

RETAIL

Multi-Brand Store of the Year

UNITED CYCLING
BY JOHANNES TORPE STUDIOS

LYNGE – ‘United Cycling firmly puts the product at the centre, creating a sense of drama, wonderment and three-dimensional completeness.’ These words formed part of the jury report for the winning multi-brand store of the year, the first flagship for the retailer of high-end bicycle brands in Northern Europe.

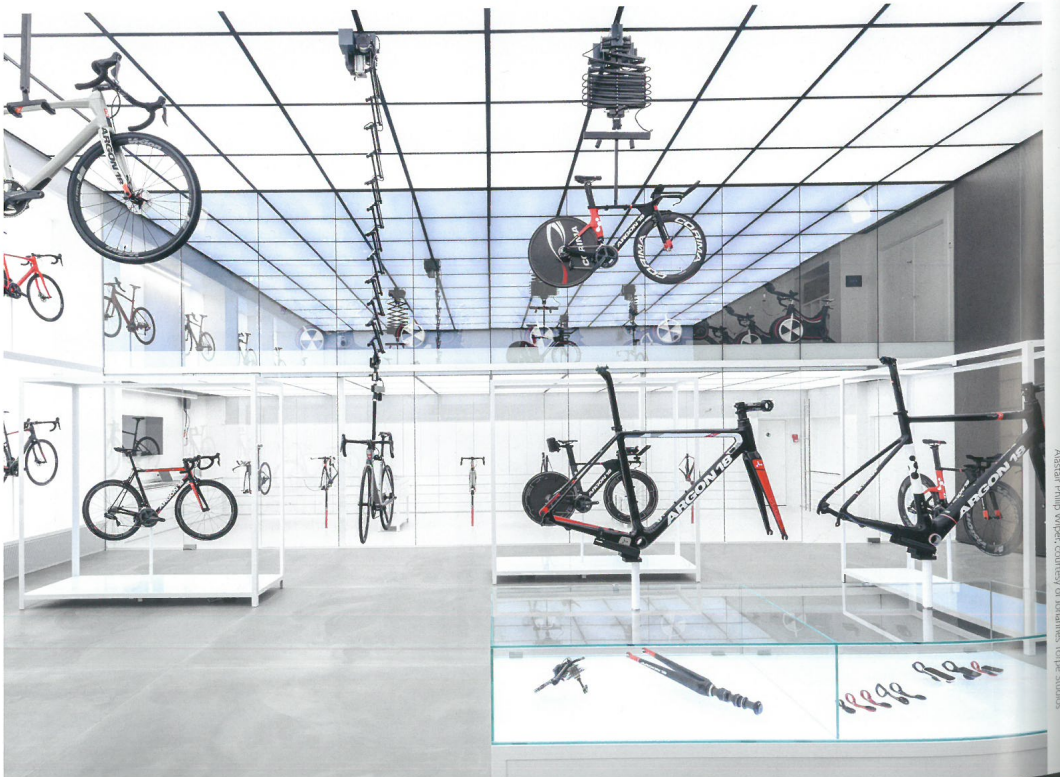
Searching for unpredictability – and something you can’t encounter online – the group found its pot of gold in Johannes Torpe Studio’s ‘dynamic and flexible’ environment. ‘I’m drawn to things that effect a sense of change,’ said jury member Jeff Kindleysides, founder of Checkland Kindleysides. Tim Rupp of Nike, who envisioned the concept working equally well for a single-brand

store, saw huge potential in the lighting scheme. ‘You could illuminate certain quadrants to highlight fewer products. Or if, say, a new red bike is being launched, the entire ceiling could be red, too.’

Despite her enthusiasm for the environment, Berit Burema of Ace & Tate praised the fact that ‘the product is still the hero. The store is quite functional. They have models attached to the ceiling that can pull down when needed – and there’s a theatrical element to doing so. I think the technical necessities are extremely well executed.’ – TI
johannestorpe.com

PEOPLE’S VOTE
Little Stories by Clap Studio

Jury members were drawn to United Cycling’s sense of drama – as well as its pragmatism.



Assistant: Philipp Wipac; courtesy of Johannes Torpe Studios