

Online-Bericht: Inside Retailing, 14. August 2006

<http://www.insideretailing.com.au/Latest/tabid/53/ID/366/Bold-architecture-makes-supermarket-chain-stand-out.aspx>

Bold architecture makes supermarket chain stand out

by [Site Admin](#) on August 14, 2006



Something from the scene of a scifi movie set? Mission control in Houston? Nope – it's the latest in supermarket design from an Austrian chain turning heads with its commitment to encouraging young architects to be different.

MPreis bills itself as "The Seriously Sexy Supermarket". The company's stores literally stand out because of their unusual and progressive architecture, reports Trendwatching.

MPreis has been commissioning up and coming architects for the last 15 years, encouraging them to design buildings that make the most of their settings in the Tyrolean Alps. Which is in stark contrast to most international chain retailers, who find a formula and repeat it, regardless of location.

A keen eye for aesthetics continues inside the stores, which feature sleek café's and carefully chosen materials. And the experience goes beyond design – MPreis also understands the value of storytelling, emphasising that the company is family-owned, and was founded by an entrepreneurial woman (Frau Therese MÖlk) in the 1920s.

Surprisingly, price levels at MPreis aren't higher than at competing supermarkets in the region. Although award-winning design comes at a slightly higher cost than generic structures, the buildings look more expensive than they are.

The key is that everything can be upgraded, and creating a richer customer experience doesn't necessarily require raising prices!

Republished with permission, from www.trendwatching.com