

# PADDOCK SHOP

by AHEADCONCEPT



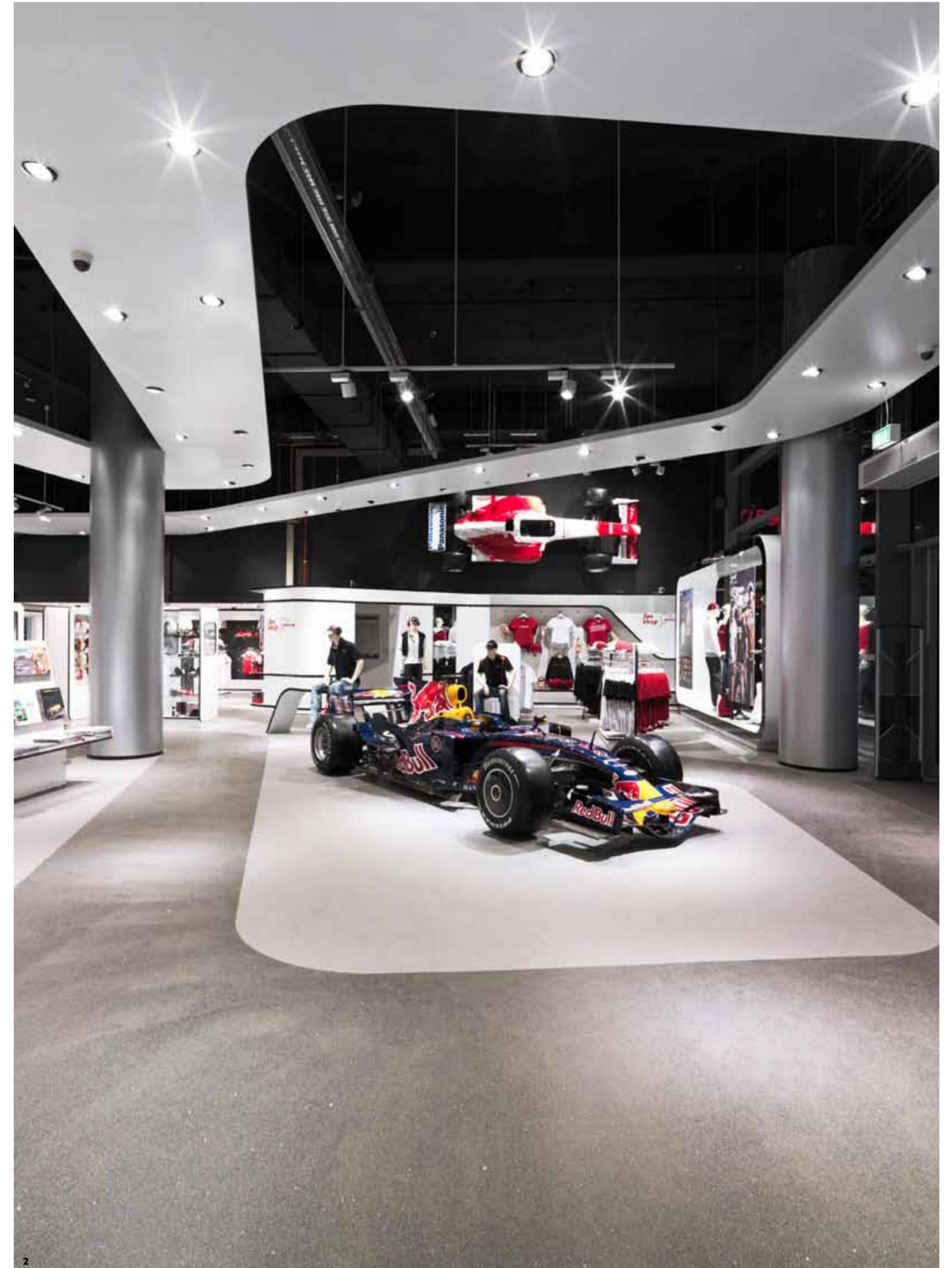
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WHERE Nürburg, Germany WHEN July 2009  
CLIENT MBA-Solutions DESIGNER AheadConcept (p. 000)  
TOTAL FLOOR AREA 780 m<sup>2</sup> SHOP CONSTRUCTOR Falckenthal Möbel  
PHOTOGRAPHER Stefan Thomas Kröger

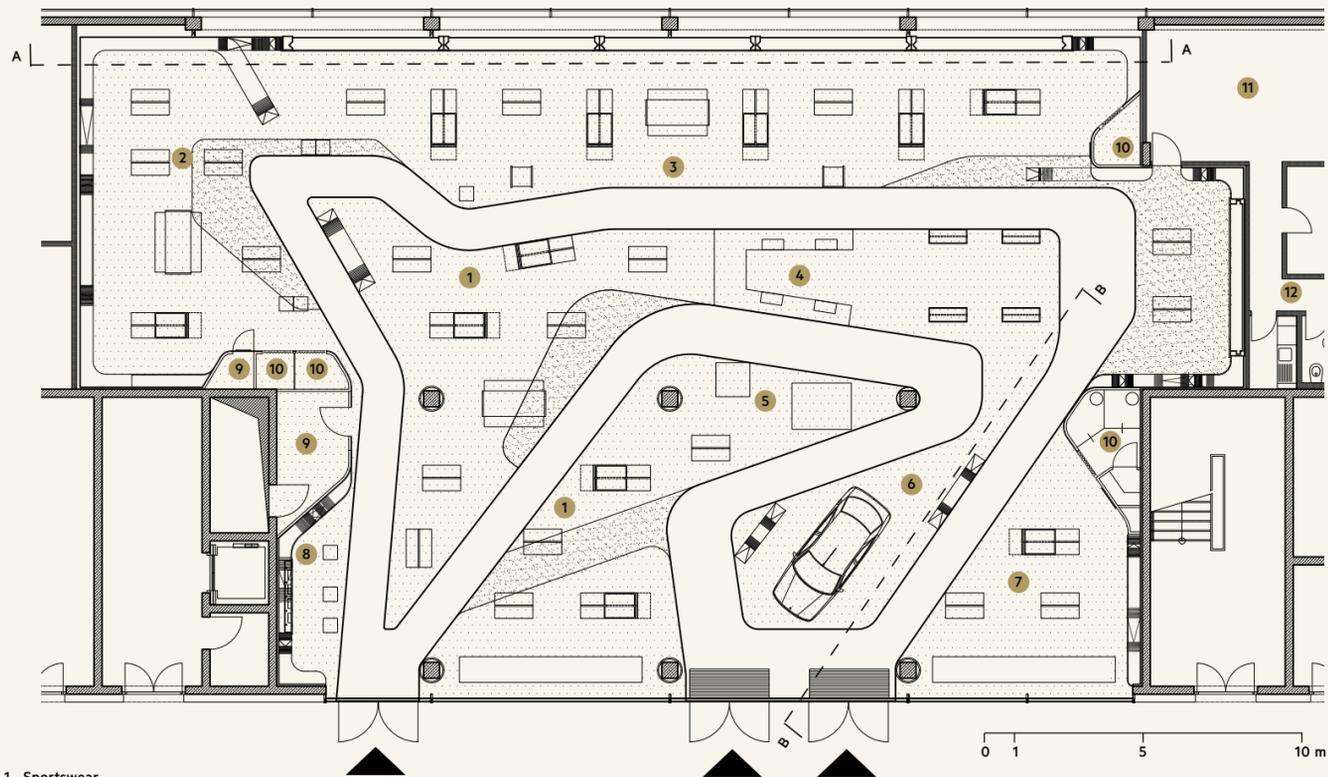
Nürburgring is a motor sport complex in Nürburg, Germany, that holds a modern Grand Prix Circuit and a much longer race track around the village. AheadConcept was asked to translate the exhilarating atmosphere of motorsport into a retail interior for the sale of multibrand clothing and merchandise associated with the racing lifestyle. The dynamic aspects of racing were at the core of the design concept, as well as key components of the racing circuit. A key aspect is the 100-m long ceiling panel of extruded PVC which mirrors the stylised circuit that seamlessly guides the customer through the space under the grandstand which goes up to a height of 7 m. The winding pathway is inlaid with several special PVC coatings which look like asphalt that sparkles enticingly beneath the spotlights. The space has a

somewhat futuristic feel with its high-gloss white and silver surfaces. By using typical elements of racetracks – such as hairpin beds, chicanes, a pit lane, gravel trap and run-off area – customers are treated to an exciting journey around the store past the defined areas for the different fashion brands. The circuit also takes them past actual Formula 1 racing cars positioned amongst the product displays. Having a chance to get up-close to the stars of the racing world – the cars – creates a memorable experience and is the icing on the cake for many motorsports aficionados.

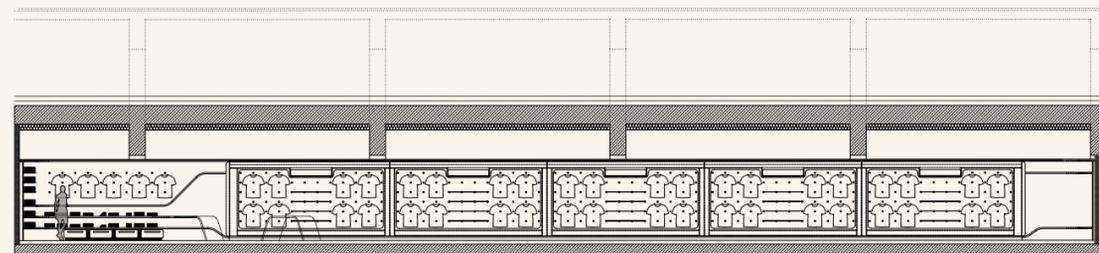
- 1 All furniture is made of coloured MDF with high-impact and abrasion-proof high pressure laminate in white high gloss.
- 2 Inside the hairpin bend is an actual Formula 1 racing car, another one is positioned on the wall.



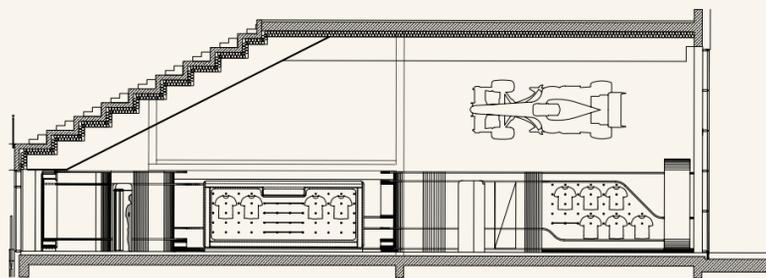
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- 1 Sportswear
- 2 Designer fashion brands
- 3 Motorsport brands
- 4 Cash desk
- 5 Books
- 6 Event area
- 7 Nürburgring merchandise
- 8 Footwear
- 9 Storage
- 10 Fitting room
- 11 Office
- 12 Lavatory



Section AA



Section BB



Rendering of the MDF furniture and the ceiling panel that mirrors the racetrack below.

The twisting pathway looks like asphalt that sparkles enticingly beneath the spotlights



The area below the Formula 1 race car that is attached to the wall carries the assortment of Nürburgring merchandise.

