

PORTFOLIO 1
IDSN 4600: SPRING 2015
ALLISON BROUILLETTE
KIMBERLY POLAK, JAMINO

JAK Designs

JAMI NO

RESPONSIBLE FOR COMMUNICATION WITHIN THE GROUP, DELEGATING TASKS, AND FOR QUALITY CONTROL AND REVIEW OF ALL WORK.

ALLISON BROUILLETTE

RESPONSIBLE FOR SETTING UP DEADLINES AND CONFIRMING THAT ALL MEMBERS ARE ON SCHEDULE.

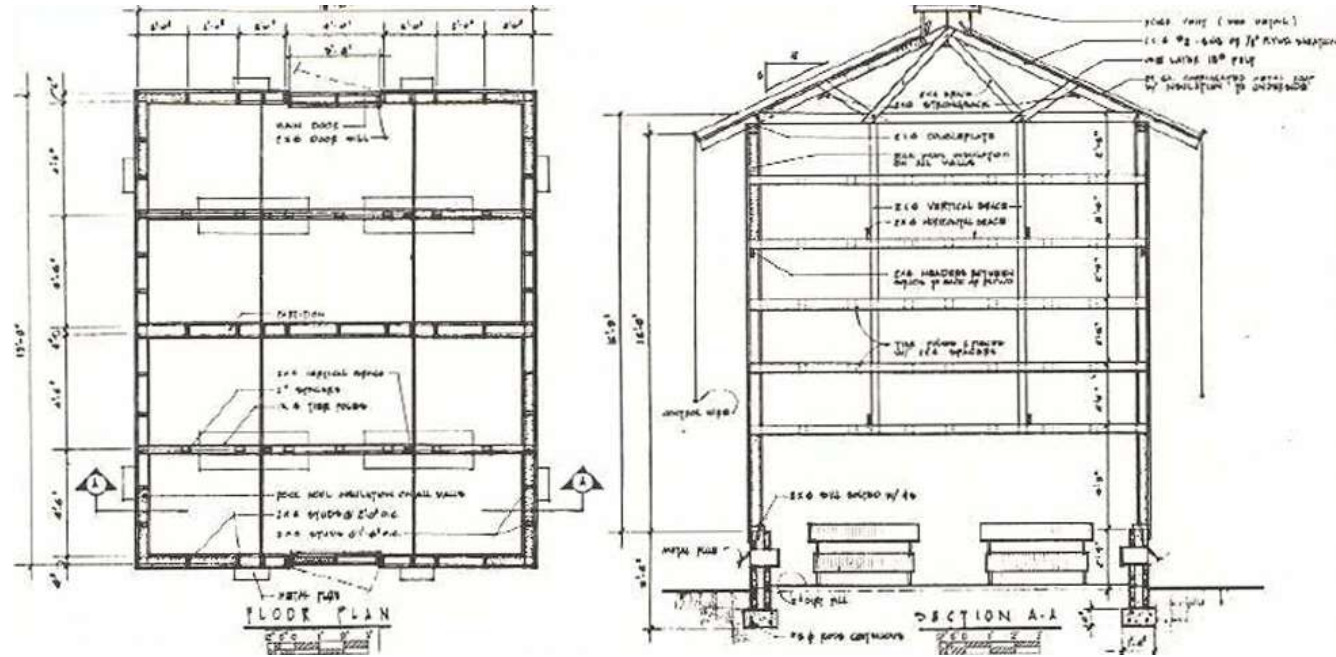
KIM POLAK

RESPONSIBLE FOR COMMUNICATING WITH THE CLIENT GROUP AND THE PROFESSOR, AND FOR GATHERING AND SUBMITTING WORK TO THE PROFESSOR



FROM LAND TO SEA

- NAUTICAL INSPIRED
- THE DESIGN OF THE SPACE WILL INCLUDE ELEMENTS THAT WILL INVOKE A SENSE OF A SHIP AND THE SEA.
- MATERIALS, FIXTURES, AND FURNITURE WILL REFLECT THE CONCEPT OF “FROM LAND TO SEA” BY UTILIZING ORGANIC MATERIALS SUCH AS WOOD WHILE INCORPORATING CONTEMPORARY ELEMENTS THROUGH FIXTURES/FURNITURE TO CREATE AN INVITING SPACE THAT HIGHLIGHTS THE MERCHANDISE.



CLIENT:

CLIENT: HIGH END RETAILER OPENING UP SEASONAL POP UP SHOP CALLED MARITIME. MERCHANDISE INCLUDES HIGH END LUXURY BOAT WEAR WHICH CAN BE WORN EVERYDAY AND INCLUDES BOTH CASUAL AND PROFESSIONAL LOOKS.

PROGRAM:

- THREE DEPARTMENTS INCLUDING WOMEN'S, MEN'S, AND SHOES/ACCESSORIES WILL BE HOUSED IN TOBACCO BARN.
- THERE WILL BE TWO SEPARATE ENTRANCES LEADING INTO THE MEN'S DEPARTMENT AND THE WOMEN'S DEPARTMENT. THE MEN'S DEPARTMENT WILL BE ON THE EAST WING AND THE WOMEN'S DEPARTMENT WILL BE ON THE WEST.
- THE EAST AND WEST WING WILL BE CONNECTED BY THE SHOES/ACCESSORIES DEPARTMENT, WHICH WILL INCLUDE THE CASH/WRAP FOR CENTRAL ACCESS. THE STORAGE AND BATHROOM BARN WILL BE ACCESSED FROM THE BACK OF THE SHOES/ACCESSORIES DEPARTMENT.

Mari⚓Time





RETAIL:

- RETAIL DESIGN IS A STRATEGIC BRANCH OF MARKETING, AIDING WITH BUSINESS SALES THROUGH WELL THOUGHT OUT PLANS AND INTERIORS.
- THE PRACTICES OF INTERIOR DESIGN AND ARCHITECTURE ARE COMBINED TO SUCCESSFULLY COMPLETE A RETAIL DESIGN.
- THE MAIN GOAL IS SUCCESSFUL ADVERTISING THROUGH THE LAYOUT OF THE STORE. THE FLOOR IS A MARKETING TOOL, SO IT SHOULD BE WELL THOUGHT OUT.
- THIS INCLUDES WHAT THE PRODUCTS WILL BE DISPLAYED ON, WHETHER IT IS SHELVES, TABLES, OR RACKS.
- THE SPACE NEEDS TO BE WELL LIT, EASY TO NAVIGATE THROUGH, AND HIGHLIGHTING THE PRODUCTS FOR SALE.
- THE OVERALL DESIGN OF RETAIL STORES SHOULD CREATE AN AUTHENTIC EXPERIENCE FOR THE CUSTOMER, MAKING IT EASY AND ENJOYABLE FOR THEM TO SHOP.



POP-UP SHOPS:

- POP-UP SHOPS ARE TEMPORARY RETAIL STORES SET UP FOR A TIME PERIOD ANYWHERE AROUND A DAY TO A FEW MONTHS.
- THESE SHOPS ARE MEANT TO EXCITE AND INTRIGUE CUSTOMERS FOR THIS SHORT AMOUNT OF TIME.
- LOCATED IN HIGH FOOT-TRAFFIC AREAS, POP-UP SHOPS TYPICALLY SELL NEW PRODUCTS, SEASONAL PRODUCTS, OR TESTING PRODUCTS.
- THE DESIGNS OF THESE SHOPS INCLUDE MOVEABLE PRODUCT DISPLAYS SUCH AS FREESTANDING RACKS, TABLES, AND SHELVES.
- TEMPORARY WALLS ARE ALSO PUT UP TO SEPARATE THE SPACE OR MAKE IT MORE INTERESTING.
- POP-UP SHOPS CAN BE VERY CREATIVE, BOLD, AND EXCITING TO ACCOMPLISH THE OVERALL GOAL OF QUICKLY DRAWING IN CUSTOMERS.



FLUE-CURED TOBACCO BARN:

- THE FIRST FLUE-CURED TOBACCO BARN WAS BUILT IN 1891
- NATIVE AMERICANS INTRODUCED TOBACCO TO EUROPEAN COLONISTS AND TOBACCO QUICKLY BECAME A CASH CROP IN VIRGINIA, MARYLAND AND THE CAROLINAS WHERE FLUE-CURED TOBACCO BARN WERE PRIMARILY FOUND.
- THE BARN WERE CONSTRUCTED TYPICALLY OUT OF TIMBER.
- GREENVILLE LATER BECAME THE LARGEST TOBACCO MARKET IN NORTH CAROLINA

INSPIRATION IMAGES:

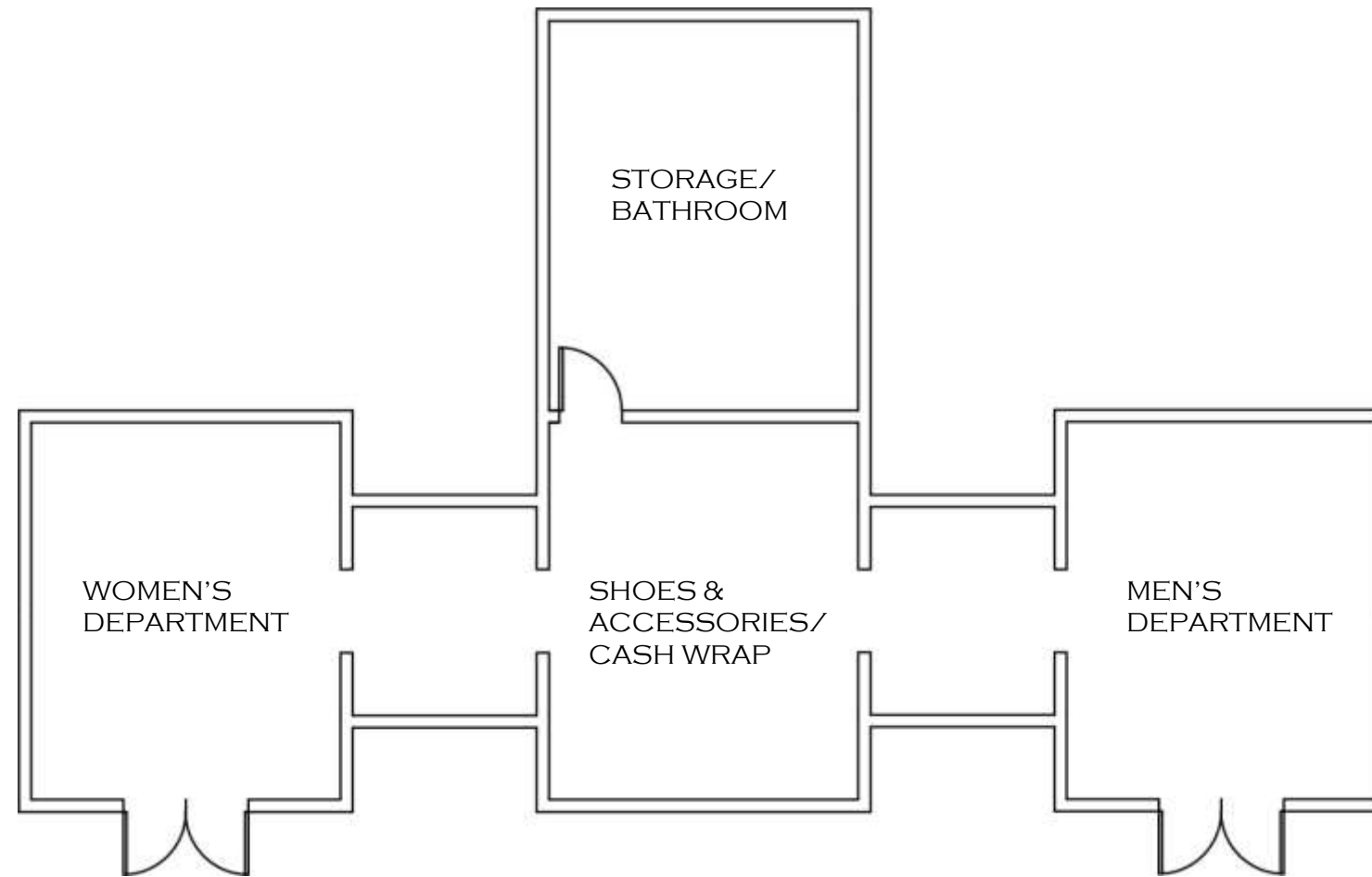




LOCATION:

- MARITIME WILL BE LOCATED IN GREENVILLE NC, ON EVANS NEAR 5TH
- LOCATED ADJACENT TO VARIOUS RESTAURANTS AND OTHER RETAIL STORES
- EAST CAROLINA UNIVERSITY CAMPUS LOCATED WITHIN A FEW MINUTES' WALK
- HEAVY FOOT TRAFFIC AMONG STUDENTS AND RESIDENTS WILL BRING IN BUSINESS
- CONVENIENTLY LOCATED ACROSS FROM A PARKING LOT

FLOOR PLAN/SECTION



EXTERIOR VIEW



CORRIDOR VIEW



PERSPECTIVE

SHOES & ACCESSORIES/CASH
WRAP DEPARTMENT



PERSPECTIVE

WOMEN'S DEPARTMENT / MEN'S DEPARTMENT

