



2007 Student Design Competition **SONY** Design Criteria

VISUAL MERCHANDISING DESIGN CATEGORY

Challenge

Sony Electronics Inc., a global electronics and entertainment company, wants to create a total Sony “Entertainment Experience” that could be merchandized in a big-box format or as an outpost within other electronic retailers (i.e., Circuit City, Best Buy). Design to include innovative ways to show TV products, components, and other related products with signage and collateral.

Visual Merchandising Design Category

General Requirements:

- Outpost (400 sq. ft. – 500 sq. ft.)
- The Sony Home Entertainment Experience would include three LCD Flat Panel TVs – 32”, 46”, 52”, audio/video components, and entertainment content. Other Sony-related products that would enhance the overall home entertainment experience could be included
- TVs to be positioned at optimum viewing heights
- Signage/Branding package including Sony sales tool collateral, pricing of product
- Footprint should be within a square or rectangle. Height restricted to 9 ft.

You can learn more about the Sony brand at www.sonystyle.com and www.sony.com to view branding and products or visit our SonyStyle stores.

Format

In a presentation booklet (8-1/2” x 11”) and using no more than 12 pages showing the following:

- Concept statement, limited to two paragraphs
- Furniture/Fixture plan layout
- Graphics drawings showing composition, logotype, materials, etc. of signage and of packaging
- A colored perspective or isometric of the outpost or shop design (hand drawn, computer rendered, or photograph of a scale model)
- Plan and elevation of all fixtures
- Any auxiliary materials or concepts (P-O-P material, etc.)

STORE PLANNING DESIGN CATEGORY

Challenge

Sony Electronics Inc., a global electronics and entertainment company, wants to create a short-term, high-impact, low-cost immersive branding experience that focuses on TV and home entertainment products that are available for purchase. Products should include TV audio/video entertainment products in a dynamic lifestyle environment with easy circulation flow. This is a “fashion lifestyle” shopping experience. The concept should include a “Name” of the shop that reflects the image of the Sony brand. (Sony Electronics Inc. or any Sony sub-brand trademark names not to be used.) This “Pop-Up Shop” or marketing outpost will be designed to provide customers with a tangible, 3-D experience. It will have a four-week longevity and travel to three cities (New York, Tokyo, and Paris). This should be a multi-channel experience to include an online component.

Store Planning Design Category

General Requirements

- 1200 sq. ft. footprint, height restriction 14 ft.
- Rectangular shape with 4 walls
- Optional viewing of TV products to be considered
- Coordinate department theme, merchandise, and environment
- Provide fixtures or furniture
- Lighting design is to be considered
- Develop a décor scheme to unify all components: flooring, overhead perimeters, fixtures; incorporate video, graphics, and other promotional materials
- The cash wrap function should be addressed in a manner that is contemporary and cutting edge and appropriate for this classification of merchandise. The ability to complete a purchase is not necessarily accomplished with a traditional cash wrap. Consider a sales person with portable machine or online terminal since most large products would be delivered and not taken out of the store. This component of the design solution requires a more creative approach than a traditional cash wrap.

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Entry Format

Submit proposals in 8 1/2"x 11" bound booklets, not to exceed 12 pages. The proposal may be hand drawn, rendered, photographic, and/or computer generated. Since the format is flexible, no mandatory requirements are stipulated. Include the following, at scale composition to be determined by the student:

- Furniture/Fixture plan layout
- Reflected ceiling and lighting plan
- Elevations and/or sections of perimeters and facades
- Perspectives, isometrics, or axonometric colored renderings, or colored photographs of a model
- Drawings defining the basic and promotional fixtures, indicating the merchandise housing
- Samples of colors and materials
- Graphics drawings showing composition, logo type, materials, etc. of signage and of packaging
- Concept statement, limited to two paragraphs

ENTRY REQUIREMENTS (for both 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 along with the disclaimer, and include both completed and signed forms with your entry. Entries will not be returned. Students are advised to keep a copy of their entries. Judging criteria will be posted at www.paveinfo.org.

Send entries to be received by **November 5, 2007**, to:

Sony Design Center
Attn: Christine Belich and Alex Arie
1601 Cloverfield Blvd.
Suite 5200 North Tower
Santa Monica, CA 90404

Please do not contact Sony Electronics Inc. with any questions or concerns. This address is for entries only.