



ZIP CAR — CHICAGO STORE FRONT SPACE

ZIP CAR is a fun, simple, smart, responsible, human, evolutionary and mobile company. When they had the opportunity to get a hold of some retail space on the river front in Chicago, they grabbed it. Normally they hold their operations separate from the street side service they are so well known for.

But for this space, there was an opportunity to contain the operations aspect AND a space open to the public. For the entryway, I suggested kiosks which would have educational material on matters that Zipcar cares about: urban development, environmental concerns and more. The space would be open for monthly "zip - nights" ways of bringing the community in, and having zipcar make a difference in the way that their neighbors relate to one another, on the road, and in the city.

