



BY WHOLE FOODS MARKET

VISIONING SESSION

GENSLER ATLANTA OFFICE

AUGUST 12-14TH, 2015

TABLE OF CONTENTS

Introduction

Team

Success Goals

Visual Identity

- Exterior Elements
- Entry
- Indoor/outdoor
- Interior Elements
- Interior Fixtures
- Details
- Signage

Emotive scale

Signage Study

Exterior Elevation Study

What If's

Recap

THE TEAM

CLIENT

Tressa Borick 365 Whole Foods Market, Store Development

***Jeff Turnas** 365 Whole Foods Market, Store Development

***Isabelle Francois** 365 Whole Foods Market, Store Development

***Glen Moon** 365 Whole Foods Market, Store Development

GENSLER

Colin O'Brien Managing Principal

Sharon Lessard Account Leader

Juli Abbott Design Manager

Mark Vaida Project Designer/Architect

Michelle Wright Signage Designer/Brand Design Manager

Jill Wendorf Construction Project Manager

Kate Hardman Experiential Brand Designer

Meghan Plichta Technical Designer

***Not Present**

SUCCESS GOALS

SUCCESS WHAT DOES IT LOOK LIKE



TRESSA

- Open a Net Zero energy store (on budget).
- Open stores in food deserts.
- Appear in a "Stars – They're just like us" article.



SHARON

- 365 becomes the newest, freshest grocery shopping experience in my neighborhood. I want it to be the Starbucks of grocery.
- Differentiator: 365 is a place to hang, work, live, play. I want it to be known as the place to be and be seen.
- Differentiator: 365 is a physical place as well as a mobile place... everywhere all the time, fresh food for all.



MICHELLE

- Smile on shoppers face.
- Positive news/PR stories.
- 365 in ATL/East Coast
- 10 years from now and still going strong



MARK

- Austin or other indie bands include lyrics about 365!
- 365 changes grocery morning chat and nomenclature as did Starbucks around coffee. Cool, hip, welcoming, and trend-setting.



MEGHAN

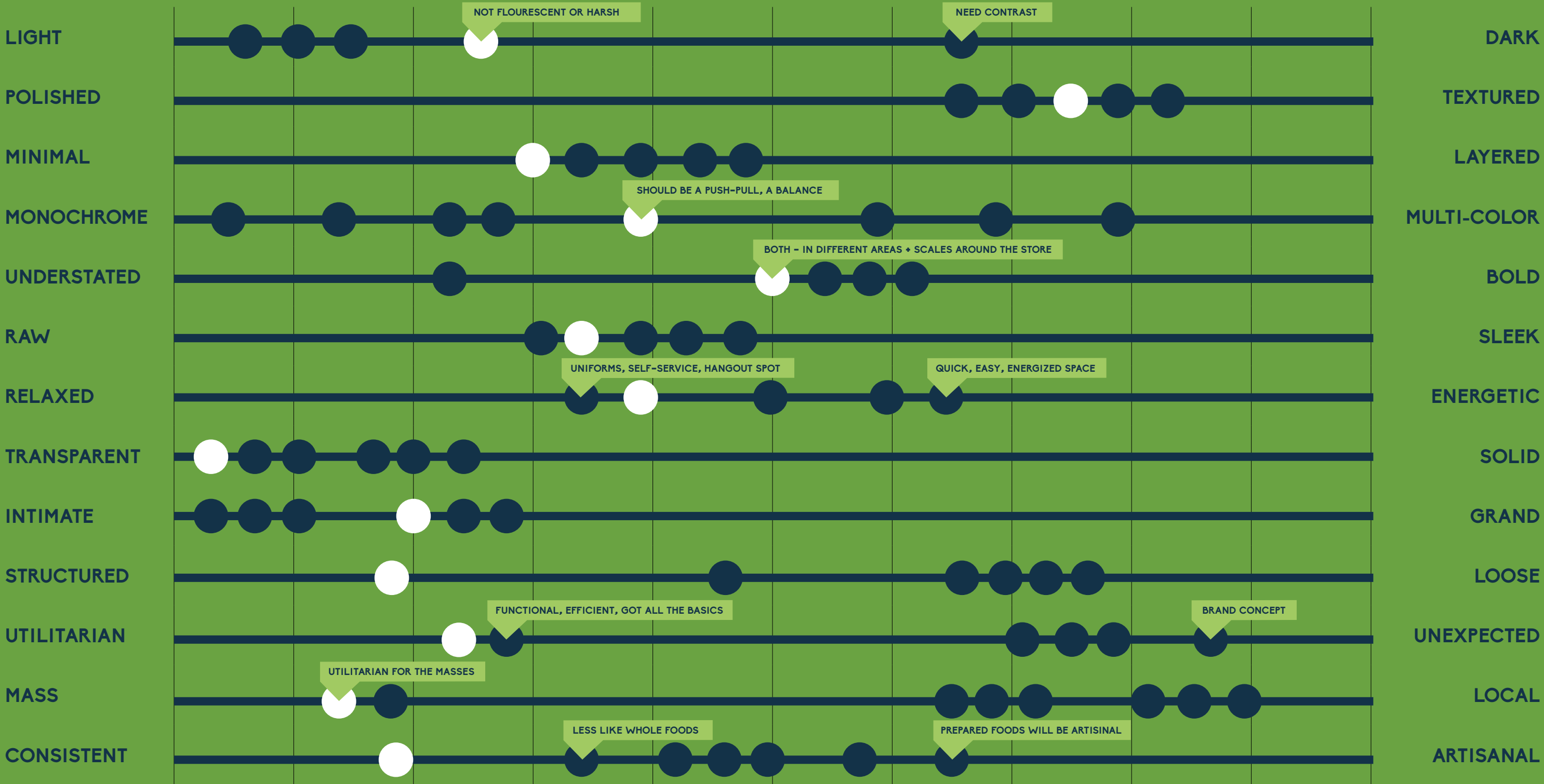
- A nationwide rollout – including Hawaii & Puerto Rico.
- New technology or process developed.
- Featured in design, wellness, and business publications.
- Make people healthy & happy.
- 365 is compared against markets bigger & smaller, and always wins in the conversation, which is better?



KATE

- An experience that people want to Instagram, Tweet, Facebook
A recognizable backdrop – an icon.
- Make a positive impact on cities that have a 365 – in terms of design, sustainability, and community.
- Make good food approachable – my stepdad, who makes fun of expensive organic food, will shop at 365.

EMOTIVE SCALE WHERE DOES 365 BELONG



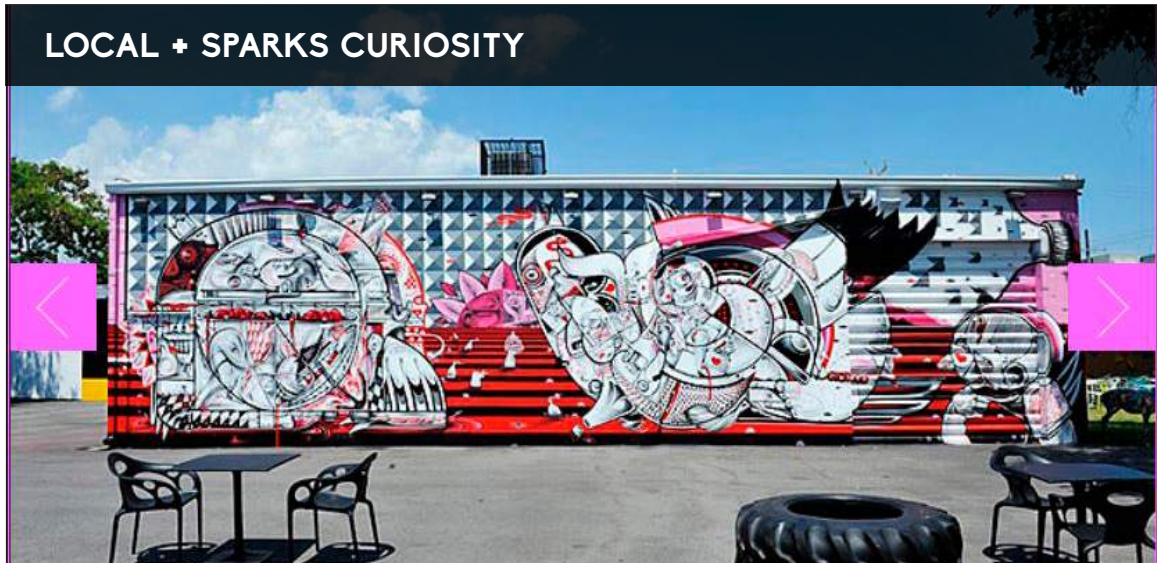
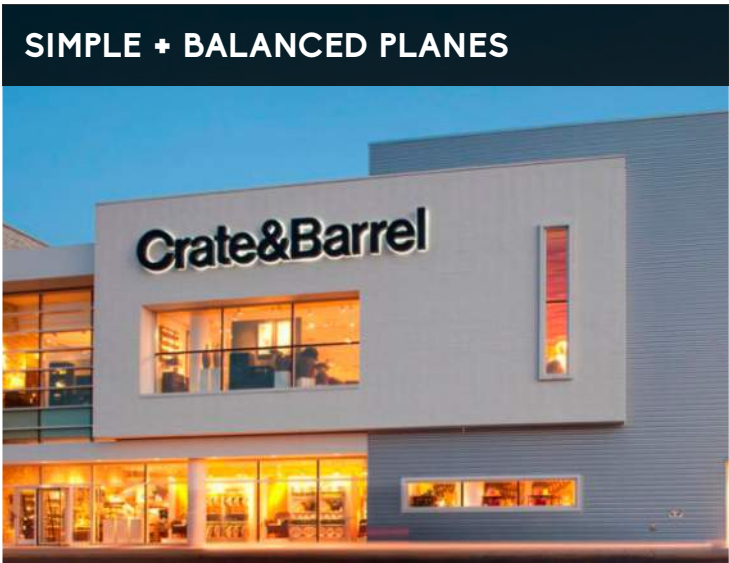
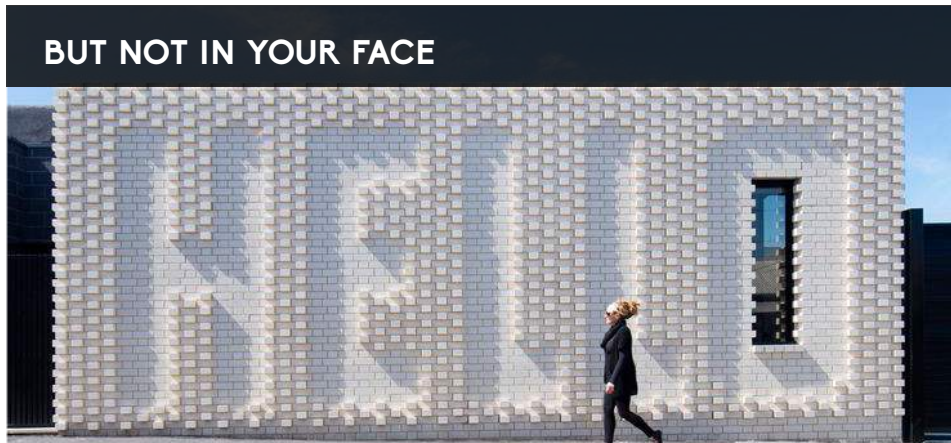
365 WFM SHOULD BE UTILITARIAN FOR THE MASSES AND CONSISTENT IN AN UNEXPECTED, LOCAL, AND ARTISINAL WAY!

VISUAL IDENTITY

365 WFM IS...

VISUAL IDENTITY EXTERIOR

365 BY WHOLE FOODS MARKET IS ...



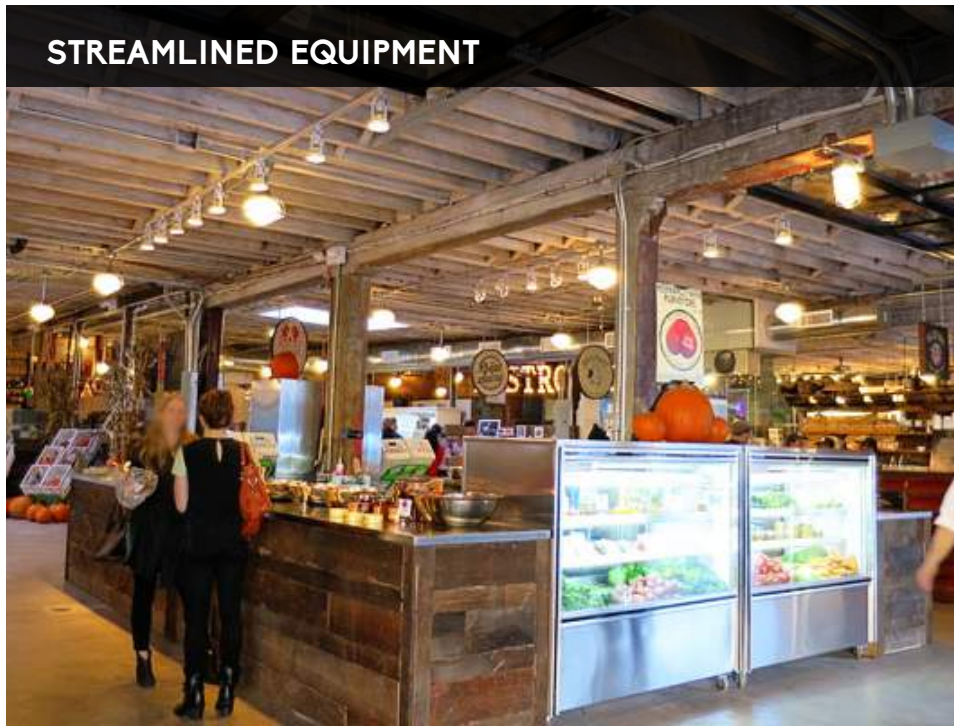
VISUAL IDENTITY ENTRY

365 BY WHOLE FOODS MARKET IS ...



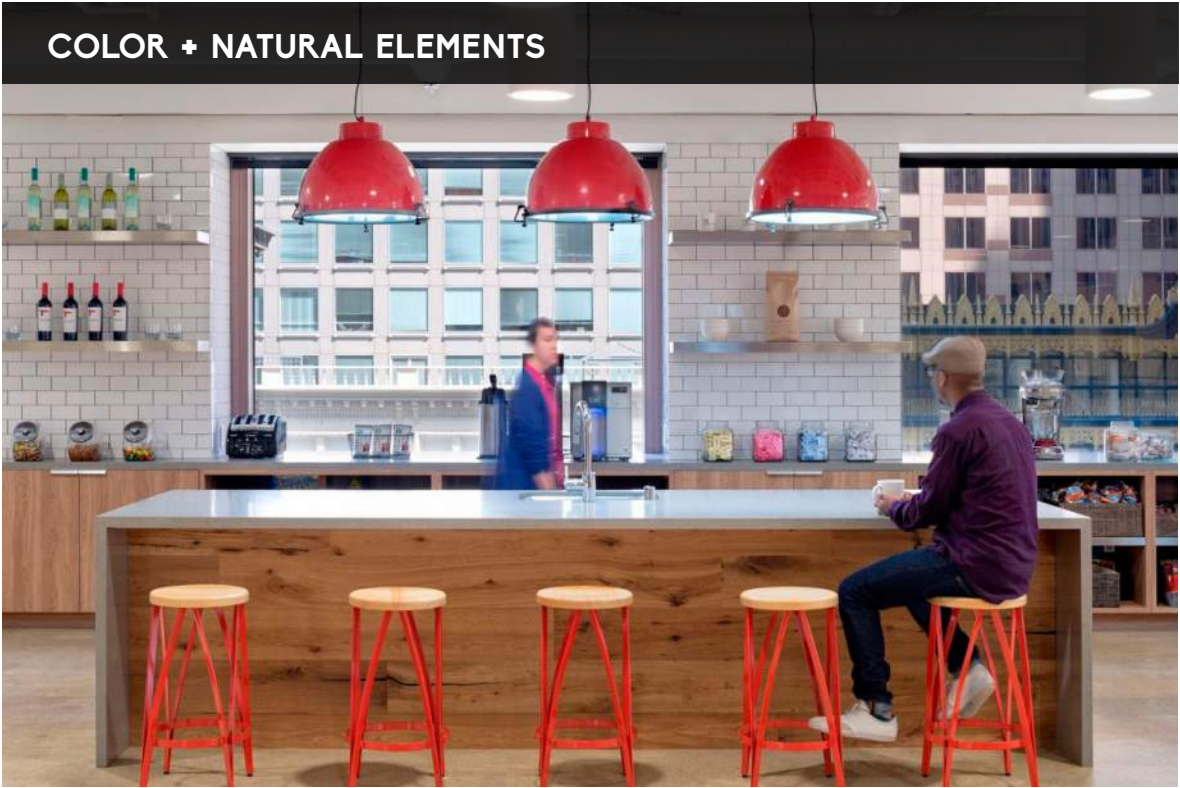
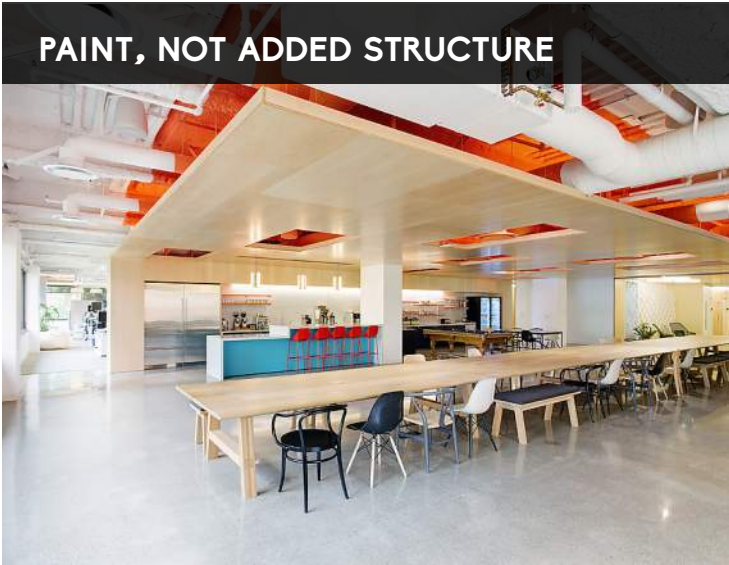
VISUAL IDENTITY FIXTURES

365 BY WHOLE FOODS MARKET IS ...



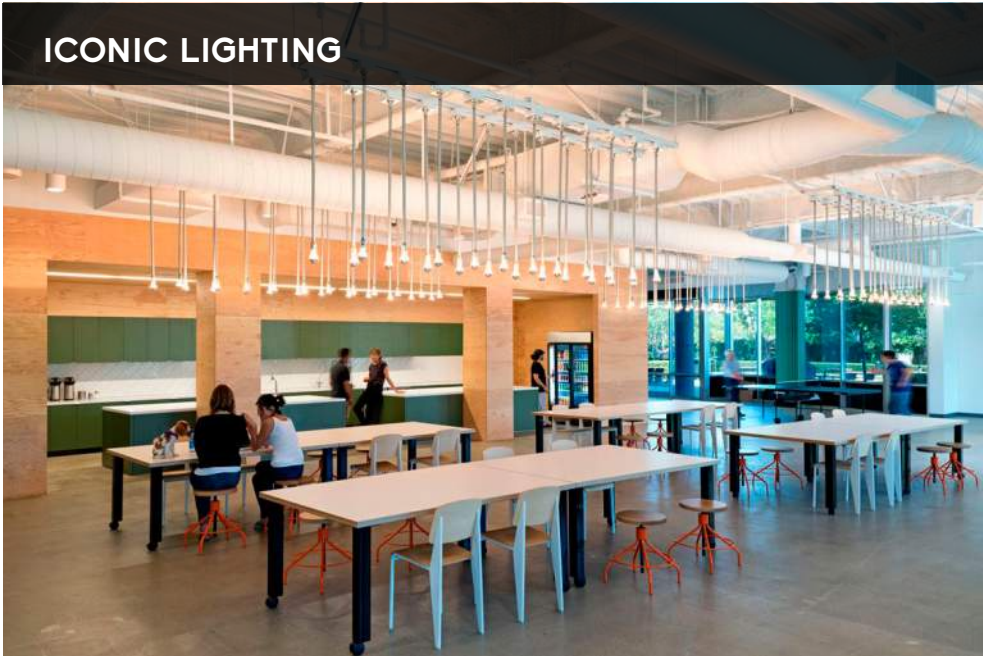
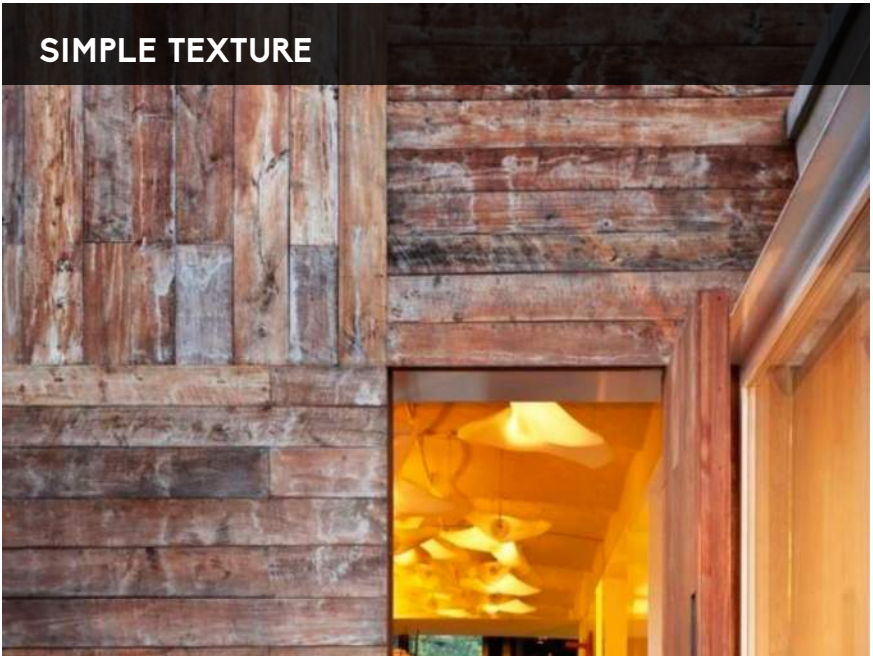
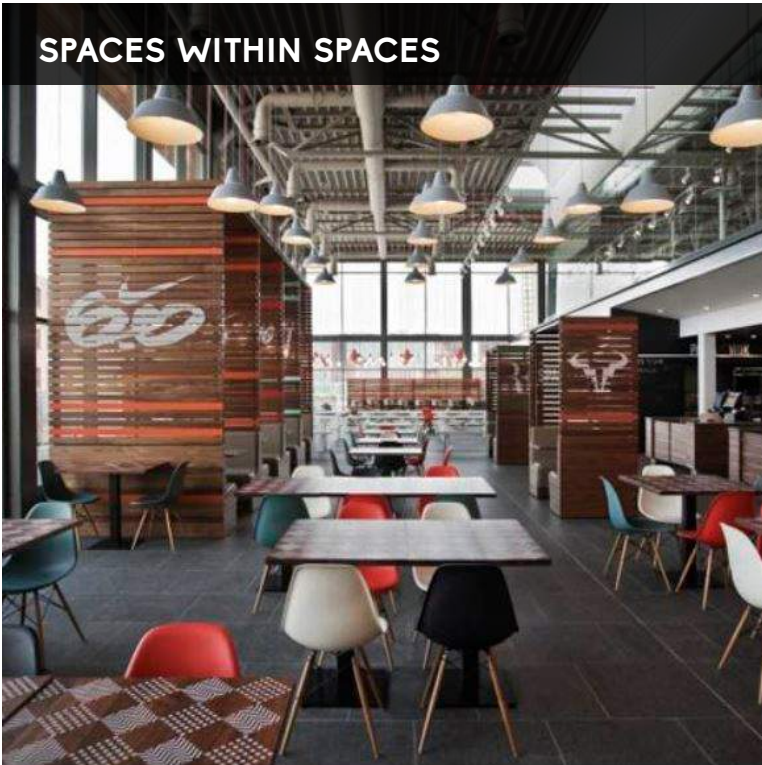
VISUAL IDENTITY INTERIOR

365 BY WHOLE FOODS MARKET IS ...



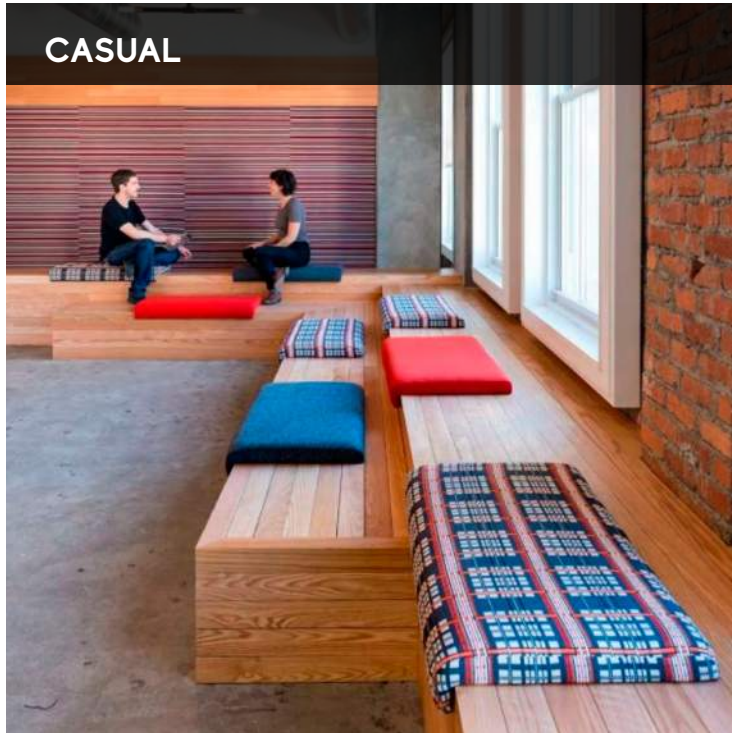
VISUAL IDENTITY INTERIOR

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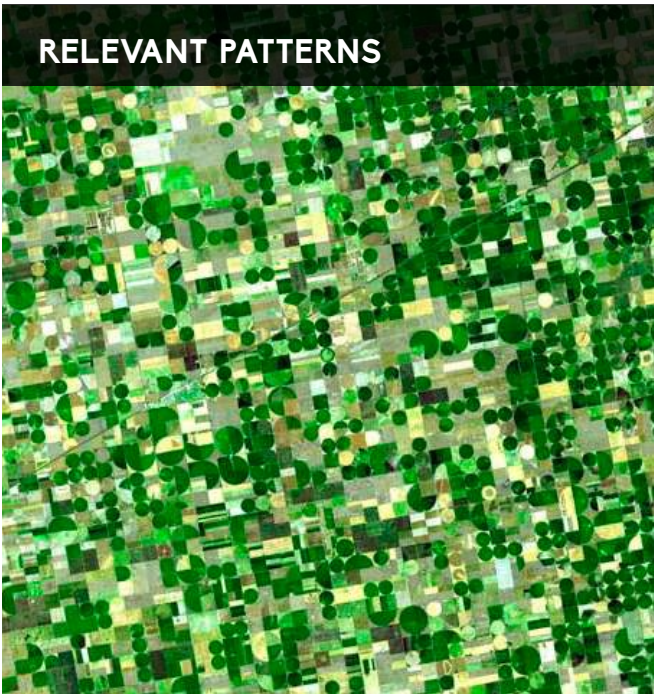
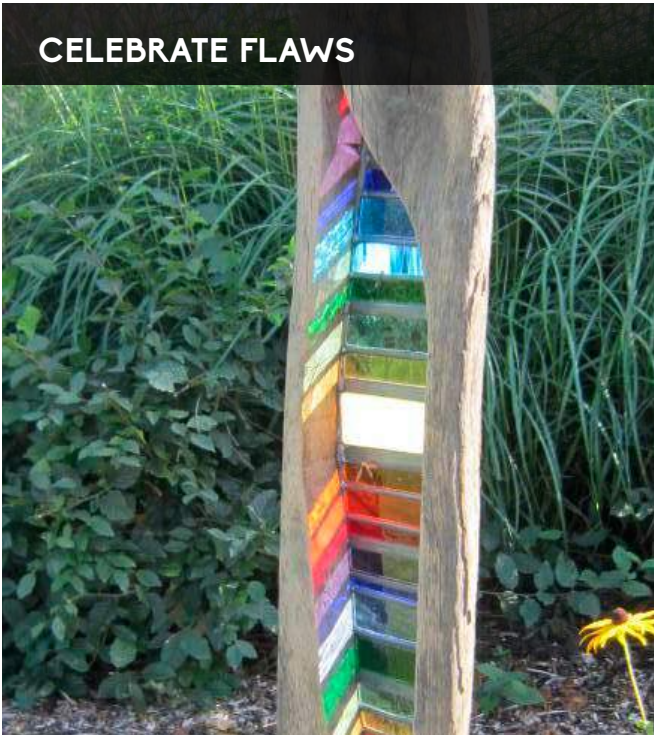
VISUAL IDENTITY INDOOR/OUTDOOR EXPERIENCE

365 BY WHOLE FOODS MARKET IS ...



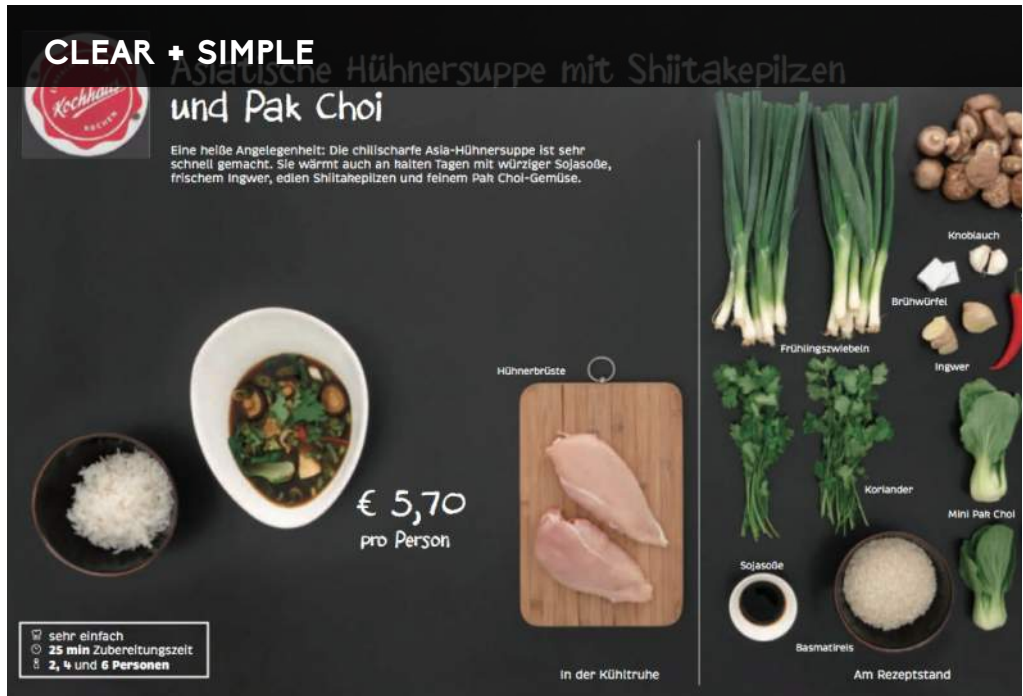
VISUAL IDENTITY DETAILS

365 BY WHOLE FOODS MARKET IS ...



VISUAL IDENTITY SIGNAGE

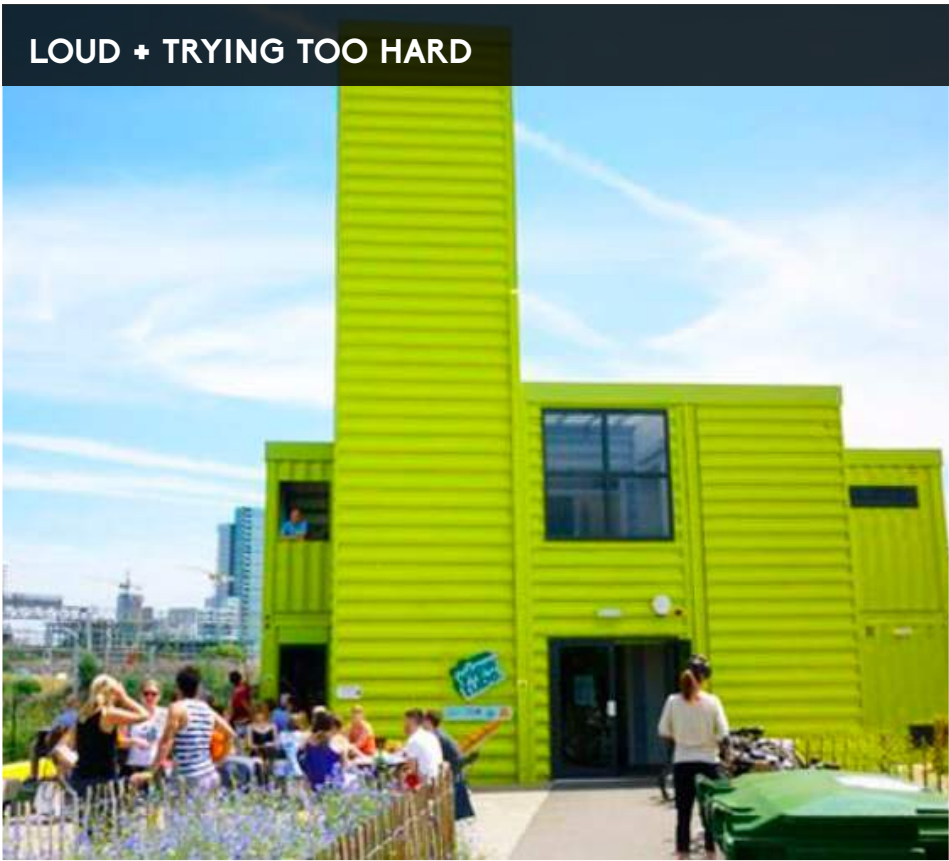
365 BY WHOLE FOODS MARKET IS ...



365 WFM IS NOT...

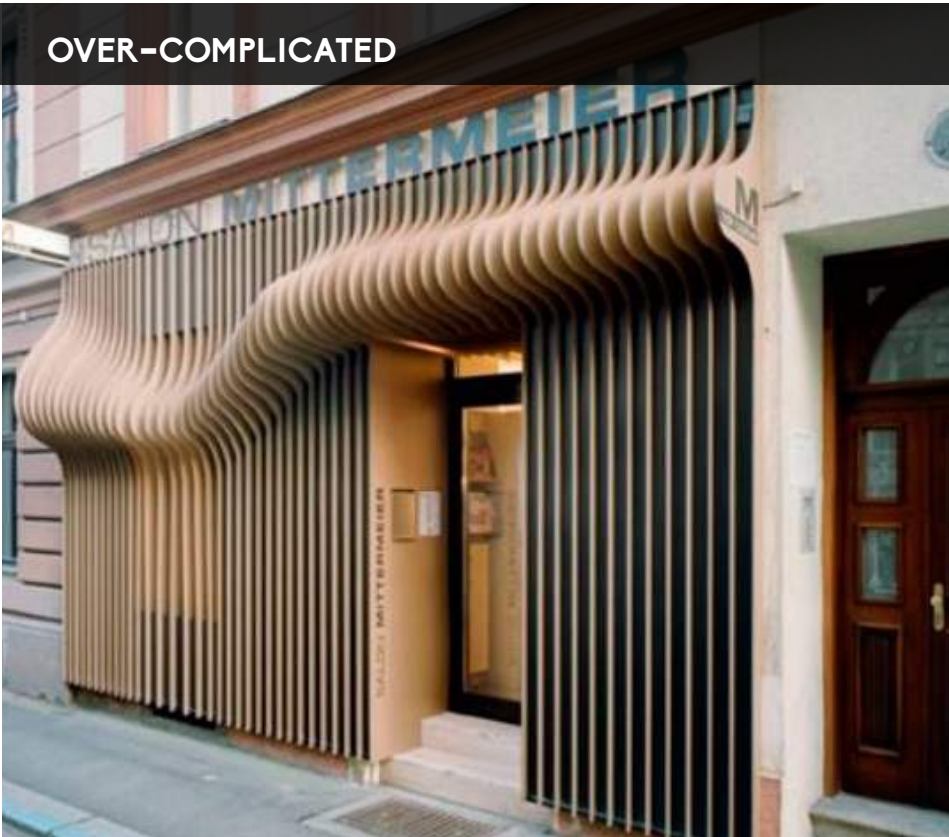
VISUAL IDENTITY ENTRY

365 BY WHOLE FOODS MARKET IS NOT...



VISUAL IDENTITY ENTRY

365 BY WHOLE FOODS MARKET IS NOT...



VISUAL IDENTITY INDOOR/OUTDOOR EXPERIENCE

365 BY WHOLE FOODS MARKET IS NOT...

RESTRICTED + CONFINED



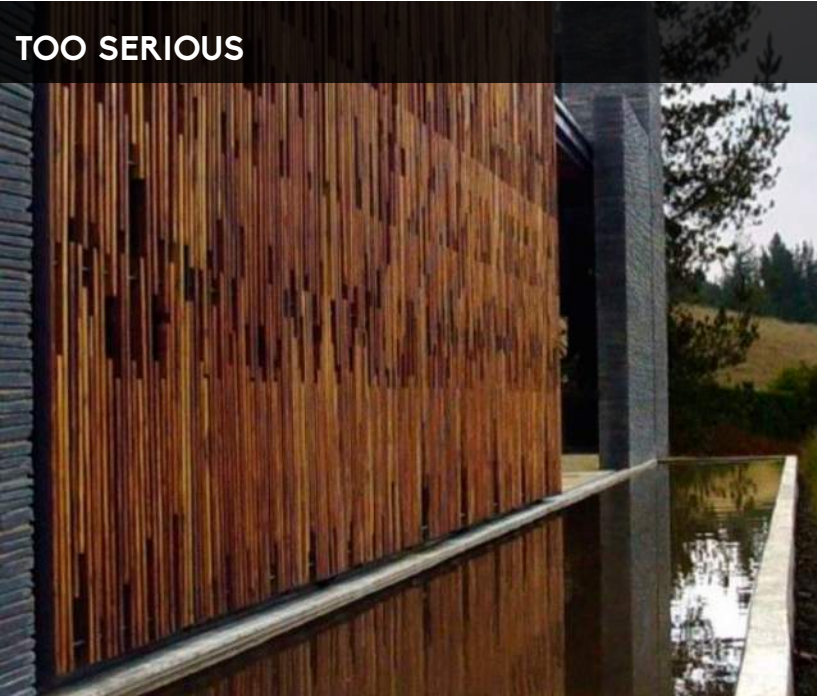
UNAUTHENTIC + KITSCHY



TOO MANY MATERIALS



TOO SERIOUS



STARK

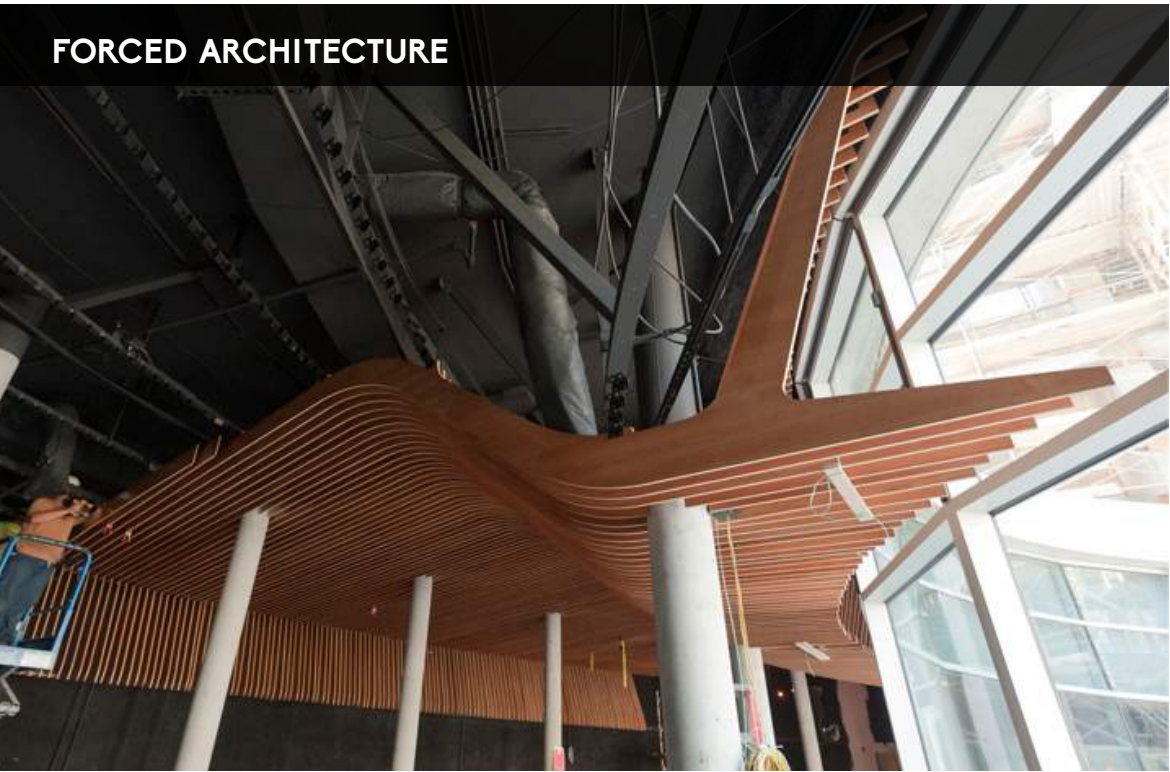
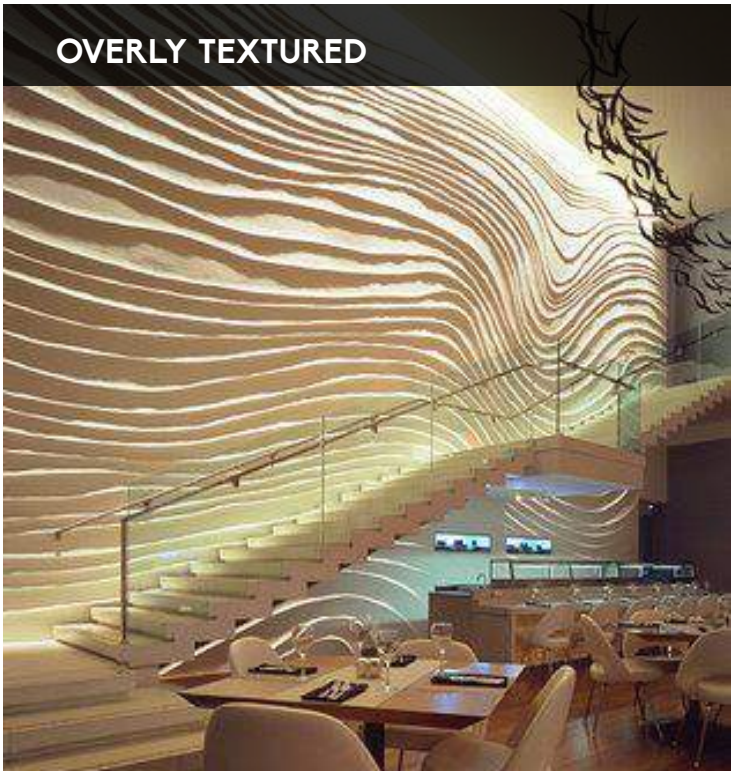
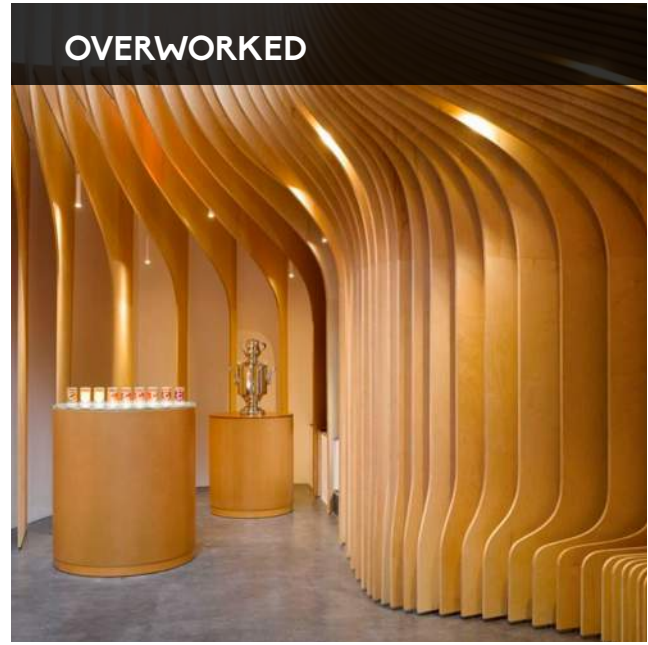


OVER-DESIGNED



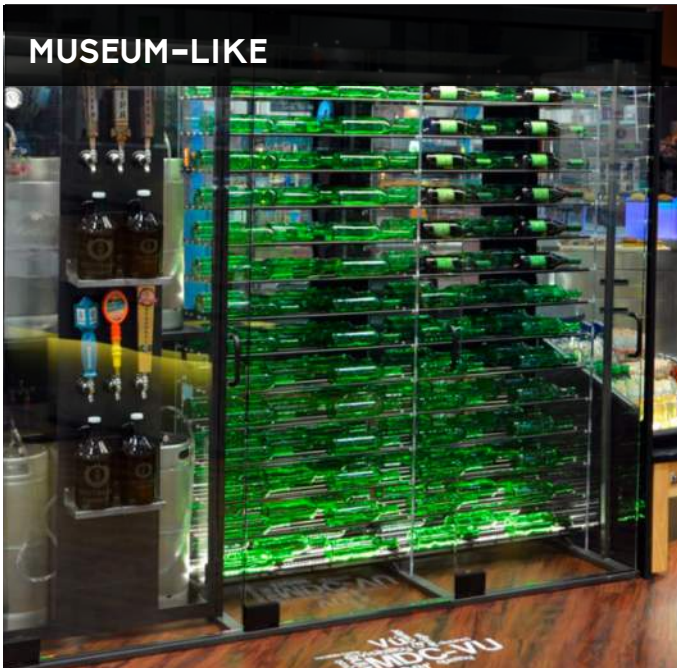
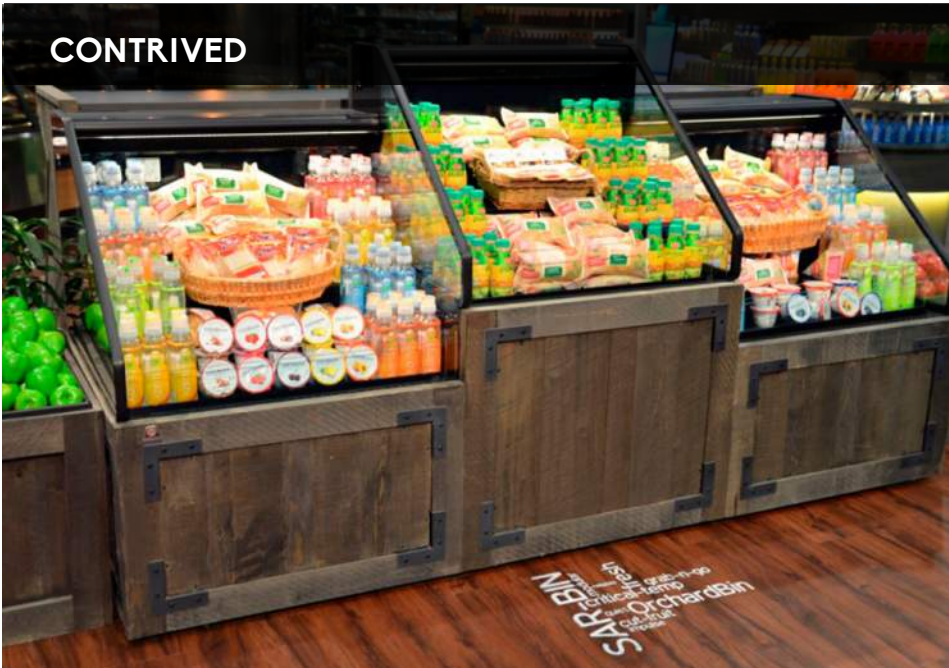
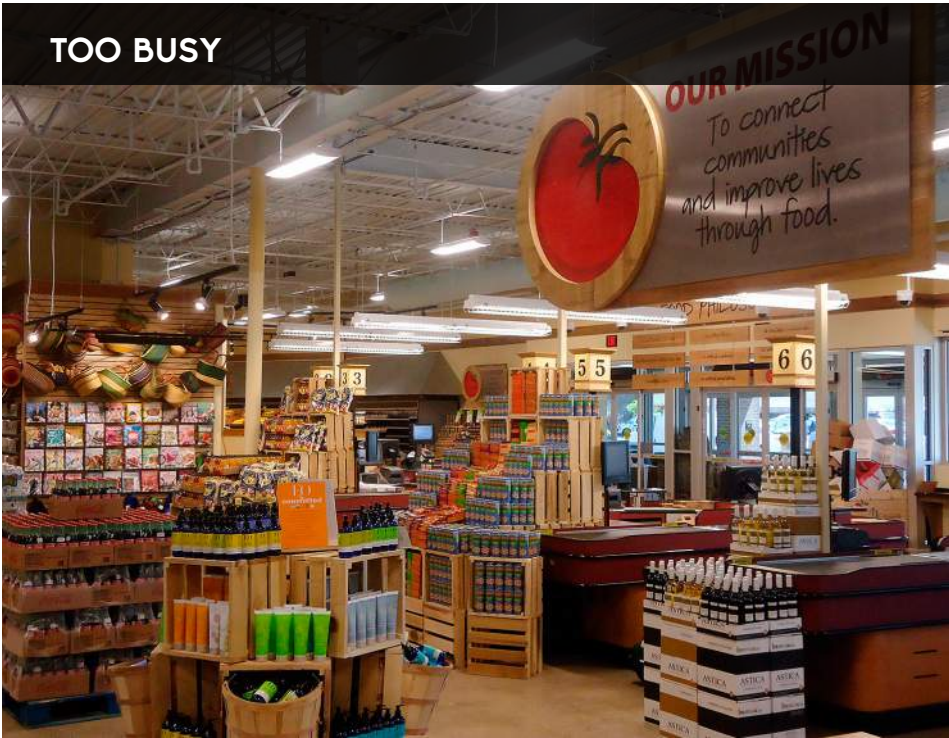
VISUAL IDENTITY INTERIOR

365 BY WHOLE FOODS MARKET IS NOT...



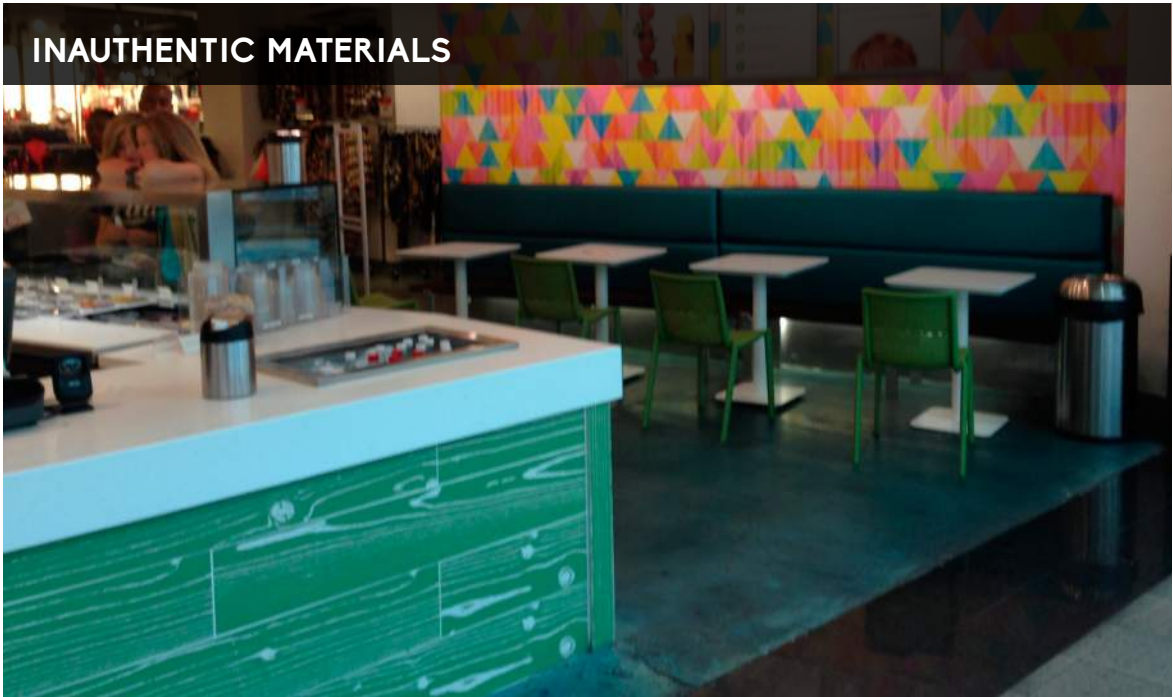
VISUAL IDENTITY FIXTURES & SIGNAGE

365 BY WHOLE FOODS MARKET IS NOT...



VISUAL IDENTITY DETAILS

365 BY WHOLE FOODS MARKET IS NOT...



SIGNAGE STUDY

SIGNAGE STUDY WHAT TO INCLUDE (THIS IS NOT LOOK AND FEEL!)

UNIQUE STORE IDENTIFIER



EXTERIOR SIGNAGE



STORE SPECIFIC SIGNAGE



SIGNAGE STUDY WHAT TO INCLUDE (THIS IS NOT LOOK AND FEEL!)

DEPARTMENT IDENTIFIER



AISLE IDENTIFIER



EXPRESS CHECKOUT



RESTROOMS



POS SCREENS



INSTACART



SIGNAGE STUDY WHAT TO INCLUDE (THIS IS NOT LOOK AND FEEL!)

CATEGORY ID - WHOLE BODY + FROZEN



PRICE TAGS



ORGANIC IDENTIFIER



PREPARED FOOD IDENTIFIERS



SIGNAGE STUDY WHAT TO INCLUDE (THIS IS NOT LOOK AND FEEL!)

EVENT + SERVICE SIGNAGE



SPOT BUYS (NO SALES?)



BRING A BAG - TAKE A BAG



SUSTAINABILITY IDENTIFIERS



RECYCLING, TRASH, CONDIMENTS BAR



KIDS CLUB + FAMILY CHECKOUT



SIGNAGE STUDY WHAT NOT TO INCLUDE

UNNECESSARY CATEGORY SIGNAGE



RATINGS INFORMATION



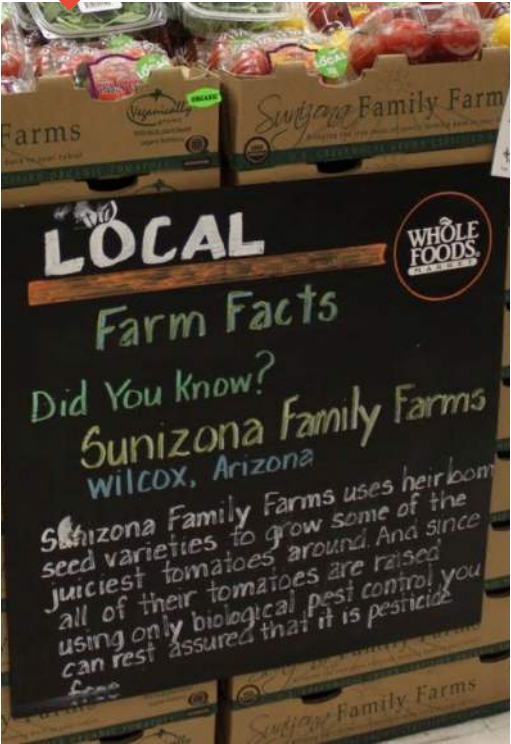
MISSION + VALUES



EDUCATIONAL SIGNAGE



BACKGROUND STORIES



SUPERFLUOUS TAG MOULDING



ADDITIONAL SERVICES



WHAT IF'S

WHAT IF? RANDOM IDEAS

- There is a "collect them all" welcome wall?
- There is a hidden logo in every store?
- There is a "thank you" of the week?
- We engage the local community for a store-specific installation?
- We have an express-ish checkout aisle?
- There are never sales, just "spot buys"?
- We design a custom cart?
- Local artists decorate the building with graffiti/murals?
- We have a big ass fan?
- We have graffiti planters?
- We show people how to create healthy meal solutions?
- There is a seasonal template that changes 4 times a year with a similar style?
- Reusable shopping bags are free for the first week?
- We charge for non-reusable shopping bags in every location?
- We make grocery shopping for families easier?
- Environmental design elements are subtly pointed out throughout the store?
- We merchandise over frozen food bunkers?
- We have in-store compost disposal?
- We blur the lines between indoor and outdoor space?
- The "well" is in front of the prepared foods and has staff/checkout capabilities?

RECAP

WHOLE FOODS MARKET IS...RECAP

- Simple • Graphic • Approachable • Easy to read • Bold • Unrefined • Playful •
- Less finished = More attractive • Familiar with a different take • Honest • Witty Clever •
- Street art in a new way • Imperfection is OK • Thank You of the week • Unexpected Uses •
- Witty • Clever • Spark curiosity • Balanced composition • Exclamation • Loyalty • Living wall
- Approachable • Fluid entry • Stumbled upon • Discovery • Contrast • Bringing outside in an unexpected way • Freeform but simple • Classic, familiar patterns • A little less is the new more
- Light/Dark balance in materiality • Paint = Honest • Easy sitelines & circulation • Hometown humble • Blended technology + structure • Context important for fixtures • Abundant • Inviting
- Owning brand statements • Let the building be the building • Grounded • Lighting as an icon
- Get it your damn self • Warehouse • Well as an anchor • Whimsical & sophisticated (vegetable dress) • Regional play with food • Thinking of food in new ways • Beautiful photo that happens to be food (bright blue mushroom) • Familiar taken out of context • Story behind special moments
- Soft, natural fiber • Expression through product • Making something bigger out of something smaller • Abstracted fields • Food art • Drop-in pop-up space • Good, pre-fab
- Uncomplicated • Freshness around food •

WHOLE FOODS MARKET IS NOT... RECAP

- Contrived • Trying too hard • Regimented • Overdone •
Highly designed • Heavy ceiling • Minefield of fixtures
 - Too trendy • Gimicky • Too corporate •

THANK YOU!