EROSION & FORMATION

POP-UP STORE

Savannah College of Art and Design | Interior Design Studio III

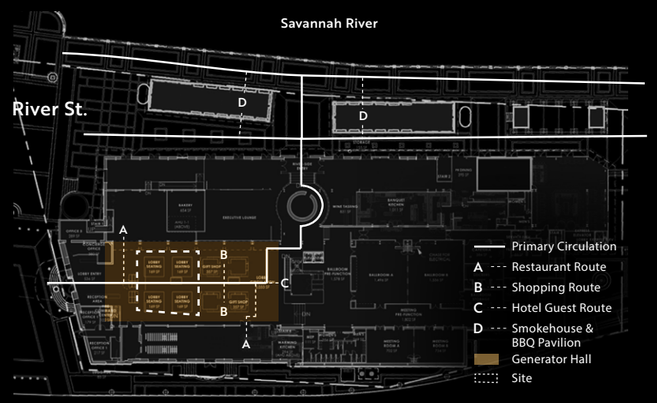
May, 2024

Instructor	Professor Catie Pizzichemi
Individual Project	Ivan Kuo
Role	Research, Design, Drawing, 3D Modeling, Rendering
Location	Savannah, GA

The **Cotopaxi Savannah pop-up**, inspired by erosion **carving a valley and mining erosion**, showcases nature's power and Cotopaxi's essence. Located in the Generator Hall, featuring **fossils and crystals**, it evokes the **Savannah River** eroding the store's exterior, **revealing its inner structure like a crystal**. Designed for **sustainability**, it minimizes carbon emissions and is **easy to construct, reconstruct, and transport**, allowing for display in **various locations**.

SITE & CIRCULATION





The JW Marriott Savannah Plant Riverside District is strategically located near MLK Jr. Blvd, Bay St., and River St. MLK Jr. Blvd provides easy access for guests arriving by car, while Bay St. offers a vibrant atmosphere with shops and restaurants. River St., along the Savannah River, features historic warehouses and waterfront views, making it a must-visit destination. This prime location ensures guests have convenient access to Savannah's cultural and dining experiences.

USER'S PROFILE & JOURNEY



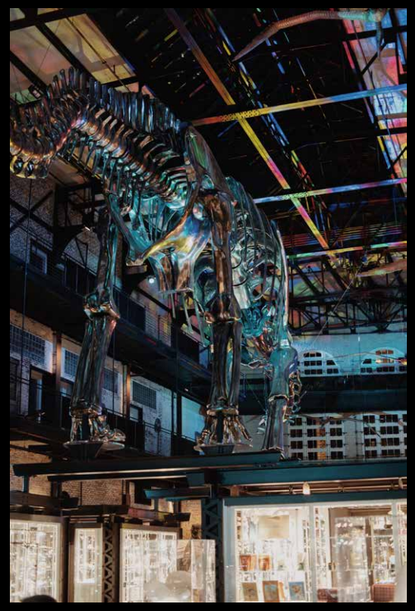
LOCALS

- Live in **Savannah**
- Interested in adventures like **hiking** and **trekking**
- Caring about **sustainability** and **ethical practices**



TOURISTS

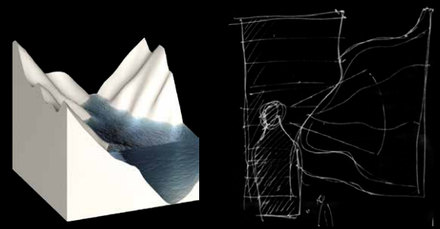
- 25-45-Year-Old Professionals
- Families with Middle to Upper-Middle Class Incomes
- **Adventure-Seeking**
- **Outdoor Enthusiasts**
- Preferring Authentic **Local Experiences**
- **Fossil Hunting** & **River Boating**



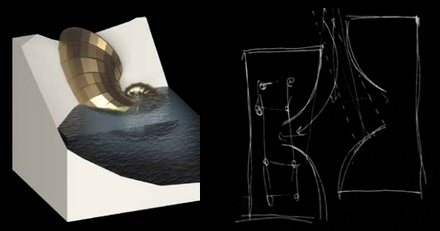




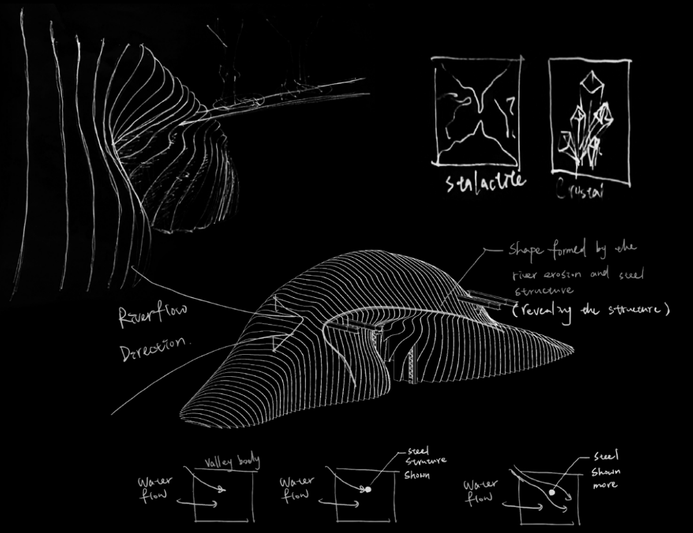
CONCEPT DEVELOPMENT

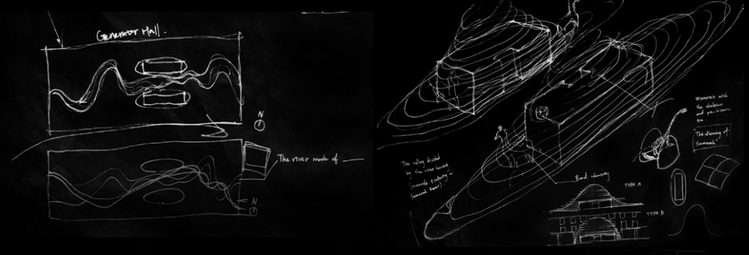


- Significant erosion transforming natural landscapes into valleys
- Cotopaxi's identity as an outdoor gear brand fostering exploration



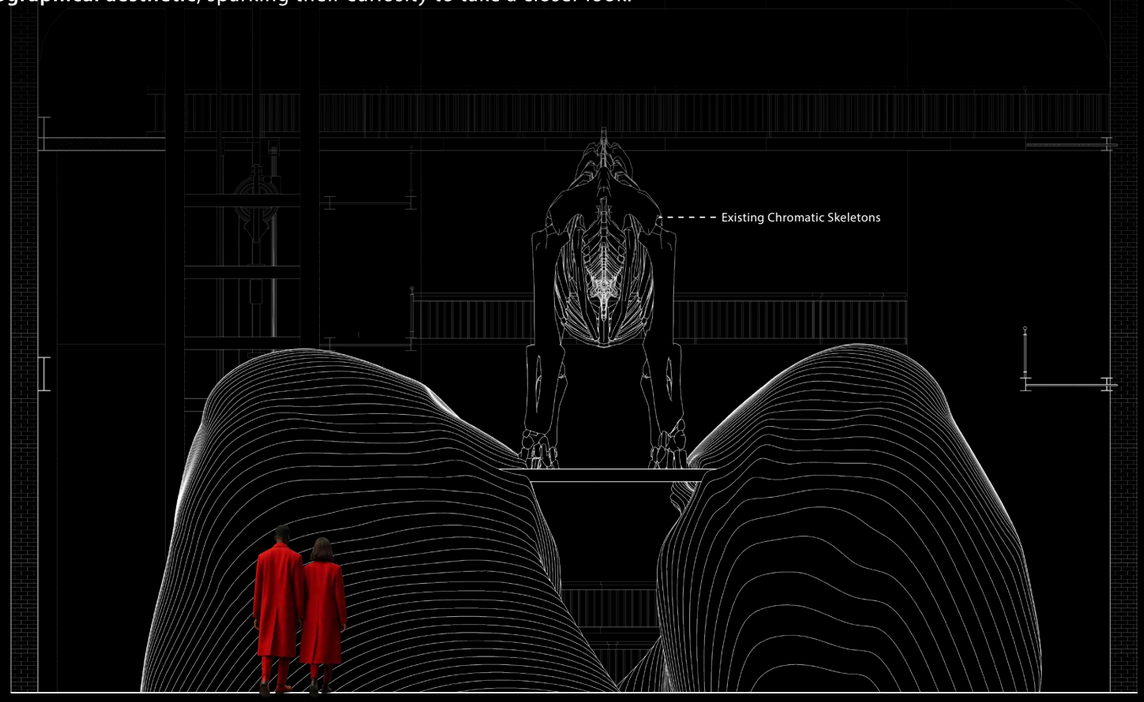
- Erosion washes dirts away, revealing hidden features
- Resonates with the Generator Hall's featuring crystals and fossils



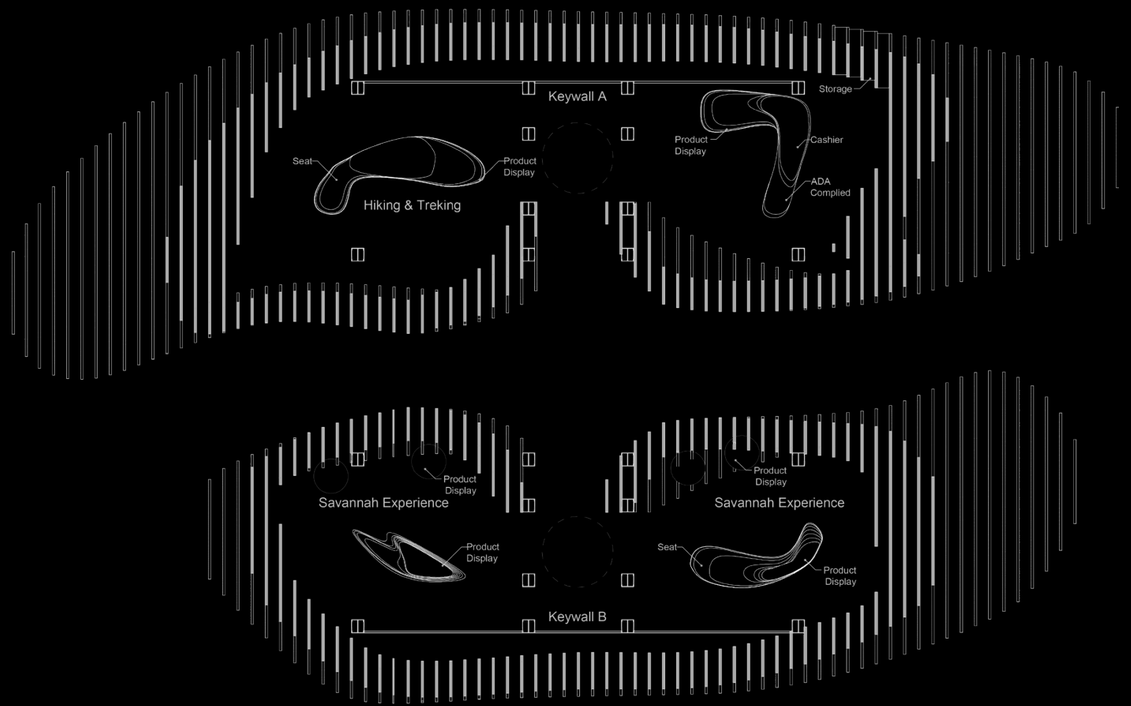


ELEVATION

When visitors enter the Generator Hall, they encounter **two enclosed metallic structures** intertwining with an **ancient and geographical aesthetic**, sparking their curiosity to take a closer look.

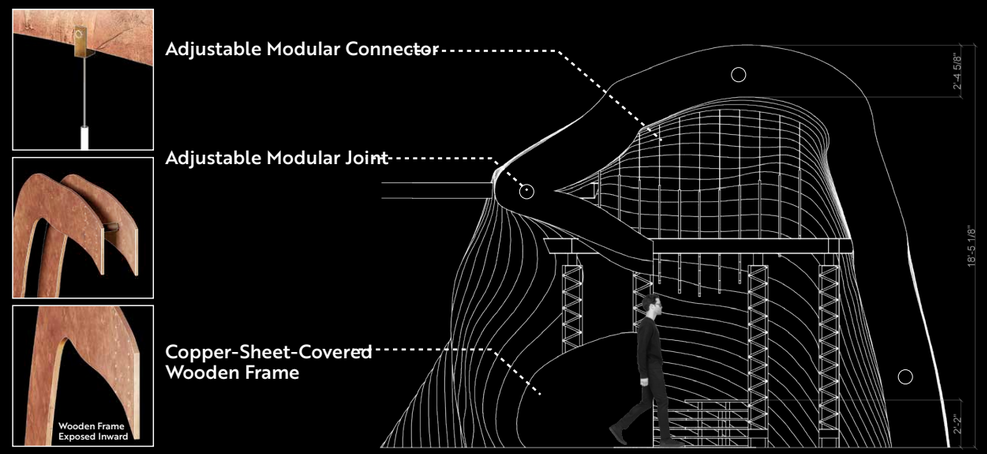


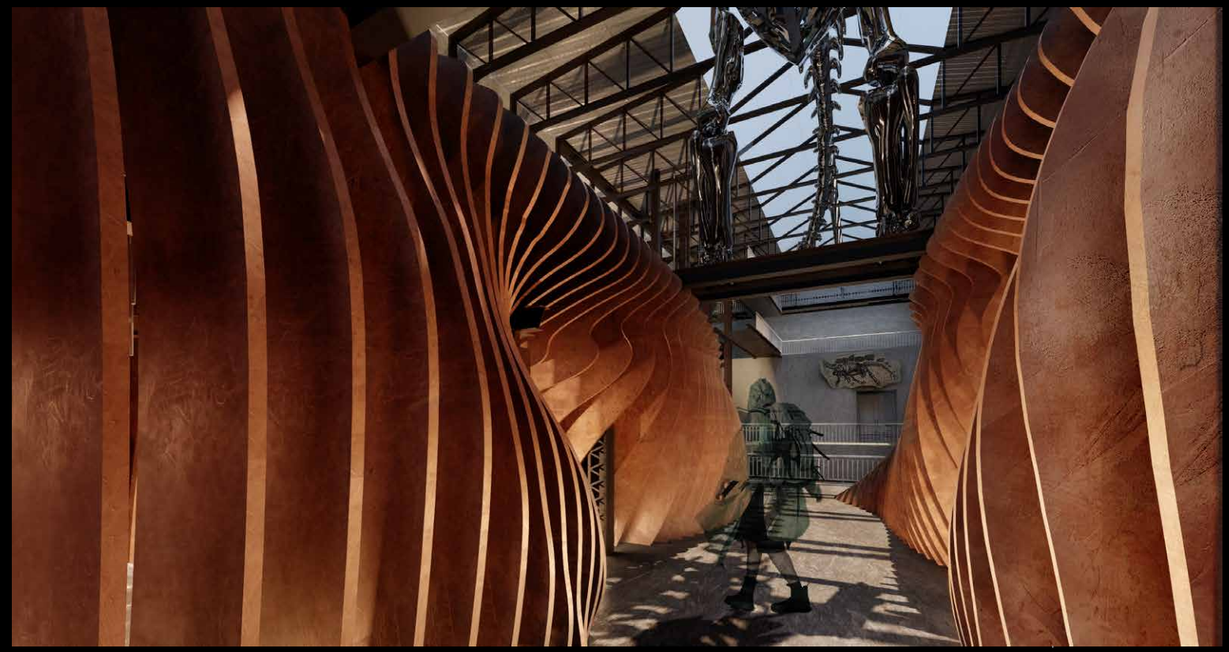
Cotopaxi has been making **impactful changes** in people's lives. Originating from their headquarters in Salt Lake City, they feature canyon landscapes that showcase the **slow** yet **meaningful impact of erosion**.



Scale 3/32″=1′-0″ Floor Plan

The structure features a **wooden frame covered with copper sheets** and nails, evoking the colors of the **valley** and exuding an **ancient, mysterious vibe**. This design complements the sparkling, industrial aesthetic of the Generator Hall. Resembling **natural terrain, a piece of jewelry, and a stone containing colorful crystals**, the structure reflects Cotopaxi Savannah's inspiration from nature's erosion and the **hidden beauty within**.

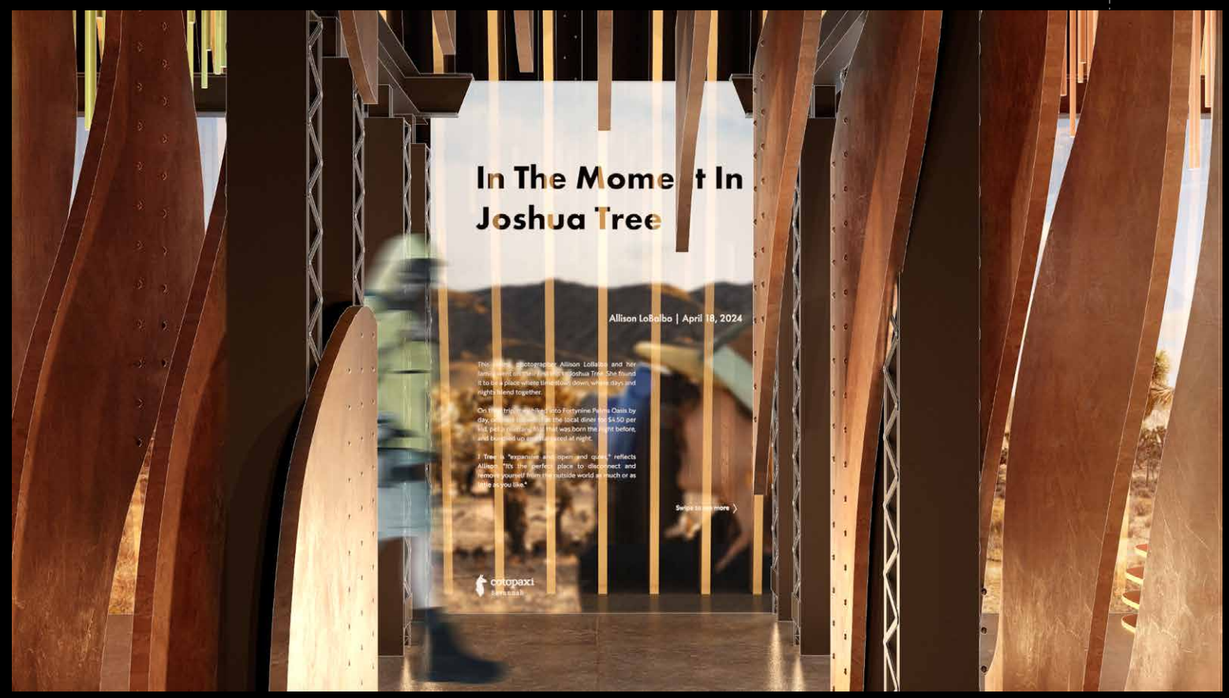




The structure symbolizes **erosion** and resembles a **dinosaur skeleton**, offering an **immersive experience** in the Generator Hall. Visitors encounter two intertwining metallic structures with an **ancient** and **geographical aesthetic**, sparking curiosity.

The key walls feature three translucent touch screens on each side, showcasing photographs taken by Cotopaxi users, inspiring visitors to embark on grand adventures.

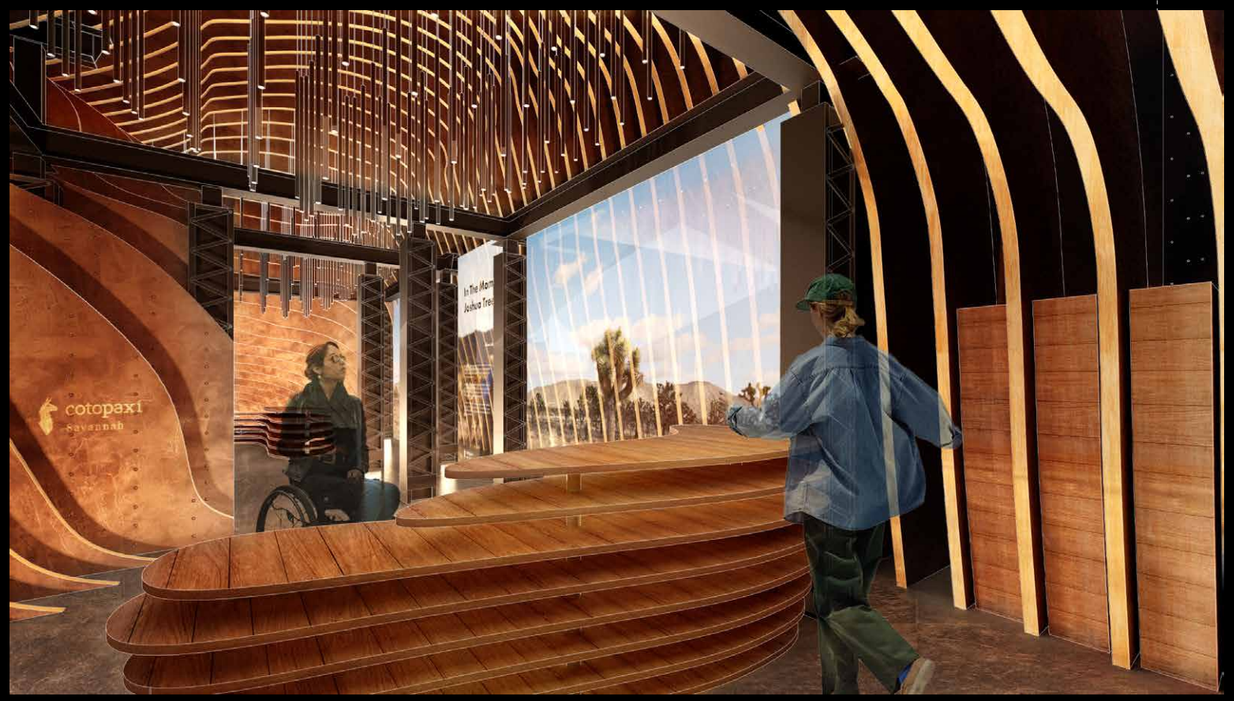
PRIMARY ENTRY & KEYWALL A





CUSTOMIZED DISPLAY SOLUTION

The products are displayed on free-form structures that serve both as **product displays and seating**, embodying the brand identity of "**getting closer to people**."
To extend the design language of the shell, the interior elements are designed for **easy deconstruction, minimizing carbon emissions** during transportation.

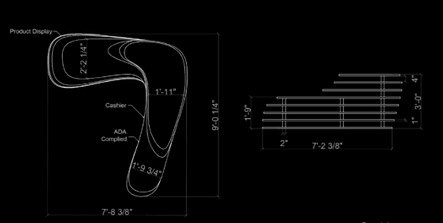




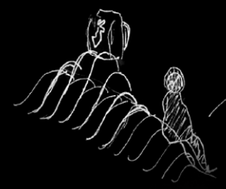
Savannah Experience

On the Savannah Experience side, the key walls display Photography Captured by local photographers, highlighting the beauty of Savannah and offering tourists ideas for places to visit.

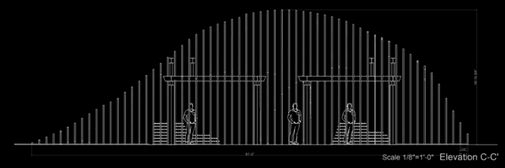
DRAWINGS



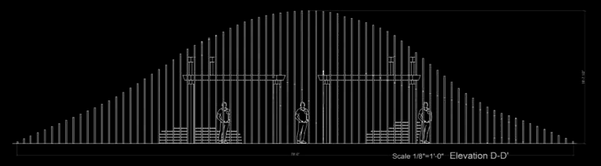
Scale 1/4"=1'-0" Cashier







Scale 1/8"=1'-0" Elevation C-C'



Scale 1/8"=1'-0" Elevation D-D'

Physical models have been collected and are currently displayed by the Savannah College of Art and Design.

