

STORES AND RETAIL SPACES





The Salvador Dali Museum

Salvador Dali Museum Gift Store,
St. Petersburg, Fla.

Creative Arts Unlimited, Pinellas Park, Fla.

The Salvador Dali Museum (St. Petersburg, Fla.) wanted to improve the sales performance of its 4000-square-foot bookstore. Creative Arts Unlimited (Pinellas Park, Fla.) was called on to come up with a more productive fixturing and visual merchandising system, but one that reflected the surrealist artist's unique personality and sensibilities.

"We began by creating core fixturing and a focal icon," says Creative Arts president Roger Barganier. "The fixtures would be called upon to present the wide variety of constantly changing custom merchandise. We designed two-way and three-way units and nested table sets. The table sets featured built-in abstract forms to hold T-shirts, beach towels, neckties

and the like. The colors and shapes of these pieces were derived from design elements of Dali's work. Dyed maple and maple veneers were used in the construction of these fixtures, and their additional components were hand-sculpted."

All fixturing was arranged around a 10-foot-tall revolving icon of dyed maple, featuring a blue glowing realization of one of Dali's pieces of imagery. "Our dimensional sculpture glowed with an eerie halo," says Barganier, "thanks to a recessed outline of black lights sandwiched between sheets of ultra violet-sensitive acrylic. A Venus de Milo image was chosen because the museum is famous for housing many of the best examples of the artist's work with this motif."

The shop sells not only the usual array of posters, books and accessories but also a line of Salvador Dali fragrances and cosmetics.

CLIENT
Salvador Dali Museum Gift Store, St. Petersburg, Fla.

DESIGN
Creative Arts Unlimited, Pinellas Park, Fla. — Roger Barganier, president; Brian Chan, 3-D computer technician; Bruce Merenda, designer, visual merchandising consultant

SUPPLIER
Creative Arts Unlimited, Pinellas Park, Fla. (fixtures, props, decoratives)

PHOTOGRAPHY
Greg Wilson, Sarasota, Fla.



Ybor City Museum

Ybor City Museum Society and Ybor City Chamber of Commerce, Tampa

Creative Arts Unlimited, Pinellas Park, Fla.

The cigar industry has played a significant role in the development of Tampa, and Ybor City is an historic district of that city, home to some of its earliest Italian-American and Latin-American communities.

So the Ybor City Museum was an attempt by the Museum Society and local Chamber of Commerce to commemorate those histories. The design objective, says Roger Barganier, president of Creative Arts Unlimited (Pinellas Park, Fla.), was to create a 17,000-square-foot interior that would welcome, inform, exhibit artifacts and sell merchandise.

The retail area is fashioned after an 1890s cigar emporium and features framed antique cigar labels, photos, books, cigar ads and cigar paraphernalia. The perimeter case-work and fixturing echoes the style of turn-of-the-century woodwork common to the region.

Two stacked cigar boxes of Honduran mahogany and cedar form a cashwrap, from which oversized cigars float toward the ceiling. Each cigar belly-band contains the name of a sponsoring local business. The lid of the box, which serves as a partition wall defining the back of the theater area, incorporates the Chamber of Commerce logo in a vintage-style label.

In a carefully scaled re-creation of the district's first Spanish Community Theater, visitors can watch historic films about the area, seated in reproductions of rustic cigar rollers' chairs complete with nicotine-dyed leather coverings.



CLIENT

Ybor City Museum Society and Ybor City Chamber of Commerce, Tampa

DESIGN

Creative Arts Unlimited, Pinellas Park, Fla. - Roger Barganier, president

DESIGN AND PROJECT MANAGEMENT

Synergy Design Group, Tallahassee, Fla.

OUTSIDE DESIGN CONSULTANTS

Swegert Construction, Orlanor, Fla. (general contractor); Lynn Rogers Design & Consulting, Tallahassee, Fla. (lighting); Striner & Assoc., Tampa (developer)

SUPPLIERS

Creative Arts Unlimited, Pinellas Park, Fla. (fixtures, props, decoratives); Photobiscan, Atlanta (graphics)

PHOTOGRAPHY

Greg Wilson, Sarasota, Fla.

