



The Planning and Visual Education Partnership 2010 Student Design Competition

Sponsored by



STORE PLANNING DESIGN CATEGORY

Godiva Chocolatier Inc., a global brand with multiple points of distribution, plans to launch a new iconic boutique that will highlight its chocolate assortments in company-owned locations throughout the world.

The challenge is to design a 1,000-sq.-ft. chocolate environment. The typical storefront is approximately 25 ft. wide and ceiling heights should be between 10 and 11 ft. The in-store environment should include some form of a refrigerated case to house loose chocolate sold by the pound. Freestanding and wall units should be flexible to house the various sizes of packaging that range from boxed gift sets to a wide variety of self-treat items. There must be a location in the space to create a designated zone for "Theater." The "Theater" area should enable the chefs to dip seasonal fruits, create pastries, and display the finished products. The environment should include a unique zone or fixture to house chocolate bars and chocolate tablets, which are large, scored chocolate bars. The space must incorporate an area for serving chocolate drinks, coffee and teas. Seating options should be limited to 8 to 10 people at a time. A cashwrap/checkout system should be integrated into the space. Space should accommodate 4 to 6 employees.

Godiva will supply the approved corporate logo and Lady Godiva graphic in a JPEG and PDF format. The logo and the graphic must be used in its current state, but a color change is optional. Existing Godiva packaging also should be used. In order to fully understand the wide variety of product and packaging, you can learn more by visiting Godiva boutiques, which are located throughout the domestic United States, Europe, the Pacific Rim, Japan, and the Middle East. Godiva wholesale assortments can be studied in multiple channels including Macy's, Neiman Marcus, Kohl's, JCPenney, Barnes & Noble, and CVS, just to highlight a few. The Godiva web site, www.GODIVA.com, also can also be helpful.

GENERAL REQUIREMENTS

- Design the "NEW" Godiva Chocolate experience. The environment can be completely unique and innovative. The interior of the space should feel modern, approachable, and most importantly, delicious!
- Create a unique branded storefront that can be used in interior and exterior locations.
- Develop an innovative fixture to house refrigerated loose chocolates to be sold by the pound.
- Develop unique, flexible freestanding and wall fixtures that house a large product assortment.
- Signage must be included in the chocolate case and incorporated into all fixtures.
- Menu boards for drinks and chocolates need to be designed and displayed in the shop.
- Create a section within the space that can serve chocolate drinks for consumers "on the go."
- Technology and large-format graphics must be considered as part of the overall aesthetic of the space.
- A cashwrap area must be included.

PRESENTATION REQUIREMENTS AND FORMAT

Each proposal should be submitted in an 8 1/2 x 14 bound booklet, not to exceed 12 pages. The proposal may be hand drawn, rendered, photographic, and/or computer-generated. Students also must submit a copy of their entry on a flash drive, CD or DVD in PDF format. The submission should include the following at scale and composition determined by the student:

- A written concept statement limited to two paragraphs highlighting the unique storefront design, the rationale for design decisions, material selections, and the demographic for whom the design was made
- Mood and image board
- One storefront elevation and color rendering
- Floor plan in scale
- Two interior elevations in scale
- Perspective rendering, isometric or axonometric colored rendering of the overall environment
- A reflected ceiling plan (RCP)

- Fixture drawings with exact size and width (fixture cut sheets)
- Signage ideas and signholders
- Samples of colors and materials, which should be submitted with a scan of actual samples, a brief description, and the source of the materials
- Storage on fixture units is optional. Backroom storage does not need to be considered.

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, along with the disclaimer, and include both completed and signed forms with your entry. Students also must submit a copy of their entry on a flash drive, CD or DVD in PDF format along with the 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. Remember, no individual or school name is to appear anywhere on the presentation pages or cover.

Entries must be received by Wednesday, Nov. 3, 2010

Linda Lombardi
Vice President, Global Store Design and Visual Merchandising
Godiva Chocolatier Inc.
355 Lexington Ave., 12th Floor
New York, NY 10017