

Greenville

HERMAN MILLER

Furniture Showroom

Assignment 1-5

Paige Pottle



STAKEHOLDER PROFILE

- **Owner:** Real Estate developer
 - Wishes to see an increase in property value
- **Client:** Herman Miller
 - Wishes to create an inviting space for its users.
Increase traffic through the space.
- **Users:** Employees, customers, clients, community members
 - Wishes for a quality showroom, community hub, and space to showcase local and global trends





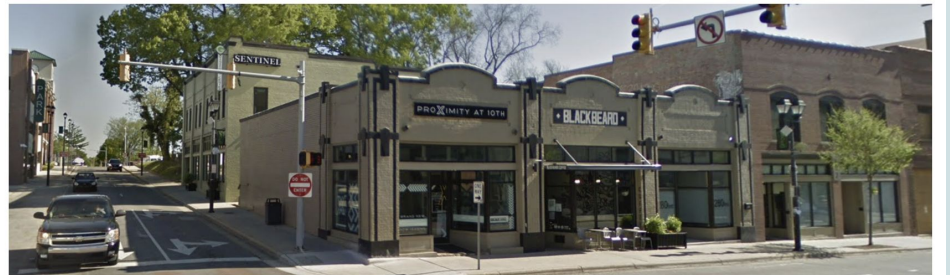
BACKGROUND INFO

ASSIGNMENT 1

SITE PROFILE

- **Location:**
E. Fifth and Cotanche Street
- **Usable Square Footage:**
2,902 sq ft

Located in the heart of Downtown Greenville along with many other local shops and businesses.



SITE ANALYSIS

- ➡ Entrance / Exits
- ➡ Morning light
- ➡ Afternoon light
- Tennant space



DESIGN PROBLEM STATEMENT

- Natural light only available at the front of the space
- No open floor plan. Space divided into three different sections
- ADA accessible lift must be included in the plan
- Small overall square footage





RESEARCH

ASSIGNMENT 2

POPOP SHOPPING

- Pop-ups have become a trendy way to shop recently.
- Pop-up shops come in all shapes and sizes, many offer unique buying opportunities
- Many customers show up for an experience + seasonal offerings





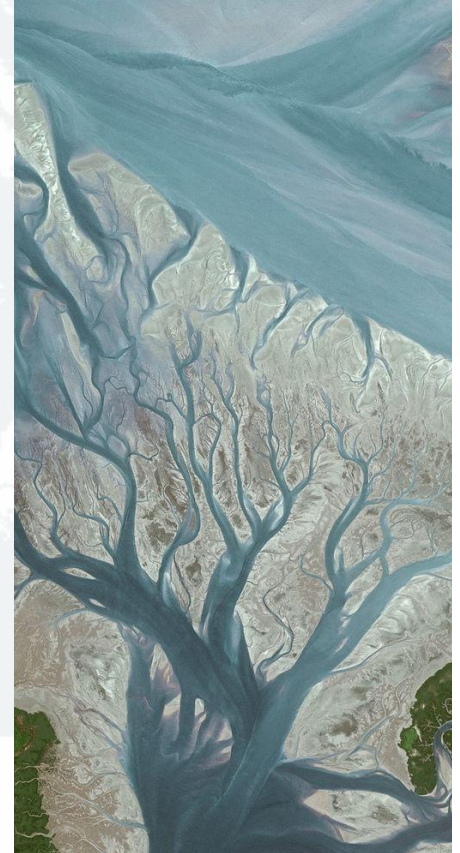
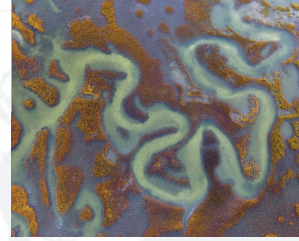
CONCEPT + INSPIRATION

ASSIGNMENT 3

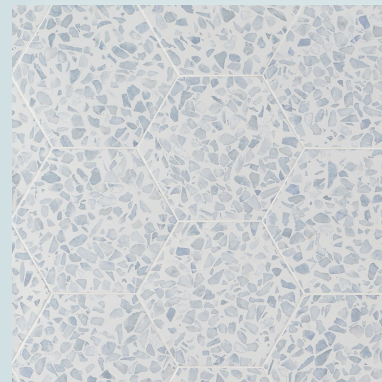
CONCEPT

- DELTA Showroom

- River deltas form as nutrients and sediment are deposited from the mouth of an existing river
- Connection to the many small Deltas found in the estuaries of the NC coast Pamlico/Tar
- Connection to the Mergers and acquisitions Herman Miller has made throughout the years (Nemschoff, Maharam, Knoll)
- The company has expanded from a singular channel into many areas of expertise
- Mathematically a sign for change Δ
- Designing and innovating for the always constant changes to the market



INSPIRATION IMAGES

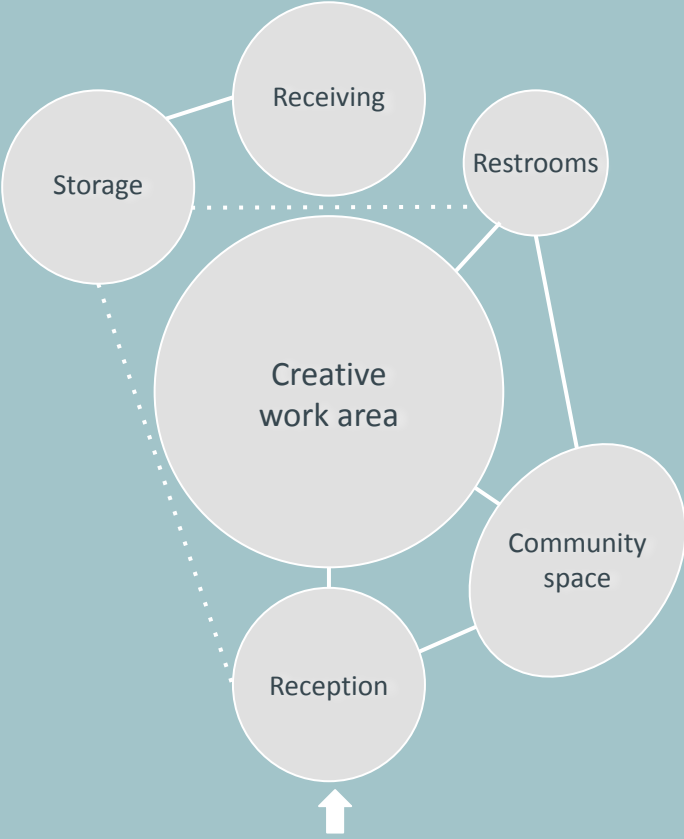
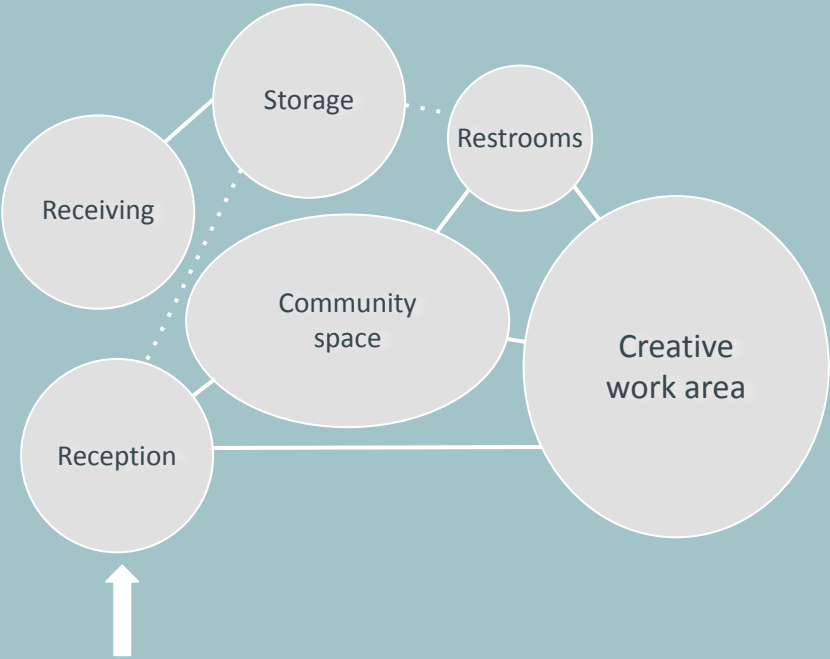




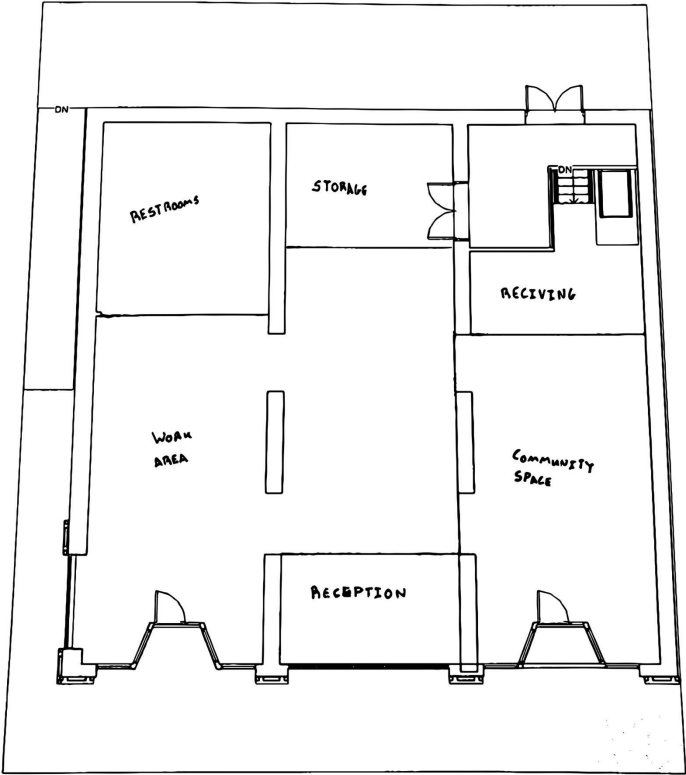
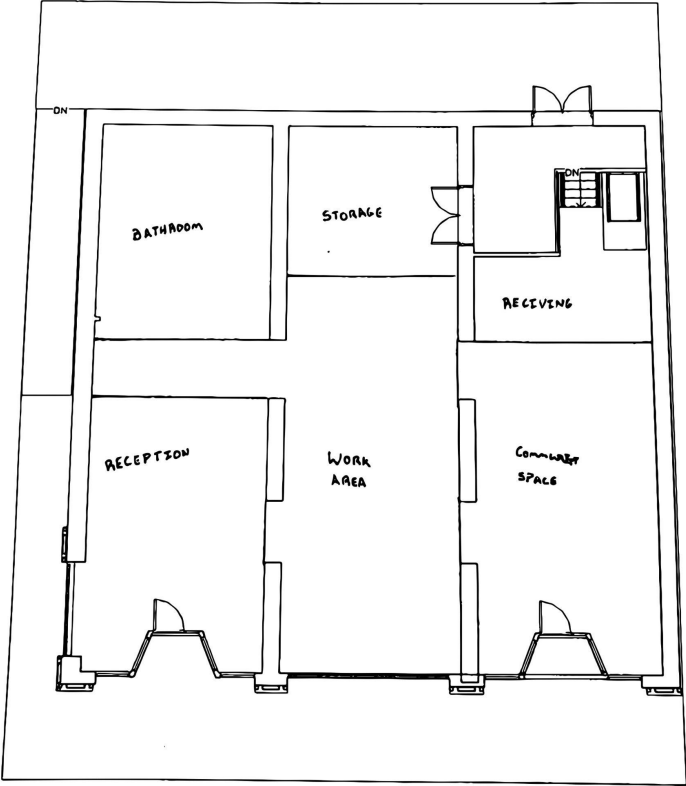
BUBBLE + BLOCKING DIAGRAMS

ASSIGNMENT 4

Bubble Diagrams



BLOCKING DIAGRAMS

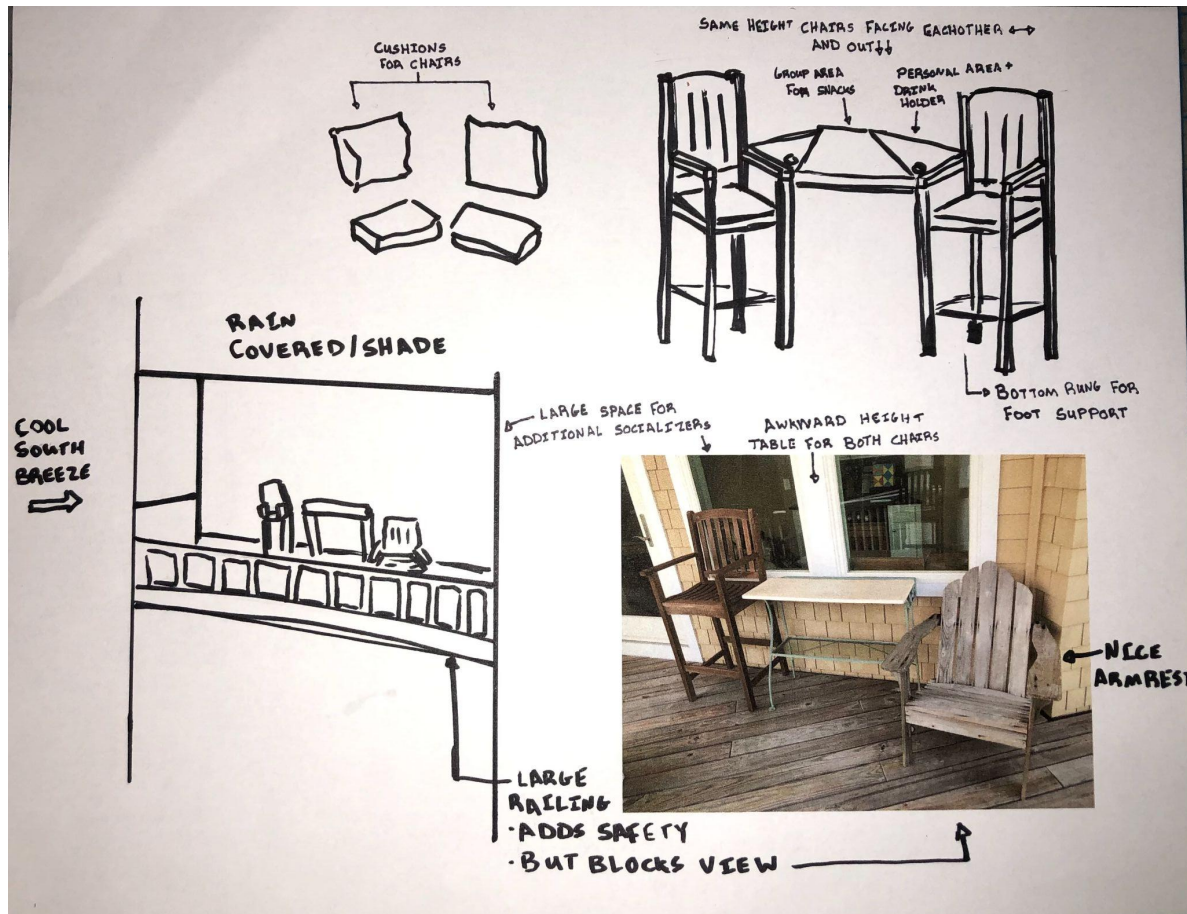




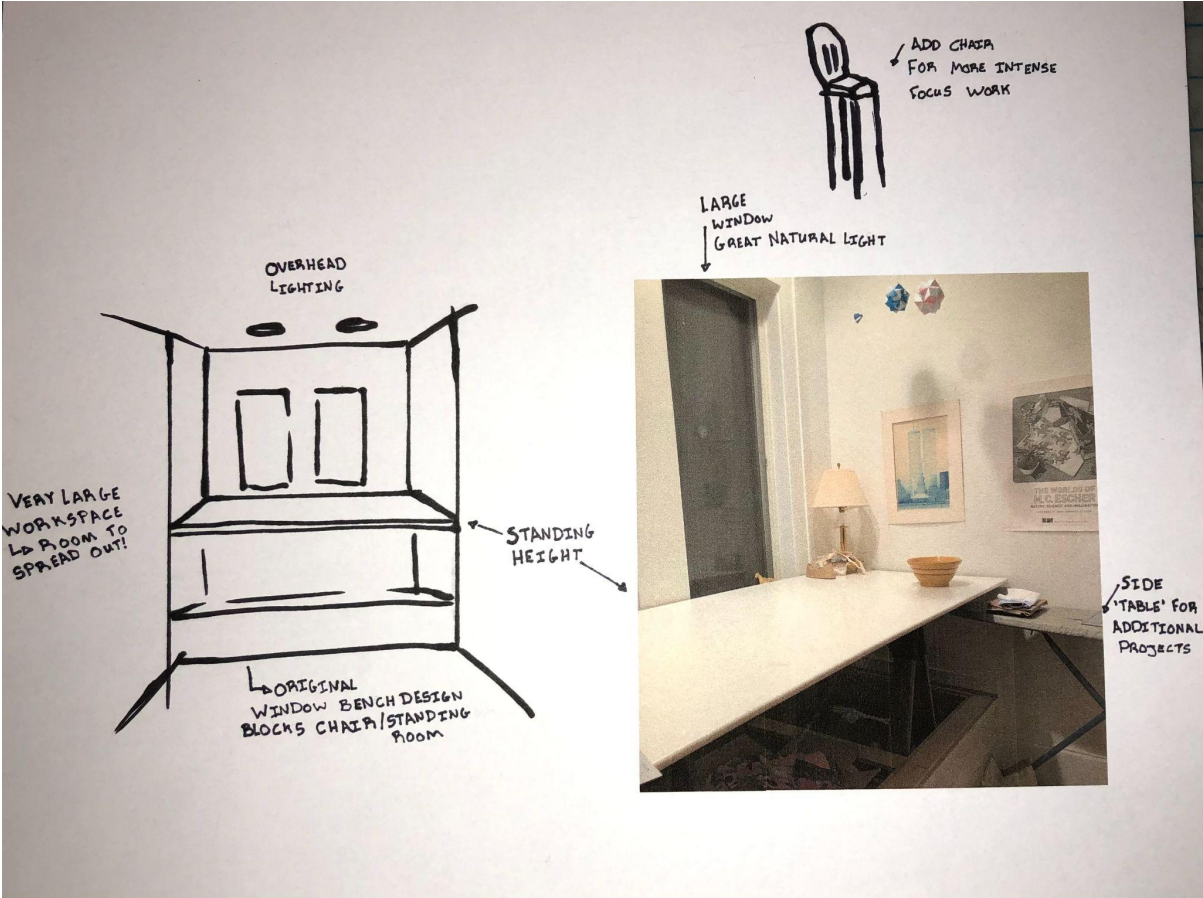
ACTIVITY CASE STUDIES

ASSIGNMENT 5

SOCIALIZING



DIFFUSED FOCUS



DAYDREAMING

* LARGE WINDOW
TO LOOK OUT



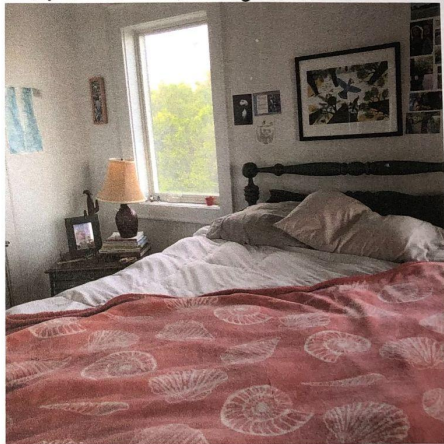
*CLOSED
COZY SPACE

WARM
UPHOLSTERED
FABRIC



OVERSTUFFED
COUCH + FOOTREST

*WARM LAMP
+NATURAL LIGHTING



*WARM BLANKET

SOURCES

- <https://retailtouchpoints.com/resources/pop-up-stores-become-more-than-just-a-trend>
- <https://vmsd.com/new-poll-reveals-why-americans-patronize-pop-stores/>
- <https://www.instagram.com/kevincollicreative/?hl=en>
- <https://news.hermanmiller.com/2021-07-19-Herman-Miller-Completes-Acquisition-of-Knoll>
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