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CONTEMPORARY MARKETPLACE

Brand design is most effective when it delineates both what's important and what differentiates



POINT OF DIFFERENCE

Melbourne's flagship Jones the Grocer store raises the standard for international fare, epicurean theatricality and a sense of standing apart from the crowd

Preceding pages The new Jones the Grocer store, with interiors designed by branding company Landini Associates, presents a chic, transparent face to visitors to the sprawling Chadstone shopping centre in Melbourne. Floor-to-ceiling windows allow the elongated display stands to be seen in their entirety from the street.

Left An outdoor café provides an open welcome to passers-by. While concrete floors feature in most Jones the Grocer stores, wood floors were appropriate for the Melbourne climate.

Below Displays of wine and delicatessen items greet visitors to Jones the Grocer as they enter.

Creating an effective retail interior can go well beyond the nuts and bolts of display and trading. The layout itself can become part of an all-enveloping experience that a brand owner seeks to evoke.

Mark Landini, of brand and design consultants Landini Associates, says he seldom designs an interior that does not intrinsically reflect a brand or company ethos. Landini's fit-out of the new Jones the Grocer store in Melbourne is good example of this.

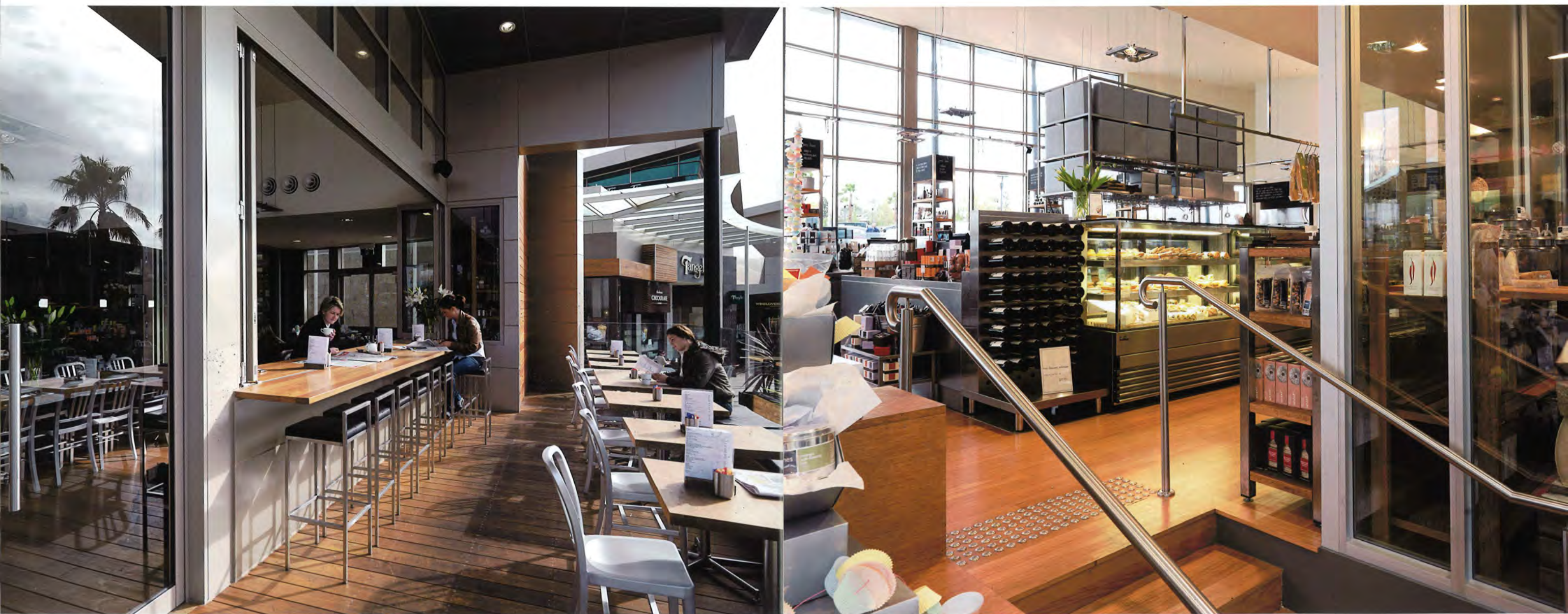
"Jones the Grocer's branding was already in place when we came to this project," says Landini. "So for this store opening in Melbourne we were essentially custodians of the existing brand. After working with the client for two years and attaining a close knowledge of its market character, we have created an open,

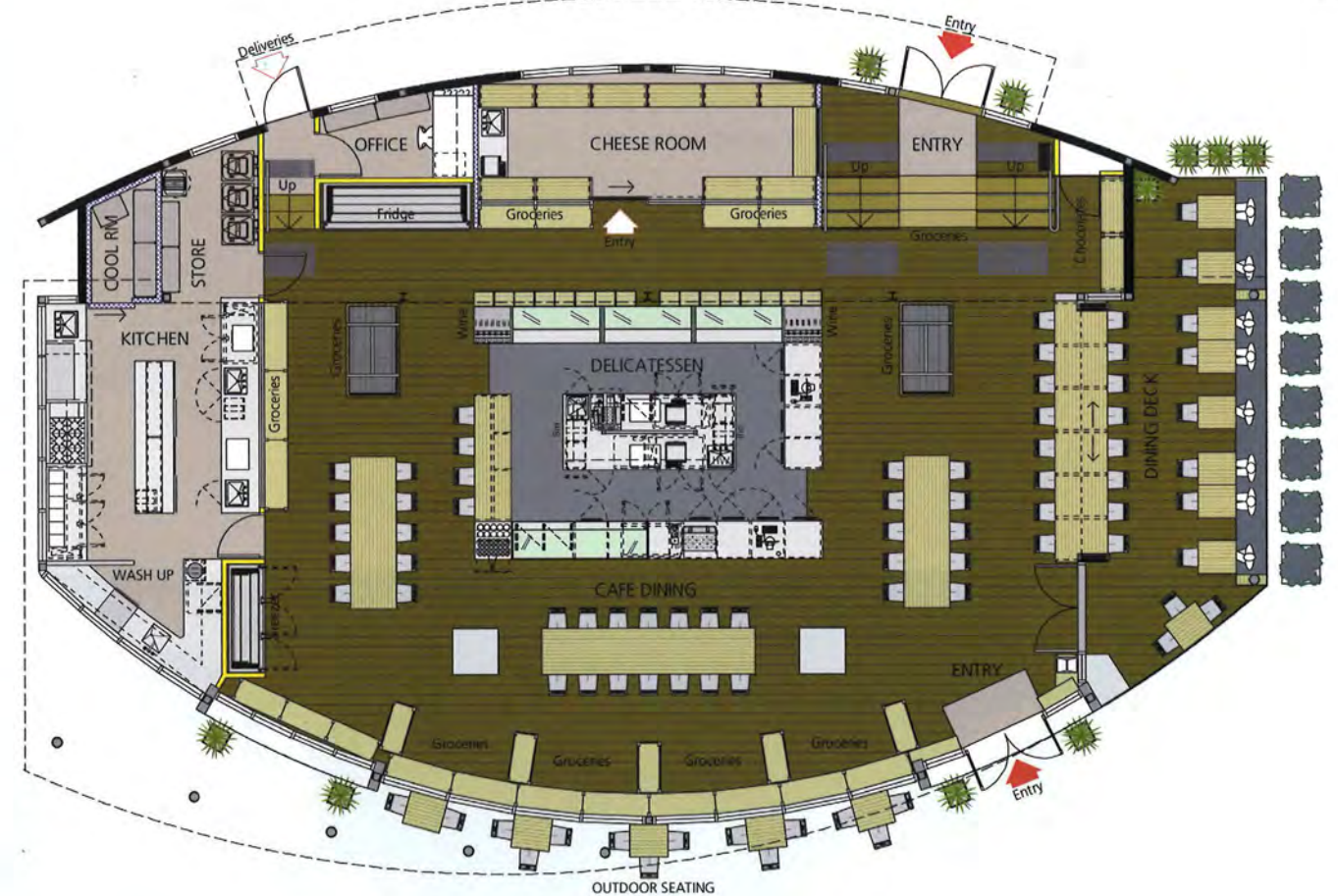
multifaceted store with an air of foodie theatricality."

Landini's client's positioning is that of a lifestyle choice – a one-stop epicurean environment for people who care about the finer things in life, including high-quality fare. The store displays the finest food sourced from around the world – handmade pasta from Italy, cheeses from Holland and France. These are sometimes displayed with original branding but more often under Jones the Grocer's own signature.

Jones the Grocer also creates its own food for the in-store café, and in this store there is an open kitchen where visitors can watch meals being prepared.

"We have set up the store with an emphasis on the products themselves and the drama that goes with the enjoyment of food," says Landini. "Experiences for





Far left, top Produce from around the world is displayed under its original name, or with Jones the Grocer branding.

Top left A dedicated cheese room presents an experience with a difference for visitors to the store.

Far left, lower Ranked displays of internationally sourced foodstuffs provide a visual feast for patrons.

Lower left The central delicatessen island, a feature of most Jones the Grocer stores, is also used to prominent effect in Melbourne's flagship store.

customers include the scents and savours of the cheese room, the energy of the centrally located delicatessen island – something of a brand signature for Jones – and the pleasure of seeing food prepared."

The building itself stands slightly clear of the entrance to one of Melbourne's largest shopping complexes. Being set apart in this way emphasises Jones the Grocer's points of difference in terms of atmosphere and its eclectic array of food and beverages.

"Diners at the store's café will often go on to purchase produce from the prominent display stands or wine racks and, similarly, visitors sampling cheeses in the cheese room are likely to stay on for lunch or a coffee," says Landini. "The store caters to the sensual experience of food – sights, smells, and tastes are central to the branding – and the feel is of a bustling, high-end European marketplace."

- Location** Jones the Grocer, Chadstone, Vic
- Interior designer** Mark Landini and Ian McDougall, Landini Associates
- Architect** Buchan Group
- Construction** Built-Rite Group
- Mechanical engineering** Allstaff Airconditioning
- Cladding** Alucobond in Grey Metallic
- Roofing** Metal Deck
- Facade** Alucobond in Bronze Metallic
- Window and door joinery** Aluminium in Precious Nickel Pearl
- Hardware and handrails** Stainless steel
- Columns** Powdercoat in Precious Steel Pearl
- Wall tiles** Anthracite Matt from Classic Ceramics
- Ceiling** Painted in Dulux Grey Hearth and Berkshire White
- Lighting** Kreon, Concord, Guzzini
- Interior graphics** Landini Associates

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Photography by Andrew Ashton

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