

Pick-up

Cupcakes

Cookies

Order

**Caragh Shea**

**Process Book  
Studio 1  
Fall 2019**

CS

# Studio 1 Project 2

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## Shipping Container Pop-Up

The aim of this project was to create a pop-up in a shipping container in the Lower East Side of Manhattan, New York. We were given a company and product that we had to design this pop-up space for and I received Patagonia and their Micro Puff Jackets. My concept was city meets adventure and the aim was to introduce the adventurous brand to a city market. I chose to display only the black Micro Puff jackets to attract New York City residents to a brand that might otherwise be out of their comfort zone. As you walk through the space you experience a city melting into rural environment. There are glass double doors on each end to allow fluid movement through the space.



## **City Meets Adventure**

### **Site Research**

**192 E Broadway, New York, NY 10002**  
**Parallel parking spot**



#### **Demographic:**

- Wide range of people
- Young kids, young adults and elders were most common
- Near Chinatown, SOHO, and Little Italy in the Lower East Side

#### **Establishments:**

- Manny Cantor Community Center
- Park
- Apartments
- Christian Church
- Jewish Synagogue
- Restaurants
- The Seward Park Library



#### **History:**

- The Seward Park Library was founded in 1886 and opened it's doors in it's current location in 1909
- The building was designed by Andrew Carnegie
- It originally mainly served an immigrant Jewish population
- Now it serves mainly Jews, Hispanics, African-Americans, and Asians



#### **Zoning:**

- Almost all buildings in the area are 5-storeys high or lower

#### **Area throughout the day:**

- Bright and quite busy all throughout the day
- Most traffic during commuting hours in the morning and afternoon
- More relaxed in the evening

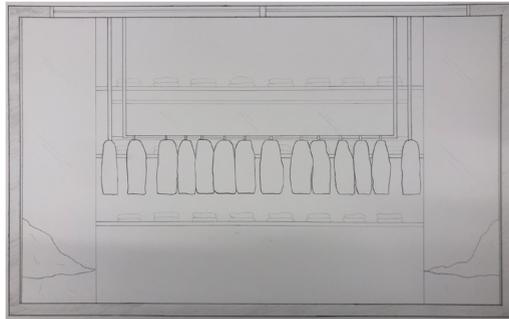


## City Meets Adventure

**An interactive space that emulates how Patagonia is made for both the adventurer and urbanite.**



**Through this pop-up, Patagonia is aiming to expand their target audience. These light-weight, water-resistant down jackets are perfect for an adventure and winter in the city.**



### **Features of the pop-up:**

- **Glass ceiling for natural light**
- **Double glass doors on both short ends**
- **Wood walls to emulate trees in a forest**
- **Wood shelves with live edge and clean cut edge**
- **Concrete floors for sidewalks**
- **Rock floors for nature side**
- **Industrial pipe clothing rack**

**These jackets are made to be portable, sustainable and effective. We are displaying the jacket that we believe combines city with adventure in the most neutral colourway. At Patagonia we want sustainability to be accessible and effective which is why we will be giving away 5 jackets every day the pop-up is open.**



## City Meets Adventure



## Healthy Materials

LED Lights



Solar Panels on roof to power lights



Fibercon concrete reinforced with recycled plastic as sidewalk



Reclaimed maple wood walls and ceiling



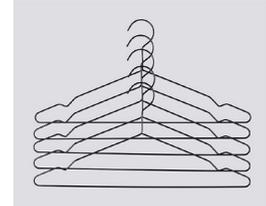
Reclaimed walnut wood shelves live edge and clean cut



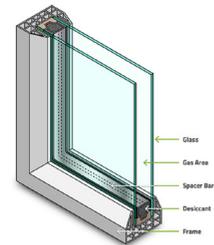
Rock floor on nature side



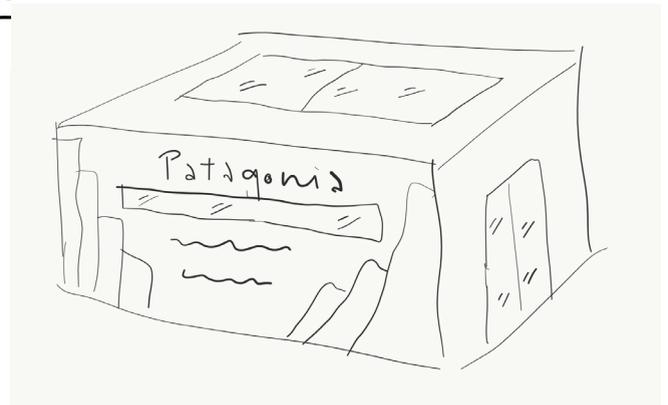
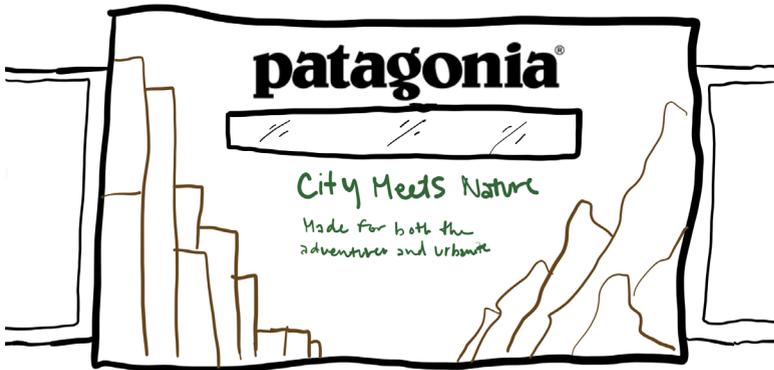
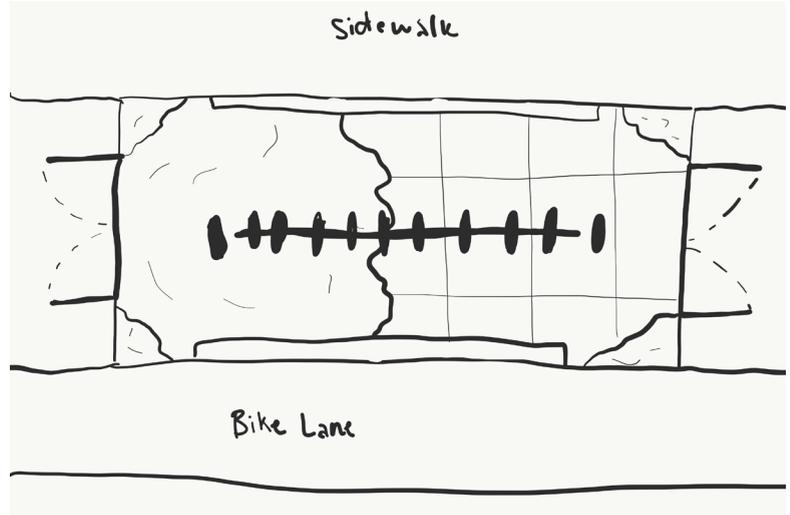
Reclaimed metal pipes and hangers for hanging products



Insulated recycled glass windows, doors and ceiling

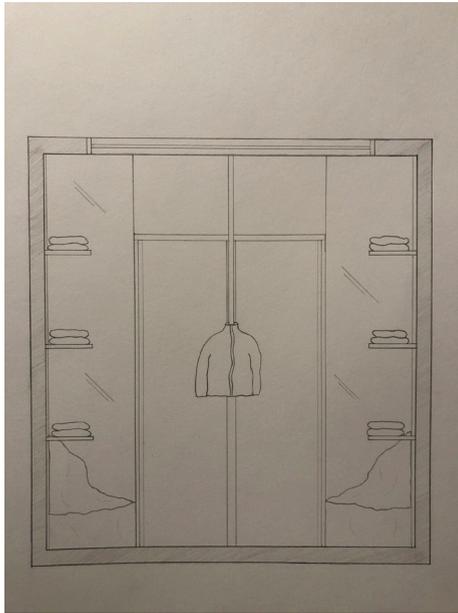


# Design Sketches

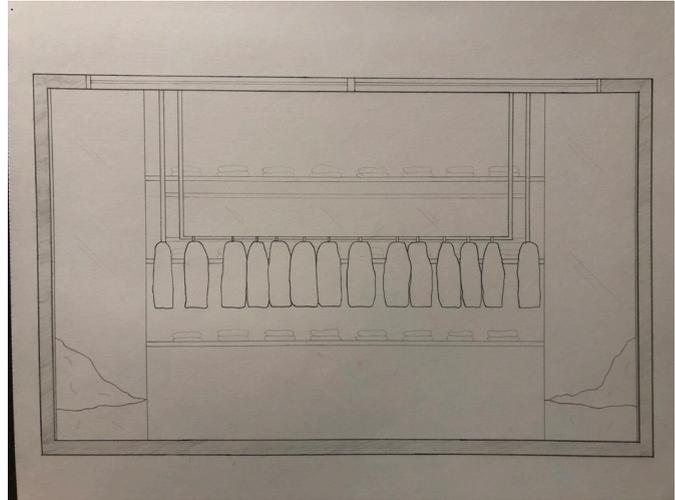


# Interior Drawings

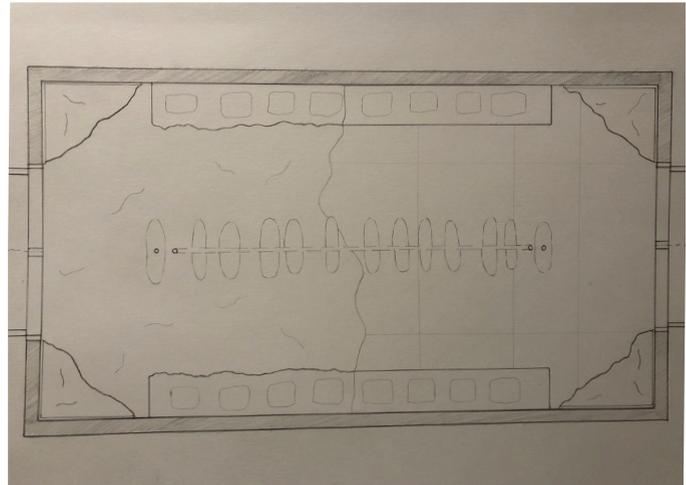
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Front elevation



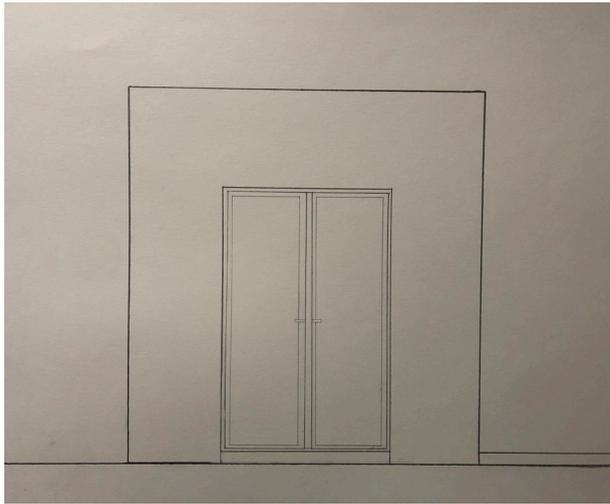
Side elevation



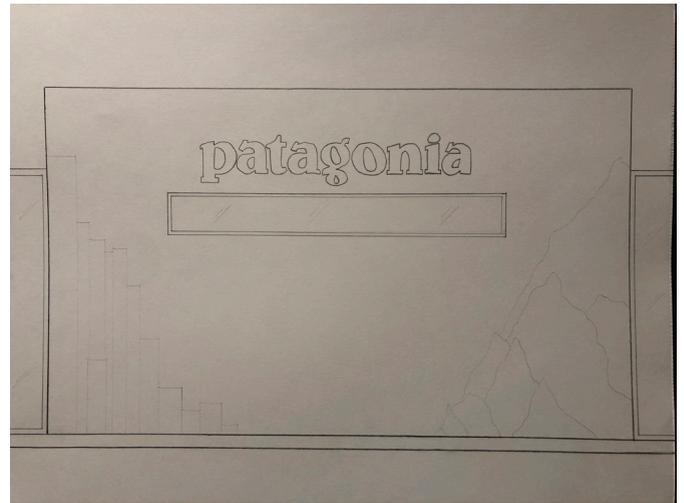
Plan

# Exterior Drawings

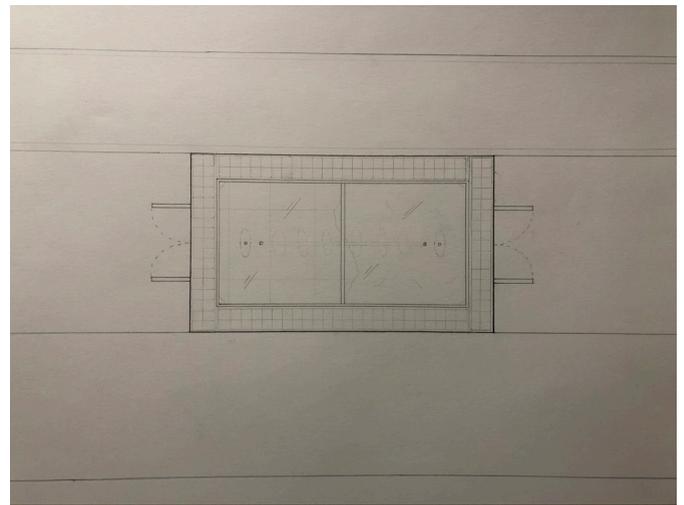
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Front elevation



Side elevation



Plan

# 3D Model



Front elevation



Front perspective

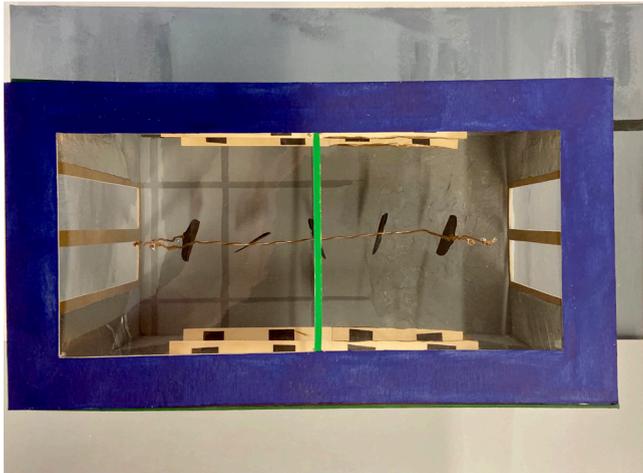
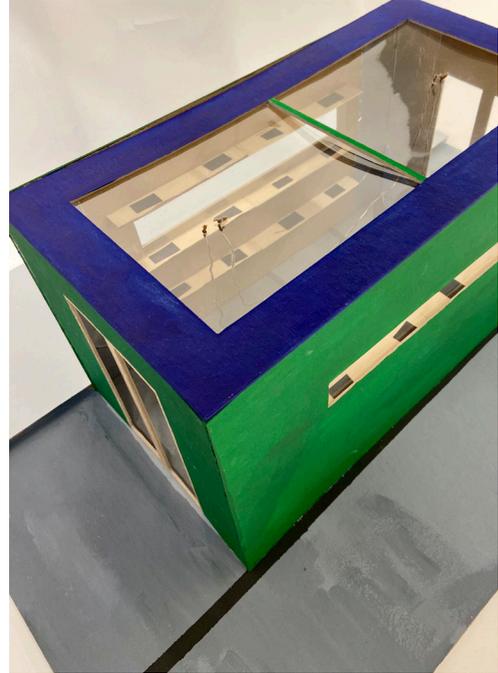


Back elevation



Back perspective

# 3D Model



# Studio 1 Final

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## Union Square Station Pop-Up

For this project, we were given the site of a pop-up space in Union Square Station under Whole Foods. From there, we were able to choose our retail brand and the type of space we wanted to create. I chose Magnolia Bakery because it is a very well known bakery founded in New York City. Every time I see one, I go in and I was thinking this would be a great place for people to pick up a treat for themselves or others on their way. The original West Village Magnolia Bakery has a warm inviting atmosphere but their newer stores are quite modern and cold. I wanted to try to create a better balance between the two extremes in my pop-up, adding colour to help warm up the space.

# Site Research

## Electrical Elements

- Conduits and outlets
- Long rectangular LED lights



## Site Materials

- Glass doors
- Metal door frame
- Metal conduits
- Linoleum tile floor
- Concrete ceiling



## Surrounding Site Materials

- Linoleum tile floor
- White offset subway tiles
- Small white ceramic tiles
- Metal bars near turnstiles
- Steel I Beams
- Fluorescent lights
- Decals

## Circulation Patterns

- When the L train arrives, a large crowd comes up the stairs beside the site and either exit through the turnstiles beside the site or continue on to another area of the station
- People enter the space through the turnstiles and continue to all areas of the station

## Good Pop-Up Location?

- Yes due to the traffic in this space there are many eyes that would see the pop-up
- Union Square is a major station that many lines feed into which also means more potential customers



## Trains Nearby

- L Train is right beside the site
- N, R, Q and 4, 5, 6 are in the same station



# Brand and Object Research

“Classic American baked goods, vintage decor and warm, inviting atmosphere”



## Origin

- Founded in New York City in 1996
- Original store in the West Village of Manhattan
- Began baking cupcakes with leftover cake batter in the beginning which was a big hit



## Company Reach

- Worldwide franchises
- 6 bakeries in Manhattan
- Very well known, especially in New York City

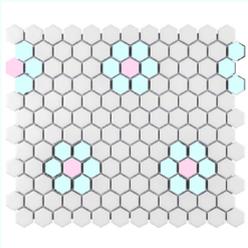


## Atmosphere

- Inspired by old fashioned small town corner bakeries
- Often described as feeling like your “grandmother’s kitchen”



# Materials



Mosaic Floor Tile  
Custom



Ceramic Pendant  
Lights  
Custom



Bakery Display Case  
The Restaurant Store  
72" by 26"



Employee Stool  
West Elm



Chilean Radiata  
Pine Shiplap  
Shiplap Direct  
Fast-growing tree  
1x6



Recycled Gypsum Board  
Woodland Building Supply



Raw Material  
Natural Paint  
Biofa



Glossy Subway Tiles  
Fireclay Tile  
4" by 8"

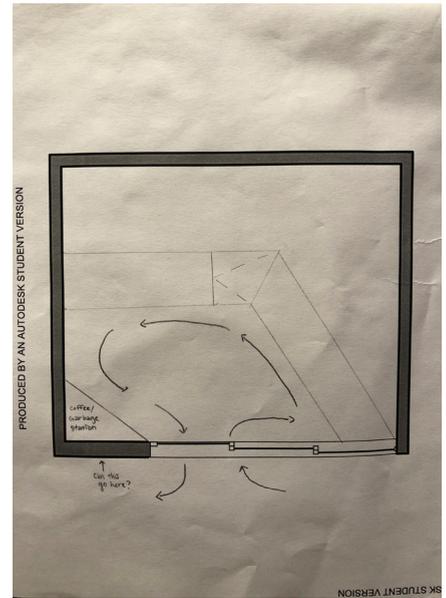
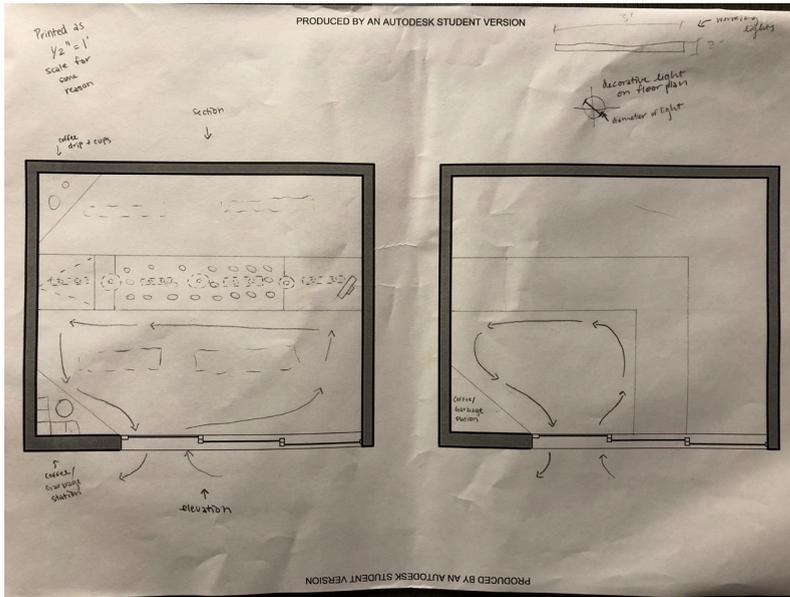


Countertop 021  
Durat  
Made with 28% recycled materials  
including plastic

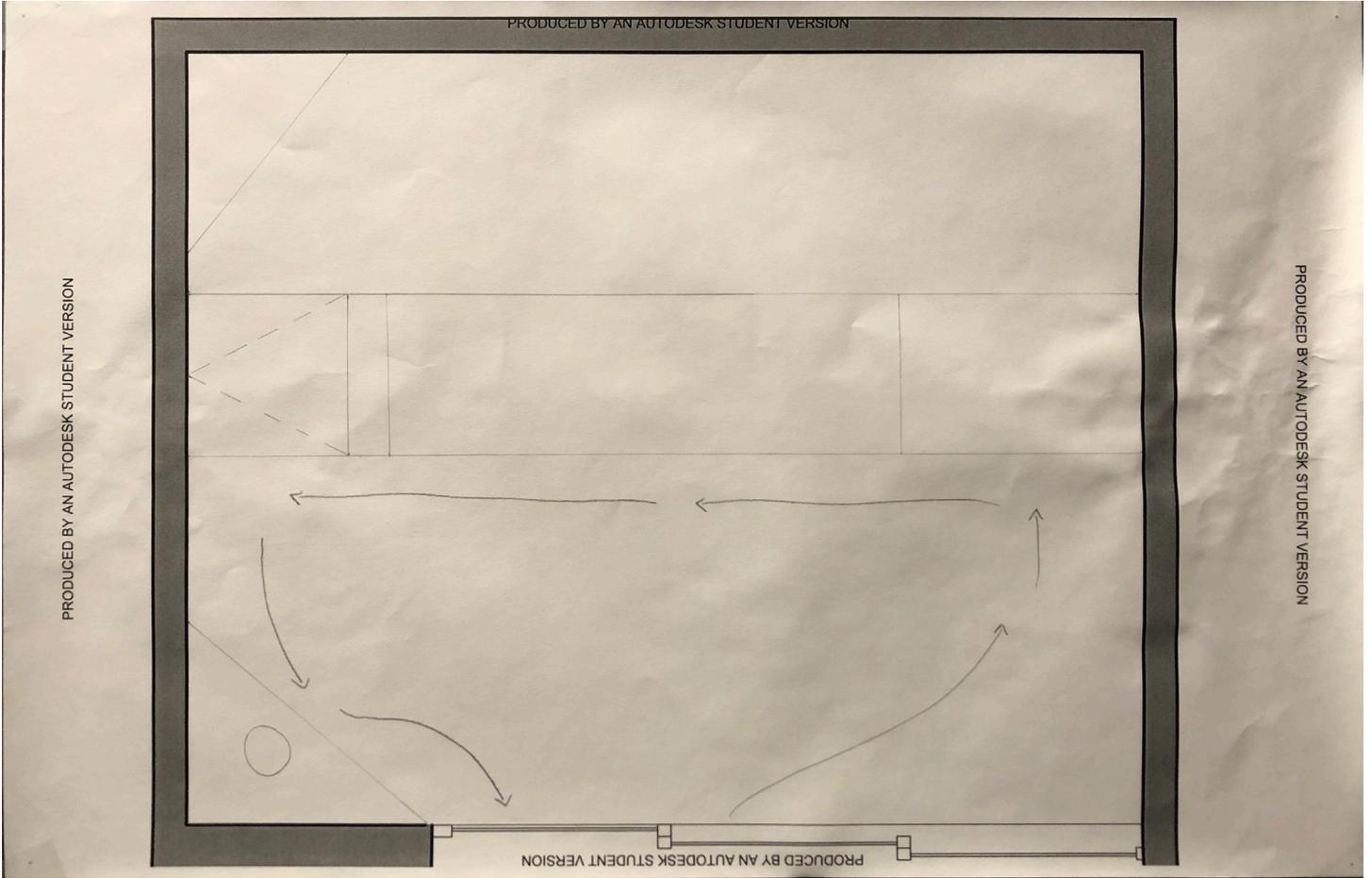


Chalkboards  
Custom

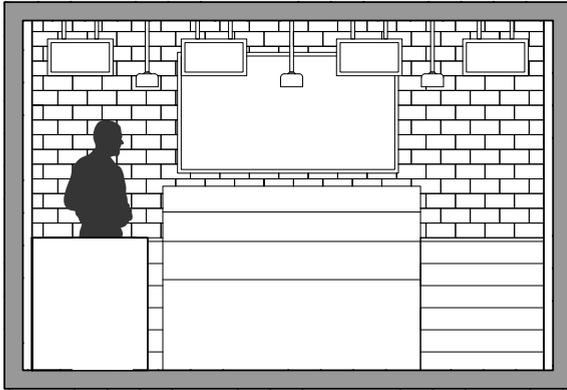
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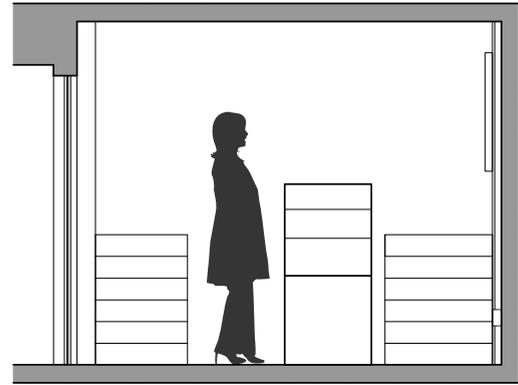
# Flow Drawing



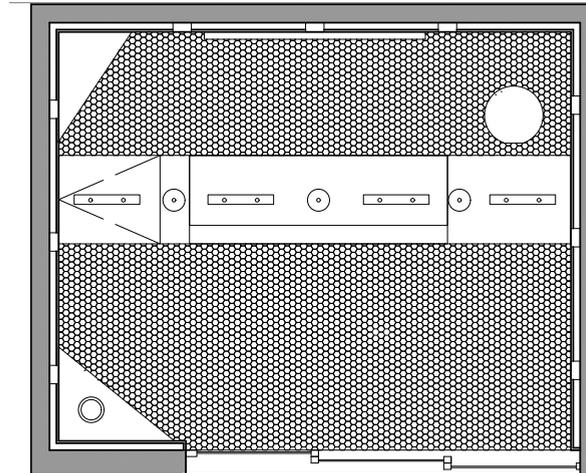
# Flow Drawing



Elevation

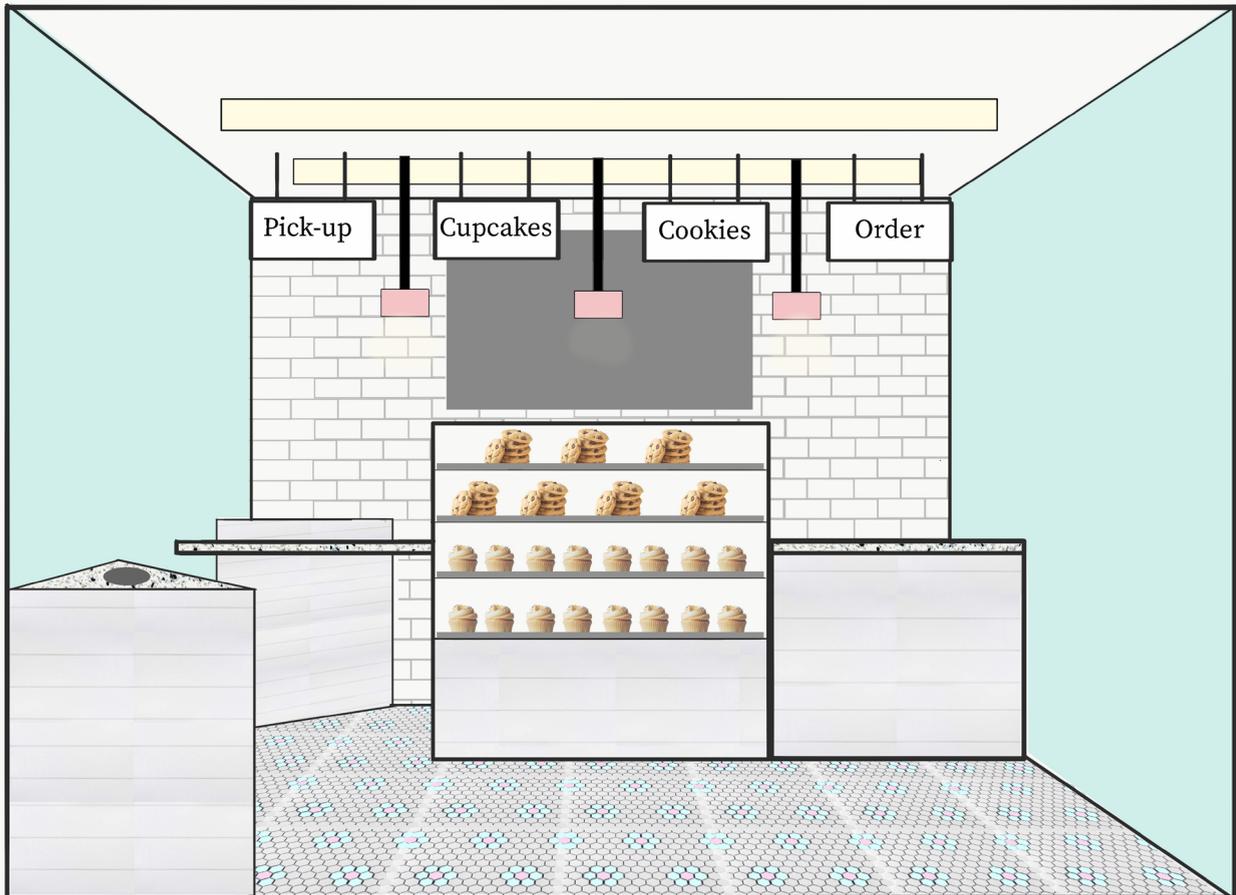


Section



Plan

# Perspective Drawing



# 3D Model



Front elevation



View from front right



Plan view

# 3D Model



View from back left



View from back right



Bakery case and back wall