



RETAIL

Multi-Brand Store of the Year

AU PONT ROUGE BY
CHEUNGVOGL / ZHONGSHUGE
BOOKSTORE BY X+LIVING

SAINT PETERSBURG / CHENGDU – Like its Single-Brand-Store counterpart, the category of Multi-Brand Store of the Year is dominated by two designs: Au Pont Rouge by Cheungvogl and Zhongshuge bookstore by X+Living.

Cheungvogl updated the Saint Petersburg department store by replacing stock-filled floors with a clean exhibition space, complete with a robotic system that delivers merchandise to checkout points within the 110-year-old building's bones. This move to make the logistics visible was one of the reasons the jury picked the project, along with Au Pont Rouge's 'radical contrast, consistency and innovation'. Cheungvogl also included a spa, treatment areas and – in a bid to merge offline and online – a Selfie Room. Trumping the injection of technology into the space,

however, was the designers' desire to return the department store to its former role as a social catalyst. As the future of the typology comes into question, Au Pont Rouge will discover whether offering shoppers a powerful physical experience is what it needs to survive in a digital age.

Likewise, X+Living (see p. 102) creates a retail destination rather than a place to simply purchase goods. For Zhongshuge bookstore in Chengdu, the designer tells the story of the historical Chinese city through elements within the space. Bamboo-inspired bookshelves are a 'Zhongshuge specific' shape, while mirrored ceilings amplify the lecture hall and children's zone. The jury was drawn to the project's 'human' qualities, as well as to its 'cultural engagement': – TI

cheungvogl.com
xl-muse.com



Making the logistics of the space visible, Cheungvogl imbued the historical Au Pont Rouge department store with 'radical contrast, consistency and innovation'.



X+Living's Zhongshuge bookstore in Chengdu was noted for its 'human' qualities and 'cultural engagement'. Zhongshuge also won Client of the Year (see p. 106).