

Craigieburn

Design Guidelines

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Craigieburn

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Located amid the large-scale residential developments of Melbourne's rapidly expanding north, Craigieburn Junction is a one-stop source of home styling inspiration and services to suit aspiring young families.

Sustainability

Help us support and empower resilient, sustainable and healthy communities for future prosperity.

Consider how the design could minimise water use, energy use, and carbon emissions, and avoid waste generation during construction, operation and deficit.

Think about the suppliers of services, materials and products and how the procurement related to the design could avoid supply chains that present significant modern slavery risks while also engaging businesses that support diversity, inclusion and traditionally marginalised groups, such as social enterprises and Indigenous owned businesses.

Refer to the Tenant Fitout Guidelines for specific ESG requirements.



1 ANZ Breathe, nationwide
2 L'Occitane fill fountain, nationwide
3 Iron Grill, Sydney



Customer Experience

Customer Experience 08

Customer Experience

This document¹ has been developed with the intention of supporting you, our QICGRE partners, to deliver the best possible outcomes for your environments.

While remaining true to the individual identity of your brand, we encourage you to educate, delight and engage your customer. When creating your space, consider moments and experiences that engage all five senses, create conversation and keep customers coming back for more.



¹ Fone King, Burwood, Design by Studio Snell

The Brand Story

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The Brand Story Signage

Customer loyalty begins with a strong graphic identity. Consider your point of difference, your core values, and how this translates to your brand and visual communication.

Be adventurous — put yourself in your customer’s shoes to trigger an emotive response with artistic and striking signage.

Provide one primary sign and one secondary supporting graphic or artistic statement in either your window display or inside your store.



1 Gochi, Design by Mim Design, Photograph by Shannon McGrath
 2 Design by Glass Creative, Photograph by Marcel Aucar
 3 Farmer J Flagship, London, Design by Biasol, Photo Focal Interior Photography
 4 Tank, Design by CoLAB Design Studio, Photograph by Hannah Caldwell

The Brand Story Touch Points

Consider what makes a store interesting or playful.

Connect your brand story to moments of wonder or discovery for the customer, and create points of engagement throughout the customer journey.

This could be with a bespoke display feature or a trial and tasting station — it could even be a dedicated area to pause and read the story behind your brand.

Provide at least one point of interaction or creative installation that can capture the imagination or translate to compelling content on social media.



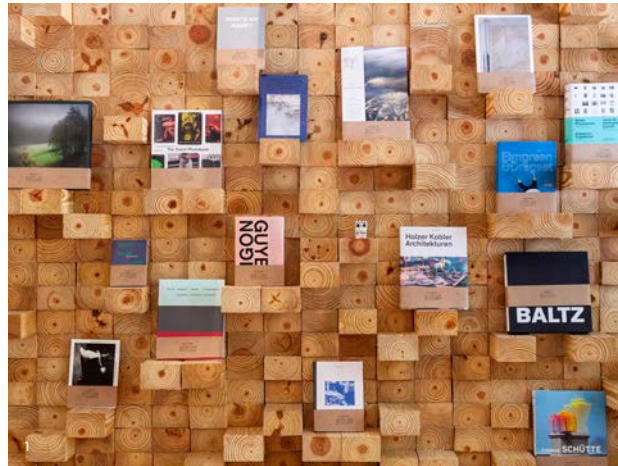
1 Rabbit Hole Cafe Sydney, Design by Matt Woods Design
 2 Mud New York, Design by Design Office, Photograph by Scottie Cameron
 3 Rubio, Design by Masquespacio, Photograph by Loui Beltran
 4 Kirk Originals, Design by Campaign, Photograph by Frank Oudeman

The Brand Story Merchandising

Your product is at the centre of your brand. We encourage you to build your design brief around your merchandise to create more opportunities for customer connection.

Consider artful use of colour along with display rhythm and hierarchy. Complementary products can also sit alongside each other to exploit all sales opportunities.

Provide at least one key display feature that showcases a single product line or a specific item.



1 Casa Bosques Bookshop, Design by Savvy Studio, Photograph Alejandro Cartagena
 2 The Candy Room, Design by Create and Communicate
 3 Haberdash Shop, Design by Form US with Love, Photograph by Jonas Lindston
 4 T2 Shoreditch, Design by Landini Associates, Photograph by Andrew Meredith

The Brand Story Rear Wall Activation

Create a dramatic focal backdrop and build visual drama on your rear wall.

Provide an over-sized graphic, artistic statement, touch point or a display feature that encourages customers to explore the full depth of your store.



- 1 Hash Skincare, Armenia, Design by Bardi Studio, Photo by Sona Manukyan & Ani Avagyan
- 2 The Student Hotel Campus, Design by Masquespacio, Photograph by Loui Beltran
- 3 AER China, Design by Coordination Asia

The Brand Story Accessories

When it comes to building customer satisfaction and loyalty, it's often the small things that count.

Packaging, uniforms and supplementary items can all be valuable in enhancing the customer's relationship with your brand.

This could include a loyalty program, gift wrapping service and a strong customer service strategy — all of which work to create a positive and lasting impression.



1-4 Iron Grill, Design by End of Work

The Built Form

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The Built Form Floors

Define areas of your store and plot your customer's journey using a palette of complimentary patterned and textural floor finishes.

Consider using text, colour and supporting graphics to provide a playful navigational touch point — particularly in service-based stores.



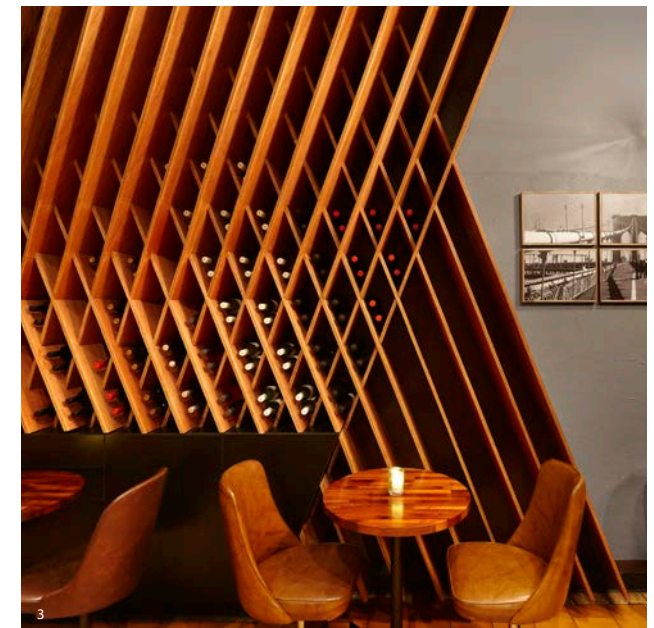
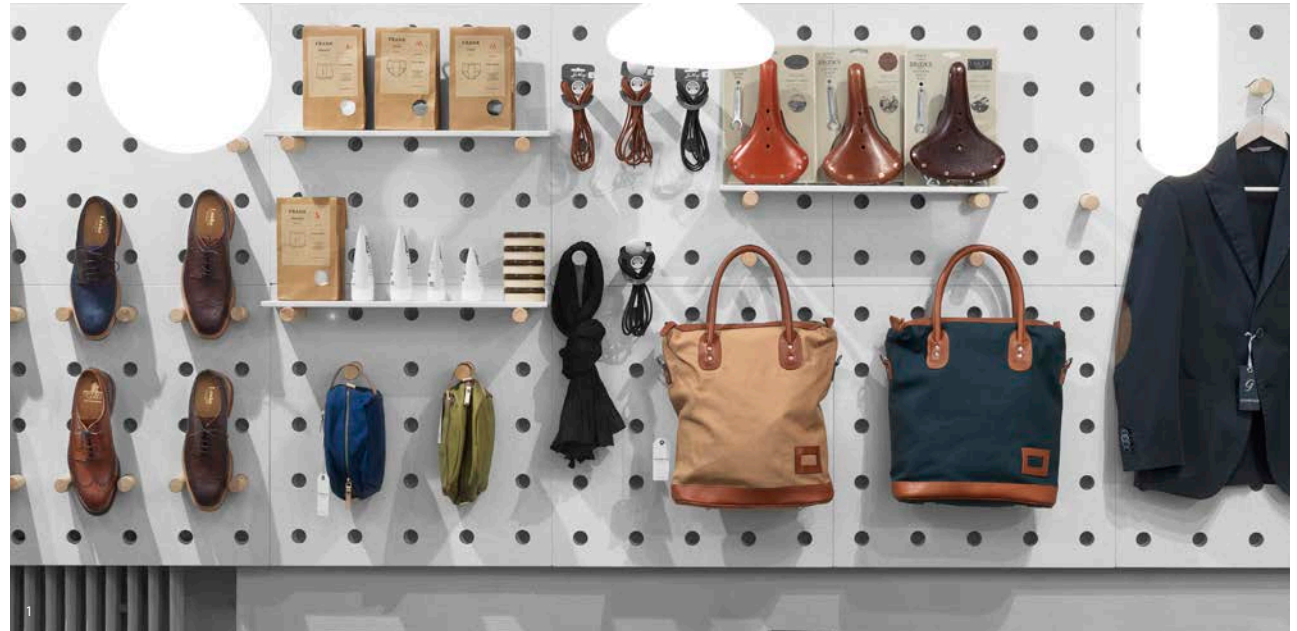
1 The Fish Market, Richmond Vic, Design by CoLAB Photograph by Estelle Judah
 2 Fitbox, Bangkok, Design by Whitespace Co. Image by Fitbox
 3 Olga Berg, Design by Mim Design, Photograph by Armelle Habib

The Built Form Walls and Datum Lines

Consider how your shop entry connects to the rear of the store using crisp datum lines and wall display features.

Accentuated textural or colour changes can frame your product display, while leading the eye towards merchandise and destinations elsewhere in the store.

Provide a mechanism for perimeter displays that create a rhythmic pattern of product. This can also enable intermittent moments to pause using feature materials and messaging.



1 Haberdash Shop, Design by Form Us with Love, Photograph by Jonas Lindston
 2 AER, China, Design and Photograph by Coordination Asia
 3 Catfish, Design by Russell and George, Photograph by Paul Martin

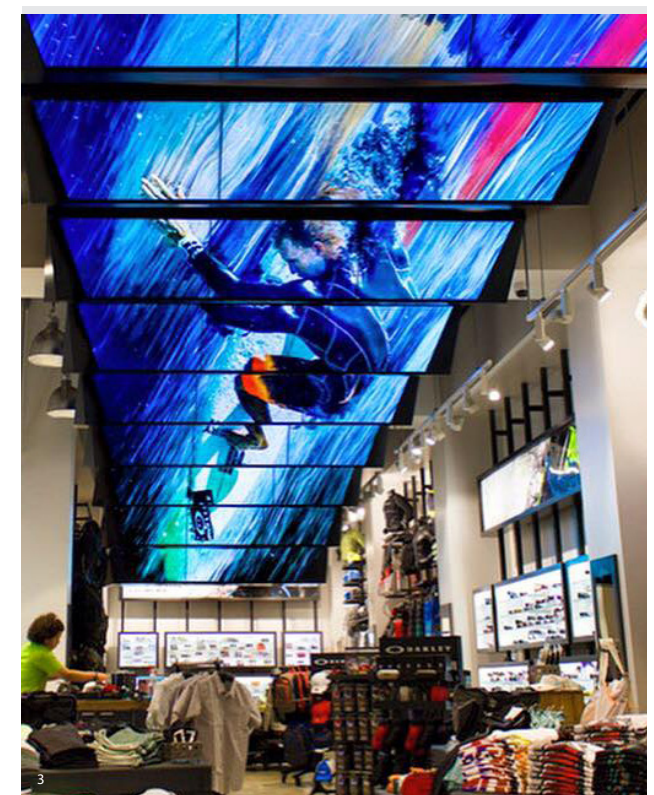
The Built Form Ceilings

Tricks of light, colour and texture at a high level can enable additional focus to your offer below.

Your customer's eye can also be drawn to other areas within the store by using these elements as a visual guide.

Providing different levels of ceiling height, or introducing sculptural features and artistic statements can delineate a variety of zones within the store.

Equally, using contrasting tones and finishes can provide more intimate areas for display or dining.



- 1 Argos, Design by Dalziel and Pow
- 2 Uniqlo, Design by Emmanuelle Moureaux Architecture + Design, Photograph by Daisuke Shima, Nacasa Partners
- 3 Oakley NY, Design by Valerio & Moment Factory, Photo by Moment Factory

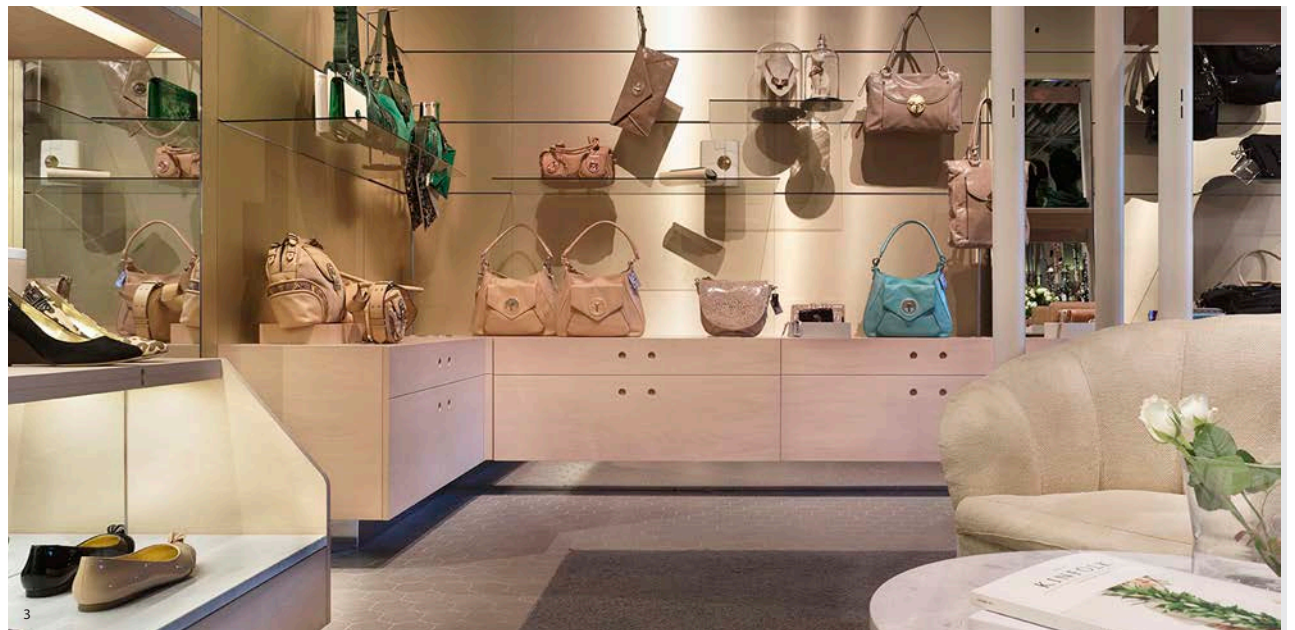
The Built Form Lighting

The hierarchy and rhythm of light and shade can create theatre and enhance the presentation of your product.

Showcase displays with focused beams and experiment with light-colour temperature.

Provide at least one installation of feature fittings, pendant clusters or recessed pelmet highlights to express and accentuate your product or brand story.

We recommend engaging the services of a qualified lighting designer/supplier to discover the true potential of lighting within your space.



1 Aesop Mitte, Design by Weiss Heiten, Photograph copyright Aesop 2014
 2 Theory Store, design by Nendo
 3 Mimco Melbourne, Design by Mimco, Photograph by Dianna Snape

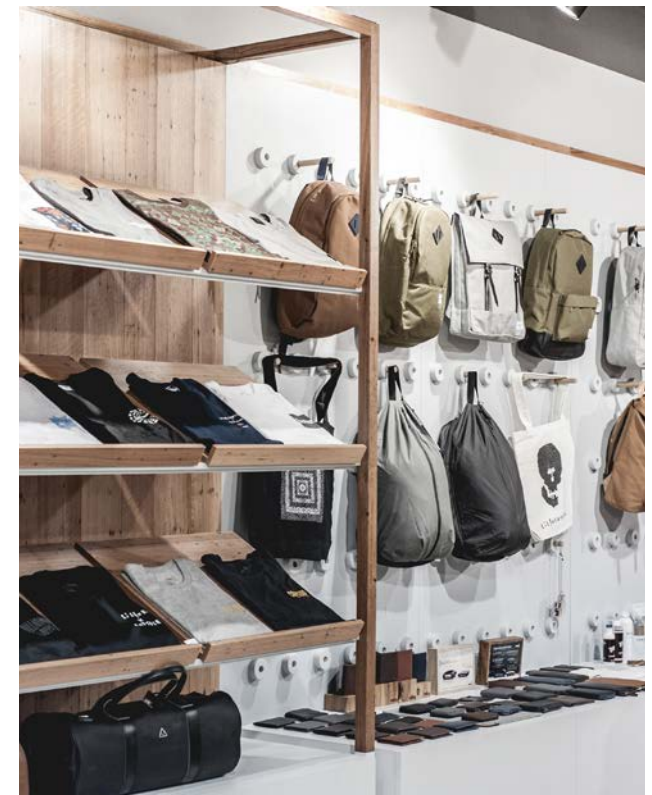
The Built Form

Fixtures and Furniture

The considered selection and use of furniture and materials will convey your brand story on a sensory level in ways that enhance the customer experience.

We encourage you to think about the customer and what/how small details will make a difference to their shopping experience.

Provide at least one focal display feature or piece of dining furniture. This could be in the form of internally illuminated fixtures, a touch point or a statement chair or table - something that can leave a lasting impression of quality and tactility.

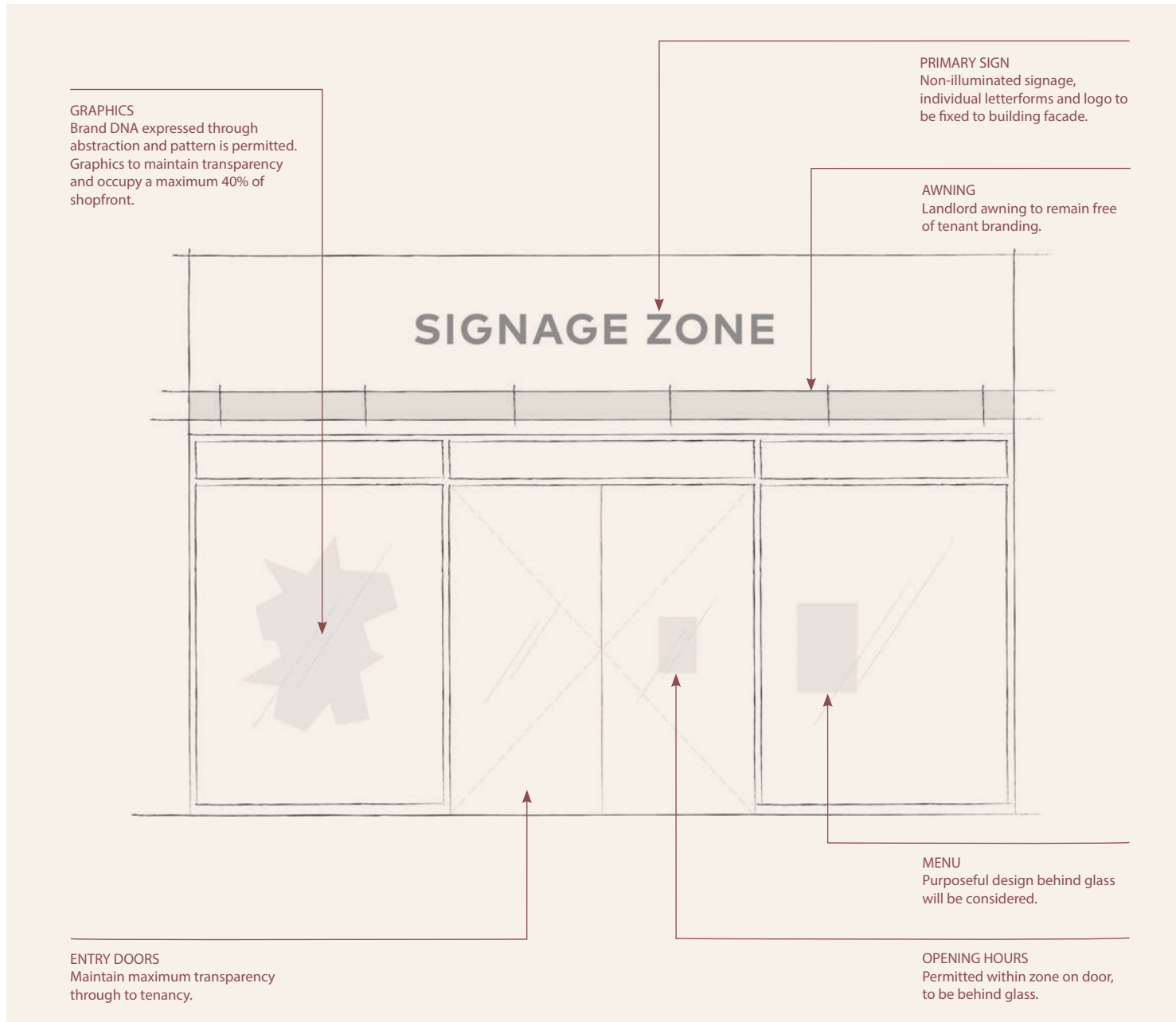


1 St Jude's Cellars, Design by Russell and George, Photograph by Dianna Snapev
 2 Cotta, Design by Mim Design, Photograph by Derek Swalwell
 3 Habbot, Design by Mim Design, Photograph by Armelle Habib
 4 Capsule Emporium, Design by PropSpace, Photograph by Dan McCleod

Space Specific Guides

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External Shopfronts

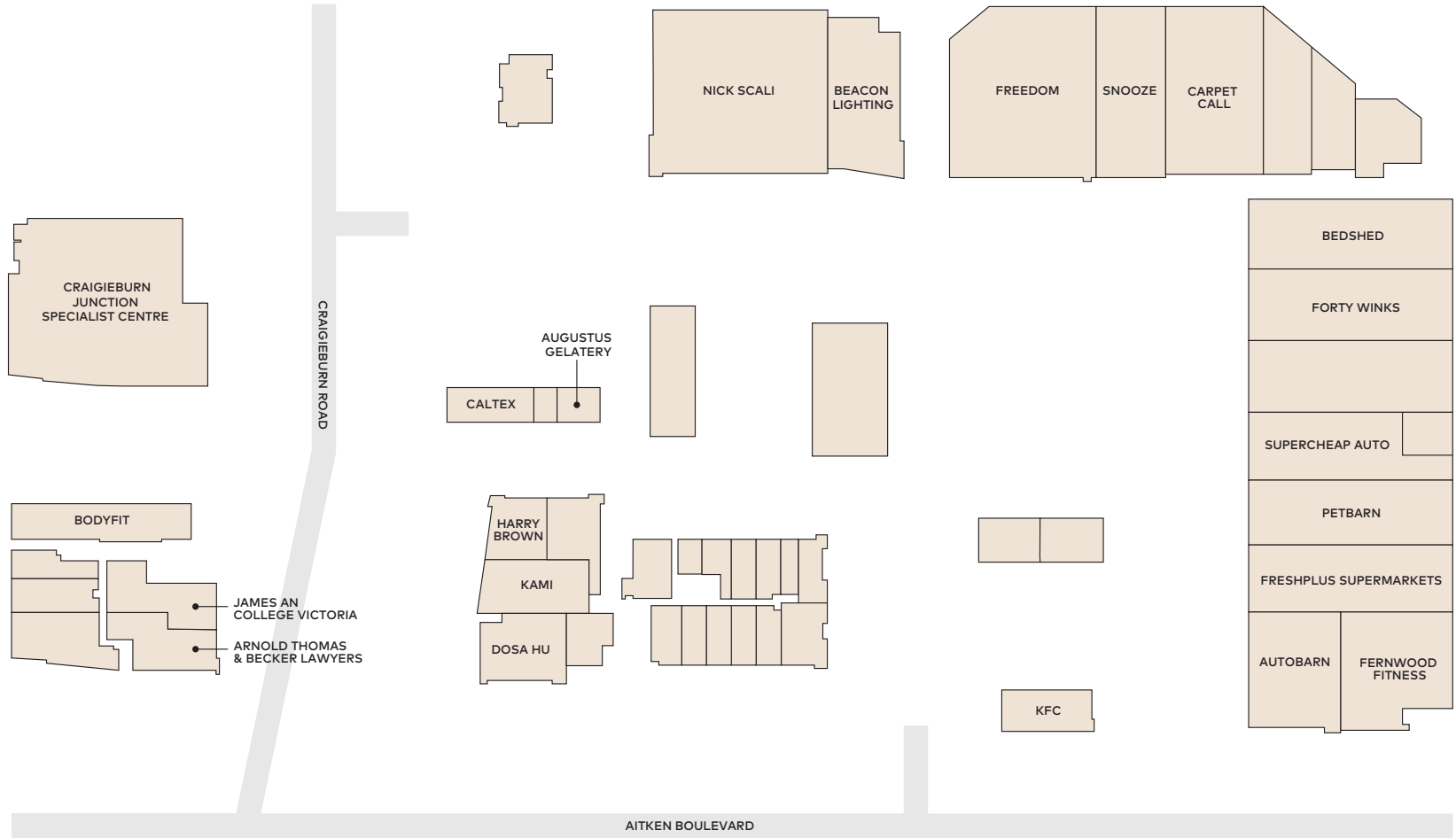


- Maintain maximum transparency through to the interior of your store design.
- Consider lighting levels to ensure increased visibility through glazing during daylight hours.
- No specials of sale signs permitted on shopfront.
- Graphics are to be applied to internal face of glazing.

Floor Plans

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Floor Plan Craigieburn



CRAIGIEBURN

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