



MICHAEL GRAVES<sup>TM</sup>  
DESIGN

## APRIL 2013 TOPICAL SHOP ROLLOUT MICHAEL GRAVES

# OVERVIEW



Our designs have always focused on making buildings or objects “accessible” by making them intuitive - from being able to easily identify the entrance to a building to knowing which end of a utensil to pick up.”

My partners and I are interested in making good design available to the widest possible audience. Good design is essential to the quality of life on many levels. We want our designs to be beautiful and also to work well. Therefore we often find ourselves incorporating functional innovations that are simply smart. For a building to be lived in comfortably or a product to be used and appreciated, its design and function need to be familiar and easily understood. We use form, color and materials to create this familiarity.

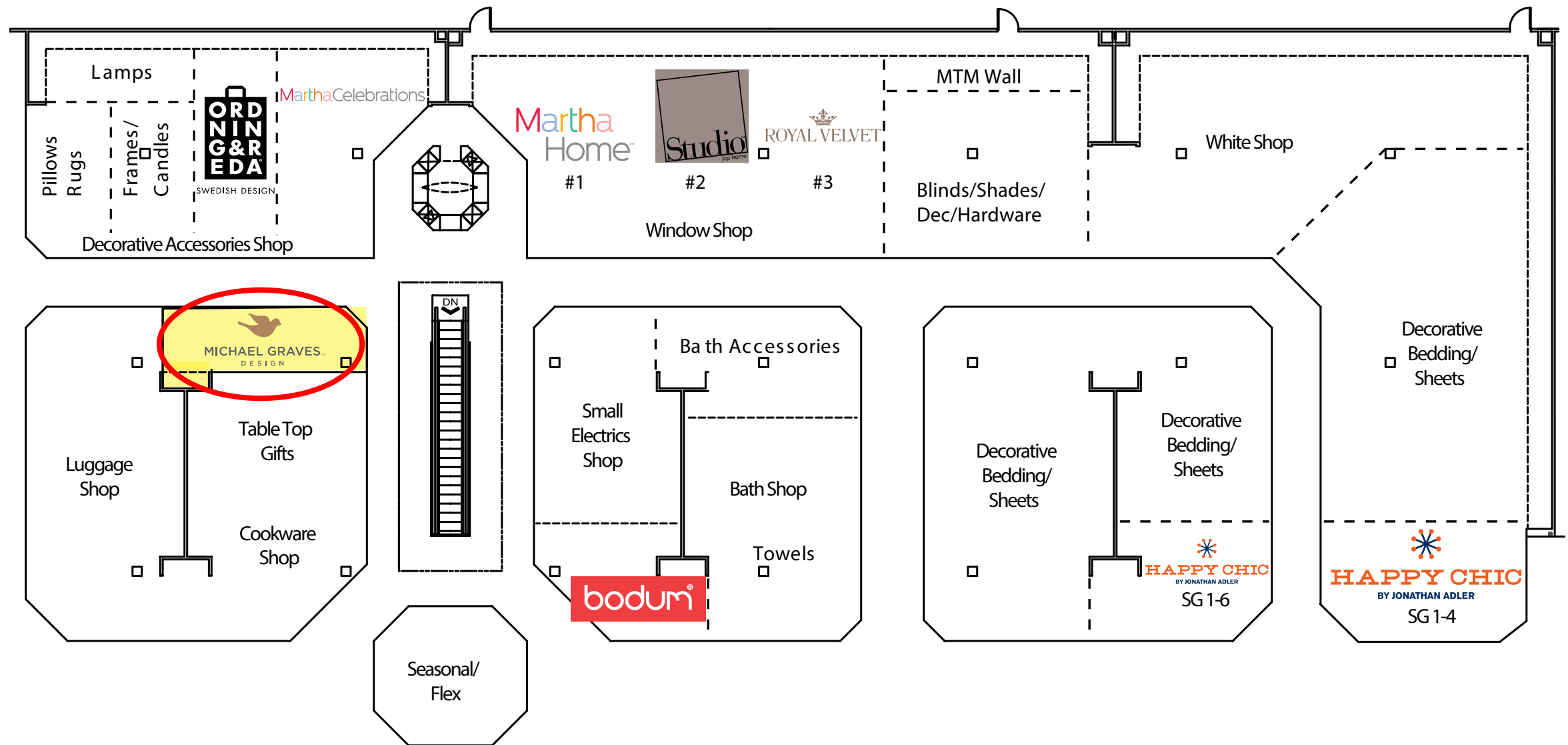
Once good design became accessible to all Americans, the rest, as they say, was history. There was no turning back. America has come to embrace and expect good design in all aspects of daily life.

- 1.** Michael Graves consists of Housewares, Decorative Accessories and Gifts.
- 2.** Shop Grades 1-4 (500 Sq. Ft.)  
Shop Grades 5-6 (300 Sq. Ft.)
- 3.** Visual - Tent Signs arrive 3/26.
- 4.** Merchandise lands by 3/25.
- 5.** Set by 4/5.

### NOTE

- Direction in this Rollout planner is specifically for the 136 non-construction stores who will receive Michael Graves.
- 136 non-construction stores will merchandise within Table Top.
- Non-construction stores will not receive fixtures.

# NON-CONSTRUCTION DIRECTIONAL FLOOR - OVERVIEW



## NOTE

- Michael Graves is merchandised as the lead statement in Tabletop.
- Non-Construction store should maintain current department layout and adjacency.

# OVERVIEW NON CONSTRUCTION STORES



- **Non Construction Stores will not receive new fixtures. The overall photo is the inspirational vision for setting your store.**

## NOTE

- Non-Construction stores will utilize more nested tables, gondola or metro fixtures and less wall sections.



# GUIDANCE

**SHOP GRADES 1-4 (500 SQ. FT.)**

**SHOP GRADES 5-6 (300 SQ. FT.)**

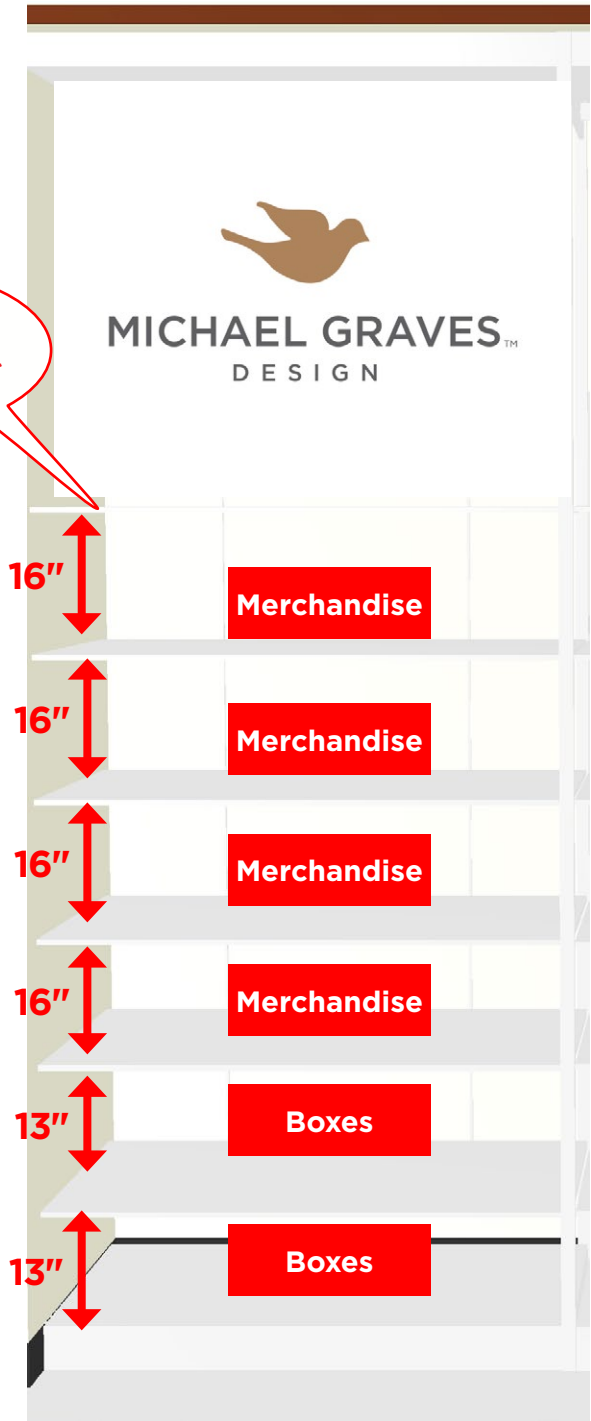
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# MERCHANDISE TECHNIQUES



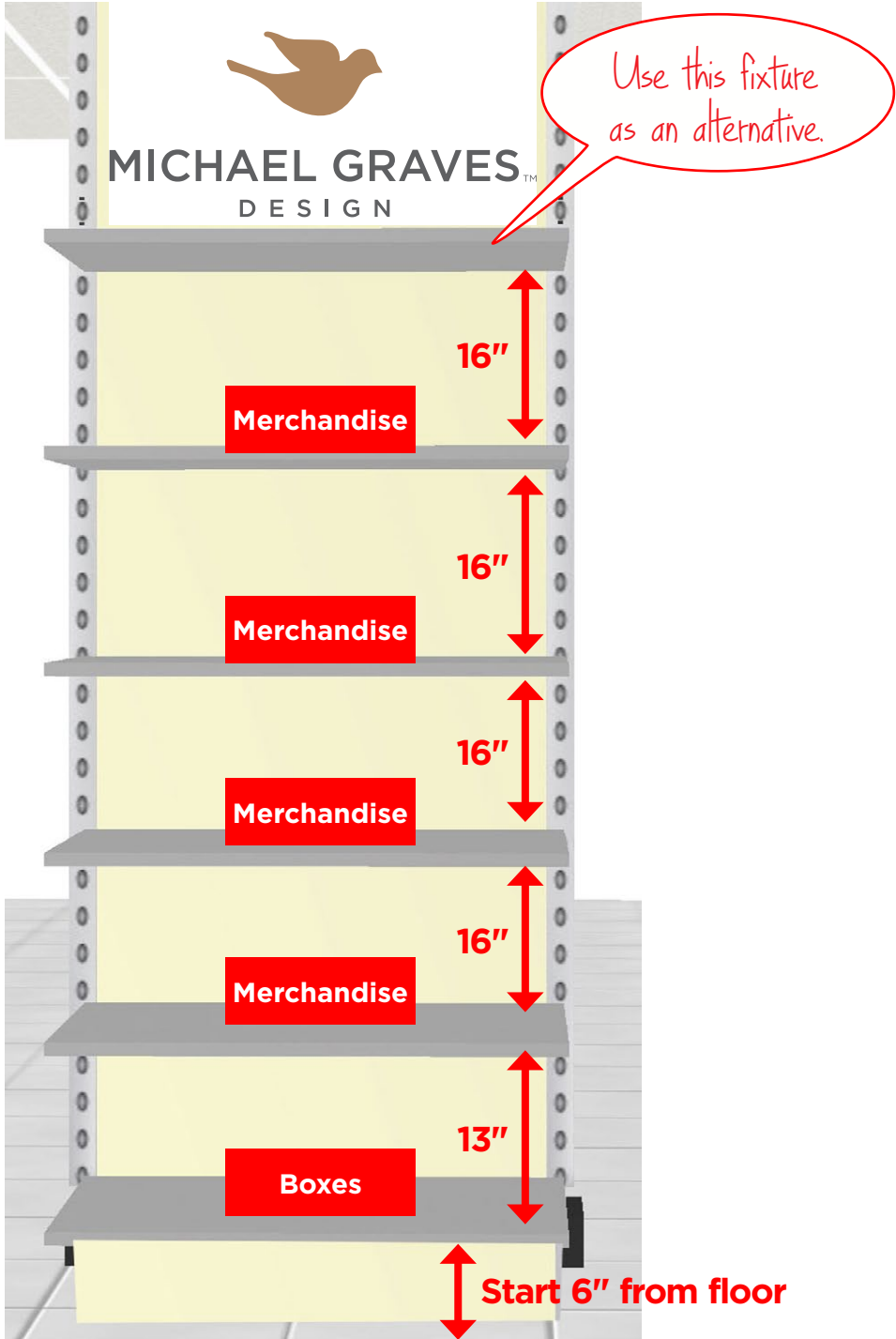
CONSTRUCTION STORE

MOAG WALL



NON-CONSTRUCTION STORE

BULL NOSE SHELVES



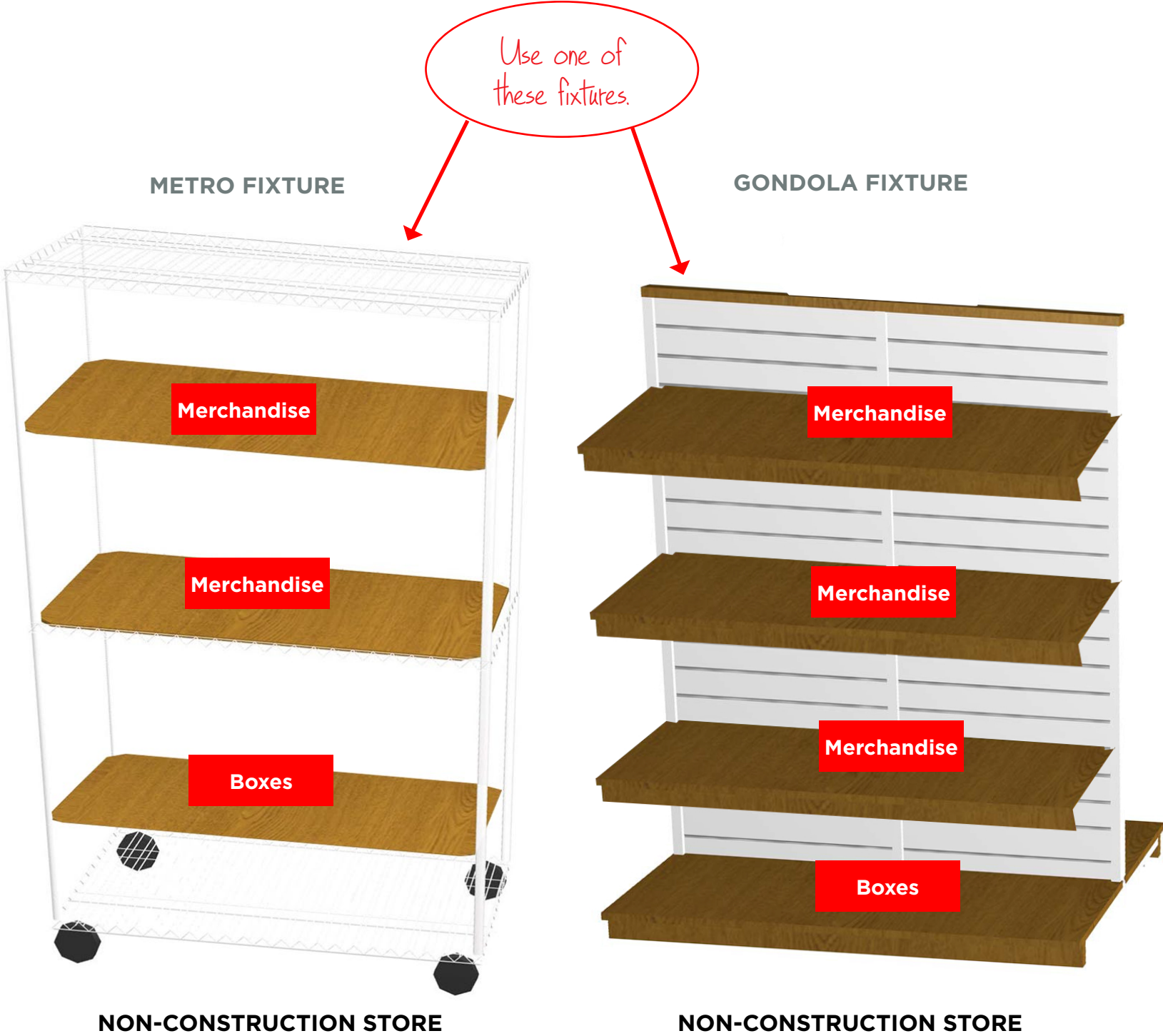
NON-CONSTRUCTION STORE

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# MERCHANDISE TECHNIQUES



CONSTRUCTION STORE



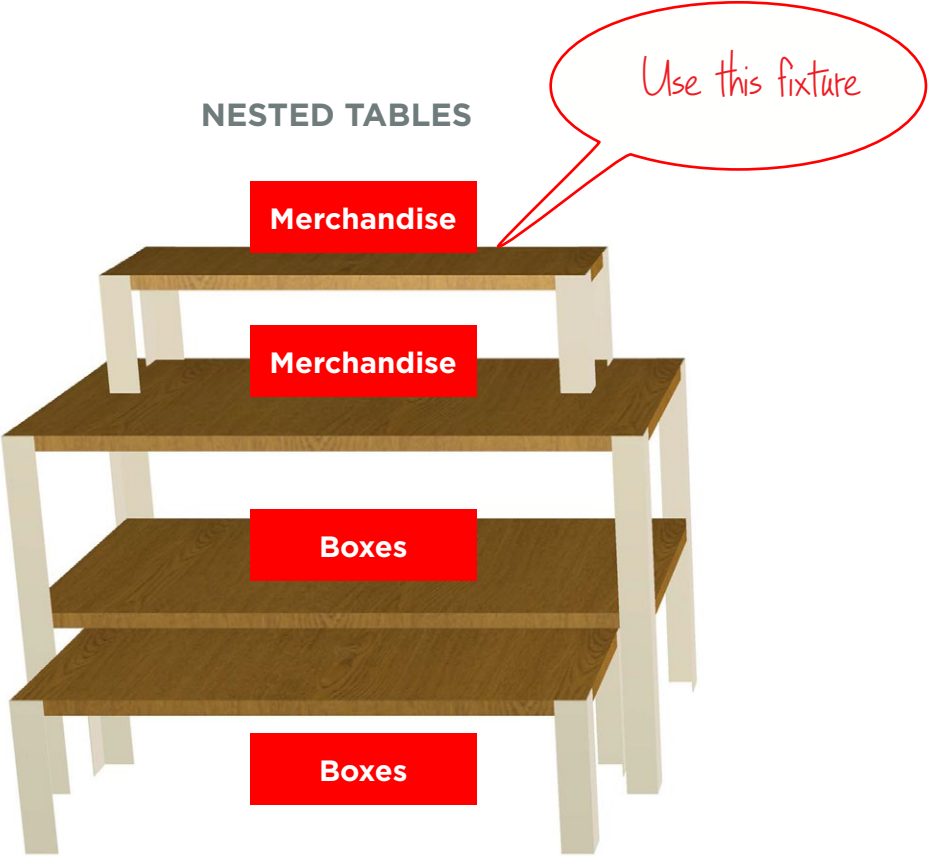


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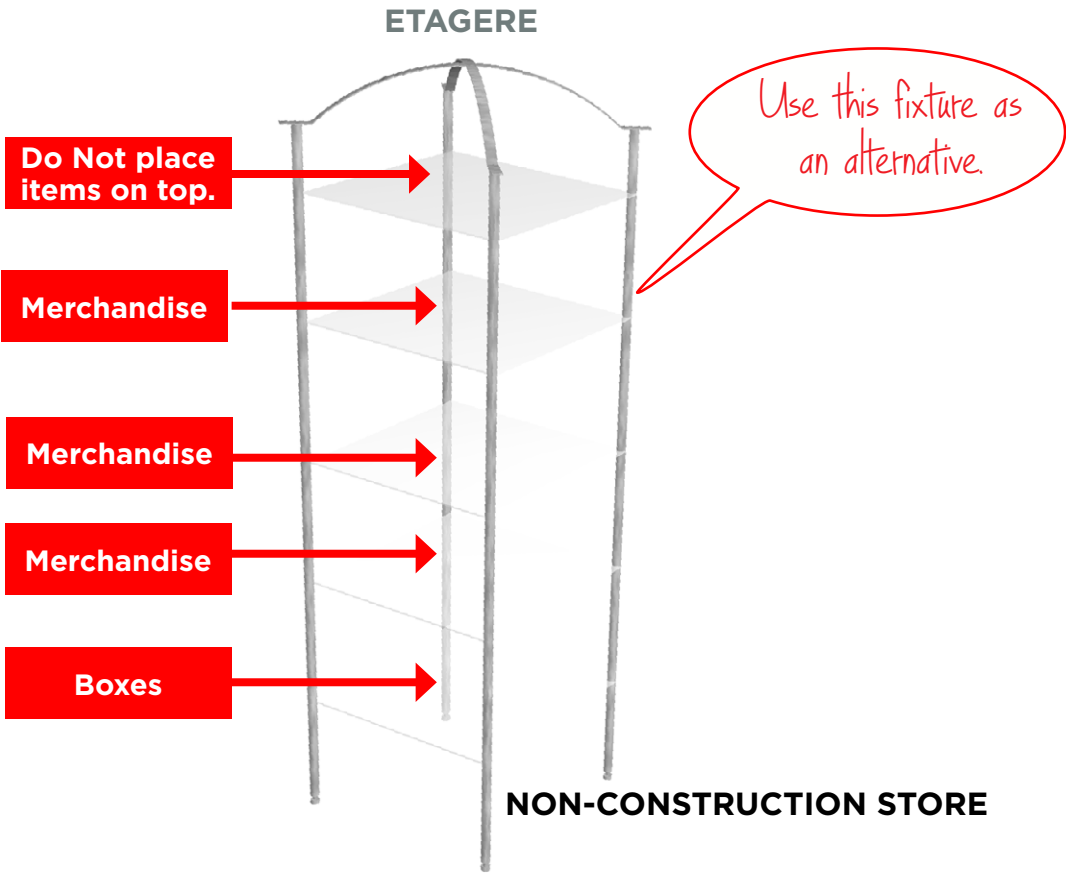
# MERCHANDISE TECHNIQUES



CONSTRUCTION STORE



NON-CONSTRUCTION STORE



NON-CONSTRUCTION STORE

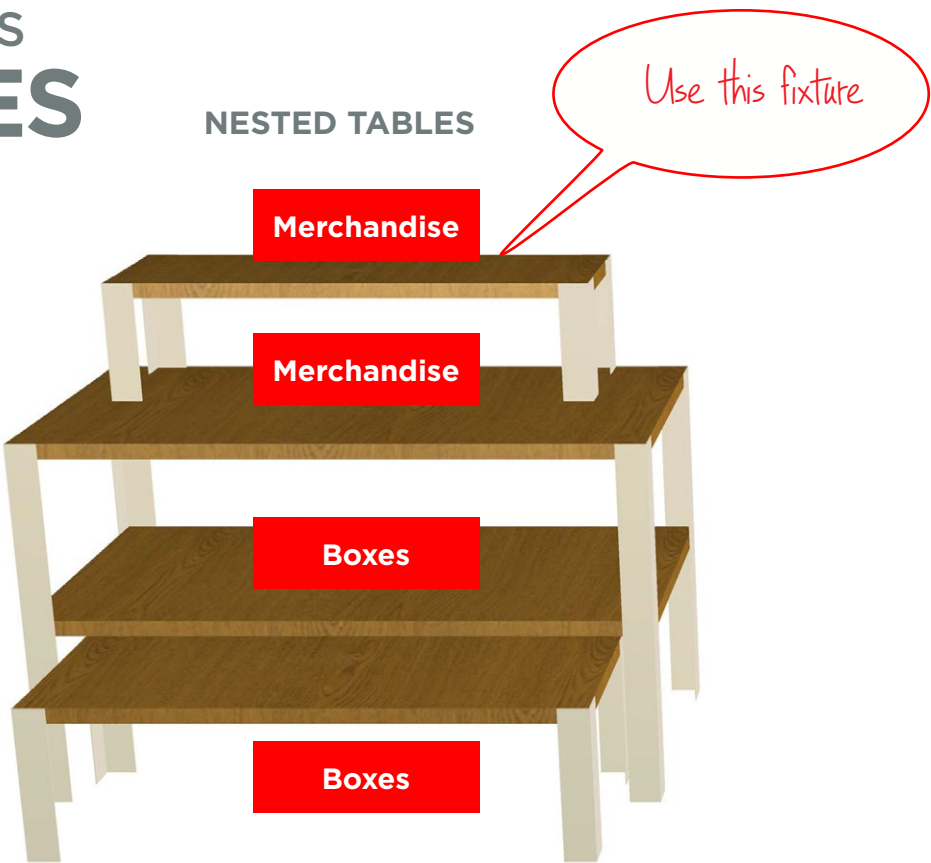


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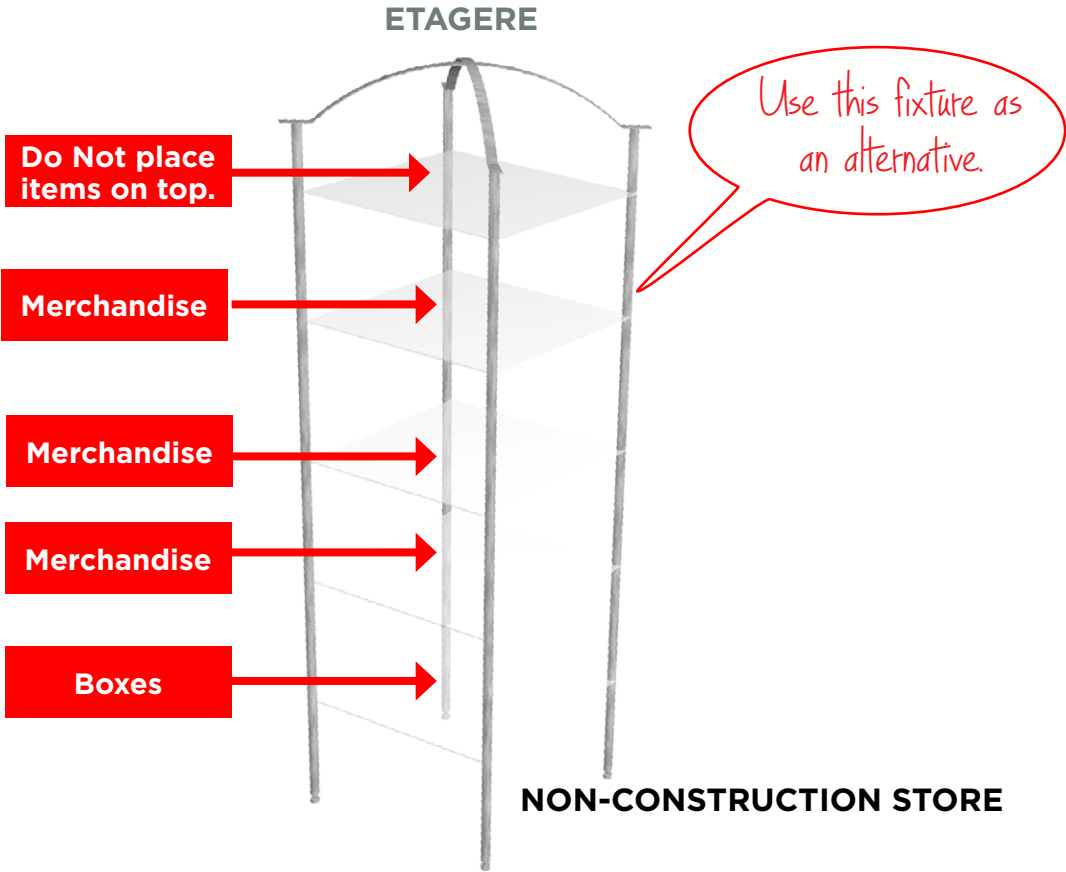
# MERCHANDISE TECHNIQUES



CONSTRUCTION STORE



NON-CONSTRUCTION STORE



NON-CONSTRUCTION STORE

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# VISUALS



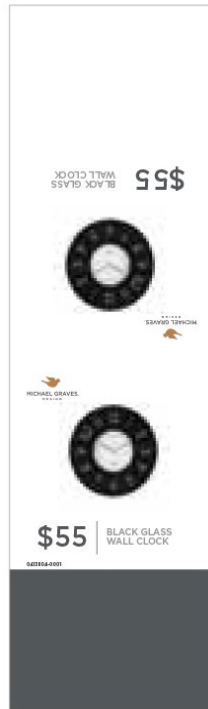
**HANGING SIGN HOW-TO**

- Hang 92" from the floor.
- Hang over #1 nested table near aisle.

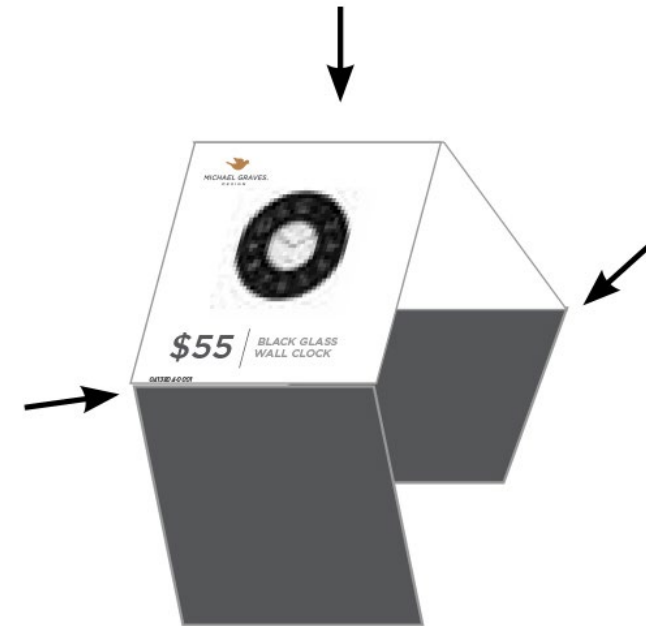
|    | E-PRO    | DESCRIPTION                          | SIZE             | QTY  | 1 | 2 | 3 | 4 | 5 | 6 |
|----|----------|--------------------------------------|------------------|------|---|---|---|---|---|---|
| A. | H64902-1 | Michael Graves Graphic for Moag Wall | 47.5" X 37"      | each | 2 | 2 | 2 | 2 | 1 | 1 |
| B. | H64981-4 | Michael Graves Hanging Sign          | 58.75" X 25.542" | each | 1 | 1 | 1 | 1 | 1 | 1 |
| C. | H64901-1 | Moag Wall Inserts                    | 93.5" X 37"      | each | 3 | 3 | 2 | 2 | 2 | 2 |

# APRIL 2013 TOPICAL SHOP ROLLOUT MICHAEL GRAVES VISUAL - HOW TO

- 1.** Graphic before setup. Double sided tape is already attached to graphic.



- 2.** Remove backer from the two smaller strips of tape. Align the edge of the side that has the tape to the third score and press down to attach firmly.



- 3.** Remove the backer from the remaining longer strip. Press graphic down to attach. Secure it further by inserting hands through the side opening and pressing down.



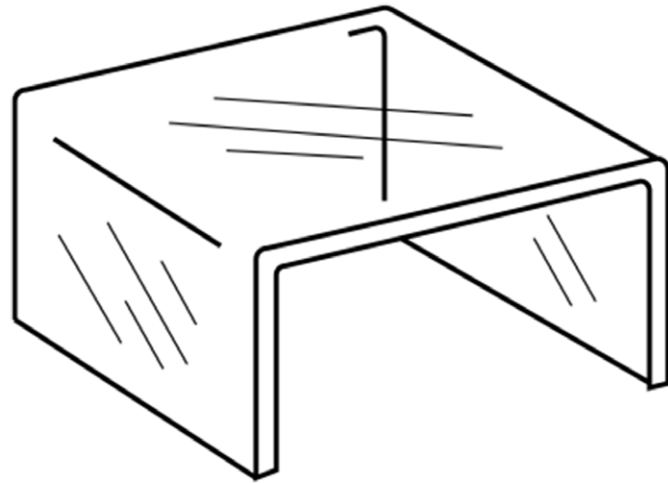
- 4.** Place tent sign on right side of product.





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# CUEING ELEMENTS



CLEAR PLASTIC SADDLE RISER

4" 009-1665-0005  
6" 009-1667-0003  
8" 009-1668-0002  
10" 009-1669-0001

# LIGHTING

## LIGHTING TIPS

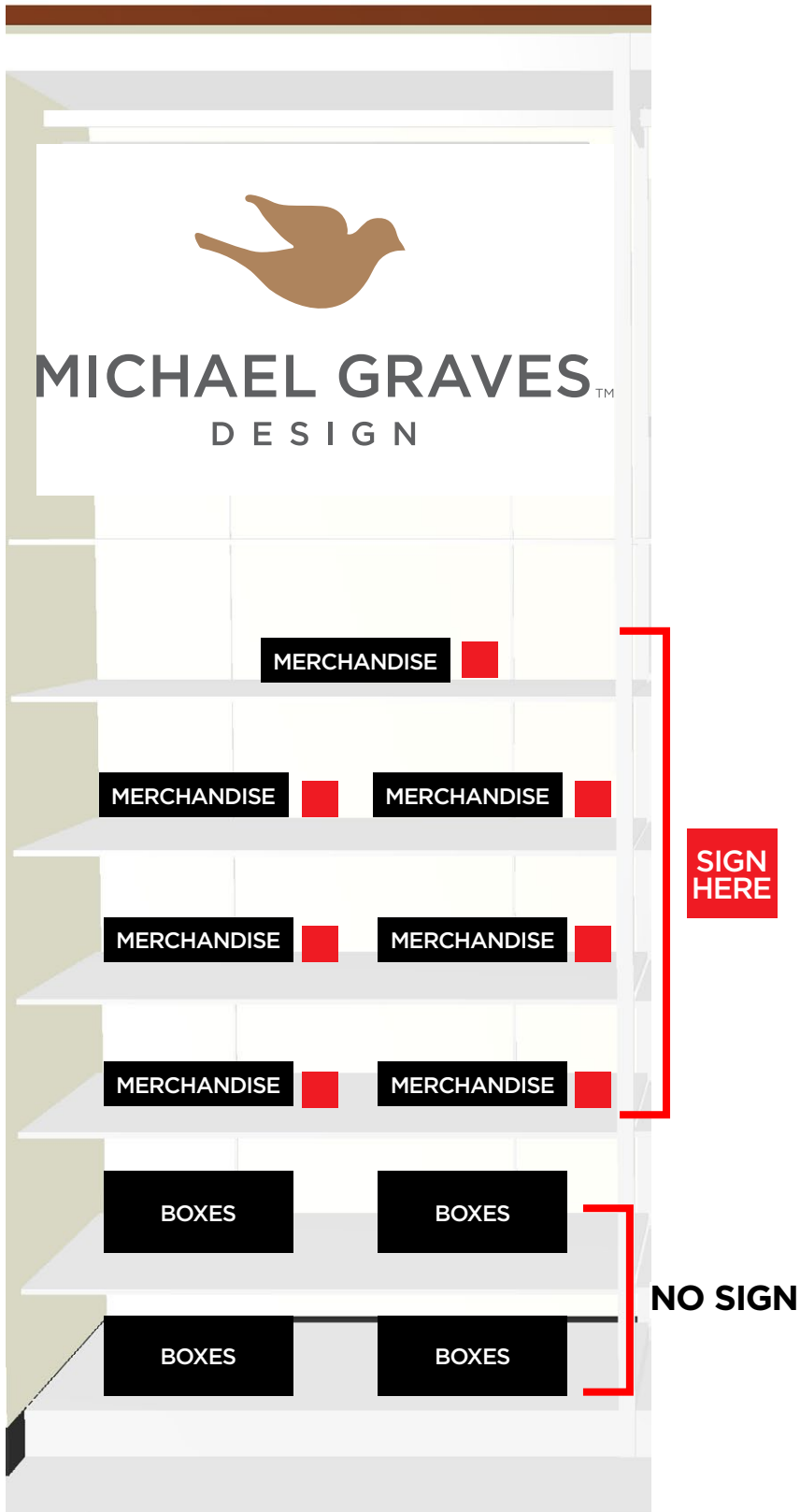
Spotlights:

- Spotlights are to be used to highlight merchandise along the aisle.
  - If spotlights exist further in department, focus on walls and logos.
- Spotlights are intended for the first row of displays along the aisle – trying to aim beyond that they become a source of glare for the shopper.

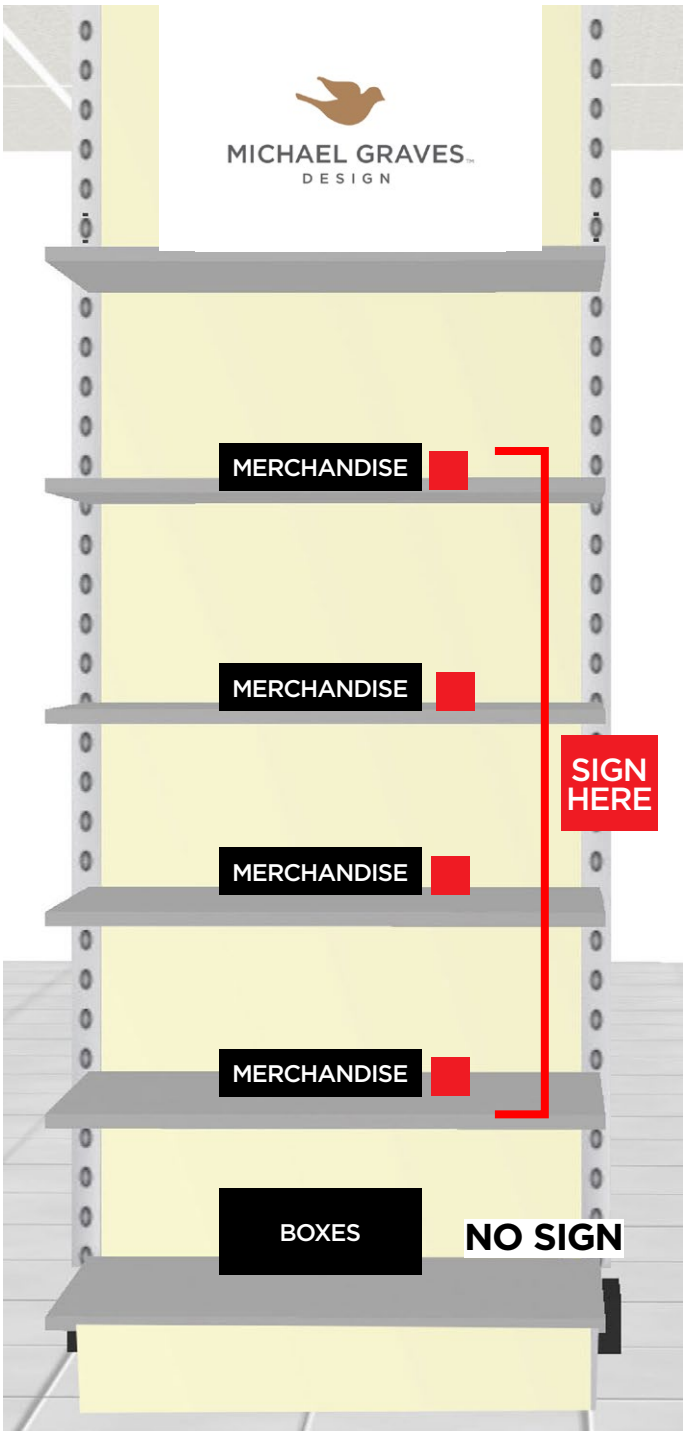
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# SIGNING STANDARDS

MOAG WALL



BULL NOSE SHELVES



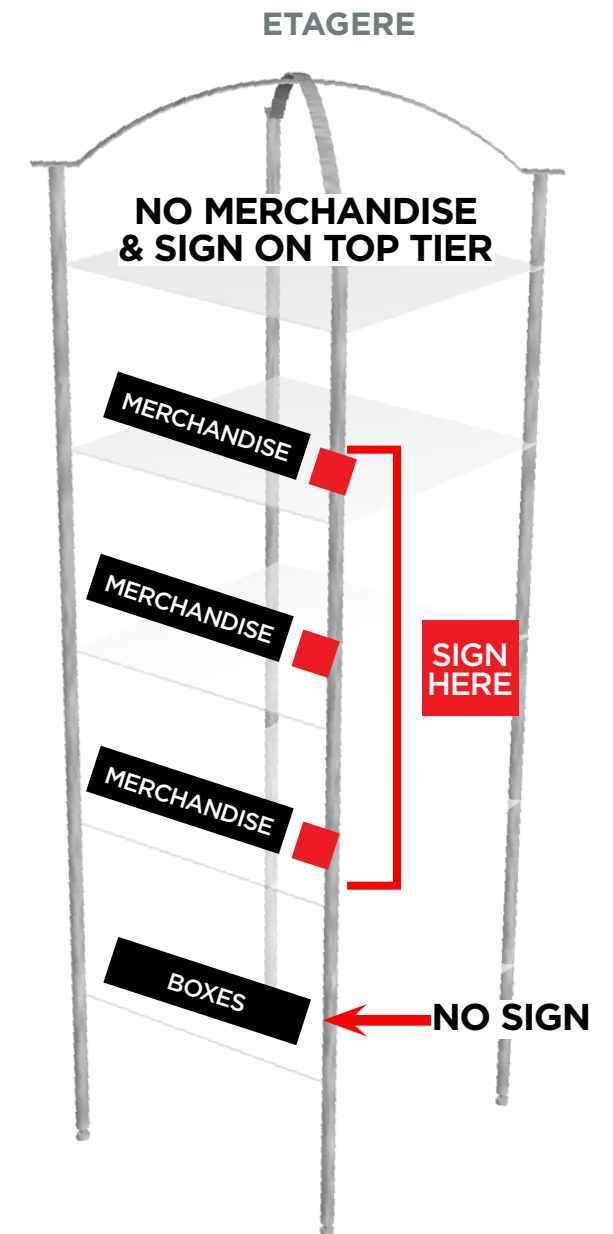
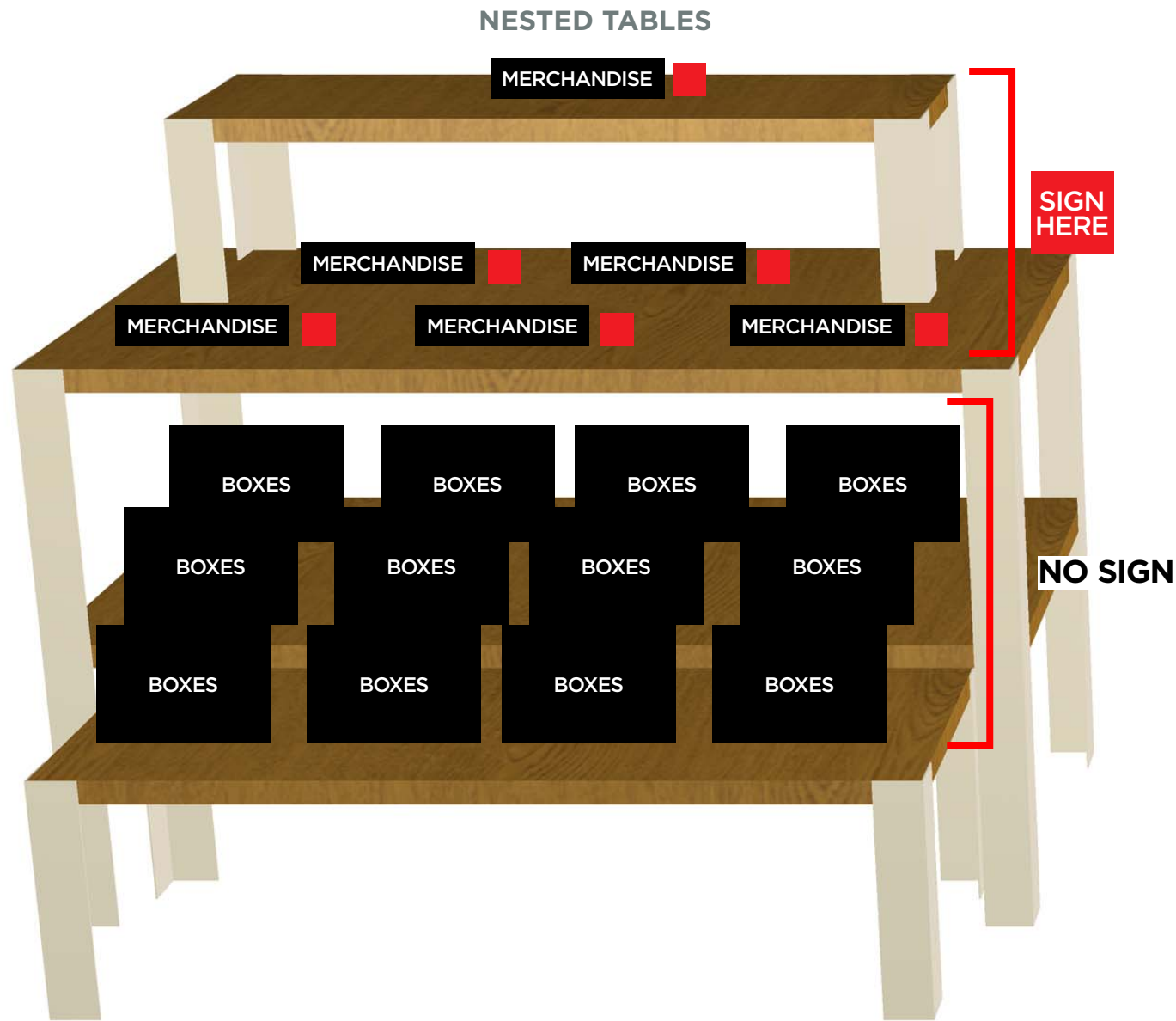
TENT SIGNS

- Tent signs are autoshipped as part of monthly package and are not reorderable. Subject to price changes.
- Place tent sign on right side of product.
- DO NOT place tent sign in Focal Boxes or Bottom Shelves filled with boxed merchandise.



# APRIL 2013 TOPICAL SHOP ROLLOUT MICHAEL GRAVES

## SIGNING STANDARDS



### TENT SIGNS

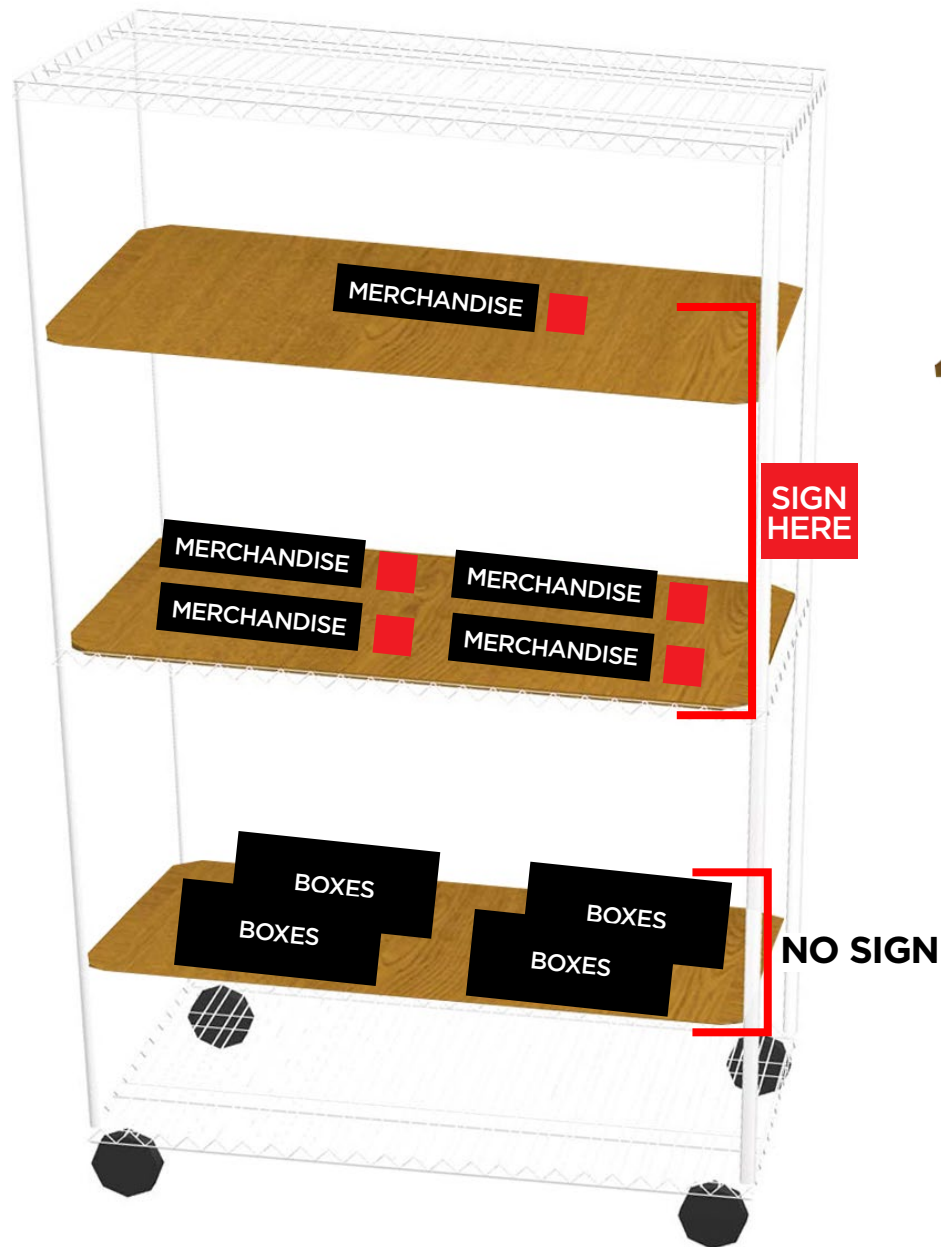
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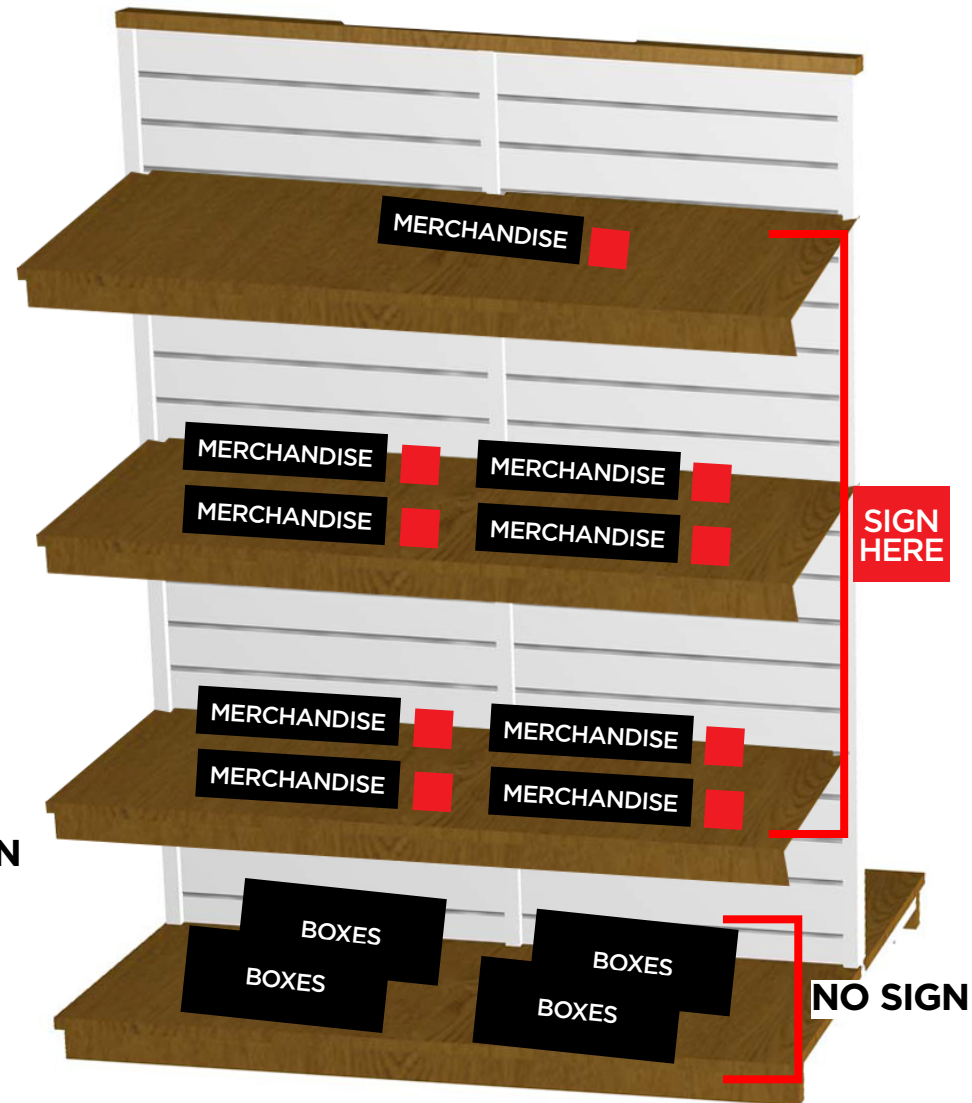


# APRIL 2013 TOPICAL SHOP ROLLOUT MICHAEL GRAVES SIGNING STANDARDS

METRO FIXTURE



GONDOLA FIXTURE



## TENT SIGNS

- Tent signs are autoshipped as part of monthly package and are not reorderable. Subject to price changes.
- Place tent sign on right side of product.
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# GUIDANCE

**SHOP GRADES 1-4 (500 SQ. FT.)**

**SHOP GRADES 5-6 (300 SQ. FT.)**

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DETAIL X-LARGE

| #1 | MG Small Appliances & Cooking To... |                        |         |
|----|-------------------------------------|------------------------|---------|
| -  | Item#                               | Item Desc              | Fixture |
|    | 8041000                             | 2 SLOT TOASTER         |         |
|    | 8041001                             | ADC COFFEE MAKER       |         |
|    | 8041002                             | 6QT SLOW COOKER        |         |
|    | 8041003                             | WAFFLE MAKER           |         |
|    | 8042008                             | CAST IRON 2QT PAN      |         |
|    | 8042009                             | CAST IRON 5QT CASS...  |         |
|    | 8042010                             | CAST IRON PAELLA PA... |         |
|    | 8043060                             | BASTING SPOON          |         |
|    | 8043061                             | SLOTTED SPOON          |         |
|    | 8043062                             | SLOTTED TURNER         |         |
|    | 8043063                             | PASTA FORK             |         |
|    | 8043064                             | LADLE                  |         |
|    | 8043065                             | WHISK                  |         |
|    | 8043066                             | SPOONULA               |         |
|    | 8043067                             | SPATULA                |         |
|    | 8043068                             | WOOD TURNER            |         |
|    | 8043069                             | WOOD SCRAPER           |         |
|    | 8043070                             | WOOD SOLID SPOON       |         |
|    | 8043071                             | WOOD SLOTTED SPO...    |         |
|    | 8043072                             | WHITE STONEWRE CA...   |         |
|    | 8043073                             | CHROME STONEWR C...    |         |

| #2 | MG Serveware |                       |         |
|----|--------------|-----------------------|---------|
| -  | Item#        | Item Desc             | Fixture |
|    | 8042018      | 2PC CUTTING BOARD ... |         |
|    | 8043027      | WOOD SALAD BOWL       |         |
|    | 8043028      | WOOD CHIP AND DIP     |         |
|    | 8043029      | WOOD SERVING TRAY     |         |
|    | 8043030      | LARGE CHEESE BOARD    |         |
|    | 8043036      | NESTING TRIVET        |         |
|    | 8043040      | REC BREAD BASKET      |         |
|    | 8043041      | RND BREAD BASKET      |         |
|    | 8043051      | 2PC SALAD SERVING ... |         |
|    | 8043052      | CHEESE KNIFE-FORK ... |         |
|    | 8043053      | CHEESE BOARD/KNIFE    |         |

| #3 | MG Decor |                       |         |
|----|----------|-----------------------|---------|
| -  | Item#    | Item Desc             | Fixture |
|    | 8044009  | LEATHER WALL CLOCK    |         |
|    | 8044010  | CELADON MANTLE CL...  |         |
|    | 8044012  | CELADON WALL CLOCK    |         |
|    | 8044016  | MAPL-IVOR MANT CLO... |         |
|    | 8044017  | LEATH DSK CLOCK CL... |         |
|    | 8044018  | LEATHER MANTLE CL...  |         |
|    | 8044020  | MAPLE ELLIPSE 4X6     |         |
|    | 8044021  | MAPLE EASEL 4X6       |         |
|    | 8044022  | MAPLE SWIVEL BASE4... |         |
|    | 8044026  | TURQ SILK W/GOLD 4X6  |         |
|    | 8044027  | TURQ SILK W/GOLD 5X7  |         |
|    | 8044036  | WOOD BOWL - STAND     |         |
|    | 8044040  | BRONZE CANDLE HOL...  |         |
|    | 8044041  | BRONZE VASE           |         |
|    | 8044046  | CELADN CANDLE HOL...  |         |
|    | 8044047  | CELADON VASE          |         |
|    | 8044066  | 4X6 MAPLE WOOD FR...  |         |
|    | 8044067  | 5X7 MAPLE WOOD FR...  |         |
|    | 8044068  | 8X10 MAPLEWOOD FR...  |         |

| MG Decor |                       |         |  |
|----------|-----------------------|---------|--|
| Item#    | Item Desc             | Fixture |  |
| 8044009  | LEATHER WALL CLOCK    |         |  |
| 8044010  | CELADON MANTLE CL...  |         |  |
| 8044012  | CELADON WALL CLOCK    |         |  |
| 8044016  | MAPL-IVOR MANT CLO... |         |  |
| 8044017  | LEATH DSK CLOCK CL... |         |  |
| 8044018  | LEATHER MANTLE CL...  |         |  |
| 8044020  | MAPLE ELLIPSE 4X6     |         |  |
| 8044021  | MAPLE EASEL 4X6       |         |  |
| 8044022  | MAPLE SWIVEL BASE4... |         |  |
| 8044026  | TURQ SILK W/GOLD 4X6  |         |  |
| 8044027  | TURQ SILK W/GOLD 5X7  |         |  |
| 8044036  | WOOD BOWL - STAND     |         |  |
| 8044040  | BRONZE CANDLE HOL...  |         |  |
| 8044041  | BRONZE VASE           |         |  |
| 8044046  | CELADN CANDLE HOL...  |         |  |
| 8044047  | CELADON VASE          |         |  |
| 8044066  | 4X6 MAPLE WOOD FR...  |         |  |
| 8044067  | 5X7 MAPLE WOOD FR...  |         |  |
| 8044068  | 8X10 MAPLEWOOD FR...  |         |  |

| MG Decor |                       |         |  |
|----------|-----------------------|---------|--|
| Item#    | Item Desc             | Fixture |  |
| 8044009  | LEATHER WALL CLOCK    |         |  |
| 8044010  | CELADON MANTLE CL...  |         |  |
| 8044012  | CELADON WALL CLOCK    |         |  |
| 8044016  | MAPL-IVOR MANT CLO... |         |  |
| 8044017  | LEATH DSK CLOCK CL... |         |  |
| 8044018  | LEATHER MANTLE CL...  |         |  |
| 8044020  | MAPLE ELLIPSE 4X6     |         |  |
| 8044021  | MAPLE EASEL 4X6       |         |  |
| 8044022  | MAPLE SWIVEL BASE4... |         |  |
| 8044026  | TURQ SILK W/GOLD 4X6  |         |  |
| 8044027  | TURQ SILK W/GOLD 5X7  |         |  |
| 8044036  | WOOD BOWL - STAND     |         |  |
| 8044040  | BRONZE CANDLE HOL...  |         |  |
| 8044041  | BRONZE VASE           |         |  |
| 8044046  | CELADN CANDLE HOL...  |         |  |
| 8044047  | CELADON VASE          |         |  |
| 8044066  | 4X6 MAPLE WOOD FR...  |         |  |
| 8044067  | 5X7 MAPLE WOOD FR...  |         |  |
| 8044068  | 8X10 MAPLEWOOD FR...  |         |  |

| MG Decor |                       |         |  |
|----------|-----------------------|---------|--|
| Item#    | Item Desc             | Fixture |  |
| 8044014  | BLACK MANTLE CLOCK    |         |  |
| 8044015  | BLACK MTL WALL CLO... |         |  |
| 8044019  | WHITE-WALL CUTOUT ... |         |  |
| 8044028  | GLASS METAL BASE 4... |         |  |
| 8044029  | GLASS METAL BASE 5... |         |  |
| 8044031  | HALFMOON CANDLE H...  |         |  |
| 8044032  | CUBE CANDLE HOLDER    |         |  |
| 8044033  | FLUTED CANDLE HOL...  |         |  |
| 8044037  | CUBE VASE COBALT B... |         |  |
| 8044039  | METALWOOD MIXED B...  |         |  |
| 8044048  | TRIPLE VASE GLS-WO... |         |  |
| 8044060  | 4X6 BLACK WOOD FRA... |         |  |
| 8044061  | 5X7 BLACK WOOD FRA... |         |  |
| 8044062  | 8X10 BLK WOOD FRAM... |         |  |
| 8044063  | 4X6 CHRY WOOD FRA...  |         |  |
| 8044064  | 5X7 CHRY WOOD FRA...  |         |  |
| 8044065  | 8X10 CHRY WOOD FR...  |         |  |

| #7 | MG Decor |                       |         |
|----|----------|-----------------------|---------|
| -  | Item#    | Item Desc             | Fixture |
|    | 8044014  | BLACK MANTLE CLOCK    |         |
|    | 8044015  | BLACK MTL WALL CLO... |         |
|    | 8044019  | WHITE-WALL CUTOUT ... |         |
|    | 8044028  | GLASS METAL BASE 4... |         |
|    | 8044029  | GLASS METAL BASE 5... |         |
|    | 8044031  | HALFMOON CANDLE H...  |         |
|    | 8044032  | CUBE CANDLE HOLDER    |         |
|    | 8044033  | FLUTED CANDLE HOL...  |         |
|    | 8044037  | CUBE VASE COBALT B... |         |
|    | 8044039  | METALWOOD MIXED B...  |         |
|    | 8044048  | TRIPLE VASE GLS-WO... |         |
|    | 8044060  | 4X6 BLACK WOOD FRA... |         |
|    | 8044061  | 5X7 BLACK WOOD FRA... |         |
|    | 8044062  | 8X10 BLK WOOD FRAM... |         |
|    | 8044063  | 4X6 CHRY WOOD FRA...  | 4X6     |
|    | 8044064  | 5X7 CHRY WOOD FRA...  |         |
|    | 8044065  | 8X10 CHRY WOOD FR...  |         |

| #8 | MG Decor |                       |         |
|----|----------|-----------------------|---------|
| -  | Item#    | Item Desc             | Fixture |
|    | 8044014  | BLACK MANTLE CLOCK    |         |
|    | 8044015  | BLACK MTL WALL CLO... |         |
|    | 8044019  | WHITE-WALL CUTOUT ... |         |
|    | 8044028  | GLASS METAL BASE 4... |         |
|    | 8044029  | GLASS METAL BASE 5... |         |
|    | 8044031  | HALFMOON CANDLE H...  |         |
|    | 8044032  | CUBE CANDLE HOLDER    |         |
|    | 8044033  | FLUTED CANDLE HOL...  |         |
|    | 8044037  | CUBE VASE COBALT B... |         |
|    | 8044039  | METALWOOD MIXED B...  |         |
|    | 8044048  | TRIPLE VASE GLS-WO... |         |
|    | 8044060  | 4X6 BLACK WOOD FRA... |         |
|    | 8044061  | 5X7 BLACK WOOD FRA... |         |
|    | 8044062  | 8X10 BLK WOOD FRAM... |         |
|    | 8044063  | 4X6 CHRY WOOD FRA...  |         |
|    | 8044064  | 5X7 CHRY WOOD FRA...  |         |
|    | 8044065  | 8X10 CHRY WOOD FR...  |         |

| #42 | MG Cook & Serve |                      |         |
|-----|-----------------|----------------------|---------|
| -   | Item#           | Item Desc            | Fixture |
|     | 8042000         | 9 X 5 LOAF PAN       |         |
|     | 8042001         | LASAGNA BAKER W LID  |         |
|     | 8042002         | 9 X 9 BAKER W LID    |         |
|     | 8042003         | AU GRATIN W/ TRIVET  |         |
|     | 8042006         | CST IRN SRV SKILLET  |         |
|     | 8042007         | 10 IN PIE PLATE      |         |
|     | 8043031         | CHILLING TRAY        |         |
|     | 8043033         | S/2 SERVING PLATTERS |         |
|     | 8043035         | S/2 NESTING BOWLS    |         |
|     | 8043039         | 3 DIP SERV PLATTER   |         |
|     | 8043050         | STACKING NUT BOWL    |         |

| #43 | MG Beverageaware |                      |         |
|-----|------------------|----------------------|---------|
| -   | Item#            | Item Desc            | Fixture |
|     | 8042011          | THERMAL CARAFE       |         |
|     | 8042012          | SS TEA KETTLE - BELL |         |
|     | 8042013          | STOVE-TOP ESPRESSO   |         |
|     | 8042014          | FRENCH PRESS         |         |
|     | 8043000          | CREAM AND SUGAR S... |         |
|     | 8043001          | TEAPOT W/COZY        |         |
|     | 8043003          | S/2 COFFEE CUPS      |         |
|     | 8043004          | S/2 TEA CUPS         |         |
|     | 8043005          | S/2 ESPRESSO CUP     |         |
|     | 8043014          | GLASS WINE DECANT... |         |
|     | 8043021          | S/4 COASTERS         |         |
|     | 8044050          | CHAMPAGNE FLUTE      |         |
|     | 8044051          | MARTINI GLASS        |         |