



# WAIKIKI MARKET

Honolulu, Hawaii

schweitzer 



# Facts & Figures

CLIENT

**Sullivan Family of Companies**

SHOP NAME

**Waikiki Market**

LOCATION

**Waikiki, Hawaii**

SALES AREA

**1.650 m<sup>2</sup>**

OPENING

**January 2023**



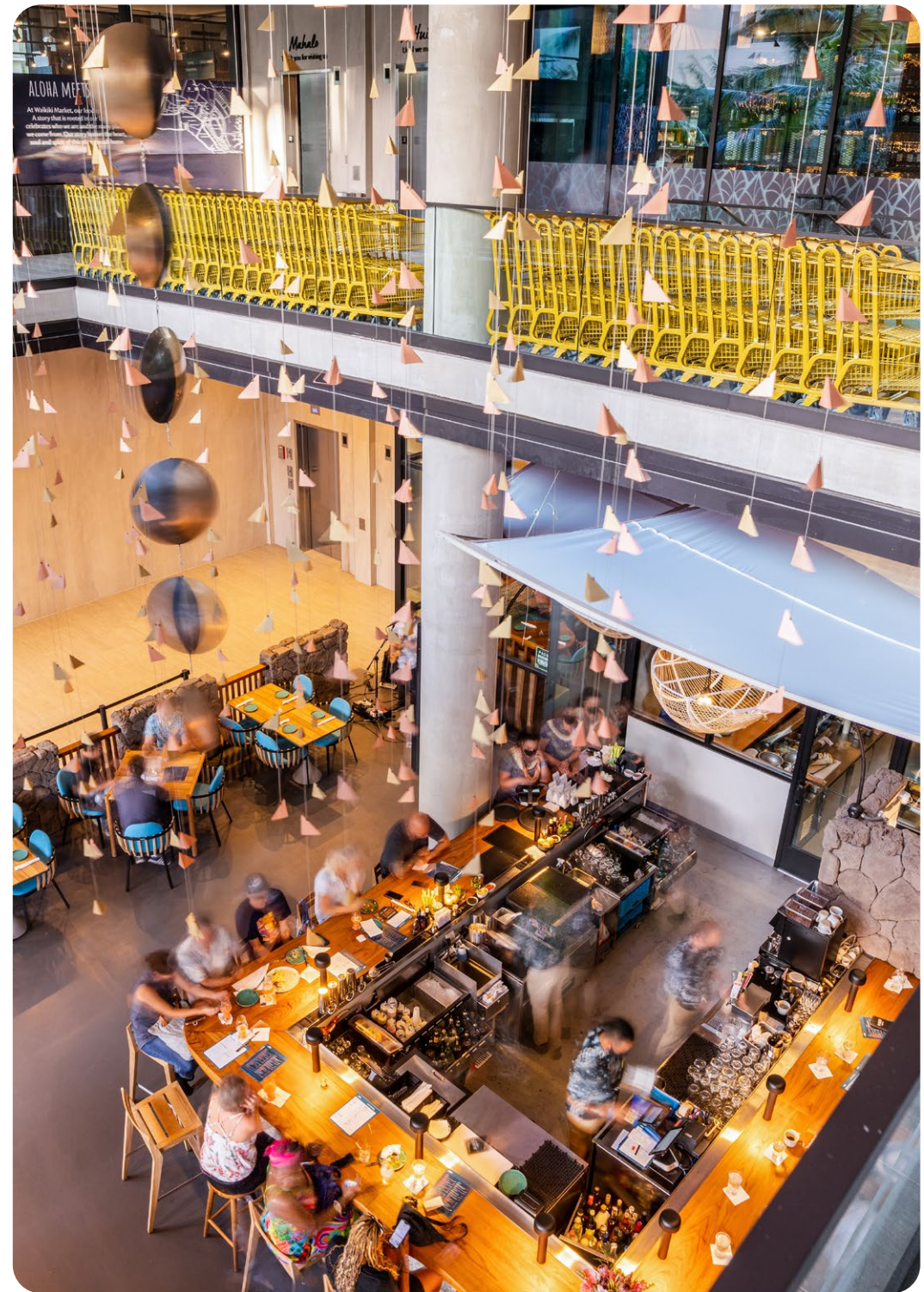
## The challenge

The Sullivan family of entrepreneurs asked us to create an **innovative attraction and store concept for both tourists and residents** in a newly-built residential high-rise in central Waikiki, Honolulu, just two blocks from the famous Waikiki Beach. With semi-open architecture spreading over two floors and open to the street, our challenge was to dynamically **link restaurants, food-to-go services and a supermarket**, and to wrap the various elements with an authentic Hawaiian atmosphere.



## The concept

Numerous food stations and two restaurants blend seamlessly into the supermarket experience due to a carefully coordinated layout and design. The semi-open atrium offers space for on-site consumption thanks to weather-resistant materials, inviting customers to linger. **Creations by local artists** accompany customers from the atrium on the ground floor to the entire area of the upper floor, creatively showcasing symbols and culture of the tropical islands throughout. Additional separate entrances allow unlimited flexibility of restaurant opening hours and create a **360° offer for residents, customers and guests.**







## Highlights

- . The new place to go: starting from the ground floor, the Olili restaurant and the large outdoor area invite you to have a seat and enjoy **original Hawaiian dishes as well as culinary highlights from all over the world.** This wide-ranging concept of enjoyment is a red thread running through all the gastronomic areas.
- . On the upper floor, colourful fresh islands and food stations are reminiscent of Hawaii's island diversity. The **open kitchen** is the heart of the entire floor and another **bridge between the Pico restaurant and the food market.** In the atrium, freshly prepared dishes can be enjoyed with gentle sea breezes and palm tree backdrops.



# Highlights

- The **design reflects the deep roots with Hawaii** thanks to focused accents and the use of local artworks. Each department focuses on a distinct character that blends harmoniously into the next and showcases the variety of products. Light greens and earth tones allude to the natural landscape of the island state.
- **Natural and high-quality materials** feature prominently. Made from Hawaiian Peanut Wood, the Wine Department “Tasting table” is a special eye-catcher. A harmonious mix of light natural wood panelling, warm natural stone floors, and 3D wooden ceiling installations create an inspiring shopping ambience. Glass facades let the tropical surroundings become part of the shopping experience.



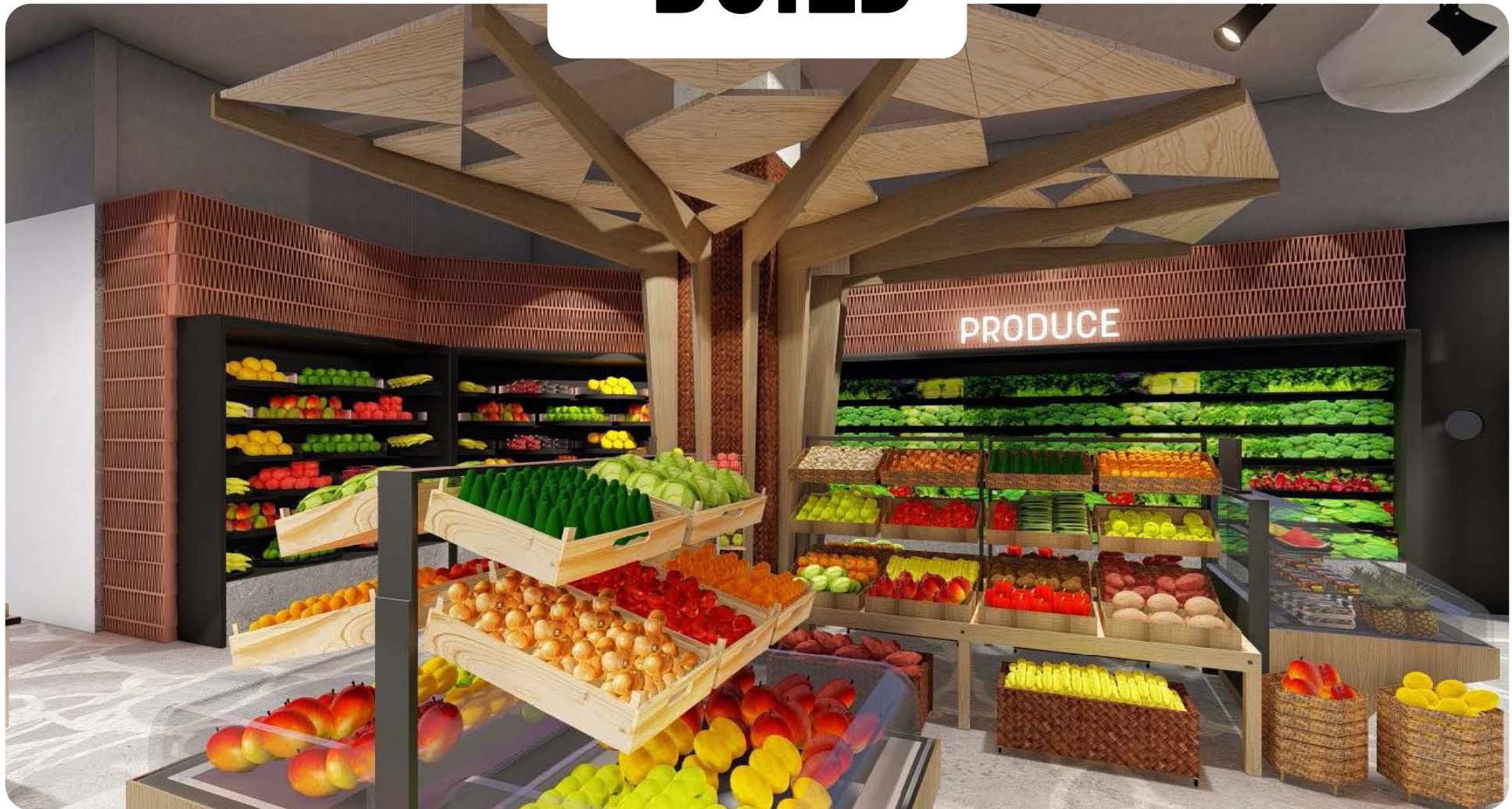


# Look & Feel





# DESIGN + BUILD



**DESIGN**



# DESIGN + BUILD



**BUILD**





















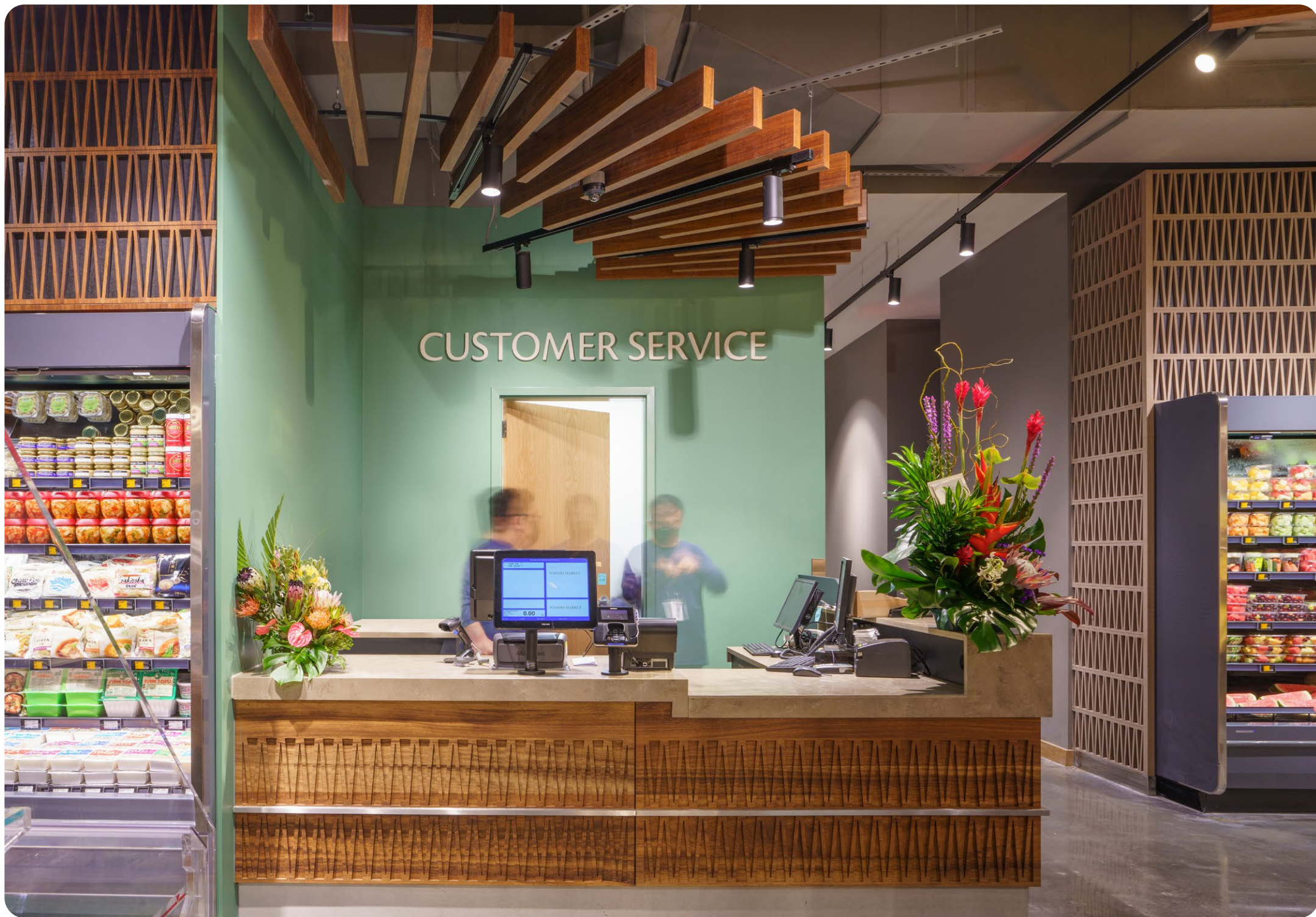
## EAT LIKE A LOCAL

The everyday lunch of Hawaii's plantation workers evolved into a "mixed plate" of food from a variety of cultures...each delicious alone, but even better together.



















# **we think retail.**

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