

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DEPARTMENT OF INTERIOR ARCHITECTURE**

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It is recommended that this project report prepared


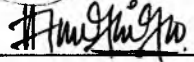
by

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**PROPOSED NEW INTERIOR DESIGN OF BARBIE FLAGSHIP STORE
FOR MATTEL INC. AT LOT 2395, SEKSYEN 41, JALAN SULTAN ISMAIL,
50350 KUALA LUMPUR, WILAYAH PERSEKUTUAN**

accepted in partially fulfillment of the requirements for a Diploma in Interior Design

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ABSTRACT

During final year of Diploma in Interior Architecture, students are required to complete a single project to put to test all the knowledge learnt from year one until the final year of studying interior design. This final project is important to prove how students can survive in real designing world in the future. As for me, the project chosen for the final project is proposed new design of Barbie flagship store for Mattel Inc at Lot 2395, Seksyen 41, Jalan Sultan Ismail, 50350 Kuala Lumpur, Wilayah Persekutuan. This project is chosen because Malaysia is lacking of flagship store especially in toy industries. Barbie product itself always got a place in local toy industries but there are still no place to cater Barbie fans and customers. At the same time this project will fulfill the client key strategy which is to expand their products throughout the world. The aim of the project is to proposed new interior design for the Barbie flagship store and the objective is to design an interior space that resemble the image of Barbie at the same time brings a modern touch and welcoming ambience for customers to visit. Project and studies about Barbie itself and understands the image of the product is important in order to reach the project aim. The proposed site in Jalan Sultan Ismail is very suitable for the Barbie flagship store since it is a single building with its own compound and the design of the site will surely attract visitors. Observations after observation were made to completely understand the site and collect all the data needed for site and building analysis. After studying the proposed site, then only the design stage will start. As for the concept and image, fusion chic concept is chosen as it will fulfill the image of Barbie products which is utterly elegant and glamorous. Fusion chic concept is supposed to blend vintage and glamorous look with modern touch to the interior space and fittings that will surely resemble the Barbie doll image itself which are sophisticated and elegant. Design proposal is the final stage of design process where as all the design requirements have been accomplish. Design proposal consist of all of the design elements from the drawings of final layout plans, sections, façade, three dimensional views, materials and finishes for the interior space of the Barbie flagship store. After getting done all of the process stage by stage, hopefully the aim and objectives of the project will be achieved with the best end products.

INDEX

Abstract	I
Acknowledgement	II
Contents	III
List of Figures	V
List of Tables	VII
List of Photos	VIII
List of Appendices	X
List of Abbreviations	XI

CONTENTS

		PAGE	
CHAPTER	1.0	INTRODUCTION	1
	1.1	BACKGROUND OF THE PROJECT	2
	1.2	PROBLEM STATEMENTS	4
	1.3	PROJECT AIM AND OBJETIVES	5
	1.4	SCOPE OF PROJECT	6
	1.5	PROJECT METHODOLOGY	10
	1.6	LIMITATION OF PROJECT	11
	1.7	SIGNIFICANCE OF PROJECT	12
	1.8	ORGANIZATION OF REPORT	13
CHAPTER	2.0	CLIENT	14
	2.1	CLIENT BACKGROUND	15
	2.2	ORGANIZATION CHART	16
	2.3	CLIENT MISSION AND VISION	18
	2.4	CLIENT CORPORATE IMAGE	19

CHAPTER	3.0	PROJECT AND ANALYSIS	20
	3.1	SITE ANALYSIS	21
	3.2	BUILDING ANALYSIS	37
	3.3	SUMMARY OF PROJECT	61
	3.4	SUMMARY	63
CHAPTER	4.0	CASE STUDY	64
	4.1	CASE STUDY 1	66
	4.2	PRECEDENT STUDY 1	80
	4.3	PRECEDENT STUDY 2	93
	4.4	PRECEDENT STUDY 3	108
CHAPTER	5.0	PROJECT	120
	5.1	INTRODUCTION OF PROJECT	121
	5.2	CLIENT NEEDS	122
	5.3	SCOPE OF WORK	126
	5.4	CONCLUSION	129
CHAPTER	6.0	PROPOSED INTERIOR ARCHITECTURE	130
	6.1	INTRODUCTION	131
	6.2	PRELIMINARY STAGE	134
	6.3	DESIGN PROPOSAL	161
	6.4	DESIGN ELEMENTS	167
	6.5	CONCLUSION	177
		List of references	178
		Appendices	181

1.0 INTRODUCTION

This chapter will consist briefly about the background of the project, the problem statement of the project, project aim and objectives, scope of project, location of the chosen site, space requirements and client's need and many other information about the proposed project. This chapter is about to explain only the surface of the contains of the proposed new interior design of Barbie Flagship Store for Mattel Inc. report proposal.

1.1 BACKGROUND OF THE PROJECT

Loving the sophisticated image of Barbie since a little girl brings the idea for me to proposed new interior design for Barbie Flagship Store for Mattel Inc. These well known products from Mattel Inc. since 1959 has been the important part of the toy fashion doll market for 50 years now and also have been the biggest contributor in Mattel profits for years after years. Due to the fact that Barbie is also famous in Malaysia brings the issue for me to design The Barbie Flagship Store to cater Barbie fans in Malaysia. Moreover, 80% from Mattel Inc. come from Barbie products but Mattel still did not have a retail, outlet or flagship store yet for Barbie products. Barbie exhibition surely will attract customers and Barbie fans but due to space problem it is usually hard for big amount of customers to fit in the area. These are some of the issues that I would like to solve at the end of the project.

The client, Mattel Inc. is the world largest toy company based on revenue. The company produces many type of toys including Barbie, Hot wheels, Matchbox cars and My scene. Mattel was founded in 1945 by Harold 'Matt' Matson and Elliot Handler (Hence the Matt-el). Handler's wife, Ruth Handler becomes the founder of Barbie product line for the company in 1959.