



HermanMiller

# Herman Miller Showroom

UPTOWN GREENVILLE, NC

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Portfolio 1

IDSN 3102

Fall 2021

# Stakeholder Profiles

- The owner of this space is the realtor
  - The owner of the space would like to see the client do well in this space so the client will continue leasing the space to generate income.
- The client is leasing the space to showcase their furniture – Herman Miller
  - The client of the space would like to see sales boosted by the layout of the space and the ability of the space to lure new customers in
- The users of this space will be customers, current and potential, and employees
  - Current customers would like to see the furniture in a way that helps them envision the furniture in a space it will ultimately be in. Customers may be looking for stability of the furniture shown in new designs.
  - Potential customers would like to see new, exciting furniture that can still be functional
  - Employees would like the space to be laid out in a way that makes sense, has flow, and will increase sales.
- Other users may be event attendees
  - An event planner or attendee, would like to see an open space to assemble. They would also enjoy there being a natural open flow to the space to allow mingling and interaction.

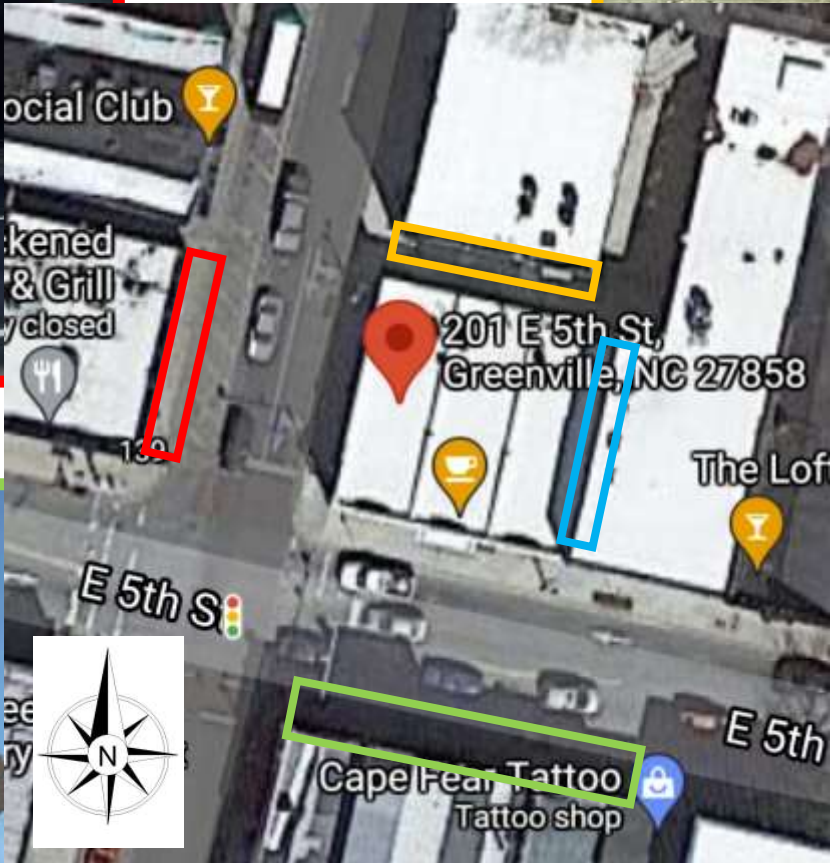


# Site Profile

- The owner is renovating the spaces on the corner of E. 5<sup>th</sup> St. and Cotanche St.
- Specifically, 201-205 E. 5<sup>th</sup> St., Greenville, NC
- Client to occupy tenant space on first floor
- ~3,000 square feet



# Site Profile – Local Views



Unit 201-205 is flush with neighboring building 207



# Site Analysis

- Entrance



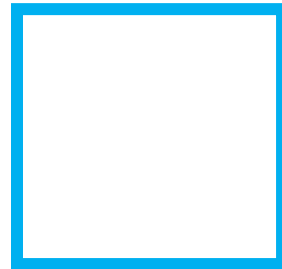
- Morning Light



- Day/Evening Light



- Tenant space



# Design Problem Statement



- This retail space needs to be transformed into a furniture showroom
- The natural joining of all three spaces to make it feel like one large space is necessary
- The renovated space needs a continuous flow, leading from one section of furniture to another
- The individual sections need enough space to stage the furniture as it might look in an actual office space
- The space needs to accommodate as much furniture as possible, without making the space feel crowded
- There also needs to be room for people to gather, should there be an event
- The lack of natural lighting, due to the building's shape and number of windows will need to be accommodated by artificial lighting
- With the combining of the three buildings, there is only a need for two bathrooms- one women's and one men's
- The exits in the back will also be condensed, rather than three back exits there only needs to be one. It will have a ramp to be ADA compliant.

# Sustainability in Interior Environments

- Sustainability in interior environments means managing resources used for the project and the building's waste output to have a minimal impact on the environment
- LEED is a green building rating system that is used globally
- LEED promotes sustainable buildings and clean energy to ensure the users of the building have safe, and high-quality lives
- Saving water and energy, reducing environmental impact, conserving resources, promoting energy independence and saving money are some of LEEDs biggest focus
- To get a building LEED certified the process is to
  - First register the project
  - Provide data and receive a performance score of 4.0
  - Complete all prerequisites
    - Input data of five categories- energy - water - waste - transportation - human experience



# Ways to make a project sustainable



- Reuse materials already in the building
- Reduce use of water & energy
- Manage water and waste in a green way
- Source building materials locally to reduce transportation
- Use Energy Star appliances
- Use and incorporate as much natural lighting as possible
- Use LED lighting
- Include plants and design



# Concept – Yellow Brick Road

- One of the most exciting things about traveling a path you have not yet been down, is all the wonderful possibilities of what you may find
- This space will have a clear path to follow, which will branch off into sections of staged furniture collections
- The greater possibilities on the other end of the “road” is the solution Herman Miller pieces will provide in comfort, ideas, and diversity
- The space should feel light, airy, open – similar to a path in a park
- The concept is not literal- there will not be a yellow path, or Wizard of Oz color ways
  - More so, the “Yellow Brick Road” embraces the idea of heading down a path hoping to find what you’re looking for on the other side



# Inspiration Images



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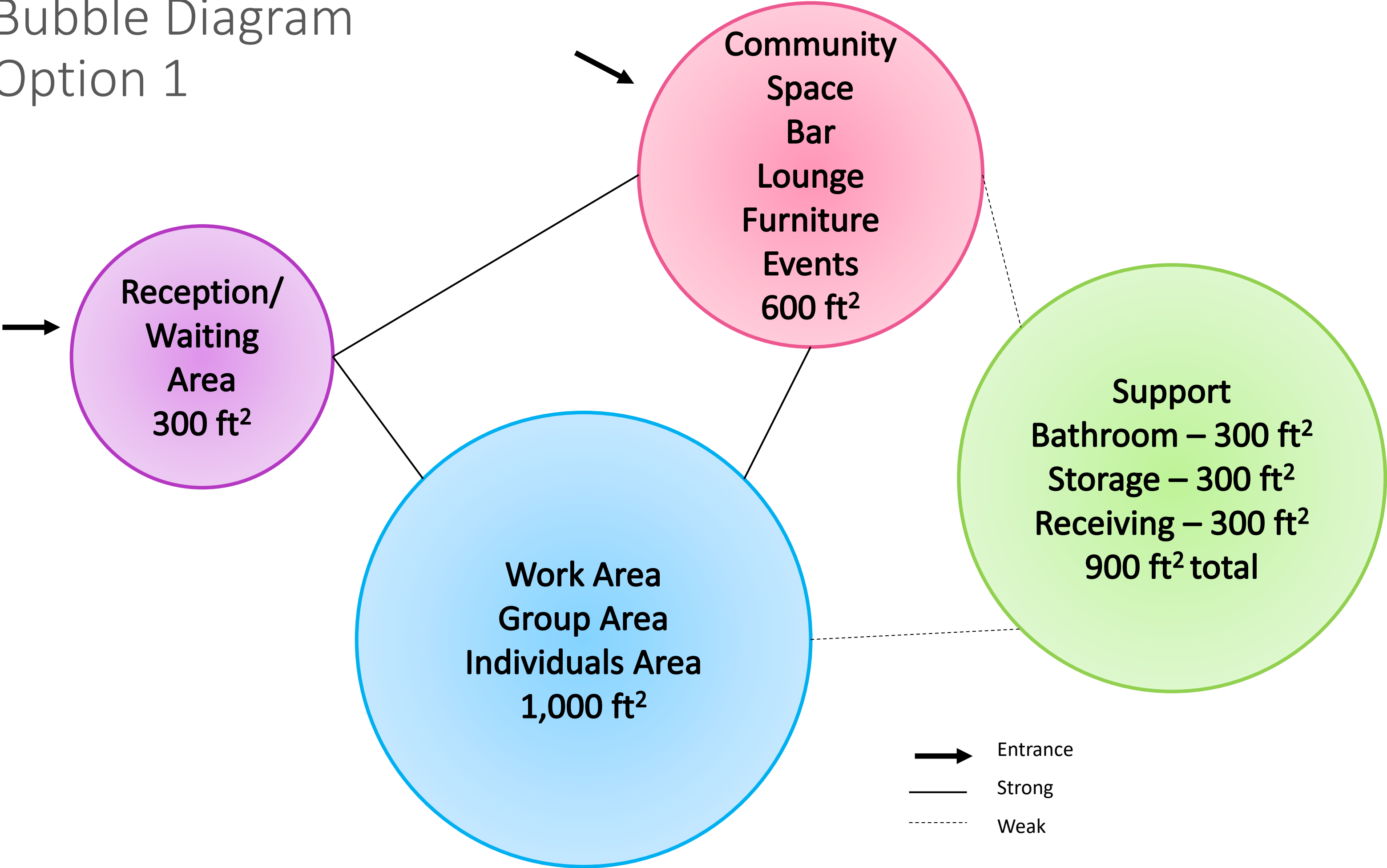


# Inspiration Images

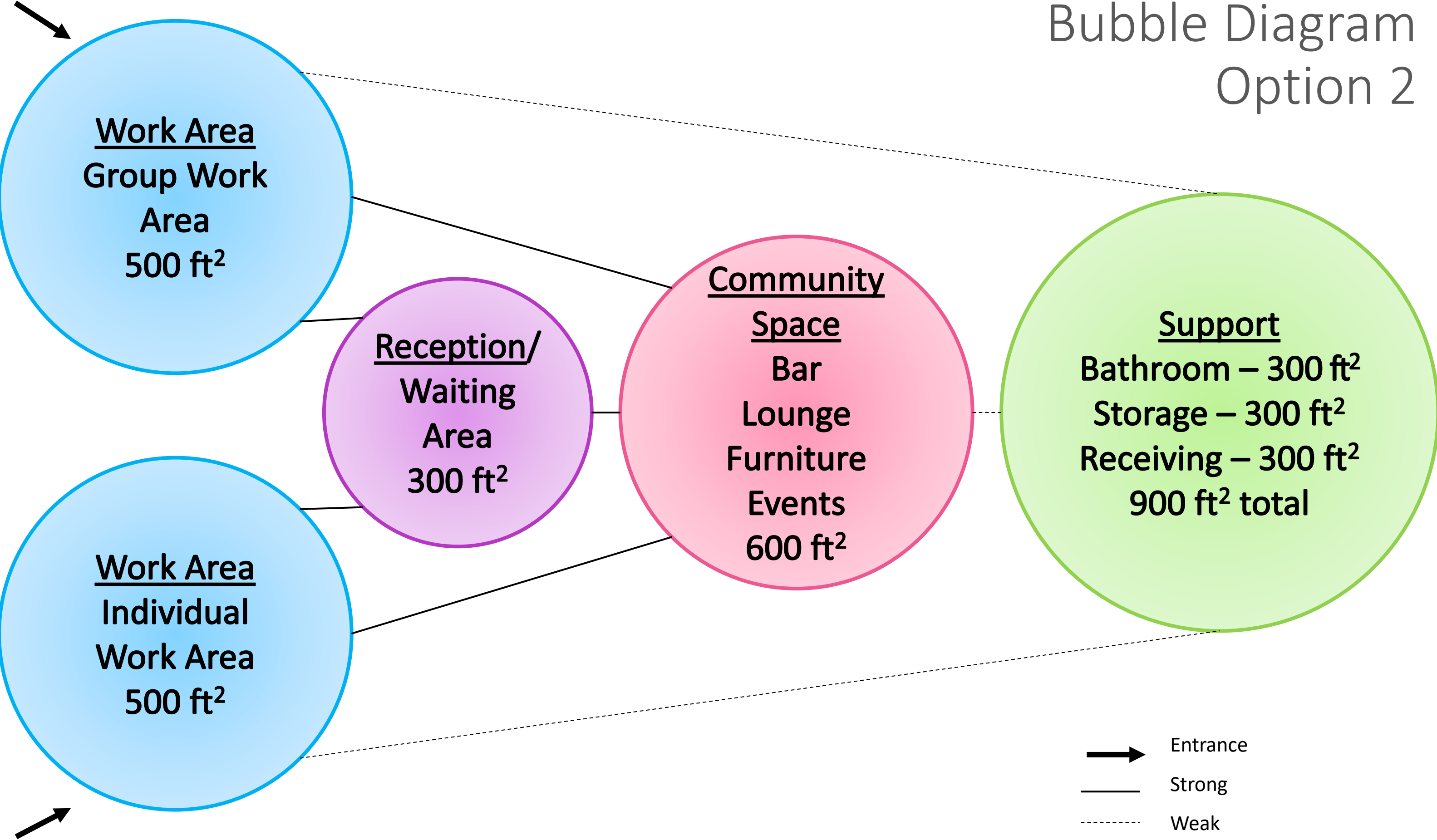
- Wayfinding with flooring design & lighting design



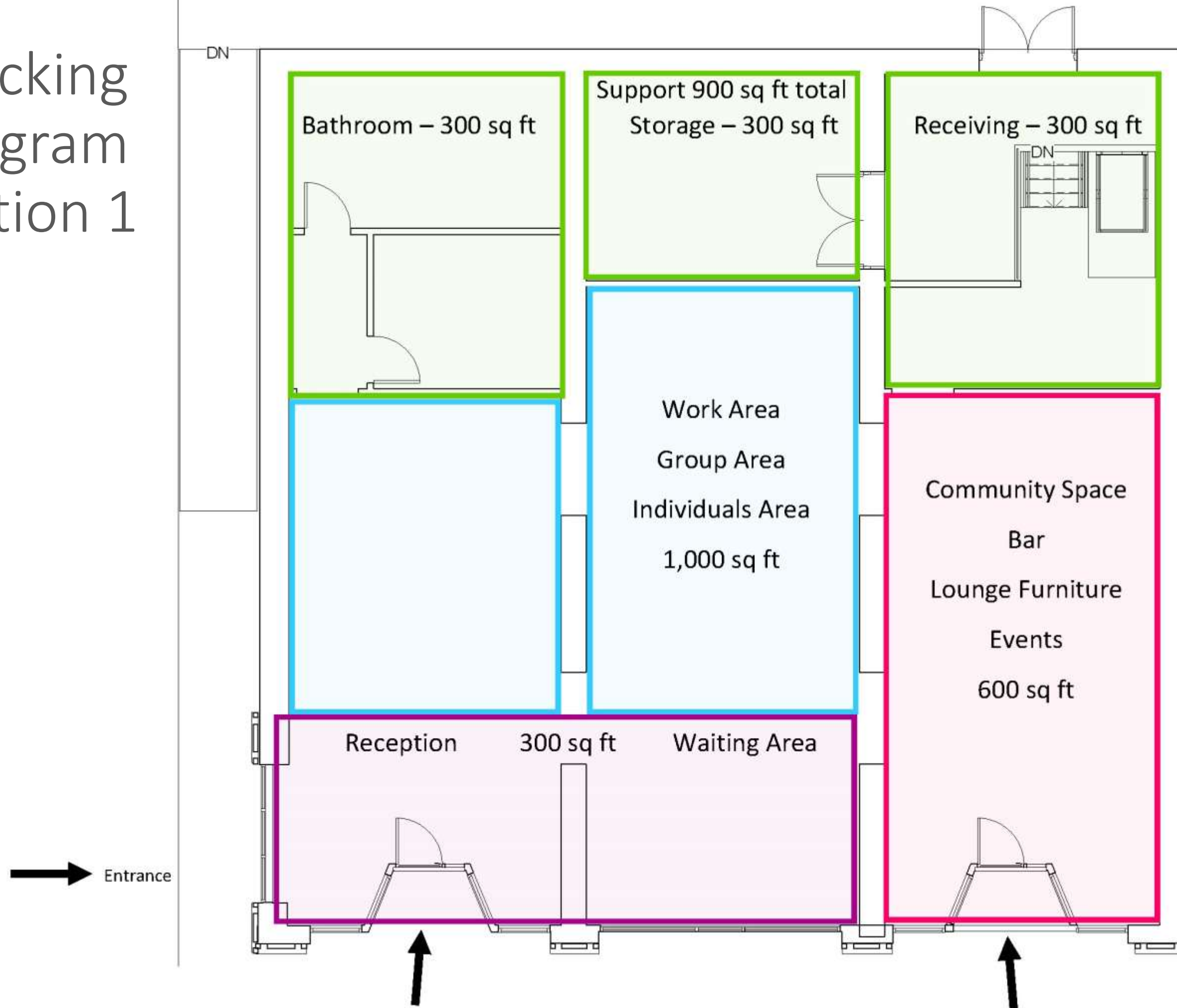
# Bubble Diagram Option 1



# Bubble Diagram Option 2



# Blocking Diagram Option 1

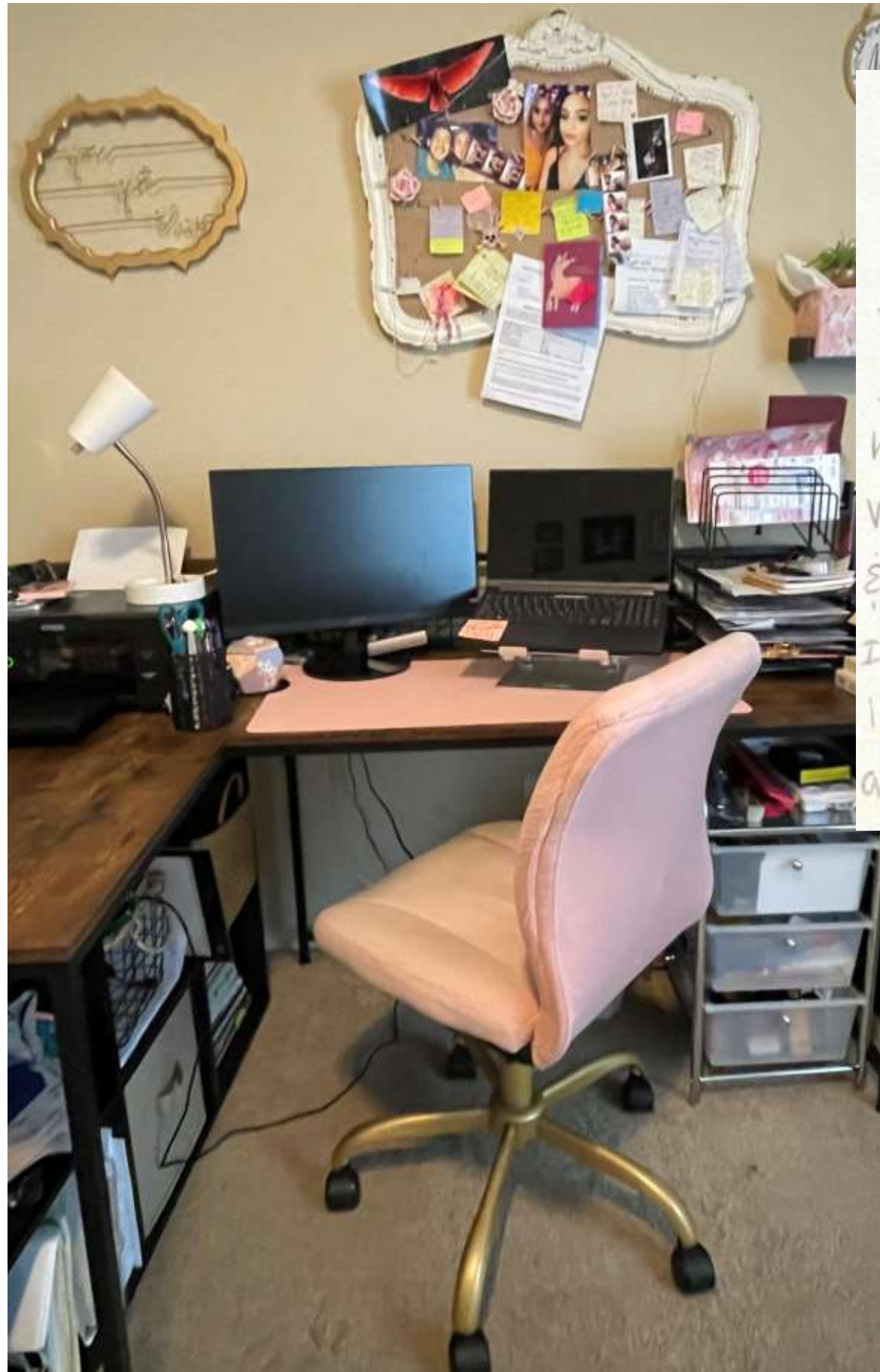


# Blocking Diagram Option 2





# Existing Activity Space – Focus Work



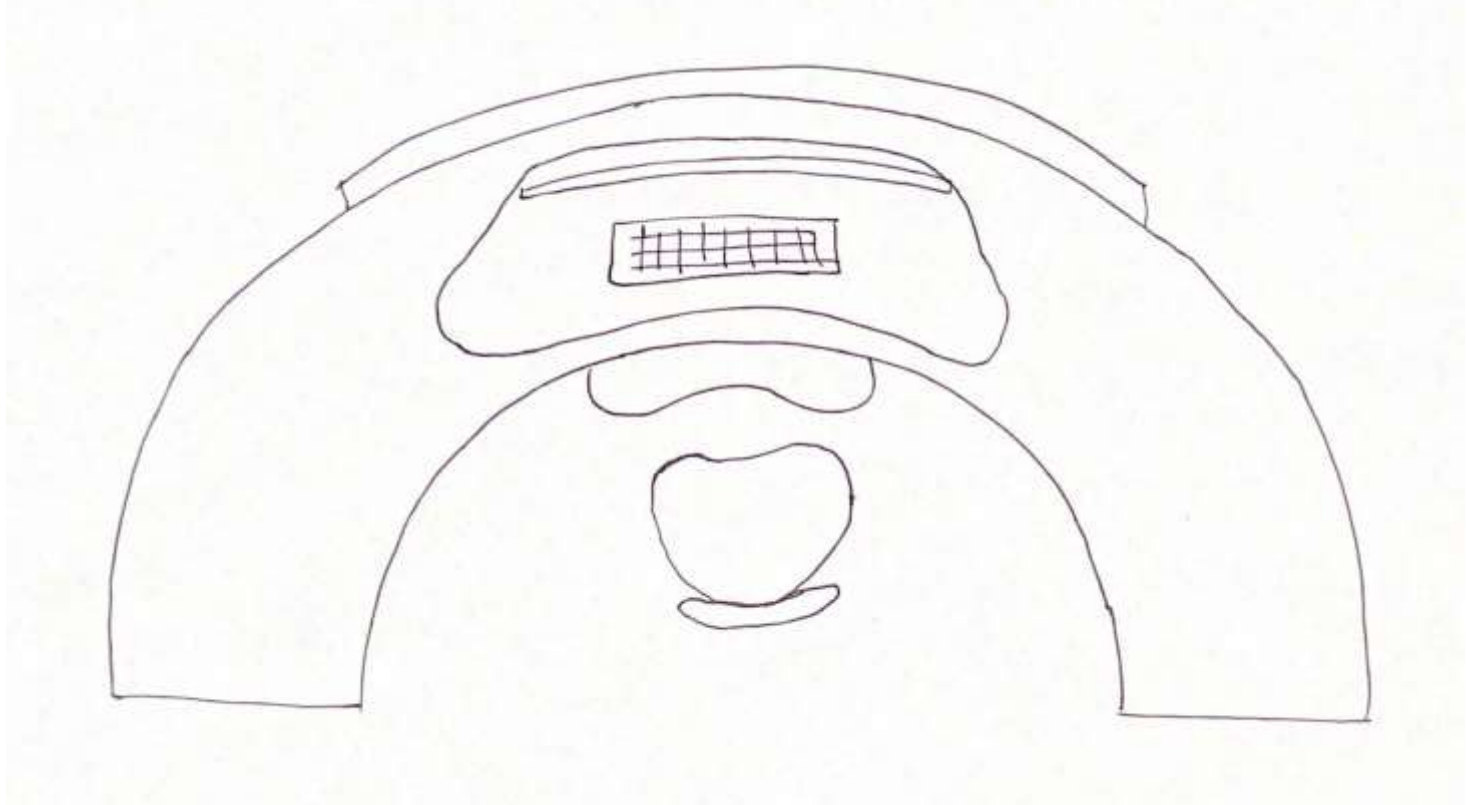
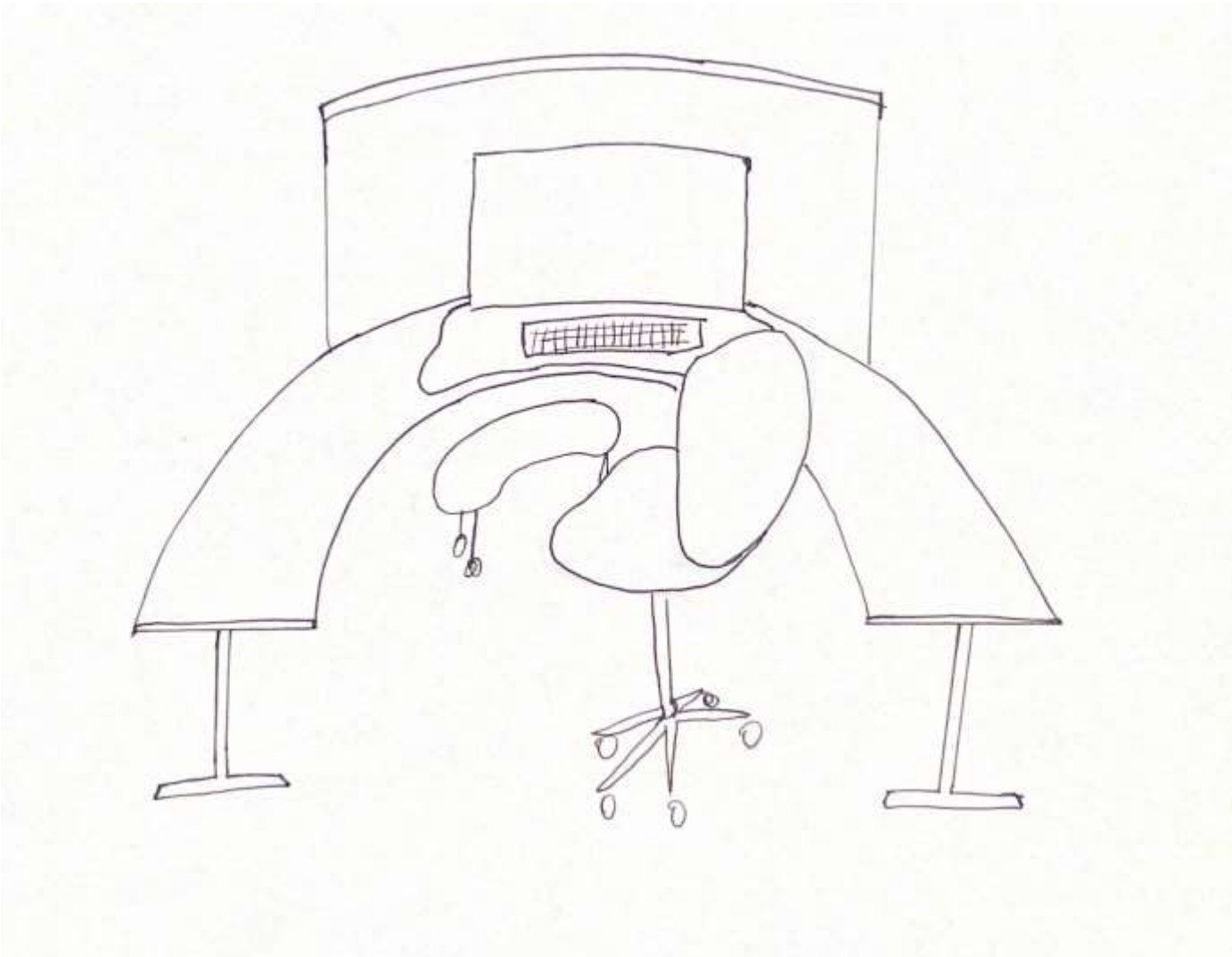
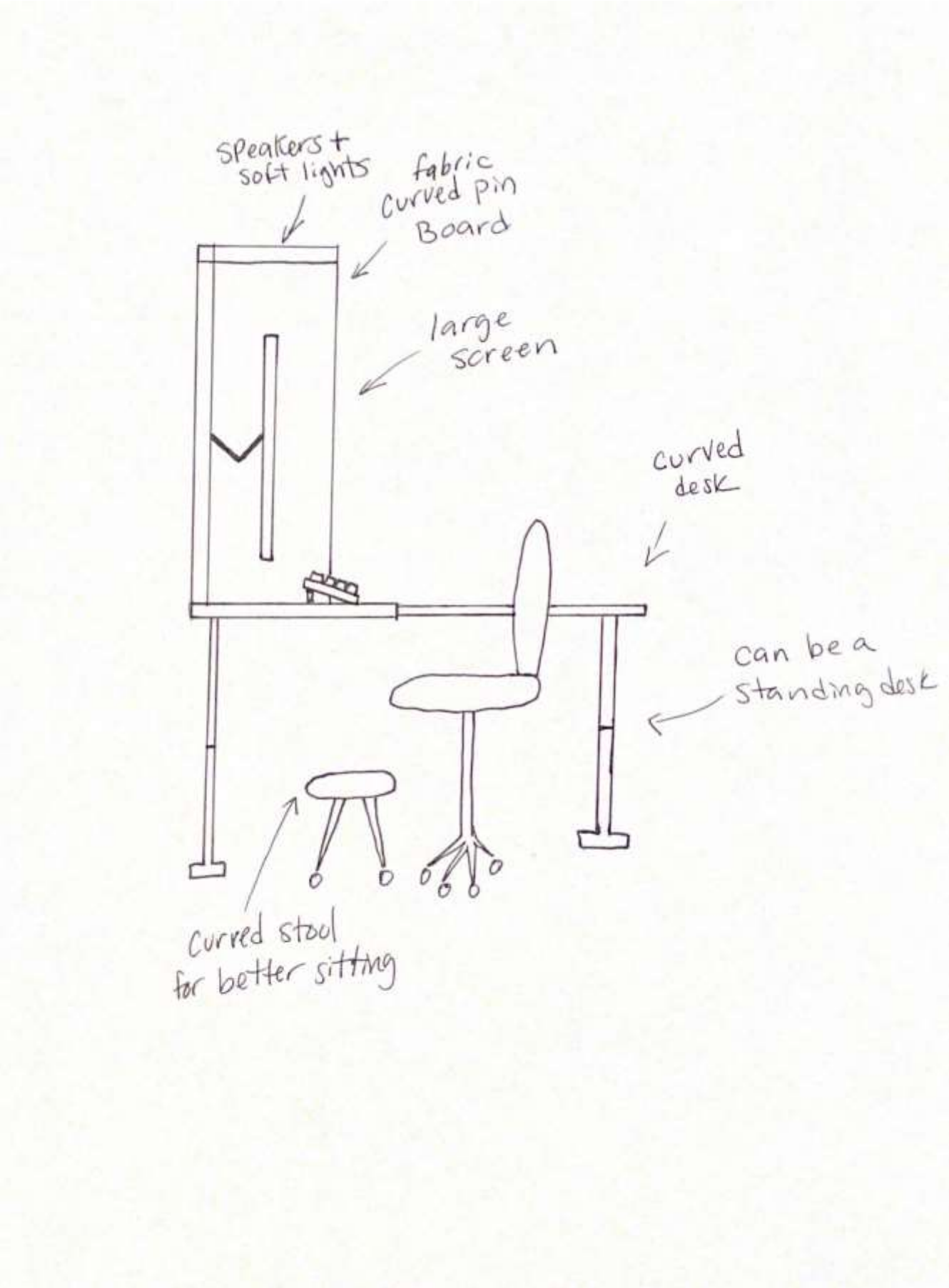
Focus Work

My office is where I do majority of my school work. I love working here b/c I'm a very prepared person & know that anything I may need to work is probably within an arms reach.

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# Ideal Activity Space – Focus Work



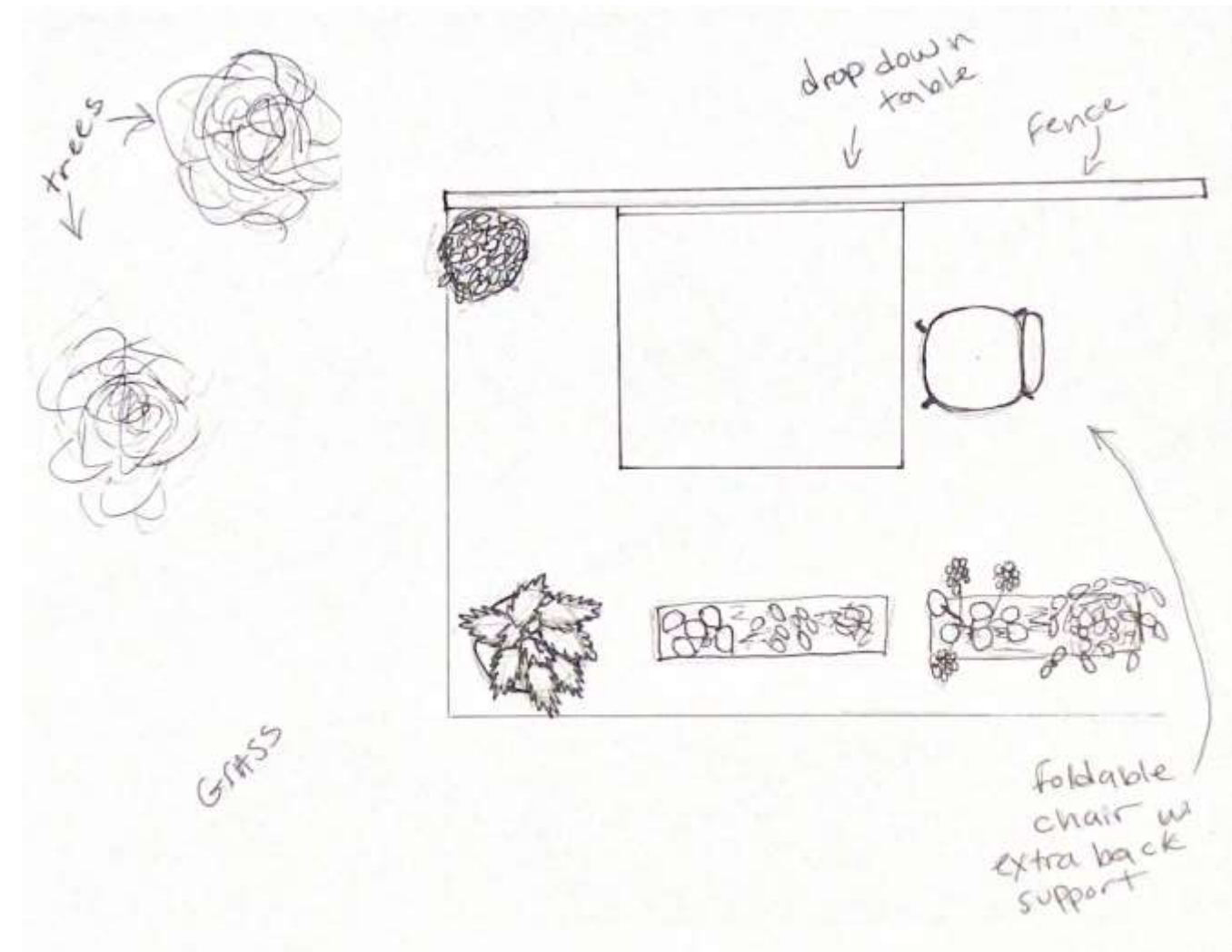
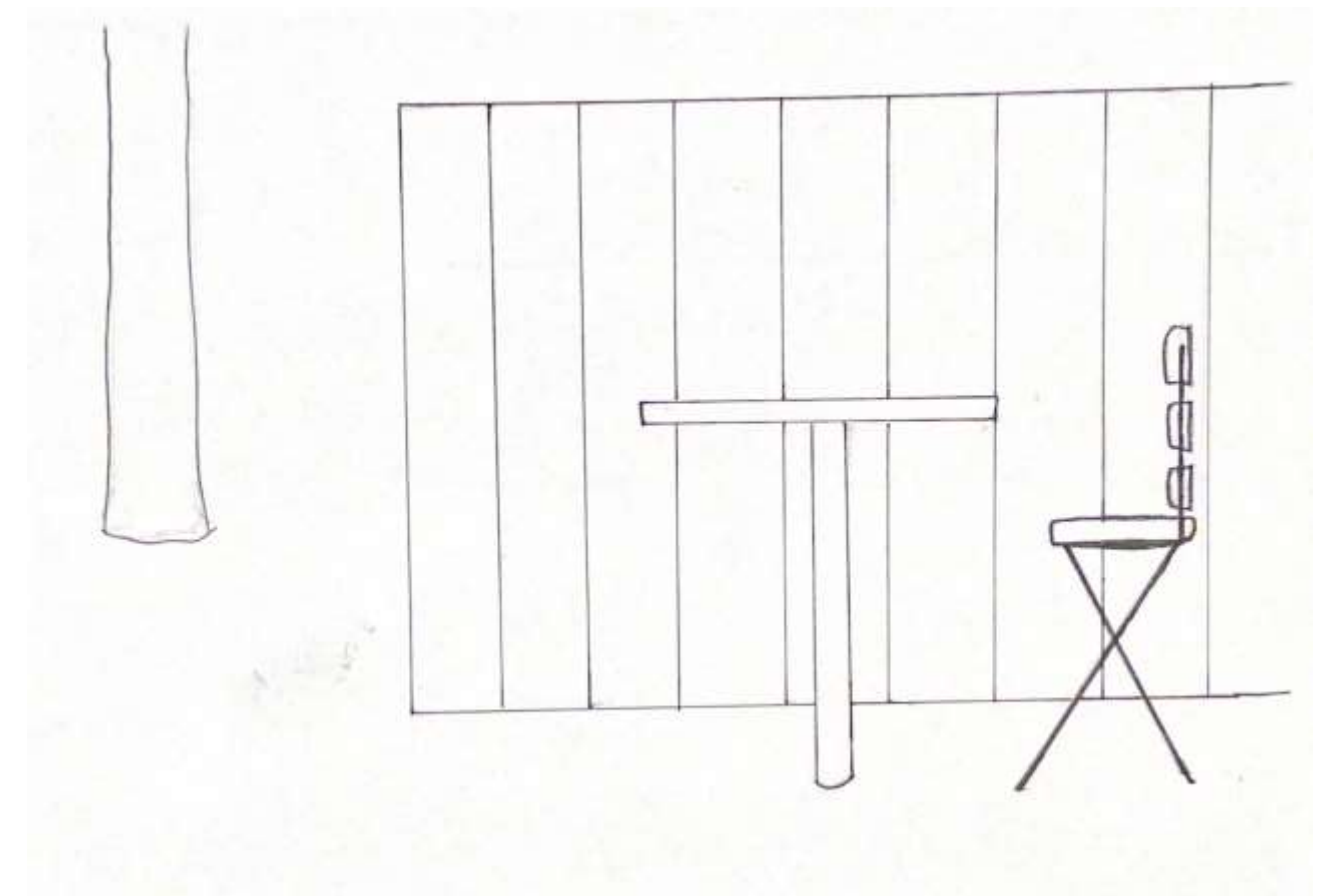
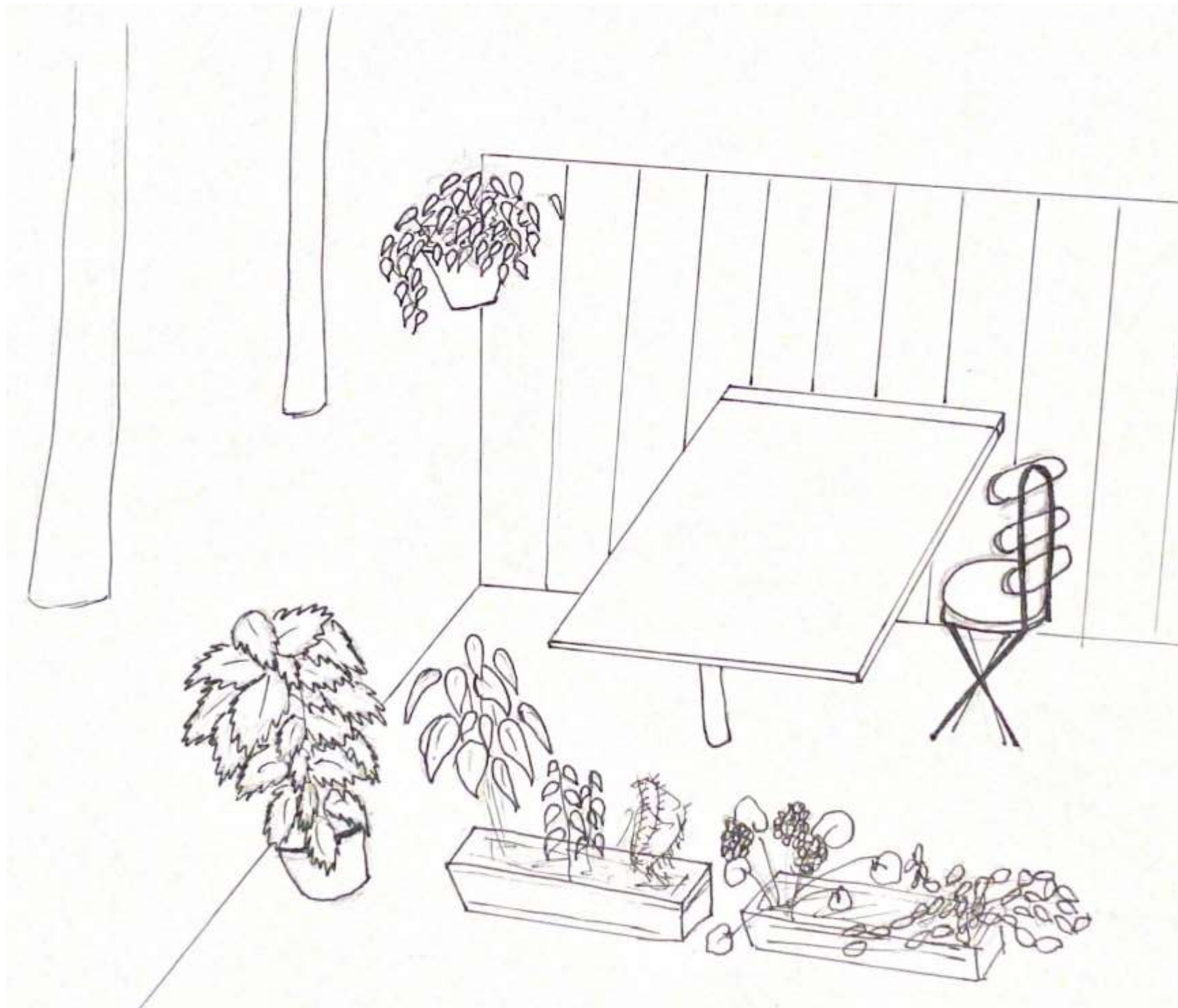
# Existing Activity Space – Daydreaming



Daydreaming  
I love my patio/  
backyard. My  
husband and I  
have put a lot of  
effort in taking  
care of it and  
nurturing our  
plants. It's the  
perfect place to  
step away from  
screens and  
daydream. 9/13



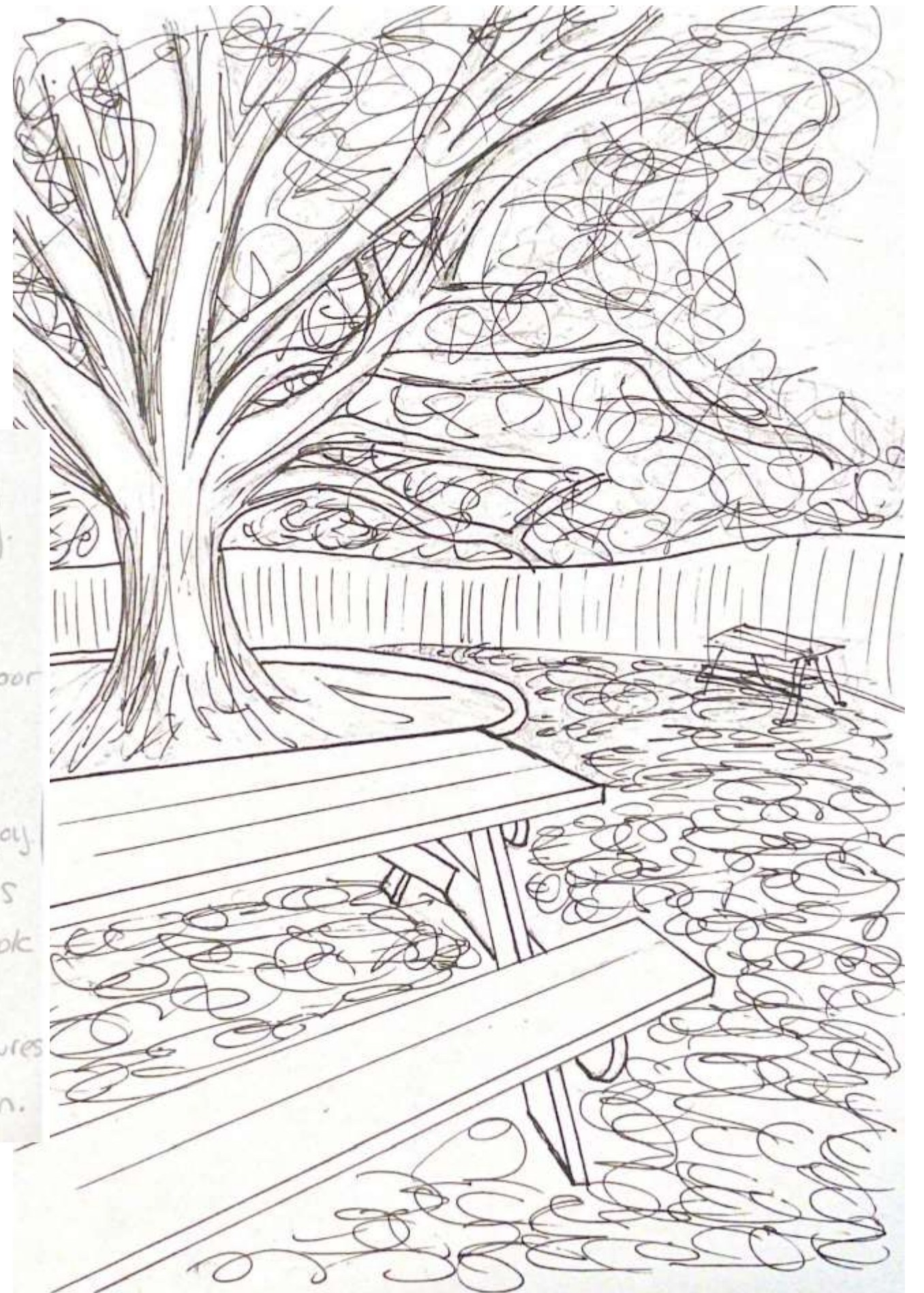
# Ideal Activity Space – Daydreaming



# Existing Activity Space – Socializing



Socializing  
This is Local  
Oak Brewery.  
I like coming  
here b/c they  
have a big outdoor  
space with a  
huge, beautiful  
oak tree. I enjoy  
meeting friends  
& family here b/c  
the relaxing  
atmosphere nurtures  
good conversation.



# Ideal Activity Space – Socializing

