

What we call **ATMOSPHERE**
in the nightclub,
we call **CONGESTION**
on the motorway..!



Commercial Interior Design

steveturner**DESIGN**

'Creating customer appeal from client understanding' tm

Space planning influences hugely how a *Commercial Interior* is perceived by its users. Businesses like nightclubs rely on the buzz and excitement that close proximity to others provides. In fast food restaurants, few take offence at being less than a foot away from the next person. However, not all businesses benefit from this.

Matching the proportion of space for the occasion is the trick ,as space itself leaves an impression on customers and staff alike.

Generous space around a restaurant seating plan can provide a greater sense of occasion or importance.



Space planning is more than maximising bums on seats or stock density, although these are clearly important to a businesses success. Understanding how a space is used by staff or customers stretches beyond the size of the gap between seats or how far you have to stretch to reach your pencil. Different seats for example can be used to provide different levels of comfort where you want customers to stay for different lengths of time.

Making the right choice of chair, lighting, floor finishes will all influence the behaviour of the users of a commercial interior

This knowledge can be used in planning a space.



de Gruchy
SALE

de Gruchy
SALE

SALE

YVES SAINT LAURENT

ESTÉE LAUDER

Giving Space

When designing the 'Perfume Hall' at De Gruchy (Jersey) the effect of the low ceiling and visual complexity of the display provided a cramped, cluttered and oppressive impression.





Giving Space.

By forming the smooth curved vaulted ceiling, the customer's first impressions were of space and light. Wider aisles allowed customers to linger without restricting the passage of others, which increased the opportunity for staff to engage and inform customers better when advising on products. Better sight lines across the hall aided customers and staff alike.





Over crowding can be as much a problem with products as customers.

When a cluttered display prevents customers from seeing your full range of products they may as well not be on your shelf! At De Gruchy we replaced the old display systems with something simpler and more flexible, that allowed products to be differentiated from each other and be seen more easily by the customer. Incorporating brand imagery, illustrated more of the brands character than the packaging alone provided. In addition this allowed breathing space for the eye, by reducing visual clutter, thus enabling staff to more easily differentiate the product range for the customer.



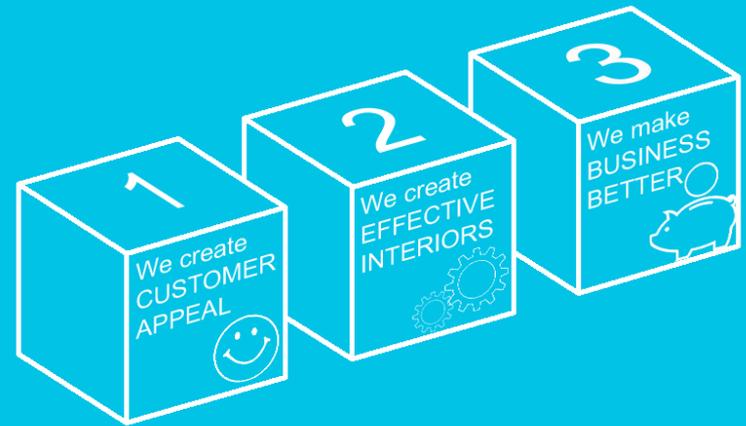


Working space.

Make-overs, skin testing and other similar procedures were often a part of the consultation within the perfume and beauty Hall at De Gruchy. Oval, pivoting, glass topped tables which were delicate in appearance only, provided additional work space sufficiently large enough for such procedures yet compact enough to be concealed within the counter when not required. All of which contributed to the appearance of 'space' within the Hall.



THIS is when you need a *Commercial* Interior Designer!

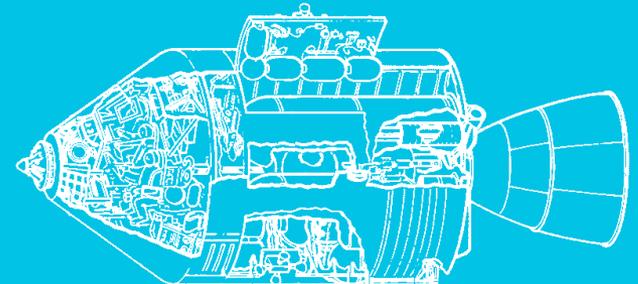


Using your *commercial interior* as a 3 dimensional marketing tool can make your customers look more favourably on your products, services or business as a whole.

The 'currency' of 3 dimensional marketing is understanding how price point, appearance, space and equipment combine to meet customer expectations. The *Commercial Interior Designer* works with the client to create solutions that can go further, delivering benefit to staff, business image and ultimately the bottom line.

Getting a designer involved as early as possible not only will help you *create customer appeal* but will help build in operational efficiency from the start that may prove too costly to fix at a later stage.

Get in touch for a free 30 minute telephone consultation to find out how we have helped businesses like yours. Visit our website @ www.steveturnerDESIGNS.co.uk or call **Steve on 07765 023309**.



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