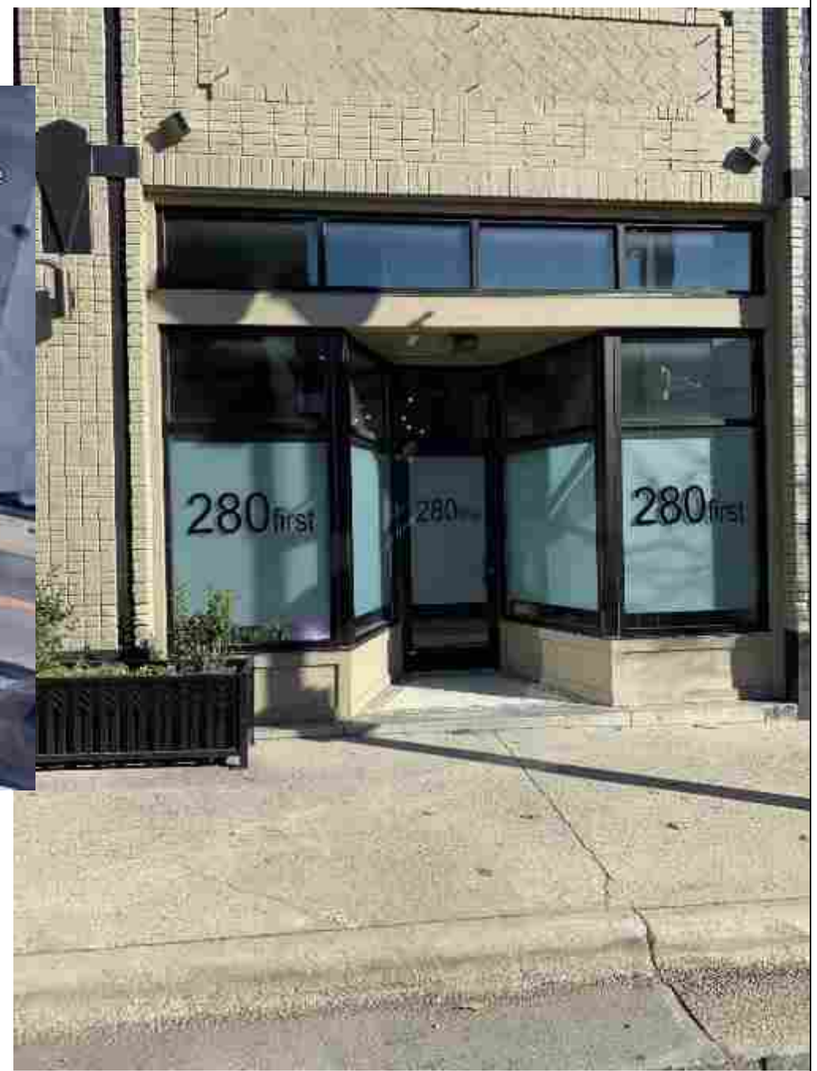
Christy
Reynolds
Jacob
Austin
Anna
Nichols
Something Greek

Retail Research

- A successful layout is essential in gaining customers.
- The entrance is key to first impressions
- The entrance is where one gets his feel for the environment: store, coordination, organization
- The right wall when entering, should entice the customers with high demand and seasonal items
- As customers walk through, use colors and textures to grab one's attention
- Encourage loitering with signage to force impulse buying, while
- Leaving space for navigating
- Have your register on the left side, front of the store, while adding
- And place seasonal products nearby to encourage impulse buys, but change it frequently
- Display necessities: slat wall, grid wall, shelves, tables, racks, showcases

Site Location

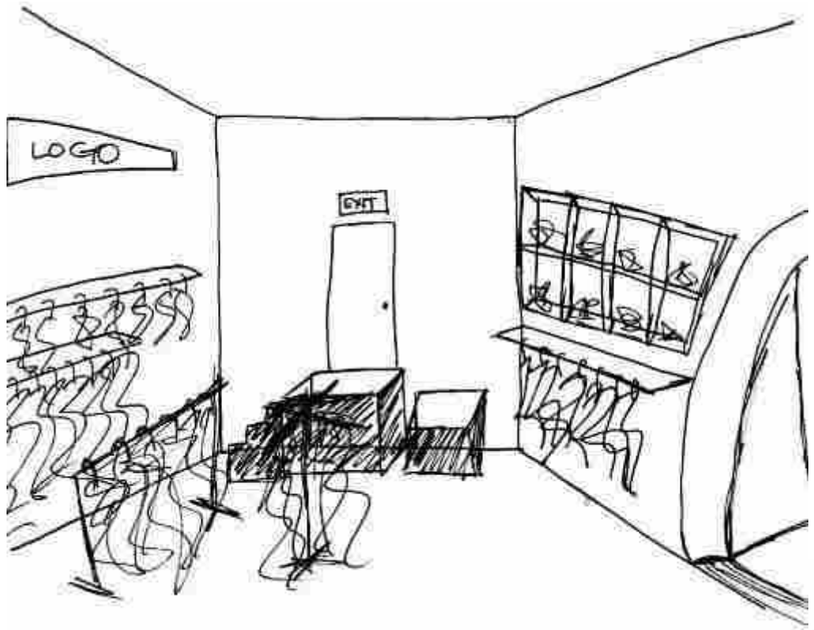


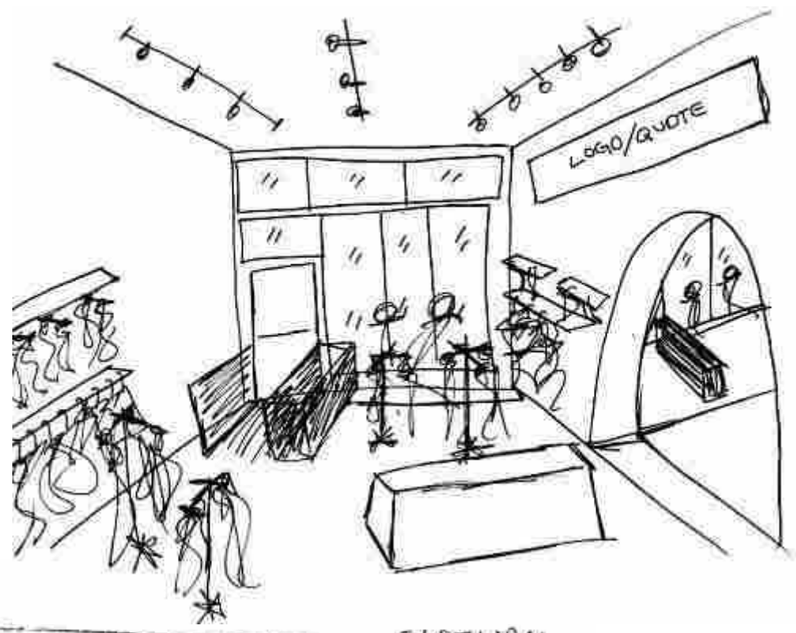
The location of these buildings is on 5th street which receives high foot traffic during the day and at night. The buildings are located near the popular Sup Dogs restaurant in uptown Greenville, NC.

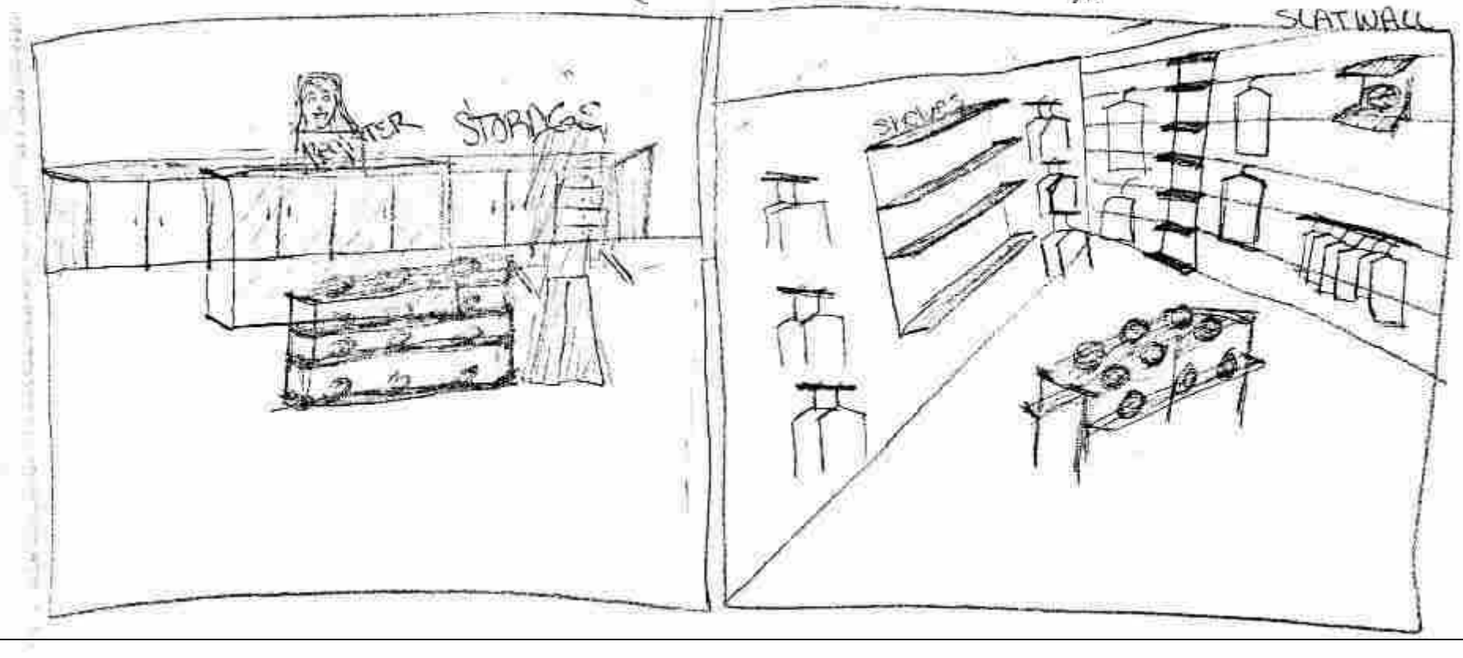
INTERIORS
NR

Inspiration Images

Schematic Design – Preliminary

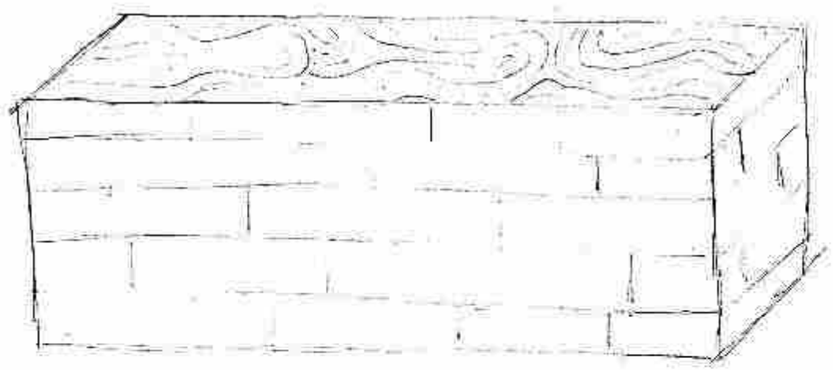


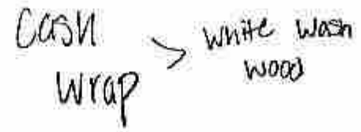


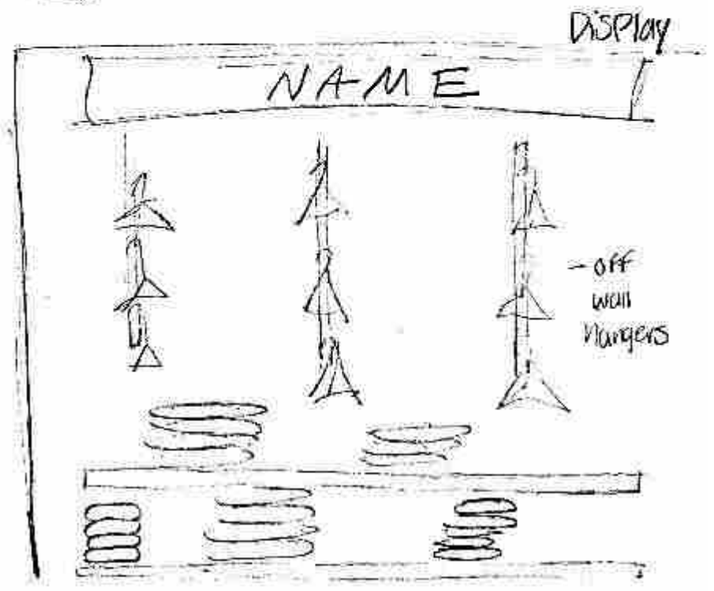


INTERIORS
NR

Schematic Design – Preliminary

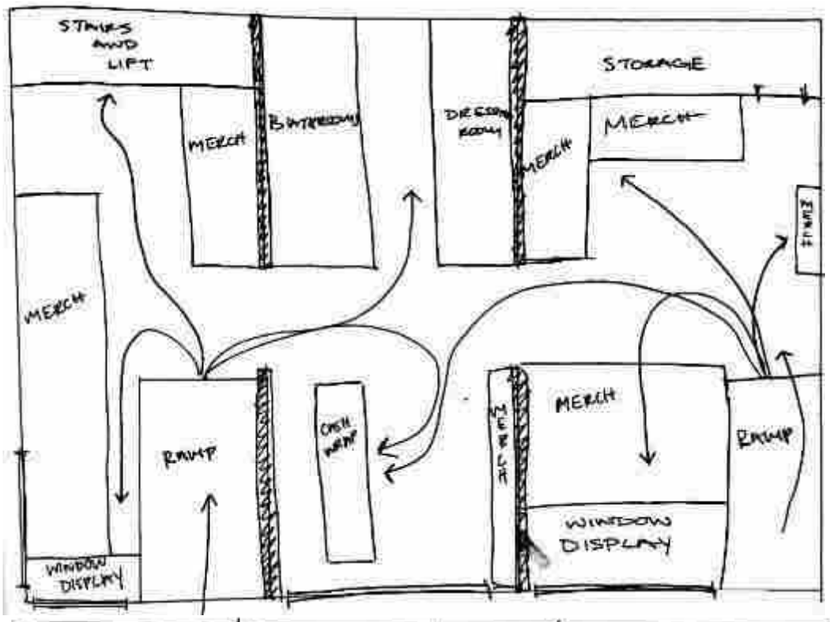


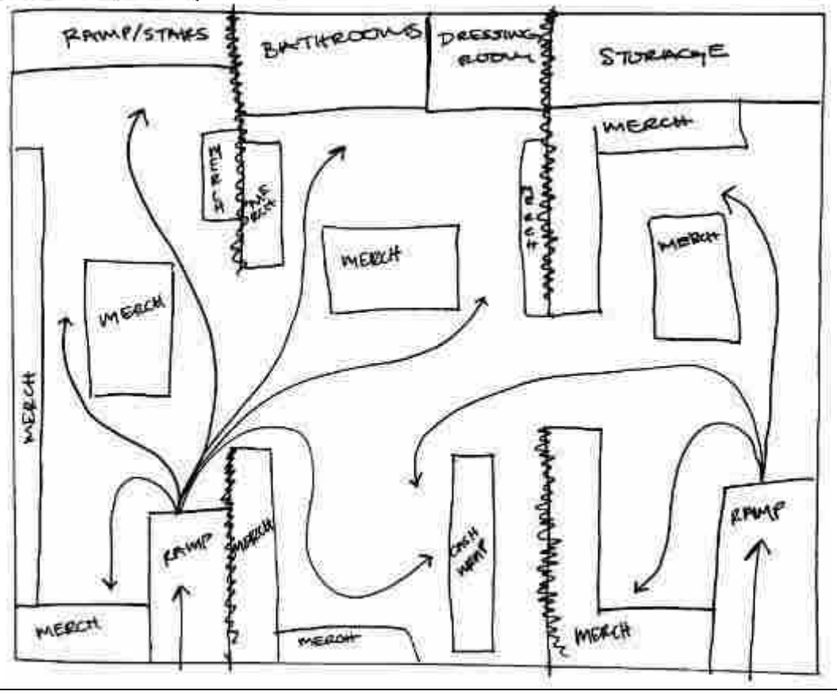


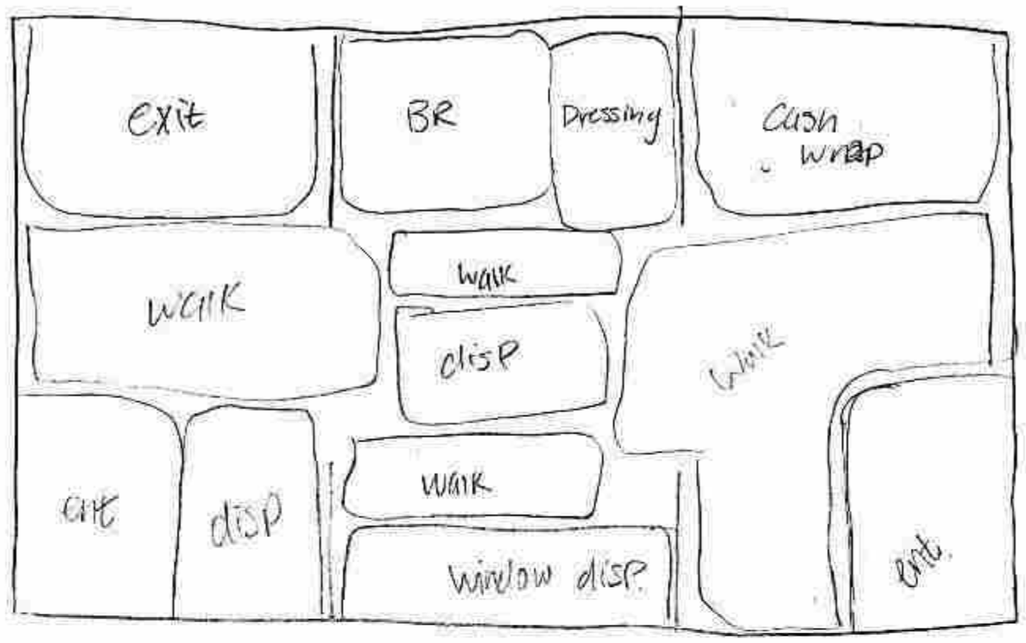


INTERIORS
NR

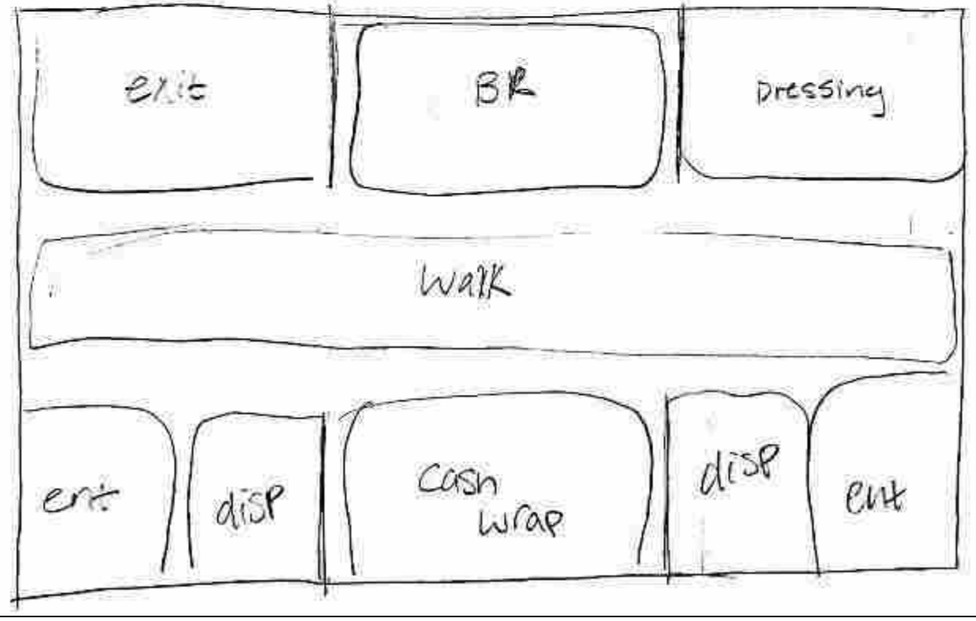
Blocking Plans – Preliminary



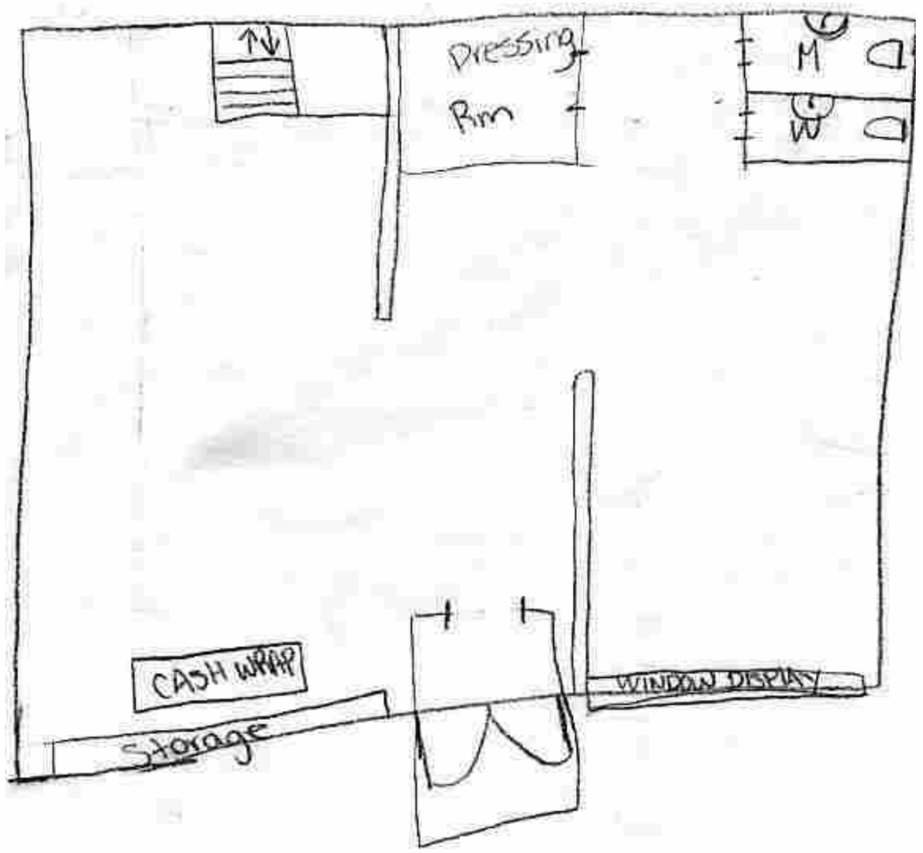


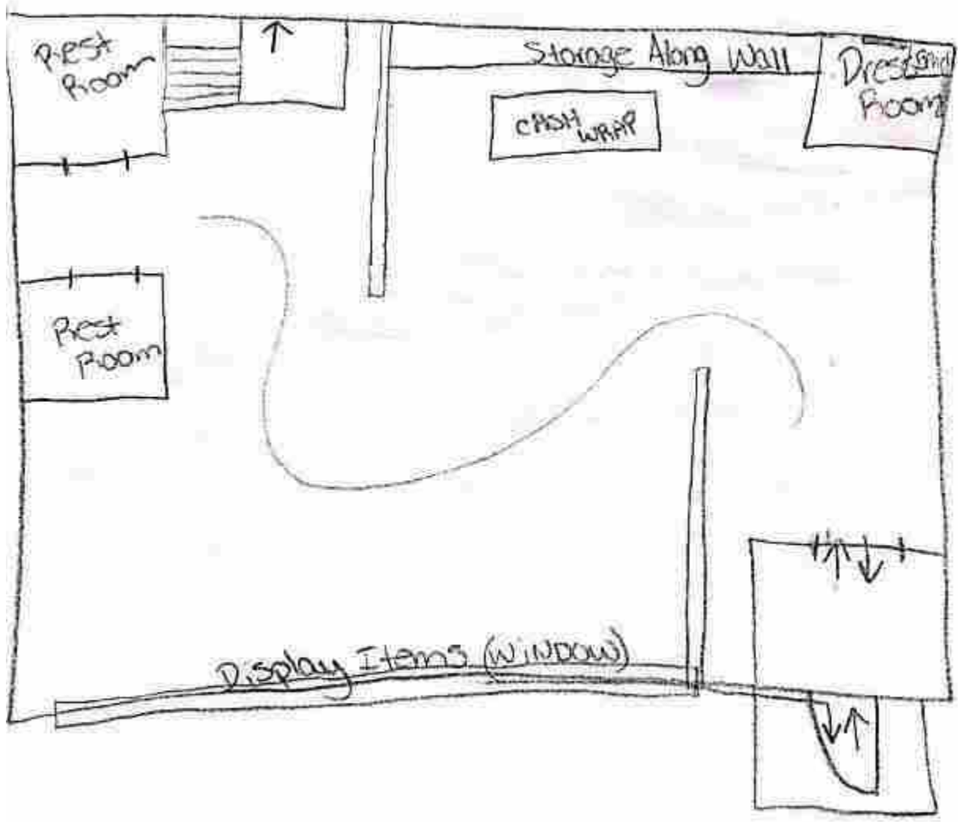


2 Block



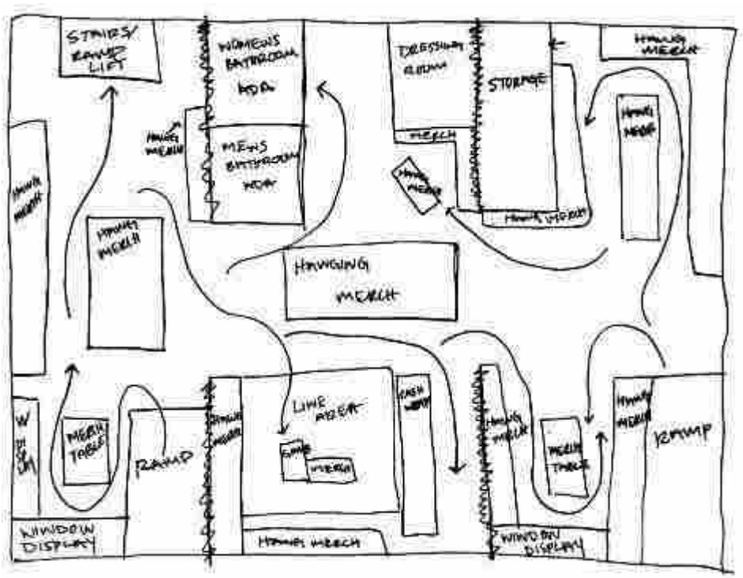
Blocking Plans – Preliminary

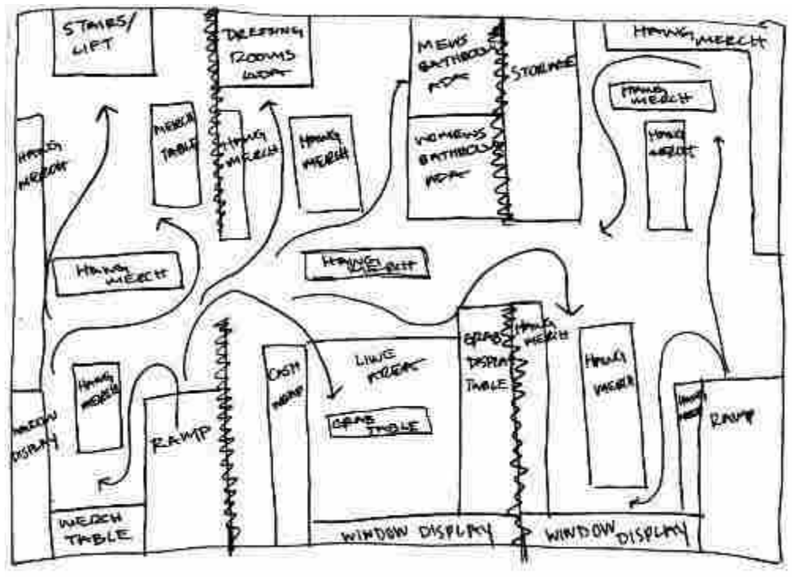


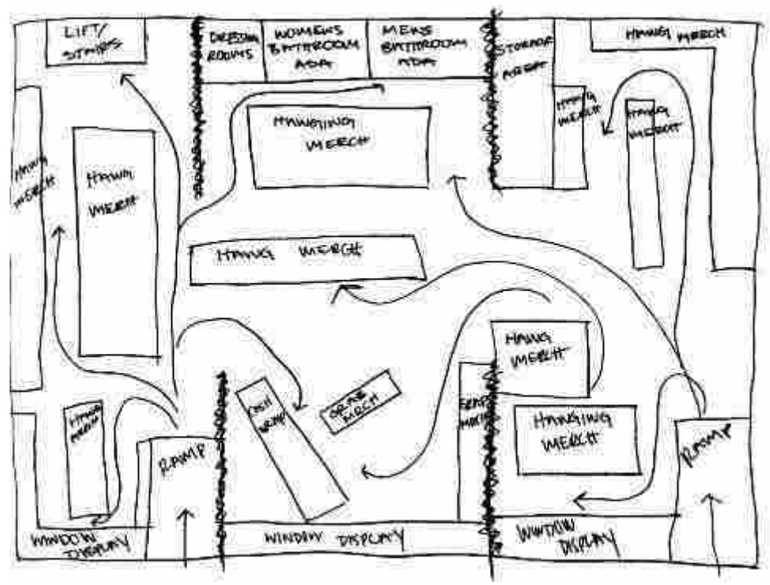


INTERIORS
NR

Space Plan Sketches - Preliminary

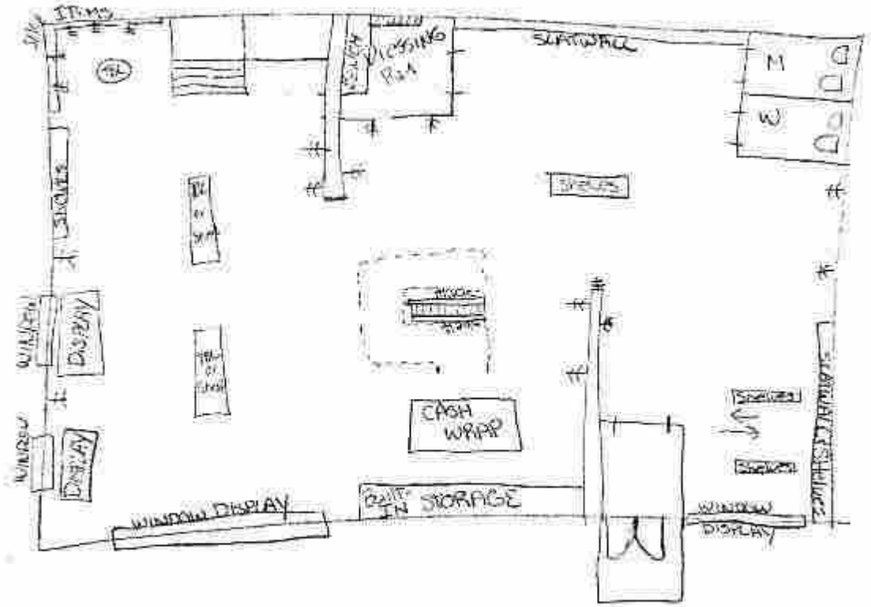


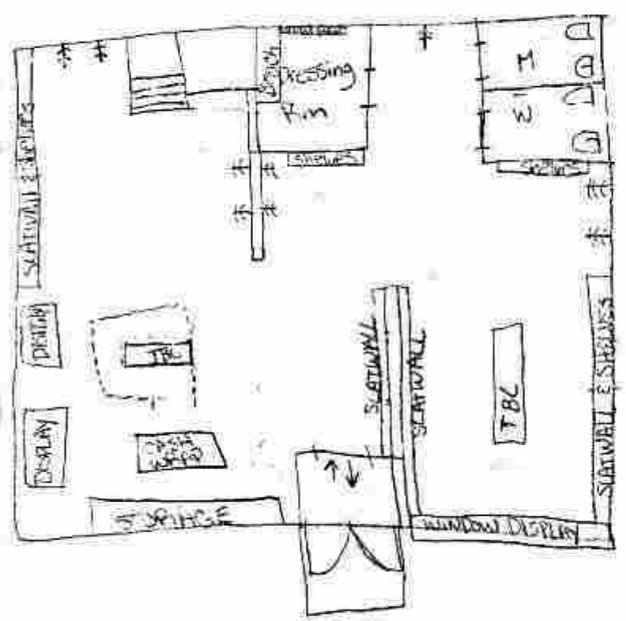


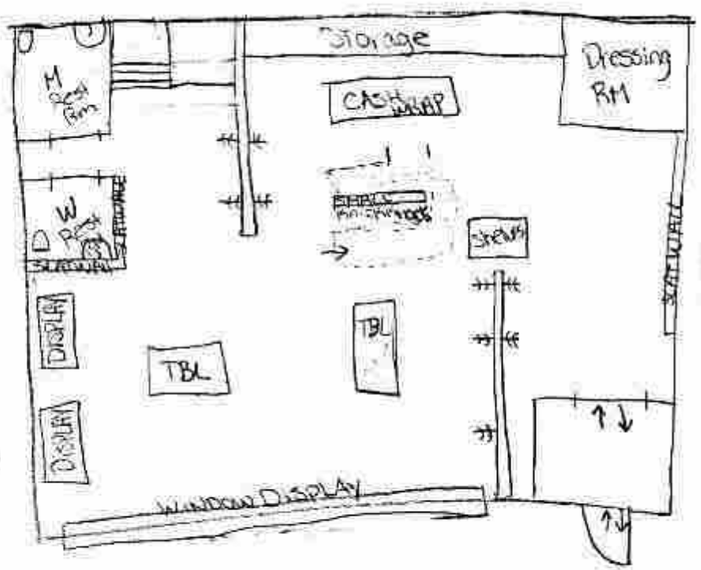


INTERIORS
NR

Space Plan Sketches - Preliminary

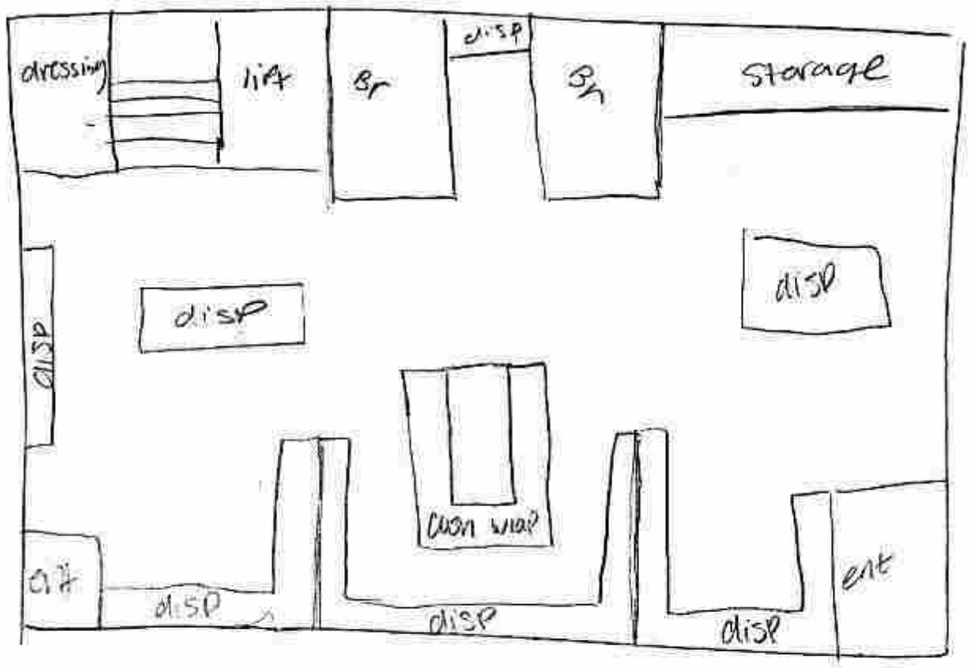


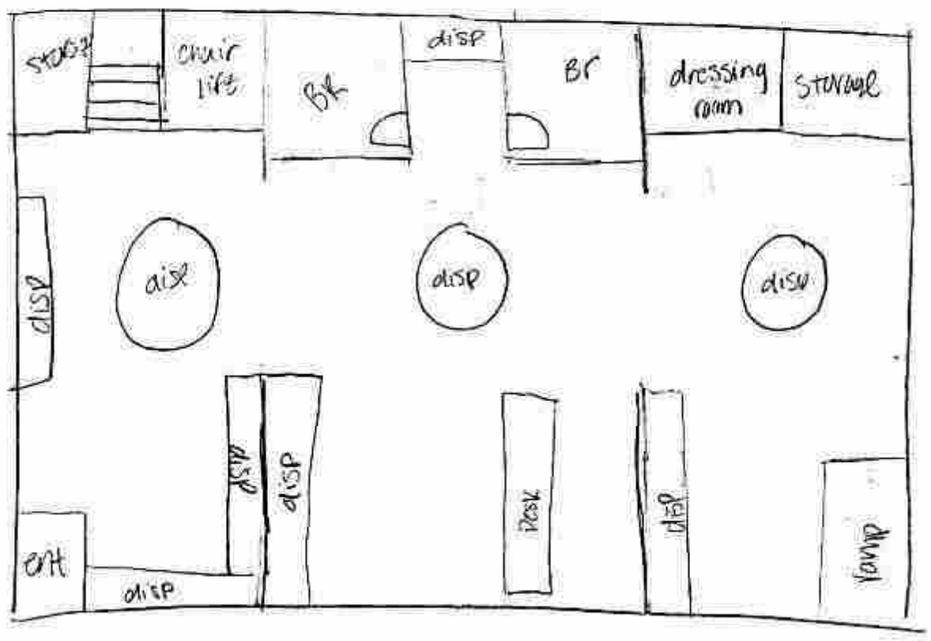




INTERIORS
NR

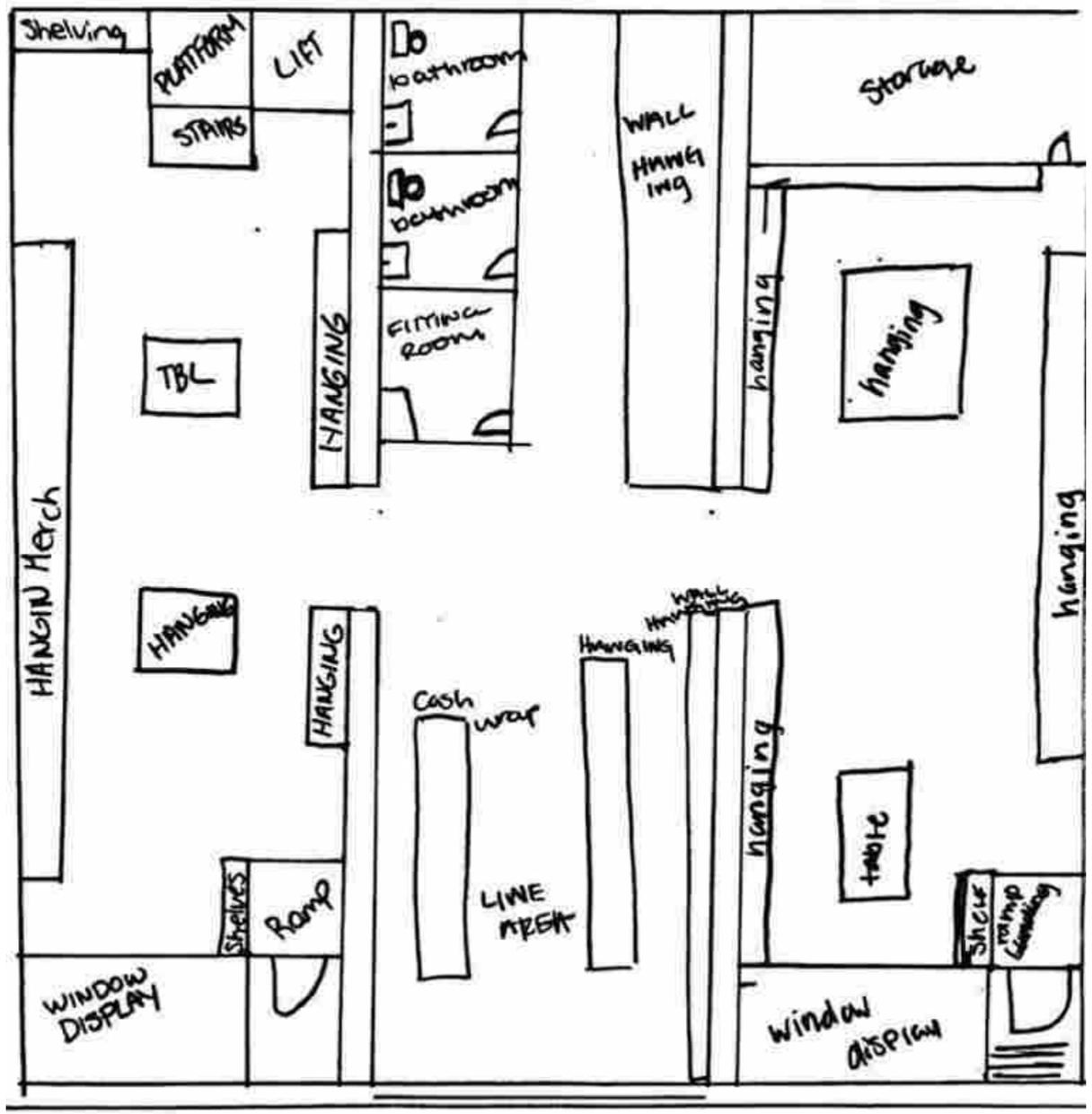
Space Plan Sketches - Preliminary



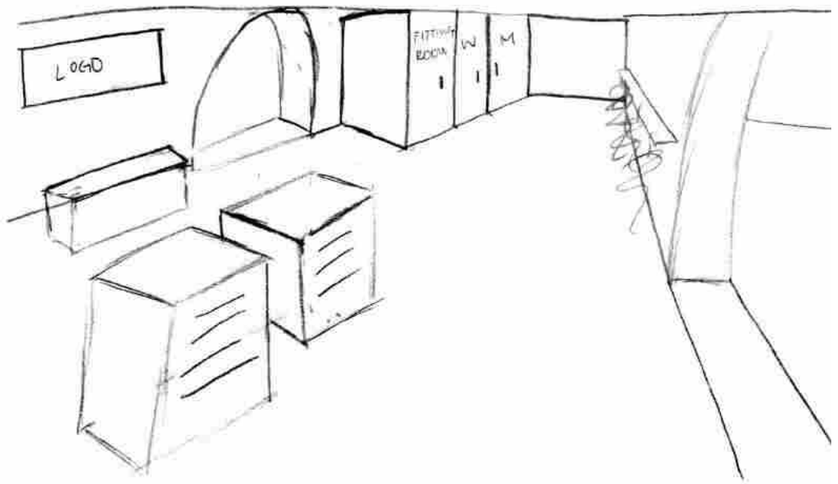


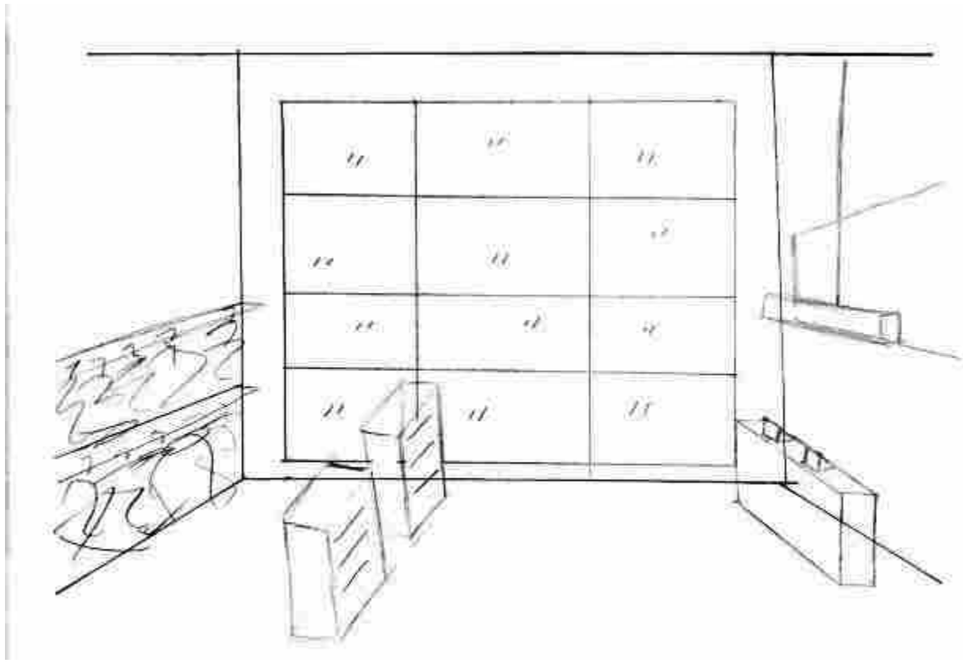
INTERIORS
NR

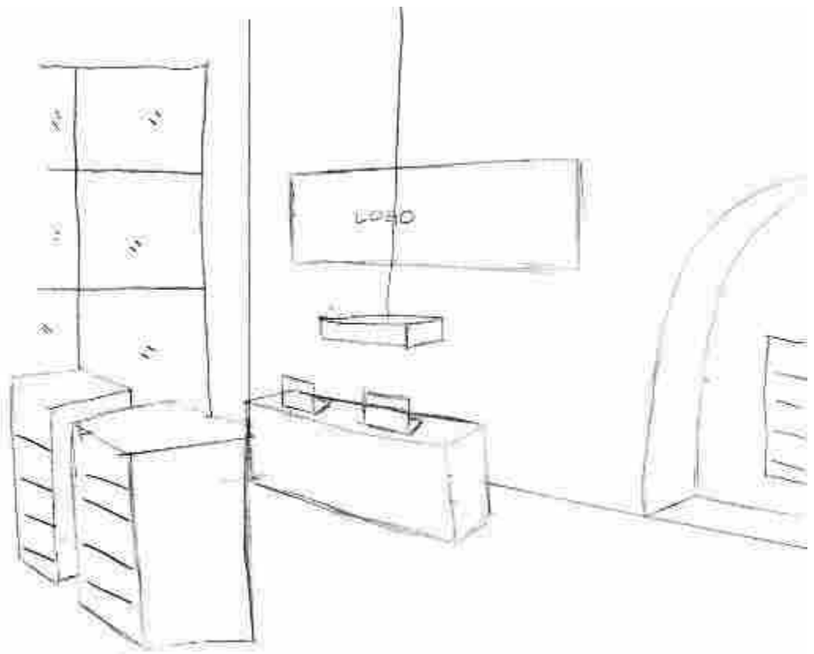
Upgraded Space Plan Sketches



Interior Perspective Sketches

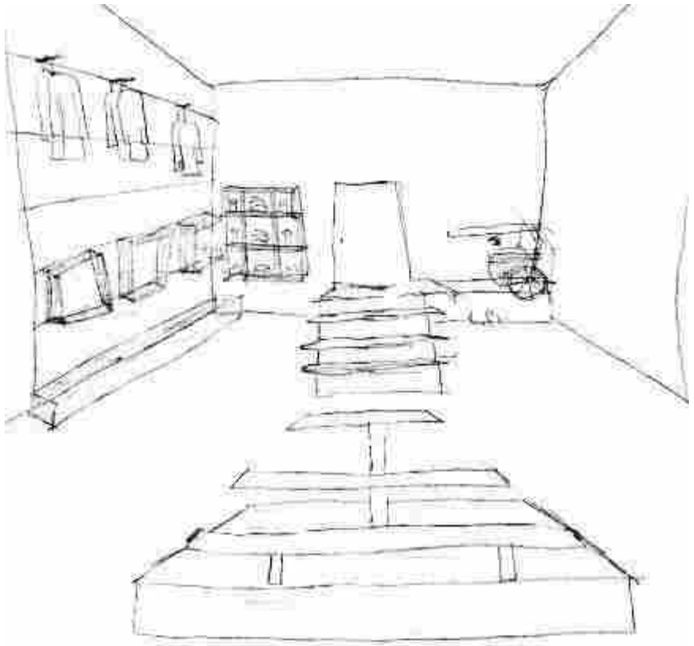


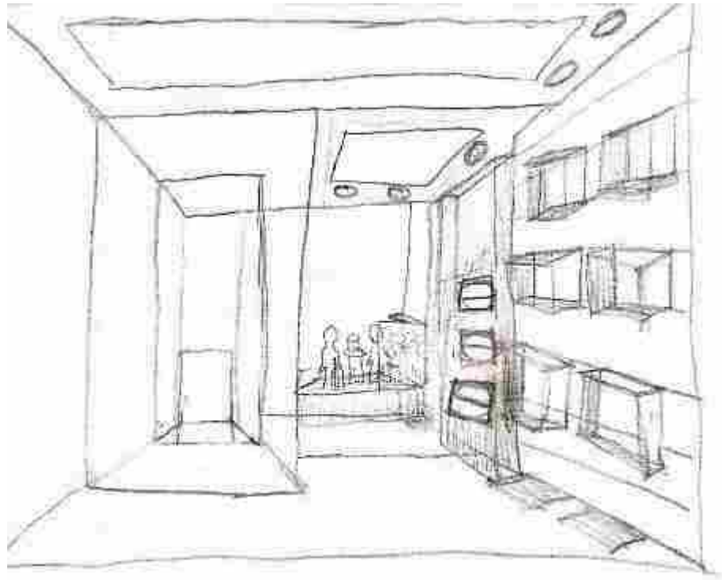


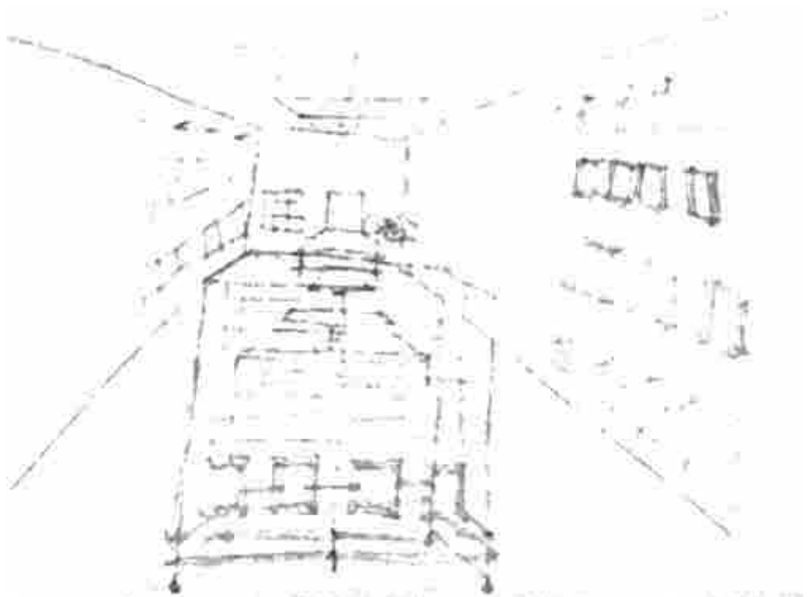


INTERIORS
NR

Interior Perspective Sketches



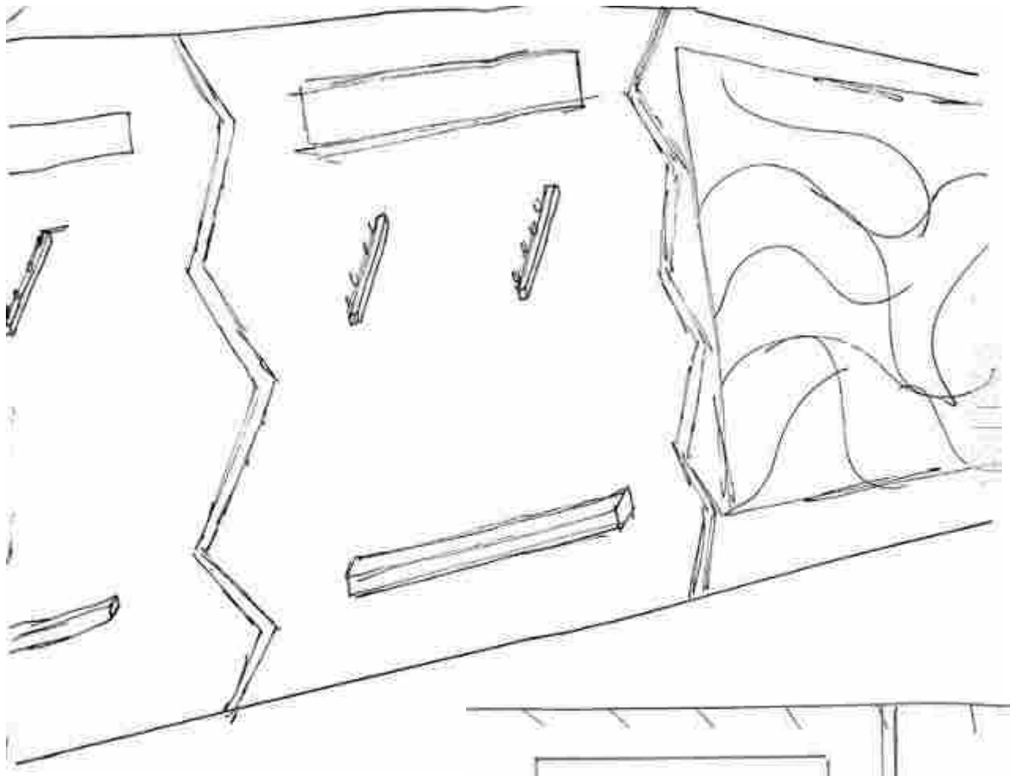


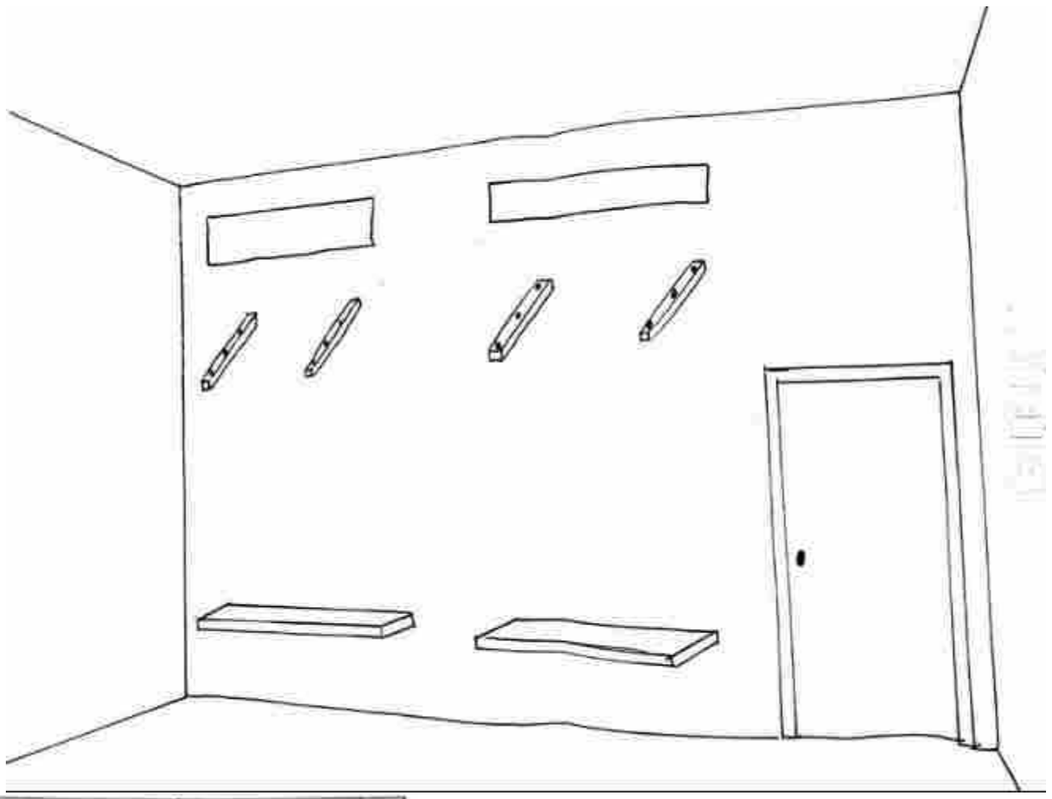


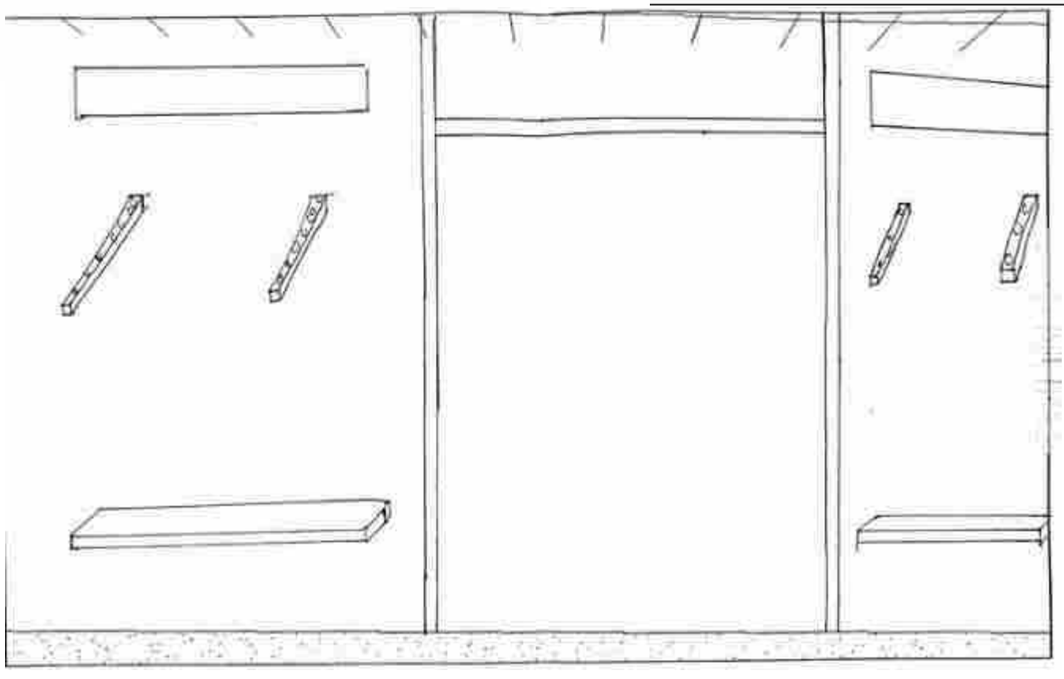
INTERIORS

NR

Interior Perspective Sketches



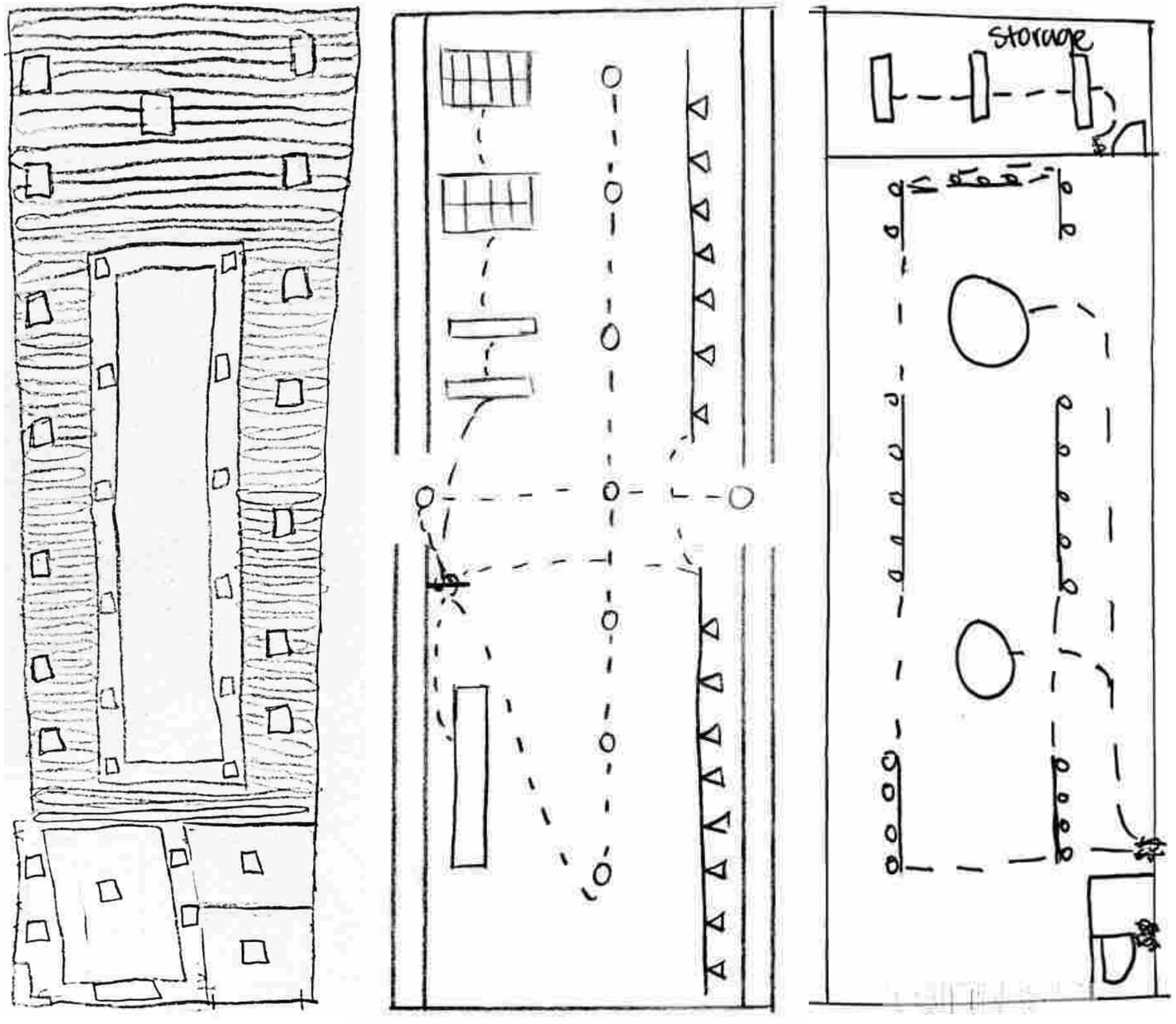




INTERIORS

NR

RCP Light & Systems



Furniture, Fixtures & Finishes

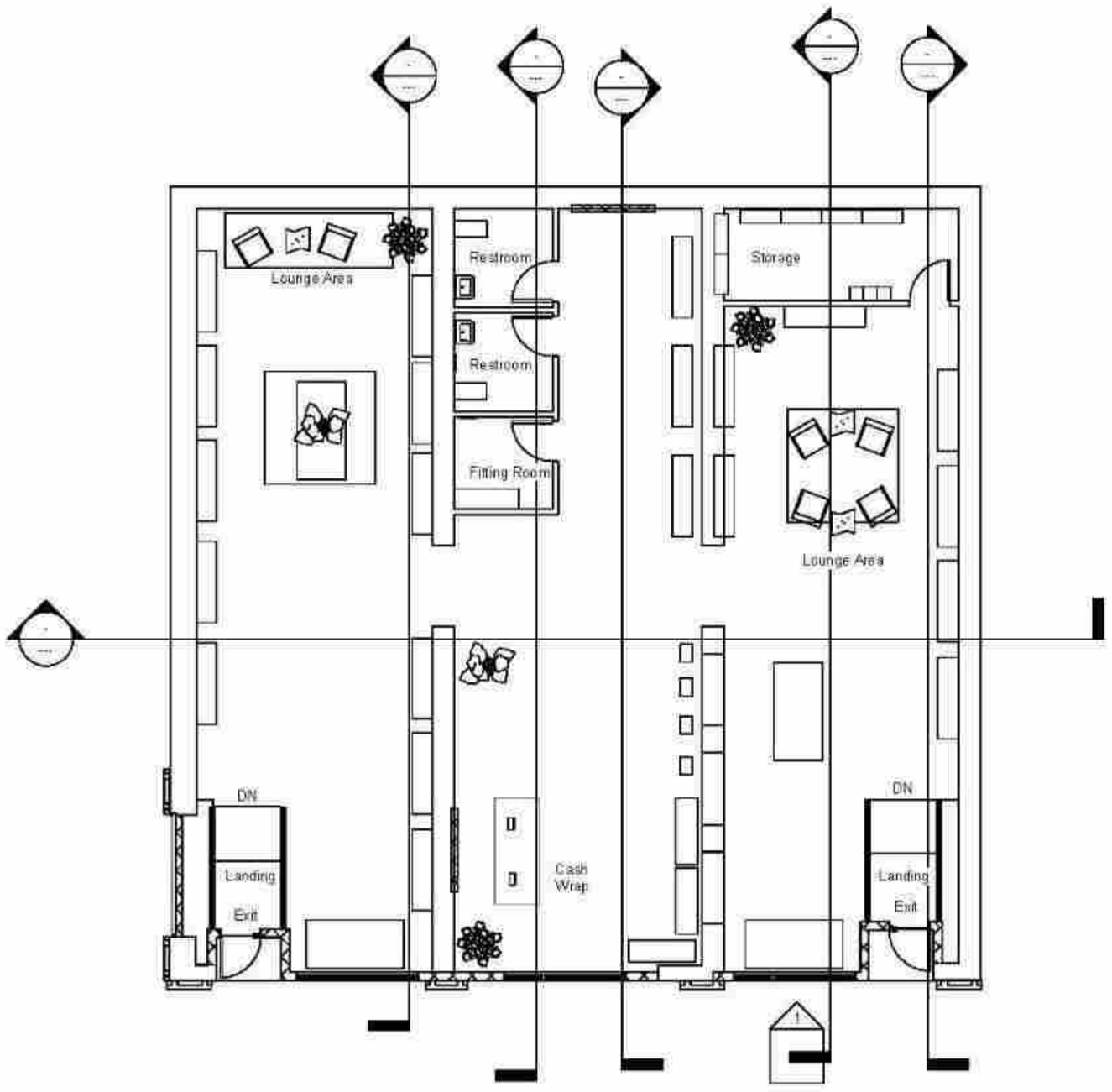
Concept Statement

Black & WHITE

Something Greek is a space for Fraternity and Sororities to sell products in a light – contrasting space with the use of black finishes while letting the product be the focus of the space.

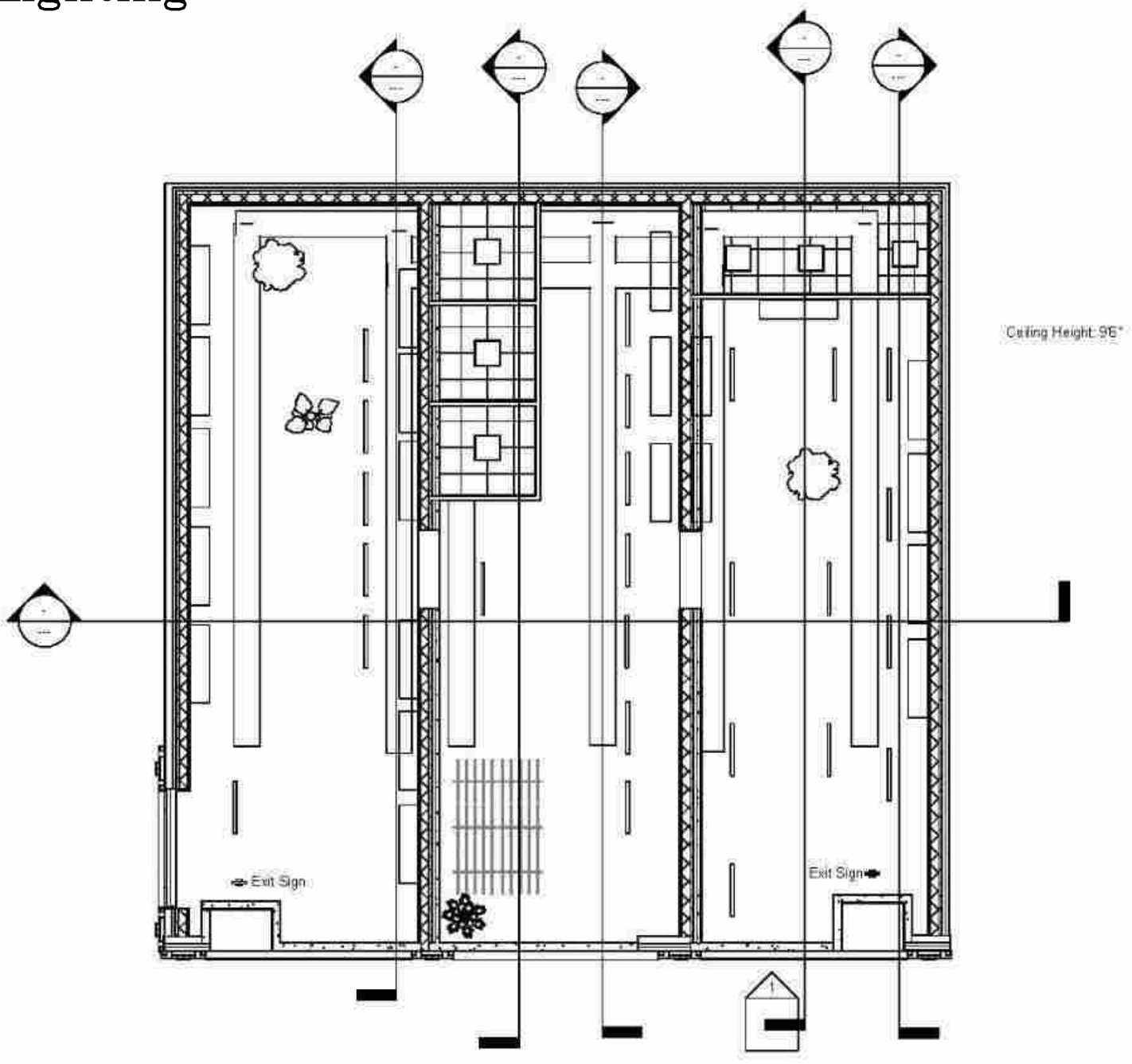
INTERIORS
NR

Revit Furniture Plan



INTERIORS
NR

Revit RCP & Lighting



INTERIORS
NR

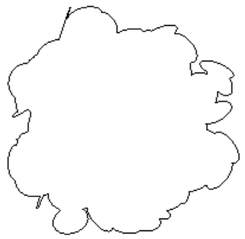
Lighting Symbols & Specs

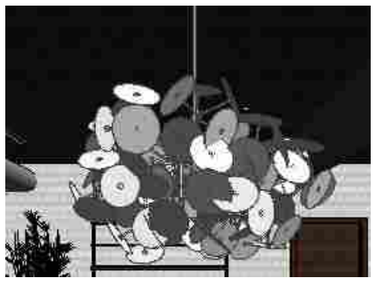
1

White LED Steel
4087 Lumens

2

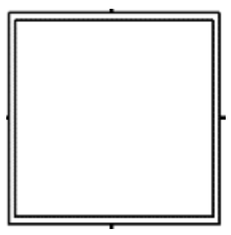
Unbleached wool felt leaves
warm-toned large LED
2500 lumens





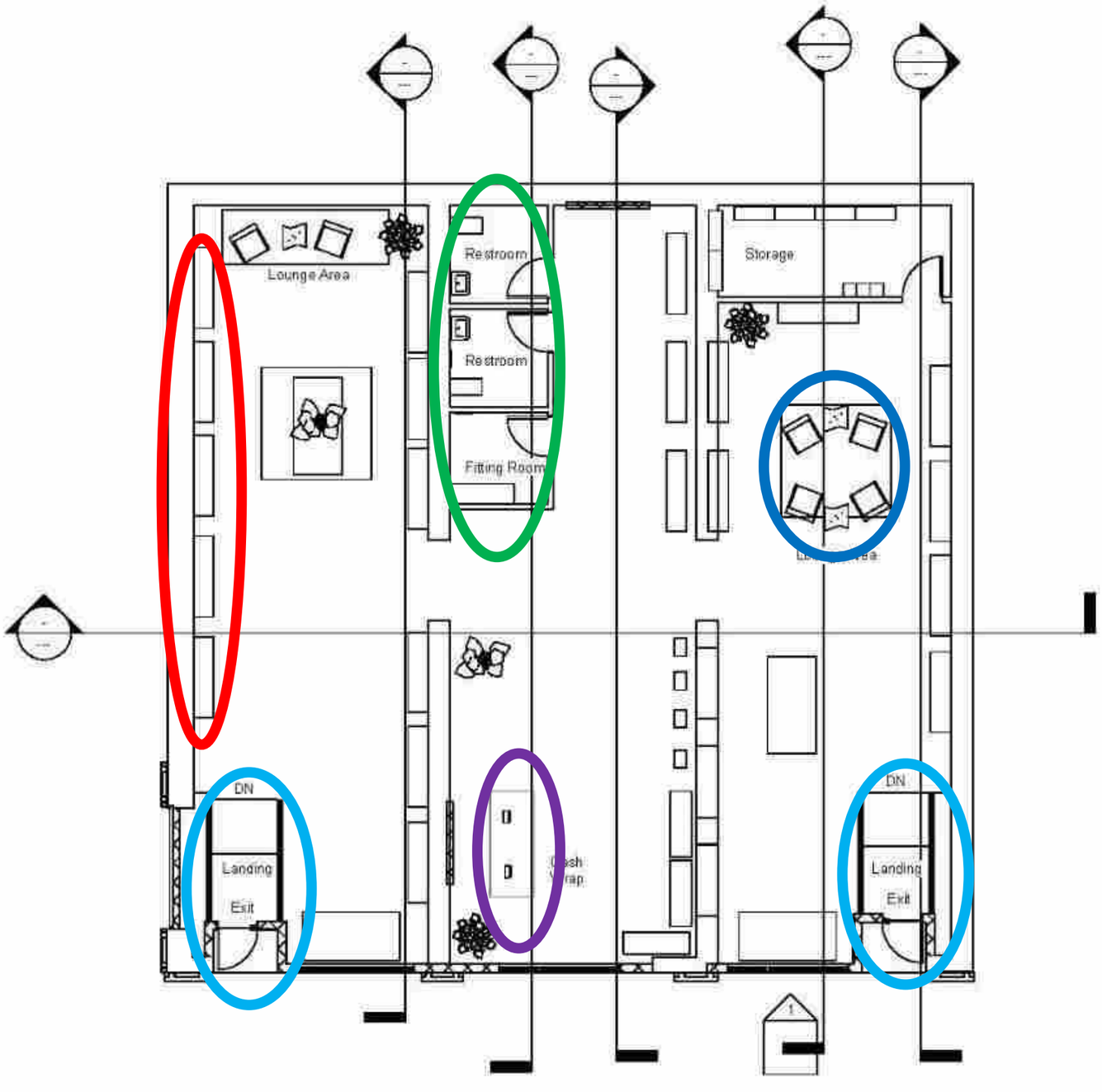
3

LED Fluorescent
Aluminum
3500 lumens



INTERIORS
NR

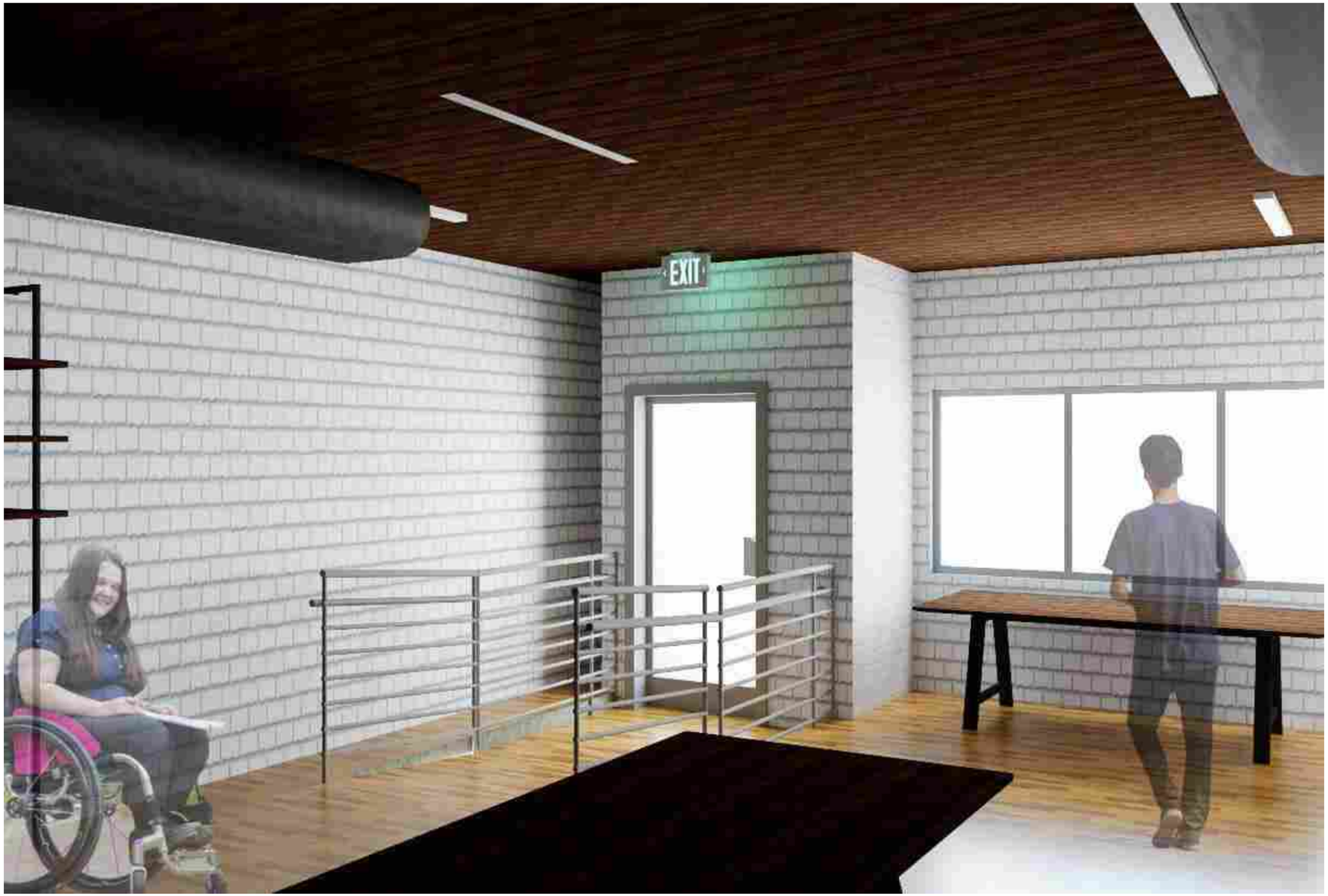
Ergonomics & Anthropometrics



- Seating area (Chairs)
- Restrooms (Toilet, sinks)
- Fitting Room (Bench)
- Display (eye level)
- Cash Wrap (Height)
- Ramps and railings

INTERIORS
NR

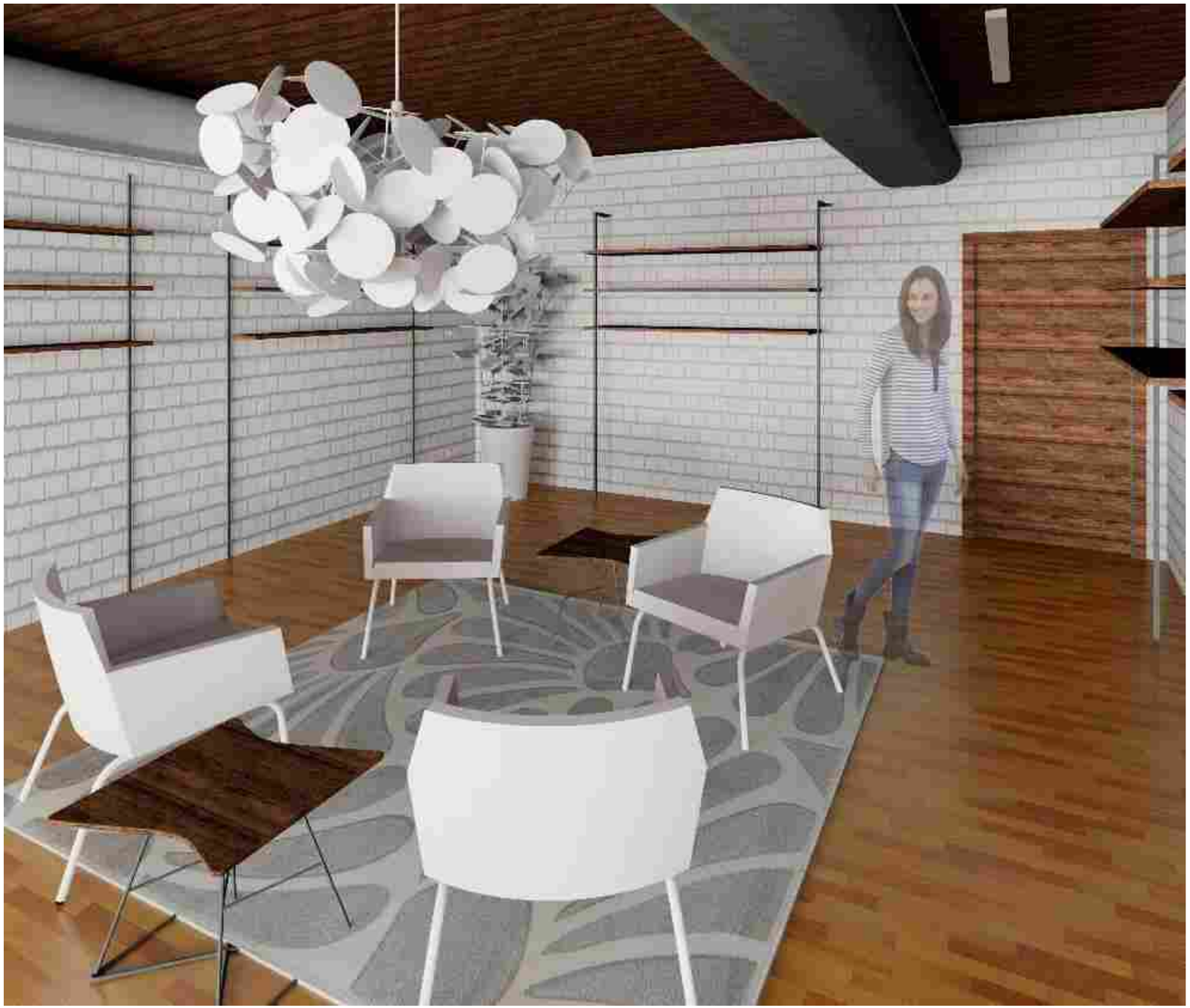
Walk Through & Rendering 1



INTERIORS

NR

Rendering 2



INTERIORS
NR

Rendering 3

INTERIORS
NR

Rendering 4