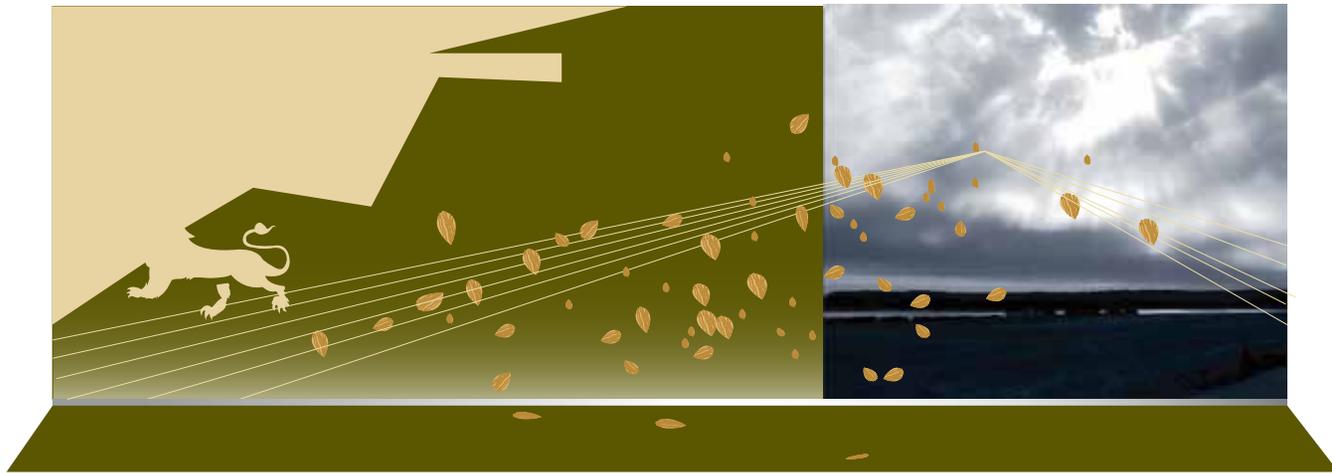




**BRANDING ENVIRONMENT DESIGN**

**Anthony Castro**

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140 Cambridge Place # 1 Brooklyn NY 11238

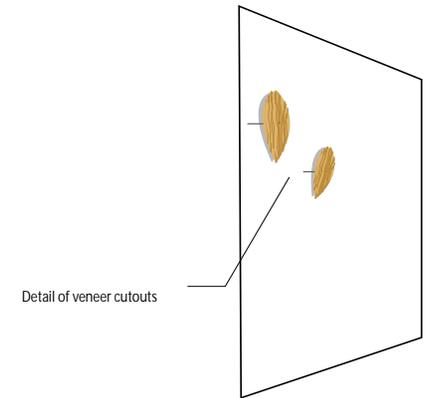


53rd St. Window Concept in Progress

Back wall - Painted back wall [detail of Danish crest]

Photo blow - up of Danish landscape

Cut-outs (laser) of 1'8" Poplar veneer / luan leaf shapes in various sizes pinned to wall



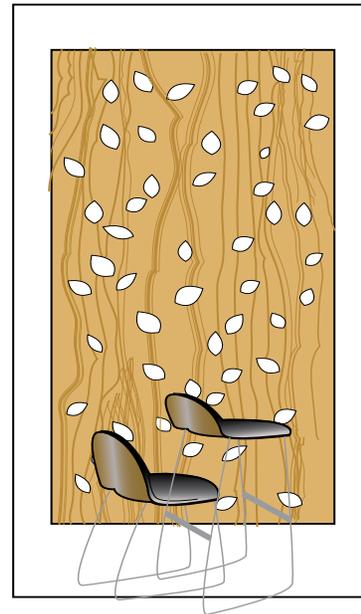
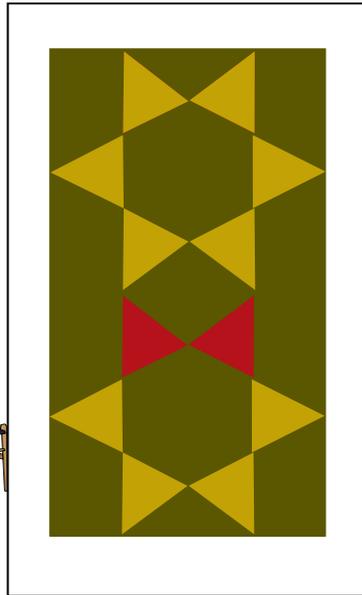
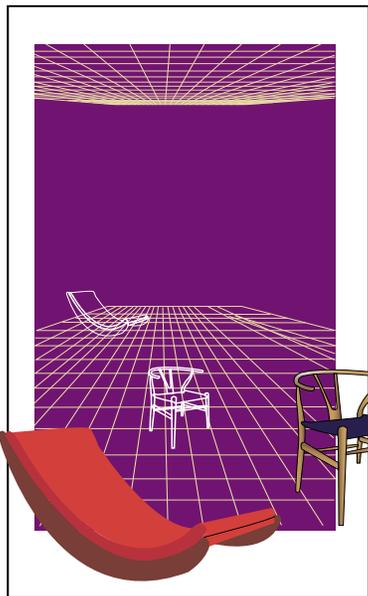
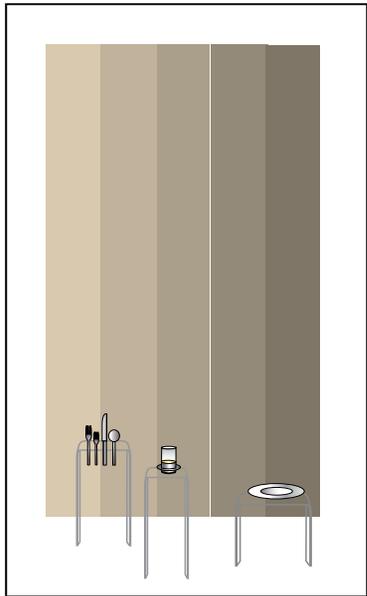
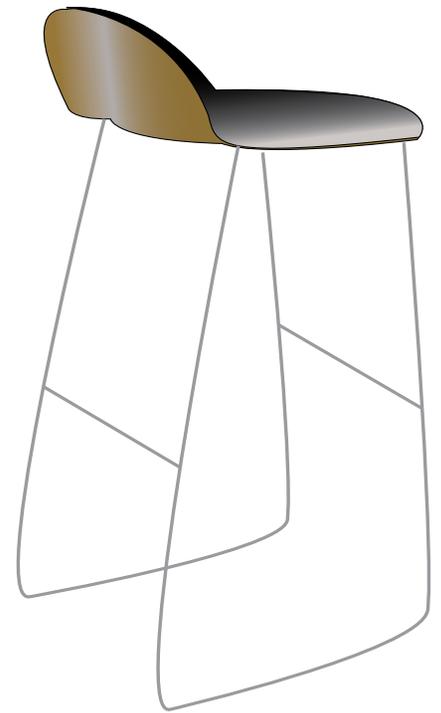
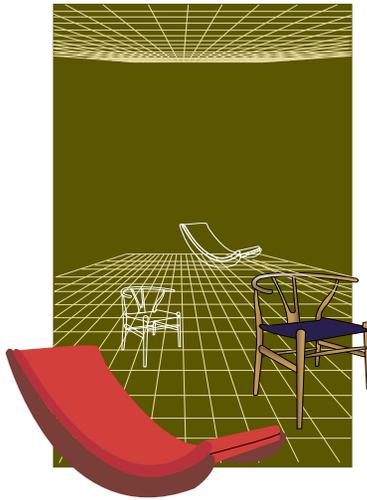
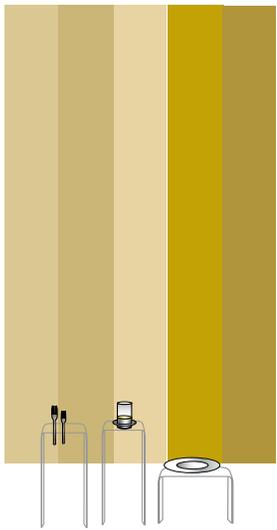
MUSEUM OF MODERN ART  
MoMA Design Store

Danish Design Launch / Concept rendering for window and in-store environment

Created Window environment incorporating abstracted Danish coat of arms and moody landscape to create a sense of regionality.

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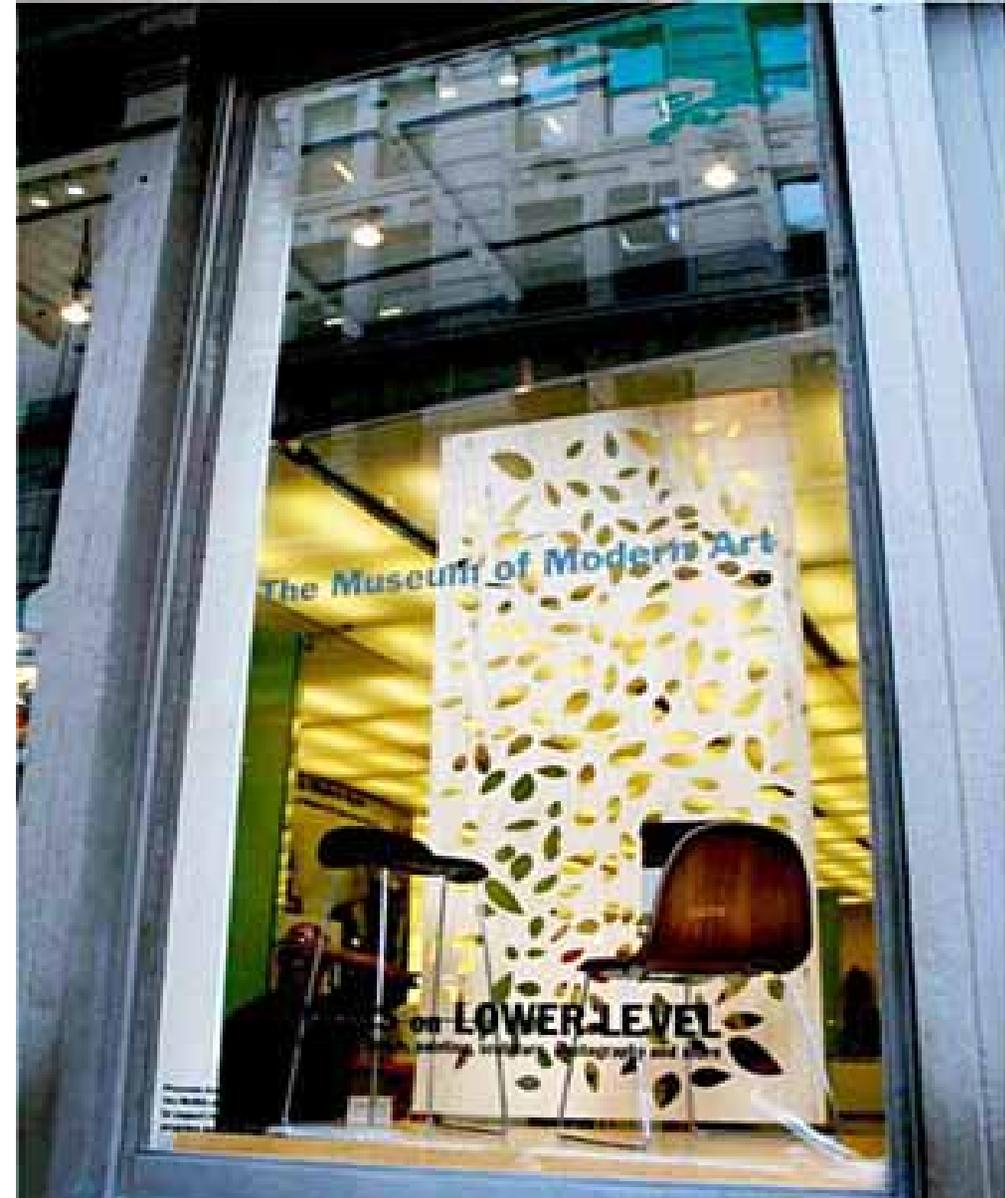
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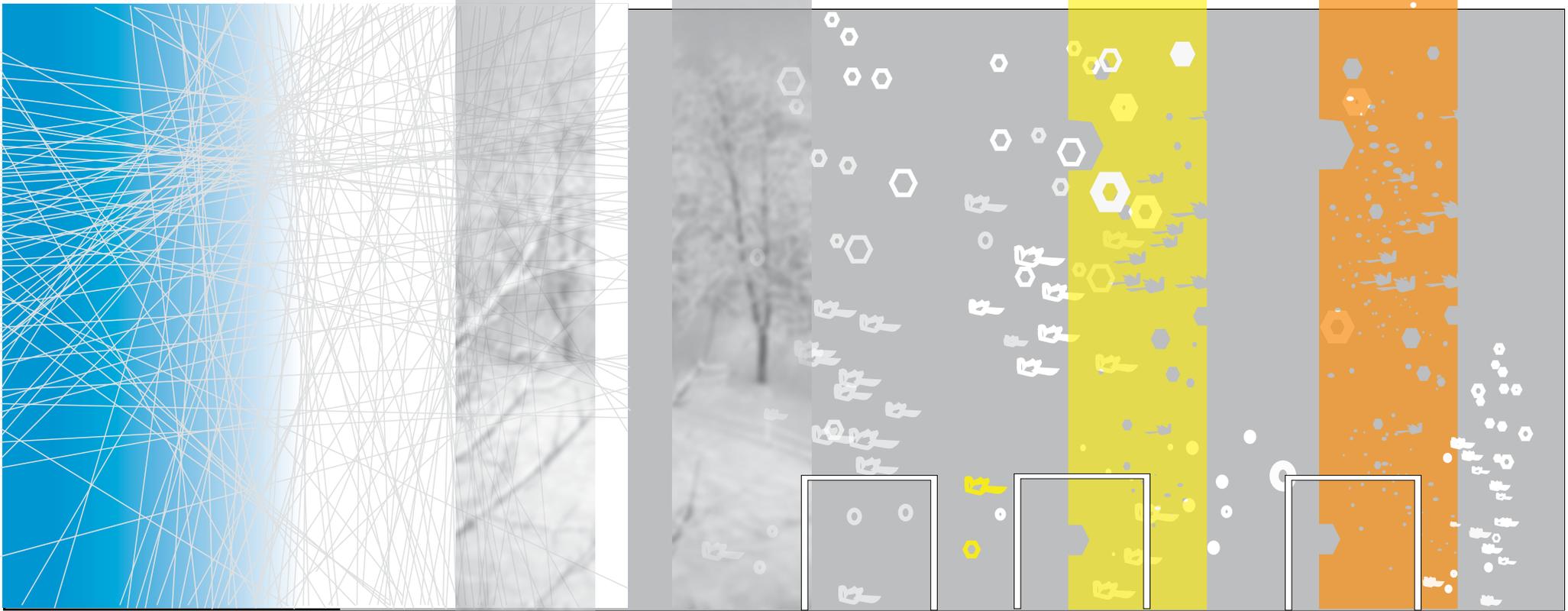
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Background color > painted gradient / glitter vinyl or silver

2 black and white photos of blurred snow covered tree panels mounted on clear [ 2 ft. X 8 ft.]

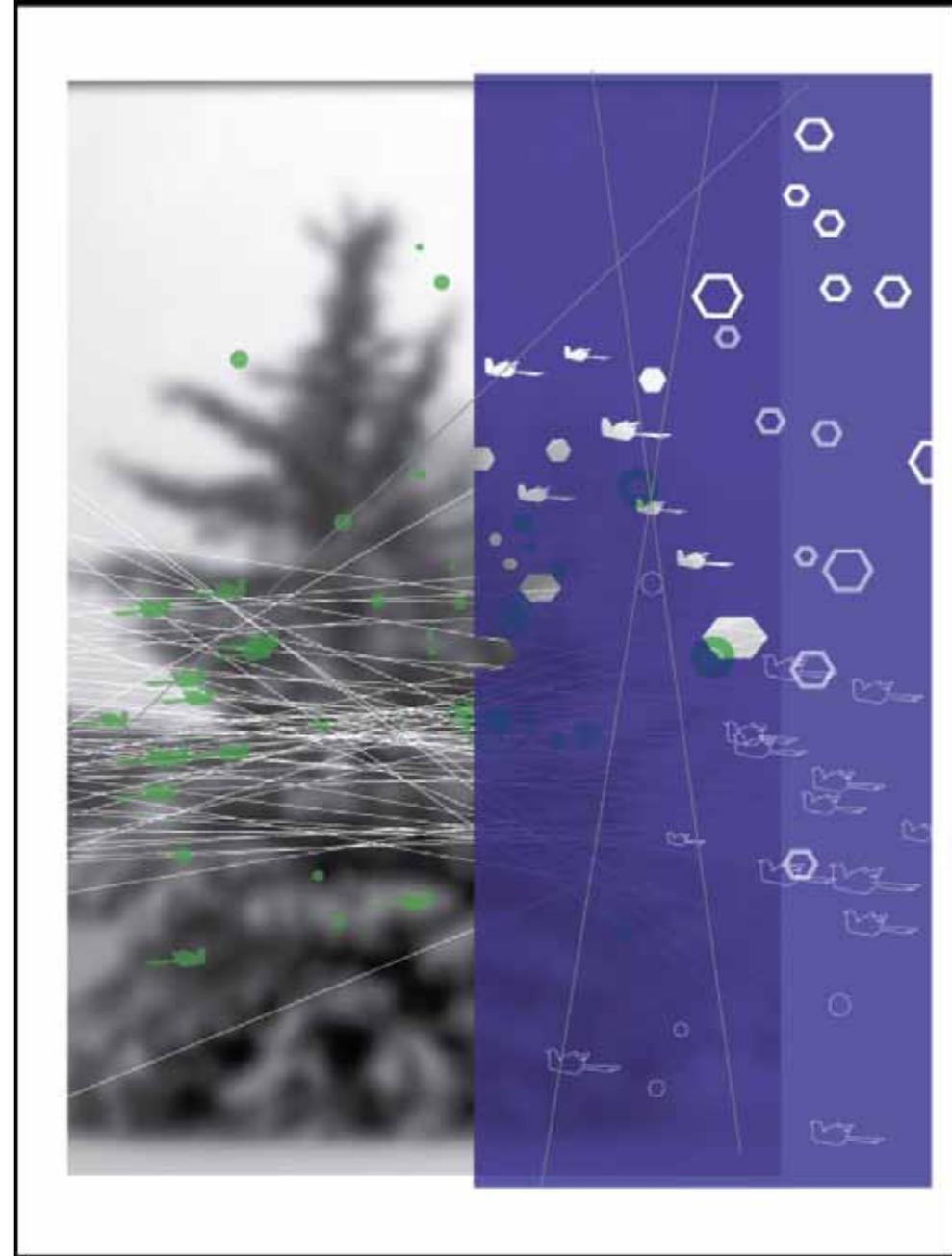
1 clear color plexi laser cut graphic openings [ Sabuda dove, polygon, circles]

**MUSEUM OF MODERN ART**  
**MoMA Design Store**

Holiday 2004 / Concept rendering for window and in-store environment  
Color and patterns sampled from MoMA's award winning collection of Robert Sabuda  
graphics interior selling spaces and window presentations

**Anthony Castro**

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MUSEUM OF MODERN ART  
MoMA Design Store

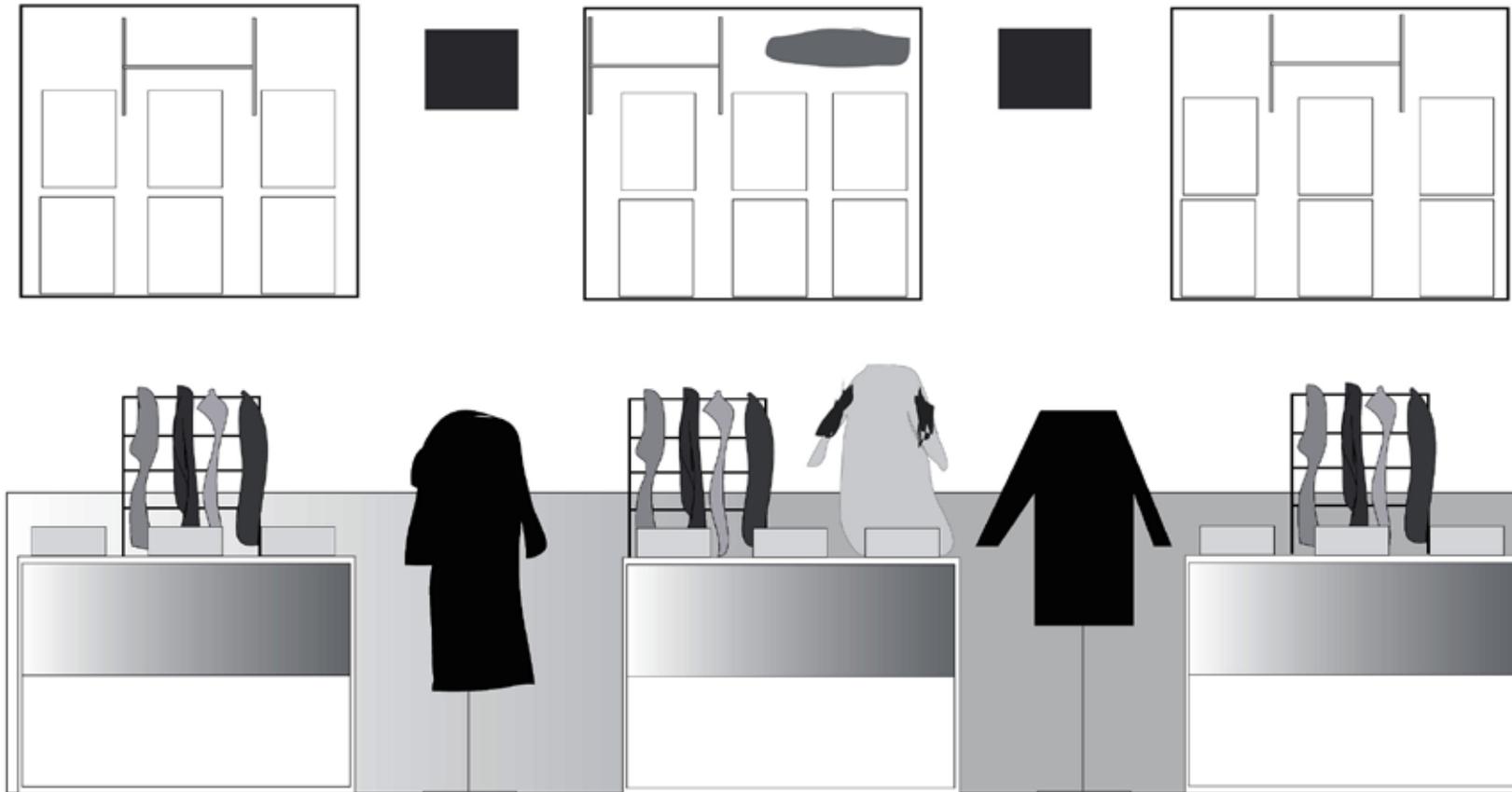


Holiday 2004 / Window Presentation  
Color and patterns sampled from MoMA's award winning collection of  
Robert Sabuda graphics interior selling spaces and window presentations

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TOP VIEW



Free up one cube to allow spacing for Final Home and Sudo jackets  
Extra cube will be added to next row - Trisha Guild and other product to be re-integrated  
4--6 bins aligned symmetrically (dimensions of bins > 12" X 8" X 4  
Loosen scarves on tier fixture , move closer to center of cube for easier reach (Notice customers having stretch to access the scarves)  
Shrug form remains on middle cube  
Add extra standing mirror

MUSEUM OF MODERN ART  
MoMA Design Store



ACCESSORY AREA / SOHO SPACE  
Created simple, clean, accessible merchandising area employing uniformity and repetition in the context of MUJI shop.

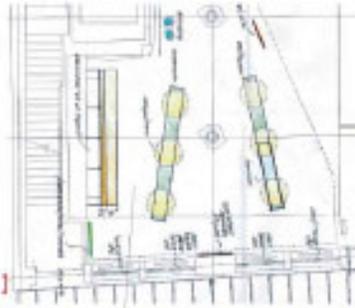
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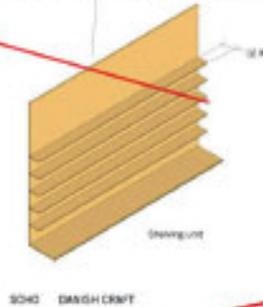
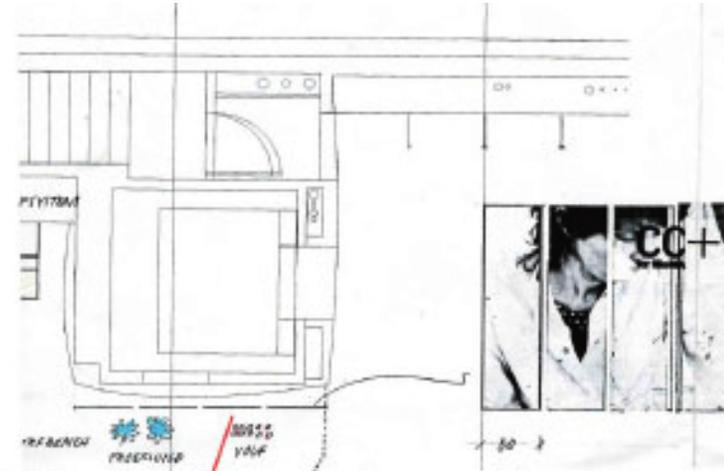


Height of highest point from ceiling to floor : 457 CM / 1

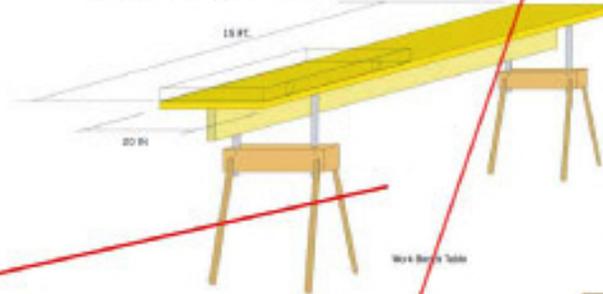
What is proposed height of banner?



Hanging unit height and width opening relative to current plan unit



3040 DANISH CRAFT



Work Bench Table



**Hanging System According to Proposal**

Hanging fixture would have to span two vent channels for hanging banner.



**Hanging System Requiring One Vent Channel**

Although not parallel with dotted line on floor, nor consistent with floor placement this is a little cleaner and conforms with direction of ceiling panels

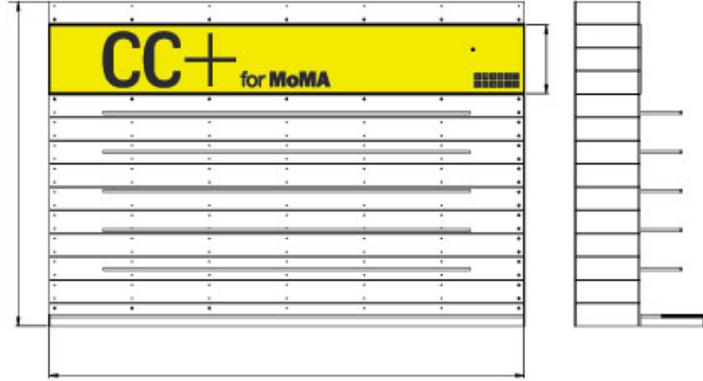
**Proposed Banner for Wallscapes**

Do you intend to hang images in between lighting panels as seen in rendering? (not totally scaled)  
Space access in-between the panels for hanging is very limited and has proven to be difficult.

I would need to test this system and confirm

Have you considered using the entire curved wall to mount the banners?





MUSEUM OF MODERN ART  
MoMA Design Store

DANISH CRAFTS COLLECTION "CC+ FOR MoMA"

Collaboration with Danish architect Karen Kjærsgaard to design a product exhibition for new generation of Danish designers and craftspeople that has recently emerged, continuing the traditions of their predecessors but working with fresh ideas, shapes, and materials.

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MoMA Design Store



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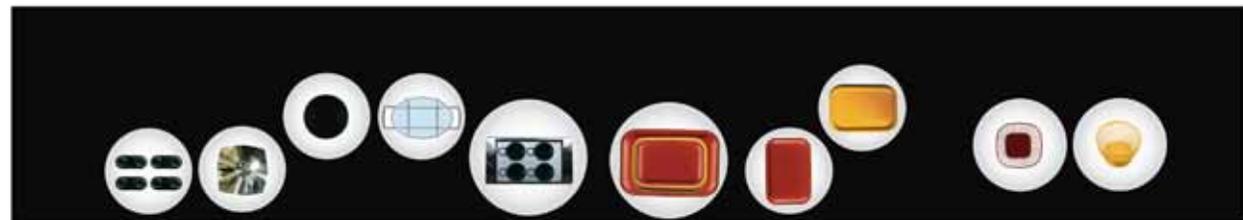


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MUSEUM OF MODERN ART  
MoMA Design Store

### DESTINATION ALESSI

While developing the exhibition, it was important to articulate Alessi's re-issued product from the 1960's by creating an environment that drew a window to their rich tradition.

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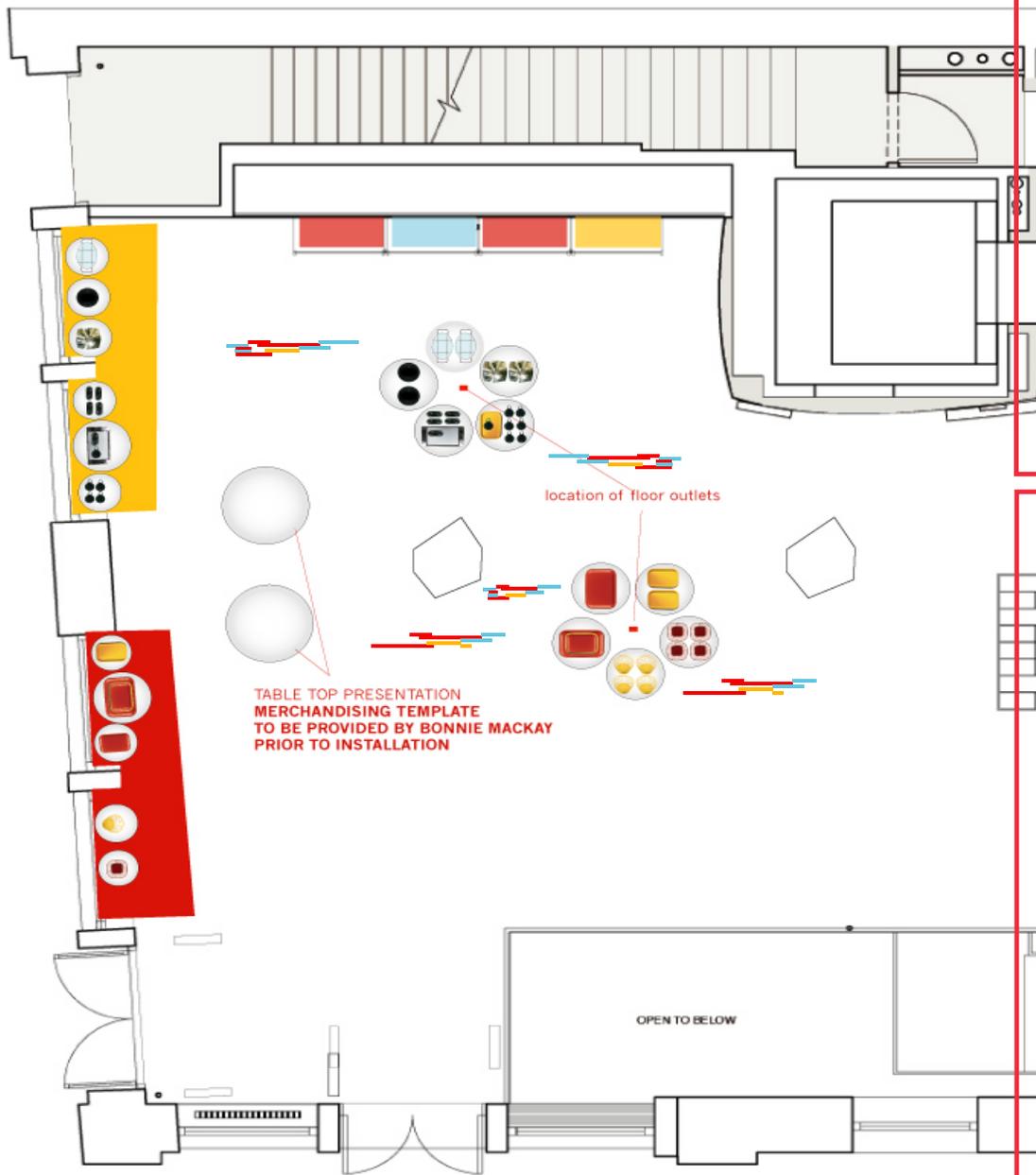
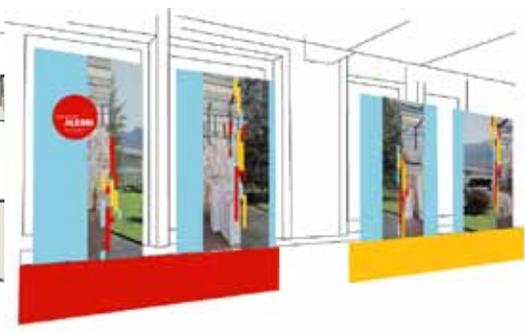


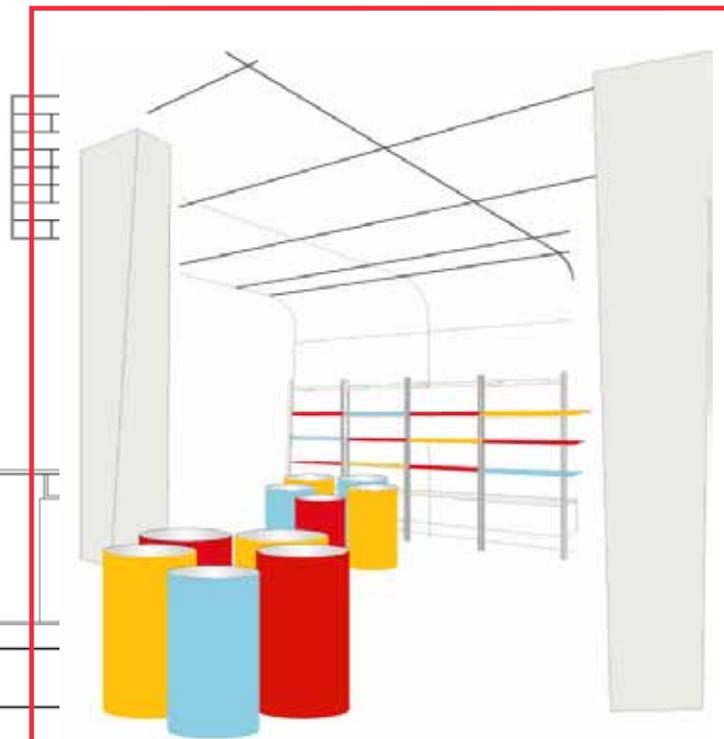
TABLE TOP PRESENTATION  
 MERCHANDISING TEMPLATE  
 TO BE PROVIDED BY BONNIE MACKAY  
 PRIOR TO INSTALLATION

location of floor outlets

OPEN TO BELOW



NOTE  
 Additional display accessories  
 must come of Alessi's design  
 Visit our website located in Home to  
 identify exhibition space and materials being used.



Destination Alessi - SOHO  
 In-Store Cylinder Pedestal Colors / Location  
 Consultation & Installation

MUSEUM OF MODERN ART  
 MoMA Design Store

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castroesque.com

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**MUSEUM OF MODERN ART**  
**MoMA Design Store**



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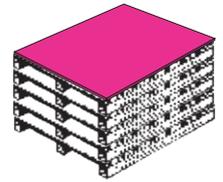
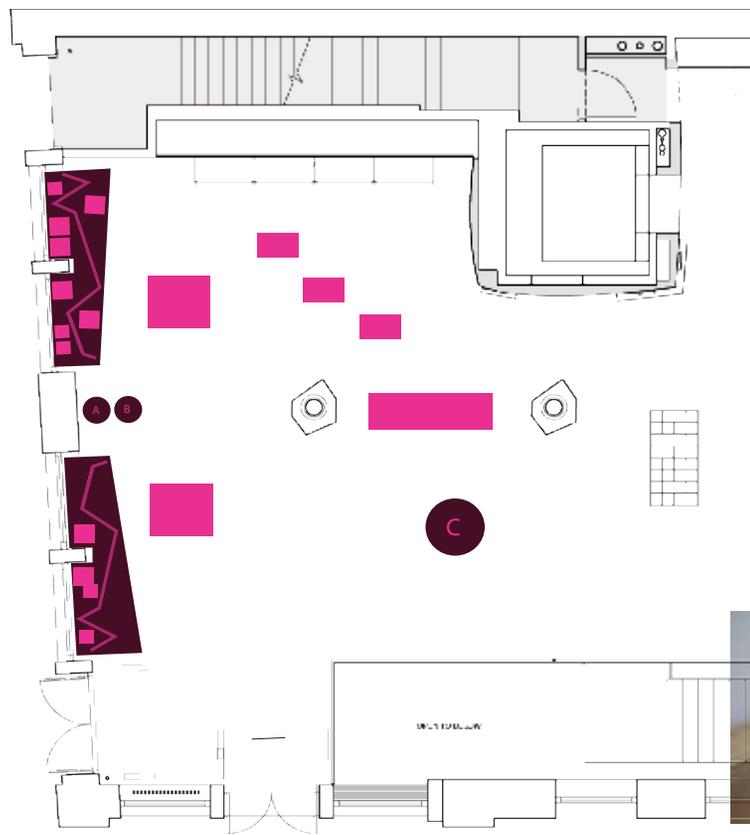
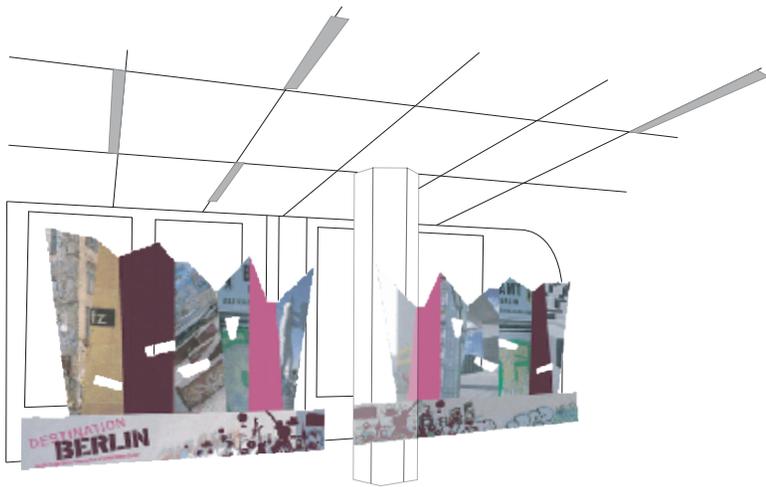
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140 Cambridge Place # 1 Brooklyn NY 11238

A

SPRING STREET STORE FRONT WINDOWS VIEW FROM STREET LEVEL

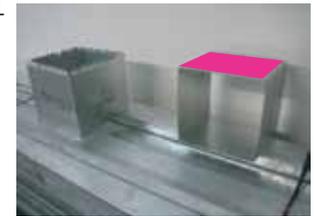
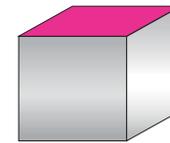
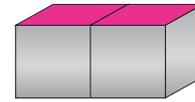


B



D

PRODUCT DISPLAY / FIXTURES INFLUENCED BY BUILDING MATERIAL AND ART CRATING DESIGN



AIR DUCT CUBES FOR WINDOW PRESENTATION ONLY

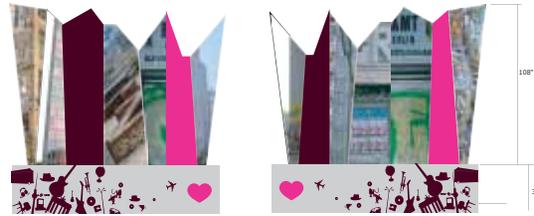
MUSEUM OF MODERN ART  
MoMA Design Store

DESTINATION BERLIN / Window Presentation + In-store concept graphics

This was an amazing opportunity to showcase new designers coming out of the city of Berlin. A photomontage of old and new Berlin architecture and the city's ubiquitous street art provided the backdrop for an urbanscape environment.

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**PLAN VIEW OF STRUCTURE**



**3D model of urban-scape wall**

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**MUSEUM OF MODERN ART**  
**MoMA Design Store**



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MoMA Design Store



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**MoMA Design Store**



**DESTINATION BERLIN / Merchandising Space**

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**Anthony Castro**

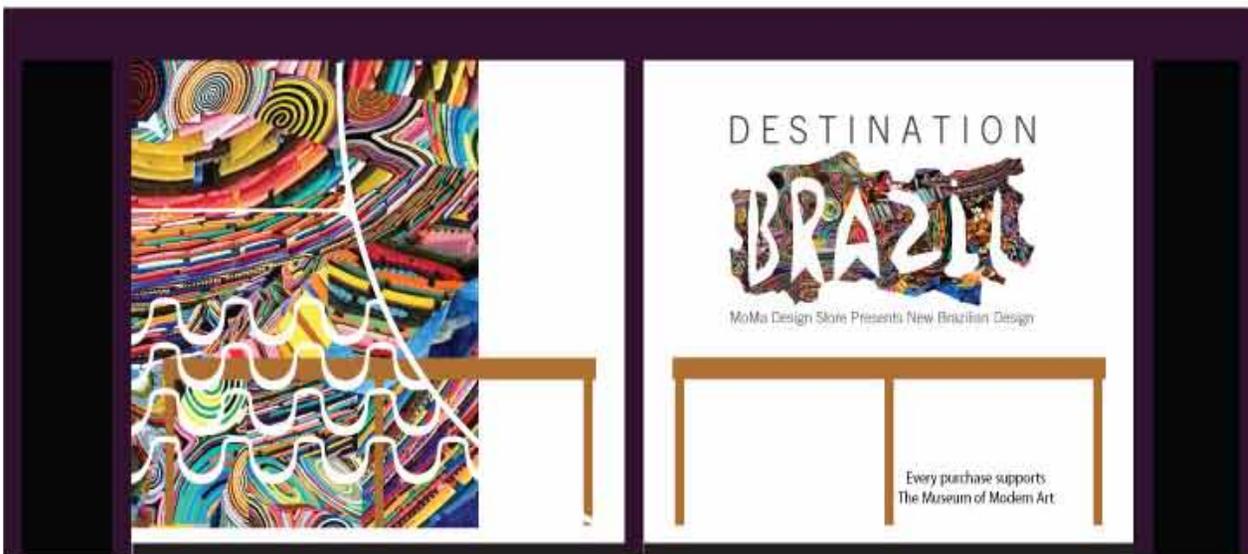
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# DESTINATION



MoMa Design Store Presents New Brazilian Design



**MUSEUM OF MODERN ART**  
MoMA Design Store



**DESTINATION BRAZIL**  
Destination: Brazil is a MoMA-exclusive product collection highlighting lifestyle products from Brazil.

**Anthony Castro**

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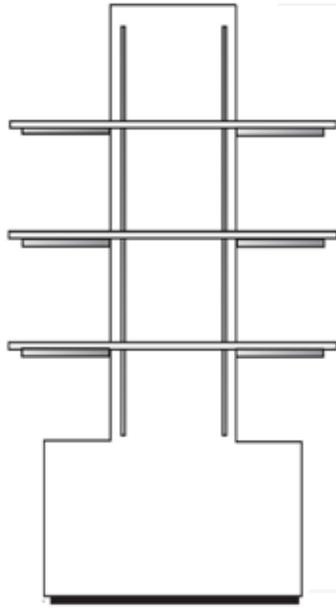
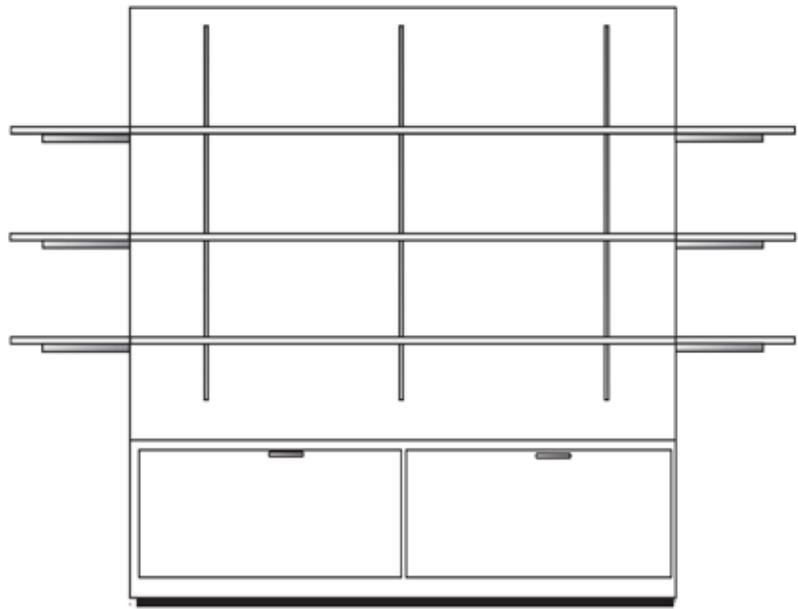
MUSEUM OF MODERN ART  
MoMA Design Store

EXHIBITION RELATED PRODUCT AREA

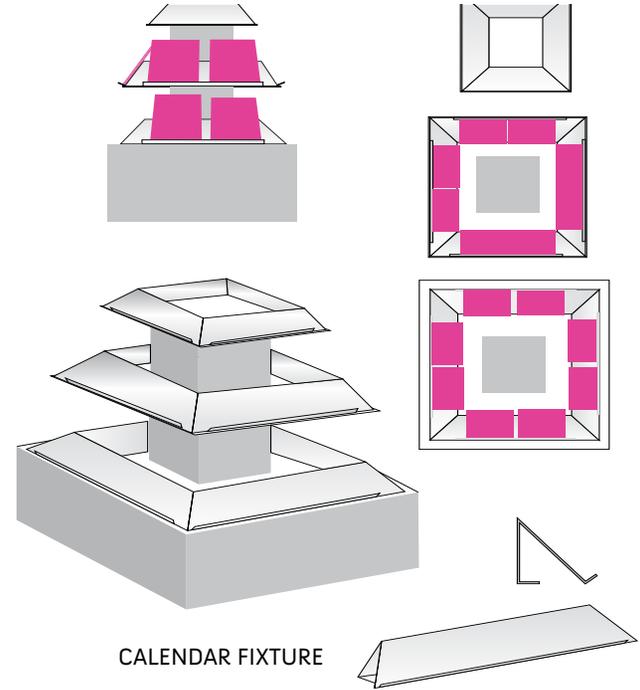
Responsible for planning and designing merchandising concepts

**Anthony Castro**

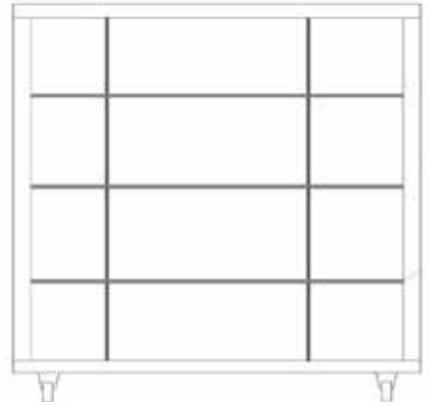
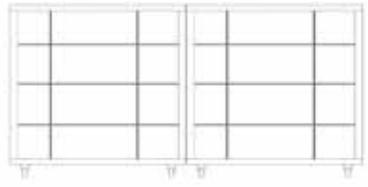
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140 Cambridge Place # 1 Brooklyn NY 11238



HOLIDAY CARD FIXTURE



CALENDAR FIXTURE



MOBILE DISPLAY KIOSK FOR 3RD FLOOR MUSEM SPACE

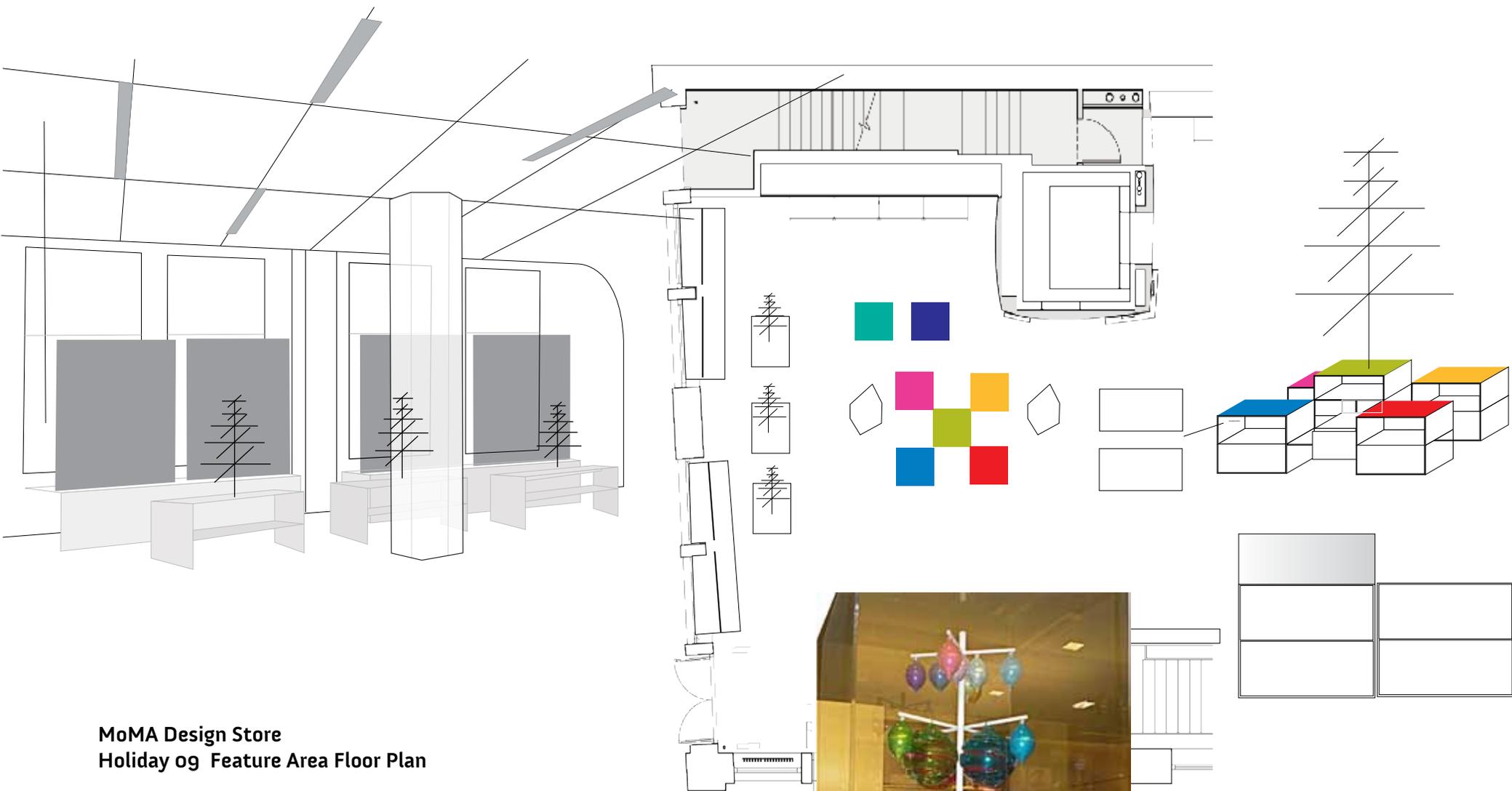


MUSEUM OF MODERN ART  
MoMA Design Store

SAMPLE CUSTOM FIXTURE  
Designed a broad range of display fixtures

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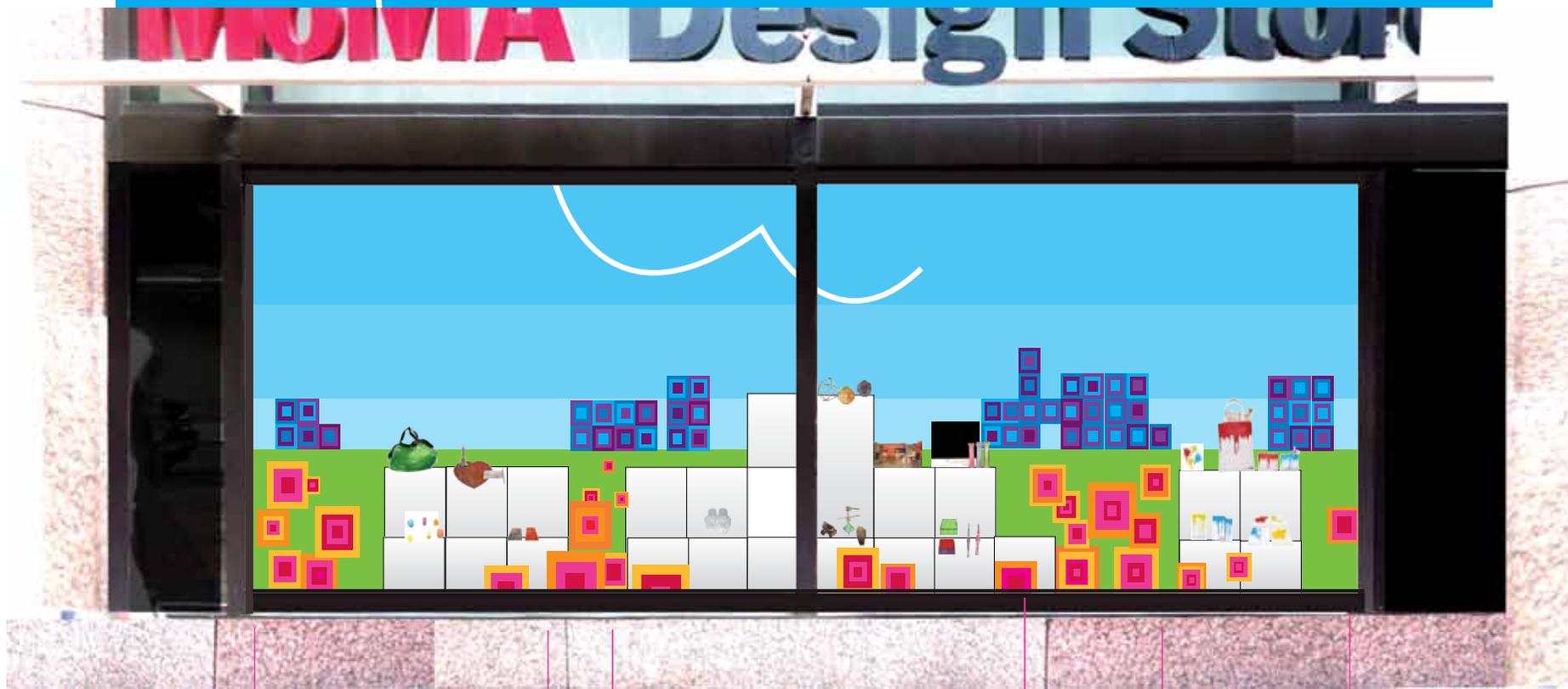


**MoMA Design Store  
Holiday 09 Feature Area Floor Plan**

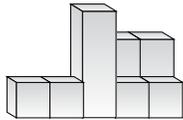


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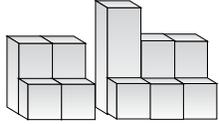
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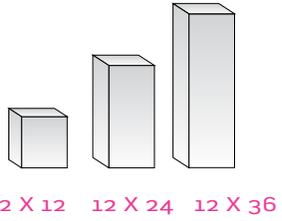
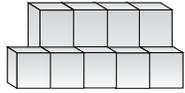
NYC



SUMMER FUN



PAINT DRIP



12 X 12 12 X 24 12 X 36



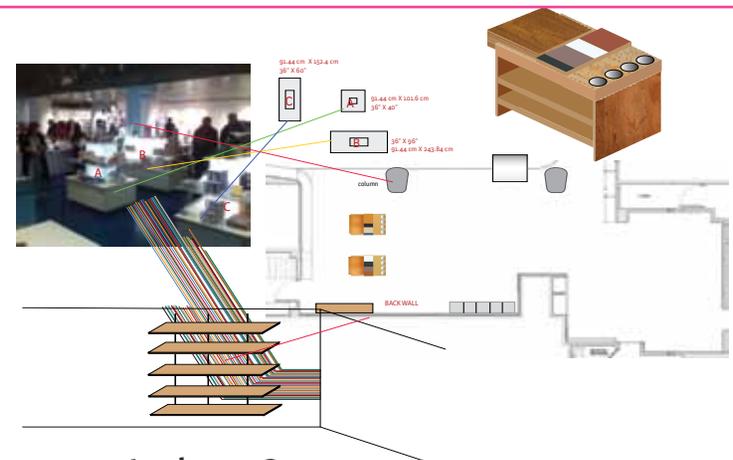
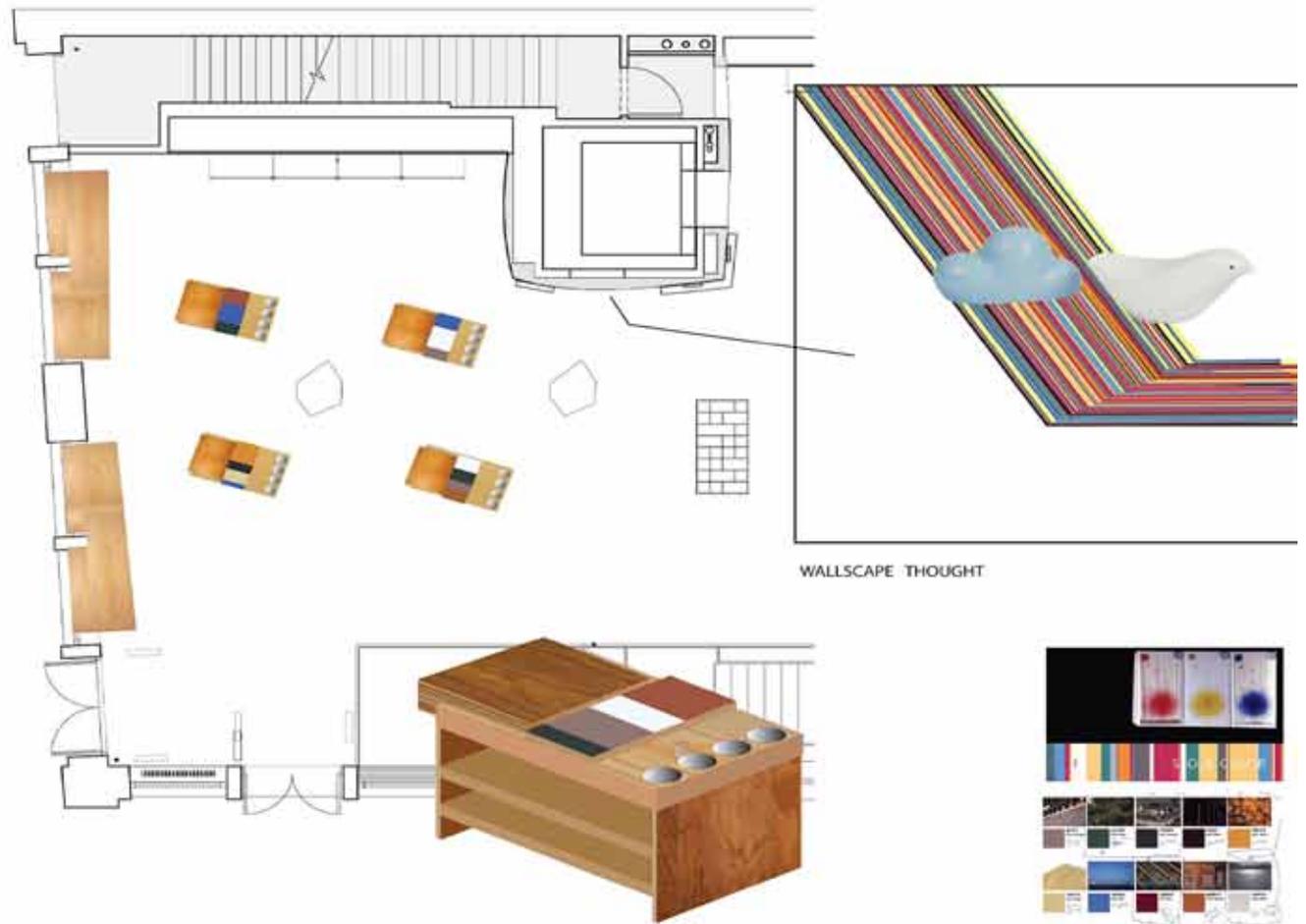
MUSEUM OF MODERN ART  
MoMA Design Store

SUMMER 10 / Window Presentation

Painted back wall graphics combined with vinyl adhesive overlapping square patterns on the glass create a convivial summer in the city vibe

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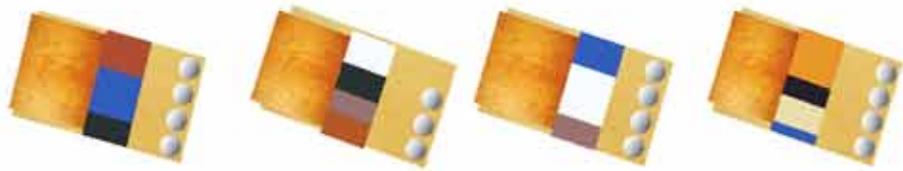


MUSEUM OF MODERN ART  
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DESTINATION SEOUL / Fixture Floor Plan

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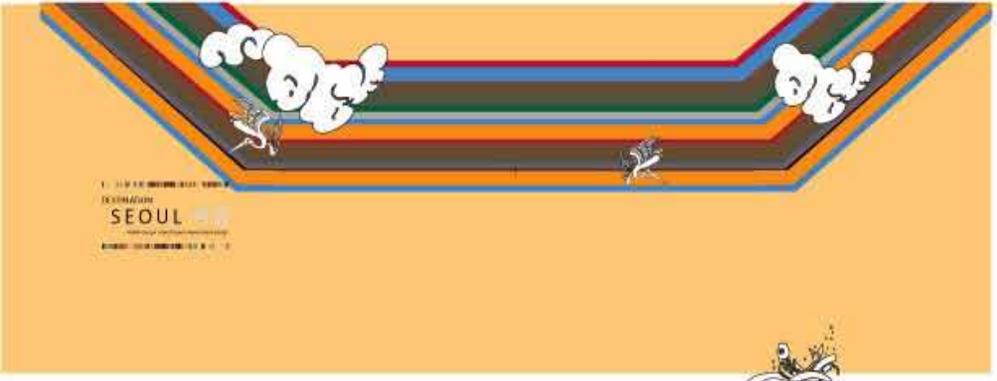
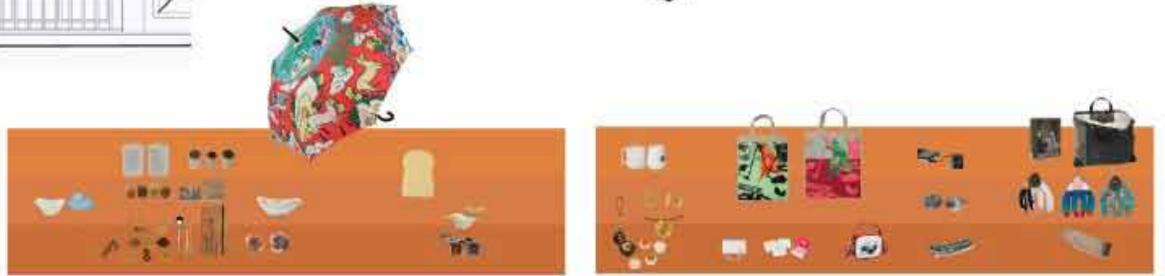
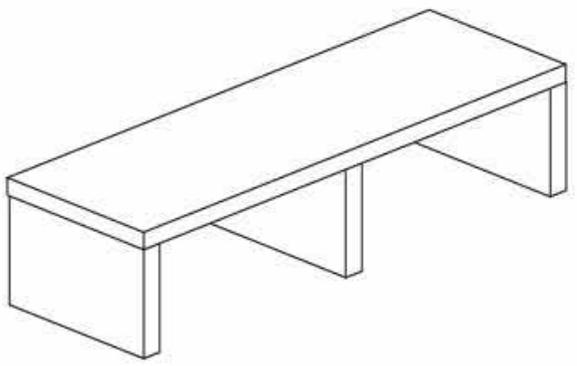


MUSEUM OF MODERN ART  
MoMA Design Store

DESTINATION SEOUL / Fixture Design  
Display fixture was inspired by the Seoul street food carts and contemporary furniture design.  
Designed exhibition featuring new contemporary Korean design objects that seems to be either super cool, cute, silly, sleek or a little bit of both.

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Product Presentation Table  
All Cherry wood Surface

Destination Seoul Product Launch  
Fixture / Graphic Environment Concept

MUSEUM OF MODERN ART  
MoMA Design Store

DESTINATION SEOUL /Window Graphic Mark and Display Fixture Concept  
Color stripes found in traditional Korean Hanbok Dress  
Designed exhibition featuring new contemporary Korean design objects that seems to be either super cool, cute, silly, sleek or a little bit of both.

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MUSEUM OF MODERN ART  
MoMA Design Store



**DESTINATION SEOUL /Window Presentation**

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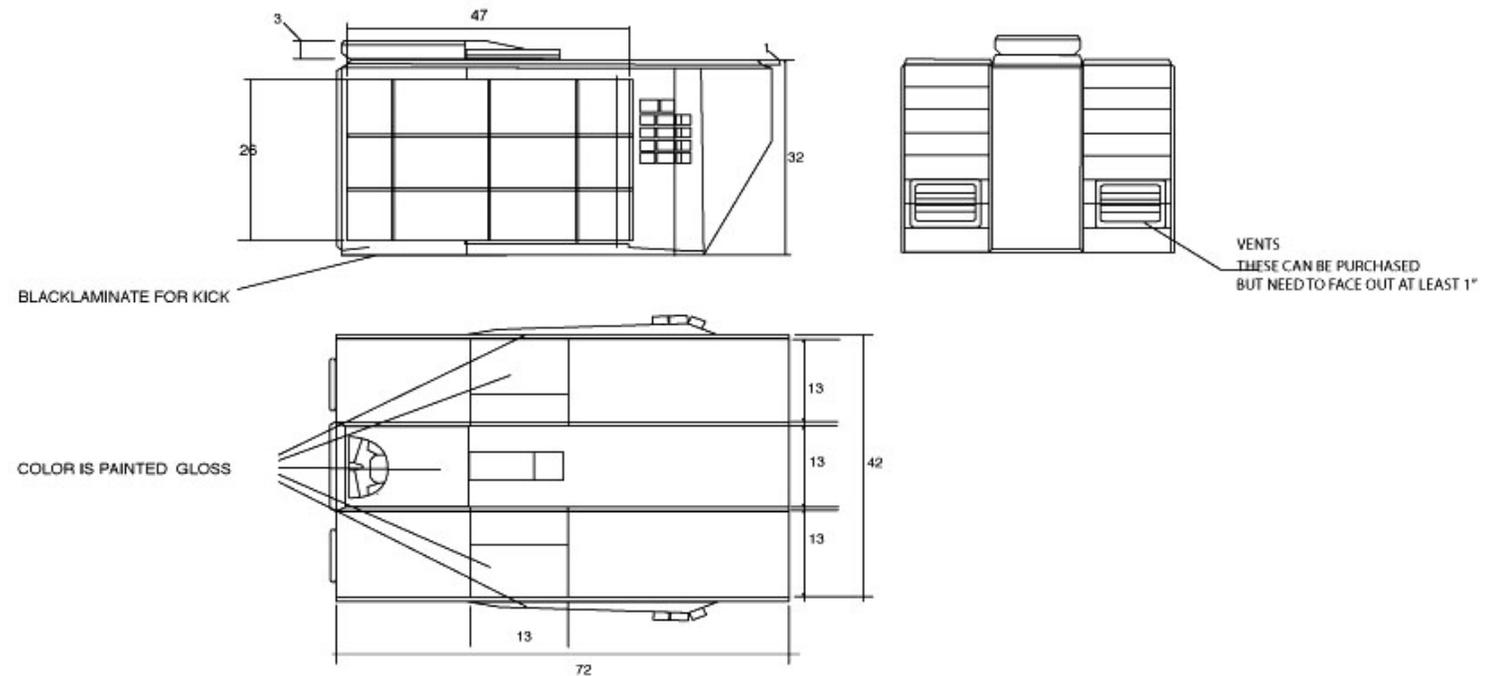
MUSEUM OF MODERN ART  
MoMA Design Store



DESTINATION SEOUL /Window Presentation > In-store Merchandising  
Designed exhibition featuring new contemporary Korean design objects that seems to be either super cool, cute, silly, sleek or a little bit of both.

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VENTS  
THESE CAN BE PURCHASED  
BUT NEED TO FACE OUT AT LEAST 1"

BLACKLAMINATE FOR KICK

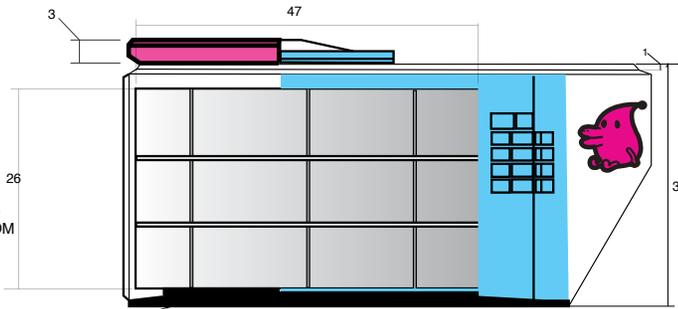
COLOR IS PAINTED GLOSS

DEPTH OF STORAGE IS 13"  
WE WILL PROVIDE RUNNERS  
AND BRACKETS FOR THE SHELVES  
RUNNERS ARE C EXTENSIONS FROM RAKKS  
DEPTH IS 1/2"  
SHELVES CAN BE PAINTED MDF

ROBOT FIXTURE

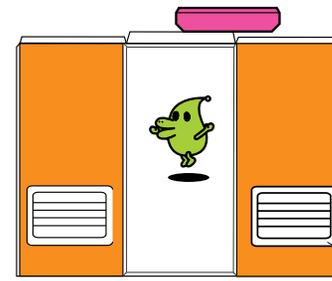
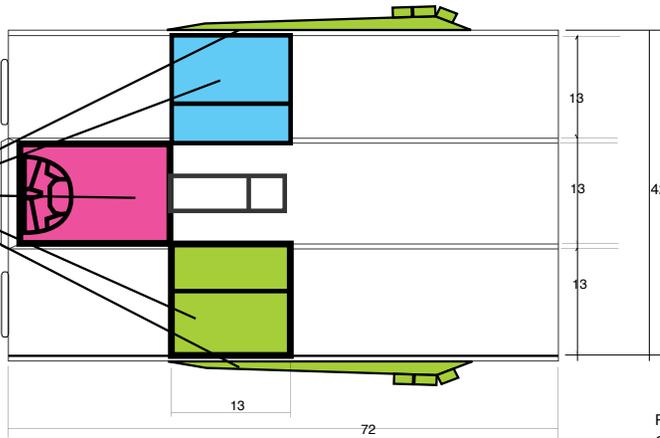
QUANTITY- 4

DEPTH OF STORAGE IS 13"  
WE WILL PROVIDE RUNNERS  
AND BRACKETS FOR THE SHELVES  
RUNNERS ARE C EXTENSIONS FROM  
**RAKKS**. DEPTH IS 1/2"  
SHELVES CAN BE MDF PAINTED

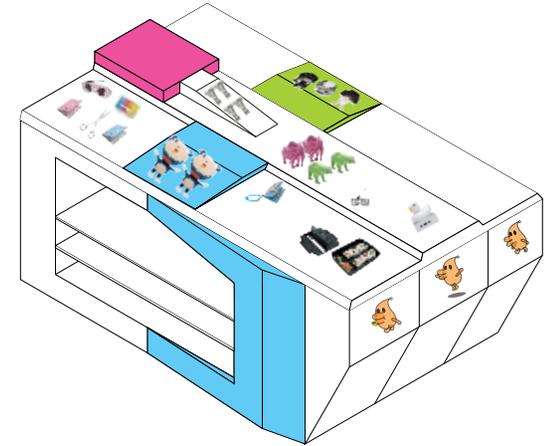


BLACK LAMINATE FOR SIGN

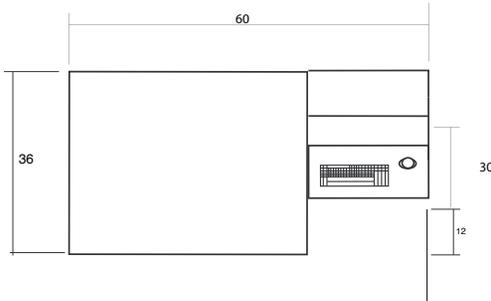
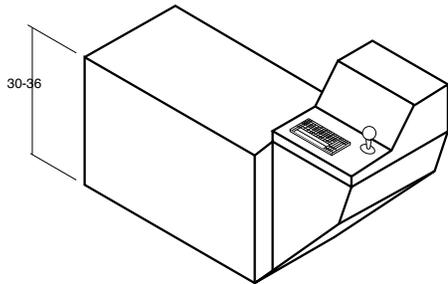
COLOR IS PAINTED GLOSS



VENTS  
THESE CAN BE PURCHASED  
BUT NEED TO FACE OUT AT LEAST 1"

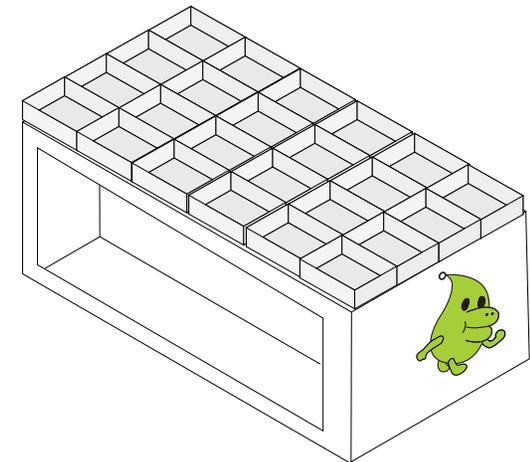


ROBOT FIXTURE  
QUANTITY- 4



CHECK OUT FIXTURE  
QUANTITY- 2

CASH WRAP CHECK-OUT FIXTURE



IMPULSE PURCHASE BIN

MUSEUM OF MODERN ART  
MoMA Design Store

DESTINATION JAPAN 2008 / Fixture Design

I was inspired by the classic Gundam robot anime series and Samurai woodcut art when coming up with the graphics. MUJI USA and Uniglo stores just landed in SOHO and the MoMA Design Stores were months ahead in planning a product exhibition launch for new and fetching Design objects, tees and totes exclusively from Japan

Anthony Castro

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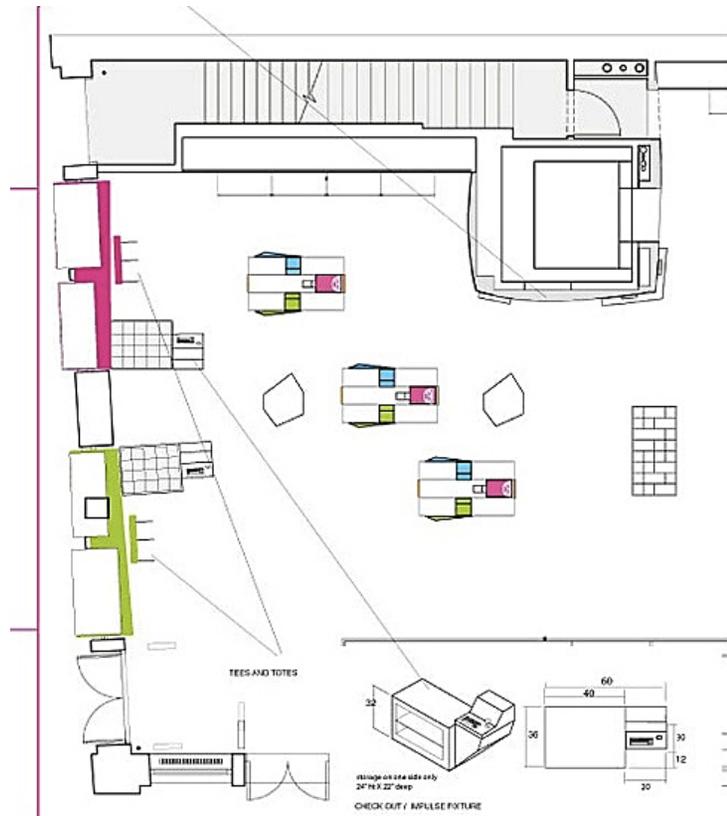
MUSEUM OF MODERN ART  
MoMA Design Store

### DESTINATION JAPAN 2008 / Window Presentation

I was inspired by the classic Gundam robot anime series and Samurai woodcut art when coming up with the graphics. MUJI USA and Uniglo stores just landed in SOHO and the MoMA Design Stores were months ahead in planning a product exhibition launch for new and fetching Design objects, tees and totes exclusively from Japan

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MUSEUM OF MODERN ART  
MoMA Design Store

**DESTINATION JAPAN 2008 / In-store Merchandising Presentation**

I was inspired by the classic Gundam robot anime series and Samurai woodcut art when coming up with the graphics. MUJI USA and Uniglo stores just landed in SOHO and the MoMA Design Stores were months ahead in planning a product exhibition launch for new and fetching Design objects, tees and totes exclusively from Japan

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MUSEUM OF MODERN ART  
MoMA Design Store



### DESTINATION JAPAN 2008 / In-store Merchandising Presentation

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