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The EuroShop RetailDesign Award Distinguishes the Best Store Concepts

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For the seventh time, EHI and Messe Düsseldorf presented the EuroShop RetailDesign Award to the stores with the most successful concepts. The event was held in Düsseldorf on the evening of 16 February.

This year, 84 projects were submitted from 31 countries. A new record for submissions! Once again, the deciding factors in awarding the prize were a holistic store concept and a clear product message. The international jury chose this year's winners from among the 36 finalists.

The recipients of the EuroShop RetailDesign Awards 2014, in alphabetical order:

Coop.fi Novoli, Florence

At the new Coop.fi Novoli, customer convenience is the number one priority, spanning all generations and all shopping styles. Fresh, regional products and highest quality convenience foods are presented by trained expert staff throughout the 2,500-sqm supermarket. Combined with an unconventional arrangement of the fresh foods section into produce islands, the impressive staging of goods sets this modern interpretation of a traditional Italian market apart. Furthermore, the social aspects of the Unicoop retail cooperative's values were integrated by means of a welcoming lounge area. This area invites customers to linger and provides a space for customer events, tastings, or seminars. The market's design is simple and minimalist. The dominating colours, beige and grey, and large glass surfaces combined with materials found in a typical, cosy Italian kitchen create a warm and modern atmosphere. In furnishing the space, emphasis was placed on good merchandise visibility as well as the utmost in energy efficiency. The Italian architects Paolo Lucchetta + RetailDesign srl were responsible for the store design.

Puma Brand Store, Osaka

Both the exterior architecture as well as the entire interior design of the new Puma Store in Osaka symbolise Puma's philosophy. The retail concept realised here is simple and flexible, while integrating references to Japanese architecture and design and offering the customer an amusing and refreshing shopping experience. In this, the new brand store is more than just a place to shop; it provides space for all kinds of events and occasions. While the lower two floors of the three-storey PUMA building make up the 600 sqm shopping space, the upper level is an open roof terrace surrounded by a light façade construction, an open space intended as a venue for sporting events.

The façade of expanded metal conveys a sense of lightness and allows a great deal of daylight into the store, while at night, the light emanates from inside out. Inside and against the backdrop of an impressive red brand wall, the conical staircase is an absolute eye-catcher with a strong brand message – the centre of attention. The location represents the further development of architecture and store design as understood by Puma's Retail 2.0 and was realised by the Berlin architects plajer + franz studio.

Simons West, Edmonton

This Simons store is located in West Edmonton in North America's largest shopping center. Its product range includes everything from basics to designer brands and matching accessories. The 10,700-sqm sales floor impresses visitors with overwhelming creativity and an art installation designed especially for Simons. Inspired by the northern lights, Canadian artist Philip Beesley created "Simons Aurora", an impressive installation made of delicate, crystalline structures that form a softly swelling ocean of light. Design highlights include the fitting rooms in each of the departments. Thus, wooden waves in glowing yellow and green catch the eye in the women's department, while it is the petrol blue ambience reminiscent of a gentlemen's club that commands attention in the men's department and the red, repurposed port-a-potty fitting rooms in the young fashion department. Digital media are omnipresent in the figure3 design: from tablets that interface with the e-commerce site right through to the photo star booth, in which the customer can publish photos to social media in real time, the shopping experience at Simons is all-inclusive.

The awards ceremony was made possible by support from Umdasch Shopfitting and Grottini Retail Environments.

