

# Kingsmen-constructed Barbie® Shanghai Flagship Store receives multiple awards at A.R.E. Design Awards 2010, USA



*Store of the Year • Grand Prize (Specialty Store over 25,000 sq. ft. Category) • Store Fixture Award (Full Store)*

Retailer: **Mattel Inc., El Segundo, CA**  
Architecture/Design: **Slade Architecture, NY**  
Consultant: **David Laris Creates, Shanghai**  
Consultant: **Vertical Retail Consulting, Shanghai**  
Design: **Chute Gerdeman Retail, OH**  
Design: **Mattel Inc., El Segundo, CA**

Fixtures: **Kingsmen Shanghai Co. Ltd., Shanghai**  
Fixtures: **Strads Design Co. Ltd., Shanghai**  
Fixtures: **Zhuhai King Glass Engineering Co. Ltd., Shanghai**  
Fixtures/General Contracting: **Environetics Design Group International Inc. (EDG), Shanghai**  
Lighting: **Radiance Lightworks, CA**  
Photography: **Iwan Baan Photography, The Netherlands**



# Store of the Year

specialty store  
over 25,000 sq. ft.



Photography: Iwan Baan Photography, Amsterdam

## GRAND prize Barbie Shanghai Shanghai, China

A flagship store bringing to life one of the world's most recognizable brands had to be special, and this 36,000-square-foot Shanghai store dramatically converted a former theater with unusual floor and ceiling heights into a retail store that is unapologetically girlish, mixing reality and fantasy. A three-story spiral staircase centers the store, enclosing 800 dolls from around the world so that everything literally revolves around Barbie. A pink play area with a cloud fixture combines 2D and 3D elements to bring life to the space. A curvaceous, pearlescent surface fills the lobby, leading to pink escalator tubes that take customers from the street to the double-height main floor. Printed images link 3D space to representational 2D space in a decorate wall combining 2D graphics and 3D formed polycarbonate panels. Overall, the store is open, sparkling white, and playful, with distinct areas filled with Barbie's characteristic pink color incorporated to intensify Barbie moments.

Designed to be an activity-driven brand experience—not just a store—four attractions include the Barbie Design Center, where girls can create their own Barbie fashion statement from a huge range of wardrobe choices; the Barbie Fashion Stage, where girls can take part in a real runway show, choosing outfits from racks of dresses, costumes, and shoes; a full-service spa where visitors can get their hair and nails done; and the Barbie Café, a restaurant and gelato bar on the store's top floor. Chute Gerdeman partnered with Mattel on all aspects of creating the themed experiences in the fashion stage and design center—crowd management, personalized staffing and attention, time sequencing, and audience participation—in addition to collaborating with the international project team to seamlessly integrate unique environments and brand communications into the larger Barbie Shanghai identity.



**Architecture/Design:** Slade Architecture, New York  
**Consultant:** Davis Laris Creates, Shanghai, China  
**Consultant:** Vertical Retail Consulting, Shanghai, China  
**Design:** BIG/Ogilvy & Mather, New York and Mattel Graphics, El Segundo, Calif.  
**Design:** Chute Gerdeman Retail, Columbus, Ohio   
**Fixtures:** Kingsmen Shanghai Co. Ltd., Shanghai, China   
**Fixtures:** Strads Design Co. Ltd., Shanghai, China  
**Fixtures:** Zhuhai King Glass Engineering Co. Ltd., Shanghai, China  
**Fixtures/General Contracting:** Environetics Design Group International Inc. (EDG), Shanghai, China  
**Lighting:** Radiance Lightworks, Westlake Village, Calif.  
**Retailer/Visual Elements:** Mattel Inc., El Segundo, Calif.

# store fixture award



Photography: Iwan Baan Photography, Amsterdam

## Barbie Shanghai: Full Store

Shanghai, China

The Store of the Year winner also received accolades for its store fixtures, where designers created fixtures and furniture to provide direct tactile interaction with the consumers. The fixtures, primarily polished chrome and lacquered millwork, were designed to be simultaneously uniquely Barbie, highly functional, high end, and playful. Acrylic and chrome fixture stands pull out circular shelves to create a visually fun yet adjustable shelving system. A continuous wall of shelving in Dolls of the World makes the product the visual focal point, but it's the store's three-story spiral staircase that makes the biggest statement. Lined with acrylic boxes filled with Barbie dolls from around the world, all dressed in signature Barbie pink, the staircase provides an open view of the store's three floors while making the space revolve around Barbie.

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