



ASPYRE is a well-known global design firm that focuses on developing energetic, limitless, and diverse spaces that encompass innovative and modern design.

Our team is comprised of dedicated designers coming from multiple disciplines. It is with this team that we are able to share new knowledge, research viable solutions, and create new ways to approach challenges given to us.

MARLYN STEVENSON
DAI JIMENEZ
REBECCA CULVAHOUSE

Client/Product

Knoll, Inc is a design firm that produces office furniture, textiles, and accessories for the office and home. The company was founded in NY in 1938 and is a well-known manufacturer for businesses and office spaces. Knoll exclusively collaborates with CBI, giving them a high-end approach to office furniture design. CBI also partners with DIRT Environmental Solutions giving their clients a designer office feel. Knoll, Inc. proposes to partner with the Interior Design Program at East Carolina University for a Pilot Design Competition.

Why lease space in this building and location?

They have chosen this space for many reasons, space is a key factor. For Knoll to display their product efficiently, a large showroom is a must. The location of this space is also ideal, downtown Durham is a popular spot among professionals and consumers. This Pilot Design Competition is a three-part project built around the format of response for product.

Knoll



SOCIAL BEHAVIOR IN THE MARKETPLACE

Who buys where, what, when and how?

δ **Customer:** a purchaser of a product or a service vs. **Consumer:** a user of a product or a service.

- Customer buying behavior is influenced by the needs and preferences of the consumers
- Identify the competition and origin of customers.

δ **Origin of Customers:**

- **Buying habits vs. Buying behavior patterns:** Habit is a tendency toward an action which by repetition has become spontaneous. A pattern is a design or type

CUSTOMER BUYING BEHAVIOR:

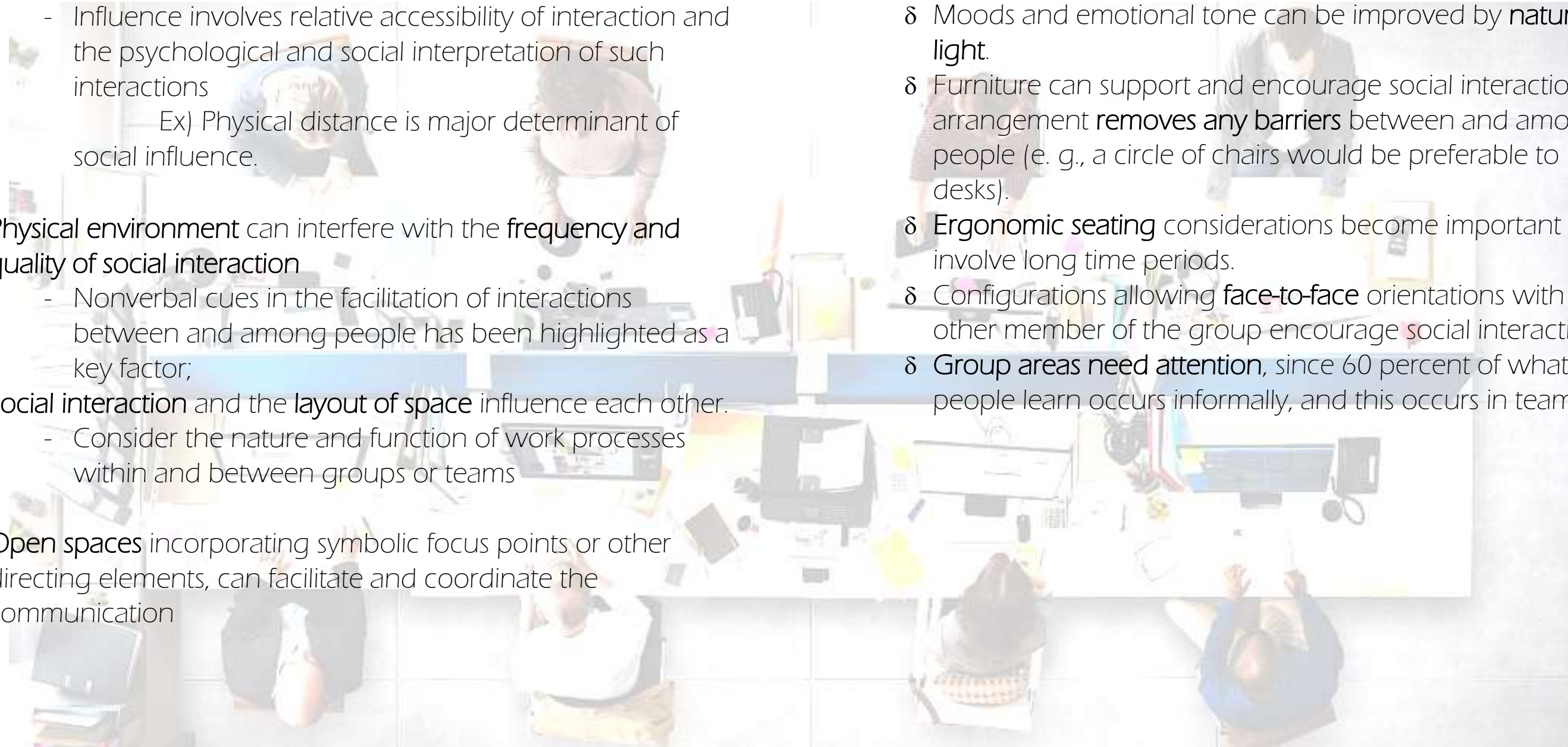
1. **Place of Purchase:** buying behavior patterns are useful in selecting store locations, and in choosing distributors
2. **Items Purchased:** Necessary to ascertain (a) what items and (b) how much of each item customers purchase.
3. **Time and Frequency of Purchase:** Store operations must be geared to mesh with the customers' time of purchase pattern.
4. **Method of Purchase:** Customer buys on a cash and carry or on a charge and delivery basis
5. **Response to Sales Promotion Devices:**
 - a. **Displays:** Shape, size, label and packaging material of the product all play their part in sales promotion
 - b. **Pricing:** Regular and bargain prices, combination deals, coupons, prizes, contests, and unit pricing
 - c. **Demonstrations:** Influence customer purchases by getting them to sample a product or to learn
 - d. **Sales Talks:** A good personality can sell anything

SOCIAL BEHAVIOR IN THE WORKPLACE

- δ **Physical environment** can influence the **social and task interactions**
 - Influence involves relative accessibility of interaction and the psychological and social interpretation of such interactions
 - Ex) Physical distance is major determinant of social influence.
- δ **Physical environment** can interfere with the **frequency and quality of social interaction**
 - Nonverbal cues in the facilitation of interactions between and among people has been highlighted as a key factor;
- δ **Social interaction** and the **layout of space** influence each other.
 - Consider the nature and function of work processes within and between groups or teams
- δ **Open spaces** incorporating symbolic focus points or other directing elements, can facilitate and coordinate the communication

RECCOMENDATIONS

- δ **Windows** in a room increases its social desirability; bigger (between ceiling and floor) = better
- δ Moods and emotional tone can be improved by **natural light**.
- δ Furniture can support and encourage social interaction if its arrangement **removes any barriers** between and among people (e. g., a circle of chairs would be preferable to lines of desks).
- δ **Ergonomic seating** considerations become important if tasks involve long time periods.
- δ Configurations allowing **face-to-face** orientations with every other member of the group encourage social interaction
- δ **Group areas need attention**, since 60 percent of what people learn occurs informally, and this occurs in teams



SPACE PROGRAM

Designworks

Support

PERSONNEL

Position	Support/Equipment		Unit Square Ft.	Extended Sq. Feet	Location	Notes
	Current	Future				
Workstation S		17	36	612		
Workstation M		18	48	864		
Workstation L		15	64	960		
Offices		20	120	2400		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
Personnel Totals:	0	70		4836		

Department Summary

Information:

Personnel	4836 Square Ft.
Equipment	7850 Square Ft.
Sub Total:	12686 Square Ft.
Circulation	1.54
Total Program Usable:	19536.4 Square Ft.
Total Plan Usable:	18,000 Square Ft.

Interviewee:

Interview Date:

Revision Submitted:

Sign Off: _____

SUPPORT/EQUIPMENT SPA (anything that is not an office)

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
				0		
Reception	1	1	400	400	Direct access to Broadcast, Executive, Mk	Waiting for 6, TV's
Textiles		1	800	800		
Textiles 2		1	800	800		
Conference Room	1	1	500	500	Shared by all areas	Full AV
Conference Room S		2	300	600		
Café	0	1	300	300		Full kitchen, seating
Kitchen		1	150	150		
Mechanical Room	0	1	300	300	Near Base Building air supply	Supplemental Air
Lounge		1	4000	4000		
Support Totals:				7850		

Department Notes:

KNOLL

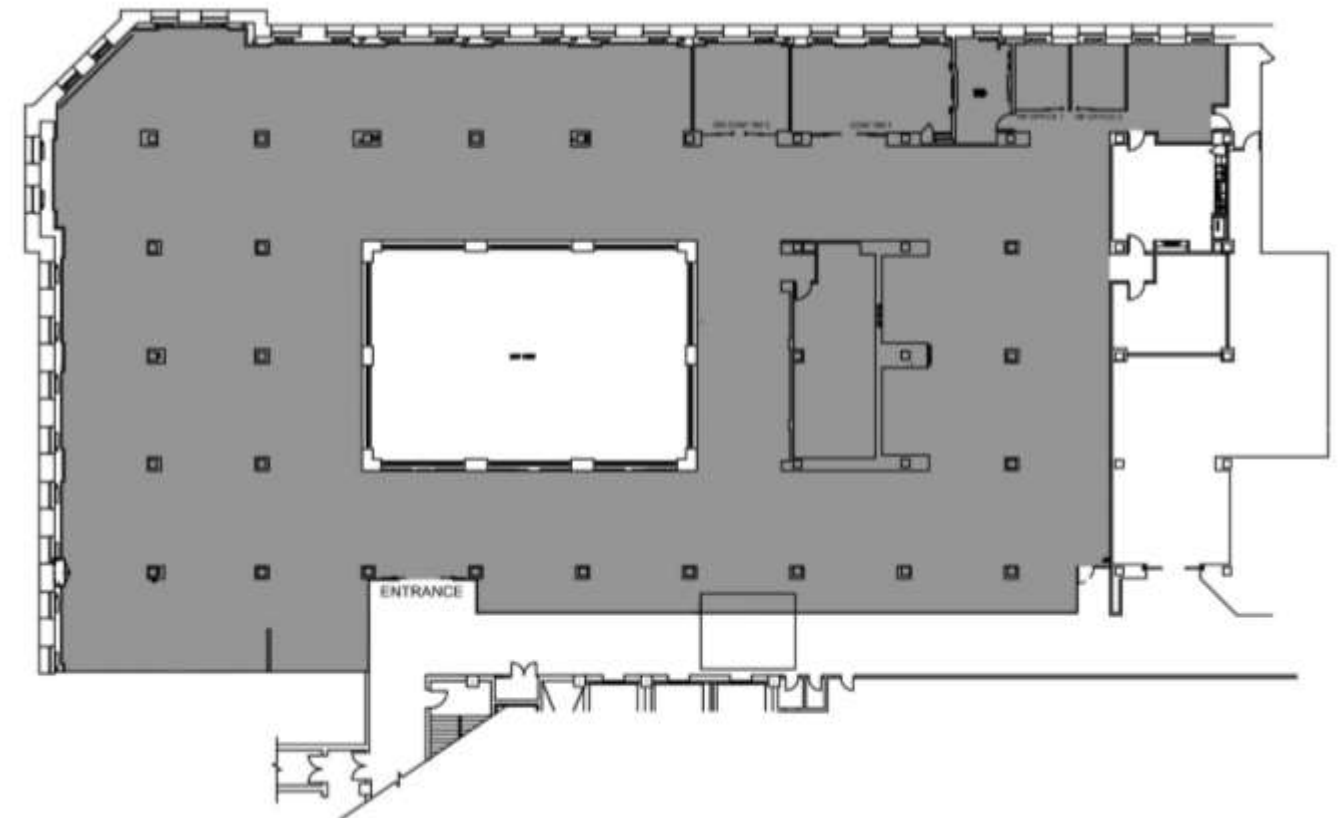
CLIENT: KNOLL NEEDS/WANTS

- Modern furniture should complement architectural space
- Adaptive, Efficient, Immersive, Perimeter, and Core
- 80% must be Knoll products
- Other 20% can be other
- Must incorporate 5 out of the 8 constellation of brands

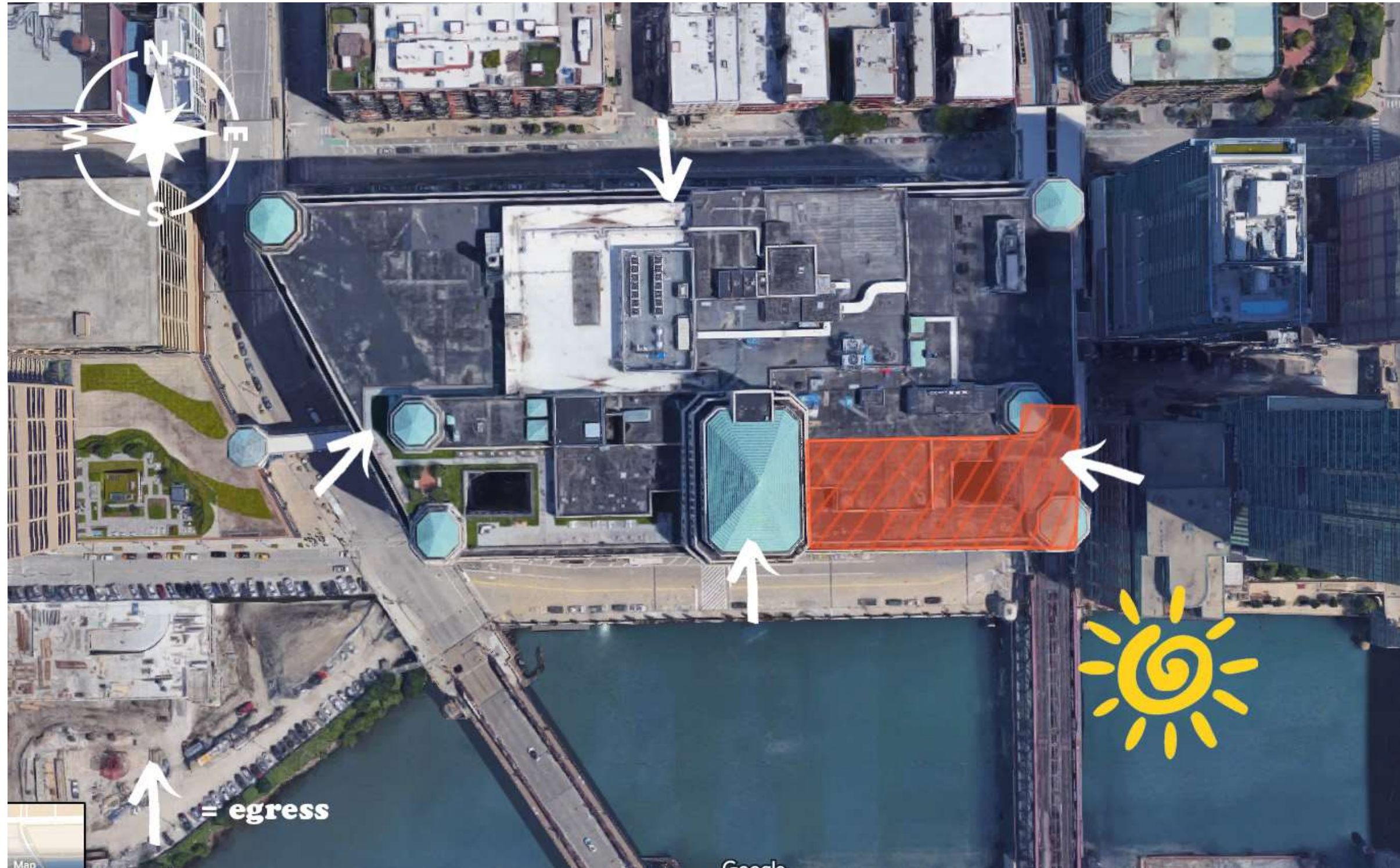


SITE PROFILE

- δ Located: Downtown on the Chicago River in Illinois
- δ Innovator in culture, art, business, fashion, media and more
- δ The Mart is the largest commercial building and wholesale design center, located in one of Chicago's leading international business locations
- δ 4.2 Million gross square feet, has a span of two cities
- δ Showrooms include: Kitchen and bath, home furnishings and outdoor furnishings each year
- δ Center for Interior Designers, Architects, Contractors, Business owners, and buyers
- δ Company has been awarded LEED Silver and Gold certification



SITE EVALUATION



CONCEPT STATEMENT

Creation

(the action or process of bringing something into existence.)

A uniquely designed workspace will provide the foundation needed for Knoll's constellation of brands to shine.



DESIGN CHALLENGES:

- δ Using 5/8 Knoll Constellations
- δ Sticking to 5 statements given at the CBI briefing
- δ Showcasing the office furniture in a functional yet appealing manner to customers

RESOLUTION STATEMENT:

Aspyre aims to overcome these obstacles through adhering to Knoll's design principles and planning approaches.

Knoll



ASPYRE

INSPIRATION IMAGES

