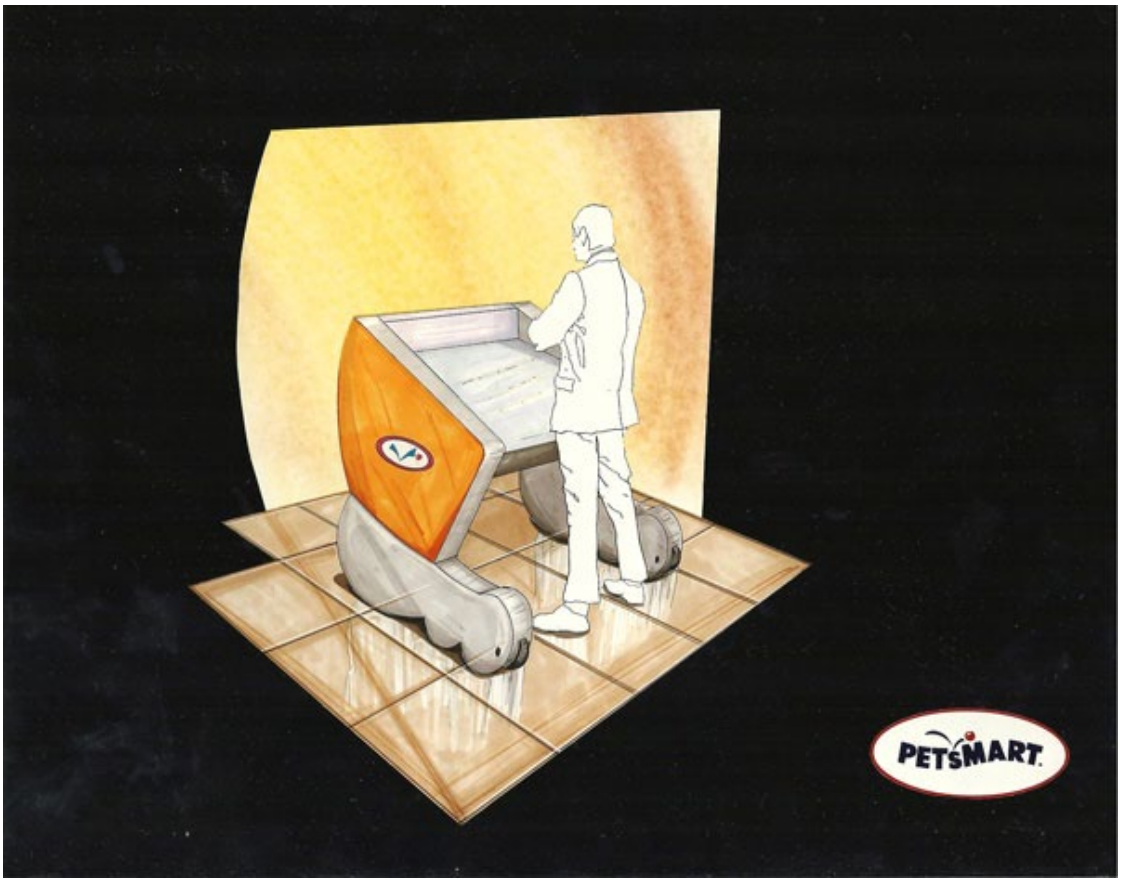

PETSMART
PETSMART


PETSMART

PETSMART 2097

"DESIGN A PET"

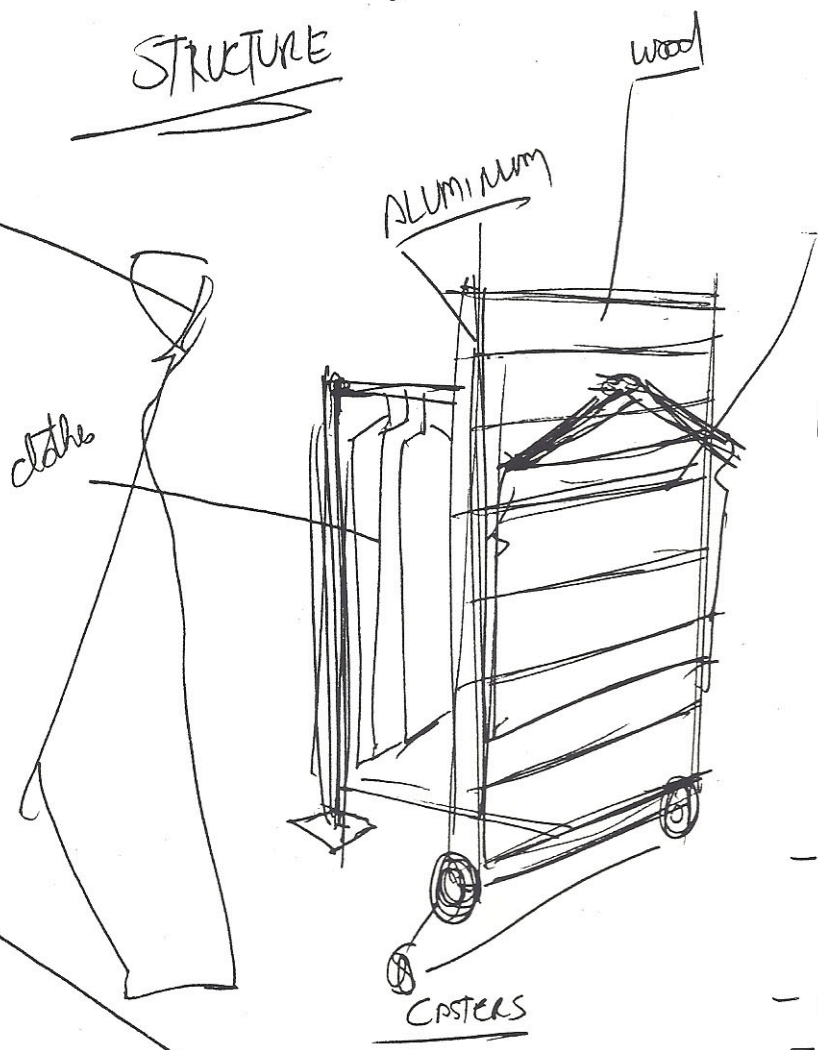
TABLE OF CONTENTS

STORE FIXTURE AUDIT
VISION STATEMENT
FIRST CONCEPTUAL SKETCHES
FLOOR PLAN DEVELOPMENT AND
MIDTERM LAYOUT
MIDTERM PRESENTATION
FINE TUNEMENT OF IDEAS AND FIXTURE
FINE TUNEMENT OF FLOORPLAN AND
INTERIOR
DEVELOPMENT OF STORE FRONT
PREPARATION AND BOARD LAYOUT
FOR FINAL
FINAL PRESENTATION

STORE FIXTURE AUDIT

Brent Joseph Zorick

STRUCTURE

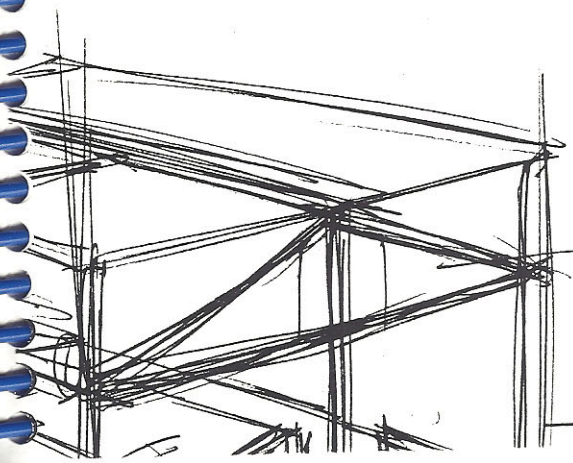


form - industrial
- metal w/ torn wood
- main piece of clothing hangs in front while the other articles are hung in the back
- location: towards rear of store

- very mobile
- display merchandise well
- is very adjustable & can set to different heights

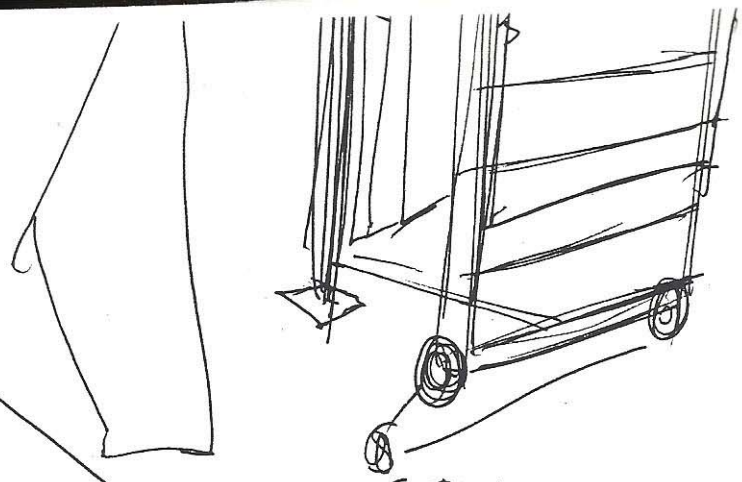
- what would change - make the wheels much smaller

multiclothing fixture - parts are being used however



- deep wood
- oil

- located throughout the store as much as ...

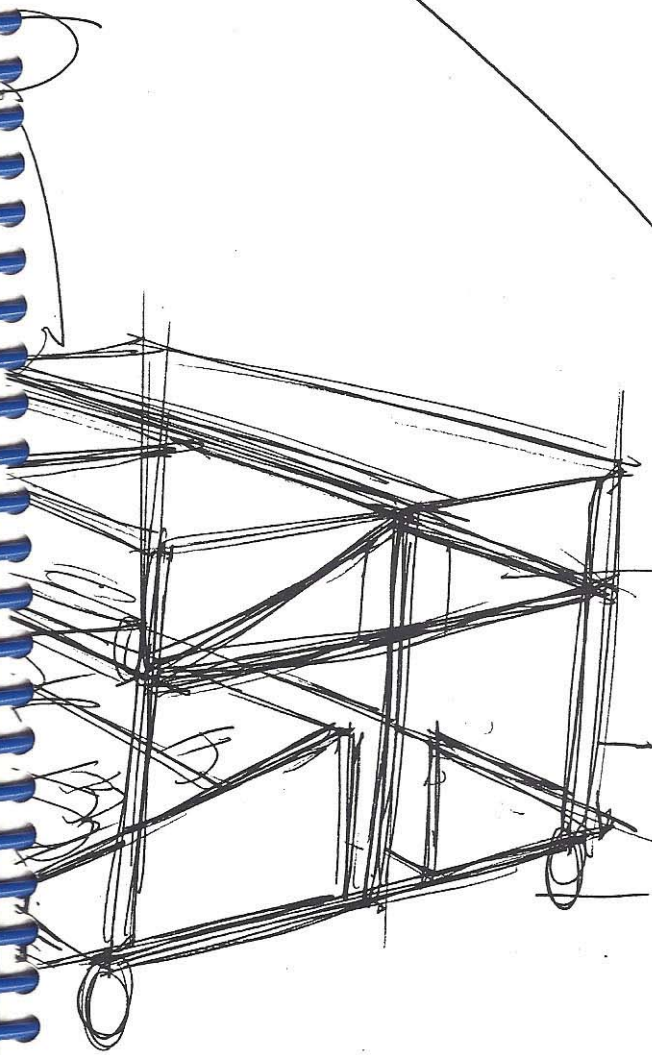


CASTERS

- Mold not look
- main piece of clothing
in front while the
articles are hung
back
- location: toward rear

- very mobile
- displays merchandise well
- is very adjustable + can
set to different height

- what would change - make
the wheels much smaller



multi clothing fixture - parts are being used
however

deep wood

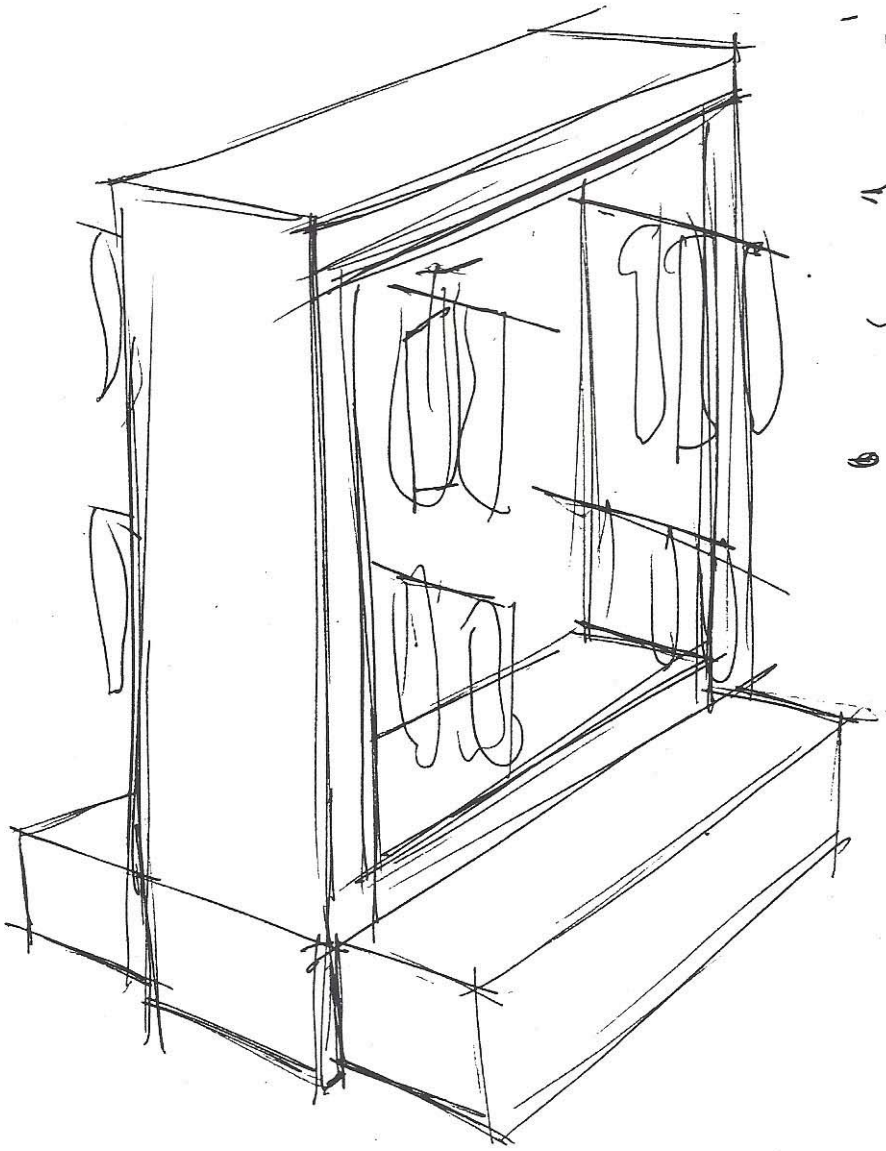
rod

casters

- located throughout
the store as main
selling pieces
- would change? -
nothing -
very structured + appr
- make the wheels sma
still

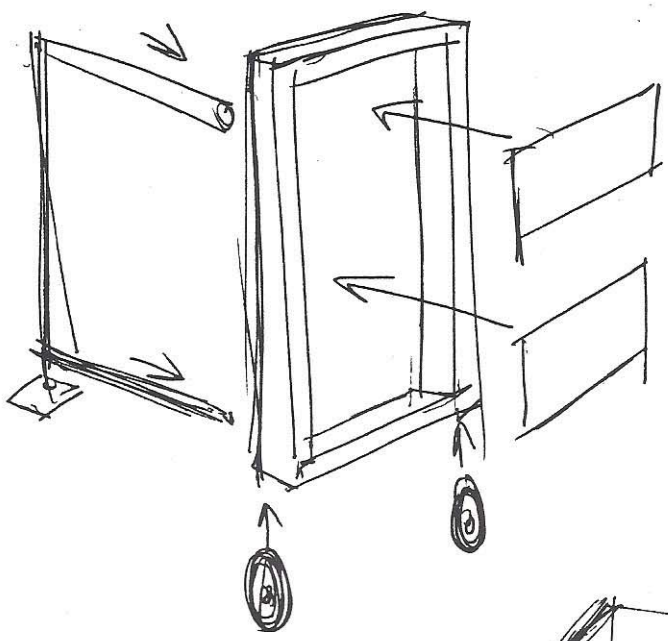


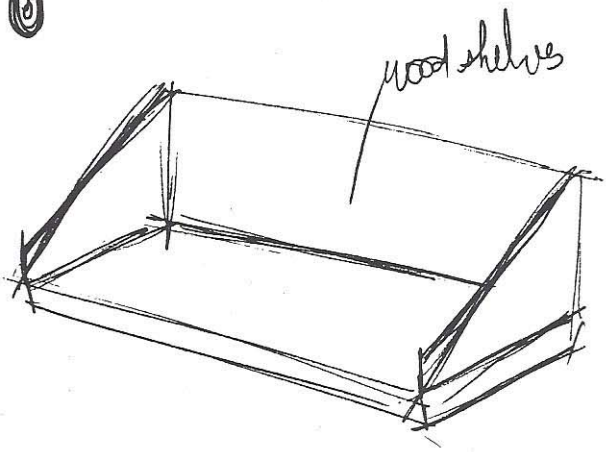
SOAK fixture -

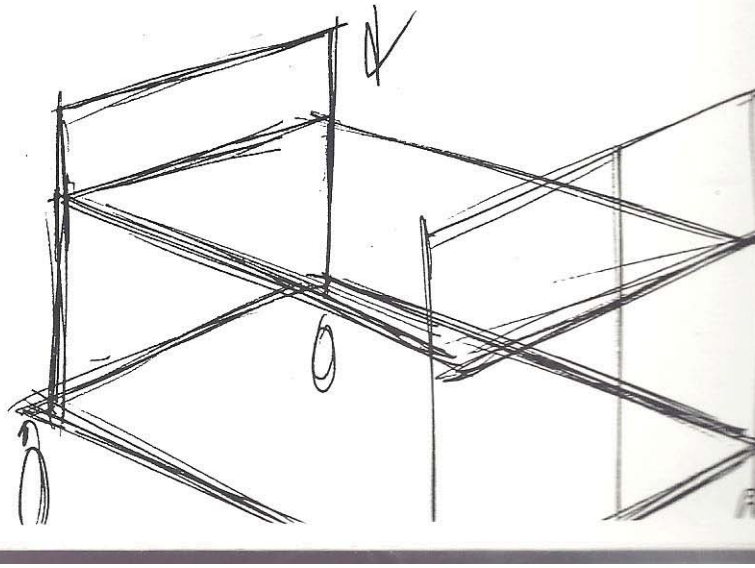


- very simple shape
- rectilinear
- keeps structure image because it's not organic
- even though it's very boring, it relates well to the table - sides shouldn't be made to be an overburdened feature
- made of wood

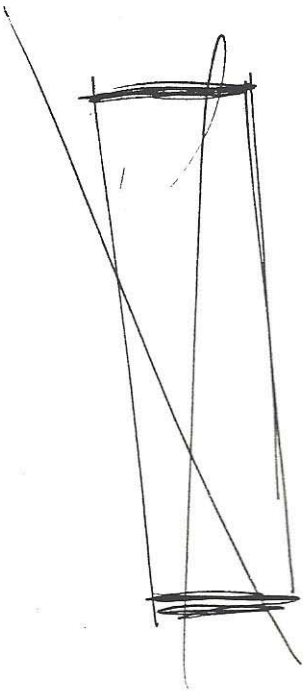
possible exploded view

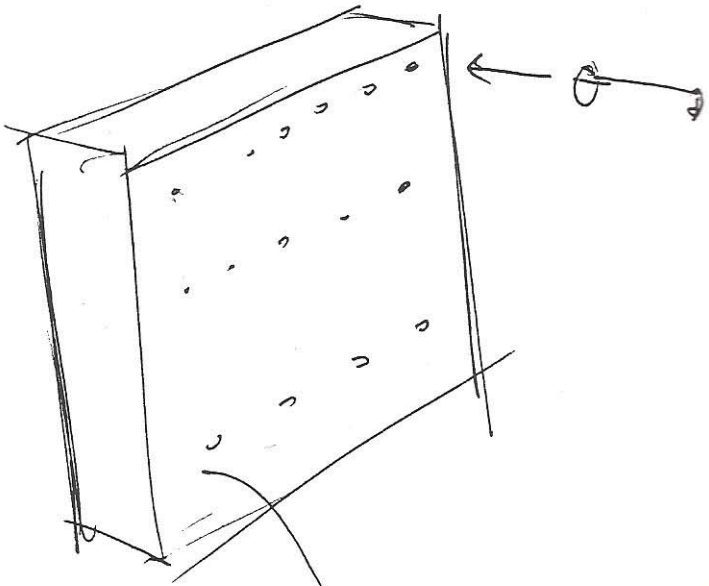


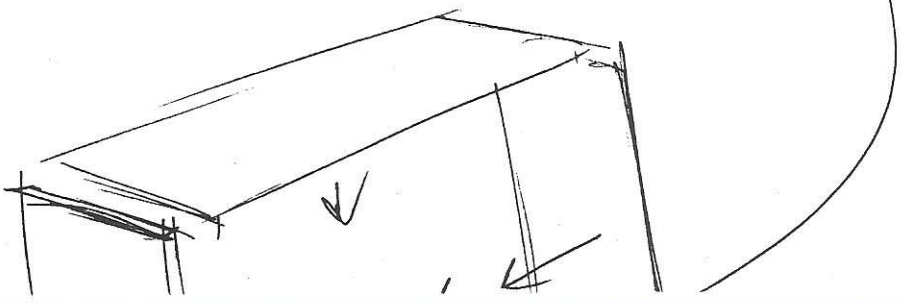




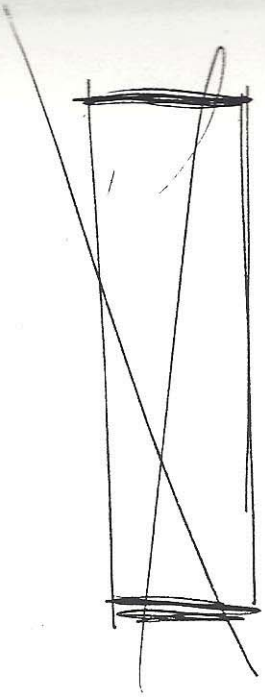
Not very crazy design-
none of the fixtures looked at to this pt incorporate any technology in any of their designs whatsoever. Not one fixture does anything to show any sort of function whatsoever. I would index spot more and interact with the customer the store.

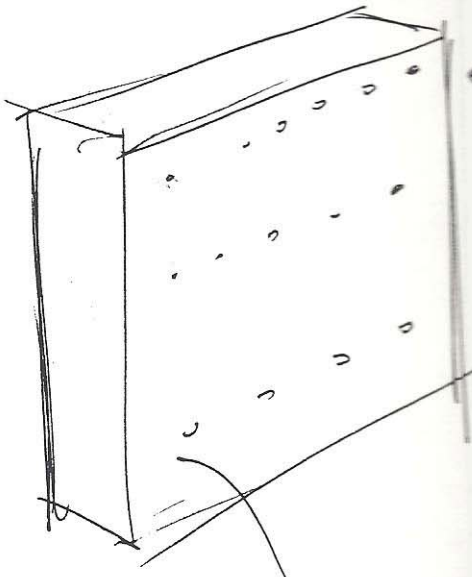


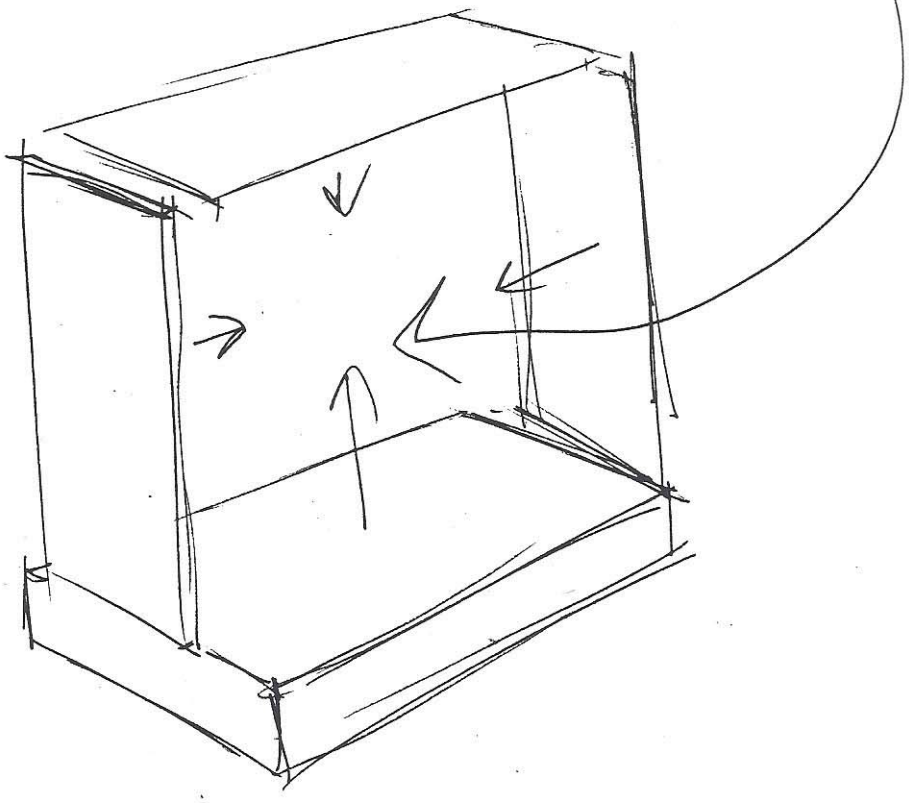




of chairs
I would make
with the customary
the star.

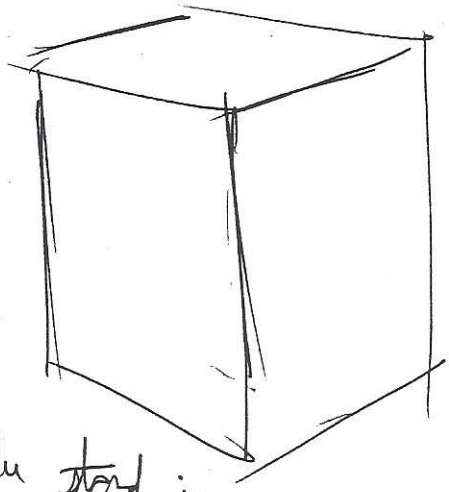






Otter Barn -

very cheap + inexpensive fixtures



the stool is a cube -

- the cube is white + varies in sizes

- all of the fixtures is actual food furniture pieces
- this does somewhat cut the cost, however it also makes it look incredibly cheap.
- the ideas vary in wood warm browns + white

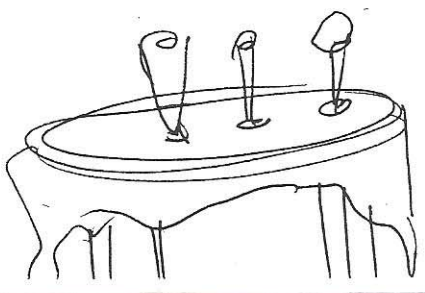
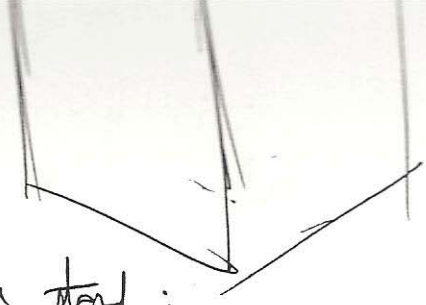


table at station it

- when chairs + not custom made



the stool is a cube -

- the cube is white & varies in size
- all of the fixtures is actual ~~from~~ furnit
- this does somewhat cut the cost, however makes it look incredibly cheap.
- the idea may in several more boxes

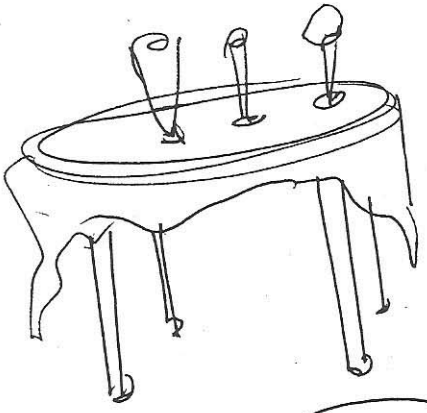
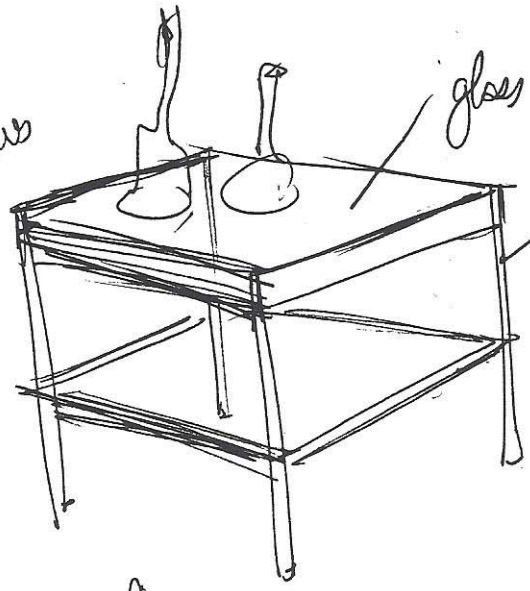


table at staff
- very cheap & at all



chair
- upon

so many improvements in Pottery Barn
- no custom made fittings

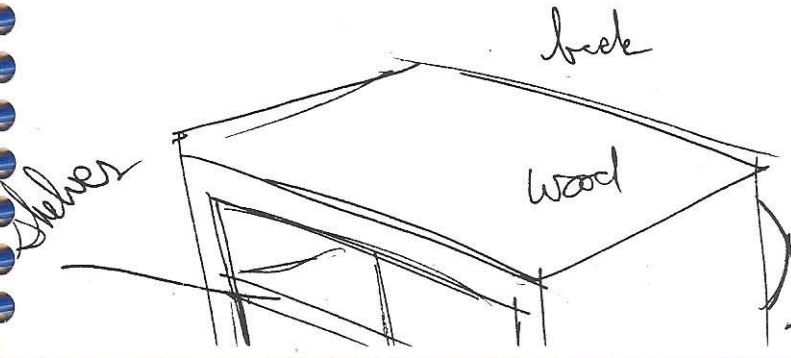


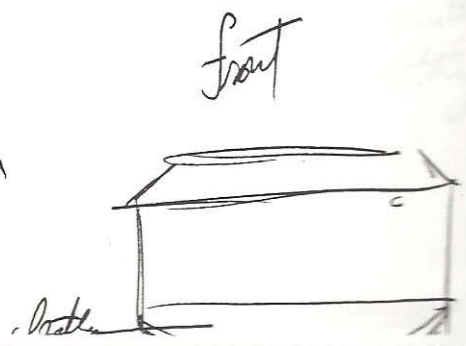
- fighting

- I don't know what they would do if someone wanted to buy one of the tables that because they don't have to move everything

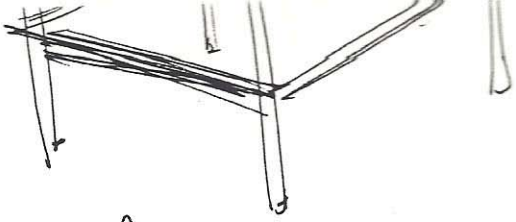
The Cook Store

- show function + form
- relate well to interior of store





- no che

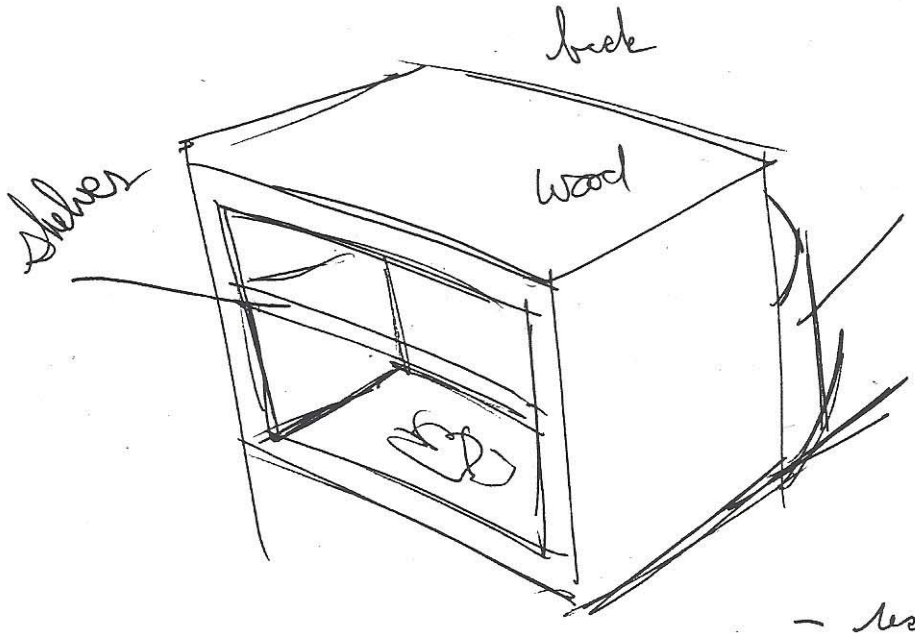


- fighting

- I don't know what they would
if someone wanted to buy
of the table chair because
how to move everything

The Cook Stool

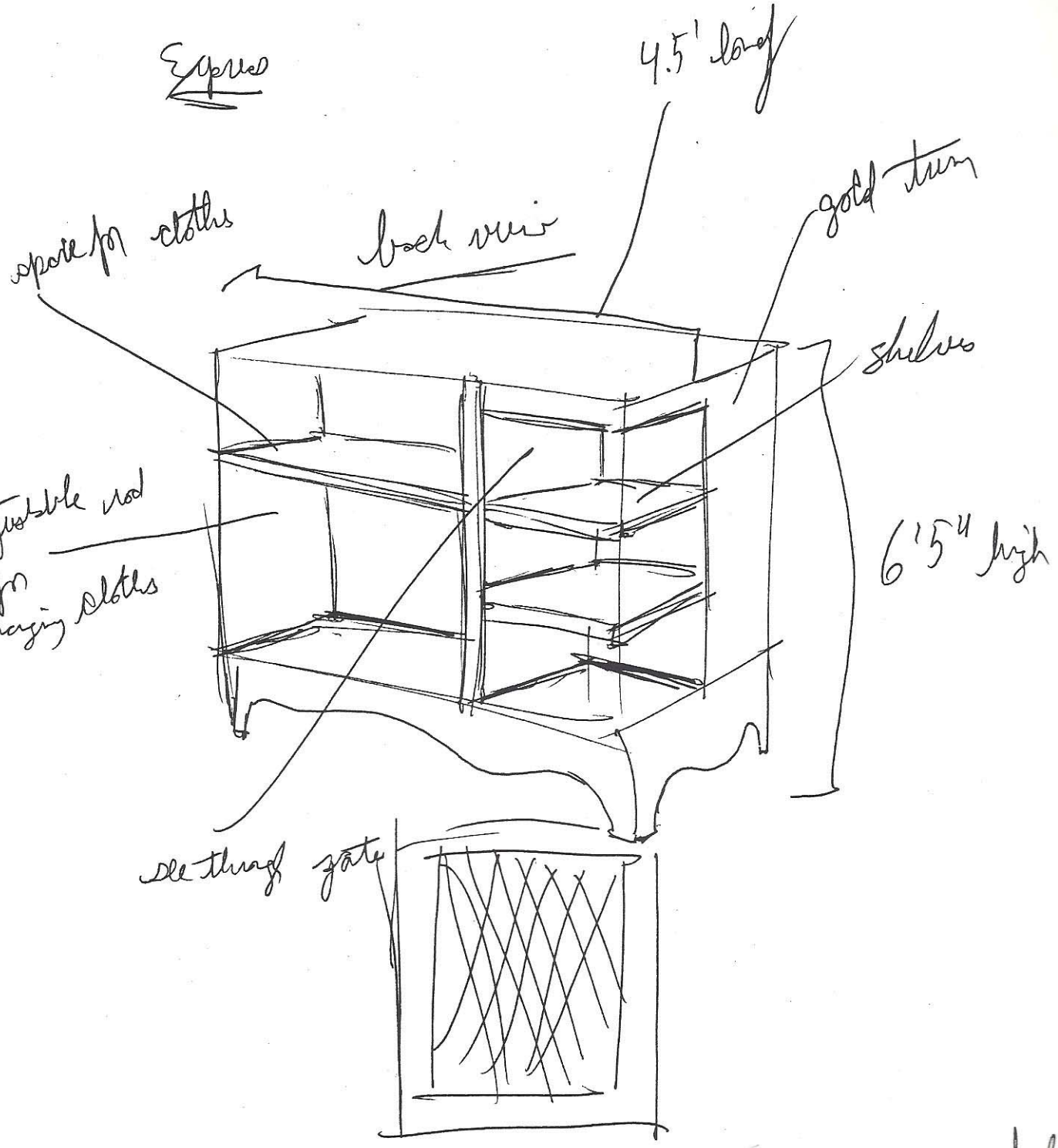
- show function & form
- relate well to interior





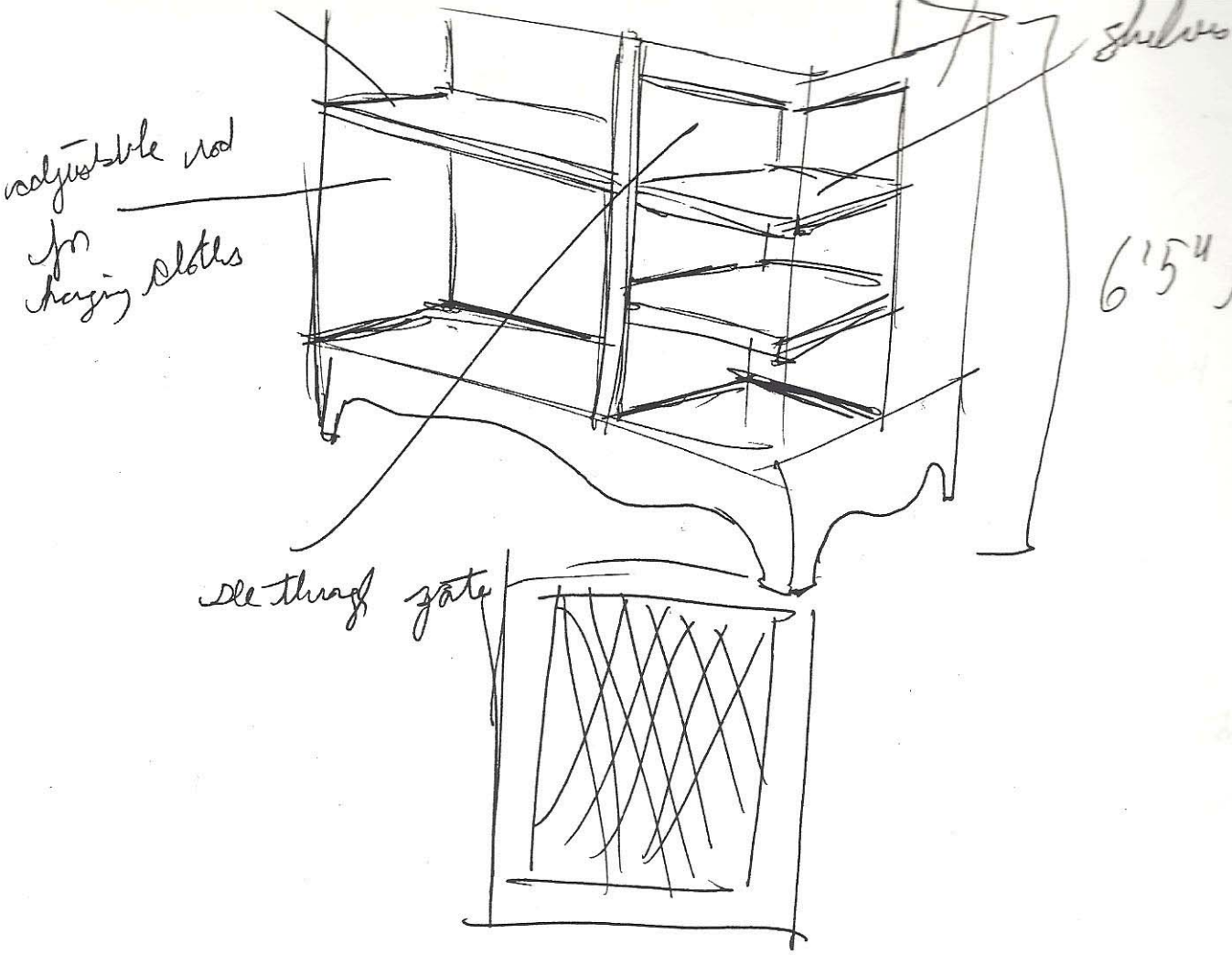
- needs well & condi
- would change nothing

Express



looks very similar to a dresser or some sort of cabi

front view same as rear view



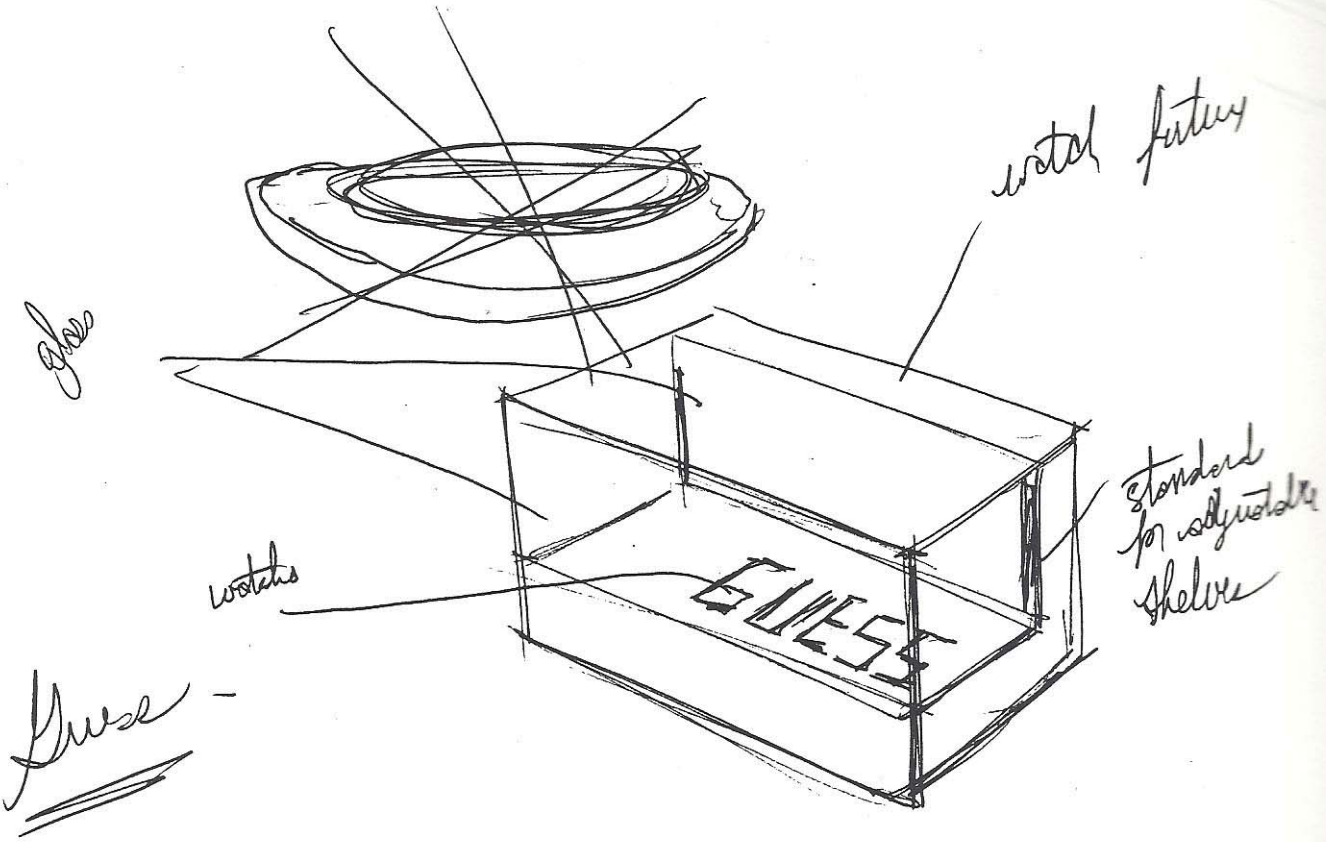
looks very similar to a dresser of some sort

front view same as rear view

- good design
- wouldn't really change anything in terms of relation to the rest of the store

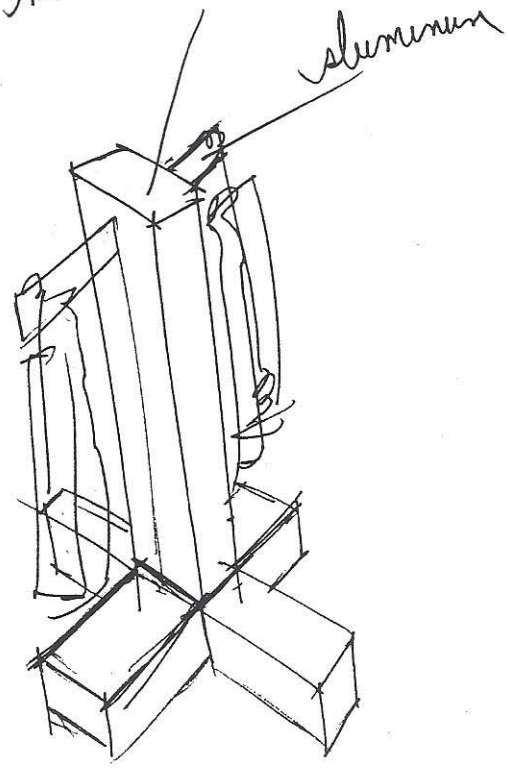


two implements - warm wood + glass

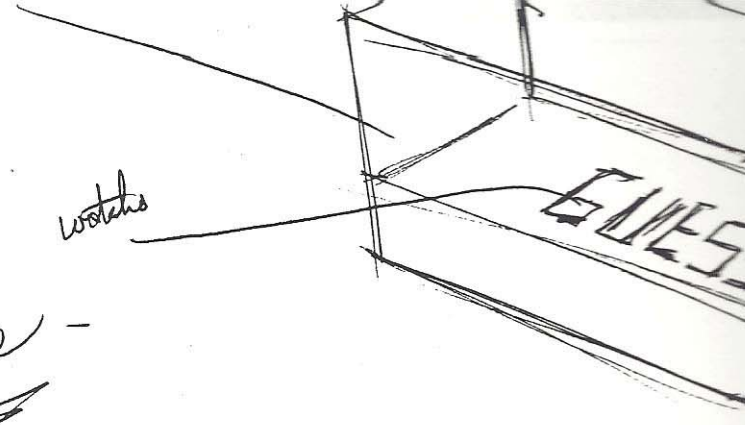


Guess -

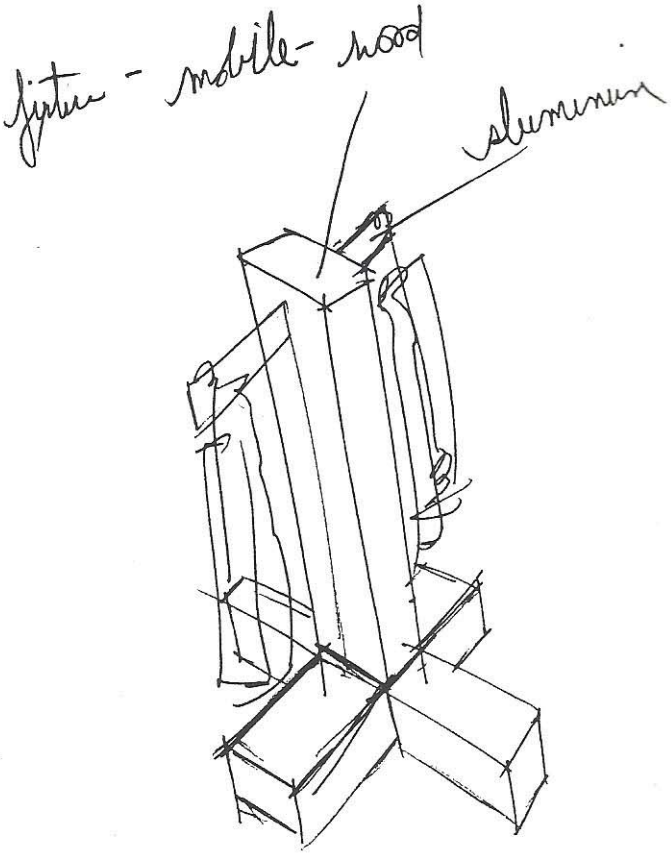
fixture - mobile - wood

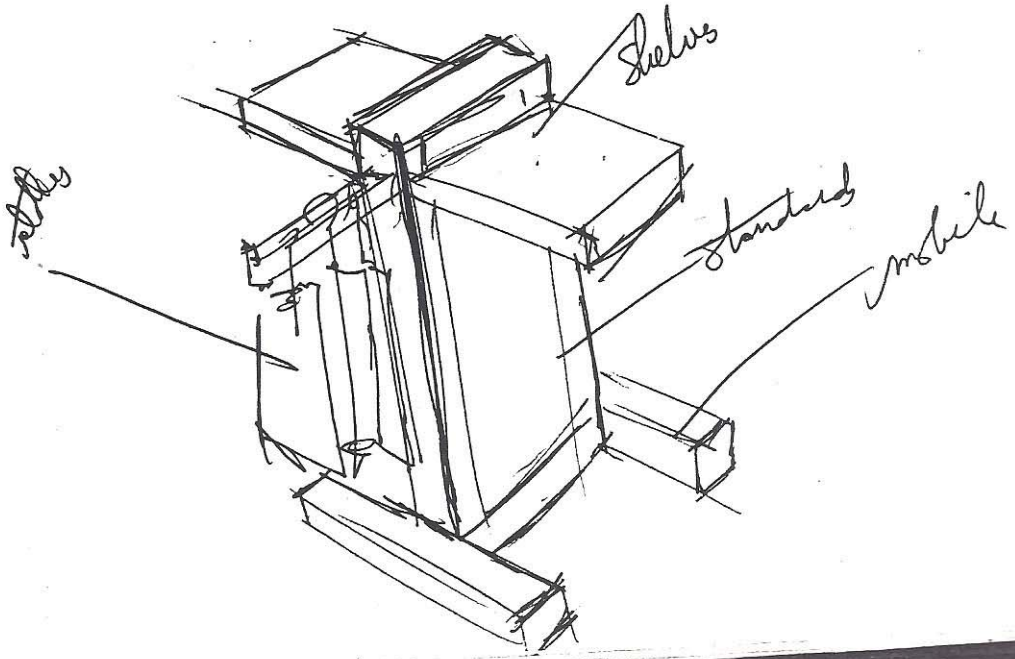


D. Ives


watches

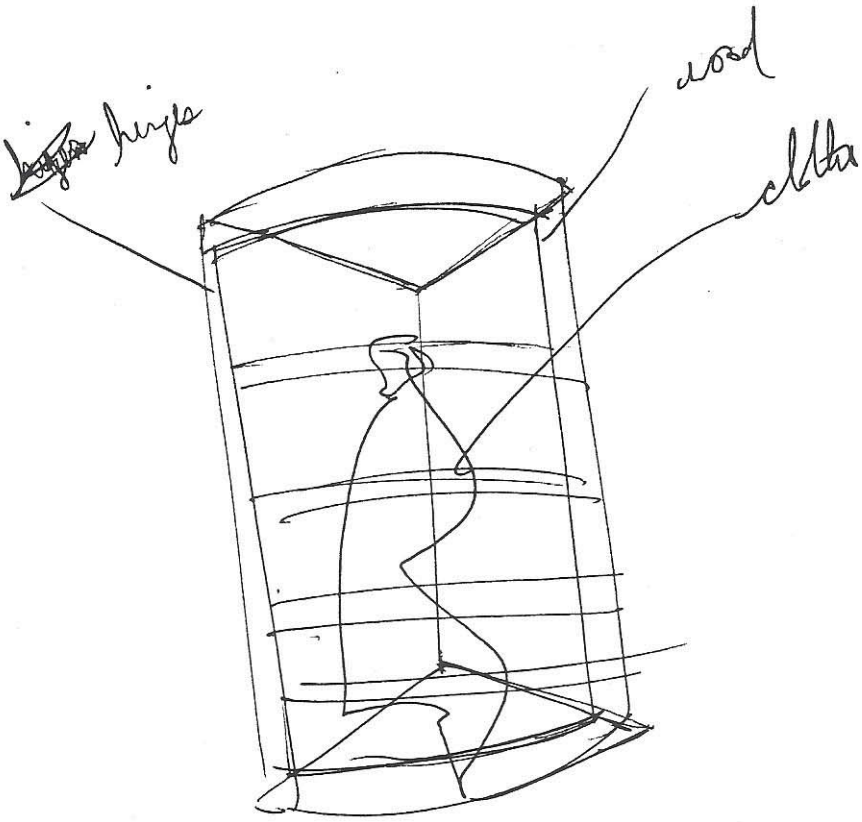
Grese -


fixture - mobile - wood
aluminum


Shelves
Standard
mobile

Ann Taylor -

mothlen inelevant fixture that looks like a clothesline

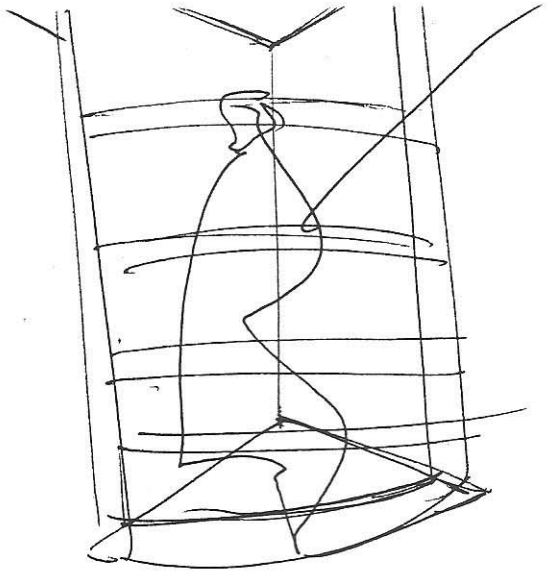


non adjustable shelving

big bonus quick guide

- no recommendation because I hate the stay & tape it does

WB

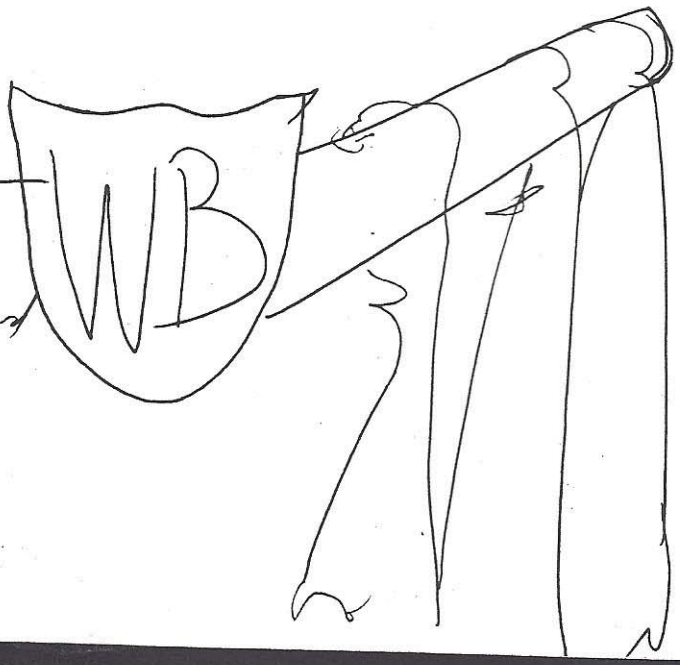


non adjustable shelving

big bonbon spacing guide

– no recommendation because I hate the store & hope it closes

WB



die cast metal letter on a brushed stainless wall

X

Conclusion-

In summary, my favorite fixtures that I viewed were in the Gucci & the Express Store. They were both incredibly functional while capturing the essence of the store. I would change nothing in either of these 2 stores. However, in Anne Taylor & Pottery Barn, I would create fixtures that capture more of an essence/ function rather than simple display. Pottery Barn showed absolutely no constructed design whatsoever & came across as incredibly boring, dull, & flat. Anne Taylor's design of the "display fixture was an interesting piece, however not very functional. I would like to see the people who worked to try to move the pieces around

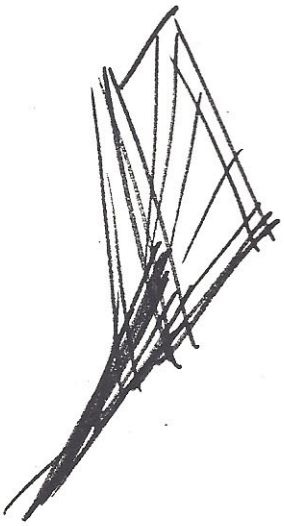
Brett Jones

P.S. In summary, just order through catalogs so you don't have to set up at the bullshit.

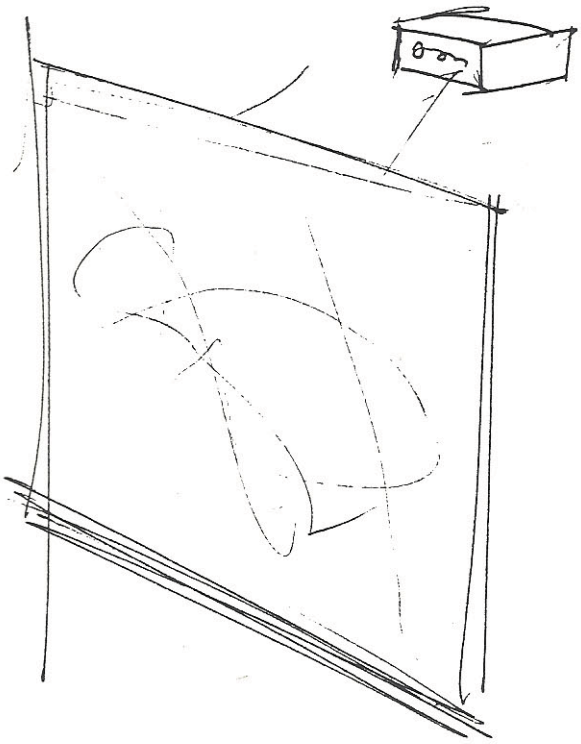
Ha Ha Ha

VISION STATEMENT

~~Business~~ vision
athletics
music
travel
transportation
genetics
food
information
sports

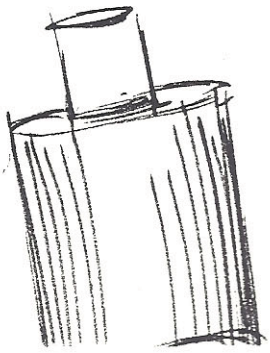


Terrier



Retired - 235-2205

@ Retired - 475-3333



1

vision - mass genetic controlling production creating desired animal output
- can reproduce animals that fit specific needs
- cuts down on unwanted animals
= creating an animal that ....

- 100 years from now, control of DNA & Genetic science itself - product allows common human buy the ability an animal that is so desired

- 2017 Petsmart/Petland incorporating genetics for dogs & cats
- can buy specific nutrition for the certain animals
- 4 day winding process
  - done through Genetic Health Acceleration (GHA) pro
  - OPR - ownership pet relations
  - MDNA - morph DNA - change size
  - TST - testimed skills training - TST
  - immune (heart worm, lyme, etc) VRG virus re
- person is going to be able to create animal w/ either

= economics / damage of pet -
- designed for high use, durable
- buyer of all ages (15 up)
- accessible to handicap
- blind people can get dogs

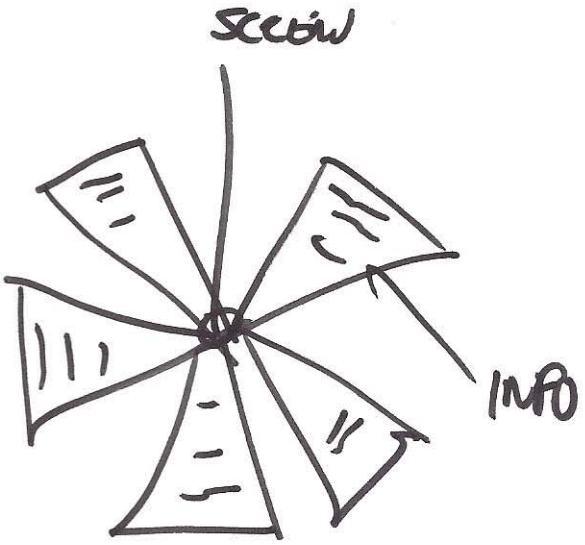
- can't have

on animal that is so desired

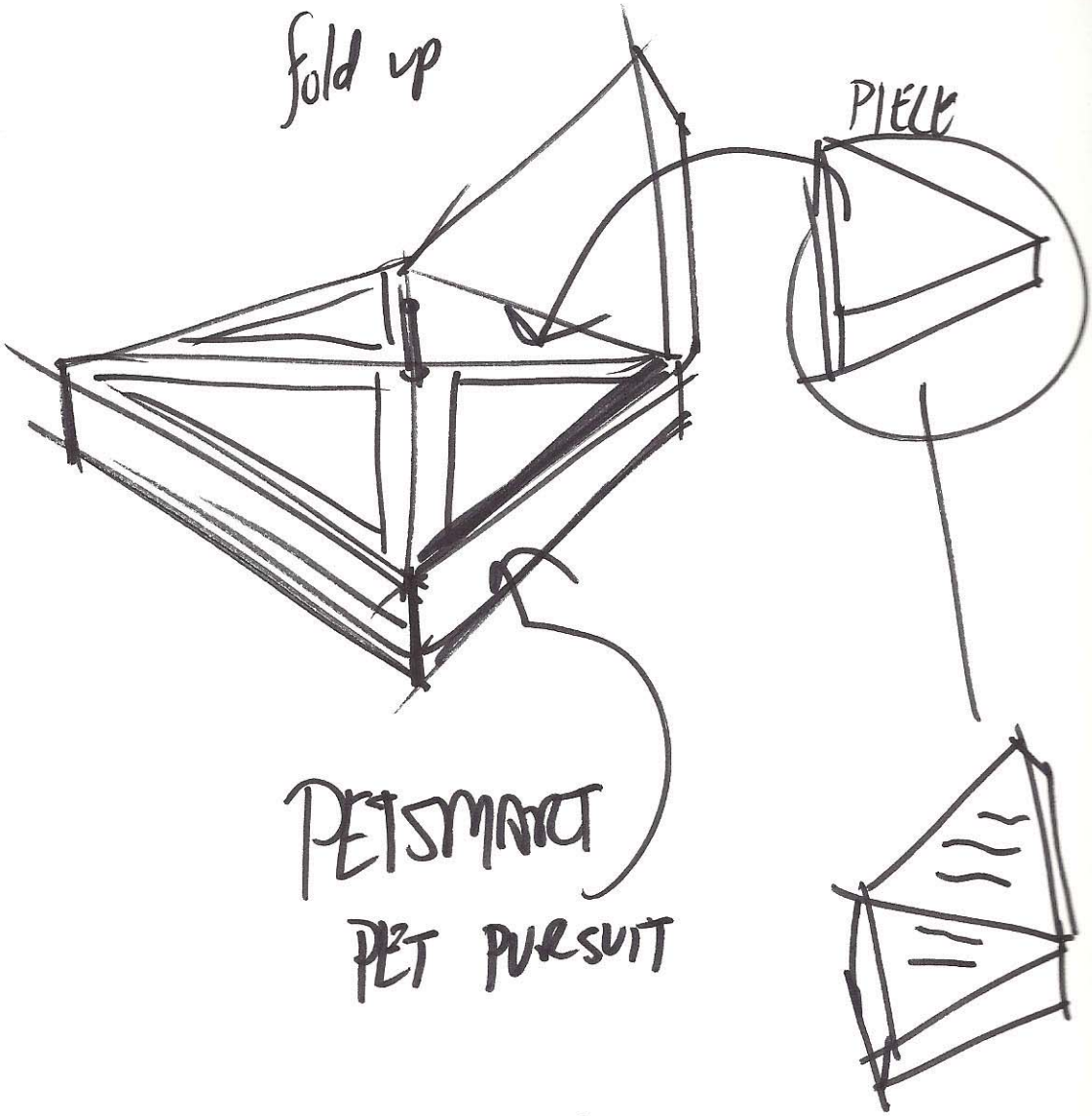
- 2017 Petsmart/Petland incorporating genetics for dogs + cats
- can buy specific nutrition for the certain animals
- 4 day visiting process
  - done through Genetic Disease Acceleration (GDA) process
  - OPR - ownership pet relations
  - MDNA - map DNA - change size
  - TST - testimed skills training - TST
  - immune (heart worm, lyme, etc) VRG virus repellent
- person is going to be able to create animal w/ either characteristics

- economics / damage of pets -
  - designed for high use, durable
  - buyer of all ages (15 up)
  - accessible to handicap
  - blind people can get dogs

- can be transported (mobile)
- won't have fixed wires
- will satisfy customer & make them want more
- can get base animal, the more you want, the ↑ cost, ↑ revenue
  ↑ satisfaction of animal,
- animals born w/ out reproductive organs


SCREW
INFO


COMPLEX



Client Zorich
C NURBS

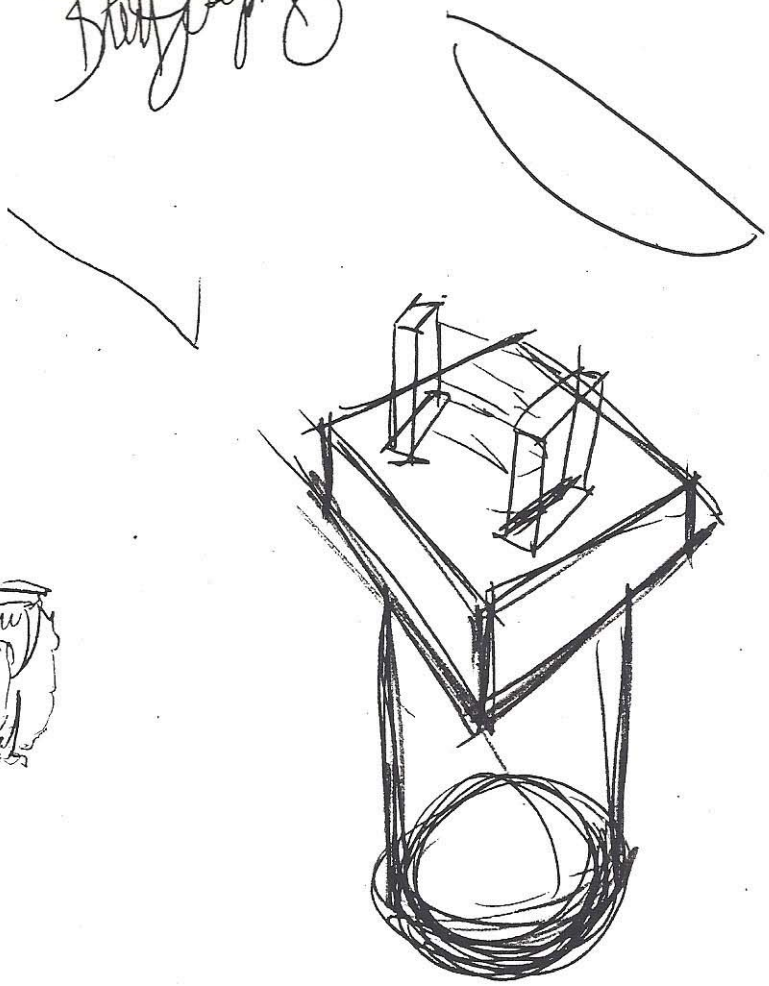
Petsmart 2097 Pet Pursui

Petsmart 2097 Pet Pursui

Petsmart 2097 Pet Pursui

Petsmart 2097 Pet Pursu

FIRST CONCEPTUAL SKETCHES

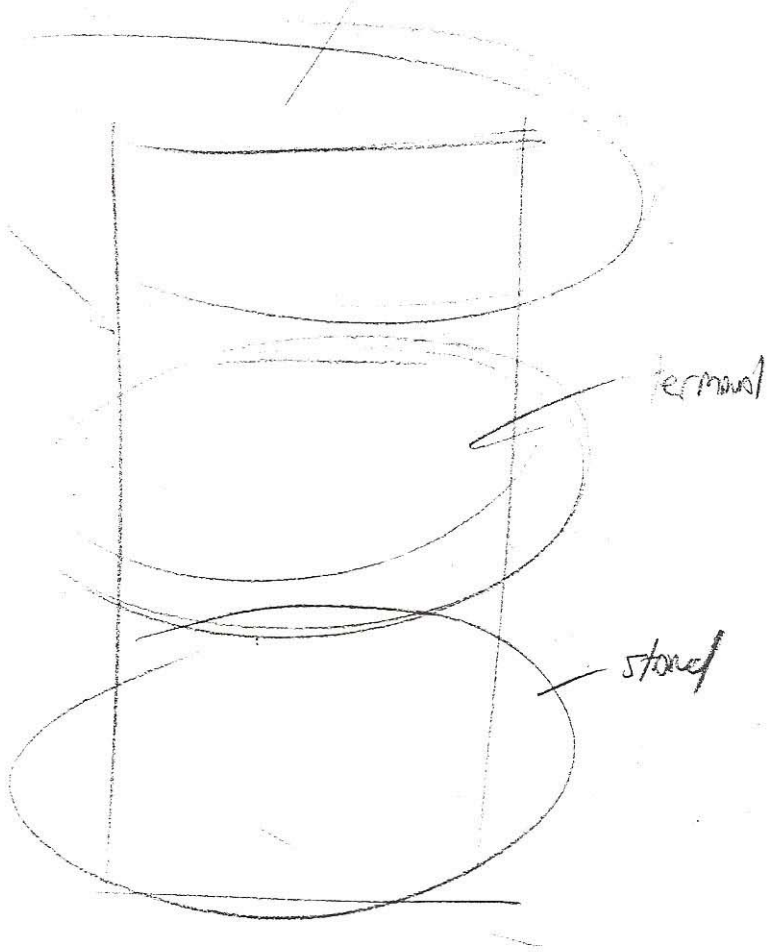


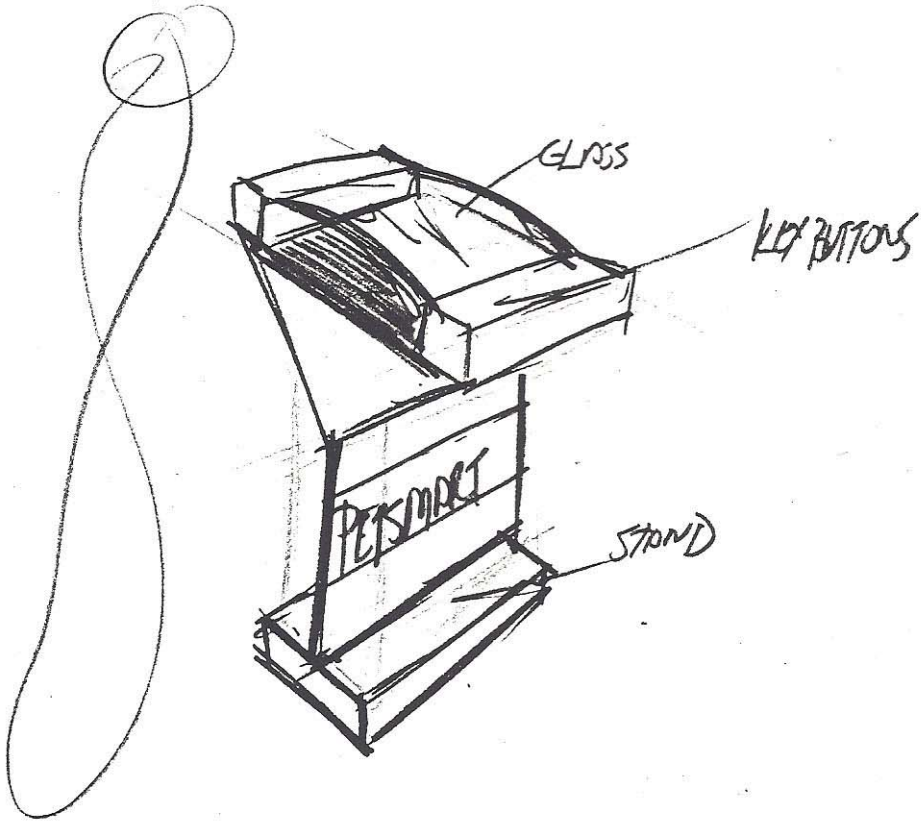
vision statement
- more info on statement better
- ~~sept~~ write, step 4 mod

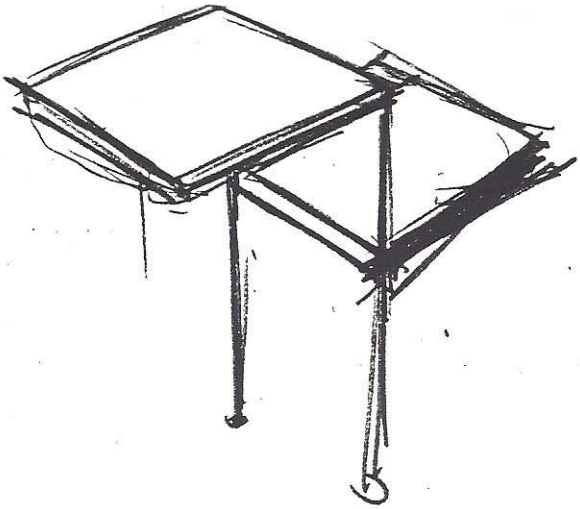
Vision of world
- advancements
- social problems
- transportation

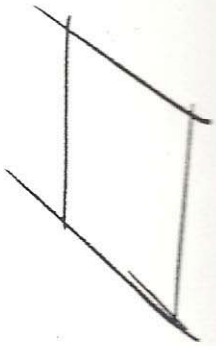
Vision of product
— special requirements

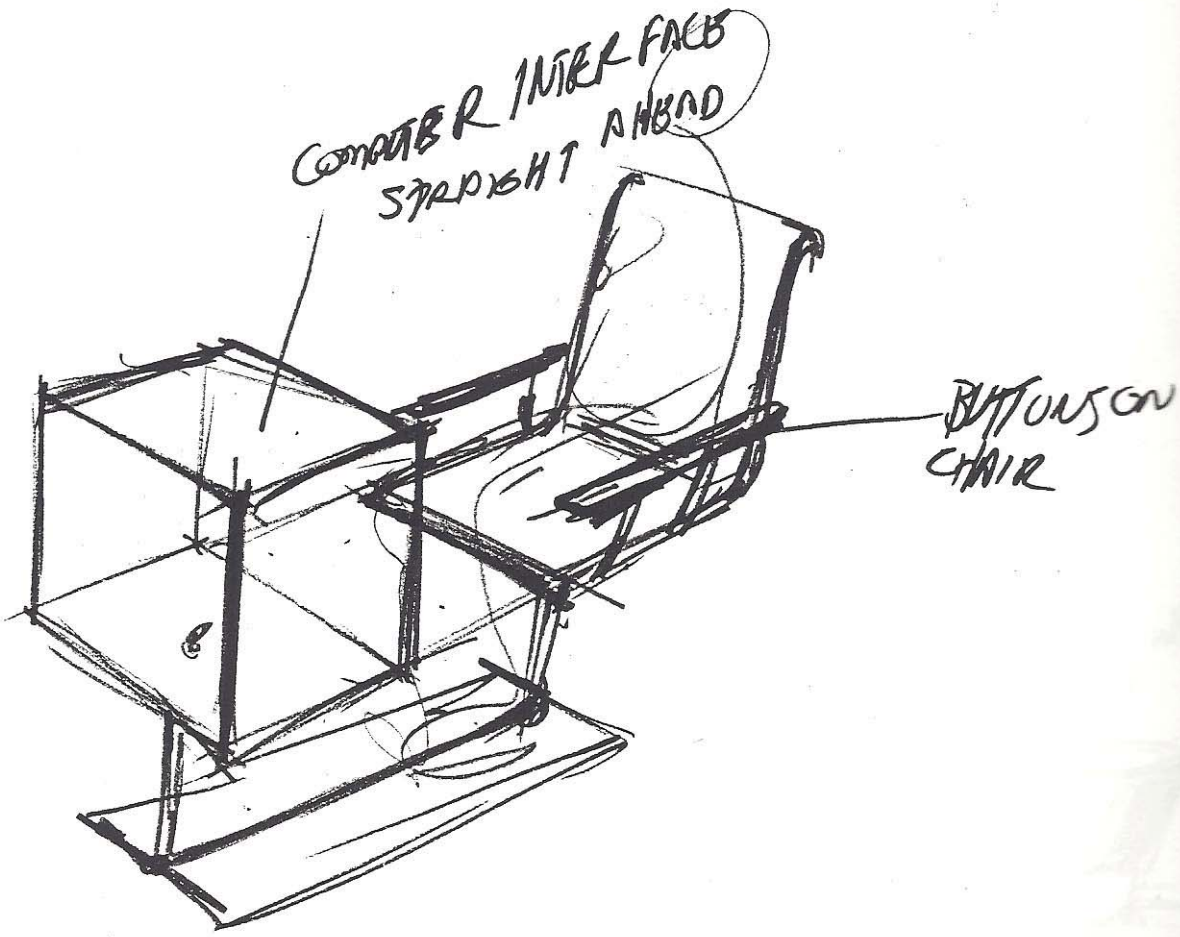
P

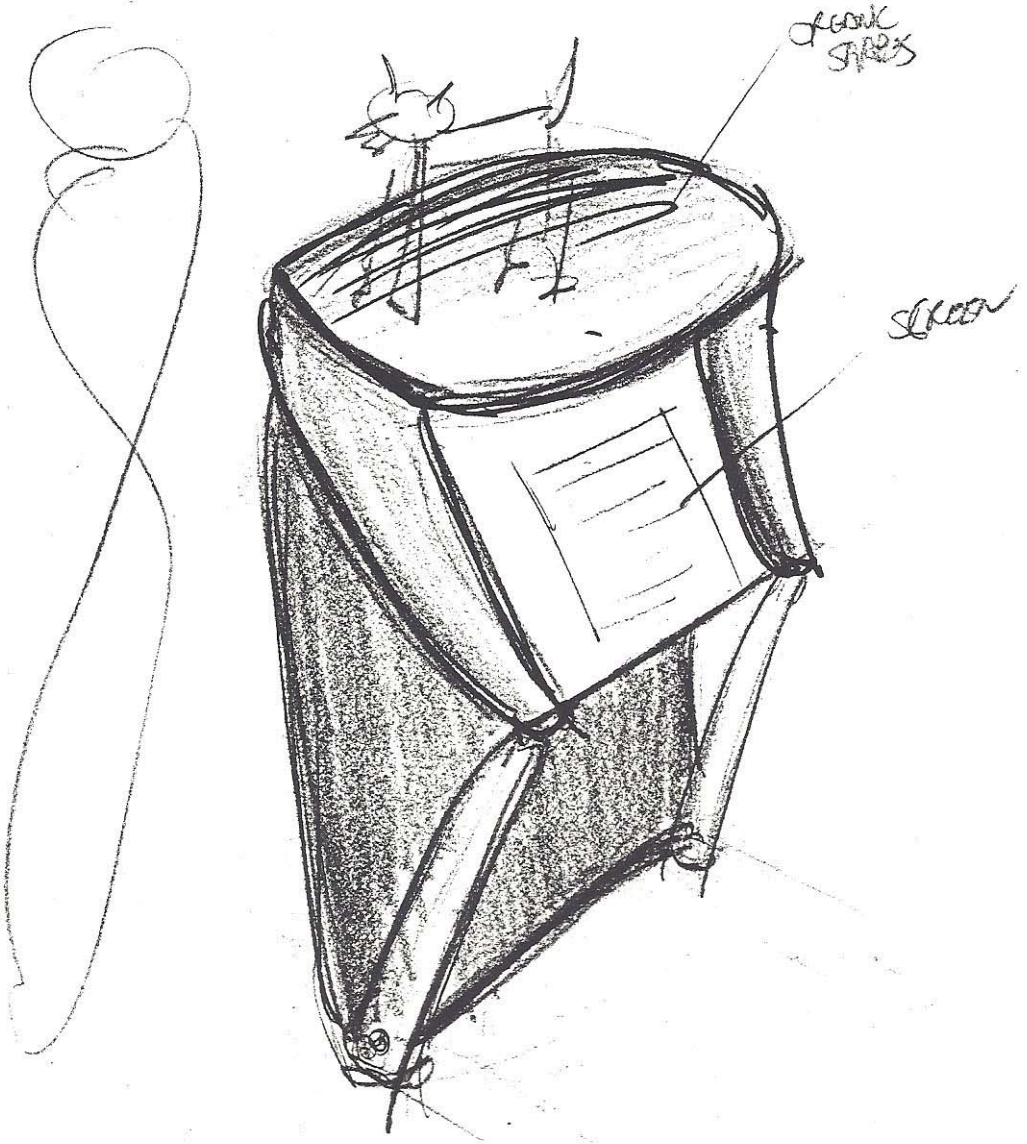

terminal
stand

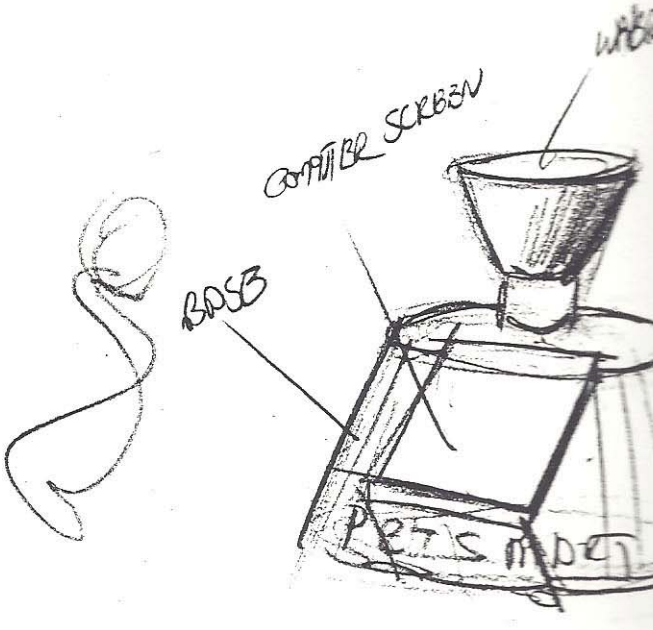

GLASS
KEY BUTTONS
PETSMART
STAND

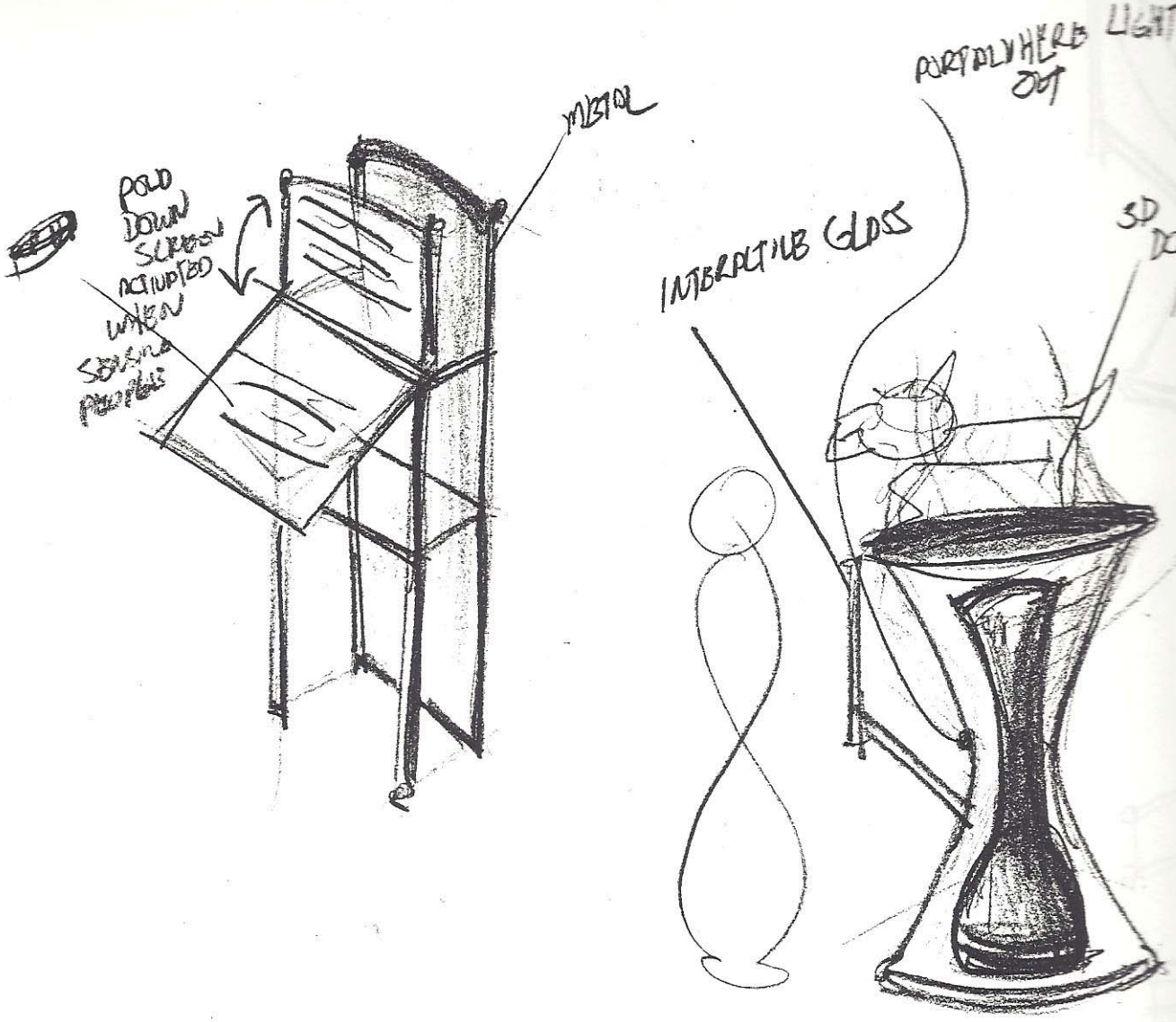


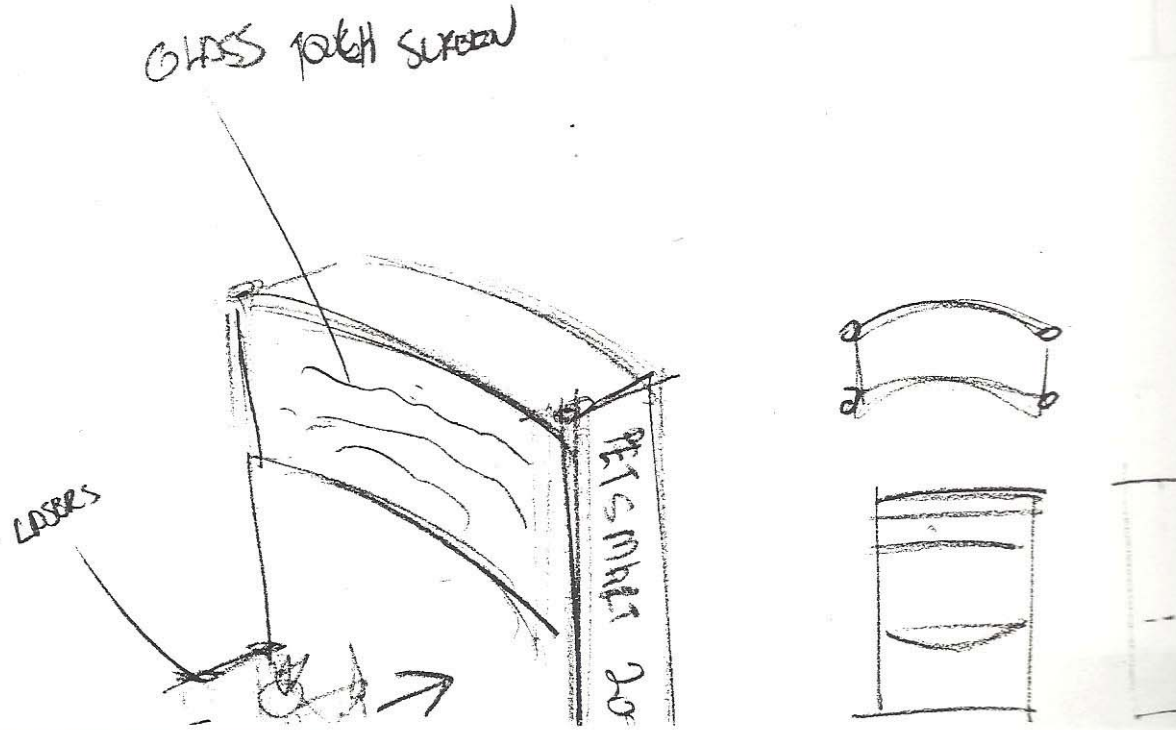


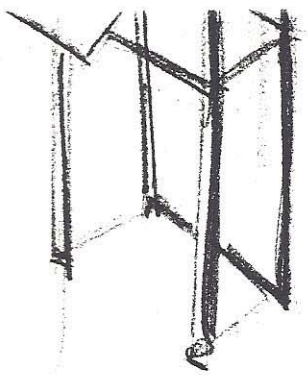

COMPUTER INTERFACE
STRAIGHT AHEAD
BUTTONS ON
CHAIR

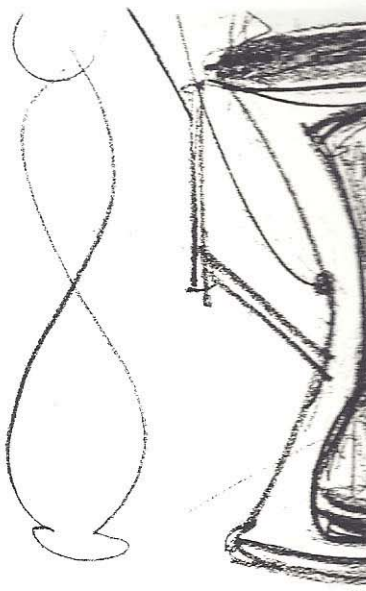

SCREEN

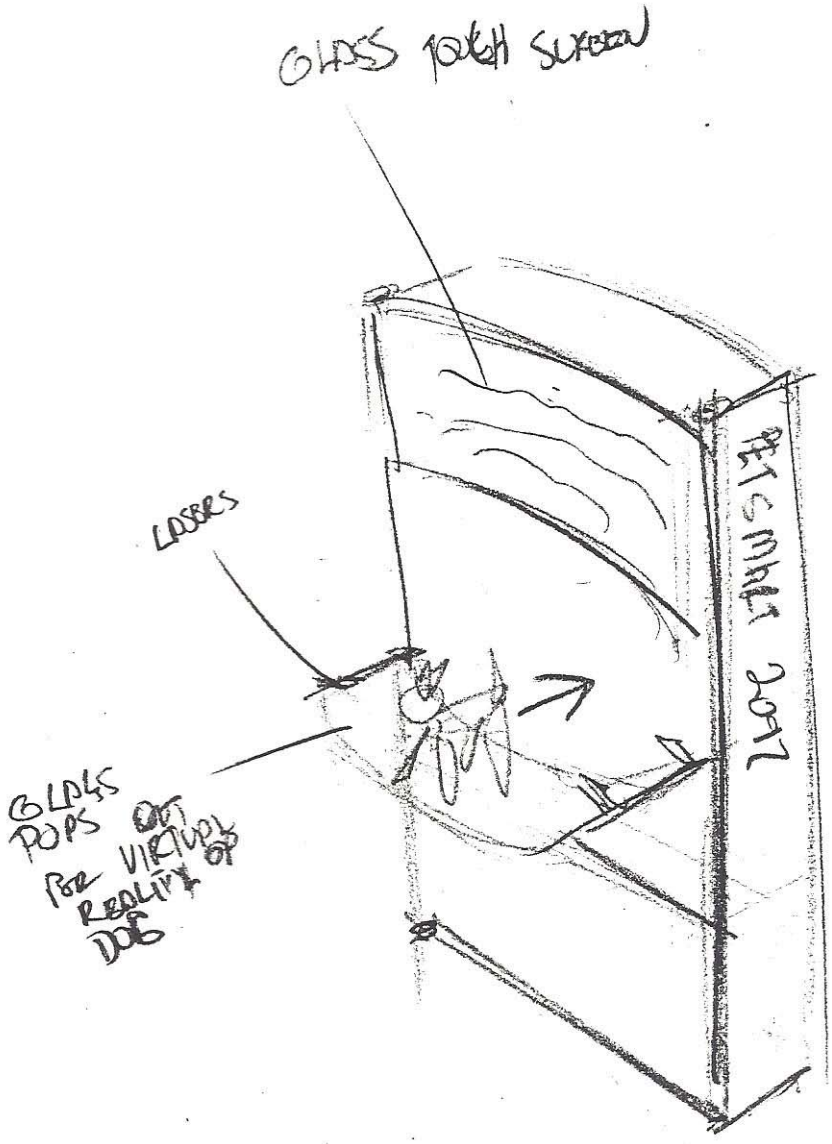

COMPUTER SCREEN
BASE


METAL
FOLD DOWN SCREEN ACTIVATED WHEN SENSING PEOPLE
PORTABLY HERE LIGHT
INTERACTIVE GLASS
3D


GLASS TOUCH SCREEN
LASERS
PROJECTION





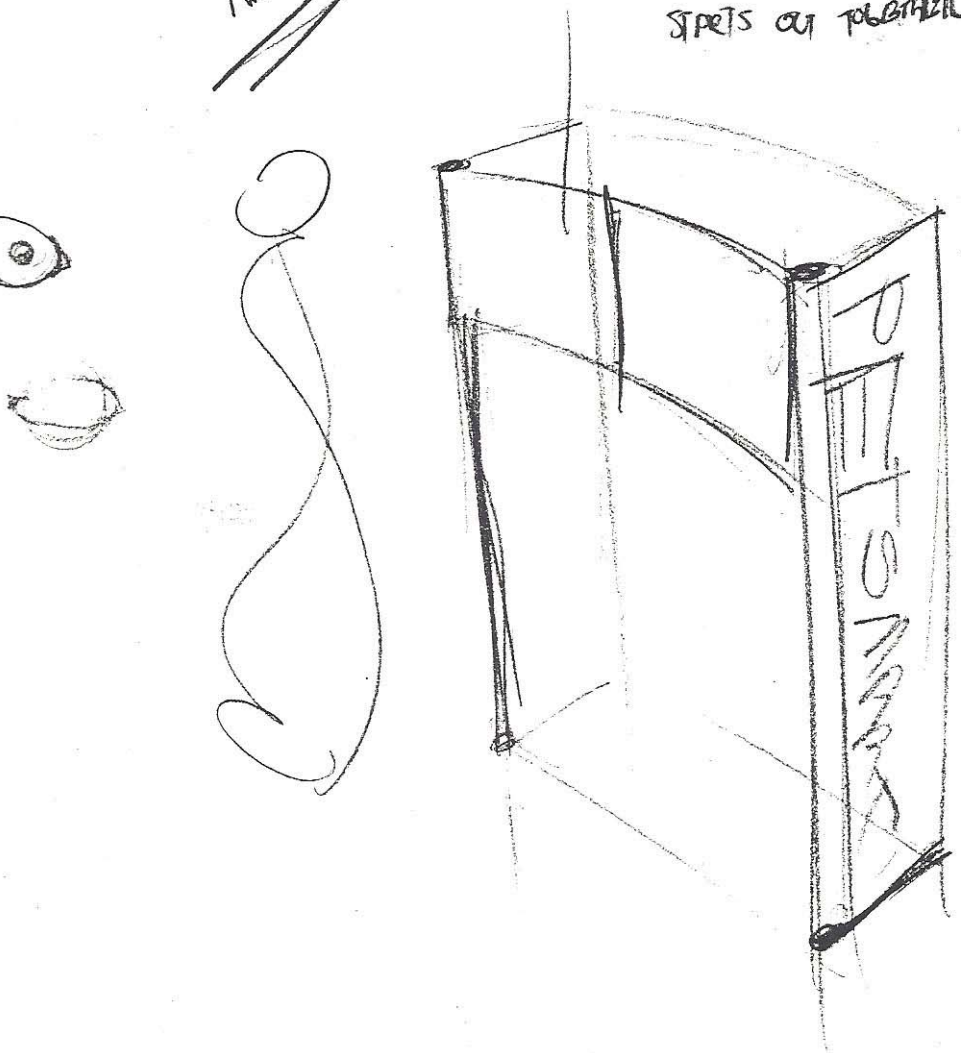

GLASS TOUCH SCREEN
LASERS
GLASS POPS OUT FOR VIRTUAL REALITY DIVE
PETSMART 2017

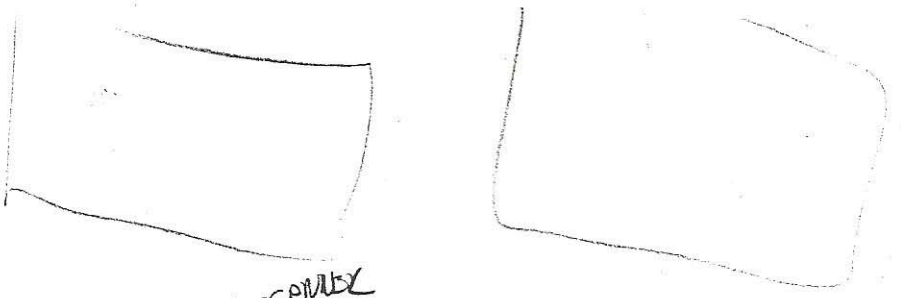


ANOTHER POINT

GLASS SCREEN

STAYS ON TOGETHER





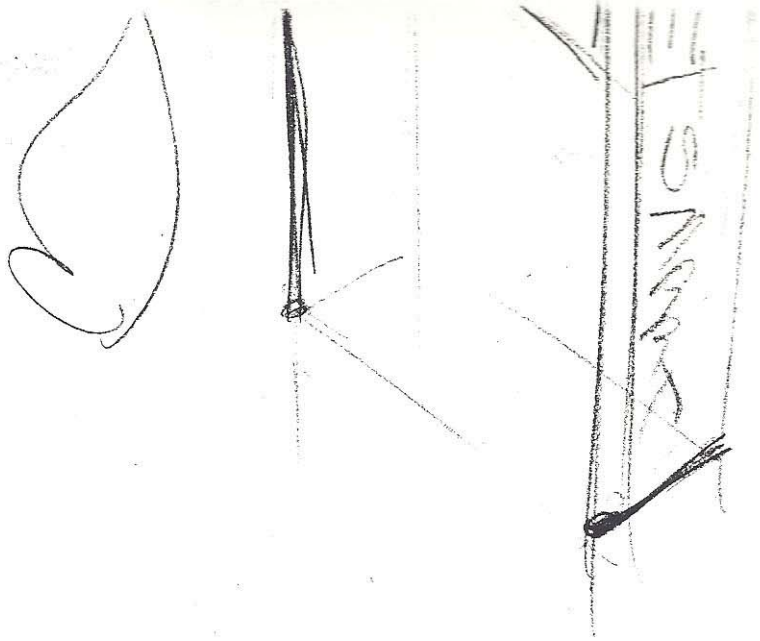
RETINA SCANNER

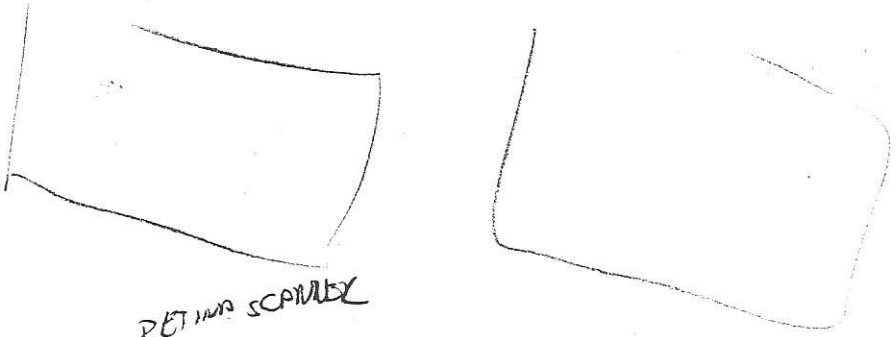


ORGANIC FORM

- WHOLE SHAPE IS ONE POLYMER - CLEAR

- 1 gigantic screen

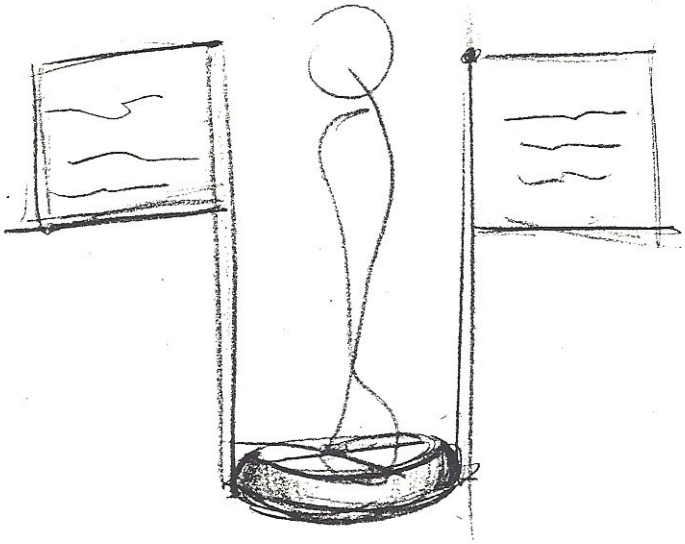


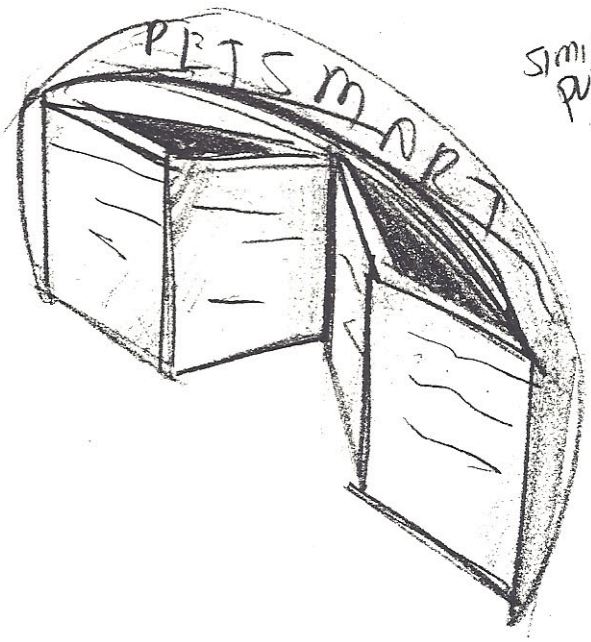


RETINA SCANNER



ORGANIC FORM
- WHOLE SHAPE IS ONE POLYMER - CLEAR
- 1 GIGANTIC SCREEN
LASER IMAGERY WHERE DOG APPEARS
- UNIT ROCKS TO ADJUST TO HEIGHT





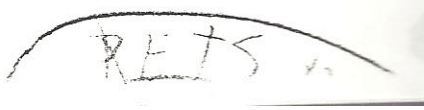
MORE FOR KIDS

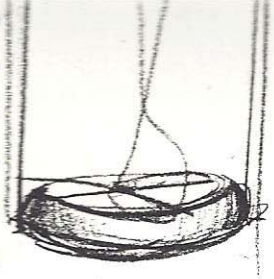
1 PC OF GLASS

SIMILAR TO PUPPY PAWS



3D VIRTUAL DOG IMAGES

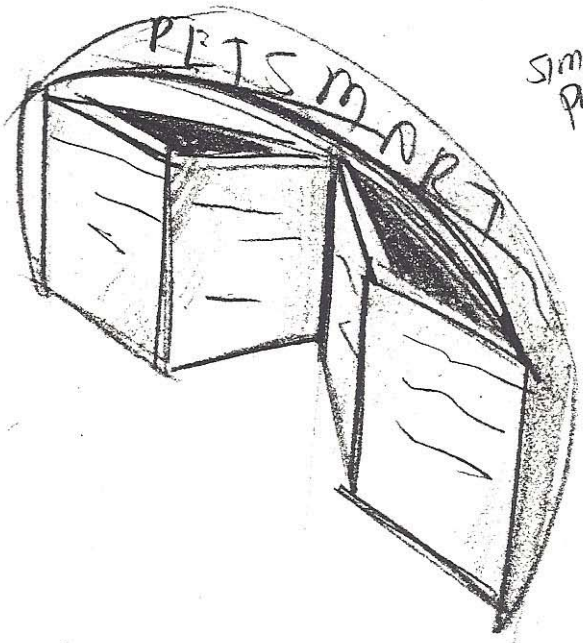


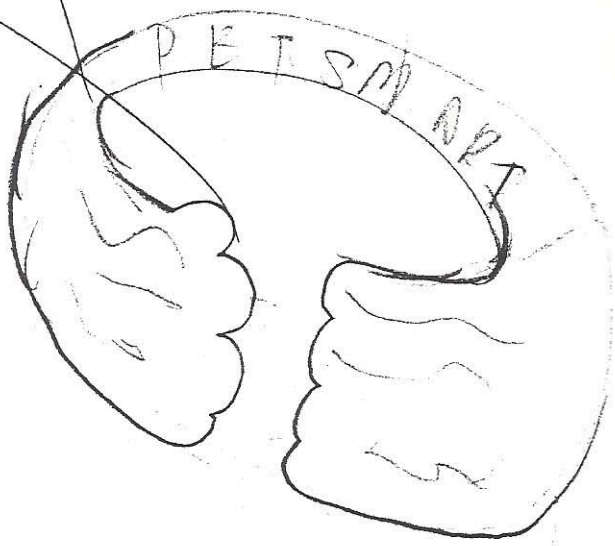


MORE FOR KIDS + TOUCH POINTS

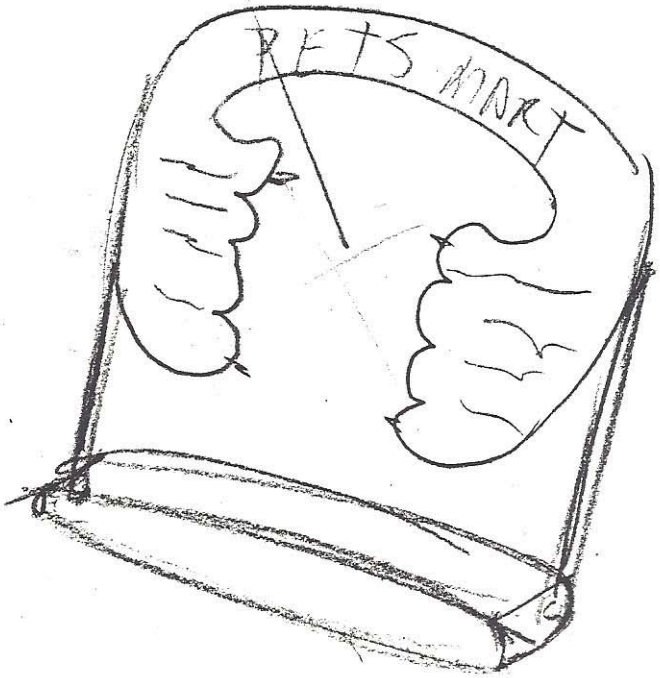
1 PC OR GLASS OF THAT IS USED AS SCREEN PUSH SCREEN

SIMILAR TO PUPPY PAWS





3D VIRTUAL IMAGES OF DOG




product mood
vision board

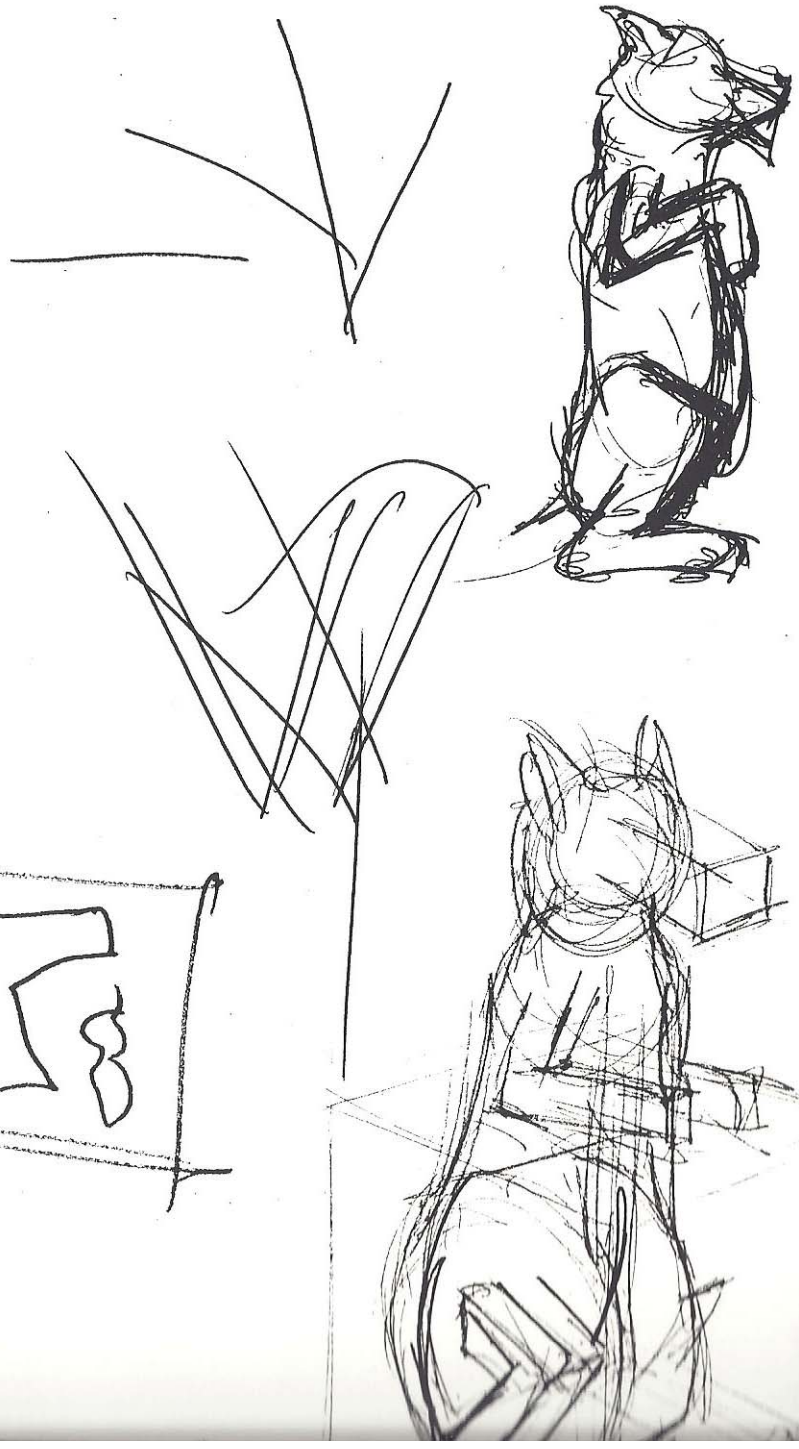
8 drawings

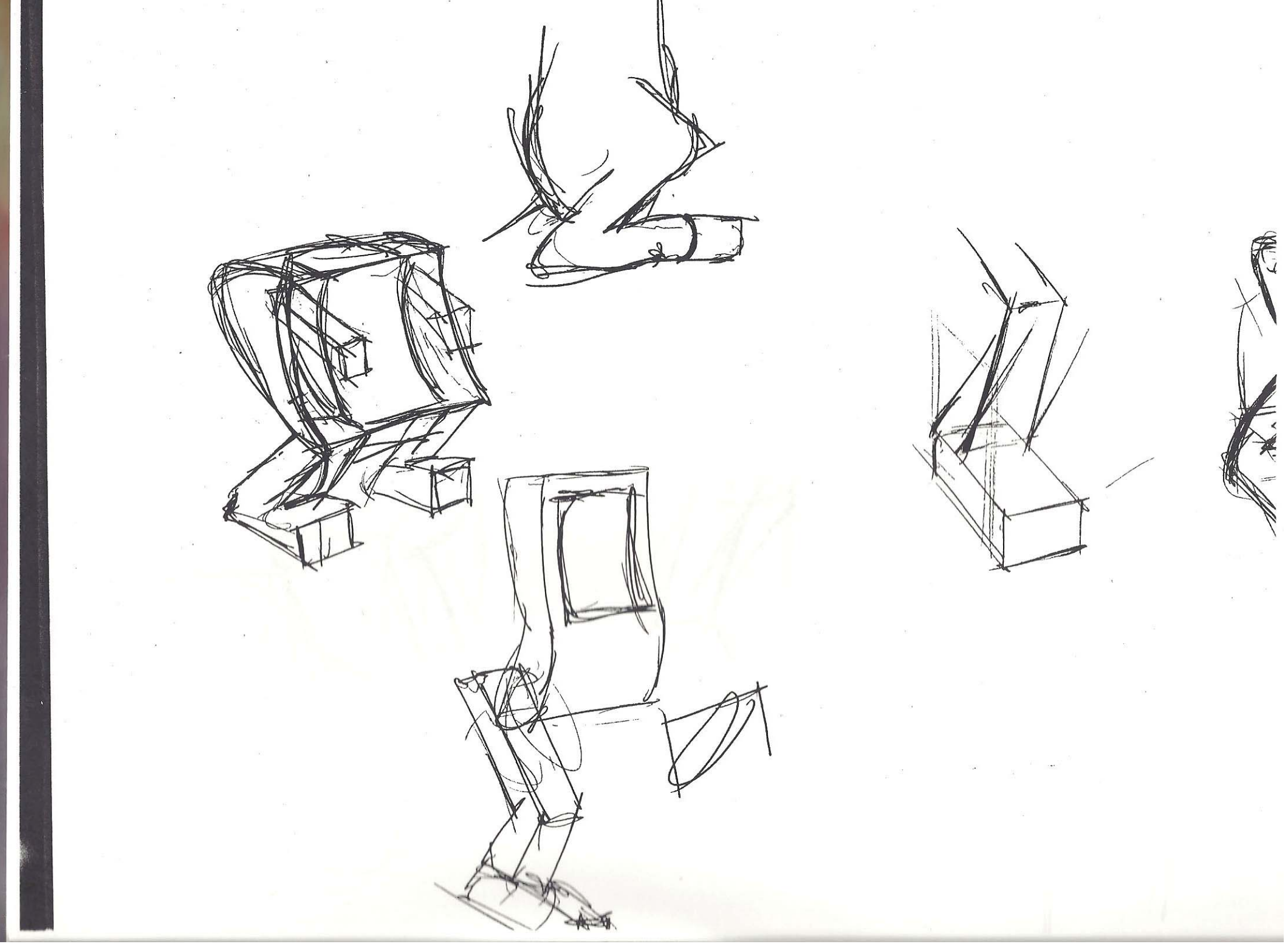
4 floor plans

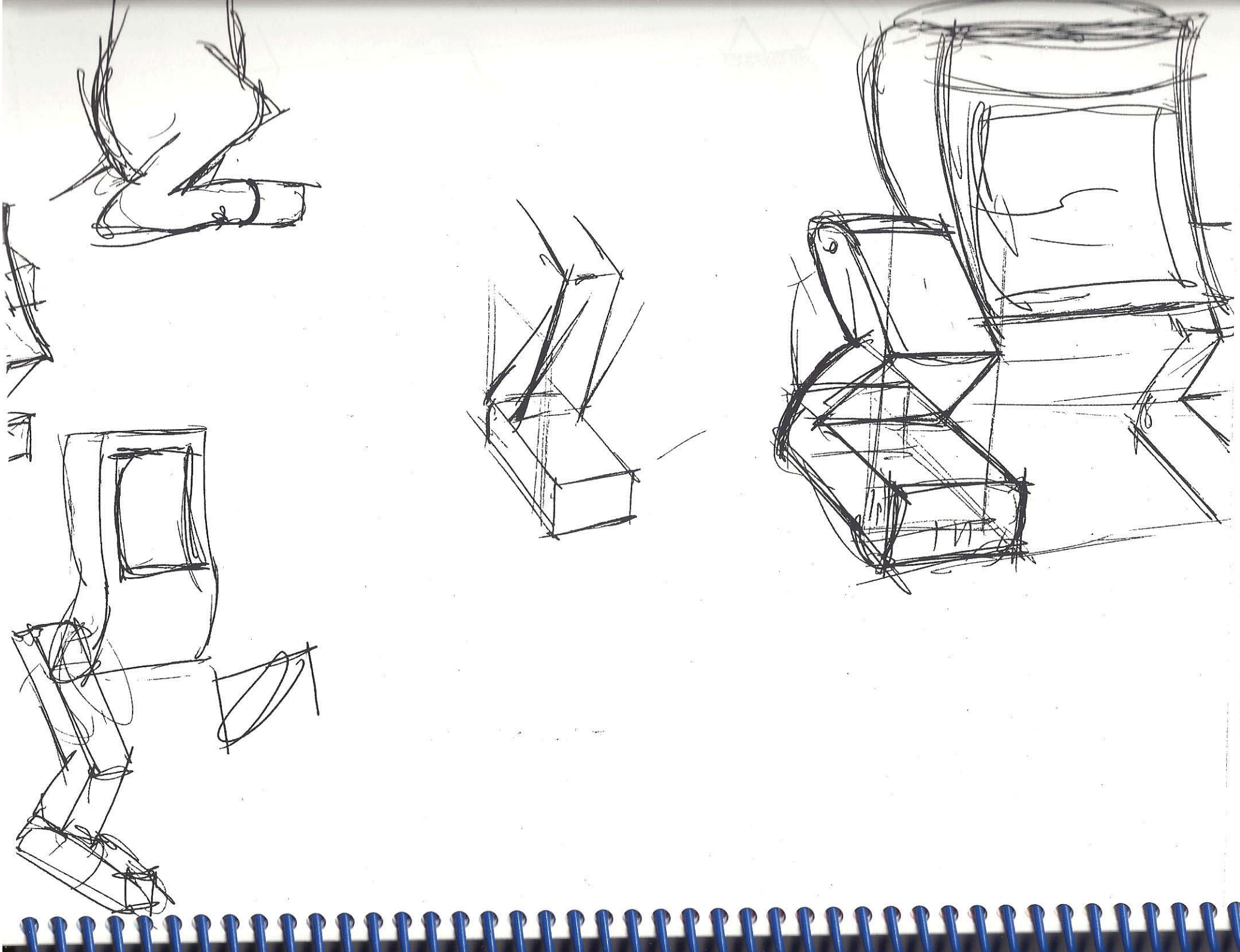
1 product sheet

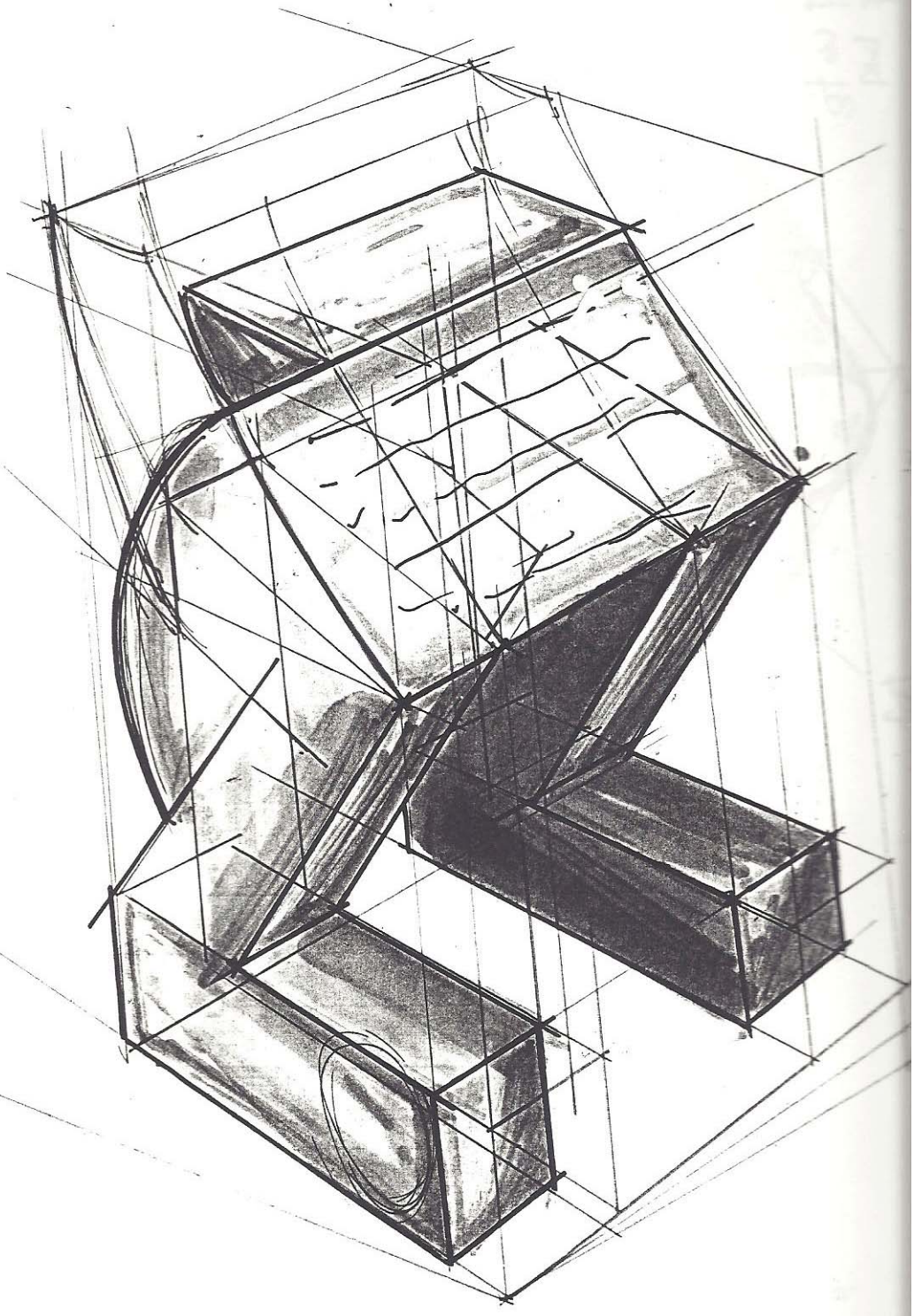
1 mood boards

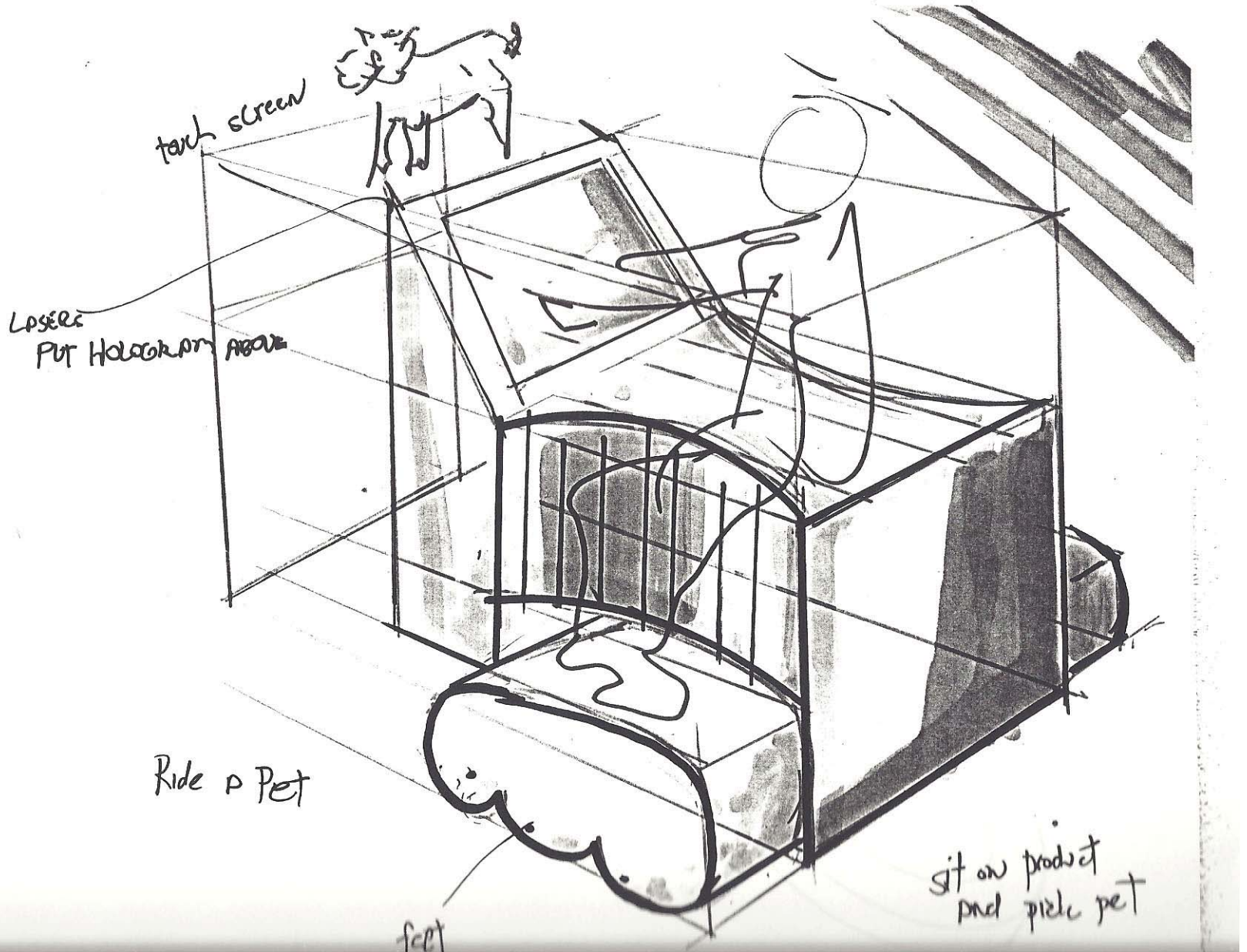


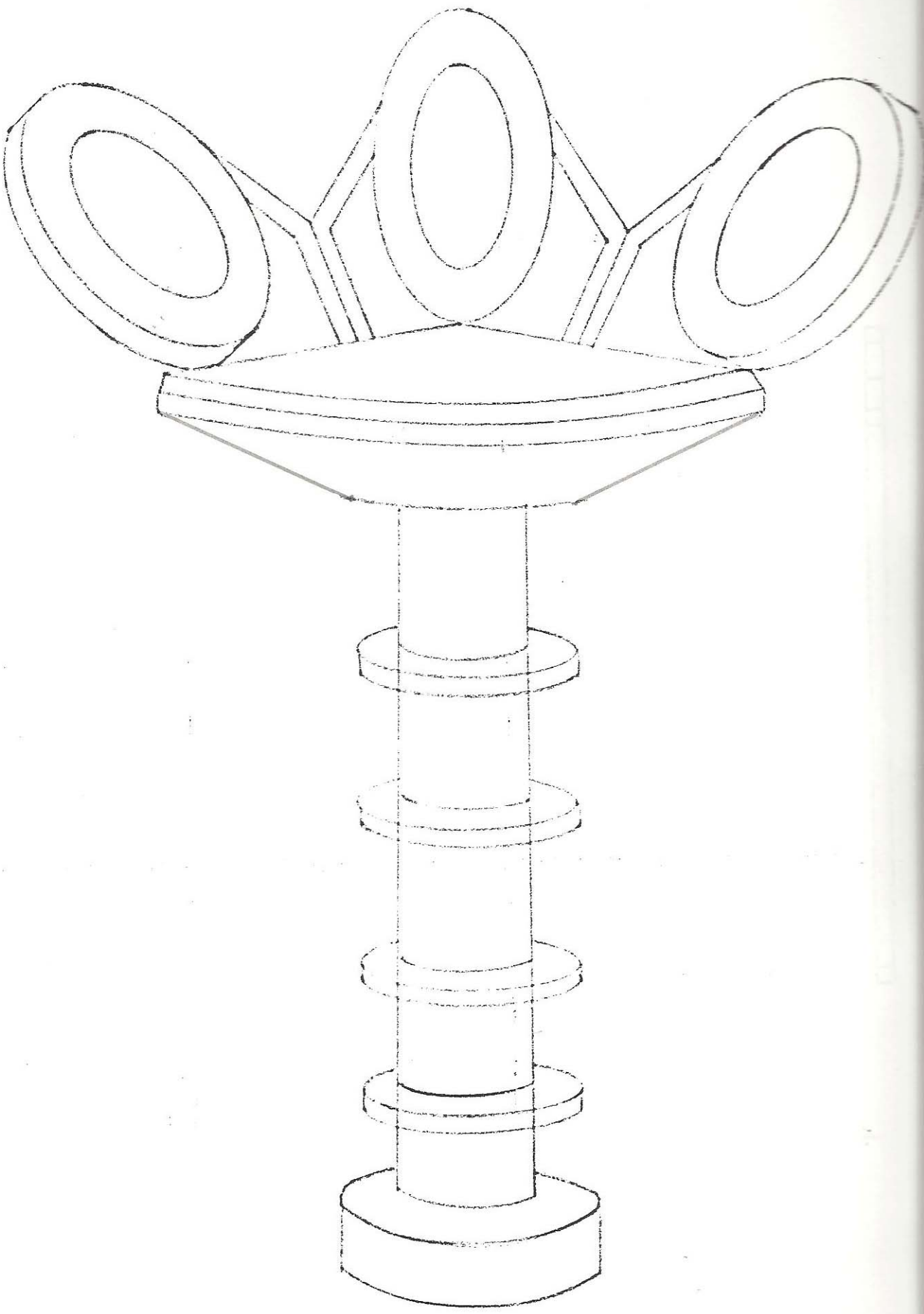


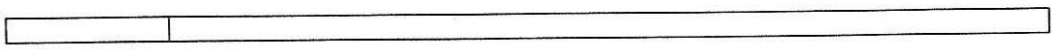


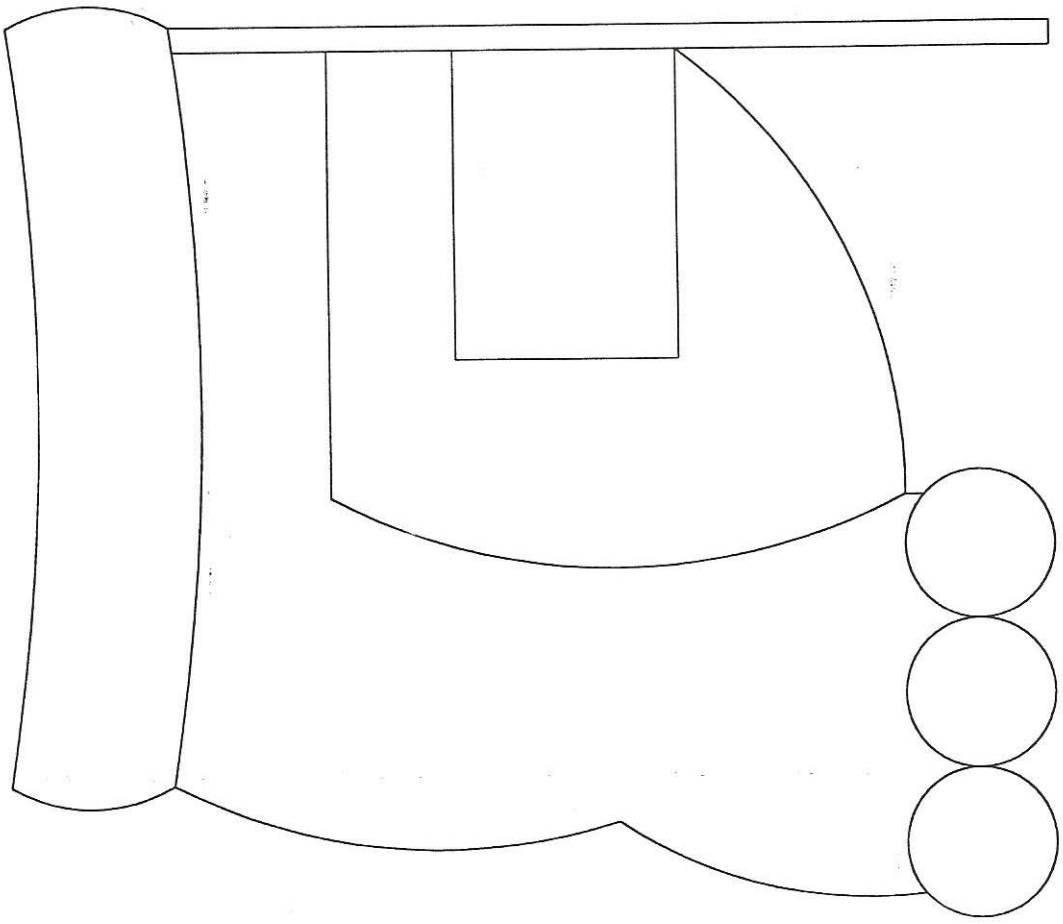


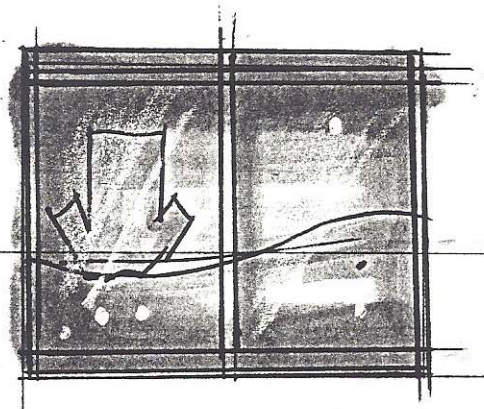



touch screen
Laser
PUT HOLOGRAM ABOVE
Ride a Pet
feet
sit on product
and pick pet

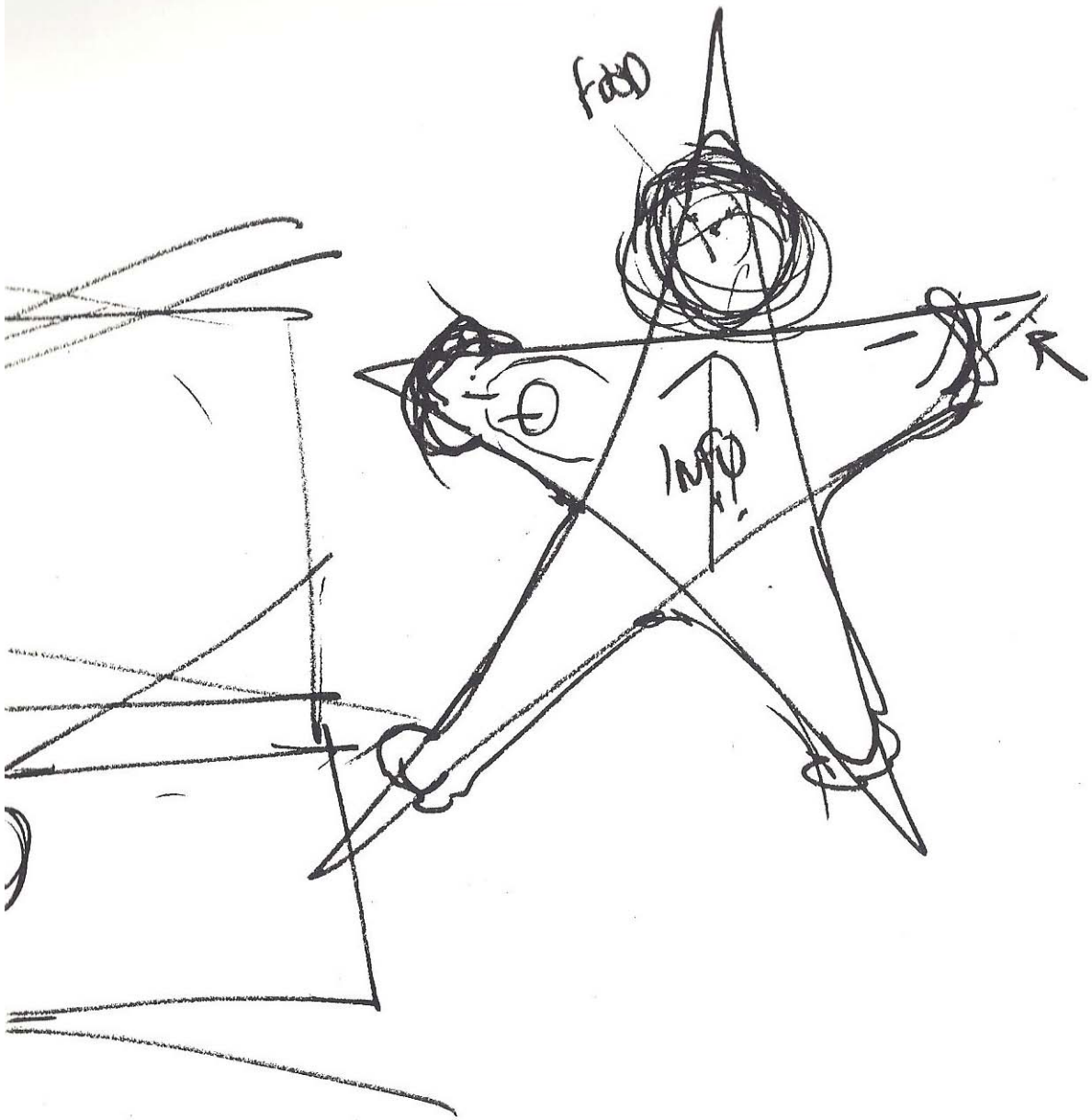




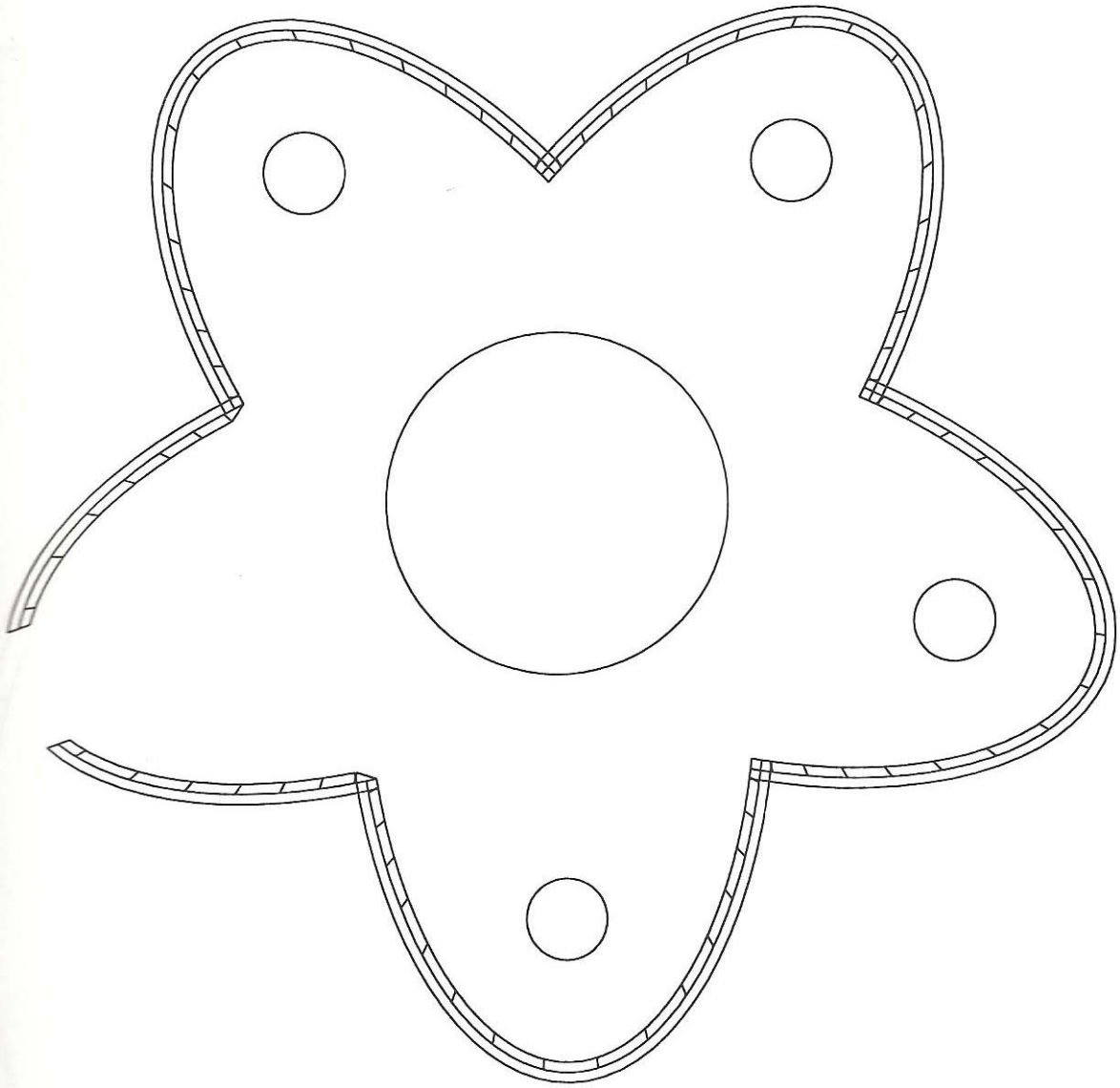


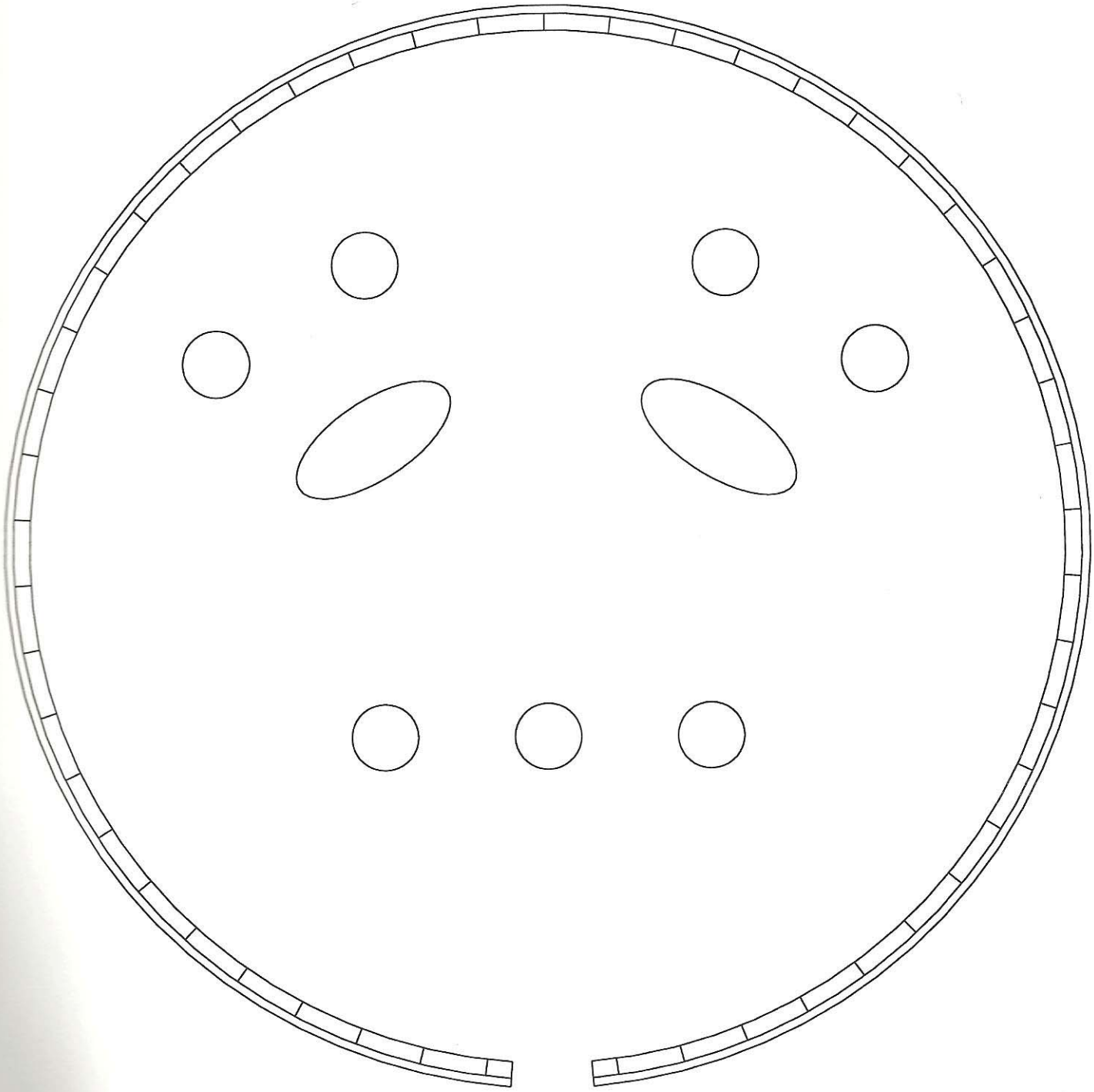


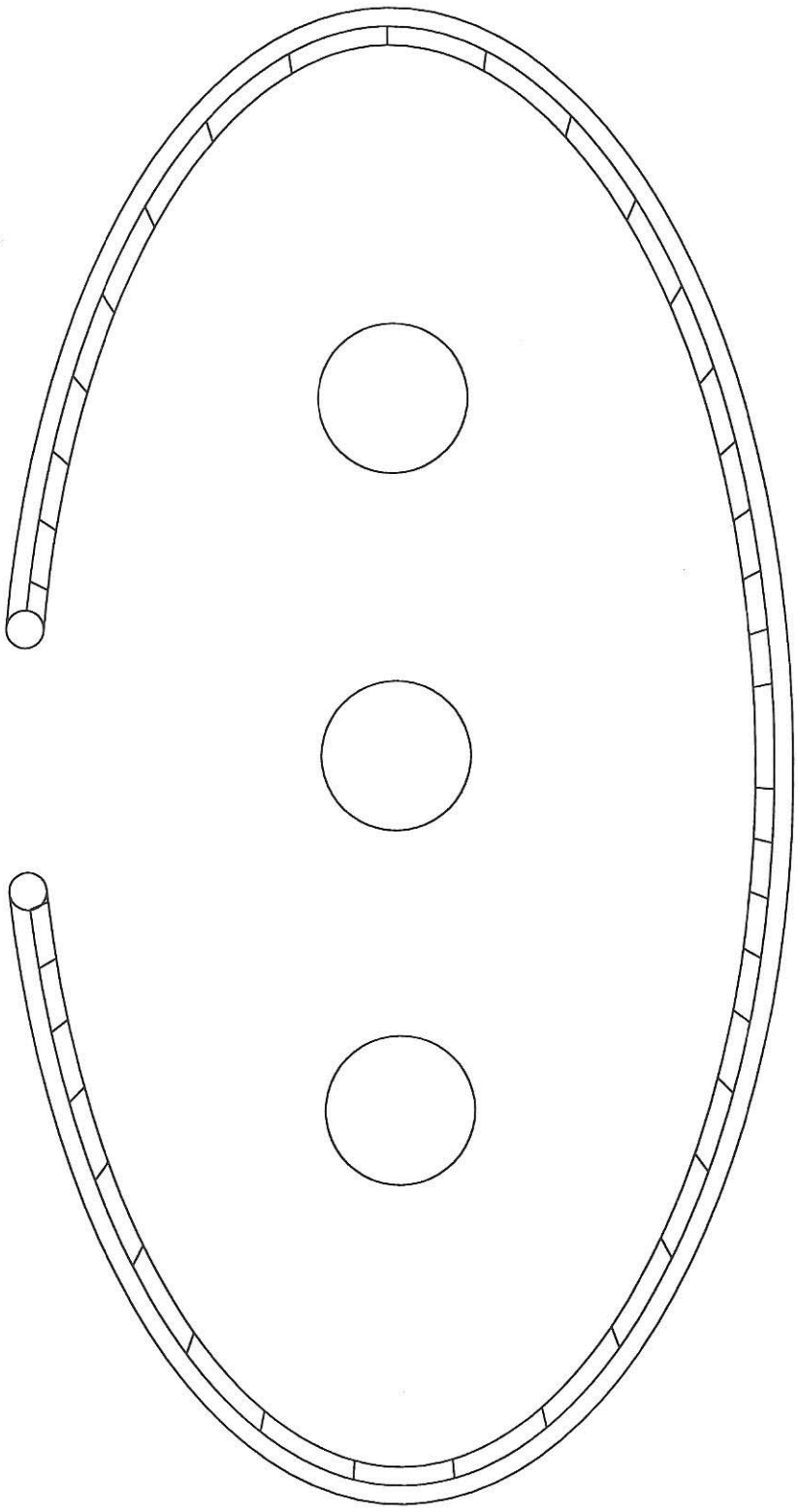
FLOOR PLAN DEVELOPMENT AND MIDTERM LAYOUT

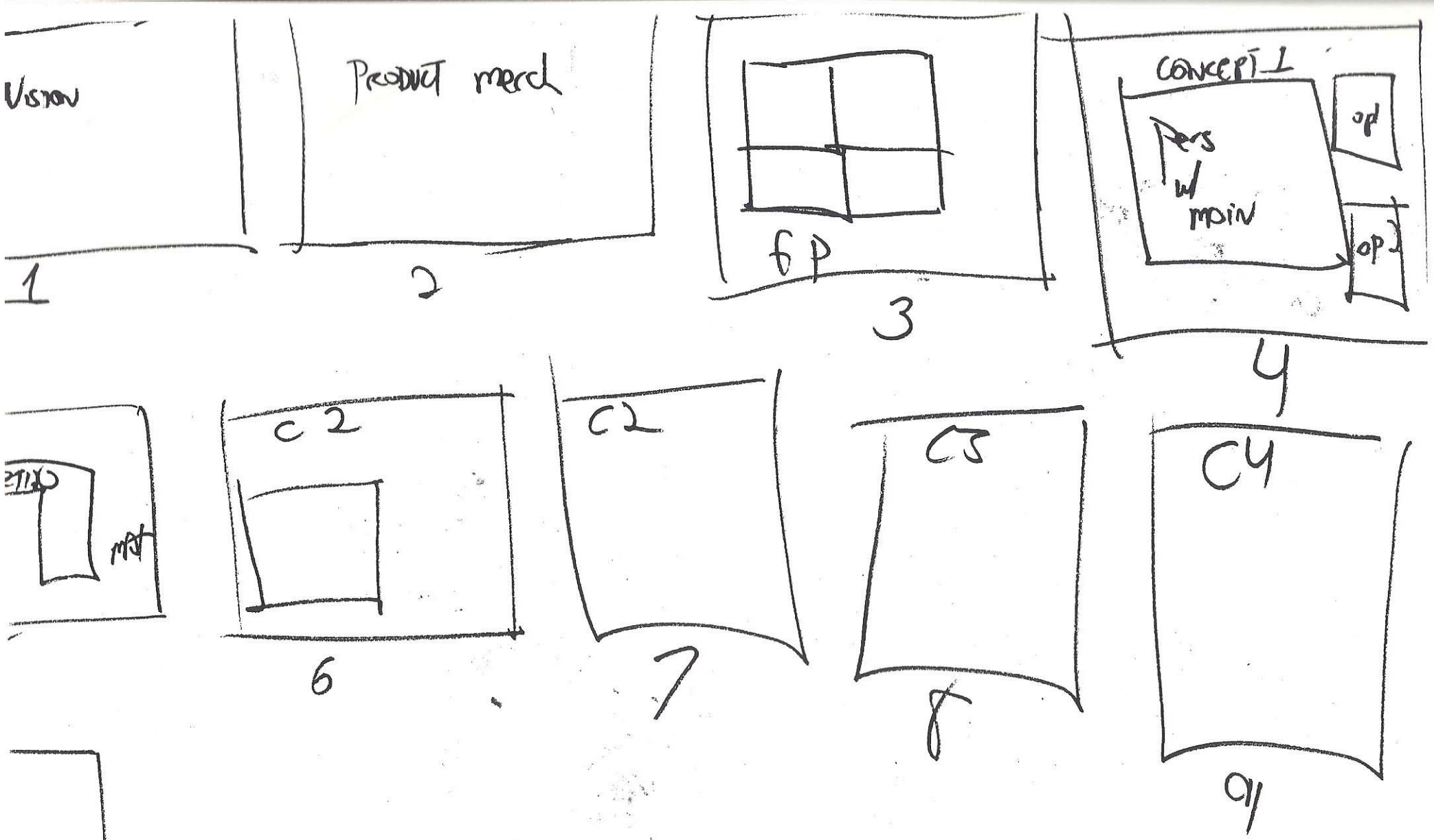

FOOD
INFO


FIXTURES
PAW
LEGS
HEAD
ARMS








Vision
1
Product merch
2
6P
3
CONCEPT 1
Pers
w/
main
op
op
4
c2
6
c2
7
C5
8
C4
9

~~4 - Perspective~~

~~1 Matt~~

4 - Scan Petsmart -

2 Finish World Board -

~~1 Cut Mounts -~~

8 Mount Boards -

9 Presentation -

~~Card Stock Photographies -~~

7 Concept Board -

3 Reprint of CS - FP
- put traffic patterns on them

~~6 Build Base Ship~~

5 - Mac 13 Board

10 - Backdrop to Models of Box

World Board

Dog

Cat

Floor plans

Concept 1

C 2

C 3

C 4

① Sketch Board

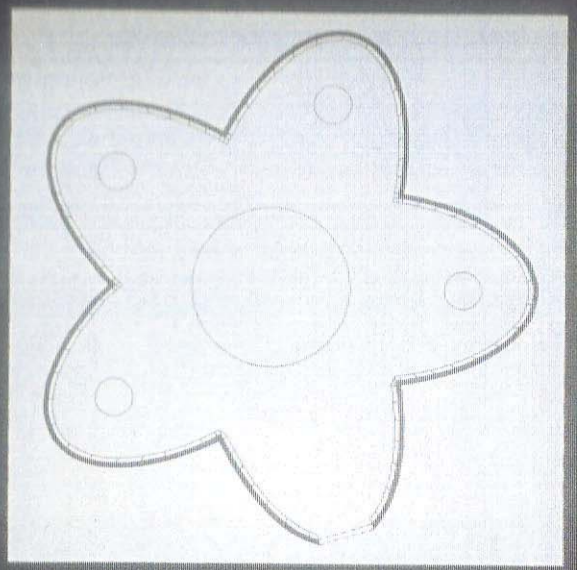
Signage -

MIDTERM PRESENTATION


PETSMART

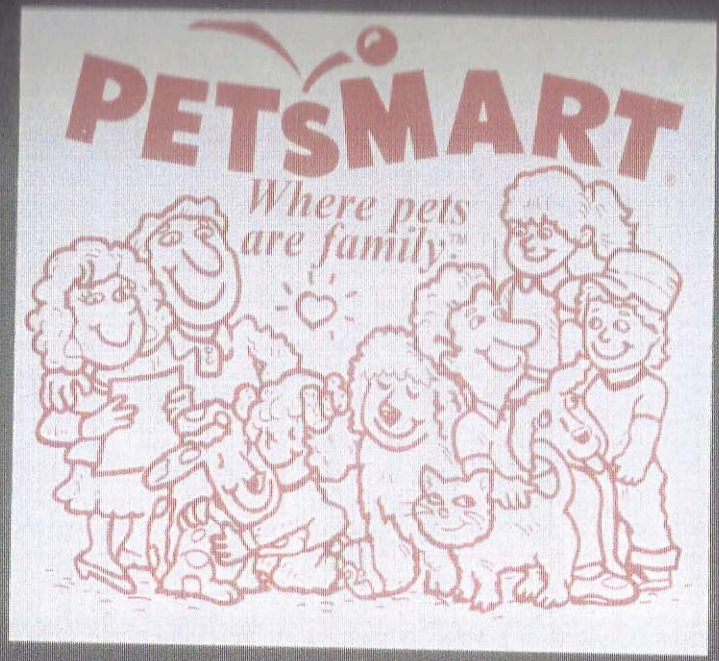

Help keep your cat Frisky!
Friskies Senior
Friskies
Friskies Special Diet
Bring out the Frisky in your cat!
Parasite Control
Clinical Nutrition
Reproduction
Common Diseases and Ailments
PETSMART

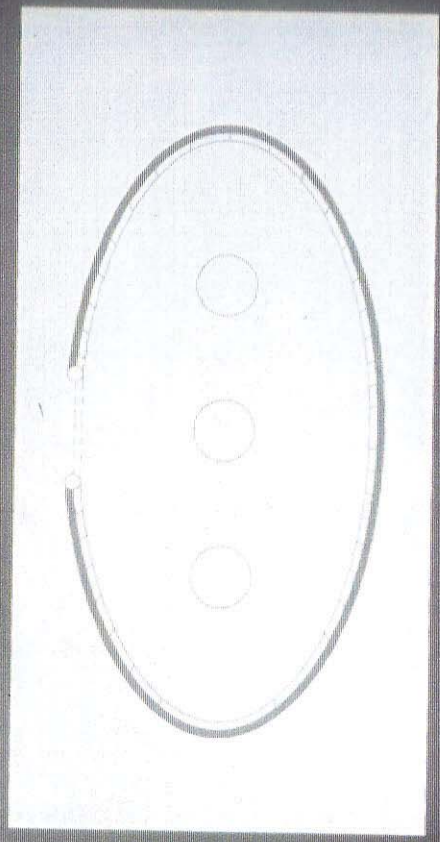

new skills
What cloning could mean for your dog.
Seeing Double, Triple or More?
PETSMART.

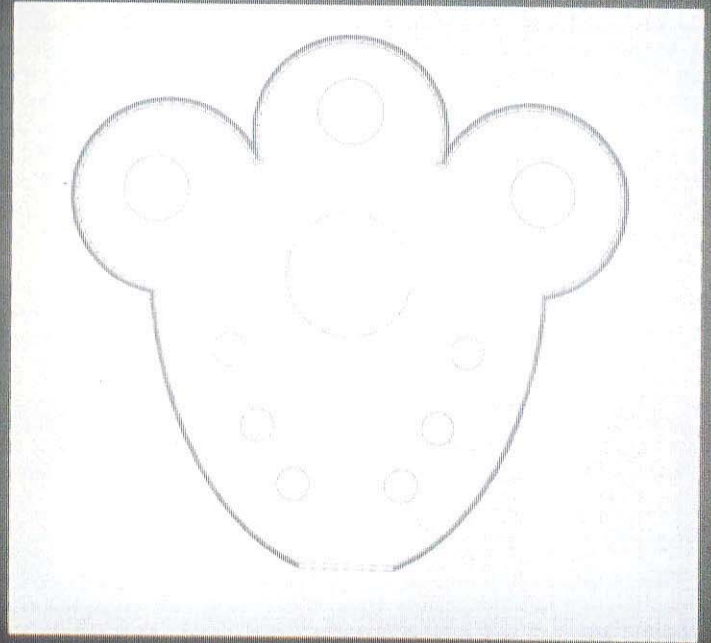


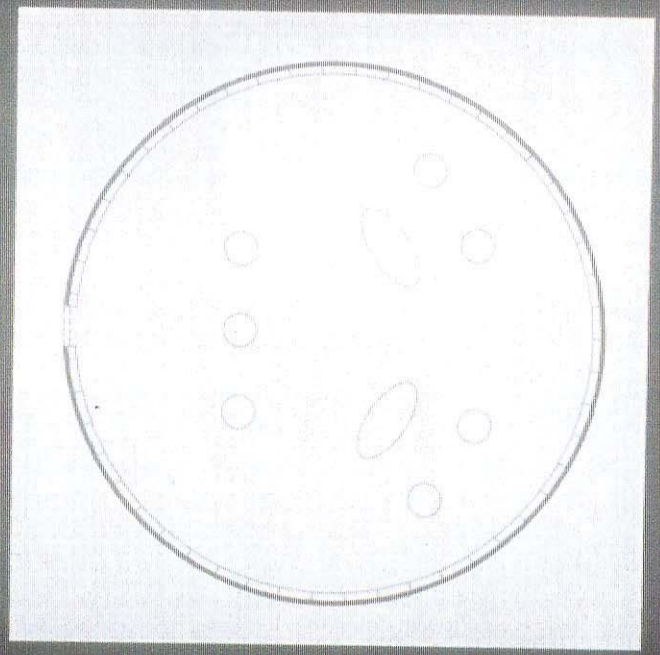
PETsMART

Where pets are family.



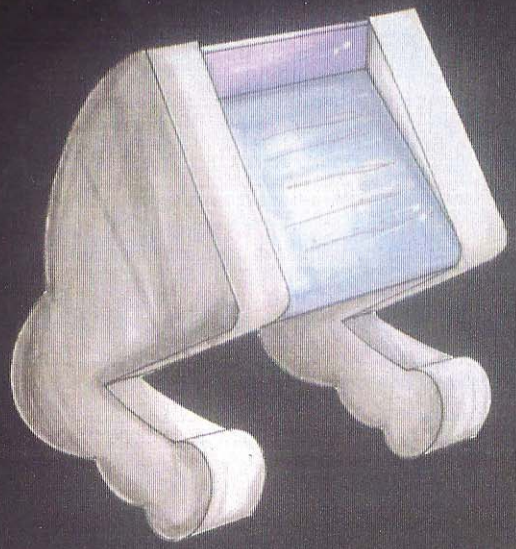




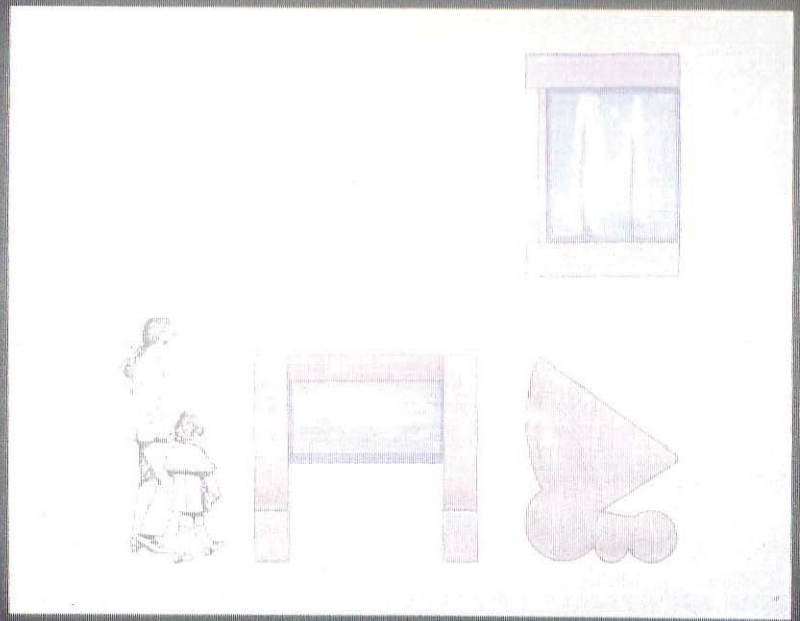


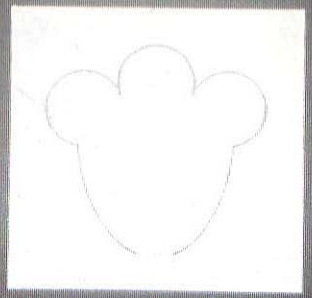
Floorplans

PETsMART



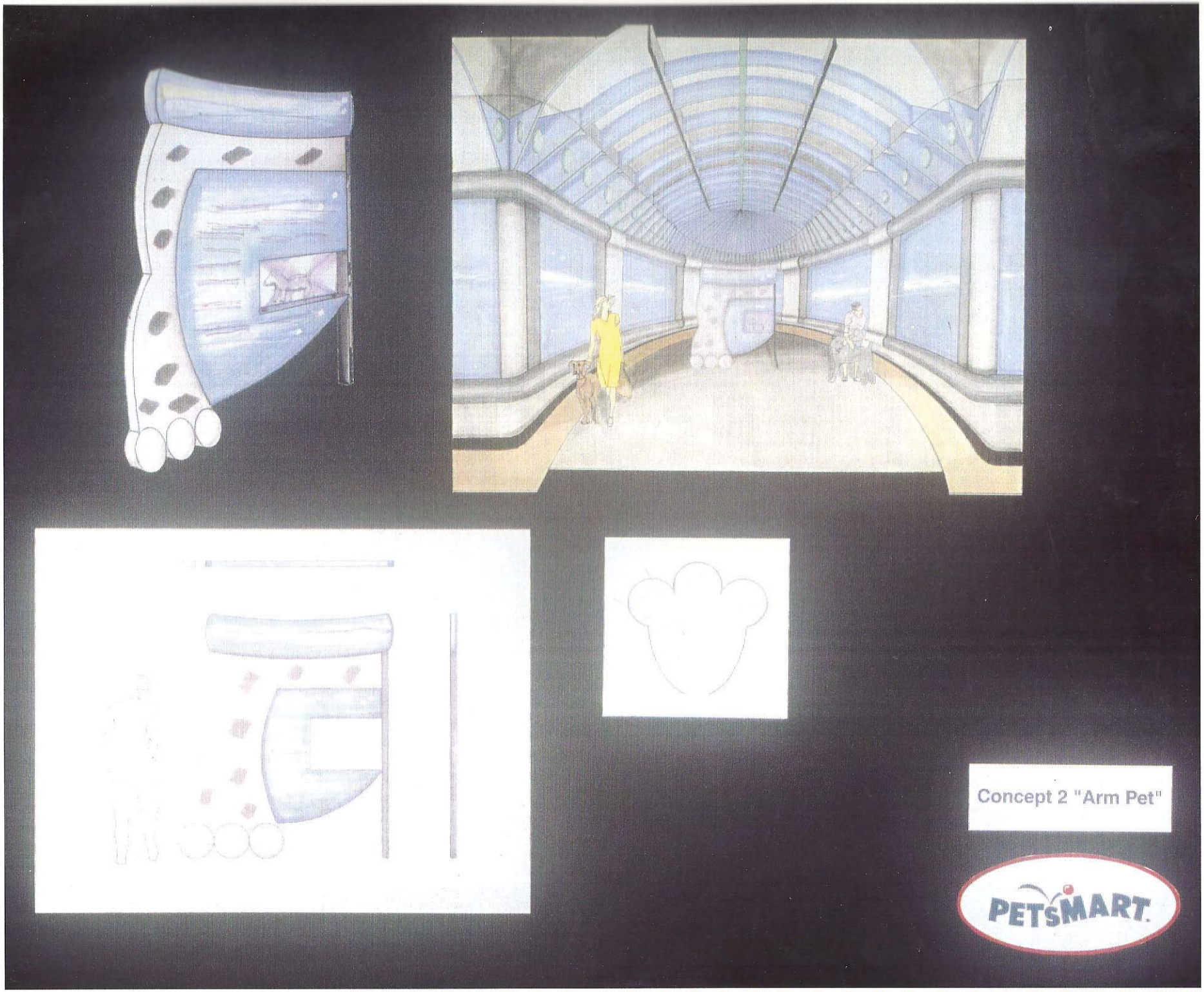


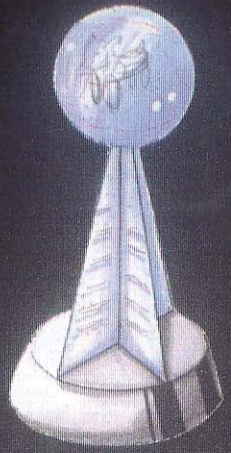




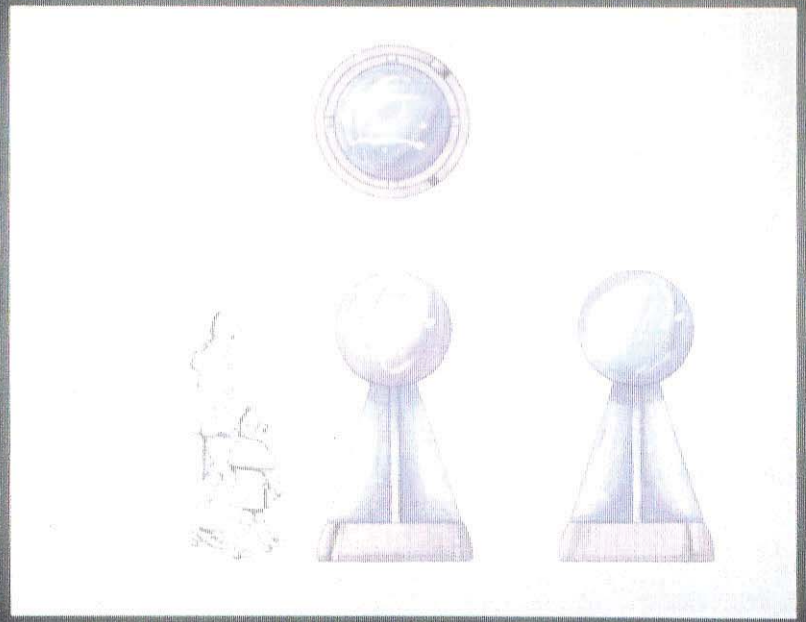
Concept 3 "Robo Pet"

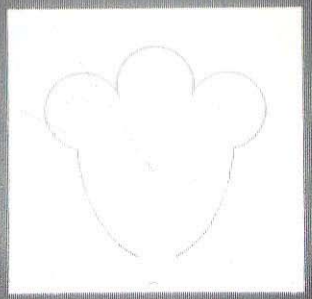
PETSMART


Concept 2 "Arm Pet"
PETSMART



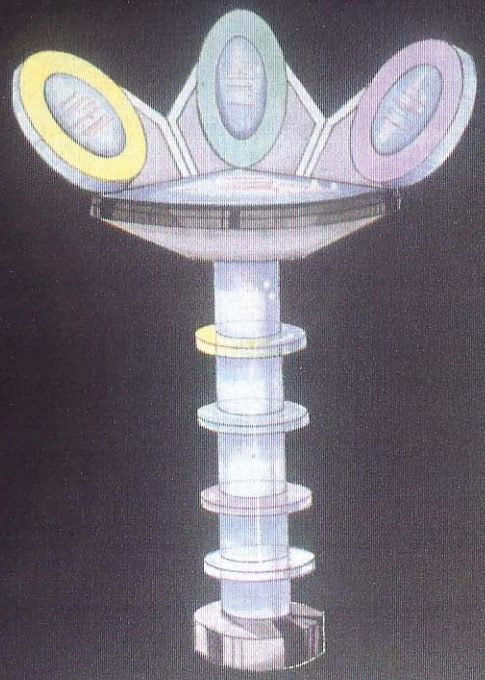




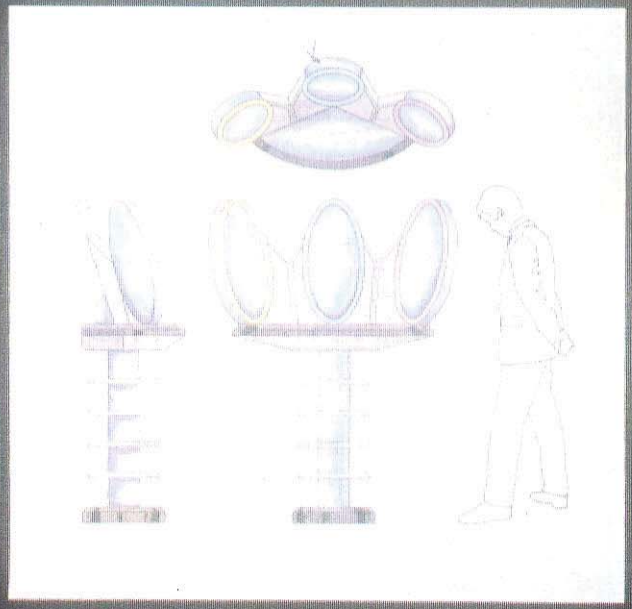


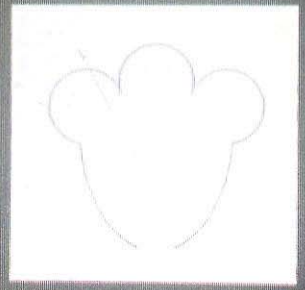
Concept 4 "Lolli Pet"

PETSMART



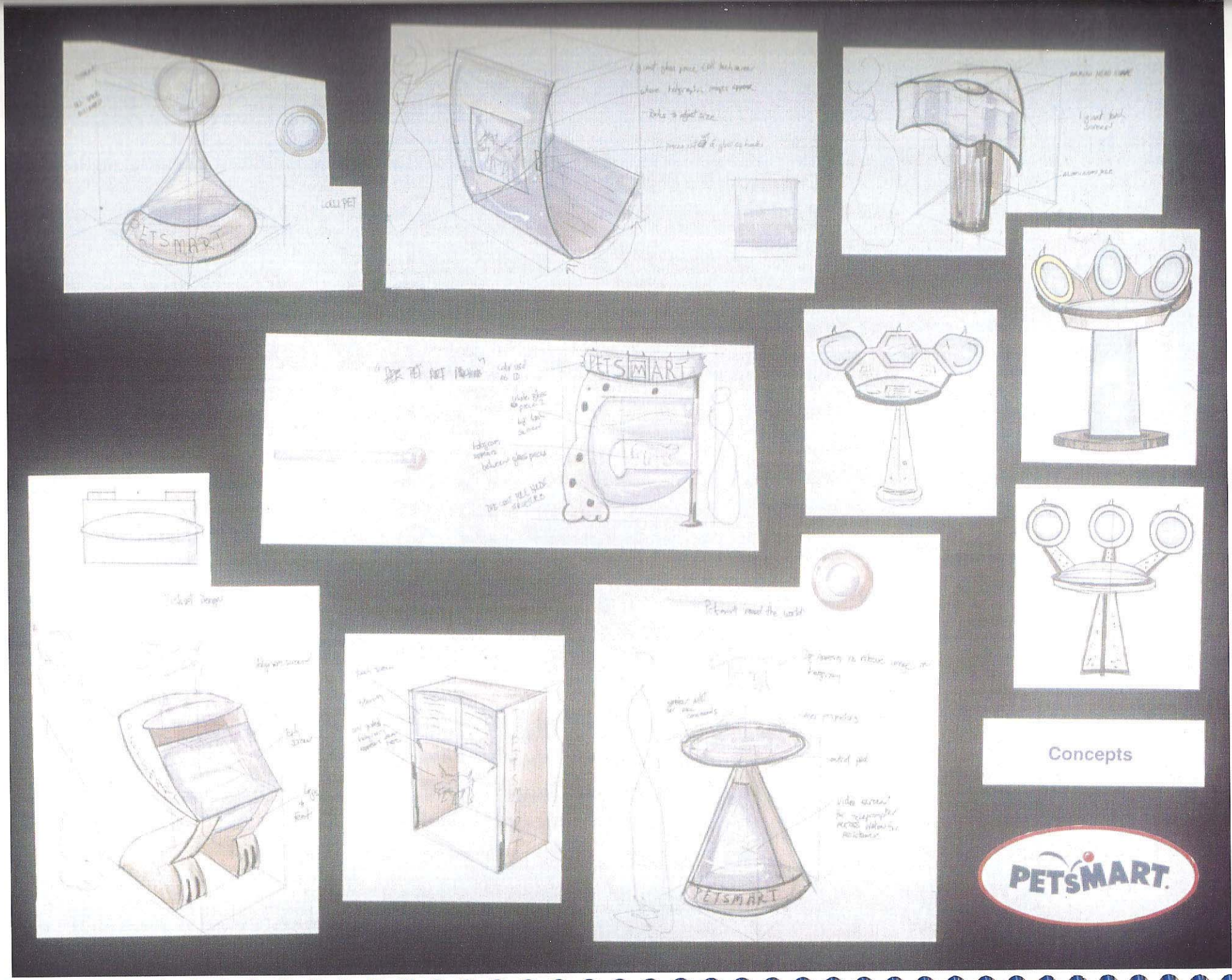




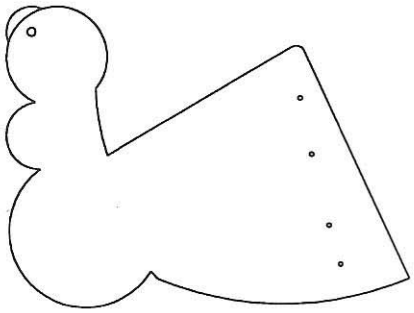


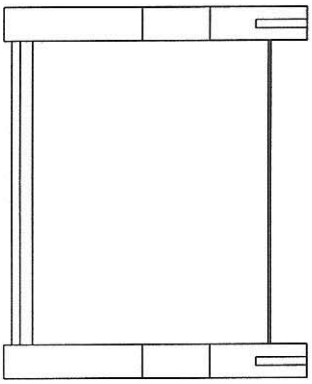
Concept 1 "Pet Saver"

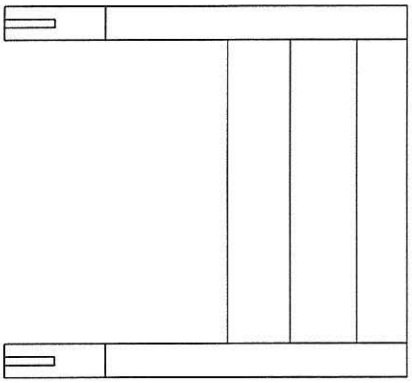
PETSMART

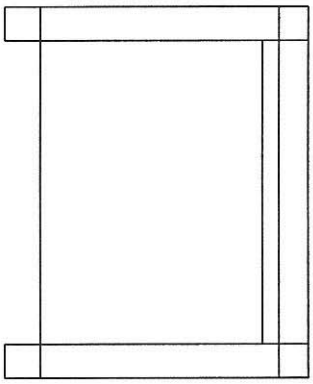

PETSMART
PETSMART
PETSMART
PETSMART
PETSMART
PETSMART
PETSMART
PETSMART
PETSMART
Concepts

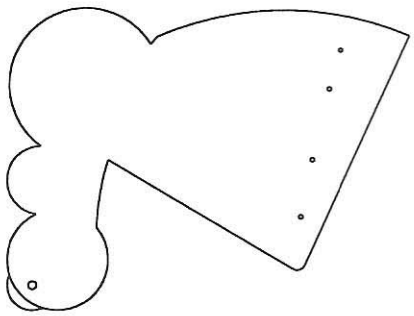
FINE TUNEMENT OF IDEAS OF FIXTURE

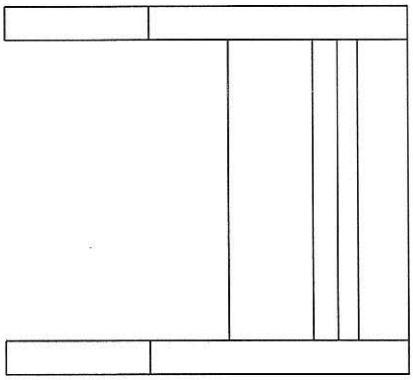


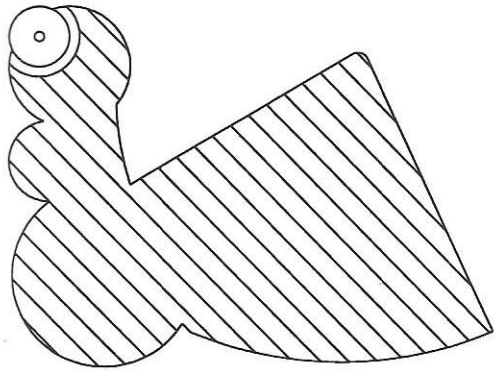


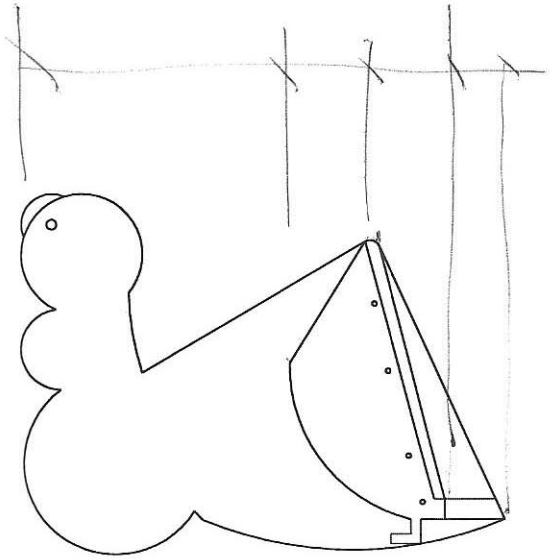


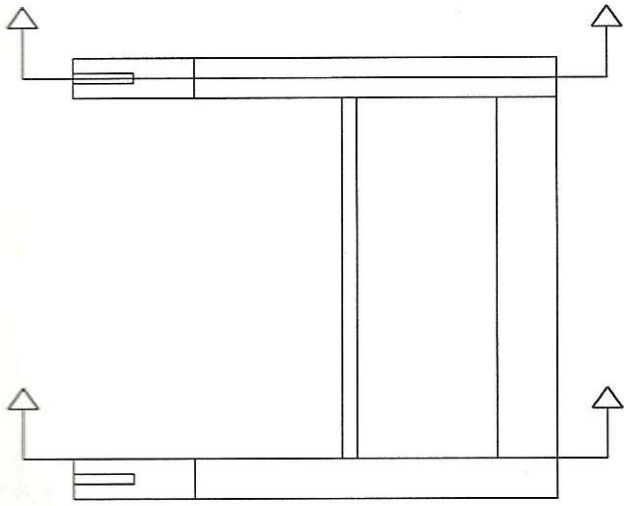


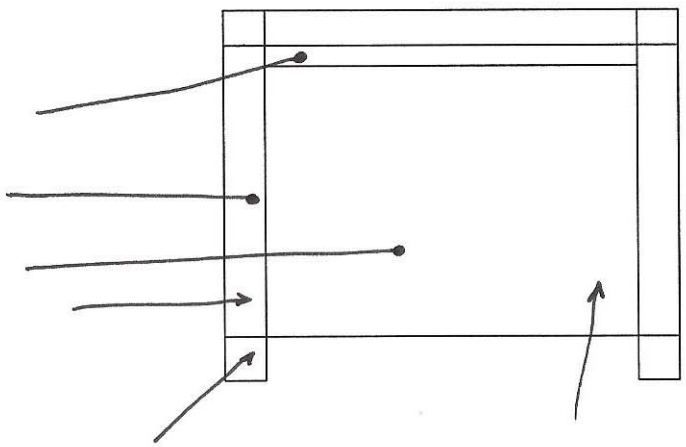


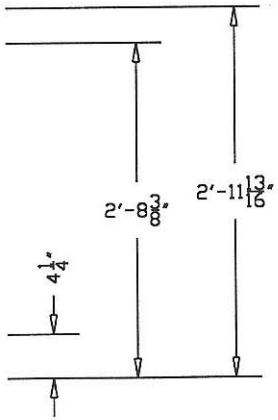


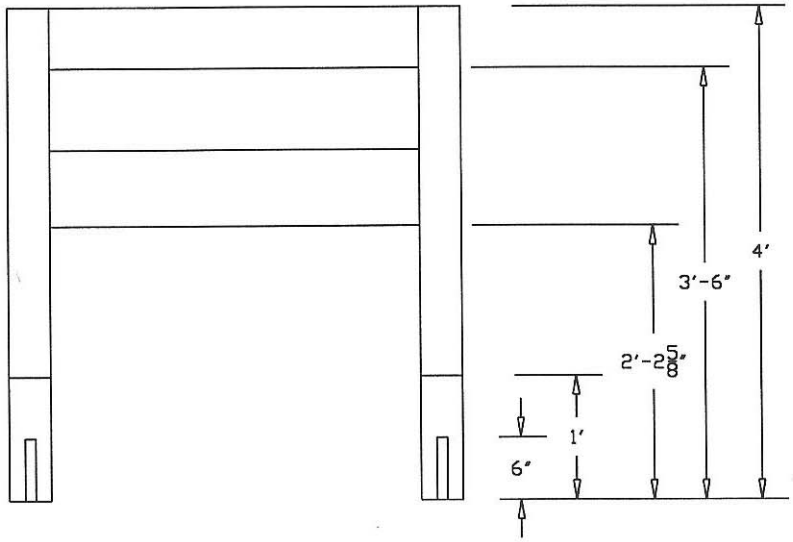


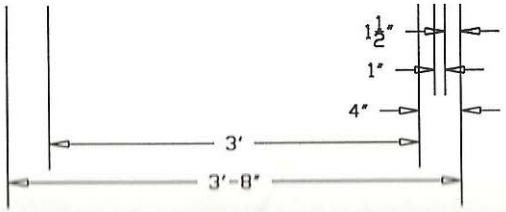


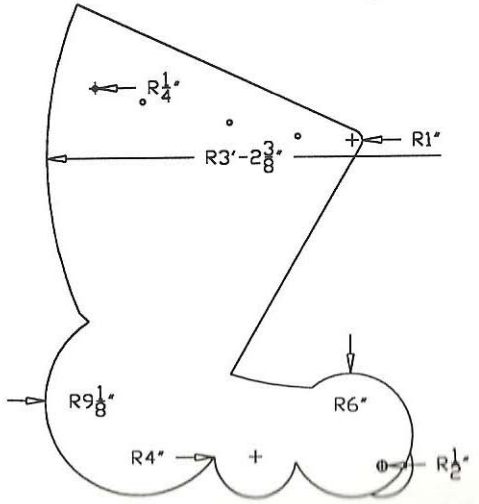




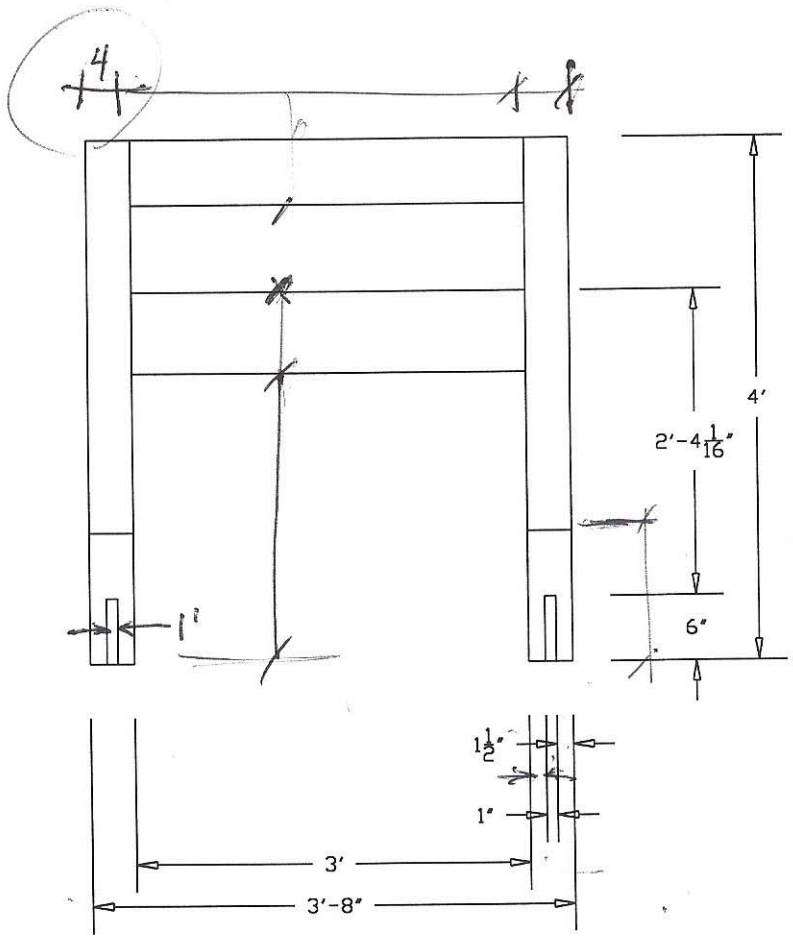

2'-8 3/8"
2'-11 13/16"
4 1/4"

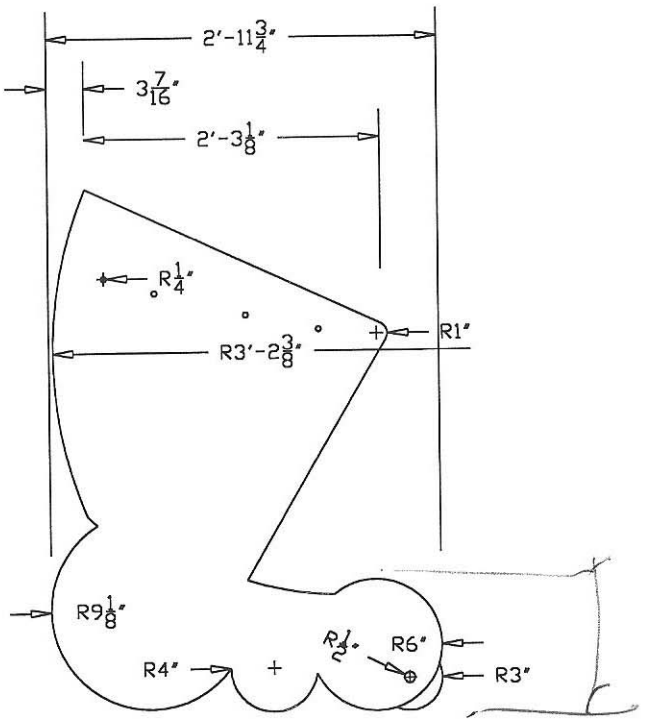

4'
3'-6"
2'-2 5/8"
1'
6"


1 1/2"
1"
4"
3'
3'-8"

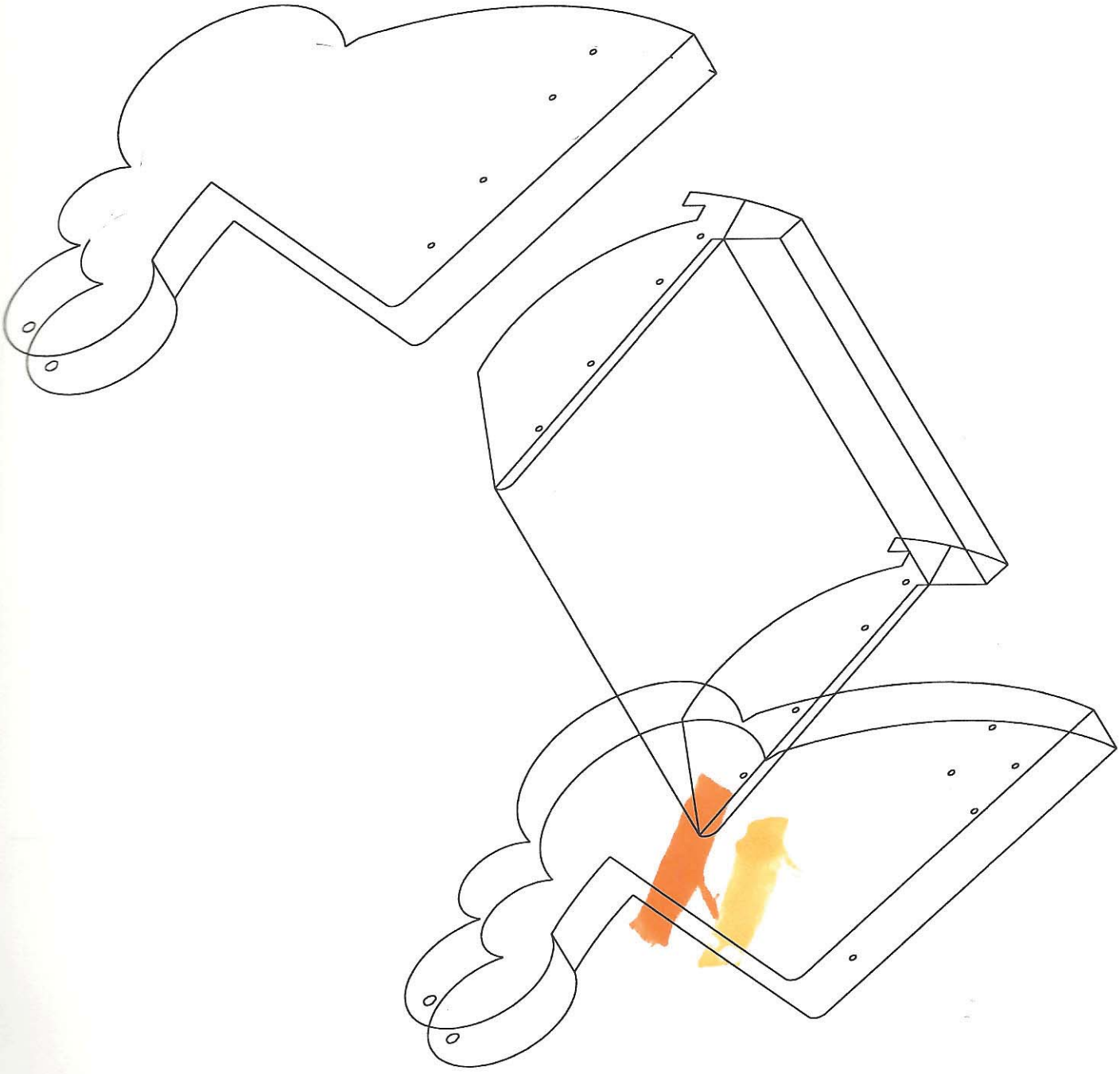

R 1/4"
R3'-2 3/8"
R1"
R9 1/8"
R6"
R4"
R 1/2"

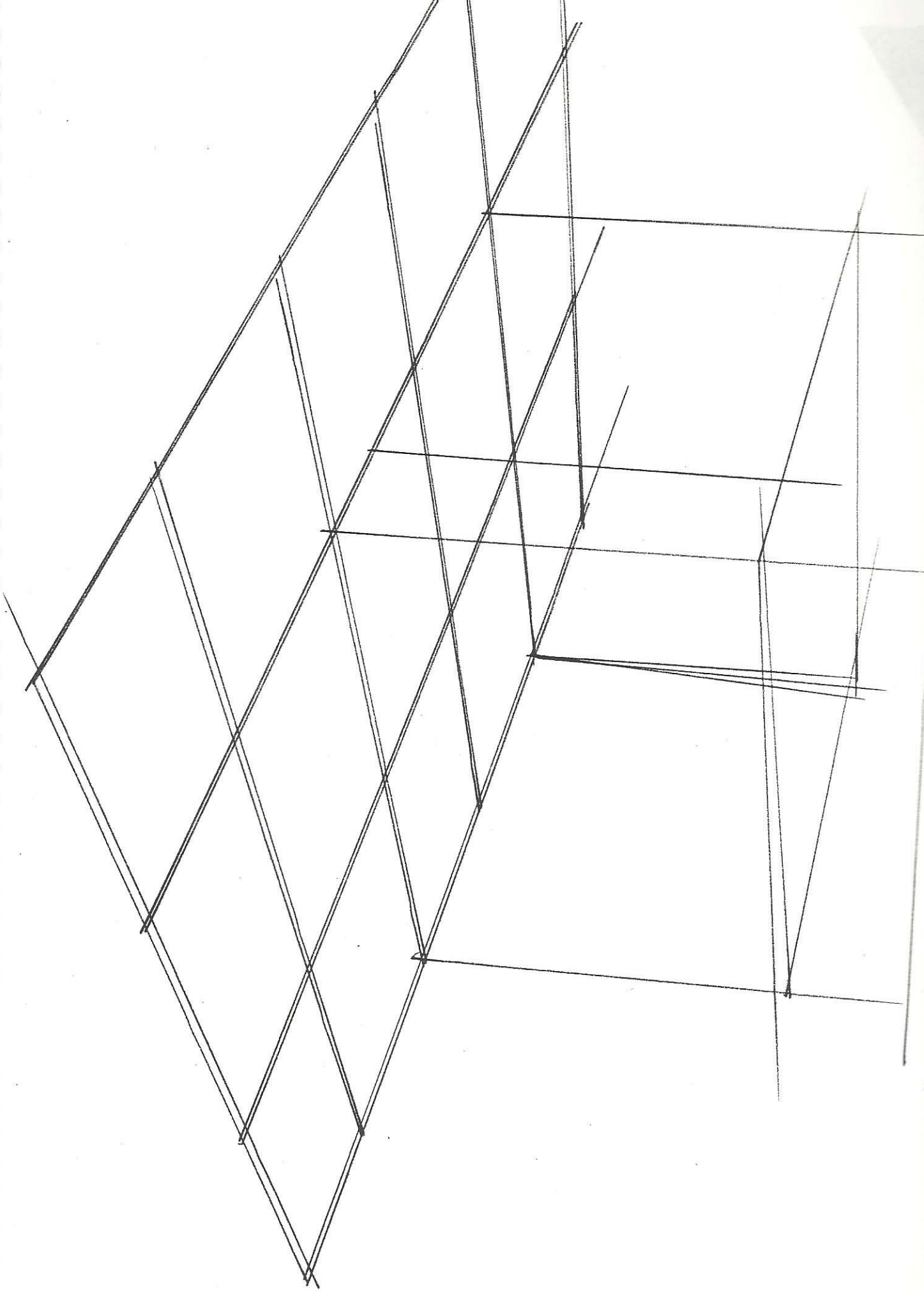
R1"
1'-2 1/8"
46.8421°
R1'-3 3/4"
2'-1 15/16"
2 3/16"
1 1/16"
1 3/8"
1 1/2"
2"
114.8042°

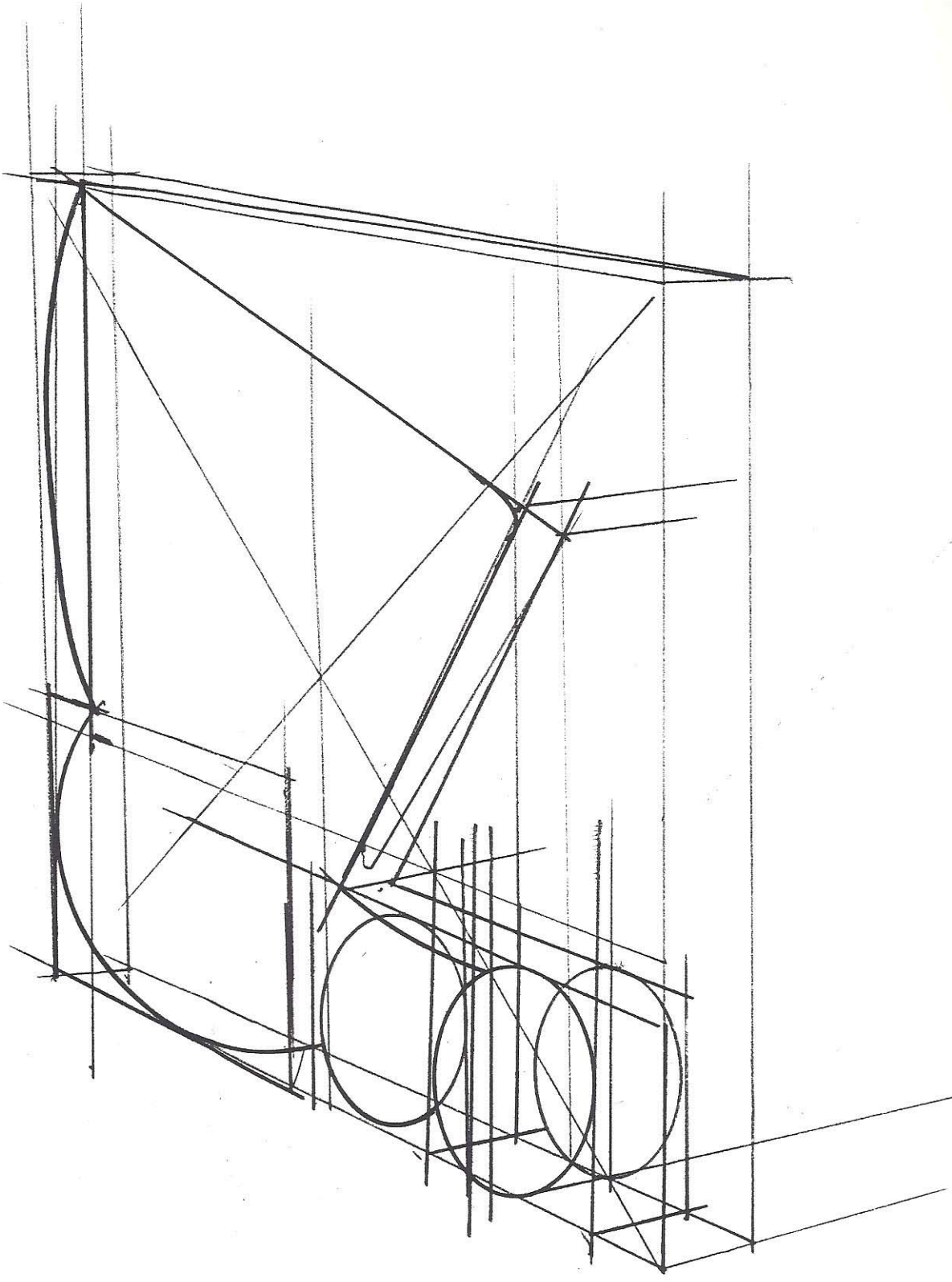

4
4'
2'-4 1/16"
1"
6"
1 1/2"
1"
3'
3'-8"

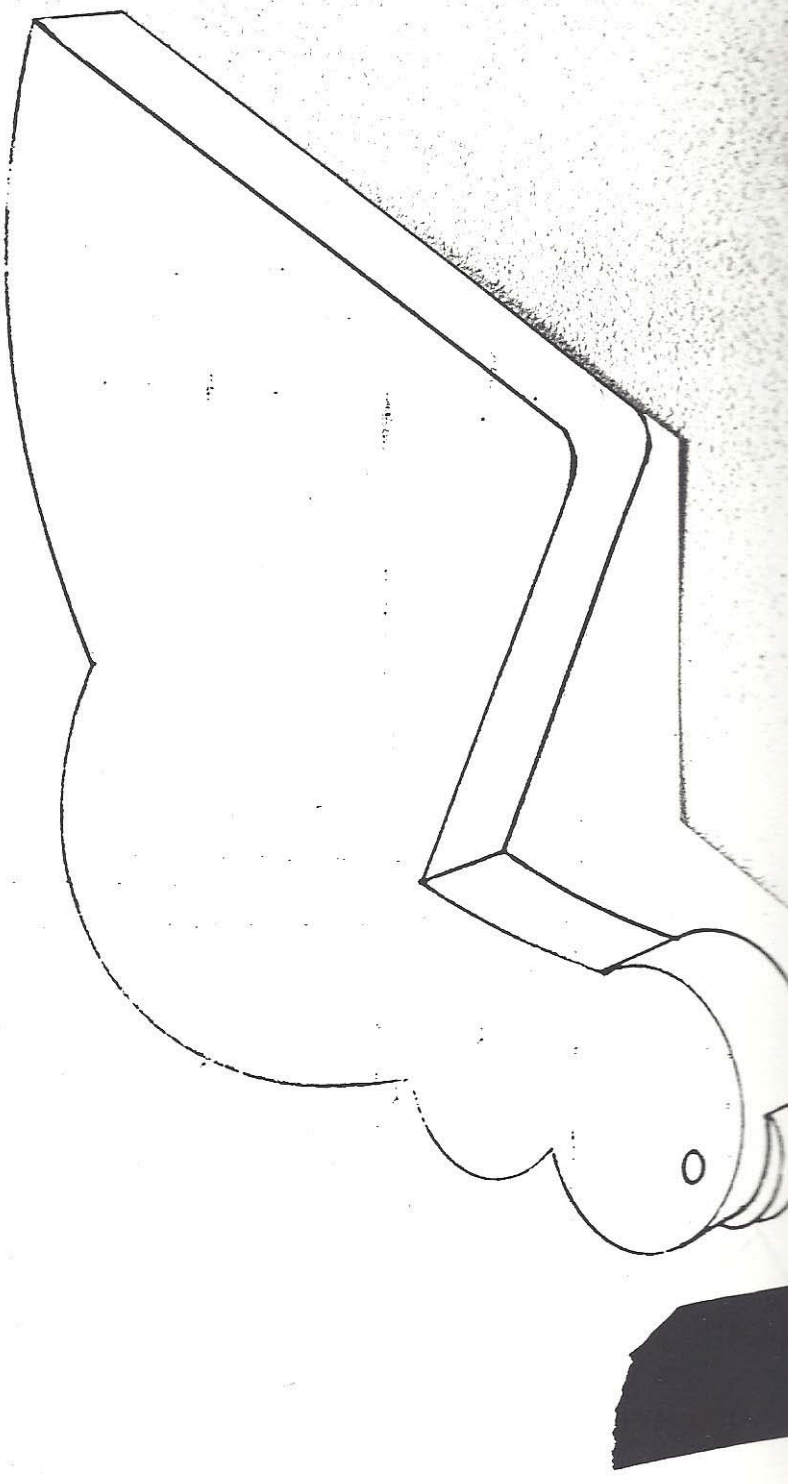

2'-11 3/4"
3 7/16"
2'-3 1/8"
R 1/4"
R1"
R3'-2 3/8"
R9 1/8"
R 1/2"
R6"
R4"
R3"

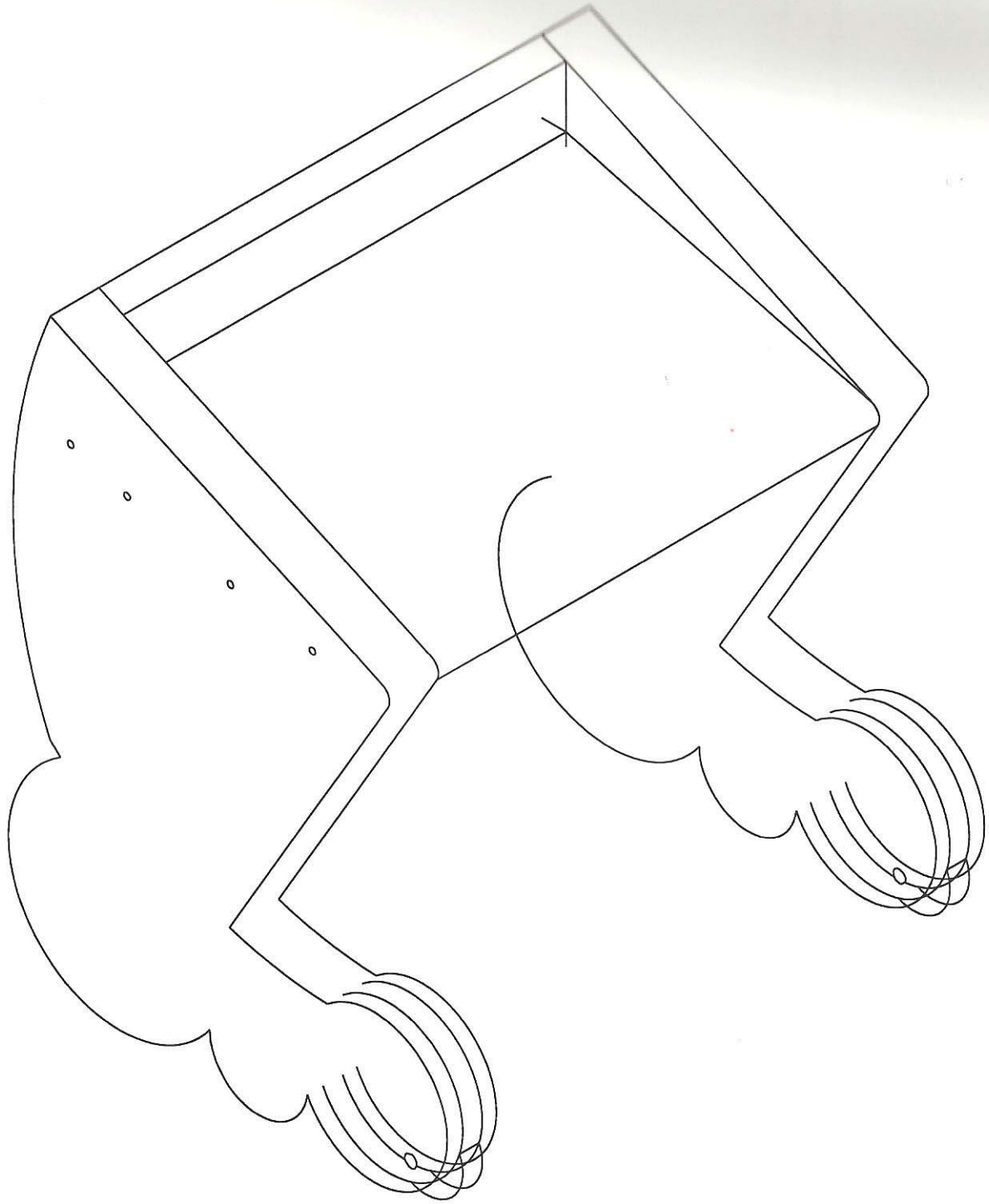
1/8"

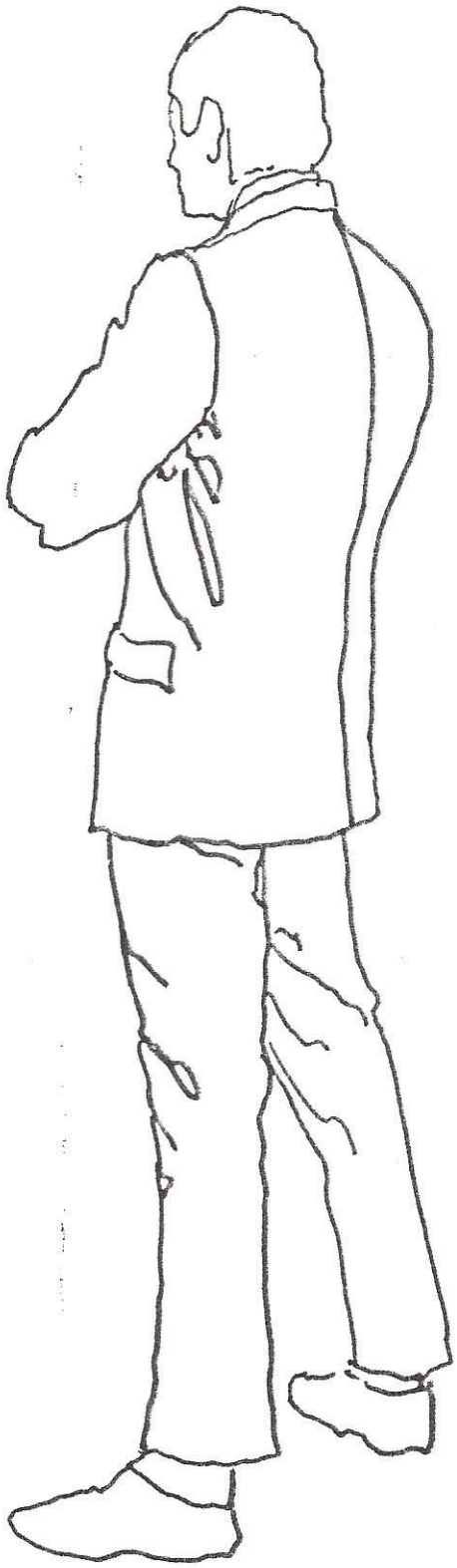


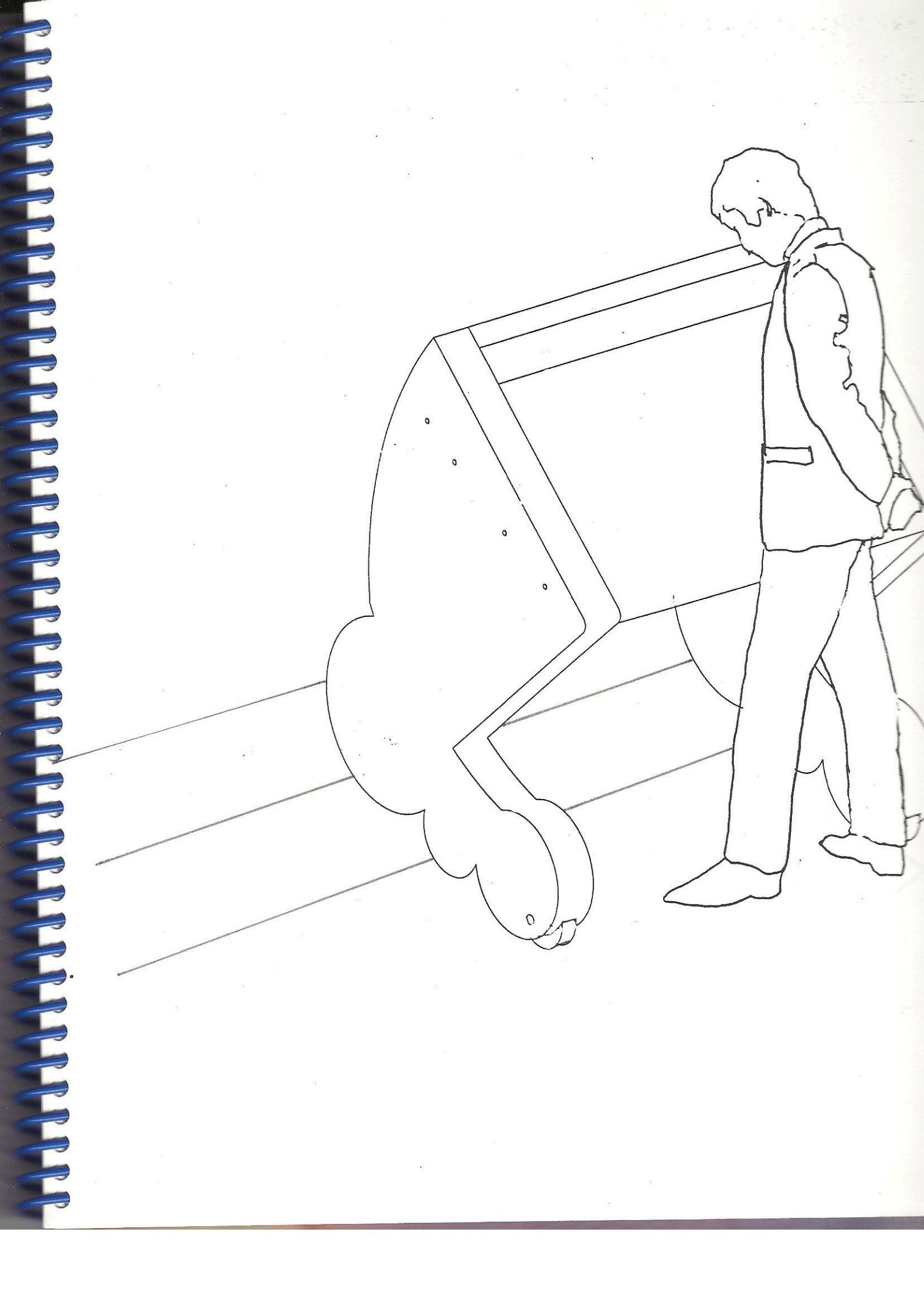


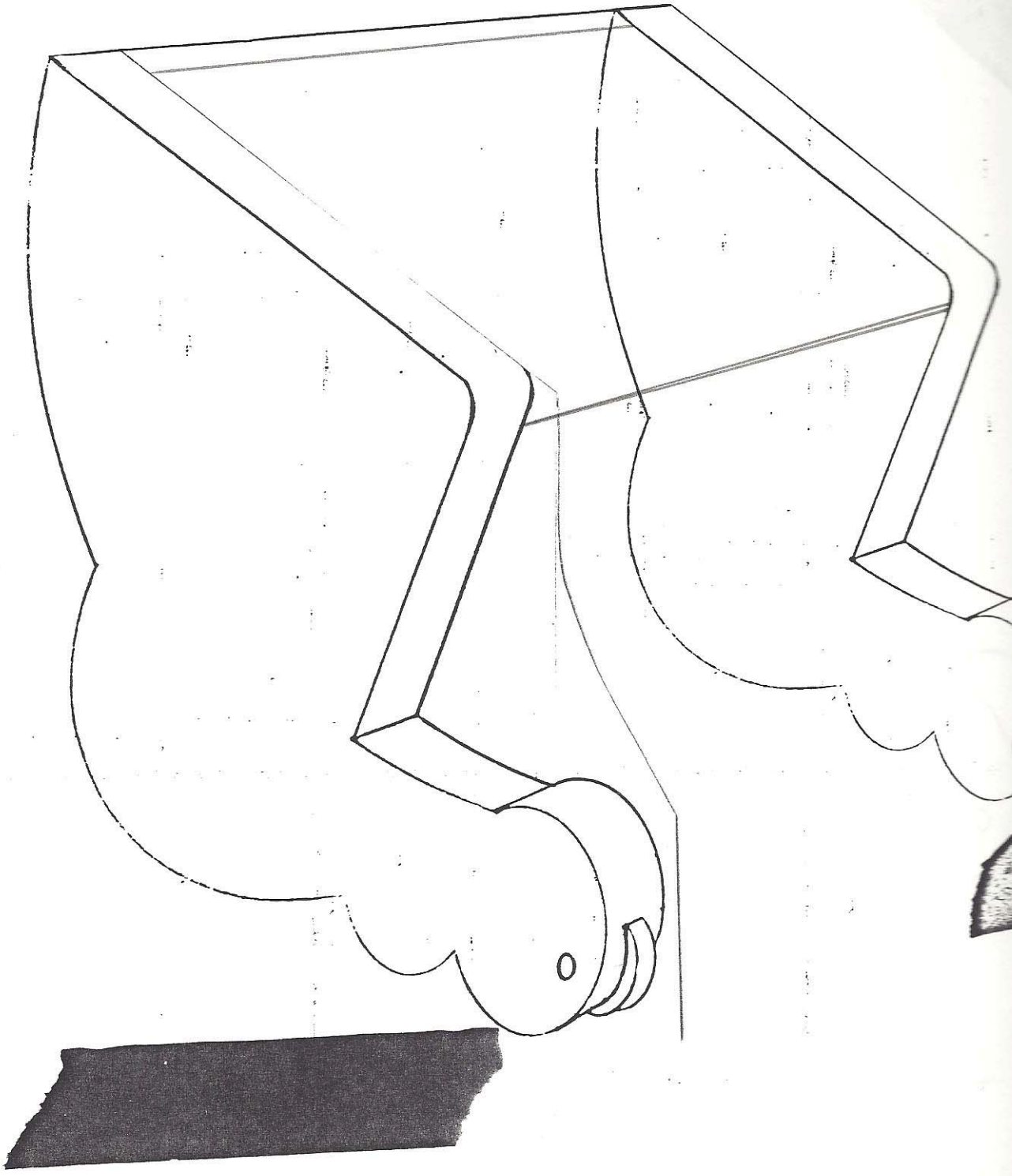


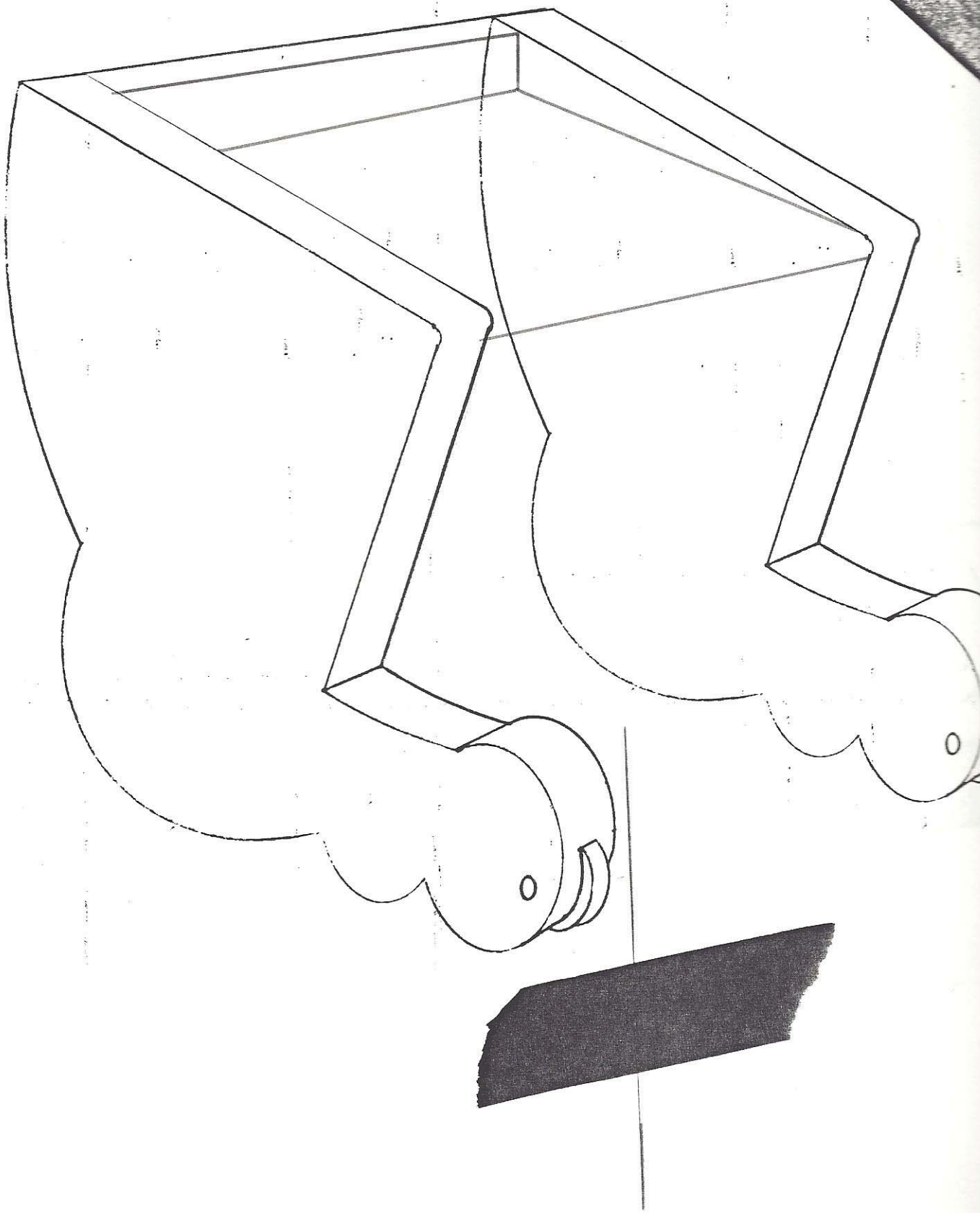


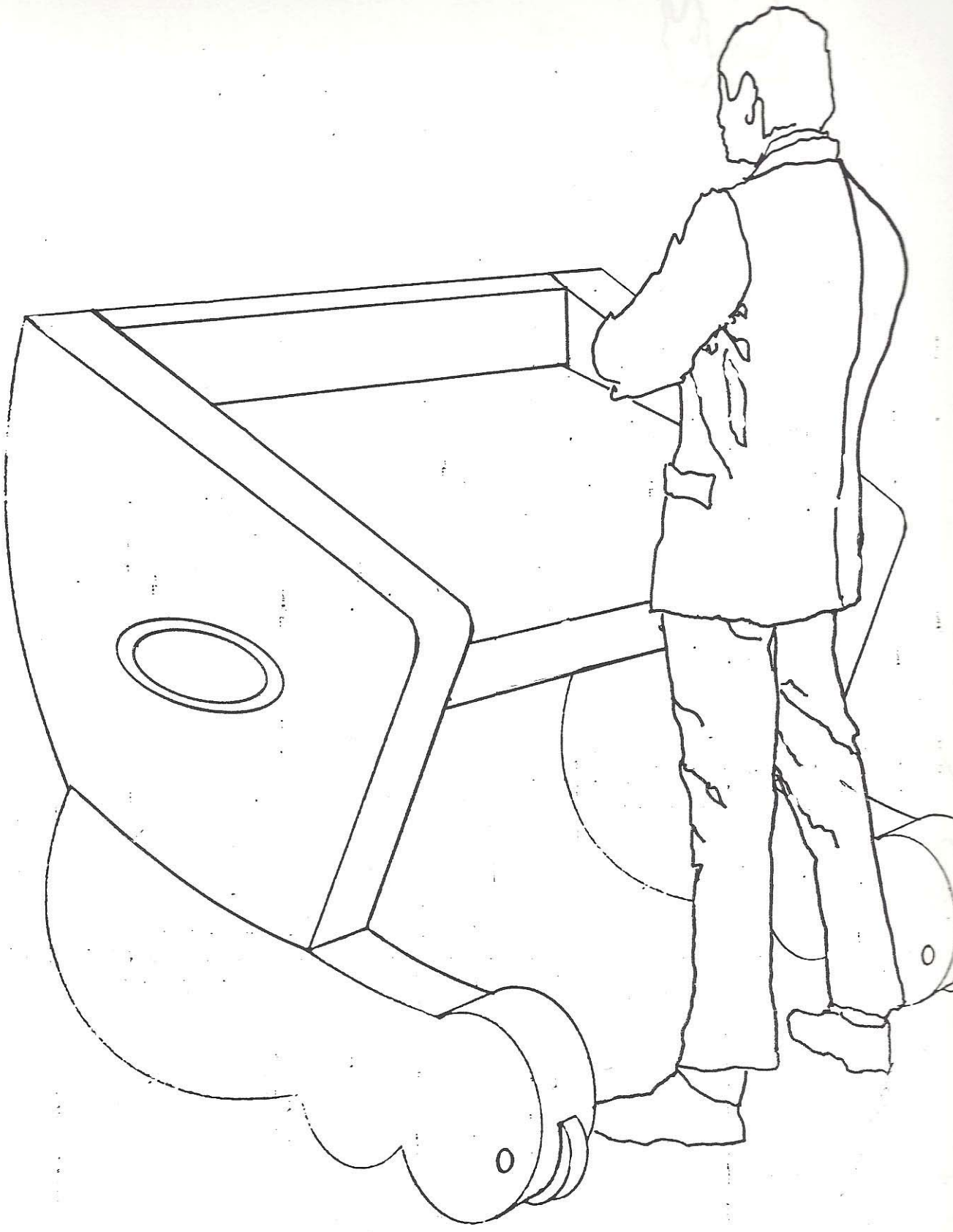


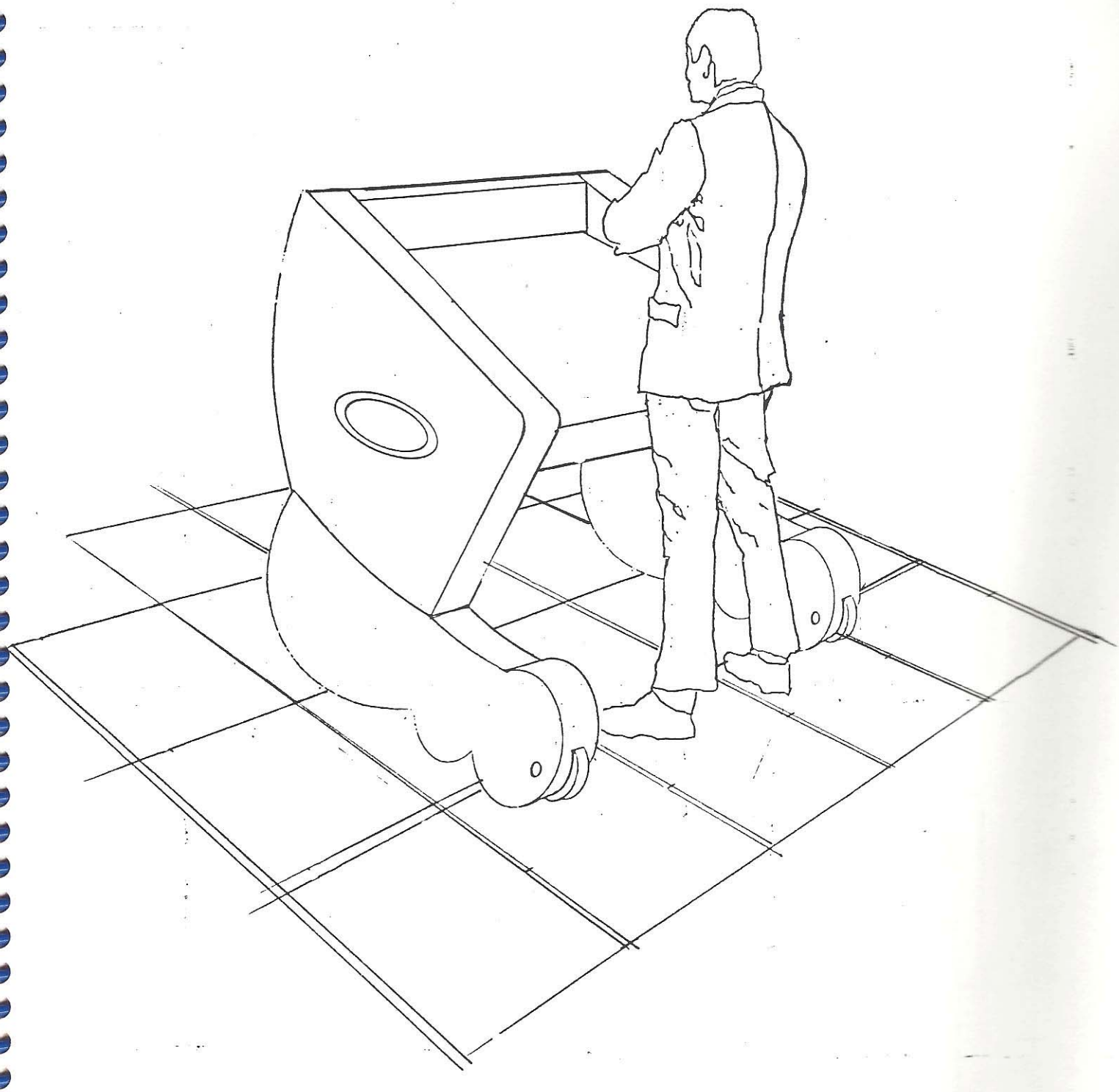


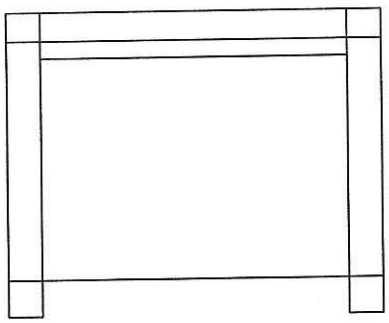




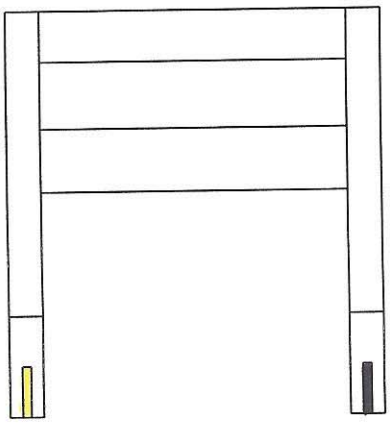


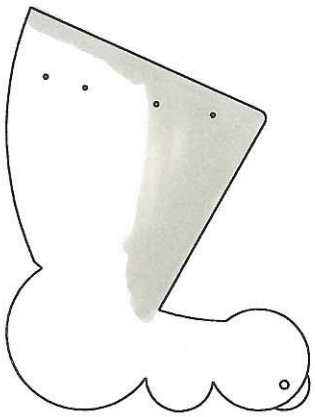


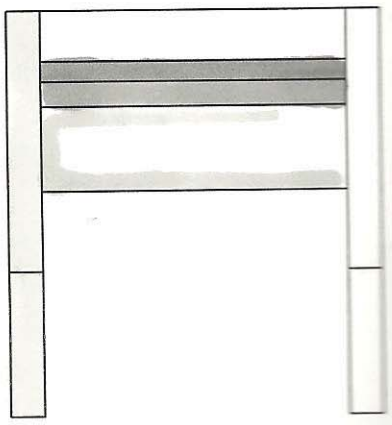




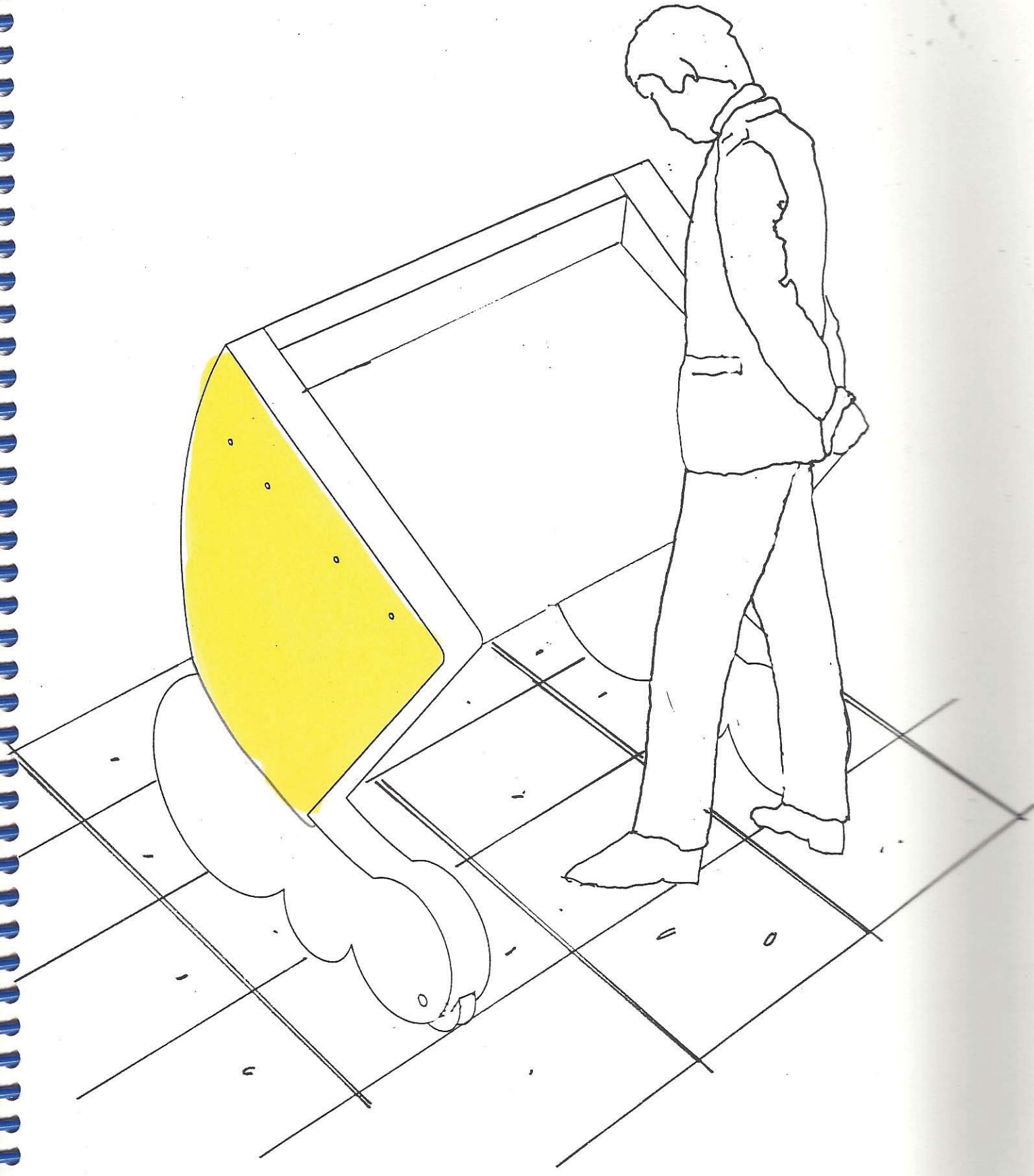




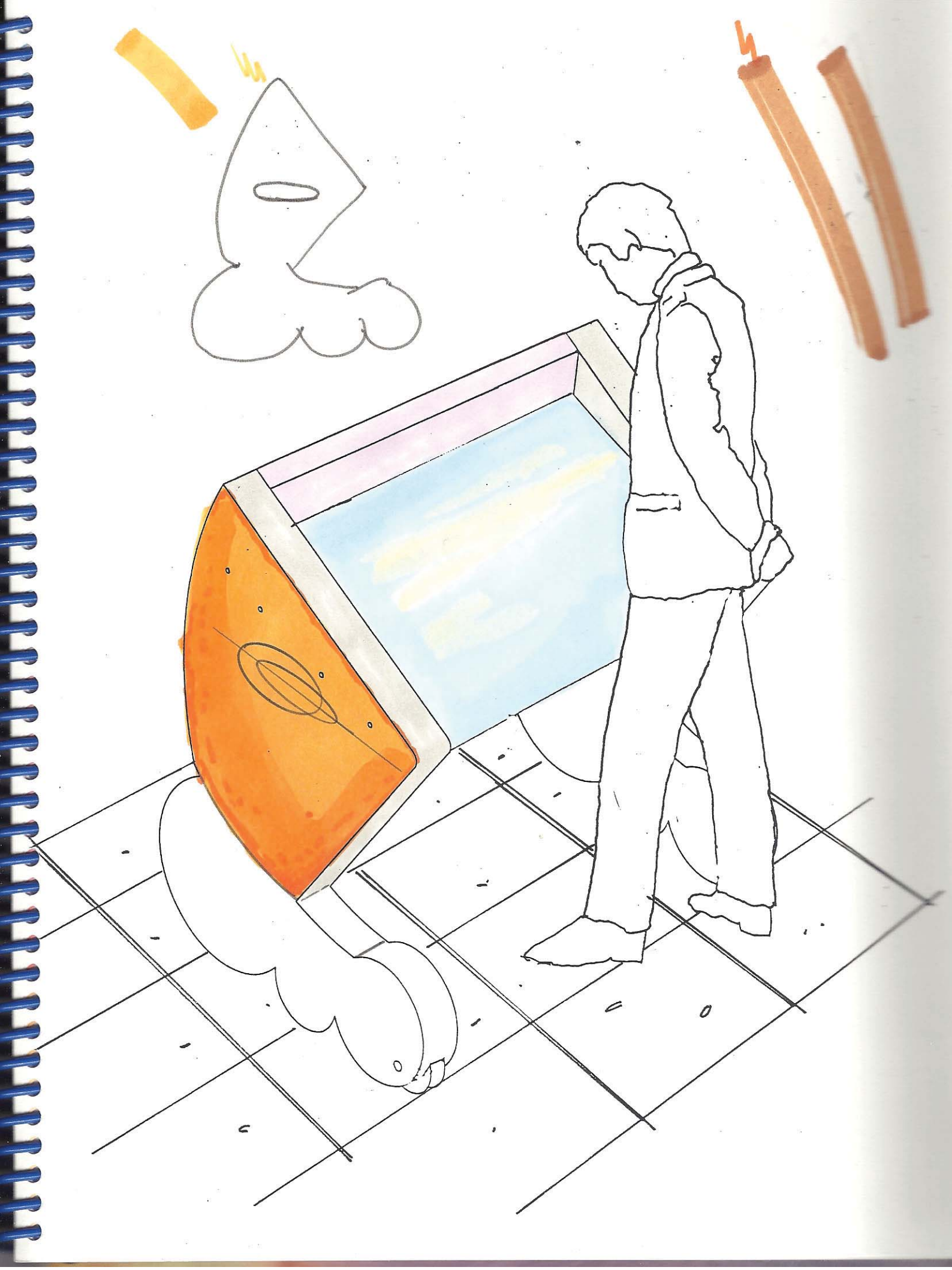




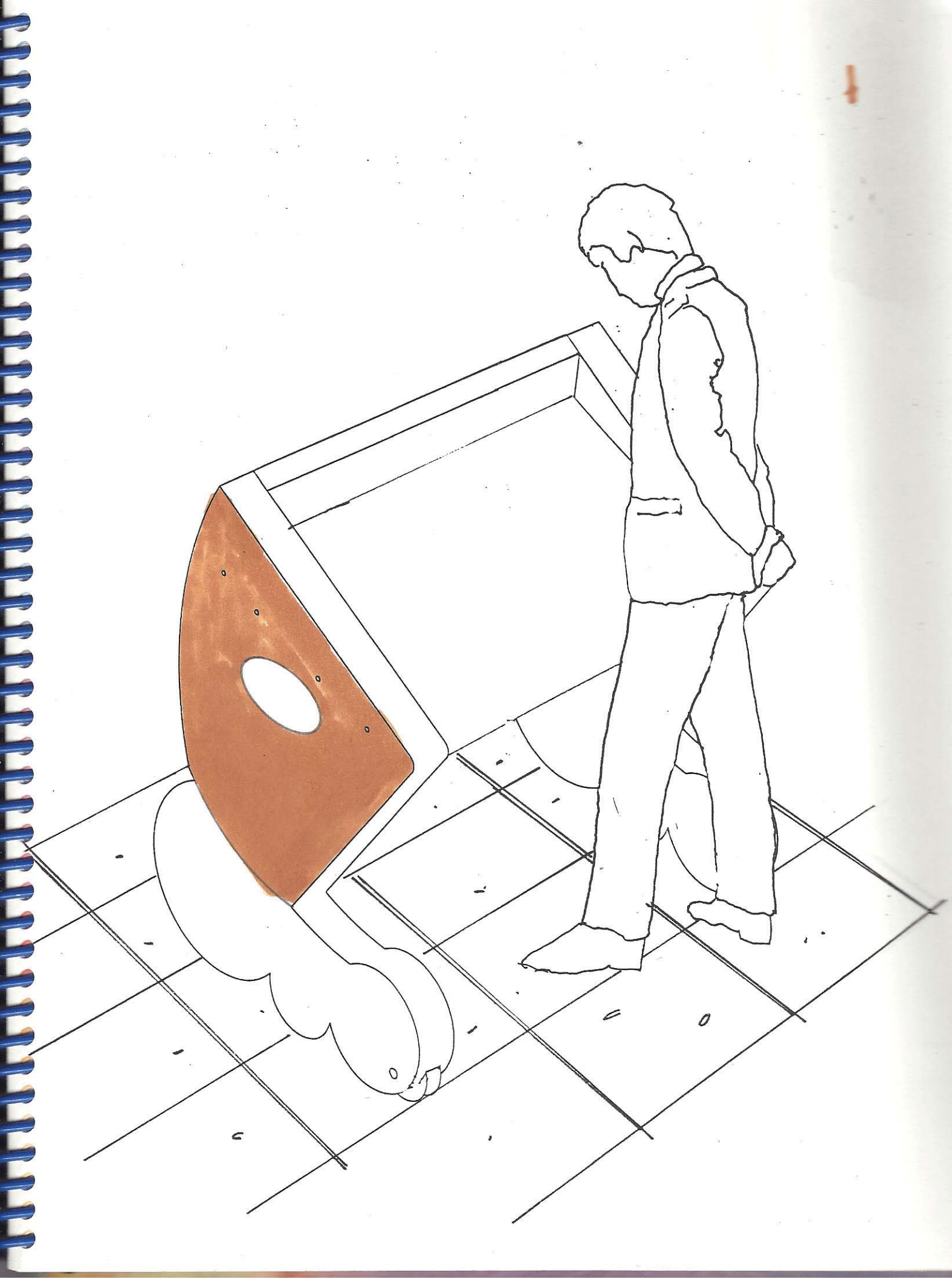






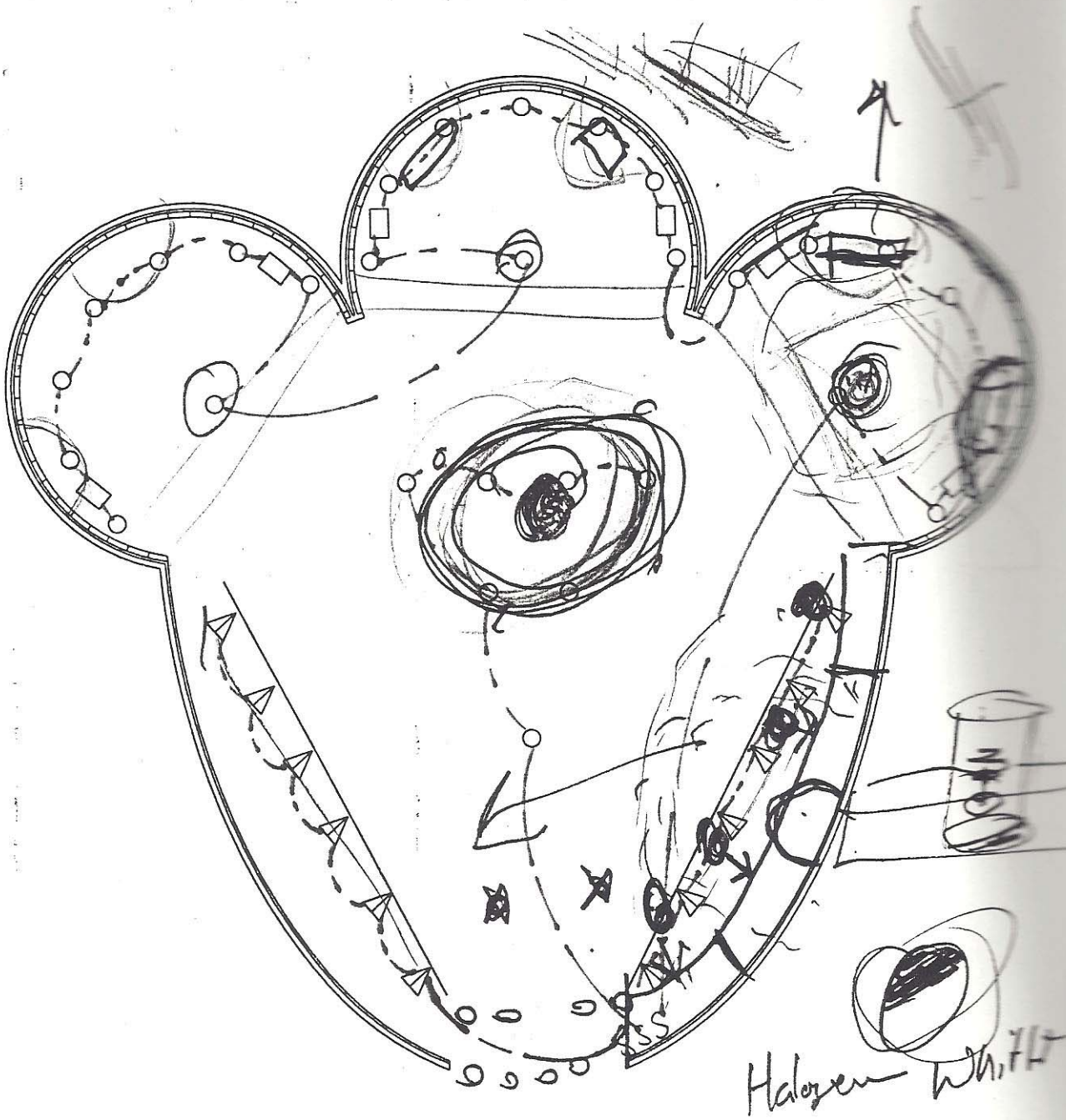


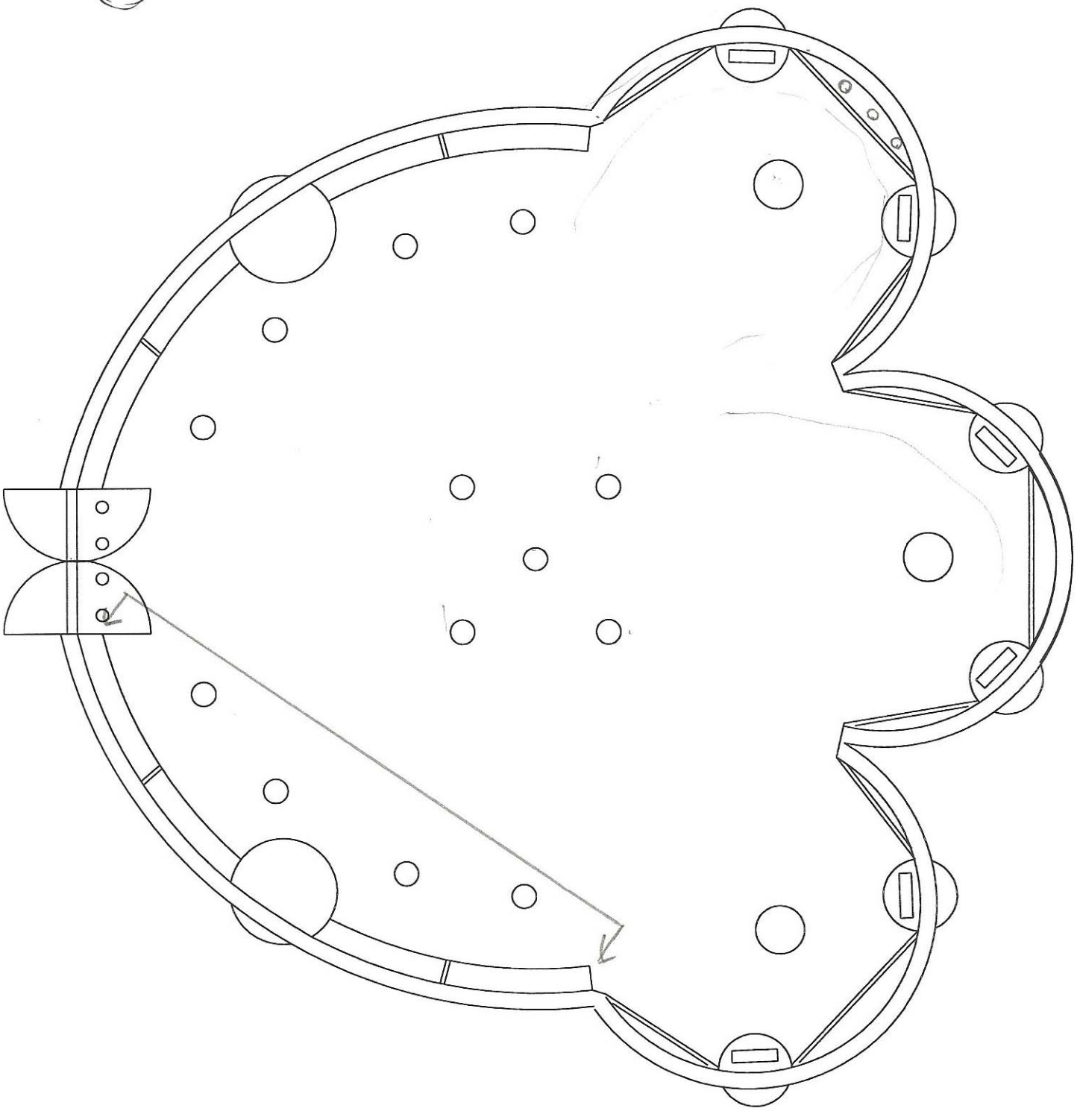


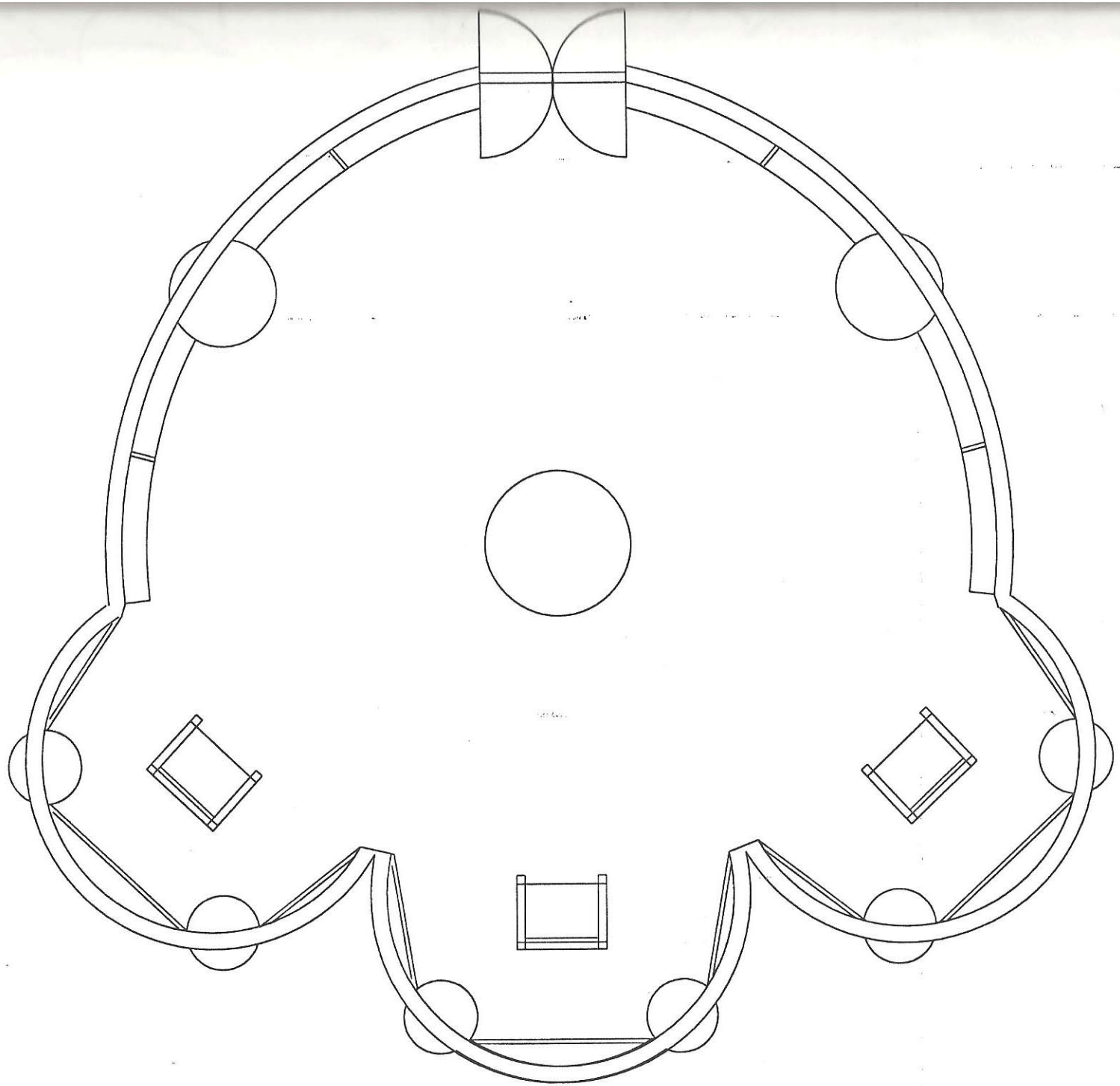




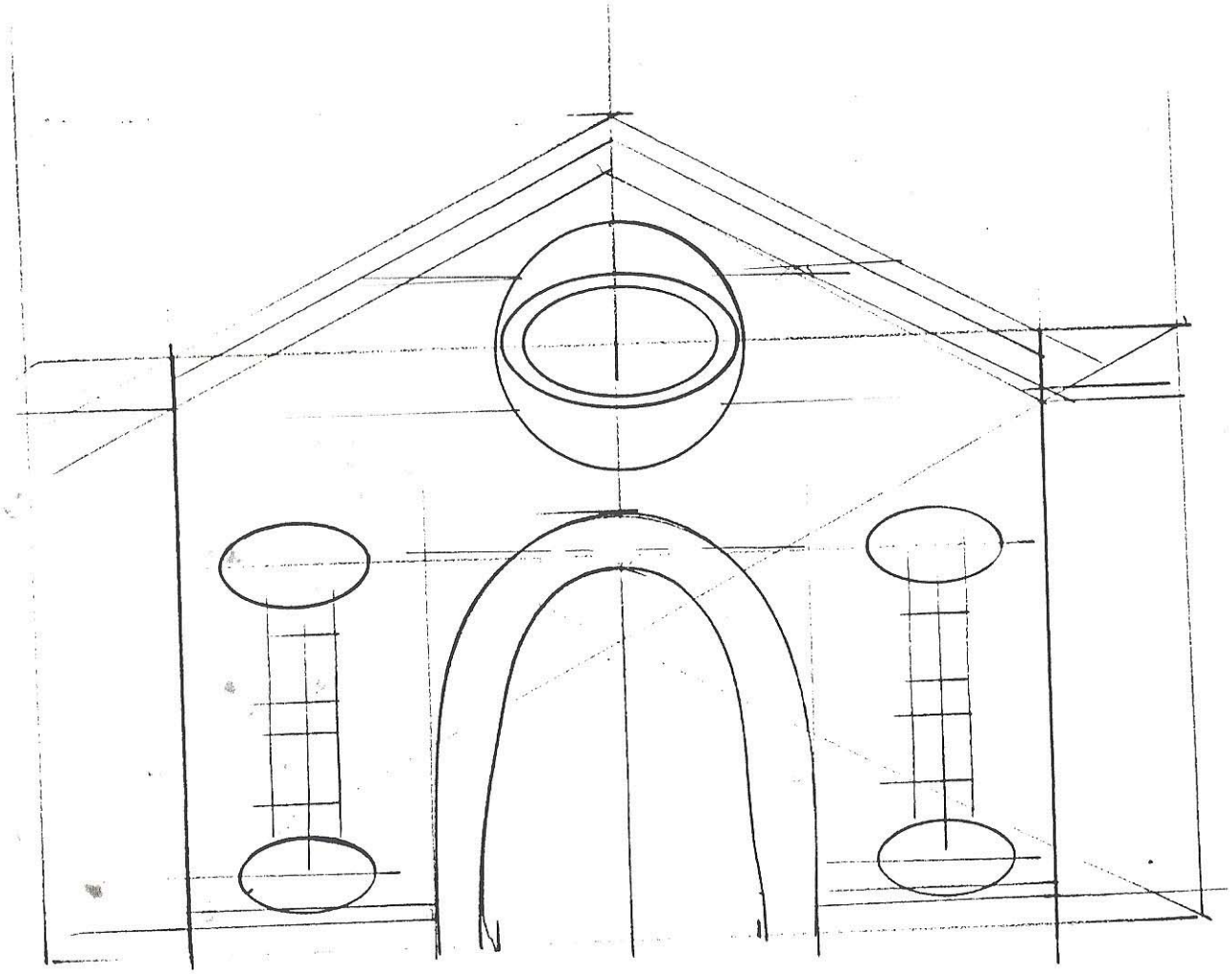
FINE TUNEMENT OF FLOORPLAN AND INTERIOR


Halogen

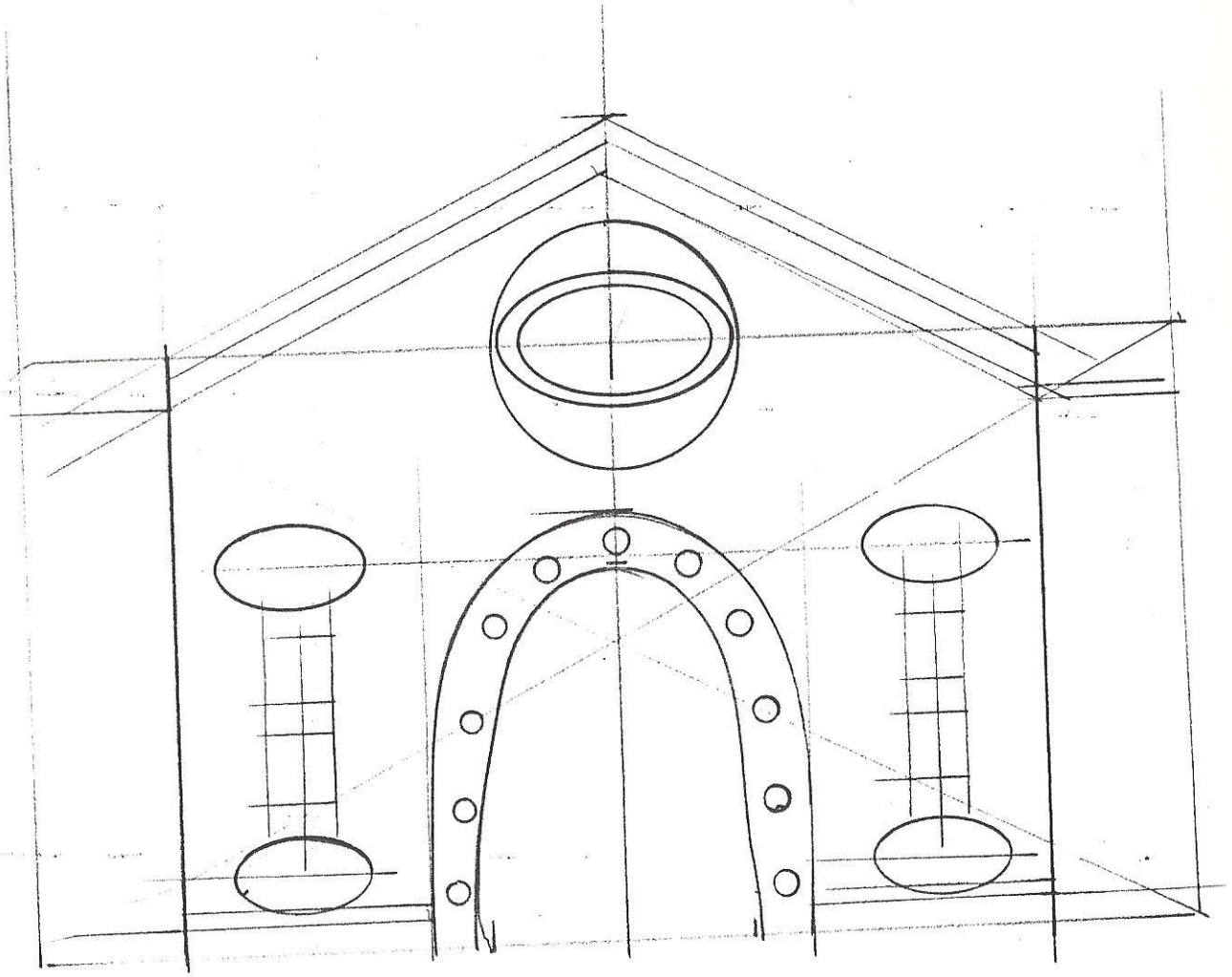


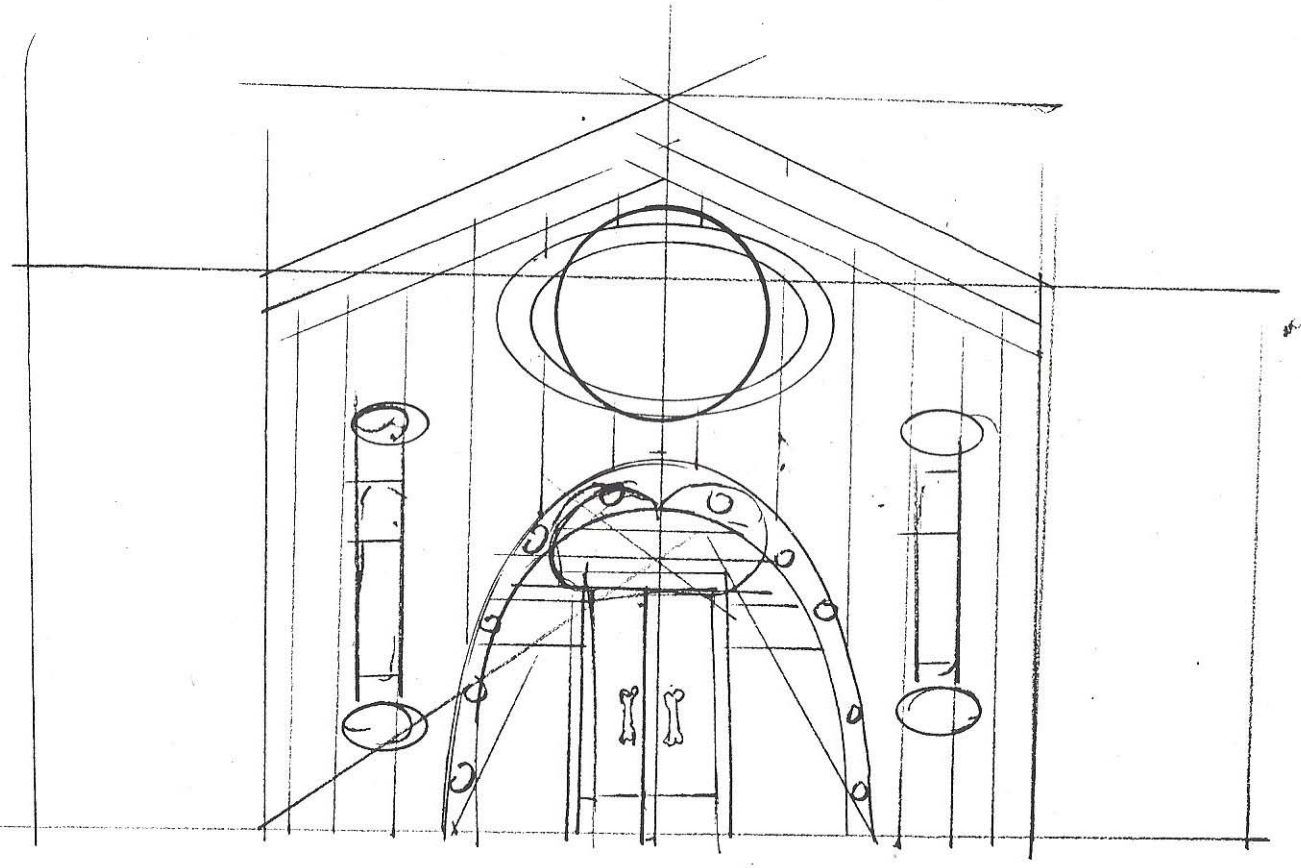


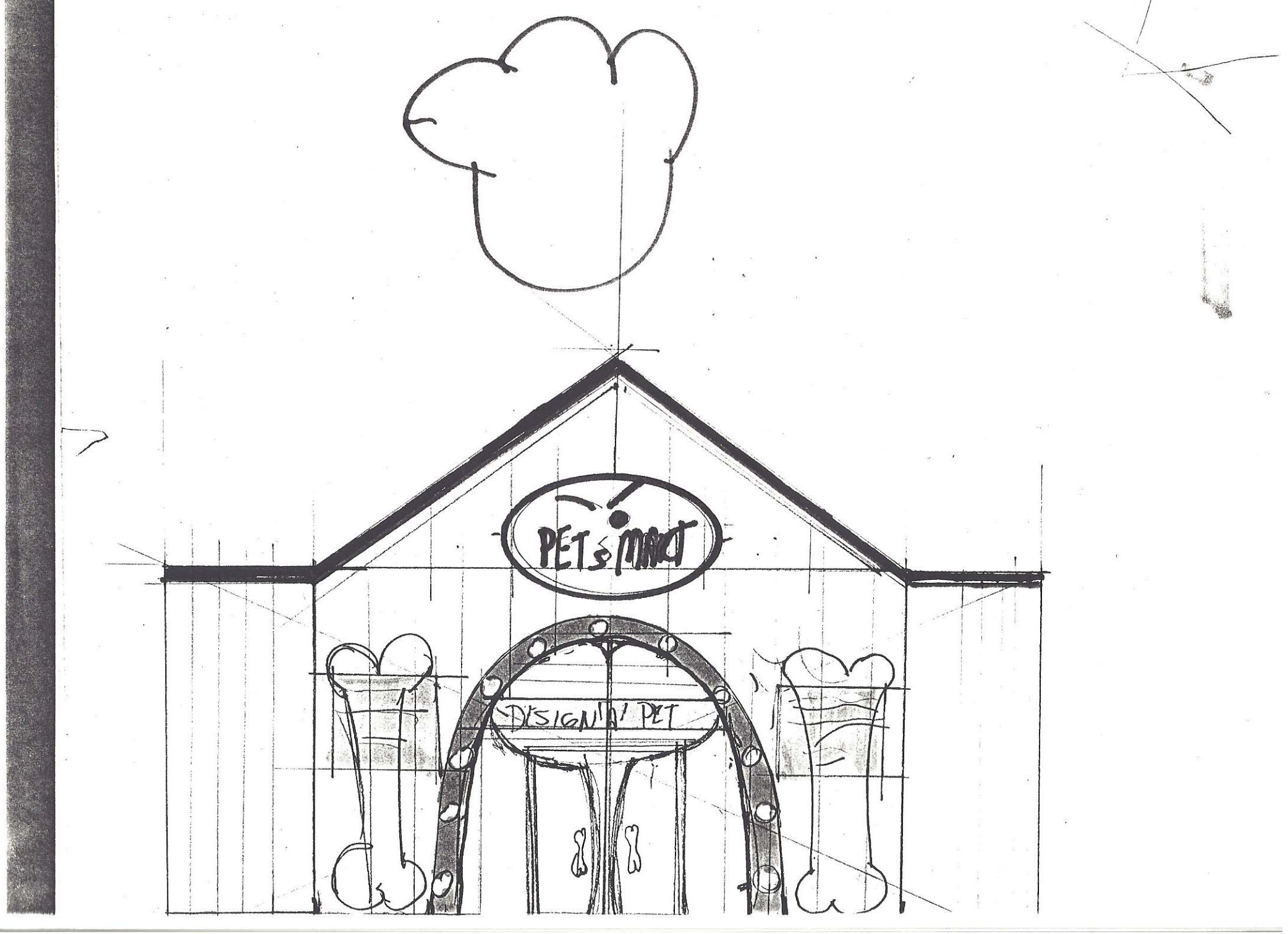
DEVELOPMENT OF STORE FRONT



471-T

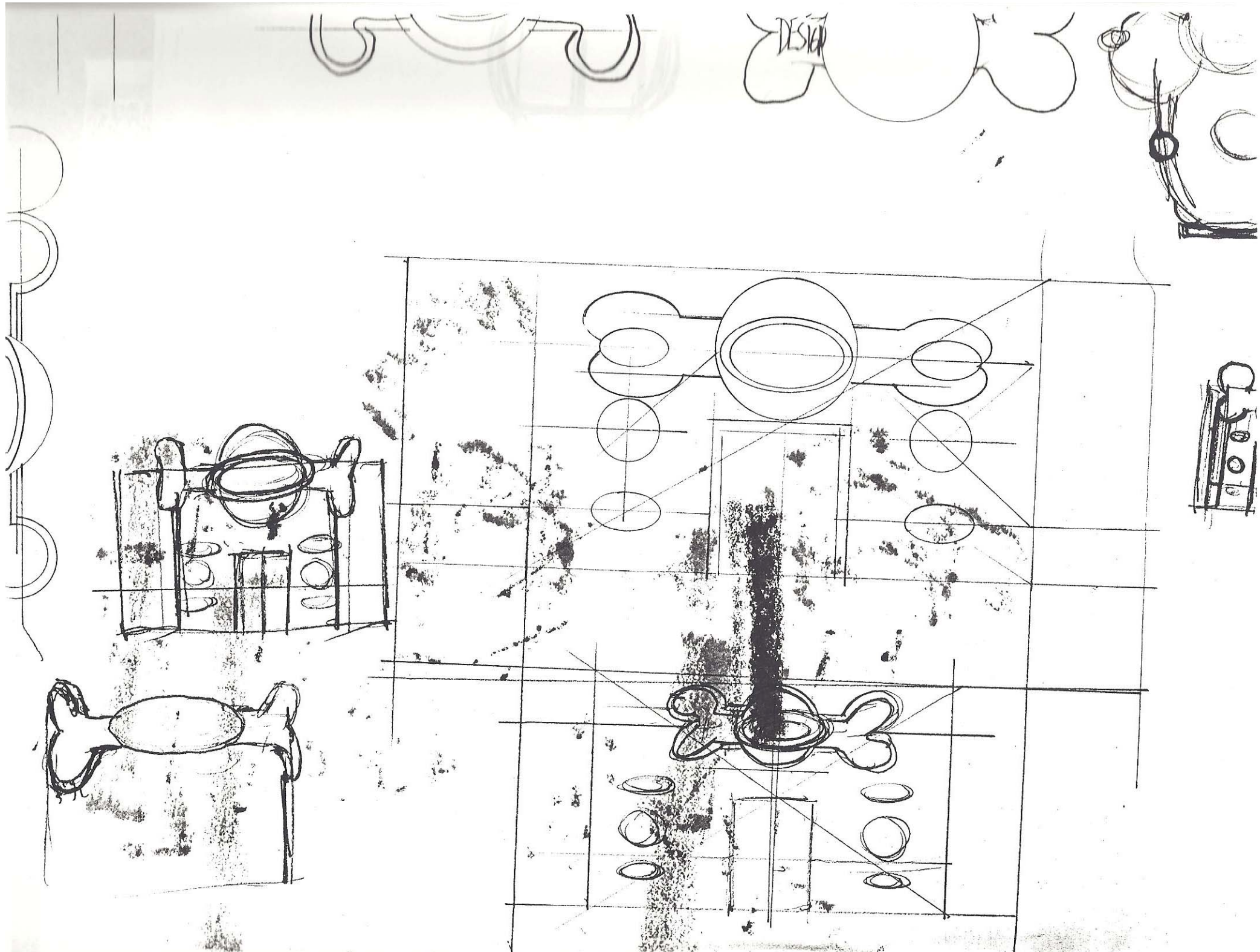


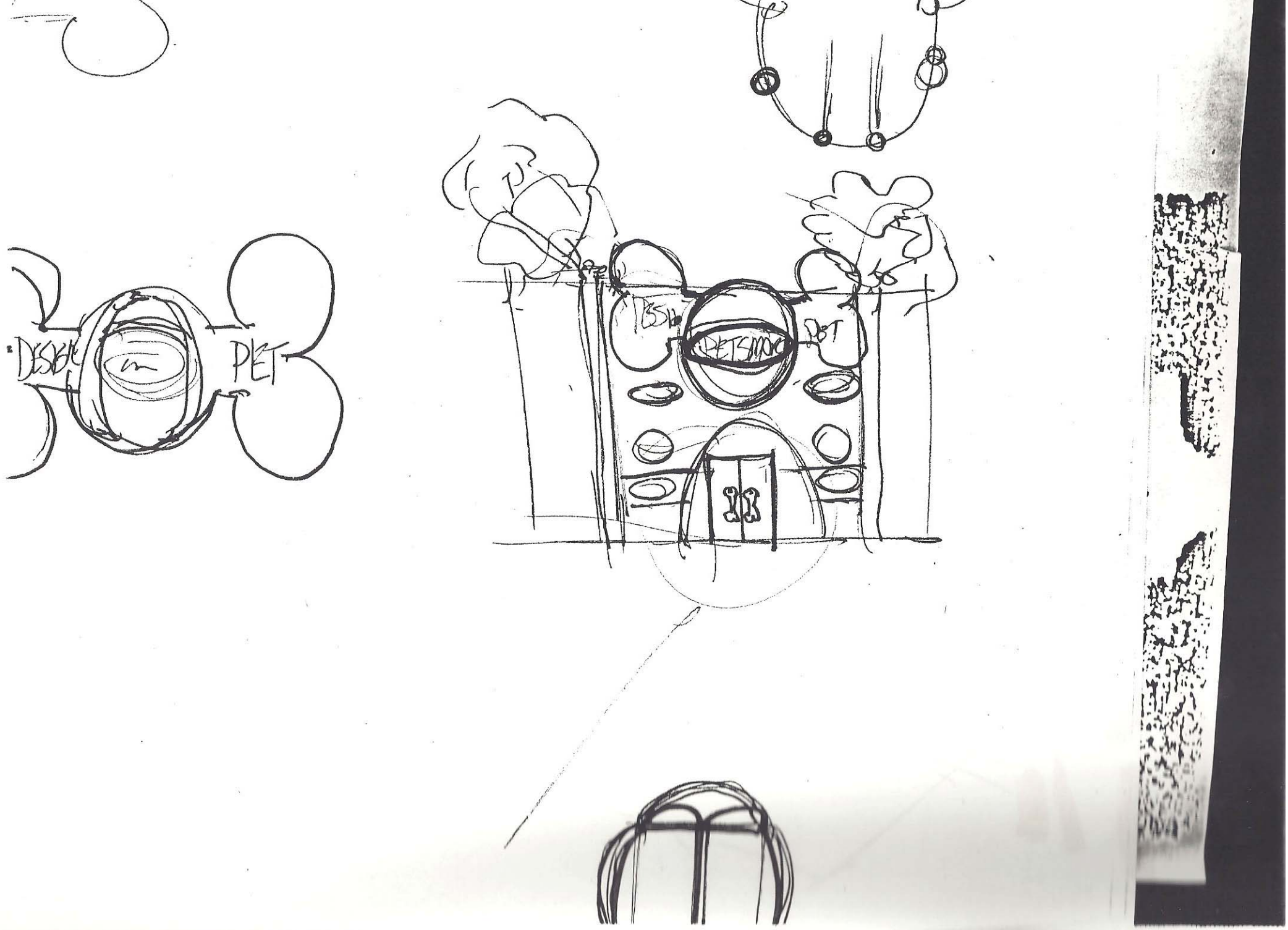



PETSMART
DESIGN A PET

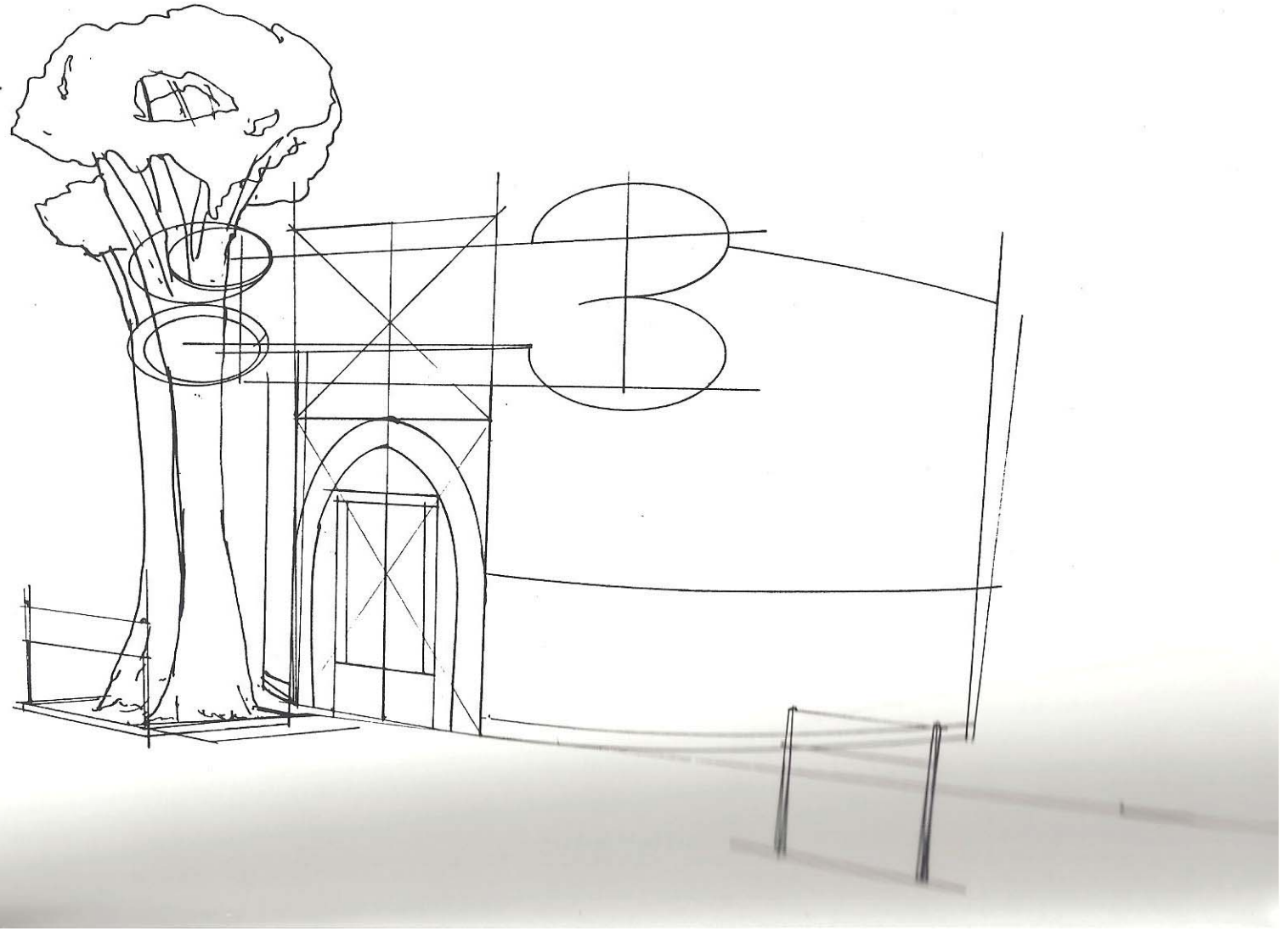

PET SMART
DESIGN A PET

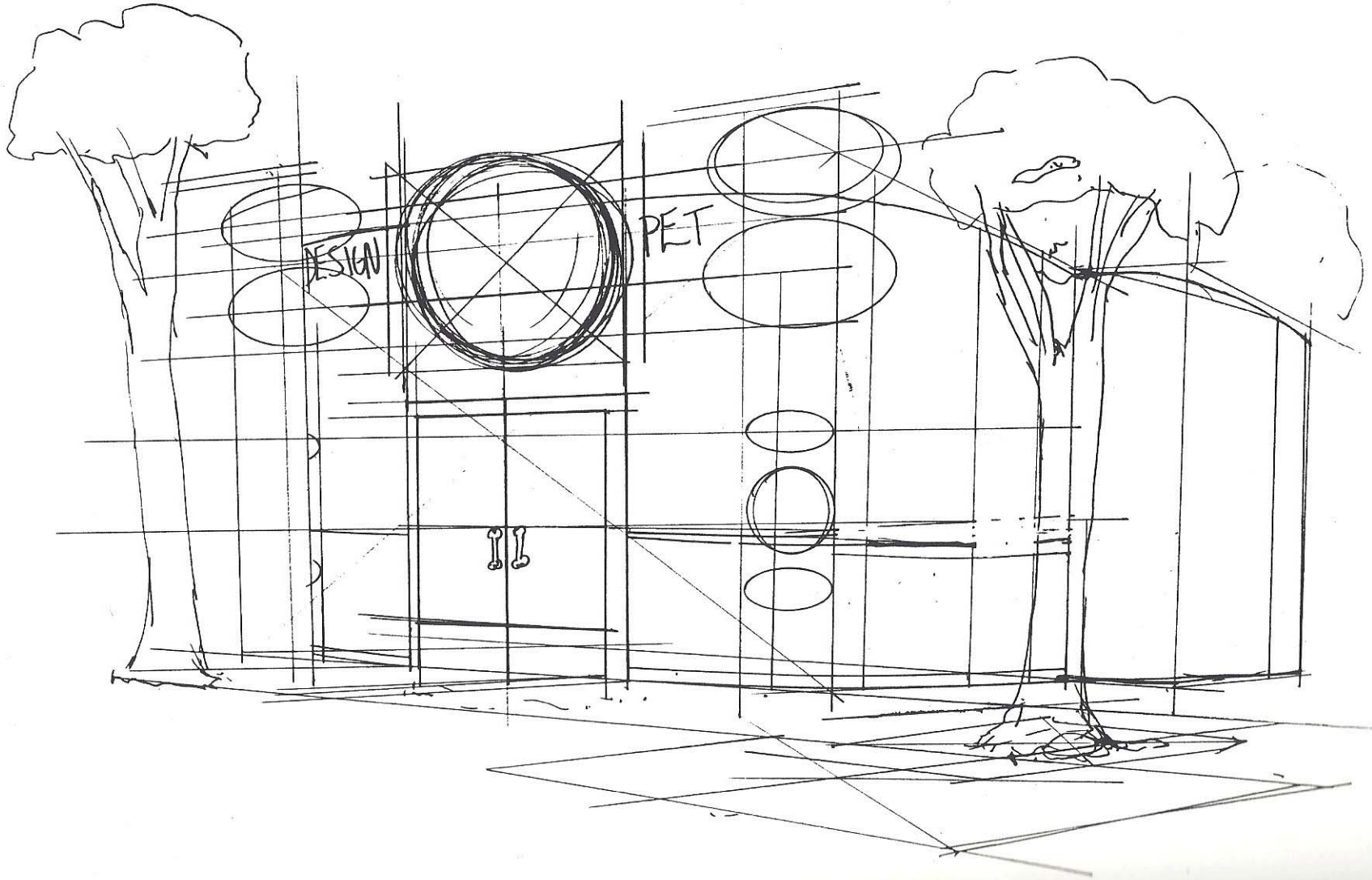



DESIGN



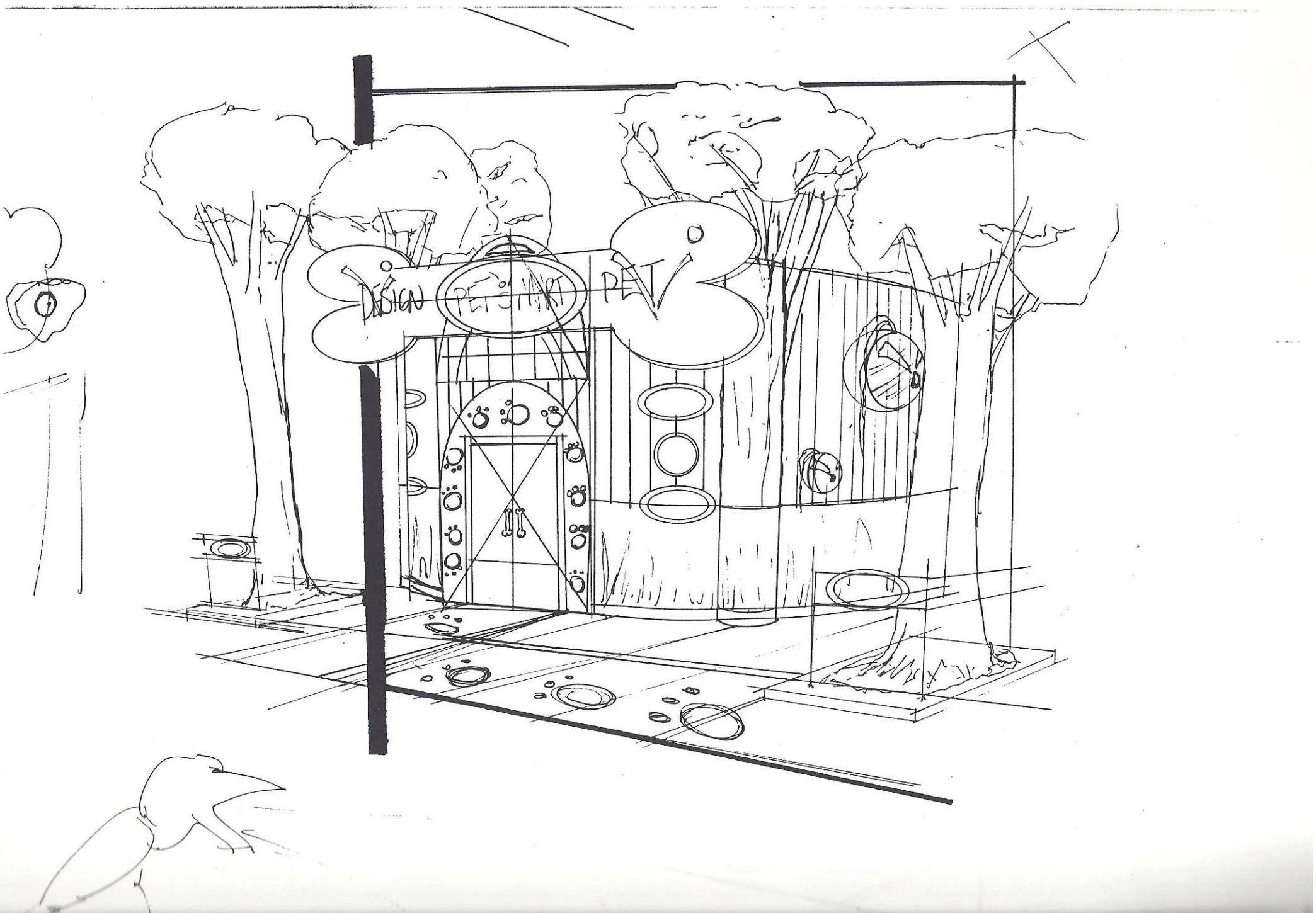

DESIGN
PET S MART
PET

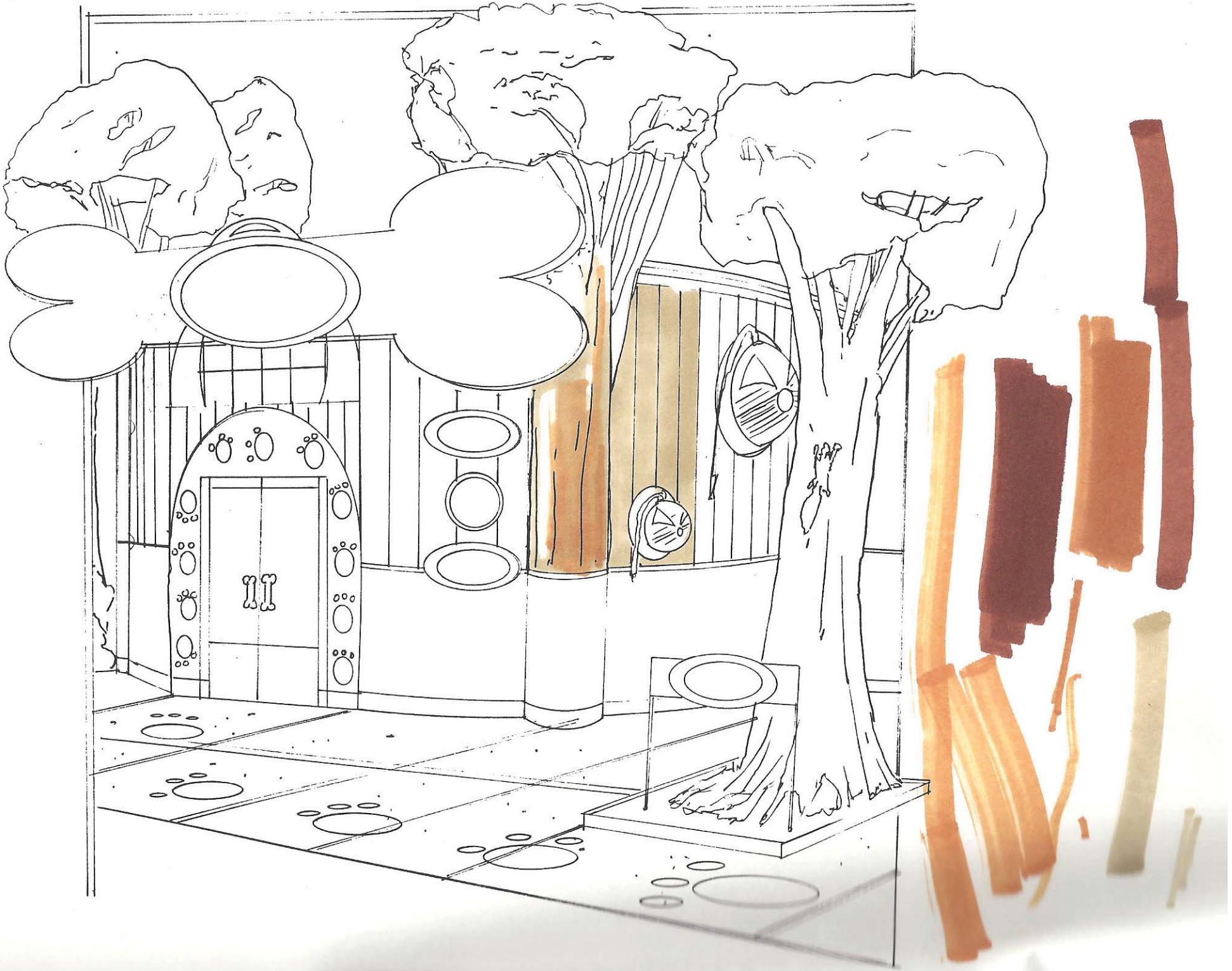



DESIGN
PET


DESIGN
PET'S MART
PET
PET'S MART


DESIGN
PET'S MART
PET
PET'S MART


DESIGN PET SHOP PET



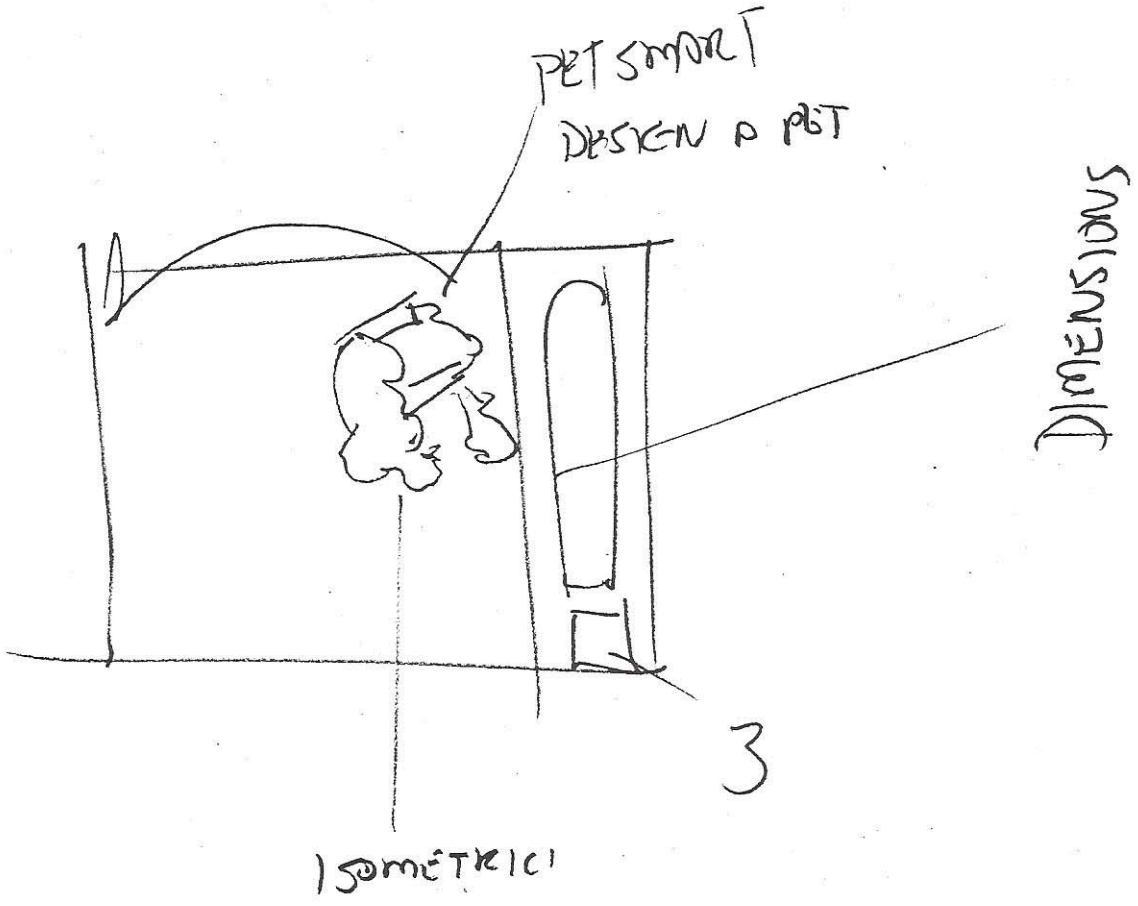



DESIGN
PET sMART
PET
DOGGY
NUTRITION
PET sMART


DESIGN
PET'S MART
PET

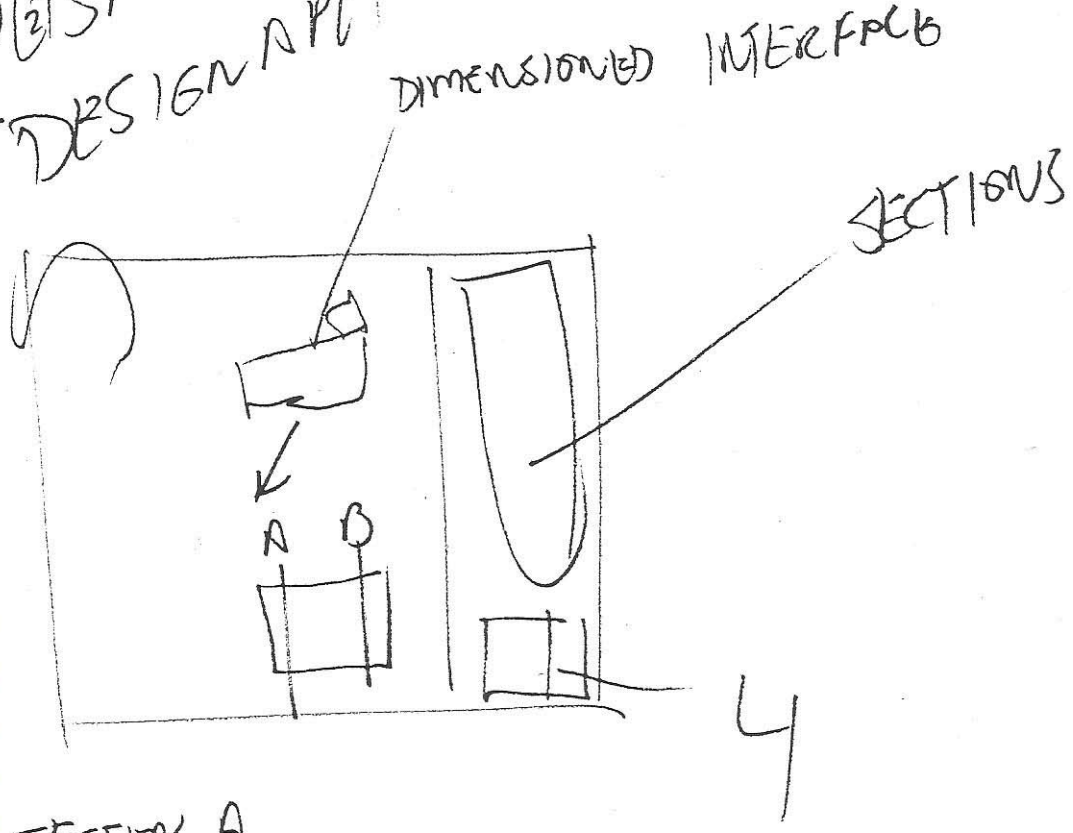

PET'S MART
PET

PREPARATION AND BOARD LAYOUT FOR FINAL



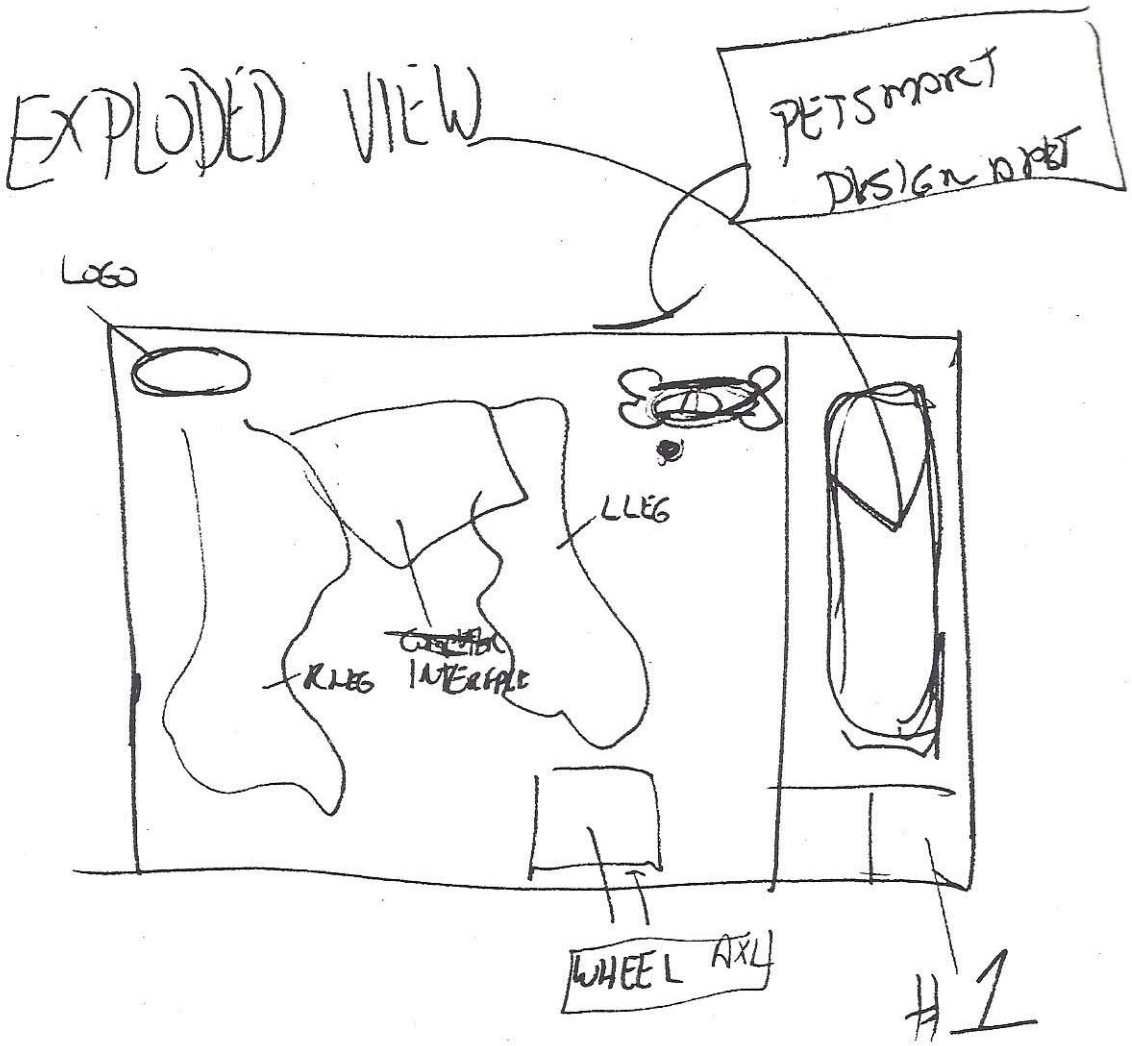
ISOMETRIC

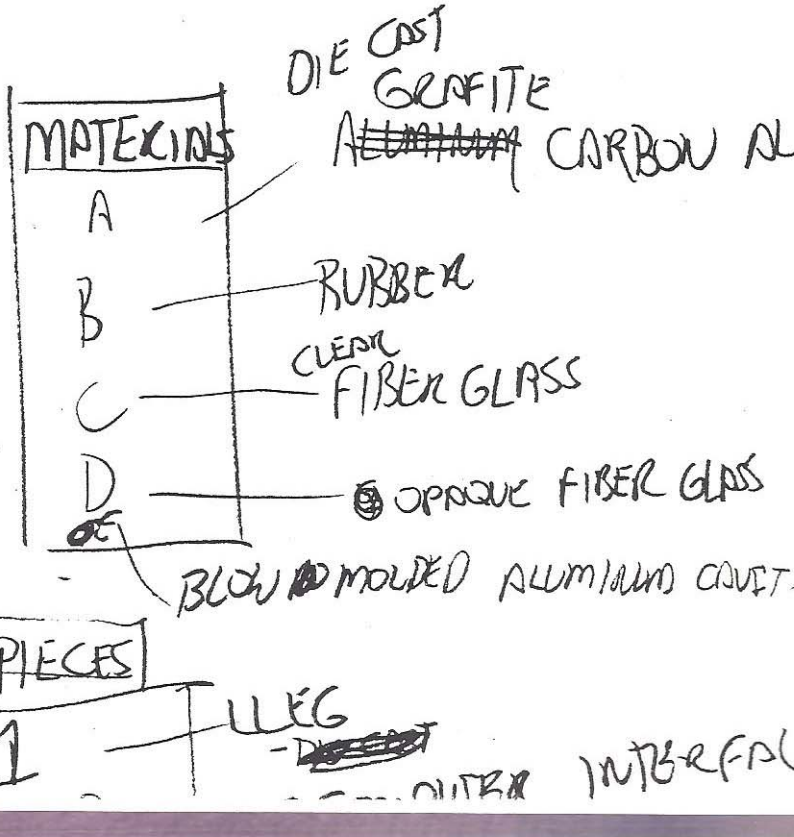
PETSMART
DESIGN A PET

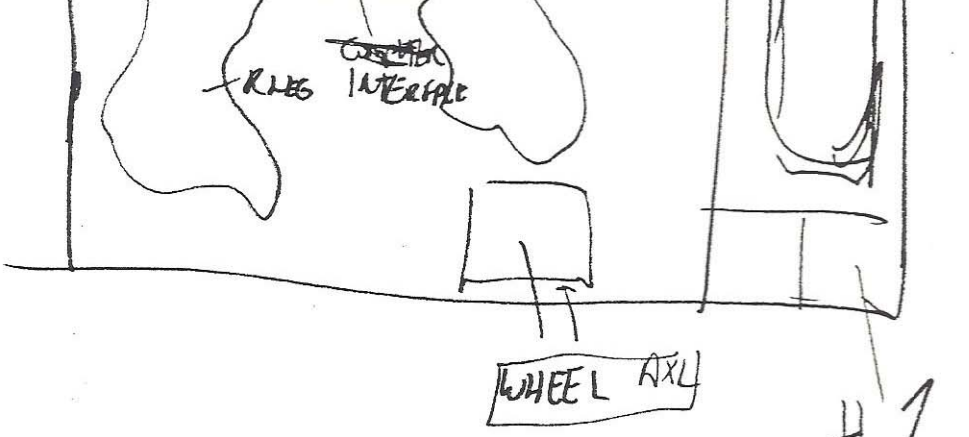


SECTION A

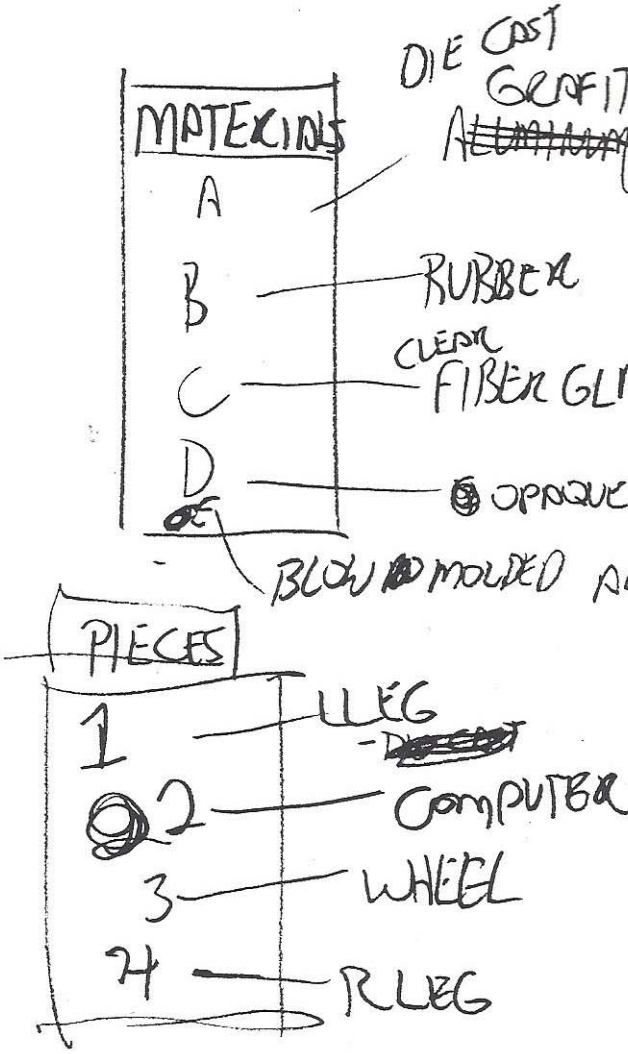
EXPLODED VIEW






RLEG INTERFACE
WHEEL AXLE

#1

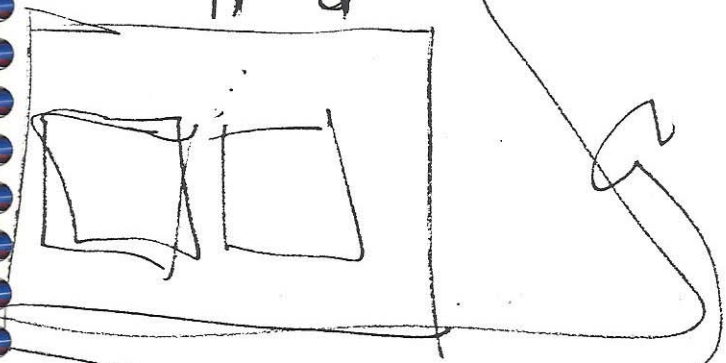

DIE CAST
MATERIALS
A
B
RUBBER
C
CLEAR
FIBER GL
D
OPAQUE
BLOW MOLDED
PIECES
1
LLEG
2
COMPUTER
3
WHEEL
4
RLEG

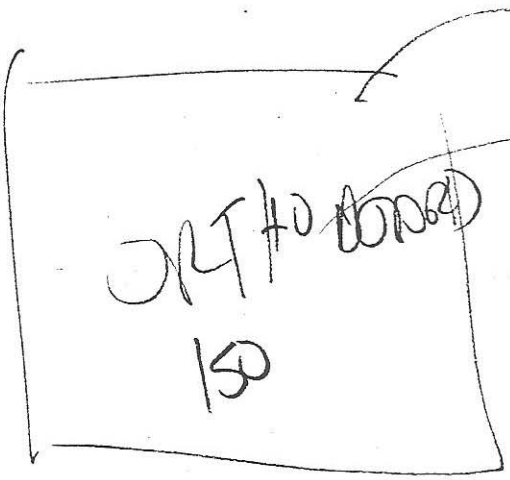
BOY GIRL PHOTO

PRODUCT BOARD

VISION BOARD

FP UP





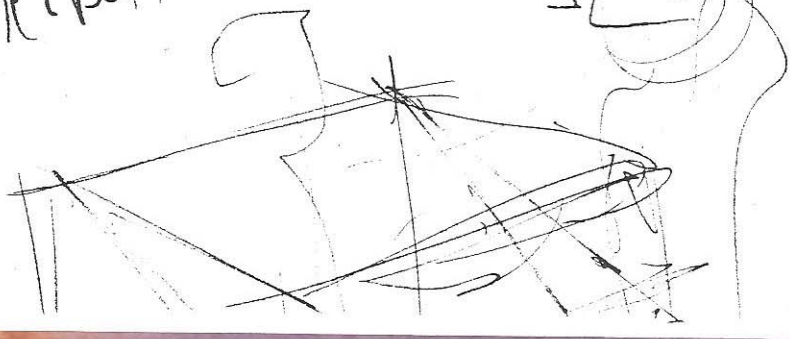
P1

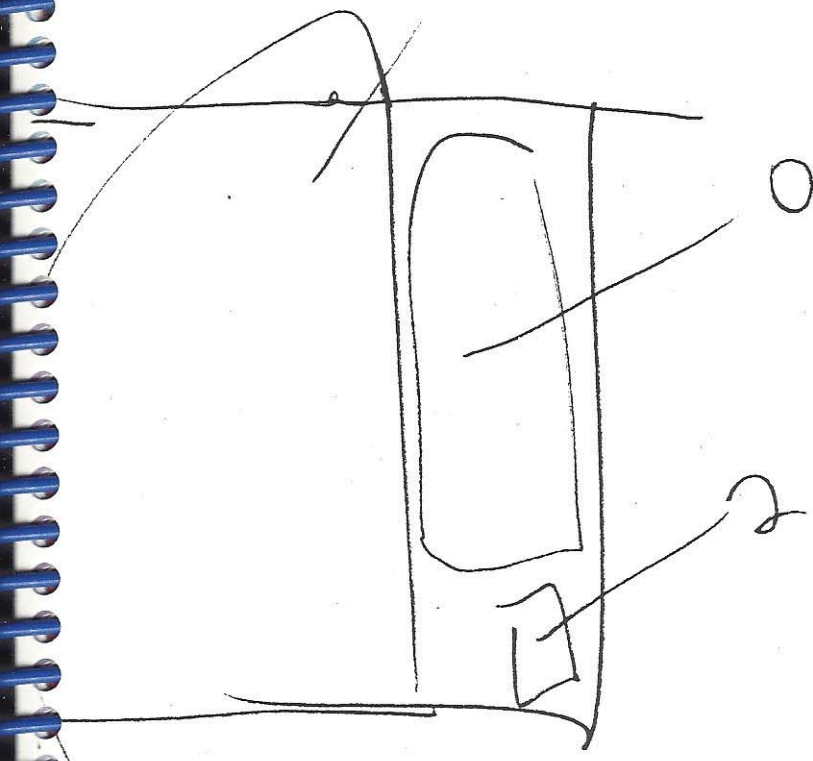
P2

P3

P4

INSPECTION





ORTHOGRAPHIC PROJECTION

FRONT VIEW
TOP VIEW
~~LEFT VIEW~~
~~RIGHT~~
SIDE VIEW
REAR VIEW
BOTTOM VIEW

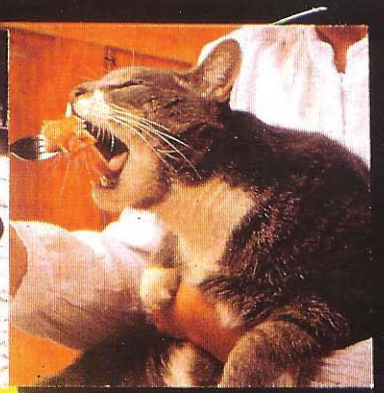
PETSMART
DESIGN A PET"

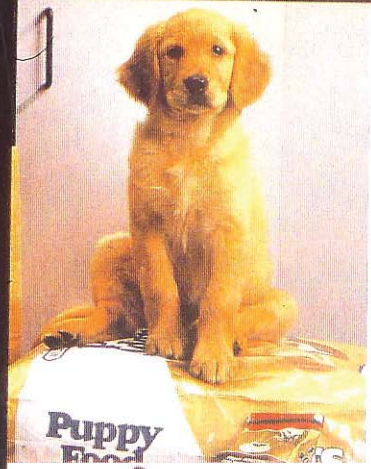
FINAL PRESENTATION











PETSMART®

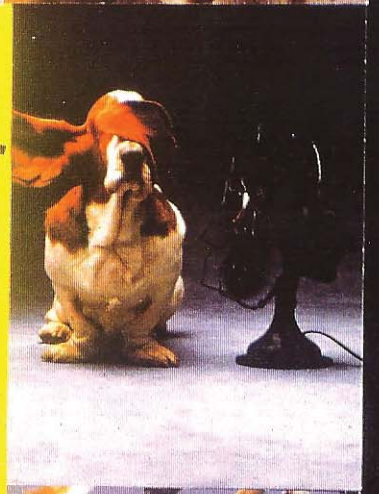
Where pets are family.™



PETSMART

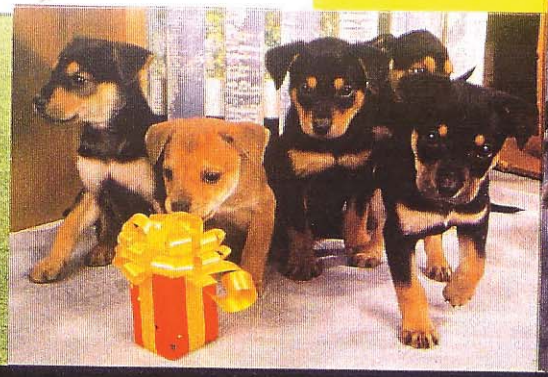
BASIC OBEDIENCE TRAINING!

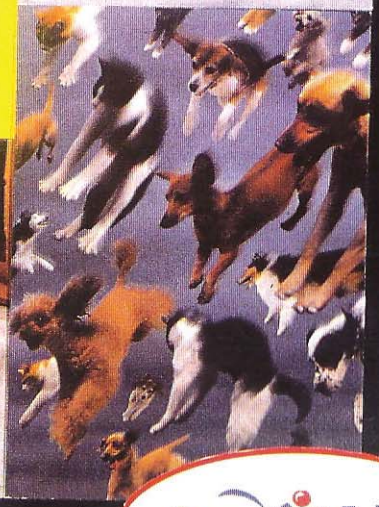
A Positive Approach to Dog Training





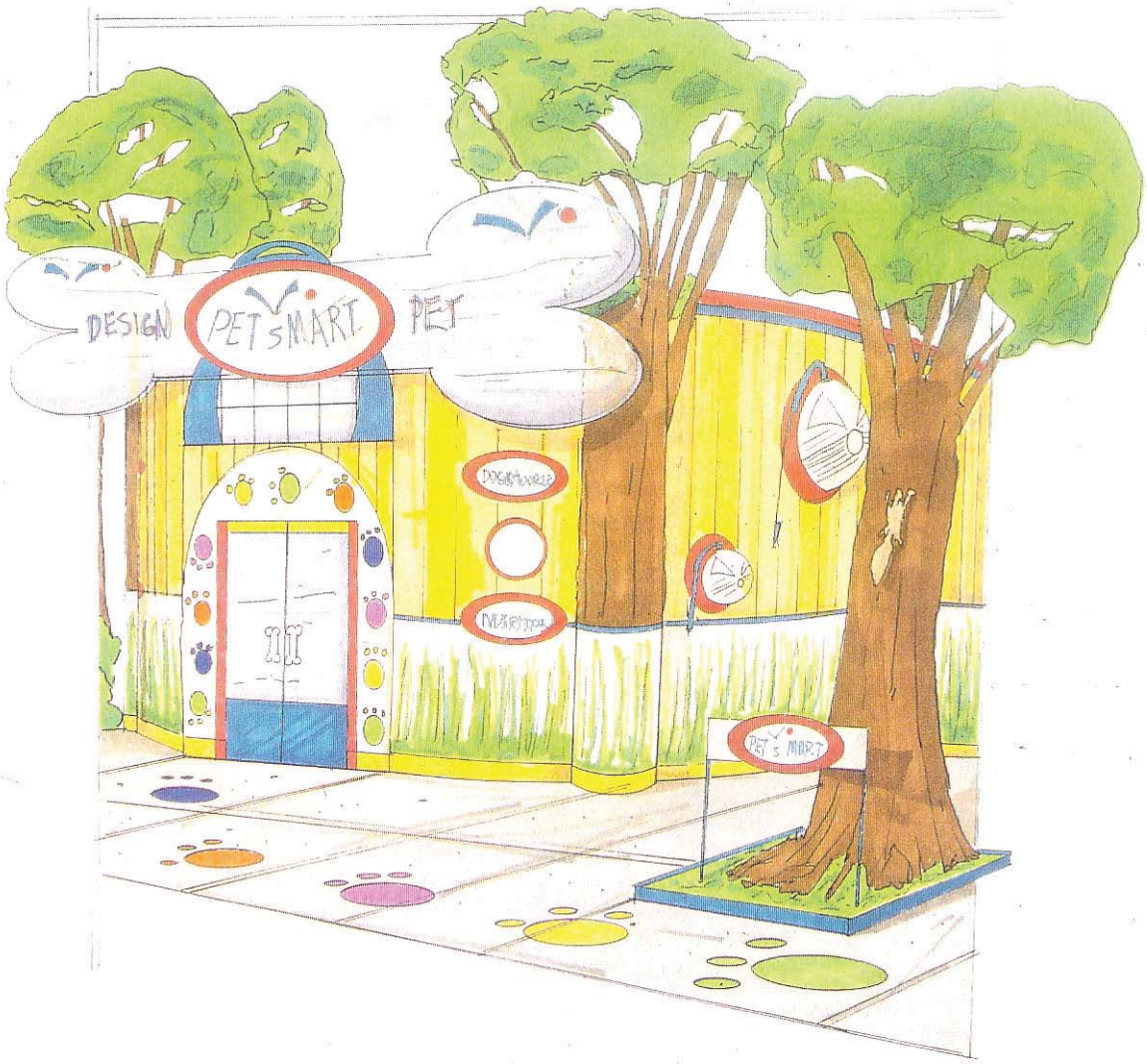




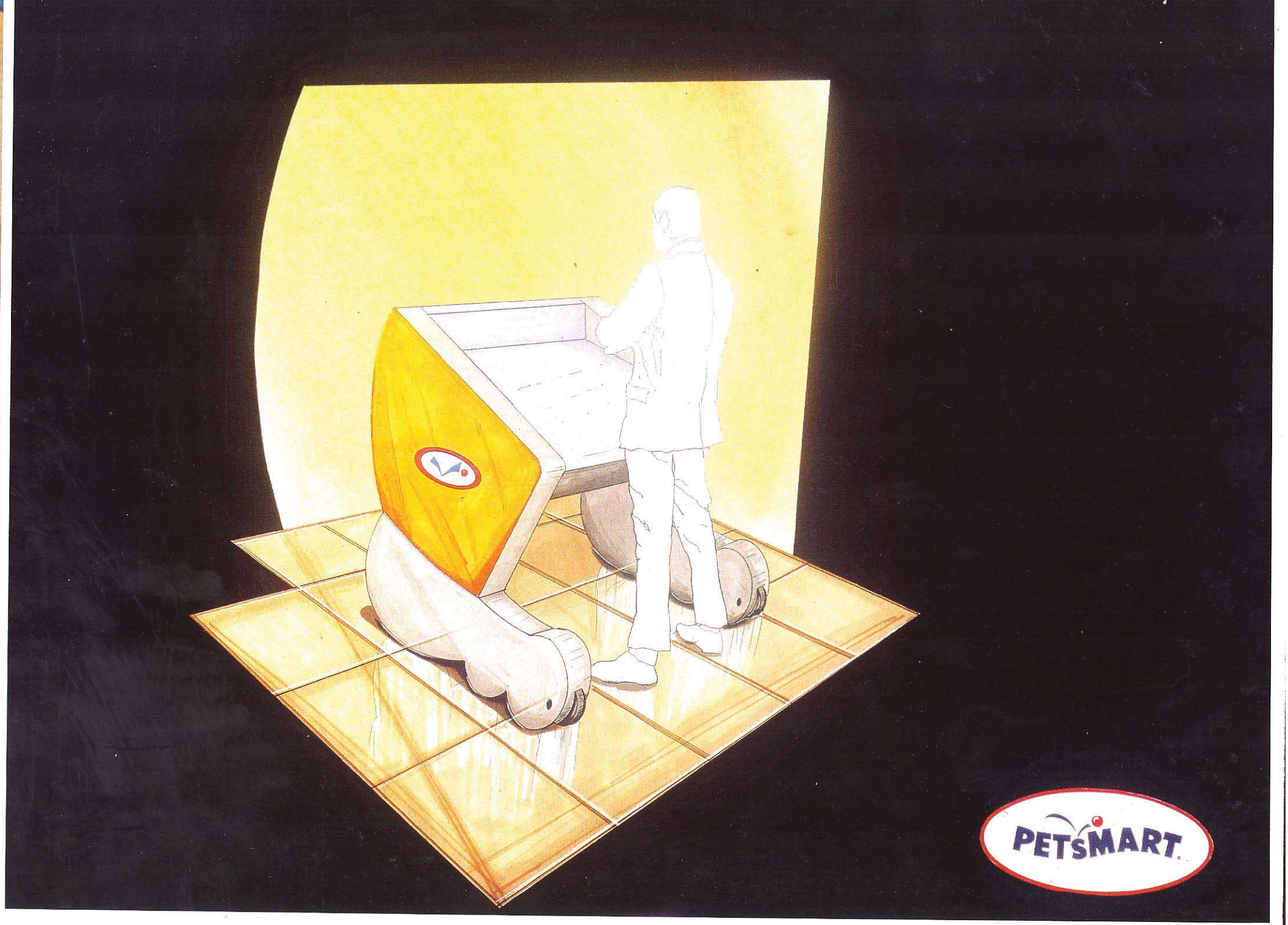


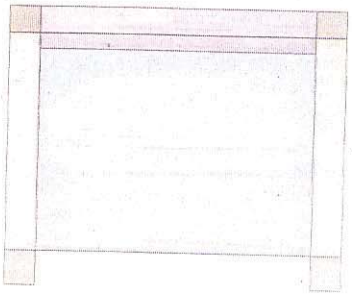
PETSMART®


SYKO-BELL
CATNIP TOY
REFILLABLE
Joggy Bag
So Fido carries the bags, keys, cash, treats
Safe Cat
Coastal
SAFETY RELEASE
Breaks Away to Set Cat Free
SNAG PROOF
TOTALLY ADJUSTABLE
8" THROUGH 12"
LOCKS IN FRESHNESS!
WHISKER LICKIN'S
FISHY'S
TENDER FISH-SHAPED CAT TREATS SALMON-FLAVORED
NET WT 3 OZ (85 g)
Booda Velvets
CORN STARCH FORMULA DOG CHEW
BOODA
All Dr. Daniel's Catnip Items are filled with 100% Pure Catnip – No Bulky Fillers
TOY FOR CATS
COUNTRY STORE CATNIP
Dizzy Dogg's
Micro "Pop" Krunchers
All Natural Microwave Pork Skin Dog Treats
Enhanced With Brewers Yeast
Small Bites
"THE HEATED TREAT DOGS LOVE TO EAT!"
Net Wt. 1.25 Oz.
Purina
Dog Chow
NEW! WITH LAMB & RICE
Made with Real Lamb
NET WT 7 OZ (198 g)
PETSMART

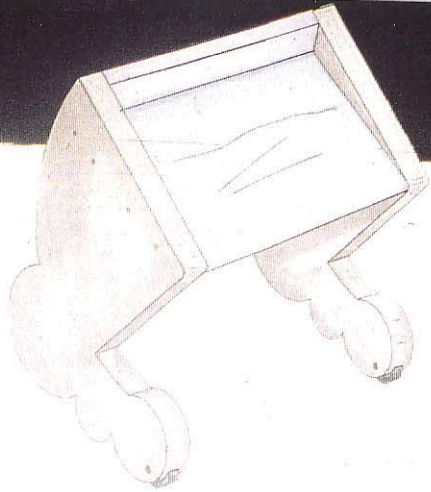


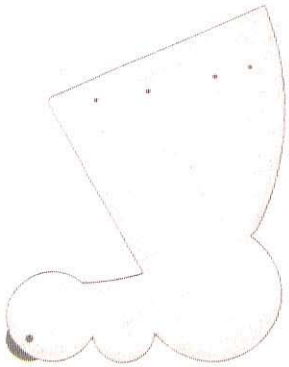
PETSMART

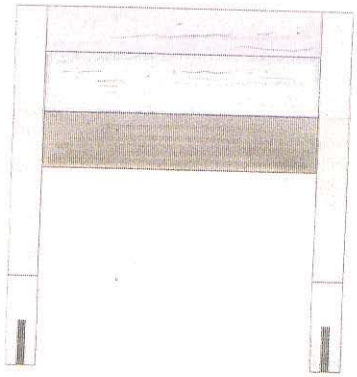

PETSMART



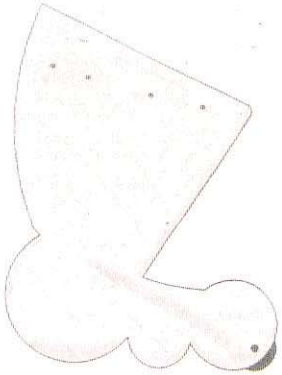
TOP VIEW



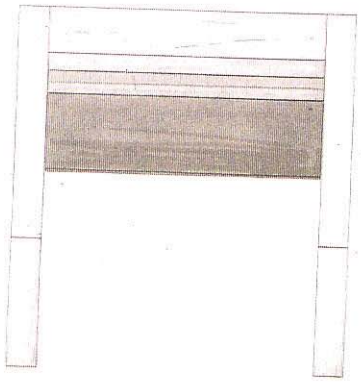




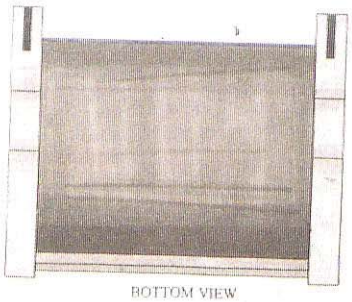
FRONT VIEW



SIDE VIEW



REAR VIEW



BOTTOM VIEW

PETSMART