

Zurich Duty Free

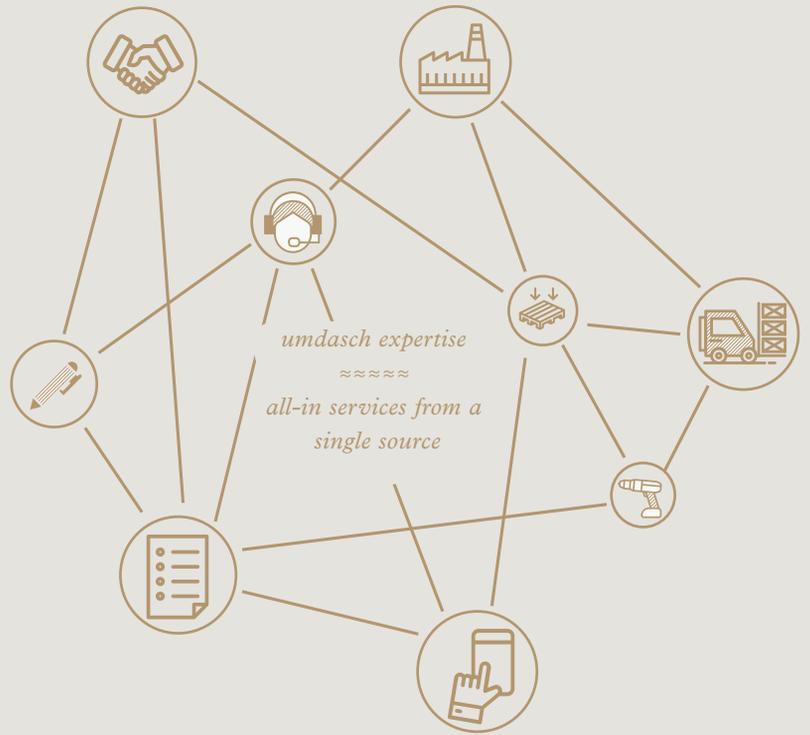
INTERNATIONAL STORE MAKING

FACTS

- LOCATION:** Zurich, Switzerland
- SALES AREA:** 3.000 m²
- OPENING:** 12/2017
- SERVICE:** Value Engineering, Manufacture, Installation
- CONCEPT:** The Design Solution
- ARCHITECT:** Abert Architekten
- SECTOR:** Travel Retail
- CONTACT:** www.dufry.com

International was the key element of the brief, but hardly a surprise for the expansion and revitalisation of the new duty-free shops at Zurich's Airport. The interaction on these projects also crossed many borders and boundaries. The task of engineering and manufacturing the four duty-free areas for retailer Dufry went to the umdasch team in Great Britain, which won the day with its persuasive project management skills. In close cooperation with the client based in London and Madrid and Berlin architect "Abert ARCHITECTen" they realised the very tight project schedule on time and fully in line with the client's wishes. Within the space of only six weeks and while each shop remained trading, the Store Makers manufactured and installed the high-grade and attractive fit-out across some 3,000 sq. m., relying on umdasch's international network and sister companies Story Design (Czech Republic) and ATT (Croatia). The concept design was courtesy of London's "The Design Solution".





IN CONVERSATION



Lukáš Brýdl,
Project Manager
at Story Design,
Czech Republic



Steve Bell,
Operations Manager
at umdasch UK



shops: umdasch has fitted out four new duty-free shops at Zurich Airport. How do we ensure the design diversity of each store, covering a total area of 3,000 sq. m.?

Bell: The designers sub-divided each shop area into four sections. First of all, there are the traditional duty-free ranges (tobacco, spirits, cosmetics, candy, etc.). Secondly, specially branded furniture, on which high-grade items from selected brands could be displayed to great effect. Thirdly, to emphasise regional produce umdasch created furniture with special glossy red tops, in keeping with the Swiss national colours. And last but not least, there are promotional test islands for cosmetics and fragrances, encouraging people to try the products out and enter an exciting and interactive customer journey.

shops: What was the brief for the expansion of the duty-free area? And how did you realise it?

Bell: Dufry’s objective was to expand the existing shops and also to upgrade the quality of the fit-out. We opted for highly robust and durable laminates as well as solid oak furniture, with high-gloss surface finishes in black and white.

shops: What challenges did you face during the installation phase at the airport?

Brýdl: Time, time is always the crunch. We had only six weeks to translate the pre-defined design into an exciting store interior – without disturbing business. One third of the sales area at a time was cordoned off for the installation work, with sales continuing uninterrupted in the remainder. Moreover, we were forever coordinating with the other sub-contractors for the floors, ceiling, electrics, etc., which called for very careful and intense project management.

shops: What special conditions did the installation work at an airport involve?

Brýdl: One key thing is of course security. The greatest challenge was getting the furniture to the site. Each and every truck had to be on site at an exactly defined time to pass through the security checks. And this required exact documentation, which goods were in the truck and proof of who the driver was. This registration process applied to every truck and we had 80 trucks. All this had to be factored into the scheduling and called for very forward-oriented project management.

