



MPreis

This supermarket chain has gradually opened 120 stores across the Tyrol region of Austria, with a focus on bringing economic, social and cultural benefits to local communities. The company, which is not currently looking to expand across Austria or abroad, has challenged local architects to design supermarkets on a restricted budget so as to blend in with their surroundings and the life of the local population.

LOCATION: Walchseestrasse A-6342, Niederndorf, Austria SIZE: 1242sqm + 476sqm

DATE: November 2005

DESIGN: Peter Lorenz

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This supermarket located on the outskirts of the small village of Niederndorf has been designed to respond directly to its immediate rural surroundings. Pine wood is a symbol of comfort and local identity so whole tree trunks were sourced directly from a local sawmill and used to create a curtain wall façade that separates the retail environment from the surrounding open space. In addition to blending in with the local surroundings, this wooden screen also provides sun protection and creates an additional covered area outside the supermarket that can be used as a coffee terrace, a market square or a performance space.

