



# Design & Display Directory 2022

ISO  
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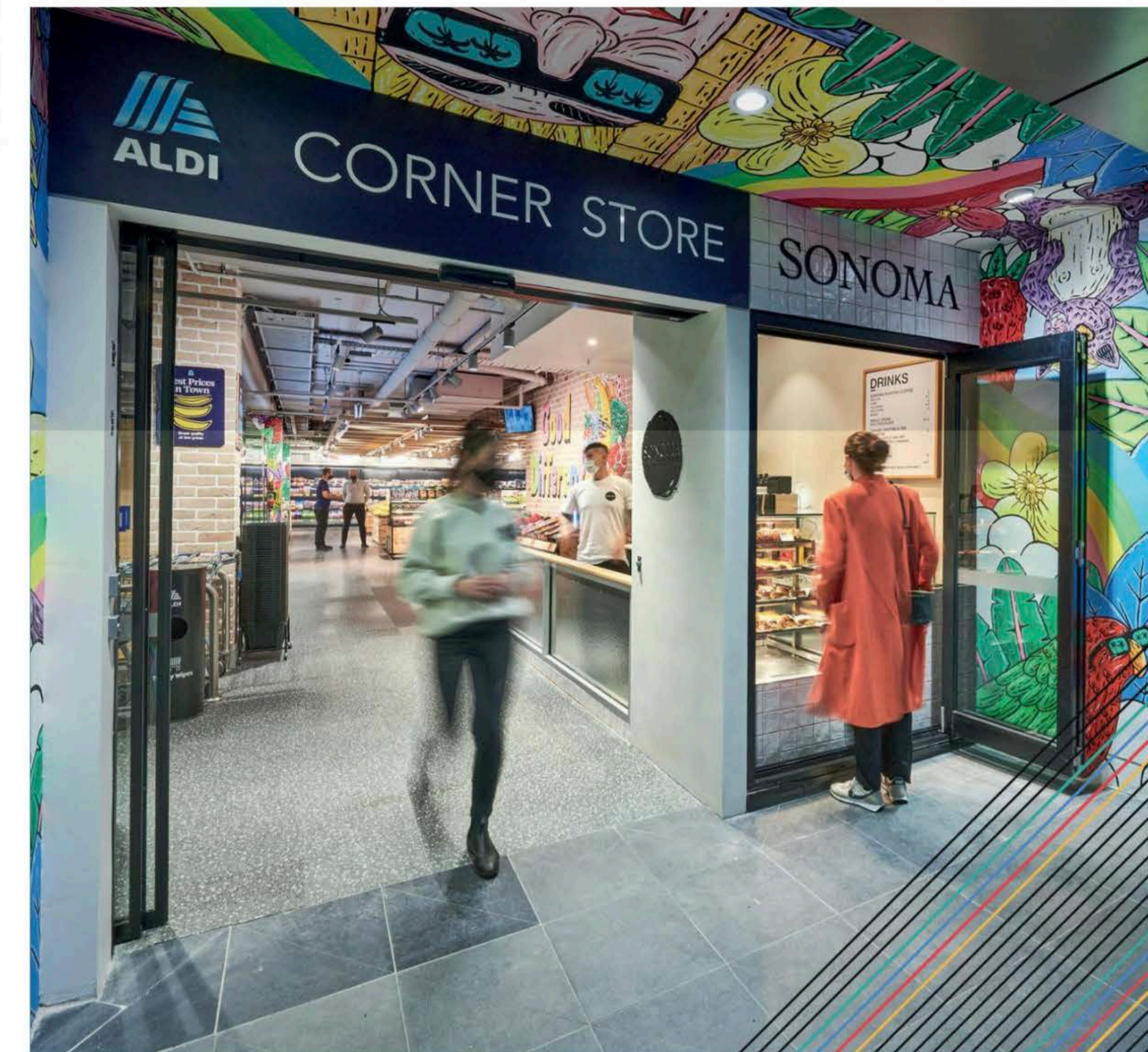


CDC



CREATIVE  
RETAIL AWARDS





# PROJECT: ALDI CORNER STORE

ON THE OTHER SIDE OF THE WORLD IN SYDNEY, AUSTRALIA, ANOTHER RETAIL ACHIEVEMENT HAS BEEN RECEIVED WITH MUCH ACCLAIM. ONE OF THE LARGEST SUPERMARKET CHAINS, FAMED FOR ITS STRIPPED-DOWN STORES AND COMPETITIVE PRICING, HAS LAUNCHED A CREATIVE NEW CONVENIENCE CONCEPT.

The population of Northern Sydney, the site of the inaugural store, are revelling in a very independently styled grocery store. Adorned with street art the instore experience is fun and enticing, refreshing and inspirational. Aldi joined forces with Landini Associates to create a unique format – the Aldi Corner Store; a store that both looks great and is eminently affordable. A rare combination!

In addition to its core grocery and fresh produce, the Corner Store offers a growing range of convenience-based products, an artisan bakery serving seven different types of sourdough bread, and take away, locally roasted barista coffee. There is also an instore juicer and of course the much-loved special buys.

From the moment you enter the store you are bombarded with powerful, colourful imagery. Landini commissioned a local artist to decorate the interior and the



façade to help tie the brand to the local community which it serves. A proposition that will be repeated locally across Australia to create a distinctly different yet uniquely Aldi look. The street style has been conveyed further through the graphics, staff uniform and the tone of the store; the overall ambiance is original, quirky and playful. With phrases such as 'A bit cheesy', 'Nuts about nuts' and 'Go bananas' heading its produce, the new concept will appeal to its youthful, cosmopolitan neighbourhood.

Street art embellishes the store façade, multiple instore backdrops and full height columns. Its playful tone is then conveyed through all instore signage and messaging. To ensure continuity and brand recognition a consistent palette of materials has been adopted for the new design. Pale brick, white tiles and blockwork have been incorporated

alongside the graphic backdrops to form the perimeter; white tiling has been applied to the chiller zones. Black terrazzo-style flooring is matched with black galvanised steel which highlights all instore shopfittings and display, as well as signage. Mesh panels cover the entire expanse of ceiling. Fully sustainable timber palettes, oak and walnut are also woven into the scheme. Of particular interest are the wooden crates, which are used to display fresh fruit and vegetables, they bring an authentic feel to this funky outlet. Wood shelving is primarily used within the bakery section and wooden planks frame the mesh ceiling panels.

The vibrant mural wraps around the entrance creating a tunnel through which you enter. The coffee counter is positioned at the very front of the store to take advantage of passers-by and make it easy for customers who have completed

their shopping, to grab and go. Though smaller in size to their supermarkets, the store has a big personality and feels decidedly spacious. Wide aisles give the illusion of space and allow room for browsing. The bulk of the freestanding fixtures and fittings are low to mid height and don't obstruct the views around the store; it has an informal feel that pulls you into its heart leading you naturally through its many different areas.

This new bite sized grocery retailer is a real coup for Aldi. It's loaded with character and charm and is environmentally credible too - powered by 100% renewable electricity and is complicit in the chain's promise to send zero waste to landfill by 2025. Convenience food products are wrapped in recycled packaging and there are recycling bins located instore for customer use. Quite the trend setter and a beautifully executed store.