

## Supermarket

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*Artistic and Graphic Concepts*

*The "supermarket" was not a subject of interest for architecture 20 years ago. The idea of consciously giving shape to our "banal everyday places" in a manner which would be sensitive to the urban as well as the rural environment and yet which would full fill our personal need for an aesthetic and pragmatic form was inspired by the playful way the American SITE markets dealt with the design of their façades. Our goal has been to create an intelligent and cultivated atmosphere for our customers through the careful fusion of architecture and design.*

*A project which aims at making the daily shopping experience one that positively engages all the senses, cannot effectively limit itself to the architectural shell, but has to take a comprehensive approach which integrates every detail from the selection of products, interior design, customer orientation, packaging, to the placards and other advertising means.*

*The interplay of economy and artistic creations, as well as of a continuous calling into question and fresh thought, fosters a positive climate that extends the concept of the "culture of everyday life" beyond mere functional considerations because it has a strong influence on the treatment of employees and customers and defines the market as a place of communication.*

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