

Greenville Furniture Showroom

*designs and furniture inspired by
Herman Miller*

Thigpen '21





Stakeholder Profiles

Who is using the space?

Stakeholders are varying people, groups, or individuals who are affected from or engaged in the showroom.

Owner Profile

- Seeking large profits and secure development, the Greenville Furniture Showroom is owned by a real estate developer looking to renovate the property for a Herman Miller furniture showroom.
 - The design and layout of the showroom will draw the clients through a display of specifically arranged furniture to help in selecting the appropriate products

Client Profile

- The showroom client is Herman Miller, who will display and position furniture in a functional manner to attract and retain customers, both looking to purchase furniture, and to appeal to non-furniture buyers
 - With Herman Miller products featured in this space, customers have the opportunity to experience latest designs and creative use of technology

User Profile

- The showroom will be utilized by employees, current and prospective customers, and event attendees
 - The space will offer retail and office space for East Carolina University members and Uptown Greenville who are looking for designs that attract attention





Site Profiles

Where is the space located?

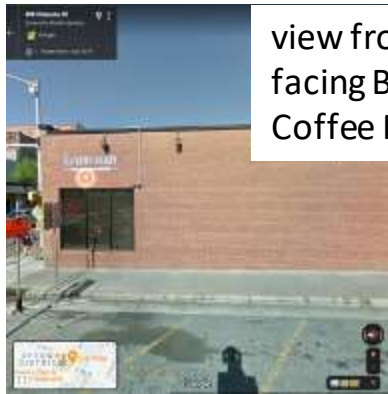
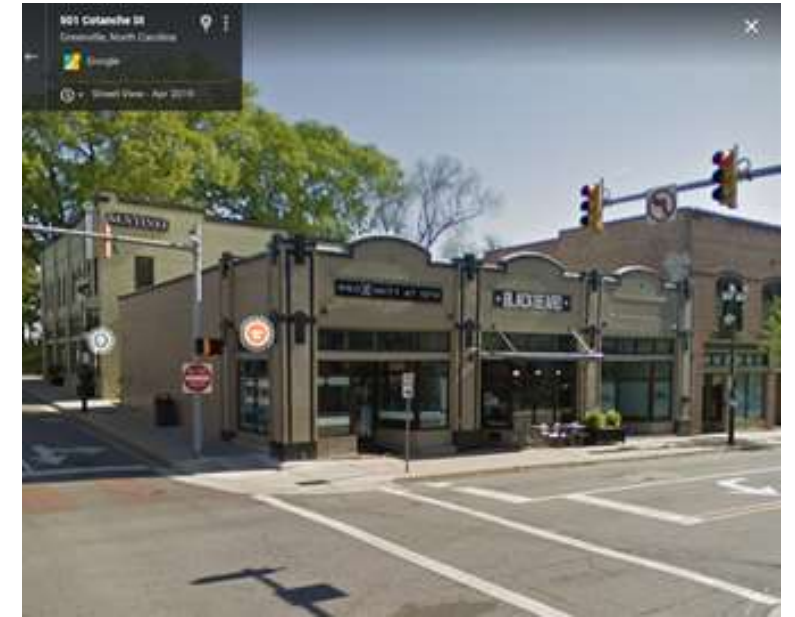
The Herman Miller Greenville Furniture Showroom is located in Downtown Greenville, NC

Site Profile

- located at the intersection of E. 5th St and Cotanche St, downtown Greenville, NC
- approximately 3,000 sq ft
- current shops include Proximity on 10th and Blackbeard Coffee Roasters



bird's eye view



view from the east,
facing Blackbeard's
Coffee Roasters



view from the south,
facing Smokeout



view from the west,
facing the rear of the
building



view from the north,
facing the left side of
the building

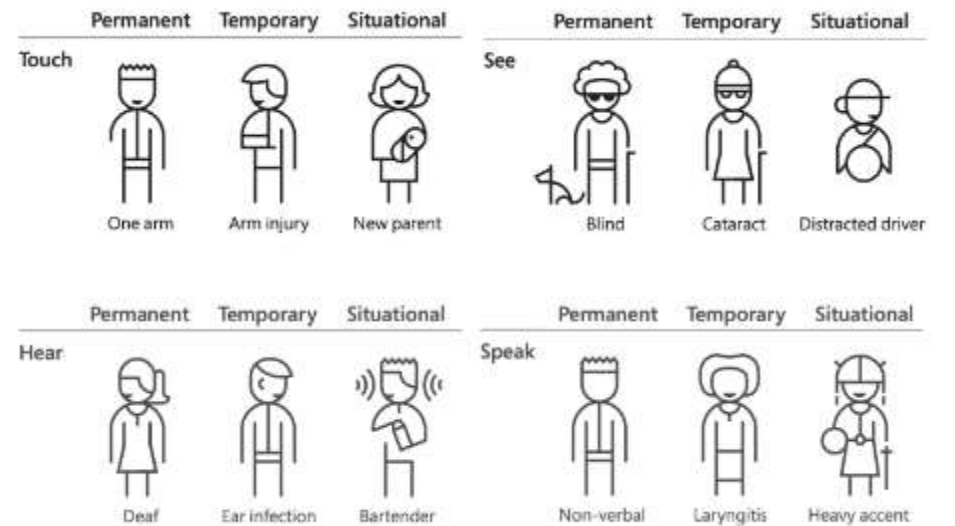
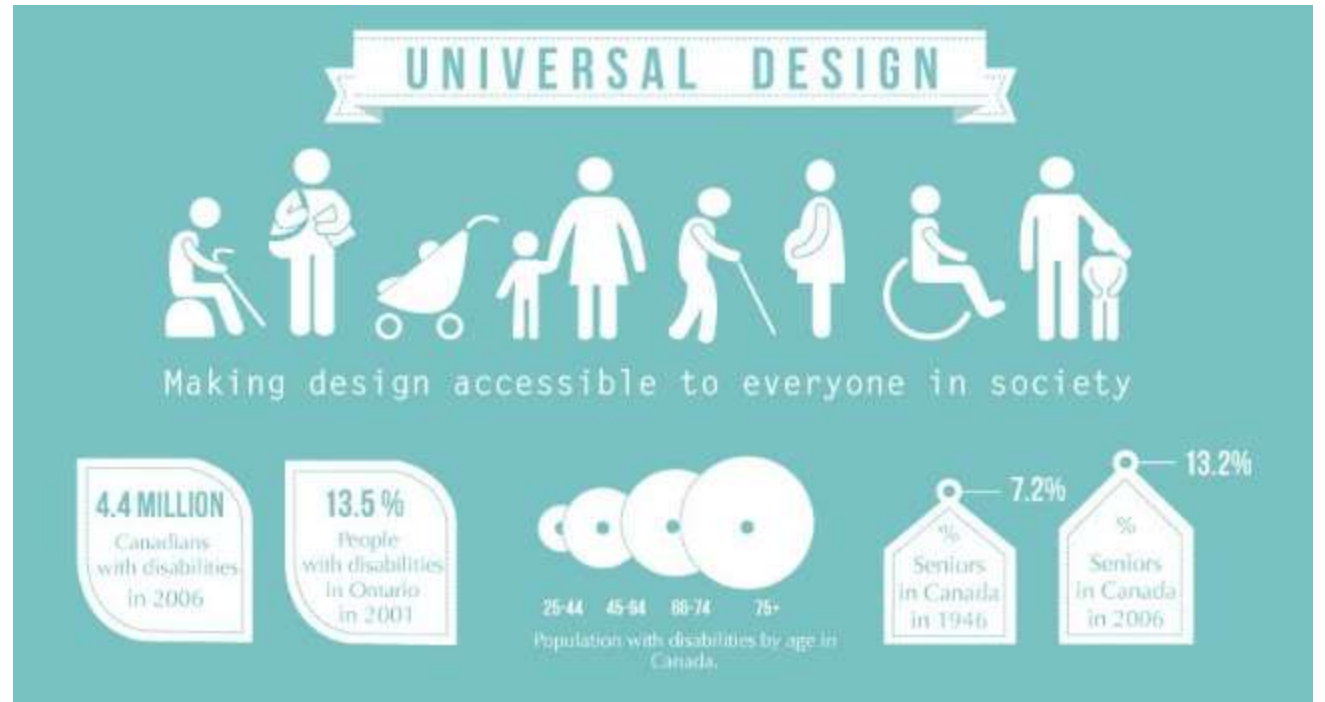
Site Analysis

- the windows at the south of the building provide natural light at the entrance throughout the day
- the building will receive natural light from the west in the evenings
- approximately 2,952 sq ft



Design Problem Statement

- minimal lighting
- narrow walkways
- tight spaces
- limited accessibility
- three separate bathrooms



Research

Universal Design

the design and composition of a space, products, or the environment so it can easily be accessed by all, regardless of their age, size, ability, or disability, to eliminate the need for adaption or specialized design

- equitable use = does not stigmatize or disadvantage users of the space
- flexibility in use = accommodates a variety of individual preferences and needs
- simple, intuitive use = easy to understand, without considering knowledge, experience, language skills, or concentration levels
- perceptible information = communicates important information, not considering ambient color conditions or sensory abilities
- tolerance for error = minimizes hazards for accidents or unintentional actions
- low physical effort = effective and comfortable without fatigue
- size and space for approach and use = accommodates individual preferences and abilities
 - can be approached, manipulated, reached, and used regardless of an individual's body size, posture, or mobility

Inclusive Design

emphasizes the contribution of understanding user diversity and the full range of the human body to make decisions, regardless of capabilities, needs, aspirations, language, culture, gender, and age

- learning from a range of individuals with different perspectives

Inclusive Design

Recognized for dressing up as a 80 year-old woman while in her twenties to gain knowledge to design products that are suitable for all, including the elderly

- wore her grandmas clothing, shoes, plugs for her ears, and thick glasses
- traveled to 116 cities in America and Canada
- was able to respond to people, products, and environments as an elder through the use of a cane, wheelchair, and walker to approximate differing levels of reduced mobility

Research

Universal Design / Accessibility

ADA Passageways and Doors

- for a door or passageway to be ADA accessible, it needs to be at least 36 inches wide

ADA heights and projections into spaces

- To be ADA accessible, countertops are no more than 36 inches from the floor (some may be two inches higher and others two inches lower), with minimum obstructed areas in front of the space

Social Behavior

- each group of individuals have different inherited work ethics that cause the social behavior to be influenced by the design of the space
- generations use different means of communication, which lead to miscommunication and misunderstanding
- all generations have differing attitudes, behaviors, habits, and motivations

Fire Code/ Life Safety/ Historic Preservation

- conducts routine and specialized fire inspections in all buildings located in Greenville, NC
- home and residential inspections are completed by request
- Greenville, NC recognizes historic preservation is vital for protecting heritage, restoring neighborhoods, and encouraging economic development

Research

Greenville, NC History

- founded in 1771 as Martinborough
- East Carolina University was established in 1967
- health, entertainment, and educational focus



Sustainability

Leadership in Energy and Environment Design (LEED)

- provides a “framework” for creating healthy, highly efficient, and cost saving buildings
- saves energy, water, and resources
- attracts customers, boost employment, and save costs

Embodies energy

- Embodied energy
- total energy used during the production of the building
- extracting and processing of natural resources, manufacturing, transport, and product delivery

Mechanical / Plumbing / Electrical

- EnergyStar recognizes eco-friendly products to save buyer money and extend product life
- fuel efficient and low-flow toilets
- motion censored lighting in bathrooms, LED light use throughout, and natural light

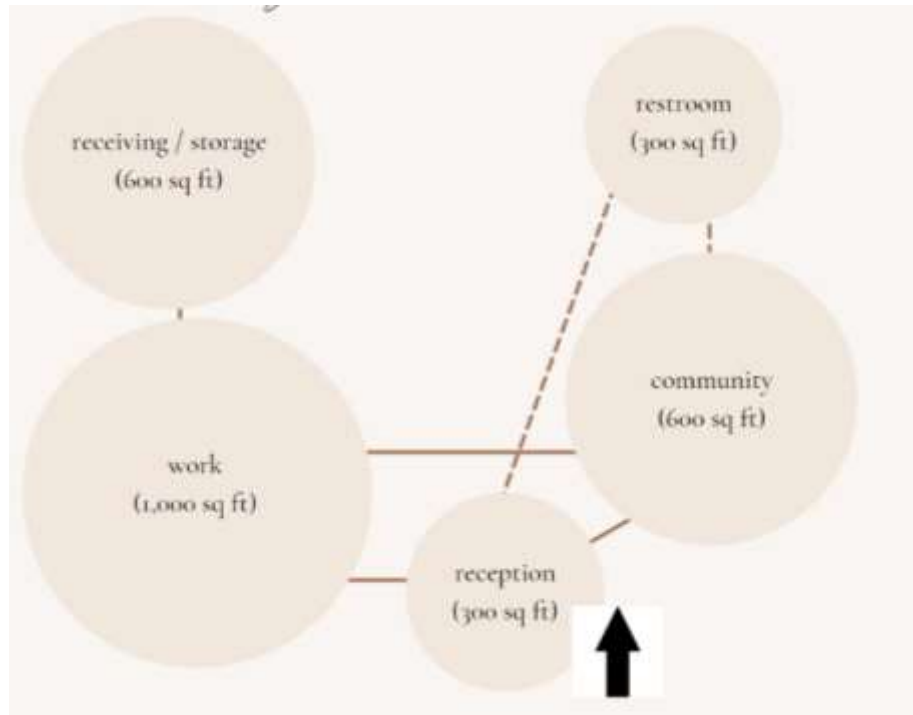
Concept Statement

- Modern space with spotlights and featured furniture/designs as a dynamic focal point
- Items positioned and grouped by their functionality or style with coordinating styles to harmonize with accent walls, floor treatment, and lighting
- Bohemian style furniture to add color and style to space
- Bright colors to add eye-catching views to potential customers
- Interior arrangement and designs of furniture to engage traffic and drive sales
- Utilization of Herman Miller furniture as a go-to pop-up site
- Movable furniture to adjust as needed, flexible with the bohemian style throughout
- Spotlights to highlight featured areas --> window displays, store layout, dynamic interior, flexible products, etc.

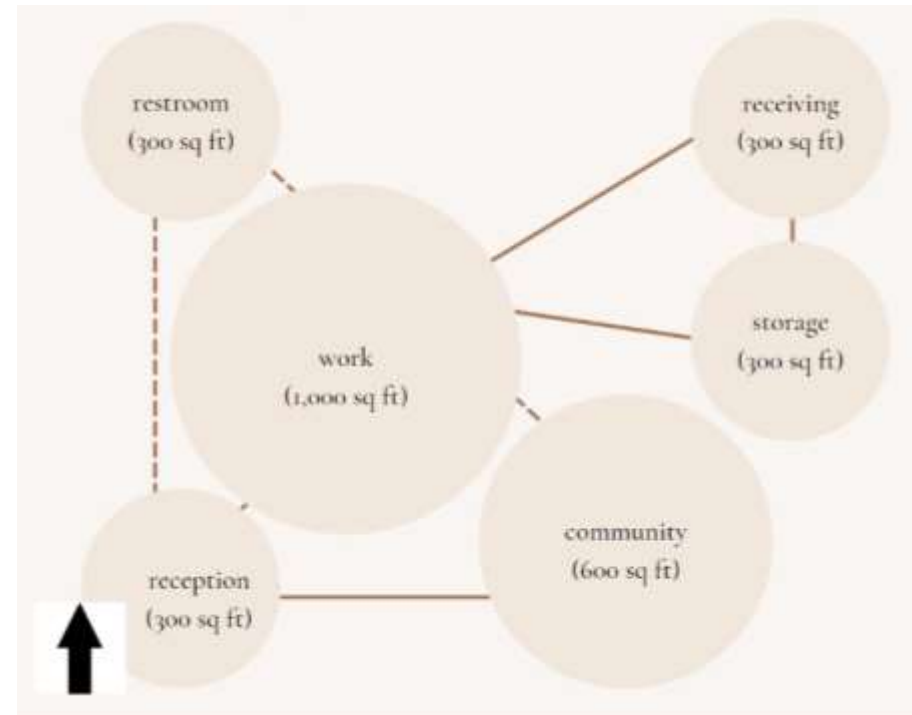


Space Planning

Bubble Diagram 1

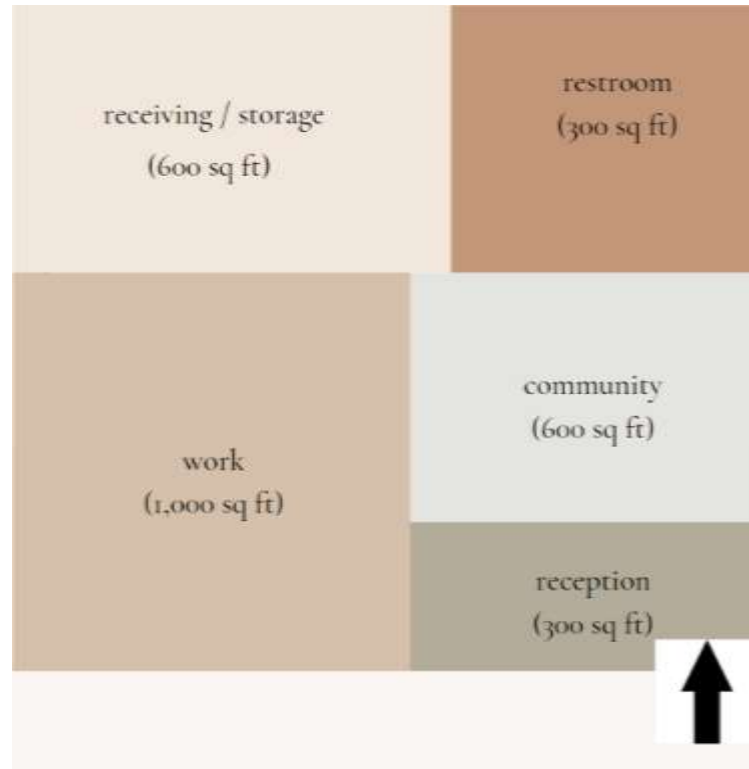


Bubble Diagram 2

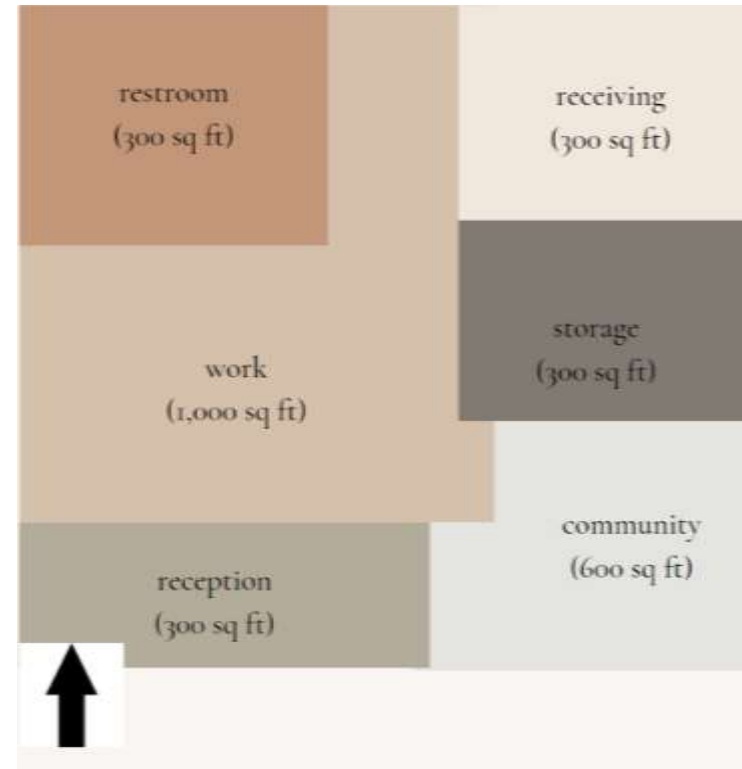


Space Planning

Blocking Diagram 1

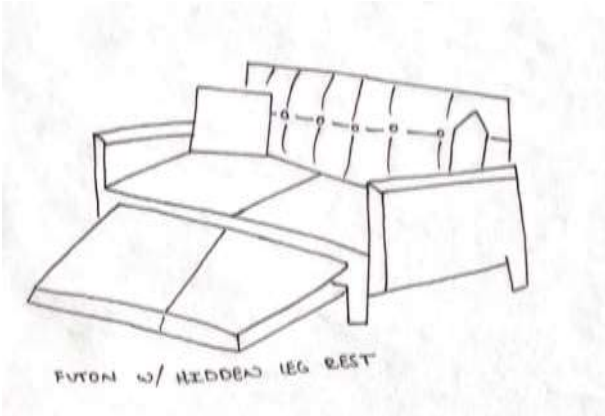
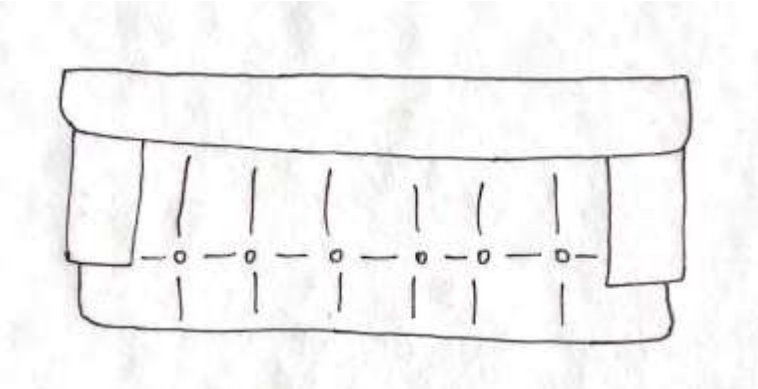
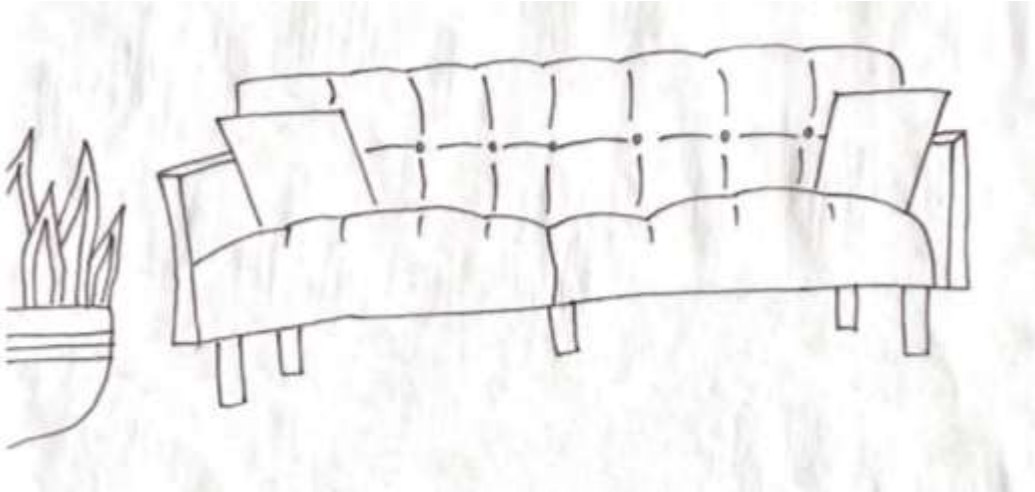


Blocking Diagram 2



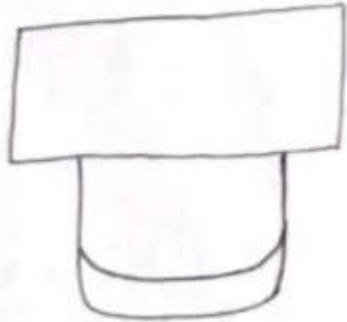
Sketches

Diffused Work



Sketches

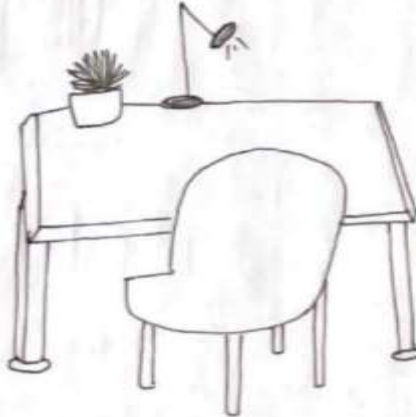
Intense Work



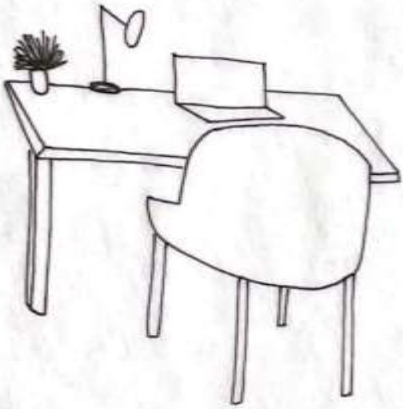
DESK TOP w/
CHAIR BACK + SEAT



WHEELS ON DESK TO MOVE



HINGES
TO FOLD
WHEELS



WORK DESK w/ CHAIR

Sketches

Daydreaming

