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Photogenic

Bold colour and clean lines mean this photographic studio and retail store stands out from the crowd in a busy mall environment

This page: This shop fit-out, for prominent portrait photographer Mark Morffew, creates a breezy brand image that is approachable and stands out from its neighbours. Offering mainly child and family portraiture, there is plenty of floor space, allowing easy access for strollers. Materials were chosen for their simplicity and durability. Viewing stations comprise corrian tops on tough stainless steel podiums.

Creating a brand image for a well-respected photographer can be a juggling act. On one hand, the look has to grab attention and translate easily through the signage, the store design and ultimately the product packaging and website. On the other hand, the theme has to frame and not overwhelm the photographer's works.

The brief for Mark Landini was to create an approachable brand and total packaging concept for top-end photographer Mark Morffew, who specialises in both child and family portraiture.

"We wanted to create a brand image that would stand out in a crowded mall and provide

distinctive branding for a follow-on chain of similar stores," says Landini. "Most importantly it had to showcase the photographer's work."

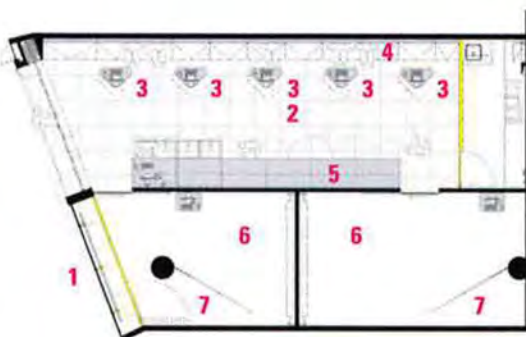
A larger than life image by the photographer fills the shop's front window – this is changed from time to time to keep the interest of passers-by. The large image, lacquered yellow wall and simple lines constitute the store's striking appearance.

"Clean, simple lines accentuate the airy space," says Landini. "Materials such as vinyl upholstery, stainless steel podium legs and corrian surfaces are well-suited to the high traffic of children and parents visiting the shop."



Architect: Landini Associates, (Surry Hills, NSW)
Facade: Glass, full height; Bisazza portal frame
Window & door joinery: Dynamic doors in natural anodised aluminium by Prestige
Backdrop: 2 pack doors in yellow
Tiling: Bisazza
Flooring: Taralay UVI-Blanc 6605 in studios
Wall treatments: Dulux wash and wear, low sheen
Ceiling: Plaster board; Morphers by Tempa Environ
Lighting: Iguzzini track-mounted parallel flood; Cobra floor-mounted spot light; downlights by Concord
Furniture: Custom Banquette
Signage: Signature Signs

Photography by
 Ross Honeyset



The space is divided between two glass-walled studios and a central retail area. First a subject's photo is taken in one of the studios. Back in the retail area, images are viewed, cropped and tried with various virtual frame options. The screen podiums and bench seating are both chic and hard wearing.

The shop counter is a sleek wall cabinet beneath shelves displaying framing options, and storage is tucked away behind the bright yellow feature wall.

"From the retail area, the camera's flash is visible through the frosted glass studio walls," says Landini. "It is a bustling, friendly space that signals an up-market yet approachable brand image."

Above: Large screens in the retail space, front window and studios celebrate the photographer's works. The ambience is uncluttered and contemporary – more gallery space than conventional retail.

Left: Legend: 1 shop front, 2 retail space, 3 viewing terminals, 4 bench seating, 5 merchandise bench, 6 studios, 7 gallery display walls.