



**Project Name:** Diageo Concept Store  
**Client:** Big C  
**Location:** Bangkok, Thailand  
**Project Conception:** December 2011  
**Project Status:** Completed  
**Area:** 150 sqm  
**Project Value:** \$180,000 USD

Fourfoursixsix won an invited competition to produce a concept store design for drinks brand Diageo and supermarket chain Big C. The core of the brief was to provide an innovative design that enhanced the customer purchasing experience and create a benchmark retail concept within this sector.

The design takes inspiration from luxury retail window displays that highlight key products in order to drive brand value and desirability. The plan utilises curved forms to differentiate between product types and provides smaller intimate spaces within the store.

The design creates a gallery-like space; a ribbon of display forms a linear band throughout the space, attracting attention and allowing customers to easily navigate the space and view products in an ergonomic manner. Coupled with distinctive signage, the customer is better educated about the product and more able to make an informed and enjoyable buying decision. For the client, the design was also an effective way of increasing product density in the relatively small space ensuring that revenue per square metre predictions were easily met.

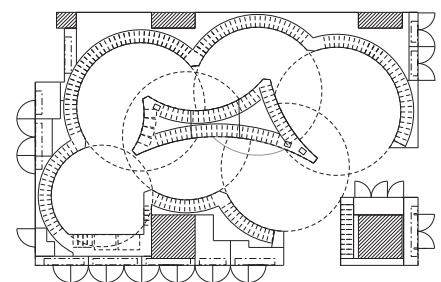


Fig. 1. Plan

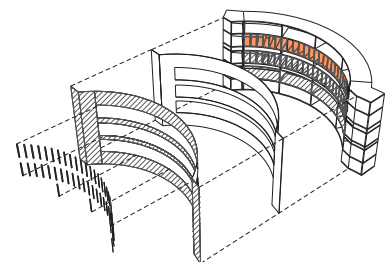


Fig. 2. Explode Axonometric

