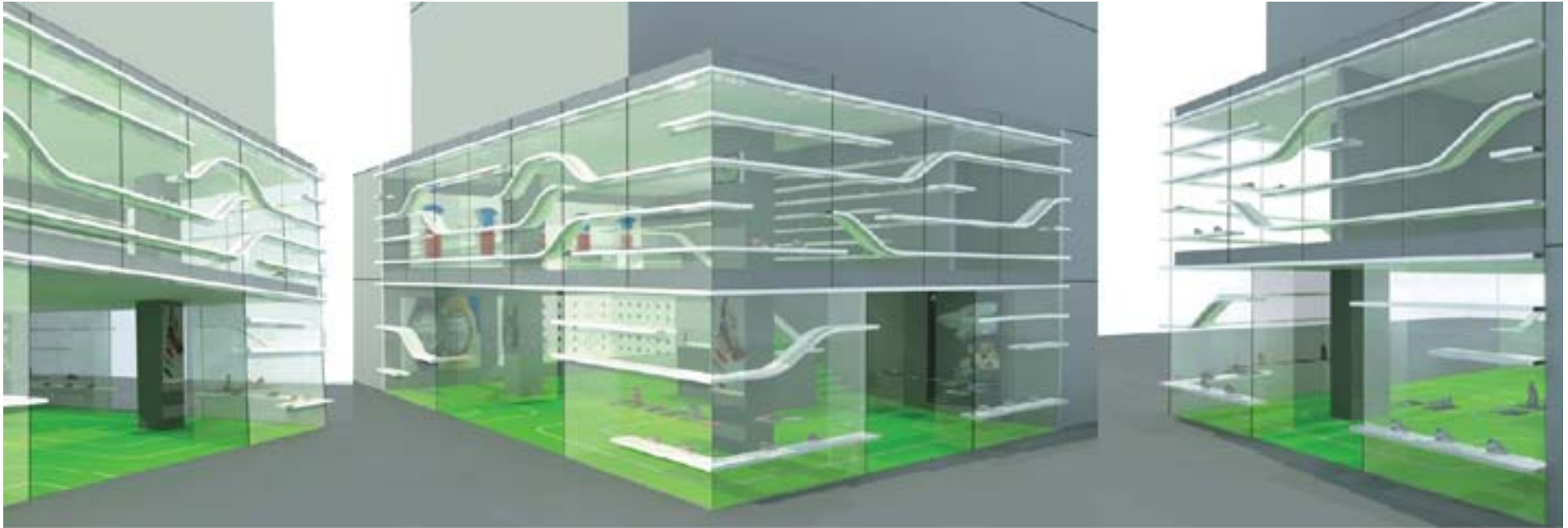


RUNAWAY

embodying the running experience in the shopping process



This project is based around three topics: an investigation into the shopping function as an interaction between emotional experience, strategy and adaptation to specific factors: the growing influence of other design disciplines in this area and their influence on architecture; **design of a shop interior**, especially significant elements (display window, façade).

Basis for this project are the analysis of a product, the target group at which it is aimed, the development of a concept with, where appropriate, a commercial and visual strategy, and the elaboration in small-scale detail (1:5 or 1:1, list of materials, lighting). An everyday product - **the running shoe** - is selected, providing scope for a wide-ranging intervention.

Runaway is a retail design embodying the running experience in the shopping process, which is reflected in the shop's layout and its façade.

The concept of **movement is translated into fluent lines** in the façade guiding the passing public inwards. The visitor is invited by showcases of the latest developments in **running shoe technology**. Once inside, new shoes can be tested and the performance can be reviewed in the store on the indoor track, which also guides the customer through the building. High tech materials like the tartan floors together with professional equipment give the customer the **full athlete experience**.



project assignment

http://www.studiegids.tudelft.nl/a101_displayCourse.do?course_id=758



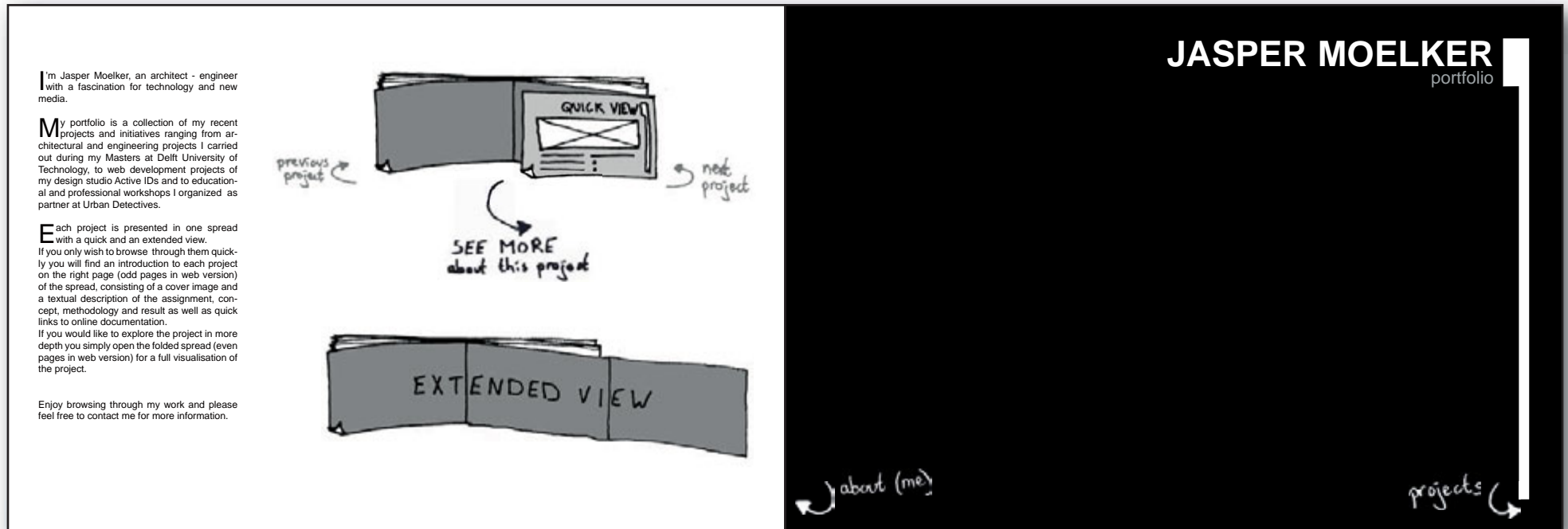
competition poster

<http://www.slideshare.net/jbmoelker/runaway-presentation>

more ↩

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this project is part of Portfolio Jasper Moelker



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