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News

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Alessandro Scandurra, food, food design, interior, interior architecture, Peck, retail, Scandurra Studio, Scandurra Studio Architettura, shop

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The project developed by Scandurra Studio Architettura for Peck covers 900 square meters in a Lotte Group commercial and residential compound.

The Peck store is located on the 6th floor of the Avenuel. Product offer and department sizes have been agreed between Peck and Lotte based on a commercial strategic plan focused on the local market: for example, wine and fruit areas are more prominent than the cold cuts and cheese or ready to eat sections.

Selling areas have always, except for the grocery, an eating/tasting area with particular attention to the coffee, sweets and ice-cream area. The store layout has core sections made by island/peninsula service facilities surrounded by the related soft

furniture and divided by glass display cases. An information point, located in the center of the store, aims at educating local customers and tourists on the Italian food culture.



Scandurra Studio Architettura, Peck, Seoul, Corea

Service areas have been divided from the store front through a number of “scenic stages” where food is cooked/prepared and served from Peck staff. In particular the restaurant has two “invading” volumes dedicated to showcooking and plating activities.

Peck Milan customers typically perceive luxury through the values connected with the best food selection skills and with the know-how in preparing and serving their recipes, a kind of intrinsic luxury in the product in relation with a food culture. Hence the store is a (back)stage and the product and service are the real central characters of the story.

In the Seoul store, whose customers are not necessarily aware of the Peck brand values and history, those attributes still need to persist and at the same time to be strengthened by the traditional materials and the high manufacturing details underlining even sometimes in an invasive way the high quality level in a country with a different food culture.



Scandurra Studio Architettura, Peck, Seoul, Corea



Peck, Seoul, Corea
Program: shop
Architects: [Scandurra Studio](#)
Area: 900 sqm
Completion: 2015

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Keywords
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