



PAVE the Way

3D Design Challenge

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GlobalShop is the largest annual trade show of its kind, attracting 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. This year, PAVE is partnering with **GlobalShop** to give students the opportunity to showcase their work at a major industry event. **GlobalShop** 2010 will be held in Las Vegas, March 10-12, 2010. An area in the Sands Expo & Convention Center will be designated to prominently present 12 outstanding student designs.



THE CHALLENGE

The PAVE Education Committee is asking students who are enrolled in accredited store design, interior design, visual merchandising, and industrial design programs to design and construct a branded countertop retail store fixture. The fixture is any merchandising unit designed to sell goods or services at or near the location where the customer will make their purchase.

The display unit is an enticement synonymous with a “barker” cajoling passersby to enter the store to see the goods. It’s a holistic combination of store design, visual merchandising, and advertising. It communicates the attributes of the merchandise and makes it compelling and desirable to the customer. It’s a tool of communication that houses, stocks, and presents the merchandise in a manner that will attract customer attention.

Design, develop, and construct a branded countertop store fixture (no larger than 16 inches in any direction) to display **SUNGLASSES**. The fixture should communicate the attributes of the merchandise that it houses and highlights. Your design solution should be concise and constructed with care and professionalism.

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 what store this fixture will be in.
 - Identify the customer demographic (young, mainstream, hipster).
 - Identify the type of glasses that will be displayed and what impacted the design solution (i.e., will the glasses be expensive designer frames and need a security device?).
 - Describe the environment in which the fixture will be housed, and how the specified materials will complement the store’s image.
 - Convey the brand attributes.
- Provide conceptual sketches.
- Provide images of a 3D model (to scale and suitable for presentation) and constructed by the student, or provide a 3D rendering of the entry.

- Provide working drawings. Remember, the fixture must be buildable and cost-effective.
- Department chairs and/or professors will submit entries from students via digital images for judging.
- Projects can be the work of an individual student, or a team consisting of no more than two students.
- Fixtures should measure no larger than 16 inches in all directions.
- Fixtures should be suitable for use in a retail environment.
- Fixtures can stand alone at countertop height, or sit on an element equal to countertop height.
- Specify position of displayer: Approachable from 360 degrees, or positioned against a back wall.
- Specify color and material selection.
- Provide an interactive component or other vehicle to allow customers to view themselves wearing the glasses.

SUBMISSION

Submit four to six digital photographic images of your fixture, along with the supporting material (concept statement, sketches, and material samples with description) in pdf format to PAVE in c/o B&N Industries by no later than Jan. 8, 2010, at pavetheway@bnind.com. A copy of the electronic entry form found at www.paveinfo.org, as well as a signed disclaimer, must accompany each entry.

JUDGING

A panel of industry professionals (retailers, designers, manufacturers, etc.) will select the winning designs in January 2010. The top fixtures will be selected and winners will be contacted in mid-to-late January 2010. Prototypes of the winning entries will be manufactured by B&N Industries to be displayed at **GlobalShop** in Las Vegas, which will run March 10-12, 2010.

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

For more information about B&N Industries, visit www.bnind.com.

For more information about GlobalShop, visit www.globalshop.org.