



FLOAT

05

INSTRUCTOR
WILLIAM WATSON

PROJECT BRIEF

Design a four story retail store. Break the traditional concept and show the brand effect.

DESIGN STRATEGY

Starting from how to lead customers upstairs, try innovative staircase design. Inspired by "phantom", it creates a feeling of floating upwards and a sense of mystery, which arouses the curiosity of customers to go upstairs to find out. Place clothes display racks around the "phantom" structure to increase the brand's exposure.

CLIENT RESEARCH - HOUSING WORKS

- 1990 Housing Works Founded 
- 1992 First Thrift Store Opens in Chelsea
- 1995 Housing Works breaks ground on East 9th St. Housing
- 1997 Housing Works goes to war with Gulliani
- 1998 East New York community health center opens
- 2005 Housing Works settles city lawsuit 
- 2016 HASA for All

Housing Works operates several enterprise businesses including acclaimed Housing Works Thrift shops and the Housing Works Bookstore Cafe. Together these businesses help provide crucial funding towards Housing Works mission in addition to providing employment opportunities to the community.



HOUSING WORKS' BOOK STORE ANALYSIS



HOUSING WORKS' THRIFT STORE ANALYSIS

DESIGN PROCESS



For over 25 years, Housing Works has addressed the needs of over 30,000 individuals that other organizations deem “too challenging” to serve. Based on a harm reduction framework, our programs are both holistic and empowering. For example, we provide housing, healthcare, job training, legal services.

STUDY MODEL



The interior is filled with a curved structure, which guides customers to go upstairs. The curved structure also makes the interior space more flexible, and can be used as a fitting room and shelf

SECTION MODEL

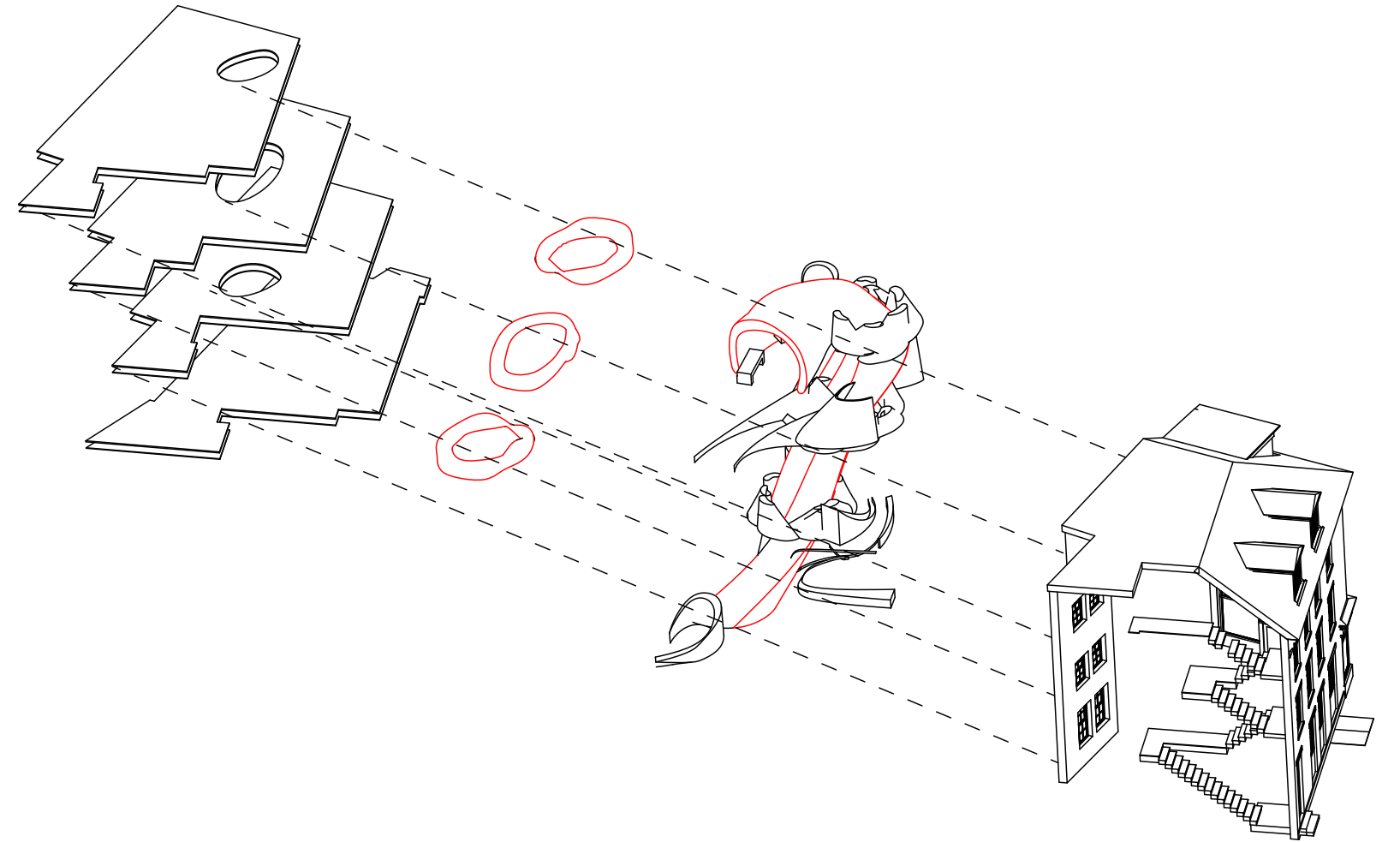


Inspired by the curved structure, a translucent spiral "phantom" like structure was created and wrapped around the stairs to connect the 4 floors. The whole structure gives people a floating feeling and creates a sense of mystery, guiding customers upstairs to find out.

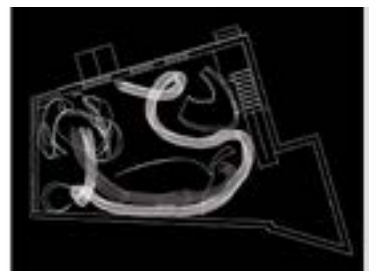
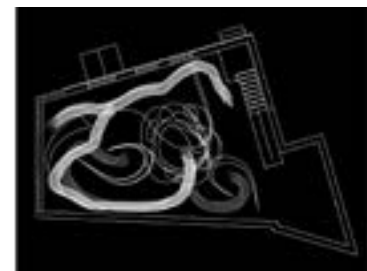
FINAL MODEL



AXO DRAWING



CIRCULATION DIAGRAM



FLOOR PLAN, RCP, AND SECTION DRAWINGS

