convenience  modularity  redundancy  flow and interaction  parking
checkouts  safety  entrance and exits  shopping carts  thoughtful integration
of other models

Design Strategy
innovation; eliminate redundancy system drives from tailored to my preferences

Sustainable Architecture
- wind farm along roadway to supply
- renewable energy
- grass roof
- natural, ambient light
- guest comfort
- employee productivity
- lower operation costs
- architecture as pedagogy

Field Research Themes
personal service; product display; space; atmosphere; sense of place; history

Gamal Prather
Green Supermarket

Store Layout
five levels containing shopping bays, four aisles per level
one service level, office space at either end of building

Shopping Bays
unique employee-guest product vehicle interaction;
convenient, personalized shopping experience;
materials contribute to atmosphere;
reduce unsolicited interaction;
guest is doing some of the work;
bagging own groceries;
self-checkout with RFID technology

Roadway Interface
convenient to shop on the way home from work, etc;
“commerce takes place at the intersections” - Gil Born
Conserves land if constructed over existing roadway
smaller footprint
advertising presence via unique proximity and orientation to roadway