

POP-UP IN UPTOWN

ISDN 4600: Interior Design V- Commercial Design

Portfolio One

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TEAM ROLES:

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**BOARDS . APPAREL
RENTALS . LESSONS**



CONCEPT

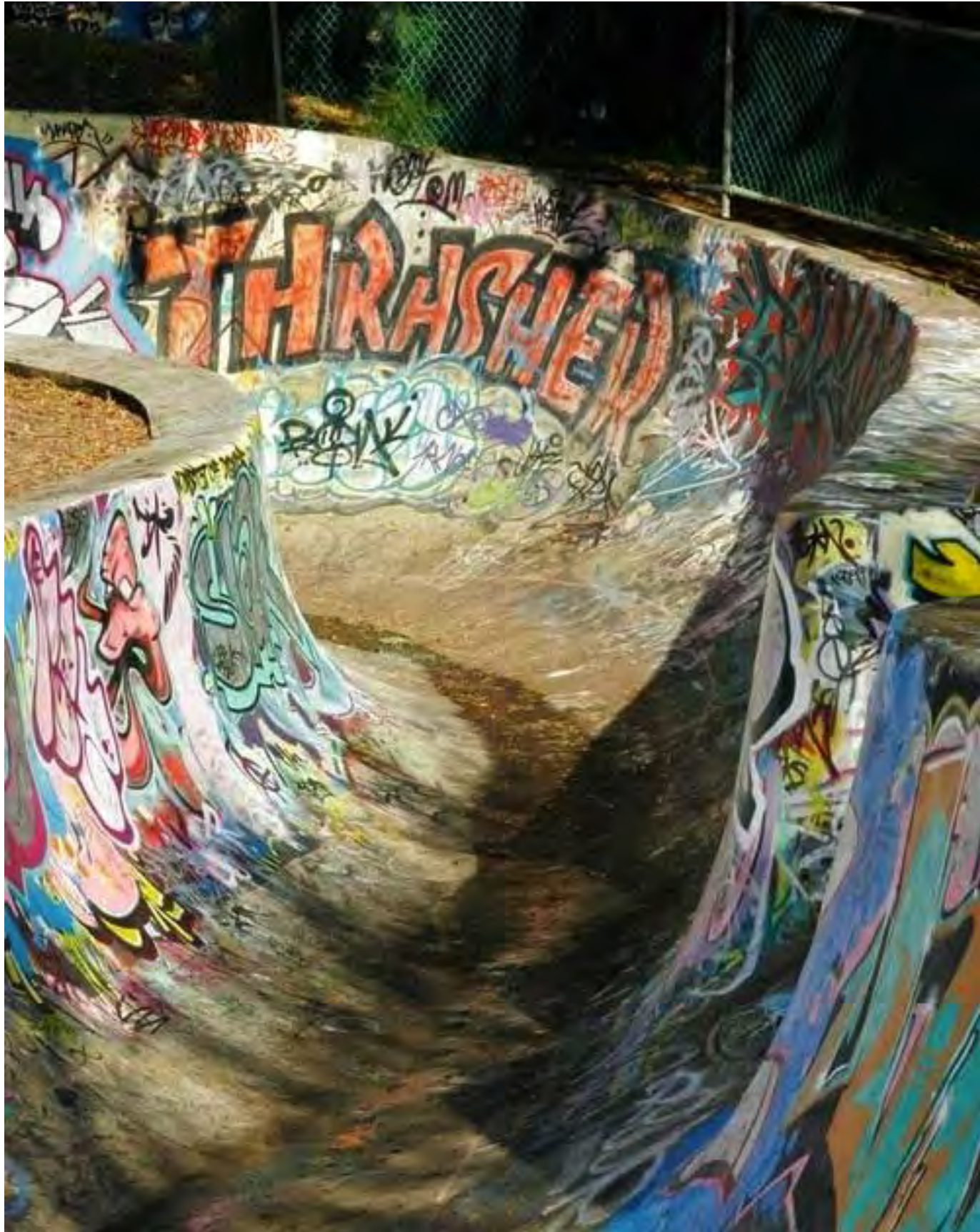
The concept for “The Ride”, surf and skate shop is graffiti style street art. Just like how street art grabs your attention, bold designs will draw the eye into our store and make the customer stay and shop. We will incorporate the juxtaposition of the hard edges and lines often seen in graffiti with smooth lines and a more relaxed form that is often contrasted by the nature around it. Daring colors will be integrated to add interest and excitement to the store, pleasing a younger clientele. This juxtaposition also reflects the edgy skater lifestyle, versus a more laid back surfer lifestyle.



INSPIRATION



INSPIRATION





THE RIDE

LOCATION:

Evans Street, Greenville, NC 27858

The ride is located in the perfect spot due to its location on Evans Street. The ride is also located next to two parking lots (which is indicated on map in green). Evans Street also provides great foot traffic which increases the likelihood of people actually coming in. The open space between Dale's Indian Cuisine and Scullery is approximately 58' x 70' which works perfect since our three spaces equal up to 51' x 115'.





THE RIDE

3 Tobacco Barns:

LESSONS/RENTALS

Display: Reception Desk, TV tutorials, and Product Display

SURF

Display: Waves around the perimeter, with surfboards projecting out of them

SKATE

Display: Ramps Lining the Walls, Clothes Racks, and Skateboards on the walls

STORAGE

Long Vertical Racks

CASH WRAP

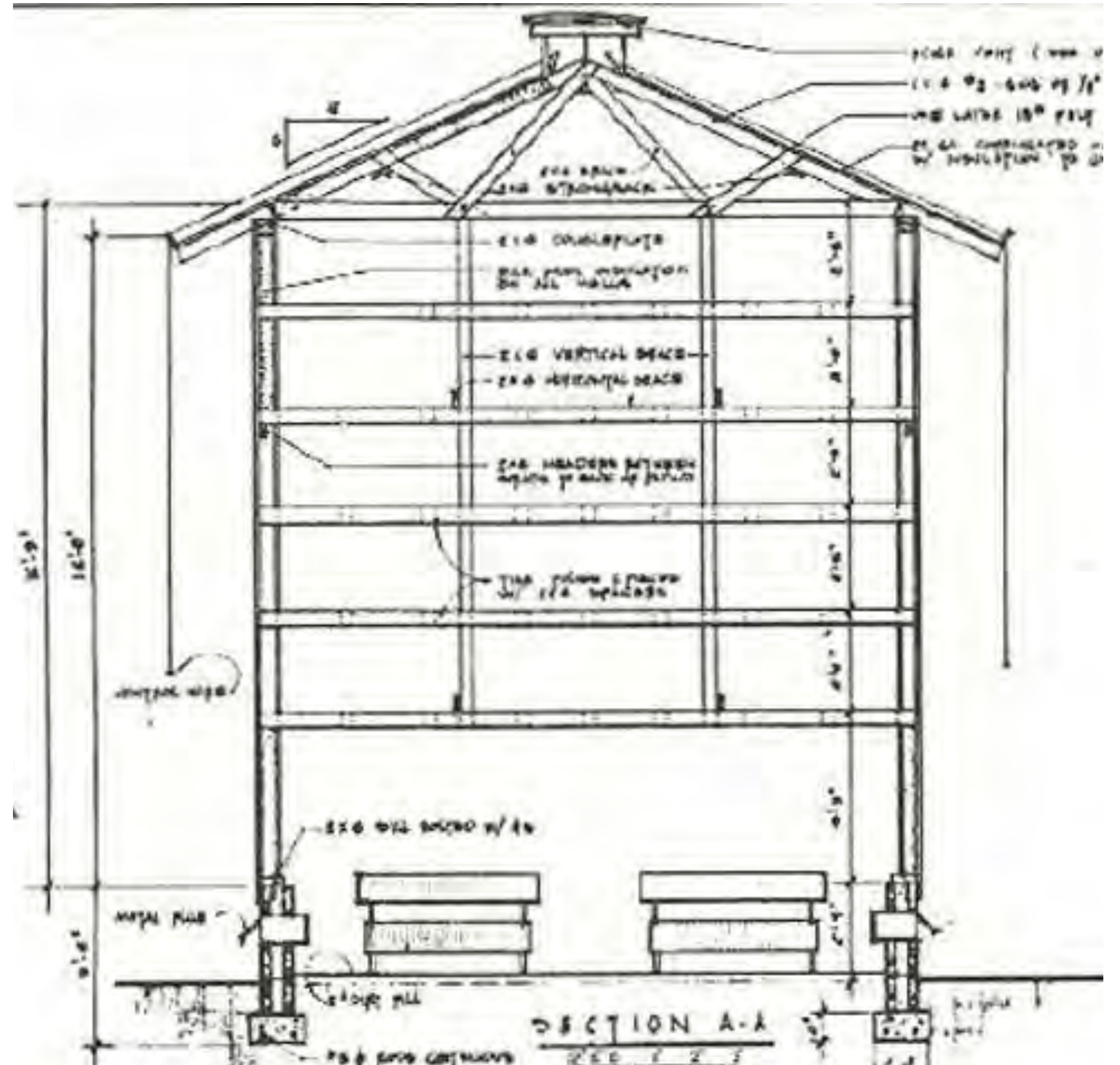
Credit Cards will be accepted with an iPad



FLUE-CURED TOBACCO BARN

The demand for tobacco in the United States was first introduced when the new colonists wanted to get into the European tobacco market to make more money. There are two common ways to cure tobacco; air-cured and flue-cured. However, in North Carolina the “flue-cured” is the preferred method of curing tobacco because of the soil type best lends itself to this method. The term “flue-cured” is derived from the way the tobacco leaves are dried, heat is distributed through the barn by metal “flues” or pipes. The goal is to maintain yellow colored tobacco leaves. Tobacco barns have vents that may need to be opened to avoid drying the leaves too fast and to keep the humidity down. Flue-cured barns are designed to have indirect-fired heating by using metal flues and brick furnaces. This makes fuel consumption and heating costs down. Tobacco barns were commonly made from logs because they were the best material to use to prevent heat loss. Walls were either layered with insulation or built with tight double walls layered with building paper and double sheathing. Roofs were made of solid sheathing and were held up with two by six inch rafters. They had a shield overhang so that farmers were protected from the heat while working. Framing was left in the roofs for a place to hang the tobacco to dry. In the 1500s the barns were normally fourteen feet by fourteen feet and twenty feet tall. The door is usually located on the opposite side of the furnace with short enough sills that will not break or bruise hanging tobacco.





RETAIL: IN GENERAL



Retail is the sale of goods and services from individuals or businesses to the end-user. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. Increasing amount of retailing is done online using electronic payment and delivery through postal mail. Shops may be on residential streets, streets with few or no houses, or in a shopping mall.

How to gain interest in your space:

- If you have large enough products, display them outside!
- Make your space interactive and creative.
- Make exterior colorful to gain more attention.
- Marketing is key.
- Arrange your store so that popular items are at the average eye level and within arm's reach. Make sure models of your popular items are on display!
- Location! Location! Location!





POP- UP SHOP INFORMATION

Just what is a Pop Up business?! How is it different from regular businesses?

- Utilizes an empty or underused space
- Time Limited, with clear start and end dates
- Not aimed for permanence
- Designed for demountability and ease of removal
- Has the potential to transfer to a different site
- Is in some way exclusive, distinct or special

A Range of businesses have been Pop Up's for years:

- Halloween Shops
- Fireworks Stores
- Christmas Markets
- Art Galleries

Pop Ups can be viewed as an opportunity to make something exciting and new happen that is good for the area and its people while offering creative solutions to utilize empty property.

POP UP SHOP	TRADITIONAL SHOP
Short Term tenancy, low or limited rent	Long term lease, rent free periods may be available, but rent will rise
Business Rates/Utilities	Business rates/Utilities (Larger Space)
Temporary Interior furniture and fixtures	Full Shop Fit Out
Limited Direct Sales	Ongoing sales and regular customers
Fixed Term Staff, high induction costs for short term working	Permanent staff with regular responsibilities

POP-UP SHOPS

