

RETAIL

JUDGES' COMMENTS

'Submissions from all corners of the globe provided a broad overview of issues and responses. The range of scale and uses added to the richness of the category regardless of budget, and it was a good indication that the industry is alive and positive, driven by the need to differentiate and engage, providing spaces that are both surprising and useful.'

'These awards give us all the opportunity to celebrate great design, see projects that we may not be aware of, highlight the work of new and creative designers and to learn more of the evolving world we live in'

JON TOLLIT

PRINCIPAL – GENSLER

The judging panel for the Retail category was leading industry experts; Carmel Allen – Creative Director, LINLEY, Heike Bergamini - Senior Design Manager, Selfridges & Co, Simon Kincaid – Project Director, Conran & Partners, Matthew Moore – Head of Creative, Jigsaw Group, Jon Tollit – Principal, Gensler.

GREATER THAN 10,000 SQUARE METRES



SELFRIDGES INTERNATIONAL CUSTOMER SERVICES WALDO WORKS - UNITED KINGDOM

A multi-million pound investment designed by Waldo Works, the Customer Services Lounge offers a range of services including currency exchange, cash withdrawals, tax refunds, coat check, theatre bookings and a central information desk, and dedicated VIP area in an environment of 'cool luxury'.

At over 1,486 sq. m of prime retail space marks Selfridges' commitment to their international customers, and triples in size the existing department.

'This is an amazingly bold gesture by Selfridges to bring a back of house process into a high level customer hospitality experience. The reference itself to Selfridges' history, exposing the building, the palm court and the deco detailing is executed superbly and really elevates the experience to something special. The quality of daylight and the integration of very high quality artwork into the space make it a unique experience.' JT

'Very well executed. It embodies everything you look for in your favourite hotel or favourite social meeting place. A place of calm. Clever use of colour and detail. The design feels truly international.' MM