

THE DESIGN MUSEUM SHOP

THE PRODUCTS

- Investigate the products and designers stocked at The Design Museum shops, do they have any similarities or shared values?

- Which words would you associate with Design Museum Shops?

DESCRIBE THE SHOP

- Can you think of any gift/book/furniture shops that are very different to The Design Museum Shops? Explain why they are different.

DESCRIBE THE DIFFERENCE

- Can you imagine products that wouldn't work well in the Design Museum Shops? Consider how they are produced and the materials used.

WHAT WOULDN'T WORK

- Look at the shop offering through the eyes of the audiences outlined in the Design Ventura brief. Do you think all audiences are equally catered for? Are there any gaps?

AUDIENCES