

Smitten<sup>®</sup>  
ICE CREAM



**Final Presentation  
for Smitten Ice  
Cream Exhibition**

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DES 185, Winter 2016

## WHAT IS SMITTEN?



Smitten is a Bay Area-based made-to-order ice cream company that focuses on using hyper-local ingredients, helpful and sincere customer service, and above all, making ice cream as fresh as it should be.

The only ingredients in Smitten's ice cream are ones that are absolutely necessary: For instance, the salted caramel ice cream contains sugar, cream, milk, and salt. That's it! No chemicals, stabilizers, or additives that make the ingredients list read more like a shampoo label than something you're meant to put in your body.

# WHAT IS SMITTEN?



How does Smitten do it? Using a patented machine named Brrr designed by founder Robyn Sue Fisher that combines the efficient freezing powers of liquid nitrogen and a set of double-helical beaters that keep the ice cream in constant motion, the ice cream is not only made just for you in a matter of minutes, but the ice crystals come out so small that many claim it to be the best ice cream they've ever had.

We want to share the magic of Smitten with the world, which is why we selected it as our chosen company for this 10-week long project.

## PHASE 1: DEVELOPING A NARRATIVE



Phase 1 focused on research and formulating a general direction based on phone calls with Smitten representatives.

From our contact with Smitten's Director of Marketing and Outreach, we learned a few things:

- This is Smitten's first expo (!)
- Smitten's business objectives are focused on increasing returning customer frequency in the Bay Area while building a customer base in the Los Angeles area
- Smitten already has a thoroughly developed brand identity/strategy guide that we would have full access to for this project

From there, we brainstormed on ideas that could synthesize these goals and resources. What we settled upon is taking cultural elements of both the Bay Area and Los Angeles to create an inviting environment that reflects the wholesome, family-driven values of Smitten.

# PHASE 1: DEVELOPING A NARRATIVE



## Smitten Village

- Miniature store fronts as product stands
- Faux apartment buildings/ street blocks
- Printed information posters on each apartment block
- aprox. 30'x30' each and two stories
- made with plywood, steel reinforcements, linolium
- includes interior storage/ lockup

One minute, it's organic milk and cream (just delivered from a local farm), sugar, 60gs TCHO Chocolate (melted, tempered and hand-cut into perfectly imperfect chocolate chips), fresh gently crushed mint leaves (no extract here) - the next minute (BAM!) it's the smoothest, tastiest mint chocolate chip ice cream you can imagine. For real.

We partner with the best-of-the-best local farms and purveyors to find the freshest and most flavorful ingredients and churn it all up just for you.



Site Size: 81' x 128'

## Central Park

- CIP Area
- Indoor grass field for patrons to rest
- Information booth located here

## The Orchards

- CIP Area/ Vip Area
- Replica of a Blood Orange Orchard
- To Showcase the organic/ local ingredients in the Ice Cream

## The Golden Gate

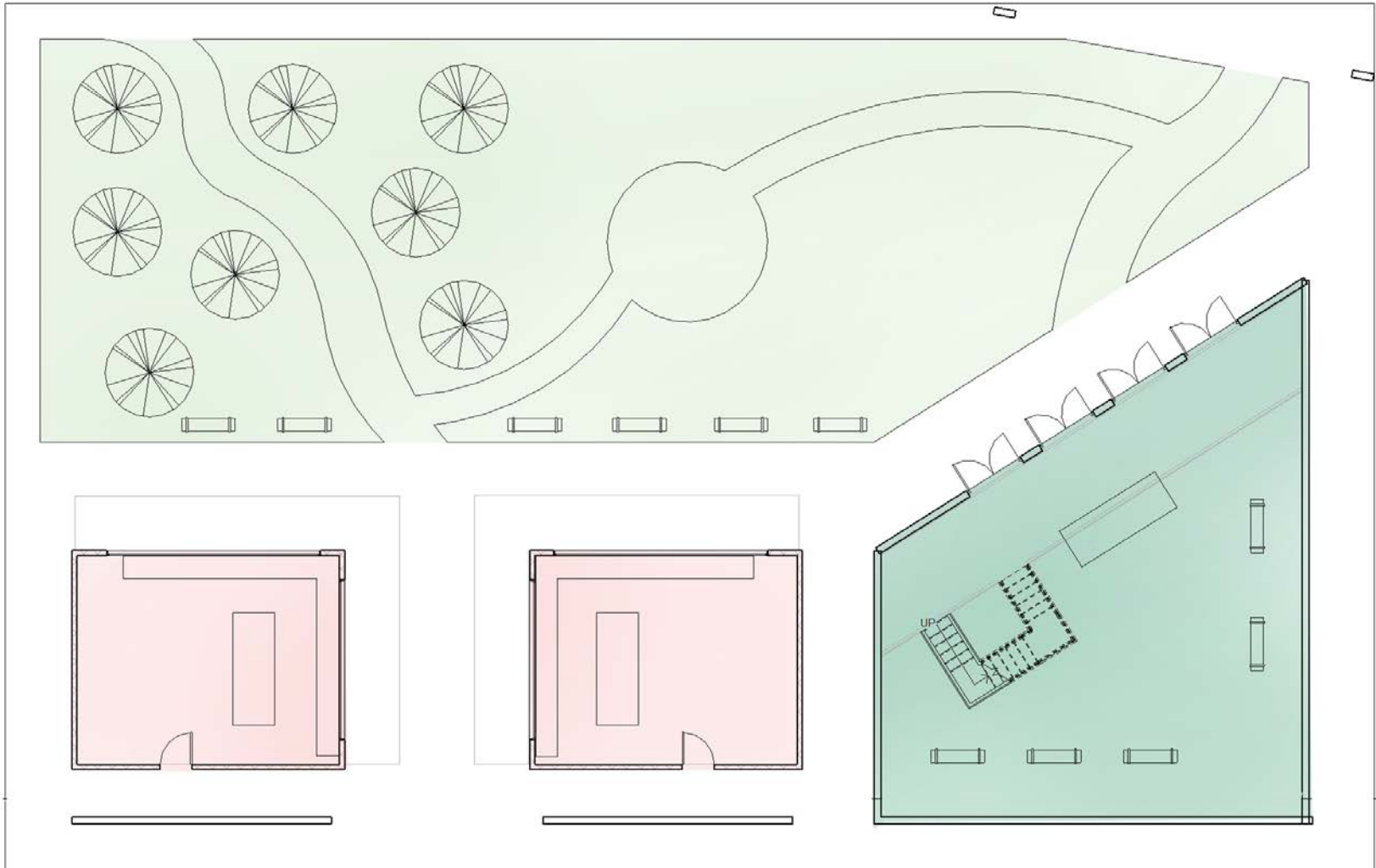
- VIP Area
- Mini Golden Gate as VIP seating/ lounge area
- also includes storage within

Circulation



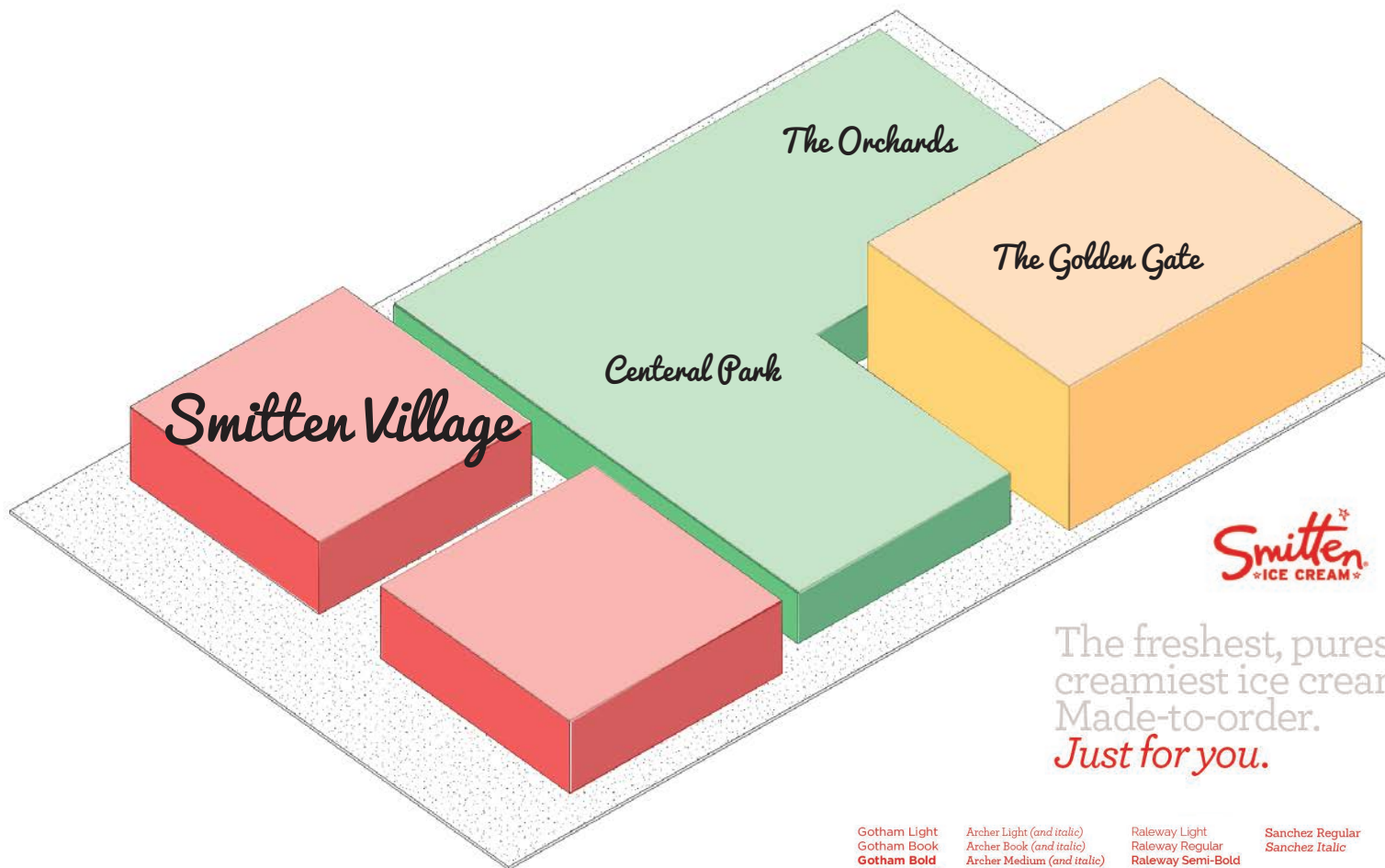
# PHASE 1: DEVELOPING A NARRATIVE

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# PHASE 1: DEVELOPING A NARRATIVE

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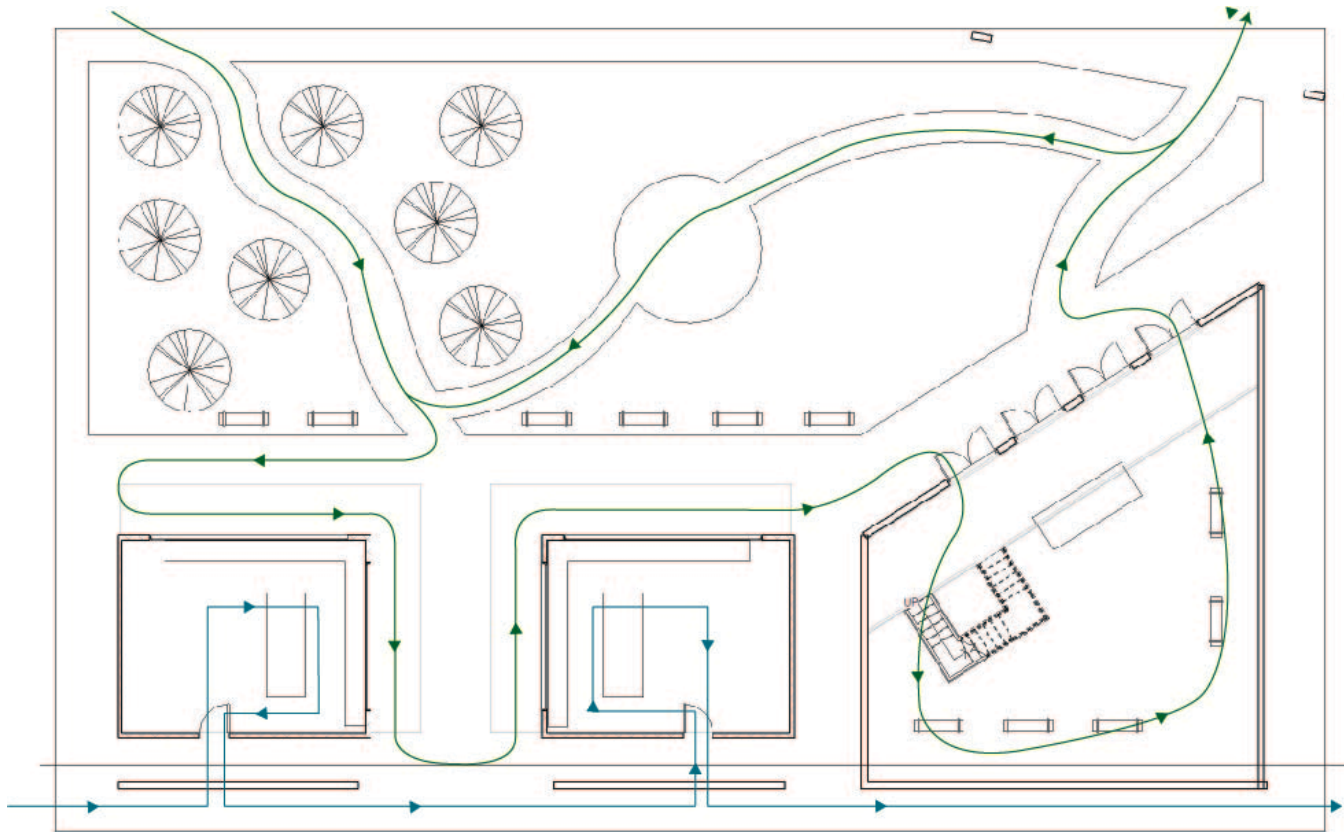
The freshest, purest,  
creamiest ice cream.  
Made-to-order.  
*Just for you.*

Gotham Light	Archer Light ( <i>and italic</i> )	Raleway Light	Sanchez Regular
Gotham Book	Archer Book ( <i>and italic</i> )	Raleway Regular	Sanchez Italic
Gotham Bold	Archer Medium ( <i>and italic</i> )	Raleway Semi-Bold	
Gotham Black	Archer Bold	Raleway Bold	

## PHASE 2: SPATIAL PLANNING



Next, our tasks involved the organization of the exhibition's visual environment. To accomplish this, we made floor plans that included circulation patterns and the separate sectors of the exhibition as well as a scale model (1/8 inch = 1 foot).





# PHASE 2: SPATIAL PLANNING

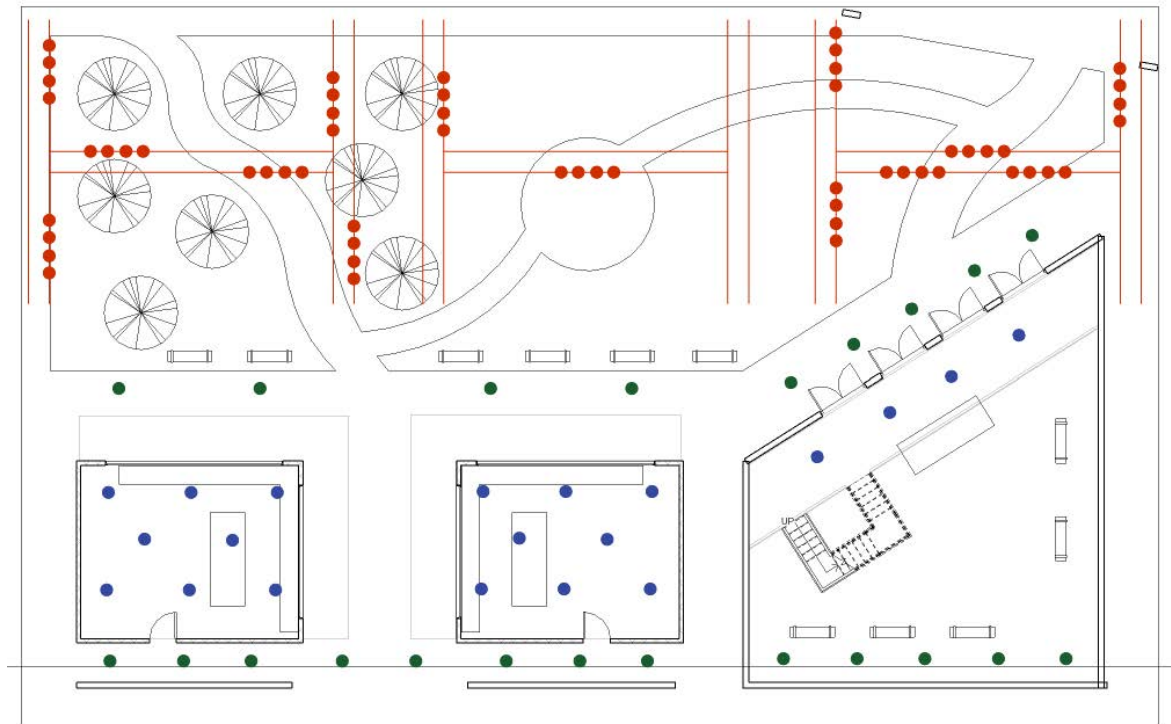
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## PHASE 3: EXHIBITION STAGING



Next, we had to decide not only on lighting choices, materials, a color palette, and furniture for the exhibition space, but also further develop our exhibition concept or “Big Idea” using CAD software. We split up the tasks to maximize efficiency based on our distinct design backgrounds.



# PHASE 3: EXHIBITION STAGING



## Wall Treatments/Materials

**W1. Faux Brick Wallpaper**  
*for apartment module exteriors*

**W2. Corrugated Metal**  
*for apartment module exteriors*

**W3. Plexiglass**  
*for apartment module exteriors*

**W4. Linoleum-Covered Wood**  
*for Golden Gate Bridge + Hollywood Hills*



## Flooring

**F1. Astroturf**  
*for Central Park area*

**F2. Linoleum Cobblestone (lighter shade)**  
*for Central Park area circulation paths*

**F3. Linoleum Cobblestone (darker shade)**  
*for main circulation paths*



## Paint Colors

**C1. Smitten Red**

**C2. Golden Gate Red**

**C3. Hollywood Hills Green**

**C4. Astroturf Green**

**C5. Faux Trees Green**

**C6. Vanilla White**

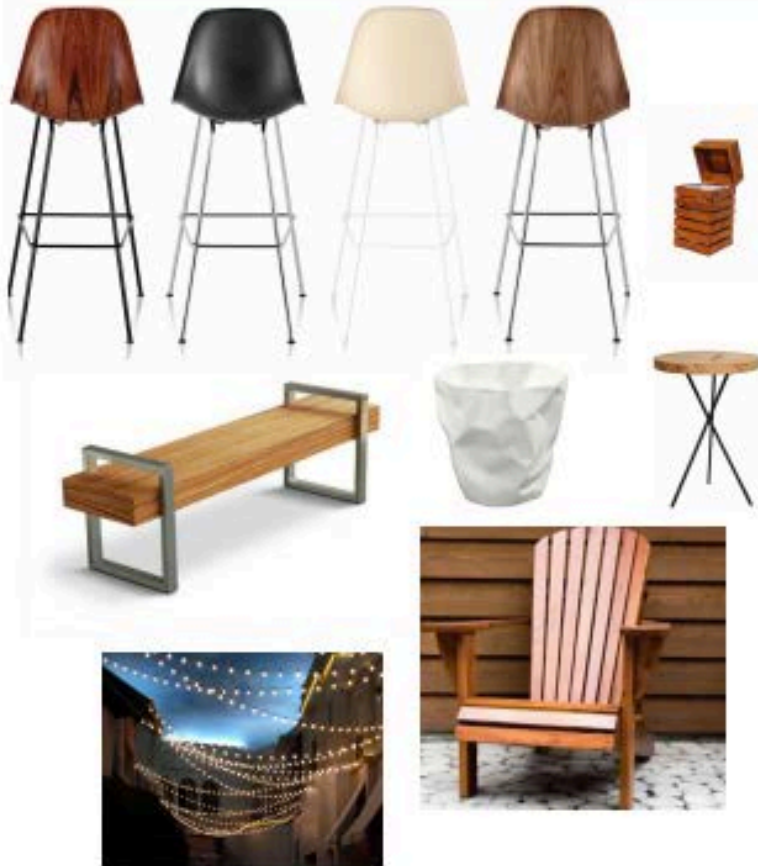
**C7. Licorice Black**



# PHASE 3: EXHIBITION STAGING



## Furniture



## Graphic Identity



Figure A  
PRIMARY TYPOGRAPHY

Hey, these are the primary fonts used whenever creating cool new Smitten assets.

Gotham Light  
Gotham Book  
Gotham Bold  
Gotham Black

Archer Light (and italic)  
Archer Book (and italic)  
Archer Medium (and italic)  
Archer Bold



# SMITTEN ICE CREAM

Taken from official Smitten Brand Identity Guide



# PHASE 3: EXHIBITION STAGING

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# PHASE 3: EXHIBITION STAGING





# PHASE 3: EXHIBITION STAGING

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## PHASE 4: GRAPHIC IDENTITY



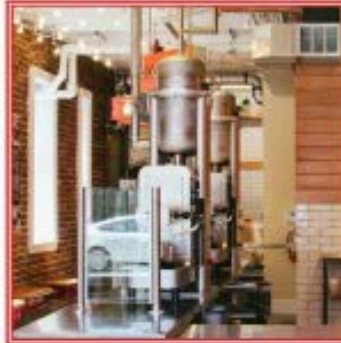
Producing the signs, information graphics, and other various graphic elements to our exhibition was a process that involved creating an array of visual accompaniments that was appropriately tailored specifically to Smitten as a brand, but to the nature of the exhibition as well.

To do this, we created mood boards, utilized Smitten’s official brand identity packet, and sought to understand the ways customers interact in Smitten’s brick-and-mortar locations.

What we decided upon was an array of graphic elements that stay true to Smitten as a brand as well as the “Bay meets LA” concept for our exhibition that connects guests to the company in such a way that lasts longer than the 20 minutes they spend in our space.

# PHASE 4: GRAPHIC IDENTITY

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# PHASE 4: GRAPHIC IDENTITY



## PRIMARY TYPOGRAPHIC STYLES

Gotham Light  
Gotham Book  
**Gotham Bold**  
**Gotham Black**

Gotham Light  
Gotham Book  
**Gotham Bold**  
**Gotham Black**

Gotham Light  
Gotham Book  
**Gotham Bold**  
**Gotham Black**

Archer Light  
Archer Book  
Archer Medium  
**Archer Bold**

Archer Light  
Archer Book  
Archer Medium  
**Archer Bold**

Archer Light  
Archer Book  
Archer Medium  
**Archer Bold**

## SECONDARY TYPOGRAPHIC STYLES

**SF HOLLYWOOD HILLS REGULAR**

**SMITTEN ICE CREAM**

*Volstead*

*Fresh Mint Chip, Classic Vanilla, Salted Caramel*

# PHASE 4: GRAPHIC IDENTITY



## Flavor Signage

**CLASSIC VANILLA**



**TCHO 60.5%  
CHOCOLATE**



**BLOOD ORANGE  
WITH PISTACHIO COOKIE**



**MEYER LEMON  
GINGERSNAP**



**FRESH MINT CHIP**



**SALTED CARAMEL**

## Walk of Fame Graphics





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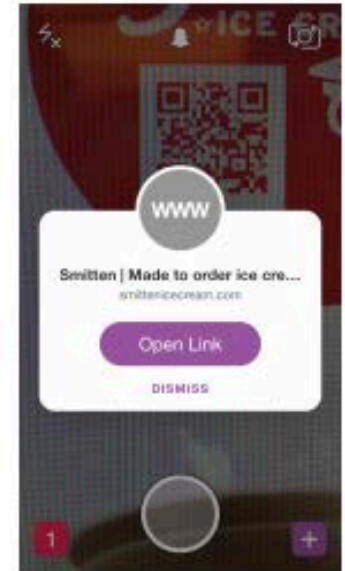


**SNAPCHAT GEOFILTER**

## ICE CREAM CUP STICKER



} 2" x 2"



# PHASE 4: GRAPHIC IDENTITY



## LARGE FORMAT POSTERS



### THE DREAM

In 2007, Robyn Sue Fisher dove headfirst into her dream: re-imagining just how good ice cream could be.

So she spent several years and her life's savings in a basement work shop inventing the use-of-a-kind Ferr machine... and then strapped her prototype Ferr machine to a Radio Flyer wagon and sold made-to-order scoops on the street and San Francisco.

### THE INNOVATION

**Brrr: where old-fashioned meets high-tech.**

Our use-of-liquid ice cream science is a game changer. With the help of DEEP-FREEZING LIQUID NITROGEN, Ben's patented double helical matrix churns ice cream with the texture of tiny ice crystals. (The smaller the ice crystals, the smoother the ice cream.)

### THE PRODUCT

**Better than the ice cream you know, we cross our heart.**

We are ultra-selective and super-focused on quality, freshness, purity, simplicity, flavor, and texture. Check this out.




### TODAY'S Smitten FLAVORS

<b>COOKIE DOUGH</b> with PRETZELS & CHOCOLATE CHIPS <small>NEW! Sweet Butter Pretzels, 95% Cocoa</small>	<b>TCHO 60.5% CHOCOLATE</b> <small>NEW! Swiss Powder, Toasted Walnuts</small>
<b>CLASSIC VANILLA</b> <small>NEW! Madagascar Bourbon Vanilla, 95% Cocoa</small>	<b>SALTED CARAMEL</b> <small>NEW! French Caramel Sauce, Vanilla Bean</small>
<small>NEW! Original</small> <b>SEASONAL FLAVOR</b> <small>inspired from the month's produce and its in season</small>	<b>FLEETING FLAVOR</b> <small>inspired by the season's best</small>
<b>STRAWBERRY WHITE BALSAMIC</b> <small>NEW! 95% Madagascar Vanilla, Madagascar Vanilla Beans</small>	<b>FRESH MINT CHIP</b> <small>NEW! Sweet Raspberry Custard, 95% Cocoa</small>

seasonal and specialty flavors

- Lemon Ginger Snap
- Earl Grey with Milk Chocolate Chips
- Blood Orange with Pistachio Cookies
- Rhubarb Crisp
- Strawberry White Balsamic
- Brown Sugar Plum
- Nectarines & Cream
- Sweet Corn with Berries
- Crème Fraîche with Pear Caramel
- Maple Brown Sugar Pumpkin
- Cinnamon Apple Crisp
- Roasted Chestnut



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## CIRCULATION GRAPHICS

### THE INNOVATION

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Our one-of-a-kind ice cream churner is a game changer.

With the help of DEEP-FREEZING LIQUID NITROGEN, Brrr's patented double helical mixers churn ice cream with the tiniest of tiny ice crystals.

(The smaller the ice crystals, the smoother the ice cream.)



HOW COLD  
IS LN<sub>2</sub>?  
**-321° F!**



### SALTED CARAMEL

**What goes into our Salted Caramel ice cream?  
We're glad you asked!**

Butter, sugar, organic milk and cream, salt.

That's it.

Making our ice cream on the spot means we don't need to add extras. No preservatives or artificial anything - zero, zilch, nada.

Because ice cream shouldn't require thinking.





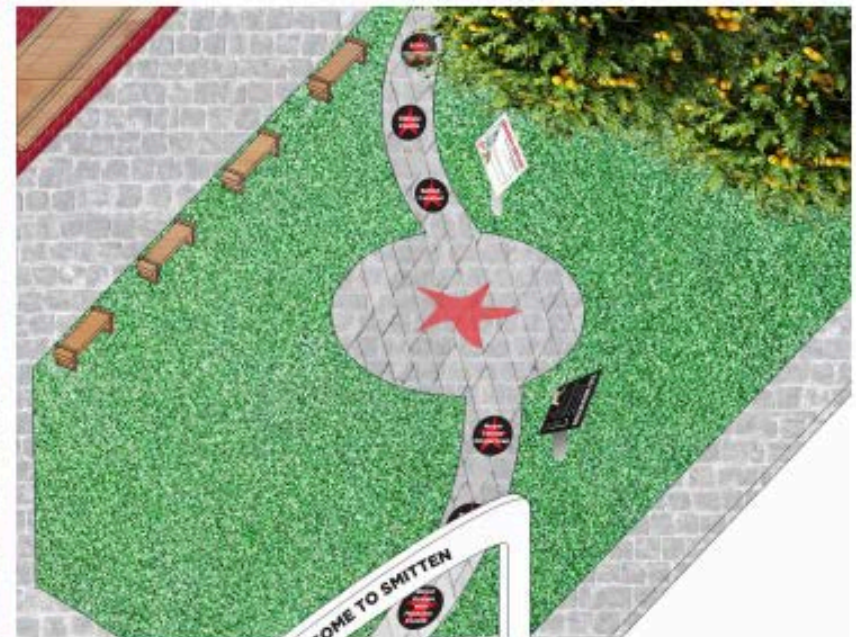
# PHASE 4: GRAPHIC IDENTITY



## SMITTEN STOREFRONTS



## WALK OF FAME





# PHASE 4: GRAPHIC IDENTITY

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# FINAL SCALE MODEL



Our last step was to put 7 weeks of planning, research, and prototyping into a three-dimensional model (1/4 inch = 1 foot).

Utilizing the Cruess Hall laser cutter, repurposed Dollar Store finds, and an array of color printouts, this scale model puts our ideas into physical form, with not one of our minor details overlooked.

A few of our favorite touches include:

- The scale people meant to look like golden Oscar trophies
- A replica of the LACMA lamp post installation
- The teeny tiny benches that are exact replicas of the ones used on our CAD renderings

# FINAL SCALE MODEL

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## LAST WORDS



We hope you enjoyed our presentation!

Any questions? Comments welcome. 😊