

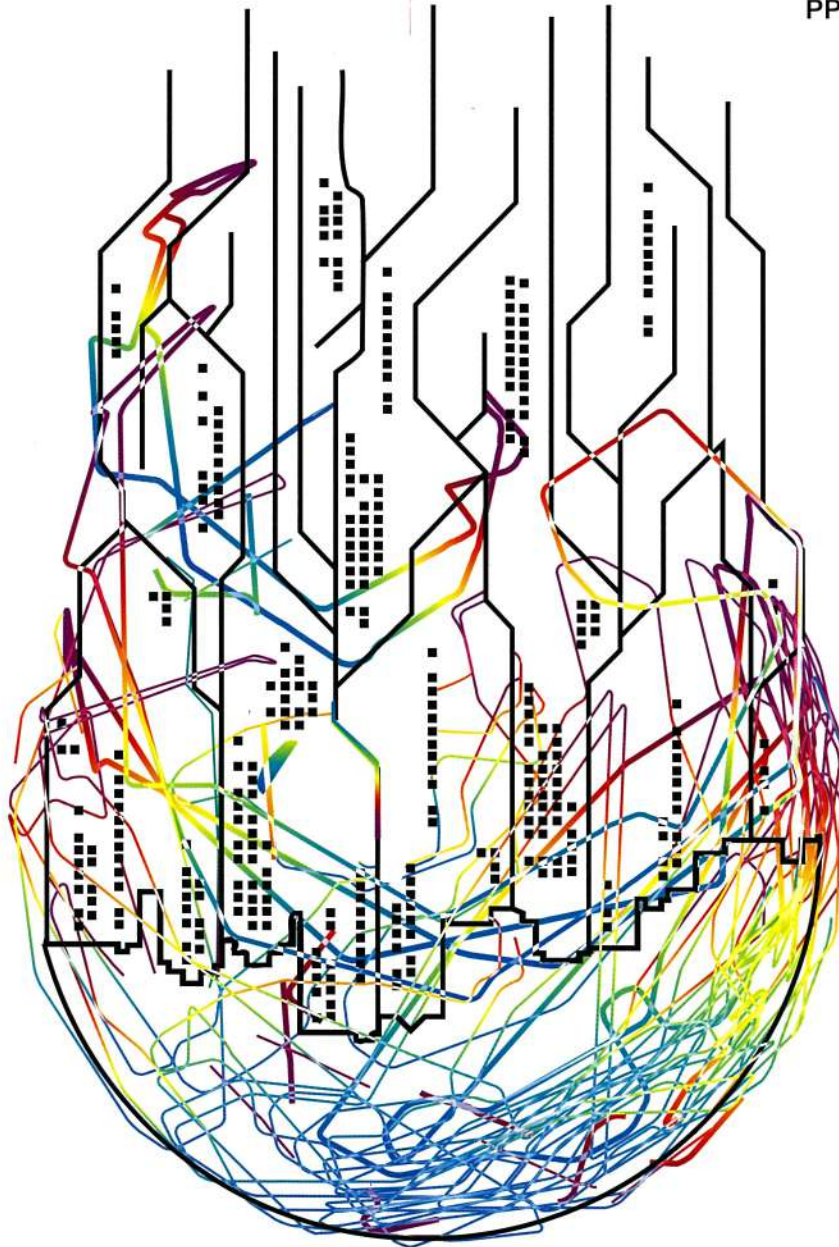
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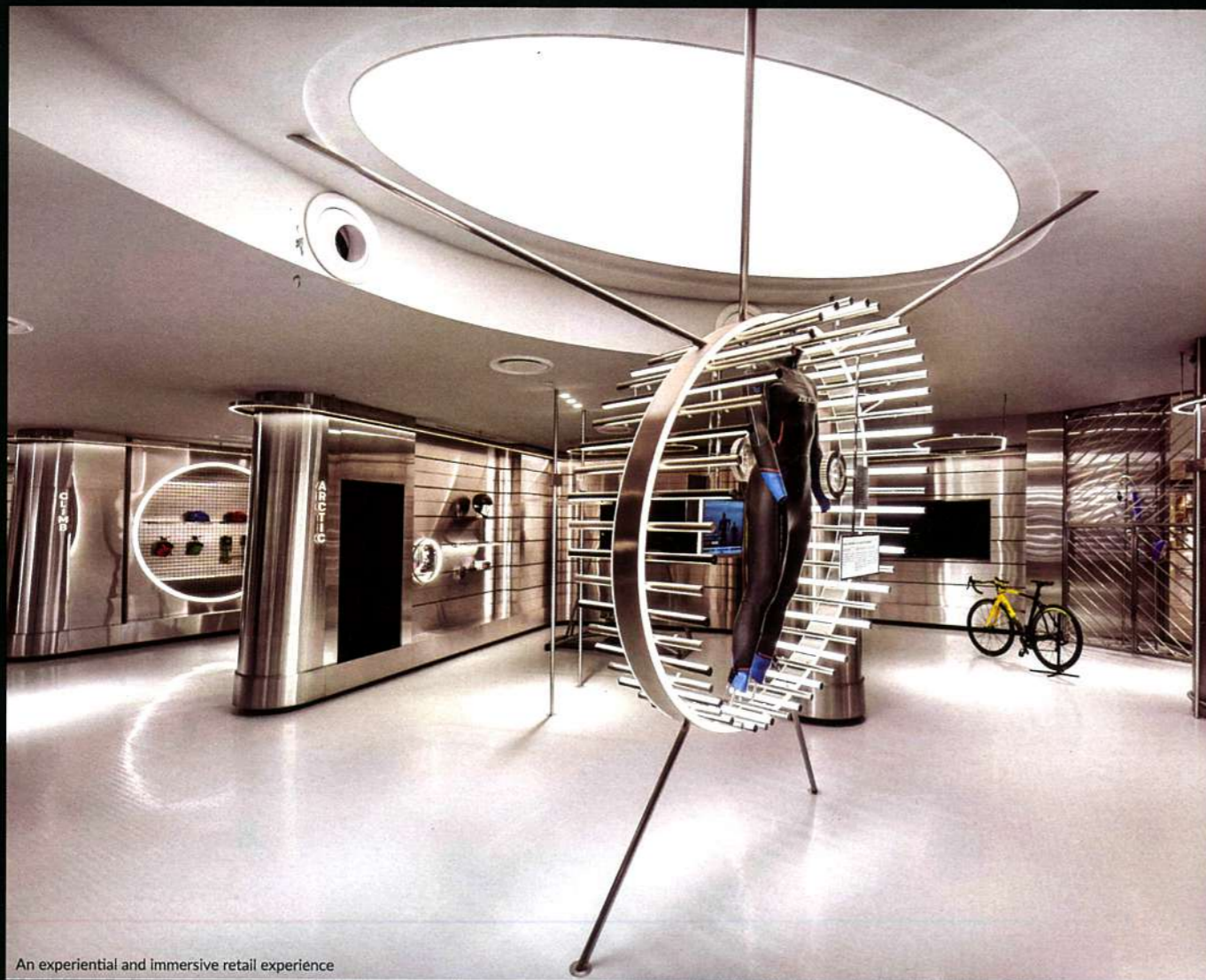
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An experiential and immersive retail experience

DURASPORT RETAIL STORE

Located in the iconic Jewel Changi Airport, the new Durasport store offers an experiential and immersive retail experience.

Targeting a growing but relatively untapped market segment—the 'ultra-performance' athlete and sporting enthusiast—there are four hands-on zones, allowing customers to sample and test sportswear or equipment before purchasing.

In-store simulators include an immersive ski simulator, an interactive non-motorised climbing wall with a rotating surface, a 'magic mirror' that allows customers to virtually 'try on' ski clothing, a swim bench and an interactive cycling trainer.

To draw traffic to this new-to-market brand, the store façade is designed to appear as if in dynamic motion, conveying a sense of active sporting activities.

Tectonically, high-grade stainless steel is used in a disciplined and cohesive manner as the primary spatial material: an intentional reference to the typical R&D laboratory environment in which the store's innovative and high performance products would have been developed.

The customised display system with integrated LED lighting allows for extended flexibility across the product and size range. **©**



Cycle zone



A dynamic store entrance



Arctic zone display with a 'magic mirror'

PROJECT DATA
Project Name
 Durasport Retail Store
Location
 Changi Jewel Airport, Singapore
Completion Date
 1 April 2019
Client
 Durasafe Pte Ltd
Interior Design Firm
 Ministry of Design
Design Team
 Colin Seah; Joyce Low; Kevin Leong; Fai Suvisith; Justin Lu; Nong Chotipatoomwan; Maggie Lek; Richard Herman
Gross Floor Area
 183 square metres
Interior Fit-Out Contractor
 Kingsmen Projects Pte Ltd
Images
 CI&A Photography; Edward Hendricks