



TRENDS IN THE GLOBAL FOOD LANDSCAPE

Hybrid Hospitality
The Push for Posh
Anti Big & The Pop Up Revolution

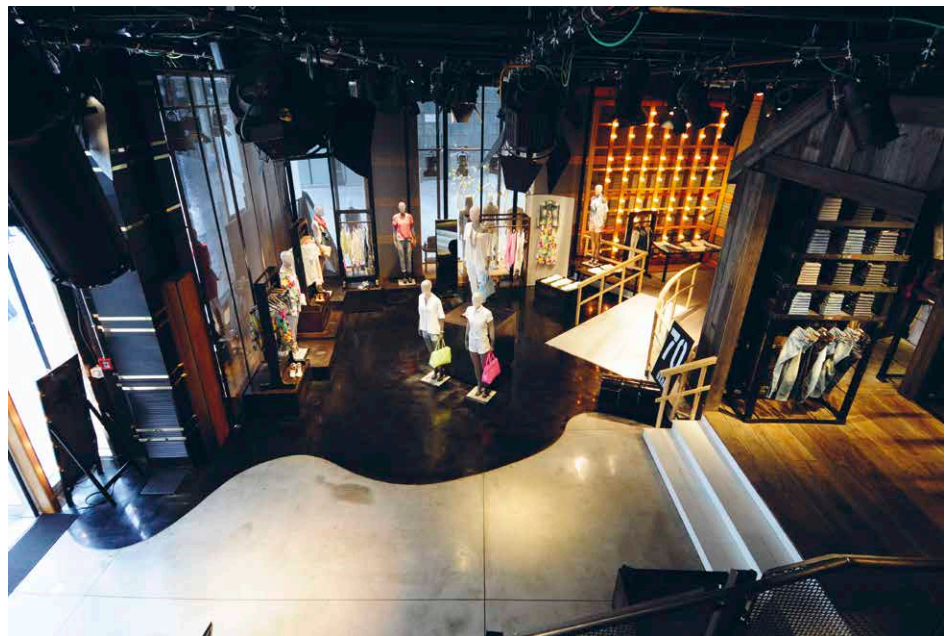
Hybrid Hospitality

Hospitality has become the destination driver across retail. Traditional businesses, from fashion brands to bookstores are bringing food and dining instore as a way of driving footfall, increasing dwell times and creating a sense of buzz and community. Even traditional food markets are reinventing themselves as foodcourts of the future, creating must-do city destinations that challenge more contemporary shopping malls. Food is set to become the cornerstone of retail.

REPLAY THE STAGE, MILAN



Replay "The Stage," is a new restaurant/bar "Multiexperience," flagship which opened in Milan in September 2014. It combines a theatrical stage set style fashion store, with changing displays and curtain graphics, with a fine dining restaurant and bar as well as a cafe bar.



HYBRID HOSPITALITY

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RED BY LA FELTRINELLI, MILAN



Read, Eat, Dream is the new Italian food hospitality concept from book retailer La Feltrinelli. Combining a traditional book store with cafe, restaurant and wine shop, RED has become a lunchtime destination for the office workers at Porto Nuovo in Milan.



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RAPHA CYCLE CLUB, AMSTERDAM



Rapha is an online cycle brand selling high end clothing. It launched into retail with its Cycle Club concept - which is a community hub where cycle enthusiasts can meet and take part in events, anchored by a cafe. With eight clubs worldwide, coffee is sourced from the best local supplier.



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MERCADO DA RIBEIRA, LISBON

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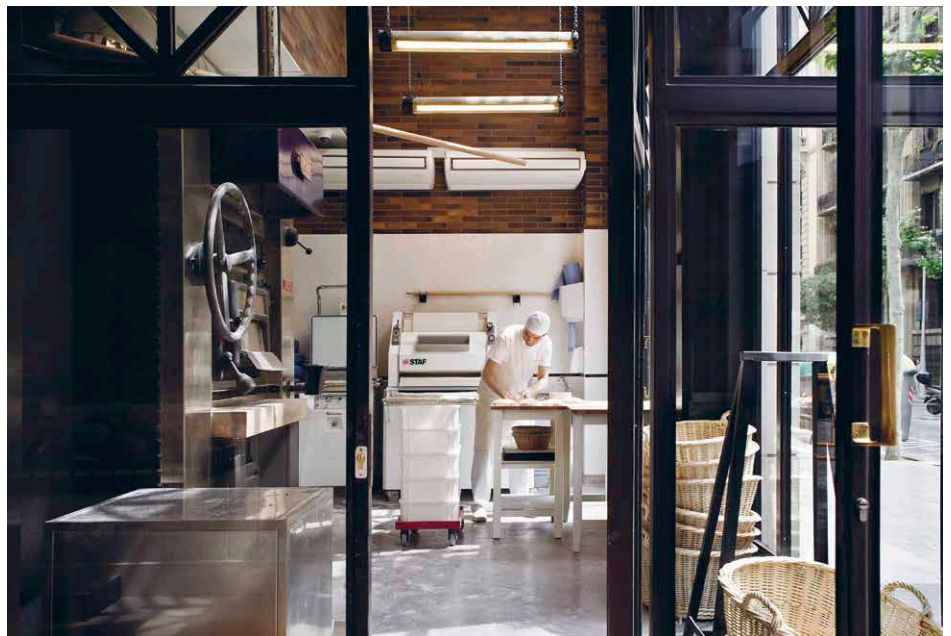
Time Out has taken the traditional food market of Mercado da Ribeira and turned it into the hottest food destination in Lisbon. The centre of the space has become communal tables with other bar seating where you can watch the chefs work. The place is packed every day.



PRAKTIK BAKERY HOTEL, BARCELONA



Praktik Bakery Hotel has a working bakery at the entrance to the hotel. Everything is on show and the bakery retail counter share space with the reception on the ground floor.



The Push For Posh

The Push for Posh continues to be a significant driver for retail and it raises the benchmark constantly for the store experience. Investment in design, from fast food and value brands, drives the rest of the market and particularly the department store sector, more than ever, needs to reinvent itself as contemporary and democratic destinations.

DE BIJENKORF KITCHEN, EINDHOVEN



Designed by Concrete, this is the second De Bijenkorf Kitchen; this time a stunning study in copper and light. The bar and cash register is topped with an amazing glass installation of more than 2,500 green wine bottles, stacked on steel shelves to match the hexagonal 'beehive' pattern of the store's iconic facade.



THE PUSH FOR POSH



LA GRANDE EPICERIE AT BON MARCHE, PARIS

THE PUSH FOR POSH



COOP FUTURE FOOD DISTRICT, MILAN EXPO

THE PUSH FOR POSH



Future Food District by Coop is an experiment in bringing technology into the food chain. The project is managed by Carlo Ratti, Director of the Senseable City Lab at the Massachusetts Institute of Technology, together with Carlo Ratti Associates design studio.



MARKTHAL, ROTTERDAM

THE PUSH FOR POSH



The awe inspiring Markthal in Rotterdam, designed by MVRDV is a residential building which houses a food market underneath its giant arched dome. The walls and ceiling are clad in outsized food graphics in striking colours.



MARKTHAL, ROTTERDAM

THE PUSH FOR POSH



Anti Big & The Pop Up Revolution

Markthal may look impressive. But the tenants inside are mainly corporate brands selling overpriced tourist food. There has been a local backlash and the real forces behind the food revolution in Rotterdam have moved elsewhere; to pop up street food markets with real artisan credentials. This is the Anti Big Street Food Revolution and the trend can now be seen everywhere across Europe (and worldwide). This is where creativity is at its most vibrant and where the crowds are gathering. Savvy brands are getting in on the act with their own innovative pop ups.

FENIX FOOD FACTORY, ROTTERDAM



Fenix Food Factory is where the young, independent, artisan food producers have moved; a cool warehouse in the new food district on the docks in Rotterdam. Rough and deliberately unfinished, this is the opposite of the Push for Push. It has plenty of street cred though.



ANTI BIG & POP UPS



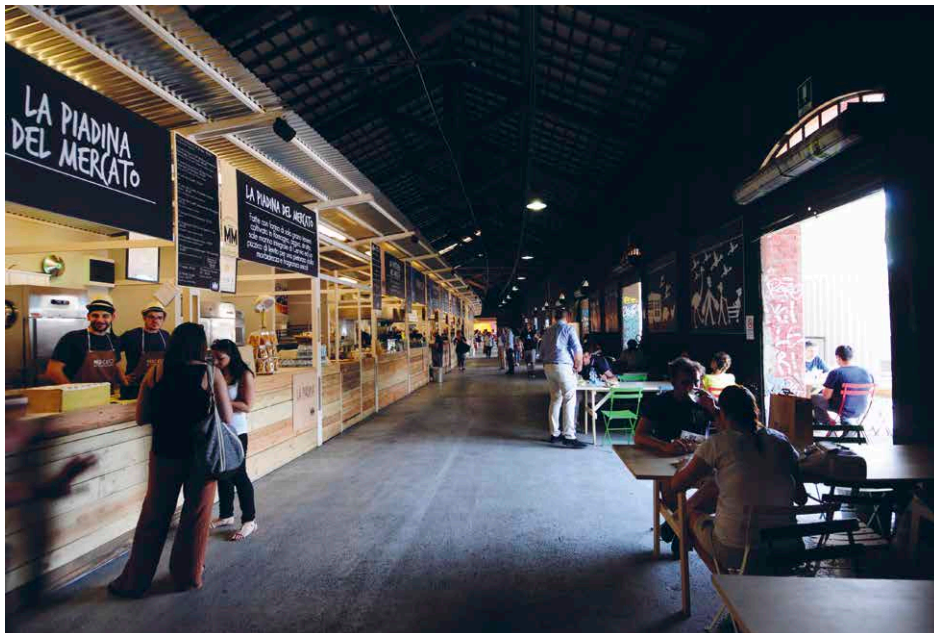
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MERCATO METROPOLITANO, MILAN

ANTI BIG & POP UPS



Mercato Metropolitano is a new urban farmers market, food court and cinema, set on the Naviglio Grande, launched for the Milan Food Expo 2015. With 16,000 sqm of street food and events, this has become the place to hang out and eat in Milan, especially on hot summer evenings.

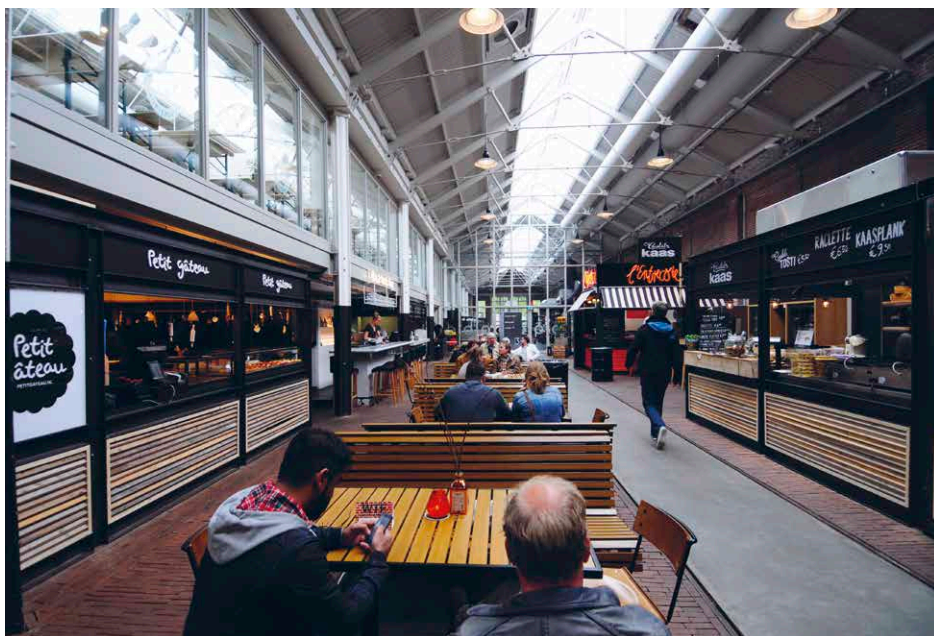


FOOD HALLEN, AMSTERDAM

ANTI BIG & POP UPS



De Hallen is a new district in Amsterdam, reclaimed from old tram sheds. It houses a hotel, theatre and community spaces as well as retail and a new food hall at its heart. Operating as a series of stylish units, every operator brings something different and theatrical to the offer.

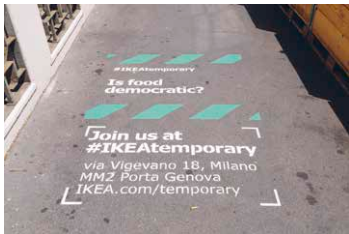


IKEA TEMPORARY, MILAN

ANTI BIG & POP UPS



Ikea has collaborated with designers to create kitchen installations focused on children, disabled people and the future of cooking at a playful pop up space in Milan.



THE CORNER BY MC CAFE, SYDNEY

ANTI BIG & POP UPS



The Corner is the ultimate attempt by the ultimate global, corporate brand to go 'Anti Big' - to look like it is small, artisan and independent. This experimental concept in Sydney, designed by Landini Associates does not sell burgers - it is all about healthy food and great coffee.

