

The Divine 9

Retail Store

FIND THE DIVINE



Colors and Crests of The Divine 9

**Alpha
Phi
Alpha**

ΑΦΑ



**Κappa
Alpha
Psi**

ΚΑΨ



**Omega
Psi Phi**

ΩΨΦ



**Iota Phi
Theta**

ΙΦΘ



**Phi Beta
Sigma +
Zeta Phi
Beta**

ΦΒΣ
ΖΦΒ



**Alpha
Κappa
Alpha**

ΑΚΑ



**Sigma
Gamma
Rho**

ΣΓΡ



**Delta
Sigma
Theta**


ΔΣΘ



Concept Statement

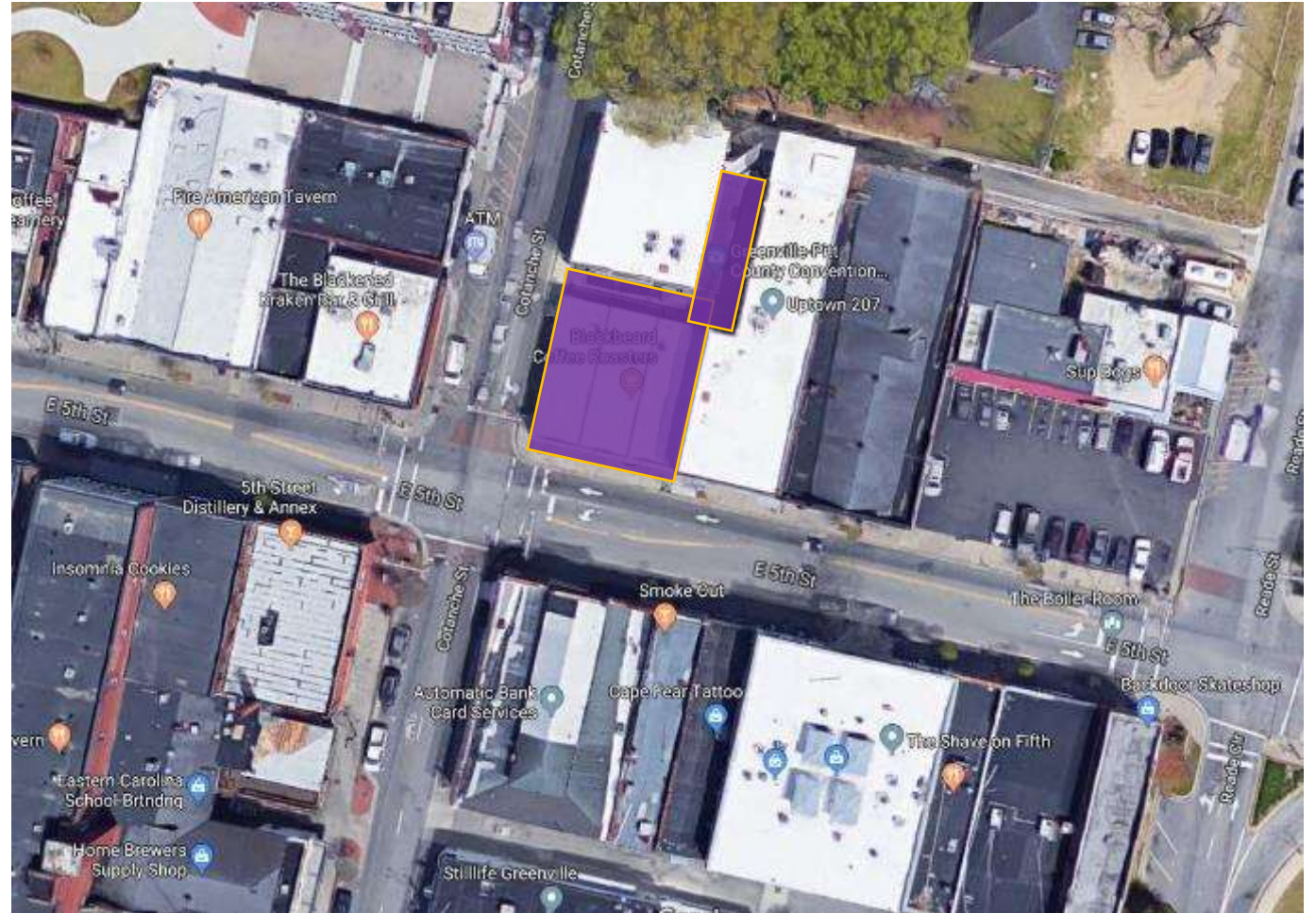
"FIND THE DIVINE"

DIVINITY: the state or quality of being divine
/də'vinədē/

- This is a place of welcome and warmth that invites separate members of the National Pan-Hellenic Council.
 - The space will incorporate the colors used to represent the different fraternities and sororities.
 - The store celebrates the unity of these historically black fraternities and sororities.
- 

Site Exploration

- Our location is on the corner of 5th Street and Cotanche Street.
- They are currently 3 separate spaces that we will combine into one:
 - Eastern on 10th Office
 - Blackbeard Coffee Roasters
 - 280first (technology company)
- There is a patio located at the back of the building that we have access to.



Site Exploration

Current Buildings:
Exterior Views



Site Exploration

Current Buildings:
Interior Views



Inspiration Images



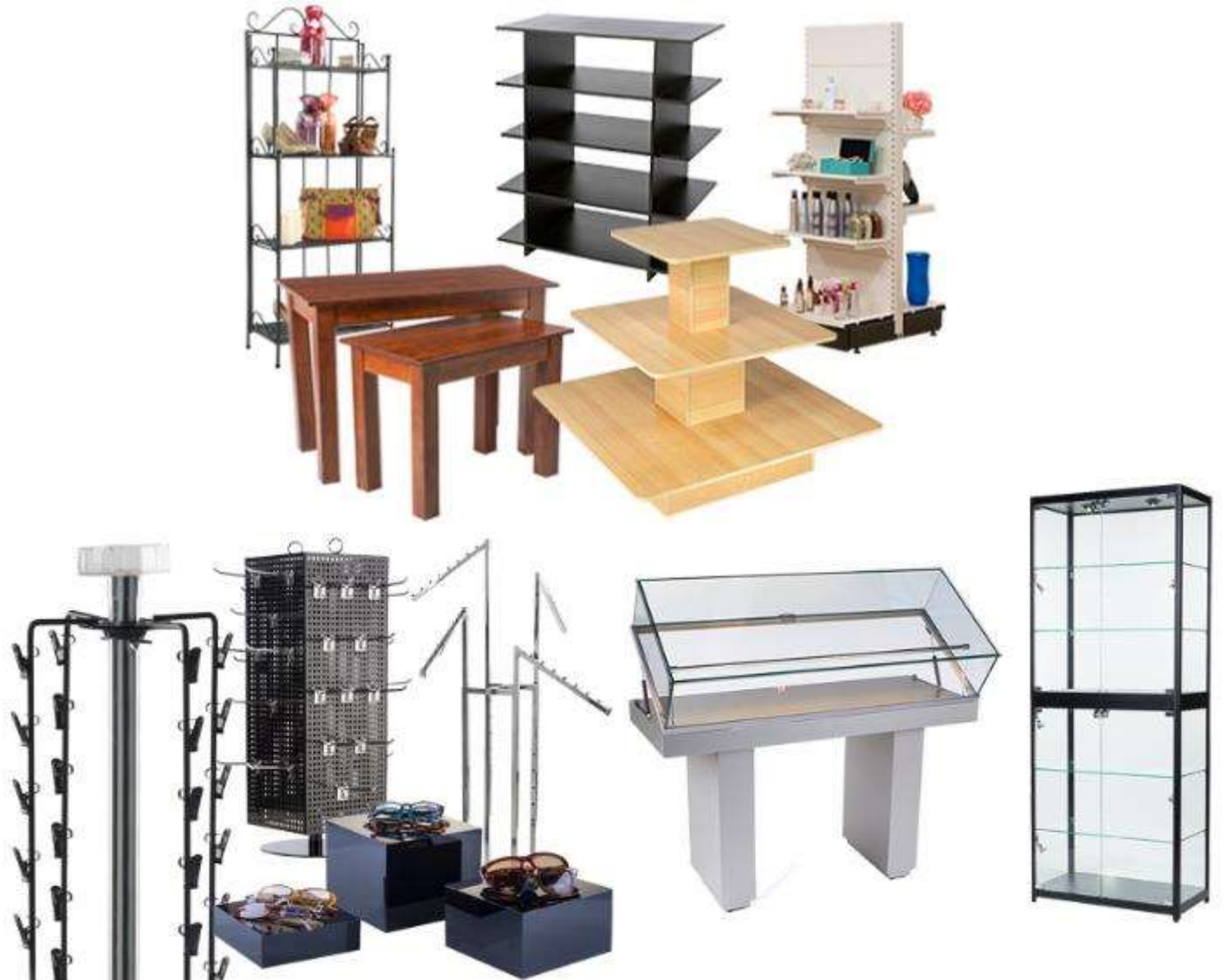
Retail Research

- **Enter the threshold, then off to the right**
 - In North America, 90% of customers turn right unconsciously upon entering a store. The first wall they see acts as a high-impact first impression vehicle for the merchandise.
- **Have Shoppers Walk a Path, but slow them down**
 - It is important to think about grouping products in a way that makes sense from a shopper's perspective.
- **Make Sure Shoppers Are Comfortable**
 - A typical customer will avoid going after merchandise in an aisle where they could potentially brush another customer's backside or have their backside brushed.
- **Tips for Check out**
 - Checkout/POS should be located at a natural stopping point in the shopping experience that you've purposefully designed.



Retail Fixtures

- Types of retail fixtures
 - Freestanding
 - Countertop wall
 - Mounted
 - Display cases
 - Sign holders
 - Permanent
- Retail fixtures must set the stage. They should help customers visualize your products outside the retail environment.





Finishes



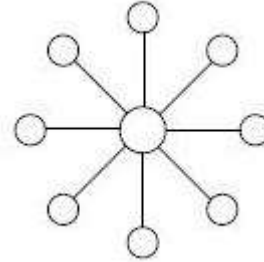
Lighting



GREX Chandelier

Unique ref.:	gren
Brand:	Dikholm Lighting
Product family:	
Product group:	Elevation
Date of publishing:	2017-10-06
Edition number:	1
Type:	Object (single object)

[Download \(2\)](#)



Search Lighting 10 Pack 100 LED Bulbs, 6W-40W, Dimmable, 2700K Soft White, E27 Base, Combination Bulb for Use in Lamp, Light Fixture - U.S. & Energy Star

4.5 out of 5 stars (1,000+ reviews)

Buy 10.0 for \$10.00 (10.00 per bulb) [Buy 10.0 for \\$10.00](#)

100 LED Bulbs, 6W-40W, Dimmable, 2700K Soft White, E27 Base, Combination Bulb for Use in Lamp, Light Fixture - U.S. & Energy Star

100 LED Bulbs, 6W-40W, Dimmable, 2700K Soft White, E27 Base, Combination Bulb for Use in Lamp, Light Fixture - U.S. & Energy Star

100 LED Bulbs, 6W-40W, Dimmable, 2700K Soft White, E27 Base, Combination Bulb for Use in Lamp, Light Fixture - U.S. & Energy Star

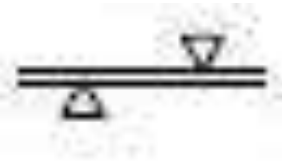
100 LED Bulbs, 6W-40W, Dimmable, 2700K Soft White, E27 Base, Combination Bulb for Use in Lamp, Light Fixture - U.S. & Energy Star



Recessed track DALI

Unique ref.:	P293 P294 P295 P296
Brand:	IGuzzini
Product family:	indoor
Product group:	Recessed track
Height (mm):	37.8
Depth (mm):	52
Date of publishing:	2017-06-05
Edition number:	1
Type:	Object (single object)

[Download \(2\)](#)



20 lumens x ~3,200 square feet = 64,000 lumens for the entire space between all of our light fixtures



Loro_R 8 W

Unique ref.:	Loro_R 8 W
Brand:	Linea Light Group
Product family:	Loro
Product group:	Downlights
Width (mm):	101
Height (mm):	70
Depth (mm):	76
Date of publishing:	2017-12-18
Edition number:	1
Type:	Object (single object)

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LED GU10 LED Light Bulbs, Dimmable, 50W Halogen Equivalent, 5.5W 500lm, 5000K Daylight White Natural Light, 38-degree Beam Angle Spotlight, LED Bulb Replacement for Recessed Lighting Fixture, Pack of 5

4.5 out of 5 stars (1,000+ reviews)

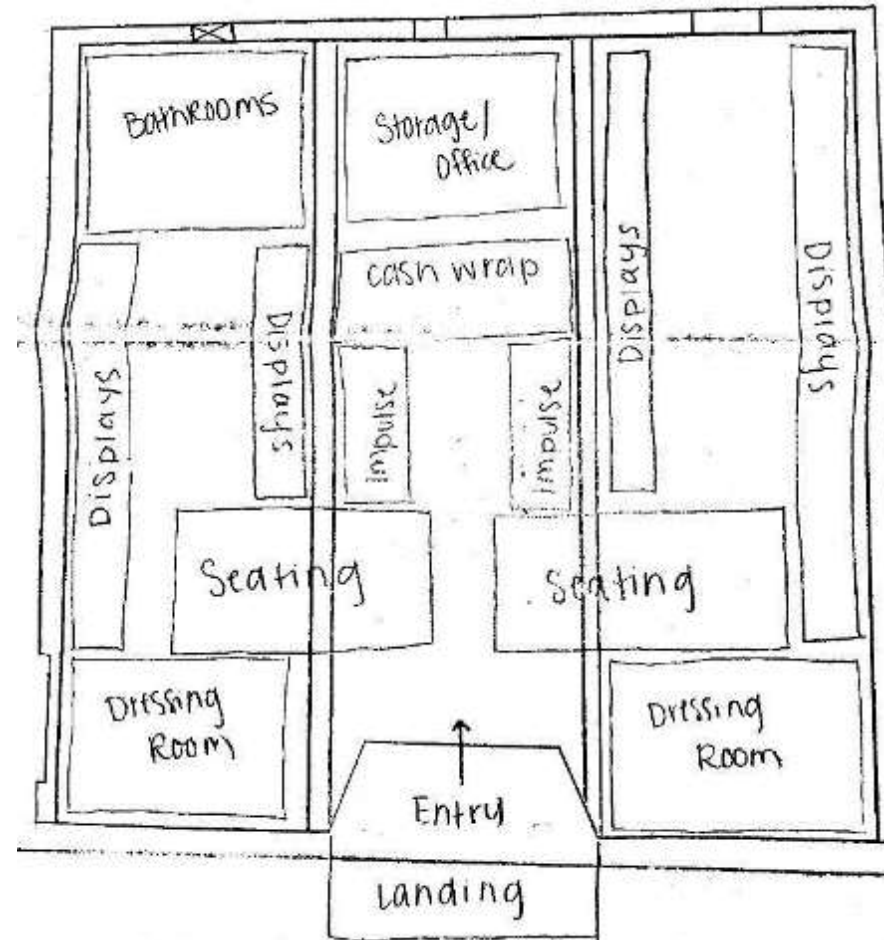
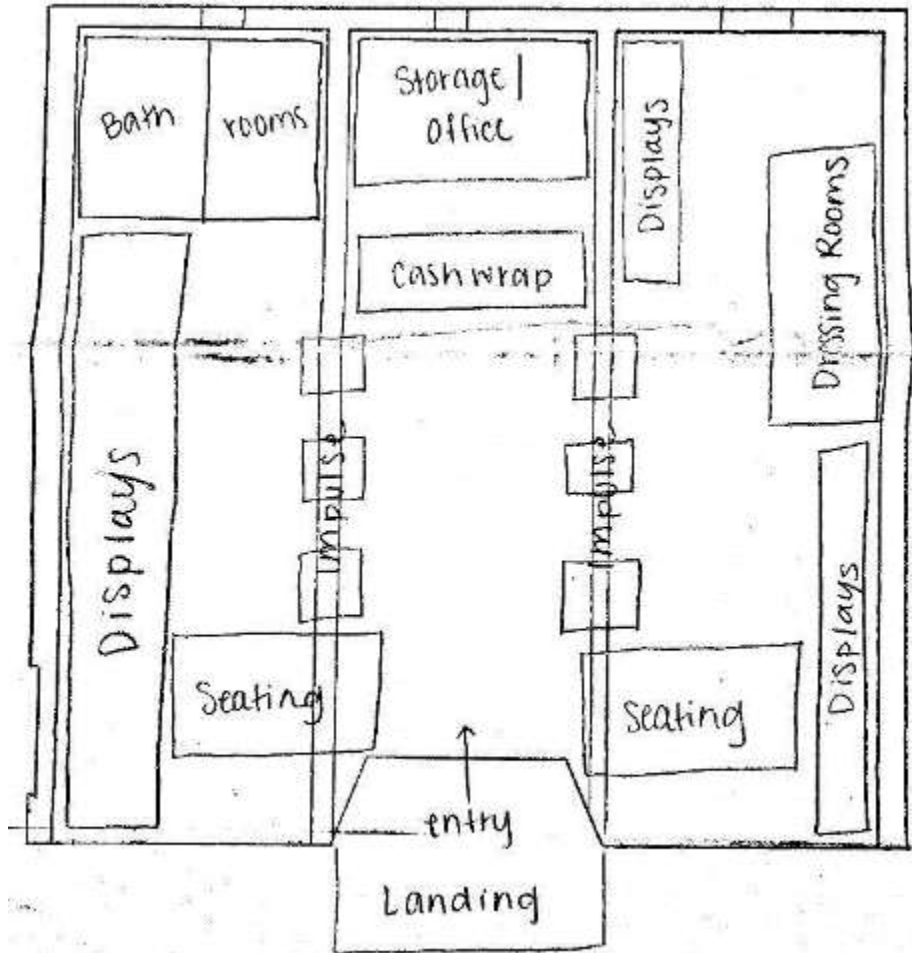
Buy 5.0 for \$10.00 (2.00 per bulb) [Buy 5.0 for \\$10.00](#)

LED GU10 LED Light Bulbs, Dimmable, 50W Halogen Equivalent, 5.5W 500lm, 5000K Daylight White Natural Light, 38-degree Beam Angle Spotlight, LED Bulb Replacement for Recessed Lighting Fixture, Pack of 5

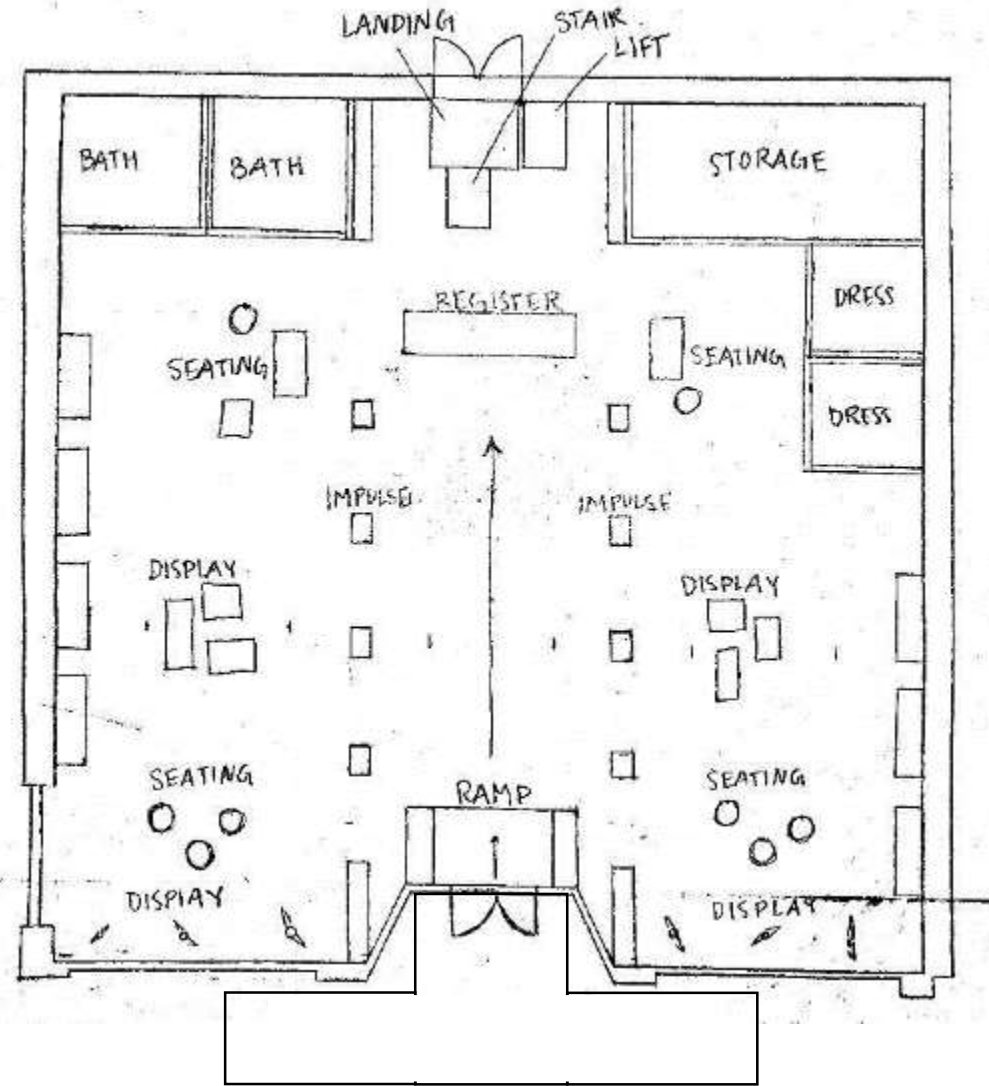
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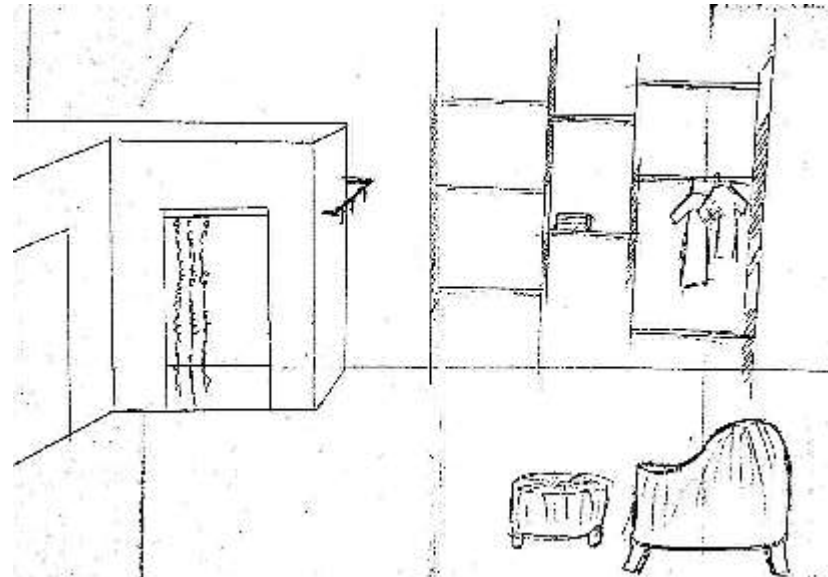
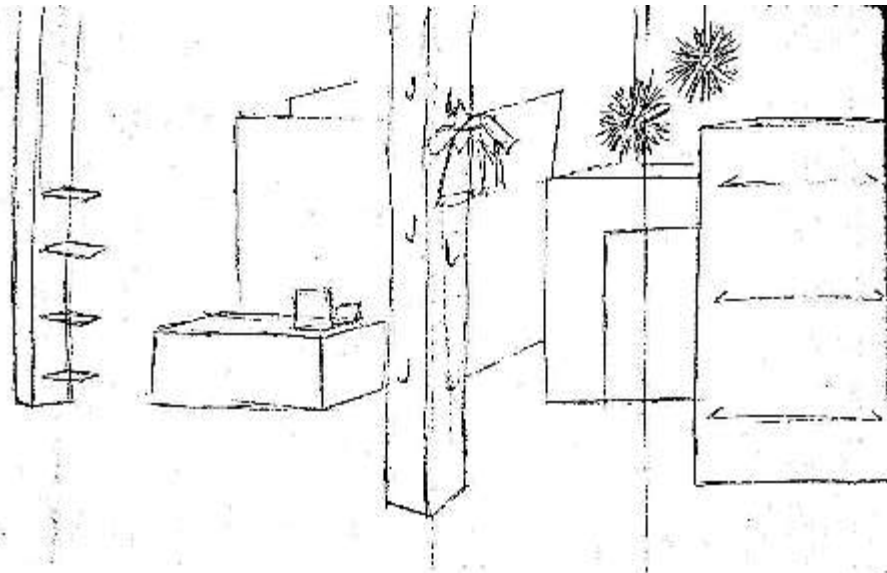
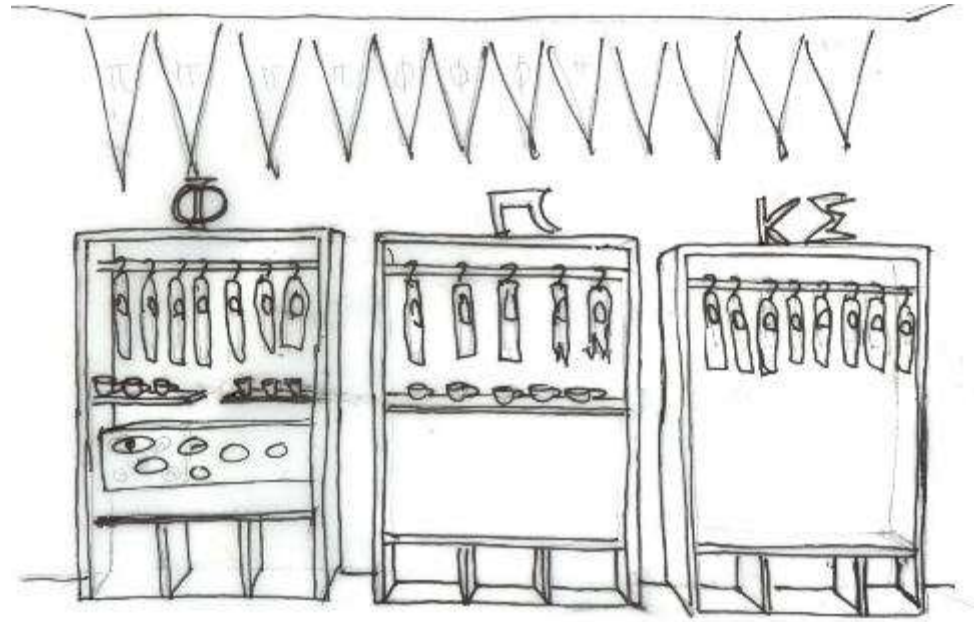
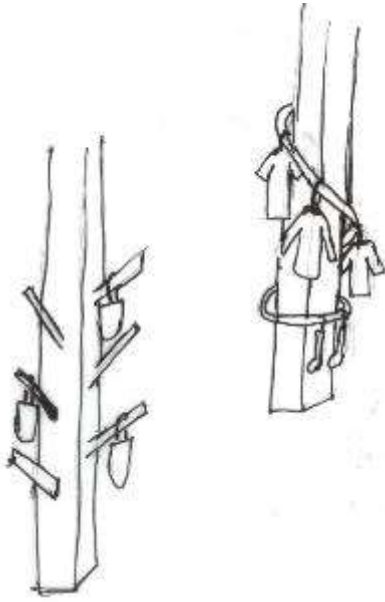
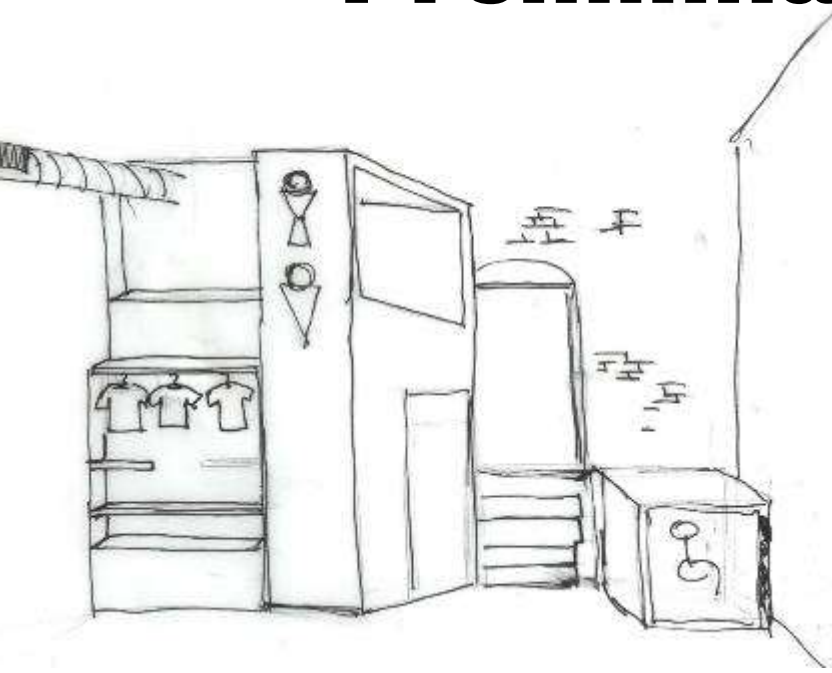
Preliminary Blocking Sketches



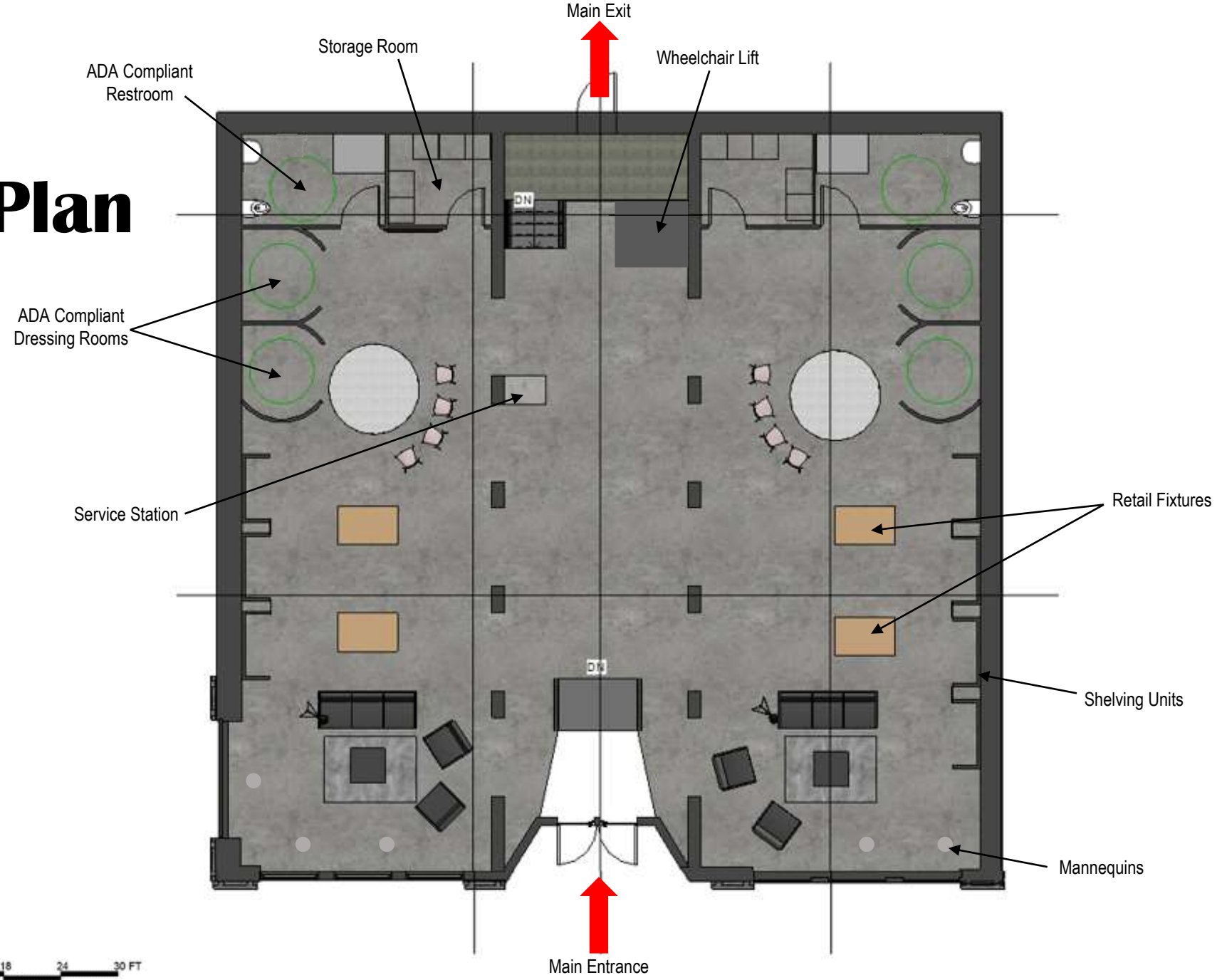
Preliminary Floor Plan Sketch



Preliminary Perspective Sketches



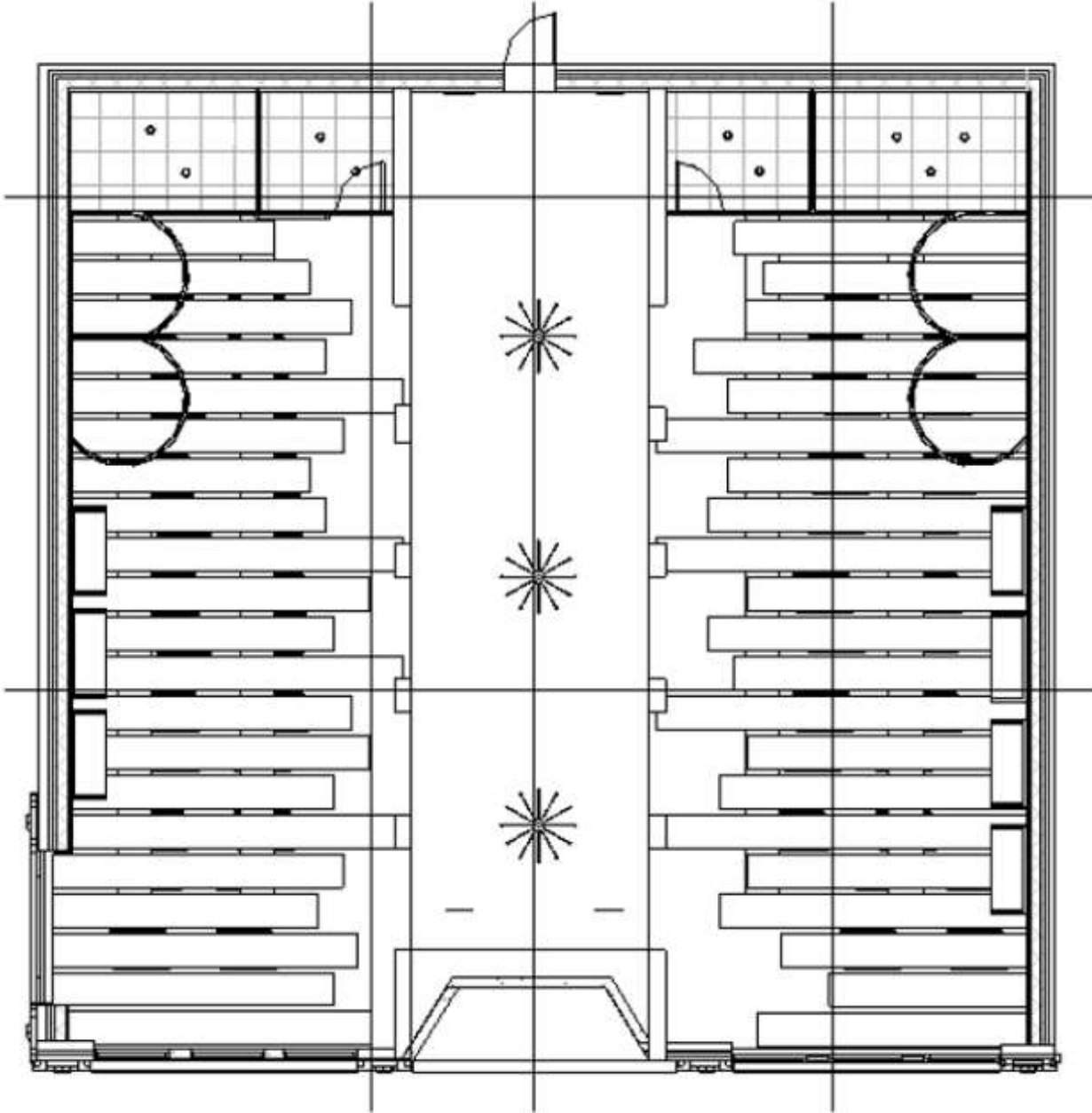
Final Floor Plan




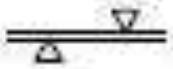

1/8" = 1'0"
0 6 12 18 24 30 FT



Reflected Ceiling Plan



Lighting Legend

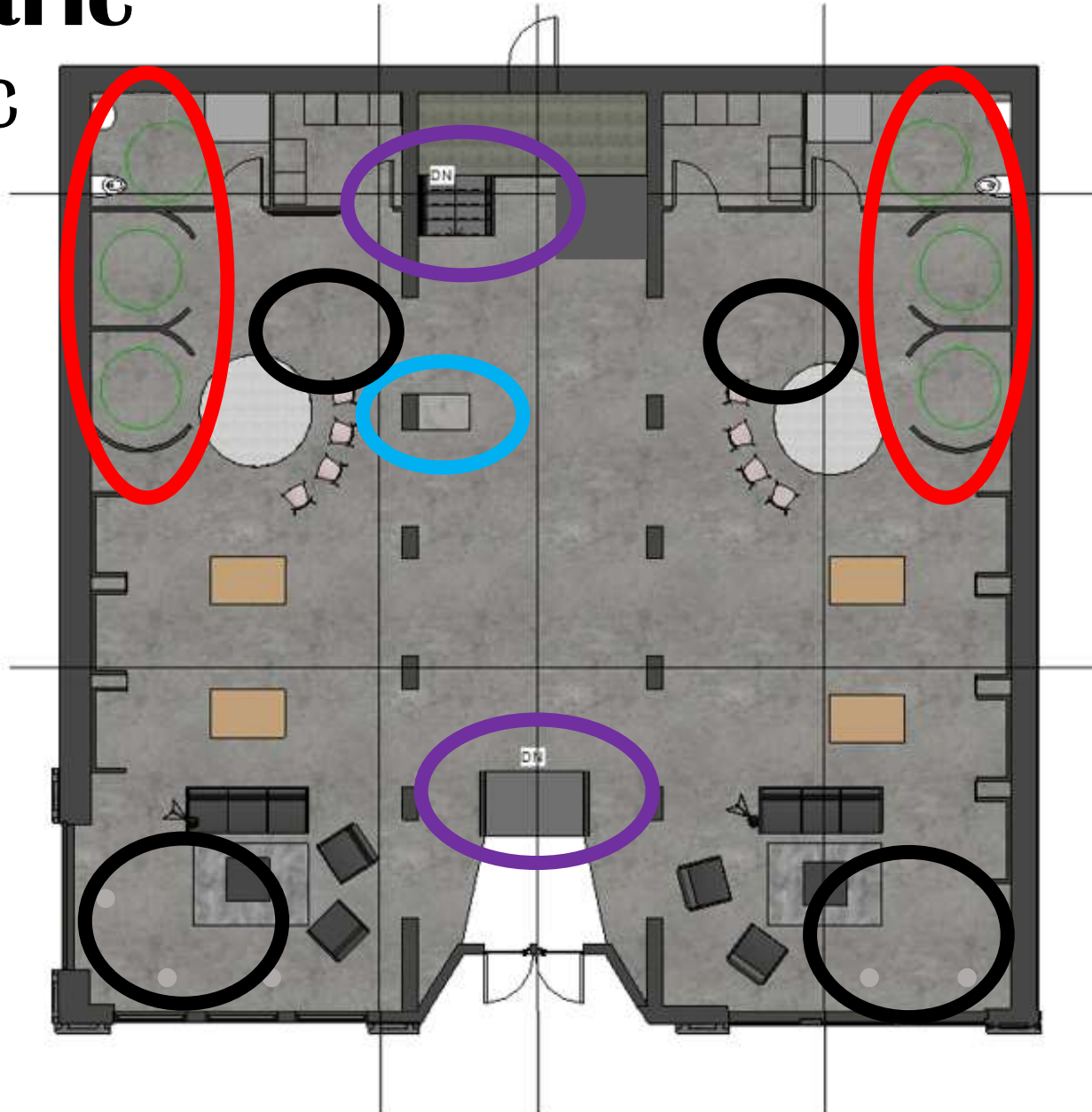
	Chandelier
	Track Light
	Recessed Can

1/8" = 1'0" 0 6 12 18 24 30 FT



Anthropometric & Ergonomic Features

We wanted to make sure that our choice of task seating clearly involved all different types of people that would be experiencing this environment. The empty spaces allow for wheelchairs to be accessible to the different seating areas near the front of the space, and near the dressing rooms.



We implemented a 5' turn around in all dressing rooms and bathrooms to accommodate ADA compliance.

The height range of a standard writing surface is between 28" and 30". While our only writing surface is the service station (in case customers pay cash), we made it's height 30".

The height of the barrier-free guardrail is 3' 6" to accommodate those who are sitting or standing.



Final Perspective Views



Final Perspective Views



Thank you!

<https://vimeo.com/330771714>

Job Captain – Jacqueline Rossi

Project Manager – Sarah Beyer

Communication Manager – Billy Weschler