

Battersea Power Station's Reboot



Y Zoe Chung; Junior Designer at YourStudio London, a retail design agency working globally from studios in London, Amsterdam, Melbourne and New York.

Zoe studied at Nottingham Trent University and joined YourStudio after winning a retail competition where she created a protest platform in response to the protest bill passed in April 2022.

Zoe is passionate about next gen retail, consumer trends and the future landscape of metaverse retail.

Battersea's Reboot

As the looming structure of Battersea Power Station opened its retail doors for the first time, Zoe from our Design team visited, taking in the power of this new development from retail and placemaking to pop-ups.

In this retail review, Zoe shares her highlights, drawing from the fabric of the building and its landscaping through to striking new retail spaces and services that pioneer a new generation of shopping.

“Preserving historical architecture whilst designing innovative solutions for the future is integral to a sustainable yet inspiring generation of future retail”

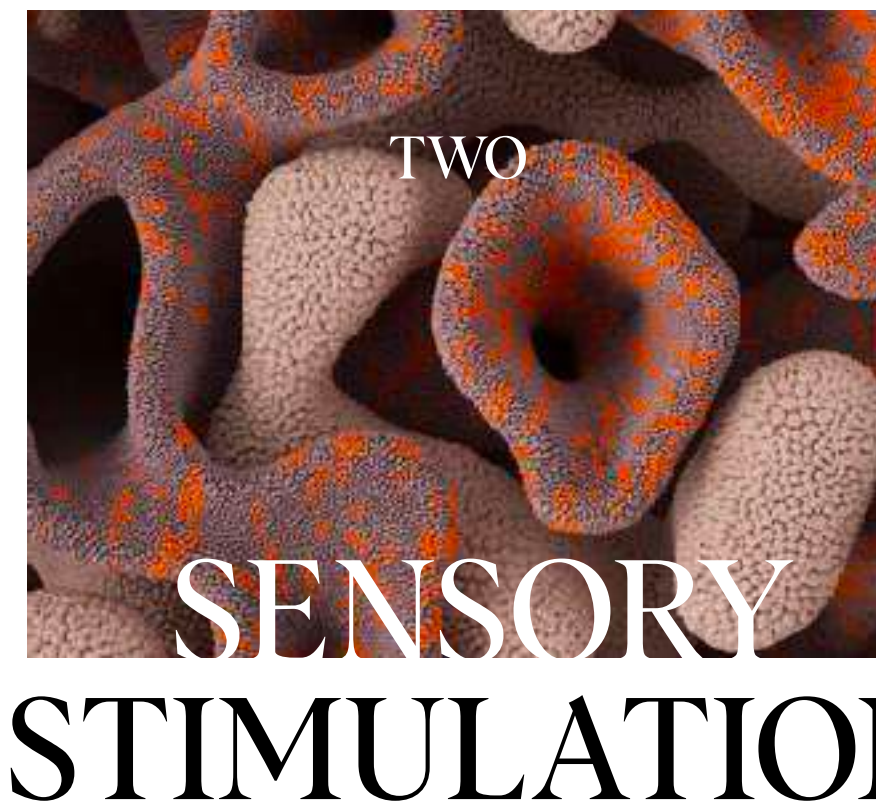
Zoe Chung

A Masterclass In Retrofit Retail

Innovating original structures demands a finely-tuned balance of old and new—underpinned by spatial creativity.

This retail report analyses the approaches retailers are taking to elevate experiences and engage the next generation.

The key themes framing the power of Battersea's new retail presence:



A black and white photograph of a person sitting on a bench, viewed through a grid pattern. The person is wearing a dark jacket and is looking down. The grid pattern is a dark, repeating square grid that covers the entire image.

Battersea Space & Architecture

A homage to Gilbert Scott's design heritage
through the lens of modern retail

“The Turbine Halls were grand, dramatic spaces that we wanted to leave as open as possible; the magnificent colonnade of Turbine Hall A was a great grid to set out the different retailers within a context of highly crafted design elements – creating a multi-level galleria.”

Sebastien Richard, Director, WilkinsonEyre

Space & Architecture

Battersea Power Station packs a punch—celebrating original features, and playing on its grand scale from the inside out.

Scale



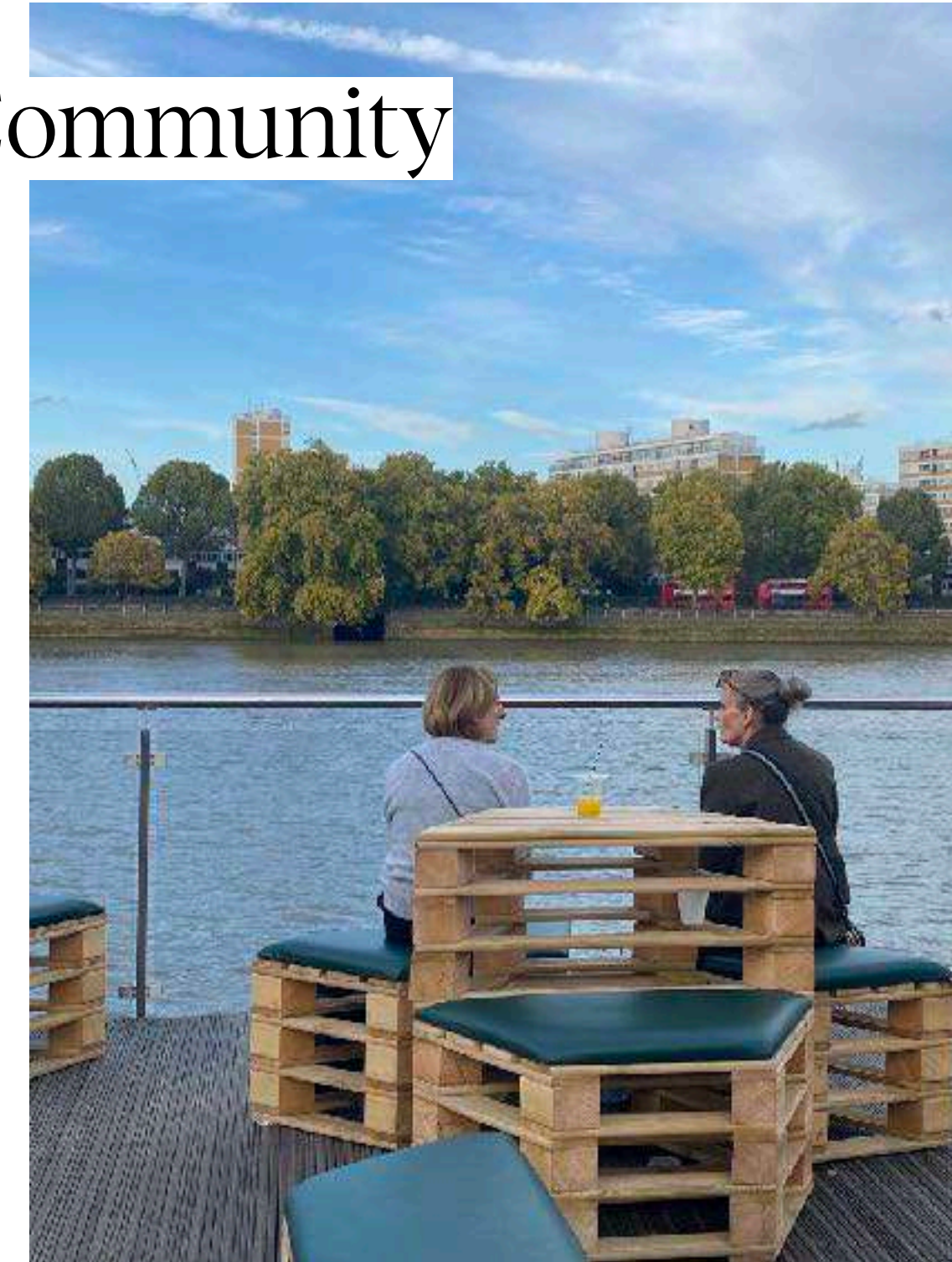
The surrounding development frames and asserts the impressive scale of the Power Station

Preservation



Character spaces and historic fabric have been retained, preserving its integrity as an architectural landmark

Community



Exterior landscaping has been designed to create community-centric dwell spaces for both shoppers and residents

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Material Fabric

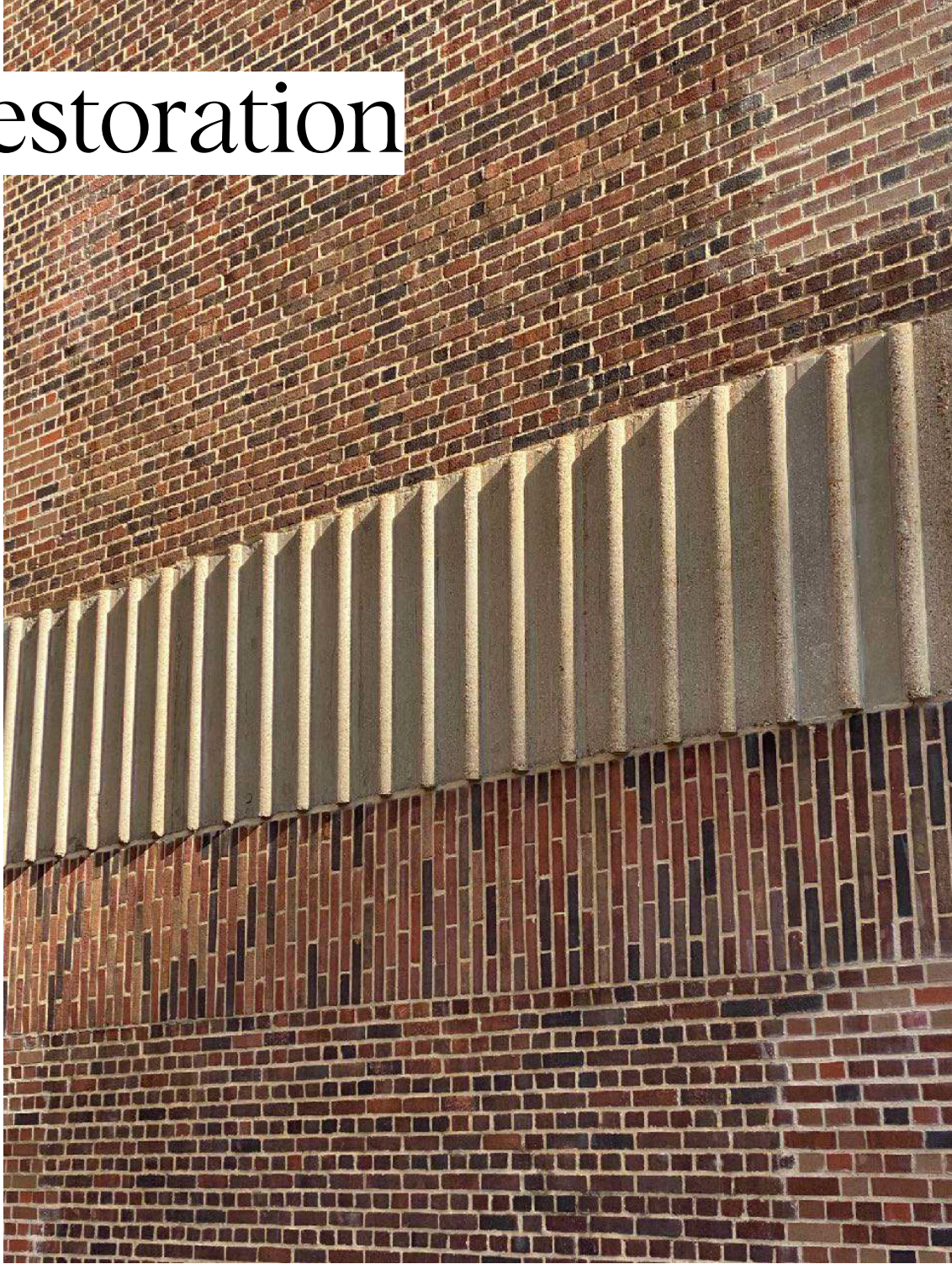
Materials and vestiges of the original building remain, whilst painstaking preservation, architectural restoration and innovative retrofitting mark a new chapter in its history.

Historic



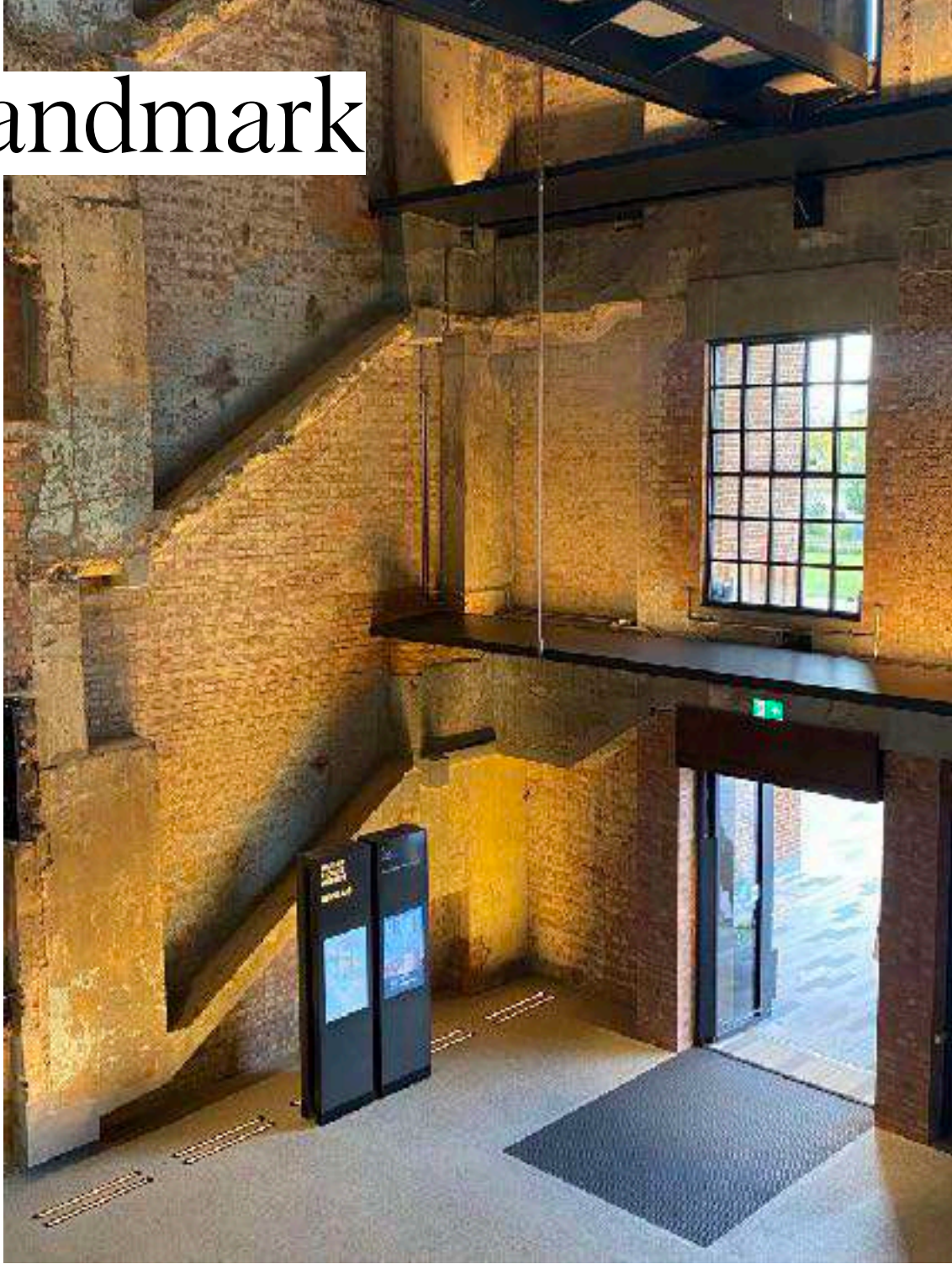
The restoration is sympathetic to Sir Gilbert Scott's 1930 design and seeks to amplify its statement structural features

Restoration



1.8m bricks in 12 different colours were replaced and remade by the original manufacturers in Gloucestershire and Shropshire

Landmark

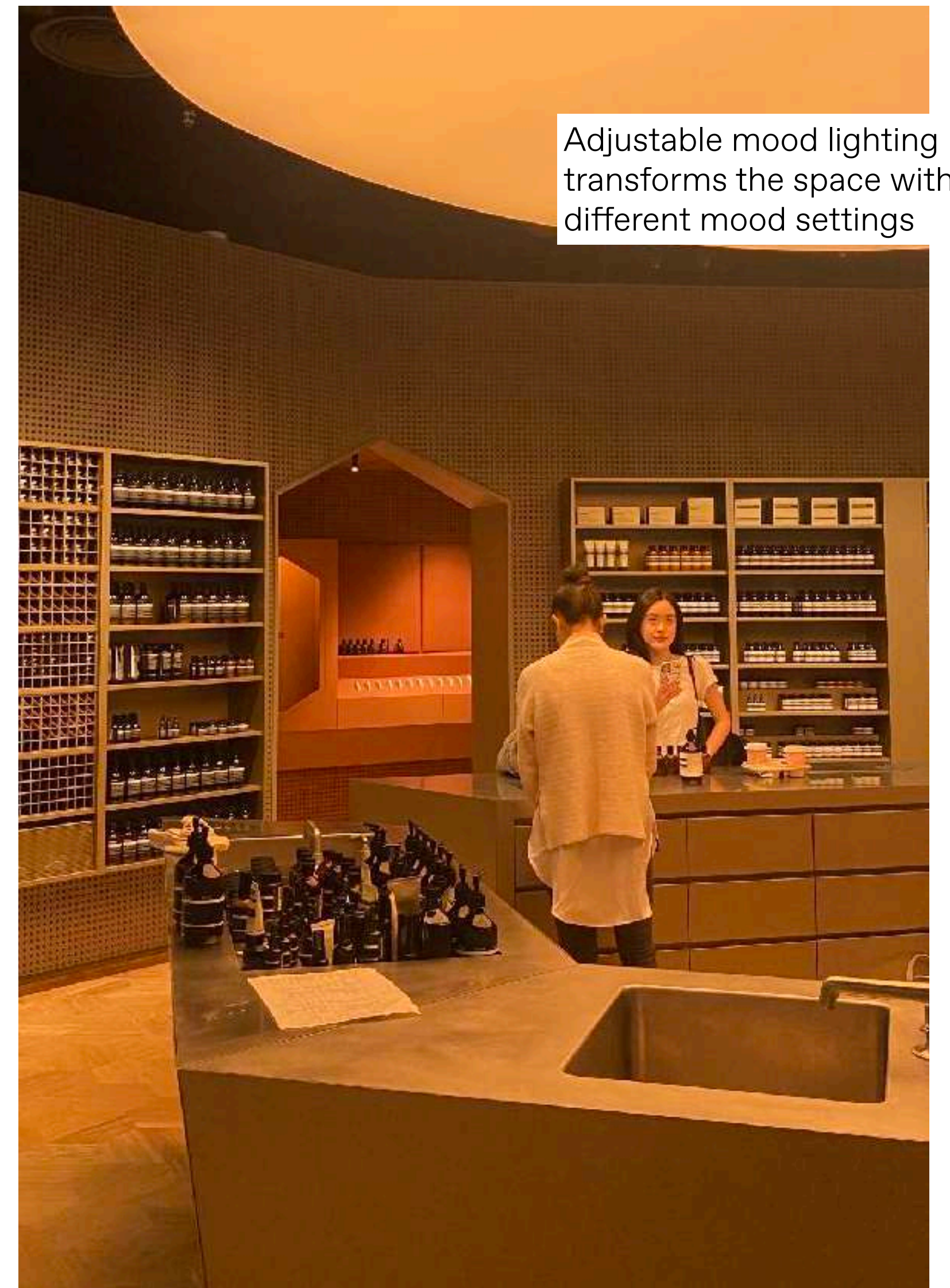


Original features are given space to breathe, powerful gestures celebrating the building's architectural history

Sensory Stimulation

Retailers create super-sensory moments against a brutalist backdrop

Aesop's sensorium — Plays with the subtlety of aromas and tones in a space designed with playful allusions to mid-century sci-fi cinema



Adjustable mood lighting
transforms the space with
different mood settings

Teracotta toned fabric cladding doubles as an acoustic baffle, contrasting with the central angular stainless steel counter referred to as the 'control centre' in homage to sci-fi elements.

Aesop's Smell Chamber reinvents shopper tester experience

The "Fragrance Armoire" cabinet allows shoppers to put an item of clothing eg a scarf, into a controlled environment for the duration of their experience. This means the item can be taken home as a tester for the shopper to fully experience the different notes and duration of their chosen smell.

Zara —

A pared back retail haven of tranquility that plays hard texture against natural tactility



Zara's 4,500sqm space has the feel of a gallery with sensitive light-washing, subtly contrasting textures and materials and elegant curving forms that counter solid slab-like stainless steel counters.



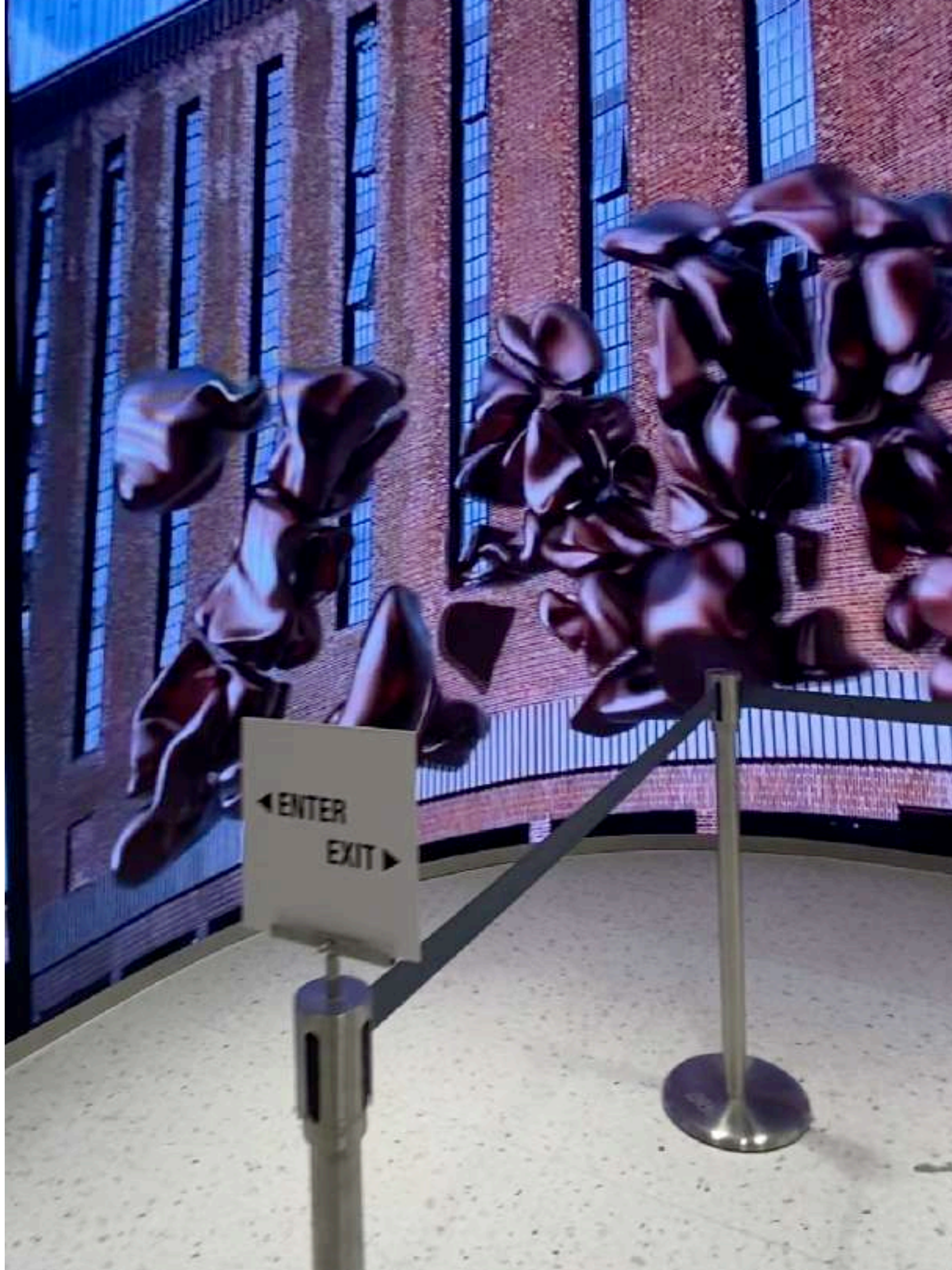
Greenery abounds. A mix of living moss and dried grasses bringing scent and texture into the space, bringing a human and natural feel. Natural stones and woven rugs contrast against industrial stainless steel. A nod to the brutalist heritage of the Power Station.

Amplified Service

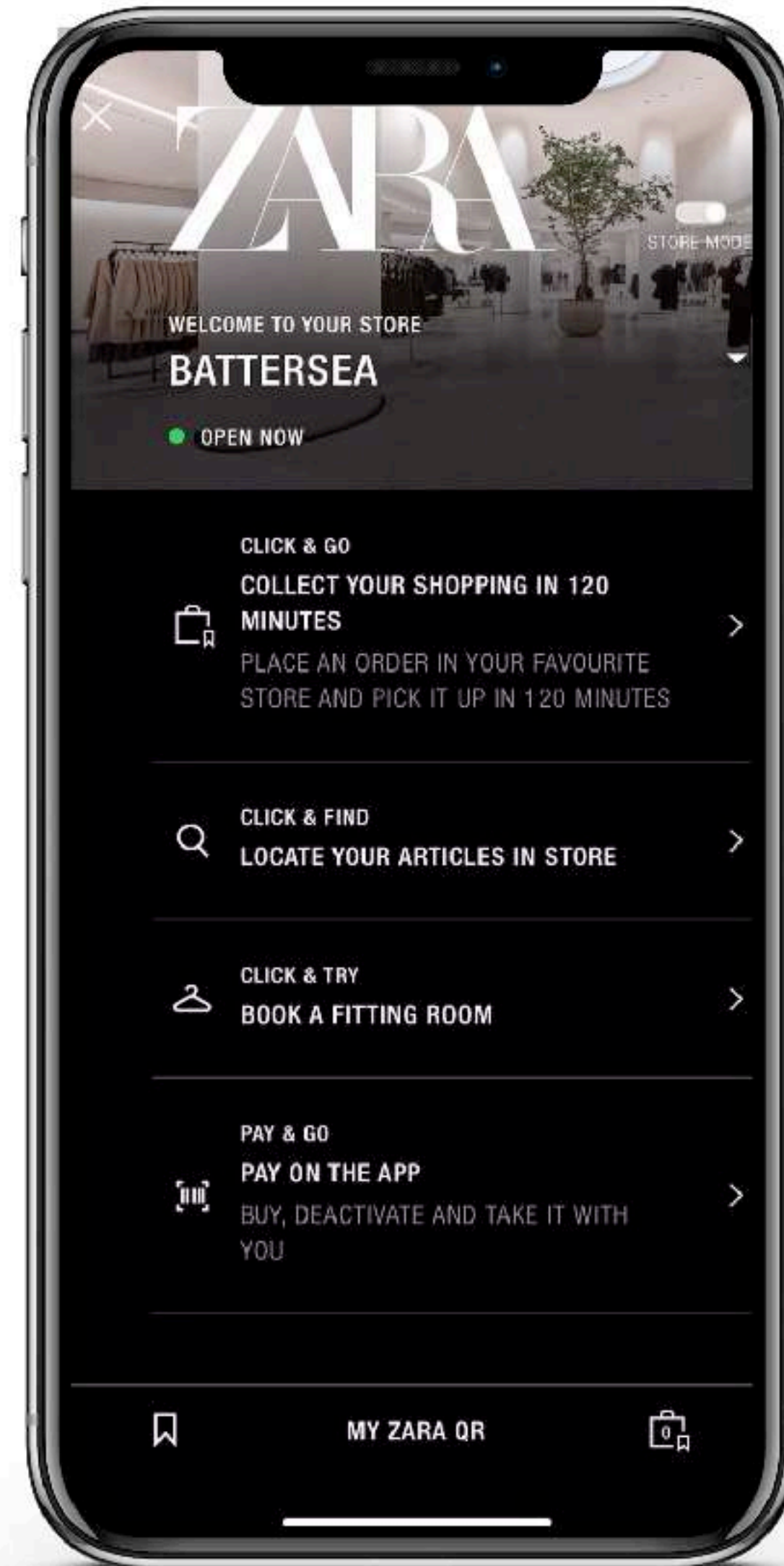
Streamlined service offers seamless omnichannel customer experience

Zara —

App acting as a service hub makes the shopper journey more convenient than ever



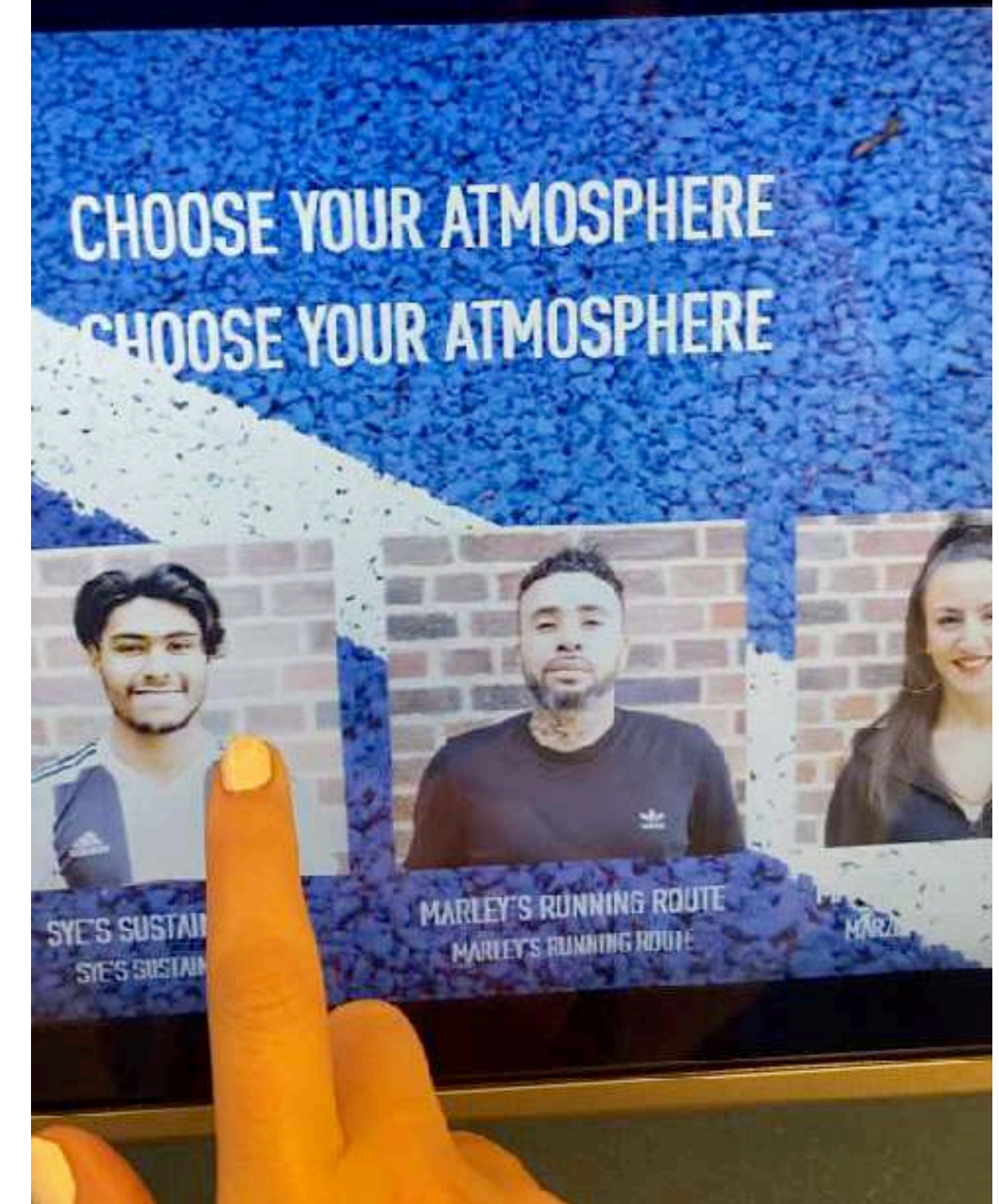
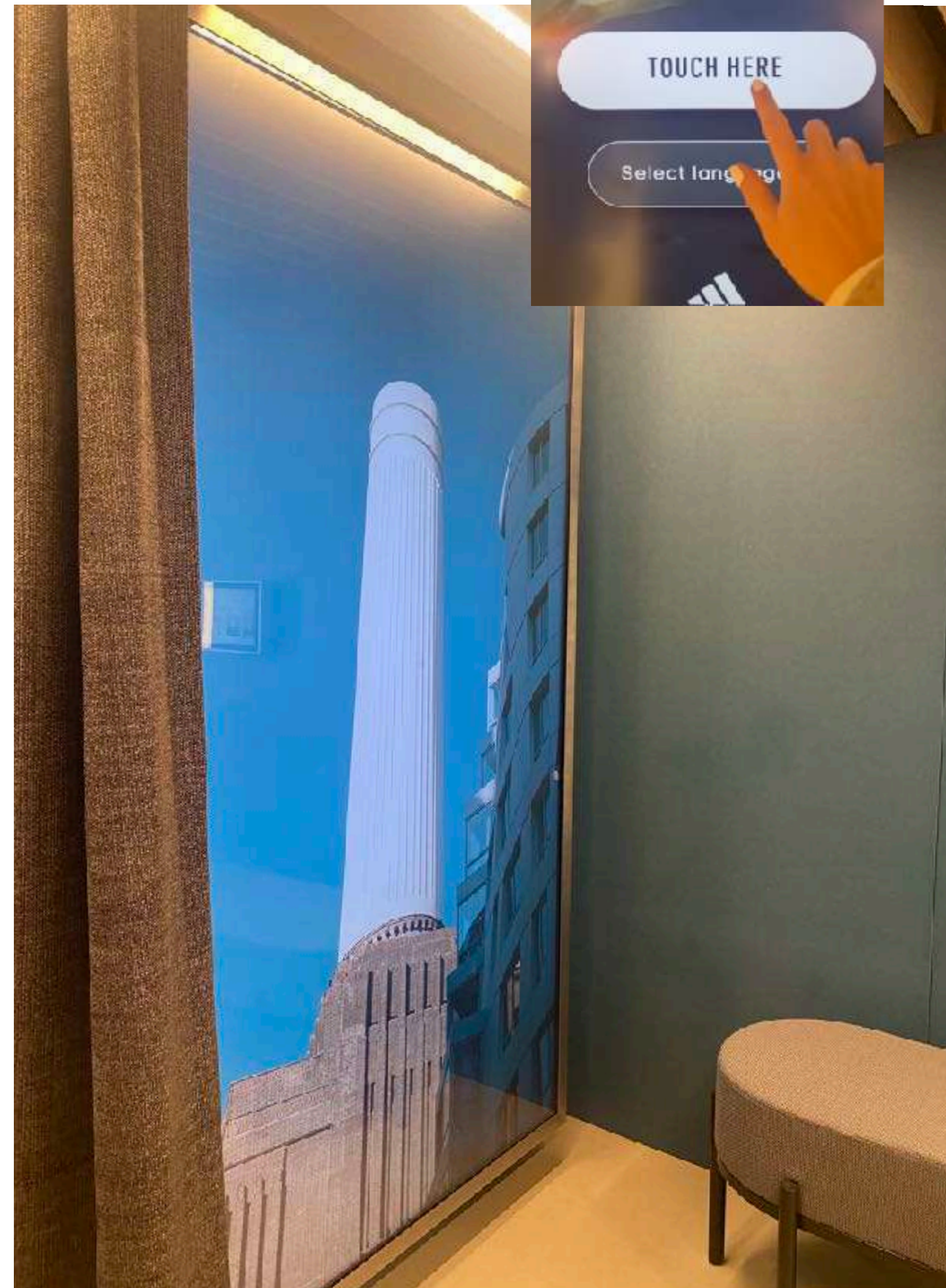
"Store mode" in the Zara app allows access to all services: fitting room reservation, checking item availability in store, pay&go and collection of online orders within two hours. There's also the option to leave leftover packaging in-store or use second hand-boxes, minimising the store's carbon footprint.



RFID technology connects the fitting room experience with the checkout experience—recognising the items and assigning the shopper a fitting room. The self checkout space is a smooth continuation of the fitting room journey, making the try & buy experience as seamless as its surroundings.

Adidas —

Humanising service by “Re-inventing the retail experience by placing the community at heart”



Adidas use their expertise to fuse community and sport through a variety of services. The Adidas Empower Station is a fixed 6 week programme empowering their South London community to get involved with the new “Home of Sport” concept. This consists of a series of events and services, including challenges and talks, which are free to sign up to via the adiClub section of the app.

An interactive changing room allows shoppers to adjust the ambience by choosing from a range of ‘atmospheres’, curated by the Brand Team. Each atmosphere corresponds to a store member’s personality, and allows the consumer to get closer to the brand.

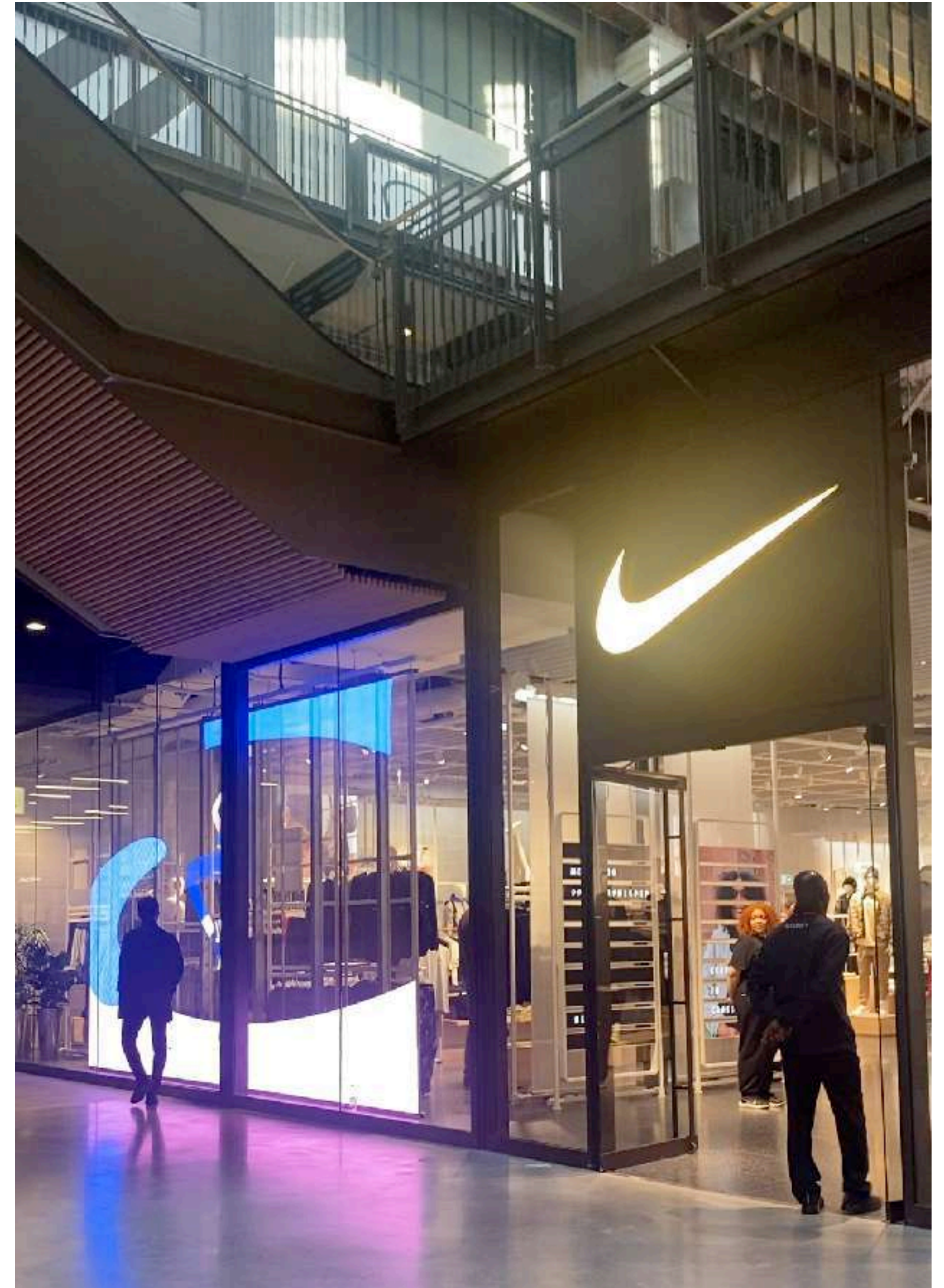
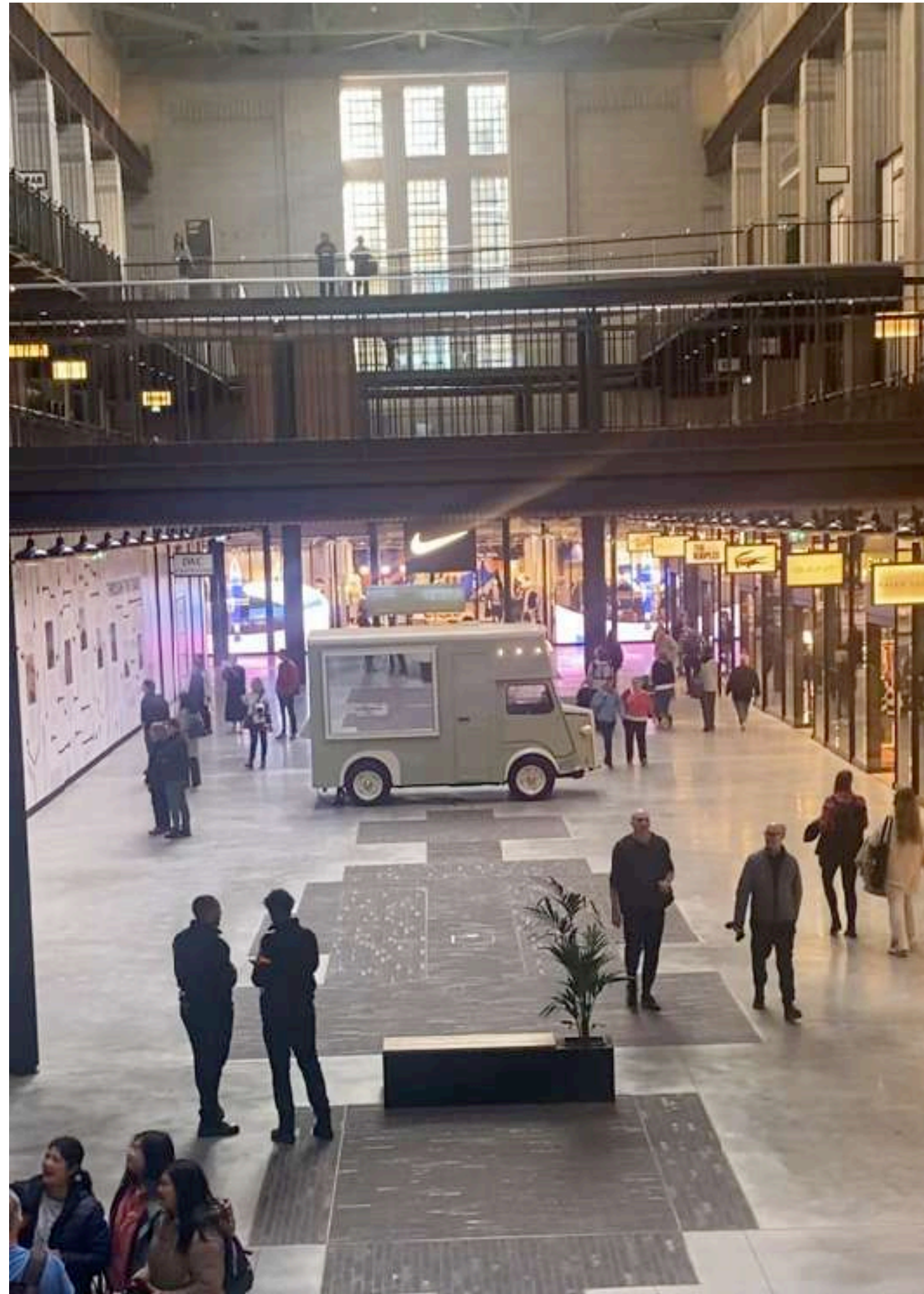
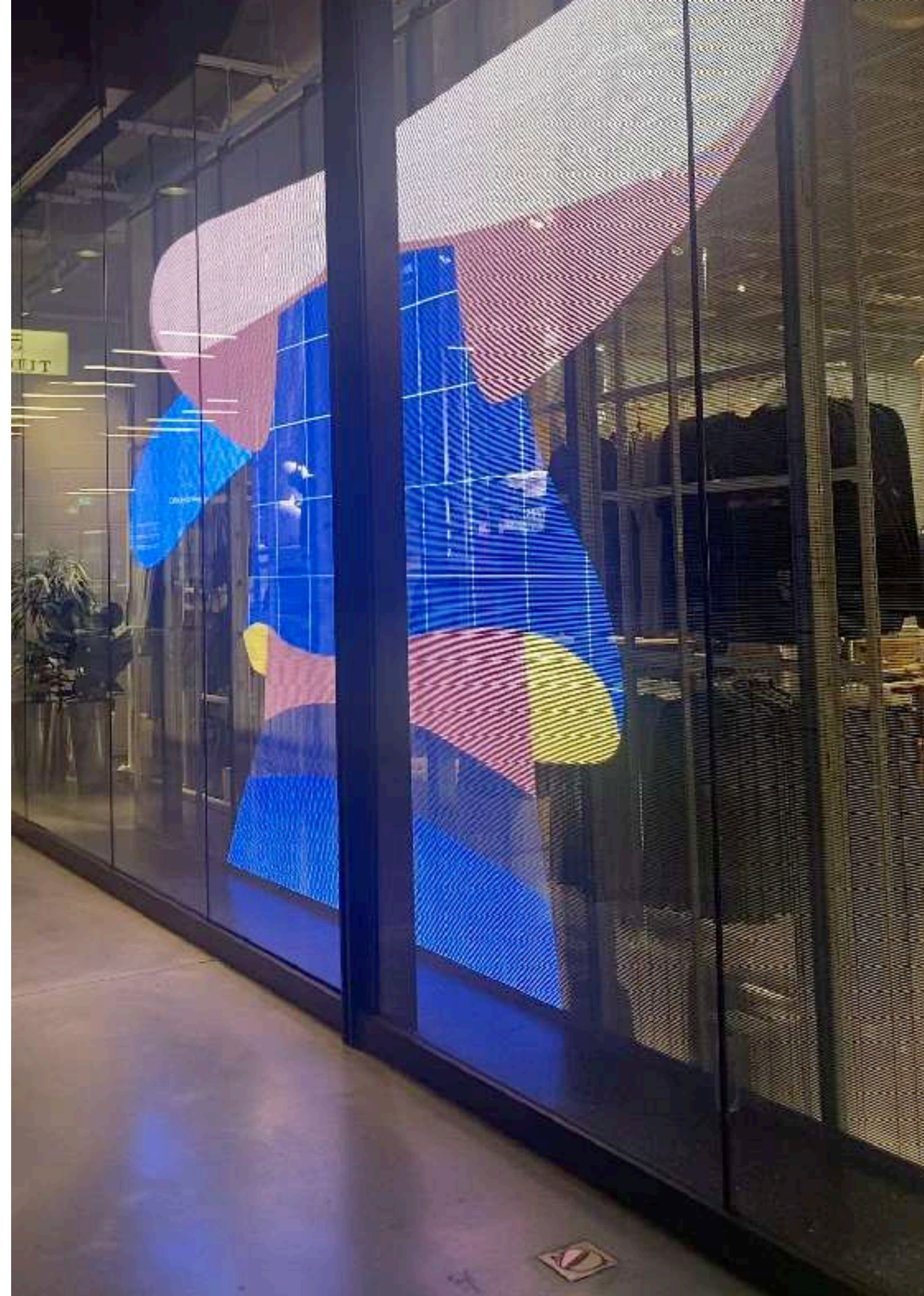
Disruptive Facades

As the protagonists of retail design, arresting storefronts engage shoppers as an always-on brand touchpoint.

Nike —

Dynamic digital facade captivates shoppers to visit the store from all floor levels

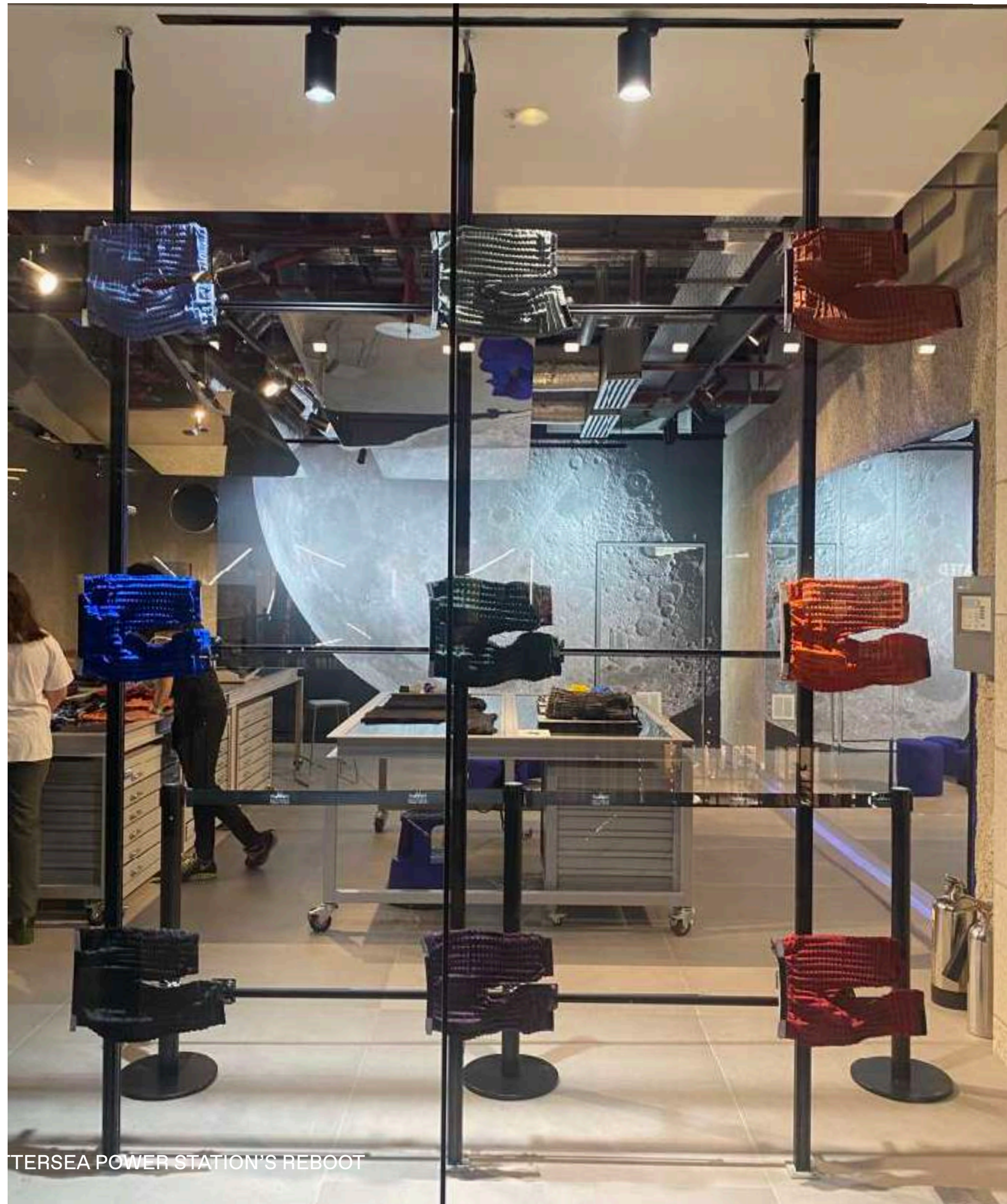
Live ticker tape board at the entrance informs shoppers of dates and exclusive events to sign up to.



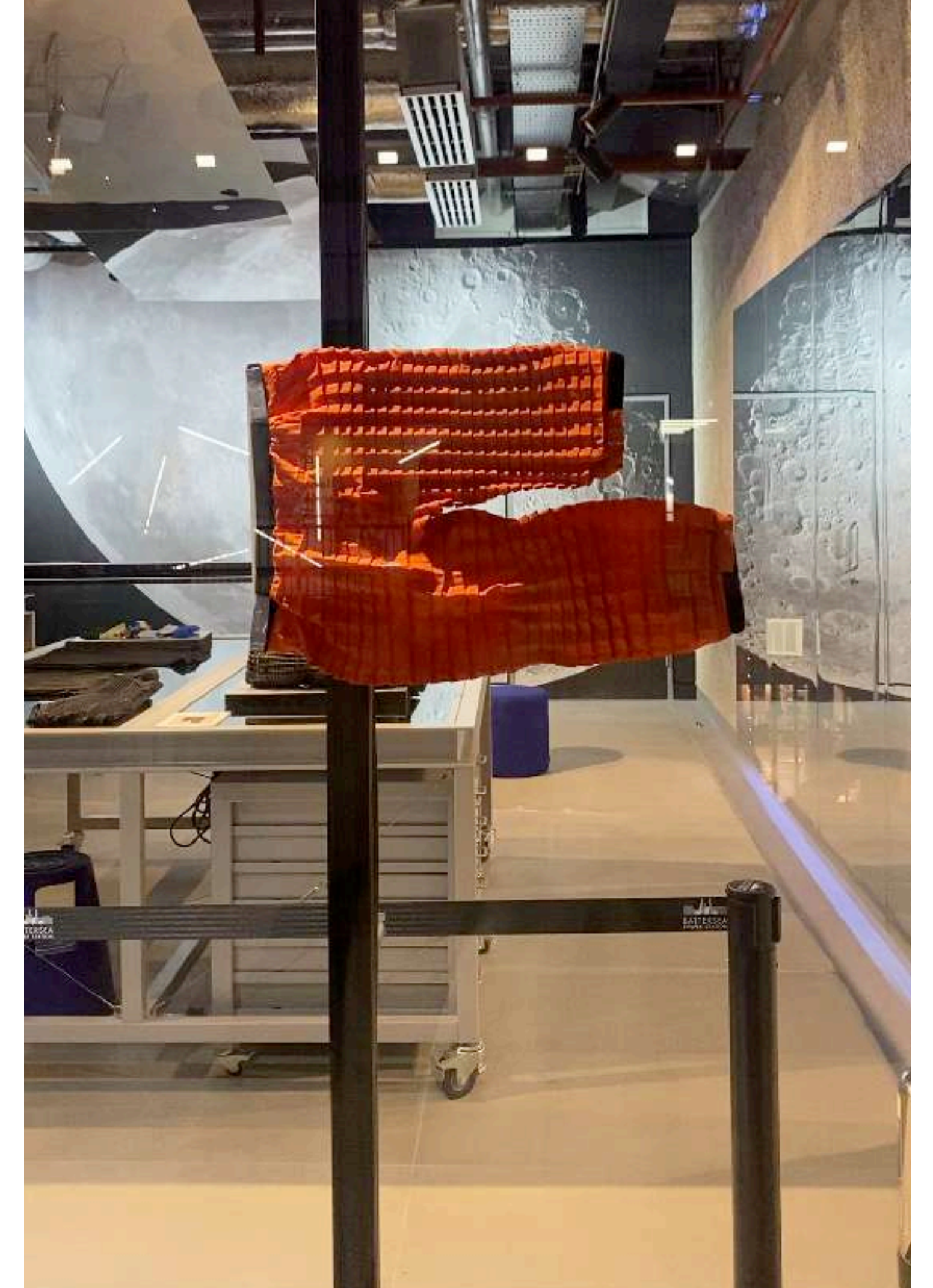
Transparent screen technology makes for a digitally engaging facade, whilst allowing shoppers to see through to the store. The system takes up minimal space in the 780sqm store, acting as a flexible and updatable piece of brand collateral. The digital content being double-sided brings movement and an element of spectacle to the in-store experience.

Petit Pli —

A facade using dynamic product to tell the story launches Petit Pli into the stratosphere



With a minimalist facade that allows full visibility into the store, Petit Pli have installed mirrors to add to the depth of the space. The mirrors pick up movement from the facade, and amplify the boldly lit graphic on the back wall.



Heroing the product by showing off its signature feature (clothes that grow as children do) without any additional communications, is enough to get shoppers to start asking questions and enter the store to investigate.

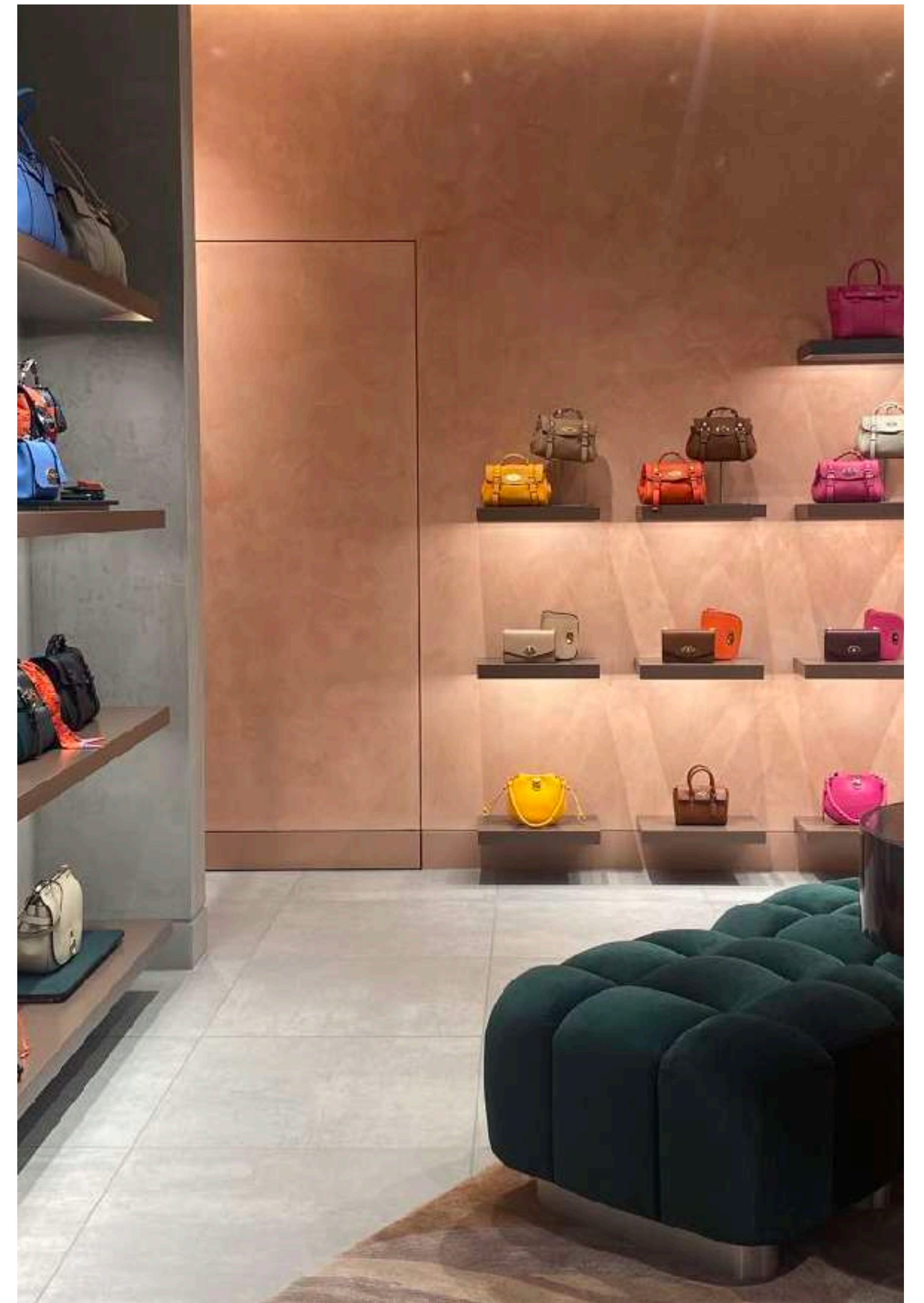


Organic Minimalism

Fluid minimalist forms balanced
with simplified materiality set the
tone for in-store tranquility

Mulberry — Organic futurism exaggerates forms, simplifying luxury brand retail

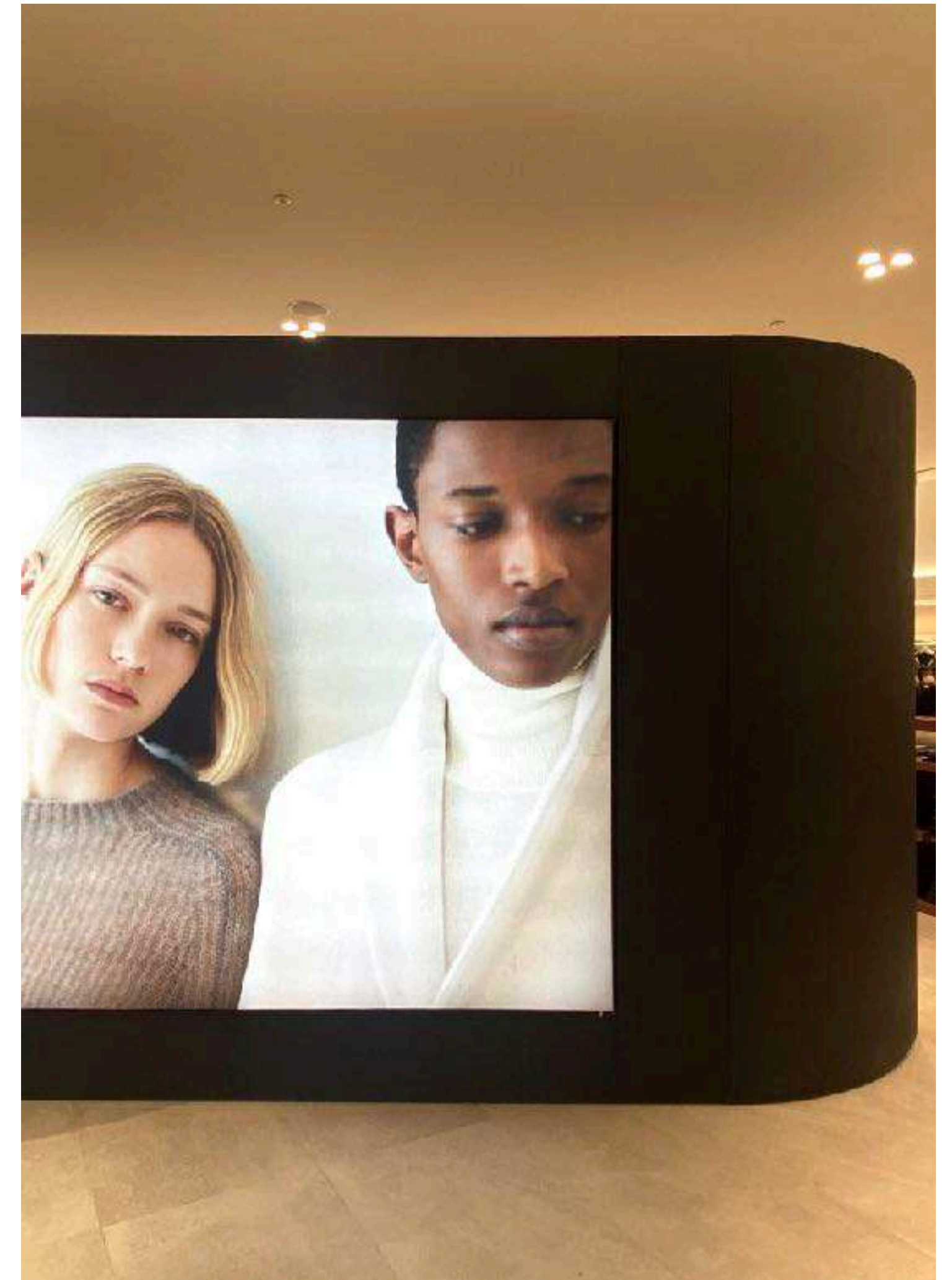
Exaggerated forms with simple textures for flexible fixtures that aren't made product specific, make for super-flexible displays, whilst giving product breathing space and celebrated through simple lighting.



Minimalist design devoid of messaging give staff centre stage to communicate product information. Visual merchandising in store fronts creates unusual, exhibition-style forms with contrasting soft and harsh materials.

Calvin Klein — Stripped back functionality prioritises minimalism creating a tranquil yet purposeful experience

Concrete cast furniture echos the feature fitting room form, prioritising beautiful gallery-like design over function.



A curved central changing room feature changes the physical shopper journey but alters the circulation of the space to revolve around two central changing rooms. Soft edges are juxtaposed with the brutalist materiality of concrete and draped curtains.

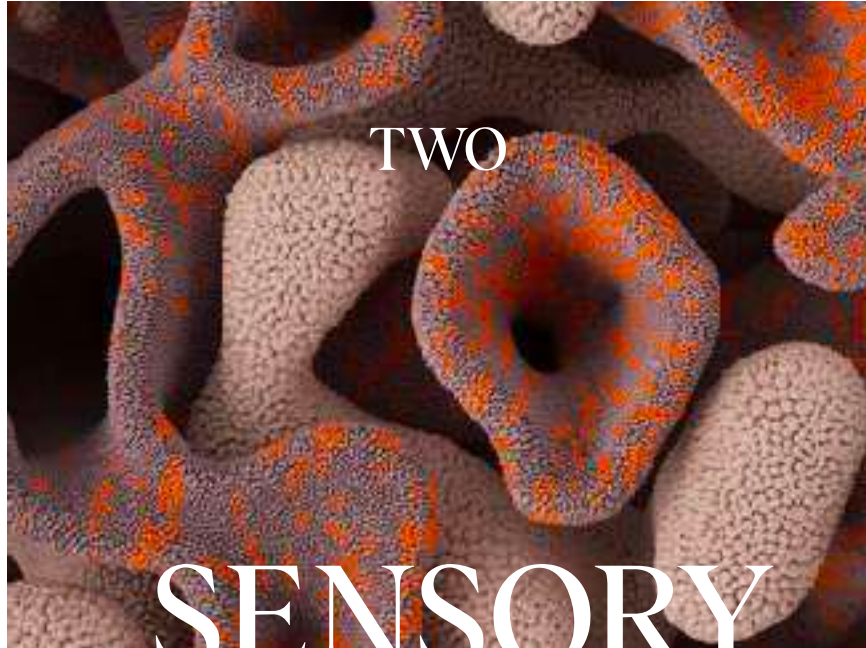


Take-outs

The key themes framing the power of Battersea's new retail presence:



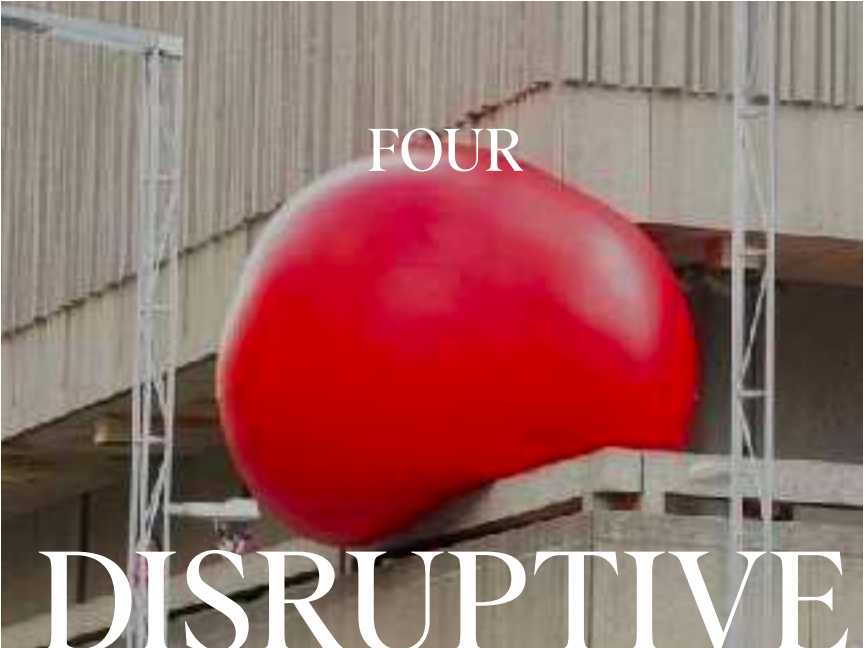
**BATTERSEA
SPACE**



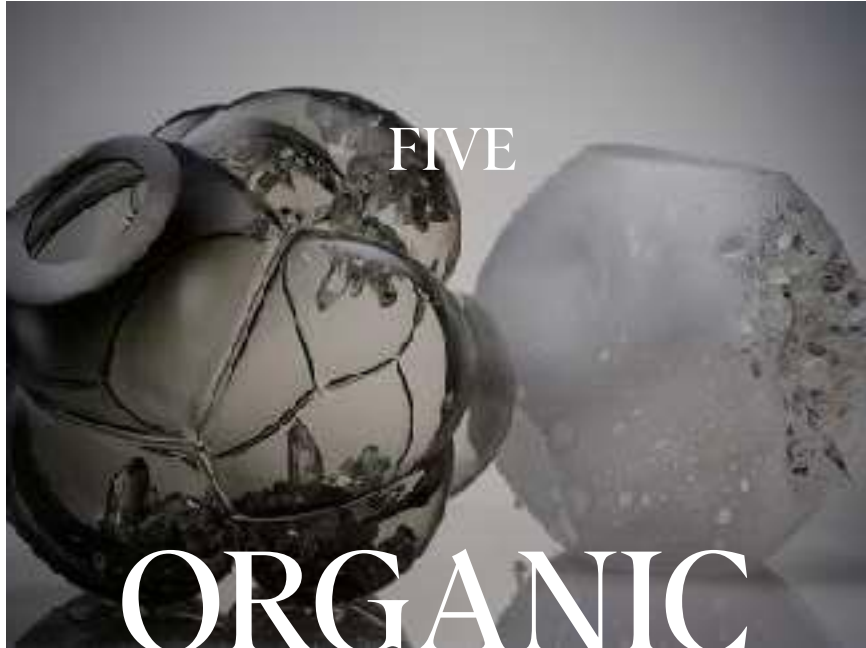
**SENSORY
STIMULATION**



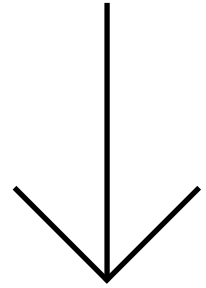
**AMPLIFIED
SERVICE**



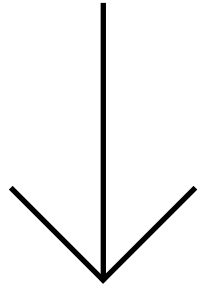
**DISRUPTIVE
FACADES**



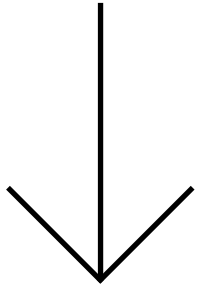
**ORGANIC
MINIMALISM**



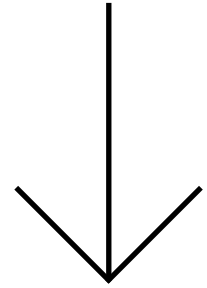
Heritage and history
preserved and
celebrated



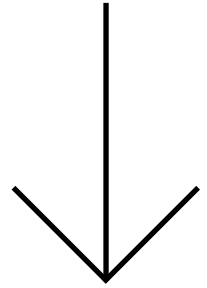
Juxtaposed tactility
enhances the
senses



Streamlined service
accelerates customer
experience



Engaging store fronts
captivate brand
stories



Fluid minimalism
balances in store
tranquility

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Inspire Human Connection

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Thank you

YourStudio create environments and experiences that inspire human connection

If you would like to hear more, contact:
howard@weareyourstudio.com