



RETAIL STORES OF THE YEAR



Chain Store Age celebrates the winners of its 27th annual store design competition, which attracted entries from around the world. Luxury department store company Neiman Marcus was honored as the best overall concept, Retail Store of the Year, for its Atlanta showplace.

In addition, there were 33 first-place awards and 12 honorable-mention awards in the various categories, along with two special awards.

The judges for this year's competition were Steven Derwoed, principal, RYA Design Consultancy, New York City; Ali Van Horn, principal, Ali B Designs, Hunter, N.Y.; Vincent Iacobellis, principal, Callison, New York City; Michael LeFande, principal, SBLM Architects, New York City; Sue Nicgorski, director, T.L. Martin & Associates, Wayne, N.J.; and Glenn Trunley, VP of design, Loehmann's, Glen Ridge, N.J. (Judges whose firms submitted entries did not vote in the respective category.)

All of the winning projects are profiled in this special section. All received first-place awards except where noted. Additional photos, and a list of the key resources and project personnel for each project, can be viewed at www.chainstoreage.com.

Neiman Marcus

Soars in Atlanta



By Marianne Wilson

Best Overall Entry Neiman Marcus

Atlanta

Design: Charles Sparks + Company, Westchester, Ill.

Neiman Marcus continues to set the pace in luxury retailing with its stunning store in Atlanta's Lenox Square Mall. The 203,960-sq.-ft. show-place was selected as Store of the Year in *Chain Store Age's* 27th annual design competition. It also took top honors in the department store category. The project, designed by Charles Sparks + Company, Westchester, Ill.,

involved a major remodel and expansion of the existing store. A contemporary design creates an inviting, comfortably modern environment, with no hard edges. The new format was planned for ease of navigation, and uses "moments of luxury," or places of emphasis, to move shoppers between the different areas.

Clean lines and a sense of modern sophistication inform every detail of the design. An overall palette of neutral colors and lush textures was used throughout the space. Crisp white expanses dominate the design, with surprise accents of hot-citrus hues.

Artisan lighting, introduced in several departments, enhances the mood. In the intimate-apparel area, it takes the form of hundreds of hand-twisted glass ribbons that are suspended in a large central concentric pattern. The ribbons cast a shimmering light in the space.

In the designer jewelry department, sleek glass cubes with textured hammered glass backs are suspended in floor-to-ceiling screen dividers. Vitrines and showcases are set at multiple heights and create a more animated visual horizon.

While the primary objective of the remodel was to reallocate space and re-align categories to maximize productivity, it succeeds in creating a new environment, one that enhances Neiman Marcus' position as the premier luxury retailer in the market. ■





Office Depot set the bar high for its new prototype, conveying a strong pro-environmental image that reinforces and enhances its brand. From tilt-wall concrete panels with a high recycled content to photovoltaic panels on the roof that supply more than 10% of the building's electricity, the store incorporates numerous eco-friendly materials and methods of construction. The design carefully analyzed the HVAC and electrical systems and reduced the building's energy use by more than 25% compared to conventional Office Depot facilities.

With this project, Office Depot became the first company to have its prototype pre-certified under the United States Green Building Council's new LEED for New Construction Volume Certification Program. The store also received LEED Gold certification.



Environmental Sustainability
Office Depot

Austin, Texas
Architect: SBLM Architects,
New York City



The design for L.L. Bean Hunting & Fishing was inspired by the retailer's long-standing commitment to the natural environment. Modeled after a traditional Maine hunting lodge, complete with a stone fireplace, the 33,000-sq.-ft. store received LEED Silver certification from the United States Green Building Council. Sustainability and sensitivity to the environment were key factors throughout the design and building process, from the use of recycled materials to the minimization of construction waste to an emphasis on energy efficiency. Salvaged materials (structural timbers, bead board and floor board) were used in many key features of the store, including the fixtures and oversized front porch. A pitched roof and tall, oversized windows flood the ceiling with natural light, cutting down on the number of light fixtures required.

Environmental Sustainability

Honorable Mention

L.L. Bean Hunting & Fishing

Freeport, Maine
Design: Arrowstreet, Somerville, Mass.

Nobody does it better than Bass Pro Shops when it comes to capturing the style and architecture of a locale and integrating it into its store environment. The chain outdid itself in Denham Springs, La., with an interior that unfolds in the front lobby with a series of old Cypress trees and Spanish moss, and filters back to an alligator pond, creating an indoor replica of a Louisiana swamp. Imagery that speaks to the area is featured throughout the 165,000-sq.-ft. space. The end result is a grand old Cajun-styled lodge structure that reconnects the local patrons to their roots and creates a captivating and memorable retail experience.

PHOTO: PHOTO DIMENSION, HOLLYWOOD, FLA.



Special Award for Regional Personalization
Bass Pro Shops Outdoor World

Denham Springs, La.
 Design: Bass Pro Shops, Architects, Springfield, Mo.



Inspired by the studio of adidas founder Adi Dassler, adidas Originals lives and breathes the company’s mantra: “celebrate originality.” From the armchairs dressed up by local artists to an interactive Trefoil (the adidas Originals logo) wall where customers can leave their own mark, the 3,777-sq.-ft. shop is hip and stylish. Start to finish, the design envelops customers in the creative spirit of the brand.

Special Award for Branding and Graphics
adidas Originals

New York City
 Design: AEdifica + SidLee, Montreal

For its first flagship location, Via Spiga brings the outside in, turning to the famous shopping thoroughfare in Milan, from which the brand takes its name, for inspiration. The 1,500-sq.-ft. store has a chic, international flavor and features a central piazza, complete with seating and a soothing fountain. Interior show windows with changing displays reinforce the theme. Colored LEDs within each window allow the store to create color mood changes that coordinate with the merchandise and seasonal fashion colors. The banquette leather is red with black piping. Rich curtains, dark woods and white metal top off the experience.



PHOTO: WHITNEY COX, NEW YORK CITY

Soft Lines

(less than 5,000 sq. ft.)

Via Spiga

New York City

Design: Fitzpatrick International Group, Southampton, N.Y.



PHOTO: DANA HOFF

High-end fashion is artfully presented at Christian Lacroix. The 1,741-sq.-ft. shop combines the decorative energy of the French baroque with the crisp minimal lines of contemporary design. Beveled-edge mirror tiles, lacquer-finished 18th century-inspired fixtures and warm Wenge flooring add to the luxurious ambience. The long, narrow footprint of the space was widened through the use of mirrored walls. Visual highlights include a Lacroix-designed hanging chandelier made of Murano glass and an inlaid red carpet that leads customers up to an elevated rear room.

Soft Lines

(less than 5,000 sq. ft.)

Honorable Mention

Christian Lacroix

New York City

Design: Pavlik Design Team, Fort Lauderdale, Fla.



PHOTO: LASZLO REGOS PHOTOGRAPHY, BERKLEY, MICH.

The design for Kira Plastinina creates a fun, easy-to-shop environment that reflects the young, sassy fashions on display. The 5,960-sq.-ft. store, the namesake brand of the Russian teen-fashion designer, is irreverent and bold, with a whimsical, playful spirit. Overscaled furniture and gilded frame mirrors are contrasted with chrome details that convey a Euro-modern feel. Bold pink carpeting and imperial-inspired wallpaper that speaks to the company's Russian roots make the fitting-room area a standout.

Apparel

(5,000 sq. ft. to 15,000 sq. ft.)

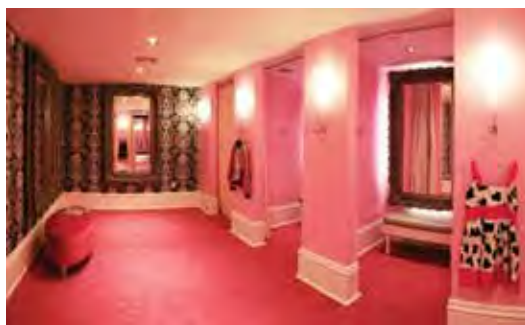
Kira Plastinina

Fitting Room

Kira Plastinina

New York City

Design: JGA, Southfield, Mich.



Glamorous, beautifully detailed fitting rooms greet shoppers at Marciano, one of the newest brands in Guess' retail portfolio. With its dramatic black-and-white color palette, mirror accents and beaded wallcovering, the area reflects the sexy, sophisticated nature of the up-and-coming brand.

Fitting Rooms

Honorable Mention

Marciano

New York City

Design: Guess ?, Inc., Los Angeles

PHOTO: CHARLIE MAYER, OAK PARK, ILL.



A townhouse-inspired store design aesthetic transforms the iconic Paul Stuart brand and updates it for a new generation. A classic elegance remains in the reinvention, along with the timelessness of true luxury. Both blend seamlessly with the bold new look of the 6,500-sq.-ft. store. Deep-rust area rugs and runners by Missoni with bound-leather edges lie over the restored travertine floors. The millwork features a shifted fluting that creates a motif inspired by the proprietary Paul Stuart weave pattern that is part of the company branding.

Soft Lines

(5,000 sq. ft. to 15,000 sq. ft.)

Honorable Mention

Paul Stuart

Chicago

Design: Charles Sparks + Company, Westbrook, Ill.

RETAIL STORE OF THE YEAR

BlackBerry enters the retail arena with a highly interactive concept, one with a strong brand presence and a kit-of-parts solution that allows flexibility in format. The 2,200-sq.-ft. store is designed to align products and services with the needs of end users and references BlackBerry brand iconography to create a fresh, distinct environment in a crowded marketplace. Signature focal fixtures feature devices by model, with complementary accessories and a distinct communications hierarchy with product-specific benefits. Rich brand visuals and informative displays combine to provide a holistic brand experience at every step of the customer's journey.



PHOTO: MARK STEELE PHOTOGRAPHY, COLUMBUS, OHIO

Hard Lines

(less than 5,000 sq. ft.)

BlackBerry

Farmington Hills, Mich.

Design: FRCH Design Worldwide, Cincinnati

PHOTO : LEEZA STUDIO, MONTREAL



An environment that conveys refinement and simplicity marks the debut of newcomer Stark & Whyte. A kitchen and cookware store as well as a cooking school, the 8,300-sq.-ft. space is designed to feel as though it has been around for a long time and has an established European feel. The fixturing mixes industrial-style shelving racks with oversized custom-designed tables in both antique and modern styles. Highlights include a 13-ft.-long communal table where shoppers can check out the latest cooking books, and a working kitchen island at the front of the store used for daily samplings and cooking classes.

Hard Lines

(5,000 sq. ft. to 15,000 sq. ft.)

Stark & Whyte

Brossard, Quebec

Design: Ruscio Studio, Montreal

The Home Depot redefines its store experience with a design that creates a greater focus on interaction between customers and associates, and shifts the emphasis from individual product sales to the more inspirational possibilities of full projects. The design renders the traditional big-box experience easier to understand and navigate, and uses emotive photography to generate warmth, excitement and inspiration. Inviting and easy to shop, the store features clear wayfinding and logical adjacencies that help guide customers to their project needs. Merchandising signage systems feature tips, product information, answers to frequently asked questions, and product samples in order to make it easier for customers to start their projects.



Hard Lines
 (greater than 90,000 sq. ft.)
The Home Depot
 Markham, Ontario
 Design: Perennial Inc., Toronto

Borders revitalized its shopping experience with a dynamic prototype that blends the bookseller's traditional fare with an interactive mix of technology and entertainment. A contemporary storefront alerts customers to the changes that await them inside the 29,000-sq.-ft. store. The facade embodies the chain's iconic brand elements: the white page, red underscore, book spine and Borders logo. The new format emphasizes the fastest-growing categories by creating destination zones, each with its own look and feel. A 15-ft. tower encased in LCD screens highlights the digital center, which offers customers an array of electronic-media options. The overall store palette — warm, neutral — provides an inviting atmosphere that encourages customers to linger.

PHOTO: LASZLO REGOS PHOTOGRAPHY, BERKLEY, MICH.



Hard Lines
 (15,000 sq. ft. to 90,000 sq. ft.)
Borders

Exterior — Freestanding
Honorable Mention
Borders
 Ann Arbor, Mich.
 Design: JGA, Southfield, Mich.

**Supermarket
Roche Bros.**

Westborough, Mass.

Design: FRCH Design Worldwide, Cincinnati

A design that celebrates the fresh appeal of New England marketplaces reinforces the brand promise of Roche Bros. The concept leverages the history of the company through imagery and messaging. Clerestory windows, skylights and the subtle integration of history-rich architectural details enhance the space. The skylights of the 26-ft.-high entry vestibule fill the area with daylight and add an open-air feel to the upfront produce department. The materials package has hometown appeal: a mixture of brick, stone, chalkboard signage and canvas, infused with warm colors, architectural details and finishes that mimic those found throughout the local area.



PHOTO: OMS PHOTOGRAPHY



PHOTO: WATT INTERNATIONAL, TORONTO

**Supermarket
Honorable Mention**

Longo's

Oakville, Ontario

Design: Watt International, Toronto

Longo's new flagship is designed to convey an adventure in food that complements its wide array of international offerings. From entry to exit, shoppers encounter a range of international options, marked by bold signage and image boards. Clean lines, earth tones, natural palettes and colorful motifs set a mood of simple elegance. Imitation wood tiling, cultured stone and porcelain materials create the warmth and simplicity indicative of the brand. Among the more unusual features are a series of specialty pods that serve as destination points throughout the 50,000-sq.-ft. store.

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Shopko revitalizes its shopping experience with a fresh new concept that has maximum appeal for its core female customer. With its updated, feminine feel, the design brings to life the company's new tagline: "My life. My style. My store." It also tells better merchandising stories, ones that promote style with value and convenience. Fixtures are of variable heights and are positioned to encourage browsing, discovery and clear sightlines. Residential cues, including oversized armoire fixtures, coffered ceiling elements and stylized lamp shades, provide warmth and add a touch of homey comfort.



Discount/Mass Merchant

Shopko

Suamico, Wis.

Design: Chute Gerdeman, Columbus, Ohio

PHOTO: IMAGE STUDIOS, APPLETON, WIS.

PHOTO: PAUL RIVERA/ARCHPHOTO.COM



A clean, natural design enhances Cole Haan's classic products and allows for a focused presentation that elevates the brand among upscale outlet retailers. Designed along the same "modern beach house" concept as its high-end, first-quality stores, the Cole Haan factory outlet prototype evokes a modern, inviting feel. Natural wood materials, chrome details and a warm color palette are integrated in a clean, open space that features three distinct areas: men's, women's and accessories. A simple floor plan and open ceilings create a sleek, focused presentation that enhances visibility and calls attention to the merchandise.

Outlet Store

Cole Haan

Philadelphia

Design: Callison, Seattle

This new design concept for one of Canada's leading dining chains conveys the idea of "expect the unexpected," a play on the brand's "do the expected, unexpectedly well" theme. Diverse spatial volumes, visual layering, strategic lighting, original art and a variety of seating options enable diners to experience Milestone's on 4 in a new way at each visit. The design succeeds in creating a feeling of serenity, openness and upscale, intimate dining despite the 10,000-sq.-ft. size of the venue. Modular space planning, pergola-like wooden structures, custom-designed chrome and frosted Mylar-applied forest graphics obscure views between areas and provide optimum space management.

Restaurant
Milestone's on 4

Toronto
Design: II BY IV Design Associates, Toronto



Casual Dining
Krazy City
Voorhees, N.J.
Design: BHDP Architecture, Cincinnati

Krazy City, a dining experience built around an indoor amusement park, is the latest in family entertainment. The format combines flexible dining areas that can accommodate large parties or individual patrons with large-scale theme-park rides, allowing families to enjoy outdoor attractions on a year-round basis. The design translates the dynamic and kinetic qualities of the rides into the overall architecture to create a complementary and synergistic experience of space. Core branding is supported by three-dimensional forms, themed elements and large-scale graphics that are intensified by lighting that recreates an after-dark outdoor experience.

A contemporary design goes a long way to creating a more fulfilling retail banking experience for customers of Mashreq Bank. An open format encourages increased access between customers and banking associates. There are no doors on the consultation offices, and no glass divisions on the teller counters. A range of colors and lighting treatments brighten up the environment, from Mashreq's signature orange hue, used in the ATM lobby to complement the fast pace of the transaction, to a blue-sky super graphic on the consulting office walls.



Financial Services
Mashreq Bank
Dubai, UAE
Design: Lippincott, New York City



PHOTO: WILLIAM WRIGHT PHOTOGRAPHY, SEATTLE

Financial Services
Honorable Mention
Red Canoe Credit Union
Puyallup, Wash.
Design: EHS Design, Seattle

With a bold new name and identity, Red Canoe Credit Union was looking for an equally memorable retail experience, one that would resonate especially with new younger audiences. Its new design does just that, providing a modern, distinctly Northwest theme and a memorable style of banking. The strategic use of colors and textures results in an energized and welcoming interior, and the use of natural materials such as wood and stone reflect the outdoors theme. The waiting area features a three-dimensional backdrop of actual birch tree trunks, and semi-transparent graphics of tree-forms on glass add visual interest. A "Discovery Center," accented with rain droplet-shaped glass pendants, engages members upfront, while a story wall, highlighted with a vivid red backdrop, runs the entire length of the lobby.

With its abundance of choices and emphasis on fresh foods, P.O.D. Market (Provisions on Demand) is right in sync with the discerning tastes of today's college students. P.O.D. reinvents the traditional campus retail experience by blending old-fashioned corner-store convenience with modern market style — and a sense of humor. The format, which uses modular components designed to maximize unusual campus footprints, has a hip, contemporary flair. Residential finishes, including wood flooring and cast stone panels, provide an inviting accent. Among the focal points: a signature mural that draws from archival photography unique to each campus.



PHOTO: MARK STEELE PHOTOGRAPHY

**Convenience Store
P.O.D. Market**

Brandeis University, Waltham, Mass.
Design: Miller Zell, Atlanta



PHOTO: RICHARD JOHNSON, TORONTO

A bright, modern design makes the often-intimidating world of wine approachable and inviting at Aisle 43, which is devoted to wines from Ontario. Backlit panels, metro wire shelving and simple color-coding make for a clear product presentation, and bottles are organized according to how people actually shop for wine: by reds and whites, and then by price. The accessible format speaks to all wine customers and allows them to sample and purchase wines in an attractive, laid-back atmosphere. The 450-sq.-ft. space includes an automated self-serve wine-tasting area and a digital-touchscreen wall where customers can learn about Ontario wines.

**Specialty Wine/Spirits
Aisle 43**

St. Catharines, Ontario
Design: Perennial Inc., Toronto

Exterior — Freestanding
Neiman Marcus

Canoga Park, Calif.
Architect: ELS, Berkeley, Calif.

Neiman Marcus delivers a bold first impression in Canoga Park, Calif., with a simple yet powerful facade distinguished by its clean, modernist lines. The steeply sloping site was notched and pulled away from the building to facilitate the creation of a protected terrace for a cafe. A rocky, water cascade and native plantings create a quiet refuge from the adjacent mall and parking lot while linking the 120,000-sq.-ft. store to its Topanga Canyon environs.

PHOTO: CHARLIE MAYER, CHICAGO



Exterior — Mall
Timberland

London
Design: Checkland Kindleysides, Cossington, Leicester (United Kingdom)

A lattice of reclaimed timber branches that wraps the store in the brand's iconic logo creates a visually dynamic exterior for Timberland's outpost in the new Westfield Shopping Centre in London. The facade, which connects to the structure of the mall, creates a strong brand statement, bringing Timberland's tree logo to life. It sets the stage for the interior, designed to reflect the company's craftsmanship heritage, outdoors orientation and environmental values.

Wrapped on three sides by a glass facade, The Store at Museum of Arts and Design offers the ideal setting to showcase its unique and colorful assortment of art, crafts and other gift items. The design creates an engaging environment that reflects the museum's mission, echoing its use of glass, light and form. The 1,350-sq.-ft. space sparkles with a palette of solid and translucent whites and crystal-clear glass accented with neutral metals. An elliptical curved-glass showcase features hand-crafted, one-of-a-kind wearable art in a three-tier, internally LED-illuminated presentation with a center island for storage, service and displays.



Attraction Retailing
The Store at Museum of Arts and Design
 New York City
 Design: JGA, Southfield, Mich.



Shopping Center (Open)
Winter Garden Village
 Winter Garden, Fla.
 Design: api(+), Tampa, Fla.

Architectural elements within the historic downtown of Winter Garden, Fla., serve as the basis for the design vocabulary of the 1.5 million-sq.-ft. open-air shopping center, Winter Garden Village. The tilt-up construction was detailed in metal framing, stucco, brick and a wide spectrum of colors to create both interest and variety throughout the project. The site plan allows for pedestrian connections and a variety of paths throughout the center, as well as providing shade and rest areas, and creating gathering spots where people congregate for food and entertainment. The design creates branded zones — The Grove, The Exchange and The Crossings — within the development that were derived from the history of the site, which was once a working orange grove and processing plant.



Wireless devices and services company Cellular South seamlessly integrates the online and in-store shopping experience at its flagship store. Transparent materials and interconnected elements convey the design theme: “clear connections.” With its technology focus, the displays includes an innovative 5-ft. translucent phone, projected onto holographic film adhered to glass. Monitors display product-level graphics and pricing, minimizing clutter and allowing for quick updates. A cool palette and stained concrete floors add to the 4,000-sq.-ft. store’s sleek, high-tech feel. The plan physically replicates the company’s Web site, with a traffic flow that mimics the consumer’s online navigation pattern.

Service

(less than 30,000 sq. ft.)

Cellular South

Design: Interbrand Design Forum, Dayton, Ohio



Designed to transform shopping for wireless products into a tangible, personalized activity, the T-Mobile “playground” concept store features an open retail environment that creates a hands-on, interactive experience. Bold, bright colors and shapes provide a colorful backdrop that supports the “playground” theme. Yellow powder-coated display pieces, custom magenta fabrics and materials, and metallic-silver fixturing create an approachable, playful backdrop that showcases products and services within the space. The clear, streamlined layout makes for an engaging and intuitive setting, one that customers can navigate in an informal and easygoing manner.

Service

Honorable Mention

T-Mobile Playground

Multiple locations

Design: Callison, Seattle

PHOTO: RICHARD JOHNSON, TORONTO



An inviting and spacious layout greets patrons at SilverCity Oakville Cinemas. The 45,000-sq.-ft. entertainment destination has something for everyone, from state-of-the-art movie theaters and a bowling alley to party and games rooms, food concessions and a sports bar. Technology, including LCDs and an LED ticker tape, offer a dynamic experience without the visual clutter traditionally found in theater lobbies. A stylish mix of design and functionality gives SilverCity has intergenerational appeal.

Service

(greater than 30,000 sq. ft.)

SilverCity Oakville Cinemas

Oakville, Ontario

Design: Watt International, Toronto

With its dramatic red, white and black colors and bold design, the Virgin Mobile kiosk embodies the larger-than-life Virgin brand. Simple yet profoundly functional, the concept is designed as a kit of parts to be used as a freestanding kiosk in a mall or in an inline store. Highly textured and classic finishes of white Corian, stainless steel, power-coated aluminum and glass enhance the visual allure and help capture customer attention. The phone-display housing lifts out for secure night storage at the end of the day.



**Kiosk
Virgin Mobile**

Multiple locations throughout Canada
Design: II BY IV Design Associates, Toronto



The marketing center for South Beach Condos & Lofts, two, 31-story residential towers, works to create buzz in a very competitive market. The design plays up the grand scale, tropical colors, dramatic chandeliers, lush fabrics and eclectic furnishings in an elegant reinterpretation of the renowned South Beach style, adding a modern, glamorous spin. The various configurations are all represented, from the Delano model, with its white-on-white finishes and lavender accents, to the Biltmore model, with its hot raspberry-colored accessories and smart modern furnishings.

**Showroom
South Beach
Presentation Gallery**

Toronto
Design: II BY IV Design Associates
Toronto

Featuring industrial concrete floors and an exposed steel structure, this 35,000-sq.-ft. space has been transformed into an ultra-modern home to showrooms, executive offices and exhibition areas for the Fornari Group family of brands. Visitors enter through an illuminated corridor that becomes a reception area that opens directly into the showroom. Carefully controlled curves are carved into the wall, ceiling and floors. Seamless stainless-steel pipes diverge and converge, in three dimensions, along the outlines of the curves, becoming solitary lines for handrails or hanging displays.



PHOTO: ALBERTO FERRARI, MILAN

Showroom

Honorable Mention

Fornari

Milan

Design: Giorgio Borroso Design, Marina Del Rey, Calif.



Timberland's ongoing commitment to sustainable design was the driving force in the creation of the 10,000-sq.-ft. showroom and office space for the company's apparel offerings. Trees made of stainless steel with carved branches inspired by Timberland's logo form a modern forest at the entry. The trees, surrounded by river rock beds, also serve as an energy-efficient light source, providing a soft glow and shadows with changing colors. The design sacrificed display space for windows and natural light, with 80 ft. of window space incorporated into the showroom.

Showroom

Honorable Mention

Timberland Apparel

New York City

Design: Cubellis, Boston

With its casual, cutting-edge environment and hip accents, Metro 59, the new shop for the young men's premium denim and collections department at Bloomingdale's, has maximum appeal for its young, urban audience. Funky neon signage, spelling "Bloom" backwards, serves as a key focal point for the shop as shoppers are drawn to the eye-catching visual as they travel down through the space. The exposed ceilings are fitted with industrial light fixtures, and clear, acrylic back-lit floor panels are used to create both impact and ambient light.



In-Store Shop
Metro 59, Bloomingdale's

New York City
Design: RYA Design Consultancy, New York City

PHOTO: MARK LAROSA PHOTOGRAPHY, NEW YORK CITY



The redesign and renovation of the bedding department at Macy's Herald Square flagship has completely reinvented the bedding sales experience. Based on a dream-like design theme, the overall environment is warm and welcoming, with an upscale residential palette. The beds, which are displayed on recessed floating platforms, are outfitted with headboards, reinforcing the residential feel. Elliptical aisle and ceiling-mounted curved resin panels draw customers in and through the department. Blackened oak-slatted wood screens help break up the space, define brand zones and create a sense of privacy for customers.

In-Store Shop
Honorable Mention
Bedding Department, Macy's

New York City
Design: TPG Architecture, New York City

Inspired by the aesthetics of nature, the overall design concept for Lotte evokes a simple yet supremely elegant ambience. Through its own distinct voice, each floor in the 247,273-sq.-ft. store communicates a different natural theme. The design team created a contemporary architectural envelope for the interior that speaks to the Lotte brand identified in the store's core, while allowing Lotte's luxury vendors to employ their own personalized expressions in the space. With sculpture art serving as architectural elements, the visual merchandising displays help to reinforce Lotte's image as an artistic and creative brand.



International — Department Store
Lotte

Pusan, South Korea

Design: FRCH Design Worldwide, Cincinnati



International — Food Service/Mass Merchant
Ole'

Shenzhen, China

Design: rkd retail/iQ, Bangkok

A modern design supports the upscale and lifestyle positioning of Ole'. Artistic photography and locally inspired fine art is featured in select locations throughout the 56,424-sq.-ft. supermarket, enhancing the overall architecture. The store is divided into merchandise worlds, with each area claiming its own material palette. Dry grocery is supported by a simple color theme of dark grey with neutral wayfinding graphics of black and white. The overall lighting concept uses a variety of sources, including indirect, internally illuminated and general illumination, to create a dramatic lighting effect that emphasizes the volume of ceiling height and depth throughout the space.

An innovative, futuristic design creates a one-of-a-kind environment at fashion apparel retailer Zu+Elements. The logo of the brand, the sign of the cross, is fractured and deconstructed throughout the 1,706-sq.-ft. interior, seeming to appear or sink through the cuts between the multiple planes. This language of cuts, segmented lines and moving planes pervades the entire space. Red back-painted glass cuts a path through the white-concrete floor, eventually crawling up and over the cash register, while silk-frosted mirrors along the walls give the space a rich, soft glow.



PHOTO: ALBERTO FERRERO, MILAN

International — Soft Lines

(less than 5,000 sq. ft.)

Cashwrap

Zu+Elements

Milan

Design: Giorgio Borruso Design,
Marina Del Rey, Calif.



An overall feeling of luxury and serenity envelops shoppers at DFS Galleria. The 59,298-sq.-ft. shop is divided into three separate, yet clearly linked, districts of upscale boutiques, with transition zones that showcase changing art works. A sophisticated palette of stones, metallics, relief panels, fabrics and wood veneer marks each district and complements the luxurious atmosphere.

International — Soft Lines

(greater than 15,000 sq. ft.)

DFS Galleria

Macau

Design: rkd retail/iQ, Bangkok

A contemporary design moves Qtel to a new concept that delivers multiple play services — mobile, landline, entertainment and broadband — rather than simply selling devices and contracts. The format for the 3,600-sq.-ft. space creates an experience where customers, through trial and information, can truly understand the services offered. The overall environment is bright, friendly and accessible, with playful but informative graphics.

Hard Lines

(less than 5,000 sq. ft.)

Qtel

Doha, Qatar

Design: Lippincott, New York City



International — Hard Lines

(less than 5,000 sq. ft.)

Zonik

Jeddah, Saudi Arabia

Design: Winntech, Kansas City, Mo.

A new concept in high-end digital consumer electronics products and services, Zonik envelops customers in an atmosphere of high-tech and high-touch through the use of luxury styling cues and innovative visual merchandising techniques. Each zone in the 3,297-sq.-ft. store is flooded with colored LED lighting that responds dynamically to customer inputs triggered automatically by touching the merchandise. Products are displayed on spinning wheels that rotate 360 degrees, with the physical movement of the wheel digitally translated onto kiosk touchscreens. Hand-made art glass, terrazzo flooring, highly polished stainless-steel accents and hand-stitched leathers in bright colors and fun textures are contrasted with the slick, sleek finishes of the merchandise.



One of London's oldest and most venerable retailers, Hamleys has been transformed into a 21st-century toy showplace. The design leverages the rich heritage of the storied Hamleys brand, but with a modern, playful twist. In the grand entryway, classic London architectural details were applied and combined with modern video displays. A replica of a double-decker bus serves as the escalator surround, with the sides outfitted with shelves for product displays. Other fun attractions include a multi-sided tree house that displays bears in kid-sized rooms, a royal-themed cafe with a chandelier made of teacups and spoons, and a birthday party suite.

International — Hard Lines
 (greater than 15,000 sq. ft.)
Hamleys
 London
 Design: Chute Gerdeman,
 Columbus, Ohio



Sophisticated and modern resort themes are mixed with simple materials and details to create a signature architecture that supports SB Design Square's brand positioning as a leading contemporary living-solutions provider in its marketplace. General category areas or show floors are anchored by focal walls, while specific statements are made in showrooms and on cat walks. Beyond the room settings, special attention was paid to the main open atrium space that features a sculptural framework to highlight specific product categories and seasonal and style themes.

International — Hard Lines
 (greater than 15,000 sq. ft.)
Honorable Mention
SB Design Square
 Phuket, Thailand
 Design: rkd retail/iQ, Bangkok