

# EBONY AND IVORY DESIGN

## TEAM IDENTITY

CATEGORY: WEDDING DRESS BOTIQUE



TOYIN- PROJECT MANAGER

- COMMUNICATION
- DELEGATING TASKS
- QUALITY CONTROL



TYLER- COMMUNICATIONS MANAGER

- COMMUNICATION WITH GROUP AND PROFESSOR
- TURNS WORK IN



BETHANY- TIME MANAGER

- DEADLINES
- ASSIGNMENTS ARE ON SCHEDULE



# SOMETHING NEW



## CONCEPT:

*APHRODITE; EXPOSURE OF THE GREEK*

THE GODDESS APHRODITE EMPHASIZED THE QUALITIES OF LOVE AND BEAUTY IN THE GREEK WORLD. GREEKS BELIEVED IN THE EXPOSURE OF BEAUTY AND THROUGH THAT DEVELOPED A SENSE OF YOUTHFUL ELEGANCE THAT IS DISPLAYED ON THE DAY OF A BRIDE'S WEDDING.

## ARCHITECTURAL STRUCTURES:

- COLUMNS
- PEDIMENTS

SOMETHING NEW IS THE PIECE OF THE NEW, BORROWED AND BLUE WEDDING TRADITION. THIS IS USUALLY EXPRESSED THROUGH A NEW DRESS. THE WEDDING DRESS BOTIQUE DRAWS IN BRIDES EXPECTING TO FIND THEIR *SOMETHING NEW* IN ELEGANT BEAUTY





# PROGRAM/CLIENT PROFILE

THE BOTIUQUE WILL INHABIT THE USE OF 4 REMODELED TABACCO BARNS



## BARN 1: THIS WILL INCLUDE

- RECEPTION AREA
- ACCESSORIES
- CASH/WRAP
- DISPLAY WINDOW

## BARN 3

- BRIDAL RUNWAY
- MIRRORS
- SEATING

## BARN 2

- DRESS RACKS
- LOFT

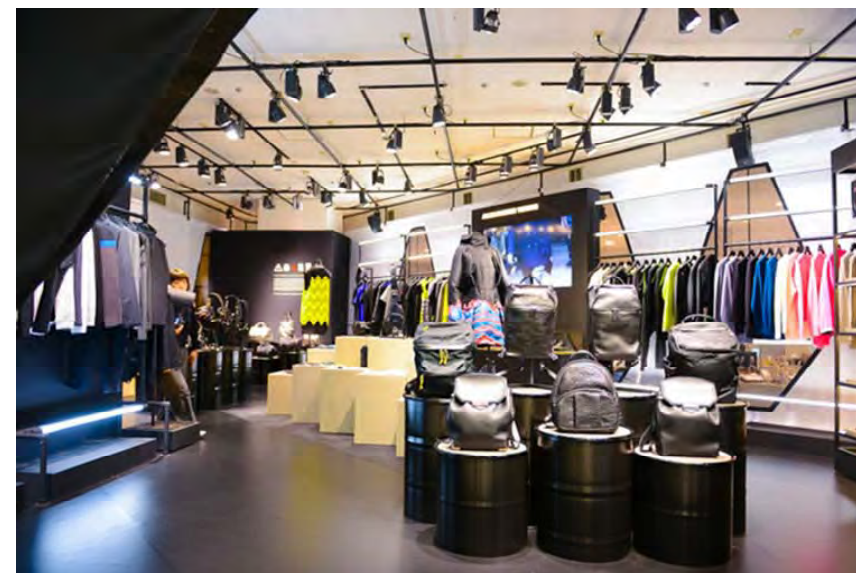
## BARN 4

- BATHROOMS
- DRESSING ROOMS



# RESEARCH

## RETAIL DESIGN



NON-PRODUCTIVE SELLING SPACE (1)	AVERAGE SELLING SPACE (2)	NON-PRODUCTIVE SELLING SPACE (2)
AVERAGE SELLING SPACE (1)	PRIME SELLING SPACE (2)	SUPERIOR SELLING SPACE (3)
PRIME SELLING SPACE (1)	SUPERIOR SELLING SPACE (1)	SUPERIOR SELLING SPACE (2)



### THE "GRID SYSTEM"

Is a system that places retail items in areas to advertise and sell products based off importance

Consist of 3 Selling Superior spaces

2 Prime Selling Spaces

2 Average Selling Spaces

2 Non-Productive Selling Spaces

Prime/Superior:

Your Sales, top selling items or most expensive

Average:

Doesn't need a big lavish display but are put off to the side

Non-productive areas should have:

Cash flow, Bathrooms, seating etc.

-Good Idea to put this to the left, because we are a Right-handed flow society

Traffic flow should also be arranged with using the Grid System



## ATMOSPHERICS

Influence customers by using Psychology

- Triggers emotions
- Attracts Ideal customers
- Can evoke the mood to stay/spend money/establish a connection

Retail Designers tend to set up an environment to portray the Brand

Example: NY&CO. is a clean expensive brand; a designer will chose to make a space look expensive and less cluttered



# RESEARCH



## POP-UP SHOPS



## HISTORY

- Started in Los Angeles and the idea moved across the U.S.
  - Started with specialty items
- Stores that “Pop-up” for a period of time and close
  - Closes when inventory is too low/sold out
  - Marketing a Sale
  - Used to test out the Market w/o a large financial investment in a real store
  - Creates interest and good for exposor
- Most shops are targeted to a certain Brand. Ex: Nine West
  - Some can be general because of a personal seller
- Can be located within Shopping malls and set up with 4 walls
  - Giving the illusion of a private space but it can be taken down



## ATMOSPHERICS

Can be simple yet captures the Brands image

-Can emphasis the Products rather than the space

-Especially if products are unique in nature

-Can just be a look and order shop by using technology

**Can be Complex**

-The design of the Shop itself can be loud to capture the Brands image

-Architecturally interesting

-This creates a lasting/ memorable impression on shoppers

-Can be clustered rather than Clean and simple

-The idea to display all products at once to sell them quick as possible

-Usually when the tenant has limited time in a space

Spaces will most likely have some sort of interesting feature:

-Lighting Fixtures

-Display shelving/Racks

-How they display their products

-Architectural shapes

-Color



# RESEARCH

## FLUE-CURED TOBACCO



### FROM ARTICLE “THE STORY OF TOBACCO BARNS IN NORTH CAROLINA”

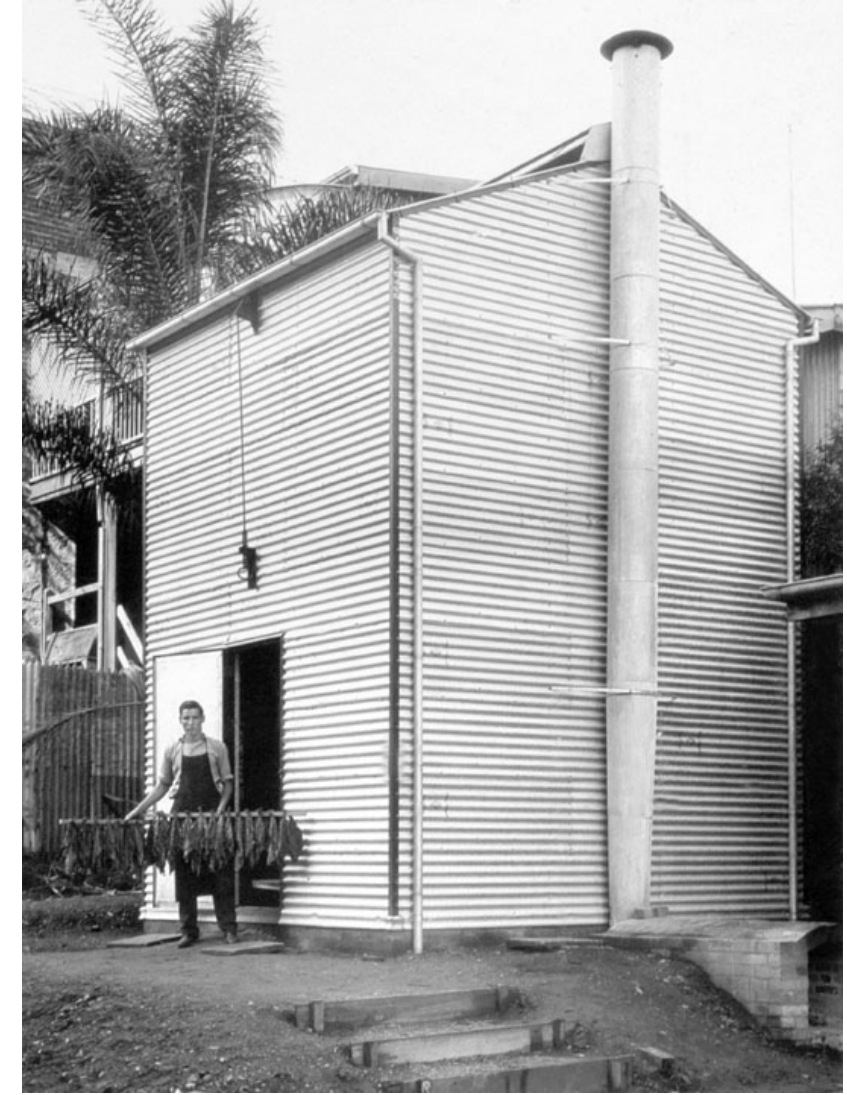
Flu cured barns get their name from the drying process. There is a furnace that remains outside the barn in an inverted u- shape. As it burns the smoke is drawn into the barn through the chimney. The distribution of indirect heat dries out the tobacco. Within the first few days the tobacco leaves can lose 80% of its original weight.



### FROM ARTICLE CALLED “CELEBBRATE TOBACCO BARNS”

Tobacco was a major economic success. It funded schools, hospitals, universities, and cities.

Farmers have started to use a more modern way of curing their tobacco leaving the barns abandoned and left to be destroyed.



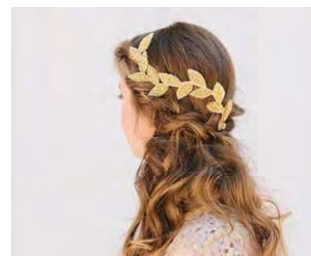
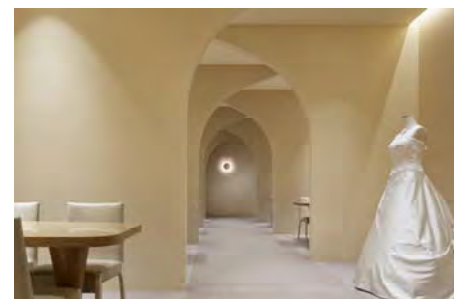
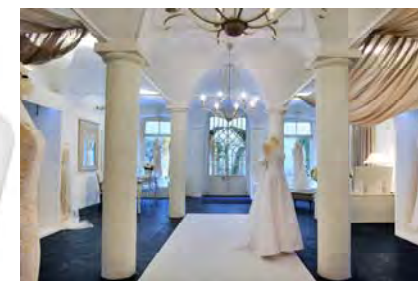
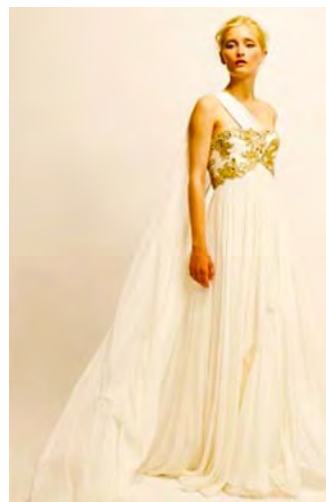
Some barns would hang their leaves on wooden beams that lay horizontally, stacked on top of one another in the barns, this allowed the leaves to be stacked to the height of the barn. The chimney at the top, allowed heat and smoke to be distributed throughout the barn making sure the tobacco was dried thoroughly and efficiently.

-Used to number half a million in the US, today there are about 50 thousand.

-They are a symbol of the southern culture.

-They come in all shapes and sizes.  
-20x20 sq. ft. built with logs and timber and is reinforced with tin.

# INSPIRATION

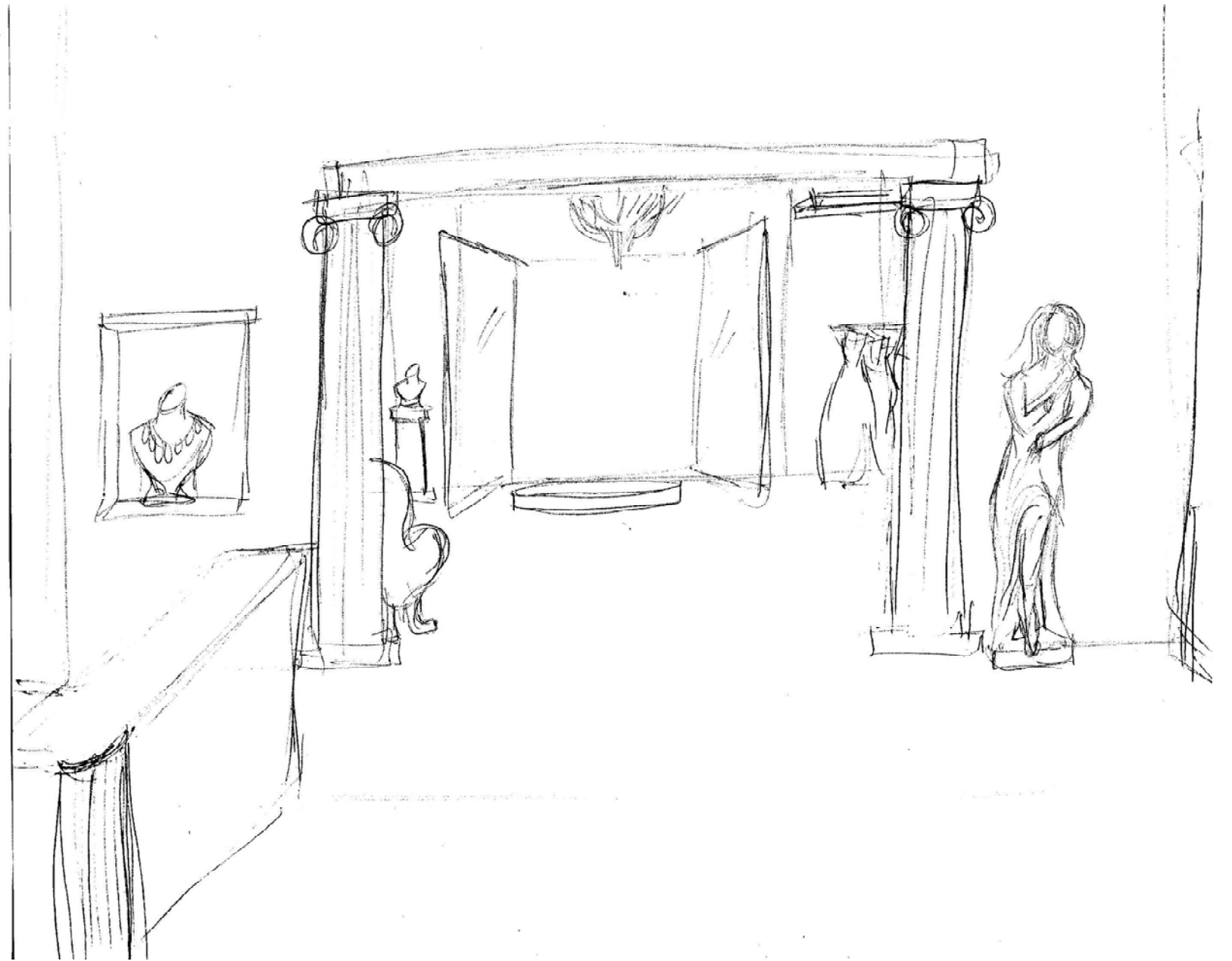
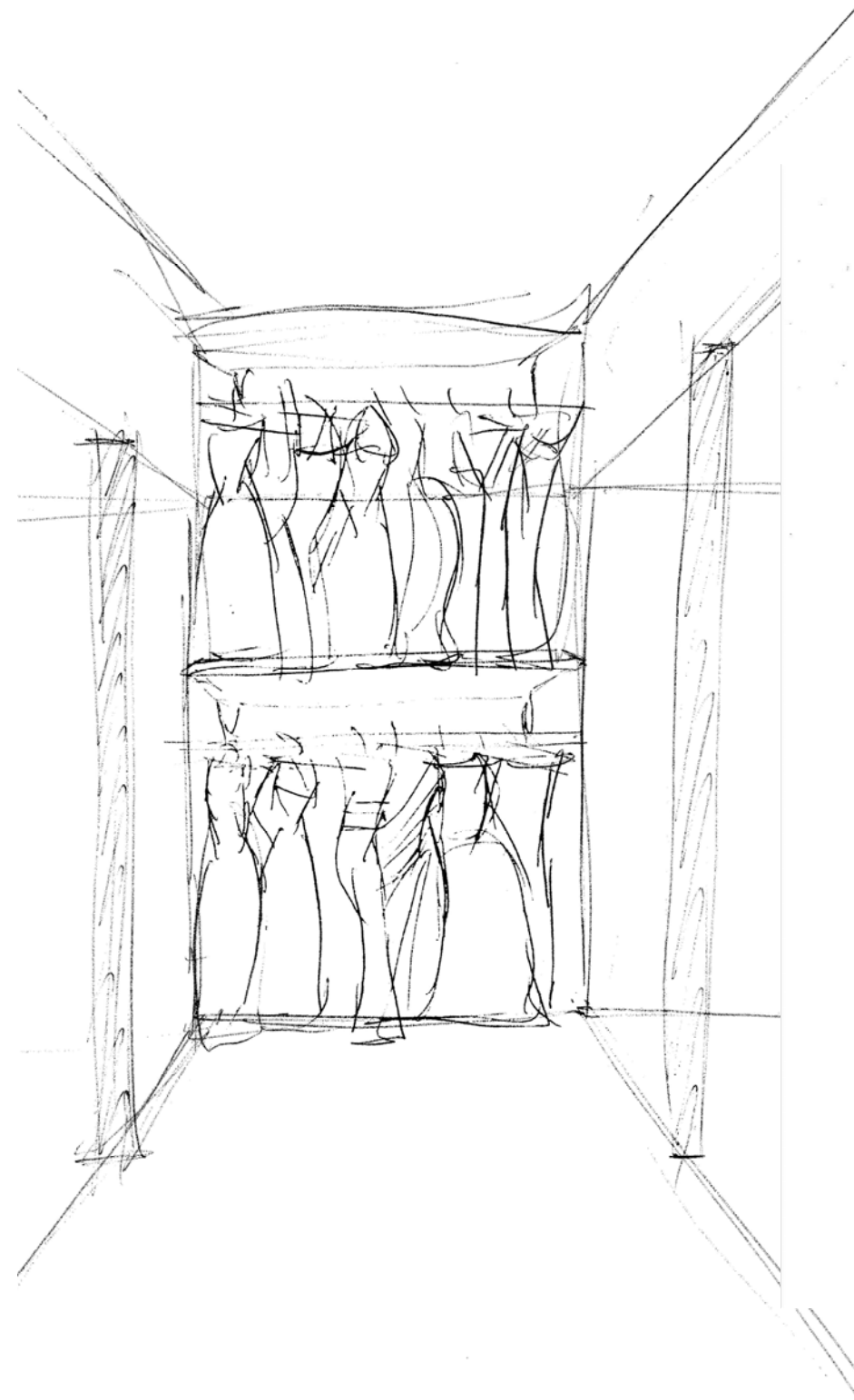


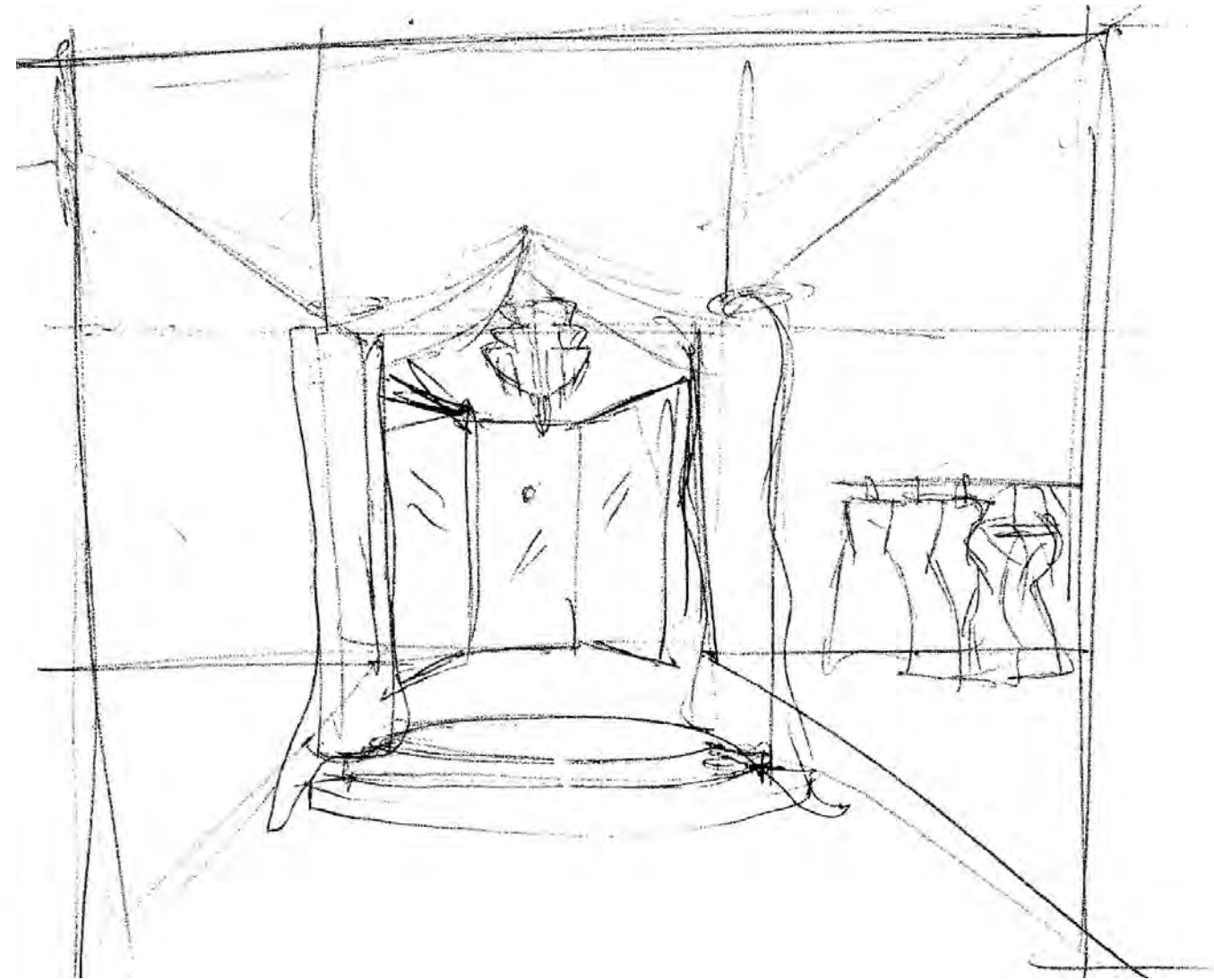
# LOCATION

SOMETHING NEW

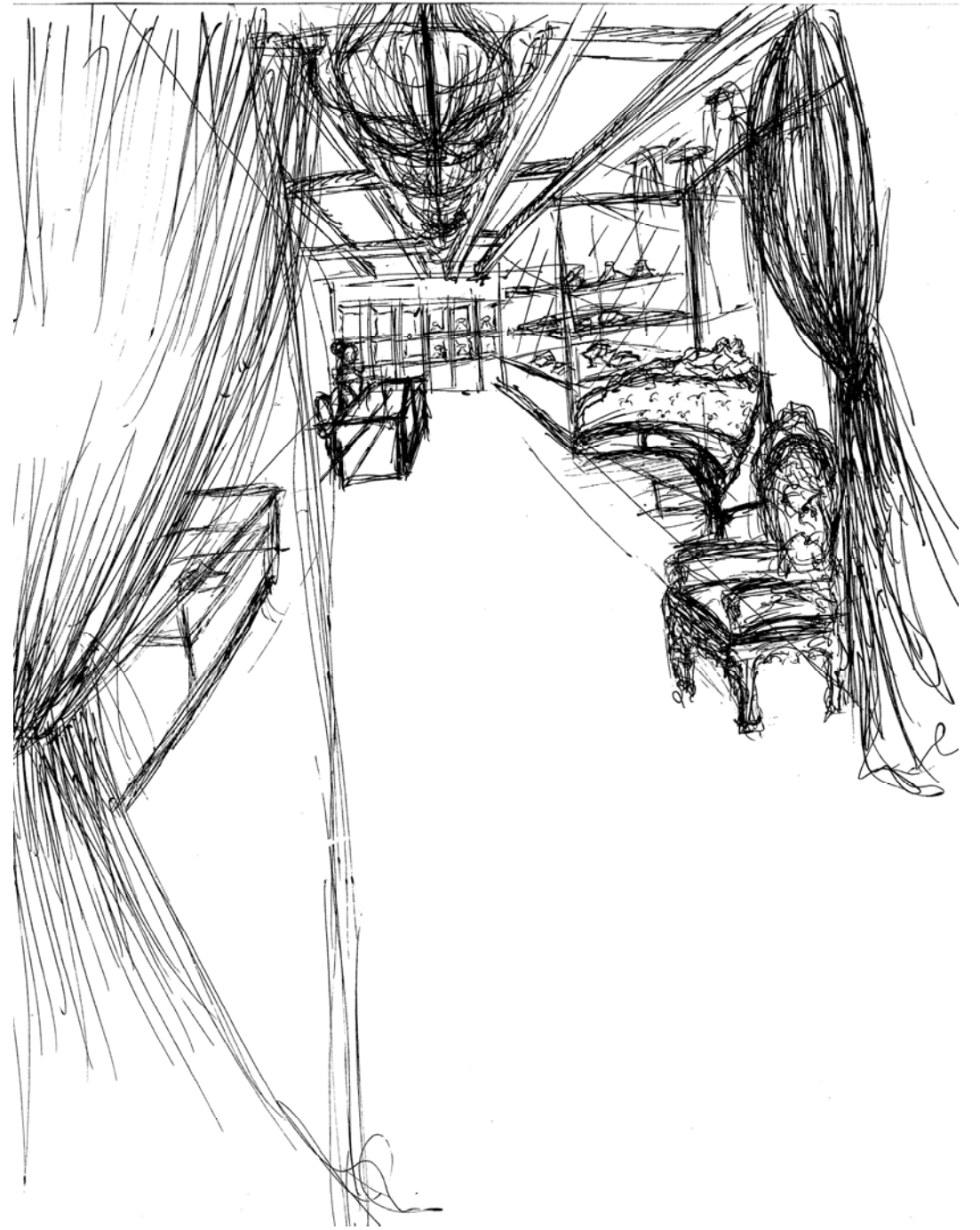


# IDEA SKETCHES

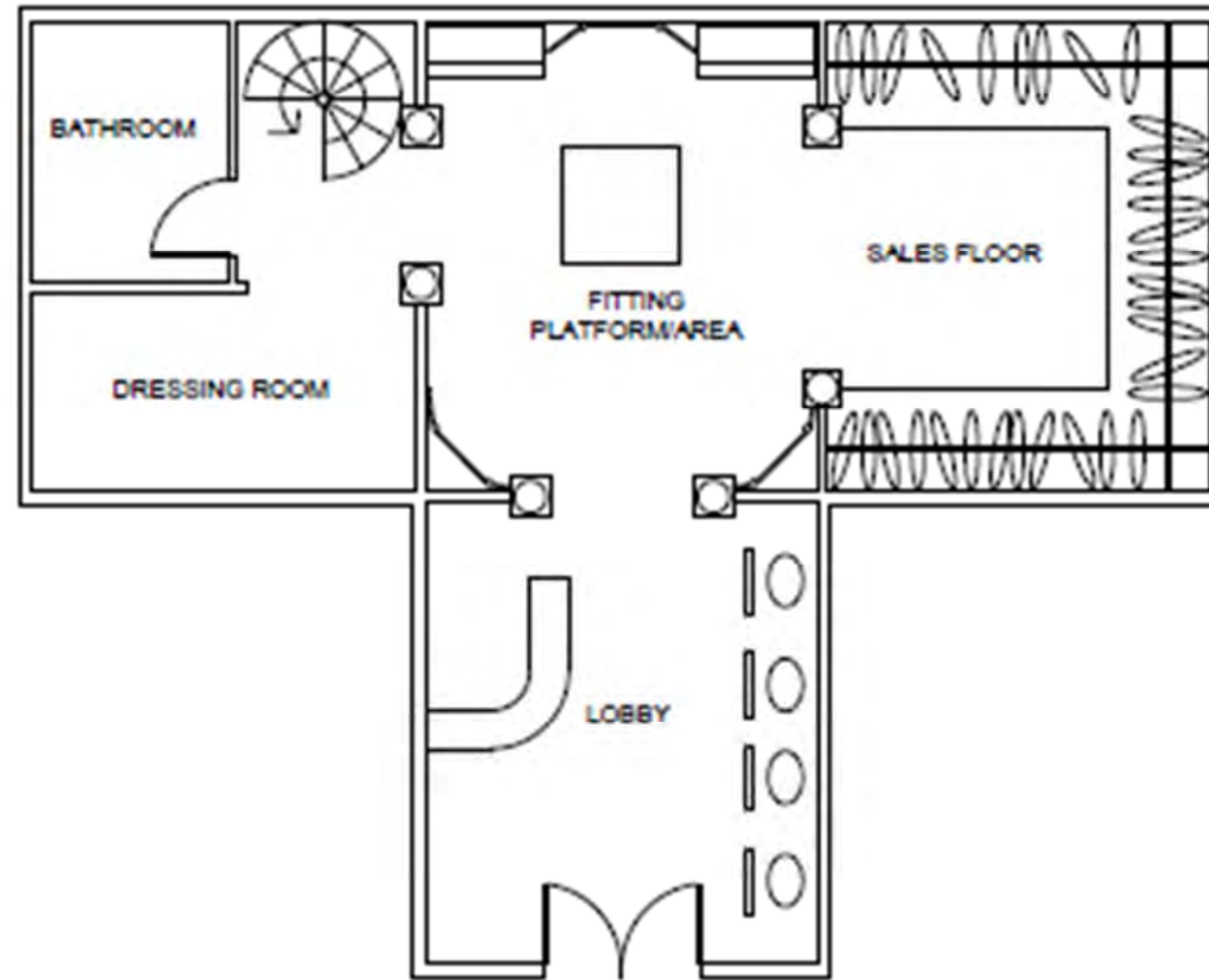








# FLOOR PLAN



Evans St.

5<sup>th</sup> St.



# SKETCH-UP







