



## Starbucks Streets of Woodfield Shopping Center

Schaumburg, Illinois

### Hip Hospitality

#### CHALLENGE

Our firm has been among a select group of consultants since June 2008 engaged by this well-known coffee company to help rethink the customer experience. Starbucks asked for a remodel at its Streets of Woodfield Shopping Center location that would imaginatively express a "regional modern" ambiance. Starbucks wanted to leave overt commercialism behind, to go back to its roots, and to focus more on the coffee and its story, including the importance of local community relevance.

#### SOLUTION

From the use of re-claimed wood and re-purposed materials to the relaxed yet organized design, we sought to be a refuge of conviviality for shoppers, students, tourists, business professionals, and mothers with strollers in this Chicago suburban mall. The flowing floor plan connects distinctive seating zones, where visitors can socialize or "be alone together."

We added surprises of texture and subtlety in the contrasts of smooth to rough-hewn materials. Animated dimensional surfaces of reclaimed wood appliques on wall surfaces offer a visually rich palette. The resulting space welcomes everyone: people on the go, groups having meetings, and folks who just want to relax and stay for awhile. Using a mixture of unique hand-made light fixtures and artisan-crafted tables, we elevate the visitors' experience to communicate the idea of dropping in at an intelligent place that offers hip hospitality.

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