

Retail Project:

ID 440 Contract Design II (Fall 2011) Due: September 28, 2011

Project Description: The purpose of this project is to design a 1,000 sq. foot, temporary retail store for Sephora, a cosmetic and perfume retailer. Your design solution should reflect the brand and provide customers with an experience that portrays Sephora.

Project Goals: This project will require students to identify and promote design excellence on the basis of:

1. Innovation, creativity and problem-solving
2. Visual and written communication
3. Execution of a temporary, relocatable design solution
4. Research retail design and visual merchandising
5. Code integration
6. Execute a design based on a given brand
7. Presentation and articulation of ideas

Phase I: TEAM RESEARCH: (25 points)

You will have approximately one week to complete the background research for this project in order to understand the Sephora brand and pop-up retail industry. By the end of the first week, each student should know where their store will be located and be able to justify their chosen location based on demographics and feasibility for a pop-up store. In addition, students should have conducted a codes review and summarized the codes that are critical to their design. The list of questions below should be researched and presented verbally by your team to the class on **Wednesday, August 31, 2011**. A power point slide show should supplement the presentation. Each student will be expected to share in the research responsibilities. In addition, each student will describe and justify their store's location at the end of the presentation. Make sure to address the following topics in your team presentation:

- 1) Provide a brief history of Sephora.
- 2) What products and brands does Sephora sell?
- 3) What services does Sephora provide its clients?
- 4) Sephora is the originator of the open sell prestige cosmetics model. What is this model and how will your store design promote this concept?
- 5) What is The Beauty Studio, and how should this area be incorporated into your design?
- 6) What is Pop-up retailing?
- 7) List 4-5 ideas of where a Sephora pop-up retailing space might succeed? (ie: the type of building/location)
- 8) What types of building and interior materials are appropriate for a pop-up retail environment, and why are these materials appropriate?
- 9) Describe the Sephora brand and provide pictures of existing spaces, colors, fixtures, storefronts, etc.
- 10) What types of storage will be needed and how should storage be addressed in a pop-up concept?
- 11) Detail how security will be addressed in this space from a layout approach as well as other more traditional security methods.
- 12) Summarize the key codes and regulations that will affect your design solution.

Phase II: Programming (15 points)

After researching the problem, each student will individually type a programming document specific to their proposed design that begins by first identifying their 5 major design goals. In addition, a design concept statement will be prepared that explains HOW you will meet these goals. According to the PAVE competition guidelines, "Design submissions should describe the client proposition for the pop-up concept and then define its three dimensional language accordingly, inclusive of spatial definition, flooring, wall systems and overhead surfaces. How the pop-up program installs and potentially relocates is an essential part of the concept, as is its success in presenting both trend or core product presentations." Finally, a detailed programming document that supports these goals will be developed based on the information discovered during the research phase. The process for writing the programming document will be discussed in more detail during class and is **due on Monday, September 5, 2011.**

Phase III: Schematic Design (20 points)

Schematic solutions should be executed through the development of multiple design process drawings to include bubble, block and preliminary floor plans. In addition, multiple 3D ideation drawings should be generated that shows overall design intent. All preliminary work should be drawn on trash/tracing paper and should be organized in sequential order. (Do not throw away any preliminary work and date/number each page as the design progresses.) Schematic work should be submitted with the final project on **Wednesday, September 28th.**

Phase IV: Design and Presentation (100 points)

Each student will present their proposal in an 8 1/2 x 14 bound booklet, not to exceed 12 pages.

- The proposal may be hand drawn or computer generated and rendered in any method of choice.
- Students must submit a copy of their project on a CD or DVD in PDF format with graphic label.
- The submission should address the general requirements as stated in the PAVE competition guidelines. Note: Competition deadline is November 11th. **Project due to instructor on September 28th.**
- The floor plan and appropriate elevations/perspectives should be included at a scale determined by the student.
- A written concept statement should also be included and limited to two paragraphs and should highlight the unique storefront design, the rationale for design decisions, material selections, and the demographic for which the design was made.
- Images of material samples, FF&E should be included along with appropriate specifications.

For more information about the project, go to:

http://www.paveinfo.org/competition/comp_2011.cfm



2011 Student Design Competition

JUDGING CRITERIA & PROJECT EVALUATION

STORE DESIGN CATEGORY: Sephora Pop-up Store

To guide both the student and the judges, the following criteria establish a weighted scoring matrix based on an evaluation of broad categories implicit in the design submission.

Phase I: Research (25 Points)

- All questions were addressed and thoroughly researched 10pts _____
- Slide show is informative and shared ideas and knowledge 10 pts _____
- Individual summary shared that describes concept & justifies chosen store location (typed and orally presented) 5 pts _____

Phase II: Programming (15 points)

- 5 Design Goals are identified and a statement that justifies HOW the design is to be accomplished is provided for each goal. 5 pts _____
- Concept statement meets requirements set forth in project 5 pts _____
- Programming Document 5 pts _____

Phase III: Schematic Design (20 points)

- Ideation drawings show thought process of design intent. Ideation drawings show evolution of design and there are adequate steps showing the evolution of design. 15 pts _____
- All trash drawings are organized in progressive order 5 pts _____

Phase IV: Design and Presentation (100 points)

- Design Concept: Imagination, inspiration, and creativity 15 pts _____
- Space Solution: Traffic flow, fixture layout, merchandise exposure, adjacencies, form, organization 25 pts _____
- Interior/Architectural Design: Style, appropriateness, colors and materials, fixturing, lighting, and merchandise presentation 30 pts _____
- Graphics and Identification: Logo color, style, signage, composition and packaging 15 pts _____
- Quality and professional presentation of work. 15 pts _____

Grade Point Scale:

- A = 144 – 160 points
- B = 128 – 143 points
- C = 112 – 127 points
- D = 96 – 111 points
- F = 95 and below

TOTAL 160 PTS _____