

## **Designing Interiors: Retail**

Collaboration with DES 285 CAD and DES 289 Presentation Skills



### **Project Overview: Retail Design**

The interior of this furniture store must emphasize the design craftsmanship and authenticity of the product line.

The store interior must have interior components that work together to create an intriguing background to the featured products and inspire customers to purchase.

You design project will  
Then follow the  
integrate your  
learning, and create  
accurate drawings  
presentation. This  
between DES 289 and



begin with programming.  
creative design process,  
“Planning Spaces”  
your store represented in  
within a board  
project is a collaboration  
DES 285.



### **Experience The Store**

The store features high quality furnishings. The marketing strategy includes featuring 2-3 pieces by a known artisan (product and artisan of your choice.) The concept for the design should include/refer to as aspect of this person's work: the process or product, aesthetics, or materials.

### **Designing the Retail**

**Project Program:** You are an independent design firm that has taken on a retail project to design a fireplace store. The owner has requested that there be a minimum of 7 different vignettes showing, one of which being an exterior space with a fire pit on the Terrace. The Store features high end furniture and furnishings along with a variety of top of the line Fireplaces. The owner is in his mid-50's and is a world traveler and has always been fascinated with fireplaces. He has strong connection with the industry of fireplace manufacturing and construction. He has a background in product design and has spent many years researching the effect that fireplaces have on an environment. Since he is deeply passionate about the products (Fireplaces) he is sells. He is looking for an Interior Designer who is passionate about designing a creative environment to house and display what he considered as an essential aspect to most any interior experiences.

The owner has provided with a 3-level floor plan to be utilized for this project. The following are requirements for this project.

7 different Vignettes: representing a variety of wood burning, electric and gas Fireplaces expressed through the following room arrangements.

- A Living Room
- A Family Room or Great Room
- A Master Bedroom
- A Dining Room
- Quiet Space
- Outdoor Space
- Home Office

Note, that after having interviewing several Interior Design firms across the Upstate area of South Carolina, the Owner has settled on you and your firm for this project because he feels that you are excited enough to take this project very seriously. Along, with the 7 distinct spaces that you have been charged with there are several other considerations that must be accounted for. Below is a list of those required spaces that you would typically be provided for in a retail environment with employee and customers:

**Main areas:**

1. ADA Restrooms for both the Clients and the Employees.
2. Open office systems for (3) CAD/Revit Designers to include enough area for a collaborative workspace
3. (1) Office enclosed office/office system for lead Project Manager.
4. (1) enclosed executive office for the Owner/Principle
5. Reception Desk and seating area that can comfortable seat up to (8) people.

**Support Areas:**

1. Will need a shipping and receiving area at the back of the space on the first level.
2. Storage area to be connected to the shipping are.
3. Elevator System. Should be able to double as a freight elevator. Elevator Specs will be provided. But should be an elevator that opens from 2 sides. One from the showroom and the other from the shipping area.
4. (1) janitorial closet for the cleaning and maintenance.
5. You will need to choose a Name for the company and it must be a feature for the entrance.

**Brain storming and Furnishing. Class Activity. Oct 15**

Review of materials and artisanal product. (Fireplaces)

Brainstorming Session—develop list of words, selections for direction, then relationships/design terminology, Selection of Concept Terms

**Identification of Furnishings**

- Use only Interior Design, Dwell, Metropolis, and internet sites specific to the Industry for reference.
- Select all furnishing Brands/ manufacturers from these magazines and sites.
- Either cut out images for a print reference or create a PowerPoint with images that you have collected.
- Refer to brand website for required information.
- For Pricing—distributors' and retailers' websites may be used.

**Programming Oct 15th -21<sup>st</sup>**

Format. Work Doc. Format. 11 x 17, with Cover Sheet

**Background**

**Location and Interior Envelope**

- Greenville
- Downtown Market area
- Display windows and entry in front
- 12 ft. Finished ceiling Height
- Floor plan to be created in CAD class.
- Rendering to be completed in Presentation Techniques Class.

**Target Market**

- Wealthy, affluent established adult, 30-50, sophisticated, some are married, some have children, many have other residences, travel internationally.

- Wide variety of cultures, inherited and self-made wealth, appreciate the arts and urban environment, local celebrities, high-income earners.
- Used to internet purchasing and other purchasing for them
- Constant use of digital communication.
- Deal with designers on a regular basis.

**Required Experiences/Areas**

- Specific areas with played out to reflect room selection for display
- Entry area large enough to meet client and orient oneself to the Spatial organization theory for circulation path that has been chosen for this project.
- 7 grouping of furniture and or other marketing approach.
- Compliance with building codes.

**Program Requirements**

1. Target Market images
  - a. images of people that represent the target market of a target market in a typical downtown Greenville setting.
  - b. A Minimum of (3) types of housing in the area: a high rise, townhouse, and your choice.
2. Overview of Featured Products
  - a. Written information on their style and aesthetics along with images and information materials used, specialty process for production, inspiration for their design.
3. Furnishings to be offered
  - a. (7) grouping so rooms arrangements
  - b. (7) additional areas for primary and secondary support.
    - i. ADA restrooms/building codes
    - ii. Open office systems (3) designed with collaborative area
    - iii. Enclosed/sim-closed for Project manager
    - iv. Enclosed Executive office for Principle
    - v. Shipping and receiving area
    - vi. Storage area can be combined with shipping/receiving area
    - vii. Maintenance and Janitorial room.

**Specification Sheet for all furniture, furnishings an equipment.**

4. Adjacency Diagrams with legend,
  - a. Bubble Diagrams with legend
5. Concept Development
  - a. Concept Statement on Presentation Day and on Presentation board.
  - b. Concepts feature Ideation:
    - i. You will need to create (3) rendered perspectives.
    - ii. You will create (4) rendered elevations
    - iii. You will need to create a materials Tray which will be organized in a challenge format. Further information will come as to how this challenge will be administered.

### **Process and Target Schedule**

**Reading:** *The Interior Plan*. Design Process: 62-107; Retail Store Design: 296-309

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### **Final Requirements**

*Note:*

- CAD drawings will be refined and completed in DES 284.
- Rendering of the floor plan and sections will be completed in DES 289.

#### **1. Program**

##### **a. Space Planning Process, assembled packet, add date to each sheet**

- i. 3 Blocking Plans
- ii. Loose Plan and variations
- iii. Pin-up Plan
- iv. Final Plan
- v. Sketched Sections
- vi. Finishes research

##### **b. Final Presentation**

- i. 20 x 30 board format, digital and hand-crafted format.
- ii. Rendered Floor Plan, annotated for furnishings and special design features (Text p. 219)
- iii. 2 Rendered Sections
- iv. Finish samples: walls, floors, trim/ Optional Design Challenge
- v. Images of furnishings
- vi. Specification Book with product specification and process work

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### **Resources**

*The Interior Plan: Concepts and Exercises*, by Roberto Rengel, Fairchild Books.

Recommended References

*Interior Design* and other magazines

*Interior Design Illustrated*, 3<sup>rd</sup> edition, by F. Ching and Corky Binggeli (in your library)

*Interior Design Reference Manual* by D. Ballast, 5<sup>th</sup> or 6<sup>th</sup> edition

Books on retail design

Websites on retail design and furnishings

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### **Materials/Supplies**

Sketching supplies including scale ruler, card stock (supplied) for 3-d sketch models.

Presentation materials including mat board.

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### **Evaluation**

20% Programming and Process. Information in the required formats is complete, responsive, innovative, high quality, and prepared on time.

60% Concept Solution. Responsive solution based on concept, client requirements and market appeal and prepared on time. Demonstrates understanding of design theory including circulation and layout, scale, color application and use of finishes.

20% Graphic Visualization and Verbal Presentation. Sketches, drawings, and presentation are composed with care. Sketches and drawings illustrate and represent the concepts, ideas, and final solution. Drafting represents introductory yet professional standards. Presentation is well crafted, organized and visually appealing per the project concept. Verbal presentation includes design terminology.