

Shop Layout Proposal

2018

1. Colours and Materials

Paint colour should be white on walls and pillars to improve light, create the illusion of space and increase focus on products. White walls will look clean and professional to reflect the feeling of the gallery space and artist's work.

To avoid a clinical feel, use splashes of colour coherent with a set palette. Modern Art Oxford logo colours of Yellow and grey-scale will create a sense of clear branding and professional focus. Limiting the palette will also avoid making the space look too busy while maintaining a bright and welcoming atmosphere.

Embrace the industrial feel of the space, use the cable runs and brick doorway as inspiration for materials in the space. Follow on seamlessly from the yard through to the cafe. Use spare bits of material as a low budget but effective way to tie the space together. Natural looking wooden and cork accents will soften the space and metal parts such as copper piping and wire baskets will tie the space together. Biophilia and plant-life in the store is attractive, calming and proven to increase customer experience. Even false plants will help to bring the space to life and create a welcoming atmosphere.

Leave wood natural or paint white for furniture, modestly added colour will liven up a plain surface if needed.



Use of natural and industrial decorations in shops including introduction of biophilia



Past store layouts embraced the MAO colour scheme



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1. Colours and Materials

THE EMOTIONS OF COLOR

Yellows
WARMTH
CHEER
HAPPINESS

Whites
PURENESS
CLEAN
YOUTHFUL

Blacks
SOPHISTICATED
ELEGANT
MYSTERY

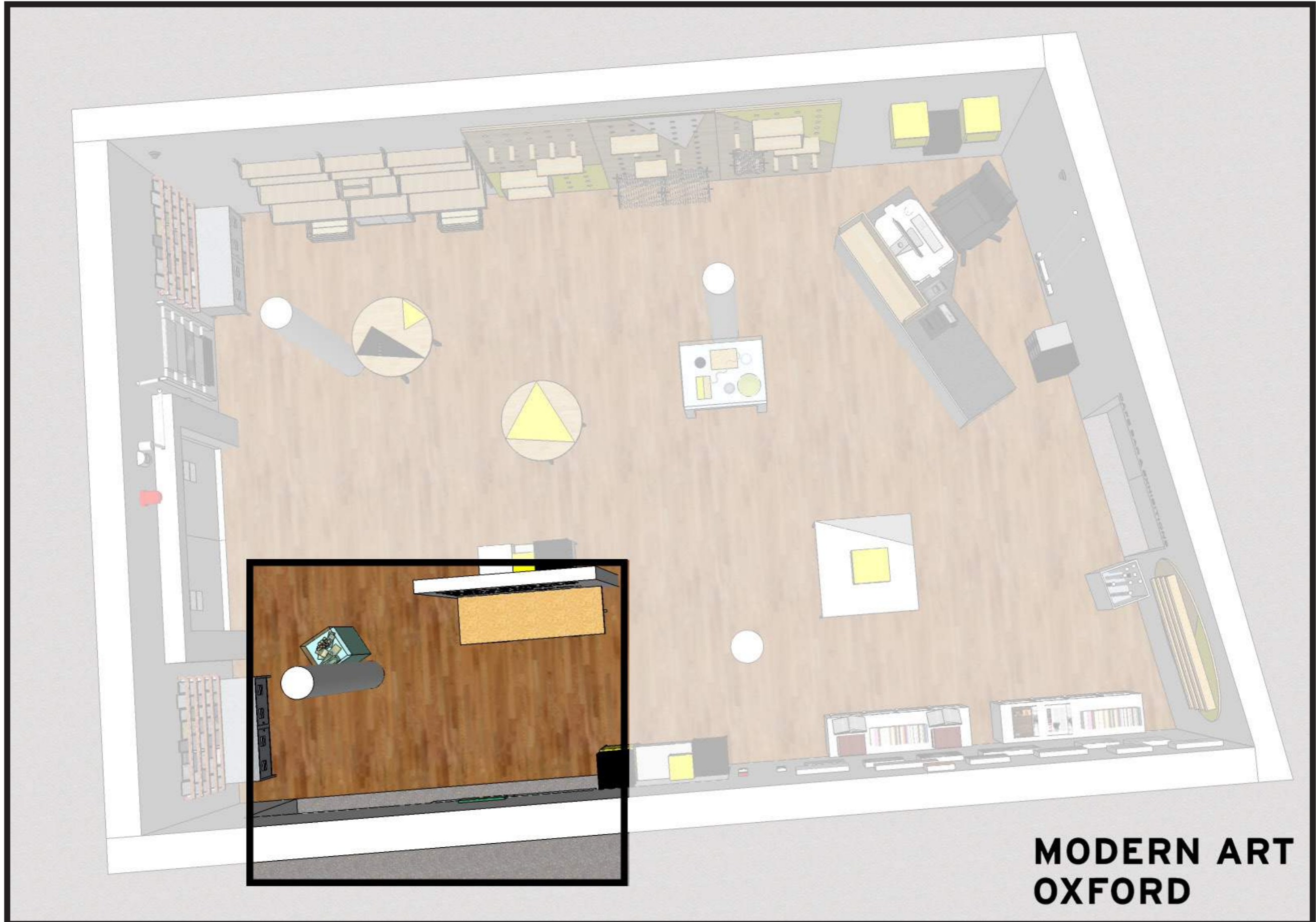
Modern Art Oxford branding colours already represent the atmosphere that we want to be creating in store, so they are even more ideal to use as a base in the redesign. We can also use the knowledge of these emotional influences to choose which colours go where, for example using more yellow in the children's section and more black with high end products such as jewellery and editions.

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1. Colours and Materials



2. Entrance



2. Entrance

Change the manifesting on the glass doors to the yard to match more cohesively with the new painting theme and decor, as the current design matches old furniture.

Currently, customers entering from the Yard can be a little overwhelmed by the open nature of the shop. It can be intimidating to be immediately confronted by the desk, and often people don't know where to head for exhibitions, or even what's on. By introducing a 'false wall' to the area just inside the doors, customers will be able to filter around in a less random fashion. This wall could have details of the current exhibition, and the information currently behind the desk that people don't tend to notice, so that everything they need is right there before even entering.

The wall could be big enough to fit one of the long tables currently in front of the desk to have out the information leaflets, programmes etc. that are currently on the till desk, to encourage people to pick them up as they come in and get some more information, and also free up space on the till desk where it can get cluttered.

Simple designs for false walls. Could potentially be on wheels to improve accessibility when needed.

Simple board style similar to the open sign in the Yard.

Geometric manifesting designs.

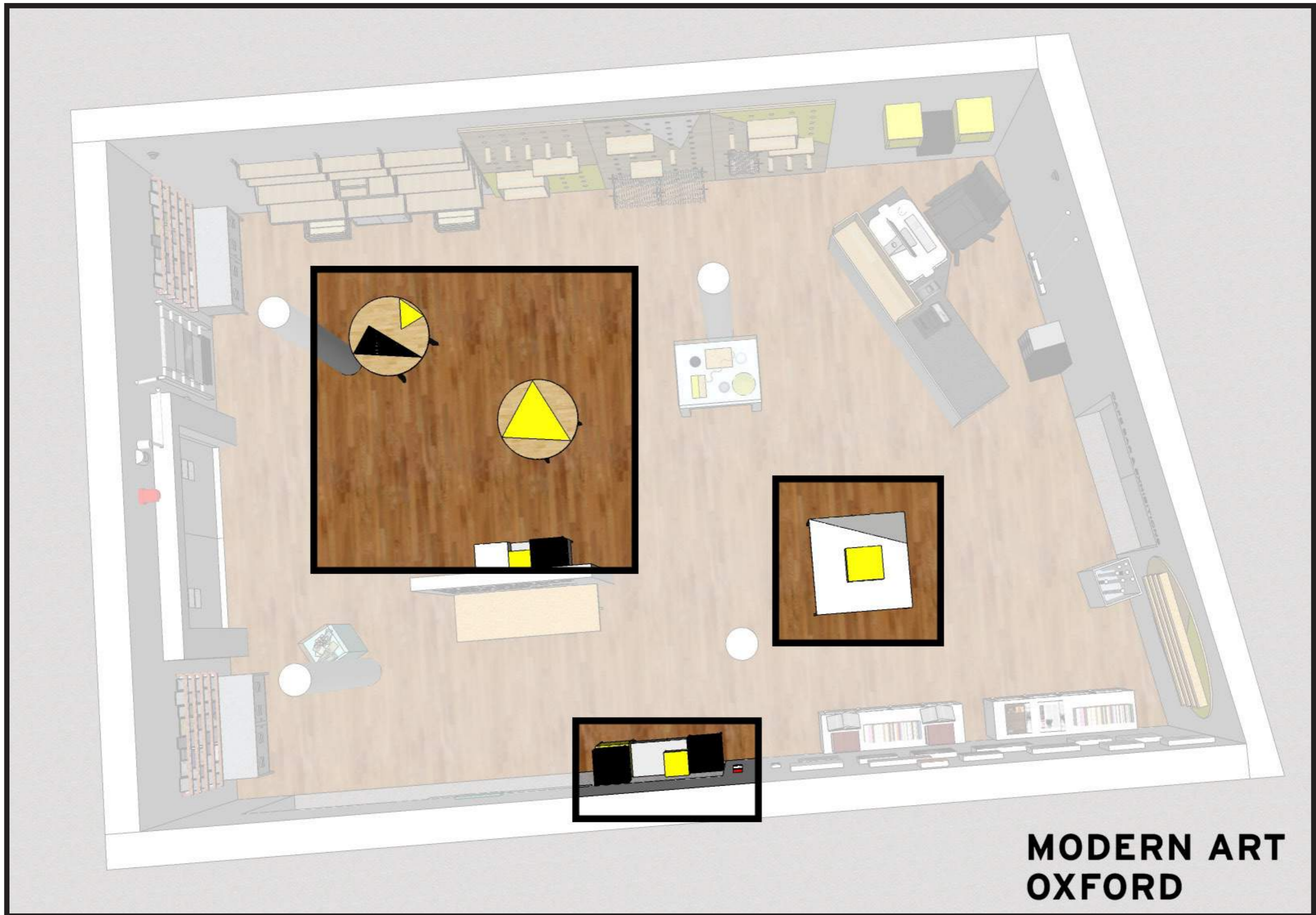


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2. Entrance



3. Display Furniture



3. Display Furniture

Furniture currently in the space can be kept and given a new lease of life. Repainting, polishing and accessorising will work to make the furniture seem up to date and work well in the space. All furniture can be repainted to match the underlying theme with colour and pattern.

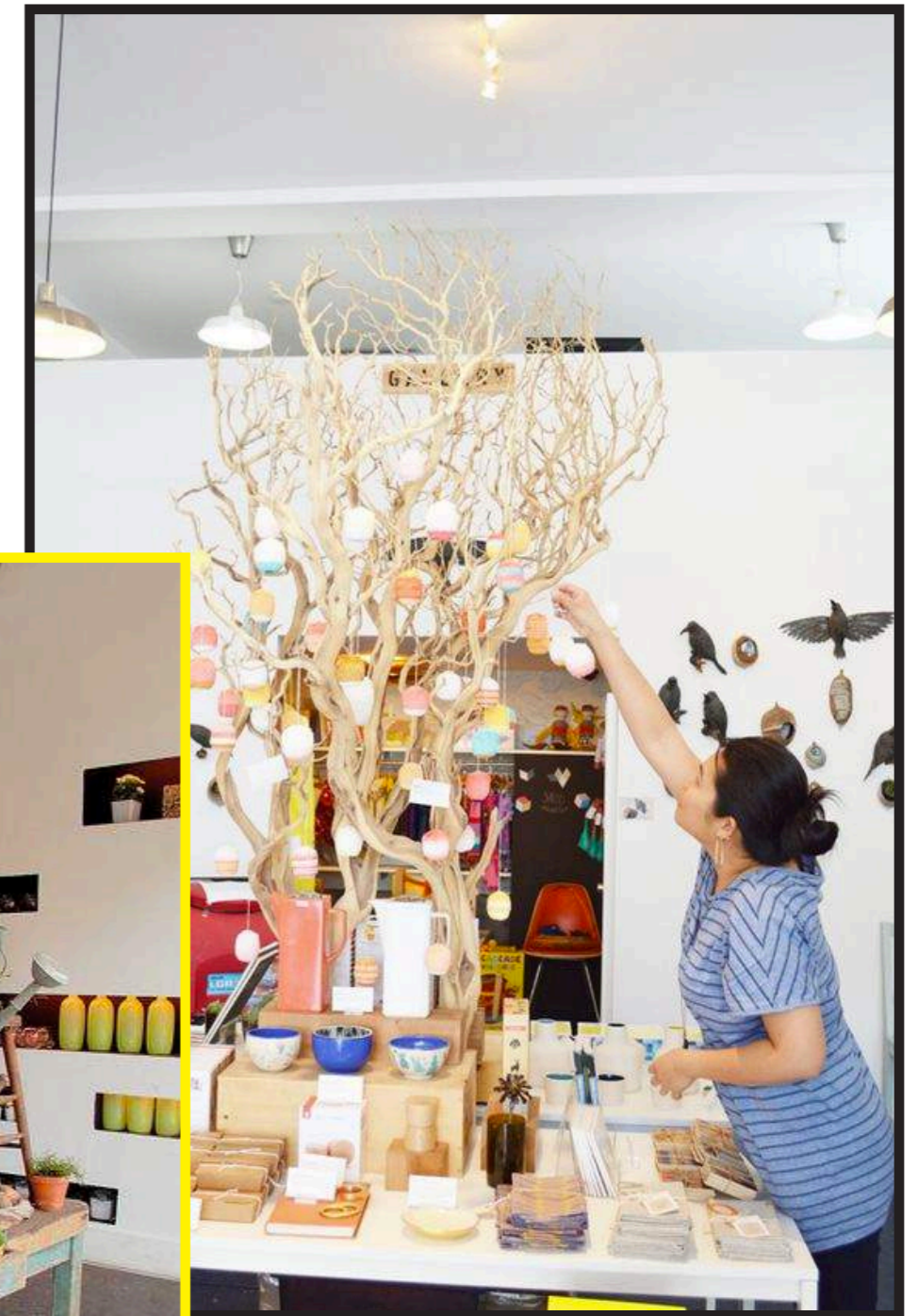
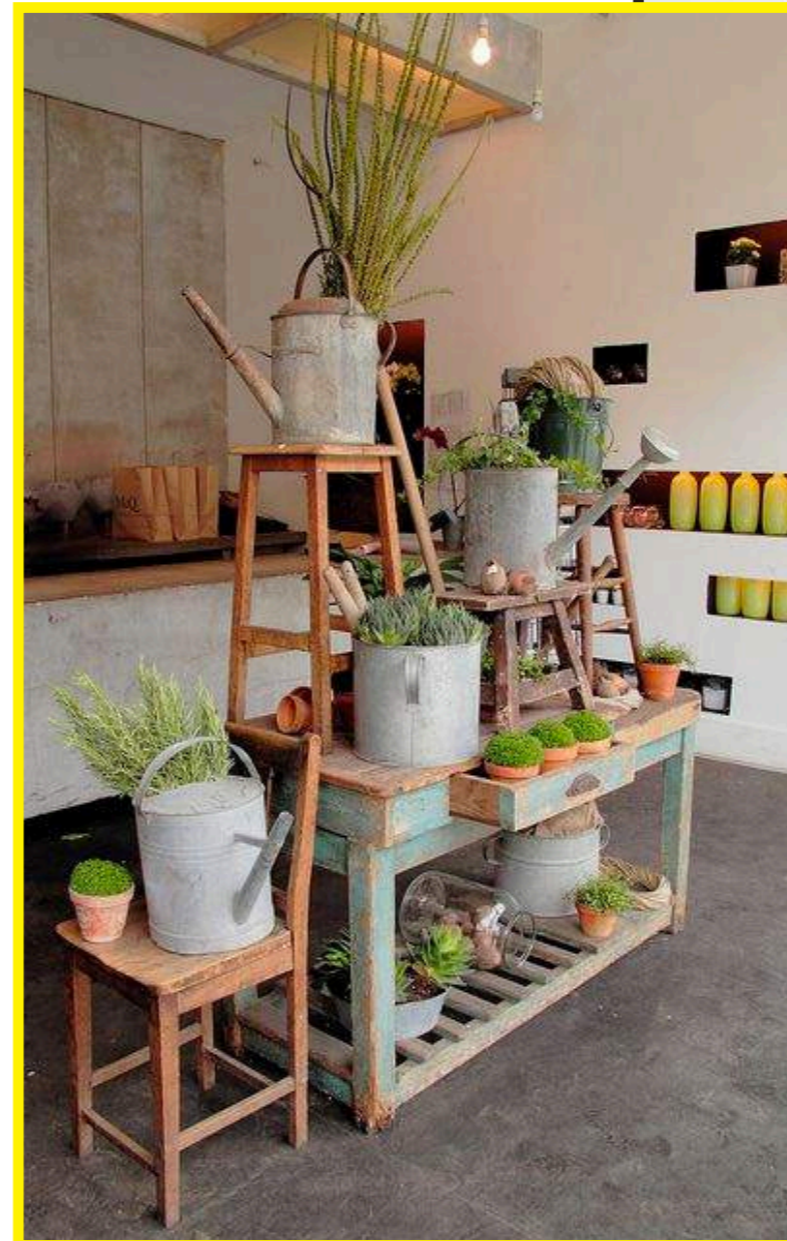
Massively increase display space in multiple ways. Using the Ikea modular box systems will allow storage to become displays, and optimise the floor space. Maintaining out of eye line storage will also keep the area looking tidy.

Making use of different heights and shapes in the space will increase surface area and make more interesting displays where product groups can be more efficiently displayed together.

Duplicating furniture already in the space rather than introducing random new pieces will create a sense of uniformity and prevent the space from looking disjointed and disorganised.



Displaying complimentary product lines together and at different levels



Creating different heights and interesting displays with boxes and structures.

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3. Display Furniture



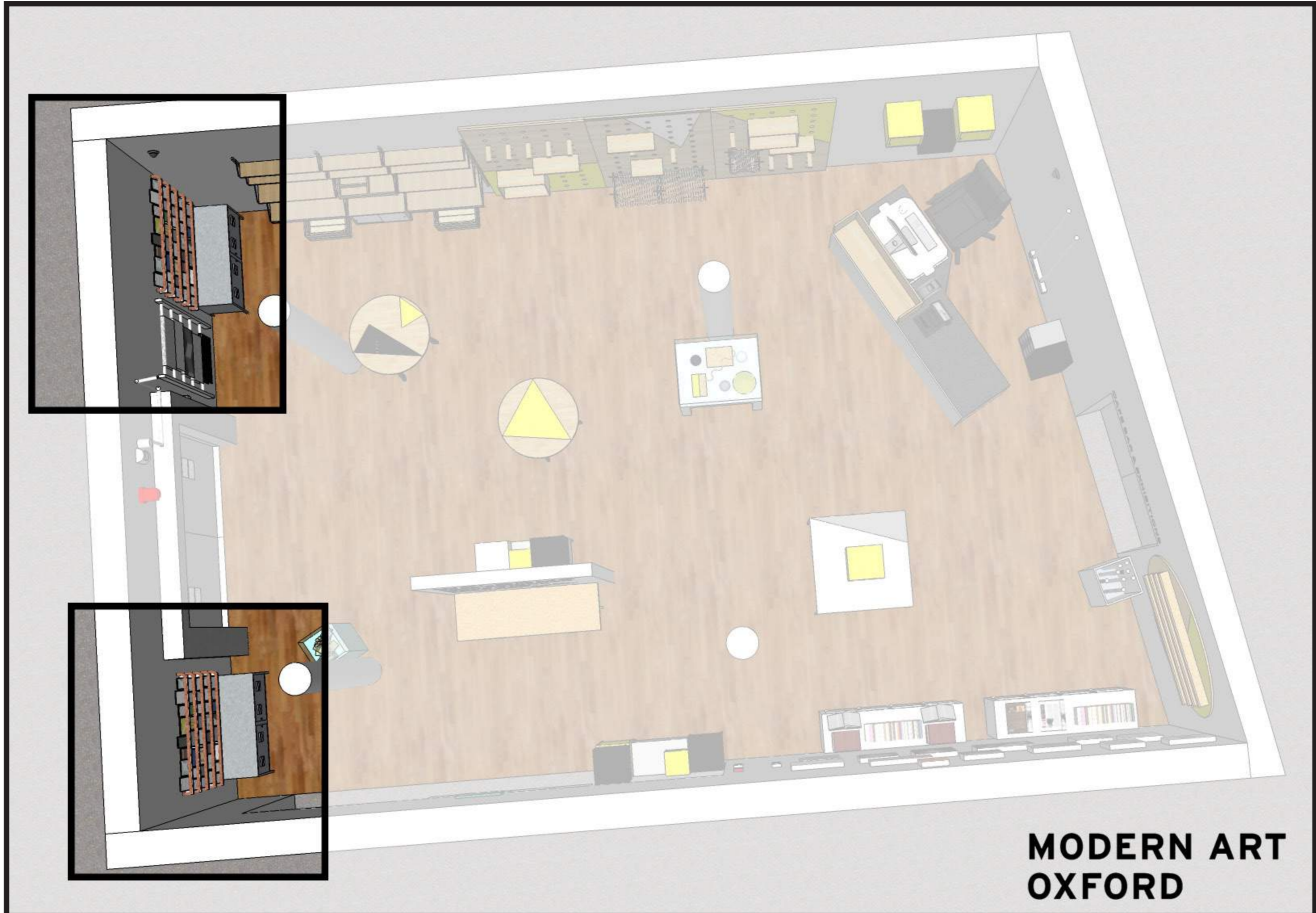
Ikea- Lixhult

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3. Display Furniture



4. Cards and Wrapping



4. Cards and Wrapping

Use the whole of the North side wall (towards project space) for cards and gift wrap, cards are popular lower price point items so they should be kept close to the entrance and maintain in a prominent position.

Gift wrap should be moved higher up (eye line) to increase sales as it used to be popular, but isn't as noticeable in it's current location.

Current card shelves can be reused, but a solution is needed to keep them from falling down as this happens quite often. The shelves themselves should be lowered from their current height to have one less above, and one more below to prevent customers from having to reach for them. Using a metal bar across the centre of the cards would keep them more securely in place. A piece of elastic, or wire would work as a low budget alternative too.

The metal cabinets, already used as storage will fit perfectly beneath the card racks, and can still be used to display home and gift. By mixing areas like this, people may end up purchasing an item that they weren't initially looking for.



Metal bars across the centre of cards will hold them more securely



Wire across the front of the displays is already in use for the leaflets.

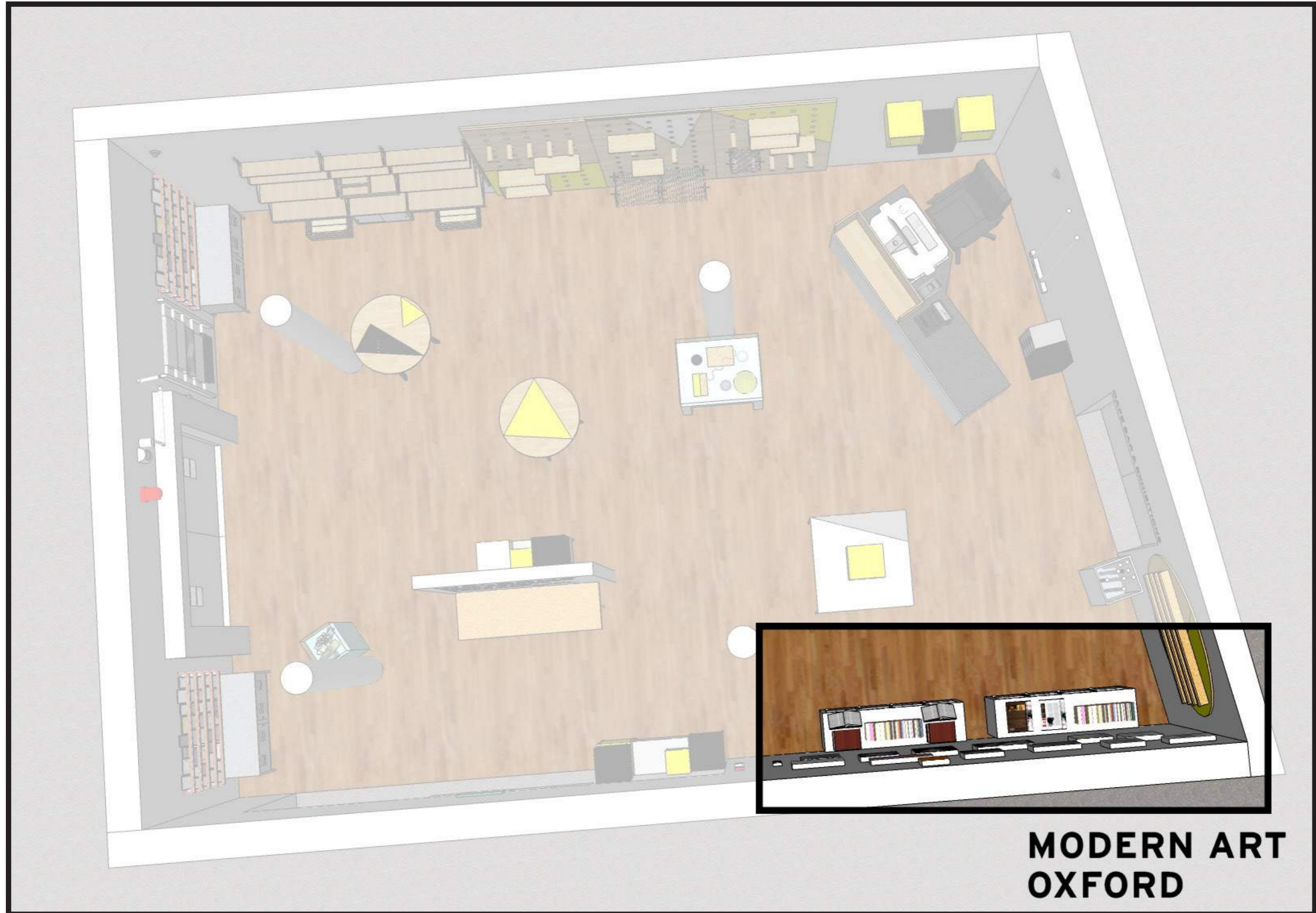
Raising the level of the wrapping paper to eye-line will increase sales.

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4. Cards and Wrapping



5. Editions and Catalogues



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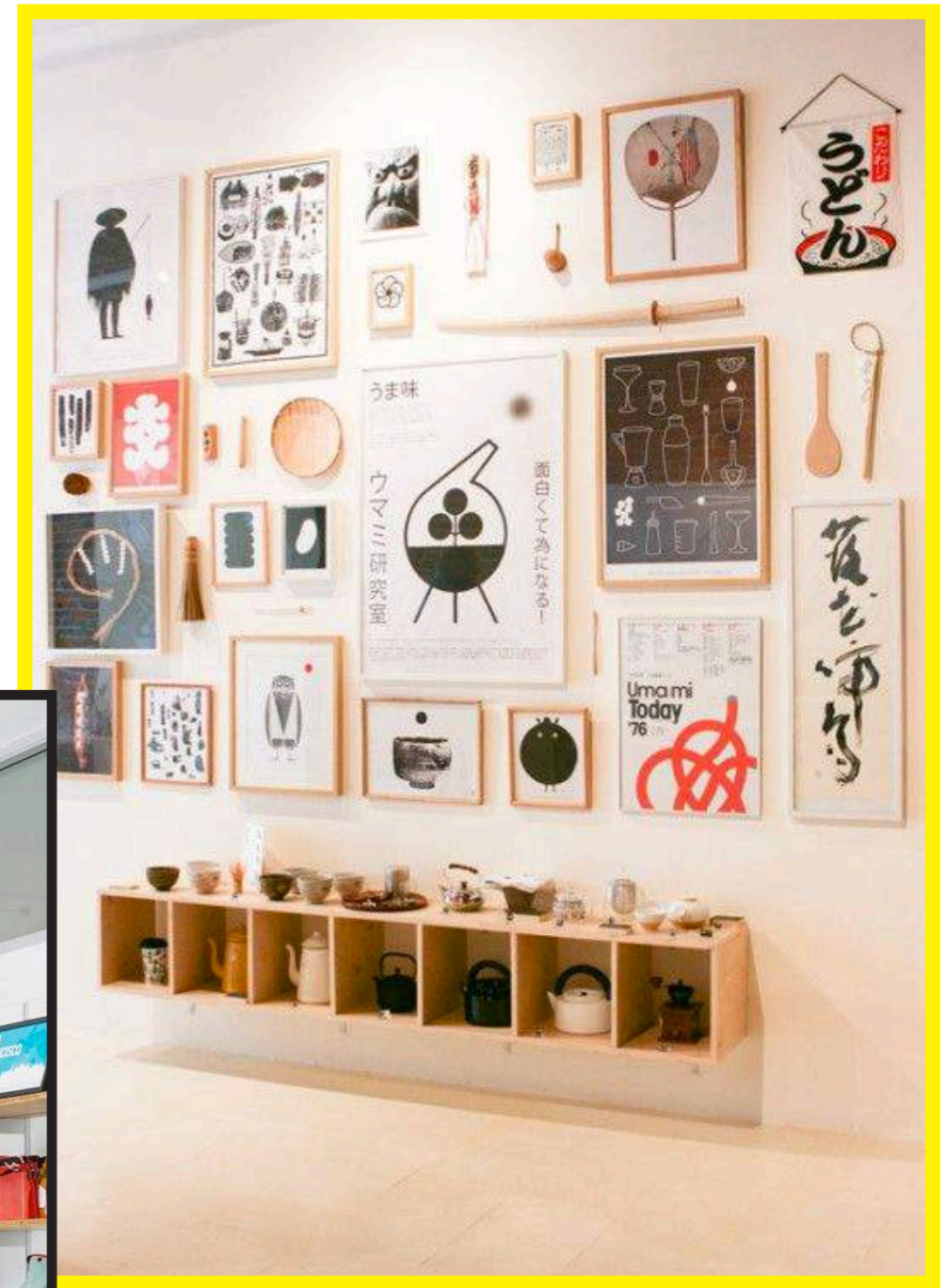
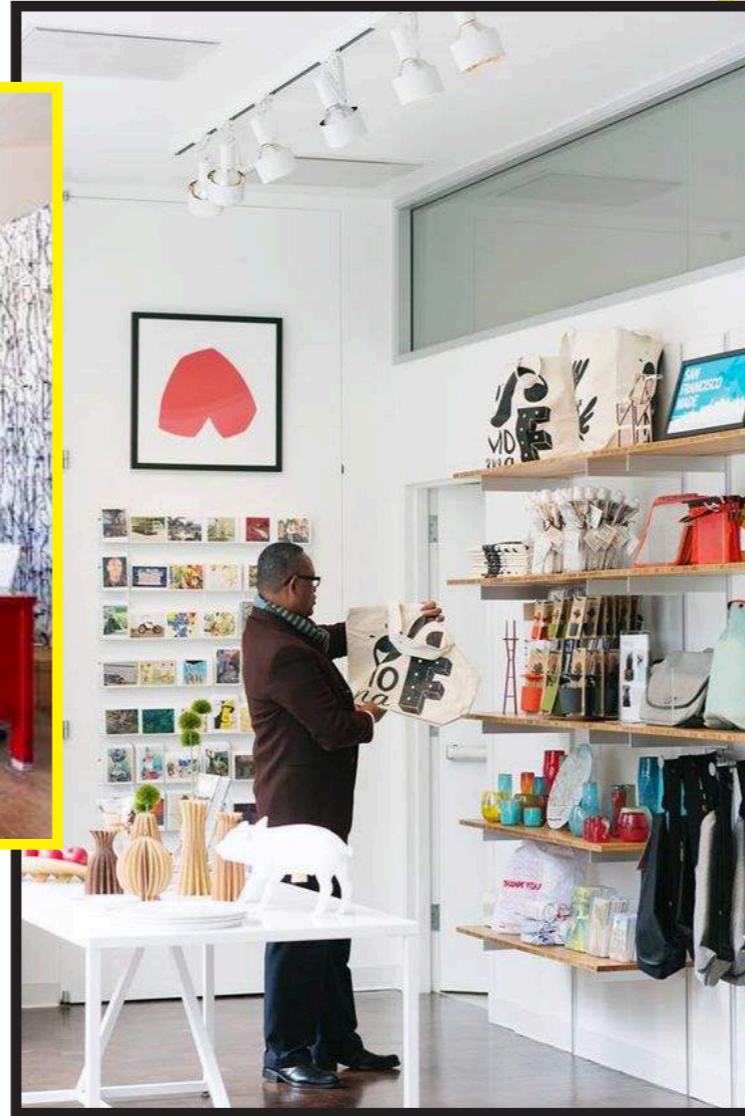
Editions should be moved to have a larger focus. Take advantage of height on the West wall (towards yard) to have all editions on display. Editions don't need to be reached by customers so can be kept high up, leaving space underneath for the catalogues which are currently on the West wall.

Current shelving is clumsy and inefficient for books, the height makes it difficult for customers to access, and dangerous in the likely event of them falling. Using lower shelving such as the Ikea unit already in the space will allow the catalogues to be displayed more efficiently, while providing storage, and being able to be wheeled out of the way in case access is needed to the editions above.

Keep posters and postcards in a close proximity to editions and past catalogues as they will attract the same customer base. These are popular low price level items so they should have a clear position to manipulate sales. Clear labelling and direction to where many of the posters are displayed in the cafe should be clear as seeing the posters in situ will also increase the likelihood of purchase.



Having artworks that customers don't need to reach higher up, allows for space underneath to be used more efficiently.



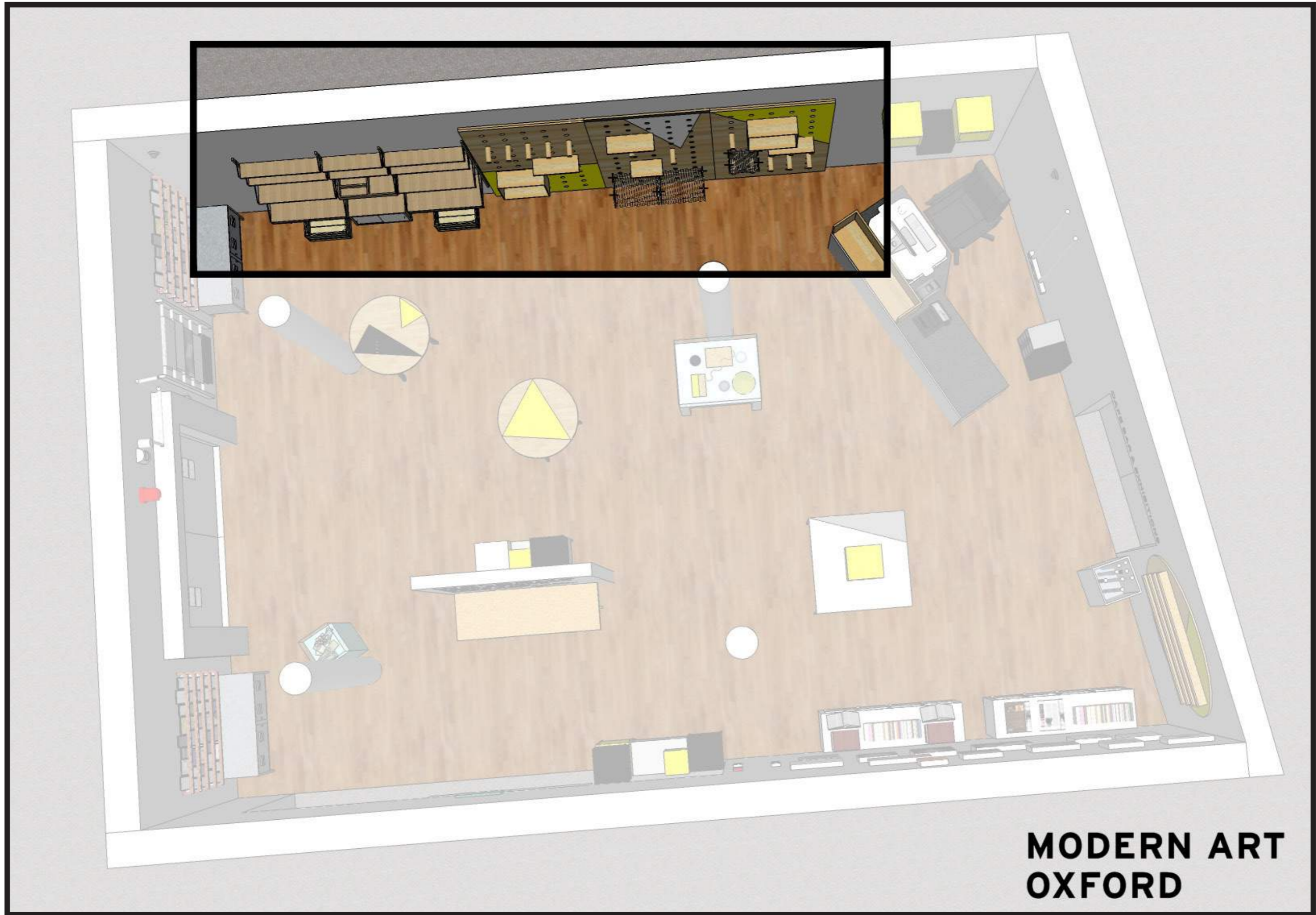
Showing multiple artworks together makes for a more attractive display.

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5. Editions and Catalogues



6. Wall Display



6. Wall Display

Create a more versatile display for home and gift/ Children's by using peg boards on the East wall. It is an efficient use of the space where stock can be strategically placed at different levels. Also as stock changes, the boards will be versatile and easy to change with the needs of the product lines.

Pegboards can be used for shelving, baskets, boxes and hanging to create a unique and hands on display that will encourage people to pick things up. It also makes it practical for all different kinds of product as there is no limit to the way that things can be displayed. By using three panels, themes can be determined around colours and product lines to band things together in a way that will increase sales of multiple items.

Ikea shelving next to the peg boards will allow for a more permanent fixture for larger product lines that don't fit within the workings of peg boards. These particular shelving units work with the aesthetic that we want to portray, and have a selection of different display and storage combinations which will be practical for different product lines.



A combination of display and storage types works for an ever changing product line.



The addition of colour in geometric shapes, works really well to attract the eye and form a coherent look



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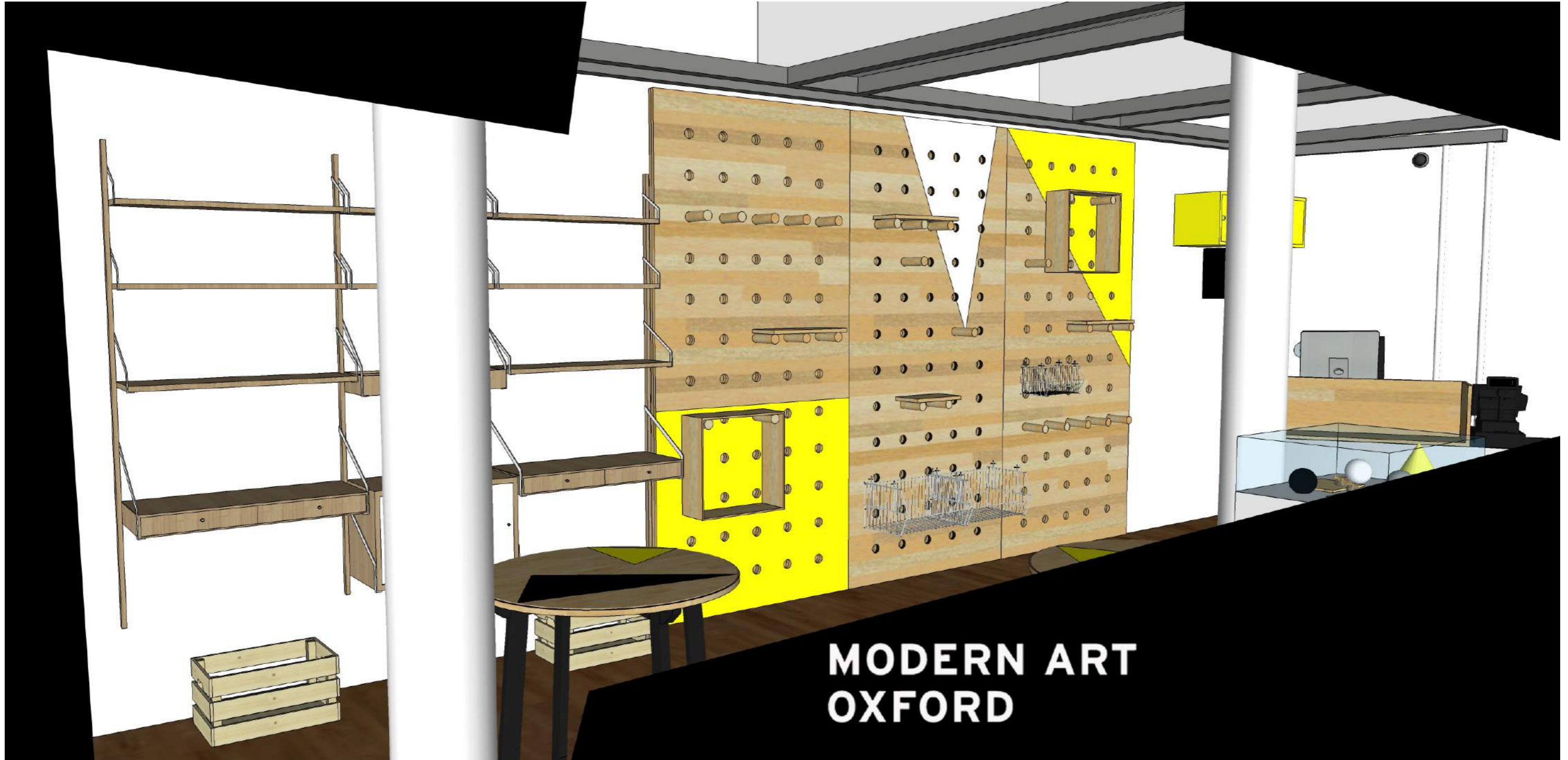
6. Wall Display



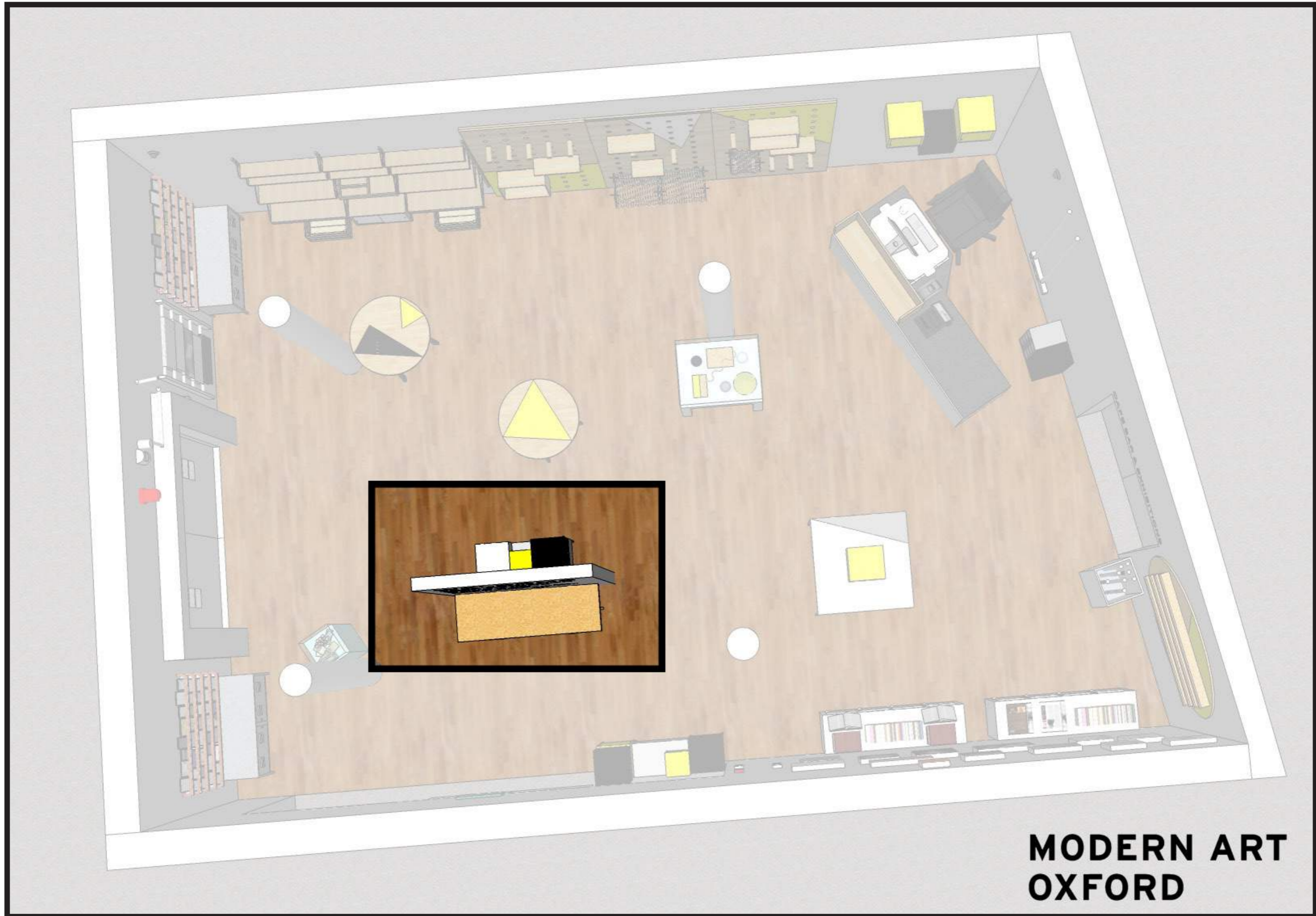
Ikea- Svalnäs

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6. Wall Display



7. Jewellery



7. Jewellery

Improve jewellery display with increased hanging space. Use the back of the temporary wall for hanging to create a feature space. Cork boards and sections of piping/ wood will pull the space together especially if painted to match the space and are easy to get a hold of. The use of sensory objects for display will also attract attention to jewellery which sometimes isn't noticed. The back of this wall will also be in direct eye-line of the new desk space, so theft can be kept to a minimum.

Use the Ikea modular box units underneath as combination height displays with storage. These units will fit flat against the wall so as not to obstruct passage through the shop while providing enough surface area to display any jewellery that can't go on the walls. Small boxes, plinths and jewellery stands in different formations on the top of the units will create interesting displays that will attract custom and optimise space.

More expensive and delicate pieces can make use of showcase cabinets if there is worry of them being broken or stolen.

Hanging features allow jewellery to be seen and accessed easily without getting tangled or lost.



Colourful plinths at different heights are attractive and can show off collections that work well together, encouraging multiple purchases.

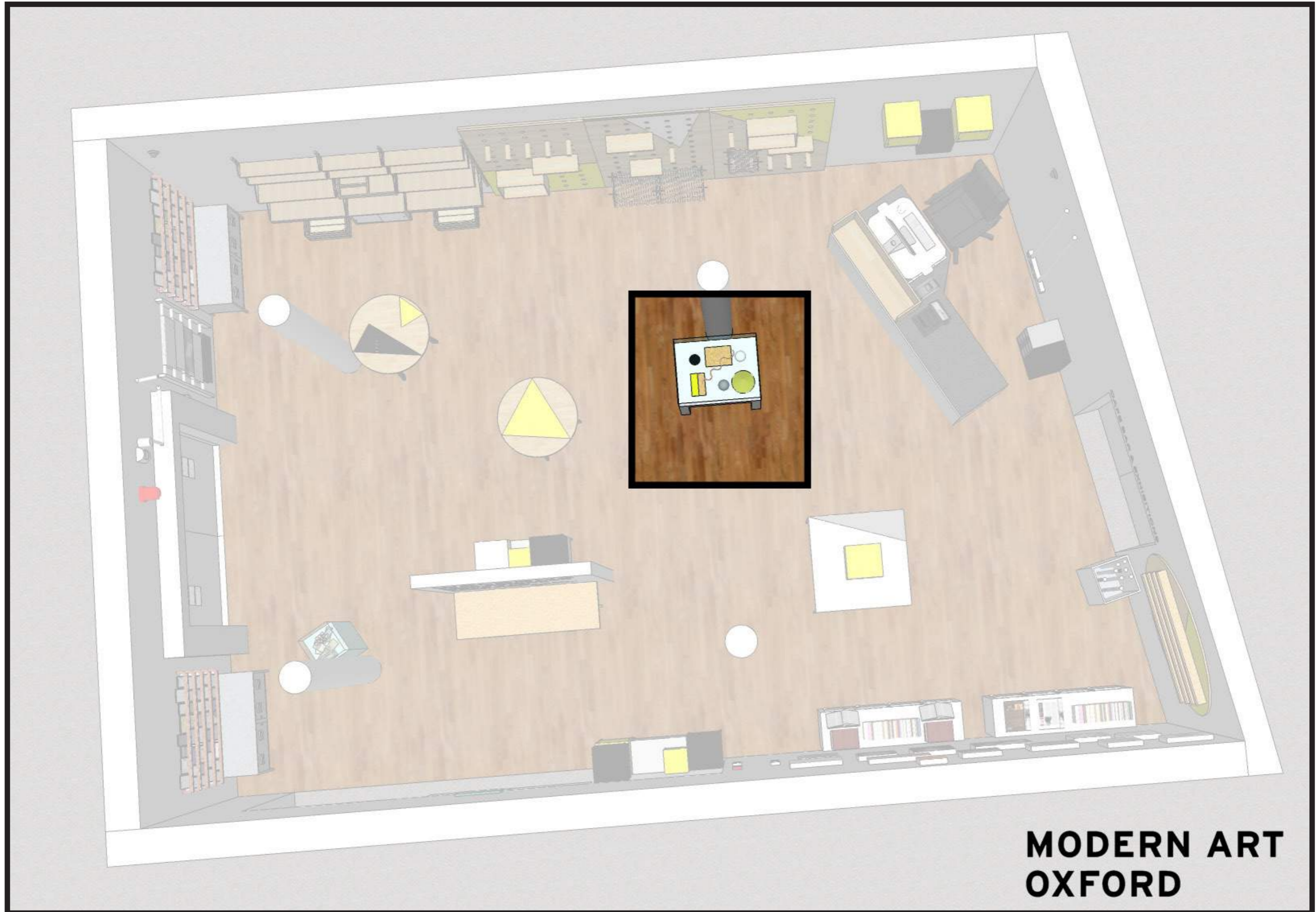


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7. Jewellery



8. Showcase



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8. Showcase

Continue to use the perspex top cabinet for the higher priced and breakable showcase items. Make it obvious that these are unique and exciting products. Improve signage and layout to draw more attention.

Really work to make a feature of the showcase cabinet, show off that this is a showcase! Use cabinet lights and in similar style to the jewellery table, different heights should be created. Use shapes and colour to create an interesting display that can be adapted for different displays. Use MAO colours to keep consistent with the underlying theme.

Displays should focus on accentuating the showcase pieces but also include decoration. Natural and recycled pieces are versatile and easy to get a hold of for this.

Outside of the cabinet, showcase should have a clear section as currently the Aiden China pieces, and Kabuk 'Cases' tend to get lost in with the other stock, and people don't tend to read the information as they don't notice it.



Previous shop image showing MAO colours used as accents for the lockable cabinets.



Cabinets made a feature of to show off the contents and increase sales.



A cabinet display that I previously did using different levels, shapes and natural materials.

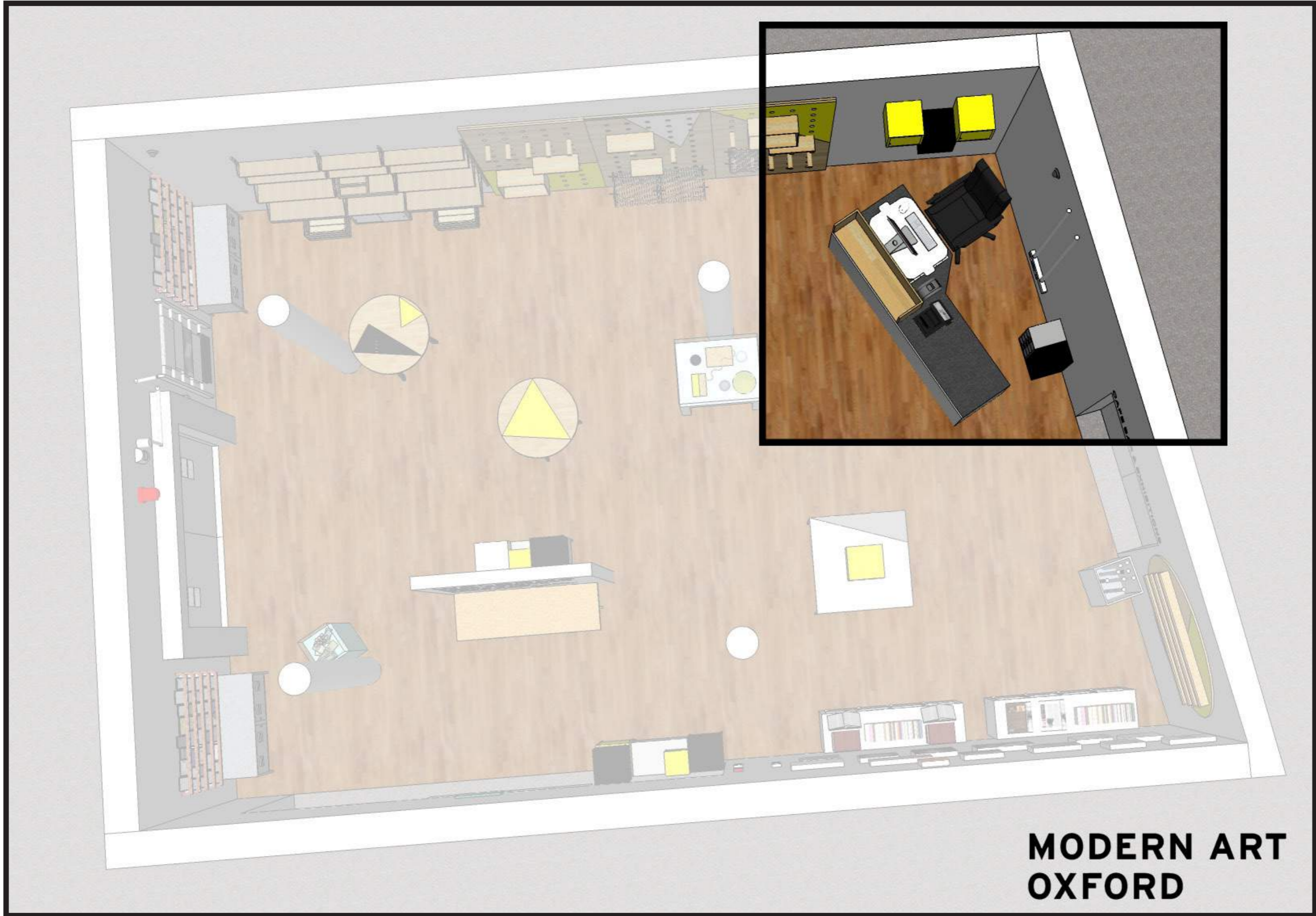
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8. Showcase



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9.Desk



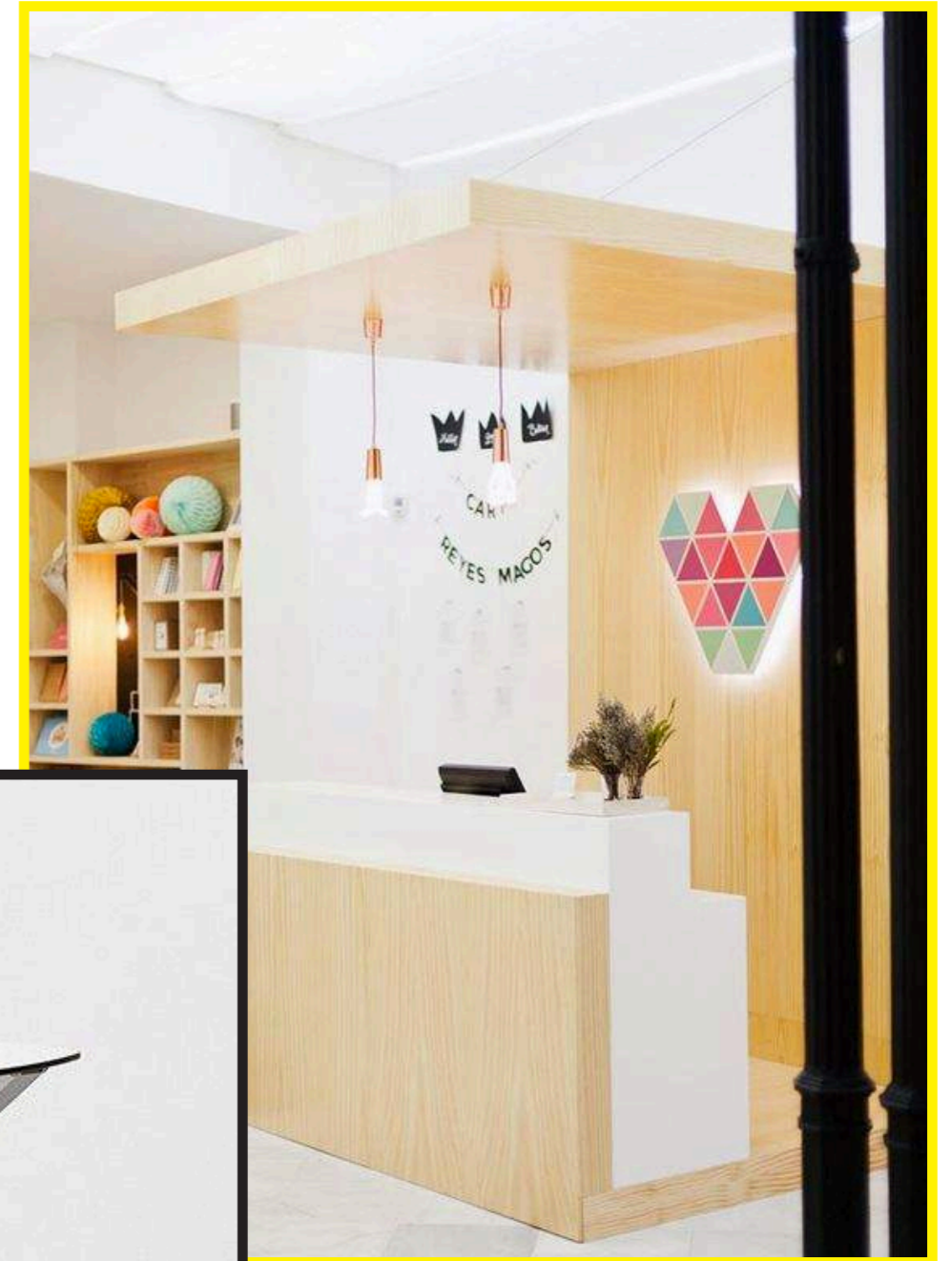
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9.Desk

With the introduction of the false wall in the entrance, it would be impractical to keep the desk where it currently is in terms of being able to observe the shop and customers. Moving the desk to the South East corner of the room would give an overall better view of the space, and be a less threatening position to greet people from. It will also be easier to acknowledge customers coming from the cafe, and make the most of the space on the East wall for shelving.

Currently the height of the computer makes it difficult to see over and can seem impersonal to people trying to talk from the other side. It also makes it difficult to see the doors and greet people/ be aware of customers. The introduction of a standing desk converter would allow the current desk to be kept while allowing the computer to be raised when in constant use and lowered when speaking to a customer. It would also be healthier to have a standing desk option for long days.

As the computer cables, papers, mail and other desk necessities build up, the desk tends to look messy and interferes with the POS items on the front. By building a raised block area in front of the computer, these things would be hidden, and sale of POS items could be improved.



A shelf built up in front of the desk hides unsightly cables from customers



A standing desk converter will make the space more versatile

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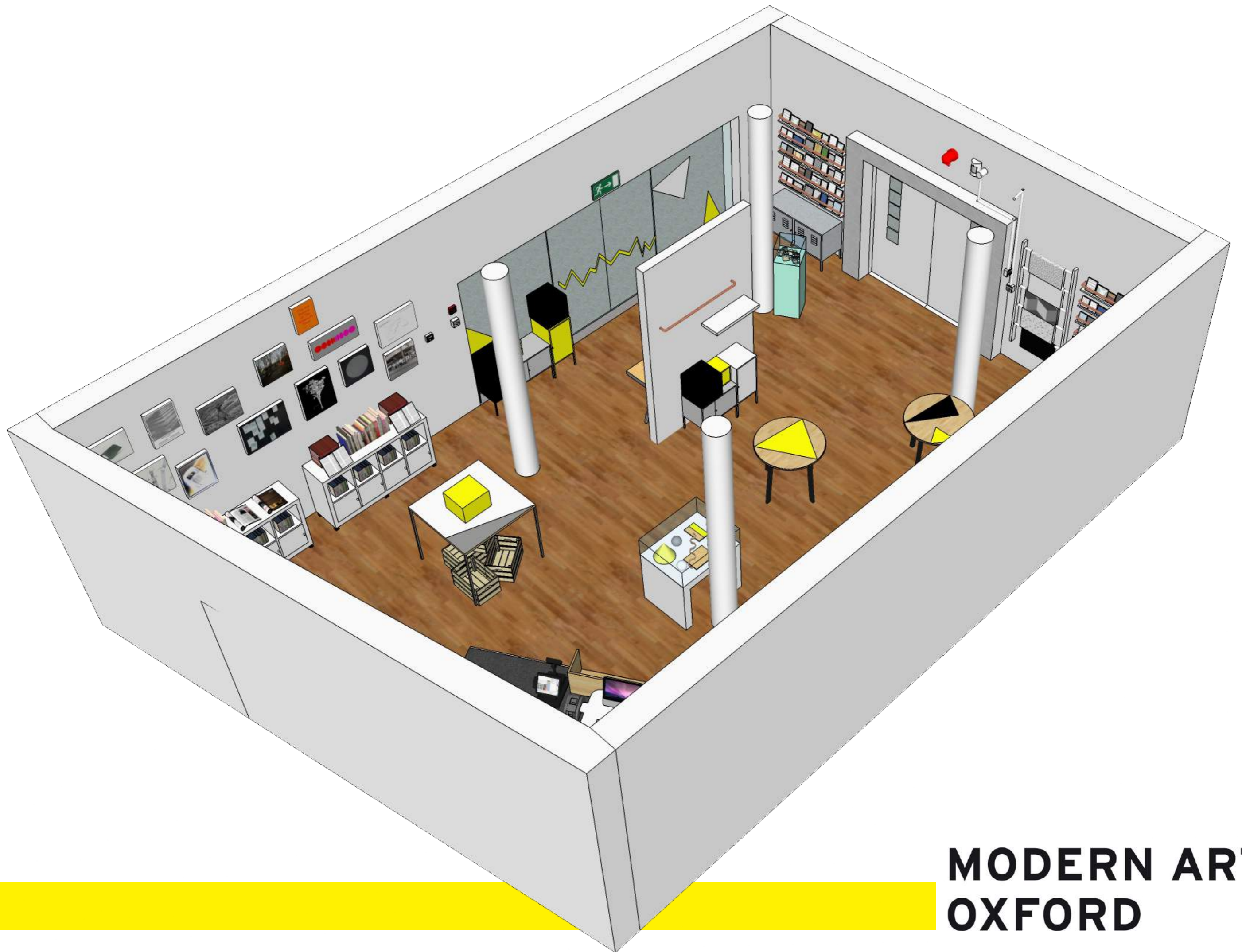
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