

FRAME

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THE NEXT SPACE

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**THE STATE OF
SPATIAL DESIGN**

GROCERY RETAIL IS CHANGING. HERE ARE 3 FOOD SPACES LEADING THE WAY

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BOOKMARK ARTICLE 



Supermarkets have lagged behind the rest of retailers when it comes to offering experience-driven spatial design. While consumer choice is abundant, grocers tend to differentiate themselves from the competition by price and convenience. However, some brands are turning to spatial design as a way to revolutionize the food shopping experience. We rounded up three spaces leading the way.



Hyperlocal store design makes global chains relatable community spaces

Landini Associates teamed up with Aldi to deliver a small-format, hyperlocal store for the global grocery retailer. The designer was briefed to create a commercial interior that was ‘genuinely local, uniquely different, but recognizably Aldi’ – one catered specifically to walk-in customers in high-density urban areas. Convenience is thus at the heart of the layout. Continuing collaborations with local artists give the space a uniquely regional feel. Grocery stores have not seen the fast-paced revolution taste for experientiality and online platforms have inspired in other sales sectors, but that doesn’t mean there isn’t substantial room for innovation when it comes to everyday food retail. The Aldi Melbourne store gives the community a market that feels novel yet relatable, a space that presents configurations and artwork specifically suited to local user needs.

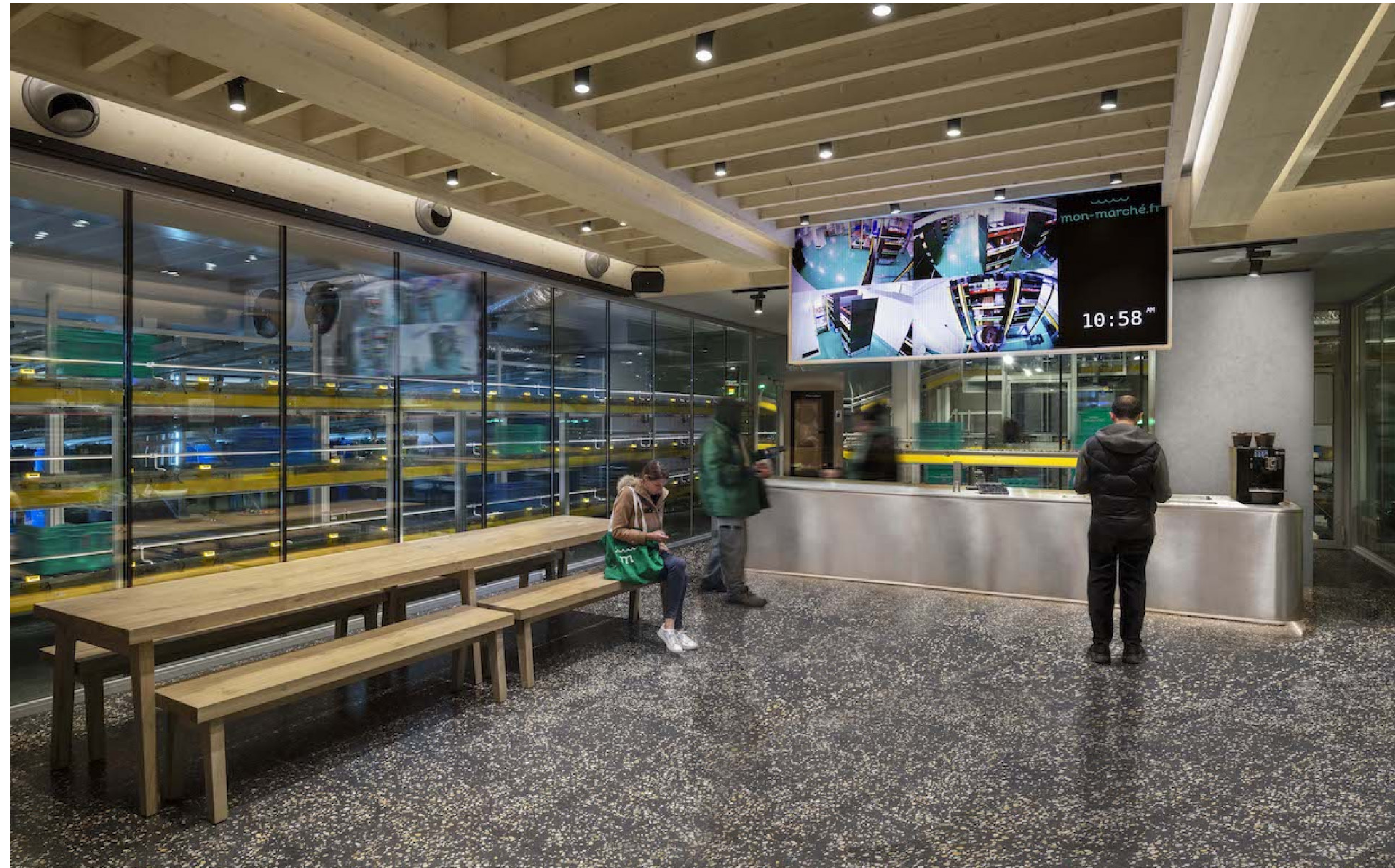
Read more [here](#).



Grocery stores are adopting a marketplace-as-a-meeting-place mentality

Built with the needs of the community in mind, SuperHub is located within Meerstad, a burgeoning district in Groningen, the Netherlands. Real estate developer MWPO commissioned De Zwarte Hond to create a sustainable marketplace – complete with a café – that can continuously be adapted to fit changing required functions, like hosting community events. Wide windows give passersby full view into the space. As part of the grocery chain’s larger effort to facilitate community in its stores throughout the Netherlands, the design of the SuperHub doubles down on the heart of this gesture for a much wider audience, reinstalling the market as a crucial community meeting place. The design fulfils commercial and community needs in a mutually beneficial way, standing as a benchmark for local development.

Read more [here](#).



Automated grocery delivery is becoming more transparent to consumers

A Paris grocery delivery platform focused on fresh produce, Mon-Marché.fr's fulfilment centre is not a 'dark-box delivery channel'. The Landini Associates-designed space is literally transparent, with floor-to-ceiling windows on the street level giving customers and passersby a view of the produce and the service's semi-automated process. Customers enter through an open corridor with glass cut-outs on the floor, viewpoints into another warehouse space below. The tech-driven infrastructure is the most visible aesthetic element, with shelving moved with automated pallet wagons. The retail space also hosts events and programming like tastings and cooking demonstrations. The decision to make

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the space visible to the public is a deliberate appeal to consumers. It familiarizes them with relatively new technologies that have mostly been kept behind-the-scenes until now. It also importantly expands access to fresh produce.

Read more [here](#).

