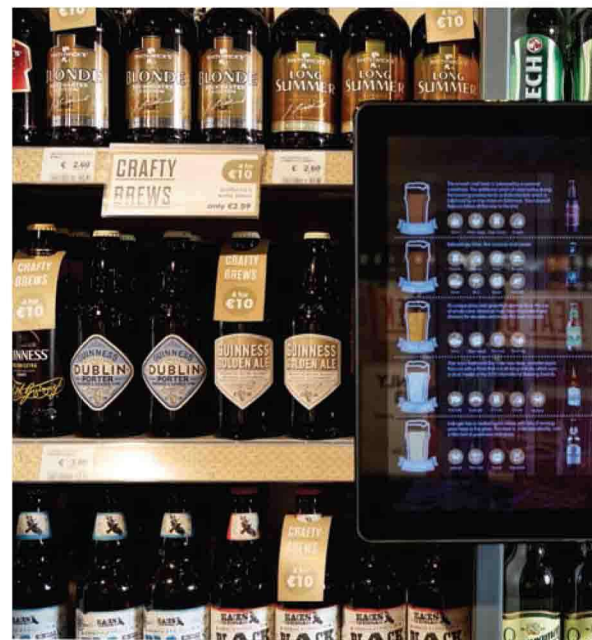


# CENTRA

Limerick, Ireland

Design: Household  
Opening date: November 2015  
Store size: 260 sq m



'No longer the last minute emergency stop, convenience has become a way of life,' claims Sarah Page, creative director at Household. The London-based design agency previously worked on the Little Waitrose format and has recently developed a new concept for Irish convenience retailer, Centra that gives customers a fresh reason to visit.

Launched in Limerick, Ireland in

November 2015, the new store design concept unifies Centra's offer, which includes food for now, grocery top-up shop and newsagent, to create the ultimate convenience experience. 'Store environment plays a key role in the considered convenience journey with clear navigation, layered storytelling, time-saving cross-merchandising, fast-track payment and help on hand from staff,' says Page.

'Centra's new Hi-C store combines an intuitive layout with an emotive, playful tone of voice and elevates healthy choices without dictating for those who want to treat themselves, creating a store that's not only hassle-free but a joy to spend time in.'

The design team has developed a new brand palette for Centra that's cleaner, more ordered and contemporary, to give the store a 'Scandinavian deli' feel that





LIVE  
TASTY  
EVERY  
DAY

reflects grown-up convenience. The colours are inspired by Ireland in Spring (fresh and natural), while Centra's brand colour - yellow - has been reappropriated as a sunny highlight colour to champion key in-store areas and messages.

'The transformational idea for the new concept is 'fast fresh kitchen', which communicates a healthy appetite for life,' explains Page. 'This is about a healthy lifestyle though, not overt "health". The store celebrates food that's a little bit better - natural, simple and better tasting.'

The hero area of the store is The Good Kitchen, a new food-for-now sub-brand for Centra, created by Household to dial up the retailer's authority around food. It features a barista and deli counters, grab-and-go packaged food, and seating area complete with phone chargers and free wifi for extra convenience while customers eat.

The new store design also incorporates digital poster boards with 'time of day' messages and digital menus above the counters in The Good Kitchen.

Household selected more natural and lighter materials throughout the concept to appeal to a younger and more premium professional audience. 'We chose them to suggest urban speed,' adds Page. Tiles are placed in different directions throughout the store to add a sense of playfulness to the design and to set the pace across the store. The lighting further helps to set the pace, with Centra-yellow pendants used to mark feature service areas and smaller ambient pendant bulbs used to light up window seats.

'The new concept encourages customers to make Centra part of their regular shopping routines,' says Page. The concept is expected to be rolled out to more of the Centra estate through 2016. **Rf**

