

Design Contest New Swatch Store Concept 2006

SWATCH AG, Biel



goal

revolution, innovation, emotion, unconventional; all this criteria apply to the swatch store concept. (briefing design contest)

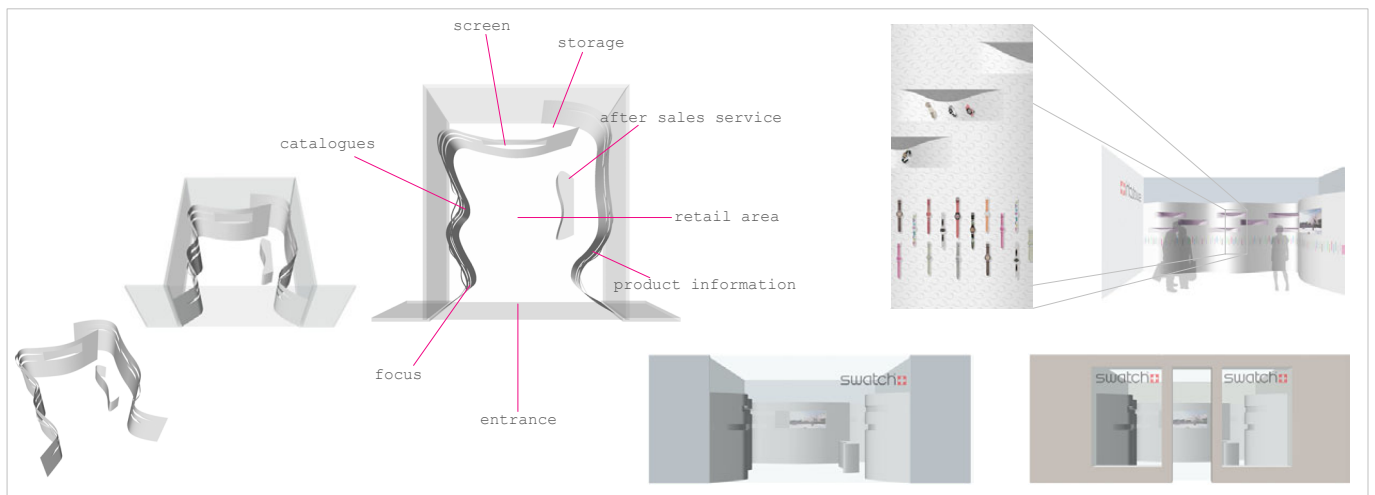
idea

what is swatch? it is the logo, it is swissness and it is the design of the watchcase. as strong as the worldwide well-know logo is the watchcase of the swatch. in most cases it is the typical swatch design. this led us to our proposal of the new swatch store. a typical swatch store which is only for the swatchbrand. a store for swatch in an analogical material as the watch is. the new swatch store represents the future of retail and the state-of-the-art in shop-design.

as basis for the repetitive sample, serves the swatch watchcase as source of inspiration. since the beginning of the swatch area this stands combined with the logo for the fire of swatch. together with recognition of the brand the manufacturing of the wall elements take place similar to the watch production.

the topography of the completion develops from a silhouette. it builds up a strong identification. the concept can be realized without consideration for local and national characteristics. it provides a high recognition of the brand swatch.

brand retailers are the animators of their customer's leisure world. in the current and future sales concepts, the products will increasingly disappear under the surface. our design proposal for the swatch shop will work against this tendency and will point out the product. at the same time, the swatch shop will have a strong own atmosphere. the uniqueness of the shop will contribute to the brand. the basic element of the shops zoning is a repetitive, translucent wall element, which develops in a fluid dynamic way the space.



the concept implies a strong identification with swatch and with the product. the recognition is singular and only for swatch usable. the shop stands without compromises for swatch and its philosophy. it is at the same time retaining and conspicuous. all the effort is to put the variety of colors and forms of the half-annual watch collection up to the stage.

