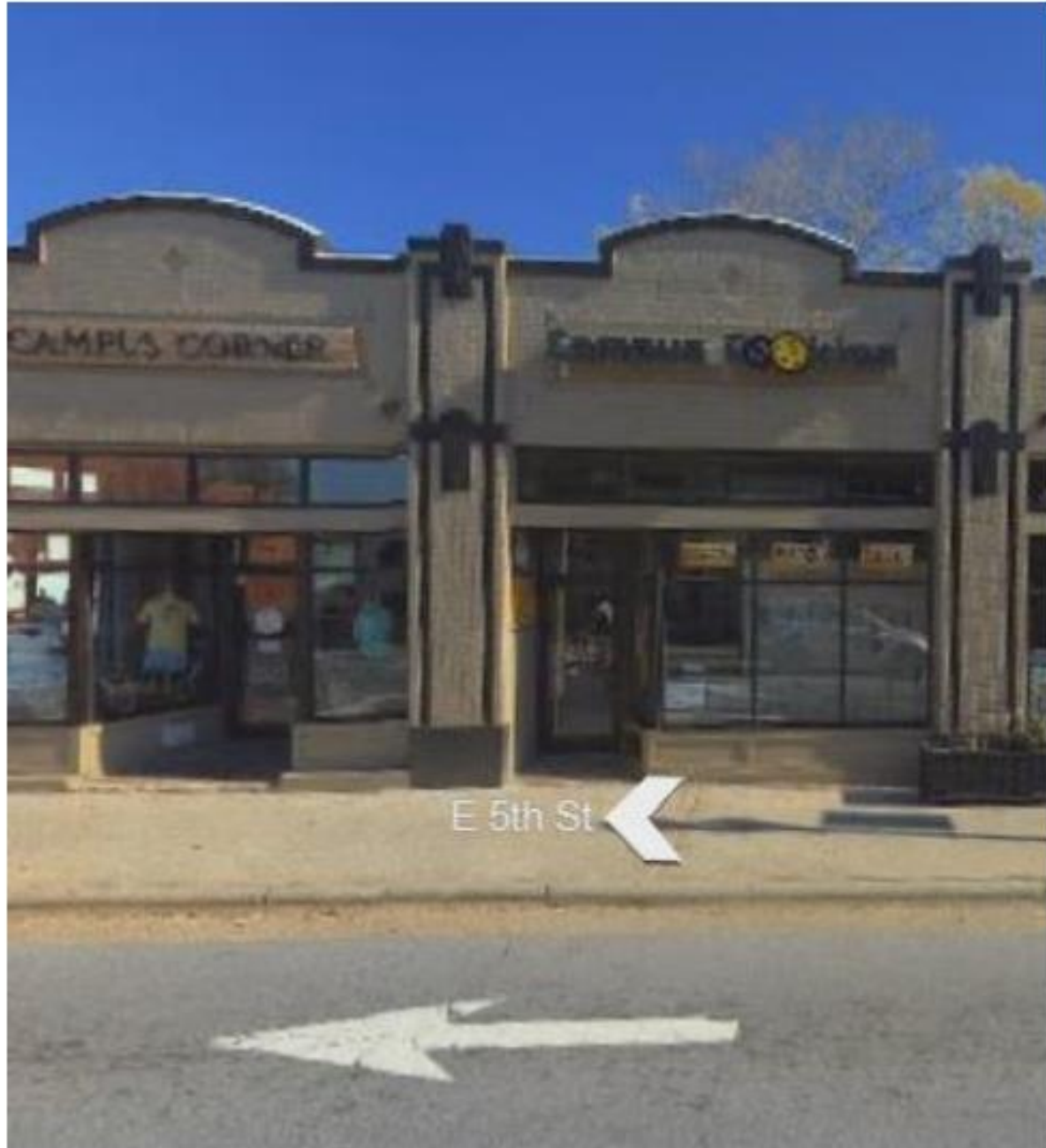




# GREENVILLE FURNITURE SHOWROOM

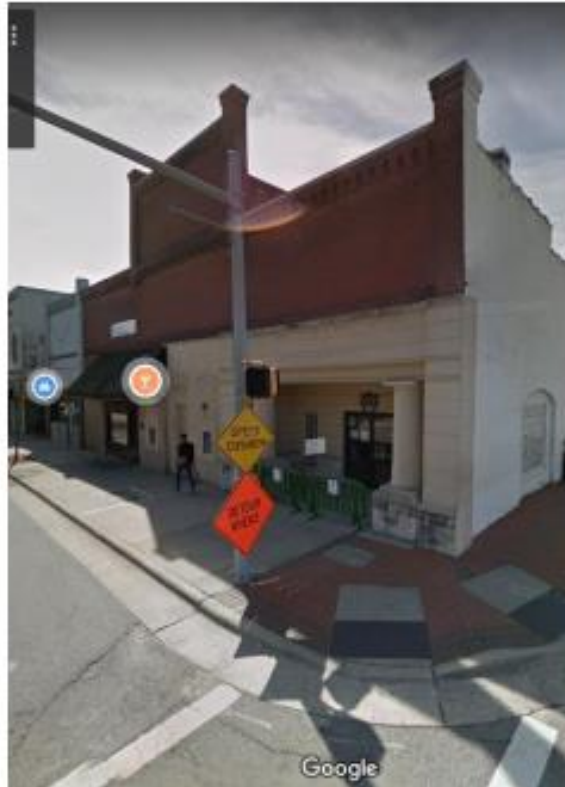
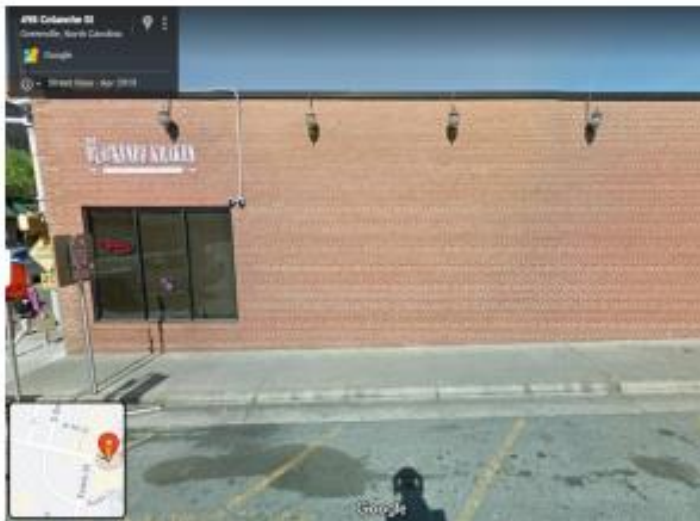
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IDSN 3102-1 Fall 2021 Tyana Lowery



# Stakeholder Profile

- Owner: Retail Developer -Gain Profit from the space
- Client: Herman Miller - Gains exposure to more clients resulting in a profit
- Users: Customers, Event attendees/anyone who may be interested in the space, and employees - Gives the clients an idea of how they can use the products in their space. The space is open and welcoming to draw people from the outside in and makes them feel comfortable.






# Site Profile

- Location: 201-205 E 5th St. And Contanche St.
- Greenville NC
- Usable Sq. Footage: ~3,000 sq. ft.



# Site Analysis

- Entrance 
- Morning light 
- Day/evening light 

# Design Problem Statement

1

Having proper  
daylighting  
throughout the  
entire space

2

Connecting three  
separate spaces  
into one

3

Using design to  
draw people  
through the  
entire space



RESEARCH

What is  
Universal  
Design?  
What is  
Inclusive  
Design?

**"Universal design is design that's usable by all people, to the greatest extent possible, without the need for adaptation or specialized design."**

**- Ron Mace, 1985**

**Inclusive design focuses on the diversity of people and the impact of this on design decisions.**

# Generational Differences in the Workplace

Traditionalist: Dependable/Straightforward/Tactful/Loyal  
Employers: Provide satisfying work and opportunities to contribute; emphasize stability

Baby Boomers: Optimistic/ Competitive/ Workaholic/ Team-oriented  
Employers: Provide them with specific goals and deadlines; put them in mentor roles; offer coaching-style feedback

Generation X: Flexible/ Informal/Skeptical/ Independent  
Employers: Give feedback; provide flexible work arrangements and work-life balance; extend opportunities for personal development

Millennials: Competitive/ Civic- and open-minded/ Achievement-oriented  
Employers: Get to know them personally; manage by results; be flexible on their schedule and work assignments; provide immediate feedback

Generation Z: Global/ Entrepreneurial? Progressive/ Less focused  
Employers: Offer opportunities to work on multiple projects at the same time; provide work-life balance; allow them to be self-directed and independent



## Neighborhood & Town History

- Founded in 1771
- The Tar River was a navigable waterway; and by the 1860s there were several established riverboat lines transporting passengers and goods. Cotton was the leading agricultural crop, and Greenville became a major cotton export center.
- Greenville became one of the state's leading tobacco marketing and warehouse centers.
- Today, Greenville is a major industrial and economic center for eastern North Carolina— a center for education, industry, medicine, and culture.

# LEED Building Credits

**LEED (Leadership in Energy and the Environmental Design) is one of the most popular green building certification programs world wide designed by the U.S Green building council**

**The LEED system comprises a combination of well-disciplined practices from the area of architecture, interior design, engineering, landscaping architecture and construction.**

## LEED Credit Categories

Water Efficiency

Indoor  
Environmental  
Quality

Material and  
Resources

Energy and  
Atmosphere

Location and  
Transportation

Innovation

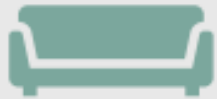
Regional Priority

Education and  
Awareness



CONCEPT

# Beauty that is flexible and simple



## Flexibility

Caters to different needs and wants



## Simple

Can adapt to a wide variety of people



## Beauty

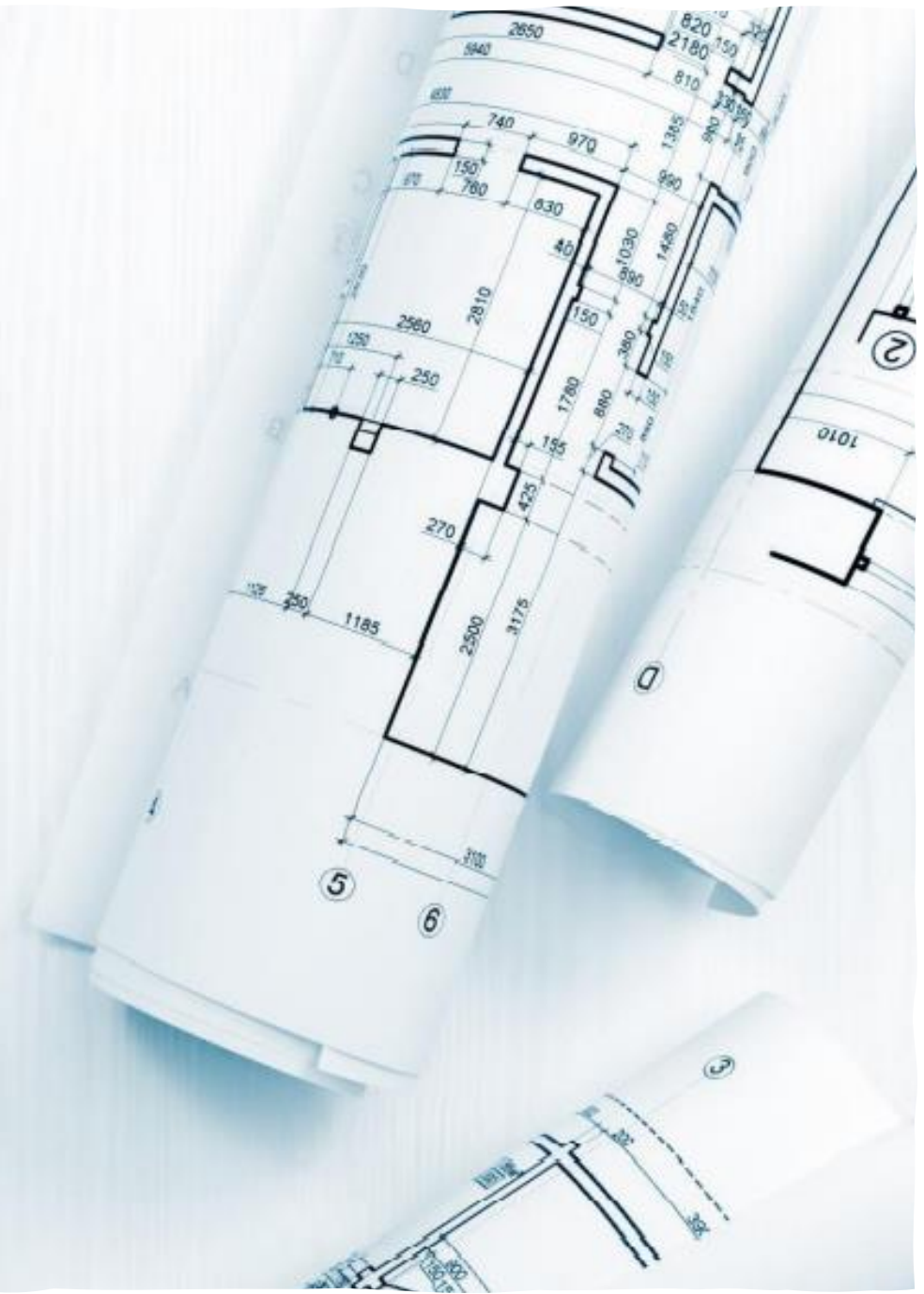
Beauty that draws people in

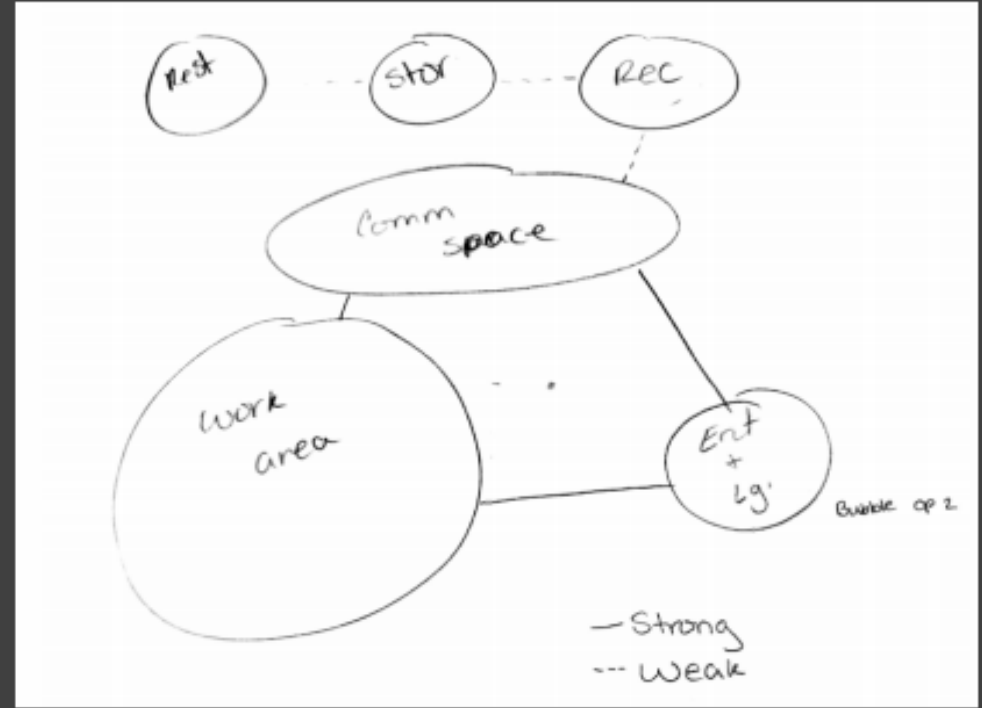
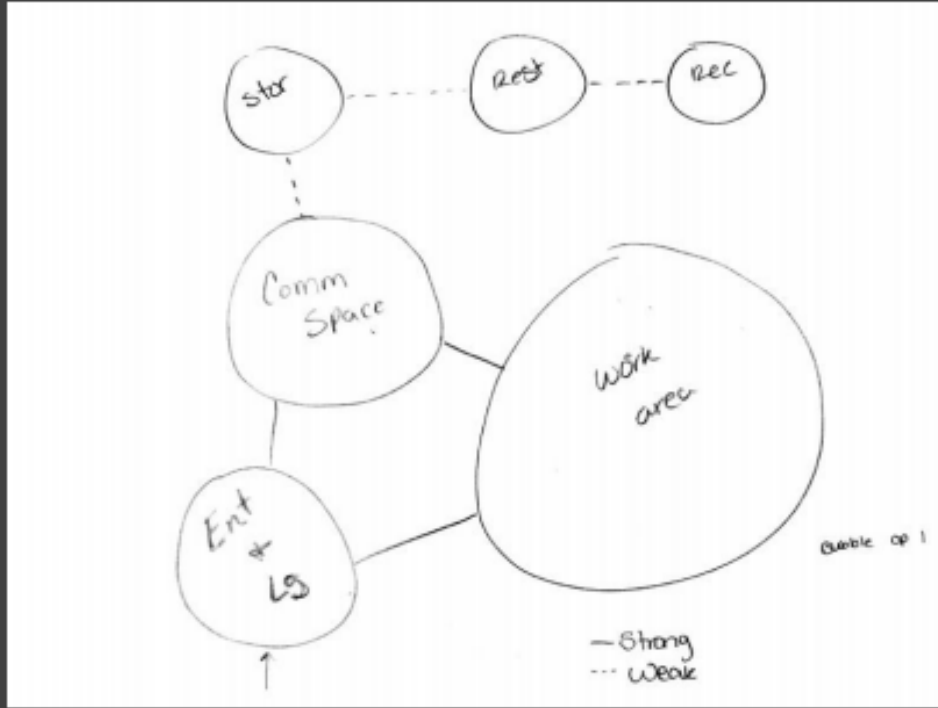


# INSPIRATIONAL IMAGES



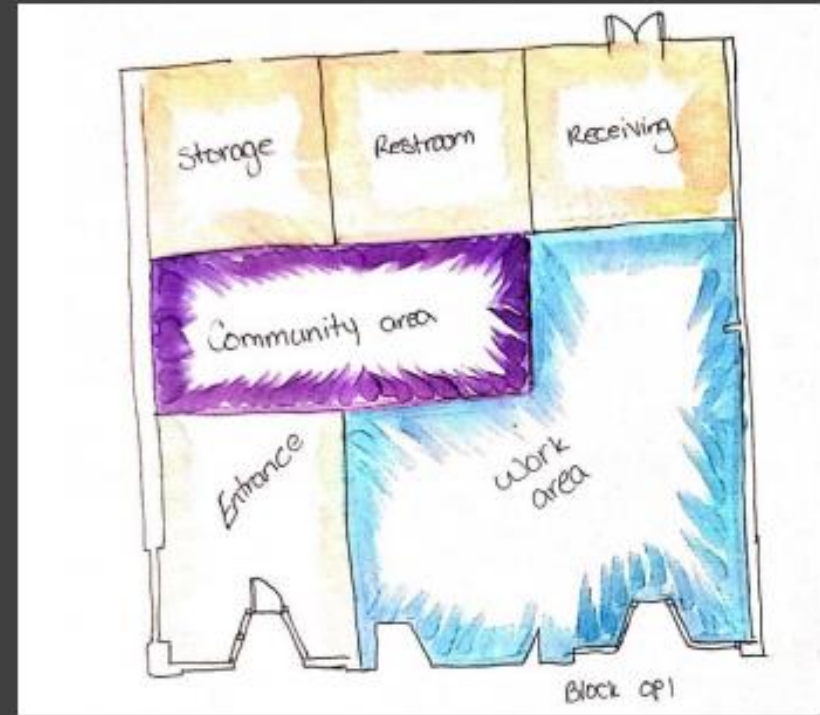
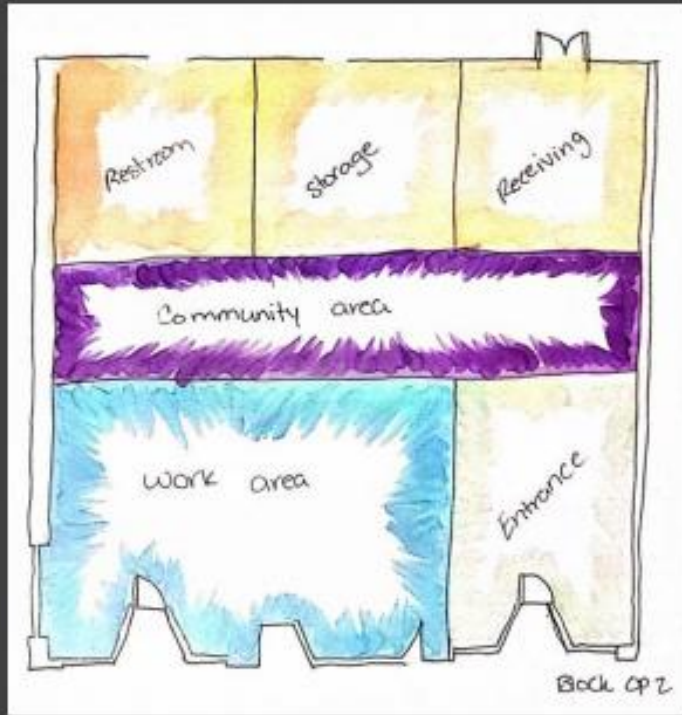
# SKETCHES





# BUBBLE DIAGRAM



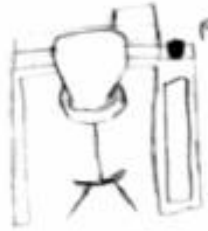


# BLOCK PLANS

desk canopy  
for concentration



Plan



Plants  
for relaxation  
Section

Perspective



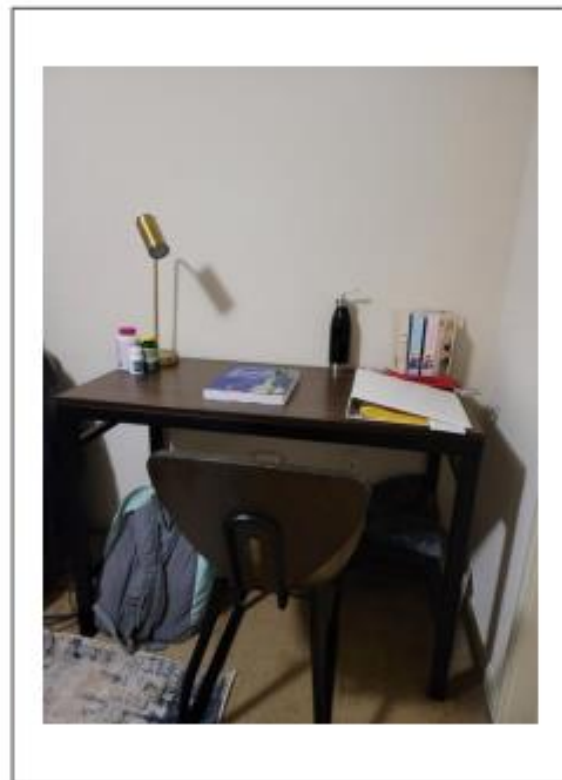
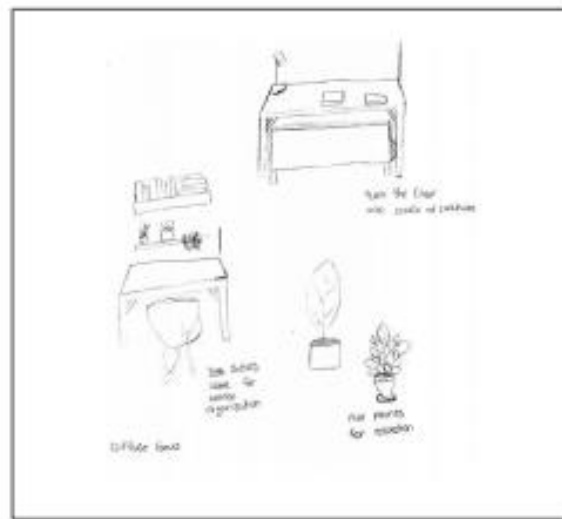
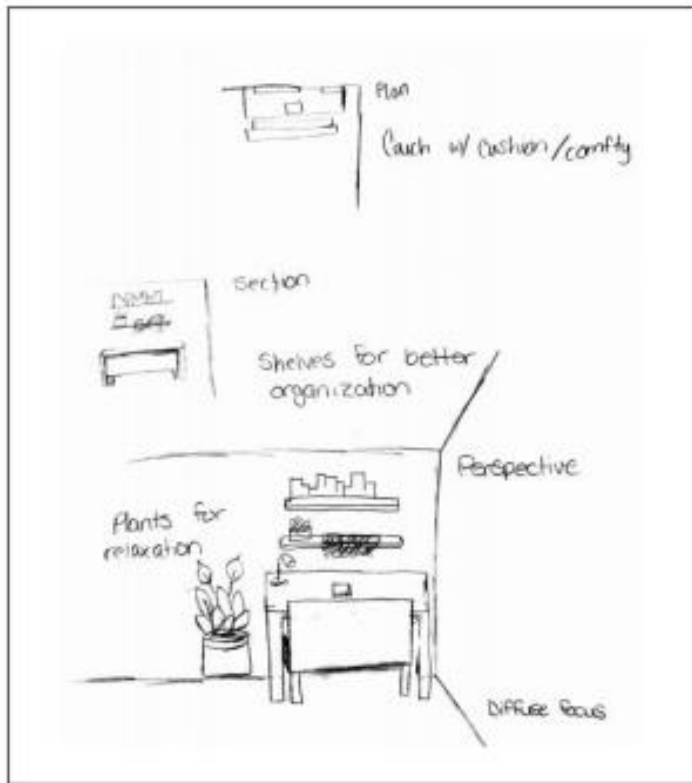
Better lighting  
for focus

Intense focus



Intense focus

# INTENSE FOCUS



# DIFFUSE FOCUS

# DAYDREAMING

