



Photo: Joakim Blackstrom

COMMUNICATION IS KEY

The importance of good relationships and transparent communication between retailer, shopfitter and designer from the offset.

Text: Lindsey Dennis

The 21st NAS Design Partnership Awards in September celebrated the latest schemes that clearly display collaboration between interior designers and shopfitters, from inception to completion.

Berry Bros. & Rudd, designed by Mowat and Company and fit out by The Cumberland Group, won The Retail Award. The new Berry Bros. & Rudd space on the corner of St James's and Pall Mall enables everyone access to 1,300 wines and spirits from London's oldest wine and spirits merchant. The store is designed to evolve the traditions and culture of the special relationship between Berry Bros. & Rudd and their customers, in an open and welcoming interior.

As with most things in life, clear communication is vital, especially from the offset. 'A collaborative approach in working with a shopfitter is very important, a common goal of trying to achieve the best results in the shortest onsite time for a cost effective budget is essential,' says John Evans, director at design agency, je-i. 'Working closely with a shopfitter can help in achieving this; it also helps if this is a collaborative process that has been built of a period of time as there becomes a synergy between designer and shopfitter that makes working together more effective.'

je-i and brand agency True Story collaborated on a new concept for longstanding client DFS with a complete refit of an existing store in Edinburgh. The project involved the amalgamation

of several of the company's brands into one store by totally redesigning an existing store and pre-planning the space to include DFS, Sofa Workshop, Dwell plus DFS beds, dining and clearance spaces. 'When you are attempting to redesign so much in a short time, a close working relationship with a contractor really helps. We have worked with Foers Contracts on DFS stores for over 30 years so we understand one another and the expectations of the client very well,' says Evans.

'From picking and packing in a warehouse, to transportation and design, it's important to keep a watchful eye on every element of the process,' says Colin Chapman, managing director of CJ Retail Solutions. 'With such detailed involvement, collaboration is crucial in order to ensure that project messages and key themes have been accurately communicated from each avenue of involvement.'

During a recent digital-based project working with Boots, communication became indispensable for CJ Retail Solutions. 'With so many stakeholders involved at once - technology specialists, designers, digital experts, electricians - we had to ensure transparent communication throughout each job in order to produce the POS systems required to display Boots' highly sought after Christmas range,' says Chapman.

He says sequence planning is critical to ensure a successful project. 'The process of liaising with each stakeholder is highly complex, but vital in order to ensure a deadline is met. We must bear in mind each method of production, time constraints and any other restrictions which we may face along the way, implementing any preventative measures necessary,' continues Chapman. >

Main: Berry Bros. & Rudd won The Retail Award at the NAS Design Partnership Awards in September.

'We had to understand that each stakeholder worked differently - from dates of implementation, to use and preparation of materials. Once each procedure had been outlined, change overs between electricians and digital specialists, for example, needed to be flawless. Grasping the method of "knowing what comes before" became our design discipline for this project.'

Clugston Construction and MDG Architects collaborated closely on Duckworth Motor Group's new £7m Jaguar Land Rover facility in Boston, Lincolnshire. The 4,645 sq m facility captures the new Jaguar Land Rover 'ARCH' concept, which not only brings together the two luxury marques under one roof, but also blends the retail and vehicle service areas into a coordinated space. This reinforces the brand's attention to detail and quality, as well as enhancing the total customer experience.

'Premium materials were installed throughout to maintain the modern, luxurious appearance, with distinctive warm grey metallic rain screen cladding and planar curtain walling incorporating specialist extra clear glazing,' says Paul Goulard, marketing director at Clugston Construction. 'Internally, both the showroom - which provides space for 18 vehicles and technical service areas, as well as state-of-the-art service bays for 13 vehicles - were tiled throughout to an exacting standard in line with Duckworth's own and the Jaguar Land Rover specification. Environmental considerations were fundamental to the new design.'

Due to the scale and complexity of the redevelopment of Bracknell Town Centre, coupled with a short time frame in which to deliver, it was crucial to appoint an experienced specialist contractor with an established supply chain. Prater began work on site in 2015 and the project team's collaborative working ethos played a fundamental role in the success of the roofing and façade packages. Mace appointed Prater to deliver the external envelope for all eight buildings at Bracknell Town Centre - each one its own individual project.

With each of the buildings featuring individually bespoke façade and roofing finishes, a collaborative approach was

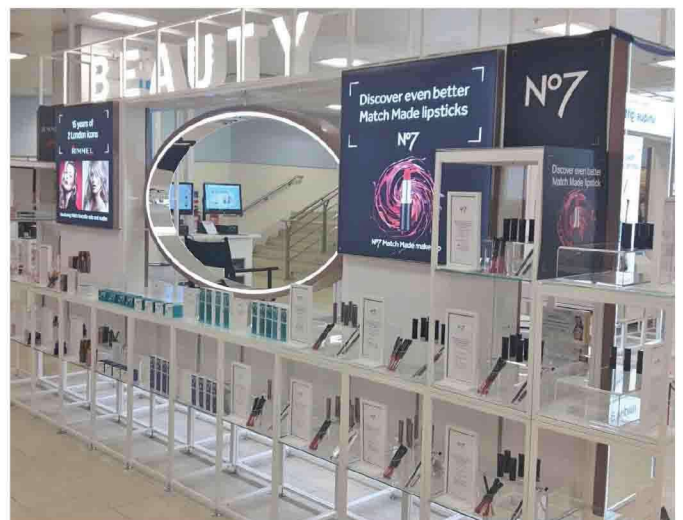


required. From the outset, Prater worked closely with Mace and key supply chain partners such as Bailey for the Fenwick panel system, BTS for rainscreen panels and RW Simon for louvres.

One of the key challenges for the project was the façade design on the Fenwick building. Working closely with Bailey, the team developed a perforated aluminium panel system featuring the unusual effect of floating panels - the visual result that the end client was eager to see.

'We need to know we can rely on our partners: have good relationships with them and that they can deliver when required,' says Carl Wright, project director at Mace. Aaron Hill, senior project manager at Prater, adds: 'We needed full co-operation and collaboration from our supply chain to develop and deliver this project on time and to the highest possible standard. By engaging our partners at the design stage, on-site operations have been smoother. We are incredibly proud of our work, and as far as we are concerned the successful outcome would not have been possible without our supply chain partners.' Words echoed by all projects.

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Top: One of the key challenges for the Lexicon Town Centre project was the façade design on the Fenwick building.

Above left: je+i collaborated with brand agency True Story on the refit of DFS in Edinburgh.

Above: Boots' Christmas POS by CJ Retail Solutions.

Left: Duckworth Motor Group's new £7m Jaguar Land Rover facility in Boston, Lincolnshire by Clugston Construction and MDG Architects.