

Design Statements

Design Process 3

BSBCRT501A Originate and develop concepts

BSBDES502A Establish, negotiate and refine a design brief

DESIGN STATEMENTS

- Writing design statements is an opportunity to explore your design ideas and how to communicate and articulate your thoughts into sentences (1-2 max!).
- The trick to expressing your ideas well, write it as you say it and keep it simple.
- This will then act as a way to describe and illustrate in words creating a visual language, which helps provide clarity and context to your work with both text and images.
- Without a design statement to support your design concept, it can look a little unfinished and often feels a little unsupported.
- The ultimate goal, a well written design statement can aid you in gaining approval for your design concept from your client and will lead to you retaining that design project and client for the final design phase and potentially future design projects.

DESIGN STATEMENTS

How to write your own design statements

- Start to identify and examine how you have applied the **elements** and **principles** in your design.
 - Consider whether your design has used a combination of **colours, textures, tones, shapes** and **forms** etc.
 - Have you used **repetition** of lines to create **rhythm** and **movement**, injected **contrast** to create **interest** and a point of difference and/or have you considered **balance** for instance in your overall composition and created a sense of **harmony**?
- Is your design **functional** and **aesthetically** pleasing?
- What is the **theme, direction, character** you wish to convey?
- What is the main **feelings / emotions** you want the user to experience?
- What are the key **materials, finishes, furniture** items used?
- Are there any design **features** you wish to highlight?

DESIGN STATEMENTS

Activity

Project: Highpoint Shopping Centre Refurbishment & Extension

Design practice: Grimshaw Architects

Time Schedule: Design documentation 18 months

Construction 28 months

Completed in: 2013

The client brief called for 30,000m² m of new retail space including two new malls accommodating specialty retailers, a Fresh Food Market, multi-deck parking, landscaping, and external public space.

DESIGN STATEMENTS

Highpoint Shopping Centre

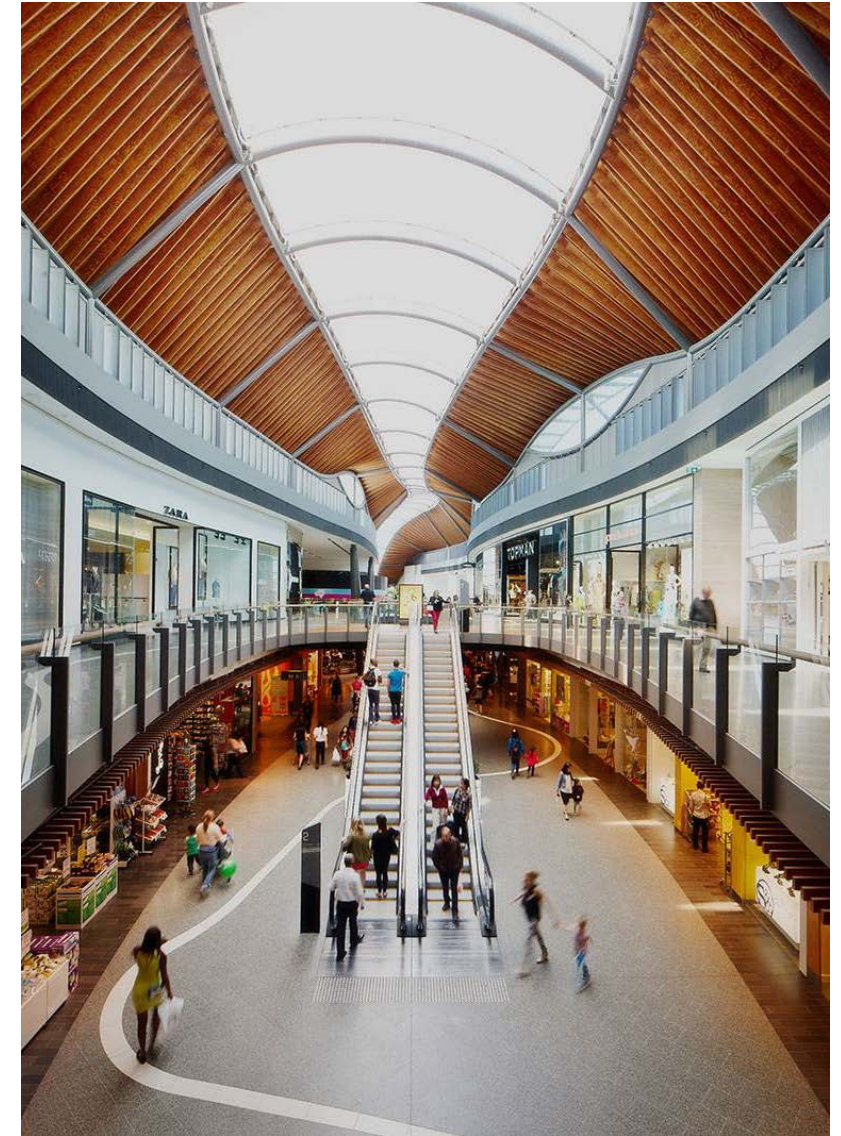
The design breaks down the traditional mall approach; it looks outwards, rather than inwards, forming stronger connections to the changing demographic of the west, and the external environment.



DESIGN STATEMENTS

Highpoint Shopping Centre

The two principle malls are contrasting in character; the new fashion mall is conceived as an elegant crescent, while the East West Mall is fluid in form, built from timber, and takes its inspiration from both nature and fashion. Soft lines, in stark contrast to the current trend in rectilinear malls, have created a new DNA for Highpoint.



DESIGN STATEMENTS

Highpoint Shopping Centre

The customer experience was pivotal to ensuring that Highpoint stayed abreast of global retail trends.



DESIGN STATEMENTS

Highpoint Shopping Centre - Activity

- You will be handed a design statement and some images for one of the retail fit outs in the new Highpoint Shopping Centre fit out.
- In groups, analyse the design statement and identify:
 - Design elements or principles
 - Emotions, feelings or aesthetic terminology
 - Materials, finishes, furniture etc.
 - Key features of the design
- Evaluate the effectiveness of the design statement:
 - Does it match the images of the project?
 - Is there any unnecessary information contained in the statement?
 - What is the overall success of the statement?

DESIGN STATEMENTS

Calibre



DESIGN STATEMENTS

Calibre

Having worked with the client for more than a decade, we wanted to push the design for the latest Calibre store towards a more bespoke feel. The store size, along with the client's willingness to eclipse what other retailers were doing, allowed us to explore this and we opted for a high level of luxury for the store design. Lighting has been used to highlight certain areas of the store such as the central sales area, shoe and accessory shelving and display cases. To create warmth and depth in the design, layers of luxurious materials were used, including high-gloss ebony veneer, starphire glass, carbon fibre, suede wallpaper, knitted wool curtains and terrazzo and mahogany inlaid flooring. The rich palette combined with modernist clean lines has created an international shopping experience for Calibre customers – something that is often forgotten in Australian Design.

David Hicks



DESIGN STATEMENTS

Calibre

Having worked with the client for more than a decade, we wanted to push the design for the latest Calibre store towards a more **bespoke** feel. The store size, along with the client's willingness to eclipse what other retailers were doing, allowed us to explore this and we opted for a high level of **luxury** for the store design. **Lighting** has been used to highlight certain areas of the store such as the **central sales area, shoe and accessory shelving and display cases**. To create **warmth** and **depth** in the design, layers of **luxurious** materials were used, including high-gloss ebony **veneer**, starphire **glass**, carbon **fibre**, suede **wallpaper**, knitted **wool** curtains and **terrazzo** and **mahogany** inlaid flooring. The **rich** palette combined with **modernist** clean **lines** has created an **international** shopping experience for Calibre customers – something that is often forgotten in Australian Design.

David Hicks



Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features

DESIGN STATEMENTS

Mimco



DESIGN STATEMENTS

Mimco

DesignOffice worked with the creative team at Mimco to design a new store environment for the Australian label at Highpoint Shopping Centre. The design's aim was to create a wondrous garden salon, inspired by hotel and residential interiors and grounds.

The palette mixes reflective metallics, mirror and glass with warm timber, natural stone and soft neutrals to provide a rich and encompassing environment – one that is able to work with the seasonal variations in the hues, tones and scales of the products.

The store is lined with a metallic, champagne-coloured primary merchandising wall and a multilayered shoe proscenium to the rear. This system provides the store with necessary display flexibility and on-floor storage.



DESIGN STATEMENTS

Mimco

Central to the space is the folly, a freestanding pavilion that aims to be a new interpretation of the iconic Mimco beauty bar. The folly is a structure of reconfigurable timber rails and trays designed to display scarves, hats, bags and other hero pieces from the collection. It is anchored in the space by a suspended ceiling of greenery and clear acrylic.

A complementary family of freestanding floor fixtures completes the suite, accommodating the full Mimco product range.

DesignOffice



DESIGN STATEMENTS

Mimco

DesignOffice worked with the creative team at Mimco to design a new store environment for the Australian label at Highpoint Shopping Centre. The design's aim was to create a **wondrous** garden salon, inspired by hotel and residential interiors and grounds.

The palette mixes reflective **metallics**, **mirror** and **glass** with **warm timber**, **natural stone** and **soft** neutrals to provide a **rich** and **encompassing** environment – one that is able to work with the seasonal variations in the **hues**, **tones** and **scales** of the products.

The store is lined with a **metallic**, **champagne-coloured** primary **merchandising wall** and a **multilayered shoe proscenium** to the rear. This system provides the store with necessary display flexibility and on-floor storage.

Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features



DESIGN STATEMENTS

Mimco

Central to the space is the **folly**, a **freestanding pavilion** that aims to be a new interpretation of the iconic Mimco beauty bar. The folly is a structure of reconfigurable **timber** rails and trays designed to display scarves, hats, bags and other hero pieces from the collection. It is anchored in the space by a suspended ceiling of **greenery** and clear **acrylic**.

A complementary **family of freestanding floor fixtures** completes the suite, accommodating the full Mimco product range.

DesignOffice

Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features



DESIGN STATEMENTS

Urban Attitude



DESIGN STATEMENTS

Urban Attitude

Meme's design of Urban Attitude's Highpoint store brings life to the brand, creating a lively, fun, energetic, humorous and young-at-heart character. The design not only draws customers to the store through visual cues such as the playful neon lighting and slogans, but it also provides customers with an enjoyable shopping experience once inside, where they can easily browse the merchandise. The design captivates them, holds their interest, invites them to linger, to explore, to enquire and to purchase.

The store's look and feel is industrial. Exposed services painted in white create an urban warehouse aesthetic with a twist. The high ceilings of the Highpoint store add to the robust and spacious feel of the shop. The shopfront itself features large glass window framed in black steel, allowing customers a clear view into the shop. The palette consists of repetitive and uniformed lines and monochromatic colours, which contrasts with the colourful and playful nature of Urban Attitude's products.



DESIGN STATEMENTS

Urban Attitude

White shelving customised with perforated screens has been used along with plywood storage crates for storage and flat displays. The vertical and horizontal display systems, deliberately controlled by set dado lines, allow product ranges to be grouped by colour, type or size, ensuring easy viewing and access for customers and staff. Custom-made clear perspex cases have been designed to hold fast-selling items and are grouped for easy access.

As part of the project, we provided Urban Attitude with systems and rules for consistent merchandising to be implemented across all stores. The design is practical, distinct to the Urban Attitude brand, and made up of an affordable kit of parts for easy implementation across the stores.

Meme



DESIGN STATEMENTS

Urban Attitude

Meme's design of Urban Attitude's Highpoint store brings **life** to the brand, creating a **lively, fun, energetic, humorous** and **young-at-heart** character. The design not only draws customers to the store through visual cues such as the playful **neon lighting** and slogans, but it also provides customers with an **enjoyable** shopping experience once inside, where they can easily browse the merchandise. The design captivates them, holds their interest, invites them to **linger**, to explore, to enquire and to purchase.

The store's look and feel is **industrial**. **Exposed services** painted in white create an **urban warehouse aesthetic** with a twist. The **high ceilings** of the Highpoint store add to the **robust** and **spacious** feel of the shop. The **shopfront** itself features large **glass** window framed in black **steel**, allowing customers a clear view into the shop. The **palette** consists of **repetitive** and **uniformed lines** and monochromatic **colours**, which **contrasts** with the **colourful** and **playful** nature of Urban Attitude's products.

Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features



DESIGN STATEMENTS

Urban Attitude

White shelving customised with **perforated screens** has been used along with **plywood** storage crates for storage and flat displays. The **vertical** and **horizontal** display systems, deliberately controlled by set **dado lines**, allow product ranges to be grouped by **colour**, type or size, ensuring easy viewing and access for customers and staff. Custom-made clear **perspex cases** have been designed to hold fast-selling items and are grouped for easy access.

As part of the project, we provided Urban Attitude with systems and rules for **consistent merchandising** to be implemented across all stores. The design is **practical**, distinct to the Urban Attitude brand, and made up of an **affordable kit of parts for easy implementation across the stores**.

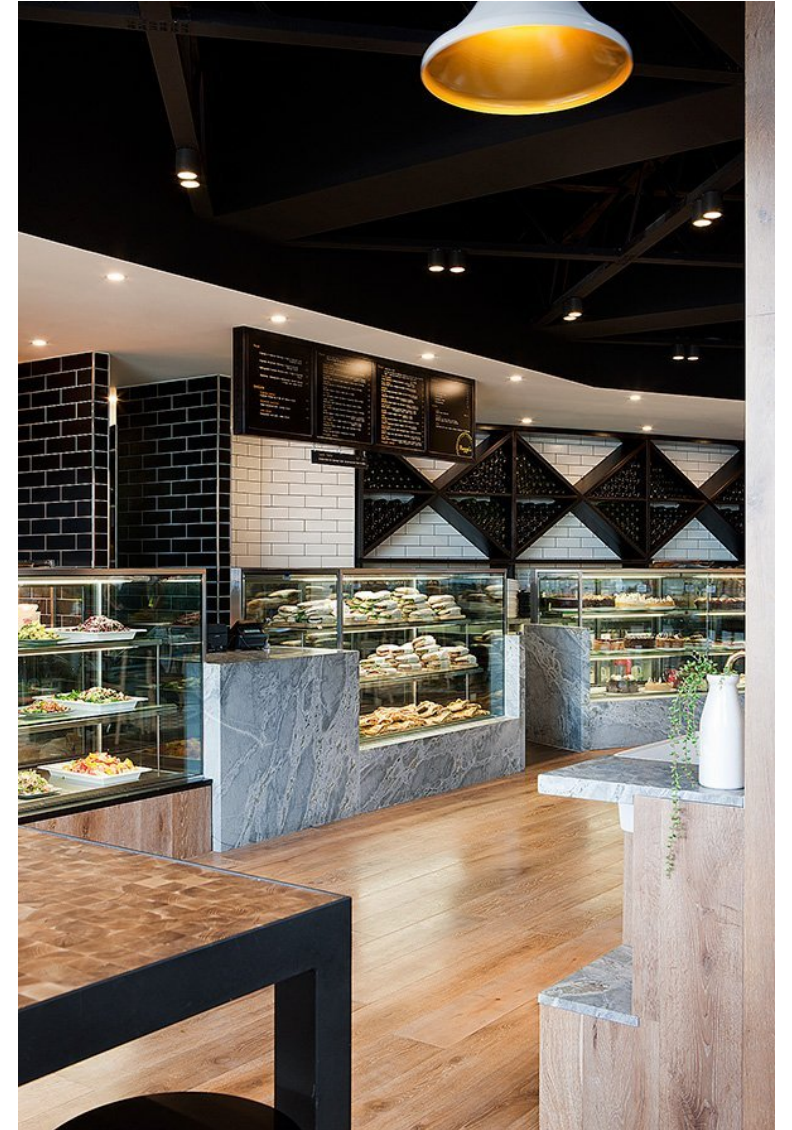
Meme

Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features



DESIGN STATEMENTS

Rozzi's



DESIGN STATEMENTS

Rozzi's Italian Canteen reflects the heart and soul of Italian food, showcased in a friendly, home-styled kitchen environment. The brief from our client was to create an interior that reflected the menu and the modern, authentic products used throughout. It was also important that Rozzi's customers "lived" in the space and took ownership of it, making it their own kitchen. Timber floors combined with custom-detailed concrete tiles work to anchor the venue. The bar, central to the interior, is clad in Atlantic blue granite, which offsets the surrounding glazed white bricks and soft black joinery. A series of custom-designed pendant lights, shaped from original Italian wine carafes and oil bottles, line the opening aperture of the venue, creating a soft, glowing look. In Rozzi's, we wanted to give Nonna's traditional kitchen a clean and fresh approach and give people a place to enjoy the ambience.

Mim Design

Rozzi's



DESIGN STATEMENTS

Rozzi's

Rozzi's Italian Canteen reflects the **heart** and **soul** of Italian food, showcased in a **friendly, home-styled** kitchen environment. The brief from our client was to create an interior that reflected the menu and the **modern, authentic** products used throughout. It was also important that Rozzi's customers "**lived**" in the space and took **ownership** of it, making it their own kitchen. **Timber** floors combined with **custom-detailed concrete** tiles work to anchor the venue. The **bar, central to the interior, is clad in Atlantic blue granite**, which offsets the surrounding **glazed white bricks** and soft black **joinery**. A series of **custom-designed pendant lights**, shaped from **original Italian wine carafes and oil bottles**, **line** the opening aperture of the venue, creating a **soft, glowing** look. In Rozzi's, we wanted to give Nonna's **traditional** kitchen a **clean** and **fresh** approach and give people a place to enjoy the **ambience**.

Mim Design

Design elements and principles
Emotion / aesthetic
Materials, finishes, furniture etc.
Key features



DESIGN STATEMENT

Activity

- Prepare a draft of your design statement for Assessment Task 2 and upload to the journal on Blackboard.