

Mood Board Proposal Checklist - Food

Equals 10% of Final Design Submission Pack

- ☐ Explore Spatial Planning. During your draft planning phase, it's critical that you demonstrate a high-level of analysis on how the layout will flow with your customers, staff, deliveries and the interaction with the common mall.
 - ☐ Location of entrances
 - ☐ Front of house verses back of house allocation
 - ☐ Key Feature Elements
 - ☐ Delivery points and storage
- ☐ Moodboard Development. **Being able to clearly articulate how the Design Dimensions are captured in the overall design intent for the space ensures a smooth transition on to the next Concept Design phase.**
 - ☐ Provide a maximum of 5 paged that explains how your proposed design will respond to the **5 Design Dimensions:**
 - ☐ **Individualism** – Celebrating an individualistic approach to design by focusing on creating spaces that reflect the unique needs, tastes, and aspirations of our customers and community. Emphasising the importance of originality, customisation, and the celebration of individual identity.
 - ☐ **Time** – The provision of carefully curated experiences and visually captivating displays that hero our retailer offers and invite customers to seek out memorable moments and immerse themselves into the landscape. The luxury of valuable time spent intentionally, and with an appreciation of our surroundings.
 - ☐ **Space and Light** – Thoughtful planning and execution of space and light within your concept to positively inform consumer experiences, promoting their well-being, and creating visually appealing environments that are both functional and aesthetically pleasing.
 - ☐ **Authenticity** – Embrace authenticity in all of its forms. The brand story, the offer, the designed spaces and the materials from which they are built, all welcome powerful mediums for brand-expression and contribute to the rich tapestry of the Chatswood Chase experience.
 - ☐ **Awareness** – Promoting awareness of people, culture, art and the natural environment from which we draw inspiration. Recognising the evolution of influences on our everchanging retail landscape and welcoming change, with a focus on innovation, efficiency and sustainability.

Note, if you would like guidance on the Moodboard design response using the 5 Dimensions, please speak to your RDM for examples.

- ☐ Design Submission
 - ☐ Design Submission will consist of an in-person presentation to your Vicinity RDM.
 - ☐ Include supporting imagery of existing sites or design inspiration around specific elements for this design.