

POP-UP SHOPS APPROACH TO AV_TAR PLAZA

CIB = COMMUNITY INTERACTION BOX

In the future, the inventory-obsessed, shelf-rack retail paradigm is rendered obsolete by a resurgence in direct, local retail coupled with the low-cost, ubiquity of online shopping and digital culture. Aware of their instant access to global and local retail markets, future shoppers are jaded by but tied to the vicissitudes of digital culture, concerned about the health and environmental impact of their purchases, and in need of a new socially-interactive, retail paradigm focused on local scale but aware of potential global opportunities.

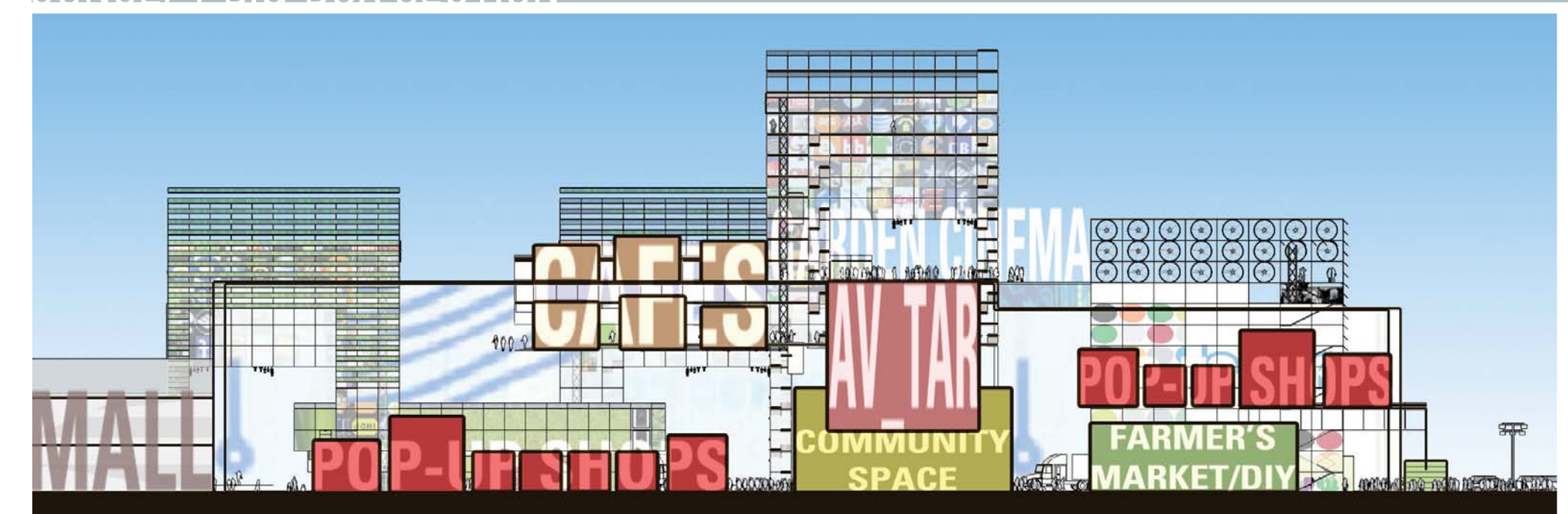
The future shopper yearns for healthful community engagement within their digitally infused retail experience.

In this context, the CIB converts the big-box anchor into a tech-savvy, cooperative marketplace offering the consumer a place to engage retail "pop-up tenants", community based barter and DIY (do it yourself) forums, farmers markets, local artist/craftspeople gallery booths, community meeting space, and shared production spaces. Reduced to only its most basic structural and protective elements, the former big-box shell is converted into a giant, high-tech, digitally interactive media armature with a transparent but breathable envelope. Outside, the CIB shell is subservient to its role as interactive message board. Inside, the CIB unites a warmer and more comforting marketplace amidst lush, soft, and comfortable interior spaces punctuated by interior gardens, intermittent atria and courts open to the sky. At the heart of the CIB, the developer/owner operates the cooperative space, sub-leasing space to the community oriented mixture of temporary and semi-permanent tenants—even to public entities or agencies—as well as unites the tenants with a public space called the AV_TAR.

The AV_TAR studio offers visitors a digital passport service or a completely customizable and scalable, digital "second self"—complete with full scale body mapping or VR visualization if desired—with which to test, research, and purchase not only retail or fashion products but also a plethora of services and social networking, digital media, and interactive environments. A mapping center, visualization / customization stations, a café, and multiple age-appropriate playgrounds, the AV_TAR venue makes it possible to "log-in" to the CIB as a community member and also as a global digital shopper. AV_TAR customers can use the menu of "digital passport" types and options to document their preferences and sizes, store profile information and interests, link them to local and global retailers, and help them make use of the various current and future CIB events and tenants.

Networked and digitally infused by the AV_TAR plaza—the CIB takes the complication, lack of trust, and absence of engagement in online shopping and links it to the ever increasing desire to engage people and communities in socially enlightened and supportive quasi-civic environments. Thus, the CIB re-links individuals, families, and retailers, artists, and craftspeople of all shapes and sizes with the context of a transitional retail experience.

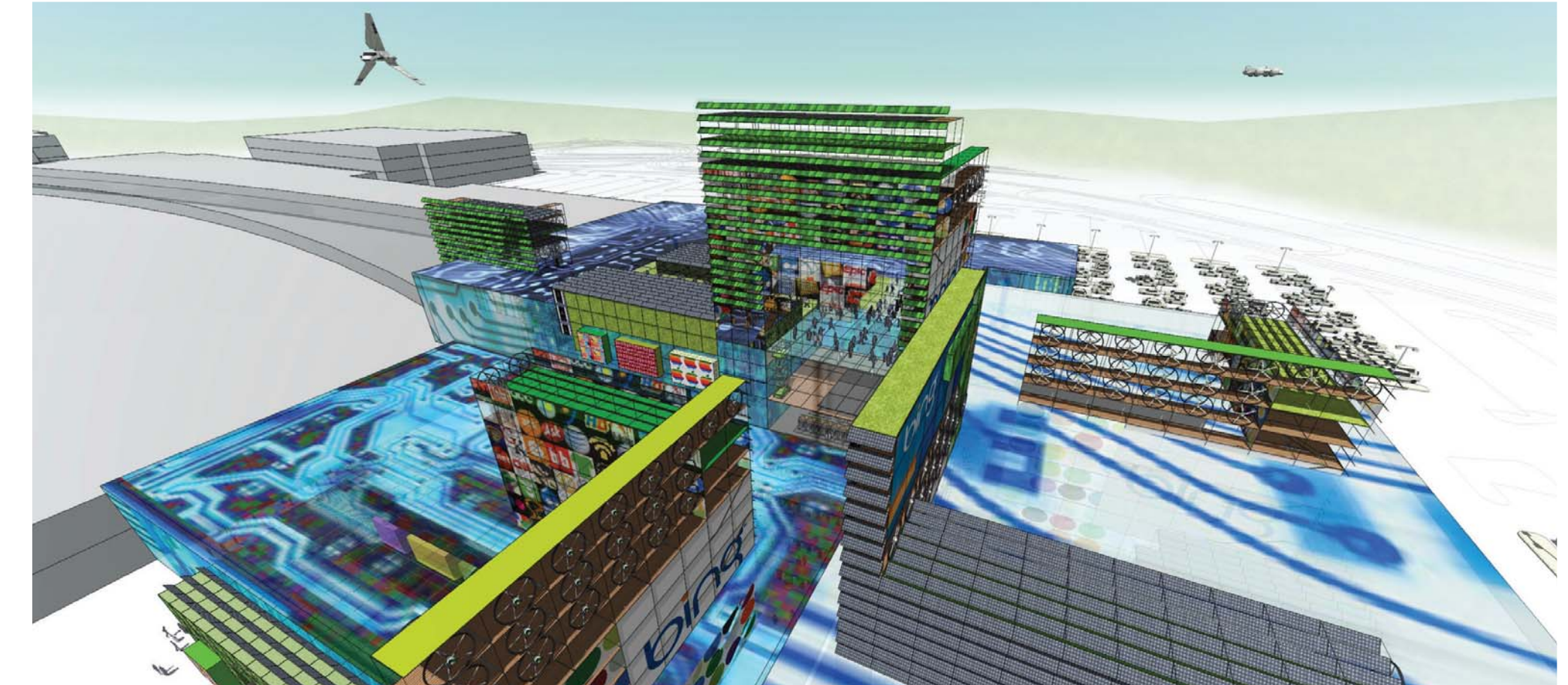
CONCEPT BIG-BOX SECTION



ENTRANCE



GARDEN CINEMA & ROOF DECK



AERIAL VIEW : CIB BIG BOX CONVERSION

