

A MESSAGE WITHOUT A BOTTLE



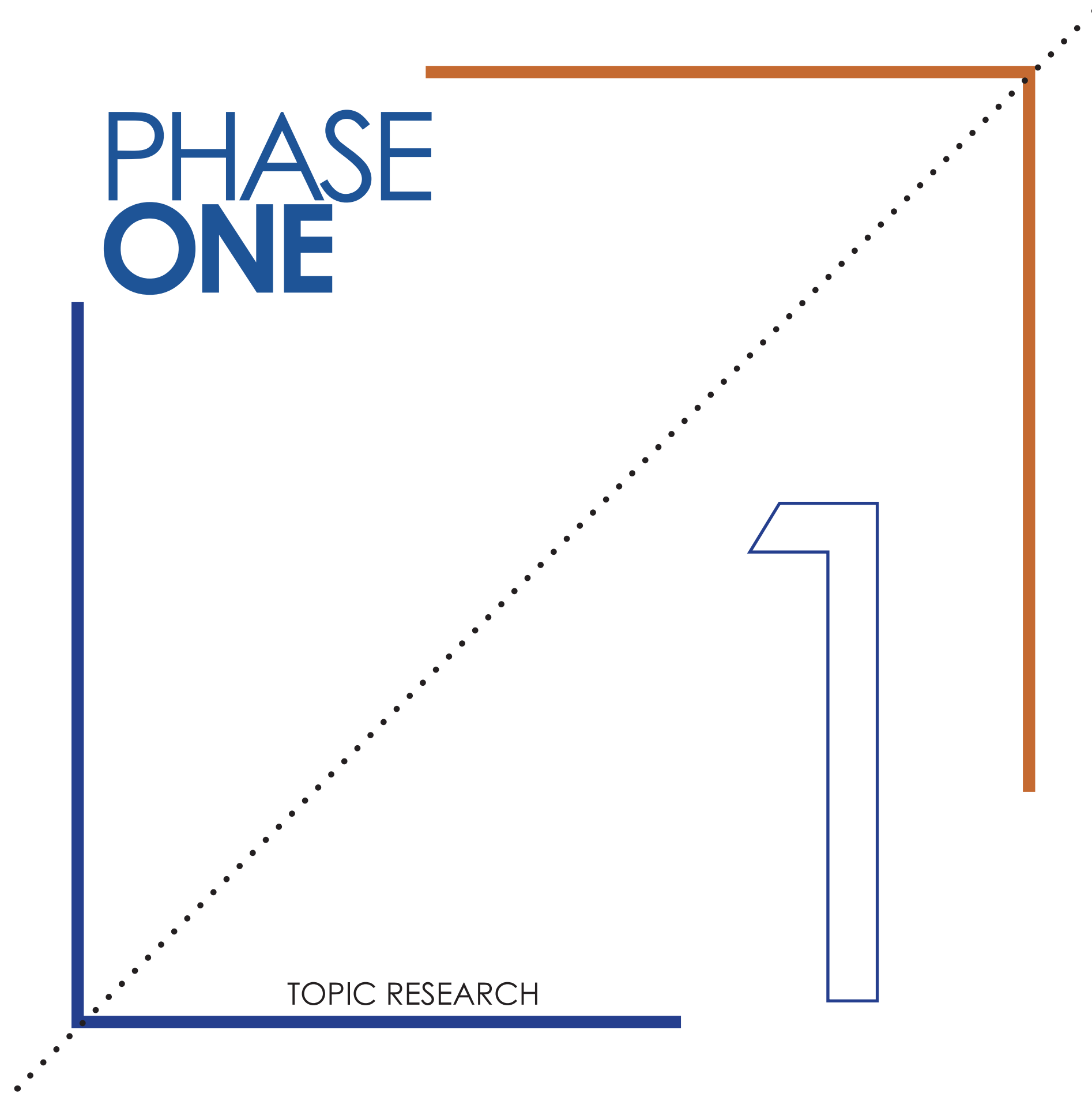
*“Where we shop,
where we eat, what
we buy, and how we
run businesses can help
create change to keep
the ocean healthy and
thriving.”*

ALEXANDRA COPP | SCAD | INDS 480-03 | 2019-2020

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PHASE ONE



TOPIC RESEARCH

How can interior design inspire people to no longer use plastic?

Engaging users of all ages to be inspired.

Heavily impacting people to make a change.

“To open the eyes of a consumerist society to be more conscious.”

- Anonymous

Inspirational Case Study Analysis

Sustainable Restaurant Questionnaire:

Questions:

1. What is plastic being used for?

Plastic is being used for take out cups, saran wrap and vinyl gloves in the kitchen.

2. Current recycling methods:

They compost with the (COR) compost service, they recycle cardboard, but do not recycle glass because the city does not allow glass to be recycled.

3. Does the company value recycling / sustainability?

Yes, they are trying to get better and better. They value health and believe the best way to be sustainable is by being vegan. They believe the world would be more sustainable if people implement a vegan lifestyle to their diet. They are also one the restaurants in town with the least amount of food waste.

4. Is price a concern / consideration when purchasing?

Yes, non plastic items can be very expensive. They are slowly investing in the right items to replace the ones made from plastic.

5. If budget wasn't an issue would the company go another way?

Yes of course. They use small condiment plastic containers but are about to switch to an alternative plastic container.

6. Are alternatives used?

Yes their silver wear is made from a compost-able material, their take out boxes are made from a wheat material, and they have switched to using snap on lids instead of using a lot of saran wrap.

7. Why are alternatives to plastic not being used?

Price is considered when looking into buying alternatives. Used to have take out cups made from soy but they broke down similar to paper straws and it wasn't successful.

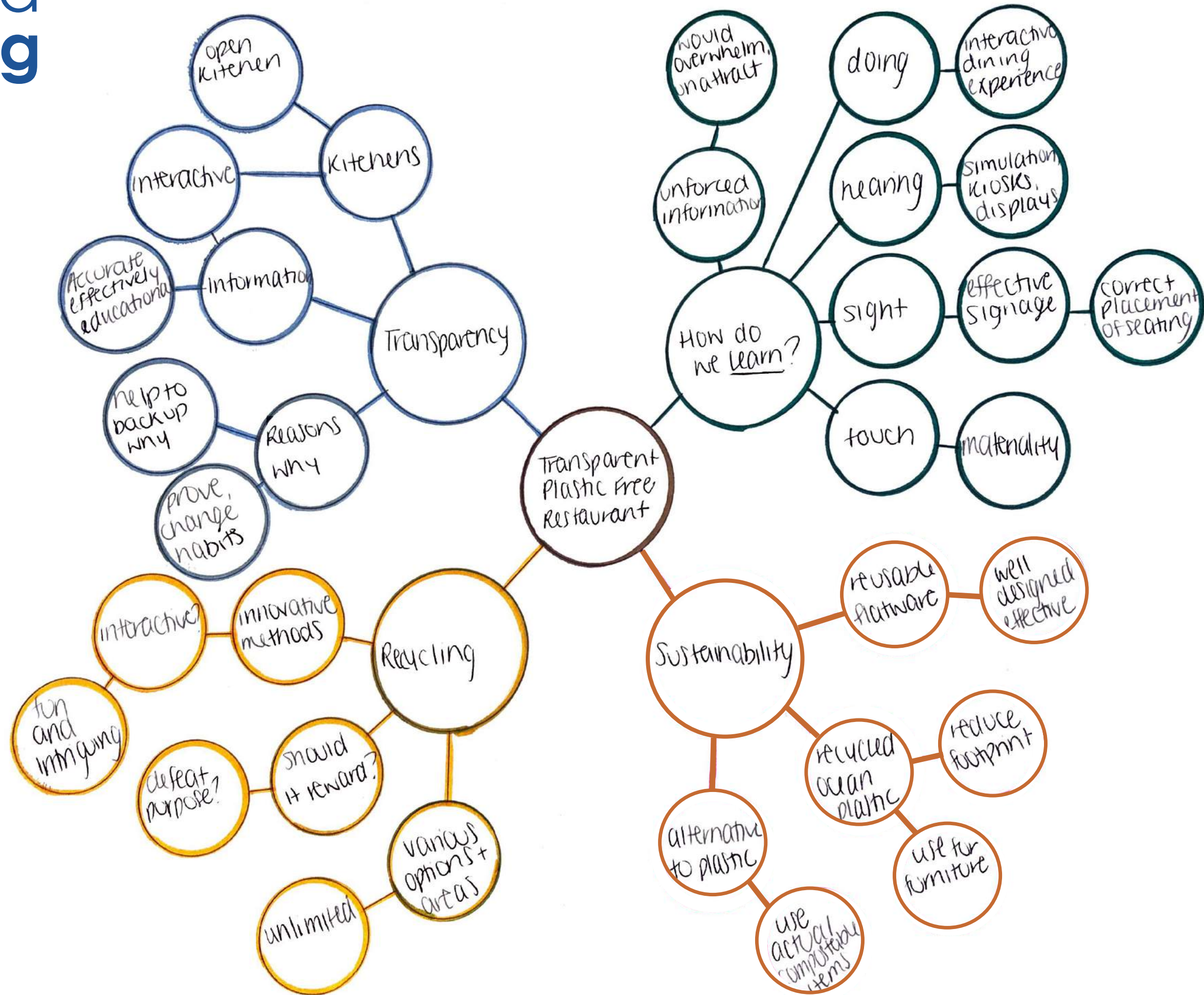
8. Do alternatives to plastic affect the return of customer?

Yes, everyone knows paper straws are awful and break down very quickly but many customers thank them for using them and having them as an option.

I asked these questions to understand what the company's ethics were and how they use plastic. Talking to the supervisor Clay was inspiring and right away I could tell he knew a lot about sustainability. He is a vegan himself and he and his team are always looking for new ways to reduce plastic and waste at Fox and Fig. I had hoped to gain information regarding their use of plastic and why or why they do not use alternatives to plastic. I gained that information and so much more.



Idea Mapping



Project Proposal

What is the Project:
Transparent Plastic-Free
Restaurant Proving how to
Live a More Sustainable Life.

Why do we need this particular space?

We need this space to teach the public in all the methods a person learns about how easy it is to not use plastic. Interior Design has an impact on how people act within an environment. I hope that this place is the start of the change from old to sustainable ones. It is easy to change if we are inspired enough and become passionate about making a difference within ourselves.

What makes the facility innovative?

This space is innovative because it will be interactive in different ways so that the customer can learn by any of the methods that they learn best. They will visually, hear, touch, and experience different ways that they can become more sustainable.

Who is the client?

The clients is Surfrider Foundation's Ocean Friendly

Restaurants Program. They are a program that provides restaurants with encouragement to be as sustainable as possible as long as they follow the criteria needed to be apart of their program.

What are the primary programmatic considerations?

In this space there will be a simulation type of lobby that inspires and proves how communities are doing good and bad things that are affecting the environment. There will be an interactive restaurant with various seating options, bathrooms, and a transparent kitchen. A retail space will be included to sell and promote sustainable items from various communities.

Who will use it (not just people, define specific user groups):

I expect the community of Savannah to be intrigued by this space and want to use it and experience it. Savannah is known to have many different restaurants that it seems to be a popular

activity for people to do. Knowing this I have no doubt in my mind that people of all age groups will want to see what this space is all about.

What are the main issues that could affect the interior experience?

An issue that could affect the interior experience is if information is forced upon the costumer to the point that it becomes overwhelming that they want to leave. Too little educational information could also become an issue because if there is little information then there is no way to back up the reasoning on why it is important to be sustainable. If the interactive dining experience is not carried out successfully then customers could lose interest quickly. Using incorrect and inappropriate building materials could also affect and contradict the whole purpose of the space.

What are the possibilities for research?

The question that I am asking is "How can Interior

Design teach customers to decrease their use in plastic". The best methods of research that I have encountered have been case studies and articles about restaurants who aren't as sustainable as they say, interior items that promote an effective way of recycling, sustainable materials, and restaurants with interactive dining experiences. These articles and case studies have allowed me to see all the different methods companies teach their users to learn what they want them to know. Methods of learning is key to my project, so these articles were helpful to understand that. I have also visited the site and have the knowledge of how I will carry out the interior design of the space to appropriately maximize the space.

What is building and specifics desired/required:

The building is in Savannah, Georgia in the Starland District. It has four floors, but I will only be using the first floor and 15,000 sqft.

Preliminary Goals:

My goal is not to force people to stop using plastic or to ban plastic from being created. My goal is to educate the public in a realistic and creative way of why using reusable or recycled materials is beneficial. I want the public to be aware of how easy it can be to not use plastic. I want the space to motivate and inspire people to take a little step in the right direction. If they can take that small step it will benefit their health, their wallet, and the environment.

Literary Review

Step One



Literary Review

Step Two



Literary Review

Step Two



Surfrider Foundation's Ocean Friendly Restaurants Program

One restaurant, one customer at a time the Ocean Friendly Restaurant Program

- Increases awareness
- Drives behavior change
- Creates scalable impact to reduce our plastic footprint.

The program encourages restaurants to make simple changes that collectively make a huge impact.

They also encourage restaurants to follow sustainable friendly practices to slowly face out single use plastic.

Their program offers restaurants their program that they can join to be able to have an easy way to show their commitment to making sustainable choices for our environment.

RESTAURANTS MUST FOLLOW FIVE CRITERIA

- No expanded polystyrene use (aka Styrofoam)
- Proper recycling practices are followed.
- Only reusable foodware is used for on-site dining.*
- No plastic bags offered with take out or to-go orders and utensils are provided only upon request.
- Paper straws are provided only upon request.**

* Foodware includes dinnerware, drinkware, silverware, and ramekins/containers.

** Exceptions may be made for alternatives made from other naturally occurring materials and reusables.



DEDICATED TO

This program is dedicated to removing plastic from our food chain so it does not end up on our dinner plates. They are also dedicated to protect the enjoyment of our oceans. Most of all they are dedicated to resolve this global issue.

“Where we shop, where we eat, what we buy, and how we run businesses can help create change to keep ocean healthy and thriving.”

WHY I CHOSE THEM

I chose this foundation's program as my client because they believe in the same ethics that I believe a sustainable restaurant should have. Many “green or sustainable” restaurants green wash customers to believe they are doing good, when on the contrary they are not practicing what they are preaching. This honest foundation spreads awareness through business while staying focused on their goal.



Typology Deep Dive



TERMINOLOGY (TOPIC SPECIFIC):

- Change
- Plastic Free
- Habit Forming
- Green
- Design
- Consumer
- Non wasteful
- Flexible

TERMINOLOGY (DESIGN SPECIFIC):

- Memorable experience
- Attract attention
- Inspire visual experience
- Innovative
- Customers driven to reconsider how they dispose single use plastic.
- Allow people to make their own mark.
- Raise awareness
- Encourage
- Playful
- Mission to confront food industry's waste problem.
- Fun and stimulating

SPACE TYPES:

- Restaurant / Dining Space
- Kitchen
- Retail
- Restrooms
- Gallery

TYPICAL DESIGN GOALS AND CONSIDERATIONS:

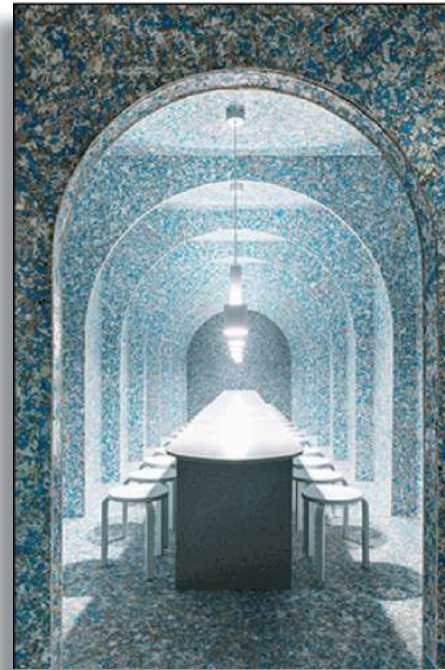
- Attract attention
- Impact customers to use less plastic.
- Inspire
- Create memorable experience.

TRENDS AND EMERGING ISSUES:

- Behavioral Issues
- Unavoidable production of plastic

TYPICAL LOCATION:

- Large cities with denser population to inform more people (London, UK, Manhattan, NY)
- Countries with stronger sustainable practices (Sweden)



HISTORY OF TYPE:

- Zero Waste Bistro:

The innovative and playful pop-up was on a mission to confront the food industry's waste problem, accounting for more than \$58 billion in disposable cups discarded into landfills each year in the U.S. alone. Created something fun and visually stimulating that would attract attention for a good cause.

- Dramatic interior and made up of a series of arches as well as "tactile materials, patterns, and the trompe l'oeil effect."
- Defined by a mesmerizing blue speckled surface made from Tetra Pac, a packaging material often used for milk cartons, which contrasts the white table, stools, and pendants running through the center of the space.



HISTORY OF TYPE:

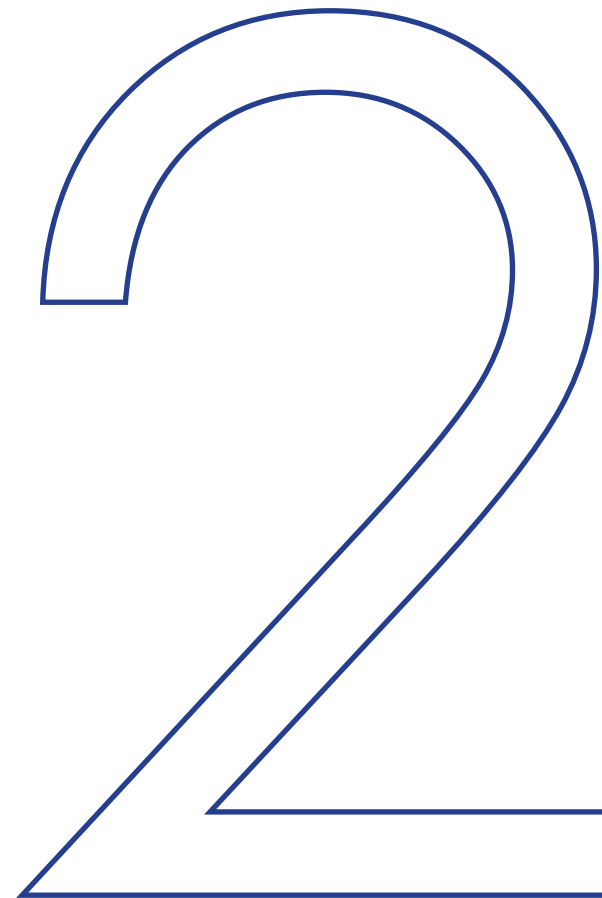
- Shed:

London pop-up store Pass on Plastic was decorated floor to ceiling with wallpaper depicting plastic waste to serve as a visual reminder to consumers of the growing problems of ocean plastic.

- Space led visitors to shop on one side, view the gallery space on the other, then make their mark in the middle of the space.
- Single white wall was designed to stand out.
- Pass on Plastic concept based off of "beautiful provocation" aiming to highlight an unavoidable problem using an "impactfull but provocative approach" to the design.

PHASE TWO

USER IDENTITY RESEARCH



Identifying The Users

Primary Users:

- Plastic User
 - Young and older generations who haven't been impacted enough.
 - SCAD students who are eager to learn.
 - Tourists who aren't aware of alternatives.
 - Families who prefer disposable plastic because it is easy but aren't aware of its affect on the environment.
 - Professionals who heard about the restaurant and are uneducated about plastic and its negative impact.

Secondary Users:

- Staff
 - Chefs
 - Manager
 - Front of House staff
 - Gallery staff
 - Retail staff
 - Janitors
 - Those who want to help make an impact on the public.

LOCALS

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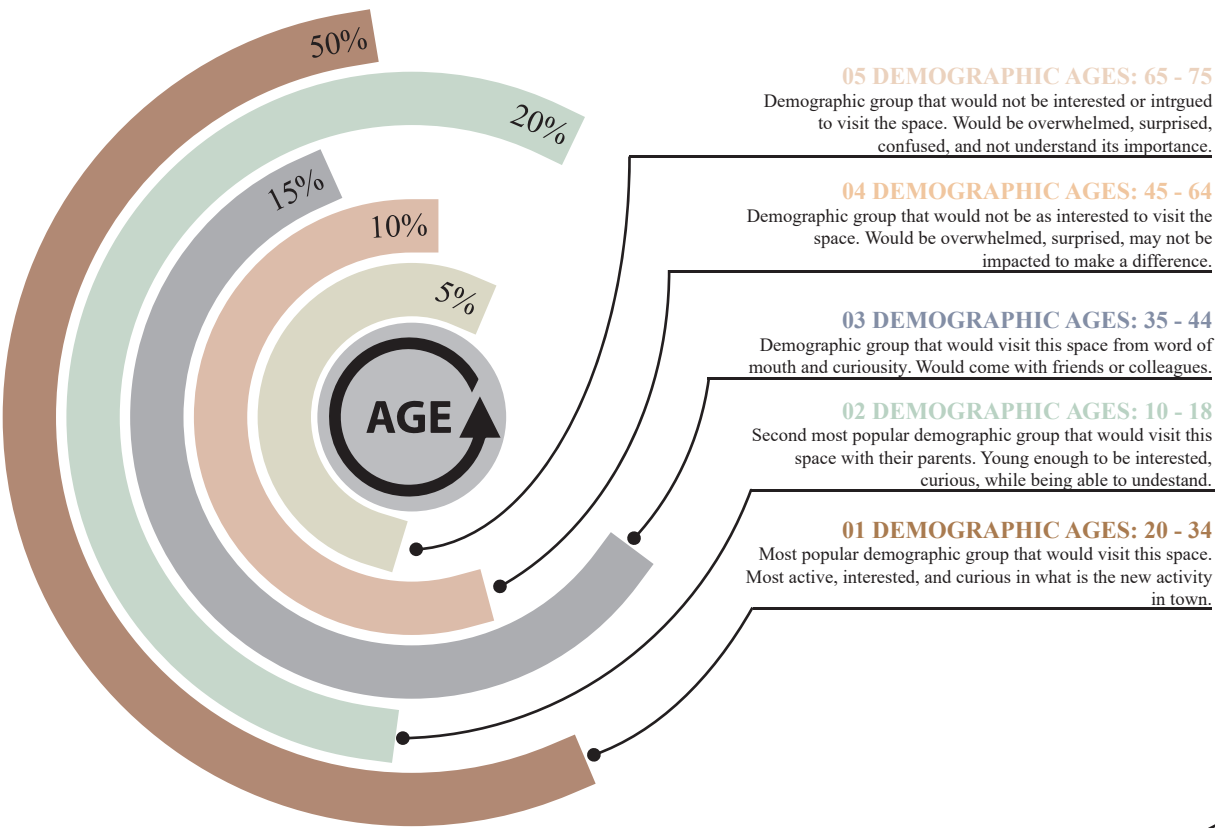
CONVENIENCE



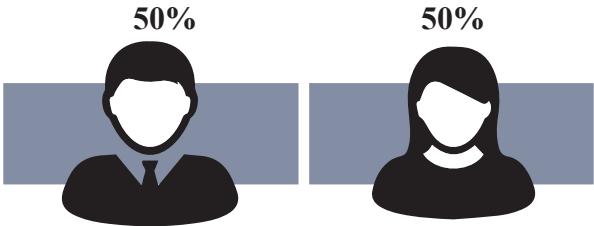
SUPPLIES

Researching The Users

AGE RANGE



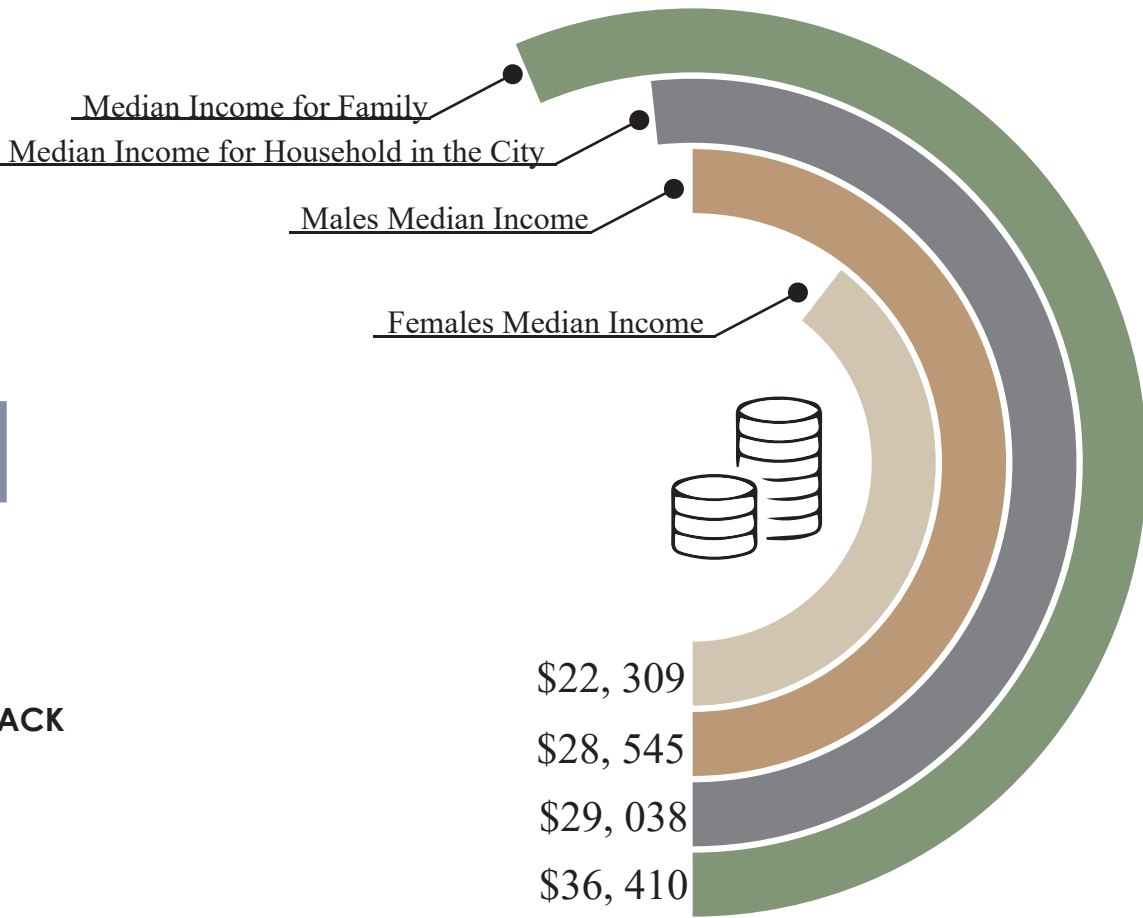
GENDER



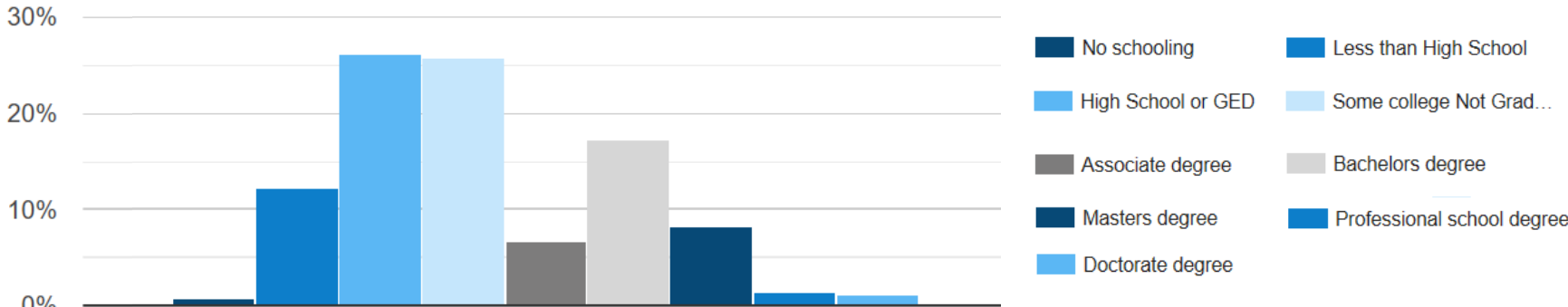
CULTURAL BACKGROUND



INCOME



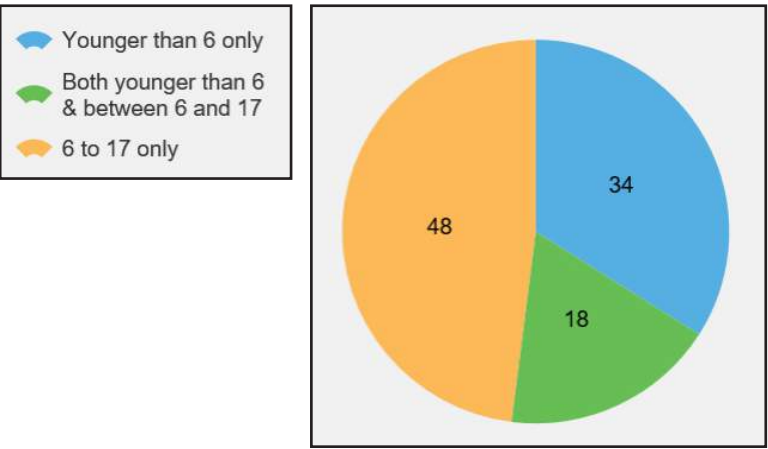
EDUCATION



TECHNOLOGY ADOPTION

- Older generation will have a harder time to understand.
- Younger generation will be used to it / pick it up quickly.

FAMILY MAKE UP



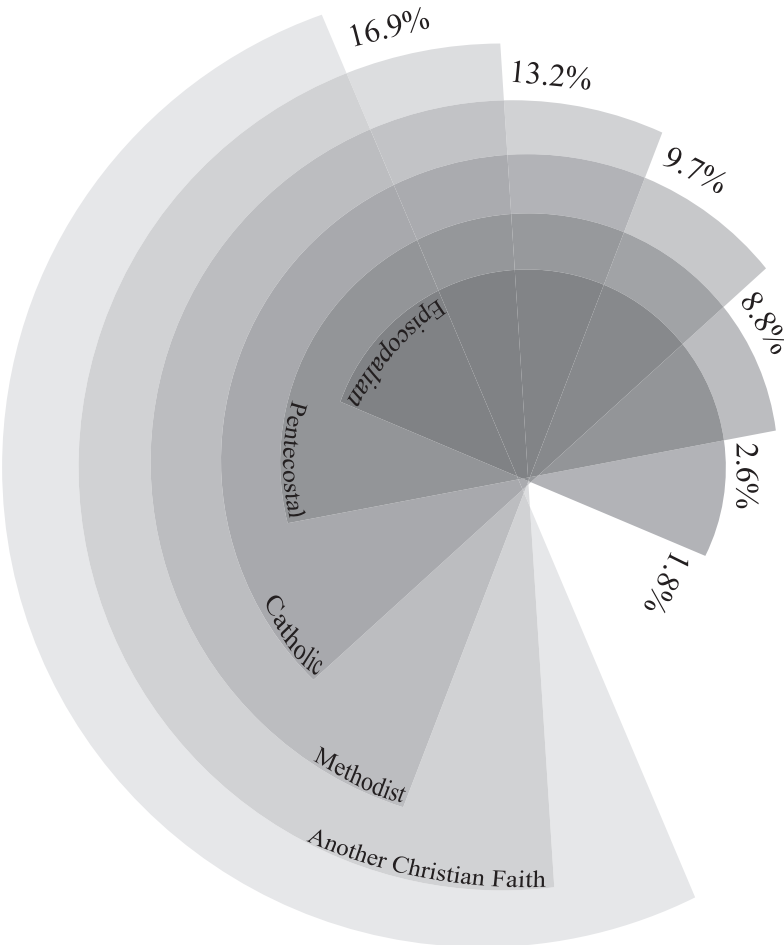
VALUES

- Preservation
 - Healthcare
 - Politics
 - Sustainability
- Project will focus on sustainability and increase awareness.

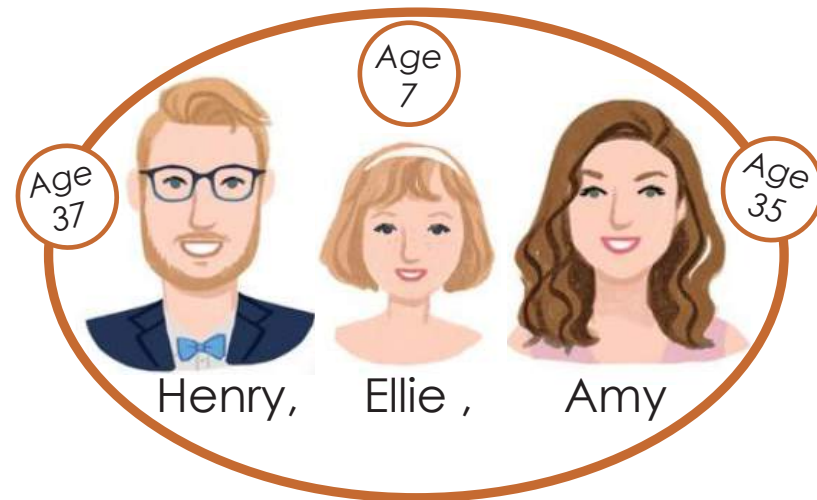
LANGUAGES SPOKEN

- English
- Spanish
- French
- German

BELIEF / RELIGION



Primary/Secondary User Personas



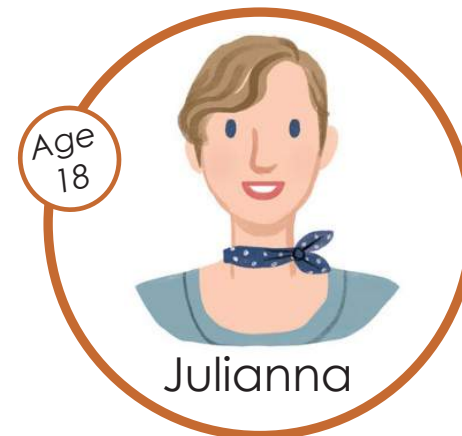
Family of Three

- Have to rush to work, school, or activities.
- Don't have any time to waste.
- Disposable plastic is easy, quick, convenient to use.
- Don't have to worry about it again.
- Unaware of affect it has on the environment's and their own health.



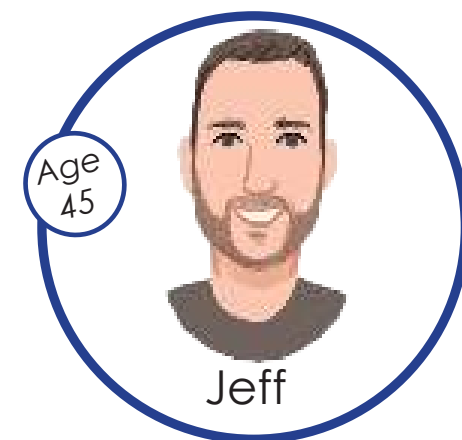
Young Professionals

- On weekends they enjoy going out to restaurants and bars with their friends.
- In touch with all the events / activities in town and they and their friends are always looking for the new hot spot in town to go to.



SCAD Student

- Activist interested in organizations/ movements with good causes.
- Aware of new trends and new places to experience.
- Lives vegan lifestyle.
- Believes in a sustainable zero waste future.



Staff

- Passionate about helping and impacting people's lives.
- Believes in sustainability and the importance of informing the public about good causes that benefit the environment.



Older Generation (Howard)

- Represents older generation.
- Doesn't think twice about plastic.
- Plastic wasn't big issue while growing up.

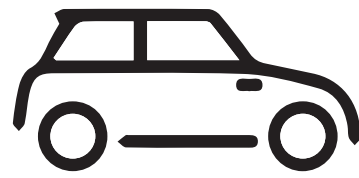
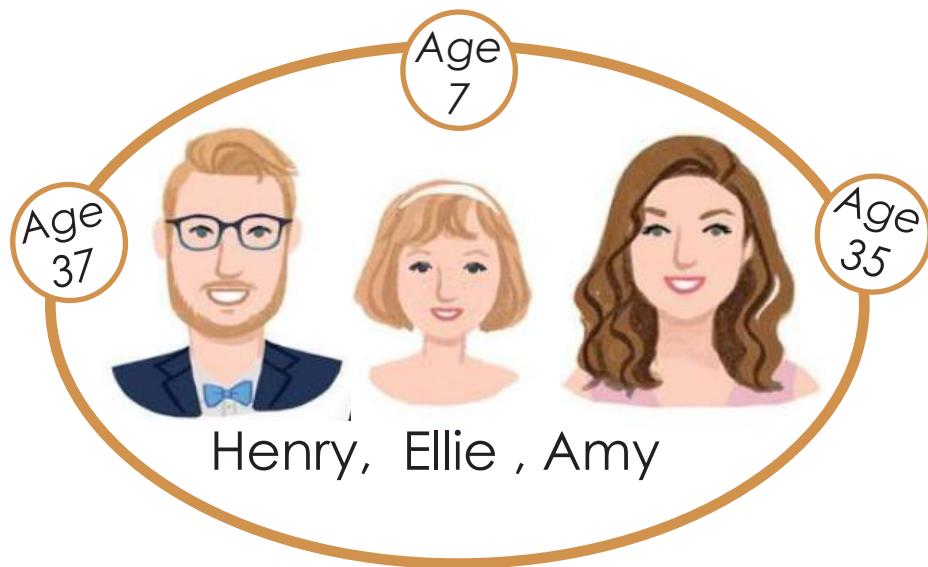
Younger Generation (Emily)

- Represents younger generation.
- Constantly reducing use of disposable plastic.
- Growing up in time where plastic is big issue.



Tourists of Savannah

- Marjory came to visit with her friends.
- Sara came to visit with her family.
- Tom is getting married in Savannah.
- Represent different interests and reasonings for visiting.



Enticed to come hoping it would be a new bonding experience for family. Arrived and Departed by car.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Each other
- Other families or people they recognize

Activities Engaged In:

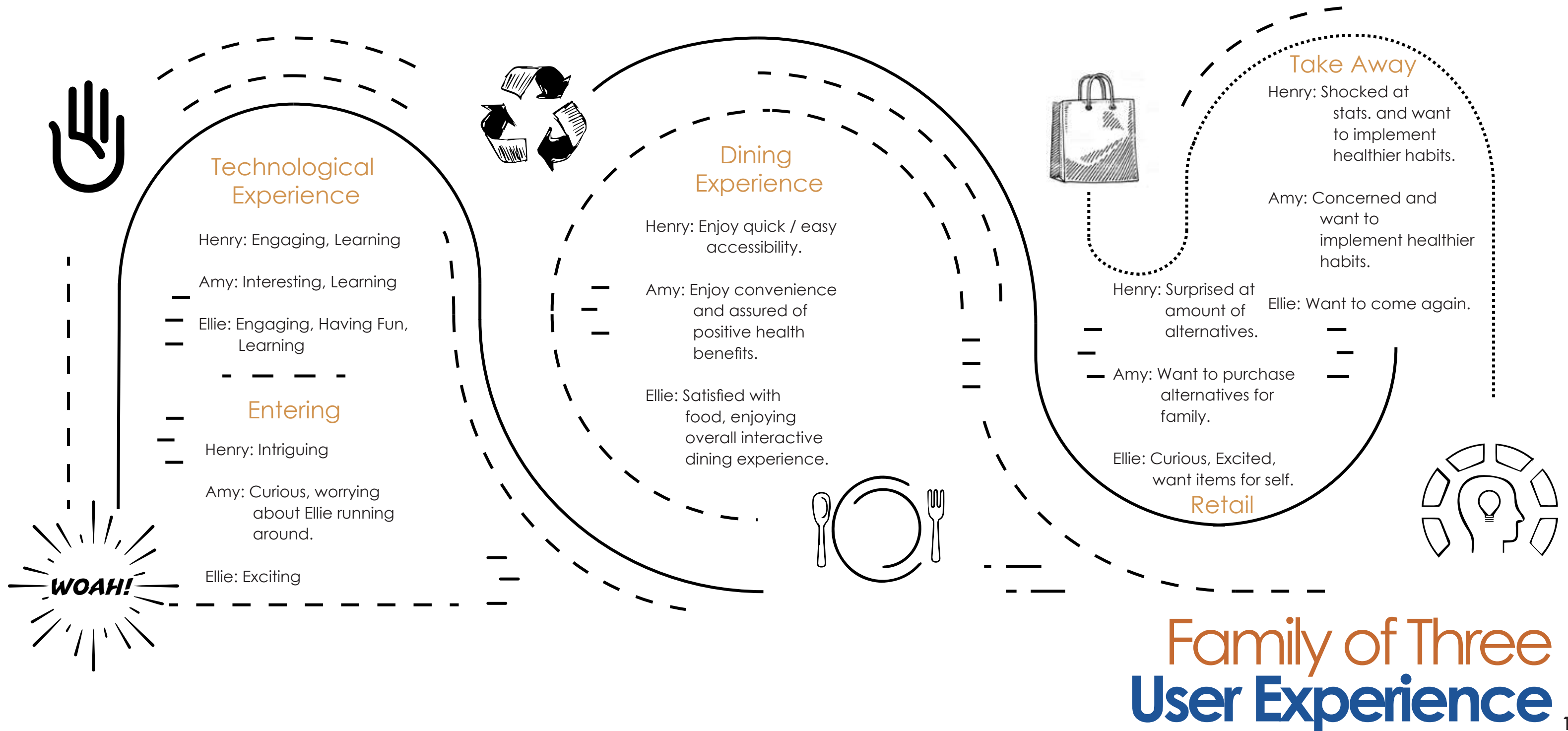
- Directing / guiding each other (PRIMARY)
- Attending to / getting food for each other (PRIMARY)
- Restaurant activity/experience (SECONDARY)

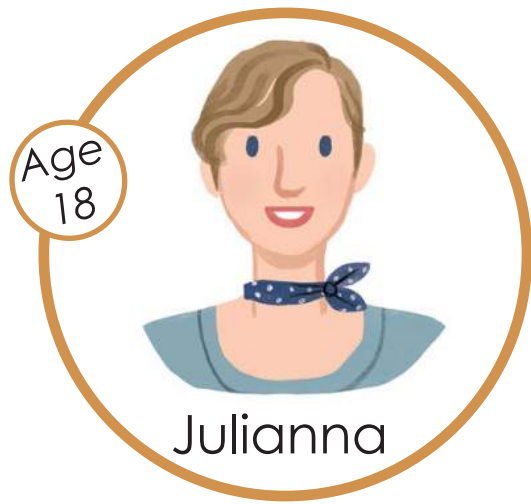
Part of project designed fit to need of group:

- Quick, easy, accessibility to everything available
- Well designed, easy to understand / direct layout.
- Assuredness of positive health benefits to family

Issue to Occur:

Too many people using technology that there are none available to use.





Excited to experience a restaurant that shares the same beliefs she does. Arrived and Departed by SCAD bus.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Other SCAD students

Activities Engaged In:

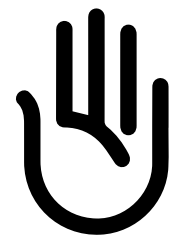
- Experiencing interactive activities (PRIMARY)
- Learning new ways to continue sustainability practices (PRIMARY)
- Dining experience (SECONDARY)

Part of project designed fit to need of group:

- Interactive experience
- Additional information learned
- Purchasing additional non-plastic items

Issue to Occur:

Not enough new information that she didn't already know.

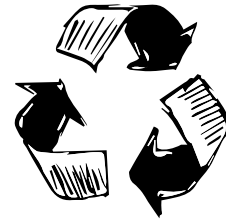


Technological Experience

- Engaging
- Learning
- Interesting
- Exciting

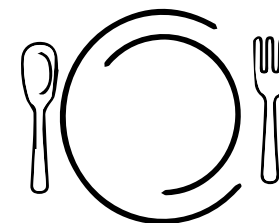
Entering

- Surprising
- Appreciative
- Happy
- Grateful



Dining Experience

- Interactive
- Comfortable
- Familiar
- Enjoyable
- Fun



Take Away

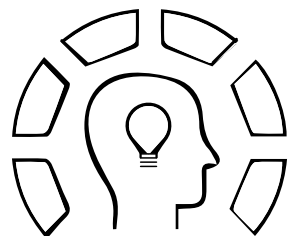
- Know people are slowly implementing the same beliefs she has.
- Aware of current issues / know how to prevent them.

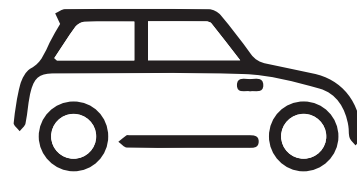
• Amazed

• Stock Up

• Discover new brands / companies.

Retail





Emily was curious and asked her grandfather if they could go together. Arrived and Departed by car.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Each other
- Other families or people they recognize

Activities Engaged In:

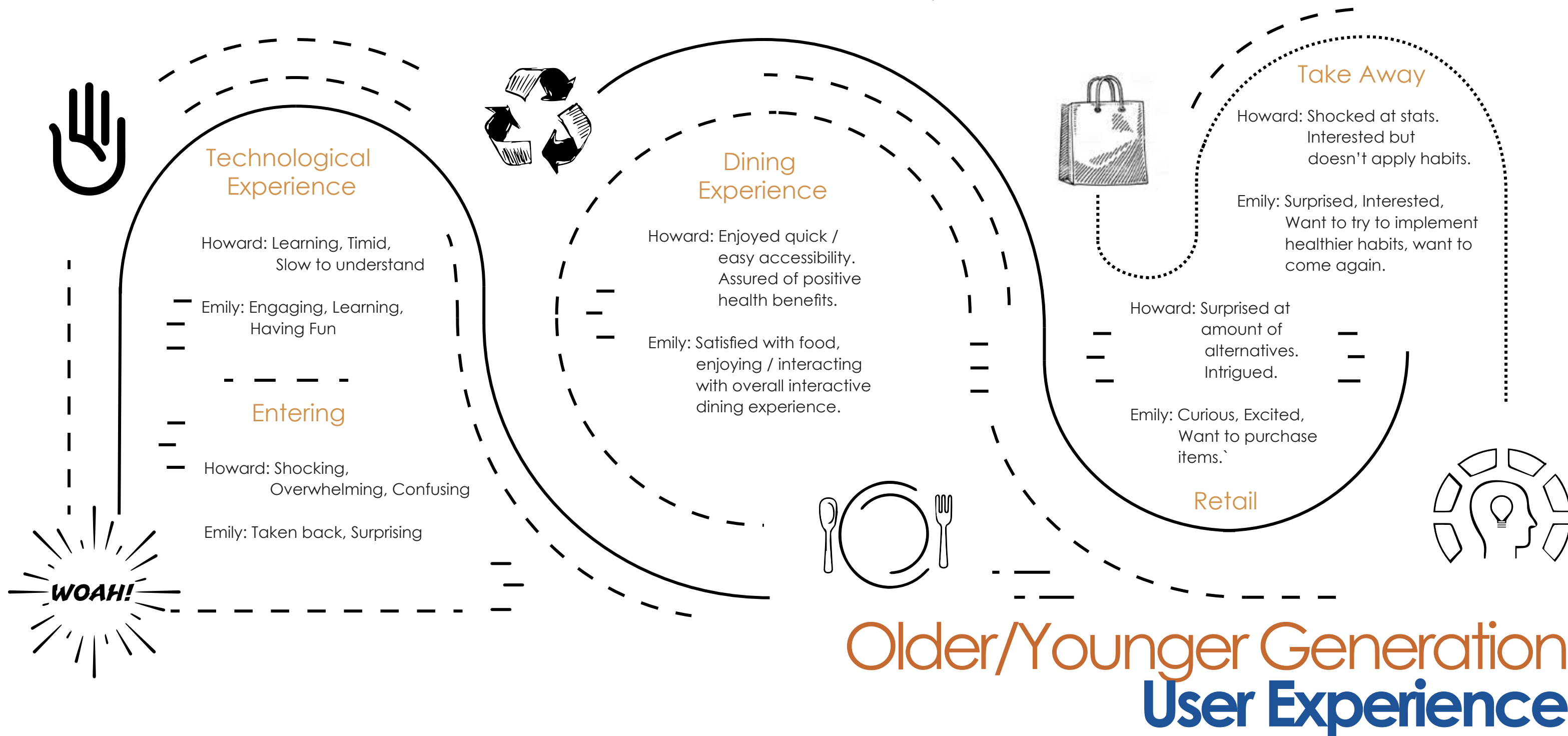
- Directing / guiding each other (PRIMARY)
- Attending to / getting food for each other (PRIMARY)
- Restaurant activity/experience (PRIMARY: EMILY)
- Restaurant activity/experience (SECONDARY: HOWARD)

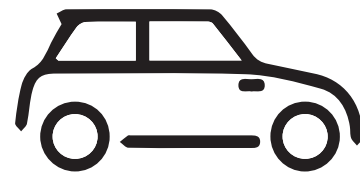
Part of project designed fit to need of group:

- Accessibility to everything available.
- Well designed, easy to understand / direct layout
- Engaging / interesting experience.

Issue to Occur:

Difficult to understand / explain. Not enough or too much information.





Heard about this new restaurant from their friends and coworkers. Arrived and Departed by car.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Each other
- Friends and coworkers they recognized.

Activities Engaged In:

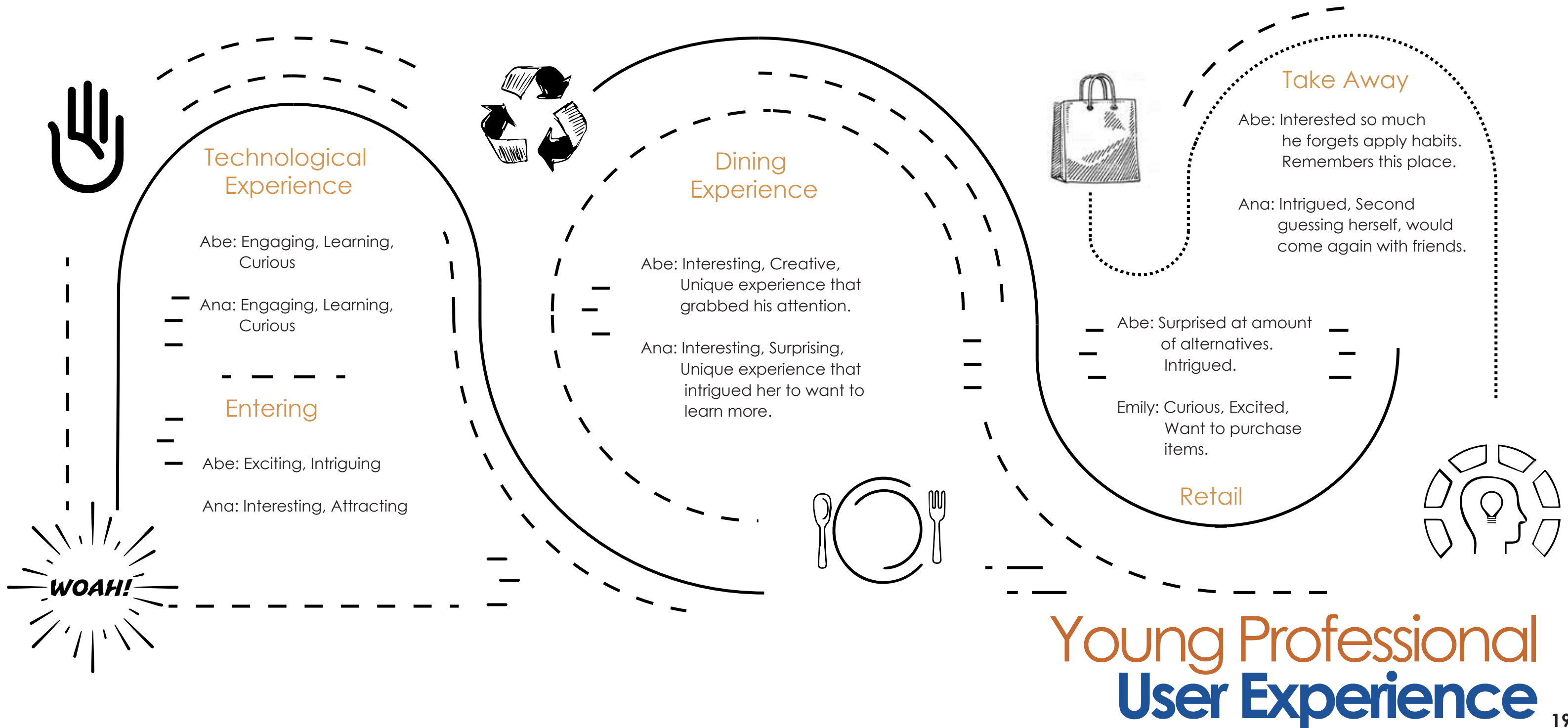
- Interacting with technological experience. (PRIMARY)
- Learning and admiring the interior. (PRIMARY)
- Restaurant dining experience (SECONDARY)

Part of project designed fit to need of group:

- New, interactive place to come with friends.
- Provided new information.
- Engaging / interesting experience.

Issue to Occur:

Could not attract their attention enough for them to come again.



Additional Information:

Interacted with:

- Fellow staff members (when entering, during, when exiting)
- Customers needing assistance

Activities Engaged In:

- Assisting with explaining interactive activities (PRIMARY)
- Guiding customers (SECONDARY)

Part of project designed fit to need of group:

- Assurance others are learning shared beliefs
- New ways he can be more sustainable
- Being apart of creating a more sustainable future

Issue to Occur:

Not a lot for him to do because people are picking it up quickly.

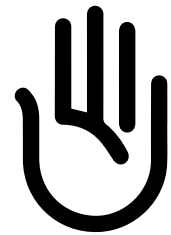
Age
45



Jeff



Dedicated to be apart of a company that wants to impact people's lives. Arrived and Departed by bike.



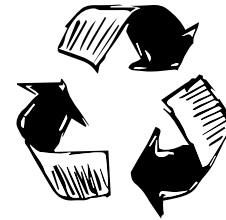
Technological Experience

- Assisting
- Teaching
- Supervising

Entering

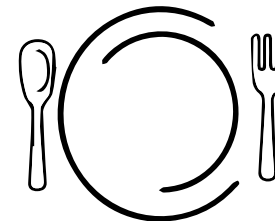
- Exciting
- Ready to help
- Inspiring

WOAH!



Dining Experience

- Providing
- Overlooking
- Amazed at success
- Enjoying
- Fun

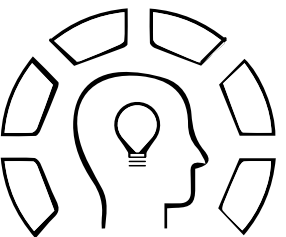


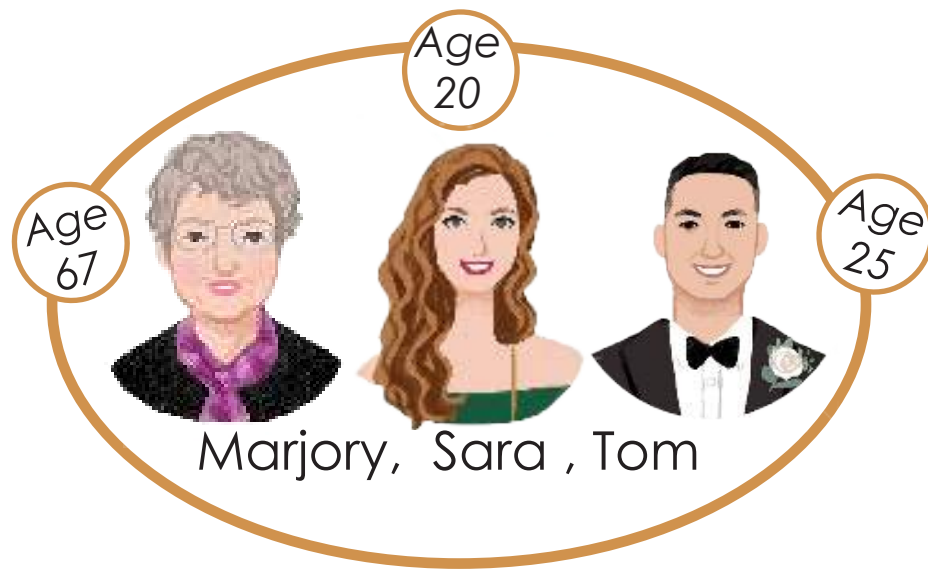
Take Away

- Know people are slowly implementing the same beliefs he has.
- Proud he could be apart of the movement to a more sustainable future.

- Amazed
- Supporting
- Learning

Retail





Stumbled upon place and curious to see what it is all about. Arrived and Departed by tour bus.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Those they came with
- Other customers or tourists

Activities Engaged In:

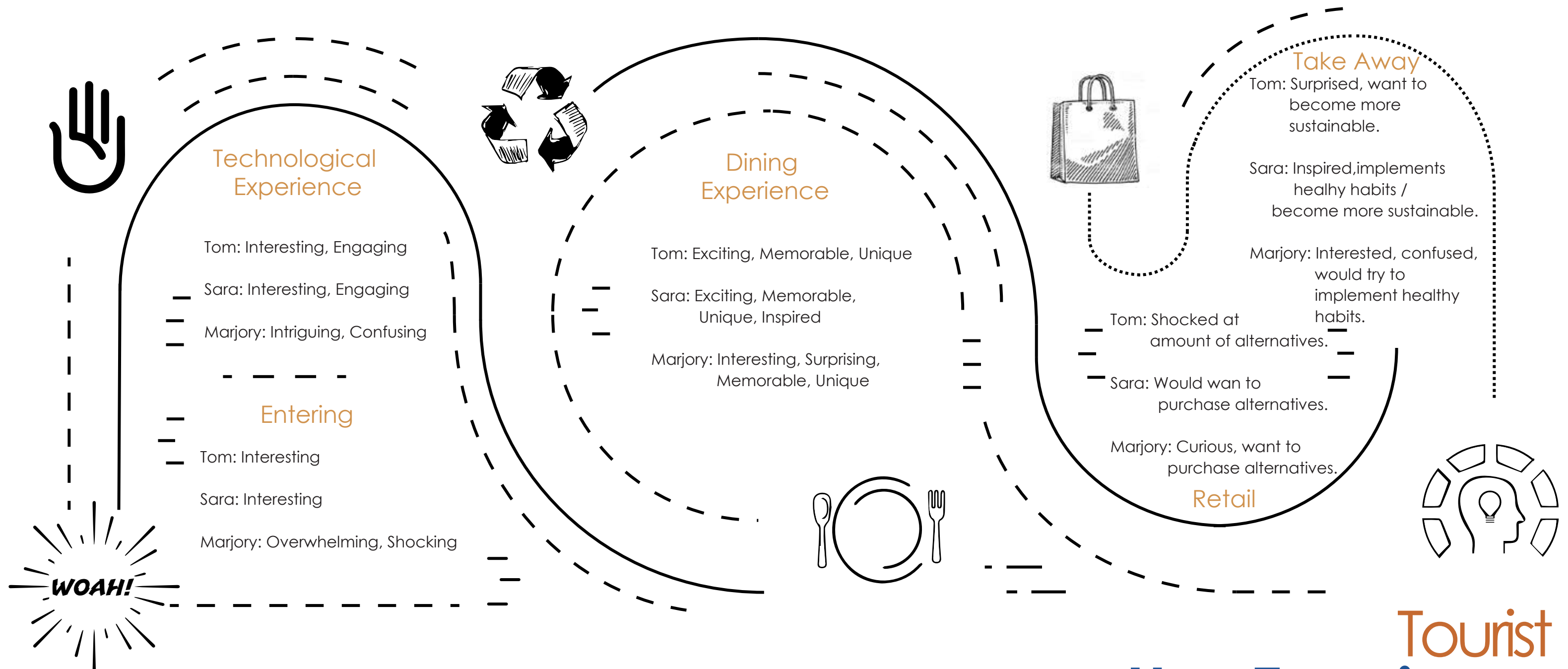
- Experiencing interactive experience (PRIMARY)
- Observing / admiring (PRIMARY)
- Experiencing interactive dining (SECONDARY)

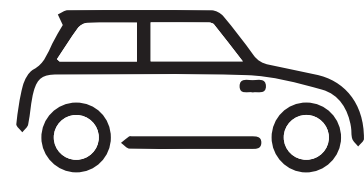
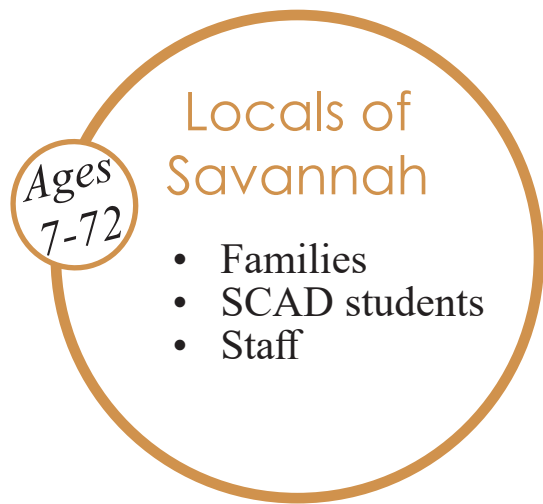
Part of project designed fit to need of group:

- New, memorable, interactive experience
- Well designed, easy to understand / direct layout
- Learn ways to be more sustainable

Issue to Occur:

Was not impact full enough for them to learn or apply habits.





Most were curious of new place they heard about and wanted to experience it. Arrived and Departed by car.

Additional Information:

Interacted with:

- Staff (when entering, during, when exiting)
- Those they came with

Activities Engaged In:

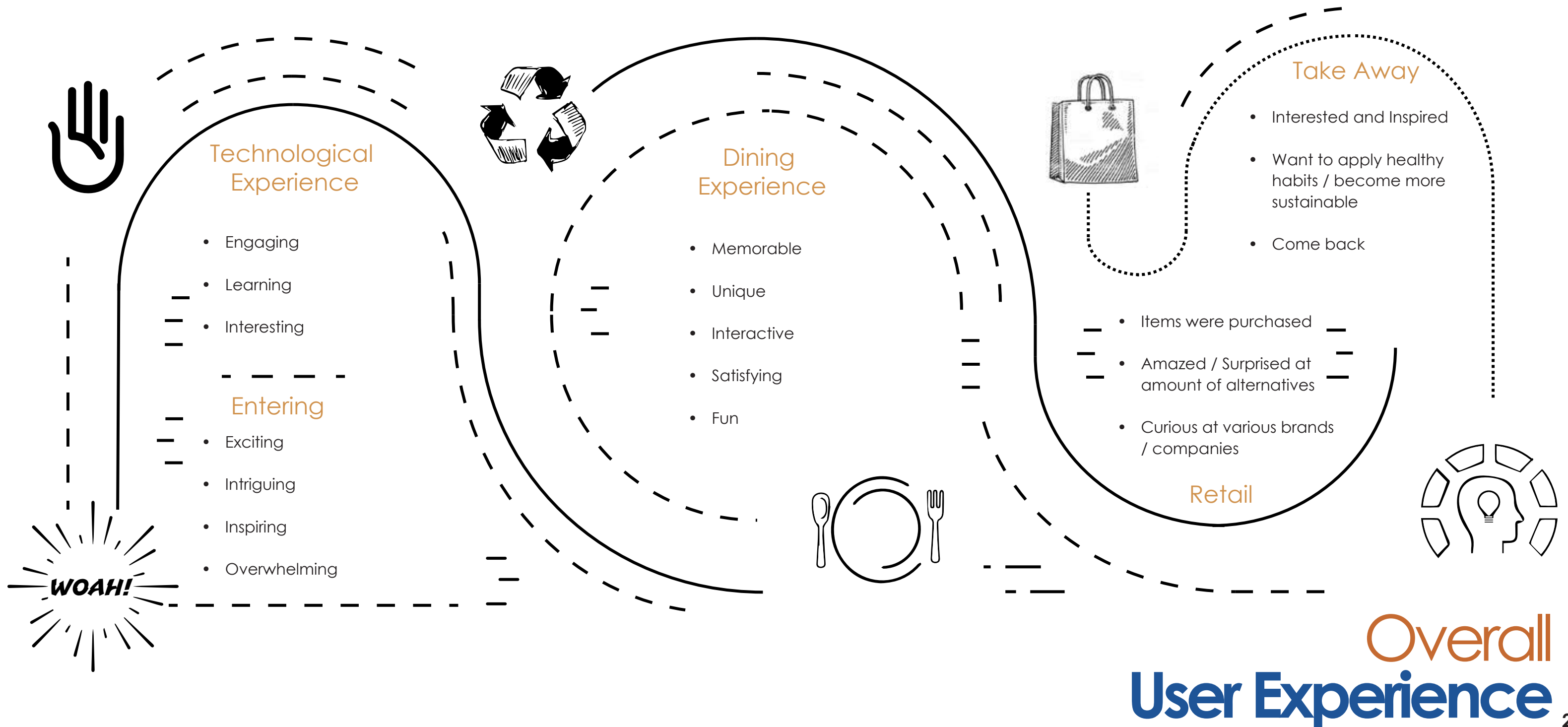
- Experiencing interactive experience (PRIMARY)
- Experiencing interactive dining (SECONDARY)

Part of project designed fit to need of group:

- New, memorable, interactive experience
- Well designed, easy to understand / direct layout
- Learn ways to be more sustainable

Issue to Occur:

Was not impact full enough for them to learn or apply habits. Could not attract enough attention.



PHASE THREE

SITE AND BUILDING ANALYSIS

3

Location, Overview, Place

History:

Savannah's recorded history begins in 1733. That year General James Oglethorpe landed on a bluff high along the Savannah River. Oglethorpe named the 13th and final American colony "Georgia" after England's King George II. Savannah became its first city.

Culture

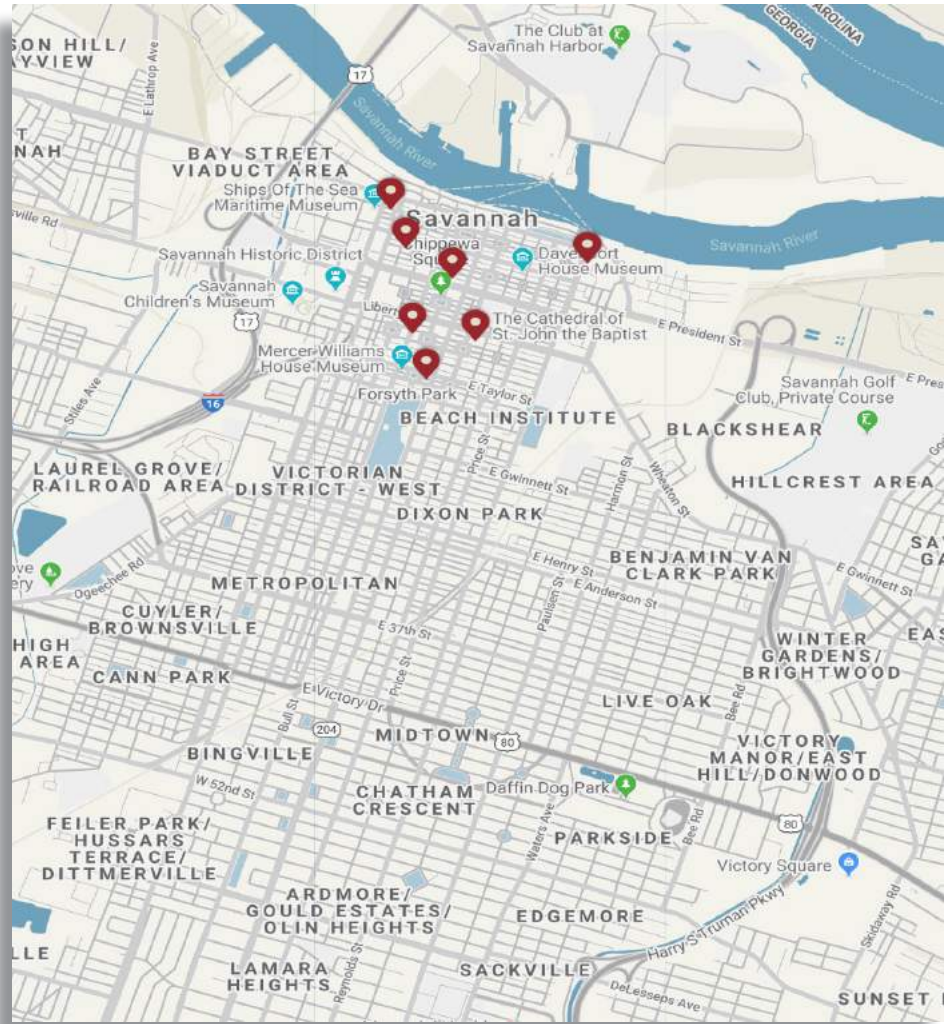
Beyond its architectural significance as being the nation's largest, historically restored urban area, the city of Savannah has a rich and growing performing arts scene, offering cultural events throughout the year.

Community

Savannah is a city of diverse neighborhoods. More than 100 distinct neighborhoods can be identified in six principal areas of the city: Downtown (Landmark Historic District and Victorian District), Midtown, Southside, Eastside, Westside, and Southwest/West Chatham (recently annexed suburban neighborhoods).

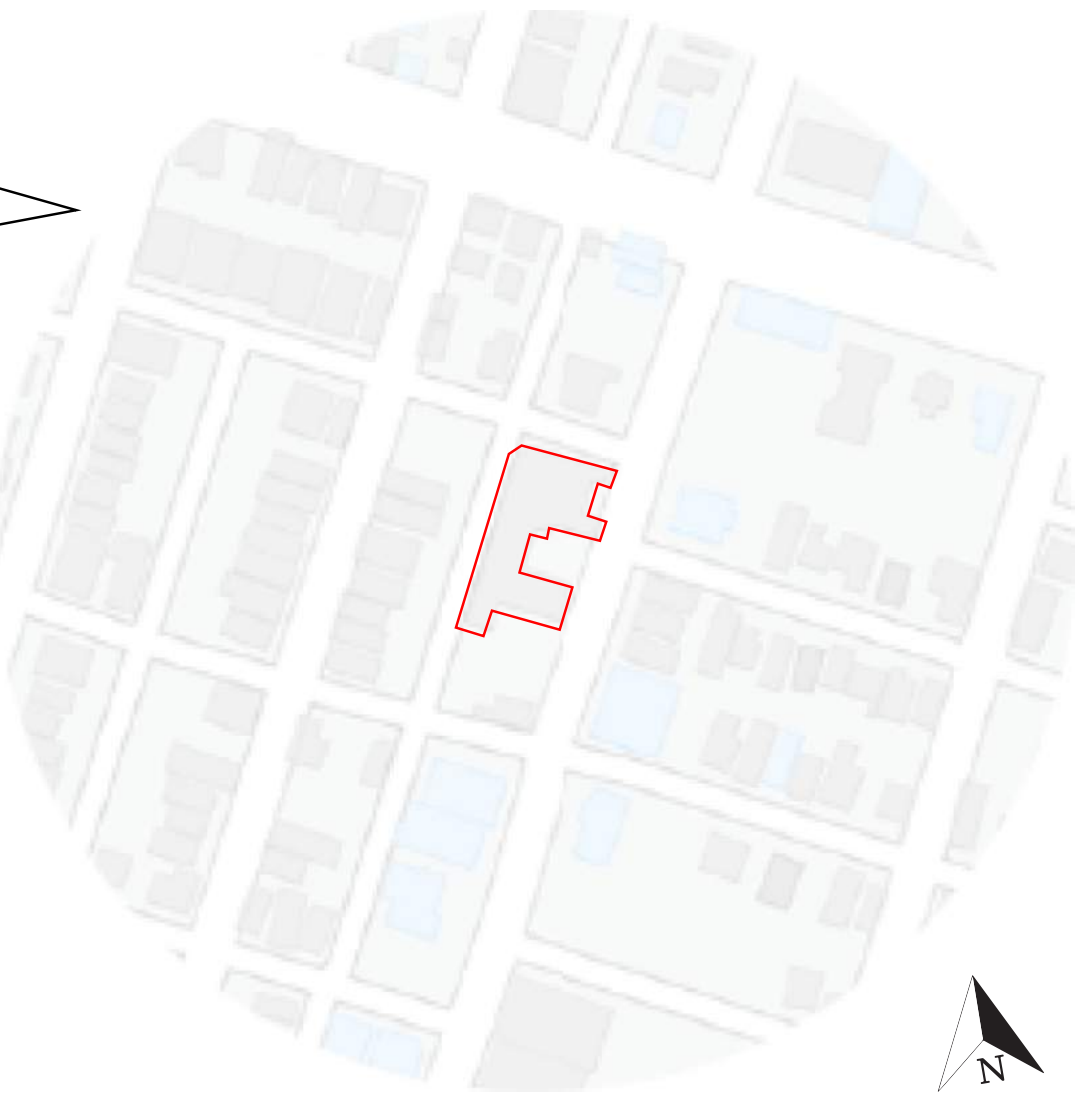
Location:

2198 Bull Street
Savannah, GA.
31401



Vernacular Architecture:

The architecture of this building resembles of a Gothic and a Second French Empire Style. It resembles a Gothic style by its pointed arches above the two main entrances, large expansive of glass, and stained glass in the interior. It resembles the Second French Empire style by its features of turrets on each end of the building.



Typography

Savannah's ground is flat with no hills or mountains in site. The overall type of typography of my site is flat with slight differences in certain areas.

Site Organization

Savannah is known as America's first planned city. Oglethorpe laid the city out in a grid system that allowed for wide open streets intertwined with public squares and parks that served as town meeting places and centers of business. Savannah had 24 original squares; 22 squares are still in existence today.

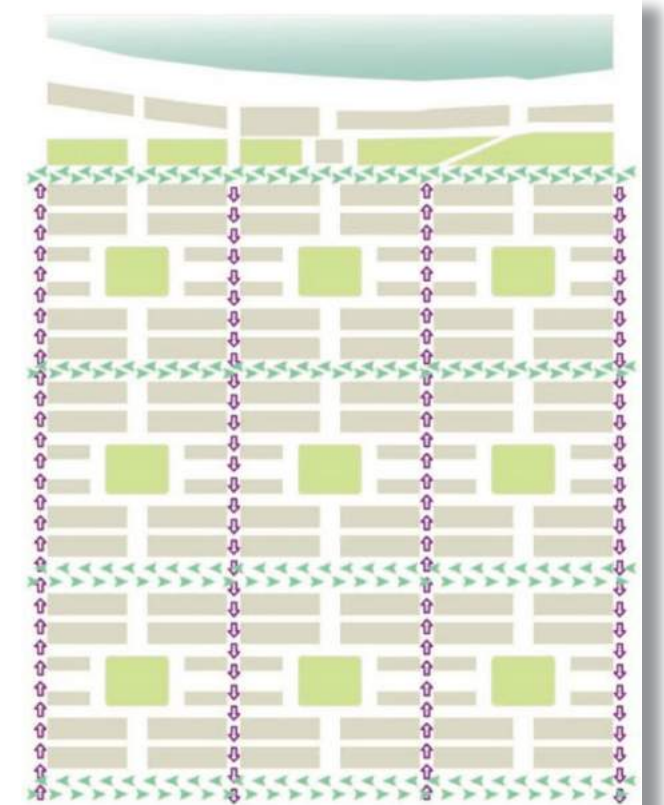


Infront of the site there is parking for The Vault.



When facing the site, to the right there are bike racks and on street parking.

Infront and diagonally to the right of the site there is housing.



When facing the site, to the left there is space for on site parking.

Surroundings,
Overview, Place

Proximity to Related Services



● Architecture Firm:
Shah Architecture is a small
Architectural firm focused
on providing
comprehensive design
vision and value based
building strategies.



● SCAD Building:
Arnold Hall is a SCAD
owned building hosting
general education classes
for students.



● Restaurant:
The Vault is across the street
from the site. It is a chic Asian
fusion spot for creative bites &
drinks in the historic Bank of
America building.



● Bar and Event Veunue:
The Wormhole is a local venue with live music
& comedy shows, offering drink specials,
late-night eats & billiards.



● Restaurant:
Starland Yard offers a variety of rotating
food trucks each week, hosts Vittoria
Pizzeria and is home to the Yard bar for
beer, wine, cocktails and frozen drinks.



● Construction Firm:
Carroll Construction is a full
service general contractor
specializing in historic
restorations and renovations
in downtown Savannah,
Georgia.



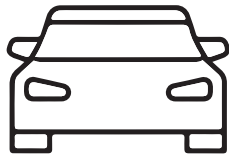
● Bakery:
Back in the Day Bakery is a
locally owned vintage
bakery serving old-school
sweet treats.

Transportation/Access

Climates, Importance



On the right side of the building there are two sets of bike racks for those who want to ride their bike to the site.



Transportation by car is the most popular in Savannah to get from place to place. There are many on street spots to park one's car in front and around the site.



There are sidewalks in front, around, and across from the site for pedestrian use. One will see many pedestrians walking around this area.

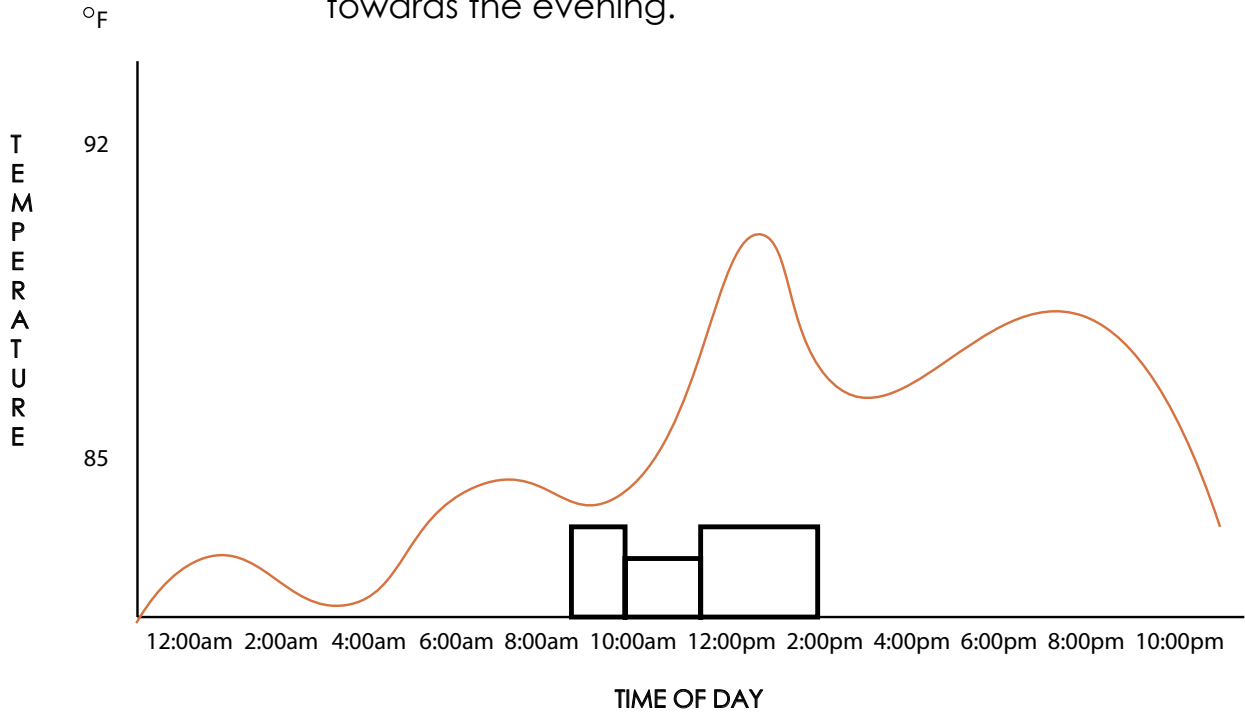


The Starland District
This site is located in the Starland District, an area populated with hip stores, incredible eats and a magnetic atmosphere. It is built around people who are caring and value a sense of community.

Importance of Location
This site was chosen because of its location in Savannah, Georgia. The Starland District is up and coming with new businesses opening up. This area is perfect for a project such as the Transparent Plastic Restaurant because it will share an important message with the community which is how all movements begin.

Macro and Micro Climates

The climate of this area is cool during the morning then gets very warm mid-day, it stays warm and then eventually cools down towards the evening.



Site Circulation



To the left of the site there is one entrance/exit and on site parking.



The center of the site consists of four different entrances/exits. One is ADA accessible with a ramp .



The front of the site has two different entrances/exits.



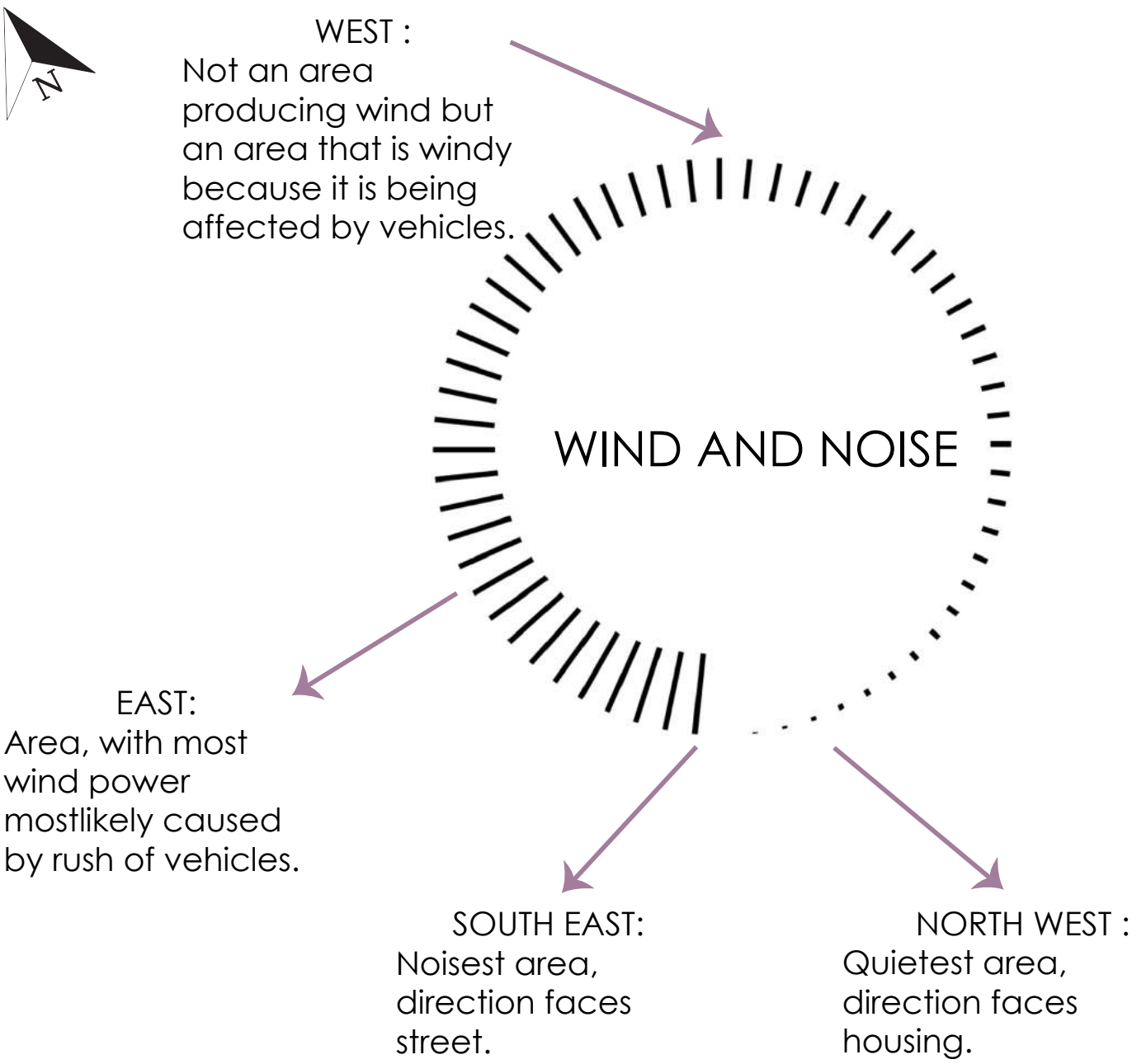
To the right of the site there is one entrance/exit.



The back of the site has two entrances/exits.

There are no security cameras intact.

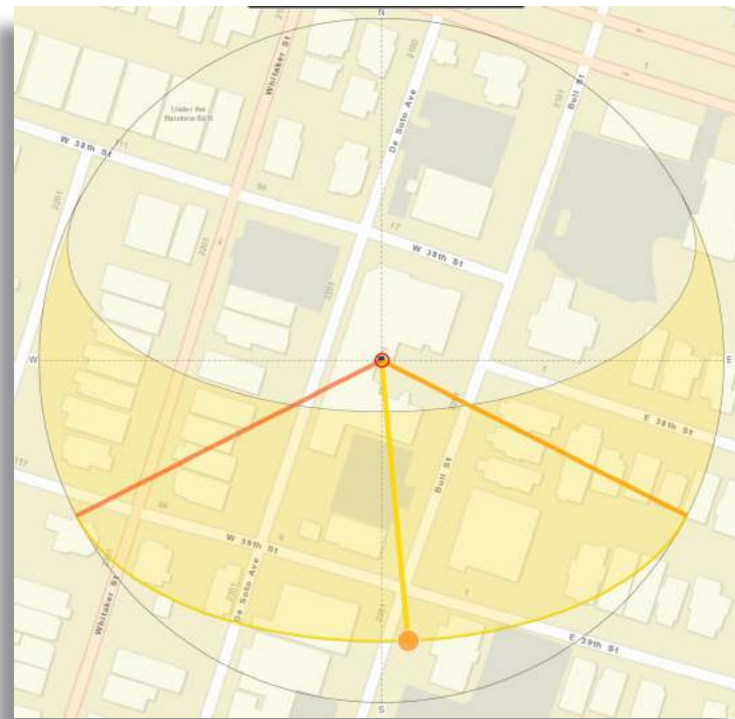
Wind/Noise Sun Path Diagrams



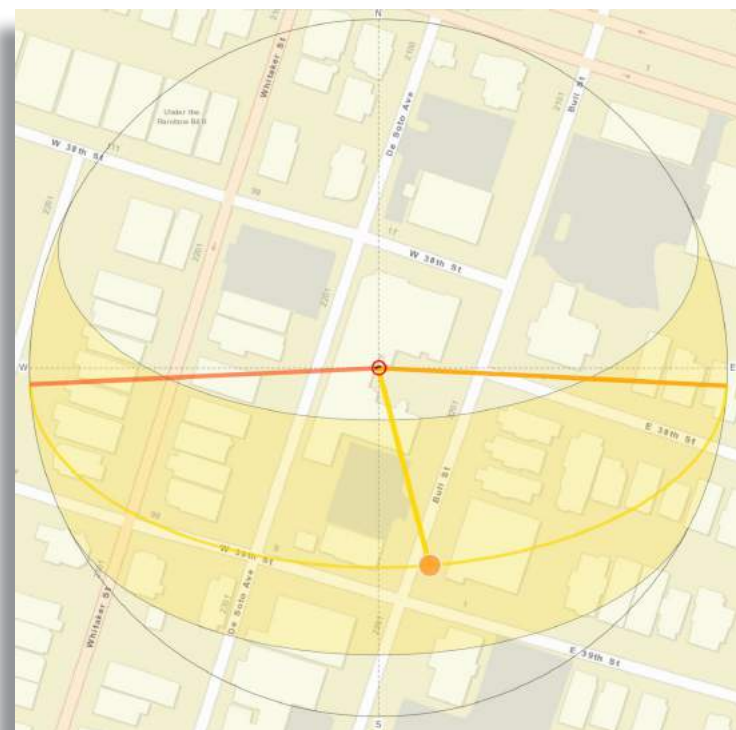
September



December



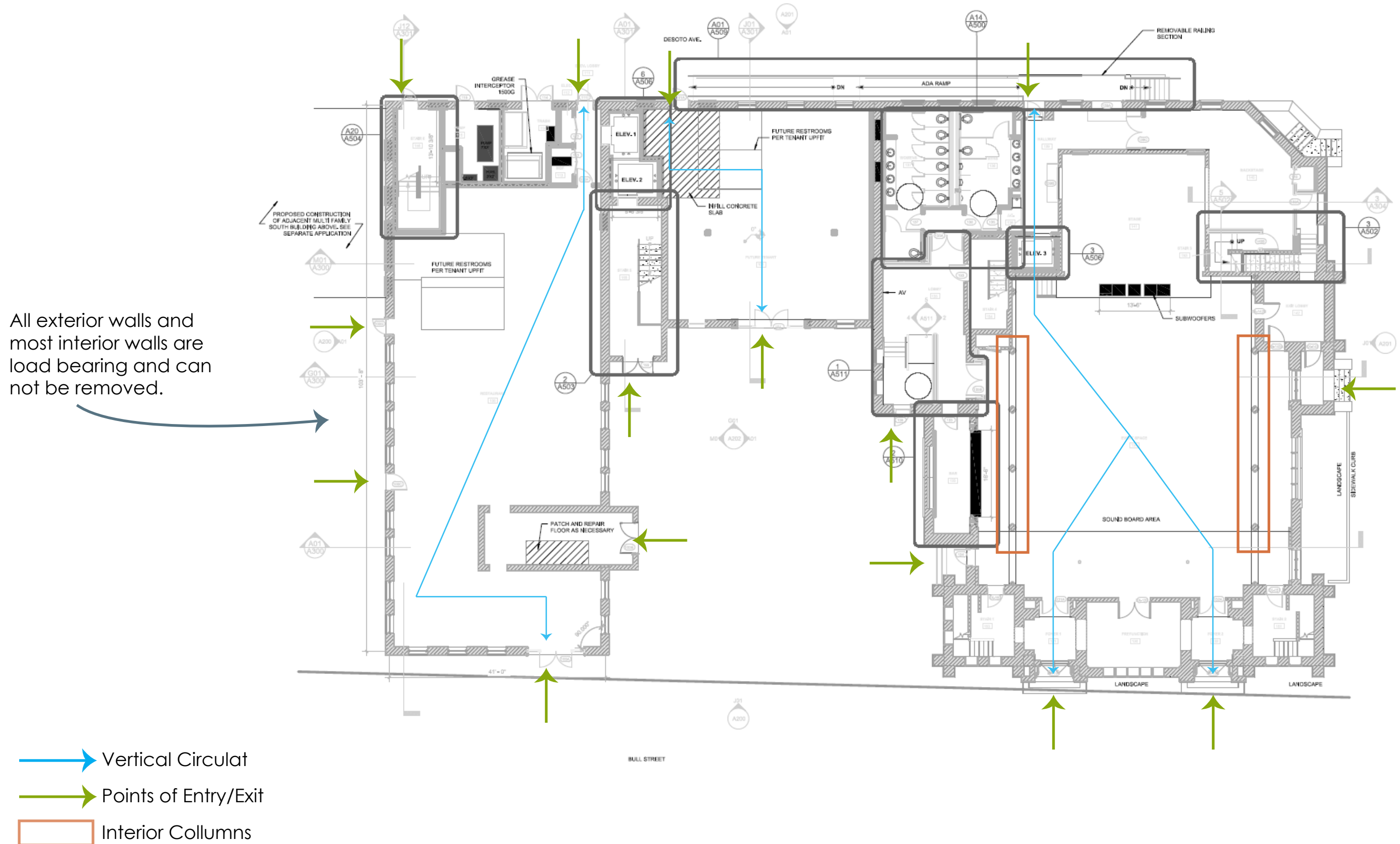
March



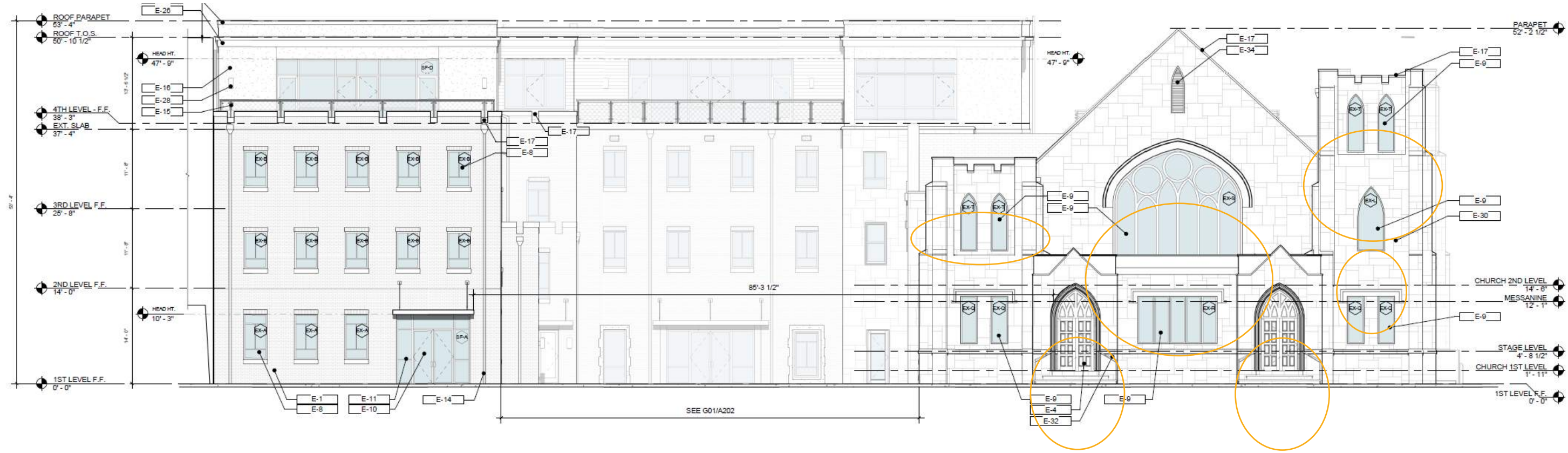
June



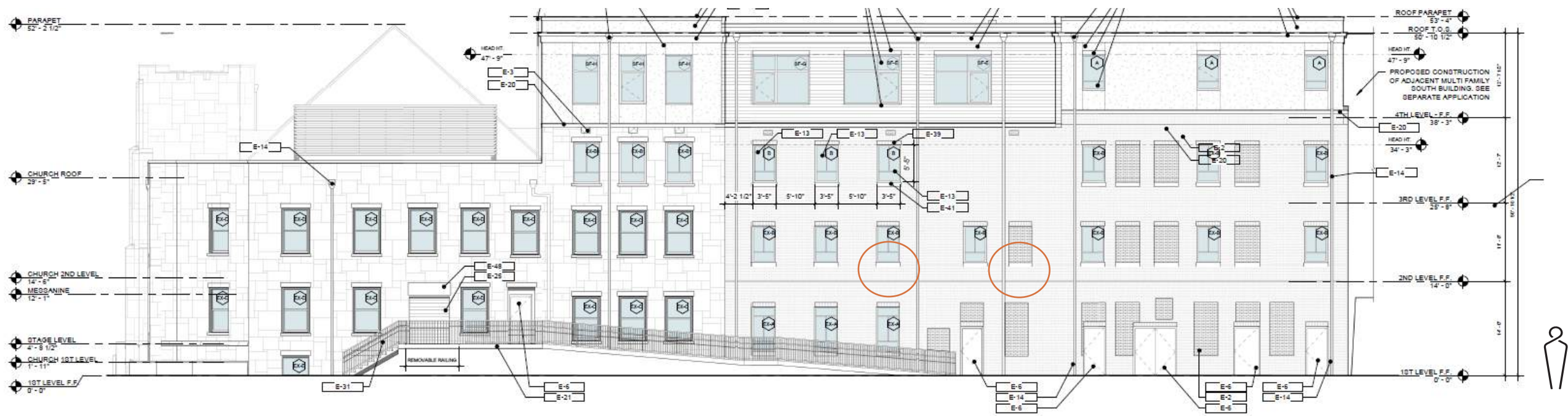
Structural System Entry/Exit Points, Circulation



Windows, Building Features Heights, Human Scale



1/8" = 1' - 0"
EAST ELEVATION



1/8" = 1' - 0"
WEST ELEVATION

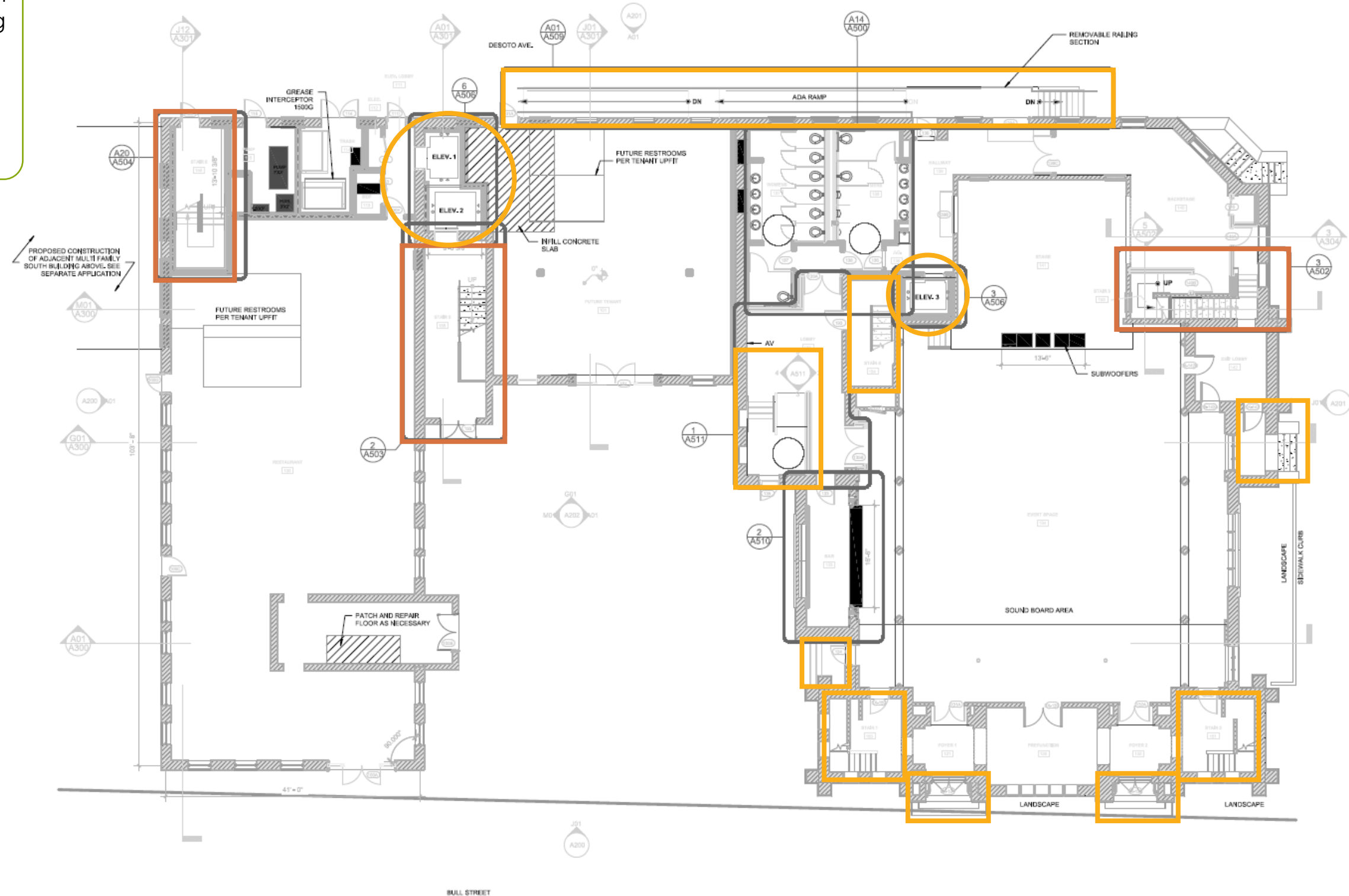
- BUILDING FEATURES:**
- Roof of right of building has turrets.
 - Some windows are pointed at the top, largest window is stained glass.
 - The front doors have interesting detail and are arched at the top.

- WINDOWS:**
- Half are fixed and the other half are operable.
 - They are many styles of windows.
 - The standard window is 5'-5" x 3'-5" .

Accessibility, Fire Safety, Security

SECURITY:

- This building has been untouched for a long period of time.
- There are various fire stairs in the interior to use when in case an emergency.



Fire Safety

Accessibility

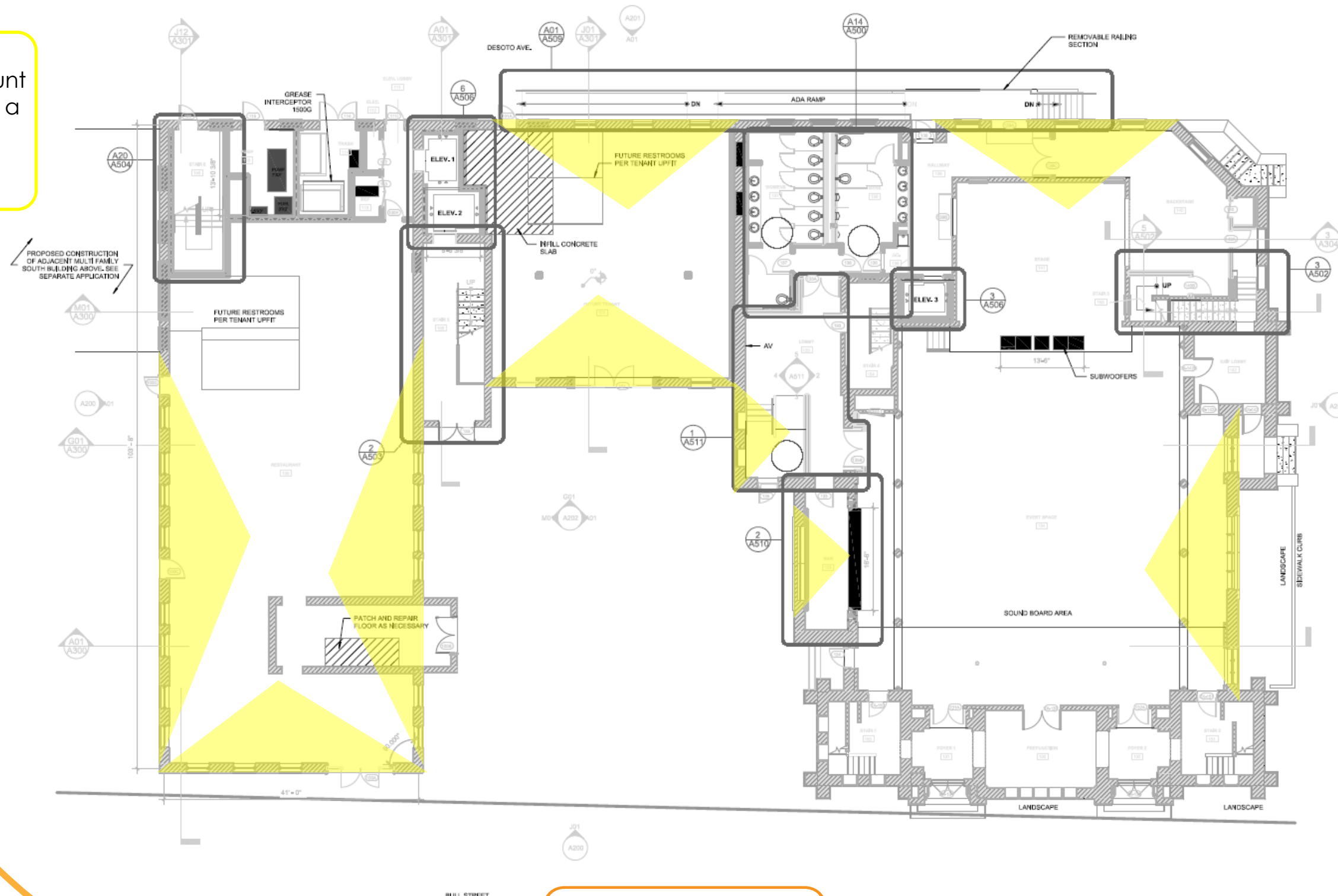
Light/Penetration, Sun Patterns/Thermal Gain, Passive Environmental Building System

LIGHT SOURCE:

- With the large amount of windows, there is a lot of natural light available for the interior space.

PASSIVE ENVIRONMENTAL BUILDING SYSTEMS:

- I assume the building is well insulated and is insulated well.

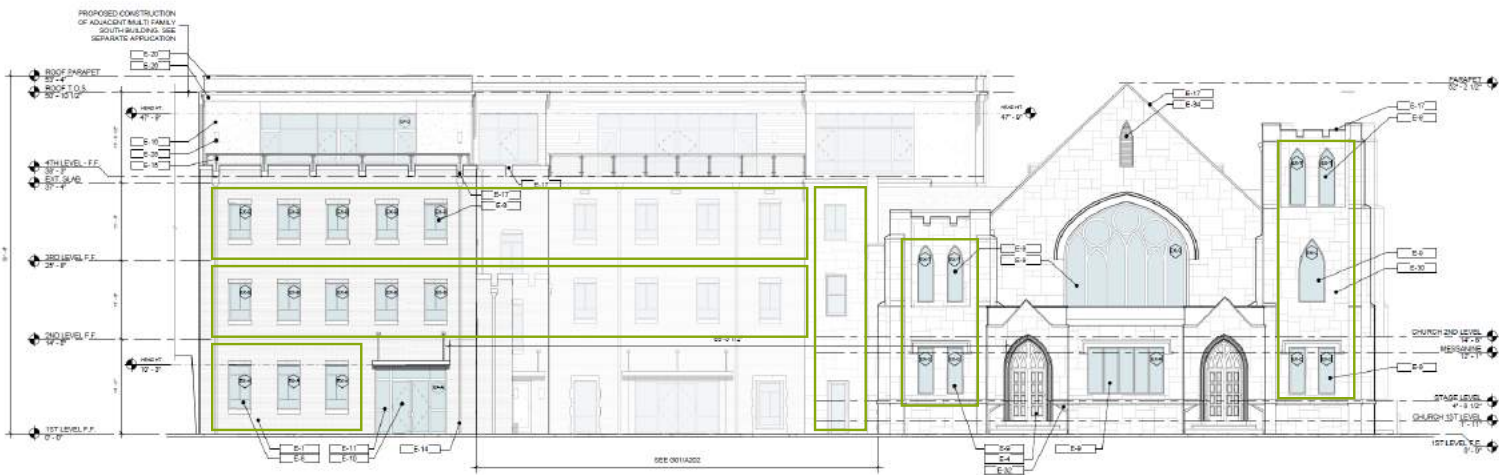


SUN PATTERN

SUN PATTERN
THERMAL GAIN:
- Most of the thermal gain will be gained by the front of the building.

SUN PATTERN

Building Envelope, Materiality Principles/Elements of Design



1/8" = 1' - 0"
EAST ELEVATION



1/8" = 1' - 0"
SOUTH ELEVATION

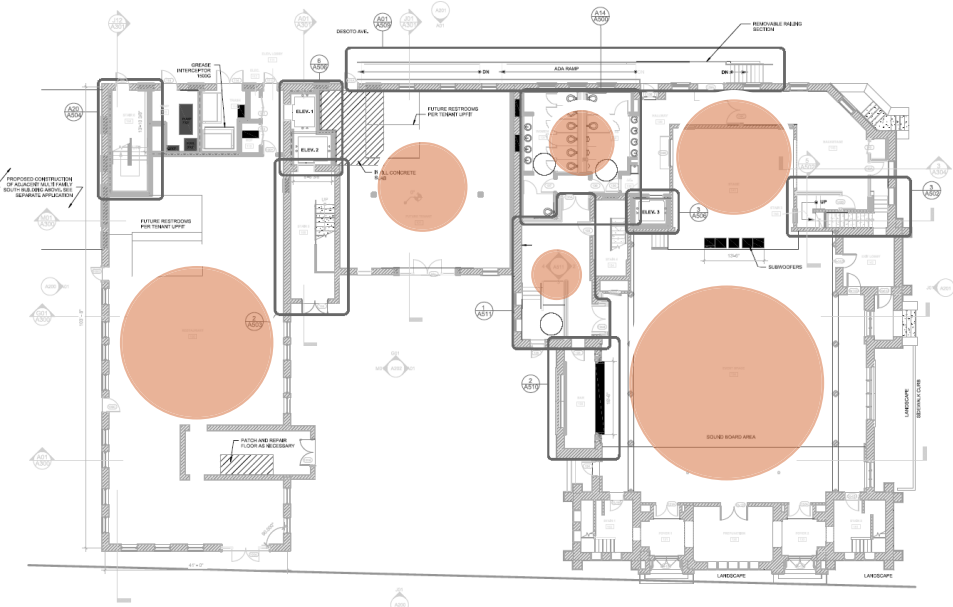
BUILDING ENVELOPE:
- All windows are symmetric horizontally and vertically.



1/8" = 1' - 0"
WEST ELEVATION



1/8" = 1' - 0"
NORTH ELEVATION



PRINCIPLES AND ELEMENTS OF DESIGN:
- The spaces are organized in a clustered layout.



EXISTING MATERIALITY:
- The exterior of the building is made of brick.
- The right side of the build is natural brick.
- The left side of the building is painted brick .

LEED Categories Specific to Project

WE Prerequisite: Indoor Water Use Reduction

WE Credit: Indoor Water Use Reduction

EA Prerequisite: Minimum Energy Performance

EA Credit: Optimize Energy Performance

EA Credit: Renewable Energy Management

MR Prerequisite: Storage and Collection of Reyclables

EQ Prerequisite: Minimum Indoor Air Quality Performance

EQ Credit: Enhanced Indoor Air Quality Strategies

EQ Credit: Low-Emitting Materials

EQ Credit: Thermal Comfort

EQ Credit: Interior Lighting

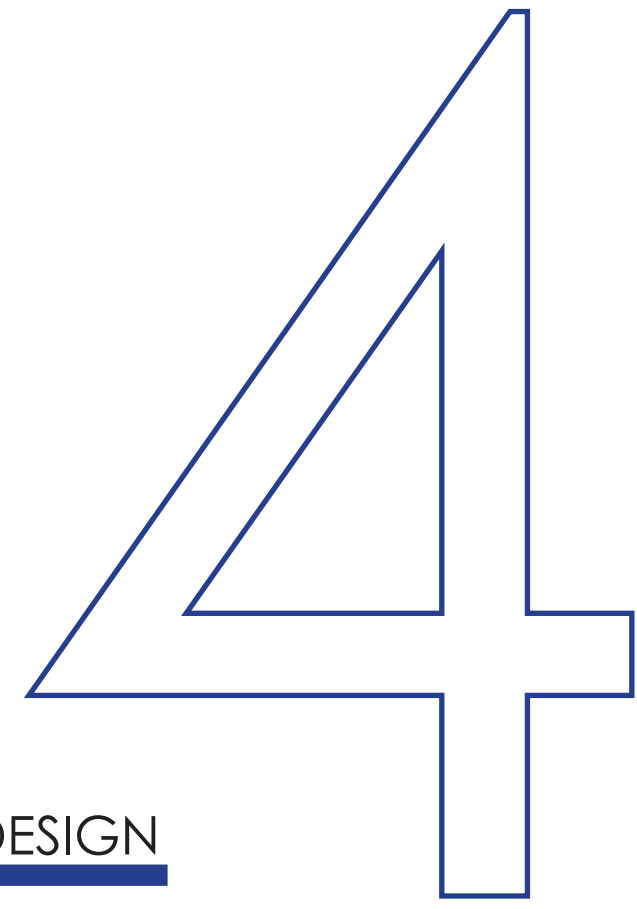
EQ Credit: Daylight

EQ: Acoustic Performance

IN Credit: Innovation

PHASE FOUR

STUDIES, CONCEPT, SCHEMATIC DESIGN



London pop-up store **Pass on Plastic**

Precedent Study 1



Decorated floor to ceiling with wallpaper depicting plastic waste to **SERVE AS A VISUAL REMINDER** to consumers of the growing problem of ocean plastic.

The temporary store was **INTENDED TO RAISE AWARENESS** of the use of single-use plastic products, which are ending up in the oceans.

The space led visitors to **SHOP ON ONE SIDE, VIEW THE GALLERY SPACE** on the other, then **MAKE THEIR MARK** in the middle

GALLERY open space for guests to view artworks by photographer Tim Atkins wthat are focused on depicting plastic pollution.

ACTIVITIES in this space is to promote the blue-neon lettering hanging that spells out the hashtag #PassOnPlastic, aiming to inspires guets to spread the message.

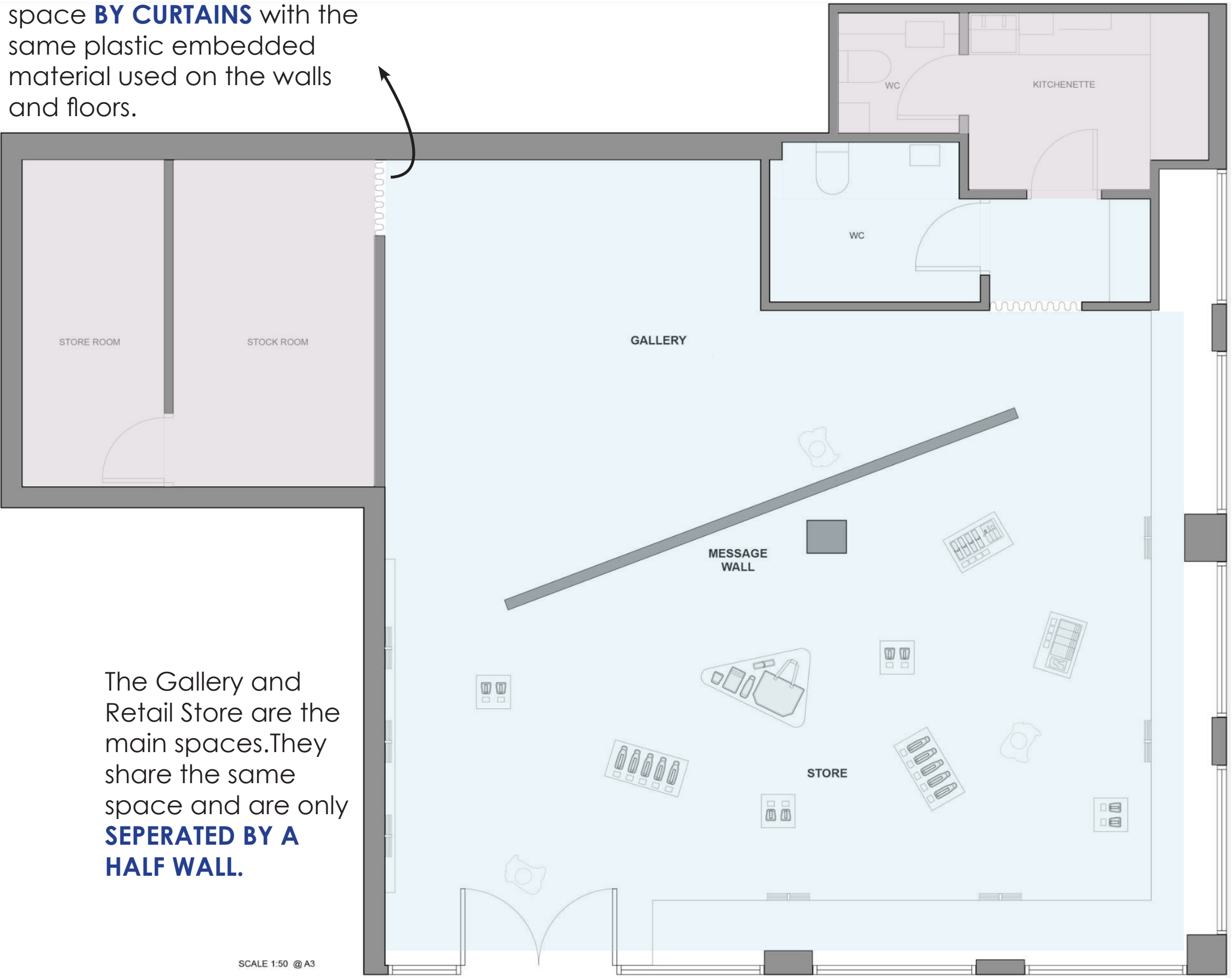
RETAIL space where consumers can purchase reusable alternatives for bottles, cups, cutlery sets, as well as beeswax food

wrapping. Blue-topped plinths dotted around the store were designed to invoke islands in an ocean, with products presented "like a premium item" on the top.

ACTIVITIES in the retail space include a white wall headlined at the top with Message Without A Bottle, where visitors were invited to commit their pledge against single-use plastics, written on the wall for future passers through to read.



Secondary **SPACES SEPERATED AND LINKED** to the main space **BY CURTAINS** with the same plastic embedded material used on the walls and floors.



This business set up the spaces in a **CLUSTERED LAYOUT** because there is a main space and other smaller spaces grouped in the back corners of the business.

The Gallery and Retail Store are the main spaces.They share the same space and are only **SEPERATED BY A HALF WALL.**

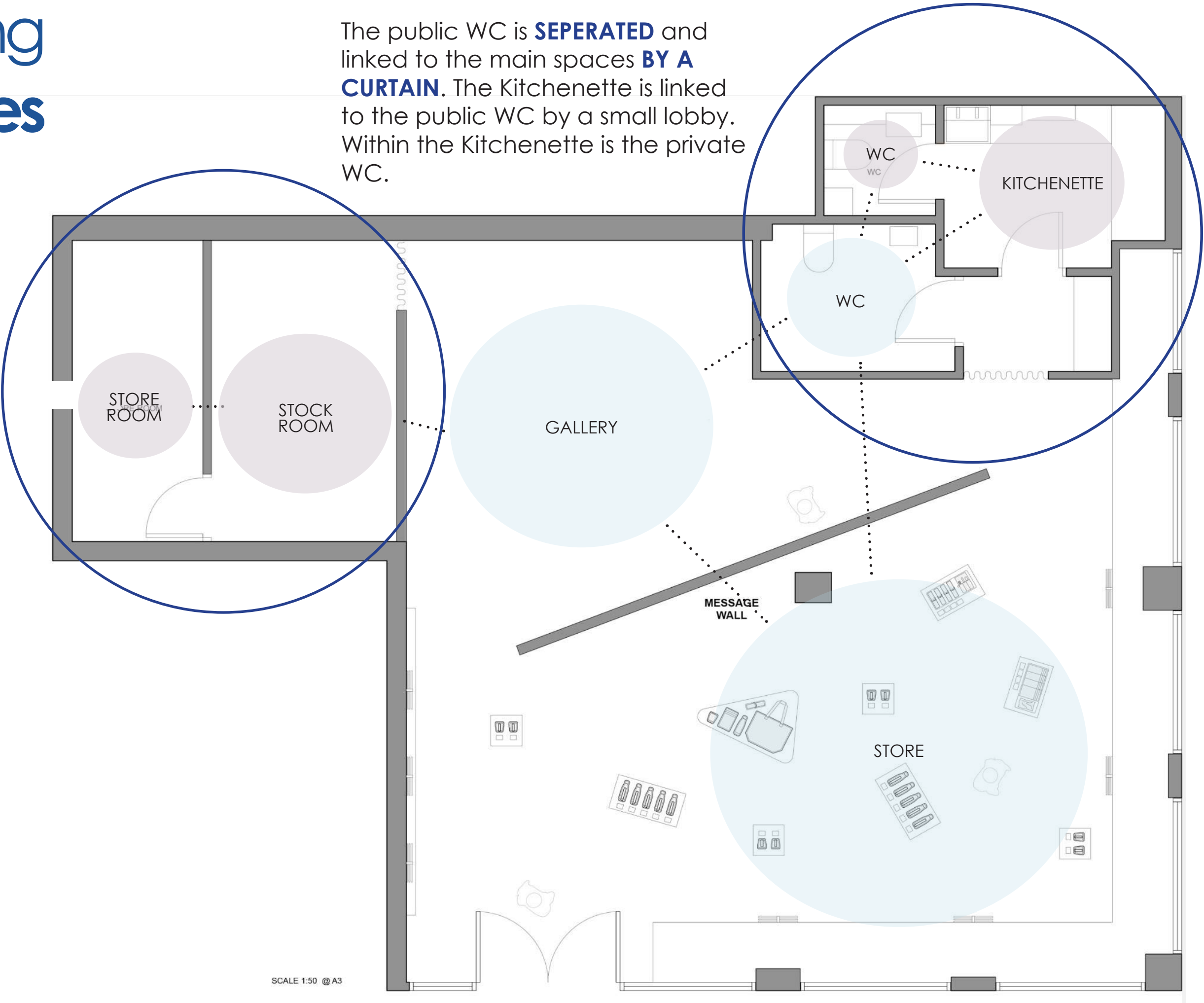


- PUBLIC SPACES
- PRIVATE SPACES

Interlocking Spaces

The public WC is **SEPERATED** and linked to the main spaces **BY A CURTAIN**. The Kitchenette is linked to the public WC by a small lobby. Within the Kitchenette is the private WC.

The Store Room is **WITHIN** the Stock Room.





DIAGONALL WALL in the center of the main space is a **CREATIVE** way to seperate the large space into two. It is **REFRESHING** and it doesn't seem as if one is in a gallery because the walls are not traditional right angles.



ARRANGEMENT OF PLINTHS offer **A METHOD OF CIRCULATION** to flow well and are positioned with enough space in between to allow room for visitors to walk comfortably around them.

THE RETAIL STORE is positioned next to the **WINDOWS THAT FACE THE STREET**. This is the best location for this space to be shown off to those passing by.

San Francisco Restaurant Radhaus

Precendent Study 2

Radhaus is a **BEER HALL** and Bavarian **RESTAURANT** located in the Bay Area's historic Fort Mason Centre for Arts and Culture, which **FORMERLY HOUSED A MILITARY BASE.**

“The entry is emphasized by a pair of large steel and glass pivot doors with red-coloured frames.”

Restored tall, steel sash-**WINDOWS** offer extensive views of the bay to **CREATE AN INTERRUPTED CONNECTION** between the hall, street and waterfront.

“The massive logs, take on a visceral presence; their scale and rawness set against a backdrop of polished concrete, the tile-clad ‘beer organ’ and panoramic views prompt a sense of awe,” Envelope A+D said.”

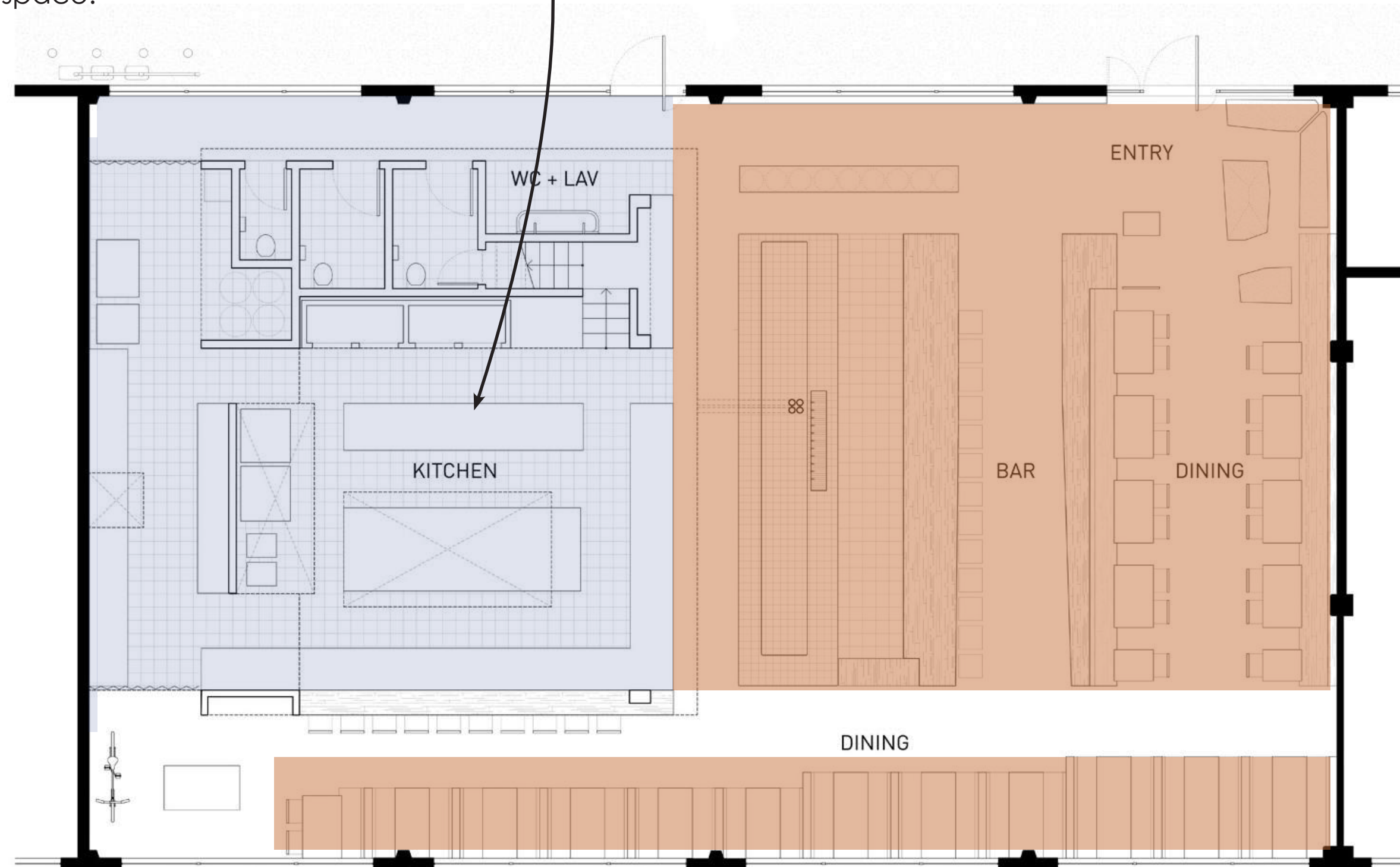




Building and historic preservation codes required the team to conserve the facade and roof, so the **KITCHEN'S MECHANICAL EQUIPMENT**, including the range hood and refrigerator are **SITUATED INSIDE LARGE WHITE "SHED"** designed by Envelope A+D for the space.

"It is intended to evoke the kind of ad hoc structures that get constructed for office and storage uses in big open bay structures such as this, lead architect Douglas Burnham said."

This business set up the spaces in a **BALANCED LAYOUT** because it is one large space split in half so the kitchen is on the left side while the bar and dining is on the right side and along the side of the building facing the windows.



- PUBLIC SPACES
- PRIVATE SPACES



SEPERATION OF SPACES

The kitchen is seperated by the rest of the space by curtains and by a bar. The rest of the space is the Bar and Dining which is left open with clear circulation for the users.

SPACE WITHIN A SPACE

The kichen is its own space while the Bar is within the Dining space. Ther is no curtain or wall seperating them into two spaces.



KITCHEN

Rising three storeys, the kitchen is housed on the **GROUND LEVEL** featuring a floor covered in a matte-black textured ceramic tile.

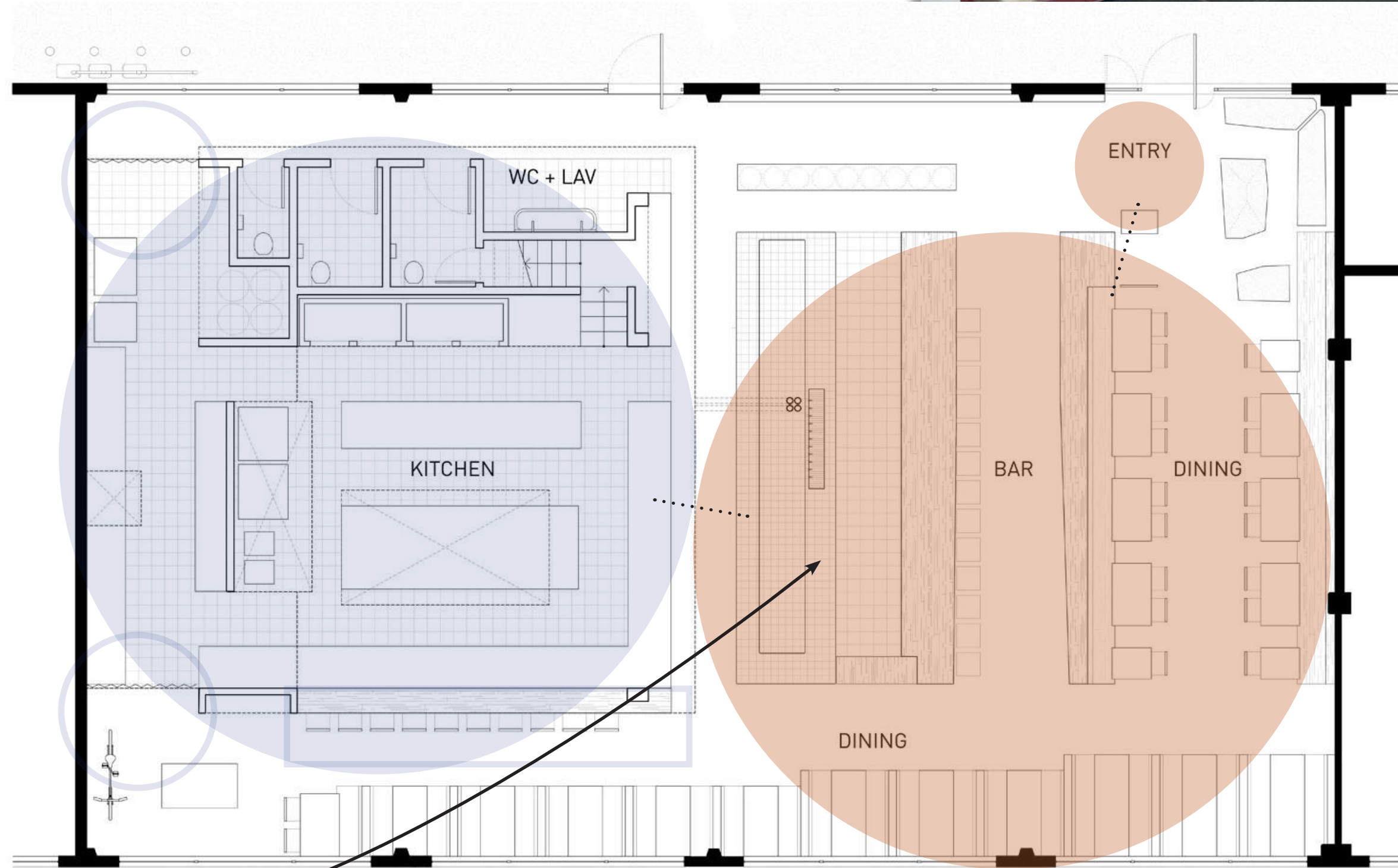
STORAGE SPACE & OFFICE

Located on the **SECOND FLOOR**, with room for the mechanical and air-conditioning equipment on the third level.

BEER HALL

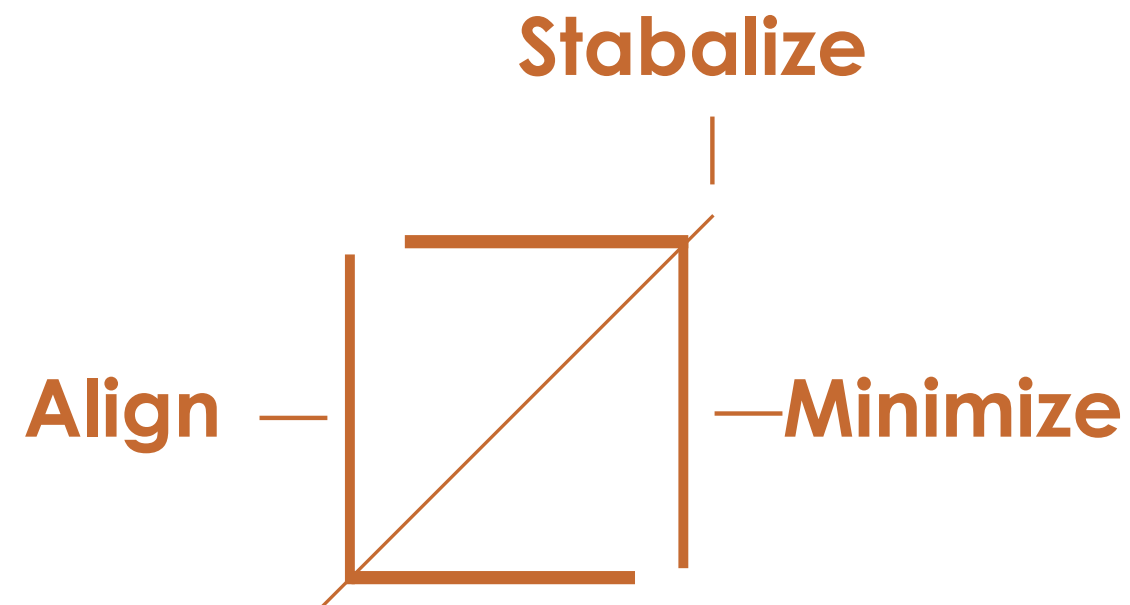
The centre is marked by this so-called "beer organ" – a structure covered in white tiles that is used to provide refrigeration for the beer kegs.

The handles are made with found objects, that include a screwdriver, drawer knobs and a pipe. This playful **ELEMENT FOLLOWS DROOG STYLE**, an aesthetic that makes use of found objects.



Concept

Plastic is like the unnecessary part of a photo that one would crop out.



Created only for convenience but is NOT necessary.

Much like how plastic is unnecessary, the excess of the photo is too because the focus is needed to be shifted somewhere else.

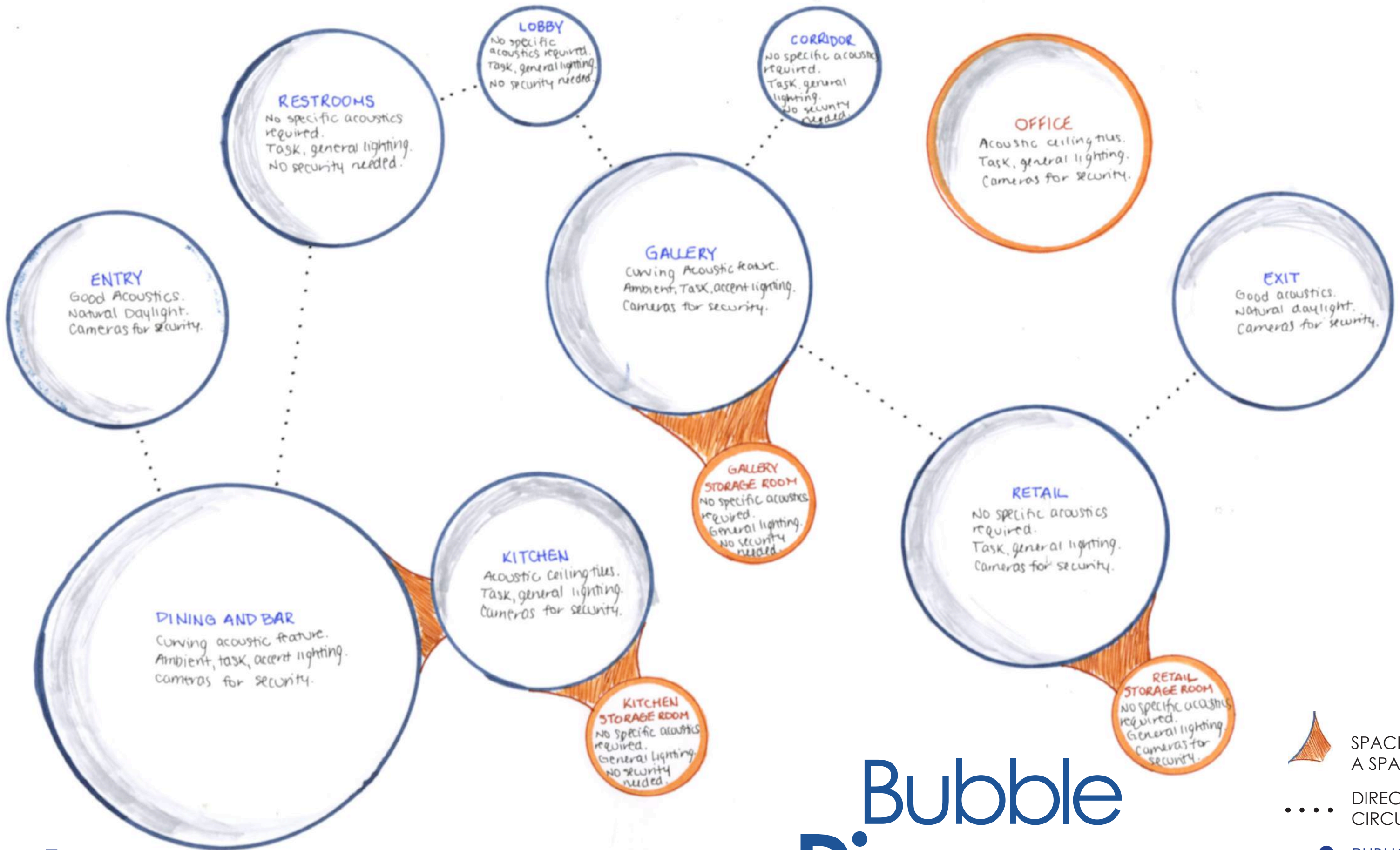
In the space to be designed, the focus will be shifted towards how one can crop plastic from their life and use sustainable alternatives instead.



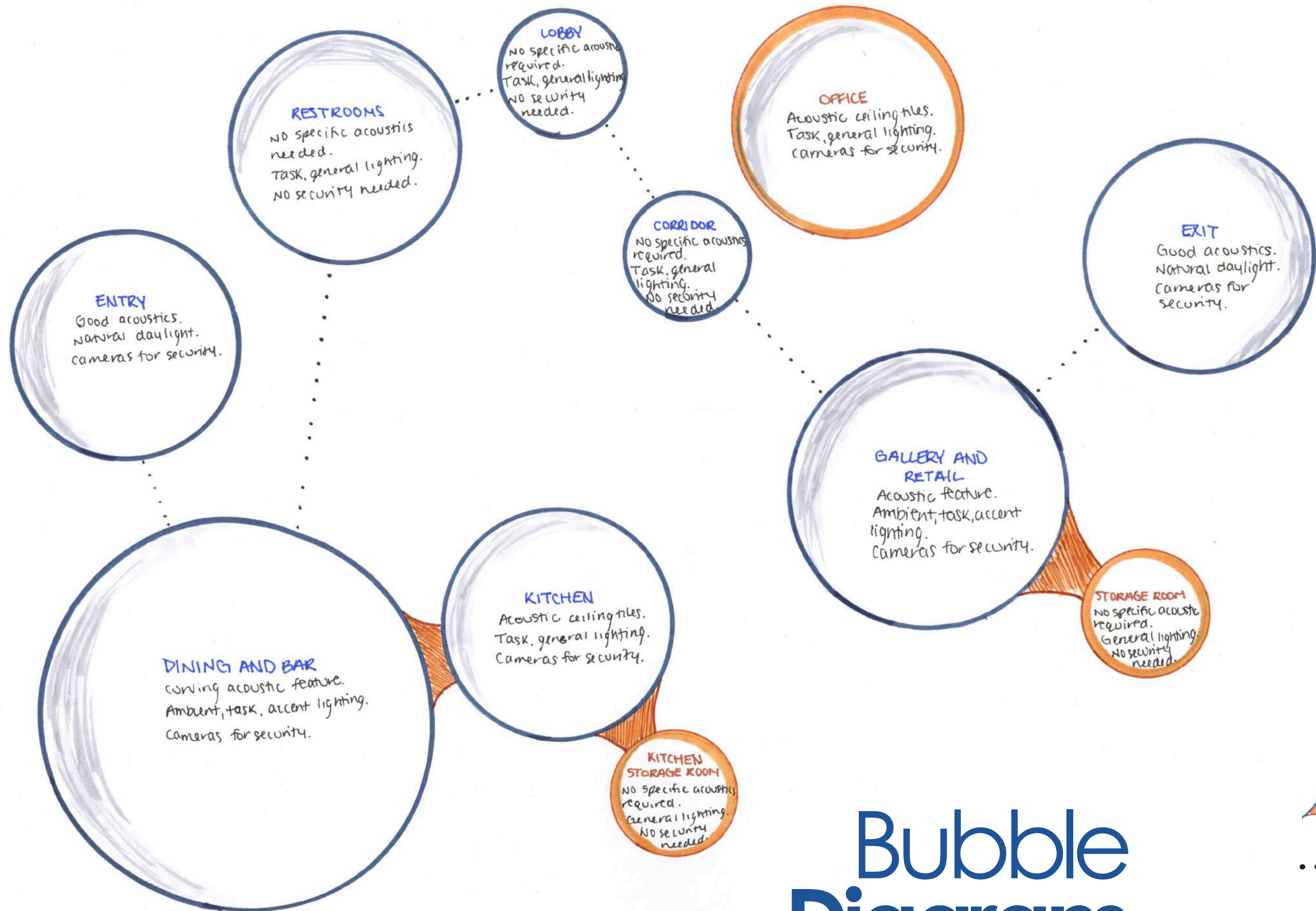
Program	
Project	Transparent Plastic Free Restaurant
Location	1298 Bull Street, Savannah, GA, 31401 USA
Date	1.15.20

Savannah College of Art and Design
Interior Design Studio V
INDS-470-05
Professor DJ. Caudle
Alex Copp





Building One		SF	Qty	NET SF	FF&E												Special Environmental Needs/ Considerations					Comments																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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	Virtual Reality	346	1	346	4 plinths				1 long rectangular dining table				2 large, 6 medium square dining tables				74 chairs				29 tables		8 booths		All sustainable material					2 panel TV screens																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							



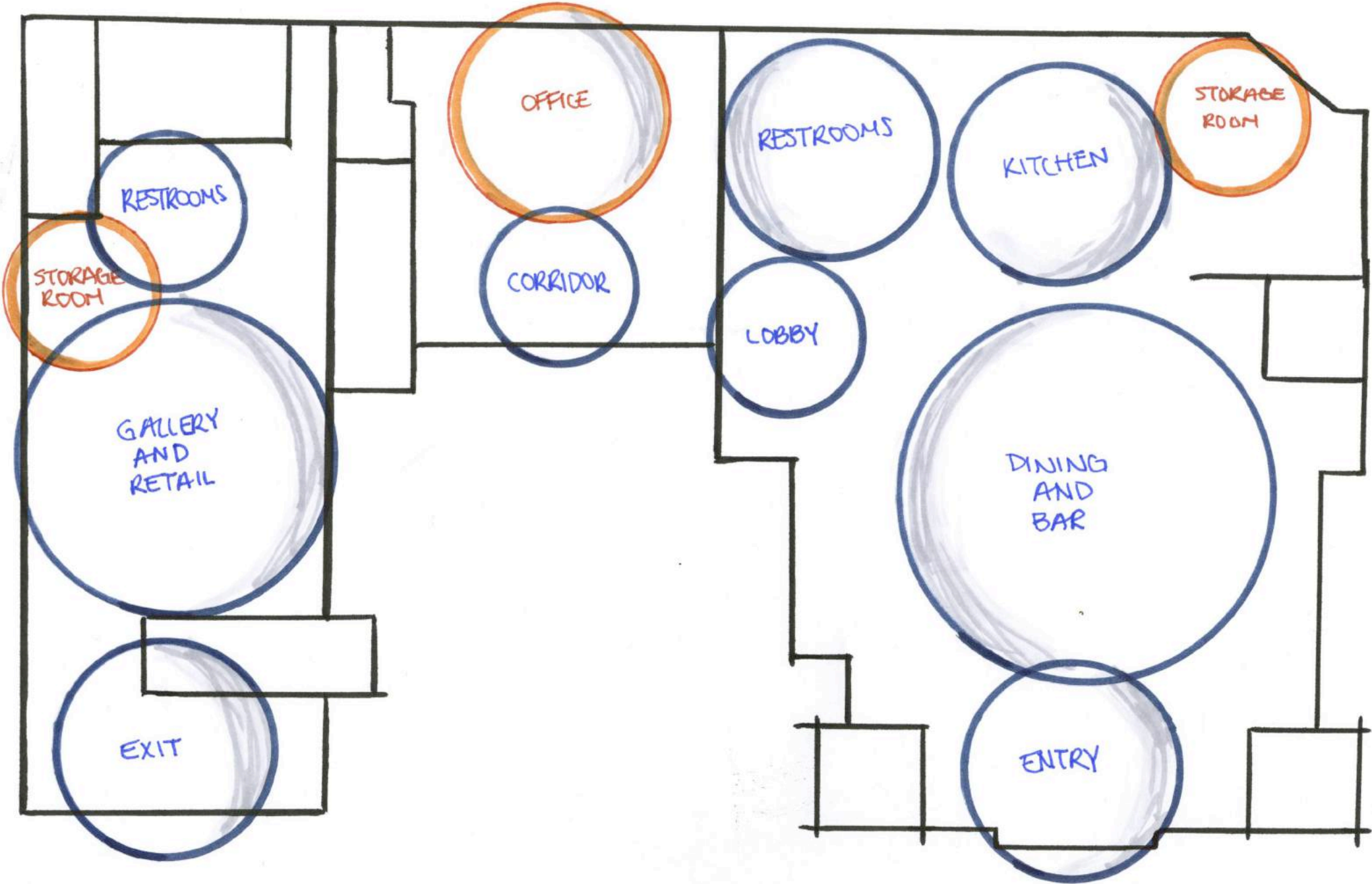
Bubble Diagram



Bubble Diagram

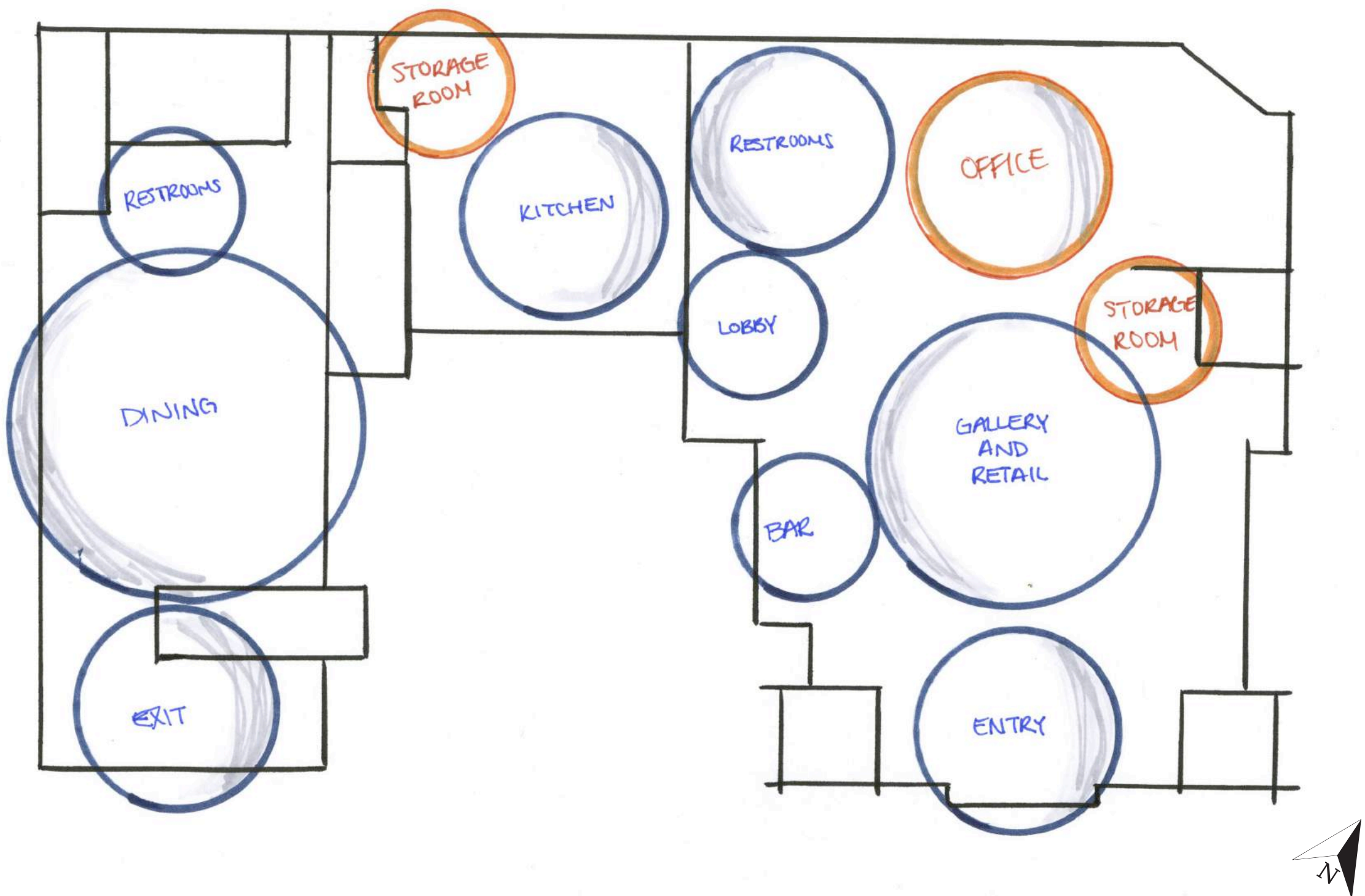
-  SPACE WITHIN A SPACE
-  DIRECT CIRCULATION
-  PUBLIC
-  PRIVATE

Footprint Diagram

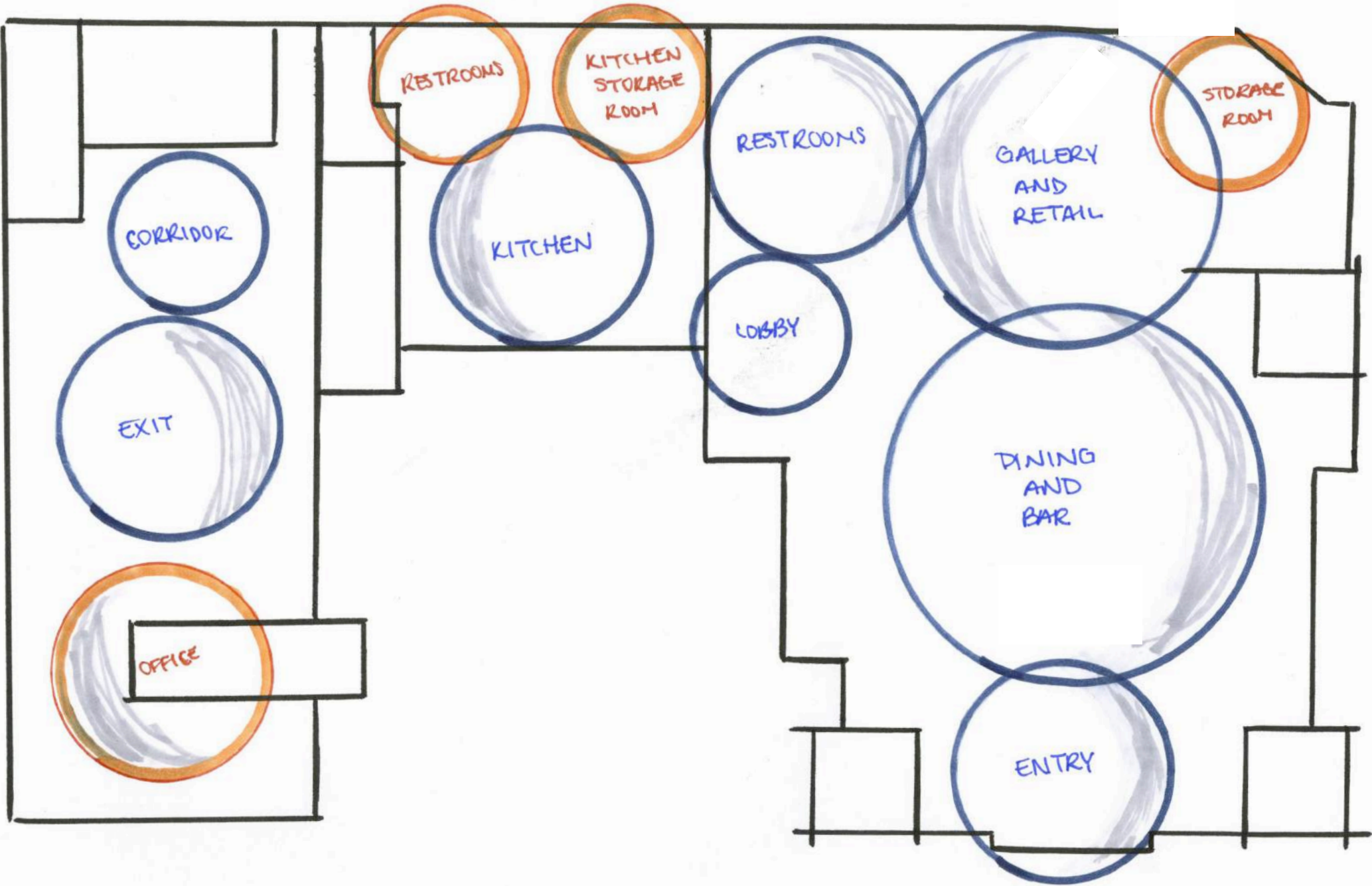


- PUBLIC
- PRIVATE

Footprint Diagram

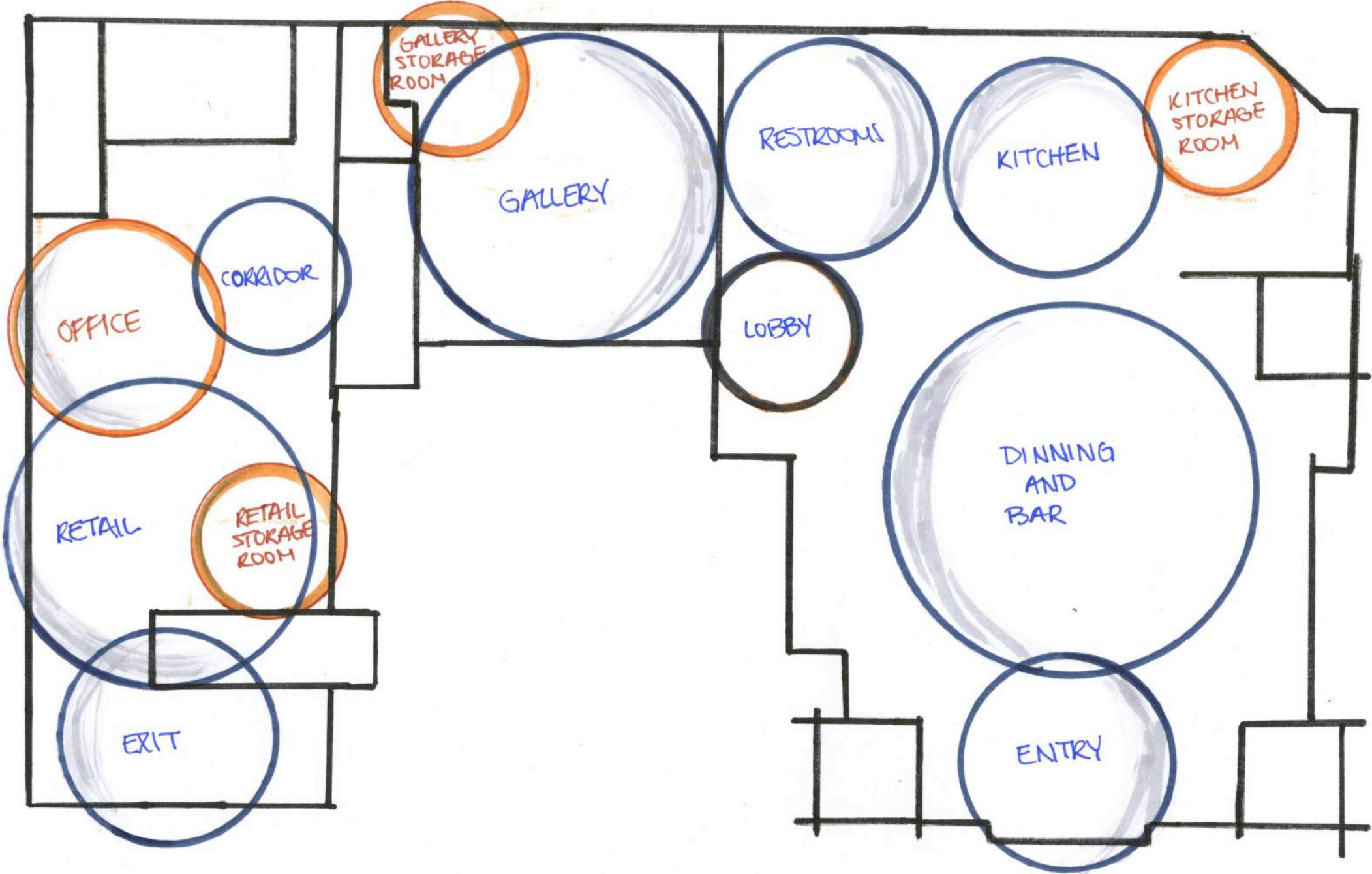


Footprint Diagram



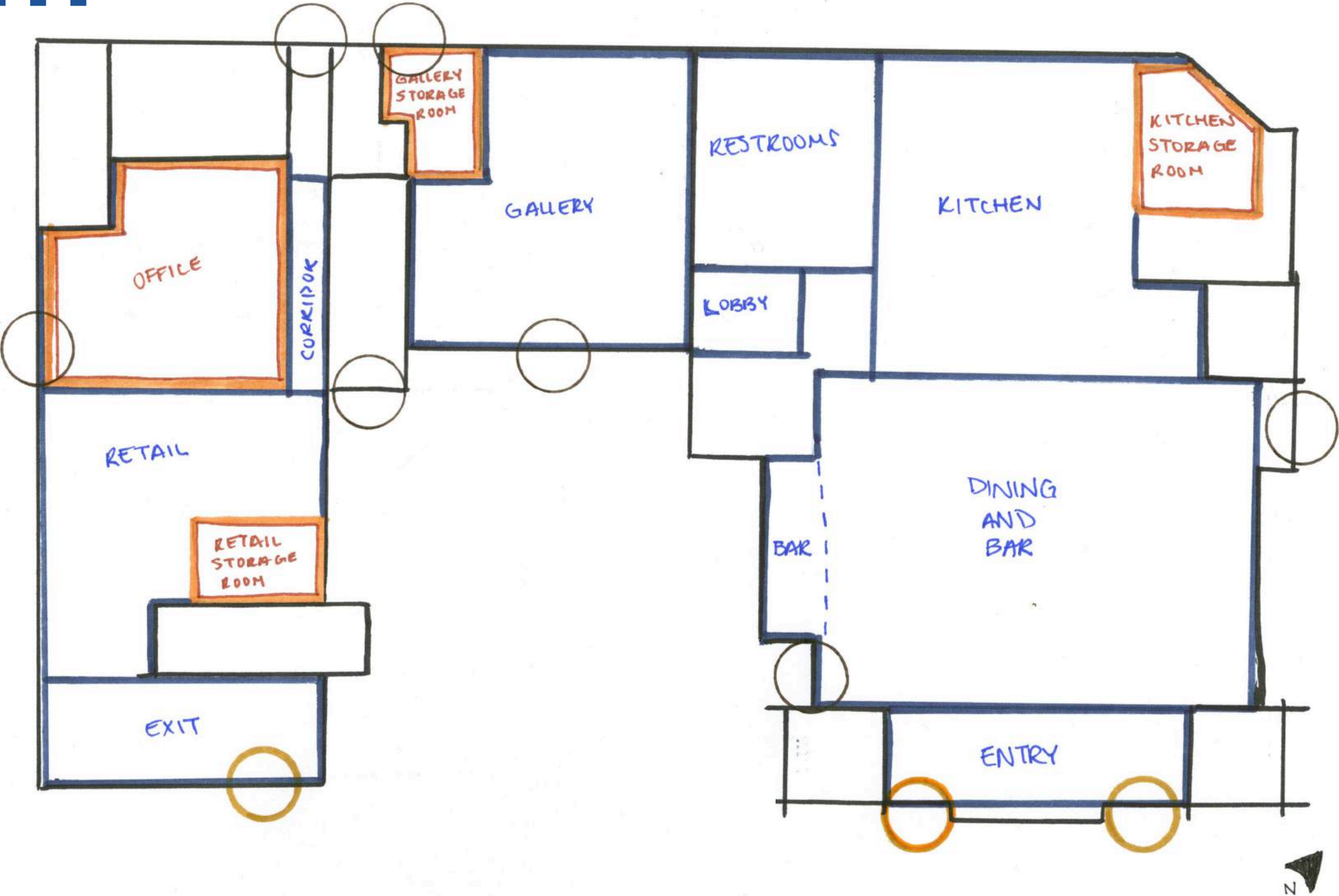
- PUBLIC
- PRIVATE

Footprint Diagram

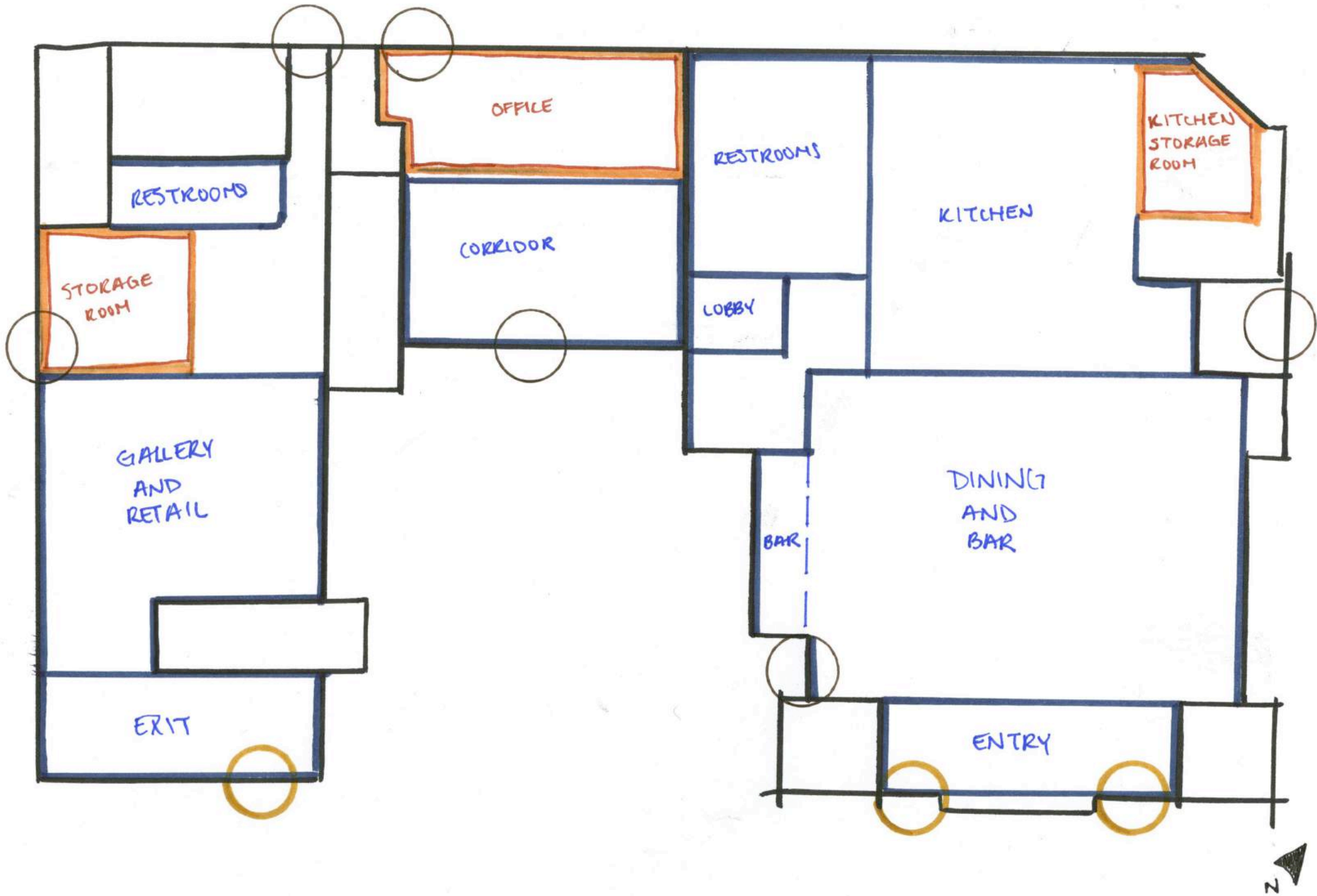


- PUBLIC
- PRIVATE

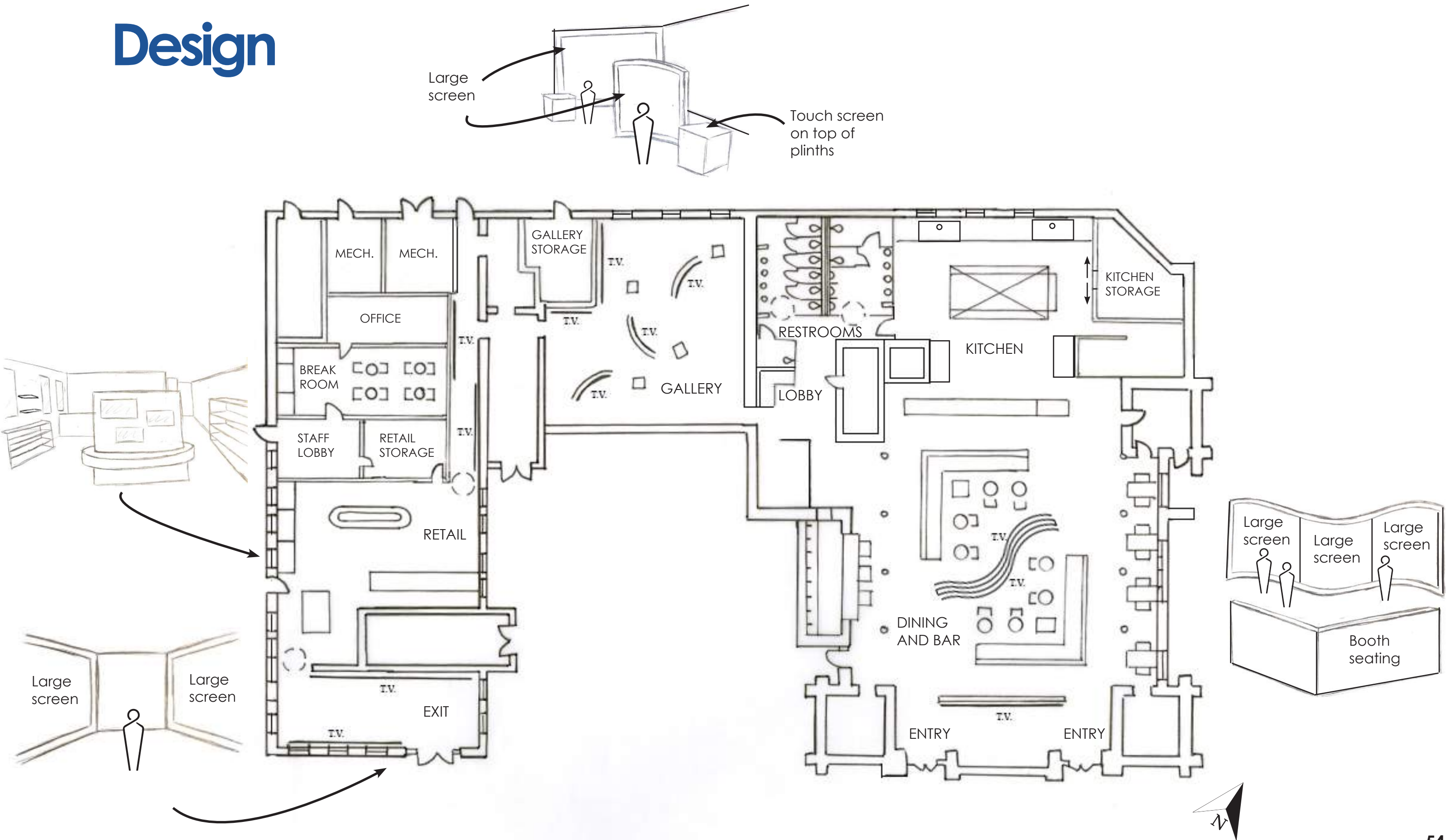
Block Diagram



Block Diagram



Schematic Design



PHASE FIVE

EXPERIENCES, APPLICATION, PLAN



Key Values

Quick and Accessible

People who like a fast passed experience.

Relatability

Experiences can be easily experienced by people of different ages.

Education

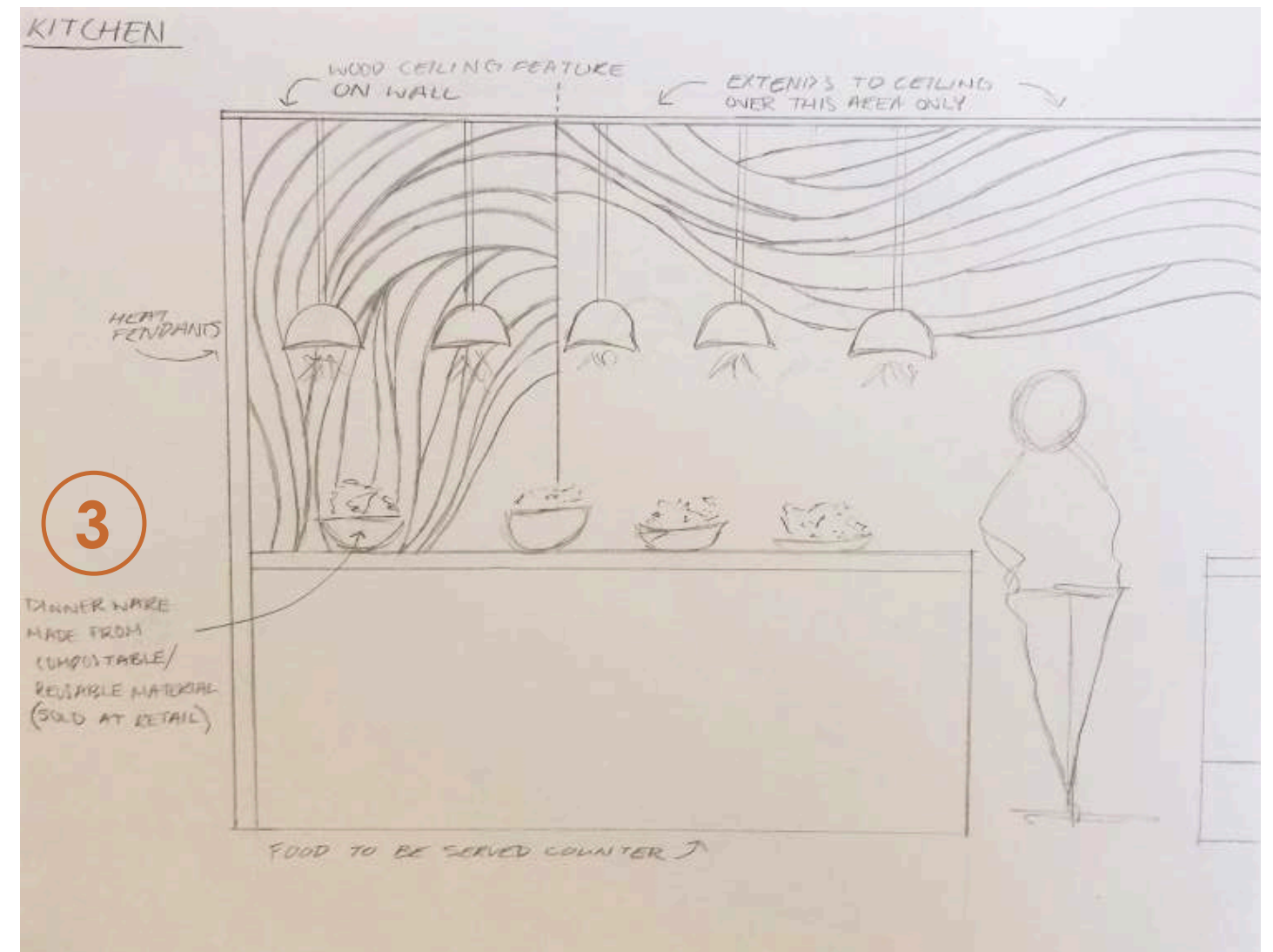
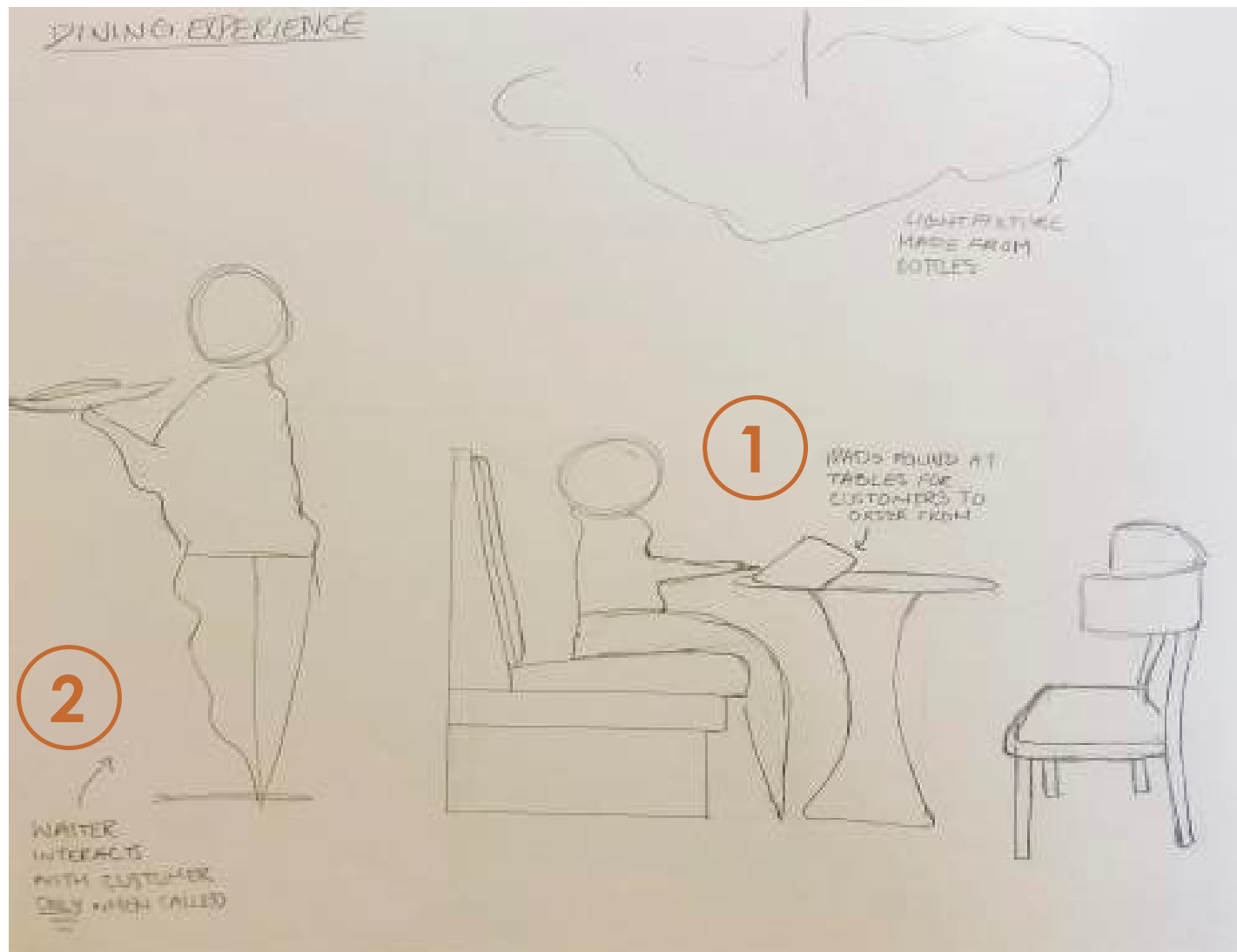
Learning importance of alternatives and current issues.

Application

Knowing that there are better choices and acting on them. Making small changes will make a big impact.

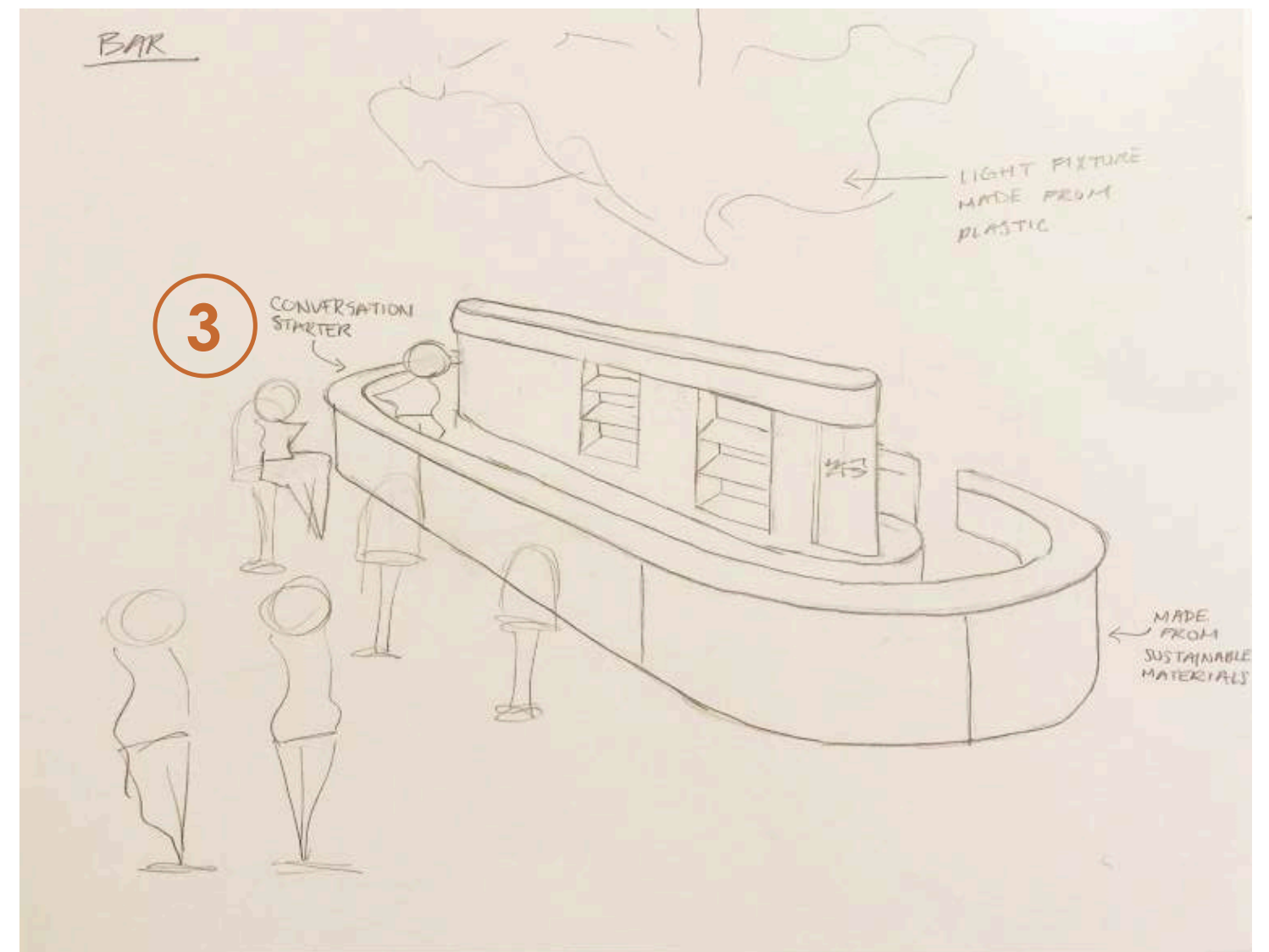
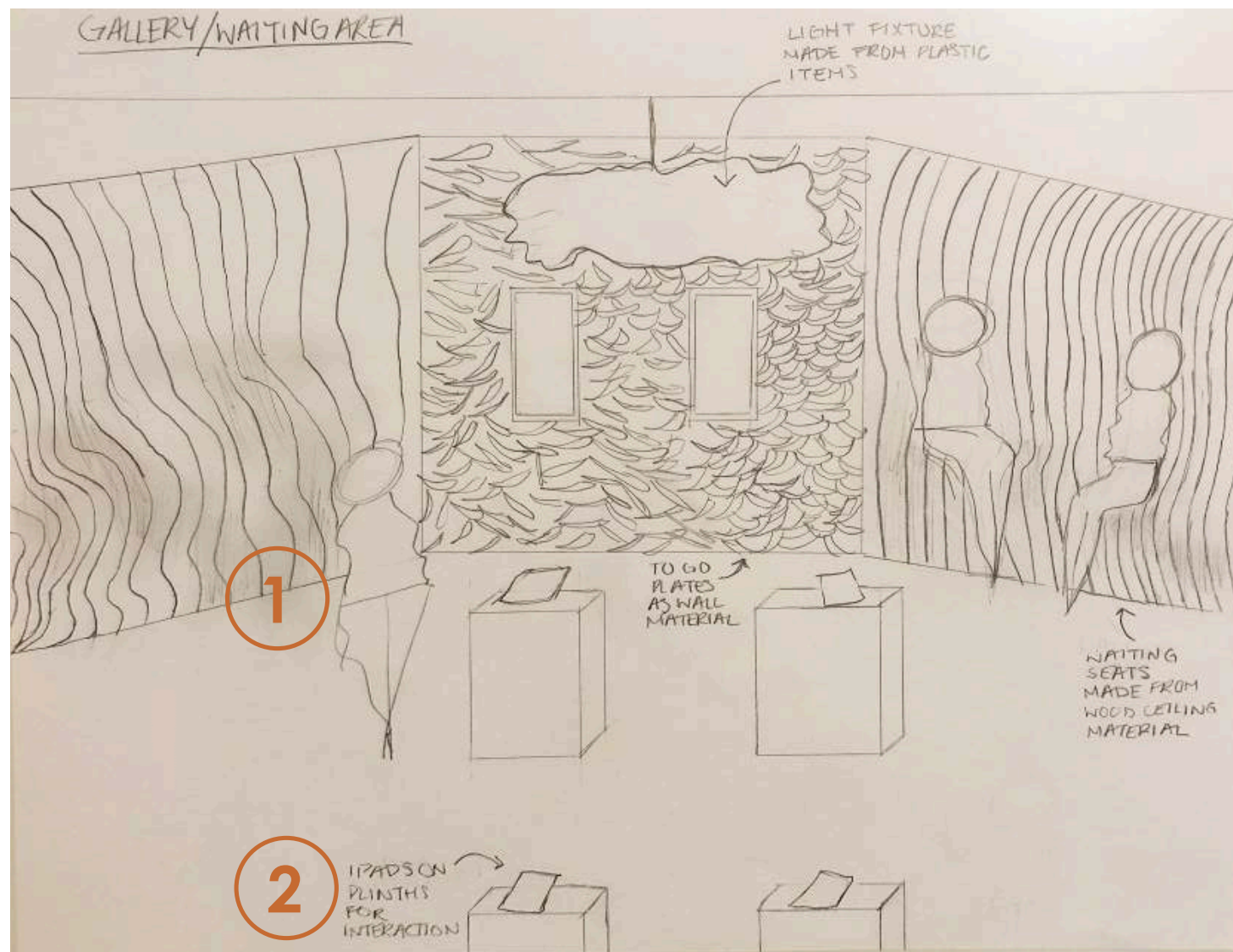
Quick and Accessible

1. iPads provided at dining tables for customers to order food at their leisure.
2. No typical waiters continually visiting customers.
3. Dinner ware is compostable and reusable.



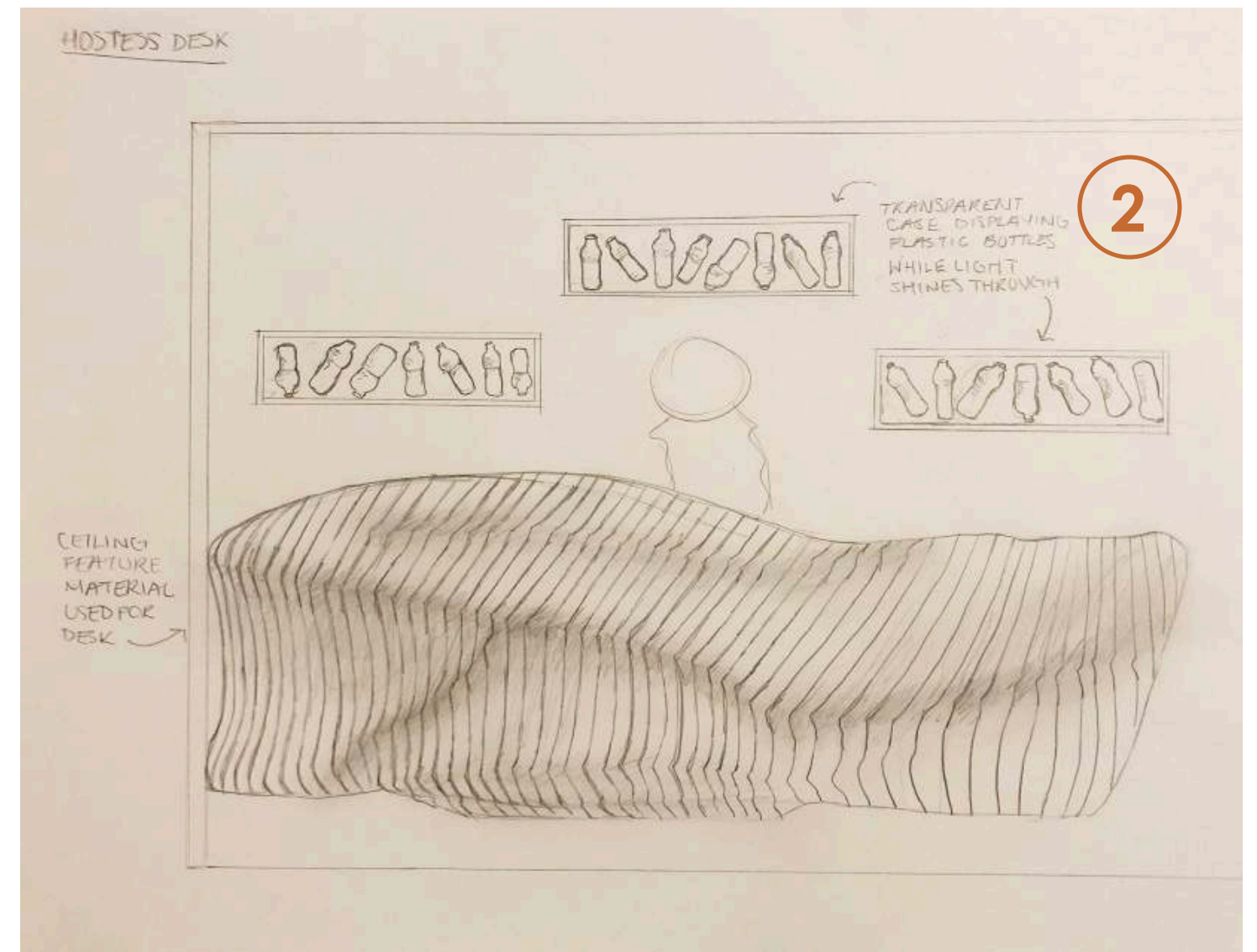
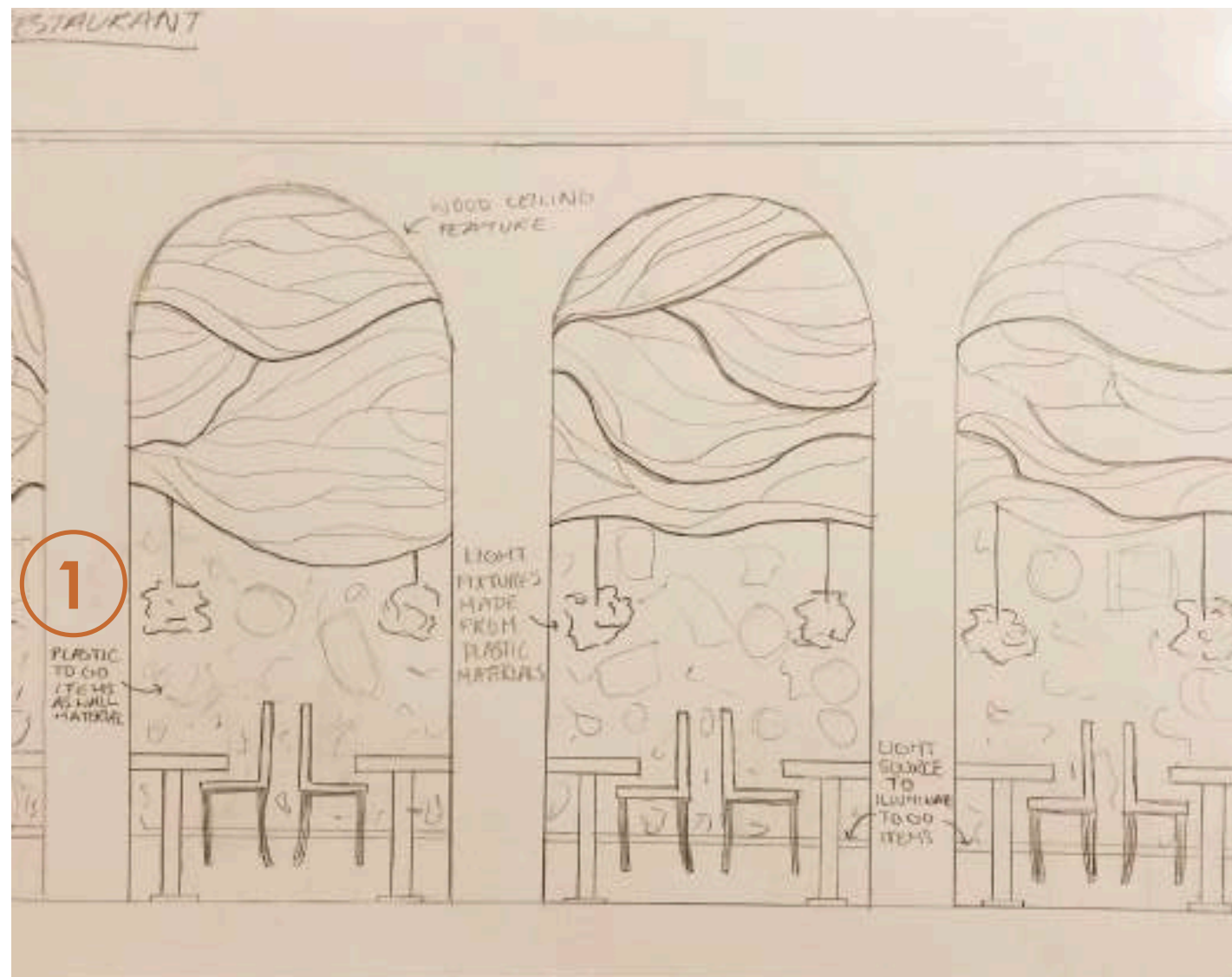
Relatability

1. Gallery appeals to those that learn by viewing.
2. Gallery IPads teaches those who learn through interaction with technology.
3. Bar appeals to those who enjoy socializing and sharing a drink while conversing about the movement.



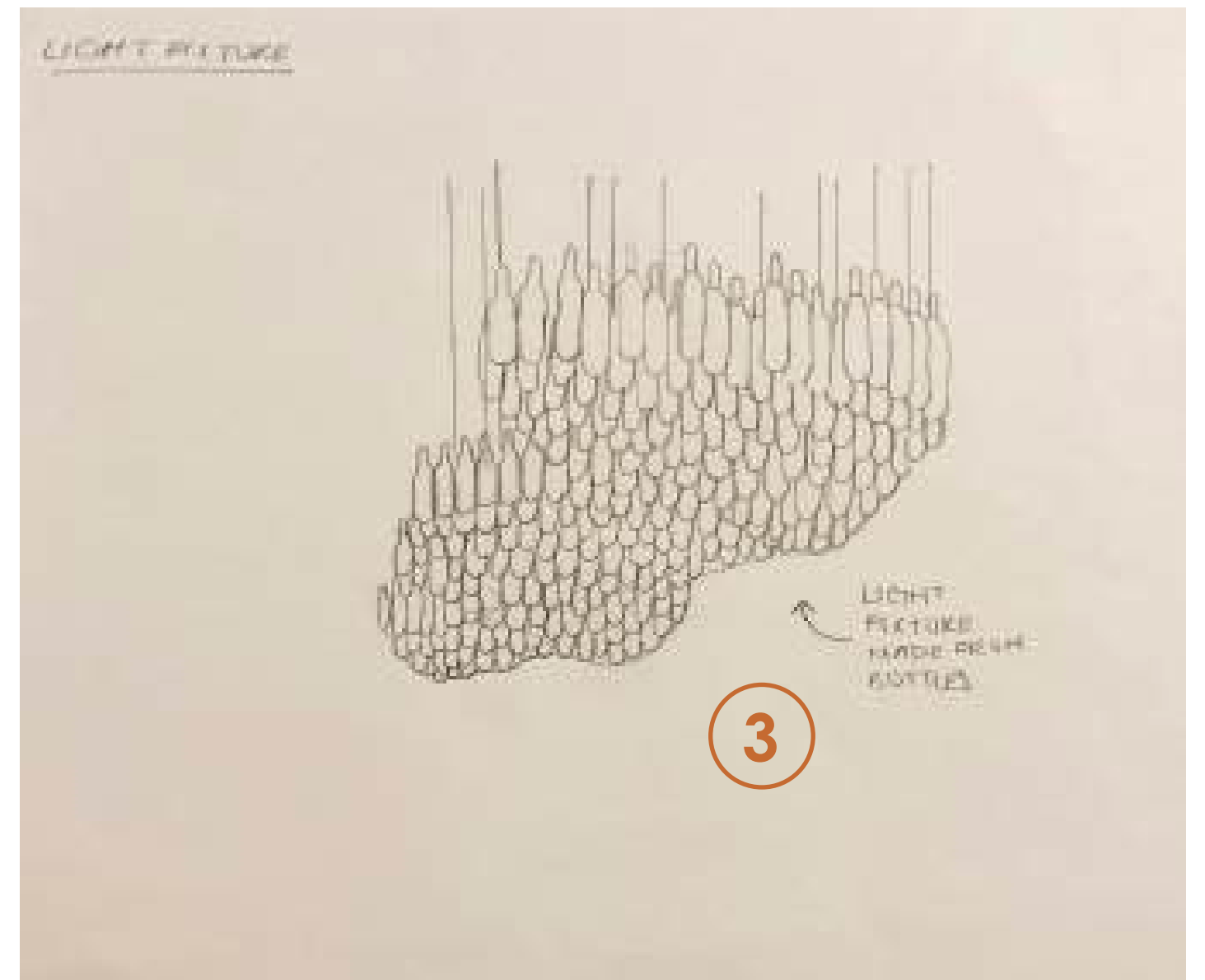
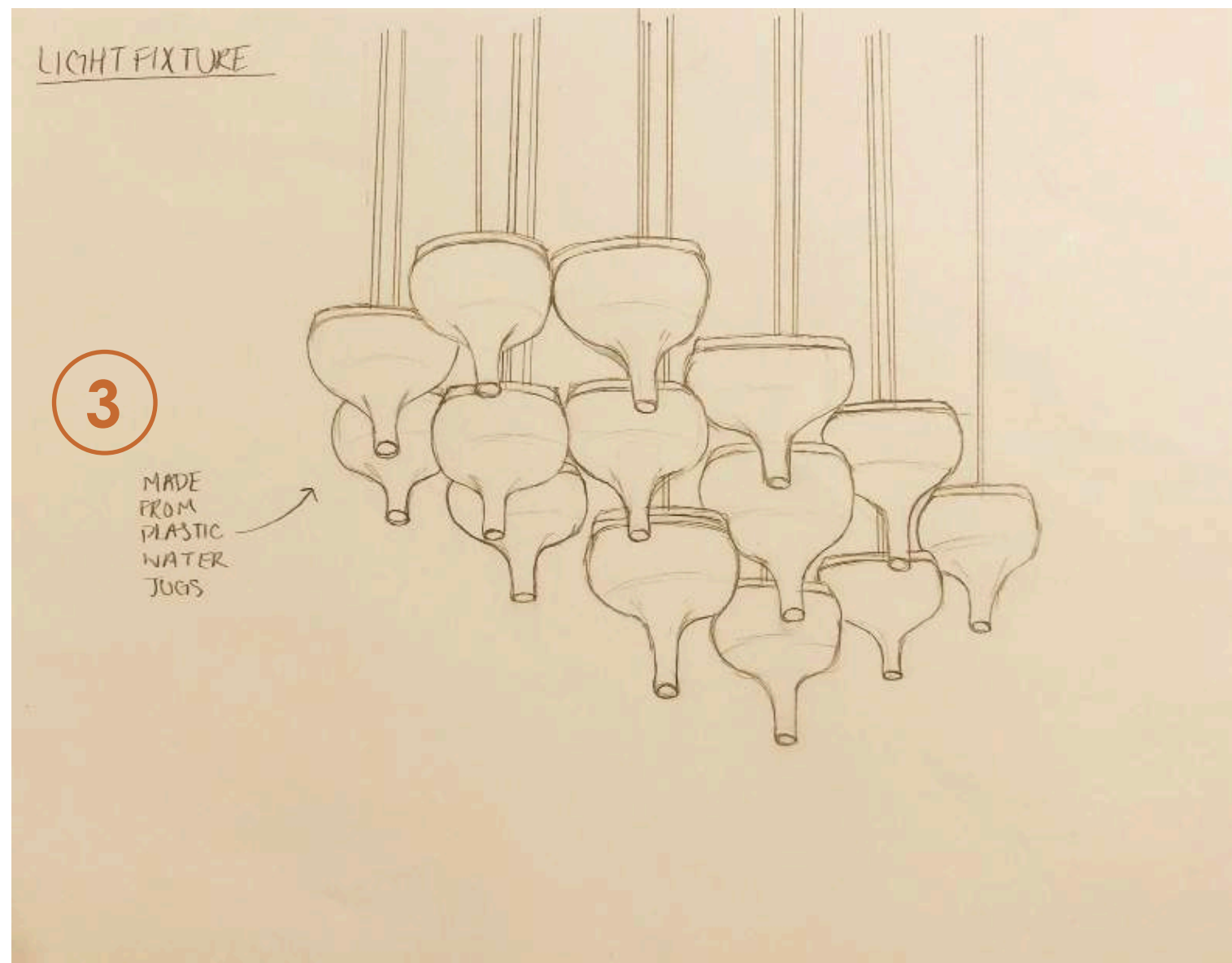
Education

1. Plastic to go items is used as wall material to show how much plastic is being wasted.
2. Plastic items displayed as soon as the customer enters to start conversation and wonder.
3. Light fixtures continue to educate how much plastic is being wasted.



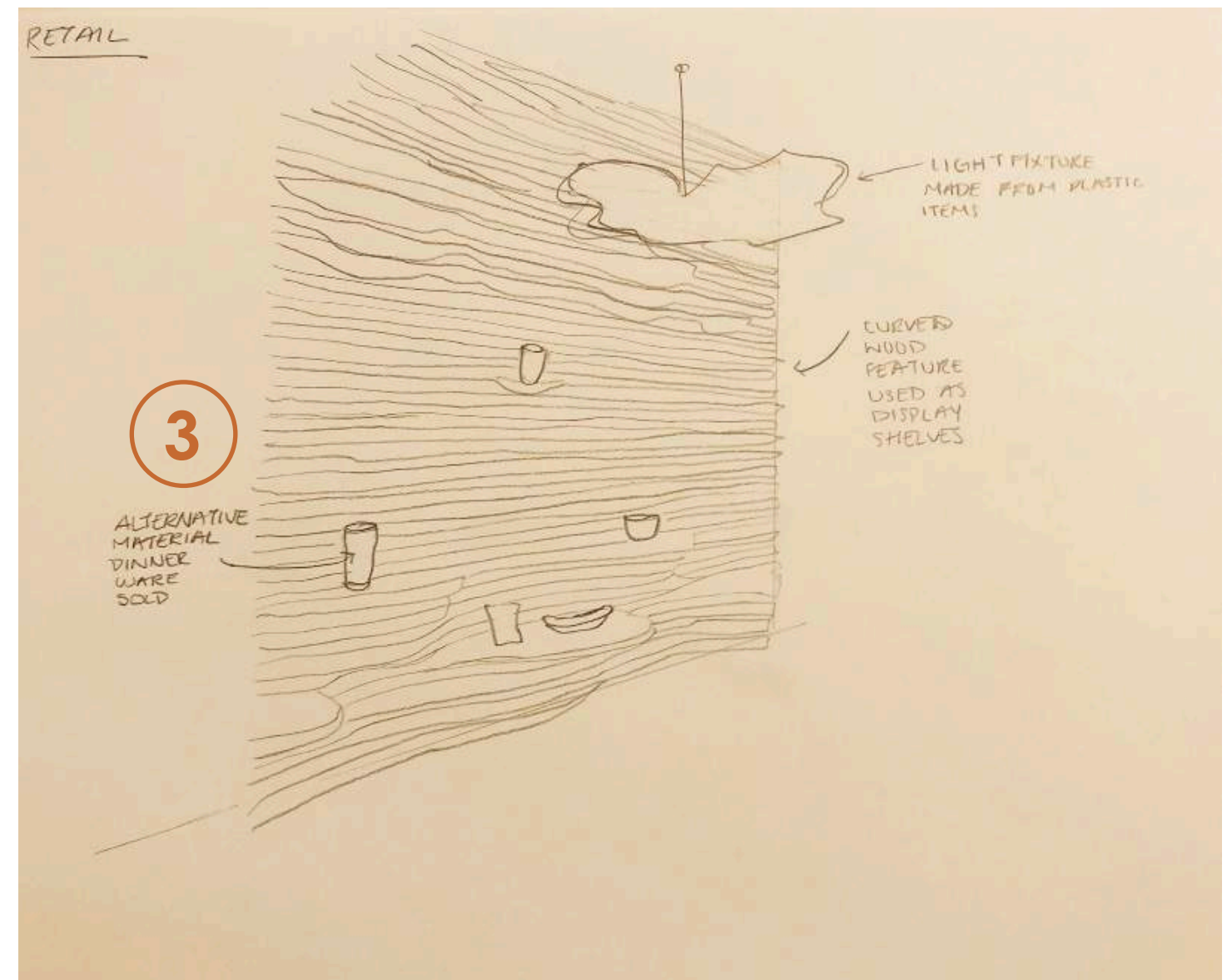
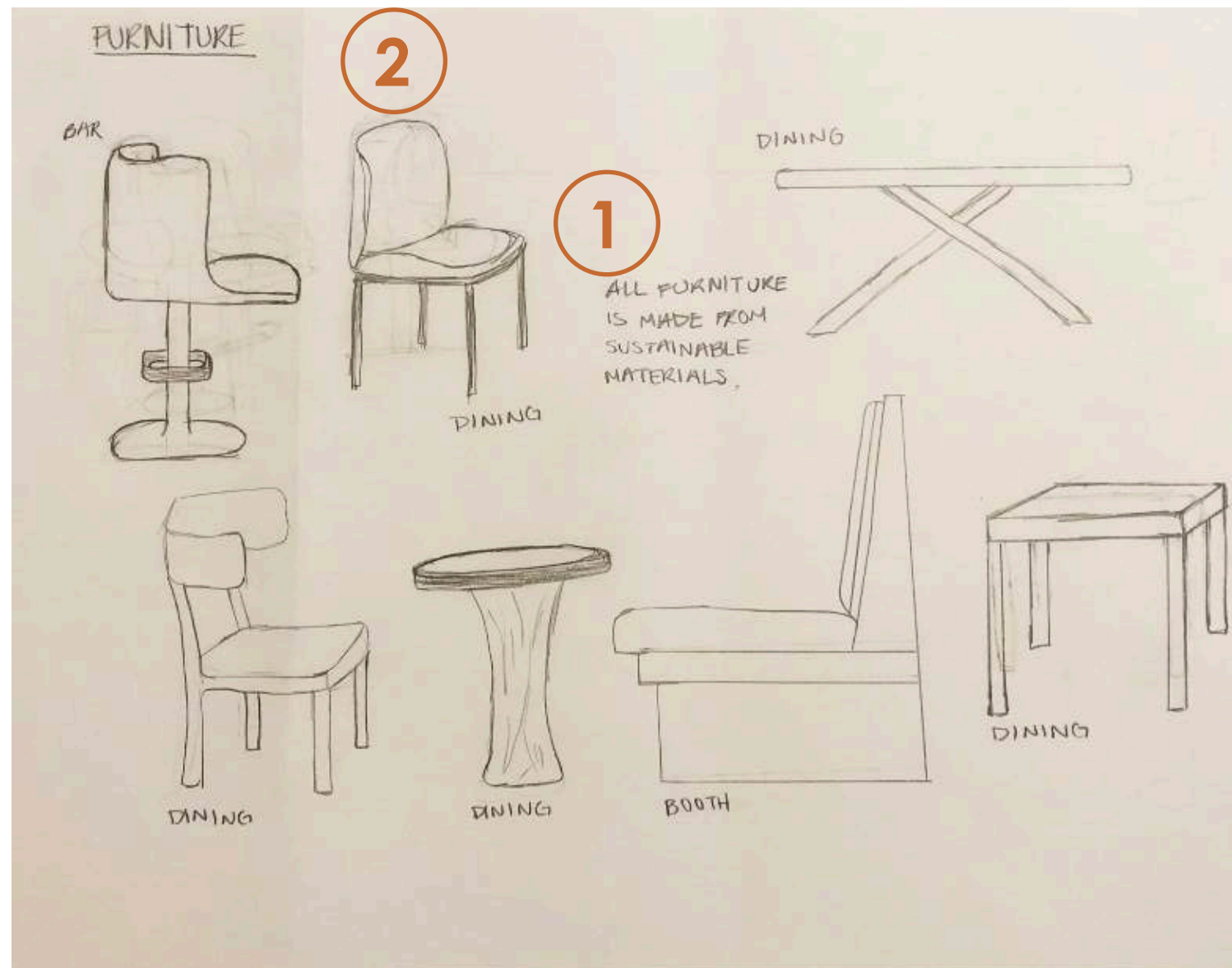
Education

1. Plastic to go items is used as wall material to show how much plastic is being wasted.
2. Plastic items displayed as soon as the customer enters to start conversation and wonder.
3. Light fixtures continue to educate how much plastic is being wasted.



Application

1. Sustainable furniture can be used and purchased by anyone.
2. Alternatives to plastic are easy to apply to day to day life.
3. Alternative to plastic dinner ware is sold at the retail.



Lighting Application

Focusing on what is important.

Natural Light

will be one of the ambient sources of light especially on the left side of the building.



Custom Light Fixtures

will be one of the ambient sources of light to dramatically show how much plastic is being thrown away.



Pendants

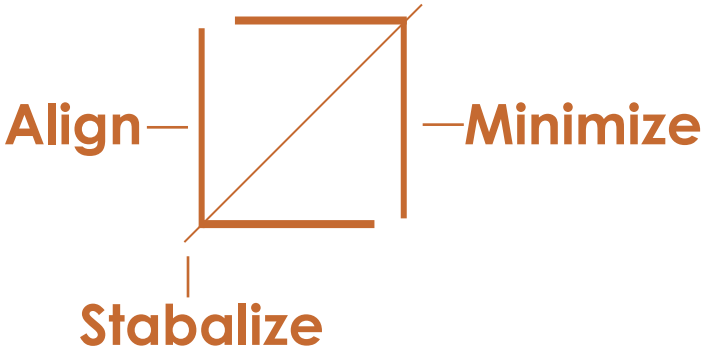
will be used as task lighting focussing on important areas that need an extra concentrated light source.

Volume Application

Cropping and seperating what is traditionally not.

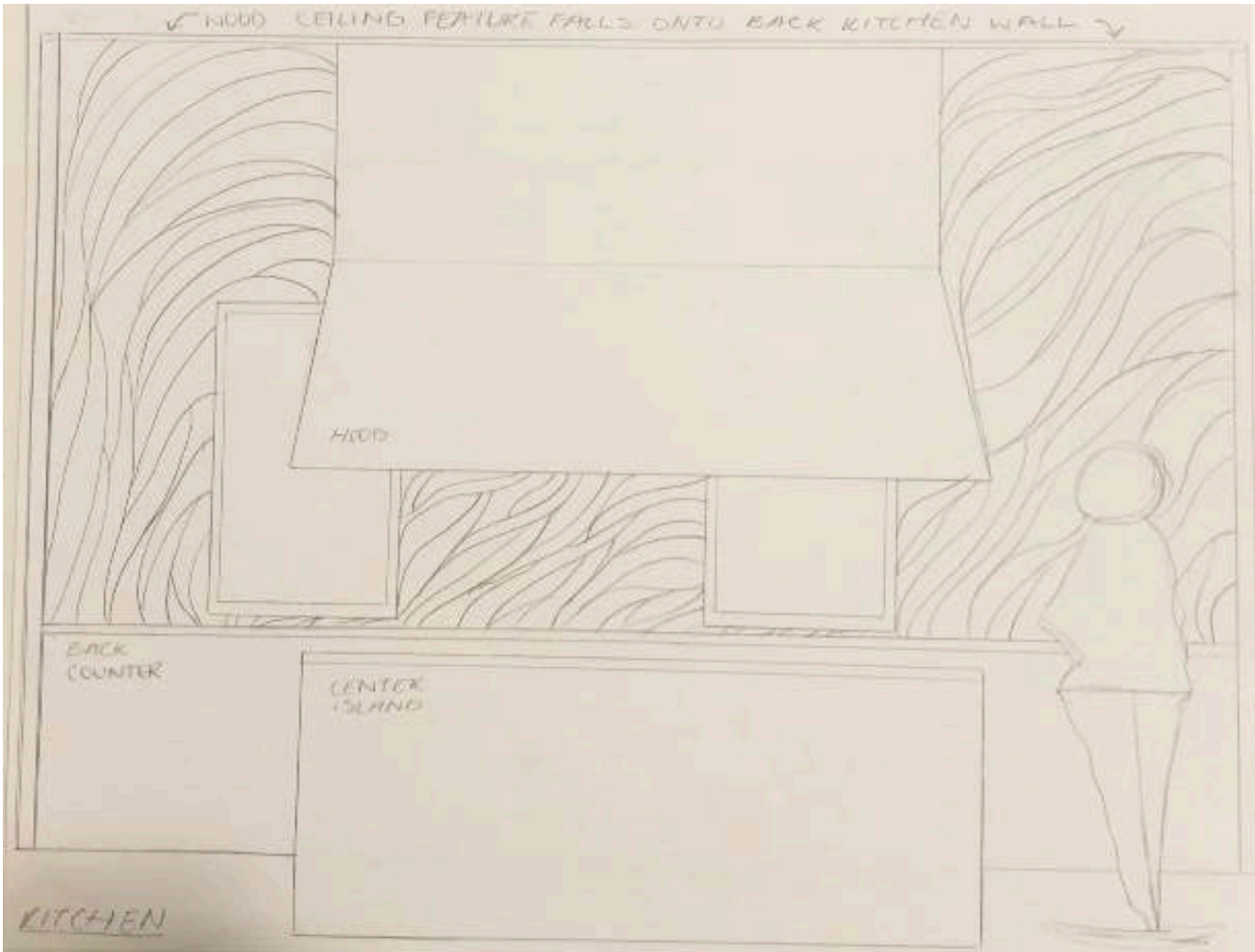
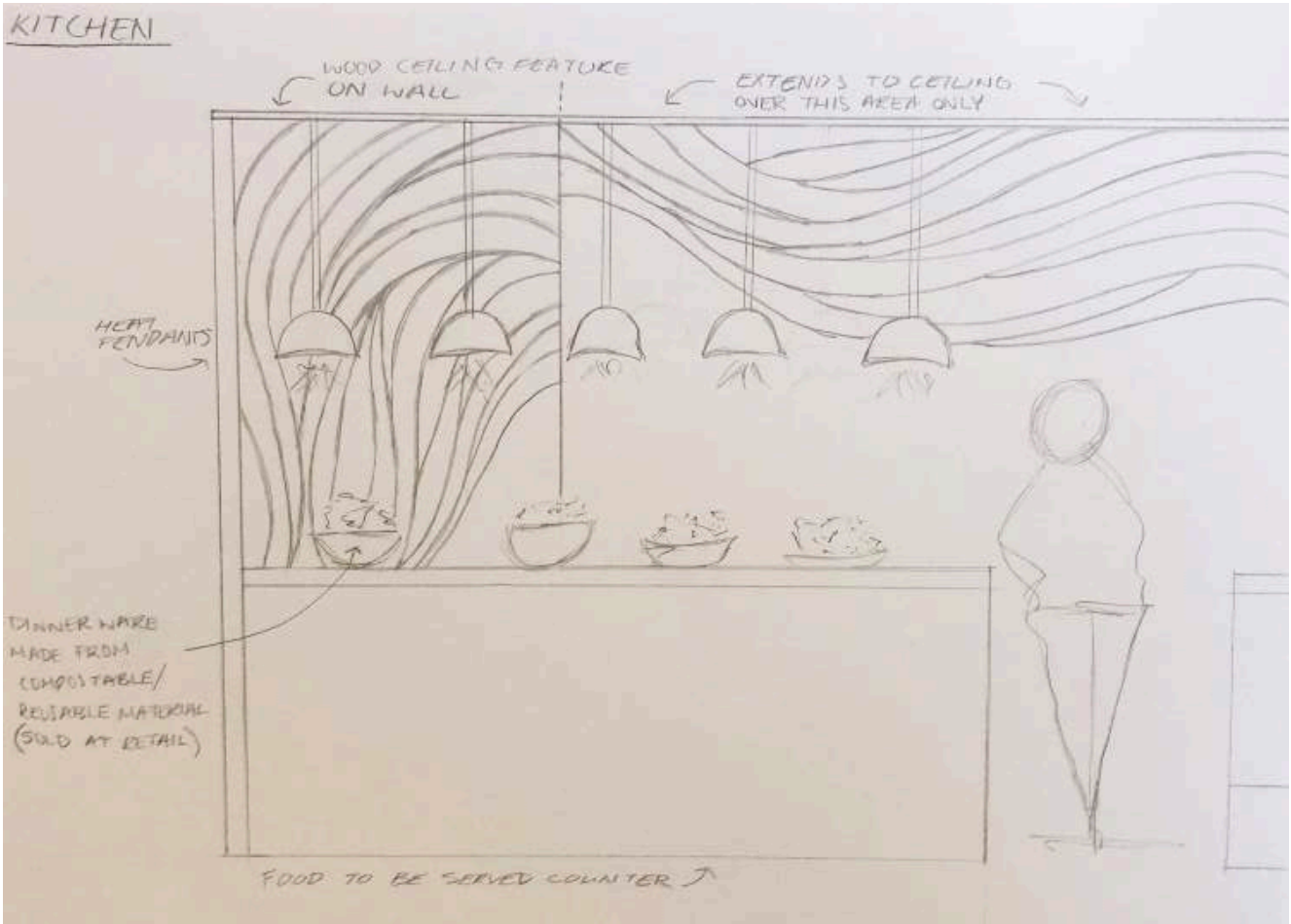
Double Height Space

The right side of the building is a double height space. This tall ceiling will be minimized by a custom acoustic ceiling feature or lighting fixture. This feeling of a lowered ceiling height will create a more intimate and personal ambiance to the space.



Kitchen Volume

Traditionally the view of the kitchen is cropped from the customer's so they can't see in. In this restaurant the view of the kitchen will be open and the acoustic ceiling feature will be incorporated into the back wall of the kitchen.



Materials Application

Stabalizing the customer's thoughts about plastic.

Large amount of Plastic Used

Different forms of plastic can be used to create different materials to **impact customers and visually see how much plastic is being wasted.**

Purpose

To define a bold, organic volume that sits within the existing industrial brick and concrete space. It **will create a new shape, texture, mood, and atmosphere to the space.**



Plastic plates used as a wall feature.



PVC Pipes are polymerized plastic used as partitions.



Plastic Cutlery used to cover wall.



Plastic bottles used as the bar counter material.



Plastic jugs or gallons for water used as a wall feature.

Space is created with impactful features made from plastic to show how much is being used. Furniture throughout the space is made from sustainable materials.

Organization Application

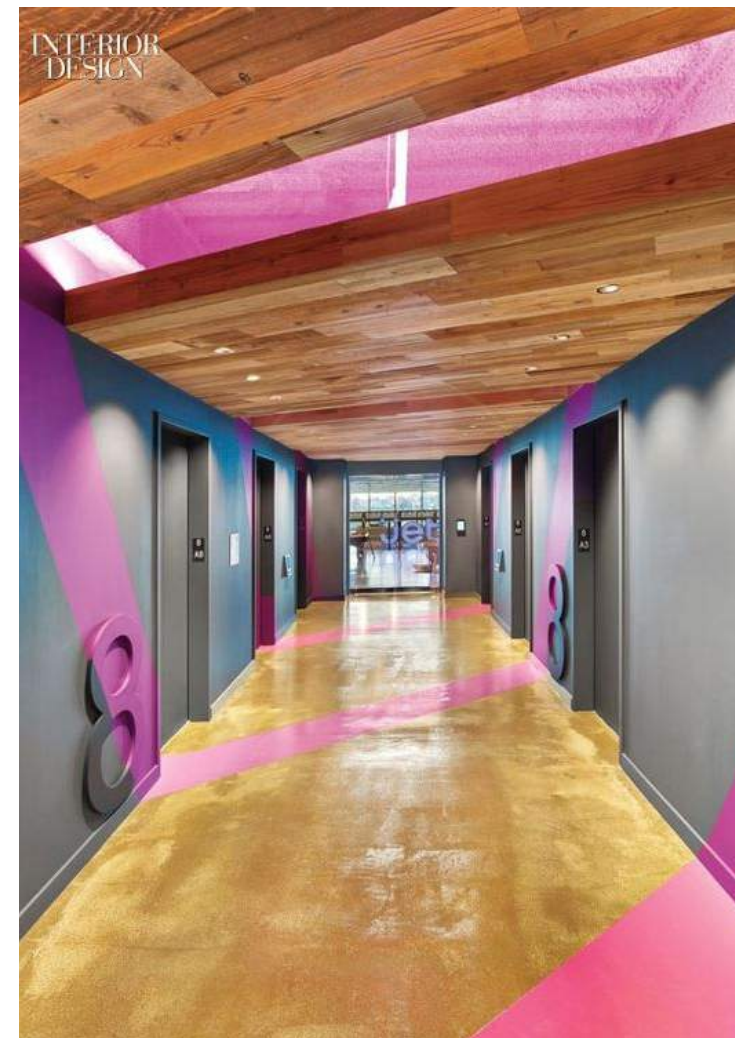
Aligning the customer's perspective.

Adjacencies

Each space is separated to force the customer to experience the message in the manner each space is offering.

Placements

Within each space furniture and fixtures will be aligned and positioned purposefully and focused on the experience of the customer. This will assist the customer to understand and be impacted by the plastic movement.

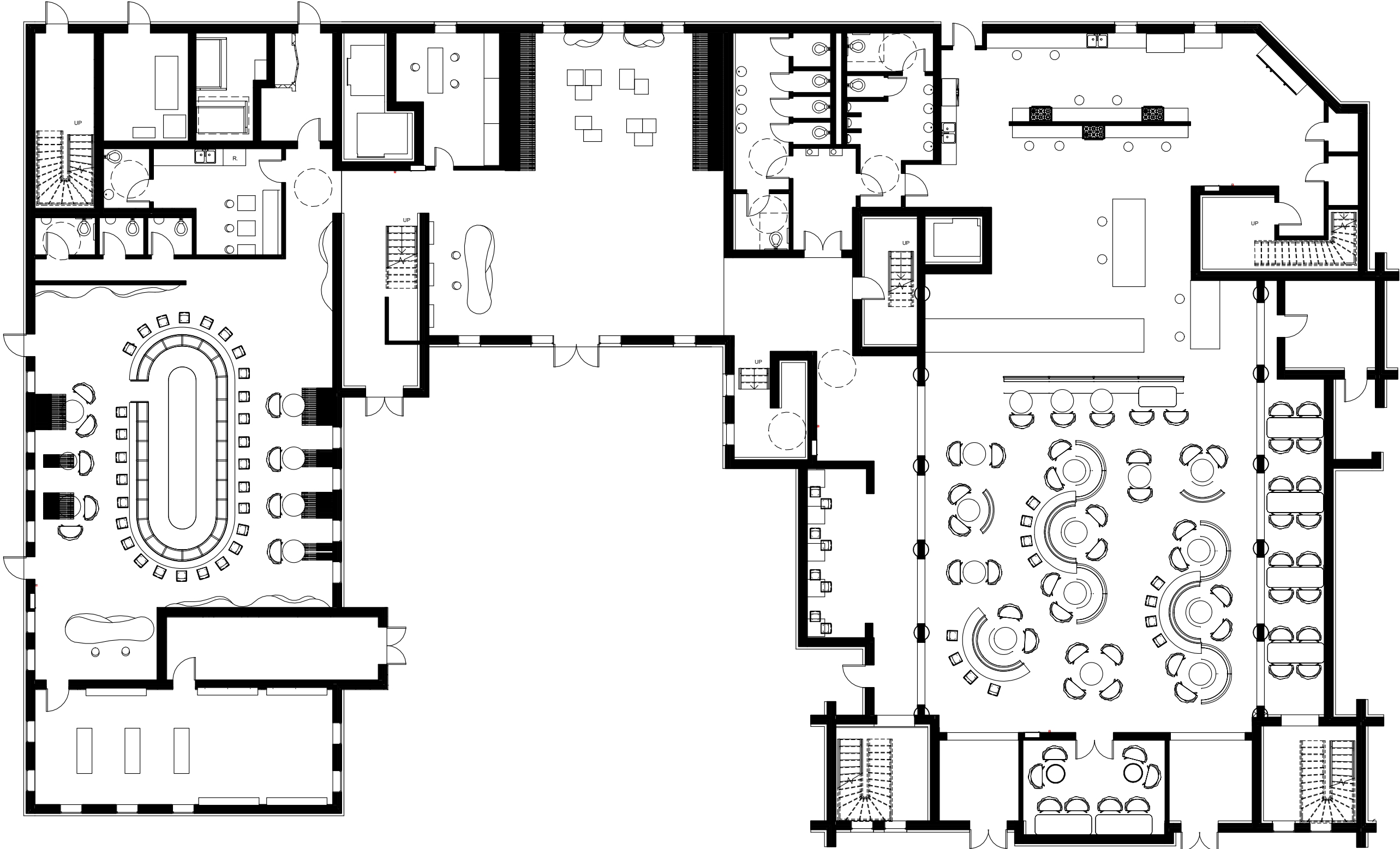


Circulation

The circulation throughout the space is aligned and organized based on the placement of the furniture. There are right angles and direct paths of circulation symbolized by light, artwork, or paint. These qualities are used as signage throughout the space. One of the goals for circulation is to minimize confusion as to where one can move throughout the space.

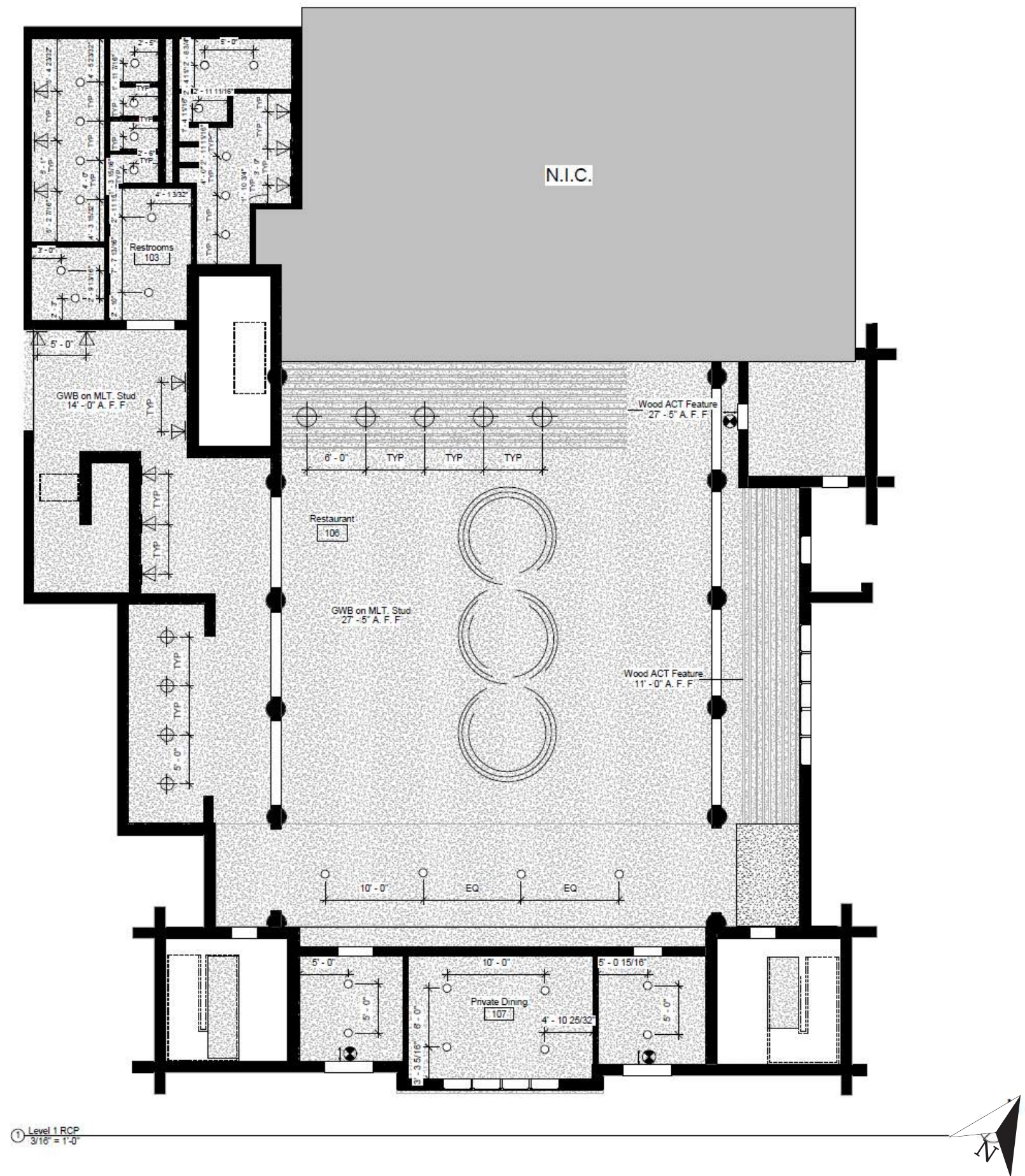






Floor Plan





① Level 1
1/8" = 1'-0"

Reflected Ceiling Plan



LIGHTING LEGEND	
SYMBOL	DESCRIPTION
	RECESSED CAN LIGHT
	PENDANT
	WALL LIGHT
	CUSTOM PENDANT

CEILING FINISH LEGEND	
SYMBOL	DESCRIPTION
	GWB ON MLT. STUD
	WOOD A.C.T. FEATURE

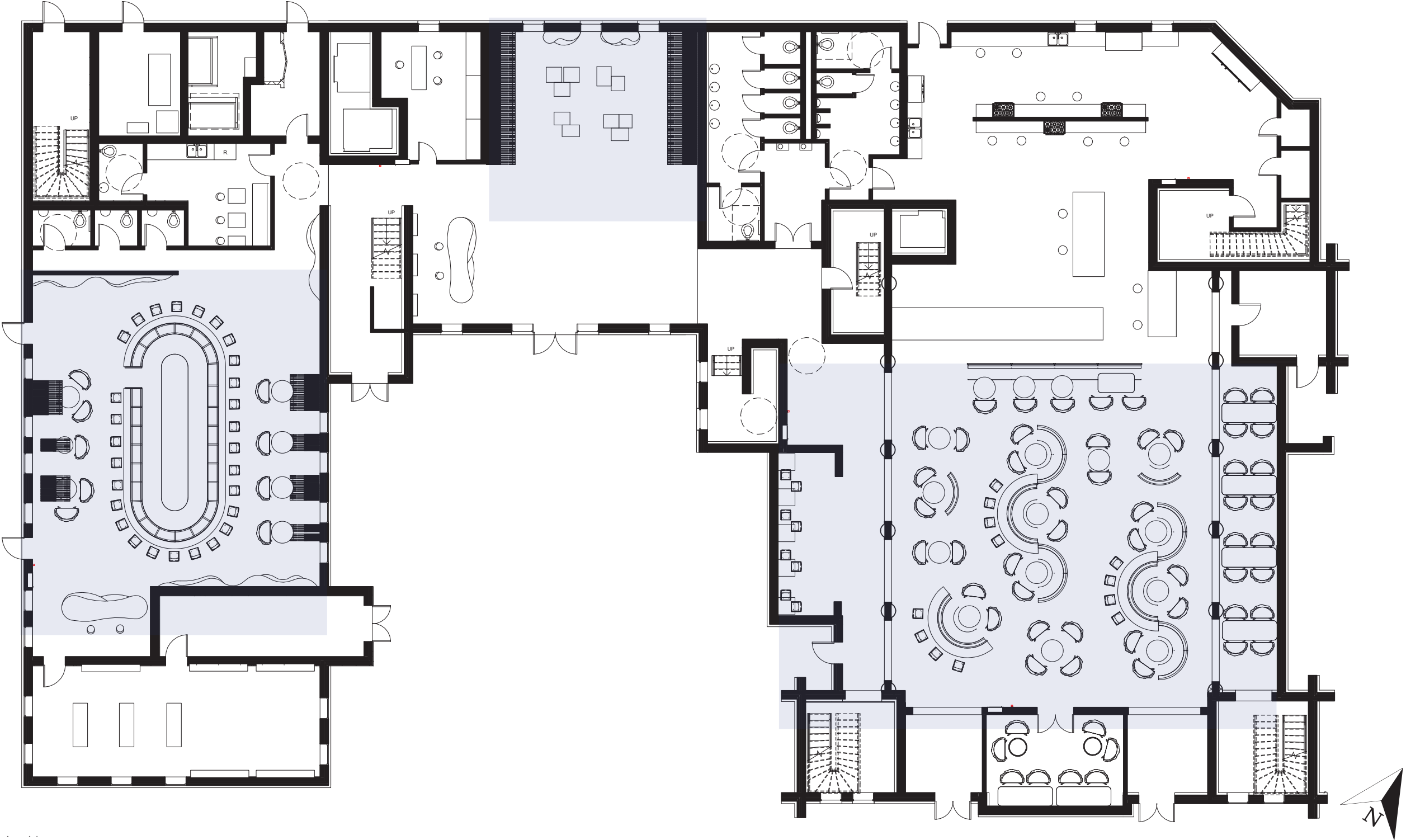
PHASE SIX

FOCUS AREA, SKECTHES, FF&E

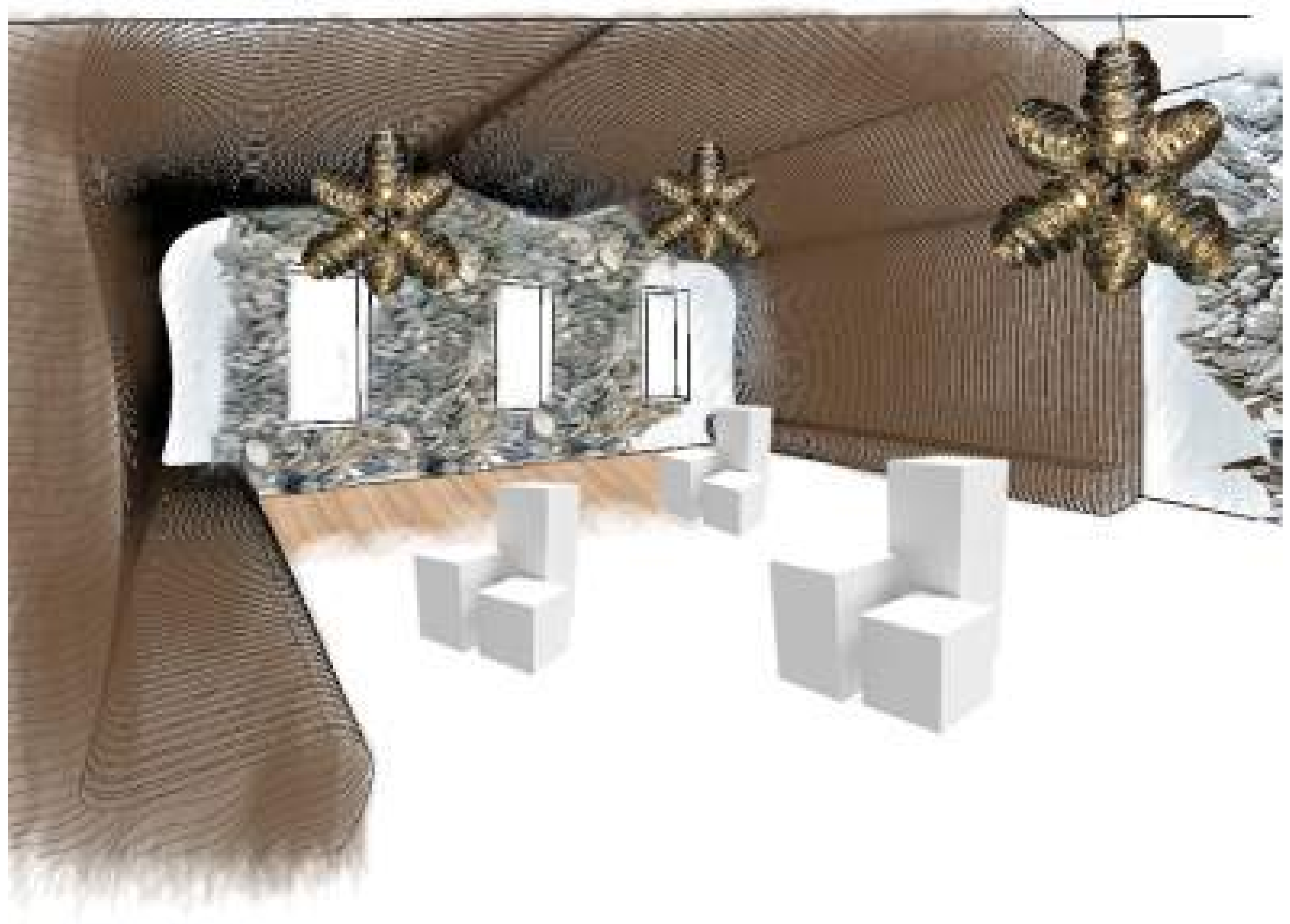


Focus Area on Floor Plan

These areas display how much plastic waste is being consumed in an impactful manner. These areas also contain sustainable fixtures and furniture which can inspire users to purchase these instead of ones made from plastic.



Gallery /Waiting Area Sketch



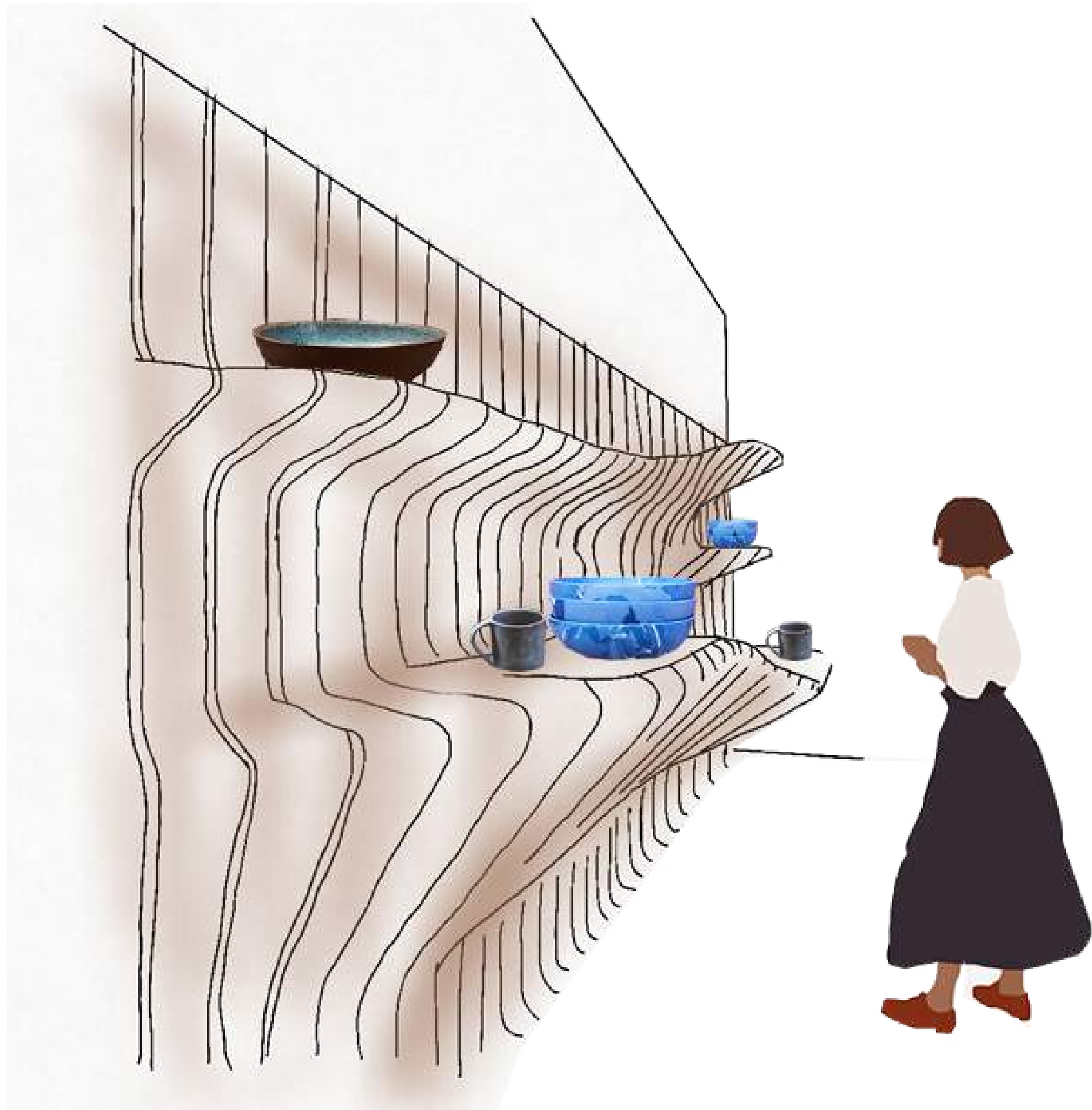
Bar Dining Sketch



Bar Sketch



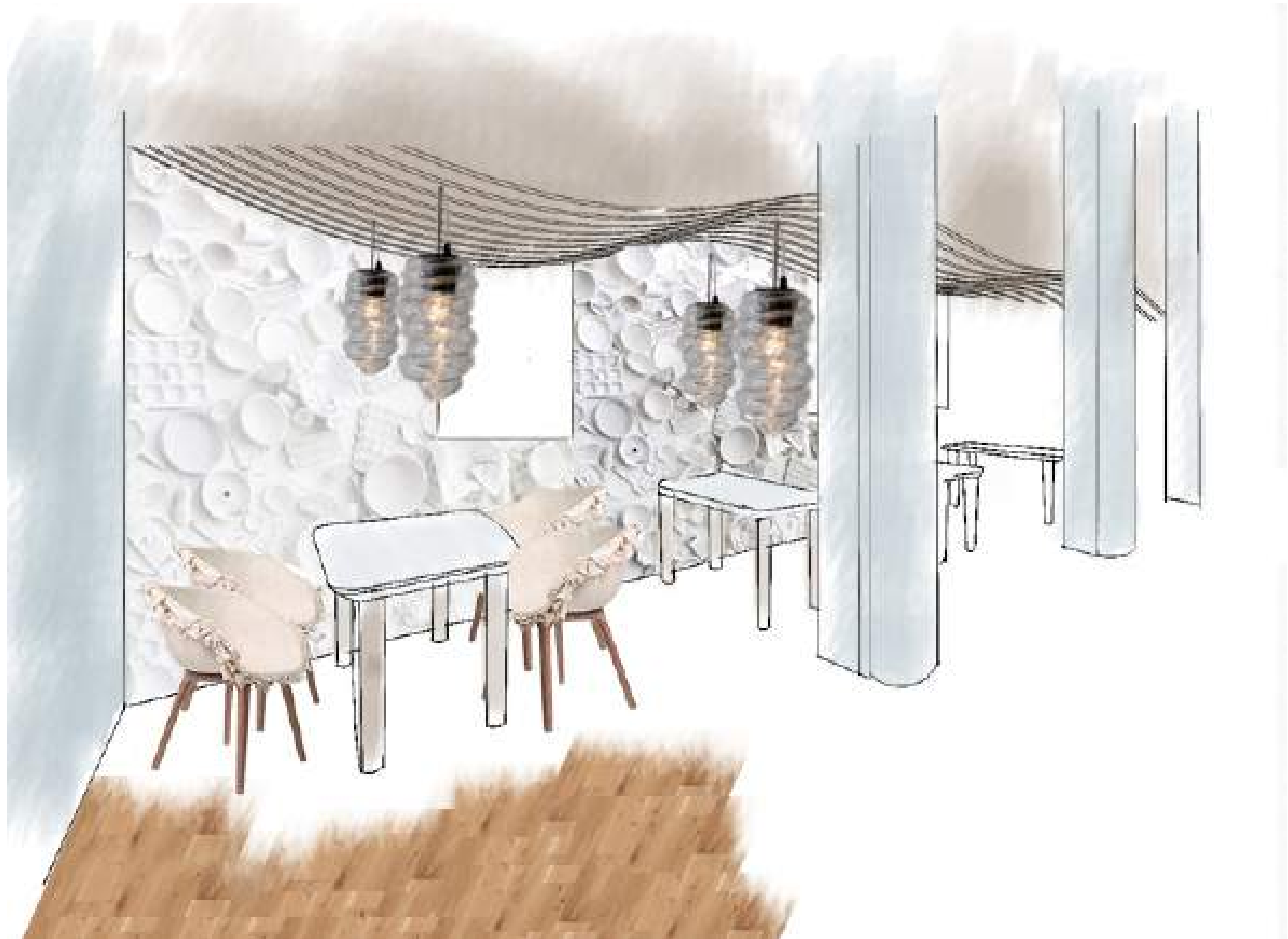
Retail Shelves Sketch



Main Dining Sketch



Side Dining Sketch



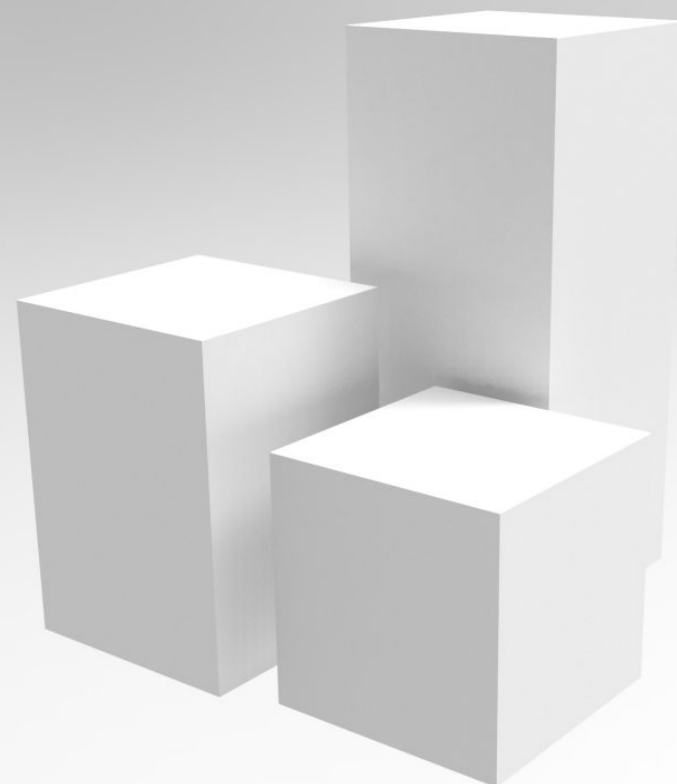
FF&E for Gallery



Materials: Plastic plates as wall material

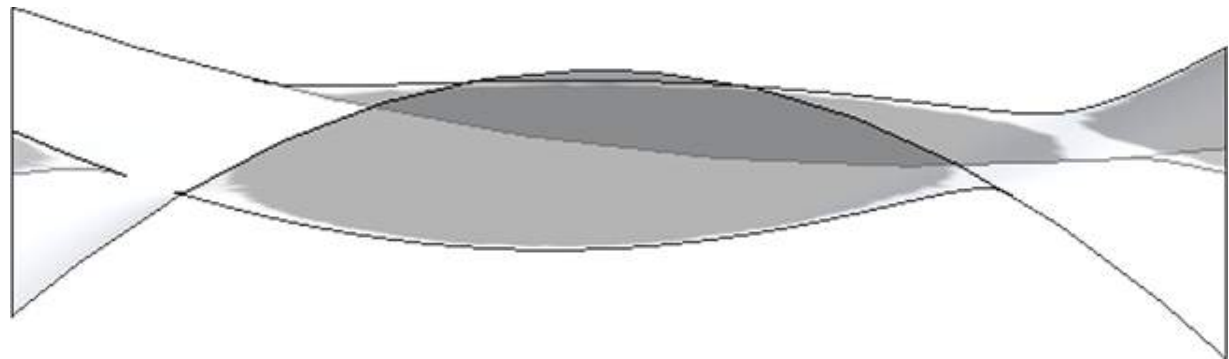


Materials: Recycled steel fixture, reclaimed synthetic shells



FF&E for Bar Dining

Floor and Paint



Materials: Reycycled plastic or sustainable material light fixture



Materials: Reycycled steel fixture, reclaimed synthetic shells

Materials: Rice Paper, Beech wood



Materials: 96% reclaimed synthetics



Materials: Foam Wood from Bioresin, waste



Bar Face

Materials: Custom beech wood

Materials: 88% to 97% pre-consumer recycled content of copper, solid surface, recycled acrylic



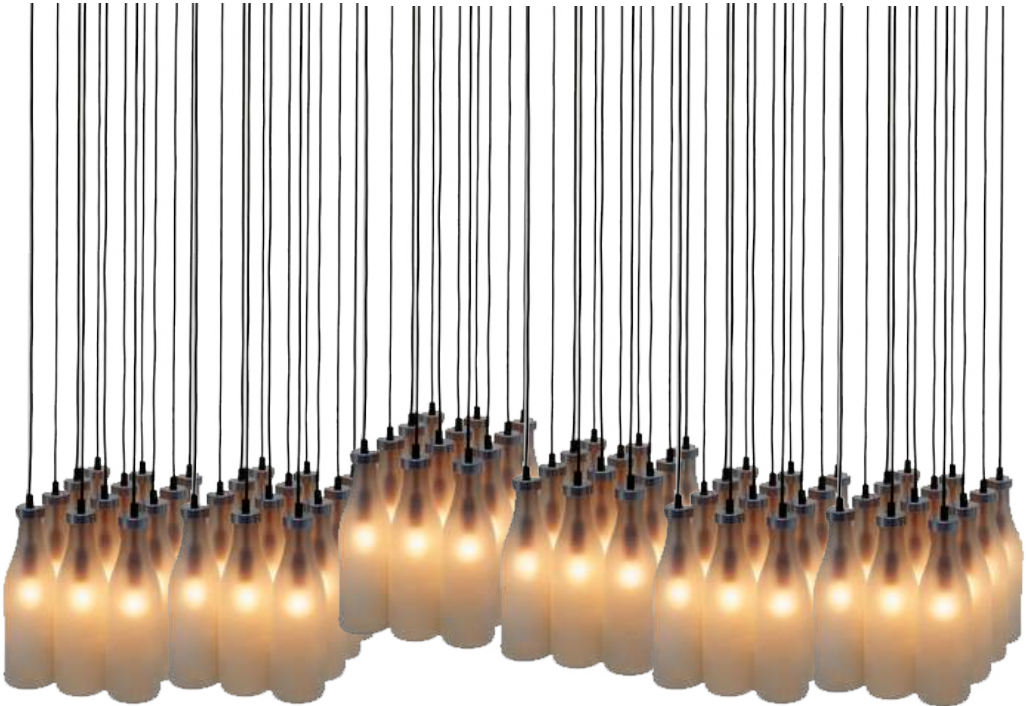
Materials: Recycled glass

FF&E for Main Dining

Materials:
Rice Paper,
Beech wood



Materials: 96%
reclaimed synthetics



Materials: Cluster of 12
old-fashioned milk bottles

Materials:
Foam Wood from
Bioresin, waste



Floor and Paint



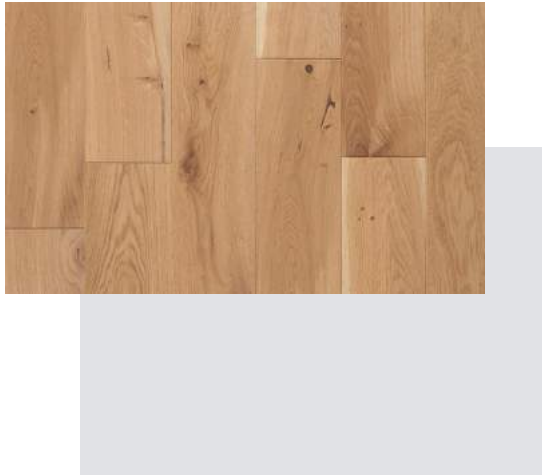
Materials: Cluster of to go
containers as wall material



Materials:
Beech Wood,
Linen fabric

FF&E for Right Dining

Floor and Paint



Materials: Reycycled steel fixture,
reclaimed synthetic shells



Materials:
Rice Paper, Beech wood



Materials: Porcelain,
Beech wood



Materials: Cluster of to go
containers as wall material

Primary Design/ Goals Achieved

1. Design for Sustainable Behavior Strategies:

Outlines the 3 Elements of Behavioral Change by discussing the Intentions, the Habits, and how they create a power in decision making.

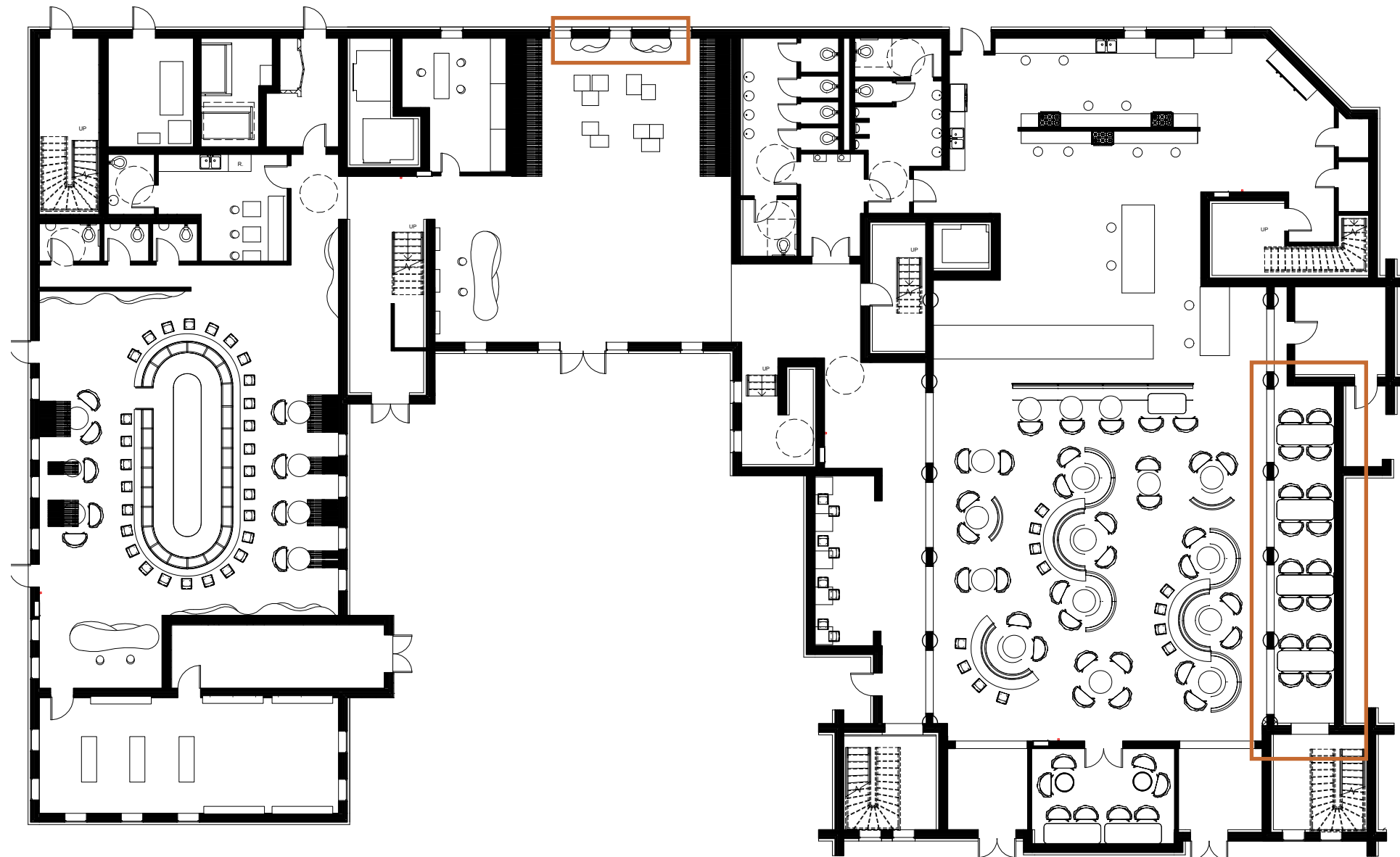
Application Throughout Building:

The **overall experience** of each space highlights each stage within this theory.

Each space will inspire the user to make a change and create that power in decision making or implementing less plastic in their lives.

The Process:

Having the right attitude, social factors, and affect create the intensions for one to start a behavioral change. The frequency of past behaviors created the habit. With each stage of the theory, **old habits will change into awareness and consideration of the new habit**. This will then start the practice of **creating a repetitive action** resulting in creating a new habit. **With the right design and enough information being shared with the user, it will create a power in decision making.**



The FF&E within each space will provide **awareness and consideration** of the problem of the **heavy consumption of plastic**.

Experience of **practicing a new habit** of not using or experiencing any plastic.

Primary Design / Goals Achieved

2. Theory of Environmental Significant Behavior:

Focuses on people's beliefs, motives, and so forth in order to understand and change the target behaviors.

Application Within Retail:

We vote with our dollars.

By purchasing items made from compostable and biodegradable materials, it will allow users to experience alternatives to plastic items.

This will inspire people to purchase these items on their own based on how simple it is to use them.

Private-Sphere Environmentalism:

The purchase, use, and disposal of personal and household products that have environmental impact.

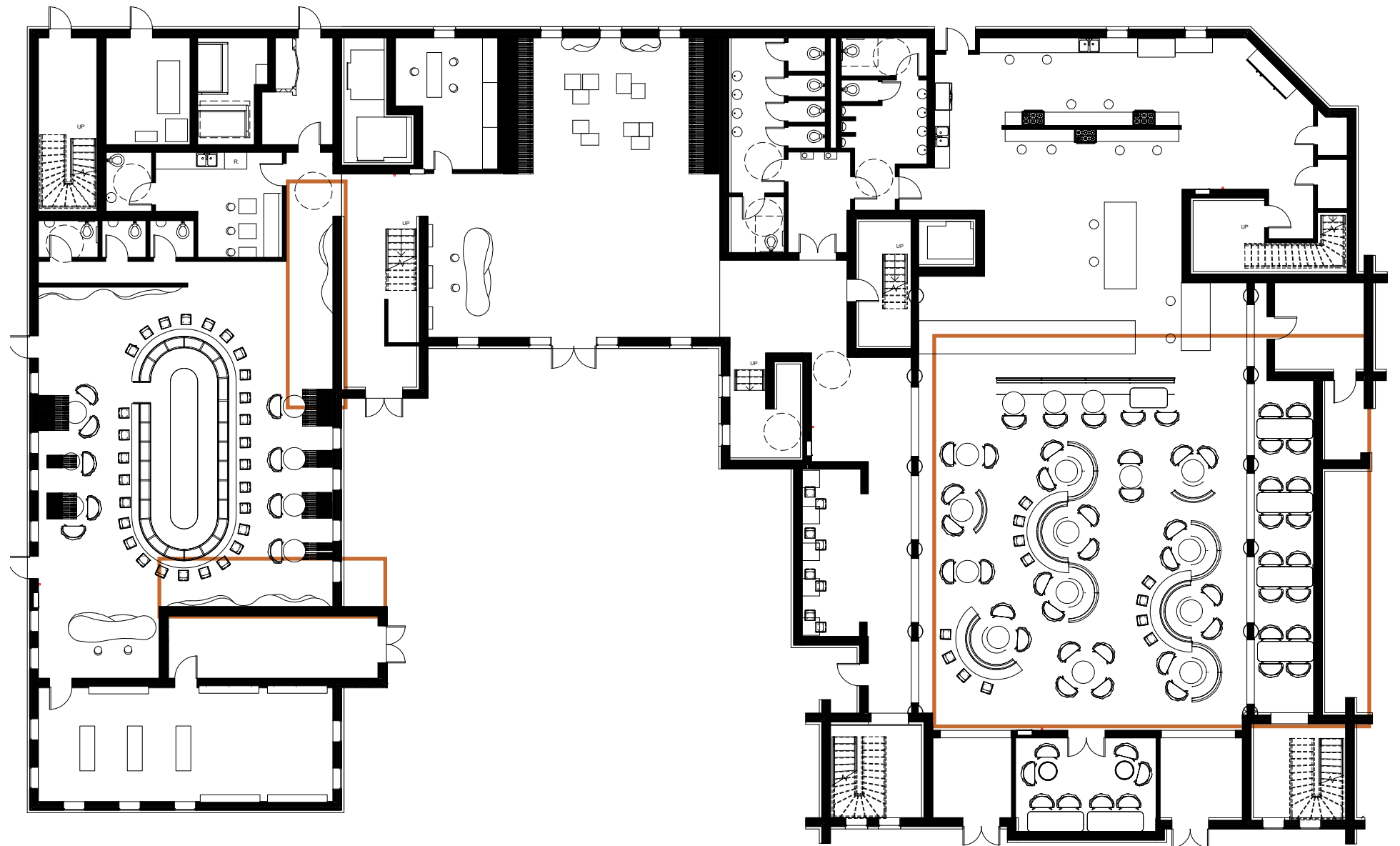
Behaviors:

People's decisions and purchases have direct environmental consequences.

Application

Within Dining Spaces:

By showing people how much plastic is being used through wall materials, it will impact them to use less than they did before.



Sustainable Design Theories

1. Evolution of Design for Sustainability:

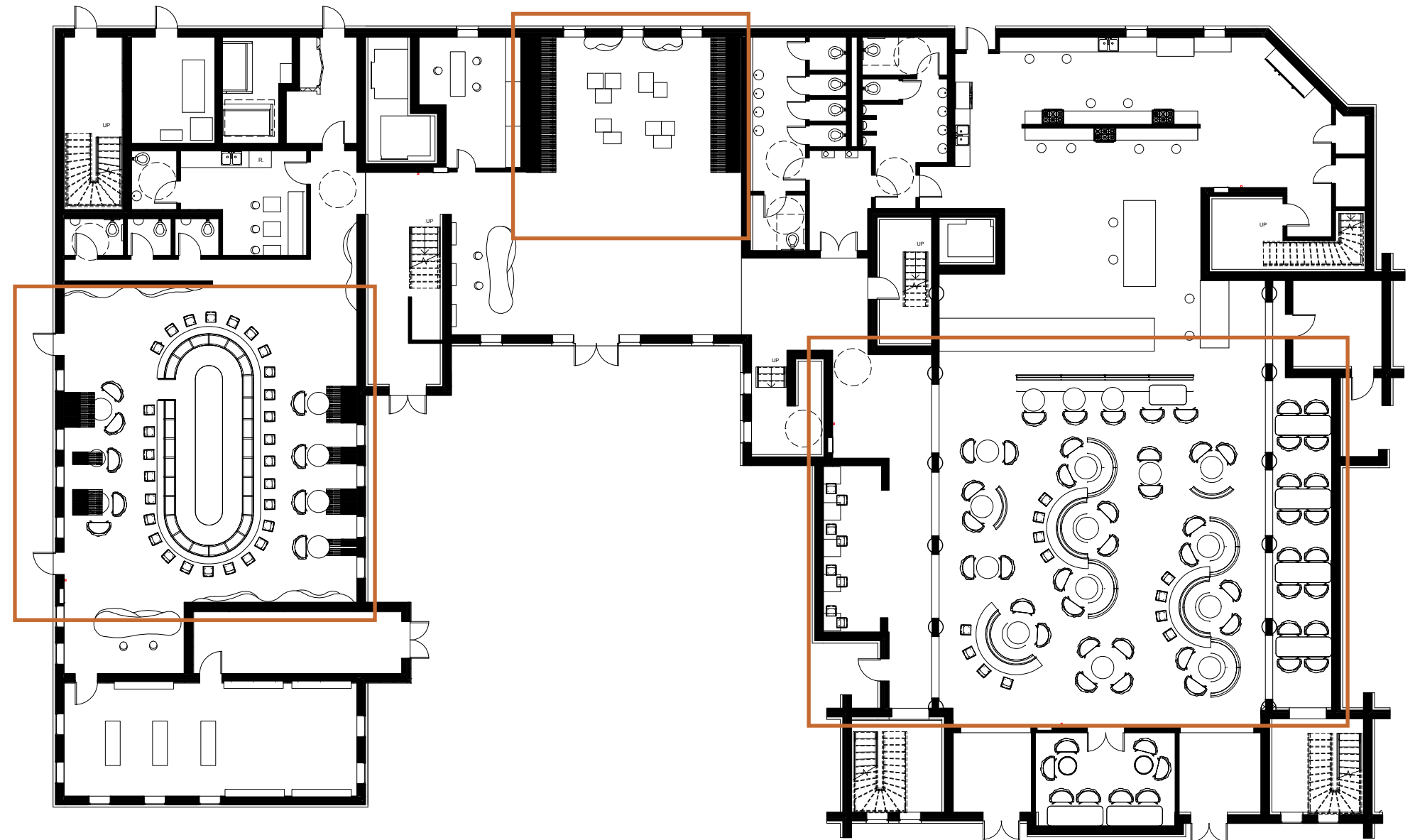
Explores the evolution of Design for Sustainability emphasizing on reusing alternative materials.

Application through FF&E:

All the **furniture** found within each space will be **made from sustainable materials**. **Light fixtures** will also be made from **recycled materials**. However, **materials will be made from plastic** to impact the user of how much waste is being produced.

Green Design and Ecodesign:

The early examples of green design practice primarily focused on lowering environmental impact through redesigning individual qualities of individual products. This was usually achieved by following the waste hierarchy of **reduce-reuse-recycle** (reducing amount of material used in a product, re-using parts or whole products in design of new products, replacing virgin materials with recycled materials, replacing hazardous/toxic materials with non-hazardous ones).



Sustainable Design Theories

2. Design for Sustainable Behavior:

Aims to reduce negative environmental and social impacts of products by moderating users' interaction with them.

Application Within Dining Spaces:

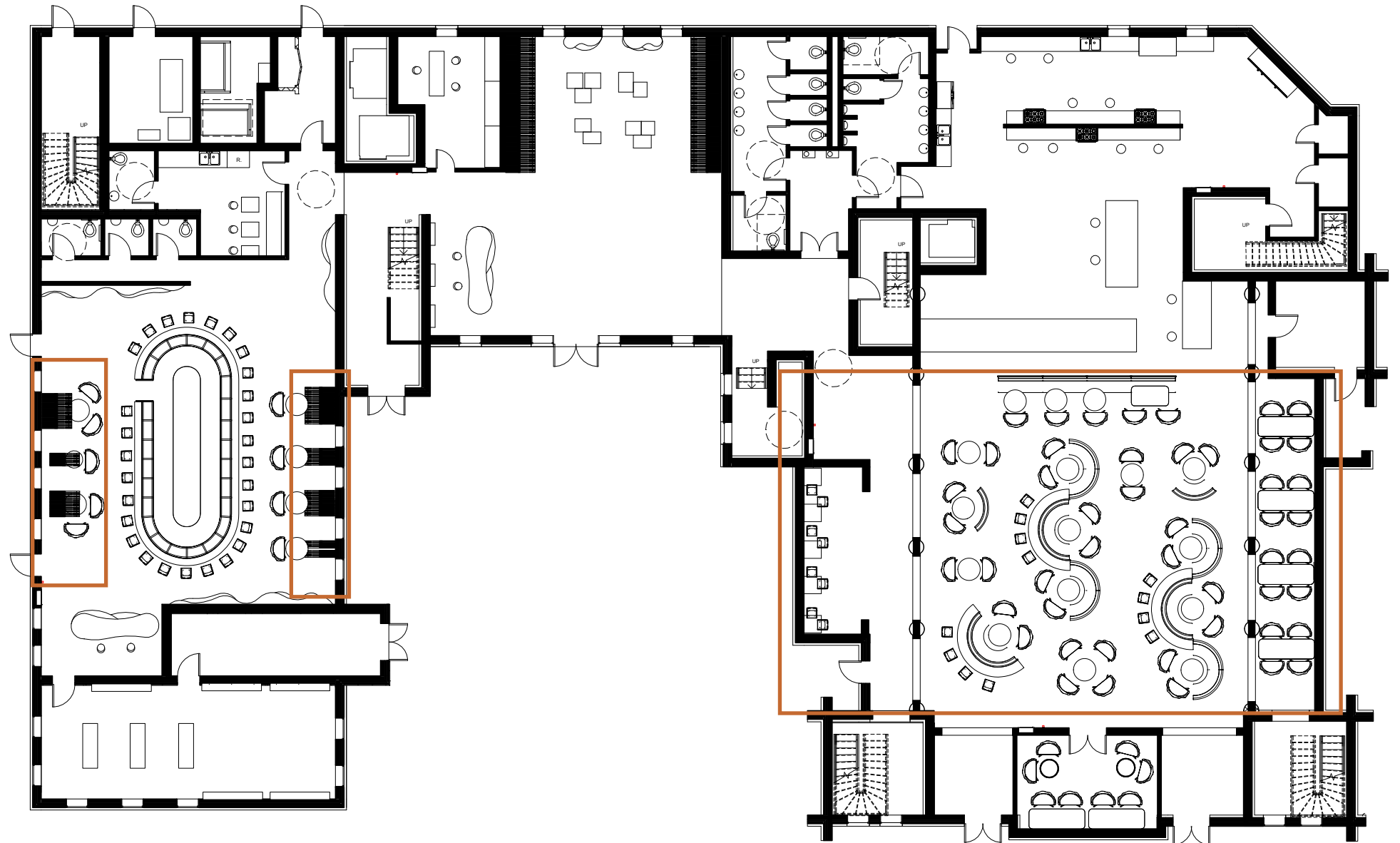
The user will have the ability to experience sustainable furniture while viewing wall materials made from plastic. People learn from self experience and by allowing them to experience through the sense of touch, the experience becomes more memorable.

Goal: Through the experience of feeling how comfortable and how nice the quality of the sustainable furniture is, they will be inspired to incorporate sustainably made furniture in their own homes.

According to the *Integrating Ethics into Design for Sustainable Behavior* article, there is no single design approach or strategy for changing the behaviors of an individual towards more sustainable patterns of use.

Behaviors:

It is impossible to test every theory of how a person will interact with a product. The method I have chosen to represent the theory is the use of a person's senses specifically touch and sight.



Environment & Behavior Theories

1. Environmental Issues on a Plastic World:

Focuses on the health and effects of a plastic world. Analyzes the environment, wildlife, and the human health based on the plastic waste.

Application Within Gallery:

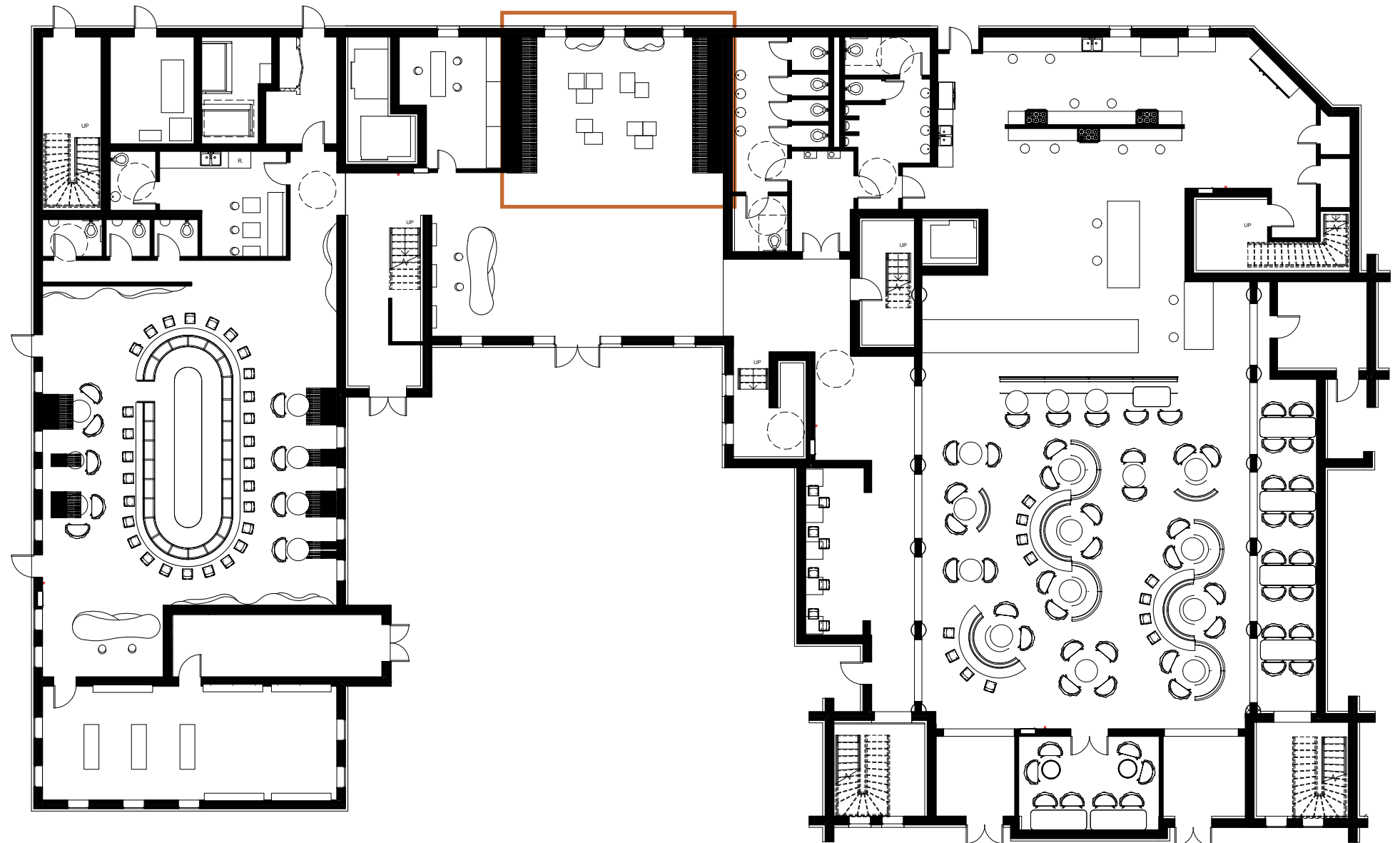
The Gallery is the first space the users will see when they enter the space. This space will **impactfully depict the immense amount of waste produced by humans.**

Human Health and Behaviors:

Plastic ingestion indicates toxic chemicals from plastics that accumulate in living organisms and throughout nutrient chains. There are also some **public health concerns arising from the use of plastics treated with chemicals.**

On Environment:

Plastic waste can **impose negative externalities** such as greenhouse gas emission or ecological damage. It is usually **non-biodegradable** and therefore can **remain as waste** in the environment for a very long time; **posing risks to human health and the environment.**

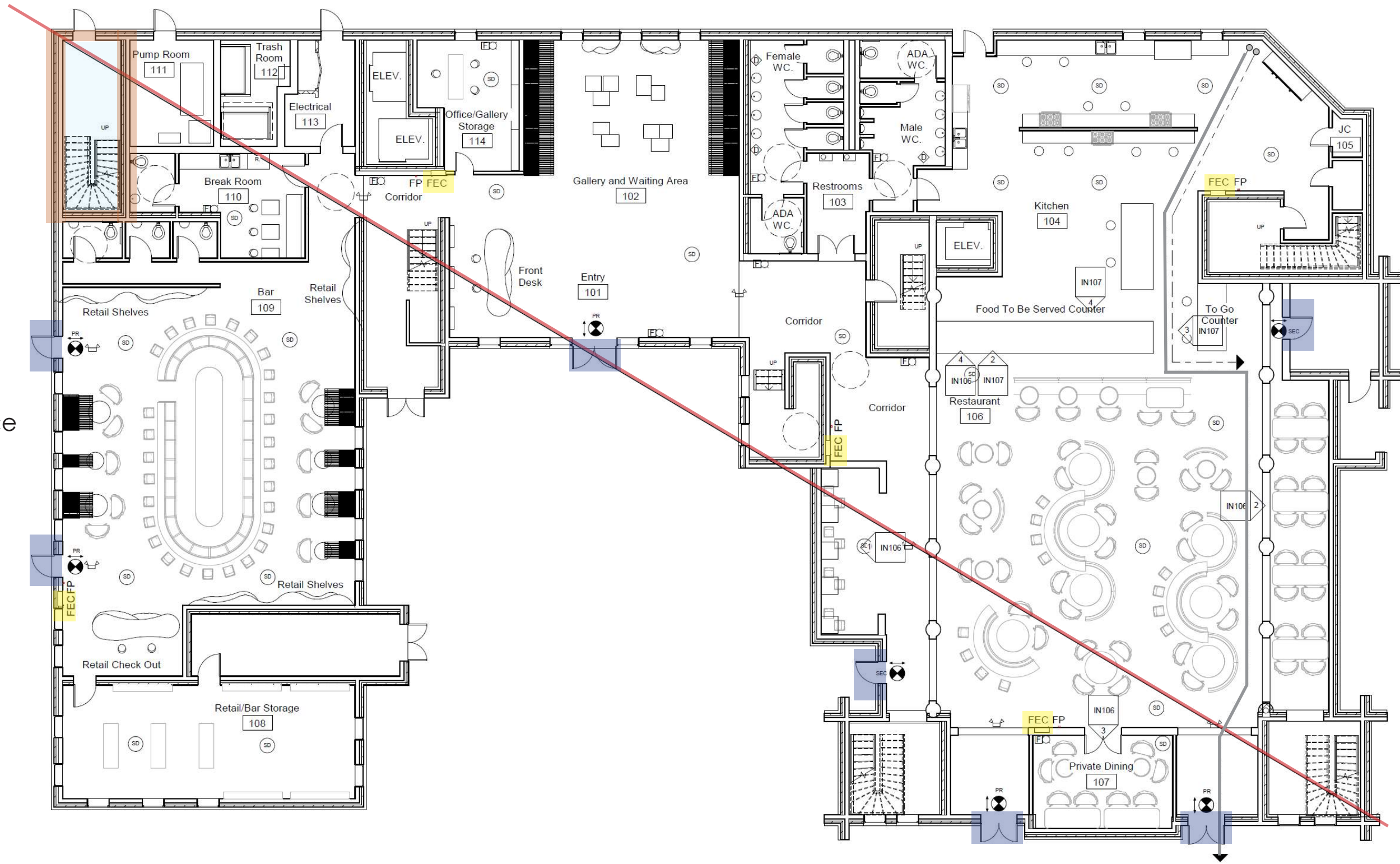


PHASE SEVEN

TRACE OVERLAYS

Life Safety of Floor Plan

- Fire Rated Walls
- Exits
- Fire Stairs
- FEC
- Overall Diagonal
- Greatest Travel Distance

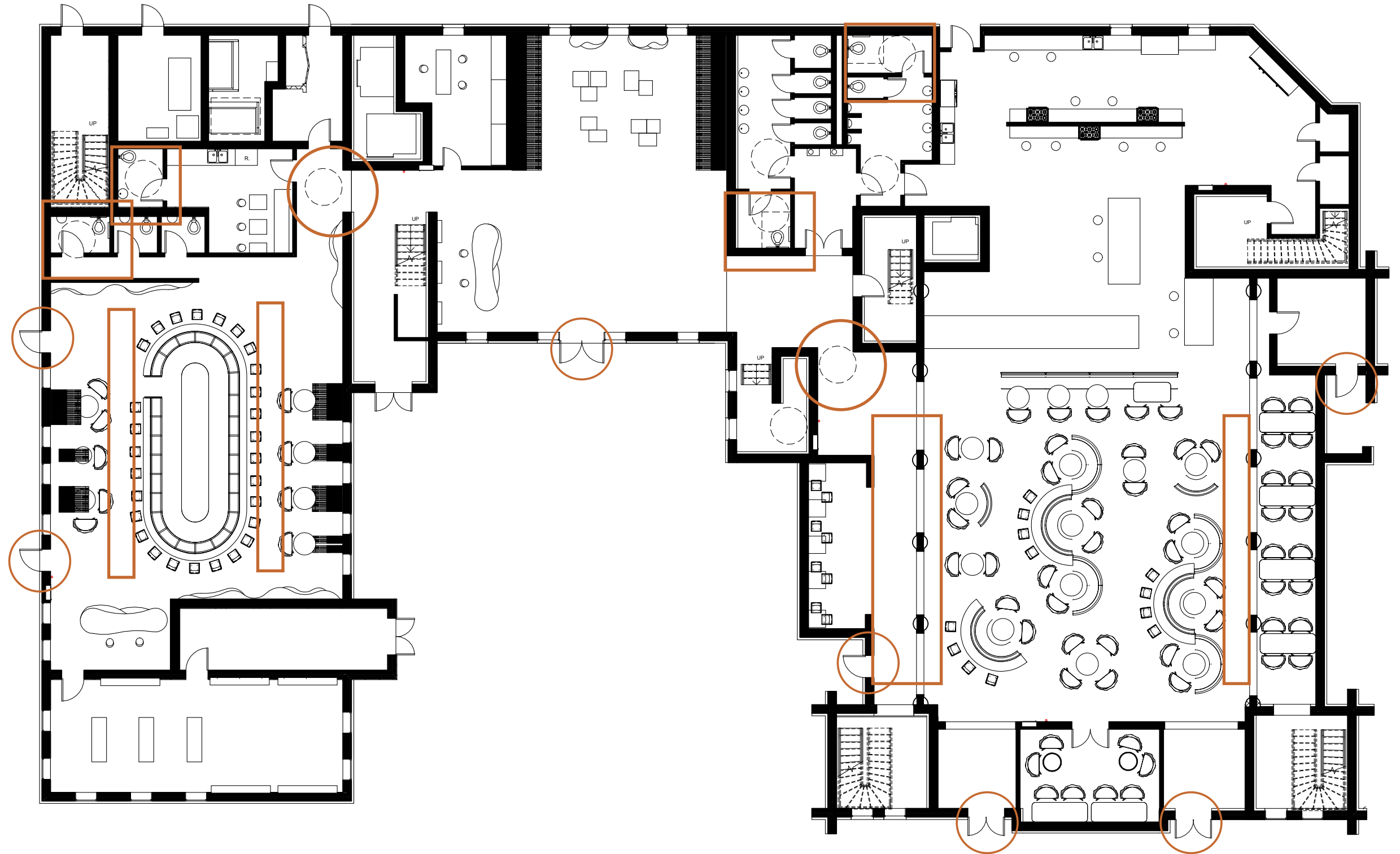


Accessibility of Floor Plan

This building was designed to welcome many people in and to suit their different needs.

This is done by:

- ADA compliant in mind
- Aisle widths no less than 36"
- Exit access doors open in direction of exit travel
- Nothing on wall protrudes more than 4" into corridor or hallway
- Door openings min. of 36" wide with 18" clear space on pull side and 12" on push side

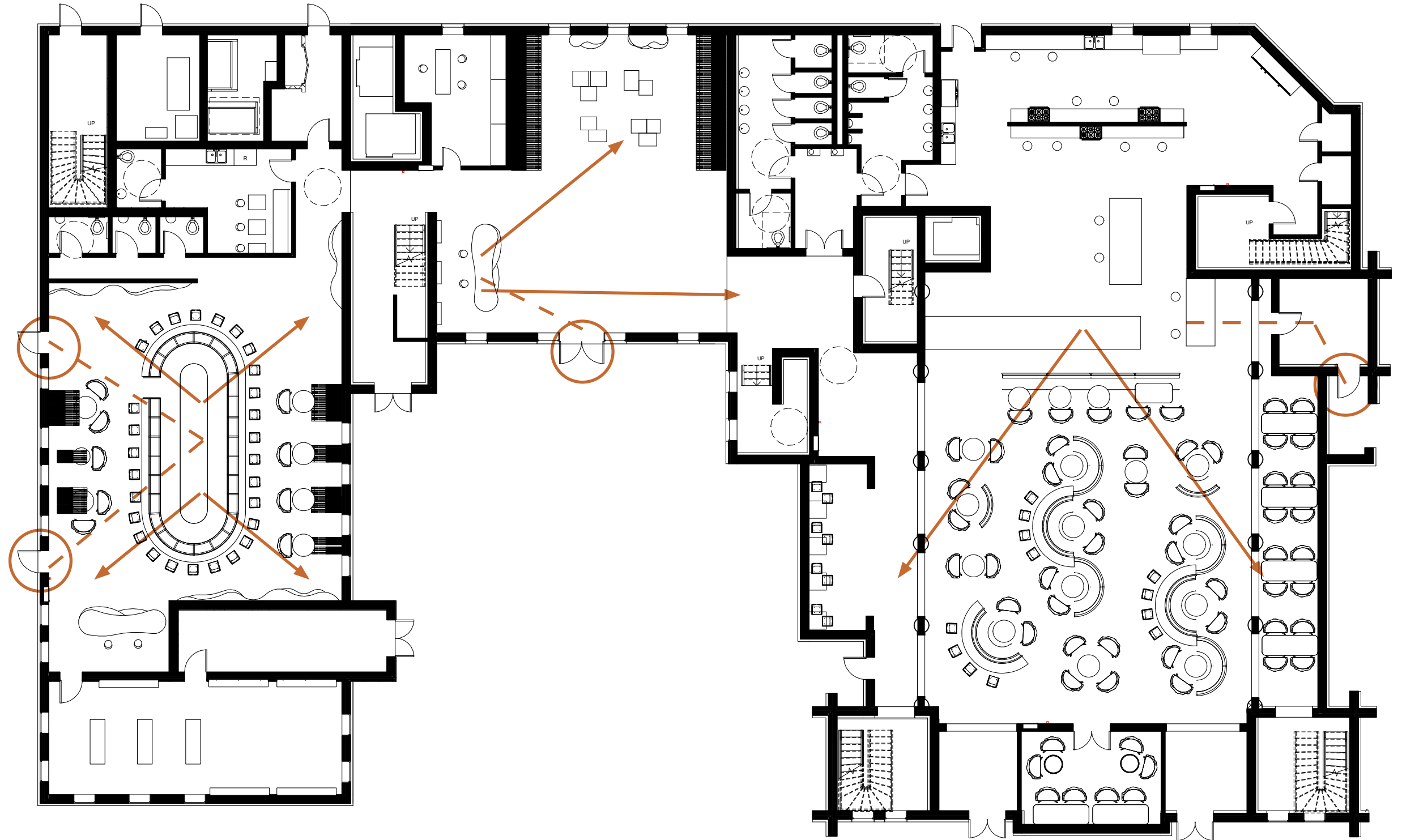


Safety and Security

As a restaurant, retail and gallery, open spaces with clear sightlines are key for safety and security.

This is done by:

- Front desk, Chefs/Waiters, and Bartenders are purposefully positioned to have clear sightline of the rest of their space
- Entries are controlled by the employees in that area
- Security cameras spread out through building

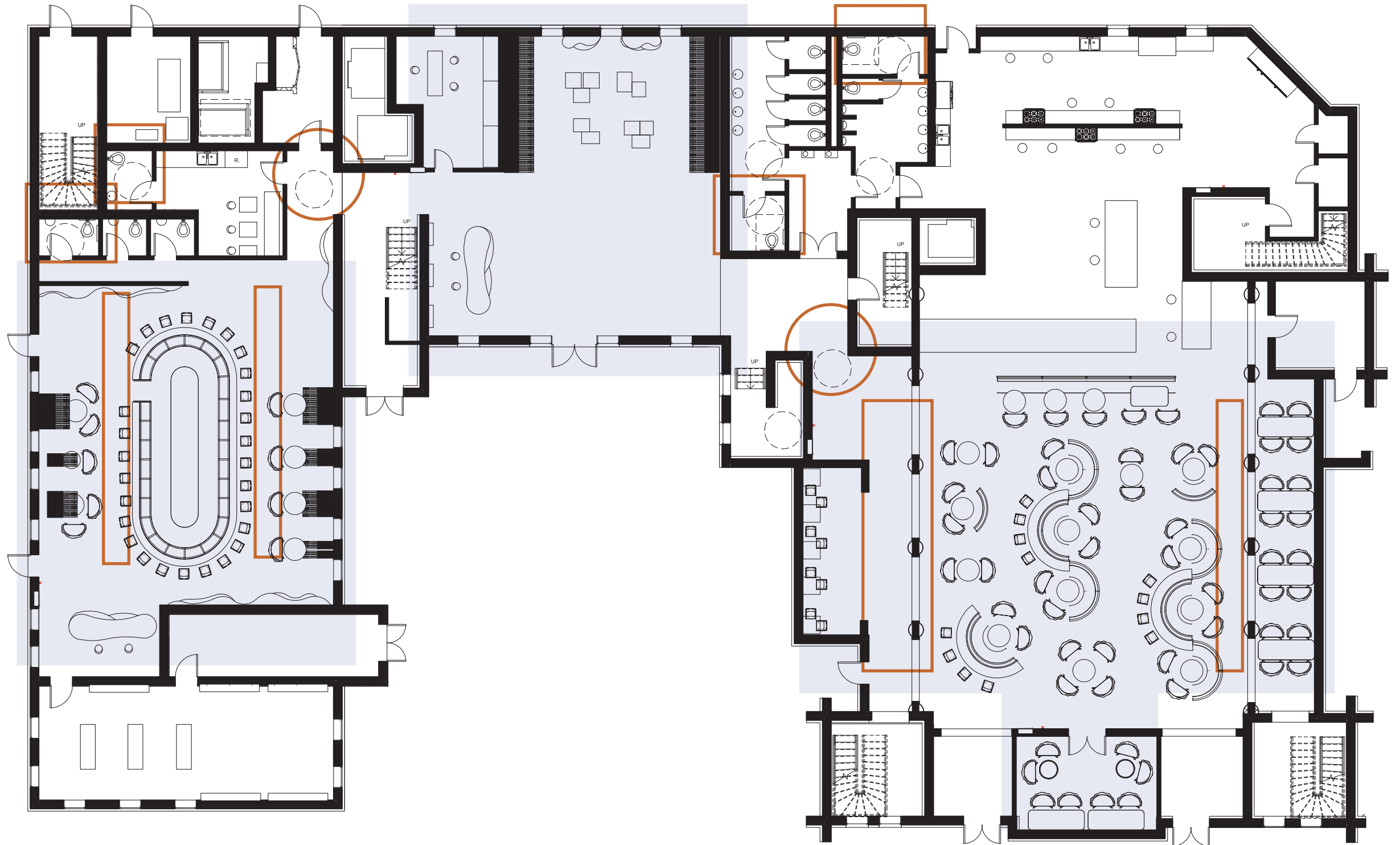


Universal Design and Sustainability

This building was designed to suit different people's needs while staying 100% sustainable in the furniture, material and equipment decisions.

This is done by:

- ADA compliant in mind
- Seperate spaces to suit different interests
- Various types of seating for any group
- Sustainably made furniture, materials, and equipment is found throughout the building

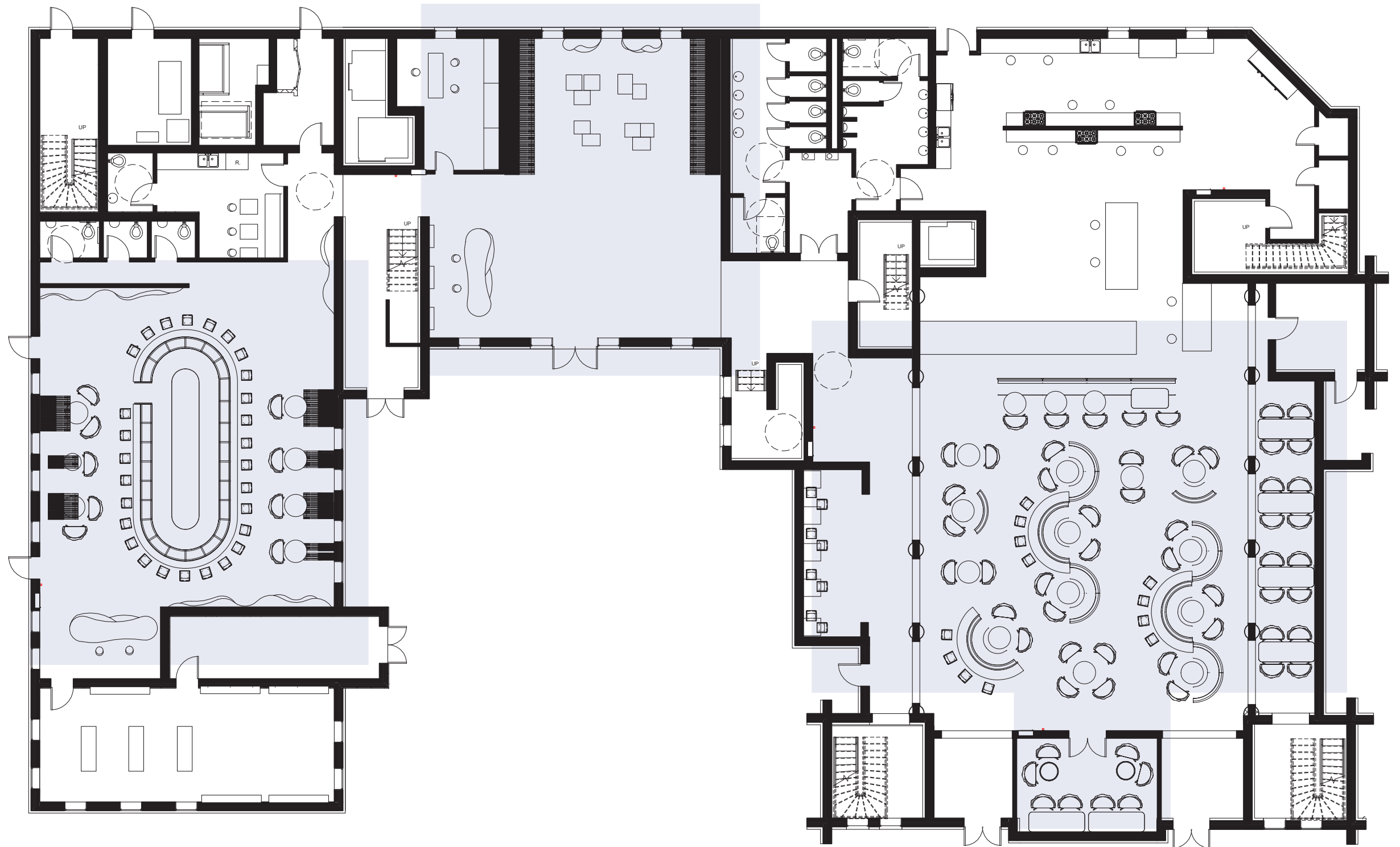


Anthropometrics and Ergonomics

One of the goals for the application of organization within this building was to minimize confusion.

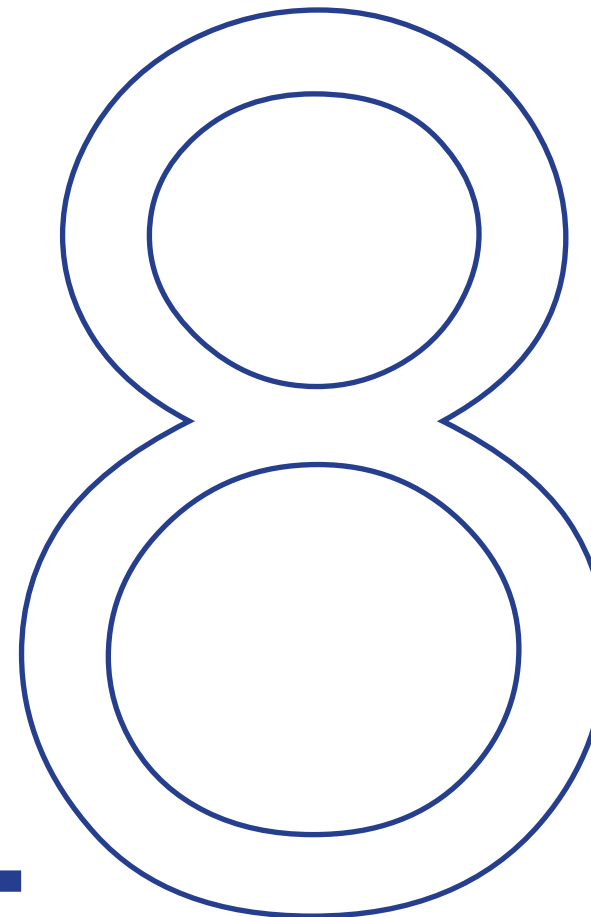
This is done by:

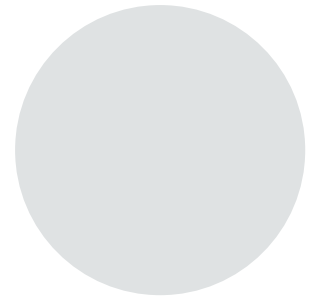
- Separating spaces to force the user to experience the message in different ways
- Right angles and direct paths of circulation are symbolized
- Various types of moveable furniture for different groups
- Flexible and comfortable environment



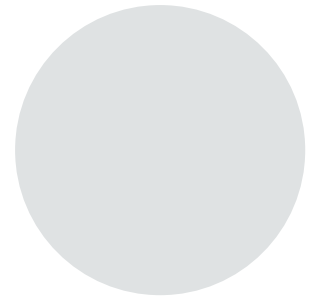
PHASE EIGHT

FINALIZED FF&E, ELEVATIONS, PERSPECTIVES

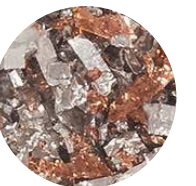
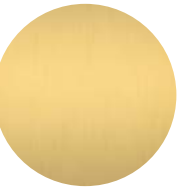




Gallery Waiting Area



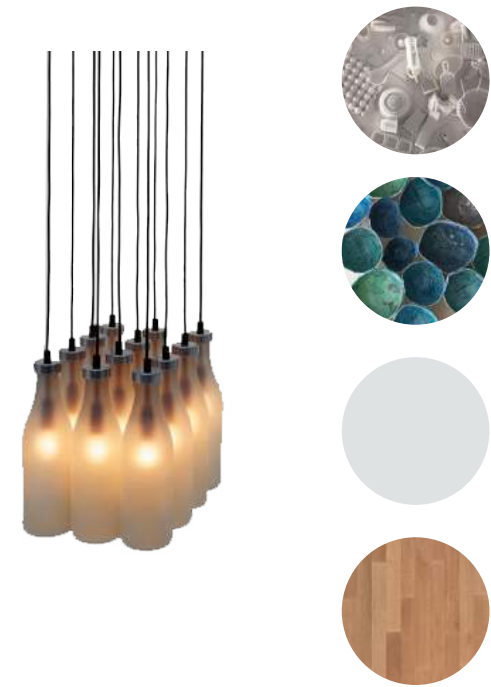
Bar Perspective



Bar and Retail Shelves



Main Dining



Side Dining



Personal Dining

