

POWERSHOP 3

New Retail Design



FRAME



PROLOGUE

by MINISTRY OF DESIGN



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WHERE Singapore, Singapore **WHEN** December 2009
CLIENT Popular Book Co. **DESIGNER** Ministry of Design (p.682)
TOTAL FLOOR AREA 1550 m² **SHOP CONSTRUCTOR** Design Delta
PHOTOGRAPHER Edward Henricks

The Popular Book Co. is a publisher based in Singapore with a large network of bookstores, specialising in English and Chinese books at affordable prices. The location of Prologue – its first foray into the higher-end market focused on a more lifestyle-oriented audience – is the ION Orchard, Singapore’s premier luxury shopping mall. Ministry of Design is responsible for the shop’s concept which redefines and updates the conventional bookstore experience. With its goal to ‘question, disturb and redefine’, the team focused on establishing a clear spatial hierarchy together with good visual zoning for distinct book categories allowing an ease of navigation for customers. Also key was to incorporate contemporary window and store displays, taking inspiration from fashion retail. In the design, a dynamic public element

was incorporated via a vibrant cafe setting. Way-finding is prioritised with the colour-coded central spine that organises all the secondary zones and spaces. Curving sinuously through the black backdrop of the shop, the spine begins at the entry window display, continuing through the core of the space and culminating at the cafe and sculptural stairway leading to the store’s stationery section. The entry zone has been defamiliarised by the creation of an installation art display starring a Godzilla-inspired creature unpacking books amongst towering piles of cardboard boxes which evolve into a cityscape of books as the customer enters the store.

- 1 To enhance visual distinction, each book zone is crowned with a colour-coded perforated metal canopy.
- 2 At the entrance, boxes of books are unpacked by a dinosaur in an installation that’s reminiscent of Godzilla stampeding through New York’s cityscape.



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A colour-coded 'spine' curves throughout the space, indicating the various book categories



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- 3 A cafe is located behind the bright red stairs which lead to the second level of the book store.
- 4 Experienced as a collective, the eight canopies create a dynamic ceiling-scape and clearly guide customers from one zone to another.
- 5 The flooring plays a significant role in the communication and identification of different zones.

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