

A1 flagship store mobilkom austria, Vienna

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With an extraordinary presentation of architecture and light, the A1 flagshipstore designed by EOOS provides a visionary shopping experience. The integral lighting solution by Zumtobel lends a unique, unmistakable character to the concept as a whole.

To mobilkom austria's customers, the a1-lounge in Vienna opens up a shopping world with emotional appeal. Here, customers can not only buy products but can also access and experience services and future technologies. When implementing its flagship store, the mobile phone manufacturer not only sought to expand an existing shop concept, but also to develop the A1 brand further and present a three-dimensional image of the company. The

ideas of the Austrian design studio EOOS were implemented within a construction period of only nine months, according to a concept based on images of transcendence and rapid change in a high-tech environment. The store represents an interface between real and virtual products, between present and future. The design strategy is based on an all-embracing sensory appeal – as brief impressions created by a fast-moving world.



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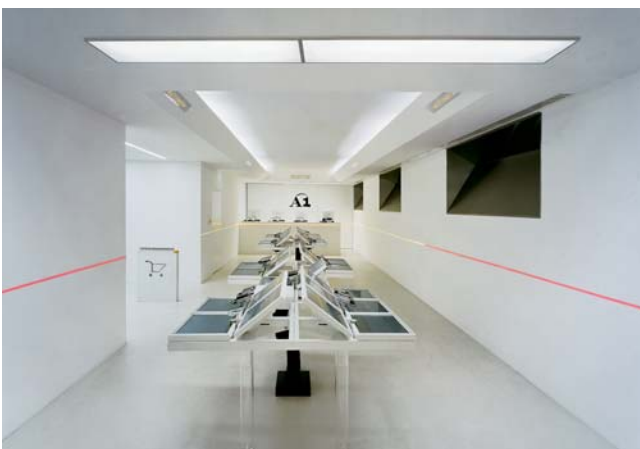
1
The cloud wall conjures up an unreal atmosphere, playing with emotions



2



3



4

2 The seemingly hovering presentation islands emphasise the futuristic character of the a1-lounge

3 Changing colour scenes turn the staircase leading to the upper floor into a space of experience

4 Digital content shopping – there is a close connection between virtual and real products

Mist

The building is entered through to so-called “cloud wall”, which has been designed as a mist-filled expanse with lighting scenes attuned to the time of day. A glazed façade 12 m high and 8 m wide filters the sunlight during the day. The retail area is illuminated via individual lighting slots only. At night, however, the lighting scene is changed completely: the inside as light source illuminates the cloud wall – which is perceived from outside as diffusely changing light movement. As it has deliberately been made impossible to see through the cloud wall, an unreal atmosphere is conjured up both inside and outside, playing with emotions. When entering, the clouds are pushed sideways by the glass door. In floor-mounted rails, it glides across the glass floor refulgent with matt light. The display sections in the entrance area seem like hovering islands. The glass floor leads the customer to another central architectural element – the “wing”, a sculptural interlude which acts as a ramp accessing the way to the upper floor. Along this ramp, there are seven “future cubes” with holographic displays of mobile phones of the future, and of new services. On three floors covering a total area of 700 m², customers are offered an encounter with different environments and atmospheres. The basement is mainly used as area where existing products are sold, whereas the a1-lounge serves for presenting product innovations. The range of experiences provided by the store is completed by a bar on the upper floor, which people can also visit outside business hours.

Light

Light is an essential medium in setting the stage for this transcendental architectural concept. In close collaboration with Zumtobel, EOOS developed an individual lighting solution which represents a major architectural design component. The designers’ fundamental objective in this project was to leave the complete ceiling landscape as a flat homogeneous plane, without using any suspended modules or spotlights. In lighting terms, the individual design of different areas of use was implemented by means of an unconventional interplay of various luminaire and lighting systems. On the upper floor, a luminous ceiling backlit in various different colours emphasises the purist design of the monolithic white square of the bar counter. This luminous field is bordered by the modular “Lighttools” system, which directs the light onto the bar counter, whereas the “Cardan Spirit” recessed luminaire provides pinpointed lighting accents in the window niches in the bar area and the adjacent conference section, which can be partitioned off. To mark spatial transitions, “Slotlight light lines” were used as ceiling thresholds.



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6

New shopping rituals

The most complex interplay of architecture, products and visual effects is clearly provided in the basement. The presentation and retail islands consist of flatscreens that are wired up to the products on display. The customer uses a virtual shopping basket – the “ghost phone”: for shopping, a transparent acrylic block with integrated NFC technology is connected across the user interface. In this way, all data required can be stored and subsequently retrieved at the POS or at the account manager. For this type of shopping, the designers coined the concept “digital content shopping”. Like the entire lighting control system, the contents of the islands can be changed according to the time of day, and selected to suite each target group – e. g. business customers in the morning, schoolchildren in the afternoon), all of which can be controlled at any time from the company head office.

An extraordinary place

This contemporary, trend-setting shopping world has been developed consistently, down to the smallest detail. The unique character of the place is emphasised by separate lettering and special pictures. Special sound compositions set the stage for architectural elements like the cloud wall and ramp. For the “future cubes”, an interactive sequence of sounds was composed, which leads the customer to an interactive computer graphics installation at the end of the ramp. All in all, the store concept is highly adaptable in terms of space, and especially in terms of technology and content, an aspect that seems particularly important owing to the fast-moving nature of this sector. Technical implementation was a challenge in complexity for all those involved. What they created in actual fact is a new, intuitive and trend-setting shopping experience, which blurs the lines between commercial use and art.

In March 2005, the design received the renowned “Design Week Award” for the area of retail environments from an international jury in London.

Lighting solution provided by Zumtobel

Tecton continuous-row lighting system
 Lighttools lighting system
 Panos downlight system
 Light Fields recessed luminaires
 Luxmate Professional lighting management system
 Slotlight recessed luminaires
 Luminous ceiling with RGB luminaires
 Cardan Spirit recessed luminaires

Factbox

Project: a1 lounge concept store
 Location: Mariahilferstraße 60, Vienna/Austria
 Architect: EOOS, Vienna/Austria
 Client: mobilkom Austria AG & Co. KG, Vienna/Austria
 Year of construction: 2004
 Useful area: 700 m²

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 The light blends into the ceiling landscape, leaving it as a flat homogeneous plane

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 The light and the bar counter combine into a unity – a purist, monolithic white square