

Vodafone Retail System



The Vodafone One Retail System project embodies the distinctive metaphor of a mobile phone system: in which (discontinuous) modularity forms the (continuous) thread of communication. We do not always realise it, but mobile communication constantly shifts between different territories, realms and neighbouring confines (the cells), which cover almost the entire globe and which we constantly crisscross over. What we do perceive, on the other hand, is the smooth and seamless continuity of communication through voice, images and sounds. Discontinuity epitomises modern-day technology: it is digital, modular and cellular. Continuity is the effect it produces: it means we are constantly connected to and interactive with the world. This is the world of Vodafone, which is tangibly embodied in the Vodafone One Retail System. Two concepts for a new sales outlet (more than 800 points of sale): the flexible modularity of the various parts, and constant, linear, enveloping communication. Concepts which interact together in a very simple and intuitive way. The shop is a well-defined container with white enamel walls and self-installing PVC on the floor. Ease of installation. Inside there is a display running right around the perimeter, enveloping the space and giving continuity to the modular layout of furnishing elements. Ease of communication. All around, in a ring, four parallel bands create four communicational horizons across the various levels. Brand identity at the top, which is very much a

key feature. Directly below, information about the services on offer. At eye level (designed with careful economic attention), the product display. Finally, at the lowest level, there is room for storage. Brand identity is a vibrant feature, which instantly identifies all the space. It takes the form of a seamless lightwall set over two levels: the Vodafone claim is in the foreground, a printed texture on a laminated background, all lit up by fluorescent light to create a dynamic layering of images. The entire communication system is dynamic, updated in real time on LCD screens, interactive in the self-service areas, and pleasantly tactile as regards the product displays. These modular features are covered with rear-lit acidified glass, which hold the products in shiny red niches, some covered with leather, and spotlights them by means of direct LED lighting. The indirect light also comes from the furniture, with adjustable spotlights on top, which are completely separate from the various spaces, where, thanks to a carefully studied modular layout (30 cm intervals which are all the same depth), everything gradually adapts to the flexible layouts. But then everything is suddenly broken down by freestanding units, focusing on new products, soft pieces of furniture on rollers which freely inhabit the space and redefine its functions, so as to meet all the customer's requirements. From an energy-saving viewpoint, there is a system of extremely low consumption lighting sources of the very highest efficiency.

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Client

Vodafone Italia

Location

Italy

Intervention Type

Shop design concept and application

Project Manager

Simone Fumagalli, Davide Cumini

Team

Cristina Dell'Edera, Federico Pacher, Giorgia Polo

Start Date

2006

End Date

2008

Phase

Completed