



SHIMA

CONCEPT STATEMENT

Shima was designed to honor the sacred culture of Navajo weaving. Our hope was to bring a sense of peace and connection to both our clients and their customers by joining both retail and residential spaces. Shima in the Navajo language translates to mother. Mother Nature was prevalent in the design process by including native plants from the Sonora desert, along with materials needed to create the textiles pieces. An atrium was added to separate the noisy showroom from the quiet maker's space and bring a sense of peace and serenity before entering the sacred space. Sustainability was incorporated in our design for the benefit of both our clients' needs and the environment. Hozho is important to Navajo culture, meaning at one with and part of the world around you, this phrase impacted the concept of Shima.

RESEARCH

Our design is centered around the Navajo weaving culture.

The Navajo tribe is the second most populous of all Native American tribes in the United States (Encyclopædia Britannica). The Navajo Nation extends into the states of Utah, Arizona and New Mexico. Today, the Navajo Nation is striving to sustain a viable economy for an ever increasing population that now surpasses 250,000 individuals (History, n.d.). They are considered to be a spiritual people and value the importance of teaching and learning. Ceremonies and other religious affairs are also very important to the Navajo tribe.

Navajo legend credits a deity named Spider Woman with teaching them the art of weaving. The first loom was said to be of sky and earth cords with tools of sunlight, lightning, white shell, and crystal (Navajo rugs, n.d.). In reality, the Pueblo Indians taught the Navajos how to weave. The Navajo people are considered the most skillful of all the Native American weavers. In Navajo culture, the weaving of blankets is almost exclusively performed by women, while the men were in charge of building the looms. In Navajo weaving and design, it is less about the individual elements and more about how they relate and work together. The main colors of early blankets consisted of grey, brown, tan, white and black (Mads Jakobsen, 2018). The Navajo introduced geometric shapes, diamonds, and zig-zags into their designs. Weaving remains a vital aspect of contemporary Navajo community life and its economy.

When designing a store layout, make sure to consider the traffic flow for your customers (Brophy, M., 2021). Think about where to position products and place them in specific locations so they have maximum exposure. Create comfort zones where your customers can have a great experience (Nicasio, F., Spice, 2023).

The three pillars of sustainability consist of economic, environmental, social awareness (24 Ways to Live More Sustainably). An important part of sustainability is saving energy. You can incorporate this into your store by having lots of natural light and large windows.

Other ways to incorporate sustainability:

- Go paperless
- Recycle and reuse
- Grown your own produce
- Donate unused items
- Save water
- Drive less

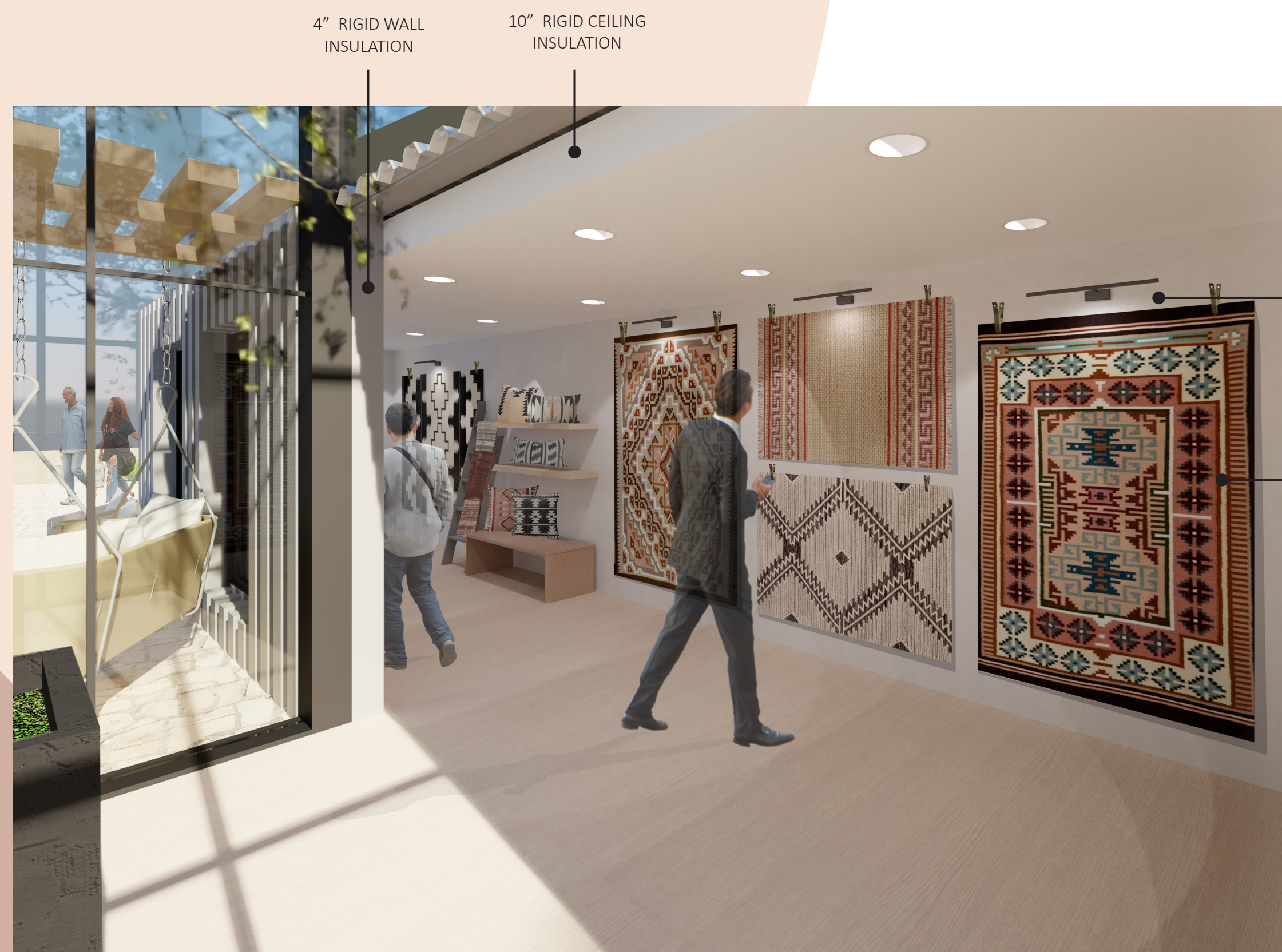
All design decisions were made with these research topics in mind.

DESIGN RATIONAL

The goal of this design was to create a space that incorporated the Navajo concept of Hozho. We found this idea especially important because of the contrast that the shipping containers had to the natural, desert landscape. To accomplish this goal, the color palette was chosen from the natural landscape of the Navajo Nation and the greater American Southwest, material and plant selections were taken from what was native to the area and sustainable. Soft lines and curves were utilized wherever possible to break up the harshness of the shipping container.

The retail space was designed to feel more like a showroom in a museum as a way to highlight the artistic nature of the hand-woven items being sold. An atrium was added to separate the showroom from the rest of the space and break up the roofline to add architectural interest. The all-glass walls and ceiling of the atrium connect the space to the surrounding landscape. Through the atrium is a flexible living-and-workspace and the artist's maker space. This space was kept separate from the showroom to show respect to the weaving process and keep it personal and private. Through this living space is a large sliding door that leads to the kitchen and dining area, designed for as many as a dozen people to spend time and share a meal together. With this sliding door open, the living and dining spaces combine with the flex space to create a much larger entertaining space. In addition to the interior entertaining space, the rooftop deck has even more space for entertaining large groups. The guest and master suites, each complete with a full bathroom, were kept at the furthest end of the space from the retail area, to provide the most separation and make them feel as private as possible.

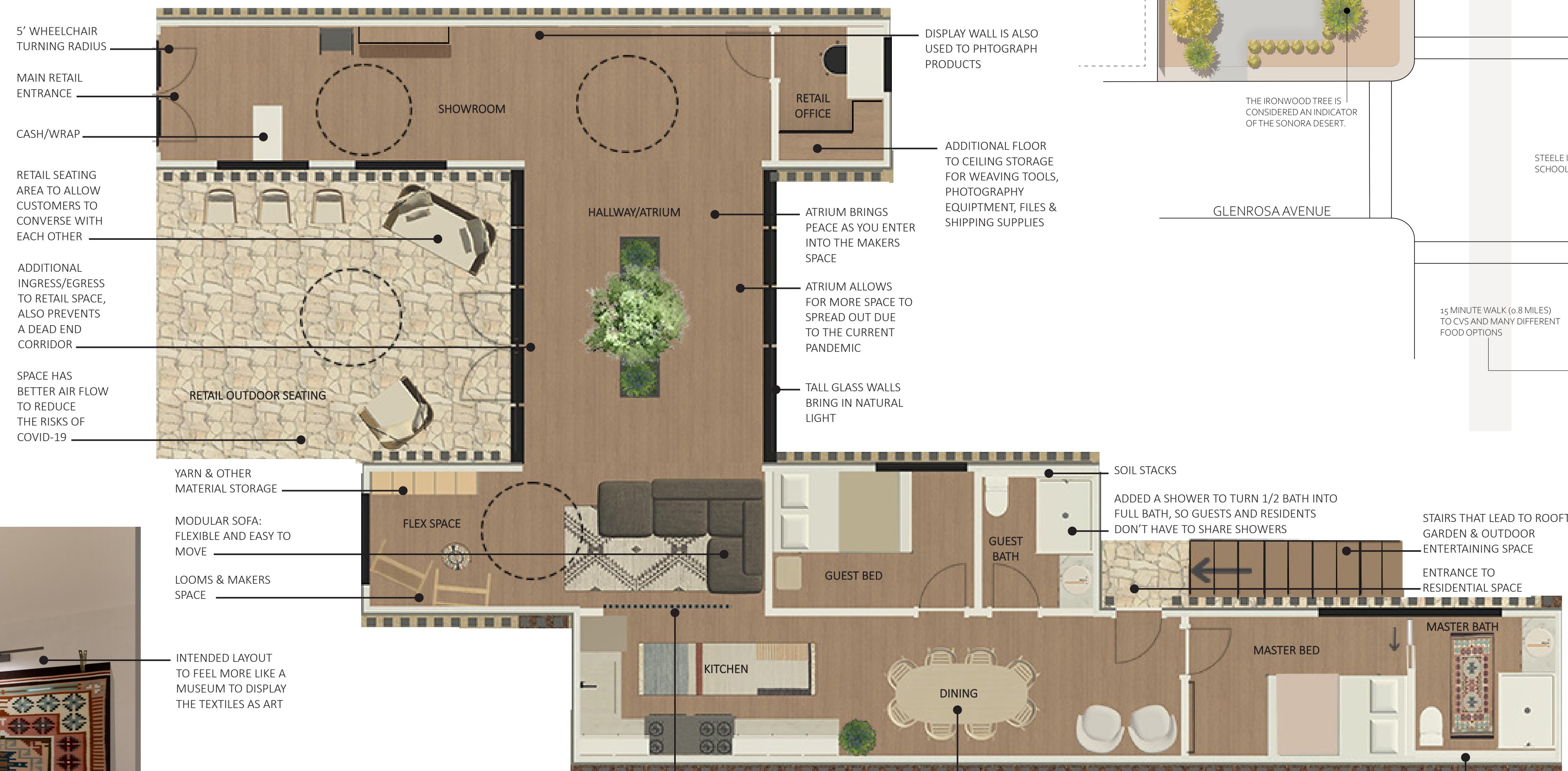
We hope that these elements add to the quality and cohesion of our space.



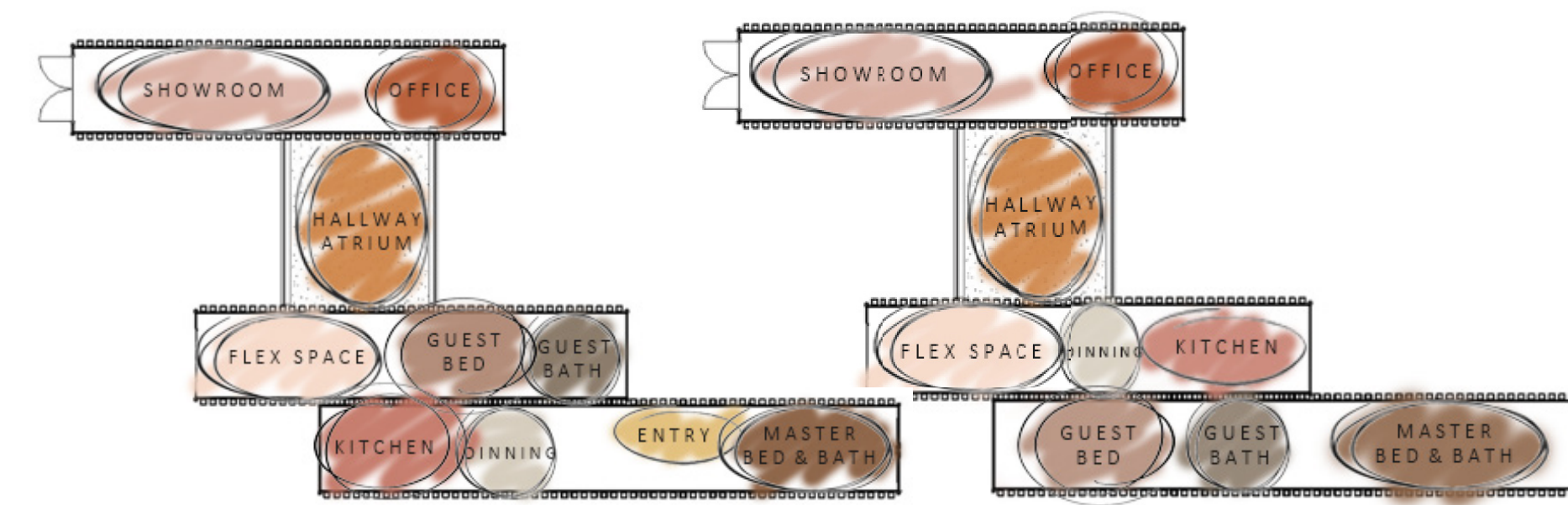
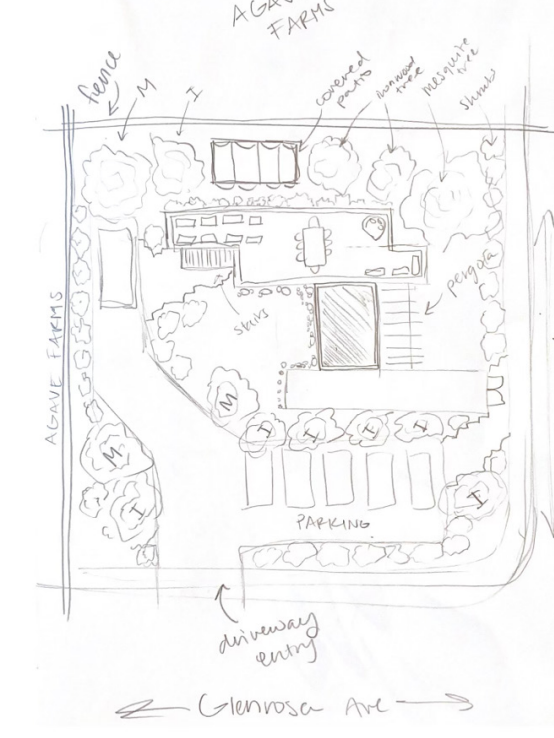
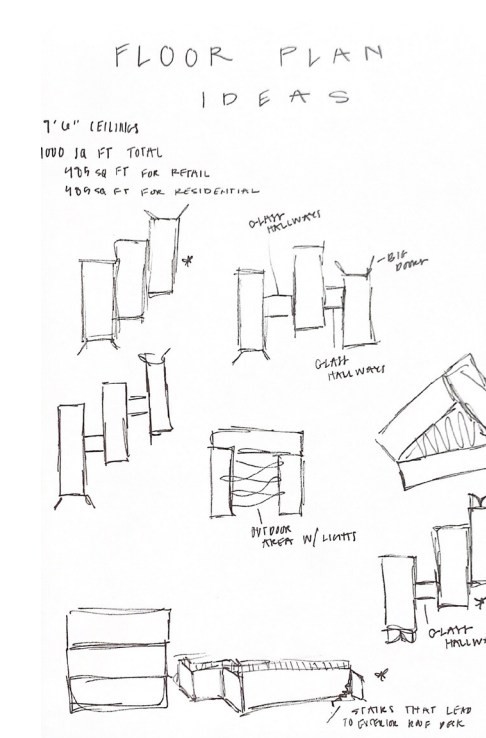
SHOWROOM RENDERING



EXTERIOR RENDERING: RETAIL ENTRANCE



FLOOR PLAN

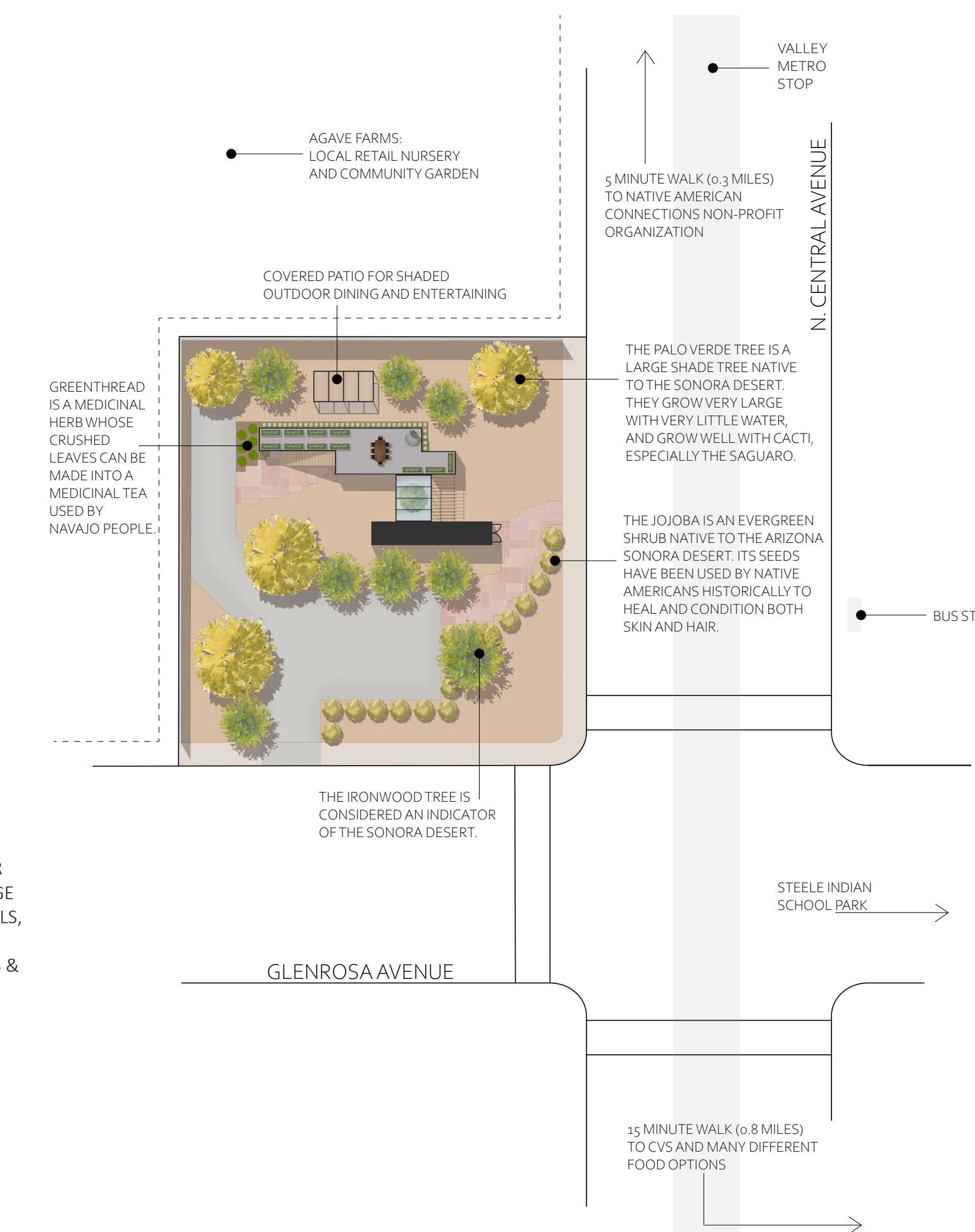


PARTI SKETCHES

PROCESS WORK

LOCATION RATIONAL

Located just a few hours southwest of the Navajo Nation, Phoenix, Arizona serves as the perfect backdrop for Shima. At 4242 North Central Avenue, just north of the heart of the city, Shima is across the street from Steele Indian School Park, which is the site of a former boarding school for Native American children and is now dedicated to educating the public about its history. In an effort to satisfy the LEED requirements for Neighborhood Development, this site was chosen for its connectivity and proximity to a transit corridor. It is in a very dense part of Phoenix, just north of the heart of the city, is directly across the street from a bus stop, and a short 4-minute walk down the road from a Valley Metro stop. It is also just a 5-minute walk down the street from Native American Connections, a local non-profit organization, and is also next to Agave Farms, a local farm with a retail plant nursery and community gardens.





KITCHEN RENDERING

- TALL CABINETS TO OPTIMIZE STORAGE
- CLERESTORY WINDOWS ADDED TO PROVIDE LIGHT WHILE MAINTAINING PRIVACY
- ENERGY STAR CERTIFIED SAMSUNG COMPATIBLE WITH LEED REQUIREMENTS FOR MINIMUM ENERGY PERFORMANCE & CREDIT EAC9
- LEED CERTIFIED SUB-ZERO WOLF STOVE



FLEX SPACE RENDERING 1

- KEEPING LIVING SPACE SEPARATE FROM RETAIL BY HAVING BOTH RESIDENTIAL AND DECK ENTRANCES IN THE BACK
- RESIDENTIAL ENTRANCE
- THE DOOR WHEN OPEN IN FLEX SPACE ALLOWS FOR A LARGER ENTERTAINMENT AREA
- REPURPOSED DOOR FROM ORIGINAL WALL OF SHIPPING CONTAINER



EXTERIOR RENDERING: RESIDENTIAL ENTRANCE

CORRUGATED METAL
LOCATION: EXTERIOR & SLIDING DOOR
This metal was part of the original shipping container that makes the shell of our building. We cut out a piece of the metal, upcycled the material, and used it as the door to the flex space. Can be easily sanitized.

MARBLE
LOCATION: KITCHEN COUNTERTOPS
Marble is highly durable. It is prone to shattering, even if heavy objects are dropped on them. This proves that the material will last a long time. Marble also reflects sunlight, giving the room a more spacious feeling. Can be easily sanitized.

ROCK
LOCATION: KITCHEN BACKSPLASH
This is a stone local to the Arizona area that was readily available to save money and support local businesses. We wanted to incorporate earthy tones into the interior.

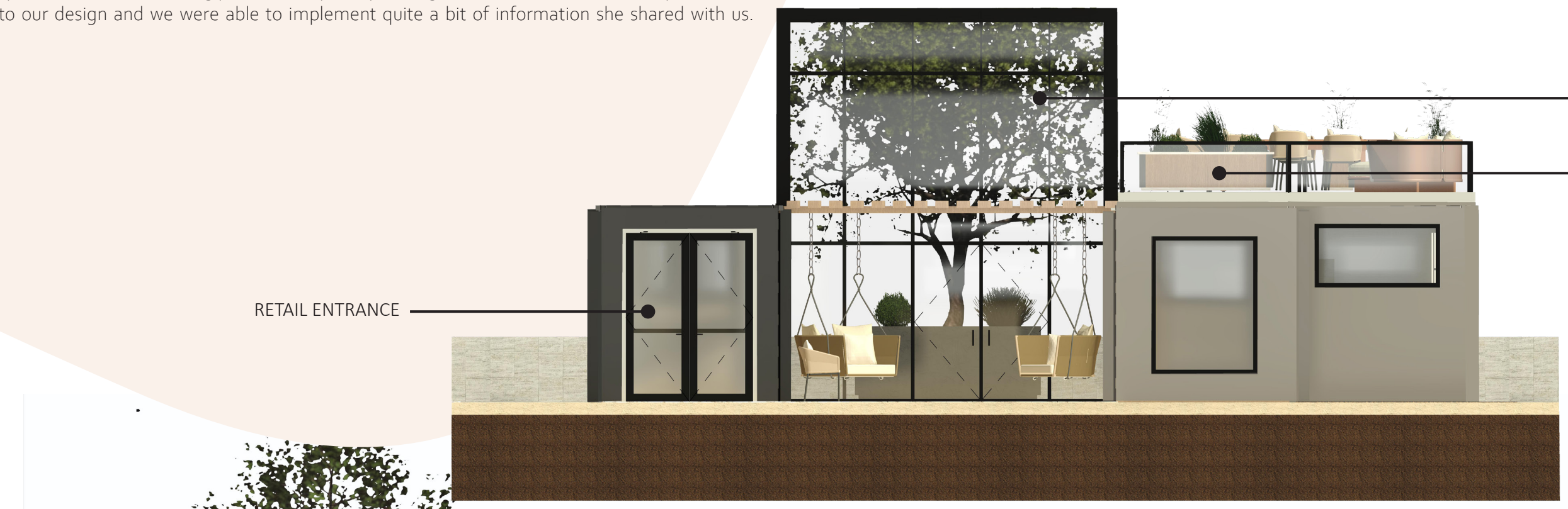
DARK GREY CANVAS UPHOLSTERY
LOCATION: MODULAR SOFA IN FLEX SPACE
This dark grey canvas is very durable. It will be able to accommodate both a commercial and residential audience. It is a long lasting material and easily cleanable.

ACACIA SOLID WOOD
LOCATION: FLOORING THROUGHOUT
This wood is Native to the Arizona area and can last between 50-100 years. The hardness of the wood makes it less susceptible to dense scratches and other damage. Can be easily sanitized.

EXTERIOR PAINT
LOCATION: RESIDENTIAL EXTERIOR
Benjamin Moore - Collingwood (OC-28)
Used a waterbased, exterior paint on the residential side of the building. By using a waterbased paint it gives off substantially lower VOCs.

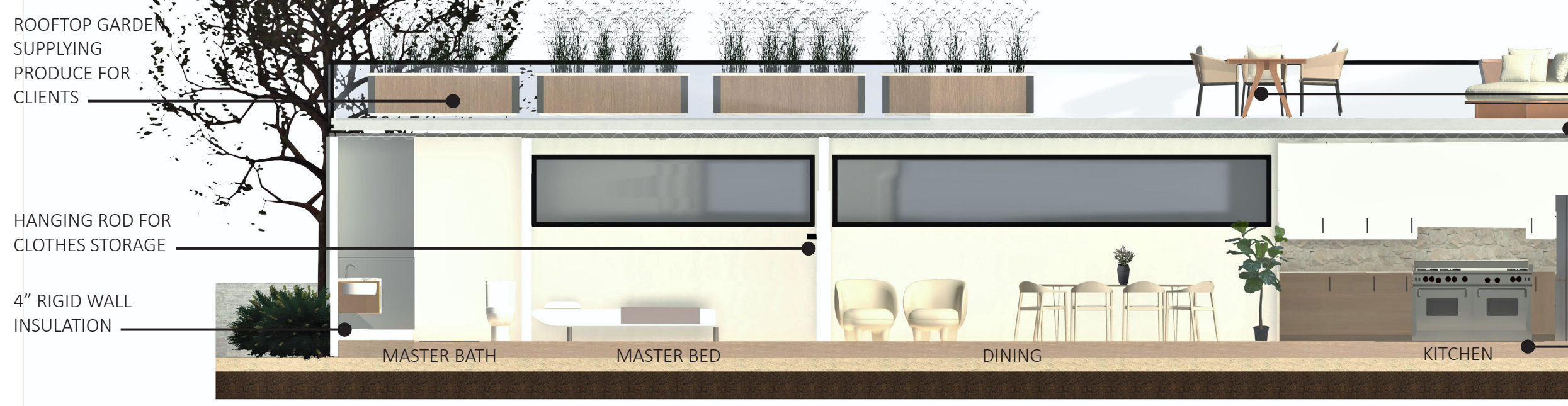
MICRO BUSINESS OWNER INTERVIEW

As a group we decided it would be beneficial to our design to interview a micro business owner. For the interview we got in touch with Kelsey Keller Weller the owner of Moonbeam Apparel a clothing store. We asked her a series of questions and found the things she told us to be beneficial in our design process for Shima. We asked her what resources were critical to building Moonbeam. She told us the key to success is to find a good why behind your company. She found a deep meaning and symbolism behind her brand that drives her each day to succeed and to continue making moonbeam better. We implemented this into our brand by using womanhood and the power that women have as well as the blessing mother nature gives us. Another bit of advice she gave was to be a friend not only a boss. We incorporated a sense of community into our design by making an area for people to gather and get to know one another better. The last piece of advice we got from Kelsey was to have a unique style for your store. When we thought of a Navajo indian retail space we thought of the classic geometric shapes and saturated colors. We wanted to create a unique space that is not something you would expect by feel high-end. This interview was very beneficial to our design and we were able to implement quite a bit of information she shared with us.



FRONT EXTERIOR ELEVATION

- IRON WOOD TREE NATIVE TO ARIZONA
- ROOFTOP GARDEN SUPPLYING PRODUCE FOR CLIENTS



RESIDENTIAL INTERIOR ELEVATION

- ROOFTOP GARDEN SUPPLYING PRODUCE FOR CLIENTS
- HANGING ROD FOR CLOTHES STORAGE
- 4" RIGID WALL INSULATION
- MASTER BATH
- MASTER BED
- DINING
- KITCHEN
- 8" FLOOR INSULATION
- ADDITIONAL DINING
- 6" POLYURIA WATERPROOF DECK, ACTS AS INSULATION FOR RESIDENTIAL AND FLEX SPACE

- SCONES TO ADD ADDITIONAL LIGHT AND VISUAL INTEREST
- MATERIAL AND YARN STORAGE
- LOW PILE RUG TO ALLOW ADA ACCESSIBILITY
- RUG ALLOWS FOR ACCOUSTICAL PROPERTIES



FLEX SPACE RENDERING 2

- BRANCHES HAVE 7' HEAD CLEARANCE TO MEET ADA REQUIREMENT
- DEER GRASS & DWARF PITTOSORUM, NATIVE TO THE ARIZONA AREA

BRANDING

The company's identity is represented well by the branding of Shima. We created a logo that includes: curved lines, nature, womanhood, and a name that is both meaningful and beautiful. Shima means mother in the Navajo language. This word speaks to our design because of the use of Mother Nature and how we incorporated earth tones into our heavily industrial space. Shima is a women-owned business so we wanted to show the off in our branding. The tag we designed shows the texture, pattern, and logo of Shima's brand. A t-shirt was made with the colored logo on the front and a weave pattern on the back with the saying "Created by Mother Nature". This shirt goes to show what we stand for and represents the sacred culture of weaving. Lastly, a sustainable reusable tote bag was developed to hold their purchases but also to use in the customers future needs such as groceries. Branding was important to our clients company to set them apart from the other competitors.



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