

**2014 PAVE Student Design Competition
VISUAL MERCHANDISING CATEGORY**

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**VISUAL MERCHANDISING CHALLENGE
Innovative REI Camp Department experience**

Create a new innovative inspirational Camp department for our current customer while trying to attract active outdoor millennials.

Camp department should contain three Shop-in-Shop experiences. Each of the shops listed below should be different enough from one another while maintaining a solid connection to the overall look and feel of the Camp Department. The use of various heights of fixtures, unique display elements and varied presentation is encouraged. Connection of the camp shop to the commons is encouraged. (see Store Design Challenge)

Camp department to be located in the front of store as the first impression.
Sq footage for entire camp shop is 3500-4000 sq ft.

Create shops in camp:

- Camp Life: Camp food market, camp kitchen, camp stoves and cookware, camp furniture. Needs to include Electronics area: camera's, GPS, binoculars, etc. 1500 sq ft
- Base Camp: Sleeping bags, packs, pads, tents. Camp site set up to be included. Test stations for stoves, backpack fitting area and sleeping pad/test station.
1700 sq. ft.
- Camp Survival: Life safety. Bear spray, bug spray, machetes, etc..
700 sq. ft.

Inspiration stores: Whole Foods, Sur La Table, Hardware stores, Anthropologie, Burton, Poler, Snow Peak

Technology innovation should add value to the customer experience but not detract. How can we leverage the customer's own smart phone? Does the technology solution help them check out, look up products or educate them in any way?

Please refer to the REI Creative Standards Booklet for more information.

PRESENTATION REQUIREMENTS AND FORMAT

- Each entry should be submitted in an **8-1/2 x 11 or 8-1/2 x 14 inch bound booklet**, not to exceed 12 pages (cover page is not included in the page count).
- The design may be hand-drawn, rendered, photographic, and/or computer-generated.
- Students also must submit a copy of their design in PDF format entry on a CD. A PDF version of the booklet is also required.
- The submission should address the general requirements above at a scale and composition determined by the student. A written concept statement limited to two paragraphs must highlight the unique approach to the concept, the rationale for design decisions, material selections, and the demographic for whom the design was made.

GENERAL INFORMATION AND ENTRY REQUIREMENTS

- This competition is open to undergraduate college students only.
- Students may only enter ONE category; either the visual merchandising category or the store design category. The student's name and school name is not to be visible anywhere on the presentation pages or cover.
- Each entry must include an entry form and disclaimer clipped to the back of the entry.
- Each entrant must complete and submit an online copy of the entry form as well.
- Students must also submit a copy of their entry on a CD or DVD in a PDF format with the entry. Please make sure to label the CD, or DVD.
- Students are advised to keep a copy of their entries, as entries will not be returned.
- All questions should be directed to pave@paveinfo.org

Entries must be received by 5:00 p.m. Pacific time on Wednesday, Oct. 29, 2014.

Send Entries to:

REI
PAVE Entries Attn: Elizabeth Dowd
6750 S. 228th Street
Kent, WA 98032