Project Description

The new Wormland store in Nuremberg city centre reflects the desires of its customers: cool modernity and elegance. The clean, urban look of the 1,600 m² Wormland store has been created by the planning and design team of the Stuttgart architectural and design office Blocher Partners.

The latest brands and attractive campaign themes are combined with vibrant lighting installations and street art, set in a modern studio design with accompanying music. This combination allows a distinctive and special atmosphere to be generated. The store is divided into different worlds over four storeys. Each theme world is characterised by different materials. Access to and guidance for customers over the sales area is therefore intuitive. The first and second floor is equipped with a multi-lane surface with individual theme areas and cross-merchandising. Ceiling rails with TIMO spotlights allow new spatial arrangements to be created over and over again with varying product displays.

Graffiti from the young artist Julian Vogel provides critical colour highlights and gives the store an authentic urban feel. Further points of focus are the large-area LED images around the escalators. Following the creation of a series of Wormland flagship stores (Munich, Berlin, Oberhausen) by Blocher Partners in cooperation with XAL, Nuremberg has now been given its own focal point for the brand's progressive lifestyle. In February 2017, Wormland Nuremberg was awarded the Store of the Year Award 2017. Among the items that particularly impressed the jury about the harmonious overall concept, that has run for years, was the integration of regional art in the branches.

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