Parisotto & Formenton: how to create store spaces focused on a unique in-store experience to customers

Rich & Raw, the new Sisley concept store of Benetton Group opened in Milan, that takes inspiration from The Dreamers, directed by Bernardo Bertolucci

The most beautiful Eataly store in the world: this the definition of Oscar Farinetti, Eataly founder about this new store located in the Artusi’s land

The new flagship opened by illycaffè is located in Piazza Gae Aulenti in Milan at the heart of Porta Nuova newly revitalized area

Transparency, authenticity and sustainability, mixed with history, traditions and technology: this is the philosophy of Coop supermarket within the Food District at the Expo in Milan
STATE-OF-THE-ART TECHNOLOGICAL INNOVATION REVOLUTIONISES THE SHOPPING EXPERIENCE.

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This is **Costan’s innovation**: applied to a comprehensive range of refrigerated cabinets, it now meets all the display requirements of an entire retail outlet. **No store has ever been this UP!**
Coop’s idea of the supermarket of the future at the Expo

“It will not be the Coop supermarket of the future, as we expect it to be in 2050, but a place where we will offer suggestions and solutions based on our history, our traditions and future, with the use of technology that will allow us to describe in a simple way products and supply chains” says Marco Pedroni, President of Coop Italia, summing up the philosophy of Coop supermarket within the Food District at the Expo in collaboration with MIT Senseable City Lab, Carlo Ratti’s agency and an internal project of the Coop School, a contest on innovation based on transparency, authenticity and sustainability. The supermarket Coop at Expo will be an experimental space to create new interactions between consumers, products, manufacturers and supply chains, spread over a 2.500 sq m area on two levels. Just after the entrance you will pass through a corridor that aims to be a journey in the history of Coop, from the first shop in Turin in 1854 to our days, with infographics on the evolution of the market from Middle Ages on to the future. Upstairs, there will be the supermarket. Over 1,500 products including Coop private label and 80 items from industrial brands will be displayed on vertical steps and also arranged on interactive tables showing five food chains (milk and dairy products, coffee and tea, cereals, meat and fish, fruit-vegetables and wine).

Three are the levels of interaction. With the first one gets infos about products’ key features by passing one’s hand on tables. In the second stage the origins and each product’s raw materials are told through tables, along with allergenic ingredients and nutritional data per portion. The third step gives details of the products’ and company’s history. “We do not want to anticipate the future, we want to show how technology makes you try a new special experience allowing people to create new interactions” says Carlo Ratti.
Rich & Raw, Sisley (Benetton) has a completely new look

Rich & Raw, the new Sisley (Benetton Group) concept store opened in Milan, in the central Piazza San Babila, takes inspiration from The “Dreamers” (directed by Bernardo Bertolucci) and reflects the idea of a classic vintage Parisian apartment, luxurious with characteristics of freedom and seduction at the same time. Some furniture elements are carefully designed and thought of, but positioned as if they were left there by chance, just to give the idea of freedom and light heartedness. The new philosophy of the brand aims to emphasize its vitality by offering refined and luxury interiors as if they were marked by passing of time, combining both present and past. At the same time, the brand is emphasized by highlighting its fashion identity, which is contemporary and cosmopolitan.

The brand’s new marketing objective (Sisley has more than 900 shops in the world) continues to renew the layout and design of other shops just like they did for the Milan store. The idea is to guarantee a specific and distinctive character and its own uniqueness to each store. Together with the strategy renewal of the brand, product and communication, the first new concept store was opened in 2014 in Berlin. In 2015 new openings were made in important Italian cities, including Milan, Venice and Rome.

The features of the store
Inside the store, which is divided into more levels with large windows looking on to the Piazza San Babila (down-town), main features are the oval shapes that are repeated on mirrors, tables and other furnishings. The floors are black and white checkered with rhomboid shapes (to give a warped effect) and are made of recycled wood.
Sicily docks in Genoa with Don’Cola

Don’Cola from Genoa has a new look. The space was created by the two brothers Vincenzo and Fortunato Di Marco, who had the idea of opening a store to offer the best Sicilian products to be tasted and bought.

The two entrepreneurs have decided to refresh the layout of the shop, which opened in 2008 and is located in via Cesarea and Costa Group (Italian agency specializes in concept store) is in charge of the new layout.

The new format emphasizes traditional Sicilian atmosphere and colours using baroque style tones (bright yellow paint) on the walls and the bar friezes, whose austerity is softened by lines on the floor. As many products as possible are shown on the wall behind the counter, the wines displayed on hanging boxes. On the counter you can find the most common local Sicilian products: croissants, cassata, almond paste, cannoli, but also local “focaccia genovese” and at the restaurant you can take breakfast, lunch and dinner with special menu suggestions. Each tasting selection is accompanied by a postcard showing the origin of each product.

Environmentally sustainable structures
The two entrepreneurs have presented a new project in via Palmaria, just round the corner near the famous Oriental Market. This is an innovative concept applied to the most traditional restaurant in Genova, La Friggitoria.

The new restaurant, “Assaggi di Gusto”, launched by Costa Group as well, and designed by Swiss company PHI-SAGL IHP, focuses on local street food. This concept is revisited in terms of taste and sustainability excellence, paying a lot of attention to food’s nutritional and health-related aspects.
A new Eataly store opens in the Artusi’s land

Oscar Farinetti, Eataly concept’s founder, up to now present with 25 stores in Italy and abroad, has launched a new Eataly in Forlì, Piazza Saffi, on February 25th. According to Farinetti, this is the most beautiful Eataly store in the world.

The store is located within the historic palace Talenti Framonti over an area of 2,000 sq meters and divided into several floors. It ranges from sales, catering and educational and has a very strong bond with the Romagna area and its culinary traditions: 40% of the products are locally sourced, while 57% come from other Italian areas and 3% from the rest of the world. The provenance of all products is strictly controlled.

On the ground floor you can find the café shop (supplied by Illy), the pastry and ice cream corner. The market with fresh fruit and vegetable, meat, cheeses and pasta, and the Pasta and Pizza restaurant are on the first floor. Organic fruit and vegetables are supplied by The Mengozzi farm from Ravaldino in Monte (near Forlì and Cesena). On the second floor you can find Trattoria Giuliana, run by the family that led the Locanda del Gambbero Rosso from San Piero in Bagno (in the same area). On the third floor there is the wine bar and space for events and cooking classes in collaboration with Casa Artusi. At the top, a panoramic terrace overlooks corso della Repubblica and Piazza Saffi.
The new flagship opened on March the 3rd by illycaffè in Piazza Gae Aulenti in Milan at the heart of Porta Nuova newly revitalized area “will make Milan the mother city of illycaffè for the world” as Andrea Illy, CEO of illycaffè, puts it. We’re talking about 200 sqm on two levels connected by a staircase set against a wall which, using red and white corporate colours, features the history and philosophy of the brand.

Fabrizio Dosi, head of the business unit B2C of illycaffè: “The flagship is the place where you can fully enjoy illycaffè experience, coffee tasting varying from classic espresso and cappuccino, to the more than 60 special offerings, where coffee is always the star of the show. You can choose between savory and sweet flavours with the products of the Illy group. Sweet dishes, in particular, are prepared by head pastry chef Luigi Biasetto; from breakfast to happy hour. Finally, the possibility to purchase the products on the shop together with all the items from Illy’s world. Coffee machines and cups with themed decorations and accessories for breakfast, coffee, chocolate, tea and branded jams: Mastrojanni, Domori, Damman and Agrimontana. Art plays an important role as well to attract customers through exhibitions organized with contemporary art gallery Lia Rumma. “Opening a flagship like this one - says Dosi - entails costs between half a million euros and 750 thousand euros. Typically it is a 250 square metre store, as franchise stores range on smaller sales surface between 100-150 sqm. There are 230 worldwide coffee shops in prime location, 10% of them directly owned flagship stores in major cities like London, Seoul, San Francisco.”
Parisotto & Formenton focus on the experience

The retail projects arise from a deep relationship between the company and the designers that have the aim to express the values of the company in the store spaces to grant a unique in-store experience to customers. The architects Aldo Parisotto and Massimo Formenton have been working together since 1990 when they created Parisotto & Formenton Architects. Active in both national and international contexts the designers work in the retail sector with major Italian and foreign companies.

What is your approach to retail world?
To create a concept or design a store means translating the DNA of a brand, the values of a company and an entire business philosophy into a physical space. To obtain good results, you need to have in depth knowledge of the customer and a lot of mutual confidence and trust, because a retail project is to be done together.

How is “made in Italy” communicated in your projects?
Being Italian is considered as a strength. The passion for detail and the research for high quality, that animates our design combines with the collaboration with the world of Italian production that has the same values: quality, focus on details, excellent materials, high professionalism of the workers and of all those who collaborate to provide the project with their work.

Based on your experience, where will the architecture for retail goes in the near future?
It has been so for several years, but increasingly in the future, the buzzword for the retail world is and will be experience. Even if eCommerce is emerging as a purchasing channel, the physical store offers customers the opportunity to immerse themselves in the values of a brand, to approach an entire world, a way of life.
Nespresso by Parisotto & Formenton

Among the most interesting retail projects Parisotto & Formenton have been working with, Nespresso ranks at the top of the list. “We have been working with Nespresso since 2009. We signed the concept in collaboration with Future Brand Paris. The flagship store was re-launched in Paris-Champs Elysées at the end of last year. It is a prestigious area of 1,500 square metres of which we took care of restyling”. The project aims at creating an important background to a unique shopping experience in which the design of the space reflects the values of the brand. The large space is dominated by an imposing circular staircase, around which the layout is organized on different levels, enriched by a spectacular luminous installation on the ceiling, coupled with an innovative display space at the centre of the stairs, a unique piece of furniture designed for the Parisian store to display of the latest Nespresso products.

Vinicio’s unique shopping experience

Also for the local multibrand Vinicio boutique situated in Legnano (not far from Milan), Parisotto & Formenton want to reach the same goal: to create a unique shopping experience. “That’s why we decide to built the store as a small ‘architectural promenade’, dedicated to the most prestigious brands of made in Italy, overlooking the square of Legnano and devoted to the fashion designer Gianfranco Ferre”.
The Italian style in the construction of the stores

The design of a store is a stimulating challenge. It is an activity that encompasses various disciplines, setting up temporary scenery, communications projects, and experiential marketing. The combination of respective visions helped re-establish the concept of commercial space, renew the image of the brand and export the Italian style around the world. Here’s a brief trip through sixty years in the stores designated by Italian architects.

Olivetti and Carlo Scarpa
The Olivetti stores were the first case of a shop in which a company invested in integrated communication. The Venice showroom, designed by Carlo Scarpa in 1958, is considered the forerunner of the contemporary Apple Store. The company had begun to export the Italian style around the world for several years, starting from the USA, where in 1954 the store located on Fifth Avenue, made by BBPR, was considered, for many years, as the most beautiful store on the street. A significant invention to remember is the positioning of a typewriter Letter 22, outside the shop window: anyone could use it to write a message. At the same time, clients had the possibility to try the new product, undisturbed.

Benetton, Afra & Tobia Scarpa
A new relationship was explored in the partnership between Benetton and the architects Afra, and Tobia Scarpa. In the seventies, the new retail concept used was to create bright stores with no windows. The layout of the store itself was considered the “window” to attract clients.

MORE
Esprit, the Sottsass Revolution

In the eighties Doug Tompkins, manager of Esprit, gave great creative impulse to the re-foundation of the store concept. He entrusted the most innovative international designers at the time giving them the possibility of free expression in their projects to represent the identity of the company in a showroom assigned to each of them. Among the personalities involved in this project: Ettore Sottsass, Shiro Kuramata, Antonio Citterio, Norman Foster. In particular, the postmodernist ideas proposed by Sottsass, founder of the Memphis group, together with the Sottsass and Associati partners were considered revolutionary. The Esprit experience greatly contributed to evolve the brand and to give it a very innovative image. It represents the beginning of the concept store.
Prada and Rem Koolhaas

In the 21st century, another long-standing partnership between a designer and a designer brand changes the scenario. We are talking about Prada and Rem Koolhaas, the Dutch artist, author of several projects for the fashion maison including a series of innovative concept stores, the Epicenter, that characterized the beginning of the new millennium for the business of the company. The New York store, opened in 2001 in the Guggenheim Museum SoHo Broadway, empathizes the concepts of excellent craftsmanship, Italian style and innovation expressed by the brand. The New York store has a spectacular architecture, a large wave passes through the 23,000 sqm of the store space connecting the two floors. When necessary it reveals a stage for special events including fashion shows, and performances by cutting-edge artists. A long wall is covered with wallpaper, periodically replaced with a pattern themed coordinated with other areas of the store, while a series of technological gadgets (for the time being, real future) support the purchase. For the set of elements that redefines the relationship with the customer, Epicenter is still considered one of the most worldwide interesting retail projects.

Cavalli and Rota

The relationship between Italo Rota and the designer Roberto Cavalli is marked by continuity and mutual influence. Not only has Rota contributed to Roberto Cavalli’s boutiques, from the first one opened in Miami in 2002, but also to the development of the Just Cavalli Café project, created from an idea by the designer in 2001.
AHT introduces Vento, the new line of refrigerated walls. Each Vento wall has an autonomous refrigerating circuit and generates residual heat, for with two different disposal systems: the heat from the building via water and transfer of heat in the store through the air. The new, sophisticated monitoring system Vento also integrates an intelligent surveillance system.

The H2O Arneg system transforms furniture for commercial refrigeration, into plug-in units connected to a hydraulic circuit with chilled water. Water cooled condensing units are coupled with an integrated system available for each type of layout. Benefits: reduction of the refrigerant charge; possibility of using environmentally friendly refrigerants; energy saving.

Gran Vista, branded Costan (Epta Group), is a vertical counter characterized by doors of every height and roofless, that ensure optimal visibility of the displayed products, quality and efficiency. Among the new accessories: special shelves designed to enact special fragrances with enhanced lighting, for promotions and ad hoc initiatives. It is possible to equip the desks with canopy screen or with a touch screen monitor to communicate advertising or info, on request.
Reggiani
Yori Led

Yori is a lighting solution in which two volumes in cast aluminum are joined by a thin joint that allows you to direct the light beam and create different backgrounds. It is designed to accommodate the most innovative light sources (Led Light and RE metal halide) which together with the IOS technology (Interchangeable Optical System) offer high efficiency and various amplitudes of the light beam.

Ingenico
Payment solution

The new Ingenico module iUC280 is the payment solution all-in-one that can accept payments of reduced amounts, made both with magnetic stripe cards and with contactless chip cards that do not require a Pin (no-CVM). iUC280 also handles the cards deprivation, the transport ones and all the new tools such as e-wallet, ticket and electronic coupons. Perfect to be used in unattended systems and vending points.

Fujitsu
Connected Retail

Fujitsu has introduced its new Connected Retail strategy, relying on the extension of the application PoS Fujitsu Market Place also to mobile devices. The goal is to allow more international retailers and their customers to operate via mobile with a range of multichannel services developed according to the current trading environment. Fujitsu also offers a wide range of end-to-end services.
Tyco Real-time data monitoring

Tyco Integrated Systems Manager X3 is the platform for the efficient monitoring of scenarios and real-time data coming from security systems, fire protection and IT. The availability of a mobile application iOS, for use on the iPhone and tablet Windows, allows you to manage security in an innovative way, adding to the traditional fixed monitoring stations further control options.

Gunnebo Storage solution

Gunnebo launched on the market a new storage solution for retail sector. HSRD D5 has been designed to count, validate and submit notes in one operation, simplifying the retailer’s job. Manual counting operations are eliminated and back office admin work is streamlined. Banknotes are also safe, in drawers like the ATM, within a strongbox Grade III certified, and equipped with a staining system.