



Retail Design

Summer School 2019

RETAIL DESIGN

Date
1st to 10th July

Timetable
9 a.m. to 2.20 p.m.

Duration
40h

Language
English

Professor
Carmen Malvar

Price
€1040. Bold members of Elisava Alumni will enjoy a 15% reduction. Available for transferring 2 Elective Credits for the Pratt Institute Interior Design students.

Course Overview and Structure

This is a lecture course revolving around lectures, presentations and group discussions. The assigned projects will give students the opportunity to construct a working methodology that will teach them how to develop ideas that can be translated into retail interior proposals.

Project will give students the opportunity to create a retail concept and develop ideas for creating a retail environment for a retailer that currently does not have a retail concept, but does have a brand identity and marketing campaign. For those are interested on the Brand Management side the students will develop a Brand Book portfolio.

Briefing at the campus of the Pratt Institute New York. More information cmalvar@elisava.net

Goals

The goal will be to incorporate the information discovered about the company and to conceptually propose a retail shop/concept that conveys the spirit of the corporation as well as incorporating the existing identity.

Class time will be spent on working with individual critiques as well as group discussions, field trips to department stores/boutiques and master class lectures. There will be recommendations made on viewing exhibited works and suggested readings.

Teaching Staff

CARMEN MALVAR

Holds a B.S in Interiors from Maestro Mateo School of Art and Crafts, Spain and a B.S in Architecture with honours from Pratt Institute School of Architecture. She is principal of Atelier Malvar+ Tusch .LLc in New York, where she specialises as a designer and brand/commerce consultant. Carmen has been head architect for the international brand Zara (Inditex), conceptualising new prototype shops to be implemented worldwide with a team of experts. She also has overseen international brand expansion and construction management for brands like Camper (shoe Company), Mango (clothing Company), Tous (Jewelry Company) and Desigual in the last past years. She has designed and supervised implementation of international shops for more than thirty locations worldwide. Carmen works regularly as consultant with the Trade Commission of Spain in New York among other institutions, where her aim is to implement and develop strategies for brands where the design production is encouraged to enable local suppliers to be part of the local and global process without losing identity. Carmen is working on the research department at ELISAVA Barcelona School of Design and Engineering to create a structure that allows all developed research to be applied in a centre activity for the European retailers, as well as one step forward on sustainable approach.

Carmen brings her findings to Fashion Institute of Technology in New York as well, where she also collaborates on the Brand Management Certificate Program, among other institutions. Carmen Malvar is a former Adjunct Professor at Interior Design Department at Pratt Institute where she now teaches at the Center for Sustainable Studies at the Design Entrepreneurship Certificate Program under the Direction of Deborah Johnson, she is also Director of the Master's Degree in Retail Space at ELISAVA and an active member of the Retail Design Institute and the National Retail Federation USA. Carmen lectures and implements seminars on Design, Commerce Trends and New Retail formats between New York, Spain and Latin America.

Summer School

Espacio / Arquitectura

Visual Merchandasing y Escaparatismo
Creación de Espacios Temporales
Retail Design (English)
Lighting Design I
Lighting Design II

Gráfico / Comunicación

Introducción al Diseño de Experiencia de Usuario
Diseño de Información
TypeJuly (English)
Packaging como Arma de Seducción Masiva
Tattoo: Ilustración en Piel

Estrategia / Management

Storytelling: Filosofía de Proyecto y Branding Personal
Creatividad Resolutiva

Diseño de producto

Mueble y Contexto. Diseño de Mueble
Sustainable Materials for Design (English)
Food, Culture and Design (English)

Herramientas de Diseño

Creación y Renderización de Objetos y Espacios
Las Herramientas del Diseñador Gráfico
Presentación y Venta de Proyectos Creativos

MORE INFORMATION

→ T (+34) 933 174 715

→ summerschool@elisava.net

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. ELISAVA reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.