

DESIGNING EMOTION

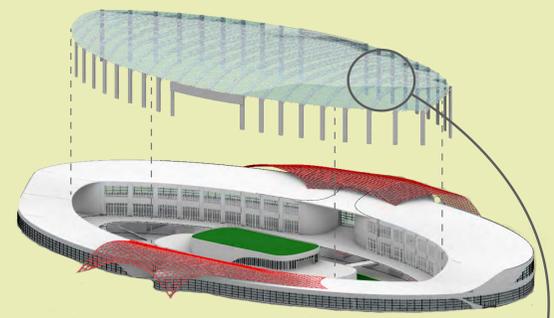


north entrance

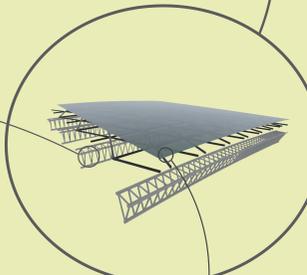
In today's world of shopping and retail, shopping centers have slowly started to fade away as we move to the new way of commerce that is online and at home. Shopping centers have been forced into an evolve or fade away situation but I believe there is still plenty of potential within these concepts of commerce. Through the focus on the experience of the space and the people in it, shopping centers can be created into a place that people will not only be there for the shopping but also for the experience of the building. Through the use and control over multiple characteristics within architecture such as color, shape, material, lighting, and the use of nature, we can learn to better utilize the subtle effects they have on the human mind to improve our capabilities for creating better spaces. By combining the knowledge from multiple studies about each aspect, it will be used to create more positive spaces overall for everyone. Then it can be applied to this dying concept and help evolve it into a space that can survive and thrive in today's new world.

STRUCTURE

The main part of the structure for the building consists of several main parts that help support the large spanning dome as well as help with the support of the building as well.



Lining the outer rim of the open interior space are large concrete columns that provide a fixed and stable connection for the rest of the building. The columns also provide a vertical support for the large tube space frame beams that spans over the open interior and provides support for the dome.



Connected on top lays a tube space frame system that acts as a curtain grid to encase the glass but also act as additional strength to the system.

PROJECT ANALYSIS

This project focuses on three major areas and how their psychological effects can be beneficial and how they are being utilized within the design.

NATURE

Nature is a large part in everyone's lives and is known to help decrease stress and increase mental health. It provides a separation from the busy world where people can relax and take time to enjoy the moment. It is beneficial to the people around it and leads to longer amounts of time spent in an area. This is not only beneficial for the person, but also for the surrounding stores and provides them with more chances to peak interest.



COLOR

By using the color white, the large part of the building creates a bright, clean, and neutral base that will not only be an attractive part itself, but will also amplify the colors around it. The color red is a passionate color that energizes emotions and creates interest. This large piece of red used acts as a statement piece that is meant to attract people to the space and then are then drawn in to more natural colors such as the large amounts of green used. Green is proven to be a very calming color that promotes positive emotions and is great for creating a relaxing environment that encourages people to stay.



NATURAL LIGHT

The use of natural lighting within the world of retail has been proven to not only increase productivity, but also improve sales as well. Natural Light has also been proven to improve mental health and the production of Vitamin D which keeps our minds and body healthy.



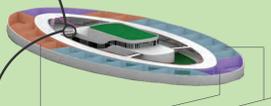
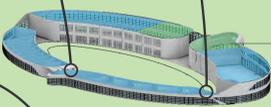
The large amounts of natural lighting used throughout the entire design is intended to create a positive and beneficial space for the retail stores as well as the people.



interior entrance

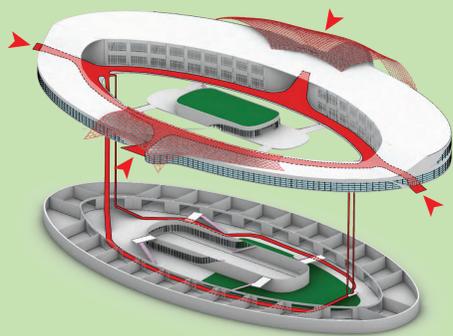


bottom walkway



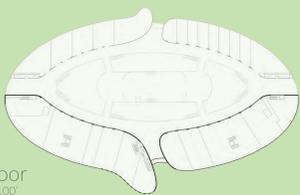
dining mech. retail offices
SPACE ALLOCATION

CIRCULATION DIAGRAM

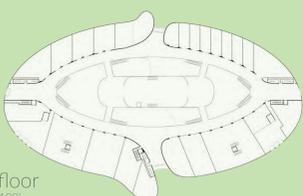


The goal for the design of the layout is to create as much travel as possible so that businesses can have optimal foot traffic. The secondary goal for the design is to constantly direct people inwards in order to compel them to stay longer.

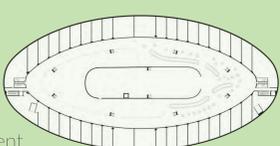
FLOOR PLANS



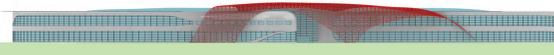
2nd floor
scale: 1" = 100'



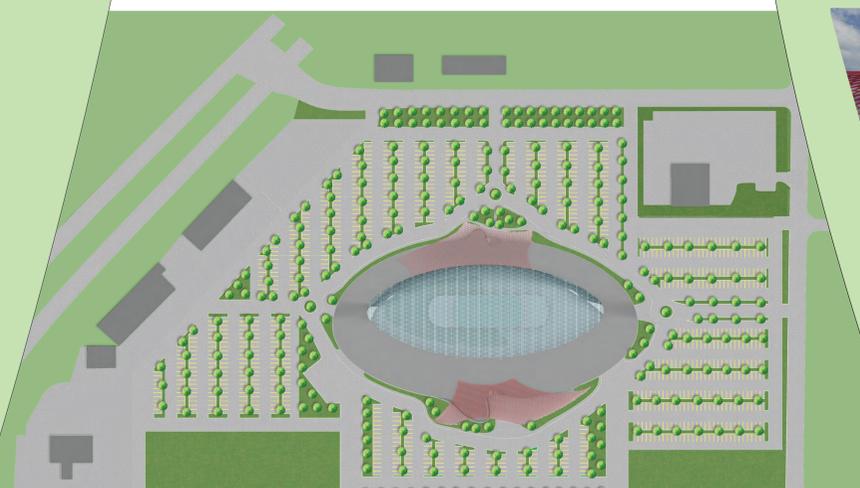
main floor
scale: 1" = 100'



basement
scale: 1" = 100'



elevations 1" = 100'



site plan
scale: 1" = 100'