

Hello – and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

Note that all concepts, initial drawings, photos, and flyer are owned by Design Form. The images in this document are my own and are under copyright to Rich Kurz.

At Design Forum, I continued in environmental design track that was begun with Canada’s Wonderland. White’s Autoworks was a complete redesign of their automotive stores. I was deeply gratified that my industrial-looking approach was selected to be the governing theme of the redesign. After that, it was a team effort to carry it thru to the interior and the displays and the graphics.

The first rendering is the presentation board that won the approval. Then came the model and the control drawing and the final exterior. The model was done in-house by the designers. The industrial designers handled the display design and the graphic designers the signage and printed materials.

Deliverables: presentation boards 18”x 24”, sketches 9”x12”, model in 1/25 scale

I am available to discuss your design, illustration, marketing, and advertising needs. Let’s talk!



Rich Kurz

DesignForum



A U T O W O R K S

Household Finance Corp's former subsidiary "Whites Home and Auto" was a chain of automotive and general merchandise stores eager to increase sagging business. Whites needed an aggressive marketing plan that would include their entire operation.

The evolution of a new store, "Autoworks", proved to be a unique and creative effort in the world of retail store design. Our staff was eventually to blend together all aspects of store design, merchandising, graphics, marketing and communications, to produce exciting results.

Objective:

The primary objective for the Whites project was to clean up a muddled image resulting from an outdated store design and a



non-descript merchandise mix. From there, a new theme and direction would be developed to give Whites Home and Auto a quality appeal and identification.

The Solution:

Whites biggest asset was its profitable automotive business. This line was expanded to encompass an entire store. The new store design capitalizes on self-service, creative merchandising, product selection, and the atmosphere of quality, convenience and expertise.

The thrust of Autoworks store plan was to satisfy the "do-it-yourself" consumer, as well as provide the kind of service needed by less independent car owners. Fashioned after an automotive factory, the store appearance would give bold sales impact in a self-service, "warehouse" atmosphere.

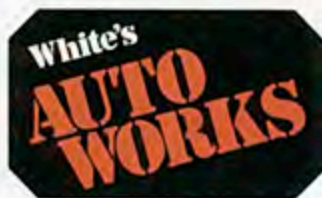
Color, graphics and creative merchandising techniques were selected to work into the exciting theme. These included the use of retail selling elevations, wall mezzotints, linear loop traffic patterns and even a suspended chassis. Wide, textured aisles and a brightly-colored ceiling girder system invite shoppers to travel through the well-stocked displays. Endcaps and special product displays were used to spotlight more popular items. Signage throughout is bold and simple for easy identification and instant impact.

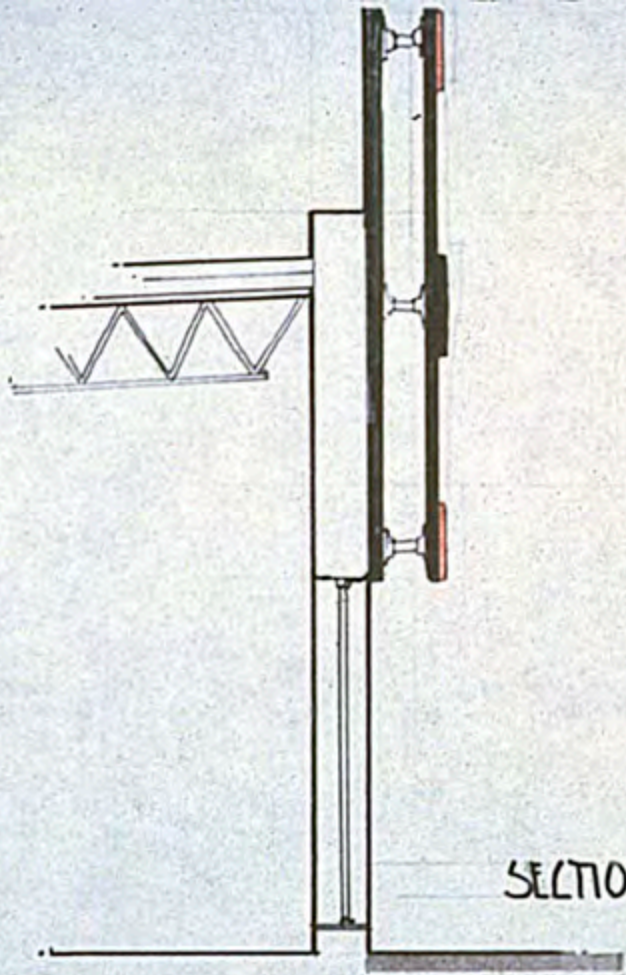
Self-service aids include a do-it-yourself reference library, a central checkout/information booth, and a series of attractive service bays. Here, customers can do car maintenance themselves, or have the work done by on-staff professionals.

From initial research to the finished store, the entire project was coordinated through Whites management by Design Forum.

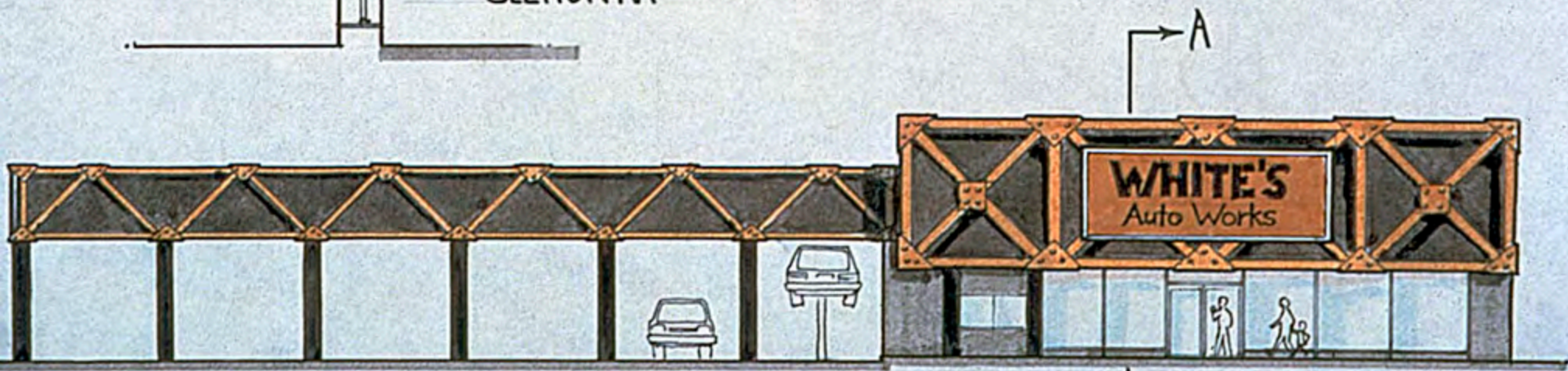
Results:

Since opening their doors, the four Autoworks test stores have become the place to shop for anything and everything automotive. It's all a result of combining sound marketing principles with good design. To further emphasize their belief in the future of the Autoworks concept, Household Finance Corp. chose not to sell the four prototype stores when divesting itself of the "Whites Home & Auto" division.





SECTION AA



A

A

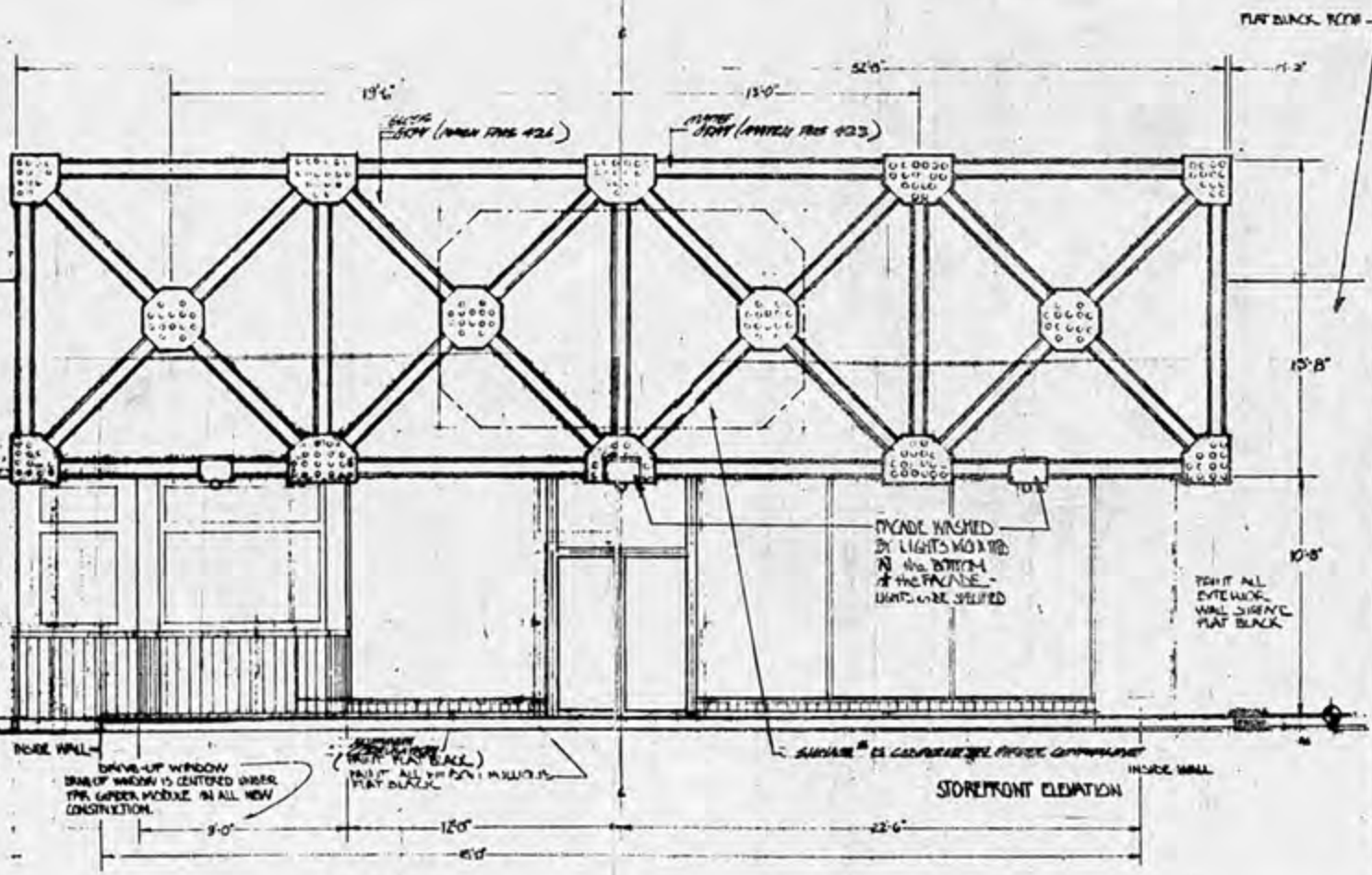
ELEVATION

White's
**AUTO
WORKS**

White's
DRIVE-UP



NOTE: SEE PLAN C-2211-B FOR
OVERALL DIMENSIONS
+ NOTE: SURFACE DETAILS SHOWN
BY ARCH. 100/ST/A-38



CLIENT: WHITE'S TRADING CO. (CORPORATE)
TYPE: STOREFRONT FACADE

DESIGN COMMUNICATIONS



Guaranteed
**AUTO
SERVICE**

one stop
**AUTO
WORKS**
car care & parts

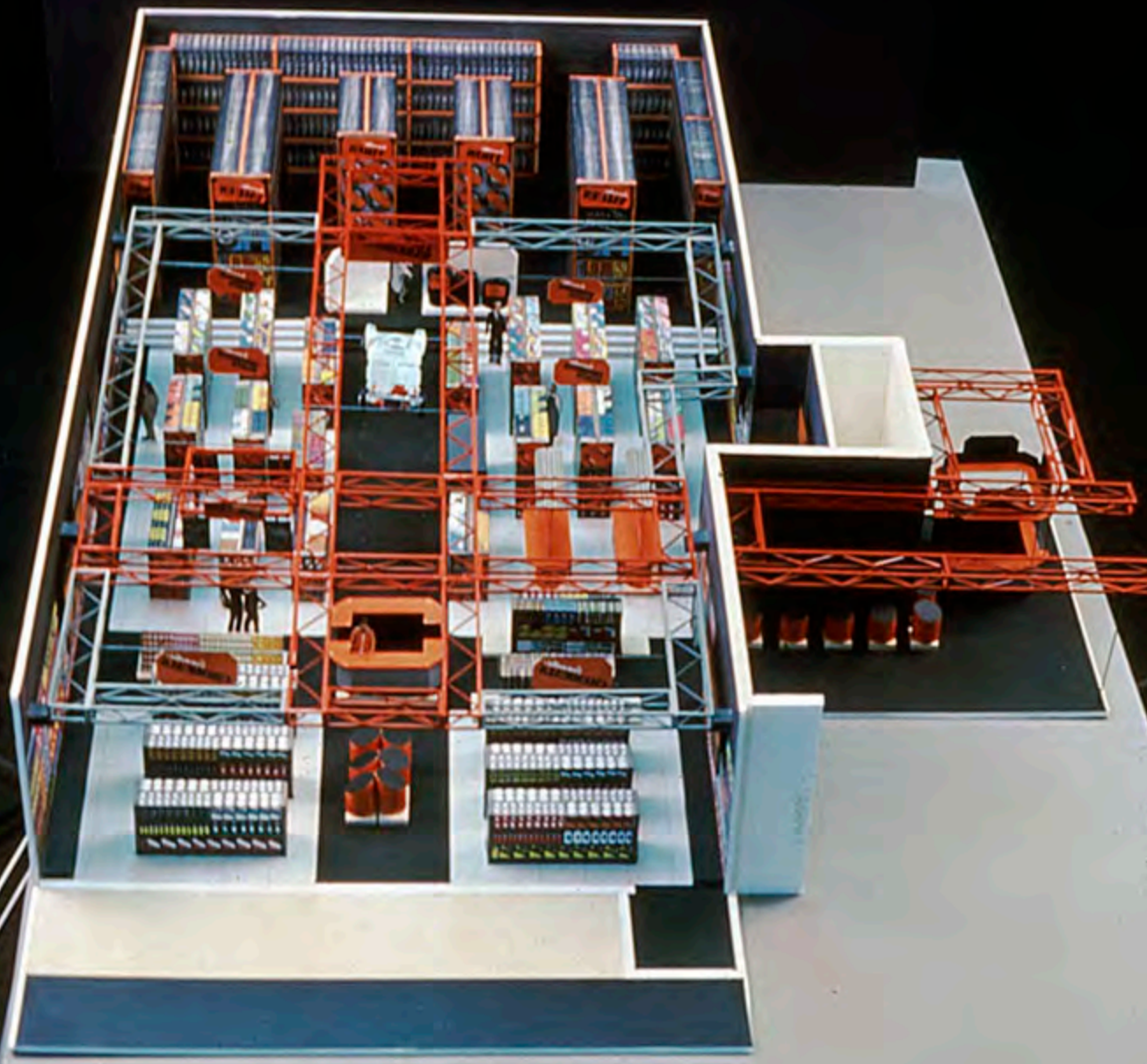
one stop
**AUTO
WORKS**
car care & parts

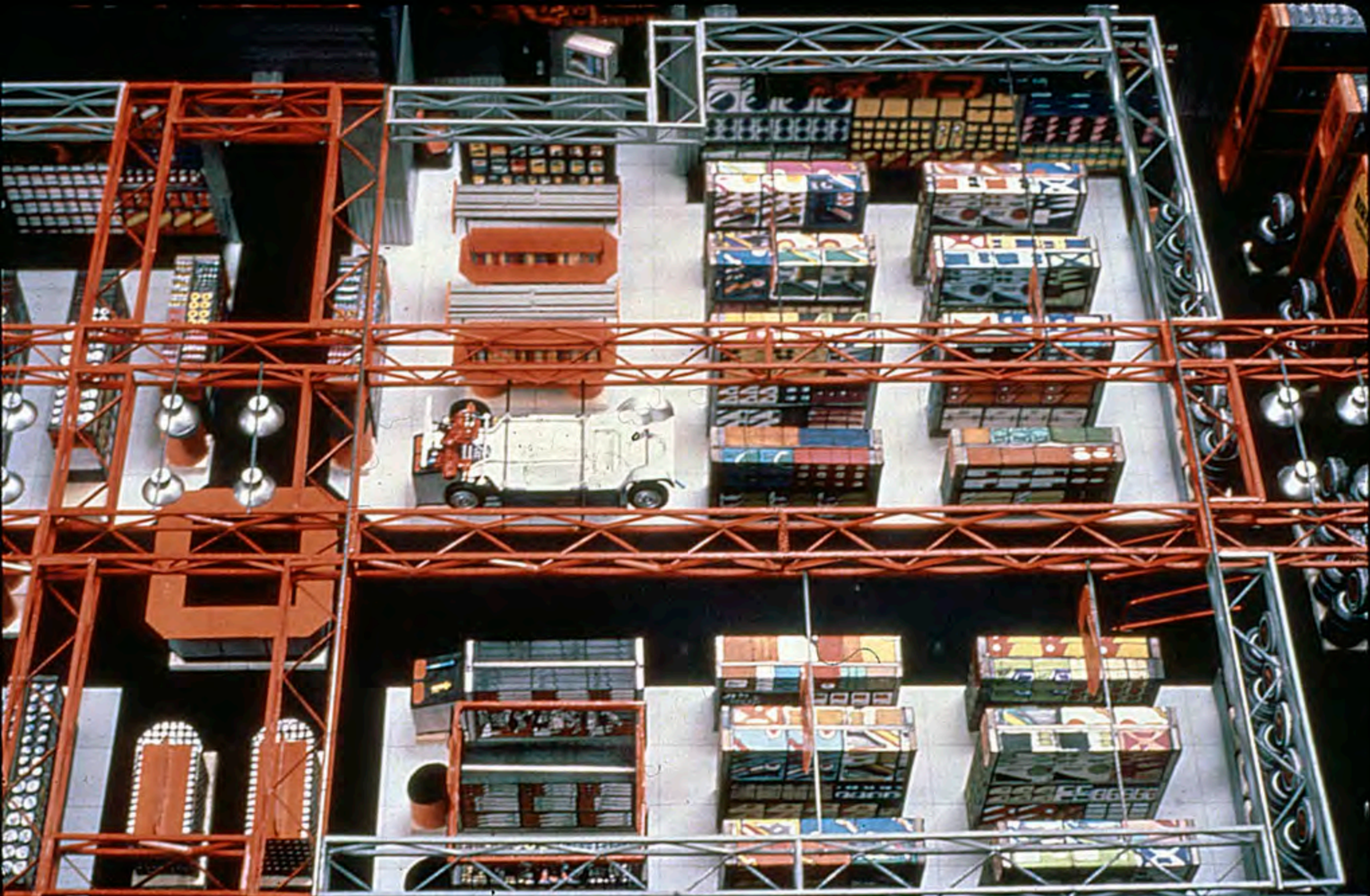


AUTO SERVICE

case dip
AUTO WORKS
car care & parts









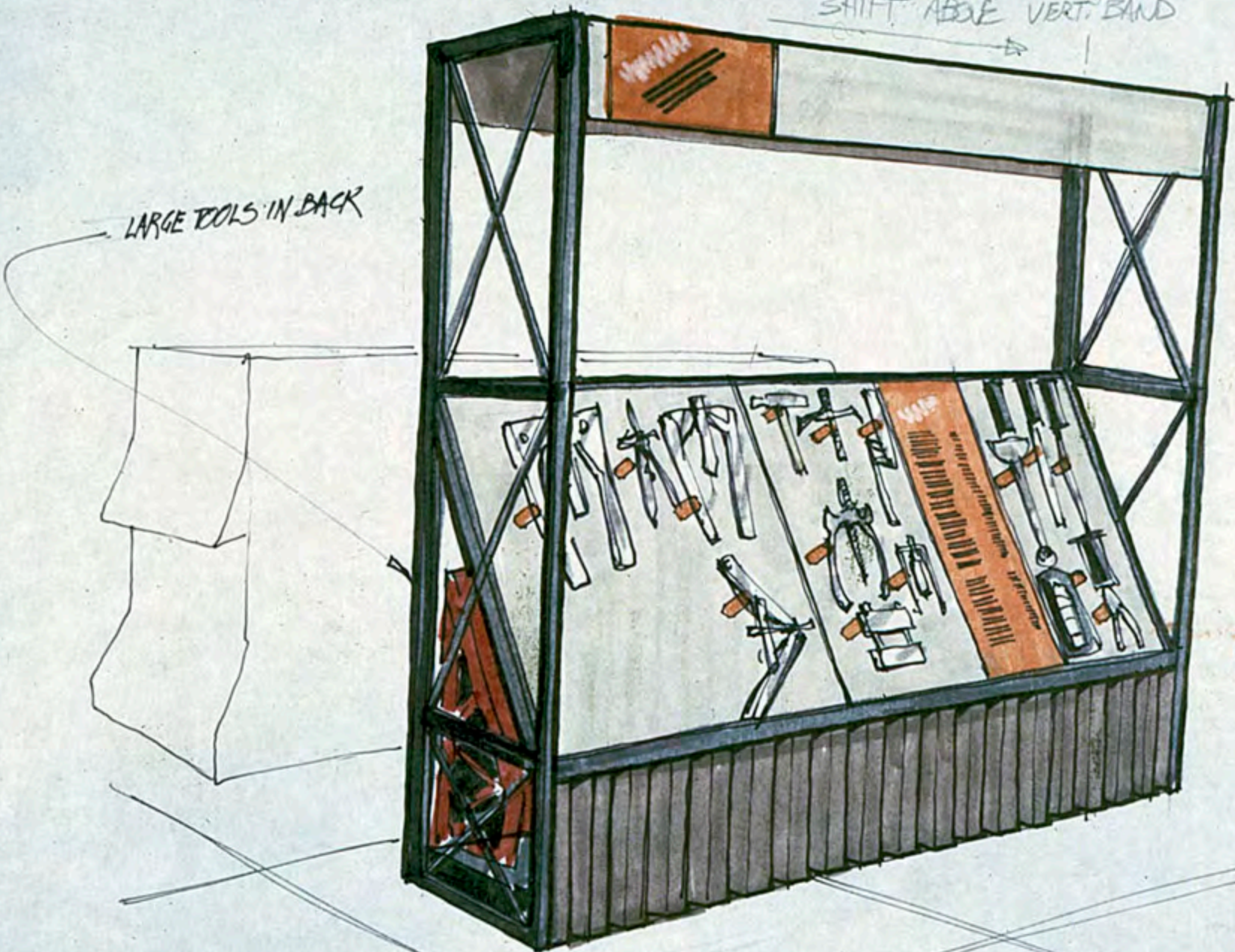
TIRE
WAREHOUSE

Imported
TOOL CLUB

Sale



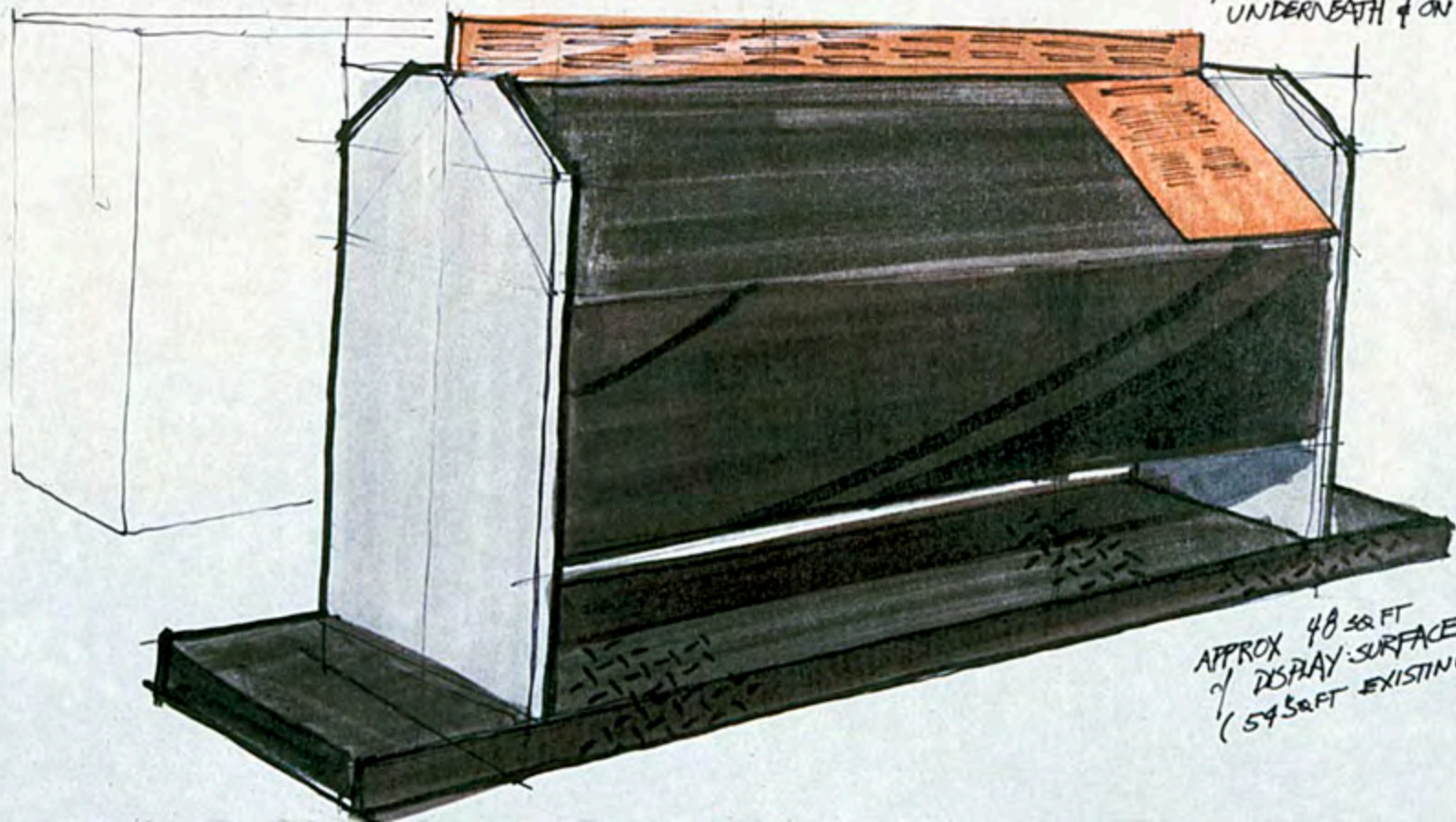
LARGE TOOLS IN BACK



SHIFT ABOVE VERT. BAND

TOOLBOX

TOOLBOX

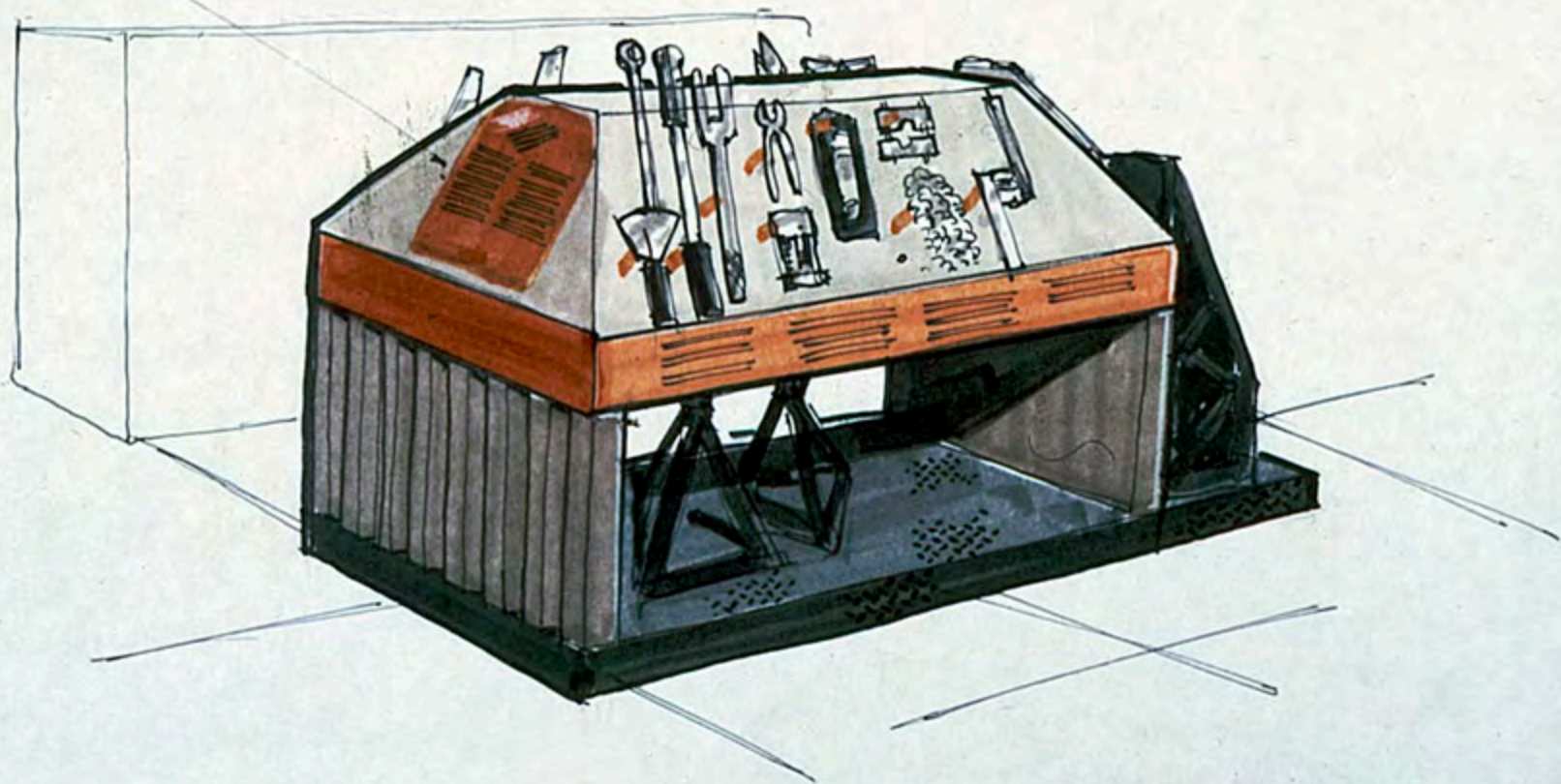


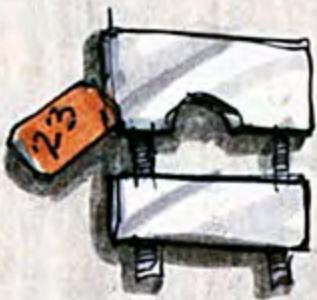
Z-SIDED GONDOLA
w/ LARGE TOOL SPACE
UNDERNEATH & ON ENDCAPS

APPROX 48 SQ FT
DISPLAY SURFACE
(59 SQ FT EXISTING)



ORDER WRITE-UP SURFACE





White's
TOOL RENTAL



DIRECTORY

1	_____	13	_____
2	_____	14	_____
3	_____	15	_____
4	_____	16	_____
5	_____	17	_____
6	_____	18	_____
7	_____	19	_____
8	_____	20	_____
10	_____	21	_____
11	_____	22	_____
12	_____	23	_____
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