

PORT FOLIO

INTERIOR DESIGN STUDIO 1

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Hershey is one of the world's most iconic and beloved chocolate brands, founded by American entrepreneur Milton S. Hershey in 1894 in Pennsylvania, USA. Known for making chocolate affordable and accessible for everyone, Hershey revolutionized the confectionery industry with its mass-production techniques and high-quality milk chocolate

HISTORY

- 1876 – Milton Hershey begins his candy career
- 1894 – Hershey Chocolate Company is founded
- 1900 – First Hershey Milk Chocolate Bar
- 1903-1905 – Creation of Hershey industrial town
- 1907 – Hershey's Kisses are introduced
- 1921 – Iconic paper plume added to Kisses
- 1926 – Hershey's chocolate syrup launches
- 1938 – Hershey's Special Dark released
- 1941-45 – WWII Army field rations chocolate bar
- 1963 – Reese's becomes part of Hershey family
- 1999 – Hershey's Chocolate World op

Objectives (Icons help)

- Create an immersive chocolate retail space
- Blend branding + architecture
- Enhance user experience through form, material & narrative
- Study global precedents and reinterpret them locally



VR Mall HOUSE CANDY

The Candy House in a VR Mall is designed as an immersive, child-friendly retail environment where the entrance itself becomes an attraction. The store prioritizes visual excitement, accessibility, and playful exploration, encouraging children to engage freely with the space



Entrance Strategy Large, open entrance to invite children without visual or physical barriers Clear visibility from common mall circulation No doors or thresholds to create a welcoming and fearless entry experience entrance acts as a transition from mall to fantasy world



VIBGYOR COLOR PALATE



- Color & Material Palette
- Dominant use of dark browns, gold accents, and neutral tones
- Materials include:
 - Polished wood
 - Matte finishes
 - Metallic highlights
- Warm lighting enhances richness of chocolate tones

Spatial Experience
 Open planning to avoid visual clutter Free-flow circulation encouraging exploration
 Non-linear movement that feels playful rather than controlled
 Space designed to feel more like a play zone than a shop

Child Accessibility All display units placed at child-friendly heights Wide circulation paths allowing easy movement and play Interactive zones easily reachable without adult assistance Simple, intuitive spatial layout for independent exploration

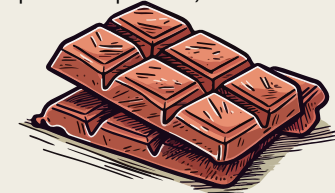


Brand Overview

Godiva is an international luxury chocolate brand that represents elegance, craftsmanship, and premium gifting culture. The retail experience focuses on refinement and emotional value rather than visual overload.

Design Philosophy

Store design reflects luxury and sophistication
 Emphasis on quality over quantity
 Space communicates exclusivity and heritage
 Chocolate presented as a premium product, not mass retail

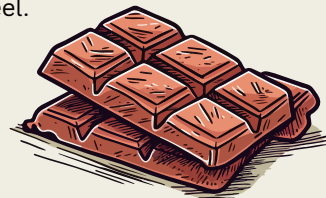


Overall Theme

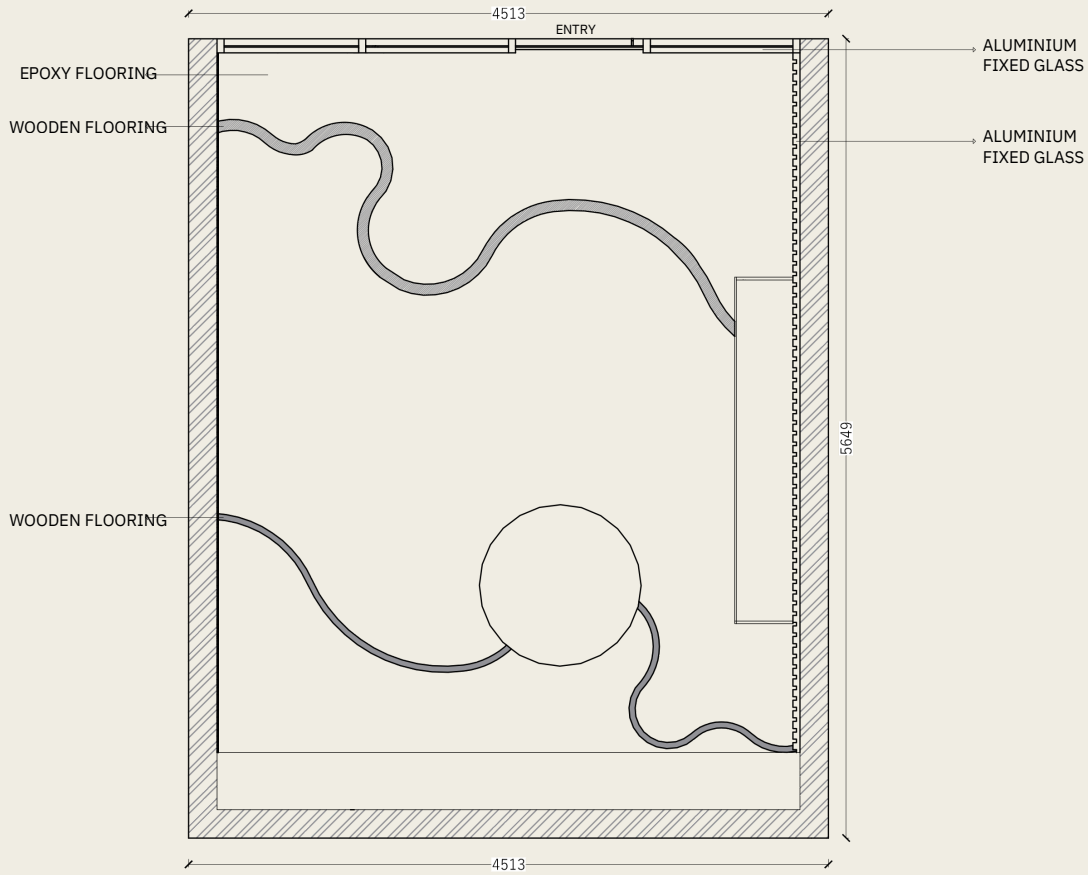
The entire store is designed around an immersive chocolate-world experience, inspired by Hershey's iconic brand identity. Warm cocoa-brown tones, chocolate-bar textures, and dripping-chocolate elements create a playful, indulgent environment that instantly signals "Hershey's."



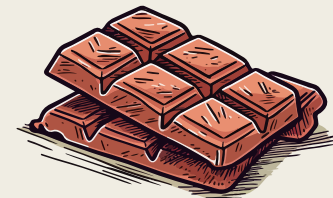
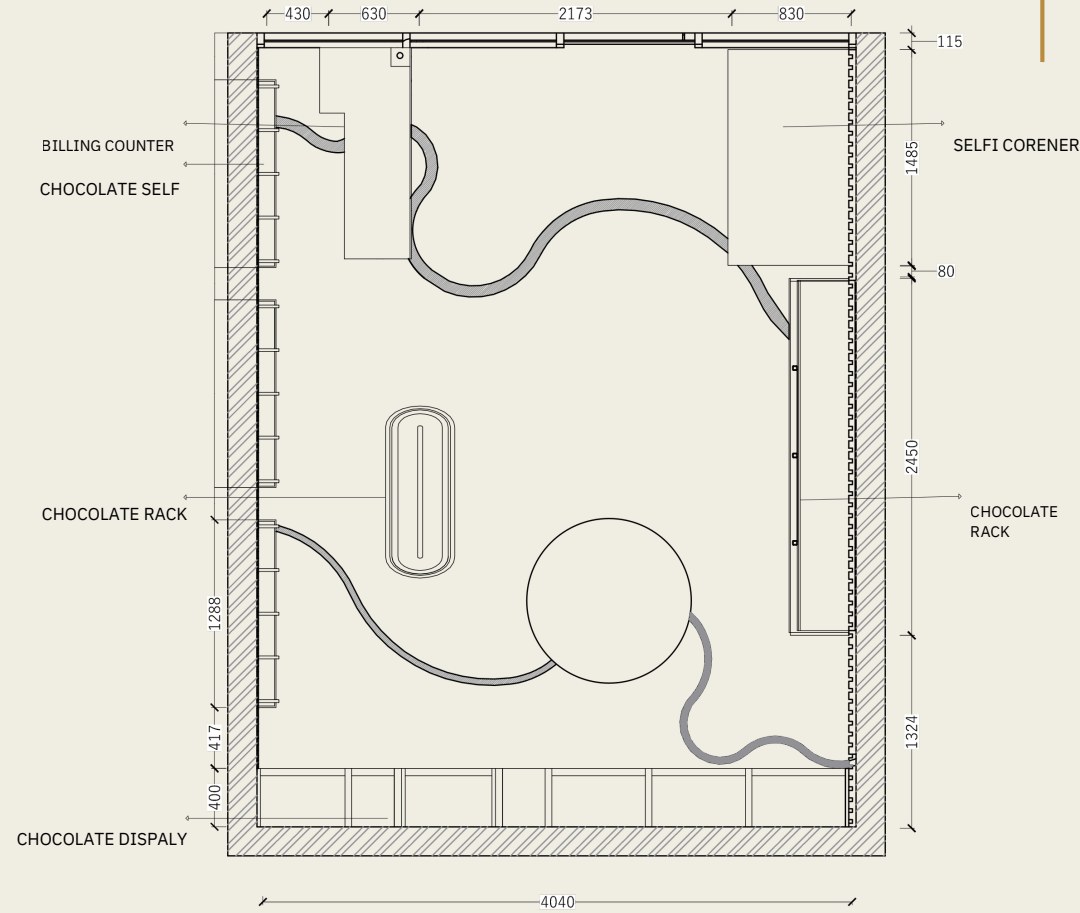
- Key Design Elements
- A. Feature Wall with HERSHEY'S Branding
- Large HERSHEY'S 3D logo placed prominently on the back wall.
- Background treated with melted chocolate texture, making the logo stand out.
- Creates a strong brand focal point visible upon entry.
- B. Chocolate-Bar Flooring
- Floor tiles mimic Hershey's chocolate bar segments, adding realism and thematic consistency.
- Glossy finish enhances the "edible" visual effect.
- C. Dripping Chocolate Ceiling Sculpture
- A ceiling-mounted feature shaped like a chocolate drop falling into a puddle.
- Adds height interest and enhances the immersive feel.
- Works as a lighting or decorative element.



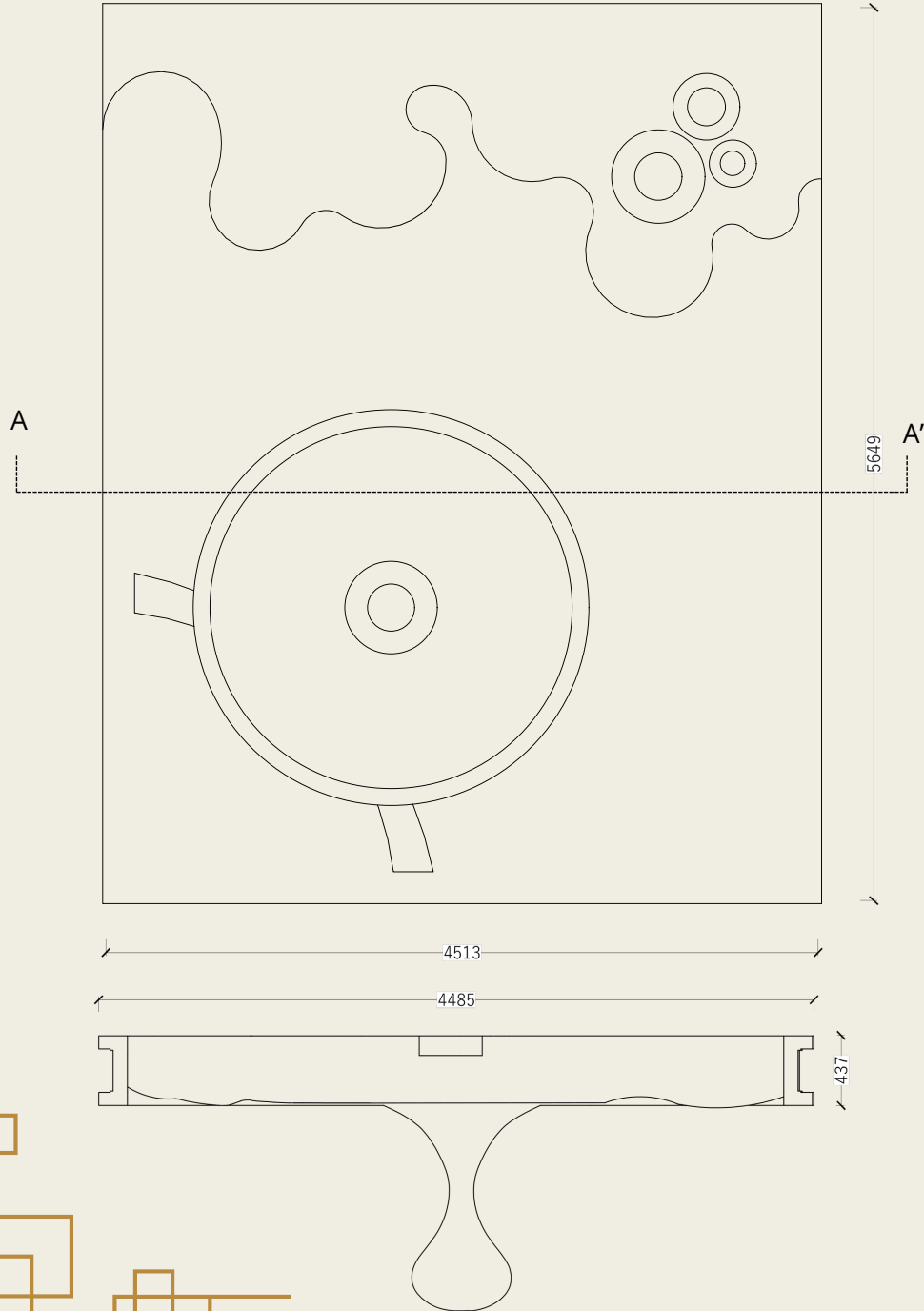
FLOOR PLAN @ 100 MM



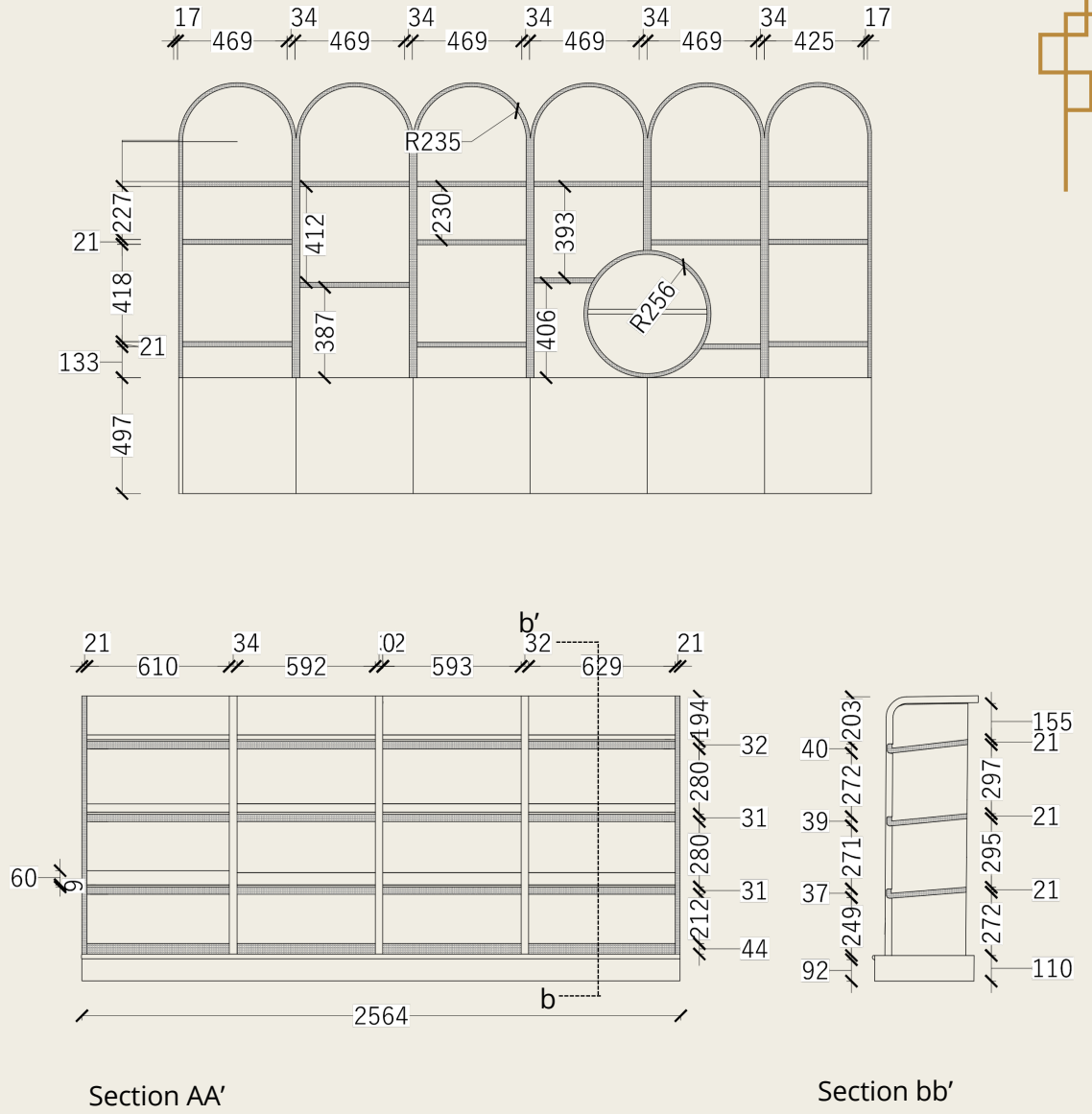
FLOOR PLAN @ 1000 mm



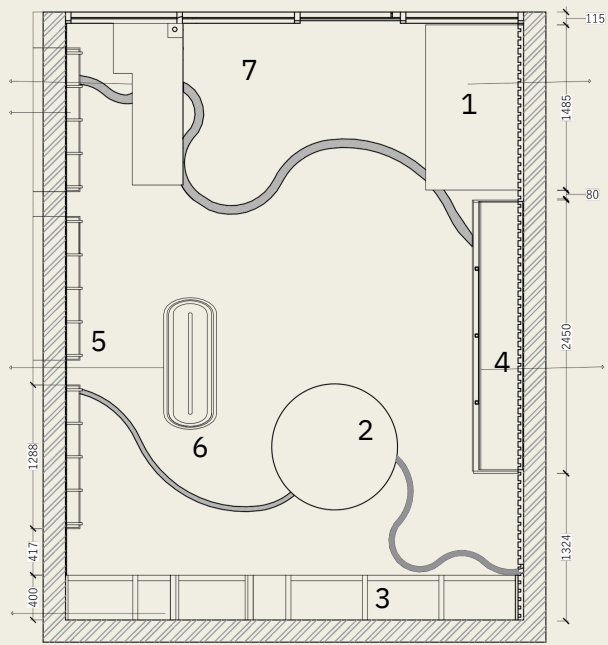
falls ceiling



RACK DRAWINGS



3d view



ENTRANCE

2



1

PHOTO CORNER



3

CHOCOLATE MAN

3d view



4

LARGE CHOALTES RACK



5

PACKET CHOCALET RACAK



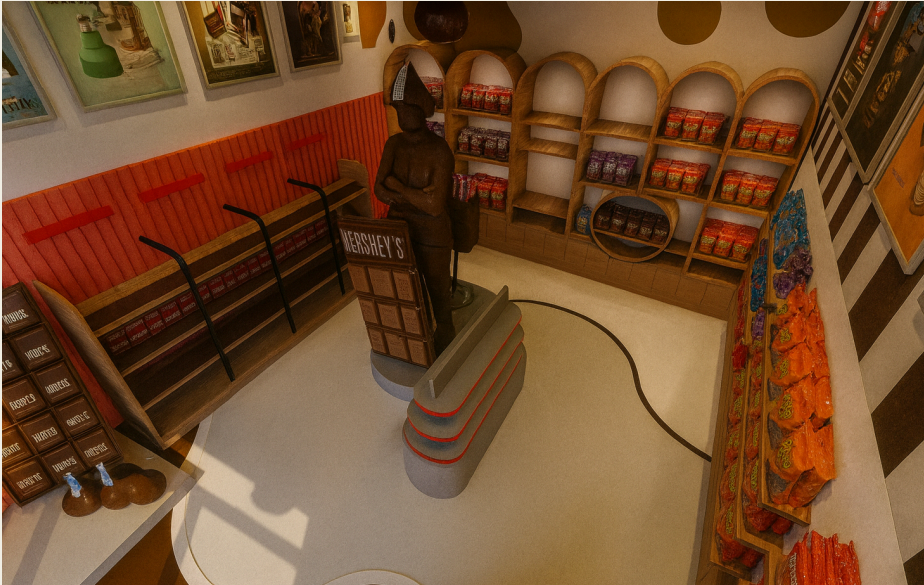
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3d view



7

3d view

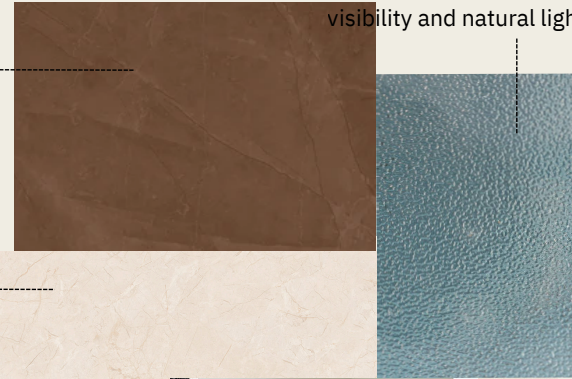


Material Palette

Glossy Chocolate Tiles – flooring.

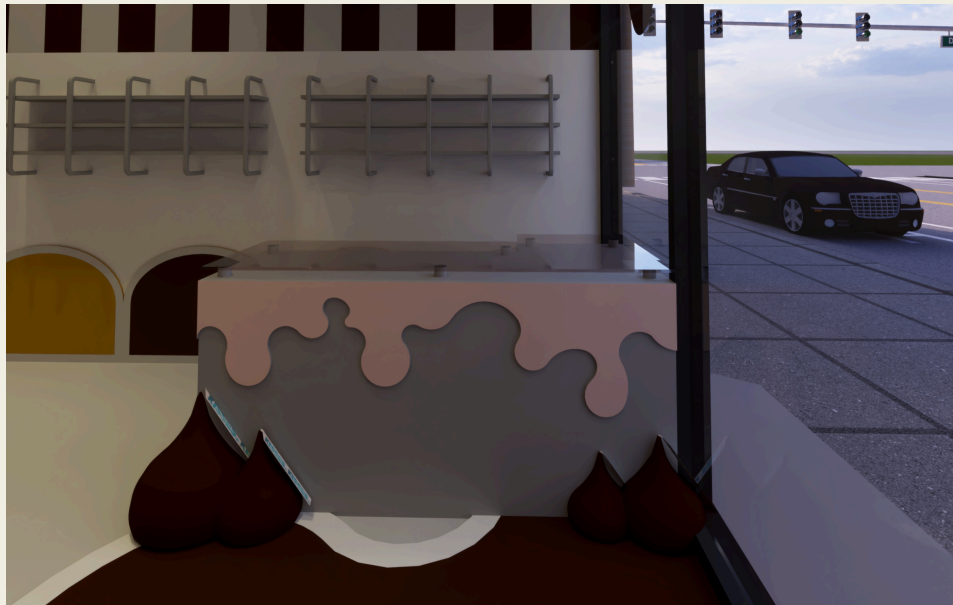
Glass – used in the storefront for visibility and natural lighting.

Matte Beige / Ivory – to balance darker shades and highlight displays.



Gold Accents – statue and premium product sections.

Cocoa Brown Wood Laminates – for walls, shelving, structure.



bill counter

PHOTO FRAME S



