

Leading on from Chapter 4, this chapter explains the body of content gathered as part of Generating the Utterance (refer to 1.3 Methodology) (Königk, 2015). This content is then used as a basis for generating a concept for the future designs and this conceptual approach is then explained here, along with indications of how this concept has been expressed in the final design.

*Figure 5: (P.T.O.) is a summary of the concept investigation under taken, along with how some of these elements have been used in the final design, and should be viewed as A0s. Author, 2015.*

5

Conceptual  
Approach

Similar to the way in which the current store was analyzed in terms of levels of association in Chapter 4, the concept of the new store is also based on differing levels of association that the customer can potentially identify with on a subconscious level.

The first level of association that a customer could make with the brand is the idea of a box of chocolates – the finished product of any proper chocolatier. This concept is applied fairly superficially in terms of colour and aesthetic in order to create an immediate image in the mind of the user, but on a deeper level, the design was also created in a series of packages within packages, a concept that can be packaged and sent to any location for adaption, as seen in the roll-out strategy in the next chapter.

The idea of packaging also led to the starting point for the second and subsequent levels of association embedded into the new stores' designs. After analysis, it was realized that DV Chocolate's packaging had a common theme across all of its ranges - the packaging reflected the chocolate taste's or bean's origins. Every single package also indicates that this product was made in Africa by Africans.

With this in mind, it was noted that Chocolate was actually created or invented by the Aztecs, who used cocoa as a commodity and as an essential element in many of their rituals due to its status as a holy gift from the gods in the Aztec culture. After exploring the coasts of Mexico, Christopher Columbus took the cocoa he had been introduced to by the Aztecs and presented it to the Spanish Royal family as part of his conquests. Once the Spanish added sugar to the cocoa drink, drinking chocolate became a status symbol among Europe's royalty and elite where it was not only enjoyed as a pleasurable treat but also used for medicinal and spiritual purposes. It was only around the early 1900 that chocolate became a publically accessible luxury, and the availability and affordability of chocolate only increased with the rise of the Industrial Revolution (De Villiers 2, 2015).

It has been identified that DV Chocolate focuses on the Aztec history of cocoa in the current in store tasting experiences, which is further evident in the Aztec style paintings recently done in the tasting area of the store. DV Chocolate also focuses on this history on their website in a hope to educate the consumer on origins of chocolate.

So to expand on this educational thread, the Aztec history of chocolate was used as the basis of the concept for the new DV Chocolate roll-out scheme, with common and overlapping threads in the African culture being used to supplement the concept body of information as is evident in the few associations indicated in 5.3.



## 5.1 1<sup>st</sup> Level Associations

### BOX OF CHOCOLATES



- » The DV Chocolate Store must be identified as a chocolate shop by the customer at first glance
- » Thus the idea of a box of chocolate has been used as a concept basis for first level associations to grab the customer's attention.

## 5.2 2<sup>nd</sup> Level Associations

### 5.2.1 WINE PAIRING

- » South Africa is known for its excellent wines that are exported across the globe.
- » DV chocolate pairs the wine to the chocolate, not visa versa.
- » The Aztec cocoa was often a fermented drink, i.e. alcoholic

### 5.2.2 ORIGINS

Many stores' designs are based on the packaging of the product being sold. De Villiers Chocolate packaging varies across the ranges available, but each range reflects the origins of the taste of the range.



### 5.2.3 CUSTOMER INTERACTION

- » The store needs to incorporate the visitor into the act of making a product.
- » This is either through self service make your own cocoa for example or through classes.
- » These experience can generate a stream of revenue.
- » The also leave a lasting impression on the user by creating a positive and memorable experience in store.

### A. Africa



### B. Aztec Culture

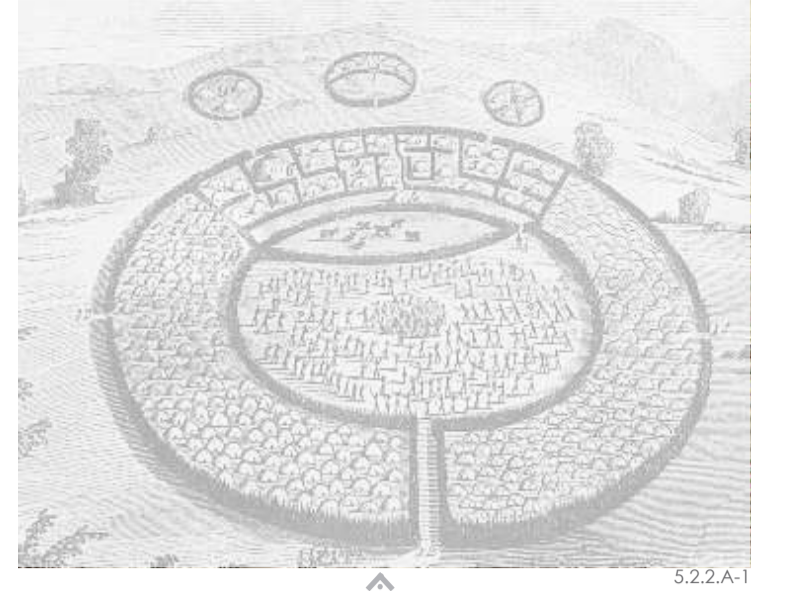
- » Chocolate is made from cocoa beans (*Theobroma cacao*) (Cornell University, 2015)
- » All cocoa plants originate from Meso-America (Cornell University, 2015)
- » *Theobroma cacao* translates directly as "the food of the gods" (Cornell University, 2015)
- » The word "chocolate" comes from the word "chocolatl" which is a mix of the Mayan word "chocol" (hot) and the Aztec word "atl" (water) (De Villiers 2, 2015)



### C. Cocoa Plant

### A-1 Kraal

The African kraals are often laid out in a circle formation for defensive purposes, keeping the cattle safe in the centre.



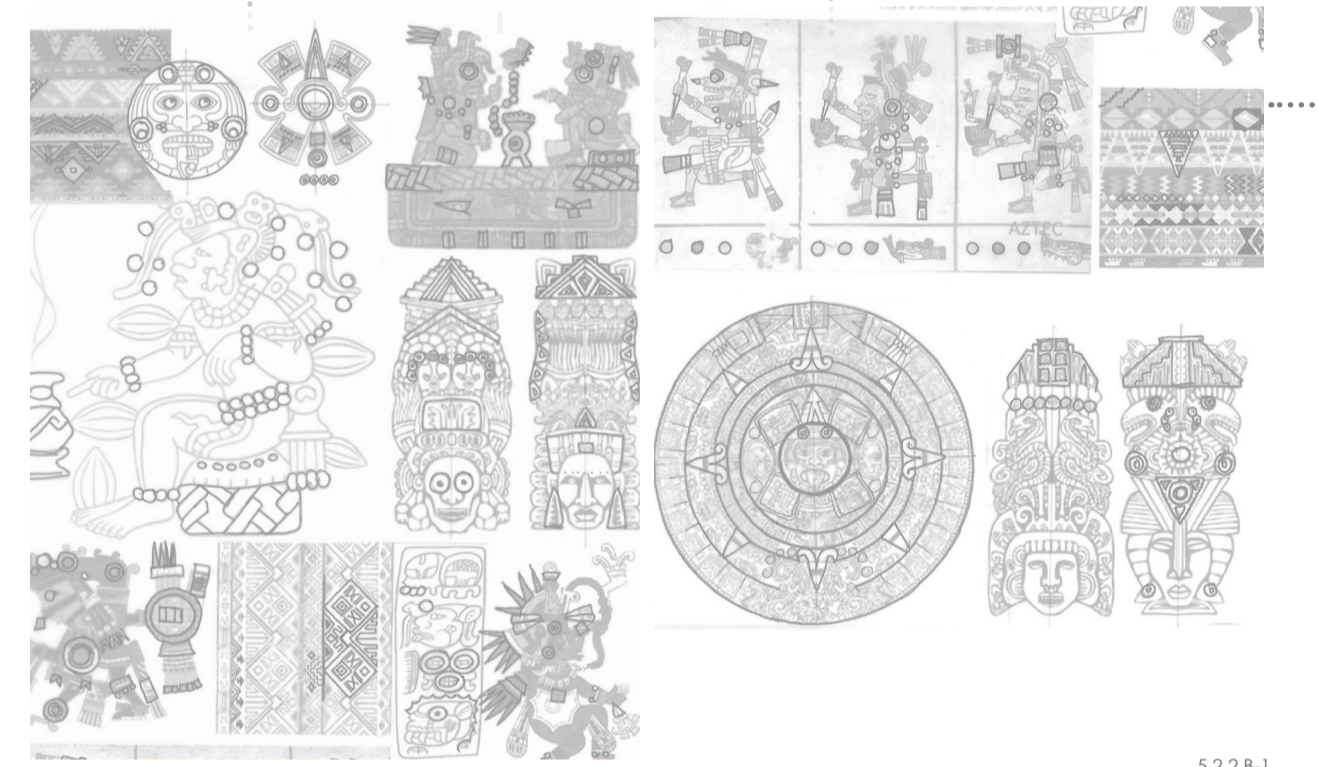
### A-2 Hierarchy



### A-3 Patterns and Symmetry



### B-1 Patterns and Symmetry



### B-2 Currency

Cocoa beans were considered a form of currency, such was their value.

10 beans = 1 chicken  
10 beans = 1 prostitute

Beans and chocolate were used in the tax system and in the annual tribute to the king.

(Cornell University, 2015)

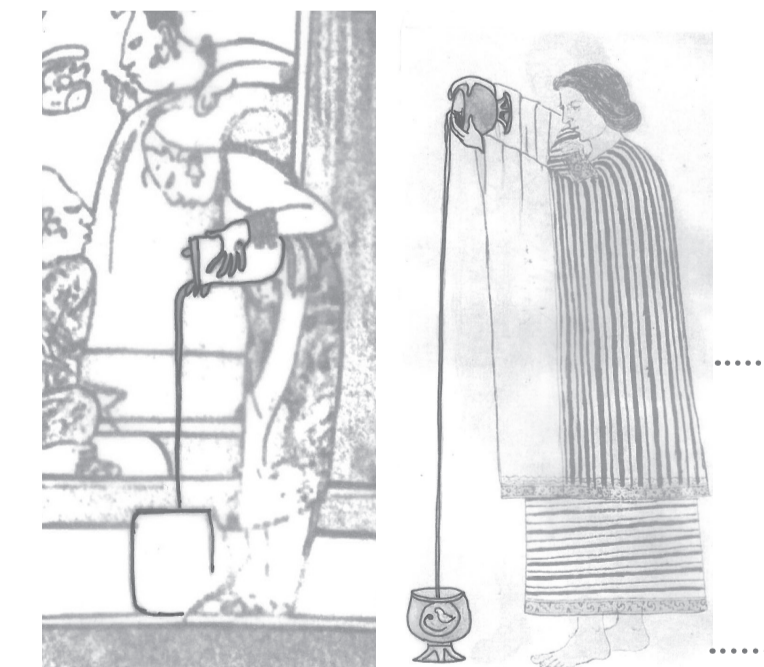


### B-3 Method 1: Pouring

This method involves pouring the cocoa mixture from high from one bowl to another.

The kinetic energy and movement forces air into the mixture, causing it to froth.

(Cornell University, 2015)

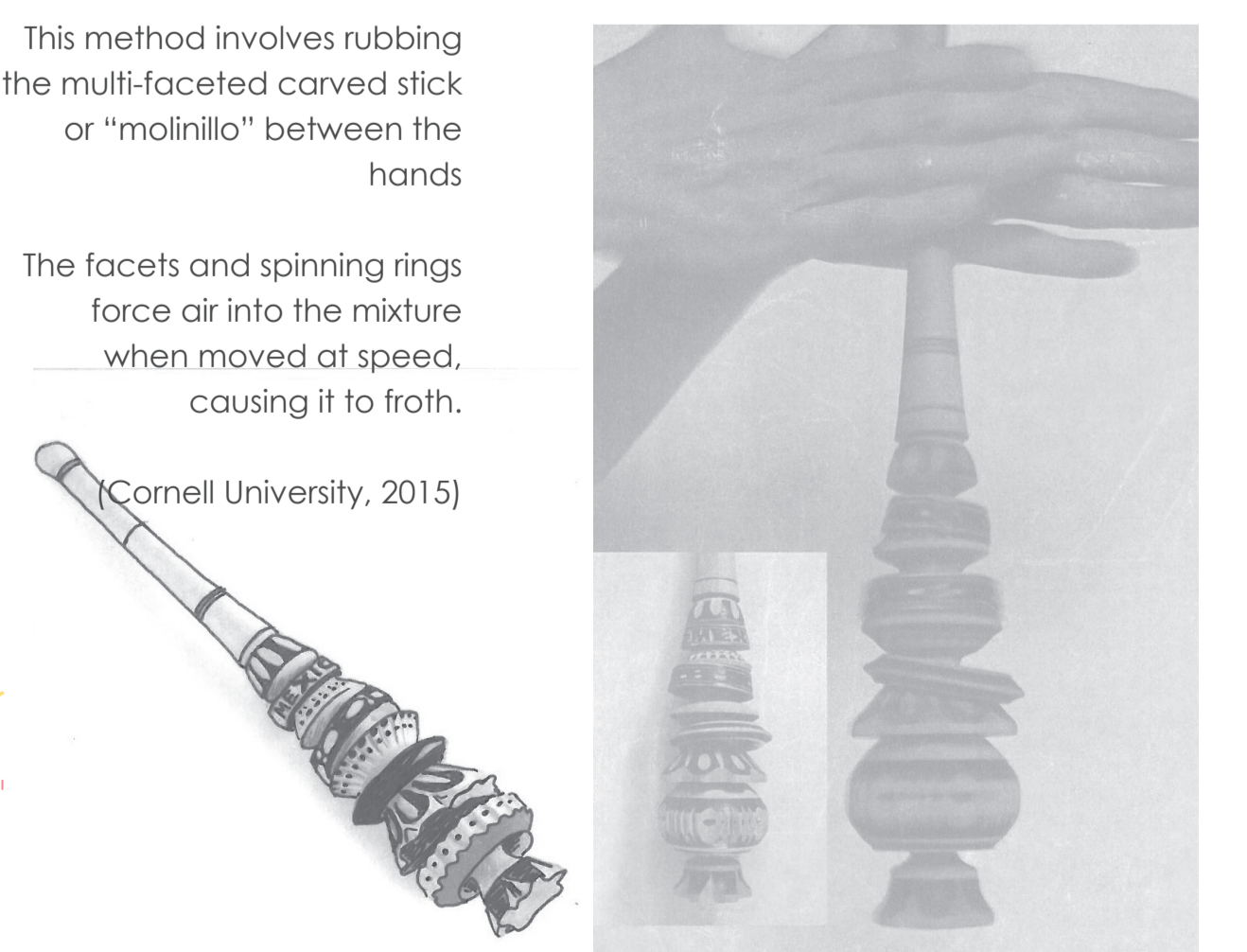


### B-4 Method 2: Molinillo

This method involves rubbing the multi-faceted carved stick or "molinillo" between the hands

The facets and spinning rings force air into the mixture when moved at speed, causing it to froth.

(Cornell University, 2015)

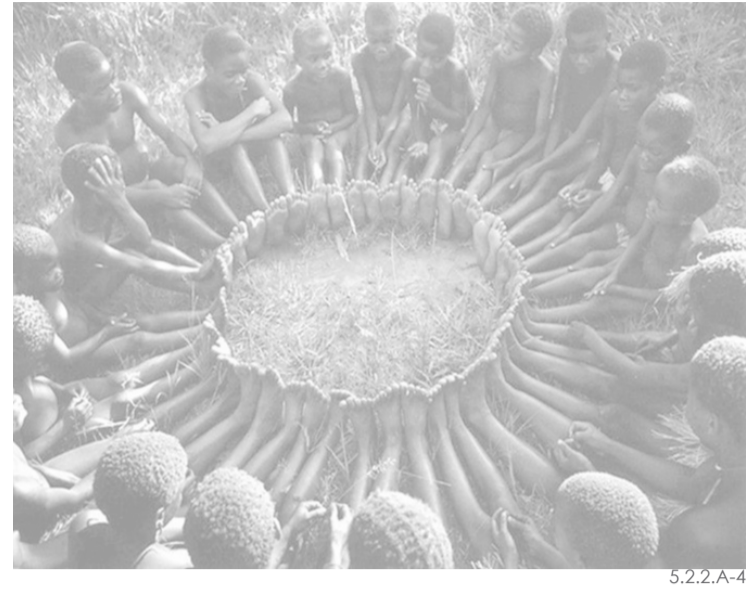


## 5.3 Associations Translated to Design

### A-4 Ubuntu

African culture revolves around the concept of Ubuntu, where the concept of the community is greater in value than that of the individual (Setty, 2012)

A circle is often used as a symbol of community (Bradley, 2010)



### A-5 African Markets



### A-6 Fashion

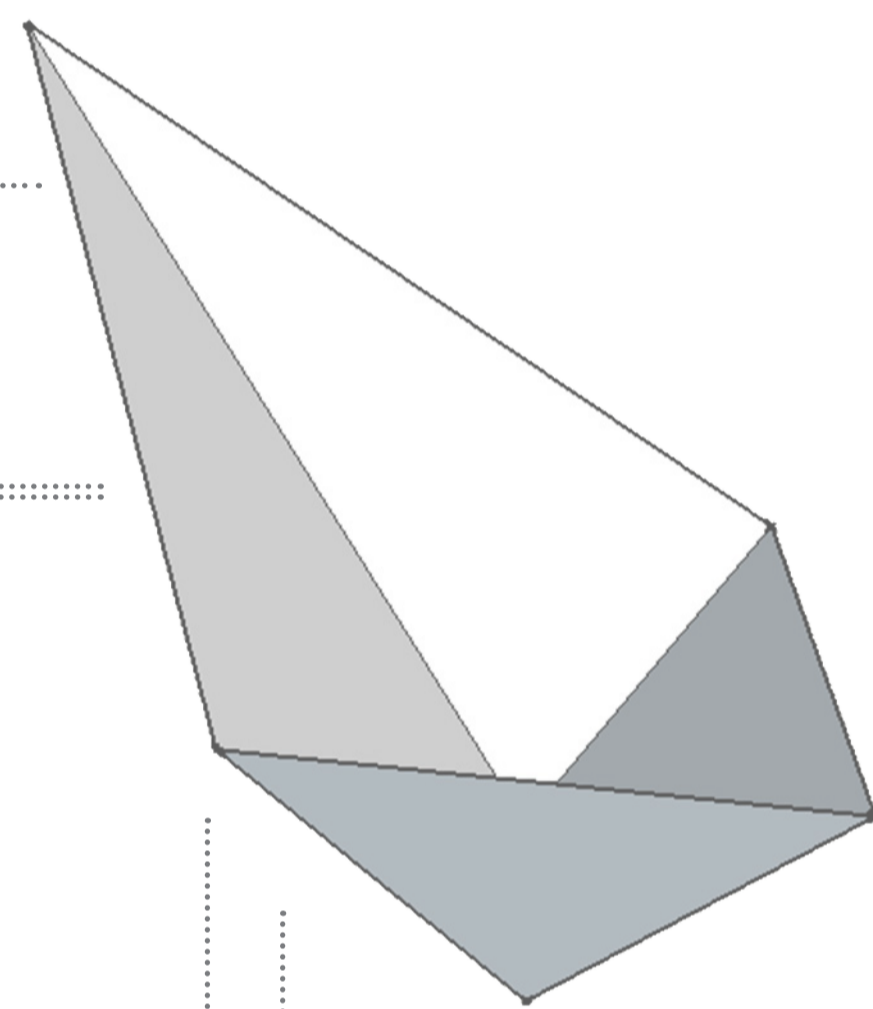


#### De Villiers

The V is often associated with the brand name by the viewer and also features in the packaging

#### Patterns

Both African and Aztec shapes and patterns feature triangles and other geometric shapes prominently



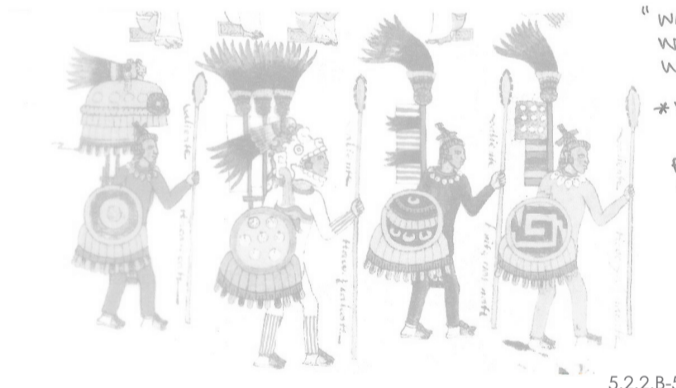
### B-5 Nobility/ Royalty

Because it was the food of the gods, cocoa was reserved for royalty and the elite.

Montezuma, considered one of the greatest kings of the aztecs is rumoured to have drunk up to 50 cups of "xocoatl" a day so he could keep up with his harem.

It was also given to soldiers to suppress their appetites allowing them to "walk a whole day without food"

(Cornell University, 2015)



### B-6 Religious / Legend

Quetzacoatl was considered a part-human-part-bird-part-snake god and he was responsible for the cocoa plant in the Garden of Life, where he lived with all the other gods.

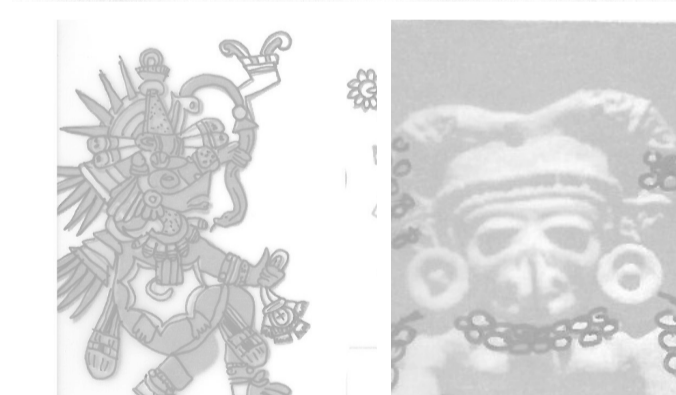
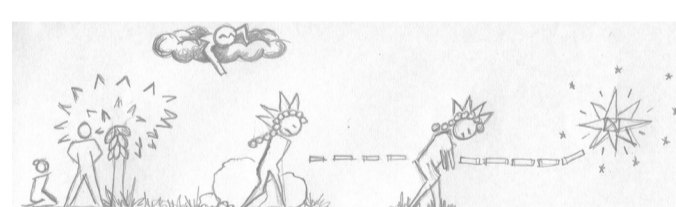
The gods liked to drink a cocoa mixture and thus it was considered "the food of the gods".

After man was exiled from the Garden of Life, Quetzacoatl gave man the cocoa seed and taught him how to cultivate it.

In anger, the other gods banished Quetzacoatl from the Garden of Life for giving away the secret to the sacred drink.

In sorrow, Quetzacoatl walked towards the horizon. He walked for so long and so far, he eventually became the evening star.

(Cornell University, 2015)



#### Snake - god

Snake = Diamond head/pattern

#### Bird - god

The shape a bird makes in flight looks like a "V"

#### Pouring

When liquid is poured from a vessel, the liquid forms a "V" shape.

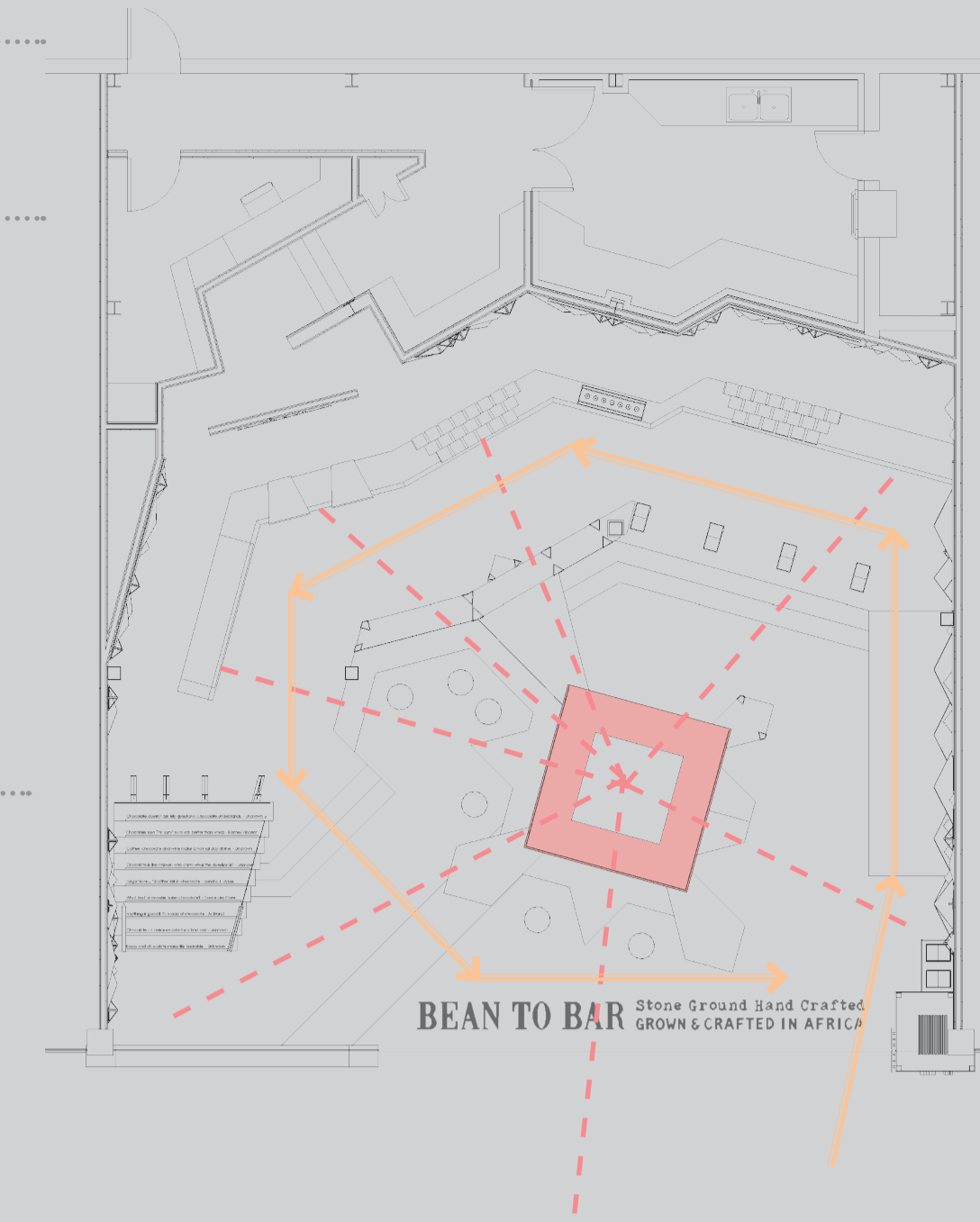
### B-7 Eating + hierarchy

Aztecs often came together for feasts and meals

There was a strict social status hierarchy within the culture.

Aztecs used cocoa in many of their rituals and ceremonies

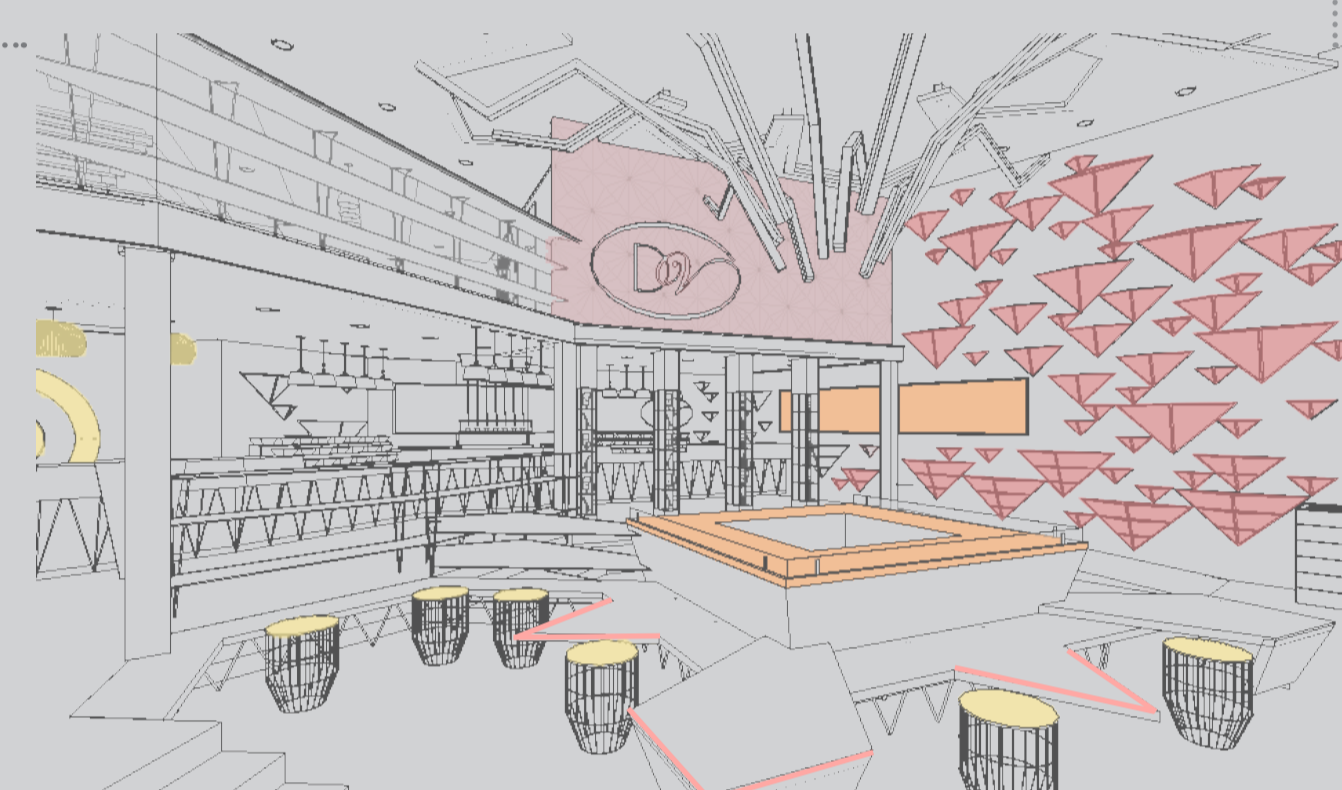
(Cornell University, 2015)



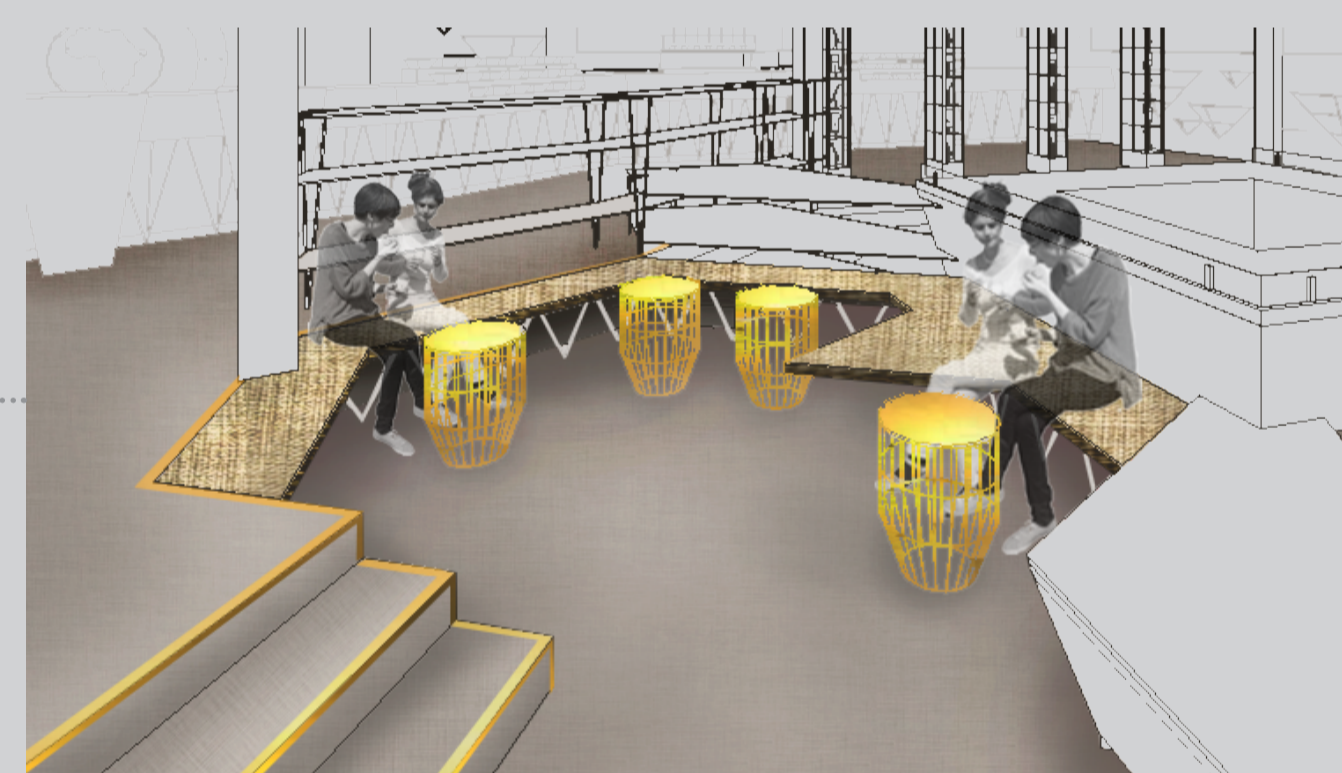
- As the community is the centre of the African culture, so is chocolate and its heritage the centre of DV Chocolate. Thus, the demonstration chocolate making process is placed at the literal and figurative centre of the store. This central node can be seen from every vantage point in store and therefore adds a grounding to the double volume space.
- For this same reason, the seating areas are located around this demonstration area, creating movement around this central node from the entrance, through the cocoa sales area and to the seating area. All action figuratively and literally revolves around the making of chocolate.



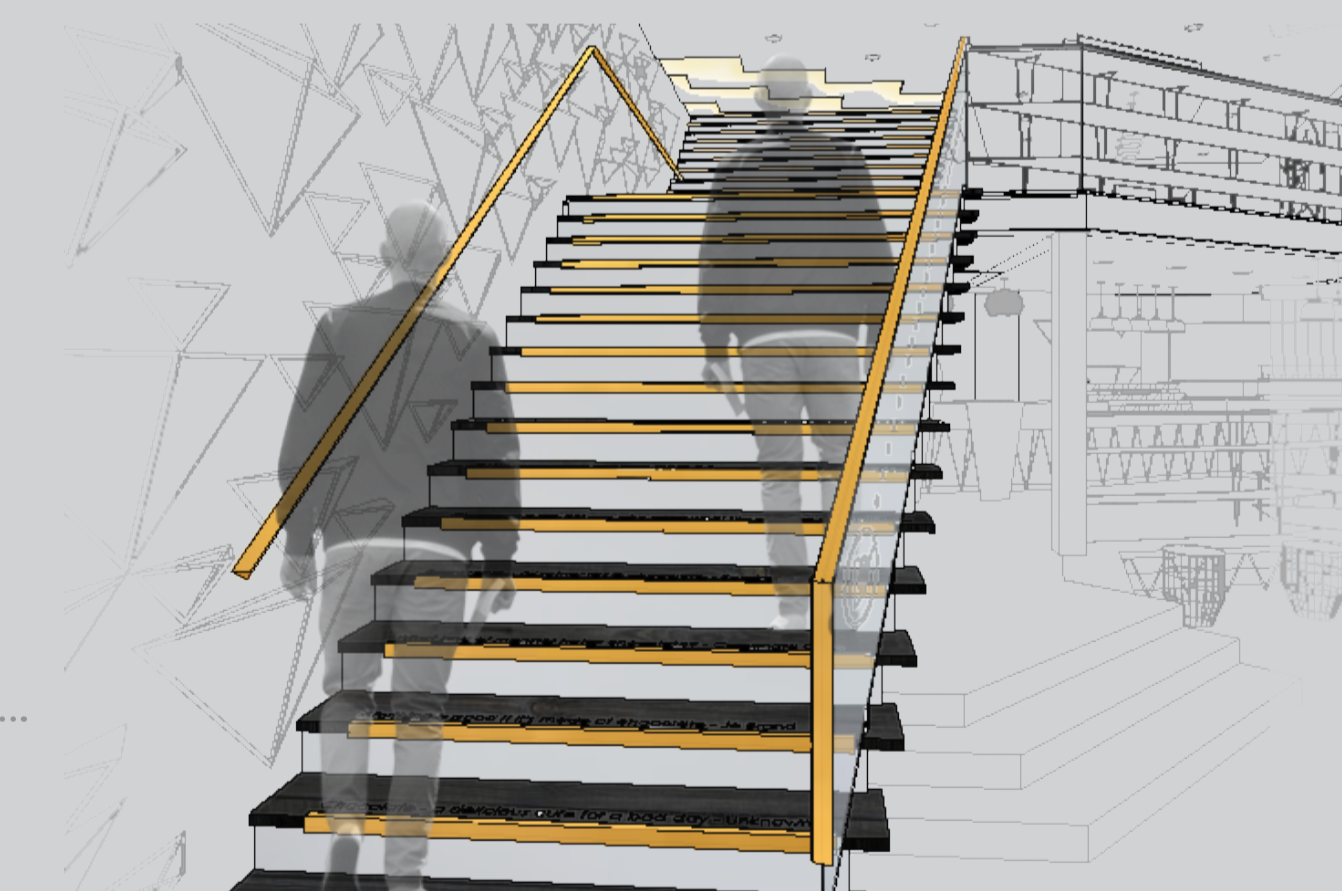
- The design of the cocoa counter is based on the display of spices in the markets of North African countries.
- This display allows for the customer to easily see and access a variety of spices, or in this case, cocoa nibs and toppings.
- The display also entices the customer, allows them to get involved in the making process and increases the customer experience.



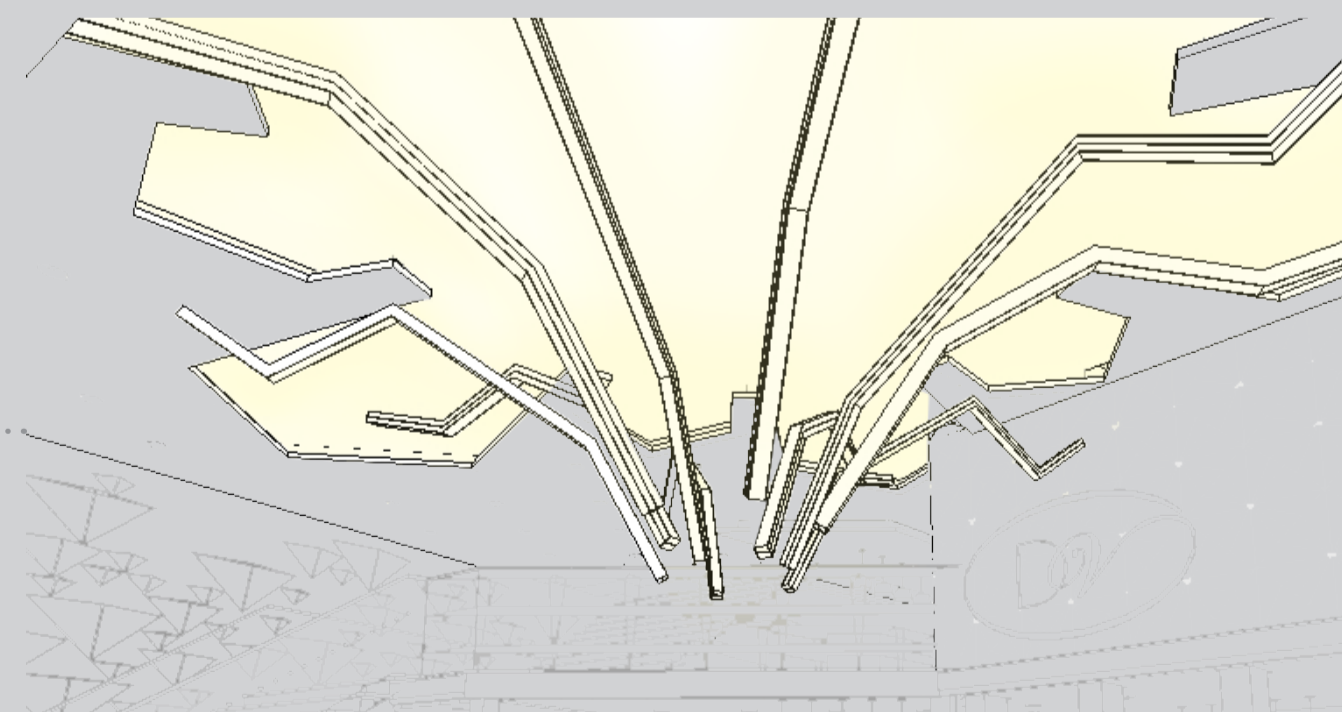
- Triangles, tetrahedrons, and pyramids form the major design component for the store. They form major components of the wall designs, counters, shelves, layout, etc.
- Squares and parallel lines are also used in determining the layout of the store.
- Circles dominate the ceilings in terms of both pendent and recessed lighting.
- Furthermore, the wall features are laid out in a grid and the layout forms an informal geometric pattern.



- The design of the store also plays homage to the hierarchy of the Aztec people.
- This appears in the hierarchy of the store. The most important tasting experience is based on the top floor, similar to the Kings. The second most important (and more common) tasting experience is situated on the raised level similar to the nobles, and the largest part of the store is based on the ground floor, similar to the commoners.
- The seating adds to this hierarchy, where customers appear to be sitting on the floor of the raised level, but raised off the ground level.



- The glowing staircase plays homage to the Aztec's religion as it symbolises the stairs of the temples used in the traditional rituals of the Aztecs, ever rising towards the gods. This also symbolises the link from chocolate to the gods as the top of the stairs is designed to create a heavenly affect.



- The triangle wall plant feature can be associated with nature and the rainforests from which cocoa originated. The aroma from these plants also smells like chocolate which will reinforce the association of the brand with quality chocolate.
- Similarly, the suspended tree feature above the chocolate demonstration area is associated with the legend and the actual cocoa tree, all of which draw attention to the demonstration area.



- The cocoa manufacturing processes become the basis for the Experience Room activities. Because the room needs to accommodate a range of changing activities, the room needs to be adaptable to different situations.

## 5.4 Conclusion

Where the previous chapter focused on generating and saturating the utterance, or creating a content base from which to start, this chapter focused more on synthesizing the message (refer to 1.3 Methodology)

After reviewing the findings of Chapter 4, the connection between chocolate and its Aztec origins was explored as it was found that it is an aspect that DV Chocolate is beginning to focus on more in both the current factory store as well as in their experience presentations (Figure 5.1.A.). It was also found that this could link or overlap with DV Chocolate's African origins.

I chose to explore the connection between chocolate and its Aztec origins. This is an aspect that DV Chocolate is beginning to focus more and more on in both the current factory store and in their experience presentations (Figure 5.1.A.). Furthermore, I chose to investigate how this could link or overlap with DV Chocolate's African origins.

This body of content was then synthesized and this resulted in the investigation of a triangle in many two- and three-dimensional forms. This shape is both present and prevalent in the investigations of African and Aztec cultures, as well as in the geometry of the current brand identity for DV Chocolate. Thus, this shape along with other interrelated cultural and associative meanings form the basis of the concept for this roll out programme, with a particular attention to the Aztec origins of the store.

These secondary meanings are imbedded in the project's design and some of these can be seen and explained in the diagrams and renderings of Model A as seen in 5.3. Model A will be further explained in Chapter 6.

The result of these investigations is the basis for a store that will be easily recognisable as a chocolate store while creating a strong secondary and historical body of content from which a brand experience that is true to the company and its product can be formed.

### Figure 5 Embedded Captions:

- Figure 5.1.A Photograph of Sian Noble in the tasting room at DV Chocolate factory store. Taken by L. Noble, 2015 and edited by Author to highlight the Aztec graphics in the tasting room.
- Figure 5.1.B Compartes Chocolates Holiday Collection 2009: Wolfson, 2009
- Figure 5.2.2 Collection of the DV Chocolate analysed by the Author (2015) indicating the parts of the packaging that are indicating the origins of the chocolate's taste.
- Figure 5.2.2. A map of Africa. Author, 2015
- Figure 5.2.2.A-1 Dingane's Kraal . Images taken from Natal Tourism, 2006 and edited by Author, 2015
- Figure 5.2.2.A-2 Collection of images of African men showing aspects of the hierarchy in early African culture. Images taken from (Left to Right): Unknown, 1890; Natal Tourism, 2006
- Figure 5.2.2.A-3 Analysis of African Patterns by Author, 2015.
- Figure 5.2.2.A-4 Photograph of the Osani game circle indicating community. Taken from Setty, 2012
- Figure 5.2.2.A-5 Collection of images showing South African markets. Taken from (Left to Right): AAE, 2009; Picsant, 2013 and edited by Author, 2015.
- Figure 5.2.2.A-6 Collection of images showing contemporary African fashion. Taken from (Left to Right): L. Gargano, 2008; ImageKB, 2014; ImageKB, 2014 and edited by Author, 2015.
- Figure 5.2.2.B-1 Analysis of Aztec Patterns and symmetry by Author, 2015.
- Figure 5.2.2.B-2 Images showing the value of cocoa beans prior to the destruction of the Aztec Empire. Images taken from: Cornell University, 2015
- Figure 5.2.2.B-3 Sketches of Aztec women pouring the cocoa mixture analysed by the author. Taken from: ChocoMuseo, 2014 and edited by Author, 2015.
- Figure 5.2.2.B-4 Collection of images that illustrate what a molinillo is and how it is used to make frothed cocoa. Taken from (Left to Right): Analysis sketch by Author, 2015; Olney, 2012
- Figure 5.2.2.B-5 Collection of images that illustrate the Aztec nobility. Taken from (Top to Bottom) : Analysis by Author, 2015; Stamper, 2014 and edited by Author, 2015.
- Figure 5.2.2.B-6 Analysis of cocoa in the Aztec legend about cocoa done by Author, 2015.
- Figure 5.2.2.B-7 Analysis of eating and social hierarchy in the Aztec culture done by Author, 2015
- Figure 5.2.2.C Analysis of images of the cocoa tree done by Author, 2015.
- Figure 5.3.1 Plan (not to scale) of Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.2 Perspective of the cocoa nibb station in the Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.3 Perspective of the double volume seating area in the Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.4 Perspective of the café seating area in the Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.5 Perspective of the staircase in the Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.6 Perspective of the floating tree lighting fixture in the Model A Experience store showing second level associations as indicated. Author, 2015.
- Figure 5.3.7 Perspective of the Experience Room in the Model A Experience store showing second level associations as indicated. Author, 2015.



