



NIKE SHOE BOX

SESSION 10

ACTIVITY SHEET

PROJECT SUMMARY

Teams are to complete the design of a new Nike store renovation inside of a large mall. Please see overall building plan to locate the store. Each team is encouraged to spend several minutes to discuss overall branding and concept strategy. What should be the highlight of the store? What materials will create a good experience? How much furniture should there be in the store? What kinds of furniture will work best? How will the store look from the inside versus the outside? Will the ceiling be exposed? How does signage and branding play in this space?

Mentors and students may look at precedents of existing Nike stores to gather ideas. All decisions should center around and be informed by the branding and concept, so the final product has cohesion. Once the team has a concrete idea of direction, students may divide up and start building the store!

MATERIALS

- Nike shoe box
- Printed furniture cut-outs
- Graph/colored papers, pencils, markers, colored pencils
- Scissors, glue, tape
- Material samples

DELIVERABLES

- Include scaled furniture. All furniture must be glued down or secured.
- Floor, ceiling, and wall finish materials should be clearly expressed, whether by drawing or other means.
- Include one scale figure.
- Store must have, at a minimum, display shelves, a checkout counter, seating, and mirrors for fitting.
- Any interior walls, ceiling or floor height changes should be modeled.

DESIGN MUST ADHERE TO THE FOLLOWING

- No materials outside of those provided may be included in the design or construction of the Shoe Box.
- As part of their branding strategy, Nike has requested that their logo be included at least TWICE within the store. This can be on any surface, in any manner the designers see fit, but they must be prominent!
- The ceiling must exhibit at least one height change.



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