

ROYAL COLLEGE OF ART

MA INTERIOR DESIGN

**FROM OLD TO NEW,  
TO FUTURE:**

FREITAG's Concept Store

INTERIOR DISPLAY

XIANGXIANG LUO

# CONTENT

1



RESEARCH

2



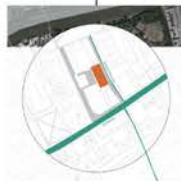
REASON & PURPOSE

3



DESIGN CONCEPT

4



SITE

5



SPACE AND EXPERIENCE

## **1** RESEARCH

**How can we improve the physical brand space in the context of the rapidly changing retail environment ?**

# THE FUTURE OF EXPERIENCE

In the future, people go to a retail store will be more like going to a museum or gallery.

Customers become visitors.

## Identity and New Lifestyle



Camper store-self service

### Generation Z Characteristics:

Unique (storytelling and visual display)

Self-service

Dream big

## Scenario



Annakiki store-dramatic scenarios

Historic

Futuristic

Real-life scenario

## Digital Technologies



Antony Gormley's virtual-reality experience

VR

AR

AI technology

## Sustainable



Zero Waste Bistro

Material

Texture

Activity...

## Multifunctional



Gentle Monster, London

Retail+ Gallery

Retail+ Cafe

Retail+ Education...

## 2 REASON & PURPOSE

**FREITAG®**

Freitag is a Swiss brand founded in 1993, its bags are made of recycled truck tarps, bicycle inner tubes and car seatbelts.



track tarp



inner tubes



car seatbelts



# STORIES

The founders of Frietag are graphic designers, and their activities and promotion are mainly based on online.

You can see their brand story and creative videos on their website. Additional services are also available online, where customers can book repairs and exchange bags.



Online product video and activities

Offline activities

# CURRENT STORES

Freitag has 26 stores as well as at over 300 resellers around the world. Each store has a similar interior feeling, clean and simple with a very recognizable shelf system. However, the interior only displays their products, lacking the opportunity for users to experience the brand's story and value.



ZURICH flagship store facade



ZURICH flagship store interior



Seoul Store Interior



TAIPEI Store Interior



Germany Store Interior



Bangkok Store Interior



KOELN Store Interior



BASEL Store Interior

# FREITAG in London

INTERVIEW WITH London Graphic Centre



SHONA PEEL

**Q: How to describe FREITAG?**

**FUN**

**PLAYFUL**

**INNOVATIVE**

**Q: Why FREITAG?**

They're innovative, fun and playful.

The quality and the sustainability is very unique. It also appeals to our art customers and to their urban way of living because they're innovative themselves.

**Q: Who buys and wears FREITAG in London?**

People from the design industry.

Practical and thinking people. Creative Professionals.



The only FREITAG shop in London

## A NEW STORE IN LONDON

Communicate the brand value & enhance the experience





### **3** BRAND VALUE & DESIGN CONCEPT

# BRAND VALUE

## INTERVIEW WITH FREITAG



F-brand manager Pascal Dulex

**Q: How do you deal with the transfer of your brand into spatial experience to expand on your brand identity?**

**Giving used material a new life and context** are two essential ideas behind FREITAG bags. In the store, these crucial values of our brand are transferred into spatial experience.

As an example, we use an old workbench from a nearby thrift shop as a cash desk in the New York City store. The flagship store reused its rusty, discarded Freitag containers.

**Q: Your custom-designed shelving has become a reoccurring feature within your stores. How does it inform your spaces?**

**Every FREITAG bag is unique.** Our experience is that **the bigger the selection, the more likely people will fall in love with** one of the individual bags.

Therefore, we were looking for a rack systemable to display the largest possible range of bags, yet take little room.

**Q: Who would you describe as your clientele and what steps do you take to attract them to your store?**

You simply cannot break it down our clients to gender, age, or income. Rather, people who buy a FREITAG bag seem to share **a certain attitude toward consumption.**

They not only appreciate the individual design and the functional of FREITAG products, but also the fact that they do not have an indistinct mass product in their hands that was made in China.

"Giving used material a new life and context"

"Every FREITAG bag is unique."

"The bigger the selection, the more likely people will fall in love with."

# BRAND VALUE

## RECYCLING



## UNIQUE



## INNOVATIVE



# BRAND VALUE

RECYCLING

UNIQUE

INNOVATIVE

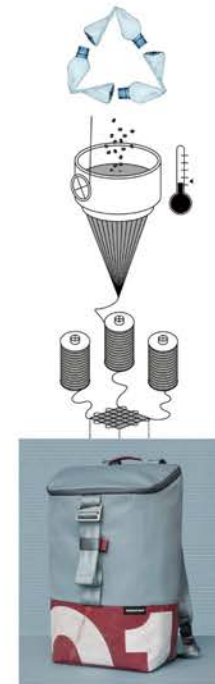
Experience the material



Select your unique bag



Explore the F-uture space



Experience the making process



1. TRUCK SPOTTING

2. CUTTING TARPS

3. WASHING



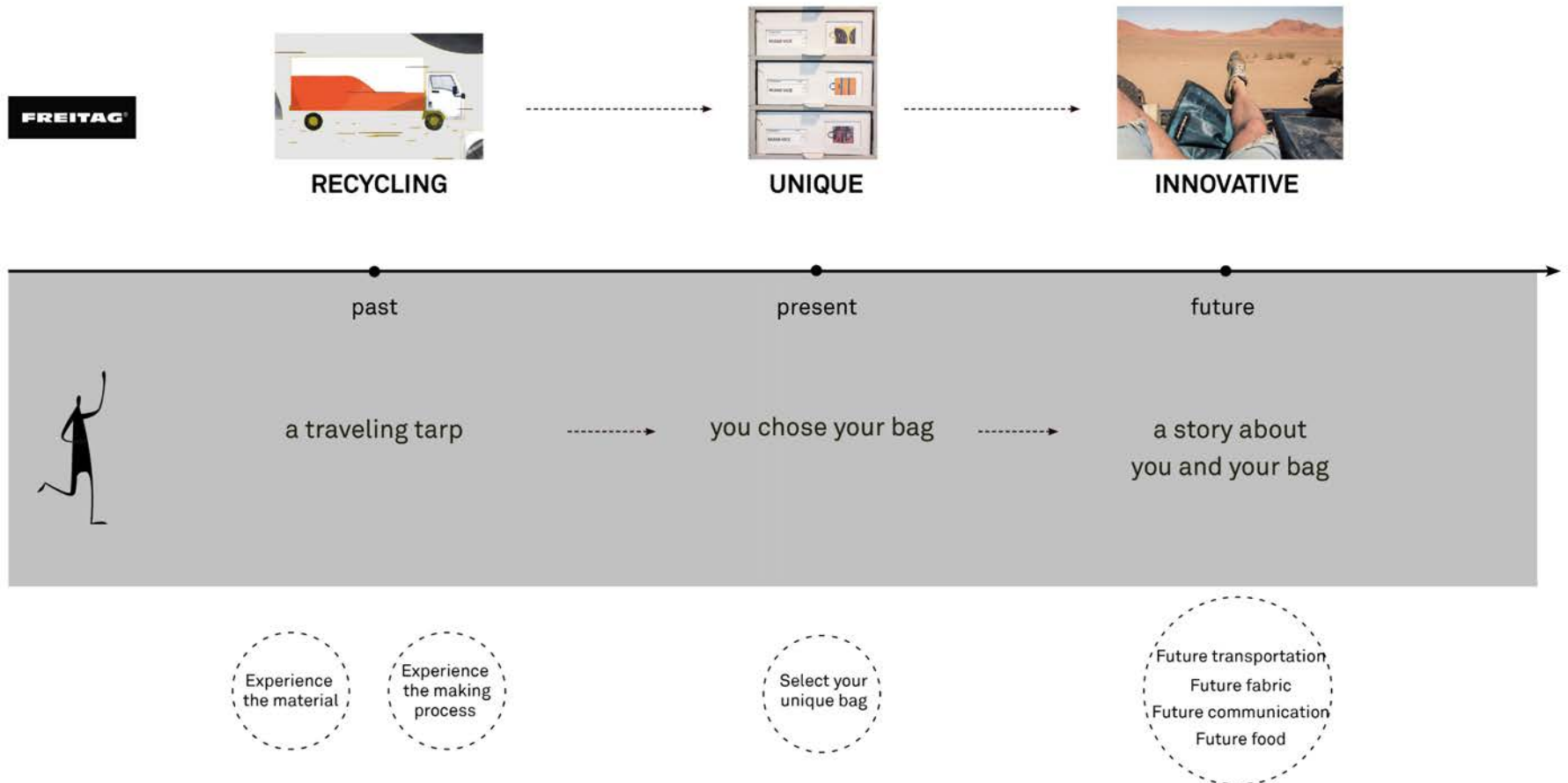
4. BAG DESIGN



5. SEWING

# DESIGN CONCEPT

Story about you and your bag



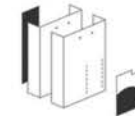
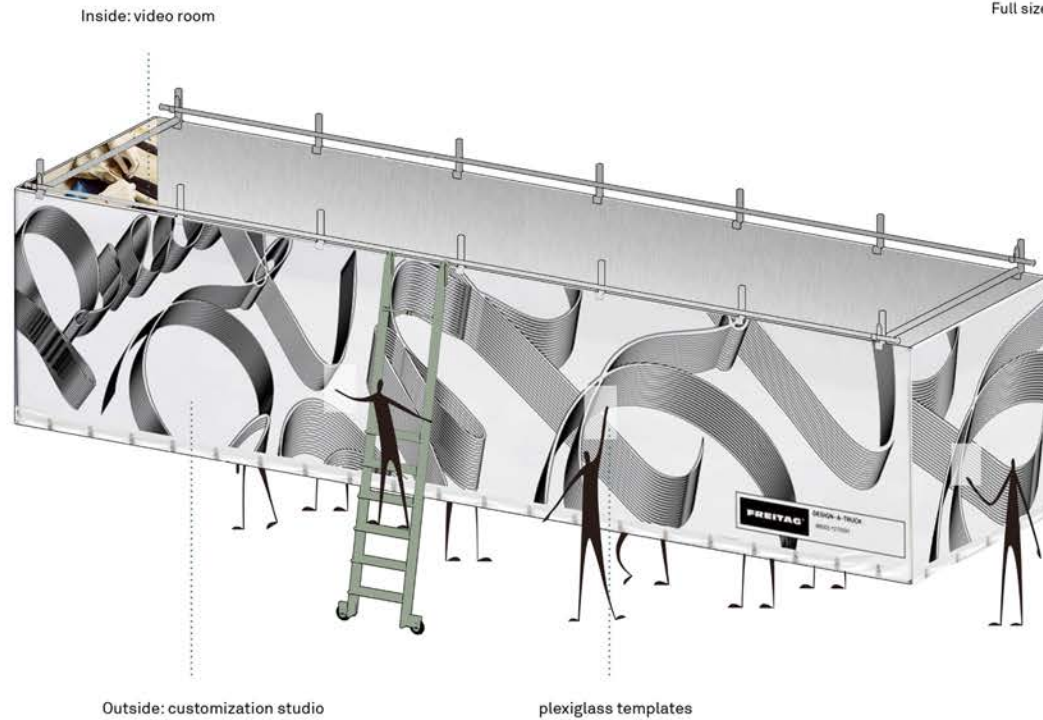


Experience the material and the making process

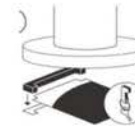
# RECYCLING

Display Full scale of the tarps

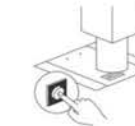
Full size: 9600L\*2700H



1. Choose your pattern



2. Cut and Punch



3. Branding



4. Wait for assembly





UNIQUE

Select your unique bag



unexpected materials

FREITAG



unique bags

?



bags to person

How can each unique bag find its own person?

Customer classification

Customers  
Shop with purpose

Customers  
Shop without purpose

Function

Colour/ Pattern



Stimulate Interest



## Shop with purpose

FREITAG's library

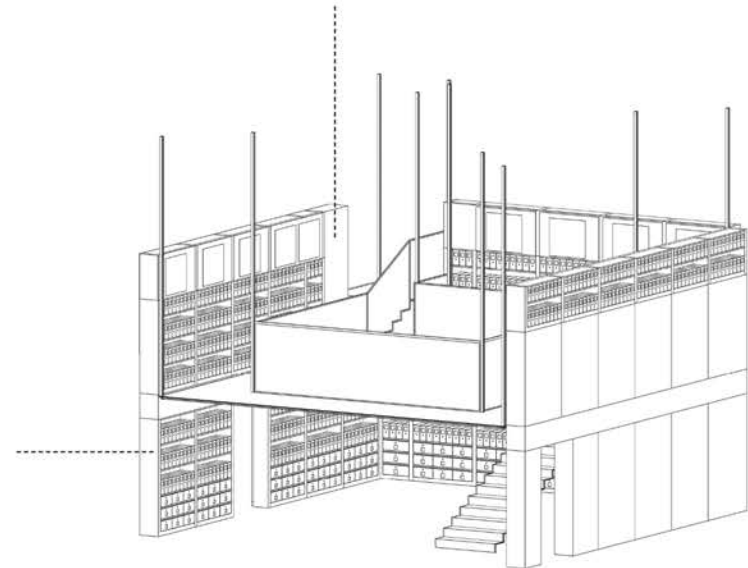
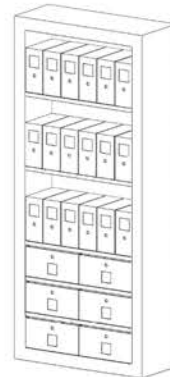
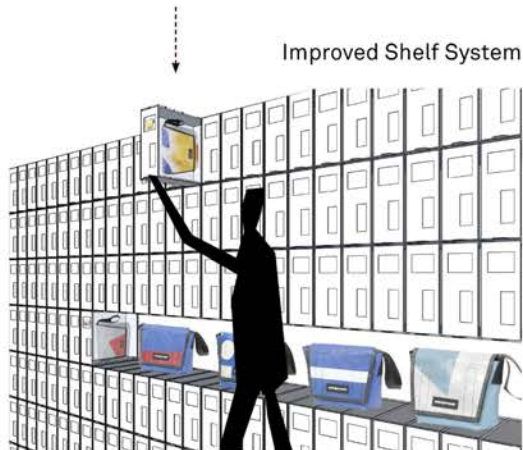


### Existing Shelf System

When you open the drawer above your head, you can only see the bottom of the drawer.



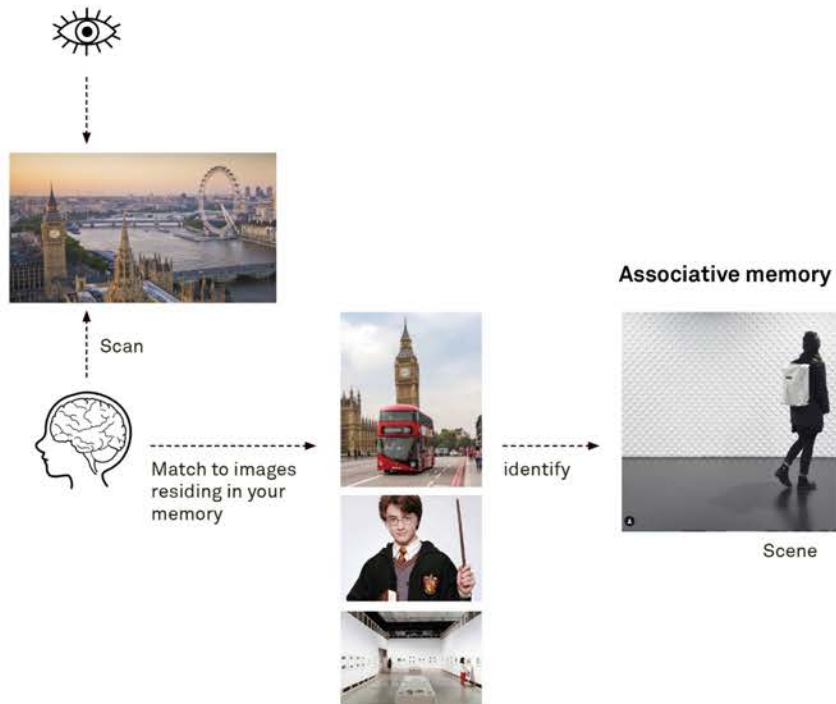
Touch screen





## Shop without purpose

FREITAG's Random Bag Picker



To inspired guests to make some associations through locations and think about the future scenario of using the bag themselves.



1. Press
2. Select
3. Try (interactive mirror)
4. Get a ticket
5. Collect



Predestined  
Luck  
Non-active selection



Explore the future

Each future scenario reflects FREITAG's future social role as a conscious and active brand.

**INNOVATIVE**



**Future Transportation**

No Car City



**Future Fabric**

Fabric Lab



**Future Communication**

Exchange Booth



**Future Food**

Zero Waste Cafe

# Future transportation

no car City

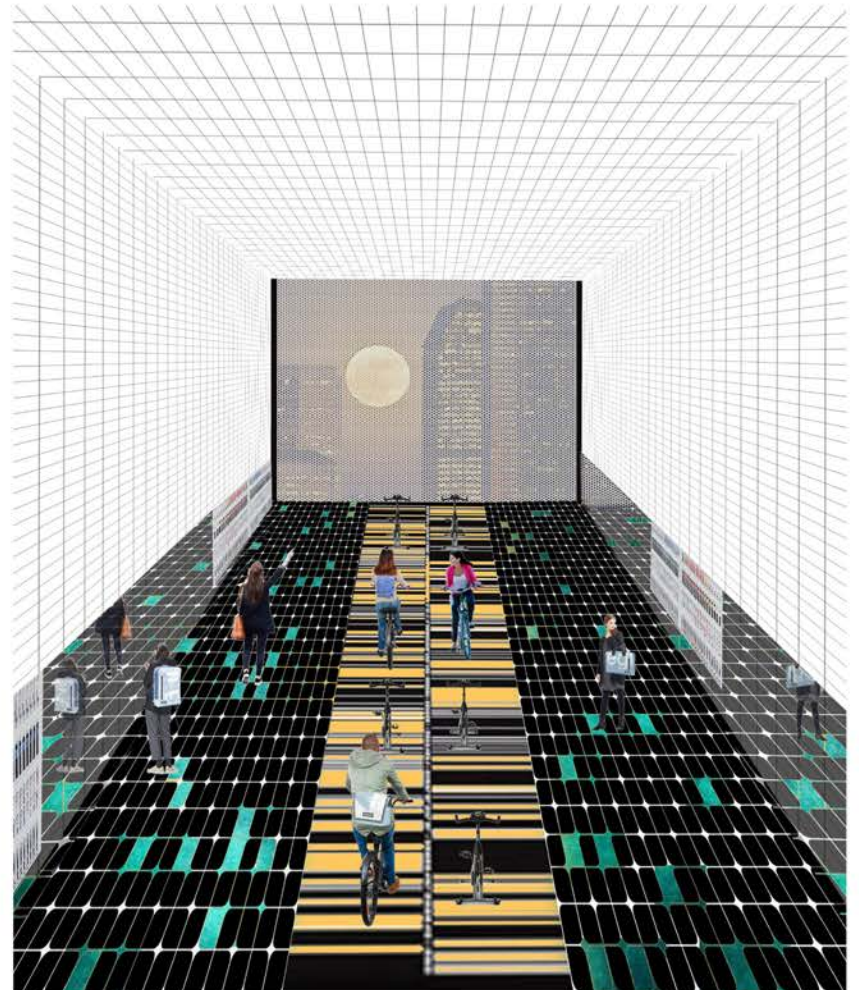
Functional,  
Water-repellent,  
Robust



Energy Harvesting System



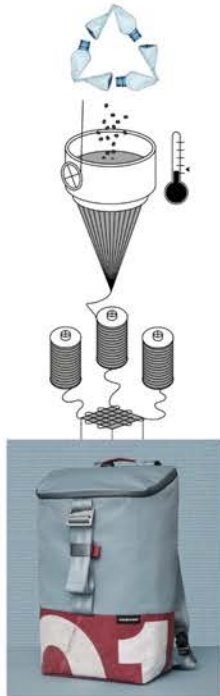
Energy from footsteps



# Future fabric

Fabric Lab

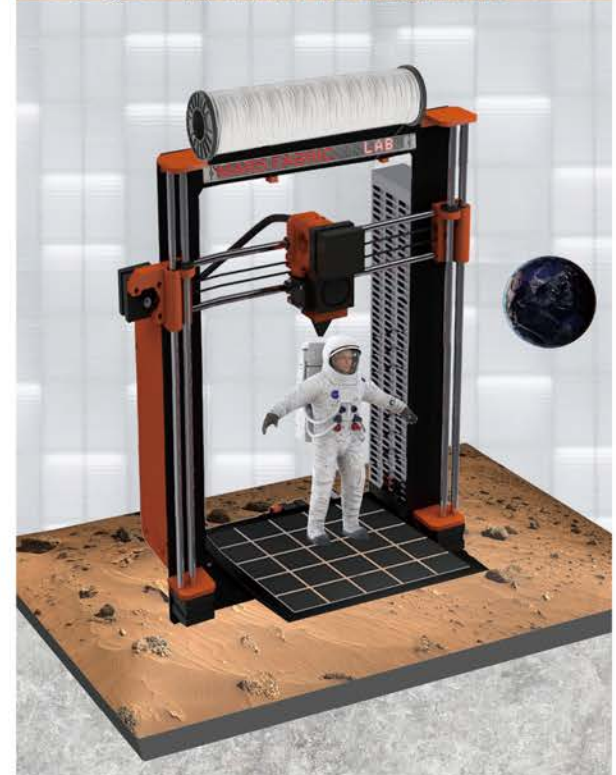
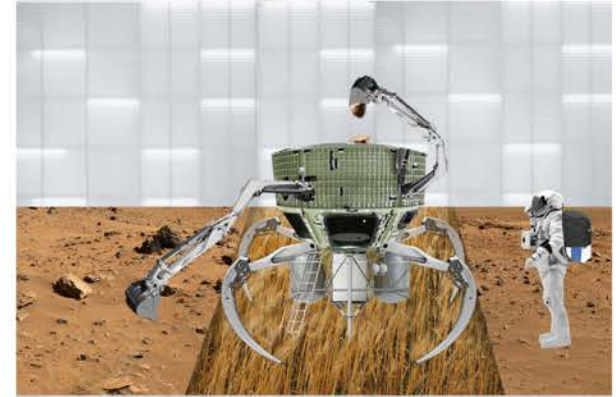
PFC-free material made from 100% recycled PET bottles



F-ABRIC biodegradable fabrics

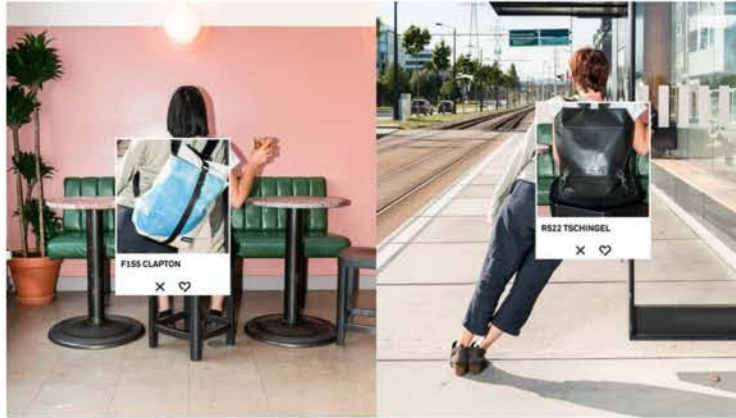


Weightlessness



# Future communication

Exchange Booth



### F52 MIAMI VICE

Olivier  
London

X ♡

**TRY ME**

Strolling around the street with MIAMIVICE.  
#F52 #MIAMIVICE #散步 #strolling  
#recycledmaterials #upcycle #recycle  
#sustainability  
#freitaglab #ginza #shibuya #tokyo #osaka  
#wiss #frtg #freitag

X▽ X▽ X▽ X▽

## Future Food

Zero waste CAFE

Indoor micro-farm



Encourage people to use algae as a more sustainable component of a nutritional diet.  
People can grow and eat algae indoors.

Designer Jorge Penadés has moulded together shredded leather and natural bone glue to create pieces of furniture.  
Can FREITAG use the leftover tarps to make a new material?

## **4** SITE

THE FORMER CHELSEA SORTING OFFICE

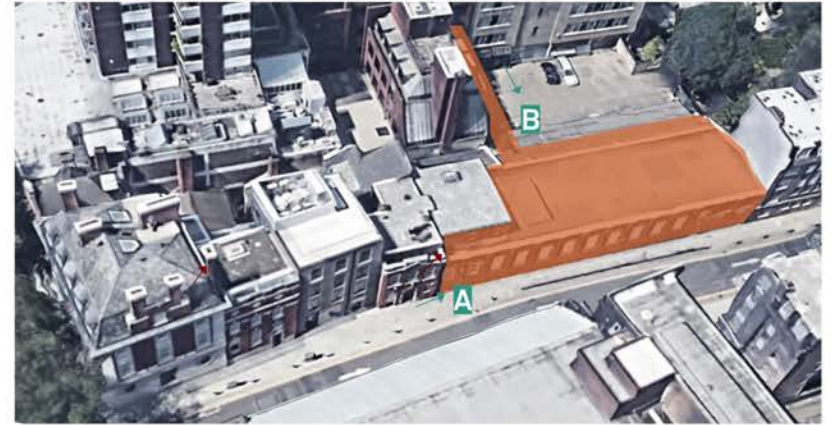


## THE FORMER CHELSEA SORTING OFFICE

## SITE

Location: 18 Chelsea Manor St, Chelsea, London SW3 5UH

It used to be the Chelsea Royal Mail sorting office. It is vacant now and occasionally has activities held here.



### ACCESS



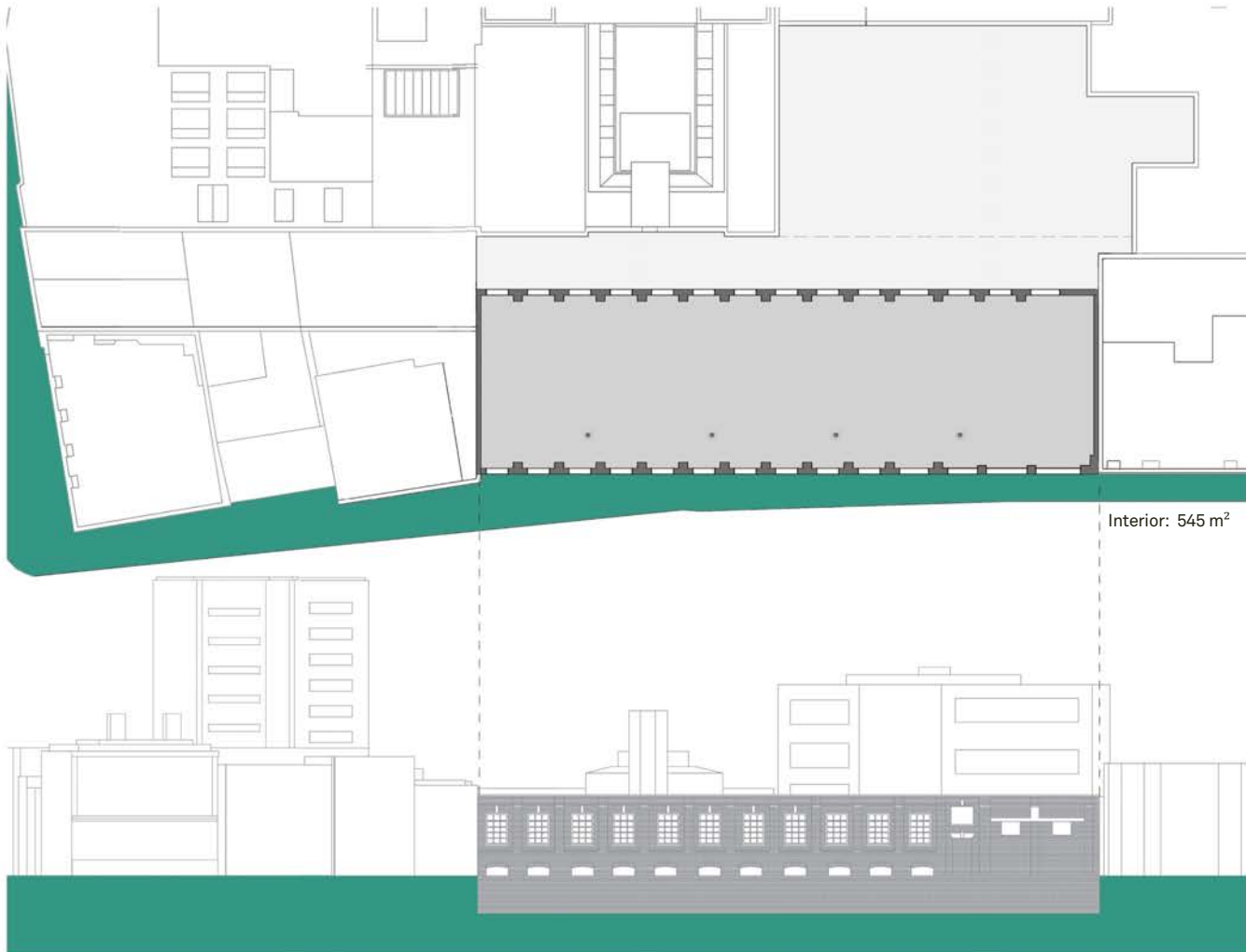
B: View from courtyard



A: View from Chelms market St looking north



## Current situation



Interior: 545 m<sup>2</sup>



First Floor



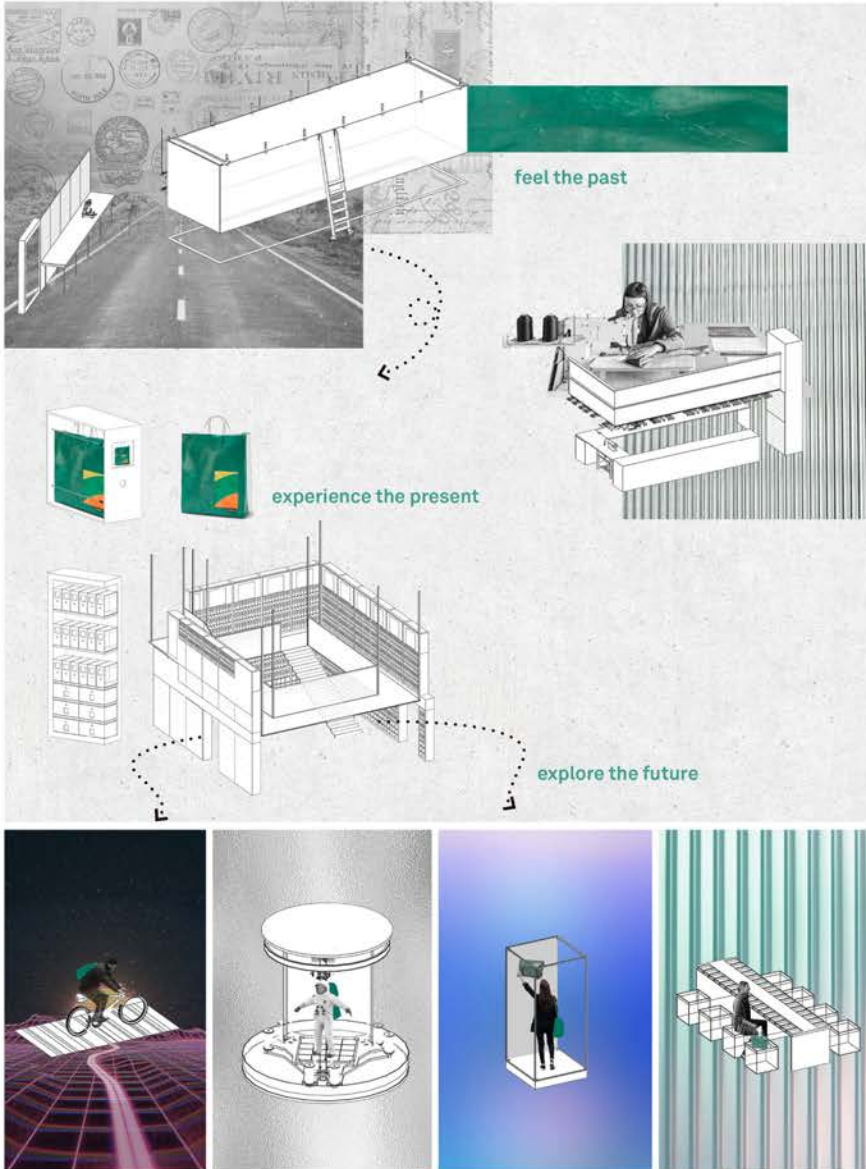
Ground Floor



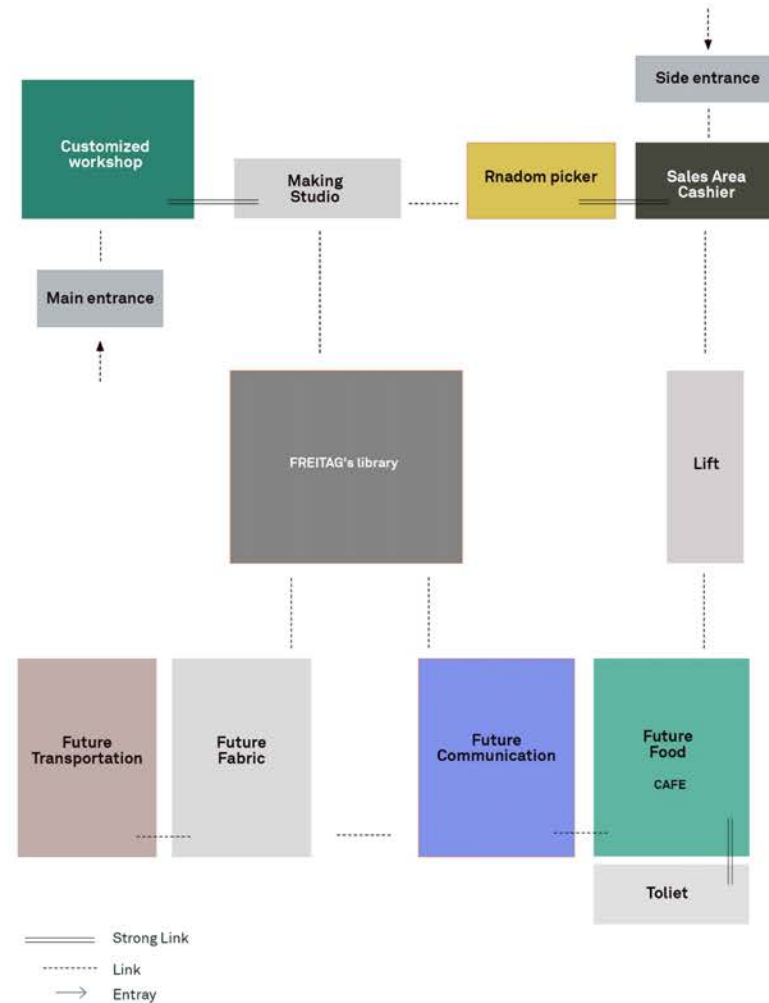
Facade

## **5** SPACE AND EXPERIENCE

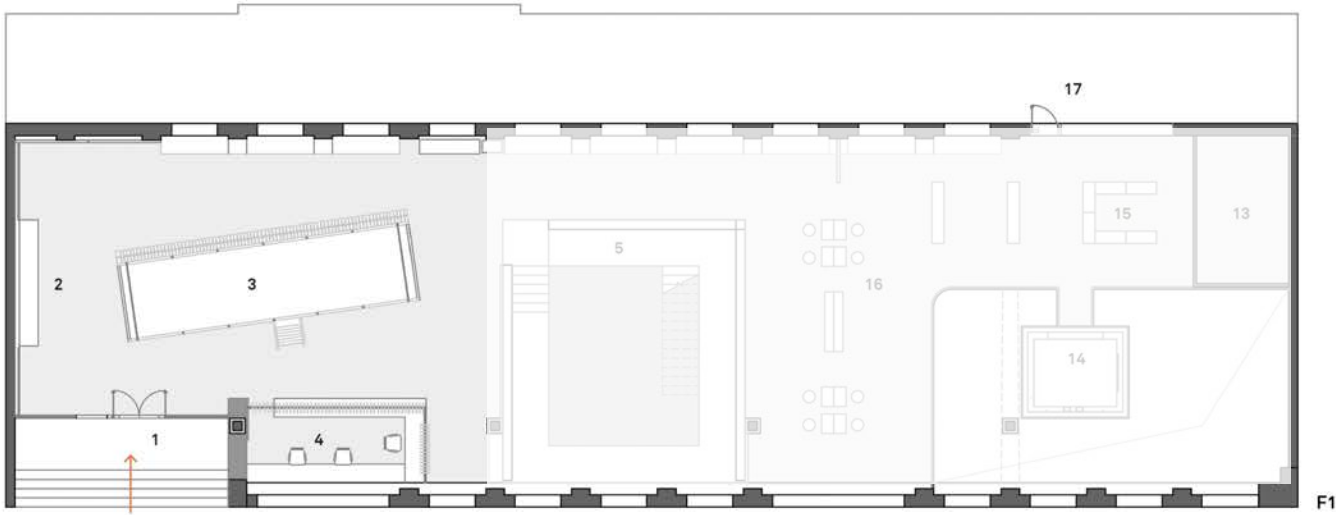
PLAN/ MATERIALS/ DETAILS /SECTION/ VISUAL



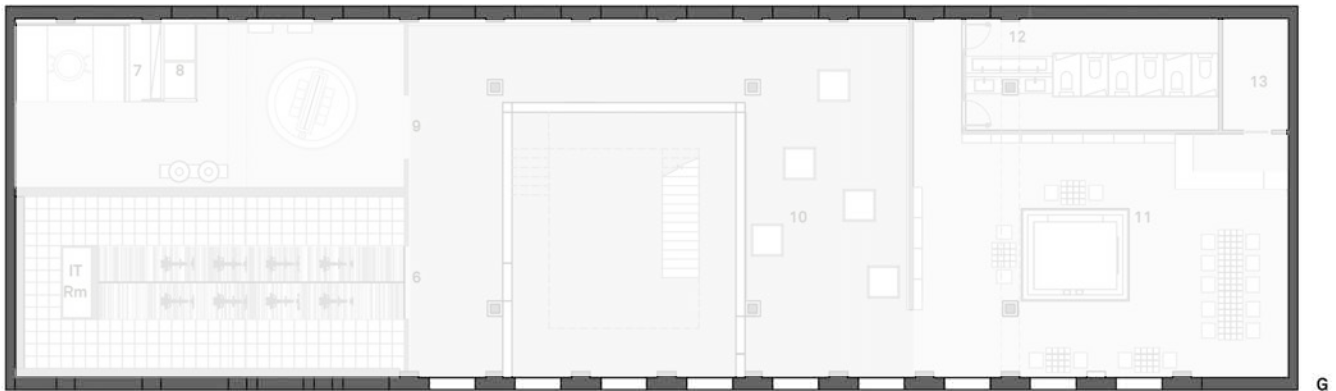
# SPATIAL SEQUENCE



# PLAN



F1

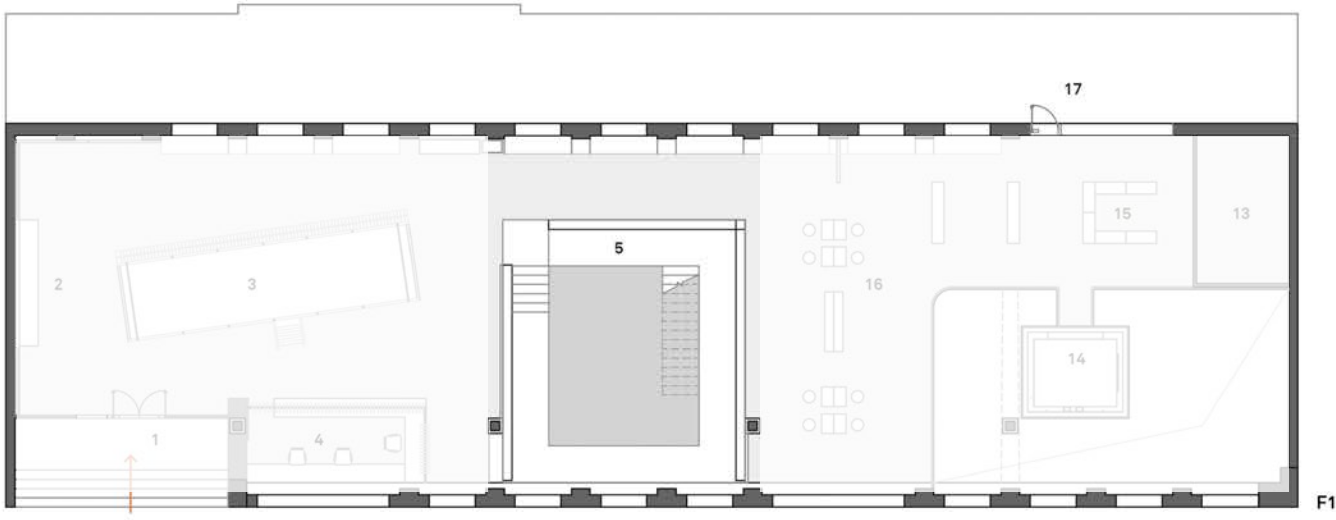


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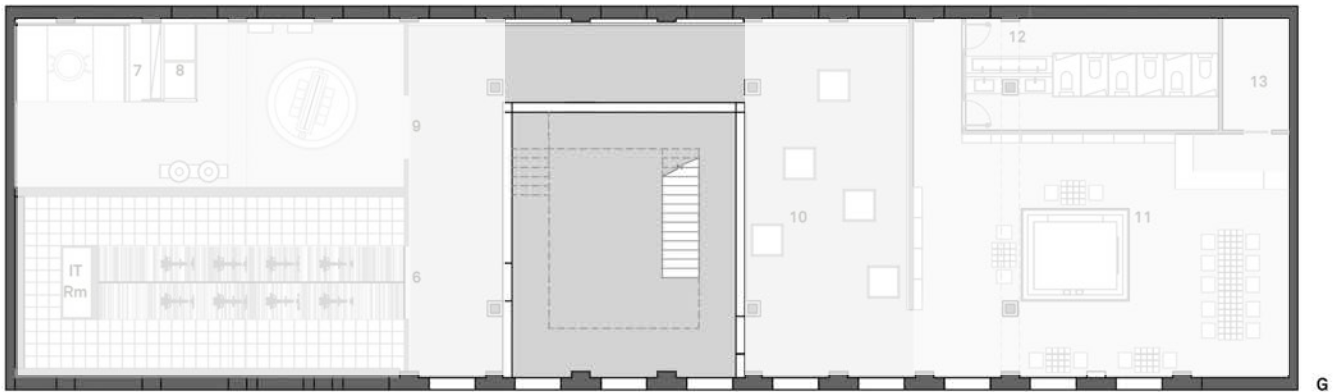
- 1 Main entrance
- 2 Customized workshop
- 3 Truck tarp room
- 4 Making studio
- 5 FREITAG library
- 6 Future transportation space
- 7 Storage
- 8 Fitting room
- 9 Future fabric lab
- 10 Future communication space
- 11 Future Cafe
- 12 Toilet
- 13 Staff room
- 14 Solar elevator
- 15 POS (Cashier table)
- 16 Random Picker
- 17 Side entrance



# PLAN



F1

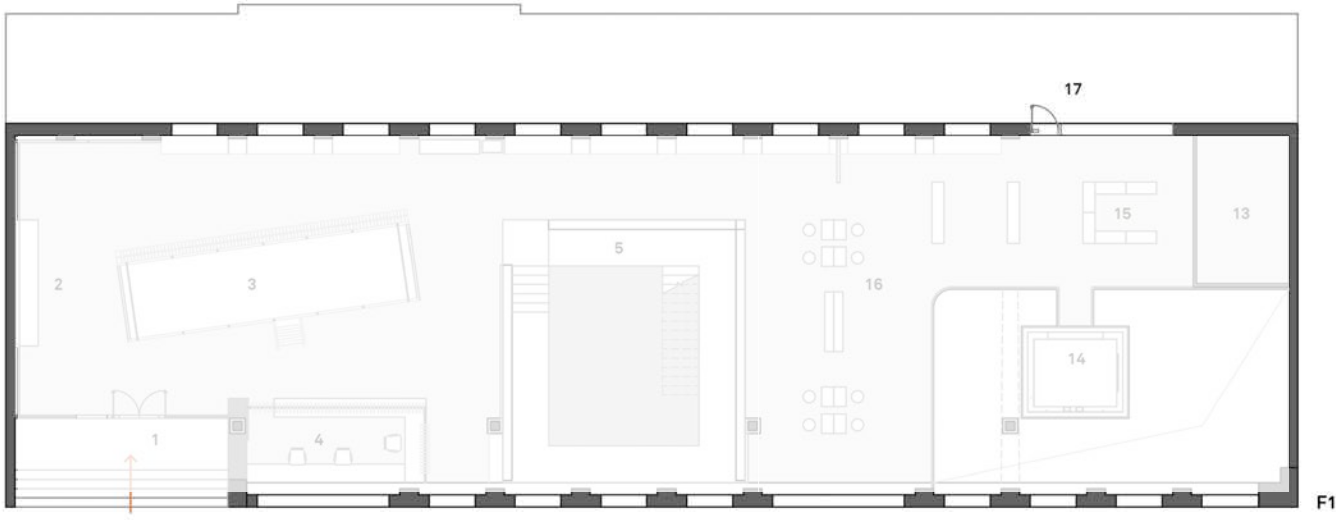


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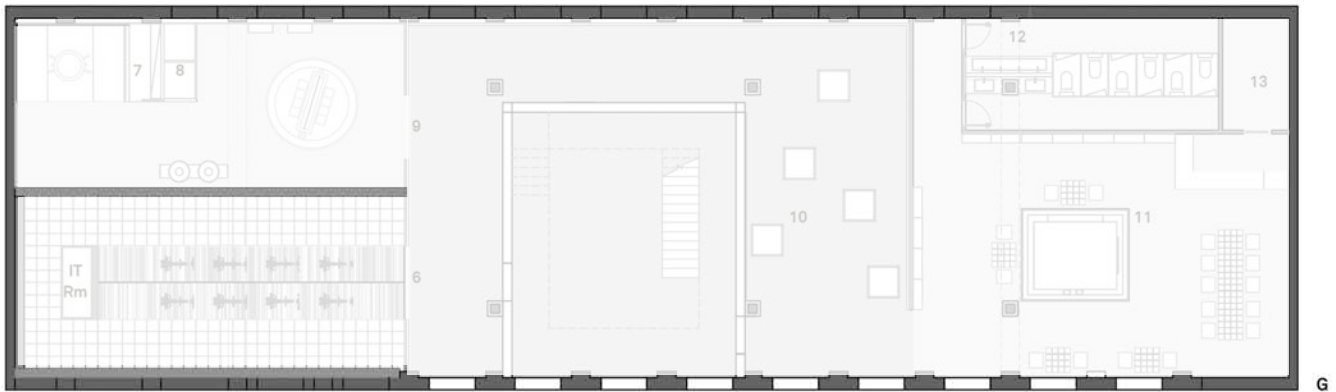
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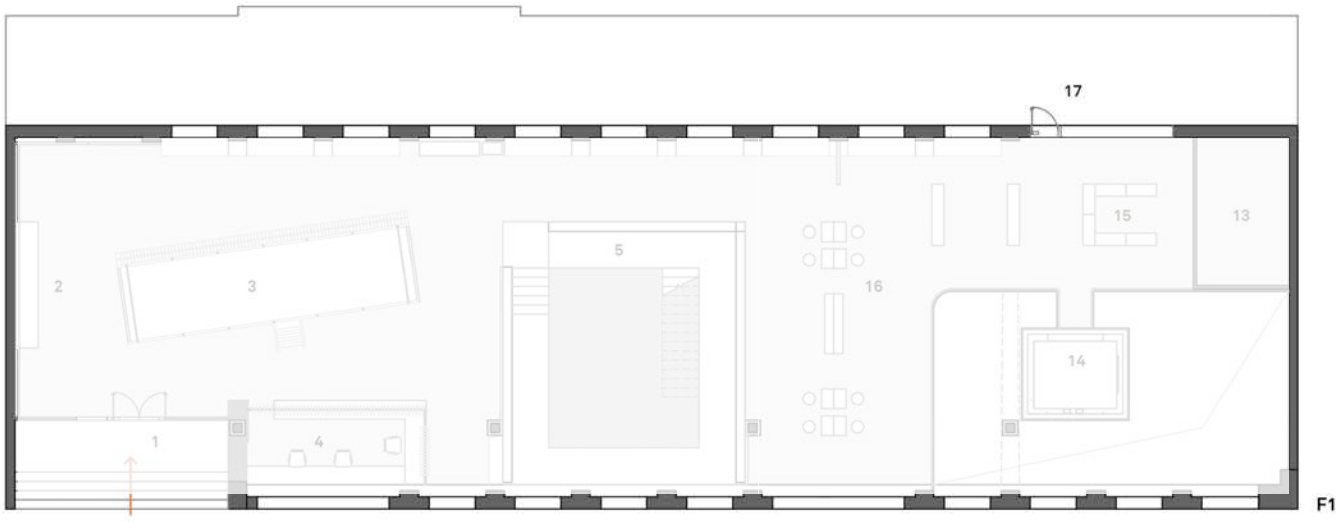


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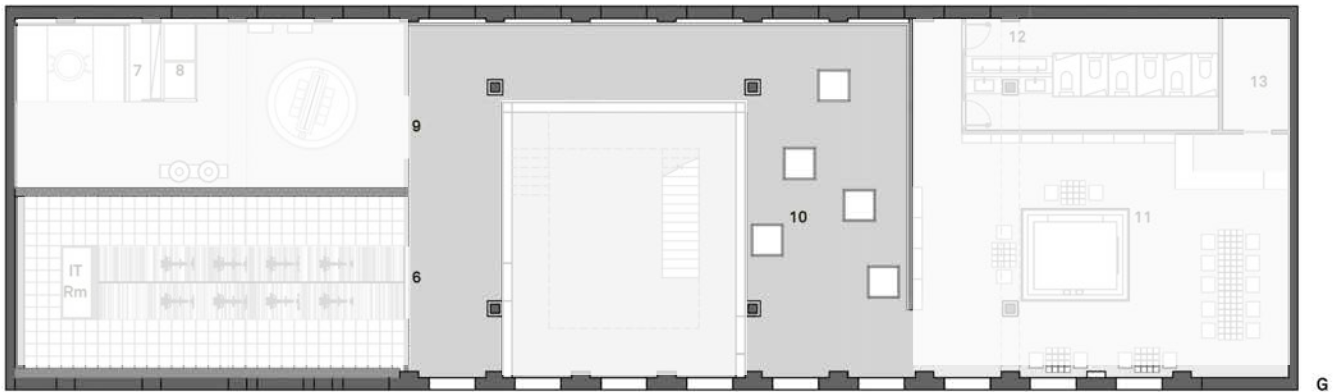
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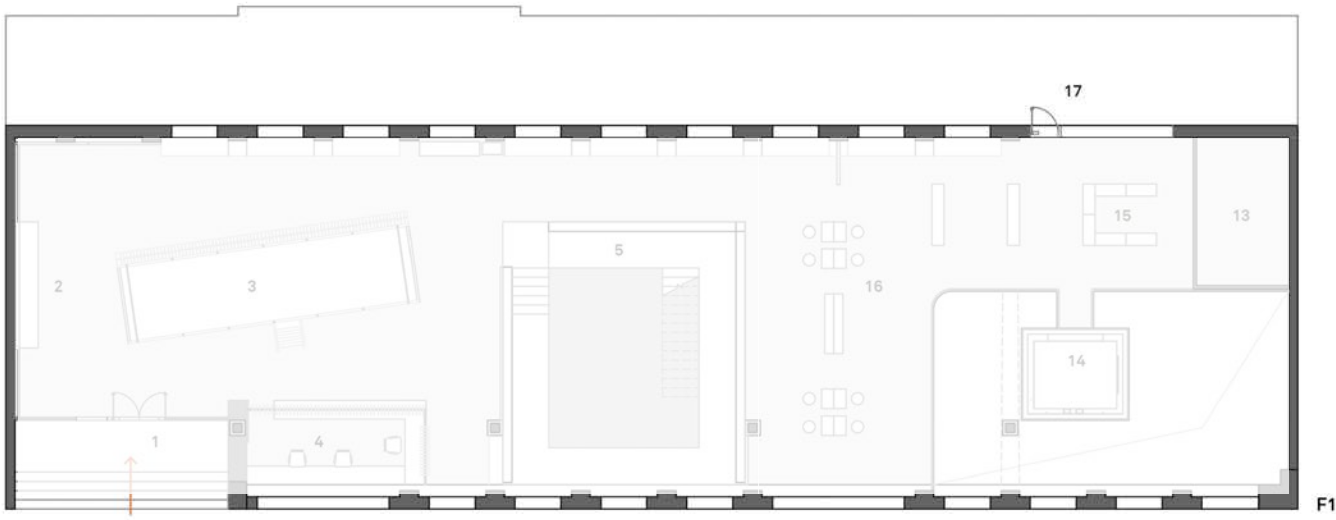


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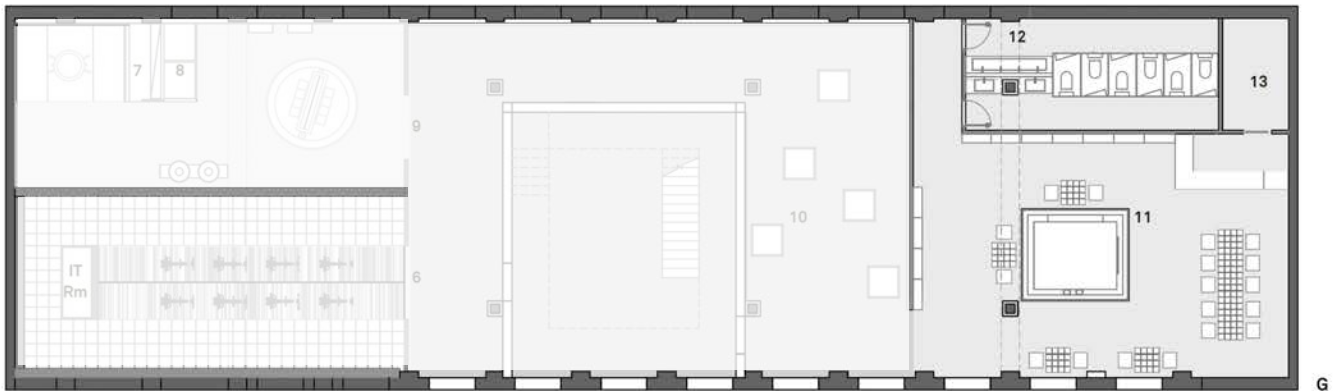
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F1



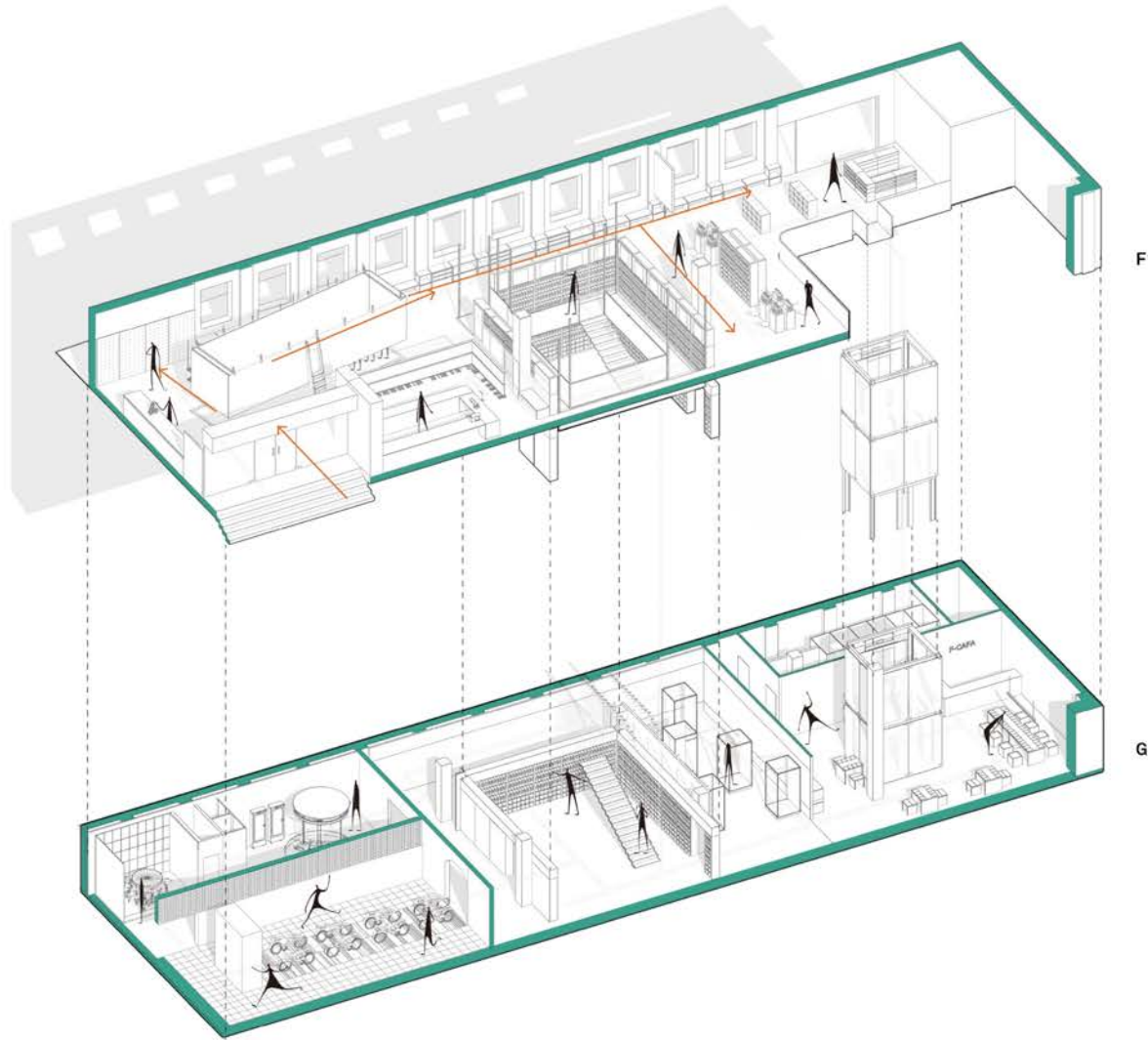
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# CIRCULATION

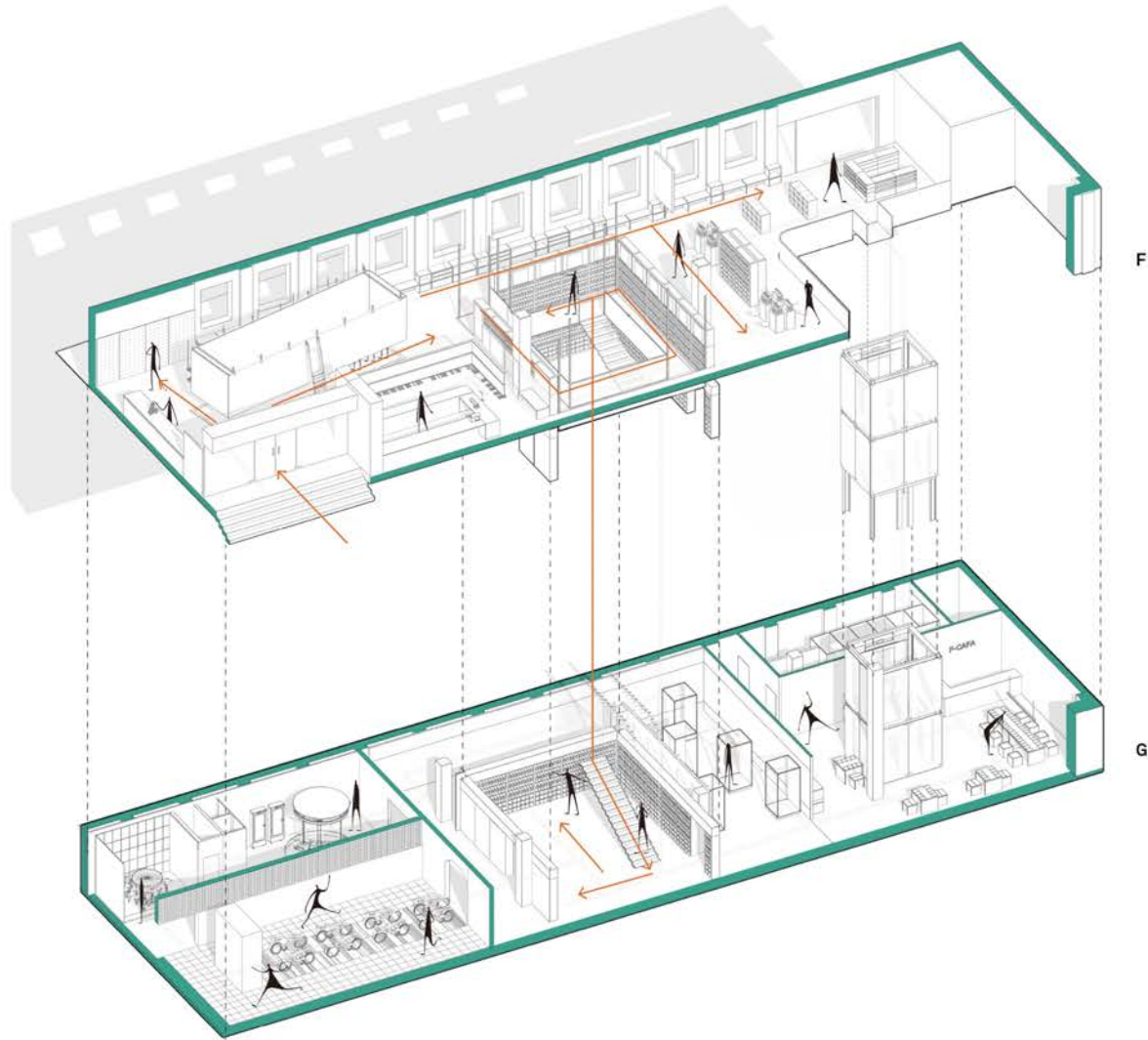


F1

understand OLD

G

# CIRCULATION



F1

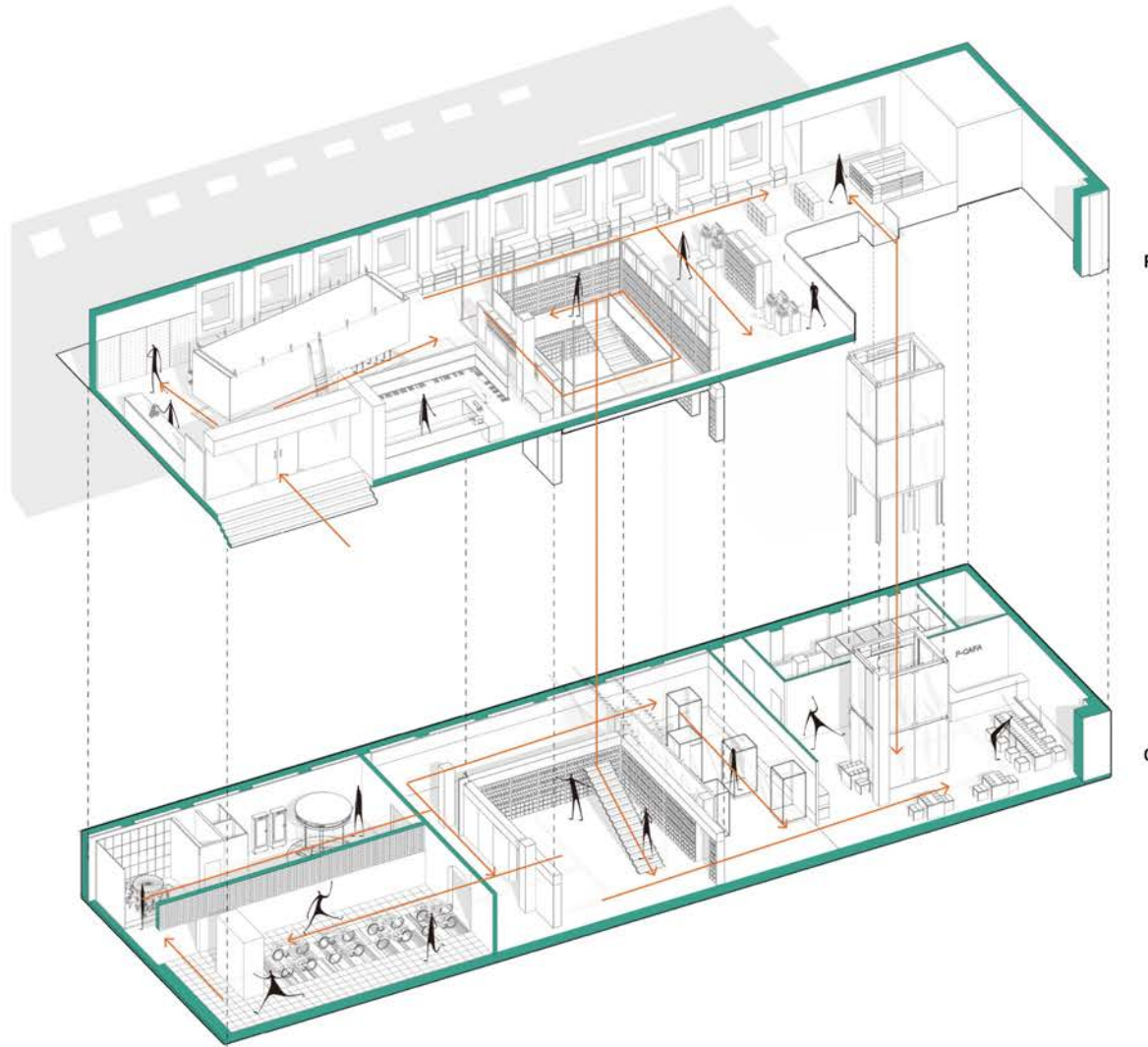
understand OLD



concentration NEW

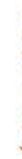
G

# CIRCULATION



F1

understand OLD



concentration NEW



G

Surprise FUTURE

## ECO-FRIENDLY MATERIALS



Industrial



Futuristic

# MATERIALS PALETTE



First Floor

Ground Floor

1. recycled terrazzo
2. recycled plastic
3. perforated plate
4. stainless steel
5. natural wood
6. potato MDF
7. fluted glass
8. leftover truck tarps
9. concrete floor
10. alga cultured cells
11. Stainless Steel
12. Corrugated Sheet
13. polycarbonate sheet
14. tinfoil texture
14. fluorescent light

# MATERIAL IN SPACE

recycled wood



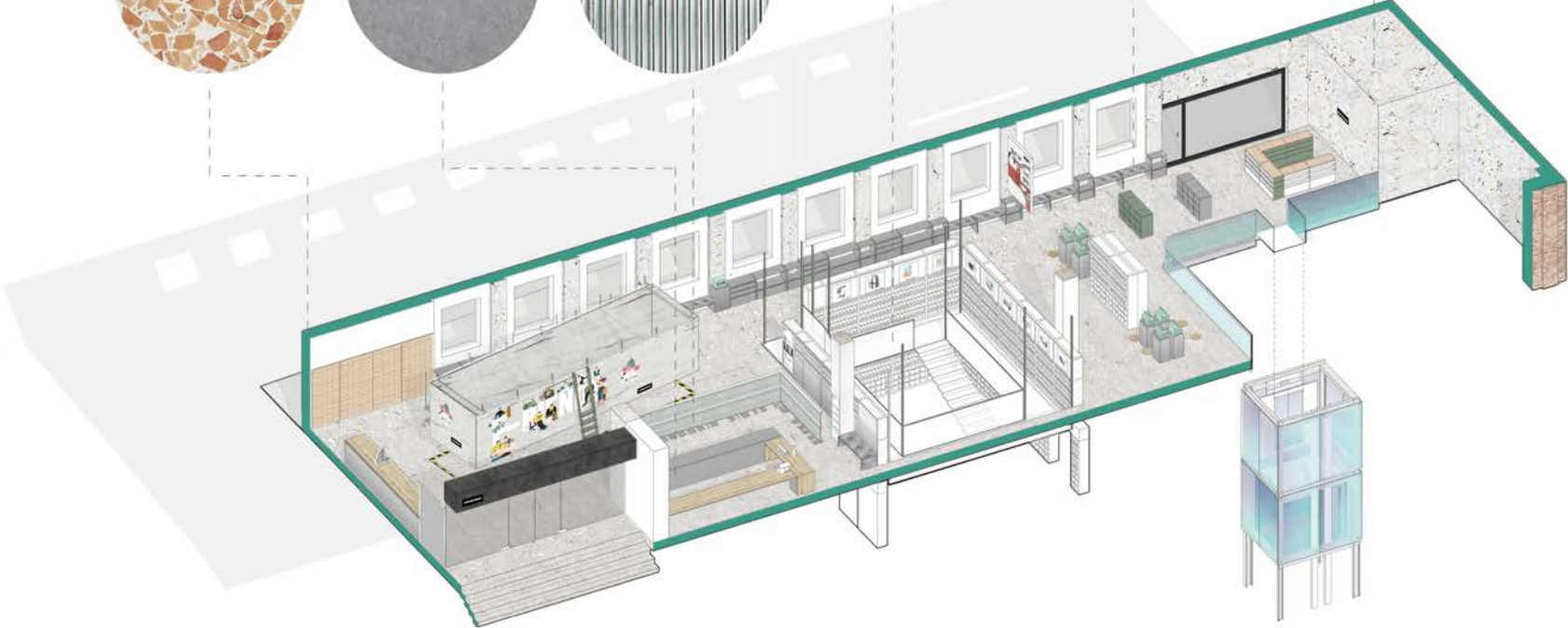
recycled plastic

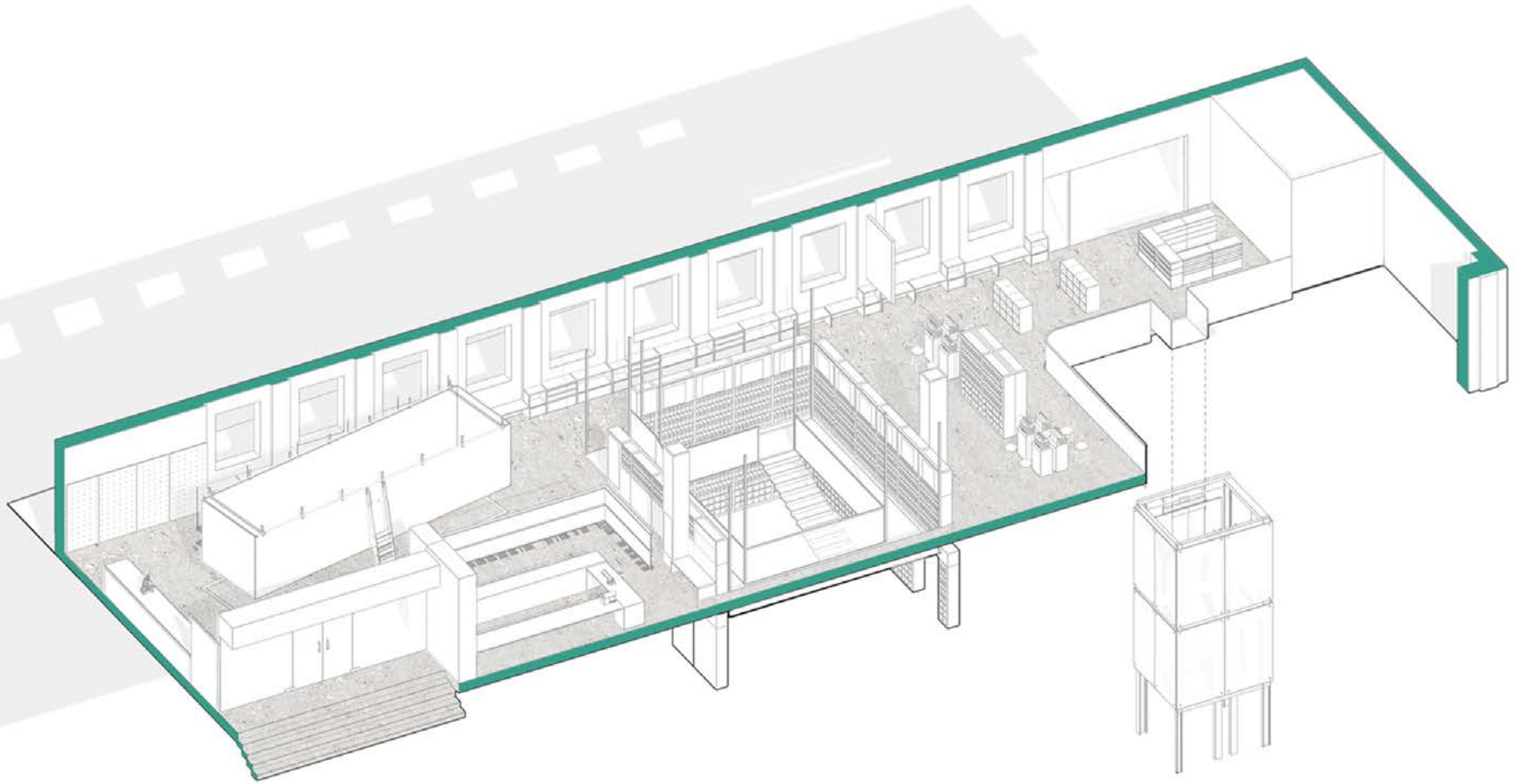


recycled Steel formed under high pressure

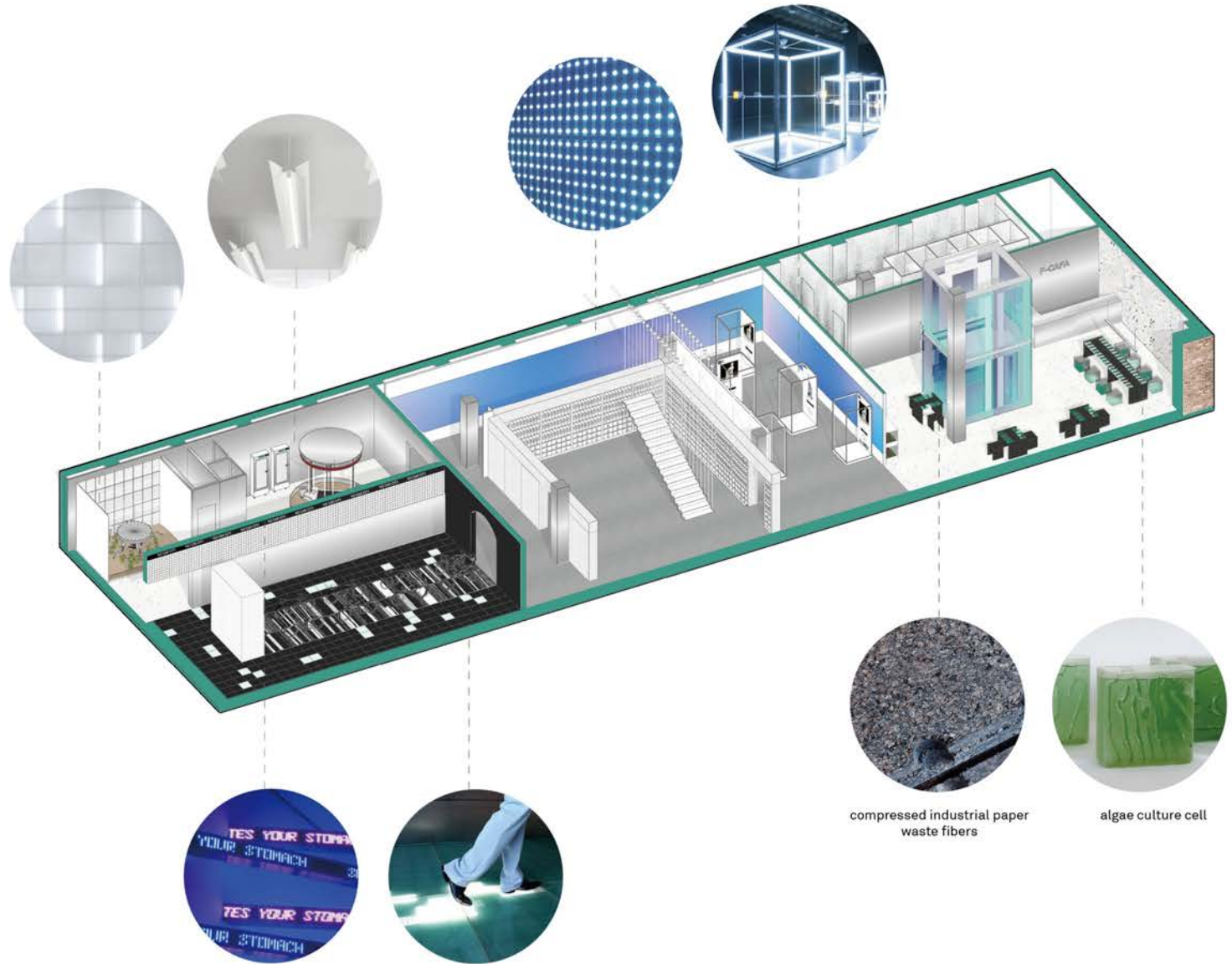


leftover and rejected textile

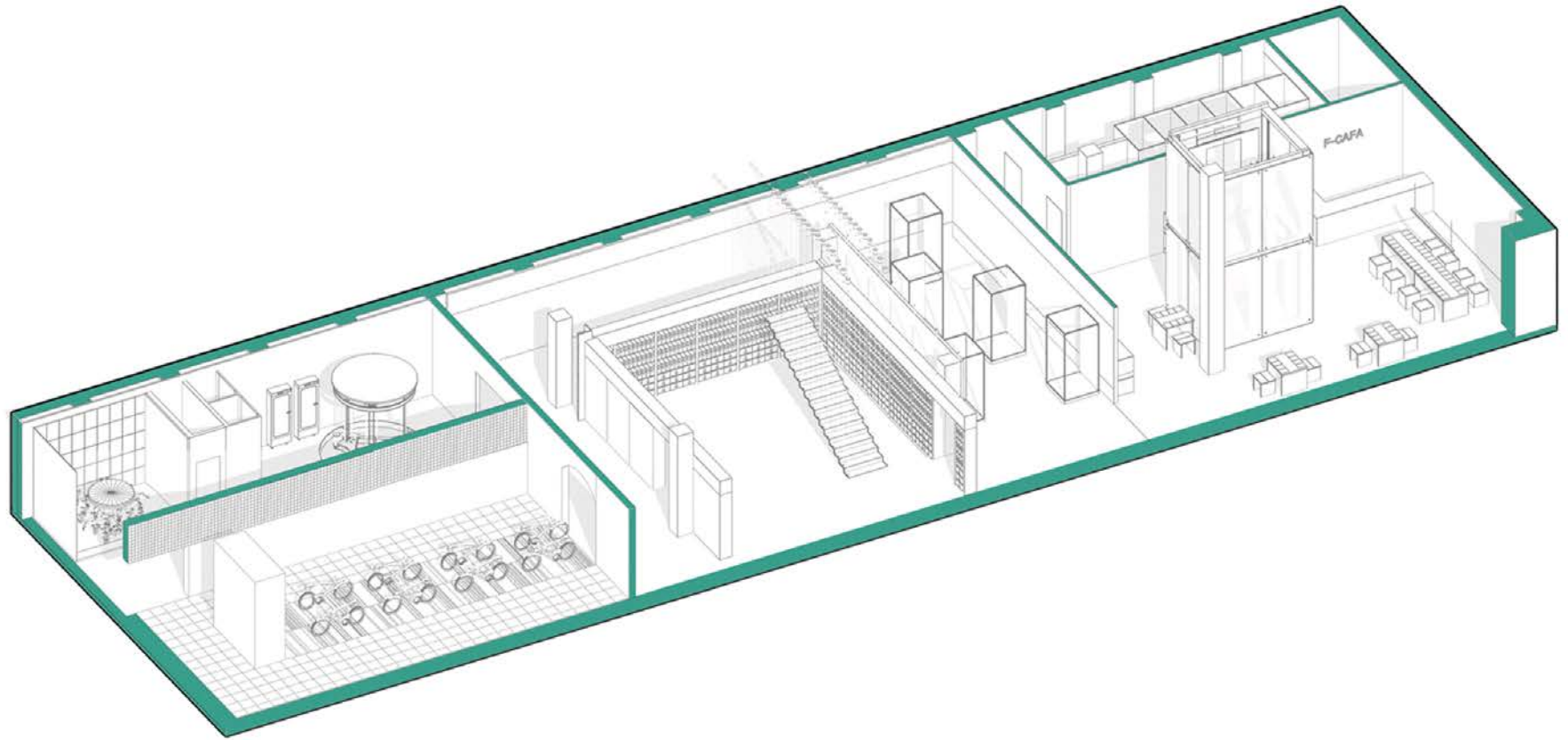




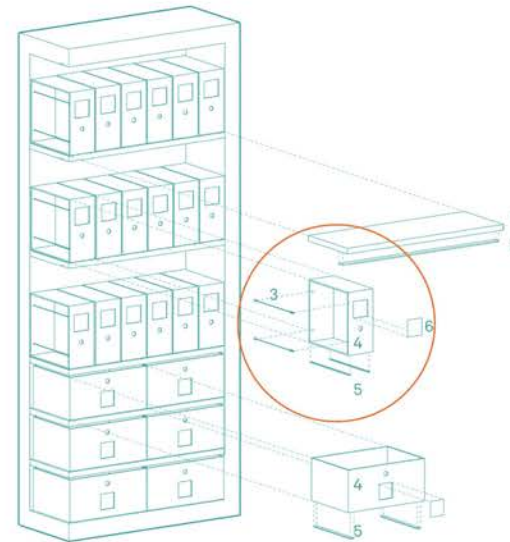
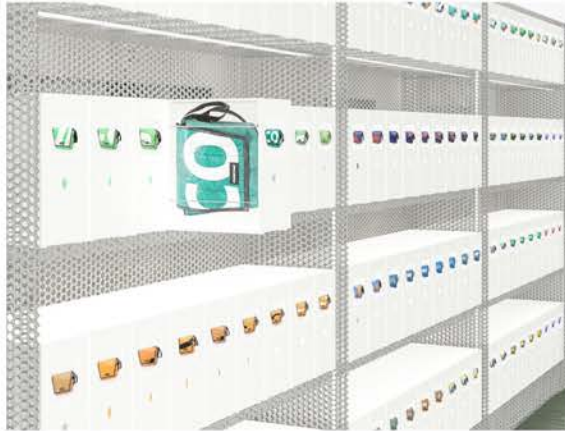
# LIGHTING



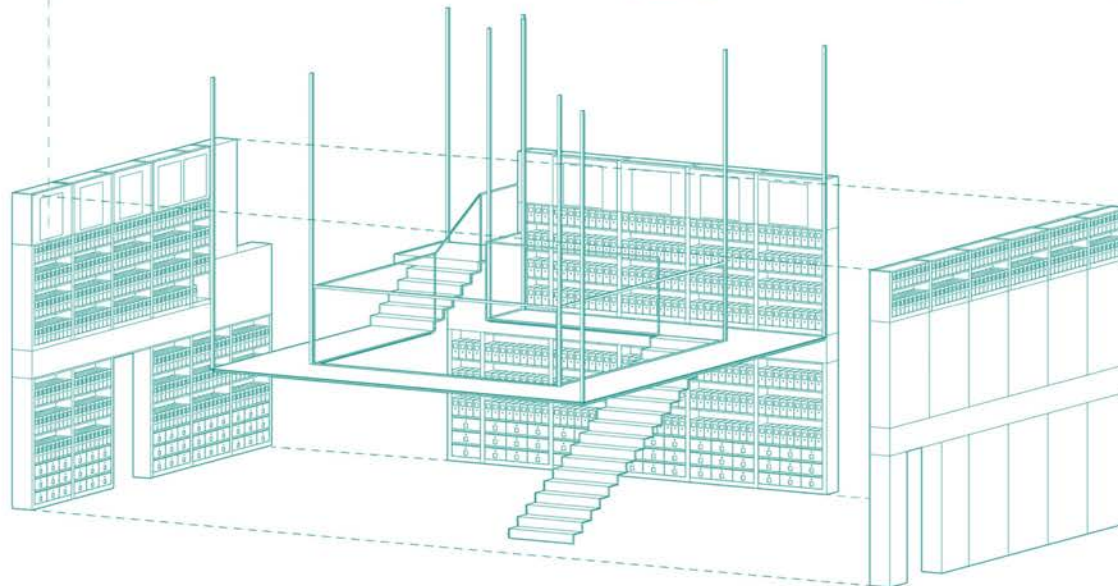




# DETAILS



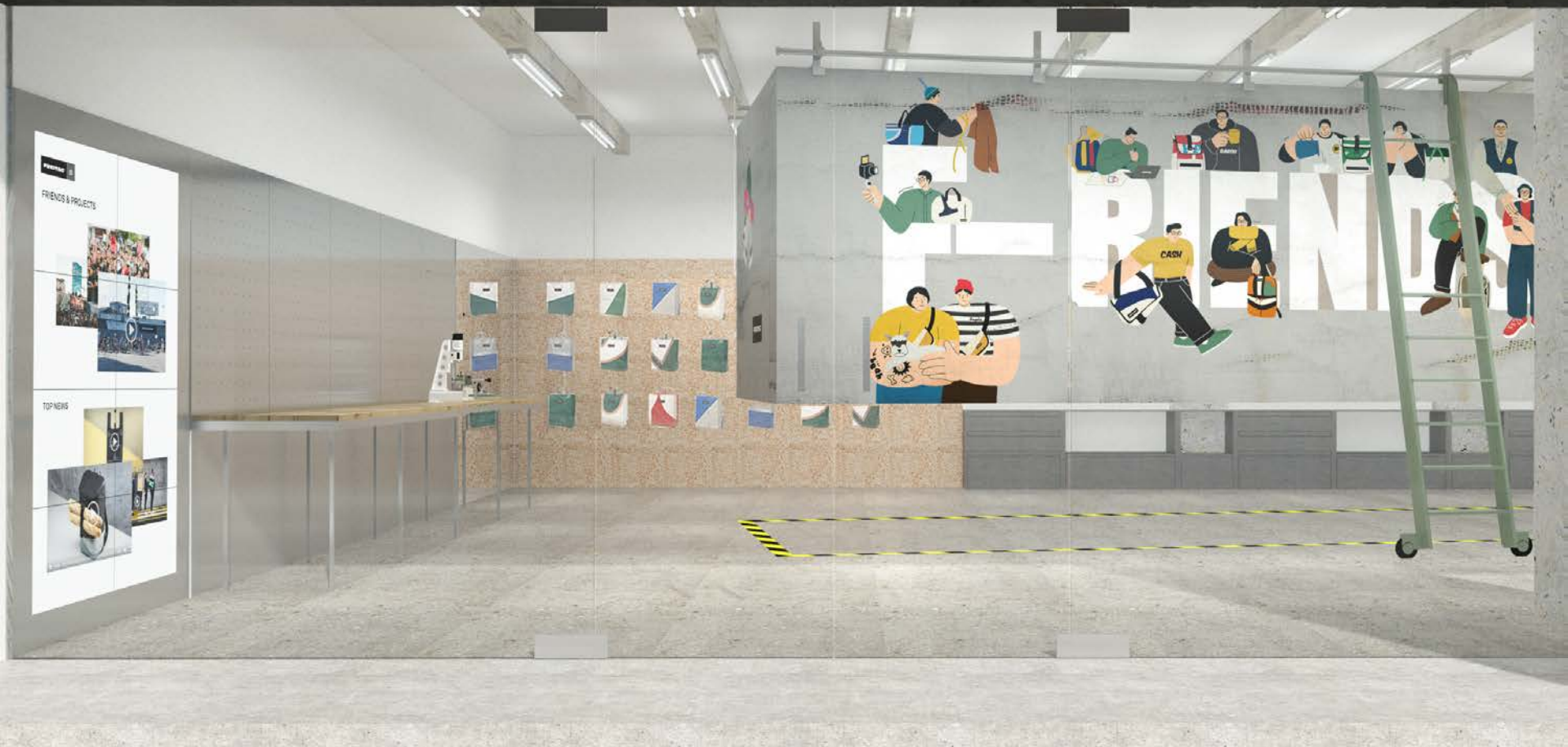
- 1 Perforated metal
- 2 LED panel
- 3 Elastic bungee cord
- 4 Recycled plastic
- 5 Drawer slide
- 6 bag's image card



# SECTION

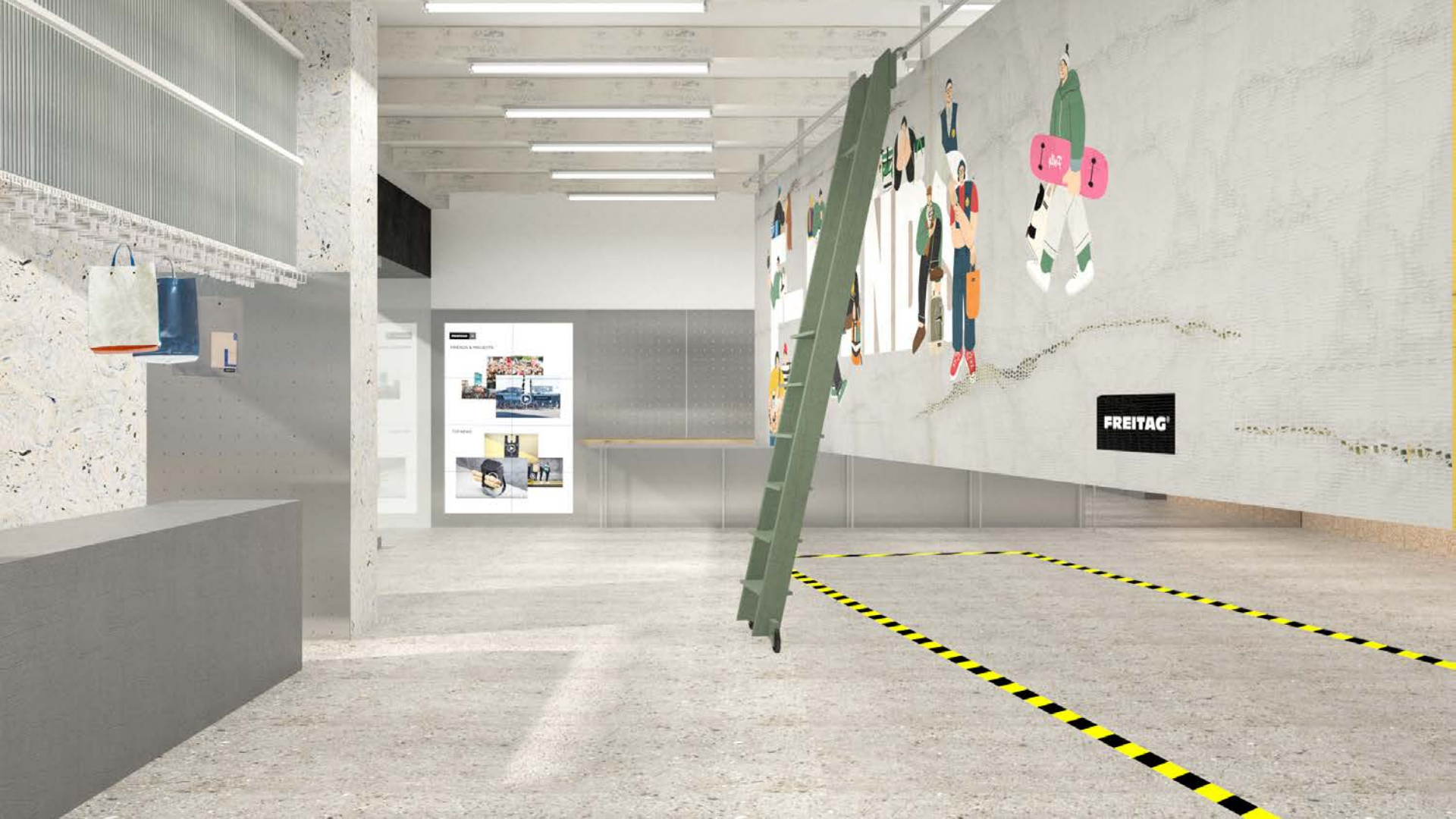


## **5** VISUAL EXPERIENCE

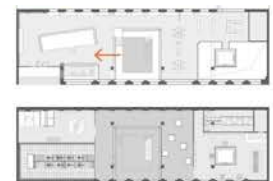


Entrance



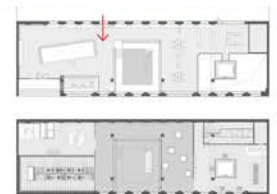


Customized workshop





FREITAGÖS library entrance





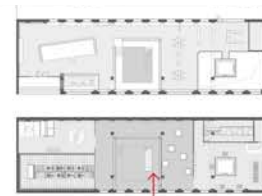
FREITAGÖS library

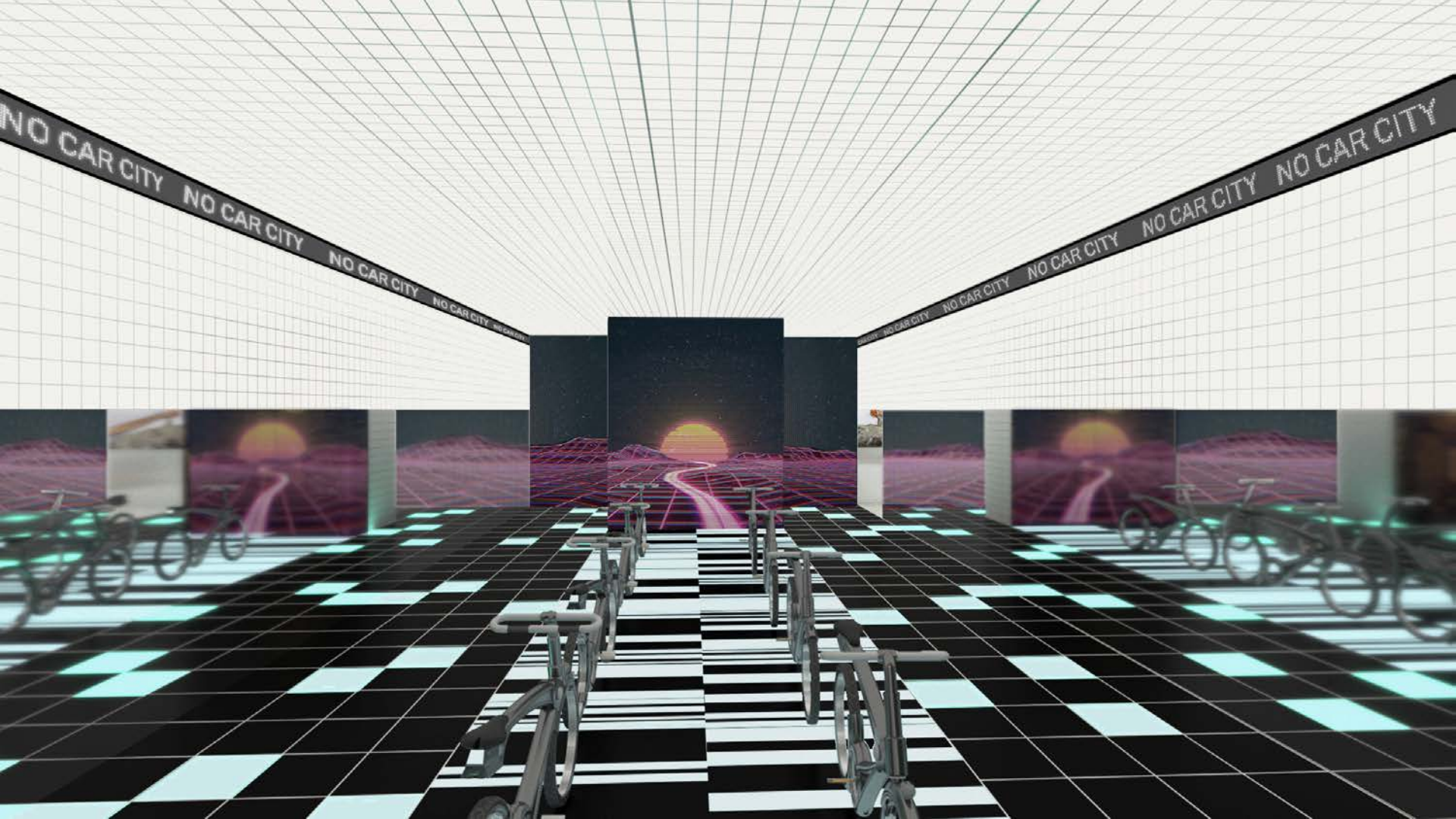




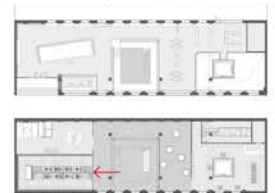


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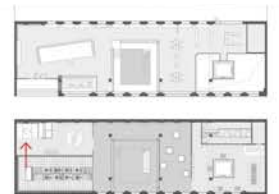


Future transportation space



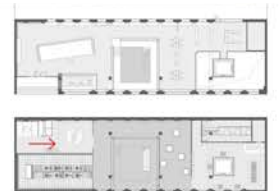


Future fabric lab



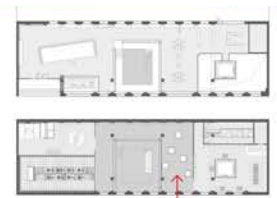


Future fabric lab



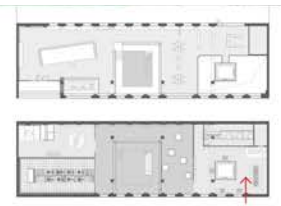


Future communication





Future CAFE





Sales area



