

#### FACTS + FIGURES

CLIENT

**Schenke Family** 

SALES AREA

Ca. 3000 m<sup>2</sup>

SHOP NAME

**EDEKA Schenke** 

OPENING

28th September 2023

LOCATION

Gütersloh, Germany



#### CONTEXT

EDEKA Schenke in Gütersloh was remodelled and extended for the first time in 2006 by the design and shop fitting company Schweitzer. The same location has now undergone another conversion and once again the family relied on Schweitzer's many years of experience and expertise.

The store is located in an existing building, the Schenke Stammhaus, to which a new building has been added, substantially increasing the total store area to approximately 3000 m<sup>2</sup>.

#### **CHALLENGE & CONCEPT**

The challenge for the designers and planners of Schweitzer's sister company, the retail design agency Interstore, was to develop an innovative store concept that harmoniously combines the existing and the new buildings.

The result speaks for itself: thanks to a generous layout, a continuous feeling of space has been created despite the different room heights, allowing for an organic customer flow.





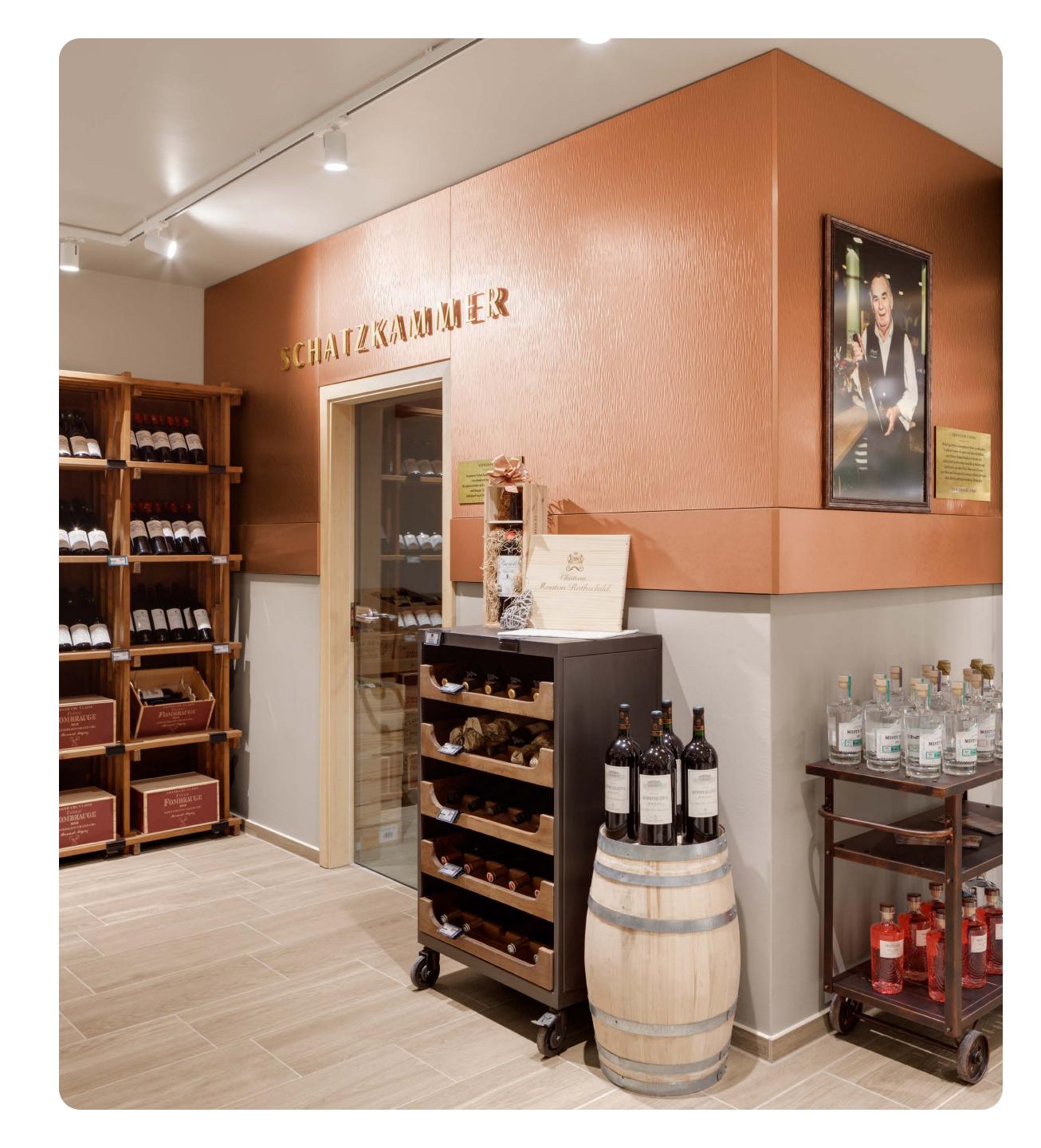
#### HIGHLIGHTS DELICATESSEN

A strong focus was placed on the redesign of the delicatessen department, on which much importance is placed in the Schenke stores. In-house recipes, handed down from generation to generation, are still used here and prepared fresh every day. To emphasize the importance of this area, the graphic designers at Interstore developed a special brand around the Schenke logo.

## HIGHLIGHTS WINE & SPIRITS

A completely new branding concept as well as the use of qualitative materials gave the wine cellar a premium feel.

Existing wooden shelves were reused and integrated into the new concept. A selected area with a gold and black chequerboard pattern as wall decoration is reserved for a wide selection of champagnes and sparkling wines.



#### LOOK + FEEL

schenke?





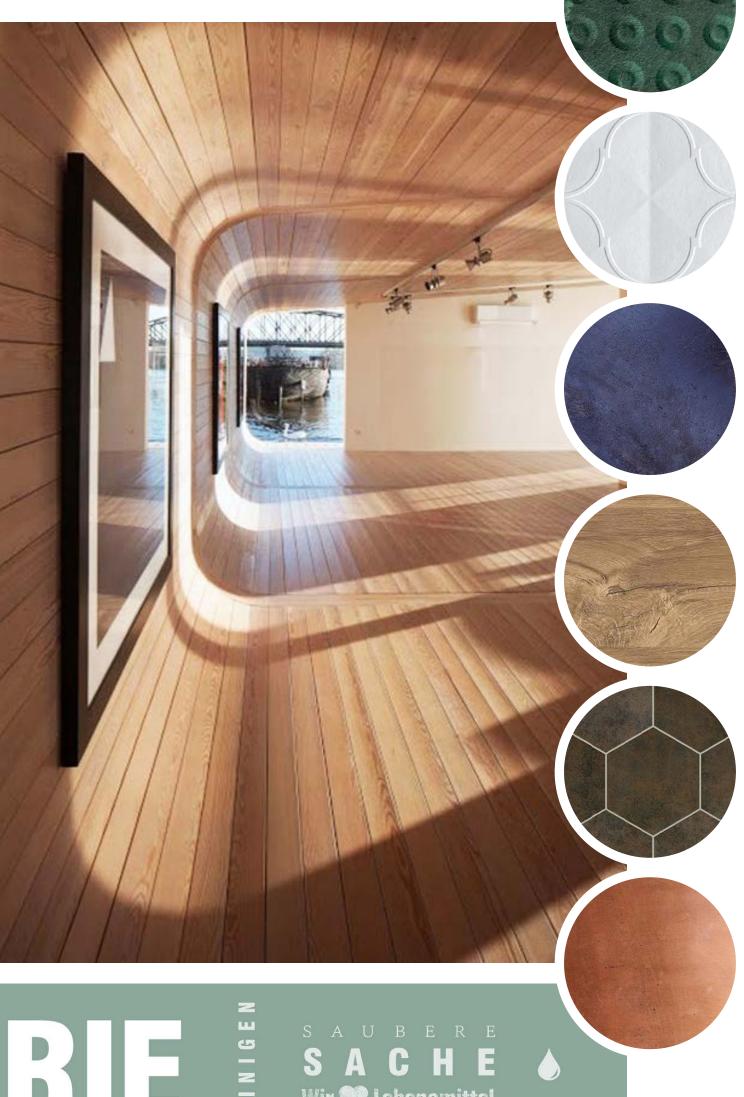












## DESIGN > C BUILD



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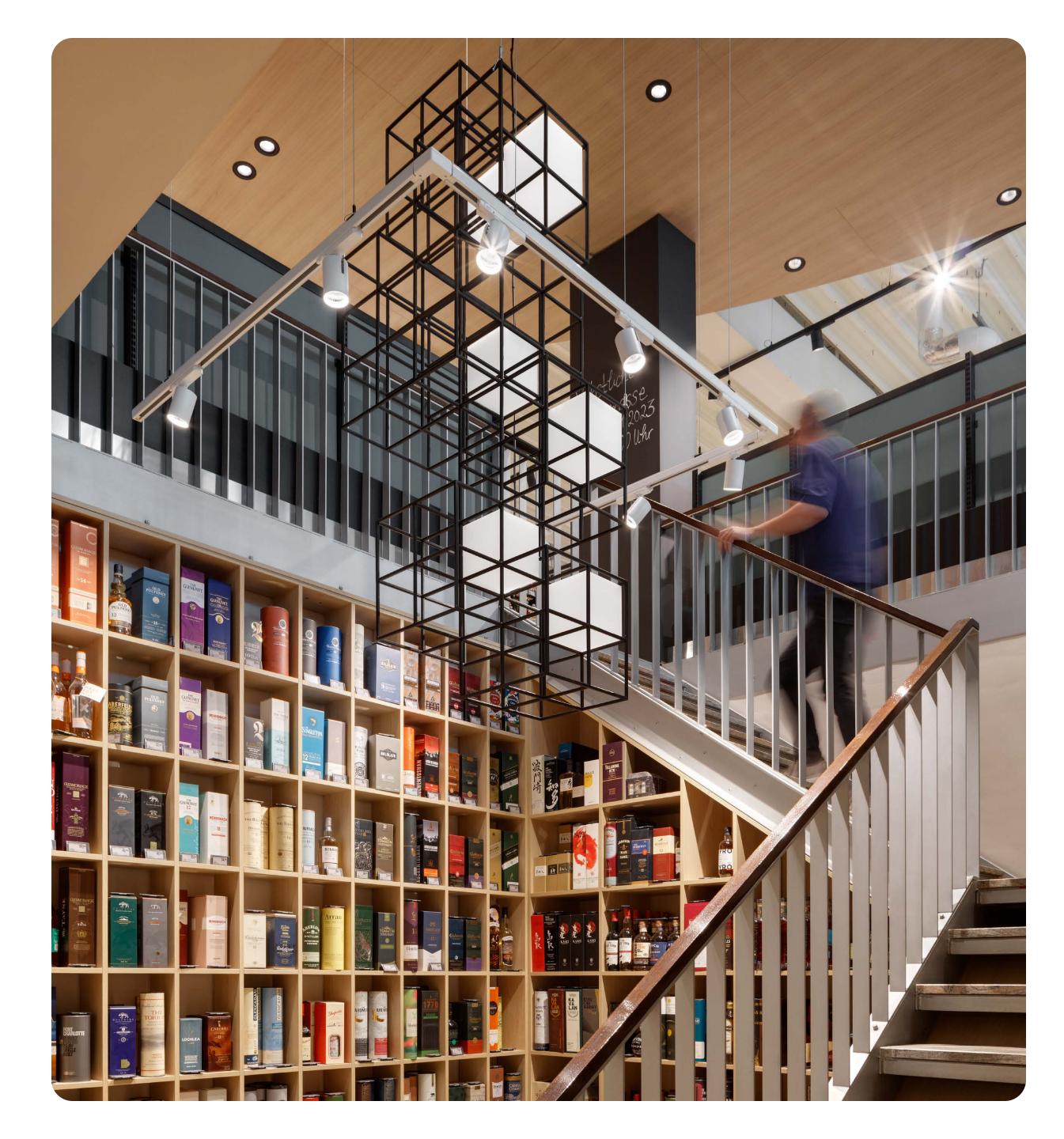




















# we think retail.

#### INTERSTORE

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