

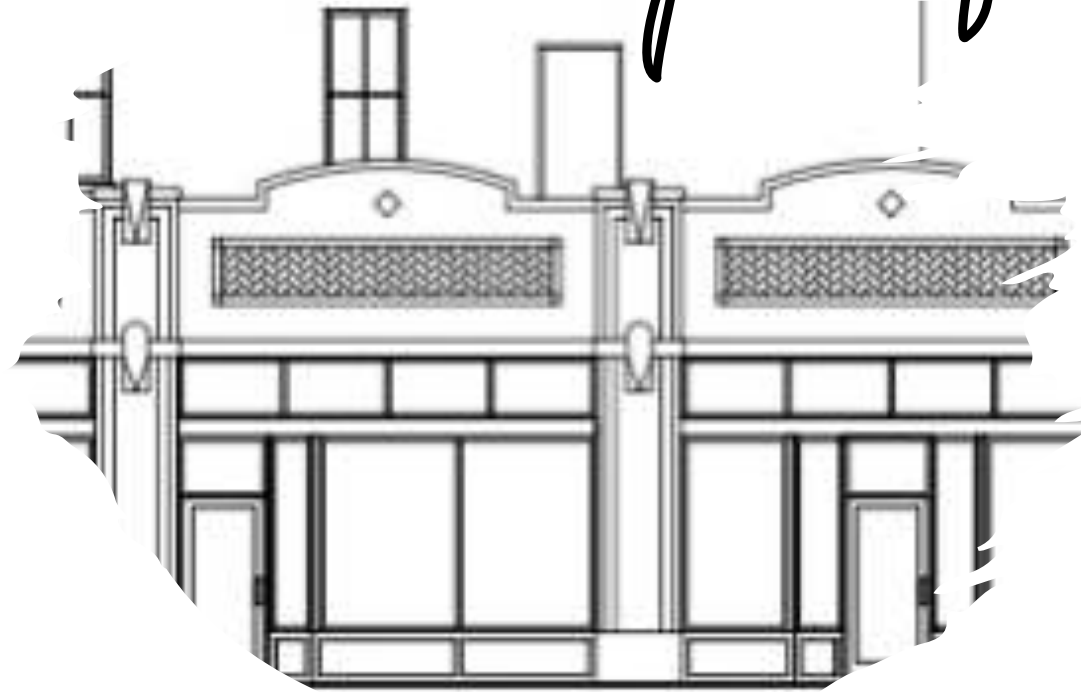
herman

iller

Showroom

PORTFOLIO ONE
//
MACY TILLET

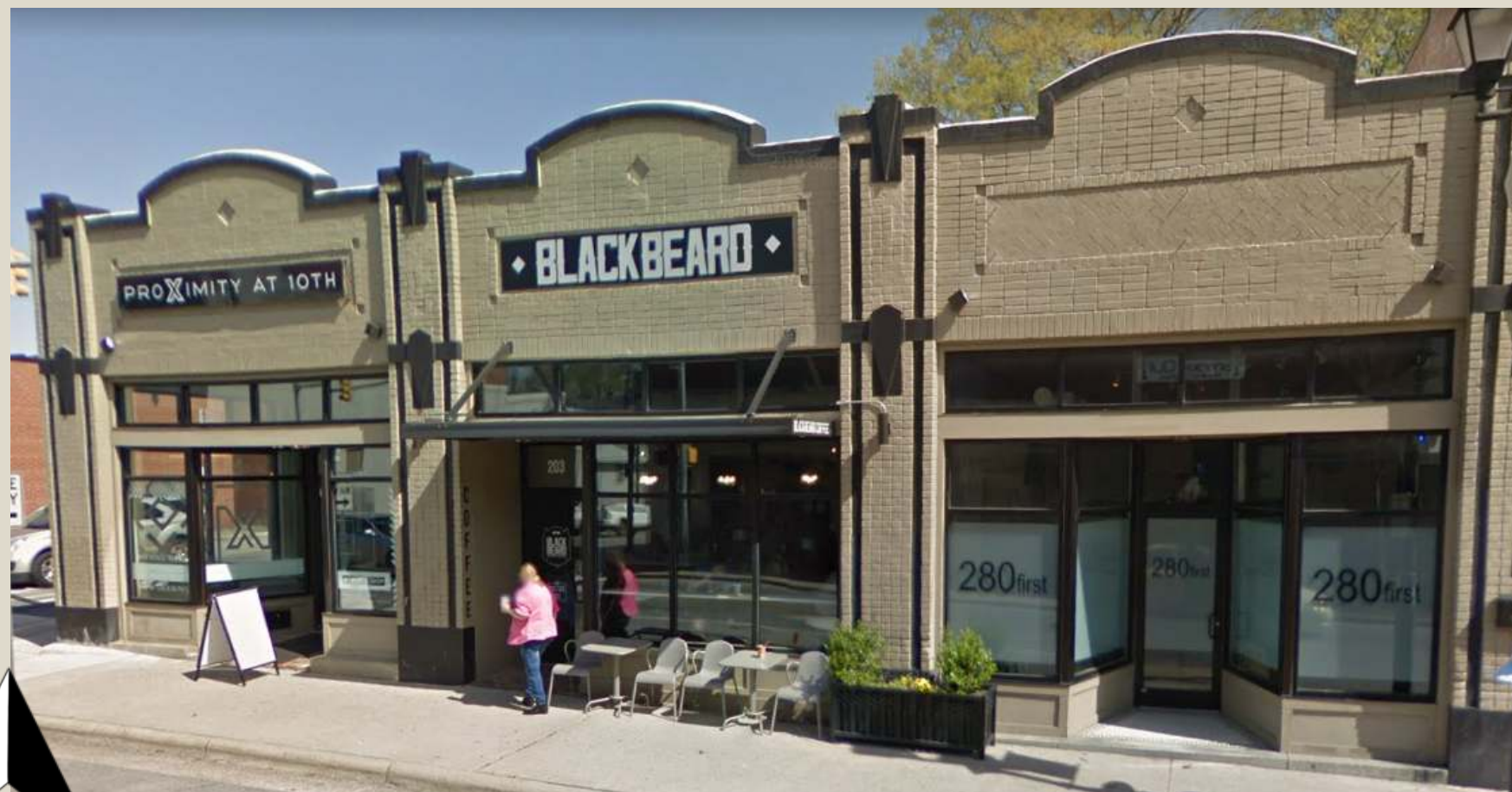
Stakeholder Profile



Owner.....Real Estate Developer
Client.....Herman Miller Furniture
Users.....Current customers,
potential customers, employees, and event
attendees

The goals of the stakeholders are to create a profitable showroom that is accessible, safe, and exciting. The space should draw in potential customers and keep the existing customers coming back

Site Profile



201-205 EAST
5th STREET
GREENVILLE,
NC

3000 SQFT. (+ or -)

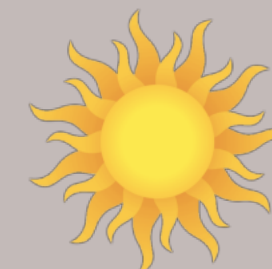


Site Analysis

GREENVILLE STOREFRONTS: 2,950 sq ft



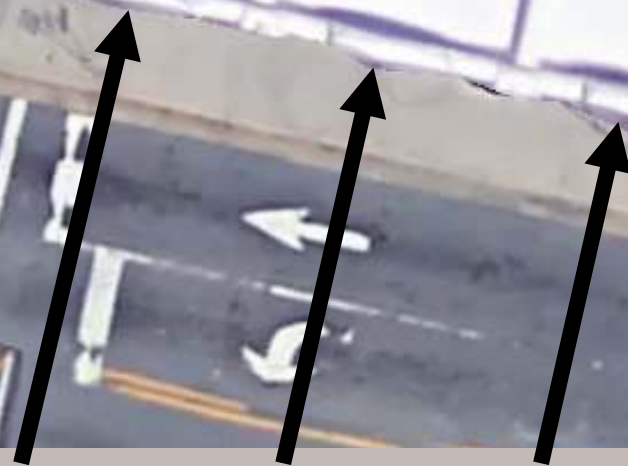
SUNSET



SUNRISE



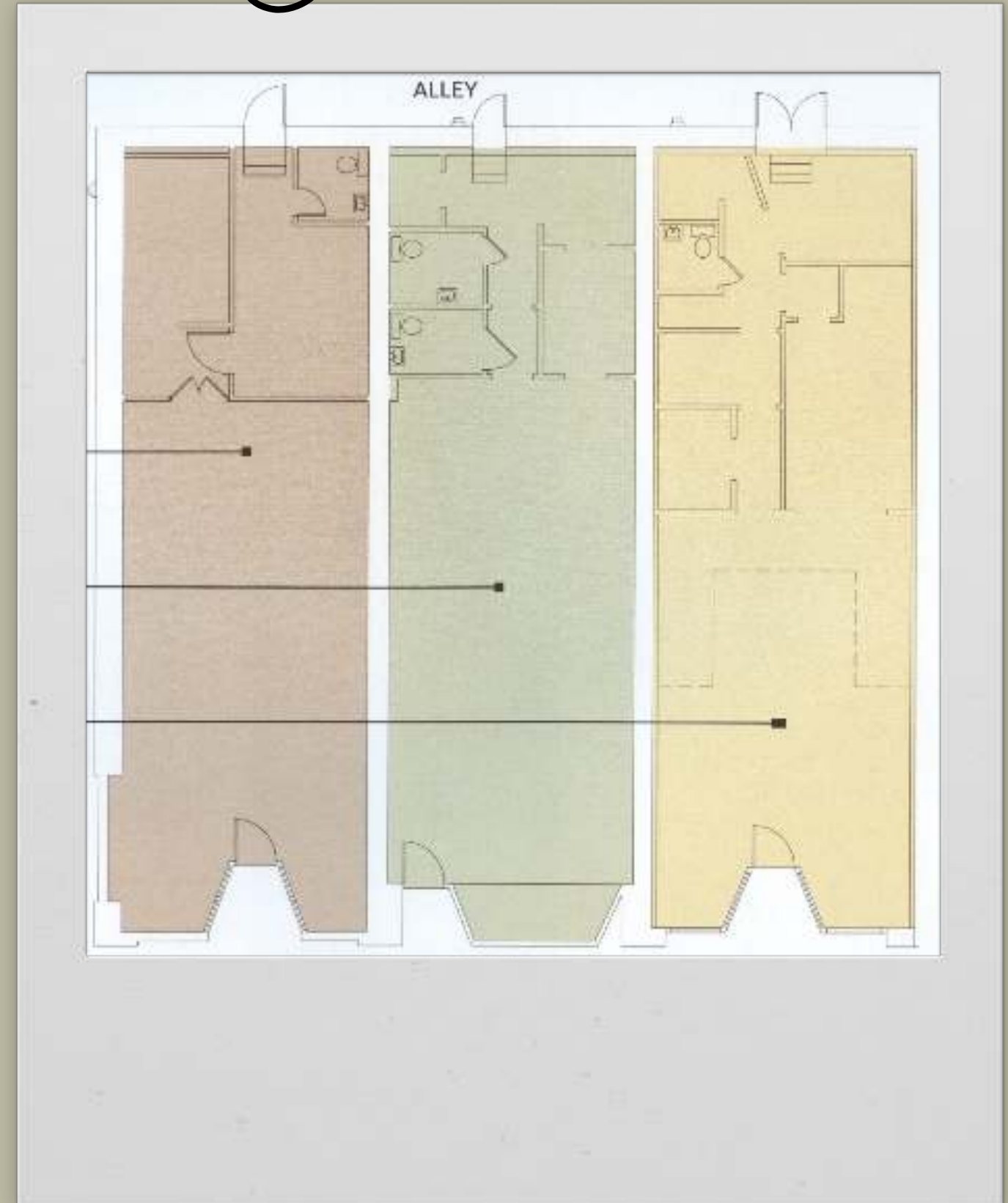
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ENTRANCE

Design Problem Statement

- ✓ Daylight/Minimal windows
- ✓ Narrow spaces/Accessibility
- ✓ Needs renovations for showroom function
- ✓ Location/How to draw in potential customers



Research

Designing for universal design principals/designing for accessibility

- ✓ Universal design + Inclusive design can be used by all people regardless of age, gender, and disability
- ✓ ADA passageways and doors should be at least 36in wide
- ✓ ADA bathroom floor space should be minimum 30in by 48in as well as wheelchair clearance for sinks
- ✓ ADA countertops should be no more than 36in from the floor and no less than 34in

Workplace/Social Behavior

- ✓ Diverse generational workplace including: Silents, Baby Boomers, Generation X, and Generation Y/Millennials
- ✓ In order to create a cohesive work environment, a workplace must value communication, feedback, flexibility, and trust between varied generational perspectives

Research

Greenville, NC

- ✓ Surrounding buildings are almost all historic landmarks, dating to 1905-1947
- ✓ American Tobacco Company warehouses

Fire + Life Safety Codes + Preservation

- ✓ Regular fire inspections by Life Safety Services
- ✓ Historic preservation and revitalization by the City of Greenville

Research

Sustainability in Interior Environments

- ✓ LEED (Leadership in Energy and the Environment Design) Requirements: energy, water, waste, transportation, & human experience
- ✓ Embodied Energy (total energy used in the production of a building) including: Product/materials, construction, use, and end of life/deconstruction
- ✓ Context Sensitive Design: protects existing historic features and preserves the historic character of the community
- ✓ Sustainable Building Systems (Mechanical, Electrical, & Plumbing): Energy Star appliances, grease traps, leak detectors, low flow toilets, motion censored lighting, LED bulbs, best use of natural light, biophilic design, plants for air quality (bamboo, rubber plant, peace lily)

Research

Showroom Design

- ✓ Movement- right moving circulation, create a visual pathway to guide customers throughout the space, visual breaks and pauses, checkout should be a natural stopping point
- ✓ Comfort- seating areas facing products, open spaces allowing for a number of customers to pass comfortably
- ✓ Display- make products as attractive as possible with creative displays, lighting, location, and styling



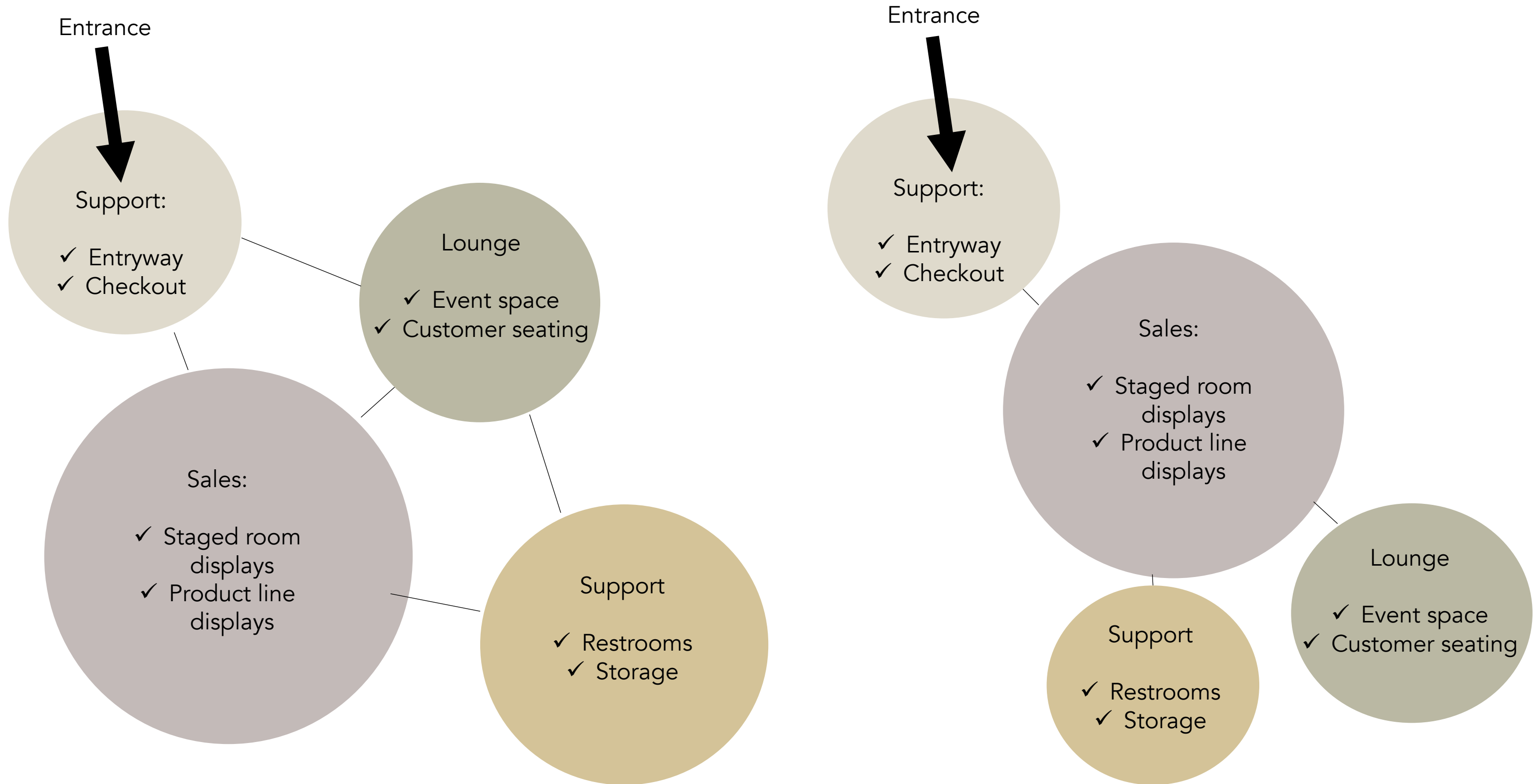
Concept - Cocoon



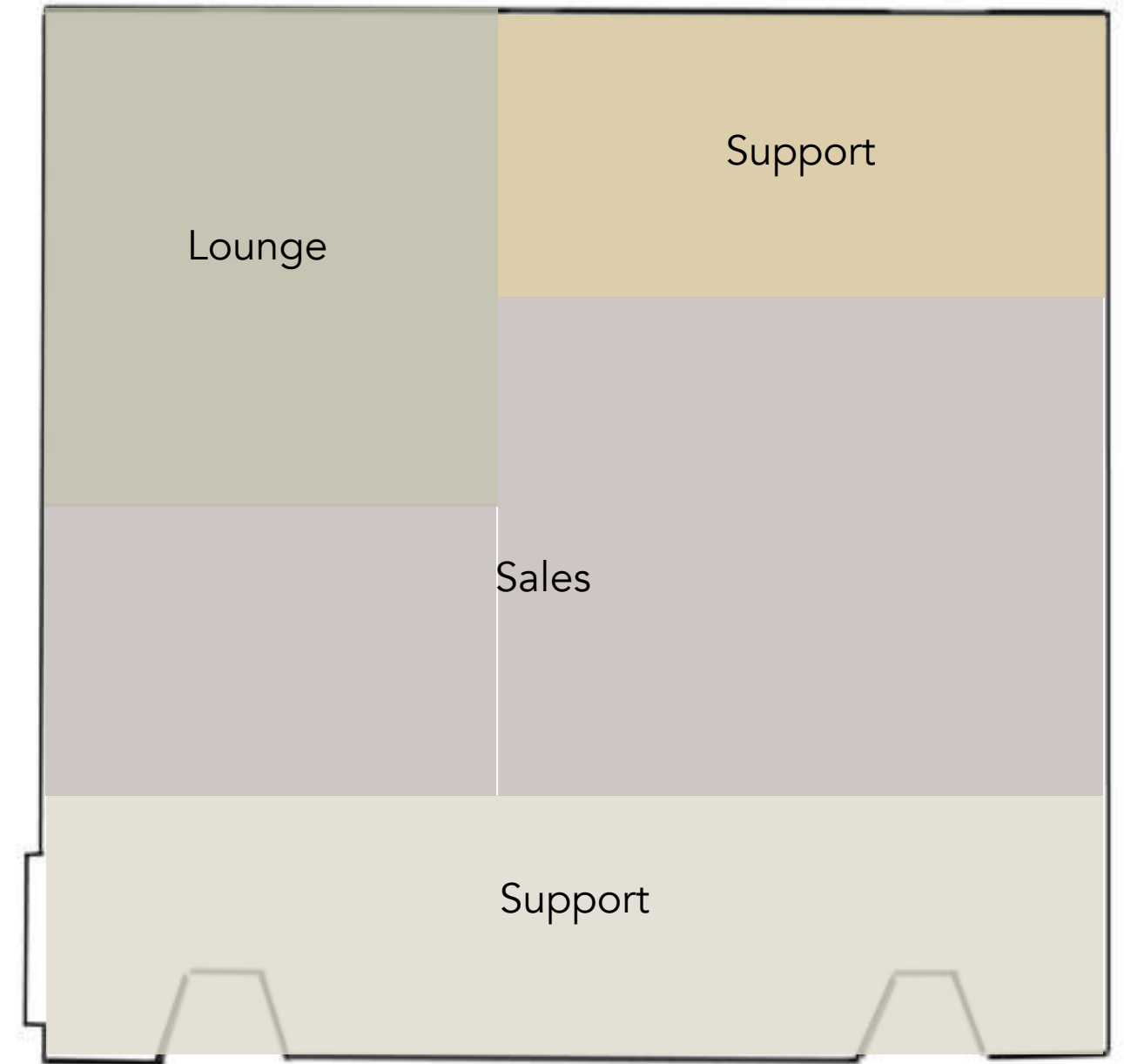
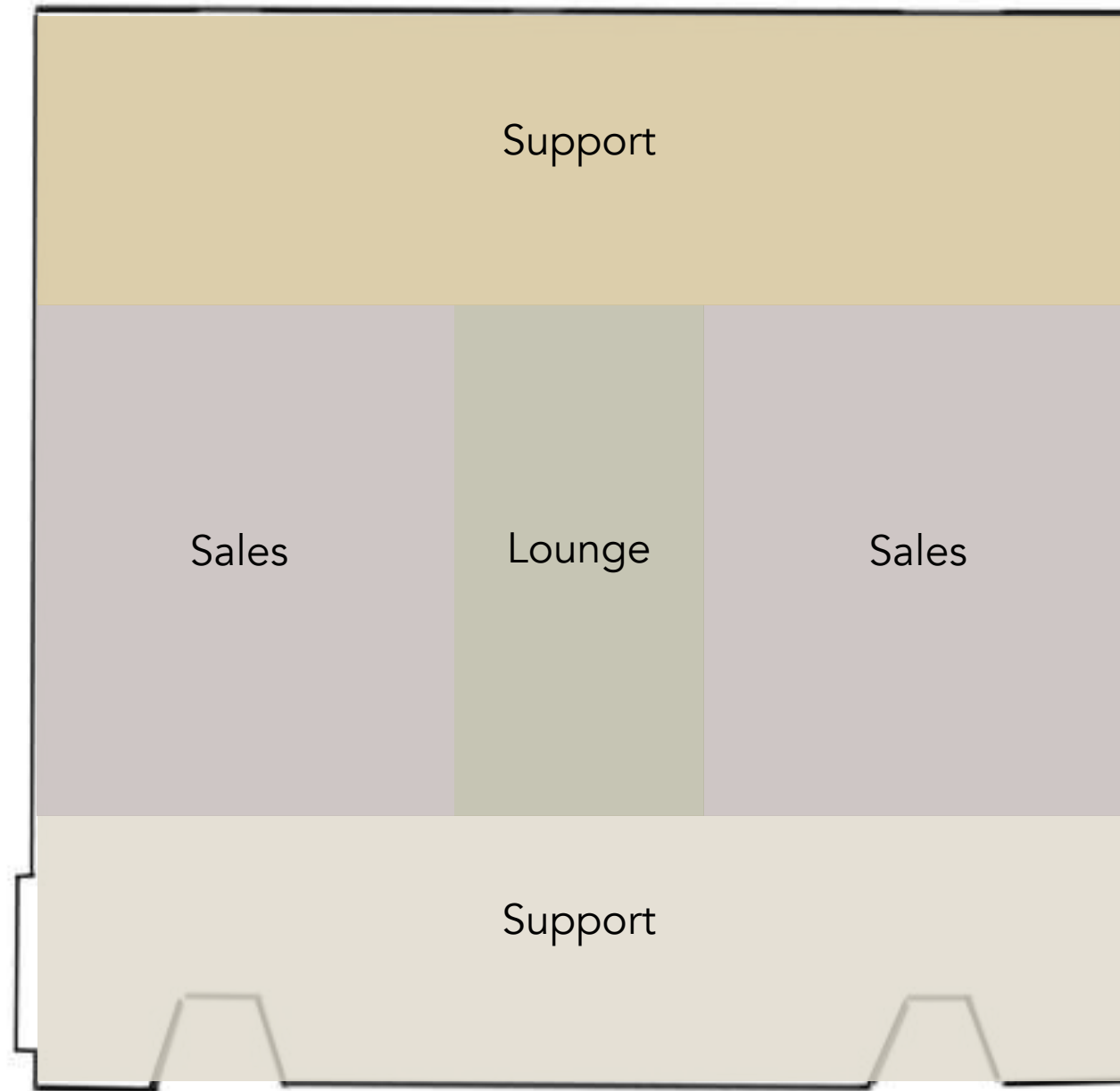
- ✓ The cocoon surrounds, comforts, and supports
- ✓ Herman Miller furniture prides themselves in providing comfortable furniture pieces, specializing in ergonomic seating that surrounds and supports the body in a cocoon-like form



Bubble Diagrams



Blocking Diagrams



Activity Space Study

Intense Focus Work

Quiet environment, Comfortable work seating, Task lighting



Activity Space Study

Diffuse Focus Work



Open,
Independent
working space

Nature

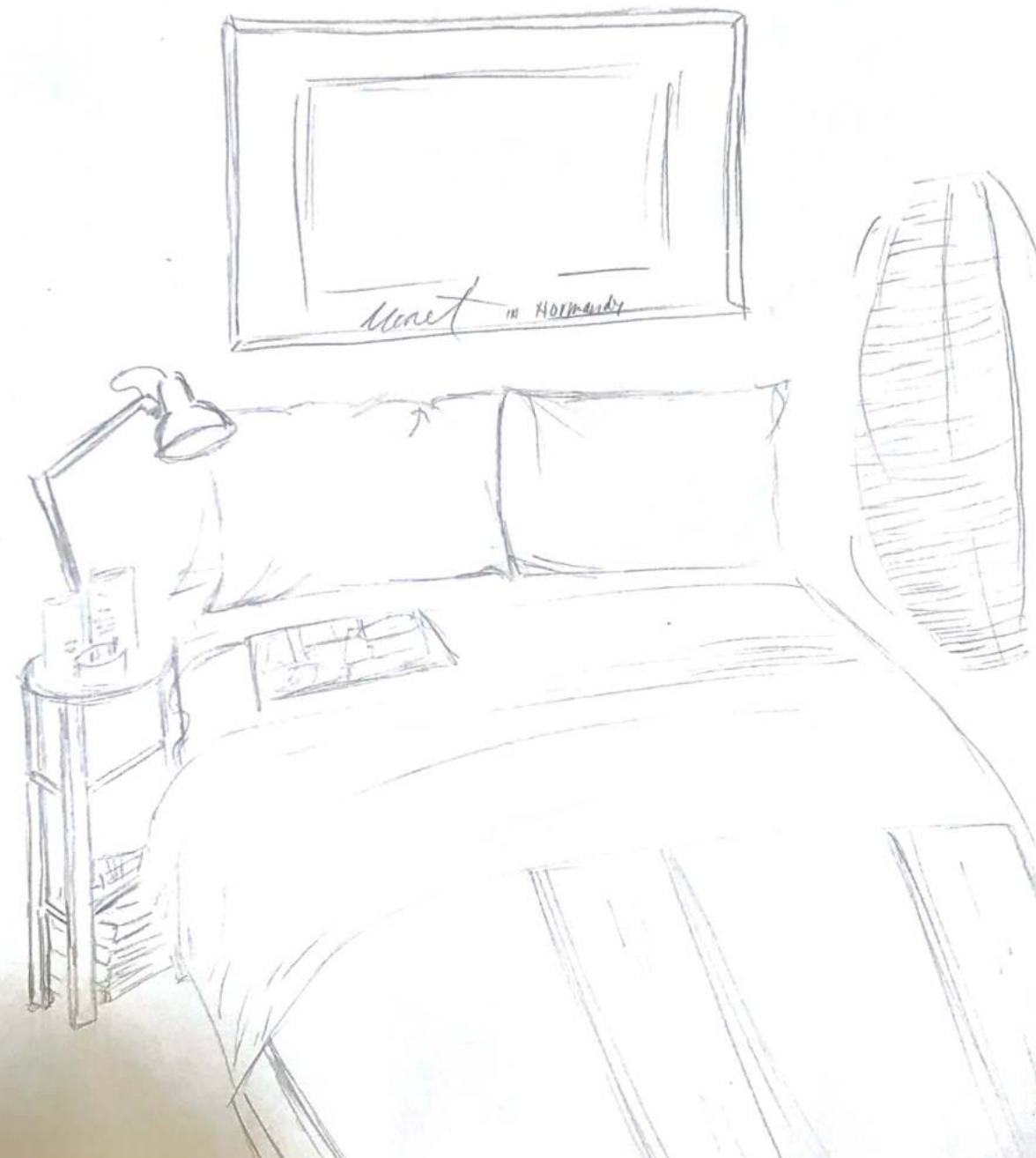
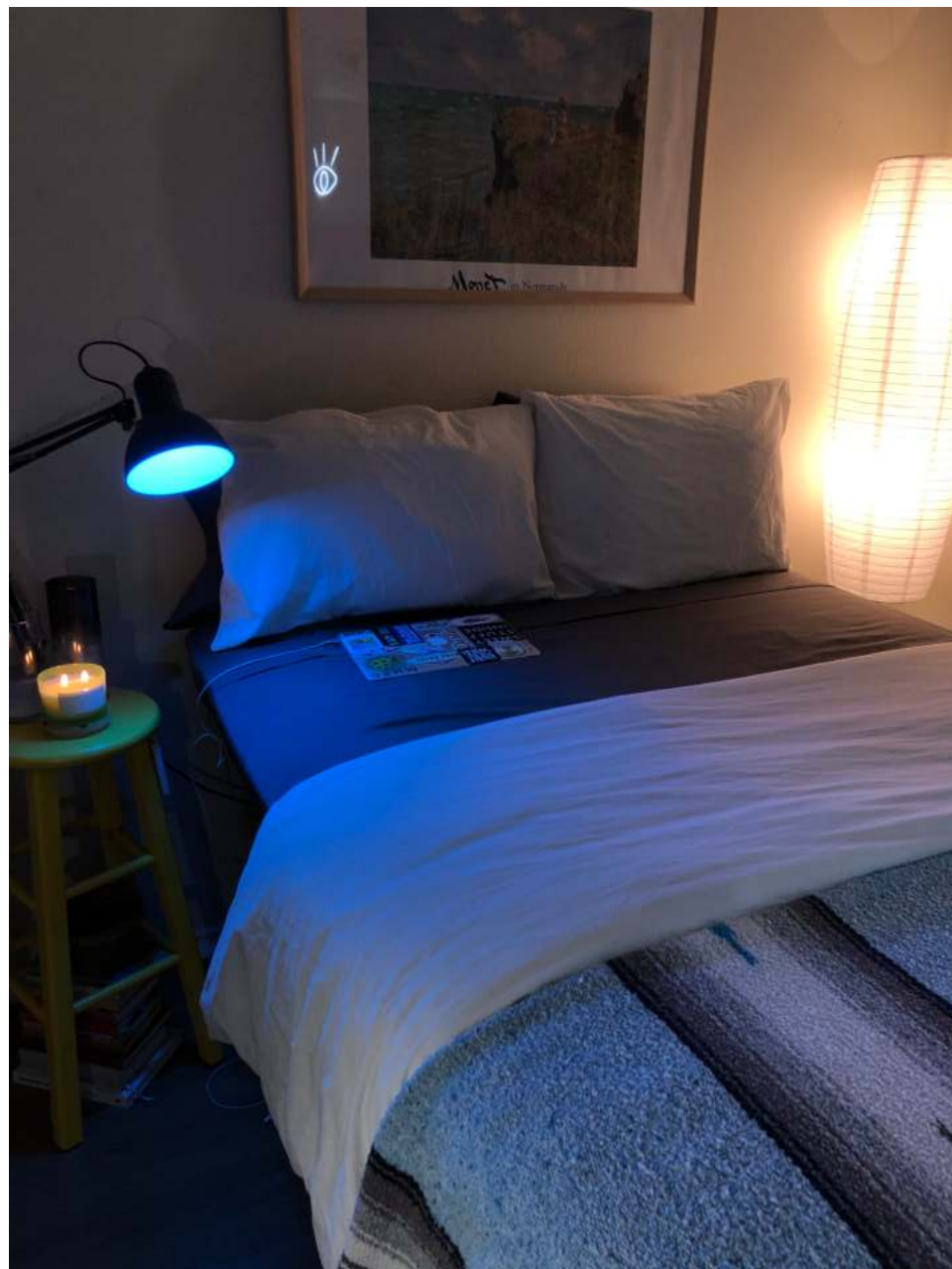


Comfortable
seating

Daylight

Activity Space Study

Daydreaming



Comfortable

Peaceful

Soft lighting

Activity Space Study

Group Planning / Meeting



Group seating
Well lit
Relaxing, informal environment



Activity Space Study

Socializing



Spacious

Entertaining (bar, pool tables, tv's, music)

Variety of seating

