# Eastland

## Design Guidelines

# Eastland

Design Guidelines
Version 1, 22.05.2019

# Contents

**Eastland ..... 02**
Our Vision ..... 03
The Centre ..... 04

**Escaping the Mundane ..... 05**
Signage ..... 08
Closure ..... 09
Merchandising ..... 11
Technology ..... 12

**Immersive Retail Experiences ..... 12**
Materiality ..... 15
Threshold ..... 17
Lighting ..... 18
Ceilings ..... 19

**Space Specific Guides ..... 20**
Shopfronts ..... 21
Arcade Mall ..... 23
Central Mall ..... 25
Beauty Garden ..... 27
Town Square ..... 29
Fresh Food ..... 32
Casual Dining ..... 34
Food Court ..... 36
Cafe Food Retail ..... 38
Kiosks ..... 40

**Floor Plans ..... 44**
Level 1 ..... 45
Level 2 ..... 46
Level 3 ..... 47

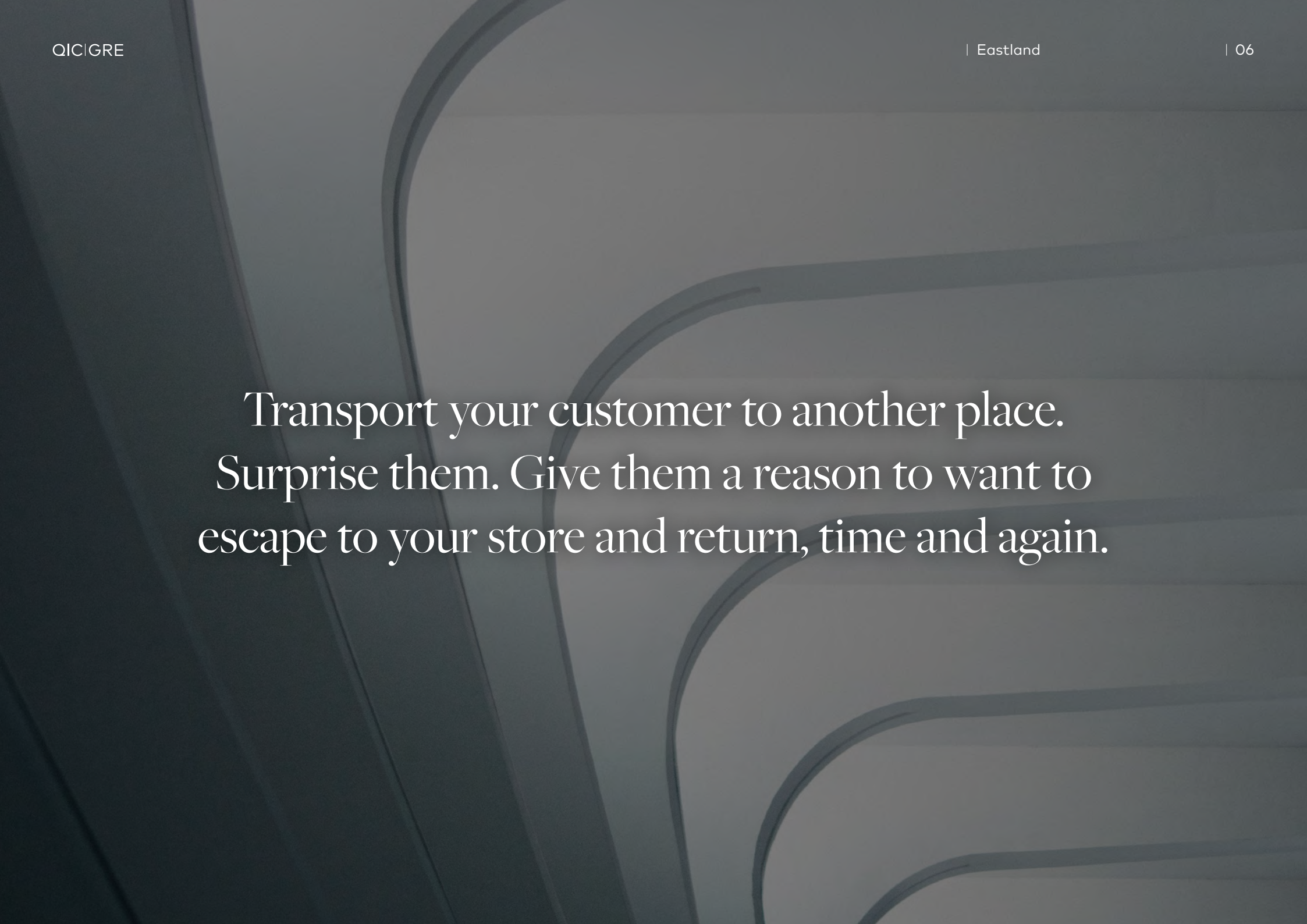
# Eastland

Our Vision ..... 03
The Centre ..... 04

As eastern Melbourne's retail and lifestyle destination, Eastland has been the cornerstone of the area's urban regeneration.

# Escaping the Mundane

Materiality ..... 15
Threshold ..... 17
Lighting ..... 18
Ceilings ..... 19



Transport your customer to another place. Surprise them. Give them a reason to want to escape to your store and return, time and again.

# Escaping the Mundane

Lure the customer into your store. Through brand presence and experience, appeal to your customer's desire to escape reality.

Todays retail landscape is filled with multi-sensory experiences. Captivate your customer by stimulating their senses. Capture their attention with a memorable sign, or bespoke entry closure and dynamic shopfront. Use clever merchandising and technology to draw them into your store.

Together, these components will help your customer escape the mundane and leave a lasting impression.

1

—

1. Felipe Oliveira Baptista Exhibition

# Signage
## Your name—up in lights

Integrating a clear, fully fabricated and legible communication of your brand through signage is key.

Signage considerations:
- 1 x primary sign per shopfront elevation ≤10m;
- Primary sign is limited to brand-name only;
- Refer to space specific guide for maximum letter heights;
- A maximum letterform projection of 50mm is advised.

Complementary and secondary placement to the primary sign:
- A maximum letterform height of 75mm;
- Fabrication quality equal to that of the overall shopfront materiality and quality;
- Tag lines may be permitted based on scale and visual prominence being secondary.

2

3

—
1. Zumbo, designed by Elenberg Fraser
2. Kirk Originals, designed by Hufton Crow
3. Kookai, Emporium, Melbourne

## Closure

### Create a statement that entices shoppers through your door

Closures must either be housed above the nominal ceiling line or in a purpose-designed and built enclosure that forms a part of the overall shopfront composition and concept.

Closures may be fully glazed, whether framed or frameless; hinged, sliding, bi-folding, vertical or horizontal, solid hinged/folding doors or similar and full height where possible, to a minimum of 3.5m.

1

2

3

4

1. Aje Pacific Fair designed by Caon Design Office
2. Capsule Emporium, designed by Prospace Design
3. The Tea Centre Westfield Chermside, by McCartney Design.
4. Aesop, Emporium, Melbourne by Kirsten Thompson Architects and PSLab

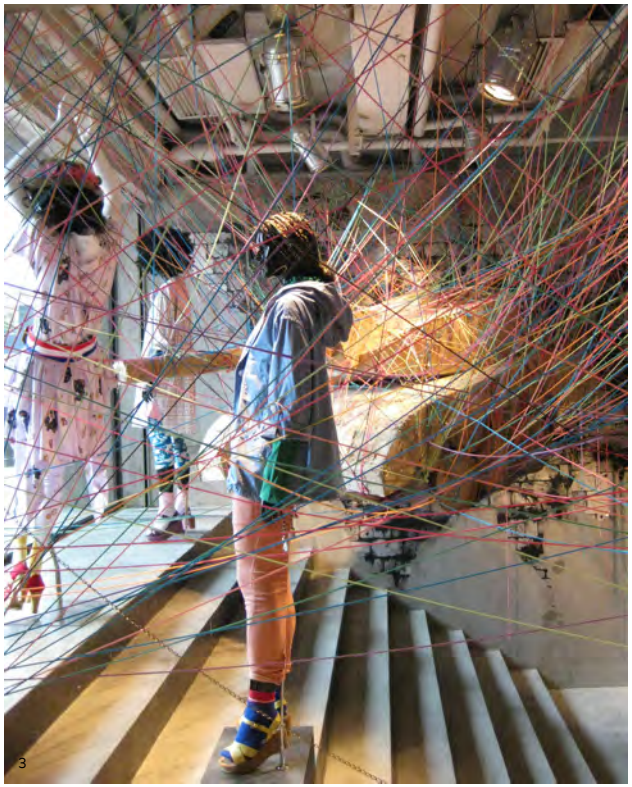
## **Merchandising**
## Embrace and own the theatre of retail

Use your windows to create moments of theatre and magic. Quality visual merchandising engages with the shopper, connecting them with the brand and in-store experience.

A cohesive brand strategy should also extend to a store's ticketing, offer and promotional strategy. It's critical to ensure elements are professionally executed and can sit seamlessly among visual displays to clearly communicate with customers.

1

2


3

4

—
1. Chanel Windows Nord
   Credit: Flickr
2. Linda Farrow Nightmare, designed by Neiheiser & Vale
3. Eastland Guideliness approved
4. Seibu Shibuya, Tokyo by Nendo Design
   Credit: Takumi Ota

# Technology

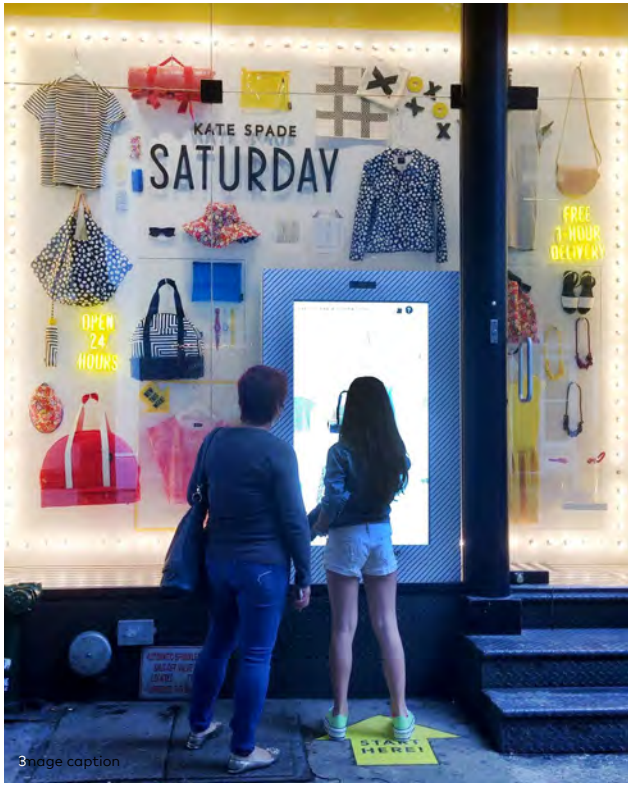
## How will technology transform your brand and keep it relevant?

New and broad-reaching technologies should not only be used to streamline, improve and merge an online retail platform within the built environment, but also to enhance the customer experience and improve a retail business.

Embrace new digital technologies, activate your new tenancy, and future-proof it for a new generation.

1

2 Image caption



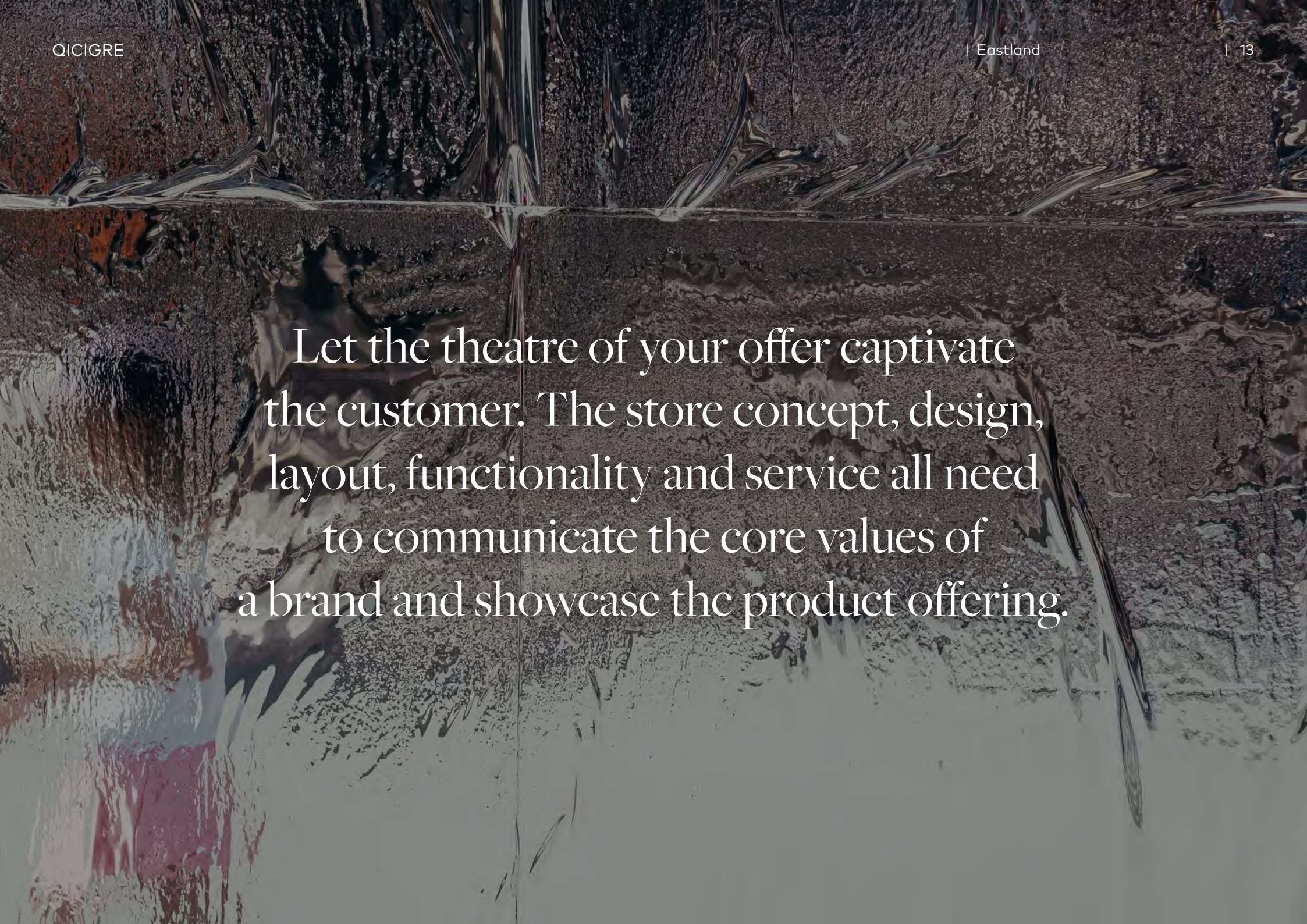
3 Image caption

4

—
1. Digital Clothing Hanger, C&A Stores
2. Pay Anywhere
3. Kate Spade Saturday. Source: Fifth & Pacific.
4. Nike Interactive Digital Signage

# Immersive Retail Experiences

Materiality ..... 15
Threshold ..... 17
Lighting ..... 18
Ceilings ..... 19



Let the theatre of your offer captivate the customer. The store concept, design, layout, functionality and service all need to communicate the core values of a brand and showcase the product offering.

## Immersive Retail Experiences

Create an all-encompassing experience. Draw your customer in and let your brand identity envelope them.

Take your customer on a journey that begins at your entry threshold. Entice the customer into your store by surrounding them with a material that speaks to the essence of your brand.

Utilise the ceiling as an extension of your space and dramatise the experience with creative lighting design.

—
1. Crumpler, designed by Russell and George. Credit: Diana Snape

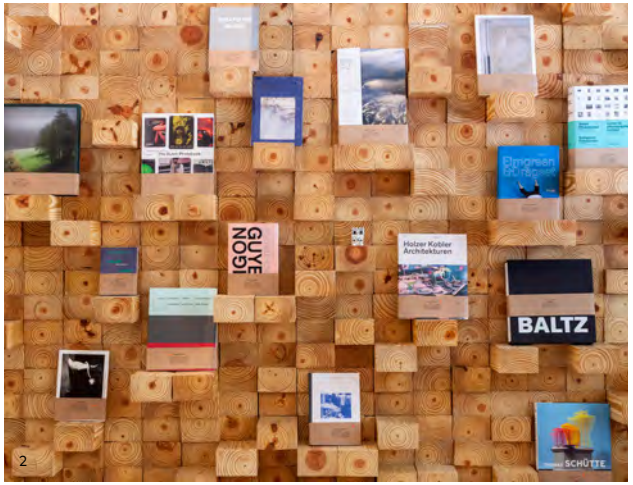
## Materiality
If my brand was a material, what would it be?

Consider solely, or in combination, some of the following materials for your shopfront:

- Framed and articulated glazing systems;
- Frameless glazing;
- Quality metals;
- Solid timbers;
- Vitrified tile;
- Natural or reconstituted stones;
- Masonry;
- Solid surface or resin-based finishes;
- Low iron colour back glass;
- New and innovative architectural grade finishes.

The first 1.5m of your tenancy beyond the lease line must be treated and finished in high quality materials.

1



2

3

3

—
1. Camper Shop Glasgow, designed by Tomas Alonso Studio
2. Casa Bosques Bookshop Mexico City, designed by Savvy Studio.
3. Acne, Melbourne by Bozarth Fornell Architects
4. J&M Davidson store, Mayfair by Universal Design Studio
Credit: Charles Hosea

# Materiality

Aesop Kuala Lumper
Credit: Iz Mady & Elaine Yuen

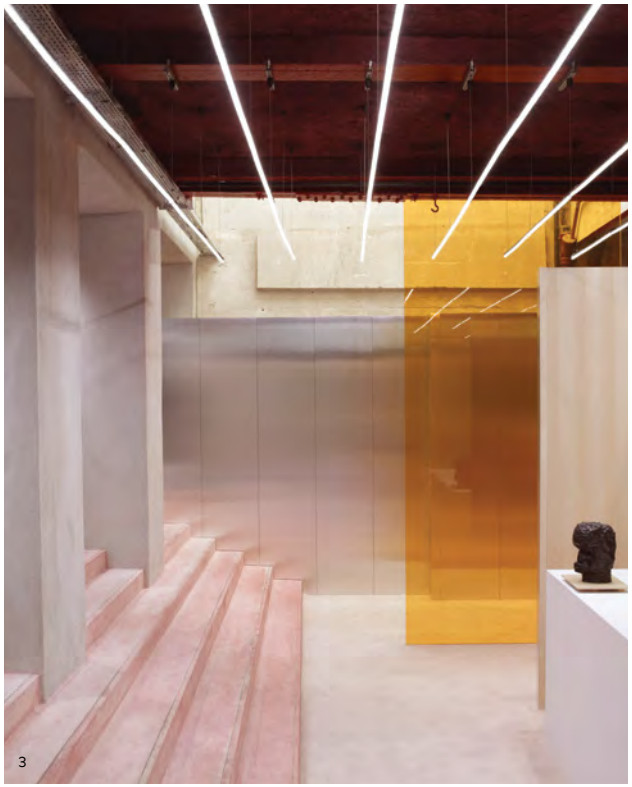
# Threshold

## What it means to be immersive and truly deliver on experience

Lead your customer on a journey through a curated entry threshold. Emphasise entry into your store by creating a three dimensional passage.

1

2


3

4

—
1. Felipe Oliveira Baptista Exhibition, designed by Tomas Alonso Studio.
2. Volume Melbourne Central, designed by Studio Ginger
3. Acne, Rue Froissart, Paris by Bozarth Fornell Architects
4. Issey Miyake Shinjuku, designed by Moment Design Tokyo.

# Lighting
## Sculpt the power of light to create magic

The creation of an enticing, dramatic, yet controlled lighting design system is sought within all stores at Eastland.

Fully integrated lighting systems and designs that deliver retail theatre, create rhythm, play with light and shadow and establish a visual hierarchy that distinguishes focused product displays from ambient spaces are a must and will be the focus of any design review.

1

2

3

4

—
1. Eastland guidelines approved
2. Zuo Corp, designed by Super Super Inside Outside
   Credit: Jacek Majewski
3. Theory Store Los  Angeles, designed by Nendo
4. J&M Davidson, London by Universal Design Studio
   Credit: Charles Hosea

# Ceilings
## The fifth wall for your brand

Three dimensional and articulated ceiling designs create impact through expressions of volume and scale and can add further points of interest to the store environment.

As a minimum, your ceiling design must commence as an extension of the mall bulkhead soffit at its maximum height and be of a solid material finish for the first 1.5m from the shopfront lease line.

Any creation of a drop bulkhead face between varied ceiling levels will need to incorporate as a minimum:

- A shadow detail of sufficient proportions;
- A concealed or recessed lighting detail;
- Connect vertical bulkhead face to interior ceiling with a consideration of materiality, texture, and/or reflection.

1

2

3

4

—
1. Acne Studios Sydney, designed by H&E Architects.
2. Bondis Best Sydney, designed by Tom Mark Henry
3. Boutique Runway Vietnam, designed by CLS Architetti
4. Diesel Store, The Strand Sydney, designed by Russell & George

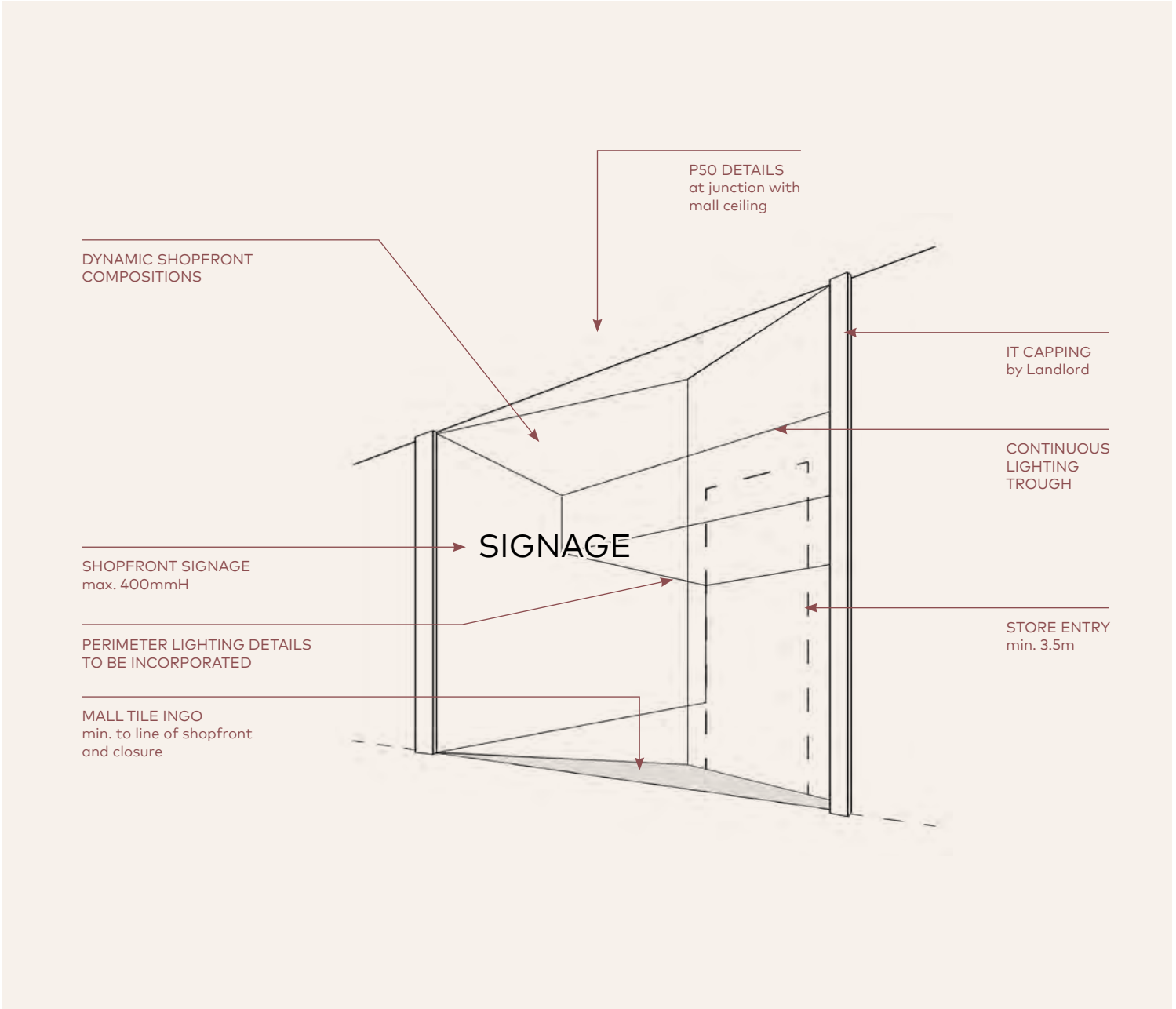
# Space Specific Guides

Shopfronts ..... 21
Arcade Mall ..... 23
Central Mall ..... 25
Beauty Garden ..... 27
Town Square ..... 29
Fresh Food ..... 32
Casual Dining ..... 34
Food Court ..... 36
Cafe Food Retail ..... 38
Kiosks ..... 40

## Shopfronts
Command attention and spark the imagination

Singular full height elements in conjunction with maximum transparency should be the basis of your shopfront design.

—
1. Wagya Ramen, designed by Suface Studios, Sarah Lee Interior Design
2. Crumpler Doncaster, designed by Russell & George
3. Visual Mass, designed by Alden Chong
4. MIDAS Eastland, designed by 2M Creative




## Shopfronts

- Full height entry doors are preferred, 3.5m is the minimum;
- Articulate your shopfront, and go beyond a shopfront composition that begins straight on the lease line.

## Arcade Mall

Embrace the intimate scale of this mall.

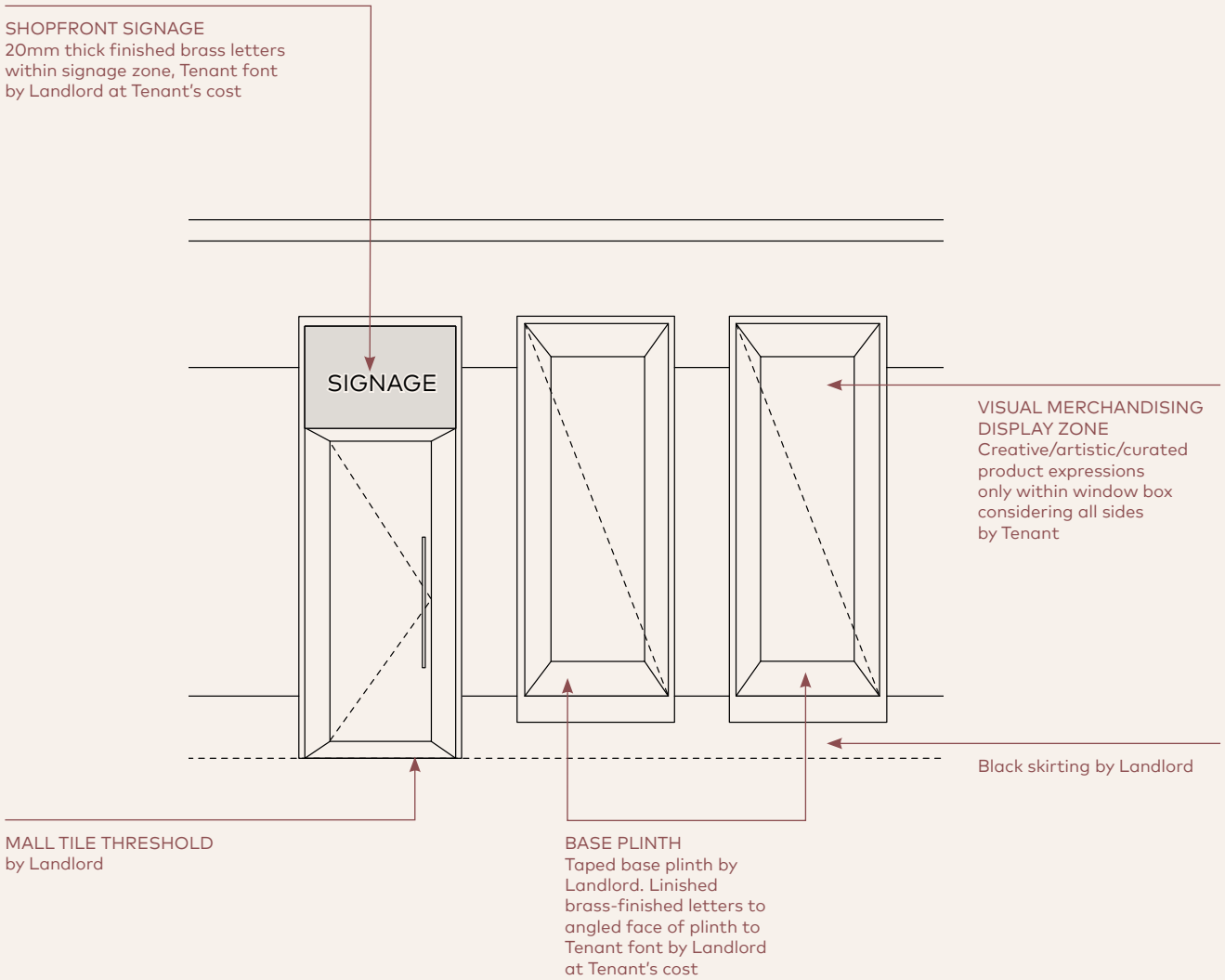
Use the prescribed display windows as a stage, and display your brand to capture the attention of your customer.

Shoppers love to feel special—allow this intimacy to inform a new level of personalised customer service.

2

3

—
1. Eastland Arcade Mall. Credit: Lucas Dawson
2. Sisko Chocolate Eastland. Credit: Lucas Dawson
3. Arcade Mall, Eastland. Credit: Ben Johnson




# Arcade Mall

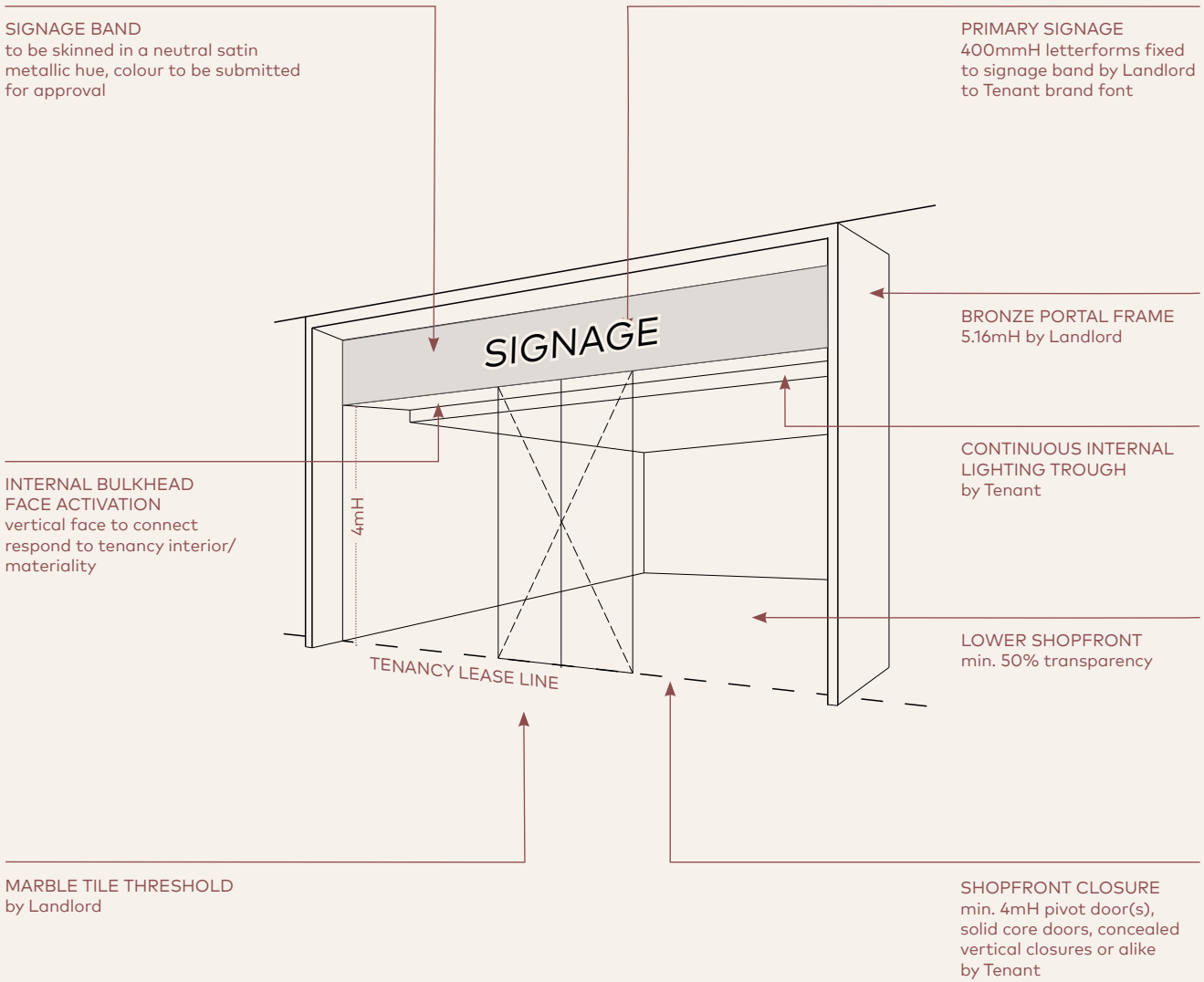
- Express your brand through creative VM in your display box;
- Fixtures and fittings to display your product and bring your tenancy to life will be the focus;
- Use of monolithic display plinths in window boxes is preferred.

# Central Mall

Embrace the distinct mall architecture within Central Mall. Let the portal frame your brand and help create a compelling tale within.

Inspired VM display should entice the customer into your store while your bespoke counters and fixtures should leave them wanting to embrace your product. Use luxe materials to leave a lasting impression of your product or service.

—
1. The Daily Edited, Chadstone, designed by Pattern Studio.
2. Kookai, Melbourne, designed by Hecker Guthrie.
3. Central Mall, Eastland. Credit: Isamu Sawa.

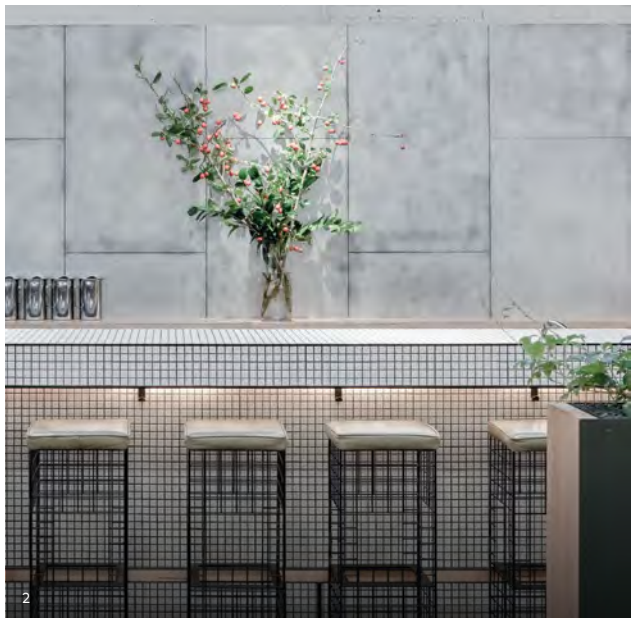



## Central Mall

- Embrace a full height closure;
- Architectural grade finishes to be used on the shopfront.

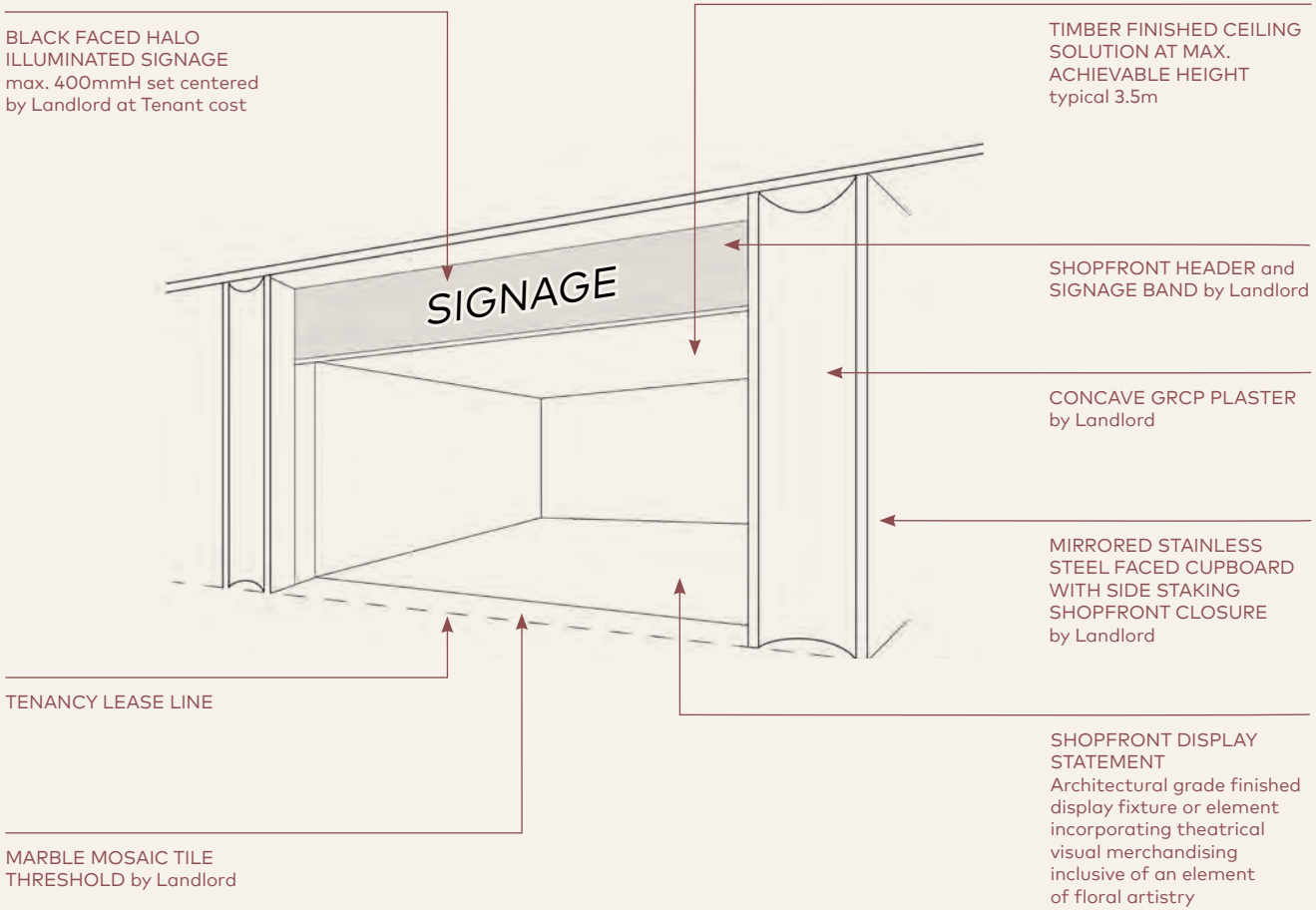
# Beauty Garden

A place where beauty, wellbeing and art blend harmoniously. Your prescribed open shopfront is the portal in which your design will holistically respond to the concept of beauty and garden. Simple!



—

1. Flowershop, designed by Point Supreme. Credit: Yannis Drakoulidis
2. St Judes Cellars, Melbourne by Russell and George Credit: Dianna Snape
3. Beauty Garden, Eastland. Credit: Lucas Dawson




## Beauty Garden

- Incorporate a timber finish to your ceiling;
- VM display to be inclusive of floral artistry element.

## Town Square

Embrace this unique, community-focused precinct and create a local experience.

Whether your offer is food, merchandise, fashion or services, your brand will form part of the unique offer that is the Town Square.

The design of your tenancy should respond to this destination and must have the flexibility to transition from day, to night.

3

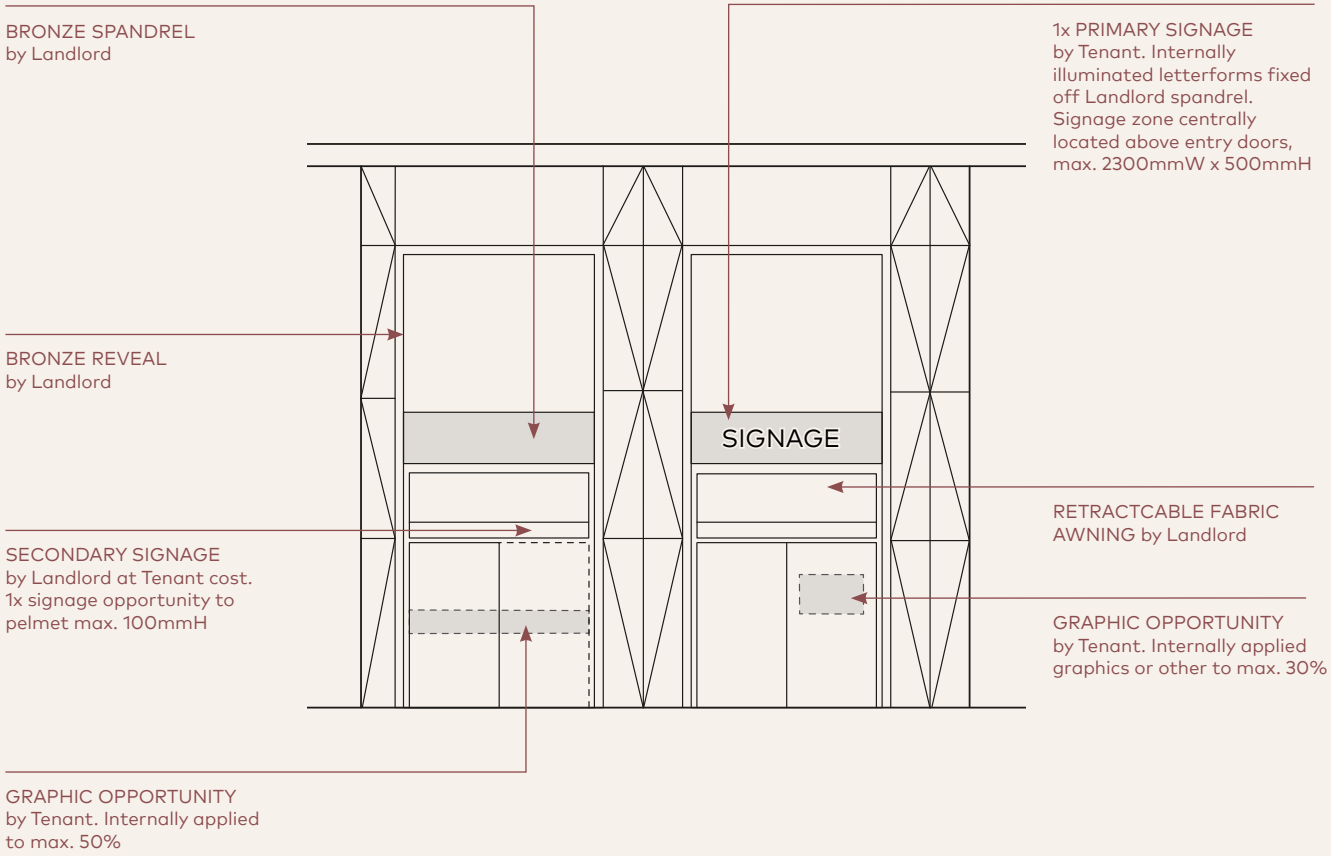
—
1. Monocle, London, designed by Monocle.
Credit: Monocle Magazine

# Town Square

Town Square is an expression of double height stone clad tenancies that open out to a piazza, reminiscent of an age old town centre.

Express your brand through expansive windows that act as a portal, allowing your DNA to shine through.

—
1. Town Square, Eastland, designed by Seventh Wave. Credit: Lucas Dawson




# Town Square

- Express your brand within the shopfront zone;
- Additional window;
- External seating should be an extension of your brand DNA.

# Fresh Food

The Fresh Food Precinct is a curated selection of food operators sharing their goods in an open trading environment.

The first 2m of your tenancy contains a transparency zone where we have created the illusion that your tenancy extends into the shared mall space.

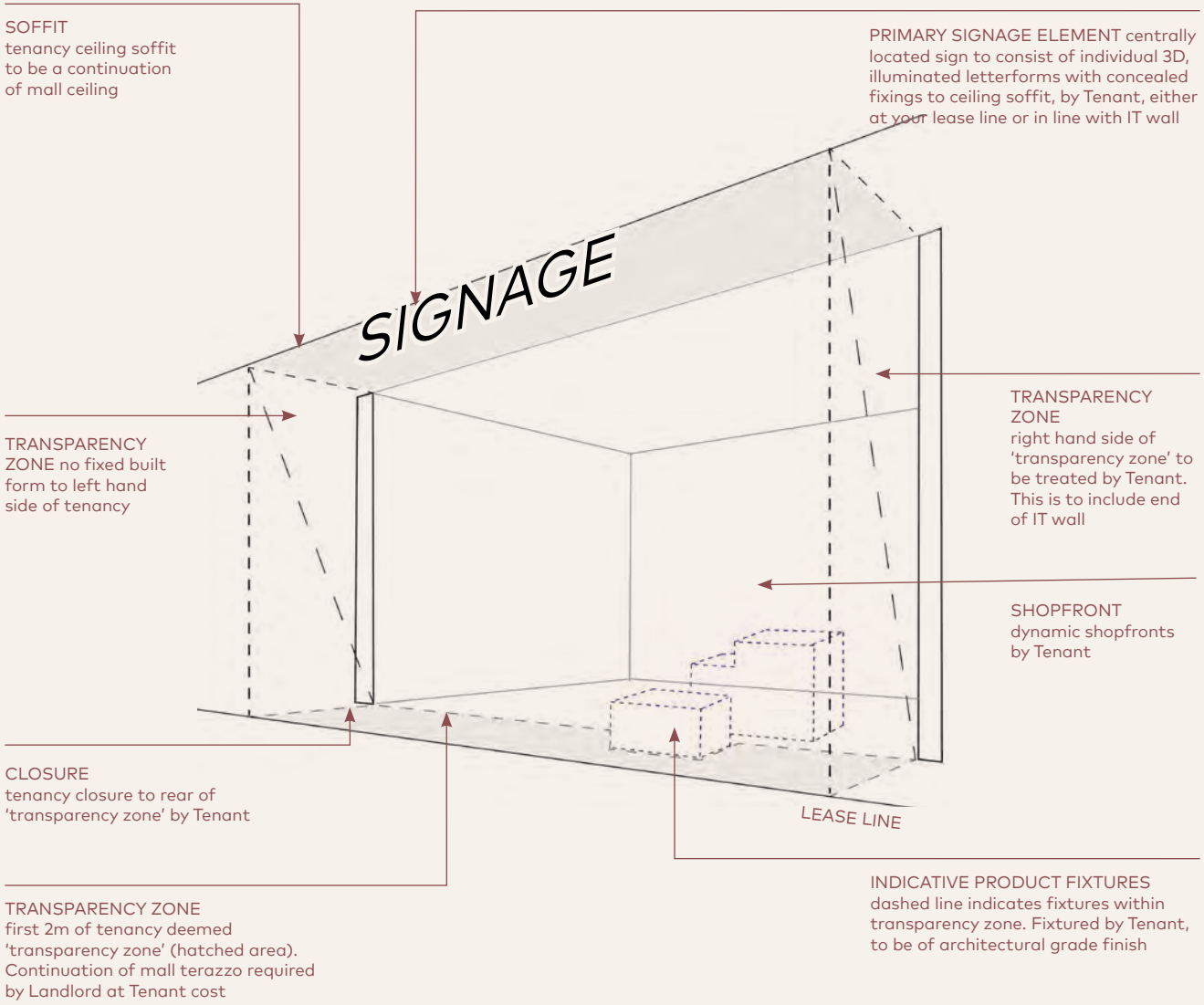
Ensure your chosen fixtures relate to your brand and display your goods in the best way possible.

1

2

3

—
1. ISLA Amsterdam, designed by Nicemakers.
2. Bread Table, designed by Airhouse Design Office. Credit: Airhouse Design Office.
3. Bilder & De Clercq, designed by Staat




## Fresh Food

- The transparency zone should contain fixtures easily moved into your tenancy;
- Locate your sign either on the lease line or at the line of closure.

# Casual Dining

The casual dining precinct offers customers a refuge in the mall environment and invites them to sit and enjoy what's on offer.

Create a memorable experience that begins with a visual food display or seating zone. The first metres of your tenancy should include an activated seating zone that spills into your licensed seating area.

Primary brand signage must be set back within this 2m zone, while a button blade sign on your IT wall will give your brand greater presence to passers by.

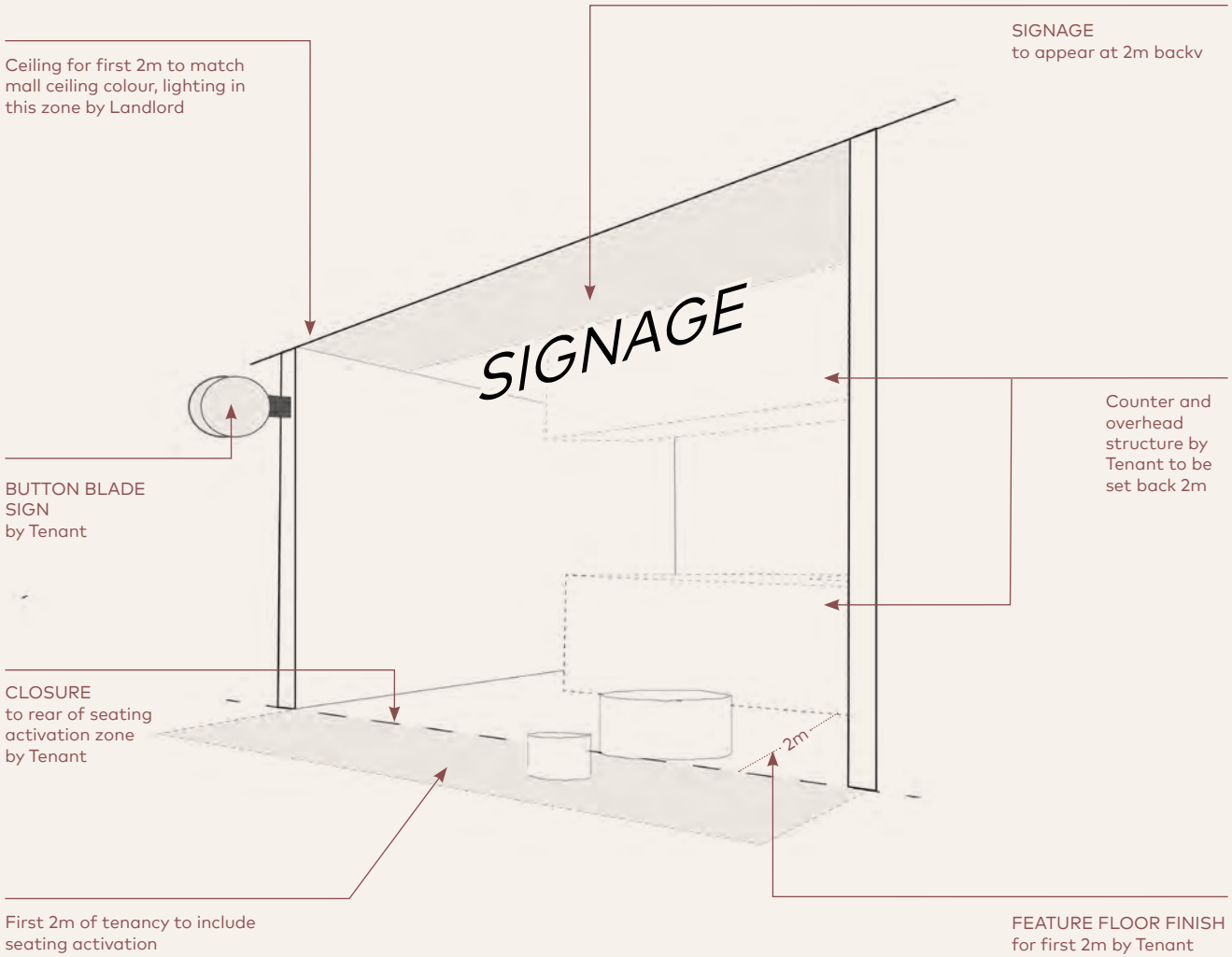
The ceiling within the first 2m is to be a continuation of the mall ceiling.

1

2

3

—
1. Oggi Osteria, Adelaide, designed by Studio Gram
Credit: David Sievers.
2. Koko Black, Brisbane, designed by Russell & George.
3. Jimmy Grants, Eastland Town Square, designer by Techne Architects




## Casual Dining

- Use seating to activate the entry of your tenancy.
- Primary brand signage must be set back within this 2m zone;
- Button blade sign on your IT wall will give your brand greater presence to passers by;
- The ceiling within the first 2m is to be a continuation of the mall ceiling.

# Food Court

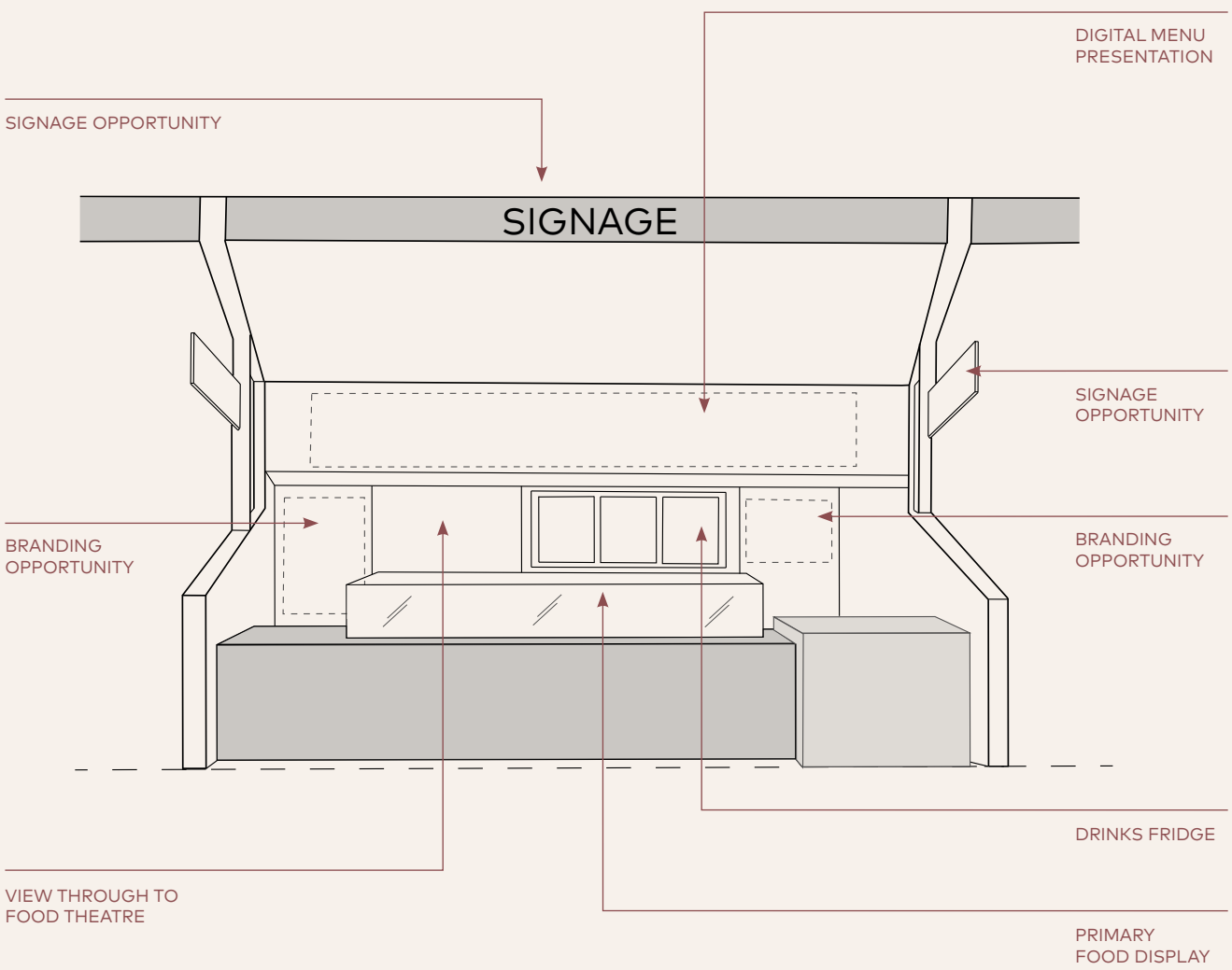
Use innovative finishes and lighting that will highlight your food offer and create a feast for the eyes.

1 2

2

3

—
1. Salsas, designed by Juicy Design
2. Chök The Chocolate Kitchen. Barcelona.
3. Piccolina, Melbourne, designed by Hecker Guthrie




## Food Court

- White illuminated signage will herald your brand;
- Blade signage will provide you with greater visibility;
- Monolithic forms will anchor your counter.

# Cafe Food Retail

Within the mall, general merchandise and fashion retail are sometimes punctuated by a food offer.

Create a multi-sensory food retail space, exploring a component of food service within your shopfront to enable customers to taste and experience your offer.

Excite the customer by bringing the best of your offer to the forefront of your tenancy.

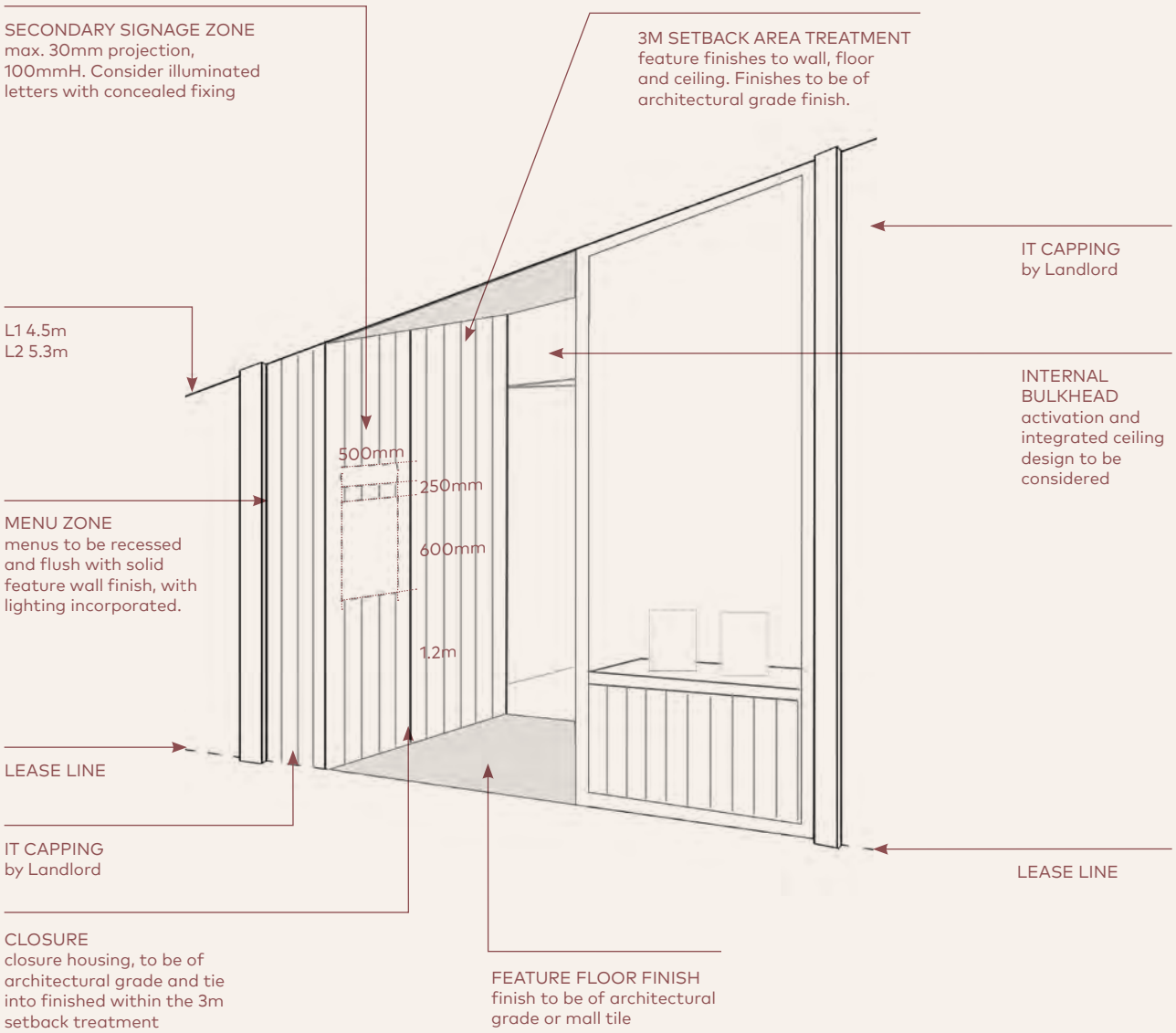
1

2

3

4

—
1. Waffee Melbourne, designed by Hecker Guthrie
2. Victor Churchill, Sydney, designed by Dreamtime
3. Dough Pizza, Westfield Whitford City, designed by Ohlo Studio.
4. Feast of Merit, Melbourne, designed by Biasol Interior Design




## Cafe Food Retail

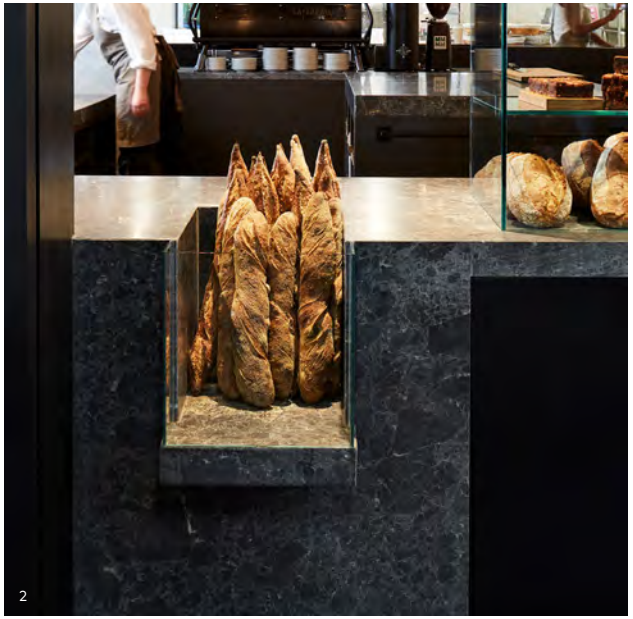
- Bring your food display to the front of your tenancy;
- Menu boards are to be incorporated into your tenancy design;
- Use a feature floor finish;
- Open shopfronts are encouraged.

# Kiosks

Harness the power of sculptural form and dynamic layout to create an individual kiosk environment.

Kiosks are to be monolithic in appearance with all internal cupboards and surfaces to be colour-blocked in singular materiality. Express yourself as a confident operator with branding that has a strong sense of identity.

1


2

3

—
1. Uber Head Quarters, San Francisco, designed by O+A Studio & MASH studios. Credit: Jasper Sanidad
2. Q le Baker Prahran Melbourne, designed by Adele Bates
3. Poacher & Hound Melbourne, designed by Techne Architects

# Kiosks

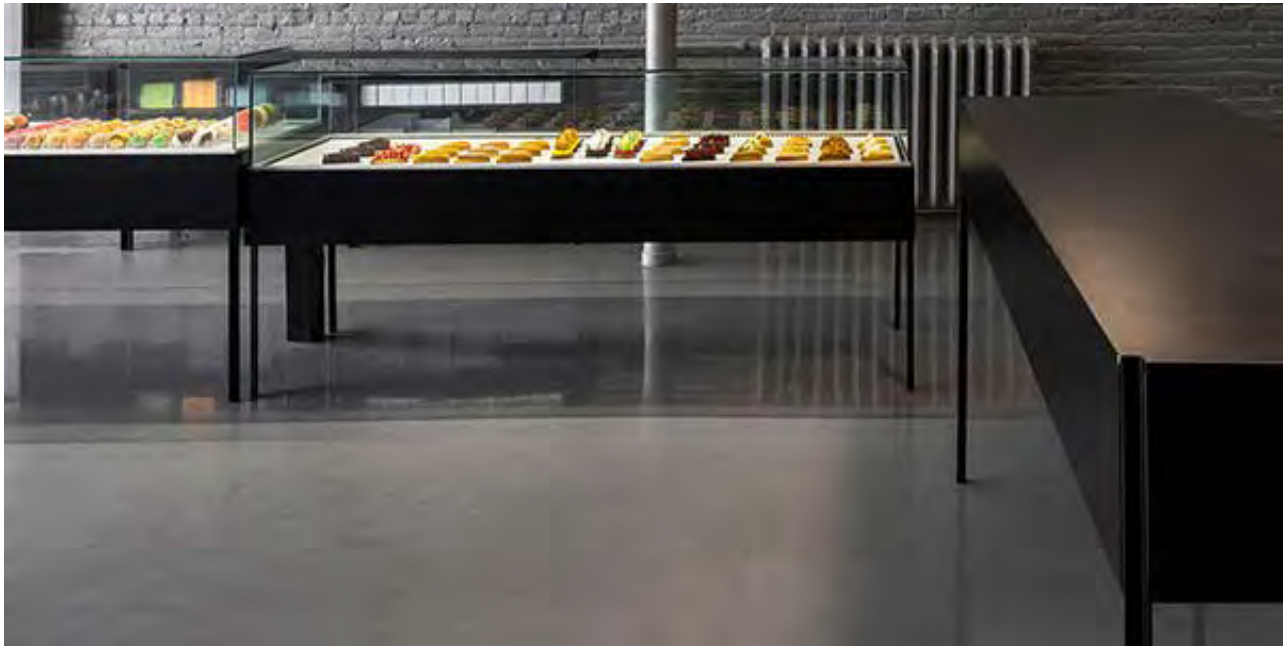
Your counter should be clean and uncluttered with all operational requirements integrated within your kiosk.

Menu boards are to be set within your counter, displayed on an upstand, no higher than 1200mm or integrated and displayed 45/90 degrees.

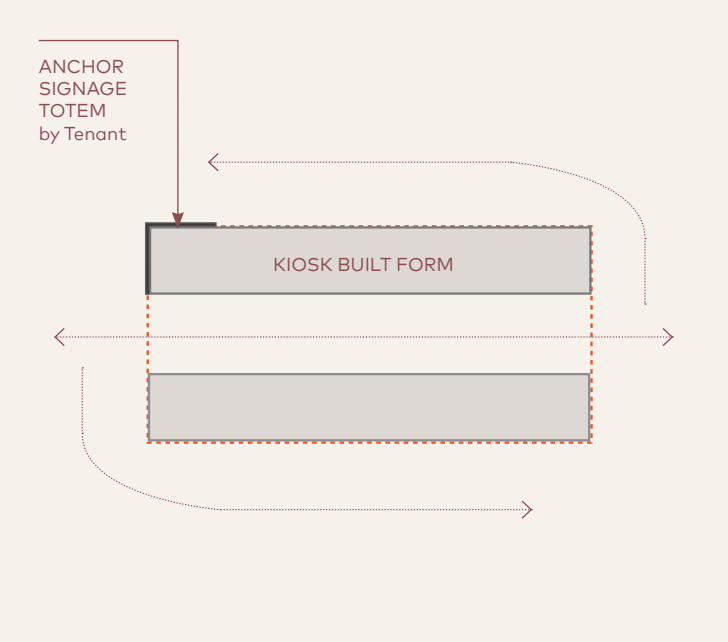
Your food kiosk may extend to 1400mmH obscuring BOH functions. This height may not extend greater than 4m in length.

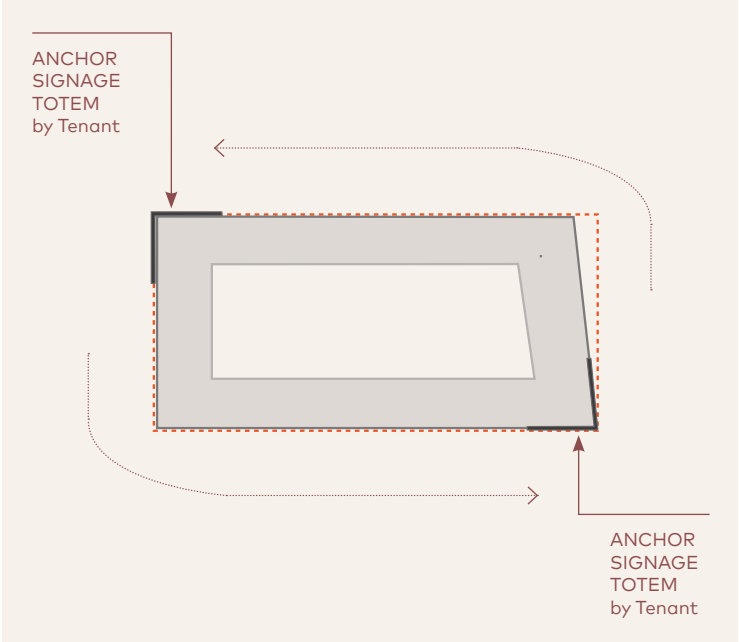
Should you be entitled to a licensed seating area, consider using your furniture in creative ways that define your seating zone beyond continuous barriers.

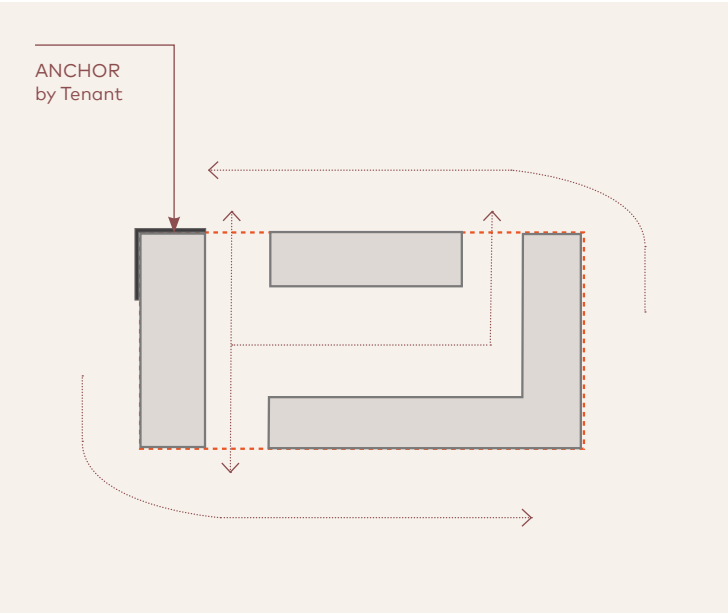
1

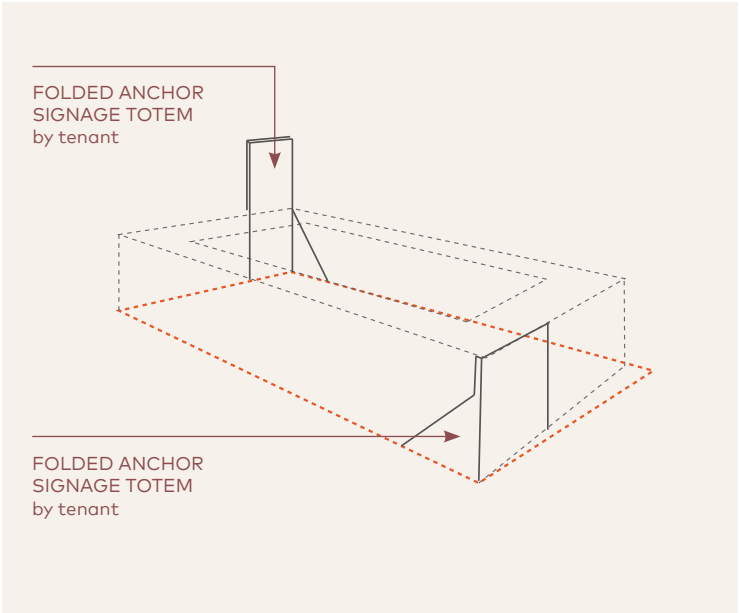


—
1. Bilder & De Clerq Supermarket, Amsterdam, designed by Staat
2. Crux & Co South Melbourne, designed by Eat Architects
3. A La Folie Patisserie, Montreal, designed by Atelier Moderno & Anne Sophie Goneau.



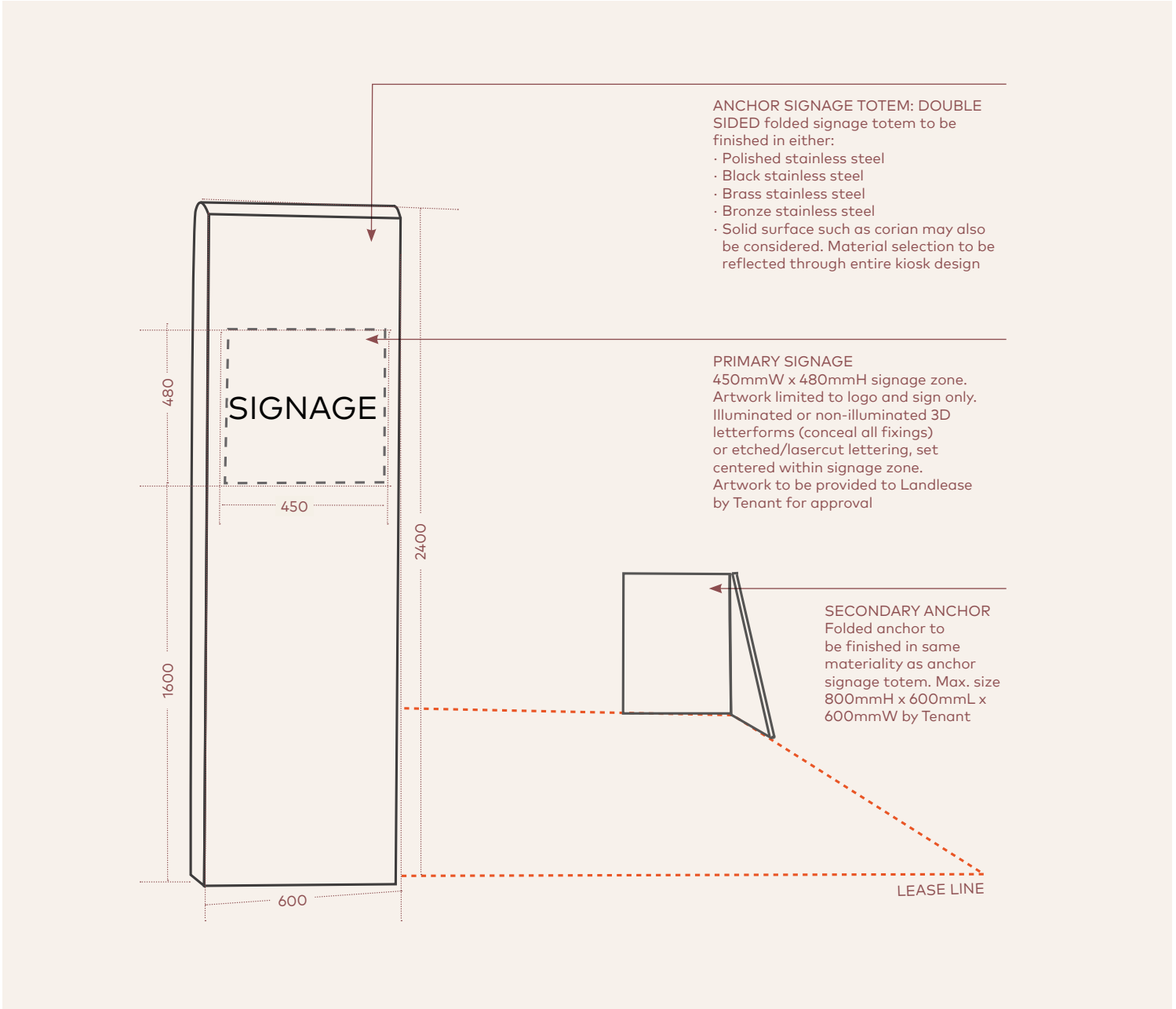




## Kiosks

Dynamic, irregular kiosks entice the customer, draw them into your space, and wllow them to truly embrace your brand.

Design a kiosk that embraces an articulated form.



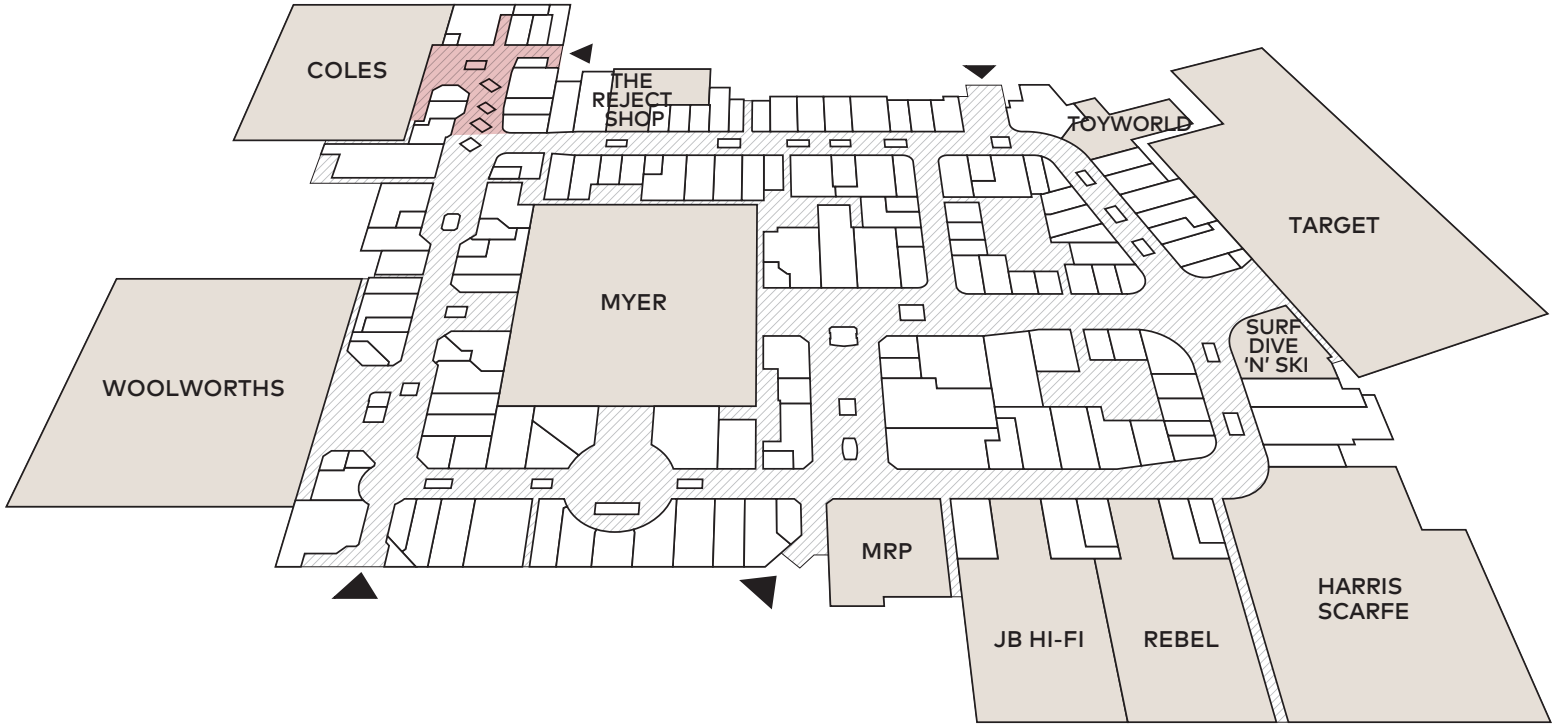

# Kiosks

Digital screens may be integrated into your kiosk with additional pylon permitted for food kiosks.

# Floor Plans

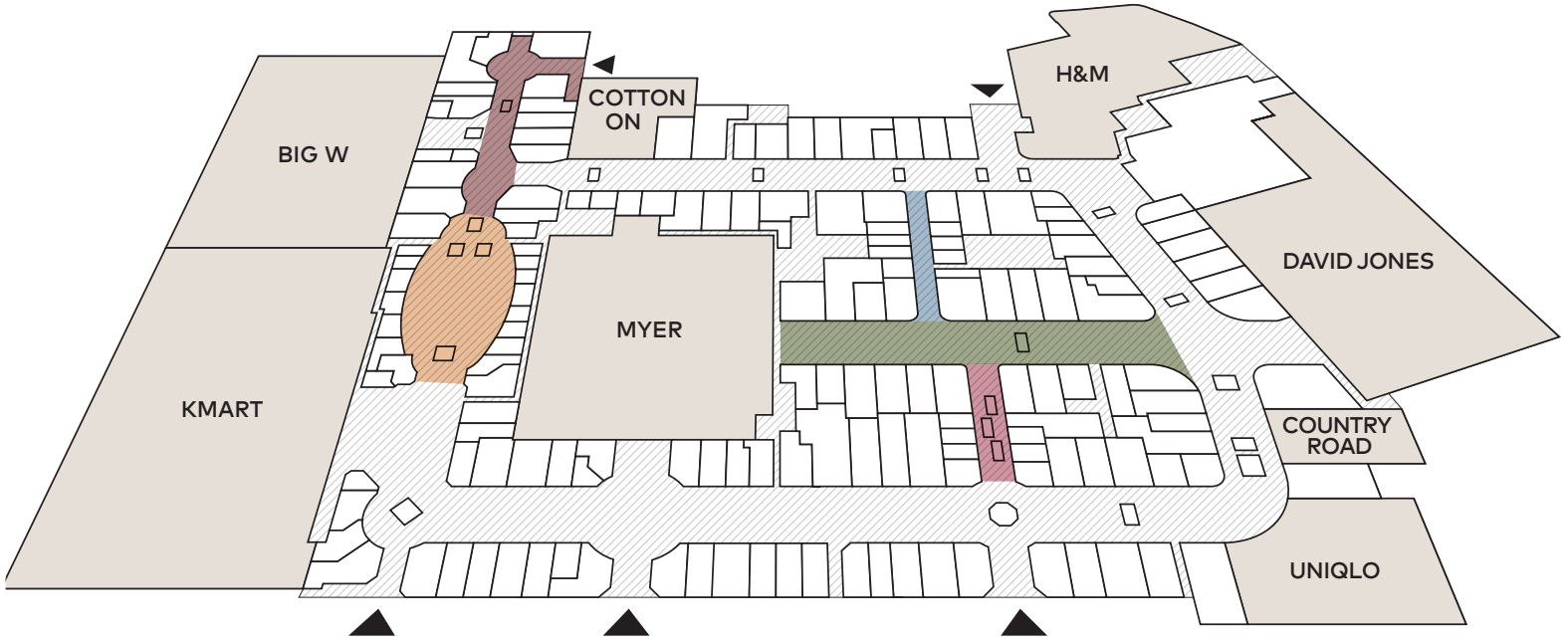
Level 1 ..... 45
Level 2 ..... 46
Level 3 ..... 47

# Floor plan
Level 1



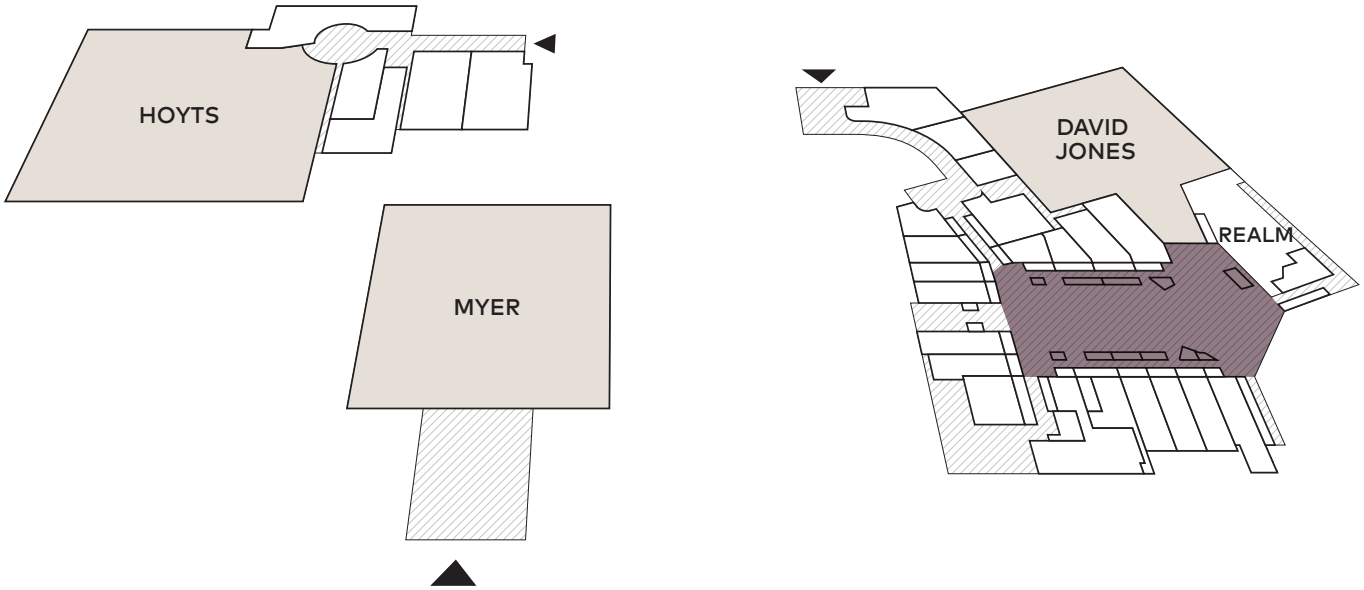

FRESH FOOD

# Floor plan
## Level 2




- CASUAL DINING
- FOOD COURT
- ARCADE MALL
- CENTRAL MALL
- BEAUTY GARDEN

# Floor plan
Level 3




● TOWN SQUARE

DISCLAIMER The Centre is owned by Eastland Property Holdings Pty Ltd. The Centre is managed by QIC Properties Pty Ltd trading as QIC Global Real Estate. Eastland Property Holdings Pty Ltd, QIC Properties Pty Ltd and their respective subsidiaries, representatives, agents, employees and contractors (the "Parties") have prepared the information in this document in good faith. However, the information is not intended to constitute advice and you should make your own enquiries and seek professional advice before entering into a lease. Photographs and illustrations in this document are indicative only. The Parties reserve the right to change any part of this document (including without limitation any design and fit out requirements described in this document). You should make your own enquiries in relation to and in respect of the contents of this document, including anything shown or described in this document. The Parties do not warrant the accuracy or completeness of the information in this document, and to the maximum extent permitted by law, disclaim responsibility for any loss or damage of any nature whatsoever which may be suffered by any person directly or indirectly through relying on the information contained in this document, whether that loss or damage is caused by any fault or negligence of the Parties or otherwise. The Parties accept no responsibility for the accuracy or completeness of statements made in this document which are based on information and research published by others. References to future matters in this document are based on the Parties' current knowledge or intentions and are subject to change. Details contained in this document are believed to be correct at the time of publication.

Copyright QIC Limited. Australia 2019. All rights are reserved. Do not copy, disseminate or use, except in accordance with the prior written consent of QIC.