



Retail Store of the Year

Chain Store Age celebrates the winners of its 30th annual Retail Store of The Year design competition. Liverpool, a 319,000-sq.-ft. department store in Interlomas, Mexico, was awarded the top honor, Retail Store of the Year.

In addition, there were first-place awards and honorable mention awards in 18 individual categories, along with several special awards.

The judges for this year's competition included Stephane Bernier, director of retail design, AEdifica, Montreal; Peter Kelly, VP store planning and facility management, Brown Shoe Company, St. Louis; Eric J. Kuhn, VP design, Interbrand Design Forum, Dayton, Ohio; and Tom Ranieri, assistant VP store design, Mark's Work Wearhouse, Calgary, Alberta.

The winning projects are profiled in this special section. All placed first except where noted. For additional photos of the projects, go to chainstoreage.com.



Dohn Studios, Cincinnati

Customers are greeted by a three-story atrium whose curving shape echoes the exterior.

Mexican department store giant Servicios Liverpool took top honors in *Chain Store Age's* 30th annual Retail Store of the Year design competition. Its 319,000-sq.-ft. flagship was named best overall entry and also placed first in the department store category.

Designed by FRCH Design Worldwide, Liverpool offers shoppers a dynamic shopping environment. The store has a modern look and stylish accents, reflecting Liverpool's evolving brand personality and updated fashion sensibility.

"The Liverpool slogan is 'Liverpool is part of my life,' and the stores are designed with this in mind, focusing on the whole family and the events of their lives," said Claudia Cerchiara, VP, FRCH. "As Liverpool is always growing and evolving with its customers, the brand has become more fashion forward, taking new challenges with its merchandise assortment."

The store is situated in a suburb on the outskirts of Mexico City. It sits in the middle of a congested intersection of highways and overpasses.

"The exterior responds to the fast pace of everyday life. Flexibility, fluidity and dynamism drove the design process," said Martin Perez, director of store planning, Servicios Liverpool, Mexico City.



Best Overall Entry

Liverpool

Interlomas, Mexico

Design: FRCH Design Worldwide, Cincinnati

Those same themes are evident on the interior as well. Customers are greeted by a three-story atrium full of movement and filtered daylight. A curved backlit railing is a reminder of the fluidity of the exterior, but at a human scale.

The location and shape of the building inspired the design team with regard to the store's plan and layout, and helped it to define key "DNA" elements. These include "smart" curves to create a dynamic journey through the store, the use of over-scaled attraction points and focal points as a magnetic tool and to provide a visual "wow," and an overall contemporary style.

Another key element is the use of natural, organic patterns, forms, textures and finishes throughout the space.

"The overall material palette is based on fashion and nature, and it becomes warmer as the shopper moves up from floor to floor," explained Young Rok Park, VP and creative director, FRCH.

The first floor, the fashion floor, is a contrast between black and white. The second floor changes to neutral wood tones and includes the use of bright



Architectural focals help create a home for the different merchandise categories.

colors for the children's and sports departments.

On the third floor, warmer wood finishes and different textures, including the use of warm colors as accents, give each room its own characteristics.

The journey culminates on the roof level, home to a 35,000-sq.-ft. urban park and "Experiencia Gourmet," which sells a wide variety of food and beverages. The rooftop space also includes a restaurant

with indoor and outdoor seating.

"It is meant to be enjoyed not only by the store visitors, but also by the surrounding community, enhancing the social role that the store will play," Liverpool's Perez added.

A well thought-out layout plan makes the large store easy to navigate while, at the same time, keeping the customer journey dramatic and engaging. An 8-ft.-wide aisle follows the gentle curve of the building and takes the customer from room to room. It serves as the main circulation path.

"Curved architecture, opposite to the aisle, helps in defining the spaces for the four focal points that are located on each floor," said FRCH's Park.

The center core, or heart of the store, is marked by simple and bold architecture, different on each floor, which serves as a strong navigating landmark. Architectural focals, each with a unique design and identity, create a home for each merchandise category.

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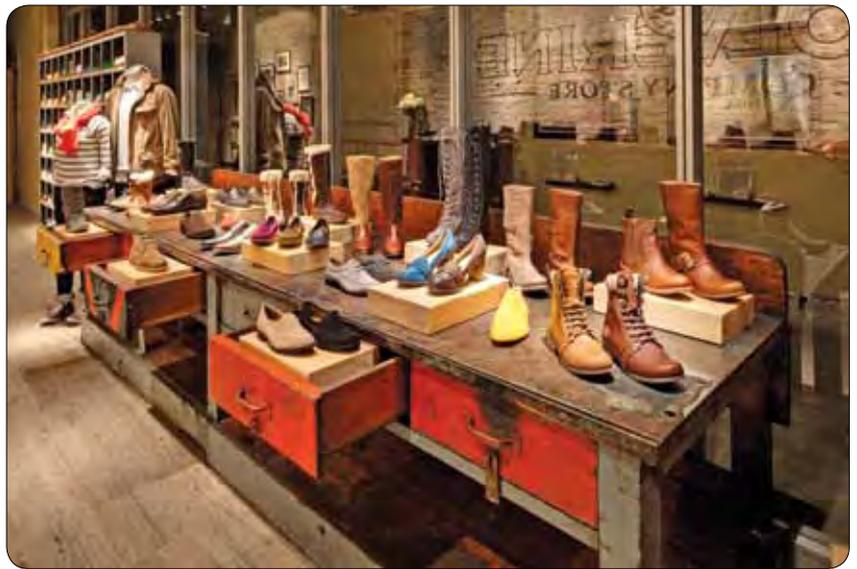


A restaurant with indoor and outdoor seating is featured on the rooftop space.

Softlines
(less than 5,000 sq. ft.)

Wolverine Company Store

Grand Rapids, Mich.
Design: Wolverine Worldwide Retail Group,
Rockford, Mich.



Dan VanDuinen, Grand Rapids, Mich.

Wolverine Company Store, a new retail format from Wolverine Worldwide, boasts a simple but evocative design that reflects the authenticity and heritage of the brand. The 784-sq.-ft. store is outfitted completely with fixtures and equipment salvaged from the shoe company's old tannery and manufacturing facilities. Wood elements are recrafted from old beams and timbers, and all furniture and framed art are also reclaimed. An old desk and shipping podium serve as the cashwrap, giving the store the friendly and welcoming ambience of an old-world neighborhood shop.

Softlines
(less than 5,000 sq. ft.)
Honorable Mention

Ben Sherman

London
Design: Brinkworth, London



Louise Melchior, London

Iconic British brand Ben Sherman builds on its heritage and authority in men's shirting with a concept that is both modern and classic in its appeal. Using materials that reference such signature British environments as the London Underground and pubs, the design creates a welcoming and stylish environment, with a strong brand feel. The "Shirt Bar" creates a visual focal point in the 2,900-sq.-ft. store while reinforcing the retailer's authority in the category. A pneumatically controlled, moving window display engages passers-by, allowing them to check out individual pieces of merchandise by using an external control panel.

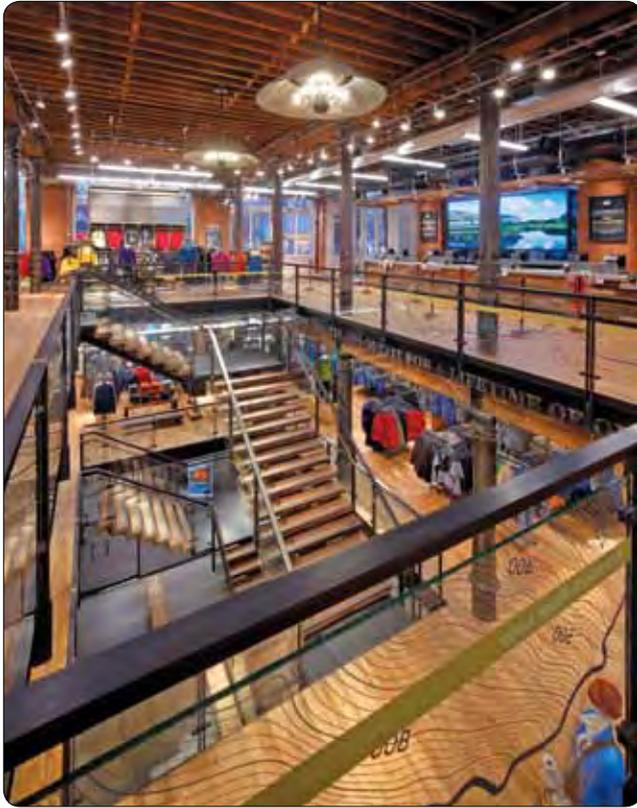
Softlines
(greater than 15,000 sq. ft.) - Tie

REI

New York City

Design: Callison, Seattle

An extensive renovation has transformed the landmarked Puck Building into New York City's first REI location. The 34,000-sq.-ft. store blends the retailer's outdoor ethos with the city's urban energy while honoring the building's history. The centerpiece of the design is a newly constructed staircase that connects the main floor with two sub-grade levels and acts as an important vista for customers. In line with REI's longstanding environmental commitment, materials removed during deconstruction were reused, with the original wood ceiling and wall cladding re-milled and then used on feature wall areas. Joists from the original floor were reclaimed and used as stair treads on the staircase. Artifacts and elements original to the building, including printing tablets, chandeliers and steam-engine flywheels, were refurbished and integrated into the store.



Chris Eden, Callison

Softlines
(greater than 15,000 sq. ft.) - Tie

Uniqlo

New York City

Design: Wonderwall, Tokyo; Gensler, New York City

Sleek and futuristic, the 89,000-sq.-ft., three-level Uniqlo flagship on Manhattan's Fifth Avenue is the Japanese apparel retailer's largest location ever. The store's modern aesthetic and high-tech feel is enhanced by color-changing LED-illuminated stair risers and a cutting-edge audio/visual system that includes 300 LCD monitors throughout the space and image-changing multi-LED panels in the glass elevator cabs. A soaring escalator leads directly from the entrance on the first level to the third level, which makes up the biggest selling space. Rotating mannequins, synced to spin simultaneously, flank the long escalator run and the double-height display windows.





Brandon L. Jones Photography, Columbus, Ohio

Department Store

Honorable Mention

C&A

São Paulo, Brazil

Design: Chute Gerdeman, Columbus, Ohio

Awash in light, energy and excitement, C&A's renovated store in São Paulo's Shopping Center Iguatemi puts a glamorous, fashion-forward spin on the retailer's shopping experience. Inspired by the soul and spirit of Brazilian women, the design team created an entirely new environment, transforming the three-level, 24,000-sq.-ft. space with luxurious materials in glamorous and metallic finishes, custom fixtures, striking visuals and iconic elements. A circular staircase, complete with a giant LED video wall, serves as a glowing beacon that connects all three levels of the store, while custom chandeliers and amber-lit pendants anchor each fashion area.

Discount/Mass Merchant

Bob's Stores

East Northport, New York

Design: FRCH Design Worldwide, Cincinnati

The new prototype for Bob's Stores creates a flexible environment that can be easily adapted while focusing on Bob's "house of brands" business and value positioning. Working with a very limited budget, the design team overhauled and updated the look and feel of Bob's with a simple but powerful design that can be enhanced by the retailer's visual team. Movable interior walls allow the entire 33,991-sq.-ft. store to be reconfigured in a few hours. A perimeter frame-and-rail system create a flexible hierarchy for vendor-provided graphics, while end-of-aisle focals allow for more opportunities to promote brands in a controlled environment.



Jason VanB Photography, New York City

Drug Store/Convenience Store

Duane Reade

New York City

Design: CBX, New York City; Joe Jackman Brand, Toronto; Walgreens, Deerfield, Ill. (store concepts)

With its array of in-store services, expanded food offerings and unexpected amenities, the Duane Reade flagship pushes the envelope of drug store retailing. The 22,000-sq.-ft. store is located in a landmarked space on Wall Street, and the design team remained sensitive to the architecture of the building. The design balances the old with the new, combining marble columns and gold-gilded accents with a contemporary palette of materials and decor that make the environment feel fresh and exciting. From the black-and-white-tiled Juice Market to the crystal chandelier-accented nail bar, the store gives busy consumers a wealth of options that extend far beyond traditional drug store categories.



**Drug Store/
Convenience Store**

Honorable Mention

M local

Ilkley, England

Design: Fitch, London



M local, a new concept from U.K. supermarket operator Morrisons, puts a unique spin on c-store retailing with a format that is clutter-free, easy to shop and emphasizes freshness (fresh foods make up 40% of the mix).

The 3,000-sq.-ft. store has a neighborhood market feel, enhanced by signage done in a handcrafted style and an “open” design that encourages interaction between staff and customers. Low fixtures and a lack of superfluous signage (color is used a navigation tool) allow for clean sight lines and help make the space easy to navigate.

The store is set off with a color palette that evokes the fresh food emphasis.



David. C. Kennedy

Supermarket

Harris Teeter

Baltimore

Design: Harris Teeter Markets, Matthews, N.C.

A state-of-the-art food store is combined with the historical overtones of the surrounding locale at Harris Teeter's first-ever Baltimore location. The 61,000-sq.-ft. store is an anchor tenant in McHenry Row, a new mixed-used development in one of the city's historic neighborhoods. Locally themed wall murals of historic images tie the store to its neighborhood roots and complement the high-end wall tile finishes and detailed flooring patterns. The sales floor, wide open to its 35-ft. high roofline, is awash in natural light from clerestory windows. Committed to green design, Harris Teeter designed the store to LEED Silver standards.

Restaurant

La Birreria

New York, N.Y.

Design: TPG Architecture, New York, N.Y.

With a raw look that evokes a Prohibition Era industrial brewery, La Birreria is designed as a vintage speakeasy and an escape from the din of city life. Design elements are used throughout the 6,000-sq.-ft. space to immerse customers and make them feel as if they had traveled back in time to the 1920s. Located on the roof deck of Italian food emporium Eataly, the outdoor space has a retractable roof and commands spectacular views of the Empire State Building and other local landmarks.



Mark LaRosa Photography, TPG Architecture

Casual Dining **Giraffas**

Miami
Design: FRCH Design Worldwide, Cincinnati

The popular Brazilian quick-serve restaurant brand Giraffas updates its model for its expansion into Miami. With distinctive patterns, colors and textures that evoke the Brazilian spirit, the playful, lively design puts a more modern spin on the quick-serve model and goes a step beyond the typical fast-casual experience. Bright overhead lighting enhances the freshness of the 2,607-sq.-ft. space and celebrates food and food preparation. Custom lights add to the playfulness of the design by depicting the necks of giraffes.



Dohn Studios, Cincinnati



Padgett & Co. Photography, Chicago

Casual Dining
Honorable Mention

Pollo Campero

Webster, Texas
**Design: Interbrand Design Forum,
Dayton, Ohio**

Pollo Campero honors its Latin heritage and showcases its fresh preparation with a new design that elevates its dining experience and makes customers feel welcome. A clear view to the staging and expediting station creates culinary theater and drives home the fresh theme. The design builds on dynamic angles and intersecting planes to convey energy

and passion, while the colorful palette and textures play up the idea of flavor and offer a Latin feel. Sculptural elements (glyphs) make an authentic heritage statement and serve as partitions in the dining area. With their hand-carved feel, these elements focus on the brand's core values, including passion to serve and family-oriented roots.

In-store Shop

Mark's RainWorld, Mark's

Langley, British Columbia

Design: Mark's Work Wearhouse Store Design, Calgary, Alberta



Eventscapes Ltd., Toronto

Mark's brings the outdoors in, creating a high-impact destination shop that showcases its assortment of wet weather apparel and footwear. A centrally located set of three "Rain Trees" set off the 2,000-sq.-ft. Mark's Rain World shop and add unexpected drama and excitement to the space. The fixtures recreate the signs, sounds and smells of a sudden rain shower, resulting in the sensory experience of rain without using any water.

Information and product knowledge specific to rainwear is provided on LCD TV screens on the walls, and also in touchscreens on the trees. The use of a repeating rain puddle graphic on the walls, fixture signage and trees helps set the boundaries of the in-store shop.

Single Unit

CODA Experience Center

Los Angeles

Design: Shook Kelley, Los Angeles

Taking an unconventional approach to automotive retailing, the CODA Experience Center offers an interactive environment where customers can learn about the benefits of electric vehicles in a traditional shopping mall context. The space includes a test-drive check-in counter (a test-drive center is located in a parking garage below the store.) Stylized graphics and targeted technologies communicate the story of the brand's cause and technological capacities. In line with its green message, the 900-sq.-ft. space was designed for minimal material usage. Its eco-friendly mantra also includes the use of energy-efficient lighting, natural concrete flooring and formaldehyde-free plywood.



Lawrence Anderson Photography, Los Angeles

Specialty Foods

Godiva

New York City

Design: d-ash Design, Long Island City, New York, N.Y.

The new flagship concept for Godiva melds the brand's legacy with a modern and opulent edge. Espresso wood floors, Carrara marble countertops and hand-made glass tiles on the façade reference the brand's Belgian heritage and convey old-world luxury, re-imagined for a modern setting. Rich woods with creamy walls keep the 1,024-sq.-ft. store fresh and light, while reflecting the indulgence and lightness of chocolate. The front window of the store serves as a stage for chocolate dipping, attracting passers-by and generating traffic into the shop.



Daniel Aubry, New York City



Ed Thomas Photography, Glastonbury, Conn.

Specialty Foods *Honorable Mention*

PEZ Visitor Center

Orange, Conn.

Design: RGLA Solutions, Schiller Park, Ill.

The PEZ Visitor Center is designed to introduce the candy brand to new generations while providing avid fans and collectors a brand showcase of all things PEZ.

The 6,120-sq.-ft. space combines museum-quality showcases with interactive exhibits designed to appeal to kids of all ages. The environment is thoroughly branded, with

layered graphic elements that carry the theme, colors and messages throughout. Larger-than-life components are integrated within the space, counteracting the small scale of the product and creating energy and a sense of theater. The color scheme, derived from the bright colors of PEZ packaging and the pastel hues of the candy pieces, adds to the fun.

Service

Asian Paints Colour Store

Delhi, India

Design: Fitch, Singapore

Asian Paints Colour Store encourages people to explore and interact with color so that they feel confident enough to make color decisions for their home. The 3,000-sq.-ft. space doesn't actually sell paint. Instead, through the creative use of customer-friendly technology, it provides information and inspiration while building brand familiarity (Asian Paints is India's leading paint company).

The journey starts at the store entrance, with a dramatic lighting installation, the "Color Cloud." Customers are invited to "step on a color," and their choice alters the color of the "cloud" and of the entire store façade. As they explore the store, visitors are encouraged to gather their preferences on RFID-enabled "color cards." Before exiting, they can download the cards and watch as a customized color magazine is created for them to take home.



Charlie Mayer Photography, Oak Park, Ill.

Cashwrap

Chicago Sports Depot

Chicago

Design: RGLA Solutions, Schiller Park, Ill.

Baseball stitches on the floor help point the way to one of the main cashwraps in Chicago Sports Depot, the Chicago White Sox's stadium store in U.S. Cellular Field, Chicago. The 20-ft.-tall focal cashwrap backdrop combines the energy of the game with a sense of White Sox nostalgia and pride. It features a state-of-the-art video wall that broadcasts live feed from the game and other sports programming. A display of the evolution of the White Sox logo, on an adjacent wall, connects fans with the team's legacy. To communicate an all-inclusive sports shopping experience, the cashwrap face also highlights other Chicago Pro teams featured within the store, including the Bears, Bulls and Blackhawks.

Hardlines
(under 15,000 sq. ft.)

La-Z-Boy

Warwick, R.I.

**Design: Interbrand Design Forum,
Dayton, Ohio**

La-Z-Boy widens its appeal with a design that allows the retailer to convey the full depth of its product offering. Bold hits of color help enliven the store experience, while rounded edges and radial corners soften the look and feel of the 13,000-sq.-ft. space. The layout highlights the signature recliner product, but artfully moves shoppers to other parts of the merchandise offering. The floor plan guides traffic on a loop through a range of stylish vignettes that tell style stories. A center showcase area celebrates style and spotlights current trends.



Laszlo Regos, Berkley, Mich.

Hardlines
(15,000 to 25,000 sq. ft.)

Fixtures Living

Costa Mesa, Calif.

Design: Fitch, Columbus, Ohio

Rejecting the standard “warehouse” approach to bath fixtures and kitchen appliances, Fixtures Living combines product expertise with a unique shopping experience that focuses customers on how they want to live rather than what they want to buy. Merchandise in the 21,000-sq.-ft. space is presented in context, and all fixtures and appliances are fully operational. Visitors can experience a therapy steam room, walk under a cascade of water in a private showerhead vault and spa, or experiment with cooking equipment in a demo kitchen. The overall design has a high-end, modern residential look and feel that supports the merchandise and shopping process.



Mark Steele Photography, Columbus, Ohio

Hardlines
(greater than 25,000 sq. ft.)

West Marine

Fort Lauderdale, Fla.
Design: Bergmeyer, Boston

A must-see destination for locals and tourists alike, West Marine's new global flagship is designed so that customers can experience the full breadth of the company's merchandise and service offering. The 50,000-sq.-ft. store, the retailer's largest to date, presents merchandise categories in separate "worlds" within the space. Each of the areas is identified through focal elements, from a mega-yacht flybridge for marine electronics to a bait shack for fishing. The elements help to quickly orient customers and encourage them to explore the space.



Environmental Sustainability

TD Bank

Fort Lauderdale, Fla.
Design: TD Bank, Mt. Laurel, N.J.

Determined to be as green as its brand logo, TD Bank has opened the nation's first net-zero energy bank location. TD's Cypress Creek branch is 100% powered by on-site solar panels (nearly 400 in all). The panels, which are mounted on the roof and drive-thru lanes and on the surrounding property, will generate, at a minimum, the amount of electricity required to power the store annually. TD Bank Cypress Creek, which received the highest level (Platinum) of LEED certification, has integrated sustainability into all other aspects of its operations, from the deployment of high-efficiency HVAC systems to the use of materials made with recycled content.



Dohn Studios, Cincinnati

Exterior

Liverpool Duty Free

Playa del Carmen, Mexico

Exterior architect: **graciastudio, San Diego**

A prefabricated frame holding an aluminum lattice that resembles ornaments worn by women provides a stylish façade for Liverpool Duty Free in Playa del Carmen, Mexico. It is positioned over a glass façade where the store's main entrance is located. The frame that holds the aluminum mesh is coated different shades of green. Illuminated with spotlights at night, the storefront has a dramatic look that makes the store impossible to overlook.

Exterior

Honorable Mention

Uniqlo

New York City

Architect: **Wonderwall, Tokyo; Gensler, New York City**

A dramatic, three-story glass curtain wall complements the futuristic look of Uniqlo's Fifth Avenue flagship. The façade buzzes with activity and excitement as street-facing glass elevators, complete with mannequins and image-changing LED panels, move up and down in the store. Mannequins in the first-floor double-height display window and in the second-floor window displays are synced to spin simultaneously, intriguing passers-by and enticing them into the soaring space.



Fixture Innovation

Rain Trees

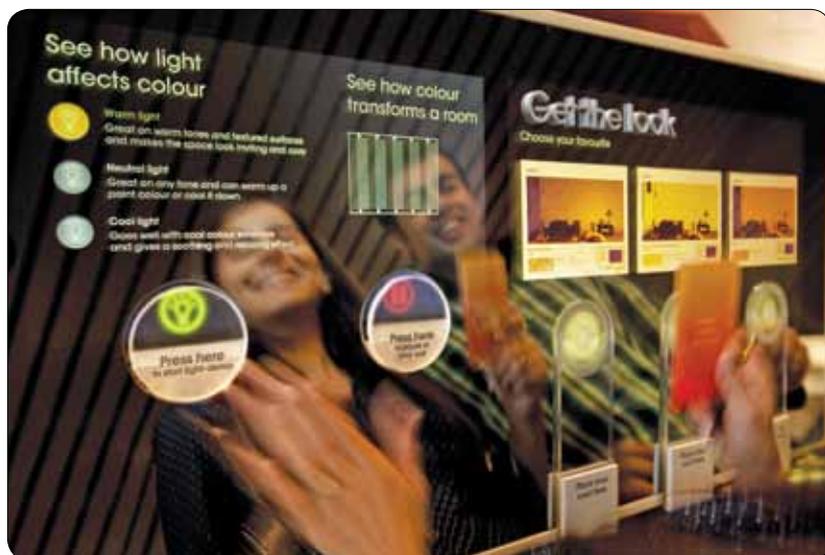
Mark's, Langley, British Columbia

Credits: Mark's Work Wearhouse, Calgary, Alberta (design); Eventscape Inc., Toronto (design, fabrication and installation); Mediavation, Montreal (production of digital content)

The "Rain Tree" elements that anchor Mark's RainWorld, an in-store shop for rainwear at Mark's, offer customers an experience for all the senses. Sound and video content is localized through video screens integrated into the tree structures, and sound dome speakers project sound to a targeted radius. Scent machines housed in the trees diffuse the damp scent of fresh-cut grass into the area. Glittery crystals that resemble raindrops are suspended from the leafy canopy of the trees.



Eventscape Ltd., Toronto



Innovative Use of Technology

Asian Paints Colour Store

Delhi, India

Design: Fitch, Singapore

Customer-focused technologies are integrated throughout the experience at Asian Paints Colour Store. The 3,000-sq.-ft. space is filled with high-tech displays that encourage visitors to experiment and interact with color so that they feel confident when going out to buy paint for their homes. The technology inspires the imagination by showing visitors the potential of color and its influence on space, mood and lighting. From an interactive digital game that helps consumers find their perfect color to a Color Lounge where they can visualize their ideas in a virtual room on a screen, Asian Paints uses technology to empower consumers to make color decisions.

Design & Sustainability Consistency

Safeway

Bethesda, Md., and West Seattle

Design: Safeway, Pleasanton, Calif.



Sustainability and design consistency has long been part of Safeway's DNA. The company's stores in Bethesda and West Seattle exemplify the chain's expertise in tailoring individual locations to their surroundings while also maintaining brand identity. Safeway's longstanding commitment to the environment is also on display: Both locations incorporate sustainable design elements and are being submitted for LEED certification.

Store Redesign

Puma

Paris

Design: plajer & franz studio, Berlin



An extensive remodel that combines cutting-edge technologies with sustainable and innovative design has transformed the 2,228-sq.-ft. Puma flagship in Paris, creating an immersive and interactive shopping experience. The design treats the product as the hero, and gives footwear the most attention in both presentation and visibility. iPads are scattered throughout the store and are attached to display tables and also assembled at the "Puma joy pad," a huge iPad wall — framed by red transparent glass. Customers can interact with the wall using specially developed apps; in the future, the wall will be connected to other Puma stores via live streaming.