

UNITY

design



VEGETABLE POP-UP SHOPS

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OUR VISION

LEARNING CENTER

- A place for the community to come and grow plants that can be used by everyone

SPECIALTY FARMERS MARKET

- Fresh, locally grown produce

CAFE

- Prepackaged and to-go food products made from items in the market

This space caters to Greenville locals looking for:

- Community involvement
- Alternatives from traditional grocery stores for fresh food
- On-the-go people that don't want to compromise on healthy, fresh foods market

FLUE-CURED TOBACCO BARNS

- In the 1950's there were over a half million Flue-Cured Tobacco Barns in North Carolina, now there are less than 50,000
- Dimensions are typically between 16 and 20 feet on each side and 20 feet tall
- Always built near roads, fields, and other farm structures but never houses
- Usually made of pine logs with mud or mortar chinking
- Took 12-15 men about one day to construct each building, and they were spread out to prevent the spread of fires
- The furnace was constructed on the exterior of the building, allowing heat to travel inside through flues
- There are no windows and usually a small door to prevent heat from escaping
- Flue-Curing is a process that dries out tobacco leaves over multiple days where the leaves can lose over 80% of their weight
- The leaves are hung on sticks throughout the space and the furnace heats the leaves until they dry out



RETAIL DESIGN

- Allow adaptability in design
- Create an obvious route throughout the store, wayfinding
- Cash-out area should be visible and stand out
- Variety of light levels
- Keep displays full
- Overall look should be harmonious
- The volume of merchandise should balance on each side of the store
- All merchandise or displays should face out
- Uncluttered displays
- Lighting is important and display lighting should be included in any fixture

<https://www.retailcustomerexperience.com/blogs/store-display-101-tips-best-practices-dos-and-donts/>

<http://roidesign.com/2012/07/16/the-dos-and-donts-of-boutique-retail-design/>

<https://www.essentialretail.com/news/531497fc8d9b0-the-dos-and-donts-of-visual-merchandising/>



POP-UP VENUES

Time- usually last from 3 days to 3 months

Location- busy areas, like...

- downtown
- malls
- other high foot-traffic areas

Cost- typically lower than a traditional brick and mortar storefront

Uses-

- launching new products
- reaching new clientele
- generating awareness

Benefits-

- connect with customers on a face-to-face level
- build awareness by being present in the community
- about 80% cheaper than a traditional store
- allows for testing new markets with less risk
- creates sense of urgency for customers to buy
- ideal for capitalizing on a season
- go directly to where the customers are
- increase brand awareness

<https://www.thestorefront.com/mag/what-exactly-is-a-pop-up-shop/>

<https://www.shopify.com/guides/ultimate-guide-to-pop-up-shops/why-run-a-pop-up>

<https://www.ama.org/publications/MarketingNews/Pages/magic-of-pop-up-shop->



Concept

Fresh

- Let's go **FRESH**
- Healthy
- Organic
- Local
- Community Driven



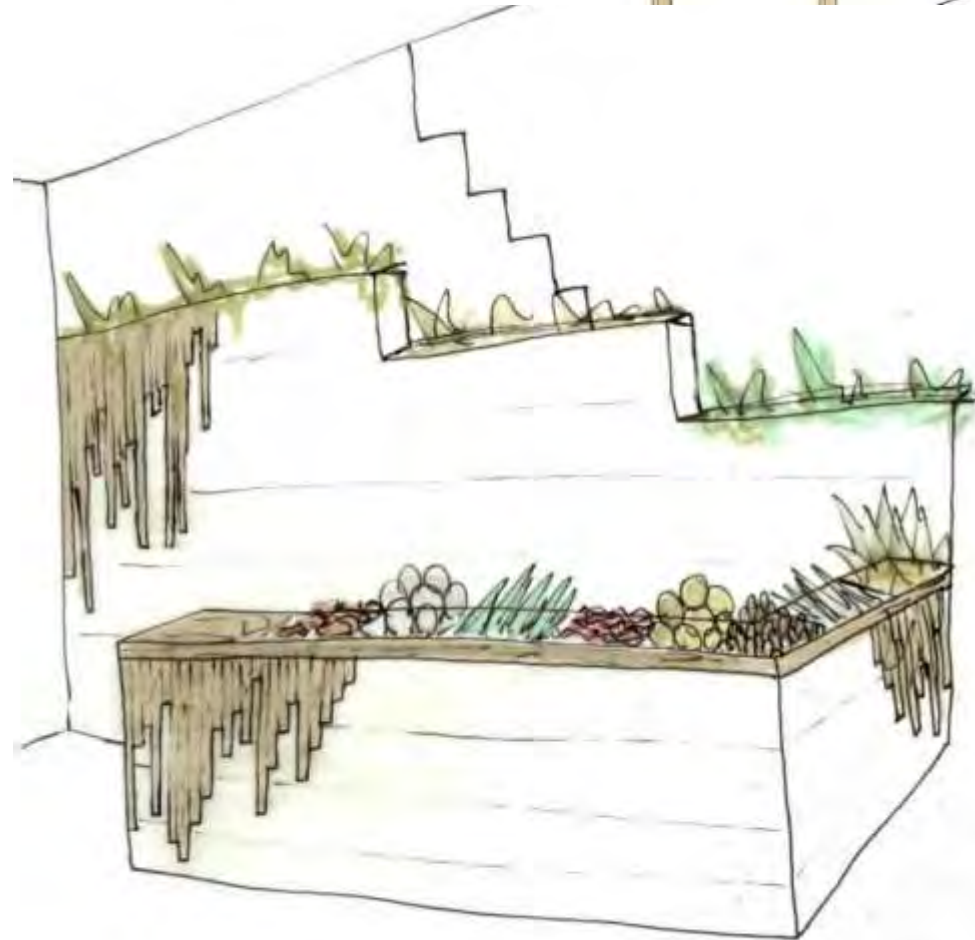
INSPIRATION IMAGES



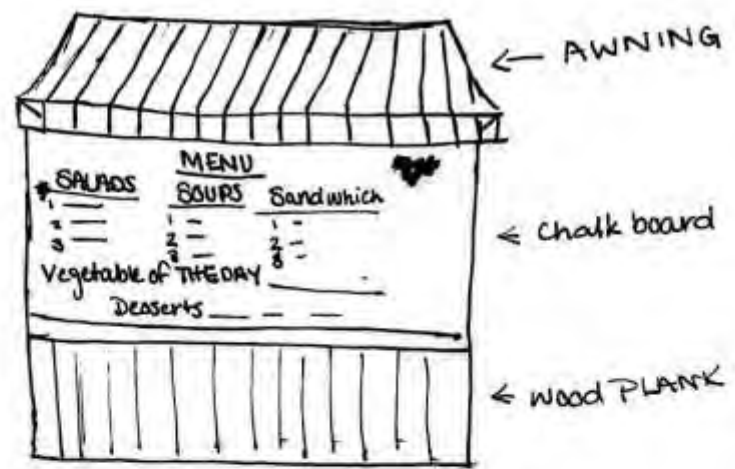
INSPIRATION IMAGES



SKETCHES



BACK wall

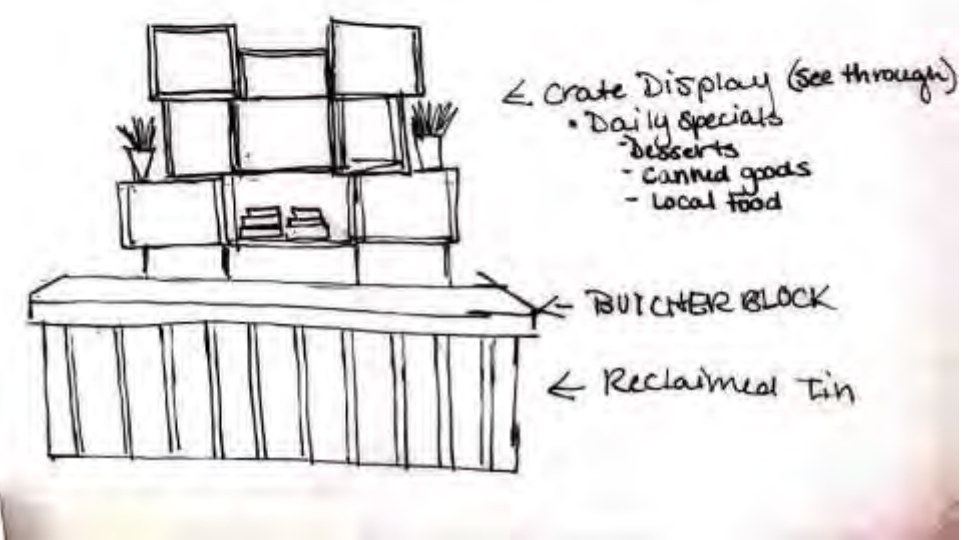


← AWNING

← Chalk board

← WOOD PLANK

RECEPTION AREA / CHECKOUT



← Crate Display (see through)

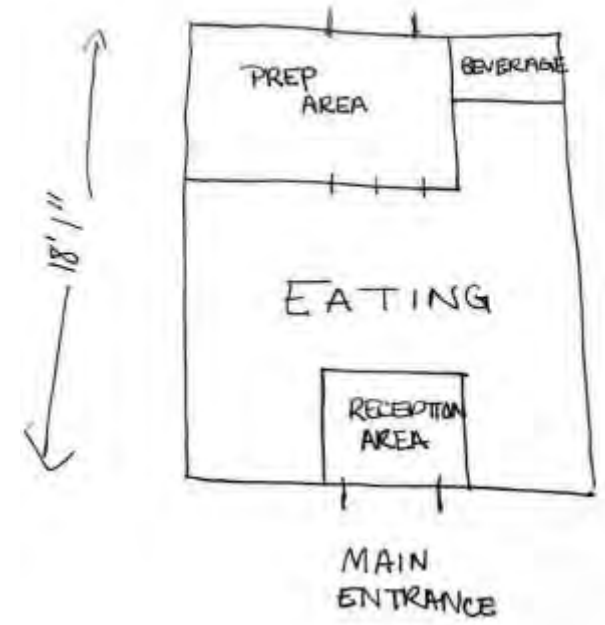
- Daily specials
- Desserts
- Canned goods
- Local food

← BUTCHER BLOCK

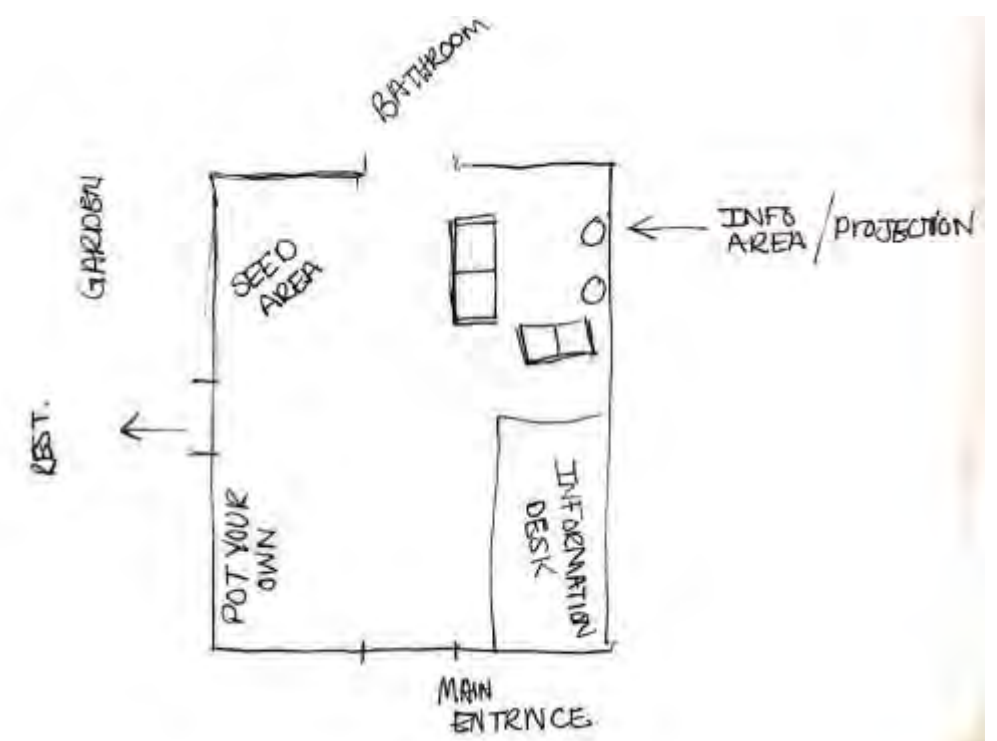
← Reclaimed Tin

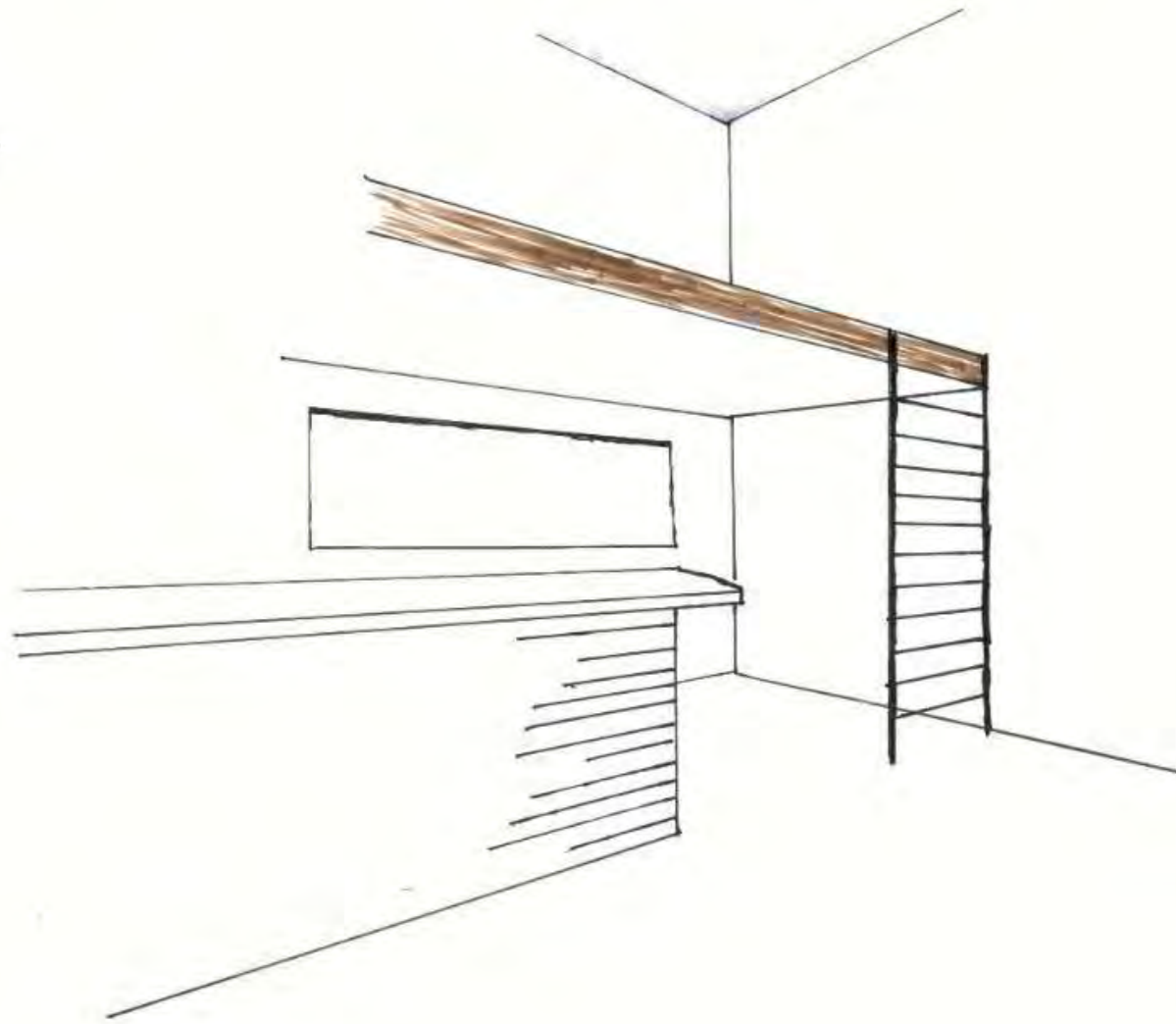


← 14' 10"



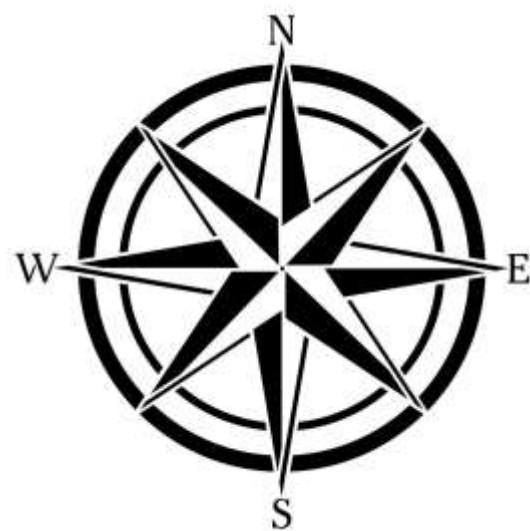
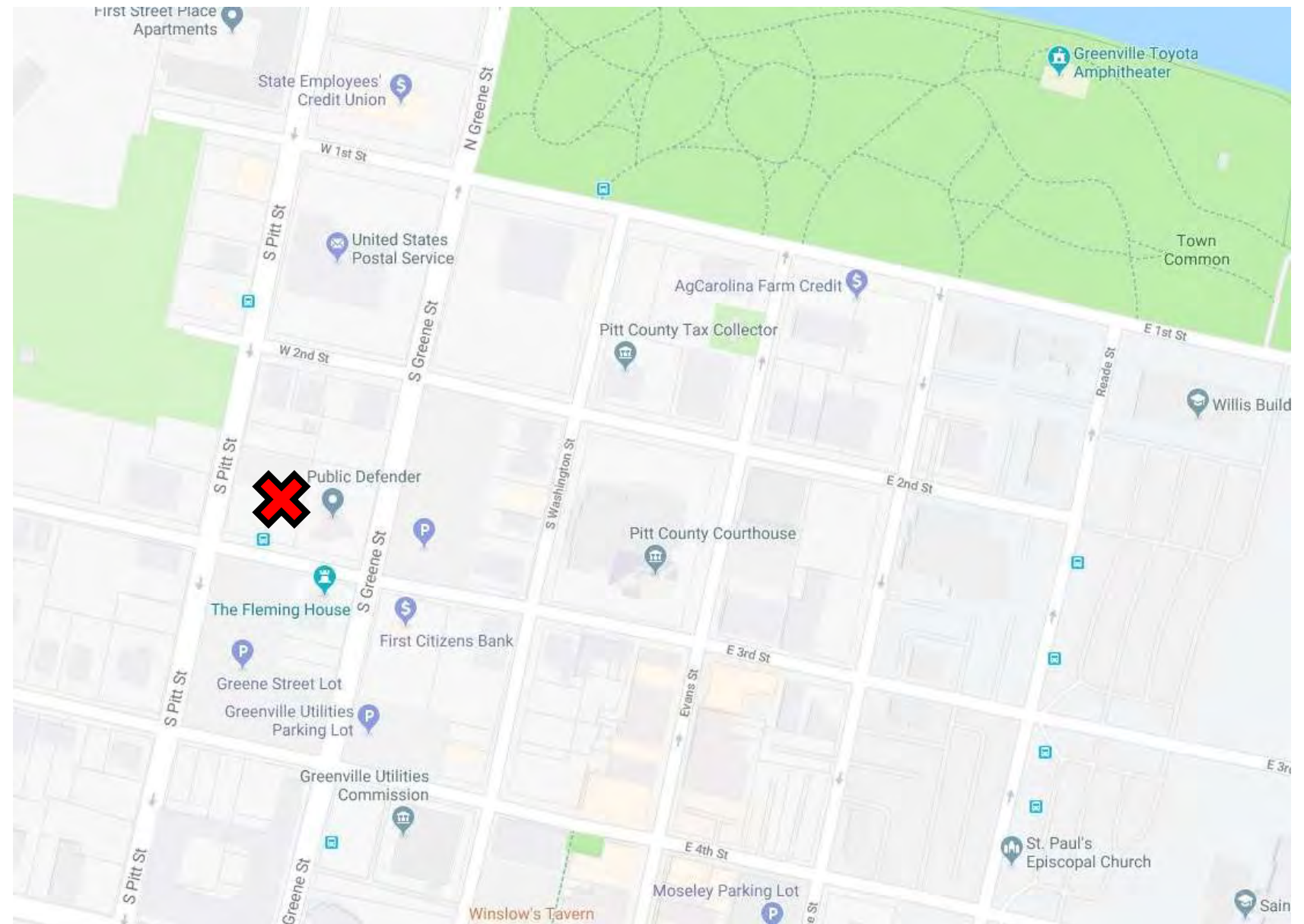
← 18' 11"





LOCATION

- Close to foot traffic and parking
- Location provides a natural atmosphere
- Close to main downtown streets and Tar River parks



FARMER'S MARKET PERSPECTIVES



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LEARNING CENTER PERSPECTIVES



LEARNING CENTER PERSPECTIVES



CAFÉ PERSPECTIVES



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GARDEN VIEW

