

Red Dot Design Concept Yearbook

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Future Proof Retail for KPN the Netherlands

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Honourable Mention

This is a clever concept that offers solutions for scalability and repeatability. The modularity of this design is created based on an alternative development for a future roll-out of a formula that intends to introduce a social component.

This is a future-proof retail formula that was originally designed for KPN, a company based in The Netherlands:

Retail formula: The pilot stores reflect KPN's omni-channel approach by integrating online shopping and customer centres. In so doing, the number of 'contact moments' with customers has increased. The new stores are a physical manifestation of the KPN website where customers can touch and test out the latest technologies to find the best products and services to make their life and work easier and more fun.

Experience and services: KPN is moving from a "product-orientated shop with intangible services" to "an environment focused on experience and service". This is a place where the online KPN experience merges with the physical world and a place to discover and test out new products and services.

Social component: The modularity of this design is created based on an alternative development for a future roll-out of a formula that intends to introduce a social component. The making of the interior objects will be done by people who are removed from the labour market. By doing so, the project goes beyond being an exemplary solution for a smart retail interior. Instead, it creates added value through empowerment and education. In this way, the physical realisation of the interior makes more impact environmentally, socially and economically than traditional interior projects.

Perception and interaction: The concept store comprises two main elements – a central object composed with modular elements for seating, displaying smartphones, tablets, handsets and the latest gadgets and accessories; and the smart wall that is positioned around this object. The screens are equipped with infrared and a Kinect technology that responds to the movement of the visitors.

Dynamic and flexible: The flexible spatial structure allows for adaptations, making the shop future-proof. A place where you can sit in different ways, stand, hang, lie or move around; a multipurpose room where changes for product presentations can

be easily made; a spatial concept with a 360-degree experience and allure of the absolute market leader.

Module: The spatial configuration built out of modular elements will vary per store. Lighting and technology are integrated, and add-ons such as cash registers, service points, seating and tables are placed on the modules.

Technology and narrative: The Smart Wall is an interactive wall and forms the link between the online world of KPN and the physical store. Each object in the configuration is coupled to an interactive part of the wall. Here customers can experience and try the products and services of KPN. LED walls are programmed to depict abstract images. These include everyday situations related to the seasons. For each season, scenarios are developed for the day and night situation. The configuration of blocks and the Smart Wall become a dynamic narrative.

Each store is individually programmable on site and the entire chain of stores can also be centrally controlled so that identical expressions become possible in the Netherlands for each shop simultaneously. Printed posters and price tags are a thing of the past.

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DoepelStrijkers bridges the gap between art and science with intelligent design and strategic intervention. Design solutions in this firm are not intuitively conceived and each project is the result of an extensive iterative research-by-design process. This scale-less, multidisciplinary approach often results in intriguing hybrid solutions.

Driven by a fascination for aesthetics with substance, the office generates works that transcend the spatial by creating social, ecological and economic value. This belief that design can act as an agent for social renewal leads to strategies that contribute to a 'circular' and 'inclusive' economy – 'circular', by closing energy, water, waste and material cycles; and 'inclusive', by creating implementation trajectories that empower people removed from the labour market. This ambition impacts the design criteria per project and often adds a hidden layer of meaning to the works.

The office works on a broad spectrum of projects ranging in scale from products to strategic urban interventions. Recent works focus on reactivating vacant office space, climate adaptation, new typologies for the changing retail market, zero waste design and inner city densification strategies. DoepelStrijkers works passionately on this agenda with the firm belief that there is nothing more sustainable than a space that moves, engages and stimulates people to rethink their behaviour.