

Irish Architects Douglas Wallace featured in international retail design publication for design of The Eye Cinema and Go Fresh store

<January 2008> - Douglas Wallace, the major Irish firm of architects, designers and project managers, is the only Irish firm to feature in an international compendium of the best in global retail design solutions including international designs for Saks Fifth Avenue New York by Pentagram, Trump Exchange Atlantic City by Fitch and Barneys Dallas by Gensler.

SPA-DE, a Tokyo-based magazine specializing in commercial space designs, has chosen the best retail facility designs from around the world to be featured in a book which will be distributed globally. Douglas Wallace's designs for The EYE Cinema in Galway and of Go Fresh retail convenience store in Dublin's Tara Street Station are the only Irish entries in the publication.

The award winning EYE Cinema in Galway was featured for its dramatic 100 metre curved glass wall which exposes the main concourse completely and allows passers-by a unique opportunity to view the activities taking place within the complex. The building, which is reminiscent of, the green 'Thunderbirds Two' freight transporter ship, recaptures some of the whimsy and opulence that characterized cinema building in its 1930s and 40s heyday, but brings it bang up to date.

The brief for Go Fresh was to create a new concept for a convenience store in an existing unit in Dublin's Tara Street Station, situated under the barrel vaulting of a bridge. Working alongside a graphic designer, bespoke graphics and branding were created while lighting was used as an architectural element, creating distinct and visually identifiable zones within the unit.

Douglas Wallace's design for Go Fresh also recently won first place for Convenience Store category at the International Store Design Competition in New York City in January.

Hugh Wallace, Chief Executive, Douglas Wallace, commented:

"We are delighted to be featured in the latest issue of SP-ADE for the design of The Eye Cinema and Go Fresh. Our approach to projects is multi-disciplinary. The design of a project like Go Fresh is not limited to architecture and interior design; there is a strategic process that incorporates product development, display fixtures and environmental graphics, signage and visual merchandising design. As the largest multidisciplinary practice in Ireland and among the leading full service firms in the UK, we are proud of our holistic approach to projects because we believe it gives us a strategic advantage over our competitors."

Douglas Wallace specialises in the creation of commercial, retail, hotel and spa environments. The company recently acquired the top Belfast firm of architects Ferguson Wheeler for €2.7 million, followed closely by the buy-out of London based Corporate Edge Interiors and Architecture in a deal worth €1 million.

About SP-ADE

SPA-DE is a Tokyo-based magazine specializing in commercial space designs. The magazine features spaces that contemporary city residents come across in their daily activities ranging from restaurants, cafes, bars, fashion boutiques, retail stores, show-rooms as well as offices, museums, installations and urban designs.

For more information, please visit <http://www.spa-de.com/>

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