

ZooRoyal, Hamburg Norderstedt



As soon as you enter the first and spacious ZooRoyal pilot store, the multi-coloured customer guidance system geared towards the animal departments literally takes animal lovers by the hand: dog, aquatics, bird/small animal and cat. This is because each assortment category is assigned a specific assortment colour here at the point of sale, analogous to the ZooRoyal online shop. In the first ZooRoyal flagship store, the customer guidance system, which is oriented towards pet supplies categories, presents itself visually in an exceptionally bold and intuitive way and at eye level, for example on the walls through reduced animal graphics in black and white on wooden panels. From here, the view leads to the floor, to the assortment-specific colour-lined customer guidance paths, realised with PUR lacquering. In this way, determined animal lovers can quickly and easily find their way through the ZooRoyal shopping paradise. The balanced material proportions of the spacious store are interspersed with modern concrete and wood looks, playfully enhanced by mirrored ceiling parts. The visually extended and accentuating mirrored ceilings continue above the customer walkway and thus create a plus in visual height and a pleasant feeling of space in the originally rather low existing building. Room-high, coloured metal superstructures of the centre shelves as well as transparently designed room dividers divide the sales area into logical sections and create visual zones and departments. The relaxation area with LED screen and dog obstacle course as well as the impressive aquarium world, which invite visitors to linger, contribute in particular to the extraordinary experience of shopping. The ZooRoyal pilot store presents a trend-setting store concept with extraordinary infotainment and experience shopping areas - on high-quality design flooring. The large-area vinyl floor is the loose-lay solution Allura Puzzle by Forbo, in the concrete look "natural concrete", in the design canon with Allura Ease in the light wood look "natural giant oak". The combination of concrete and wood looks is very popular and trendy in shopfitting for larger areas. The summary of the ZooRoyal pilot store by Valentina Kinzel, Managing Director of Kinzel Architecture and Kinzel Project, is a very courageous and a very forward-looking store concept - a big compliment to the

Location	Hamburg Norderstedt
Date of completion	2022
Architect	Kinzel Architecture
Building Contractor	Rewe Markt GmbH
Photographer	Kinzel Architecture, Daniel Olschyna

