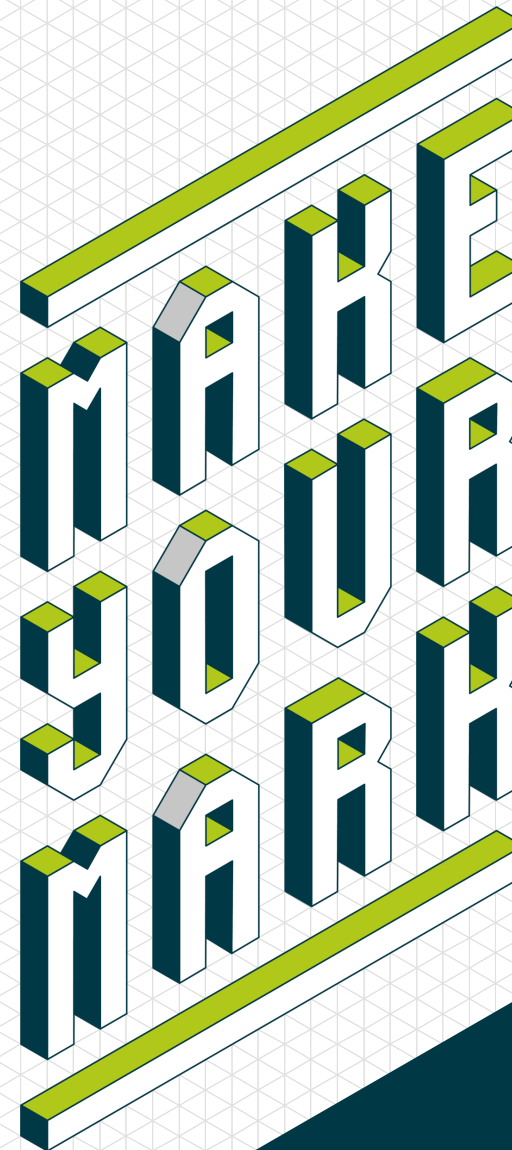




**DESIGN  
VENTURA**  
2022–23

# Design Ventura 2022-23

## Design Museum Shop



the  
**DESIGN  
MUSEUM**

+

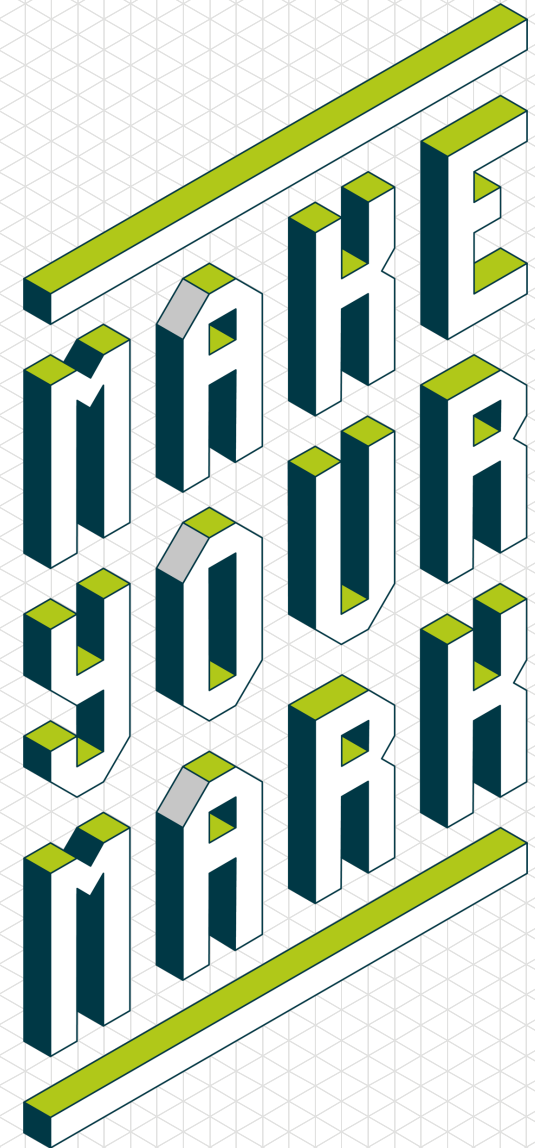
**BORN TO BE**  
The Deutsche Bank youth  
engagement programme



# Design Ventura 2022-23

In this presentation you will find out about:

- Where is the Design Museum Shop?
- What is sold in the Design Museum Shop?
- What does the branding and packaging for the Design Museum's own products look like?
- Who buys things from the Design Museum Shop?  
What is the audience or target market?



# **Design Museum Shop**

## Where is the Design Museum Shop?



# Design Museum Shop Location

## Kensington, London

There are three shops at the Design Museum, which is located in Kensington, West London:

1. the first shop is on High Street Kensington.
2. the second shop is in the atrium on the ground floor as you enter the museum.
3. the third shop at the exit to the ground floor exhibition

The Design Museum Shop is also found online  
<http://designmuseumshop.com>



# **Design Museum Shop**

## What is sold in the shop?



# Design Museum Shop Products

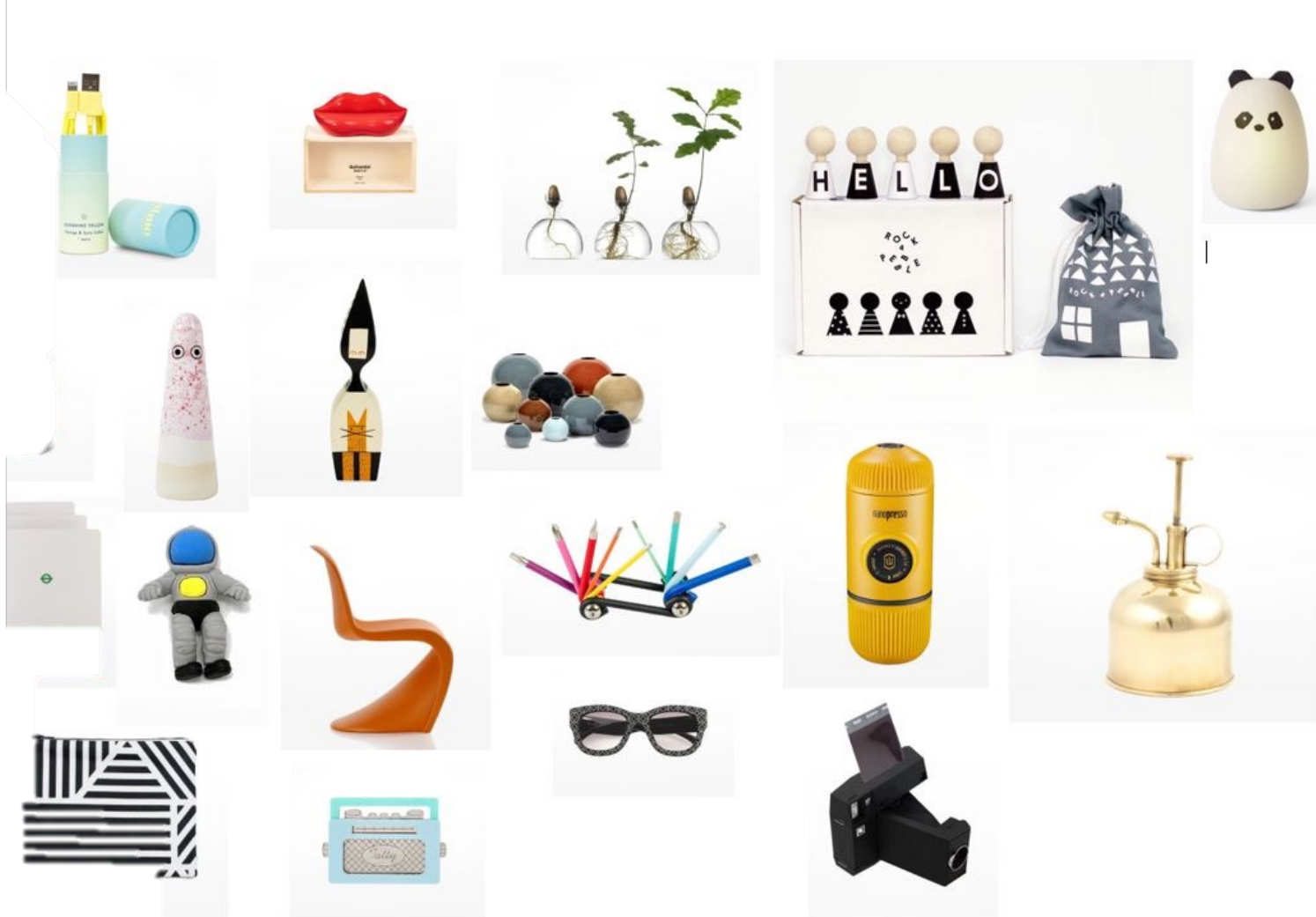
## The Design Museum Shop sells:

- Exhibition merchandise  
(See [designmuseum.org](https://designmuseum.org) for current exhibitions)
- Furniture and homewares
- Clothing and accessories
- Toys and games
- Books
- Technology
- Gifts



# Design Museum Shop

## Interesting Products



# Design Museum Shop

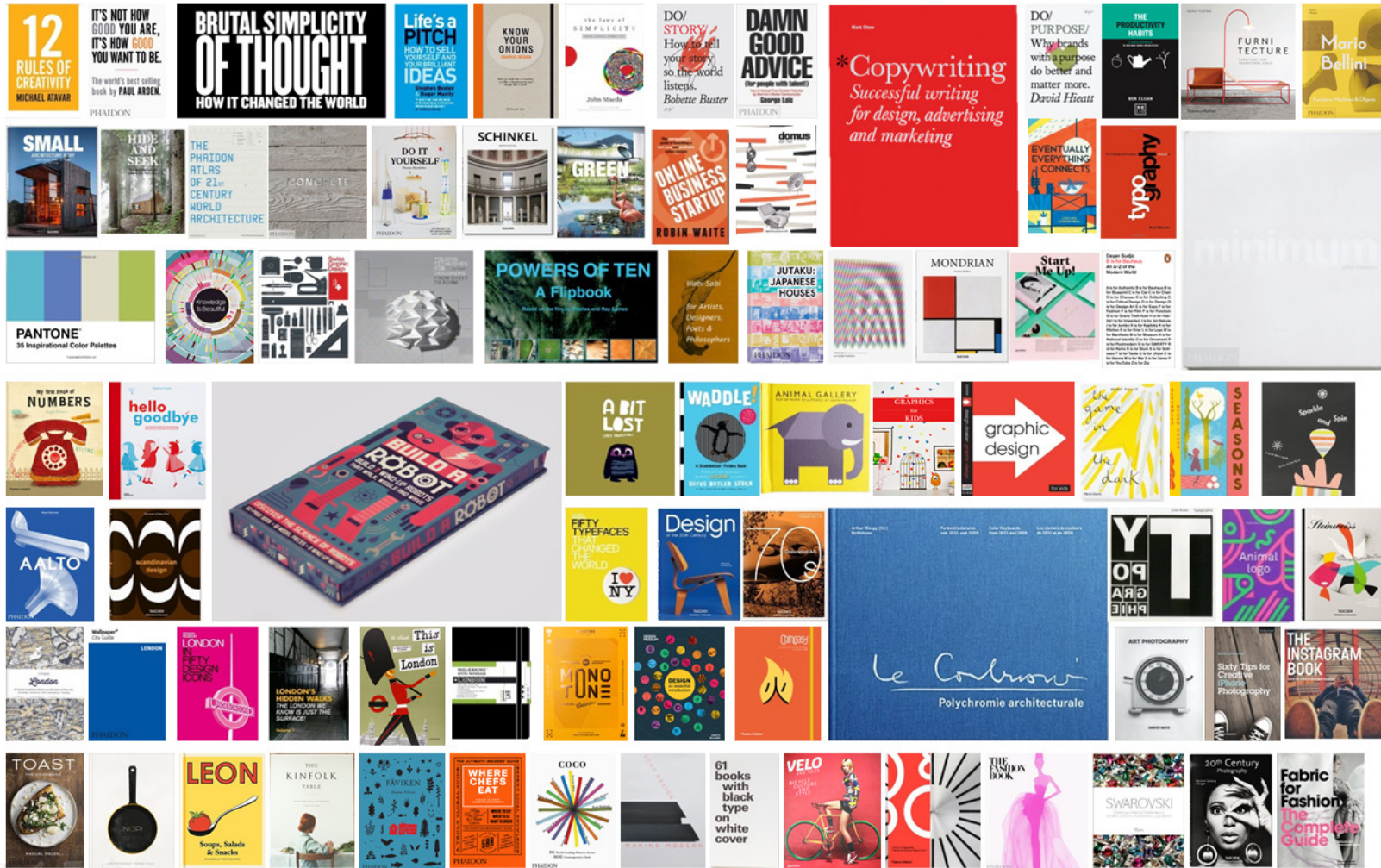
## Interesting Products





# Design Museum Shop

## Books

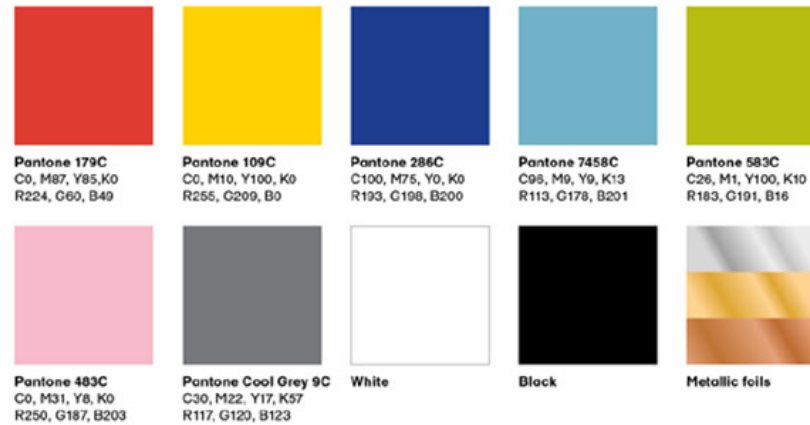


## Design Museum Shop

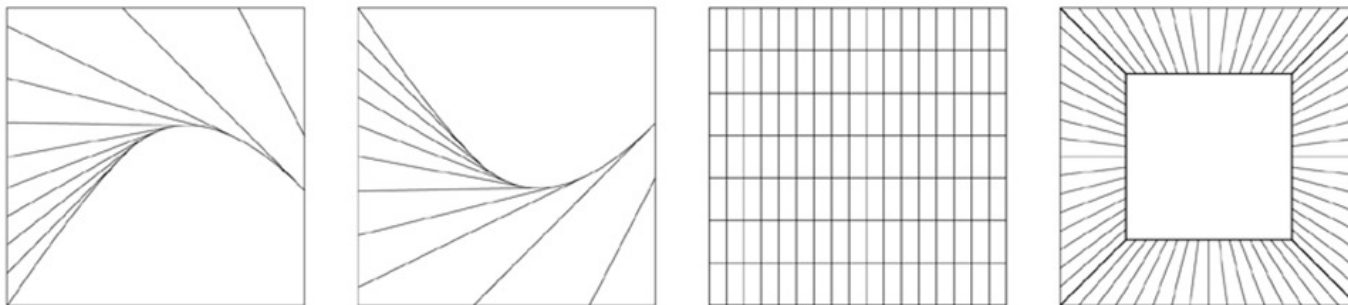
What does the branding and packaging  
for the museum's  
own products look like?

# Design Museum Shop

## Own Brand Packaging and Branding



Colour palette



Shapes inspired by the architecture of the building





## **Design Museum Shop**

Who will buy things in the museum shop? What is the target audience?

# Design Museum Shop Location

The Design Museum Shop audiences tend to fit into one or more of the following categories:

- Tourists and UK visitors
- Exhibition goers
- Design professionals / design enthusiasts
- School groups and design students
- Families and children
- Locals and regulars



# 1. TOURISTS AND UK VISITORS

Tourist / design enthusiast from abroad

## Example Profile

- Jamal
- 27 years old



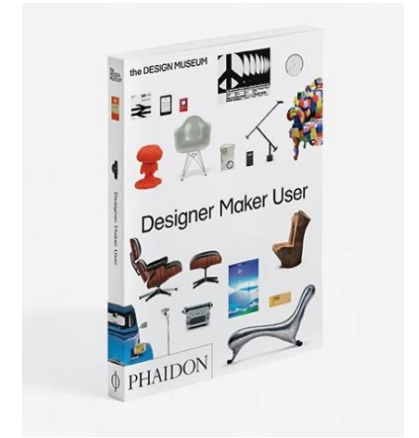
Jamal is visiting London for the first time. The museum is on his list of things he wants to visit whilst he is in London.

- **Estimated section of the shop's customers: Around 1/3 of audience**

Tourists spend time in the shop after visiting exhibitions to get souvenirs or gifts to take back home.

## Products they might buy:

- Souvenirs of Design Museum / London / UK
- Products to use whilst travelling
- Gifts
- Guide books/reading books



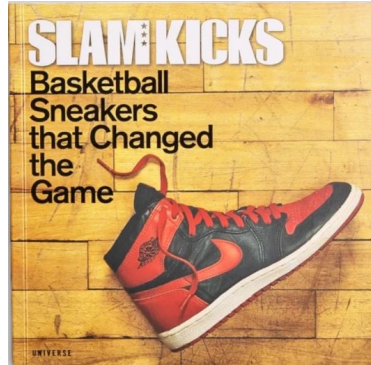


## 2. EXHIBITION GOERS

London must do / culture enthusiast

### Example Profile

- Steph
- 39 years old



Steph visits museums and galleries often. She is a culture enthusiast. She particularly likes urban culture, retro fashion and basketball. She has come to the Design Museum to see its [Sneakers Unboxed](#) exhibition.

- **Estimated section of the shop's customers: Around 1/5 of audience**

Regularly attends exhibitions and events, interested in new and exciting products. Will often have a museum membership.

### Products they might buy:

- Exhibition catalogues and souvenirs
- Innovative, original products
- Books
- Gifts
- Quirky or unique designs
- Technology



## 2. DESIGN PROFESSIONALS

### Enthusiastic about design

#### Example Profile

- Kai
- 48 years old



Kai is a graphic designer. They often visit the design museum and like to have well designed products and well known brands in their home.

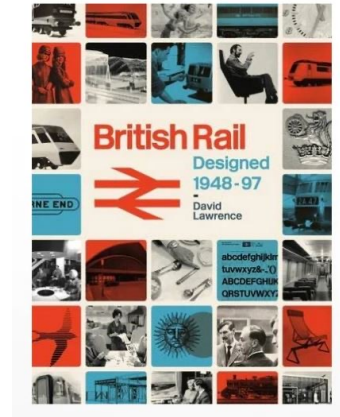
- **Estimated section of the shop's customers: Around 1/5 of audience**



Design professionals know what they want and are prepared to spend larger amounts of money. Likely to purchase Design Classics.

#### Products they might buy:

- Homewares
- Design Classics
- Decorative items
- Coffee table books
- Technology



## 2. YOUNGER AUDIENCES AND DESIGN STUDENTS

### Pre-booked learning groups

#### Example Profile

- Sam and Sai



Sam and Sai are brother and sister, they love seeing new things and like colour. They have £10 each to spend and want to take away fun creative items to remind them of their school trip to the museum.

- Estimated section of the shop's customers: **Around 1/10 of audience**



Younger Audiences and Design students tend to buy smaller pocket money priced items.

#### Products they might buy:

- Postcards
- Stationery
- Badges
- Kits
- Books – info or 'how to'





## 2. FAMILIES AND CHILDREN

### Pre-booked family events

#### Example Profile

- Raymond and Yvonne



Raymond and Yvonne are parents. They have brought their child to the museum to take part in the learning activities.

They like things that are well designed, fun, educational and will keep their child occupied.

- **Estimated section of the shop's customers: Around 1/10 of audience**

Parents will usually buy treats for their children and also take the opportunity to buy gifts for friends and family.

#### Products they might buy:

- Children's' books and magazines
- Toys and games
- Kits / materials
- Gifts and presents



## 2. LOCALS AND REGULARS

### Pop in shoppers

#### Example Profile

- Elena



Elena lives in Notting Hill, so she lives locally to the Design Museum. She regularly pops into the shop to buy gifts for her friends as they tend to be a little more unique than the rest of the high street.

- **Estimated section of the shop's customers:**  
**Around 1/10 of the audience**

Will pop by the museum even if its just to look and browse around the shop to check out new products.

#### Products they might buy:

- Gifts
- Cards
- Smaller items for the home



# Design Museum Shop Online

Continue your research by visiting  
[designmuseumshop.com](https://designmuseumshop.com)



The Design Museum Online Shop is open

MENU

the DESIGN MUSEUM shop

Sign in or create an account

1

Search

NEW EXCLUSIVE ALL PRODUCTS READ▼ WEAR▼ LIVE▼ WORK▼ PLAY▼ EAT & DRINK▼ EXHIBITIONS▼ GIFTS▼ SALE

Home » All Products | Design Museum Shop

## All Products

Shop By Price

- ☐ Under £10
- ☐ £10 - £20
- ☐ £20 - £40
- ☐ £40 - £75
- ☐ £75 - £100
- ☐ £100+

Shop By Room

Sort by: Featured Show: 12

Three product images are displayed in a row. The first image is a blue and green abstract design featuring a circular object and various geometric shapes. The second image is a yellow and orange abstract design featuring a grid of small squares and a central circular element. The third image is a white abstract design featuring a grid of small squares and a central circular element.



## Getting in touch

### Email

[ventura@designmuseum.org](mailto:ventura@designmuseum.org)

Stay up to date

Twitter [@DesignVentura](https://twitter.com/DesignVentura)

Instagram [@design\\_ventura](https://www.instagram.com/design_ventura)

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