

Three
BLONDE
Mice



Portfolio 1
IDSN 3202
Spring 2019

“Our team name is The Three Blonde Mice. Despite its humorous title, the firm name has a deeper meaning. We are working together on something new to help each other create one unified concept.”

TEAM MEMBERS



SHELBI WEATHERMAN
Communication Manager



CAITLIN MIZE
Project Manager



CARLY LOGEMAN
Job Captain

RETAIL DESIGN

Retail design combines different areas in the design and construction of the space, includes interior decoration, industrial design, graphic design, ergonomics, and advertising. Retail has large demands from consumers because of the selling of a product(s) and the space has to have the room for comfortable and enjoyable shopping and for the ability to sell and restock merchandise. The space must be custom to the type of product being sold. Storefront design is key to be able to bring customers in. Retail chains have to have a unified design.



POP UPS

Pop up retail, pop up store, or flash retailing are all names for pop ups.

They are trends of short term spaces that sell some type of product or service. Pop ups originated in LA, they became popular around 2010. A

pop up could be around for one day or for several weeks. Pop ups are used to peak interest in consumers and test how a certain product will do on the market.



FLUE-CURED TOBACCO BARNS

- Tobacco sales were introduced by John Rolfe in Jamestown Virginia and it quickly became a U.S. commodity
 - Tobacco barns were used to “air-cure” tobacco (which means to dry/preserve a product by exposure to air)
- Flue-cured tobacco barns were located in North Carolina because “the arrival of the newly constructed Norfolk and Western Railroad was a major influence around 1890, as it enabled the addition of tobacco processing plants and warehouses to the rural economy.”
- The shape of the building reflects its function due to its purpose of having ventilation in order to “cure” the hanging tobacco leaves and have them “shed water”
 - “While the earlier tobacco barns were constructed of pine logs, later builders were forced to try other materials because of the scarcity of good pine; their efforts generally proved unsatisfactory.”



LOCATION

- **Greenville Tobacco Warehouse District – Dickinson Ave & Pitt St.**
- **Beside Pitt Street Brewing Co. and Lunas Pizza**

This Location is a booming area in Greenville that constantly has new stores, restaurants and bars opening up. The foot traffic in this area has increased tremendously throughout the past couple of years, adding in a fine dining restaurant, burger bars, home décor shops and even adding in new apartment complex buildings. Our pop up tobacco barns will fit right in to this area while adding some interesting new flair to the area.



DESIGN CONCEPT

Concept: Crystal Clear

Clearing of the mind, body,
and soul with relaxation and
comfort



PROGRAM AND CLIENT PROFILE

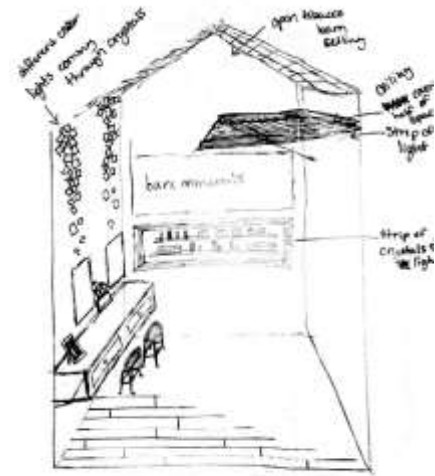
- Juice Shop
- Makeup Store
- Jewelry Store

The primary clientele of these pop up is the female population of Greenville. The juice shop has a relaxed environment where a customer can go to get a juice or smoothie and either sit in a swing or take the juice to go. Before or after visiting the juice shop the customer can go to the jewelry store and try on jewelry or purchase it and then proceed to the makeup store. The makeup store is unique and has cosmetics that are edible.

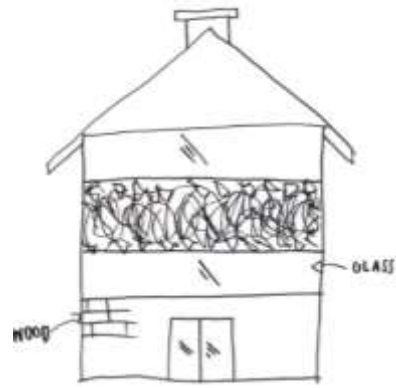
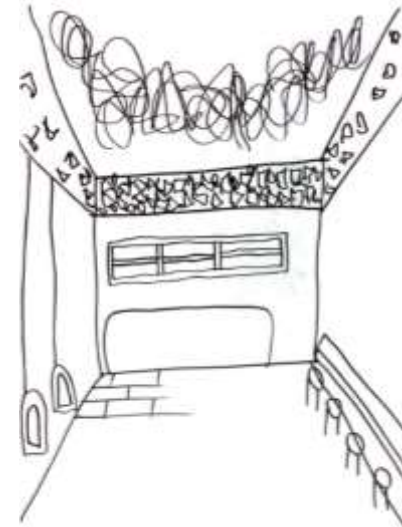
INSPIRATION IMAGES



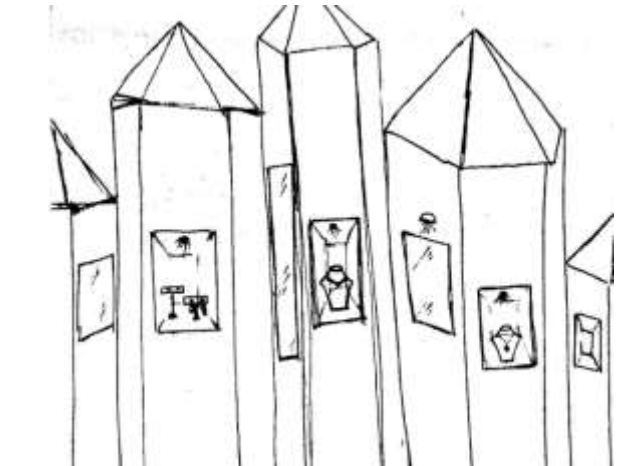
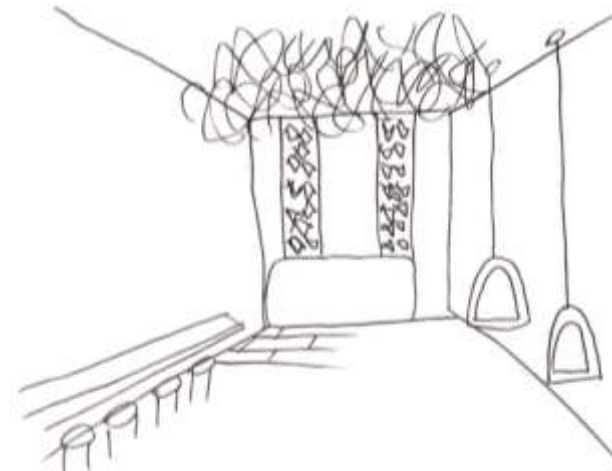
SKETCHES



MAKEUP STORE

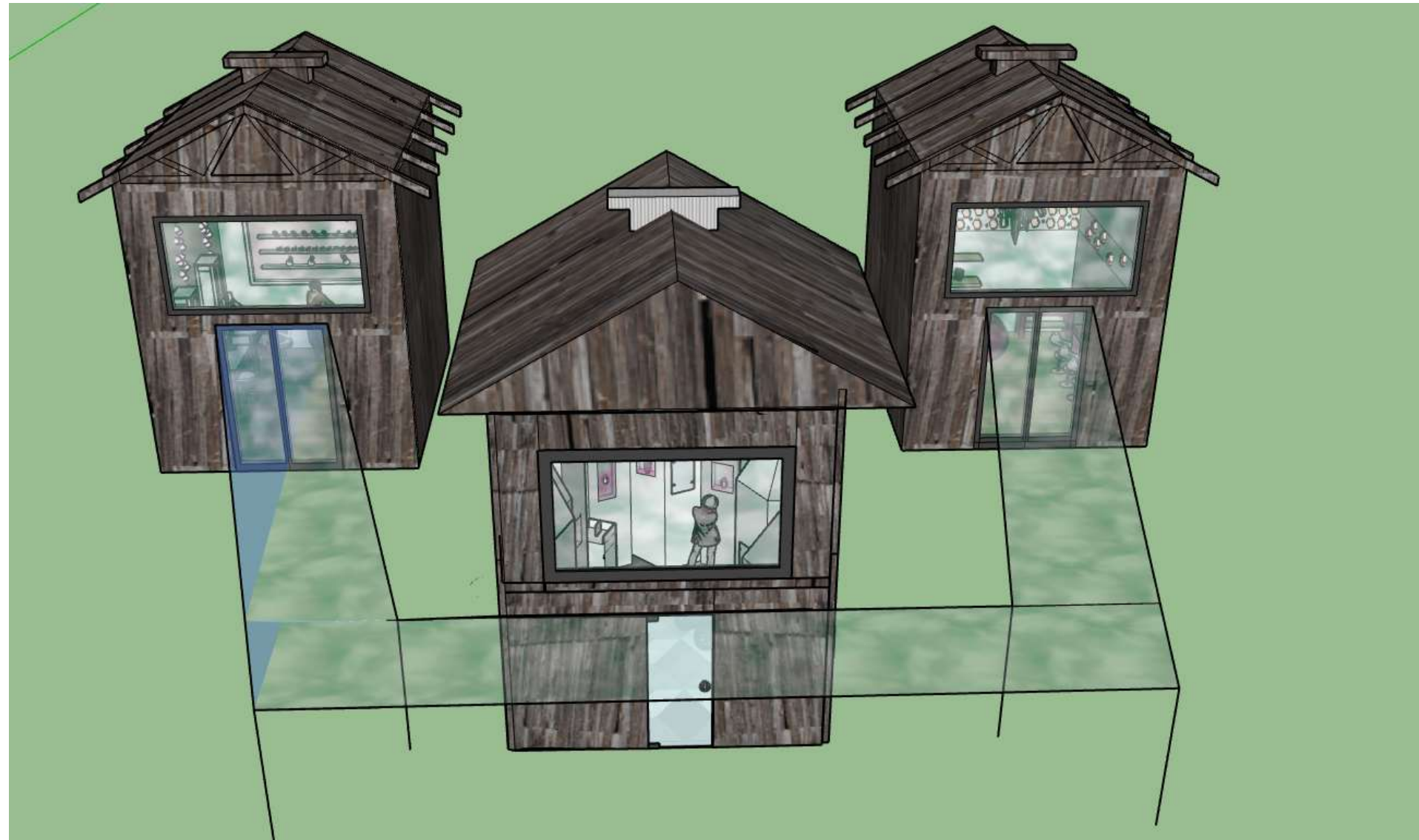


JUICE SHOP

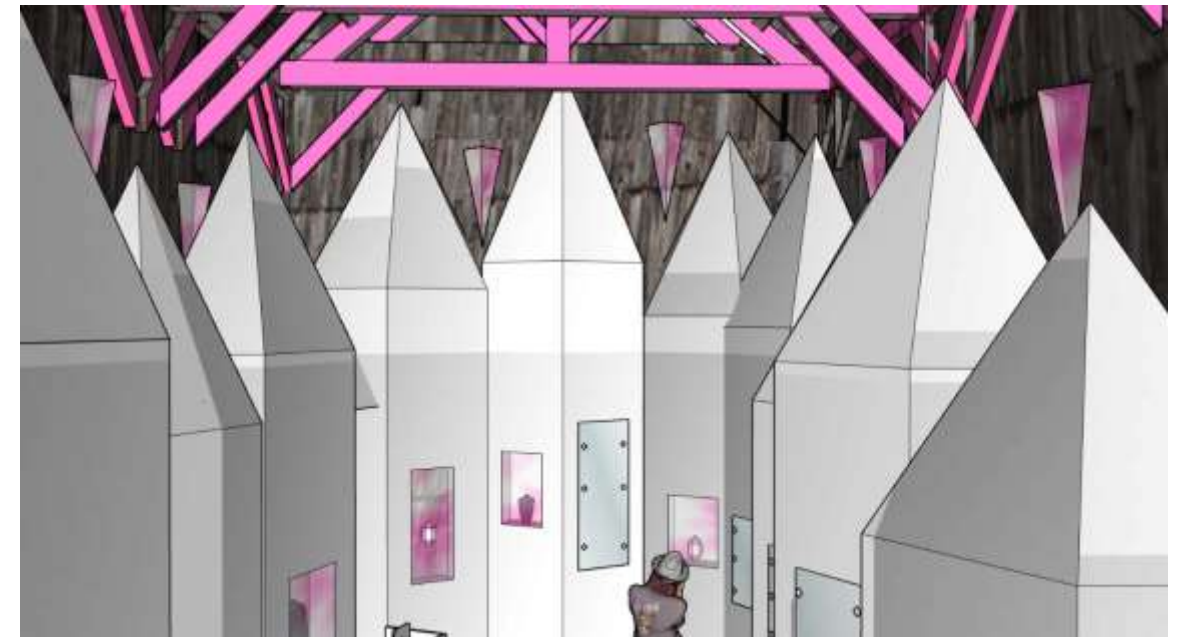
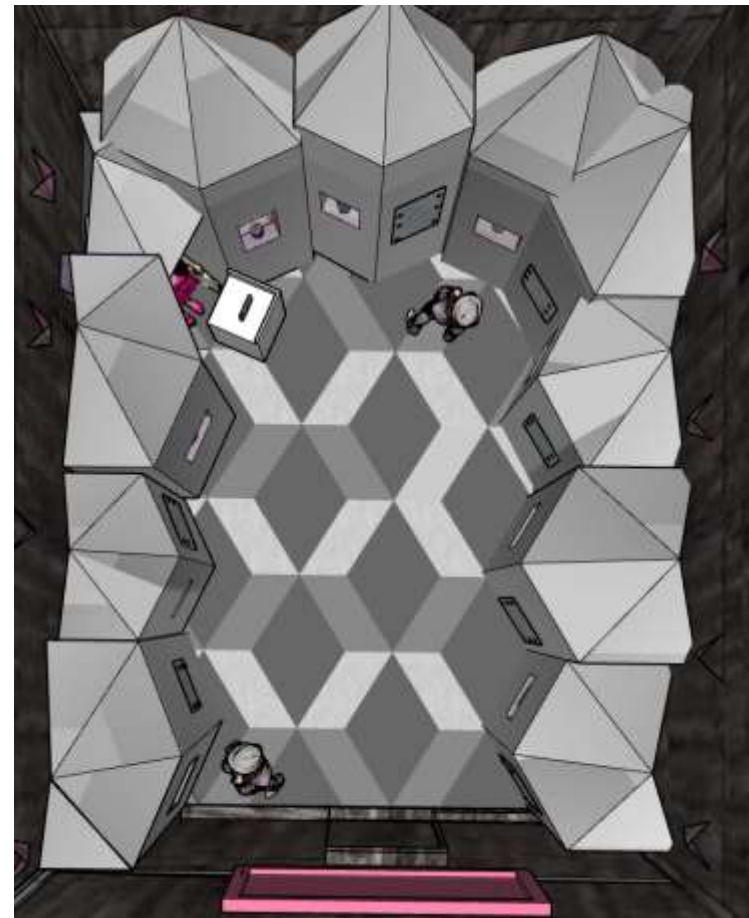


JEWELRY STORE

MINERAL POP UPS



JEWELRY STORE



MAKEUP STORE



JUICE SHOP

