

POWERSHOP 4



New Retail Design

FRAME

LOBLAWS BY LANDINI ASSOCIATES



WHERE Toronto, Canada WHEN November 2011
CLIENT Loblaw's DESIGNER Landini Associates (p.496)
TOTAL FLOOR AREA 7900 m² SHOP CONSTRUCTOR Icon
PHOTOS Trevor Mein

The brief of Loblaw's was to create 'the world's best food store' and so Landini Associates set out to redefine the whole supermarket genre. Firstly, the space – an iconic old ice hockey stadium – was designed as a social hub. Social spaces, including a cookery school and numerous places to eat, were added to the shopping areas to create community appeal (there are few public facilities in the area). Welcoming warmth is expressed by a palette rich in orange and red (the brand colours), and by a giant artwork – a huge blue maple leaf, made from the old stadium chairs and referring to the supermarket's location in Maple Leaf Gardens – that greets visitors at the entrance. A key decision for the designers was to avoid the usual supermarket solution of harsh fluorescent lighting, instead opting for a system that lights the produce and signage, while creating alternating areas of shadow and brightness that humanise the space. Stripping back the walls to their original concrete surfaces suggests authenticity and a sense of history, while wood fixtures

and bright linoleum floors soften the industrial effect. Stainless steel and glossy black and white tiles add to the rich textural mix. Signage is a key element of the project, and the designers used a number of approaches, from utilitarian stencils to wall-covering expanses of colour to moulded concrete to nostalgic fonts evoking the 1950s. Throughout the store, there is much attention to food as theatre, with a giant 6-m-high wall of cheese, extensive glass-topped display counters and market-like expanses of colourful fruit and vegetables.

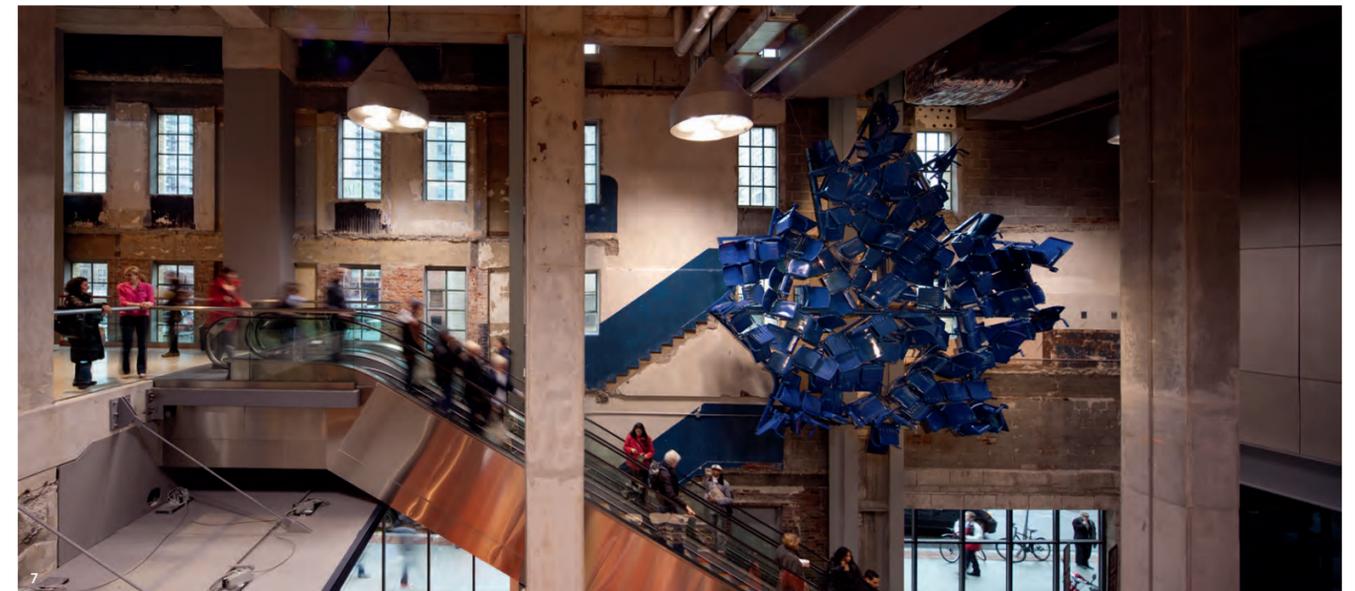
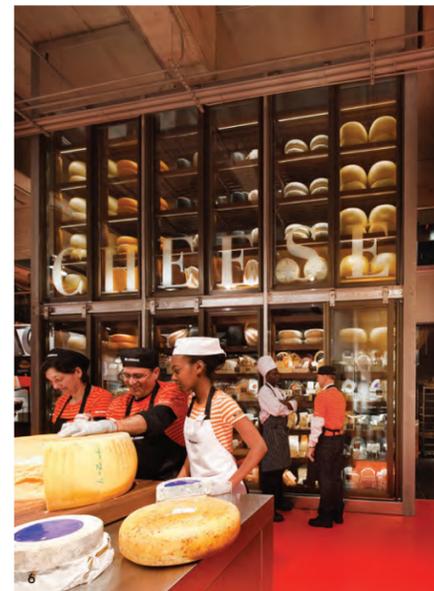
- 1 The warm palette is rich in orange and red, the brand colours.
2 & 3 The numerous places to eat in-store adds an interactive aspect and a certain social appeal within the





- 4 Lighting the products and signage, while allowing some areas to be darker, avoids the bleak atmosphere created by fluorescent light.
- 5 Huge, colourful graphic signage adds drama but also makes wayfinding simple.
- 6 The theatrical display of cheese is additionally identified with large lettering.
- 7 The blue installation made of chairs – recalling the building's previous incarnation as a stadium – is an eye-catching aspect that greets visitors at the entrance.

Shadows and brightness humanise the space





Reinventing the teahouse as a take-away concept

T2B BY LANDINI ASSOCIATES



WHERE Sydney, Australia WHEN July 2013
 CLIENT T2 tea DESIGNER Landini Associates (p.496)
 TOTAL FLOOR AREA 55 m² SHOP CONSTRUCTOR Faculty Shopfitting
 PHOTOS Sharrin Rees

A wholly new take on the teahouse, T2B is a fresh and fragrant retail concept devoted to the time-honoured brew. Selling an adventurous range of teas to take away, or to enjoy on the premises, T2B is the second brand of T2, and the first in a planned series of take-out points. The store also sells a small range of food items, plus 200 kinds of packaged tea. Landini Associates created the interior, which rethinks teahouse conventions for a new generation. A large cast concrete bar showcases the making of tea in a theatrical manner and reflects the experimental approach – the store allows customers to design and blend their own brews. In order to create more drama, an angled mirrored ceiling was installed over the bar, and the signage is made of extruded concrete letters surrounded by a huge splash of expressionist paint. Other features include the tea library at the rear of the store, made from black oxidised steel shelving and canisters. This dark palette allows T2's trademark orange packaging to stand out under the intense lighting, in glowing shades as rich and warm

as the beverage itself. Creating an additional zone in the space, a small steel 'dry bar' ledge acts both as a place to stop, drink and chat and a rail to protect customers from the level changes at the site's threshold. Finally, two small back of house areas are hidden behind a vertical projection screen, displaying film of seas and forests and a massive secret pivoting door of tea.

- 1 A massive cast concrete bar makes a theatrical focal point in the store.
- 2 An angled mirrored ceiling over the bar creates more drama, while the black shelves on the side walls frame T2's glowing orange packaging, which evokes the colour of tea.