



center

POTS DAM

STERN-CENTER

INTERSTORE | schweitzer 

Facts & Figures

CLIENT

EDEKA Minden

SHOP NAME

**EDEKA Center,
Potsdam**

LOCATION

**Stern-Center,
Potsdam, Germany**

SALES AREA

7000 m²

OPENING

15th September 2022



Challenge

Following the openings at Weserpark and Steglitz for EDEKA Minden, the objective at **Potsdam** was to retain a similar albeit localized design language, while adapting the design experience with a **different assortment** for a different set of customer needs. Spread over **7000m²** & set over 2 floors connected by central escalators, the challenge was to arrange the layout with an intuitive and exciting design concept, motivating weekly shoppers to visit all parts of the store.

Highlights

- **High-contrast, colorful design** that gives each area its individual character & responds to the market's surroundings. Well-known symbols of Potsdam's culture have been graphically abstracted onto the bright blue walls.
- The **interplay between fresh & non-food** ensures a motivating customer flow across the whole store. Located in the midst of non-food worlds, fresh food departments surprise with individual brand images & fresh products. The Italian deli "Amor" & the "Backmeister" provide seating for on-site consumption with an extended **service and self-service offer**.



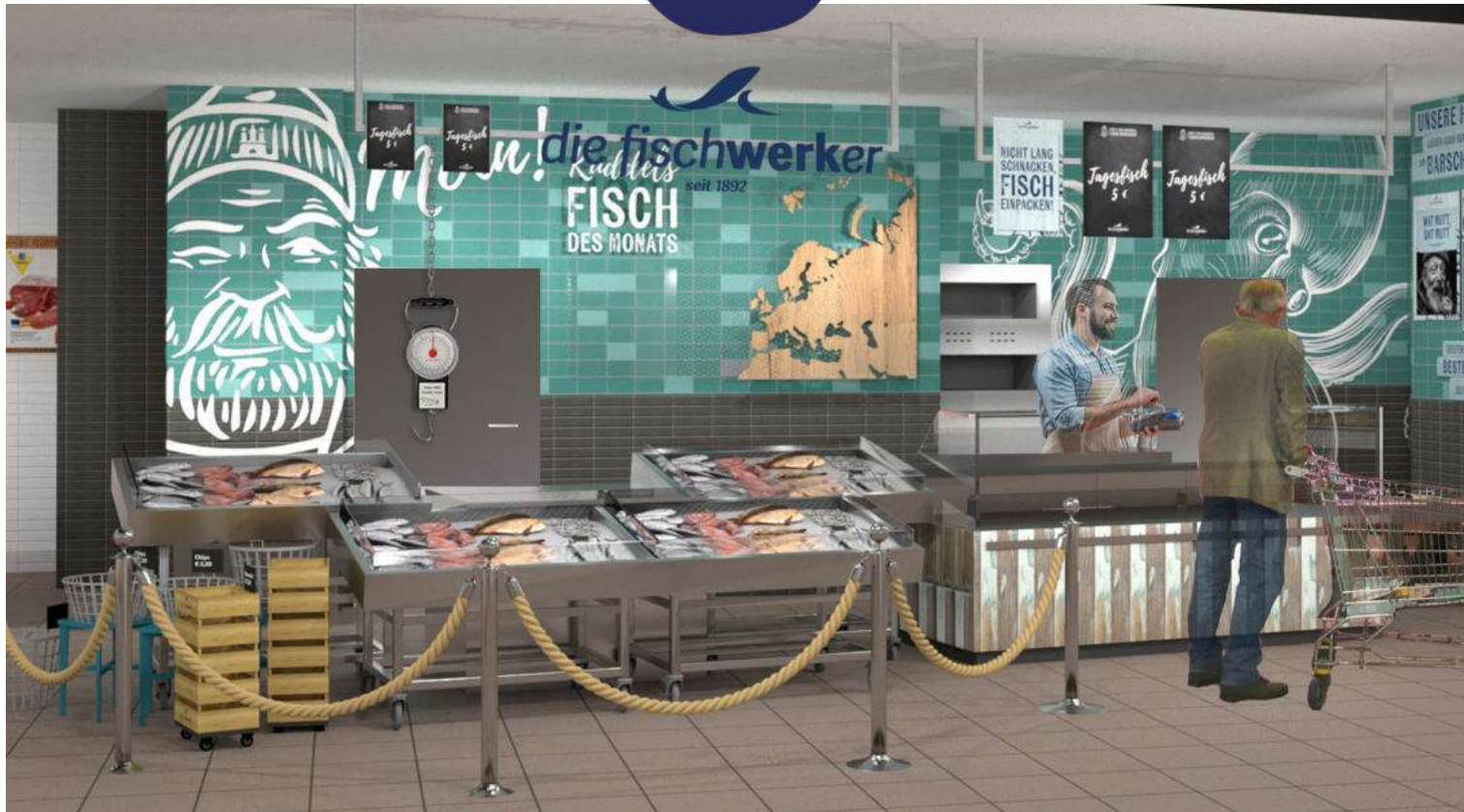


Highlights

- **One-stop-shopping** thanks to a diverse food & non-food offer.
- **Visual merchandising** is characterized by highly distinct & voluminous promotional displays, actively alerting customers to current discount promotions for their weekly shop.
- Entering the store, **fast food missions** are immediately tailored for, including a self-service Jungle Juice Bar, a food-to-go/salat bar & the fresh bake-off, conveniently facilitated by a shortcut to the checkout.

Look & Feel





Design



Build

Wir  Lebensmittel

 center

WILLKOMMEN IM
POTSDAM

BLUMENKIND

BLUMENKIND

APP
10 MIO
EINKAUFSWAGEN
WELT!
KEIN WARTEN
KEIN UMPACKEN
SCHNELLES BEZAHLEN

EASY

OBST & GEMÜSE

BIO
Aus Liebe zur Natur

Bio Rucola Salat
Karton 1
1,79

Bio Stangensalat
Karton 1
1,99

Bio Rucola Salat
Karton 2
1,49

Bio Stangensalat
Karton 2
0,99

Bio Rucola Salat
Karton 3
1,99

Bio Stangensalat
Karton 3
2,99

Bio Rucola Salat
Karton 4
1,99

Bio Stangensalat
Karton 4
2,49

Bio Rucola Salat
Karton 5
1,49

Bio Stangensalat
Karton 5
2,39

MARKT BÄCKEREI





BIO
pur!

SPIELWAREN

AKTION AKTION

NATURKIND

STRECKE
TAGESMARKT







KÄÄSTRESOR



SPIRITUOSEN



EC Stern-Center

die fischwerker
seit 1892
MIT LIEBE VON

LAGER-GRÜNER
FISCH-GRÜNER
4,49 / 100g

GRAMMARE
MISCHTAL-GRÜNER
1,99 / 100g

FISCH-GRÜNER
BRAND
SUPREME
1,49 / 100g

QUALITÄT
PREMIUM

DIE FLEISCHER

DRY AGED











EC STERN-CENTER
TYP No1
BACKMEISTER

MIT LIEBE VOM

BACKMEISTER TYP No1
E-center
Stark-Geistig
Potstücken
Um es ist
stärker
POTSDAM
KRACHER
Knusperhand-
bröt
DIE SPAREN 0.30 €
CENTER BILLIG
1.99

BACKMEISTER TYP No1
E-center
Stark-Geistig
Potstücken
Um es ist
stärker
POTSDAM
KRACHER
Knusperhand-
bröt
DIE SPAREN 0.30 €
CENTER BILLIG
2.49

FEINSTE
TYP
No1

ART UNABHÄNGIG
GRÖßEN UND STÄRKEN
STUFE
FÜR
STUFE

we think retail.

INTERSTORE

Zurich – Switzerland

+41 44 542 90 40 info@interstore.ch

interstore.ch

schweitzer 
project

Naturno – Italy

+39 0473 670 670 info@schweitzerproject.com

schweitzerproject.com