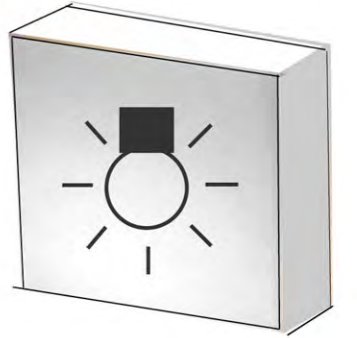
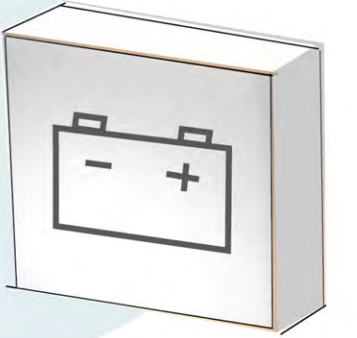
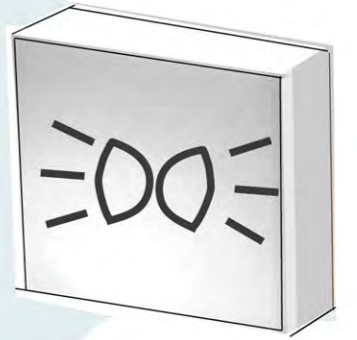


visual theme board textures, materials and vision

capturing the charm of the 60's and mixing this with a modern, "home made" aesthetic and bold graphics. creating a fusion between Clarkins heritage and its position in the present as a flourishing home grown local car shop



est 62



2012

CELEBRATING

50

YEARS OF...
LOCAL BUSINESS

a suspended display system ensures the window depth can be used to its best, allowing for different textures, images and words to overlap and build up, creating a more intriguing display.

using recyclable or recycled materials, such as cardboard, and particle board, are not only an ethical choice, but add to the home grown, handmade aesthetic i aim to create.

This family run, locally based business celebrates its 50th year in 2012, and a celebration of this seems a perfect theme for a window display. By making known-through a visual display - this remarkable achievement aims to inspire local pride. as well as communicating the longstanding professionalism of Clarkins, and its historic contribution to the local economy.

Context Analysis



corner wall is subject to graffiti, advertising for the business in the form of a mural could deter vandalism.



New signage, and restoration to the facade and original formwork is certainly needed as outlined in the plans already made.

products are haphazardly displayed with inconsistent price signage, a overall graphic consistency would give a more professional impression

to allow for a continuation of Clarkins already established visual identity the blue colour theme, can be intergrated subtly into new design

the half backed display works well as allows light in but gives a definition to window display, needs repainting.

The Large window display is not used to its full potential, and could be utilised in a more visually intriguing way way to promote the business and the products and services they offer.

this fully closed in window display, could contain more long term installation.



Design Approach a Window display for No. 264-268 Clarkins batteries and exhausts

Window display for No. 264-268 Clarkins batteries and exhausts Design proposal

2



Signage
 use of light blue colour established within the brand of the company, a softer "vintage" typeface, hand painted. est 1962 placed to reinforce companies history.

Mural
 vintage van image, printed on coated poster paper and pasted to wall. other imagery and type painted by hand or stencilled on.

Window
 "floating" display, hangs invisibly from a metal grid - screwed in to ceiling

suspended light box made from foam board, with automobile graphic printed onto acetate, lighting the window both day and night

battery and exhaust imagery used to back up visually the prime services offered by the company, and written in vinyl on the window

particle board shelves with painted colour highlight, to hold a selection of products for display, suspended using hanging wire and stoppers

vintage car printed and pasted on b-board to represent the business' history in london since the 60's

depending on cost either using real classic steering wheels, or classic steering wheels printed and pasted onto b-board, the olympic symbol is created, showing the business' support of london in the present day



vintage image of 60's car to be draft printed and pasted onto b-board and suspended using high gauge fishing wire

3D cardboard handmade numbers

vinyl window stickers

different sized spanners are suspended using fishing wire

vintage style image of exhaust, pasted onto b-board and suspended

hub cap, wrench, oil and display shelf to show off the other products they also stock

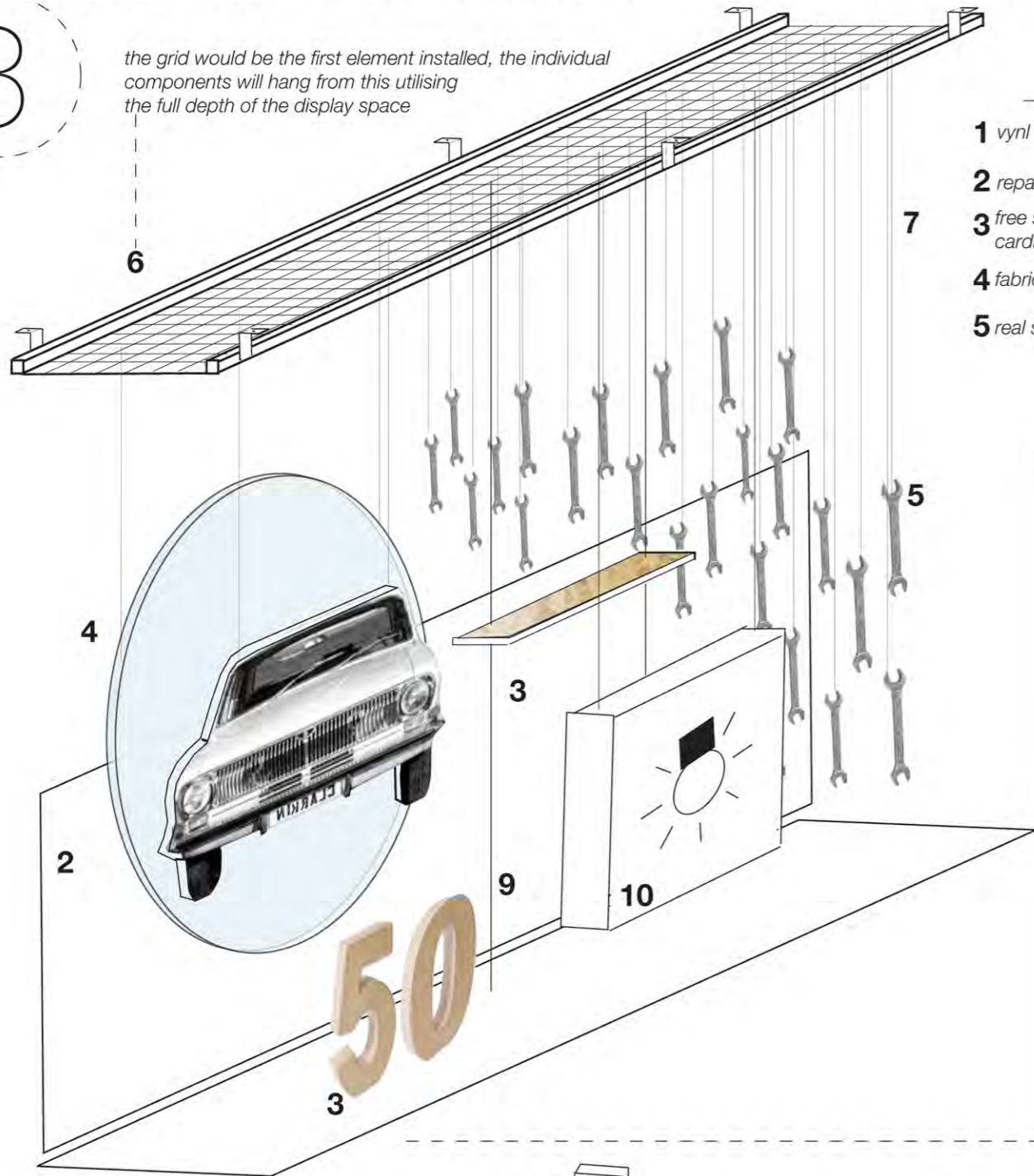
sandwich board, replaced and made from particle board to link with aesthetic within the window, and painted with black board paint to allow business owner to write changing deals and notices

b-board circle covered in dyed fabric, drawing upon the light blue colour traditionally associated with the company

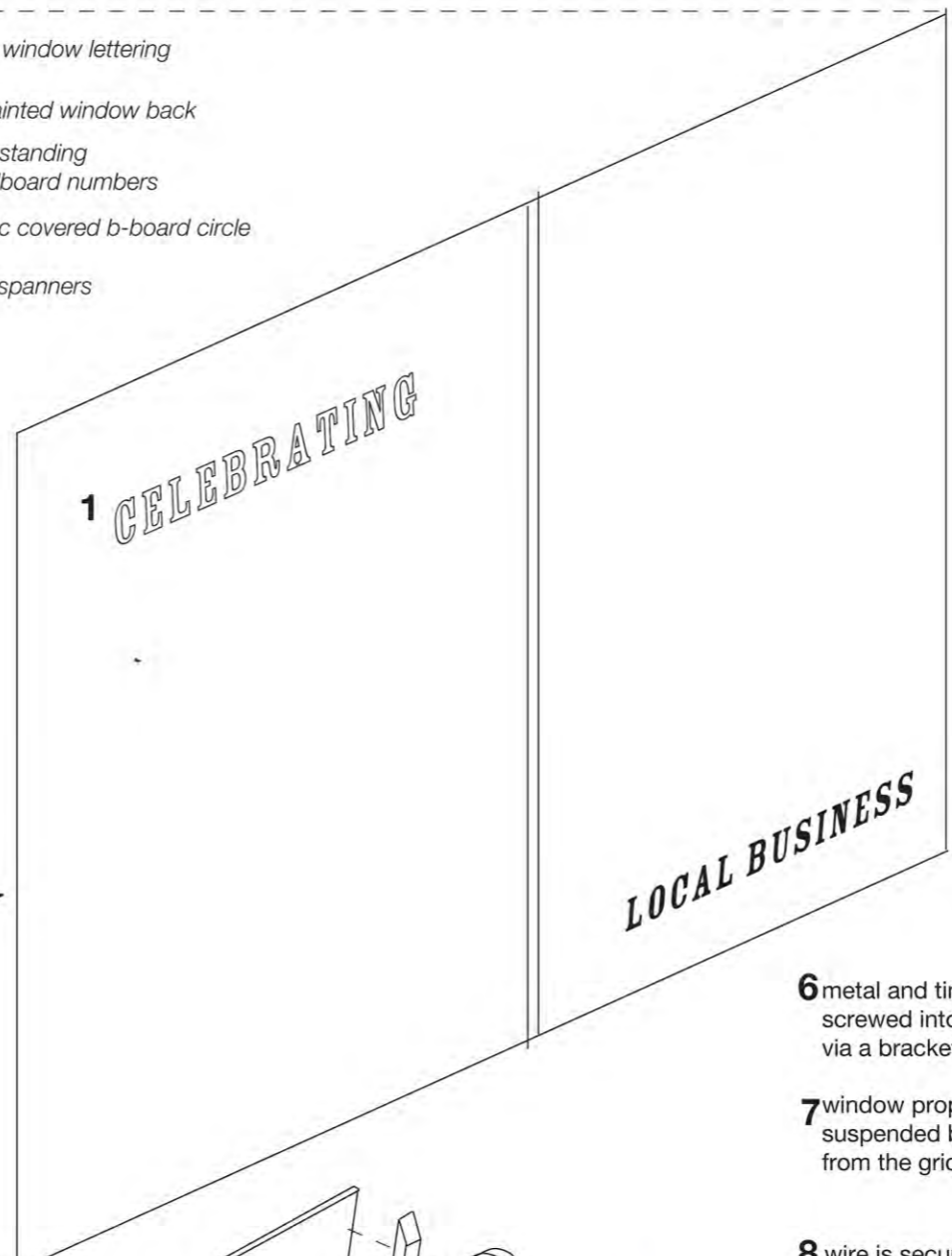
Technical realisation exploring the left hand double window, to exemplify typical technologies throughout display

3

the grid would be the first element installed, the individual components will hang from this utilising the full depth of the display space

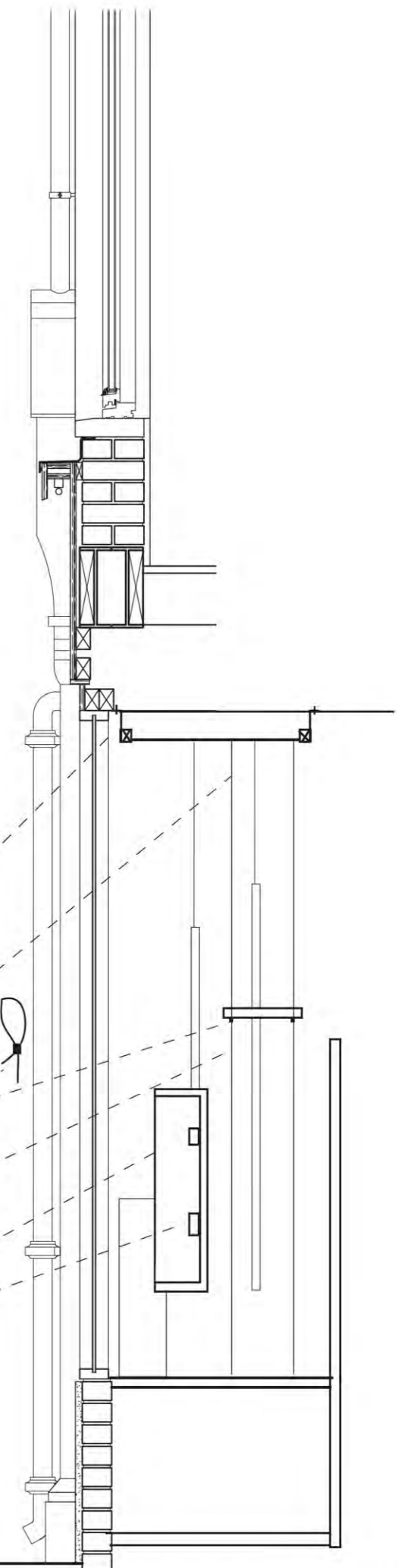


- 1 vinyl window lettering
- 2 repainted window back
- 3 free standing cardboard numbers
- 4 fabric covered b-board circle
- 5 real spanners



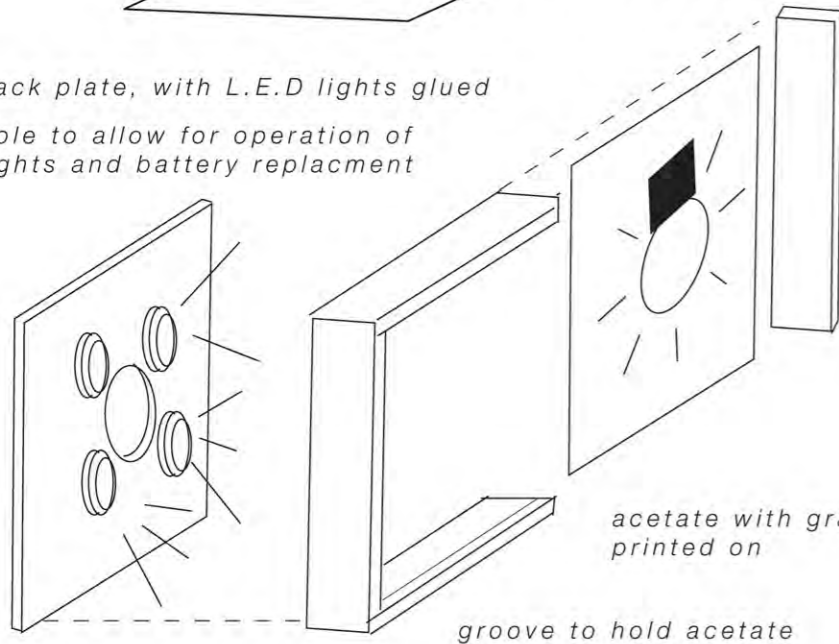
- 6 metal and timber grid is screwed into ceiling beams via a bracket
- 7 window props are suspended by fishing wire from the gridding
- 8 wire is secured by metal wire clamps or stoppers
- 9 the shelving will need more support and will there for be anchored to the floor, using a higher gauge picture wire
- 10 light box

.L.E.D lights



section aa through light box and suspended shelving 1:100

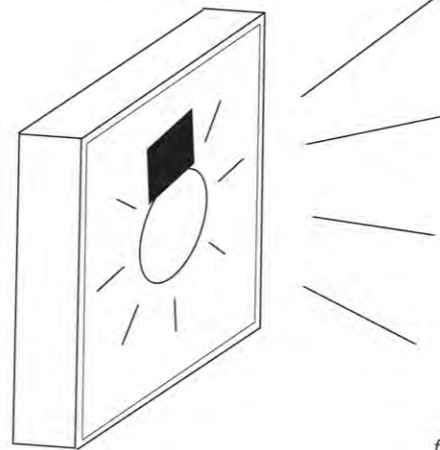
back plate, with L.E.D lights glued hole to allow for operation of lights and battery replacment



groove to hold acetate

acetate with graphic printed on

light box
MDF or any available/ inexpensive medium strength sheet material



hand-made sandwich board
3"x2" timber cut at 900mm,
500 X 350 MM particle board
flexible leather strap, nailed in as hinge

