



Aplicaciones cromáticas en el diseño de locales comerciales.

Colour applications in commercial premises design.

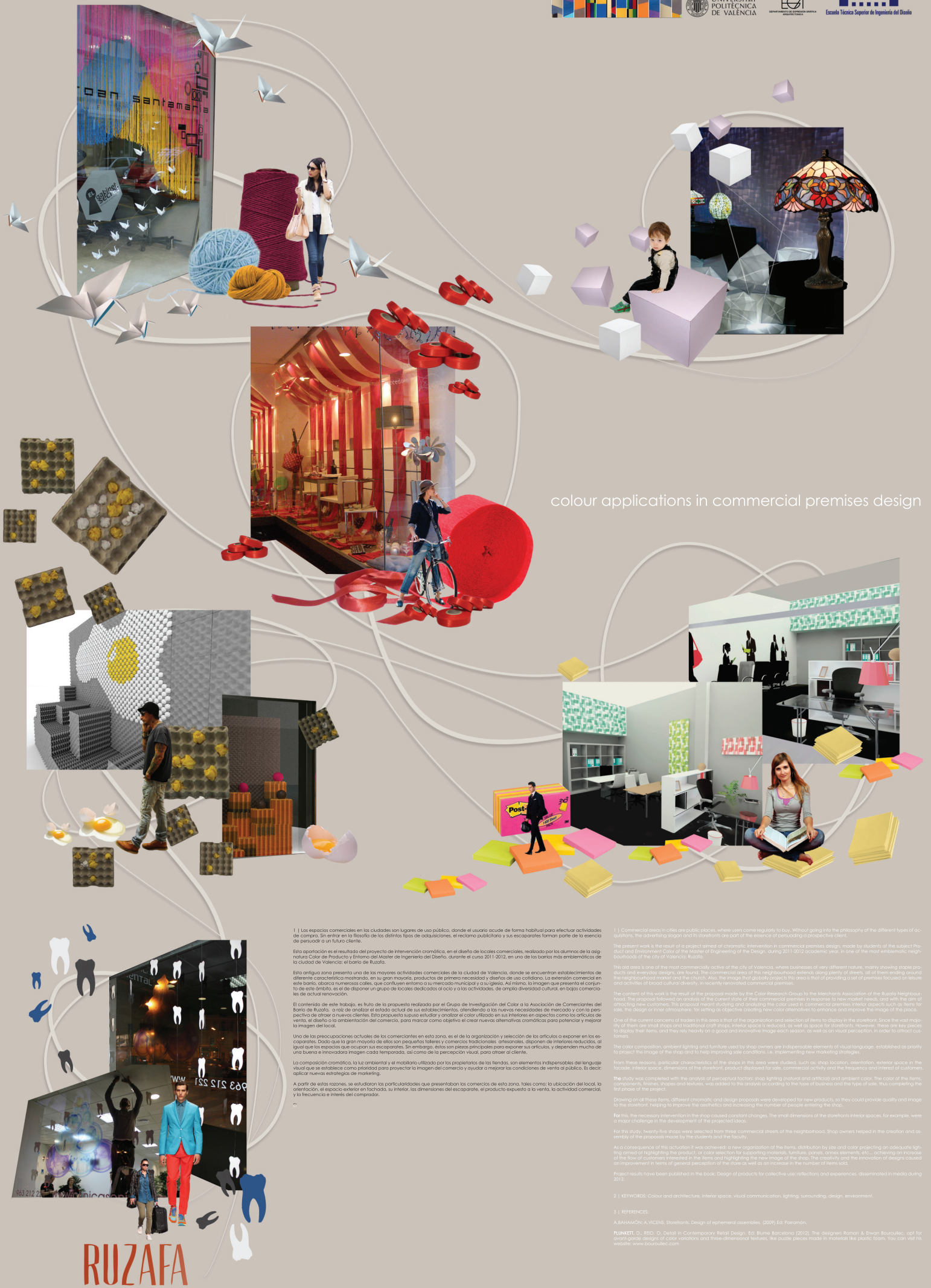
Torres Barchino, Ana (1,2,3); Serra Lluch, Juan (1,2,3); Llopis Verdú, Jorge (1,2,3); Molina Siles, Pedro (1).

(1) Department of Architectural Graphic Expression, Universitat Politècnica de València, Valencia.

(2) Color Research Group, Instituto Universitario de Restauración del Patrimonio.

(3) Technical School of Engineering for the Design.

atorresb@ega.upv.es



colour applications in commercial premises design

1 | Los espacios comerciales en las ciudades son lugares de uso público, donde el usuario acude de forma habitual para efectuar actividades de compra. En entrar en la filosofía de los distintos tipos de adquisiciones, el reclamo publicitario y sus escaparates forman parte de la esencia de persuadir a un futuro cliente.

Esta aportación es el resultado del proyecto de intervención cromática, en el diseño de locales comerciales, realizado por los alumnos de la asignatura Color de Producto y Entorno del Master de Ingeniería del Diseño, durante el curso 2011-2012, en uno de los barrios más emblemáticos de la ciudad de Valencia: el barrio de Ruzafo.

Esta antigua zona presenta uno de las mayores actividades comerciales de la ciudad de Valencia, donde se encuentran establecimientos de diferente carácterístico mostrando, en su gran mayoría, productos de primera necesidad y diseños de uso cotidiano. La extensión comercial en este barrio, abarca numerosas calles, que confluyen entorno a su mercado municipal y a su iglesia. Al mismo, la imagen que presenta el conjunto de este ámbito, es el de disponer un grupo de locales dedicados al ocio y a las actividades, de amplia diversidad cultural, en bajos comerciales de actual renovación.

El contenido de este trabajo, es fruto de la propuesta realizada por el Grupo de Investigación del Color a la Asociación de Comerciantes del barrio de Ruzafo, a raíz de analizar el estado actual de sus establecimientos, atendiendo a las nuevas necesidades de mercado y con la perspectiva de atraer a nuevos clientes. Este proyecto supone estudiar y analizar el color utilizado en sus interiores en aspectos como los artículos de venta, la decoración o la ambientación del comercio, para marcar como objetivo el crear nuevas alternativas cromáticas para potenciar y mejorar la imagen del local.

Una de las preocupaciones actuales de los comerciantes en esta zona, es el de la organización y selección de los artículos a exponer en los escaparates. Dado que la gran mayoría de ellos son pequeños talleres y comercios tradicionales, artesanales, disponen de interiores reducidos, al igual que los espacios que ocupan sus escaparates. Sin embargo, estos son puntos principales para exponer sus artículos, y dependen mucho de una buena y innovadora imagen cada temporada, así como de la percepción visual, para atraer al cliente.

La composición cromática, la luz ambiental y el mobiliario utilizado por los propietarios de las tiendas, son elementos indispensables del lenguaje visual que se establece como prioridad para proyectar la imagen del comercio y ayudar a mejorar las condiciones de venta al público. Es decir: aplicar nuevas estrategias de marketing.

A partir de estos factores, se elaboraron las particularidades que presentaban los comercios de esta zona, tales como: la ubicación del local, la orientación, el espacio exterior en fachada, la interior, las dimensiones del escaparate, el producto expuesto a la venta, la actividad comercial y la frecuencia e interés del comprador.

1 | Commercial areas in cities are public places, where users come regularly to buy. Without going into the philosophy of the different types of acquisitions, the advertising slogan and its displays are part of the essence of persuading a prospective client.

The present work is the result of a project aimed at chromatic intervention in commercial premises design, made by students of the subject Product and Environment Color of the Master of Engineering of the Design, during 2011-2012 academic year, in one of the most emblematic neighbourhoods of the city of Valencia: Ruzafo.

This area is one of the most commercially active of the city of Valencia, where businesses of very different nature, mainly showing trade products and everyday designs, are found. The commercial area of this neighbourhood extends along plenty of streets, all of them ending around the neighbourhood market and the church. Also, the image that globally projects this area is that of providing a set of premises focused on leisure and activities of broad cultural diversity, in recently renovated commercial premises.

The content of this work is the result of the proposal made by the Color Research Group to the Merchant Association of the Ruzafo Neighbourhood. The proposal followed an analysis of the current state of their commercial premises in response to new market needs, and with the aim of attracting new customers. The proposed meant studying and analyzing the color used in commercial premises interior aspects such as items for sale, the design of inner atmosphere, for setting as objective creating new color alternatives to enhance and improve the image of this place.

One of the current concerns of traders in this area is that of the organization and selection of items to display in the storefront. Since the vast majority of them are small shops and traditional craft shops, interior space is reduced, as well as space for storefronts. However, these are key pieces to display their items, and they rely heavily on a good and innovative image each season, as well as on visual perception, in order to attract customers.

The color composition, ambient lighting and furniture used by shop owners are indispensable elements of visual language, established as priority to project the image of the shop and to help improving its conditions, i.e. implementing new marketing strategies.

From these reasons, particular characteristics of the shops in this area were studied, such as: shop location, orientation, exterior space in the facade, interior space, dimensions of the storefront, product displayed for sale, commercial activity and the frequency and interest of customers.

The study was completed with the analysis of perceptual factors: shop lighting (natural and artificial) and ambient color. The color of the items, conceptual, material, shapes and textures, was added to the analysis according to the type of business and the type of sale, thus completing the first phase of the project.

Drawing on all these items, different chromatic and design proposals were developed for new products, so they could provide quality and image to the storefront, helping to improve the aesthetics and increasing the number of people entering the shop.

For this, the necessary intervention in the shop caused constant changes. The small dimensions of the storefronts interior spaces, for example, were a major challenge in the development of the proposed ideas.

As a consequence of this activation it was achieved a new organization of the items, distribution by size and color projecting an adequate lighting aimed at highlighting the product or color selection for supporting materials, furniture, panels, annex elements, etc., achieving an increase of the flow of customers interested in the items and highlighting the new image of the shop. The creativity and the innovation of designs caused an improvement in terms of general perception of the store as well as an increase in the number of items sold.

Project results have been published in the book: Design of products for collective use: reflections and experiences, disseminated in media during 2012.

2 | KEYWORDS: Color and architecture, interior space, visual communication, lighting, surrounding design, environment.

3 | REFERENCES

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PLUNETTI, D., RED, D. Detail in Contemporary Retail Design, Ed: Borne Roca (2012). The designers Roman & Ewan Bourlaouet, opt for overt graphic designs of color variations and three-dimensional textures, like puzzle pieces made in translucent like plastic foam. You can visit his website: www.bourlaouet.com

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