



PAVE is partnering with GlobalShop to give students the opportunity to showcase their work at a major industry event. The largest annual trade show of its kind, GlobalShop attracts leaders in the retail design industry from all over the world. Retailers, store designers, visual merchandisers, and brand managers attend GlobalShop each year to find inspiration and the latest trends in retail design, in-store marketing, and technology. At GlobalShop 2012, February 29-March 2, 2012, in the Sands Expo & Convention Center, Las Vegas, an area will be designated to prominently present 12 outstanding student designs.



The competition challenges college students to design and construct a branded retail store fixture. **A fixture is defined as any merchandising unit designed to sell merchandise.**

THE 2011-2012 CHALLENGE

Design a branded retail store floor fixture for an existing cosmetics brand

One of the most important retail strategies for cosmetic companies to gain market share is makeovers. What woman does not love to sit and be pampered, told how beautiful she looks in certain shades of make-up, and be advised by experts in the beauty industry on what works best for her? It is a highly personalized way of capturing new customers and of introducing existing core consumers to new lines.

Makeover stations come with their own set of “rules.” They:

- Are easily moveable to take advantage of new product launches
- Often occupy as little retail space as possible
- Are multi-tasking fixtures
- Provide seating for the customer
- Provide a small work surface for the makeup artist’s tools and many other necessary small parts (see below requirements).
- Display product
- Successfully communicate the brand
- Are usually “lockable,” as often makeovers can take place outside a retail space, say in a mall, and need to be secured against theft when not in use

Given these set of rules, however, they are one of the most fun fixtures to design. They are all about brand, glamour, and enhancing a customer’s life by making them feel good about themselves.

THE GOAL

Design, develop, and construct a branded store fixture, that is, when utilized, no larger than a 36-inch x 36-inch square footprint and 84 inches high. This fixture is to provide a makeover station for a SPECIFIC EXISTING BRAND OF COSMETICS. The fixture should communicate the chosen brand. You may choose any brand of cosmetics found in department stores or branded retail stores. Your design solution should be concise and constructed with care and professionalism.

The fixture must be able to morph from a compact, protected unit when stored into a fully functional makeover station when in use. We encourage you to design a creative solution for the functionality when utilized and the structure when stored.

Most of all, have fun and put on your 3D thinking cap. Remember, the winning designs will actually be produced, at full size, so even if your idea is completely fun, which we encourage, it must also function.

GENERAL REQUIREMENTS

- Provide a written concept statement limited to two paragraphs, highlighting the brand image and the rationale: what was done, with what, for whom, and why.
 - Identify the store where the fixture will be located. Please do not use Sephora as the retail store. Any other locations would be appropriate.
 - Identify the brand of cosmetics that will be displayed and what impacted the design solution.
 - Identify the customer demographic (young, mainstream, urban, hip, etc).
 - Describe the environment in which the fixture will be housed (i.e., mall, inside a department store, inside a branded retail store) and how the specified materials will complement the store's image.
 - Convey the brand attributes.
- Provide conceptual sketches.
- Provide images of a 3D model (at any smaller, accurate scale and suitable for presentation) and constructed by the student, or provide a 3D rendering of the fixture. The rendering can be by hand or by computer.
- Provide working drawings. Remember, the fixture must be buildable and cost-effective.
- Specify color and material selection.
- Ensure that the fixture:
 - Measure no larger than a 36-inch x 36-inch square footprint and 84 inches high when in use.
 - Can be "closed" or "enclosed" and locked for security purposes when not stored.
 - Can be easily transported or moved.
 - Is suitable for use in a retail environment.
 - Is approachable from 360 degrees.
 - Has a place for an attractive display of a few choice products.
 - Has a place for signage describing the brand or merchandise.
 - Strongly communicates the style of the merchandise and the species chosen.
- Ensure that the fixture accommodates **ALL** of the following:
 1. A space for the artist's tools and testing product
 2. An area for a limited display of packaged product
 3. A small working surface for the makeup artist to lay out his/her tools
 4. A seat or stool for the customer (we recommend that you visit a department store, a cosmetic store with multiple brands, or a retail store for a single brand to research how the makeup artist interacts with the customer, and how high the seat should be)
 5. A mirror
 6. A small trash receptacle
 7. Fresh applicators, such as cotton balls, cotton pads, tissues, disposable makeup sponges, cotton-tipped swabs, etc.
 8. Clear and bold representation of the brand, including, but not exclusive to, imagery, logos, colors, and materials
- Think green: if you come across materials that are "green" in attributes, we encourage you to use them.
- The design concept should be unique and not an element used in another competition. No entries from the 2011 PAVE Student Design Competition, sponsored by Sephora, will be considered for this 3D challenge

ENTRY REQUIREMENTS

Eligibility: The competition is open to college students enrolled in accredited store design, interior design, visual merchandising, and industrial design programs. Projects can be the work of an individual student, or a team consisting of no more than two students.

Entries should be submitted in pdf format to PAVE by Friday, Oct. 21, 2011.

- The entry pdf should be named as follows: First Name, Last Name, Project Name.
- The electronic entry and submission form can be found at www.paveinfo.org.
- While your entry is not limited to a specific number of pages, the project must be submitted via the electronic submission form with the disclaimer accepted, in the following order:

1. cover/title/project name page
2. written concept statement
3. conceptual sketches
4. four to six images 3D images of the fixture
5. working drawings
6. material samples with description
7. include your name, school, and email as the last page of the entry

JUDGING

A panel of industry professionals (retailers, designers, manufacturers, etc.) will select designs in late October. The top fixtures will be selected and finalists will be contacted by mid-November 2011. Prototypes of the winning entries will be produced by B&N Industries to be displayed at GlobalShop 2012 in Las Vegas, Feb. 29-March 2, 2012. All finalists will have their designs displayed. Winners will be determined from the finalists displayed at GlobalShop, and the awards will be presented at the A.R.E. Design Awards in Las Vegas on Feb. 29, 2012. (Finalists need not be present to win.) Photographs of the winning entries will be posted on the PAVE and B&N Industries websites. To see images of past winning entries, visit www.paveinfo.org or www.bnind.com.

For more information about PAVE, visit www.paveinfo.org.

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