KNYSNA
GOLF CLUB

# KNYSNA GOLF CLUB

## PRO-SHOP DESIGN PROPOSAL

A premium retail environment inspired by the green landscape of Knysna and the Garden Route.



PREPARED FOR | KNYSNA GOLF CLUB

PRESENTATION THEME | PREMIUM | GREEN | GARDEN ROUTE | GOLF LIFESTYLE

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# THE BRIEF

To redesign and upgrade the existing Pro-Shop to create a modern, premium retail environment that **inspires, engages** and **delivers**.

## OUR OBJECTIVES

### ENHANCE THE RETAIL EXPERIENCE

Create a welcoming, intuitive space that encourages discovery and longer dwell time.

### MODERN & RELEVANT

Ensure the offering, layout and aesthetic reflect modern retail standards and trends.

### DRIVE SALES

Optimise product visibility, flow and merchandising to increase spend and basket size.

### GROW MEMBERSHIP

Deliver a retail experience that strengthens member satisfaction and attracts new members.

### REFLECT OUR BRAND

Celebrate the prestige of Knysna Golf Club through a refined, nature-inspired design that reflects our identity.

### SUSTAINABLE & TIMELESS

Use quality materials and enduring design to ensure a long-lasting investment for the Club and the environment.

A MODERN PRO-SHOP THAT ELEVATES THE CLUB EXPERIENCE,
DRIVES RETAIL PERFORMANCE AND SUPPORTS THE FUTURE GROWTH OF KNYSNA GOLF CLUB.

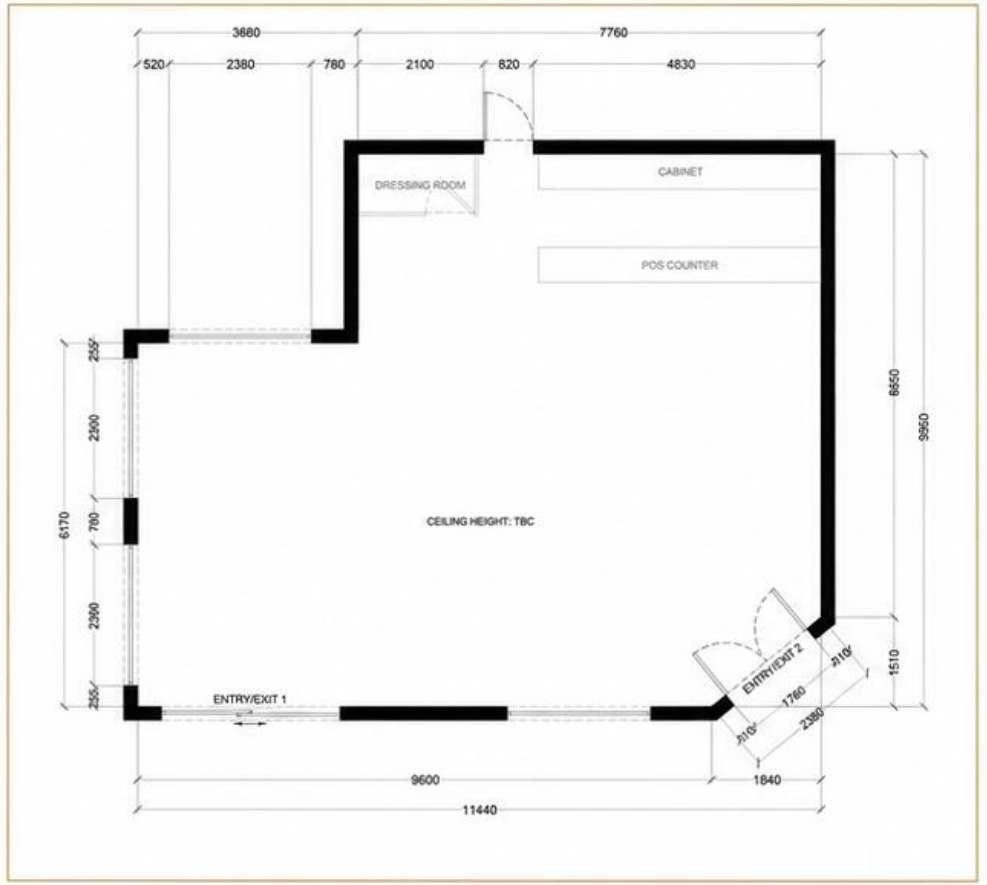


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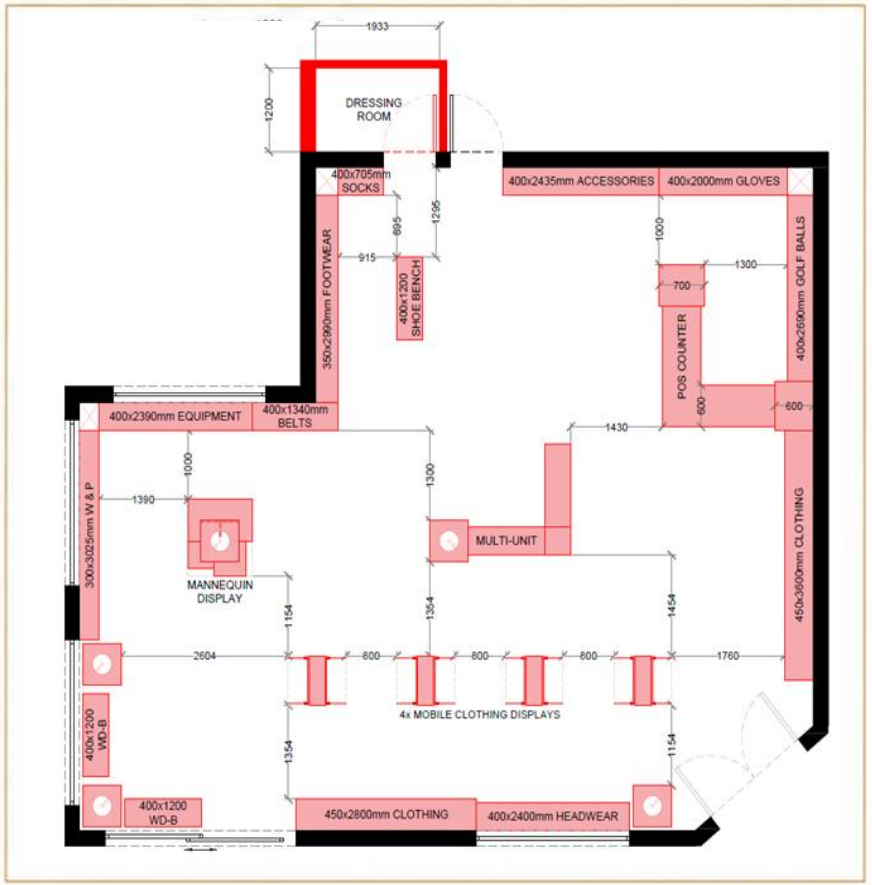
# CURRENT PLAN & PROPOSED UNIT PLAN

Assessment of the existing layout and the proposed retail planning strategy.

## Current Plan




## Proposed Unit Plan




## Key Proposed Changes

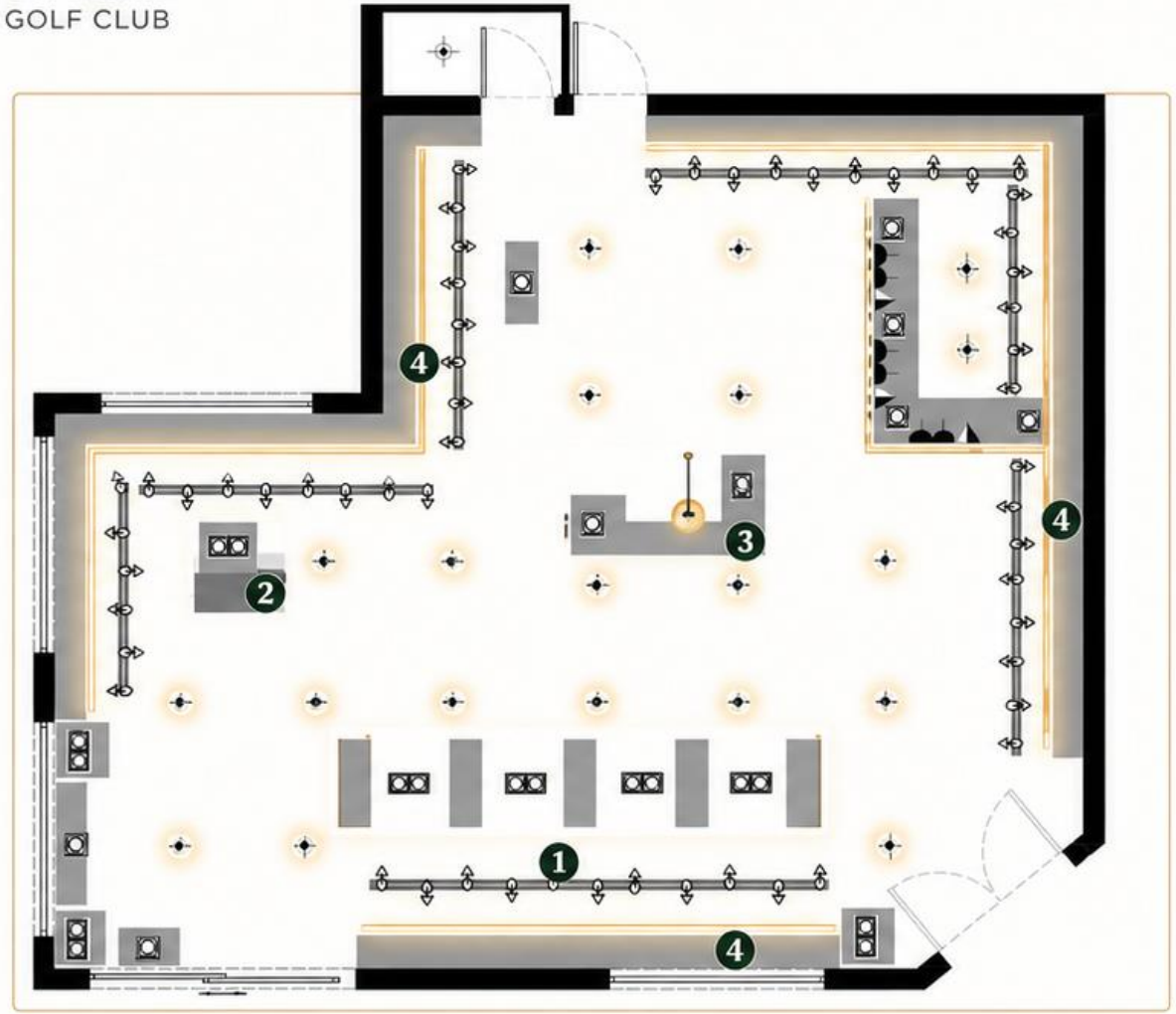
- Defined product zoning
- Improved customer circulation
- Dedicated POS and service point
- Flexible central display units
- Enhanced merchandising capacity

*The proposed layout transforms the existing shell into a premium, efficient and experience-led pro-shop aligned with the Knysna Golf Club brand.*

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# LIGHTING LAYOUT

A layered lighting strategy to enhance product visibility, elevate the retail experience and define key service areas.






1. TRACKLIGHTS



2. DOUBLE SPOTLIGHTS



3. LED PENDANT LIGHT (POS)



4. LED STRIP LIGHTS IN SHOPFITTING

## Lighting Strategy

**1 TRACKLIGHTS**

Adjustable track lighting along key perimeter display zones for flexible, directional illumination.

**2 DOUBLE SPOTLIGHTS**

Recessed double spotlights provide clean, focused general lighting and help highlight merchandise and display features.

**3 LED PENDANT LIGHTS (POS)**

Slim black LED pendants suspended above the POS counter create a refined focal point and strengthen the service area.

**4 LED STRIP LIGHTS IN SHOPFITTING**

Integrated LED strip lighting within shelving and shopfitting adds subtle glow, enhances product visibility and reinforces the premium retail aesthetic.

*The lighting scheme balances functionality and atmosphere, creating a modern pro-shop environment aligned with the Knysna Golf Club brand.*

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# INVERTED BULKHEADS

ENHANCING AMBIANCE, DEFINING SPACES & DRIVING FOCUS

## WHAT ARE INVERTED BULKHEADS?

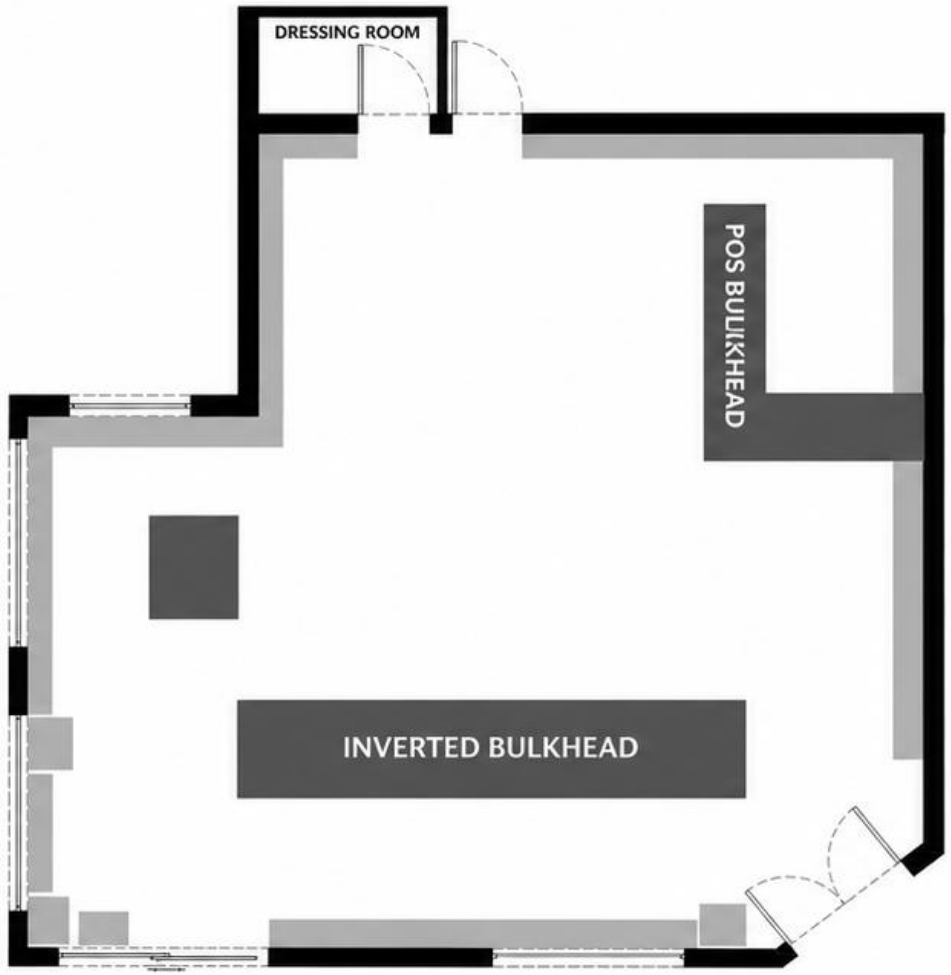
Inverted bulkheads are ceiling features that drop down from the main ceiling plane, creating depth, dimension and visual interest.

## WHY WE USE THEM

- Define key areas (POS, product zones, feature displays)
- Conceal services & lighting for a clean, premium look
- Add architectural detail and elevate the in-store experience

## THE RESULT

A sophisticated, layered ceiling design that enhances ambiance, highlights key areas and supports the premium retail environment.



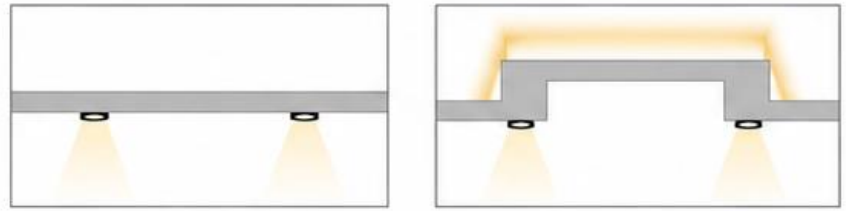

THOUGHTFULLY DESIGNED. PURPOSEFULLY LIT. UNIQUELY KNYSNA.

Every detail works together to create a retail experience that inspires and endures.

## VISUAL REFERENCE



## WHAT IS AN INVERTED BULKHEAD?




An inverted bulkhead drops down from the main ceiling, allowing for concealed LED strip lighting around the perimeter and spotlights within, creating a soft ambient glow and focusing attention where it matters.

### LIGHTING INTEGRATION

LED strip lights are installed in the recessed edges of the bulkhead to wash ceilings with warm light, while downlights or spotlights add functional illumination and product emphasis.

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# MATERIAL & COLOUR PALETTE

*Rooted in Knysna. Refined for modern retail.*



LIGHT OAK



FOREST GREEN SLATWALL /
RAL 6005



FOREST GREEN FLUTED PANEL /
RAL 6005



OLD GOLD /
BRUSHED BRASS



MATTE BLACK
HARDWARE



WARM 3000K LED

## CLOTHING UNIT IN CONTEXT




Forest green reflects Knysna's fairways and forests.

Light oak introduces warmth and natural texture.

Old gold adds a premium club character.

Black detailing sharpens the retail expression.

Warm LED lighting creates a boutique atmosphere.

# BELTS & SOCKS UNITS

GOLF RETAIL DISPLAYS

Purpose-built merchandising units for belts and socks. Designed to maximise visibility, accessibility and product presentation.

**MAXIMUM VISIBILITY**
Open front design with LED lighting to highlight product.

**ORGANISED DISPLAY**
Products hung neatly for easy browsing and selection.

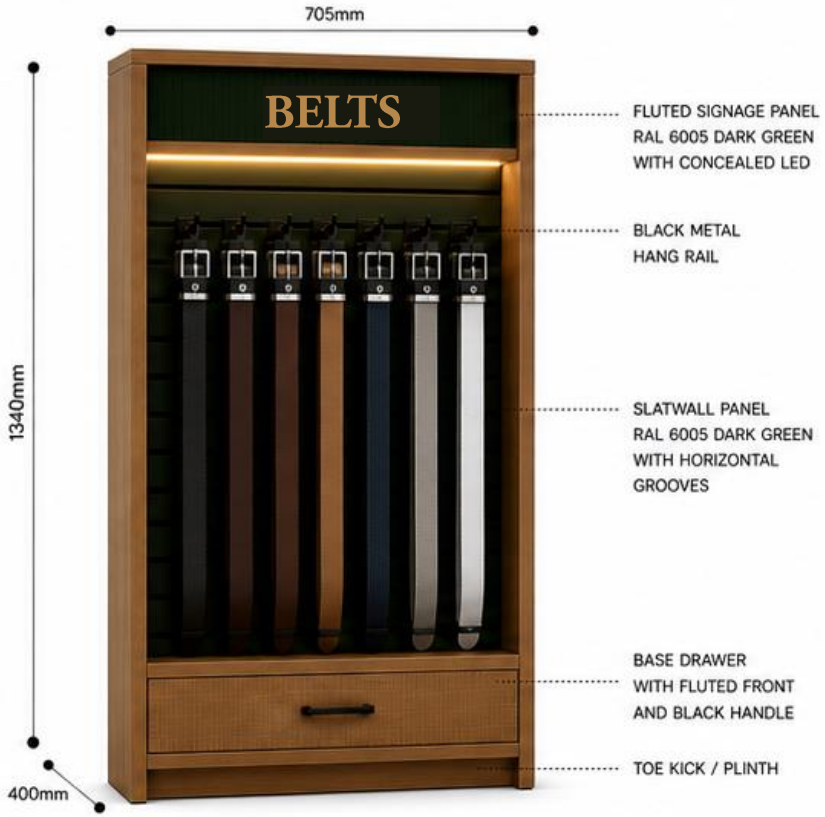
**PREMIUM QUALITY**
Durable materials and finishes built for retail environments.

**BRAND CONSISTENT**
Dark green slatwall with natural oak timber frame for a premium look.

**NOTE:**
- ALL DIMENSIONS ARE +/- 10mm
- FIXTURES MUST BE SECURED TO WALL
- LED LIGHTING: 3000K WARM WHITE
- HANG RAIL LOAD CAPACITY: 15kg (EVENLY DISTRIBUTED)

## BELTS UNIT

400mm DEPTH x 705mm WIDTH x 1340mm HEIGHT




## SOCKS UNIT

400mm DEPTH x 705mm WIDTH x 1340mm HEIGHT



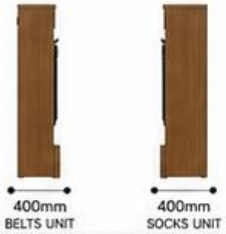

### UNIT DIMENSIONS SUMMARY

| UNIT | WIDTH | DEPTH | HEIGHT |
|---|---|---|---|
| BELTS UNIT | 705mm | 400mm | 1340mm |
| SOCKS UNIT | 705mm | 400mm | 1340mm |

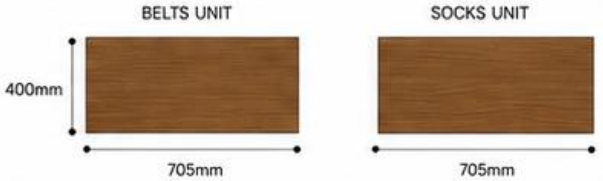
### FRONT VIEW




### SIDE VIEW




### PLAN VIEW (TOP)




### IDEAL FOR RETAIL SPACES

GOLF CLUB PRO SHOPS | APPAREL STORES | SPECIALTY RETAIL | GOLF ACADEMIES

NATURAL OAK TIMBER FRAME | RAL 6005 DARK GREEN SLATWALL & SIGNAGE | 3000K WARM WHITE LED LIGHTING | FLUTED DRAWER FRONT WITH BLACK HANDLE | BUILT STRONG BUILT TO LAST

# FOOTWEAR UNIT | SHOE FIT BENCH

*East wall display and integrated fitting feature*

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## SHOE FIT BENCH




- Integrated fitting seat
- Raised display bridge
- Two storage drawers
- Matching oak and green panel detailing

NATURAL OAK

RAL 6005
DARK GREEN

BLACK
HANDLE

3000K LED
STRIP LIGHT

GREEN
UPHOLSTERY

BLACK
STEEL BASE

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# GLOVES & ACCESSORIES

*Two coordinated units designed to read as one premium merchandising zone.*

## DESIGN INTENT

Resolved as two individual units, the Gloves and Accessories section is designed to function as one continuous merchandising destination. Consistent in material palette, detailing, display language, and illumination, the units create a cohesive, premium retail experience that strengthens brand identity and elevates product presentation.

GLOVES UNIT - 2000mm




ACCESSORIES UNIT - 2400mm




LIGHT OAK

FOREST GREEN

MATTE BLACK

OLD GOLD /
BRUSHED BRASS

WARM 3000K LED

# HEADWEAR UNIT

Feature cap display wall with illuminated pigeon-hole shelving, integrated mirror and concealed storage.

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## SPECIFICATIONS

**OVERALL DIMENSIONS**
Width: 2400mm
Height: 2400mm
Depth: 400mm

**MATERIALS & FINISHES**
- Natural Oak Timber
RAL 6005 Dark Green
Fluted Back Panel
Black Handles

**FEATURES**
- Pigeon-Hole Display
- Full Height Mirror
- Concealed Storage Drawers
- LED Strip Lighting

**LIGHTING**
3000K LED Strip Lighting
(Integrated)



PIGEON HOLE DETAIL




MIRROR & SPOTLIGHT DETAIL



DRAWER DETAIL



SIGNAGE PANEL DETAIL

## MATERIAL & LIGHTING PALETTE



NATURAL OAK TIMBER



RAL 6005 DARK GREEN FLUTED PANEL



BLACK HANDLE



MIRROR



3000K LED STRIP LIGHT

## NOTE

- All pigeon holes 220mm (W) x 200mm (H) x 400mm (D)
- All lighting 3000K LED
- All dimensions are approximate (+/- 10mm)

# EAST WALL CLOTHING UNIT

*Primary apparel merchandising wall with integrated shelving, hanging rails and feature display lighting.*

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**Fluted signage panel**
in RAL 6005 dark green

**Top display shelf**
with concealed LED strip

**Torso display niche**
with spotlight effect

**Dark green slatwall**
with integrated shelving

**Hanging rails**
with natural wood hangers

**Fluted drawer fronts**
with black handles

Natural Oak

RAL 6005
Dark Green

Black Handle

Natural Wood Hanger

Lighting: 3000K
LED strip lighting

# SOUTH WALL CLOTHING UNIT

*Ladies apparel display paired with a feature mannequin presentation.*

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FEATURE MANNEQUIN DISPLAY



*A warm oak and forest green display composition designed to showcase ladies apparel in a refined, boutique retail setting.*

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## BESPOKE L-SHAPE POS COUNTER

UPDATED DESIGN






FOREST GREEN FLUTED PANEL WITH LED



RAISED BLACK COUNTERTOP SCREEN



CONCEALED 3000K LED LIGHTING DETAIL




ENLARGED BLACK LOGO ON OAK INSERT

### SPECIFICATIONS

- L-SHAPE POS COUNTER
- 2000mm x 2000mm LEGS
- RAISED 200mm BLACK COUNTERTOP SCREEN
- ENLARGED OAK BRANDING INSERTS
- CONCEALED 3000K LED LIGHTING
- NATURAL OAK JOINERY
- GREEN INSERTED FLUTED PANELS
- BLACK PLINTH AND HARDWARE
- PREMIUM RETAIL FINISH

### MATERIALS & FINISHES



NATURAL OAK JOINERY



FOREST GREEN FLUTED PANEL



BLACK COUNTERTOP



BLACK HARDWARE



3000K LED STRIP LIGHT

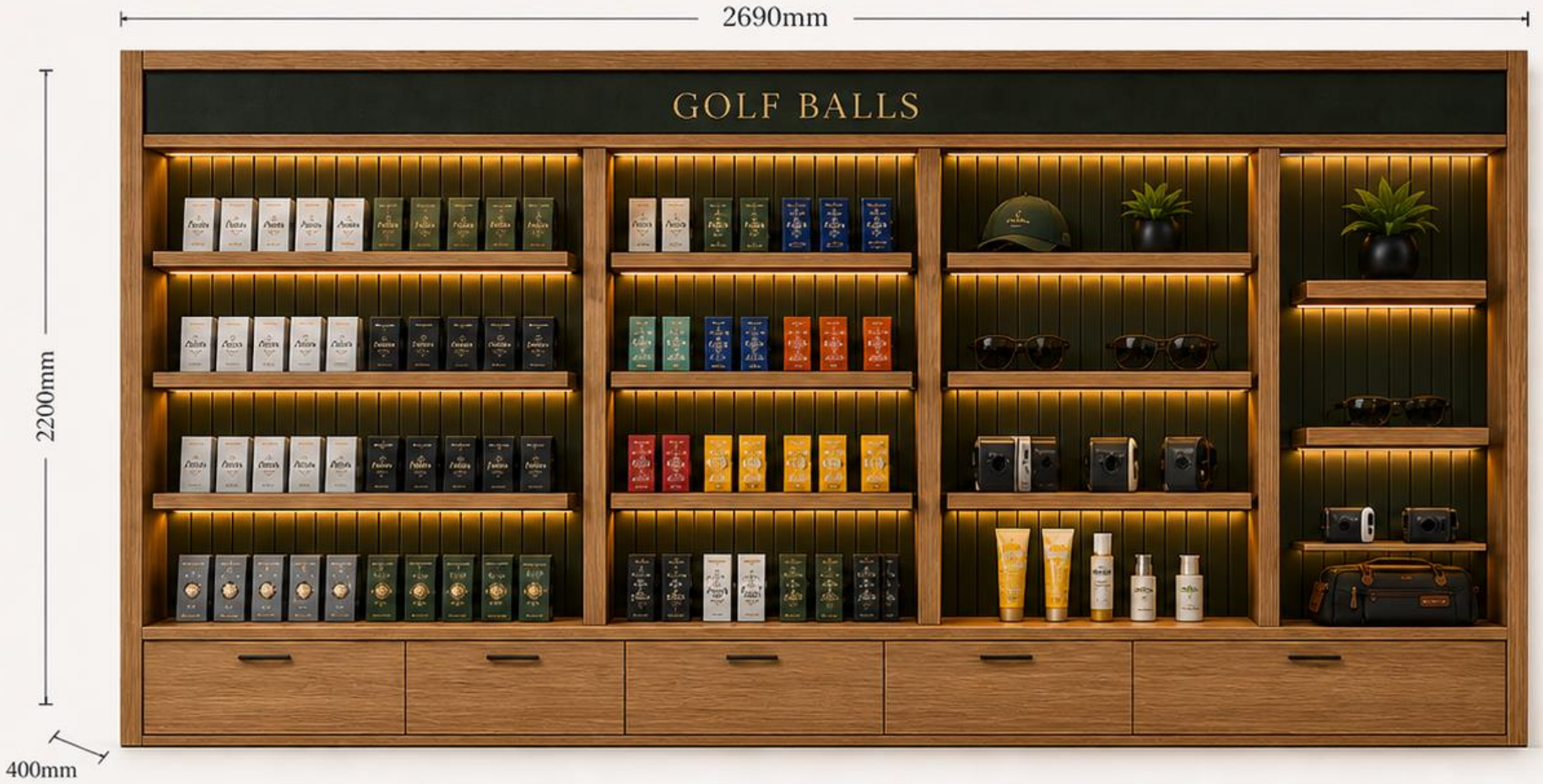
### NOTES

- ALL LIGHTING 3000K LED
- COUNTERTOP: MATTE BLACK SOLID SURFACE
- HARDWARE FINISH: MATTE BLACK
- ALL DIMENSIONS ARE +/- 10mm

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# GOLF BALL DISPLAY UNIT – 2690mm

AS PER PLAN






CONCEALED LED SHELF LIGHTING



FLOATING SHELF DETAIL ON SLATWALL



GOLF BALL / SLEEVE SHELVING DETAIL



NATURAL OAK



FOREST GREEN SLATWALL



BLACK DETAIL



3000K LED STRIP LIGHT

**NOTES / SPECIFICATIONS**

- BESPOKE WALL MOUNTED RETAIL DISPLAY UNIT
- DESIGNED TO COMPLEMENT THE KNYSNA GOLF CLUB PRO-SHOP
- DEDICATED SHELVING FOR GOLF BALL BOXES & SLEEVES
- INTEGRATED SHELVES FOR SUNBLOCK, SUNGLASSES & RANGEFINDERS
- VARIED SHELF HEIGHTS FOR A DYNAMIC & PREMIUM PRESENTATION
- CONCEALED 3000K LED STRIP LIGHTING THROUGHOUT
- NATURAL OAK JOINERY WITH FOREST GREEN SLATWALL BACKING
- **FULL-LENGTH CONTINUOUS BACK-STOCK STORAGE**
- BLACK SHADOW GAPS FOR A REFINED, FLOATING APPEARANCE

# 3D VISUAL | POS & GOLF BALL DISPLAY

*Integrated checkout and merchandising feature*

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# FEATURE MANNEQUIN DISPLAY UNIT

Freestanding display | Single mannequin platform

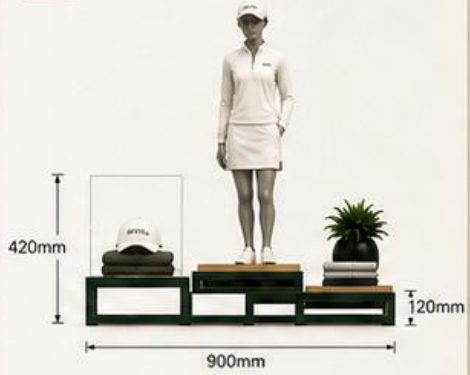
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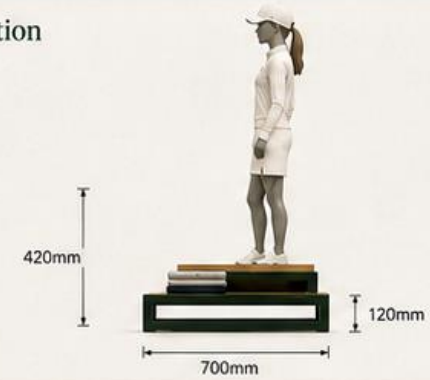
## Top View




## Front Elevation




## Side Elevation




## Specifications

**Materials:**

- Powder Coated Metal (RAL 6005 Dark Green)
- Natural Oak Veneer
- Clear Acrylic

**Finish:**

- Metal: RAL 6005 Dark Green
- Wood: Natural Oak
- Acrylic: Clear

**Overall Dimensions:**

- Length: 900mm
- Width: 700mm
- Height: 420mm (Top Platform)
- Base Height: 120mm

**Recommended Clearance:**

- 1000 – 1200mm around unit all sides

## MATERIAL PALETTE



Forest Green Metal

RAL 6005 Dark Green



Natural Oak Veneer



Clear Acrylic



# CENTRAL MULTI-DISPLAY UNIT

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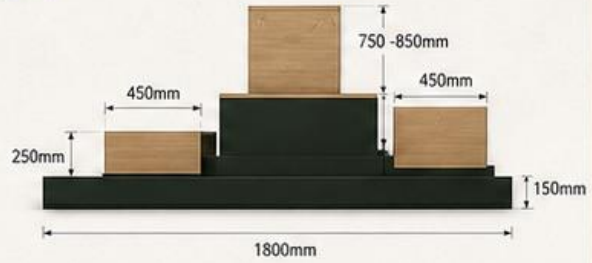
*Freestanding merchandising platform with layered display levels and mannequin feature.*



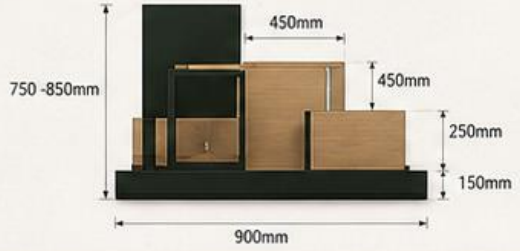

## TOP VIEW




## FRONT ELEVATION




## SIDE ELEVATION




## SPECIFICATIONS

**Overall Footprint (Base):**
1800L x 900W x 150H mm

**Overall Height (Top Platform):**
± 850mm (Max 900mm)

**Material:**
- Powder Coated Metal (RAL 6005)
- Natural Oak Veneer
- Clear Acrylic

**Finish:**
- RAL 6005 Dark Green
- Natural Oak

**Acrylic Box Sizes:**
- 300x300x300mm
- 400x400x400mm

**Recommended Clearance Around Unit:**
1000 – 1200mm all sides

## MATERIAL PALETTE

FOREST GREEN METAL
RAL 6005 Dark Green

NATURAL OAK VENEER

CLEAR ACRYLIC

## RECOMMENDED CLEARANCE

1000 – 1200mm all sides