

RETAILdesign

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Toy Kingdom

Manila, Philippines

DESIGN
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PHOTOGRAPHY
Courtesy of Point Design Inc.



The following information about Toy Kingdom was provided to *Retail Design International* by the architects/designers, Point Design. Since it explains the “what, why, how and who” we are presenting it with few editorial cuts.

“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.

“Theming is a tricky strategy, especially for a mass merchandiser like Toy Kingdom,” says Diego Garay, AIA, president of Point Design Inc. “While fantasy environments offer an exciting extra-sensory shopping experience for customers, they also lock the store into a particular look and layout, making it expensive and time-consuming to adapt to changing demands and market trends.”

“Ultimately, it is a kids’ store,” said Alan Felsenthal, Point Design’s principal and managing director for Asia. “While efficiency was a priority in the new design, it was equally important to create a retail space that appeals to

our young customers, giving them what they want to see and experience in a toy store.' Toy Kingdom's new 4,000 m2 [approx. 43,000 sq. ft.] 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.

"Combine bold, bright, vibrant colors and abstract graphics and you immediately get an environment that's playful and kid friendly. From a design standpoint, the interiors are exciting and flexible; they can be adapted

over time. 'We designed Toy Kingdom incorporating colors, patterns and different dimensions in a way to make it easy for the retailer to change displays without having to worry about merchandise clashing with the store design,' says Leandro Artigala, Point Design principal. This was accomplished by creating two relatively independent design elements — the ceiling's colorful graphics, and the white floor that serves as blank background for the selling pads. Colors, shapes and patterns at the perimeter of the ceilings and walls don't touch or compete with the equally colorful, graphic merchandise on the floor, which can accommodate any type and color display.

"Add to all of that endless shelves of colorful toy boxes, popular life-sized and larger-than-life-sized action figures







and other changing elements used to highlight individual merchandise categories and areas. Depending on what's hot at the moment, the elements can be moved and changed to feature what's most popular in the market.

"Lighting also plays an important role in giving the store special appeal. The interiors are bright, responding to kids' penchant for well-lit spaces. Point chose cool lighting to enhance the vivid colors of the merchandise. There are also some surprises. 'Children love mystery, so within this very bright space, we incorporated some darker areas, like a tunnel that leads to a play area.'

"What else could a kid want? Point thought an indoor playground would fill the bill. More than an activity area, the playground, adjacent to the store's entrance, is visible from the façade. It keeps the children busy and engaged with other children, and it works as a kind of animated window display. It offers Toy Kingdom another way to show off its merchandise — in use. Toy Kingdom sets a new standard in the category, taking tried and true toy store concepts and design basics — bright spaces, bold graphics, a prominent display of toys, and a dynamic environment that encourages play — to a new level."