

# MARKET EXPERIENCE



*Live music, and cheerful banter fill the crisp morning air. Colorful fruit overflows the weathered baskets, and a couple of successful escapees roll around on the gravel floor. A mom and her son are intrigued by produce they've never tried before. They wander around collecting a spread for lunch, then sit down at a table to watch the bustle of the market and enjoy their treasures.*

This lovely summer market scene exemplifies the desired feeling a customer would have walking through Thrive Market. Similarly to how markets are changing produce by the seasons, the art installation in the front entry will change to celebrate the new season. The rotating art will create curiosity and expectation for customers. This will hopefully encourage them to periodically stop back in to see how the space has changed.

(Ex: Anthropology is a popular clothing and home goods store that warmly invites customers in through elaborate window displays and art installations scattered through the store).

The straw baskets are for customers to use while they are shopping around the store, and the informal nature of the means of storage makes the entry way feel far from generic.

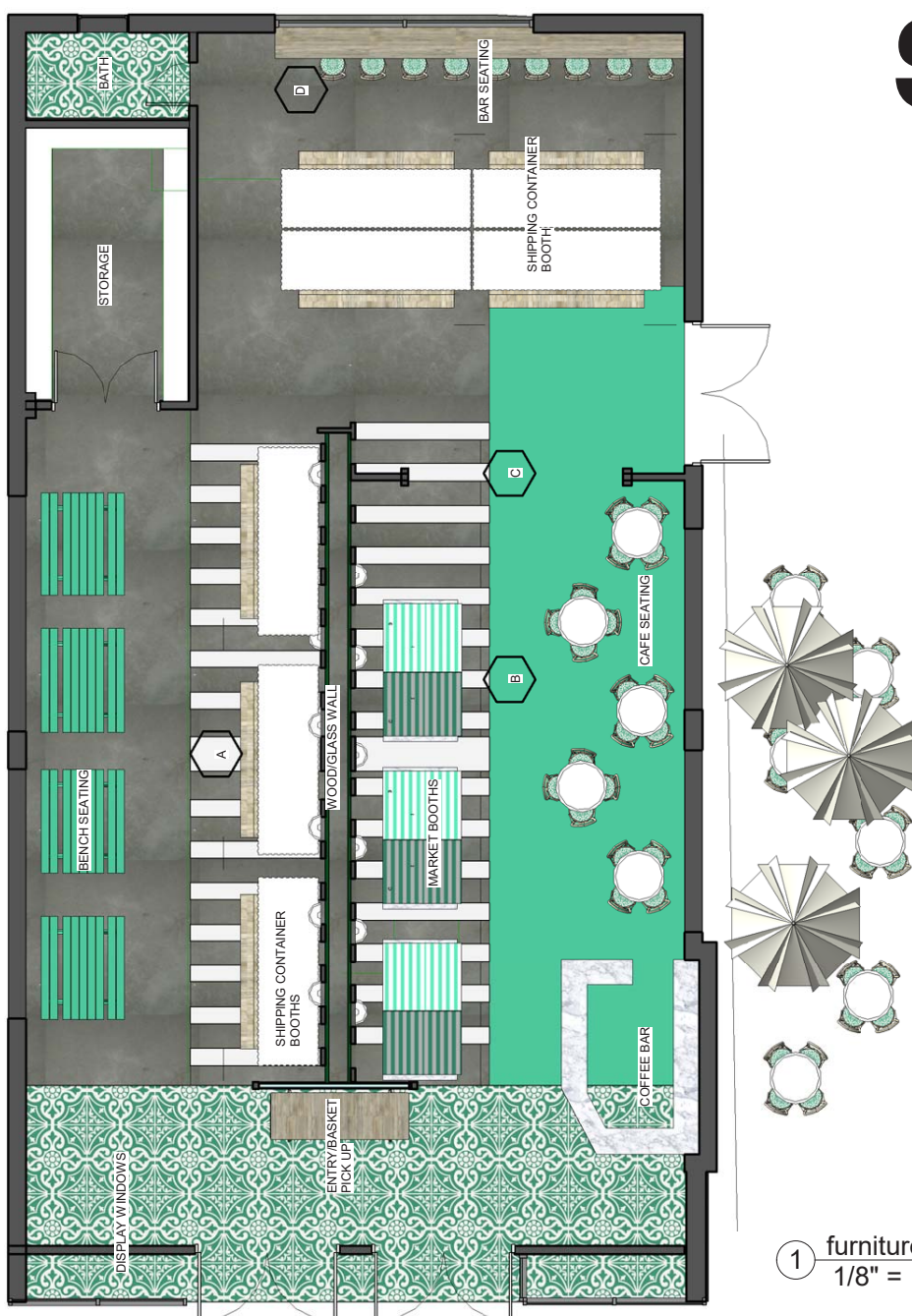




# STORE LAYOUT

The store is divided into four different parts that radiate from the central wall. The right side, which has more of a market feel, includes tent covered booths with cafe inspired seating to the right. The back of the building had shipping container stands with bar seating along the back window. Finally, the left side of the market has more of a street city aesthetic, with picnic table seating to the left by the windows.

Thrive Market's signature color is used throughout the space to create a whimsical and cheerful environment.



1 furniture  
1/8" = 1'-0"

