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Case Study: The Purple Ape – Theme Venue, Design & Construction



Overview

A Jet ski rental and Beach fashion / recreation shop desired a total store-front overhaul to establish themselves as a local attraction. The goal of the project was to increase foot traffic; a necessity because of the the short revenue window available in their seasonal business. Since the store was located on the main thorough-way to the state beach, it needed enough “curb appeal” to attract both kids and adults and encourage passersby to stop and check the store out. A design needed to be created that was both enticing and tied into the client's “gorilla” brand.

The Challenge

The project was limited to a budget that required thinking out of the box; a theme park quality design and construction needed to be executed within a budget that a small seasonal business could afford. In addition, the work period was limited, and because of the timetable some of the construction had to take place while the shop was open for business. This required great coordination between construction, artistic talent and retail staff.

The Solution

A design was created to replicate a “lost jungle ape city,” utilizing some Angkor Wat and Central American design motifs, in order to tie in with the client's fun and exotic gorilla brand. It was designed to create a striking silhouette and detailing using limited facade construction that hid the store's boxy rectangular framework. Because of budgetary and time considerations, after construction began it was decided to hold off creating the designed roof “volcano” until a future season.

Techniques were created to utilize affordable and readily available materials for the fabrication and assembly of the sculptured materials, which significantly lowered costs. Artists and carpenters worked late hours in order to meet the construction deadline and limit customer impact. In addition, when the store opened for the season, fabrication was moved to a secondary workshop set up across the street, and onsite work was coordinated so as to not interfere with the customer experience.

The Results

The store-front redesign has had a significant impact on foot-traffic and business, and has established the store as a well-known local attraction. Increased revenues have allowed for a major expansion of rentals, and further store expansions into new venues are planned. The business owner has testified “I wouldn't still be in business today” if it wasn't for the theme design overhaul.

Design & Construction Images

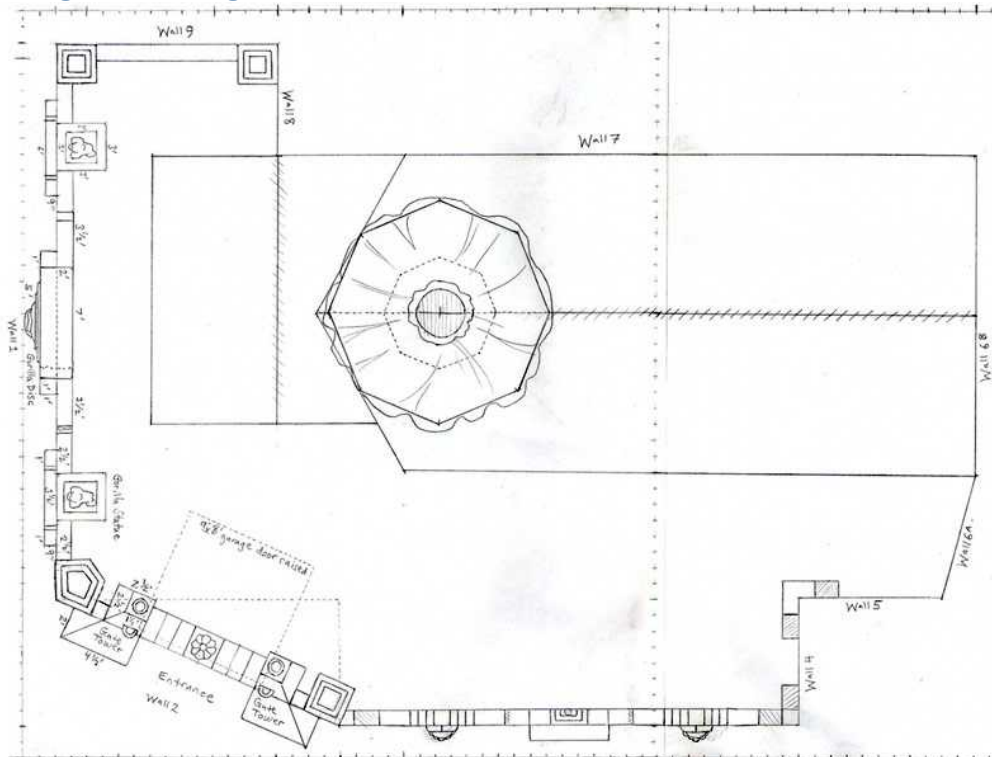
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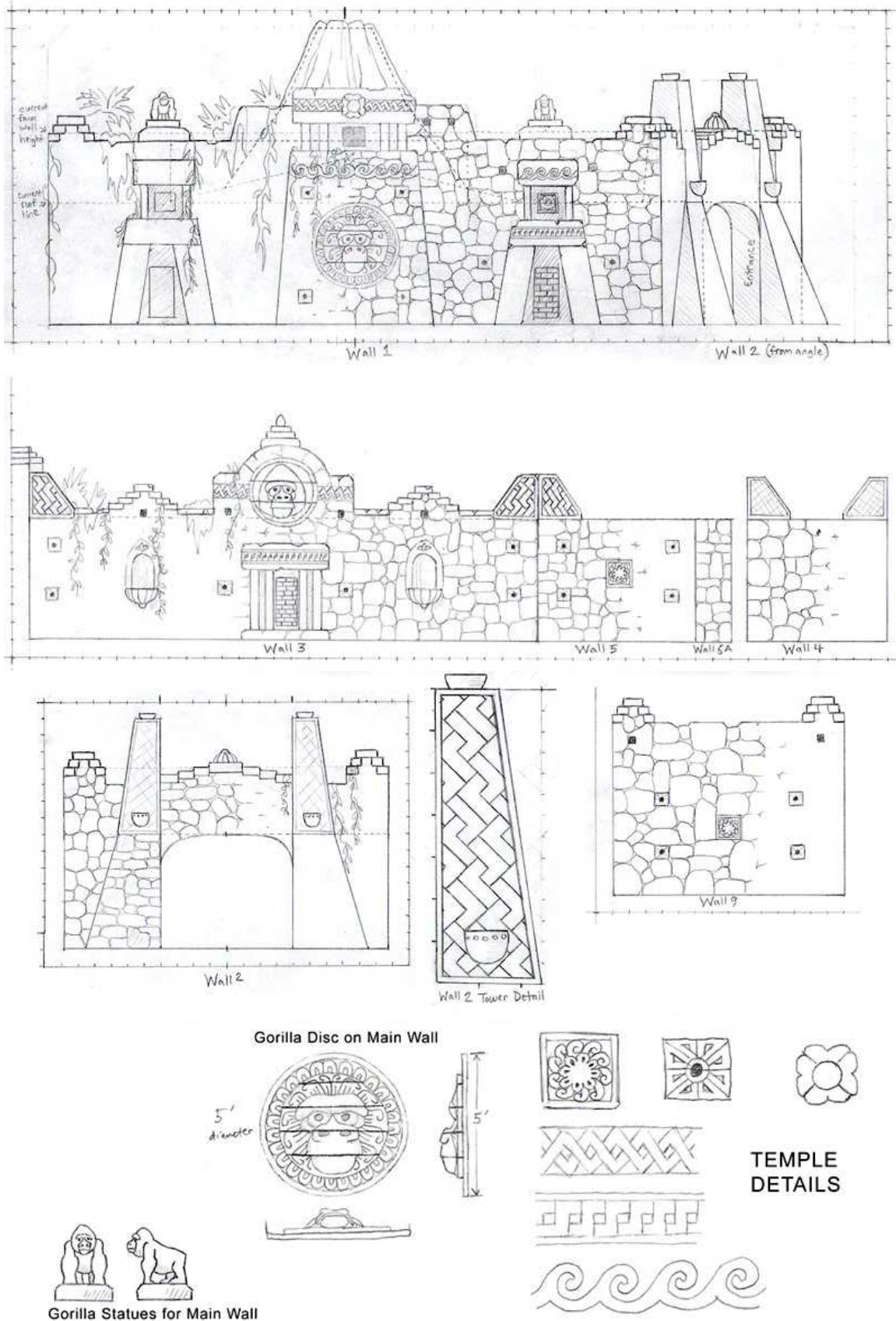
Concept Design:



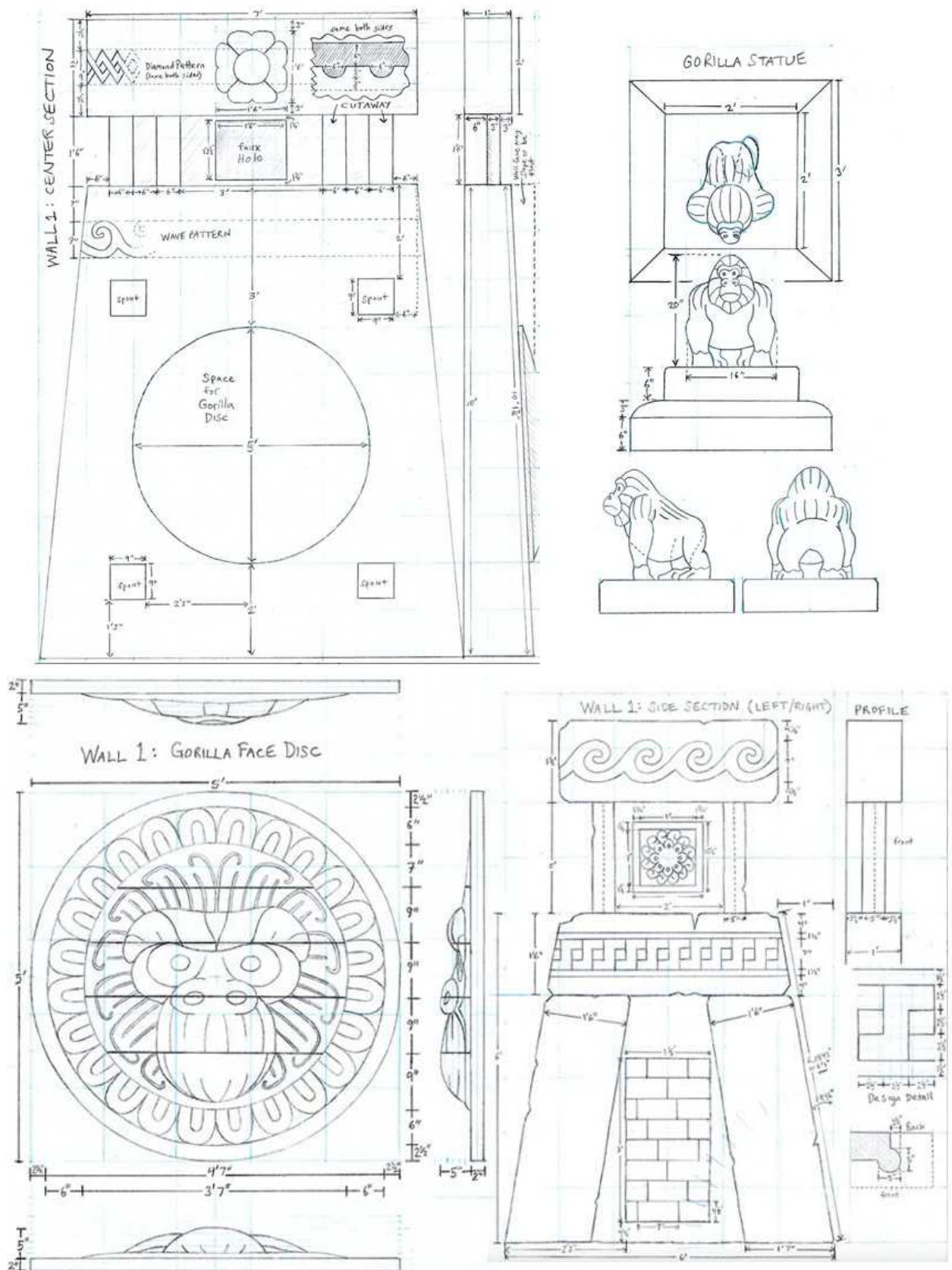
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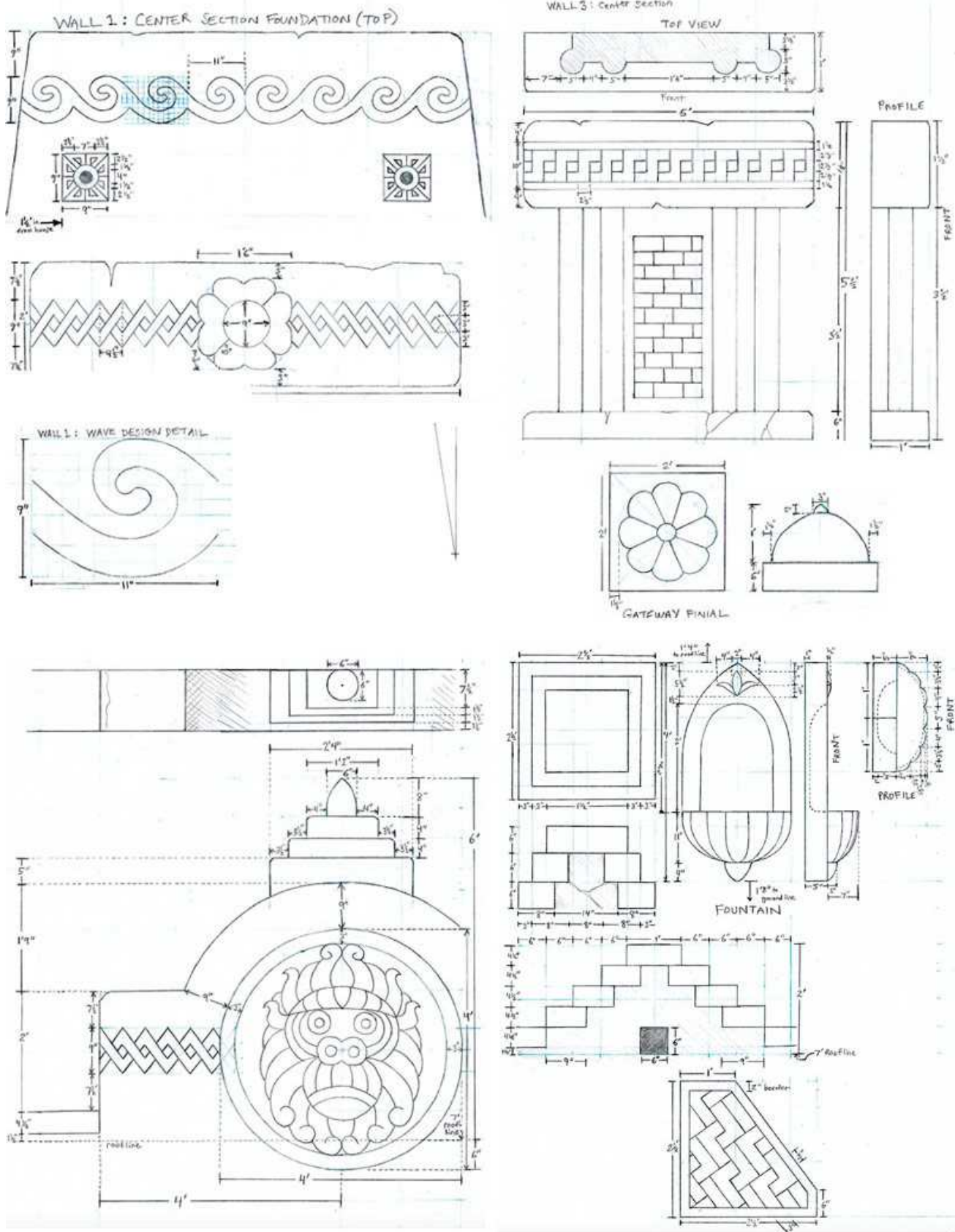
Technical Design Drawings (cont.):



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Technical Design Drawings (cont.):



Onsite Sculpting & Construction:



Onsite Sculpting & Construction (cont.):



Onsite Sculpting & Construction (cont.):



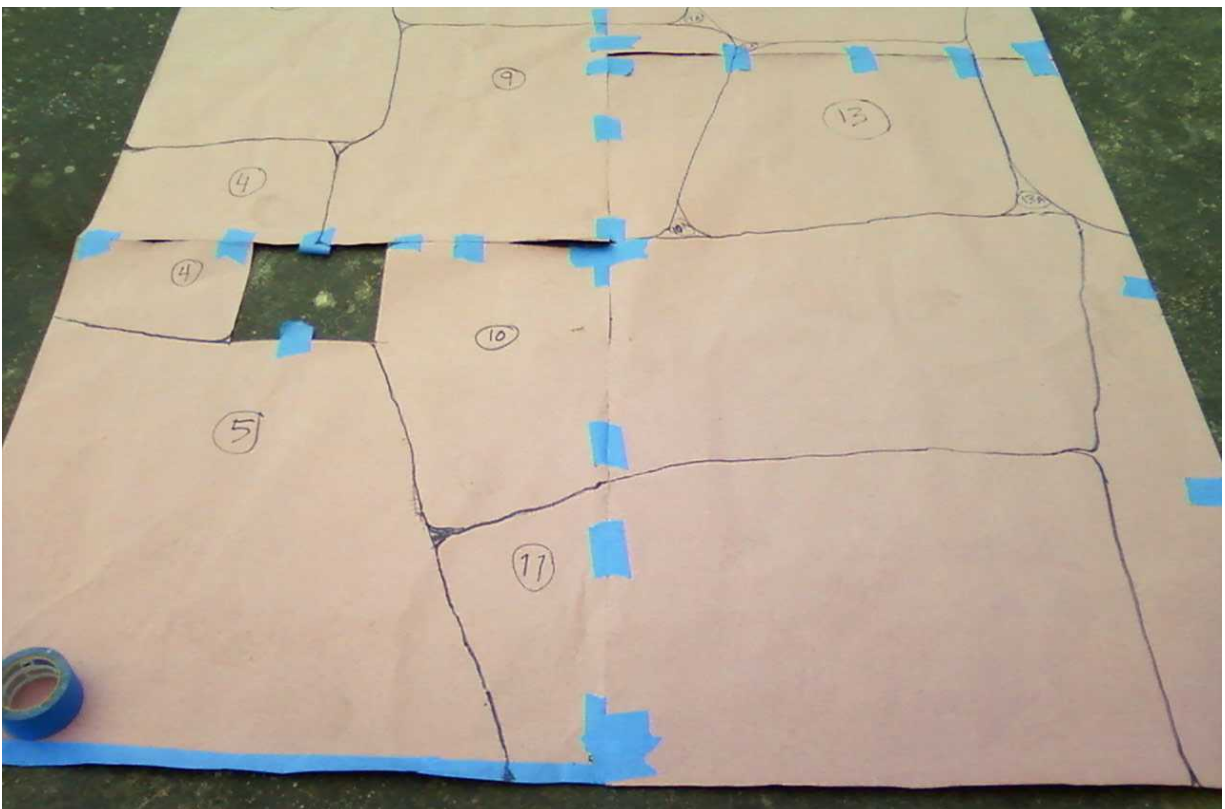
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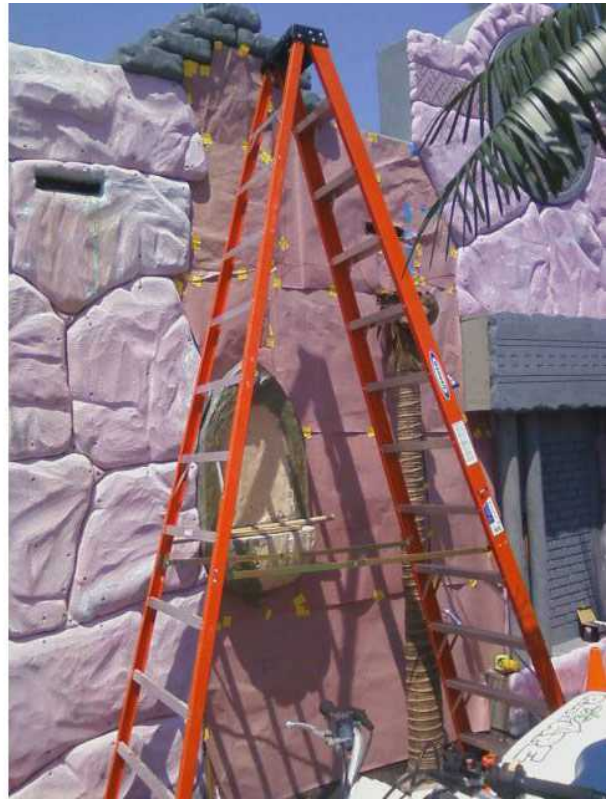
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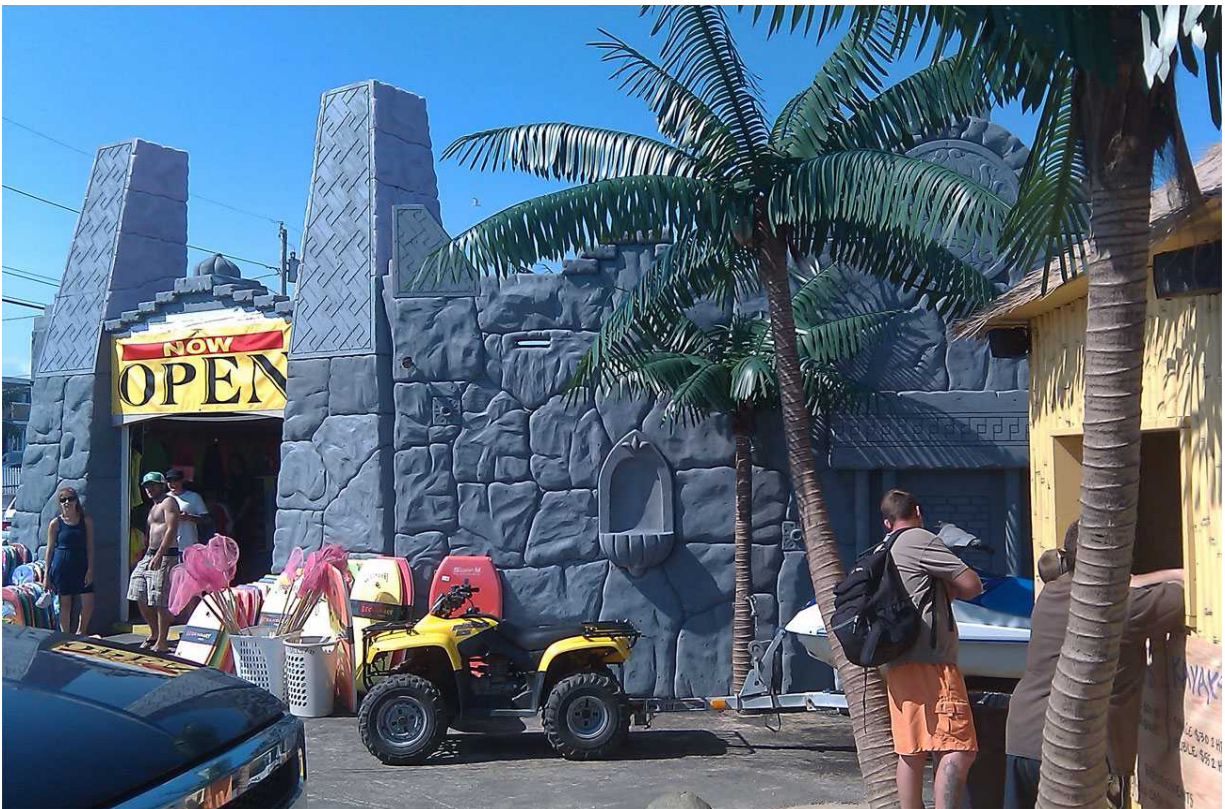
Onsite Sculpting & Construction (cont.):



Onsite Sculpting & Construction (cont.):



Onsite Sculpting & Construction (cont.):



Onsite Sculpting & Construction (cont.):



Onsite Sculpting & Construction (cont.):



Finished Project:



Finished Project (cont.):

