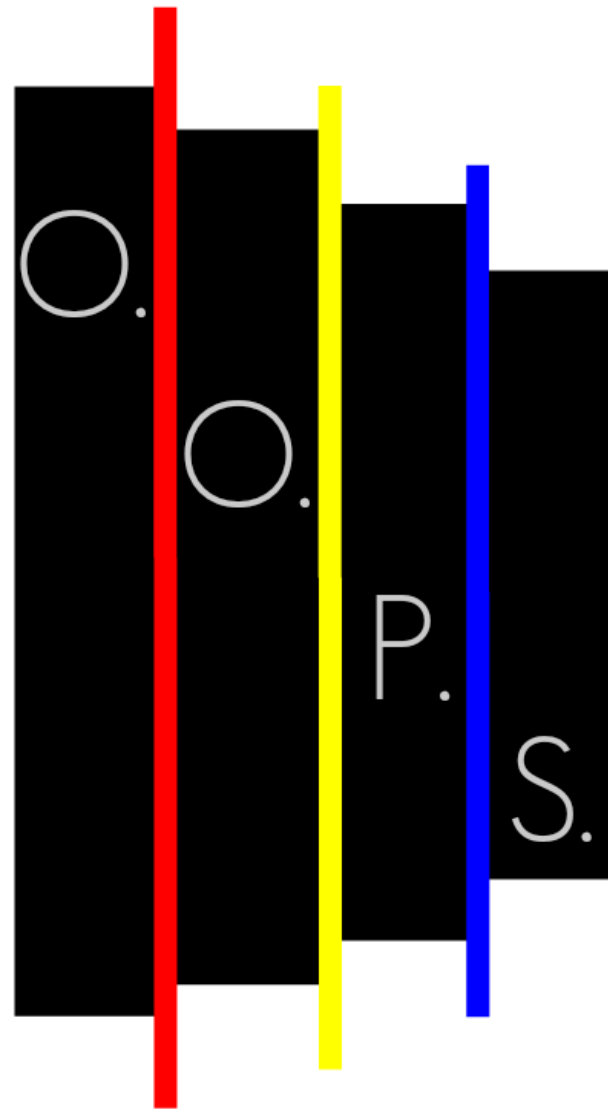


MARECK MOLINA

PORTFOLIO 1



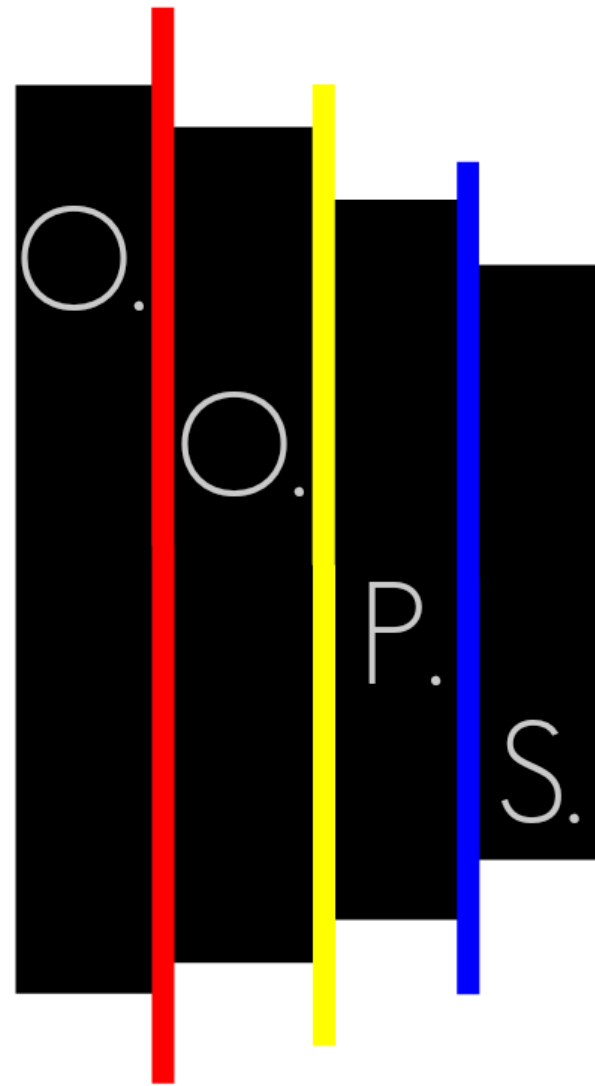
TEAM IDENTITY

o.o.p.s. is a design firm with two principle designers; Out Of Place Students.

Cindy Mareck;TheTime Project Manager, will be designing the workshop space.

Ro Molina;The Communications Project Manager, will be designing the consignment merchandising space.

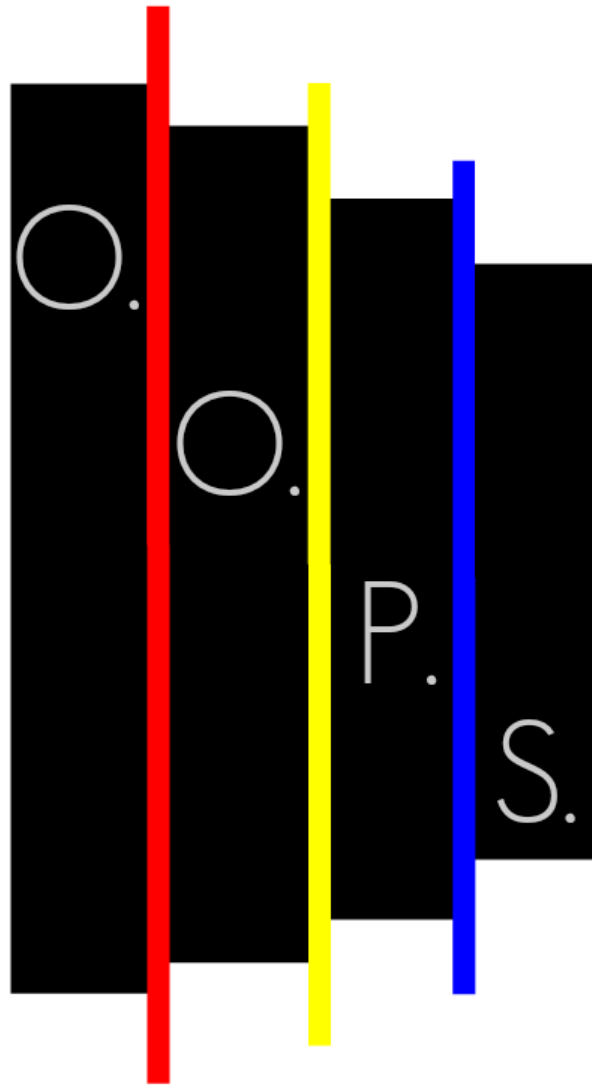
Both designers will collaborate on the rest rooms and stock area.



CLIENT PROFILE

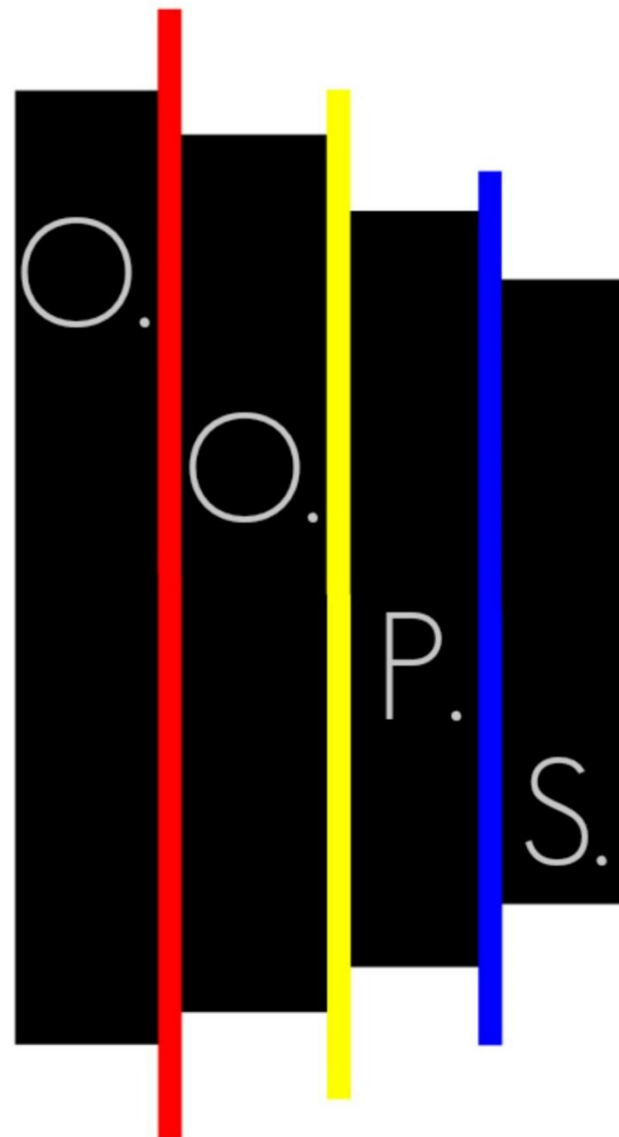
The client, The Struggle, is a catch-all for those misplaced home décor items. The use of the space is to not only consign previously owned décor items, but to also hold workshops to encourage the Greenville NC community to reuse and repurpose their own home furnishings.

The Struggle has chosen three adjacent previous tobacco barns located in Uptown Greenville North Carolina. The clients have requested the merchandise to be displayed on the floor and on various wall and floor shelving. The clients have also requested having tables and chairs available for use for the workshop area.



DESIGN CONCEPT

Graphic visuals are a metaphor for furniture construction. Designs will include inspiration from Modrian Art as well as puzzle piece designs.



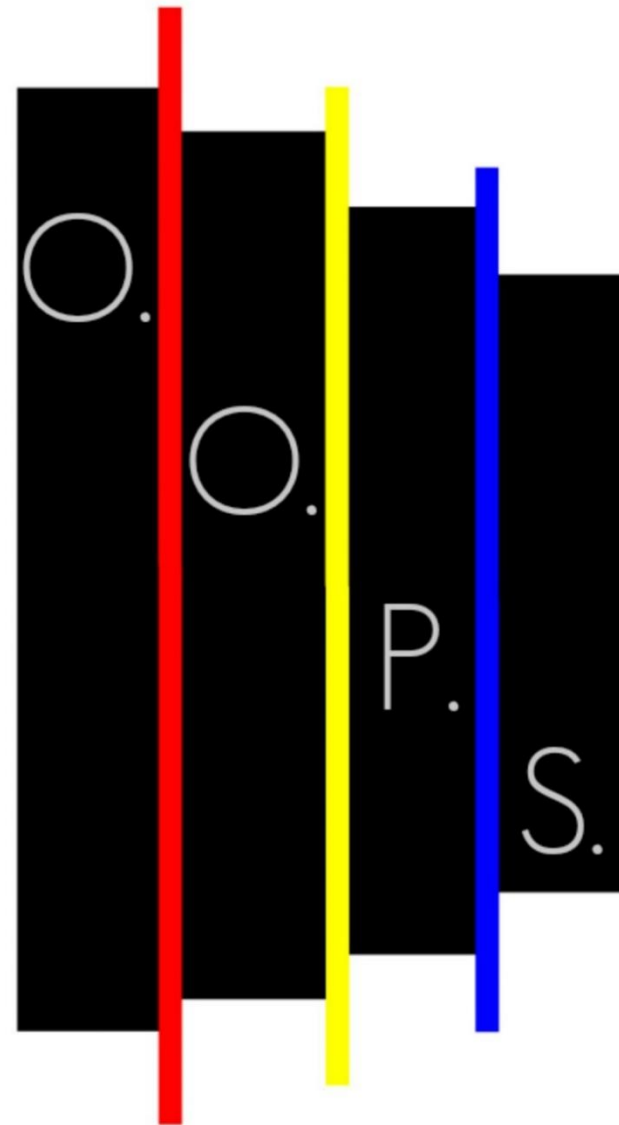
RETAIL RESEARCH

Second Hand Retail: In second hand retail shops the retailer sells second hand goods to the end-users. Such shops generally run for charity where people donate their used merchandise to be resold to the poor and needy free of cost.

Retailing can be done in stores, online, or even door-to-door. Some in-store retailers even go as far as providing extra comfort for their consumers such as day-care and restaurants. Retailers have also provided extra comfort for their consumers by offering early-bird specials, and specific credit card/reward card programs for preferred consumers.

One of the biggest ways to increase sales in retail establishments is to buy and price for profit. An establishment could also redecorate to attract more traffic. This could include bold colors or strong graphics as well as beautifully designed store windows to catch the eye.





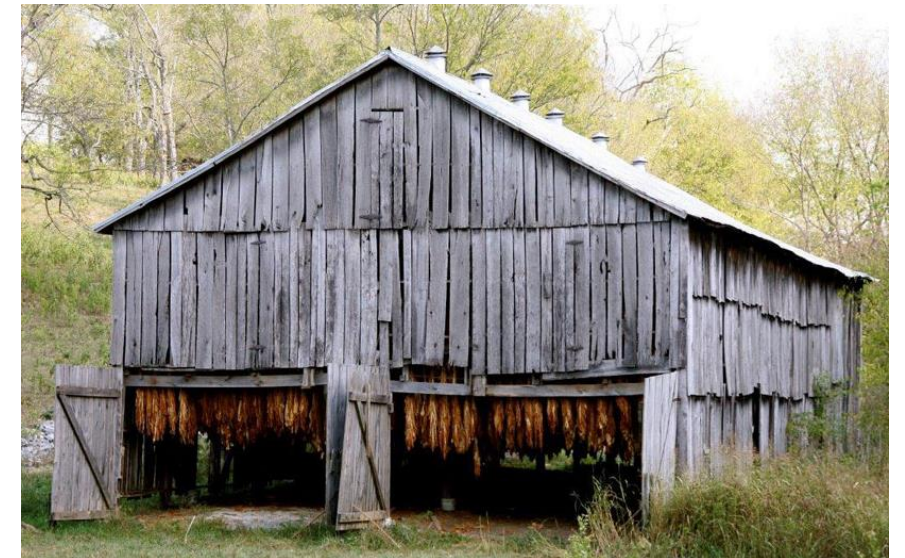
TOBACCO BARNS

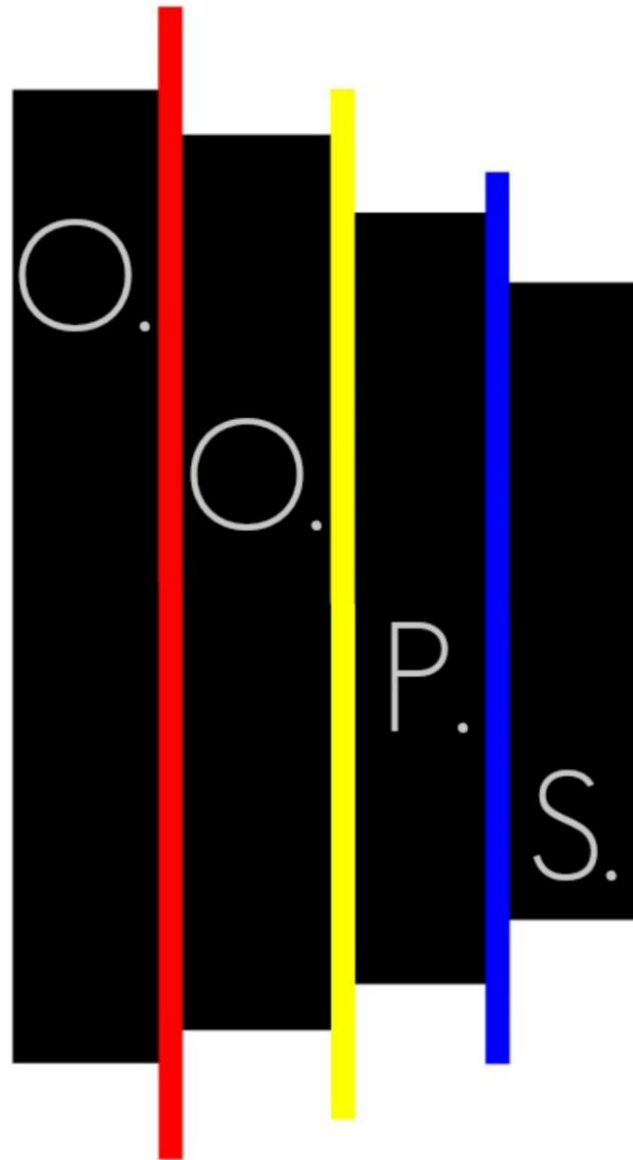
Tobacco barns have been around for many centuries. Most families grew up on a tobacco farm and usually owned a tobacco farm. It was one of the ways they made income to support their families. Tobacco barns still exist today, but are more technologically advanced.

Flue-cured barns were located usually close to a tobacco farm. The barns were kept far from the house because of the fumes of the cured tobacco.

Most all tobacco barns have good ventilation needed for the curing of the drying tobacco. The building let in enough air for the tobacco to cure itself over several weeks.

The material used to build these barns were wood, nails, gabled roof and framed construction and a tin roof to keep the water out.





POP-UP SHOPS

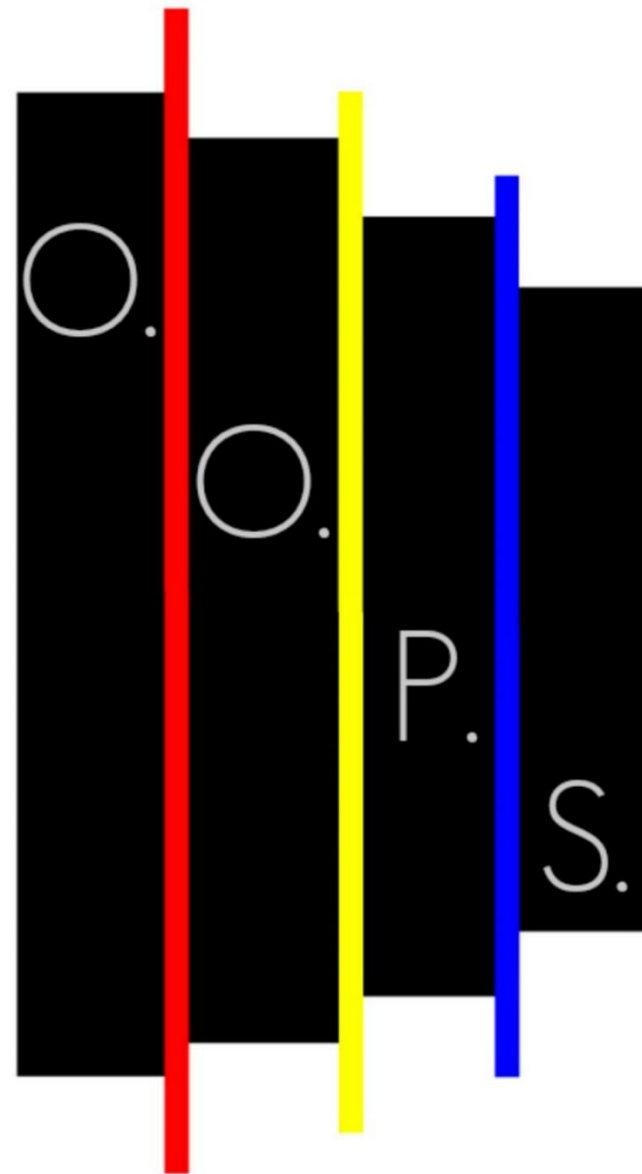
Pop-up shops are temporary retail stores that is opened temporarily to take advantage of a trend or a seasonal product.

Typically located in high foot-traffic areas and sell seasonal or temporary products.

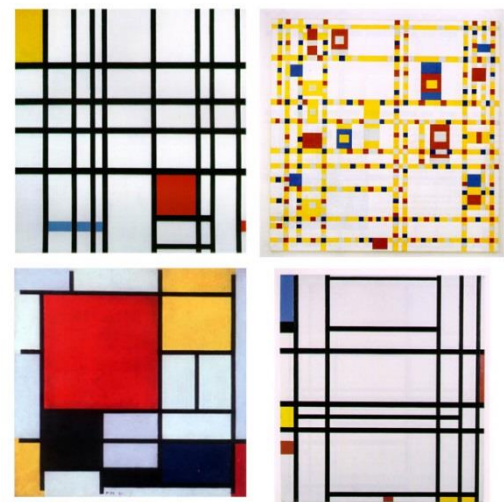
Pop-up Shops are usually graphic and bolder to quickly draw consumers into their stores.

They create a sense of urgency to "get it while it lasts" as well as generate brand awareness.



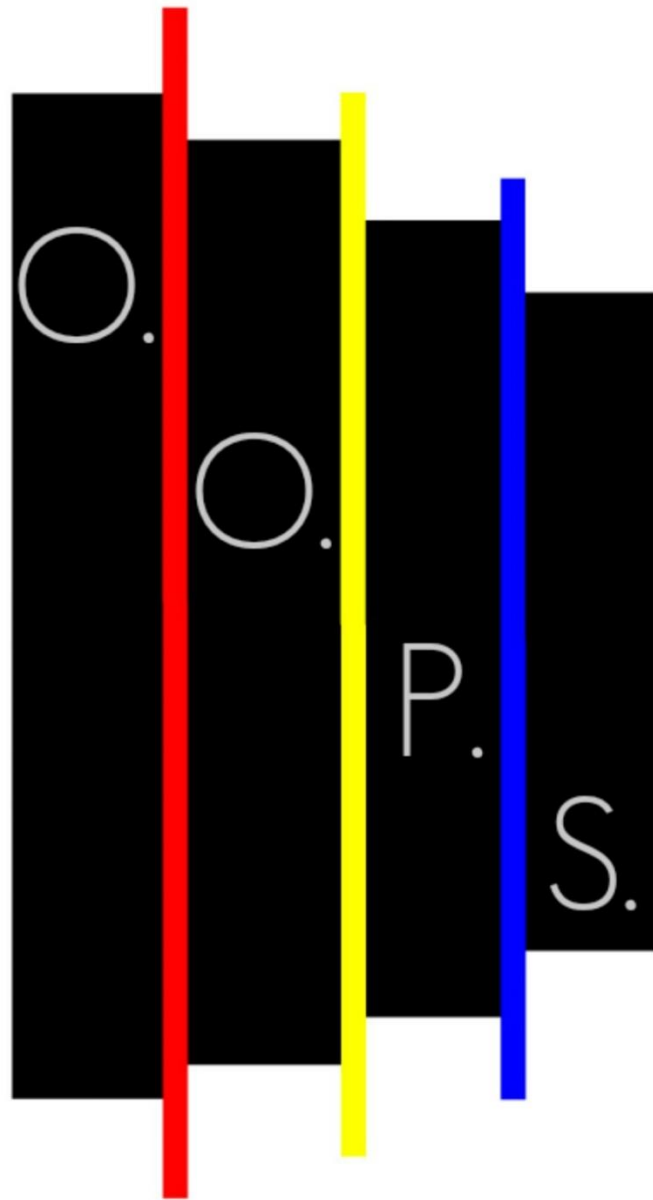


INSPIRATION



HAPPINESS IS HOMEMADE



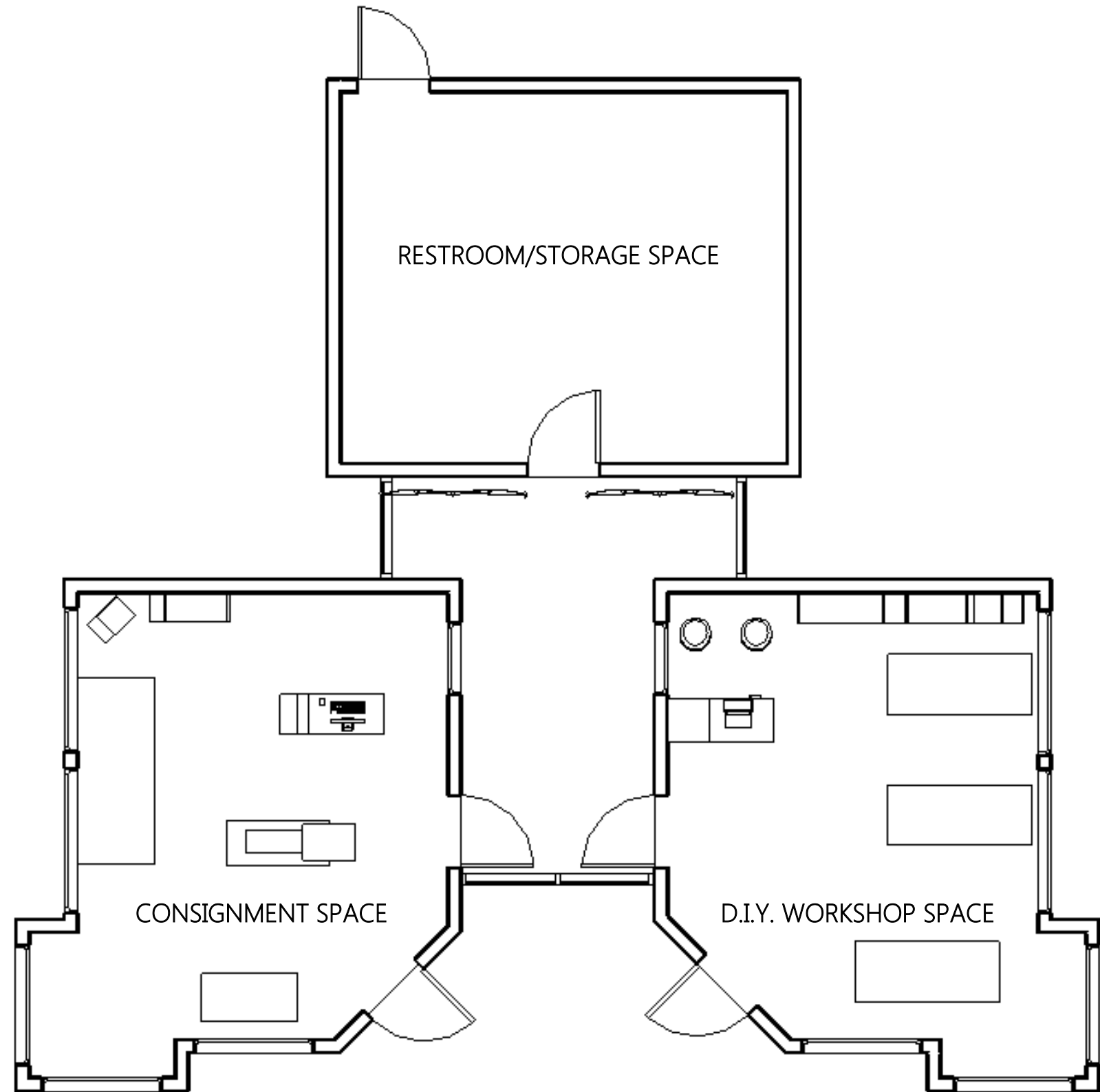
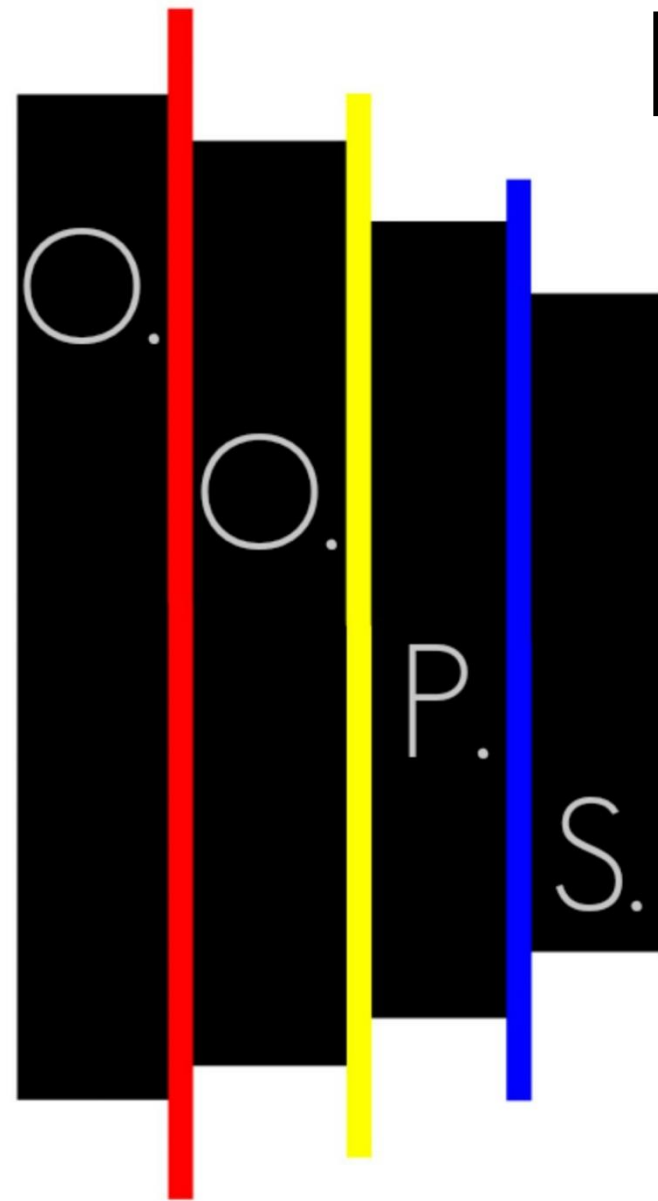


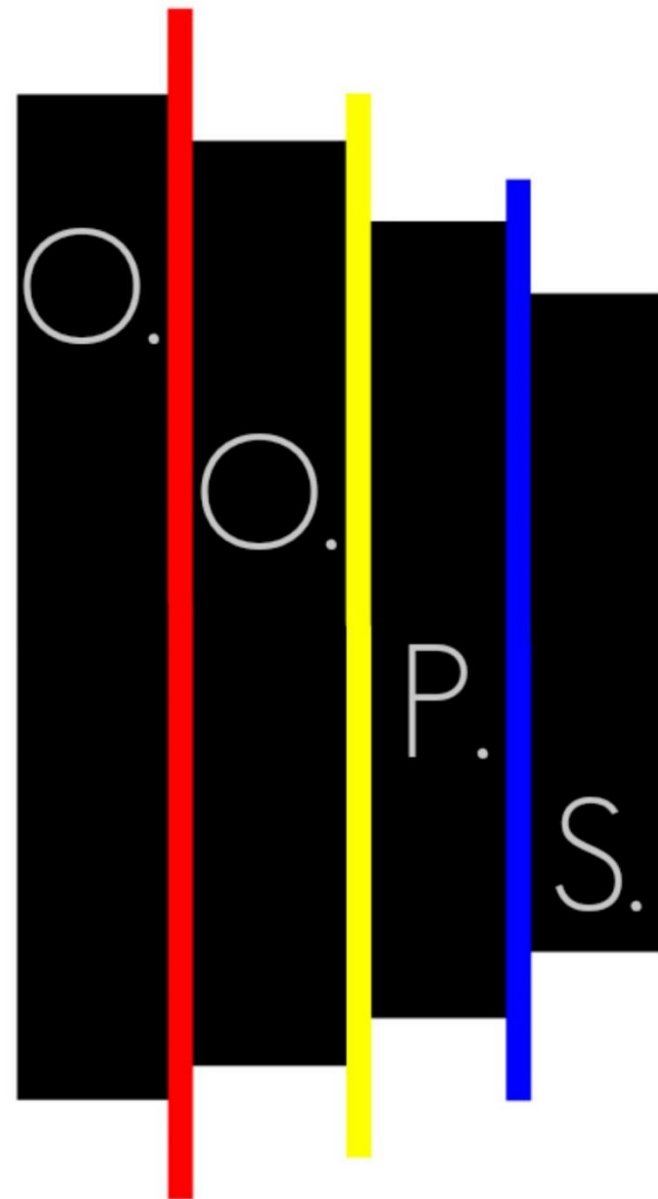
LOCATION

Location of *The Struggle* pop-up shop will be on the corner of Evans St. and 10th Street.



FLOOR PLAN

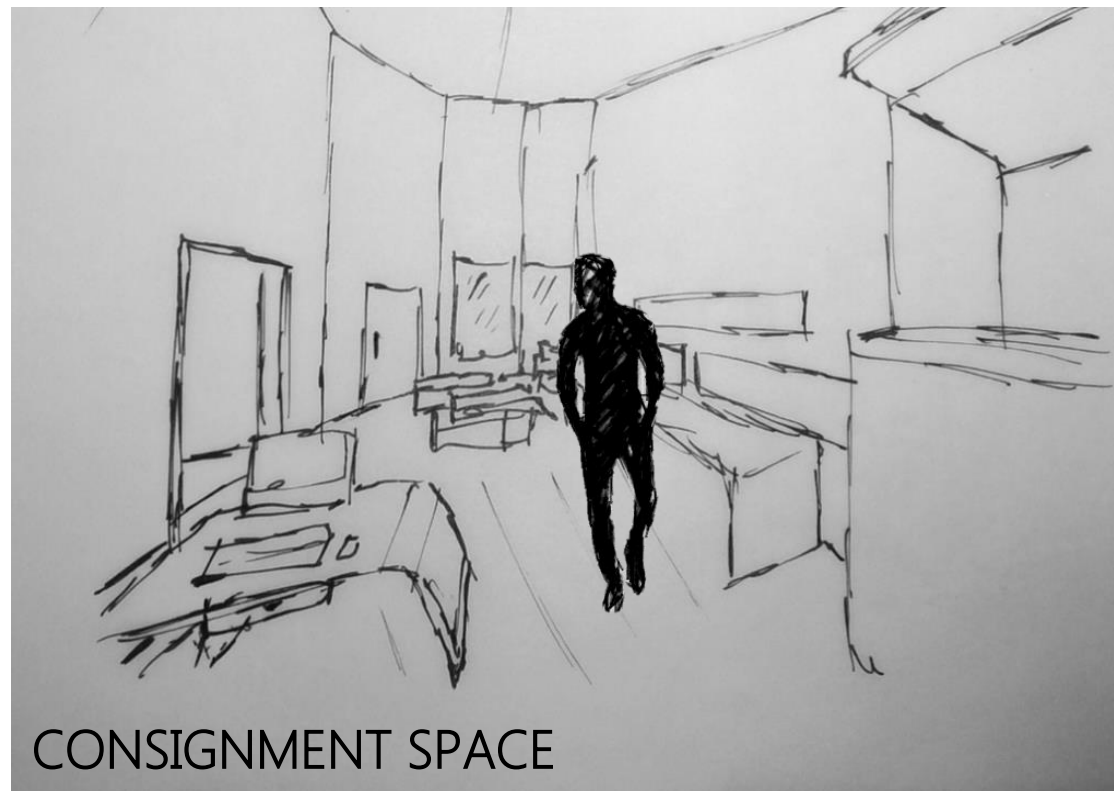




SKETCHES



DO IT YOURSELF WORKSHOP SPACE



CONSIGNMENT SPACE

PERSPECTIVES

