



DESIGN ENVIRONMENTS NEWSLETTER - WINTER 10

Suite 3 - 506 South Titirangi Road, Titirangi, PO Box 60535 Titirangi 0642, Auckland
Phone 09 2804 382 Fax 09 2804 383 Email info@designenvironments.co.nz

NEW LOOK AT NEW LOCATIONS

March heralded the opening of the final stage of the development of The Plaza, Palmerston North. Amongst the 27???? new tenancies were sparking new image shops for both Shanton and Bed, Bath & Beyond. The height of the shopfronts (4.5M????) demanded that the design complemented this imposing presence while including a unique yet practical branding solution. The Shanton interior layout was developed to include strong areas for premium product presentation and the changing rooms were furnished with the use of large detailed graphics, both developed by Design Environments.

Meanwhile in Newmarket, we designed and managed the first of a new 'soft look' image for Godfreys. Gone are the red and blue that has been long associated with the brand, and replaced with a clean and fashionable palette and a revised method of product presentation that elevates the value and impact of both machine and accessories.

This is the first of several new stores planned for Godfreys and the start of an ongoing reimagining programme that will develop with each opening.



COUNCILS...FRIENDS OR FOES

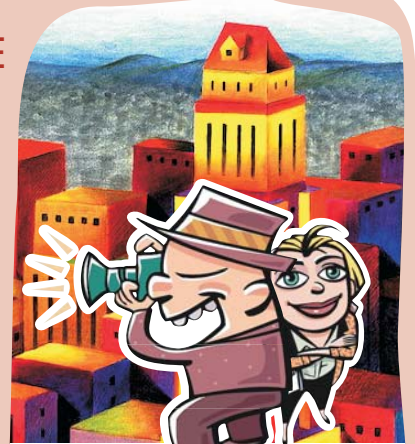
The past 20 years has seen a dramatic increase in the involvement of councils in the retail design process. Where a shop fitout one barely required the council being given notice of intent, now plans must be presented to a retail level that would rival a house design and more, as we address fire, airconditioning and disabled access. In Australia we must also provide the calculated lighting heat loading (W/M2) to achieve compliance, and, I would suggest it will be part of the New Zealand specification in the not too distant future.

In July 2012, all retail designers must be individually registered before submitting plans for acceptance. As many of you have had firsthand experience of recently, even a fully detailed set of plans still experience delays as the council demands for information sometimes meets ludicrous proportions. The government is proposing to put systems into place that will speed the process up.

Will this help.....only time will tell. In the meantime this means unnecessary time delays and costs being burdened upon a retail industry already under pressure.

FOLLOW THE JOURNEY

As many of you are aware, on the 30th May, I embark on a sojourn in the pursuit of observation of international retail design trends and developing an international retail network (plus some overdue r and r!!) If interested, you can follow my progress on flickr.com. (web address). I will attempt to keep the content as meaningful as possible!!!!



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NEXT ISSUE

TRENDS 01
Where is retail design going?

