



# Master's Degree in Retail Space: Retail Design

## MASTER'S DEGREE IN RETAIL SPACE: RETAIL DESIGN

### Start date

September and February

### ECTS Credits

60

### Language

English and Spanish in two independent editions.

### Qualification

Master's Degree in Retail Space: Retail Design, degree awarded by Pompeu Fabra University (UPF) and Elisava School of Design and Engineering of Barcelona.

### Schedule

Spanish edition:  
Tuesday, Thursday and Friday,  
from 5 pm to 9.15 pm.  
English edition:  
Tuesday, Thursday and Friday,  
from 10 am to 2.15 pm.

The qualification of Master's Degree in Retail Space: Retail Design is obtained by studying:

### Postgraduate Diploma in Retail Design. Design and Space: Shopping

From September to February

### Postgraduate Diploma in Retail Design. Design and Concept: Branding

From February to July

## Direction

### 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 specializes 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 others 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 Programme, 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 Programme 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.

## Aimed at

- Graduate in Design.
- Graduate in Fine Arts.
- Graduate in Communication.
- Professional with proven experience in this field.

## Presentation

How should we apply design to a commercial space? What should be taken into account when creating spaces for brands?

This master's degree is designed for professionals who wish to acquire a complete knowledge on the field of retail design. However, within retail arena there are many disciplines we will cover you to in which you can develop with the utmost professionalism.

From small-scale and new formats to large-scale design, from boutiques to large multinational brands, we will explain how the differences are applied in each scenario, working directly with brands and briefings and getting great guest juries. Our guest companies are among other World Duty Free, IKEA, Swarovski and Vitra, among others.

Most areas are covered with theory and practice cases. Importance is given to the analysis and study of trends and innovation in the market and society to get a close-up view of the elements in designing a retail space arena (new formats, space, communication, flow, exhibition, virtual aspects, sensory perceptions, etc.). Art and analysis are the basis of any project and the concept and projection of space. We make every effort so students come away with the highest standards and ability to work with the most demanding companies in the market.

## Course aims

This programme's main objectives are to:

- Analyse the role the retail sector plays in commercial strategy at all levels.
- Explore retail types, their various functions, how to deal with demand for them, the role they play in economic and social activity, and the future challenges this sector faces.
- Demonstrate and analyse the design process for the development of a retail space format.
- Identify and apply social and market studies, and learn how to interpret and work with this information to obtain an ideal design.
- Create a complete project for the design of a major retail space with all the aspects that need to be taken into account to bring it to a good conclusion.

## Admission requirements

- Graduates in Design, Fine Arts, or Communication.
- High level of Spanish (for the Spanish version) and English (for the English version)
- Basic knowledge of spatial representation in 2D and 3D.

## Competences

- Domain of the conceptualization and realization of window display.
- Domain of strategic branding tools related to Retail.
- Knowledge of strategies, market plans and models of expansion.
- Domain of visual communication tools.
- Knowledge of Retail applied to virtual commerce.
- Domain of different trends in eco-illumination.

# POSTGRADUATE DIPLOMA IN RETAIL DESIGN. DESIGN AND SPACE: SHOPPING

## Start date

September

## ECTS Credits

30

## Language

English

## Qualification

Postgraduate Diploma in Retail Design. Design and Space: Shopping, degree awarded by Pompeu Fabra University (UPF) and Elisava School of Design and Engineering of Barcelona.

## Schedule

Spanish edition:

Tuesday, Thursday and Friday,  
from 5 pm to 9.15 pm.

English edition:

Tuesday, Thursday and Friday,  
from 10 am to 14.15 pm.

# Syllabus

## MODULE 1

### GROUP CASE STUDY. STRATEGIC BRANDING

Introduction and presentation of the course. A journey through the world of branding in large spaces.

- Case studies.
- Practical group work: development of a branded product.
  - Practical group work: background and steps for developing a product.
  - Practical group work.
  - Group discussion: relevant aspects discovered by the student while doing the hands-on project.

## MODULE 2

### MARKET STRATEGIES AND PLANS/ EXPANSION MODELS

- Market strategies and plans.
  - Bases and concepts that define the market.
  - Market strategies and plans
  - Case studies: analysis of examples.
- Market "scales".
- Trends and models.
- Practical discussion session: future markets.

## MODULE 3

### CONCEPT DESIGN AND SHOWCASE IMPLEMENTATION/PROJECT WITH PARTNER COMPANY

- Project presentation and development.
- Project development and scheduled visit (Essapunt visit).
- Presentation of project ideas.
- Project implementation in the real showcase.

## MODULE 4

### E-COMMERCE/COMMUNICATION TOOLS/VISUAL COMMUNICATION

- Graphics and Impressions.
- Communication tools.
  - Visual communication.
- Commerce.
  - E-Commerce.
  - Web Commerce.

## MODULE 5

### ECO-LIGHTING

- Lighting.
- Ecology in lighting.
- Trends and models.
- Tools for using eco-lighting.

Company VISIT (Miralles Group).

## MODULE 6

### FINAL PROJECT

# POSTGRADUATE DIPLOMA IN RETAIL DESIGN. DESIGN AND CONCEPT: BRANDING

## Start date

February

## ECTS Credits

30

## Language

English

## Qualification

Postgraduate Diploma in Retail Design. Design and Concept: Branding, degree awarded by Pompeu Fabra University (UPF) and Elisava School of Design and Engineering of Barcelona.

## Schedule

Spanish edition:

Tuesday, Thursday and Friday,  
from 5 pm to 9.15 pm.

English edition:

Tuesday, Thursday and Friday,  
from 10 am to 14.15 pm.

# Syllabus

## MODULE 1

### INTRODUCTION TO MARKETING THEORY/RETAIL BRANDING

- Marketing theory.
- Display of case studies.
  - Group work: case studies (market comparisons by country, age, etc.).
  - Discussion: sharing case study results.

## MODULE 2

### THE CHALLENGE OF BRANDING/ NEW TECHNOLOGIES

- Introduction to the challenge of branding. A journey through the world of retail (introduction).
- New technologies: the transformation of consumption.
- The “tuning” phenomenon: customization (the self factor). Discussion: association of elements and environments with consumer behaviour.
- Group case study. Introduction to branding and its varieties.
- Types and strategies.
- Brand analysis.
  - Discussion: the process for analysing branding strategies.

## MODULE 3

### RESEARCH PROJECT

- Project presentation and development.
- Work in research groups.
- New trends and eco-design.
- Project presentation and group discussion.

## MODULE 4

### GRAPHIC ART/BRAND IDENTITY AND IMAGERY

- Design as strategy.
- Analysis of the search process for retail iconography.
- Values and trends.
- Case studies.

## MODULE 5

### FIELD TRIPS

- Materials (Materfad visit)
- Lighting (iGuzzini visit)
- Company (Desigual visit, offices and shops)

## MODULE 6

### VISUAL - WINDOW-DRESSING

## MODULE 7

### TRENDS

## MODULE 8

### COMMERCIAL DESIGN AND IMAGE. BRAND/PROJECT

## MODULE 9

### FINAL PROJECT: HANDS-ON EXERCISE WITH PARTNER COMPANY

## Related studies

### **Master's Degree in Interior Design**

Postgraduate in Interior Space Design. Private Perimeters

Postgraduate in Interior Space Design. Work Spaces

### **Master's Degree in Temporary Space Design: Exhibition, Event, Pop-up**

PROGRAMMES IN SPANISH

### **Máster en Diseño Escenográfico**

### **Máster en Diseño de Interiores para Hoteles, Bares y Restaurantes**

Postgrado en Diseño de Bares y Restaurantes

Postgrado en Diseño de Interiores para Hoteles y New Hostelling

### **Máster en Diseño de Espacios para la Salud**

### **MORE INFORMATION**

→ [www.elisava.net](http://www.elisava.net)

→ [retaildesign.elisava.net](http://retaildesign.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.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included)