

STREET EATS

Making Meaning Studio: Design Brief



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STREET EATS - GLOBAL





3,000 legal street vendors

4,000+ illegal street vendors

85% of vendors are immigrants,



from more than 20 countries.

Working 8+ hours a day,
5-7 days a week.

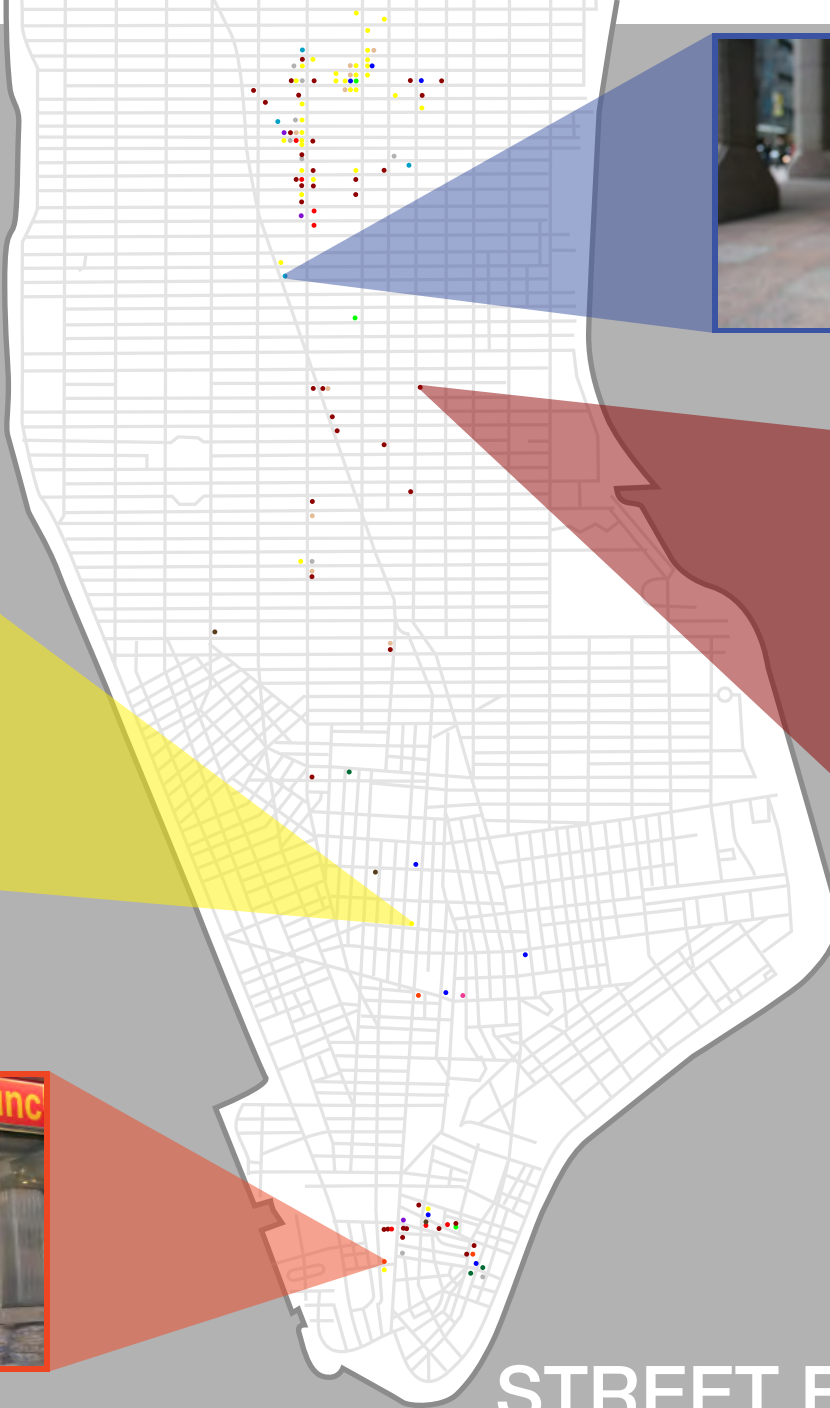


Average yearly income: \$12,000

Serving foods as diverse as the vendors themselves.

These are street eats.





STREET EATS - LOCAL

USER RESEARCH

NY Street Eats



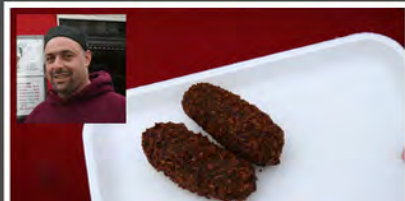
Share your experiences, post favorite food vendors, and comment on the world wide phenomenon of street food.

Monday, February 10, 2008

The King? Absolutely!



Well ladies and gentlemen, today we traveled all the way to Queens, in search of the fabled "King of Falafel" and let me tell you, he did not dissappoint. Upon exiting the subway (Broadway on the N train, Broadway and 30th) we very quickly found the vendor we sought. Once we navigated the line we were greeted by Freddy, the king himself. He immediately pressed a piping hot falafel sample into our hands and then I understood what a falafel was supposed to taste like. I would have returned for the food alone, but the experience of talking with Freddy sealed the deal for us. It's amazing to talk with someone who takes so much pride in their work, and does it so very well.



blog archive

- ▼ 2008 (6)
 - February (6)
 - The King? Absolutely!
 - Thrill Seeker?
 - Around the World
 - Rockin' Halal
 - Mini Cakes
 - Share your Favorite

project team

sallyann
Joe

Support the Street Vendor Project

Photo Gallery
This section features some of the highlights of the Street Vendor Project in 2008.

Peddling Uphill
Read our historic report on street vendors

Vendor Voices
Listen to the voices of real vendors speaking out about their everyday conditions and concerns.

Join Our Mailing List!
Enter your email address:

Vendor photos in Park Slope
Wednesday, February 13 2008

Anyone want to curate a photo exhibit about vendors? The starting point should be this excellent work by Jocelyn Baun, (click on portfolios/street food), whose photos scream authentic New York City like few we have seen. They are up at [Cafe Sutra](#) at Fifth Avenue and 18th Street in the South Slope (R to Prospect Avenue) through the end of February. Check 'em out! Jocelyn is going to be working with SVP in 2008 to take photos of some of our members, so keep an eye on her site for more.

Green carts stall?
Friday, February 08 2008

Vendor

Customer

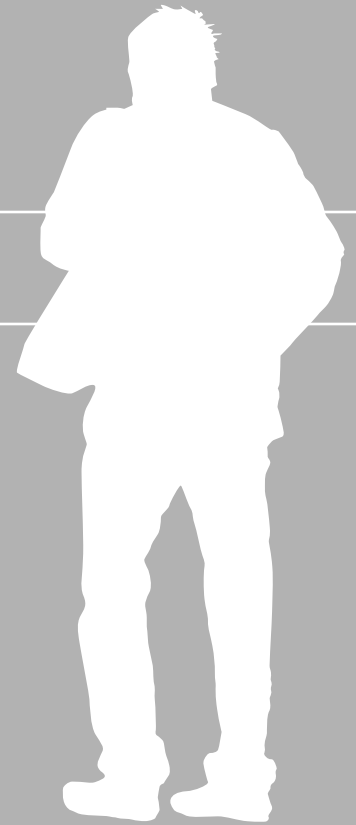
CATEGORIES

Cart Exterior

Cart Interior

Overall Branding

Cart Exterior





Cart Exterior



Cart Exterior - Signage



Cart Exterior - Visual Clutter



Cart Exterior - Display



Cart Exterior - Weather Protection



Cart Exterior - Mobility / Stability

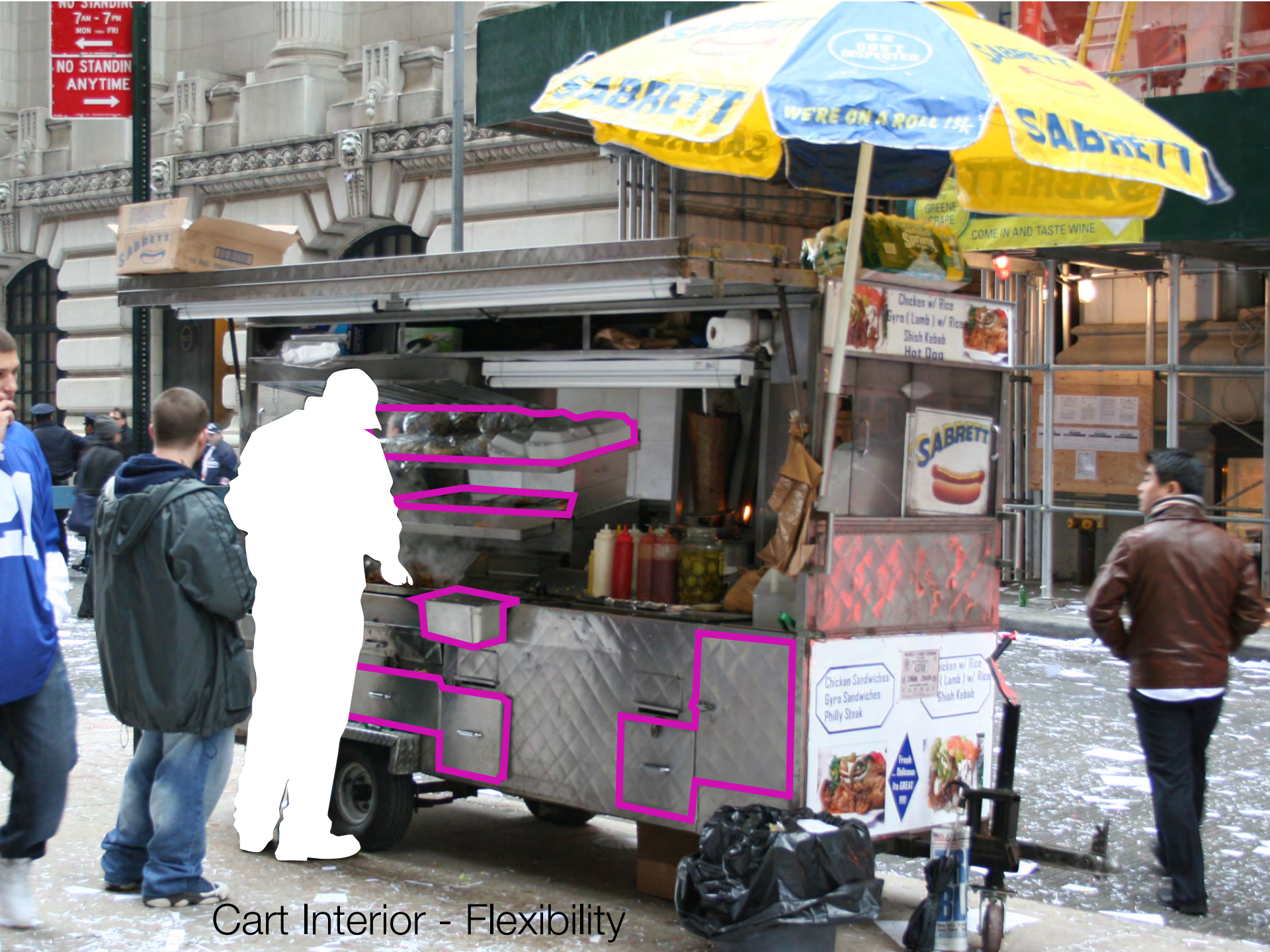


Cart Interior



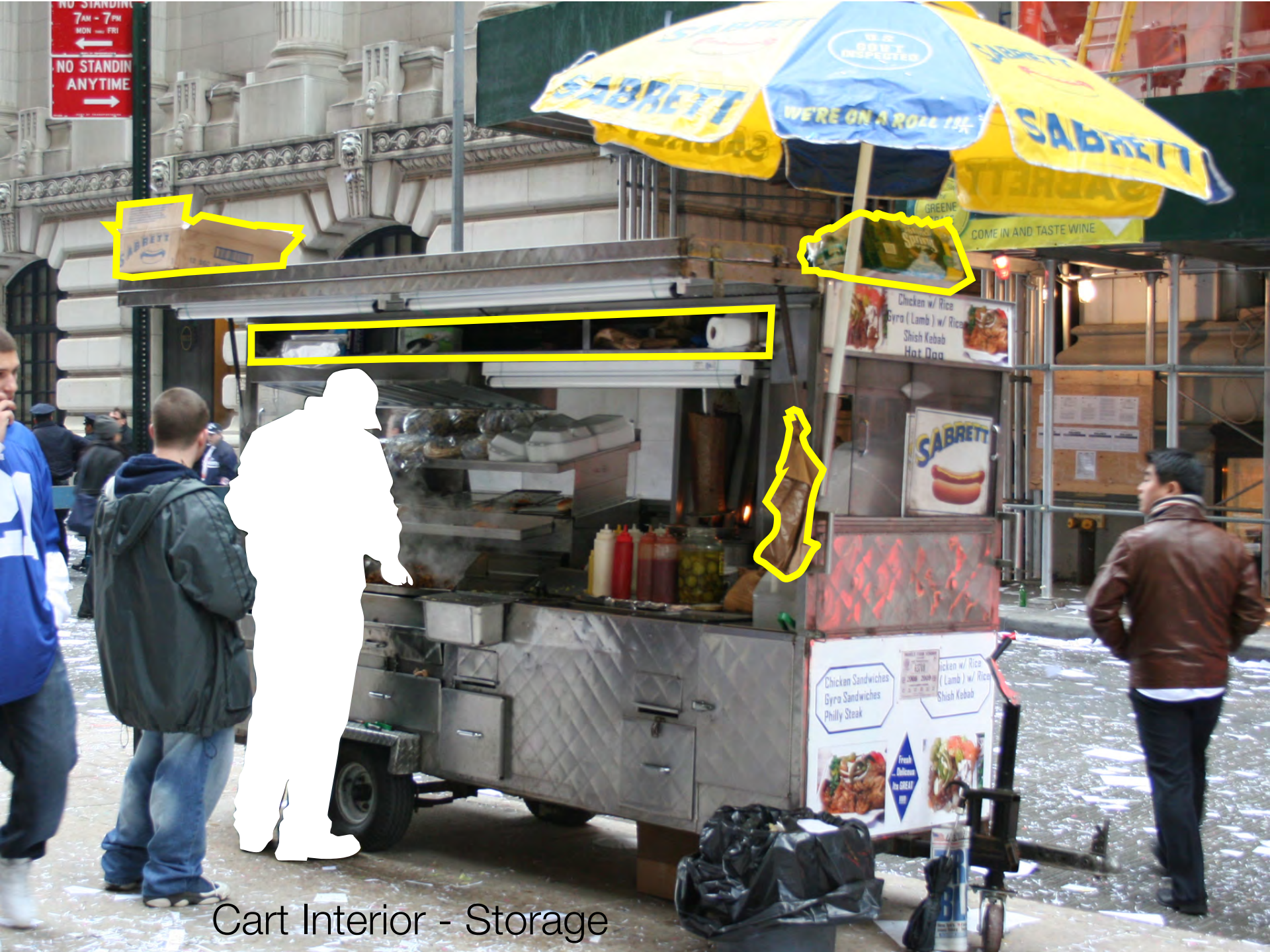
NO STANDING
7 AM - 7 PM
MON - FRI
←
NO STANDING
ANYTIME
→

Cart Interior



NO STANDING
7 AM - 7 PM
MON - FRI
←
NO STANDING
ANYTIME
→

Cart Interior - Flexibility



NO STANDING
7 AM - 7 PM
MON - FRI
←
NO STANDING
ANYTIME
→

SABRETT

GREENE
SABRETT
COME IN AND TASTE WINE

SABRETT

Chicken w/ Rice
Gyro (Lamb) w/ Rice
Shish Kabab
Hot Dog

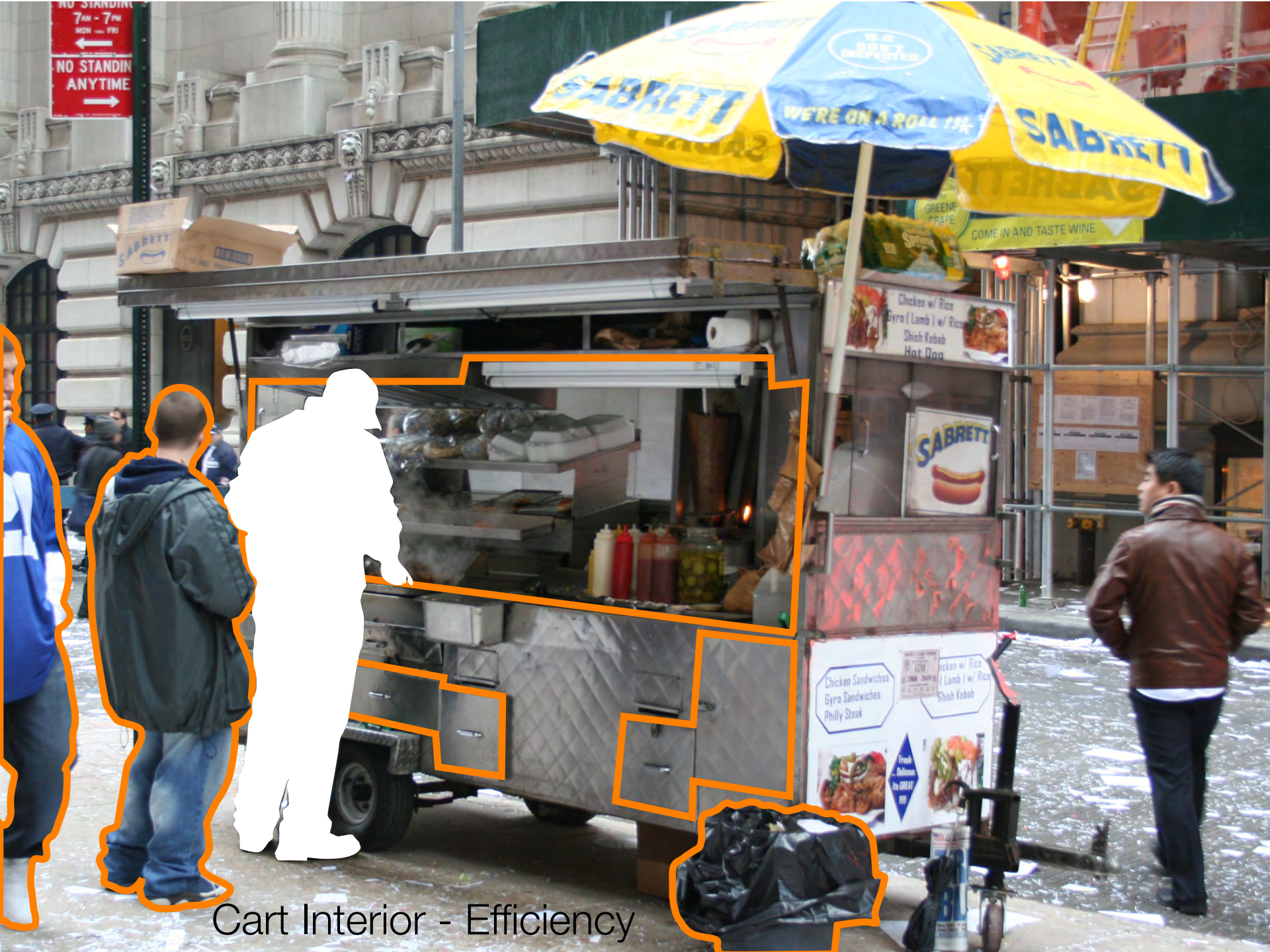
SABRETT

Chicken Sandwiches
Gyro Sandwiches
Philly Steak

Chicken w/ Rice
Gyro (Lamb) w/ Rice
Shish Kabab

Fresh Dill Pickles
As GREAT

Cart Interior - Storage



NO STANDING
7 AM - 7 PM
MON - FRI
←
NO STANDING
ANYTIME
→

Cart Interior - Efficiency



NO STANDIN
7 AM - 7 PM
MON - FRI
←
NO STANDIN
ANYTIME
→

Cart Interior - Cleanliness



NO STANDIN
7 AM - 7 PM
MON - FRI
←
NO STANDIN
ANYTIME
→

Cart Interior - Food Prep

The image features a dark gray background. In the center, a white rectangular box with a thin border contains the text "Overall Branding". To the left of this box is a white silhouette of a man in a hooded jacket, looking towards the right. To the right of the box is another white silhouette of a man in a jacket, looking towards the left. The two silhouettes appear to be in conversation.

Overall Branding

CHASE



OPEN

Special
Chicken
on Rice
 5.00

Gyro
Lamb or
Chicken

Gyro
Souvlaki

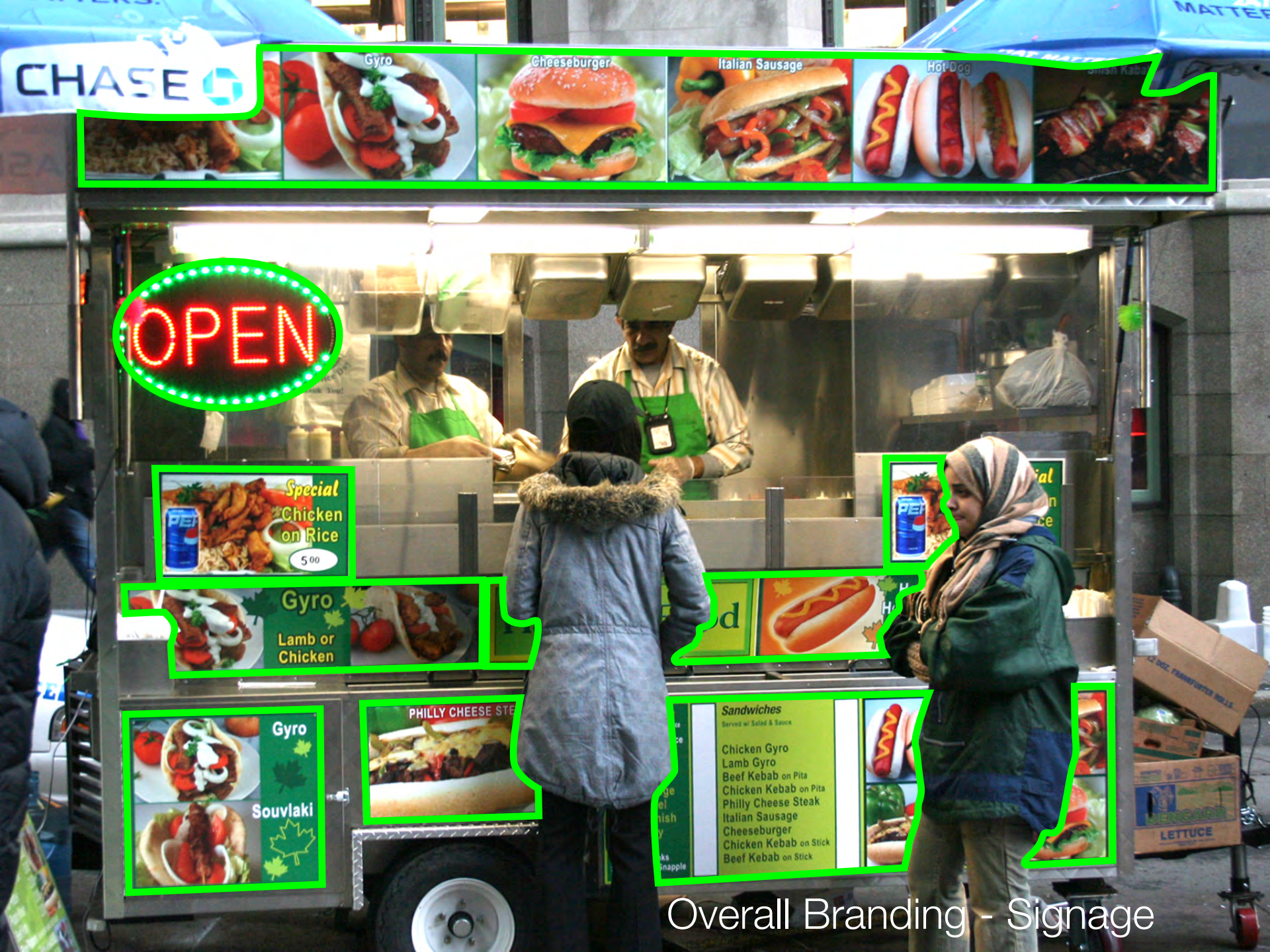
PHILLY CHEESE STEAK

Sandwiches
 Served w/ Salad & Sauce

- Chicken Gyro
- Lamb Gyro
- Beef Kebab on Pita
- Chicken Kebab on Pita
- Philly Cheese Steak
- Italian Sausage
- Cheeseburger
- Chicken Kebab on Stick
- Beef Kebab on Stick



Overall Branding



CHASE

MATTER

Gyro

Cheeseburger

Italian Sausage

Hot Dog

OPEN

Special
Chicken
on Rice
5.00

Gyro
Lamb or
Chicken

Gyro
Souvlaki

PHILLY CHEESE STEAK

Sandwiches
Served w/ Salad & Sauce
Chicken Gyro
Lamb Gyro
Beef Kebab on Pita
Chicken Kebab on Pita
Philly Cheese Steak
Italian Sausage
Cheeseburger
Chicken Kebab on Stick
Beef Kebab on Stick

Overall Branding - Signage



CHASE

OPEN

Gyro

Cheeseburger

Italian Sausage

Hot Dog

British Kebab

Special
Chicken
on Rice
5.00

Gyro
Lamb or
Chicken

Gyro
Souvlaki

PHILLY CHEESE STEAK

Sandwiches
Served w/ Salad & Sauce
Chicken Gyro
Lamb Gyro
Beef Kebab on Pita
Chicken Kebab on Pita
Philly Cheese Steak
Italian Sausage
Cheeseburger
Chicken Kebab on Stick
Beef Kebab on Stick

Overall Branding - Operator



CHASE

Gyro

Cheeseburger

Italian Sausage

Hot Dog

British Kebab

OPEN

Special
Chicken
on Rice
5.00

Gyro
Lamb or
Chicken

Gyro

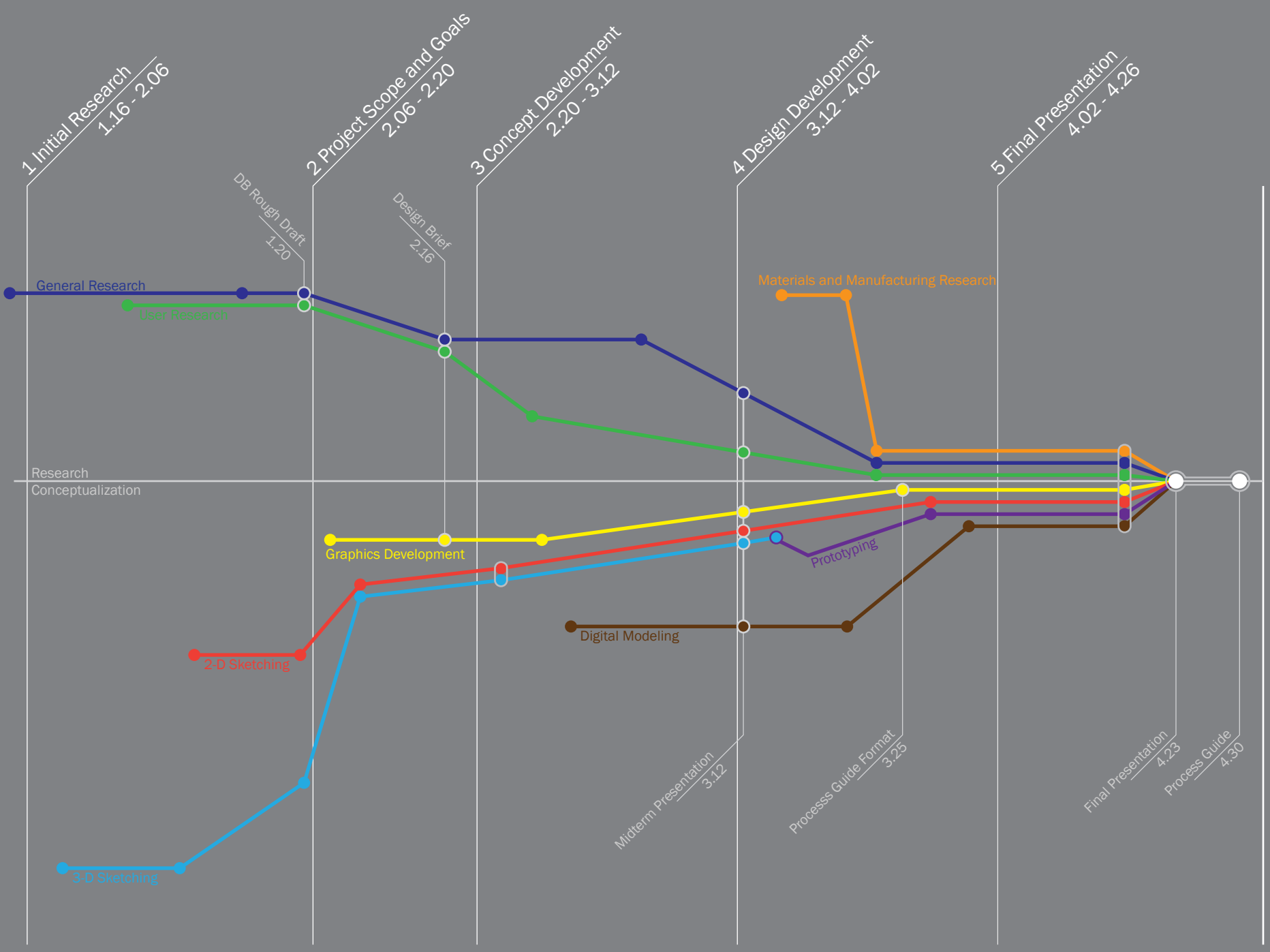
Souvlaki

PHILLY CHEESE STEAK

Sandwiches

Served w/ Salad & Sauce
Chicken Gyro
Lamb Gyro
Beef Kebab on Pita
Chicken Kebab on Pita
Philly Cheese Steak
Italian Sausage
Cheeseburger
Chicken Kebab on Stick
Beef Kebab on Stick

Overall Branding - Food



1 Initial Research
1.16 - 2.06

2 Project Scope and Goals
2.06 - 2.20

3 Concept Development
2.20 - 3.12

4 Design Development
3.12 - 4.02

5 Final Presentation
4.02 - 4.26

General Research

User Research

DB Rough Draft
1.20

Design Brief
2.16

Materials and Manufacturing Research

Research
Conceptualization

Graphics Development

2-D Sketching

Digital Modeling

Prototyping

3-D Sketching

Midterm Presentation
3.12

Process Guide Format
3.25

Final Presentation
4.23

Process Guide
4.30

Thank You.

