

SNOG PURE FROZEN YOGURT

LONDON, UK

interior and lighting design CINIMOD STUDIO
photos COURTESY OF CINIMOD STUDIO

“Life’s brighter when you Snog,” claimed an advertising campaign for Britain’s Snog Pure Frozen Yogurt. In the context of cold northern winters and temperate summers, cheekily named Snog takes a witty approach to the sale of frozen yogurt. Its fourth London outlet is a quirky and colourful space that evokes the feeling of a perpetual summer.

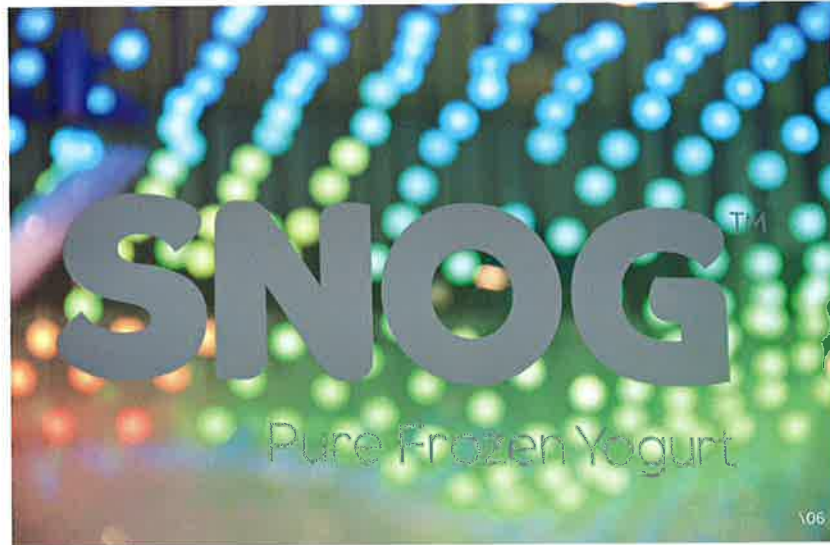


Snog Pure Frozen Yogurt aims to communicate a message of health, warmth, and positivity through the design of its outlets. Building upon the brand identity created by Ico Design, Cinimod Studio has created fresh, interactive interiors for Snog's small chain of outlets in London. The fourth of these is located in Covent Garden, and incorporates elements from previous stores (such as grass-print floors, floral graphics, and digital sky ceilings) while also speaking of its site.

The retail space on Garrick Street was once the location of an apple store that dated back to the 1860s. This inspired Cinimod Studio to develop a modern-day orchard. Further inspiration was drawn from the dream-like world of Alice in Wonderland, and as a result, two surreal twisting trees stretch toward an animated canopy of LED lights. The glossy, abstract tree forms stop playfully short of the canopy, which dips and peaks overhead.

This undulating light field is composed of low-wattage LEDs within frosted glass spheres. Each sphere fixture contains three tricolour LEDs and is capable of millions of colours. Like a bubbling summer sky, the LEDs change the colour and thus the mood of the store throughout the day and evening. The installation creates the impression of a perfect, never-ending summer and bestows a haven-like presence upon the store.





V06



V07



V11



V08



V10



V09



V12



V13



V14

V01: Applied to upstairs windows, Snog's signature vivid pink creates a recognisable beacon in Covent Garden.

V02: A fully glazed streetfront and a generous ceiling height lend maximum impact to the lighting installation.

V03, 04, 05: The rippling canopy of lights provides passersby and customers with a bold, changeable, and memorable display.

V06: To create the bubbling globe ceiling, Cinimod Studio designed its own light fixture and oversaw its manufacture. Each globe hangs on its own cable and contains an individually addressable LED.

V07: A signature vivid pink wall and a gleaming white counter present an impression of freshness.

V08, 10: Marcel Wanders' 'Shitake Stools' complement an organically styled communal bench that is suggestive of a fallen tree branch. The seating places customers in the proximity of the grassy floor.

V09: Grass-print vinyl flooring contributes to the carefree, summery atmosphere.

V11: The fascia features an array of vertical slats of pink acrylic – another of Snog's signature elements.

V12, 13, 14: The surreal, twisting trees are a reference to the site's former life as an apple store. Vinyl cut-out artwork was applied to the gleaming white glass walls.