



**NEW JERSEY INSTITUTE OF TECHNOLOGY
COLLEGE OF ARCHITECTURE AND DESIGN**

BOUTIQUE RETAIL INSTALLATION

COURSE: INT 264 – Interior Design Studio II (4 credits)
PROGRAM: Interior Design/School of Art + Design
LOCATION: Second semester sophomore studio course/spring term
INSTRUCTOR: Christopher Parrish and Ana Peñalba

DESCRIPTION: A hands-on studio course that expands introductory problems into commercial interiors and public spaces. Interior design as a knowledge-based discipline is introduced. Emphasis is placed on the use of information technology/digital media in the design process and the presentation of design proposals. Preliminary integration of multiple technical variables is included.

PROJECT: Design a single-product line/boutique retail outlet as part of a large single-building complex containing multiple establishments. Building upon previous café project, student designs are to incorporate furniture, lighting, and finish selections.

REQUIREMENTS: Select a specific product from a list provided by the instructors and select one of the available empty spaces in a large warehouse building in Newark. Design a two-story retail and ancillary office establishment for high-end retail sales. Prepare both two-dimensional and three-dimensional drawings and renderings to communicate conceptual and perceptual information about the proposed design. The quality and design of the space should be created to support and foster sales, and to be a unique environment that has a design relationship with the product(s) being sold.

OBJECTIVES: (1) Using a project of limited scope as the vehicle, continue the exploration of interior design as an outgrowth of analysis. (2) Continue the study of furniture and allied arts with specific attention paid to their relation to interior design. Included in this study is an opportunity to practice analyzing designed objects and to determine what principles may (or may not) be translated to interior design. (3) Explore the opportunities for designing a space with a particular character or quality. (4) Provide continued opportunities to document existing conditions for an interiors project as a precursor to detailed design. (5) Learn about the functional needs of a common commercial use including the relationship between human needs and dimensions and the activities that occur within the space (with continued responsibility for providing universal access). (6) Provide additional practice in the craft of model-building and drawing with various media and to begin to understand which modes of communication are appropriate at different stages of a design project (including both interim and final presentation stages). (7) Develop greater facility in the expression of texture, depth (including the use of line weight in two-dimensional representation), and lighting using digital media. (8) Continue the integration of Building Information Modeling in the interior design process.

REFERENCES: (1) Allen, Edward and Joseph Iano. *The Architect's Studio Companion: Rules of Thumb for Preliminary Design/4th Ed.* Hoboken, NJ: John Wiley & Sons, 2006). (2) Charlish, Anne, ed. (Introduction by Sir Francis Watson). *The History of Furniture.* (New York: William Morrow & Company, Inc., 1976). (3) De Chiara, Joseph with Julius Panero and Martin Zelnik. *Time-Saver Standards for Interior Design and Space Planning/2nd Edition.* (New York, NY: McGraw-Hill, 2001). (4) De Chiara, Joseph and Michael J. Crosbie. *Time-Saver Standards for Building Types/4th Ed.* (New York: McGraw Hill, 2001). (5) Harmon, Sharon Koomen and Katherine E. Kennon. *The Codes Guidebook for Interiors.* (Hoboken, NJ: John Wiley & Sons, 2008). (6) McGowan, Maryrose and Kelsey Kruse, editors. *Interior Graphic Standards.* (Hoboken, NJ: John Wiley & Sons, 2004). (7) Neufert, Ernst with Peter Neufert, Bousmaha Baiche, and Nicholas Walliman. *Architects' Data/3rd Edition.* (Hoboken, NJ: Wiley-Blackwell/John Wiley & Sons, 2002).