

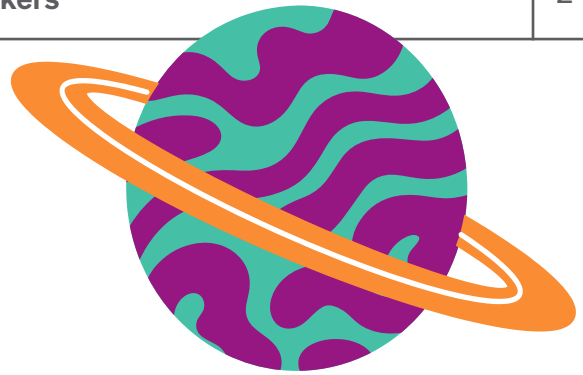
inSites

Unlocking Insights from the World of Placemaking

No.10



HOW STORES BECOME WORLDS OF EXPERIENCE



You weren't planning on going shopping. Too tired from constantly scrolling, too overwhelmed by the digital world's endless offerings. But then there was this window. **Behind it, there was light and sound.**

It smelled like fresh coffee and adventure. Suddenly, your curiosity was piqued. And you were right in the middle of it: in a place that wasn't a shop in the traditional sense. It was a world of its own. Here, products weren't simply placed on shelves or services blatantly advertised – here, stories were told and emotions were conveyed. And an atmosphere was created that said, 'Stay a while longer.' And you stayed.

Because what you discovered was more than just a shop. It was an experience. And with every step it became clearer:

brick-and-mortar retail has changed. And that's exactly what we talk about in our latest issue of inSites: stores that become worlds of experience. About retail that doesn't just sell, but convinces – about shopfitting and its possibilities for spatial brand staging. **Ready to step inside?**

Join our Store Makers on this inspiring journey...



Element 1:

WRITE YOUR OWN STORE-Y: SPACES THAT TELL STORIES

People love stories. They seek them out because they want to be emotionally moved. But good stories aren't just found in books and films. Every store has one – the story of its brand, its values and its vision. **The only question is: it being told?**

The new service point of Stadtwerke Amstetten shows how this can be done. Today, the customer centre conveys the narrative of a sustainable future – as a walk-in brand world in which the interplay between energy and the environment is brought to life in an understandable and inspiring way. The new service point is the centrepiece of the modernised customer centre.



**'EXPERIENCE-ORIENTED
SHOP DESIGN HAS THE
TASK OF TRANSLATING
STORIES AND THUS
MAKING THE BRAND A
SPATIAL EXPERIENCE.'**



JULIA MITTEREGGER
SHOP CONSULT DIRECTOR AT
UMDASCH THE STORE MAKERS
AMSTETTEN



design planning

shopfitting implementation


Every design detail becomes part of the customer journey:

From the first glance to the visual merchandising to the final step back onto the street. Coherent storytelling tailored to the target group skilfully guides visitors through the space in an unobtrusive manner. The shop design, with all its facets, becomes a stage for the brand and encourages the 'audience' not only to buy, but also to feel.



The new service point of Stadtwerke Amstetten has been transformed into a place where the topics of sustainability and energy can be experienced through coherent storytelling. Find out more about the [Stadtwerke Amstetten project](#).

WHAT ARE THE BENEFITS & HOW DOES IT WORK?

- 
- | | |
|------------------------|--|
| EFFECT: | Narrative creates emotionalisation and thereby a deeper connection to the brand. |
| BENEFIT: | Differentiation from the competition, higher return rate. |
| IMPLEMENTATION: | Overarching spatial theme that all other design elements are based on. |

Element 2:

THE GARDEN OF THE SENSES: MULTISENSORY EXPERIENCE AS A FACTOR OF WELL-BEING

It's your first step into the store. And immediately you notice the pleasant scent. Music fills the room, the lighting draws you in. You don't just see products on shelves – **you see a stage** on which the products and services on offer are harmoniously presented.



What it takes to turn a traditional shop into an experience with recognition value is a **shopping experience that appeals to all the senses.** Through interaction with the shop design, spaces are created that make content experienceable on all levels.



Immerse yourself in real worlds of experience and secure your place now by sending an email to: amstetten@umdasch.com

For example, this can be achieved through **conscious lines of sight**, targeted **zoning** or **modular furniture** for changing themed areas. Multisensory elements reinforce this effect: light, acoustics, scent and touch create depth and atmosphere.

A matt shelf feels different to a shiny counter. The smell of leather tells a different story to citrus notes. Red has a completely different effect on us than blue.

WHAT ARE THE BENEFITS & HOW DOES IT WORK?

EFFECT:

BENEFITS:

People who feel completely at ease stay longer. Longer dwell times, stronger brand loyalty, more impulse purchases.

IMPLEMENTATION:

Lighting, scent and sound concepts, harmonious zoning and choice of materials, as well as special staging – for example, via pop-up areas immersed in inspirational worlds.

Element 3:

DIGITAL TOUCHPOINTS: CREATE INTERACTIVITY THAT TOUCHES

You pick up a product and open the door to another dimension. The designer appears on a screen and tells you more about the idea behind it, while an animation shows the manufacturing process.

Where once there were only goods on shelves, digital touchpoints now open up a **new level of interaction** – combining the best of the analogue and virtual worlds.



‘DIGITAL SOLUTIONS ARE NOT JUST A GIMMICK, THEY ARE THE KEY TO REAL EXPERIENCES - IF THEY ARE THOUGHT OUT FROM THE OUTSIDE AND IMPLEMENTED IN A TARGETED MANNER ALONG THE CUSTOMER JOURNEY.’



MARCEL JOHNE
TEAMLEAD CLIENT CENTER
BUSINESS UNIT DIGITAL SOLUTIONS
AT UMDASCH THE STORE MAKERS
DUISBURG

Just like in the Union Berlin fan shop: an LED platform with game scenes and fan chants draws fans directly into the world of the 'Iron Ones'.

The highlight is the digital 'jersey forge', where fans can design their own personal jersey via touchscreen. There is also a photo booth in the style of Berlin's cult boxes with a Union background and announcements from the stadium announcer.



Numerous digital touchpoints in the new Union-Zeughaus, the fan shop of 1. FC Union Berlin, not only attract attention but also strengthen the personal connection with the brand. Learn more about the [Union Berlin project](#).

WHAT ARE THE BENEFITS & HOW DOES IT WORK?

EFFECT:

Generates curiosity, surprises and acts as a point of attraction.

BENEFITS:

Interaction with the brand (content sharing), omnichannel linking and personalisation factor.

IMPLEMENTATION:

Screens, AR elements, digital tools with a gamification approach.

Element 4:

ENCOUNTER & COMMUNITY: THE STORE AS A SOCIAL SPACE

It's the workshop that brought you here in the first place. Since then, you've visited the shop several times – to shop, browse and linger. Because it's more than just a place to buy things. It's a meeting place, a stage and a living room – in short, a place for encounters.

This is precisely where the great potential of brick-and-mortar retail lies: it creates **physical proximity and space for exchange**. And thus becomes a social space with added value. Whether it's a community area, a panel discussion or an honesty bar (as at BETTENRID, for example) – what counts is **authenticity**.



Among high-quality home textiles, customers at BETTENRID in Munich can enjoy a cosy break in 'Rosa's Lounge' while watching the hustle and bustle on Theatinerstraße. Find out more about the [BETTENRID project](#).

Salon Verde in Vienna also demonstrates how to skilfully focus on the community and its needs. The urban concept behind bellaflora is to be ‘a place where people feel at home, meet and are inspired,’ says Susanne Eidenberger, managing director at bellaflora.



Surrounded by greenery, customers can repot their plants, take part in seasonal workshops or experience events related to urban gardening. A store that literally cultivates encounters and lets community bloom. Learn more about the [Salon Verde project](#).

Materials and furnishings invite you to linger and create places of slowing down and inspiration, without directly serving sales. **The store becomes a place of dialogue** – not only between brand and customer, but also between people. And that is exactly what makes it irreplaceable.

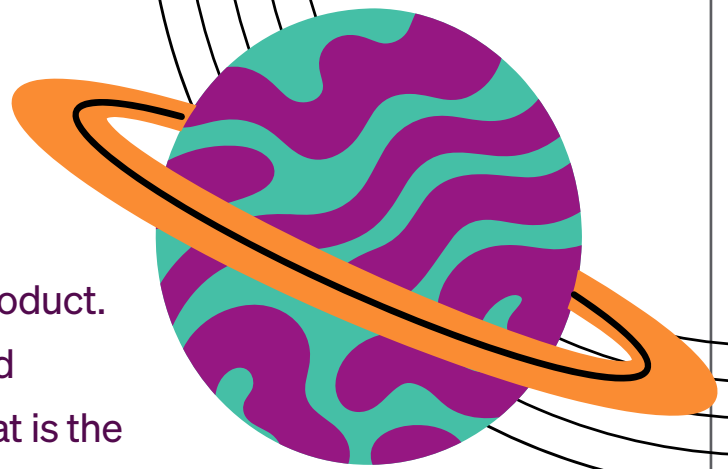
WHAT ARE THE BENEFITS & HOW DOES IT WORK?

EFFECT:	People who feel welcome and part of a community will come back.
BENEFITS:	Stronger customer loyalty, active brand ambassadors, events as an incentive to visit, creates personal experiences.
IMPLEMENTATION:	Lounge areas, co-working spaces, integrated catering, convertible event areas.

CONCLUSION

And then you leave the shop...

...but you take more with you than just a product. You take a feeling with you. A memory. And a story that you want to share. Because that is the power of worlds of experience: they have the potential to increase footfall, extend the length of stay and boost conversions. Not every shop needs everything. But every shop needs something. Something that touches them and turns it into a so-called 'third place' where people enjoy spending time.



The Store Makers at umdasch accompany you on your journey – with tailor-made concepts that make brand identity tangible and accessible. From strategic consulting to store design and the integration of digital touchpoints to general contractor services, we combine our expertise with the ambition to create genuine worlds of experience. **So that your store becomes more than just a sales area: namely a place full of possibilities and experiences.**

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