



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

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### **VISUAL MERCHANDISING DESIGN CATEGORY**

Macy's, a full line department store, is preparing a new collection of jewelry to be introduced in 400 square foot outposts, or store within a store conditions, in department store formats across the country. They want to develop a memorable and recognizable visual style and/or direction for displaying and presenting this fashion merchandise in all of their stores. The objective is to establish an iconic look that would appeal to Macy's broad customer demographic. The design solution should be unmistakably Macy's and identifiable with the Macy's brand experience. The prototypical outpost (a grouping of merchandise offered outside of the parent 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 fixture grouping to include three fixture types, including perimeter fixturing (wall), and free standing fixtures to be contained within a 400 sq. ft. area. The plan footprint is open to the design concept, but a rectangular format is suggested. The selling environment should be defined by fixture placement, counter top fixtures, showcases (or alternatives) and case treatments, signage and visual presentation. The height, including signage and façade (optional) is not to extend over 9'. 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 an outpost name and logo as well as packaging and graphic designs used to promote and identify Macy's jewelry outpost. The design, overall image, logo and packaging should express the lifestyle associated with this classification of merchandise and appeal 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
- Provide focal display elements
- Design the interior perimeter or background treatment to incorporate flexible arrangements of merchandise presentations, graphics, artwork, etc.
- Incorporate visual presentation, signage, and fixturing to create an identifiable and compelling image
- Provide a cash-wrap center
- Develop a "decorative" scheme to unify all components: flooring, perimeters, fixtures, etc. Incorporate video, graphics, photography, packaging, and other promotional materials
- Provide opportunities for strong vendor recognition and vendor identification within the Macy's branded environment

### **PRESENTATION REQUIREMENTS AND FORMAT**

The proposals should be submitted in 8 1/2" x 11" 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
- A floor plan

- Plans, elevations and perspectives of all fixtures
- A colored perspective or isometric of the floor set: hand drawn, computer rendered or photograph of a scale model.
- Drawings showing composition, logo type, materials, colors, etc. of signage and of packaging
- Samples of colors and materials
- Any auxiliary materials or concepts: P.O.P. material, etc.

### **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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13<sup>th</sup> Floor  
New York, NY 10001