HARD FLEX

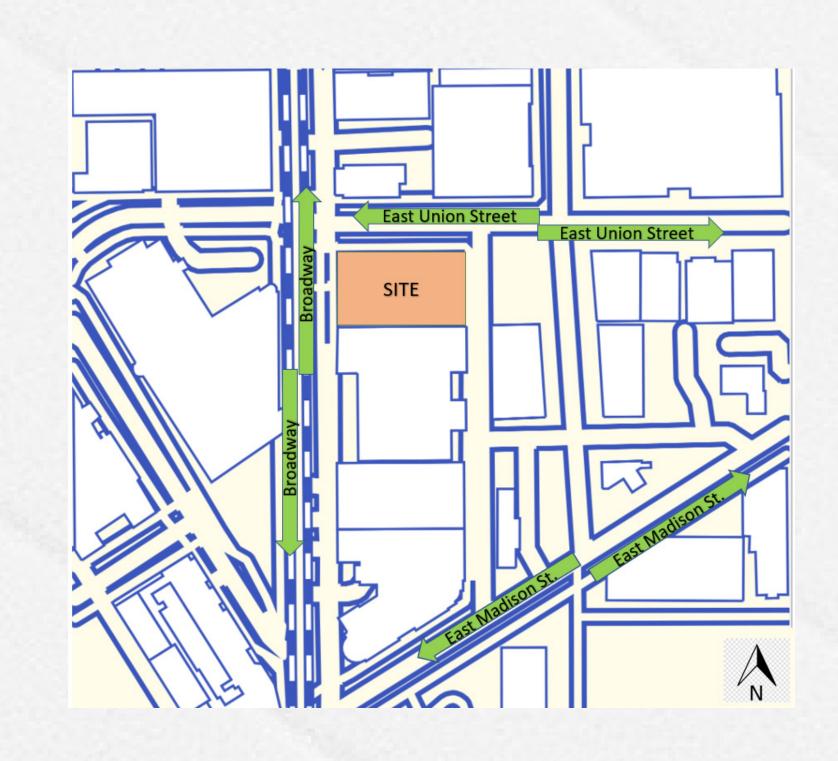


POV

Brick and Mortar retail is not dead. Redefining the traditional ideas of Brick and Mortar and giving it a new identity and definition is key in this process. By bringing in a new flexible concept of retail that emphasizes the value of the user as well as enhancing the overall experience over the product, this will provide an opportunity for people to continue to feel motivated to enjoy the physical retail experience.

Site Context

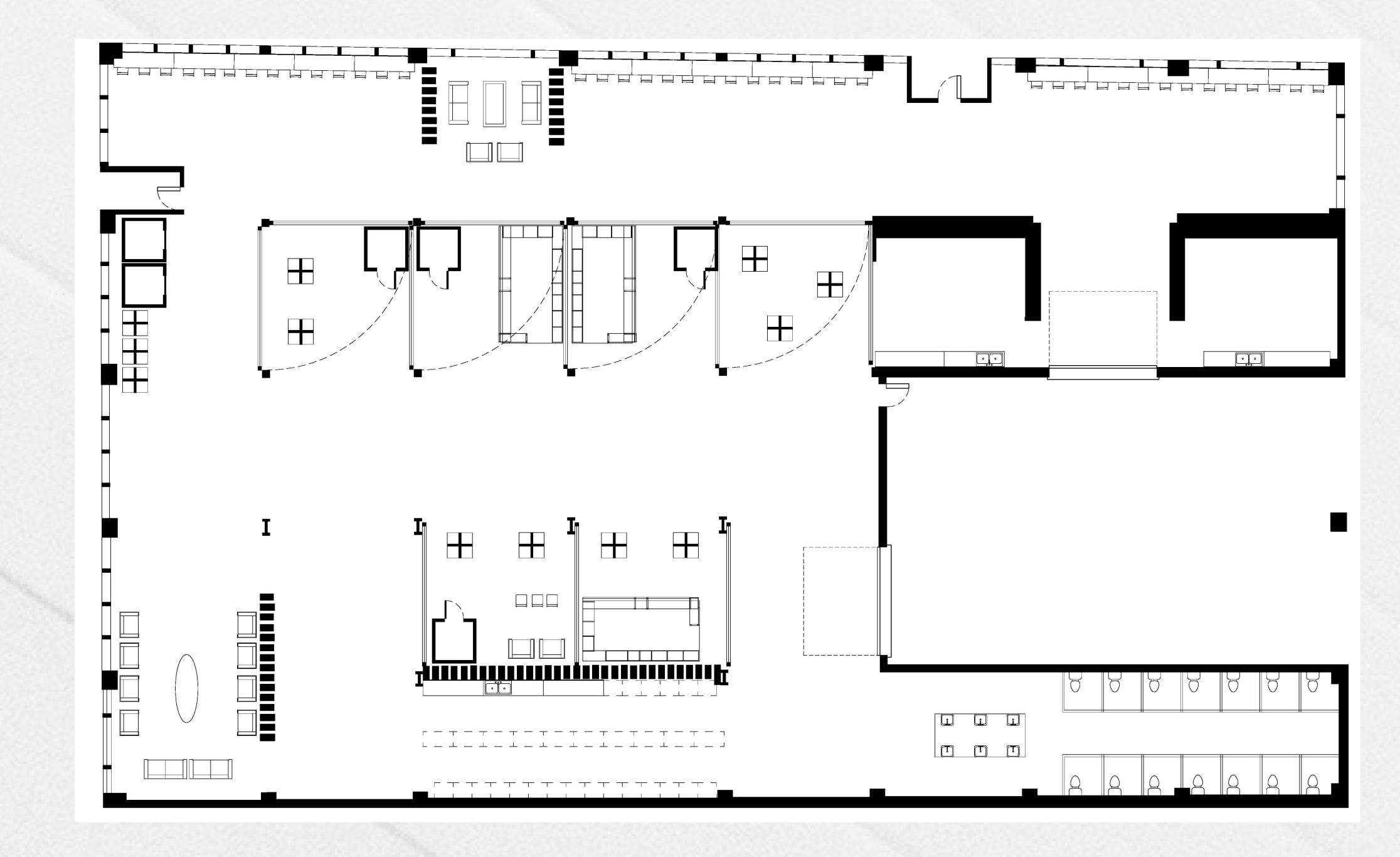
Diverse Capitol Hill is packed with hip bars, eateries and laid-back coffee shops and indie stores. This neighborhood is a thriving area for young people with a lot of foot traffic along with great public transportation options. Also focusing on creating safe and comfortabl walking environments that is easy to navigate and well-connected to existing pedestrian walkways and features. Encouraging human interactio and activity at the street level with clear connections to building entries and edges.

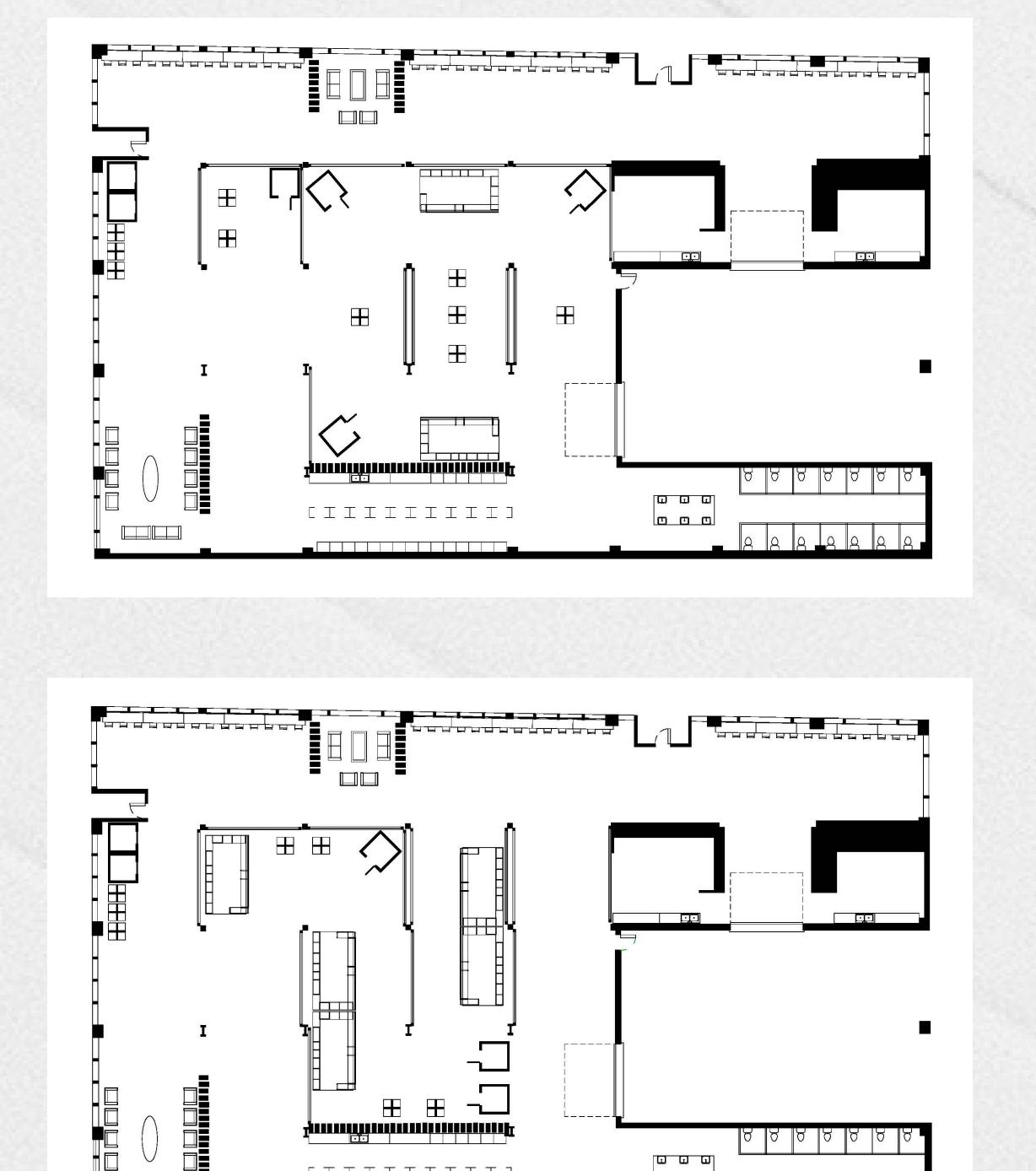






Floorplans

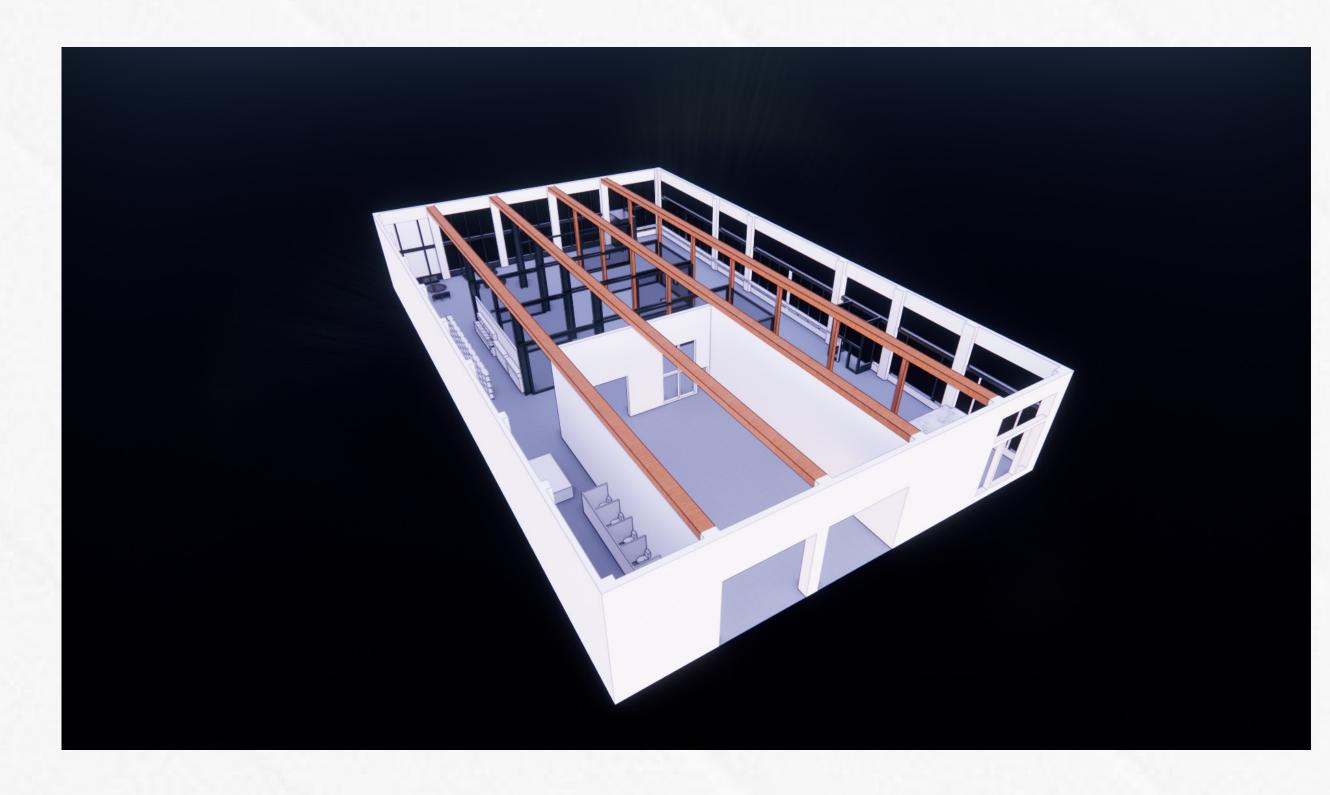


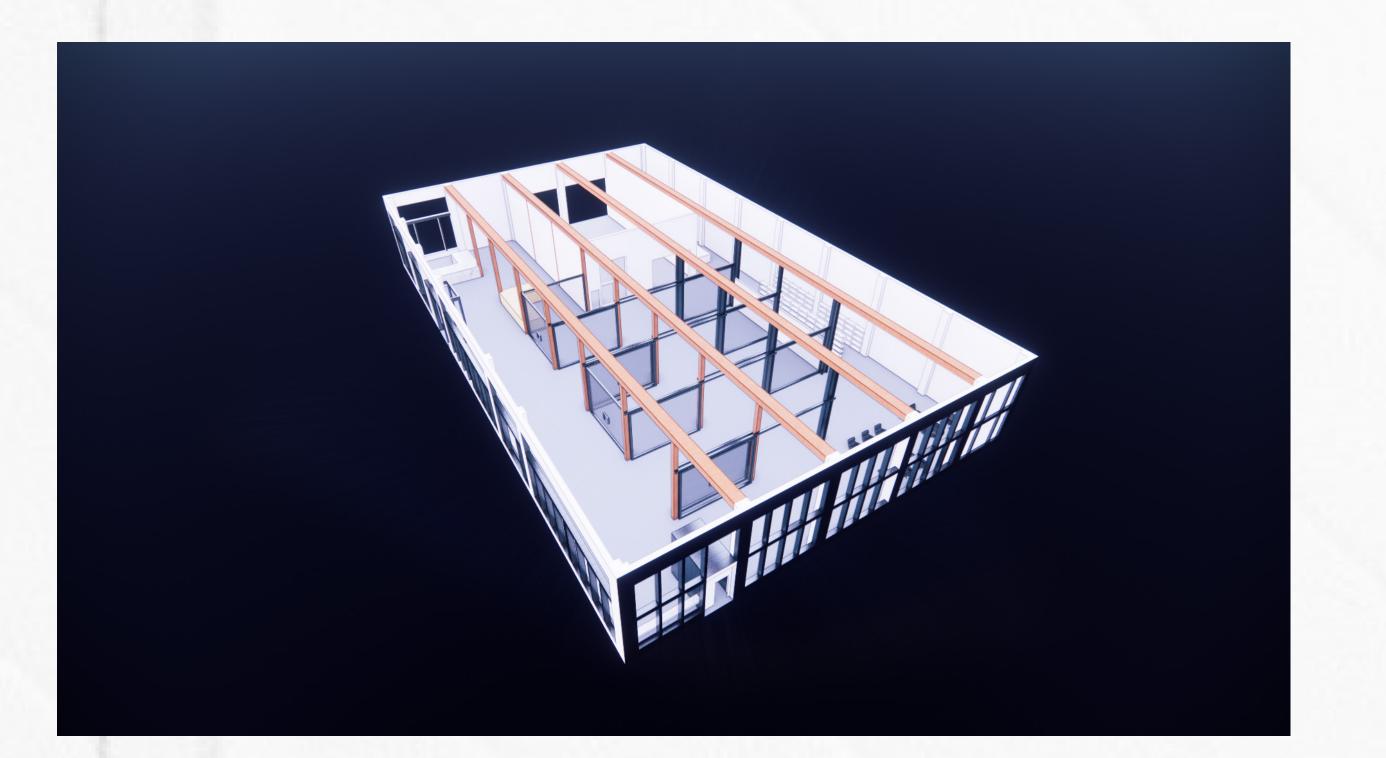




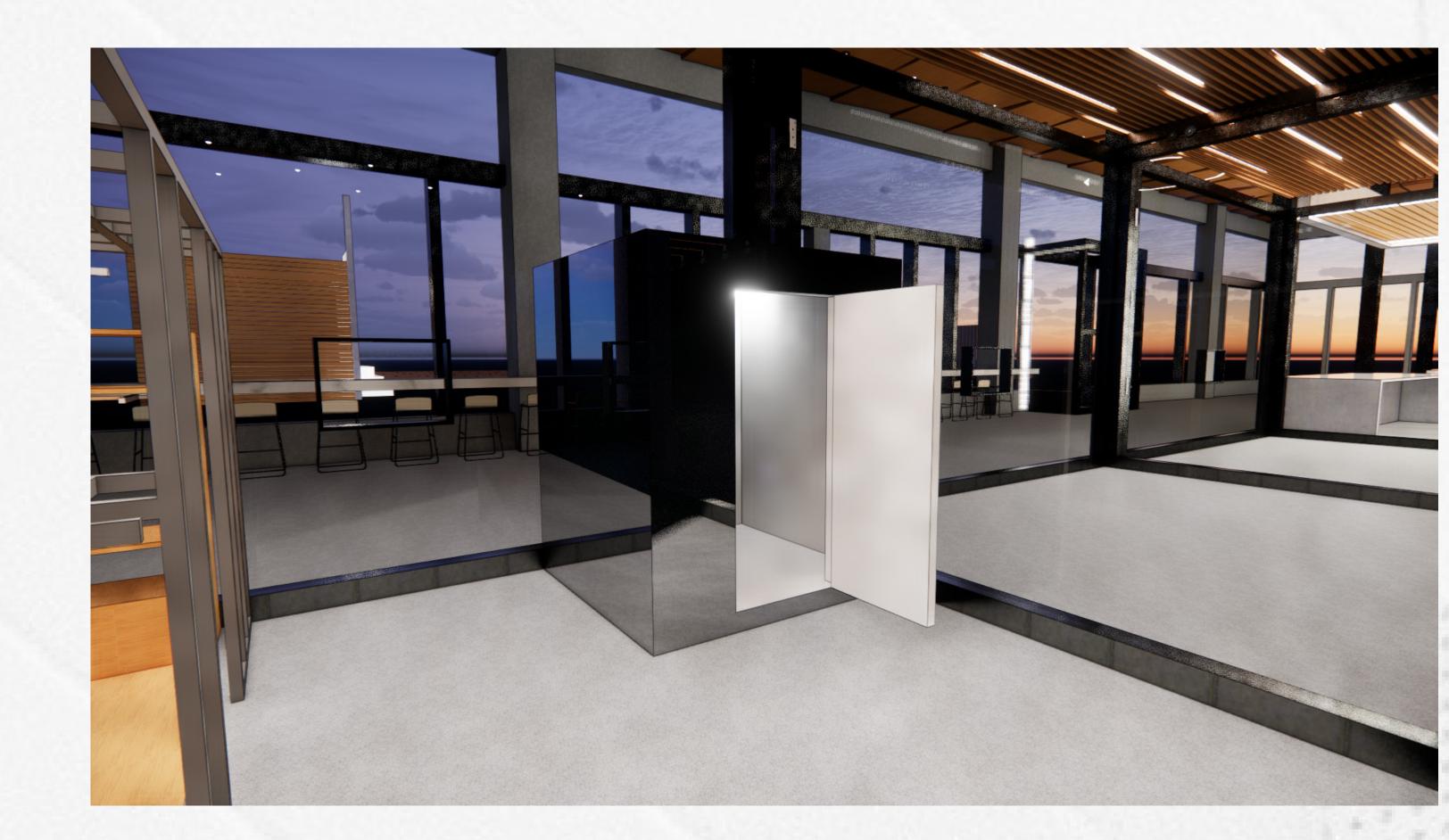
Project Vehicle

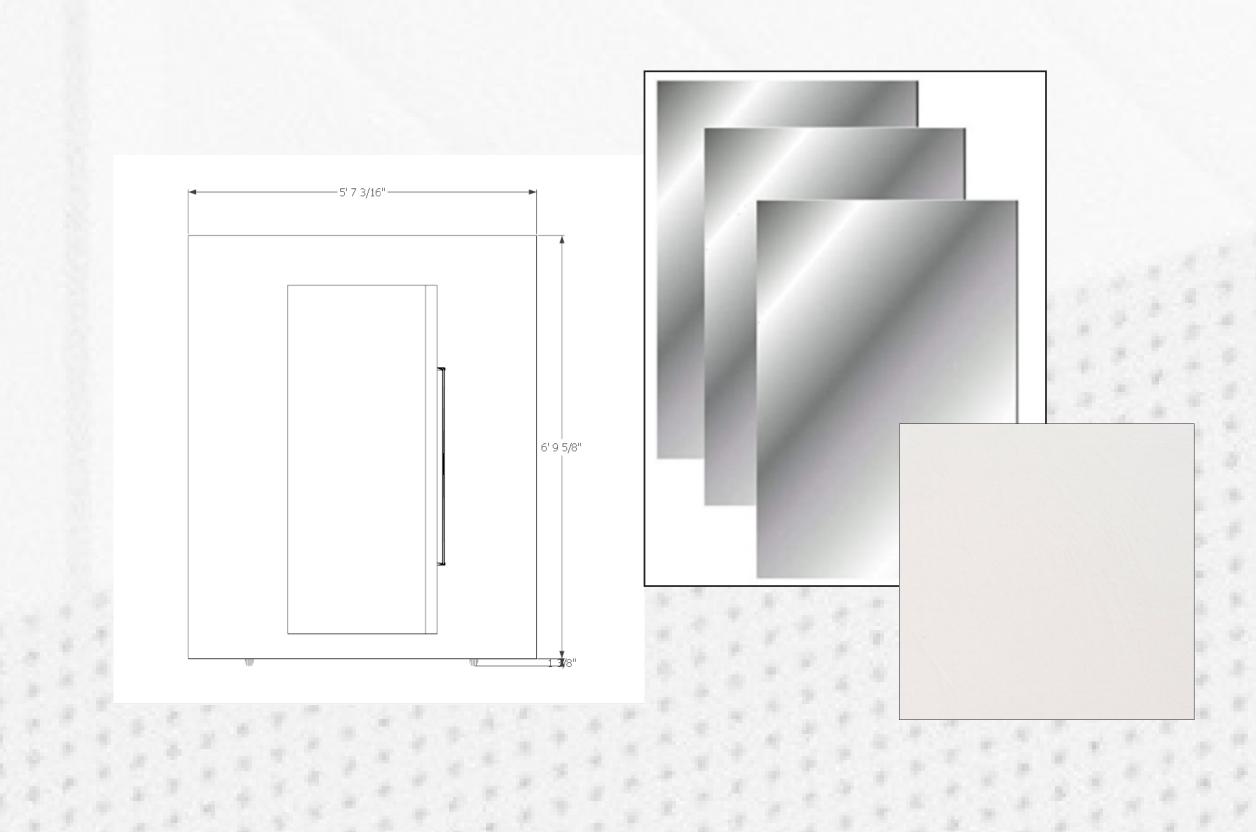
Optimism Brewery- In the lively and diverse nieighborhood of Capitol Hill on the corner of East Uniont Street and Broadway, this space offers a big enough opportunity for retail to looked at a new way. The open space plan along with plenty of natural light provides a space that will create safe human interactions along with directionality.



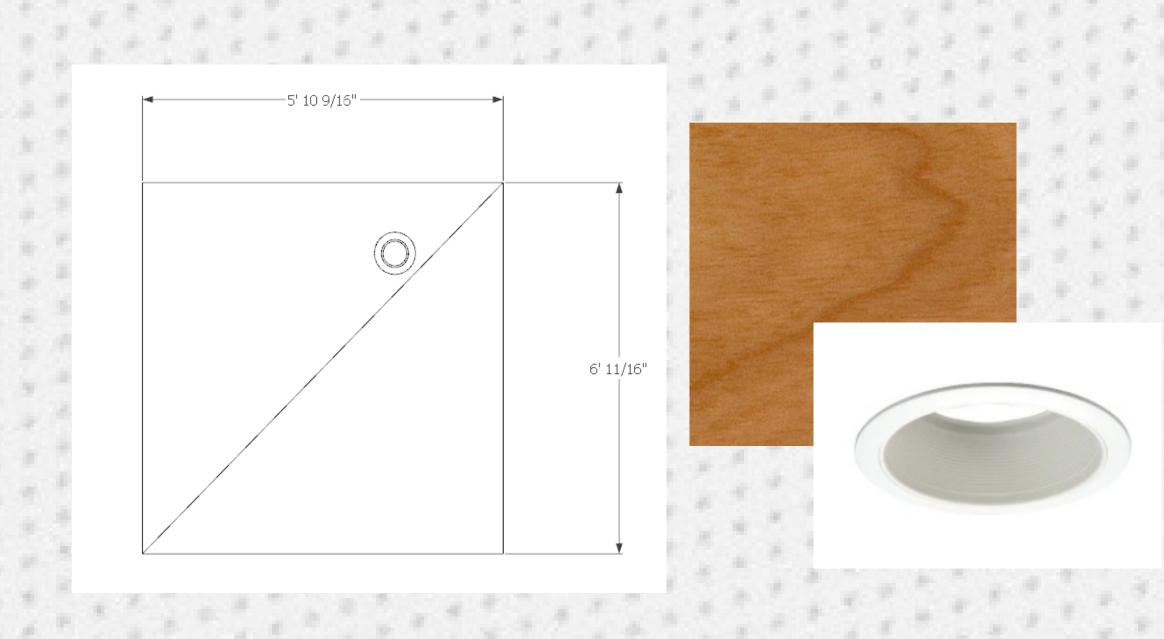


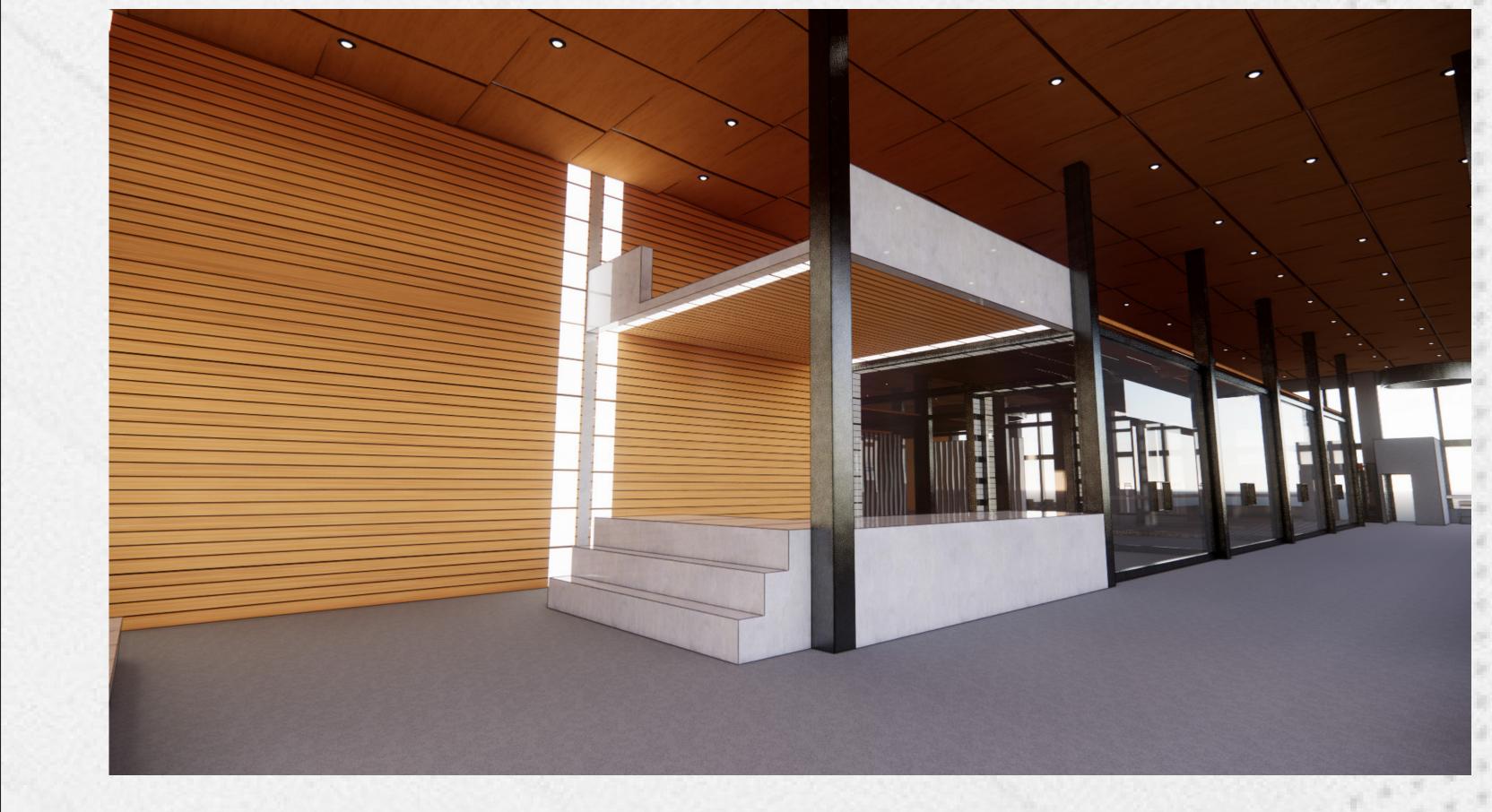
Details

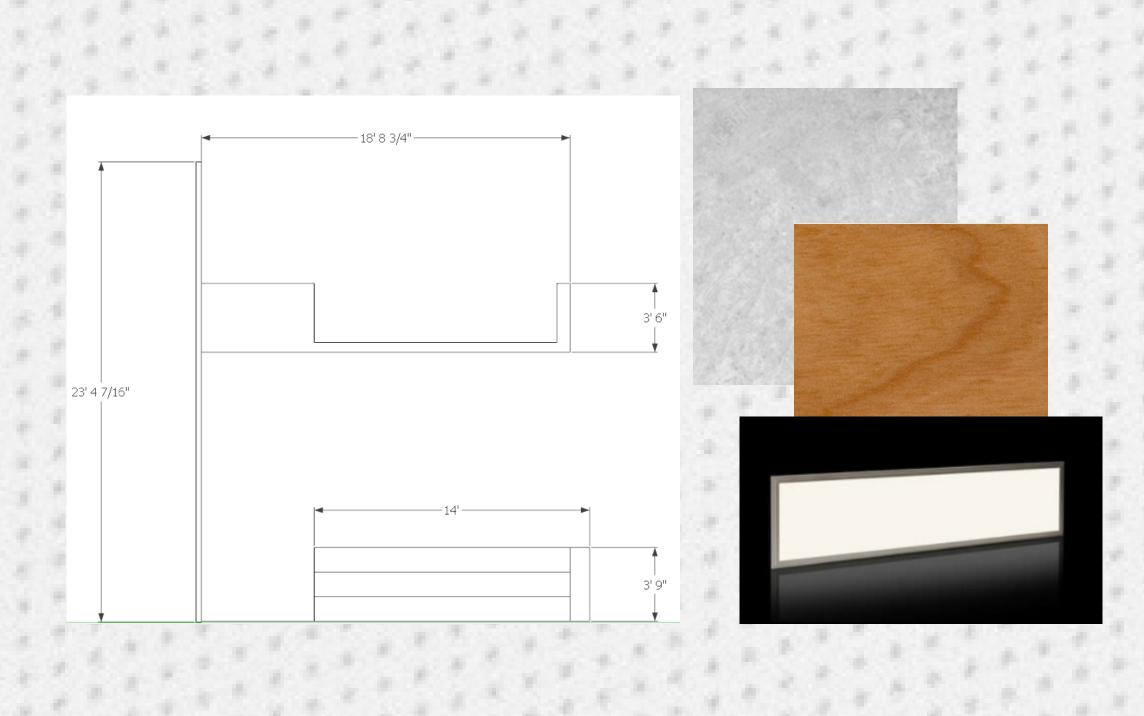


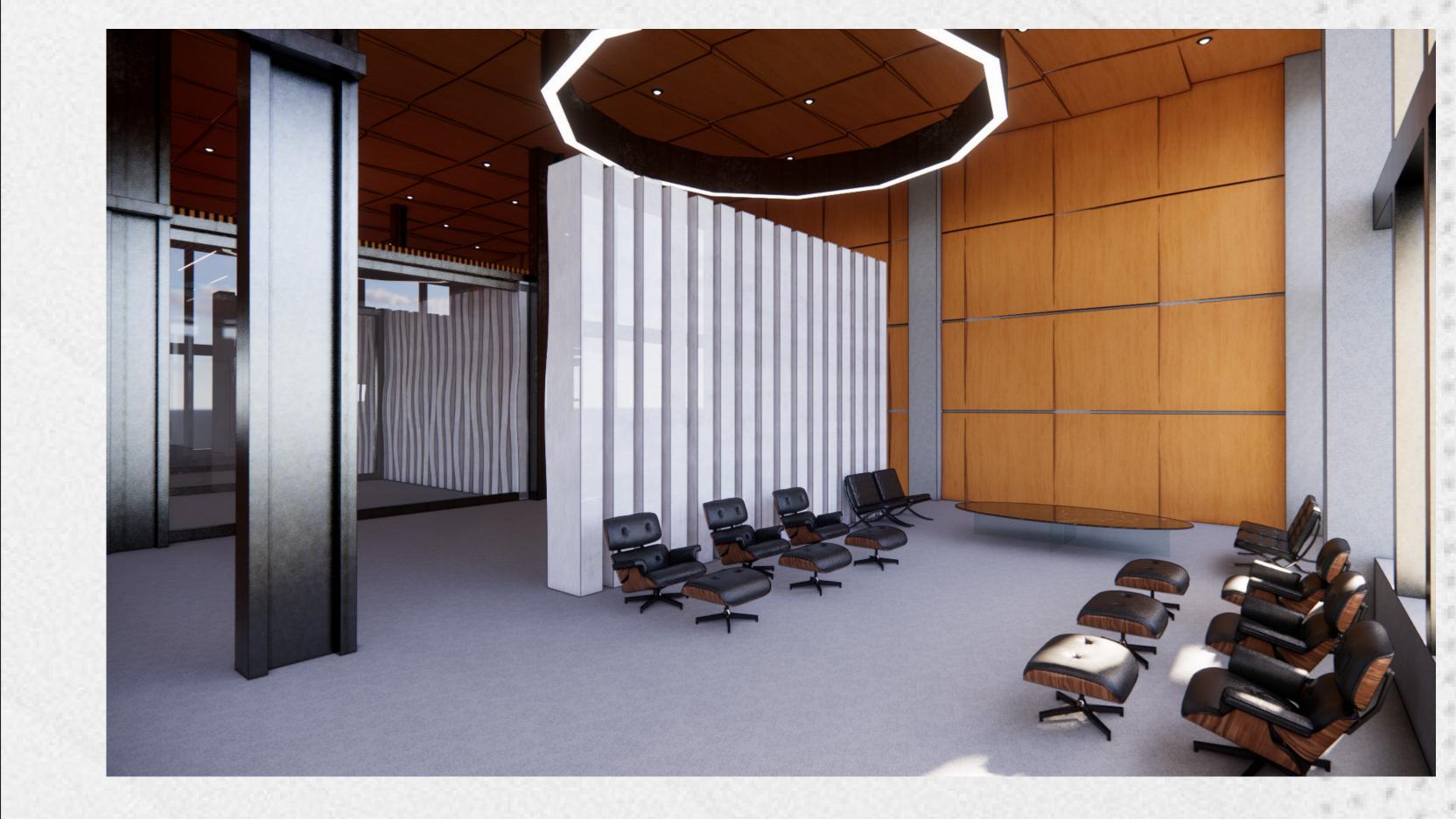


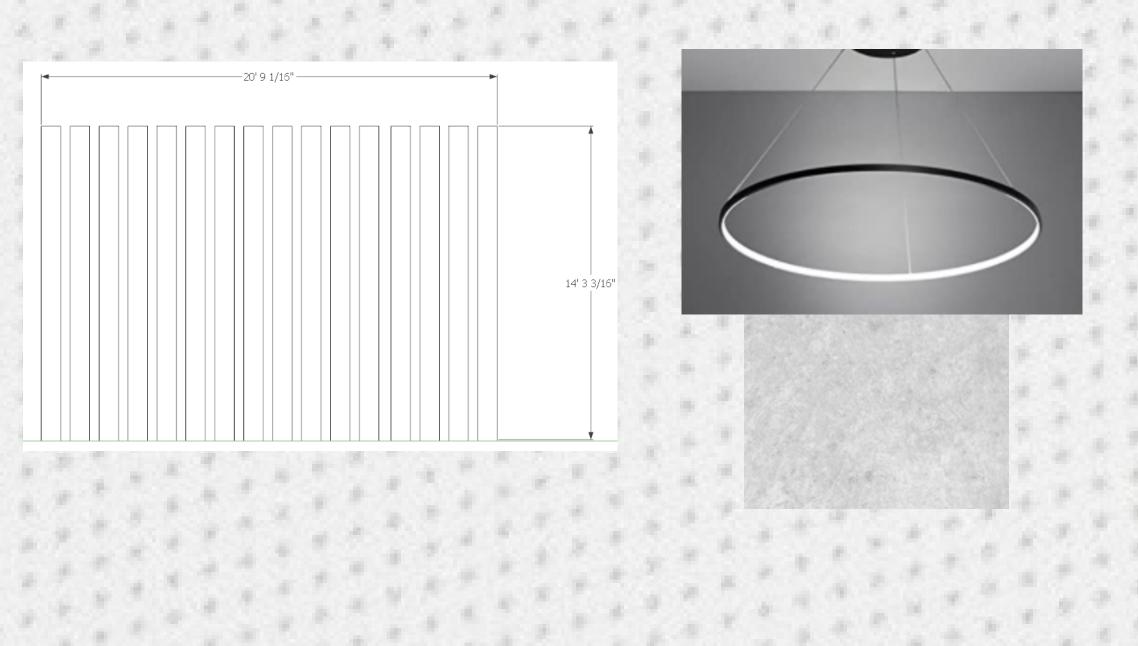


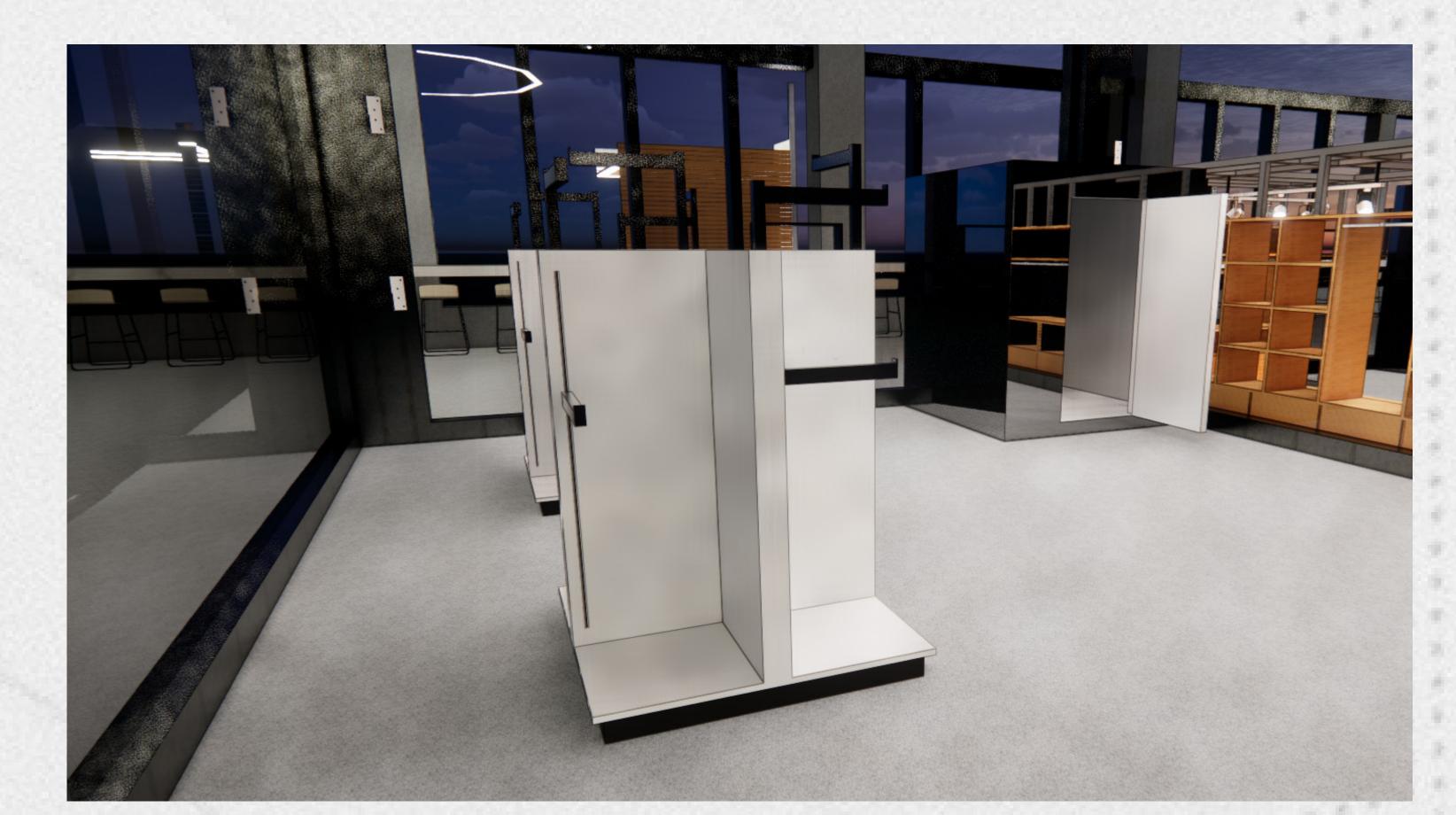


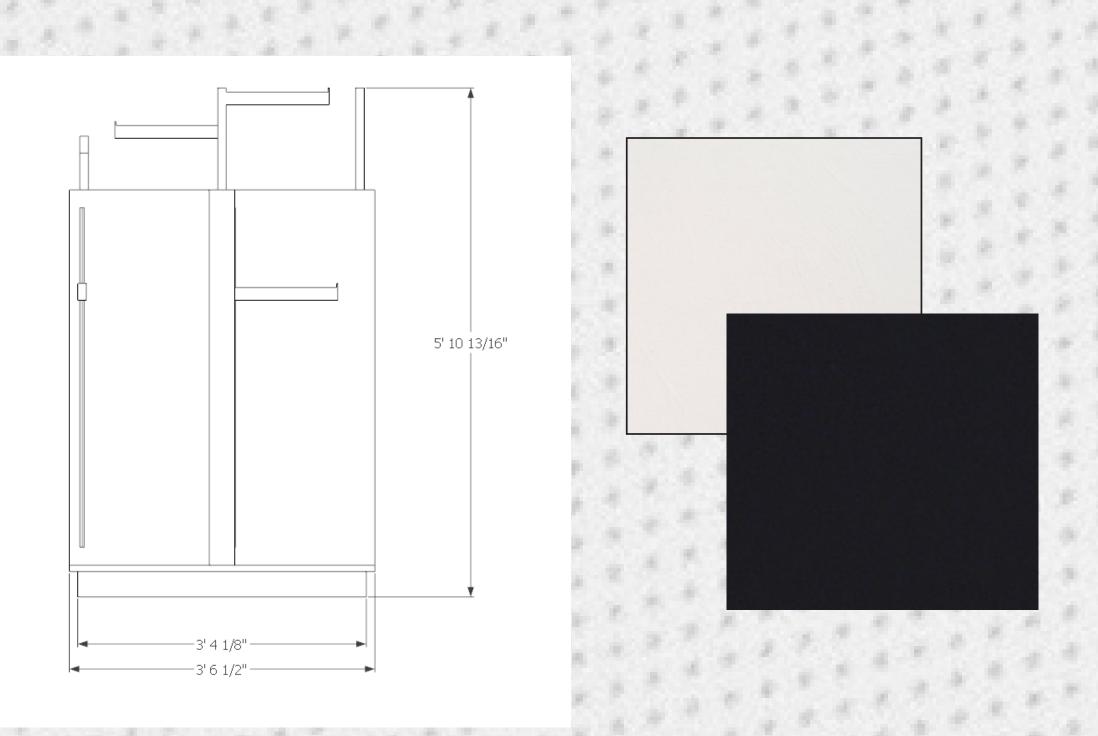










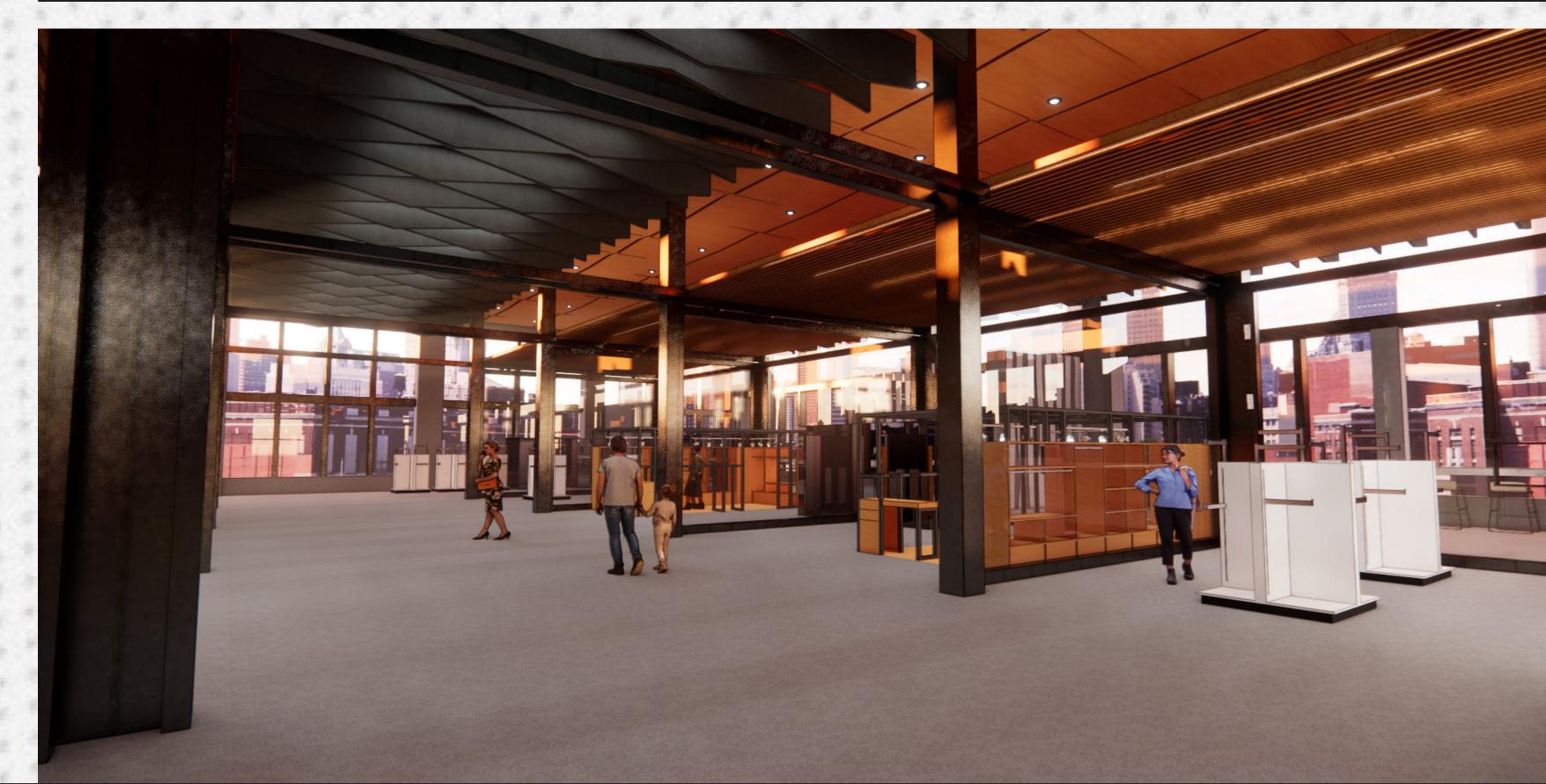




Food and Beverage



Hallwa



Retail Space



Lounde



etail Space



Lounge Two



Employee/Kitchnette