

Team Identity

Linnea Thomas

Project Manager

Communications, Delegation and Quality Control

Nicole Lobell

Communication Manager

Client, Team, and Professor Communications

Sarah Barringer

Time Manager

Deadlines, Schedules, and Member Management



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N L

Concept:

A Man's Best Friend

There are many pet boutiques that are targeted towards women. With their bright colors, it is very rare that a man will want to shop for their dogs in such an environment. With the use of dark woods and industrial elements, bark will be tailored towards the affluent male, looking to treat his best friend.



Program & Client Profile

Store Name: bark

Barns:

- ✓ Play Park & Grooming Station- Linnea
 - Toys, Accessories, and Grooming Sample testing
- ✓ Toys/Accessories & Checkout – Sarah
 - Collars, leashes, etc.
 - Plush toys, squeaky toys
 - Checkout via flexible tech. e.g. iPads with Square card readers and Cash box connections
- ✓ Food & Treats – Nicole
 - Food and treat variety



Retail Research

- ✓ The storefront must act as a billboard for the store, often employing large display.
- ✓ Windows that allow shoppers to see into the space and the product inside.
- ✓ Retail spaces must be designed to promote an enjoyable and hassle-free shopping experience for the consumer.

Product Displays:

Industrial Appearance

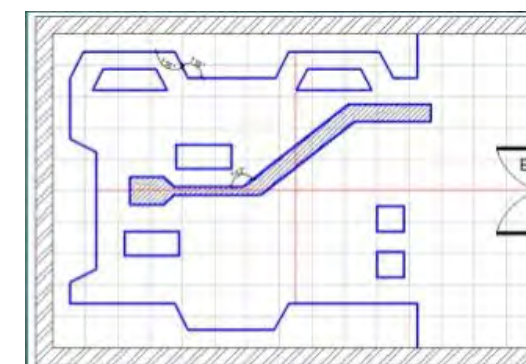
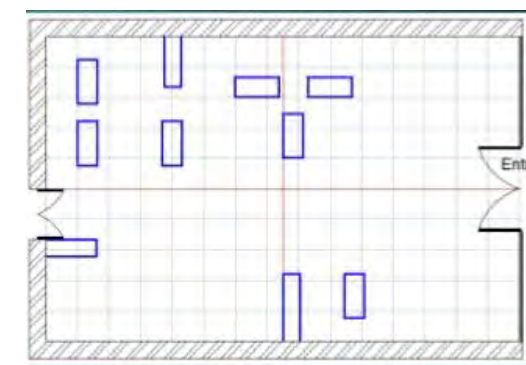
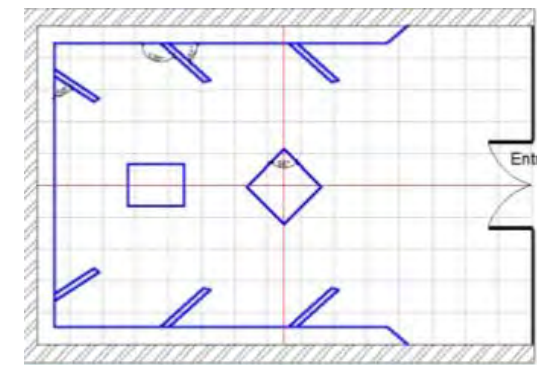
- Steel/wood Shelving
- Wooden Counters
- Metal Buckets/tubs
- Wire Bins



Retail Research

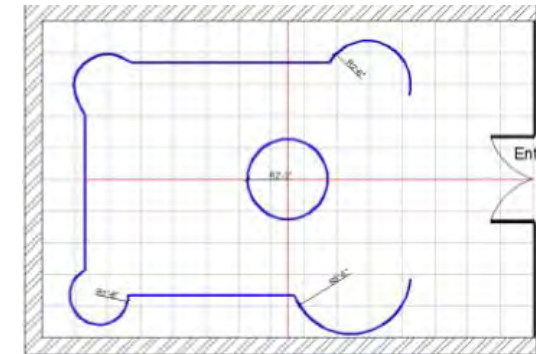
Circulation is important because it ensures that the consumer moves throughout the store. The six basic store layouts and circulation plans are:

1. **Straight plan:** this plan divides transitional areas from one part of the store to the other by using walls to display merchandise. It also leads the consumer to the back of the store.
2. **Pathway plan:** is most suitable for large stores that are single level. In this plan there is a path that is unobstructed by shop fixtures, this smoothly guides the consumer through to the back of the store. This is well suited for apparel department stores, as the clothes will be easily accessible.
3. **Diagonal plan:** uses perimeter design which cause angular traffic flow. The cashier is in a central location and easily accessible. This plan is most suited for self-service retail

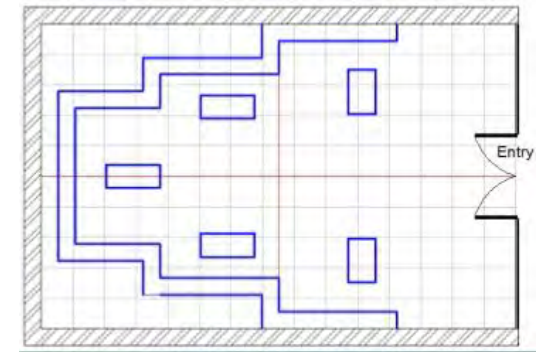


Retail Research

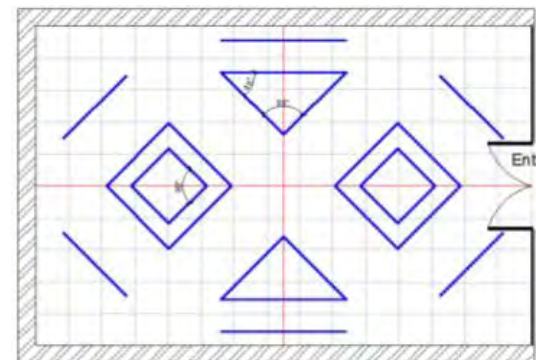
4. **Curved plan:** aims to create an intimate environment that is inviting. In this plan there is an emphasis on the structure of the space including the walls, corners and ceiling this is achieved by making the structure curved and is enhanced by circular floor fixtures. Although this is a more expensive layout it is more suited to smaller spaces like salons and boutiques.



5. **Varied plan:** in this plan attention is drawn to special focus areas, as well as having storage areas that line the wall. This is best suited for footwear and jewelry retail stores.



6. **Geometric plan:** uses the racks and the retail floor fixtures to create a geometric floor plan and circulation movement. By lowering parts of the ceiling certain areas can create defined retail spaces. This is well suited for apparel stores.



Pop Up Research

POP-UP RETAIL is a trend of opening short-term sales spaces. Pop-up shops have a tendency to pop up unannounced, quickly draw in the crowds, and then disappear or morph into something else, adding to retail the fresh feel, exclusivity and surprise that galleries, theatres and Cirque du Soleil-adepts have been using for years.

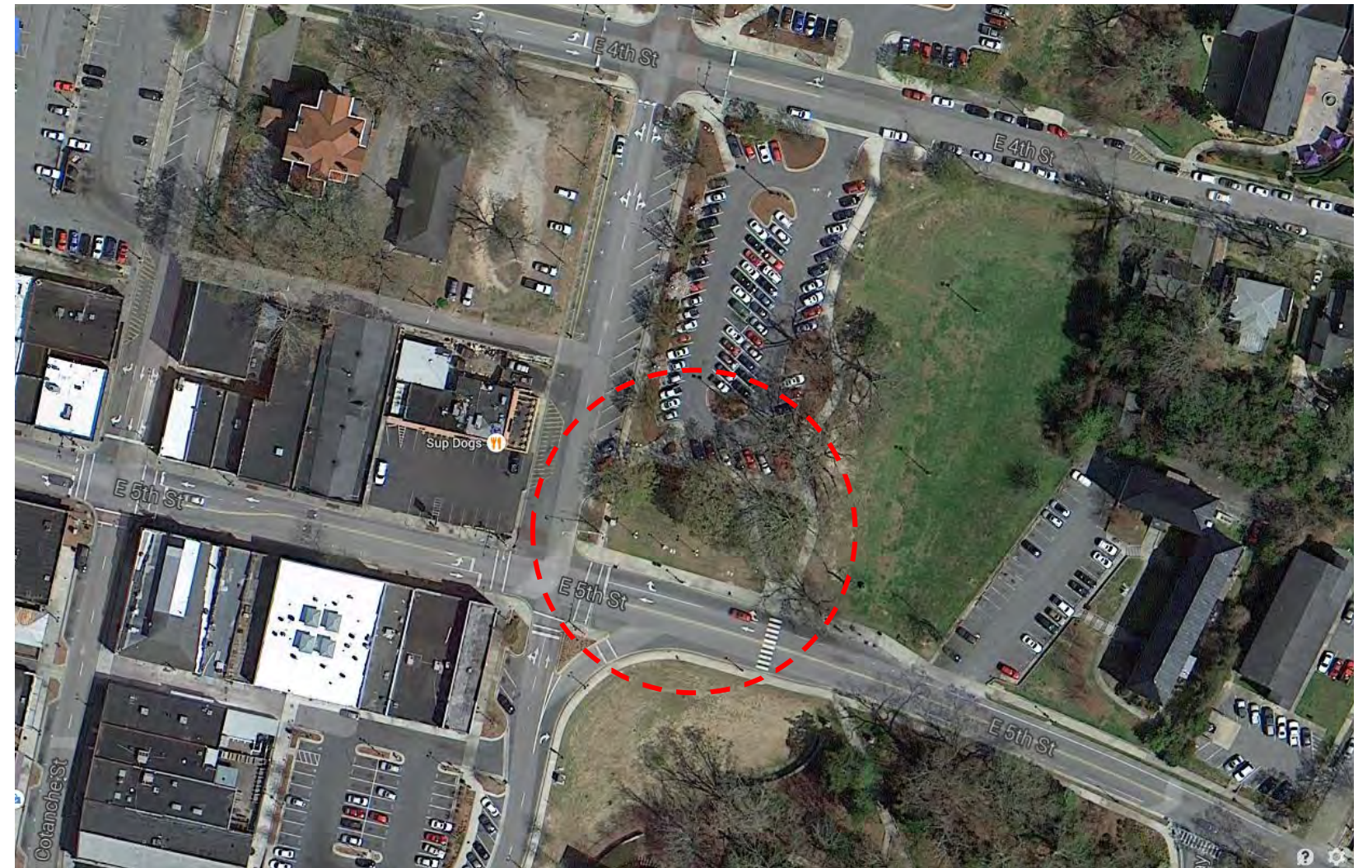


“Pop-up stores are equal parts theater, art installation, marketing, and merchandise, deploying high-concept retail environments for short periods of time to create an event, often one in which buzz is as important as sales.”

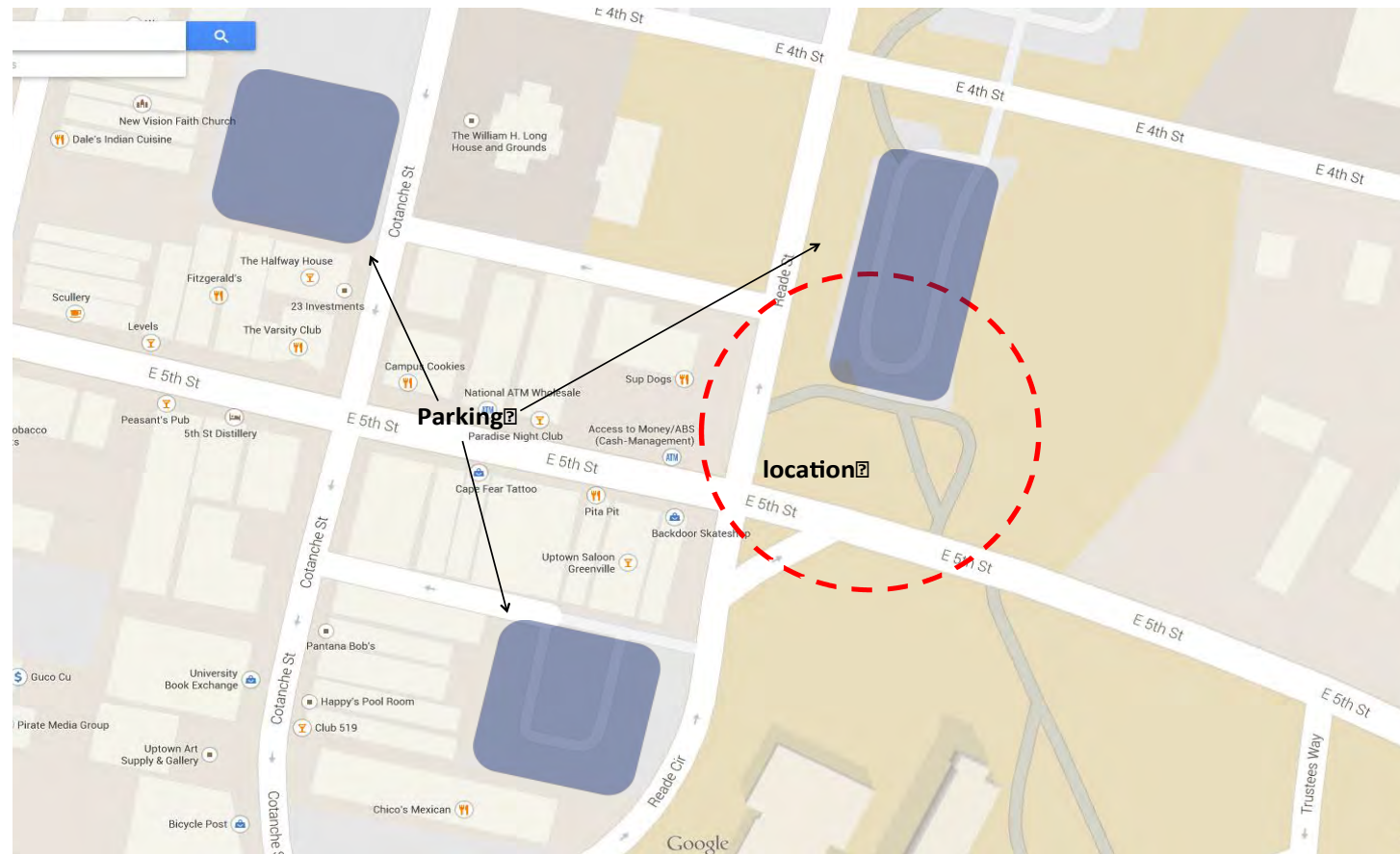
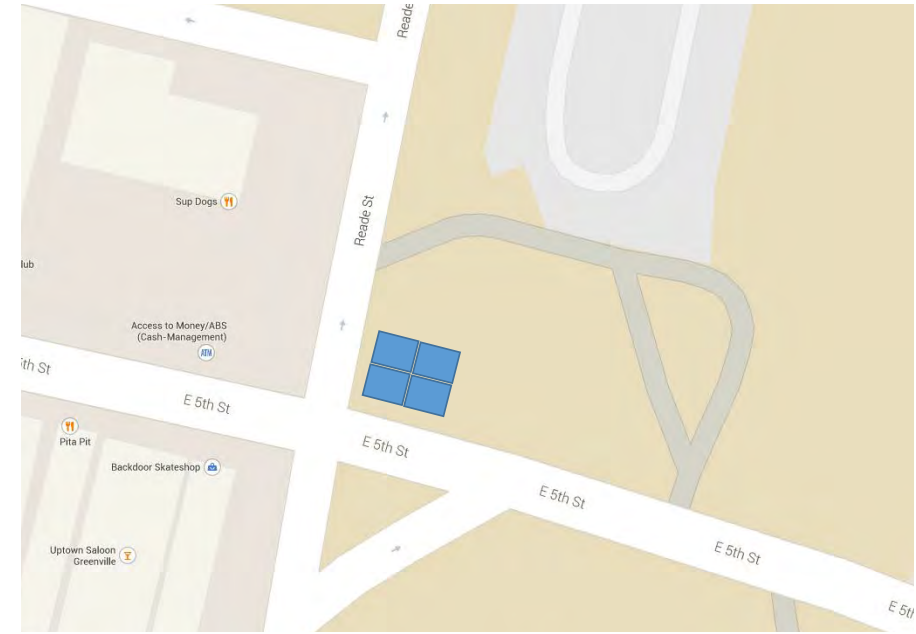
Location Research

Directly located across the street from Supdogs by B-Lot parking lot.

- ✓ Across from an already popular location
- ✓ Dog owners frequent the “SupDogs” Patio
- ✓ Sufficient parking lots as noted on maps
- ✓ High traffic area
 - Foot traffic directly from campus
 - Car traffic from Reade Circle
 - Walking paths and trails near by

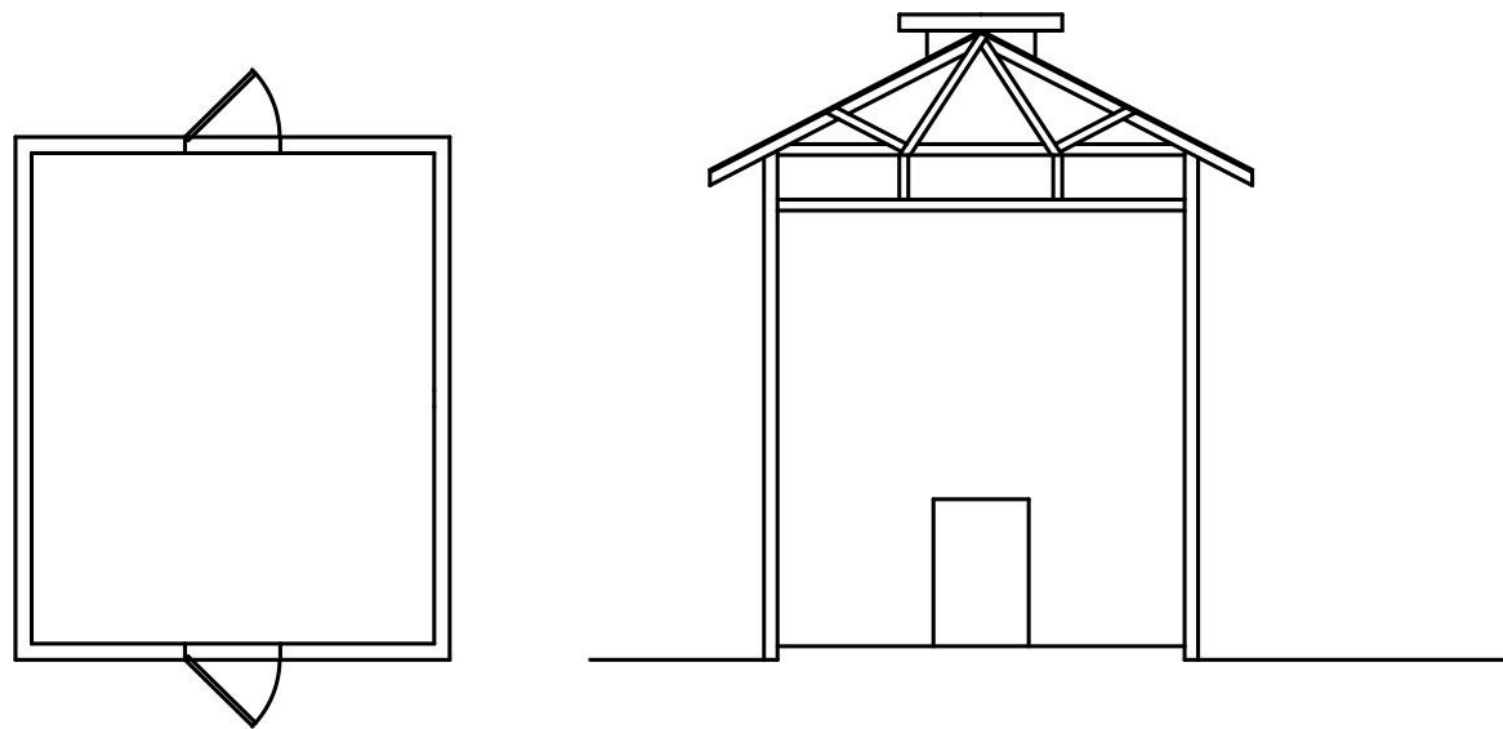


Location Research



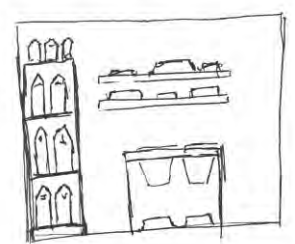
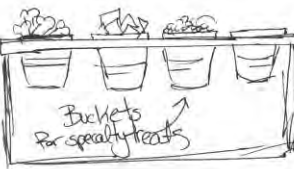
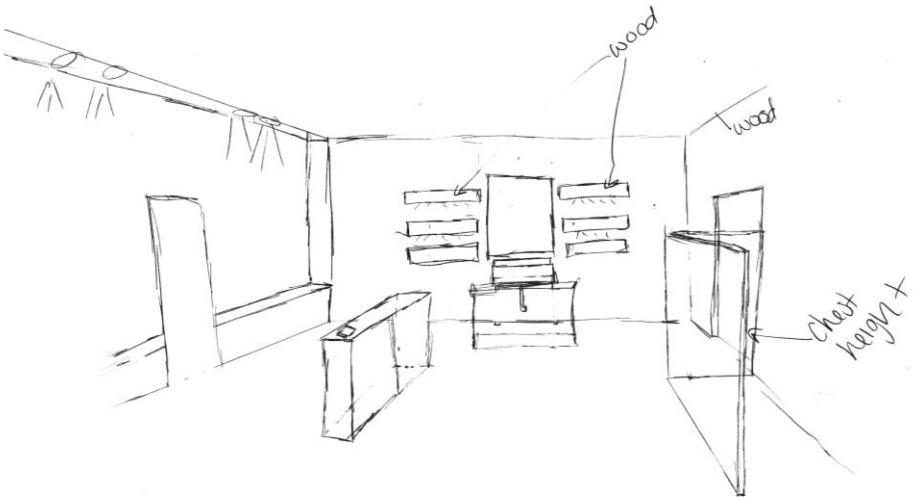
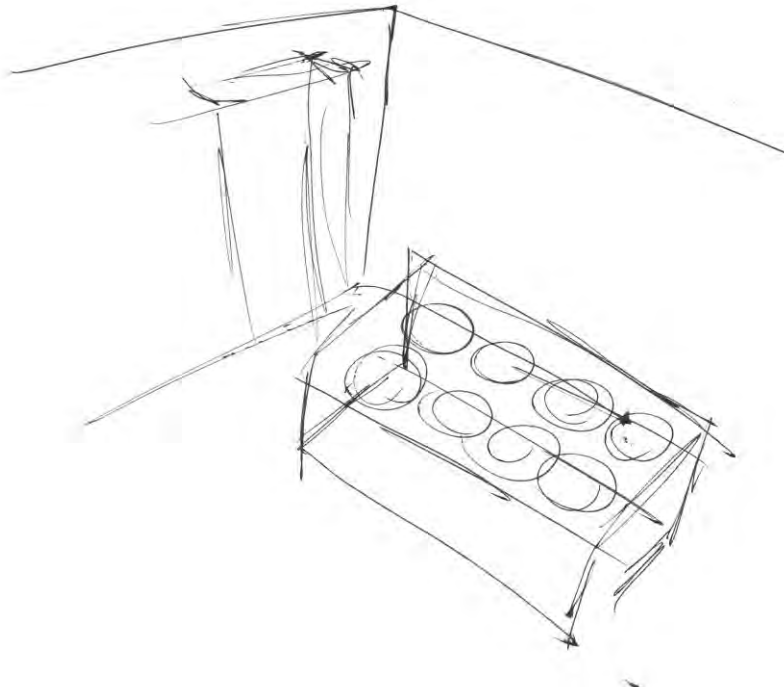
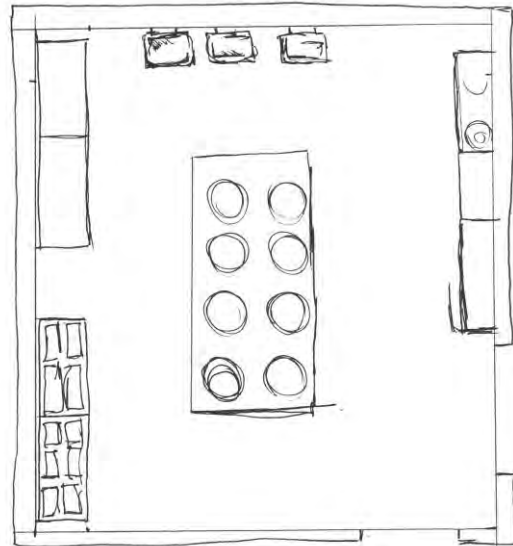
Tobacco Barn Research

- ✓ Have external fire pits and flues to dry tobacco
- ✓ Built with logs or wooden layers
- ✓ Highly insulated to keep heat inside
- ✓ Tall rather than wide
- ✓ Metal roofs typically uninsulated

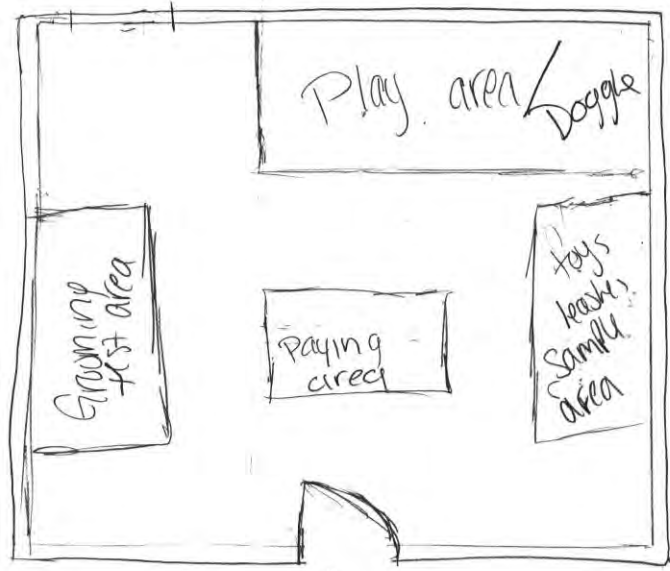
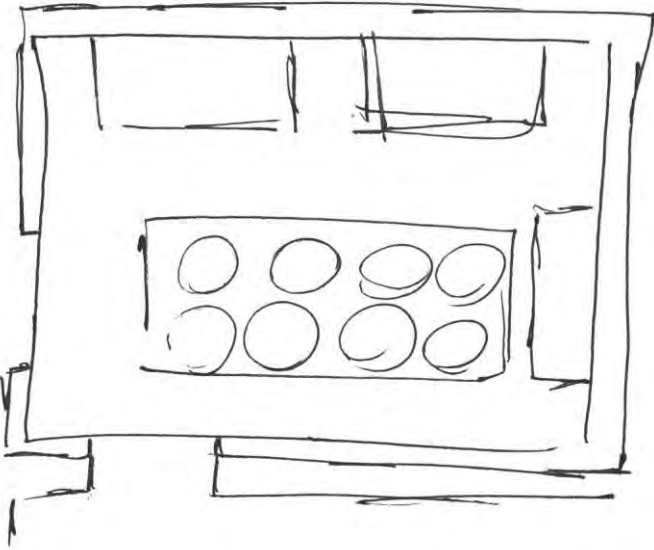


Smith Tobacco Barn, South Carolina

Sketches



- STEEL
- CERAMIC (Pastelish Colors)
- DARK Wood (Dark Rustic Oak)



Renderings

