

# MOTORCYCLE SHOWROOM

## PROJECT BRIEF

Inspired by route 66 one of the oldest and famous highways in the US. The motorcycle showroom, convey a motorcycle’s *culture* and *lifestyle* of traveling accross the country with a *unique* style and *passion* for sharing travels over generations.

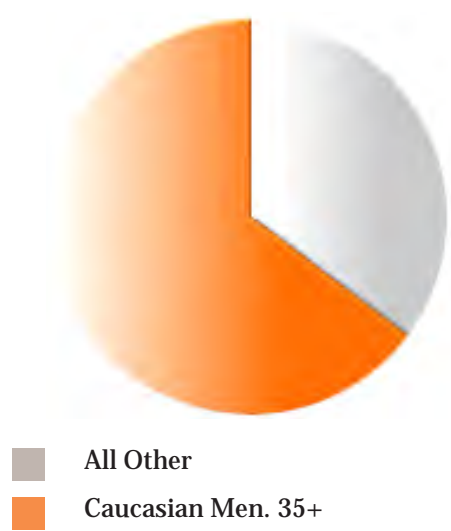
Through its strategies and investments, Harley-Davidson has been growing its appeal across generations, cultures and borders. Internationally, 176 new dealer points were added 2008 -2015 and in 2015, 36% of Harley-Davidson retail motorcycle sales were in international markets.

In the U.S., Harley-Davidson is reaching a more diverse customer pool, even as we have grown among our traditional customer base.

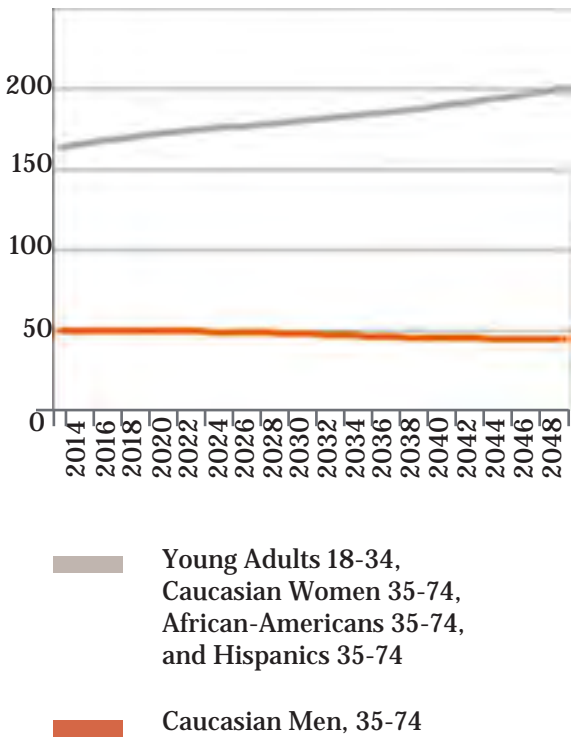
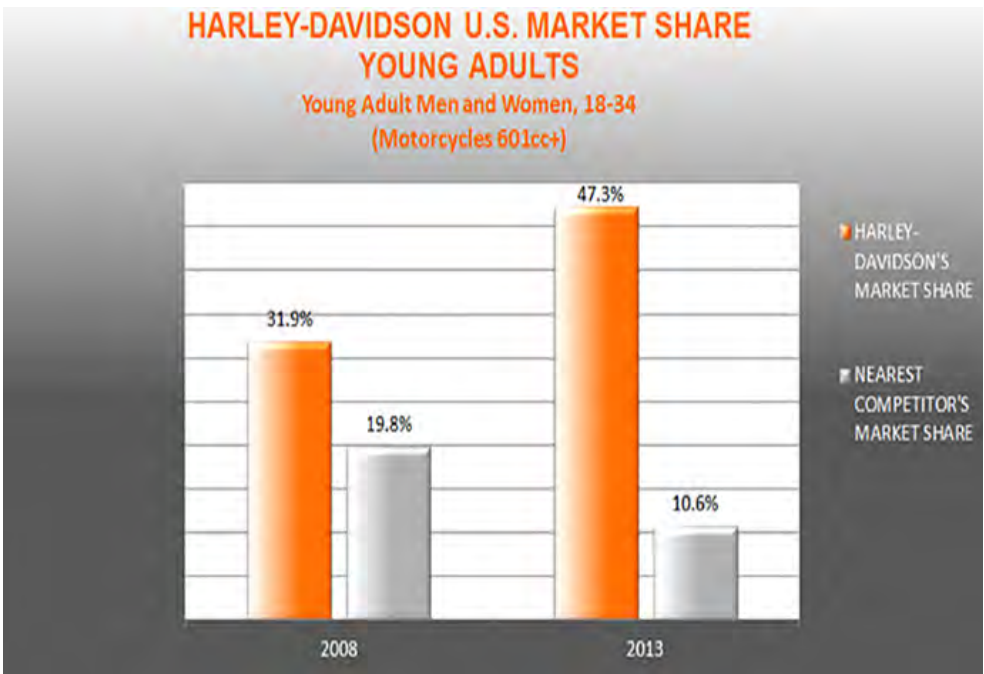
In 2015, for the eighth straight year, Harley-Davidson was the number-one seller of new on-road motorcycles in the U.S. to young adults ages 18-34, women, African Americans and Hispanics, as well as Caucasian men 35-plus.

Harley-Davidson believes U.S. population trends provide long-term opportunities among our traditional customer base and our outreach demographic segments, based on data from the U.S. Census Bureau. (Illustrated in chart 2).

### Overall U.S Customer Demographics (2013)



Based on IHS Automotive, U.S. new motorcycle registration data for CY2008-20



# CONCEPT STATEMENT

Preserve the tradition of **motorcycle culture** and **style**. Our company is plenty commitment to satisfied our customers in a distinguish environment, knowing the demands of those that what to feel a different.



Passion  
Culture  
Lifestyle  
Unique

## The Beginning

The idea to link Chicago and Los Angeles, came from *Cyrus Avery* of Tulsa, Oklahoma and *John Woodruff* of Springfield, Missouri both entrepreneurs which dream was build a highway and developed the road between states.

In 1925, the idea developed after the Congress accepted to executed its plan for national highway construction. “Officially, the numerical designation 66 was assigned to the Chicago-to-Los Angeles route in the summer of 1926” (national66.org). The goal was to connect the main streets of urban and rural communities, the priority was thinking of small towns, had access to “national thoroughfare” (national66.org).

## Route’s development

Route 66 grow rapidly making a change for America’s highway. One characteristic of the route is not a traditional linear course. Its diagonal configuration significant to the trucking industry. Also, the condense route between Chicago and the Pacific coast with flat prairie lands and temperate climate, is appealing to drivers.



Source: Flickr.com.



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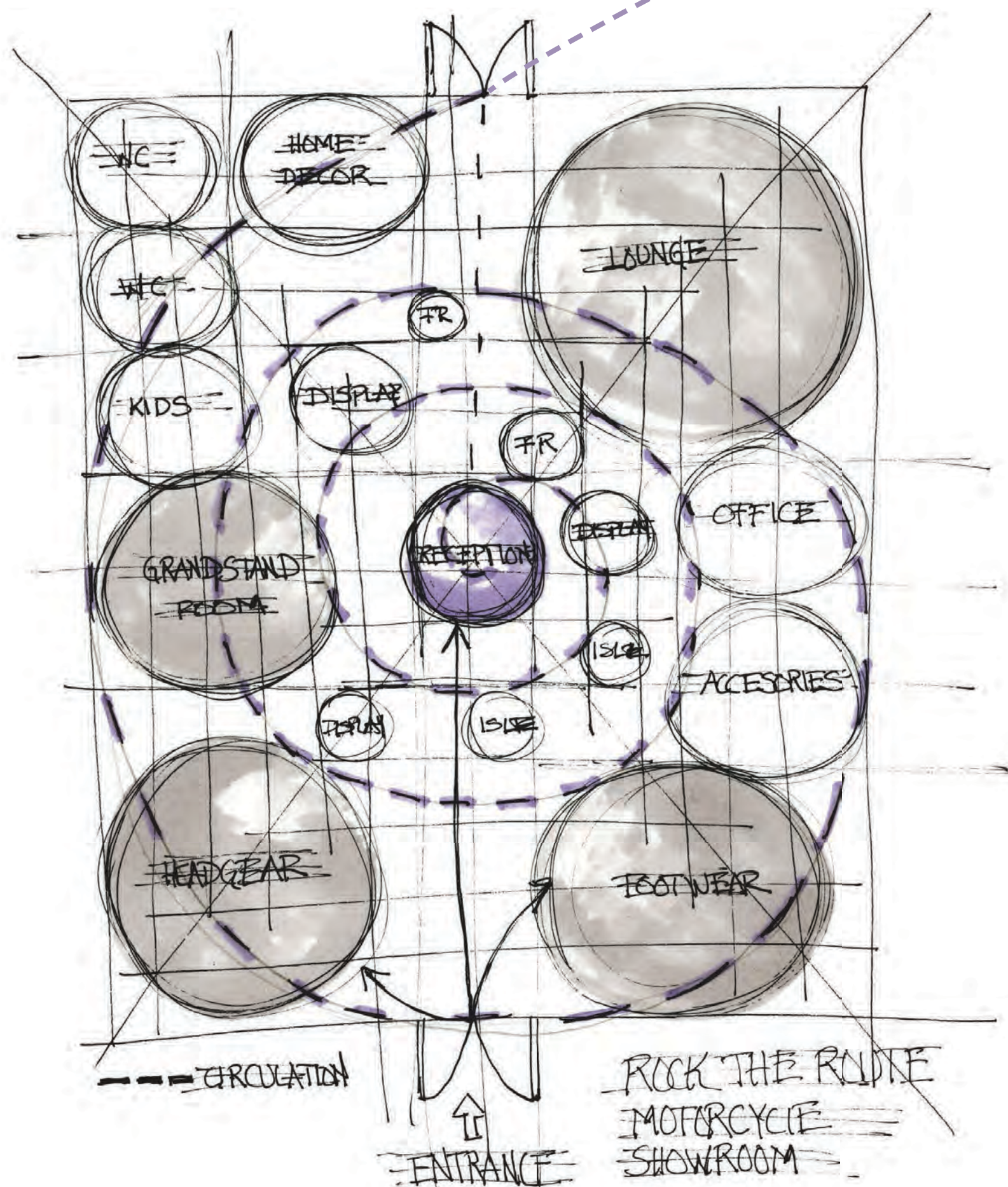
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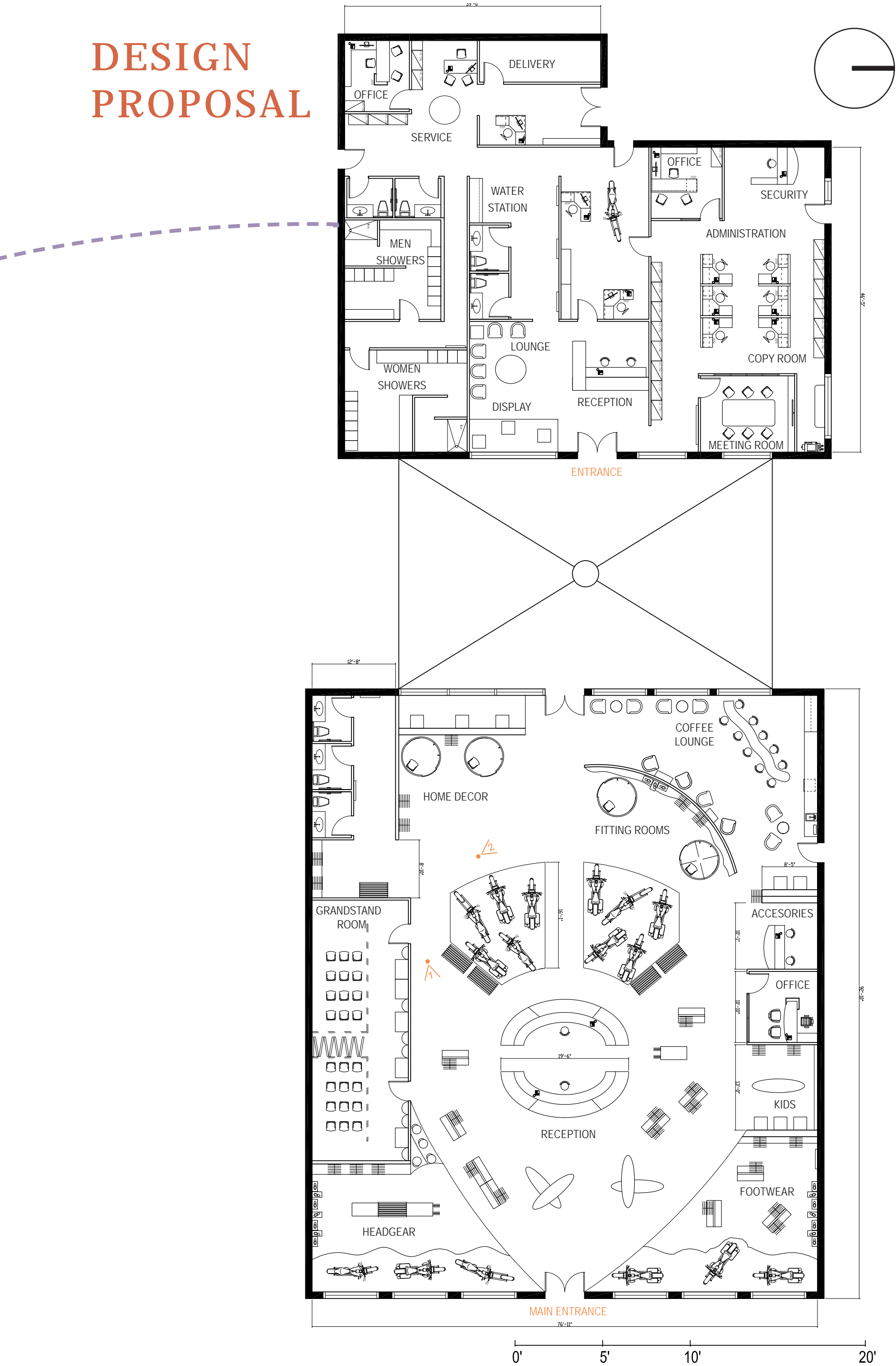
# SCHEMATIC

Creating four anchor spaces into the store such as Lounge, Grandstand Room, Headgear and Footwear. The designation of the areas was based on diagonal adjancencies to the center of the store being the focal point of both entraces of the space.

Placing two areas of merchandise in strategic points near by the main entrance one to the left and one to the right, satisfying customers tendencies towards shopping.



# DESIGN PROPOSAL



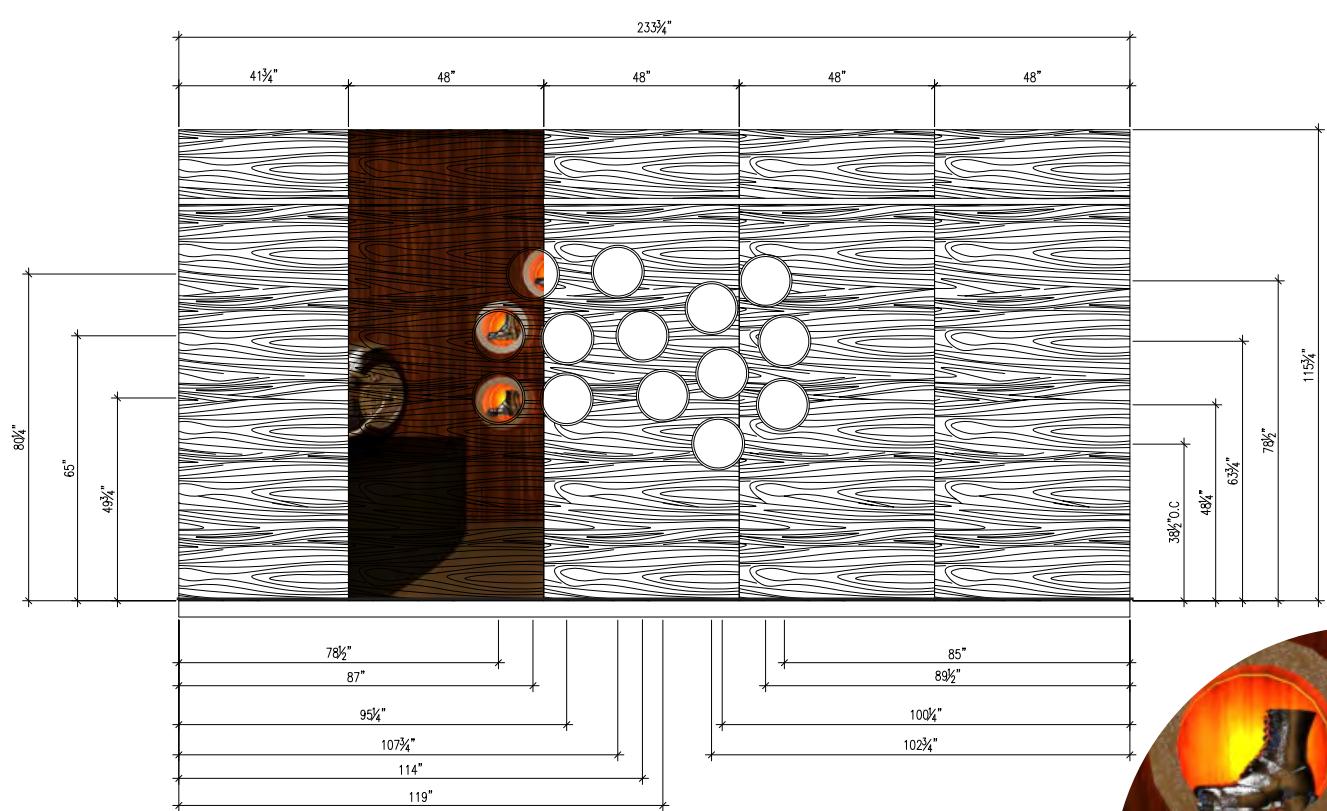




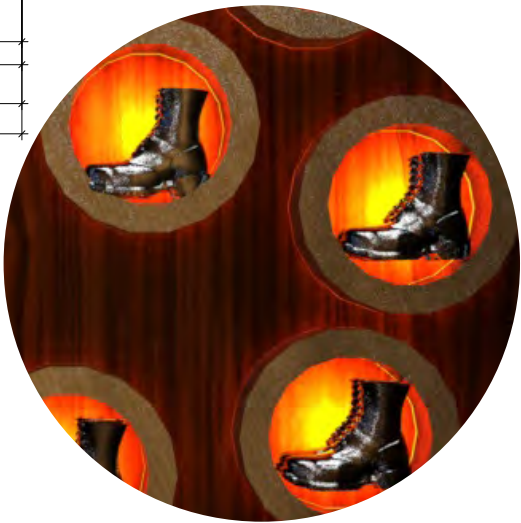
• 1. Custom Reception



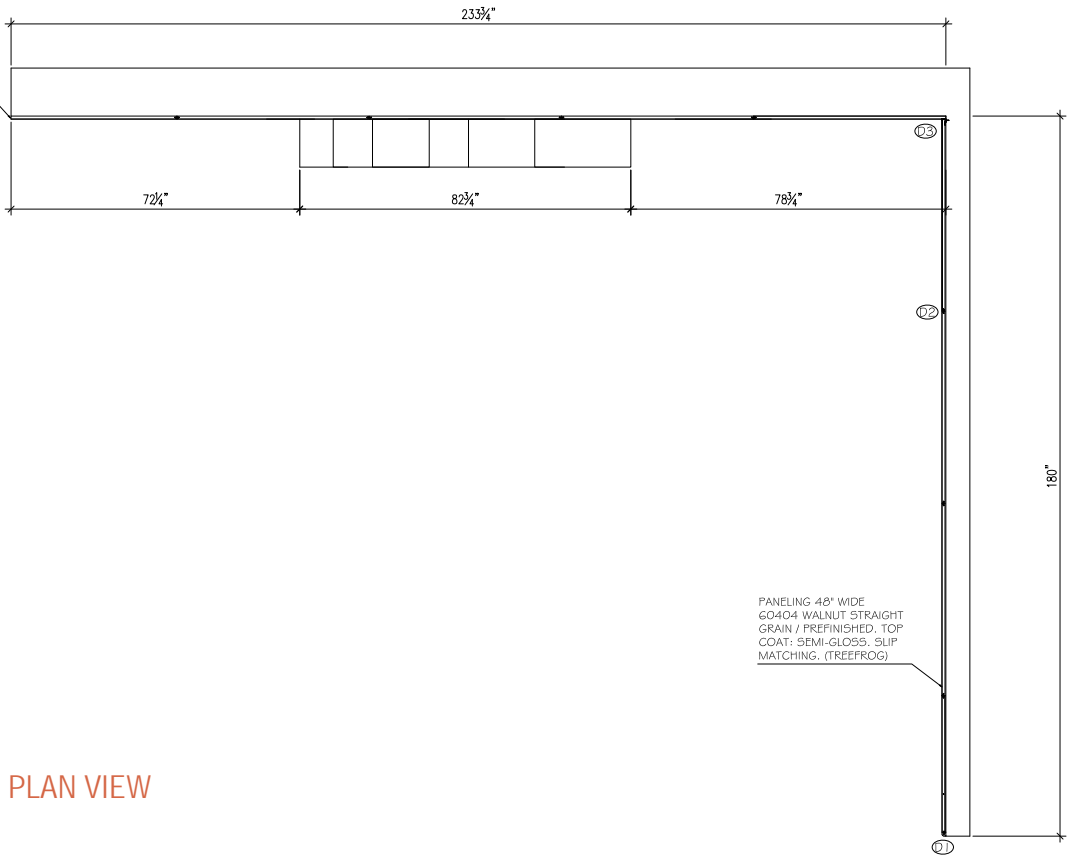
• 2. Architectural millwork



Feature wall

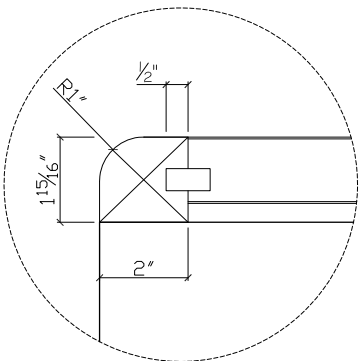


LUMBER COVER WITH  
60404 WALNUT STRAIGHT  
GRAIN / PREFINISHED, TOP  
COAT: SEMI-GLOSS, SLIP  
MATCHING.  
(TREEFROG/VENNER.

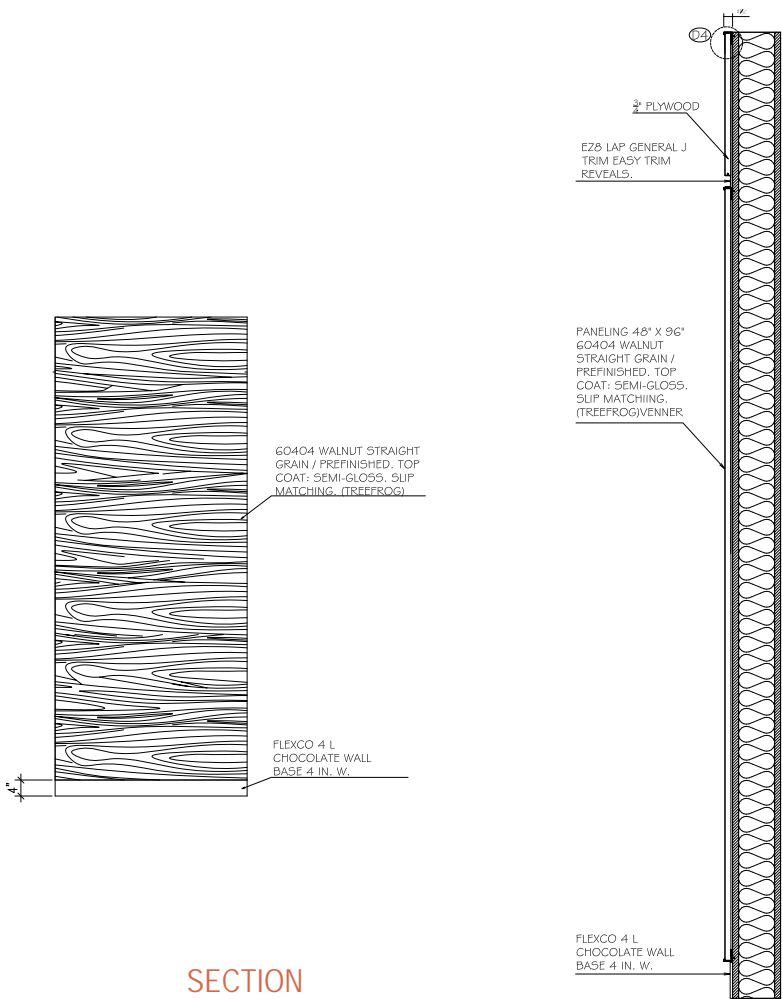
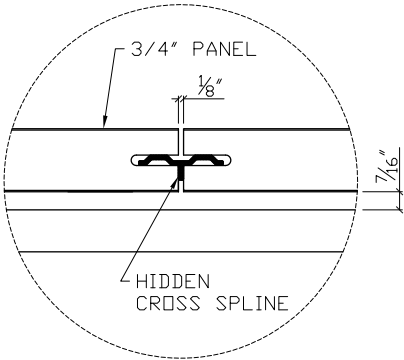


PLAN VIEW

D1

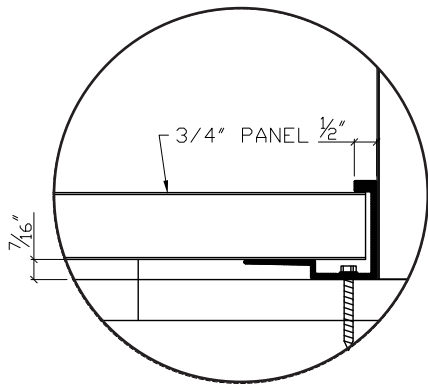


D2

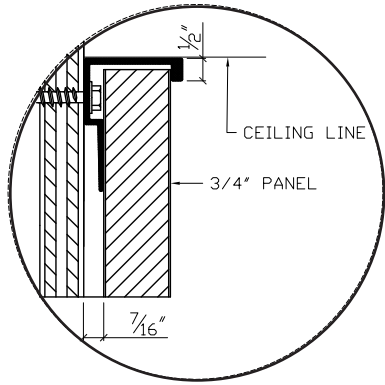


SECTION

D3



D4





# MATERIALS



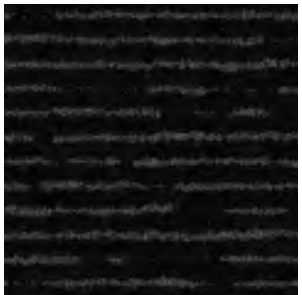
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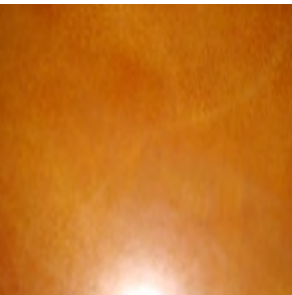
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5



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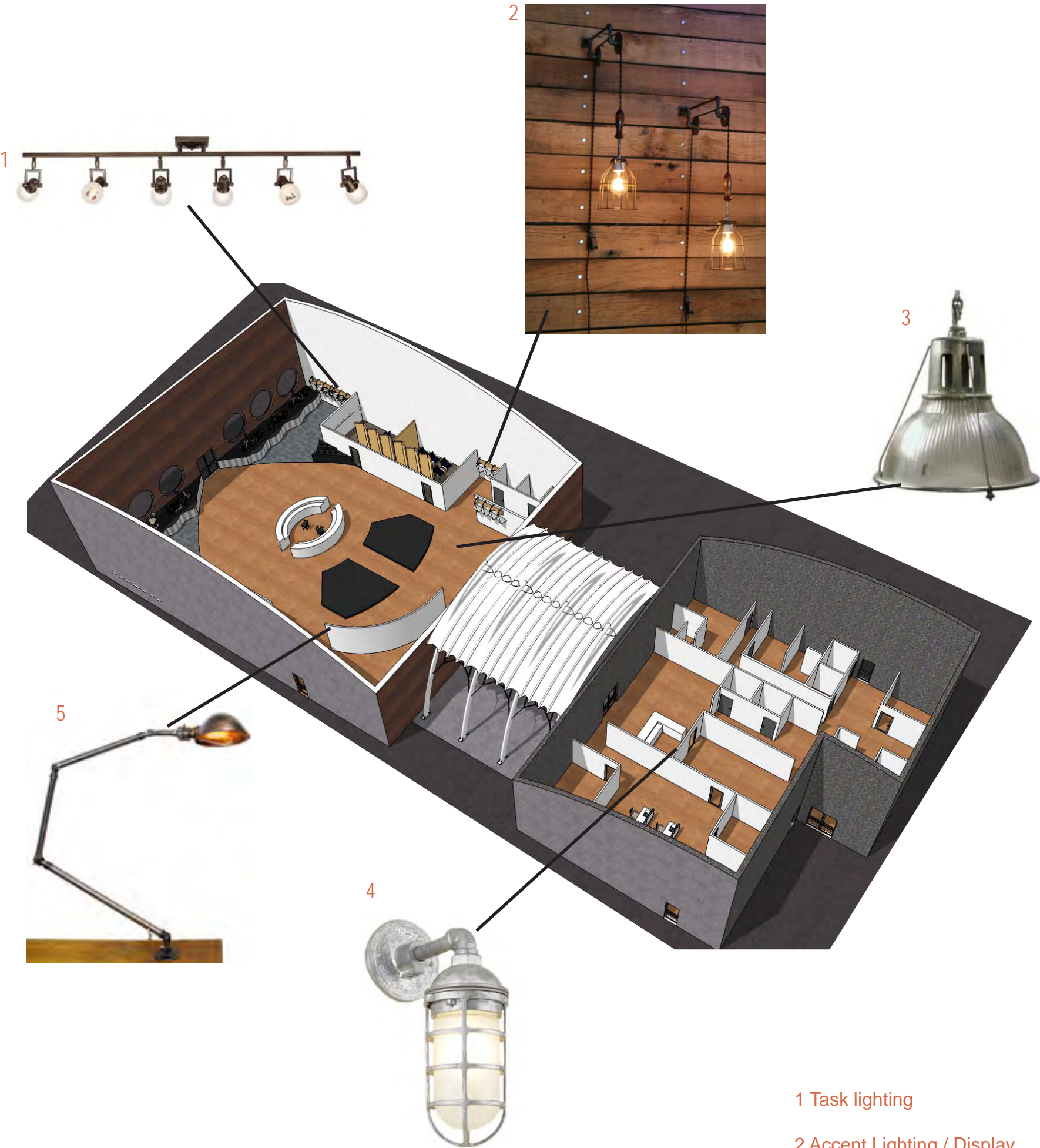


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- 1 Carpet Tile
- 2 Porcelain Stone
- 3 Embossed Metal Sheet
- 4 Carpet Tile
- 5 Polish concrete
- 6 Metal Laminate
- 7 Wood Panel Accents



# LIGHT FIXTURES



- 1 Task lighting
- 2 Accent Lighting / Display Window and Coffee Lounge
- 3 General Lighting
- 4 Lobby Area
- 5 Task lighting

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