

# Himal Hemp Pop-Up Store Design Competition 2019

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## Prototype Design Guideline

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Himal Hemp

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### 1. Technical Requirements

#### 1.1. Size

Standard size 3x3 meters; a flexible system that can be used in a wider arrangement too, is preferable. NOTE: Locally usually available furniture like beer tables or beer benches can be part of the construction (use non-damaging joints!) and their proportions and weight do not have to be included in max weight and dimension calculations of the whole construction;

#### 1.2. Roof

The Pop-Up Store should be able to be transported and presented with a functional roof (outdoor) and without a roof (indoor). Additionally display elements should be suitable for external usage within cabins ("Marktstand");

#### 1.3. Mounting and Unmounting

The Pop-Up Store should be easy and be arrangable by 2 persons only and be able to resist regular winds and rains (roof version);

#### 1.4. Transportation

The Pop-Up Store should fit in a standard car carrier. Depending on the design studies Himal Hemp will buy or find a sponsor for a car carrier with the according size.

**Maximum dimensions when unmounted (l\*w\*h): 2,5 \* 1,3 \* 1,6 m**

**Maximum total weight: < 1000 kg.**

<https://www.hornbach.at/shop/PKW-Anhaenger-Einachser-Humbaur-Alumaster-1300-mit-Radstosssdaempfern-1300-kg-Serie-Prima-2510x1310x350-mm-inkl-Stuetzrad/7832804/artikel.html>

<https://www.hornbach.at/shop/Paket-Aufbau-basic-fuer-Alumaster-1300/8712670/artikel.html?sourceArt=7832804&url=7832804&trackArticleCrossType=pa>

#### 1.5. Material

Durable, from sustainable and regional production or recycled. We are an independent Start-Up. In order to keep this up we need to find creative low-cost ways. In order to supply the materials depending on the designs, Himal Hemp will request material donations from producers in Austria;

#### 1.6. Illumination

Lighting is essential and necessary to present the products and the brand design. Light design should be affordable and durable, especially, it should not be very vulnerable to damages from mounting and unmounting the store. It can be split, which means to be mounted extra after the Pop-Up Store would be ready, or – better – integrated in the construction. Electricity will be supplied to the Pop-Up Store by one or more ordinary cables and plugs (230 V);

#### 1.7. Product representation

The product range of Himal Hemp from Accessories to T-Shirts should be presentable, e.g. with flexible systems of holders for the different products;

#### 1.8. Practicability

Hidden stowage for standardised boxes to store tools and additional materials, as well as stock goods that are used to replace sold items. Standard size (l\*w\*h) 60\*40\*22 cm, stackable; 3 boxes staple height: 66 cm;

#### 1.9. Presentation

There need to be areas for the brand representation. Himal Hemp usually uses banners (A0 and/or A1), TV+Laptop to show the production process and VR Goggles. (also check Design Specifications!);

#### 1.10. Budget

Himal Hemp is granting a material budget for manufacturing testable prototypes

for each of the selected designs of 500 Euros excluding the light concept. 1 light concept will be realized, light budget: max. 500 Euros.

For any materials Himal Hemp will seek cooperation / support from companies that produce these materials. Therefore, the design group leaders should stay in close contact with Andreas Kramer (WhatsApp: 0664 8666804) to estimate material needs already in early design stages in order to source the materials before the constructions start. Through cooperation with material suppliers the real budget for each prototype could be quite extended.

## 2. Design Specification: Himal Hemp Branding (also see Himal Hemp Brand Book)

### 2.1. Logo Display – Primary attention point

The logo should be easily recognizable for people passing by the pop-up store from around 5-7 meters. The colour of the logo should be black (or HH Jet (hex: #38322f) or white (or HH Eggshell (hex: #foead8);

### 2.2. Web Shop Display – Secondary attention point

The second attention point has to be at the [www.himalhemp.com](http://www.himalhemp.com), so to make it clear for people that our production is easy to find also online. It has to be placed somewhere visible at a distance of around 2 meters. The colour of the web link should be black (or HH Jet (hex: #38322f) or white (or HH Eggshell (hex: #foead8);

### 2.3. Display / Information Materials

There might be developed a special place to display a poster in A0 or A1 size which will provide an important general information about Himal Hemp and its values. Also a screen (connected to a Laptop) and VR Googles (Oculus) are part of the standard equipment;

### 2.4. Colours

The colours of the pop-up store should all be within the Himal Hemp Brand Palette. Moreover, the best way would be to use only 2 to 3 colours as white or HH Eggshell (hex: #foead8), HH Jet (hex: #38322f) and the natural colour of wood (if there is some used for the construction reasons). The rest of the materials, the colour of which varies from the HH Colour Palette must be painted/covered with the ones mentioned above.

There is a possibility to use other colours from HH Palette as:

HH Jet (hex: #38322f)

HH Picton Blue (hex #53b7e8)

HH Deep Spring (hex #496933)

HH Mandarin (hex #f47a55)

Light Crimson (hex #F06793)

HH SunIglow (hex #ffcc40)

HH Eggshell (hex: #foead8)

However, these colours have to be in the minority as the main focus should be on the goods that by itself include such colours as:

- Natural materials hemp and cotton;
- Recycled materials, such as saree (traditional Nepalese women's clothing), which is extremely colourful by itself;
- Slaughter-free leather (brownish colours);
- Cashmere scarves (huge colour range);
- Long-sleeved shirts (colour range...).

Moreover, remember about the importance to emphasise the information materials, such as posters, about the brand. Also, there is an opportunity to use if needed lighter or darker tints of the brand colours, though still it has to be suitable to the overall look and not to change the brand image.

## 2.5. Fonts

The main brand fonts are **Core Humanist Sans**, which is used for headlines sublines and body text and also, **Chasing Embers** that is used for information highlights and creation of graphical elements.

As the Core Humanist Sans has only one font weight, to create a nice difference between the headline, subline (if used) and body text, please use extra stroke.

The colour of the first font, Core Humanist Sans, should always stay black or HH grey (hex: #38322f). The colour of the second font, Chasing Embers, can vary in the range of HH Colour Palette (lighter or darker tints of the brand colours can be applied if needed).

## 3. Incentives for the participating students

- 3.1. Design Study Exhibition in FH and in the displays of Himal Hemp / Lendwirbel „Püro“? (Mariahilferstraße 28, 8020 Graz) and selection of 2-3 designs for prototype implementation.  
Dates: 10th of April 2019
- 3.2. Presentation of the realized Pop-Up-Stores at FH Graz and selection of the winner of the design competition.  
Date: 22nd of May 2019
- 3.3. Invitation of the winning team to the official premiere of the Pop-Up Store at a festival. Joint selection of the festival, since Acoustic Lakeside Festival, originally selected for the premiere, is not taking place in 2019.

Design - Develop - Display

Have fun!

Your Himal Hemp Unicorn Team