

RETAILTRAFFIC™

Where real estate, retail and development meet

THE FUTURE OF DRUGSTORES?

Duane Reade's uber upscale Wall Street store is just one example of the sector's evolution. p.12





THE WHOLE PACKAGE

Architects deliver a bevy of worthwhile efforts in this year's SADI awards.

The Superior Achievement in Design and Imaging (SADI) awards never fail to surprise—especially the Grand SADI winners. In this year's contest a department store, FRCH Design Worldwide's scheme for the Liverpool Polanco store in Mexico City took home the top prize.

We've seen our share of department stores in this competition. Many are spunky ones, especially from Europe and Asia, often find their way into the field. But what set Liverpool Polanco apart this year

and from designs our jury had seen in the past was the fact that it was a reinvigoration of what was already a groovy retail store.

Yet FRCH took that scheme and improved upon it without any shortcuts. The entry was the winner of the New or Renovated Department Store category. The judges felt the project was a top-notch example of an upscale department store design. The redesign freshened the concept and even though the scheme is dominated by white and black, the project felt it avoided feeling cold.

Moreover, the theme works through the store departments with different kinds of architecture. There's a consistency and flexibility to it that works throughout the complex.

Liverpool Polanco headlines the 22nd edition of the SADI awards. But it was just part of the story. It was a great year for FRCH, which also took home a second award, an honorable mention, for its concept for window space gear retailer Merrell.

There were just two of the many retail designs that were recognized this year as winners and honorable mentions. The New or Renovated Supermarket category, in fact, had two projects tie for the top spot:

Other firms that took home multiple awards include GHA design studios, which was the winner for its International Currency Exchange scheme in the New Store—Less Than 5,000 square feet category and the winner for its design of Procter's in the New or Renovated Supermarket category.

Giorgio Bertone Design, a past Grand SADI winner, won two honorable mentions in the New Store—Less Than 5,000 square feet category for its Southern USA Showroom in New York and its Carlo Pomini store in Milan.

And RTKL Associates, last year's Grand SADI winner, swept the New

Expanded Center category. Its design for Mall of Arabia in Dubai was the winner and its Jeddah Mall in Kuwait took home an honorable mention.

In addition, two projects this year were awarded special Green designations for their use of sustainable design techniques and building materials. One was RTKL's Jeddah Mall and the other was HL Companies' design for a Whole Foods Market in Denver, Colo.

In addition to the gallery and writeups on the following pages, full details of the projects are available at retailtraffic.com.

Congratulations to all of this year's SADI winners.