

Holistic Retail Design

RESHAPING SHOPPING FOR THE DIGITAL ERA



**Flagship format
Creation**

Studio
Landini Associates

Client
Loblaws

Location
Toronto, Canada

Year
2011

Signage is a key element in this project, and the designers used a number of approaches, from utilitarian stencils through wall-covering expanses of colour to moulded concrete and nostalgic fonts evoking the 1950s. Landini Associates utilised the gigantic wall areas for communication and guidance. Letters up to seven metres high provide a clear frame of reference in this oversized supermarket, which used to be a sports arena. Each of the various areas has its own visual identity. The signage – right down to the labels on the shelves – is an integral component of the overall concept.



