

SERENGETI ESTATES

FORGED BY NATURE

PRO SHOP

DESIGN PROPOSAL

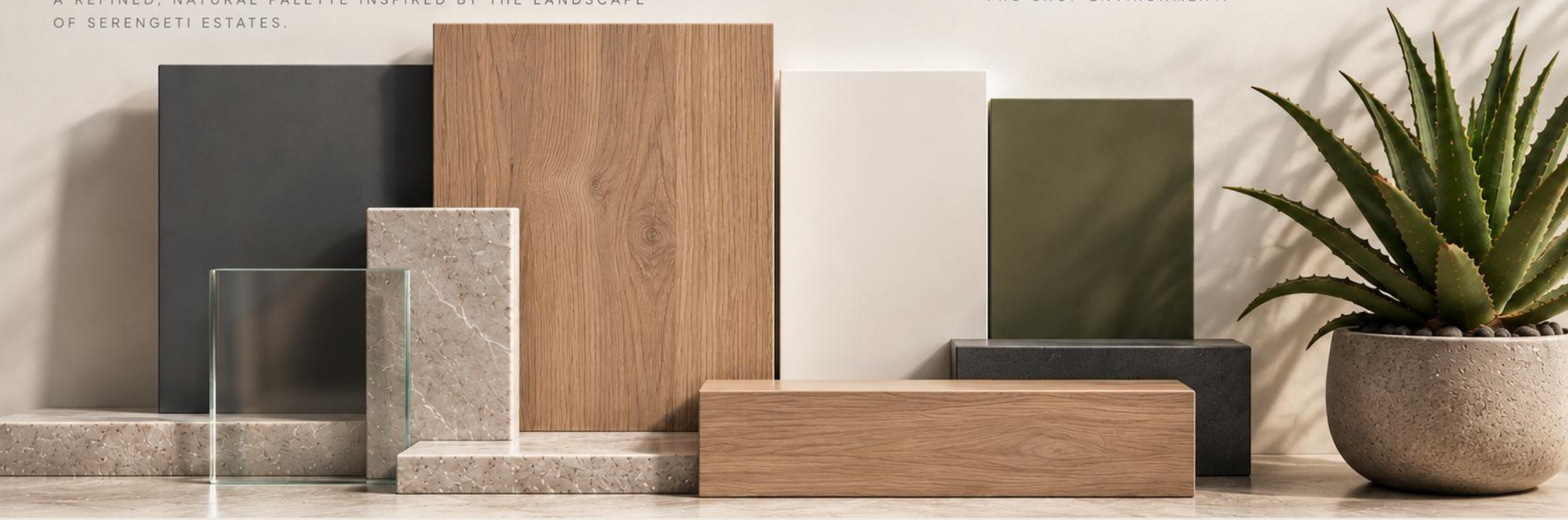
A REFINED GOLF RETAIL EXPERIENCE

PREPARED BY DNA DESIGNS & PROJECT MANAGEMENT

MATERIAL & COLOUR PALETTE

A REFINED, NATURAL PALETTE INSPIRED BY THE LANDSCAPE OF SERENGETI ESTATES.

TIMELESS, DURABLE MATERIALS THAT COMBINE NATURAL TEXTURES AND CONTEMPORARY FINISHES, CREATING A SOPHISTICATED AND WELCOMING PRO SHOP ENVIRONMENT.



STORM GREY
JOINERY & ACCENTS

PG BISON MELAWOOD VERZASCA OAK
LAMINATE JOINERY

WARM WHITE
WALLS & CEILINGS

NATURAL GREEN
PLANTS & ACCENTS

STONE
COUNTERS & PLINTHS

GLASS
DISPLAY ELEMENTS

ALOE TREE
INDIGENOUS PLANTING ELEMENTS

COLOUR PALETTE

A REFINED, NATURAL PALETTE INSPIRED BY THE LANDSCAPE OF SERENGETI ESTATES, CREATING A SOPHISTICATED AND WELCOMING PRO SHOP ENVIRONMENT.



STORM GREY
JOINERY & ACCENTS



PG BISON MELAWOOD VERZASCA OAK
SHELVING & CABINETRY

WARM WHITE
WALLS & CEILINGS



NATURAL GREEN
PLANTS & ACCENTS



STONE
FEATURE ELEMENTS



SOFT BLACK
DISPLAY FIXTURES & SIGNAGE

MATERIAL PALETTE

PREMIUM, NATURAL MATERIALS THAT COMBINE DURABILITY WITH TIMELESS ELEGANCE, REFLECTING THE AUTHENTIC BEAUTY OF SERENGETI ESTATES.



PG BISON MELAWOOD VERZASCA OAK
LAMINATE JOINERY



STORM GREY
LAMINATE ACCENTS



STONE
COUNTERS & PLINTHS



GLASS
DISPLAY ELEMENTS



LAMINATE FLOORING
DURABLE & REFINED



CEMENT RENDER
FEATURE WALLS & TEXTURE ELEMENTS



GREENERY
ALOE & INDIGENOUS PLANTING ELEMENTS


SERENGETI


GLOVES
GOLF BALLS
SERENGETI

U04 – MANAGER WORKSTATION

BUILT-IN UNIT WITH SHELVES & STORAGE

DIMENSIONS STRICTLY AS PER DRAWING





PERSPECTIVE VIEW



DETAIL – LEFT DRAWER UNIT
(400mm WIDTH)



DETAIL – DESK & KNEE CLEARANCE
(710mm)



DETAIL – SHELF LED LIGHTING
(3000K WARM WHITE)



DETAIL – RIGHT CUPBOARD
(600mm WIDTH)



DETAIL – BASE PLINTH
(50mm)



STORM GREY
BACK PANEL & PILASTERS



VERZASCA
TIMBER DETAIL



LED LIGHTING
3000K (WARM WHITE)

MATERIAL PALETTE


CLOTHING

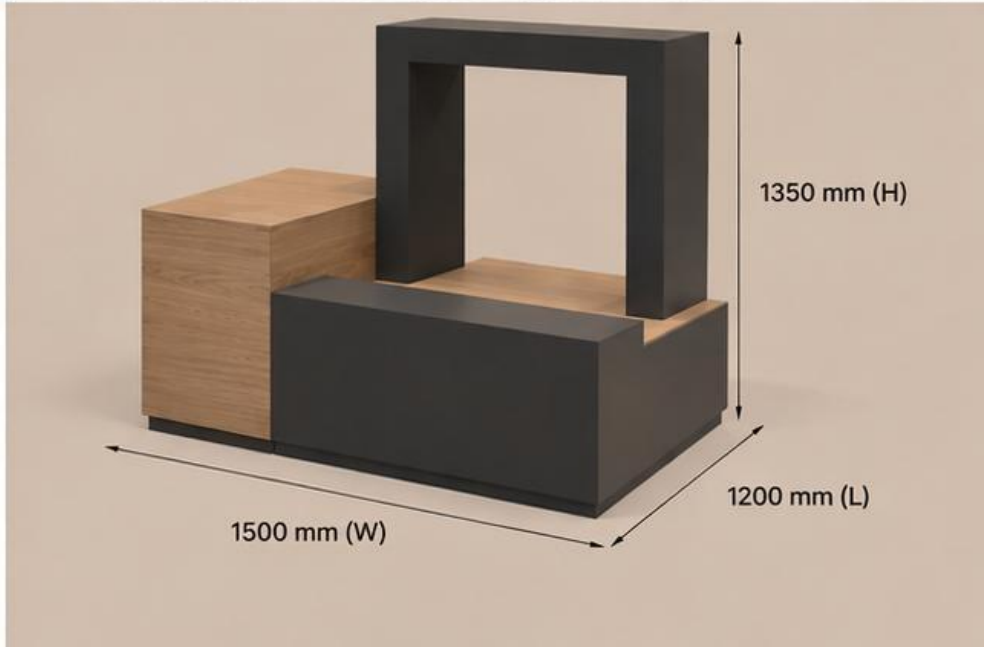

COURSE ESSENTIALS
Bushnell
GARMIN
Titleist
Callaway


GOLF BALLS
Titleist
PRO V1
PRO V1x
TaylorMade
TP5
TP5x
Callaway
CHROME SOFT
CHROME TOUR
SRIXON
Z-STAR
Z-STAR XV


HEADWEAR
PING
PING






1350 mm (H)
1200 mm (L)
1500 mm (W)


FOOTWEAR
BELTS & SOCKS

SHOP DRESSING ELEMENTS



LEATHER FOOT BENCH
PREMIUM LEATHER UPHOLSTERY
TIMBER / METAL BASE



LARGE CONCRETE PLANTER
ALOE / FEATURE PLANTING
TEXTURED FINISH



MEDIUM CONCRETE PLANTER
LUSH GREENERY
TEXTURED FINISH



SMALL CONCRETE PLANTER
TRAILING PLANT
TEXTURED FINISH



MANNEQUIN DISPLAY
FULL OUTFIT STYLING
PLINTH BASE



PRODUCT DISPLAY PLINTHS
LAYERED TIMBER & MATTE FINISH
APPAREL / FOOTWEAR / ACCESSORIES



GOLF BALL DISPLAY TRAY
PREMIUM TRAY WITH BRAND PLAQUE
GOLF BALL PRESENTATION



APPAREL STACK
NEAT FOLDS
COLOUR COORDINATED



HEADWEAR DISPLAY
CAP STANDS & PLINTHS
MULTI-LEVEL PRESENTATION



ACCESSORY TRAY
BELTS / SMALL ACCESSORIES
BRANDED PLAQUE



SHOE BOX DISPLAY
ORGANISED STACKING
CLEAN MERCHANDISING



STYLING BOOKS
LIFESTYLE DETAIL
PREMIUM FINISH



TOWEL STACK
BRANDED MERCHANDISE
NEAT PRESENTATION



FOOTWEAR STAND
TIMBER RISER WITH PLAQUE
FEATURE PRODUCT DISPLAY



DETAIL - CONCRETE PLANTER TEXTURE
NATURAL TEXTURE & TONAL FINISH



DETAIL - LEATHEE BENCH
PREMIUM STITCHE DETAIL
RICH LEATHER TEXTURE

SERENGETI

PAINT COLOUR PALETTE

A curated selection of earthy, contemporary wall colours that complement the Serengeti material palette, creating a sophisticated and welcoming golf retail environment.



FEATURE MATERIALS

STORM GREY UNIT FRAMING	PG BISON VERZASCA OAK SHELVES & DRAWERS	WALL COLOUR OPTION 01 WARM MUSHROOM GREIGE	WALL COLOUR OPTION 02 NATURAL STONE / PUTTY	WALL COLOUR OPTION 03 EARTHY SAGE TAUPE

WALL COLOUR OPTIONS



01
WARM MUSHROOM GREICE

A sophisticated taupe-grey with soft earthy warmth. Creates a refined, inviting backdrop and complements the Storm Grey framing and Verzasca Oak beautifully.

02
NATURAL STONE / PUTTY

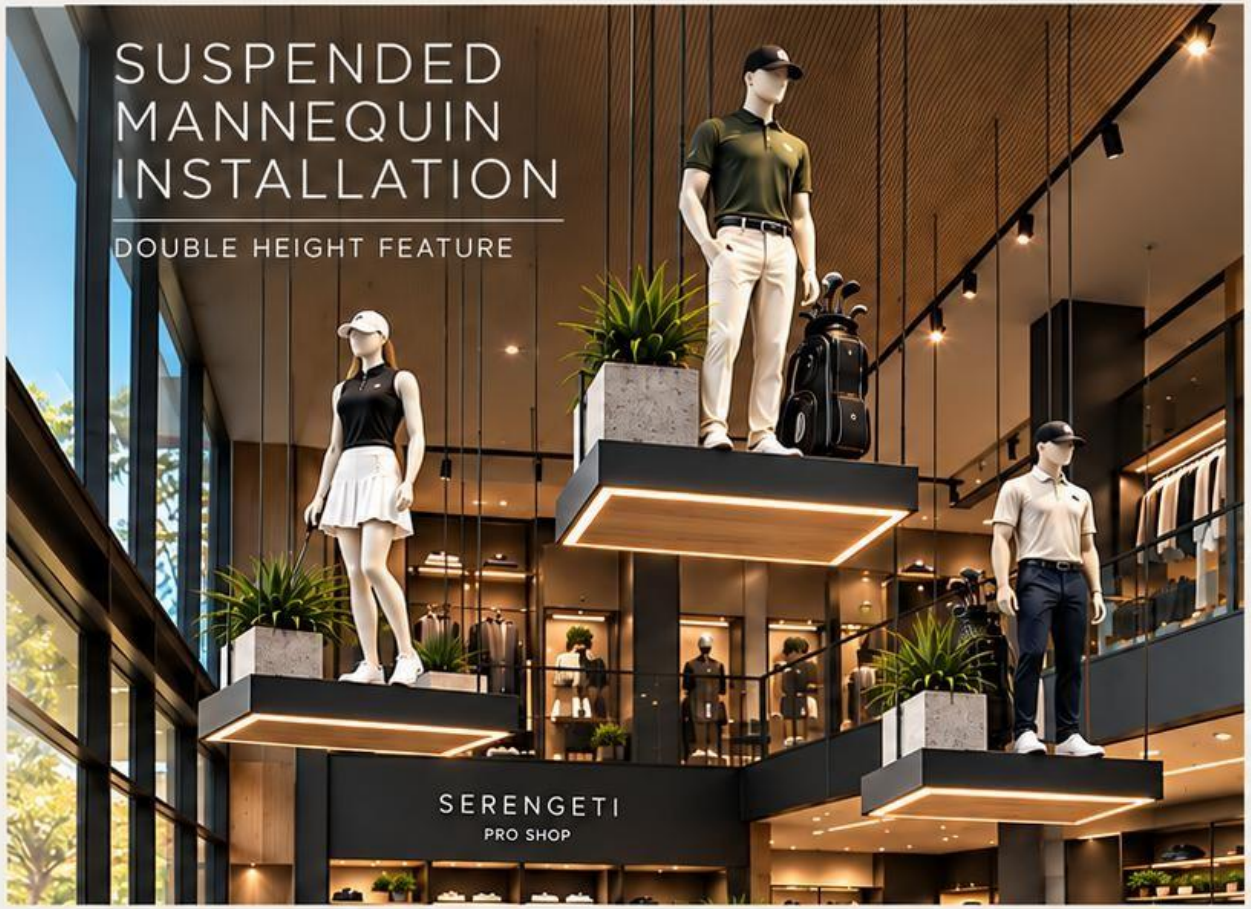
A lighter sandy greige with subtle warmth. Keeps the space feeling open and airy while maintaining a natural, upmarket aesthetic.

03
EARTHY SAGE TAUPE

A muted grey-green with warm brown undertones. Connects with the golf environment while remaining modern and sophisticated, without overpowering the merchandise.

SUSPENDED MANNEQUIN INSTALLATION

DOUBLE HEIGHT FEATURE





FIRST FLOOR VIEW LOOKING DOWN
CLEAN, ARCHITECTURAL COMPOSITION VISIBLE FROM BOTH LEVELS



CEILING FIXING DETAIL
MINIMAL HARDWARE
BLACK FINISH TO MATCH TRACK LIGHTING



PLATFORM DETAIL
INTEGRATED LED LIGHTING
TIMBER + MATTE FINISH
CONCRETE PLANTER INSERT

CONFIGURATION VARIATIONS



1. SINGLE MANNEQUIN
ICONIC STATEMENT



2. TWO MANNEQUINS
STAGGERED HEIGHTS



3. THREE MANNEQUINS
FEATURE COMPOSITION



4. LINEAR ARRANGEMENT
BESPOKE LAYOUT

DIMENSIONS (INDICATIVE)





PLANT DETAIL
ALOE FEATURE PLANTING
ARCHITECTURAL CONCRETE PLANTER
CLEAN & TIMELESS


GOLF BALLS
ACCESSORIES
BELTS & SOCKS
RENTALS
CLOTHING
SERENGETI