

TERLAN, ITALY



schweitzer 



# Facts & Figures

CLIENT

**Metzgerei Nigg**

SHOP NAME

**Metzgerei Nigg**

LOCATION

**Terlan, South Tyrol,  
Italy**

SALES AREA

**approx. 60m<sup>2</sup>**

OPENING

**July 2022**

## The challenge

The history of the **village butchery Nigg** goes back to the 18th century, where this family business has always stood for quality & sincere cordiality. More than 40 years ago, Schweitzer advised the Nigg family on a previous reconstruction of the shop. With the re-design of their logo, sales area & parts of the exterior, the cooperation has been successfully extended for another generation. The owner family wanted a **meaningful design concept**, with a **layout to optimise the available space & support daily working processes**.





## Highlights

- The store design is characterised by the **light modern palette & romantic country style**. Decorative wooden elements & **high-quality materials** highlight the products & craftsmanship.
- **Workflows are optimised** due to the improved layout & **customised refrigeration units**. The carefully **considered store concept** has been created to allow perfect handling behind the counter, while the shopper & the product remain at the centre. Individually manufactured furniture & refrigeration elements not only ensure the best possible functionality, but also create space for new work areas.

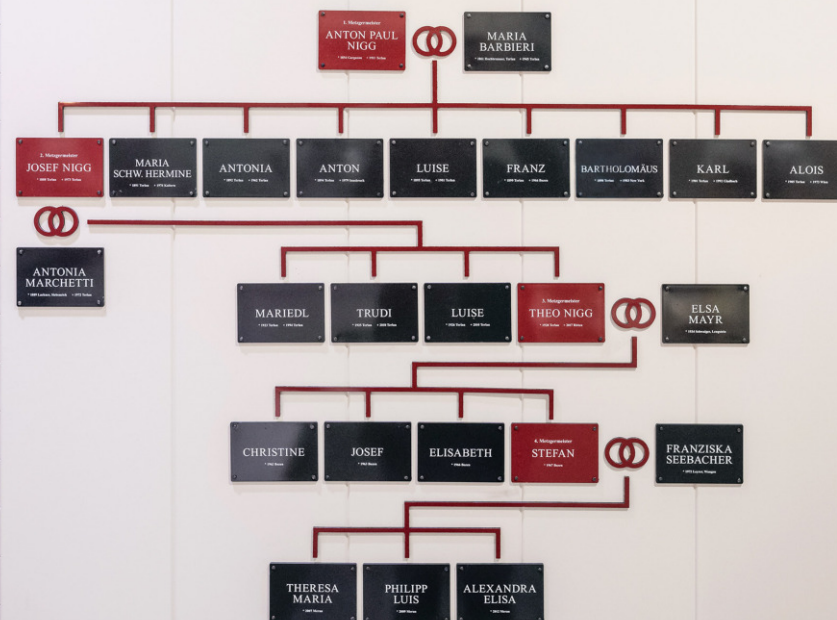


## Highlights

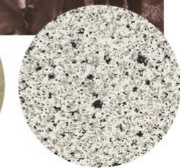
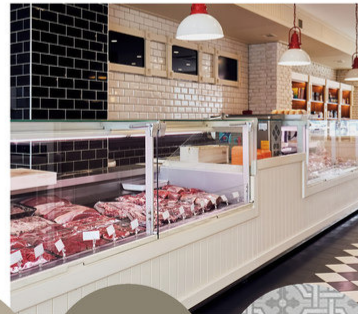
- The newly integrated family tree along with numerous memorabilia from the existing interior help **tradition & values** to shine through the brand identity & experience.
- Two special highlights: the French-style **vintage wooden shop window** opens the space toward village life. In the salesroom, the **historic meat cabinets have been faithful reproduced** to provide a unique eye-catcher.



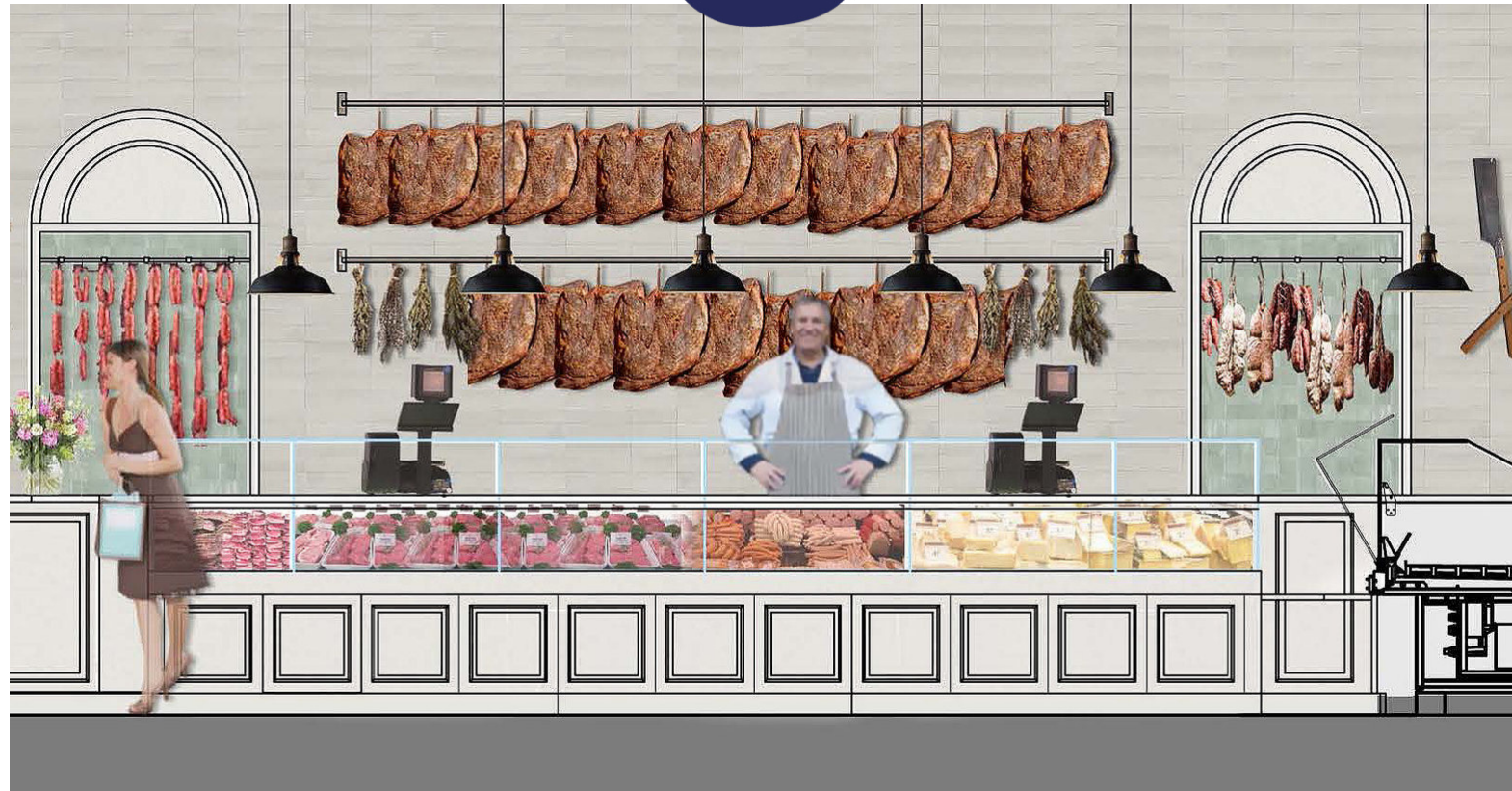
## NIGG STAMMBAUM



# Look & Feel







**Design**



**Build**



# METZGEREI Nigg MACELLERIA



















# **we think retail.**

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