



# The Runbase Experience

*adidas is a brand which takes its job pretty darn seriously. Exploring sports and having their customers explore it too, is what they do best. As a recent example for that, they've launched the adidas Runbase project in Italy designed by DINN!.*

**A** didas Runbase Milano represents a new retail era where the design can innovate the brand through a service design approach. "It is the place where you can discover, feel and do a complete adidas running experience: a new way of living the city running experience by combining it with consumer experience", says Marco De Carli, Founder and CEO at DINN!.

adidas Runbase Milano has been designed to create a key place in the city to involve different type of runners, from the addicted ones to newcomers; so it is a branded place but also a new service for the city that has been designed in a unique way to boost adidas brand positioning and product identity. adidas Runbase is located in the vicinity of Milan's Parco Sempione, a space highly populated by runners. Hence, launching its new project on the concept of running at this location made perfect sense. It is designed taking the location into account and targets the regular runners as its potential customers. It offers shower facilities, a stretching area, and also a space to meet experts of this sector who would be able to give suggestions and help. Runbase also delivers other innovative features such

as free of charge locker facilities; the "foot's support test" which reveals the best solution of running shoes for each runner based on their feet and the official treadmill where people can simulate a piece of running before choosing the best item. This state-of-the-art hub has been designed to improve the relationship between running and the city to offer a relaxing place for everyone after a run.

To establish a stronger context of the city, the interior design elements have also been thoughtfully charted out. The relax area is set up with comfortable wooden benches which give the idea of being at the park, the signage reminds one of street signage and the use of cement on the floor is indicative of the rough floor of the city. All details have been thought and developed in line with adidas style and colors, with the purpose to enhance the city running.

The space is designed to offer a reason for the customer to shop with adidas rather than just employ mindless sales techniques where the customer ends up buying things he may not want. With a strong concept of running on board, the space design, elements,



products and service integrate to have the customer make his best decision. "We have changed the focus, from a design style to a design to innovate approach with more focus on business results. The design, for us, is a strategic asset for brands in order to bring success to their positioning and competitiveness," says Marco De Carli.

This is the first project with this unique concept launched by adidas and would probably remain the only one with this concept since location is the prime driver here. 📍

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### Design

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### Photography

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