

Douglas Wallace creates dramatic new flagship store for Bang & Olufsen in Dublin

New outlet includes home cinema environment to allow customers experience product range 'in use'

(November 2005) Douglas Wallace Architects, Designers and Project Managers have completed the interior design of the new 1,500 sq ft Bang & Olufsen flagship store in Donnybrook, Dublin 4. The stunning new outlet incorporates a retail section which displays the Bang & Olufsen range as well as a separate home cinema environment which allows customers experience the product in a specially created living room area.

The brief given to Douglas Wallace was to develop a new design for the interior of the store which would reflect Bang & Olufsen's key existing brand values whilst also offering a new and fresh approach to showcasing their product. Having designed the new Bang & Olufsen store in Knightsbridge, London, Douglas Wallace was also asked to apply many of the same principles to the Dublin franchise.

The design created by Douglas Wallace focuses on the use of dark walnut and diffused lighting which highlights the Bang & Olufsen product range and gives the retail space an elevated sense of theatricality. This also works to create an ambience of both a gallery and a shop in the one space. New ceilings, walls, floors and lighting concepts have also been introduced to the new outlet.

Another key aspect of the new Bang & Olufsen Donnybrook store is the introduction of a new living concept which incorporates a 'home cinema environment' that allows the customer to experience the product 'in use' and engage in a total product experience. To achieve this, Douglas Wallace

created a glass wall sectioning off the home cinema area from the main retail area.

In terms of the store exterior, Douglas Wallace has designed a strong shop front that accentuates the exemplary standards associated with Bang & Olufsen. The crisp, well detailed plastered frontage featuring simple frameless glass gives the store a sense of place in the intimate terraced surrounds of Donnybrook Village.

Adrian Lambe, Director of Douglas Wallace, says the design of the new Bang & Olufsen outlet in Donnybrook focuses on electrifying what is a relatively small retail space with a completely interactive customer experience.

“The Bang & Olufsen project is the continuation of the proud work we have done for the company in the UK. We have managed to translate the brand values and design concepts from the flagship store in London to fit the Dublin space. In this store customers can experience what sets Bang & Olufsen apart from other sound equipment retailers. The architectural layout invites customers to view the entire Bang & Olufsen product range as well as creating a customer journey which culminates in the home cinema environment at the back of the store.”

Bang & Olufsen is a Danish company specialising in state-of-the-art audio, video and telephone products and technology. Founded over 75 years ago, the company is marketed in over 40 countries worldwide. As the company has grown it has become internationally renowned for its innovative products, inspired design and technical innovation.

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