

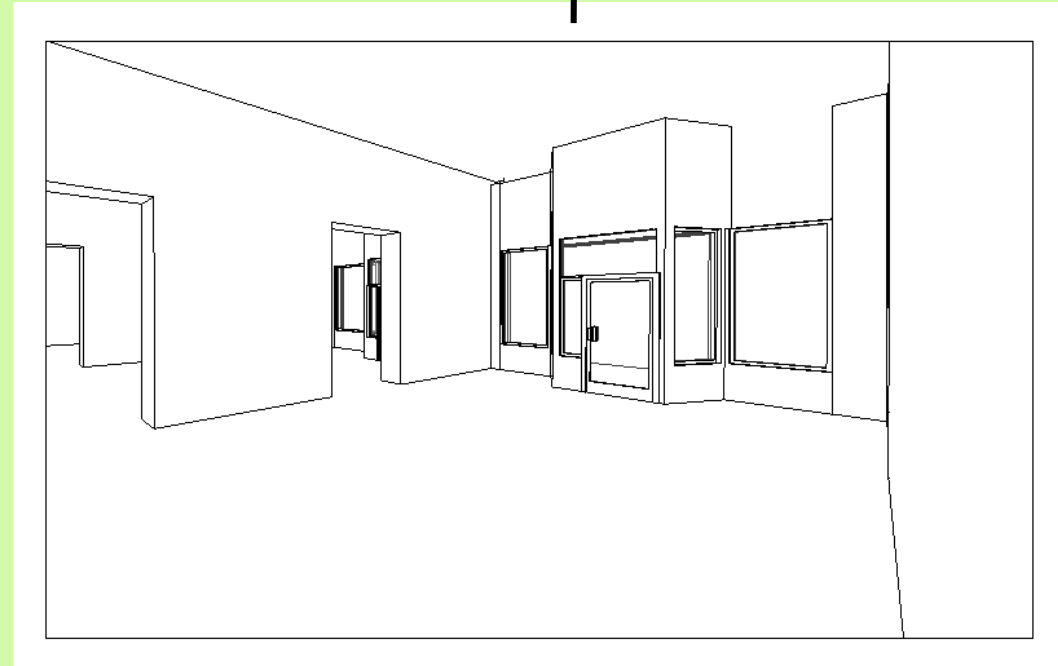
teknion

design challenge

2020

Portfolio 1

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RESEARCH

Universal and Inclusive Design

- Universal design is accessible, understandable, and fully functional for any audience
- Inclusive designs do not need to be modified to be accessible to clients who need disability accommodations
- the current state of the world means that these methods of design are more necessary than ever before, with social distancing being added onto preexisting ADA guidelines
- What does this mean in a showroom?
 - enough room to comply with ADA regulations on wall protrusions, doorway widths, wheelchair turn radius, etc.
 - flexibility to work with any client's needs, whether that's a strictly visual or a tangible way to explore Teknion's product range
 - open areas to allow for social distancing

Location and Sustainability

- showroom to be located in downtown Greenville, NC
- Teknion will be able to cater to local clientele and practice sustainability at the same time by appealing to the Greenville's large percentage of Generation Z citizens
- location is LEED compliant by occupying a pre-existing space



Showroom Design

- showroom must allow clients to feel comfortable with the products being offered to them
 - distinctly separate "rooms" in the same general area gives clients a feeling of privacy in addition to reducing the amount of contact between showroom patrons



STAKEHOLDER PROFILE

OWNER- showroom would be locally owned and operated

CLIENT- ECU students ready to buy their first home's set of furniture

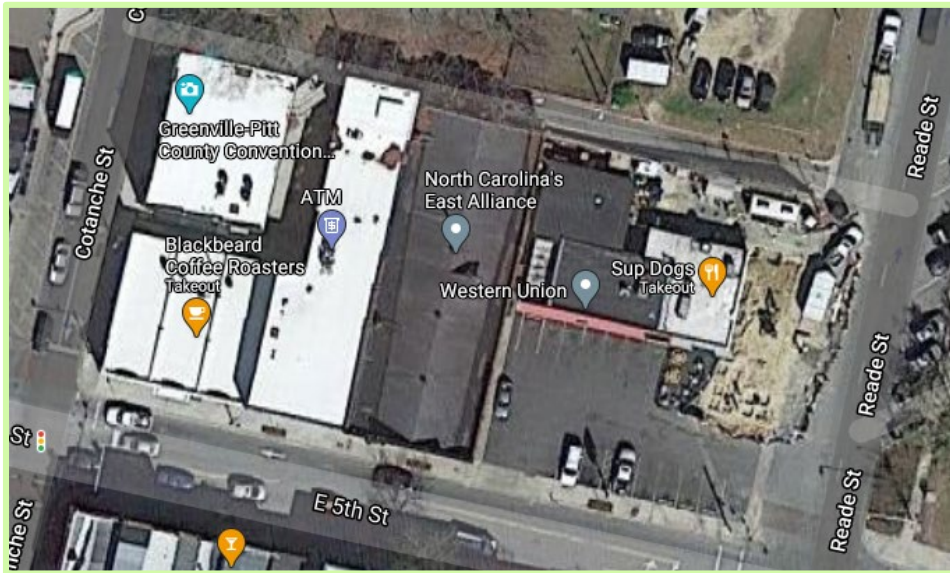
USERS- in addition to the college's young adult population, Teknion would be able to serve local interior design and real estate firms

This showroom will be a place where a client who has never furnished a home can feel comfortable. Having the showroom be locally owned will also likely appeal to Greenville's population and attract potential customers.



SITE PROFILE

-located at the corner of Cotanche St. & E 5th St. in Greenville, NC

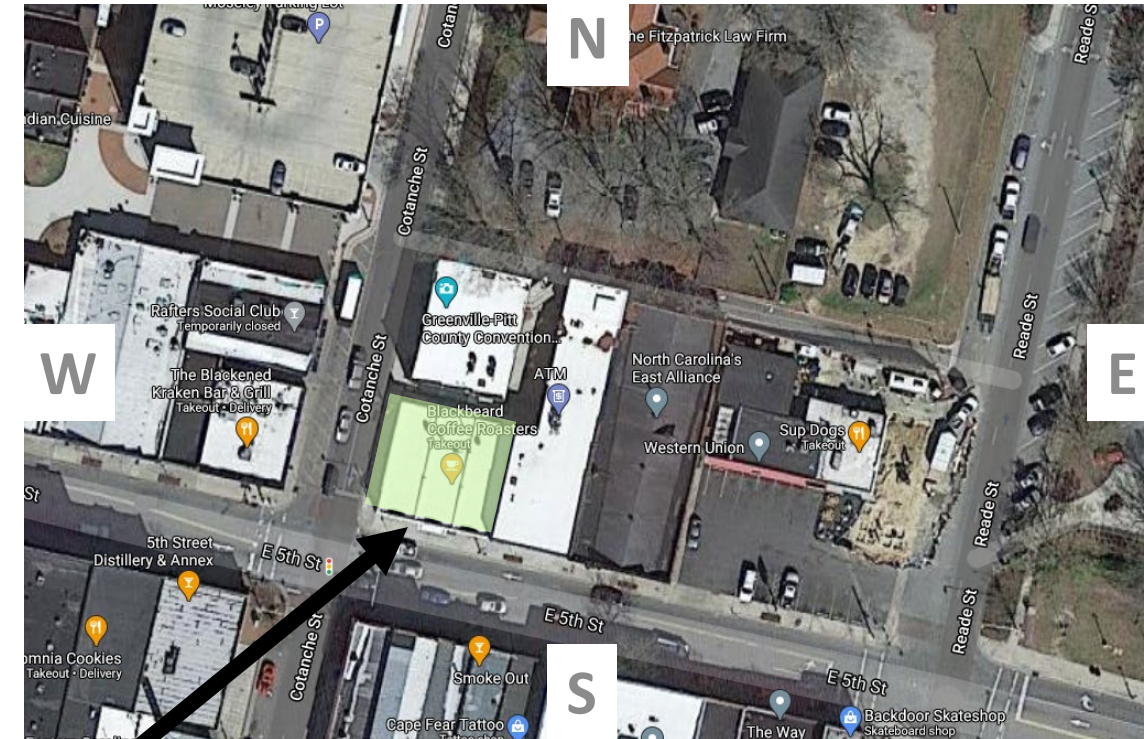


GOOGLE MAPS VIEW

STREET AS SEEN FROM SITE



SITE ANALYSIS



SITE IS INDICATED BY GREEN SHADING

-3 front entrances located street-side

-site is shielded from intense sunlight by the surrounding buildings but the large windows provide a consistent, diffused light source throughout the day

DESIGN PROBLEM STATEMENT

-the showroom will be able to make clients feel comfortable with their shopping experience while still taking necessary distancing precautions

-Universal and Inclusive design methods will be applied to the layout and functionality of the showroom



-the floor will be arranged to create the feeling of being in a private room to help the client envision Teknion's furniture in their own home

-the front of the store will be covered by natural sunlight, while varieties of lights will be used for each specific grouping of furniture to best accent their quality