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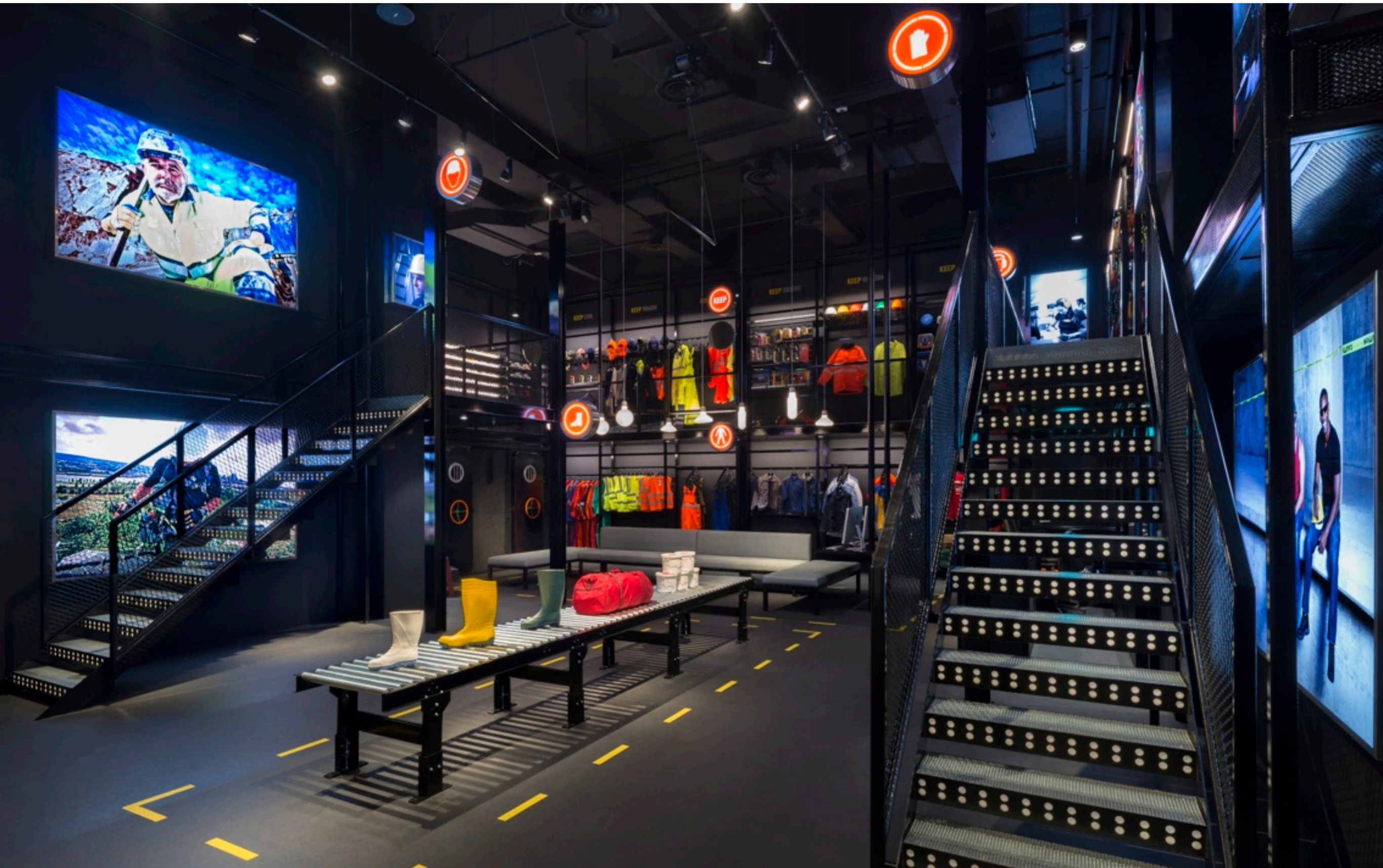
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**48** Global Innovation Report April 2013



Jo Allison News Editor [joanne@gdruk.com](mailto:joanne@gdruk.com)

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## DURASAFE RETAIL STORE

LOCATION: Singapore

DATE: 2012

DESIGN: Ministry of Design - <http://www.modonline.com/>

- The flagship retail environment for Singapore's leading supplier of premium safety gear and equipment.
- Durasafe, extending its reach beyond the "business to business" model to include a consumer based store, approached Ministry of Design to create a retail environment that would reinforce its existing strong brand presence as well as provide an exciting shopping environment for its predominantly male customer base.
- Situated in a 6m high modern warehouse space, MOD's design for the Durasafe store is a multi-layered spatial experience that dramatizes the entire process of shopping.
- The entire facade of the store serves as a backdrop for an over-sized Durasafe logo and dominates one's first visual impression.
- Passing through this strongly coloured backdrop, one walks into a completely different space, an entirely black environment which allows the multi-coloured safety products on display to visually pop and take a place of prominence.
- The space comprises a double storey display scaffold-like structure surrounding a feature display area and retail lounge. Inspired by the industrial environments and construction sites where Durasafe's products are most commonly employed, the 'scaffold' allows the products to be clearly displayed in distinctive categories - these are further called out with custom designed graphic logos in light boxes.
- The 'scaffold' also exploits the high ceiling space and introduces a sense of adventure and exploration into the shopping experience. This "industrial chic" atmosphere is further enhanced by changing rooms adorned by actual water tight bulkhead doors, a display table made from a 6 m long customized floor trolley and yellow graphic boxes embedded in the floor calling the different zones.

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