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We are thinking of you and your families at this very difficult time. Please take care and remain safe and well.

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Esselunga

Italian supermarket chain, Esselunga, together with Landini Associates have reinvented the layout of the brand's newest superstore in Brescia, Italy.

The revolutionary reinvention sets a new benchmark for the brand. The design team, Landini Associates, have swung the layout through 90 degrees so that the checkouts are now to the right within the store. The front of the store, normally reserved for the checkouts, now showcases a glass box of 'products' promoting the Bar Atlantic cafe, deli kitchens and bakery goods, all previously hidden.

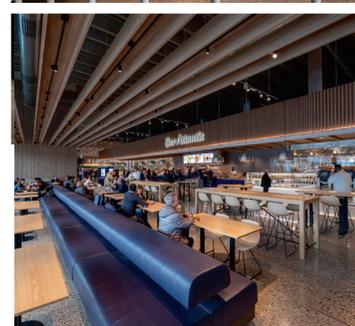
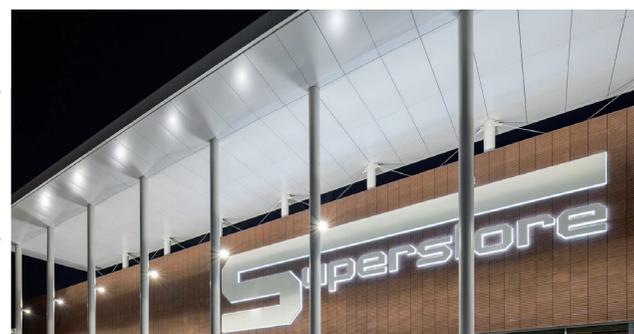
The second radical change is the introduction of boomerang aisles. More specifically, the design introduces triangulated grocery aisles, inviting customers into the store's heart by using merchandise as the primary signage. Each aisle has been rethought and reinvented to create this unique concept.

In addition to an abundance of glass to showcase the theatre of food, the design incorporates further theatre straight from the Esselunga factories. Projected films of the manufacturing plants are an entertaining masterclass in Esselunga's food production skills.

Mark Landini, Creative Director at Landini Associates commented,

"Throughout all our projects, Landini Associates strive to 'Reinvent Normal'. This is a process by which everything is challenged, broken down and if needs be, discarded. It is simply a way of examining whether a norm, or a starting point, makes any sense. What results is the reinvention of the vernacular of any category that we are working in. Challenge the norm, invent something new and memorable and you've 'Reinvented Normal'. Sometimes this requires bravery, other times just the application of common sense."

Paul Gates, Associates Director at Landini Associates added, "In the case of supermarkets placing payment stations in the most prominent and valuable space would seem, to us, not to make sense. So, we agreed with our client to change this. The front of any high street store is its shop window, normally a place where its products are promoted. That's all we did here, promote Esselunga's ability to make great food. Requiring customers to read signs so they know what's in an aisle is tiresome. Better to show them instead by



staggering the aisles. All this simply makes sense. Blindly following what others have done, just because it's the norm, doesn't."



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Client: Esselunga
Location: Brescia, Italy
Size: 4,600 square metres
Landini Associates' scope of design works: Master planning, Interior Design, Graphic Design, Wayfinding, Signage, Ticketing
Photography: Andrew Meredith

