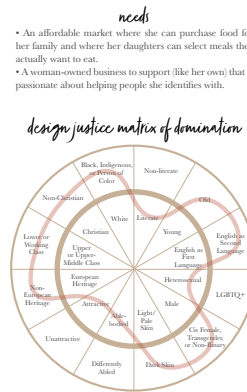
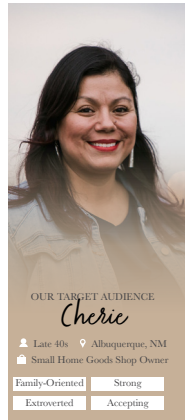


Redefining the Purpose of Retail

A Collaborative Approach for Designing a Sustainable Retail Culture



The Project: A Season for Change - A Sustainable Dining Experience

Context: Since 1986, the Slow Food movement has been on a mission to educate against the rise of fast food, believing in high quality, sustainable, and local food options. The movement promotes a more communal and sustainable way of eating that harkens to the timeless relationship with food pre-its industrialization. The Slow Food movement's primary missions are to: prevent the disappearance of local food cultures and traditions, counteract the rise of fast food and fast life, combat people's dwindling interest in the food they eat and where it comes from, improve human health through food, and understand how our food choices impact the environmental world around us. In its essence, Slow Food is "good, clean and fair" (Petrini, 2007).

Project: Millennials and GenZ's values are transforming the retail landscape, increasing the demand for sustainable and purpose-driven experiences. This studio will create an innovative sustainable solution that builds upon the slow food movement to nourish the mind and body through food and education to create both environmental and social change. The studio project aims to explore how the purpose, programmatic development, and holistic designed experience of food to bridge the gap between those who value the slow food movement and can afford it with communities that struggles with food insecurity, proper nutrition and the epidemic of food deserts.

Process: The studio structure, guided by the professor's experience in retail brand strategy, mimics a multidisciplinary retail agency by creating teams of Interior, Industrial, and Visual Communication design to develop Millennial / GenZ-centric solutions. Collaborative teams will then design a physical, or phygital, experience that realized their vision for a sustainable future. Weekly meetings with designers and research strategists from influential design agencies provide students with collaborative ideation, interactive workshops, and project feedback. Final design proposals will be presented in an open reception with representation from local professionals.

Design Research

Place Promotion
 People Projection
 Product Price

+ **Planet**
 + **Purpose**
 + **Product Lifecycle**

Brand Strategy

Purpose Statement

Brand Narrative
 Personas (Consumer & Benefactors)

Brand Spirit (Emotional Attributes)

Visual Positioning (Brand Experience)

Brand Placemaking

Design Intentions (Strategic approach of Design Elements and Principles)

Customer Journey (Touch Points)

Product Journey (Customer Engagement)

Customer Journey + Product Journey = Services (Life Enrichment)