

Prepared for :

**UPRISE**

On :

05 | 10 | 23

WHITEROOM™

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# SWANSEA STORE DESIGN

STAGE 1

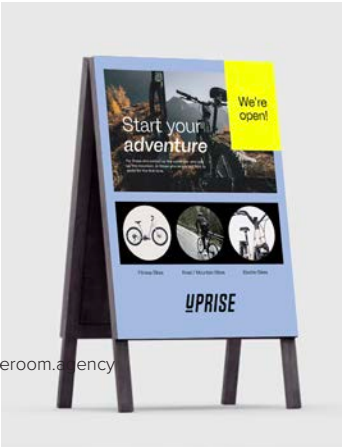
UPRISE

## *STORE PURPOSE*

We want to create the no.1 e-bike store in the South West. A place where customers can come and explore a wide range of e-bikes all under one roof.

This will be the first UPRISE store and so will have to extract the spirit of the brand in a physical space.

Exterior



## Exterior



## Exterior



Exterior

**UPRISE**  
E-BIKES

**UPRISE**  
BIKES

Charge your  
commute

Redefining  
your ride

**U**

Mountain E-Bikes  
Road E-Bikes  
Urban E-Bikes

Charge your  
commute



# Bike Test Area

Brand lines used to highlight the test area at the front of the store. The bifold doors can be opened up to encourage people to test ride the bikes.



Slotted bike holder can be moved out and indoors.



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## *Windows*

### *Test ride area comms*



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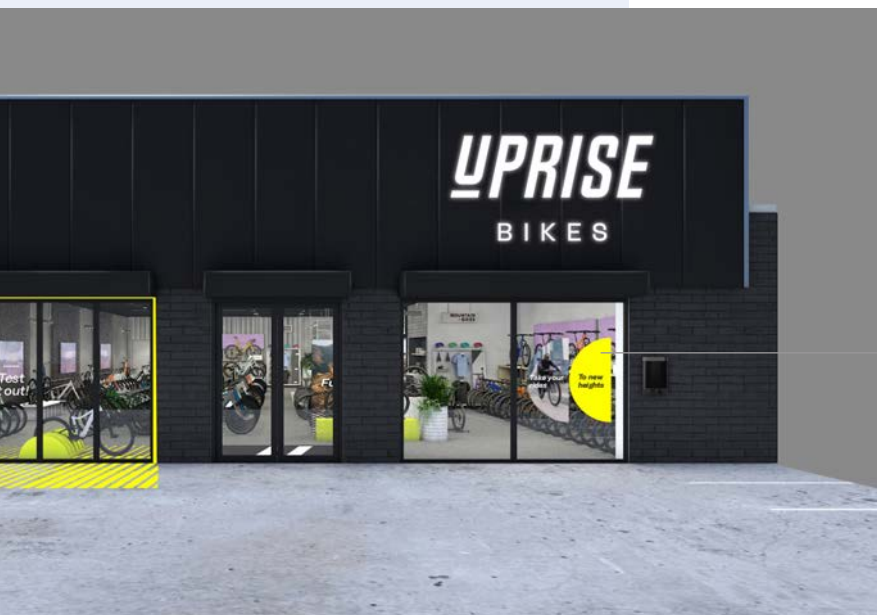
*Ready  
to ride?*

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*Test  
it out!*



## *Windows*



***To new  
heights***



## Exterior Logo



Front illuminated logo  
with purple edge.

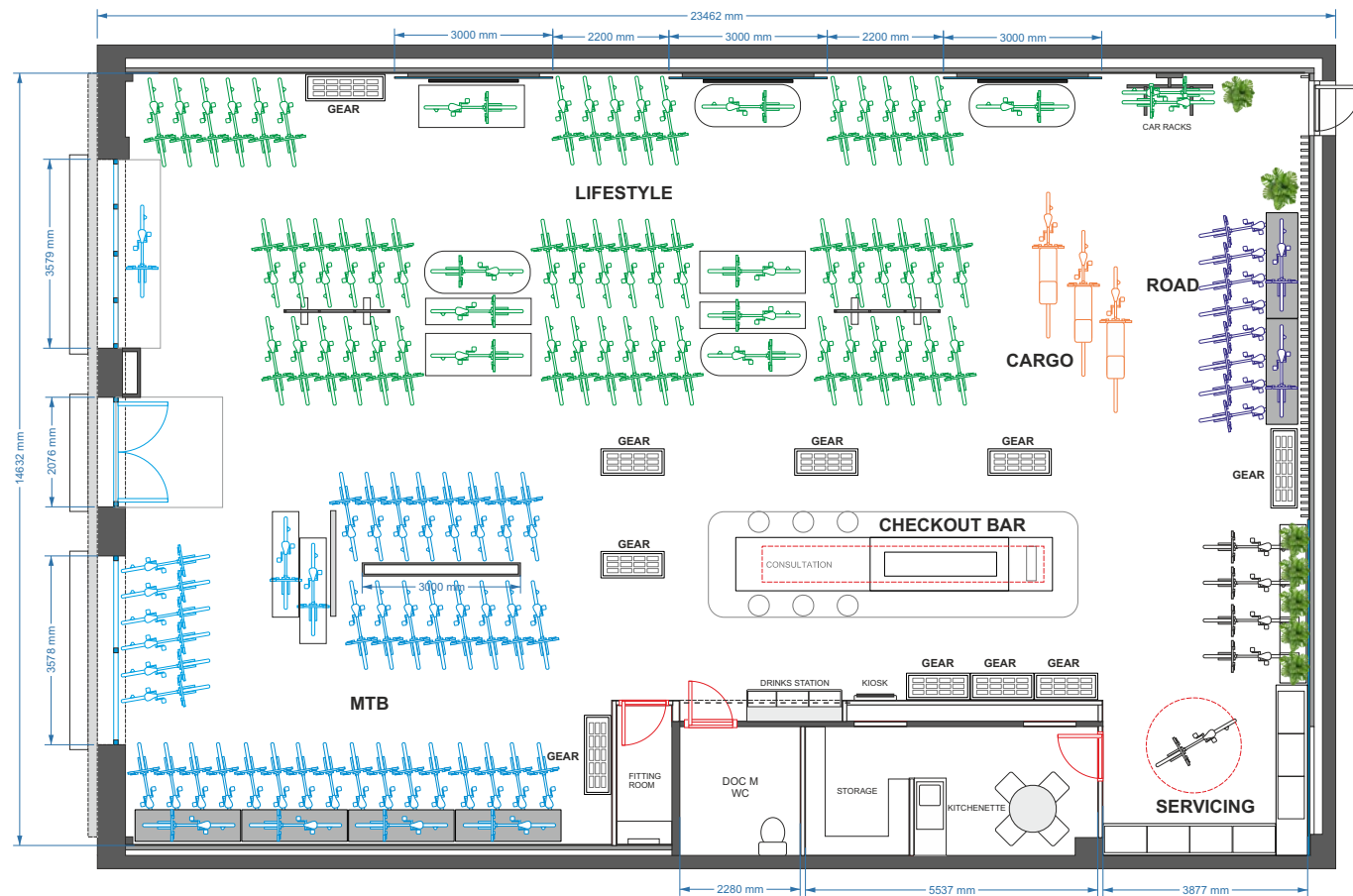
Adds a feminine  
touch to the overall  
store front



purple edge taken  
from the uprise  
branding



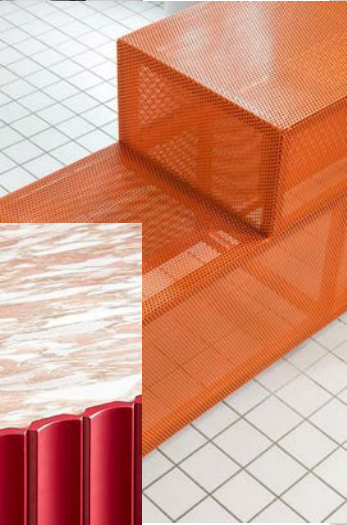
# Store Layout



## BIKE TOTALS

|              |            |
|--------------|------------|
| LIFESTYLE    | 61         |
| MTB          | 44         |
| ROAD         | 10         |
| CARGO        | 3          |
| <b>TOTAL</b> | <b>118</b> |





Entrance



## Entrance

Entrance ramp to allow for raised access flooring.

Brand lines around the ramp to create hazard style tape.



Entrance

UPRISE

CUBE

Feel the Velocity

ROAD  
BIKES

• FITTING  
• REPAIR

MOUNTAIN  
BIKES

Fuel EXe  
For the thrill

## Launch Area



Fuel EXe

For the trail

Where trails

become tri

GIANT

## Launch Area

This is where a bold story can be told for a new bike launch.

Corrugated metal panel with neon sign.



Large lightbox can be placed behind the bikes to tell a story.



Coloured metal mesh tiered plinths allow for multiple bikes to be displayed.



Lifestyle Area

Empowering

your  
commute

LIFESTYLE  
+ BIKES

UPRISE

CUBE

your ride

the Velocity



Lifestyle Area

Empowering



LIFESTYLE  
BIKES

UPRISE

UPRISE

UPRISE

Feel th

Lifestyle Area



## Dividers

Mesh panels used to divide the space. These panel can be moved if the store layout changes.



Shelving and hooks can be slotted into the mesh panel to cross merchandise and add brand call outs.



This is where gear and accessories can be displayed.



Lifestyle Area

UPRISE

Electrify  
your ride

Feel the Velocity



GIANT

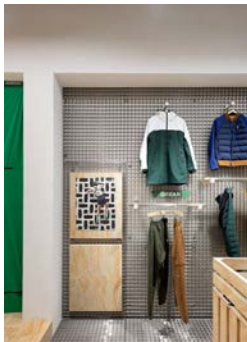
7AD  
ES

## Gear Displays

The gear fixtures have been created in two different sizes with a mesh back allowing for flexible merchandising.

The taller design for a dedicated generic gear wall bays and the smaller lower fixtures for category specific merchandise.

Hooks, bars or shelves can be added and wheels allow them to move around

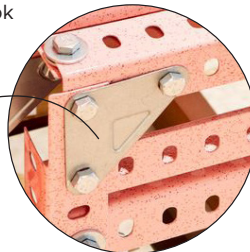


White metal frame with mesh sides and back



Mirror

Metal detail to edges, creating an industrial, urban look



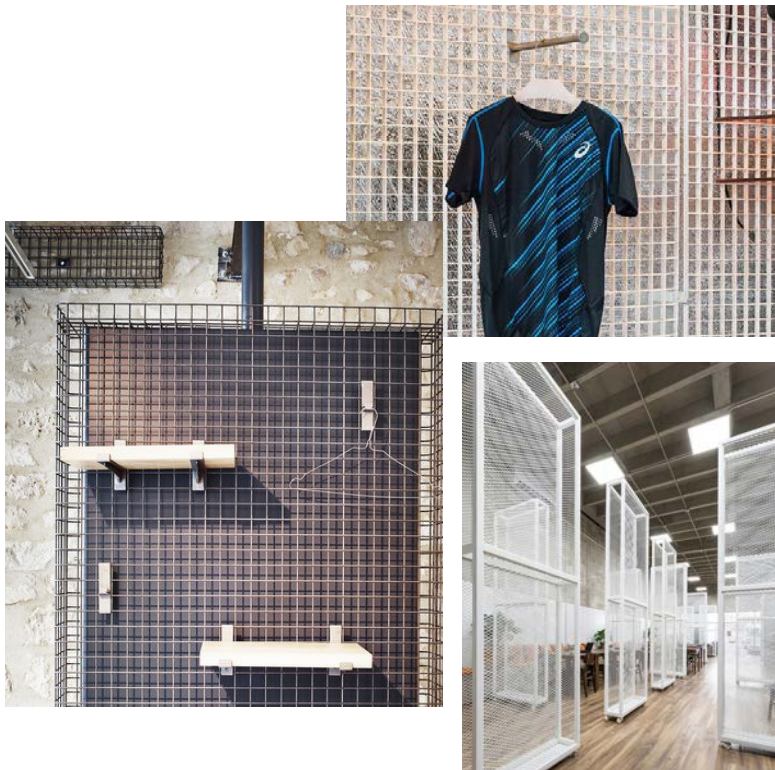
Metal workshop style drawers for storage



## Gear Displays

Double sided fsu allowing for flexible mid-floor fixtures.

Mesh back allows for flexibility with merchandising.



## Hero Displays



## Hero Displays

Hero area used to highlight bikes in each category within the store. The bike sits on a raised plinth and a metal mesh is placed behind to frame the area.



Hero light and TV placed next to the hero area.



Branding can be added next to the bikes.

Slatted plinth design helps to make it look less bulky.



## Hero Displays

Branding could be added by attaching to the back mesh panel.



Branding flag graphic can be changed for special launches.



Cargo bike Area



Bike Rack Area



Road Bike Area

Feel the *Velocity*



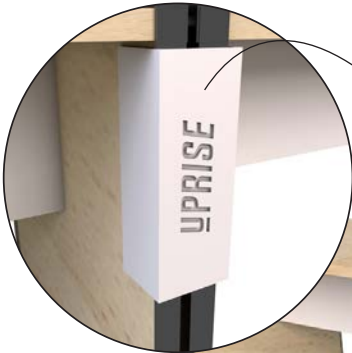
cannondale

uprise

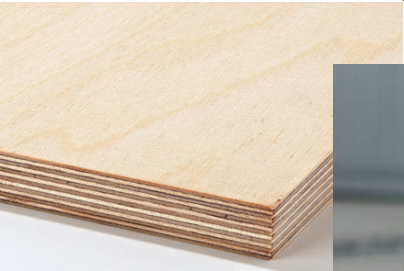


# Road Bike Area

Plywood and metal platform to hero and raise bikes. Simple design allows the bikes to stand out.



Branded connectors to link platforms and add support



Plywood with metal edge and feet.



ROAD  
BIKES  
Click & Collect Workshop

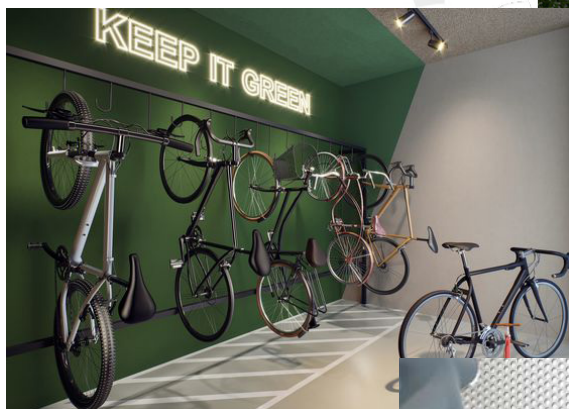
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## Click & Collect and Workshop

Open workshop creating theatre in the store with a large illuminated lightbox about the work space

Bike collection space placed at the back of the store next to the workshop with a large neon light



Mesh finish with bright yellow bike holder in-line with uprise branding



Planting adding softness to the space



Difference in flooring to highlight workshop area with same size light above

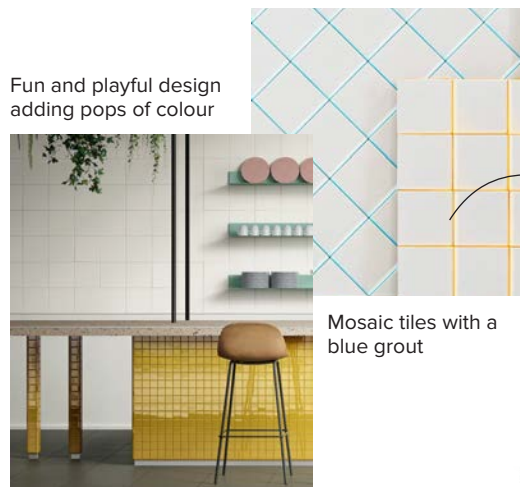


Check out & Consultation



## Check out & Consultation

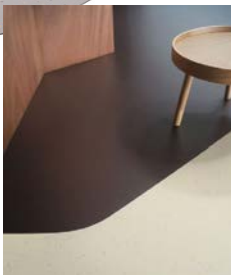
Large central fixture creating a hub within the store. A space for checkout, cross merchandising and consultations.



## Check out & Consultation



Merchandising space for those last minute purchases



Flooring to create zones, acting as a clear signpost to the checkout 'hub'

Large overhead fixture for merchandising with mesh finish



Bar style seating with nearby drinks station to create an open and informal space



Check out & Consultation



Fitting Room

⚡ FITTING  
ROOM

Where trails

cannondale

become t

MOUNTAIN  
BIKES

Bike Area

Where trails

become

cannondale

GIANT

Store Entrance

Empowering

your  
commute

LIFESTYLE  
+ BIKES

CUBE

UPRISE

Fuel Ex  
thrill

city



# Overview



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