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SITE VISIT



SITE VISIT



SITE VISIT



CLIENT QUESTIONS

- CAN WE IMPROVE THE WATER FOUNTAIN?
- OPTION TO REPAINT?
- HOW MUCH FREEDOM DO WE HAVE?
- CAN WE ADD AN ELEVATOR?
- CAN WE REDESIGN THE SECOND FLOOR?
- CAN WE IMPROVE THE SIGNAGE?
- CAN CHANGES BE DONE TO THE EXTERIOR?



RESEARCH DOCUMENTATION

- A LOCAL STORE THAT IS NATIONALLY KNOWN
- TO CREATE AN ENJOYABLE AND PRODUCTIVE EXPERIENCE FOR EVERYONE.
 - ATTITUDE, TEAMWORK, INNOVATIVE, COMMUNICATIVE
- IN THE COMMUNITY:
 - WEEKLY FREE CLINICS
 - PLAYMAKERS FITNESS FOUNDATION
 - TEAM PLAYMAKERS
- DESIGN:
 - SHOE DISPLAY WITHOUT SLAT WALL
 - FRONT AND CENTER FIXTURES AND DISPLAYS THAT ARE ALSO MOVABLE
 - COMMUNITY ELEMENT
 - P.O.S TERMINALS
 - GRAINING FLOOR SPACE WITHOUT LOSING IT
 - EXPANDING AND CONTRACTING DISPLAYS
 - LIGHTING, SEATING, FLOORING
 - INTERACTIVE AND EDUCATIONAL PIECES
 - MEZZANINE RAILING



CONCEPT STATEMENT

PLAYMAKERS WILL PROVIDE A HANDS ON ENVIRONMENT THAT IS BOTH COMFORTABLE AND INVIGORATING TO INSPIRE ACTIVE LIFESTYLES. NATURAL TONES WILL BE UTILIZED TO INCORPORATE NATURE AND A PURE MICHIGAN THEME. THE OVERALL SPACE WILL BE ORGANIZED TO OPTIMIZE AND UNIFY THE ENTIRE SURROUNDINGS.



PROGRAM STATEMENT

FUNCTION

PLAYMAKERS WILL BE EASILY ACCESSIBLE FOR BOTH THE EMPLOYEES AND THE COMMUNITY. THE SPACE WILL SERVE AS INSPIRATION TO PROMOTE A ACTIVE LIFESTYLE FOR THEIR CUSTOMERS TO PURCHASE MERCHANDISE AND ATTEND CLASSES. IT WILL BE A HANDS ON ENVIRONMENT FOR INDIVIDUALS TO BE PROPERLY INFORMED ABOUT HOW A PRODUCT FUNCTIONS.

FORM

PLAYMAKERS WILL BE LOCATED IN OKEMOS, MICHIGAN ALONG WEST GRAND RIVER AVENUE. NATURAL TONES WILL BE INCORPORATED INTO THE DESIGN TO REFLECT THE THEMES OF NATURE AND PURE MICHIGAN. THE SPACE WILL HAVE A FLOWING PSYCHOLOGICAL AND PHYSICAL FEEL THROUGH THE TRAFFIC PATHS AROUND THE PERIMETER OF THE MAIN FLOOR DISPLAY AREA AND THROUGH THE WATER FEATURE. THE OVERALL SPACE WILL BE ORGANIZED BY BRANDS TO OPTIMIZE AND THE UNIFY THE ENTIRE SURROUNDINGS .

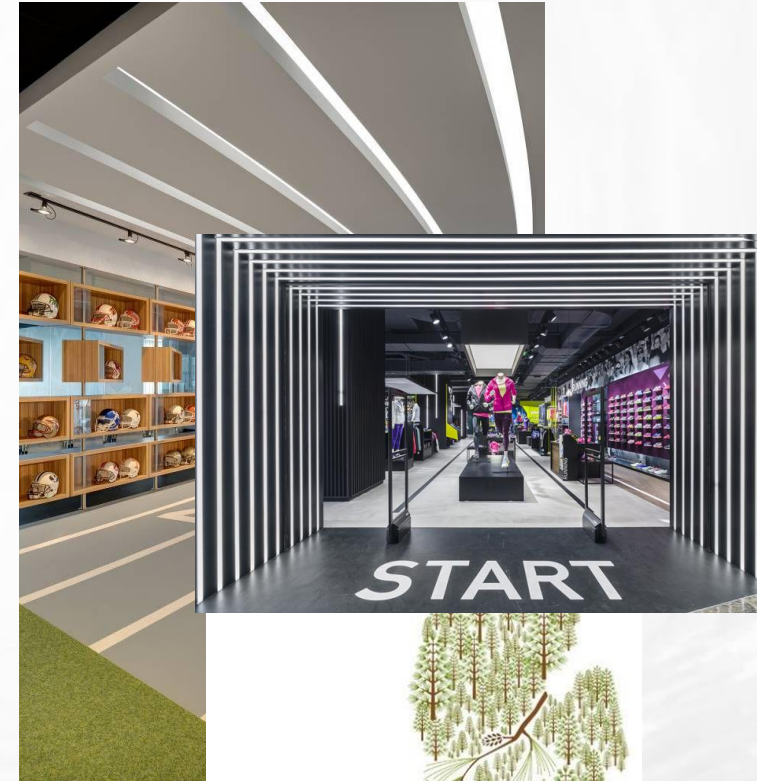
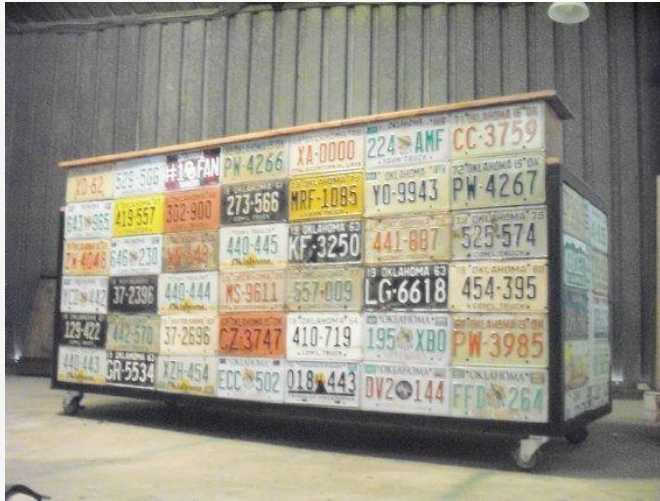
ECONOMY

IN ORDER TO BENEFIT THE COMPANY, THERE WILL BE A SUSTAINABLE BUDGET, WHICH WILL HAVE A HIGHER INITIAL COST BUT AN OVERALL BENEFICIAL LIFE TIME COST.

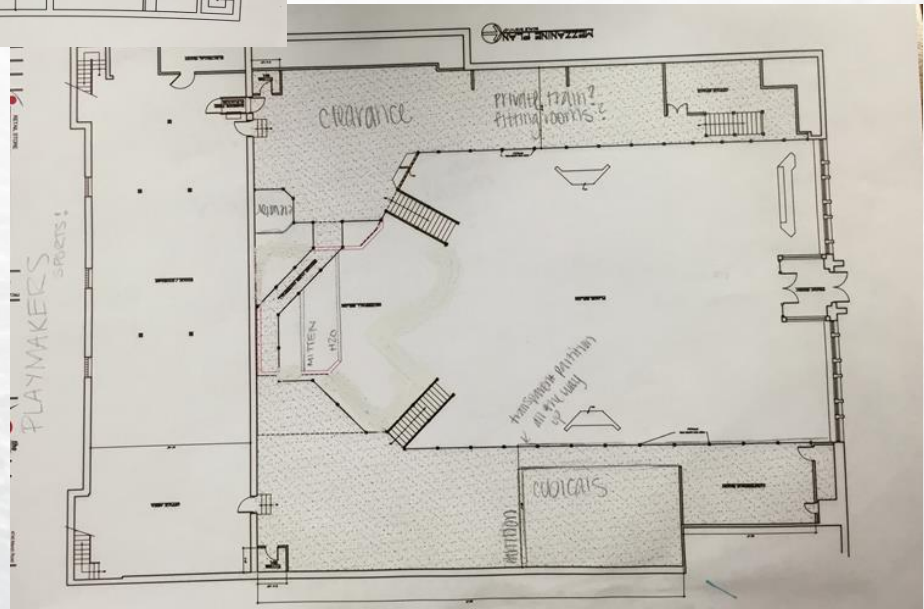
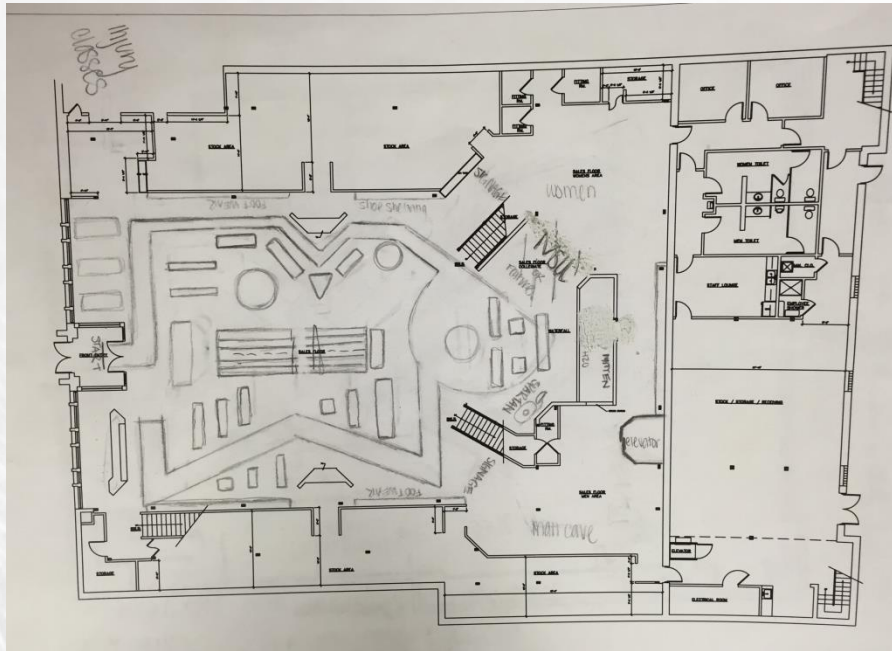
TIME

THE SPACE WILL BE AVAILABLE DURING THE STORES BUSINESS HOURS AND DURING SPECIAL EVENTS.

INSPIRATIONAL IMAGES



SKETCHES





BRAND DEVELOPMENT AND SIGNAGE



- NAME BRAND BANNERS IN THE WINDOWS TO BE VISIBLE FROM THE ROAD
- CHANGE SIGNAGE DISPLAY ON THE ROAD TO MAKE IT CLEAR THAT PLAYMAKERS IS A PERFORMANCE FOOTWEAR STORE AND NOT A GROCERY STORE







ADJACENCY AND CRITERIA MATRICES

	NATURAL LIGHTING	ARTIFICIAL LIGHTING	RUNNING THEME	OUTDOOR THEME	ADA ACCESSIBLE	PRIVACY	PUBLIC	ADAPTABLE	PHYSICAL COMFORT	EASY MAINTENANCE	
1	1	1	2	1	4	1	1	1	1	1	FEATURE DISPLAY
3	1	2	2	2	4	1	1	1	1	1	MEN'S CLOTHING
3	1	2	2	2	4	1	1	1	1	1	WOMEN'S CLOTHING
2	2	2	2	1	4	1	1	1	1	1	CLOTHING SHOES (SORTED BY BRAND)
1	3	2	3	3	4	1	1	1	1	1	ACCESSORIES
4	1	4	4	1	3	2	2	1	1	1	ELEVATOR
3	2	3	2	2	4	1	1	1	1	1	CHILDRENS CLOTHING/ SHOES
2	1	4	1	2	4	1	3	2	3	3	WATER FEATURE
1	2	1	2	1	4	1	1	1	1	2	RECEPTION
1	2	1	2	1	4	1	1	1	1	1	ENTRANCE
1	2	1	3	1	2	3	2	1	2	2	TREADMILL/TRAINING AREA
3	2	2	4	2	2	3	2	2	2	2	INJURY CLASSES
3	2	3	2	1	4	1	2	1	1	1	COLLEGIATE DISPLAY
2	3	2	1	2	4	1	1	1	1	1	SEASONAL CLOTHING/SHOES
3	1	3	2	1	4	1	3	1	2	2	2ND FLOOR ACCESS (1)
3	1	3	2	1	4	1	3	1	2	2	2ND FLOOR ACCESS (2)
4	1	4	2	2	1	4	3	1	3	3	MENS FITTING ROOM
4	1	4	3	2	1	4	3	1	3	3	WOMENS FITTING ROOM
2	1	4	3	3	3	3	2	2	2	2	OFFICE SPACES
2	2	2	4	2	3	2	1	1	2	2	FITNESS CLASSES
3	2	3	3	3	4	1	3	2	2	2	CLEARANCE DISPLAY
4	1	4	4	2	1	4	3	1	3	3	FITTING ROOMS
3	1	3	2	1	4	1	3	1	2	2	1ST FLOOR ACCESS (1)
3	1	3	2	1	4	1	3	1	2	2	1ST FLOOR ACCESS (2)

FIRST FLOOR

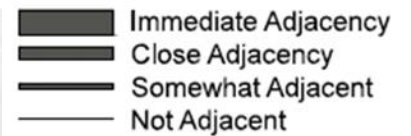
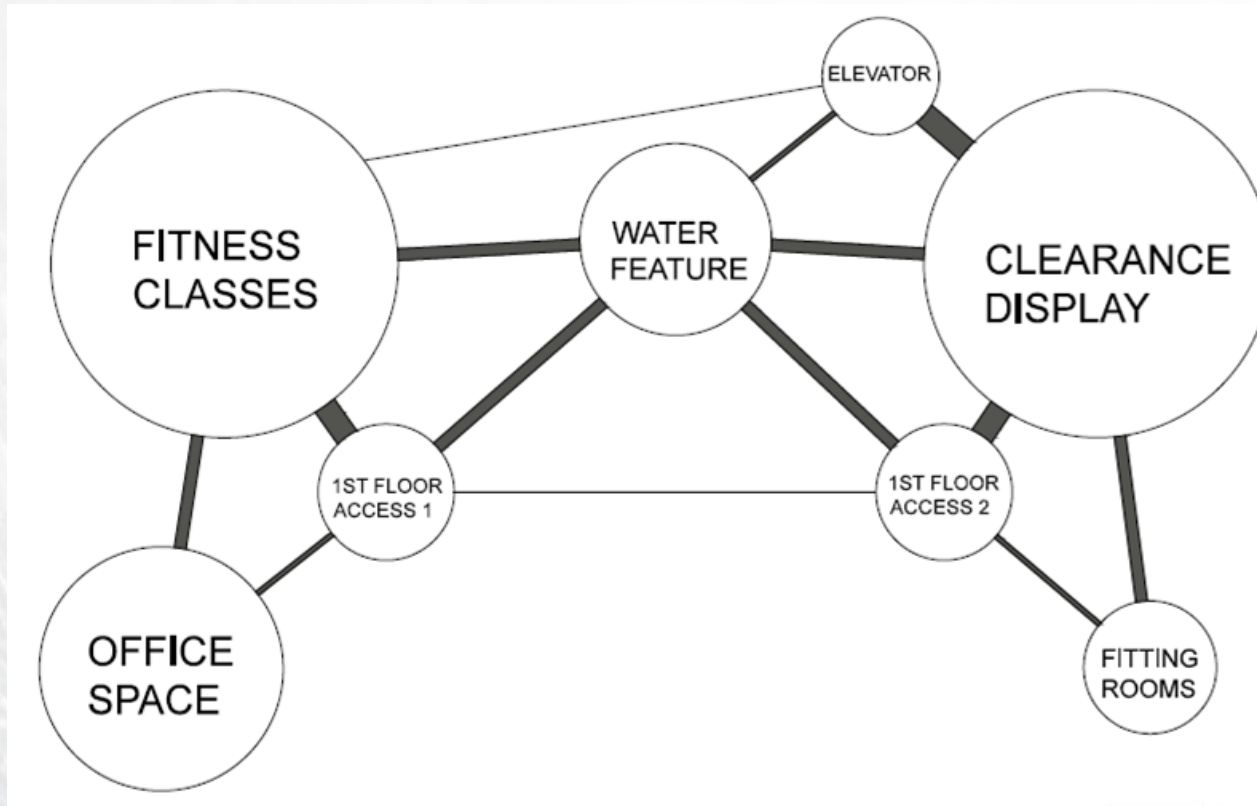
SECOND FLOOR

Adjacency's Matrix Key	
	Immediate Adjacency
	Close Adjacency
	Somewhat Adjacency
	Not Adjacent

Criteria Matrix Key	
1	Very Important
2	Important
3	Somewhat Important
4	Not Applicable

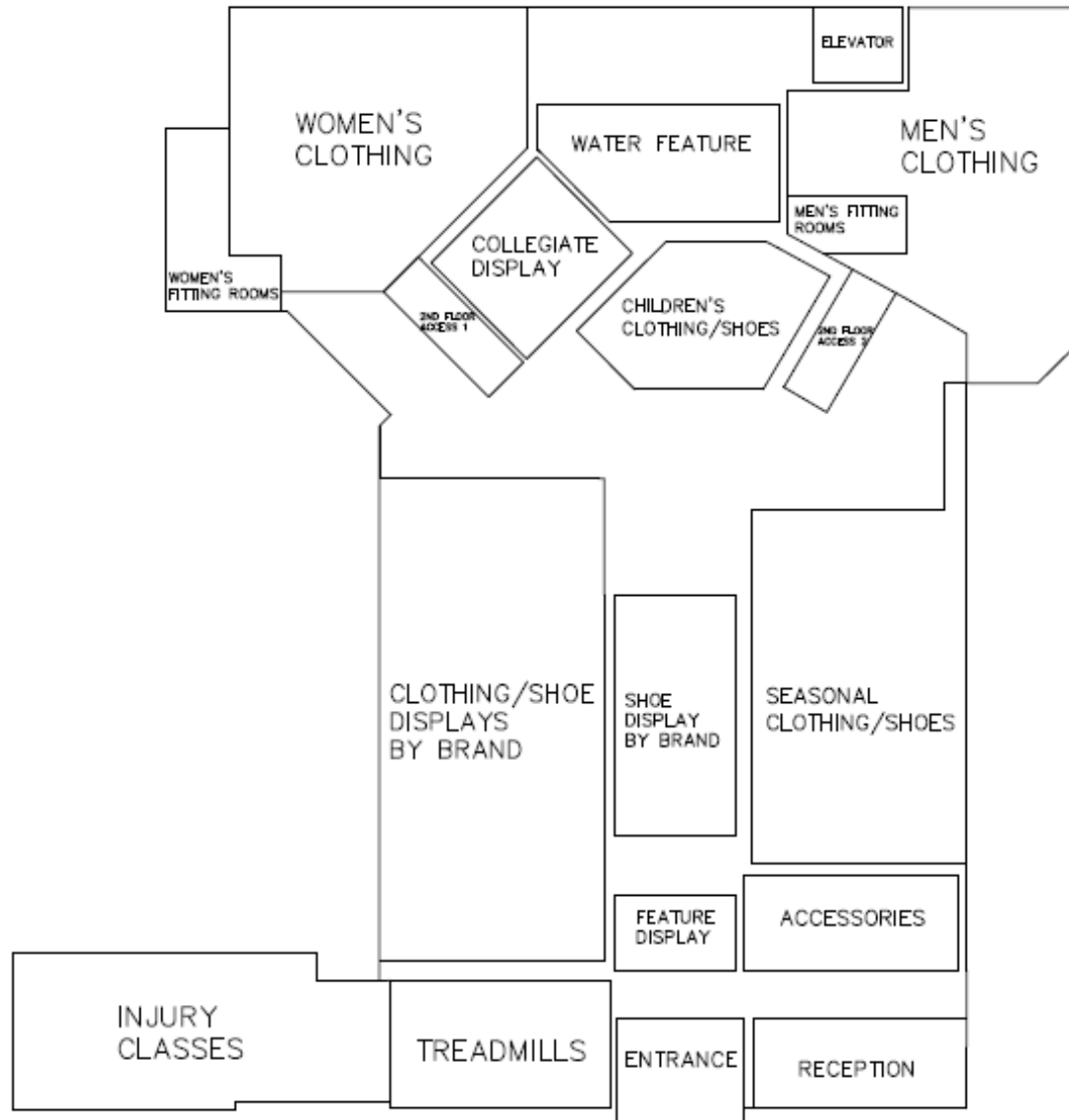


BUBBLE DIAGRAM SECOND FLOOR

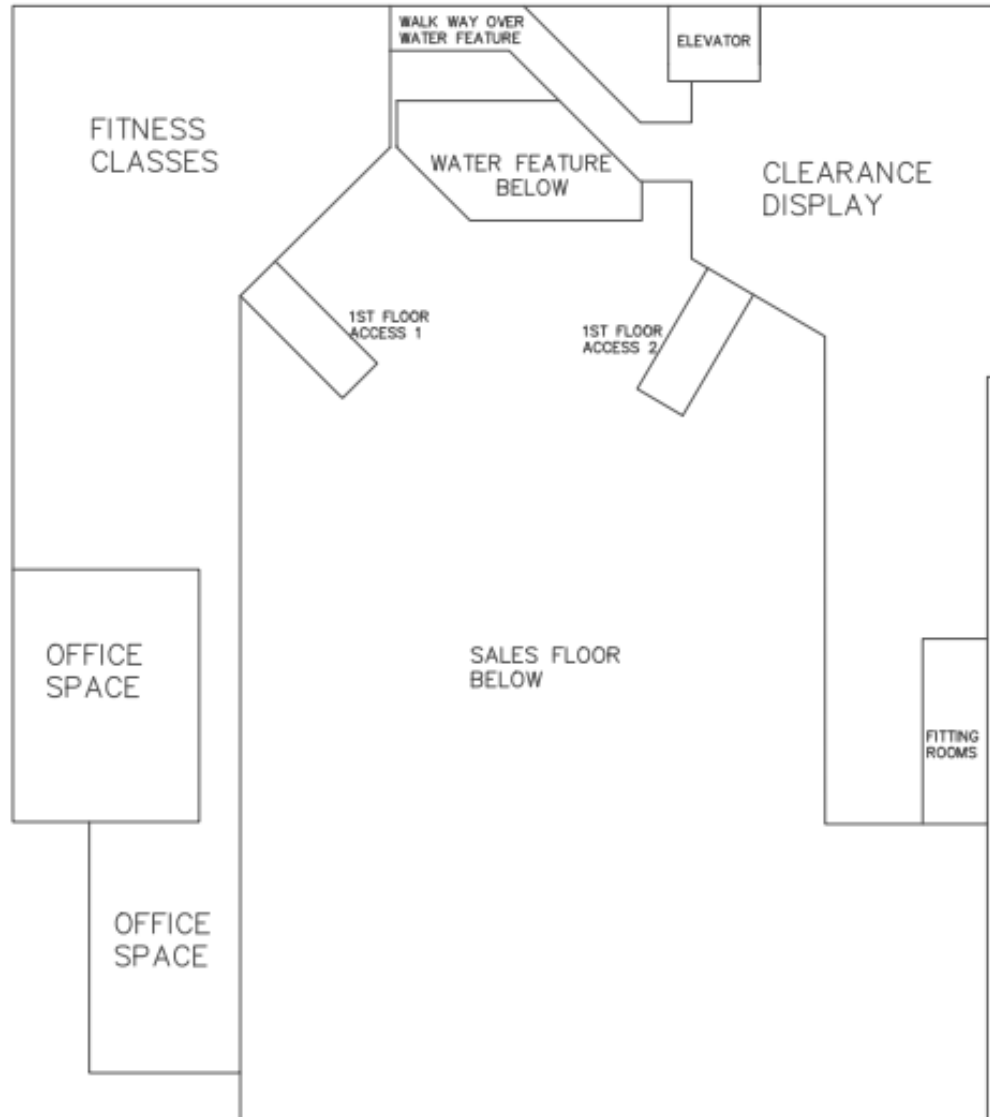


BLOCK DIAGRAM

FIRST FLOOR



BLOCK DIAGRAM SECOND FLOOR



FLOOR PLAN FIRST FLOOR



FLOOR PLAN SECOND FLOOR

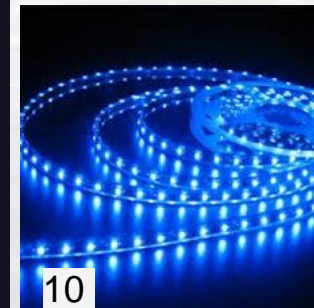


FURNITURE SELECTION

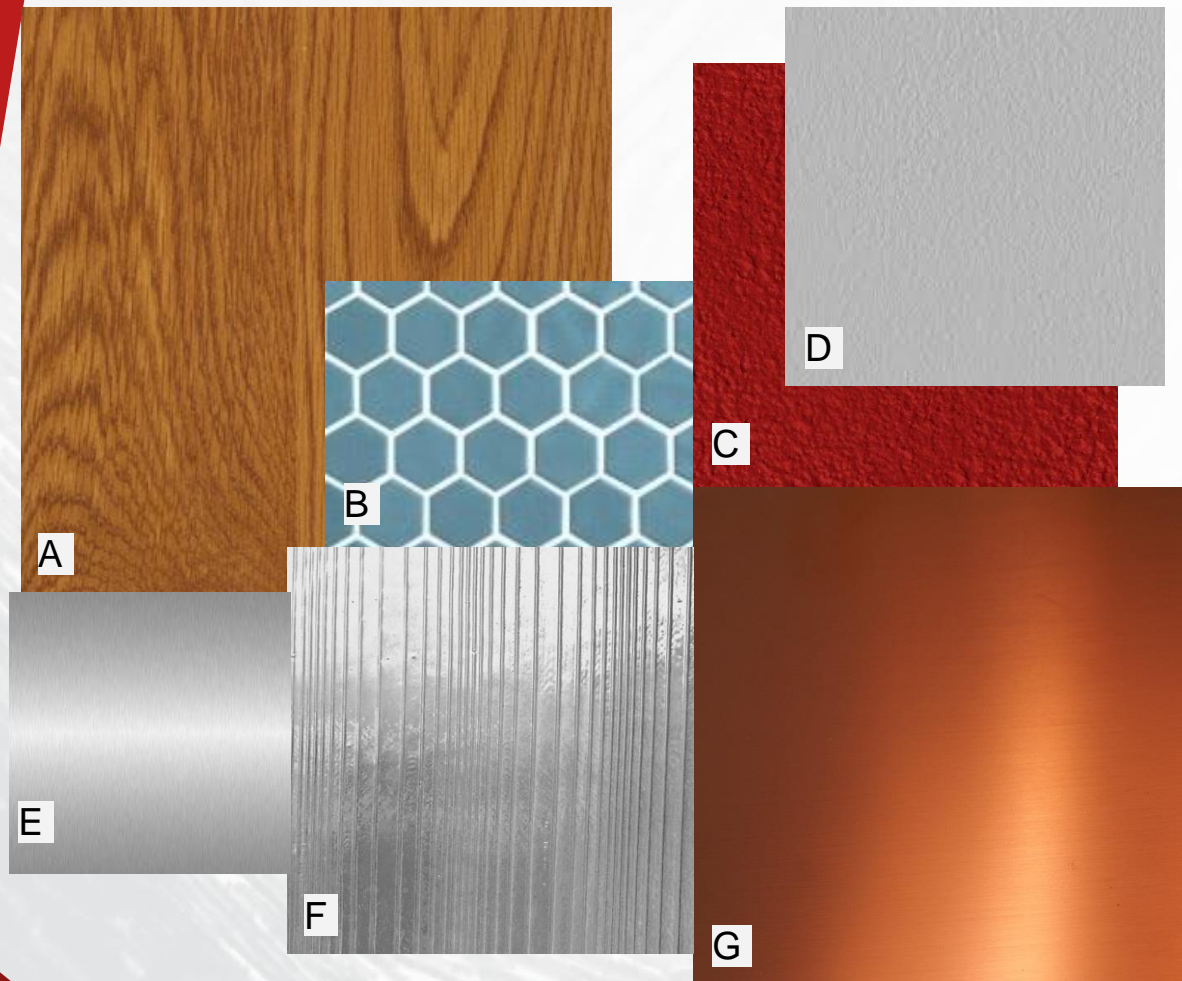
KEY



1. HAWORTH ENCLOSE WALL
2. HAWORTH UNIGROUP TOO WORKSTATION
3. HAWORTH ZODY TASK CHAIR
4. HAWORTH PLANES TABLE
5. HIGHTOWER PLASMA BENCHING
6. GONDOLA WIRE DUMP BIN
7. GONDOLA SHELVING
8. ISS DESIGNS RAD27FWH SHELVING
9. FLUORESCENT CEILING LIGHTING
10. LED ACCENT LIGHTING



MATERIAL SELECTION KEY



- A. OAK HARD WOOD
- B. BLUE HEXAGON
TILES
- C. RED ACCENT WALL
PAINT
- D. WHITE WALL PAINT
- E. BRONZE METAL
ARCHES
- F. GLASS OFFICE
WALLS
- G. ALUMINUM FITTING
ROOM DOORS



EXTERIOR FAÇADE PERSPECTIVE





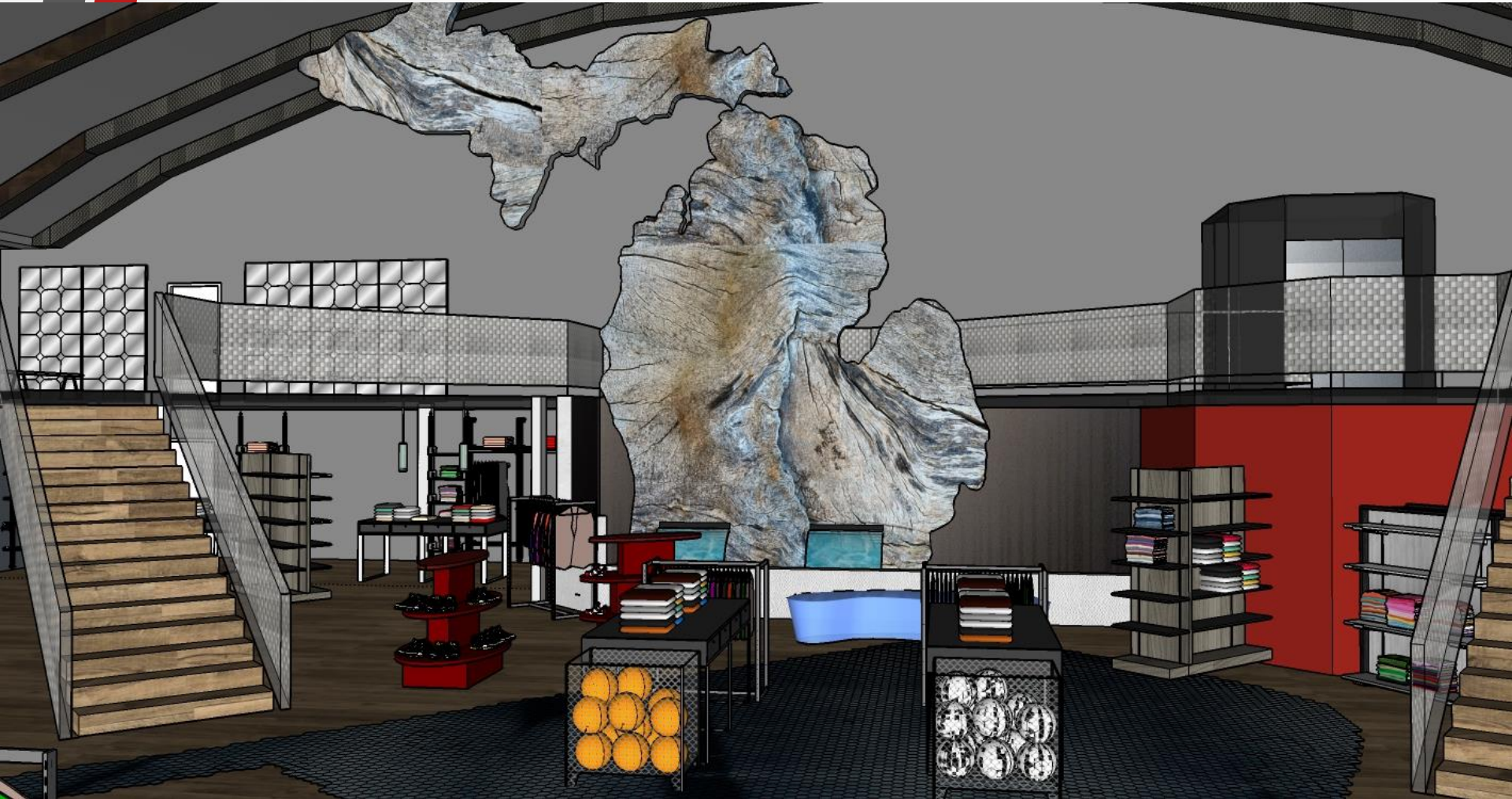
RECEPTION DESK PERSPECTIVE



TYPICAL DISPLAY AREA PERSPECTIVE



FOCAL POINT PERSPECTIVE



DESIGNERS CHOICE PERSPECTIVE



REFERENCES

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