



RALLY & RECOVER

Local Pop-Up Shops

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3202

WHO ARE WE?

ABOUT: What is the likelihood of two west coast transplants, meeting in the small town of Greenville, NC? Kendall Keeler and Cameron Giddings are two Design Students derived from urban coastal California cities who met serendipitously on the campus of East Carolina University. Their commonalities in design style made for an effortless collaboration: mixing west coast flare with east coast charm.

Kendall Keeler: Communication Manager and Co-Project Manager.

- Responsible for team communication in the form of email, weekly updates, meeting minutes, transmittals, and communication logs.

Cameron Giddings: Job Captain and Co-Project Manager.

- Responsible for quality control of drawings, Initial Revit Set-up, and accuracy and completeness of drawings.



IE
DESIGN

WHAT WE DO & WHO WE SERVE

R & R – Rally and Recover

This local hot spot is specifically designed for those who are seeking recovery from their previous nights' escapades. Designed as a social gathering hub, Rally & Recover will offer your finest hair-of-the-dog libations, IV infusions, B-12 injections, massage and steam treatments as well as oxygen treatment. Come join us to gossip about last nights' rally and recover in a lounge setting with friends alike.

The Greenville market centers around college students and young professionals who work hard to play hard. Our two structures will facilitate a hangover recovery center for those in need. While both facilities will offer seamless collaboration, one will facilitate wellness and betterment while the other will cater to a social bar/lounge setting.



RETAIL STORE RESEARCH

Color Matters

1. Eye-catching visual merchandising
2. Slow down the customer journey in the store
3. Mark out the customer pathway around the store
4. Steer customers to the right of the store
5. Be bold, creative and innovative with store design
6. Aerate the store design and layout
7. Make the most of any shop space
8. Equalize space (Store layout and segmentation needs to be clear)
9. Direct through space (creating a deliberate pathway through the store so that shoppers have an easy journey)
10. Sightlines and access (need to be able to identify where to browse, where to interact and where to transact)
11. Categories and adjacencies (Good category management and use of adjacencies helps a customer understand where to locate merchandise and can increase sales)



POP-UP SHOP RESEARCH

Mind the Decompression Zone

The “decompression zone,” where customers transition from outside to being inside your pop-up (keep it free of merchandise or promos).

Go Right

Did you know that 90% of consumers immediately turn right when entering a store? That area, should highlight premium products and/or promotions.

Think a Step Ahead

Always think about the customer’s next move, and be strategic about where you place your most eye-catching displays. This will help control the flow of the customer’s path. Create visual breaks, or speed bumps, to slow customers down.



Commonly Used Retail Store Layouts

- Herringbone
- Loop
- Free-flow



FLUE-TOBACCO RESEARCH

FLUE-CURED TOBACCO BARN SPACE:

- The original design of these barns were built to better contain heated air over a period of many days, and their unique construction was a benefactor to that.
- The typical spaces are relatively small, square in shape and tall.
 - 20ft X 20ft for the perimeter
 - Typically 28ft tall

FLUE-CURING PROCESS:

- Flue-curing is a process of burning wood or charcoal(in some areas) in a stone furnace or flue that was built on the floor of the building and opened to the exterior.
- Maintaining the fire and heat was handled by those tending to the flue to keep the fire burning.
 - The importance of keeping the heat/temperature consistent was critical for the proper curing of the delicate and valuable tobacco leaves.





INSPIRATION IMAGES

POSSIBLE LOCATIONS FOR SHOPS

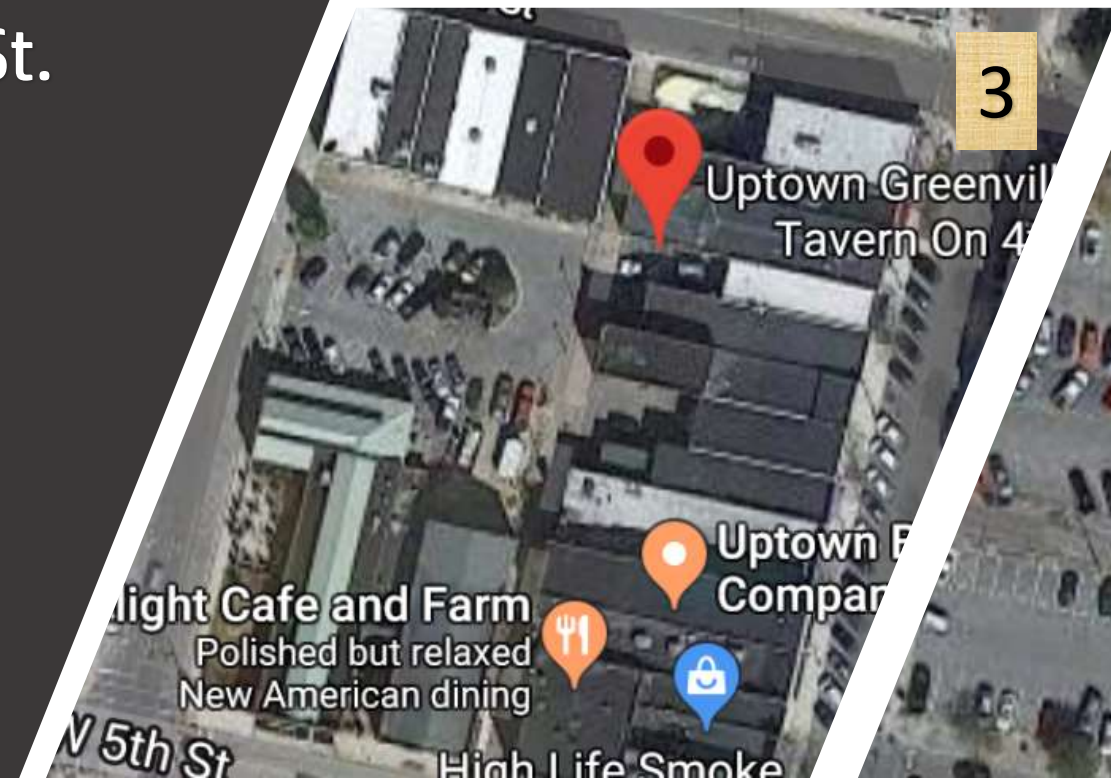
1 On the corner of 4th St.
And Reade St. in the
Empty lot behind
SupDogs

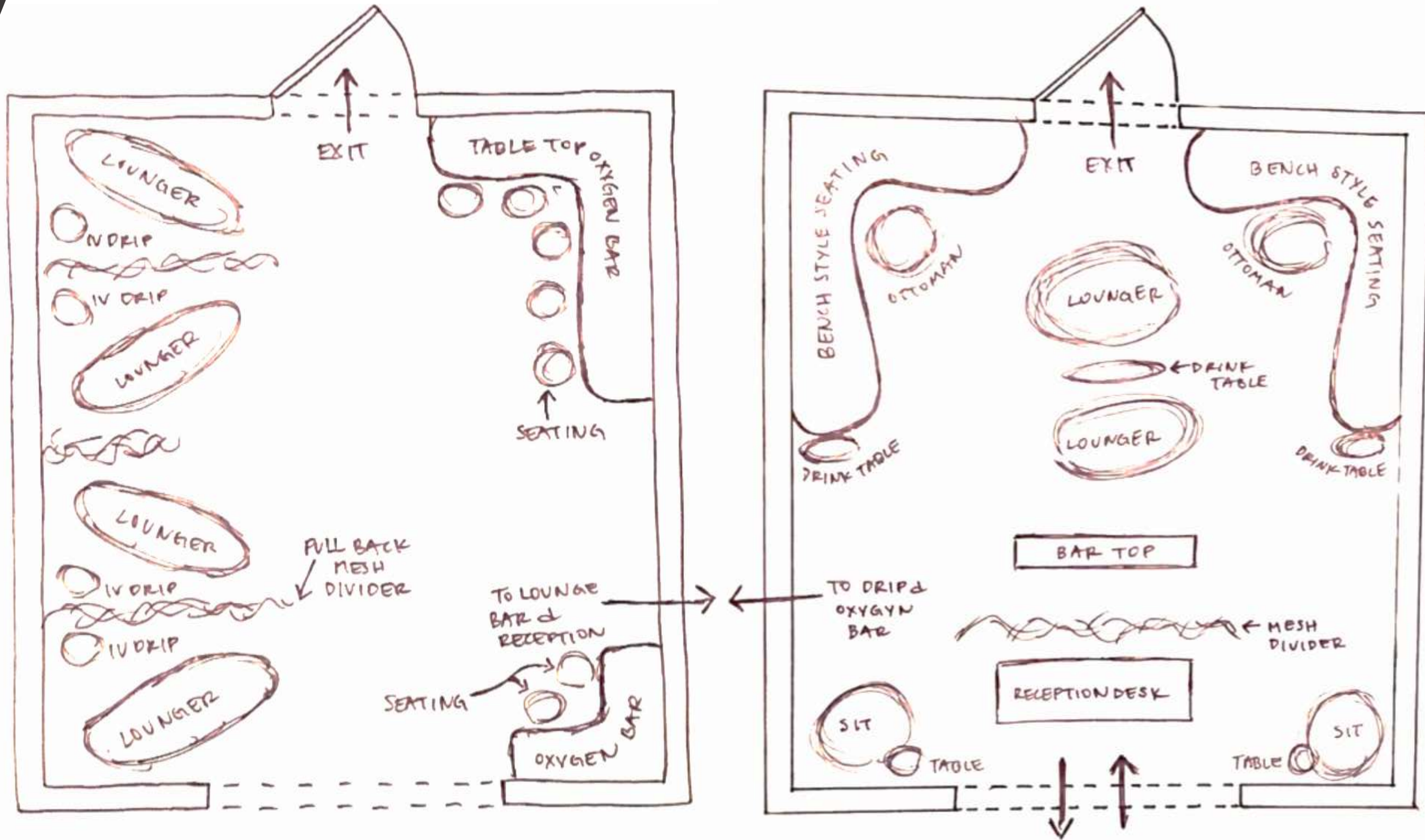


2 On the corner of 4th St.
And S Washington St.

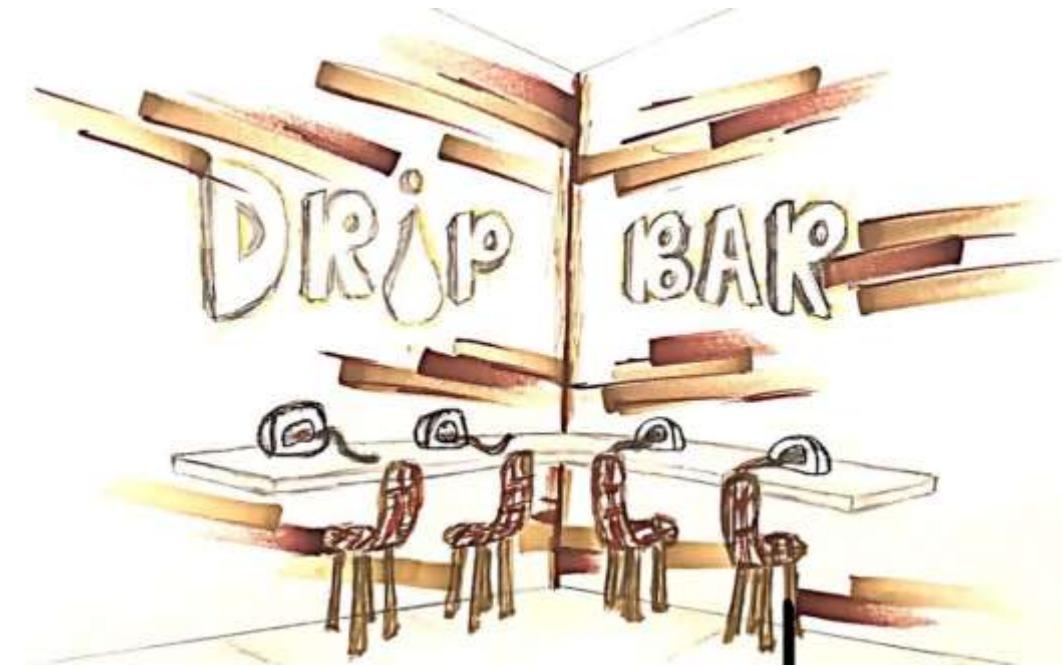
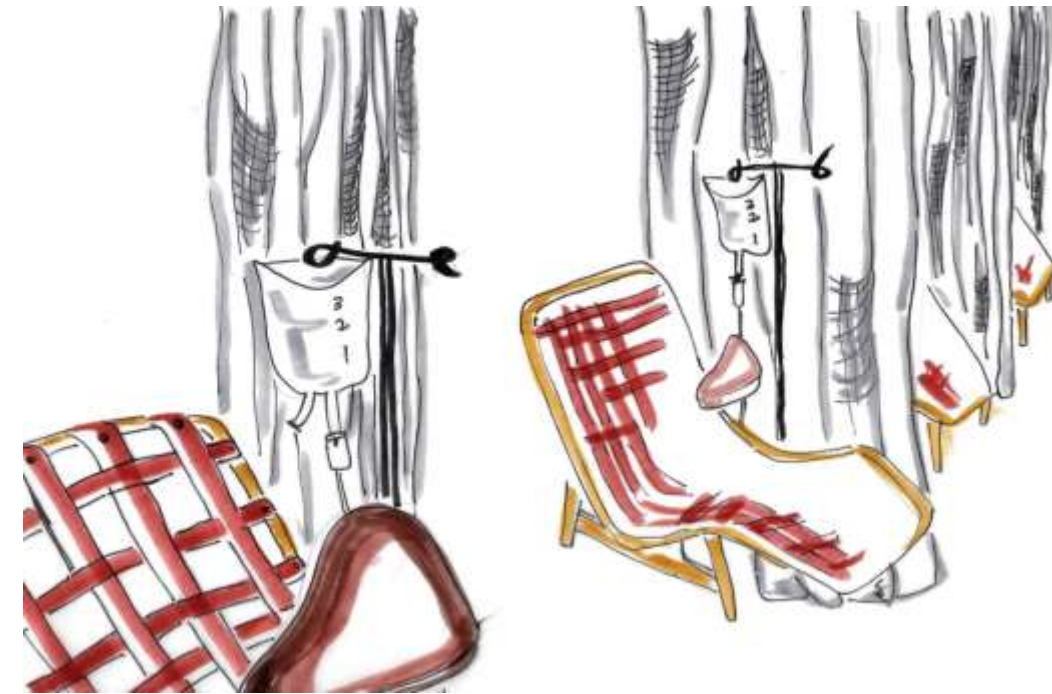
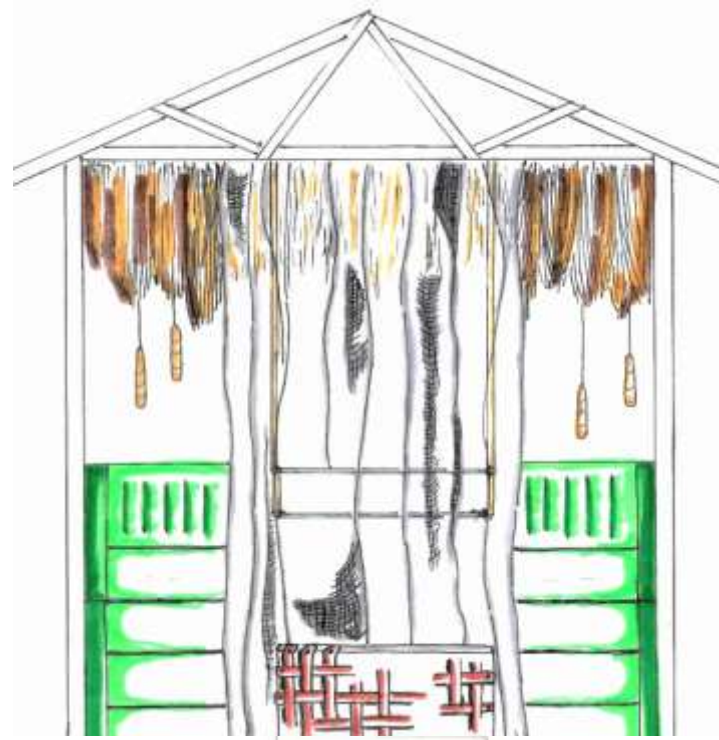


3 In the current parking
Lot on S Washington St.
Behind Winslow's Tavern

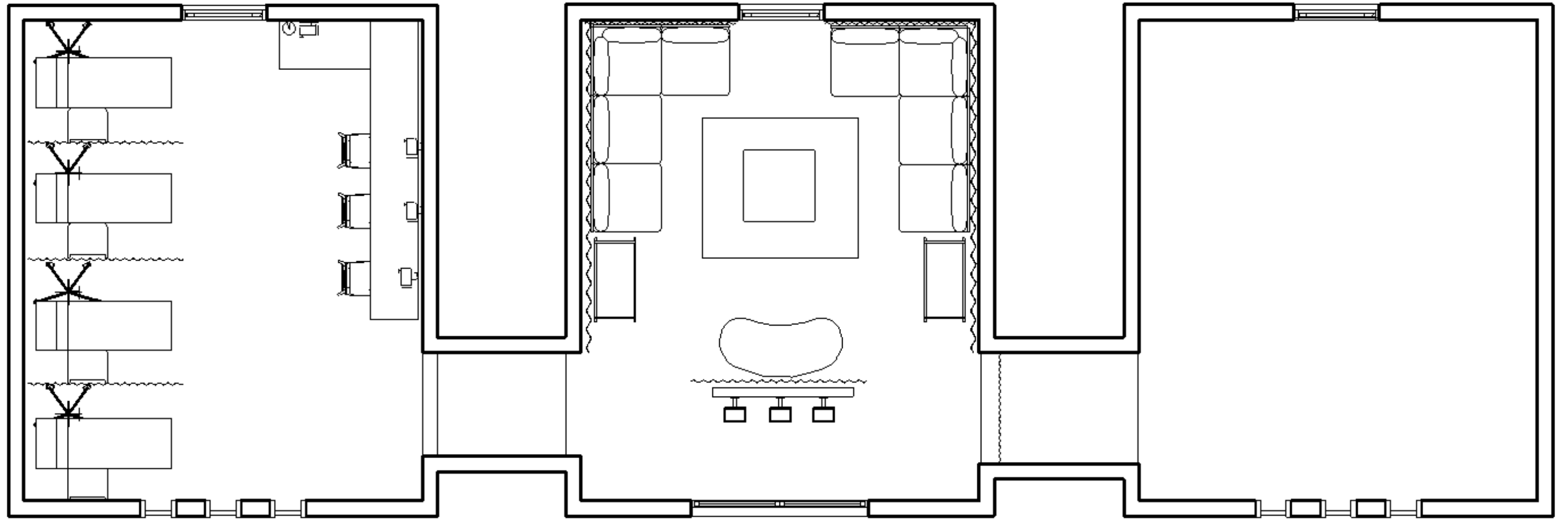




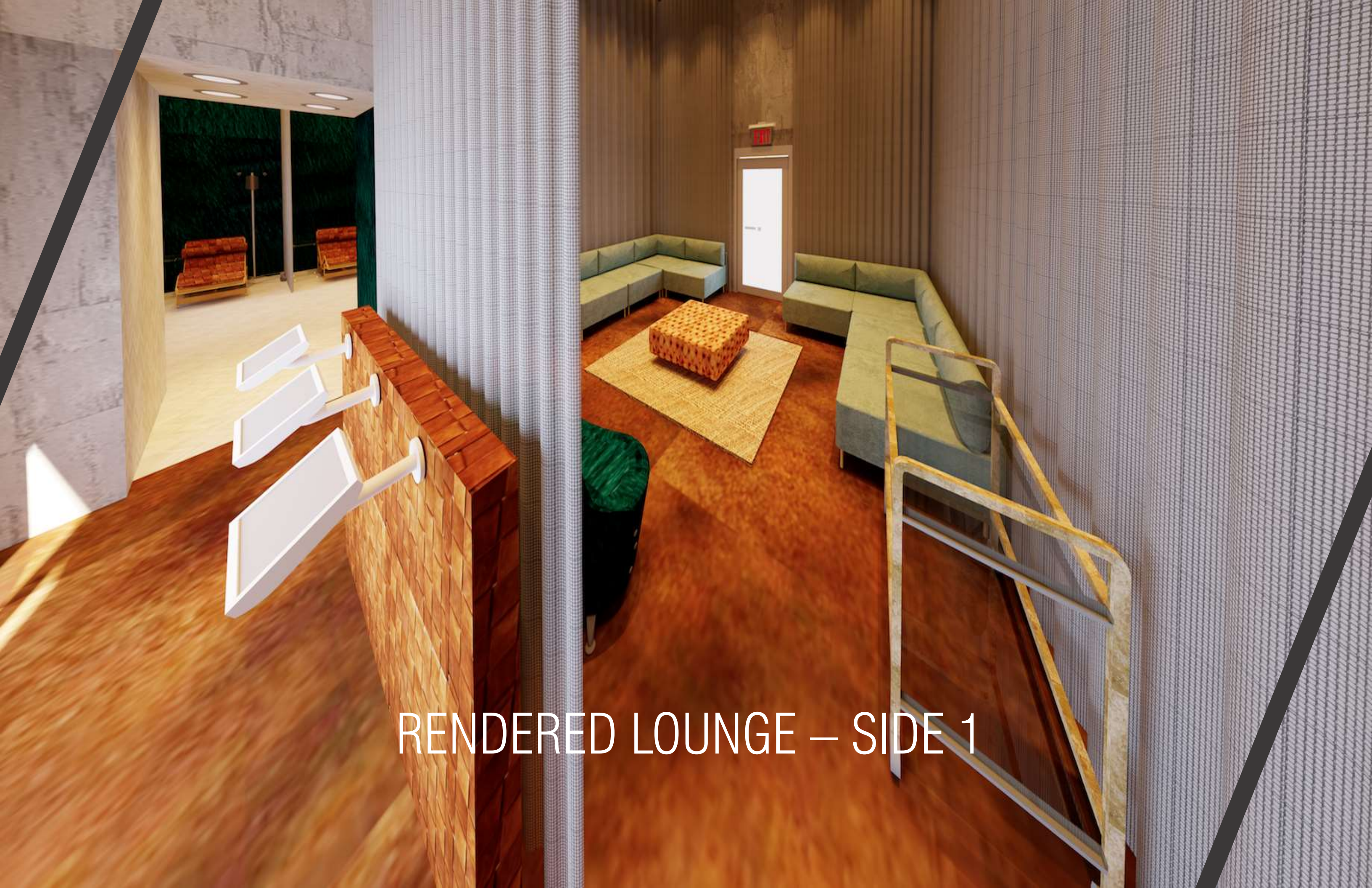
SCHEMATIC FLOORPLANS



SCHEMATIC SKETCHES



FLOOR PLAN



RENDERED LOUNGE – SIDE 1



RENDERED DRIP BAR – SIDE 2



RENDERED OXYGEN BAR – SIDE 2