

**2014 PAVE Student Design Competition
STORE DESIGN CATEGORY
Sponsored by:**



**STORE DESIGN CHALLENGE
Creation of the New REI Store experience - Washington DC Flagship**

Create a new store experience for our current customer base while trying to attract active outdoor millennials. This concept should focus on a Flagship in the Washington DC market. Location is downtown in a historically significant building. 50,000 square feet. 75% selling, 25% back of house (bathrooms, offices, warehouse). It's a single level space, 20 ft. ceilings. *Reference drawings in REI Creative Standards Booklet.*

Emphasis on creating "shops" with an overall market like feel. (e.g., Eataly, Wholefoods, Melrose Market, Chelsea Market). It should feel bountiful but organized. High capacity areas along with more display type moments that tell stories. The shops and experience should be inspirational and evoke qualities of the outdoors. Each shop to focus on product as much as possible. The architecture should not compete with the product but provide the best canvas possible to sell the products.

Shops to include: Bike, Camp, Water, Climb, Ski, Footwear, Fitness, Men's and Women's Apparel, Outdoorwear (technical outdoor jackets). **Shops of the most importance in order are:** Camp, Bike, Water, Ski, Fitness, Footwear, Climb, Outdoorwear, and Men's and Women's apparel.

Concept should also include bike and ski shop services called the garage. The garage is a full service bike and ski repair shop. This should be located in the front of store and connected to the bike shop. Footwear department must be adjacent to a warehouse.

Concept should include a "commons area". Commons is where customers can relax, meet, read and connect to the local activities of the DC market. The commons area is secondary in importance to the shops within this store.

Store should include elements of the local community and market throughout the space.

How do we engage and activate the community throughout our store and in this space?

What design elements can be specific or local to this Washington, DC flagship? How do we connect to the outdoors in the space?

Concept to include multiple checkouts. Main checkout to have 4-5 registers. Mobile check-out stands dispersed within each department. REI Adventures and Outdoor programs can be showcased as inspiration in each shop throughout the store. Local outdoor programs should also be communicated.

Technology innovation should add value to the customer experience but not detract. How can we leverage the customer's own smart phone? Does the technology solution help them check out, lookup products or educate them in any way?

PRESENTATION REQUIREMENTS AND FORMAT

- Each entry should be submitted in an **8-1/2 x 11 or 8-1/2 x 14 inch bound booklet**, not to exceed 12 pages (cover page is not included in the page count).
- The design may be hand-drawn, rendered, photographic, and/or computer-generated.
- Students also must submit a copy of their design in PDF format entry on a CD. A PDF version of the booklet is also required.
- The submission should address the general requirements above at a scale and composition determined by the student. A written concept statement limited to two paragraphs must highlight the unique fixture design, the rationale for design decisions, material selections, and the demographic for whom the design was made.

GENERAL INFORMATION AND ENTRY REQUIREMENTS

- This competition is open to undergraduate college students only.
- Students may only enter ONE category; either the visual merchandising category or the store design category.
- The student's name and school name is not to be visible anywhere on the presentation pages or cover.
- Each entry must include a printed entry form and disclaimer clipped to the back of the entry.
- Each entrant must complete and submit an online copy of the entry form as well.
- Students must also submit a copy of their entry on a CD or DVD in a PDF format with the entry. Please make sure to label the CD or DVD.
- Students are advised to keep a copy of their entries, as entries will not be returned.
- All questions should be directed to pave@paveinfo.org

Entries must be received by 5:00 p.m. Pacific time on Wednesday, Oct. 29, 2014.

Send Entries to:

REI
PAVE Entries Attn: Elizabeth Dowd
6750 S. 228th Street
Kent, WA 98032