



schweitzer []

FACTS + FIGURES

CLIENT

L. Stroetmann

SHOP NAME

EDEKA Hafenmarkt Stroetmann

LOCATION

Münster, Germany

SALES AREA

2.950 m²

OPENING

15th February 2024



CONTEXT

L. Stroetmann is a sixth-generation family-run company with 1,700 employees and a total of 20 locations throughout Germany.

The long-standing, trusted collaboration with Schweitzer has now resulted in another joint project with the Harbor Market.

CHALLENGE & CONCEPT

As part of the development of the **Harbor District in Münster**, the long-established company was presented with the opportunity to build a new food market with a very special atmosphere.

The task for us was to create an **authentic harbor market** that blends harmoniously into the neighborhood with its lively restaurant and pub scene and at the same time serve as a local supplier for the inhabitants of Münster.





HIGHLIGHTS MARKET GASTRONOMY

In the entrance area there is an extensive marketplace with a variety of **gastronomic options**: a meeting point for a chat, a quick shop, a coffee or a lunch break.

Various concessionaires such as Tante Tomate, a Sushi kitchen, Pastabude and the bakery stand out with their individual designs – some with a **container-look** with corrugated sheet metal, some in striking colors with the respective choice of materials. Various **seating areas** offer customers a clear view into the store or outside.

HIGHLIGHTS

A PIECE OF MÜNSTER'S HISTORY: THE WINE DEPARTMENT HASSENKAMP

The gastronomy market in the entrance area is followed by the fruit and vegetable department and the wine department, which is a special focal point. This area pays homage to a Münster institution, the former Hassenkamp liquor store; with a **historic cabinet** restored by Schweitzer, it is an absolute eye-catcher.





HIGHLIGHTS

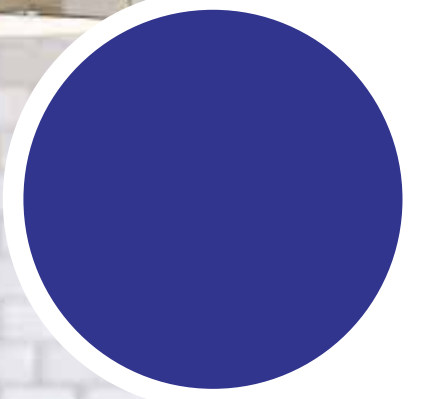
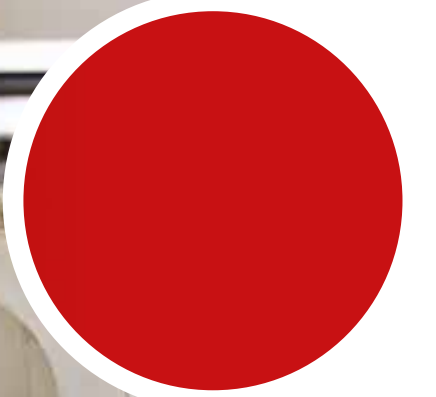
INDUSTRIAL STYLE & GRAPHIC CONCEPT

The store combines the look of an **industrial hall** with an urban yet playful atmosphere. The brick look, paired with a young and hip interior, runs through the entire shop and is creatively framed by a sophisticated graphic concept.

Printed **floor graphics** and **maritime wall graphics** further emphasize the harbor and industrial hall theme. Lighting elements in the fresh food areas also accentuate the inclusive store claim "My harbor - My store". The car park level has also been included into the maritime theme.

As part of the graphic concept, our designers at Interstore were also responsible for the concept and art direction of the Hafenmarkt's **new label**.

LOOK + FEEL



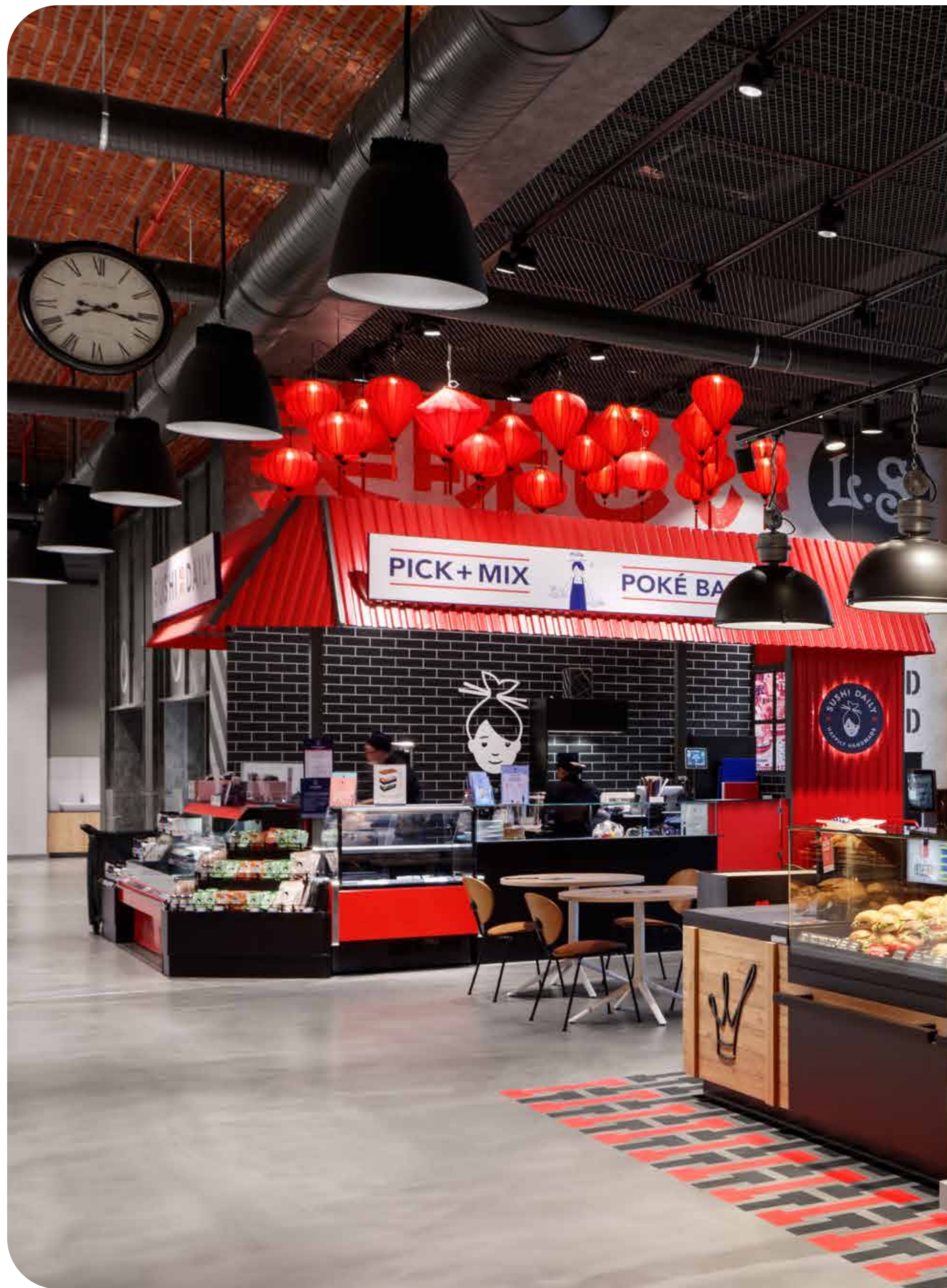
DESIGN ➤ BUILD



DESIGN ➤ BUILD



























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we think retail.

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