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ALDI Corner Store

Global design agency Landini Associates debuts a new small format design concept, ALDI Corner Store, for ALDI in Sydney, Australia.

Following their nationwide redesign of ALDI Australia's stores, Landini Associates were entrusted to design a local, smaller trading format for ALDI Australia called ALDI Corner Store. Launched this month at 99 Mount Street in North Sydney, the brief was to interpret the traditional ALDI model into a new layout that is truly local, uniquely different, but still recognisably ALDI.

Landini Associates' work on the project included naming, identity, interiors and all in-store graphic communications from environmental, signage and wayfinding to the tone of voice and uniforms.

The layout of ALDI Corner Store is driven by the need to refurbish existing buildings rather than constructing new properties - an approach aligned to the needs of a local, largely walk-in urban customer base. Grocery and fresh produce are still the core offering but are newly supplemented by a growing range of ready to go meals and convenience-based products, as well as a new take away coffee and artisanal bakery offerings. The brand's popular Special Buys range remains an integral element of the ALDI Corner Store service offering.

The new design celebrates ALDI's renowned dedication to corporate responsibility, reflected in the brand's recent delivery of 100 percent renewable electricity across its business operations and its commitment to send zero waste to landfill by 2025.

Reinventing how smaller store formats are interpreted in Australia, rather than featuring neighbourhood photographs or signs declaring the location, each site will be designed to celebrate its community through strategic local art partnerships. The debut ALDI Corner Store in North Sydney unveiled the work of Sydney artist, Mulga, who was commissioned by Landini Associates to decorate both the interior and facade of the site.

Mark Landini, Creative Director at Landini Associates, commented, "We wanted to create a solution that is both a design signature and memorably ALDI but also something truly different. We have ensured that each ALDI Corner Store will be recognisable and distinct, both in the design parameters and in this first store by commissioning a unique artwork."

To generate a consistent brand atmosphere and customer experience, each ALDI Corner



Store will feature a material palette of pale brick, white tiles and black and blockwork, terrazzo and black and galvanised steel mesh, timber palettes, oak and walnut, which is all sustainable.

Mark concluded, "This venue raises the bar for what local shopping should be - it's truly a new standard. We're excited to see and hear the local reaction for every new ALDI Corner Store." 

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Client: ALDI Australia.

Landini Associates scope of design works: naming, identity, interiors and all in-store graphic communications (environmental, signage, wayfinding, tone of voice and uniforms), mural artwork direction and commission.

Mural art by: Mulga (Joel Moore).

Photography by: Corporate Pixel/Kyle Ford.