

MACAROONS BAKERY LOUNGE



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TEAM IDENTITY



THE MACAROON IS A TRADITIONAL PASTRY ORIGINATING IN PARIS. IN PARISIAN CULTURE THEY OFTEN HAVE A “THIRD PLACE” WHERE PEOPLE MEET AND SOCIALIZE. THESE PLACES ARE CONSIDERED AN INTIMATE SETTING IN A PUBLIC PLACE. ORGINALLY MACAROONS ONLY CAME IN TRADITIONAL PASTEL COLORS AND WERE LATER REVOLUTIONIZED USING FLOOD COLORINGS. THE SHAPE AND COLOR PALLETTE OF THE MACAROON WILL BE CONSIDERED IN OUR DESIGN. IN THE SAME WAY CHEFS REVOLTIONIZED THE MACAROON THIS SPACE WILL REVOLUTIONIZE THE “THIRD PLACE” IDEAL.



Cassis



Chocolate



Coconut



Coffee



Lemon



Licorice



Pistachio



Raspberry



Red Velvet



Rose



Salted Caramel



Vanilla

CONCEPT



BUILDING SECTIONS:

STORE NAME:

WEST: COFFEE AND SMOOTHIES

GLASS DISPLAY

SHELVING

COFFEE BAR

REGISTER

NORTH: LOUNGE

TABLES AND SEATING

EAST: MACAROONS

DISPLAY

SHELVING

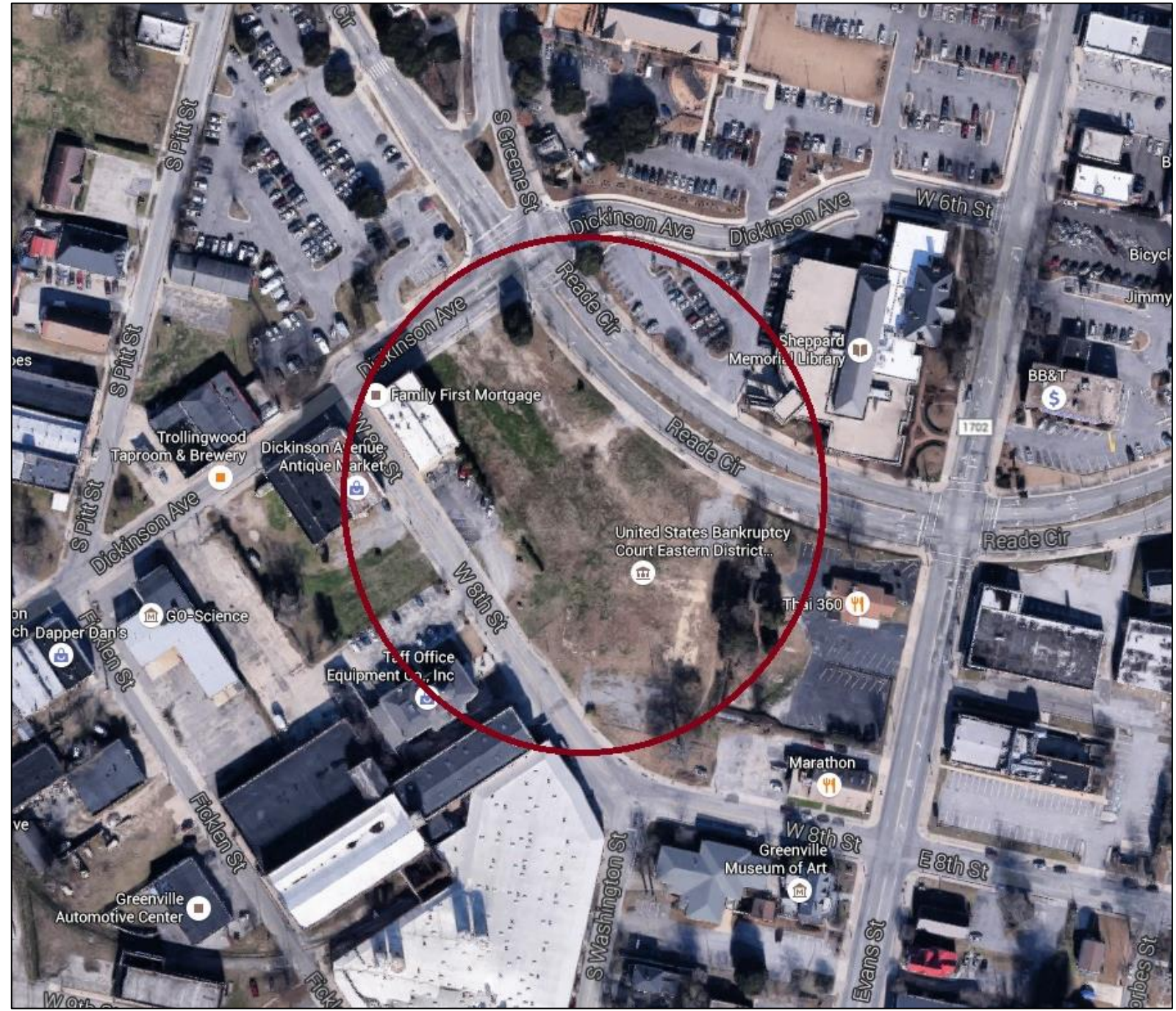
REGISTER



PROGRAM



OUR LOCATION IS ON THE CORNER OF READE CIRCLE AND DICKINSON AVENUE. WE CHOSE THIS LOCATION BECAUSE IT IS WALKING DISTANCE FROM ECU CAMPUS, DOWNTOWN GREENVILLE, AND IN THE HEART OF THE ART DISTRICT.



LOCATION



RETAIL

RETAIL DESIGN TAKES ELEMENTS FROM INTERIOR DESIGN, GRAPHIC DESIGN, ARCHITECTURE, INDUSTRIAL DESIGN, ETC.

THE GOAL OF THE DESIGN IS TO MAKE IT AS EASY AS POSSIBLE FOR THE CONSUMER TO PURCHASE THE GOODS. RETAIL DESIGN IS USED TO DISPLAY THE PRODUCTS IN A WAY THAT MAKES THEM SELL.

ICONIC RETAILERS SUCH AS MACY'S DRAW CUSTOMERS IN BY CREATING INTERESTING DISPLAYS.

LARGE WINDOW DISPLAYS ARE A KEY COMPONENT FOR MOST RETAILERS.

THE DISPLAY WINDOWS CAN BE JUST AS IMPORTANT AS THE INTERIOR DESIGN TO RETAILERS.



POP-UP SHOPS ARE A NON-COMMITAL WAY OF OPENING A RETAIL STORE. IT IS A WAY FOR INDIVIDUALS OR COMPANIES TO TEST WHETHER OR NOT THEIR BUSINESS WILL THRIVE IN A NEW ENVIRONMENT WITHOUT HAVING TO COMMIT.

POP-UP STORES COME IN MANY SHAPES AND SIZES WITH A CREATIVE TWIST ADDED TO THEIR DESIGN. THEY ARE LOCATED IN HIGH TRAFFIC AREAS AND TEND TO BE A CHEAPER ALTERNATIVE TO LONG TERM LEASING.

POP-UPS ARE A GREAT WAY FOR CUSTOMERS TO HAVE AN EXPERIENCE WITH THE RETAILER AS OPPOSED TO SHOPPING ONLINE FOR THEIR PRODUCTS.



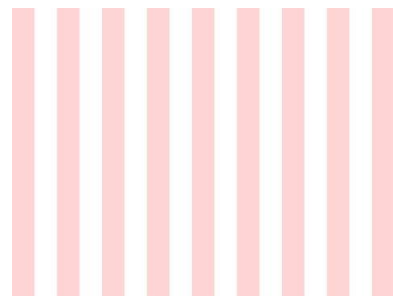
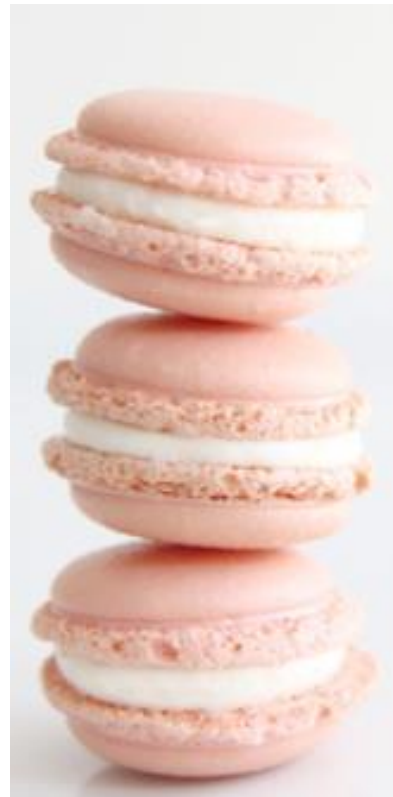
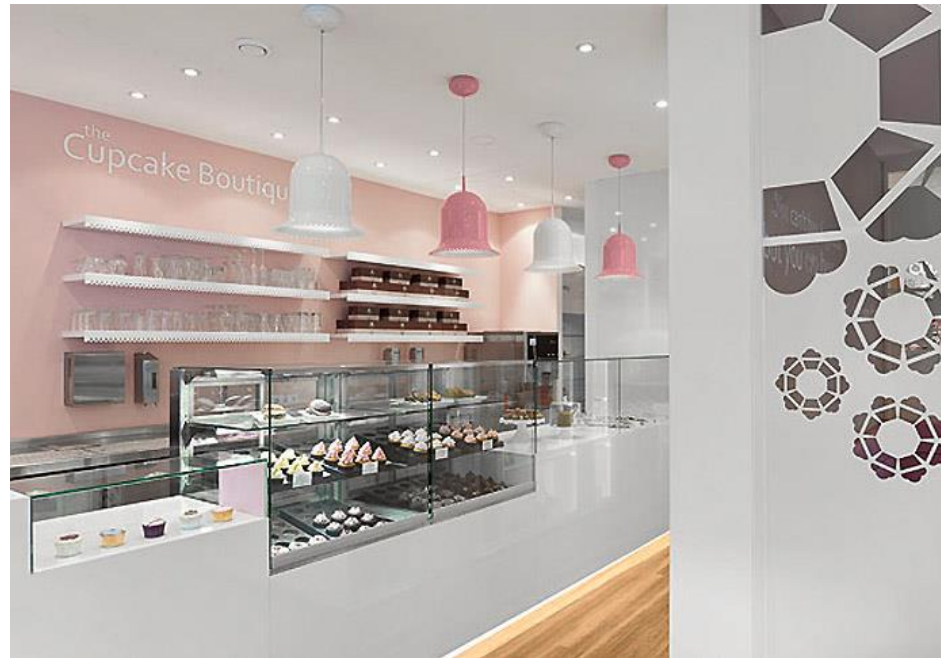
POP-UP SHOPS



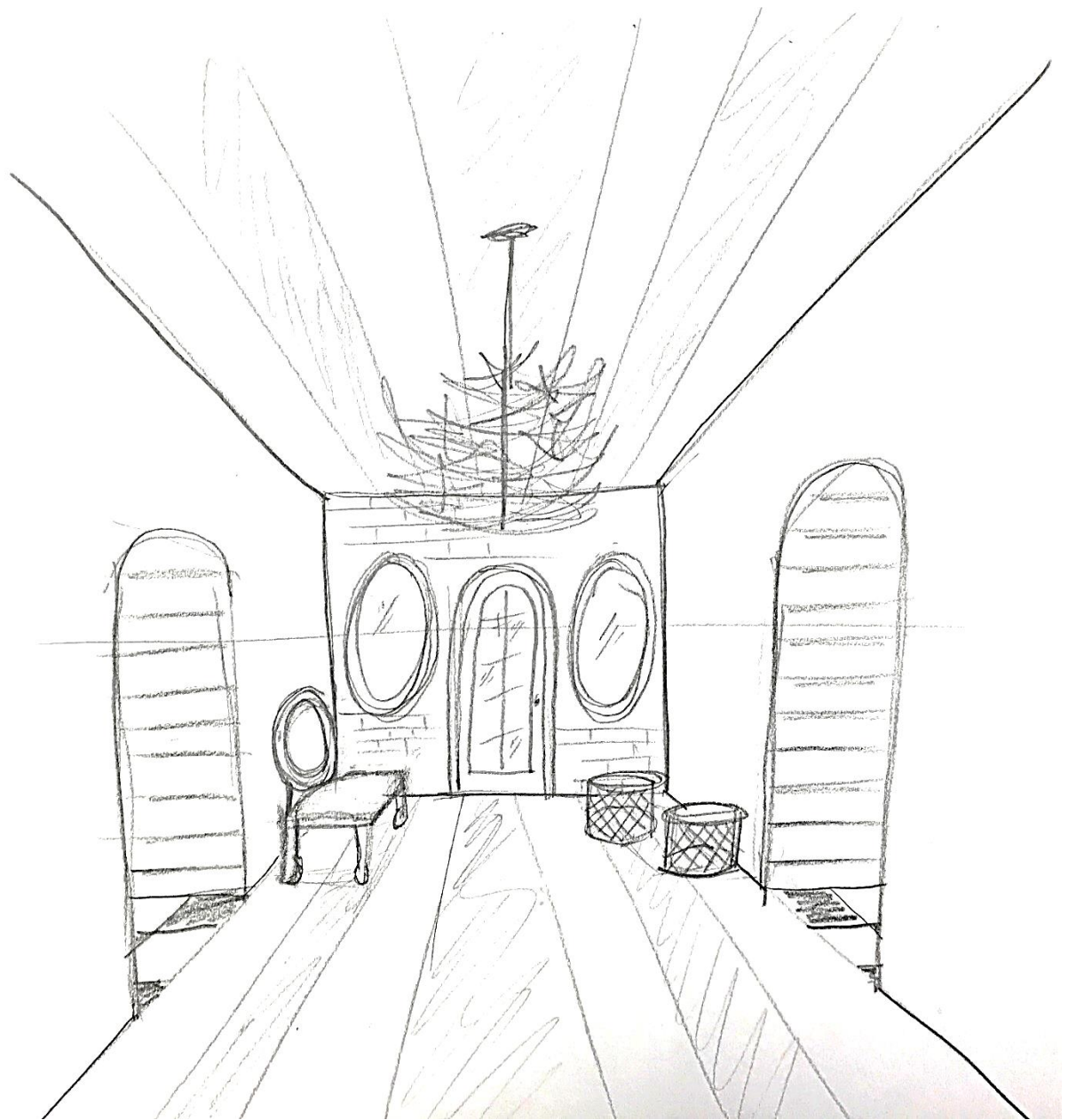
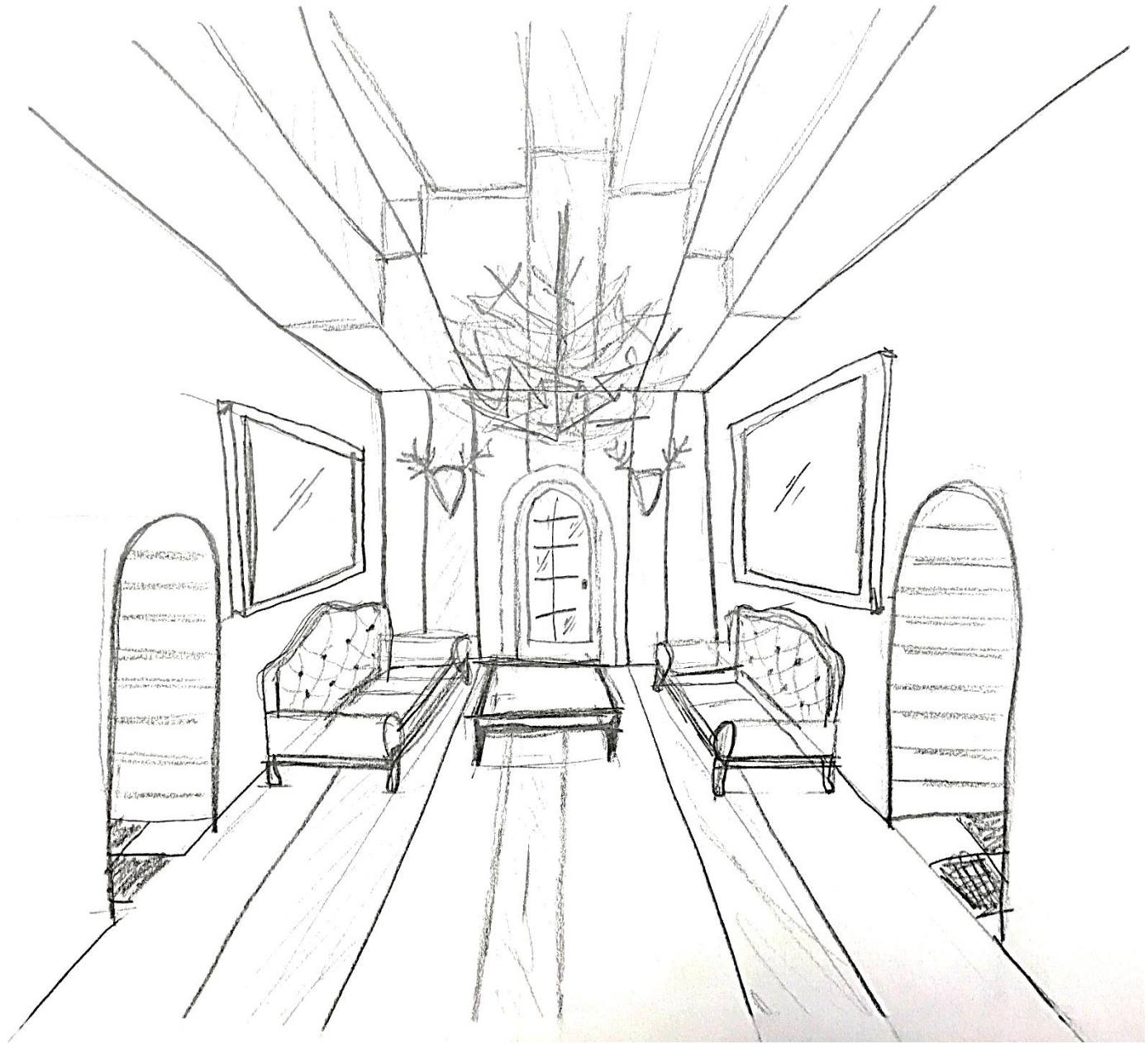
TOBACCO BARN

IN THE 1950'S THERE WERE AROUND HALF A MILLION TALL, PLAIN, 20 X 20 FOOT SQUARE BUILDINGS LOCATED IN NORTH CAROLINA REFERRED TO AS TOBACCO BARNS. IN NORTH CAROLINA, MOST OF THE TOBACCO BARNS WERE USED FOR FLUE-CURED TOBACCO. FLUE-CURED TOBACCO WAS GIVEN ITS NAME DUE TO THE DRYING PROCESS THAT WAS DONE INSIDE OF THE BARN. TOBACCO BARNS CONSIST OF GABLED ROOFS, FRAME CONSTRUCTION AND A VENTILATION SYSTEM WHICH IS USED TO SLOW THE DRYING. OLD TOBACCO BARNS ARE REPURPOSED INTO MANY DIFFERENT FUNCTIONS TODAY.





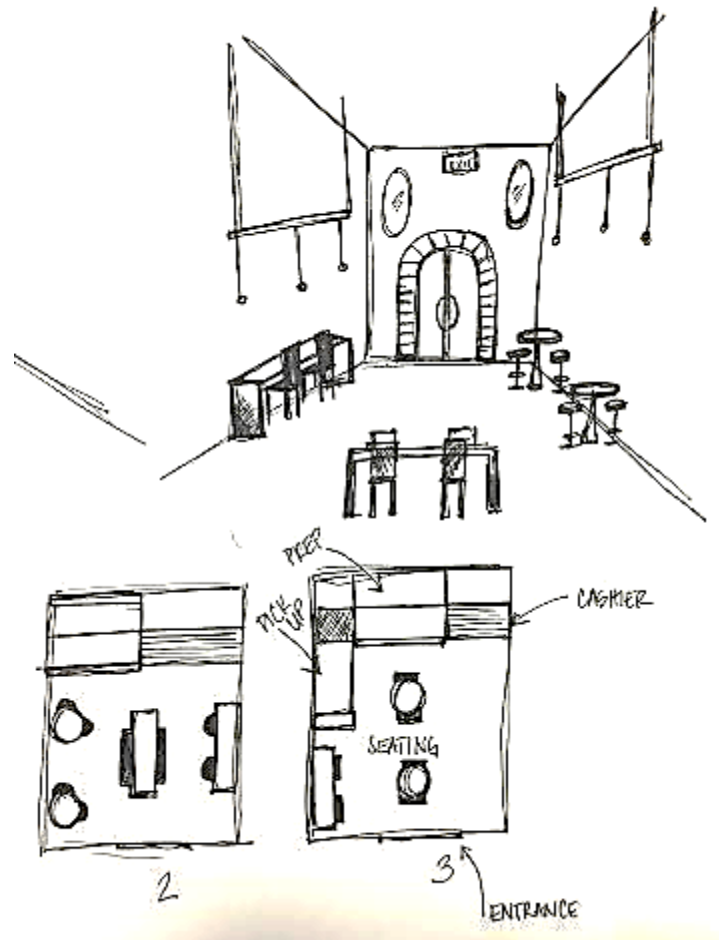
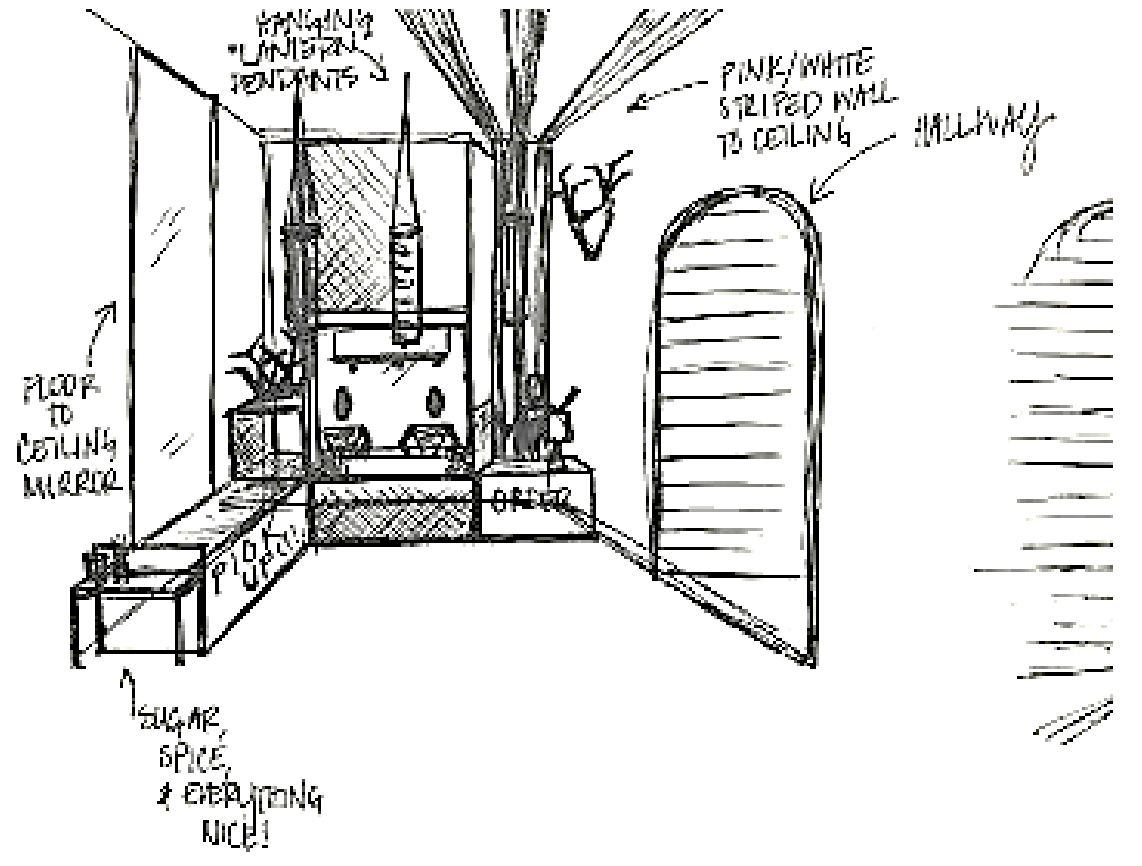
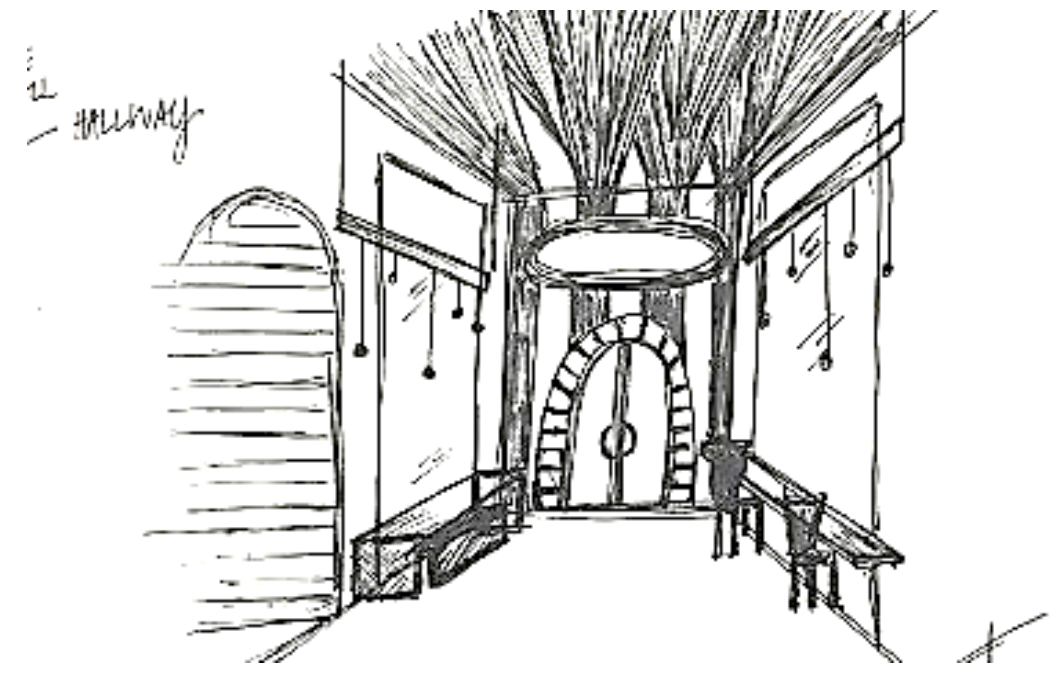
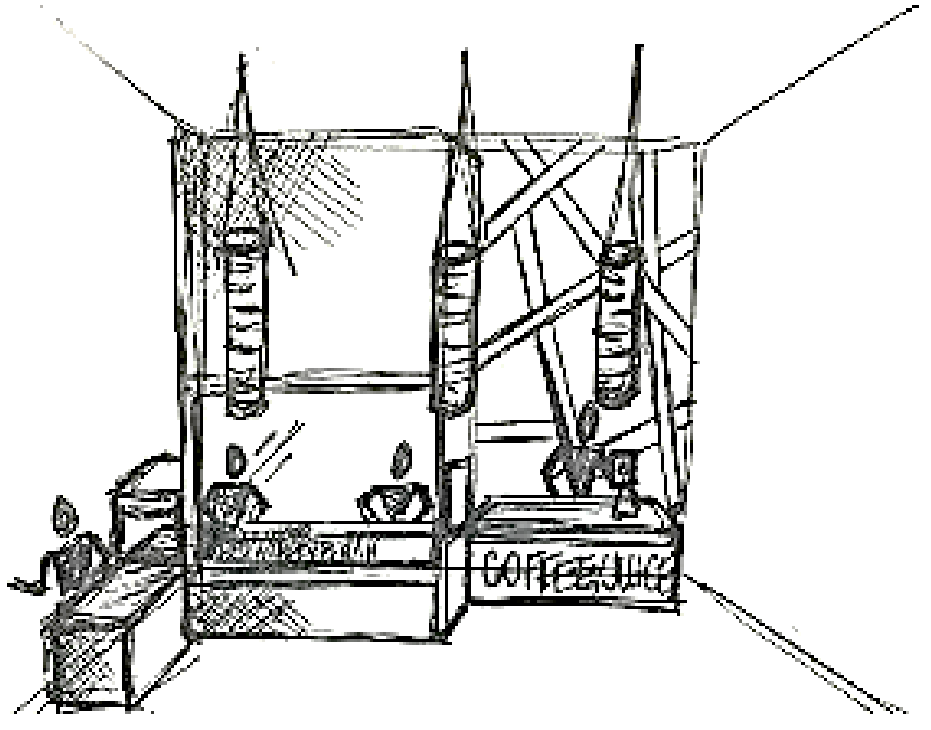
INSPIRATION



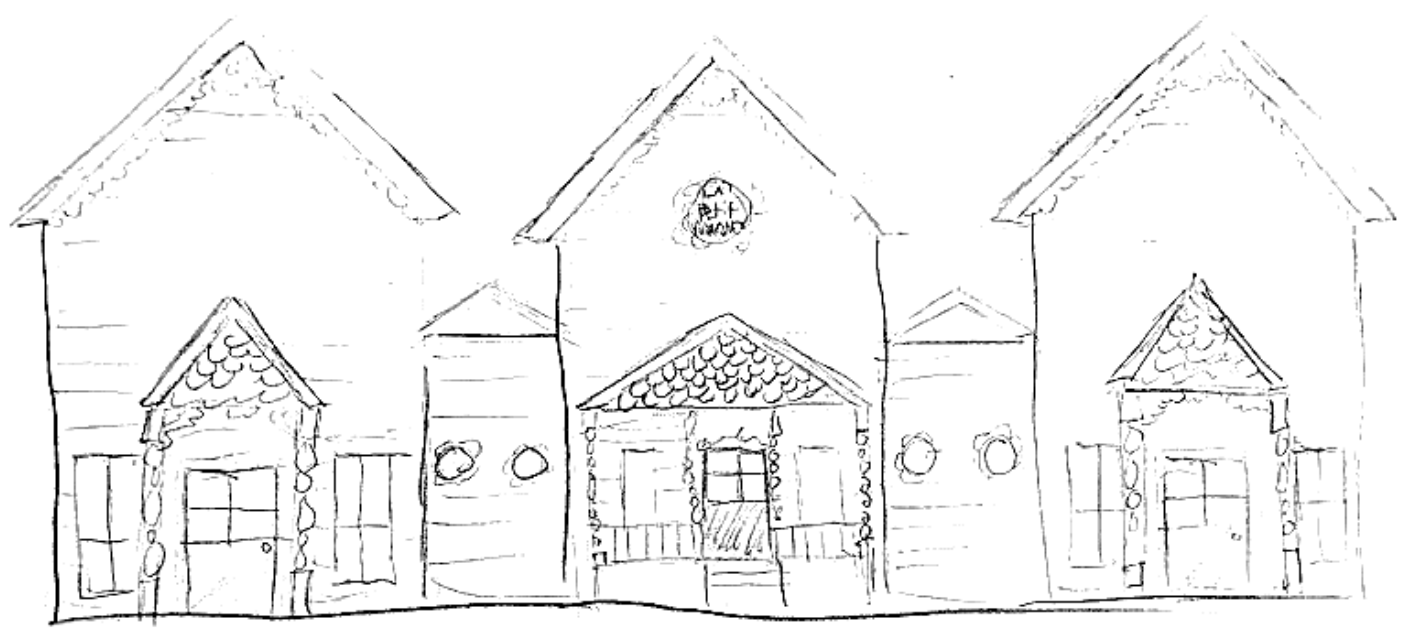
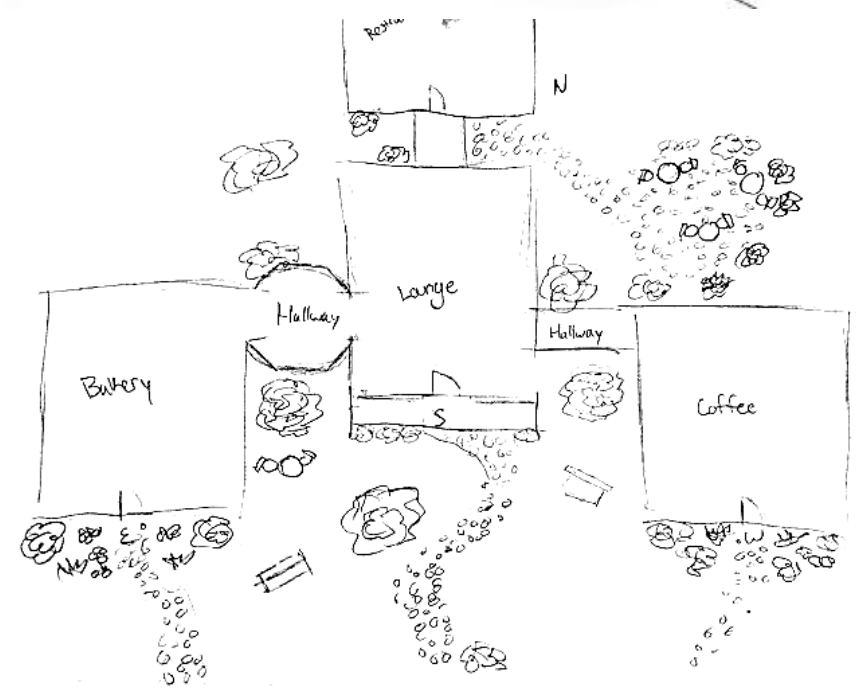
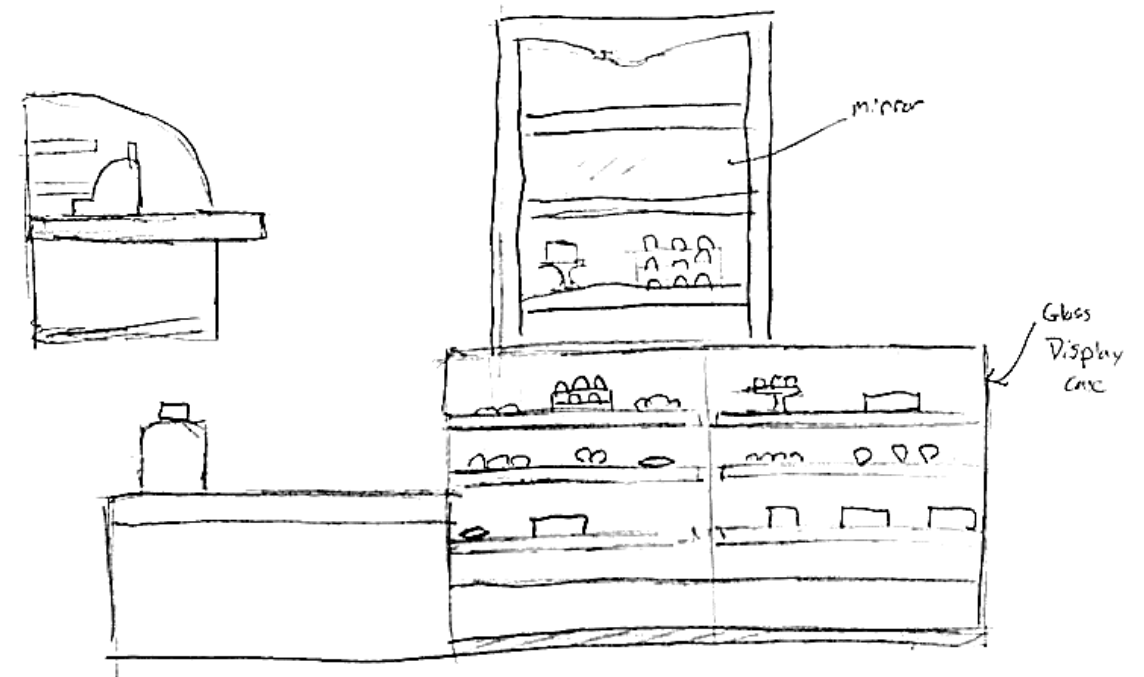
LOUNGE SKETCHES



C O F F E E E / J U I C E B A R



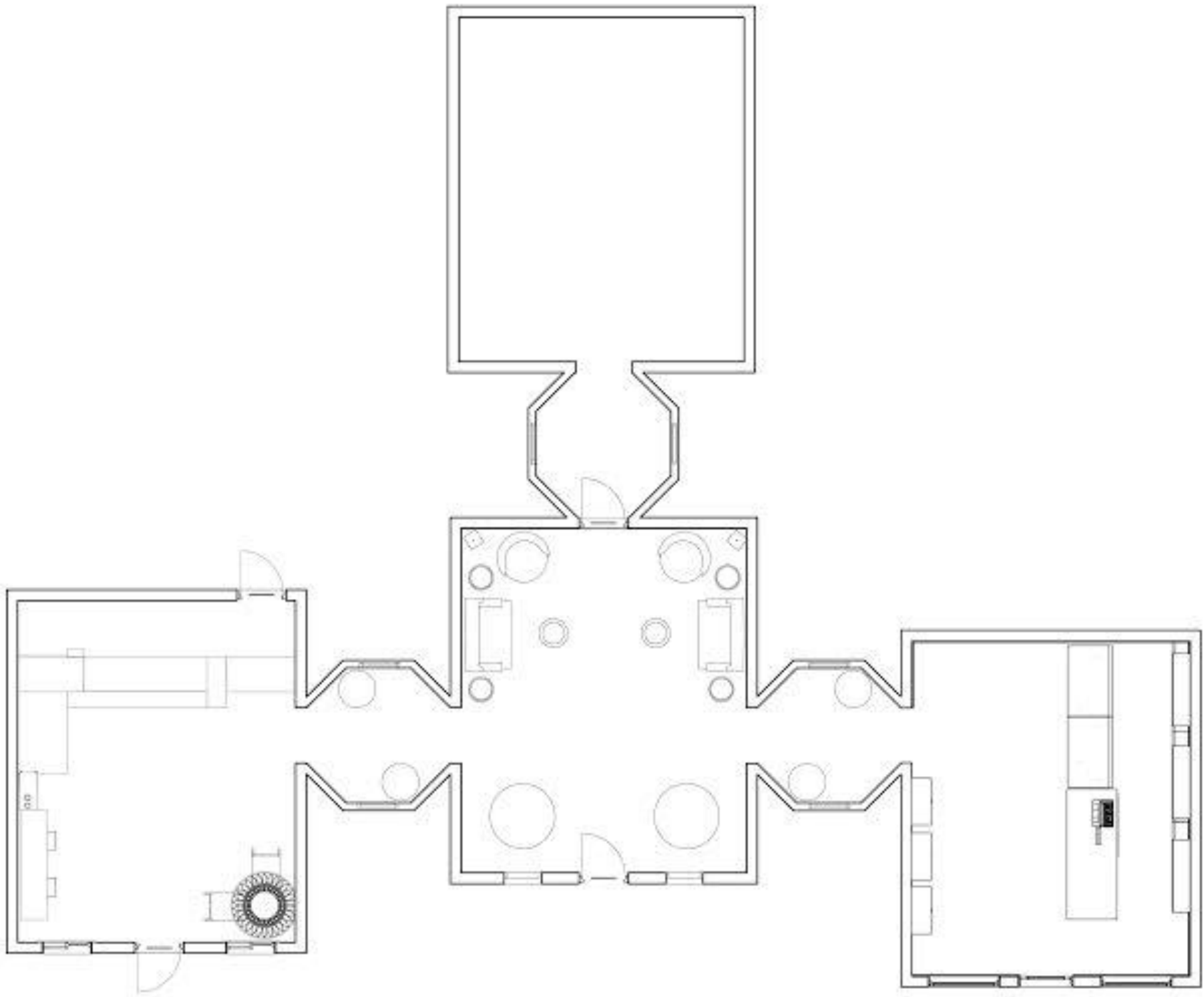
PASTRY SKETCHES

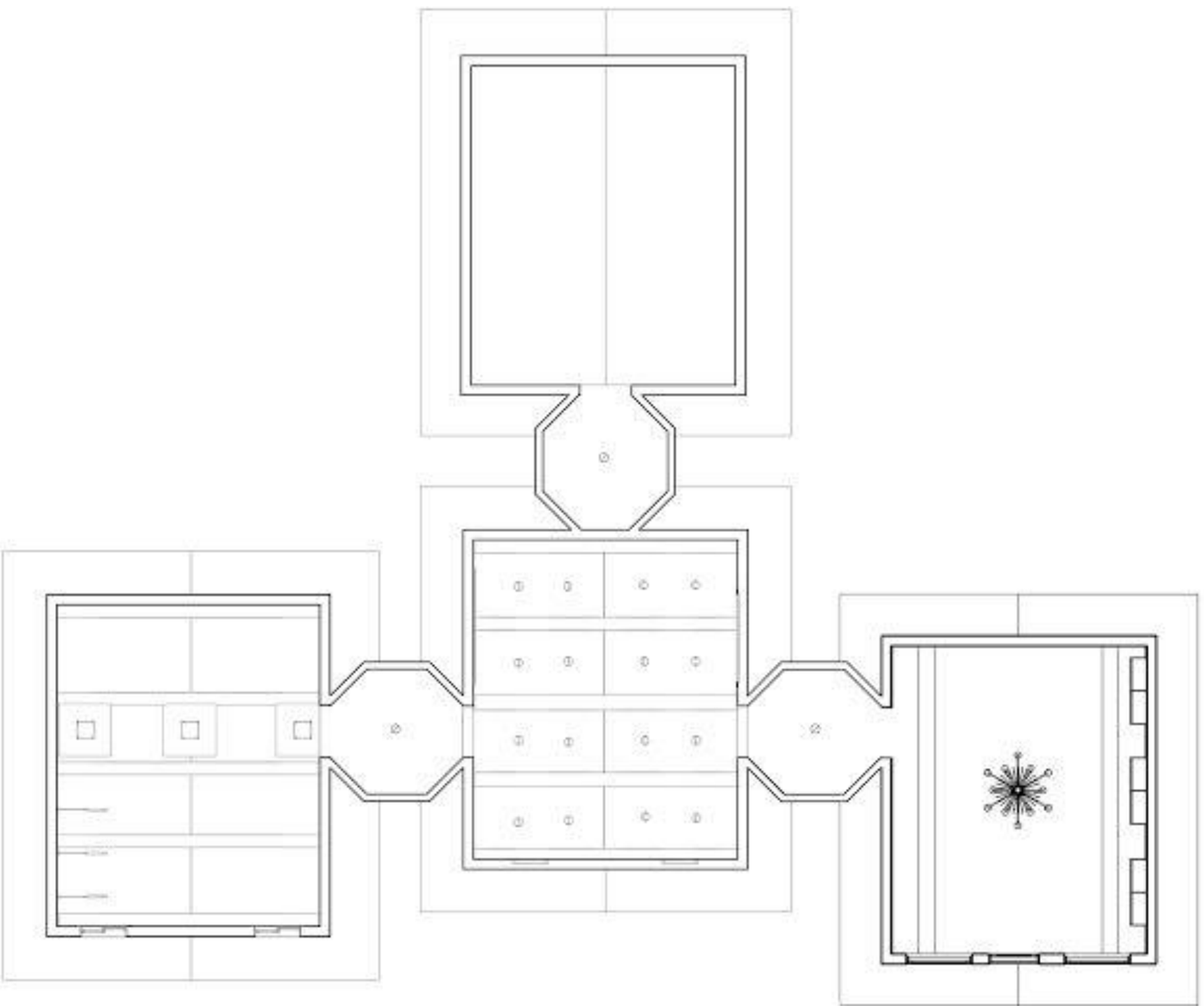


- white wooden siding
- lattice work
- worn copper roof
- port hole windows



FLOORPLAN





RCP





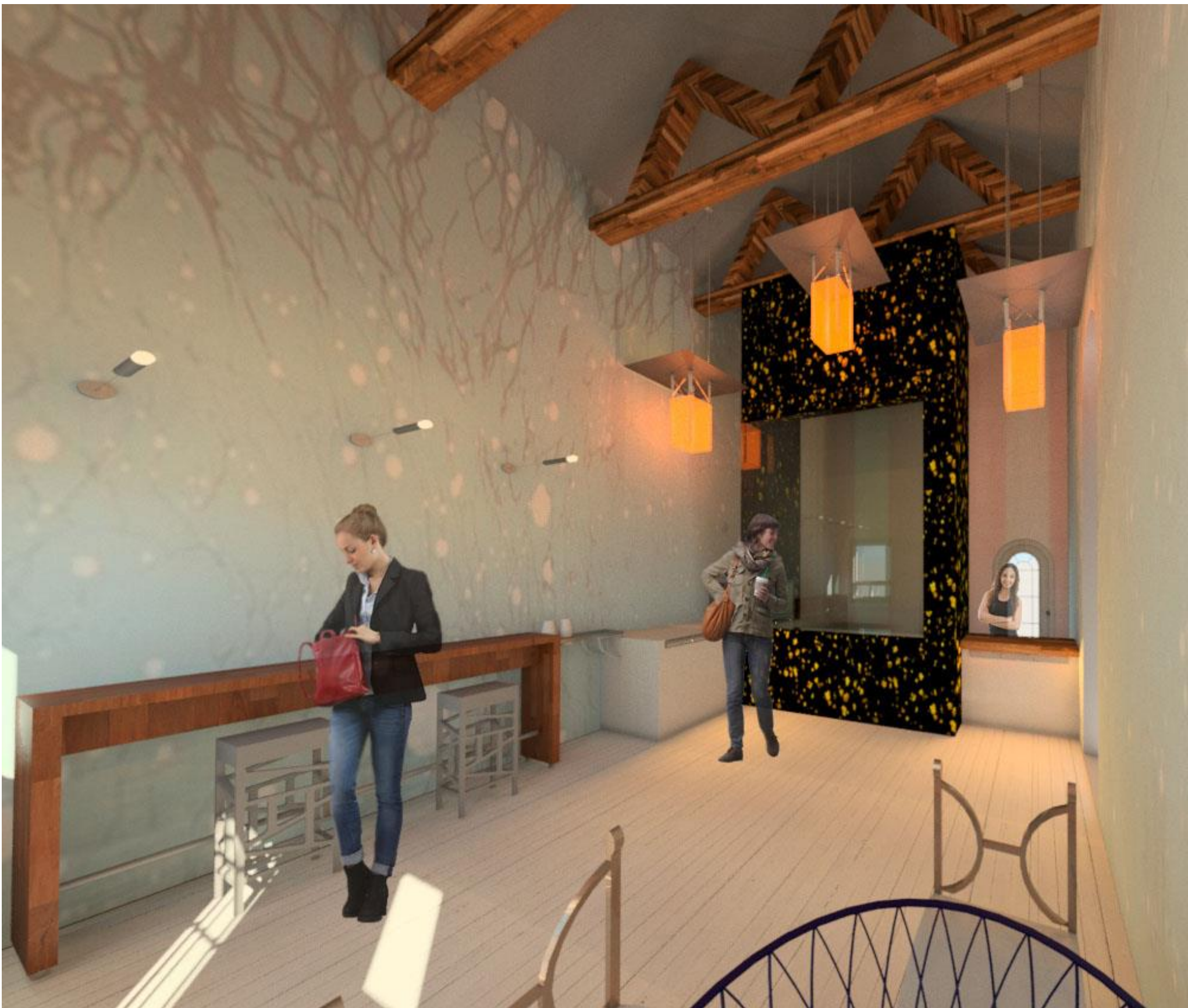
LOUNGE





LOUNGE





COFFEEE / JUICE BAR





PASTRY ROOM

