

Retail environments

SPONSORED BY MODULAR UK

WINNER

Stüssy, 19 Earham Street,
London WC2
by **Stiff and Trevillion**
Architects
for Stüssy UK

COMMENDED

Halfords Auto Depot,
Phoenix Way Retail Park,
Swansea SA7 9EH
by **Ben Kelly Design/ Lippa**
Pearce Design
for Halfords Stores

FINALISTS

Boots the Chemists beauty
area, Peel Avenue, Trafford
Centre, Manchester
by **Hosker Moore & Kent**
for Boots the Chemists

Jigsaw Womenswear,
Lower Guild Hall,
Bluewater, Greenhithe, Kent
by **Found Associates**
for Jigsaw



W Stiff and Trevillion has gone for maximum transparency for Stüssy's Covent Garden outlet, including a glass frontage and exposed internal structure

THE JUDGES were expecting greater innovation than they found in the retail section this year, considering the number of new formats launched in mega-malls such as Manchester's Trafford Park shopping centre and particularly the highly successful Bluewater complex, located at Greenhithe in Kent.

But despite receiving almost 80 entries, they found the overall standard disappointing and quickly whittled the shortlist down to four. This yielded a winner in London fashion store Stüssy, designed by Stiff and Trevillion Architects, and a commendation for Halfords Auto Depot in Swansea, designed by Ben Kelly Design, with graphics by branding consultancy Lippa Pearce.

The £45 000 Stüssy shop in London's Earham Street is situated at the former home of the old Covent Garden flower market. According to Stiff and Trevillion partner Mike Stiff, the idea was to make the space feel part of the street, which is achieved through the sliding door and glazed façade, and to create a sculptural backdrop for the clothes.

The internal concrete structure is exposed and sandblasted to reinforce the openness and the shop floor is sloped to create a sense of movement. The floor extends to form the display plinth and cash desk, while angled rows of fluorescent tubes emphasise the floor plane and provide ambient light. Martin Lee Associates is main contractor.

Translucent glazing separates the fitting rooms, so that



the silhouettes of the occupants are visible from outside.

The commended Halfords Auto Depot is at the other end of the retail spectrum. The giant out-of-town shed is robust and functional, with large, accessible retail spaces. A customised racking system forms the heart of the scheme, which features complementary counters, benches, storage and display units.

Graphics and signage by Lippa Pearce follow the same bold ethic as the Ben Kelly Design interiors. Huge arrows and words appear on walls and floors, with signs fixed to telegraph poles throughout the complex.