



IDEA STORE

WORKSHOP INTERDISCIPLINARE - INTERNI & PRODOTTO@POLIMI

FRANCESCA MURIALDO

*Choose Love

IDEA STORE/INTRO

The change in the significance of goods is a process that, ever since the end of the Industrial Revolution, has triggered far-reaching changes in society as the term has lost any meaning in relation to its purely functional character and increasingly come to represent symbolic and cultural contents.

Idea Store investigates future retail spaces as complex places combining many aspects that go beyond the spatial and functional to include the physical, social, cultural, and economic.

The Practice of Consumption explores what seems today to be one of the distinctive features we can use to describe the social, political and economic phenomenologies which, for better or worse, influence our lives.

Spaces for Goods are experimental and experiential, merging with public spaces, cultural and leisure spaces, exploring the possible relationship between public and business, public and public, product and public: spaces integrating a multitude of spatial and functional aspects in a complex network, crossed by systems of physical, social, cultural and economic.

The Idea Store is a metaphorical realm where products are becoming a system of values, expressions of how we live and imagine our lives, indicators of social and political choices and actions on the world, both **activator** and **facilitator**.

Carnaby Street, London, May 2020



THIS
SHOP
ROCKS

La merce si moltiplica per scomparire, il consumatore si trasforma in utente e detta le sue regole, la tipologia si dissolve e lo spazio del commercio si trasforma in territori simbolici e metaforici

Goods multiply to the point of disappearing. Consumers become users and dictate the rules. Types clear away and the spaces of commerce turn into symbolic, metaphorical realms

RETAIL(E)SCAPE



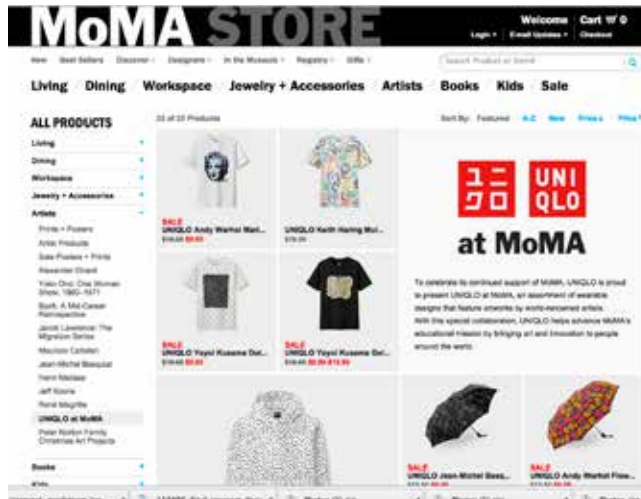
The definition of **Spaces for Goods** tries to get rid of the spatial classifications, in the belief that places to buy and exchange goods have changed so radically to deserve a new definition.

Their continuous transformation is moving toward a complete typology disappearance, melting the different formats and concepts: they become specialized, sophisticated places, crucial hubs mixed with entertainment and culture and socializing cluster.

With societal, economic and technology new issues it is not difficult to see the impact on the way we think and design spaces for goods.

Goods have ever-less material qualities and ever-more intangible values, retail spaces are merging into everything else (and the other way around) and, more importantly, we are modifying our behaviours in such a way that everything will never be the same again.

The way we consume, our buying behaviours and consumption patterns, is one of the most distinctive aspects able to describe how we engage with the world around us. Retail, the mechanisms able to provides us with goods and services, is a **fluid network** able to merge with politics, education and culture. Its ability to be ubiquitous goes with the opportunity to raise and support tackling important contemporary issues as climate change, sustainability and social justice.



Retail has the ability – more than other sectors – to respond timely to shifting socio-economic conditions and to be more **experimental and innovative**.

As consumers, we engage with consumption habits and we have the opportunity to take a stand and to question the very nature of the consumer culture.

There is a huge shift in what retail is and on the role it plays. This is due to many different reasons – new possibilities and new challenges are offered by and in an ever-changing context.

The means retail uses to reach the consumer today – and even more will be in the future - are many, different and multi-layered. The word multi-channel is usually employed to accent the different ways through which retail operates: virtual and physical stores but also across the board strategies as collaboration with education, cultural and health and care institutions.



IDEA STORE/INTRO



London Regent Street, May 2020.
London Mayfair, May 2020.

The circumstances we have witnessed in the last few months have accelerated some processes that were already present before the Pandemic hit the globe.

Research on the actual and future spaces for goods follows two parallel tracks,

- *the discipline which interprets design and its component elements
- *the cultural models that produce these elements and needs.

The meaning and scope of retail is as vast as it is vague: deals with places and method of production, with human rights by protecting workers, with sustainability by using recycled-recyclable materials and by discouraging waste, with consumer's behaviours by integrating new experiences, with politics by supporting campaigns, with consumption habits redesigning the offer. Not only reflects not only habits and forms of contemporary societies, but also constitute an experimental ground that allows more innovation and experimentation than other fields.



V&A Museum Shop, London

The contemporary sales space is a place, which integrates a multitude of spatial and functional aspects in a complex network, crossed by systems of physical, social, cultural and economic relations that determine its character and specificity.

A dramatic change is obviously underway in terms of companies, customer needs, types of goods and design tools. Stores today are no longer the point of arrival of a production process. Instead, they are its core; an interface that translates and represents the needs of the two primary players – the companies and consumers – creating an ever shifting landscape.

The radical change of the retail ingredients that faced the disappearance of the goods, the target and the typology, together with the renovated interest for the commercial spaces enhance the exploration of new challenges for retail design.

WHAT IS AN IDEA STORE?

Retail's accelerated changes in consumer behaviour present opportunities

empty commercial spaces
[with increased attention on the issue of local relevance, these stores can return to playing a central role]

alignment with social and environmental causes
[targets and expectations of consumers by re-purposing and re-energizing the spaces around us]

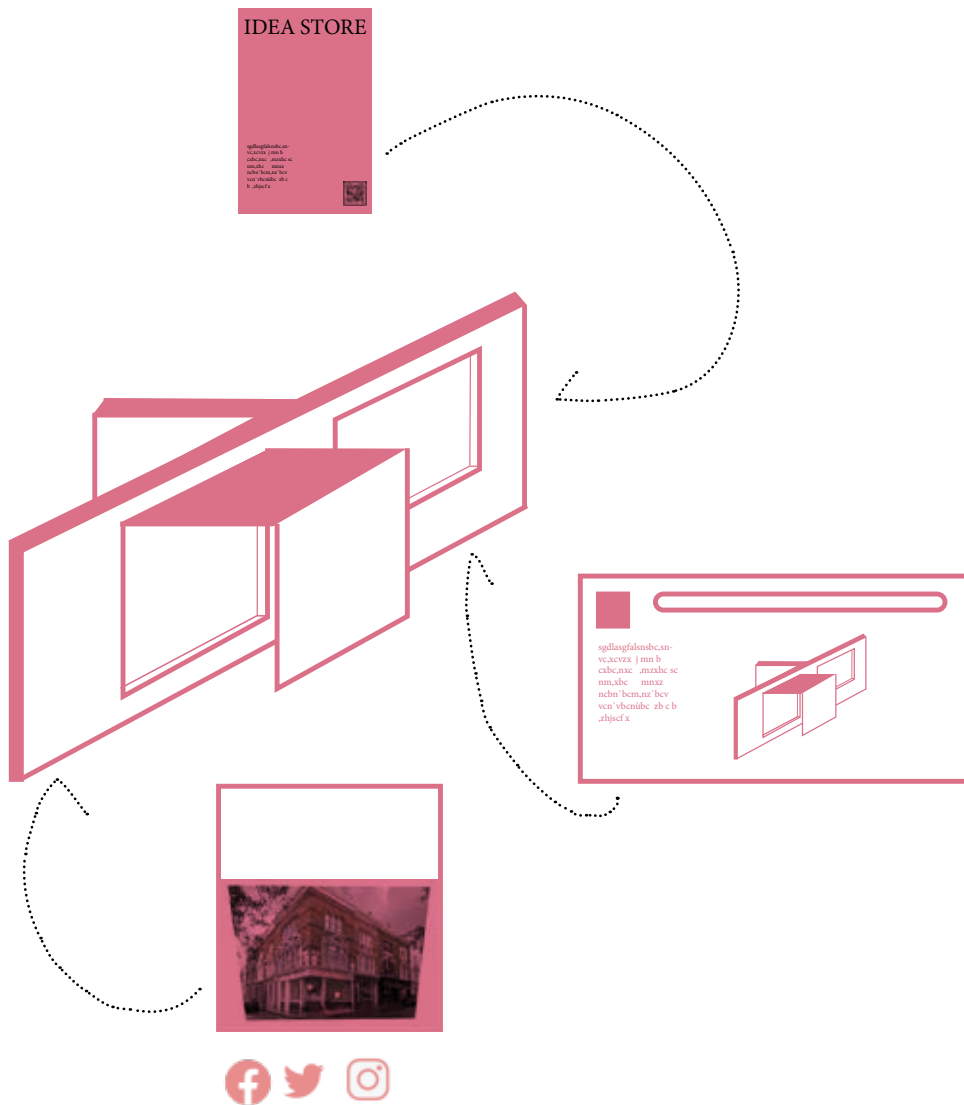
IDEA STORE

Relocalisation
[Adaptive infrastructures]

support for new ideas/
new start ups
[ecosystem of live, work and play. retail, gym, workplace, gallery space
different uses at different times of day
not as static and singularly purposed but in constant motion and function.]

authenticity
[New business & New behaviours
rethink the in-store experience?
What are the challenges of adapting to a customer base that is swapping urban centres for more local and digital shopping experiences?
incubator-style pop-ups
smarter retail spaces]

cause for support/
activism
[transforming stores to create community-centric space]



WHAT ARE YOU GOING TO WORK ON?

You will design a new concept of 'cause for support' shop - your IDEA STORE

Retail plays different roles and can be described as activator and facilitator. Supports small business, offers opportunity for big brands to act ethically, and acts as a platform to pass political messages. Second hand and Charity shops are a well-established typology that in the last few years has increased in clients' attention, becoming a sustainable alternative to wasteful consumerism and an active way to support charitable causes, producing interesting spaces.

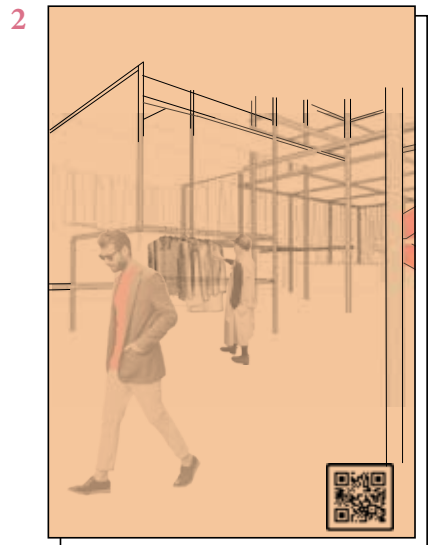
You will:

- *identify a charity (see the list!)
- *come up with your IDEA - what will it sell?
- *find a location - an empty shop
- *design the furnising device that will be spatial and digital
(see some examples of the spatial one in the [IdeaStore/Pinterest board](#))
- *launch your campaign - digital and on a shop window (of a shop you will find).

WHAT WILL YOU BE WORKING ON



1. MOCK UP WEBSITE/ PROJECT PORTFOLIO
 this includes
 *given brief
 *research
 *your brief interpretation (ideas!)
 *process - initial sketched and development
 *design proposal (3d visuals and construction dwgs¹)
 *giff
 *campaign
 format A4 portrait, facing pages, spread, pdf



2. CAMPAIGN POSTER
 this includes
 a qr code to connect to the mock up web site



3. CAMPAIGN LAUNCH
 this includes
 social media coverage
 banners and campaign) and pictures of poster on your choose shop space

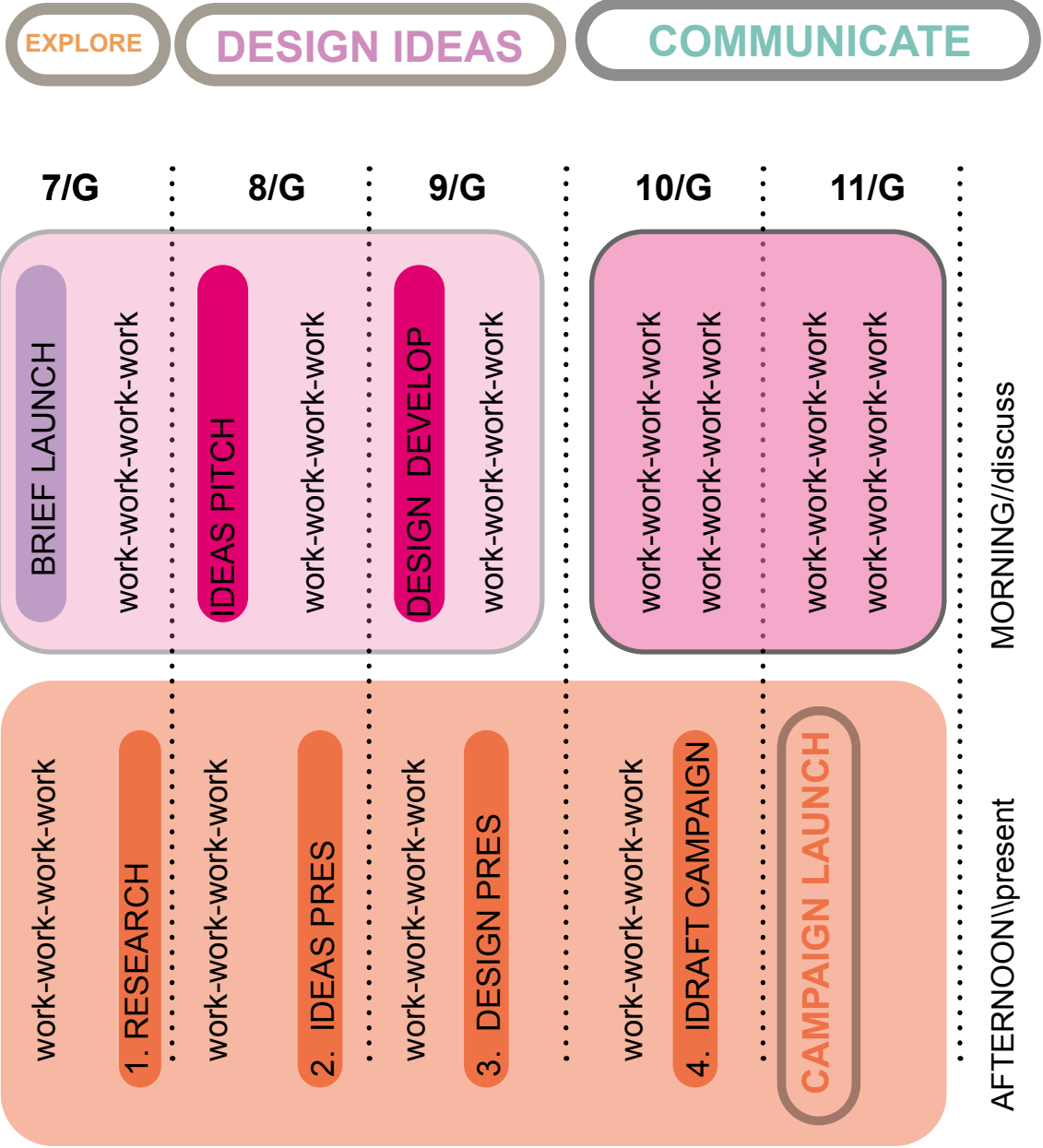


¹ By Construction Drawings we mean something like the Ikea ones

INTRO

BRIEF

ORGANISATION



MORNING//discuss
AFTERNOON\\present

| | | |
|------|----|---------------------------------------------------------|
| 7/G | am | brief launch research/charity+shop+ |
| | pm | ideastore furnishing device research pres/SUBMISSION |
| 8/G | am | design ideas pitch |
| | pm | design development ideas pres/SUBMISSION |
| 9/G | am | design develop pitch |
| | pm | design development design pres/SUBMISSION |
| 10/G | am | |
| | pm | draft campaign/SUBMISSION |
| 11/G | am | |
| | pm | CAMPAIGN LAUNCH |

HOW TO

MOCK WEBSITE

HOW TO DESIGN THE DOCUMENT

activity & outcome

Putting together a document that is actually able to describe in detail your ideas, is more than a technical task; the way you will assemble, design and organise it is, among other outcomes, the main communication tool for your Project.

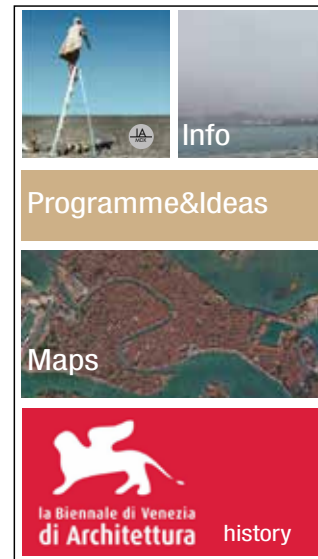
*“People don’t have ideas, they make them”**

The act of ‘making’ a presentation, a book or a website means to structure our ideas and to make sure everything flows, in terms of thinking and communication.

Design is a multi layered activity - you need to have good ideas, research to underpin them, and develop a meaningful set of information for your audience.

You can work in InDesign using the ‘interactive document’ option to produce a mock up or, if you prefer you can mock up your contents using a website/blog platform such as [tumblr](https://www.tumblr.com/), [wordpress](https://www.wordpress.com/) or similar

* Carruthers, M. (1998), The Craft of Thought: Meditation, Rhetoric and the Making of Images, 400–1200, Cambridge: Cambridge University Press, p. 5)



HOW TO

activity & outcome

CAMPAIGN POSTER/MANIFESTO

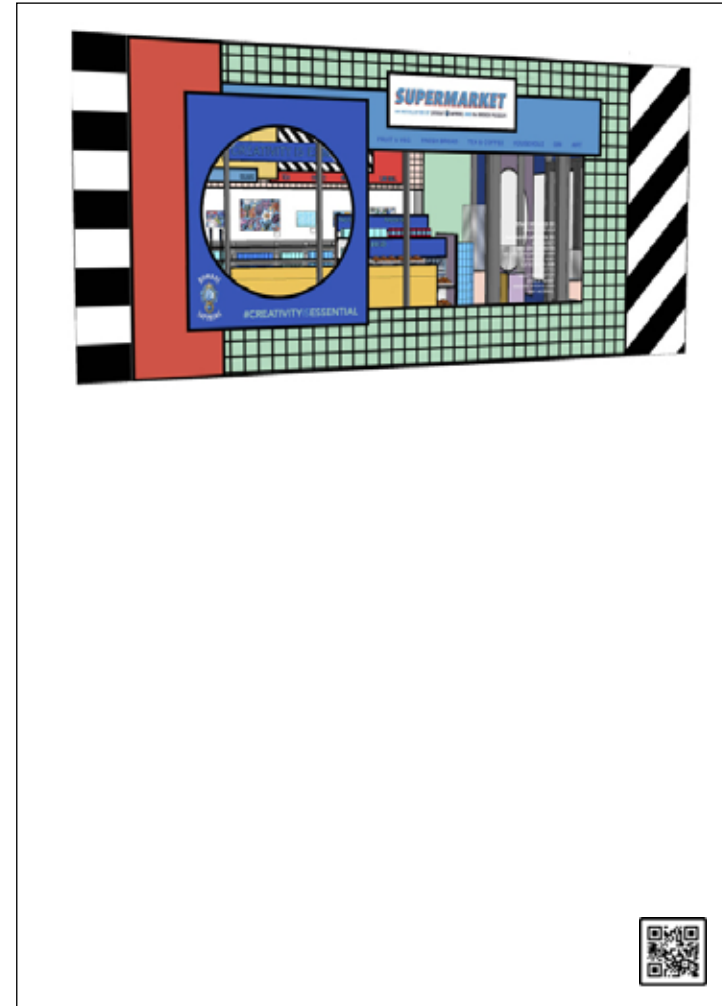
Your Campaign Poster will need to communicate the opening of your Idea Store - will need to include key informations such as:

- *what is the ideastore
- *what are you selling
- *where can we access it - qr code pointing to web contents (live or at the interactive pdf)

The format will be **A3** portrait .

The Poster will need to be hung on your shop windows - this will promote the ideas that empty spaces could be used to promote ideas.

**A manifesto is a published declaration of the intentions, motives, or views of the issuer, promotes a new idea with prescriptive notions for carrying out changes the author believes should be made. It often is political or artistic in nature, but may present an individual's life stance.*



Design Supermarket @ Design Museum, London, April 2021

HOW TO

CAMPAIGN LAUNCH

activity & outcome

Your Campaign will launch across different platforms
 you will have your live or mock up website with all the contents and your poster.
 You can use the social media that you prefer and try to reach out for your Ideas.



HOW TO

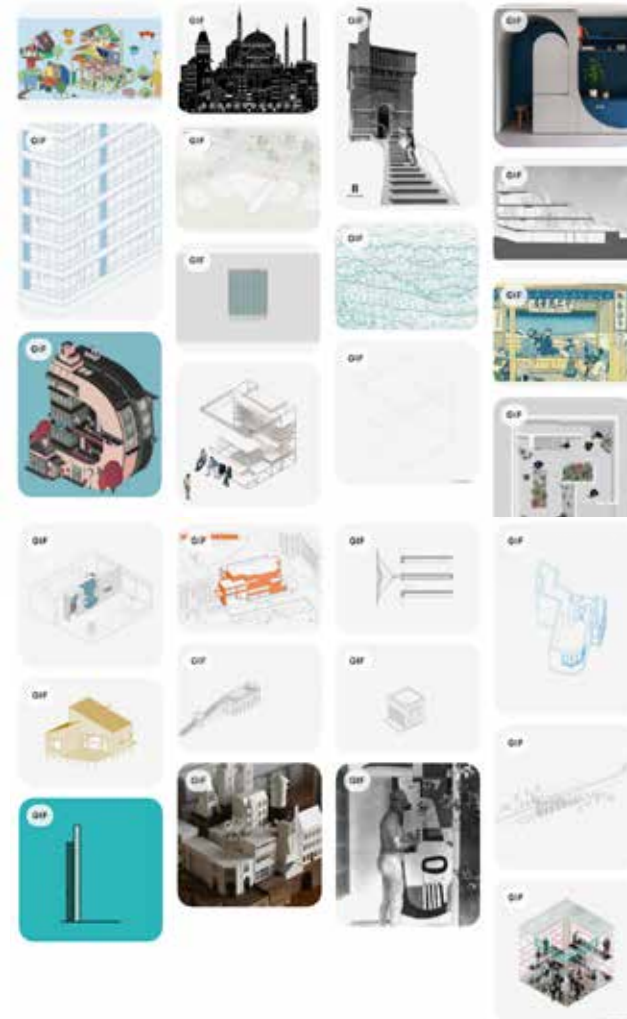
activity & outcome

GIFF

One of the components of your campaign, will be about your furnishing device - you will set a giff to fully explain how it will come together.

See some giff examples in the [Giff /Pinterest Board](#)

We will look at a simple technique to build giff (s) in Photoshop





CHOOSE LOVE

Choose Love does whatever it takes to provide refugees and displaced people with everything from lifesaving search and rescue boats to food and legal advice



FAI

Fondo Ambiente Italiano (the National Trust for Italy) takes care of special places in Italy so that present and future generations from all over the world may enjoy a priceless legacy



EMERGENCY

EMERGENCY is an independent and neutral international organisation founded in 1994 to provide free, high-quality medical and surgical care to victims of war, landmines and poverty.



MIND

We're fighting for mental health. For support. For respect. For you.









SHELTER

We exist to defend the right to a safe home. Join us in ending the devastating impact the housing emergency has on people and our communities.



TRAID

TRAID is a charity working to stop clothes from being thrown away. We turn clothes waste into funds and resources to reduce the environmental and social impacts of our clothes

| | Permenent shops | Temporary shops | Online shops | other |
|-------------------------------------------------------------------------------------|-----------------|-----------------|--------------|------------------|
|  | | X | X | |
|  | | | | in FAI locations |
|  | | X | X | |
|  | X | | X | |
|  | X | | X | |
|  | X | | X | |

Now

Your Idea Store



Ideas connected to core business, merchandise



craft, books, merchandise, local products



craft, books, merchandise, local products



2nd hand, merchandise, ideas connected to core business



2nd hand, merchandise



2nd hand

flowers?

ideas for DIY furniture?

Pass the Personal Culture.
Pass the Baton.



PASS THE
BATON



The shops Pass the Baton , founded by the Japanese Masamichi Toyama, sells used and repurposed items, and intellectually bonds the new and the old owner by attaching to the items a photograph of the previous owner and a personal anecdote about the item and offering the buyer the option to write a note to previous owners as well: stories and personalities become the item most valuable feature. Pass the Baton also offers 'remakes' , item from stock that couldn't be sold due to tiny imperfections, adding a little feature.



<https://www.pass-the-baton.com/>

Ideas Store/ Case Studies

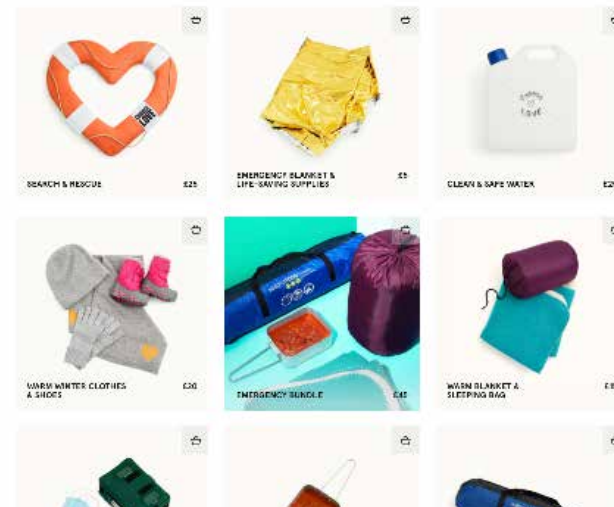
activate a disused space as a platform
 rethink about what we buy, who profits and what we consider to be essential.
 new ways of engaging



SUPERMARKET, Camille Walala
 c/o Design Museum, London, April 2021



At Choose Love, a temporary shop and an online one, created by Help Refugees in partnership with creative collective Glimpse in 2017, you can buy real gifts for refugees, but instead of taking them home, each purchase buys a similar item for someone who truly needs it. The enterprise has been really successful – and still is as the online shop is still open – and in 2017 raised nearly £1 million getting the message out to over 200 million people but, even more interestingly, put forward a new model of charitable giving combined with retail facility



Choose Love, London 2017, 2020
<https://www.forbes.com/sites/katiebaron/2018/12/22/how-choose-love-made-charity-credible-again-pop-up-sales-storm-towards-1-5m-doubling-2017-total/?sh=372029f04566>



Boutique by Shelter located in the trendy Coal Drops Yard in London, owned by the charity that helps people struggling with homelessness, dismantles the idea that a charity shop hasn't got a design agenda. Here the items on sale are curated as in a 'boutique' and the political message displayed as integral part of the shop interior design. The 'shopping consciously' idea is translated onto the space that makes good use of new and reclaimed construction materials, even from the Coal Drops development itself, that would otherwise have gone to waste.

Boutique by Shelter, Coal Drops Yard, London 2020
<https://www.hemingwaydesign.co.uk/projects/shelter-shop/>



<https://www.vogue.com/article/francesco-colucci-traid>

INTRO

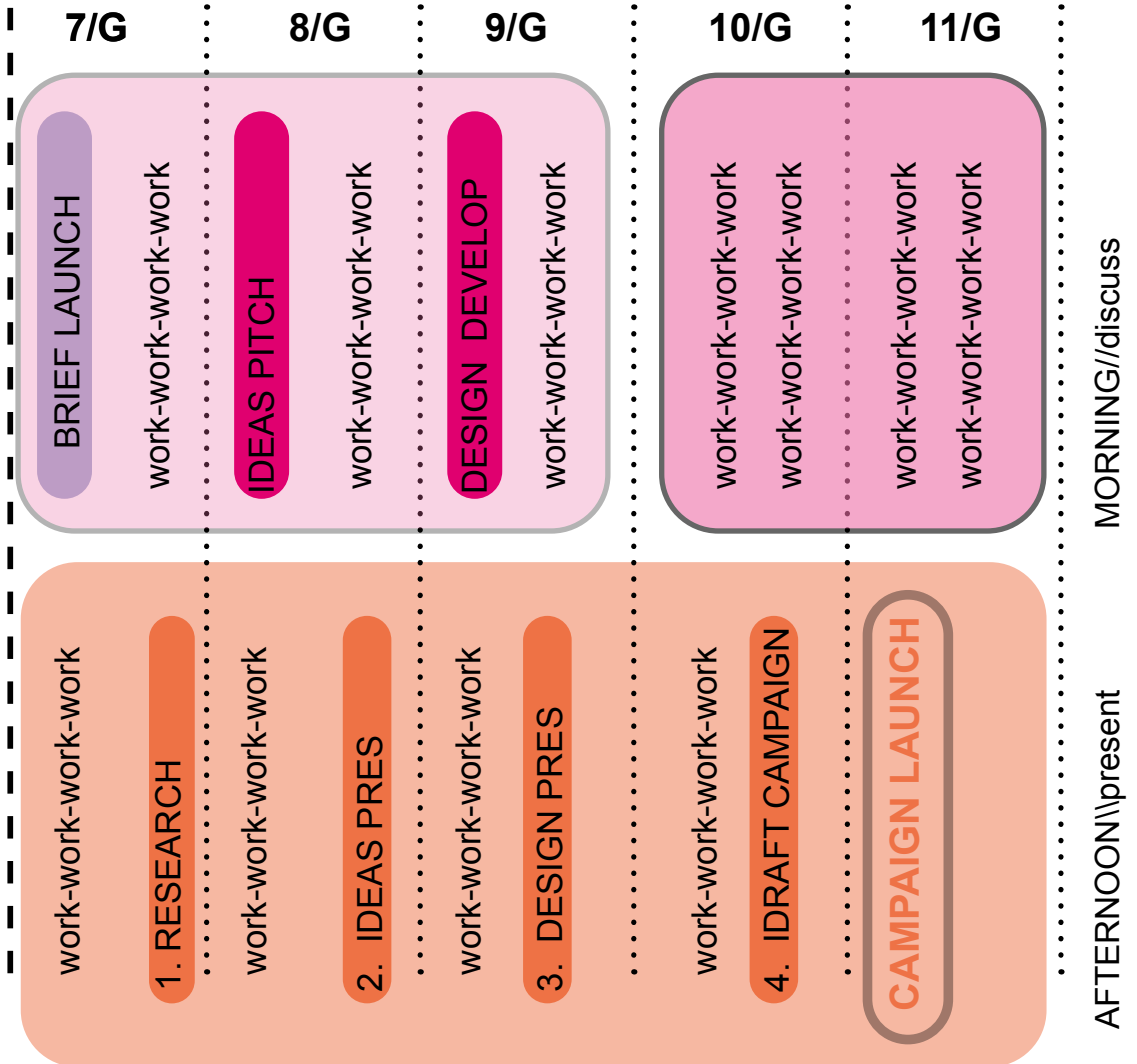
BRIEF

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EXPLORE

DESIGN IDEAS

COMMUNICATE



MORNING//discuss

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| | pm | design development design pres/SUBMISSION |
| 10/G | am | |
| | pm | draft campaign/SUBMISSION |
| 11/G | am | |
| | pm | CAMPAIGN LAUNCH |