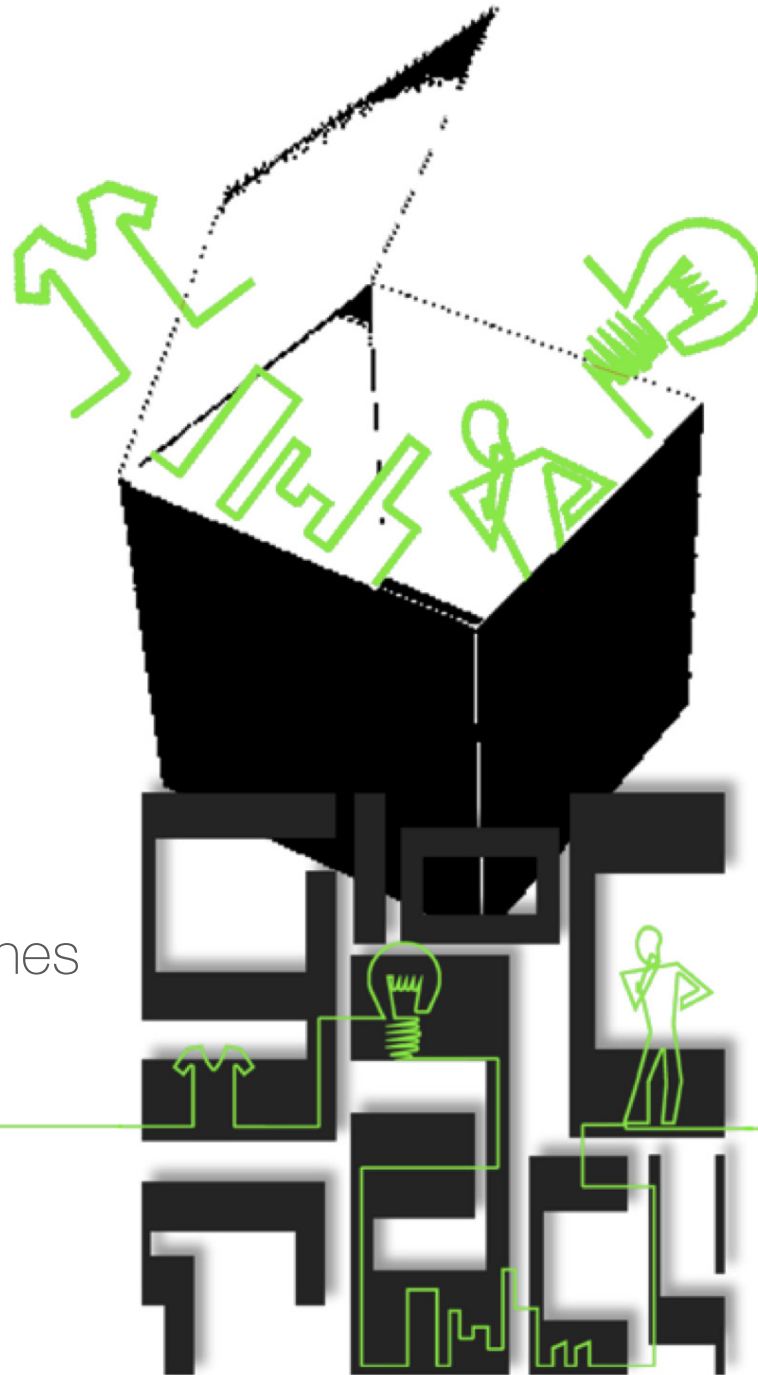


Space concept guidelines
New package offer
July 27, 2010



Team A

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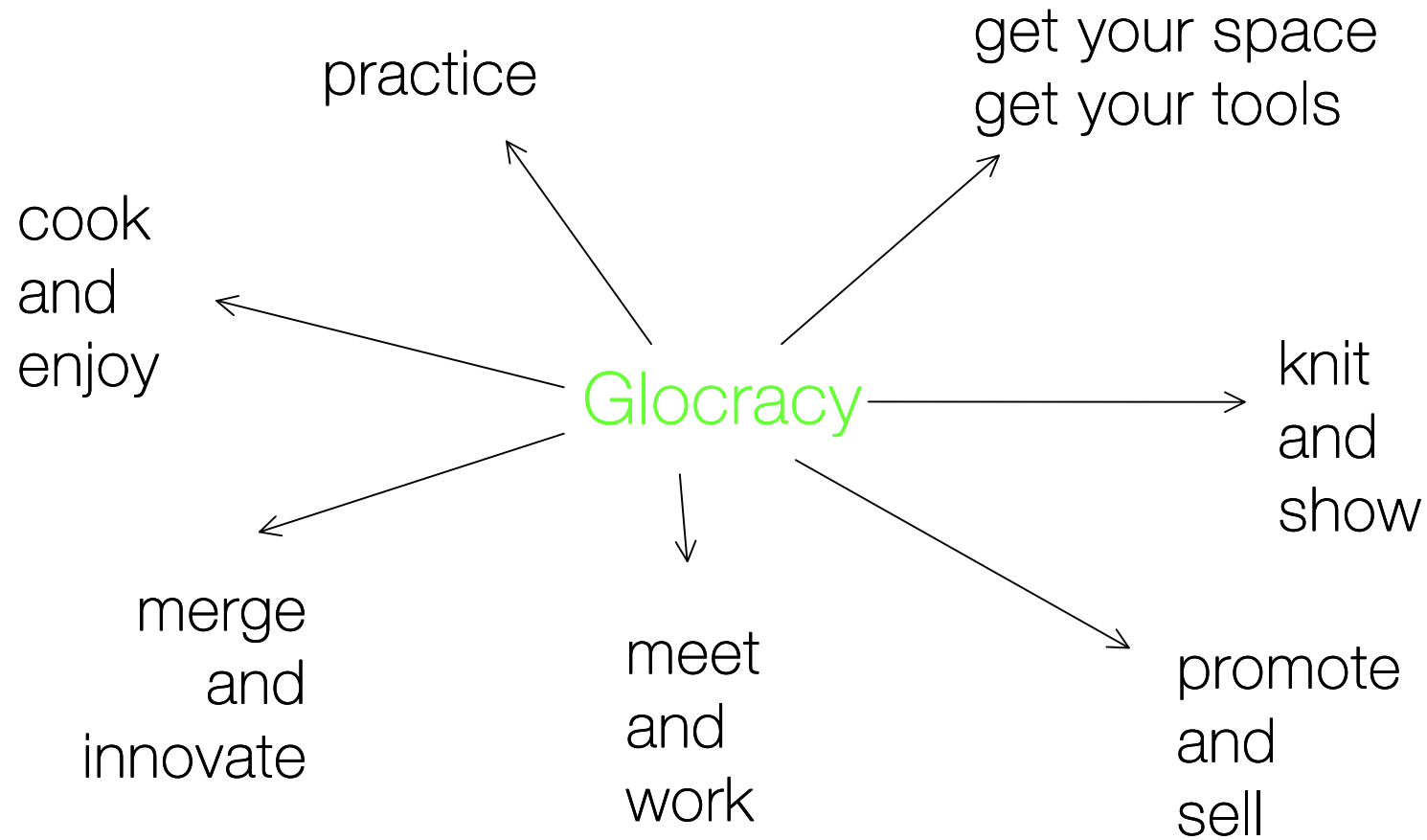
Offer

Glocracy is a place that provides space, tools, and visibility to emergent fashion designers and other creatives in knitting fashion, incubating their creativity and promoting social habilitation and strong link with territorial specificities.

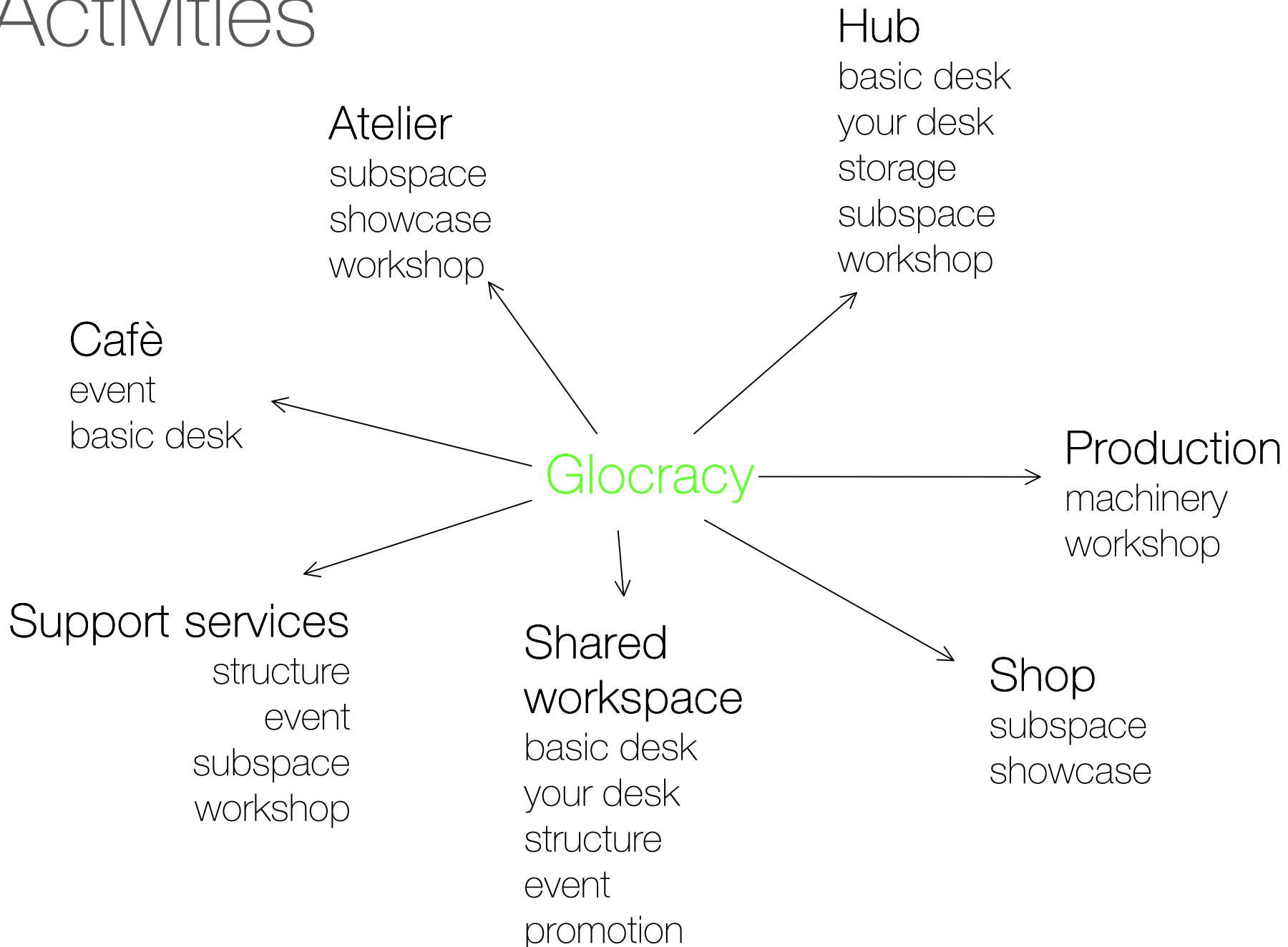
Glocracy is a hub for creativity in fashion, and specially in knitting fashion



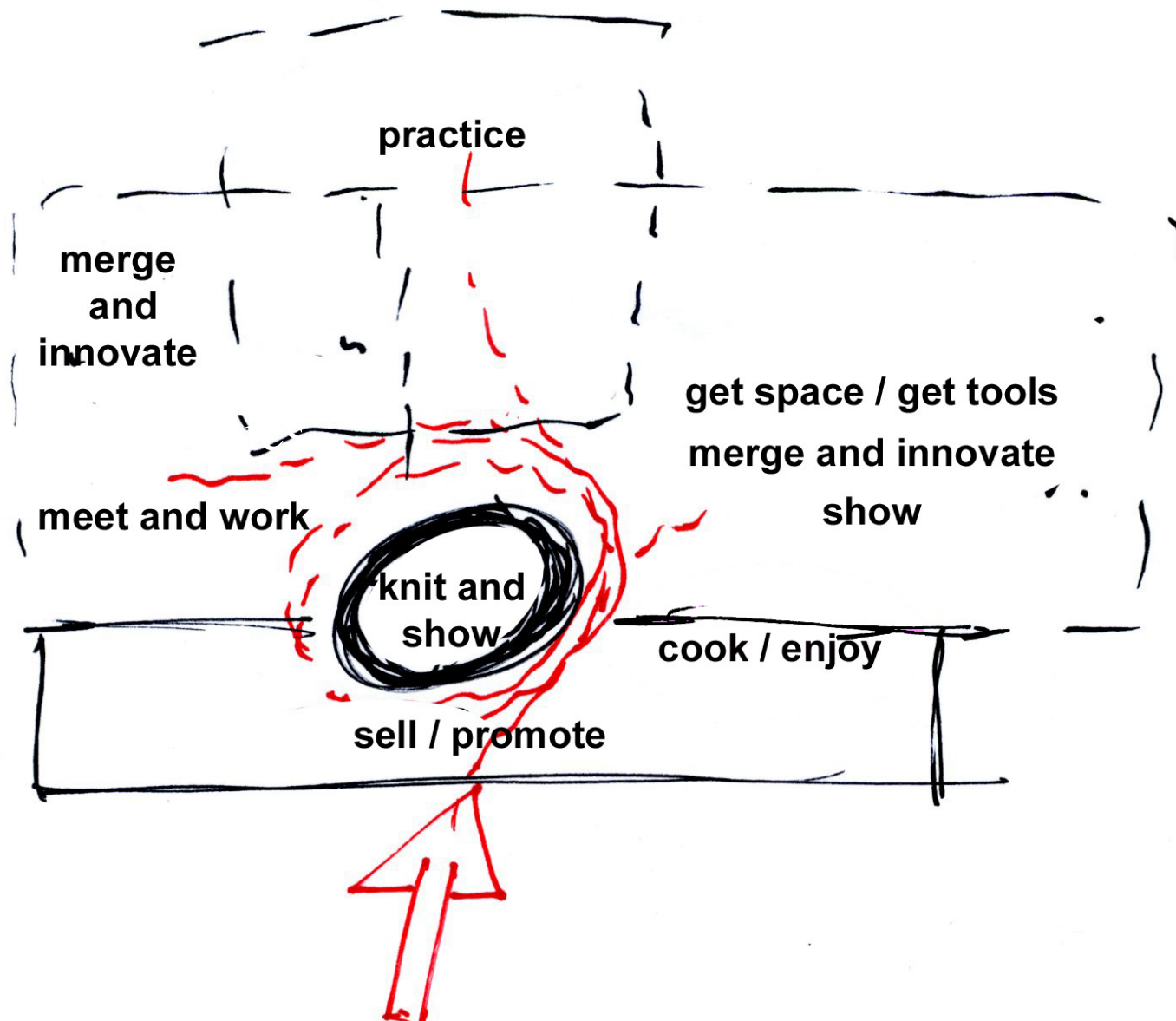
Activities



Activities



Space concept



Space concept - 2



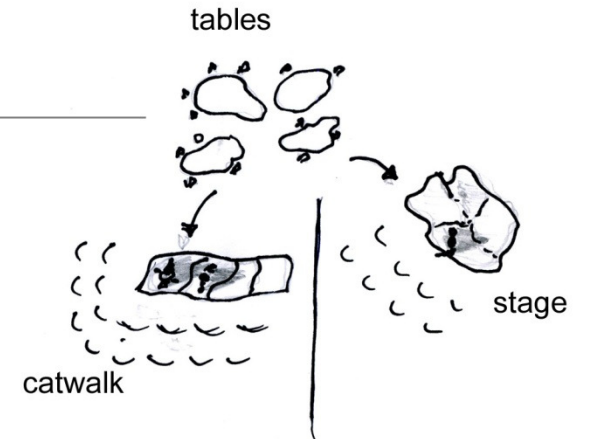
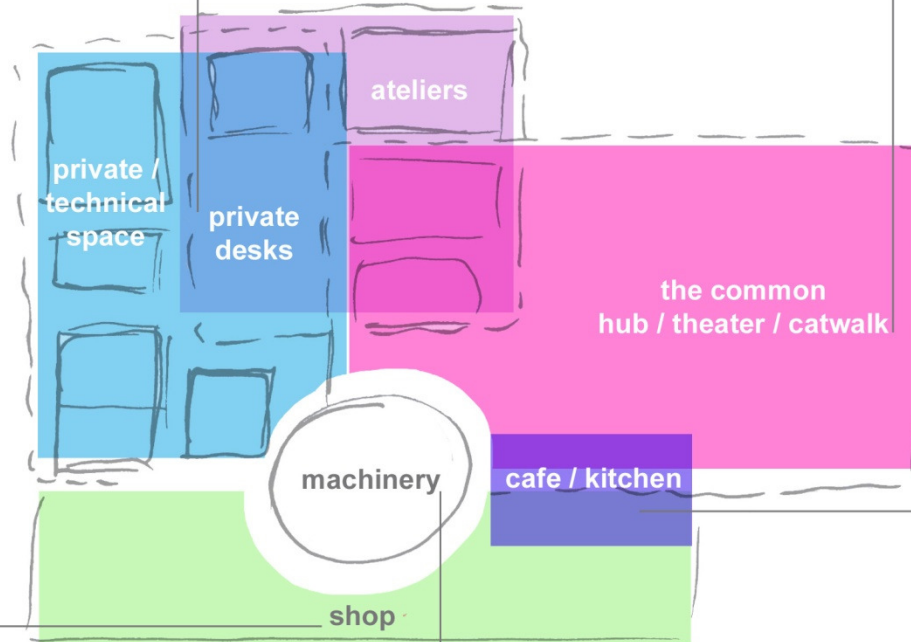
touchpoint

a still and close workspace
surrounded by the access to the
entire support service set



touchpoint

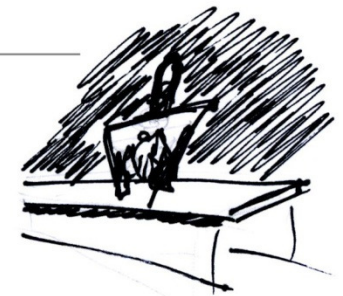
exhibition of produced
clothes and drawings
creating a shop feeling



touchpoint

tables

whose disposition determi-
nes the function chosen for
common space in a precise
moment



touchpoint

a counter

working both as a bar
counter and a kitchen work
surface



touchpoint

exhibition of working
machinery

considered as the focus for inner
circulation



Service offer

Non-material component of the service offer:

- a possibility for young designers to develop their skills using the space of the fashion creativity hub and unique machines of Shima Seiki.

It provides opportunity to create their own products and get a part of revenue, therefore for young designers the main product of our offer is incubation of their talents and creativity.

- a possibility for other creatives in fashion, such as fashion photographers, web designers and others, to apply their knowledge to fashion knitwear design
- a possibility for customers to experience a creative environment
- these dynamics are enabled by tools such as
 - package-offers of space renting
 - active education (workshops)
 - events (fashion contests and shows, fashion photography exhibitions, theater, product presentations, caterings, fashion week events.....)

Material component of the service offer:

- the designed knitting garments which can be sold as-is or, potentially, entirely or partly customized.
- the tools and spatial/professional devices needed to develop solo or shared projects linked to fashion



Stakeholders

The product or service offered depends on the category of its customers (actors).

Categories of actors :

- *Studying designers (not graduate)*
- *Newly graduated designers*
- *Designers that are trying to become entrepreneurs and create their firms*
- *Fashion photographers*
- *Web designers*
- *Graphic designers*
- *Theatre creatives*
- *Fashion editors*
- *Big brands renting shop space*
- *Normal buyers of knitwear garments*

Resources we are using: 2 machines, 600 (or more) sq m.



Packages - 1

Basic Desk

use of the space, internet, kitchen, access to events

- 15h/month, 30€/month
- 30h/month, 70€/month
- 50h/month, 120€/month
- 100h/month, 200€/month

Your Desk

*unlimited use of the space, internet, kitchen, access to events,
one shelf / locker*

- unlimited time, 270€/month



Packages - 2

Machinery

subscription for machine usage (no time-expiry)

- 2 clothes, 30€
- 5 clothes, 50€
- 10 clothes, 90€
- 30 clothes, 250€
- 100 clothes, 700€

Storage

additional shelf / locker

- 30€/piece (per month)



Packages - 3

Structure

Rental of common space for day/night events

- 300 €/h daily rate
- 200 €/h nightly rate
- 400 €/h daily+nightly rate

Event

Previous package + catering service

cost of catering:

- large event: 950 € (50 people)
- small event: 500 € (20 people)



Packages - 4

Subspace

rent of spaces others than common one, daily or per hour

- Private meeting room, 15€ per hour, 70€ entire day
- Technical room (PC and photo), 25€ per hour, 100€ entire day
- Empty room, 10€ per hour, 50€ entire day

Promotion

possibility of advertisement on the textile walls of the space

- for designers, 50€/mq (per month)
- for third parties, 100€/mq (per month)



Packages - 5

Showcase

possibility to rent a part of the retail area inside the space

- 50€/space unit (per month)

Workshop and classes

admission to formation events

- price dependent on the kind of event
- subscription availability



Upcoming

- Branding strategy
new name, logo, graphics, feeling, ...
- Deeper definition of space concept
new drawings and 3D model
- New storyboard
elaboration of package services and their usage

