



The Planning and Visual Education Partnership 2010 Student Design Competition

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VISUAL MERCHANDISING DESIGN CATEGORY

Godiva Chocolatier Inc., a global brand with multiple points of distribution, plans to introduce a 500-sq.-ft. shop, outpost or store within a store that would serve as a Godiva Express concept. The intention of this concept is to serve chocolate frozen drinks, ice cream, coffee, and tea. There will also be an assortment of quick-pick-up self-treat items such as chocolate bars and chocolate tablets, which are large, scored chocolate bars. The shop also must include a small refrigerated case to sell loose chocolates by the pound. This concept would appeal to a younger consumer, yet be undeniably Godiva.

The challenge is to design modular and perimeter fixtures, including one wall presentation for chocolate bars and tablets, along with a cashwrap area. Graphics and technology must be considered as part of the shop environment.

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 should also 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 be helpful.

GENERAL REQUIREMENTS

- Design the "NEW" Godiva Express Concept. The environment can be completely unique and innovative. The interior of the space should feel modern, approachable, and most importantly, delicious!
- Develop an innovative fixture to house refrigerated loose chocolates to be sold by the pound.
- Develop unique, flexible modular freestanding fixtures and one wall to house chocolate on the go, self-treat, chocolate bars and tablets.
- 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.
- Maximum height for the space is 8 ft. and the after floor finish for floor fixtures should not exceed 52 inches.
- Storage on fixture units is optional. Backroom storage does not need to be considered.
- The space should accommodate 3 to 5 employees.

PRESENTATION REQUIREMENTS AND FORMAT

Each proposal should be submitted in an 8 1/2 x 11 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. A PDF version of the booklet is also required. 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 story, the rationale as to what was done, with what, for whom and why
- Mood and image board
- Floor plan in scale
- Two interior elevations in scale
- Perspective rendering, isometric or axonometric colored rendering of the overall environment
- 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

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 must also submit a copy of their entry on a flash drive, CD or DVD in a 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

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