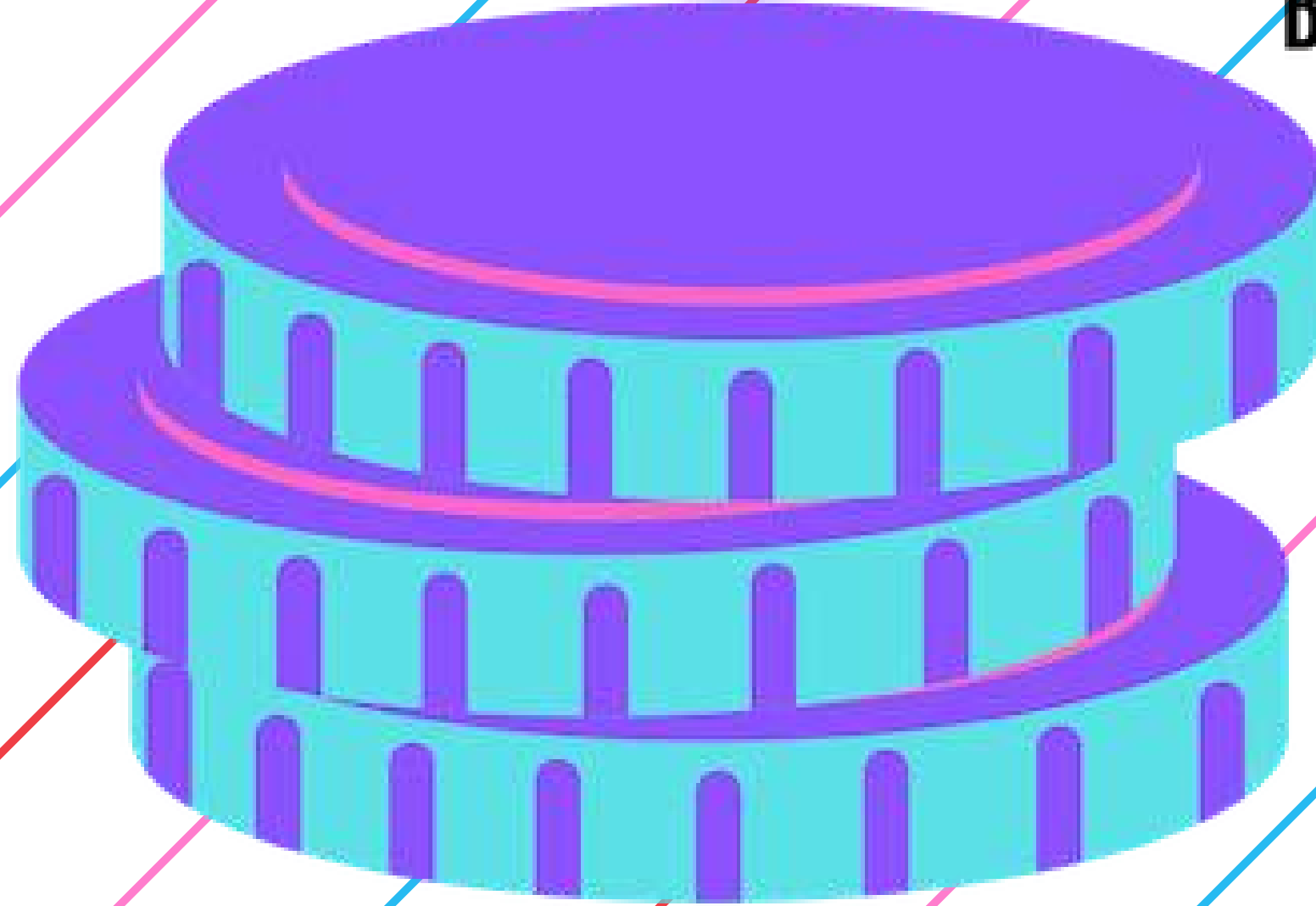


POCKET CHANGE

Bar + Arcade



Project Manager: Jennifer Guzman

Communication Manager: Samantha Bridges

Job Captain: Jordan Cates

Concept

Concept Prompt: **Entertainment**

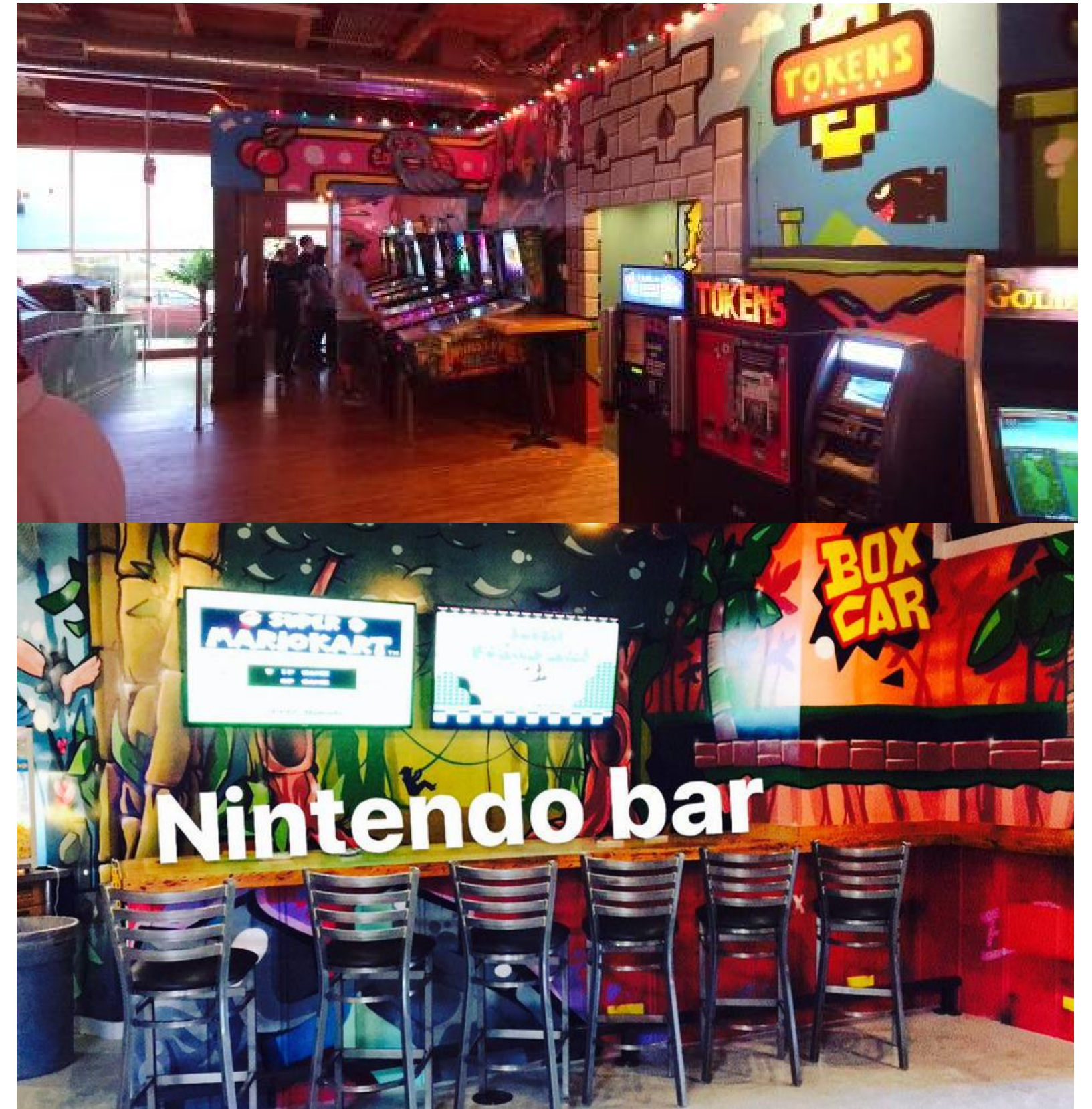
Concept Focus: **Nostalgia**

A combination bar with a focus on classic arcade games and popular alcoholic beverages; Pocket Change provides a nostalgic environment for the locals in downtown Greenville to relive their childhood.



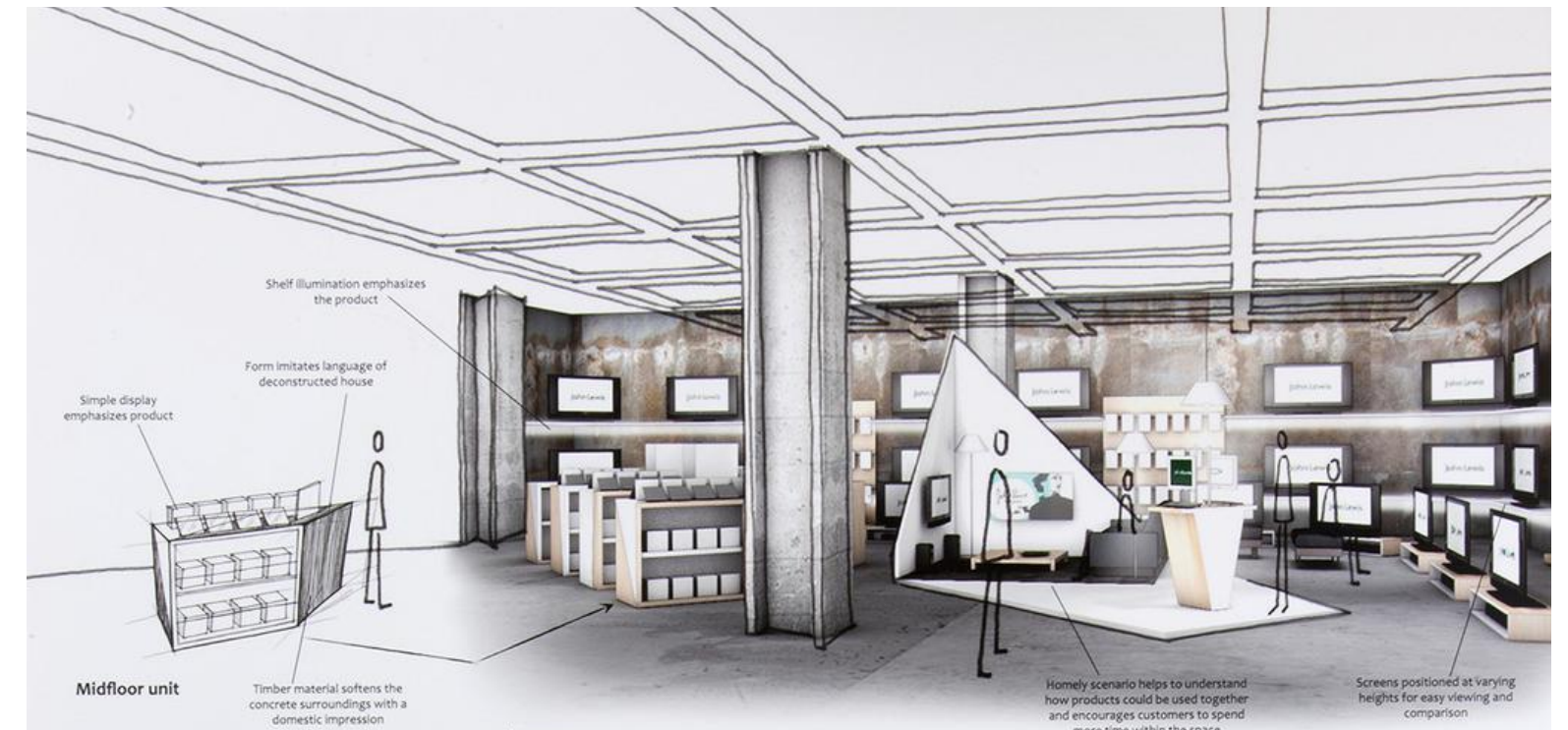
Program

In Pocket Change, the three spaces will be divided into two gaming areas and one central bar located in the middle, which allows customers to flow in and out of each area. In between each space, there will be patio areas used as social environment for those who just want to enjoy the nostalgic atmosphere. All storage will be located primarily within the bar area, as well the products offered at Pocket Change. The products being sold at Pocket Change will include: alcoholic beverages, fountain drinks, snacks; and for the entertainment, gaming packages and loadable cards will be available for purchase.



Retail Design

- 5 essential principles: Defining the space, organizing the space, offering a sequential experience, visual communication, and inviting customer participation
- Slow down the customer journey in the store
- 90% of consumers turn right unconsciously upon entering a store, therefore, adding a “power wall” makes a good impression on customers
- Encourage impulse purchases by stocking items customers crave or commonly need close by



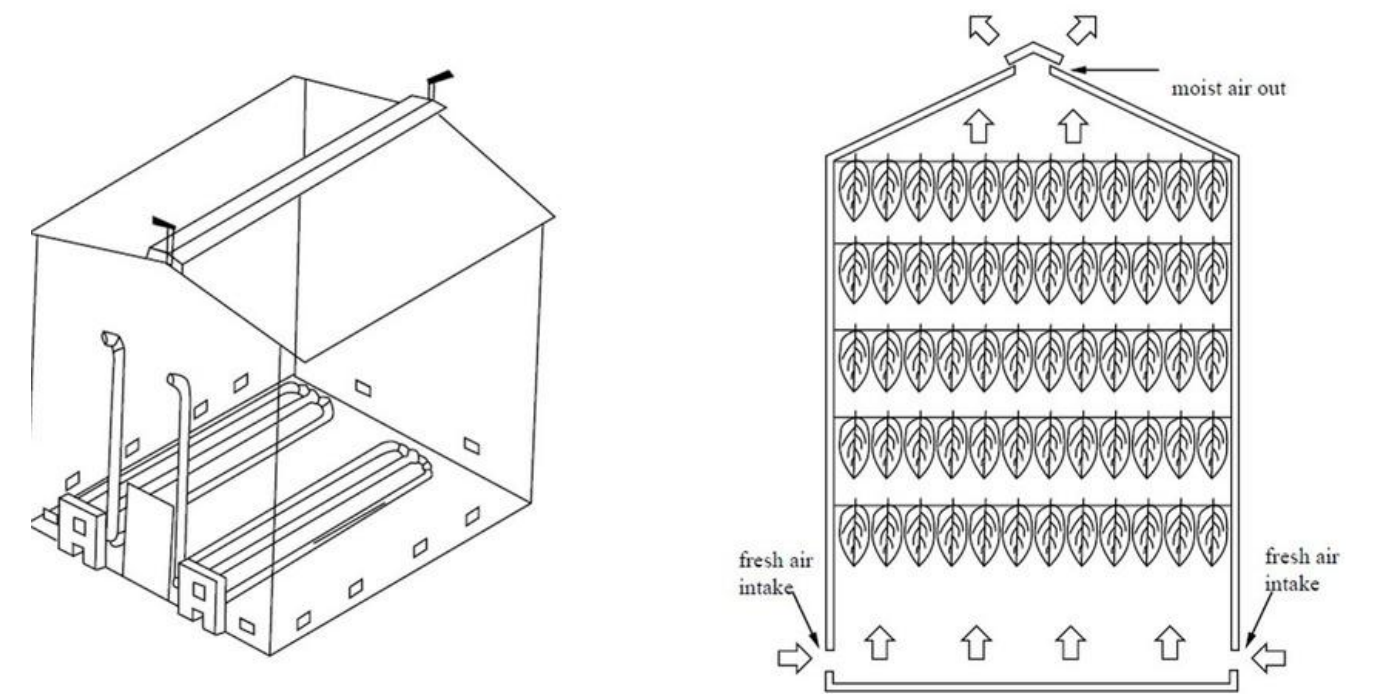
Pop-Up Shops

- Term length: 3 days-3 months
- Introduced in 1990's, originating in large urban cities
- It's typically 80% cheaper than traditional stores
- Pop-up shops serve some very basic marketing needs. They pull in consumer data and provide an unique opportunity for fans to step into a brand encounter.
- Usually located in high traffic areas, so the merchandise is brought to the customers
- They're more fleeting than traditional bricks-and-mortar stores, but more tangible than online shopping.



Tobacco Barns

- Flue-cured tobacco barns gets its name from the tobacco drying process. Done outside of the barn, a narrow, inverted U-shaped furnace, two feet across and three feet high was fed pine logs to generate smoke. The type of barn depended on its location in the state. In the triad, the furnace was built of stone and in hillier areas, it was made of brick, due to the lack of raw materials in the geography of the area.
- The process started with indirect heat being drawn by the chimney and distributed into the barn through air ducts. Shutters on the sides of the roof opened and closed with ropes and pulleys to control the temperature of the barn.
- During this process, a leaf of tobacco loses 80% of its weight and in the first two weeks of the curing process, acre of hanging tobacco sheds 5 tons of water



Location

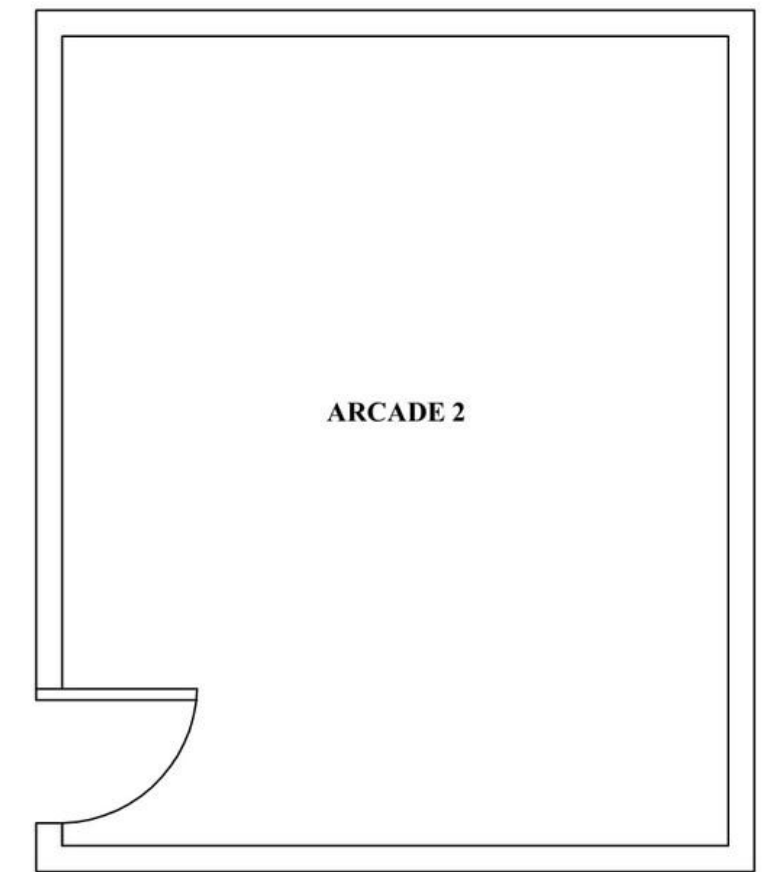
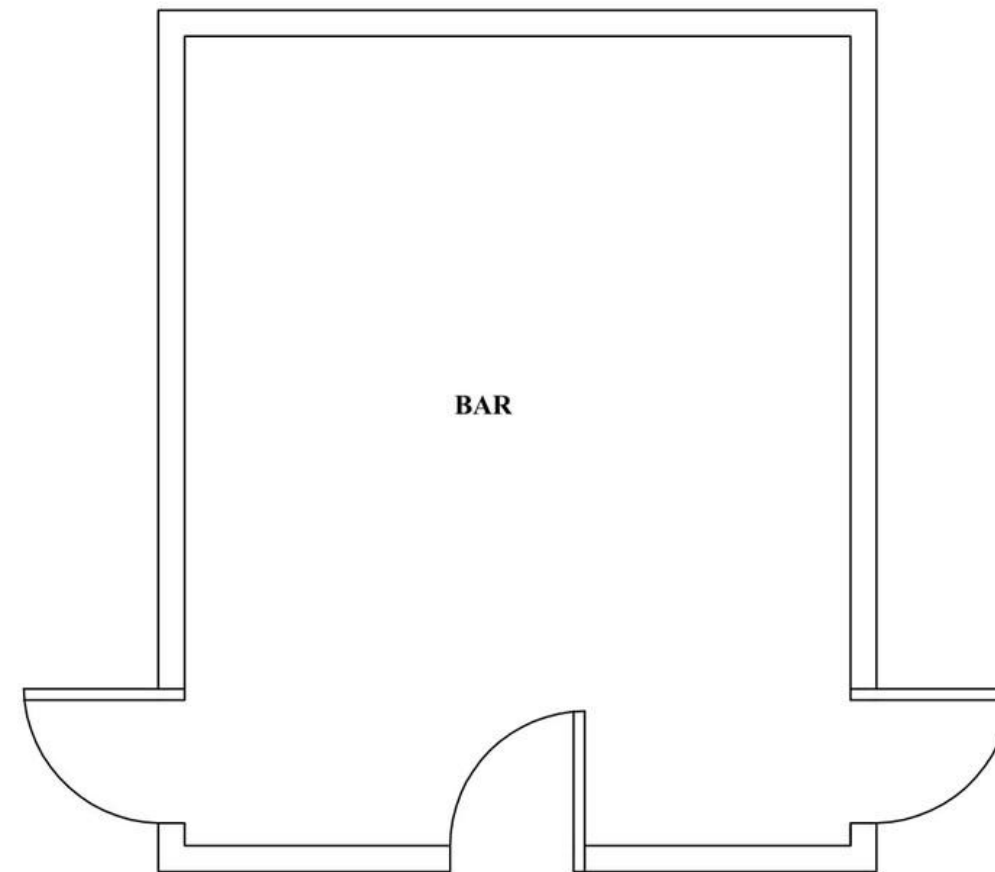
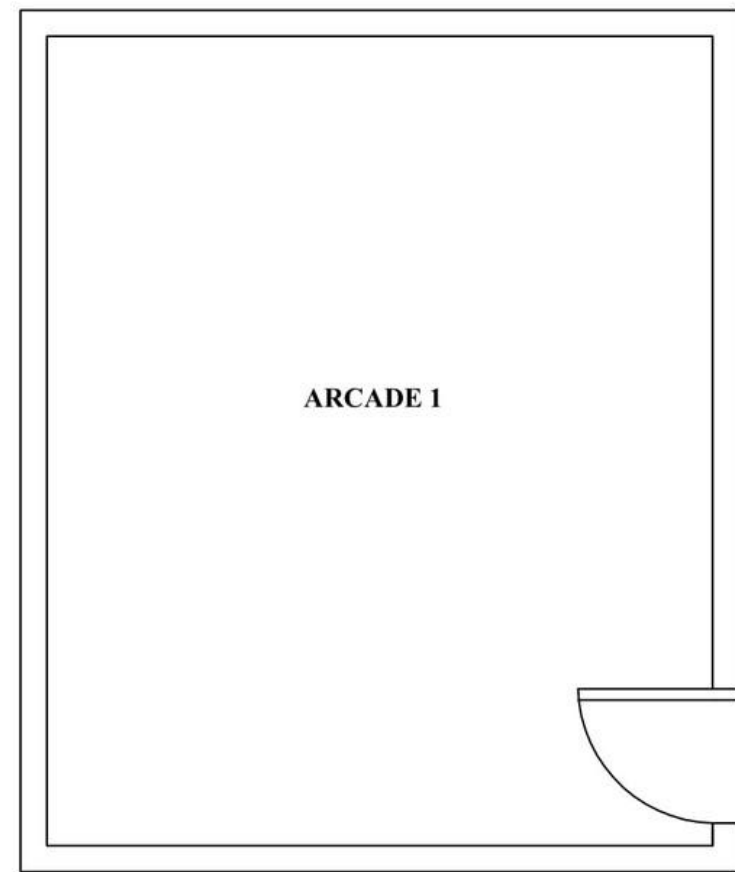
- Downtown Greenville. Dickinson Avenue area.
- This location is an up and coming area with tons of new restaurants and shops. This will generate more foot traffic for our pop-up shop.
- Downtown is currently being revitalized and showing so much economic growth and projected to increase 400% in 2019.
- There is a positive influence of collaboration in uptown and downtown Greenville businesses already.



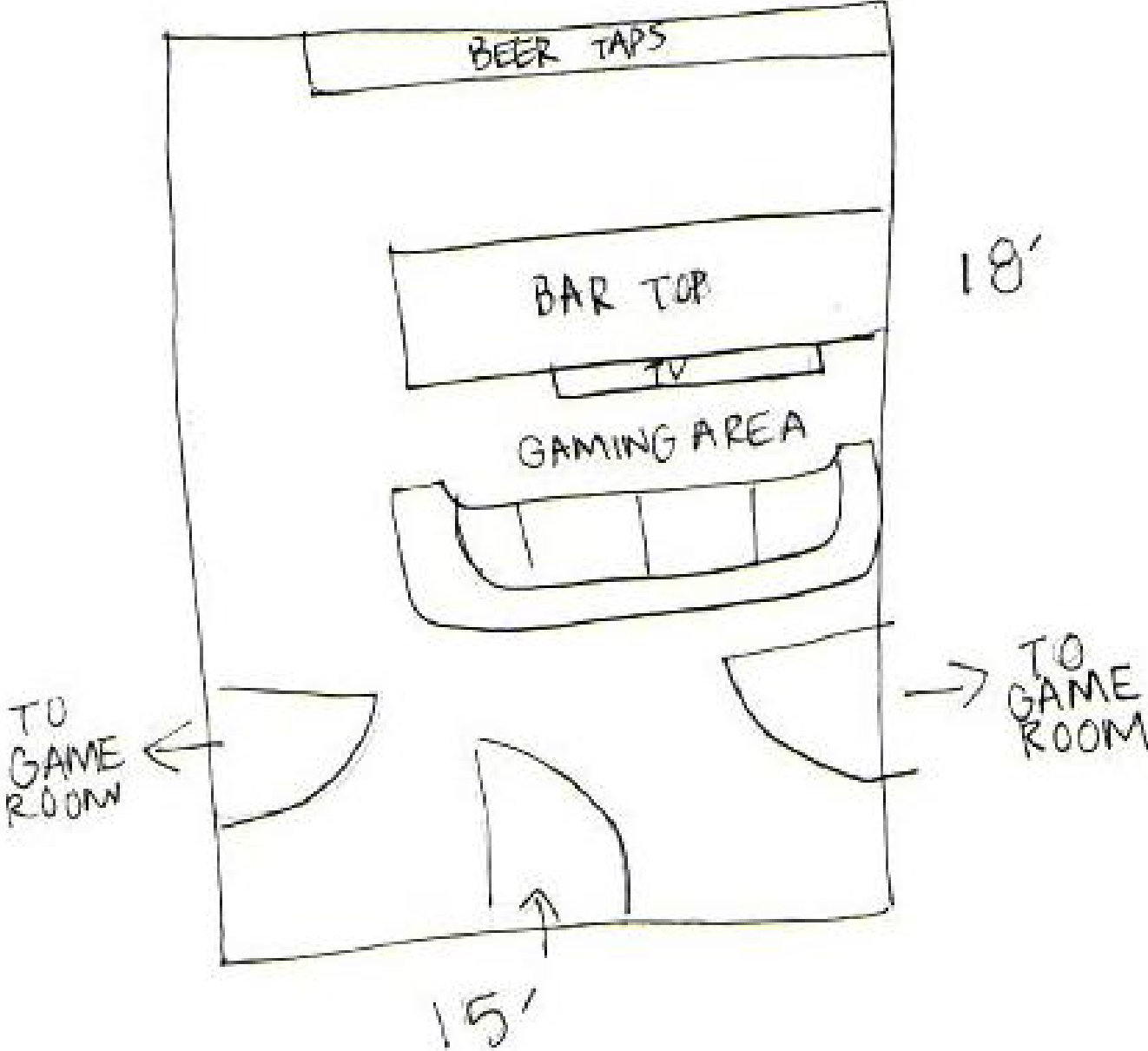
Inspiration Images



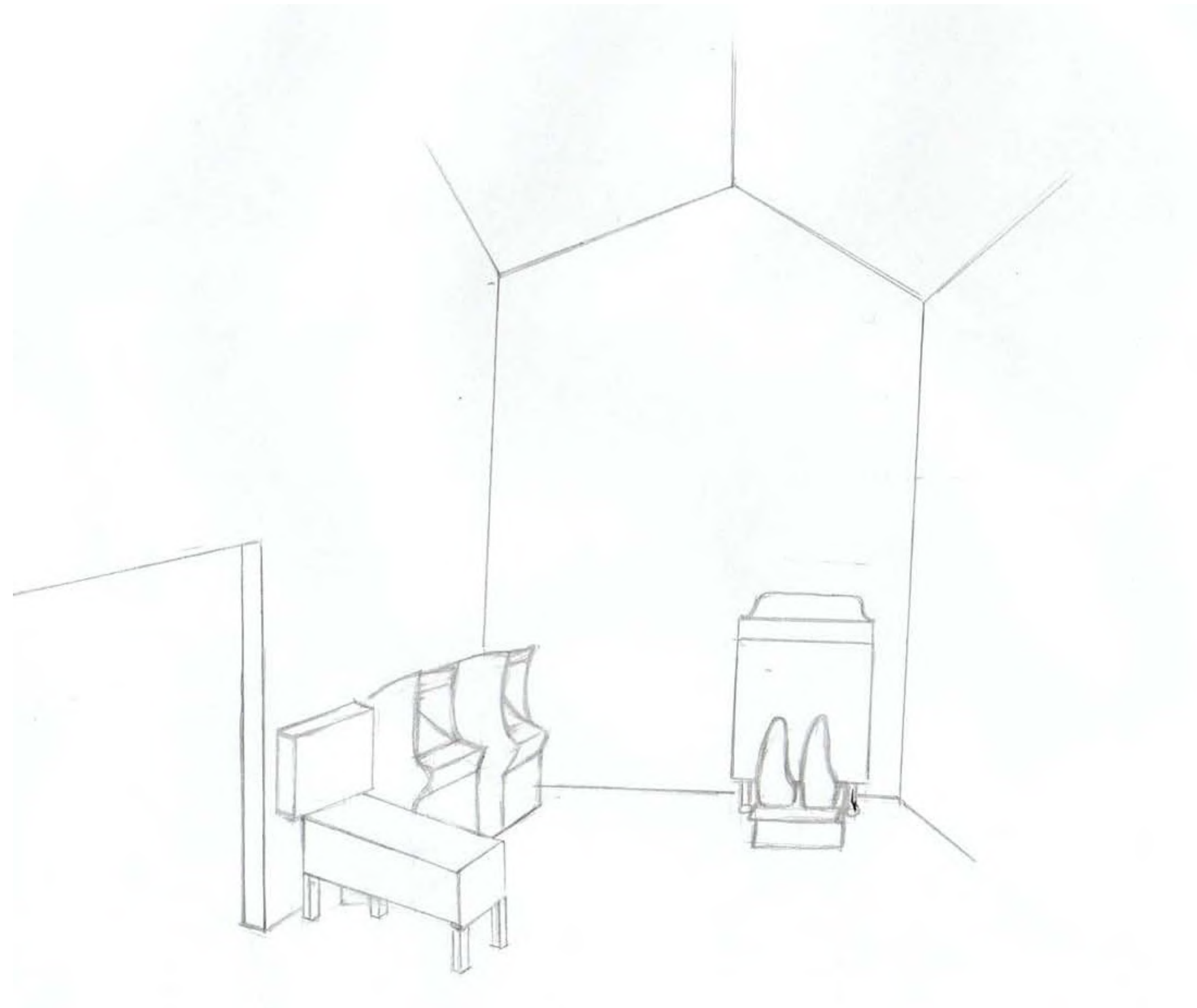
Floor Plan: Flue-Cured Tobacco Barns



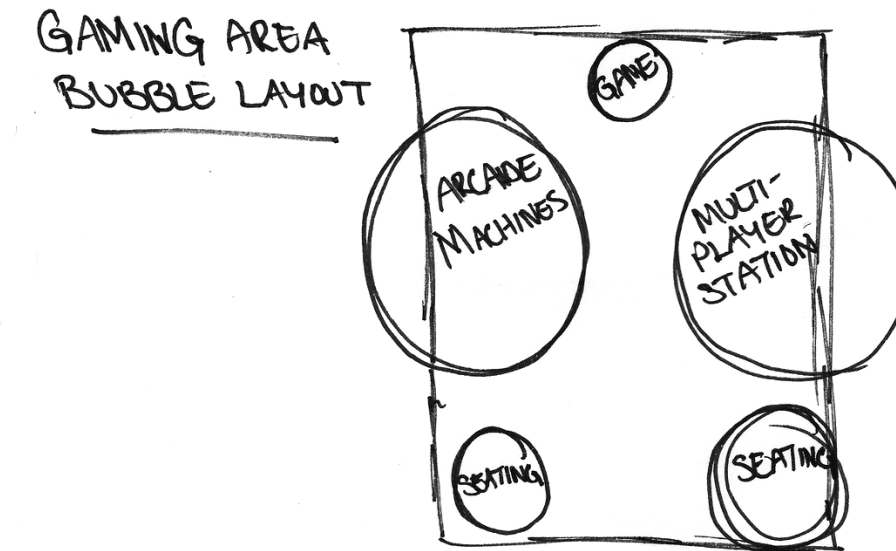
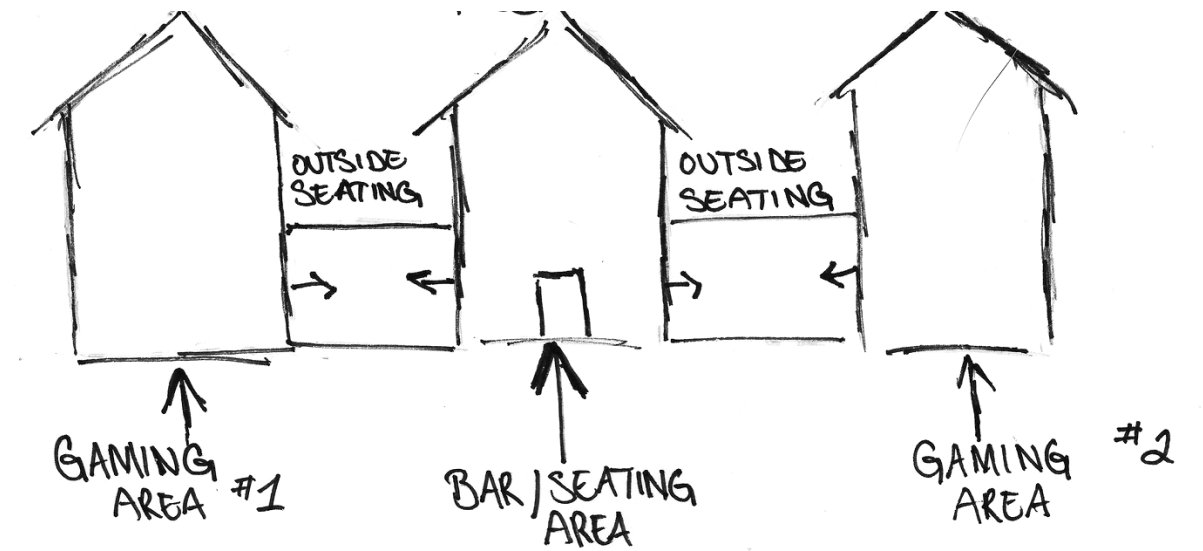
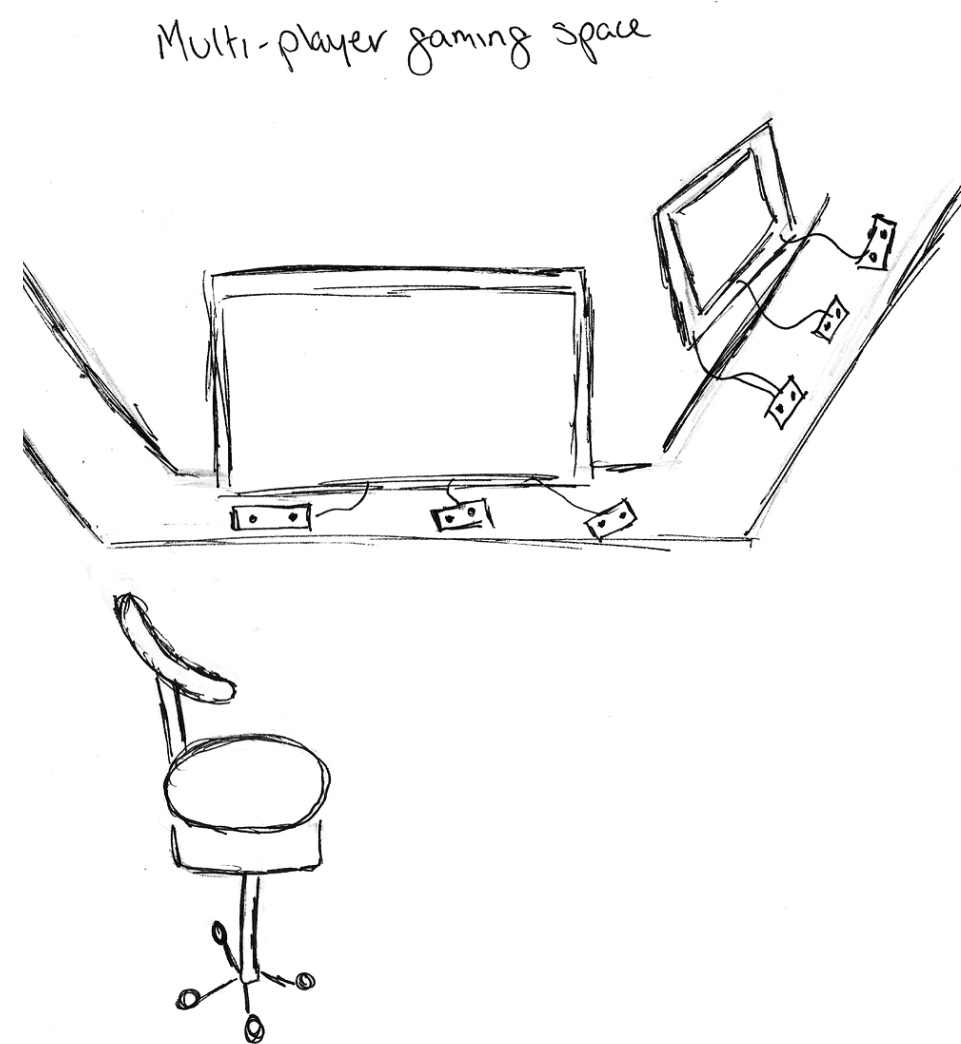
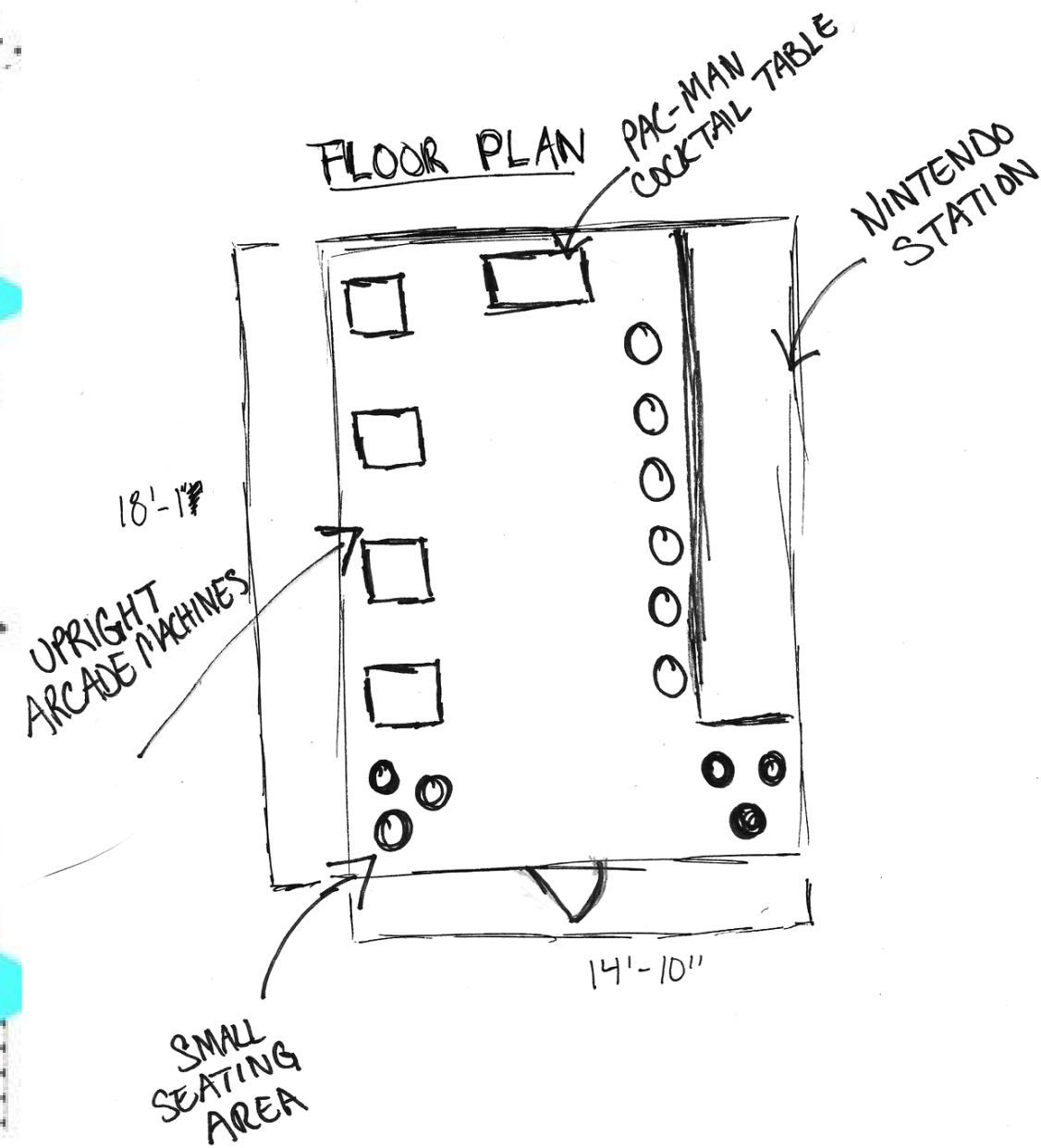
Sketches - Entrance Barn



Sketch - Left Barn Arcade



Sketches - Right Barn Arcade



Rendered Perspective - Outside Area



Walkthrough: <https://vimeo.com/315808758>

Jennifer, Samantha, Jordan

Rendered Perspective 1 - Entrance Barn



Rendered Perspective 2 - Entrance Barn



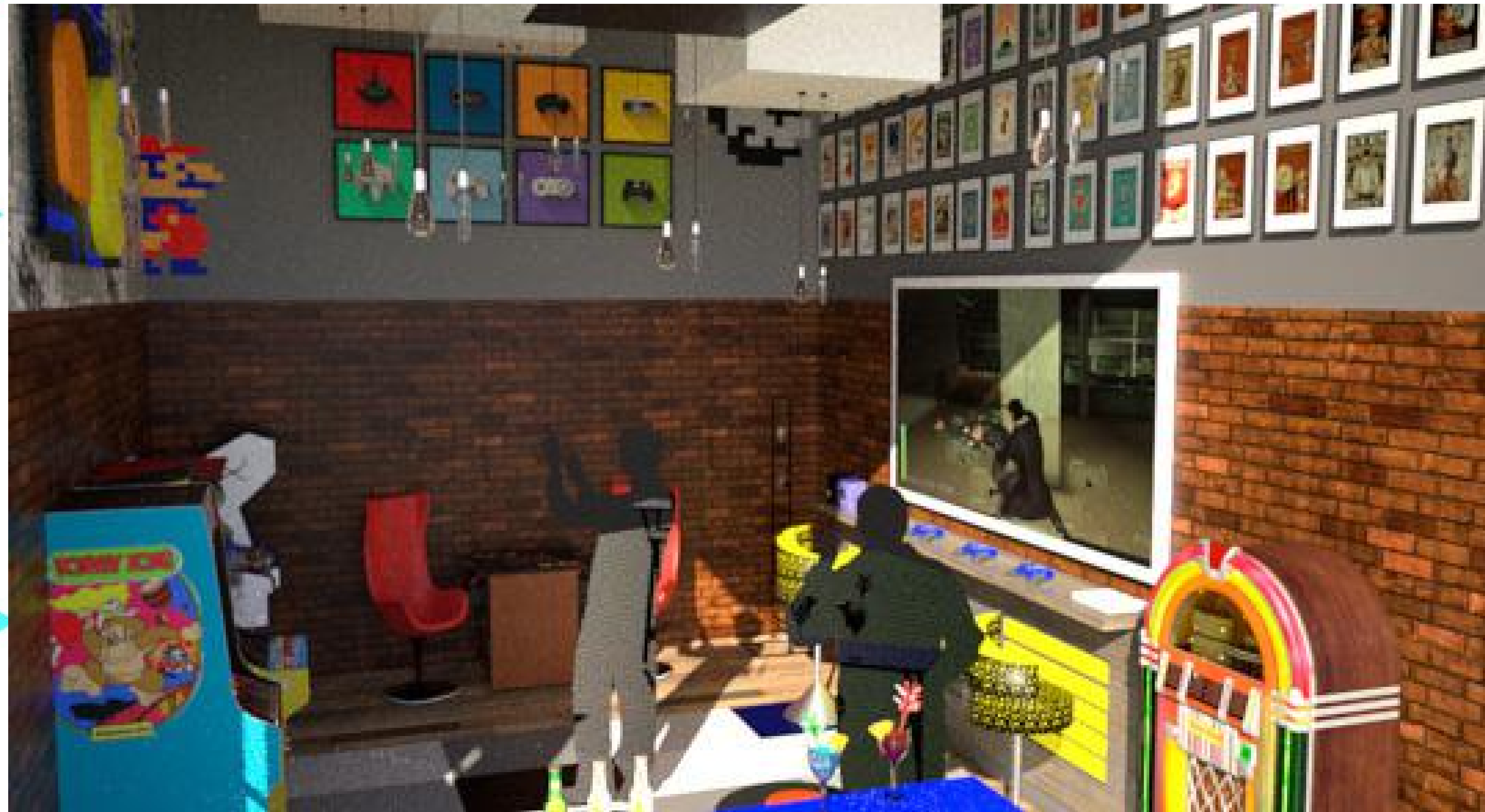
Rendered Perspective 1- Left Barn Arcade



Rendered Perspective 2- Left Barn Arcade



Rendered Perspective 1- Right Barn Arcade



Rendered Perspective 2 - Right Barn Arcade

