



interior/lighting/artworks



Rootsmart Supermarket

Concept Scheme

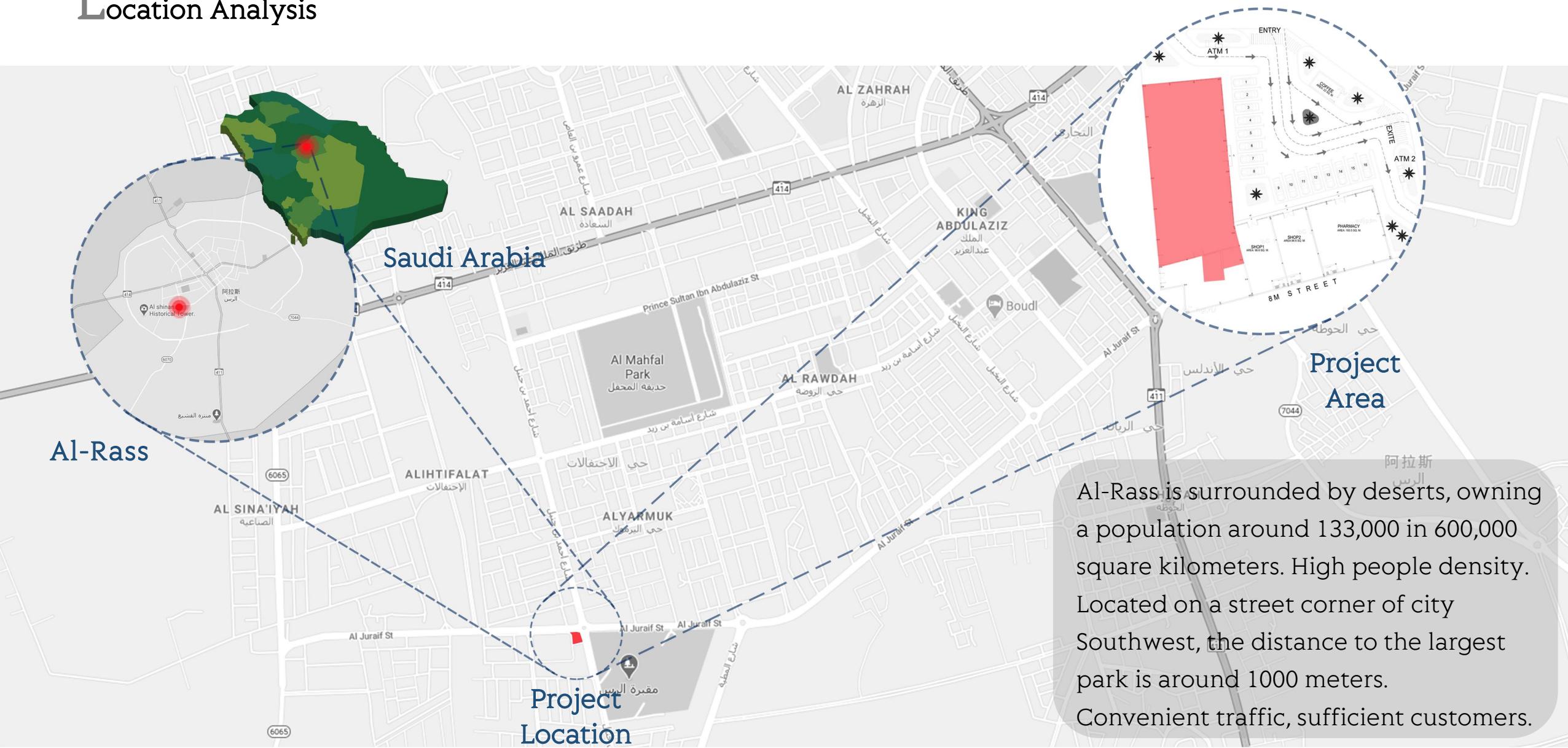
DREAMS DESIGN

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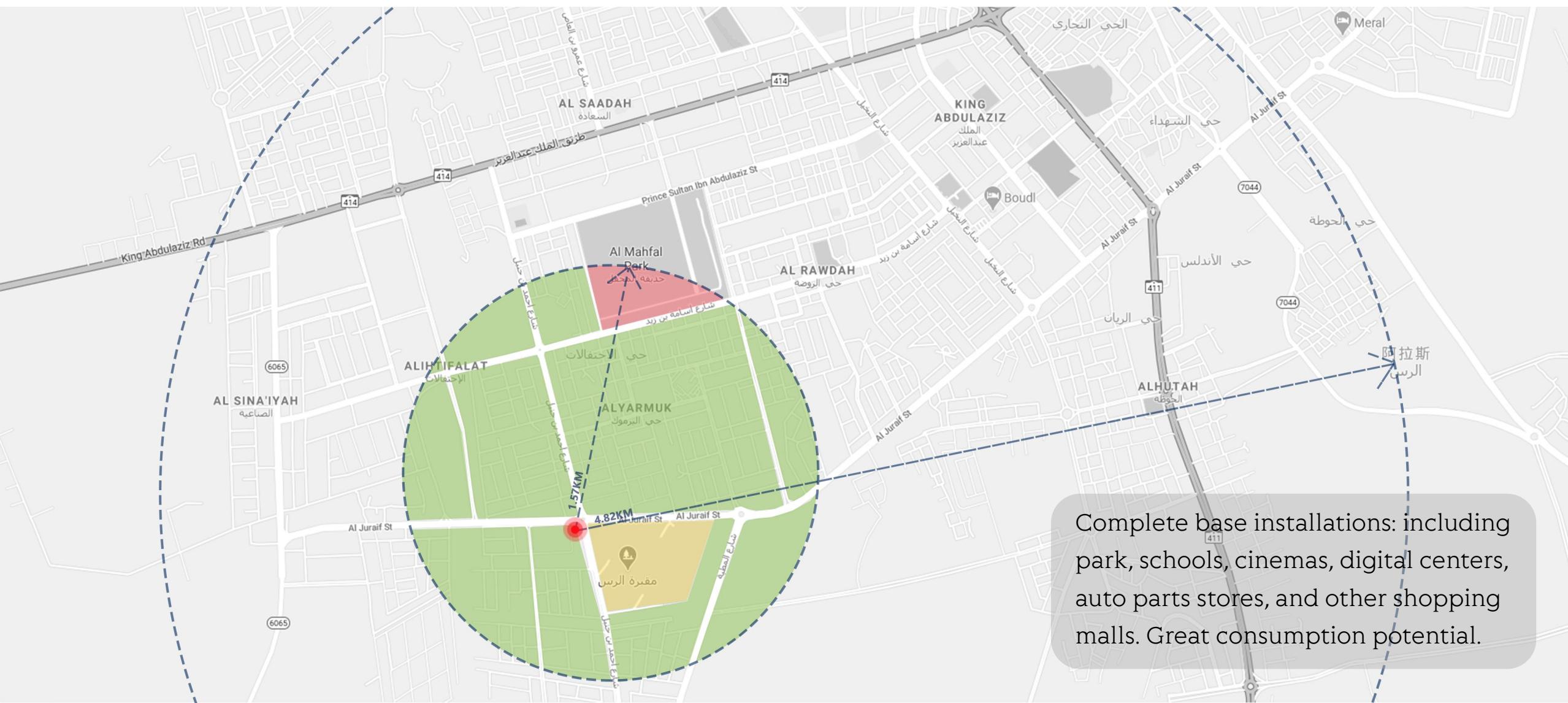
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Location Analysis

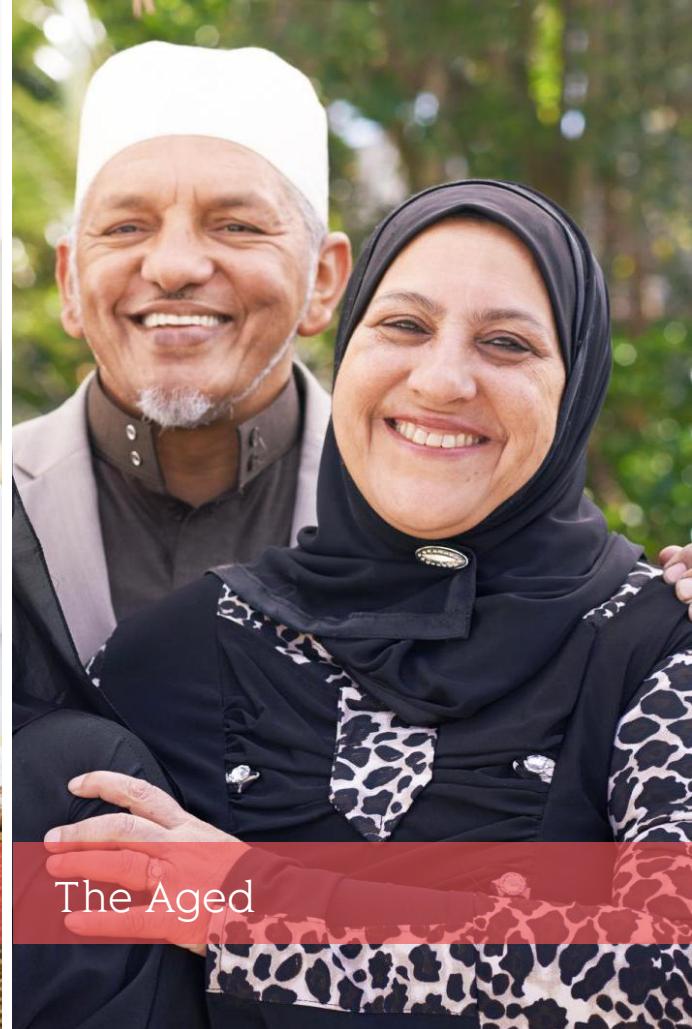
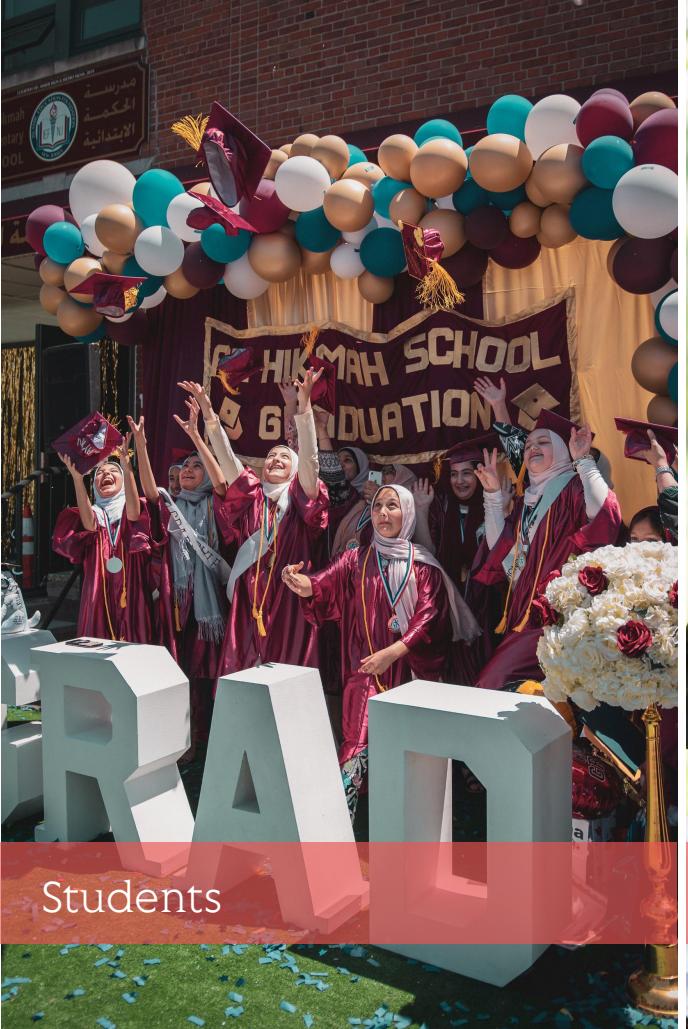


Radiation Circle of Consumption



Complete base installations: including park, schools, cinemas, digital centers, auto parts stores, and other shopping malls. Great consumption potential.

Customer Positioning



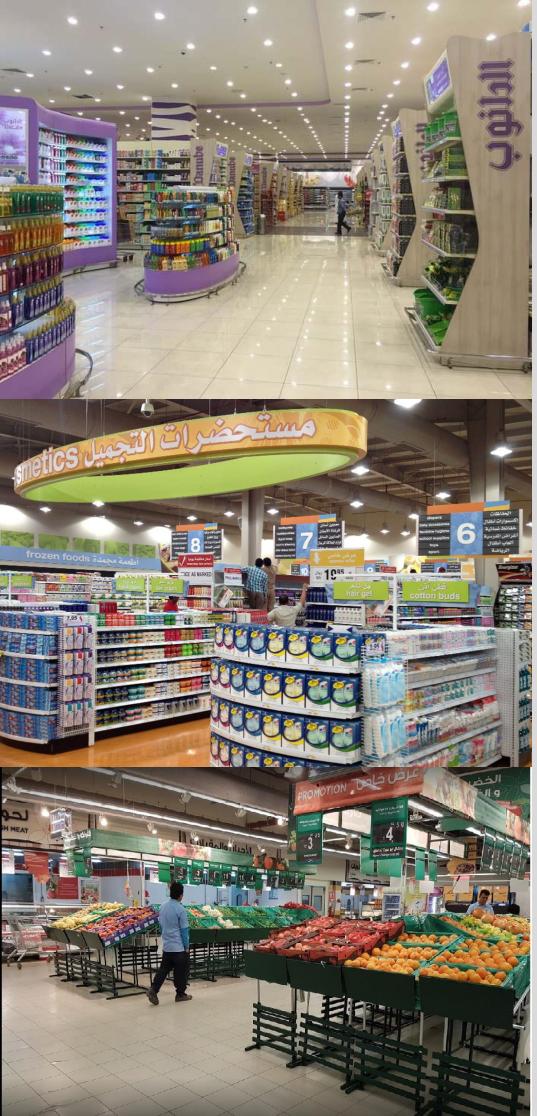
Radiation Circle of Consumption

Located in middle area of Saudi Arabia, belonging to the zone of tropical desert climate. The temperature in the Winter is about -3°C to 21°C, and up to 39°C to 50°C in the Summer.



Being dry is the annual theme, people expect more green and vitality, just like the **oasis**.

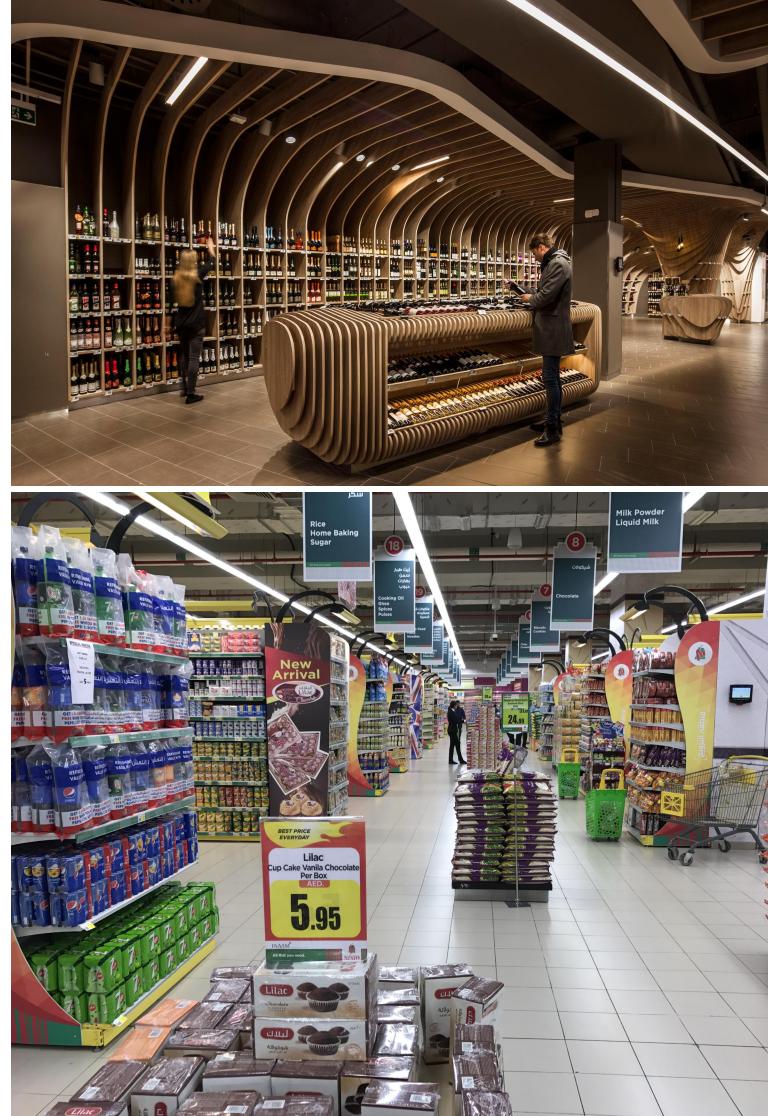
Competition Analysis



*Danube Supermarket
& Tamimi Markets
& Panda Supermarket*

Advantage: Unified color control, succeed in brand identification.

Disadvantage: Lack of lighting design, hard to excite consuming desires.



SPAR Supermarket

Advantage: Unified design in brand and lightings, easier on consumption.

Disadvantage: Lack of intelligentization, not yet on the era frontier.



Panda Supermarket

Advantage: Not found.

Disadvantage: Mess routes, and lack of color / lighting control.

Brand Impression



Visual Modelling

Basket + Roots

Brand Meaning

The development of the supermarket is like a growing sapling, taking root in the daily lives and growing up. It meets the daily needs of community residents through the fresh goods and meticulous shopping experience.

First Impression

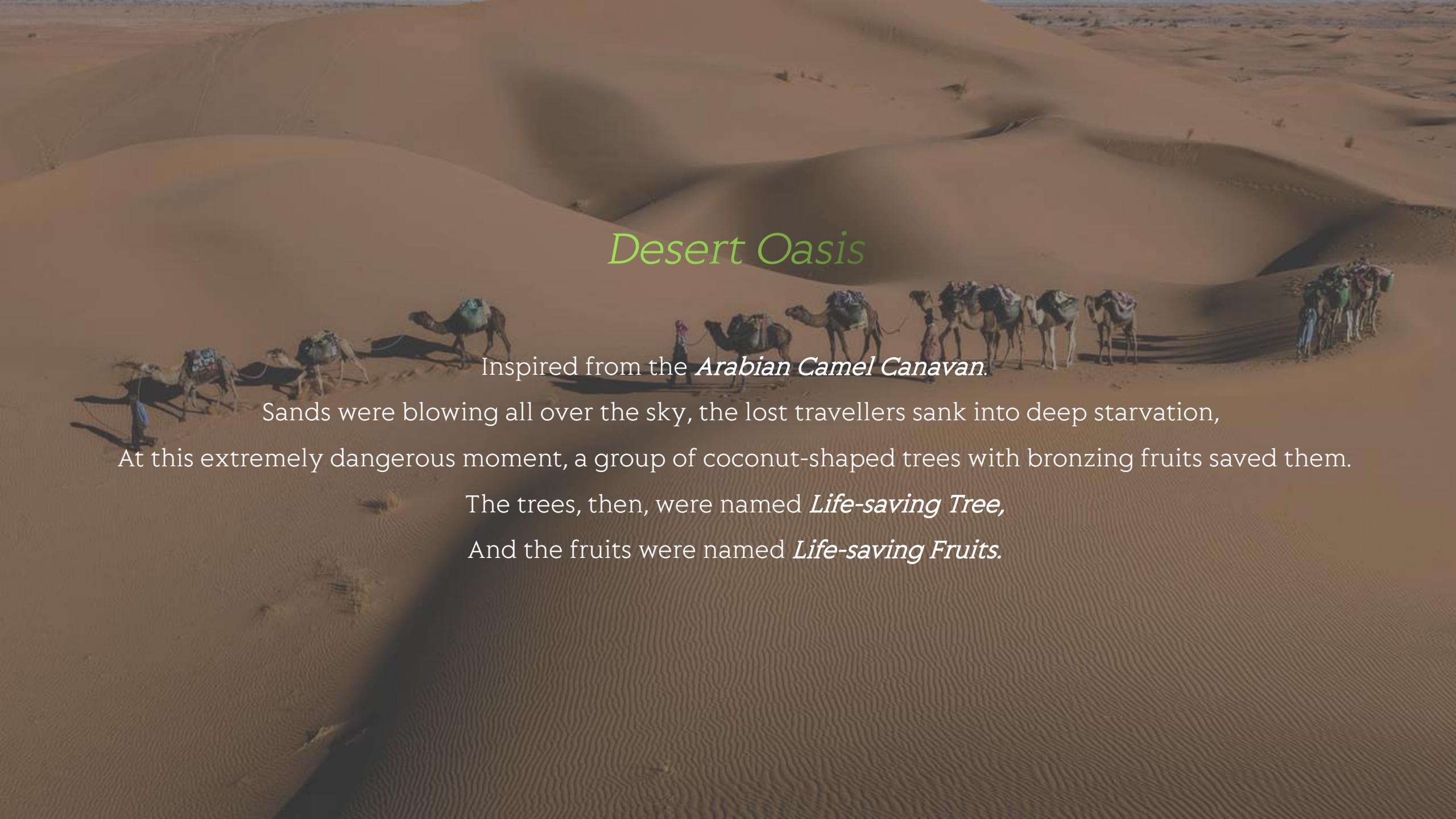
The first glance of the logo noted us a similarity to a tiger, and reminded an Arabic proverb: *Be as brave as a tiger to your enemies and as sweet as dates to your friends.*

كن شجاعا النمر مثل الأعدائك وحلو التمر لأصدقائك

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Desert Oasis

Inspired from the *Arabian Camel Canavan*.

Sands were blowing all over the sky, the lost travellers sank into deep starvation,
At this extremely dangerous moment, a group of coconut-shaped trees with bronzing fruits saved them.

The trees, then, were named *Life-saving Tree*,
And the fruits were named *Life-saving Fruits*.

Design Vision



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Design Aim

To fabricate the first modern supermarket which integrates *art, natural environment and intelligent technology* in Al-Rass City.

Element Extraction



Desert Oasis



Yellow Sands



Date Palms

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Source from **Elements**:

Desert Oasis



Yellow Sands



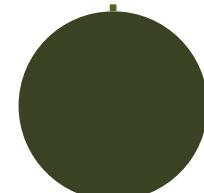
Date Palms



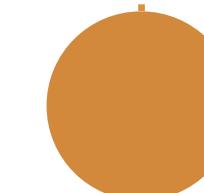
Source from **Colors**:

VI Color:

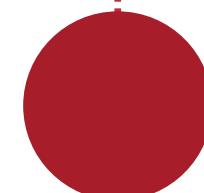
Color Changes in Date
Palm Tree's Growing



Sapling



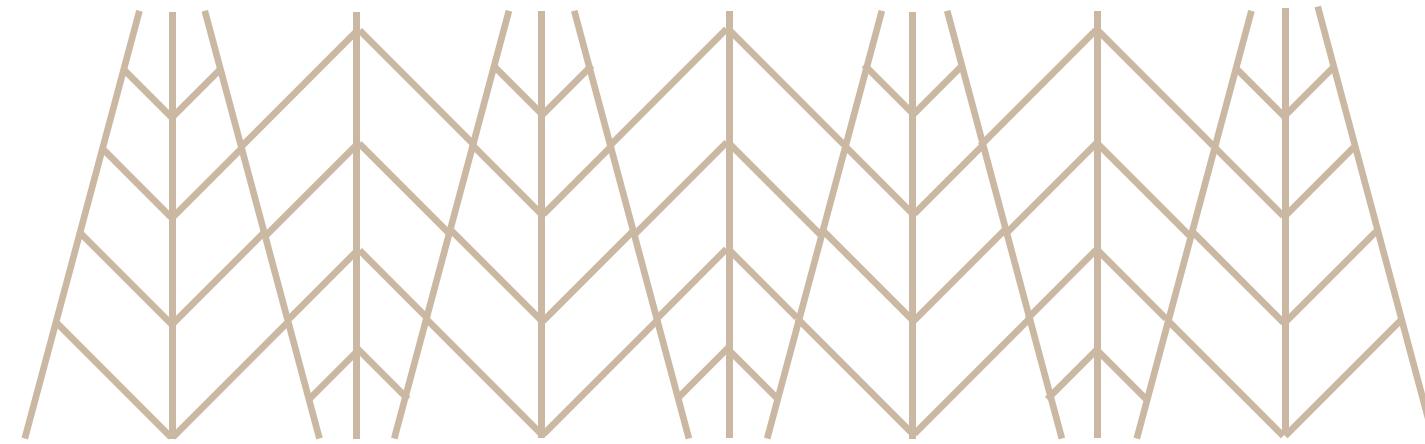
Growing



Mature

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Pattern Abstraction



The Desert Oasis is not only the carrier of commodities, but the communication method of communities.

The \ shape which is abstracted from date palm tree's leaf, ranks and copies to form the original pattern of space.

Afterwards, we deconstruct and reorganize the original pattern to shape the display method and combination way of racks.

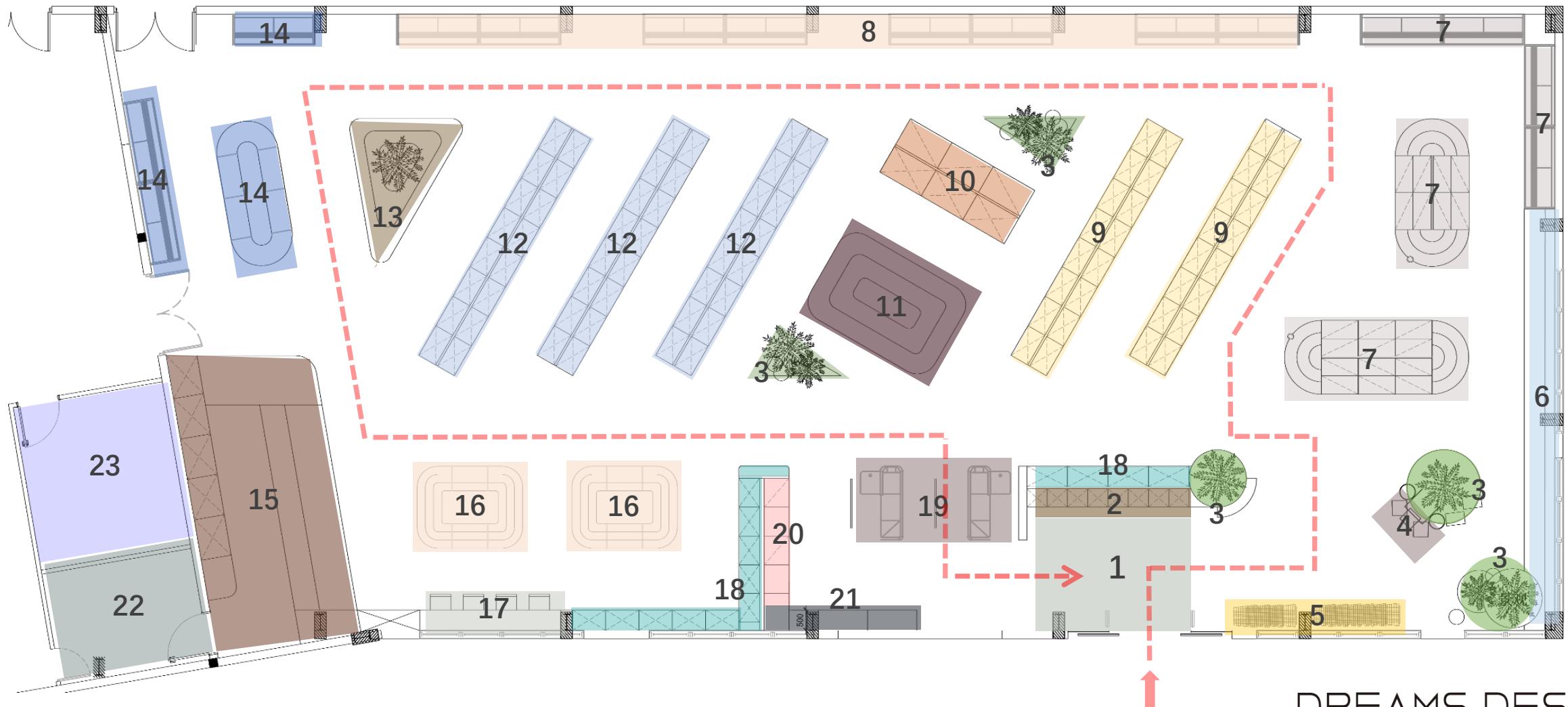
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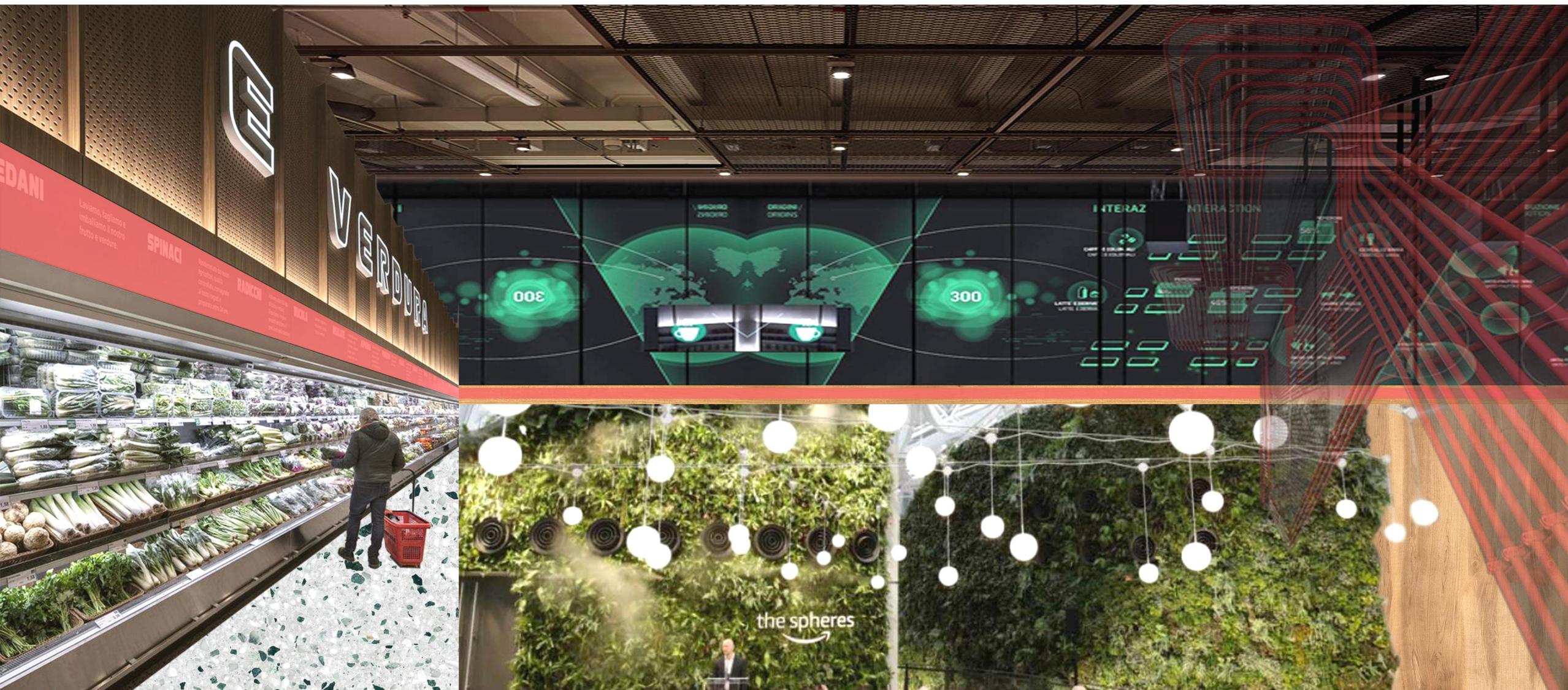
Layout Planning

- | | | | | | | | |
|----------------|---------------------|-----------------|---------------|-----------|-------------------|--------------------|------------|
| 1. Entrance | 4. Main Produce | 7. Vege & Fruit | 10. Bulk | 13. Deli | 16. Cake/Cheese | 19. Check Out | 23. Bakery |
| 2. Bag Storage | 5. Trolley | 8. Daily | 11. Promo | 14. Raw | 17. Dining Area | 21. Self-check Out | 24. Vege |
| 3. Landscape | 6. Vege cultivation | 9. Snacks | 12. Houseware | 15. Bread | 18. Pending Shelf | 22. Packing | Processing |



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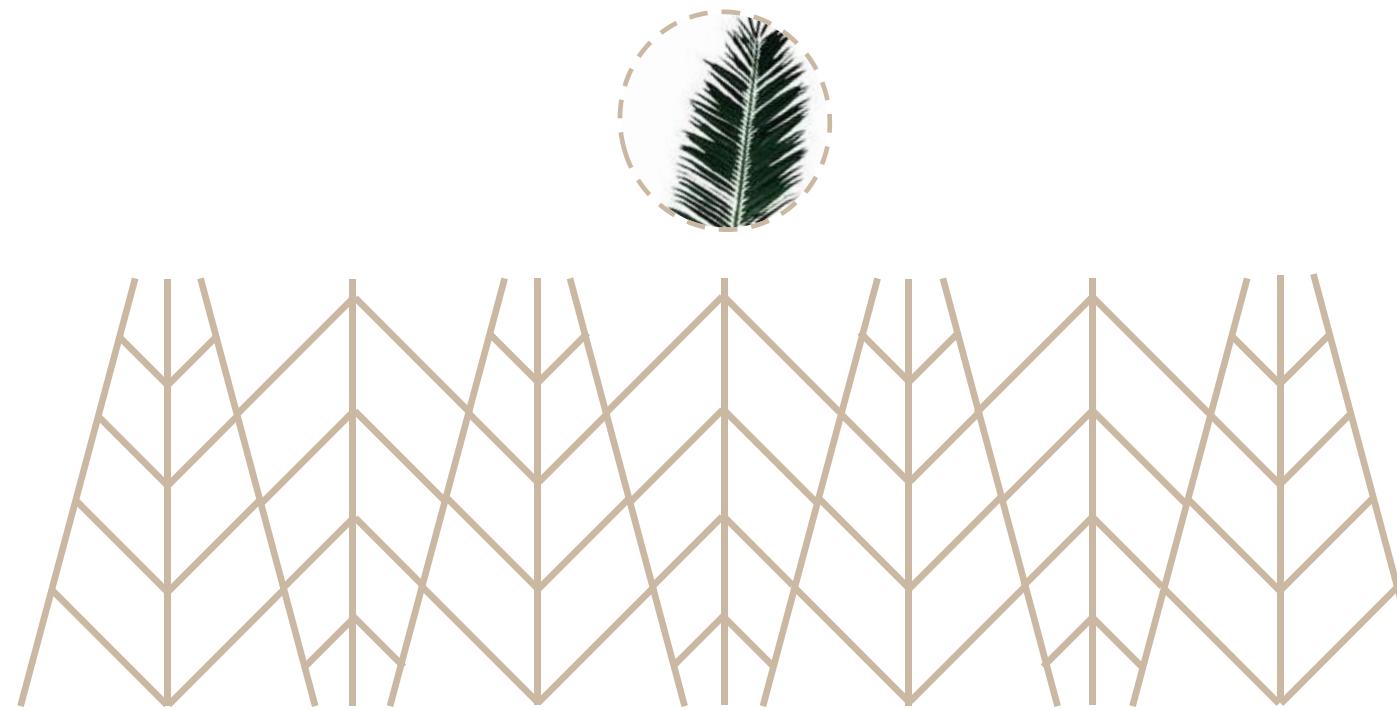
Definition of Space Style



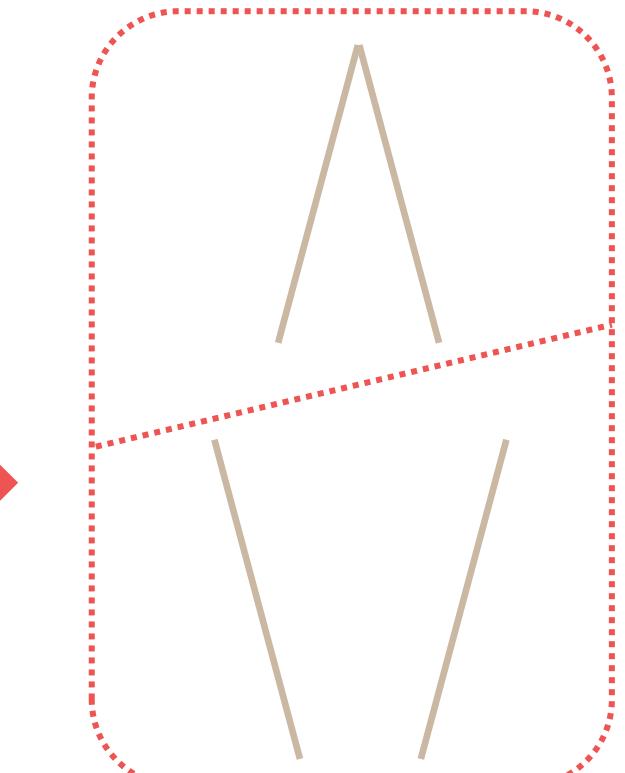
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Entrance Concept

The entrance with brand colors is just like the taste of a mature data palm, sweet as honey. Idea of Rootsmart starts to plant in customer's hearts, then flows and runs like a river, finally inherits eternally.



Element Abstraction



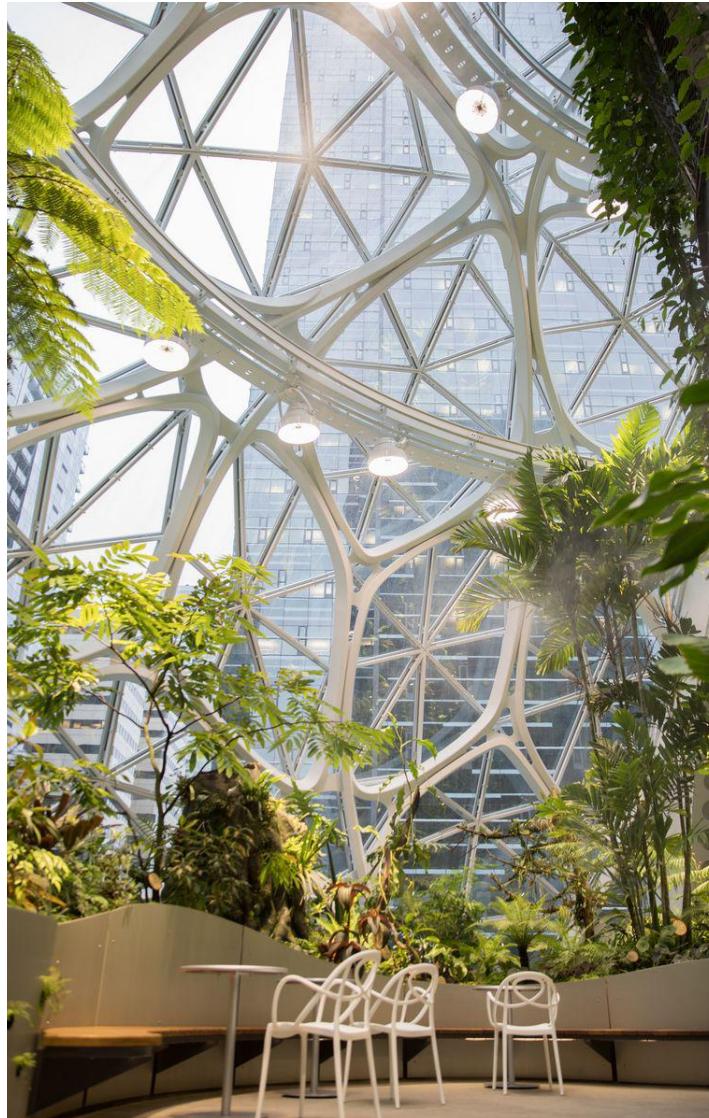
Simplify & Reform

Entrance Hint



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Entrance Garden & Punch Area Hint



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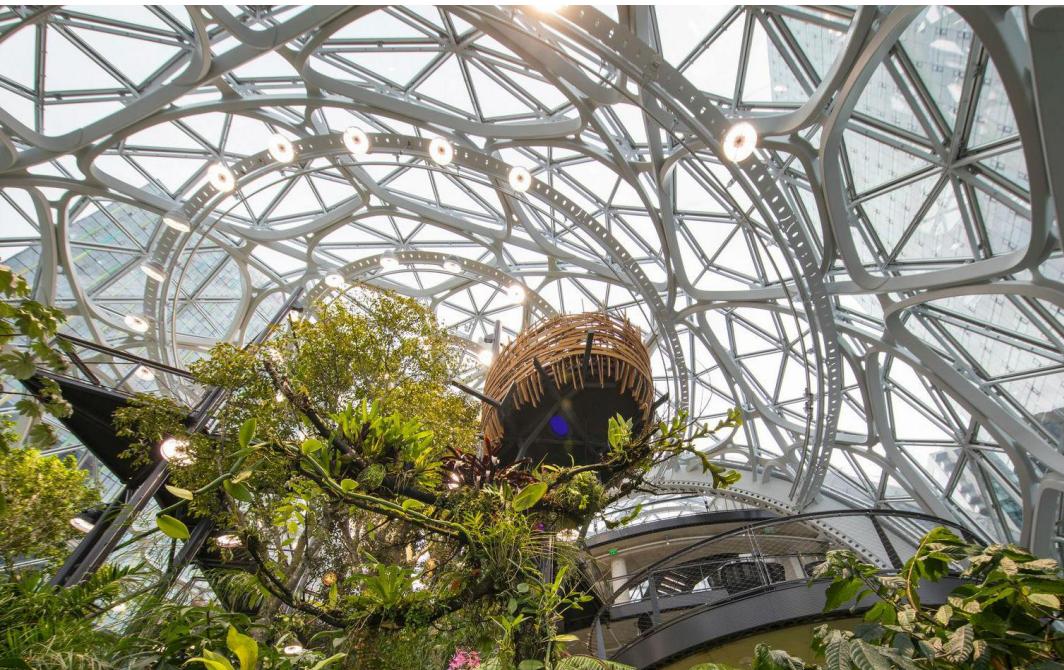
Interior Climate Regulation System

Temperature + Humidity + Lighting + Oxygen Content + Micro Environment

Assembling the systems of constant temperature, constant humidity, constant oxygen fresh air and constant cleaning, the four-season environment will keep in a steady and body-friendly temperature.

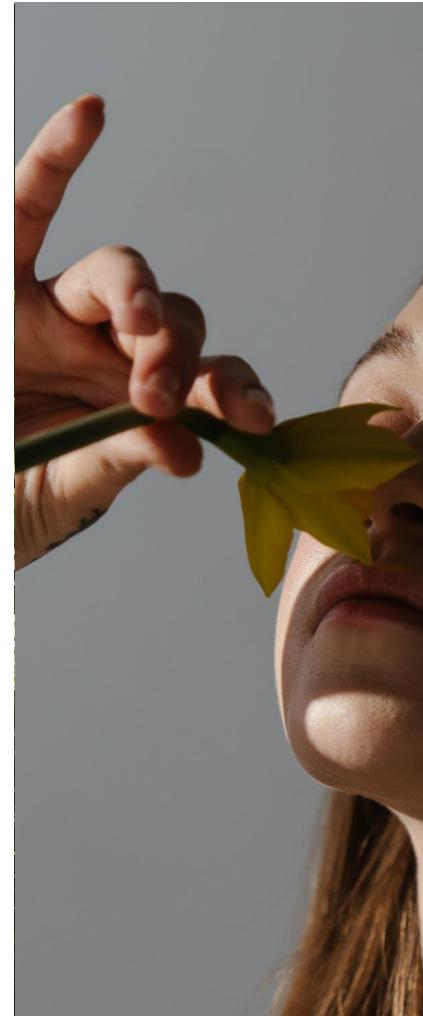
The most comfortable oxygen content in air is at 21%, the system will keep air clean and fresh. By the management of lighting, temperature and micro-environment designing, the whole space will be fittable for the growing of plants, and let customers just feel like in the oxygen bar in desert oasis.

One-key start, over 30% energy-saving.

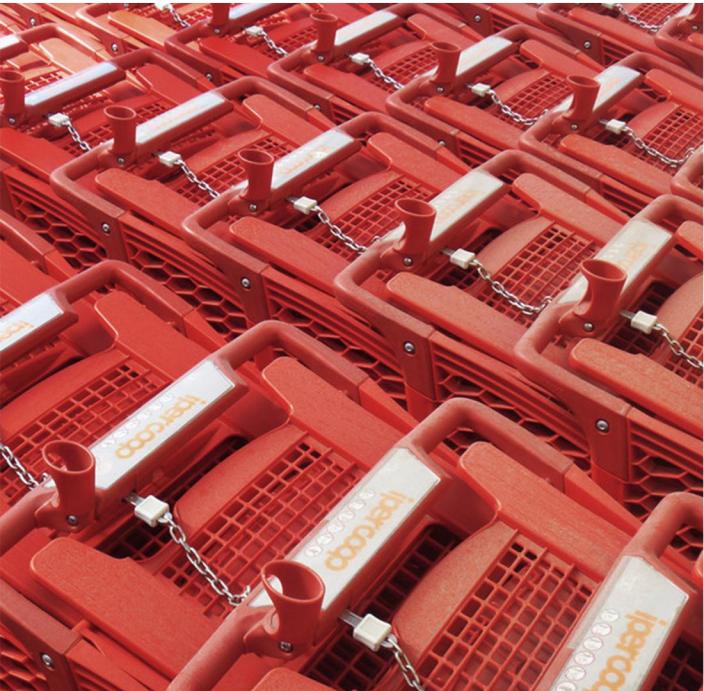


Sence of Smell

Entering the supermarket, the visual impact of natural aura mixed with green plants, can help people increase their mental balance and connection to the supermarket. And the brand concept gradually integrates into life and takes root...



C Checkout Area Concept



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Leisure Foods Area Hint



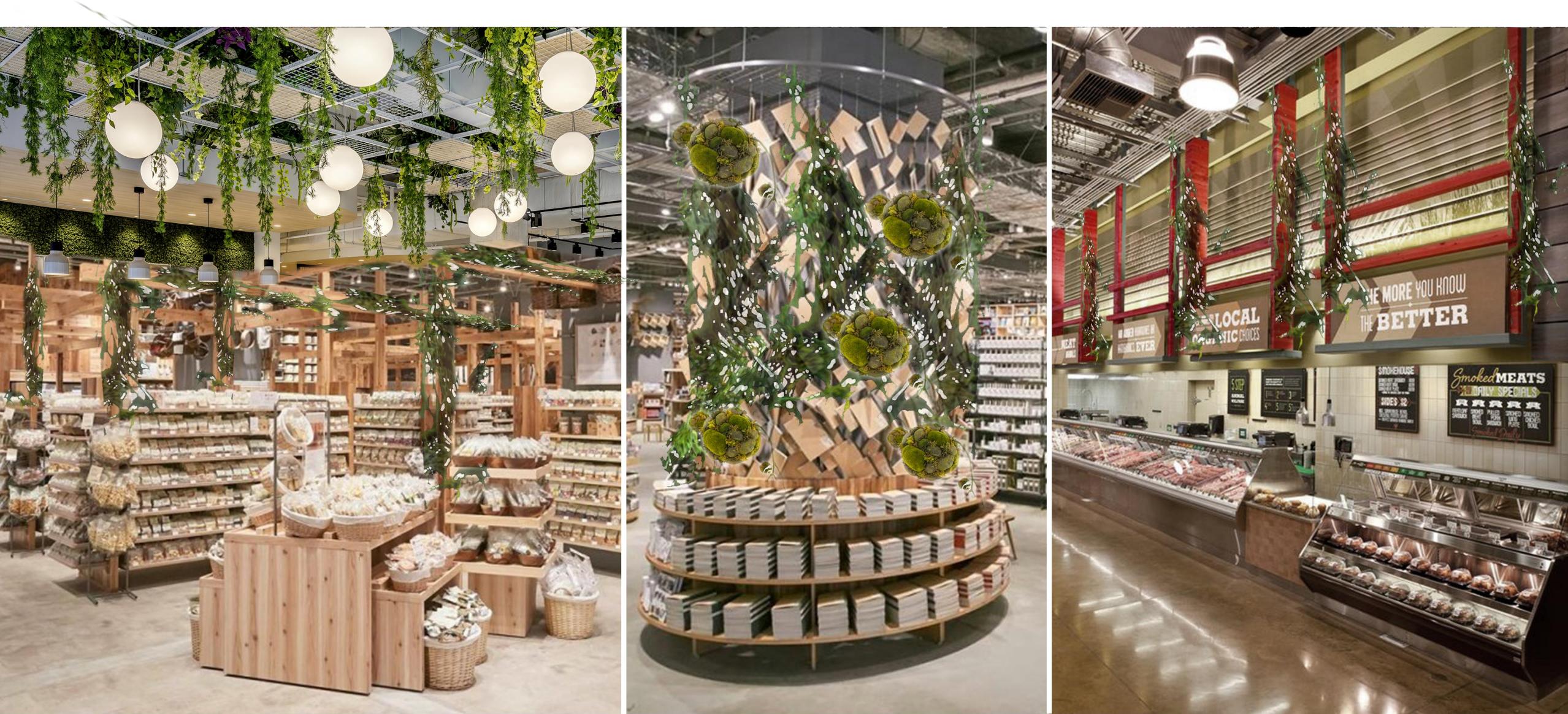
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Fruits & Vegetables Area Hint



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Baked Area Hint



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Cheese & Drysaltery Area Hint



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Iced & Freshed Food Area Hint



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Lighting Design Concept

The display of products needs to complete the tasks of attraction, communication and persuasion.



Warm White

2700K-3300K

Daylight White

4200K-4500K

Cool White

5500K-7000K

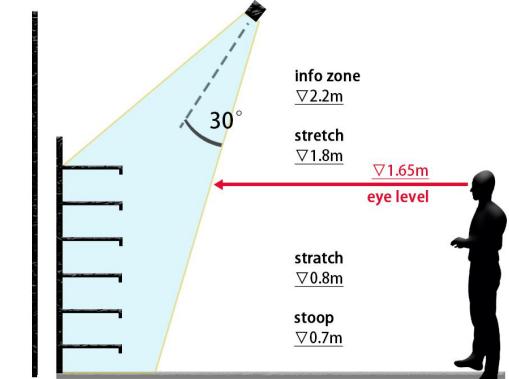


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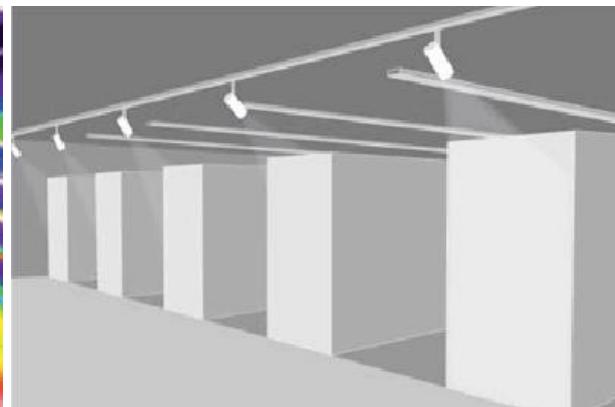
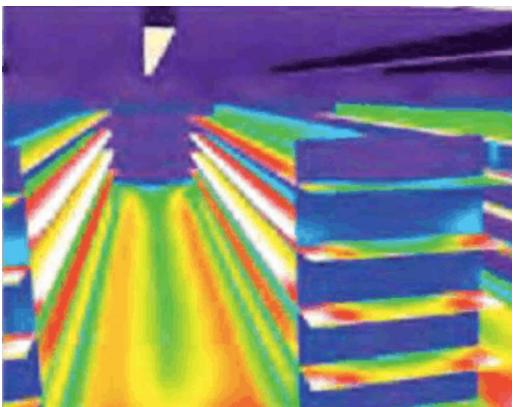
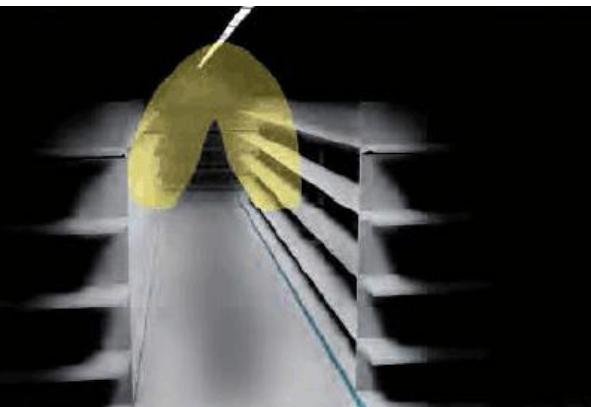
Lighting Design Concept

By placing light strip in the middle of the rows of shelves. Keep the aisle lighting and also ensure the vertical illumination level of the shelves on both sides. Meanwhile reduce energy consumption.

Batwing light distribution will be used in the center of the rows.



*based on average stature of Saudi Arabia male and female on year 2018, the males = 1.75m, the females = 1.66m

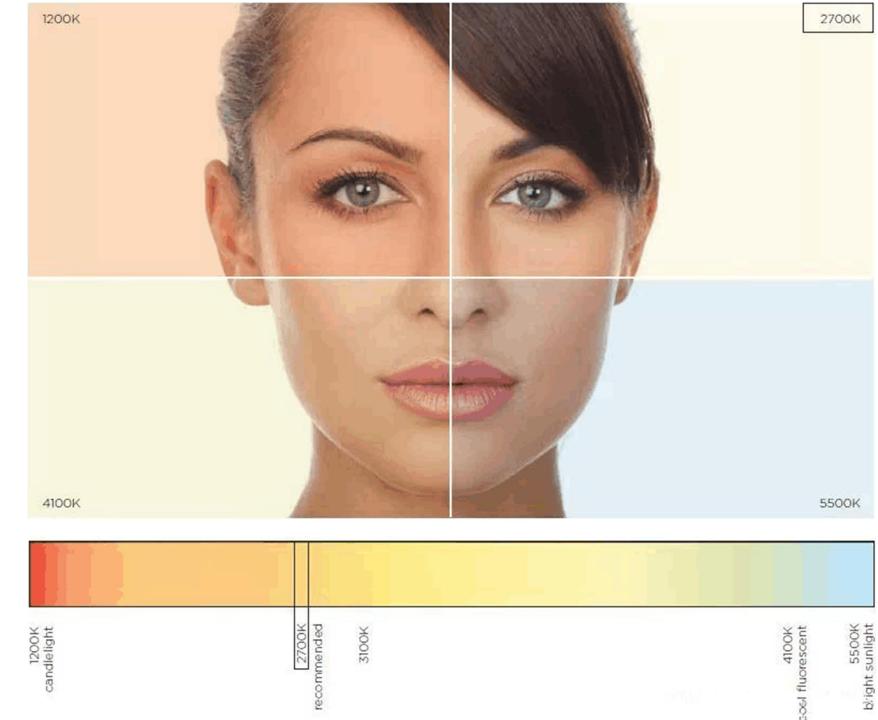
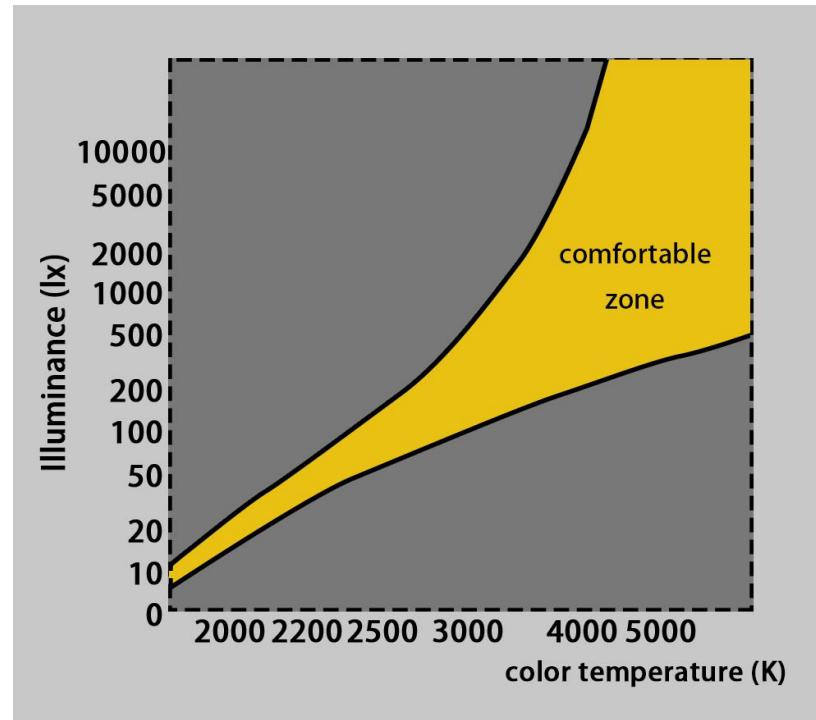
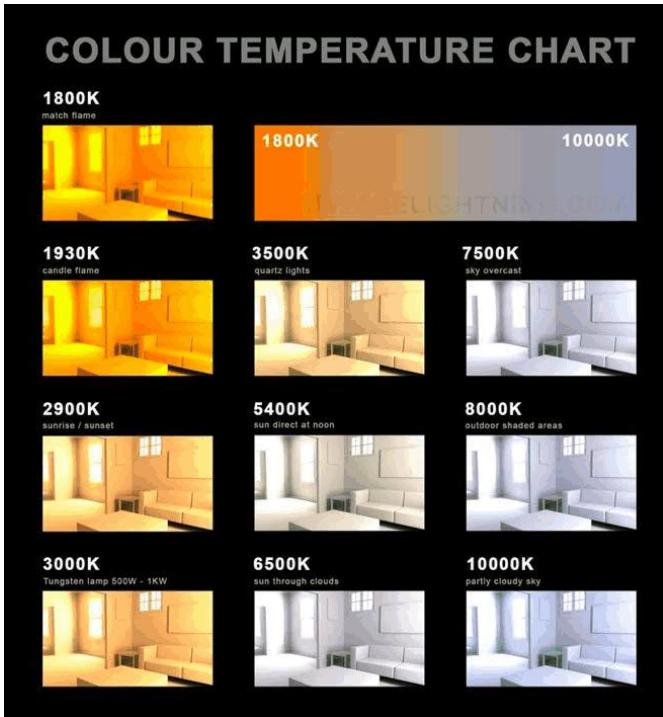


Polarized wall-washing lamps are used for single-sided shelves.

And spotlights for accent lighting to attract customers' attention at the hanging boards, layers and the piles.

Lighting Design Concept

We plan to use neutral white or cool white temperature lamps as basic lighting.
For creating more brightness; and also comfort (high illuminance, high color temperature).



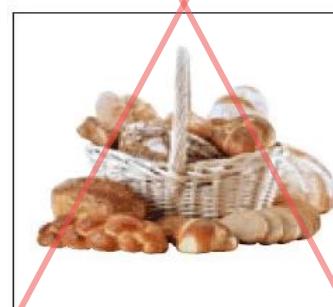
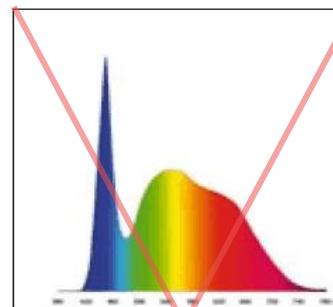
Lighting Design Concept

Cashier & Dairy: Neutral linear lights or spotlights to make the product clearer in display;

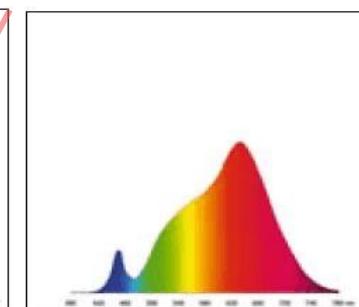
Fresh Fruits and Vegetables: High-color standard light energy to restore the true color of food (for example: meat: R9)

Baking Area & Cheese Area & Dry Goods Area: Choose warm light to add warmth (for example: toasted bread: R10)

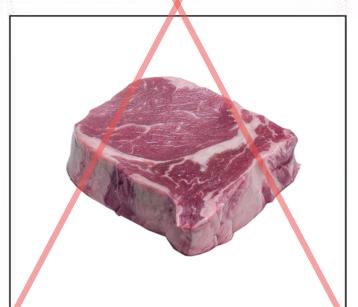
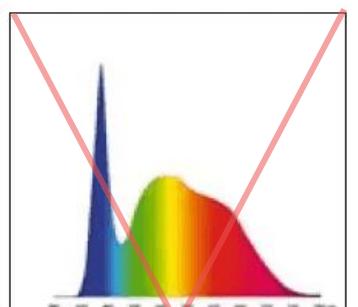
In addition to general lighting in the space, decorative lighting will be added, highlighting the sense of space design.



6500K



2700K



3000K

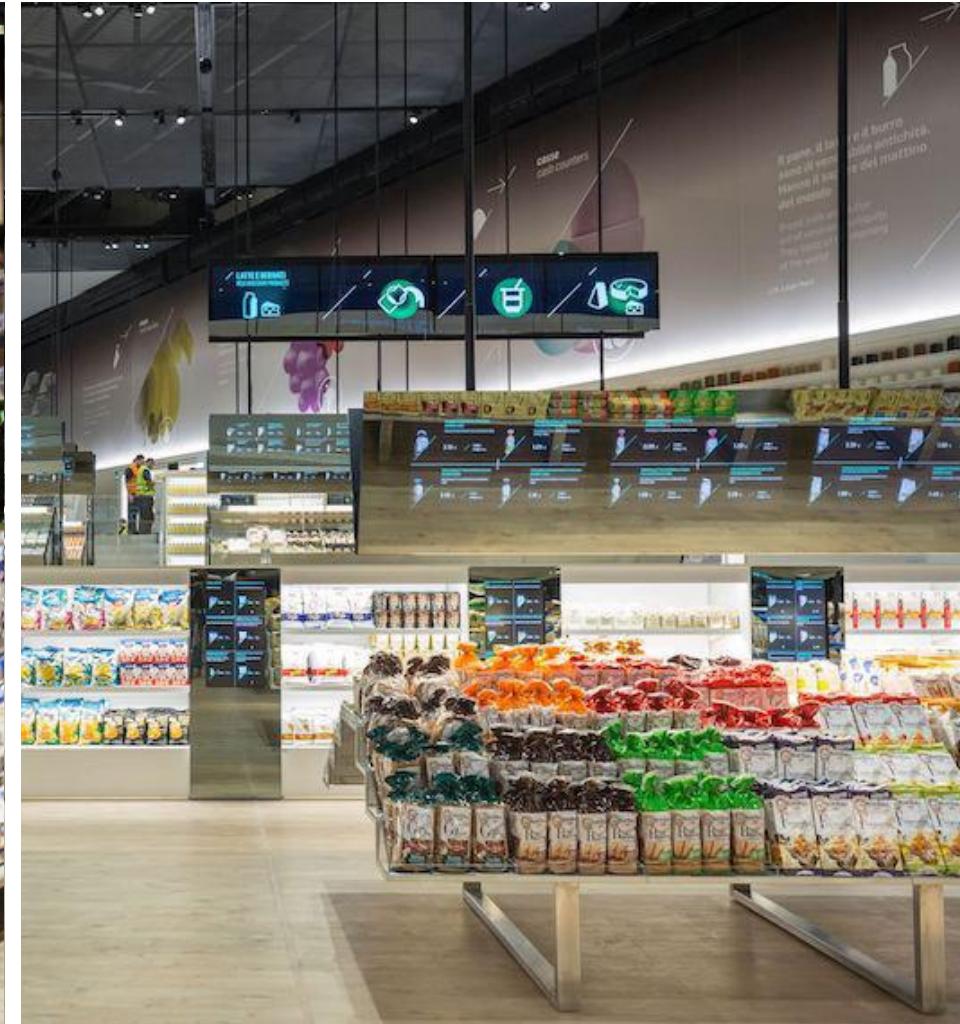
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Intelligent System

Identify fruits and vegetables to provide users with relevant information such as nutritional value, matching taboos, and recommendations.
Also adding shopping experience.



Self Checkout



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Thanks to your watching !

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