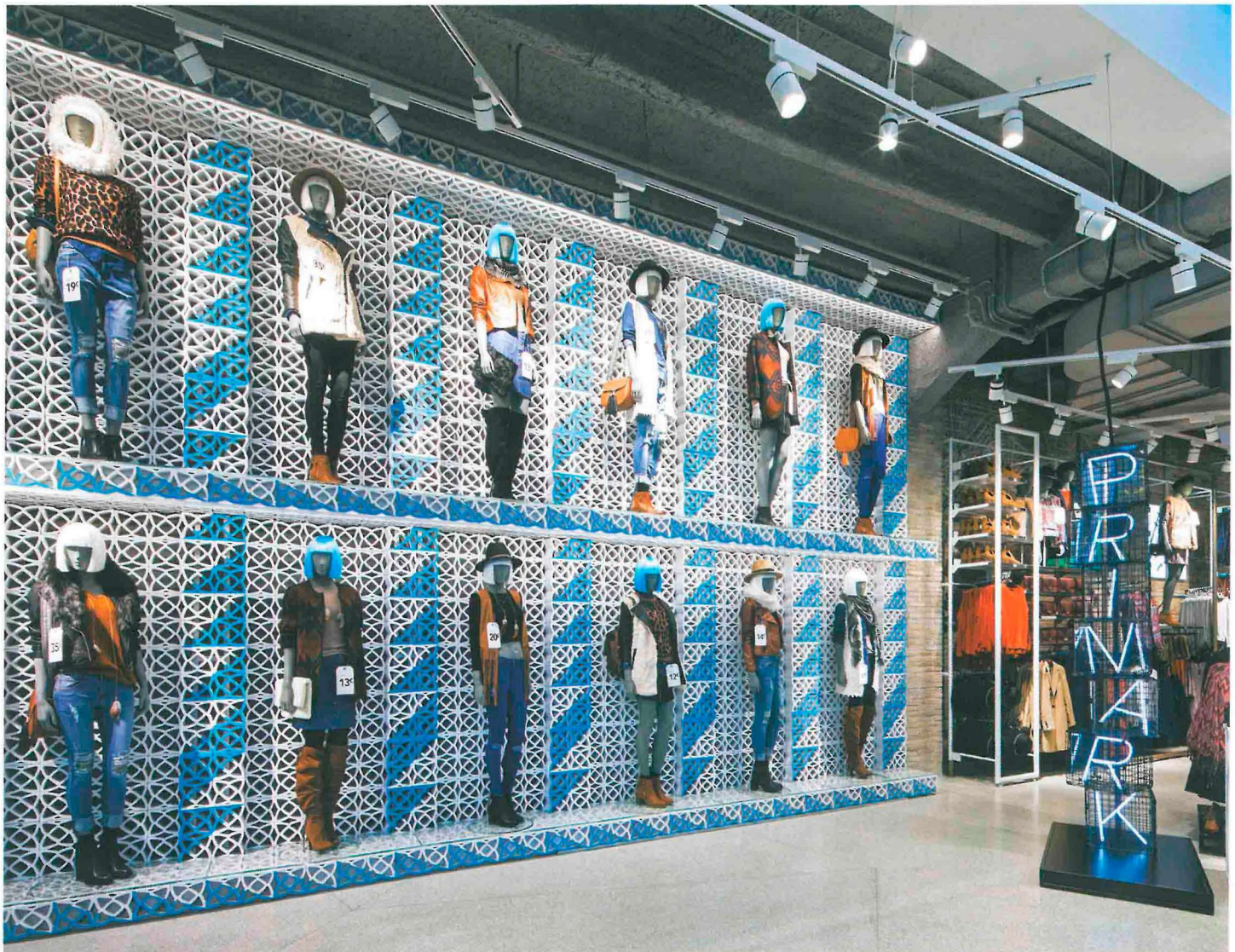


Urban Fashion Sanctuary

Primark, one of the largest fashion retailers in Europe, unveiled another flagship in Madrid where digital design meets art installation, creating a unique immersive experience of the brand and its offerings. The store was conceptualised by London-based integrated design agency Dalziel & Pow in partnership with Primark.

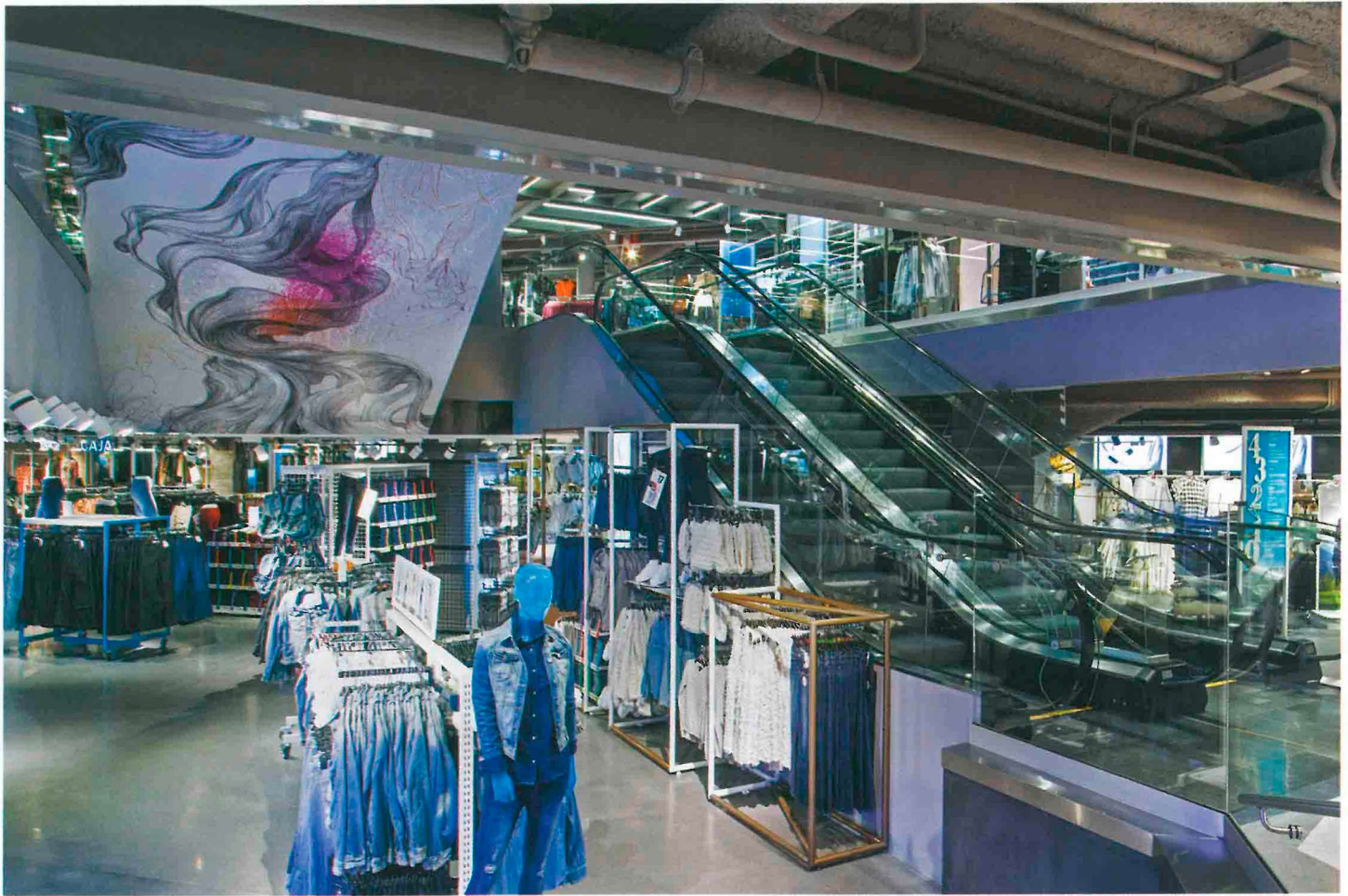


The new Primark flagship store in Madrid is housed in one of its iconic buildings and spread over a large space of 133,000 sq ft. Incidentally, this building also houses its rivals Mango, H&M, and Inditex owned Lefties. The theatrical and immersive store experience was created by Dalziel & Pow based on the concept of an urban sanctuary as a retreat from the bustling Gran Vía shopping street. Inspirations are drawn on cultural creative spirit of the Spanish capital featuring interesting moments of

surprise throughout the customer journey in the store experience.

The historic building, sensitively restored using traditional techniques and materials, blends historic architecture and contemporary design to create the ultimate flagship experience. The experience is elevated in a 360-degree cinematic display in the atrium, comfortable seating spaces with plenty of natural light planned in the space.

The store offers a unique 'Trend Room' on the ground floor for an engaging experience of creating their own look. Digital technology has been used in the spatial design of the space in innovative ways to create a larger than life experience of the brand imagery and its offerings in the store. Eleven large interconnected transparent screens lining the octagonal atrium feature the stunning dynamic imagery specially created for Primark customers. The imagery projected from the LED screens varies from a fantasy



forest to a fashion show beautifully nests in the architecture of the space creating a surreal holographic 3D effect.

The diverse digital content ranged from 1920s cinema and the kinetic light sculptures of Bauhaus artist László Moholy-Nagy to contemporary fashion shows and music videos. Fifteen fashion films were made to represent the retailer's men's, women's and kids departments. Dalziel & Pow partnered with the creative content studio SQUIRE for the filming, audio-visual experts Technomedia Solutions, choreographer Christian Storm and Sav Akyuz to help deliver the AV experience. To take the immersive experience further, Dalziel & Pow collaborated with sound designers Wave Studios, to compose original soundtrack of 15 instrumental pieces and special sound effects to create the ultimate theatre in retail.

To create an eclectic store experience, interesting art and display installations were planned in the store to surprise and delight customers. Dalziel & Pow collaborated with O'Shea Moro to commission a series of diverse Madrid-based artists to create illustrations, sculpture, large-scale typographic treatments and installations inspired from the art and creativity of Madrid.



Launching its second largest store in the world with its value fashion offerings in Spain, recently emerging from a recession, in an experiential flagship format is sure to make it a raging success in a fashion conscious market.●

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