



OJIBWAY
CLUB
EST. 1906

GIFT SHOP RESTORATION

Community Hub

'Community Hubs provide a focal point and facilities to foster greater local community activity and bring residents, the local business community, and smaller organizations together to improve the quality of life in their areas.'

Each hub is as unique as the community it serves and 'as a central meeting point of Pointe au Baril, the Ojibway Club is where summer Islanders come together to enjoy the club's offerings and to catch up with their neighbours and friends'.

Project Objective

The refurbishment of the Gift Shop is intended to be an update of the existing building. The goal is to create a more functional and profitable retail space but also importantly, it is intended to become a space that integrates with the community and that is sensitive to the traditions and the heritage of Ojibway Club.

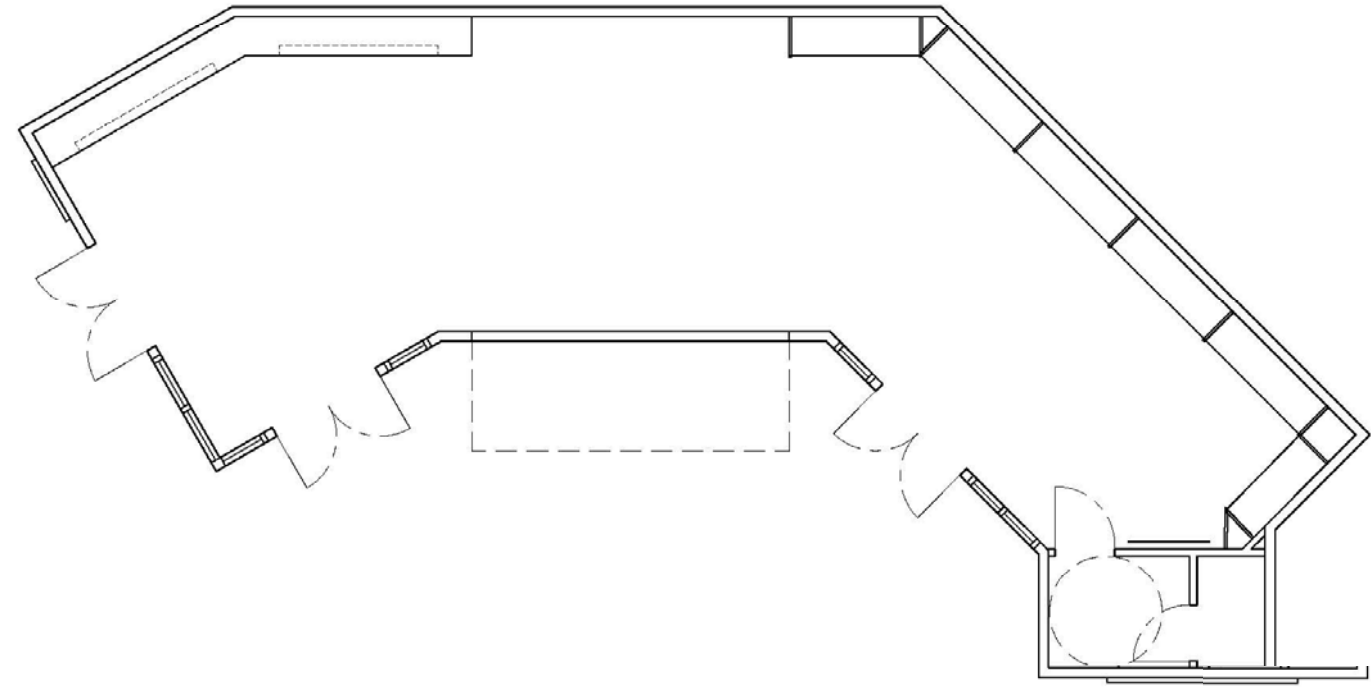
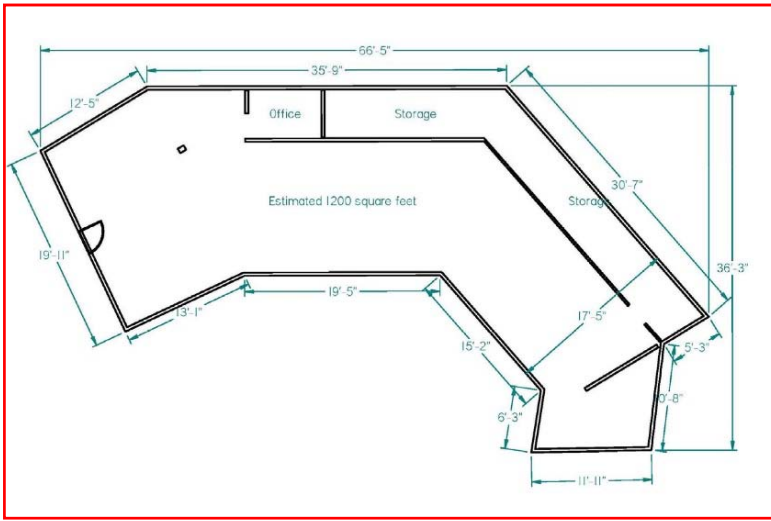


PLANNING

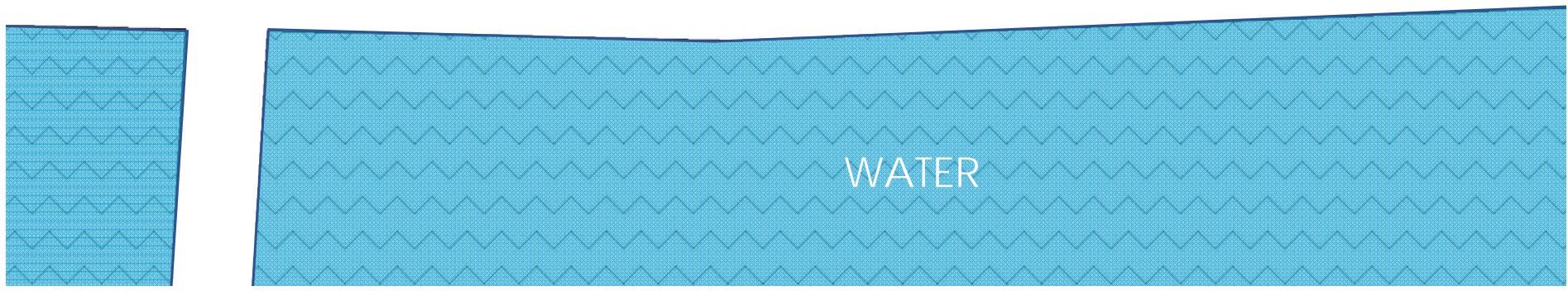
adjacencies & merchandise layout

Architectural Footprint

- The historical value of the existing site is critical, maintaining existing footprint of the building while updating the architecture is key

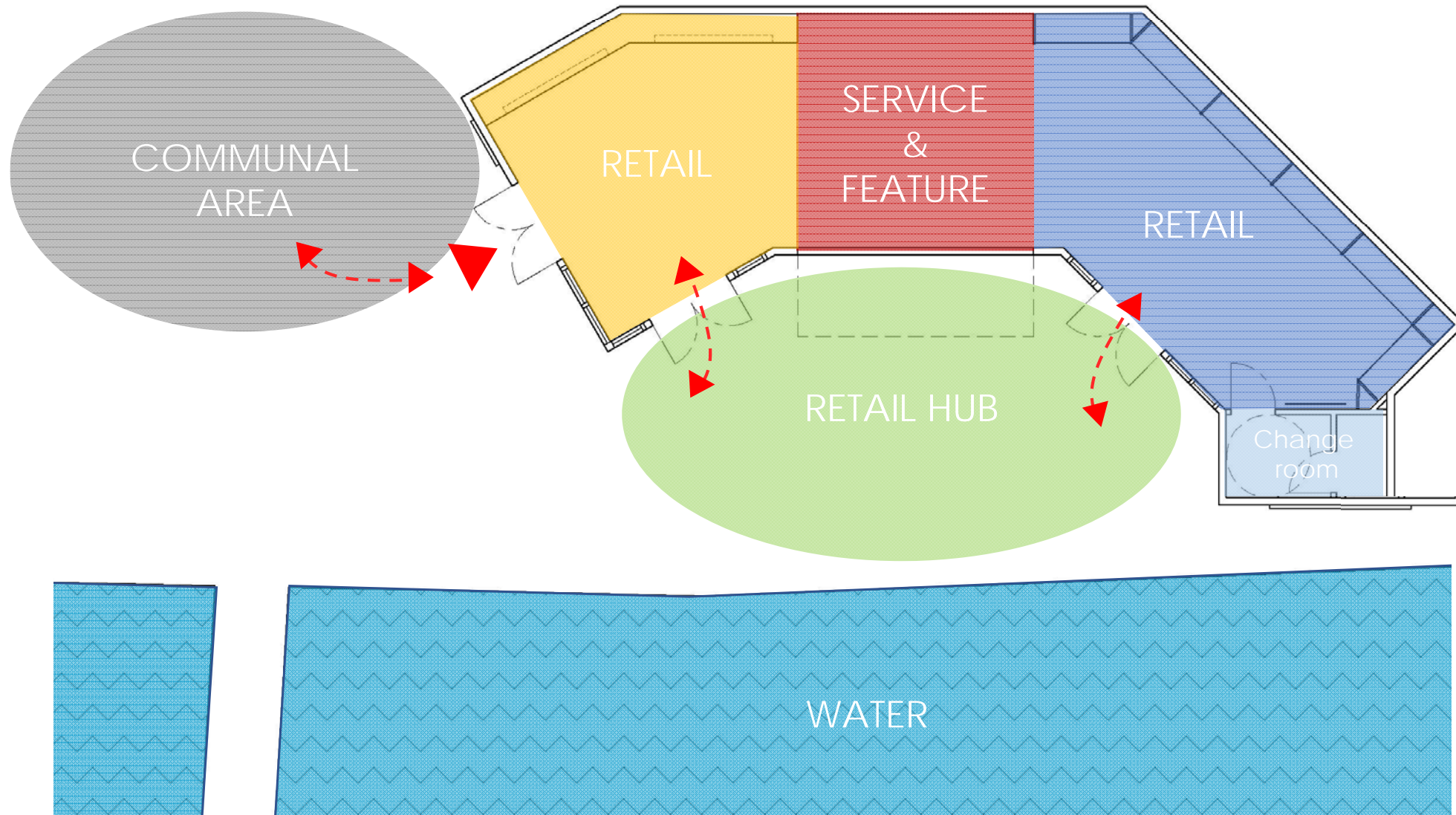


Existing Footprint



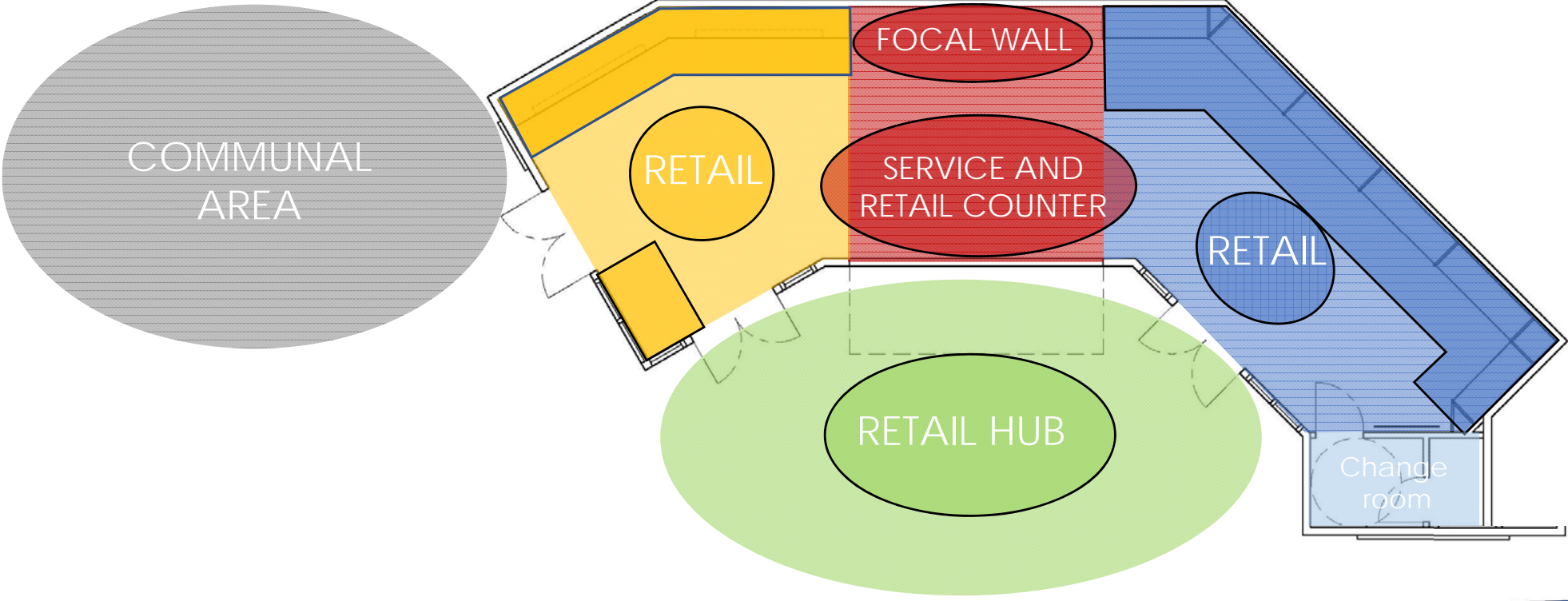
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Adjacencies

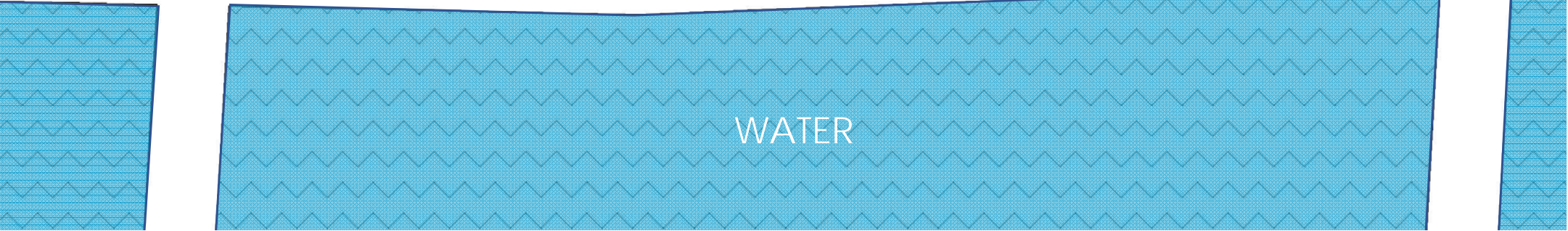


- Define spaces to engage the customer with communal areas that bring customers through to the inside of the space.
- Communal area draws potential customers from multiple entry points into the space.
- Exterior retail hub redefines the central area as an extension of the shop
- Retail at entry engages customers
- Central focal zone with supporting service draws customers deeper into the shop while allowing clear visibility to the entire shop
- Change room supports the retail zone at the end of experience

Key Points of Interaction

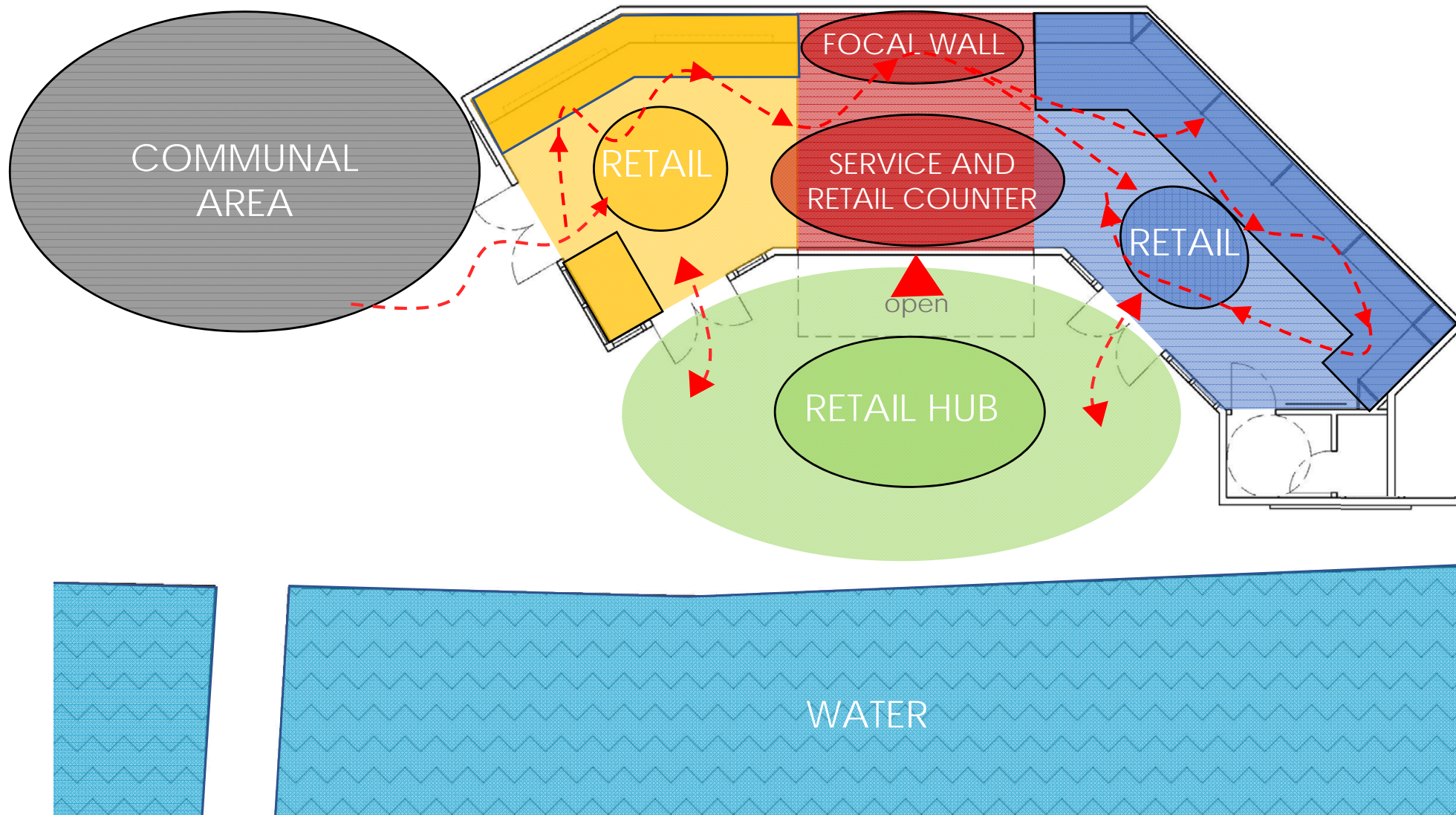


- Bring retail to the main entry to entice and drive customers into the space.
- Locate service and feature to center store as an anchor.
- Pull customers from the central focal area through to the back of the store with more retail merchandising.
- Locate change room at end of retail experience.
- Open entire space for greater merchandising opportunity by locating overstock within the retail space.



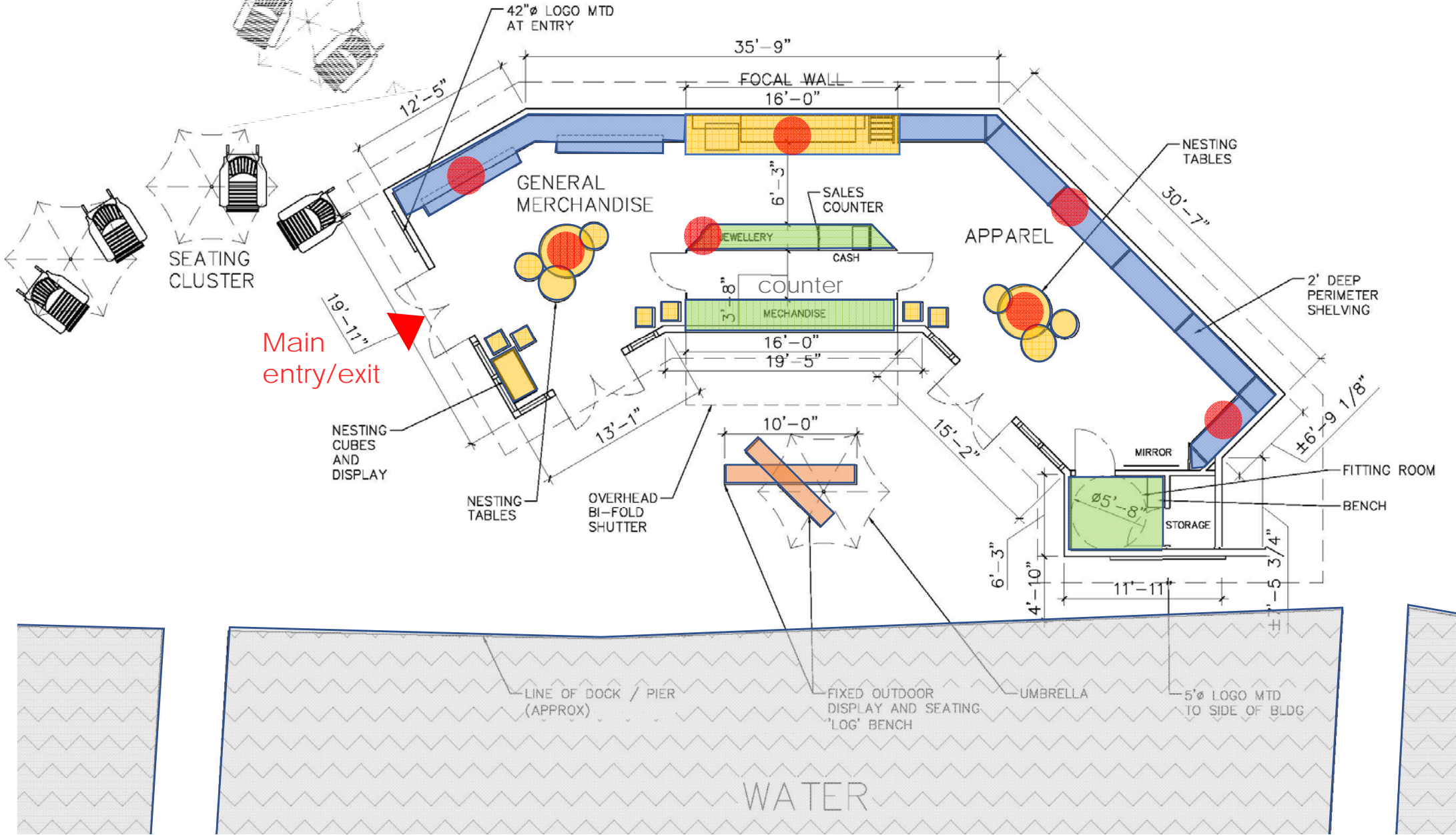
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Paths of Travel

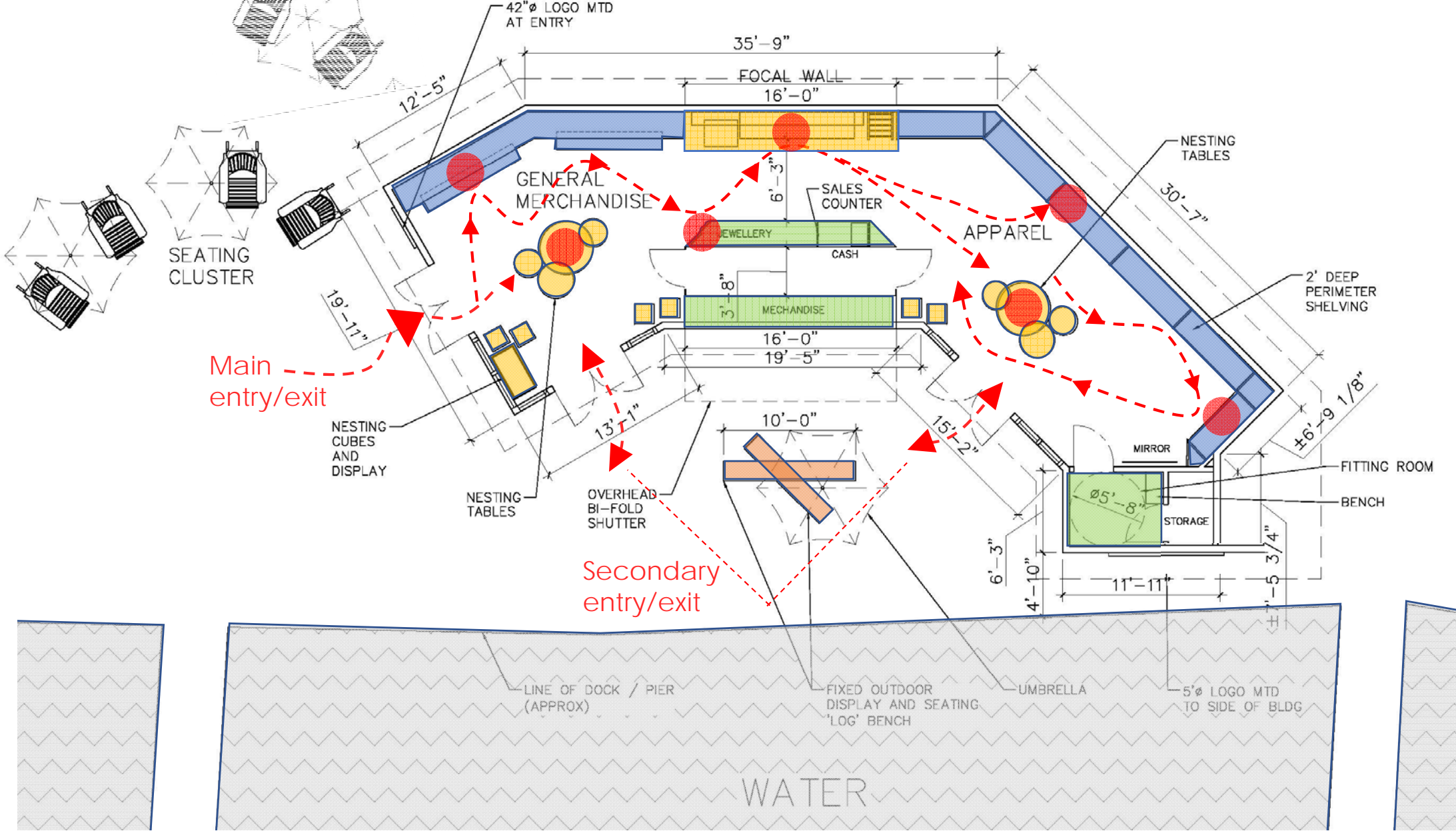


- Maintain the existing entry as the main point of entry.
- Locate central display hubs within the customers path of travel to highlight key product and interrupt and add interest to the experience.
- Create new entry points from the central retail hub area to revive the central area as an extension of the retail space
- Central service area interacts with the exterior and harkens back to the original design with a walk up counter
- Open entire space for greater merchandising opportunity by locating overstock within the retail space.

Points of Interest



Customer Journey



MOOD BOARDS

exterior, signage, architecture & merchandising

MOOD BOARDS- Exterior

Rustic Roof



Natural Furniture



Cladding



Indoor-Outdoor

Gathering Space

Open

Storytelling

MOOD BOARDS- Signage

Signage



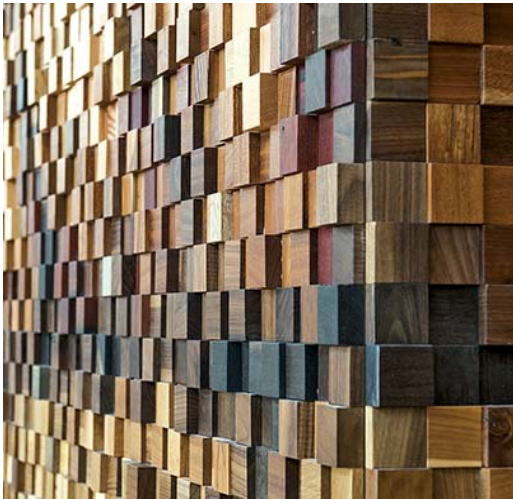
Tone-on-tone Wood



Face Lit Signage



Burnt Wood



Blade Sign

Laser Cut Steel Mounted On Wood

Painted Wood

MOOD BOARDS- Architecture & Lighting

Inviting



Clean Rustic



Flooring



Simple Desk



Texture



Accent Lighting

Traditional Details



MOOD BOARDS- Merchandising

Wall Solutions



Nesting Displays



Unique Features

Jewelry Display



Merchandising



Organizing Strategy

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VIEWS

exterior

historic



watt



current



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main entry view



main entry view



deck view left



service counter



deck view right



aerial view



lake view

VIEWS

interior



main entry view



merchandise case and cash/apparel view



apparel area view



secondary entry view



focal wall view



exit view

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GIFT SHOP RESTORATION



Thank you