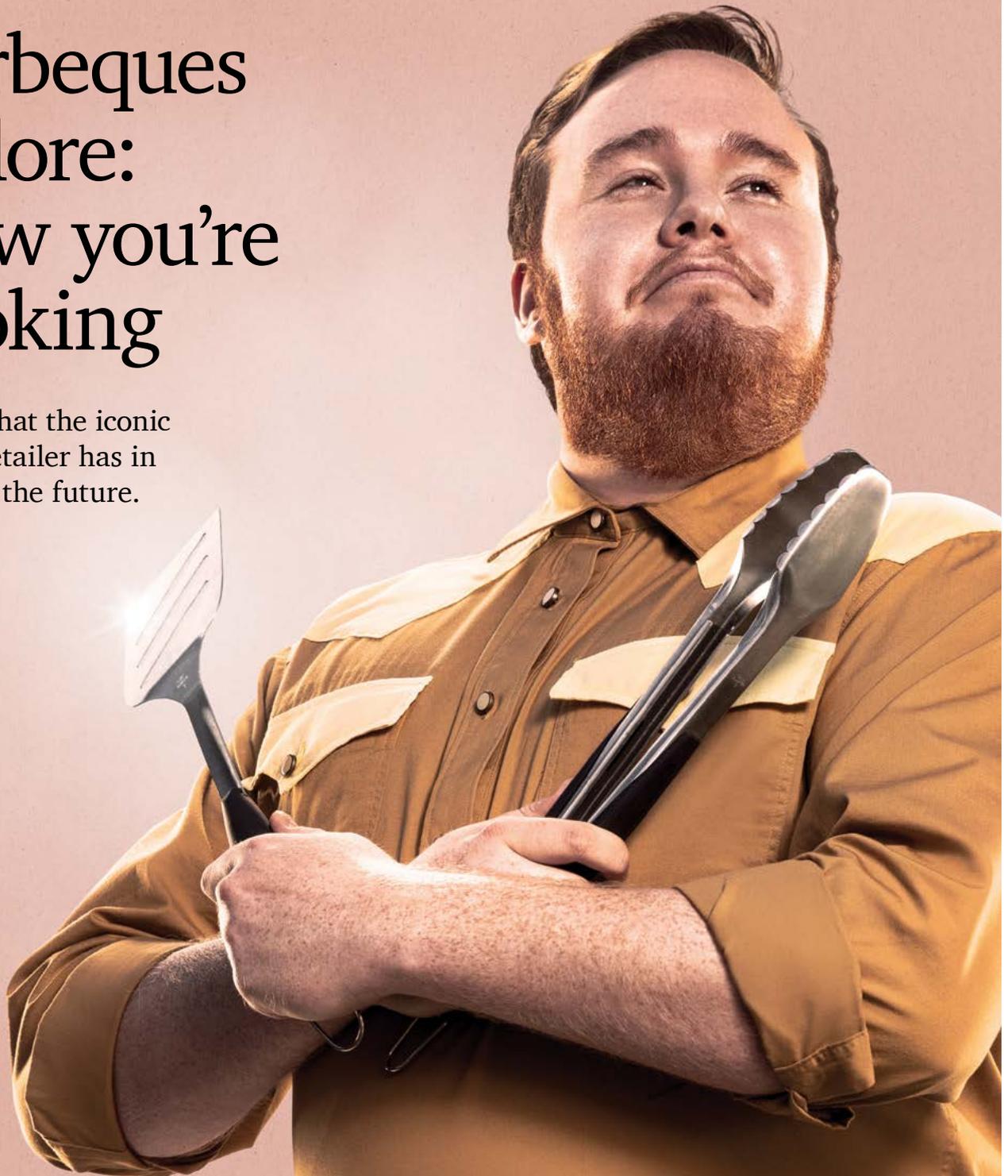


## Barbeques Galore: Now you're cooking

Here's what the iconic Aussie retailer has in store for the future.



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Here's what the next generation of retail leaders needs. **p13**

# The mission to make Macca's cool again

Moscow's Pushkin Square is home to the evolution of the fast food chain's latest global store design.

By Ruth Hogan. Photography by Andrew Meredith and Trevor Mein

**M**cDonald's is on a mission to be cool again with a fresh new look to win back the Millennials that have abandoned the fast food giant in recent years.

The stores, which have already rolled out at select locations in Sydney and Brisbane, shine brightly with large blocks of the brand's iconic yellow to capture the attention of all in the vicinity.

Wide open spaces, transparent partitions, high ceilings and chunky staircases, are among the standout features of the "Ray Project" stores, which aim to provide a place of calm for those who linger there.

The simple and stylish design features classic materials with an urban feel, including concrete, glass, stainless steel and oak.

In Australia, at least, the restaurants have been well received by consumers. The McDonald's Sky Kitchen at Sydney Airport is "the most Instagrammed place" at the terminal, according to general manager of retail Glyn Williams.

"People have started arriving early for their flights just to see it," Williams said.

Moscow's Pushkin Square is the home of the latest Project Ray restaurant, and is an evolution of Landini Associates' global format, launched in 2015 and named after the brand's founder, Ray Kroc.

Customers can customise their meal and pay for orders at interactive kiosks and slot into one of the semi-private booths to enjoy their meal in peace.

Mark Landini, creative director, Landini Associates, said the store offers a visually quiet place to enjoy food, one of the few constants, in an ever-changing society.

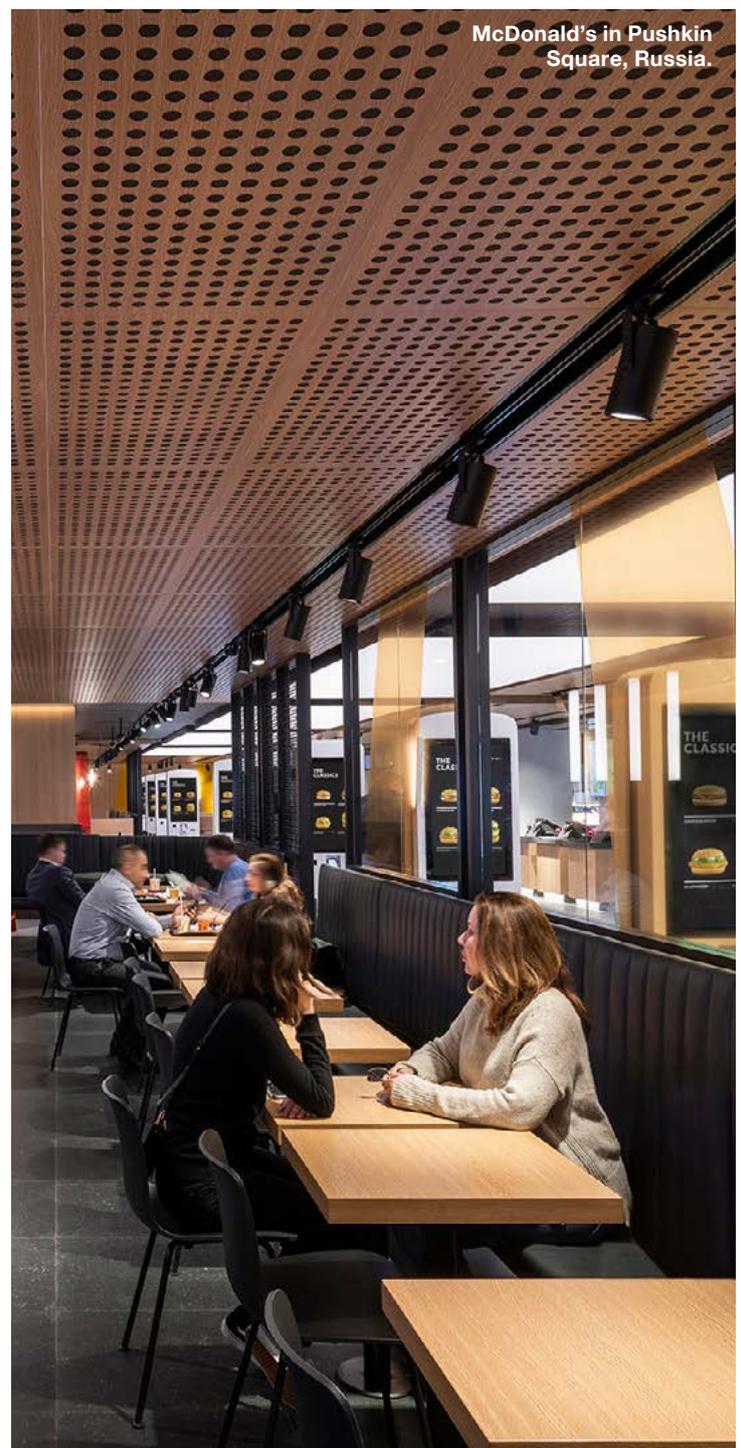
"Eating is a fundamental human interaction – a place of commune where we behave as we have for millennia. We need a visually quiet place to do this in, so we can hear each other talk, laugh, argue and cry," Landini said.

"Creating simple places and spaces is much harder than creating loud and fashionable ones, creating memorable simple spaces is harder still. This project overcomes the challenge of creating a quiet, neutral, classic space that is memorable too."

Earlier this month, Landini Associates were recognised for their work on the McDonald's Times Square store at the Retail Design Institute of America awards in the lighting and innovation categories.

McDonald's revamped restaurants can also be found in Chicago, San Francisco, London, Madrid, Milan, Poland, Buenos Aires, Seoul, Hong Kong, Shanghai, Beijing, Dubai, Tokyo and Singapore.

Meanwhile in Australia, McDonald's has just started building its 1000th store, located in Melton South, Victoria. It will be the fast food chain's first sustainable flagship store in the country and made from recycled materials, while using 100 per cent renewable energy, including solar energy sourced from rooftop panels. **IRW**



McDonald's in Pushkin Square, Russia.

The Times Square store has just picked up a global design award.



Bold yellow staircases and simple materials like concrete and stainless steel are part of Project Ray.

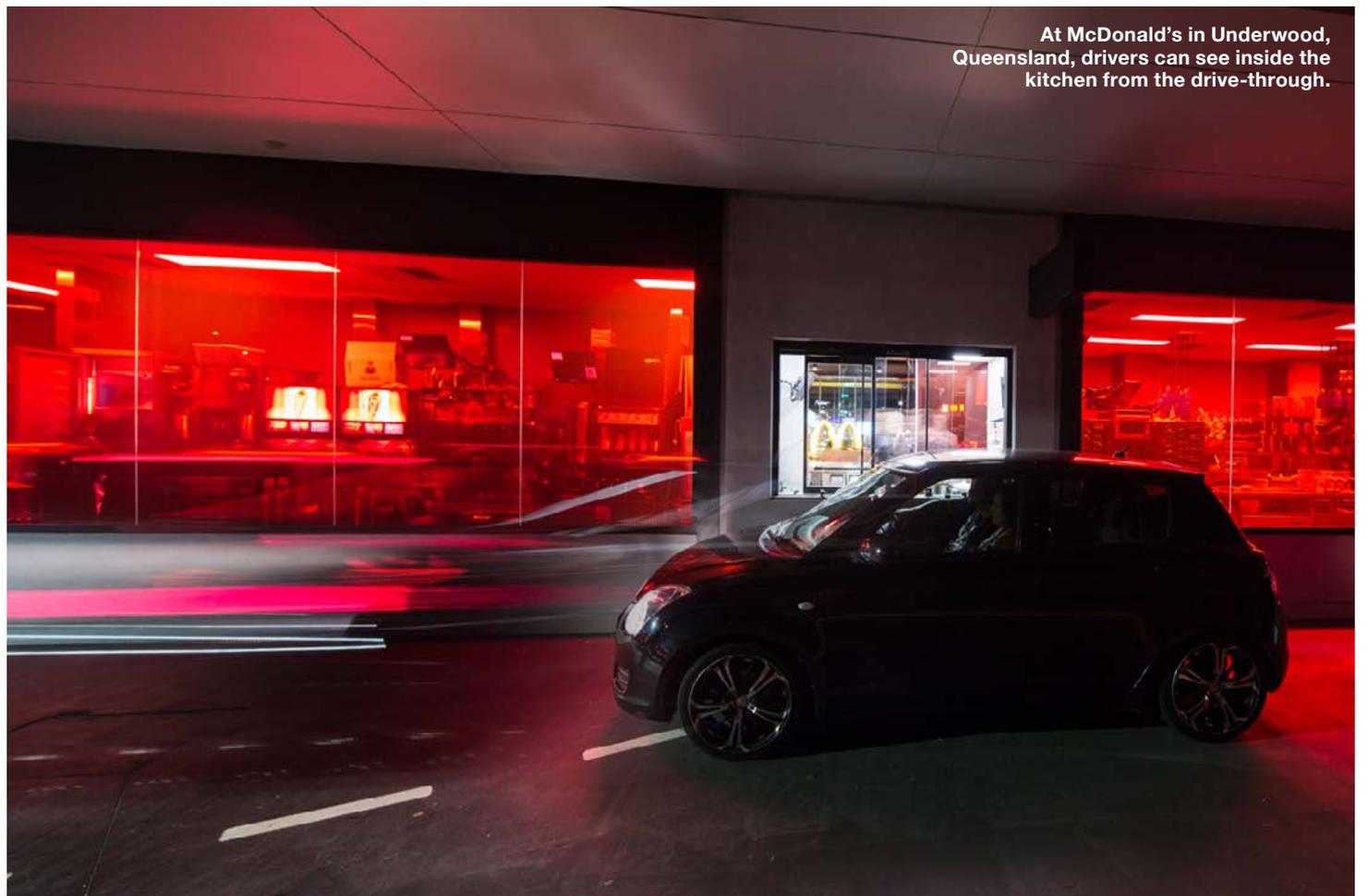


Sleek and minimalist.

# STORE DESIGN



The Sky Kitchen at Sydney Airport.



At McDonald's in Underwood, Queensland, drivers can see inside the kitchen from the drive-thru.