

TRANSfusion

The desire to heal, to revive, respect and remix the retail community.

TRANSition

We are at the cusp of a fundamental evolution of retail.

- > new cultural and social communities
- > new demographic and ethnographic groups
- > new vocabulary and language
- > new ways of communicating
- > new icons and totems
- > new forms of commerce

TRANSPARENT

Retail interaction is now a two-way street. Today through online social networks, the customer defines and judges what the brand is, and how it evolves. Developers need to build an architectural framework as a backdrop to retail tenants, who must be fluid in defining who they are, what they stand for and how they stay in synch with their customer.

TRANSformation

New life is injected via mobile retail villages that fuse shopping, entertainment, food and socialization. Composed of pre-made, sustainable modules inserted into the landscape that adapt to their context. Modifications capitalize on climate conditions and responsibly use and generate the energy within each region.

TRANSPORTATION

Linked to mass transit, these HUBS become the new cores of our communities.

TRANSmutable

This flexible experiment allows developers to easily shift the mix of shops, restaurants, and entertainment to meet the needs of any community at any time of the day.

TRANSLate

Re-purposed shipping containers are fabricated off-site to the specifications of many iconic brands as retail and experience.

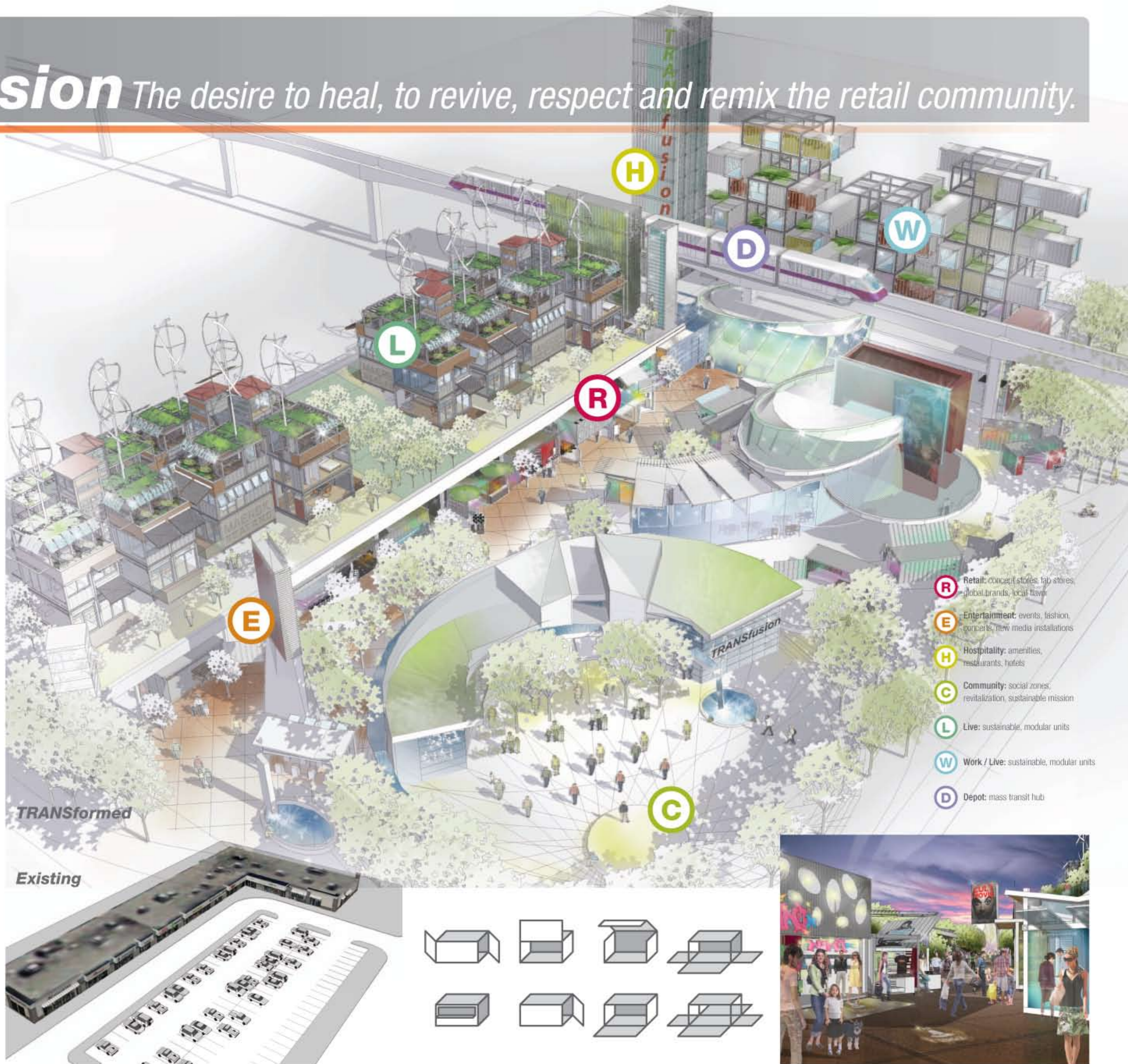
TRANSact

Bold new retail concepts intermingle with local favorites to create a spontaneous and exhilarating shopping event that is all at once exclusive, inspiring, global and grounded. Limited edition product offerings, paired with one-night-only entertainment options, create an energy and excitement that traditional retail establishments cannot match.

TRANScend

More than just retail, it is communal... what Ray Oldenburg called the 'THIRD PLACE'. Combined with live/work loft-style housing units, a zero carbon footprint can be attained. Reduced commuting needs give back our most precious commodity - time.

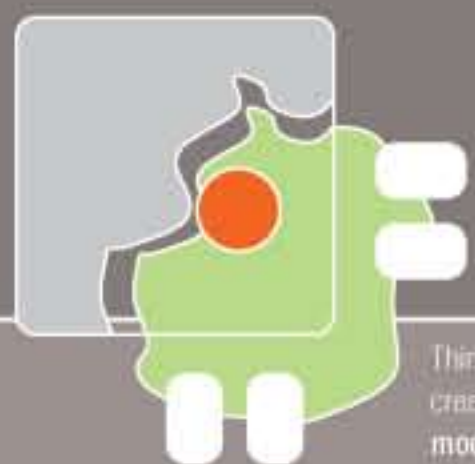
TRANSfusion is radical placemaking with heart and soul, where community is the framework and fashion, theater and delight are infused night after night.



- R** Retail: concept stores, pop stores, global brands, local flavor
- E** Entertainment: events, fashion, concerts, new media installations
- H** Hospitality: amenities, restaurants, hotels
- C** Community: social zones, revitalization, sustainable mission
- L** Live: sustainable, modular units
- W** Work / Live: sustainable, modular units
- D** Depot: mass transit hub

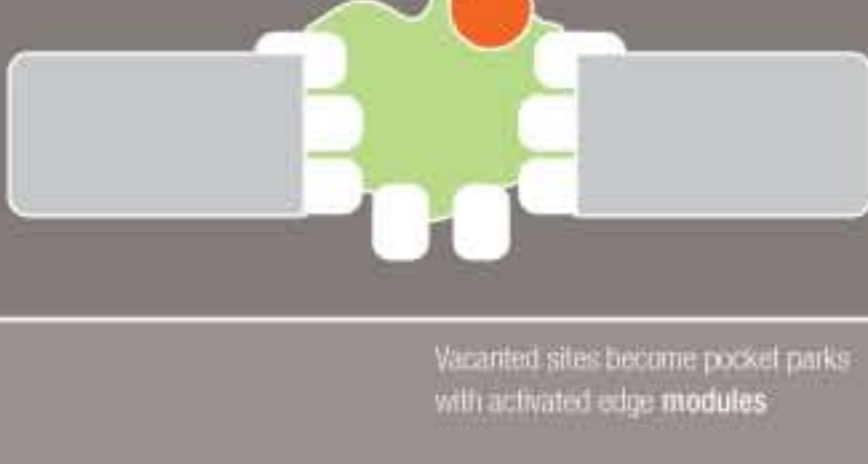


Box



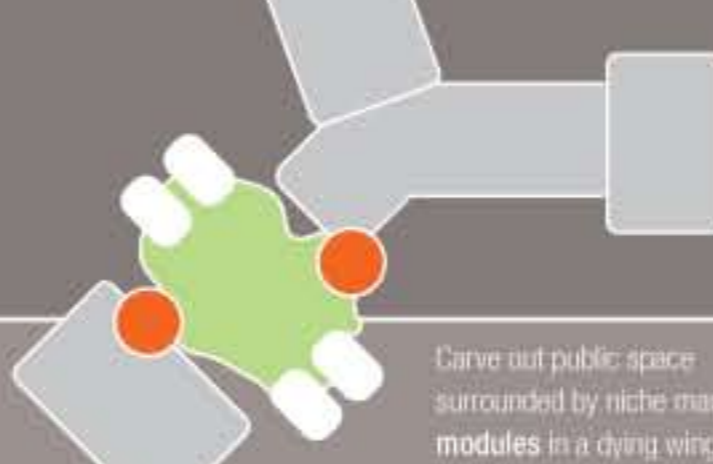
Thinking inside the box. Dissect it, creating a midsize box and support modules surrounding a plaza the engages the customer.

Infill



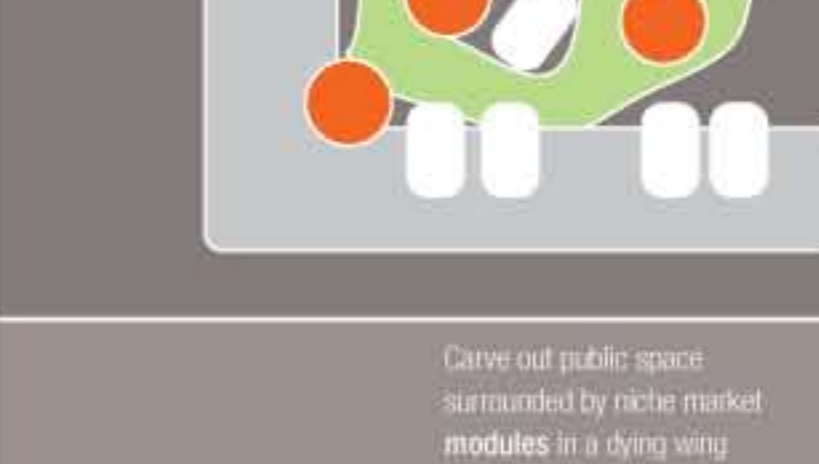
Vacanted sites become pocket parks with activated edge modules

Mall



Carve out public space surrounded by niche market modules in a dying wing

Strip



Carve out public space surrounded by niche market modules in a dying wing

F | R | C | H
Design Worldwide

FRCH Design Worldwide is an international architecture and design firm serving the retail, entertainment, restaurant, corporate office and hospitality markets. The firm offers architecture, interior design, graphic design and brand strategy for clients including Tropicana, Disney, Under Armour, American Girl, Tiffany & Co., Simon Property Group, General Growth Properties, Glanville Realty Trust and CBL & Associates Properties.

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