



Stephen Anderson

Design Consultant

## Profile

Having over 30 years experience in environmental design and design management, Stephen has an extensive knowledge in all areas of the built environment especially Retail, Brand and Experience design.

As a Design Director with BDP for over 15 years Stephen has worked with a number of high-profile clients to realise projects as diverse as NikeTown, London and the first Fritz Hansen Republic Store in London.

His key clients Include: Fritz Hansen, IKEA, Nike, Marks & Spencer, Multi Development, Land Securities, Scottish Life, Mubadala Healthcare.

Some of his main strengths are in creative leadership with extensive knowledge of design and implementation strategies, facilitating and orchestrating teams and creating diverse narratives. He is a persuasive communicator and is particularly comfortable working collaboratively with other teams and consultants.





## Republic of Fritz Hansen Store, London

The recently opened Republic of Fritz Hansen, showcases both their furniture and Skandium's range of beautiful Scandinavian design - it forms a perfect mix of accessories, furniture and products and combines retail, showroom and workspace.

The store comprises over 600 sq m of retail space over two floors in Fitzrovia and was designed to create a gallery aesthetic to enhance and showcase the product settings. Materials are simple and honest with the extensive use of warm grey screed and oak. The two main floors are linked by a custom-designed staircase, in enamelled steel, glass and oak, which creates an industrial, crafted element.

The showroom has proved to be a great success with both the press and public alike and at a recent opening a journalist was heard to refer to the space as "Probably the most enviable retail space in London".





## The Mall, Sofia, Bulgaria

The Mall is one of Sofia's newest and most sophisticated shopping experiences, which forms part of a mixed development by a joint venture of Carrefour and Assos Capital.

We were engaged to enhance the finishes and lighting to the main mall areas at a fairly late stage in the scheme development. This was achieved by the use of a subtle but sophisticated palette of materials, which were chosen to meet desired quality levels but were also cost effective to provide added value.

In order to maximise the effective use of budget the design concept concentrated on key public areas such as main courts, mall areas and the food court and used a simple and contemporary design language of materials and finishes.





## Design Manual, Mubadala Healthcare, Abu Dhabi

Mubadala Healthcare, a leading Middle Eastern healthcare provider, required guidance and management to help them articulate and communicate their offer into future developments. Working closely with the client group and their delivery partners a strong, recognisable and consistent language was developed and this was communicated in an extensive design manual.

The final deliverable was in an A3 format and comprised an extensive manual together with a series of unique sample boards and a CD containing all of the information. The manual is currently being used on a number of developments principal of which is the Cleveland Clinic Abu Dhabi which is due to be completed in 2012.





## Whiteleys, London

In early 2007 Whiteleys embarked on a re-branding programme which encompassed many aspects of the environment and general service offer, this included graphics and wayfinding, interior environment, retail and food offers together with a new market-place concept of food offers to the ground floor. We developed the interior environment and lighting concept working with Lifschutz Davidson Sandilands who were responsible for the Food Market and Stuff ID who were responsible for the graphics and wayfinding to create a new and fresh feel to the interior.

The interior creates a consistent visual language within a limited number of materials and finishes

The key design drivers were focussed around the ceiling and lighting and included extensive upgrading of the smoke control strategy which included introducing glass smoke curtains which were also used to carry graphic elements. A clean and fresh aesthetic is achieved using integrated lighting while linear ceiling blades juxtaposed with gentle curves create individual zones within an overall language.

The project was completed in October 2008 and has recognised improved trading and a positive re-tailer response.





## La Vache Noire, Paris, France

This scheme for Multi Development creates some 35,000 m<sup>2</sup> of new retail space in a suburb of Paris with direct access to major transport links.

The project has a dynamic geometry, which provides for an interesting scheme aiding navigation by creating different mall types with a series of spaces and places.

A key part of the scheme was the creation of a park on the roof which limited the amount of mall roof glazing, which was articulated by the use of careful detailing and a dynamic geometry to create an interesting ceiling language affording views of the park and sky and controlling light internally.

The mall opened in 2007 and has been a successful addition to the Multi Development portfolio.





## Forum Istanbul, Turkey

The scheme is envisioned as a “city within a city” and creates a variety of spaces and places creating a series of differentiated shopping, eating and entertainment spaces. Although the overall flavour is contemporary great effort was made to create a local aesthetic using regional forms and materials.

In addition to the main malls there is an IKEA, a cinema and an aquarium as well as an extensive food offer and a range of impressive social spaces.

The mall opened in 2007 and has been a successful addition to the Multi Turkmall portfolio, it has also been a finalist project in the ICSC Large Retail Centre awards.



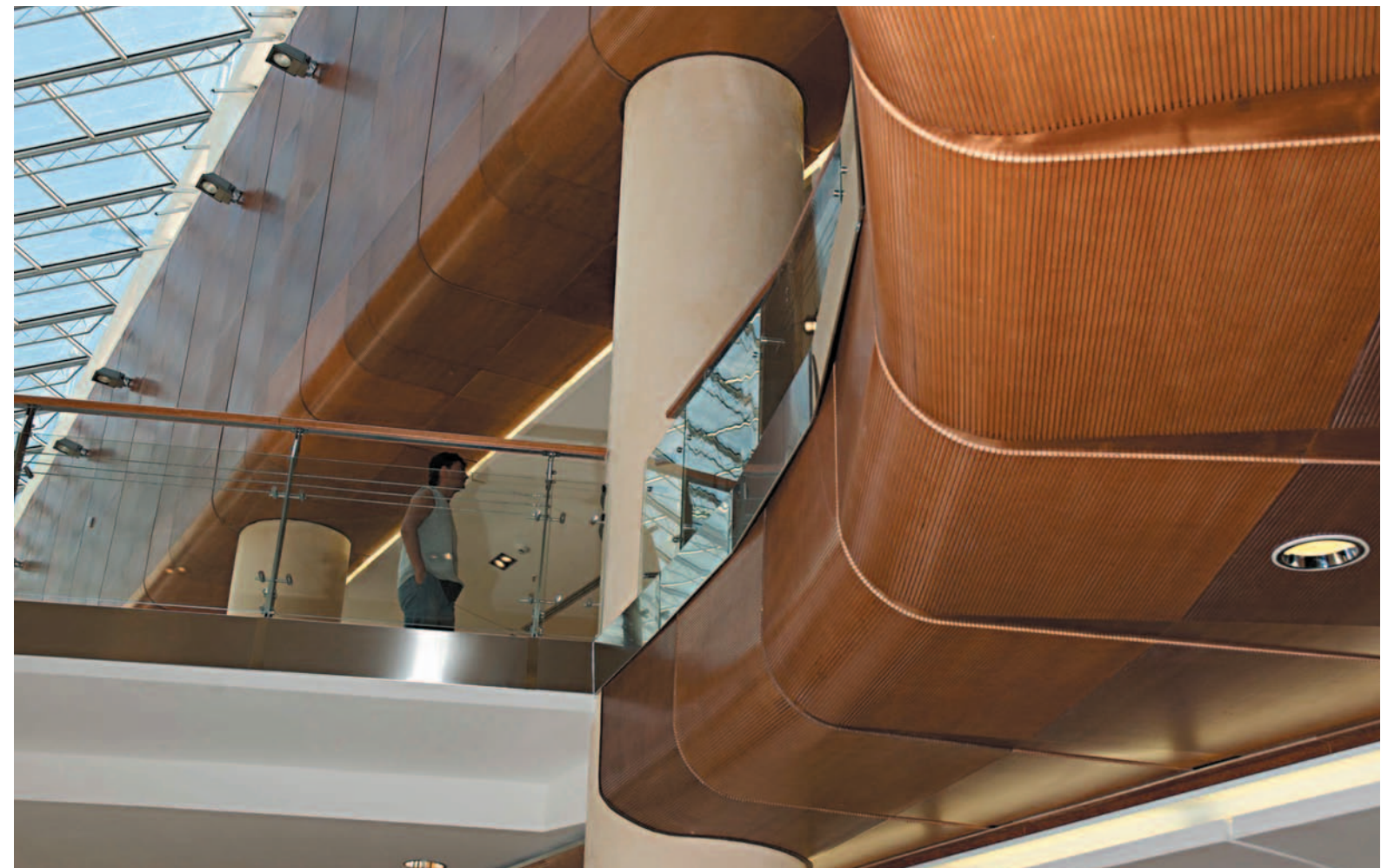




## Casetta Mattai, Rome

This regional centre on the outskirts of Rome already had an existing developed masterplan, which the client, Groupe Altarea, required updating in terms of the retail diagram and the interior elements. The response was to create a series of clear landmarks internally defined by shapes and materials; this helped to create clear navigation within the centre with clearly defined customer routes and dwelling spaces. These internal landmarks were created using variable geometry and materials such as titanium cladding and rich timber cladding to create a warm and vibrant interior

The project was completed in 2005 and has been trading successfully.





## Jubilee Place, Canary Wharf, London

Jubilee Place forms the latest retail offer in the Canary Wharf complex and seeks to provide a fresh and new contemporary customer environment. The appeal is further strengthened by the links with transport hubs as well as significant office developments which feed directly into the public spaces.

The concept was generated by the fact that the majority of the retail area is below ground level and has limited natural light but wonderful views to a garden area above. This led to a study of classic arcades such as Burlington Arcade in London, which provided inspiration for the scale, and geometry of the shopfronts.

The design language and quality compliments that of the Canary Wharf brand, which sets outstanding levels of quality in terms of design, environment and service delivery.





## Tres Aguas, Madrid, Spain

This centre was developed with Lend Lease and opened in September 2002 on the outskirts of Madrid. The scheme consists of a strong retail component complemented by leisure and cinema elements all anchored around a central Plaza area.

The theme of 'three waters' is reflected in the different treatments of each of the malls, which utilise quality materials with natural and architectural forms to create variety and richness.

Tres Aguas has won a number of awards including the ICSC Best Large European Retail Centre in 2003.





## Forum Almada, Portugal

Situated across the river from Lisbon the scheme is envisioned as a destination centre for both the local population and people living in Lisbon as it has good access from major road networks.

The architecture comprises a series of landmark forms, which are reflected in the interior spaces to form a series of recognisable places creating interest as well as aiding visitor orientation. The linking malls also have a strong sense of place and a series of events such as exhibitions means that they provide a rich and interesting retail experience. The visitor experience is further enhanced with a series of artworks in the mall and key spaces as well as a food court with a dramatic terrace overlooking the surrounding landscape.

The mall opened in 2002 and has been a successful addition to the Multi Development portfolio.





## NikeTown, London

This forms the largest NikeTown in the world and is one of the main global flagships for this iconic brand.

Nike had developed a very strong concept and the main challenge was to turn a Grade II listed building into an impressive and flexible retail space whilst still keeping a well-known face. To create an impressive internal space, substantial openings were formed in two of the main floor plates and a Nike Pavilion was inserted into this. It can be reached from the main floors across metal deck access bridges, providing not only an exciting spatial experience but also creating a journey to the pavilion which represents the future of Nike technology.

The demanding brief for a constantly changing visual and audio environment reflected in an architectural element proved a challenging and rewarding experience. The major achievement was to satisfy these aims using a palette of standard 'off the peg' materials in a new and innovative way within a listed building.

After over 10 years the project has proved to be immensely successful and has also proved a flexible framework allowing for the insertion and accommodation of a variety of new retail formats to satisfy the ever changing requirements of Nike's customers.

