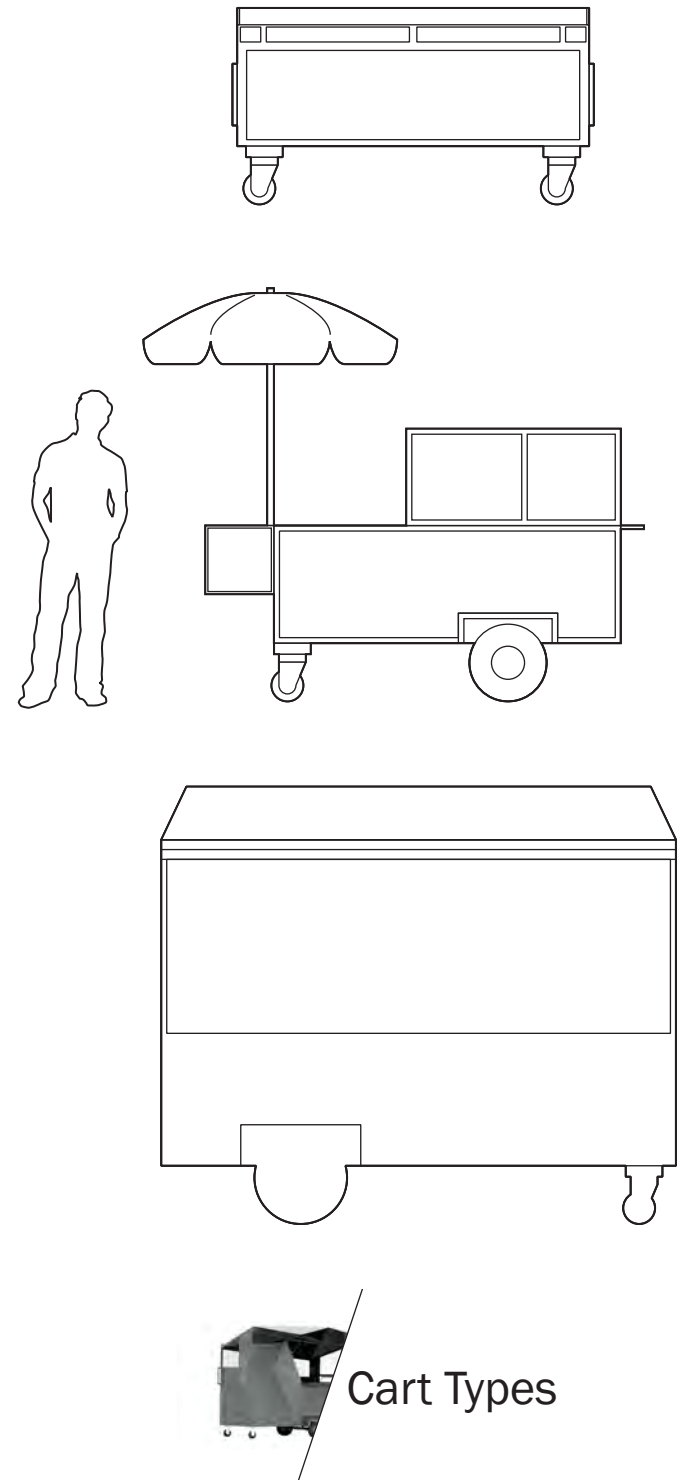
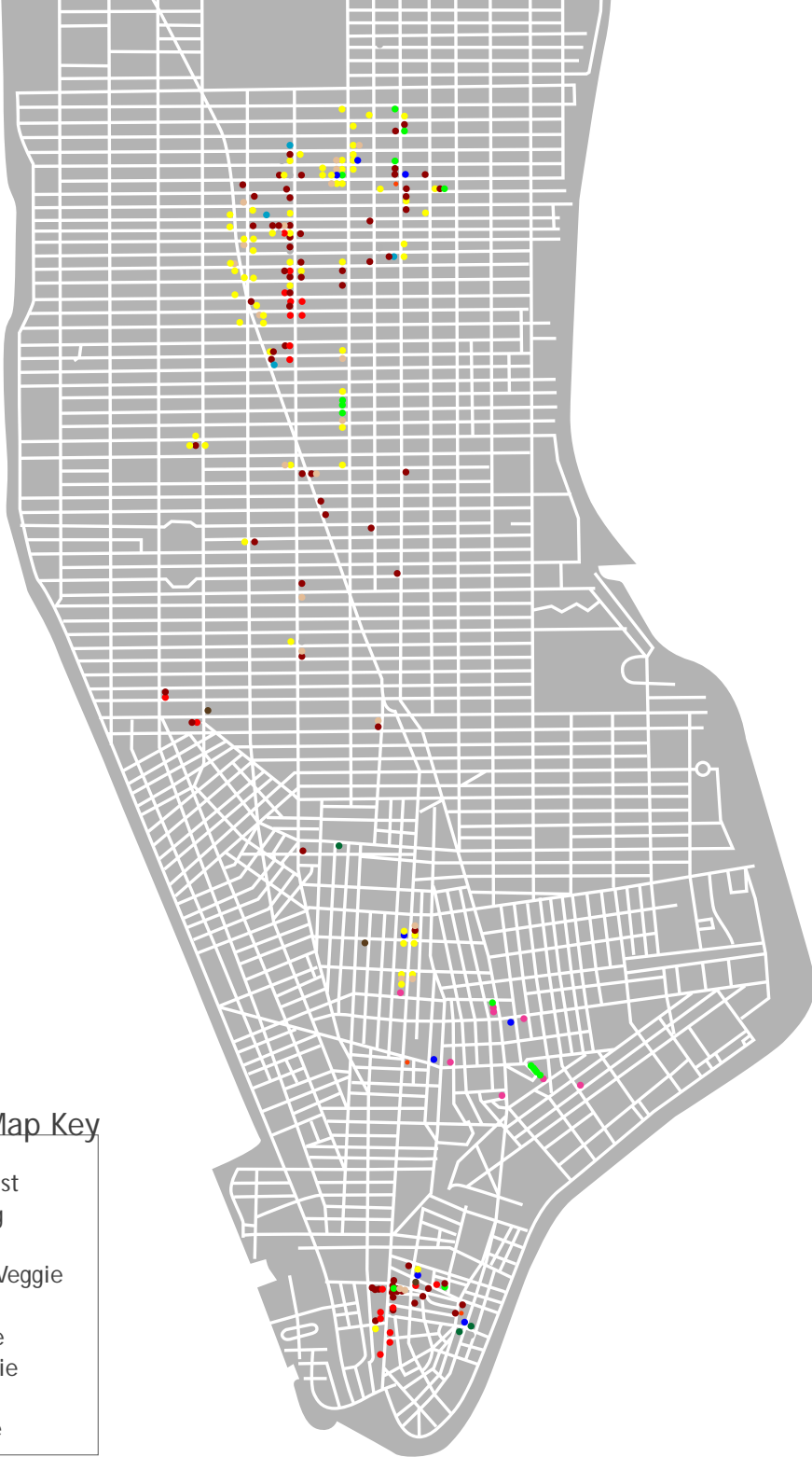
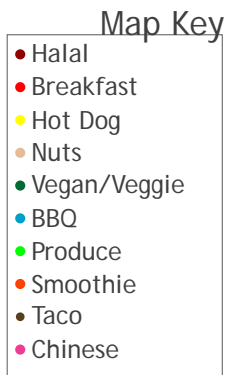


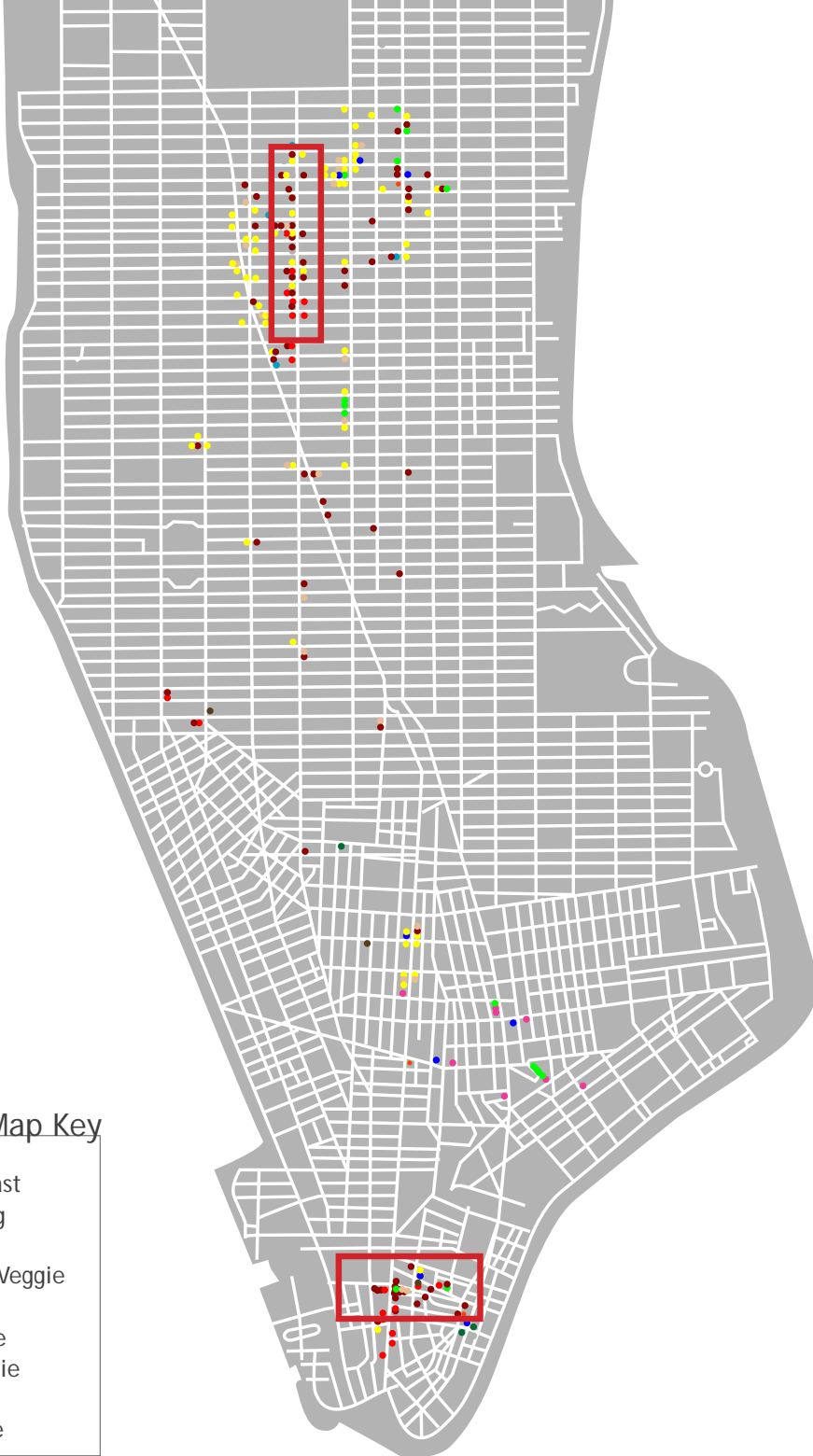


Grand Central
PARTNERSHIP

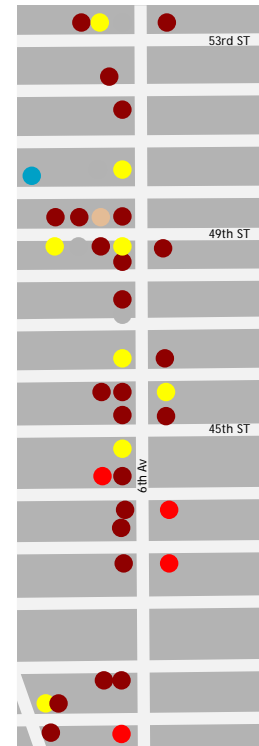


Map Key

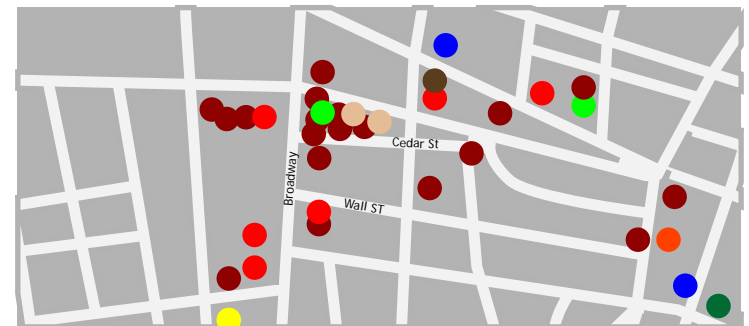
- Halal
- Breakfast
- Hot Dog
- Nuts
- Vegan/Veggie
- BBQ
- Produce
- Smoothie
- Taco
- Chinese



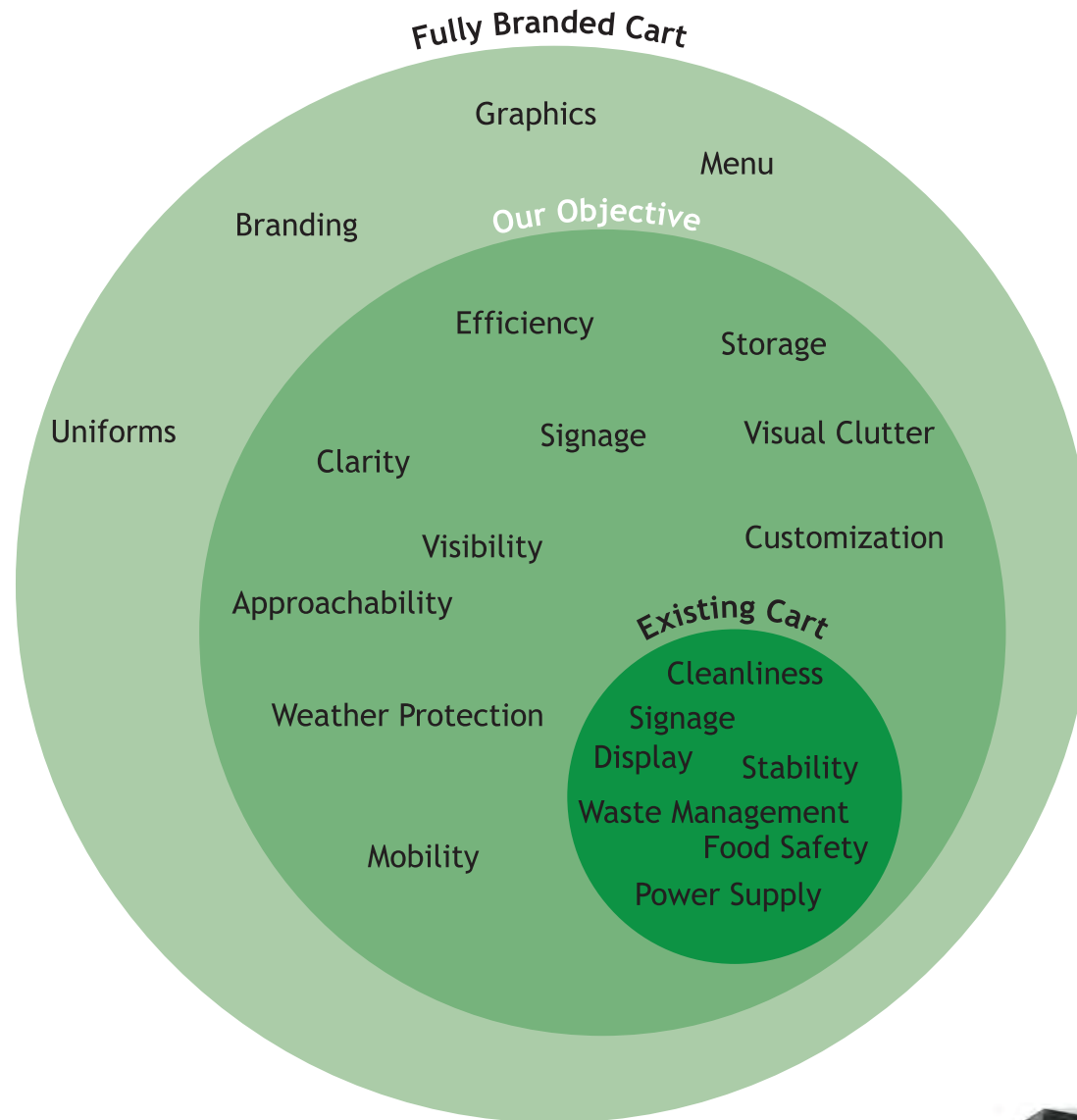
Midtown - 6th Ave



Financial District



Focus Areas



Opportunities

Design of:

- Cart Interior with regards to Workflow and vendor **Efficiency**
- Cart Exterior with regards to Customer **Experience**
- Maintaining vendor pride and **Culture** of Street Food



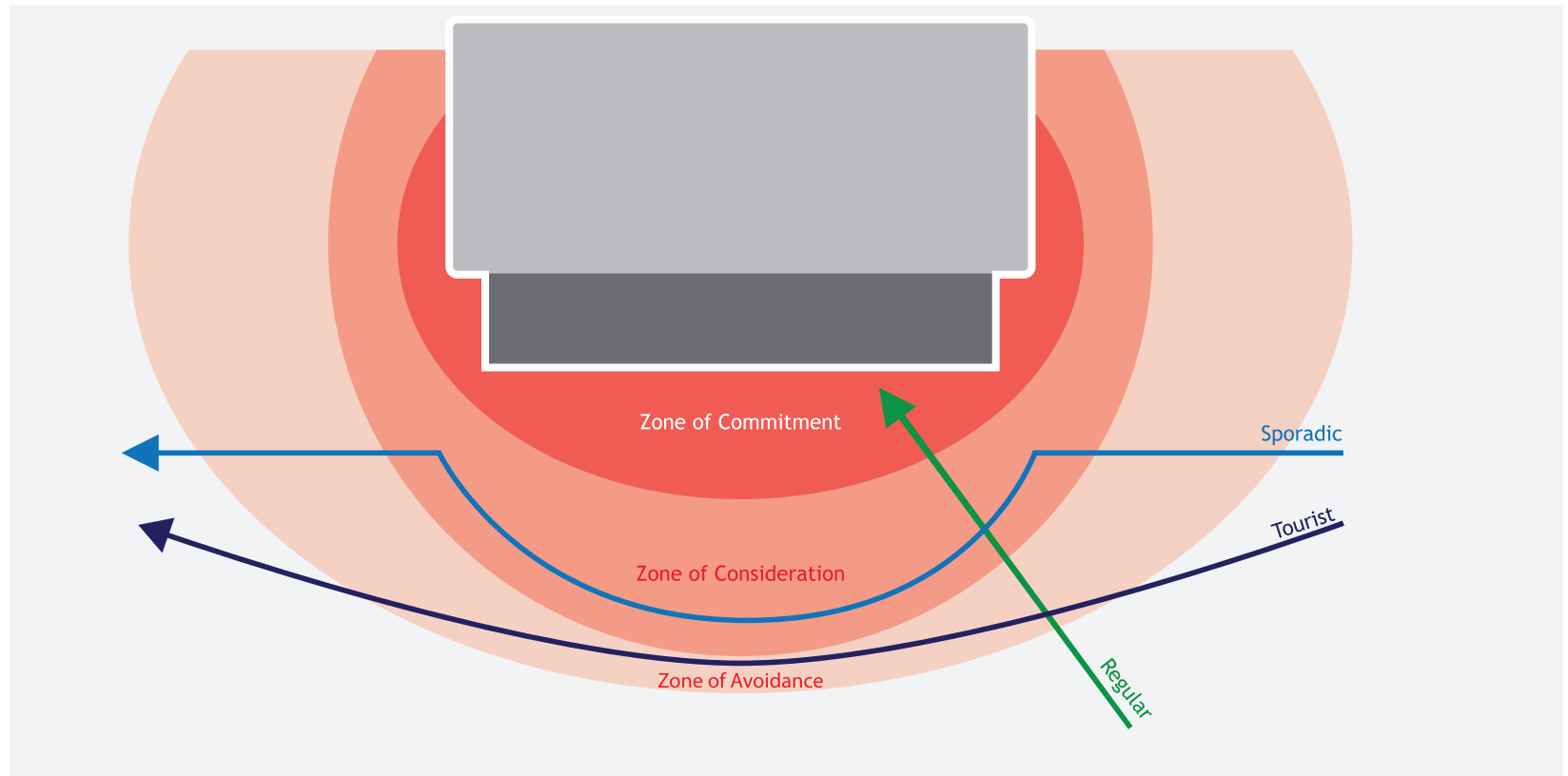
Project Statement

Regular

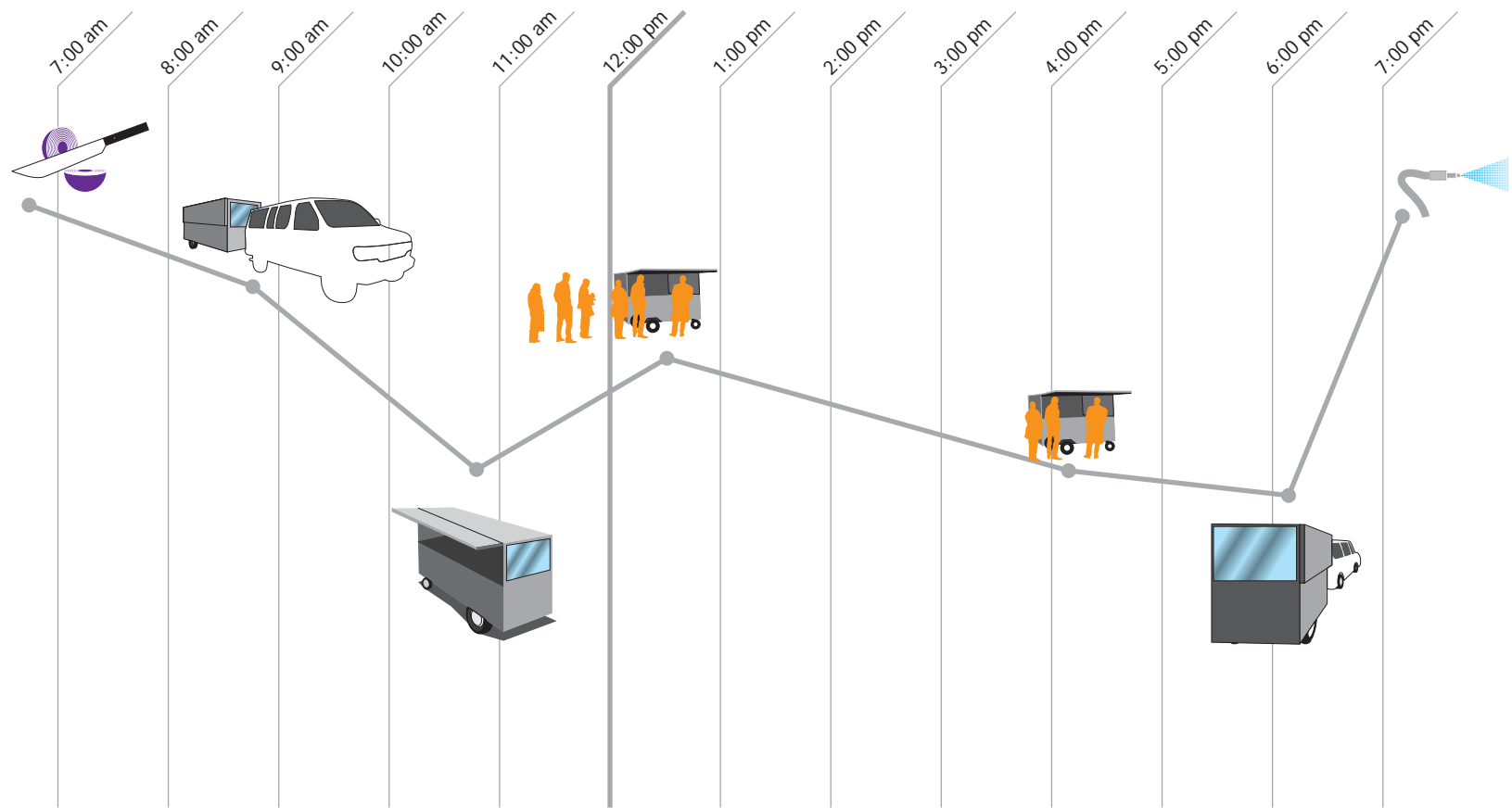
"This cart is closer, more convenient. Otherwise very similar."



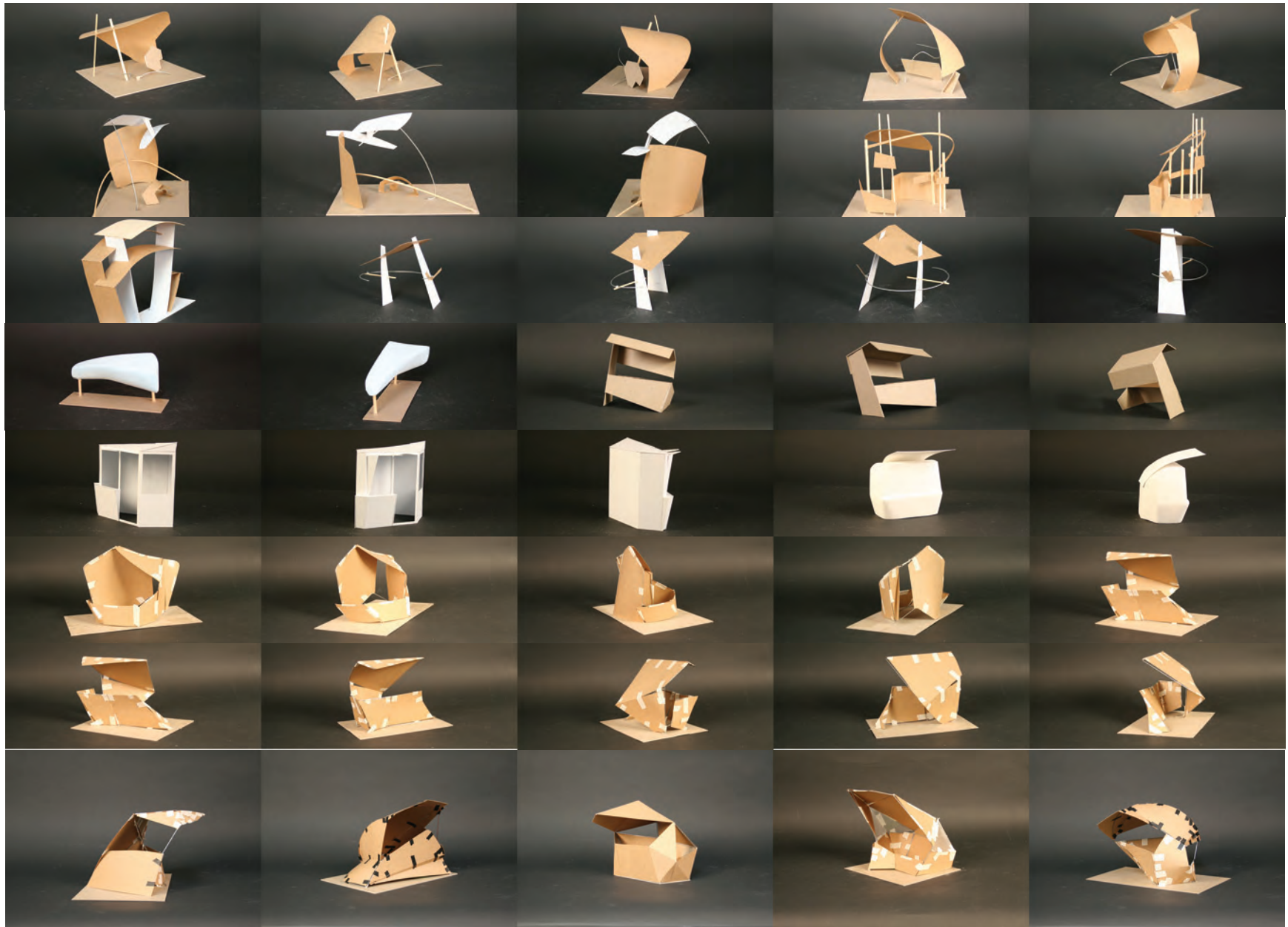
"I frequent this cart because it's right downstairs from my office."



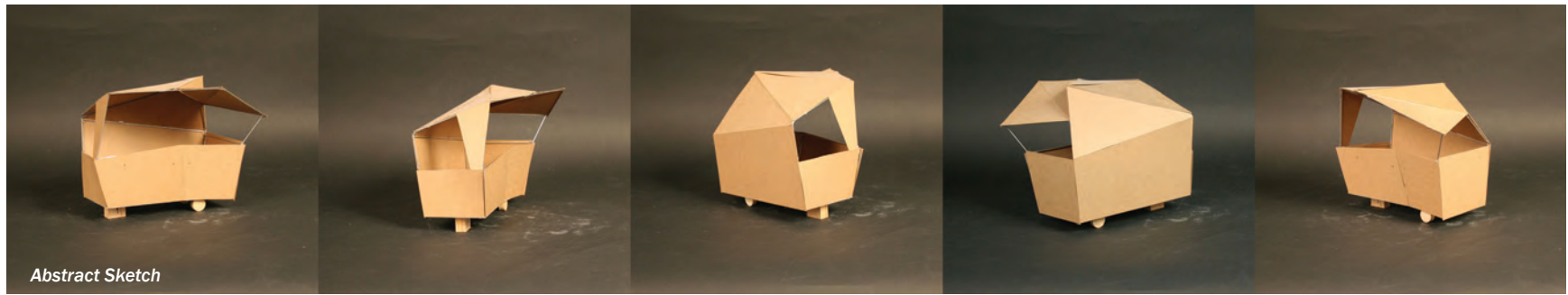
Customer Behavior



A Day in the Life



Abstract Process



Abstract Sketch



Development of Final Form



Interior Model



Final Scale Model



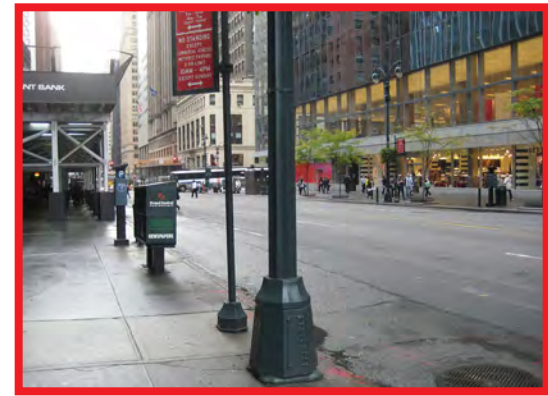
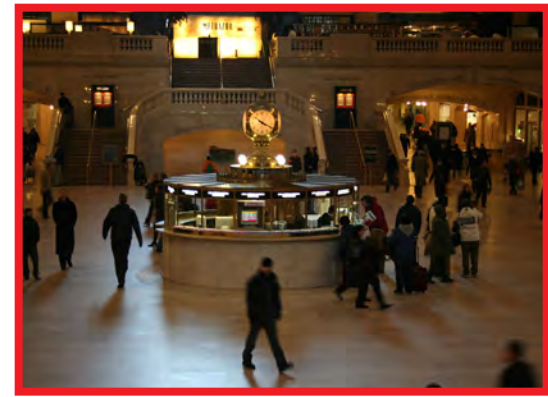
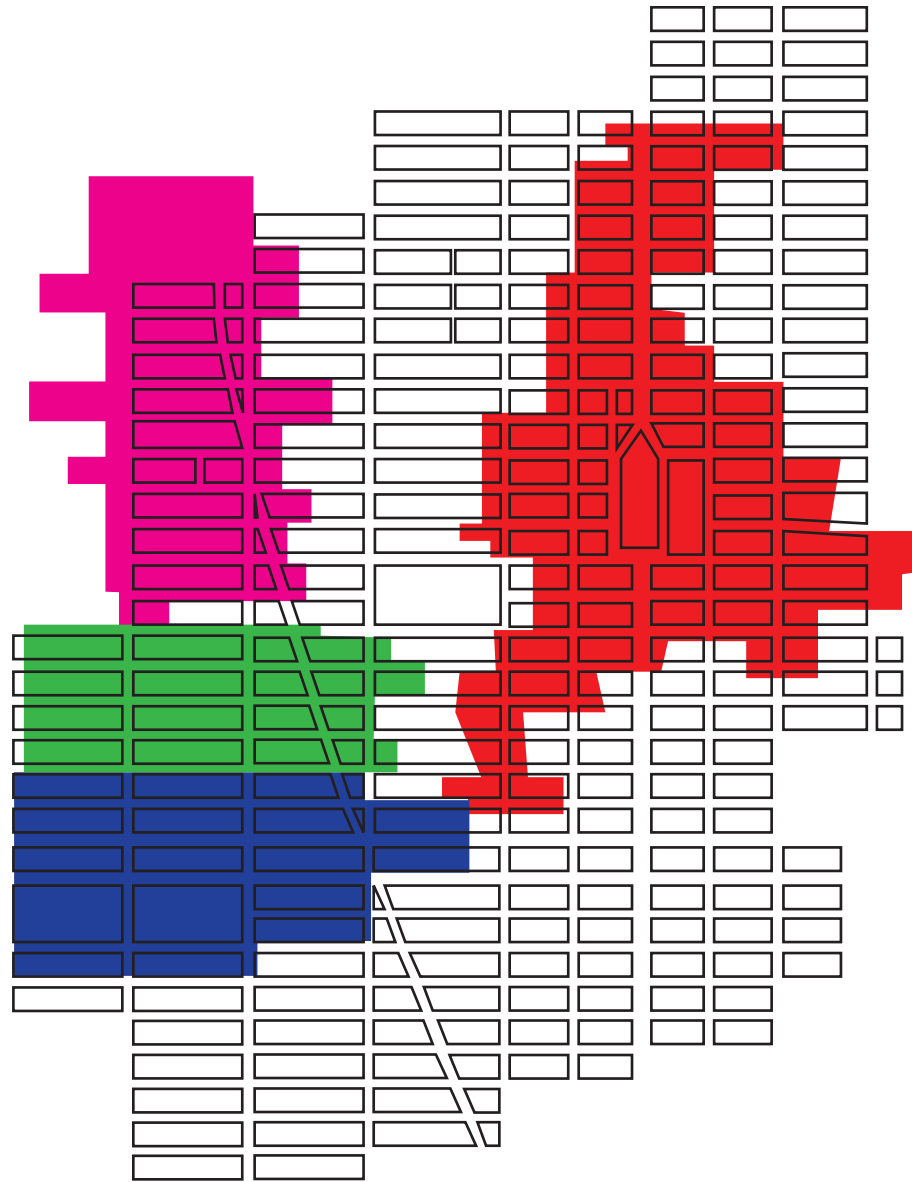
Final Form



Features Outline

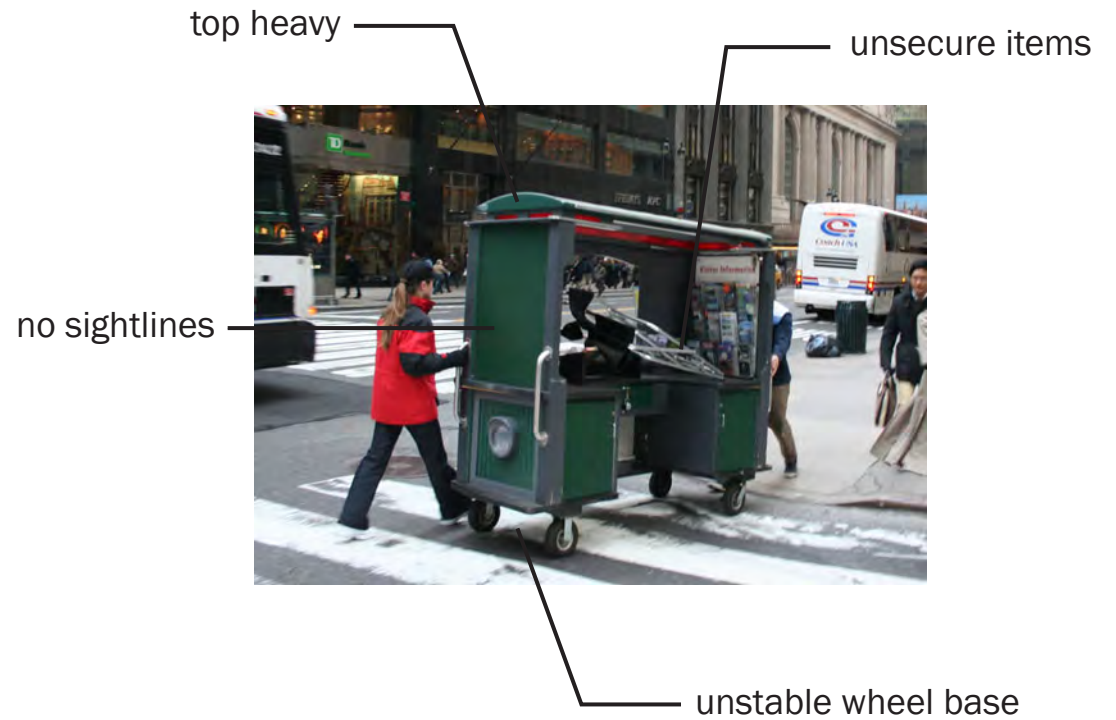
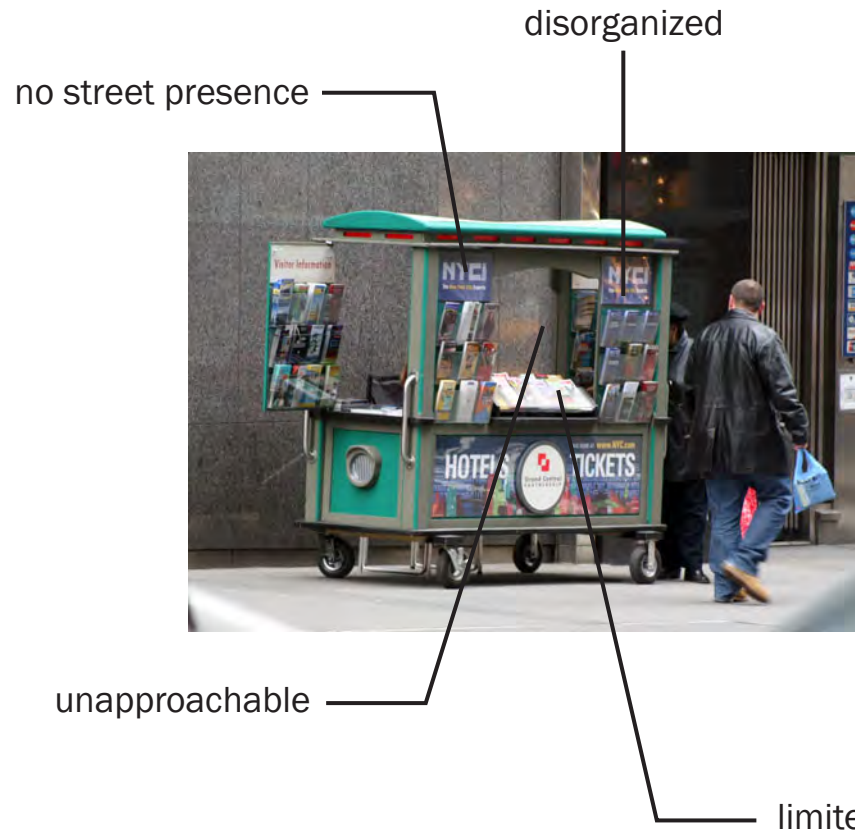


Grand Central
PARTNERSHIP



BID Comparison



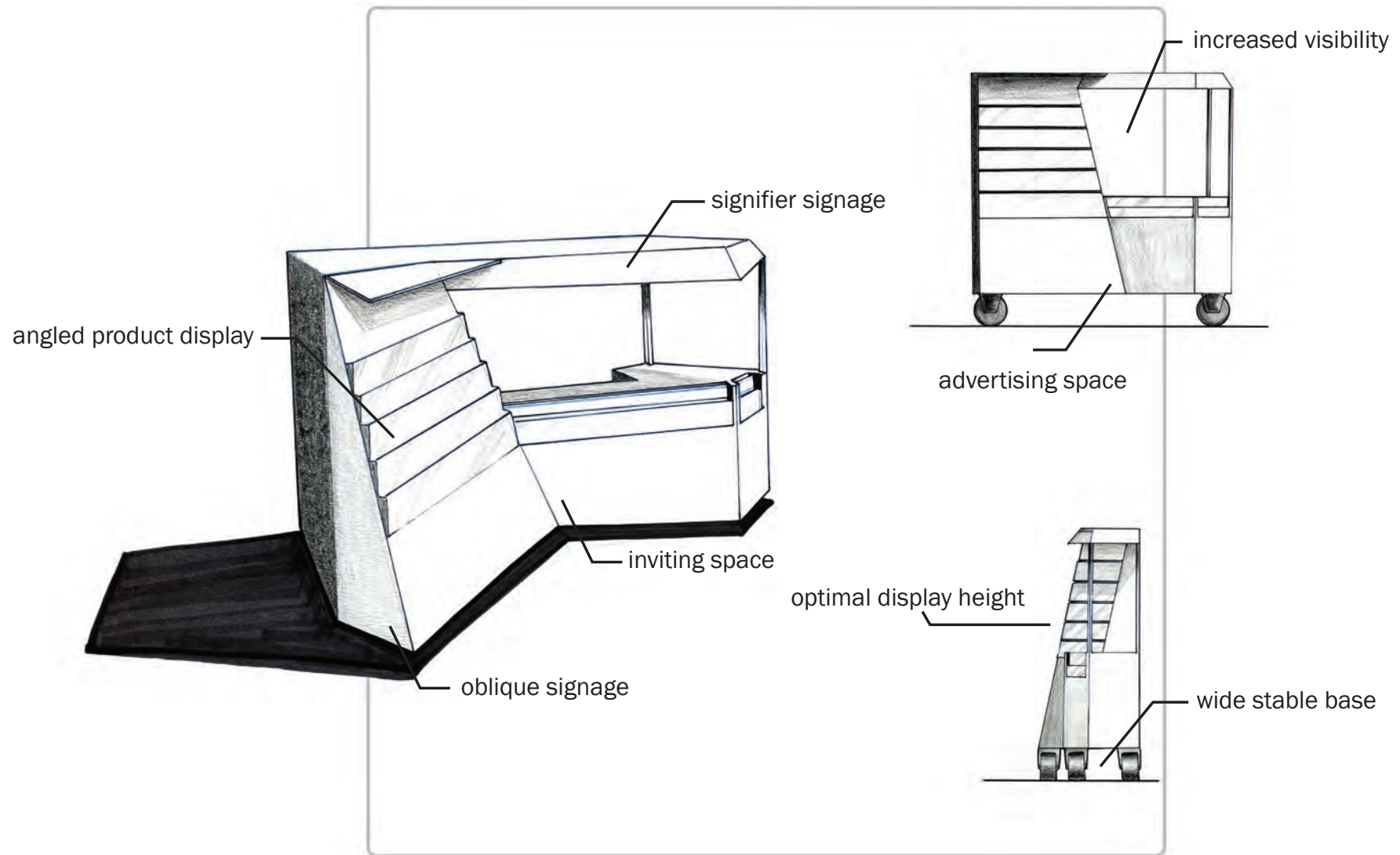


Existing Cart



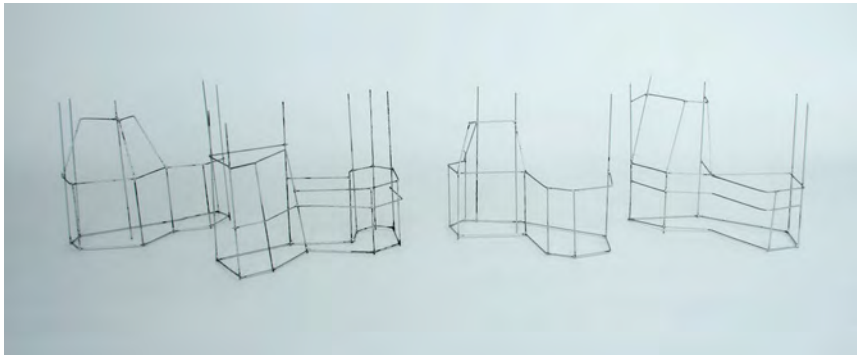
- Create a form that is **Sturdy** and **Striking**
- **Information** is the Product; delivered through **greeters** and **printed materials**
- Balances **Identity** with **Advertising**





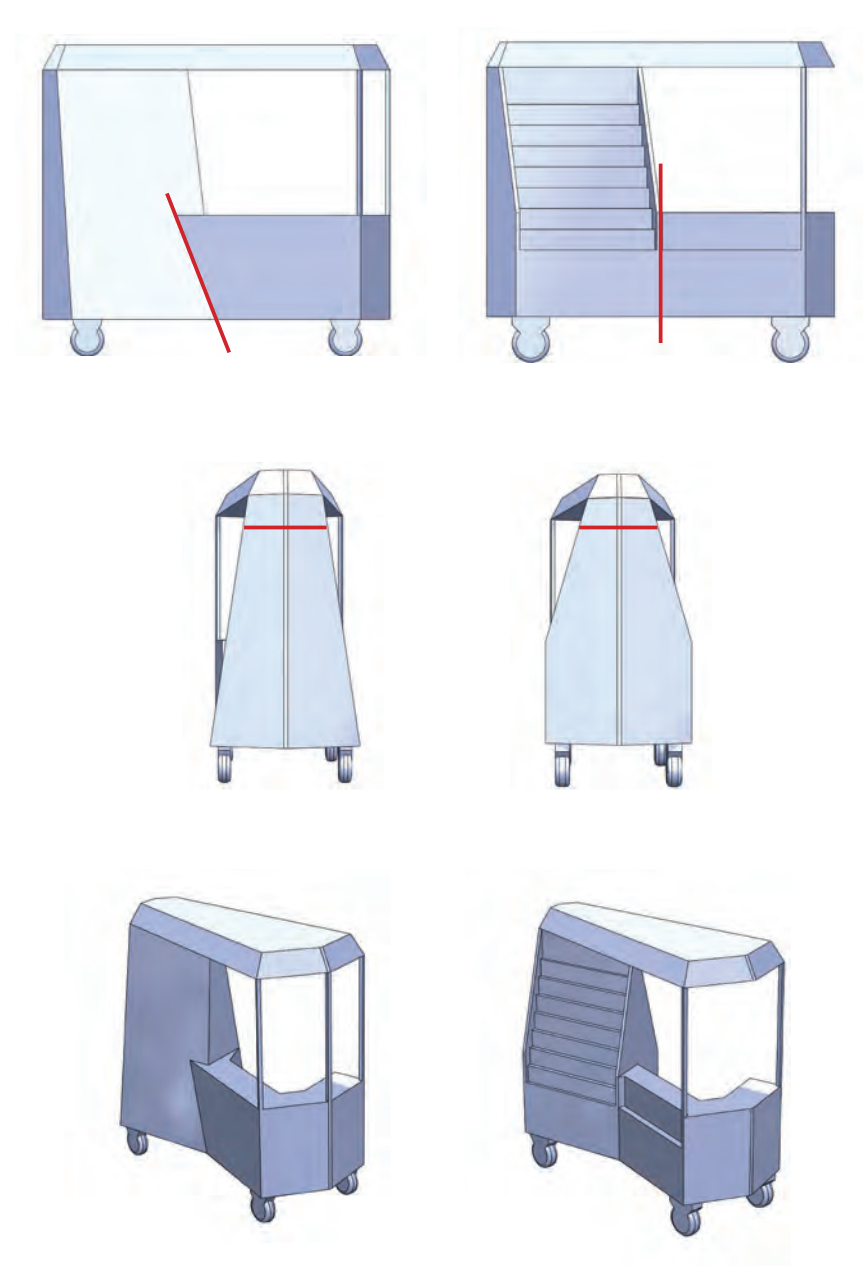
Initial Concept





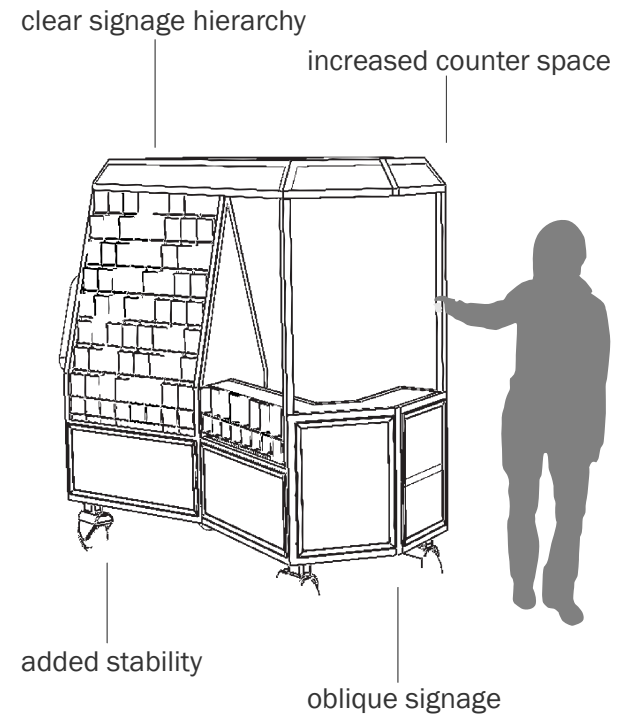
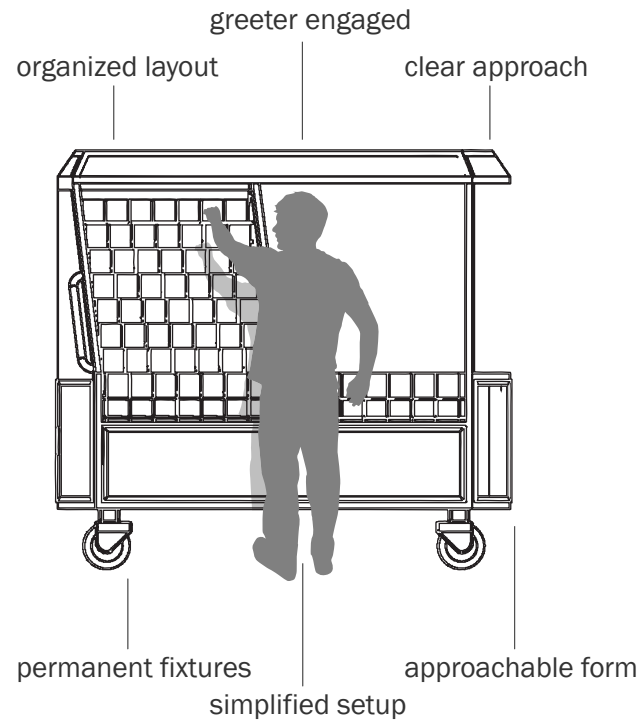
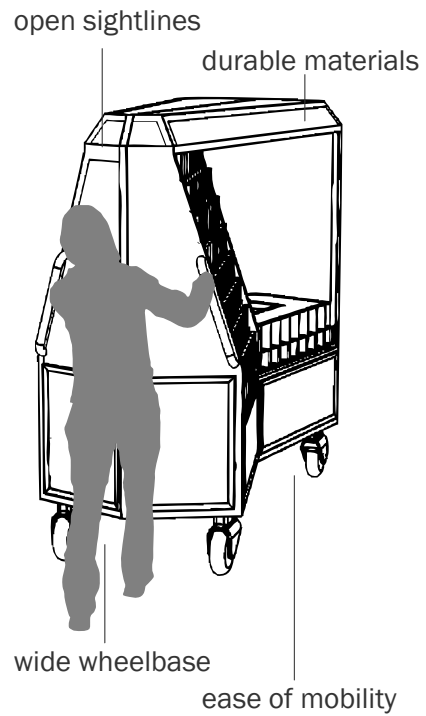
Concept Development





Concept Refinement





Features Outline





Visit. Ask. Inform.





fruitsuper design 

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info@fruitsuperdesign.com
fruitsuper design LLC

Visit. Ask. Inform.





In the early 1990's Grand Central Partnership (GCP) launched the Visitor Services Program. This program was created to introduce New Yorkers and tourists alike to the wonders of the Grand Central neighborhood through the dispensing of maps and brochures from mobile information carts. The first iterations of these carts were essentially retrofitted and repurposed mall kiosks. Among other issues, these carts were top-heavy, cumbersome, and difficult to repair.

In 2009, GCP approached fruitsuper design to redesign a new cart. Considerations and challenges included increasing mobility and durability and updating the cart materials. fruitsuper design conducted an extensive period of field research, greeter interviews, observation analysis, and materials testing.

The result was the launch of a sleek new fleet of 3 information carts in Spring of 2010 that are stationed around Grand Central neighborhood's most heavily trafficked corridors. These carts add an approachable, innovative, and eye-catching design to the existing streetscape. Increasing visitor inquiries by over 40% since their debut!

Based on the success of this collaboration, GCP has requested a proposal from fruitsuper design for a second project. This project would involve a redesign of the GCP newsrack program, which consists of over 100 units located throughout the Grand Central 70 block neighborhood.

Visit. Ask. Inform.





605,000
inquiries in 2009

40% increase in
visitor inquiries

Visit. Ask. Inform.

