This chapter follows on from chapter 5 and includes all the design and technical work that has been carried out thus far.

This chapter will discuss the roll out approach, the material approach and the interventionist approach, before detailing and investigating an ideal Model A – Experience Store as part of the Application part of the methodology (refer to 1.3 Methodology). Details from Model A will then be able to be translated across other models in order to create a consistent brand image.

This chapter will form part of the final presentation and thus these pages need to be viewed as a continuous strip, size A0.

6

Design and Techne

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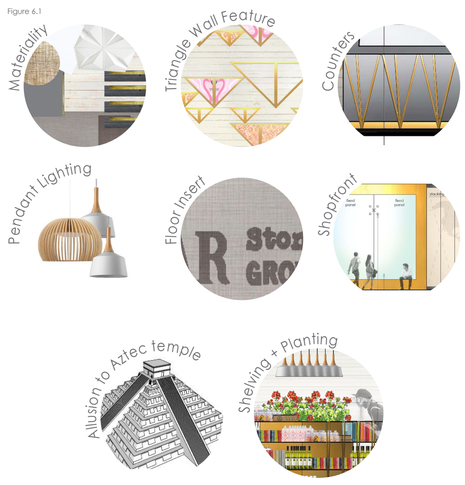
6.1 Roll-Out Approach

To ensure a consistent brand experience for the user at every level, the designer needs to be able to control the look and feel of a space on any scale.

For this purpose a small roll out program has been designed for DV Chocolate taking 3 levels of customer interaction into account – the Experience store [Model A] ; the Roll-Out Retail outlet store [Model B] and the outlet stand [Model C]. These three models vary vastly in scale and example of each has been included in this project. It is the intention to design a look and feel that can be translated to more future "models" that could include items such as a market stall or a pop-up store.

In order to achieve a consistent aesthetic, the store's look and feel can be created with a combination of packaged elements that can be used together in different combinations, while still achieving the same aesthetic as seen through the examples of Models A,B and C. These packaged elements are documented to the right of this description and many of these have been detailed in the technical documentation created for Model A. As this is the largest of the three models investigated, Model A has been detailed and theses details would then translate across every model to ensure a consistent, brand image in the mind of the user.

Figure 6.1

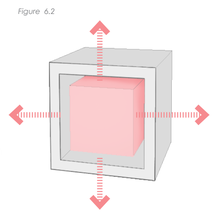


6.2 Site Approach

Due to the nature of a roll-out strategy, the design needs to be able to be recreated in any location, using the translatable elements identified in the roll-out strategy.

Thus the design has been created as a box that can be placed within a box, if you will, where no major or heavy elements are dependent on the wall structure of the mall, as this cannot be guaranteed from mall to mall. This also allows for the flexibility required to design the store if no walls exist, or to potentially translate this into a freestanding pop-up store.

Figure 6.2



In keeping with this approach, 3 models have been explored - an Experience Store, a Roll-out Retail Store, and an Outlet Stand – the design of each is also fairly adaptable with the ability to be resized to fit any location. The design details can be translated across the platforms of Model A, B, and C and the design aesthetic and brand image will remain cohesive.

6.3 Material Approach

In terms of materials, the approach has been to use traditional materials for unconventional uses, as per the Design Ideal of Duality identified in the Brand Analysis.

Some of the material choices used have been based on the materials found in the chocolate manufacturing process such as pallet wood and steel. As a result many of these materials are recycled, reclaimed or reused in new ways such as lighting or wall finishes.

Other materials, such as the metallic finishes can be linked back to the Aztec history of chocolate and thus lend themselves to the overall aesthetic concept.

Where not possible to recycle or reuse materials from previous applications, commercial grade materials such as the Vinyl Flooring and Perspex have been chosen for their resilience, and for how they will fit aesthetically in the design. For example, the fabric of the seating is upholstery fabric chosen to imitate sack or hessian cloth, as is the texture of the floor.

6.4 Roll-Out Models

6.4.1 Model A : Experience Store

SIZE

± 300m² including mezzanine floor area.

Occupany Classification: F1 (SABS, 2011)

Population: ± 30 (SABS, 2011)

LOCATION

Grade A, super regional shopping centres, such as Gateway (DBN), Sandton City (JHB), V&A (CT), Edenmeander (EC).

The store should have space for a mezzanine level.

The store should be in a high traffic area of the mall, and close to other entertainment facilities such as the cinema.

The store should be on the same level as the main entrance, for optimum foot traffic.

The design will need to be adapted to fit the store, and all details and layouts should be considered against those provided by the relevant tenant departments. The architects should communicate with the tenant departments to ensure that all details are aligned with the recommendations for the mall in question.

All measurements are to be checked onsite prior to manufacture.

INTENTION

To provide a shopping experience that fully embraces the user and creates a memorable impression on the visitor, similar to a concept store

FOCUS

EXPERIENCE

PROGRAM

» Seating Area
» Cocoa Station
» Chocolate Sample Tasting
» Truffle and Gifting Station
» Experience Classes for Wine Pairing, Cocoa Cocktails, etc.
» Merchandise
» Promotions
» Chocolate Demonstration
» Sales Points

OTHER REQUIREMENTS

» Cold storage
» Staff area
» Merchandising
» Dry storage
» Kitchen area
» Wheelchair access
» Dispensing system
» Information points
» Promotions area

TARGET MARKET

» Tourists and locals, aged approx. 18-60, both male and female who are within the middle to upper income brackets, who are looking for a different experience.
» They will typically come in couples or groups, and will be easy-going with time to spend.
» Typically these malls also hold a large business contingent and the store needs to be able to cater for these clients as well.

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6.4.2 Model B : Roll-Out Retail Outlet Sto

Drawings At Scale: 1:50

Figure 6.2



SIZE

50-150m2,

Occupany Classification: F2 (SABS, 2011)

Population: ± 5-10 (SABS, 2011)

LOCATION

Grade B regional shopping centres, such as Northgate and Cresta (JHB), as well as in business parks, etc.

The store should be in a high traffic area of the mall and close to other entertainment facilities such as the cinema.

The store should be on the same level as the main entrance for optimum foot traffic.

The design will need to be adapted to fit the store and all details and layouts should be considered against those provided by the relevant tenant departments. The architects should communicate with the tenant departments to ensure that all details are aligned with the recommendations for the mall in question.

All measurements are to be checked onsite prior to manufacture.

INTENTION

To provide a branded experience that allows the user to stop and go quite quickly while still enticing te user and creating a positive brand experience

FOCUS

COFFEE / COCOA + SALES + GIFTING

PROGRAM

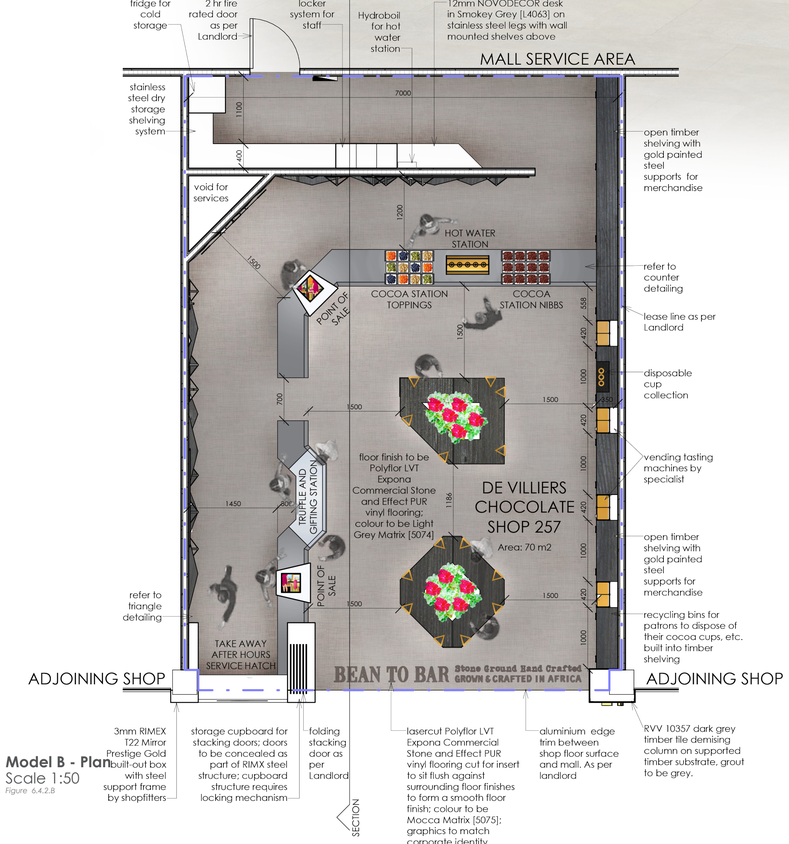
» Coffee on tap
» Gifting service
» Merchandising
» Promotions
» Tasting

OTHER REQUIREMENTS

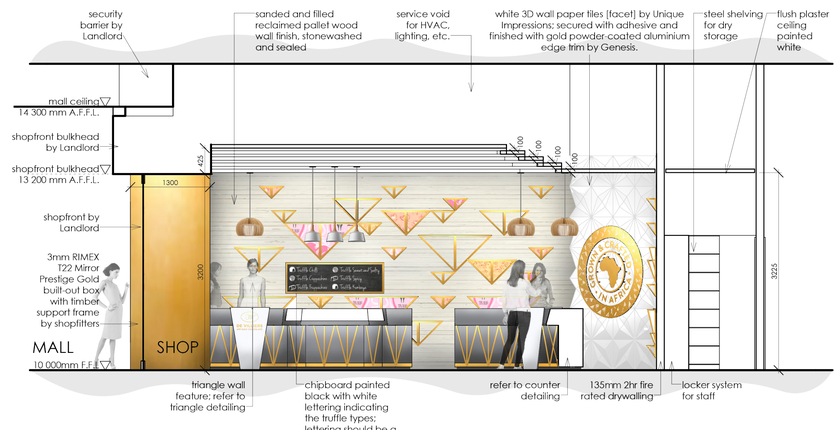
» Dispensing system
» Dry storage
» Staff area
» Promotions area
» Cold Storage
» Merchandising
» Recycling management

TARGET MARKET

» Locals, aged approx. 18-40, both male and female who are within the middle to upper income brackets, who are looking for a gift and coffee on the go.
» They will typically come as singles or as couples or groups, and will be busy, on the go, with limited amounts of time.
» These customers are looking for a easy, classy gift with coffee on the side, and something that is a little bit different.



Model B - Plan
Scale 1:50
Figure 6.4.2.B



Model B - Section
Scale 1:50
Figure 6.4.2.C

6.4.3 Model C : In-Store Stand

Drawings At Scale: 1:10



SIZE

Not applicable

LOCATION

Grade B and C shopping regional and suburban shopping centres, situated within a supermarket, such as Woolworths or within areas that have high tourist traffic such as the airport, souvenier shops, etc.

The location of the stand should be in the wine section, or close to the till in promotional areas.

The design will need to be adapted to fit the store's gondolas, and all details and layouts should be considered against those provided by the relevant tenant departments. The architects should communicate with the tenant departments to ensure that all details are aligned with the recommendations for the mall in question.

All measurements are to be checked onsite prior to manufacture.

INTENTION

To provide an on-the-go shopping and gifting experience that is integrated into the normal, routine shopping experience, providing a new aspect to the outing

FOCUS

PAIRING + SALES + GIFTING

PROGRAM

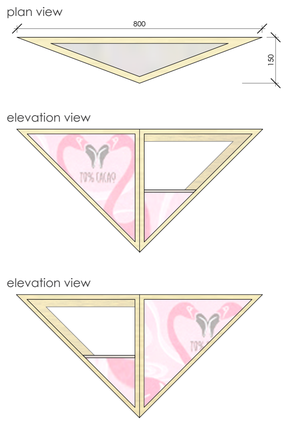
» Self-service
» Gifting
» Merchandising

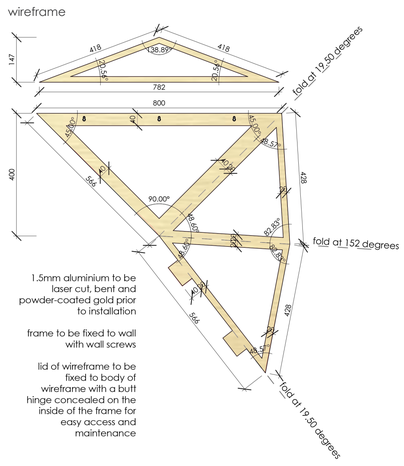
OTHER REQUIREMENTS

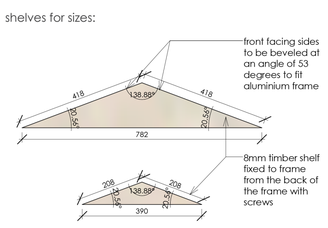
» Dry storage
» Merchandising

TARGET MARKET

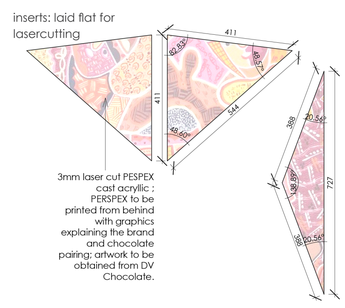
» Locals, aged approx. 25-60, typicaly female who are within the middle to upper income brackets, who are doing the grocery shopping.
» These women will typically be alone, and will be busy, on the go, with limited amounts of time.
» These customers are looking for something different to add to their grocery list, and if they can give it as a gift, its a bonus.

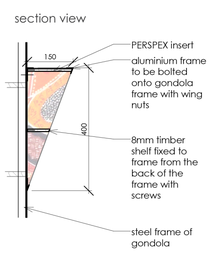






Model C - Detailing
Scale 1:10
Figure 6.4.3.B





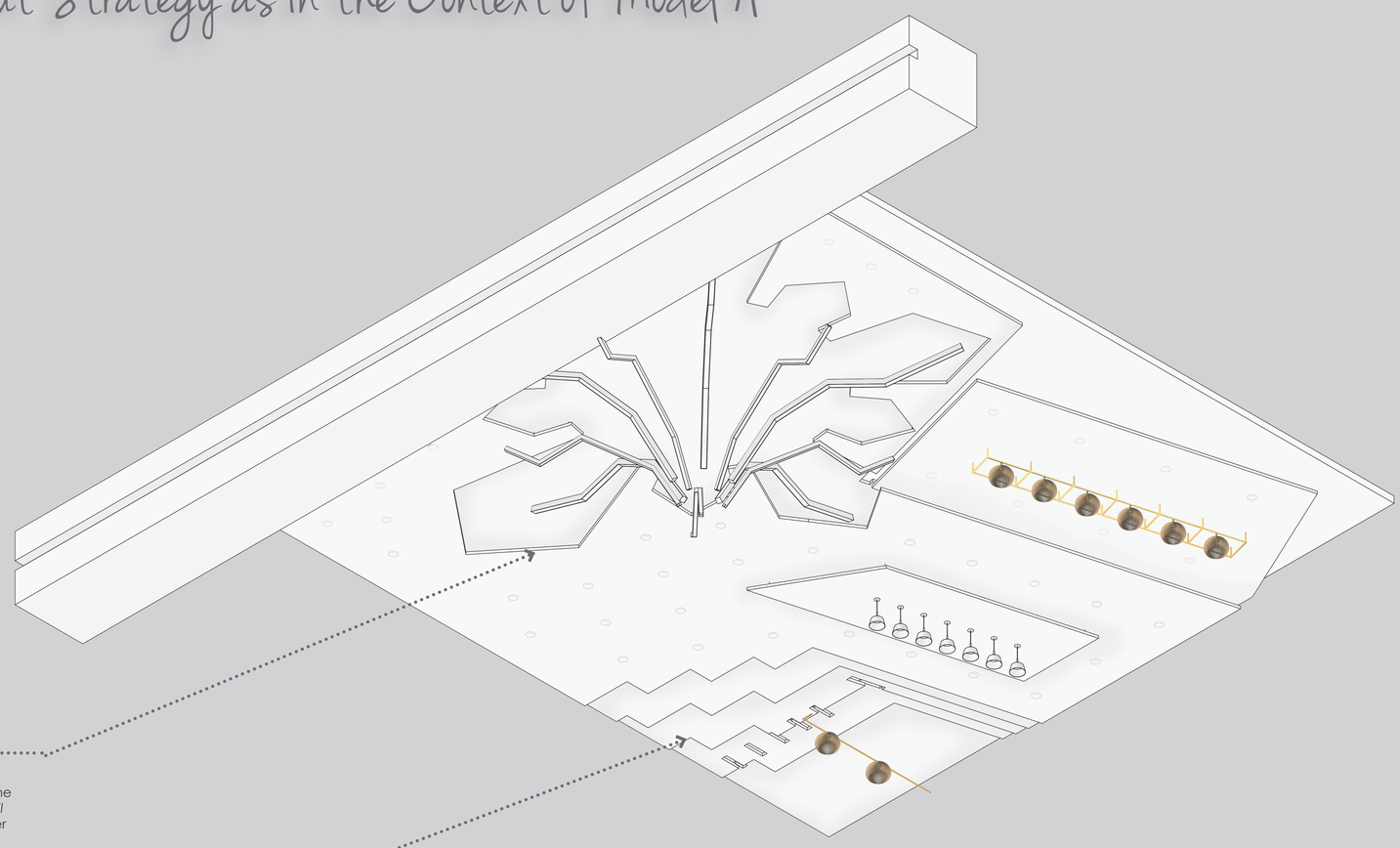
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6.5 Detailing of Roll-Out Strategy as in the Context of 'Model A'

6.5.1 Walkthrough of Model A

Scale 1:50

Figure 6.5.1



Tree Bulkhead

The shape of the bulkhead was created as two-fold symbolism, representing not only the foliage of the cocoa tree that *Kontsal Kortsil* gave to man, but alo the star he would later become.

The fact that this fixture is suspended directly above the cocoa demonstration area, enforces the idea tha chocolate is the literal and figurative centre of this store.

Stairway to Heaven Bulkhead

This part of the ceiling is representitive of the Garden of Paradise, or the home of the gods, from which *Kontsal Kortsil* descended.

This is created by the continuation of the staircase with a false staircase, as well as with a series of levels of illuminated bulkheads providing a bright glow at the top of the false staircase.

Suspended Tree Fixture

The tree is symbolic of the origins of cocoa, and represents the *Theobroma cacao* tree that *Kontsal Kortsil* is rumoured to have given man before being banished from the Garden of Paradise and becoming the evening star (De Villiers, 2015).

The fact that this fixture is suspended directly above the cocoa demonstration area, enforces the idea tha chocolate is the literal and figurative centre of this store.

Point of Sale, Truffles and Gifting

Shelving

There is increased space for merchandising in this area because the waiting time between classes allows customers to browse for stock and increase the size of their purchases. Having something to browse at shortens the perception of waiting time for the customer, which keeps the customer's morale and satisfaction high.

Experience Room

The Experience Room is a raised area where customers can pay for a specific learning experience in store, i.e. a molinollo-cocoa class or a wine-pairing class. Sensory stimuli will be carefully controlled to reach a specific outcome.

Cocoa Journey - Part 4

Customers can enjoy their hot cocoa in store, in the lounge that appears to be part of the floor. This encourages customers to linger and therefore there is a higher chance of the customer spending more money in store.

Back of House

Back of House includes a cold room/kitchen, staff lockers, staff kitchenette, dry storage, management office, etc.

Direction Encouragement

The change in floor material discourages customers from going towards the left of the store upon entering, while encouraging customers to stay within the line after purchase. This encourages customers to stay longer, which results in higher volume of purchases. This is enforced with size and shape of the storefront.

Point of Sale

Cocoa - Part 3

Customers scoop and then pay for additional toppings for the cocoa such as marshmallows

Cocoa - Part 2

Customers are assissted with the dispensing of the hot water to create the cocoa. This is done for health and safety reasons, so the customer cannot burn themselves.

Cocoa - Part 1

Customers choose what nibs are used in the cocoa flavoring.

Truffles and Gifting

This area allows customers to choose a gift of chocolate paired with wine that they can take home with them or give as a gift. Individual truffles are also available here.

Vault

Chocolate can be tasted piece by piece from self-service vending machines situated in this area

Demonstration Area

This area provides space for a professional chocolatier to create works of art for public viewing.

The ceaserstone inlay provides the idea surface for the chocolatier to easily set up demonstrations on how to create chocolate.

This creates interest for passing cutomers, simultaneously attracting them into the store while educating the public about the artisan qualities of the product.

Its location in store illustrates that chocolate making is the centre of the store, and brand, both literally and figuratively. This section is highlighted by the suspended tree fixture.

Educational Panel

There are educational panels placed strategically around the store to keep the interest of the customer if they are in a waiting area. This is an environmental psychology tool used to reduce the perception of the passage of time in the mind of the consumer.

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6.5.2 Plans and Sections



Model A - Ground Floor Plan
Scale 1:25
Figure 6.5.2.A

6.5.3 Narrative Experience

Figure 6.5.3

- Environmental Psychology
- Branding
- The 5 Ideals
- Sight
- Sound
- Smell
- Touch
- Taste

Environmental Psychology

- » Shopfront glass is fixed to force directional movement into the store and keep people in as a physical barrier.
- » Diagonal change in floor finish forms a psychological barrier that keeps customers in store.
- » The text inserts in the floor act as a threshold and slow the customer as they walk in store.
- » Movement in the store attracts the attention of the customer, drawing them in to be a part of the action.
- » No shopfront closed windows allow customers to see inside and makes the store feel more welcoming than closed off, inviting the customer into the store as an extension of the mall.

Branding

- » Logo and brand name are clearly visible from the mall passage, both on the shop front and in store.
- » Overall aesthetic of the store immediately creates a personality for the brand.

The 5 Ideals

- » Transparency is started from the shopfront level. At no point is the shopfront majorly concelaed allowing the customer to fully see into the store at all times.

Sight

- » Movement in the demonstration area
- » People relaxing
- » An exciting asethetic
- » Logo prominently displayed
- » Natural materials start the associations between the brand, product and nature

Sound

- » People talking
- » Demonstration station explaination
- » Music playing
- » Mall noise from surrounding shops

Smell

- » Whiffs of coffee and cocoa perculating
- » Whiffs of chocolate scent given off by plants

Environmental Psychology

- » Faceted counter creates "safe" areas to ensure that customers are not negetively affected by the butt brush factor
- » Double volume makes the room feel large and inviting
- » The demonstration makes the customer feel included in the process, and thus part of the DV brand and this begins the start of trust building between the customer and the brand.
- » The visual link into the stores above and below the mezzanine informs the customer that more is to come, thus encouraging movment and building anticipation.
- » Viewing the people relaxing and chatting on the other side of the demo area creates a goal or need in the mind of the user

Branding

- » Logo branding is evident in the handrailing, surrounding signage, etc.
- » The demonstration creates a positive and interactive brand experience for the customer, establishing the brand as an educational, intelligent and interesting brand

The 5 Ideals

- » Transparency is evident in the chocolate making demonstration
- » The demo is educational, teaching the customer about chocolate
- » The demo showcases the luxury imbedded in the product

Sight

- » Movement in the demonstration area
- » People relaxing
- » An exciting asethetic
- » Logo prominently displayed
- » Natural materials start the associations between the brand, product and nature

Sound

- » Demonstration station explaination
- » Music playing
- » People talking

Smell

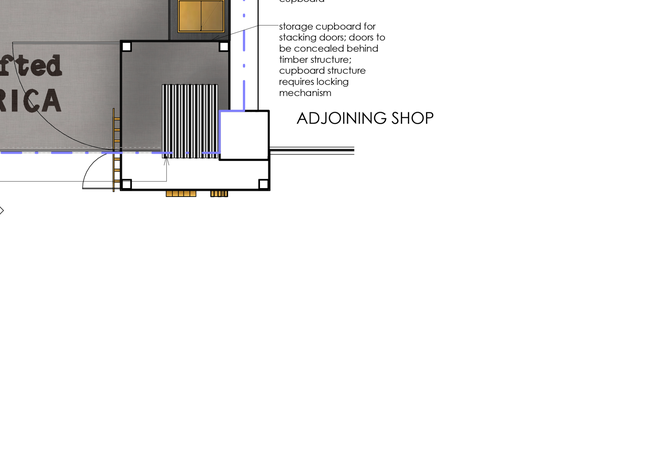
- » Smell of melting chocolate
- » Whiffs of coffee and cocoa perculating
- » Whiffs of chocolate scent given off by plants

Touch

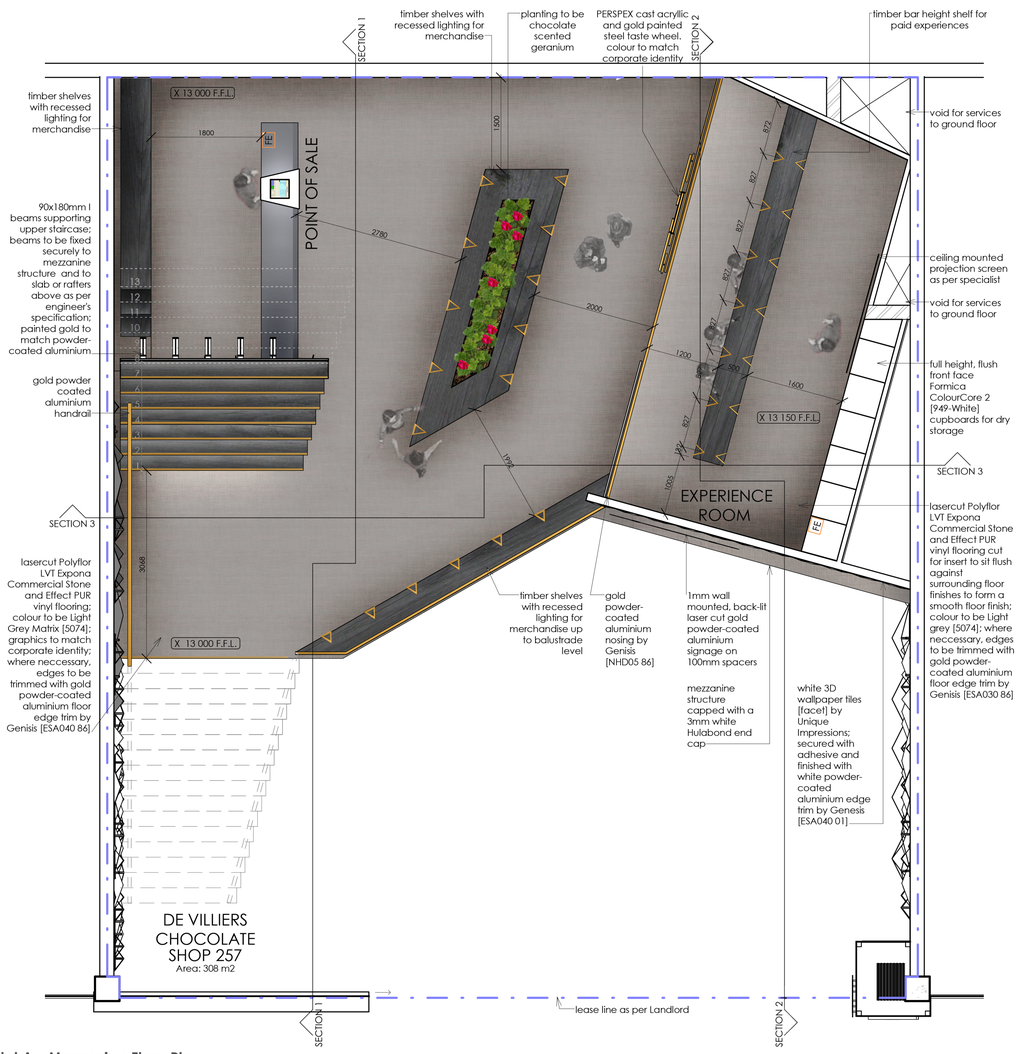
- » Touch the grain of natural materials
- » Touch the smoothness of the truffles

Taste

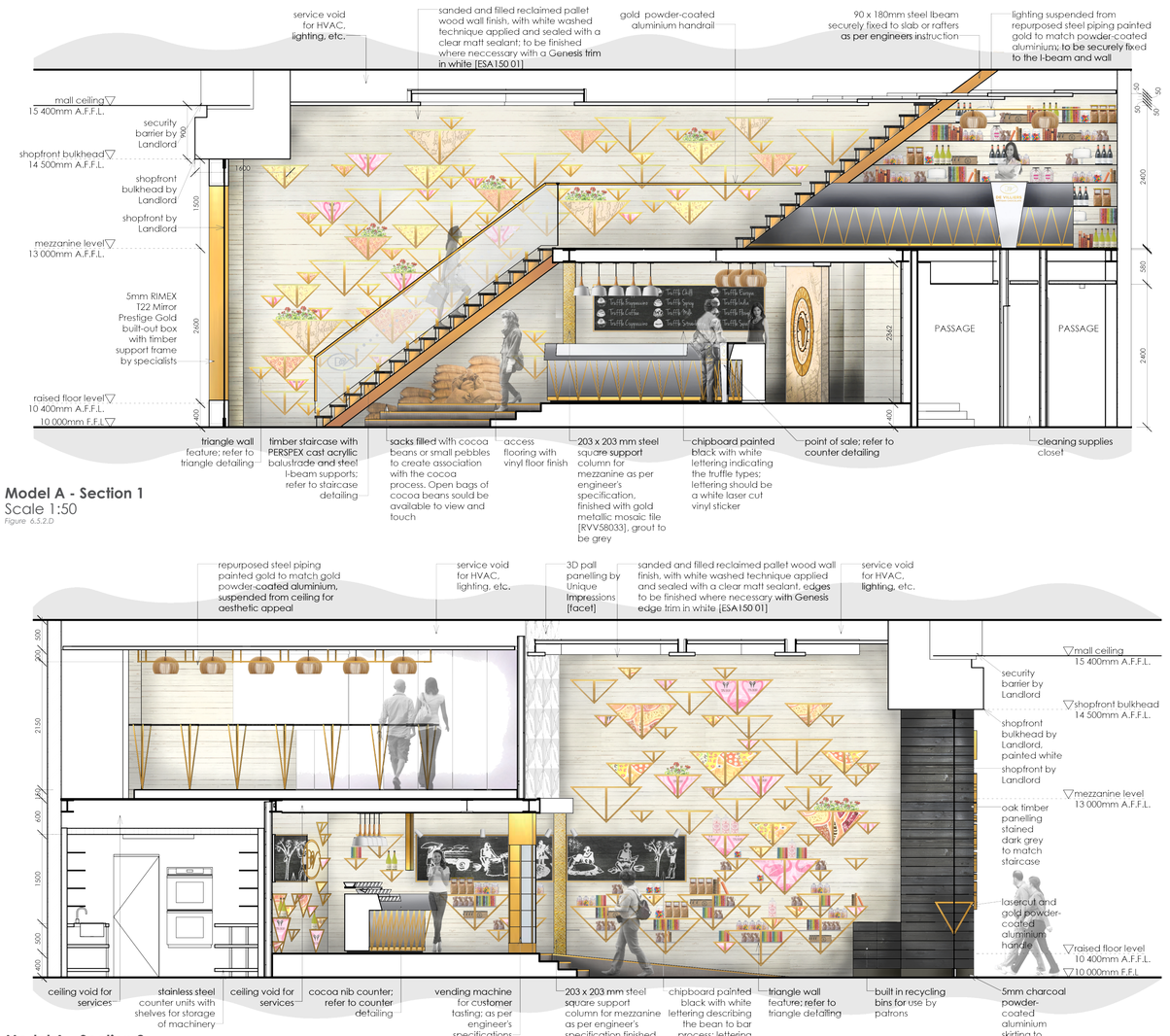
- » Truffles potentially available for tasting



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Model A - Mezzanine Floor Plan
Scale 1:50
Figure 6.5.2.B



Model A - Section 1
Scale 1:50
Figure 6.5.2.D

Model A - Section 2
Scale 1:50
Figure 6.5.2.D



Model A - Section 3
Scale 1:25
Figure 6.5.2.E

» The movement of the rotating slabs in the vending machines will attract the eye of the customer standing at the demo area, encouraging the customer to move to the cocoa station
» These vending machines allow the customer to taste a bite size piece of chocolate for a small fee, so that they can taste the product prior to purchase
» This facility is one that customers appreciate as it makes them feel like the company is not trying to cheat them by forcing them to buy a wide range of slabs for tasting, and that they can feel secure in their decisions
» This concept also allows the customer to feel more involved in the buying process, making the the journey into an adventure.

» The involvement of the customer at this step allows the customer to build a relationship with and trust in the brand
» This step allows the customer to feel as if they have the choice of what chocolate they buy, giving them the illusion of control.

» The movement and lighting in the showcase parts of the vending machine creates the impression of luxury where the customer can see and partially interact with the product, like the chocolate needs to be kept and displayed under lock and key.

» Movement in the vending machines
» Movement behind the vending machines

» Music playing
» Water running as part of the cocoa process
» People talking

» Smell of melting chocolate
» Whiffs of coffee and cocoa perculating
» Whiffs of chocolate scent given off by plants

» Touch the smooth metal of the vending machine
» Touch the chocolate samples

» Tasting of the chocolate samples



» After collecting a paper mug and fitting a filter, the cutomer will be able to select their choice of nibb flavours.
» The lower ceiling under the mezzanine with the view into double volume lets the customer feel comfortable and more in control while letting their eye explore which will encourage them to explore the store further.
» The lowered ceiling creates a more intimate feeling ensuring that the customer's attention doesnt wander.
» The raised floor also makes the customer feel that they are in a specialised, exclusive area of the store.

» The involvement of the customer at this step allows the customer to build a relationship with and trust in the brand and increases customer satisfaction.
» This step allows the customer to feel as if they have the choice of what taste they buy, giving them the illusion of a level of control

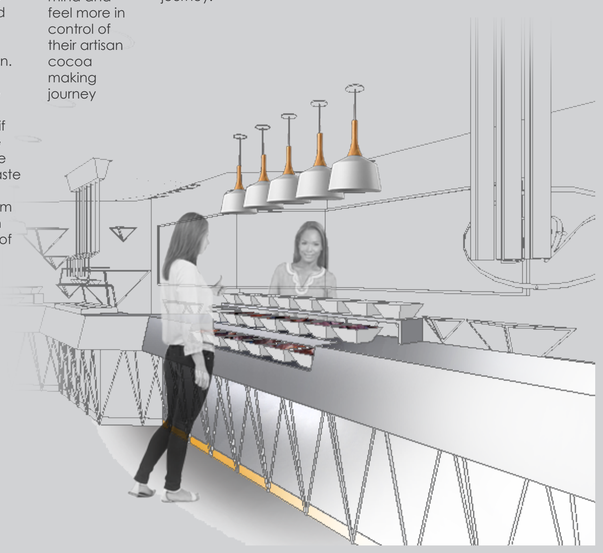
» Armed with the knowledge of the flavours they have already tasted, customers will have a more open mind and feel more in control of their artisan cocoa making journey

» Iluminated nibbs will catch the customer's eye.
» Staff behind the counter will guide you through the cocoa journey.

» Music playing
» Water running as part of the cocoa process
» People talking

» Smell of cocoa and coffee perculating

» Interaction with the cocoa nibbs as part of the process



» Having the customer's drink filtered by a staff member allows the customer to pause and catch their breathe, The customer should be engaged by staff at this point, allowing them to ask questions and learn more about the brand. This engages the custoers mind, build on the relationship between customer and brand, and reduces the percieved waiting period for the customer.
» Seeing the toppings for the cocoa will encourage the customer to move along the line, and create an exciting twist to the regular cocoa drink.
» The pay point also has interest, has the Africa logo for the customer to read and engage with and gain understanding from.

» The involvement of the customer at this step allows the customer to build a relationship with and trust in the brand
» This step allows the customer to feel as if they have the choice of what chocolate they buy, giving them the illusion of control

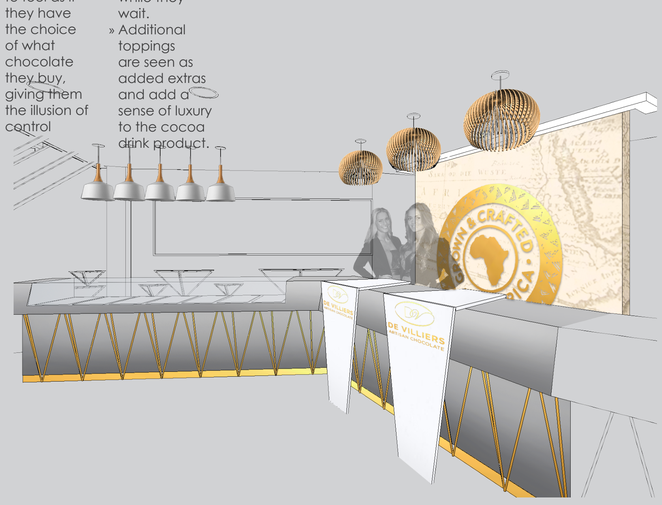
» By asking the staff about the brand and process, the customer is able to learn more about the process of making chocolate, thus educating the customer while they wait.
» Additional toppings are seen as added extras and add a sense of luxury to the cocoa drink product.

» Movement of staff behind the counter
» Excitment of process
» Colour of toppings , merchandice on display

» Music playing
» Water running as part of the cocoa process
» People talking

» Smell of melting chocolate
» Whiffs of coffee and cocoa perculating

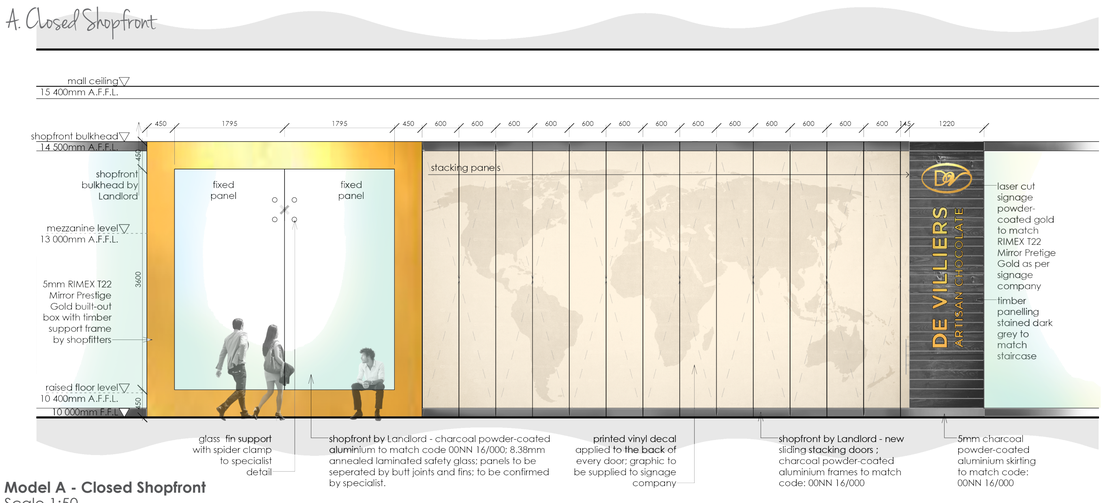
» Interaction with the staff and the toppings bar engages the customer.



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6.5.4 Further Considerations

A. Closed Shopfront



Model A - Closed Shopfront
Scale 1:50
Figure 6.5.4.A-1



Figure 6.5.4.A-2

B. Colour Study

Figure 6.5.4.B.



BERRY RED:
- » Red captures attention, and gets potential customers to stop and take notice.
- » It encourages action.
- » Red is the color of love, desire and passion.
- » It is one of the most popular colours
- » Berry red encourages conversation.
- » It is joyful and positive, and not necessarily feminine.

MELON ORANGE:
- » Orange is vibrant, vivid and hot (in contrast to the cold of chocolate.
- » It exudes warmth and makes people feel comfortable.
- » Melon orange is a very soothing colour.
- » Melon orange is spicy and earthy and grounds its surrounding colours and occupants.
- » It is reminds the occupant of warmth, the tropics, sunshine and good health.

YELLOW:
- » Yellow is the most visible colour
- » Yellow captures the attention of passers-by.
- » Yellow is the colour of happiness, sunshine and optimism.
- » Yellow enhances concentration and creativity
- » Yellow had many links to religious practices
- » Pale yellow is warm, inviting and soothing.

GREEN (FOLIAGE):
- » Green is the colour of ecology and nature.
- » Foliage and the colour green, implies life and freshnesses of produce.
- » Green implies fertility, growth and rebirth.
- » Green implies that the surrounding elements are natural, and from the natural environment.



TIMBER (BROWN):
- » Timber and brown is related to trees, nature and freshness.
- » Brown is the colour of the earth, and it grounds both the aesthetic and the occupant.
- » Brown implies that something is wholesome, simple and reliable.
- » Brown stimulates the appetite
- » Brown exudes warmth in an environment.



GOLD:
- » Gold symbolises wealth, power and perfection
- » Gold is linked with religious practices and the divine
- » Gold is also associated with the passing of time and wisdom (i.e. the golden years, golden anniversary etc.)
- » Gold is considered a precious metal that has been revered since ancient times.
- » Gold is a form of currency and a symbol of wealth
- » Gold brings warmth to an interior, similar to yellow.
- » The Aztecs used gold and other metal spoons to stir the cocoa mixtures as they were considered precious enough to be associated with the sacred drink.
- » Cultures across the globe use precious metals for jewelry to express wealth, etc.
- » Cocoa was considered a currency in that time period, as is gold in the current era.



BLACK:
- » Black implies mystery, power and sophistication.
- » Black is both elegant and formal
- » Black implies strength and authority
- » Black and greys make a room feel cooler
- » Blacks and greys will make a room feel more modern, and contemporary.
- » Blacks and greys will make a room feel darker and more mysterious, similar to a wine cellar, etc.

WHITE:
- » White is the colour of innocence, light and goodness.
- » White is light, airy and provides a sense of cleanliness in an area
- » White is the colour that implies higiene and purity of ingredient, but it is quite a cool colour.
- » White is a popular colour used in contemporary interiors, and thus enforces this ideal in the mind of the user. This is because white symbolises newness and freshness.

C. Water

Figure 6.5.4. C

Front of House:

The water is passed through the drywalling seperating back and front of house. The water is then heated by a Hydroboil before passing through the hot water drips. The Hydroboil is concealed in dry strorage area. Excess water is then drained through the counter and plumbing is passed through the access floor and connected to the mall plumbing outlet

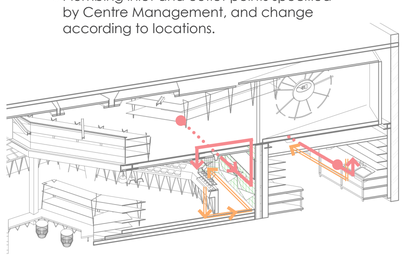
Back of House:

The plumbing passes the water from the mall plumbing point to the kitchen sink. Water is heated through the Hydroboil for dishwashing, and chocolate preperation. The excess or drained water is then drained to the mall plumbing outlet

Notes:

Ventilation appropriated according to **SANS 10400 (2011): Part P**

- » Location and specificatio of plumbing to be specified and indicated by engineer/ plumbing technician
- » Plumbing inlet and outlet points specified by Centre Management, and change according to locations.



D. Ventilation

Figure 6.5.4.D

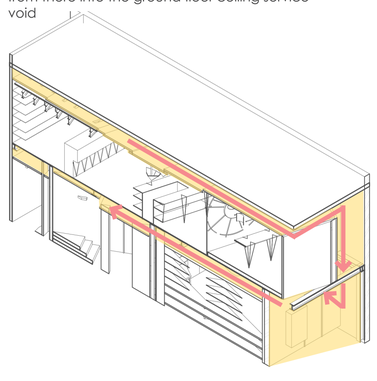
Notes:

Ventilation appropriated according to SANS 10400 (2011): Part O

Air requirements for a shop: 7.5 l/s
Air requirements for a shop kitchen : 17.5 l/s

Location of vents to be confirmed and indicated by engineer

For ventilation for under the mezzanine: ducts from the ceiling service void above the mezzanine is fed through the ducts behind the tasting room, into the duct of the kitchen and from there into the ground floor ceiling service void



E. Cocoa Filtering Process

Figure 6.5.4.E



- » This is the point where customers will be able to see the whole double volume and they can choose to either go upstairs, sit and enjoy their cocoa or leave the store.
- » The comfortable seating will immidiately available will encourage the customer to sit along the available benches.
- » The clear view of the demonstration area will attract and keep the attention of the viewer.
- » The suspended tree lighting will also daw the customer's eye up and keep their attention away from the mall.
- » The suspended tree also suggests that the company is eco-friendly and natural.
- » The change in floor finish acts as a subconscious visual and mental barrier, discouraging customers from leaving the store.

- » From this point the store's identity can be viewed from a different angle.
- » The logo and other brand specific graphics can also be seen from here.
- » With a clear view of the demonstration area, chocolate is once again the central focus of the store and the brand.

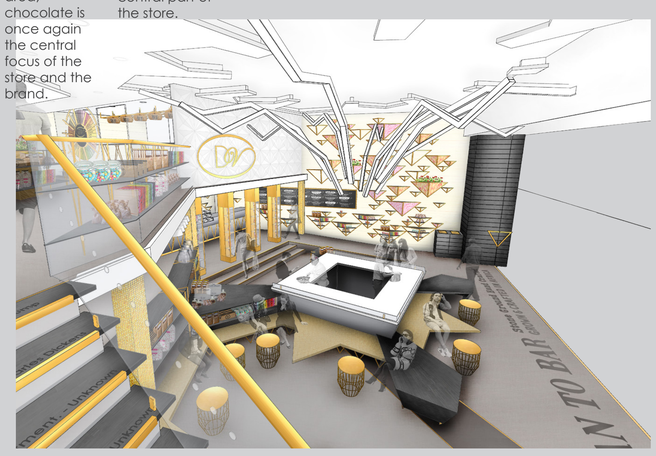
- » The educational and artisanal aspects of the demonstration area is still a strong concept at this point.
- » The suspended tree makes the artisanal aspects of making chocolate a central part of the store.

- » Movement at the demonstration area
- » Movement outside of ths store
- » People sitting and enjoying their treats
- » Full store visible from this point

- » Music playing
- » People talking
- » Faint noise from the mall

- » Smell of melting chocolate
- » Whiffs of coffee and cocoa perculating
- » Whiffs of chocolate scent given off by plants

- » Touching the cocoa mug provides warmth for the customer's hands.
- » Tasting of the hot cocoa/ coffee



- » The gold lines of the staircase will draw your eye up to the mezzanine level, encouraging the customer to move up the staircase.
- » The non-slip engraving keep the attention of the customer on the tread and makes the stair climbing experience more exciting.
- » The continuation of a false staircase on the mezzanine creates the sense that the store is larger than it is and this creates that the expectation that the mezzanine is larger than anticipated.

- » The glow of the staircase will draw attention to the store both during the day and night (when the store is closed)
- » Up close the customer will be able to recognise the packaging on the perspex inserts of the triangles.

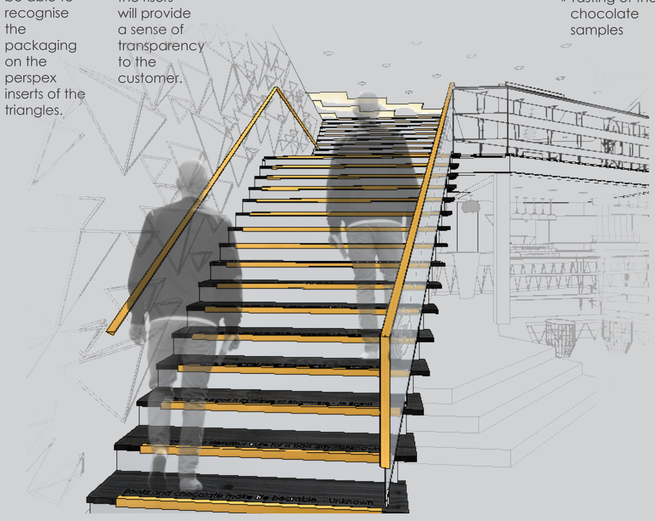
- » The metallic gold of the handrails, staircase fittings and nosings will provide a sense of luxury for the customer
- » Being able to see through the risers will provide a sense of transparency to the customer.

- » Movement in the vending machines
- » Movement behind the vending machines

- » Music playing
- » Demonstration taking place
- » People talking

- » Smell of melting chocolate
- » Whiffs of chocolate scent given off by plants

- » Touch the smooth metal of the vending machine
- » Touch the chocolate samples
- » Tasting of the chocolate samples



- » With no further engraving on the treads of the false staircase, customers will be more attracted to the merchandise and experience room than the conttinuation of the staircase, thus drawing them further onto the mezzanine level.
- » The idea that there is something behind the staircase creates a sense of mystery.
- » The planting in the shelving units cements the idea that this is a natural and healthy product for th user to try.
- » The additional merchandise allows the waiting time for the customer to be filled, thus reducing the percieved waiting time and maintaining customer satisfaction.

- » The logo and tasting wheel are prominently displayed for the customer's perusal

- » Artisan and duality elements can be found in the wall feature, etc.
- » Educational elements and demonstrations are available in the Experience room

- » Movement in the Experience room
- » People shopping
- » An exciting asethetic
- » Logo and tasting wheel prominently displayed
- » Natural materials start the associations between the brand, product and nature

- » Demonstration station in experience room
- » Music playing
- » People talking

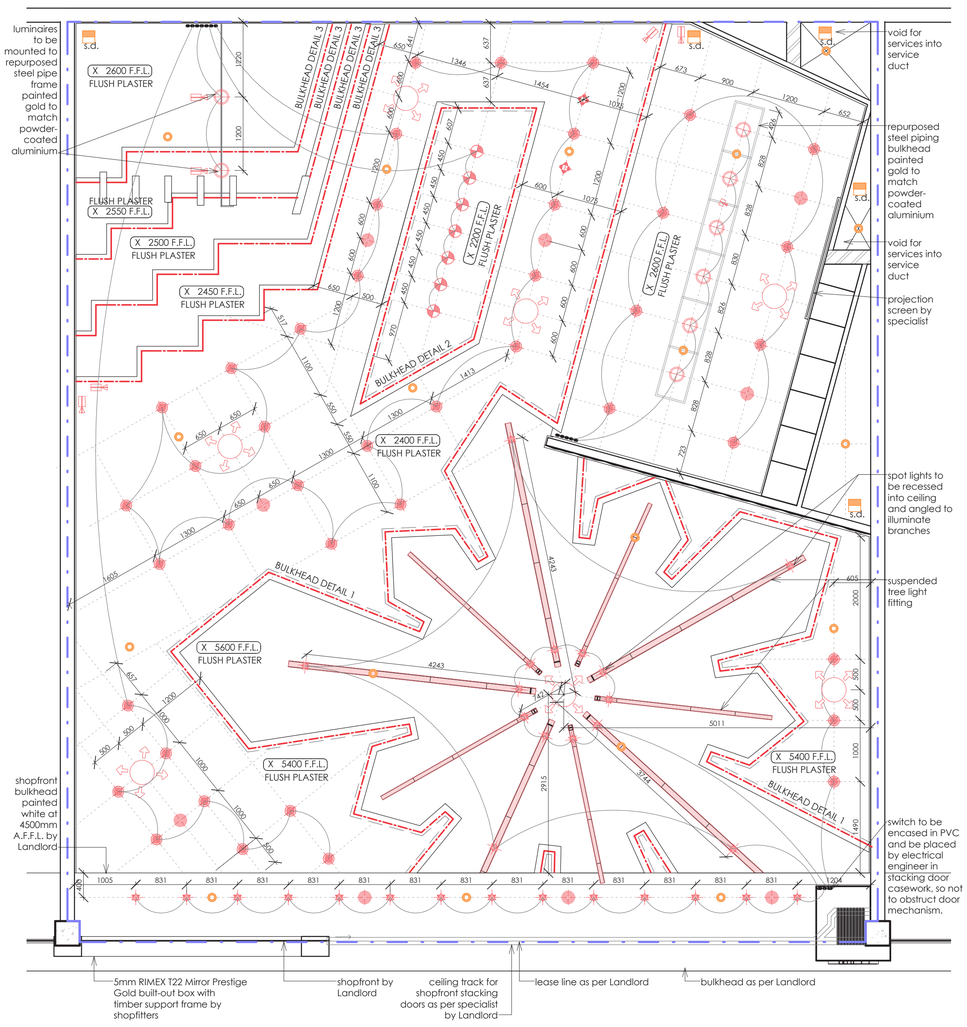
- » Whiffs of chocolate scent given off by plants

- » Additional merchandise available

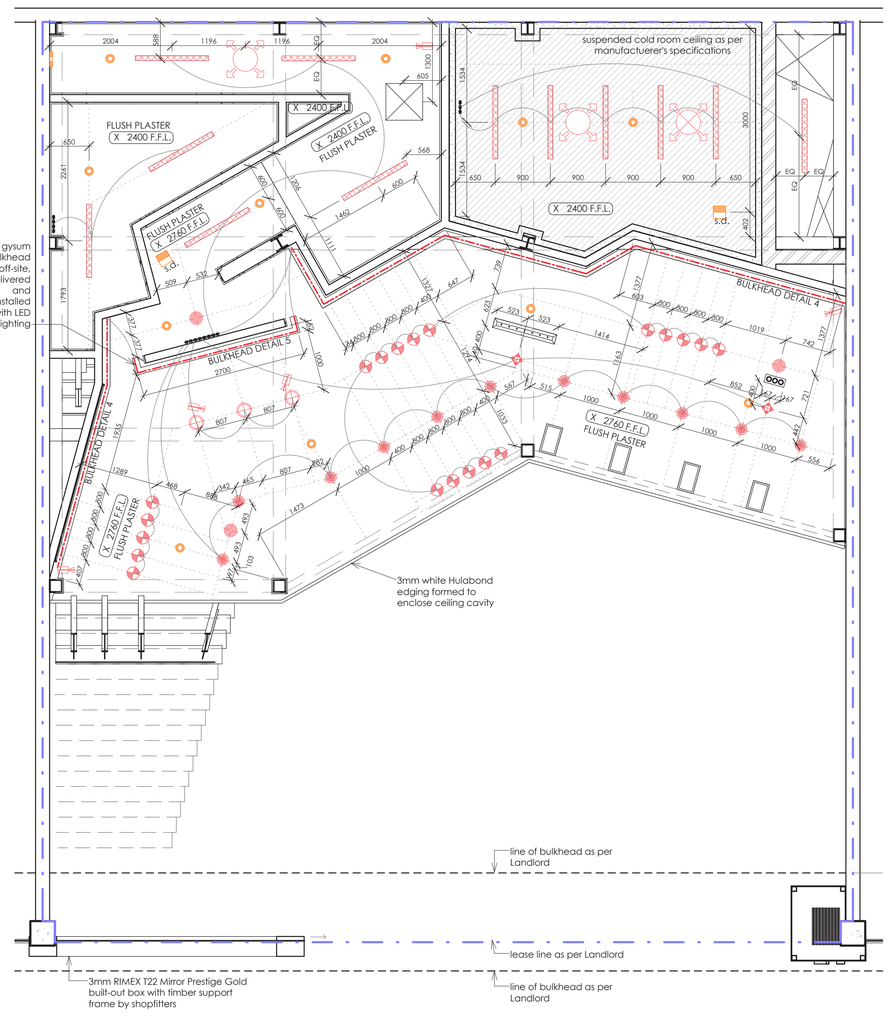


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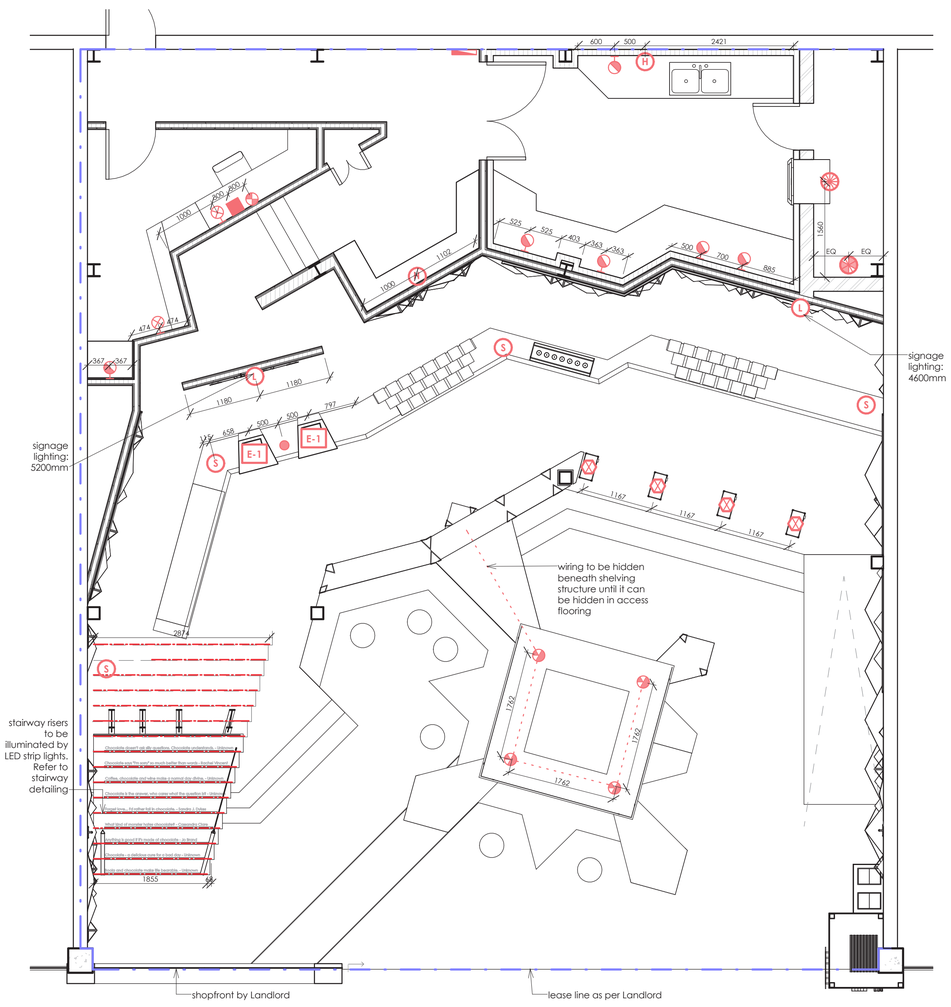
6.5.5 Lighting and Electrical Plans



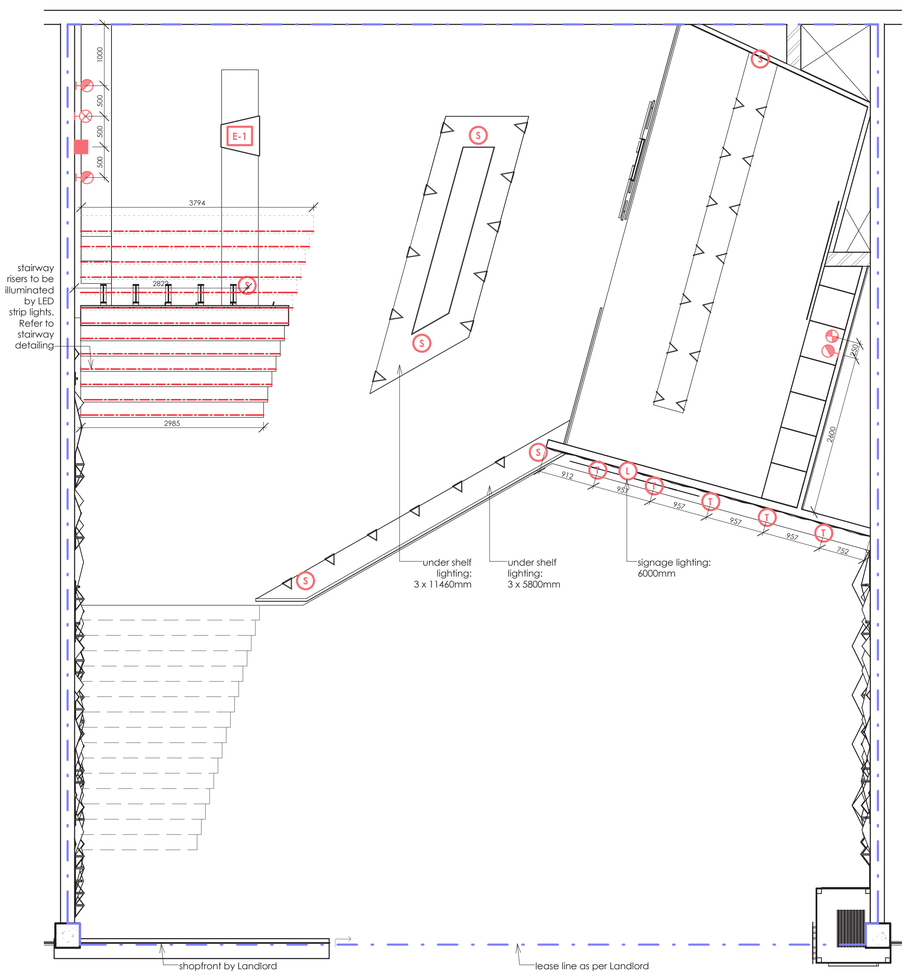
Model A - Reflected Ceiling Plan - Ground Floor
Scale 1:50
Figure 6.5.5.A



Model A - Reflected Ceiling Plan - Mezzanine Level
Scale 1:50
Figure 6.5.5.B



Model A - Electrical Plan - Ground Floor
Scale 1:50
Figure 6.5.5.A



Model A - Electrical Plan - Mezzanine Level
Scale 1:50
Figure 6.5.5.A

» The movement of people and changing graphics on the projection screen will atract the attention of the customer.
» Having the time until the next show displayed on the tasting wheel will shorten the perceived waitng time for the customer.
» Providing the time until the next demonstration will also let the customer feel in control. this is important as if the customer feels as if they have all the necessary information, they will have a higher level of customer satisfaction.
» Once inside the Experience room, the suspended bulkhead will create a sense of intimacy for the customer and will help them to concentrate on the demonstation provided.

» The involvement of the customer at this step allows the customer to build a relationship with and trust in the brand
» This step allows the customer to feel as if they have a sense of control of how and where they choose to spend their time.

» The Experience room involves all of the 5 Ideals - Duality in the rooms fuction; Transparency through the glass and through the brand's practices in the demos; Education through the demos held; Artisan with the interactivity of the demos and Luxury in the finishes and quality of the demos

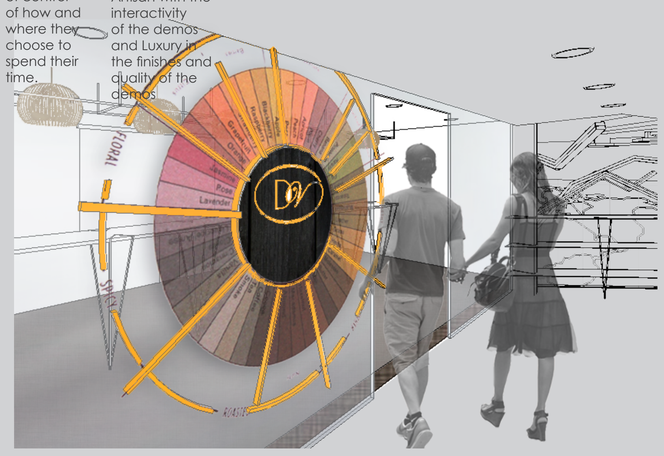
» Movement and demonstration in the Experience room
» Movement leading into the Experience room
» Merchandise on display outside of the Experience room

» Music playing
» People talking
» Demonstration taking place

» Whiffs of coffee and cocoa perculating in the demonstration area
» Whiffs of chocolate scent given off by plants

» Touch the merchandise

» Tasting during the demonstrations



» The use of a hidden space adds mystery to the pay point experience for the customer.
» The suspended light fitting creates a sense of intimacy at the pay point.
» The consistency of material use creates the sense that the mezzanine level is an extention of the ground floor level.

» Besides the logo and other branding elements, the staff at the points of sale play a major role in the creation of a positive brand experience for the customer.

» The risers allude to a sense of transparency.
» Similar to the bulkhead in the Experience room, the suspended light fitting and staicase has Artisan and Duality-based qualities as it involves the use of discarded materials transformed for a new use.

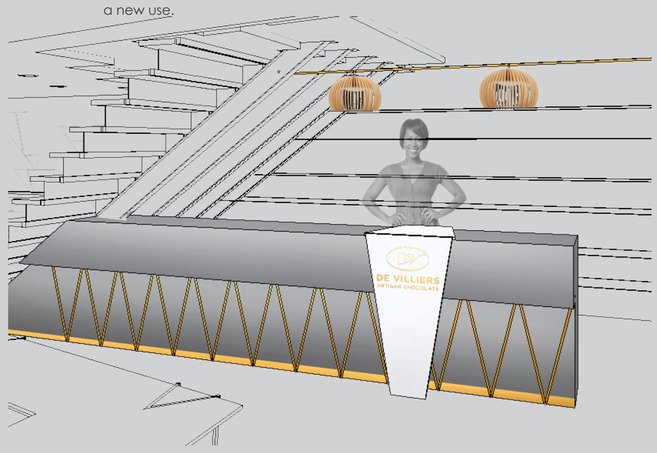
» Movement and merchandise behind the counter

» Music playing
» Demonstration taking place
» People talking

» Smell of melting chocolate in the demonstration
» Whiffs of coffee and cocoa perculating in the demonstration
» Whiffs of chocolate scent given off by plants

» Touch the merchandise

» Tasting the demonstration souveniers



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Table 1: Lighting calculations, Electrical and Ceiling legends, and General Notes

general notes and legends

Data and images for lamps and luminaires taken from the following sources as indicated: OSRAM, 2015; Eurolux, 2015; Illumina Lighting, 2015; Spazio Lighting, 2015; Arora Lights, 2015; ACDC, 2015.

Ceiling to be flush plaster, painted white, with 25mm shadowline all round.

Note that the data and calculations reflected here are not guarenteed by the designer and need to be done and certified by the lighting engineer. This is due to the fact that there are many factors and conditions on site that are out of the designer's control. Thus the calculations are based on average and assumed data, as per Bean, 2004.

The Utilisation Factors (UF) is based on the room index of a space and the related light output ratios and reflection factors, taken from Bean, 2004.
Room Index = W/2H

The Maintainance Factor (MF) is based on the lamp survival factor (LSF), the lamp lumen maintenace factor (LLMF), the luminaire maintenance factor (LMF) and room surface maintenance (RSMF). This number is approximate and is based on the lowest value lamp type as a precaution.
MF = LLMF x LSF x LMF x RSMF = 0.9 x 0.97 x 0.88 x 0.80 = 0.7131564

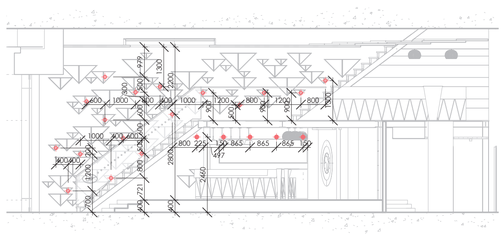
According to **SANS 10114-1: 2005** (SABS, 2005; pg. 28-29)
- A large sales area requires: 500lux
- A small sales area requires: 300lux
- A kitchen requires: 500 lux
- General back of house requires: 300 lux

All fire sprinklers and other fire equipment to be specified and placed as per fire engineer's specification.

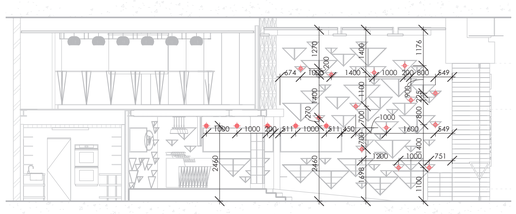
Electrical and Lighting Legend Extended

symbol	description
	HVAC airconditioning vent positioning as per HVAC engineer
	HVAC extraction vent positioning as per HVAC engineer
	speaker : to be white; speakers to be installed by specialist
	security camera: as per security specialist
	projector: OSRAM KREIOS G1 WT - LED luminaires for entertainment applications. Colour to be White. Installed as per specialist.
	emergency light connected to back up battery - No Interference
	sprinkler : As per fire engineer specialist. Placement to be specified by fire engineer
S.D.	*smoke detector : as specified by the fire engineer.*
	private telephone for office use
	double 220V wall mounted plug points, mounted 300mm A.F.F.L.
	double 220V wall mounted plug points, mounted 1200mm A.F.F.L.
	double 220V floor mounted plug points to service vending machines and pay points; plug points to be concealed in housing.
	double 220V plug points mounted in a PVC electrical box mounted within the counter structure; wiring indicated by dotted line.
	data point for electronic equipment
	WIFI point
	electrical point for oven
H	*electrical point for Hydroboil*
	electrical point for cold room equipment
S	*electrical point for under shelving lighting*
L	*electrical point for lighting behind signage*
T	*electrical point for spot lighting of feature walls*
E-1	*P.O.S: 2 x 220V plug points mounted in a PVC electrical box mounted within the counter structure; wiring indicated by dotted line. 2 x data point for electronic equipment*
	distribution board
	light switches
	access hatch

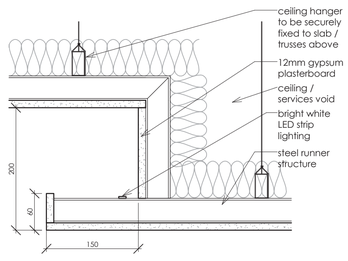
symbol	luminaire specifications	luminaire image	lamp specification	lamp image	lamp quantity (luminaire x lamp)	luminous flux (lumen / lamp)	total lum. flux (lumen x no of lamps)	total load (watt)	efficacy (lumen/ watt)	lifespan (hrs)	service life (hrs)	energy efficiency	energy rating	calculations
KITCHEN (requires 500 lux)														
Batten Luminaire														
	1194x81x70mm Ceiling mounted Flourescent Luminaire. Natural Anodised Aluminium. [DUPLO SURFACE] by Spazio Lighting		28 W "T5" G5 Base, 1149mm High Efficiency Tubular Flourescent lamp. Light colour is "66". [LUMILUX FH28W/66 HE 10X1] by OSRAM		5 x 2	3500	35000	280 W	125 lm/W	24000	19000	31 kWh/1000h	A+	total wattage 280W total lumen 35000 room index 1.75 UF 0.45 total area 18m² initial illuminence 875 lux MF 0.71 **maintained illuminence 604.989 lux**
BACK OF HOUSE (requires 300 lux)														
Batten Luminaire														
	1194x81x70mm Ceiling mounted Flourescent Luminaire. Natural Anodised Aluminium. [DUPLO SURFACE] by Spazio Lighting		28 W "T5" G5 Base, 1149mm High Efficiency Tubular Flourescent lamp. Light colour is "66". [LUMILUX FH28W/66 HE 10X1] by OSRAM		5 x 2	3500	35000	280 W	125 lm/W	24000	19000	31 kWh/1000h	A+	total wattage 280W total lumen 35000 total efficacy 125 lm/W room index 2.35 UF 0.71 total area 28m² initial illuminence 562.5 lux MF 0.71 **maintained illuminence 388.922 lux**
FRONT OF HOUSE (requires 500 lux)														
Batten Luminaire														
	1194x81x70mm Ceiling mounted Flourescent Luminaire. Natural Anodised Aluminium. [DUPLO SURFACE] by Spazio Lighting		28 W "T5" G5 Base, 1149mm High Efficiency Tubular Flourescent lamp. Light colour is "66". [LUMILUX FH28W/66 HE 10X1] by OSRAM		1 x 2	3500	7000	56 W	125 lm/W	24000	19000	31 kWh/1000h	A+	
Timber Luminaire														
	ø340mm REPLICA SEPPO KOHO ATTO PENDANT. TIMBER. [IPEN20028_1_WD] by illumina Lighting		24 W "E27" Maxi Globe Compact Flourescent Lamp. Lamp colour is 2700K. [G626] by Eurolux		3 x 1	1300	3900	264 W	54 lm/W	6000	6000	not available	not available	
Counter Luminaire														
	ø270mm white metal and wood pendant luminaire. [R-KLCH-4131S/WH] by Arora Lighting		9W "E27" Professional LED lamp. Lamp colour is 2700K. [PPAR3090DIM 9W] by OSRAM		20 x 1	760	15200	243 W	85 lm/W	40000	40000	9 kWh/1000h	A+	
Bulkhead LED Strips			8.7W LED Value Flex IP advanced strip light. Lamp is dimmable and colour is 3000K [VI06A-W4F-830] from OSRAM		113.35 x 1m	570	64609.5	986.145W	66 lm/W	50000	50000	not available	not available	
Signage LED Strips	as indicated		28.8W 12x7x30mm BackLED S Plus -W4F-830 strip light modules. Lamp colour to be 3000K (warm white). [BA01SB -W4F-830] by OSRAM.		16.1 x 1m	2070	33327	463.68 W	71.9 lm/W	50000	50000	1kWh/1000h	A++	
Under Counter, Under Shelf and Stair Illumination LED Strips	or as indicated		4.2W recessed LED Value Flex IP ECO strip light. Lamp is dimmable and colour is 3000K [VFEPG1-FLX-300-830-6000-DC] from OSRAM		212.12 x 1m	250	53030	890.904 W	60 lm/W	50000	50000	not available	not available	
Ceiling Mounted Spotlights	ø90mm Round Tilt Bayonet Lock spotlight. Powder-coated white. [2266] by Spazio Lighting		35W halogen Dichroic lamp. Lamp is dimmable and colour to be 2900K. [DECOSTAR 35 35 W 12 V 10° GU4] by OSRAM		2 x1	430	860	70 W	12lm/W	2000	2000	38kWh/1000h	B	
Downlights	ø200mm LED downlighter with satin frost diffuser. Powder-coated white. [PUNCTOLED DL 23W] by OSRAM Lighting		24W LED bulb as part of luminaire as per OSRAM. Lamp colour is 3500K.		51 x 1	1900	96900	1377 W	79.166 lm/W	30000	30000	not available	not available	
Triangle Uplighters	55x50mm wall mounted display lights. Chrome-plated. [CT-3521] by ACDC lighting		7.5W PARATHOM MR16 Professional LED lamp. Lamp is dimmable and colour is warm white [827 GU5.3] by OSRAM		33 x 1	620	20460	247.5 W	82 lm/W	15000	15000	8kWh/1000h	A+	
Shopfront Spotlights	Lunis 2 Spot LED downlighter with plaster ring; spotlight is rotatable and tiltable [5DN31K77VL339E] by OSRAM		46W ECG Professional LED lamp. Lamp colour is 4000K . Lamp as part of luminaire by OSRAM		29 x1	3830	111070	1334 W	83 lm/W	50000	50000	not available	not available	
Wall and Floor Mounted Spotlights	225 x 169 x 120mm wall or floor mounted CL LED Spotlight 10, powder coated white. [5AA322503W0A] by OSRAM		15W LED lamp/ Lamp colour is: 4000K. Lamp as part of luminaire by OSRAM.		14 x 1	1400	19600	210 W	93 lm/W	50000	50000	not available	not available	total wattage 6175.8 W total lumen 540435 total efficacy 87.5 lm/W room index 4.64 UF 0.48 total area 256m² initial illuminence 1013.315625 lux MF 0.71
Tree Lights	66.5 x 101 x 98.5 suspended Linear continuous light; powder-coated white aluminium fitting cut to shape with PMA Matt Opal Profile Diffuser; [1215J] by Regent Lighting		14 W LED Lamp; lamp colour is 3000K; Lamp is part of luminaire by OSRAM		44.460 x 1m	2100	93366	622.44 W	150 lm/W	50000	50000	not available	not available	**maintained illuminence 722.7 lux** **total wattage for shop 7246.215 W**



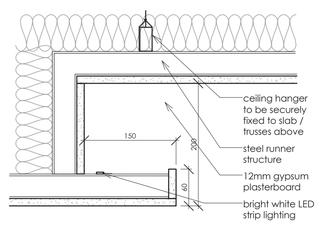
Section indicating Lighting (Section 1)
Scale 1:100
Figure 6.5.5.E



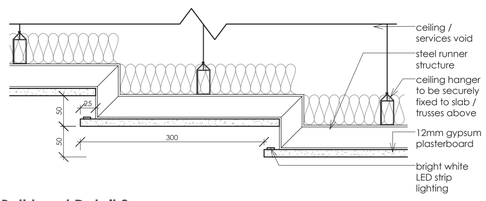
Section indicating Lighting (Section 2)
Scale 1:100
Figure 6.5.5.F



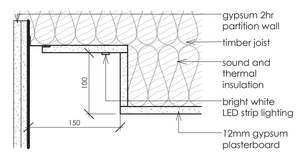
Bulkhead Detail 1
Scale 1:10
Figure 6.5.5.G



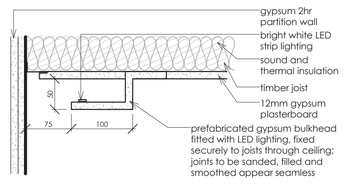
Bulkhead Detail 2
Scale 1:10
Figure 6.5.5.H



Bulkhead Detail 3
Scale 1:10
Figure 6.5.5.I



Bulkhead Detail 4
Scale 1:10
Figure 6.5.5.J



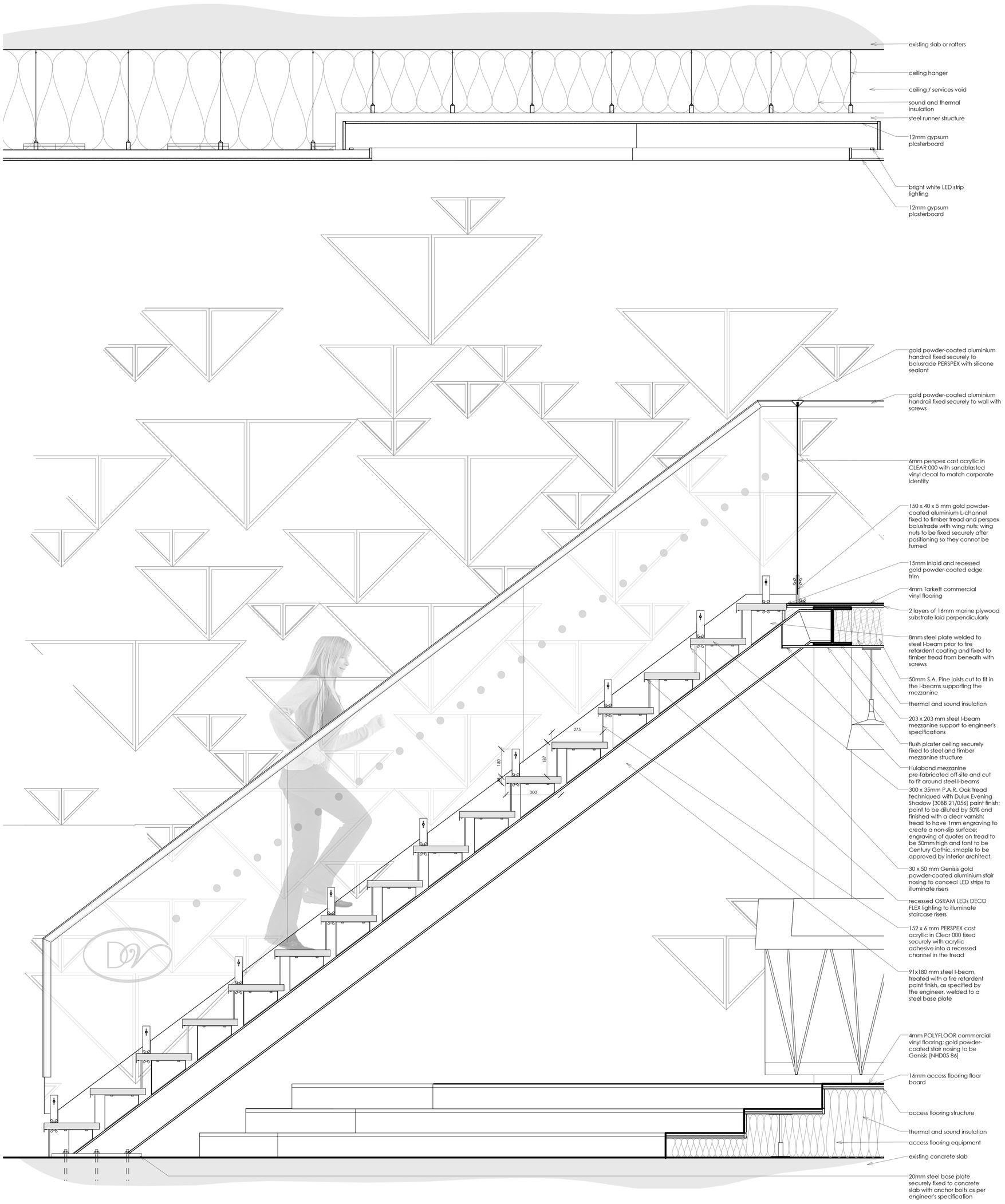
Bulkhead Detail 5
Scale 1:10
Figure 6.5.5.K

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6.5.6 Detailing Through the Staircase

Scale 1:10

Figure 6.3.6.



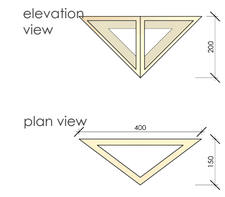
6.5.7 Triangle Wall Feature Detailing

Scale 1:10

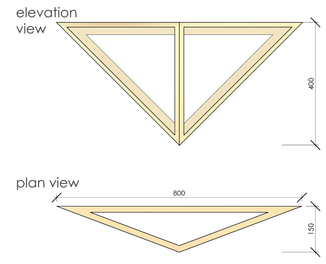
Figure 6.3.7.

Triangle Type

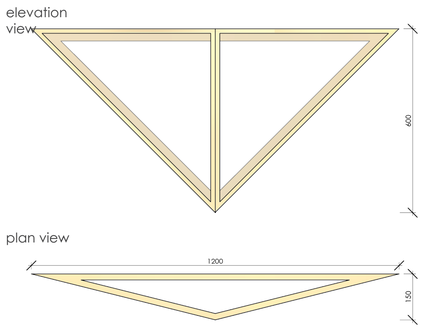
T-200



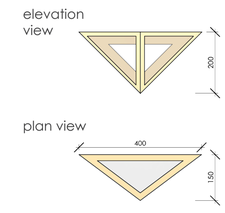
T-400



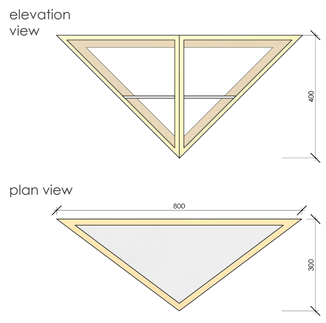
T-600



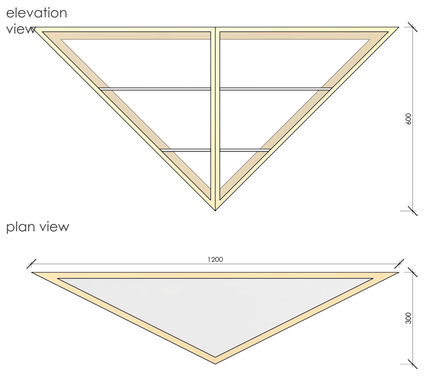
T-200-SHELF



T-400-SHELF



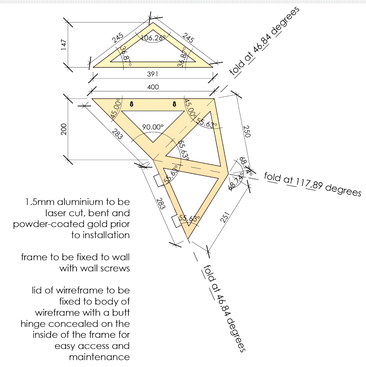
T-600-SHELF



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'Wire Frame' Laser Cut Layout



1.5mm aluminium to be laser cut, bent and powder-coated gold prior to installation

frame to be fixed to wall with wall screws

lid of wireframe to be fixed to body of wireframe with a butt hinge concealed on the inside of the frame for easy access and maintenance

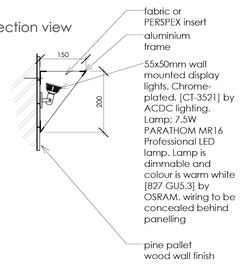
Insert 1: Lighting

(To be used in tandem with Inserts 2 and 3)

elevation view



section view



fabric or PERSPEX insert

aluminium frame

55x50mm wall mounted display lights. Chrome-plated. [CT-3521] by ACDC lighting. Lamp: 7.5W PARATHOM MR16 Professional LED lamp. Lamp is dimmable and colour is warm white [827 GU5.3] by OSRAM. wiring to be concealed behind panelling

pine pallet wood wall finish

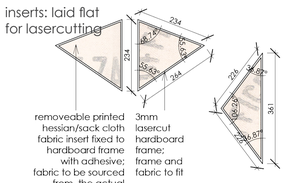
Insert 2 : Fabric

(Lid portion optional and not to be used with Insert 1: Lighting or Insert 4: Planting)

elevation view



inserts: laid flat for lasercutting



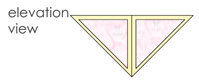
removeable printed hessian/sack cloth fabric insert fixed to hardboard frame with adhesive; fabric to be sourced from the actual cocoa bean sacks or local fabric stores

3mm lasercut hardboard frame; frame and fabric to fit

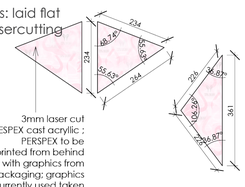
Insert 3 : Perspex

(Lid portion optional and not to be used with Insert 1: Lighting or Insert 4: Planting)

elevation view

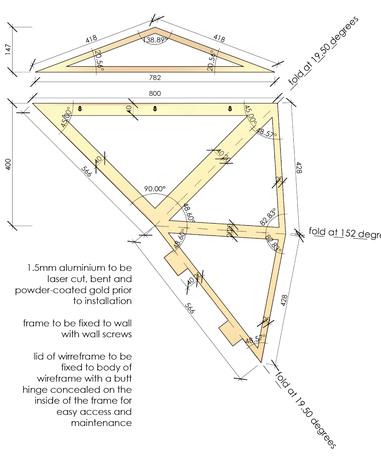


inserts: laid flat for lasercutting



3mm laser cut PESPEX cast acrylic ; PERSPEX to be printed from behind with graphics from packaging; graphics currently used taken from the De Villiers African Collection range; artwork to be obtained from DV Chocolate.

Insert 4 : Planting

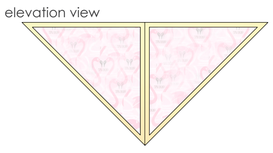


1.5mm aluminium to be laser cut, bent and powder-coated gold prior to installation

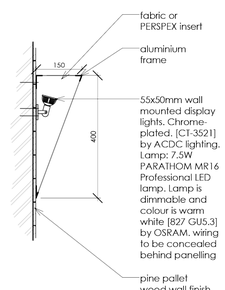
frame to be fixed to wall with wall screws

lid of wireframe to be fixed to body of wireframe with a butt hinge concealed on the inside of the frame for easy access and maintenance

elevation view



section view



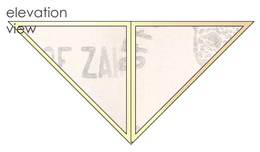
fabric or PERSPEX insert

aluminium frame

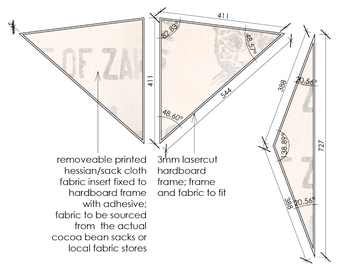
55x50mm wall mounted display lights. Chrome-plated. [CT-3521] by ACDC lighting. Lamp: 7.5W PARATHOM MR16 Professional LED lamp. Lamp is dimmable and colour is warm white [827 GU5.3] by OSRAM. wiring to be concealed behind panelling

pine pallet wood wall finish

elevation view



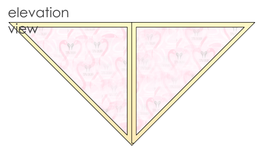
inserts: laid flat for lasercutting



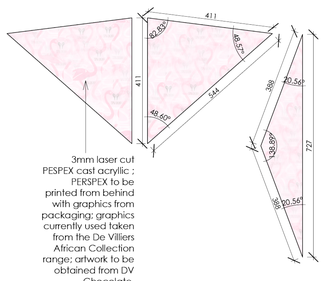
removeable printed hessian/sack cloth fabric insert fixed to hardboard frame with adhesive; fabric to be sourced from the actual cocoa bean sacks or local fabric stores

3mm lasercut hardboard frame; frame and fabric to fit

elevation view

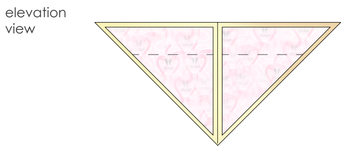


inserts: laid flat for lasercutting

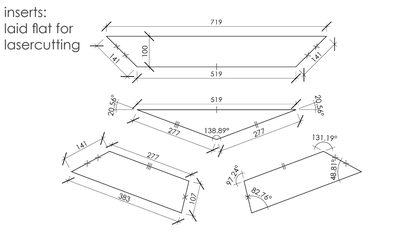


3mm laser cut PESPEX cast acrylic ; PERSPEX to be printed from behind with graphics from packaging; graphics currently used taken from the De Villiers African Collection range; artwork to be obtained from DV Chocolate.

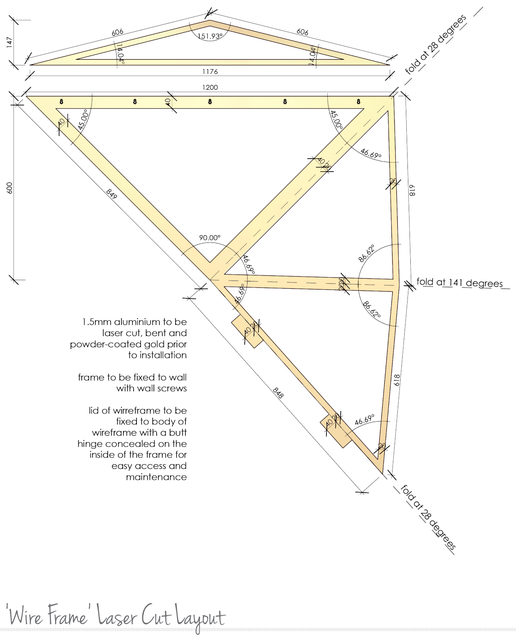
elevation view



inserts: laid flat for lasercutting



2mm laser cut PESPEX cast acrylic pieces siliconed together to form a watertight unit for planting; this unit should be used in conjunction with the fabric or perspex units; plant to be: chocolate scented geraniums (or similar) to give off a chocolate aroma - flowers to be pink where possible; planting specialist should be consultant per region.



1.5mm aluminium to be laser cut, bent and powder-coated gold prior to installation

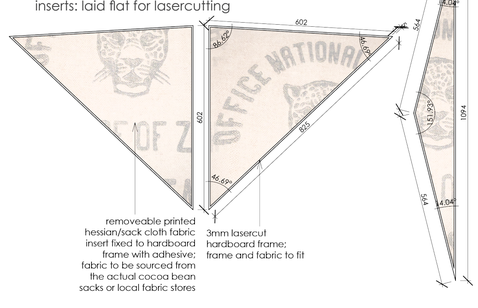
frame to be fixed to wall with wall screws

lid of wireframe to be fixed to body of wireframe with a butt hinge concealed on the inside of the frame for easy access and maintenance

elevation view



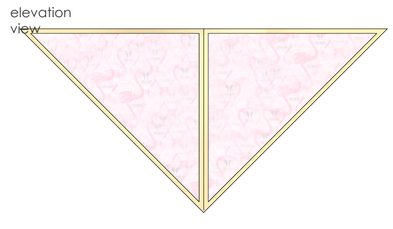
inserts: laid flat for lasercutting



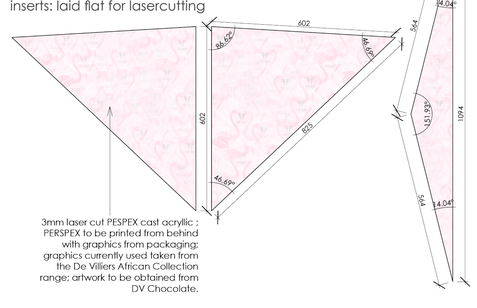
removeable printed hessian/sack cloth fabric insert fixed to hardboard frame with adhesive; fabric to be sourced from the actual cocoa bean sacks or local fabric stores

3mm lasercut hardboard frame; frame and fabric to fit

elevation view

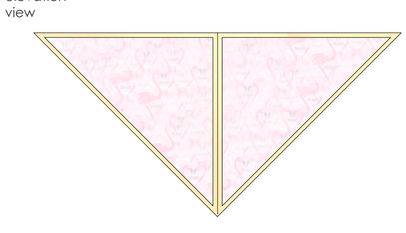


inserts: laid flat for lasercutting

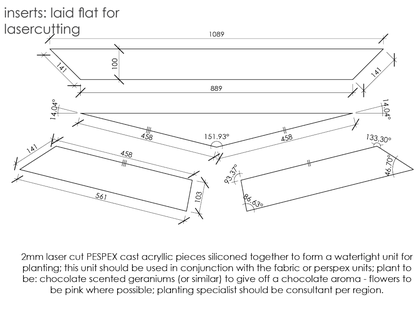


3mm laser cut PESPEX cast acrylic ; PERSPEX to be printed from behind with graphics from packaging; graphics currently used taken from the De Villiers African Collection range; artwork to be obtained from DV Chocolate.

elevation view

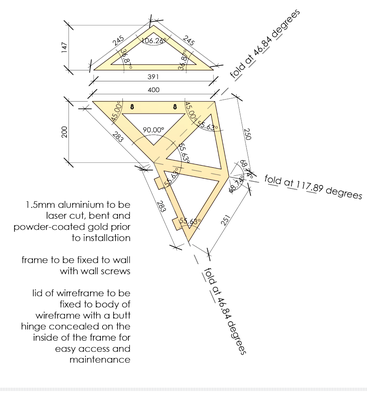


inserts: laid flat for lasercutting



2mm laser cut PESPEX cast acrylic pieces siliconed together to form a watertight unit for planting; this unit should be used in conjunction with the fabric or perspex units; plant to be: chocolate scented geraniums (or similar) to give off a chocolate aroma - flowers to be pink where possible; planting specialist should be consultant per region.

'Wire Frame' Laser Cut Layout



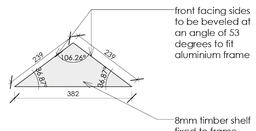
1.5mm aluminium to be laser cut, bent and powder-coated gold prior to installation

frame to be fixed to wall with wall screws

lid of wireframe to be fixed to body of wireframe with a butt hinge concealed on the inside of the frame for easy access and maintenance

Shelf Sizes

plan view

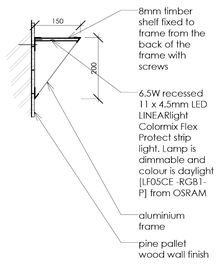


front facing sides to be beveled at an angle of 53 degrees to fit aluminium frame

8mm timber shelf fixed to frame from the back of the frame with screws

Sections through Unit

section view

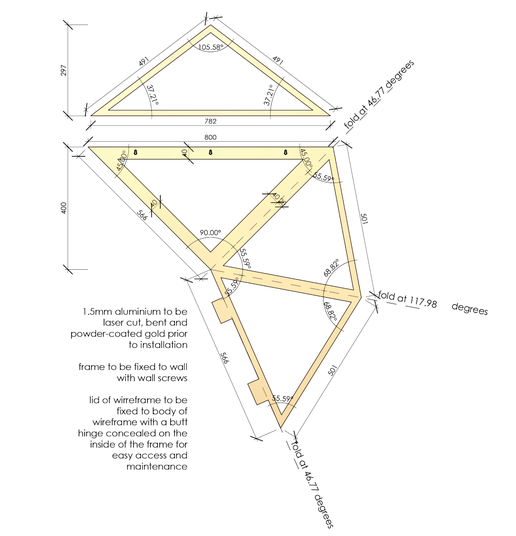


8mm timber shelf fixed to frame from the back of the frame with screws

6.5W recessed 11 x 4.5mm LED LINEARlight Colormix Flex Protect strip light. Lamp is dimmable and colour is daylight [LF05CE -RGB1-P] from OSRAM

aluminium frame

pine pallet wood wall finish

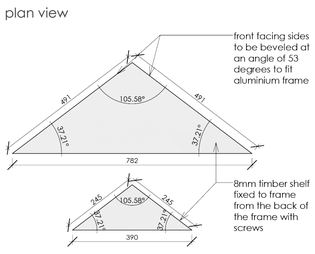


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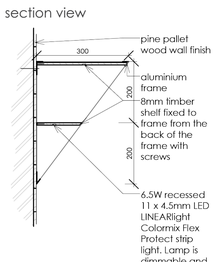
plan view



front facing sides to be beveled at an angle of 53 degrees to fit aluminium frame

8mm timber shelf fixed to frame from the back of the frame with screws

section view

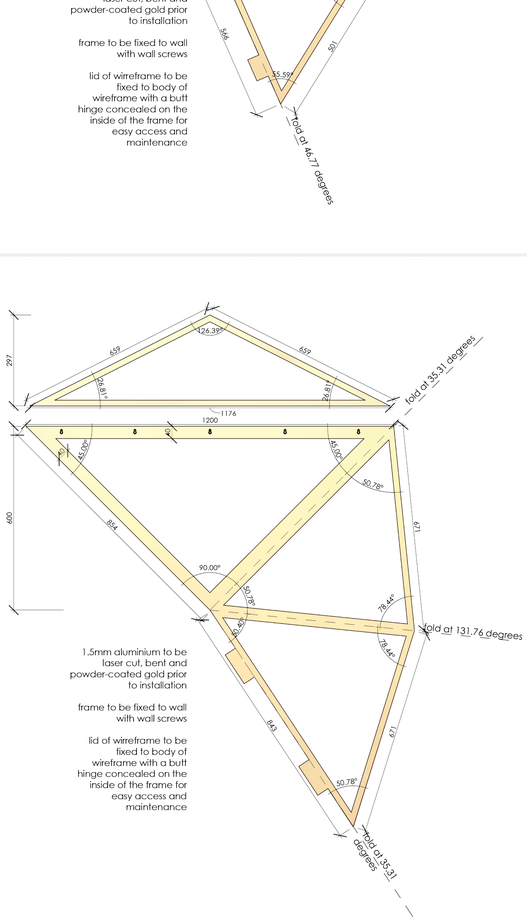


pine pallet wood wall finish

aluminium frame

8mm timber shelf fixed to frame from the back of the frame with screws

6.5W recessed 11 x 4.5mm LED LINEARlight Colormix Flex Protect strip light. Lamp is dimmable and colour is daylight [LF05CE -RGB1-P] from OSRAM

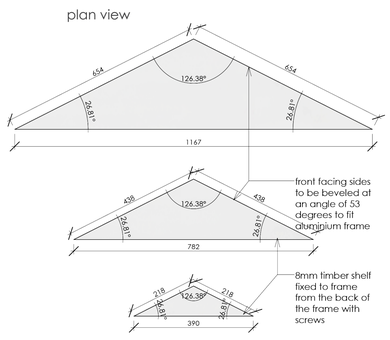


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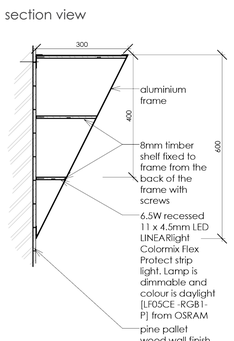
plan view



front facing sides to be beveled at an angle of 53 degrees to fit aluminium frame

8mm timber shelf fixed to frame from the back of the frame with screws

section view



aluminium frame

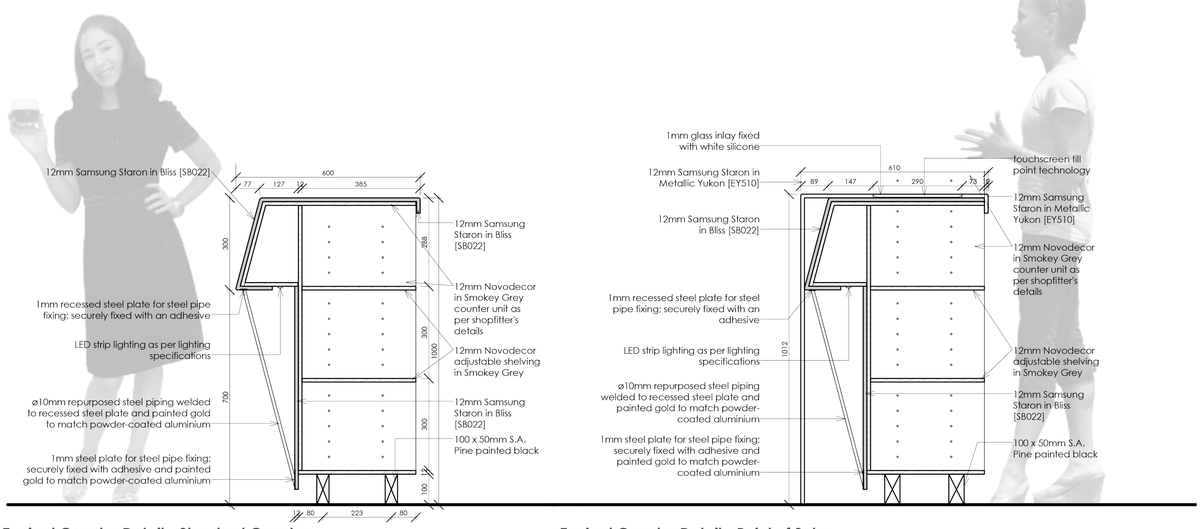
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6.5W recessed 11 x 4.5mm LED LINEARlight Colormix Flex Protect strip light. Lamp is dimmable and colour is daylight [LF05CE -RGB1-P] from OSRAM

pine pallet wood wall finish

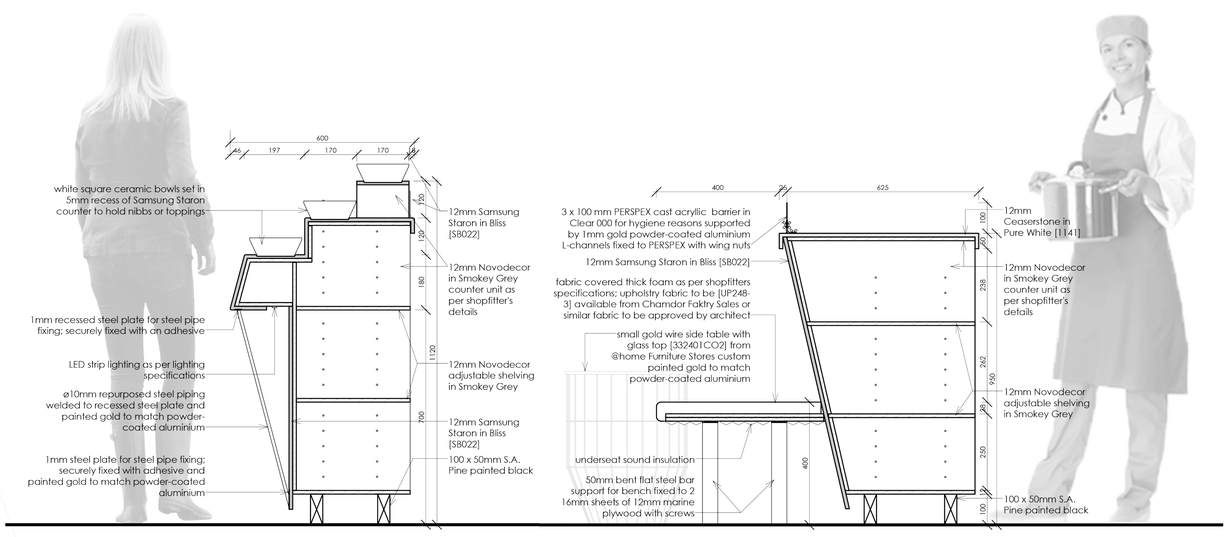
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6.5.8 Typical Counter Detailing



Typical Counter Detail - Standard Counter
Scale 1:10
Figure 6.5.8-A

Typical Counter Detail - Point of Sales
Scale 1:10
Figure 6.5.8-B



Typical Counter Detail - Nibb/Topping Counter
Scale 1:10
Figure 6.5.8-C

Typical Counter Detail - Demonstration Counter
Scale 1:10
Figure 6.5.8-D



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Chapter 6 Embedded Captions:

Figure 6.1. Collage of images indicating the translatable elements of the roll-out strategy. Images for Materiality, Triangle Wall Feature, Counters, Pendent Lighting, Floor inserts, Shopfront and Shelving and Planting all done by Author, 2015; Allusion to Aztec temple taken from: Pinimg, 2015
Figure 6.2. Diagram illustrating the Site Approach by Author, 2015.
Figure 6.4.1 Perspective of Model A by Author, 2015
Figure 6.4.2.A Perspective of Model B by Author, 2015.
Figure 6.4.2.B Plan of Model B by Author, 2015
Figure 6.4.2.C Section of Model B by Author, 2015
Figure 6.4.3. A Perspective of Model C by Author, 2015
Figure 6.4.3 B Detailing of Model C by Author, 2015
Figure 6.5.1 Walkthrough of Model A by Author, 2015
Figure 6.5.2.A Model A - Ground Floor Plan by Author, 2015
Figure 6.5.2.B Model A - Mezzanine Floor Plan
Figure 6.5.2.C Model A - Section 1
Figure 6.5.2.D Model A - Section 2
Figure 6.5.2.E Model A - Section 3
Figure 6.5.3 Narrative of Experience. All images by Author, 2015
Figure 6.5.4.A-1 Model A - Closed Shopfront by Author, 2015
Figure 6.5.4.A-2 Perspective of Model A - Closed Shopfront by Author, 2015
Figure 6.5.4.B Colour study. Images taken from (Clockwise from Top Left): Phillips, 2015; Jaubert, 2015; izvergil, 2012; Jozi Blue, 2014; Forest, 2014; nardoxic, 2012; Plant Village, 2012
Figure 6.5.4. C Diagram indicating Water Reticulation by Author, 2015
Figure 6.5.4.D Diagram indicating Ventilation by Author, 2015
Figure 6.5.4.E The Cocoa Filtering Process by Author, 2015.
Figure 6.5.5.A Model A – Reflected Ceiling Plan – Ground Floor by Author, 2015
Figure 6.5.5.B Model A – Reflected Ceiling Plan – Mezzanine Level by Author, 2015
Figure 6.5.5.C Model A – Electrical Plan – Ground Floor by Author, 2015
Figure 6.5.5.D Model A –Electrical Plan – Mezzanine Level by Author, 2015
Figure 6.5.5.E Section indicating Lighting (Section 1) by Author, 2015
Figure 6.5.5.F Section indicating Lighting (Section 2) by Author, 2015
Figure 6.5.5.G Bulkhead Detail 1 by Author, 2015
Figure 6.5.5.H Bulkhead Detail 2 by Author, 2015
Figure 6.5.5.i Bulkhead Detail 3 by Author, 2015
Figure 6.5.5.J Bulkhead Detail 4 by Author, 2015
Figure 6.5.5.K Bulkhead Detail 5 by Author, 2015
Figure 6.5.6 Detailing Through the Staircase by Author, 2015
Figure 6.5.7 Triangle Wall Feature Detailing by Author, 2015
Figure 6.5.8-A Typical Counter Detail - Standard Counter by Author, 2015
Figure 6.5.8-B Typical Counter Detail - Point of Sales by Author, 2015
Figure 6.5.8-C Typical Counter Detail - Nibb/Topping Counter by Author, 2015
Figure 6.5.8-D Typical Counter Detail - Demonstration Counter by Author, 2015
Figure 6.5.9 Potential Paid Customer Experiences for the Experience Room. Images taken from (from Left to Right): De Villiers 2, 2015; Trip Advisor 2, 2015; Highball HooDoo, 2015; Dolce Vita Spinelli, 2013; De Villiers 2, 2015
Figure 6.5.10 Perspective of Model A by Author, 2015

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