



HERMAN MILLER SHOWROOM

IDSN 3102 Fall Semester
Jessica Stark



STAKEHOLDER PROFILES

- Owner of the space: a real estate developer
 - Wants the space to be professional and attractive to positively represent their brand and to generate consistent income
- Client: Herman Miller
 - Wants to see their company values and ideals conveyed while maximizing the selection of product on the floor
- Users: employees, current Herman Miller furniture buyers and potential future buyers, event attendees
 - Want to see an aesthetically pleasing space that allows them to imagine what their work environment could look like with Herman Miller products

SITE PROFILE

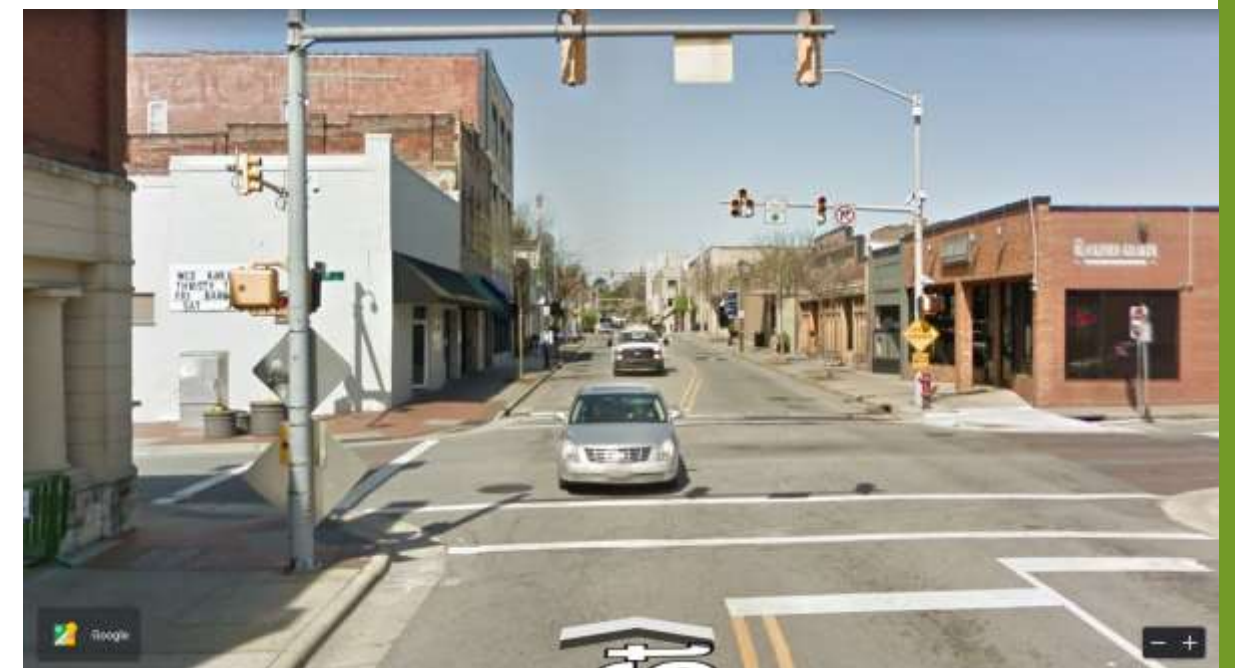
- Location: Intersection of E 5th St. and Cotanche St. in downtown Greenville, NC
- Useable square footage: +/- 3000 sqft



Satellite View of the Site



View of the neighborhood to the right



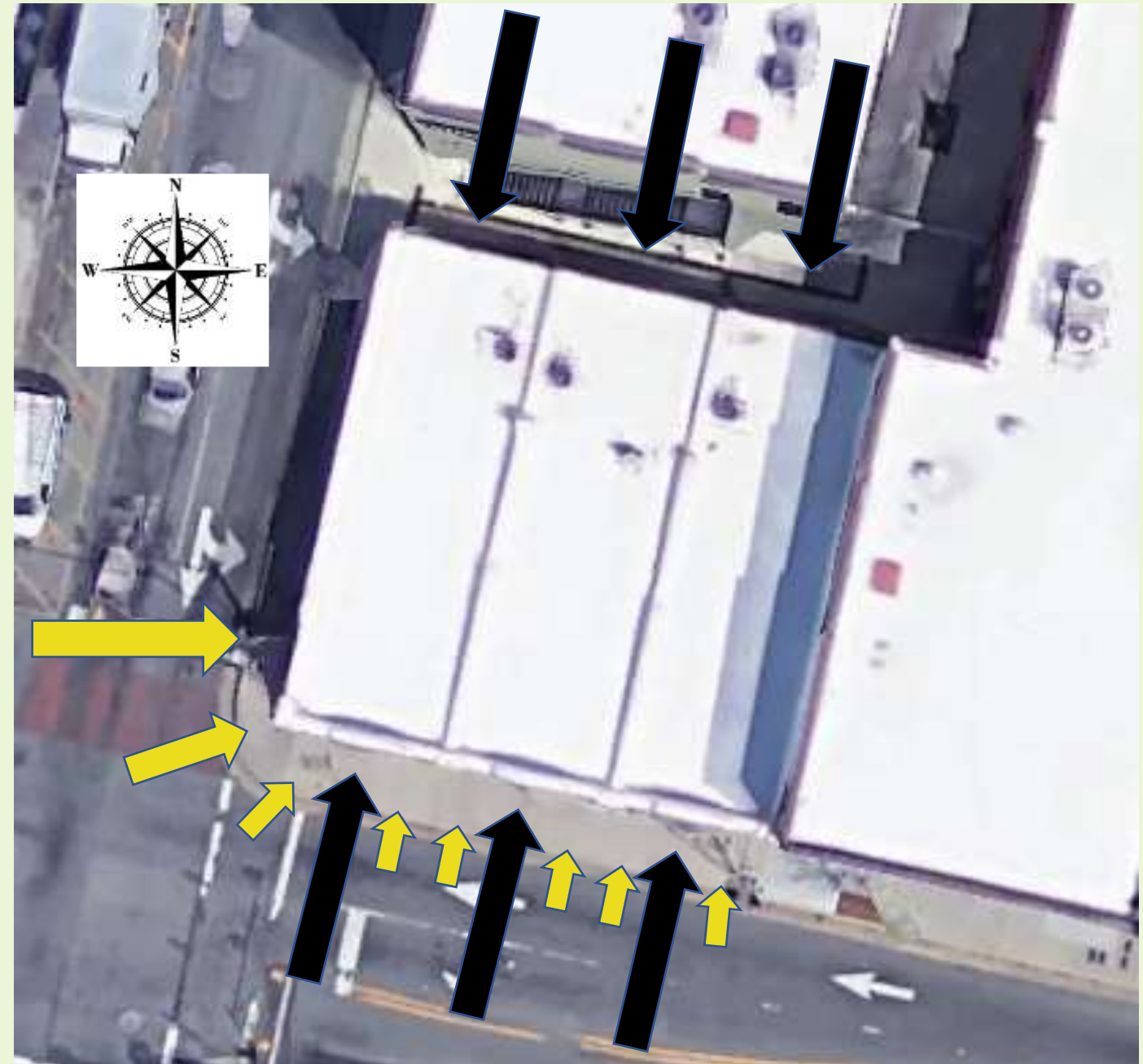
View of the neighborhood to the left

SITE ANALYSIS

- Useable space: +/- 3000 sqft

- Daylight 

- Entrance 



DESIGN PROBLEM STATEMENT

- There are few windows and little natural light in the space
- The site is in downtown Greenville near the university and has a high flow of students, but will also need to attract clients from local businesses and industries
- People will need to be drawn into the showroom and then encouraged to move through all three sections of the store
- ADA compliance is needed for the rear exit, which has a raised platform
- The rear exit will need to be able to accommodate large volumes of furniture coming in and out of the store
- The multiple small bathrooms will need to be combined into a larger women's room and men's room
- A single breakroom large enough to accommodate employees will be needed



RESEARCH

Accessibility in Design

- Common disabilities
- The Americans with Disabilities Act sets forth accessibility standards that are legally required for public spaces so that everyone can access them
- State and local building codes may also apply
- Equitable building access and usability means all types of users can access the space which results in more interactions and sales
- Those with disabilities need to be able to enter a commercial space, successfully navigate it and use its restrooms and other facilities easily
- Modifications to make this possible include wheelchair ramps, elevator lifts, power-assisted doors, and accessible bathrooms
- Building signs should be visible to those at a lower height, including wheelchair users and those with low vision
- Sites that host events must have wheelchair-friendly seating



RESEARCH

Sustainability in Design

- LEED (Leadership in Energy and Environmental Design) is an environmental rating system
- -it focuses on sustainable building practices and healthier environments for its users
- Why pursue LEED certification?
 - clients may desire this if sustainability is one of their company's goals
 - real estate developers can charge higher rents and have reduced vacancies
- Major Areas for attaining LEED credits
 - Site selection, transportation from site, water efficiency, energy use, materials sourced, quality of indoor environment
- WELL Building Standard
 - supports the creation of mentally and physically healthy workspaces
 - includes categories such as lighting, fitness, air quality, and comfort

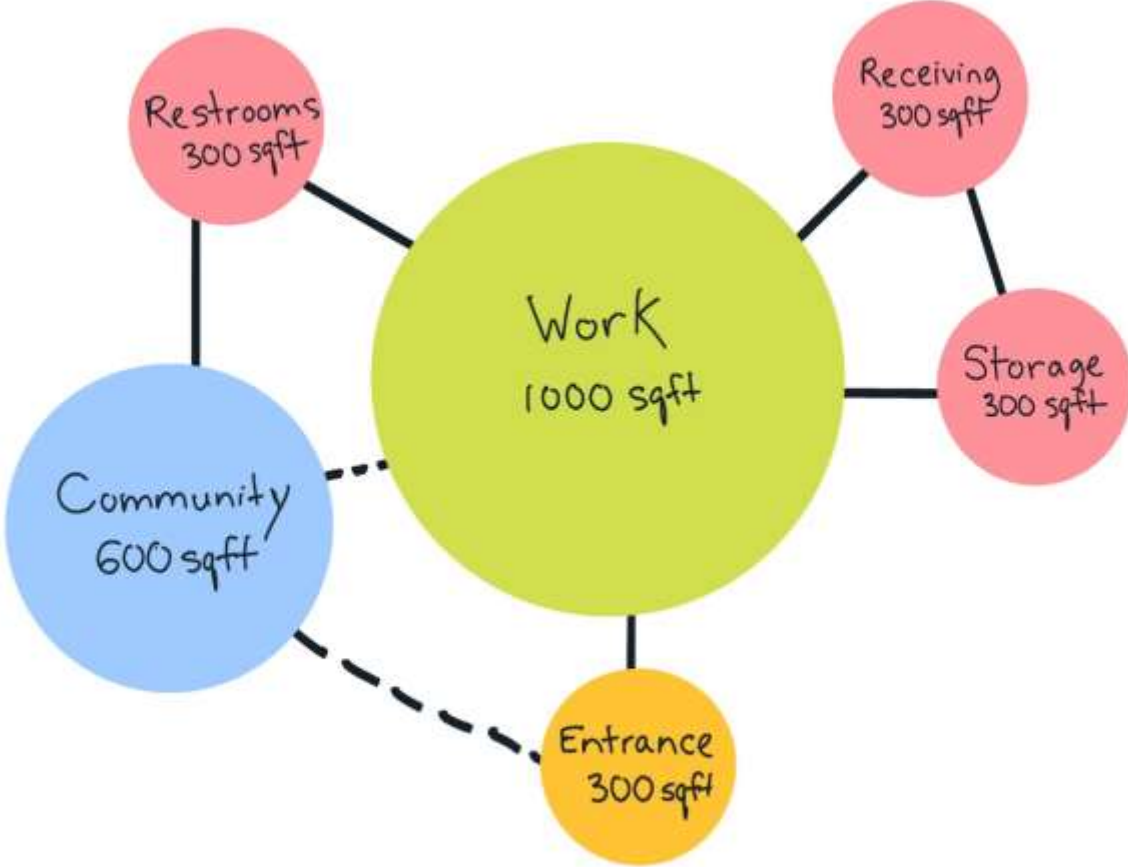


CONCEPT

- A space that fosters community through collaboration



BUBBLE DIAGRAMS



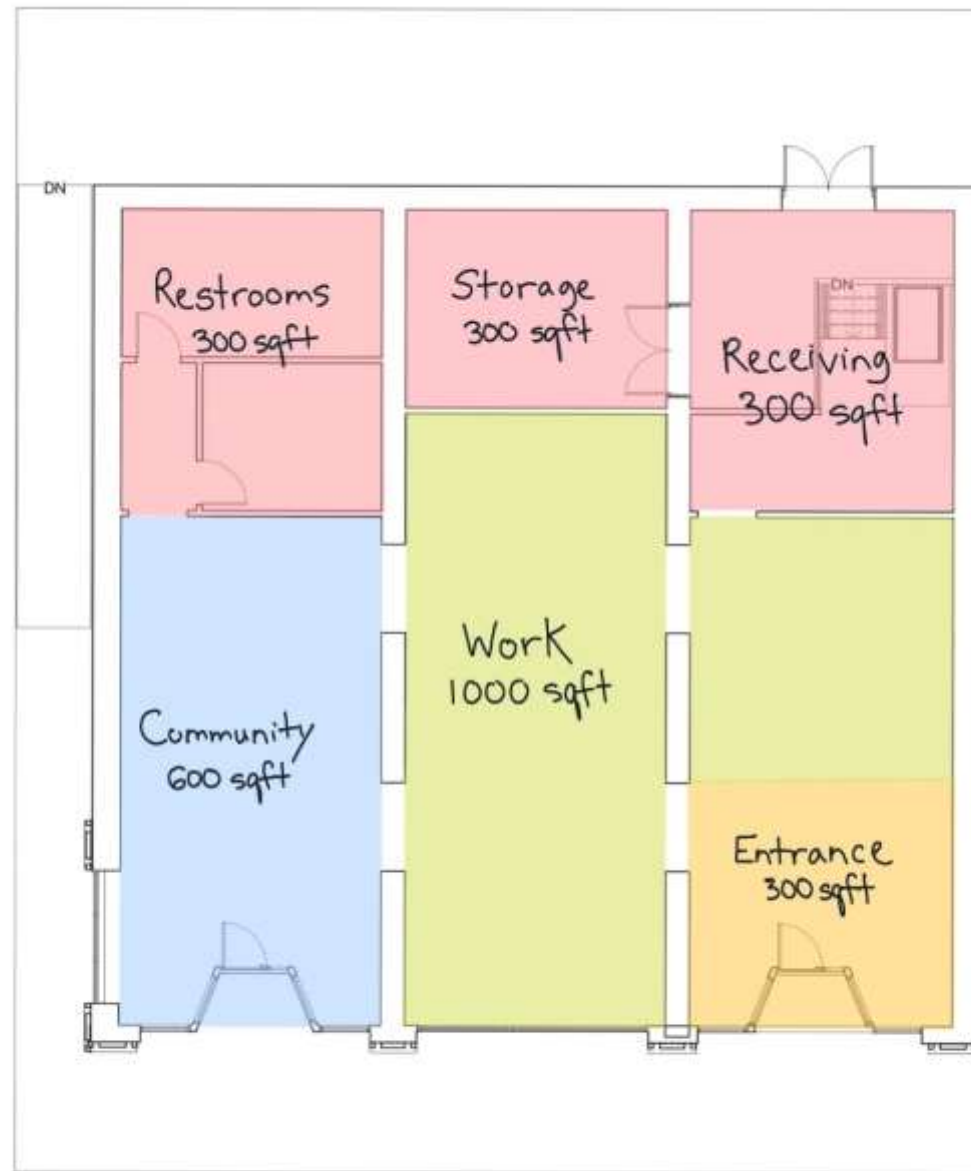
Layout 1



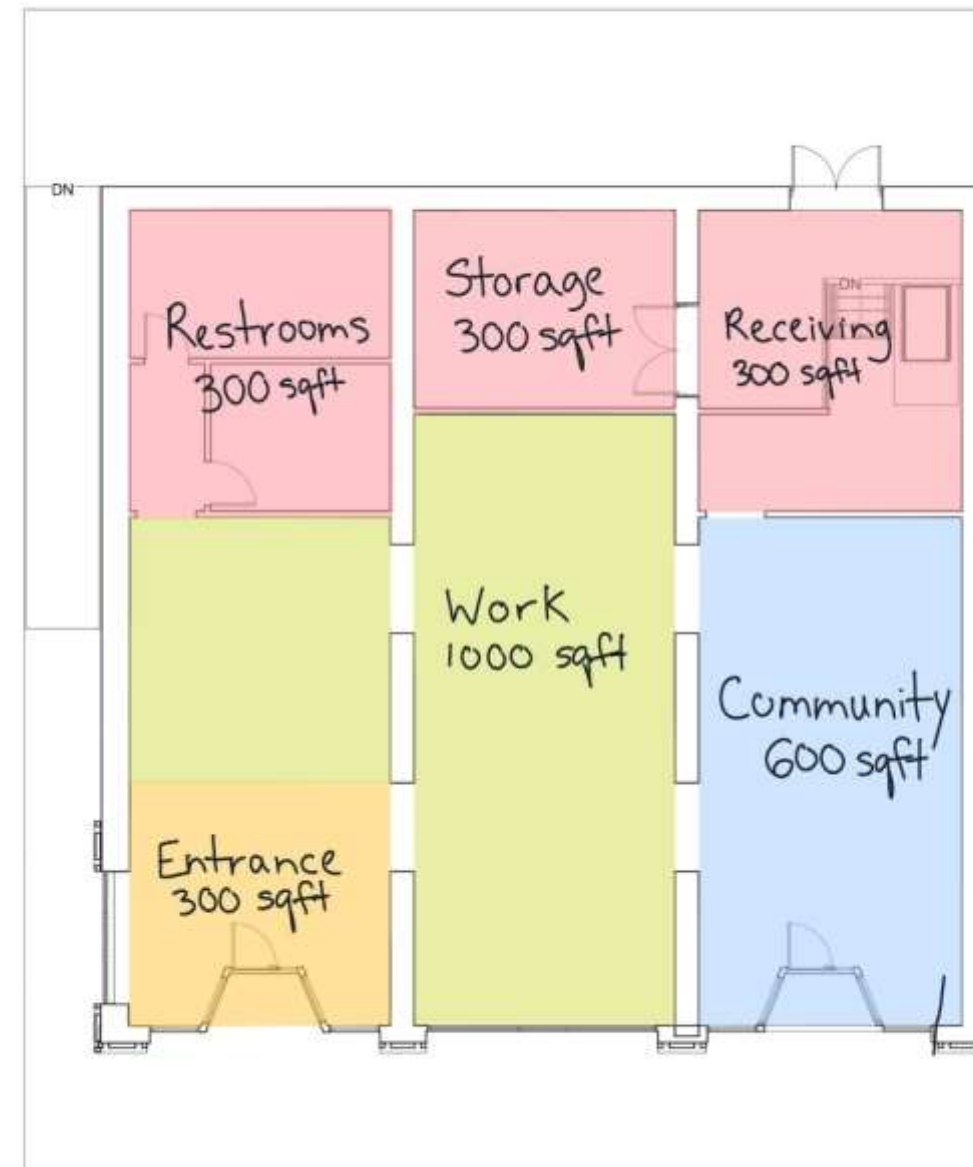
Layout 2



BLOCKING DIAGRAMS

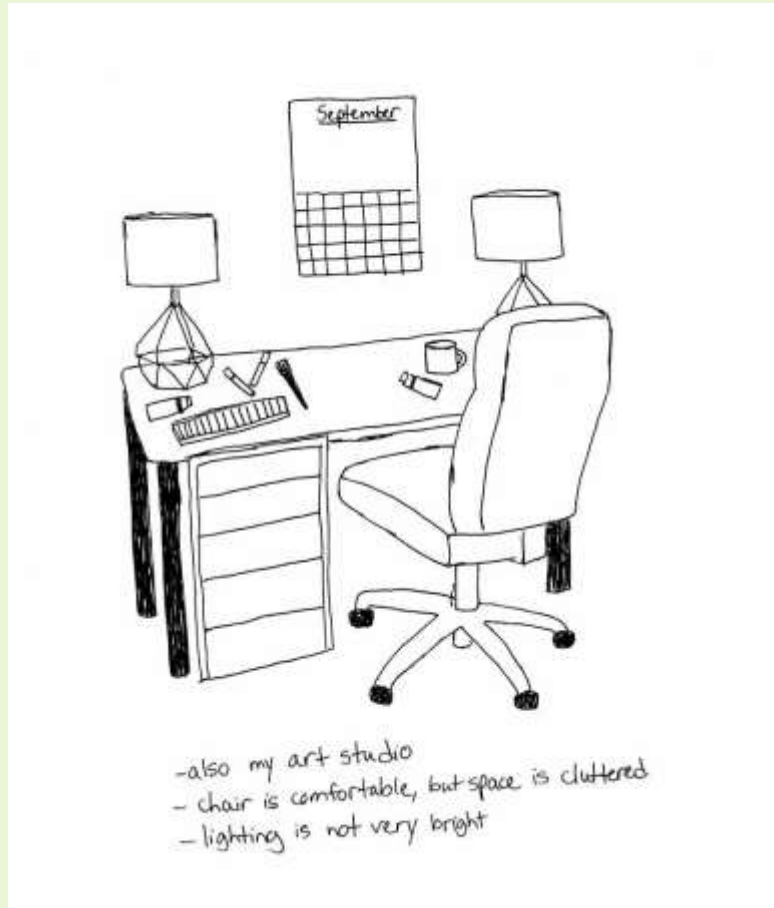


Layout 1



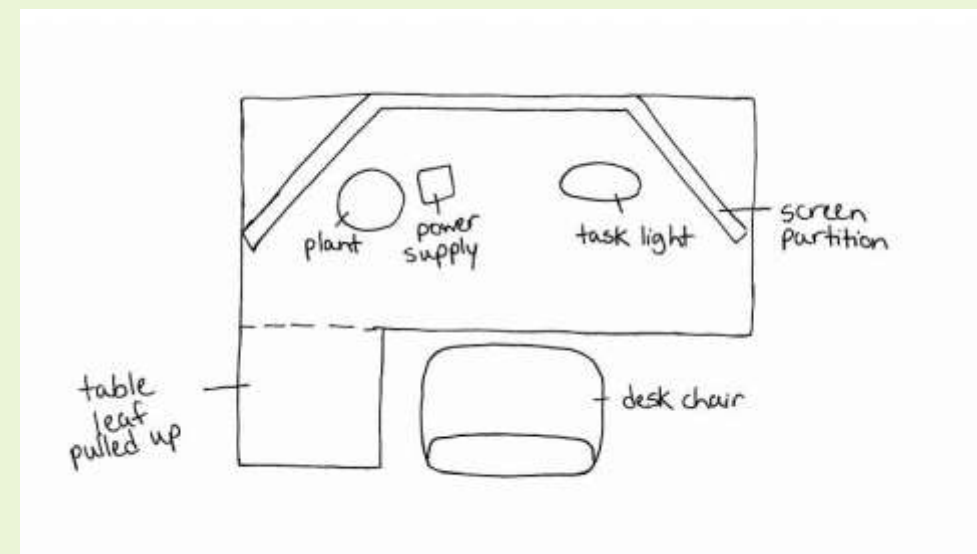
Layout 2

FOCUS WORK



Redesign 2pt Perspective

Original Space



Redesign Floorplan



Redesign Section

DAYDREAMING



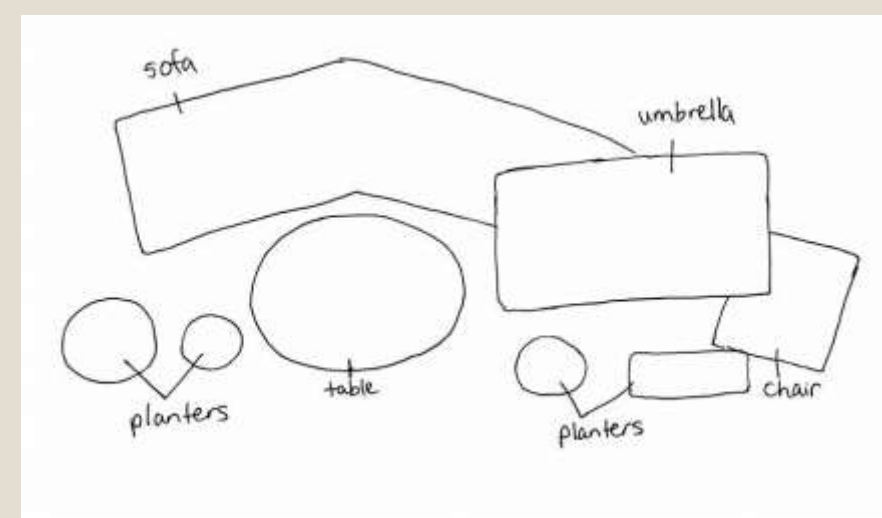
Original Space



Redesign 2pt Perspective

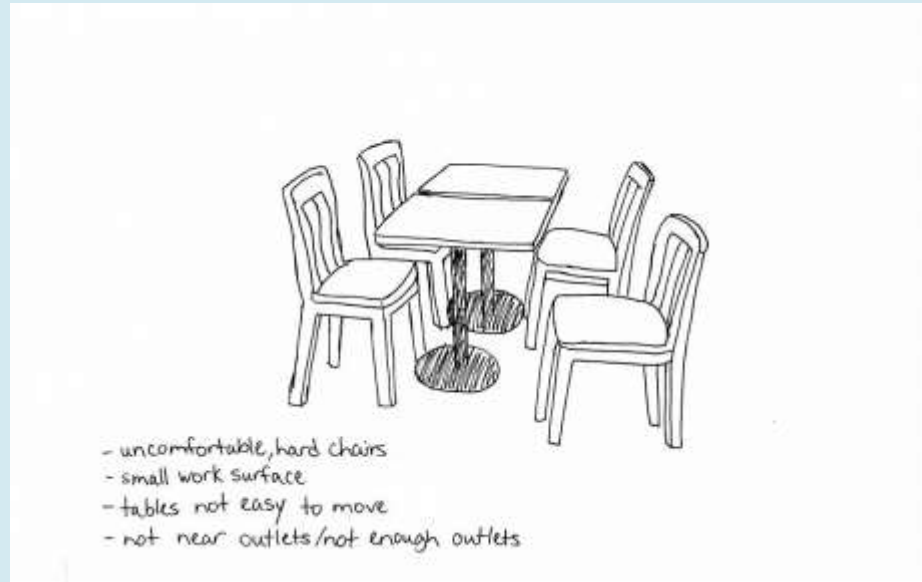


Redesign Section

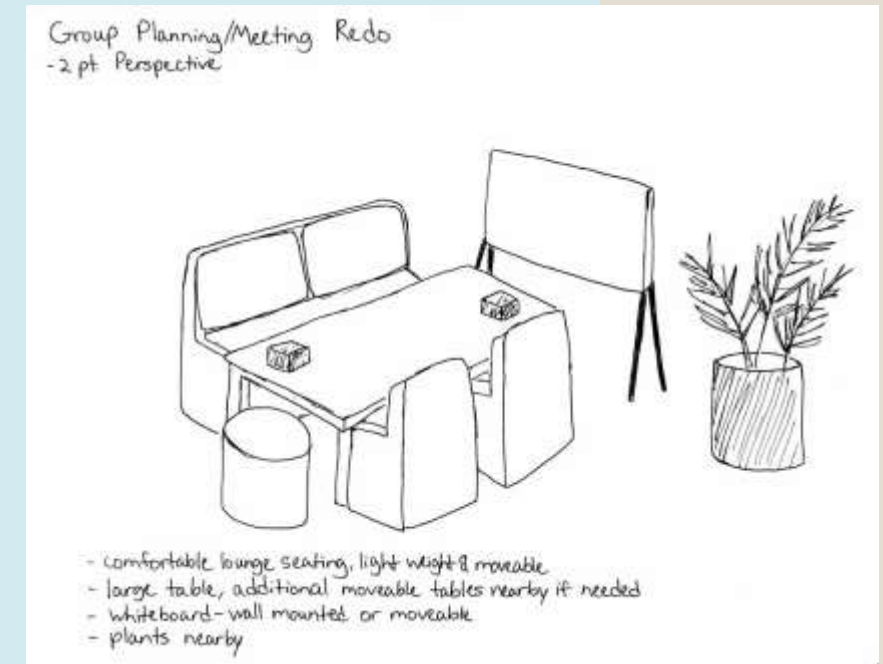


Redesign Floorplan

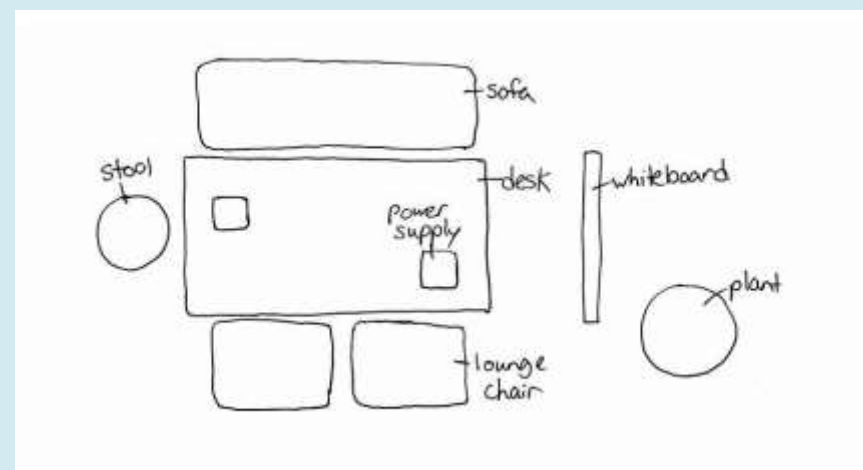
GROUP PLANNING



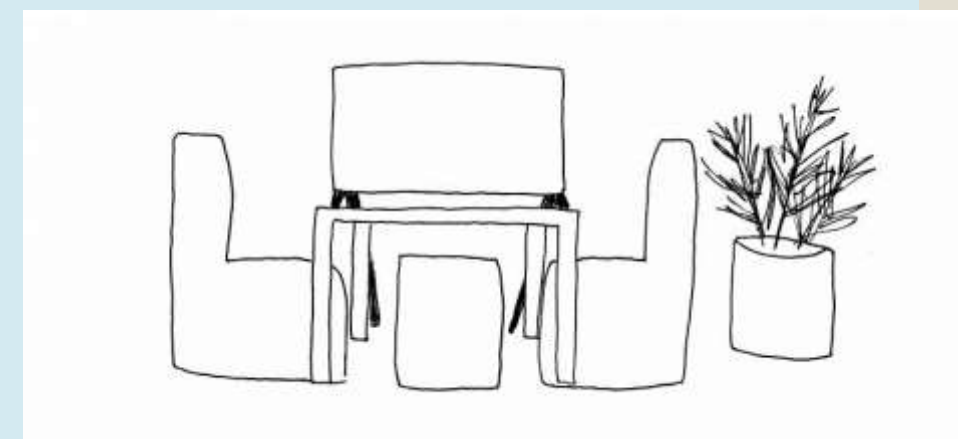
Original Space



Redesign 2pt Perspective



Redesign Floorplan



Redesign Section