



# Teknion @ The Quarter

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IDSN 3102

Portfolio 1

# The Heart of Pirate Nation

## History

- Founded in 1771, originally named Martinborough after Josiah Martin, the Royal Governor
- In 1786, the name was changed to Greenville and later shortened to Greenville, in honor of Nathanael Greene
- Greenville is a known industrial, pharmaceutical, and economic contributor to eastern North Carolina
- The city has a population of more than 90,000 people
- It is located 85 miles east of Raleigh and 90 miles west of the Atlantic Ocean

## Uptown Greenville

- There are numerous properties in the area placed on the National Register of Historic Places
- This area is particularly popular for its nightlife and sets the stage for pre-game celebrations for the East Carolina football team
- Buildings in downtown Greenville are composed of spaces for boutiques, cafes, government sites, and businesses
- Downtown is located within a 5-minute walk of the 3<sup>rd</sup> largest university in NC, known as East Carolina University
- Downtown Greenville hosts many events to get the community involved such as the annual Food truck Festival, Greenville Gives, and one of the most popular celebrations—Freeboot Fridays

## Greenville, NC



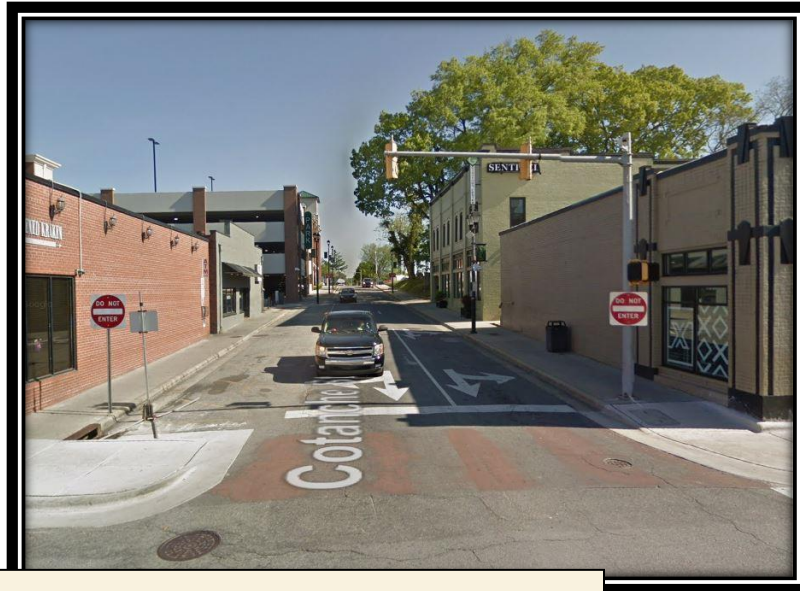
# Stakeholder Profiles

- **Owner:** Century 21 Real Estate Group
  - Desires efficient tenants that earn revenue from sales
  - Wants monthly rent for use of space
- **Client:** Teknion
  - Looking for good showcasing of product
  - Wanting effective sales & adaptable furniture for client needs
- **Users:** Potential clients of Teknion furniture/existing clients
  - Wanting functional furniture
  - Desires comfortable working spaces
  - Wants creative spaces for thinking and productivity

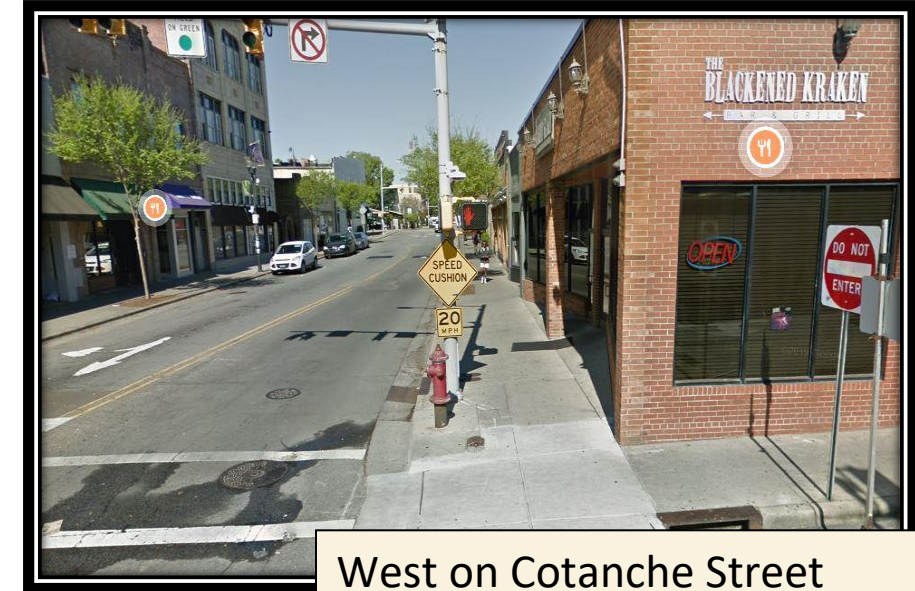


# Site Profile

- Corner Intersection of E. Fifth Street & Cotanche, Greenville, NC
- Combination of 3 units:
  - An open corner unit (201 E. 5<sup>th</sup> Street)
  - Blackbeard's Coffee (203 E. 5<sup>th</sup> Street)
  - Open Middle Unit (205 E. 5<sup>th</sup> Street)
- 3,000 square feet combined
- 10-minute walk from East Carolina University's central campus



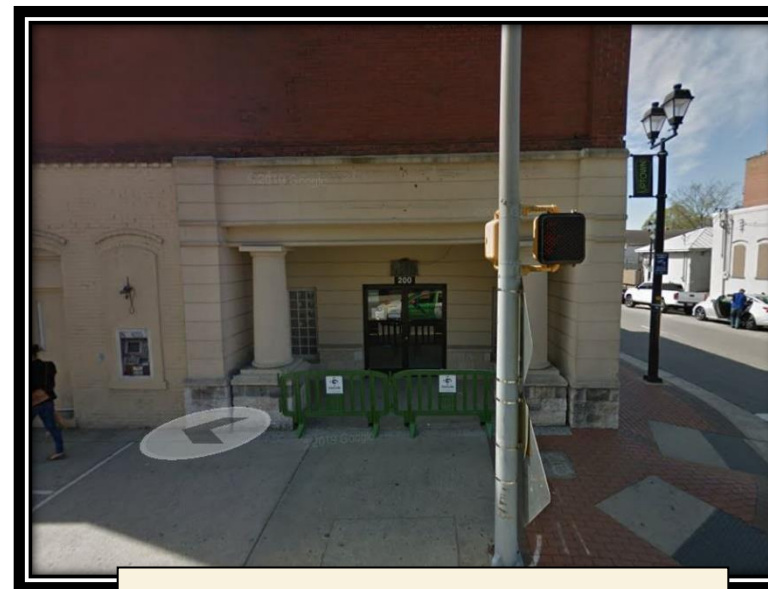
North on Cotanche Street



West on Cotanche Street



South on Cotanche Street



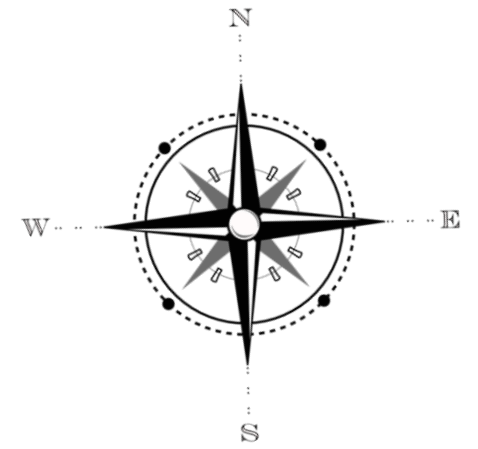
Across the street view



East on Cotanche Street

# Site Analysis

201-205 East Fifth Street,  
Greenville, NC, 27858



# Problem Statement



Problems seen throughout the building:

- Social Distancing throughout the showroom
  - Using one-way flow of traffic with floor arrows
  - Creating 6-foot distances with furniture section layouts
  - Have creative spaces with moveable furniture that allows desired distance
- Limited natural lighting from front of house window placement
  - Using an array of different artificial lighting such as recessed lighting, accent lighting, and pendant lighting throughout the space
- Limited area for both productive workspaces and furniture showcasing for Teknion and Studio TK
  - Furnish all areas with Studio TK and Teknion furniture to combine productivity with showcasing the product