

**Teknion Design Challenge**  
**IDSN Studio 3102**  
**Fall Semester 2020**  
**Anna Overton**



# Research

- **Inclusive Designs:**

- A. Levers instead of door knobs for those with a weak grip.
- B. Contrast between the countertops, floor and cabinets for those with vision difficulties.
- C. High-contrast touchscreens with Braille-embossed bathroom signs aid users with visual disabilities.
- D. Under lighting for stairs, kitchens, and bathrooms.
- E. Voice activation products.
- F. Adjustable tables to accommodate for people in wheelchairs.

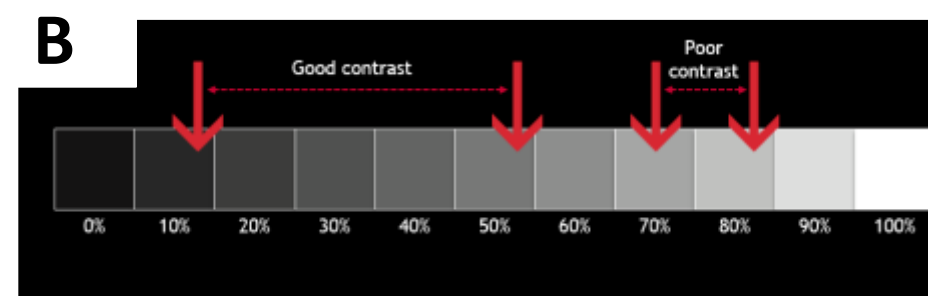
- **Neighborhood and Town History:**

- 1907-1909: East Carolina University's precursor, the East Carolina Teachers Training School was established by the state legislature in 1907. Its opening in 1909 transformed Greenville into the educational and cultural center of eastern North Carolina.

- Use ECU purple and gold to attract students.

- **Showroom Design:**

- Guideshop layouts allows for visitors to try the product (Teknion furniture) and have the opportunity to order and have it delivered to their home.
- A showroom's purpose is to entertain. Local art is to be showcased. An open mic attracts students to see local singers, musicians and poets.





# Stakeholder Profiles

- Owner: Developer Quincy Adams.
- Client: Teknion.
- User: Potential Teknion clients, ECU students and staff.

## What each stakeholder is looking for:

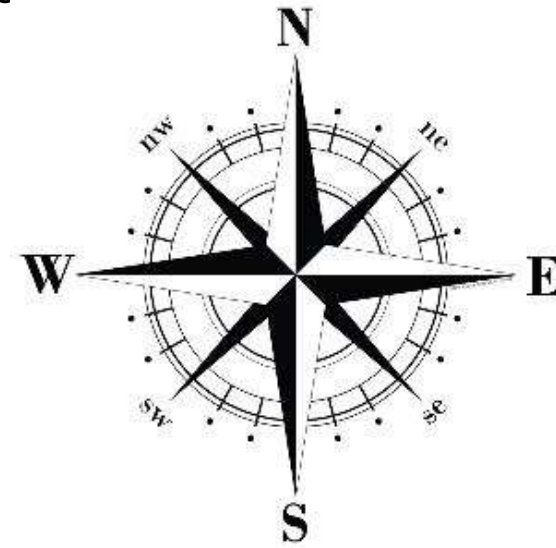
- Owner and Client: A space to showcase Teknion furniture to potential clients.
- User: A space to look at furniture, enjoy local talent and network with others while social distancing.





# Site Profile

- Location: Corner of Cotanche St and 5<sup>th</sup> Street, Greenville NC 27858
- Google satellite view (a).
- Neighborhood side views (b, c).



**A**



**B**



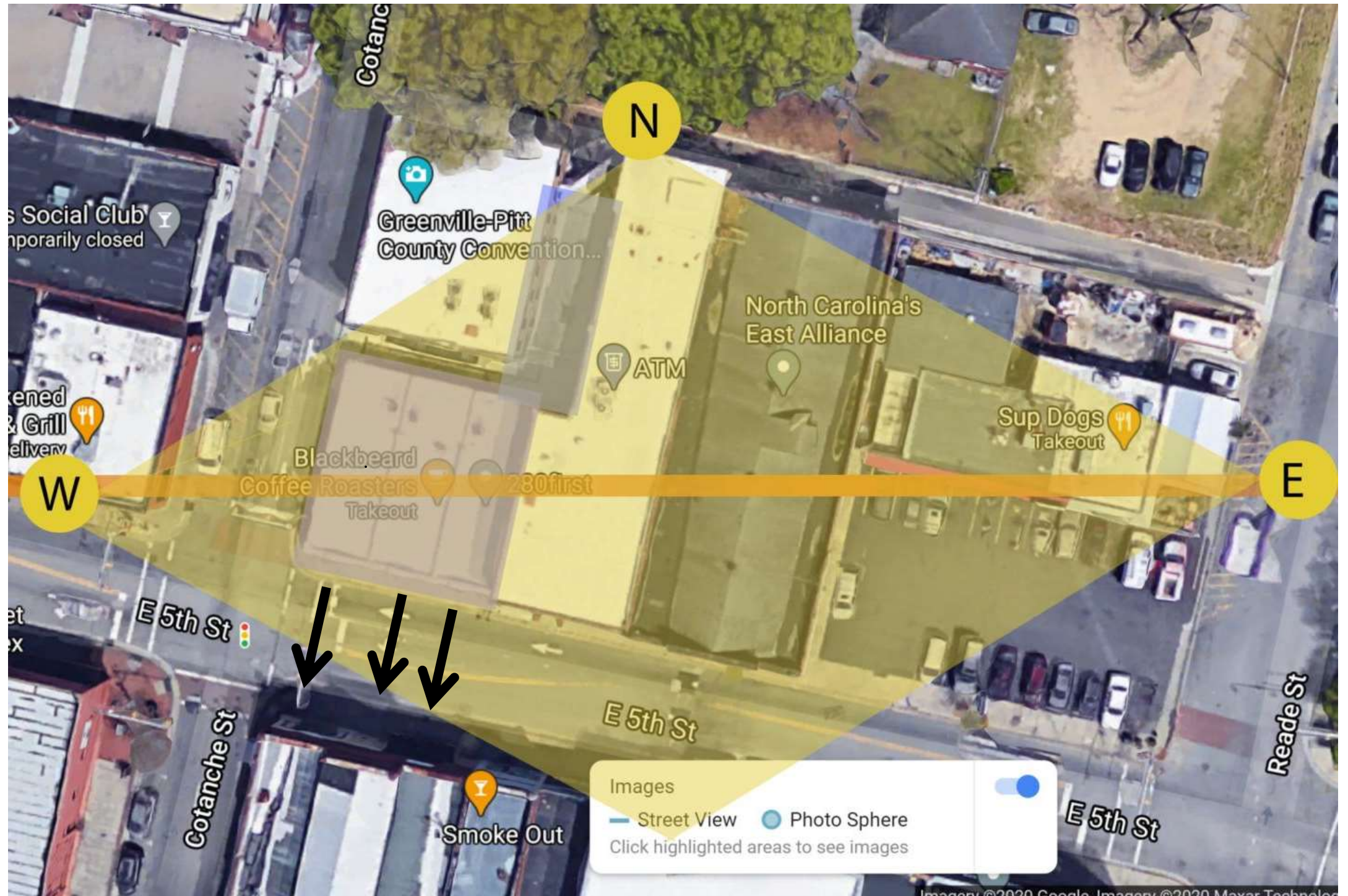
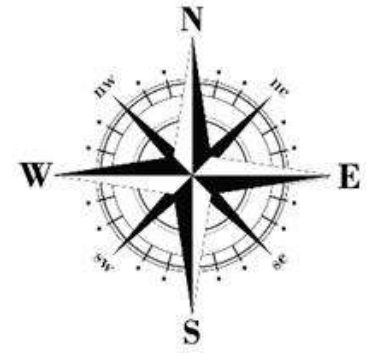
**C**





# Site Analysis

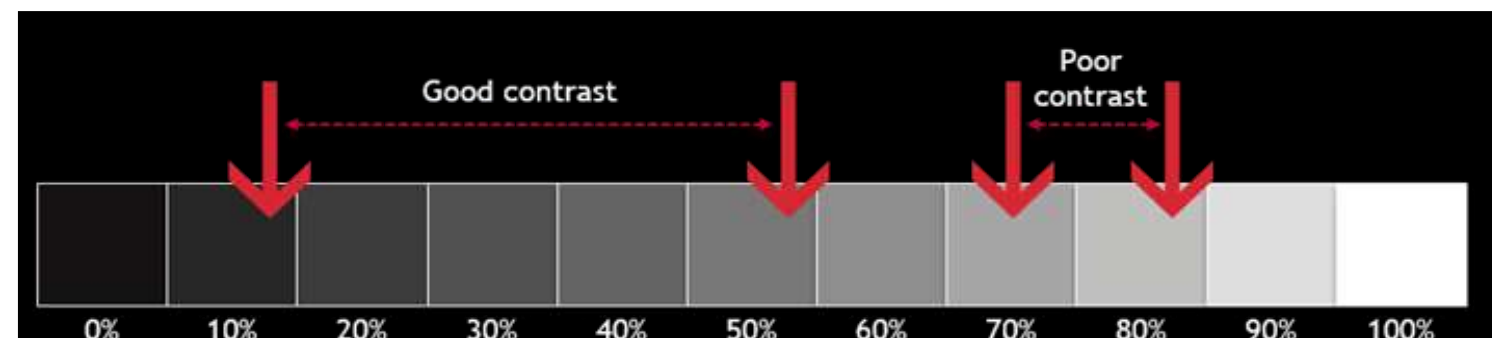
- The sun rises in the East and sets in the West. The yellow filter represents what the sun is hitting.
- Entrances/exits are marked by arrows
- The purple filter points out the building being used.





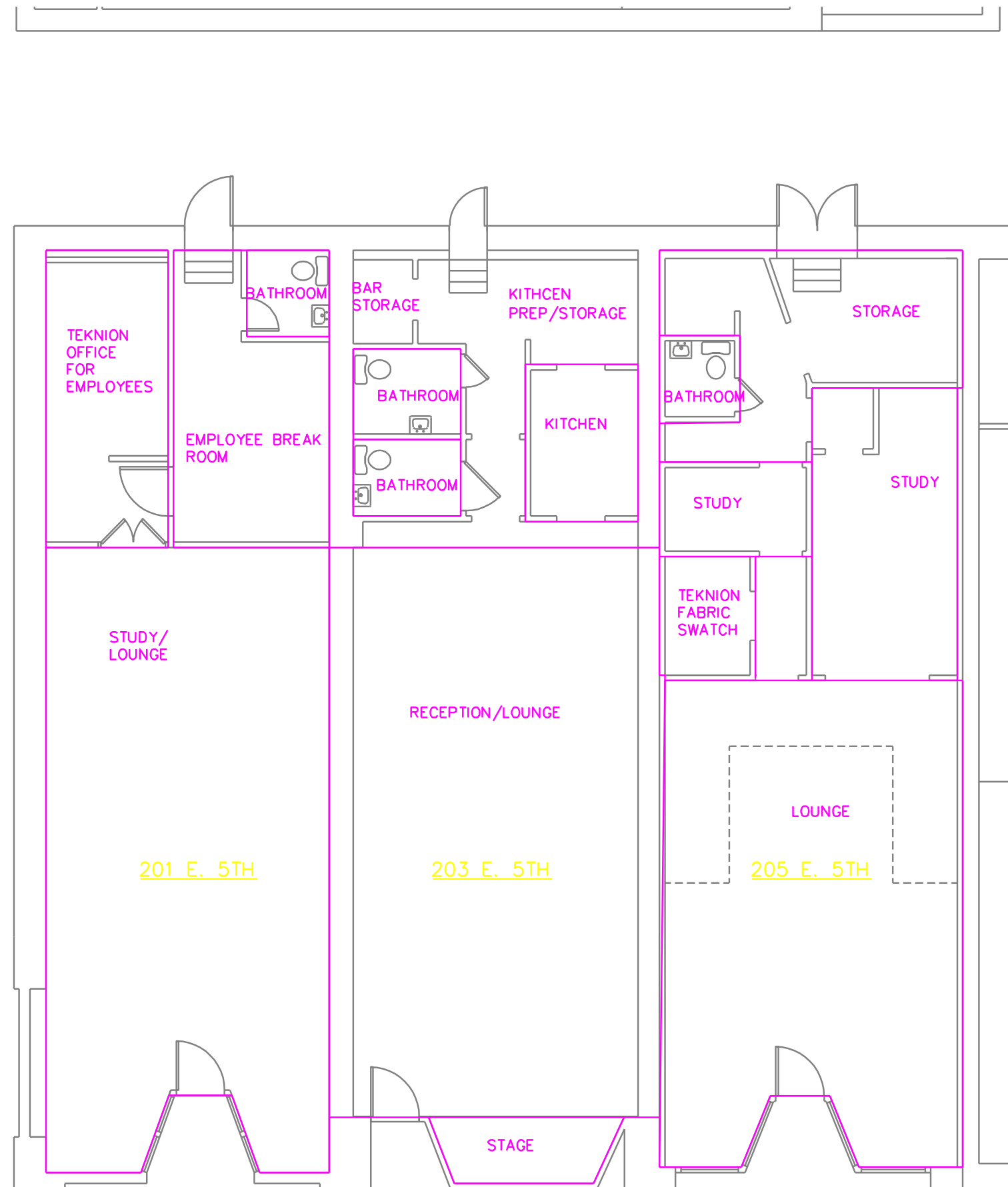
# Design Problem Statement

- Design problems for this space include inclusivity, daylighting, wayfinding, community outreach, and site appeal.
- It must be considered how the space can work for those with disabilities. The space should attract ECU students and the entire community. Exits should be easily found.

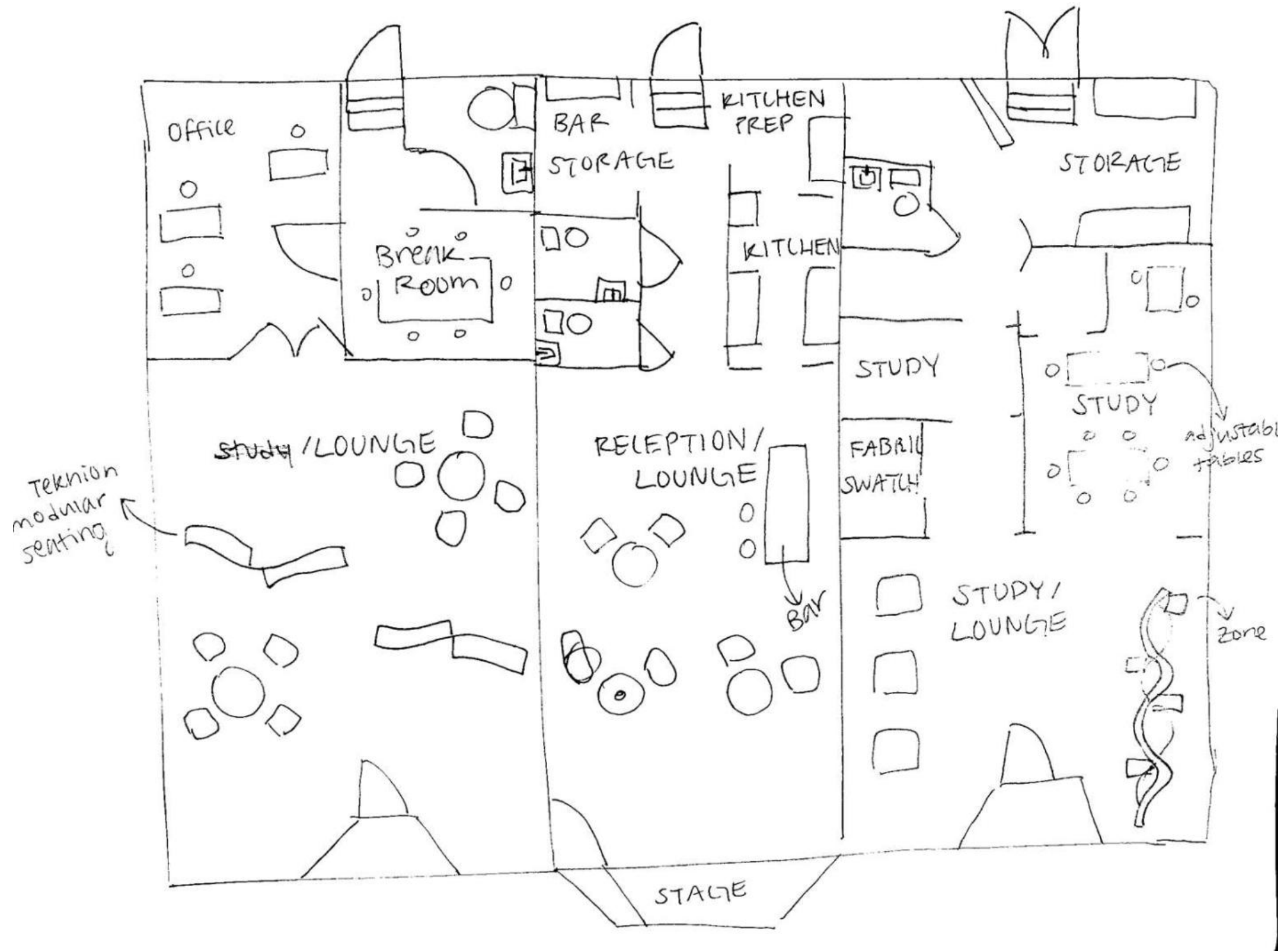


# Blocking Diagrams

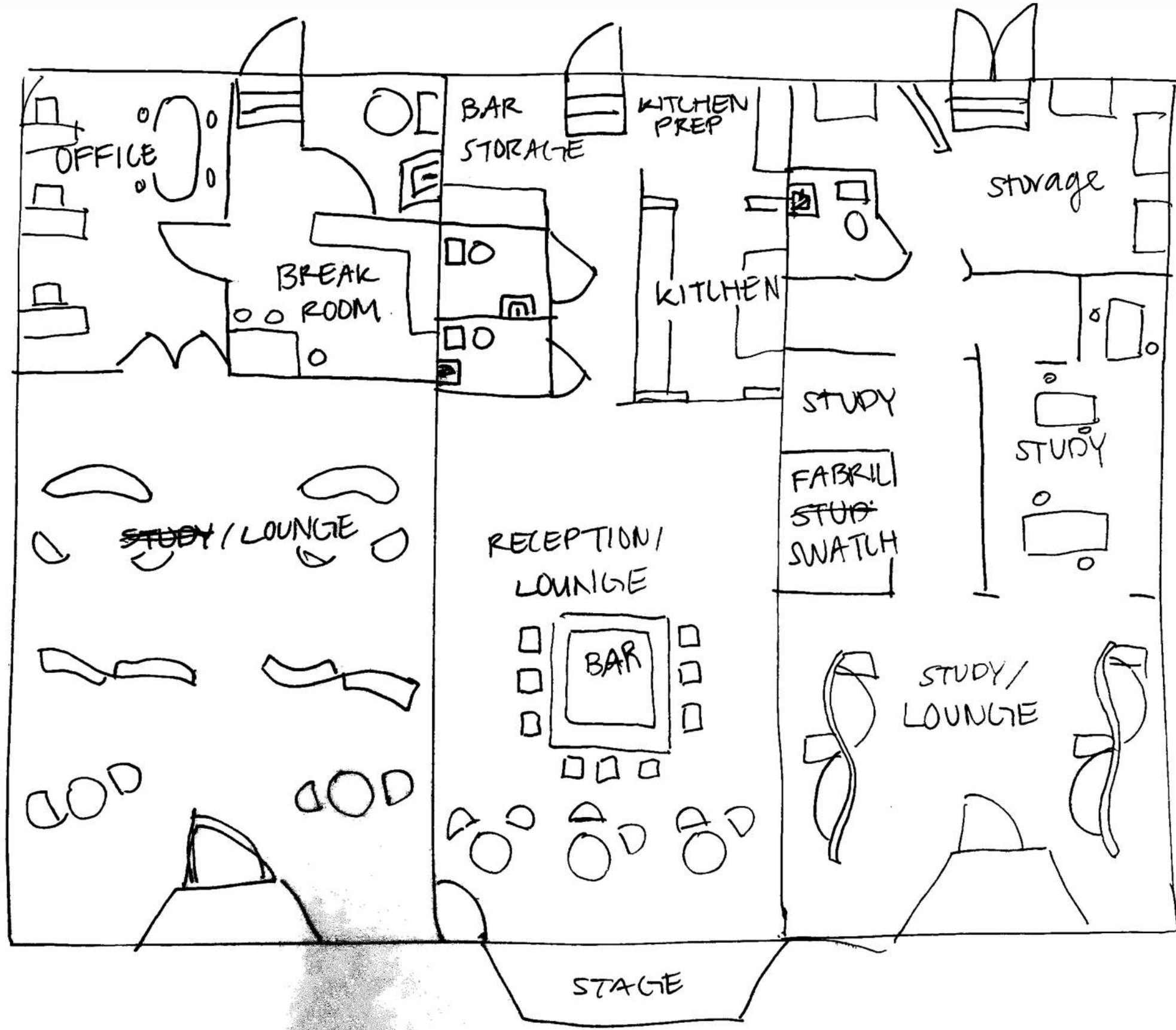
- Starting on the left, the back areas are for employees only. The rooms consist of an office, breakroom, and a bathroom. The front of this space is used as a study/lounge area.
- The middle floorplan includes the kitchen, kitchen prep and storage, bar storage, and two public bathrooms. The front area is the reception/lounge where the food and drinks would be served. The stage is for singers, musicians and open mic nights.
- The right floorplan includes two private study rooms, a Teknion fabric swatch room and a storage room in the back. In front of these rooms here is a lounge.

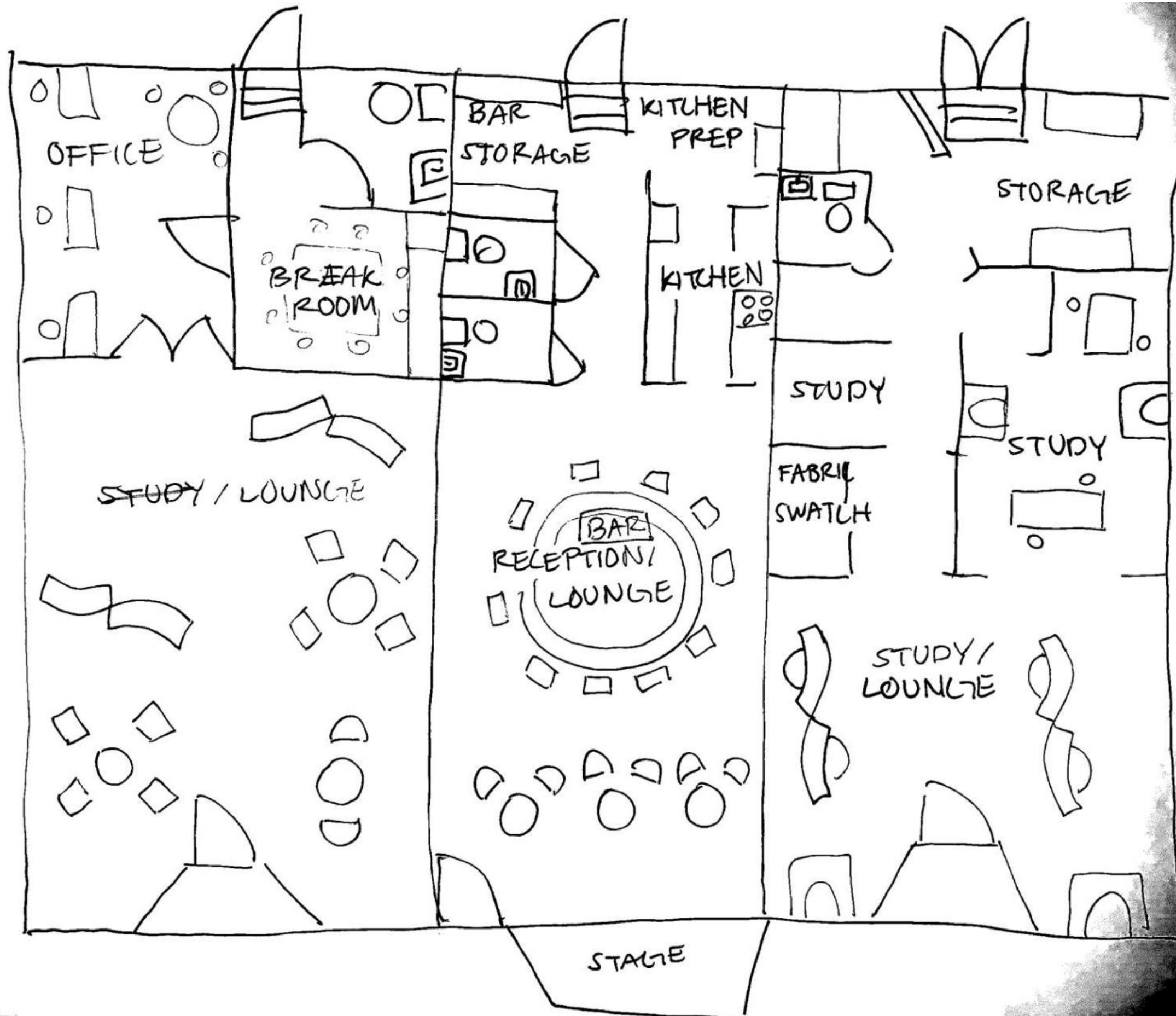


# Space Plan Sketches





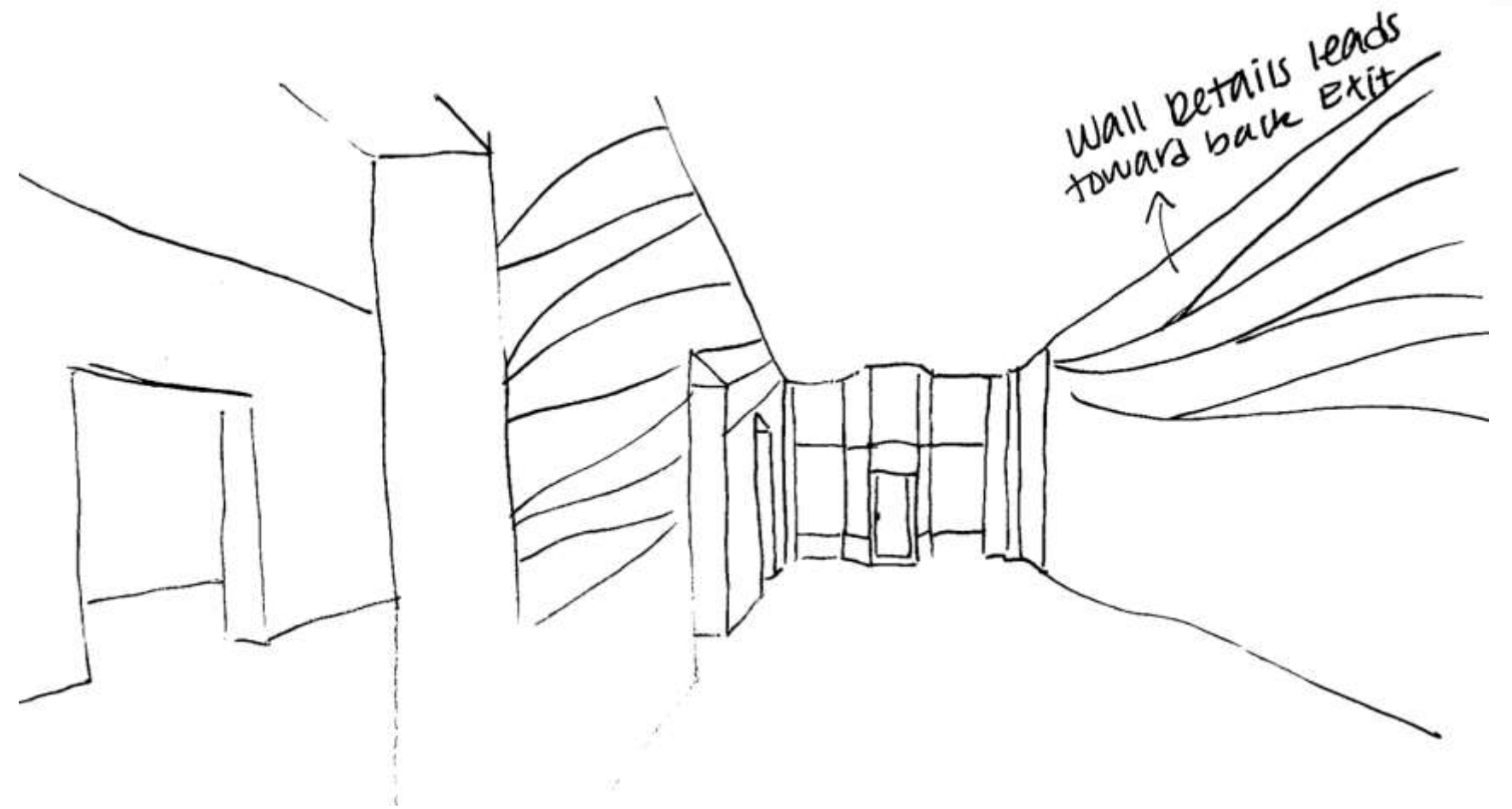
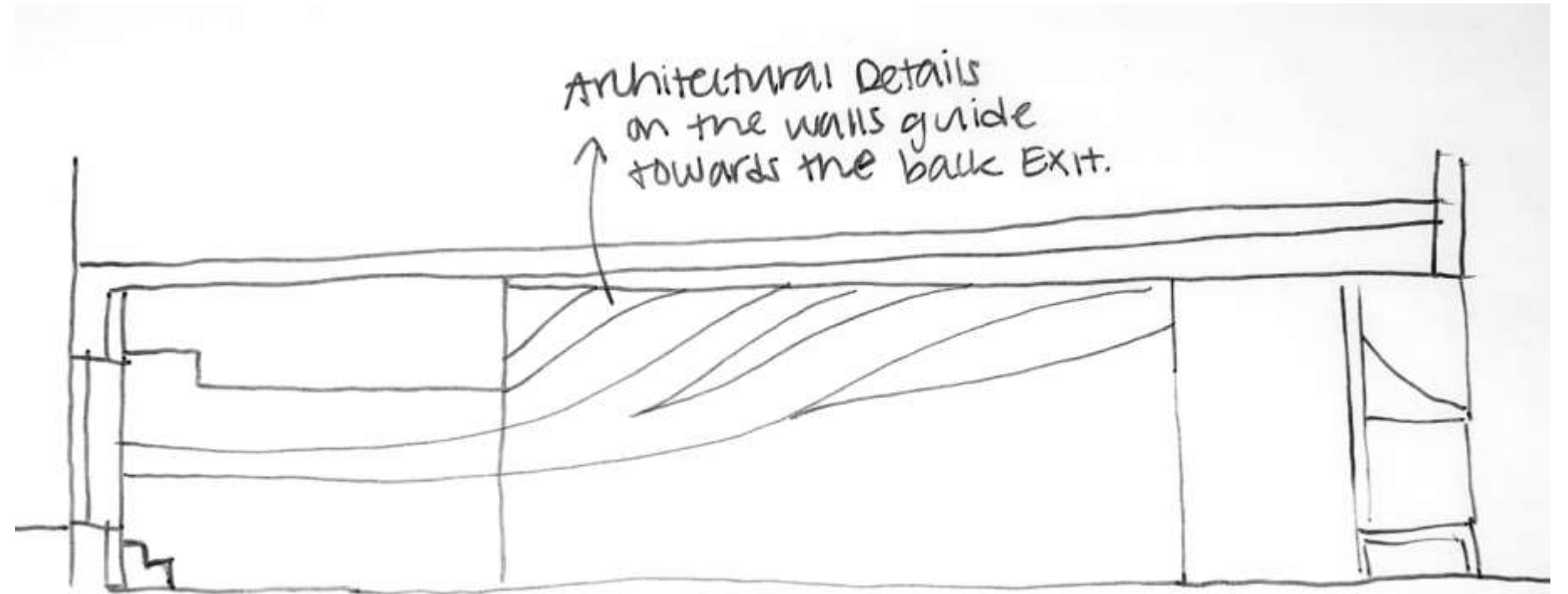
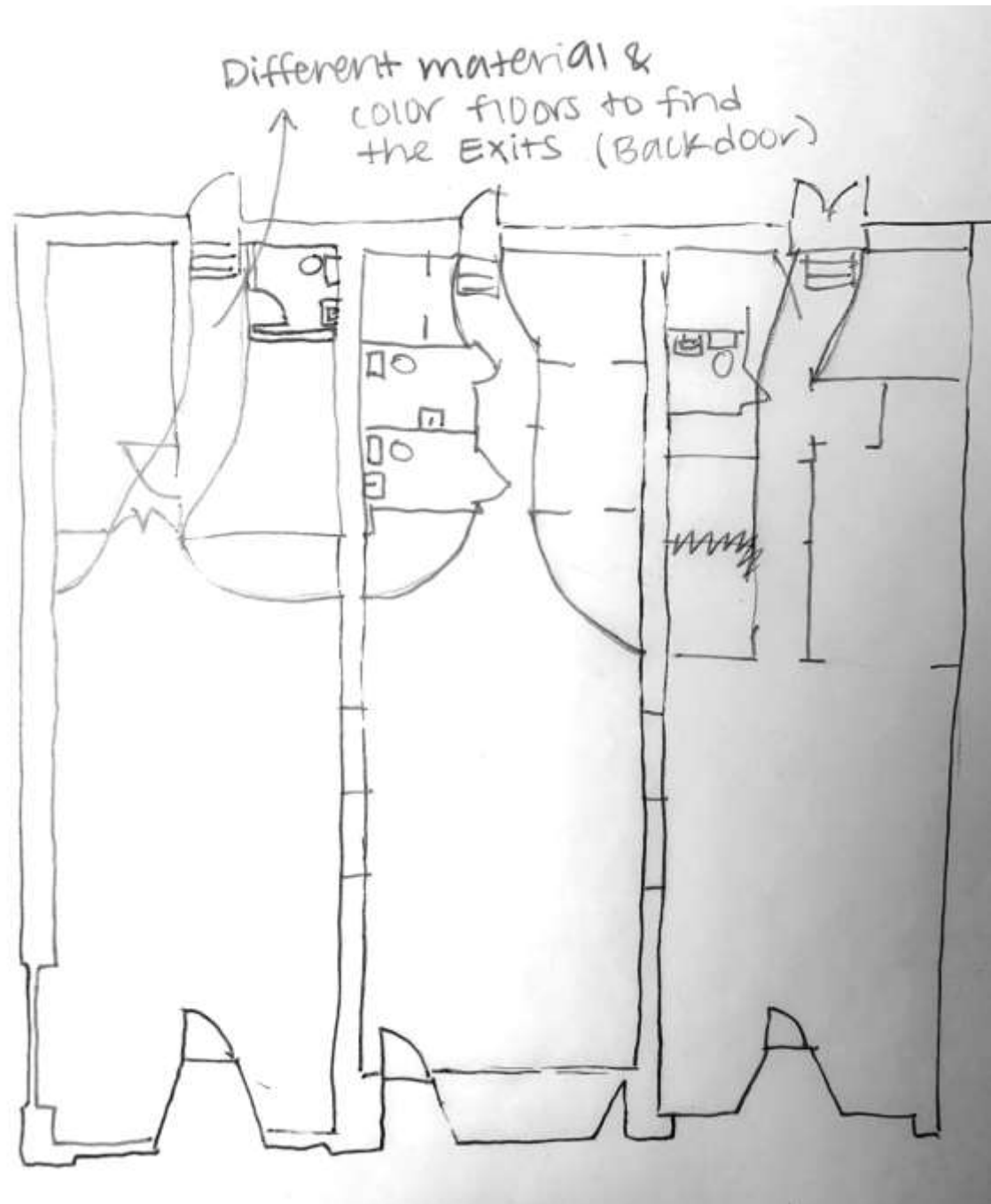






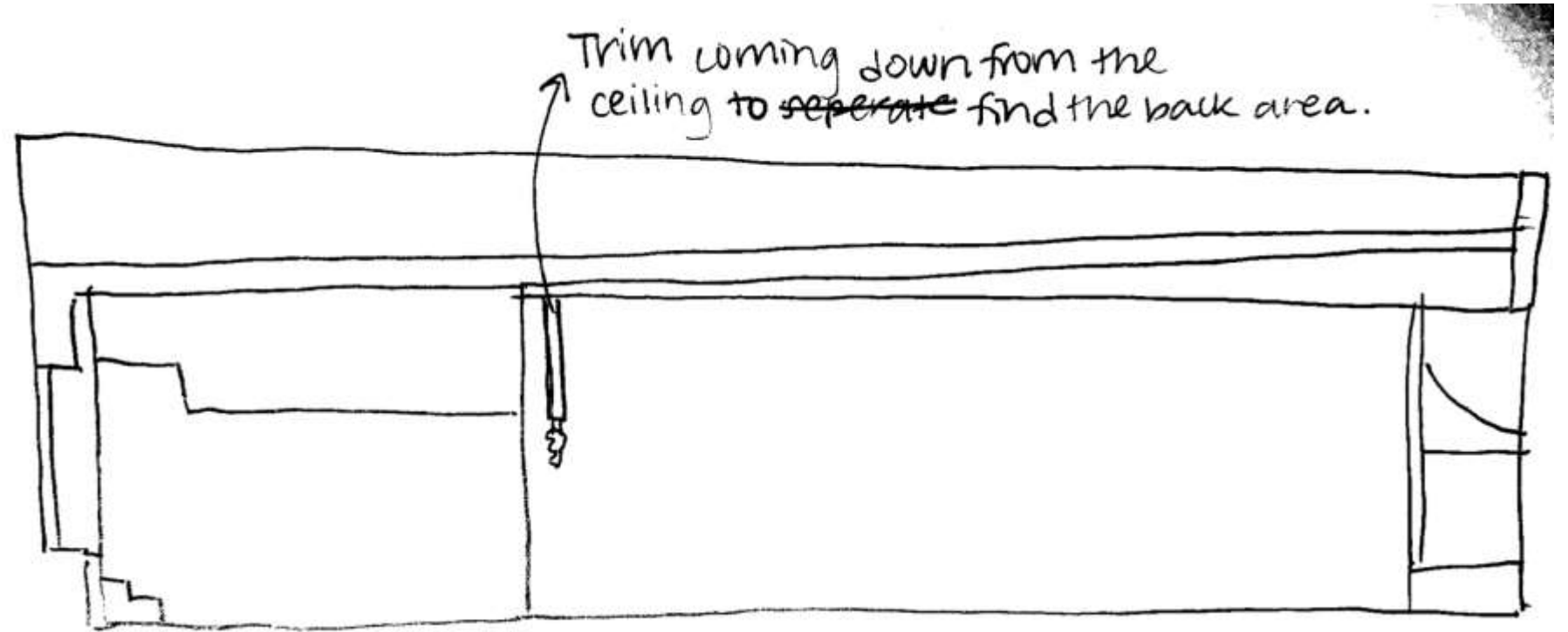
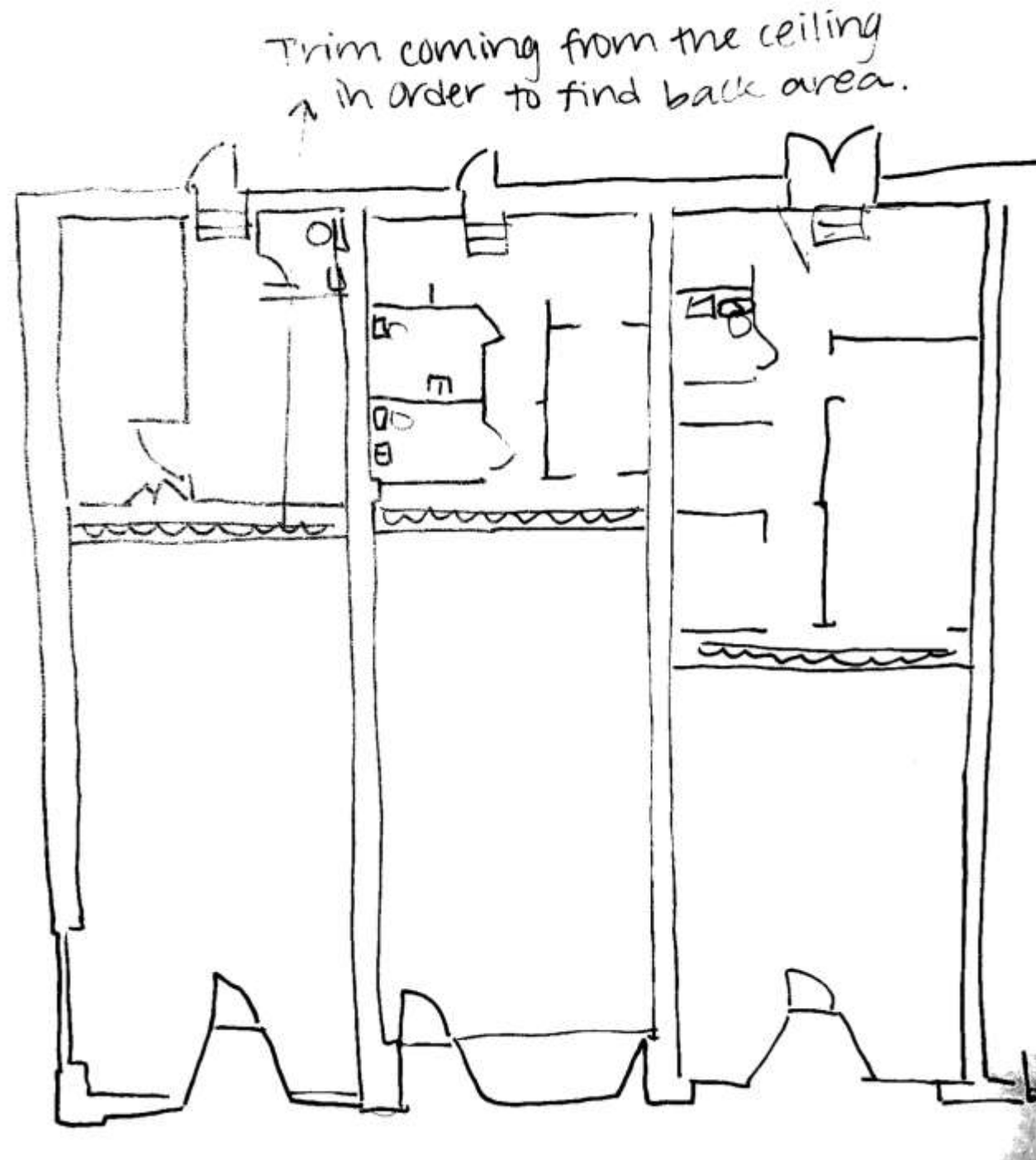
# Problem Resolution Sketches

## Wayfinding



# Problem Resolution Sketches

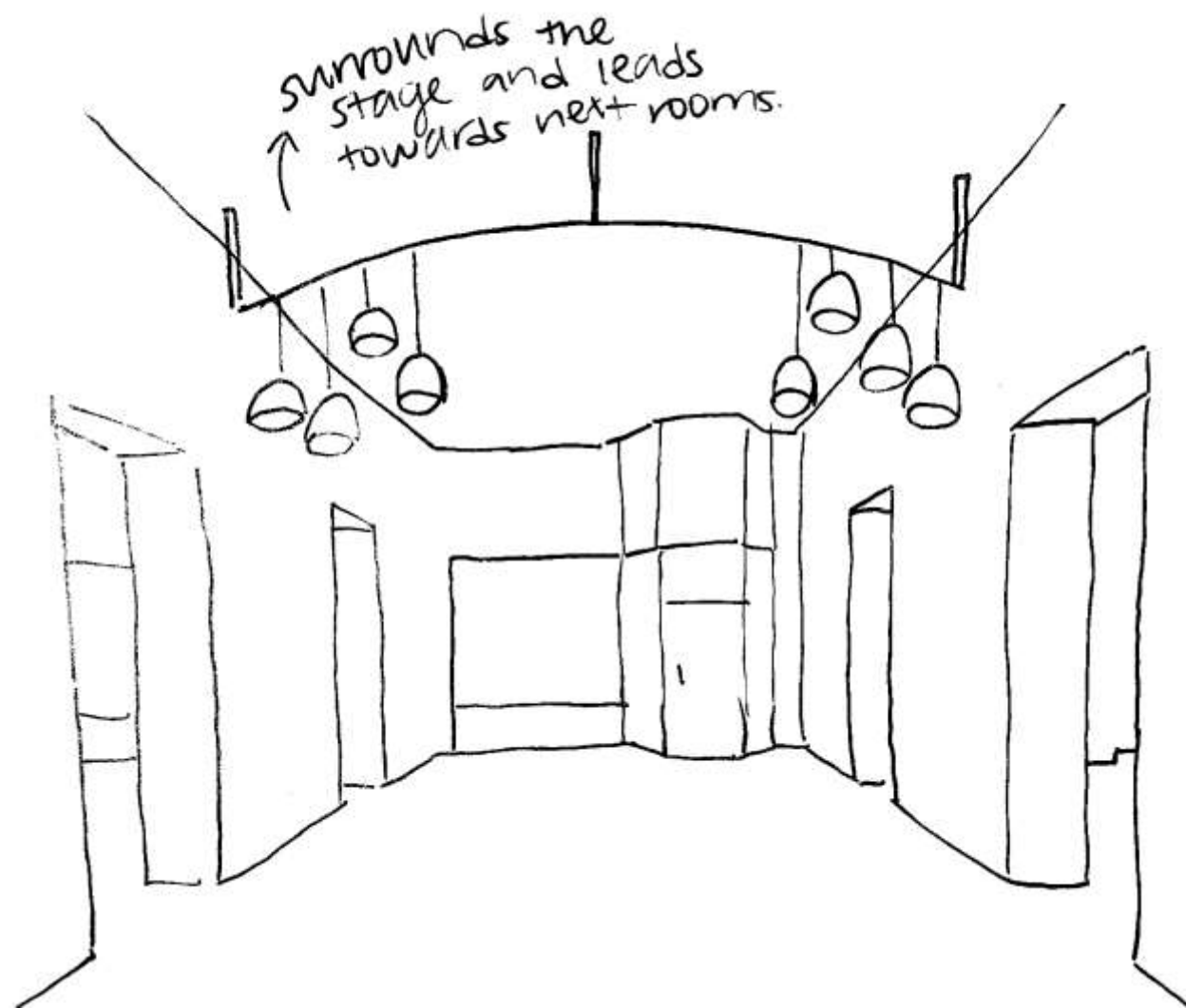
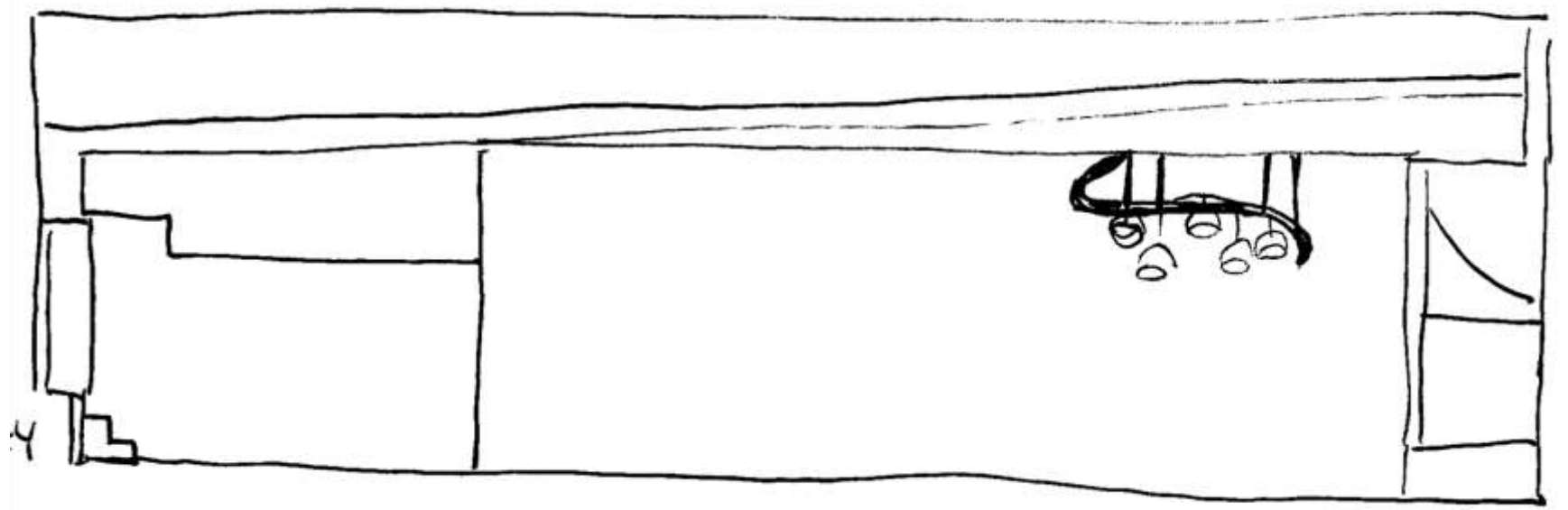
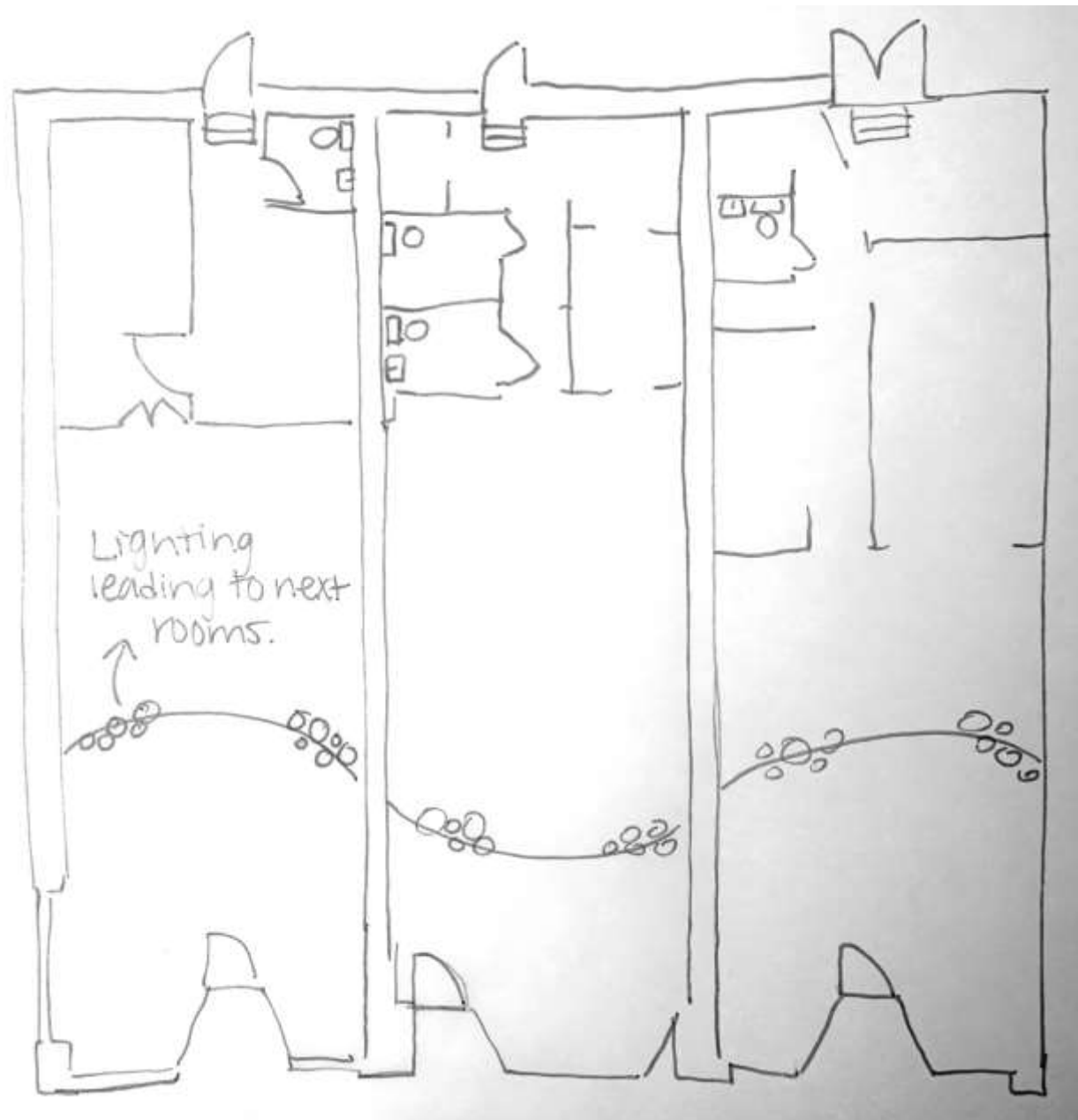
## Wayfinding 2<sup>nd</sup> solution





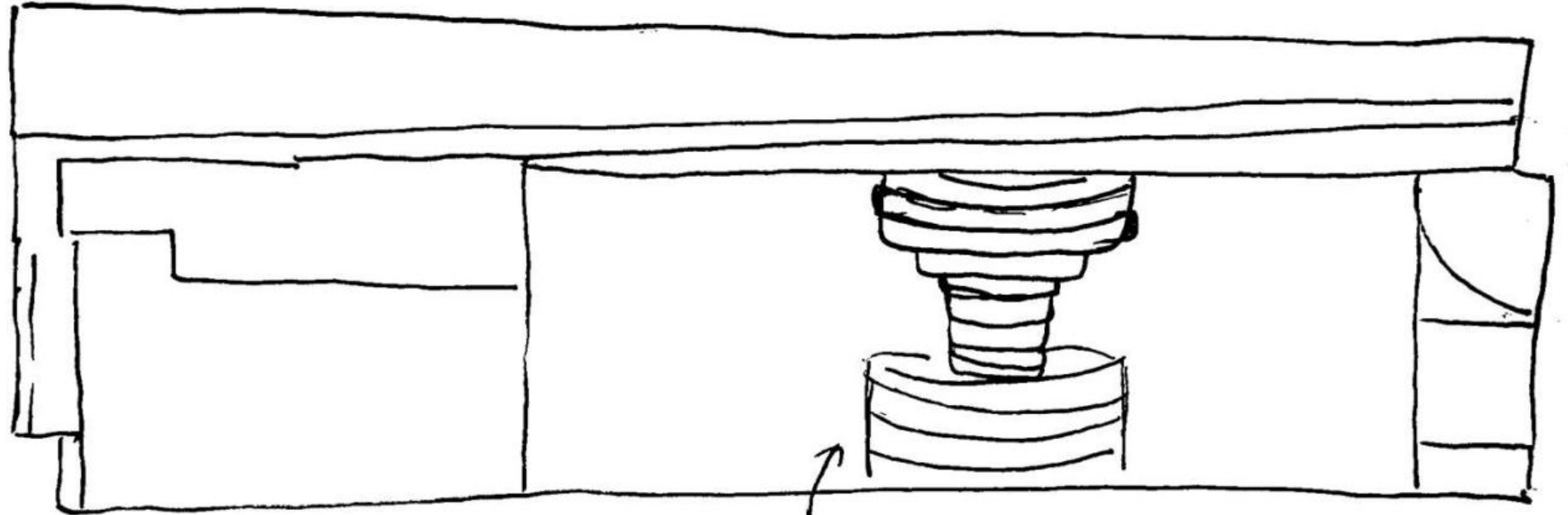
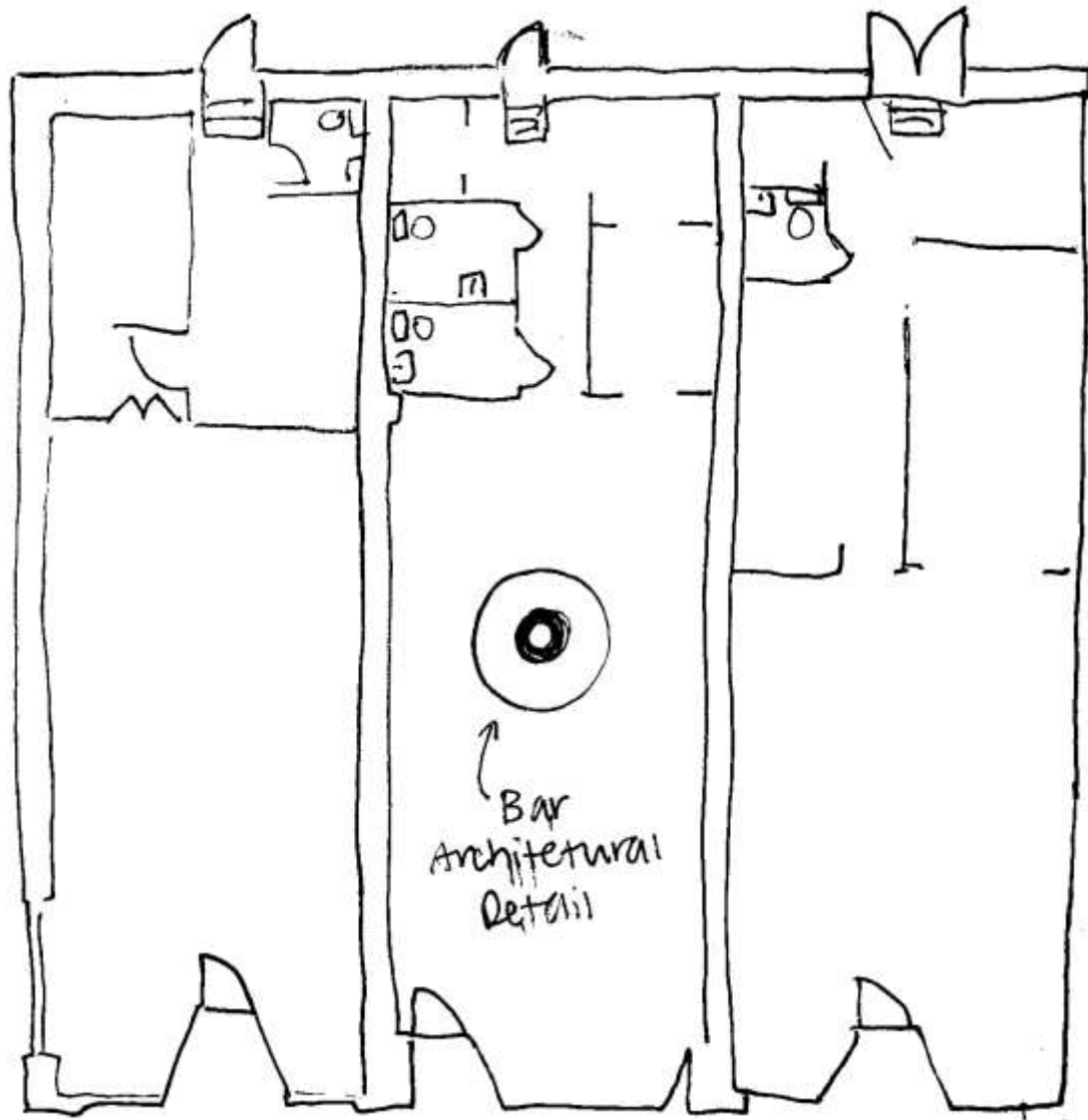
# Problem Resolution Sketches

## Entry

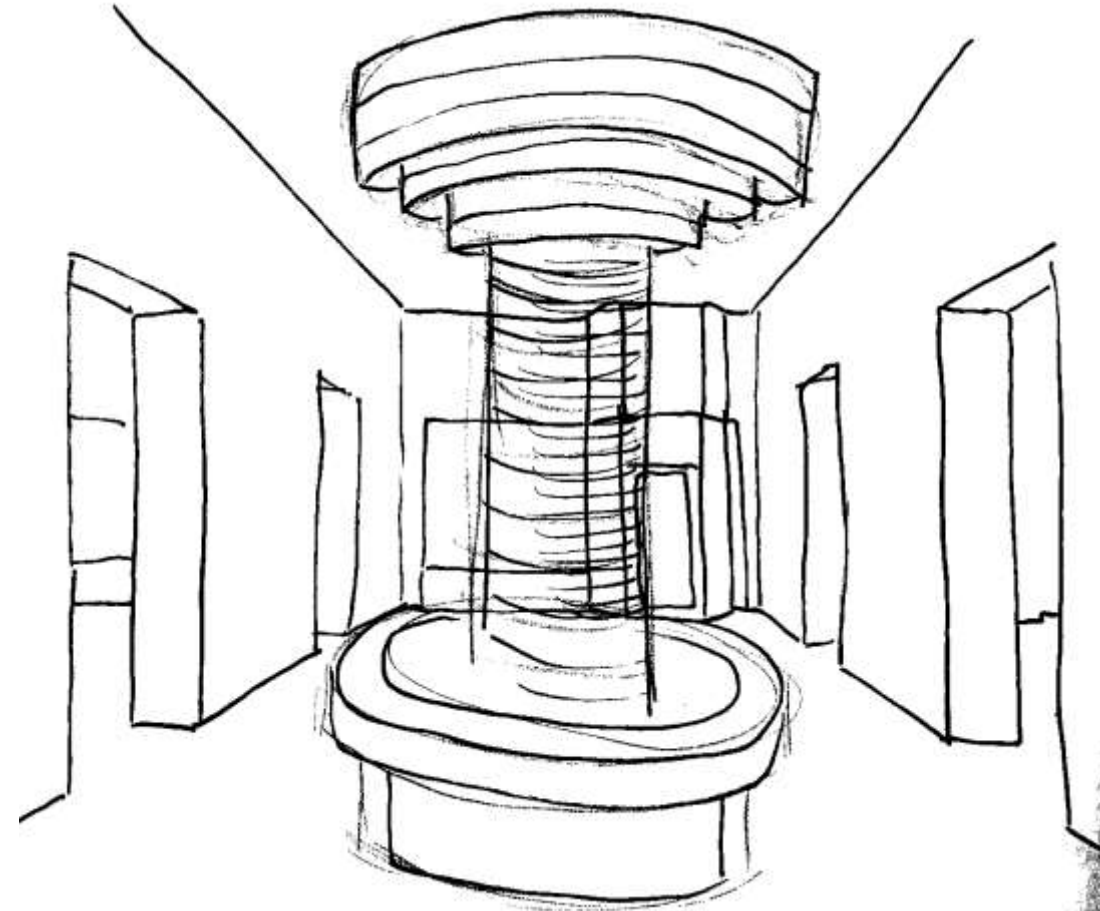


# Problem Resolution Sketches

## Entry



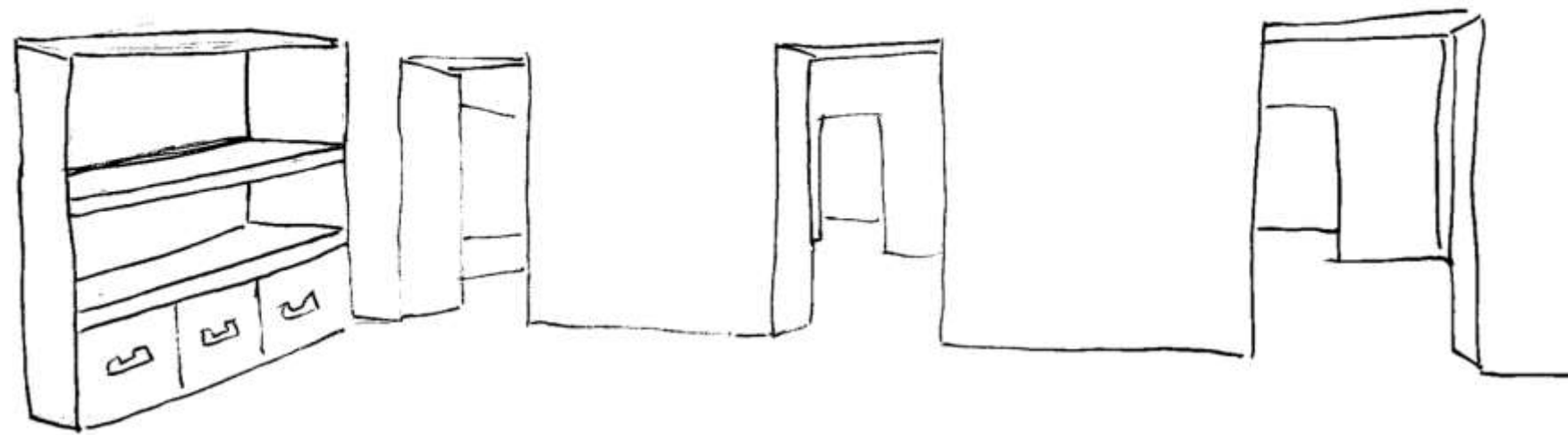
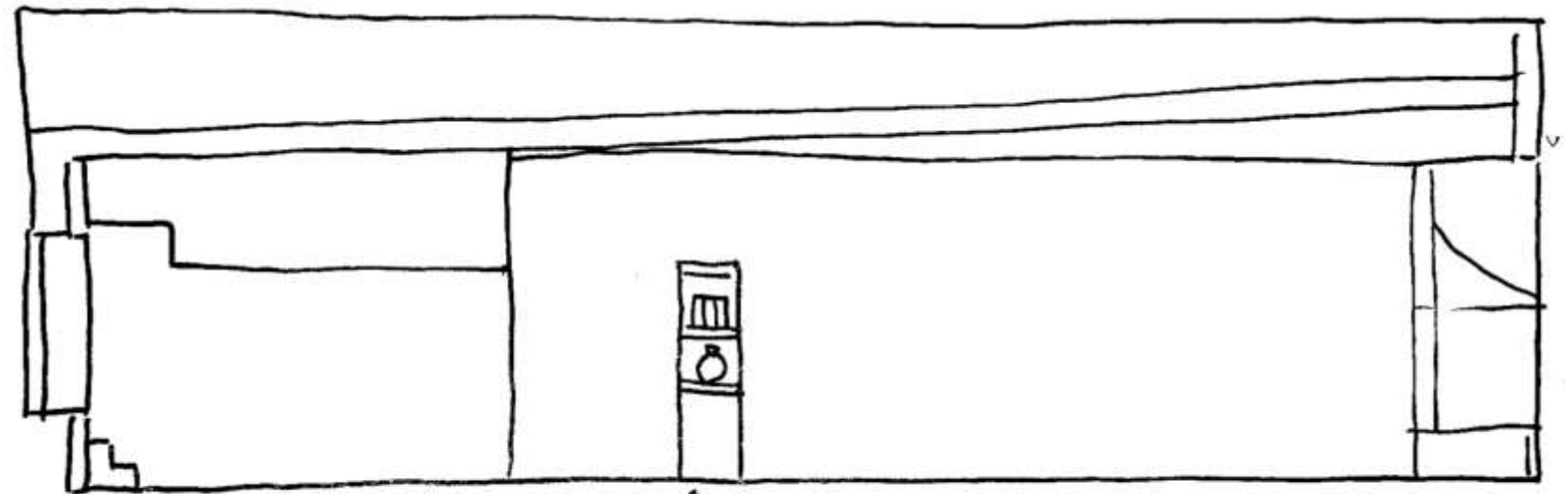
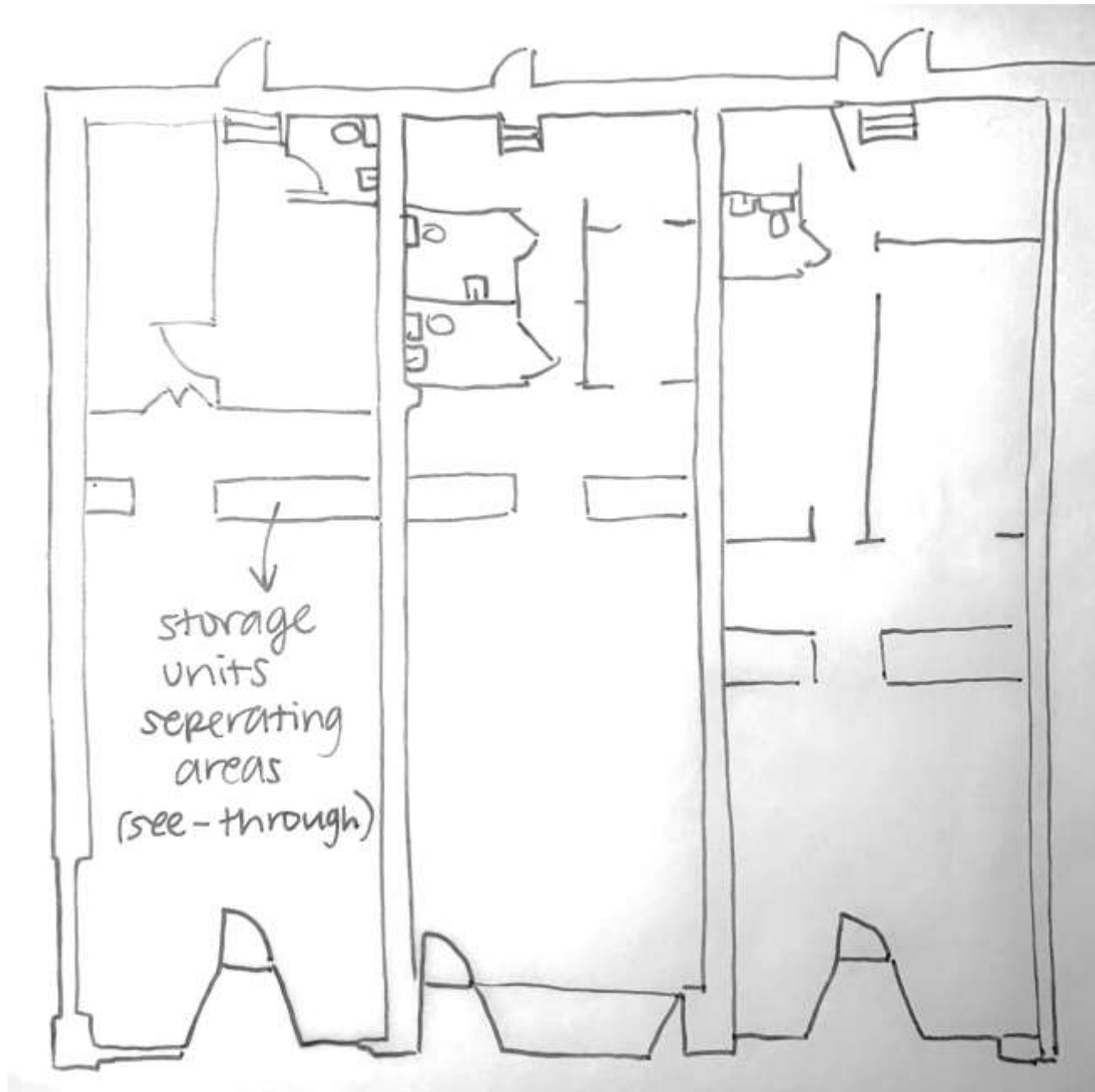
center of the space,  
Draws people over to bar





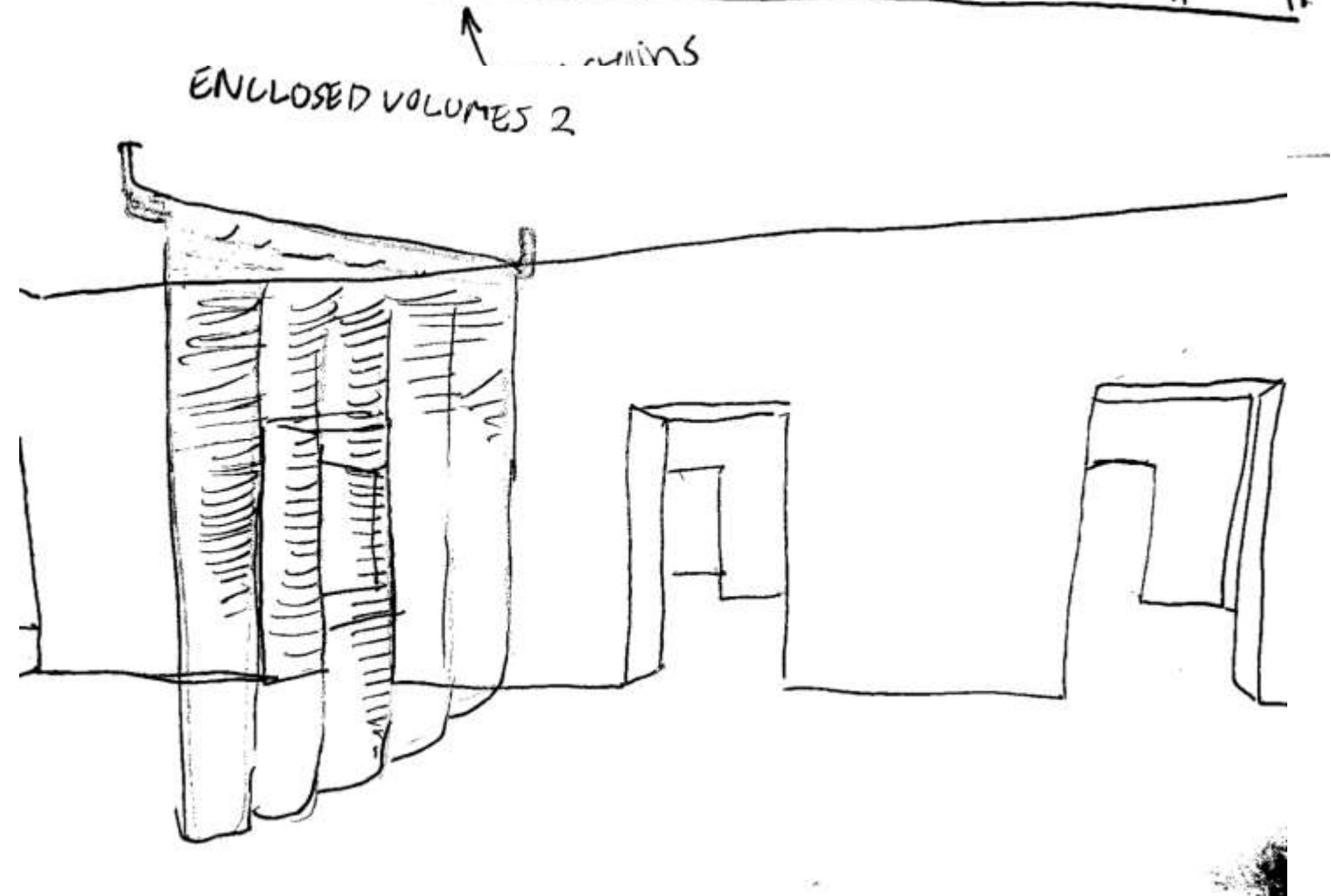
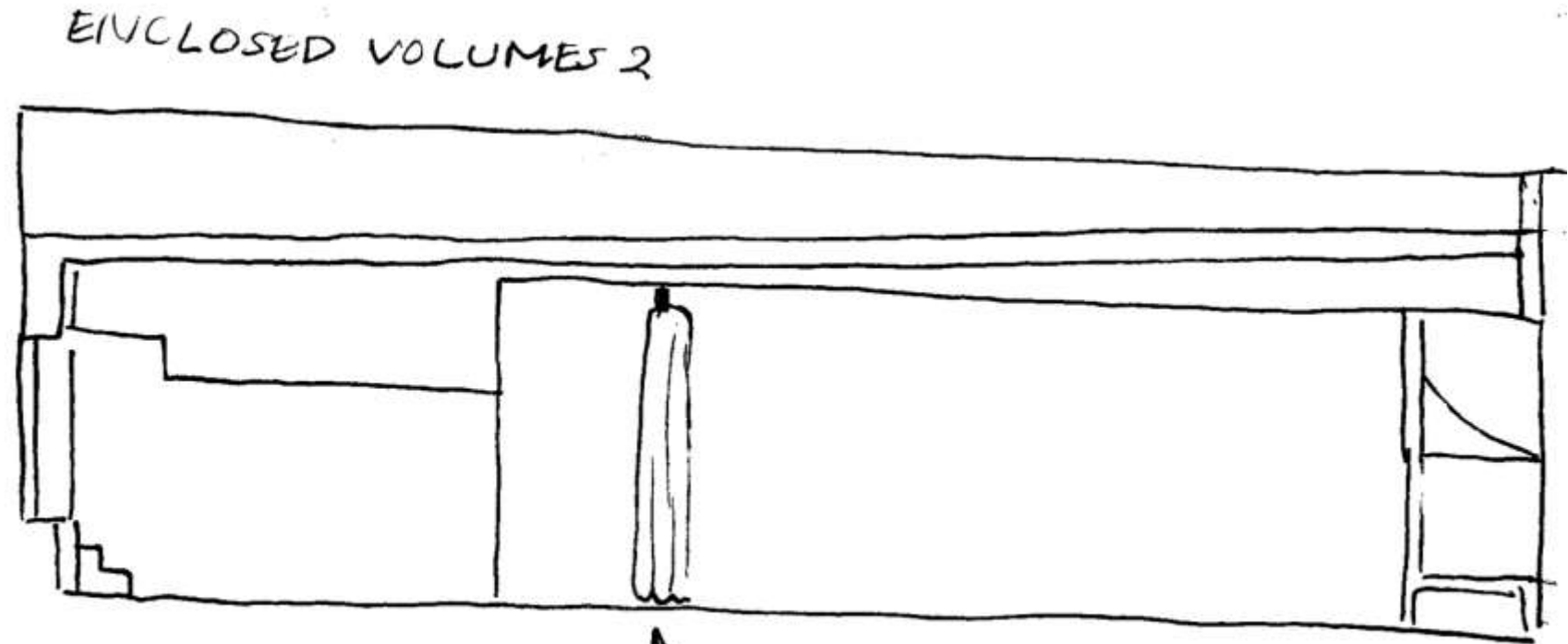
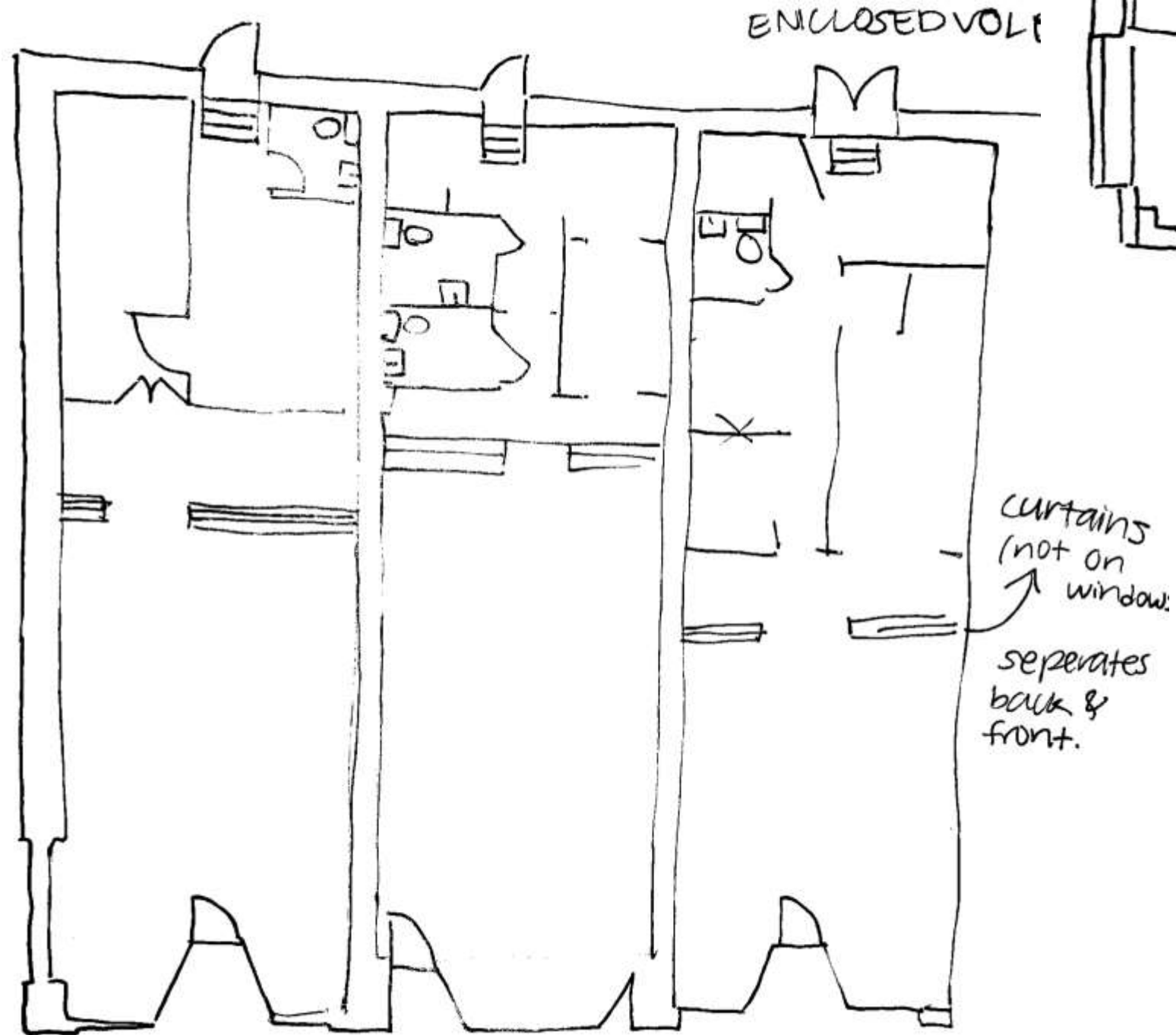
# Problem Resolution Sketches

## Enclosed Volumes



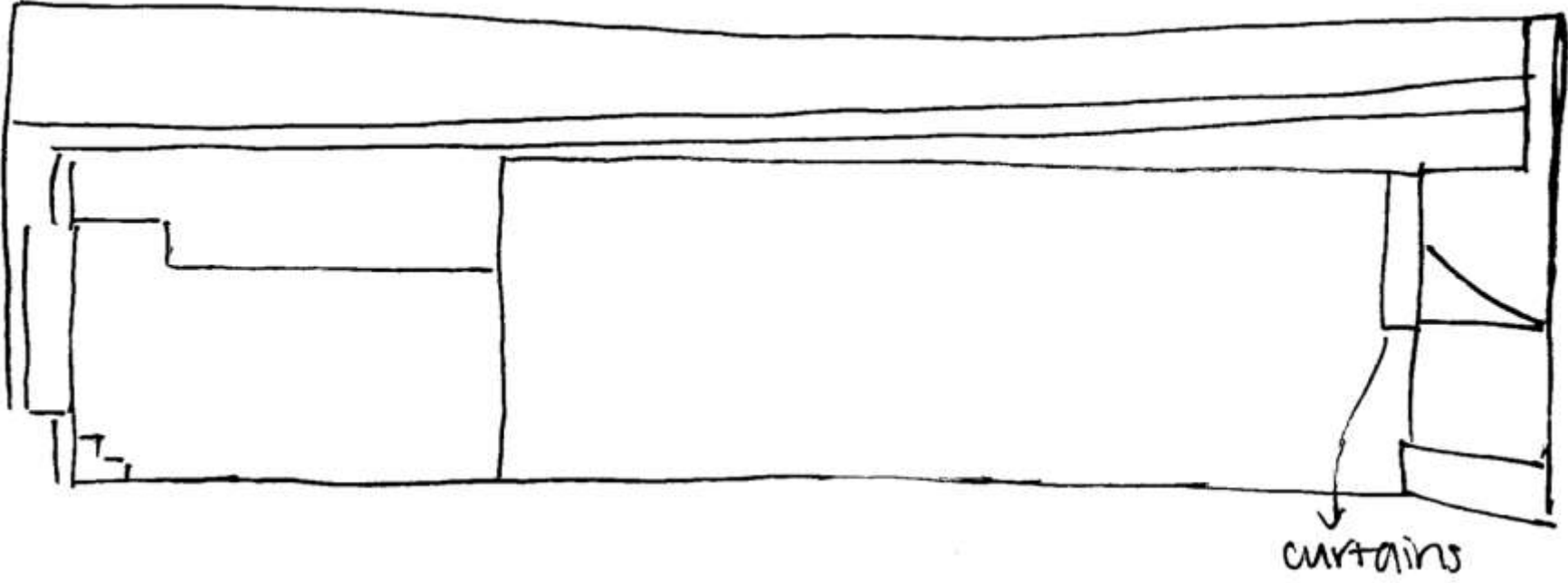
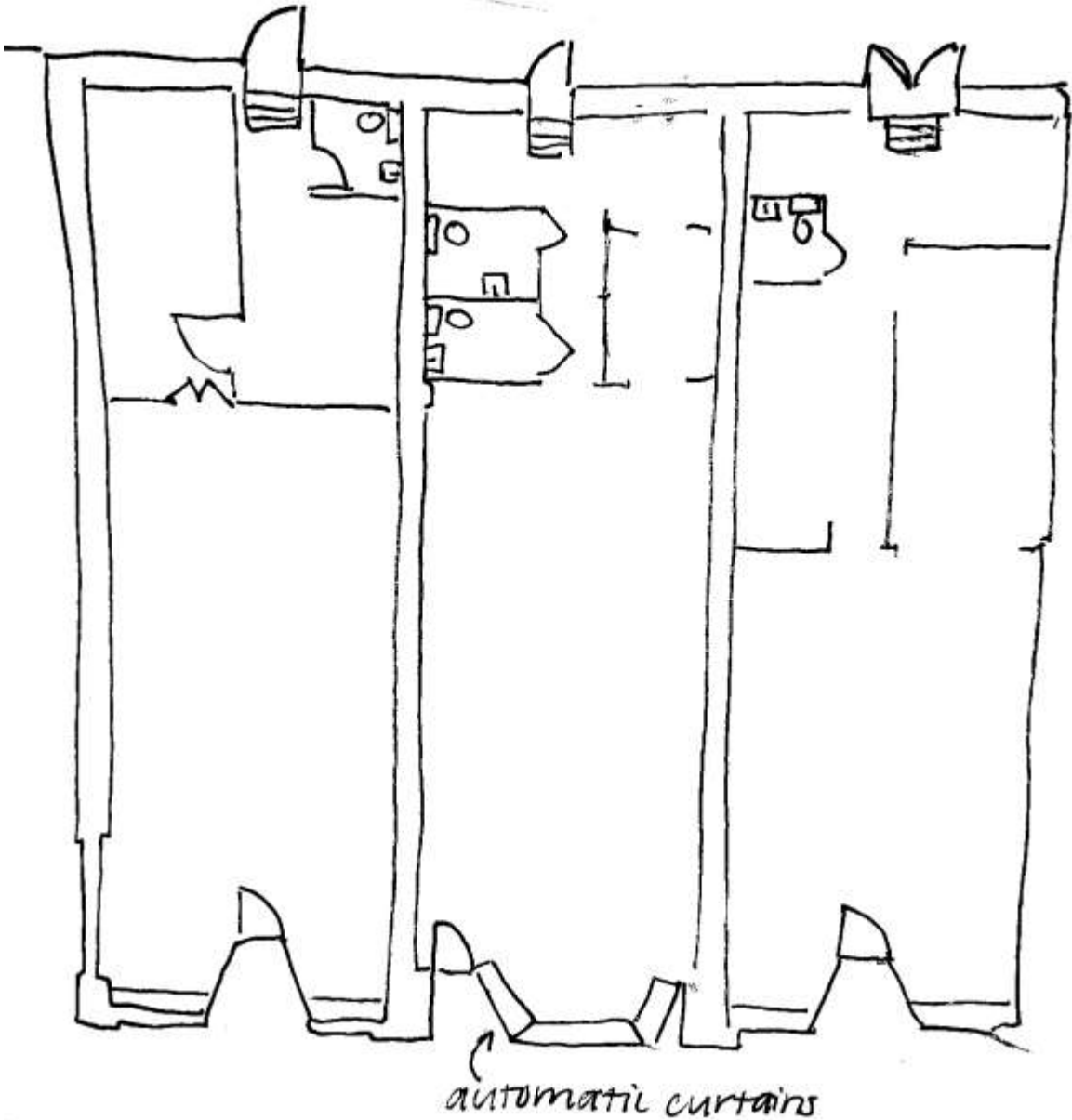
# Problem Resolution Sketches

## Enclosed Volumes





# Problem Resolution Daylighting



# Problem Resolution Ceiling

