

# THE RETAIL SPACE OF THE FUTURE

*Changing Shopping Behaviour – Fit the Store for the Future*

## ELIGIBILITY

Students and young professionals (graduated Bachelor/Master/Diploma post 2011) in architecture and subject related fields.

## TASK

*The point of sale, the world of online & offline retail of the sports brand adidas, which has a broad store basis in the market, should be the focus of the concepts to be developed. Fit the store for the future.*

**The Store is the Brand** – Consumer demand becomes universal: the quality of a product is no longer sufficient to satisfy the approach of the global market and lifestyle. The brand store experience itself reflects the exclusive and expanding shopping demands. The emotional shopping experience and the POS environment in which the products are displayed have become increasingly important and challenged.

**The World of Sports** – physical and virtual. Connect the physical shopping experience with the extended virtual world of retail and consumer. Innovation and technology opens up a new playground of exciting and complex opportunities to enhance our lives. Keep pace with the changing and expanding lifestyles of the consumers. Thus create a valued and enduring image for and experience of the brand. Interconnecting over the offline trade and online trade is essential for any successful strategy. adidas is focusing on branded retail environments, that are inspirational, athletic, fun and interactive and at the same time supply a clear and logical context to facilitate to shop across categories and retail multi channels.

**Play to Win** is principle of adidas Sport Performance. Develop a new and visionary store concept for the adidas Sport Performance brand, playfully interacting with the adidas Sport Performance key focus categories including Football, Running, Training and Basketball and creatively responding to the changing consumer behaviour and the subsequent challenges to the trade. Enhance the modern athlete in all sports and life. Aspects of current tendencies should reflect in function and form. Society and culture changes in structure and design – social networking and communication, sustainability or usability – the rapid development of new technologies, the impact it has on our lives and ways it can improve the shopping experience, is the focus. adidas fit for life. Fit the store for the future.

## SUBMISSION REQUIREMENTS

DRAWINGS max. 4 x A1 size (594 x 841 mm, portrait) pdf –

design concept, plans, sections, elevations, perspective

REPORT max. 3 x A4 size (210 x 297 mm, portrait) pdf –

written explanation of design, design summary

MAIN BOARD A1 (594 x 841 mm, portrait) jpg –

Thumb image (900 x 900 px) - jpg

## ENTRY / REGISTRATION

Registration from 01 July to 10 August 2012

Registration Fee 20 €

Entry / Documents 01 August 2012

## ONLINE

liganova.com/competition

## POST TO

LIGANOVA The BrandRetail Company

Chrissie Muhr

Herdweg 59, 70174 Stuttgart

competition@liganova.com

## DEADLINE

28 September 2012 (postmark)

## EVALUATION

Thomas Braun – Key Account Director adidas, LIGANOVA

Indra Rahn – Head of Corporate Communications, LIGANOVA

Chrissie Muhr – Project Manager Competition, LIGANOVA

Lynn Mayer – Architect, University of Stuttgart

## JURY

Jürgen Mayer H. – Architect, **J. Mayer H., Berlin**

Markus Allmann – Professor for Architecture and Design, **Univ. Stuttgart**

Chris Aubrey – Director of Commercial Experience, **adidas**

Clemens Weisshaar – Founder, **KRAM/WEISSHAAR**

Robert Thiemann – Co-Founder & Editor-in-Chief, **FRAME**

Nikolaus Kuhnert – Publisher & Editor-in-Chief, **ARCH+**

Bodo Vincent Andrin – Founder & Managing Director, **LIGANOVA**

Heiner Probst – Head of Retail Architecture, **LIGANOVA**

## PRIZES

**7.000 €**

1st prize 4.000 € / 2nd prize 2.000 € / 3rd prize 1.000 €

In addition adidas supplies non-cash prizes and further development opportunities.

*\* Please note - Possible changes in the awards, honourable and merit prizes will be defined upon the discretionary right of the jurors.*

## JURY COMMITTEE / AWARD CEREMONY

LIGANOVA 09 November 2012

## DOCUMENTATION

Optional publication / exhibition of the awarded and best results and concepts in selected architectural magazines, platforms and in academic contexts and further contacts and developments with adidas.