



## PAVE: The Planning and Visual Education Partnership 2009 Student Design Competition

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### **STORE PLANNING DESIGN CATEGORY**

Macy's, a full line department store, wants to develop a holistically designed women's shoe department that is unmistakably Macy's and is identifiable with the Macy's brand experience. The objective is to establish an iconic look that would appeal to Macy's broad customer demographic. The prototypical shoe department is a proposal for installation in Macy's flagship Herald Square store with the potential roll out to all of its 700+ stores.

The challenge is to design a selling environment to be contained within 1250 sq. ft. plus 750 sq. ft. for stock. The total gross area including selling and stock will be 2000 sq. ft. The plan footprint is open to the design concept, but a rectangular footprint is suggested. The height is restricted to 15 ft. Power will be available so lighting, changing visuals, illuminated graphics, computer keyboards, and monitors for information and print-outs may be integrated into this retail environment. The design may include interactive information systems relative to the merchandise offerings, their attributes, and special features. A cash wrap should be integrated into the space.

Additionally, Macy's has asked you to provide a holistic design solution that includes a department name and logo as well as packaging and graphic designs used to promote and identify the Macy's shoe department. The design, overall image, logo and packaging should express the lifestyle associated with this classification of merchandise that appeals to Macy's targeted consumer.

### **GENERAL REQUIREMENTS**

- Coordinate theme, merchandise and environment
- Create a department name, logo/identification and packaging
- Provide fixtures and interactive facilities. Include an adjacent stock room.
- Provide focal display elements, some of which may also be placed at the shop perimeters in coordination with the enclosing exterior design.
- Design the interior perimeter or background treatment to dramatize the height and incorporate flexible arrangements of merchandise presentations, graphics, artwork, etc.
- Design the exteriors in coordination with the interior perimeters to create an identifiable and compelling image, including signage, visual presentation, and architectural elements.
- Provide an overhead or ceiling system integrated with lighting design.
- Provide a cash-wrap center integrated with lighting design.
- Develop a "decorative" scheme to unify all components: flooring, overhead, perimeters, facades, fixtures. You can incorporate video technology, graphics, photography, packaging, and other promotional materials.
- Provide opportunities for strong vendor recognition and vendor identification within a Macy's branded environment.

### **PRESENTATION REQUIREMENTS AND FORMAT**

The proposals should be submitted in 8 ½" x 14" bound booklets, not to exceed 12 pages (including the cover). The proposal may be hand drawn, rendered, photographic, and/or computer generated. The submission should include the following, at scale and composition determined by the student.

- A written concept statement limited to two paragraphs highlighting the brand image concept and the rationale: what was done, with what, for whom and why.
- Mood or image board
- Floor plan
- Reflected ceiling and lighting plan
- Elevations and/or sections of perimeters and facades

- One perspective, isometric or axonometric colored rendering of the overall environment
- Plans, elevations and perspectives of all fixtures
- Samples of colors and materials
- Drawings showing composition, logo type, materials, colors, etc. of signage and of packaging

#### **GENERAL INFORMATION AND ENTRY REQUIREMENTS FOR BOTH DESIGN CATEGORIES**

The student's name and school name is not to be visible anywhere on the presentation pages or cover. ***Complete and print a copy of the entry form at [www.paveinfo.org](http://www.paveinfo.org) along with the disclaimer, and include both completed and signed forms with your entry.*** Students are advised to keep a copy of their entries, as entries will not be returned. Judging criteria is posted at [www.paveinfo.org](http://www.paveinfo.org). Remember, no individual or school name is to appear anywhere on the presentation pages or cover.

**Entries must be received by Monday, Nov. 9, 2009 at:**

James Bellante

Macy's

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