

**Intro:** The high street/ shopping mall is declining. With the rise of online shopping offering competitive pricing the independent traditional stores are having trouble keeping up competitive pricing due to overheads such as commercial real-estate. One can blame capitalism but capitalism is what feeds growth and our economy, leading to greater discoveries and technologies.

**The Project:** The project this term is to design a retail store that captures the pluses of both an online and in store experience.

**The Program:** The program is to design a **bookstore** for the giant corporation **Amazon**, as their flagship store, and to serve the University of Oregon's students and staff.

The nature of this project will be different from that of a traditional bookstore, you may think of it as more

of a **book showroom**. There will be only one copy of each book available, providing the space to carry out a much larger selection of specialised books relating to the courses being taught at the UO, books that may otherwise not be available to browse at a traditional bookstore due to space and admin limitations. Once the customer selects their books, then they scan, and a copy will be sent to their home or delivered to the Amazon lockers outside the store. Since this is more of a showroom, the weight of the design falls on the **customer experience** within the space. The space should provide the right balance of comfort for the customers to be able to go through the books, take their time and make their selections.

**Outcome:** Students are encouraged and expected to come up with an original and intriguing design for the showroom, its displays, book cases, inbuilt furnishing, storage cabinetry, feature ceilings and walls.

Spring term will be technical, so you will spend the bulk of your time designing on a small scale, thinking critically and refining interior woodworking and detail drawings of elements noted above. You'll be bringing life into your projects by producing shop drawings and models, examining construction, ergonomics and materiality. You'll also be looking closely into Amazon's corporation/ their packaging, their corporate colours and branding to draw inspiration for your colour palette, general design ideas and in develop a strong branding strategy.

**The Site:** Refurb of an existing building within close proximity to UO's main Eugene campus.

