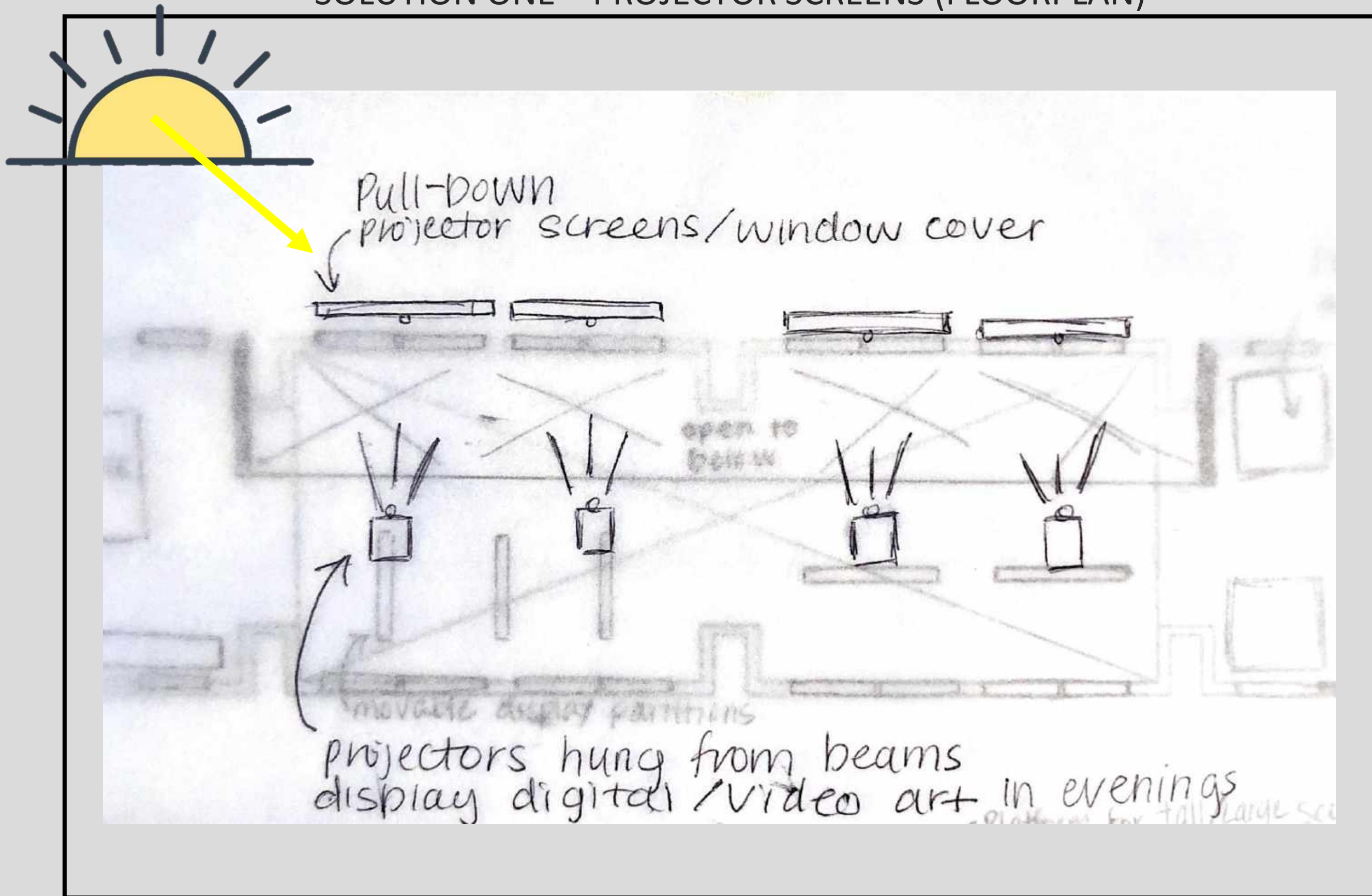
FREEFORM TEXTURED CAST
GLASS

PROBLEM #2

WINDOW PLACEMENT: NO WALL SPACE ON UPPER LEVEL
SOLUTION TWO – DISPLAY PARTITIONS (SECTION)



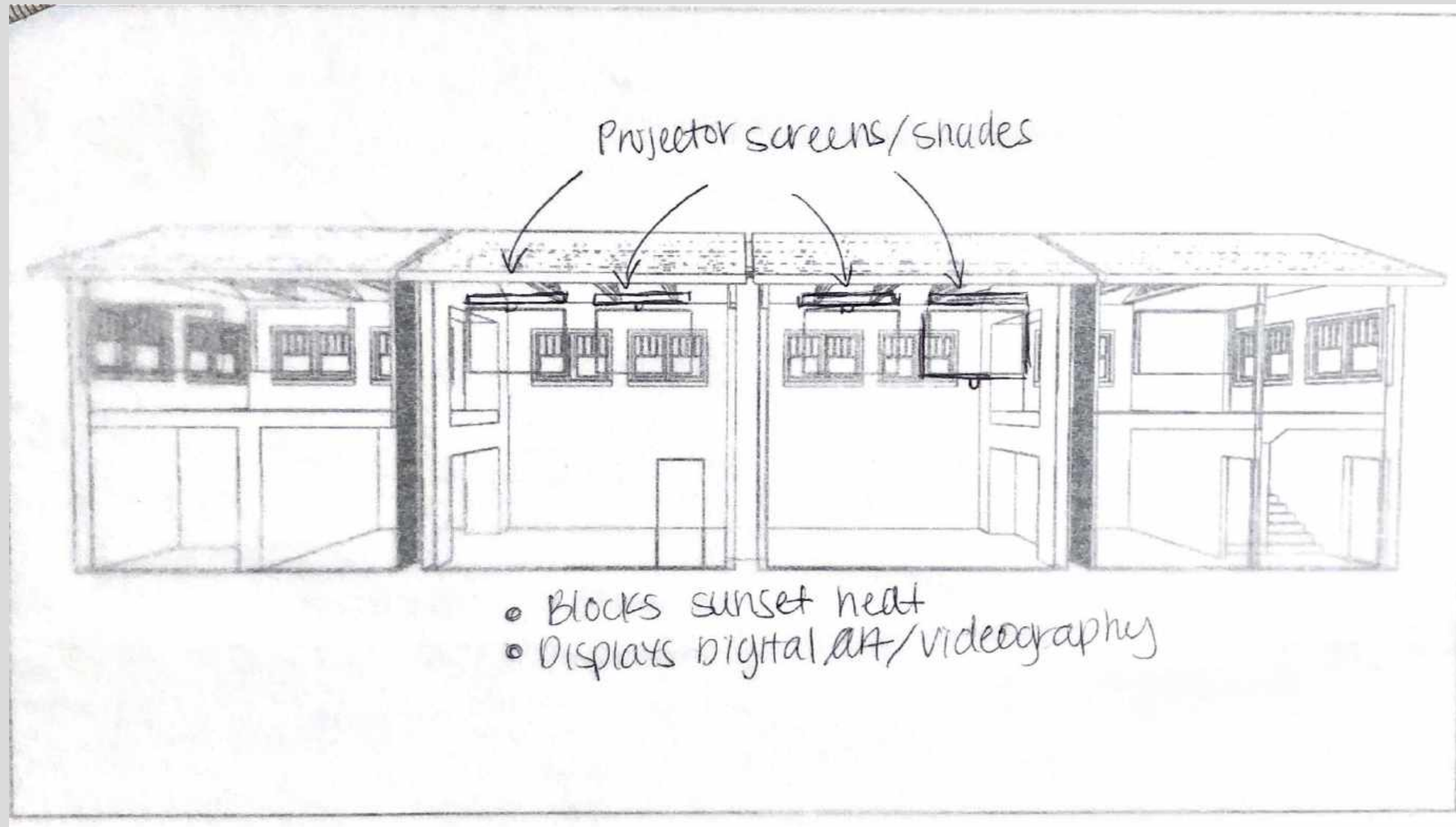
PROBLEM #3
HEAT ACCUMULATION
SOLUTION ONE – PROJECTOR SCREENS (FLOORPLAN)



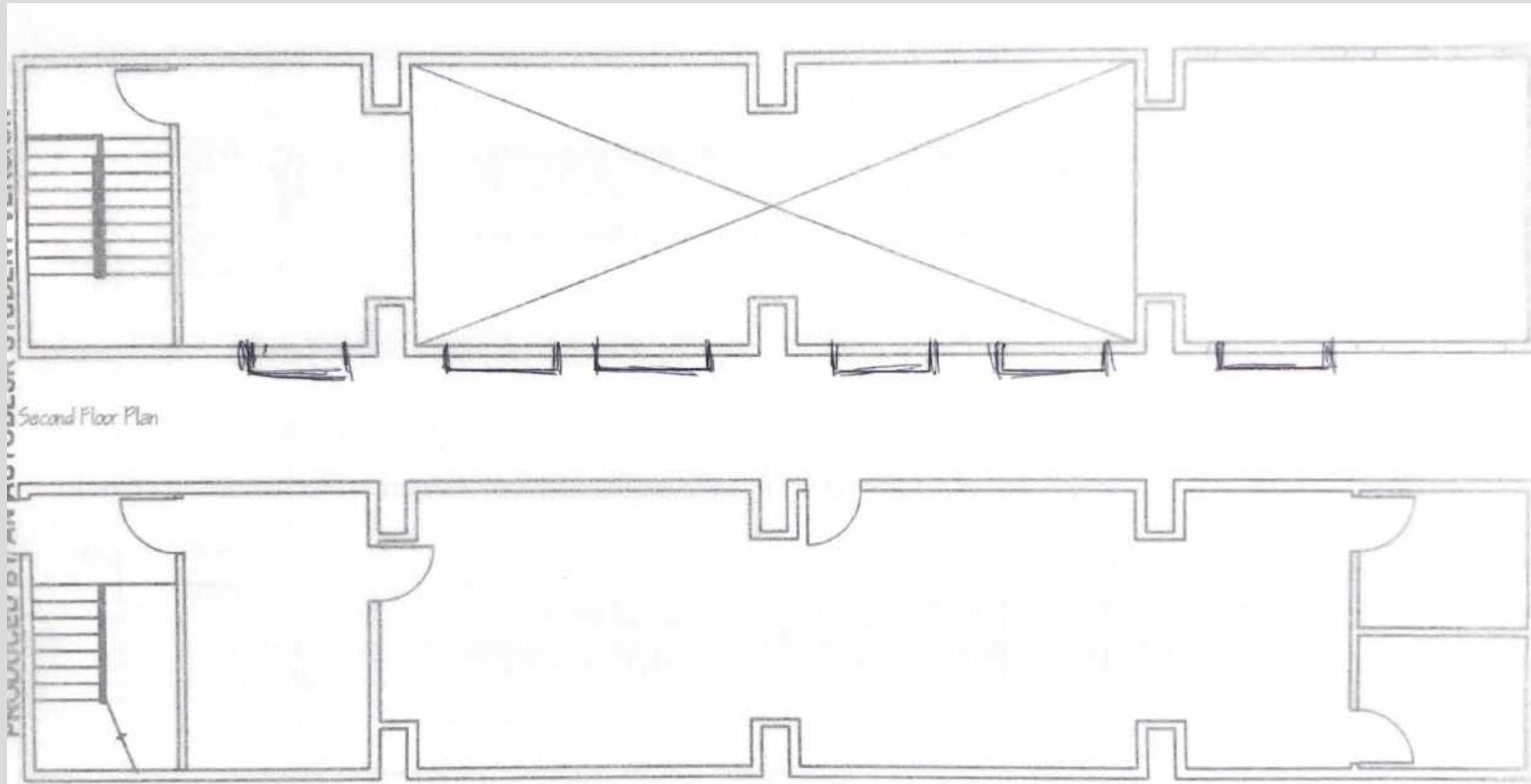
PROBLEM #3
HEAT ACCUMULATION
SOLUTION ONE – PROJECTOR SCREENS (PERSPECTIVE)



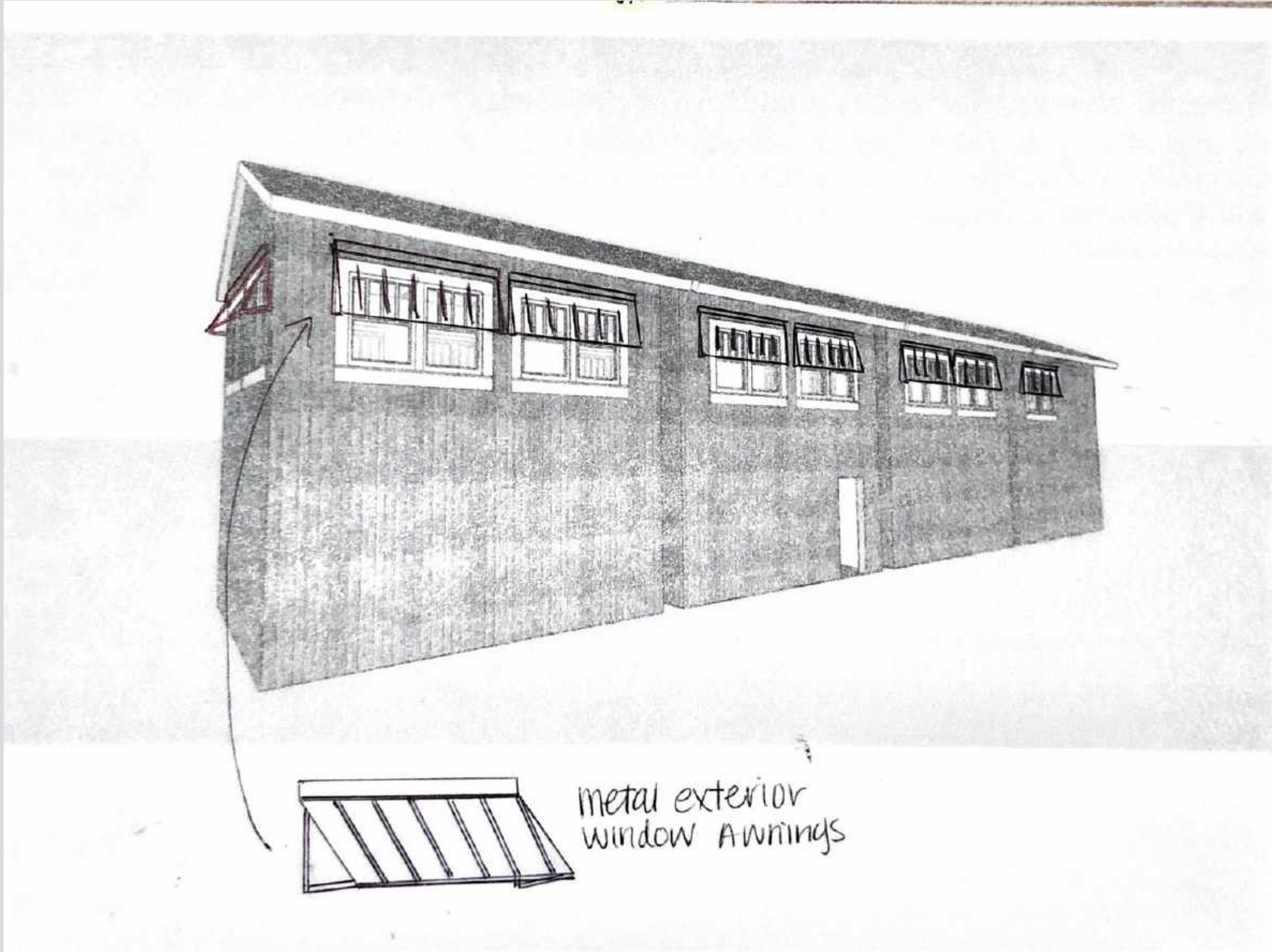
PROBLEM #3
HEAT ACCUMULATION
SOLUTION ONE – PROJECTOR SCREENS (SECTION)



PROBLEM #3
HEAT ACCUMULATION
SOLUTION TWO – EXTERIOR WINDOW TREATMENTS (FLOORPLAN)



PROBLEM #3
HEAT ACCUMULATION
SOLUTION TWO – EXTERIOR WINDOW TREATMENTS (PERSPECTIVE)



PROBLEM #3
HEAT ACCUMULATION
SOLUTION TWO – EXTERIOR WINDOW TREATMENTS (SECTION)

