



≡PEBBLES≡

TOYS & GIFTS

# PEBBLES TOY STORE

Services: Architecture, Interiors, Branding, Environmental Design

Pebbles Toy Store was a dream project—a local community toy store where the architecture and branding could come together seamlessly as a playful place for the children of New Haven. The name, “Pebbles” alludes to the looming landmass of East Rock, the namesake of the neighborhood. Pebbles became the moniker for the blue snail logo for the store, and his journey around the city shaped our approach to the design. A snail’s trail of colorful lines stretches inside and outside the store, and custom furniture was inspired by the snail’s wiggly path.

At Pebbles, old was blended with new. We worked to restore and replace historic materials like tin tile ceilings and brick walls while adding in contemporary colors, forms, and materials. This historic building has been home to restaurants, dry cleaners, and food shops for generations, and we wanted to honor the cozy and lived-in quality of our local neighborhood store while adding in unexpected design elements.

The branding is vibrant, inviting, and playful. Our approach revolved around capturing a spirit of exploration and joy, resonating with children and helping to foster a sense of community within the neighborhood.









## ILLUSTRATIONS & MURAL

Bright and colorful swirling lines span the entirety of the store, both inside and out - a representation of Pebbles' path around the city of New Haven.

A host of friends were made to accompany Pebbles on his journey. The illustration style was intentionally designed to facilitate their transformation into stuffed animals, extending the brand's playful essence into tangible products.



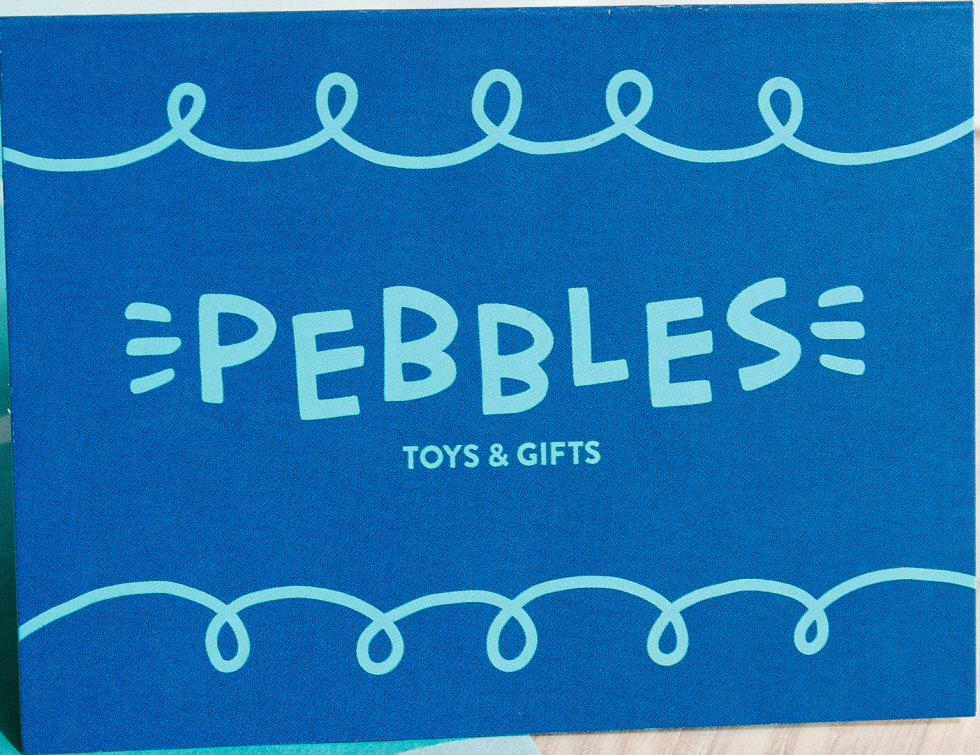




















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**THANK YOU!**

