



THE GOODS

edited by Jennifer Acevedo



DOUGLAS PEEBLES PHOTOGRAPHY, KANEHOE, HAWAII

PORTFOLIO: Foodland, Honolulu

DESIGNING A NEW SUPER-market concept is sometimes a test, but when more than a third of the space has to function as a gastronomy and food-to-go destination, then the proverbial “thinking caps” must go on. This was the challenge for Zurich-based design firm Interstore, which was retained to create a Foodland store with a 29,600-square-foot sales area in Hono-

lulu’s Ala Moana Center, the largest outdoor shopping mall in the world, with more than 240 stores.

And while Hawaii may be part of the U.S., outside the contiguous states, it is a world apart in terms of its culture.

Bernhard Heiden, creative director at Interstore, says that this was clear from the outset: “It was important to do a Hawaiian store, a store for local peo-

ple. From [Foodland’s] side, it was very important to have some European ideas, but really, it was all about Hawaii. You could never do this project in Germany.”

The outcome is a mid-tier store that carries a vibrant color palette, and one which is not necessarily focused on luxury. “Everything is really personal, and the color scheme is a little bit [like a] lollipop,” says Heiden. For those choosing



to eat at one of the store's food stations, Heiden says that theater also has a part to play with much of the food being prepared in situ.

Practically, from Interstore's perspective, working between Hawaii and Zurich (an 11-hour time difference) on "a completely different timetable and distance was difficult, but we managed it," as Heiden puts it. The challenge was

overcome by regularly working in Honolulu as much as in the Zurich design studio, despite the travel involved.

Foodland in the Ala Moana Center features a unique design with an appearance that might be unusual in the other 49 U.S. states, but here, it is perfectly in tune with both its location and the shoppers who frequent it. —John Ryan

COURTESY OF LEGEND EXHIBITIONS, LONDON



Preview: Retail Design Expo 2017

NOW IN ITS THIRD YEAR, THE Retail Design Expo (RDE) will be held May 8-9, 2017, at London's Olympia Conference Center. The annual two-day trade show and conference will feature the latest innovations in retail design, marketing, visual merchandising, architecture and shopfitting.

New for this year are the VM Christmas Awards and the VM Christmas Market. The market will showcase a variety of Christmas decoratives, displays and props, while the awards program will recognize the best seasonal visual merchandising displays, interiors and windows from the 2016 holiday season.

"For a great many retailers, a strong Christmas trading period can be crucial to a successful year's results," says Paul Wilkins, head of visual and store design for retailer Space NK, and a member of RDE's steering panel.

RDE is co-located with Retail Business Technology Expo and Retail Digital Signage Expo. For more information, please visit retaildesignexpo.com. —JA