



DESIGNWAVE



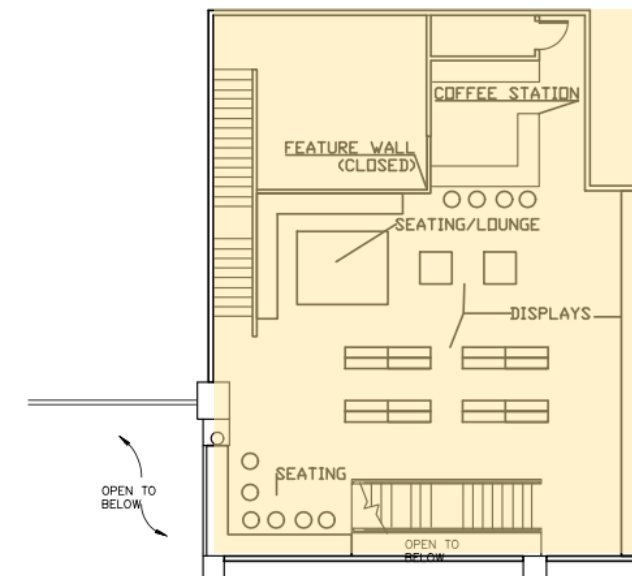
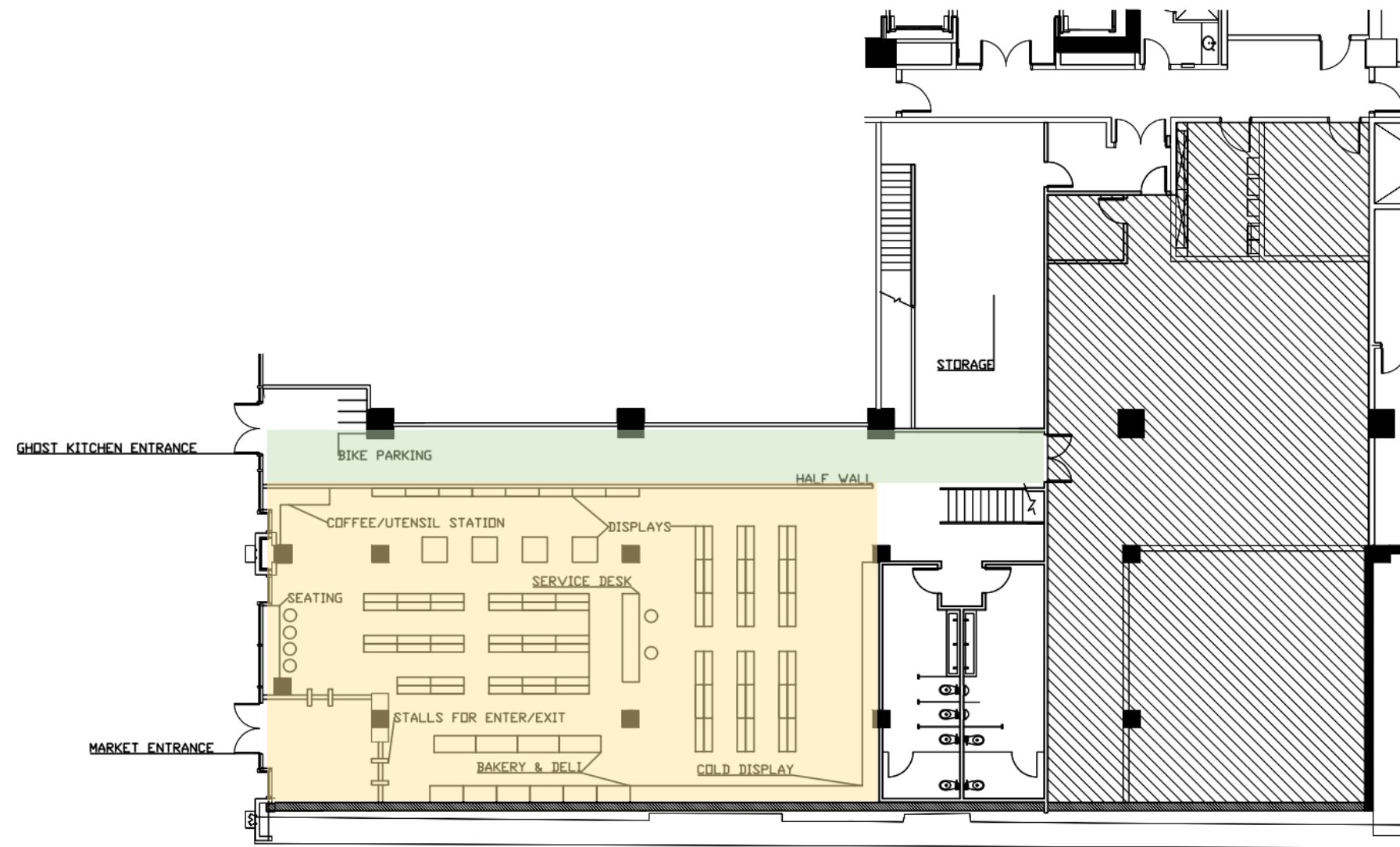
HIGHWOODS PROPERTIES

IDSN 4202

PORTFOLIO TWO

GHOST KITCHEN AND GRAB & GO MARKET

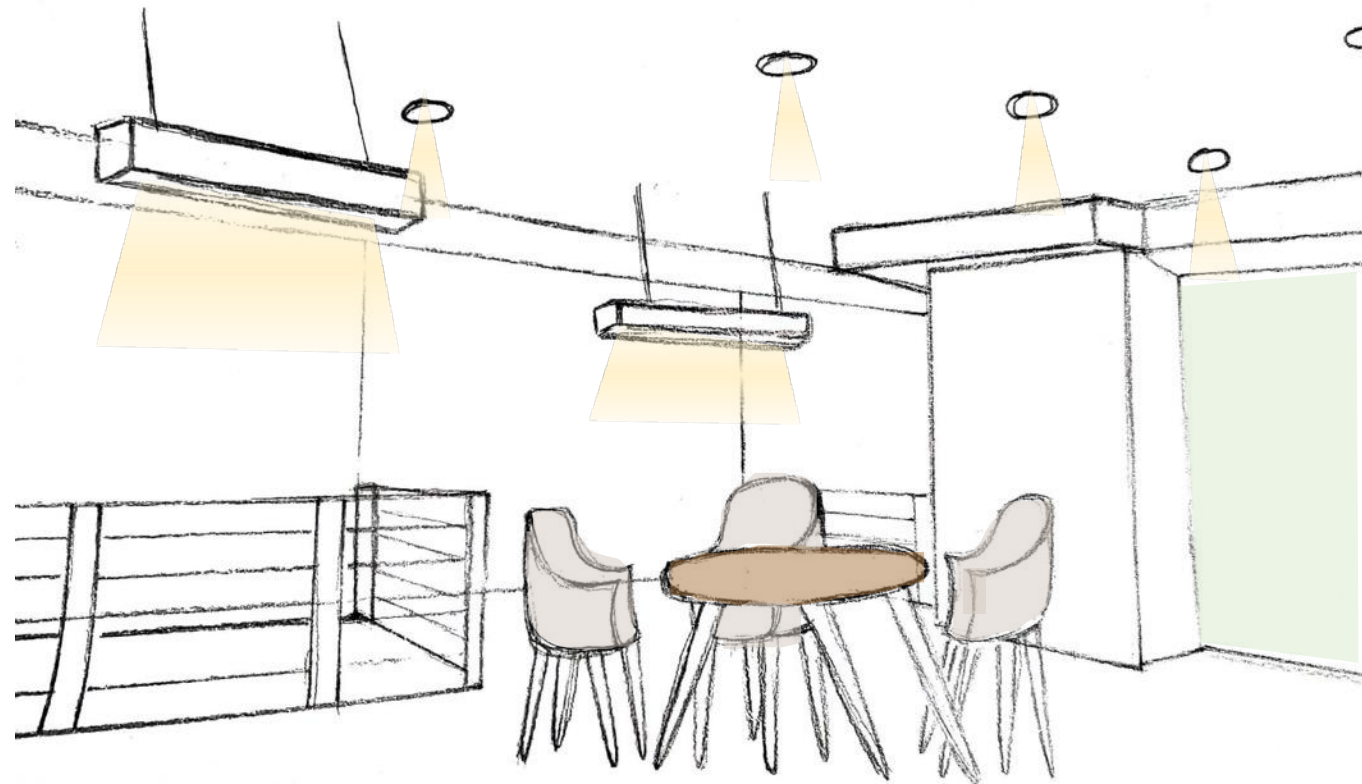
ABIGAIL GONZALEZ | SAMANTHA BRIDGES | AMBER COUSAR | MARISA REINS



LEGEND

- GHOST KITCHEN
- GRAB & GO MARKET

FLOOR PLAN

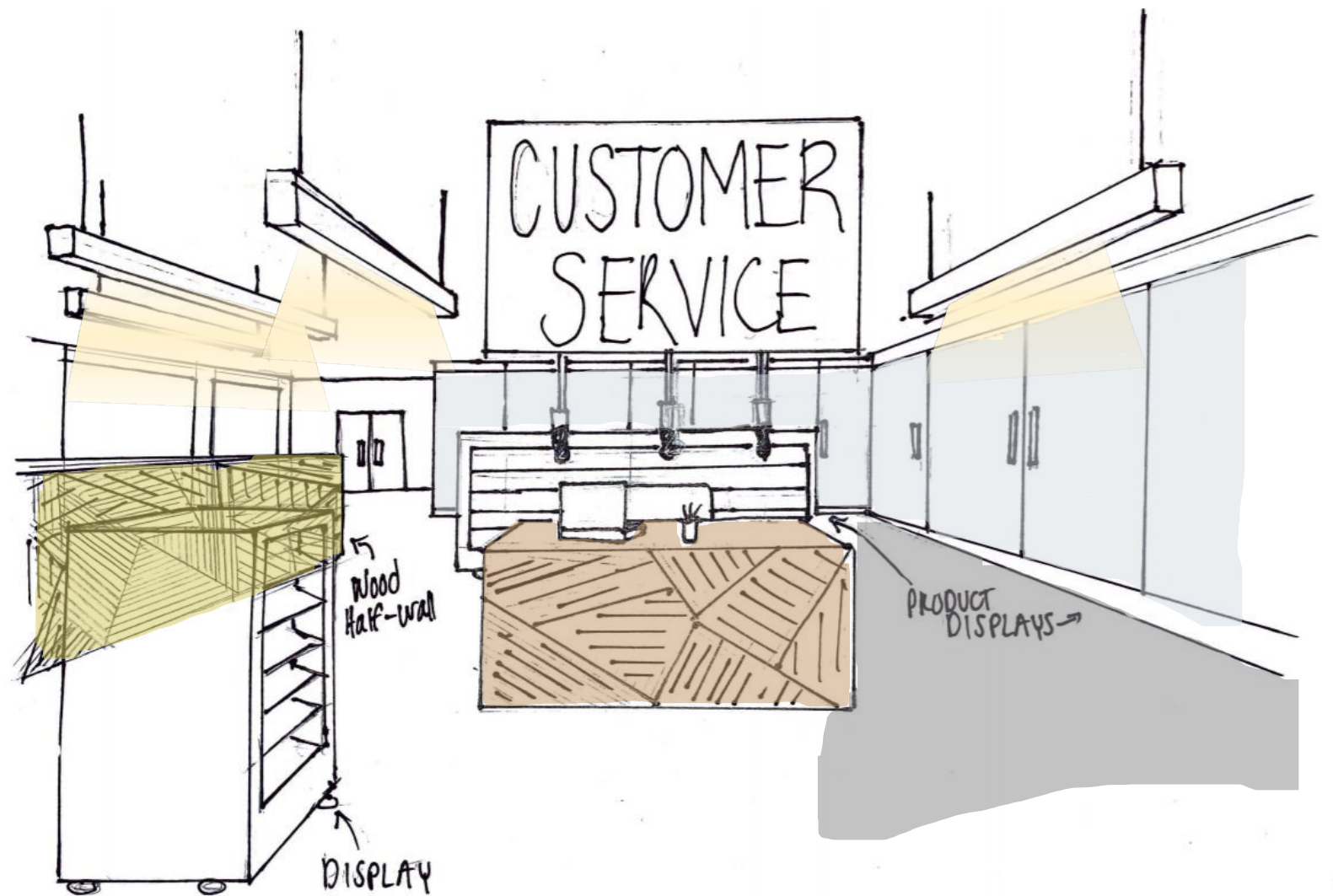


MEZZANINE

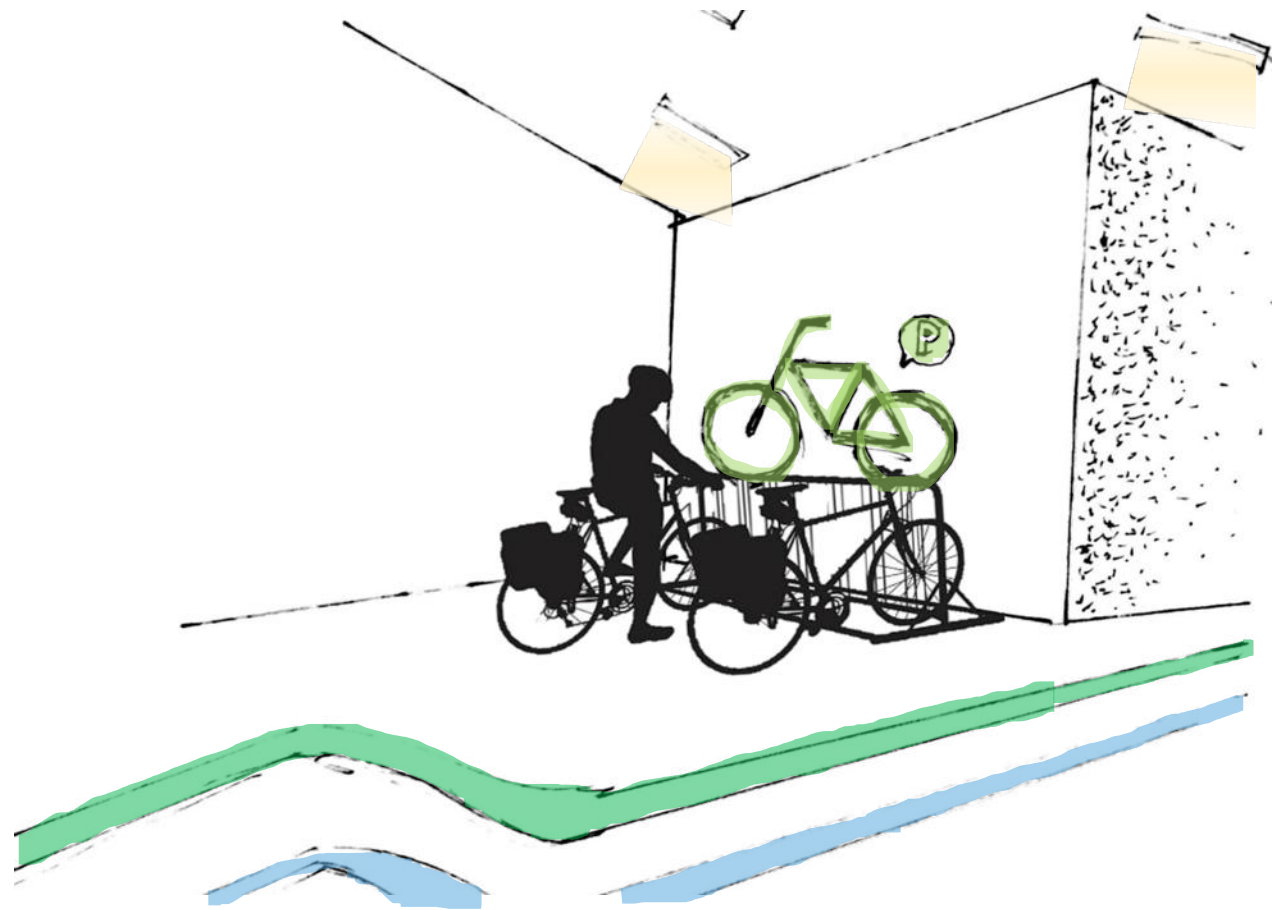
- Seating
- Displays

GRAB & GO MARKET

- Displays -
- Customer Service -
- Half Wall -

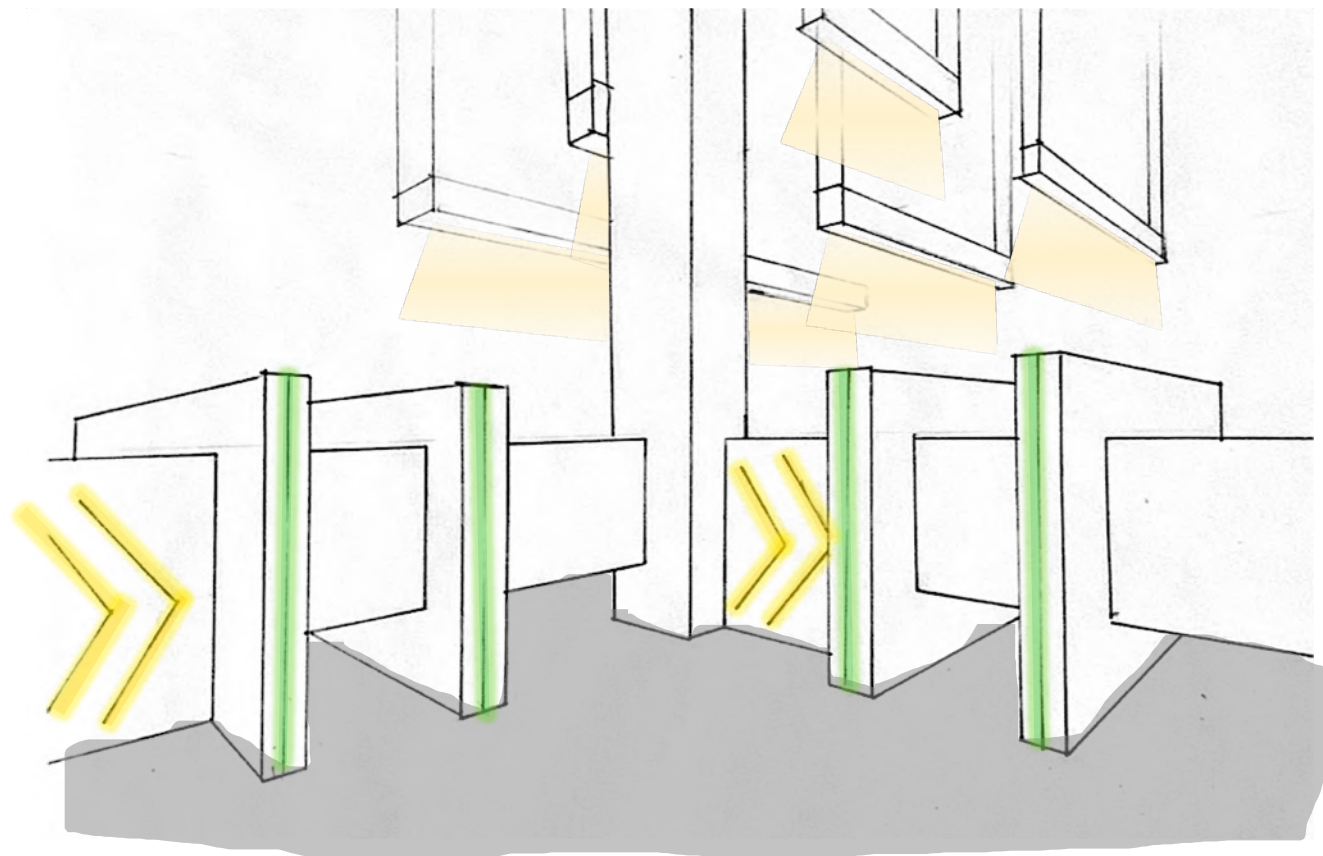
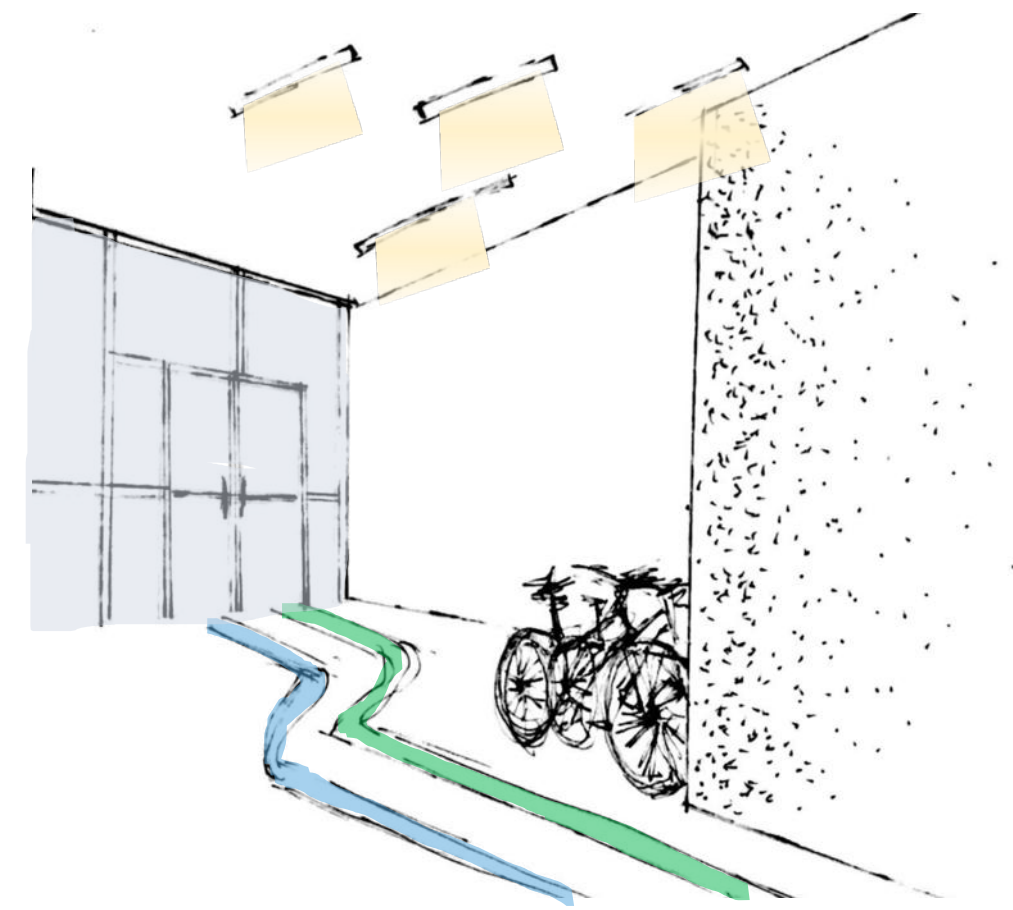


SKETCHES



GHOST KITCHEN
ENTRANCE

- Bicycle Parking
- Pathway to Kitchen

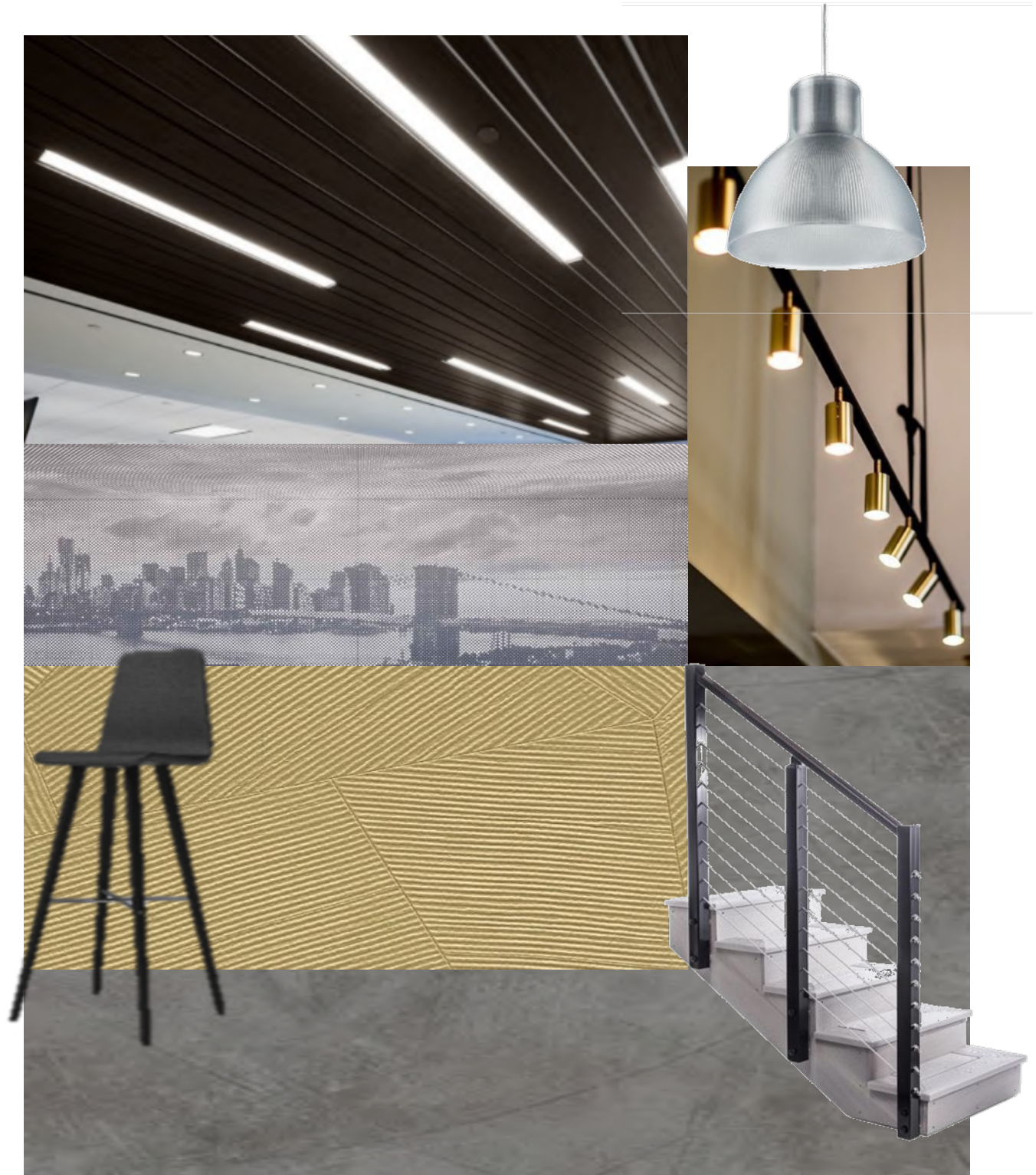
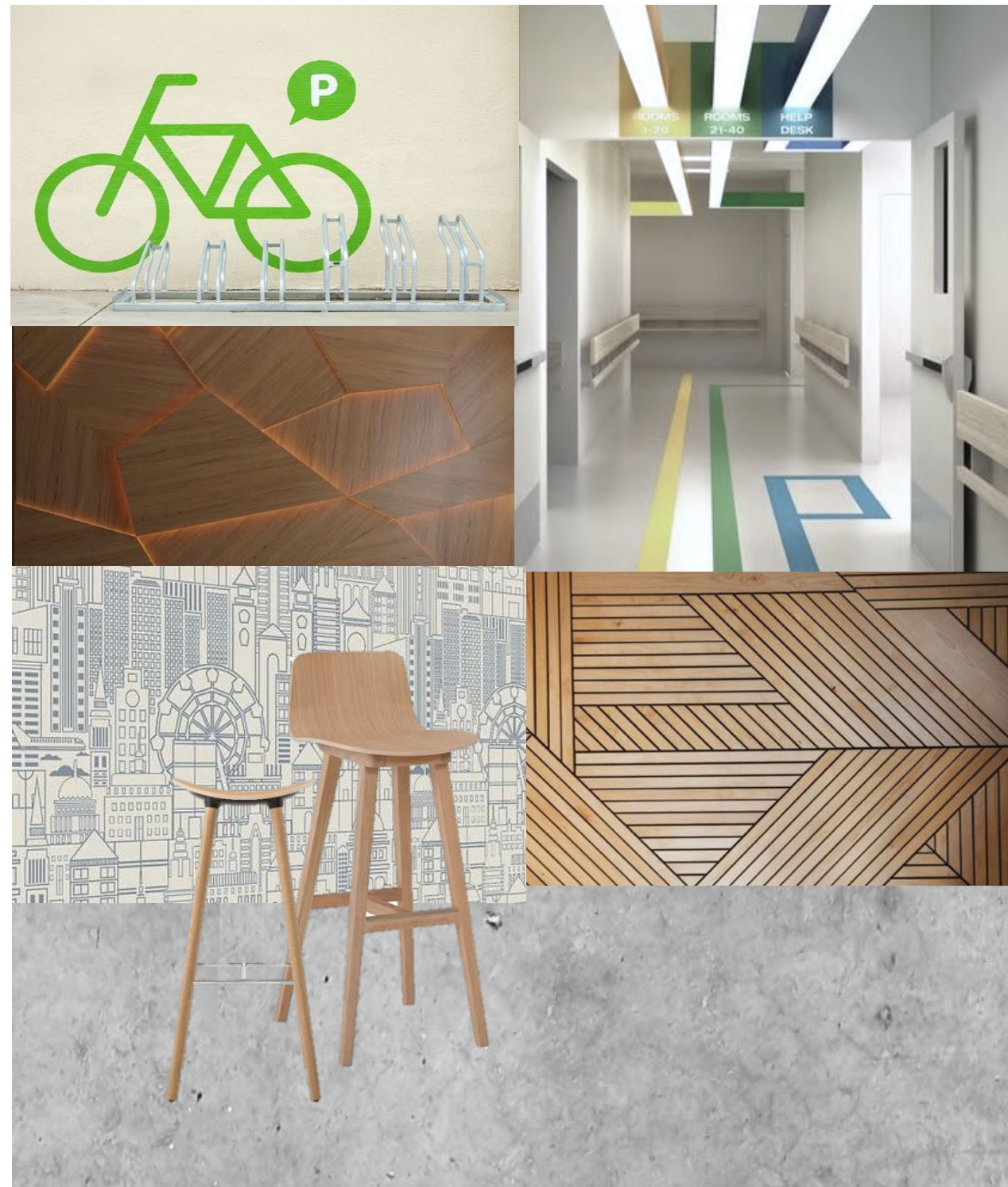


GRAB & GO MARKET ENTRANCE

- Entry and Exit Scan Barrier

OPTION 1

OPTION 2



Bar Stool Seating
Wood Half Wall
Accent Wall
Bicycle Rack

Linear Led Lighting
Task Lighting

VISION BOARDS: GROUND LEVEL

OPTION 1

OPTION 2



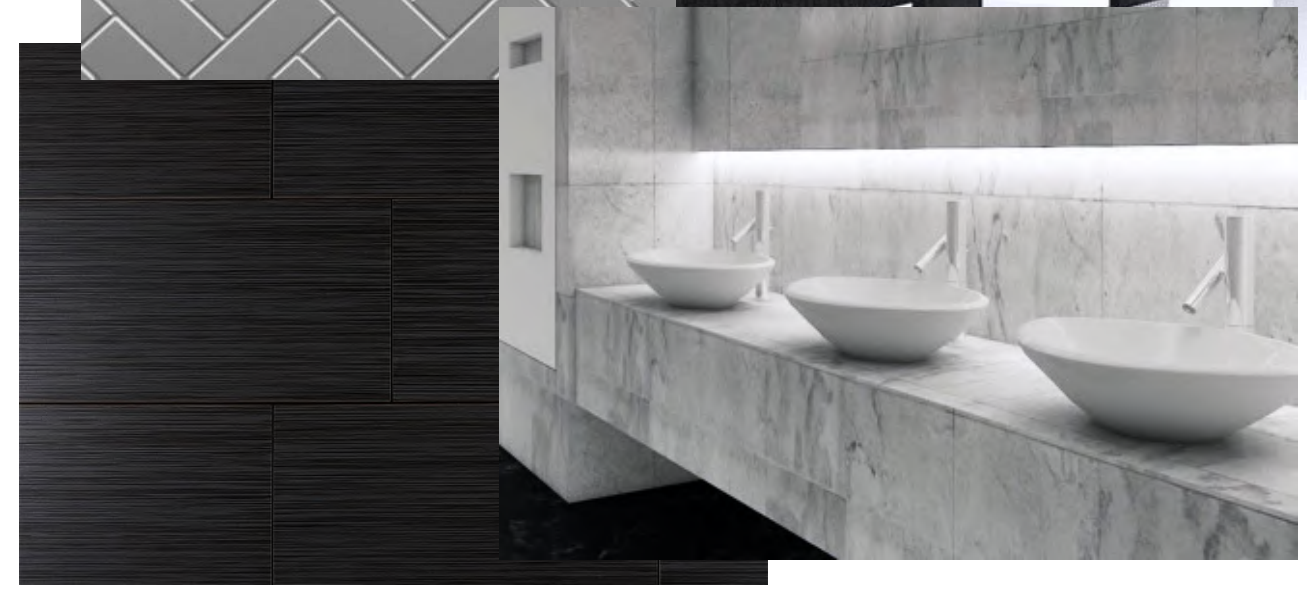
Accent Wall
 Quartz Countertop
 Bar Stool Seating
 Lounge Seating & Table

Linear Led Lighting
 Task Lighting

VISION BOARDS: MEZZANINE

OPTION 1

OPTION 2



Accent Tile Backsplash
Partitions (Metal or Solid Plastic)
Sensor Faucets

Linear LED Lighting

VISION BOARDS: RESTROOMS

We will create a **Grab & Go Market** and a **Ghost Kitchen** that will benefit downtown Raleigh and Fayetteville St. The Grab & Go Market will be valuable to many involved, especially the residents, neighbors and workers of the PNC Plaza. One will be able to stop in to get a quick healthy meal or drink before returning to work or beginning their day. The Ghost Kitchen will be a resourceful addition to consumers in the delivery range that order take-out food.

We will design a coexisting location for the Ghost Kitchen and Grab & Go Market by **adding a separate entrance** and a **half wall** separating necessary areas. We have decided to **remove the bar** entirely to maximize the space for circulation and product placement.

For the ground level of the Market, customers will use the new entrance, on the right side of the storefront, and begin grocery shopping. From the market you can access the stairway to the mezzanine level, where you will find conveniences similar as downstairs. The Market is **cashier-less**, therefore when items are removed from the shelves they are added to ones' online cart. Their account is then charged once they leave the store.

The original entrance will lead to the Ghost Kitchen. Walking in, bike parking will be available, then wayfinding will lead a pathway down to the kitchen where drivers can pick up their **delivery** orders.

The **design concept** for the space will incorporate various **metallic** and **nature-like materials, geometric shapes,** and **linear lighting**. The ambiance given from these design elements will enhance a consumer's perspective into this one of a kind experience.

The metallic materials and geometric shapes reinforces the feeling of being in an innovative space that exhibits new advanced technology/ideas such as cashier-less shopping and a fast food delivery kitchen. The nature-like materials complements the idea that the Grab & Go Market and Ghost Kitchen promotes healthy eating habits within the products being sold and healthy lifestyle habits that encourage walking to a near go-to market or bicycle range delivery. Linear lighting is used throughout the market to illuminate a wayfinding path for the users.

PROGRAM & CONCEPT