

Creative Commercial Space presents a wide range of shops selling clothing, accessories that have opened recently in different parts of the world. This is a dynamic and colorful collection of some of most forward-looking and inspiring shop designs in the world, from the studios of some of modern architecture's leading names. Each project is thoroughly documented with the designer's own notes and explanations, sketches, floor plans and glossy full-color photographs.

World
Interior Design

Creative Commercial Space



World
Interior Design

Creative
Commercial Space



World
Interior Design

Creative
Commercial Space



Our Home SM Southmall

33



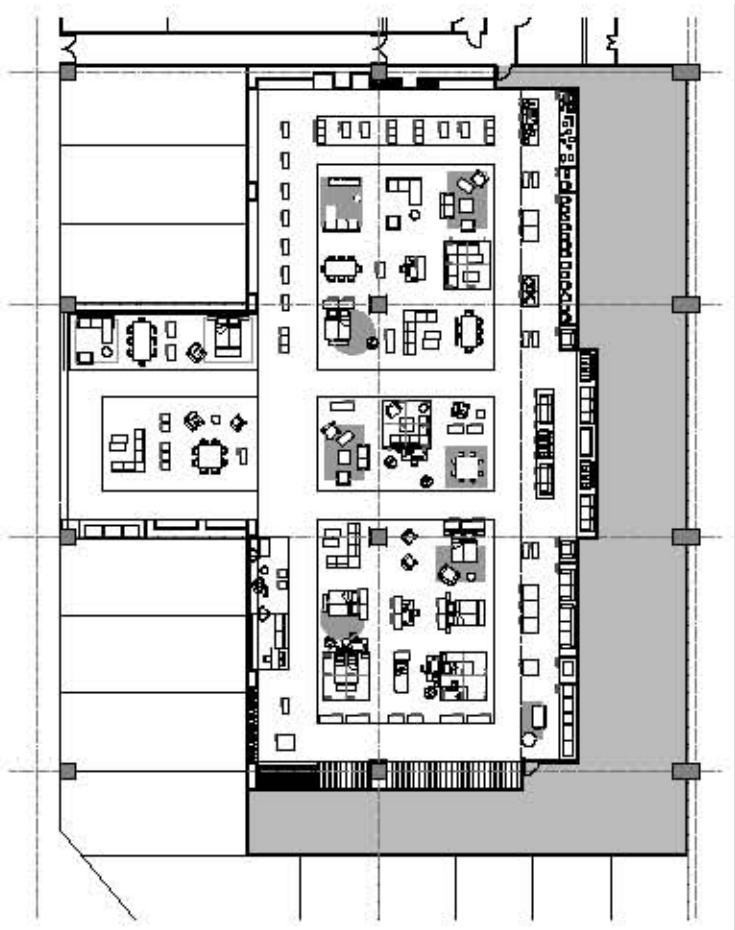
Design Company: Point Design
Project Location: Manila, Philippines
Area: 1,173 m²
Photographer: Lito LopezStyle Shopping

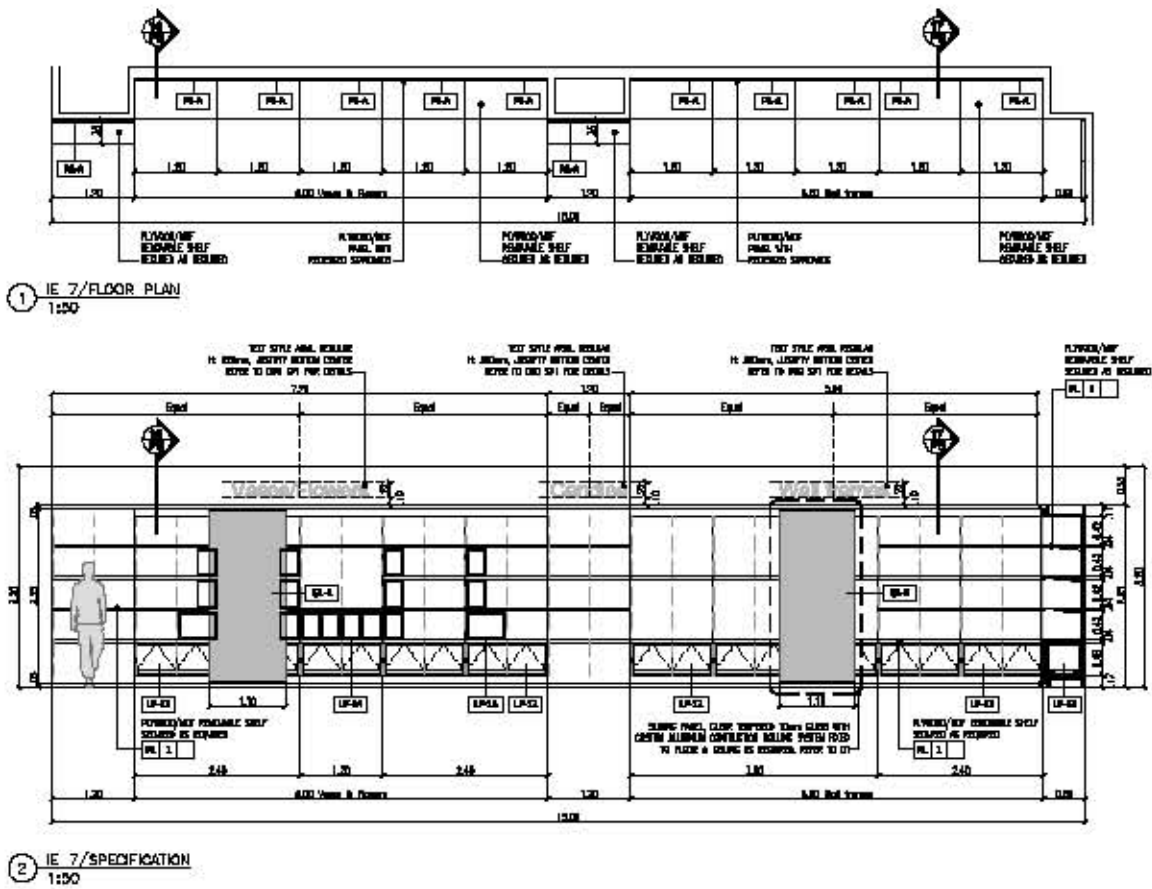
When it opened its first store in 1997, Our Home has introduced a relatively new concept in furniture retail in the Philippines—affordable luxury. With a growing interest in interior design among the middle class, many Filipinos have become very much aware of international design trends and have acquired a sophisticated taste when it comes to home furnishings. To cater to this new type of customers, Our Home has established itself as a source for stylish contemporary designs at affordable prices. To further differentiate itself from the other mass

market home stores, Our Home has teamed up with New York retail design firm Point Design Inc. to create a fresh new look that exudes with modern sophistication, starting with their store in SM Southmall. From its new streamlined logo to the store's spacious white-and-gray interiors, Our Home reflects the urban, minimalist spirit of upscale European designs. More than just a change in image, the design of the new Our Home store primarily focused on flexibility. By keeping the layout clean with minimalist fixtures, plain surfaces and a bleached

neutral palette, the store becomes easy to merchandise, enabling them to eventually change their selections without difficulty to keep up with the continuously shifting design trends. The minimalist store setting perfectly complements Our Home's current line of Euro-style furniture pieces that fit the modern urban lifestyle. With an aesthetic flavor comparable to the style of pricier counterparts, Our Home makes sophisticated home environments affordable for many Filipinos.







SM Department Stores Fairview 34



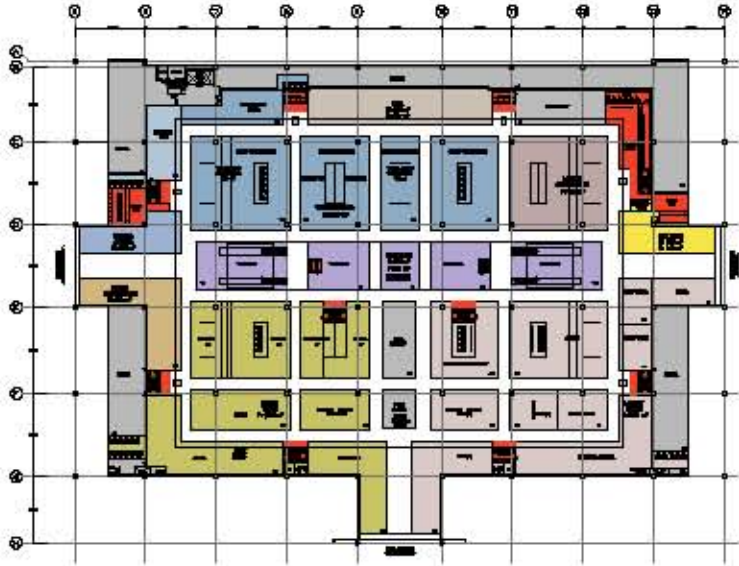
Design Company : Point Design
Project Location: Manila, Philippines
Area: 25,000 m²
Photographer Name: Lito Lopez

Located an hour from Metro Manila, SM Fairview, a 25,000 square-meter, two-level department store, was designed with color in mind. Bright

colors on perimeter walls and ceilings indicate different merchandise categories and large-scale environmental graphics throughout the store

add a sense of whimsy and discovery to the shopping experience.







SM Department Stores Pampanga 35

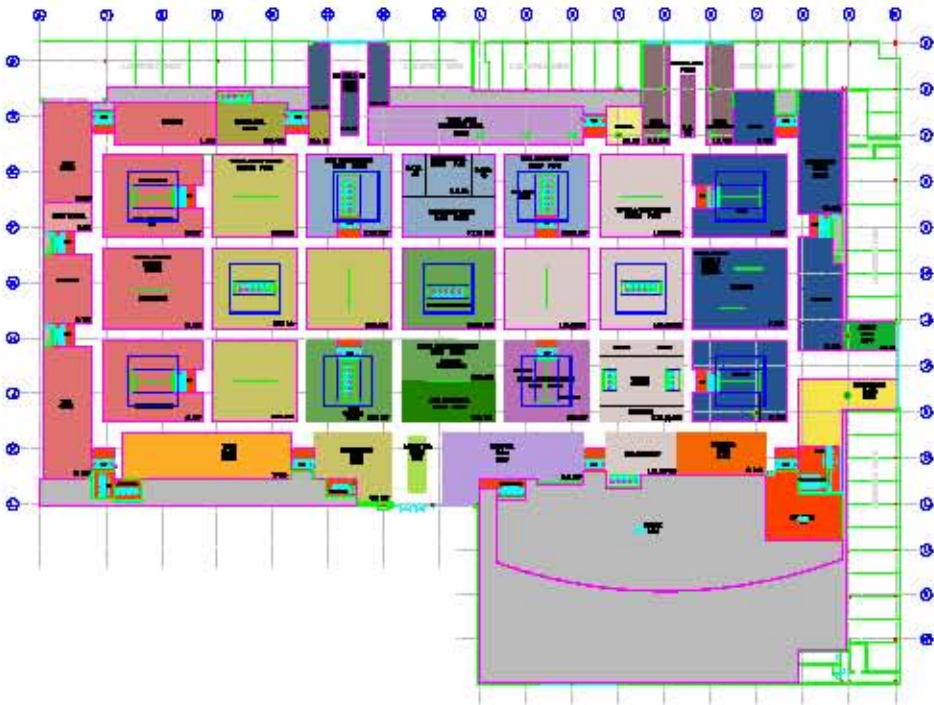


Design Company: Point Design
Project Location: Pampanga, Philippines
Area: 18,341 m²
Photographer: Lito Lopez

The 18,341 square-meter SM Pampanga department store brings to life an exuberant combination of style, color and design. This renovated one-level store deviates from the traditional SM formula of two atriums along

several levels and is also notable for its size and height, which called for a series of suspended colorful cubes. Each one highlights a merchandise category and helps to orient shoppers within the store. Our ongoing work

with SM -- designing new stores and remodeling existing ones -- has helped to position the retail giant as a leader in the Asian market.







T

oy Kingdom SM Megamall

36



Design Company: Point Design
Project Location: Manila, Philippines
Area: 4,000 m²
Photographer: Lito Lopez

Children love variety and change. For the toy industry, this means constantly finding new ways to attract and keep kids' attention and interest. To compete successfully, manufacturers must refresh, update, add on to existing lines and change their product lineups. And they have to do this with an eye to the latest trends. These days, toys have to reflect kids' tastes in fashion, comic books, computer games, movies and television shows. The same goes for toy stores.

Toy Kingdom, Manila's mass merchandising toy store, has taken up this challenge. When the company opened its first store in 1991, its zoned retail environment mirrored what was then in vogue – Disneyland-themed "worlds" that matched the era's most popular toys. But the format was tired, and almost impossible to refresh. And what do kids want most from a toy store? Lots and lots of toys! Toy Kingdom's new

4,000-square-meter store meets every kid's fantasy. It's a toy paradise that offers a seemingly infinite display of toys. Point employed a simple, clean and streamlined layout, clearly defined selling pads and wide aisles to give emphasis to the volume and range of merchandise. The store is, essentially, a spacious playground in which kids can explore freely, and it's also an organized retail space that's easy for adults to navigate.



