BONOBOS
Man is the measurement of all things.

PaVE | The Planning and Visual Education Partnership

BONOBOS
POP-UP RETAIL STORE

## Concept Sketches
Scale: NTS

DESIGN RATIONALE:

The purpose of this project is to design a pop-up retail store for Bonobos, which is an online-based company for men's apparels. The major goal is to attract people to discover and engage into the Bonobos brand. As people walk down the street in the meatpacking district of New York, they will find a connection with Le Corbusier's man-with-one-arm-raised mani-kin wearing a pair of Bonobos' signature pants in the window display. This manikin links the public to the Bonobos brand. The entire store is filled with display fixtures that utilize the Modular Panel System. This Modular Panel System is inspired by Le Corbusier's proportional harmony of the human body. All the panels of this modular system are proportional to one another so that they can be easily assembled into various forms of display fixtures by interlocking to each other. The display fixture can also be easily deconstructed.

All the panels in this system are made of stabilized aluminum foam core laminated with anodized aluminum. The stabilized aluminum foam manufactured by Cymat Technology has a very high strength to weight ratio, and is a perfect material for retail fixtures. Also, the small neoprene footers placed on the bottom panels helps to further stabilize the entire fixture system and prevent wobbling. The PUCK system of B+N Industry is installed in the panel's cut points for signage and hanging clothes, but additional backing support with drilled holes are needed. The of flexibility and light weight characteristics of this modular panel system require neither specific skill of to construct nor prearranged plan, and it can also be easily transported. The high flexibility of the Modular Panel System
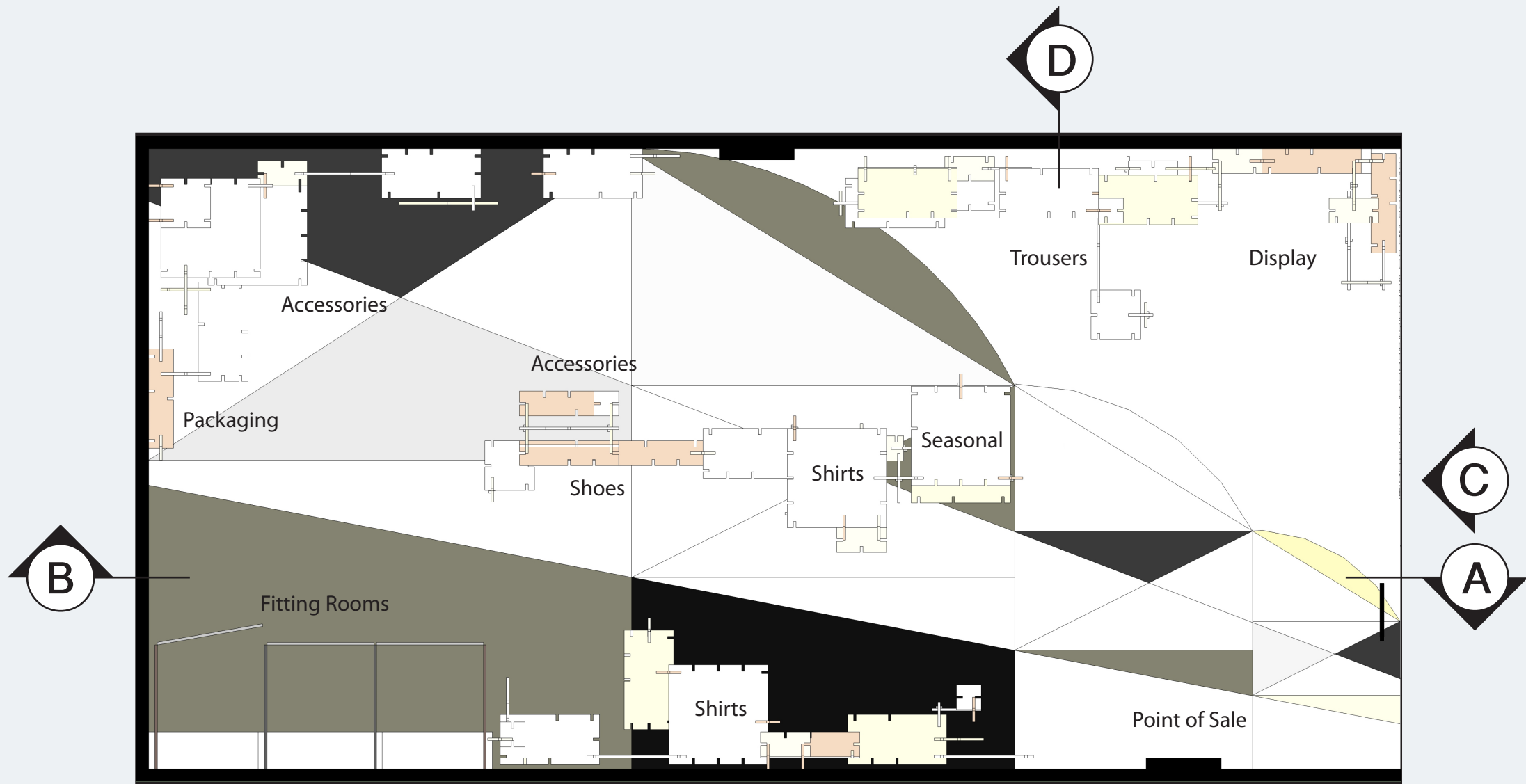
Floor Plan
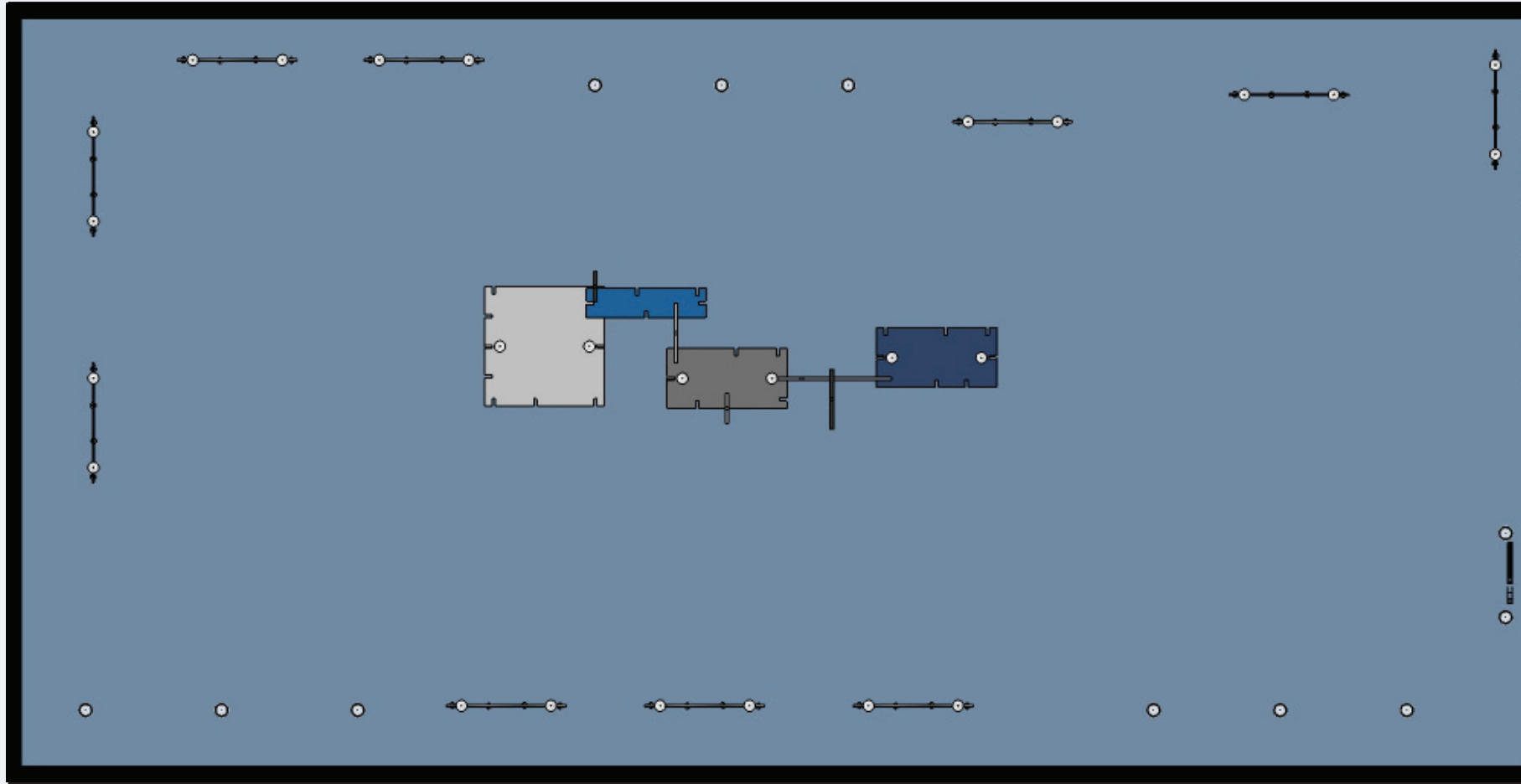
Scale: 3/16" = 1' - 0"

Reflected Ceiling Plan
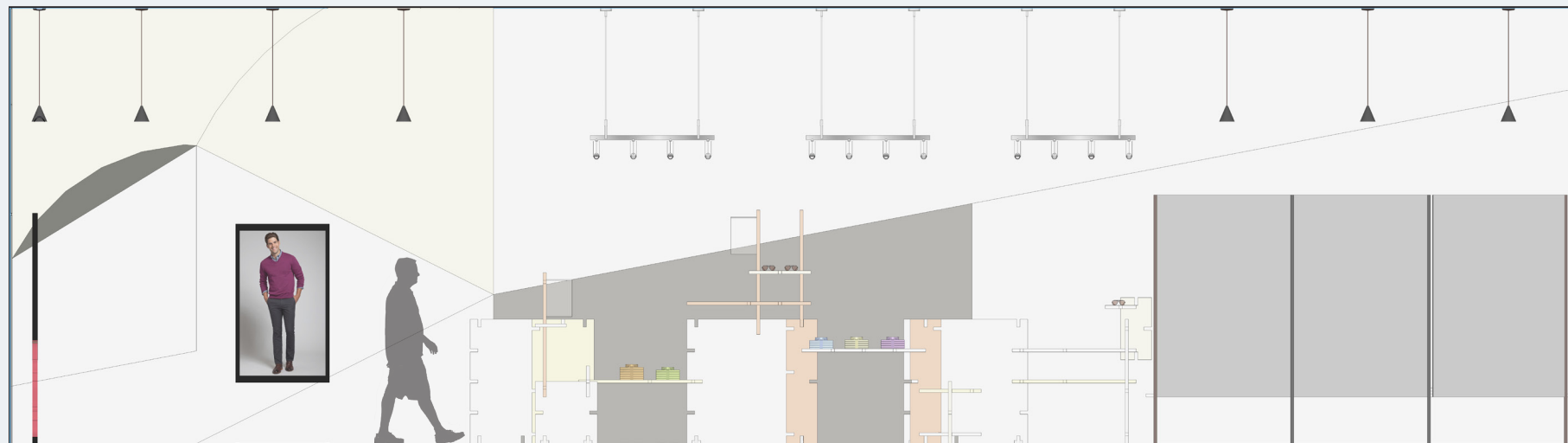
Scale: 3/16" = 1' - 0"

Elevations A
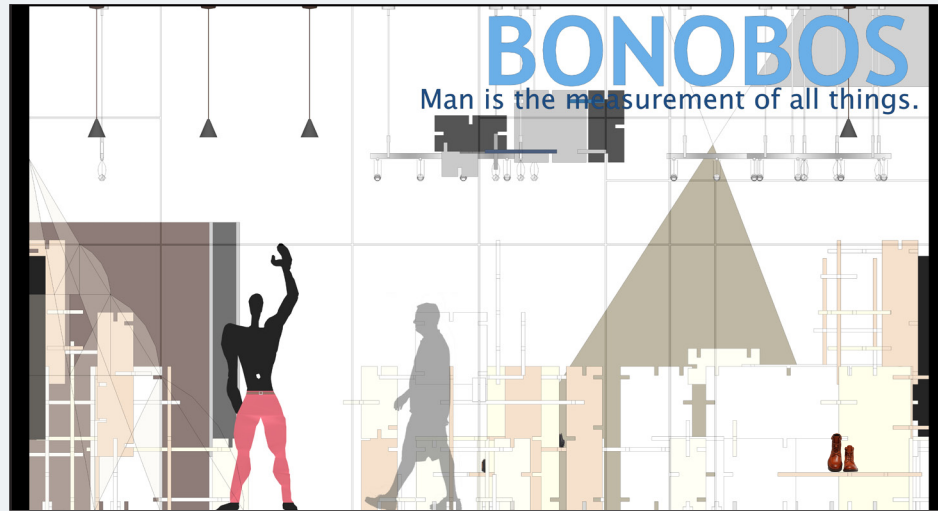Scale: 3/16" = 1' - 0"

Elevations B
Scale: 3/16" = 1' - 0"

Elevation C

Elevation D

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Modular Panel System

C2	B2	A
D2	A1	B1
A2	D1	C1

Materials: Modular Panels

CYMAT   **ALUSION**
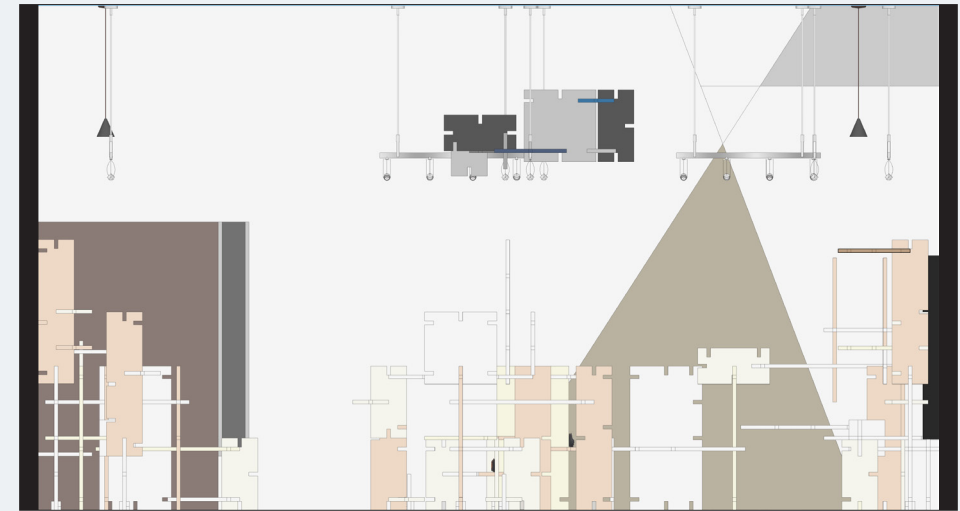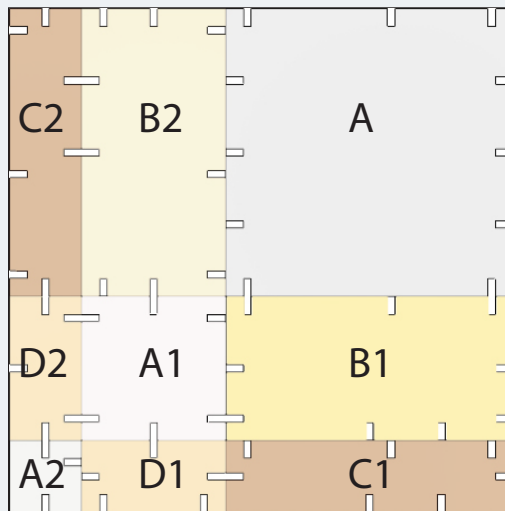
Stabilized aluminum foam:
Alussion manufactured by Cymat Technologies Ltd.
1.0 Large Cell, Desity: 0.17g/cc
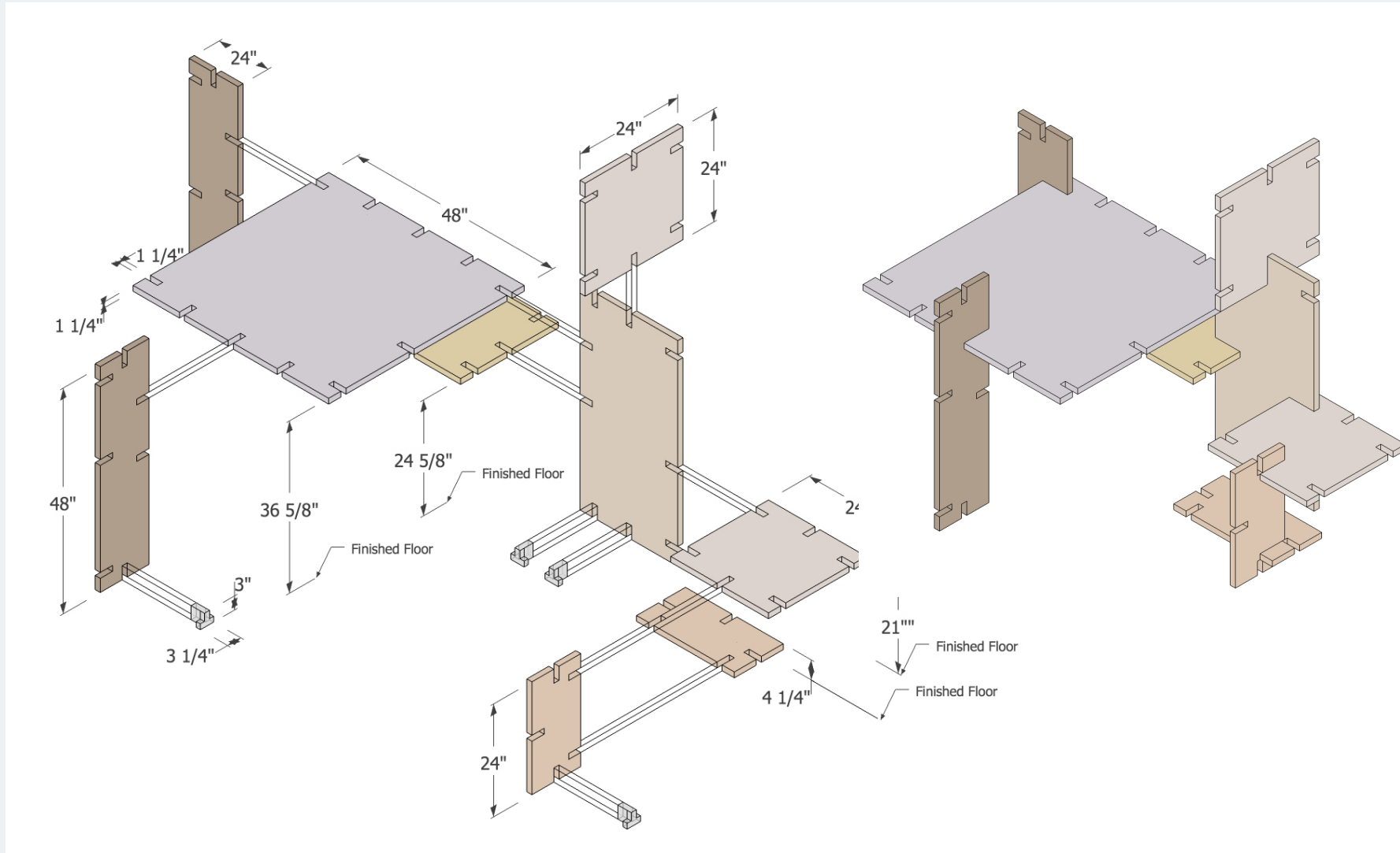Thickness: 1'- 1/4"
Can be laminated or coated

PIESSLINGER GMBH.
LONGLIFE ELOXAL®

Anodized Aluminum Laminate:
Manufacturer: Piesslinger GMBH.
Anodized Color Code: EL01, A6/C3, A6/C2, A6/C0, A6/C4

24"

24"

24"

48"

1 1/4"

1 1/4"

48"

36 5/8"

24 5/8"

Finished Floor

Finished Floor

3"

3 1/4"

24"

24

21""

Finished Floor

Finished Floor

4 1/4"

Construction Details: Display Fixture

Carpet Flooring:

Rolled-Out Carpet
Customized Pattern
Pile height: 0.4 inches

Wall Paint:

No VOC
Sound Reflecting
Water Resistant
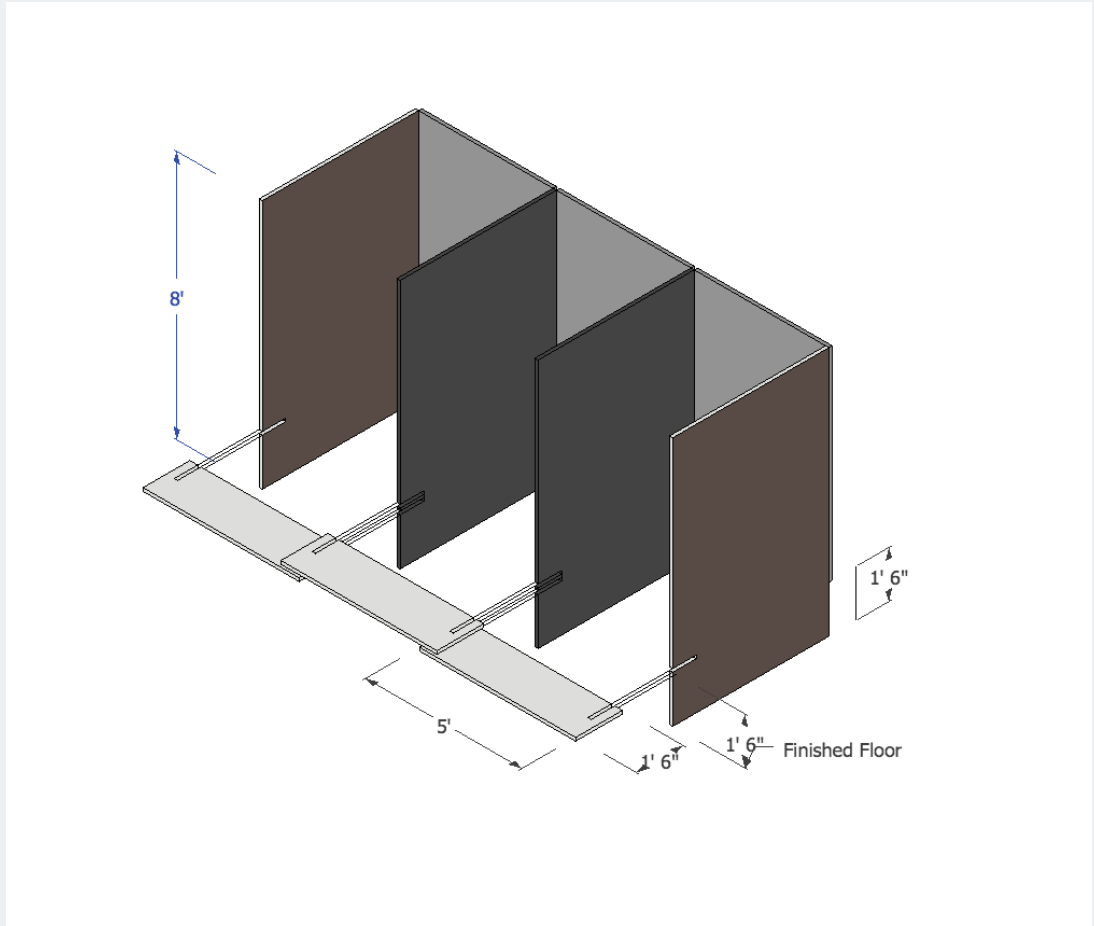
Construction Detail: Fitting Room
Scale: 3/16" = 1' - 0"

Materials

65" LCD Touchscreen:

Manufacturer: Samsung
Feature: All-in-one touchscreen
Dimension: 61.18" x 36.37" x 5.43"
Weight: 154.32 lbs

Wifi Connection
Interacting activities

Linea-Pro 4:

Manufacturer: Infinite Peripherals Corp.
Module: Linea-Pro 4 MSR 2D BT
Description: Linea-pro 4 with 3-Track
mag-stripe reader, 2D barcode scanner
and Bluetooth®

IPC DPP-350 Portable Printer:

Manufacturer: Infinite Peripherals Corp.
Model: IPC DPP-350

Large Puck
1 1/4" dia.
Material: satin
anodized
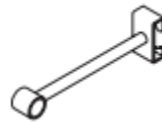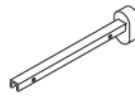aluminum
800002

Material:
chrome
800216

Aluminum
Spacer
800075

Puck Tool
used to
straighten the
Puck Aluminum
Spacer after
Pucks are
installed on
Panel. Tool is free
with panel
purchase.
800042

Puck Set Screw
1 "
800212

1 1/4"
800007

1 1/2"
800213

2"
800118

HANGRAIL
BRACKETS

8"
Material: chrome
800139

Material:
brushed chrome
800139-004

Puck Slotted
Banner Holders
10" L with 2 set
screws holds
material up to
3/8".
Material:
satin anodized
aluminum
top bracket
800588

bottom bracket
800587

PUCK ROUND
HANGRAILS
1" DIA.

18"
Material: chrome
880026

Material:
brushed chrome
880026-004

24"
Material: chrome
880023

46"
Material: chrome
880030

Material:
brushed chrome
880030-004

48"
Material: chrome
510311

Material:
brushed chrome
510311-004

Sorbetti
14"h x 11"w
Square Corner
Sign Holder
Material: 2 pc
acrylic
371466
$ 45.00

Sorbetti
5 1/2"h x
7"w
Square Corner
Sign Holder
Material: 2 pc
acrylic
371464
$ 27.00

Flush Mount
Puck Clamp
Material:
clear acrylic
800901-500

satin anodized
aluminum
800900-001

Point of Sale and Signage Solutions

Interior Perspectives I

Interior Perspectives II