

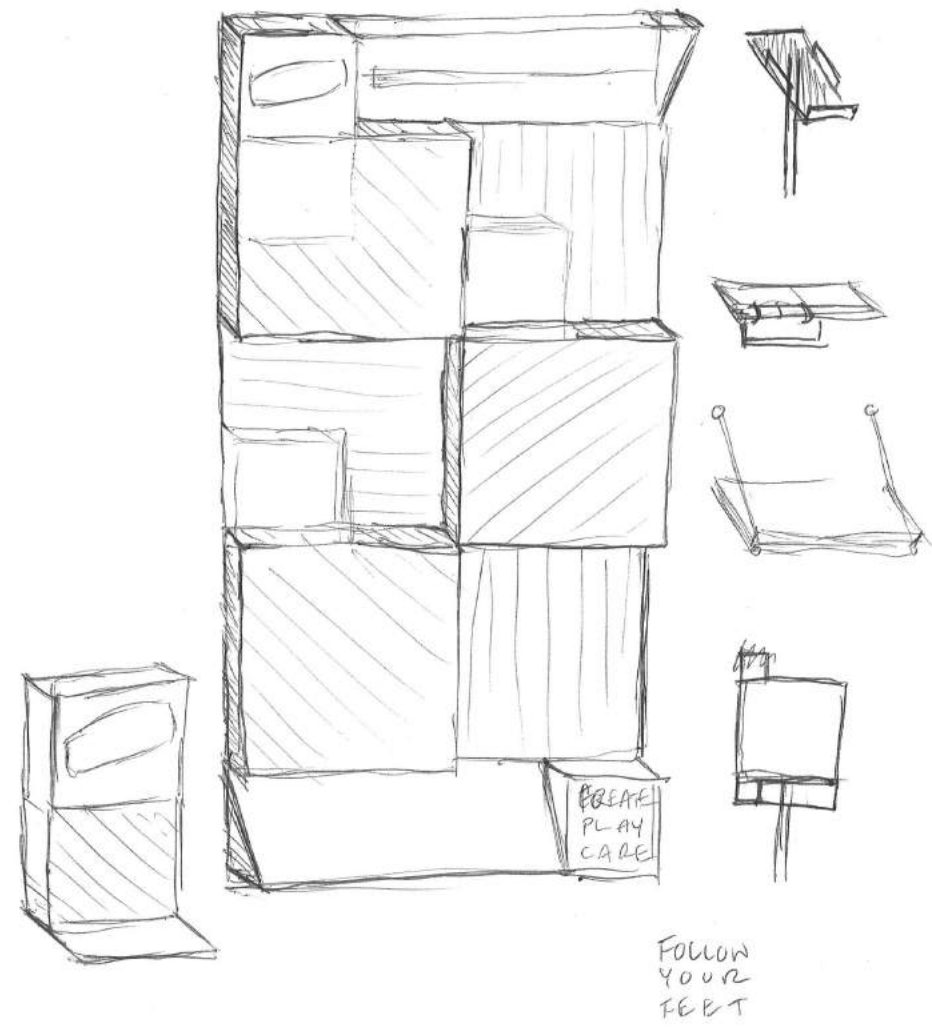


Fixture Program



FIXTURE PROGRAM

1 INTERPRETATION
DESIGN DEVELOPMENT
EXECUTION



INTERPRETATION
In its brand evolution, Keen wanted to express a more sophisticated aesthetic while building on the strengths of its previous retail program.

TOP ROW
Material inspiration that speaks to Keen's brand values. It was important to use a combination of repurposed materials in a premium execution.

BOTTOM LEFT
Marketing imagery for the new UNEEK sandal demonstrates the importance of Keen yellow and the product as hero.

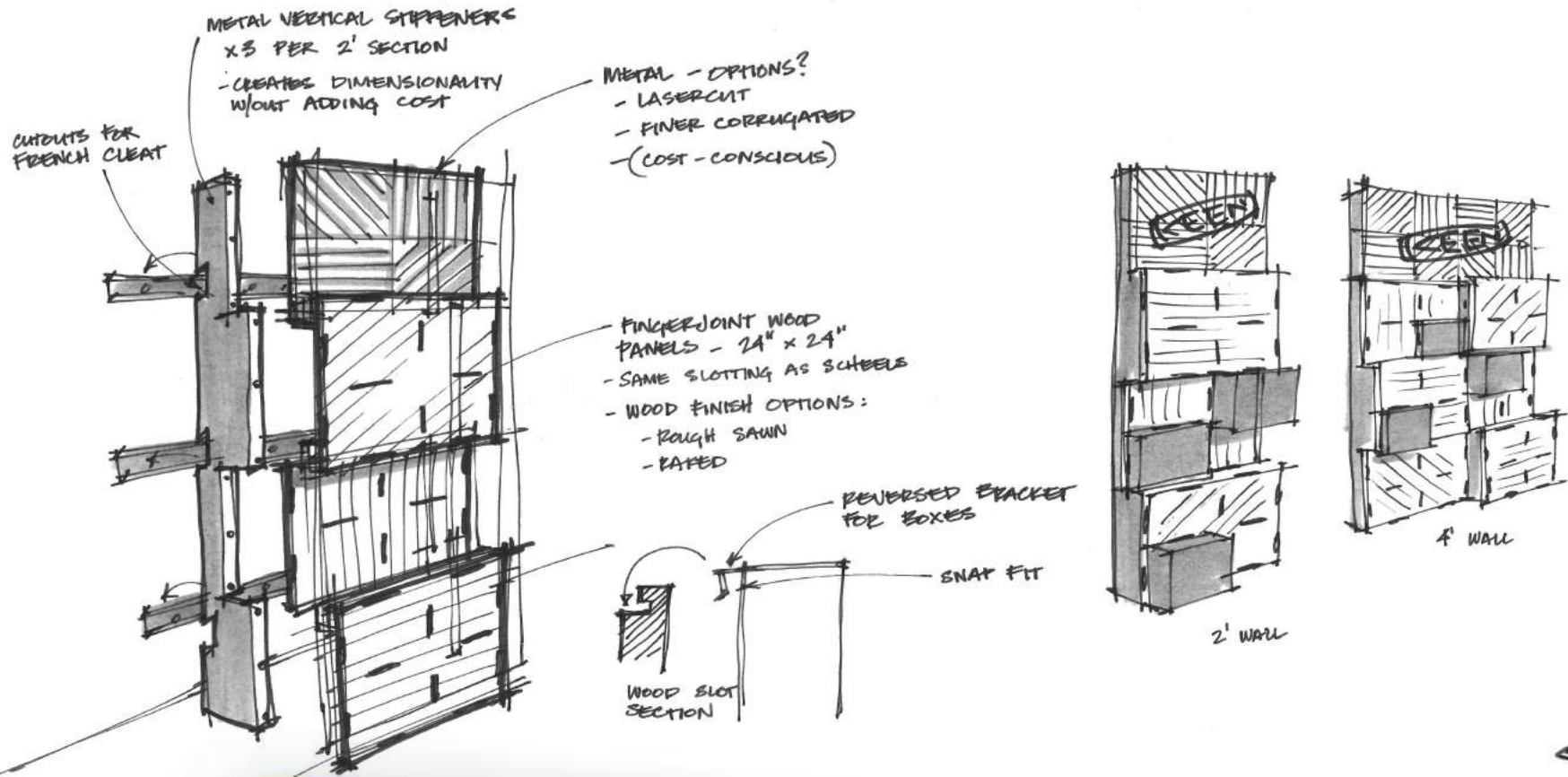
BOTTOM RIGHT
Rough sketch from the client for the footwear wall.





FIXTURE PROGRAM

INTERPRETATION
2 DESIGN DEVELOPMENT
EXECUTION



CONCEPT DEVELOPMENT
The program included footwear walls and attachments, a complete suite of floor fixtures, and table top display elements.

TOP LEFT
Sketching to communicate overall concept construction and flexibility.

TOP RIGHT
2D layout and capacity studies were used to optimize product spacing and address visual communication.

BOTTOM ROW
3D visualization of the final footwear wall concept with different attachment options and graphics.



FIXTURE PROGRAM

INTERPRETATION
2 DESIGN DEVELOPMENT
EXECUTION



MATERIAL PROCESS
Extensive material exploration was an important component in development. The key focus was to find reclaimed materials with unique character and execute them using a more refined approach. The challenge of locating equivalent offshore production materials also added complexity to the program.

TOP LEFT
Finger jointed scrap wood.

TOP CENTER
Reclaimed wood with Keen yellow stain.

TOP RIGHT, BOTTOM LEFT:
Assorted explorations - woven tire tubes, rubber regrind, cork, and stained scrap wood in a herringbone pattern.

BOTTOM RIGHT:
Old tire tubes in the process of being woven into a header.



FIXTURE PROGRAM

INTERPRETATION
DESIGN DEVELOPMENT
3 EXECUTION



PROTOTYPES
Complete prototypes allowed the client to test functionality and versatility of the fixtures. This also allowed TCG to refine engineering for offshore production.

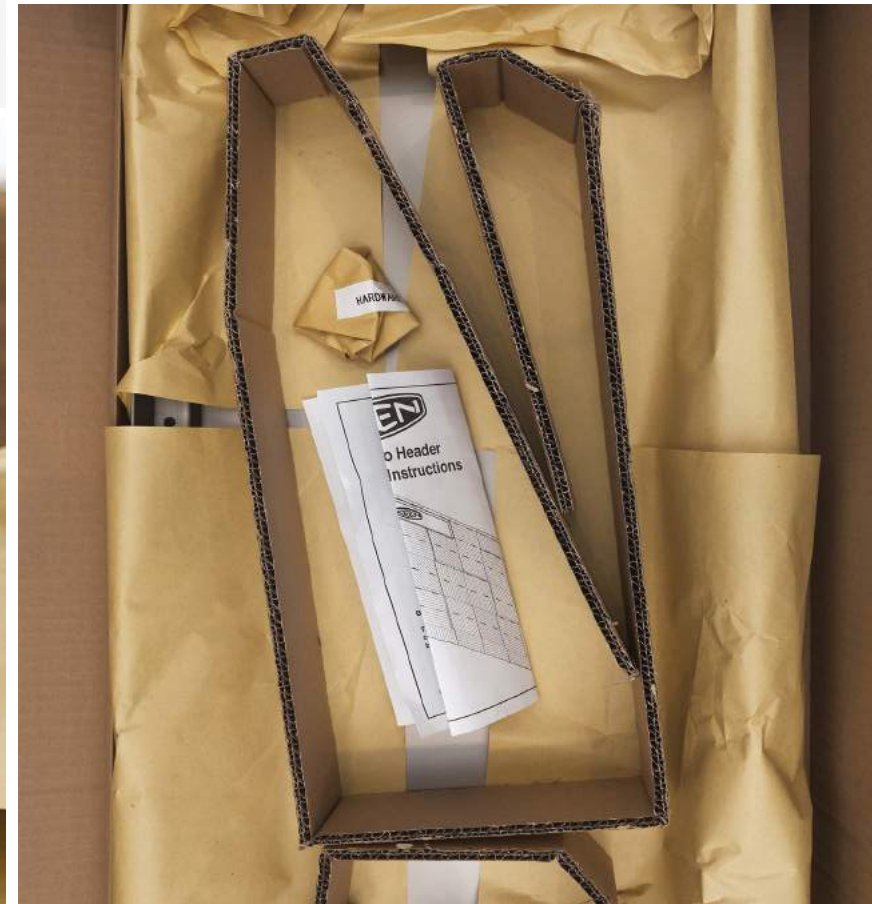


FIXTURE PROGRAM

INTERPRETATION
DESIGN DEVELOPMENT
3 EXECUTION



The exterior box has a minimum of 20% recycled content and it is reusable, renewable and 100% recyclable, with the inner packaging being composed of 100% recycled content.



PACKAGING AND ENVIRONMENTAL RESPONSIBILITY
To be consistent with their brand and cultural values, environmentally considered packaging materials were used. The highly structural exterior boxes have a minimum of 20% recycled content and are reusable, renewable, and 100% recyclable. The inner packaging is 100% recycled content.