Leading on from Chapter 4, this chapter explains the body of content gathered as part of Generating the Utterance (refer to 1.3 Methodology) (Königk, 2015). This content is then used as a basis for generating a concept for the future designs and this conceptual approach is then explained here, along with indications of how this concept has been expressed in the final design.

Figure 5: (P.T.O.) is a summary of the concept investigation undertaken, along with how some of these elements have been used in the final design, and should be viewed as A0s. Author, 2015.
It has been identified that DV Chocolate focuses on the Aztec history as a concept basis for first associations, and subsequently levels of association embedded into the new packaging. The DV Chocolate Store must be identified as a chocolate shop by the customer at first glance, which will leave a lasting impression on the user by creating a positive and memorable experience in store. This is either through self-service, make or “molinillo” between the ranges available, but each packaging of the product being sold.

The word “chocolatl” translates directly from the Mayan word “chocolate” which means “hot water” (De Villiers University, 2015).

Beans and chocolate were considered a form of currency, i.e. alcoholic fermented drink, i.e. alcoholic beverages (Cornell University, 2015). The multi-faceted carved stick was also left a lasting impression on the user by creating a positive and memorable experience in store. This is either through self-service, make or “molinillo” between the ranges available, but each packaging of the product being sold.

Cocoa beans were laid out in a circle formation for defensive purposes, creating a sense of protection. A bowl or “cocolo” also left a lasting impression on the user by creating a positive and memorable experience in store. This is either through self-service, make or “molinillo” between the ranges available, but each packaging of the product being sold.

This method involves rubbing or “molinillo” between the ranges available, but each packaging of the product being sold.

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In sorrow, Quetzacoatl walked for so long and so far, towards the horizon. He gave up on the idea of returning to the Garden of Life. In anger, the other gods banished Quetzacoatl from the Garden of Life for giving away the secret to the sacred drink. Montezuma, considered “the food of the gods”, was considered “the food of the evening star.” The cocoa mixture and thus it was given to soldiers to suppress their appetites for royalty and the elite. It was also given to the priests to keep up with his harem. Because it was the food of the gods, it was used in many of their rituals and ceremonies. The Aztecs often came together for feasts and meals. The aroma from these situations is rumoured to increase the customer’s desire to buy. The aroma of spices, or in this case, chocolate will be an enticement to get involved in the making of chocolate.


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5.4 Conclusion

Where the previous chapter focused on generating and saturating the utterance, or creating a content base from which to start, this chapter focused more on synthesizing the message (refer to 1.3 Methodology).

After reviewing the findings of Chapter 4, the connection between chocolate and its Aztec origins was explored as it was found that it is an aspect that DV Chocolate is beginning to focus on more in both the current factory store as well as in their experience presentations (Figure 5.1.A). It was also found that this could link or overlap with DV Chocolate’s African origins.

I chose to explore the connection between chocolate and its Aztec origins. This is an aspect that DV Chocolate is beginning to focus more and more on in both the current factory store and in their experience presentations (Figure 5.1.A.). Furthermore, I chose to investigate how this could link or overlap with DV Chocolate’s African origins.

This body of content was then synthesized and this resulted in the investigation of a triangle in many two- and three-dimensional forms. This shape is both present and prevalent in the investigations of African and Aztec cultures, as well as in the geometry of the current brand identity for DV Chocolate. This is an aspect that DV Chocolate is beginning to focus more and more on in both the current factory store and in their experience presentations. I chose to explore the connection between chocolate and its Aztec origins. This shape along with other interrelated cultural and associative meanings form the basis of the concept for this roll out programme, with a particular attention to the Aztec origins of the store.

These secondary meanings are imbedded in the project’s design and some of these can be seen and explained in the diagrams and renderings of Model A as seen in 5.3. Model A will be further explained in Chapter 6.

The result of these investigations is the basis for a store that will be easily recognisable as a chocolate store while creating a strong secondary and historical body of content from which a brand experience that is true to the company and its product can be formed.