

SHOPPING MALLS FOR ALL THE SENSES

Stationary retail trade in Germany - and probably everywhere in the Western world - is currently witnessing a dramatic change. The prevalence of e-commerce and the related changes of shopping behaviour are demanding new concepts and centres of attraction for stores and malls. By Susanne Weller.

More and more malls on greenfield sites are closing while new shopping centres are coming back to open in the city centres, sometimes in smaller dimensions but definitely more exciting than ordinary malls. The ability to reach many brands at one time under one roof is no longer demanded as a priority; soulless and artificial consumerism changes to turning stores and restaurants from mere retail outlets into places that mean something.

This is where kplus konzept devotes all its know-how and passion, setting new benchmarks in interior

design by creating holistic solutions for all the senses – and this is not only for individual shops but for complete shopping mall complexes. In cooperation with the French multinational mall developer, Unibail-Rodamco Group, they design exciting worlds of experience for big retail destinations. They develop trend concepts such as the ‘Open Space’ in the basement of the Köln Arcaden in Cologne, recently honoured with the 1st prize in the German Interior Architects Award for interior design themes in the sophisticated urban development scheme; “Höfe am Brühl” in Leipzig, awarded the second prize with distinction by the ICSC European Shopping Centre Awards 2014; and the Food Court in the Düsseldorf Arcaden. The most ambitious and exciting project is the multisensory “Home of 5 Senses” in Mönchengladbach in Western Germany, which will



Home of 5 Senses - M'gladbach Arcade

Human beings are multisensory. We experience the world with all of our senses – all of the time!



QR Lounge - Hofe am Brühl, Leipzig

open its doors in spring 2015.

They believe that stationary retail will also exist everywhere in the future, as everywhere where human beings meet there is a basis for retail. Of course, the new online or digital possibilities have changed our behaviour, but it is not about competing with e-commerce and sharing the pictures of the new dress in the locker room with Facebook friends. It is about creating authentic communities at the Point-of-Sale. People want to learn, talk with other people have fun and have experiences. The desire for collective experiences is increasing. This is the new challenge for retail destinations.

People want to be seduced by their senses and get the feeling that they have experienced something. We know this from our holidays: it was a wonderful time and we want to keep this memory alive by taking something home from the destination. It's the same with the T-shirt we purchase after a good concert. A shopping experience is much better off in a real space than in a virtual space.

Destinations for all the senses

Some examples of kplus konzept's interior design solutions: Home of 5 Senses – Shopping with all the Senses." The shopping mall, Home of 5 Senses, in the medium-sized city of Mönchengladbach, located in the middle of downtown, will be a flagship for the shopping place of the future. A multi-sensory design concept was developed making it a visit to an authentic and sense stimulating experience of all five senses – sight, touch, taste, smell and sound – are consistently staged in the interior design of the centre.

The harmonious meshing of different sensations using a multi-sensory approach brings the centre to life. The use of scents, colours, sounds, lighting or individual flooring in the interior of shopping centres is not new in itself, but the multi-faceted overall staging is absolutely innovative. The guiding principle of the centre, to 'feel at home and be inspired', is made holistically tangible through all the senses by the design.

The heart of the multi-sensory staging is five differently designed, multi-storey shop fronts, the so-called Highlight Façades. From any point of the centre, visitors can always see and experience at least two of the façades. When passing, metallic sequins of the 'Glamour Walk' Façade glitter, symbolising the modern, fashion-conscious lifestyle, while next to it, the "Green Point" with its of real plants expresses energy and spirituality. Through the 'Fluid Flow' Façade, colourful, organic forms emanate calmness and relaxation, flowing like a lava lamp. The fine leather of the 'Noble Sensation' Façade stands for Noblesse. The instinct to interact is incited by the 'Create Your Space' Façade, which is activated by impulses. In addition, an integral part of each façade is the matching scent and sound design landscapes, developed together with their specialised partners in the UK and Switzerland.

Everything Experience begins with fragrance. Scents interact directly with our emotional state. kplus konzept wanted to develop odours that invite patrons to linger. Topics such as vitality, peace and creativity were first colour-coded and then assigned a corresponding scent. The 'Glamour Walk' Façade emanates, for example, a red fragrance. Red is

cheerful, extroverted, even slightly erotic. That is why the colour matches emotionally with clothing and shoes; the fragrance reflects the shopping experience. The scent for the "Green Point" Façade gets, as you would expect, a 'green' colour connotation. Here, spicy and fresh flavours, such as mint or lime, result in a healthy and 'green' fragrant combination. The Leather Façade spreads a fine, exclusive fragrance, based on a potpourri of dark colours (red, brown, turquoise, mustard yellow and purple).

In the Home of 5 Senses the fragrance also corresponds with the music. Together with Julian Treasure, owner of the British Sound Agency, an audio background was designed which accompanies the respective odour experiences. Here again, the Highlight Façades serve as a platform for a sensory stimulating soundscape: nature sounds such as the rustling of leaves or birdsongs emanate from the 'Green Point', and switch to spherical sounds around the 'Frame Yourself' Façade up to a symphony of glass sounds from the direction of the 'Glamour Walk'. The 'Noble Sensation' Façade is designed deliberately silent with the aim that the visitor experiences the tranquillity intensely.

By its multi-sensory design and the overall interior architecture, this mall sets new standards as a brand and shopping experience. A first 'sensual' foretaste of this shopping future, the 'Home of 5 Senses' can be experienced for anyone interested in the showroom near the construction site, designed and implemented by kplus konzept.

The Open Space in Cologne Köln Arcaden

A colourful marketplace full of experiences; Summer Festival, Pirates, Golden Globes, Hip Hop... As diverse as the design is, equally so is the diversity of the programme at the Open Space Event Areas found in the basement of a shopping centre in the heart of Cologne Kalk. The overarching theme: Everyone Joins In!

You sit in the event kitchen waiting for a burger, which is being prepared right before your very eyes while the local Hip-Hop star does his sound check on the stage and tests the bass tones.

The female fans are getting their eyes made even more beautiful at the Makeup Workshop; the hair stylists are working on their finishing, and the photo studio on the first floor has sent a photographer to capture the whole thing on camera. There's posing, laughing, and especially today, buying. The reason? You can even personalise your cool event-clothes in the Maker-Lab.

The kplus-concept: No traditional shop façades but an open arch structure that removes the partitions between shop and mall and dispenses with the usual shop front window. In between are Smart Concept Stores for diversifying shop ideas, promotion and event islands, and a central marketplace with an Event Kitchen. The Maritime Pine furniture, in and in front of the shops, gives a neutral background for the joyful colours of the varying brands which interweave and support the idea of a young and lively market.

ABOUT KPLUS KONZEPT GMBH

The creative studio kplus konzept was founded in Düsseldorf in 2005 and is run by interior designer, Bettina Kratz, and communication designer and photographer, Markus Kratz.

kplus konzept designs exciting worlds of experience for Retail, Hospitality und Healthcare. In the fashion sector they plan and realise the interior design for brands such as Talyer and Esprit; in the financial sector they accompany the branch expansion of the Spanish Santander Group and for the big retail destinations they develop trend concepts as the 'Open Space' in the basement of the Köln Arcaden; the multisensory 'Home of 5 Senses' in Mönchengladbach and the interior design themes in the sophisticated urban development scheme, 'Höfe am Brühl' in Leipzig. The team of 20 employees comprises interior designers, communication, product, 3D and web designers as well as writers and photographers. The best premise for a complete brand communication service from one single source.



The shopping experience is in the forefront. A careful mixture of events and promotions with curated merchandising creating changing worlds of experiences – and Everyone Joins In! While waiting you can scan more than 100 QR codes generated by kplus konzept with your phone.

The Dining Experience – Meeting & Eating just like at Home, Bilk Arcaden, Düsseldorf

Food courts in shopping malls are becoming more and more important and cover more and more space, corresponding to the shopper's wish to be part of a community. And what represents more the appeal to our senses if not food courts? kplus konzept designed the Food Court of Bilk Arcaden which lets us 'feel like home'. The Food Court will be opened at the end 2015.

The individually customised 'Rooms' are communal dining areas for nine different restaurateurs. Here guests can choose the setting in which they wish to eat according to their mood: hastiness in the kitchen, the loungy atmosphere of the living room, the quietness of the library, the airy ambience of the conservatory or as a family in the children's corner. 'Feel at Home' means focusing on individuality, high quality and variety in the design of private spaces, even with the fixtures.

The 'Room' areas are distinguished by their furniture, accessories, colour and material choice, and also by the mood of the lighting. The illumination can be controlled; from a friendly bright breakfast atmosphere, to a relaxed lunch, or a cosy, trendy evening mood. The sounds also play a role with the concept themes of each room.

Meeting & Eating just like at home

Eating in front of the TV at home in the living room – does this sound familiar? Far too commonplace at home, but eating in a living room or a kitchen in a shopping centre, or even in the library or in the conservatory? Designs for all the senses – kplus konzept pursued this claim in their development of the food court design for this shopping centre. "Feel at Home", the motto of the shopping mall, was taken literally.

Conservatory

The conservatory in its blues and greens creates a light, airy atmosphere. The furnishings are bright, like the green covered Scandinavian-style wooden

chairs, the turquoise aluminium seats and the classic Finnish Octo lamp design. The unusual rust-look table coating with floral printed zinc plating and the use of other different materials such as matured timber inserts in blue on the shelves has a refreshing effect. The bench glows lime green, the blind displays a friendly deep blue sky; the perfect ambience for a fresh salad!

Library

In warm brown and green tones, the library invites you to dine and browse. Quality oak herringbone parquet, English upholstered benches and stools in tobacco-tones create a typically cosy atmosphere for the reading area, complemented by design intonations in the table surfaces such as book spines and text passages. And on the ceiling, book covers act as lampshades.

Living Room

The material and floor coverings in discreet shades of grey and highlighted in pink, create a modern feeling inviting relaxation. The centre points are the long sofas and tables with various characteristic façades. With their diverse surfaces and structures, the cushion covers and floor tiles also create a range of haptic and visual effects. A surprising eye-catcher are the ceiling lamps, which are floor lamps hanging upside-down. A subtle background is provided by ornamentally patterned architectural wallpaper.

Kitchen

In the cosy kitchen, the elongated orange sofa with its red-and-white chequered surroundings – blinds, pillows and tables – attracts attention. Along with colourful Eames chairs and the timeless Frankfurter seats, created here is the typical snug kitchen meeting point. Lamps made from egg-whisks and long garlic braids are innovative accessories. Plaid floor tiles and shelving racks made of black steel and oak complement the look.

Coffee Bar

In the central hub of the island, the Coffee Bar acts as the main meeting place. It has a lounge atmosphere created by its location at the window overlooking the outdoor terrace. High, delicate looking wooden struts are an eye-catcher and create a visually appealing transparent framework for the bar. Coffee-brown tones in all variations are the dominant colour in the design. **AD**

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**Mall Design
- Hofe
am Brul,
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