



NEXT TO NATURAL

RETAIL DESIGN PROJECT
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OVERVIEW

1. CONCEPT
2. PROGRAM & CLIENT PROFILE
3. RESEARCH
4. INSPIRATION BOARD
5. LOCATION
6. GREENWAY INSPIRATION
7. DESIGN SKETCHES
8. RENDERINGS
9. WALKTHROUGH



CONCEPT

ENVIRONMENTALLY FRIENDLY

DRIVING SUSTAINABILITY AND GREEN DESIGN THROUGH NATURAL ELEMENTS.



PROJECT KEY WORD: VEHICLE; MEANS OF TRAVEL. OR PROCESS OF DRIVING

PROGRAM & CLIENT PROFILE

CLIENTS:

- GREENVILLE RESIDENTS
- COLLEGE STUDENTS AND FAMILIES
- ACTIVE AND ADVENTUROUS INDIVIDUALS

THREE POP UP BARN:

- 1: RENT CANOES
- 2: RENT & SELL BIKES
- 3: SELL SNACKS AND BEVERAGES TO JUMPSTART CLIENT'S ENERGY

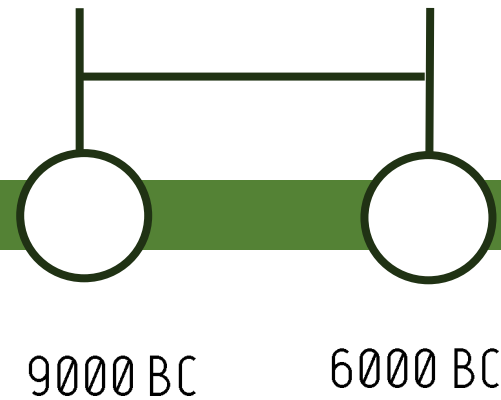
RETAIL DESIGN RESEARCH

- RETAIL DESIGN BRINGS A SPACE TOGETHER TO PRESENT AND SALE PRODUCTS OR SERVICES
- THE REASON FOR RETAIL DESIGN IS TO CATCH THE CONSUMERS INTEREST AND GEAR THE MERCHANDISE AND DISPLAYS TOWARD THAT
- AWARENESS TO THE MERCHANDISE AND ENVIRONMENT IS IMPORTANT WHEN TRYING TO ATTRACT THE TARGET AUDIENCE
- VISUAL BRANDING IS IMPORTANT IN DISPLAY AND RETAIL DESIGN
- RETAIL IN URBAN CENTERS HELP ATTRIBUTE TO HOLD THE RETAIL STORE DOWN AND PEAK INTERESTS OF CUSTOMERS; LARGE URBAN CITIES DRAW LARGE NUMBERS OF PEOPLE AND NEED TO HAVE ELABORATE DISPLAYS
- IN SMALL TOWNS. RETAIL DESIGN IS IMPORTANT AND NEEDS TO BE USER FRIENDLY AND EASY NAVIGATION; WIDE OPEN DISPLAYS AND ATTRACTIVE PRODUCT DISPLAYS ARE CRUCIAL. SMALL TOWN RETAIL STORES NEED TO BE MEMORABLE AND NOTICEABLE TO CATCH PEOPLE'S ATTENTION; THEY NORMALLY REQUIRE AN ANCHOR STORE AND NEED TO BE WALKABLE. EASY TO ENTER. AND HAVE ACCESS TO PARKING.



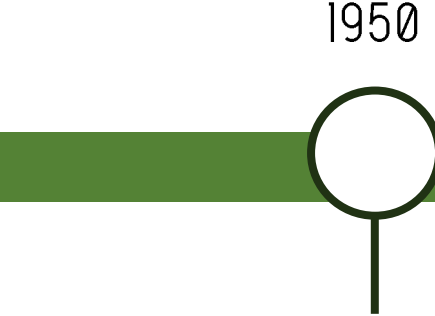
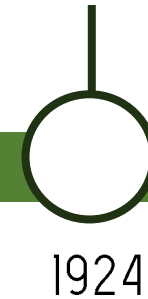
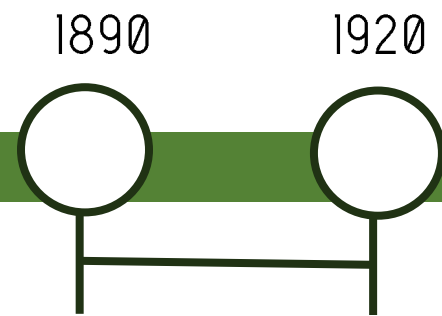
RETAIL DESIGN HISTORY TIMELINE

RETAIL STARTED AROUND WITH THE BARTER SYSTEM. WHERE ANIMALS WERE A FORM OF CURRENCY.

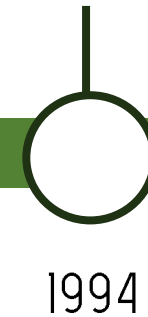


THE MODERN-DAY MACY'S. ONCE MARSHALL FIELDS. WAS ESTABLISHED IN 1852 AS A DRY GOODS STORE.

THE FIRST MACY'S THANKSGIVING DAY PARADE STARTED & ATTRACTED OVER 10,000 PEOPLE MAKING MACY'S IN NYC THE LARGEST RETAIL STORE IN THE WORLD.

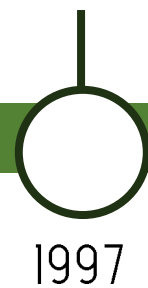


ONLINE SHOPPING IS CREATED.



FIRST RETAIL SHOPPING MALL OPENS.

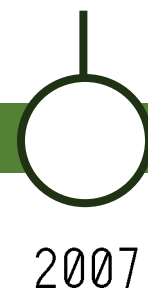
MOBILE PAYMENTS ARE INTRODUCED ON SOME VENDING MACHINES.



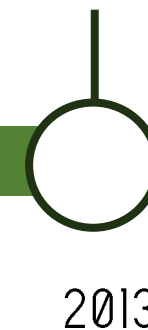
APPLE OPENS THEIR FIRST STORE.



FACEBOOK OPENS MARKETPLACE AND MAKES A HUGE IMPACT IN THE RETAIL WORLD.



E-RECEIPTS ARE CREATED.



POP-UP VENUE RESEARCH

- CREATED IN THE EARLY 1990'S AND WERE PRIMARILY LOCATED IN LARGE URBAN CITIES SUCH AS LONDON, TOKYO, AND NEW YORK CITY
- THEY ARE "SHORT TERM, TEMPORARY EVENTS THAT ARE 'HERE TODAY, GONE TOMORROW'"
- POP UPS MAKE USE OF TEMPORARY SPACE TO CREATE LONG TERM IMPRESSIONS ON CUSTOMERS
- CAN LAST 3 DAYS TO 3 MONTHS
- USED TO LAUNCH A NEW PRODUCT, CREATE AWARENESS, LAUNCH COLLABORATIONS, AND SELL INVENTORY

BENEFITS OF POP UPS:

- ALLOWS YOU TO CONNECT WITH YOUR CUSTOMERS PERSONALLY AND BUILD STRONG RELATIONSHIPS
- SELL MORE INVENTORY; BECAUSE POP UPS ARE ONLY THERE FOR A LIMITED TIME, IT WILL INCREASE THE OPPORTUNITY TO SELL AND CREATES A "GET IT WHILE IT LASTS" URGENCY
- POP UP SHOPS BUILD AWARENESS; LOCATE THEM IN HIGH TRAFFIC AREAS
- LAUNCHING POP UP SHOPS IS 80% CHEAPER THAN TRADITIONAL RETAIL STORES
- POP UP SHOPS ARE A GOOD WAY TO TEST THE WATERS FOR NEW PRODUCTS
- ENGAGE CUSTOMERS OFFLINE; MOST CUSTOMERS LIKE TO TRY THE PRODUCT BEFORE PURCHASING IT



TOBACCO BARN RESEARCH

- THESE BUILDINGS WERE BUILT AWAY FROM HOUSES AND NEAR FIELDS, ROADS, AND FARMS FOR EASY ACCESS TO THE TOBACCO.
- THE SQUARE BUILDINGS MEASURES FROM 16 TO 20 FEET PER SIDE AND HEIGHT 20 FEET.
- TYPICALLY BUILT OF HEWN LOGS AND MORTAR, OR SAWN TIMBER REINFORCED WITH TIN.
- SINCE BUNDLED TOBACCO LEAVES ARE HUNG IN TIERS AND FRESH TOBACCO IS 80 PERCENT WATER, THE INTERNAL STRUCTURE OF A TOBACCO BARN 20 SQUARE FEET IN SIZE MUST SUPPORT NEARLY FIVE TONS OF WEIGHT.
- THE INSIDE HAD TO BE AIRTIGHT, AS VENTILATION CONTROL WAS CRITICAL TO PROPER CURING.
- THE SHAPE OF THE BUILDING LETS THE HEAT TRAVEL FROM BELOW AND THEN RISE VERTICALLY TO THE FLUE DURING THE CURING PROCESS.
- FLUE-CURED TOBACCO GETS ITS NAME FROM THE DRYING PROCESS
- MODERN BULK CURING SYSTEMS HAVE MADE EVERY TRADITIONAL FLUE-CURE TOBACCO BARN IN THE STATE OBSOLETE. AND THE ABANDONED BARNs ARE RAPIDLY DISAPPEARING.
- IN 1950S TOBACCO BARNs ONCE NUMBERED A HALF MILLION. TODAY, ONLY FEW STILL STAND.



INSPIRATION IMAGES

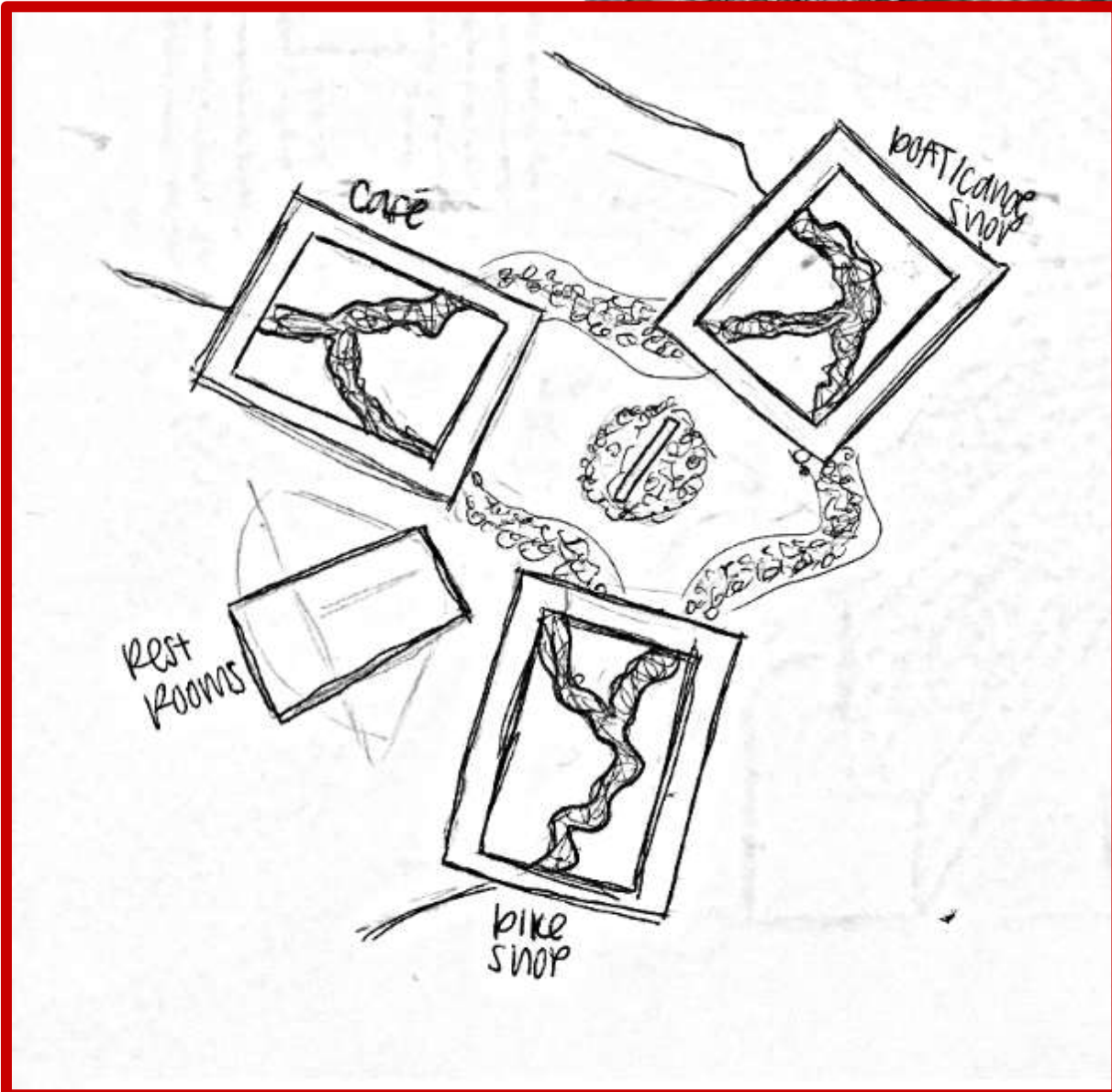


LOCATION

- THE LOCATION FOR OUR POP-UP IS IN THE GREENVILLE TOWN COMMONS AREA
- THE THREE TOBACCO BARNs WILL BE LOCATED NEAR THE TOWN COMMONS BOAT ACCESS AREA
- THE LOCATION IS IN WALKING DISTANCE FROM THE GREENWAY FOR THE CYCLING EQUIPMENT AND ALSO EASY ACCESS TO THE TAR RIVER FOR THE BOATING EQUIPMENT
- THERE IS AN EASILY ACCESSIBLE PARKING LOT LOCATED TO THE RIGHT OF THE POP-UP SHOPS
- ONLY A 3-MINUTE DRIVE TO THE ECU CAMPUS

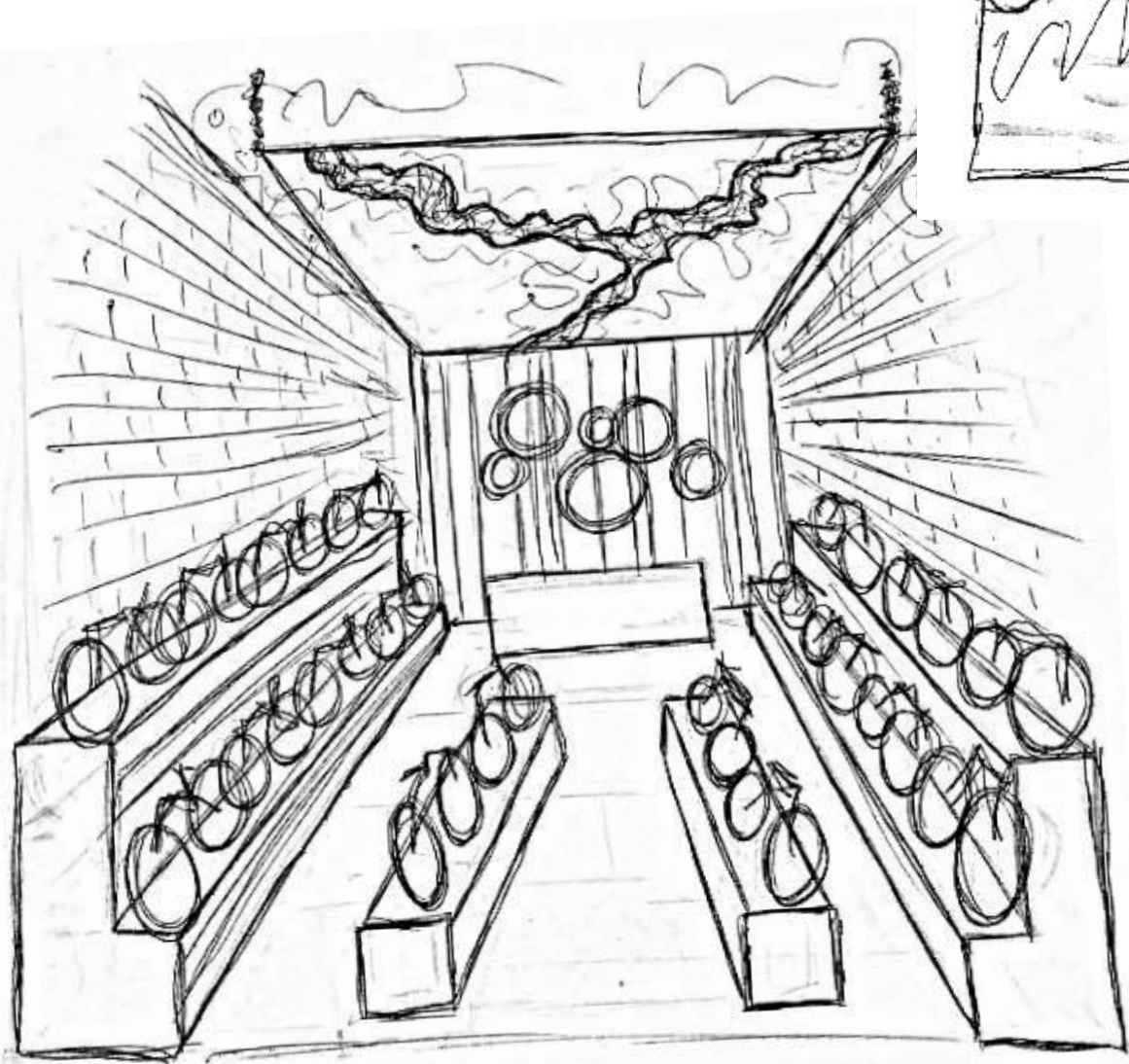
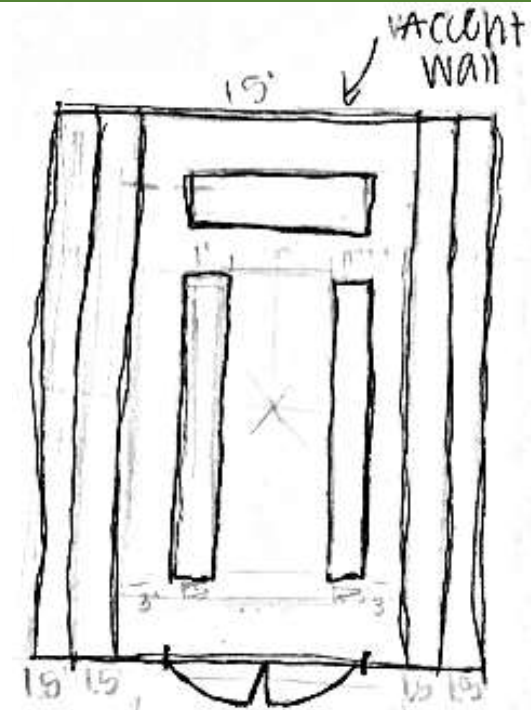
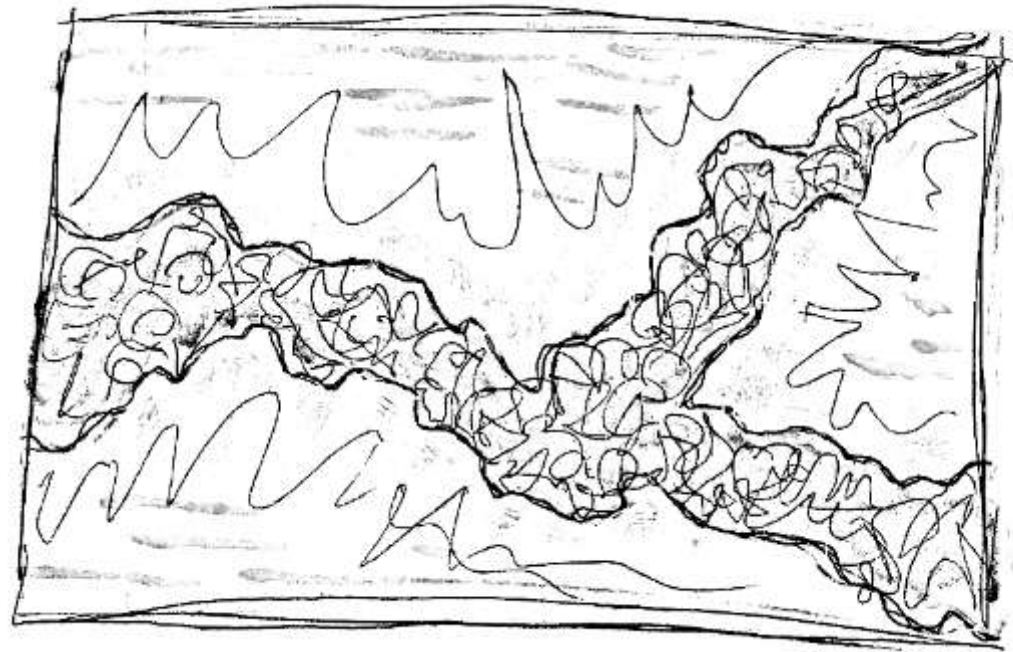


GREENWAY INSPIRATION

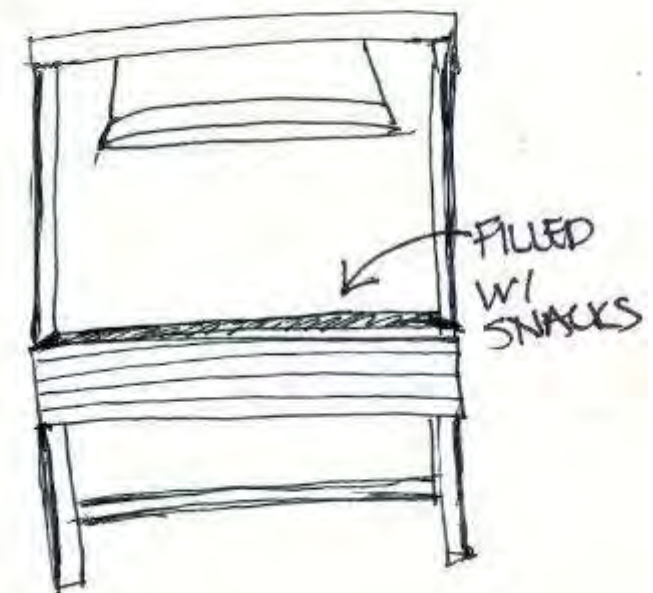
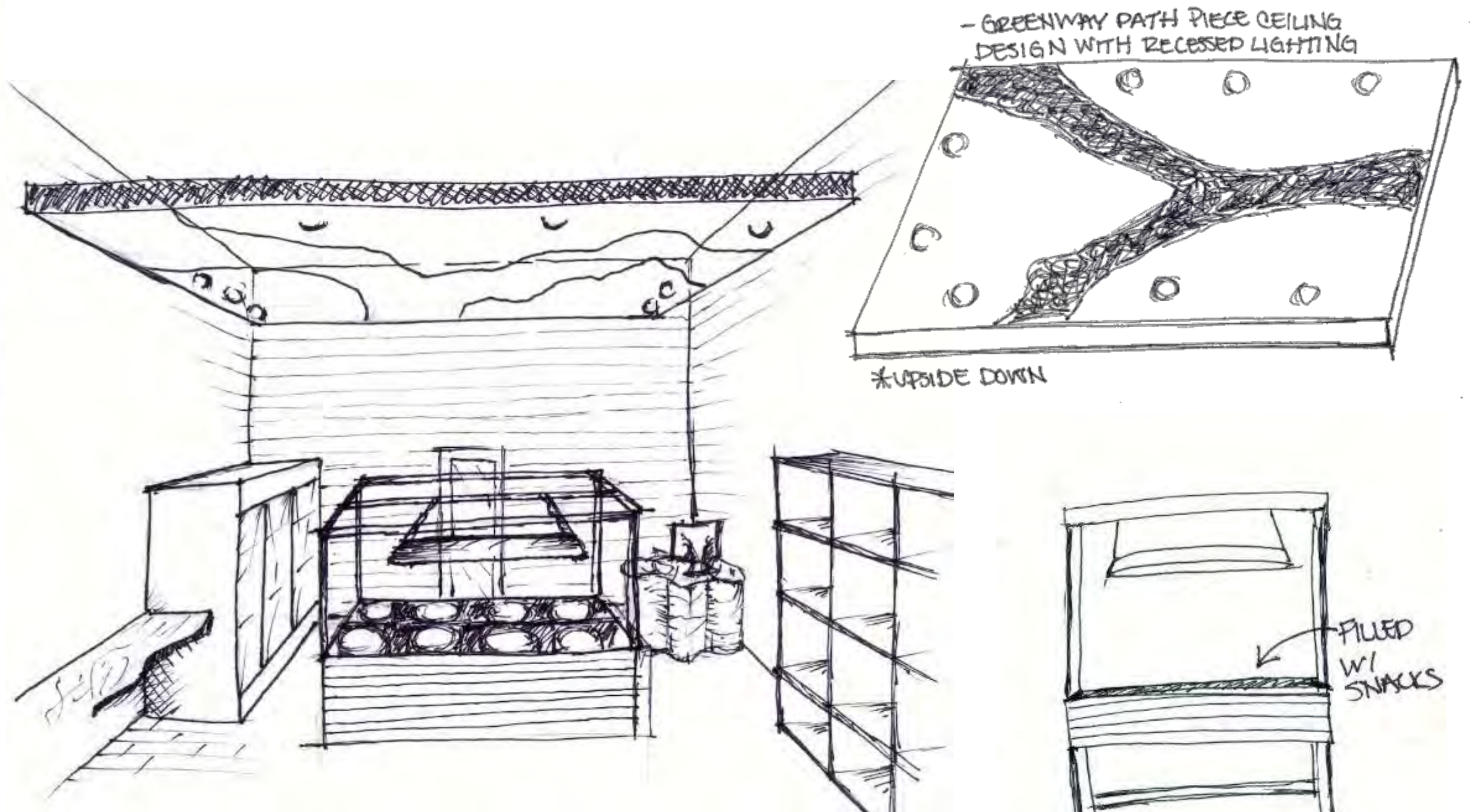
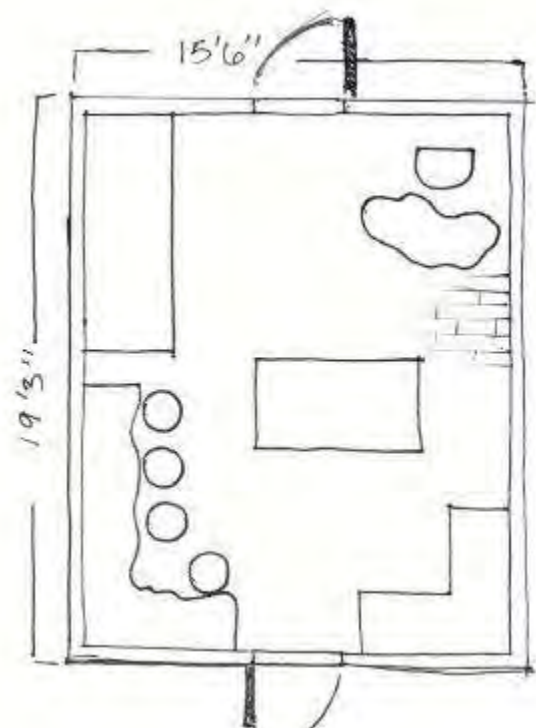
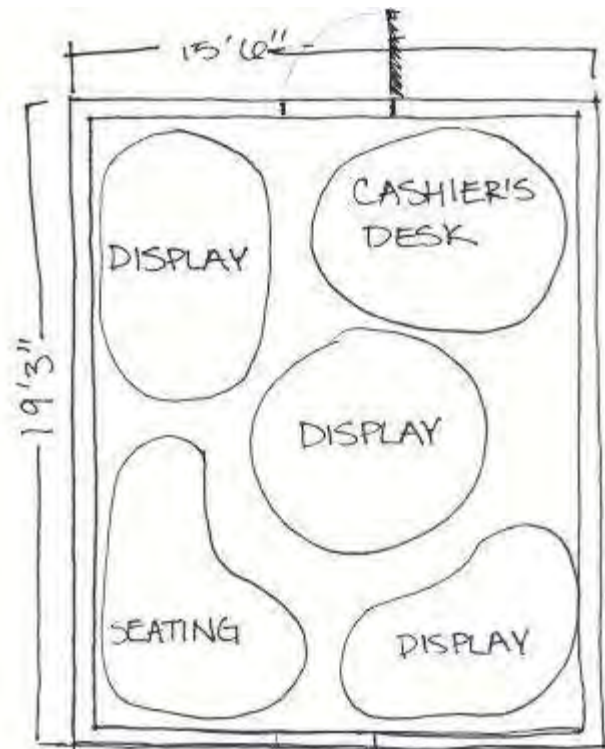


TAKING A SECTION OF THE GREENWAY THAT RUNS ALONG THE RIVER. WE INCORPORATED A CHUNK WHERE IT COMES TO THREE POINTS INTO THE CEILINGS OF EACH OF OUR BARNs.

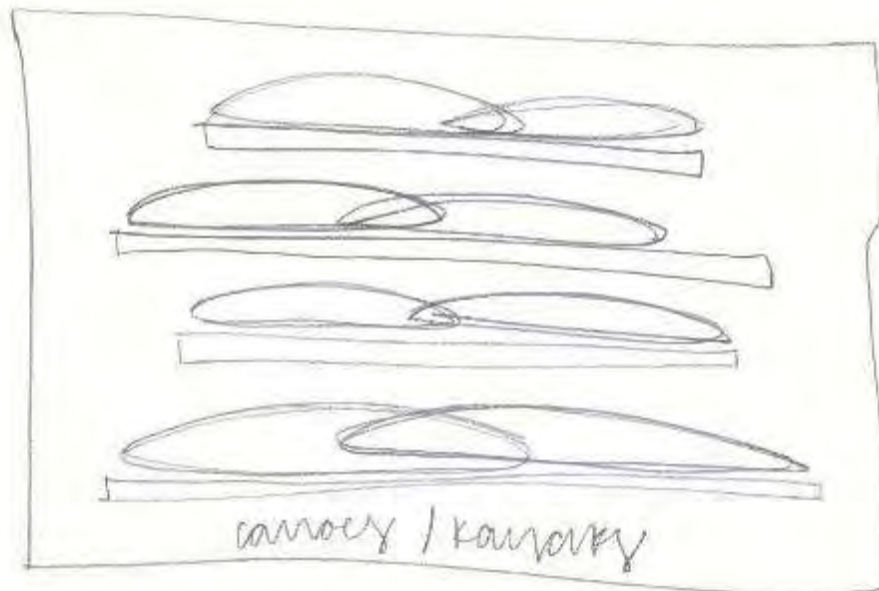
DESIGN SKETCHES: BIKE SHOP



DESIGN SKETCHES: SNACK BAR



DESIGN SKETCHES: CANOE SHOP



hanging canoe (wall)



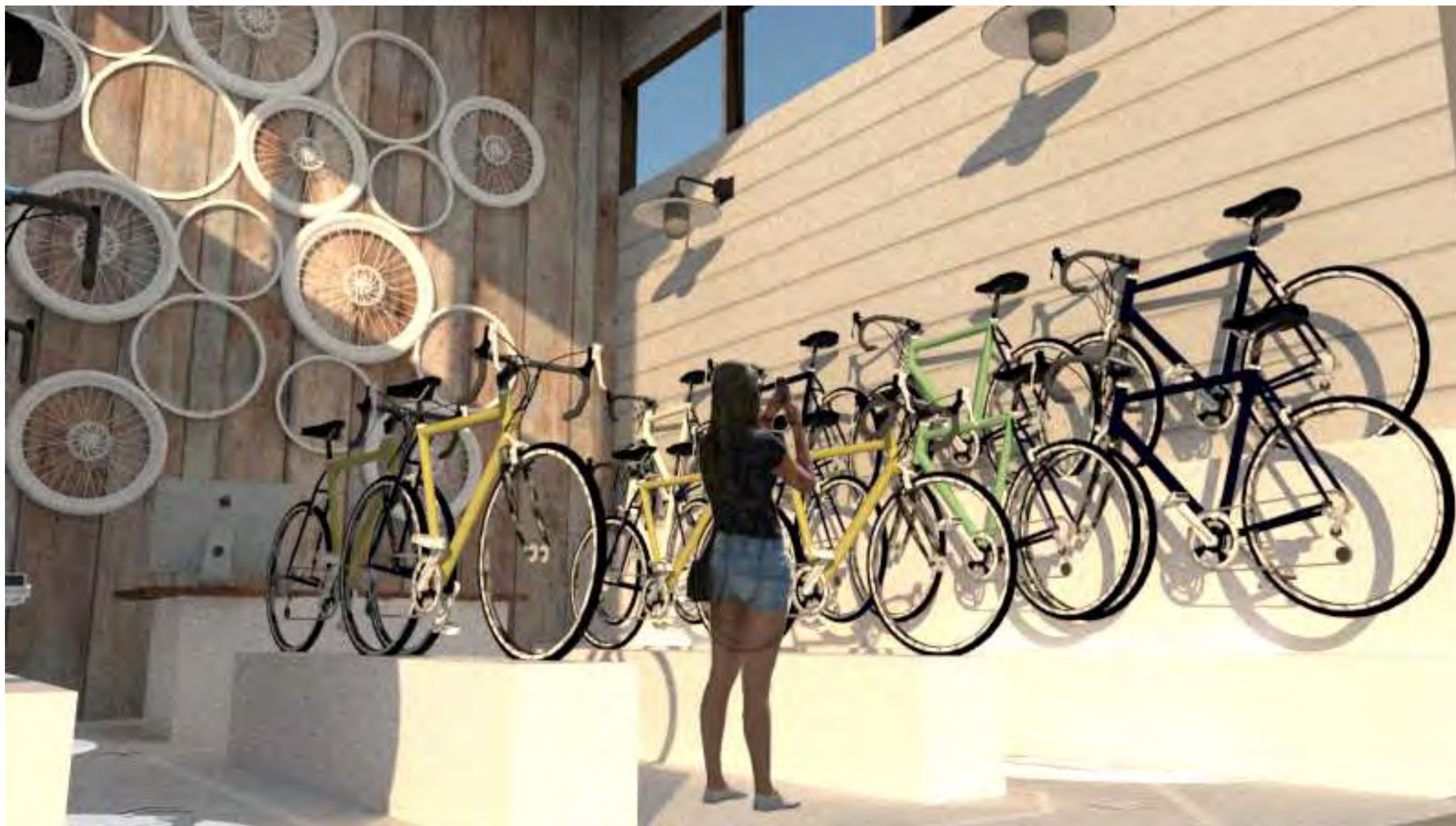
RENDERED FRONT VIEWS



BIKE SHOP RENDERINGS



BIKE SHOP RENDERINGS



RENDERED SNACK BAR



RENDERED SNACK BAR



RENDERED CANOE SHOP



RENDERED CANOE SHOP



BARN FLOORS



SNACK BAR FLOOR

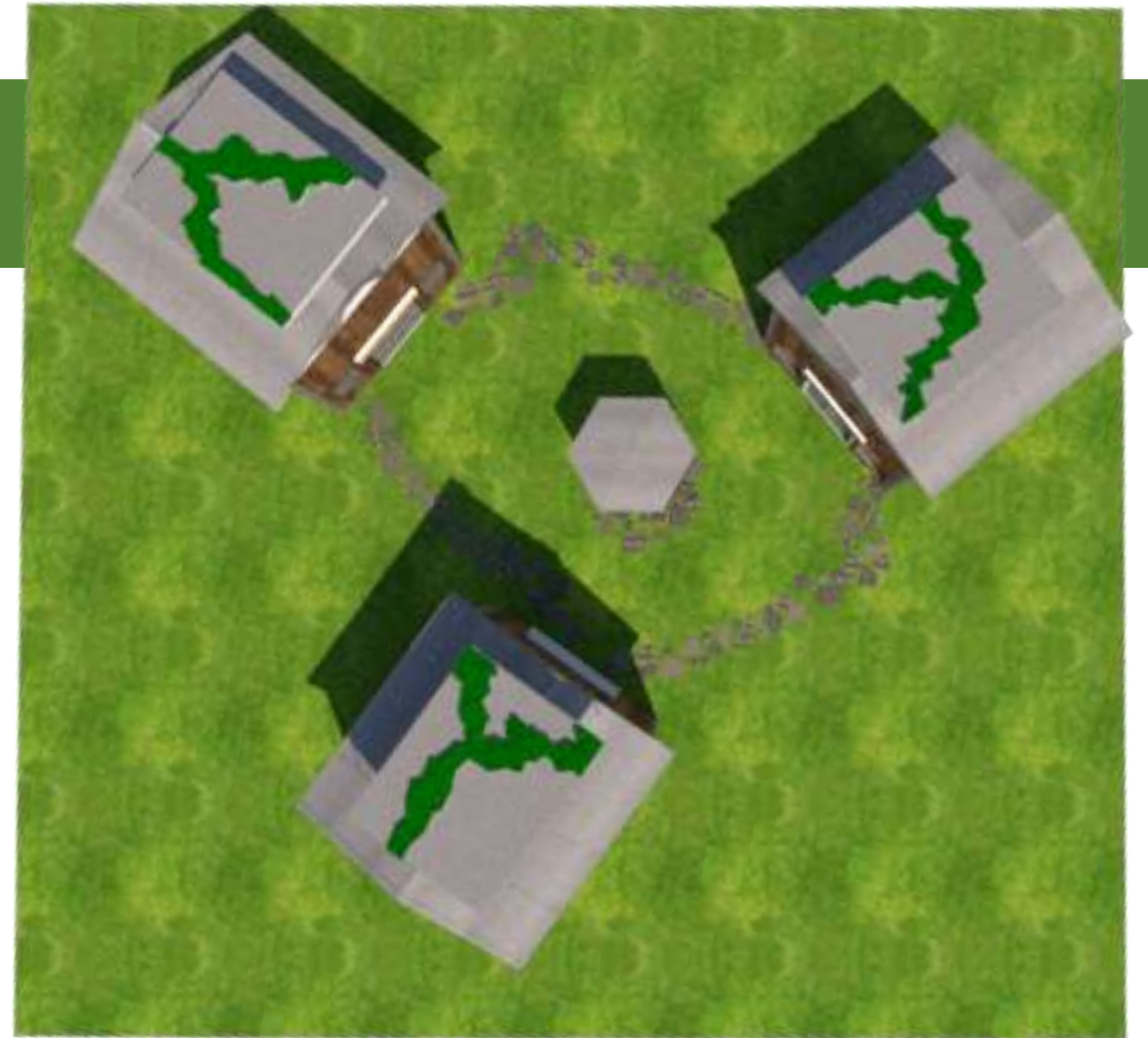
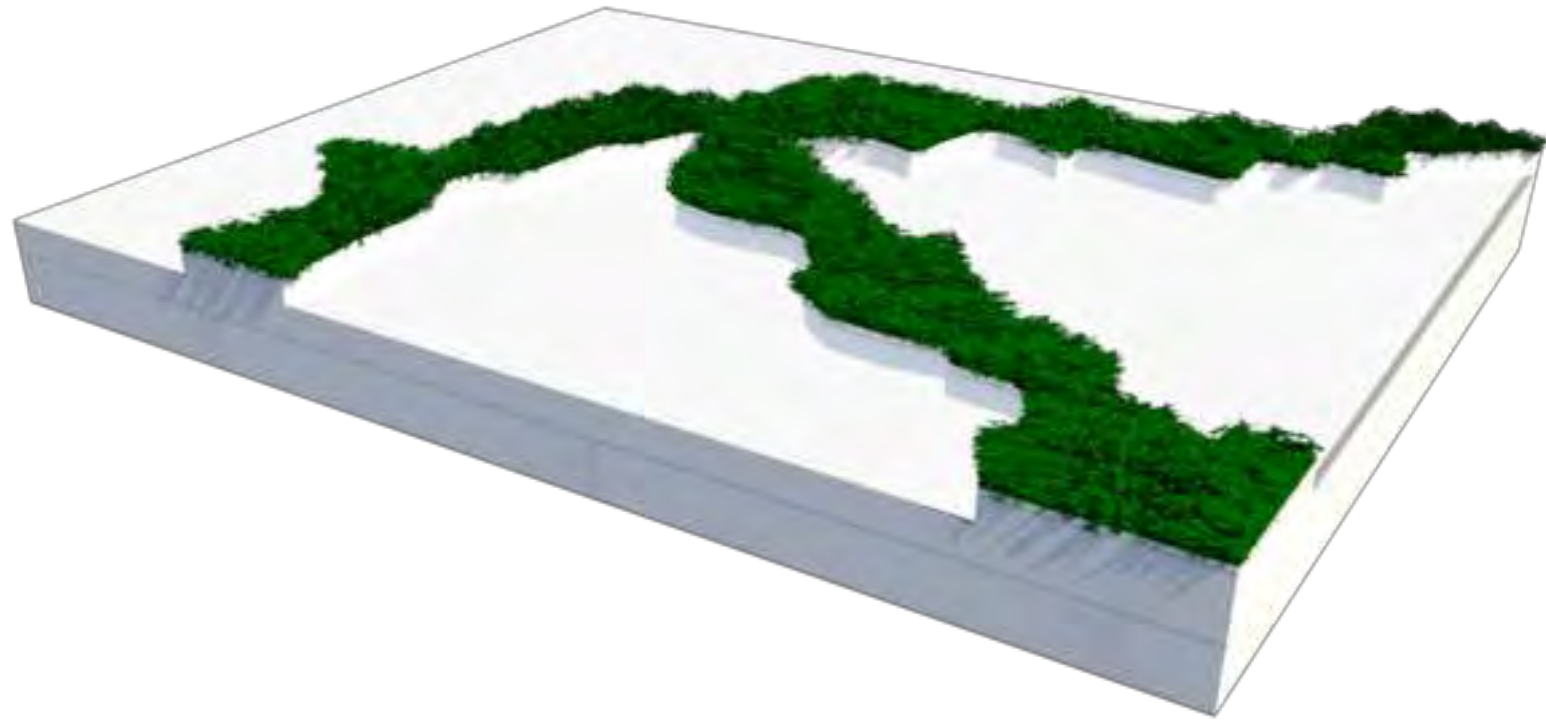


BIKE SHOP FLOOR



CANOE SHOP FLOOR

BARN CEILING RENDERINGS



RETAIL DESIGN PROJECT WALKTHROUGH

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