

CHECY,
FRANCE



ature

SENTIMENTAL

TÉMOIGNAGES

ACTUALITÉS



La Littérature

ST FANTASY

ART & POP CULTURE

SCIENCES

Les Loisirs

CUISINE

Le Ludo-édu



Facts & Figures

CLIENT

E.Leclerc Checy

LOCATION

**La Place Culturelle by E.Leclerc
Checy, France**

SALES AREA

300 m²

OPENING

June 2022

TIME OF CONSTRUCTION

3 weeks



The challenge

A slow pace for quiet lingering: the **optimum experience for book shopping**. So, how do you create the ideal book shop experience inside a busy hypermarket? This is exactly the question the CEO of Leclerc Checy asked himself when considering the ideal future experience for his customers.

The answer? The creation of a **standalone book shop** inside the mall & adjacent to the main hypermarket. In this way, the bookshop would be a new space **for book lovers**, with an independent feeling that would help it stand out and provide the **warm atmosphere** of a local shop, offering the dual advantage of convenience for existing customers and a chance to gain new audiences.

The concept

The bookshop “**La Place Culturelle by E.Leclerc**” stands on a corner just inside the entrance of the mall, for which a new identity has been developed. The semi-open, **natural timber grid** at the threshold creates the immediate feeling of a warm, domestically scaled space for exploration & learning.

Inside, La Place Culturelle is inviting you to slow down, immerse and find new passions. Here, the choice of **natural and raw materials** continues, alongside a simple & subtle color palette that's designed to create an all-together harmonious & **soft atmosphere**.





Highlights

- **Lighting design** has been carefully considered to create focal points and give the shop a **sense of depth**, while simultaneously providing the optimum light levels for reading.
- A standout design feature that lends a distinct identity to the space is the **inverted light forest**, running across the ceiling through the center of the store. **Green tubes** hang in an organic arrangement, casting light into highlight display areas & integrated **reading zones**.

Look & Feel

Littérature





Design



Build

VENUE ACE URELLE

RVILLER
ÉVER
IERCHER
PLORER

pace
lturel
clerc
rrairie

RAIRES

DI AU JEUDI
D - 19H30
DI ET SAMEDI
D - 20H00

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OTRE SANTÉ







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