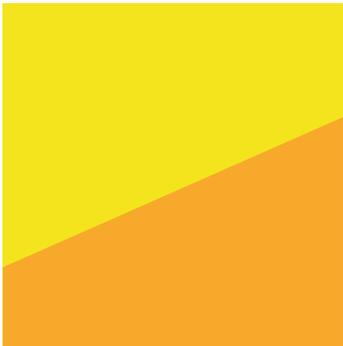
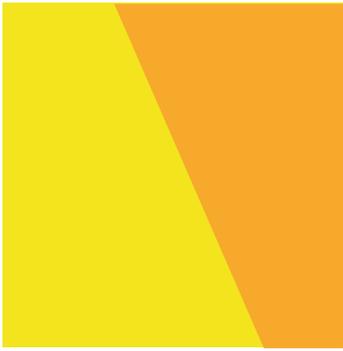


Material

Comfort



Steve Thomas-Emberson talks to A1 Retail Magazine about “Sense of Place” within Airport Duty Free design.

When designing a store or retail outlet the product is king. After that come several things two of which are colour and materials. For most shops there is a formula, a design

change as developers and the public have wanted something different. Enter “Sense of Place” - where design takes on and lives with its surrounding

The Design Solution based in London was commissioned to redesign the Duty Free area at Pulkovo Airport at St Petersburg, Russia.

Here there is not only sense of place to contend with but also different levels of retail such as luxury, Nick Taylor, director and designer of the retail area explains. “We designed two retail outlets for time-pieces. The luxury one was called Master of Time and the other named Temptation. In the luxury outlet we used polished white arabesco marble and mahogany laid in a herring bow pattern for the floor.

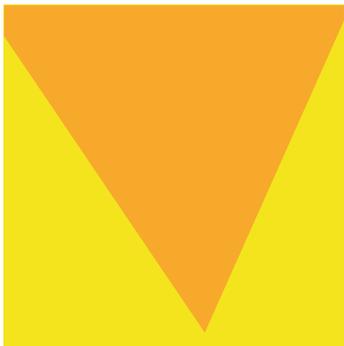
Grey oak panelling was used for the central feature wall surrounded by off-white painted surfaces surrounding the brand installations. Temptation was different; we used dark polished concrete with an etched watch

“ Grey oak panelling was used for the central feature wall surrounded by off white painted surfaces surrounding the brand installations.”

Nick Taylor, Director and Designer, The Design Solution.

manual to ensure that everything is what the brand stands for. This makes it a less complicated exercise for the designers, in theory. In recent years retail design has gone through a

habitat. This has been pioneered to a certain extent in travel retail where the shops have been keen to show off where they are situated, the city or the country.



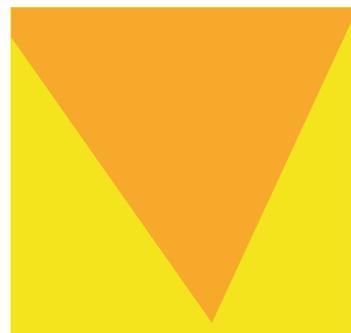
Liquor is one of the main stays of a Duty Free offer but it is no longer pile it high and sell it cheap it has taken on a different look and meaning.

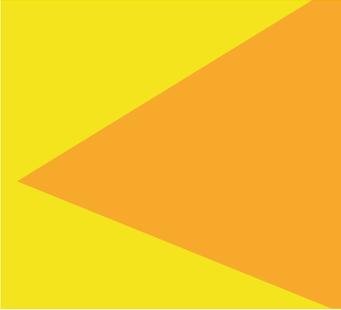
mechanism pattern on the floor. It then had a black ceiling to focus the eye on the merchandising of the products on the walls. The cash desk was highlighted with a red back wired glass wall. Furnishings were finished in beach and white to enhance the product.”

Liquor is one of the main stays of a Duty Free offer but it is no longer pile it high and sell it cheap, it has taken on a different look and meaning. The Irish Whisky Collection which elevates

whisky into almost “art” by making it something one tastes and learns about rather than a quick purchase before boarding, has a sophisticated and mellow look. One airport that has adopted this method of retailing is Dublin Airport. Here the retail design was kept simple to ensure the product had its importance. Blacked out ceilings with white gypsum rafts in the central bar area all hold 365 different types of whisky. A back-lit amber display further enhances the colour of

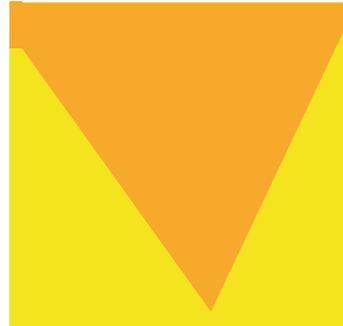
the whisky on offer. This goes well with a black polished stone counter top. To add to the sense of place there is a copper sculpture executed by a local Irish artist. A bigger outlet for drink is The Liquor Store at Bangkok airport, the area is split up into three main areas. One for wine, champagne and white spirits. Here the design used white carerra marble and cut glass crystals together with polished stainless details to promote a white bright light. The second room was for




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 Nick Taylor, Director and Designer, The Design Solution.

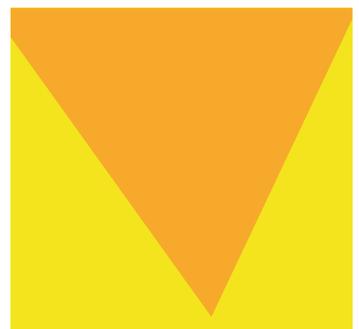


whisky; here The Design Solution used a combination of concrete, black leather and polished stainless steel. In the third room which is for Cognac and Tobacco, polished black granite was used together with a striking gold faceted wall surround.

What about the kids? I hear you ask. They have not been forgotten, well not in Ireland anyway. At Dublin airport Terminal One the children can enjoy Candy Cloud. “Nick Taylor explains, “We wanted to create a store which exudes the category and takes on the colours of the products to create a shop which looks edible, a child's fantasy from Willy Wonker!”

A very true sense of place can be found in Canada at Toronto airport in a retail outlet named “Tastefully Canadian”. Here the designers at TDS used five different woods to create the back wall and fixtures. The floor is also constructed of a hard wood. A matt graphite finish is applied to the wall displays in order for the product packaging stand out.

There are several elements that make up retail “Sense of Place” design. The first thing is for the design company and client to fully understand just exactly what it is. The second is for ample research to be carried out. What is the background to the various elements that need to be used and do they fit in to sense of place culturally? When all this work has been completed, then a design plan can be worked out and materials selected. 



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