



EAT, SLEEP, BATH, COOK AND LIVE

The Managing Director of @home is to give a presentation to the board of directors of Foschini Limited, revealing the **store of the future**.

Everything was on track until the new store design was rejected and the services of the current design team responsible were terminated!

Without this concept the new store, due to open soon, will be delayed.

The @home management now urgently require a new concept for how the **@home store will look in the next 3 to 5 years**.

Can you help?

This new store concept needs to be an **exciting evolution** of the existing retail environment.

@home is an upmarket brand. It needs to appeal to an upmarket customer – a customer who wants to feel inspired to update their home with the latest trends in homeware.

These mid to high income earners are **discerning** about their purchases, wanting quality and an environment that excites them. They need to feel **engaged and relaxed to shop**.

Remember, homeware is not usually considered a '**necessity**' item but rather a '**luxury**'.

The new store concept must **take customers on a journey** through the store. From an attractive shopfront to an inviting threshold and once across the threshold, it must **entice customers to browse** through all areas of the store before finally making a **comfortable and memorable purchase** and exiting.

COMPETITION BRIEF

- @home is positioned as the **leader** in contemporary homeware – your “store of the future” should reflect this
- The store should represent a **contemporary** environment
- The concept needs to **hero product** above all else
- Shopfronts need to **announce** the brand, **attract** and excite
- Entrance is to be open, **inviting** and encourage entry to the store
- Display windows are required to **promote** exciting new products
- Departmental **focal points** need to be addressed in order to assist with orientation
- Identify and design the required **interaction points** of your store – i.e. point-of-sale / till points / wrap and bridal registry
- Your concept and design are to suit a store premises of:
 - **20m wide by 10m deep with a 5m height**
 - Height is from floor to underside-slab, per drawing provided
 - Services to be accommodated within the given height
- Provide design solutions for the following:
 - DISPLAY WINDOWS
 - HOMEWARE i.e.
 - SOFTS (e.g. bathroom textiles, bedroom textiles, cushions, curtains)
 - TABLE-TOP & KITCHEN (e.g. all kitchenware, appliances, cutlery, crockery, glassware)
 - GIFTING (e.g. vases, candles, picture-frames, decoration)
 - ART & MIRRORS
 - CLOCKS
 - RUGS
 - LIGHTING (e.g. table, bedside, pendants and floor standing fittings)
 - COFFEE APPLIANCES
 - INTERACTIVE AREAS (e.g. point-of-sale, till points, wrap and bridal registry)

Note

No BACK OF HOUSE (e.g. stock room, staff room, offices) to be provided for

PROJECT GUIDELINES

- This energetic brand is built on 5 pillars:
Eat, Sleep, Bath, Cook and Live
- Design to retain the current brand personality and its 5 pillars
- The @home logo is to remain in its current form
- The store concept is to be adaptable to mall and strip mall locations
- Creativity will be rewarded

PROJECT TIPS

- @home stores are not a collection of individual elements, but rather a sum of all the parts
- The store is to be modular in its design resolution, in order to provide flexibility and to keep costs down
- Create a “store of the future” where technology and green sustainable initiatives are embraced and live comfortably side by side
- Allow your concept to embrace the seasons: stores reflect the time of year and product changes accordingly
- Be as bold with the design concept and as creative with PG Bison products as you like

YOUR SUBMISSION

You are to provide the following:

- 3 x A 2 laminated sheets to best convey your concept, to include the following:
 - 1 x Plan
 - 1 x Section
 - Any other drawings you may require to best get your ideas across

A short description is to be included on one of the above sheets, to best explain your design solution.

Please include a CD with both high and low resolution JPG files for each submission.

Ensure that the actual design process is visible, well laid out and logically presented.

Entrants must clearly mark their submissions with the following details on the reverse side:

- Student's first name and surname
- Name of the institution
- Department of Architecture or Department of Interior Design
- Lecturer's name
- Contact telephone number of the institution
- Contact telephone number of the lecturer

SUBMISSION DEADLINE: 13 August 2010

PRIZES

1st Prize*

- A trip for the winning student, accompanied by the student's lecturer, to the:
2011 MILAN FURNITURE FAIR
(Valued at R40 000 per person, it includes return air tickets, accommodation, entry to the show and contribution to daily expenses.)
- An **@home gift card** for homeware & furniture valued at R15 000

Merit Award*

- An all-expenses-paid trip to the:
2011 DESIGN INDABA, Cape Town
(Valued at R12 000, it includes return air ticket, accommodation, car hire, entry to the show and contribution to daily expenses.)
- An **@home gift card** for homeware & furniture valued at R8 000

3rd Prize*

- A **R7 000** cash prize
- An **@home gift card** for homeware & furniture valued at R6 000

- The **7 non-winning finalists** will each receive an **@home gift card** for homeware & furniture valued at **R3 000**
- In addition to the above prizes, should **@home use any element** of any submission in the future design of any store or in any other aspect of the business, the student(s) concerned would each receive **@home gift card** for homeware & furniture valued at R2 000

*No prizes are exchangeable for cash. Terms and Conditions apply.

COMPETITION RULES

- This competition is open to all interior design and architectural students studying at a Technology institution or University or other academic educational institute involved in a programme of learning for design and architecture.
- Any interior design and architectural student who enters the competition shall declare to their academic institution any relationship, whether direct or indirect and whether this relationship be personal or business related, with and/or to Foschini and/or PG Bison, their shareholders, directors, employees, suppliers, agents and consultants, as well as the family members, life partners, consultants, directors, associates and trading partners of such organisations and persons, that may be seen to prejudice the integrity of the competition, the name and reputation of Foschini and/or PG Bison. In the event of non-disclosure of such a relationship and the subsequent revelation thereof, the entrant shall not be entitled to receive any prize.
- Should the law or any authority terminate this competition, no notice of termination shall be required. In such event, all participants waive any rights and acknowledge that they shall have no claim, of any nature whatsoever against Foschini and/or PG Bison, its directors, agents or employees as a result of the termination.
- Each institution is permitted to submit their top 3 entries from each department for final judging.
- The top ten finalists will be required to present their entry to @home / Foschini Group, PG Bison and the judging panel on the morning of the 7th October 2010. This is an opportunity for the panel to engage with the students to find out more about the design that has been presented and **this does not affect the judges' final decision.**
- Finalists will be notified in August / September 2010 by a designated party of PG Bison.
- Please do not call @home and/or PG Bison to find out about the status of your submission.
- The decision of the judges as to the winners is final and there will be no correspondence entered into.

- The student's submission will not be returned to the owner and will become the property of Foschini Retail Group (Pty) Limited and the PG Bison 1.618 Competition and Awards. Foschini Retail Group (Pty) Limited and the PG Bison 1.618 Competition and Awards reserve the right to utilize the entire submission and/or any element thereof.
- The student agrees that any confidential material, disclosed to him/her, is confidential and may not be used or disclosed to any third party (whether during the course of and/or after the termination of this Competition) for any reason whatsoever. With regard to @home confidential material and/or information, the student agrees to exercise no lesser security measures and degree of care than those which they would apply to their own confidential information.
- Prizes are not transferable or exchangeable for cash or otherwise.
- Foschini and PG Bison or their directors, agents or employees shall not be liable for any direct or indirect loss or damage arising from the participants' or winners' participation in this competition or for any loss or damage, howsoever arising.

CONTACT INFORMATION

Should you have any queries regarding the PG Bison 1.sixoneeight competition brief for 2010, please email info@1sixoneeight.co.za or alternatively contact the competition office on (011) 646 1675 or 073 257 8178.

www.1sixoneeight.co.za