

POWER SHOP 2

NEW RETAIL DESIGN
VOLUME 2:
ANYTHING (BUT FASHION)

FRAME

Turkey İşbank Cultural Publications A24 Design Studio

WHERE: IZMIR, TURKEY
WHEN: FEBRUARY 2009
CLIENT: TURKEY İŞBANK CULTURAL PUBLICATIONS
SHOP CONSTRUCTOR: A24 DESIGN STUDIO
TOTAL FLOOR AREA (M²): 60
BUDGET (€): 45,000

A24 DESIGN STUDIO - FOUNDED IN 2004 BY NALAN BAŞKIR, NILGÜN BAŞKIR AND ALPTEKİN BAŞKIR - INTEGRATES ARCHITECTURE WITH INDUSTRIAL DESIGN. THE FIRM DESIGNS, MANUFACTURES AND INSTALLS QUALITY RETAIL SPACES AND EXHIBITION STANDS. A24'S TAGLINE - 'CREATING ATMOSPHERES THAT INSPIRE ...' - EMERGES FROM THE BELIEF THAT DESIGN IS A POWERFUL COMMUNICATION TOOL.

Turkey İşbank Cultural Publications is a quality publishing house owned by Turkey's largest bank. When the company decided to open more Turkey İşbank Cultural Publications bookstores, it became A24 Design Studio's task to design a new retail concept. Required: a relaxing atmosphere for valued customers. To distinguish the bookstore from the competition, A24 rejected the idea of a conventional, sales-oriented space in favour of a warm environment sure to appeal to booklovers: a comfy homelike interior. Highlighting the centrally positioned reading area is a custom-made sofa with two functions: seating and shelving. Two chic table lamps and a rug reinforce the sense of domesticity. A more colourfully furnished area serves younger customers with an interest in the publishers' excellent selection of children's books. In the window, a random arrangement of vertical boards offers passers-by a glimpse of the interior. The store in Izmir is the first to feature this concept. Stay tuned for the following editions!

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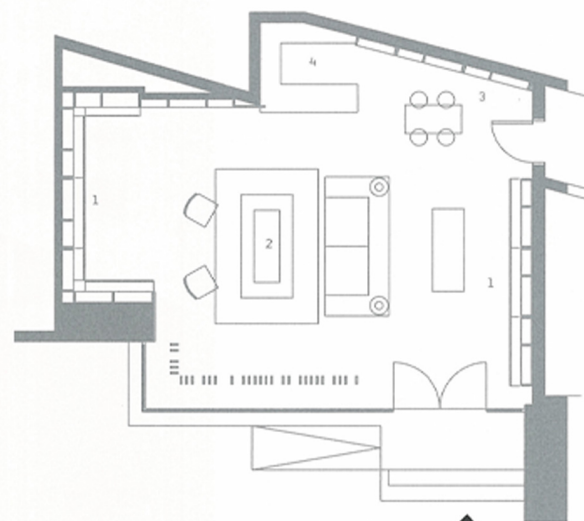


01

01 The cash desk is made from grey-painted MDF.

02 Shelves, table and sofa feature cherry-coloured laminated chipboard, which enhances the cosy atmosphere.

03 Warm-coloured spotlights have been used to display books more prominently.



1 Display
2 Seating area
3 Children's section
4 Cash desk



02



03