

PRIMARK

Amsterdam, The Netherlands

Design: HMKM
 Opening date: December 2016
 Store size: 8,270 sq m

In the heart of Amsterdam on Damrak sits a new 8,270 sq m Primark store that celebrates the distinctive architectural heritage and dynamic contemporary spirit of the city. Spread across seven floors, the store interior blends tradition with bold modern statements to create a youthful, engaging experience that echoes the fashion retailer's own brand qualities.

Designed by London-based HMKM, the visual language of the store is inspired by the tall, gable-fronted houses which line the city's waterways, with their combinations of rich embellishment, warm domestic spaces and honest, functional detail.

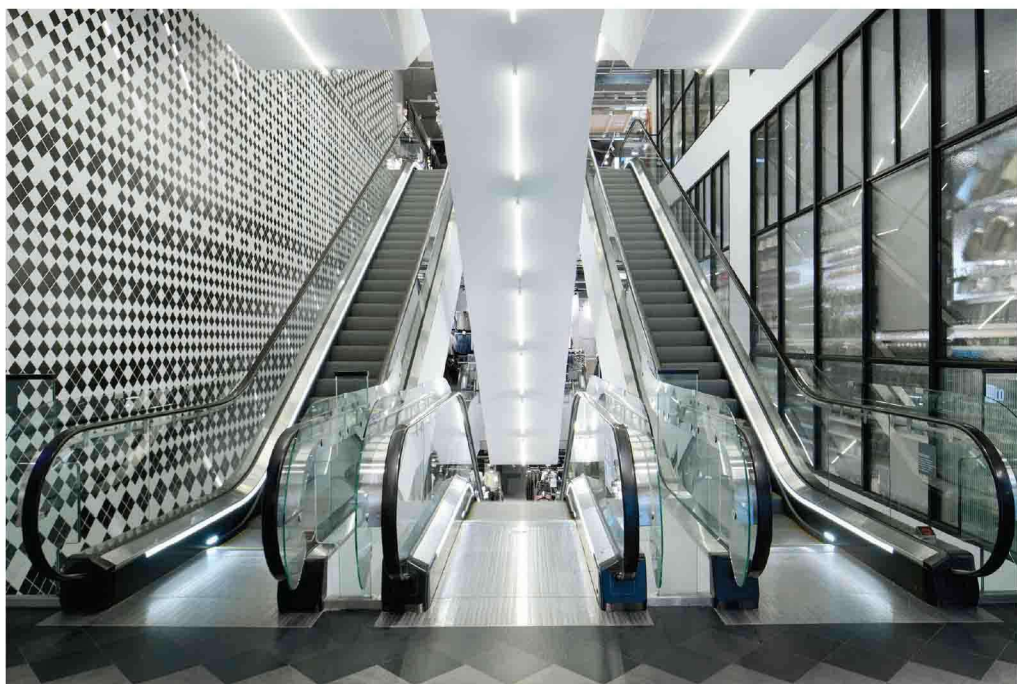
In parallel, Amsterdam's enduringly open, welcoming, tolerant attitude led HMKM to interpret the space as an 'open house', responsive to new ideas and woven into the city's intricate fabric.

The store's interior and graphic languages are closely intertwined throughout, from the giant fret-cut city map which anchors the ground floor's trend space to the line-illustrated panels that overlay the walls on the womenswear levels, in traditional shades of ochre, clay and aqua blues.

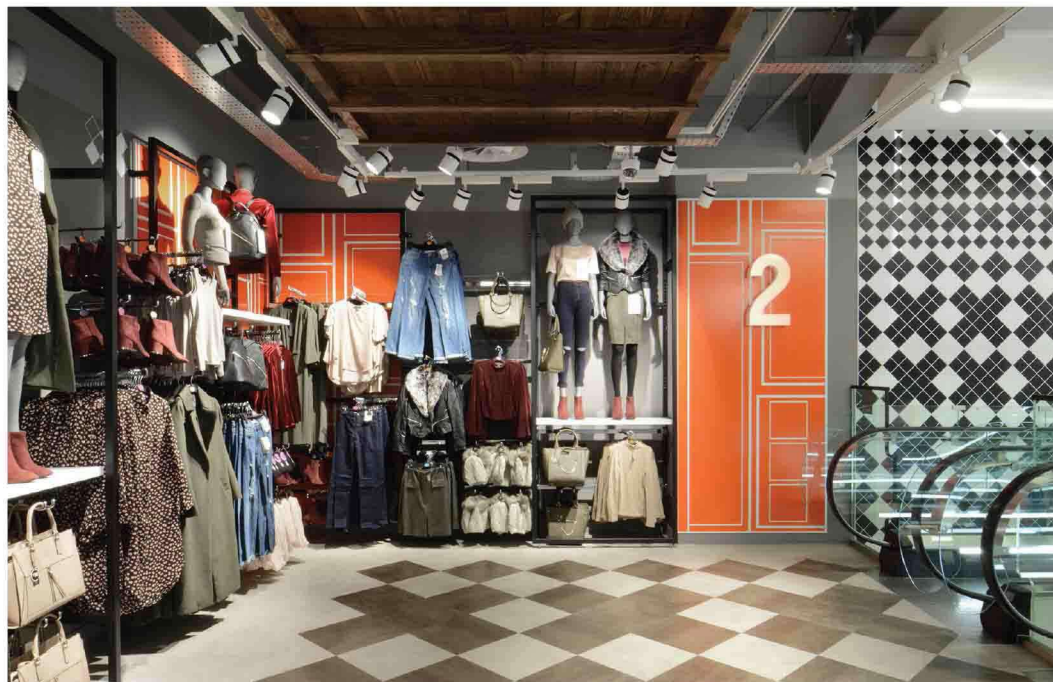
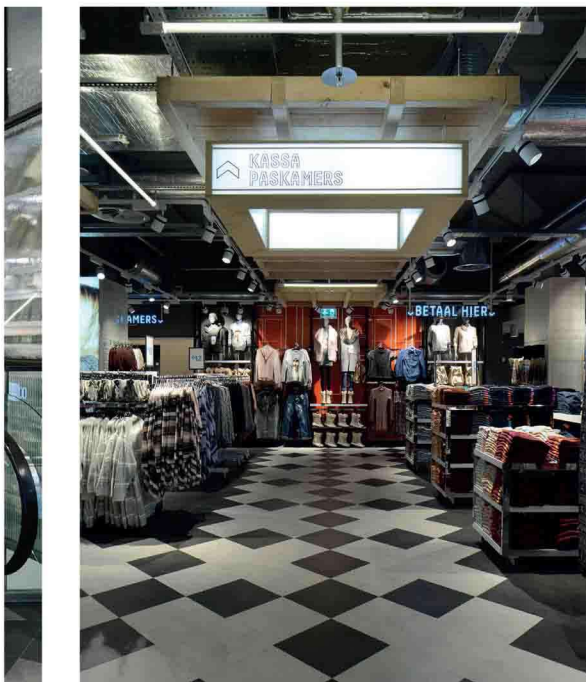
A dramatic cross-tile floor pattern, based on similar patterns used widely across the city's public and private spaces, defines key circulation routes throughout, and flips on its side to create a six-storey-high tile-patterned wall that soars through the building's central atrium.

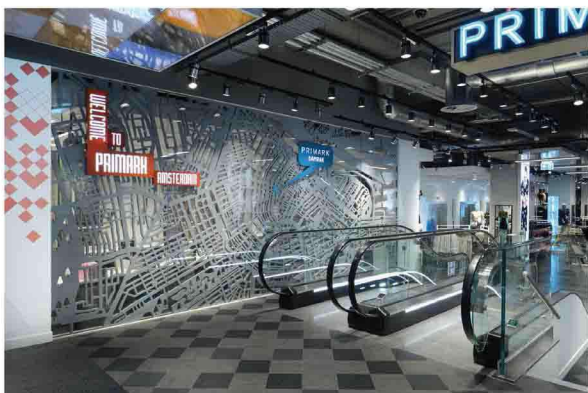
In keeping with the bustle and activity of the old docks, the ground floor features broad entrances and high ceilings, allowing the interior to be flooded with natural light. 'Industrial frames, exposed columns and graphic lighting grids underline the sense of raw materiality, played off against shimmering polycarbonate accents, fragmented graphic panels and angled glass fins, which reflect the subtle refractions of the city's canals,' explains HMKM. It's a sensation that is mirrored on the floor below, where the menswear department is immersed in deep underwater tones.

The central section of the store is devoted to womenswear and takes its >



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inspiration from the domestic feel of the canal houses's living quarters. Here, warmer tones of ochre, mustard and coral emerge on graphic wall panelling, while floor finishes lighten from deep greys to subtle neutral tones.

On the upper levels, which house homewares, childrenswear and lingerie, the floor plate expands and sightlines open up, offering panoramic views across the city's skyline. The material palette also shifts towards a more utilitarian sensibility, with sterling-board wall cladding, planes of timber-strip flooring, and ceiling rafts formed from exposed insulation panels.

'The end result is a store which celebrates context, with a unique architectural language which respects its location whilst staying true to the demands of a fast-paced 21st century fashion retailer,' says HMKM. **RF**