

LET'S IMAGINE THE NEW MEANING OF SPACE

from spaces to places



Part of Jos De Vries International B.V.



CONCEPT·DESIGN·ARCHITECTURE



OUR ROADMAP FOR INNOVATION & DESIGN

The 'RIBA plan of work' is a British project management method that gives an overall structure to guide the architectural, structural and construction process. One of the greatest advantages of the RIBA method is its modular character which can be adopted for small jobs, huge projects and everything in between. It divides the development process into seven stages, from the strategic definition to the handover and in use.

JDV translated this to an effective concept development method.



TALK

TRANSLATION OF THE PROPOSITION TO UNIQUE COMMUNICATION AND TONE OF VOICE

THE VISUAL TRANSLATION OF THE BRAND STORY ON THE PHYSICAL FLOOR

LOOK

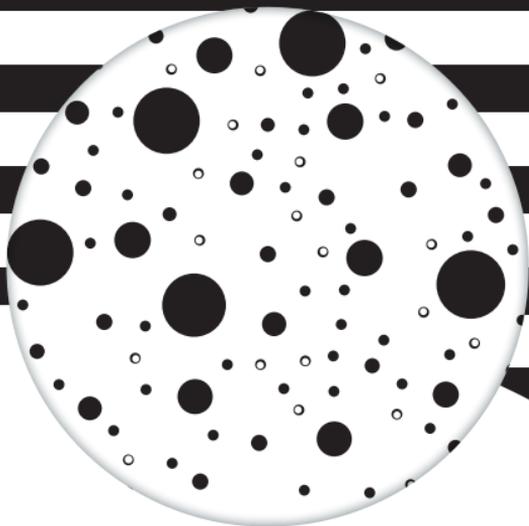
ACT

THE BRAND STORY SHOULD BE SUPPORTED BY THE ENTIRE ORGANISATION AND HOW IT ACTS

OFFER

THE OFFER AND RANGE MUST MATCH THE BRAND STORY, FROM ACTIVATION TO INSPIRATION





RIBA METHOD

What makes the RIBA method successful?

MODULARITY

The RIBA method's modular system makes it applicable to different processes. In some cases we only go through some of the stages, while in other cases, we go through all the stages.

CLARITY FOR CONTRACTOR AND CLIENT

Each stage has clear objectives so that everyone involved is aware about their responsibilities at each stage. This defines different delivery points and a transparent fee structure. It gives everyone involved greater control over the process.

STRATEGIC DIRECTION

Stages 0 to 2 involve defining a solid strategic starting point. This leads to a clear briefing. From experience, we know that a good strategic foundation is crucial for a strong conceptual design.

HOLISTIC WAY OF WORKING

We have believed for years that the combination of creativity and innovation is more than the sum of the parts. By bringing together different expertise and perspectives on a project, you can bring the entire project to the next level. The RIBA method is exceptionally suited to linking these different disciplines.



00. STRATEGIC DEFINITION

01. PREPARATION & BRIEF

GOAL: to set a strong strategic starting point and translate it into a clear briefing to the project teams.

CONCEPTUAL CONTEXT

- FUTURE SCENARIOS
- PROPOSITION
- CONCEPT PILLARS
- MULTIFORMAT
- HIERARCHY OF THE ASSORTMENT
- BRAND IDENTITY
- PLANNING, PROCESS & TEAM

DESIGN INPUT

- ANALYSIS
- FIRST GENERAL OBJECTIVES
- STUDIES
- PROJECT BRIEFING
- PROJECT ROADMAP
- BUDGET



02. CONCEPT DESIGN

GOAL: the first time the idea gets a physical form, based on design studies, finding the right balance between the rational and emotional.

CONCEPTUAL OUTPUT

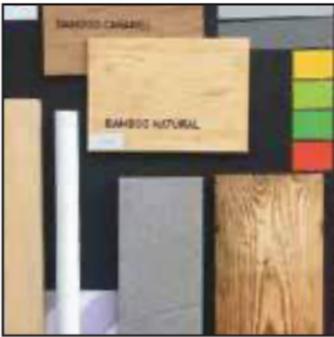
- LOOK & FEEL
- GENERAL MATERIALS
- PRINCIPLE GRIDS
- BUBBLE PLAN

DESIGN OUTPUT

- LAYOUT & ROUTING
- FLOOR PLANS
AND GENERAL SECTIONS
- MATERIALS AND
COLOURS / MOOD BOARDS
- FIRST INTERIOR AND
COMMUNICATION
SKETCHES
- COST CHECK

JDV ROADMAP
FOR INNOVATION & DESIGN

PHASE 02



GENERAL MATERIALS



LAYOUT



MATERIALS AND COLOURS
MOOD BOARDS



FIRST FURNITURE AND
COMMUNICATION SKETCHES



03. DEVELOPED DESIGN

GOAL: bringing the concept design to the next level: giving all elements a definitive size and place. Check compliance, client standards and commercial objectives.

EXTERIOR OUTPUT

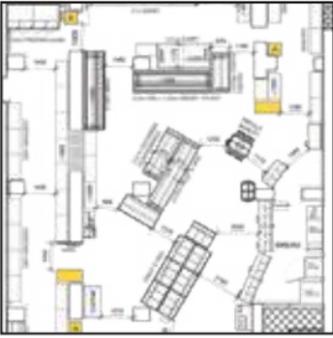
- SITE PLAN
- VOLUME STUDIES
- DEFINITIVE FLOOR PLANS, SECTIONS AND ELEVATIONS
- FAÇADE
- MEP STRUCTURE
- DRAWING SET

INTERIOR OUTPUT

- DIGITAL LAYOUT
- 3D IMPRESSIONS
- PRINCIPLE DESIGN FURNITURE MODULES
- OVERVIEW COLOURS & MATERIALS
- LIGHTING PLAN
- COMMUNICATION FRAMEWORK
- MANUAL

**JDV ROADMAP
FOR INNOVATION & DESIGN**

PHASE 03



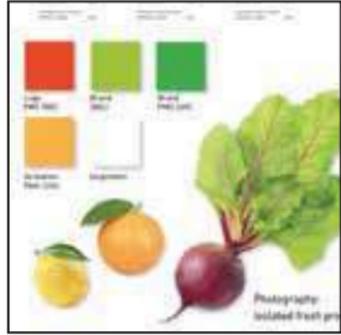
DIGITAL LAYOUT



3D IMPRESSIONS



FAÇADE



**COMMUNICATION
FRAMEWORK**



04. TECHNICAL DESIGN

GOAL: create understanding of the location and of all the materials used and their amounts. Supply teams with technical details, so tendering and hand over to construction partners can take place.

EXTERIOR OUTPUT

- MATERIAL AND LOCATION SCHEMES
- MATERIAL SPECIFICATIONS
- FINAL TECHNICAL DRAWING SET
- FAÇADE, FLOORING AND CEILING DETAILS
- SITE PLAN
- FINAL TECHNICAL DRAWING SET

INTERIOR OUTPUT

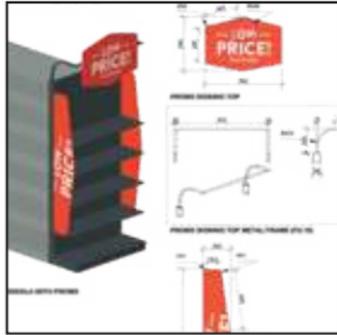
- MATERIAL AND LOCATION SCHEMES
- DETAILED DESCRIPTION FURNITURE
- MATERIAL SPECIFICATIONS
- LIGHTING, FLOORING AND CEILING DETAILS
- COMMUNICATION FRAMEWORK
- FAÇADE DESIGN SITE PLAN
- TENDER MANUAL FIT-OUT

JDV ROADMAP
FOR INNOVATION & DESIGN

PHASE 04



SITE PLAN



FINAL TECHNICAL
DRAWING SET



DETAILED DESCRIPTION
FURNITURE



COMMUNICATION
FRAMEWORK



05. CONSTRUCTION

GOAL: to assist building partners for an optimal realisation of the concept and thereby act as a 'concept keeper'.

EXTERIOR OUTPUT

- SITE VISITS
- ASSIST THE CONTRACTOR WITH DESIGN ENGINEERING

INTERIOR OUTPUT

- SITE VISITS
- ASSIST / 'CONCEPT KEEPER' TO THE CONTRACTOR WITH DESIGN ENGINEERING
- ASSISTANCE / 'CONCEPT KEEPER' GRAPHIC REALISATION SUPPORT

**JDV ROADMAP
FOR INNOVATION & DESIGN**

PHASE 05



SITE VISITS



**ASSISTANCE / CONCEPT
REALISATION SUPPORT**



SITE VISITS



**ASSISTANCE / CONCEPT
DESIGN ENGINEERING**



06. HANDOVER

GOAL: evaluation of the delivered work and, if relevant, the process of cooperation.

EXTERIOR OUTPUT

- ASSESSMENT OF THE REALISATION
- SUGGESTION FOR ADJUSTMENTS AND OPTIMISATION
- EVALUATION

INTERIOR OUTPUT

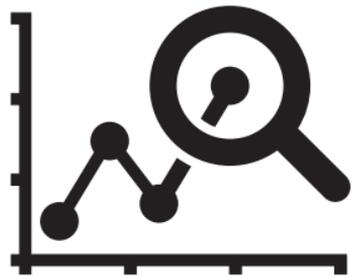
- ASSESSMENT OF THE REALISATION
- SUGGESTION FOR ADJUSTMENTS AND OPTIMISATION
- EVALUATION

JDV ROADMAP
FOR INNOVATION & DESIGN

PHASE 06



ASSESSMENT OF THE
REALISATION



SUGGESTION FOR ADJUSTMENTS
AND OPTIMISATION



EVALUATION



EVALUATION



07. IN USE

GOAL: keeping track of the operation to see where improvements are necessary to stay relevant; prepare the concept for future roll-out (might be full roll-out or just remodelling).

EXTERIOR OUTPUT

- OPTIMISATION

INTERIOR OUTPUT

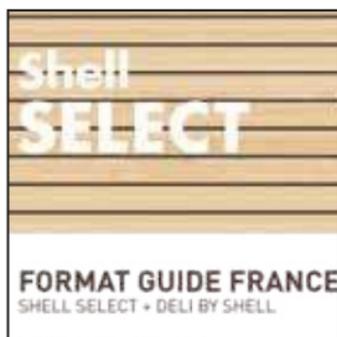
- OPTIMISATION
- ROLL-OUT MANUAL

**JDV ROADMAP
FOR INNOVATION & DESIGN**

PHASE 07



OPTIMISATION



ROLL-OUT MANUAL

STEP-BY-STEP MODEL

Modulair approach to accomplish key modules in a short time frame and with realistic budgets.

Investment costs are prioritised by commercial weight. In other words, commercially important elements are implemented first.

1. _____
Determine the priorities based on data analyses, data projection and targets.
2. _____
Define the modules and structure them according to priority in line with the budget and scheduled roll-out.
3. _____
The modules will be rolled out according to priority, building a new store step-by-step.

BY PRIORITISING ACCORDING TO STRATEGIC AND COMMERCIAL CRITERIA, THE MODULES THAT PROMISE THE HIGHEST ROI ARE ROLLED OUT FIRST