

Hypothesis
The Main Space in This Building is Environmentally Homogenous



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Denver Tool Day @ REI

Measurements and Methods

- Hobo Data
 - Temperatures logger measurements
 - Relative Humidity
- Temperature Gun
 - Interior Surface Temperature
- Bubbles
 - Air Movement
- Illuminance Meter
 - Light Levels and distribution
- Photography
 - Light Patterns
- Interviews
 - Human Comfort (light and thermal)

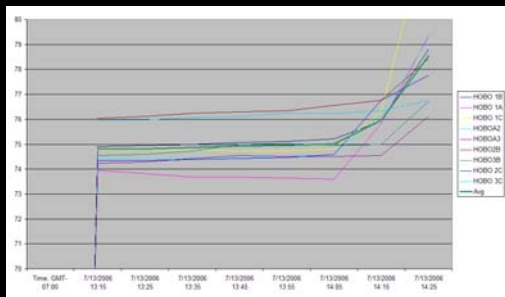
Hobo Data: Temperature & R.H.
 hobo locations



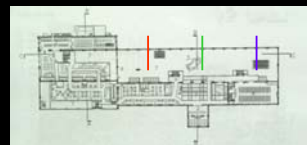
Temperature Gun: Surface Temp



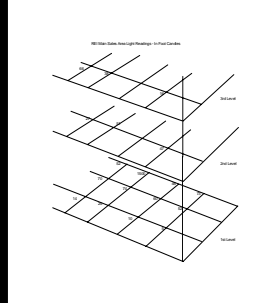
Hobo Data: Temperature



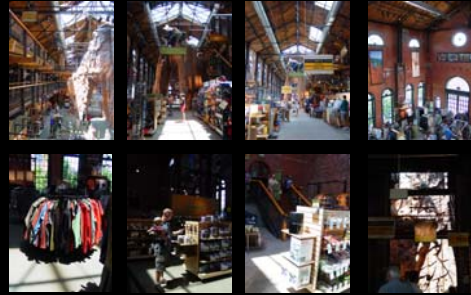
Bubbles: Air Movement



Illuminance Meter: light levels & distribution



Photography: light patterns



Interviews

Low - OK - High	Comment
1	Good It is OK.
2	Good Not too bright.
3	Good Fine and natural.
4	Good No problems.
5	Good OK
6	Good OK
7	Good Lots of natural light with shadows on rock wall.
8	Good Good during daytime but darker in the evening. SW corner can be dark.
9	Good Likes the flood light changes on the rock wall.



Interviews

Air Movement	Warm/Cool	Comment	Freshness	
1	Good	OK	With AC is working.	OK
2	Good	Warm	In center of bldg.	OK
3	Good	Hot	When AC is broken.	OK
4	Good	OK	Good.	OK
5	Good	Dry	I'm from the East Coast.	OK
6	Good	Warm	On a warm day.	OK
7	Good	Warm	Could be cooler.	OK
8	Good	Warm	When crowded.	OK
9	Good	OK	With AC working.	OK



Conclusions

- The original hypothesis was that the main space is environmentally homogeneous.
- We conclude that this has been comprehensively disproven, and that the space in question is environmentally heterogeneous (in terms of light; homogeneous in terms of temperature)
- In this, REI challenges conventional retail wisdom: its obvious success illustrates the power of adaptation and the delight of stimulus.

» "variety is the spice of life"