MUJI Rotterdam

Branding a lifestyle in retail architecture
BRANDING & ARCHITECTURE
BRANDSCAPES
TRENDS

Retail landscape
- Sales-led to experience-led
- Mix of retail and other public functions

Store design
- Public showrooms
- Lifestyle community building

Experience economy
Hybridization
FLAGSHIP STORES

1. Presentation of the brand identity

2. Offer a shopping experience

3. Experimentation of new store concepts

Brand strategy
Loyal customers
Recognizability
Beat competition
Compete online shopping
How can architecture be used in order to create a brand community by carrying out a specific lifestyle in a retail environment?
CATHEDRAL OF CONSUMERISM
1. Accessibility
   - Entrance
   - Total store concept
   - Facade

2. Hierarchy
   - Layout / Floorplan
   - Structure (open or closed)
   - Height difference

3. Imagination
   - Overview
   - Routing
   - Atmospheres

4. Interaction
   - Furniture
   - Displays
   - Interaction or exposition
“The architecture of 21st century retail theater will increasingly incorporate the tacit meanings of form to interact with consumers as they co-create brand essence. By combining the ordinary with the mythic, the profane with the sacred, and the innovative with the familiar, producers will build environments that entice even as they reassure.” The marketplace will once again become a festival, a border-place full of mystery, cultural exchange, community, and delight.

Kozinets et al., 2002
BRAND VERSUS CONTEXT

TO WHAT DEGREE IS ARCHITECTURAL BRANDING ACCEPTABLE?

SPECIFIC BRAND IDENTITY REFLECTED IN FLAGSHIP STORES VERSUS DURABILITY OF BUILDING AND ITS CONTEXT.
NO BRAND QUALITY GOODS
RETAIL CONCEPTS

MUJI Retail
Cafe & Meal
MUJI House
MUJI Found

MUJI Campsite
Atelier MUJI
MUJI 2 Go
MUJI Hut
COMMUNITY ACTIVITIES
MUJI HOTEL
PROGRAM
HOTEL & RETAIL
ROTTERDAM CITY CENTER
SHOPPING DISTRICT
RETAIL TYPES
CONTRAST DAY | NIGHT
SITE
CONNECTION WATER
ICONS
ICONS

LAURENSKERK

HUF

MARKTHAL
CONNECTED SHOPPING

BINNENROTTE

KOOPGOOT
ENTRANCE STORE
SUBDIVISION OF MASS
STORE CONCEPT
INSPIRATION
FLEXIBILITY

Katsura Imperial Villa, Kyoto
INSPIRATION
SHOWING & HIDING

Katsura Imperial Villa, Kyoto
INSPIRATION
FLEXIBILITY OF SPACE

Katsura Imperial Villa, Kyoto
MODULE
MODULE
CEILING
AIR FLOW
AIR FLOW
LIGHTING
SHOJI SCREENS
SIGNAGE
STAIRS
DISPLAY
KIOSK
FLEXIBILITY
COUNTLESS CONFIGURATIONS

Supermarket

Maze

Chain of spaces

Corridor with stalls
HORIZONTAL SUBDIVISION
TARTAN GRID
LAYOUT OF THE BUILDING
BUILDING ELEMENTS

1 SLABS
2 STAIRS
3 VOIDS
4 HOTEL ROOMS
4 SHELL
BUILDING ELEMENTS
SLABS
BUILDING ELEMENTS
SLABS

Ground floor | Store & hotel lobby
BUILDING ELEMENTS
SLABS: SHAFTS, ELEVATORS

Ground floor | Store & hotel lobby
BUILDING ELEMENTS
SLABS: STORAGE & CASH DESKS

Ground floor | Store & hotel lobby
BUILDING ELEMENTS
SLABS: 3 ZONES

Ground floor | Store & hotel lobby
BUILDING ELEMENTS
SLABS: CLIMATE CONTROL
BUILDING ELEMENTS
SLABS: CLIMATE CONTROL, MACHINE ROOM
BUILDING ELEMENTS
SLABS: CLIMATE CONTROL
BUILDING ELEMENTS
STAIRS
Ground floor | Store & hotel lobby
BUILDING ELEMENTS
VOIDS
BUILDING ELEMENTS

VOIDS: SUNLIGHT
BUILDING ELEMENTS
VOIDS: STORE FRONT
BUILDING ELEMENTS
HOTEL ROOMS
HOTEL ROOMS
COMPACT LIFE
HOTEL ROOMS
COMPACT LIFE

Sit & relax

Sleep

Bath
HOTEL ROOMS
HOTEL ROOM TYPES

Type A
30 m²

Type B
41 m²

Type C
50 m²

Type D
60 m²
ENCLOSED GARDEN
RAINWATER COLLECTION
ENCLOSED GARDEN
RAINWATER COLLECTION
BUILDING ELEMENTS
SHELL
INSPIRATION

ENGAWA
BUILDING ELEMENTS
SHELL: ENTRANCES

Ground floor | Store & hotel lobby
BUILDING ELEMENTS

SHELL: STORE FRONT

Ground floor | Store & hotel lobby
BUILDING ELEMENTS
SHELL: FIRE ESCAPE

Ground floor | Store & hotel lobby
MATERIALS
FACADE

INNER LAYER: DIFFERENCE BETWEEN LEVELS
FACADE

OUTER LAYER: RHYTM & TRANSPARENCY
FLEXIBILITY

FACADE DETAIL
RE-USE
SUSTAINABILITY
RE-USE
SUSTAINABILITY
RE-USE
SUSTAINABILITY
CONCLUDING

TO WHAT DEGREE IS ARCHITECTURAL BRANDING ACCEPTABLE?
SPECIFIC BRAND IDENTITY VERSUS DURABILITY OF BUILDING AND ITS CONTEXT