



# RETAIL MISSION

There are six key missions for the retail operation (Retail Strategy 2014-19):

1. **Build an excellent reputation** - Be recognised internationally as THE Design Museum shop – both at the museum and online
2. **Promote the value of design** - Sell a range of merchandise that helps ‘everyone to understand the value of design’
3. **Support the exhibitions** - Reflect the exhibitions, collection and museum programmes through the merchandise ranges
4. **Provide excellent customer service** - Provide five star customer service as part of the integrated ‘one team’ front of house approach
5. **Deliver profits to support the museum** - Operate systems and business processes to enable the delivery of a profitable retail business for the Design Museum
6. **Have beautiful visual merchandising** - Reflect the museum’s ethos by curating beautiful merchandising displays.

**DESIGN  
MUSEUM**

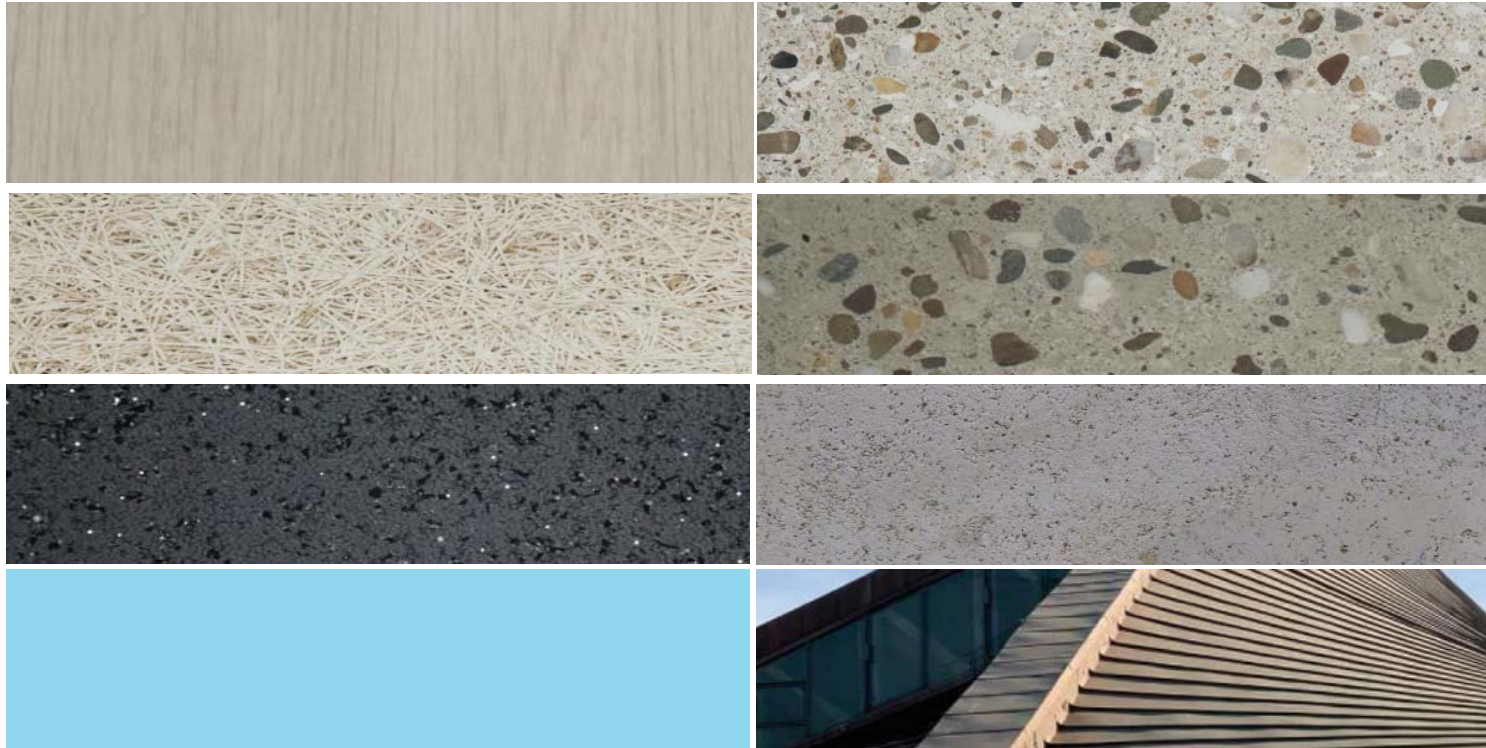
**COMMONWEALTH  
TRAIL**





# DESIGN MUSEUM KENSINGTON

## MATERIAL SWATCHES AND COLOURS



1. Oak
2. Ceiling
3. Rubber flooring
4. Glass windows CMYK 40 / 0 / 4 / 0
5. & 6. Terrazzo flooring
7. Concrete
8. Copper roof

# INSPIRED BY THE FORMER COMMONWEALTH INSTITUTE

- Range relating to the Former Commonwealth Trail including the building, its materials, history and the commonwealth countries.
- 11 plaques in the museum with an image and interpretation as markers of significant Commonwealth Institute items, material or views.
- Range to include publications, print, postcards from original & new photography or drawings, designer product & bought in items.



Postcards from Commonwealth Institute records.

# FORMER COMMONWEALTH INSTITUTE TRAIL MARKERS

1. Flag poles and piazza
2. Building from long view
3. Garden
4. Foyer
5. Stained glass windows
6. World map
7. Plaster
8. Plaque
9. Marble
10. Dias
11. Roof



Postcards from Commonwealth Institute records.



Architectural drawing from Pawson

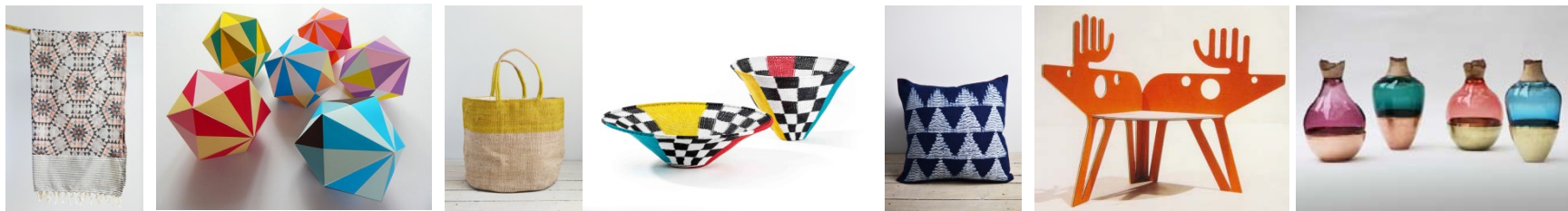


# PRODUCTS INSPIRED BY THE FORMER COMMONWEALTH INSTITUTE

Publications plus Design Museum Phaidon publishing partnership



Buy in from International designers



Designer product inspired by the former Commonwealth Institute building.



**DESIGN  
MUSEUM**

**RETAIL FIT OUT  
DESIGN**



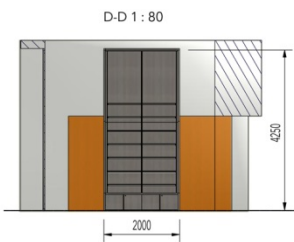
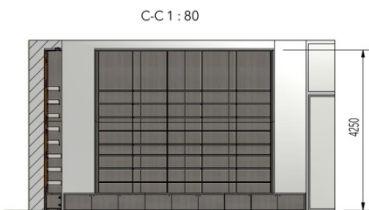
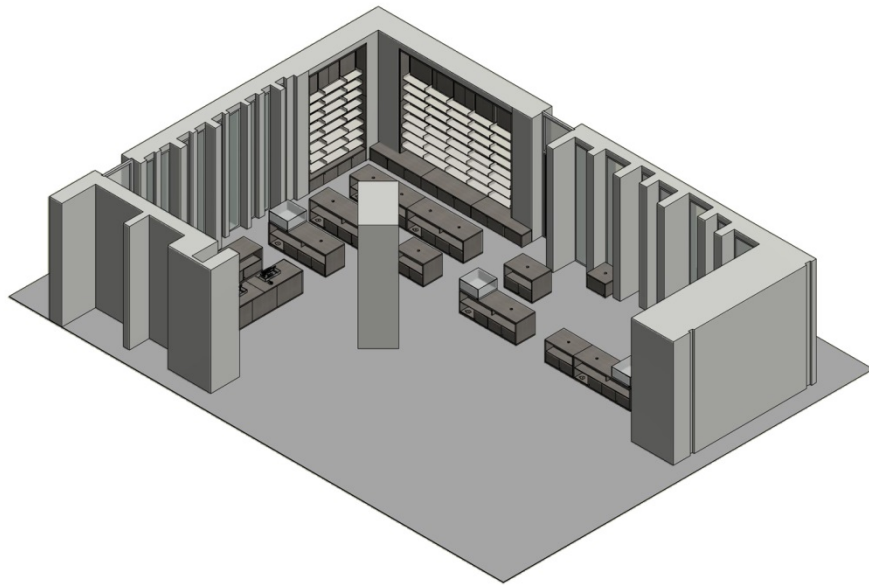
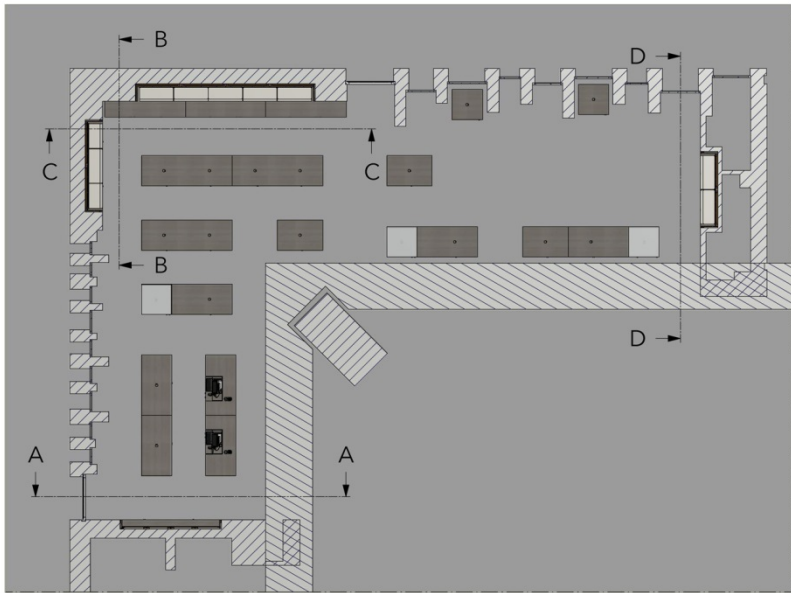
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A-A 1 : 70

## DIMENSIONS TO BE CHECKED ON SITE BEFORE MANUFACTURE

2	P3 - Plinth	DM-0001-8	9						
1	Storage Room Door Cladding	DM-0001-23	8						
1	Over Door Cladding	DM-0001-22	7						
2	C1 Glass Case	DM-0001-1	6						
3	P2 - Plinth	DM-0001-7	5						
2	G1 - Gondola	DM-0001-1-1	4						
1	Counter OI	DM-0001-20	3						
1	Elevation 1 - High Street Shop	DM-0001-19	2						
1	Elevation 2 - High Street Shop	DM-0001-18	1						
Place	Description / Description	Drawing / Mch/Mc	Pos	Material	DIN/VEN	Remark	Date	Index	Sheet
D	In P1 and In P3 removed			Romer_U		14/04/2016			
C	Plinth changed			Romer_U		26/04/2016			
B	Units updated / part list added			Romer_U		22/03/2016			
CHANGE	REV	DESCRIPTION	DATE	DRWN	DATE				
Used by	Date	Name	First used for	N/A	Foreign designation	Former	Index	Sheet	
Designed	18/02/2016	Romer_U	Free Dim. Tol.	Main Scale	Development No.				
Released			ISO 2768-mK						
In Change									
Description				High Street Store with Equipment			Replacement for		
Project Customer				www.vitra.com			2 D 1		
							<b>vitra.</b>		

# ATRIUM SHOP



2	Gondola - G1 Special	DAM-0001-27	10		
1	Wall A - Elevation 5 - Atrium Shop	DAM-0001-15	9		
3	G1 Class Case	DAM-0001-1	8		
2	P1 - Plinth	DAM-0001-4	7		
3	G2 - Gondola	DAM-0001-2	6		
1	Wall C - Elevation 2 - Atrium Shop	DAM-0001-26	5		
1	Wall D - Elevation 4 - Atrium Shop	DAM-0001-25	4		
1	Wall B - Elevation 1 - Atrium Shop	DAM-0001-24	3		
6	G1 - Gondola	DAM-0001-1-1	2		
1	Counter 01	DAM-0001-20	1		

Part	Designation/Description	Drawing/Mark	Pos	Material	DN/EN	Remark
Used by		First used		Foreign designation	Format	Index
	Date	Name	Weight/kg	N/A	Development No.	
Designed	22/03/2016	Rimmer_U	Free Dim. Tol.	Main Scale		2 A
Released			ISO 2768-mK	1:80		
In Change					Replacement for	

Atrium Store with Equipment

Project	6DS
Customer	

www.vitra.com

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