



# 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.

Group in Spanish: it is essential to have a medium/high level of English in addition to Spanish, because some materials, conferences and activities may be given in English.

### Qualification

Master's Degree in Retail Space: Retail Design, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

### 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.

## Direction

### CARMEN MALVAR

Principal of Atelier Malvar +Tusch Llc, a studio based in New York, where she specializes in all aspects of Commercial Design Environments and Fashion Events.

Carmen started her career projects in 1984. A few years later she joined Naomi Leff in New York and later was hired as a head architect at Zara International. Her credits in Retail and Fashion include Helena Rubinstein Store and Spa, Camper Showrooms and offices in USA, the rebranding of Bodybell Perfumeries in Spain, the construction management of Mango Flagship stores, Tous, Desigual and Camper, the design of more than sixteen stores for Zara International, where she has been in charge of the shops prototype development for the expansion retailer (Inditex). Also, she worked on the brand creation and display concept for Amand in Mexico. She has collaborated in a regular basis with Asociacion de Creadores de Moda de Espana ( ACME) and Trade Commission of Spain among others . Carmen has been responsible for the design and management of more than fifty stores worldwide and she is a reference for those who approach retail design in any perspective. She is a collaborator member of UNESCO Chair on Sustainability Barcelona.

Carmen widens her teaching experience lecturing in Spain, Latin America and USA about such varied topics as globalization through design, international expansion strategies or trends and consumption analysis. Former Instructor at CSDS Pratt Institute New York and Fashion Institute of Technology NYC. Carmen lives and works between Barcelona, New York and Oaxaca.

## Aimed at

The Master in Retail Space: Retail Design is designed for professionals who wish to acquire complete knowledge on the field of retail design: 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.

## Presentation

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

In a world in which the digital presence is gaining more and more prominence, the physical experience through all the senses must improve the commercial discourse of the brands in order to attract in a differential and competitive way.

This course is aimed at all the professionals who want to acquire the essential knowledge to be able to work and design retail spaces. From small-scale and new formats to large-scale design, from boutiques to large multinational brands. Within retail there are numerous disciplines that must be known in depth to develop as a professional.

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.

The objective is that the students acquire the maximum preparation and capacity to work with the most demanding companies in today's market

# Course aims

The main goals of this course are:

- Analyse the role of the retail sector in commercial strategy at all levels.
- Explore retail types, their various functions, how to deal with demand, the role they play in economic and social activity, and the future challenges that this sector is facing.
- 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.

# Syllabus

## MODULE 1

### LARGE FORMATS AND STRATEGIES. EXPANSION MODELS

The module addresses and defines the situations that the student will encounter in international and global retail companies. We will look at the internal company structure, the market, forms and strategies of expansion and the tools to lead.

- Large-scale space.
- Case studies.
- Market strategies and plans.
- Bases and concepts that define the market.
- Cases: Examples analysis.
- The “scales” of the market.
- Discussion-Workshop: Future markets.

## MODULE 2

### DEVELOPMENT OF EXECUTIVE PROJECT IN COMMERCIAL DESIGN. DETAILS AND FORMATS

The aim of this module is to provide students with the necessary tools to develop the design of a large scale co-market space and all its implementation processes by means of the documents that make up the Brand Book and the plans for the executive project of a store, paying special attention to the design process of the display furniture on a functional and material level.

- Introduction and presentation of the module (from the brand book to the executive project.)
- General guidelines, index, plans, content and information necessary for the development of the project executed by a store.
- Layout design: Brand and section.
- Human scale; user’s relationship with space and furniture.
- The product as the basis of furniture design. Exhibition systems and furniture families.
- Product range sheets. Dimensions and quantity of products displayed and stored.
- Materials in architecture and furniture. Manufacturing processes:
- Furniture design, functionality, materialization, detail and prototyping.

## MODULE 3

### INVESTIGATION METHODS. RETAIL SPACES IN CITIES GLOBAL TRENDS IN SUSTAINABILITY

The main goal of this module is to give the student the basic tools for the development of an innovative and sustainable commercial design project, incorporating knowledge and experiences that come from diverse and yet complementary worlds: design, commerce, retail, urbanism, the global scenario, climate action and social action. To do this, it is necessary to explore concepts of design, but also of identity, diversity or inclusion, without forgetting other collateral concepts such as coordination, management or efficiency.

- Introduction and presentation of the module.
- International scenario 2030 focused on retail context.
- Frameworks, conceptual bases and collaborative works.
- Trends and case studies in the context of the retail scenario.
- Field trips.

## MODULE 4

### MERGING PHYSICAL & DIGITAL. TECHNOLOGY AND RETAIL

Nowadays technology has become one of the main engines of change development, in the short term, has changed the way we communicate and interact. For new generations, technology is an extension of their physical reality and retailers are trying to understand the role that technology and social networks should play at the point of sale.

- Introduction: Blurring boundaries.
- Generational shift and technology.
- Evolution of technology towards Digital Media.
- Digital communication and the physical environment.
- Retail and technology. Experience and point of view.
- New models.
- Bricks&mortar + Digital layer.
- Cases: Examples analysis.
- Discussion and project.
- Review and follow-up of proposals.

## MODULE 5

### WINDOW DISPLAY PRODUCTION. FIRST IMPRESSIONS

In this module we investigate the creative processes and carry out production of assemblies, in order to make real space proposals for brands and companies that trust their campaigns to our team of students and tutors. With the aim of promoting this creative and productive process, the module proposes a brief historical and intellectual review of the emergence of the shop window as an urgent need for communication and of a new subjectivity that emerges with the birth of the modern citizen, providing a whole culture of added values that help brands to position themselves in a market so in need of ideas and specialized professionals.

- Visual language and its tools.
- Spatial and visual concepts applied to retail.
- Analysis and research of the sector from its visual and material strategies.
- Communication and narration through the retail space.
- Box. Window. Skin: A contemporary review of the window displays.
- Brand, identity and space.
- Shop window lighting techniques.
- Development of assembly organization and budget.
- Case studies.

## MODULE 6

### INTEGRAL PROJECT GLOBAL TRADE. LARGE SCALE. COMMERCE IN TRANSIT. IKEA

This module combines project and theory. We analyse how traditional trade has taken over the spaces of transport, tourist and cultural sites and has made mobility an instrument aimed at replacing traditional proximity trade with transit trade. The main goal of this project is to work within an environment for retail as specific as a transit commercial space, such as airports or museums. The consumer's behaviour in that environment, that of a passenger in transit, will be analysed, and their needs to design a space to serve it. From lighting materials, or exhibition strategy, it is about developing a project that helps to have a vision not only special and design of the interior space, but from the point of view of the

scale, from a general spatial vision to the detail. Students will also be able to learn first-hand about the function and structure of IKEA's department of Commin (Communication & Interior Design), composed of visual merchandisers, interior designers and graphic designers, and will take a guided tour of the facilities where they will be able to study live examples of the areas that make up the layout of the store, and the display techniques that are applied to facilitate the purchase.

- Introduction and presentation of case studies.
- Unconventional transit stores. Typologies and formats.
- Development of distribution plans.
- Lighting and concept package for an integral project.
- Dual retail. Crossselling businesses.
- "Experience" at the point of sale.
- Product/service categories.

## MODULE 7

### COMMERCIAL MARKETING STRATEGIES

In this module the student will learn the fundamentals of contemporary retail marketing to move to its applications in this field. We will analyse the corporate strategy, the portfolio of products or solutions, the communication tools online and offline and instore. You'll work on marketing projects and also on selling points.

- Introduction to marketing and course presentation.
- Market analysis. Lifecycle, optimization, portfolio and segmentation.
- Distribution, structure and zoning of retail spaces (Exercise 1.)
- Visual merchandising as a strategic operation.
- Omnichannel.
- Commercial strategies implementation (Exercise 2.)

## MODULE 8

### NEW WAYS OF RETAIL SPACES. STUDY PROJECT

This module consists of a pop-up store design project. The main goal is to generate new spaces with a selection of products. This will allow discovering new retail

formats in which the experience prevails before the sale, and in which the concept and storytelling is more linked to an "artistic installation" than to the idea we have of a more conventional store. The research of new materials and versatile and ephemeral constructive solutions, as well as alternative formats for the graphic representation of the proposals will be key for the development of this project.

- Introduction and presentation of the module.
- Pop-up stores, shop in shops, fair stands and new formats for sale.
- Case studies.
- Art and ephemeral architecture for new ways of retail.
- Materiality and building solutions.
- Storytelling at the point of sale, from concept to reality.

## MODULE 9

### VISUAL COMMUNICATION, IDENTITY AND EXPRESSIVE VALUES OF BRANDS AT THE POINT OF SALE

In this module we will understand the importance of the graphic message in the commercial space and its application in the different languages, supports and formats. Projects and strategies will be analysed in real contexts and the use of graphic tools will be made to understand the visual language involved.

- Design as strategy.
- Segmentation model MIN.
- Brand-customer experience (ERMC) and strategic management.
- Introduction to the research analysis and optimization processes.
- Definition of the values and expressive codes of the brands.
- Languages, supports and formats.
- Practical case developing a placement proposal in the city of Barcelona.

## MODULE 10

### DISPLAYS AND VISUAL MERCHANDISING

This module is divided into two parts. One part seeks to define the concept of merchandising and explain its usefulness in a retail chain. The different kinds of merchandising and their application in large chains are defined. Through real

cases, success strategies and their use according to the brand's positioning are explained. The documentation is continuously updated, thus adapting to the reality of a constantly evolving sector. It is as much about getting the strategies right now as it is about being able to detect those that will be right in the future.

In the second part different actions with displays are proposed; we will see typologies of them and the different distribution channels. We will propose and investigate possible strategies to minimize the impact left by the displays once the commercial action has ended.

How can we reduce the generated waste?

We will see all the actors involved in these actions, from brands, suppliers, logistics groups, distribution or retail and the final consumer; in order to minimize the environmental impact that the actions produce.

- What is merchandising? History, disambiguation and types.
- Brand study: Who am I? Target customer, product.
- Visual merchandising strategy.
- Seasonal merchandising strategy.
- Merchandising within a fashion retail chain.
- The shop of the future in VM.
- DISPLAYS strategies:
  - DISPLAYS typology and materials.
  - Distribution channels.
  - Logistical improvements to reduce CO2 footprint.
  - Joint productions to optimize costs.
  - Circular economy actions in large scale distribution.
  - The reuse and customization of the DISPLAYS to minimize material consumption.

## **MODULE 11**

### **CREATIVE AND COLLABORATIVE PROCESSES IN RETAIL TRENDS**

To make students aware of the need to implement innovative and sustainable criteria in the design process in general and in retail in particular, emphasizing the competitive advantages of building a sustainable design, which can be on a large scale, and to the incorporation of these criteria in the earliest stages of design, understanding them as core content and not as add-ons or “green-wash” or “social projects.” To this end, a collaborative exercise was developed with different roles and current issues in relation to retail, community and responsible commerce.

- Market trends.
- Strategies and scales in trade/retail actions.
- Towards a committed leadership: roles and discussion tools.
- Creative collaborative structures.
- Project strategies and retail proposals for investors and consumers.

## **MODULE 12**

### **INTEGRAL BRAND PROJECT**

This module reviews the work of the “retail designer” which is not only based on the aesthetics of the point of sale, the design has to encompass other disciplines so that the space offers the customer more than just the sale of a product. The main goal of this module is to completely develop a project for a brand (some past examples like Tous, Nike, Sony, MUJI, Swarovski). Projects with real companies where all the needs of a retail project today are answered; from the user experience to the technical documentation.

## **Lecturers**

**MARC VERDEROL**  
Architect and Consultor Retail

**AMAIA CELAYA ALVAREZ**  
Architect. United Nations Consultant

**RUT MARTIN CABALLERO**  
Architect and Retail Designer

**NATALIA ALONSO**  
Retail lifestyle brands executive in PUIG

**TITO PÉREZ MORA**  
Artist and architect

**MANUEL SANTOLARIA**  
Interior designer and Construction management

**ANTONIO IGLESIAS**  
Window display designer and Creative Director

**DAVID MORROS**  
Director of the Department of Jewelry Projects and Architecture at TOUS

**ANDRES BRAVO**  
Architect and Interior designer

**ÍÑIGO LANZ**  
Merchandising expert in Fashion Retail

**MARTA HARDISSON GUIMERÀ**  
Industrial Designer at Retail Experience

**JORDI BALLESTA**  
Director Anoché Iluminación Arquitectónica

**ELIZABETH DE MORETIN**  
Design Strategies

**ENRIC JAULENT**  
Consultant associated with BSM (Universitat Pompeu Fabra.)

**NURIA WIDMANN**  
Architect and Designer

## MORE INFORMATION

→ [elisava.net](http://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).