

Portfolio 1

Assignments 1 and 2

Jacquelyn
Krause

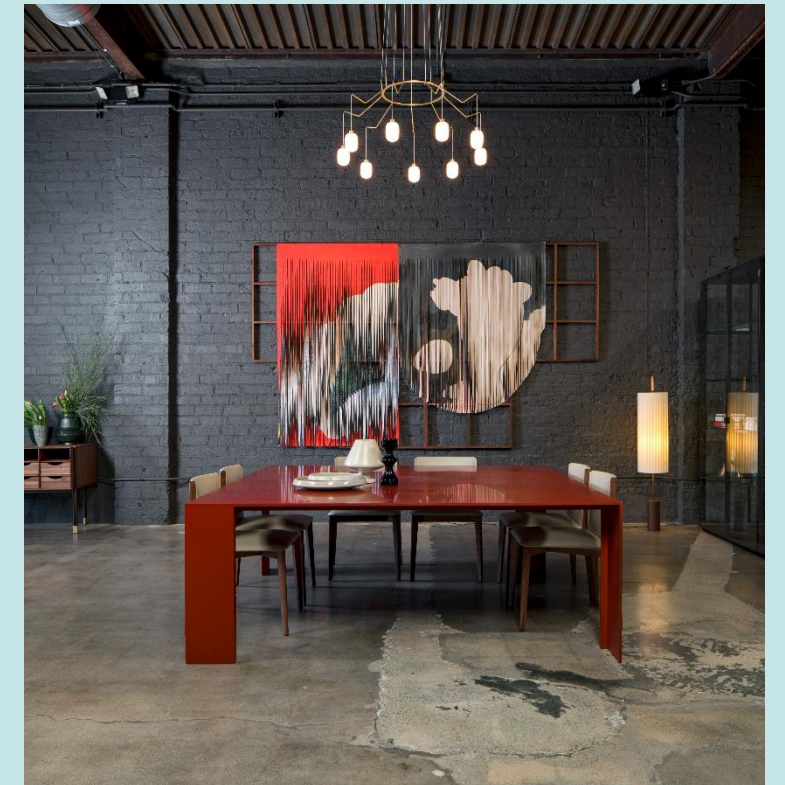
IDSN 3102

RESEARCH



Showroom Design from Interior Design Magazine:

- Include clearly defined zones for receptions, showrooms, and a café or entertaining.
- Neutral materials and gallery lighting to highlight the displays.
- A focal point may guide customers throughout the space.
- Have clear paths that guide people through the space
- Focus on comfort so that customers stay longer
- Bring in natural light as much as possible to make displays more appealing.
- Include a café, kitchen, or lounging area to entice customers to stay longer.



Sources:

<https://www.interiordesign.net/projects/17495-grupo-arca-by-esrawe-studio-2019-best-of-year-winner-for-showroom/>

<https://www.interiordesign.net/projects/16266-gensler-fashions-a-new-brooklyn-showroom-for-lafayette-148/>

<https://www.interiordesign.net/projects/16146-graye-la-goes-to-hollywood-with-debut-of-new-showroom/>

<https://www.interiordesign.net/projects/18263-ds-studio-reinvents-the-jewelry-store-experience-for-mejuri-in-san-francisco/>

STAKEHOLDER PROFILE

Site Owner: Uptown Real Estate

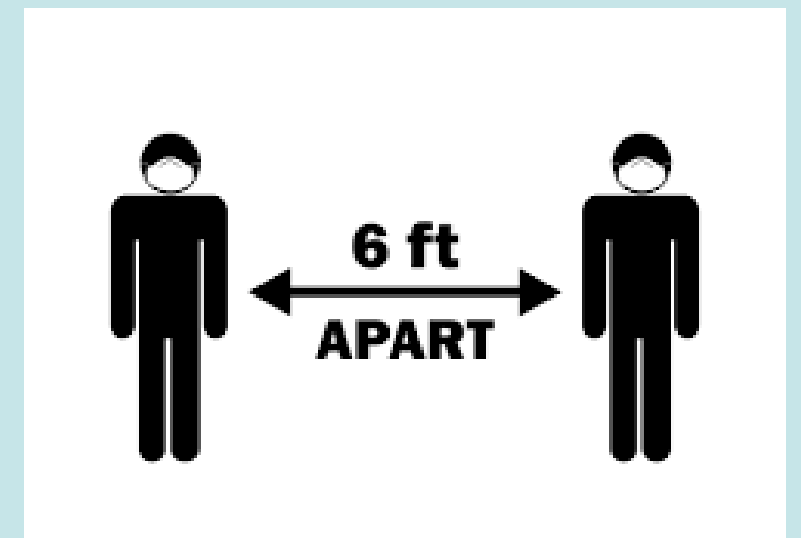
- The owner of the retail space wants the site to contribute to the growth of Uptown Greenville.

Client: Teknion

- The clients wish to create a space which is successful in adapting to the needs of consumers during a pandemic.

Users: Consumers buying furniture from Teknion

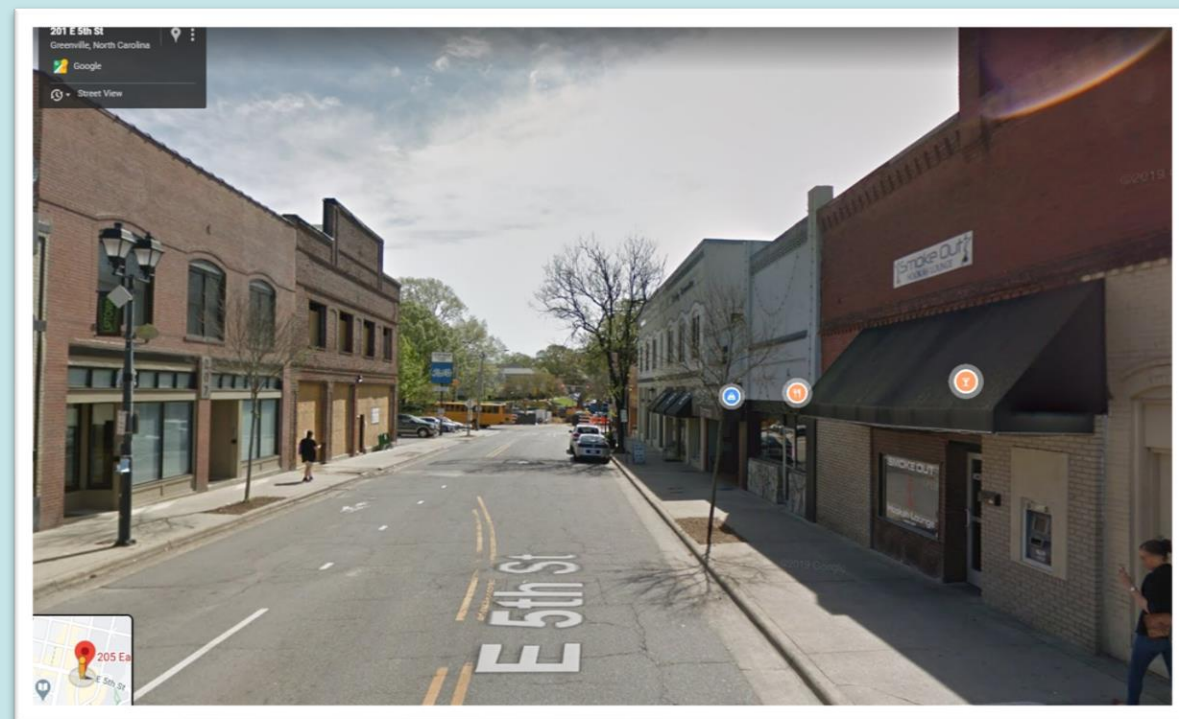
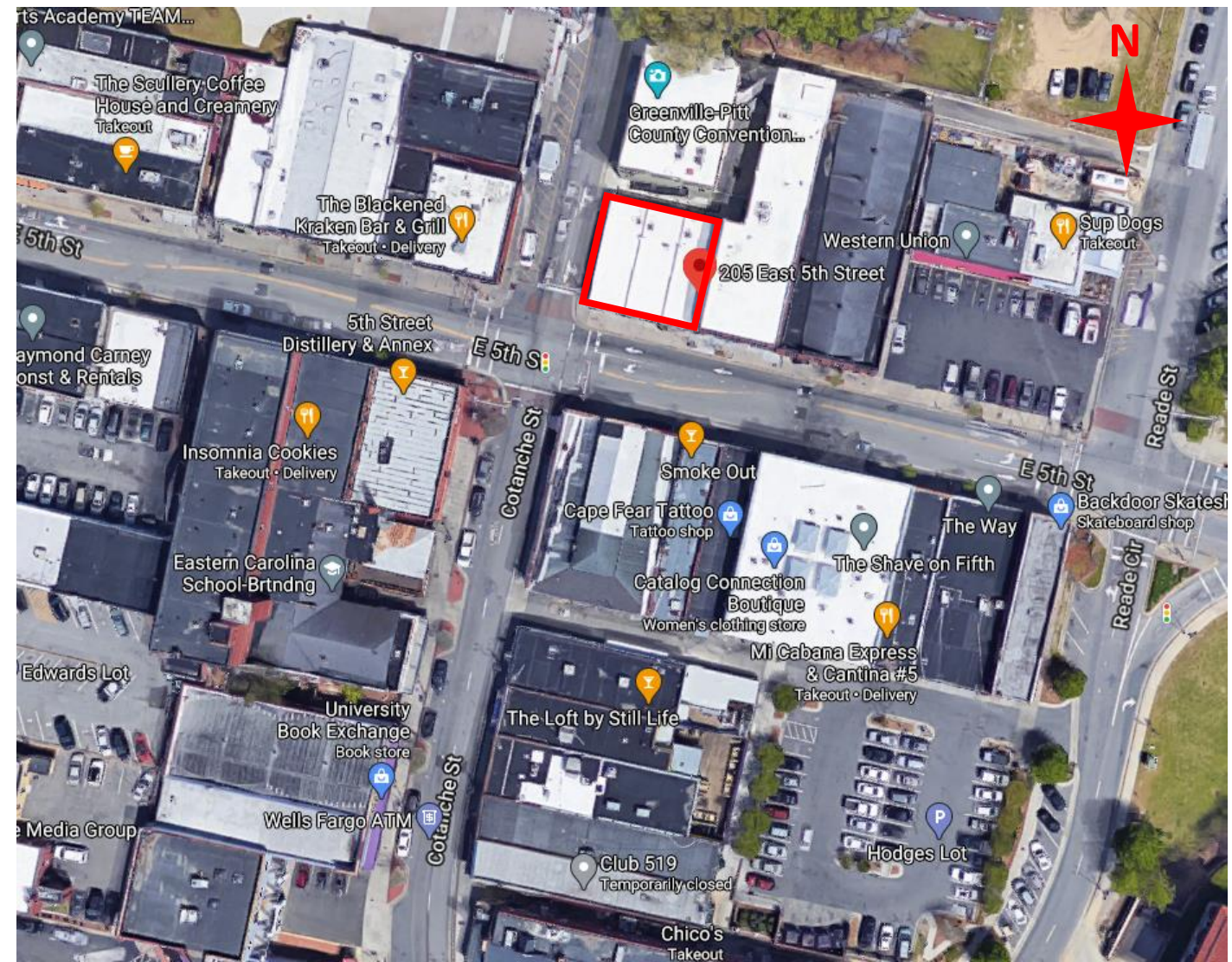
- Consumers want to be provided with quality professional products without sacrificing comfort or public health during a pandemic.



SITE PROFILE

Location:

201 – 205 E 5th Street, Greenville NC 27858

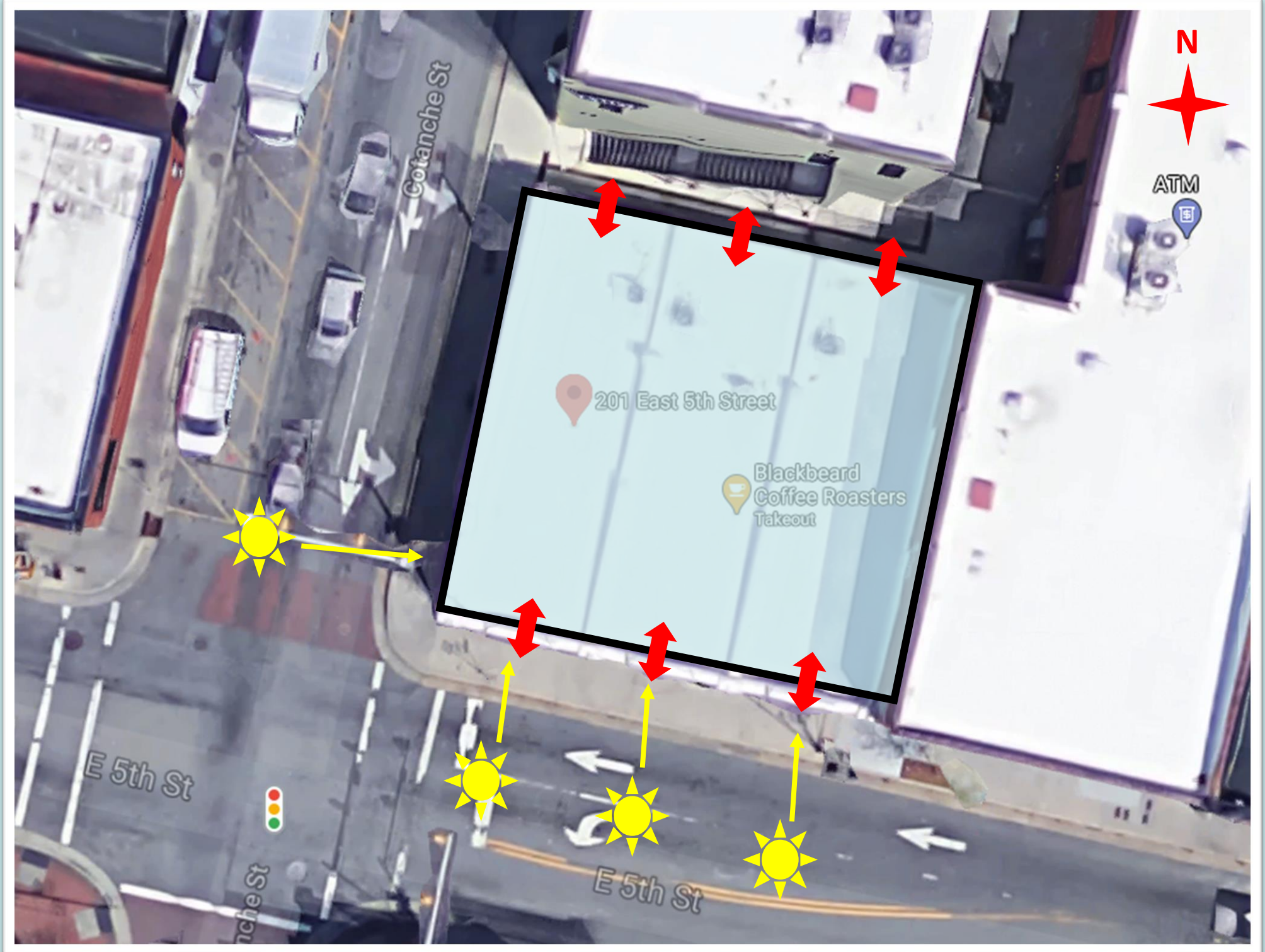



Neighboring Businesses:


- Blackened Kraken Bar and Grill
- Catalog Connection Boutique
- East Carolina University Offices
- Insomnia Cookies
- and many more!

Fifth and Cotanche

SITE ANALYSIS



 **Entry/Exit**

 **Sunlight**

DESIGN PROBLEM STATEMENT

Flexibility

- Adapt to the current social distancing protocols as well as encourage flexibility in future of design.

Daylight

- This building is very narrow, and the only windows are in the front. Adding lights that imitate natural sunlight and mirrors that guide sunlight through the space will brighten the building.

○

Attracting Clients

- Elimination of one store front entrance will provide space for a window display that will draw customers into the store.

