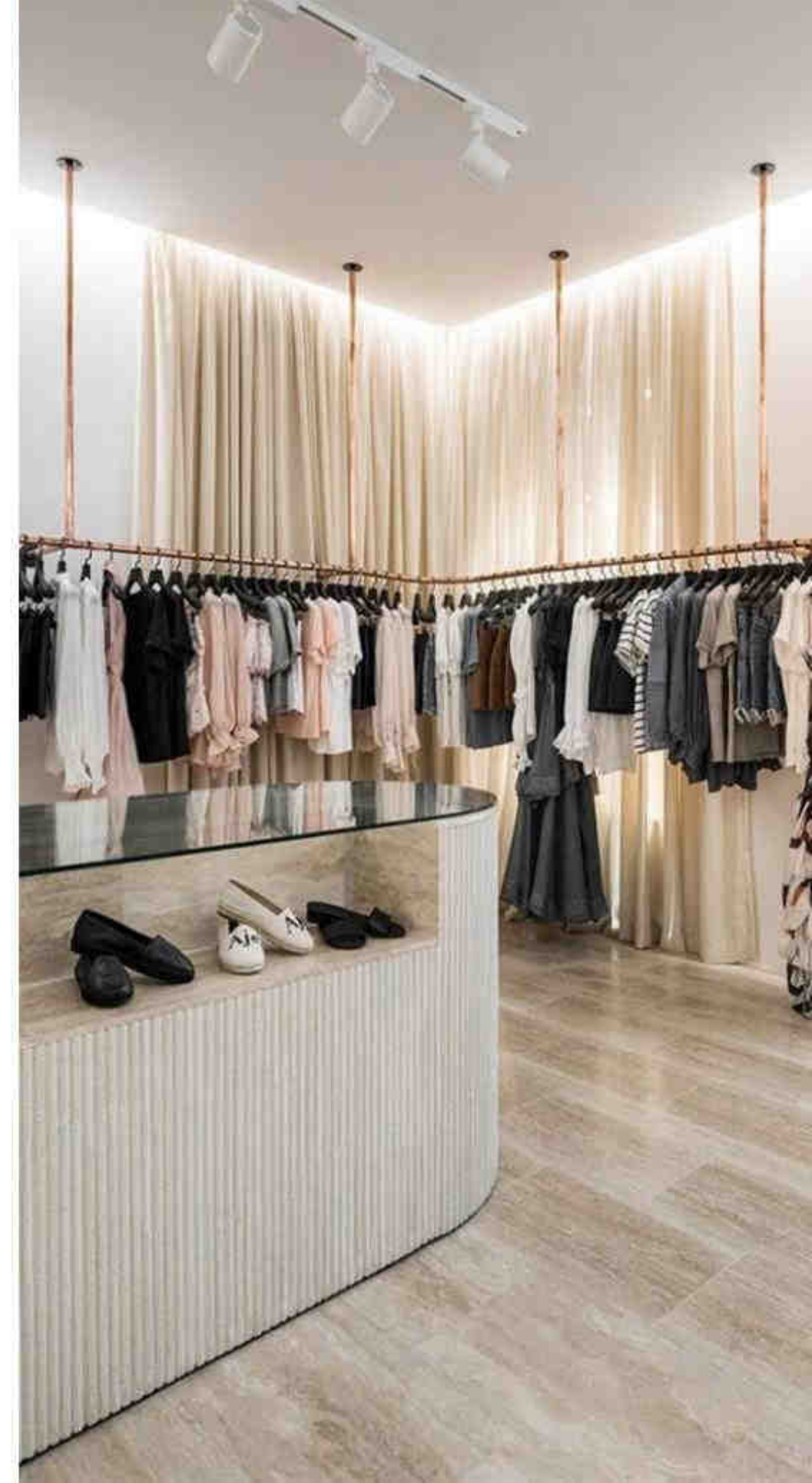






Retail Design

- ❖ **Eye-catching visual merchandising**
 - A striking piece of visual merchandising can capture shoppers' attention, and encourage them to cross the threshold of a store
- ❖ **Clear Pathway**
 - Brands should lead customers around a path that increases dwell time and leverages sales
- ❖ **Go Right!**
 - Retailers should place visually arresting signs and POS displays on the right-hand side of a store
- ❖ **Space to maneuver**
 - Busy, over-crowded retail environments can give the impression that products are of a lesser quality



Retail Fixtures

- ❖ **Freestanding Retail Fixtures**
 - They offer a flexible choice of display, they can typically be maneuvered easily around the store and offer 360 degrees of display space.
- ❖ **Countertop Retail Fixtures**
 - These are small fixtures that sit on top of checkout counters. They can often be custom-designed by the retail fixture manufacturer in order to complement your brand, store design, and specific display needs.
- ❖ **Wall Mounted Retail Fixtures**
 - They are anchored to the wall with accessories such as hooks and hangers that are then attached to the wall fixtures in order to display the products. They are ideal for saving space and for maximizing the amount of product you have on display.



Retail Fixtures

❖ Display Cases

- They are easy ways to showcase products that may be valuable, breakable, require refrigeration, or otherwise not hold up well to the attention of the casual browser. The cases are distinguished by glass fronts that allow the shopper to see what is inside.

❖ Sign Holders

- They are ideal for labeling items in your store. They can be used to communicate with shoppers regarding sales, deals, new items, and more.

❖ Permanent Retail Fixtures

- They are displays that are built into the walls of the store; They often consist of shelving. Because they are incorporated into the walls, they are ideal for vendors looking to save the most space while displaying large amounts of inventory.



ANTHROPOMETRICS AND ERGONOMICS

Where have you used Anthropometric information in finalizing your design?

Seating in the cooking space, lift, ramps and stairs (and railings)

What is the height range of a standard writing surface (NOT countertop)?

Glass tops: 36", Reception Desks: 36"

Height of barrier-free handrail, from top of nosing?

42"

What ergonomic considerations dictated your choice of task seating for the spaces?

Seating in the Cooking space was to be comfortable but easy enough to get up and move around to do the spaces tasks.

Storefronts

Across the street (west)



Across the street (south)



- ❖ **Cooking Classes/Store (Right)**
 - Cooking stations for prep within the class, and a small retail area upfront.
- ❖ **All-Natural Store (Middle)**
 - A space with a warm and natural aesthetic. It sells items such as gems, minerals, incense, and candles.
- ❖ **Ath-Leisure Store (Left)**
 - The store sells exercise clothing, shoes, and accessories.

Corner view

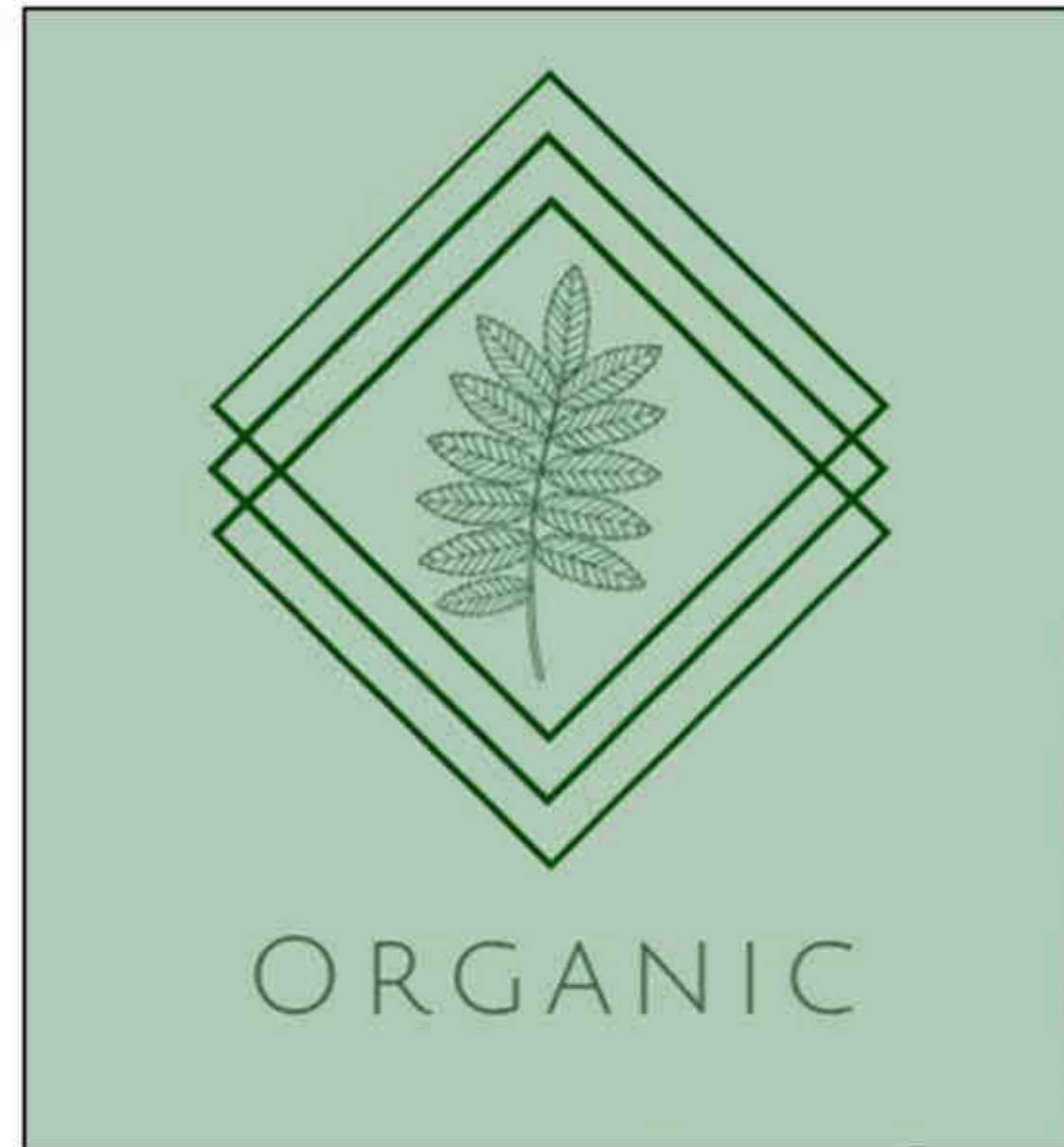


Back alleyway



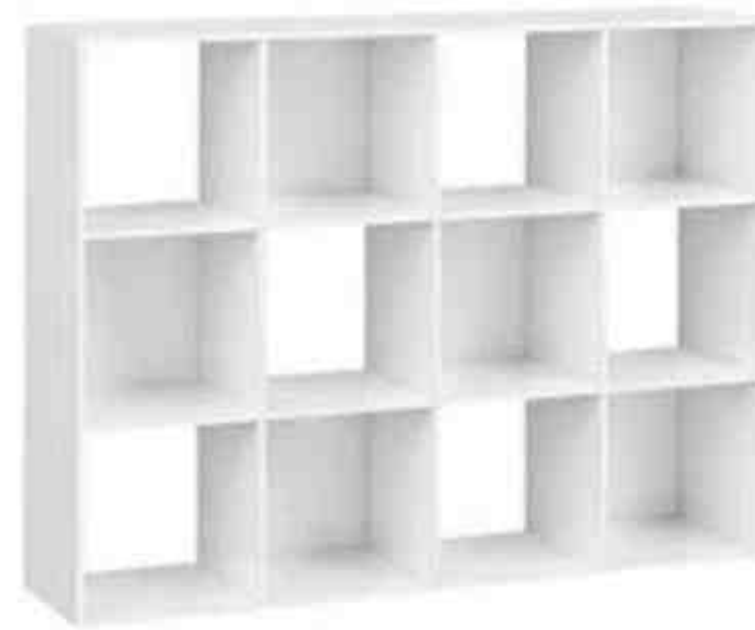
Concept Statement

The concept “organic” will pull a clean and simple design into the three retail spaces. Using a natural look for the shops will allow customers to get a sense of the client’s concept and goal for the space. The overall idea for an “organic” design will be drawn from lighter wood and green elements that will be mixed with black and white to make the space more modern.

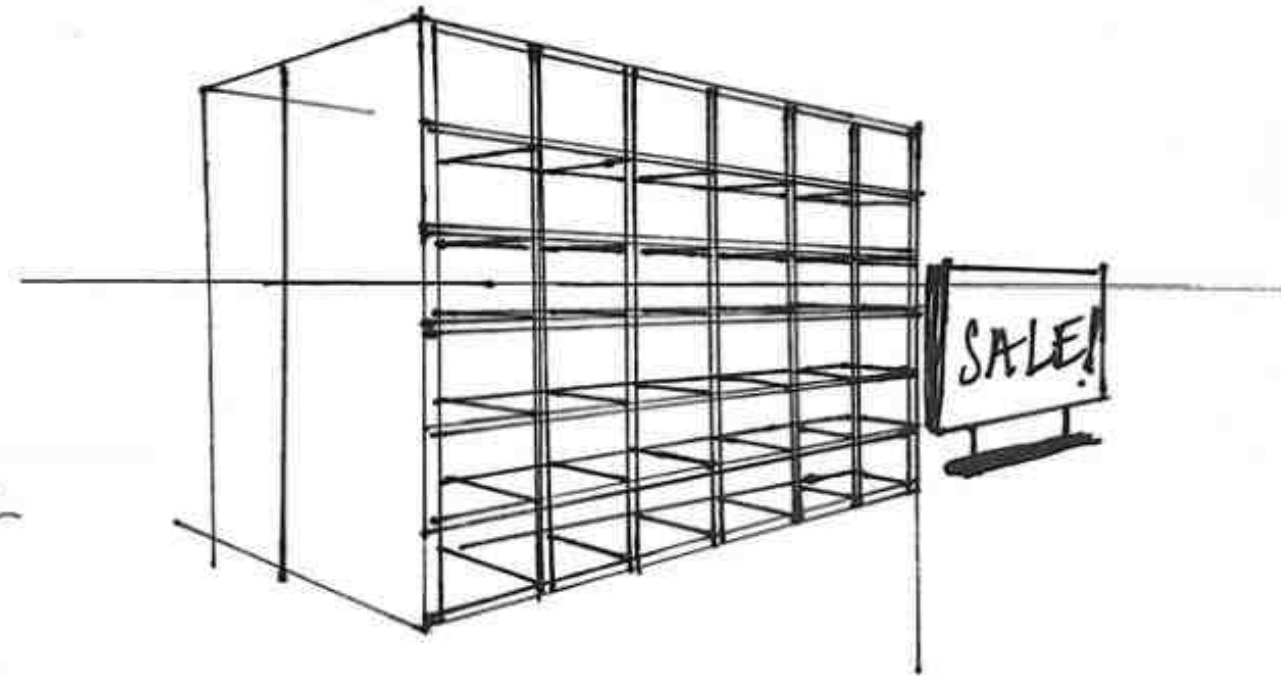




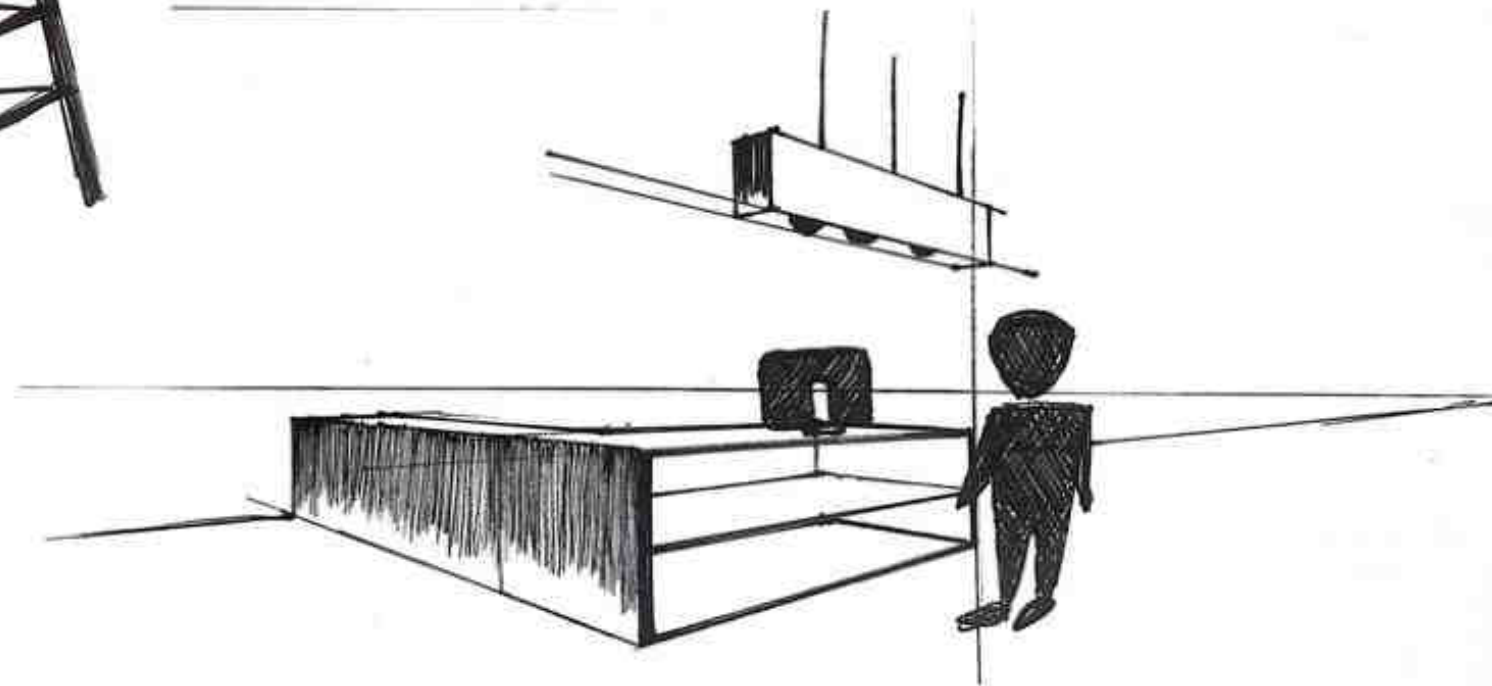
Furniture, Fixtures, and Finishes



Sketches: Earthy Store

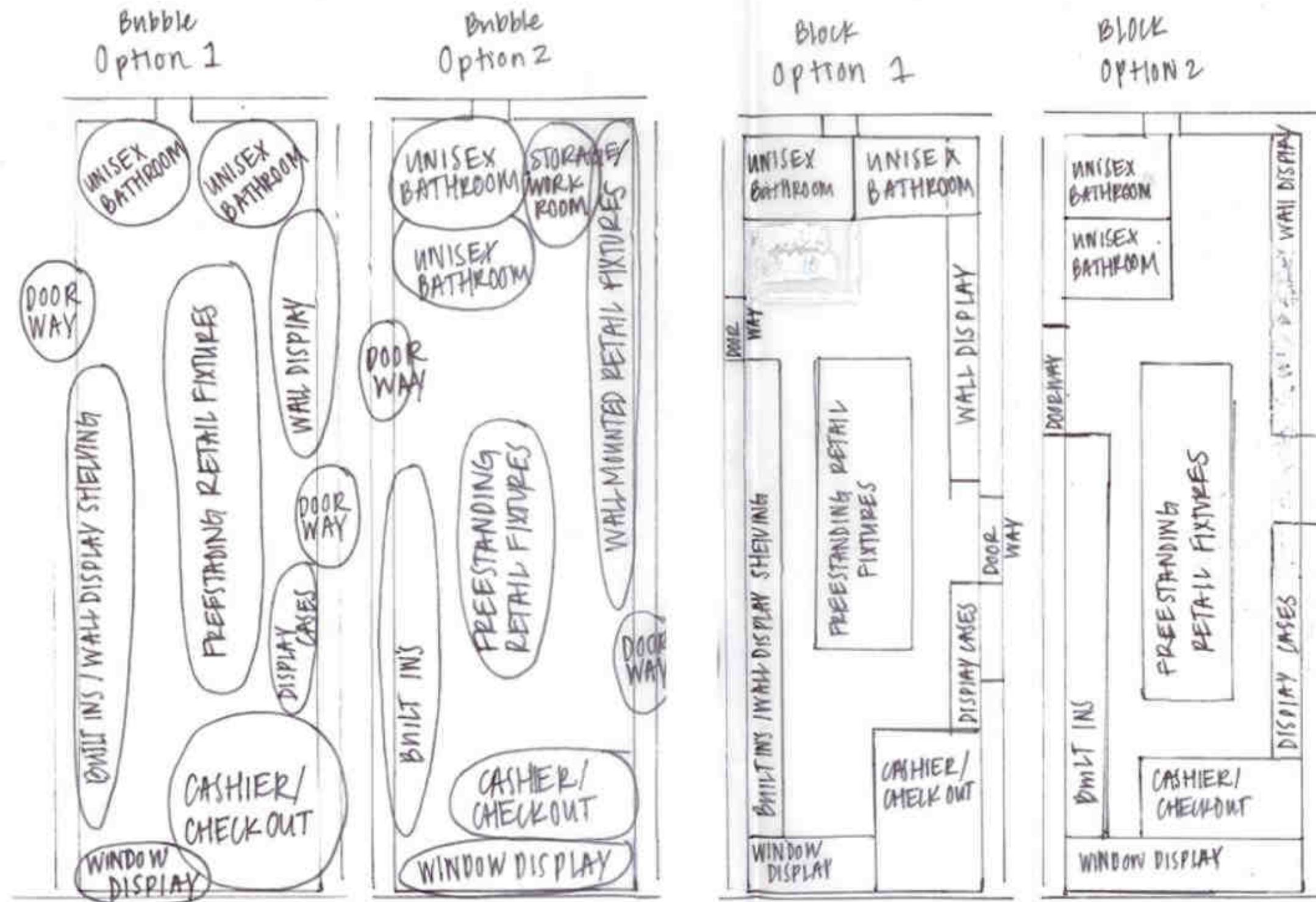


BUILT INS

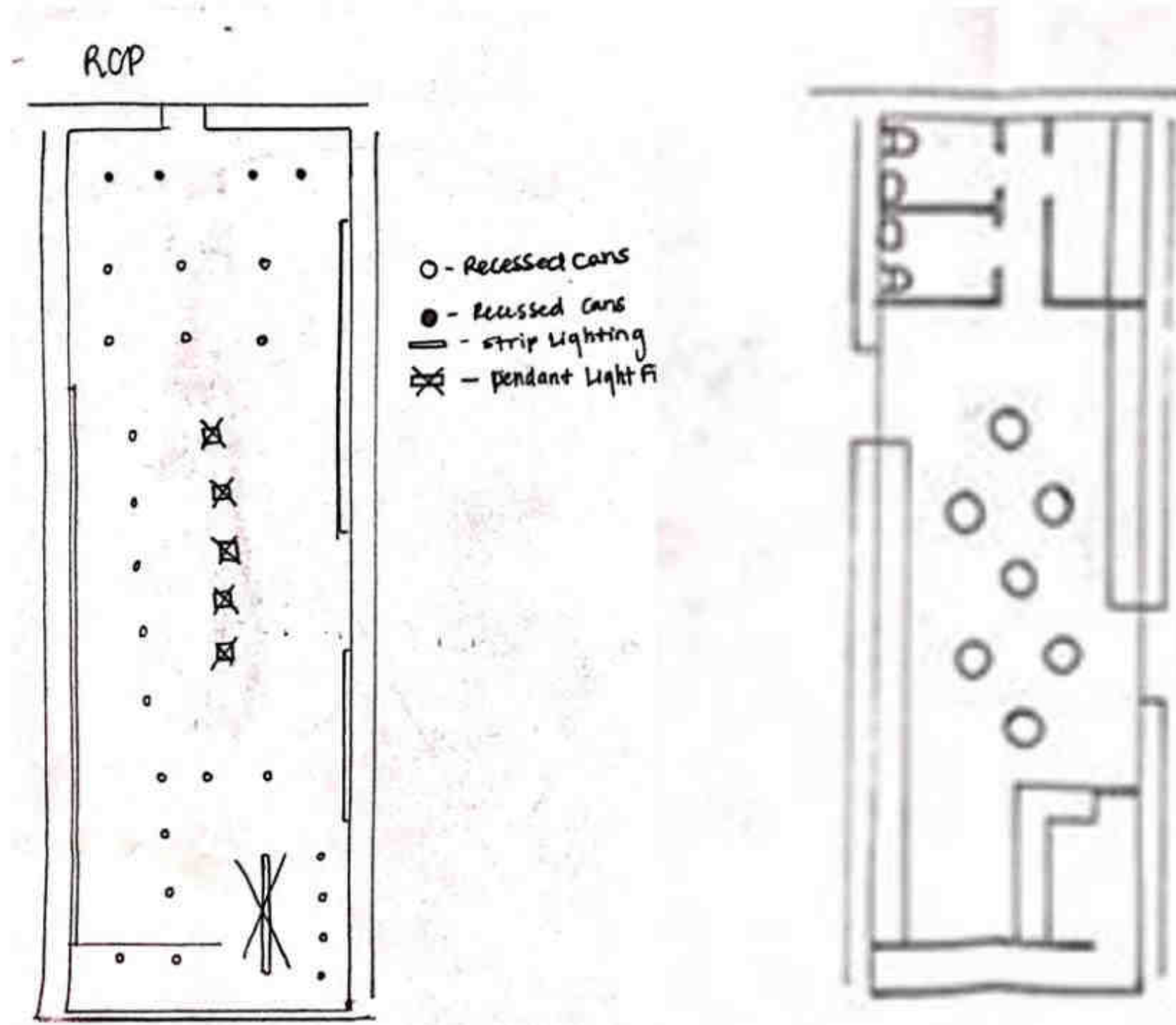


RECEPTION DESK

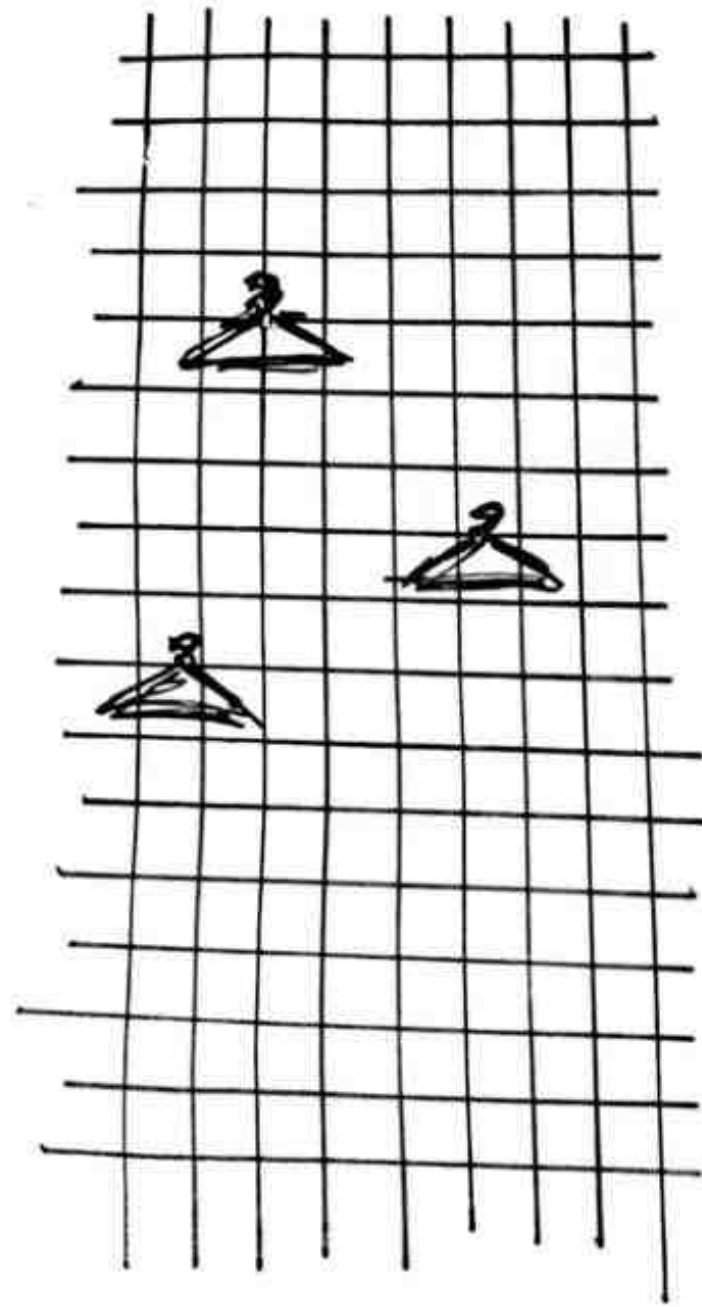
Bubble and Block Plans: Earthy Store



RCP and Floor Plan: Earthy Store



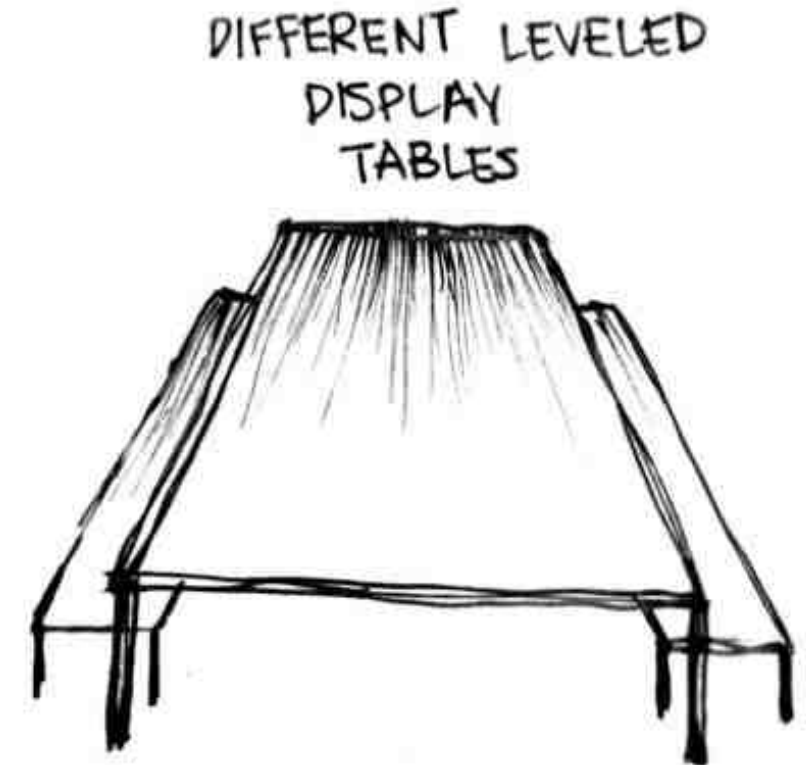
Sketches: Athleisure



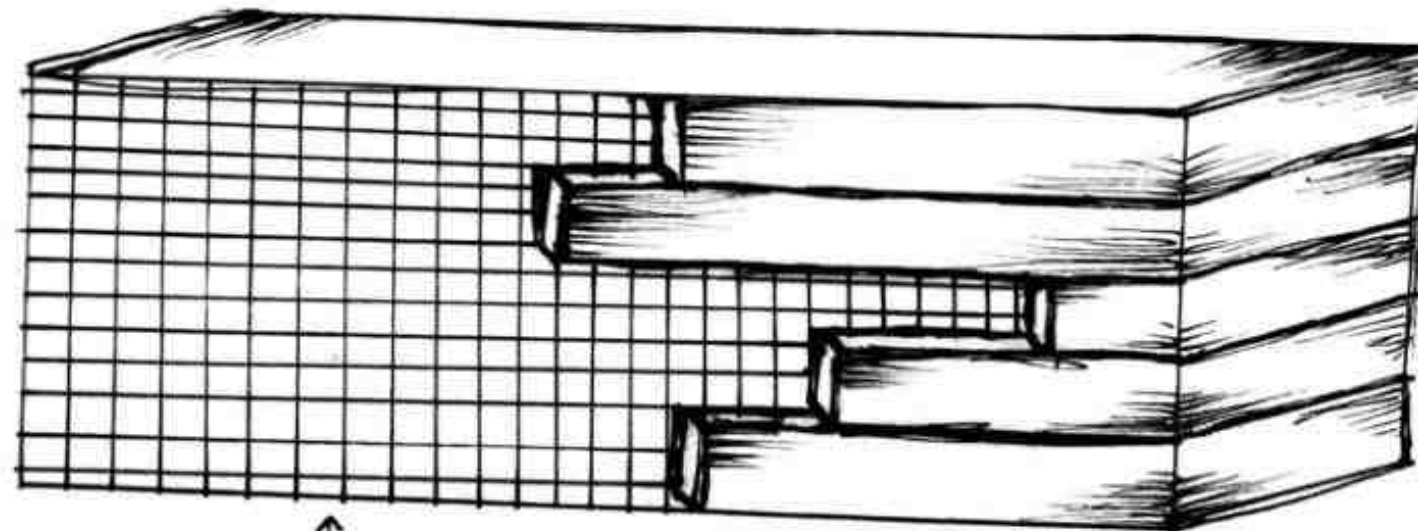
GRID CLOTHING DISPLAY



CHECK-OUT / CASH WRAP



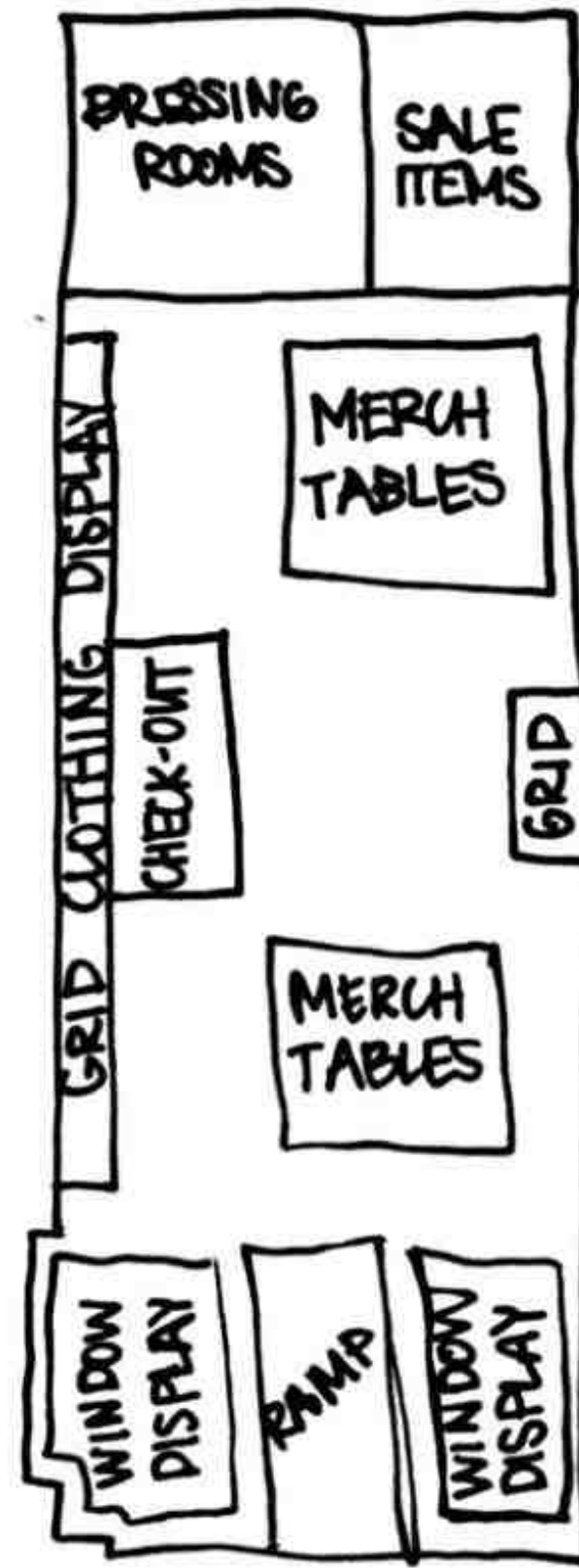
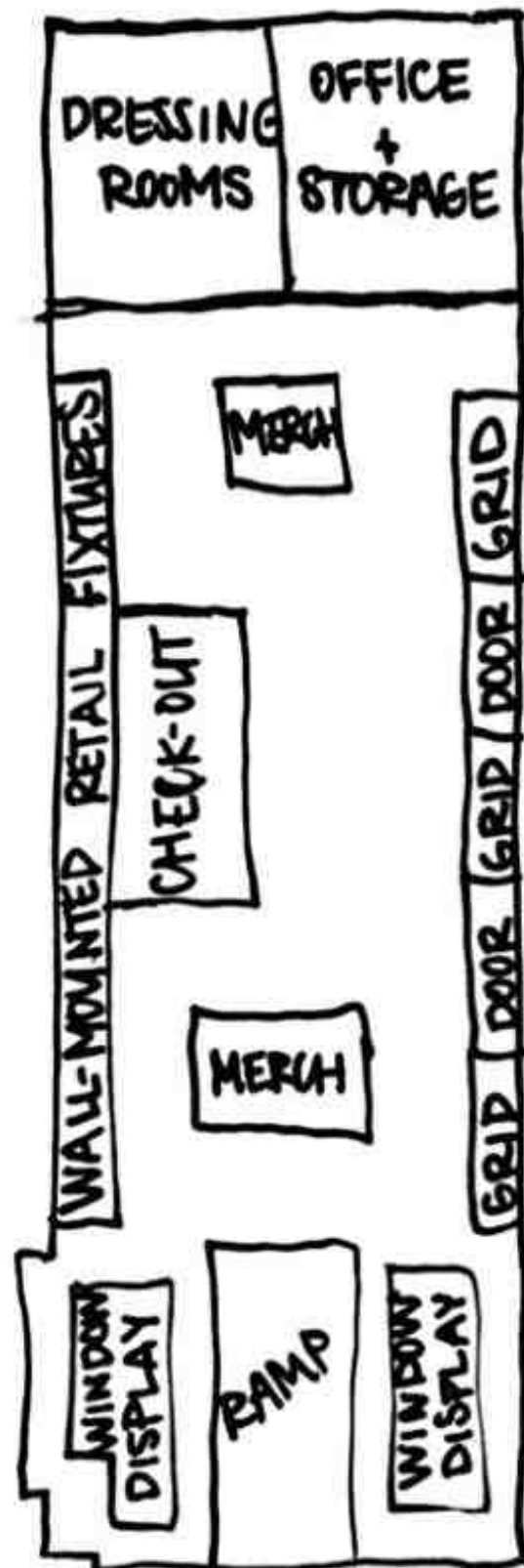
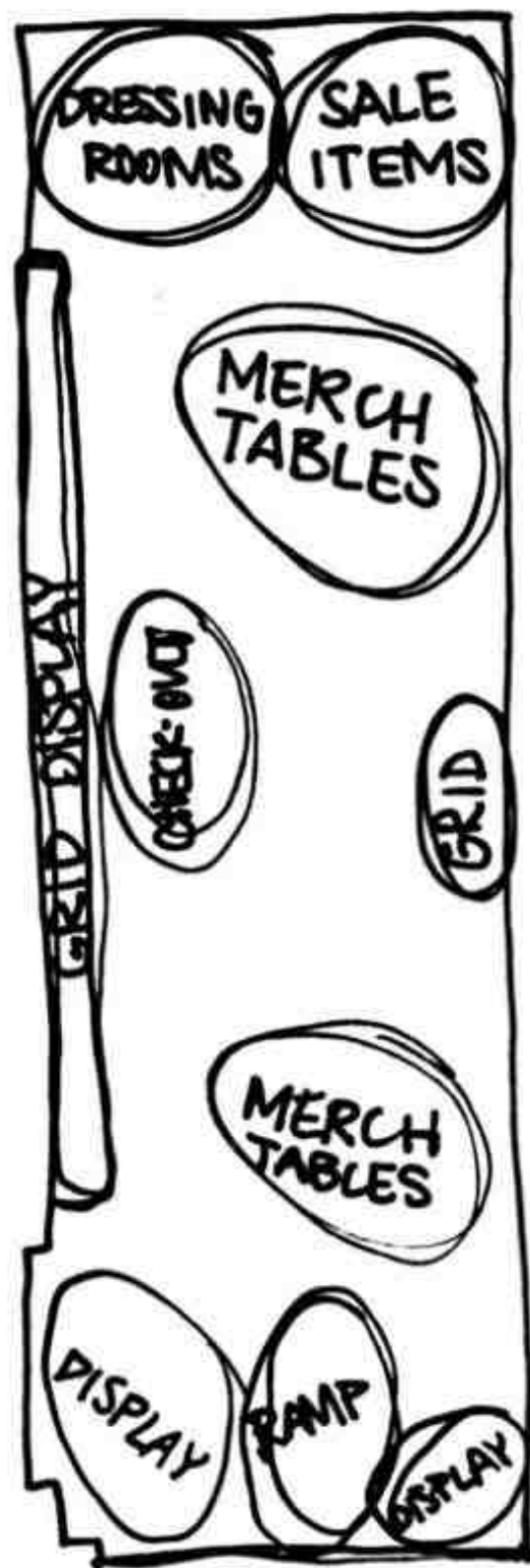
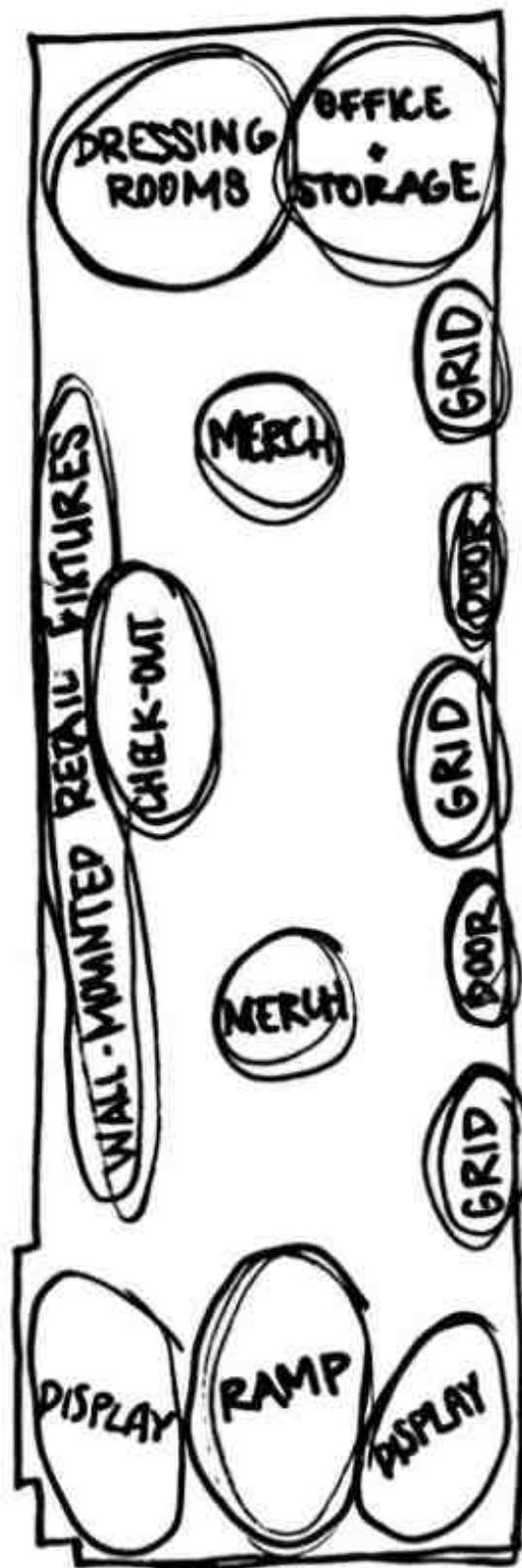
DIFFERENT LEVELLED DISPLAY TABLES



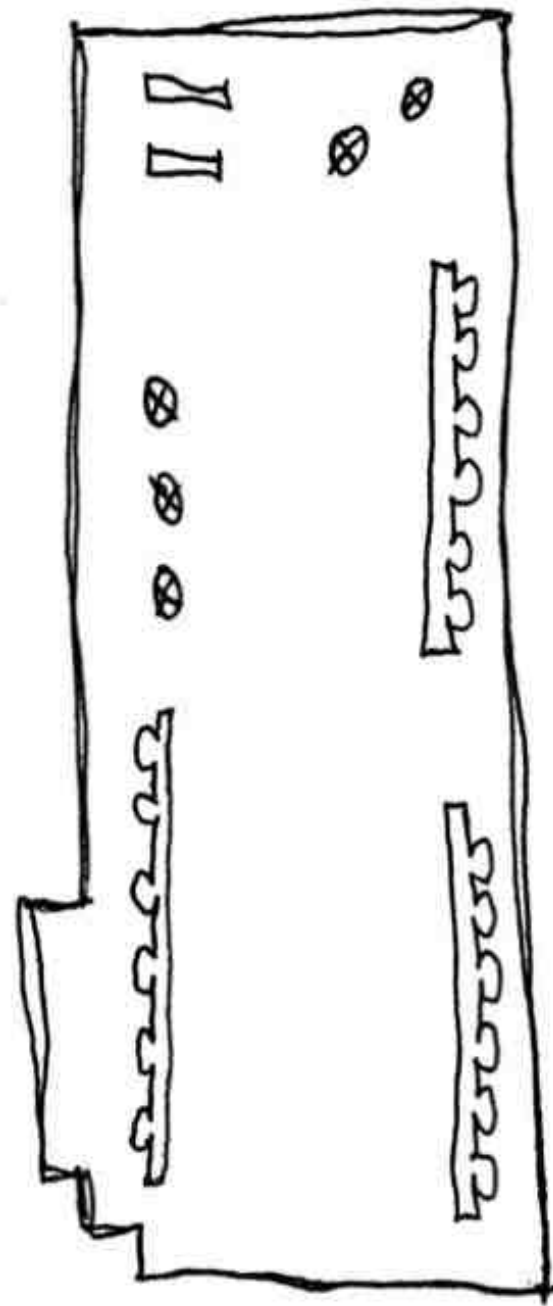
↑ METAL GRID

↑ WOOD PLANKS

Bubble and Block Plans: Athleisure



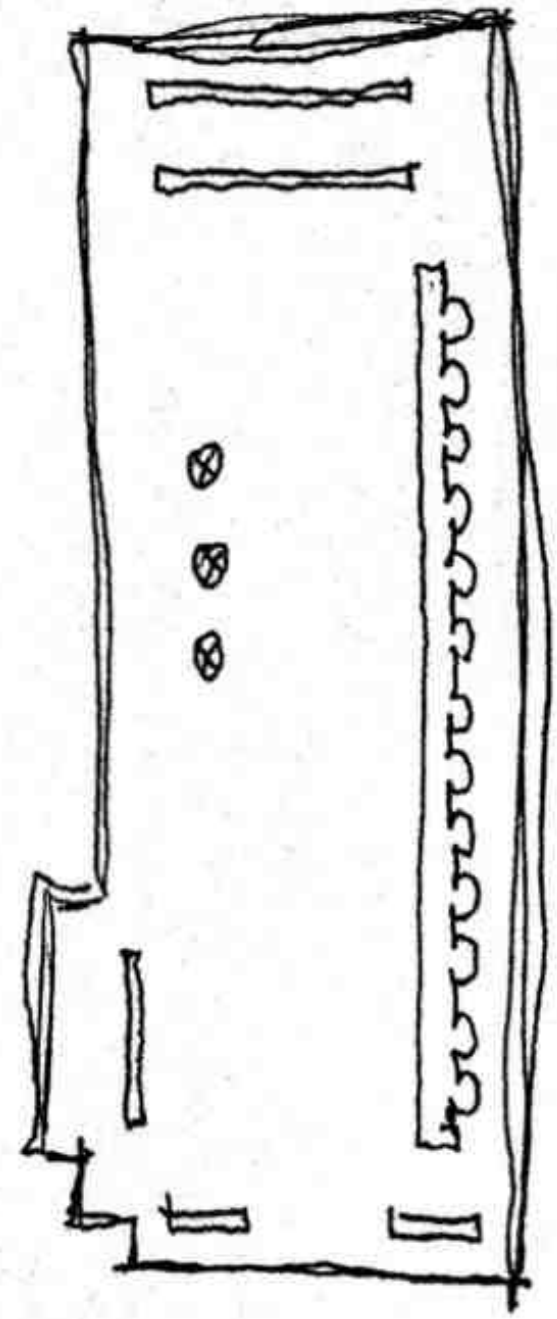
RCP and Floor Plan: AthLeisure



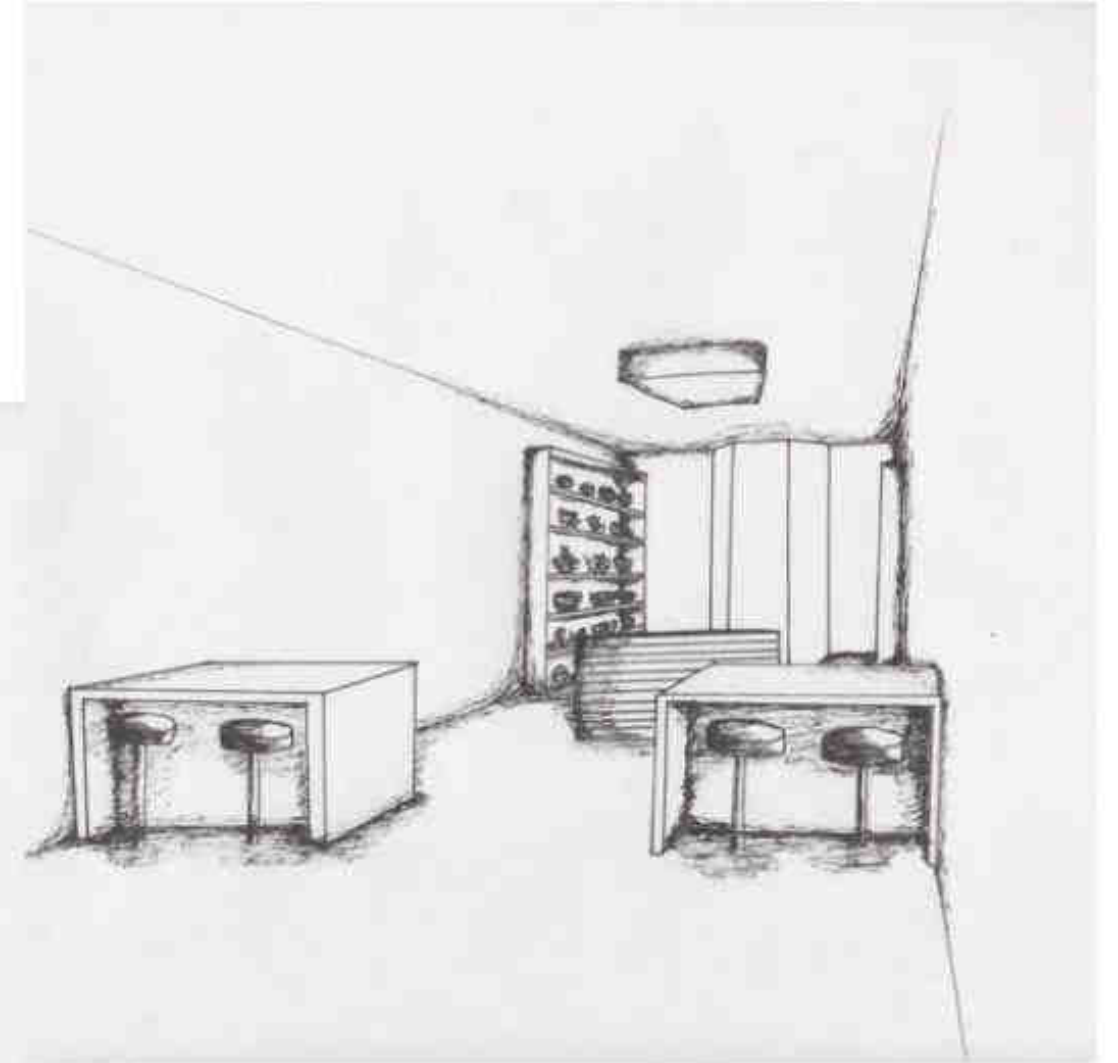
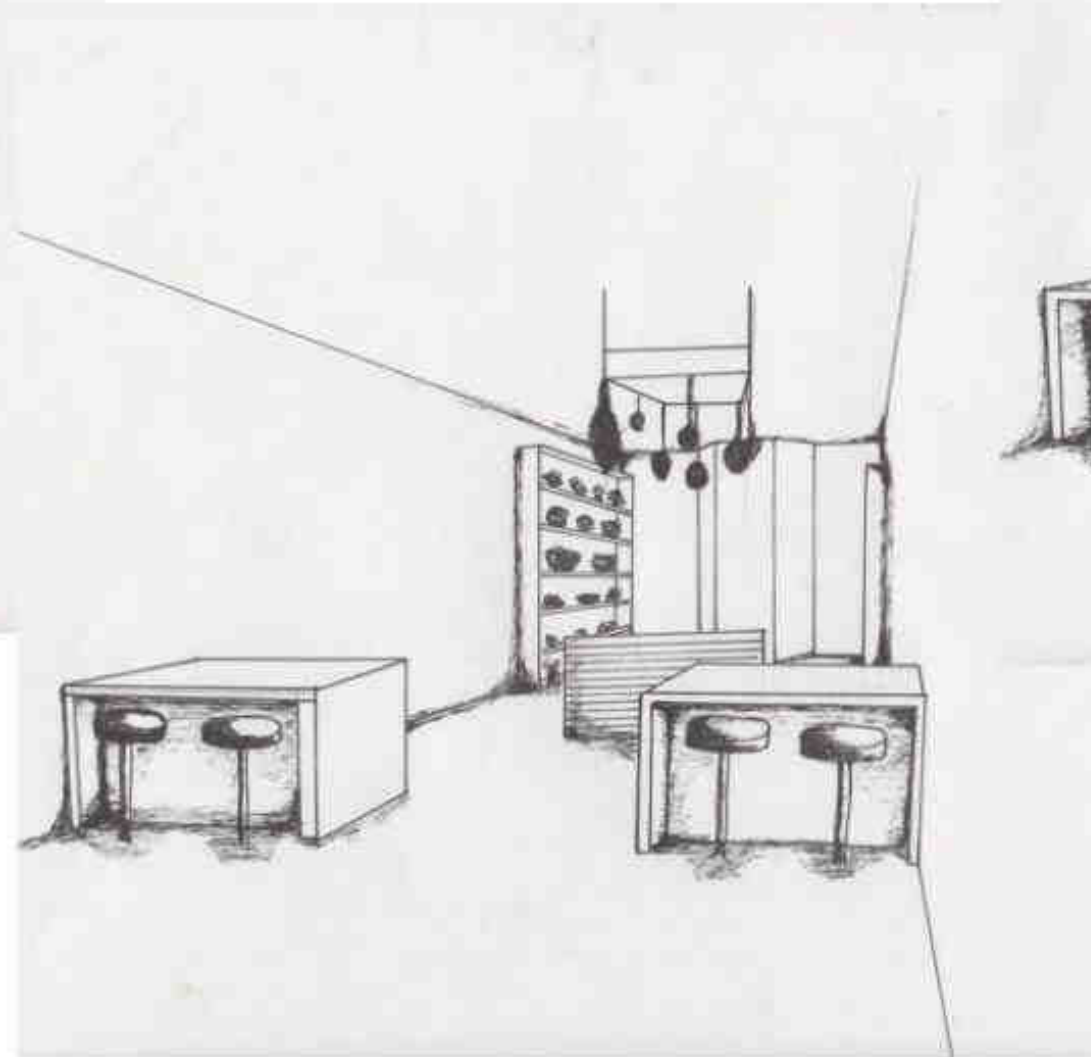
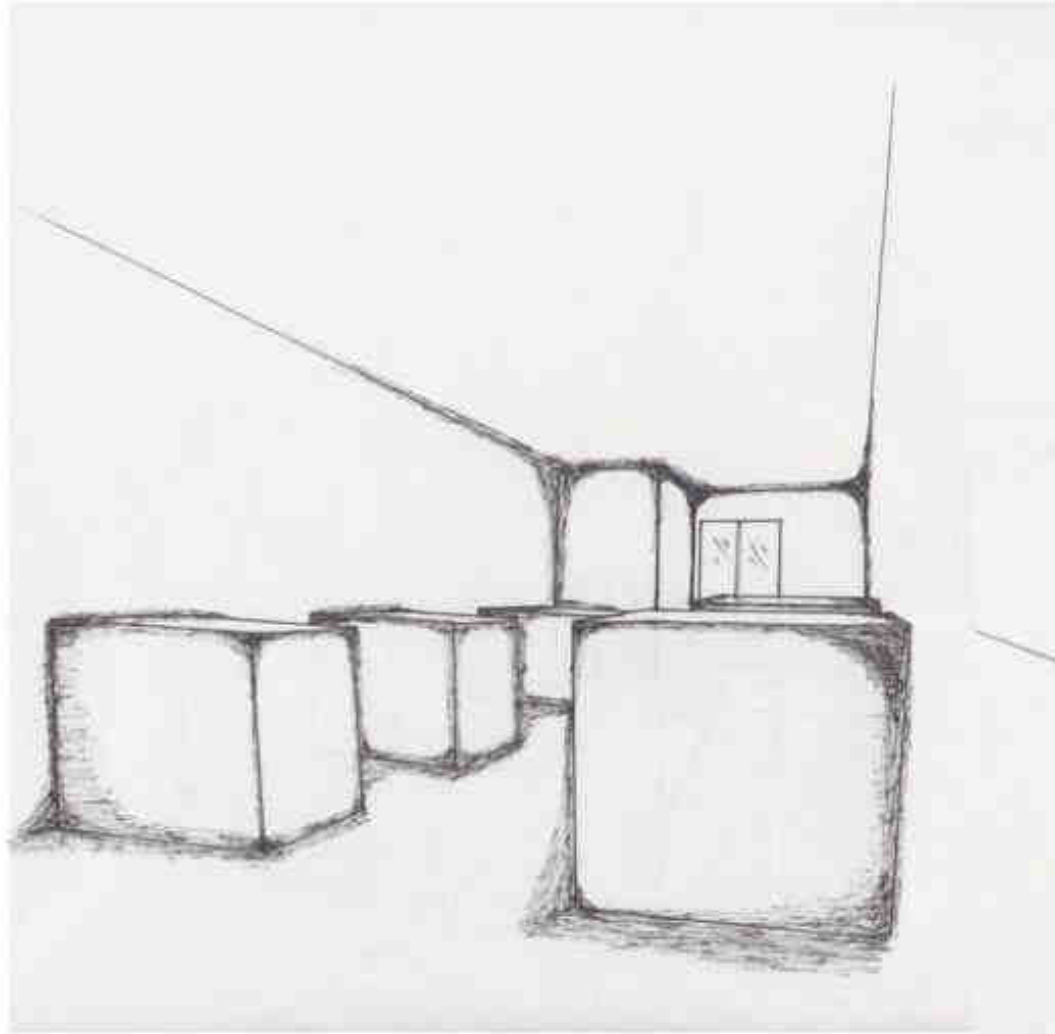
TRACK LIGHTING

LED BAR LIGHT

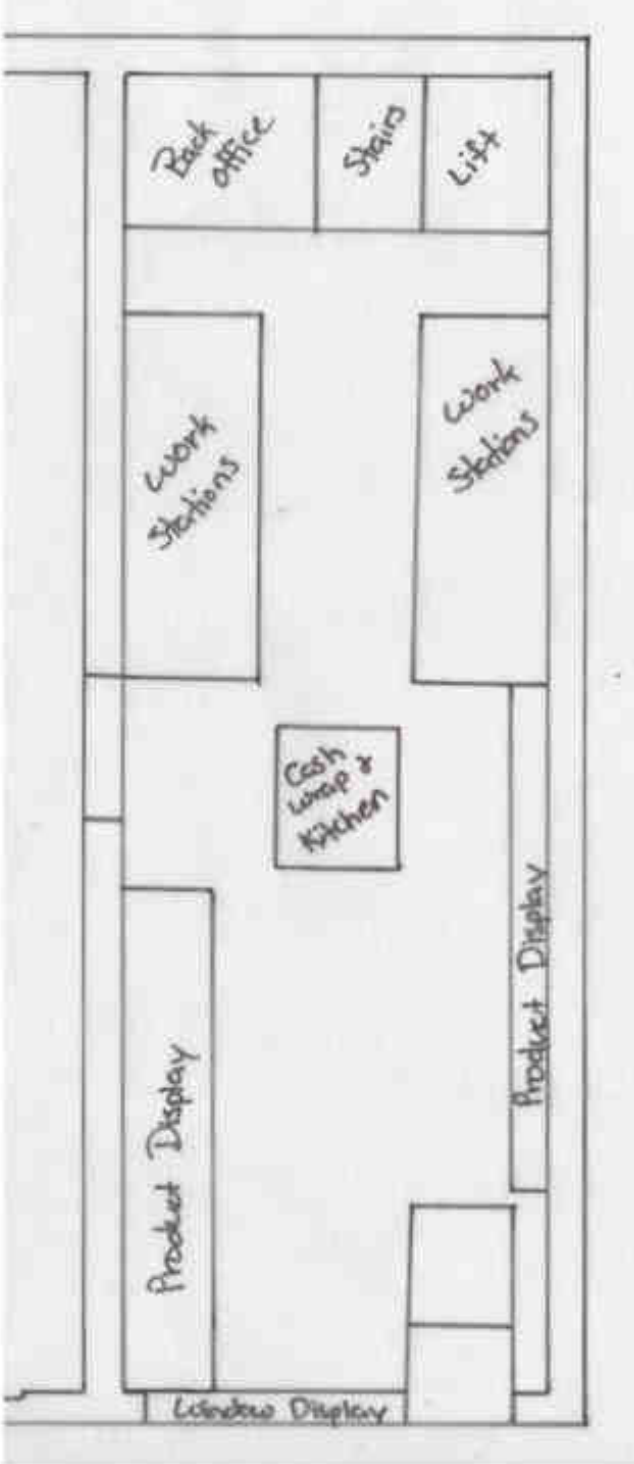
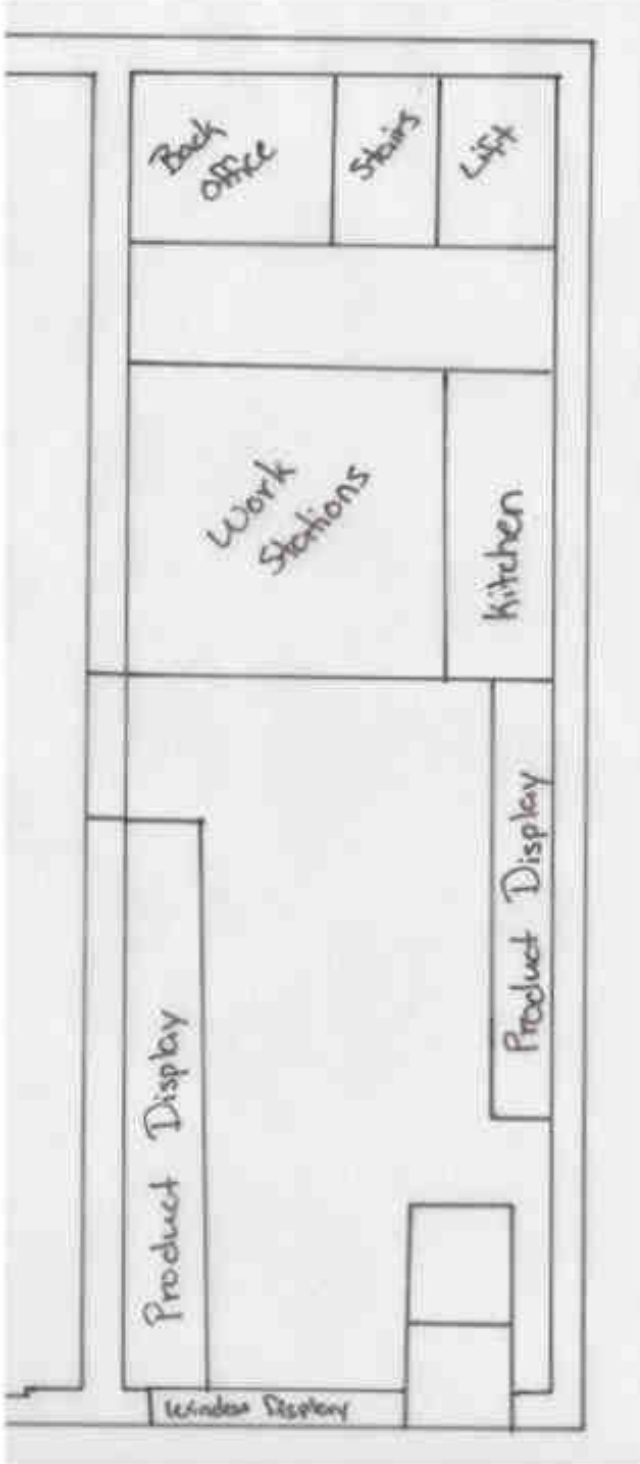
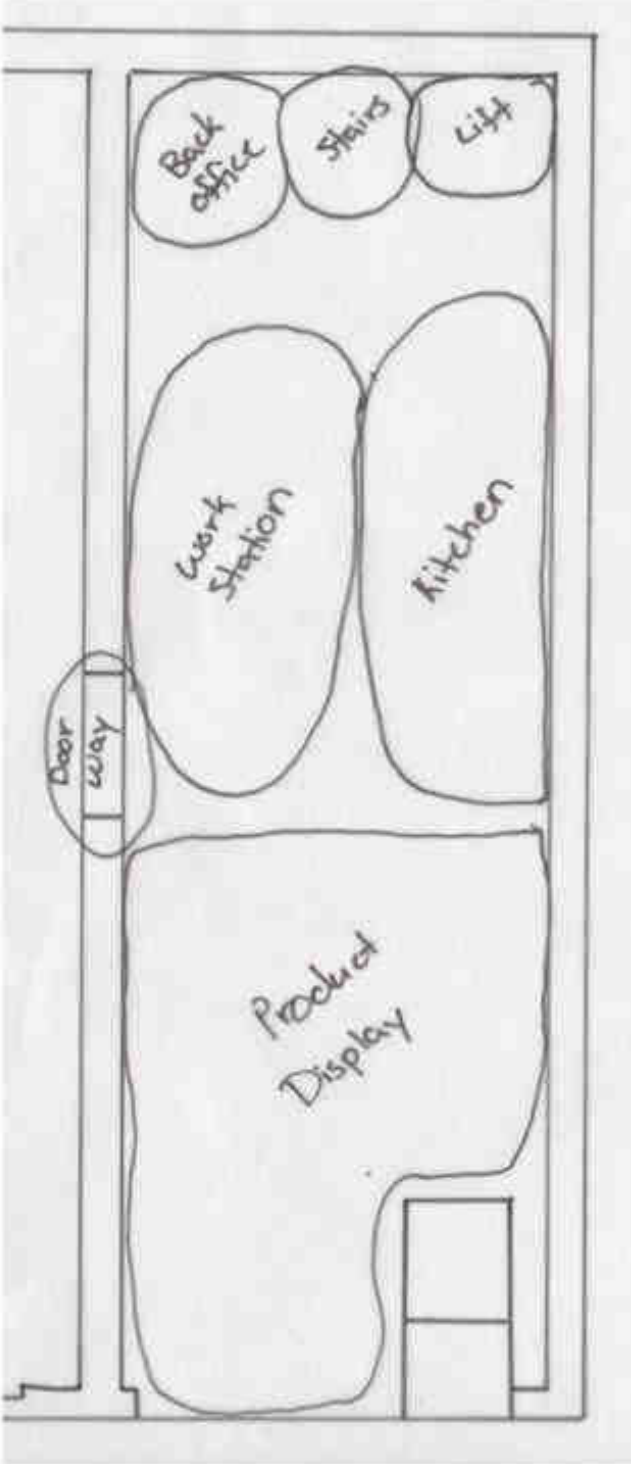
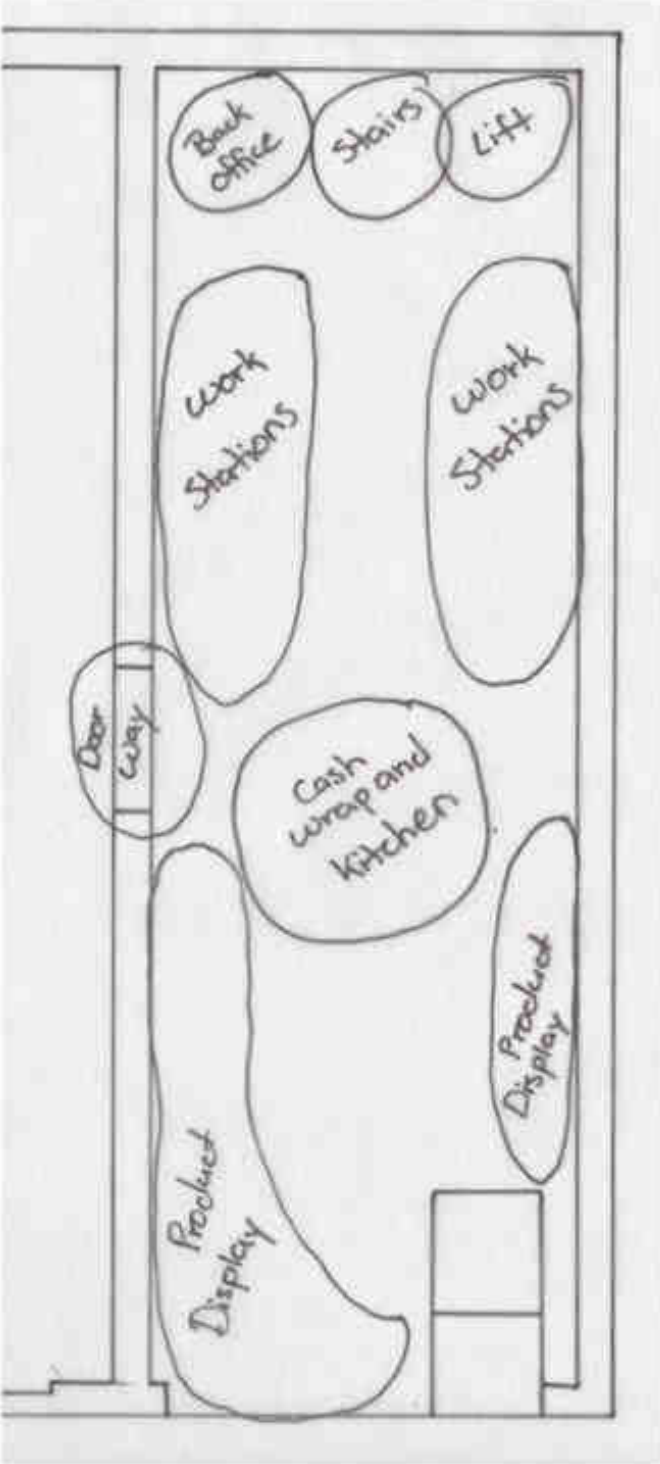
PENDANT



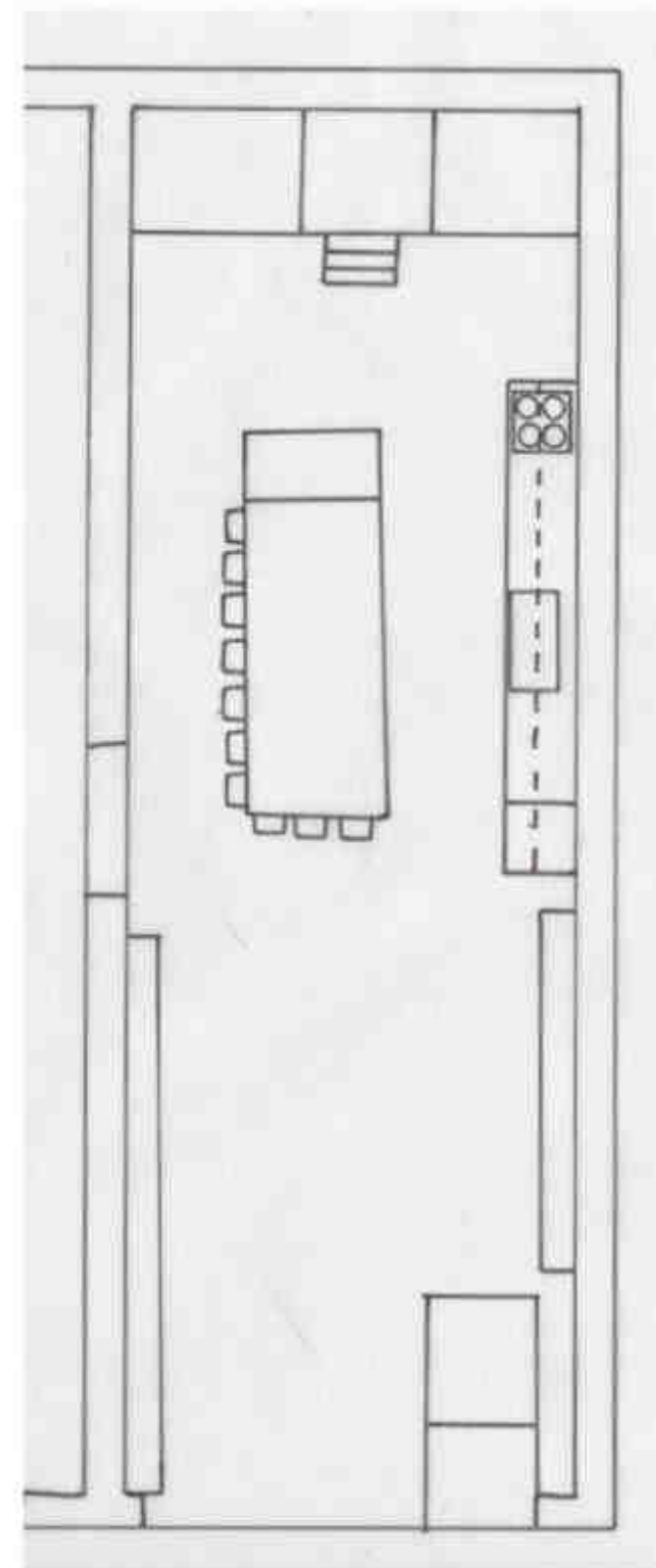
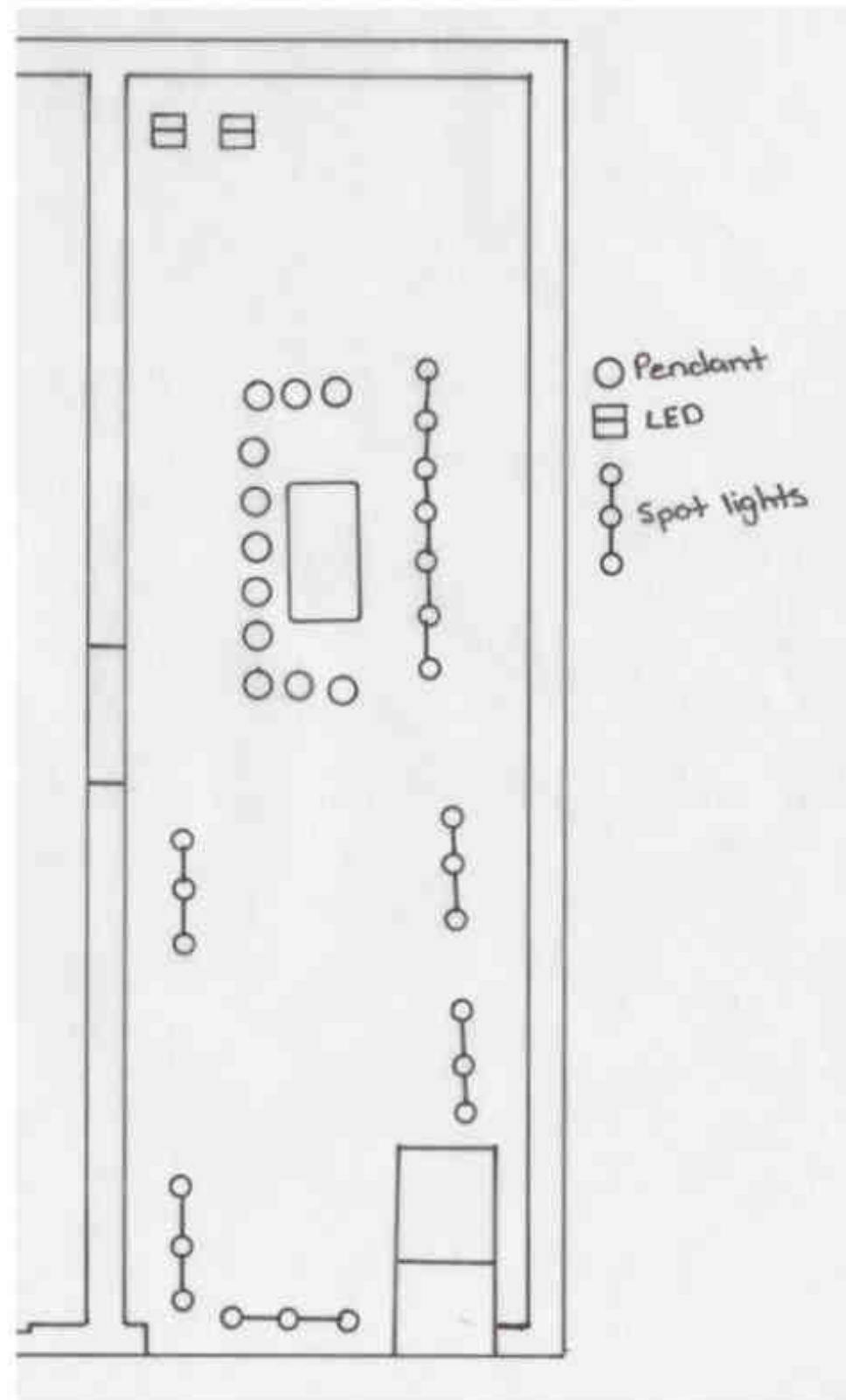
Sketches: Cooking Store



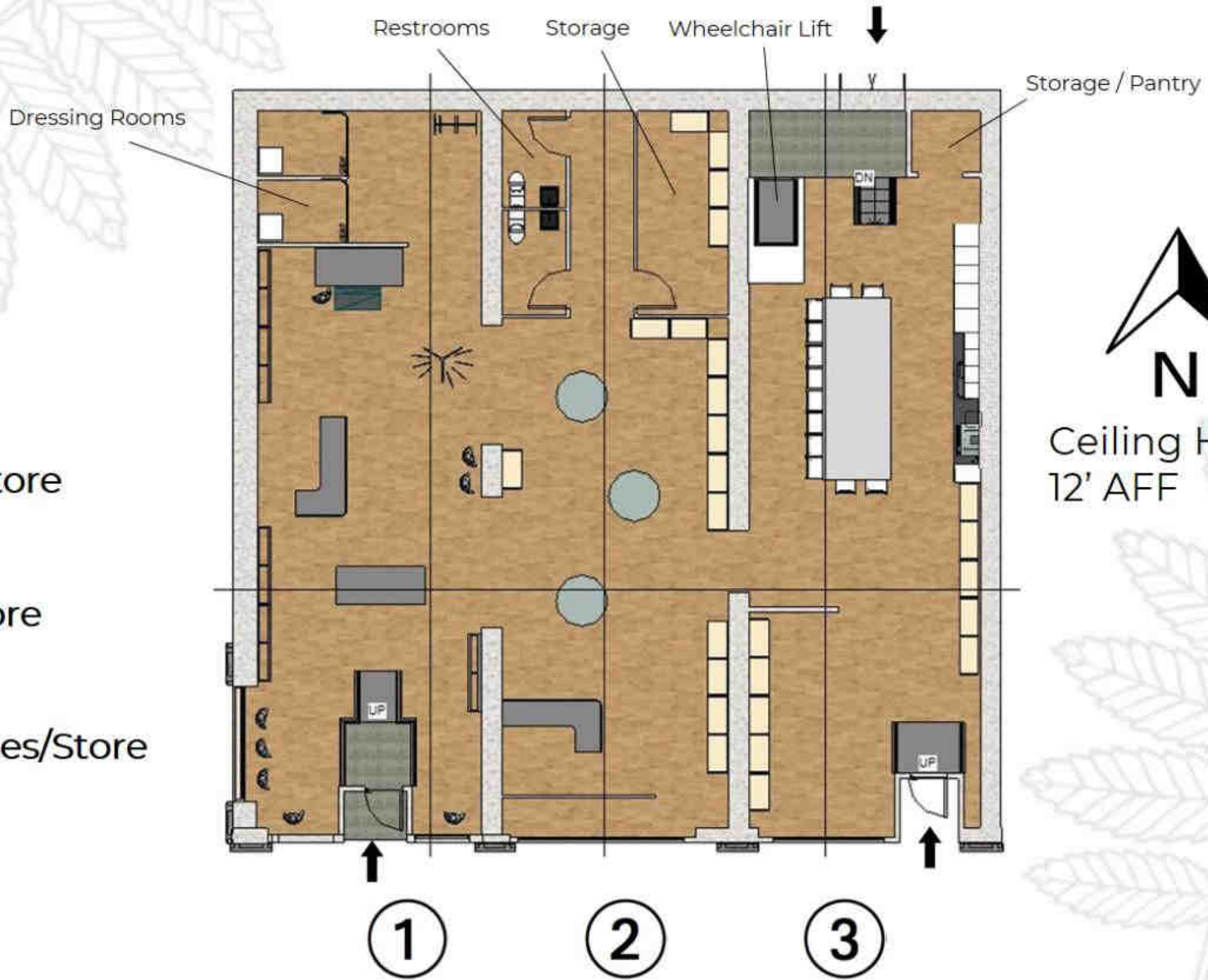
Bubble and Block Plans: Cooking Store



RCP and Floor Plan: Cooking Store



FURNITURE FLOOR PLAN



- ① Ath-Leisure Store
- ② All Natural Store
- ③ Cooking Classes/Store

N
Ceiling Height:
12' AFF

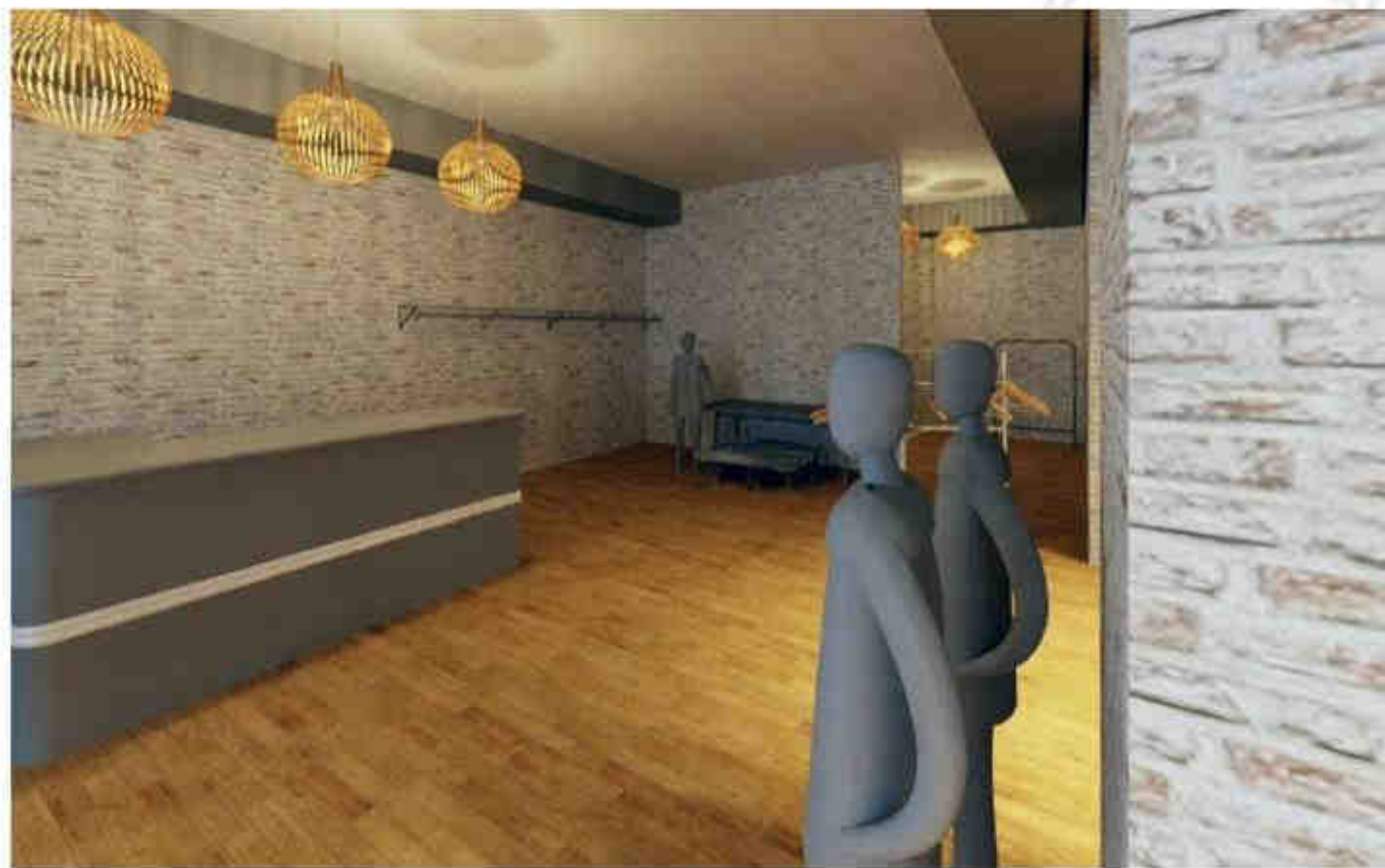
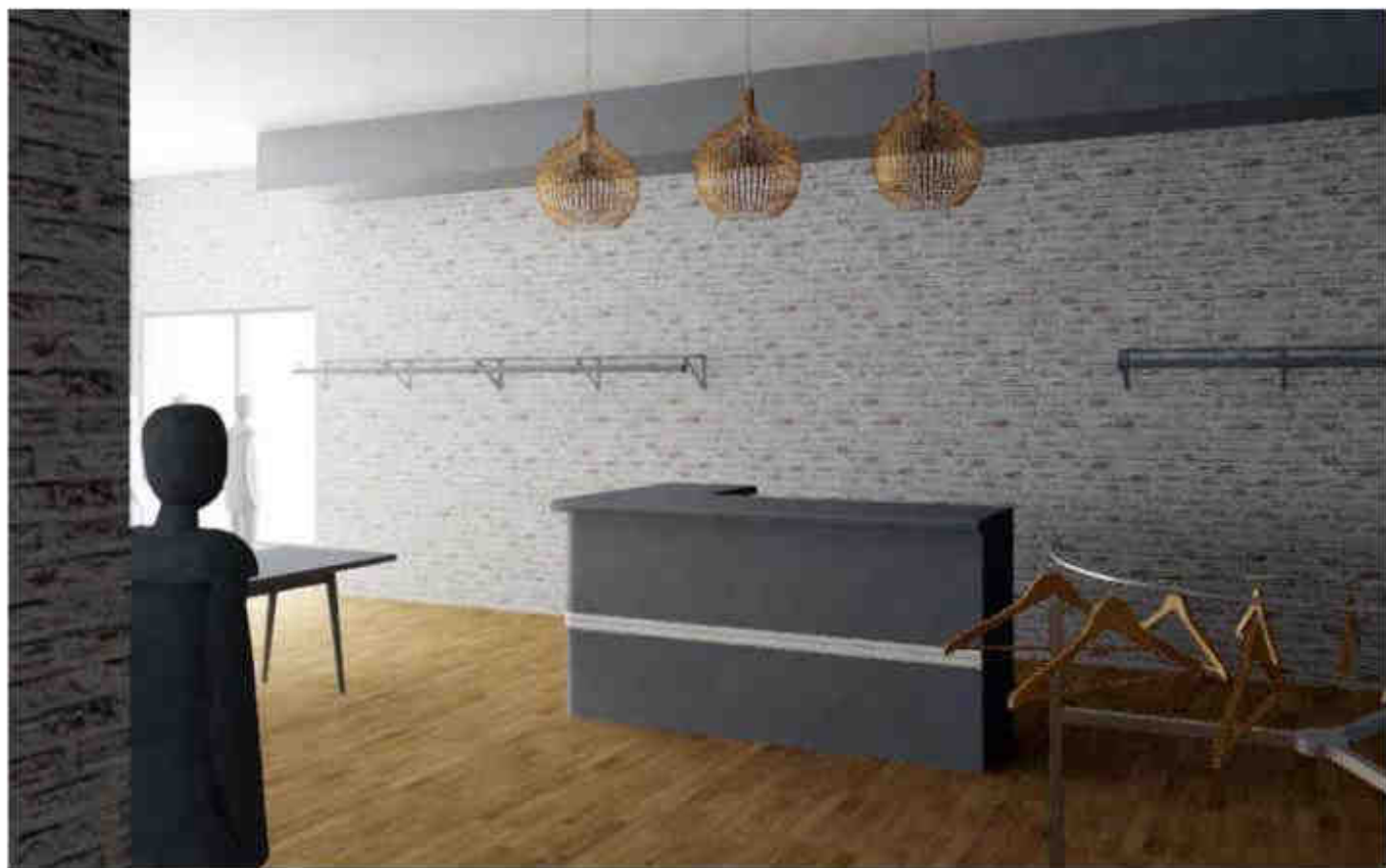
REFLECTED CEILING PLAN



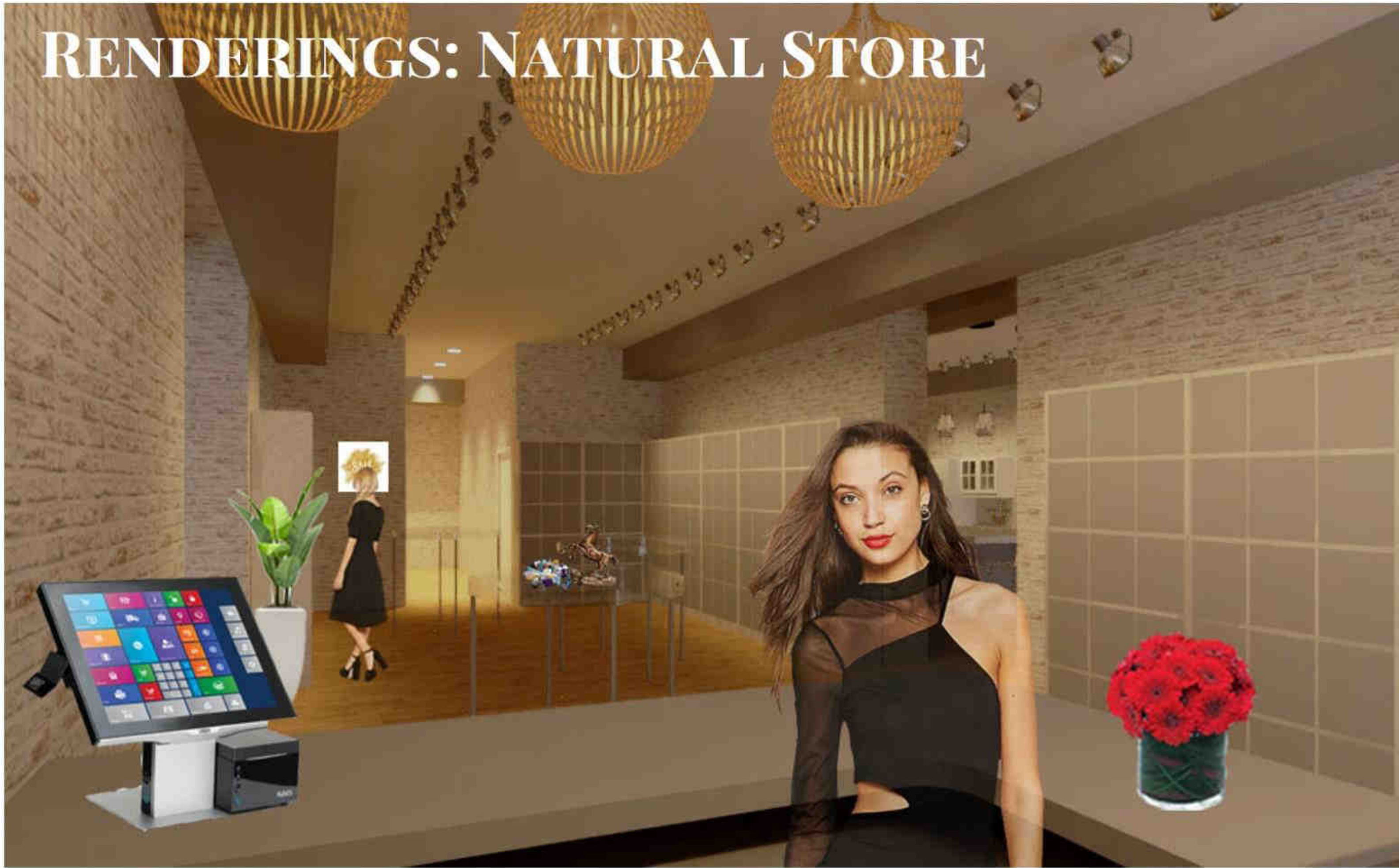
Ceiling Height: 12' AFF

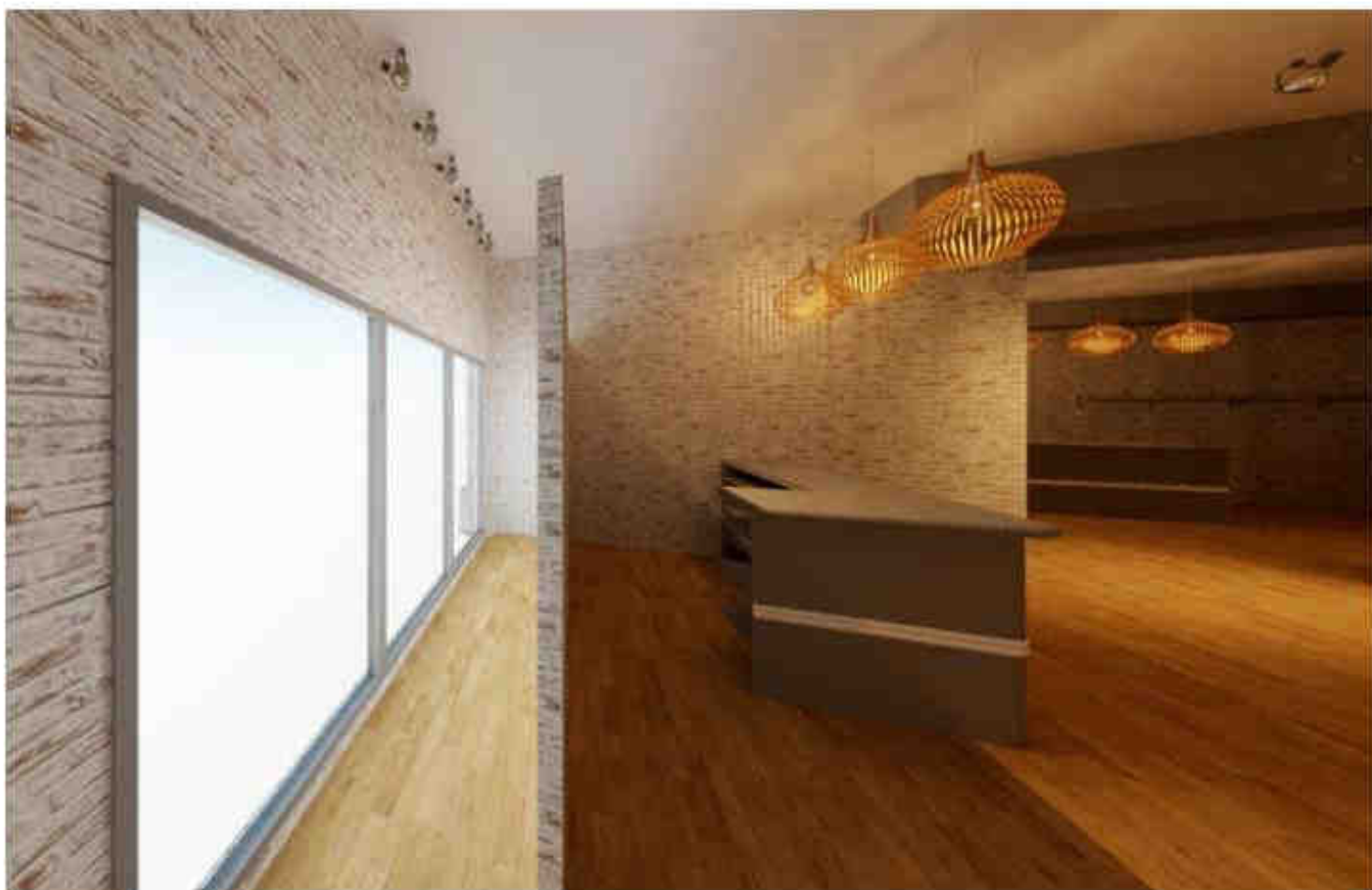
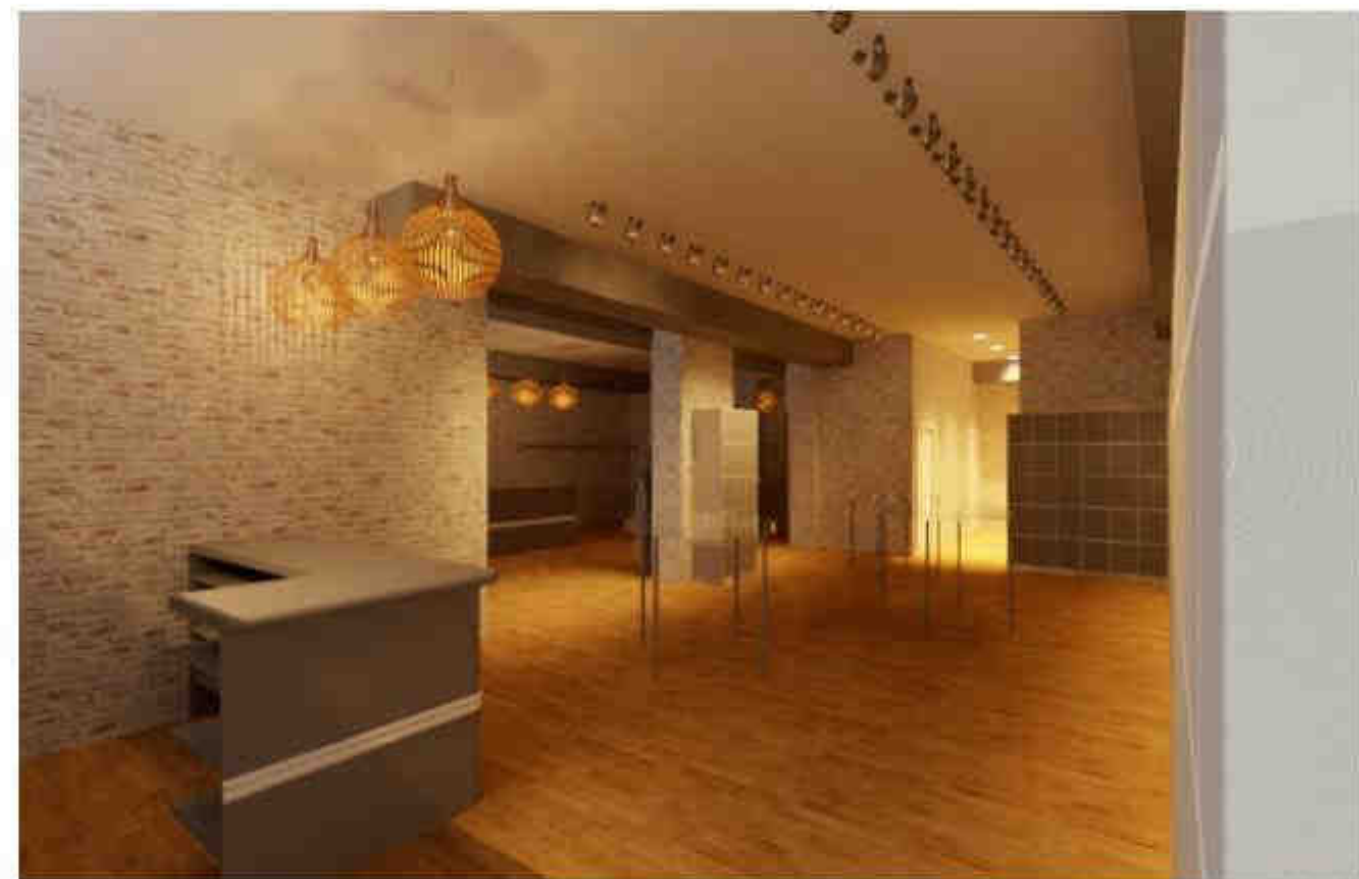
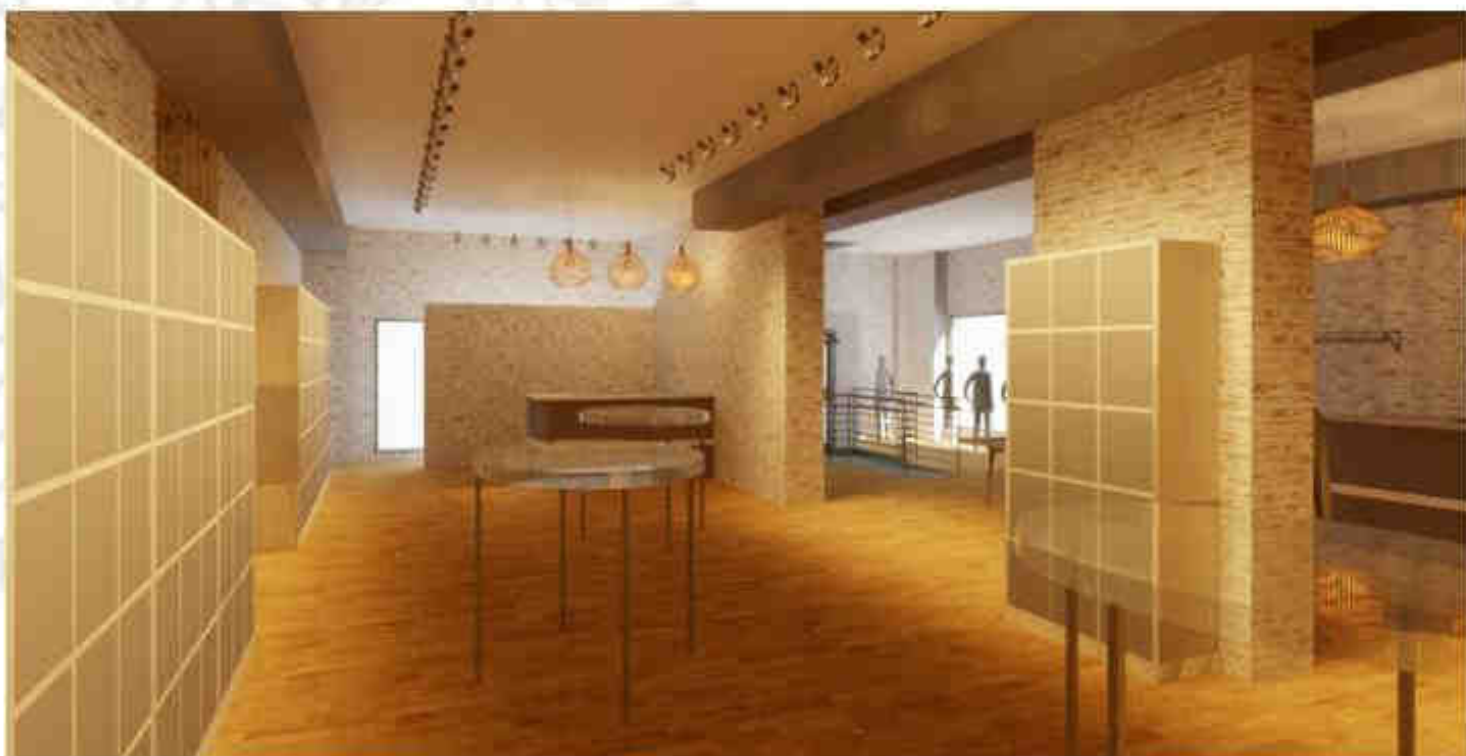
RENDERINGS: ATHLEISURE





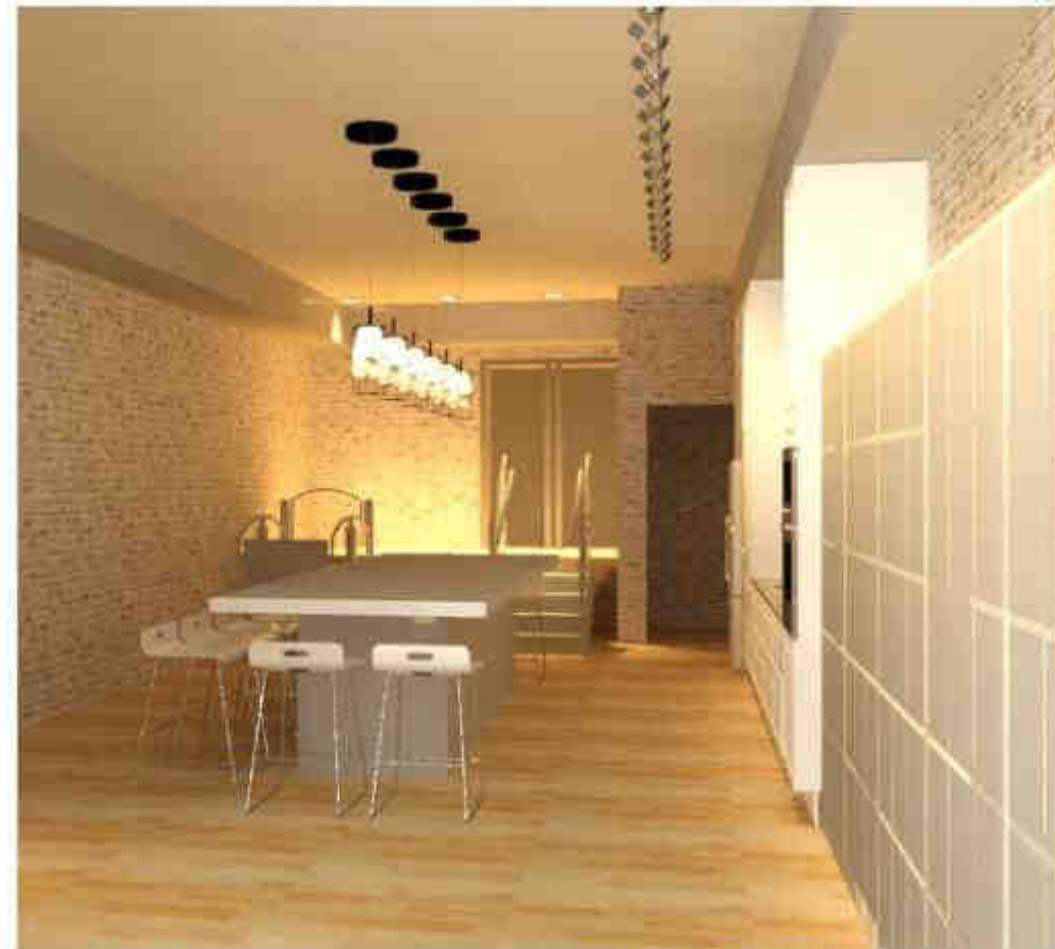
RENDERINGS: NATURAL STORE







RENDERINGS: COOKING SPACE





WALK THROUGH:

<https://vimeo.com/330765313>

