

EMBER GARDENS

Retail Concept Development, Design & Visualization for Cannabis Start-up / Massachusetts / 2020-present
AFTERHOURS Design Collaborative

Since 2020, AFTERHOURS has served as lead design consultant for budding New England-based cannabis company Ember Gardens. In this role, AFTERHOURS has operated flexibly in multiple capacities, providing as-needed design services to assist Ember Gardens as they work to establish their first ever brick-and-mortar locations in Orleans (Cape Cod), New Bedford, and Downtown Boston, MA. Our contributions have been instrumental in helping Ember Gardens to develop functional, achievable designs for their up-coming retail stores while establishing a strong, cohesive brand presence that will provide a memorable impression for their first customers. The first retail location in Orleans opened Summer 2024.

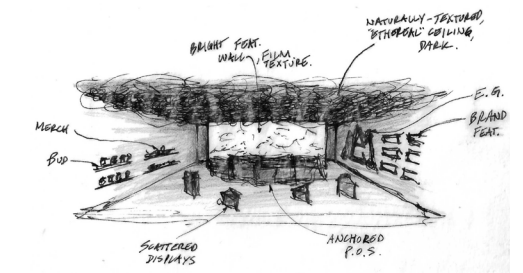
Our services have included:

- Developing initial design concept for the company's first retail location, translating the company's already-strong brand identity into a cohesive, memorable, brand-forward retail experience which will serve as a template for all future retail stores.
- Providing interior and exterior conceptual renderings for multiple retail locations to assist the company in communicating with and gaining buy-in from municipal bodies, investors, and other stakeholders.
- Developing functional and experientially-rich floor plans for retail and back-of-house spaces in both renovation and ground-up scenarios.
- Assisting Ember Gardens in reviewing and evaluating drawings provided by the architects of record, and advocating for the client by providing sketches, mark-ups and comments for proposed revisions to maintain a high standard of design and experience.

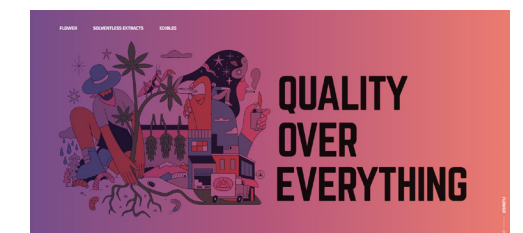
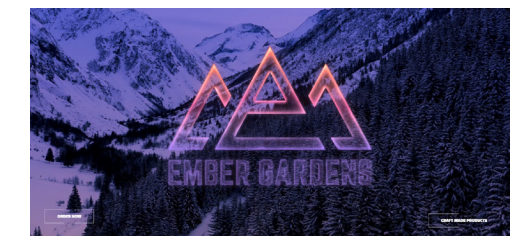
Years
2020-present

Concept Development, Design & Visualization
AFTERHOURS: Garrett Rauck, Candace Ju

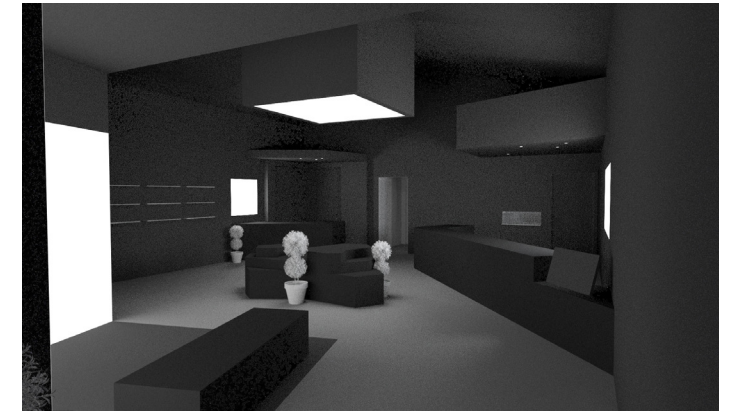
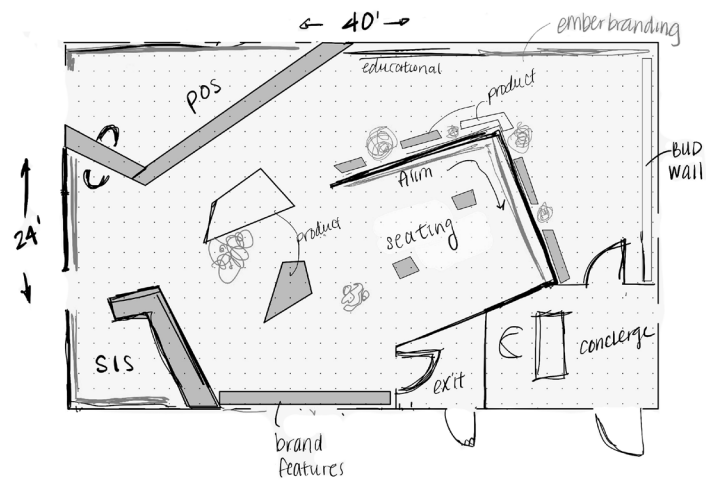
Architect of Record
Orleans Location: Joe the Architect
New Bedford Location: Aharonian & Associates, Inc.



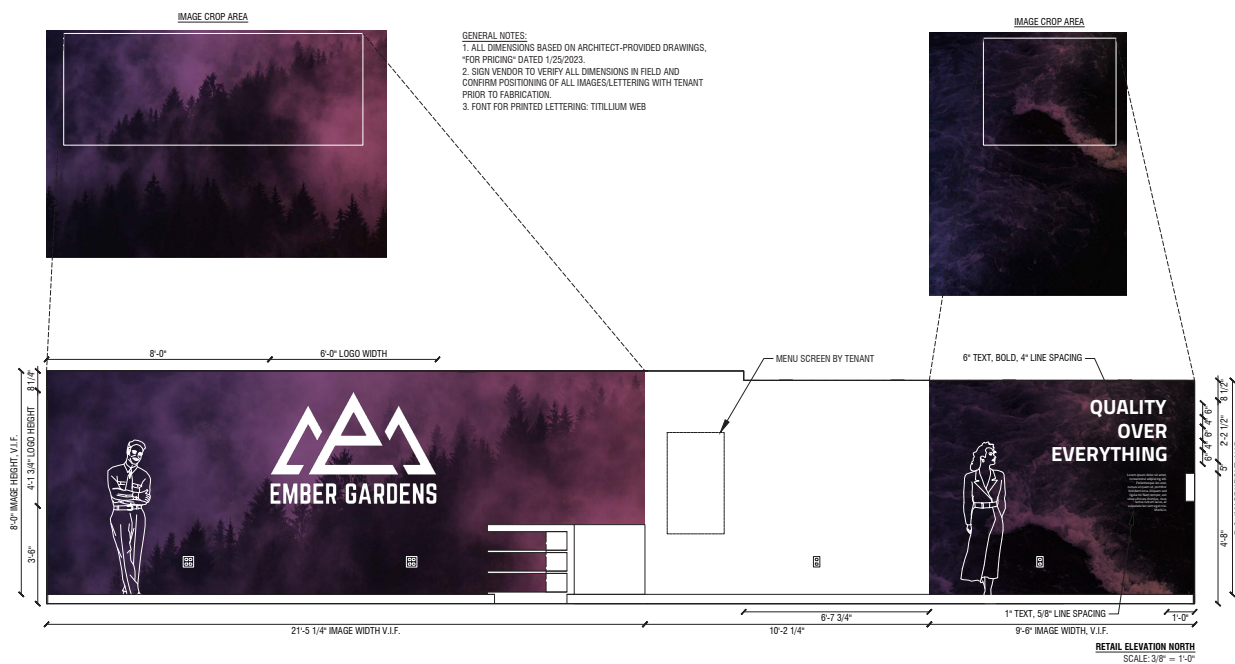
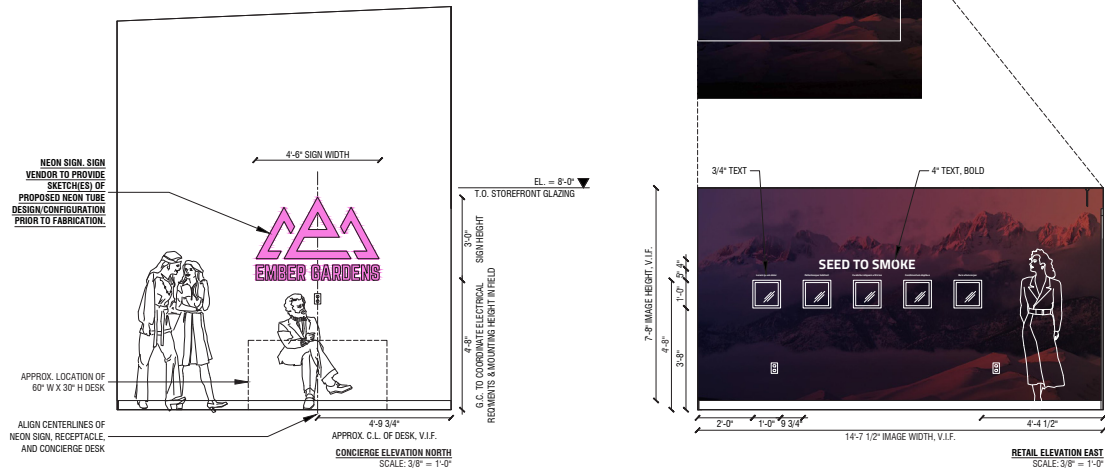
Early concept sketch for Ember Gardens Orleans retail floor.



Screens from Ember Gardens' website, illustrating existing brand identity.



GENERAL NOTES:
 1. ALL DIMENSIONS BASED ON ARCHITECT-PROVIDED DRAWINGS, "FOR PRICING" DATED 1/25/2023.
 2. SIGN VENDOR TO VERIFY ALL DIMENSIONS IN FIELD AND CONFIRM POSITIONING OF ALL IMAGES/LETTERING WITH TENANT PRIOR TO FABRICATION.
 3. FONT FOR PRINTED LETTERING: TITILIUM WEB

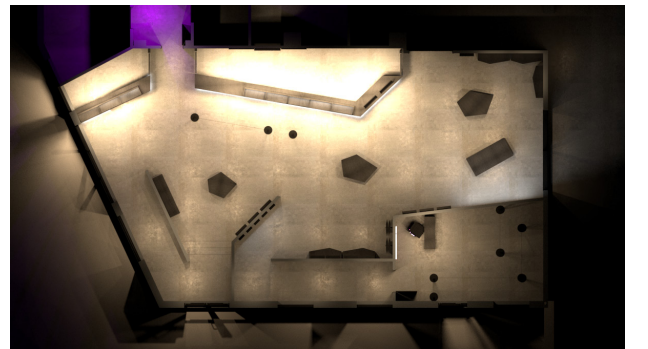


Initial conceptual retail floor plan (above) and branding mock-ups (below) for the Orleans retail location. Inspired by Virgil Abloh's retail concepts for Off-White, the floor plan uses strategic placement of angular partitions and display objects to create a rich, unfolding sequence of spaces within a constrained floor area. Branding mock-ups were developed during construction administration to translate design intent illustrated in renderings into drawings for pricing and fabrication to be used by the sign vendor and general contractor.

Initial conceptual rendering (top) and design development renderings (middle and bottom) for the Orleans retail location. A manipulation of a vernacular detail, a traditional Cape cupola sits atop the new structure, bringing diffuse light down into the space via a light well hovering over the center of the retail floor. Final rendering developed in collaboration with Joe the Architect.



Conceptual exterior renderings for New Bedford retail location (above) and views of existing building, previously a Mazda dealership (below). Exterior design and renderings developed to explore potential visual improvements to the building and gain buy-in from the municipality, investors, and other stakeholders. In addition to a new dark color scheme, the proposed design features an aluminum louver system which wraps the street-front side of the building, concealing the sad, dated mansard roof and giving the building a new heroic, contemporary form to pique the interest of passer-bys.



Interior renderings for the New Bedford retail floor. Experiential design strategies first developed for the Orleans location are employed here to create a unique, memorable, brand-forward customer experience. Strategic yet minimal use of partitions and casework breaks up the vacuous former car dealership sales floor and creates a rich, unfolding experience encouraging exploration and surprise. A large viewing window provides a view into the company's on-site manufacturing facility.