

APPENDIX III

DESIGN GUIDELINES FOR SOUVENIR SHOP

1 Background

- 1.1 The Souvenir Shop (the “Shop” hereafter) has a gross floor area of 300m² and a visitor capacity of 150. The aim of the Shop is to sell merchandise and souvenirs to visitors of HKWP. The Tenant may fit out or redecorate the Shop during the term of the tenancy at its own cost and in accordance with the design parameters set out herein.

2 Design Parameters

- 2.1 The Shop space is to be a secondary element to the atrium space, and is to function solely as a well designed, well laid out space for the purchasing of gifts and souvenirs. The Shop space will not in any way distract from the visual impact of the atrium and will match exactly the aesthetics and high quality finish of the atrium space.
- 2.2 The Shop space is to have an entrance of sufficient size (at least 1600mm in width), to not create a “pinch point” when in use by large numbers of customers entering and exiting, but of a size that does not in any way distract from visual impact of atrium space. All signage is to match text and colour hierarchy used for atrium graphic signage and to be contained within or behind entrance façade. No structure or elements of the Shop space are to protrude in to any part of the atrium space; all are to be contained within or behind façade of Shop space.
- 2.3 The space is to function as Shop space only with no extra exhibits or features. Space is to be orderly and minimal in layout with a strong emphasis on flow of customers throughout the space.
- 2.4 The Shop space is to have an entrance graphic applied within or behind the entrance façade. All elements of entrance graphic to match exactly text and colour hierarchy of atrium graphical signage. The overall look and feel of the entrance graphic is to be clean, simple and minimal to fit exactly the aesthetics of the atrium space, the graphic is to be controlled but inviting.

- 2.5 The space is to have a partially translucent façade, (preferably a one-way frosted glass material, Lumisty) to make movement and activity visible within the Shop environment from the atrium space; entrance graphic should work with this feature to maintain a level of translucency. All features and merchandise within the space should be set back at least 500mm from the façade.
- 2.6 Materials and finished used must be natural materials from a sustainable source and match exact quality, finish and shade of atrium space. The layout of the space is to be shaped mainly around the flow of customers through the space, creating an orderly, spacious and user-friendly environment in both the display of merchandise and customer interaction. Aesthetic appeal should mainly come from high quality materials, finishes and lighting. No additional or non-functional exhibits or elements such as GOBO projections, water features, are to be included.
- 2.7 The following information about the Shop is to be approved by the Government prior to commencement of any fitting-out/decoration work:
- (a) Theme of the Shop
 - (b) Interior design layout plan
 - (c) Particular specifications of decorations and materials used.