

Pick-up

Cupcakes

Cookies

Order

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**Process Book
Studio 1
Fall 2019**

CS

Studio 1 Project 2



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

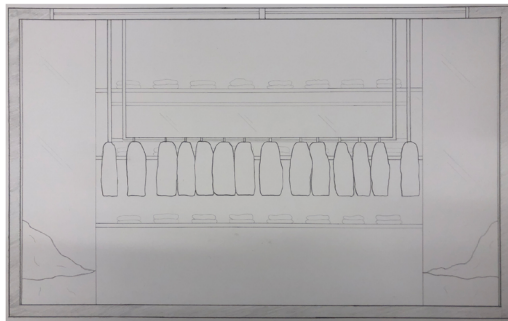


City Meets Adventure

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



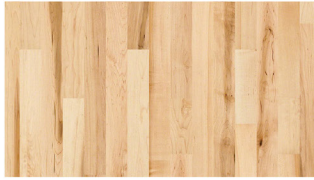
Solar Panels on roof to power lights



Fibercon concrete reinforced with recycled plastic as sidewalk



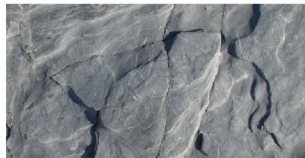
Reclaimed maple wood walls and ceiling



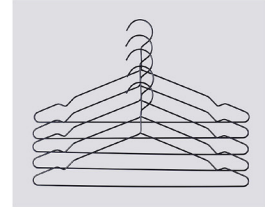
Reclaimed walnut wood shelves live edge and clean cut



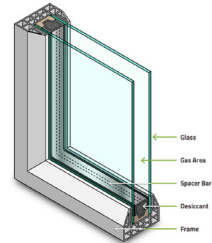
Rock floor on nature side



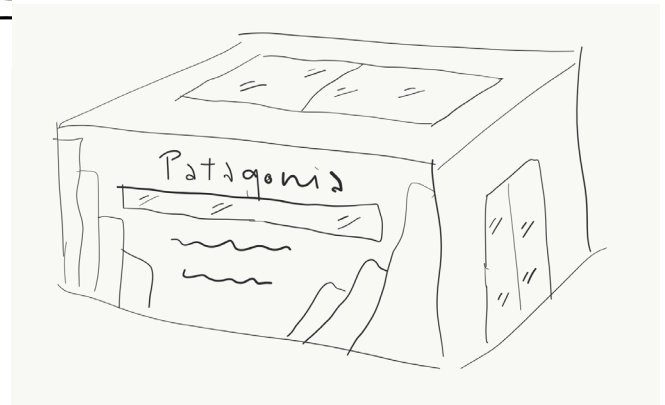
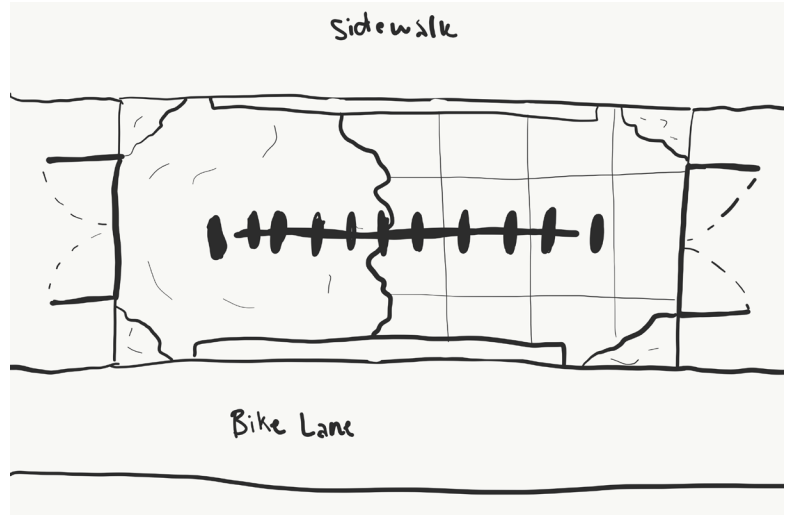
Reclaimed metal pipes and hangers for hanging products



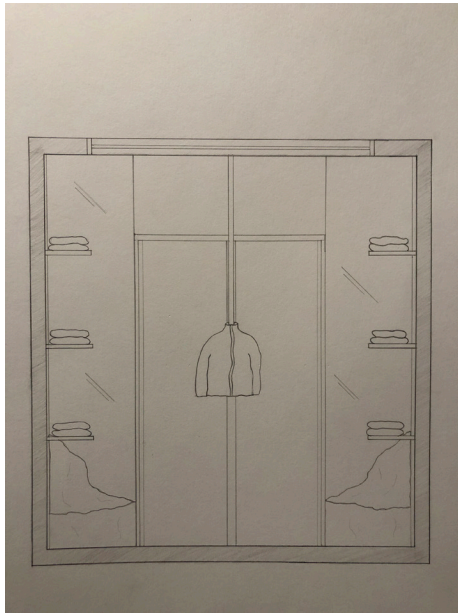
Insulated recycled glass windows, doors and ceiling



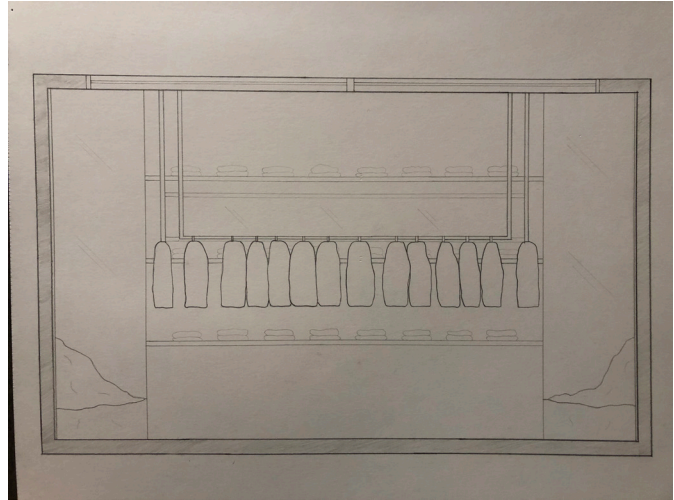
Design Sketches



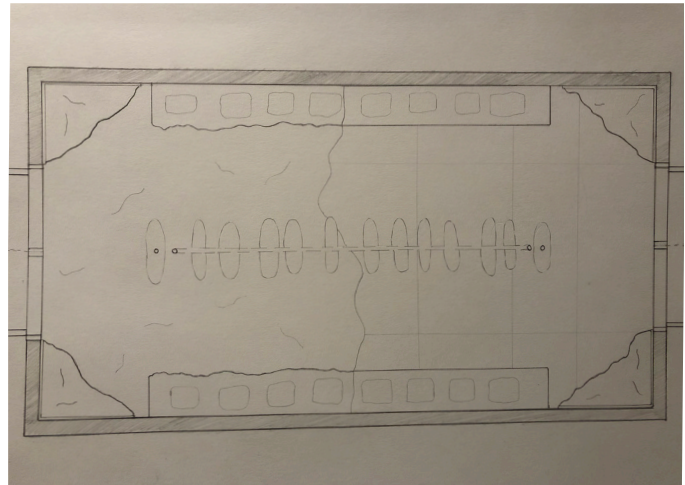
Interior Drawings



Front elevation

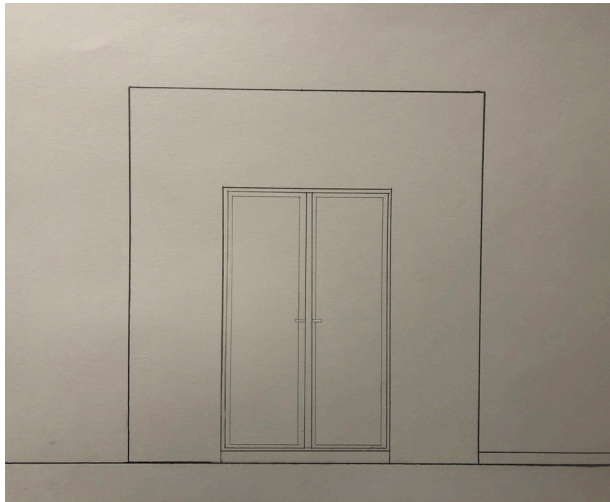


Side elevation

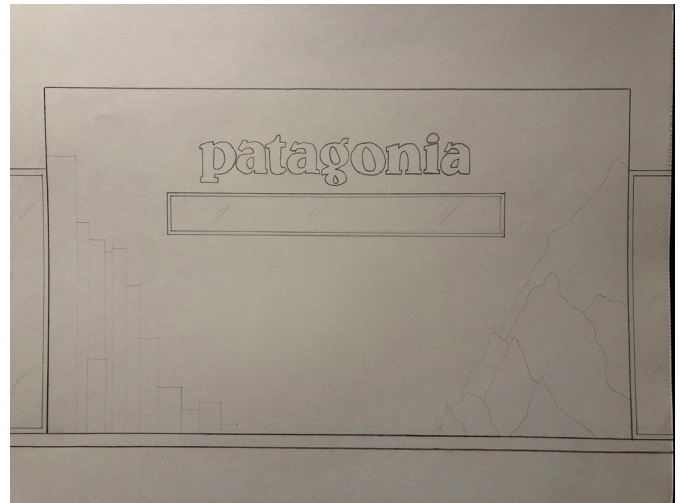


Plan

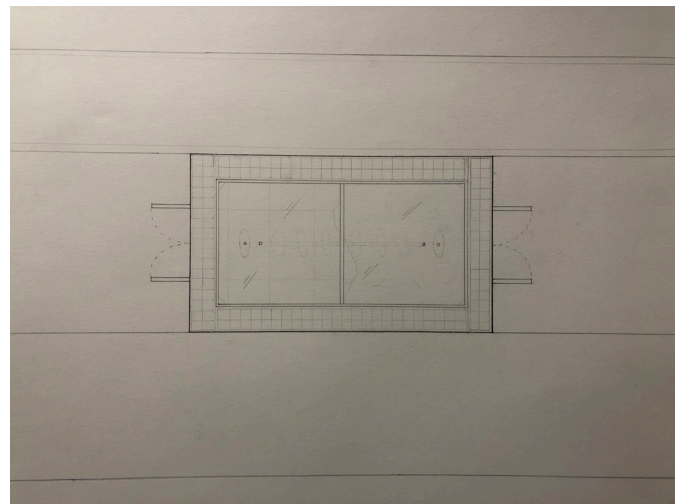
Exterior Drawings



Front elevation



Side elevation



Plan

3D Model



Front elevation



Front perspective

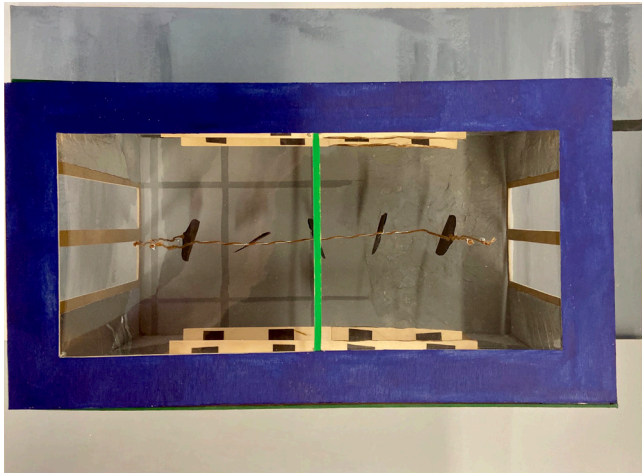
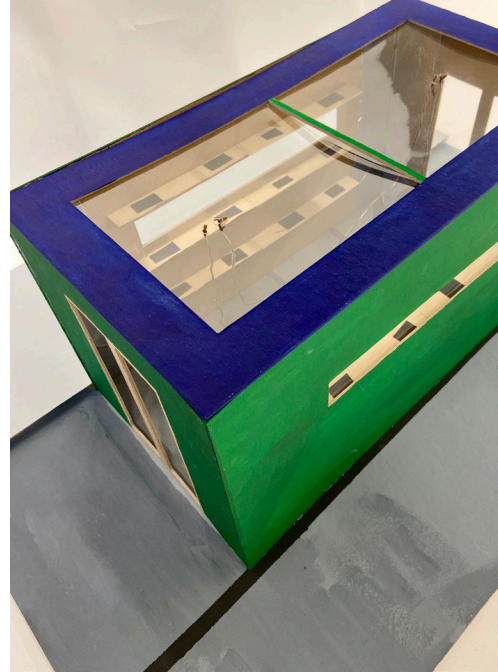


Back elevation



Back perspective

3D Model



Studio 1 Final



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

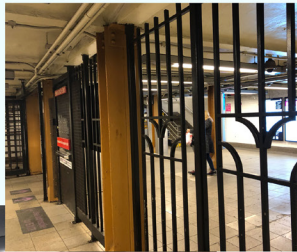
Electrical Elements

- 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



Trains Nearby

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



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

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

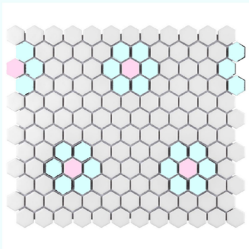


Atmosphere

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



Materials



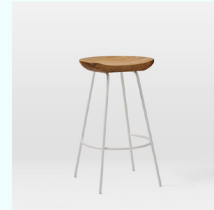
Mosaic Floor Tile
Custom



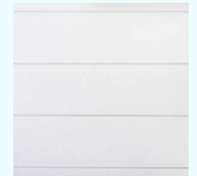
Ceramic Pendant
Lights
Custom



Bakery Display Case
The Restaurant Store
72" by 26"



Employee Stool
West Elm



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



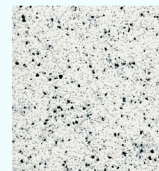
Recycled Gypsum Board
Woodland Building Supply



Raw Material
Natural Paint
Biofa



Glossy Subway Tiles
Fireclay Tile
4" by 8"

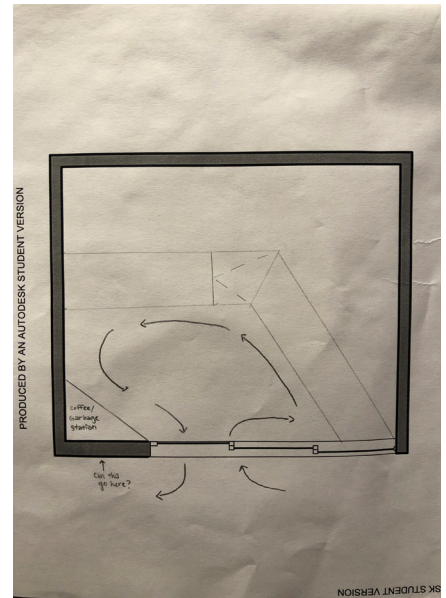
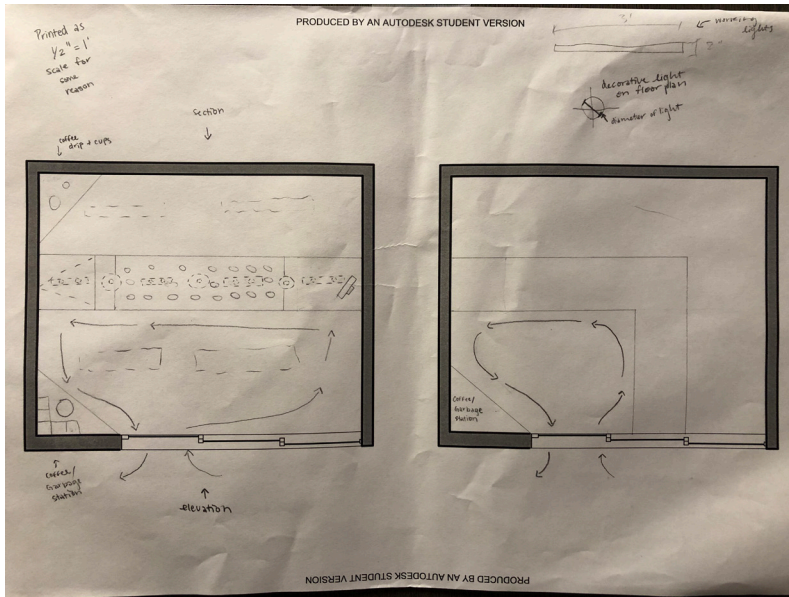


Countertop 021
Durat
Made with 28% recycled materials
including plastic

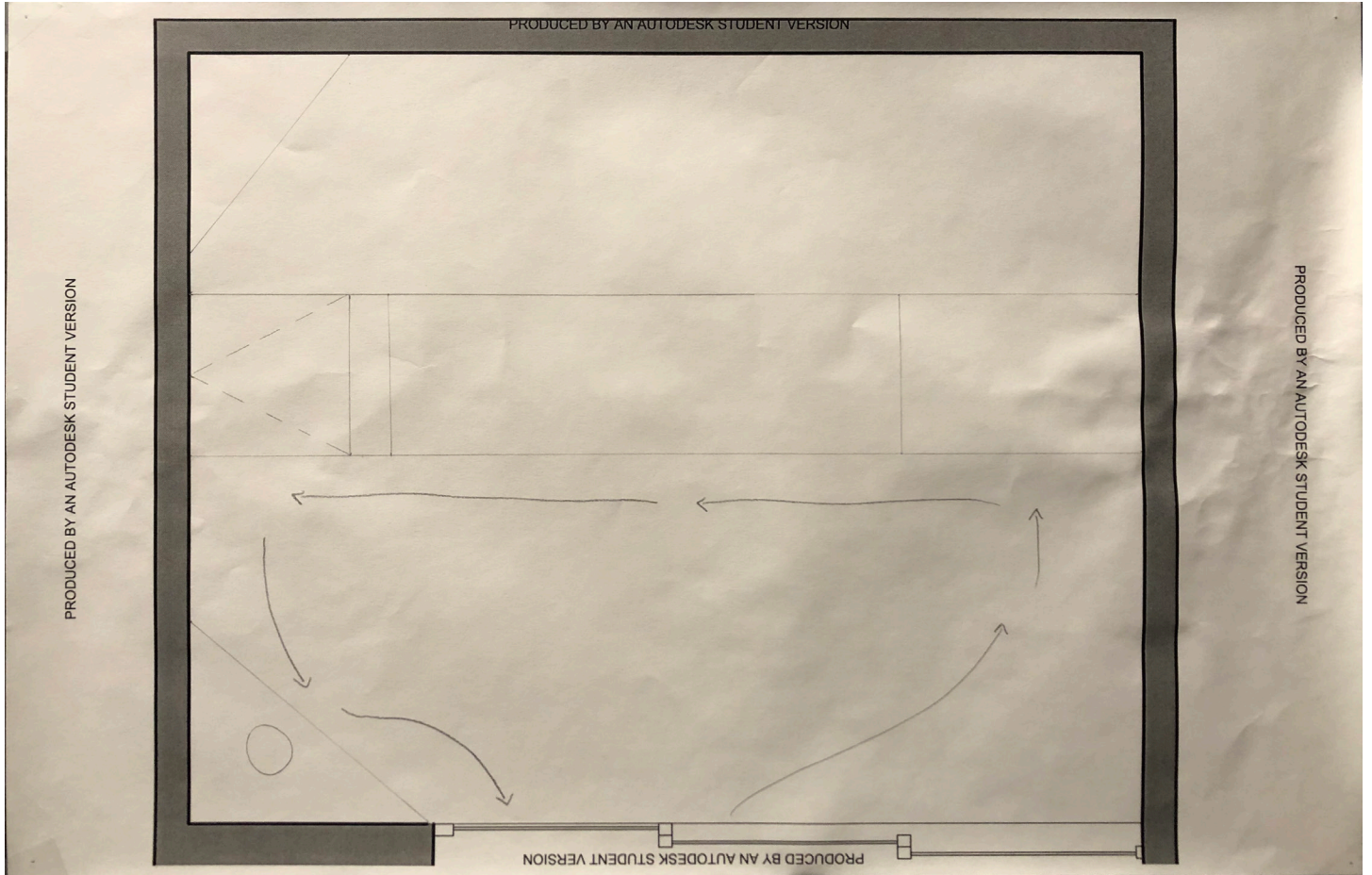


Chalkboards
Custom

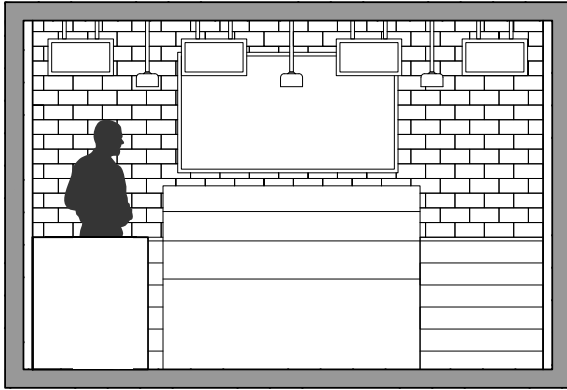
Design Sketches



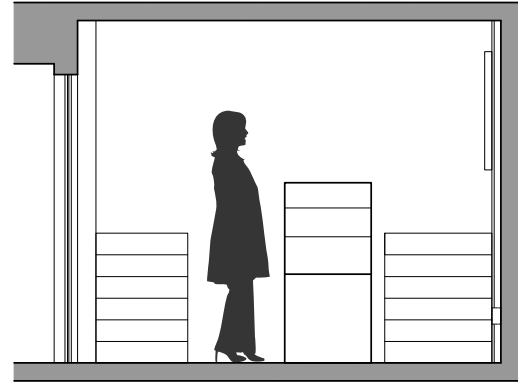
Flow Drawing



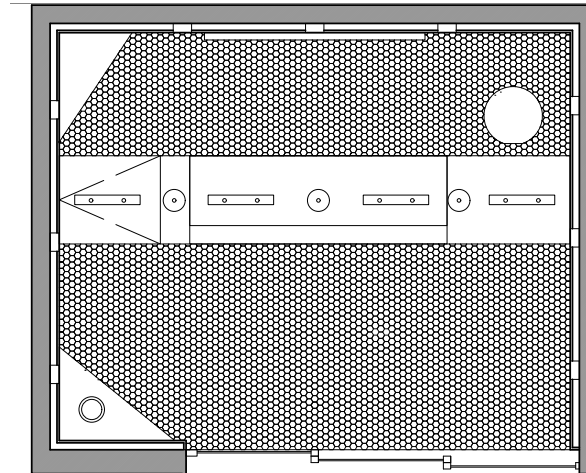
Flow Drawing



Elevation

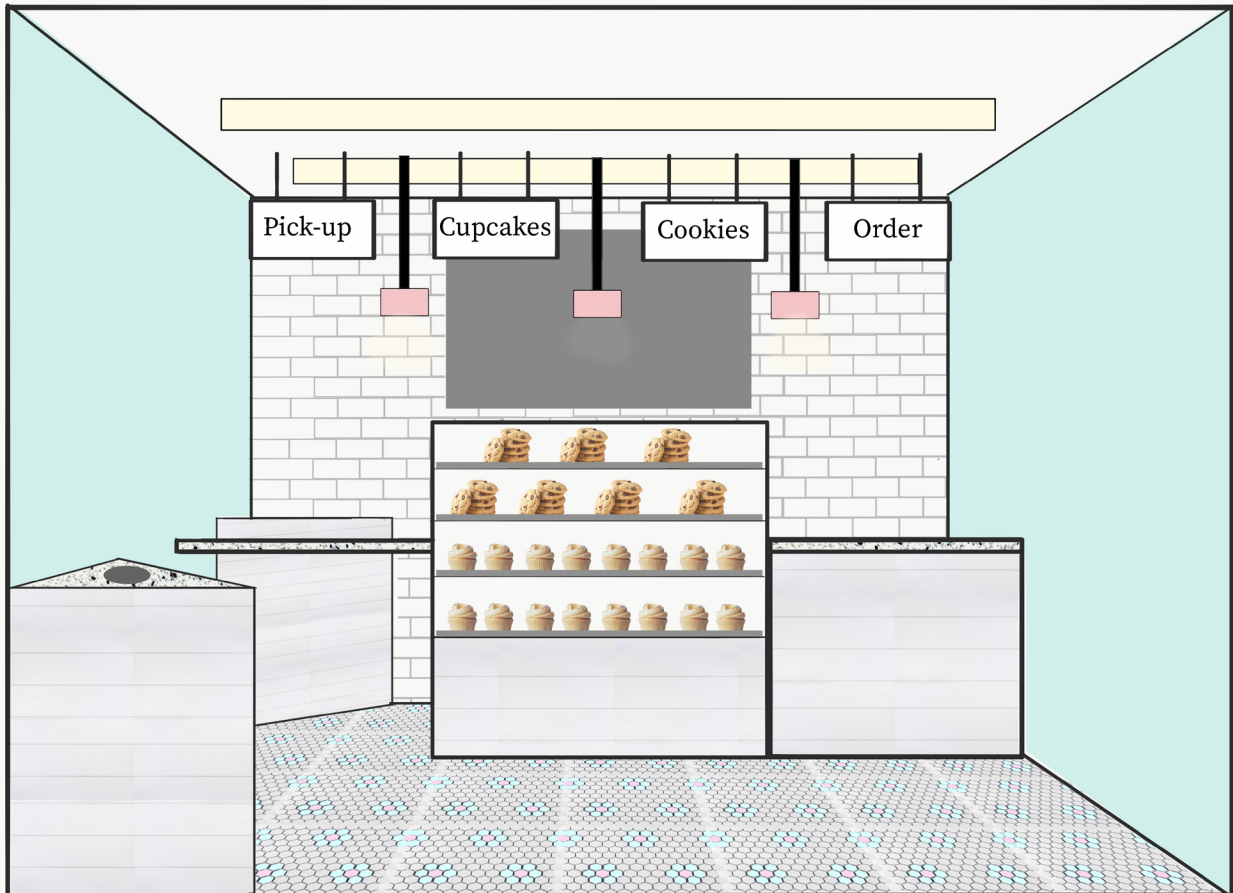


Section



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