

VIVOBAREFOOT

Texture Tunnel

Vivo Barefoot's Texture Tunnel encourages consumers to try and test Vivo Barefoot shoes. Varried and unique textures create a memorable sensory experience for users, which aims to reconnect people with the textures under their feet.

To align with Vivo Barefoot's philosophy, the base of the tunnel will be composed of a custom 3D printed flooring. The texture of this will mirror the feeling of the surfaces we stand on every day, such as grass, stones and concrete. Implementing these textures using air dry clay into white card models allowed the concept to be visualised and explored.

Adding clay to model



MATERIALITY.

GRASS

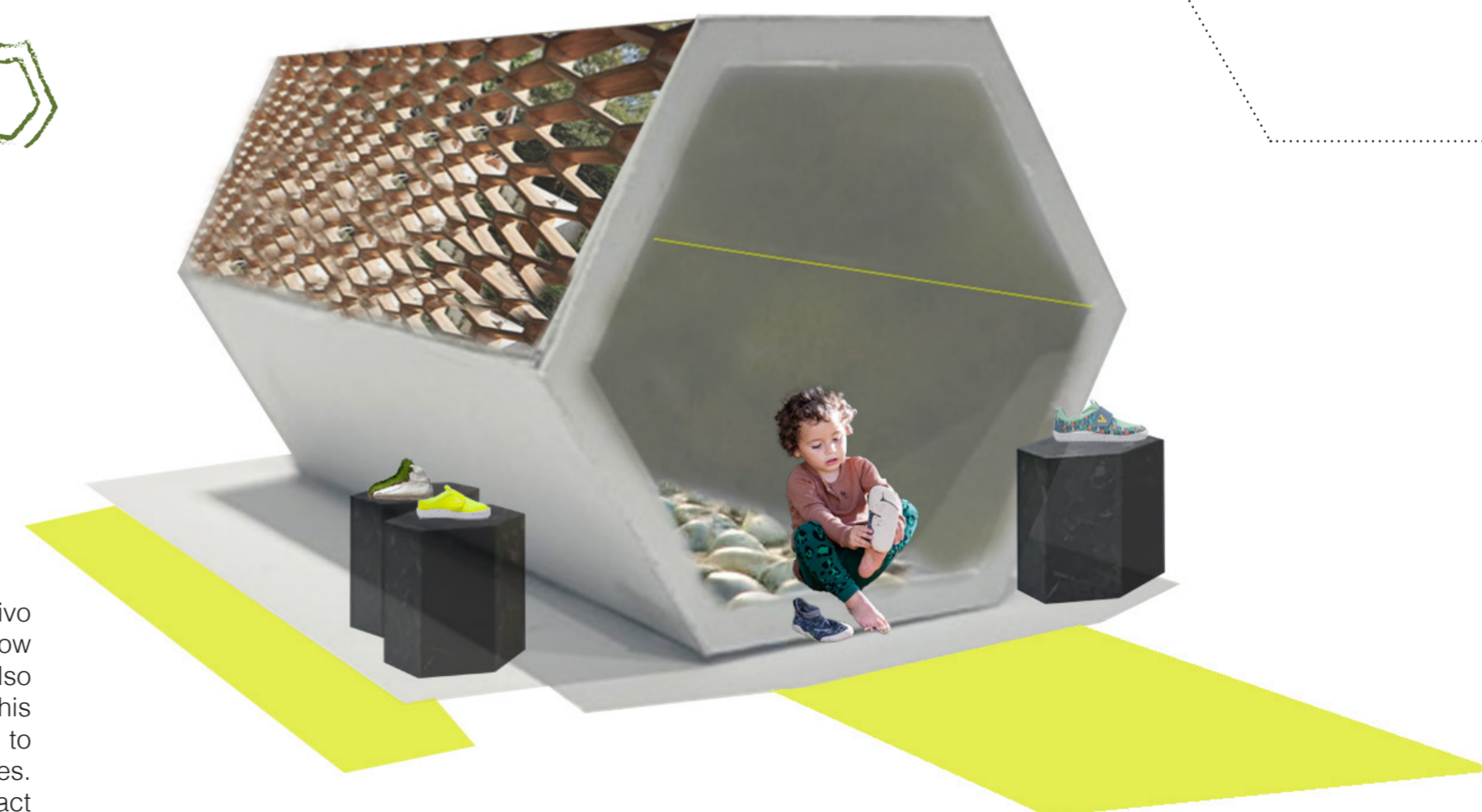
STONES

TREE BARK

BRICK

CONCRETE

Pressing air dry clay into different textures created unqiue imprints. These textures create a tactile sensory experience where consumers become more engaged in testing the products.



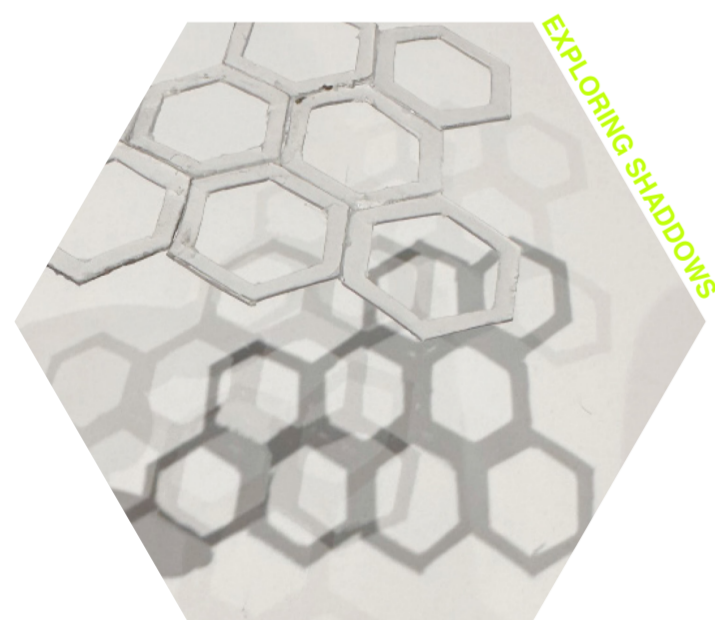
Concept visual created using photoshopped white card model.

IMPRINT

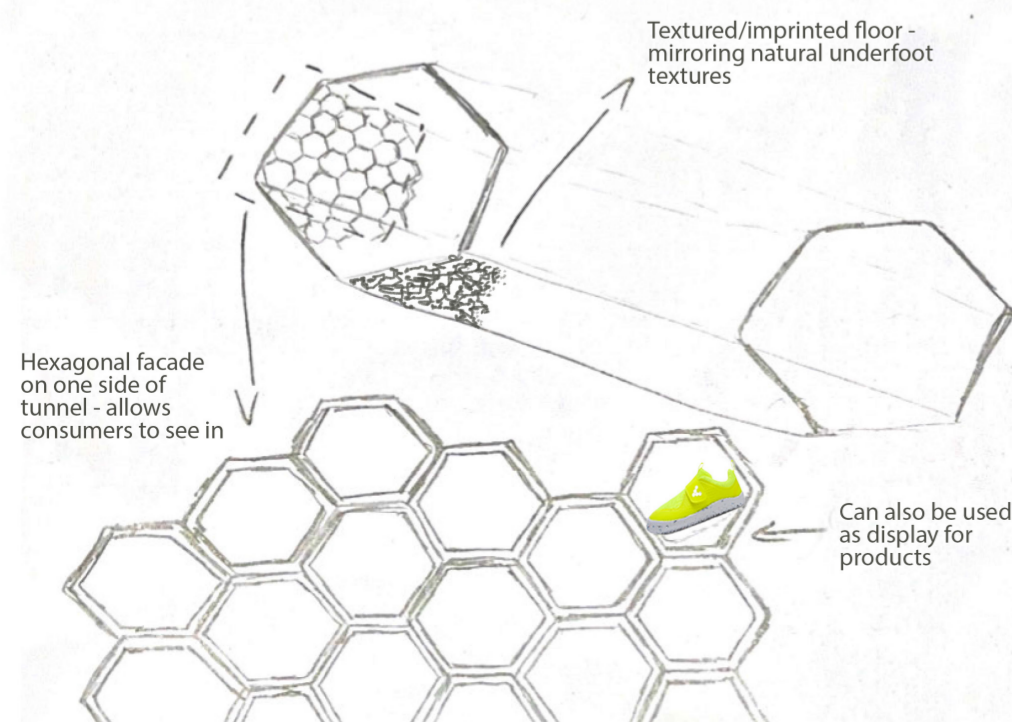
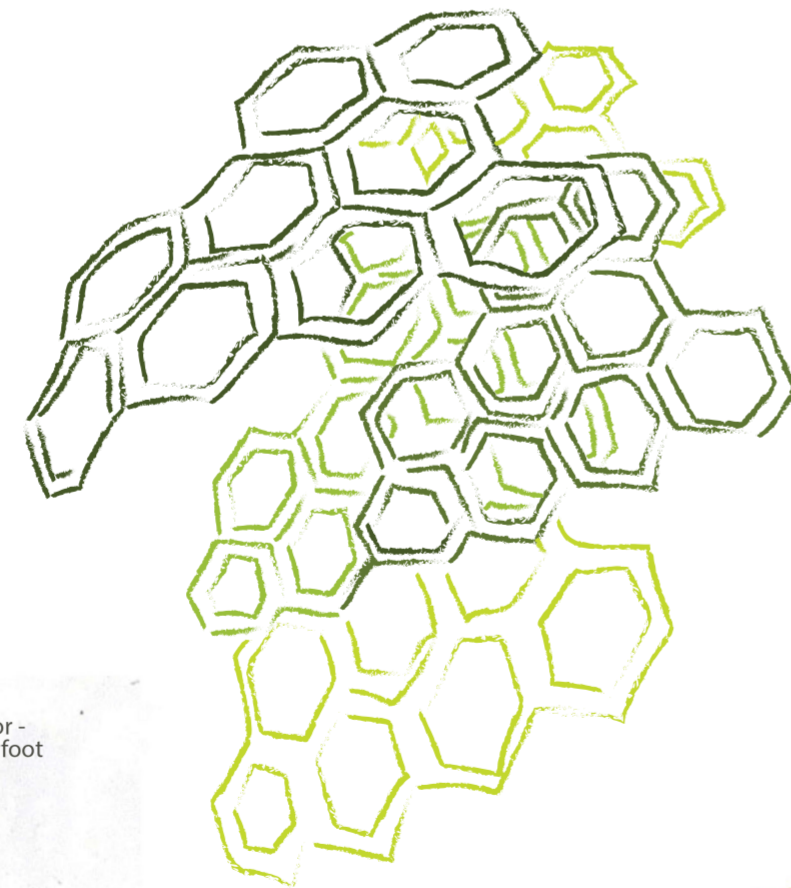
HEXAGONAL

TEXTURE

DESIGN PROCESS.



EXPLORING SHADOWS



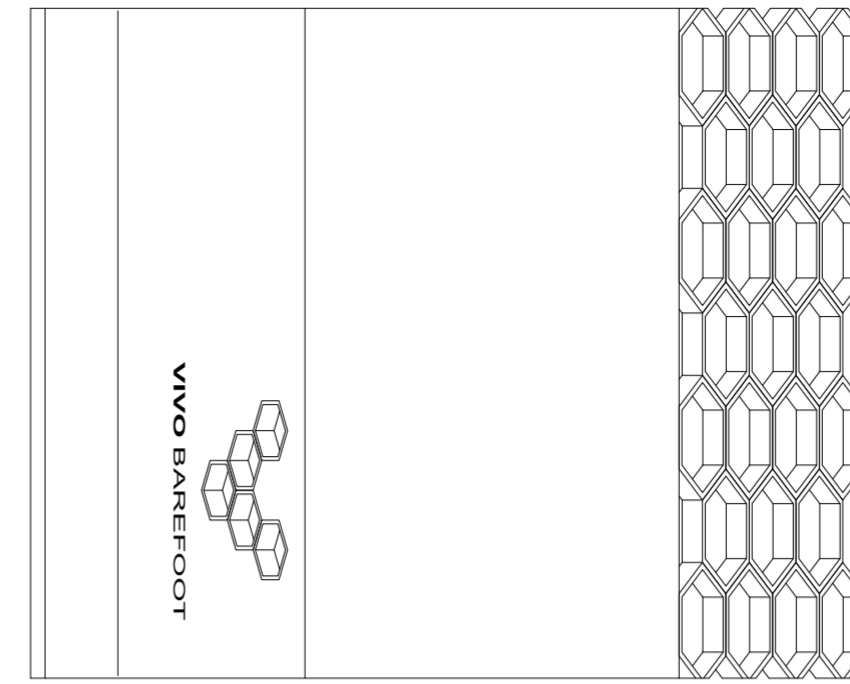
Textured/imprinted floor - mirroring natural underfoot textures

Hexagonal facade on one side of tunnel - allows consumers to see in

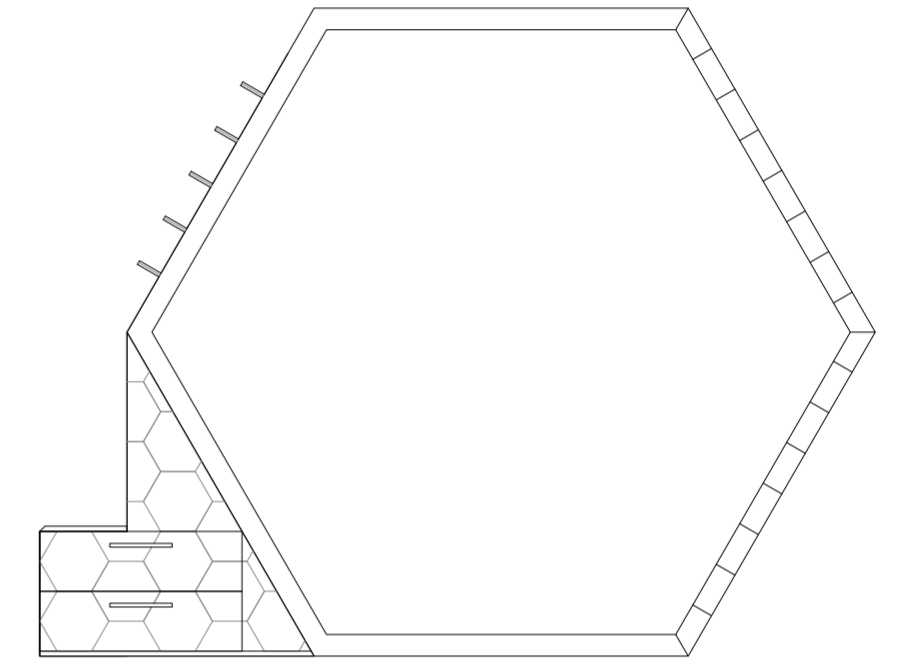
Can also be used as display for products

Hexagonal cut outs inspired by Vivo Braefoot's logo and shoe design allow light to enter the tunnel while also casting entrancing shaddows. This concept also allows consumers to see into the tunnel from more angles. The hexagonal frames could also act as product displays.

MODEL.



1 Top Plan
Not to scale



2 Front Elevation
Not to scale

The neutral colour scheme allows consumers to focus their senses on the range of textures while testing the products. In addition, the white structure acts as a base for Vivo Barefoot's vibrant products to stand out against.

The hexagonal structure, derived from Vivo Barefoot's design, allows the pop-up to be seen from multiple angles as well as creating a sensory testing area which also incorporates seating, storage and display areas.

TECHNICAL DRAWINGS.

Visual created using photoshopped model.

