

## Team Identity:

Two Be Designed is an interior design firm with two principle designers.

Meredith Payne, the project Communications Manager, will design the bathroom merchandise space.

Jim Higgins, the Project Manager, will design the bedroom merchandise space.

Both Designers will collaborate on the home merchandise, restroom and stock areas.



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## Client Profile:

The client, Rustic Retreats, produces a product line of organic bedroom, bathroom and home textile products and accessories and has chosen four adjacent former tobacco barns located in Uptown Greenville, North Carolina.

As requested, product will be merchandised on floor and wall fixtures constructed of reclaimed and repurposed materials. All four Rustic Retreats tobacco barns are connected and will feature a central cash wrap.

Using Rustic Retreats merchandising philosophy, the center axis of the cluster will be dedicated to home products in the front building with bedroom products directly behind. The building to the right will contain bathroom products and the building housing the support areas including public restrooms, product storage and supplies will be to the left.

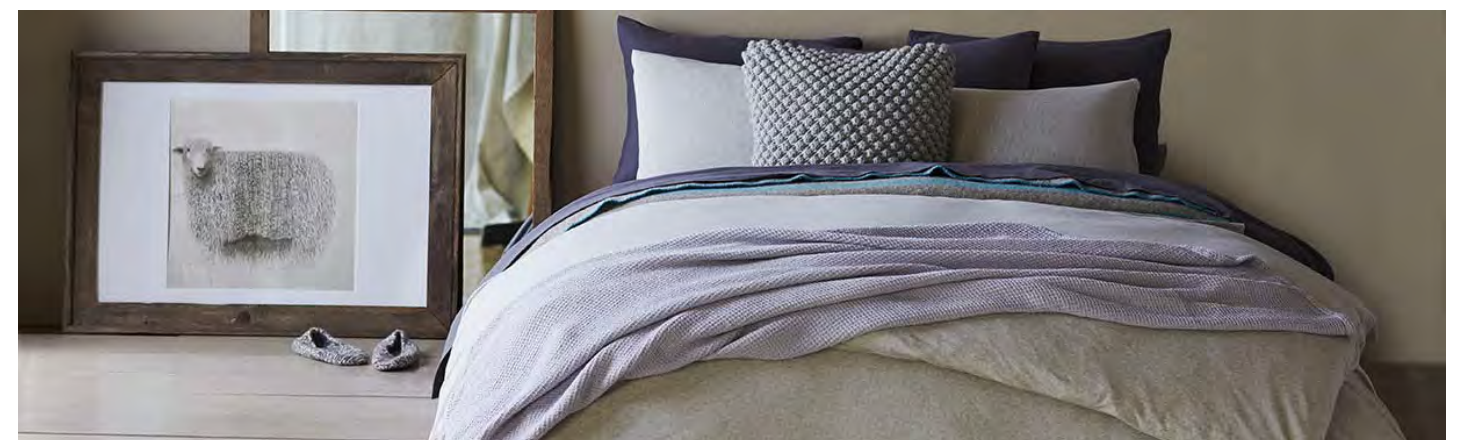


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## Design Concept:

Working to showcase a product line of organic, environmentally responsible products; design of the spaces will be based on natural materials and themes. The interiors in general will resemble locations from which the products originate and reflect the client's commitment to high quality workmanship and fair trade practices.

Display fixtures will be custom made using reclaimed and repurposed wood as well as metal being inspired by a rustic farm theme paying homage to the tobacco barn structure.



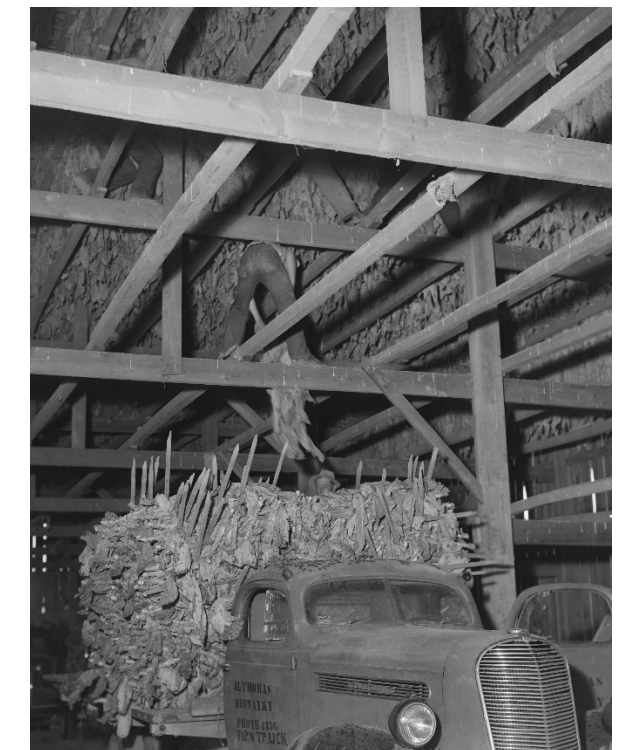
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## Tobacco Barn History:

Tobacco, once harvested, must be cured before it can be used. The flue cured tobacco barn was the primary form used by farmers for this purpose. Constructed mostly from hewn logs, the barns were about 15ft wide by 20ft long and at least 20ft high. The interior had vertically placed racks for hanging the tobacco. A furnace constructed of stone or brick was used to heat ducts that ran under the dirt floor. This heated the air inside the barn and accelerated the curing process. The roof of the barn had a cupola vent or hinged panels that were opened by a rope and pulley system. Opening and closing the vents allowed the farmer to control the temperature of the space.

In North Carolina it is estimated there were more than 500,000 tobacco barns across the state at one time. The number today is around 50,000. The current attitude towards tobacco has not made the preservation popular and saving the cultural heritage of the barns has just recently become a priority among historians. One of the challenges facing preservation is the limited repurposing or reuse potential.

As has occurred with the three barns located in Uptown Greenville, NC, they generally have to be relocated in order to be saved. Due to the small interior square footage of the barns, they are perfectly suited to use as Pop Up retail space.



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## Pop Up Retail Space:

Pop Up shops are small, typically temporary spaces that have become a trend in small business retail. The concept is popular due to the low startup cost and short term commitment to the space.

Many retailers use Pop Up shops for multiple reasons. They include:

- Better Customer Service building long term relationships with customers.
- Provide products to customers typically found only on-line.
- Test a new location without large, risky upfront costs.
- Increase the number of outlets for their product during holidays, special events or new product testing.
- Help sell excess inventory.
- Improve customer awareness of the business and the products offered.



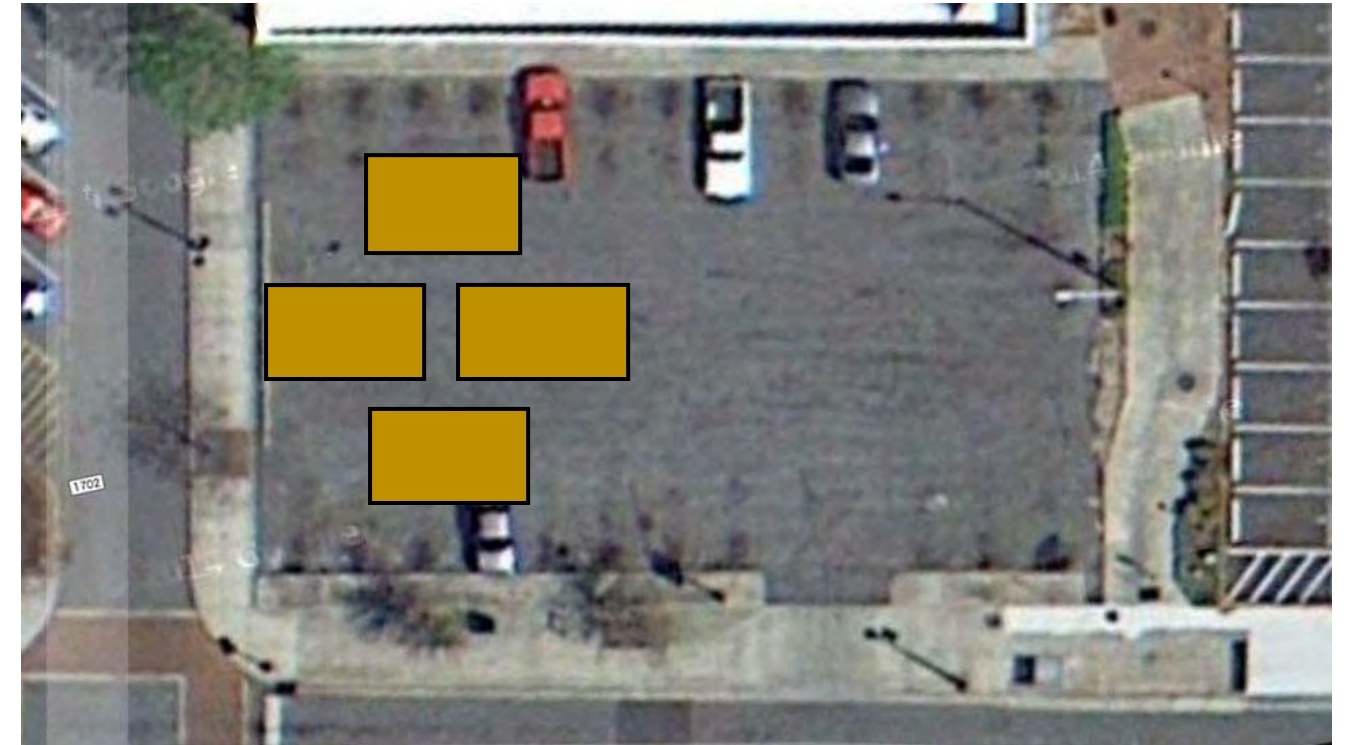
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Project Location:

Located at the intersection of 4<sup>th</sup> Street and Evans Street in Uptown Greenville, NC, the four relocated tobacco barns are in a prime location for use as a Pop Up shop. With a location in the middle of the revitalized area of the shopping district, foot and vehicle traffic provides a steady stream of potential customers.

The majority of the businesses in the vicinity of the barns attract college age and progressive customers who are likely to prefer home textiles and accessories of the organic and handmade variety.

Facing Evans Street, the barns are easily accessed by pedestrians along the existing sidewalk. A large free parking area is located directly behind the buildings and provides convenient and hassle free vehicle access.



Building Footprint



Building Site

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Pop Up Retailing  
Inspirational Images:



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Inspirational Images:



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## Retail Space:

Retail design is important when it comes to attracting customers to your store, encouraging them to browse and purchase merchandise. From the moment a customer sees the exterior or walks into your store, they know if they want to browse or not. In order to keep potential customers interested, a space must be created that is effective and showcases the merchandise.

When a customer first walks into a store they are transitioning from the outside world and into the created brand environment. The display area nearest to the entrance is where the customer first sees the merchandise and starts to make judgments on whether or not they like what they see. Based on the design of the sales floor, the customer will either have a positive or negative reaction. To receive the positive reaction that all store owners strive for, the interior must be pleasing to the eye by utilizing color, lighting and exciting display fixtures.

### Key Points to Remember:

- 90 percent of customers will turn right when entering a store. This is the perfect location to merchandise seasonal, high demand, profit or new items.
- Keeping the flow of the store consistent is important in allowing the customer to move easily throughout.



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- The main path of travel allows the customer to see all merchandise lines and increases the chance of purchase. A circular, or race track, path is the most popular option.
- Changes in materials or lighting is used as way finding and guides customers where you want them to go.
- Slowing down customers is essential and is accomplished by signage, seasonal items and special displays that encourage browsing.
- Keeping high demand or high profit items at eye level, while placing commodity merchandise higher or lower on fixtures, allows the owner to manage inventory turnover and gross margin.
- Changing displays often will keep customers coming back into the store.
- Cash wraps should be placed at natural stopping points in the traffic flow design.
- Encourage impulse buying by stocking commonly used merchandise adjacent to the cash wrap.



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