

FX



HEALTH CHECK
HEALTHCARE DESIGN
CONSULTANCY
SONNEMANN TOON
IN PROFILE



IN THE HOUSE
SHOULD POLITICS
AND POLITICIANS
HAVE A PLACE
IN DESIGN?



BACK TO SCHOOL
NEW SCHOOLS
HAVE LESSONS
TO TEACH
FOR DESIGN



LIGHT CENTRAL
EUROLUCE
HERALDS THE
RETURN OF AN
OLD FAVOURITE

THE BUSINESS OF DESIGN

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TEACHING KIDS A LESSON

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PEOPLE

Frozen assets

Cinimod Studio serves up
a special for Snog in Soho

SNOG™
Pure Frozen Yogurt

FXfocus

32 pages devoted to
retail design projects: We
highlight where designers
find the work. And top
practices speak out



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Design practices WXY and Local Designs make visitor information interactive in New York City. Page 40



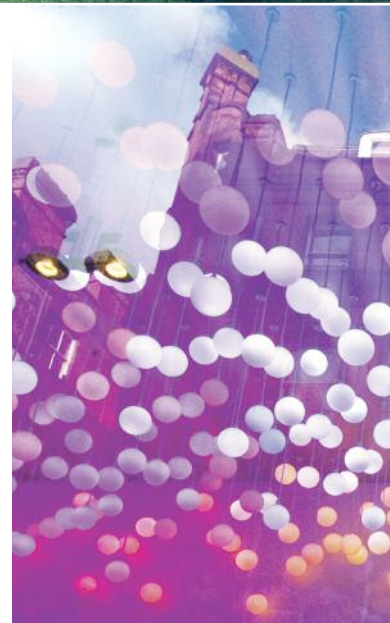
Fancy a Snog?

THE PRODUCT MIGHT BE AS FAT-FREE AND AS HEALTHY AS THEY COME, BUT THE DESIGN OF THE SNOG FROZEN YOGHURT STORES BY CINIMOD STUDIO, FROM A BRAND DESIGN FROM IDO DESIGN, ARE PACKED WITH COLOUR AND HUMOUR



DETAILS

PROJECT: Snog Soho
DESIGN: Cinimod Studio
CLIENT: Snog
SIZE: 45 sq m
COST: £200,000
COMPLETION TIME: Six weeks





#1 The main wall is in a bespoke shade of pink containing fluorescent pigment, while a single white counter in LG Hi-Macs stretches the full width of the store
 #2 Hundreds of glass globes were used to create eye-catching, colour-changing, bespoke lighting
 #3 Mushroom stools by Marcel Wanders add to the quirky humour of the store's design

➤ This second branch of cheekily named frozen yogurt bar Snog fits perfectly with Westminster Council's mission to promote a more salubrious side of Soho to those who visit London for the 2012 Olympics.

As eye-catching and good-humoured as it is wholesome (the yogurt 'lacks fat, shuns sugar and has hardly any calories' according to the company's website), the new store is designed by multidisciplinary practice Cinimod Studio around a branding concept created by London-based Ico Design.

Described by Cinimod director Dominic Harris as 'uniquely British and wholly original', the new store features some of the same design language as the original branch in South Kensington, also by Cinimod Studio. Here again the idea is to create a magical 'Snogland' of 'perpetual summer' – but a few clever twists and turns make sure this outlet has its own vivacious personality.

As you might expect from Harris, who specialises in architectural lighting, the scheme's most arresting element is a stunning lighting feature. He describes it as a 'bubbling ceiling', comprising 700 glass globes, each containing red, green and blue LEDs which pulse, dreamily, through ever-changing gradients of blue, red-orange and purple.

Beneath this effervescent ceiling, a gleaming white counter of white LG Hi-Macs with powder-coated steel sides stretches almost the full width of the store, offering an assortment of toppings for the frozen yogurt from behind a glass screen.

Behind the counter a wall, painted in a bespoke shade of pink containing fluorescent pigment, displays the Snog Logo and menu board, designed by Ico Design.

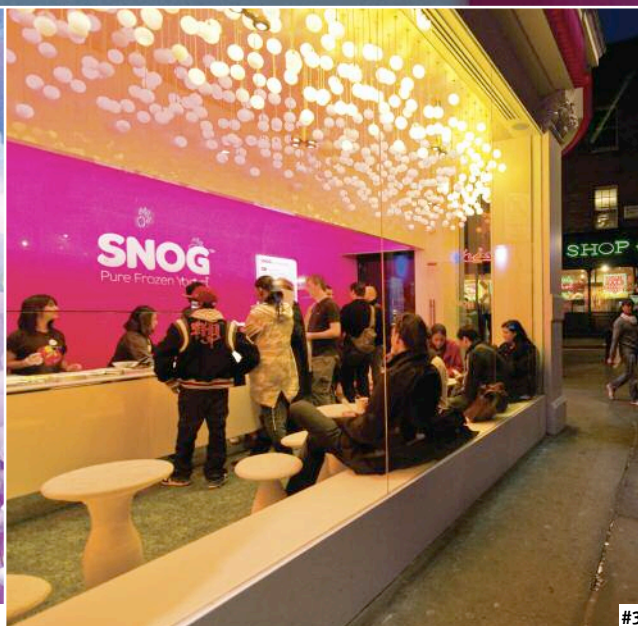
Each Snog store also functions as a gallery, incorporating the work of guest artists into the design. For the winter campaign entitled 'Life's brighter when you Snog', illustrator Giedre Domzaite decorated the white glass walls with full-colour vinyl cutouts.

It's great to see that one of the cutest elements of the original Kensington branch, Marcel Wanders' stools, modelled on shitake mushrooms, have found their way into the Soho branch. They epitomise the humour of the brand and its surreal aesthetic. The mushroom stools sit on a grass-effect floor of printed vinyl tiles by flooring specialist Harvey Maria.

More Snog branches in Covent Garden and the Westfield shopping centre are due to open this year. As the website says: 'You can never have too many Snogs'.
 Jamie Mitchell

SUPPLIERS

- Billericay Glass – www.billericayglass.com
- Bradgate – www.bradgate.co.uk
- Deltalight – www.deltalight.co.uk
- Harvey Maria – www.harveymaria.co.uk
- Hicks Joinery – www.hicks-joinery.co.uk
- Illuminate – www.illuminateitd.co.uk
- The Lettering Centre – www.lettering-centre.com
- Vivid Interiors – www.vividinteriors.com
- Wayment Flooring – www.waymentflooring.co.uk





FX focus

Retail | June 09

The brighter, the better has long been the client mantra for retail lighting and, to an extent, it still is in high-street stores, but now in places lux levels are definitely beginning to dip below the traditional eyeball-searing, snow-blindness levels.

Walk into a department store or a more upmarket fashion brand offer (in London try DKNY on Bond Street or Abercrombie & Fitch on Vigo Street) and, if you're the sort of person who registers these things, there's a good chance you'll notice how the general levels are definitely heading south. What we're looking at is the dawning of more intelligent, better-crafted and, importantly, more cost-efficient lighting solutions.

The extreme level of lighting in retail has long been the bete noir of lighting and 3D designers, but the tide is turning and it's likely to keep going. That's because while there are a number of factors at play here, the key issue, simplistically, is that lower levels of lighting equals less power usage, equals lower running costs. Retailers seem to have cottoned on to the fact that they can have a good lighting scheme that actually costs less to run.

We're not just talking about lower levels of power going through the lighting system – halogen and metal halide lamps give off a lot of heat into the room, so if they are more efficient, there are less of them and they're operating at lower levels, they put out less heat and that impacts favourably on the air-conditioning costs as well.

But price isn't the only driver. Lighting design has grown up as an industry itself, believes Gregor Partnership founder Gregor Townsend. His consultancy has completed a number of high-profile, yet low-lux, department store projects for the likes of Harvey Nichols, London (personal shopping and shoes), Brown Thomas, Cork (menswear) and Selfridges Birmingham (womenswear).

'Lighting certainly has increasingly played a vital role in design – not just retail – in creating the right atmosphere,' he says. 'It's still a fairly young industry, but it has become a specialism, recognised as an industry in its own right and a vital tool in the design palette

LUX INTERIOR

Great strides forward in colour rendering and colour stability are making the LED a real contender for being the one-stop light for retail interiors, says Johnny Tucker

2012 – LED WINS RETAIL GOLD

Talk to Erco Lighting's technical manager Niger Sylvester and he'll likely tell you the retail lighting future is LED. Talk to The LED Group's design director, Paul Donegan, and he'll tell you the LED's future is orange: colour rendering is an issue with LED, warming them up with phosphor coatings stops about 20 per cent of light output, but it's coming on leaps and bounds.

'By 2012 we should be able to match the horrible orange light of a sodium lamp. Then we will have really hit the peak. There will be LED alternatives to every

light source on the planet,' enthuses Donegan.

LEDs look set to be a big hit in retail lighting. While they do produce heat it's all at the rear in the void and no UV, infra red or heat goes forwards into the store.

One project making the most of LEDs is the Snog frozen yoghurt shop in Soho, London, designed by Cinimod Studio. It was fitted out by Vivid Interiors, which had the challenge of installing around 700 individual LED lights, each fitted with hand-made glass globes, and which are powered and controlled by USB cables. They can change colour independently through a wireless link to a computer software program.

