



PORTFOLIO 2

Heather Smith
Deandra Goodman
Ivy Griggs

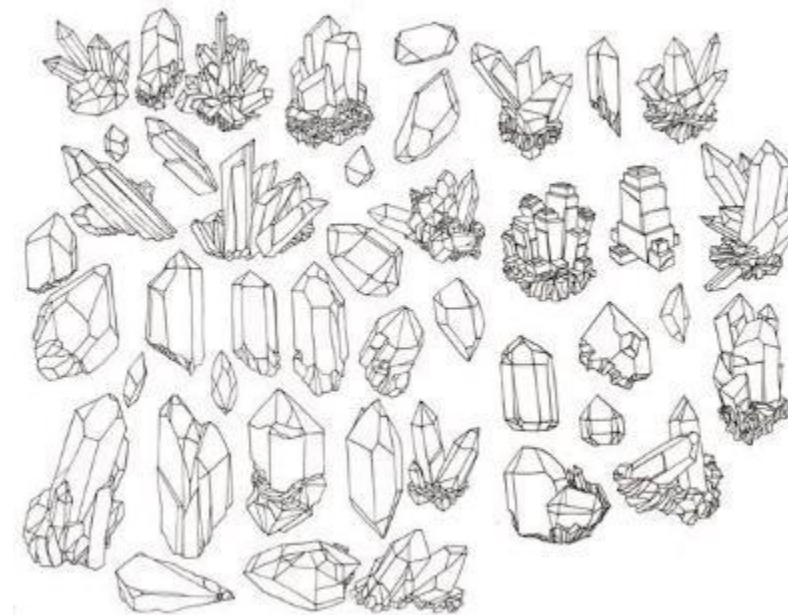
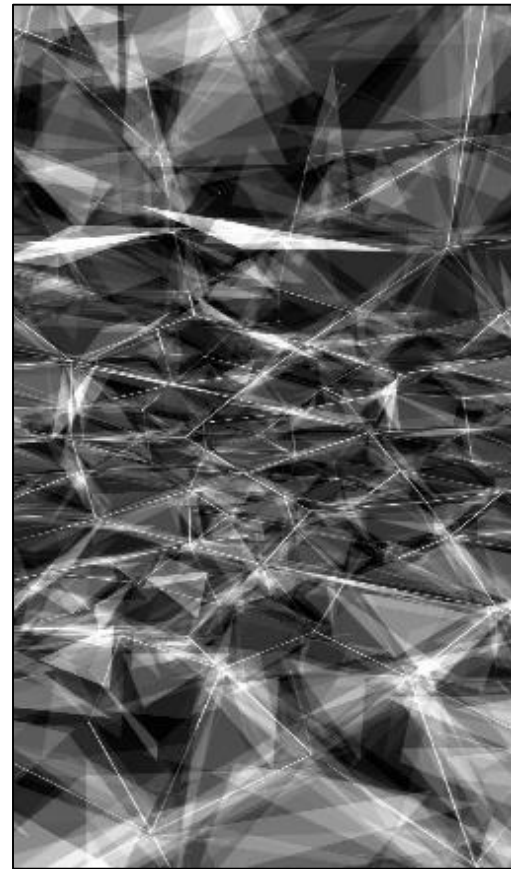
ABSTRACT

Our goal as a group was to create a contemporary design that flowed equally between our retail spaces. Our designs focus on geometric forms and pattern while exploring contrast with color and natural materials.

Smith, Heather Danielle
IDSN 4600

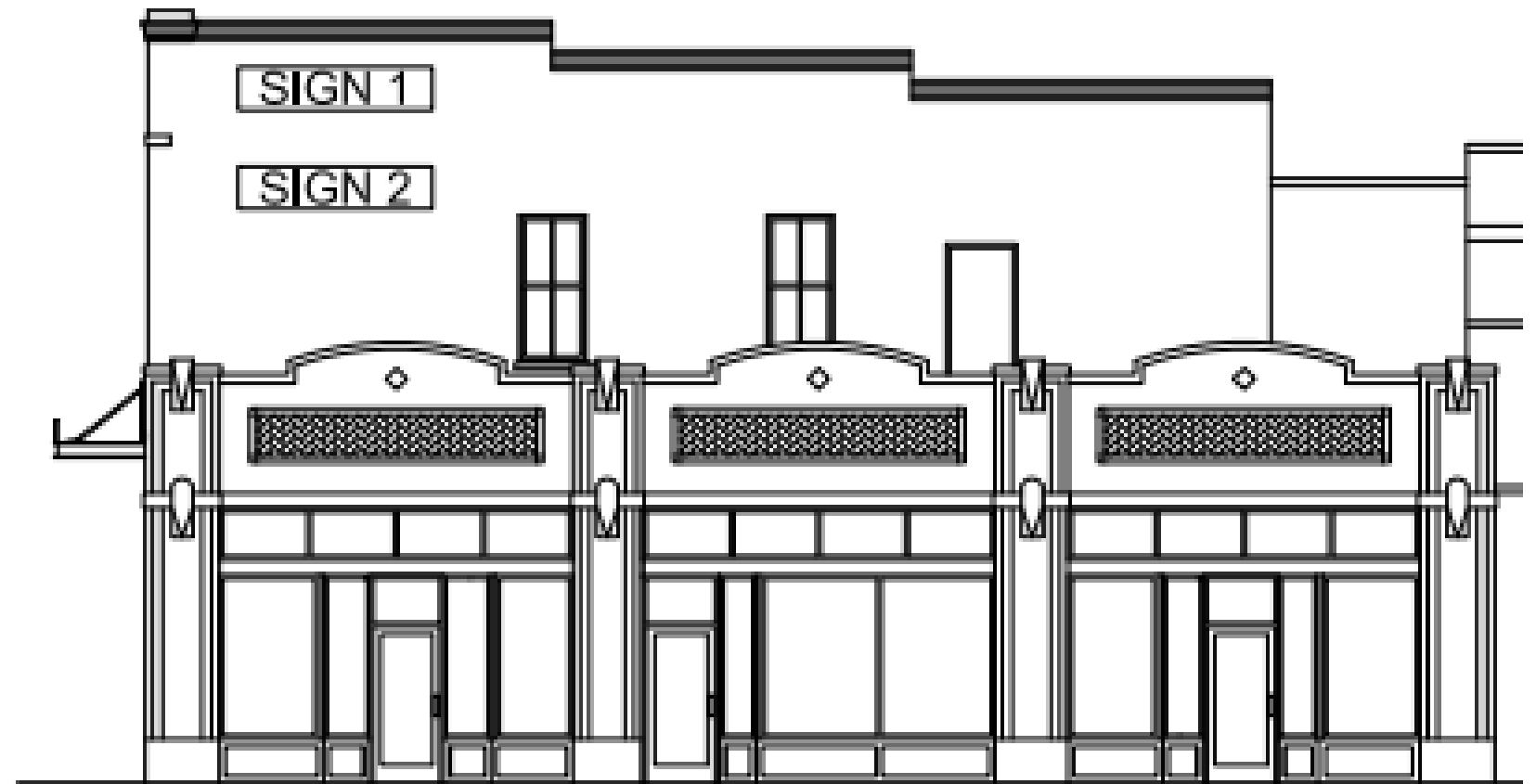
Concept Statement

A crystal is a piece of a homogeneous solid substance having a natural geometrically regular form with symmetrically arranged plane faces. They are organic and can come in any shape or color; many branch off from one another. Crystals can form from rocks or even water. They create a complex, repeating structure to become one solid form.



Location

- Corner of 5th and Cotanche St.
- Uptown Greenville, NC
- Surrounded by bars, restaurants, and shopping
- Can leave as three spaces or combine into one large space
- If one building, only need one MEP system and ADA compliance
- If three separate, need 3 MEP systems as well as ADA compliance for all



Storefronts



Retail Research

RETAIL DESIGN TAKES ELEMENTS FROM INTERIOR DESIGN, GRAPHIC DESIGN, ARCHITECTURE, AND 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.

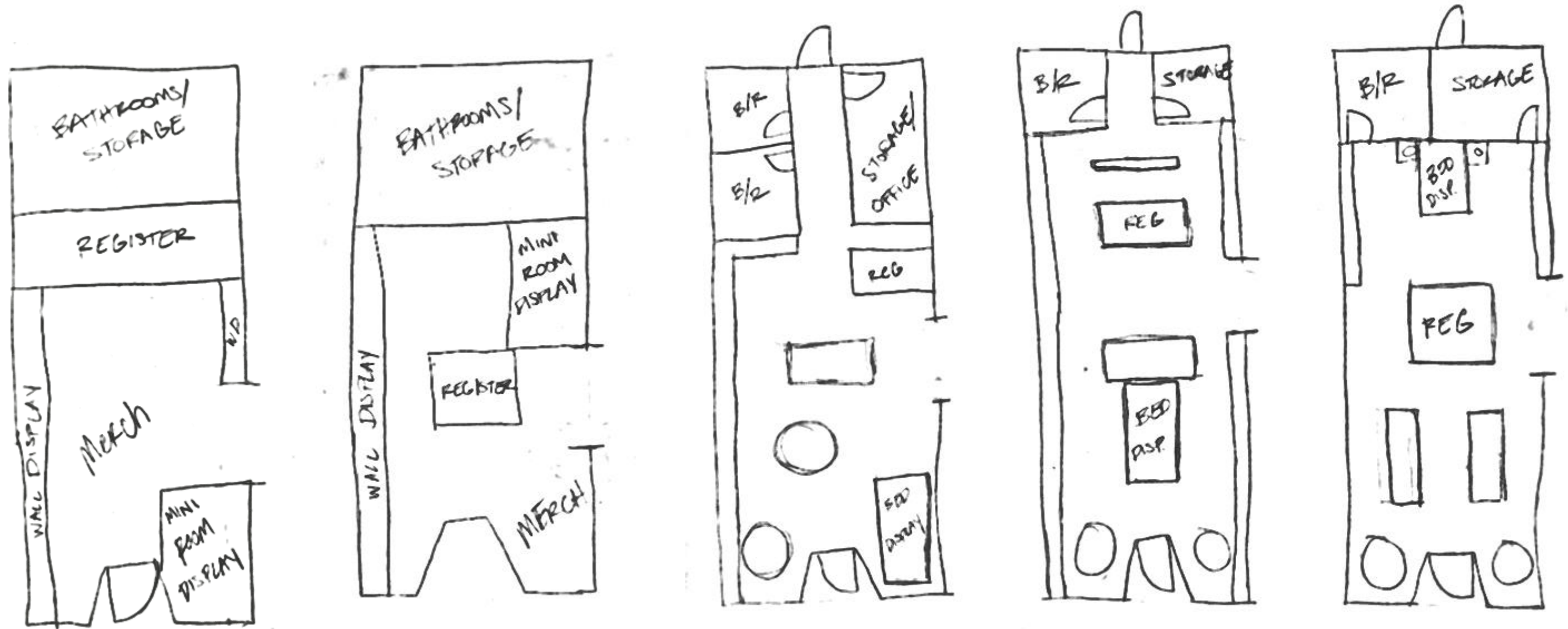
THE DISPLAY WINDOWS CAN BE JUST AS IMPORTANT AS THE INTERIOR DESIGN TO RETAILERS.

Inspiration



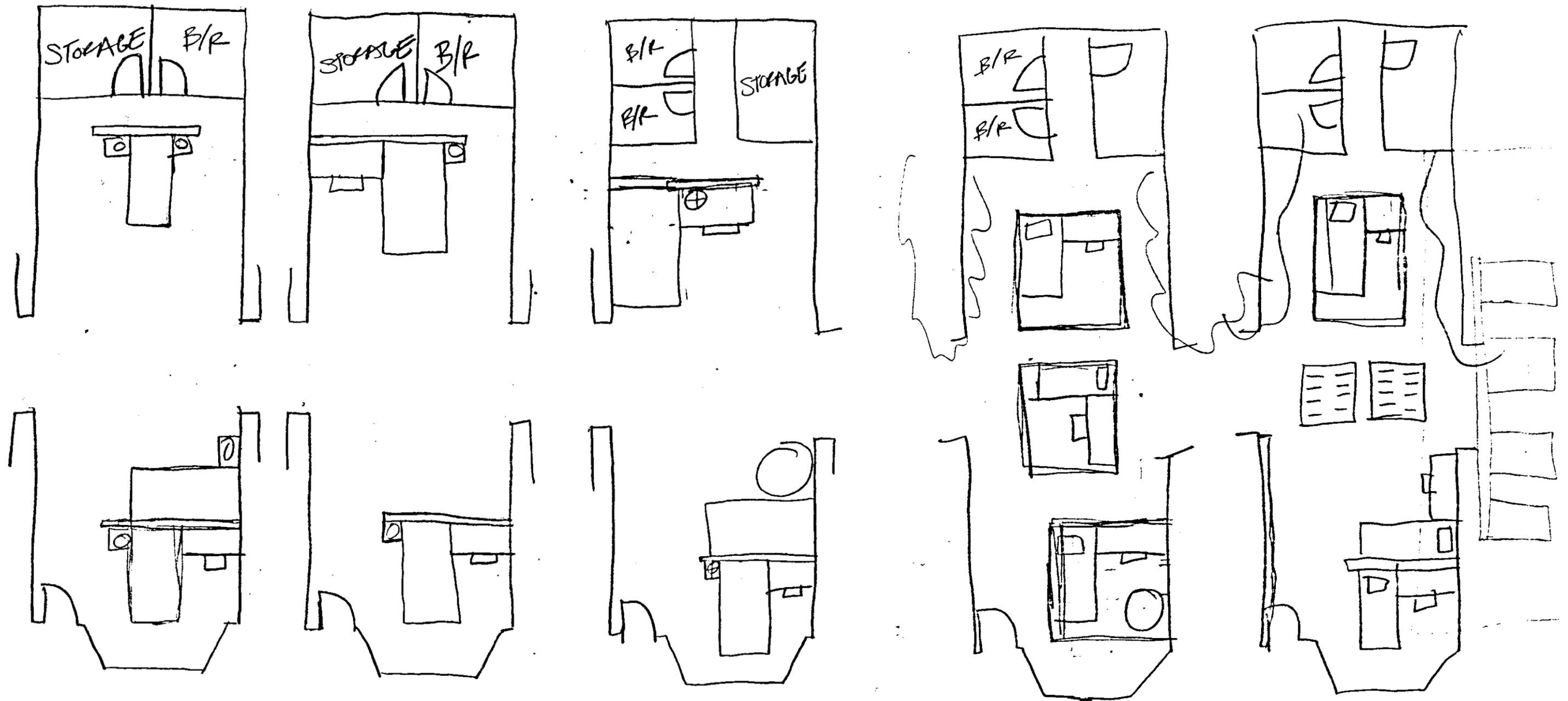
Schematics – Dorm Room Furnishings

Heather Smith



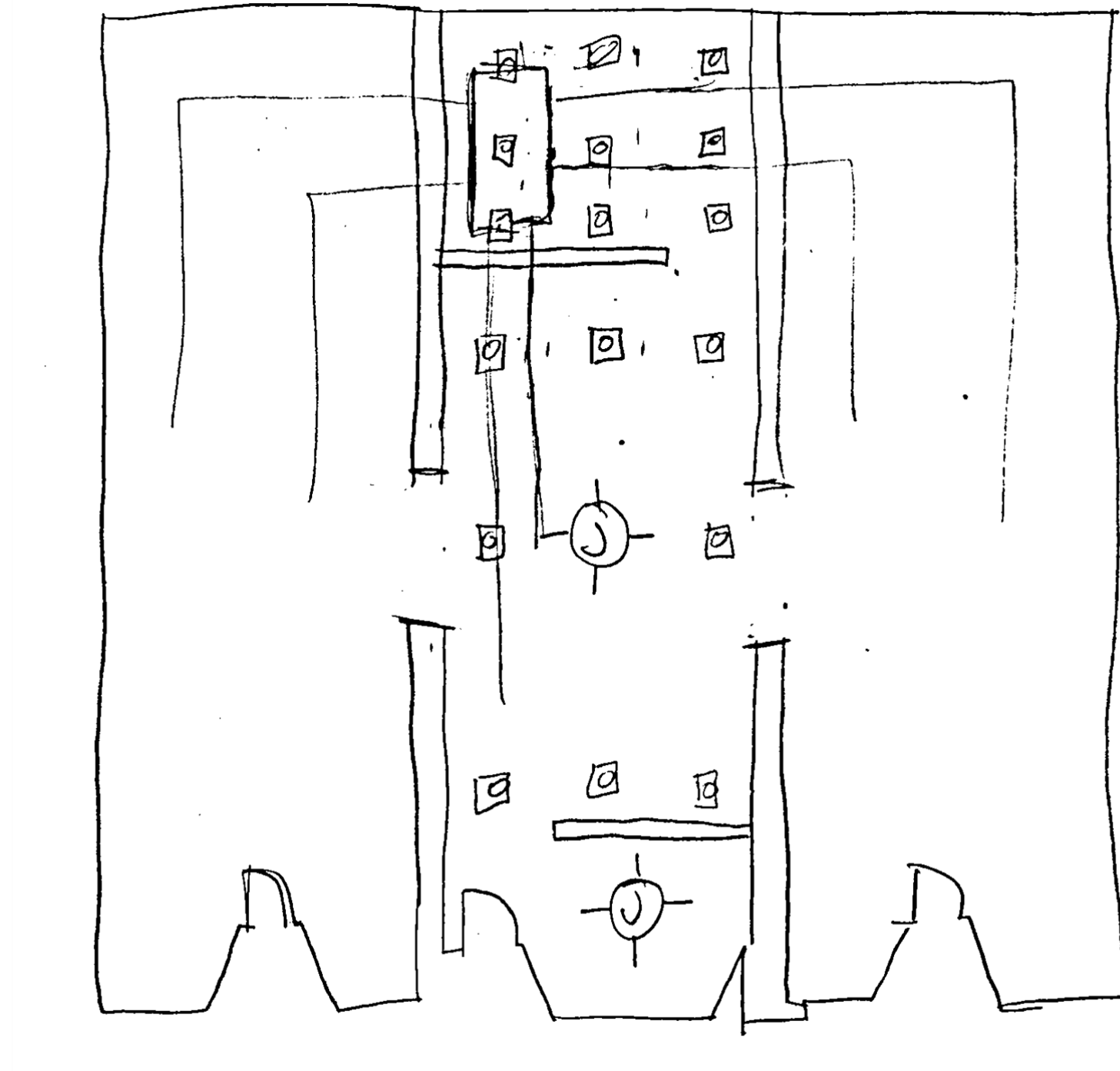
Schematics – Dorm Room Furnishings

Heather Smith



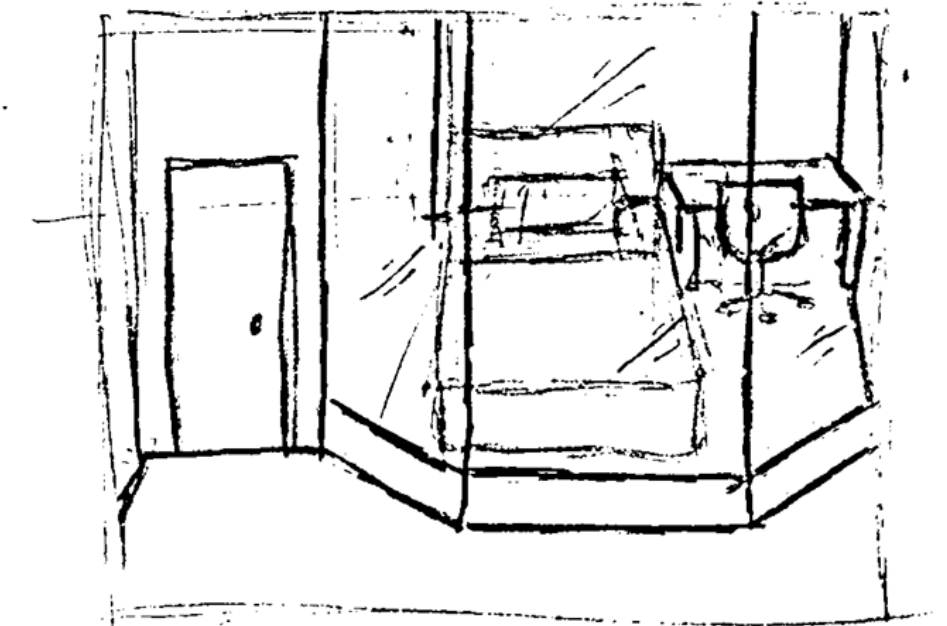
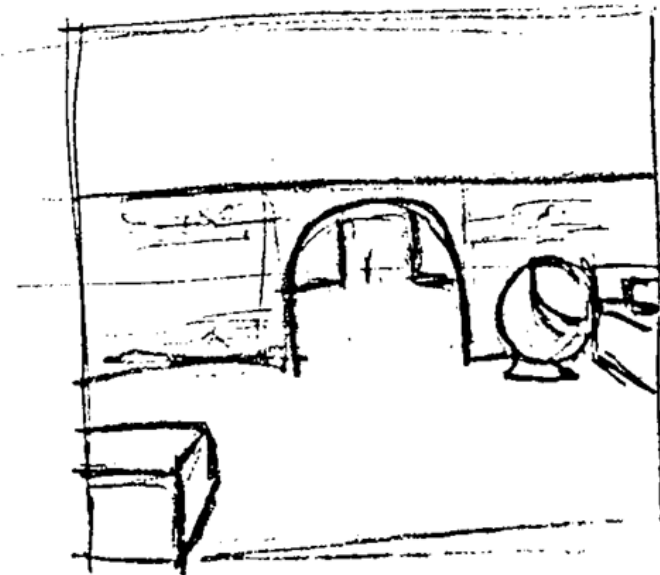
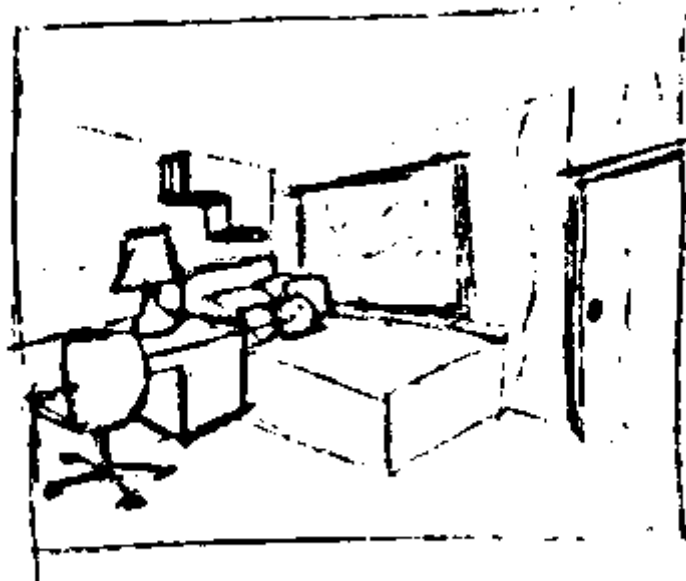
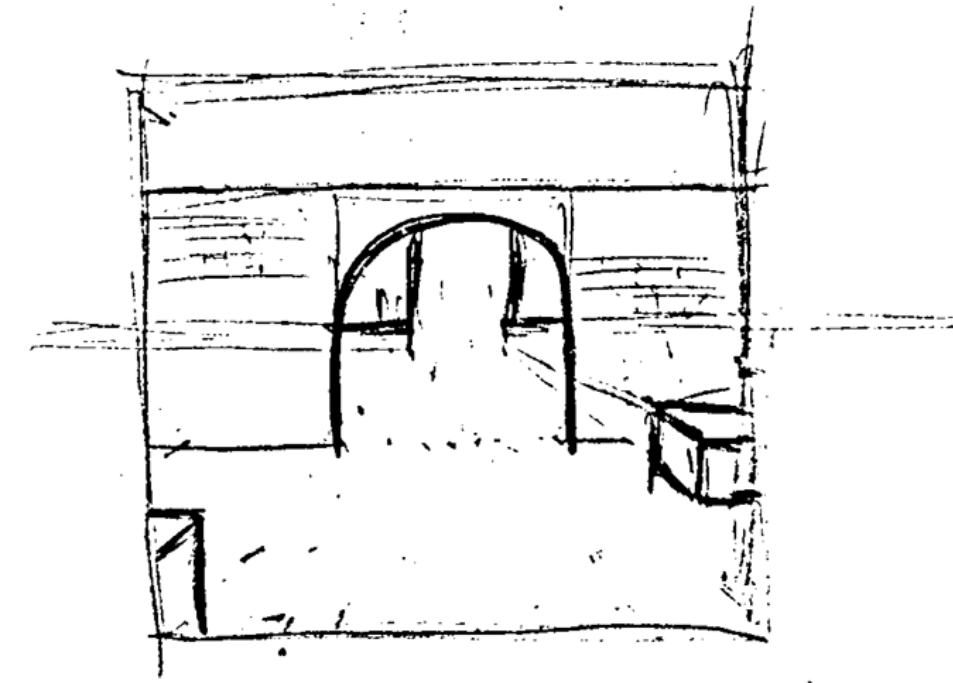
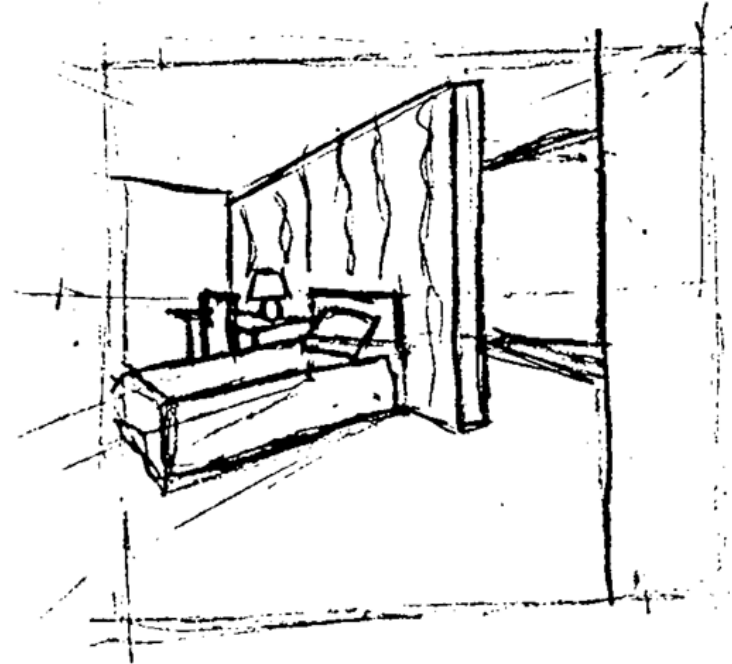
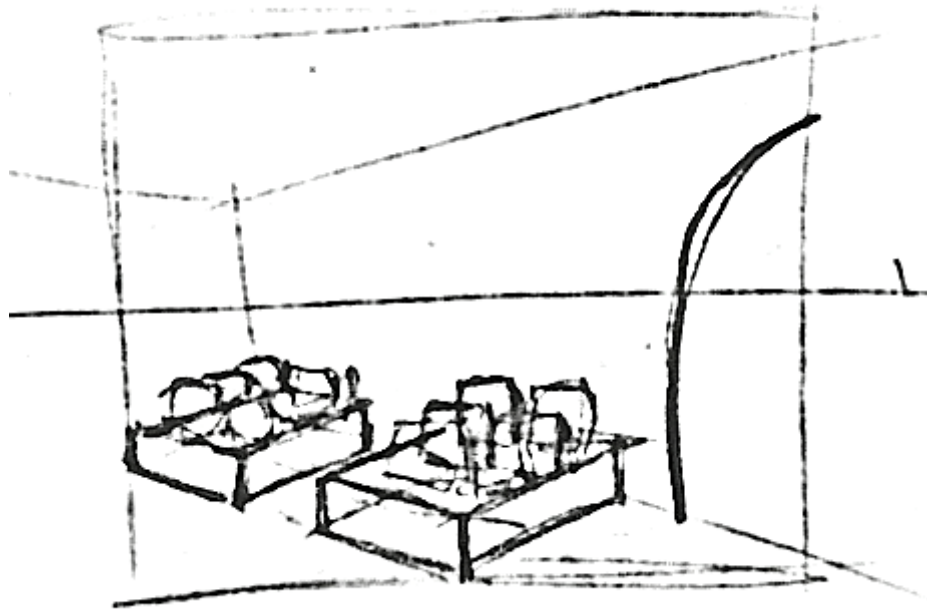
RCP – Dorm Room Furnishings

Heather Smith



Schematic Perspectives – Dorm Room Furnishings

Heather Smith



Finishes – Dorm Room Furnishings

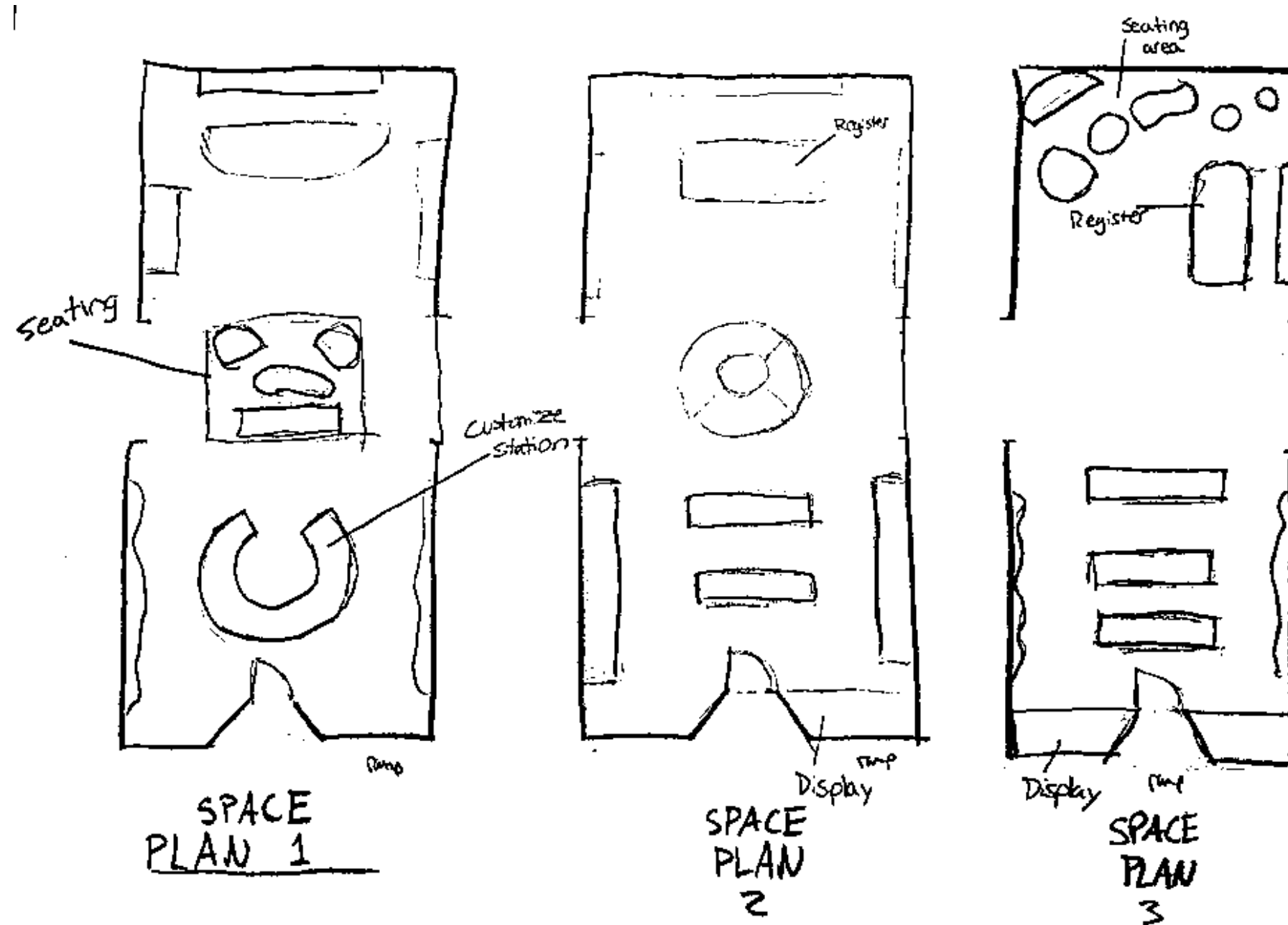
Heather Smith

SW 7757
High Reflective White
Interior
Locator Number: 256-C1



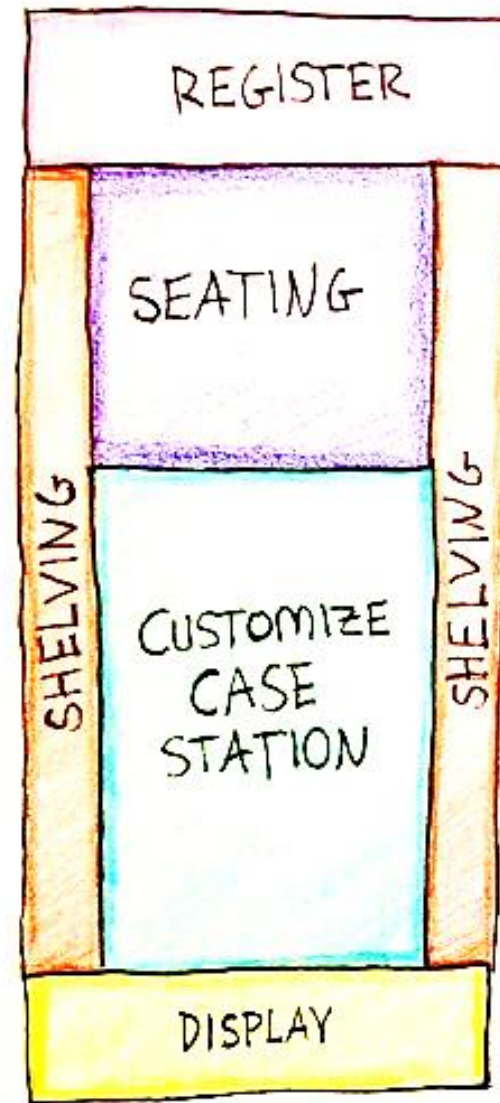
Schematics- Tech Store

Ivy Griggs

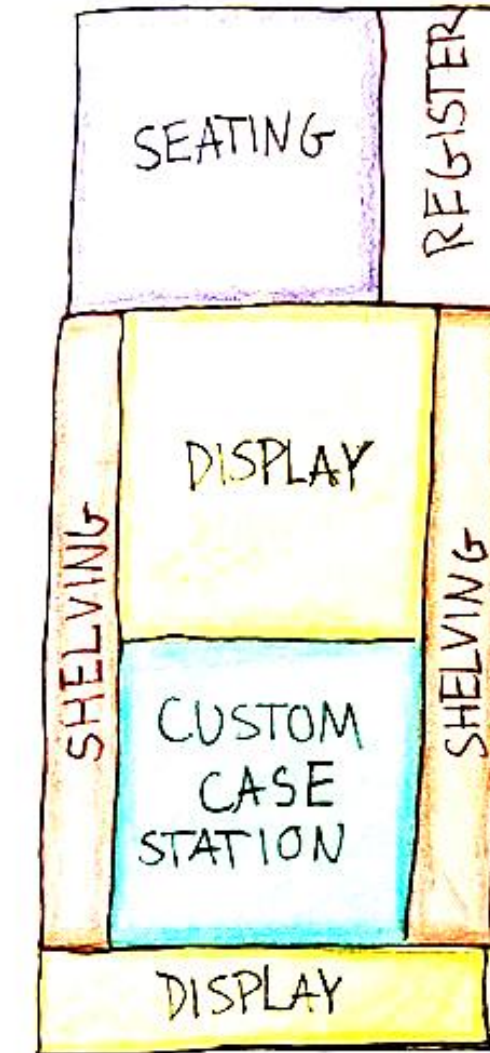


Schematics- Tech Store - Blocking

Ivy Griggs



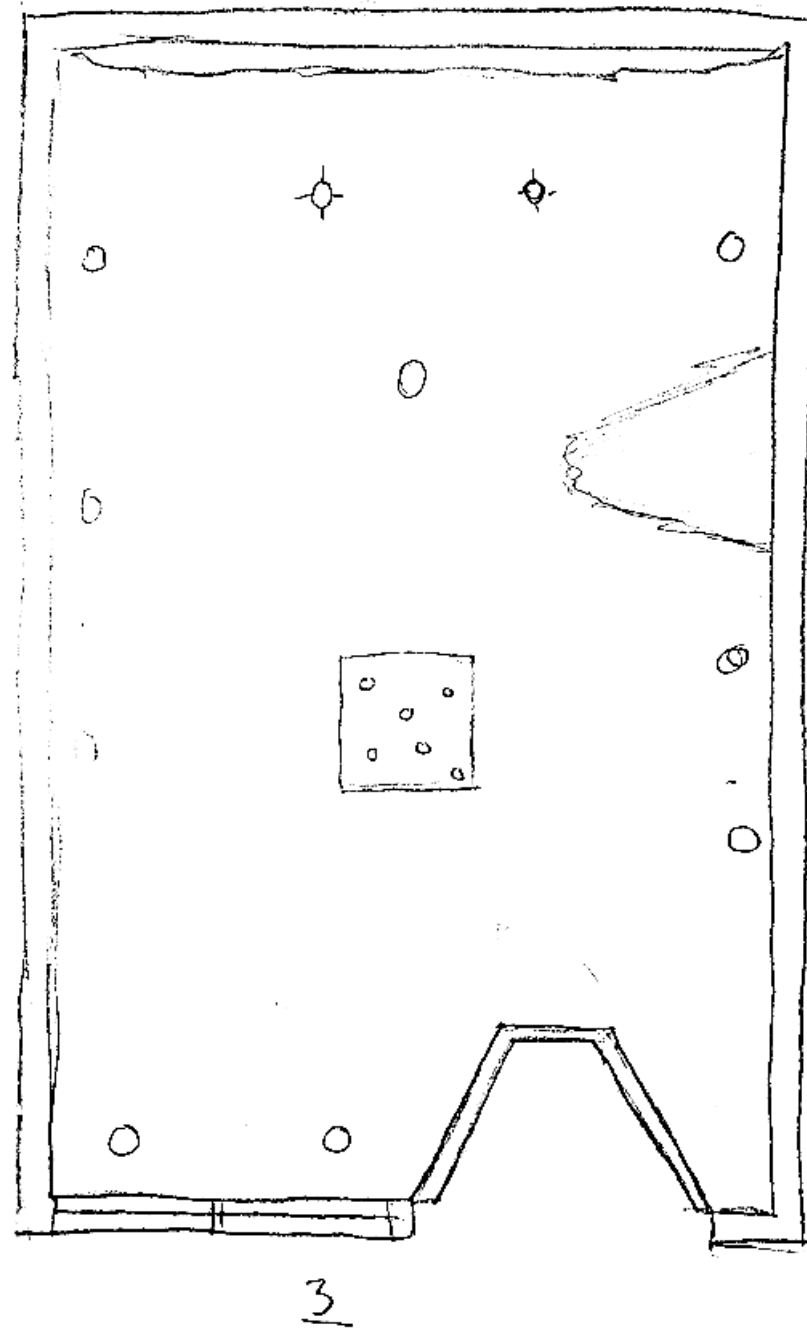
BLOCKING 1



BLOCKING 2

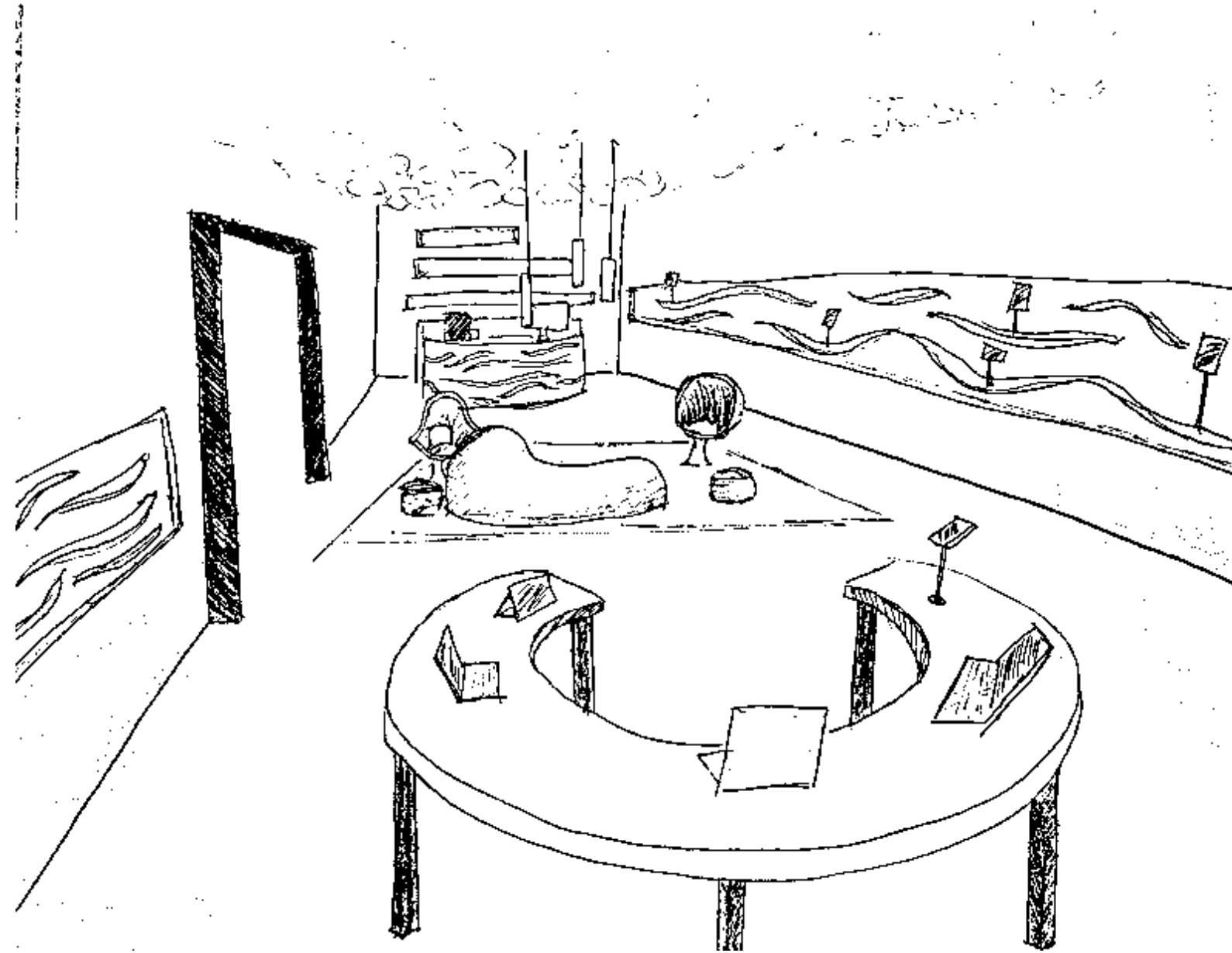
Schematics – Tech Store

Ivy Griggs



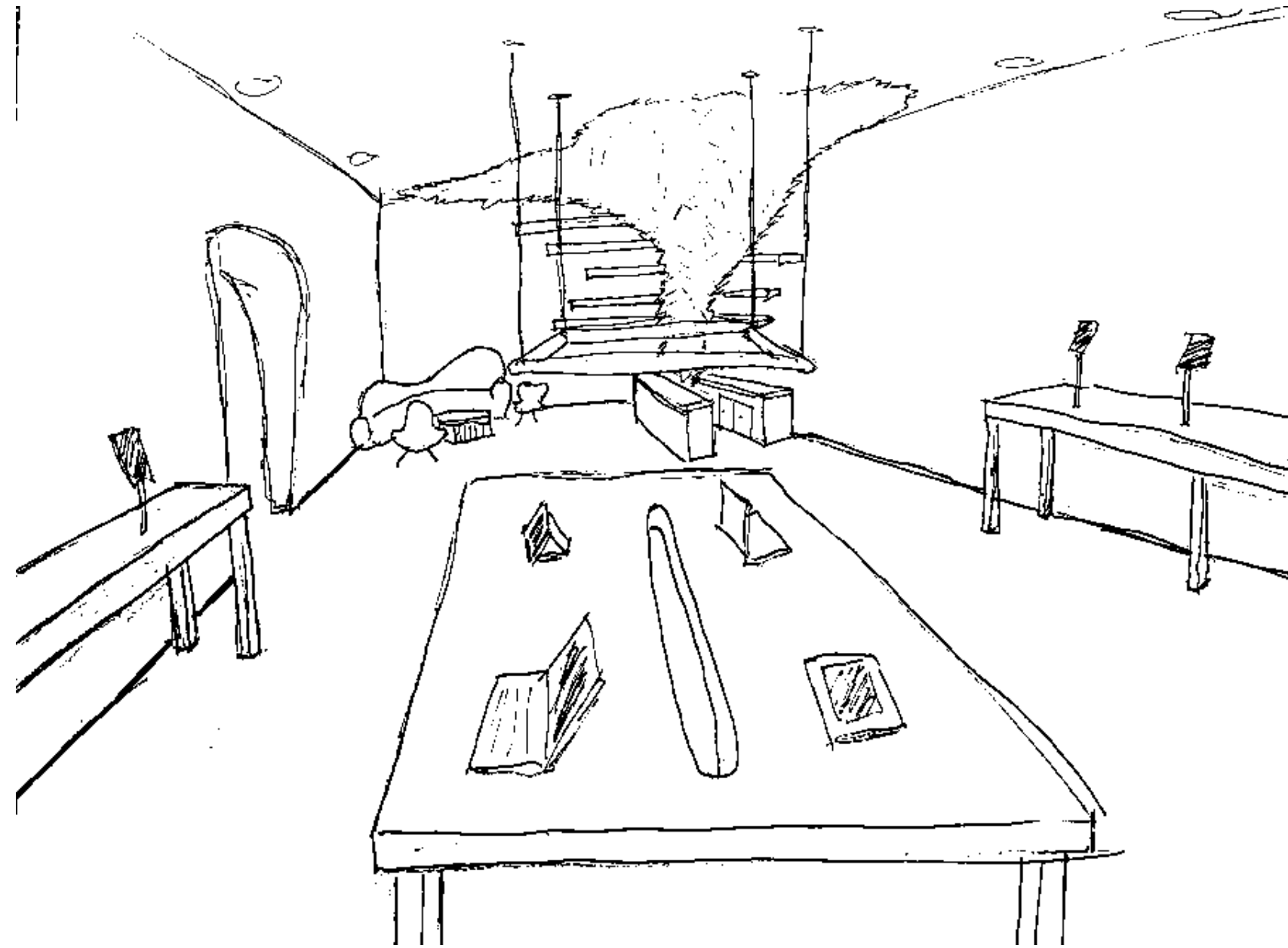
Schematic Perspective – Tech Store

1st Design



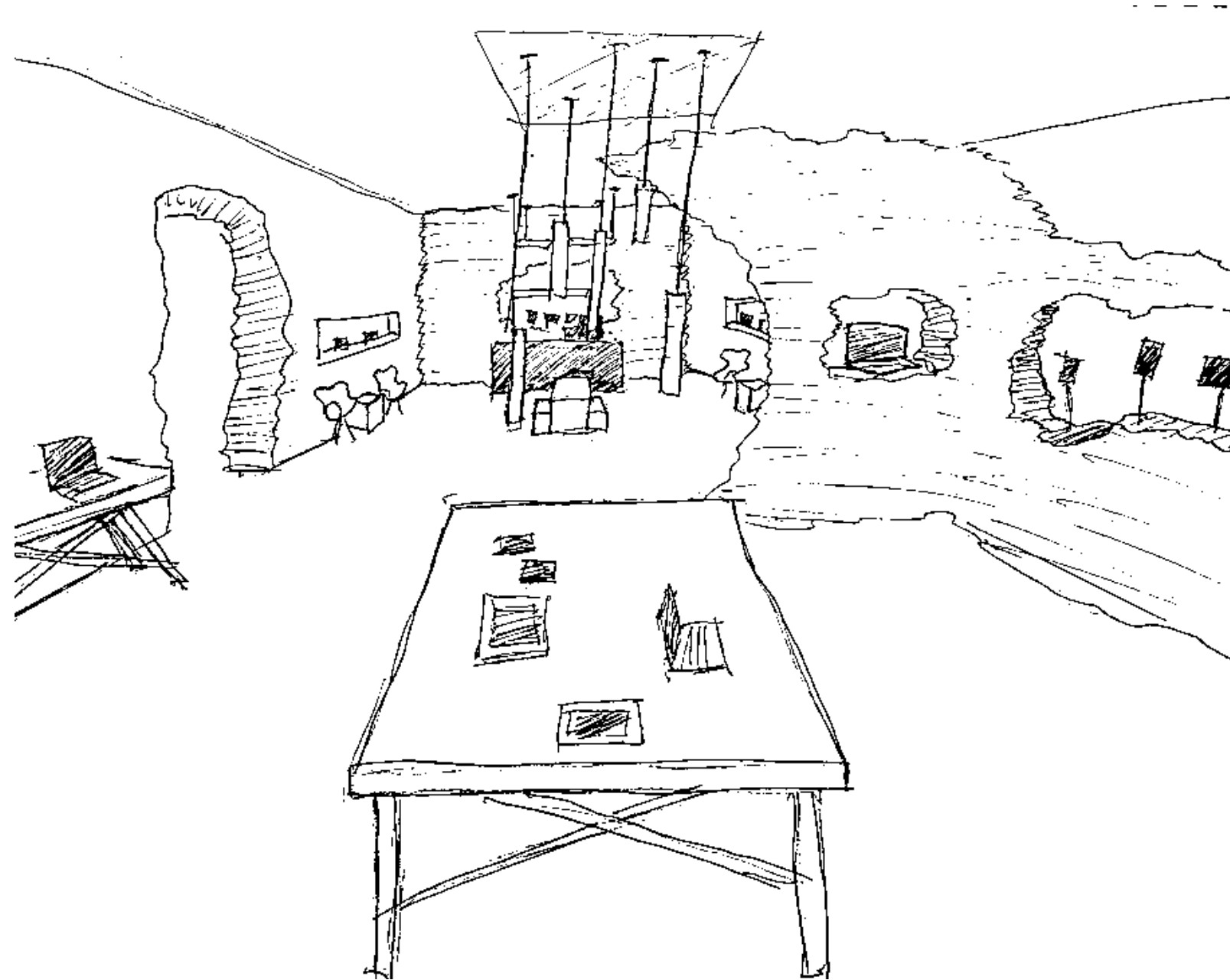
Schematic Perspective – Tech Store

2nd Design



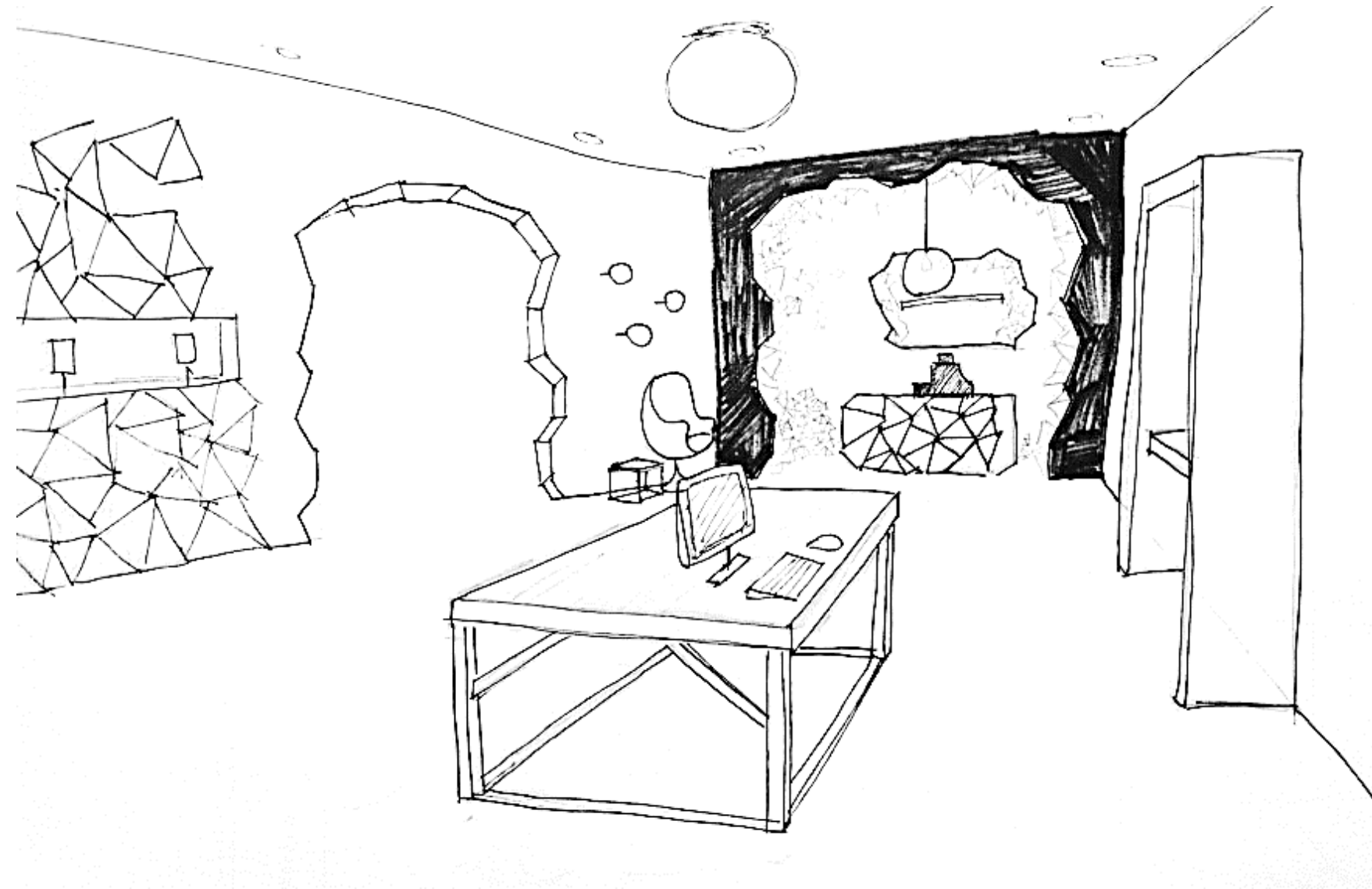
Schematic Perspective – Tech Store

3rd Design



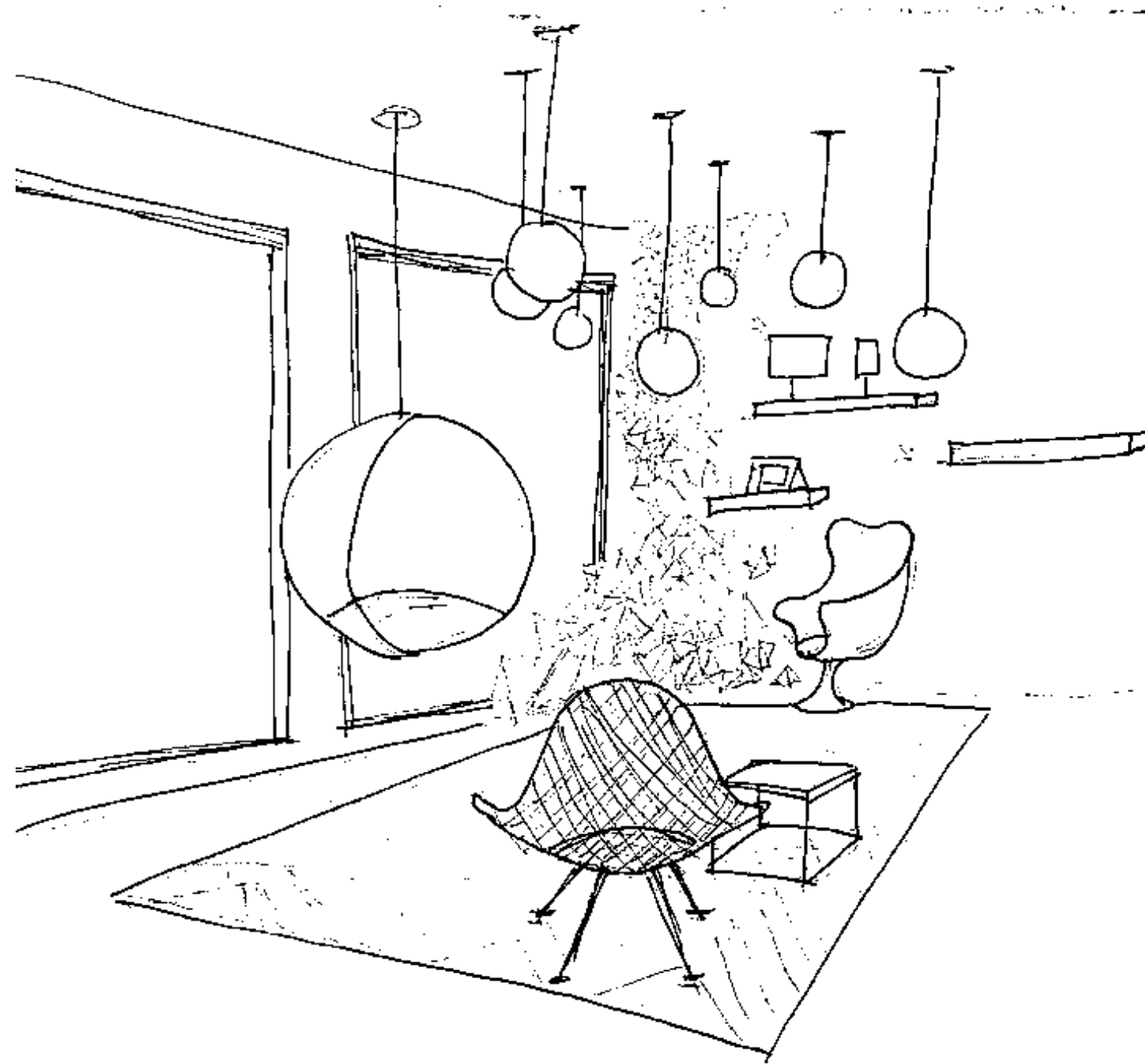
Schematic Perspective – Tech Store

4th Design

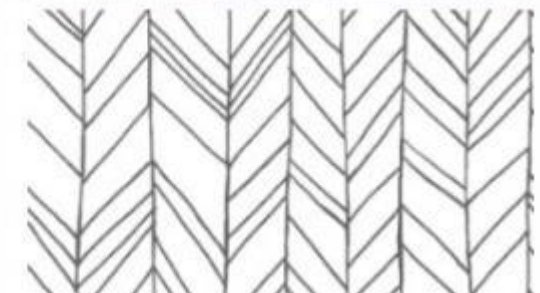


Schematic Perspective – Tech Store

Final Design – Front

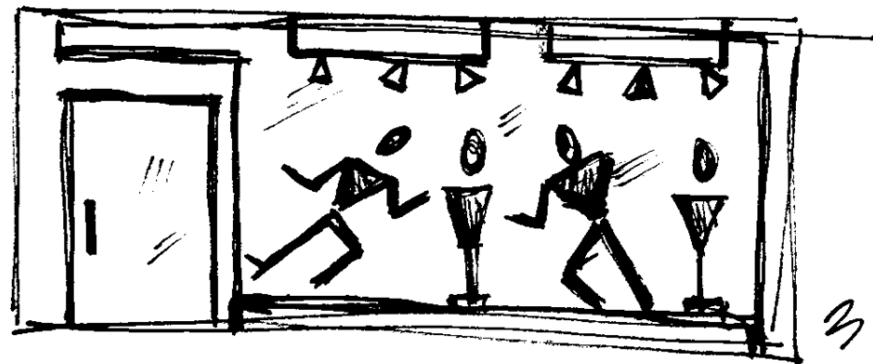
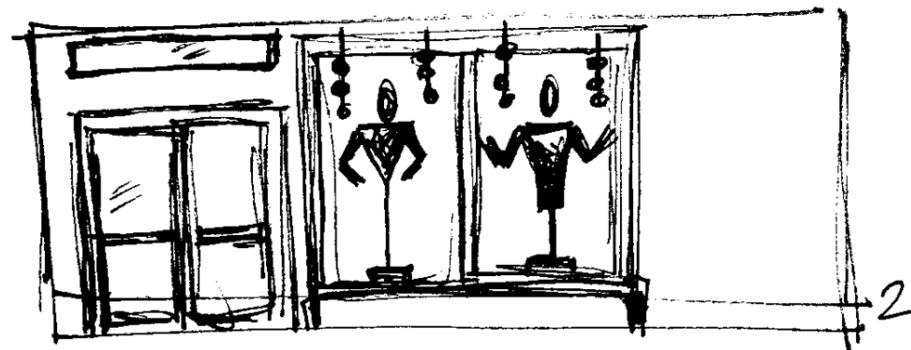
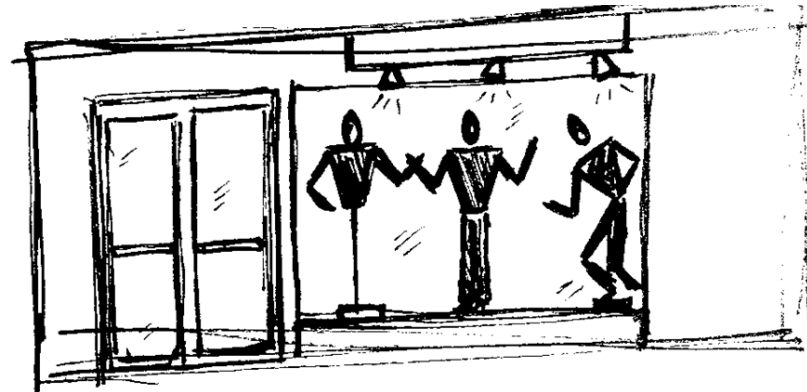


Finishes- Tech Store Ivy Griggs

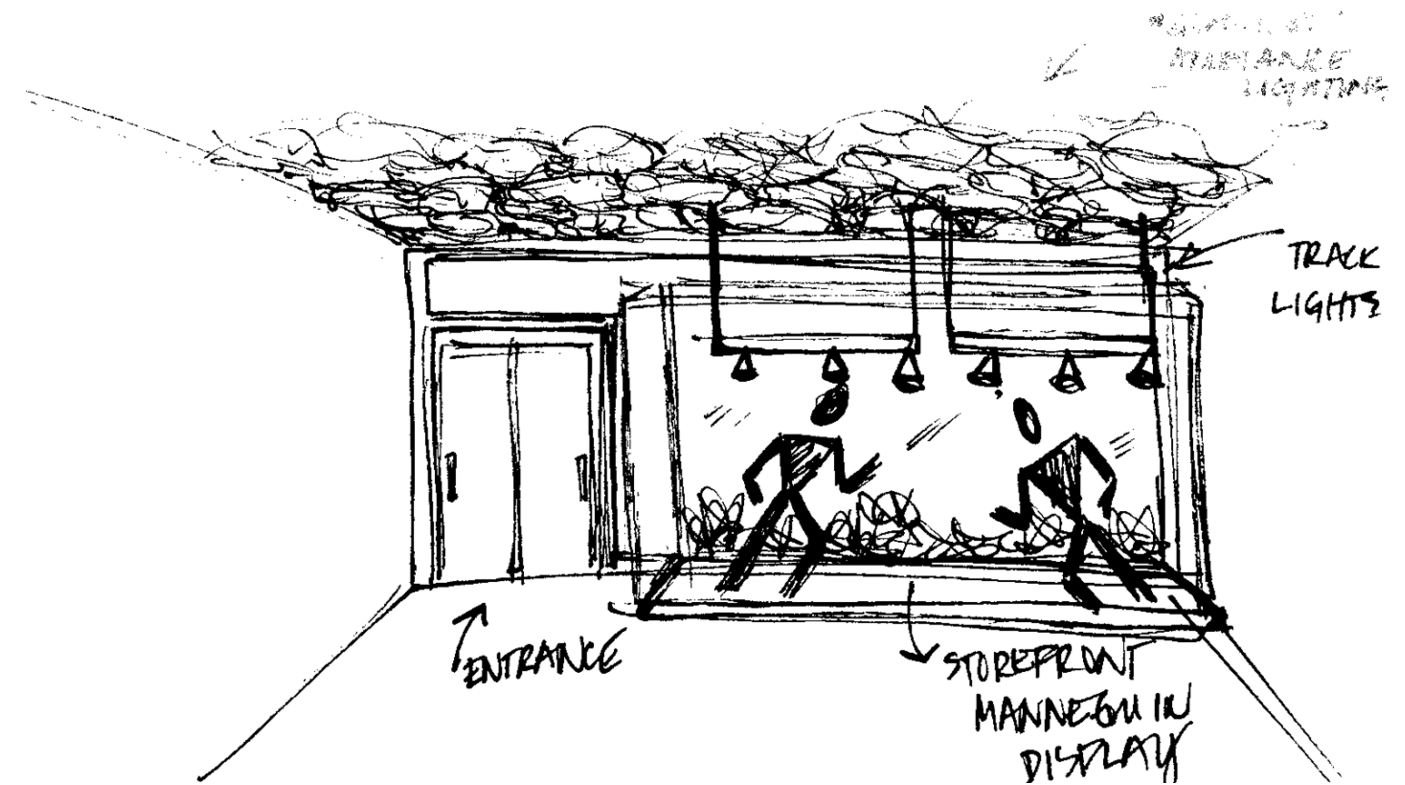


Schematics- Female Athletic Clothing Store

Deandra Goodman



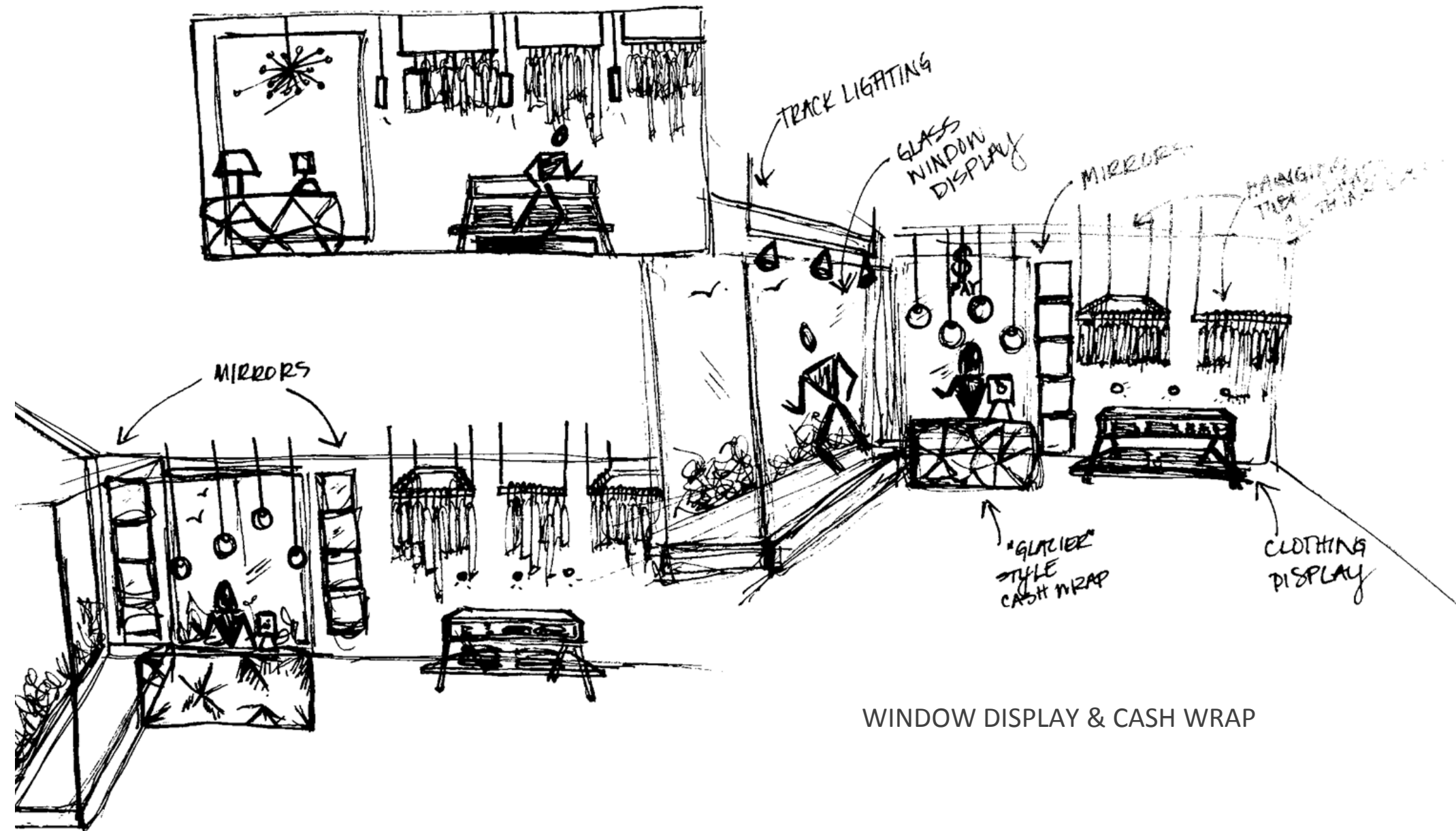
WINDOW DISPLAY



WINDOW DISPLAY

Schematics- Female Athletic Clothing Store

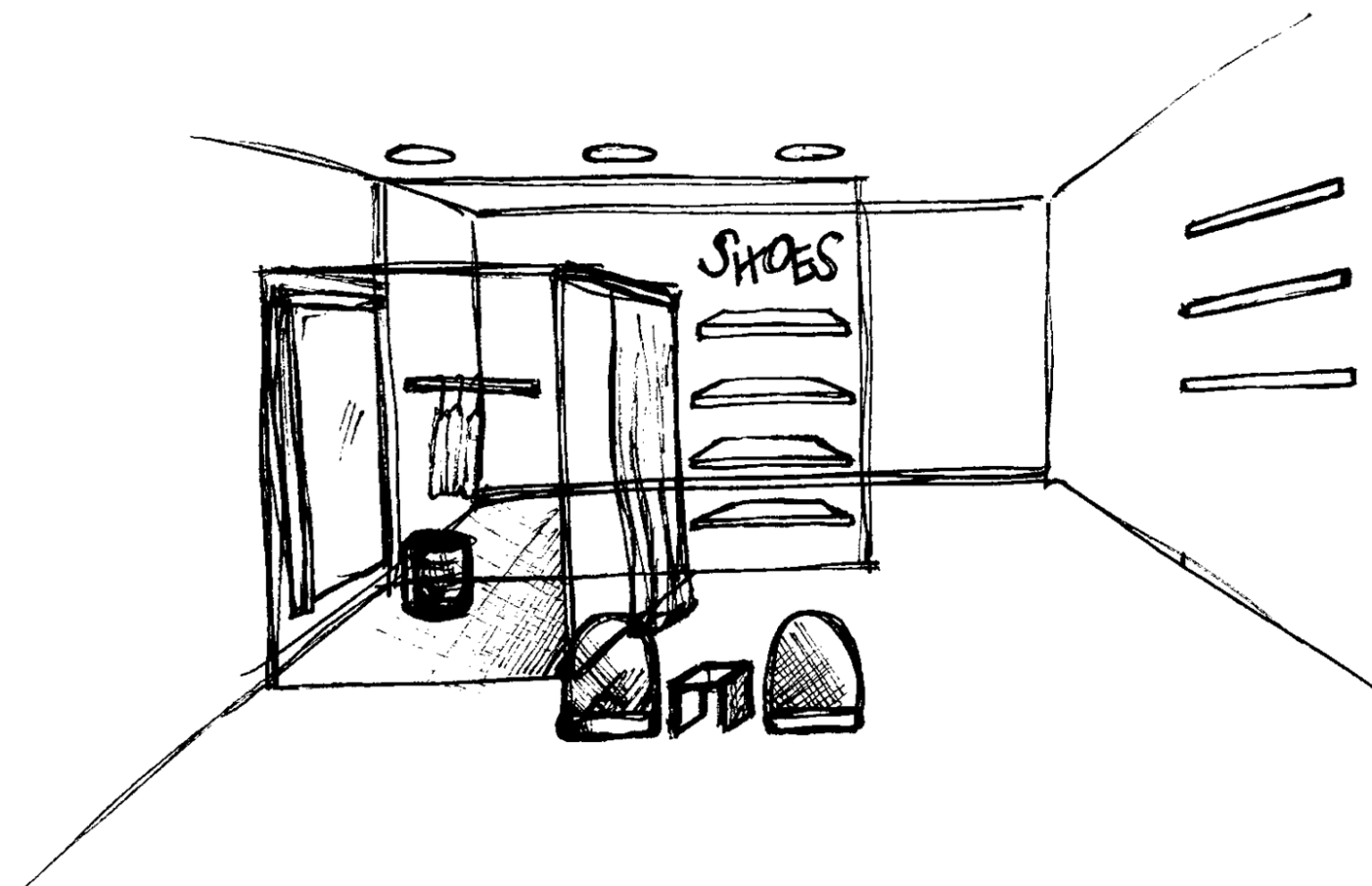
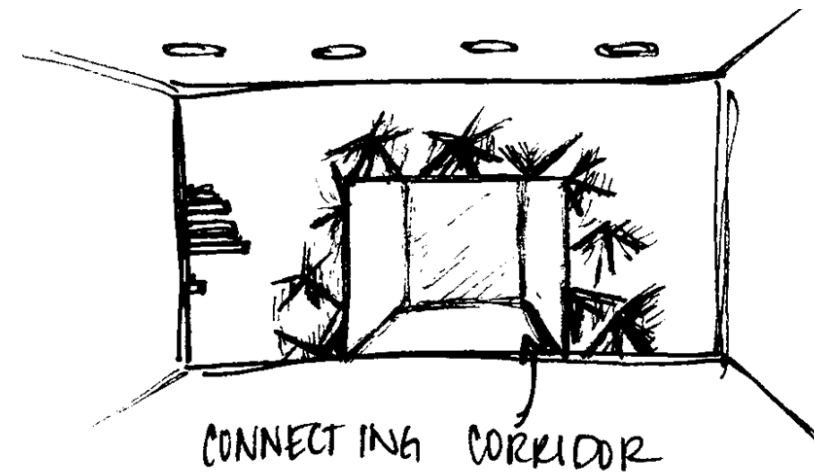
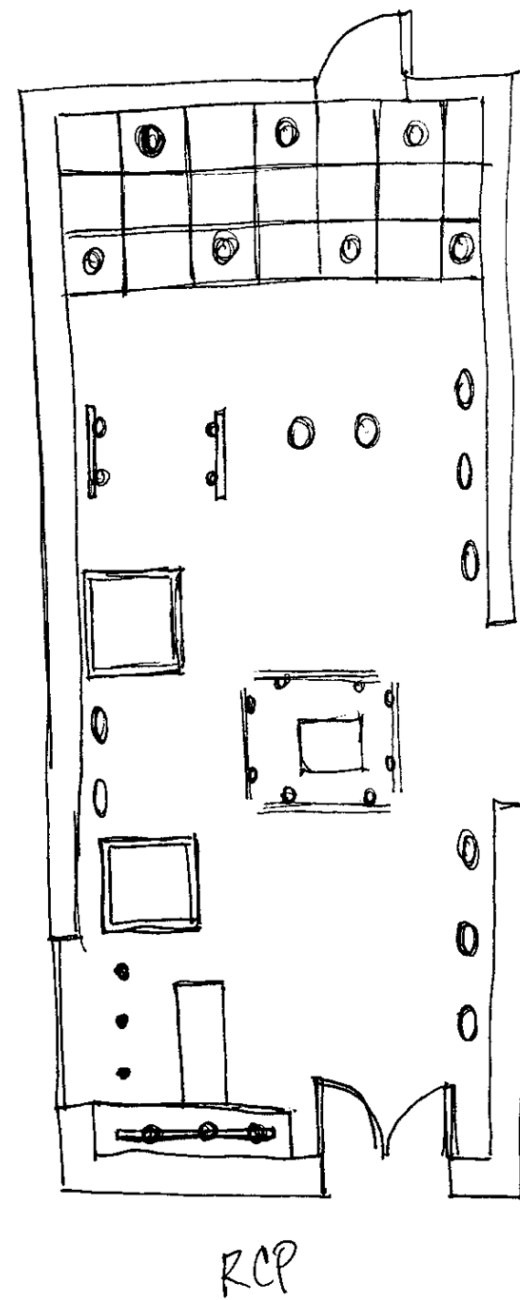
Deandra Goodman



WINDOW DISPLAY & CASH WRAP

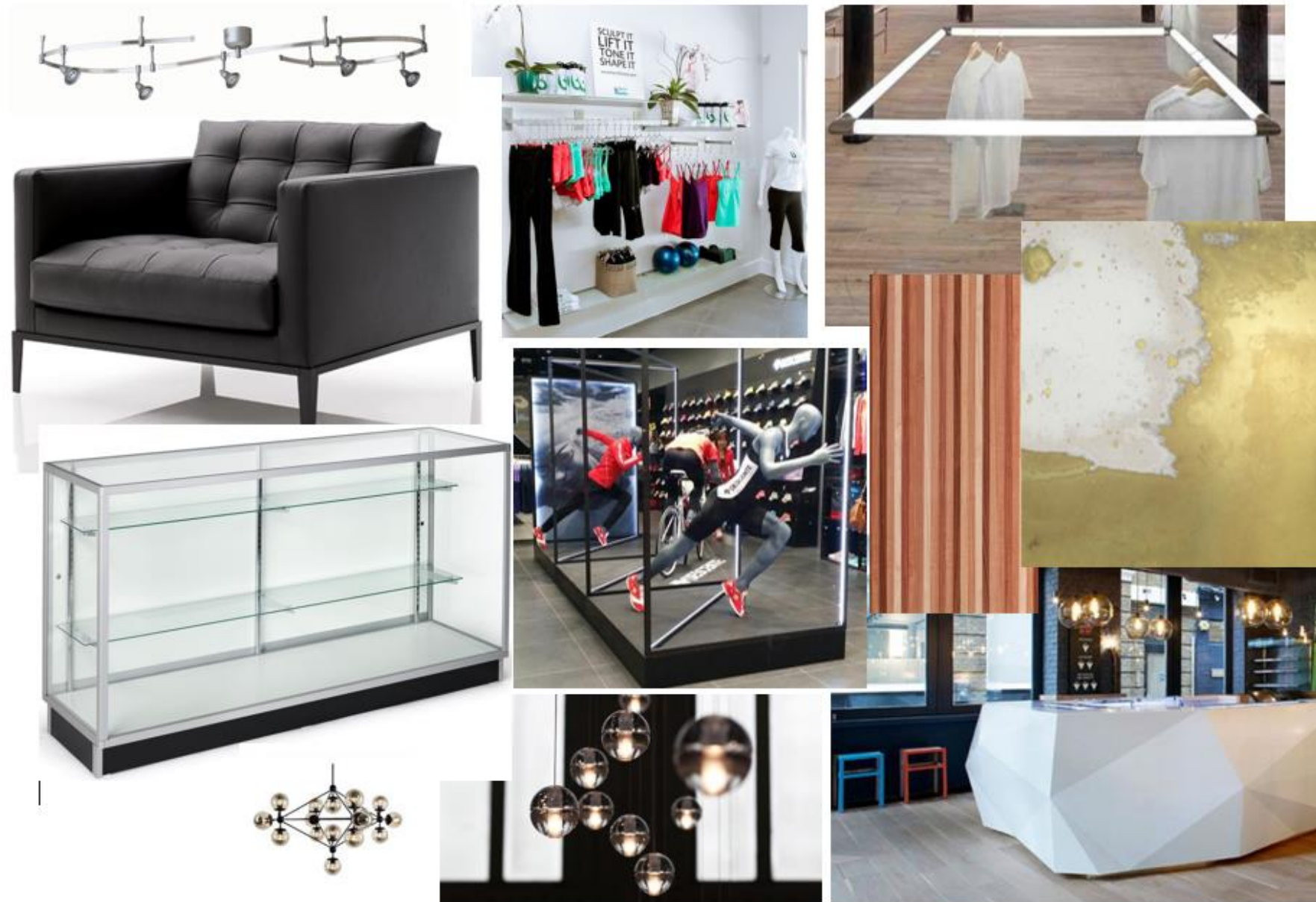
Schematics- Female Athletic Clothing Store

Deandra Goodman

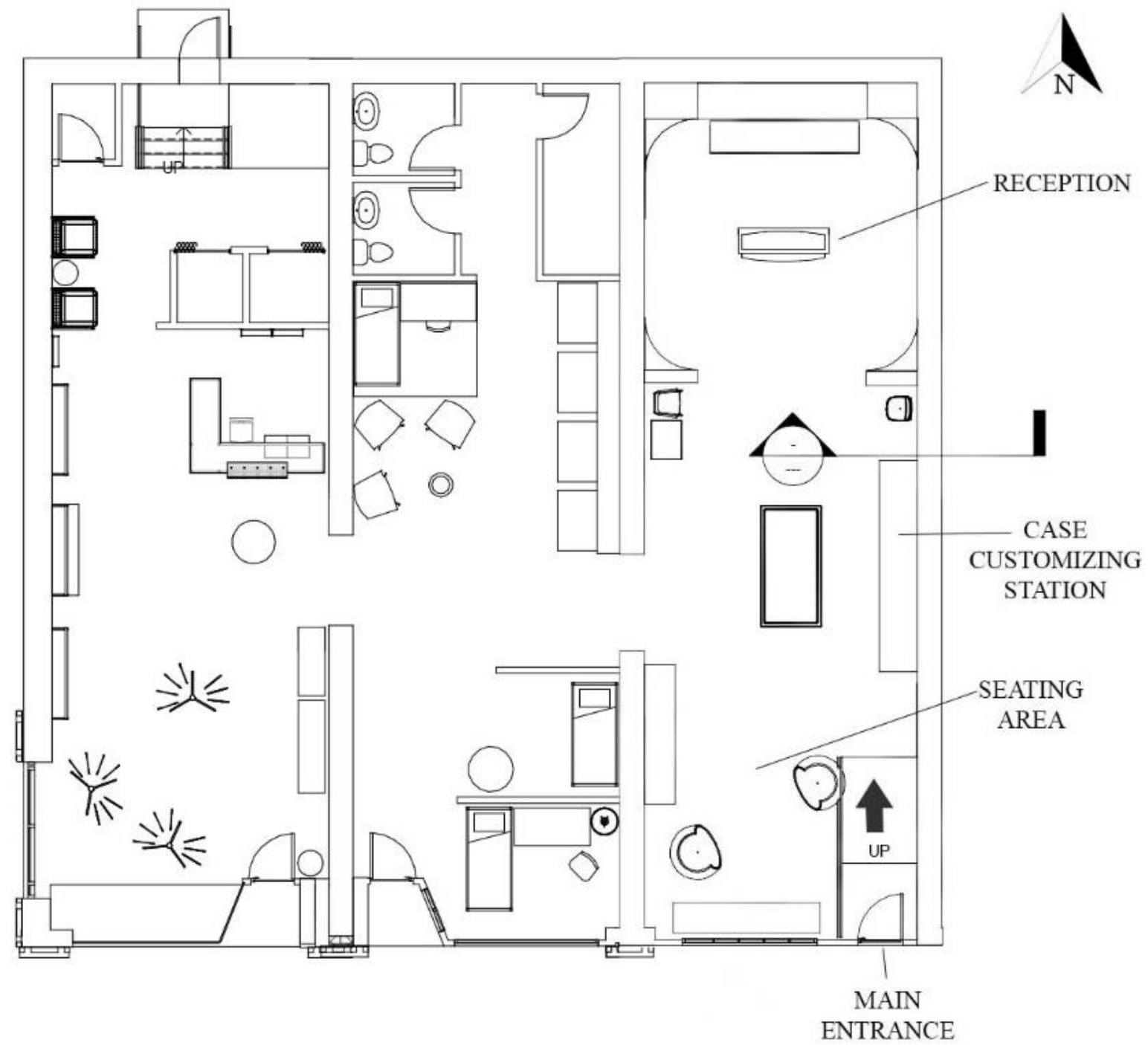


Finishes– Female Athletic Clothing Store

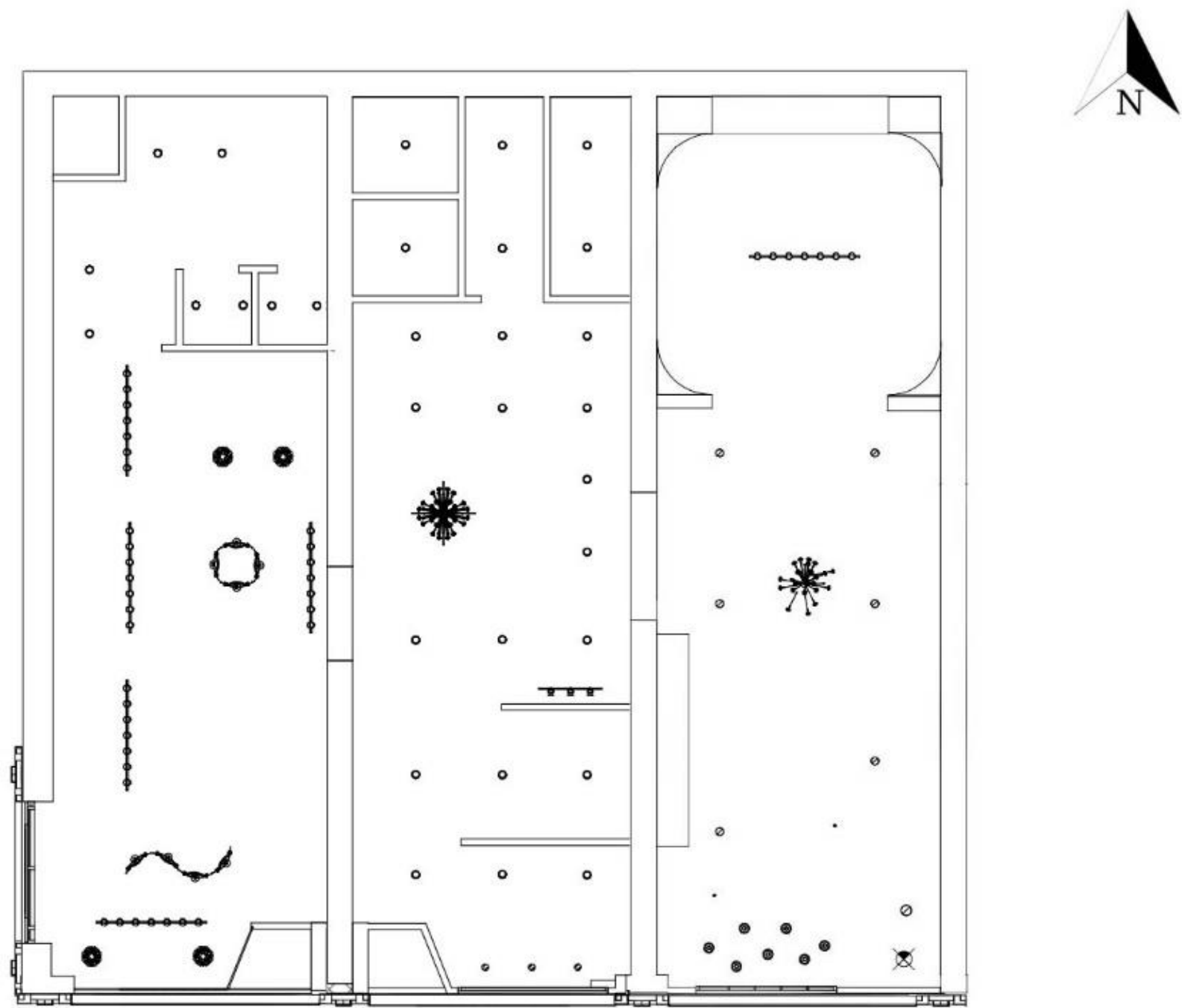
Deandra Goodman



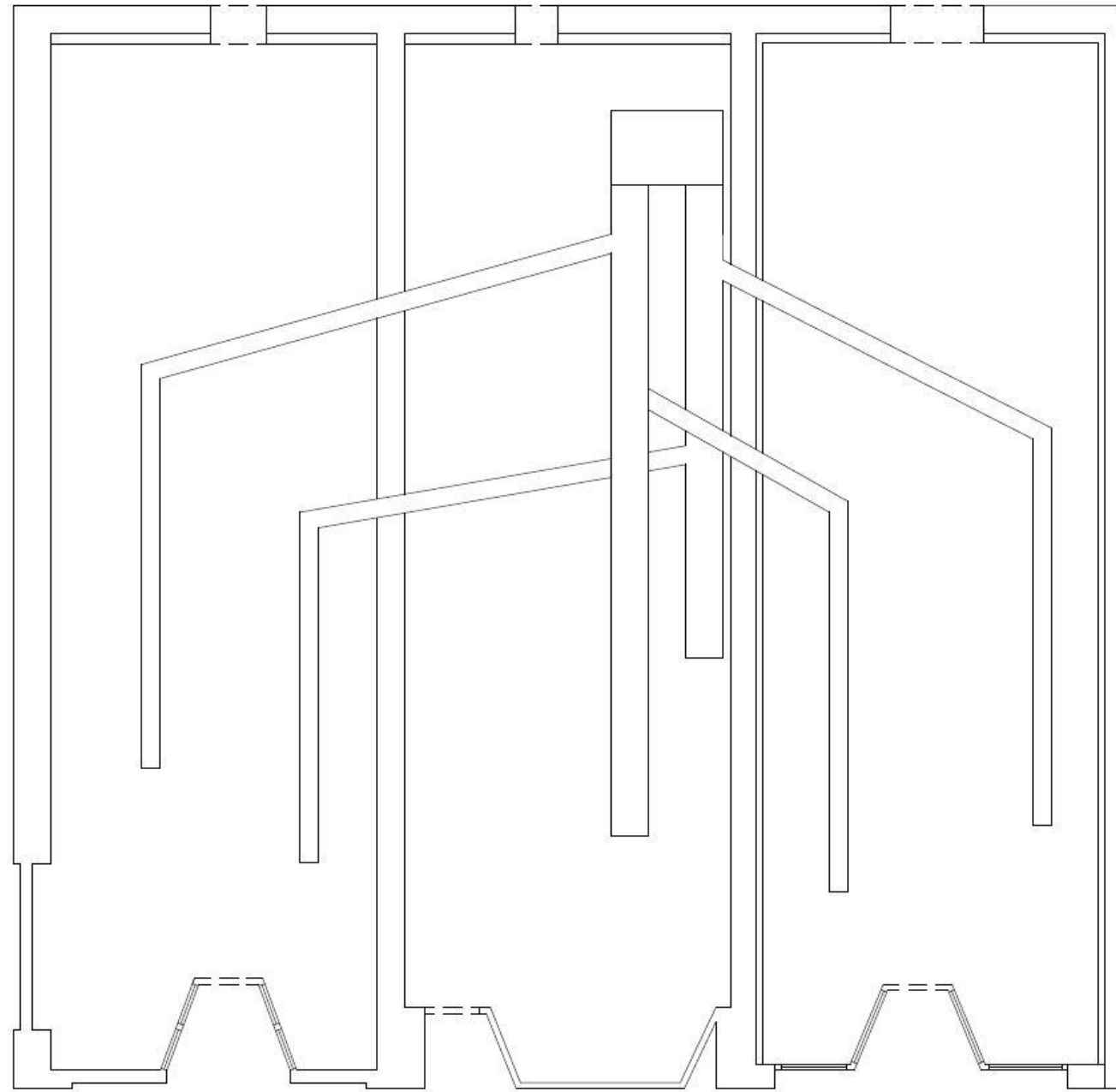
Floor Plan



RCP



HVAC



Rendered Perspectives - Dorm Furnishings Store















Rendered Perspectives – Tech Store

Ivy Griggs







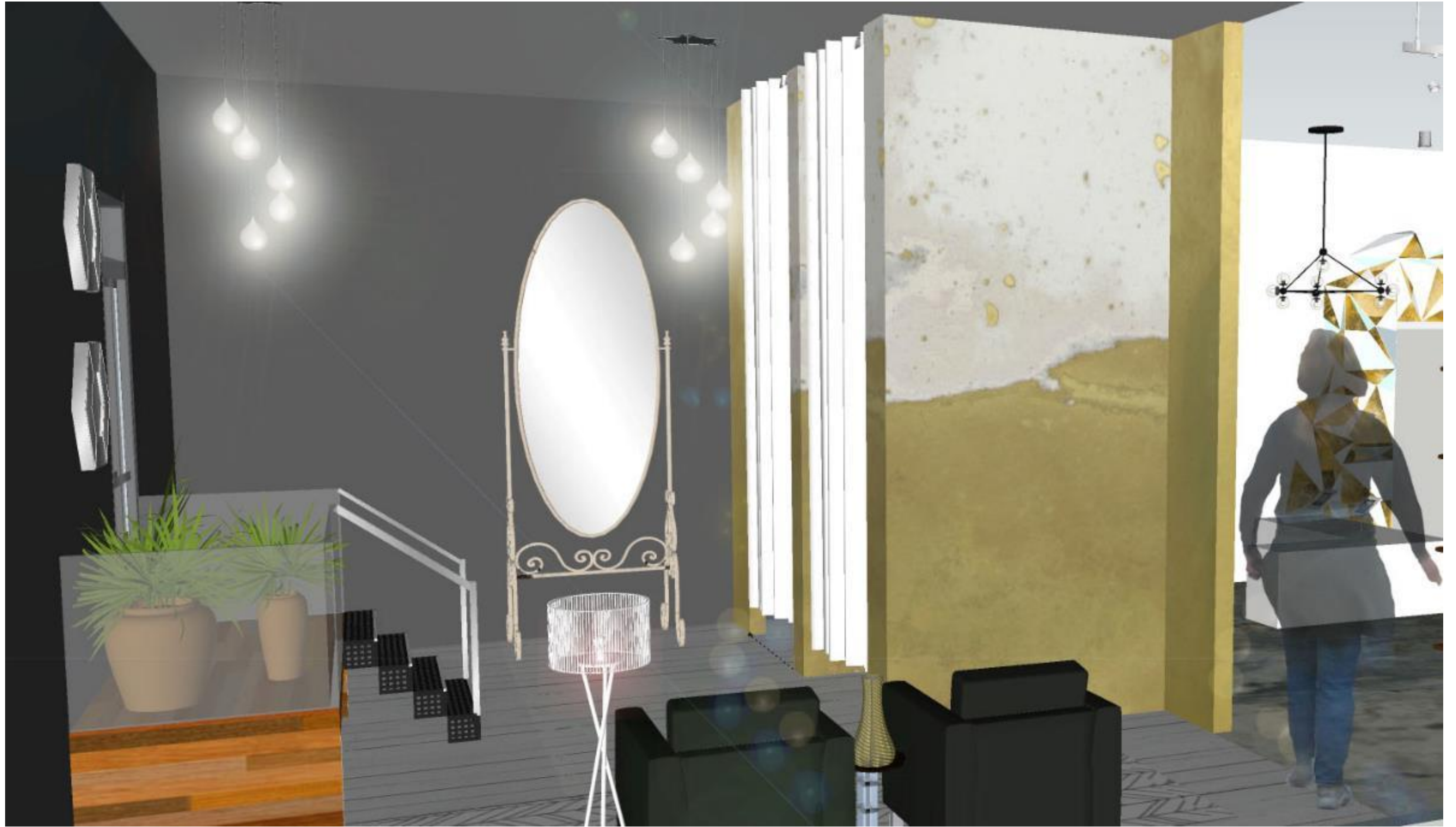


Rendered Perspectives – Female Athletic Clothing Store









Walkthrough

<https://vimeo.com/163903162>