



CHALLENGE

AN INDUSTRY-LEADING GROCERY CHAIN WANTED A NEW, FORWARD-THINKING, DESIGN THAT COULD BE DEPLOYED REGIONALLY AND NATIONALLY.

SERVICES

- Architectural Design
- Concept Design
- Cost Estimating

GROCERY PROTOTYPE CONCEPTS

When one of the leading grocers in the U.S. approached ms consultants about a new building concept, the team was happy to take on the challenge. The new concept was to adhere to strict parameters, meet the grocer's fast-forward thinking philosophies, and integrate into the ever evolving retail market.

The ms team developed five new grocery prototype concepts under a rigorous timeline.

DEVELOPING GROCERY PROTOTYPE CONCEPTS

Over the years, the grocer's brand has grown and modernized, and these concepts should reflect that transition. A clean and modern public image is created through the prototype concepts to align with the revitalized nature of the client.

Throughout all designs, the ms team considered and specified regional materials that could easily be deployed on a national scale.

CONCEPT DETAILS

Five grocery prototype concepts were developed:

- **Cube Refresh** uses straightforward geometry to exemplify the brand's unwavering commitment to efficiency and simplicity. Several main elements of the grocer's current building standard are redefined with a modern and refreshing touch. The chosen materials reflect a new, organic image with inspiration drawn from the interior graphics. The building and brand are merged to form one cohesive idea, strengthening the brand's presence in today's grocery market.
- **Sharp + Sophisticated** uses a sleek, angular building to catapult the brand into the modern market. In this concept, the grocer's image is completely redefined. This is intended to impress the grocer's loyal customers and intrigue potential customers. Heavy use of glass, natural light, and a natural color pallet create a welcoming exterior. Daylighting and efficiency is at the forefront of this grocery prototype concept.
- **Dark Peaks** is a direct response to the ultra-simplicity in the *Sharp + Sophisticated* design. By wrapping a modular skin over a simple building, an entirely new image and environment is created for the grocery. The benefit of such an arrangement makes this concept flexible. In this grocery prototype concept, the regional adaptability was explored to take into account the area's context and the unique site constraints.
- **Full Tilt** brings the interior to the exterior. The ms team capitalized on the grocery client's new organic branding, with green elements incorporated into the facade. Planters and walls of vegetation showcase the grocer's commitment to freshness while creating usable outdoor space for customers to enjoy. Daylighting was another focus including large expanses of glazing adjacent to the sales area with integrated sun control devices.
- **Cube Refresh 2.0** is an integration of the most successful elements from previous grocery prototype concepts. This concept showcases the efficiency and simplicity that the grocer is known for. The clean and modern concept also aligns with the revitalized and evolving nature of the grocer.