

# NZ Diploma in Interior Design (Commercial)

**Course** Commercial Design Studio 1  
**Code** CIAR 6501  
**Lecturer** **Melanie McDaid**  
**Assignment 1:** Retail Design

**Date of issue:** Wednesday 9<sup>th</sup> March 2021, 9.00am – 12.00pm  
**Deadline:** Wednesday 4<sup>th</sup> May 2021, 9.00am – 12.00pm  
**Final Presentation to Class and Loading up onto Basecamp**

**Assessment :** Summative & mandatory.  
**Course weighting:** 50%  
**Pass criteria:** Each assessment carries a minimum mark of 1% and maximum mark of 100%.  
**Requirements for**  
**Course completion:** **A minimum mark of 50% must be achieved across the 2 assessments.**

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## Learning Outcomes

By the end of this course, students will be able to:

1. Apply mātauranga Māori and design principles and processes to design commercial interior spaces in the retail and/or hospitality sectors.
2. Explain how design principles, processes, and outputs are affected/influenced by New Zealand/Aotearoa's cultural identity.
3. Integrate knowledge of communication strategies, tools, and media to communicate effectively in interior design practice related to the retail/hospitality sector.
4. Apply industry standards to specify commercial components and produce schedules and design documentation for retail and hospitality interiors.

## Teaching and Learning Methods

This course uses the following teaching and learning methods:

- case-studies/scenario-based learning;
- interactive lectures;
- peer-based learning;
- problem-based learning;
- self-directed learning;
- tutorials.

## Topics

The following topics may be covered in this course:

- bi-cultural and multi-cultural contexts;
- building checklists and understanding contractor roles and responsibilities;
- design for commercial kitchens;
- design for hospitality spaces;

- project detail drawings & documentation packages;
- retail store design and (branding); and
- spatial relationships.

### **Learning Outcomes covered in this assignment:**

3. Integrate knowledge of communication strategies, tools, and media to communicate effectively in interior design practice related to the retail/hospitality sector.
4. Apply industry standards to specify commercial components and produce schedules and design documentation for retail and hospitality interiors.

## **Retail Interior Design:**

Consumers spend billions of dollars in retail activities every year. 'Shopping' has morphed into a primary leisure activity, even 'entertainment' for some people. Groups of friends and families earmark time for retail outings 'to the mall'. Malls now have 'Eat Streets' (Lynn Mall and Sylvia Park), with upmarket restaurants and bars and cinemas so that they truly become a 'destination' for a whole range of activities for people, not just shopping.

For a certain group of people retail shopping can be a form of 'therapy'. It makes people feel good. And yet for others, retail will remain simply a necessity, and convenience is the driving force.

The biggest shock to retail design in the past 13 years has been the advent and meteoric rise of online retail shopping and distribution. The owner of Amazon, Jeff Bezos, is now the world's richest man. In the USA, 80 cents of every \$1.00 spent on retail involves Amazon in some way. The sudden and dominating role of online retail has changed the face of 'bricks and mortar' retail shopping forever. So how can retail shopping in stores regain some of the lost ground?

### More than just 'shopping'.

With Retail Interior Design we need to look at ways of creating more 'immersive customer experiences' in store, promoting an emotional connection to the store for the customers, while also building brand and store loyalty, and to add and build on retail shopping 'value', so a trip to a real store is not just about a sales transaction for the customer.

The retailer first needs to focus on trying to 'entice' customers. So the interior design of a successful retail space for a retail owner client is very important, it must be appealing to the store's 'target market', its customer base, and the interiors must play a role in drawing the customers in. Not just for a one-off visit, but for return visits, so encouraging/enabling/cementing store and brand loyalty is very important.

As a retail interior designer you need to develop an understanding of the type of business you are designing interiors for and an understanding of the designated customer type that your client's retail business is specifically trying to target and attract. This knowledge will help to inform and direct your design approach, design concepts and design 'ideas' for the space. The store's spatial layout is also very important, there needs to be a logical and well thought out 'flow'.

You would need to also be aware of the client's 'brand identity' and product branding, their existing marketing and 2 D (print, graphics, adverts) and the advertising strategies which should complement, support and align with the store's interior design. These days social media is vitally important, so considering instagrammable moments in store might be important.

For the owner of the store, the ultimate success of their brand and products lay with the store's interior design, the spatial layout, design, lighting and the careful display of the merchandise. The retail interior designer needs to create 'a very pleasing, memorable, spatial experience' of the brand for the customer. It also needs to be 'experiential'.

The pragmatics of retail design are achieved by employing known retail planning strategies some of which include:

- The 'decompression' zone (the 'time to think' area immediately inside the store entry)
- 'Focal points', different sections or 'zones' of the store creating a journey for customers to move through.
- 'Destination spots', this might be the 'Power Wall' near towards the front of the store. Or alternatively, sometimes the most prestigious areas are at the back of the store – where the most desired items are displayed, so people have to pass through the focal points to get there. These might be the client's more select 'high margin' products.
- 'Circulation space': consider logical traffic flows through and around the store. Look at how customers will move through the space and design areas that flow efficiently and logically.
- 'Left to right strategy' – in Australasia, where we drive our cars on the left, customers typically enter a store, look left to right, then wander off to the left first and circulate the store in a clockwise direction. (In the US where everyone drives on the right hand side of the road, the circulation route is from right to left, in an anti-clockwise direction).
- Look at the potential for 'cross-category' selling opportunities and adding/offering additional 'services'.
- Encompassing 'omni – channel' marketing opportunities (a fully integrated retail marketing strategy that includes: a physical store, online internet purchasing through websites, phone ordering possible through a call centre or customer service hotline with a credit card payment facility).

### **Suburb and Site History and Background**

We will be basing our Retail Design project in a vacant Ground Floor retail space at 135 Parnell Road, Parnell.

Parnell is one of Auckland's oldest suburbs, with some early buildings dating back to the early 1860's. Pre-European settlement it was originally the site of a Maori village, a desirable site being on a rising north facing slope facing the harbour with good viewing points in all directions. From the 1840's onwards as Auckland became a more populous town, Parnell Road became an important main road with premium houses and businesses located on it. It linked the Auckland waterfront to Newmarket and farming areas further out. Over the past 170 years Parnell as a suburb has had changing fortunes, it became run down in the 1950's and 60's. The motor car became more popular and the city expanded outwards into the suburbs as people moved further out for more space and greenery.

In the 1970's and 80's it took on a new lease of life. This below excerpt is from Wikipedia:

*'During the early 1970s the suburb became rather dilapidated. Les Harvey, a local businessman, bought up several properties cheaply and created "Parnell Village", encouraging others to follow his lead. This revitalised the area as a weekend tourist shopping destination. This involved Parnell re-inventing itself as a set of "Ye Olde Worlde Shoppes". As many other Victorian buildings underwent demolition in Auckland at the time, period materials became available cheaply, and the buildings of Parnell village emerged altered, extended and tarted up in a somewhat fanciful but fun ersatz 'Victorian style'. Much of this restyling remains in evidence within Parnell Village and around the Parnell Road shopping area, partly because of the ongoing ownership of the Harvey family's company, City Construction.*

*Along the upper part of Parnell Road stand a number of 19th-century houses, most of them now used by law firms, accountancy firms, shops, and a few restaurants. The lower part of Parnell has a larger concentration of Edwardian retail buildings, including a number of fashionable boutiques, nightclubs and bars. The streets to each side of Parnell Road remain mainly residential in character, with some townhouses and apartments, especially towards St Georges Bay Road'.*

Parnell is considered an affluent suburb to live in, housing here is expensive, so those choosing to live in the 'neighbourhood' have plenty of money to spend. However, Parnell has had it's ups and downs since it was 'gentrified' in the 1970's. It was popular as a 'quaint' destination in the 70's and 80's, then fell out of favour in the 1990's, then rose again during the boom years of 2002 – 2007, before diving again during the GFC recession of 2007 – 2013.

Parnell does however remain as one of Auckland's 'character' suburbs. 'Parnell Village' in the past has been a 'destination' shopping area with some unique specialised retail stores and it could rise again to prominence as a destination shopping experience for customers.

Other shoppers frequenting Parnell: pre-Covid, when the Cruise Ships were in port, it was customary to take busloads of tourists up to the top of Parnell Road and then let them stroll down enjoying the quaint old buildings and bespoke shops. It's definitely on the 'tourist map' for shopping.

The types of retail stores along Parnell Road have changed over the years, and this site we are working with is more 'modern' in architectural style and is currently empty. So consider what kind of retail business could be set up here.

Take a note of the types of stores that are currently up and down Parnell Road and also note who is strolling up and down the road.

### **The Project Brief**

Each student is to choose what type of specialist retail store this retail site could become. It can be anything you like (although it should not be food or hospitality related). The store is currently vacant. The building is a contemporary retail store but does have some 'character elements' that have been deliberately added (in 2018) to the First Floor façade to give it more of a 'heritage' feel.

In an age where 'bricks and mortar' retail is constantly under threat from online retailers (with less costs and overheads due to no store leasing costs and only despatch staff required), it is a challenge for all store-based retailers, traditional 'bricks and mortar' stores, to come up with attractive 'lures' to bring the customers in to their store. So aim for some unique aspects as part of your retail design concepts and consider what your store's USP is (your Unique Selling Point). You want to aim to make your store an exciting place to go to and shop, and also a place that customers remember and want to return to. You want to aim to encourage 'loyalty' in your customers, so they feel a 'connection' to the store and feel compelled to come back again and again.

I would like you to research and consider the demographic that is Parnell, who lives there, who goes there, who shops there, what are they looking for. Who is your 'target market', what type of customer are they.

The specific requirements for your chosen type of retail will determine the actual elements, and fittings and fixtures that will need to be thought about and included.

But we will say that each store will contain a certain amount of:

- 'Merchandising' material: items that are for sale,
- Merchandising display units: anything from tables to wall shelving/hanging to feature units
- An appealing store 'arrival' and 'entry point',
- 'Customer service' areas,
- 'Point of Sale' main counter,
- 'Back of house' areas: storage space, a small kitchenette/tea making area with a fridge, bench unit with sink etc, possibly a small office with some lockable personal locker spaces. Plus a unisex, easily accessible toilet facility.
- Specialist retail lighting – important track systems lighting to be 'flexible', other fittings could be more of a decor 'feature'.

- Given that signage, branding and identity are an integral part of retail design, you need to consider these aspects and indicate, decide, where signage, logos, graphics etc, should go and to what scale.

## **Design Work Required:**

### Research:

An A4 or A3 Visual Diary workbook is required, or a loose leaf folder of your research material, mood images plus your conceptual sketches, preliminary design drawings, design notes. Or you can create a digital research folder with your images, notes, inspirations etc and this can be handed in as a kind of 'research powerpoint'

You will also be creating/presenting a mini preliminary Concepts Powerpoint presentation slideshow, containing inspirational research imagery, sketches, notes and ideas, that you will present in a few weeks. The best sketch drawings can also be scanned and included in your Final powerpoint presentation.

### Mood Board:

1 x Digital Mood Board with inspirational imagery.

### Drawings:

1 x Finished Floor Plan at 1:00 scale with all furniture and fittings positioned,

2 x Interior Elevations at 1:50 scale

1 x Exterior Elevation showing Shopfront, Store Entry and Signage at 1:50 scale.

1 x Lighting Plan with Legend at 1:00 scale

1 x Cabinetry piece: Main Sales Counter/Desk designed and documented at 1:20 scale: plan, elevations, cross section, and a detail at 1:1

1 x Floor Plan, colour rendered with furniture images included.

2 x 3D Interior Perspective views (or more views) through the store showing the completed interiors, colour rendered.

1 x 3D Exterior Perspective view, from the street, colour rendered, showing Shopfront, Entry and Signage

### Colour Board:

1 x Digital Colours and Finishes Board with some images, plus materials and samples.

### Schedules (A4):

1 x Finishes Schedule

1 x Furniture, Fittings and Light Fittings Schedule.

### Final Verbal and Visual Presentation to Class:

Each student will create a final presentation powerpoint slide show that encapsulates your entire project. This will be presented in class and then loaded up into Basecamp for marking and assessment.