

A Reader's Fetish

For those who can't resist picking up the new bestseller, Yan Ji You, a bookstore in Beijing, comes with the simple idea of books everywhere. Designed as a bookworm's paradise, the store integrates books in every aspect of design.

Yan Ji You is an energetic brand and its store interiors are a testimony to this fact. The eye-catcher at the store is the spiral staircase overloaded with books. This is not only clearly visible from outside but instead it is the underlined statement of the product offering at the store. The exclusivity of this idea creates a bold impression of the brand adding to recall value.

Kyle Chan & Associates Design (KCAD) was entrusted with the design of this fun bookstore. They collaborated with GladC Studio for the design creative of various elements in the bookstore which make the customers say "That's really cool!"

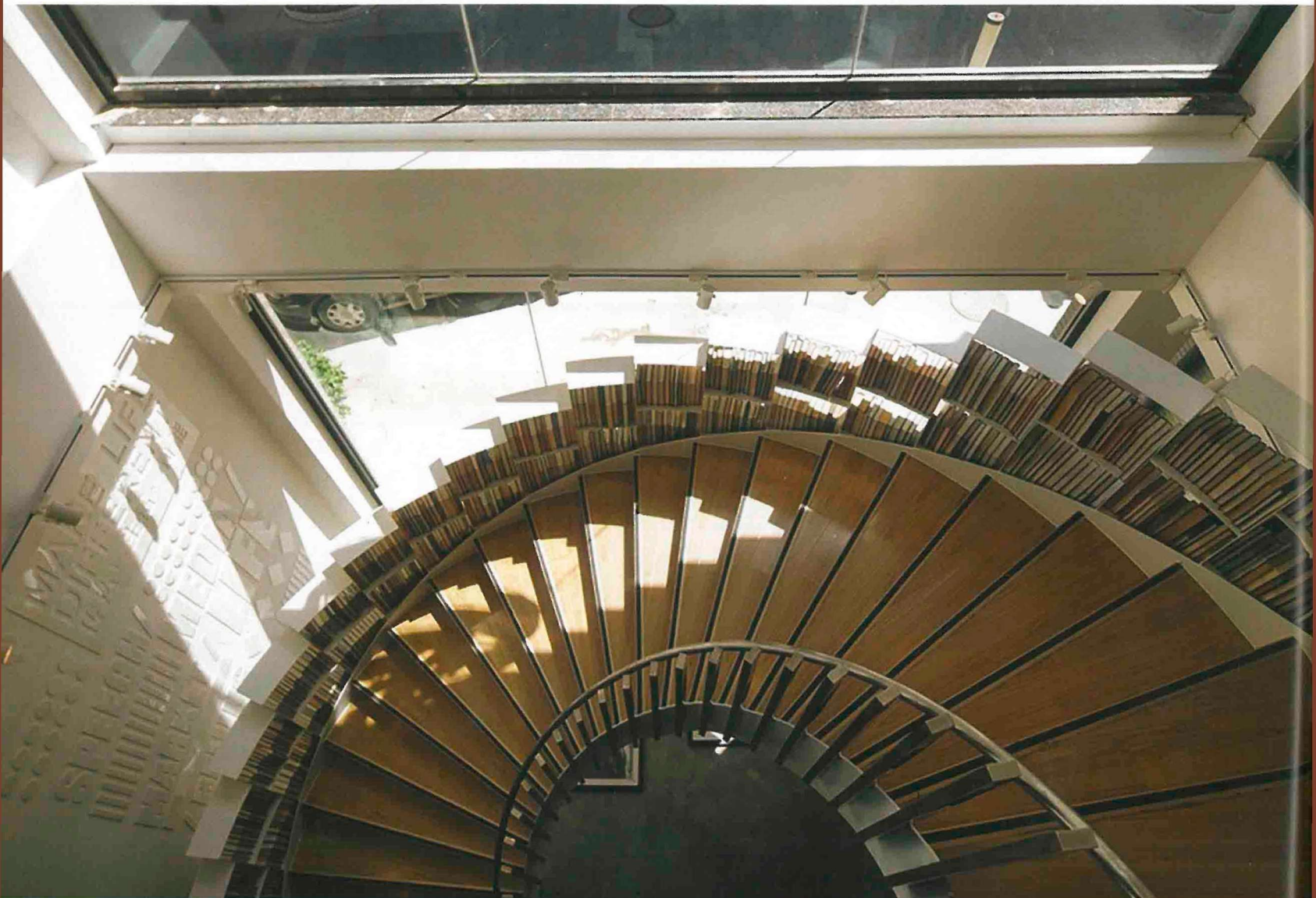
The entire store design works on recall value for the customers. The design simplistic in

nature is topped with intriguing elements, which make the store look fresh and inviting during every visit. The floor carpeted in concrete makes the elements stand out in their personal charm.

To begin with, the wall of the signature staircase is worked out of white-on-white text graphics embossed on the wall. With the form the thin white resin takes, this wall spells splendor and complements the book spiral.

Yellow, the colour of positive energy is chosen as the dominant colour in the store and the entire design functions around it.

To collide with the theme colour of the entire bookstore, a central pendant lamp in the form of enlarged trumpets in yellow was custom





designed to bringing out the playful nature of the brand.

The store has an advantage of ample space available for use. The design takes that to its benefit and creates spaces that ring in the theme in unique ways. The cafeteria serves to be a space where customers can relax and enjoy some snacks. The capacity it holds is an indication that Yan Ji You wants all its book-loving customers to come and revel in their time with books rather than have a very commercial transactional experience with them.

The entire wall of the cafeteria is embellished with hundreds of open books. Brand logos and messages are projected on this with gobo technology lights to create an immersing experience of the love of books. This screen becomes very useful for screening videos during events. The store odour is planned to remind customers of the characteristic smell of books. This is achieved in the cafeteria brimming with a large display of books giving the fresh smell of books and inducing a subconscious familiarity in the environment for the ardent booklover.

The bookish advent continues till the end of the experience- the cash counter. The back-wall of the cashier is made up like an installation with books stacked in alternate directions in a grid. On the way out, the customer encounters the massive book spiral staircase again and reminisces of the happy time at the store. ●

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Design

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