

Read the text about redesigning a department store. Answer the questions (1-5) using a maximum of 4 words. Write your answers in the spaces provided on the answer sheet. The first one (0) has been done for you.



New design for department store

Invigorating an old department store format has led one brand towards a solid future.

British department store chain BHS's Uxbridge store in London has been given a design makeover aimed at attracting younger customers while retaining existing ones. Design consultants Dalziel and Pow were briefed to design a new concept for BHS, showcasing in-house and external brands equally, in a credible modern and contemporary department store environment.

BHS is owned by Sir Philip Green and has around 190 stores in the UK, mainly in high street locations. The new concept creates strong and dramatic architecture, which draws the customer into the space, while the shopfront uses an illuminated logo applied to tinted red and grey glazing.

Navigating the store and the offer has become easier due to the introduction of permanent straight and curved solid and semi transparent mid-floor walls, giving a shop-in-shop feel. All departments - women's, men's, kids and home - work off the same architectural principles, providing flexibility to the store in the future. Ceiling architecture delineates the circulation of the store, with straight and circular sweeping lines to draw the customer in.

A new café concept has been designed and brought to the front of the store to sit alongside the new concept, giving a fresher Scandinavian feel to the dining and takeaway experience. The café uses simplistic bold wall graphics, yet is soft in colour, and the corporate identity is extended across an equally clean and adaptable café packaging appearance.

A striking new identity was created, including a clean bold logo, which deliberately moves away from the script logotype of old. "We have created a new visual language for the BHS brand, showcasing a more fashionable environment," said Dalziel and Pow. "This traditional brand now feels contemporary and modern, with a much enhanced scheme which raises the bar for future openings. A strong corporate colour palette of warm red and grey enhances

this statement. The corporate typeface is modern, yet classic, and is used across signage, creating a clear and legible signage system. This is particularly strong when used with the corporate red within the circulation spaces of the escalators and lifts.”

0	Where did retail chain BHS start their design renewal?
1	What did the people who were asked to update the store have to do? (Give <u>one</u> answer.)
2	Where are the majority of the shops situated?
3	What is the advantage of the new store layout for the customers? (Give <u>one</u> answer.)
4	What kind of impression do customers get from the new eating facilities?
5	What did the designers achieve through the visual changes? (Give <u>one</u> answer.)

New design for department store

0	<i>Uxbridge store in London</i>
1	
2	
3	
4	
5	

Von der
Lehrperson
auszufüllen

richtig falsch

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

___ P.