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Angstrem Furniture Ltd. Russia

*Redesign of Retail spaces
and Corporate Identity*





Angstrem Furniture Ltd. runs over 200 shops in the Russian Federation. The Headquarter is in Voronezh. Voronezh is a city and the administrative center of Voronezh Oblast, Russia, located on both sides of the Voronezh River. It is an operating center of the Southeastern Railway which connects European Russia with the Urals and Siberia, as well as the Caucasus and Ukraine. Population: 1,014,600 (Wikipedia).

Angstrem Furniture Ltd.



manufacturing

Angstrem (Ангстрем) was founded in Voronezh in 1991 in the times of Perestroika. The first product was a training simulator for infants called "Skijack". Angstrem also produces for Ikea e.g. the model "Billy", which is sold on the European Market. However, their main focus lies on development of designs and manufacturing for bedrooms and living room furniture.

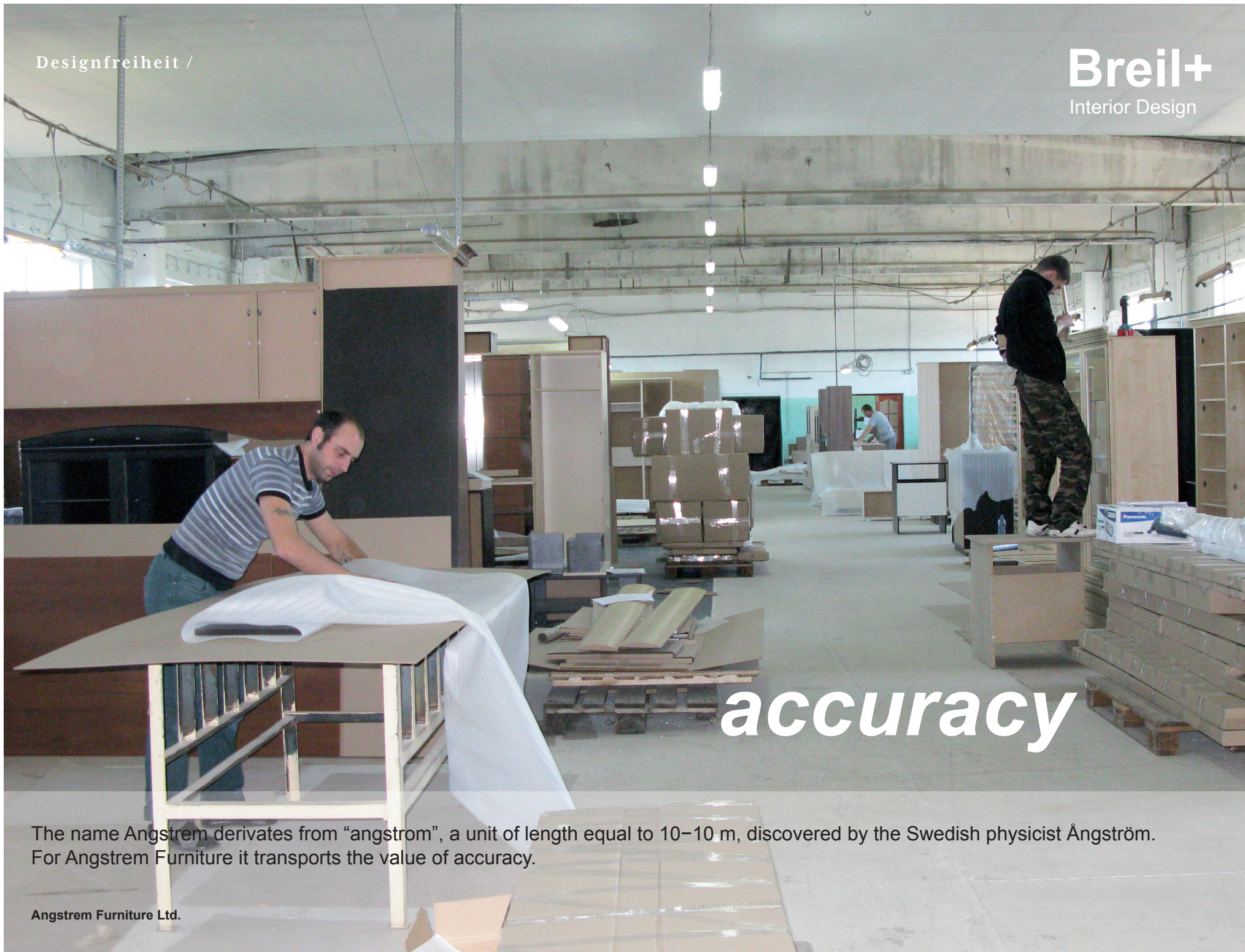
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accuracy

The name Angstrom derives from “angstrom”, a unit of length equal to 10⁻¹⁰ m, discovered by the Swedish physicist Ångström. For Angstrom Furniture it transports the value of accuracy.

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From
classic



Ангстрем
Пуф "Априори"
9 090 р.

АНГСТРЕМ
Бразо
Кресло с оригинальным изогнутым спинкой и подлокотниками
Размеры: 2000*1400*2100
Цена 142 890 руб.

Angstrom Furniture Ltd.

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To
modern

The style of furniture ranges from classic italian style to modern northern european accessoires to classic russian style. The trend moves towards modern and simple styles inspired by scandinavian designers.

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To
progressive

Angstrom Furniture Ltd.

ARCTICUM
Дизайнерская мебель
популярная
4 890 р.
www.angstrom.ru

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АНГСТРЕМ



ГАРАН



АНГСТРЕМ
ФОРМАЛЬНЫЙ
САЛОН
ВРЕМЯ РАБОТЫ
ПОНЕДЕЛЬНИК - ПЯТНИЦА
10.00 - 20.00
Суббота
10.00 - 19.00
Воскресенье
10.00 - 18.00



ДИЗАЙН

Welcome! Entrance of one of the first Angstrom furniture shops in Voronezh.

Angstrom Furniture Ltd.

Displays



Entrance area



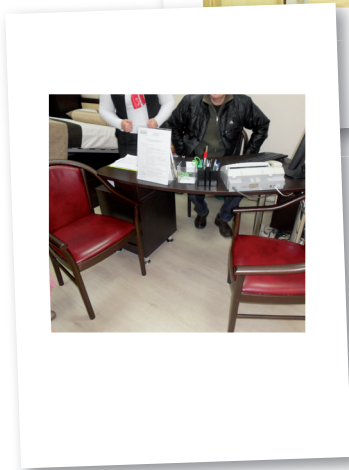
Claim

Shop exterior mall



Identity Typeface and Logo

Customer consulting area



Certificate wall



Imagery / composition

Our task: Redesign of the above displayed aspects.

1 Brand workshop

Resulting in a report containing:

Company and shop analysis, competitor analysis, brand matrix

The project started with a brand workshop. The goal of this workshop was to understand the companies vision, and to developed a shared understanding of style, design and expectations.

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Looking back and understanding Russian history ...

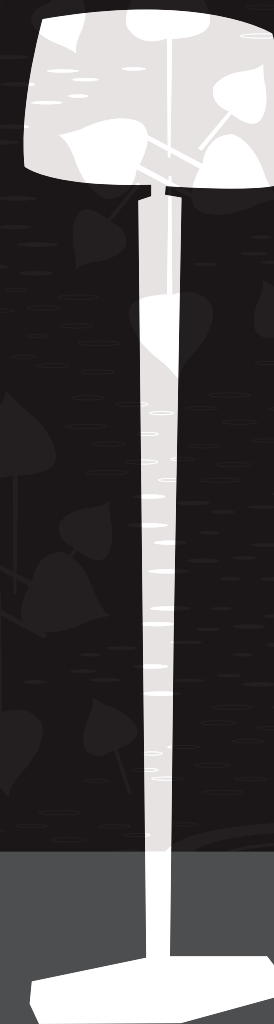
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Culture, local environment ...

*(White Bim Black Ear monument in Voronezh. This Dog is a main hero of the novel of Soviet writer Gavriil Troyepolsky)

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the needs of the customers who usually live in small apartments ...

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the needs of the people working at Angstrem ...

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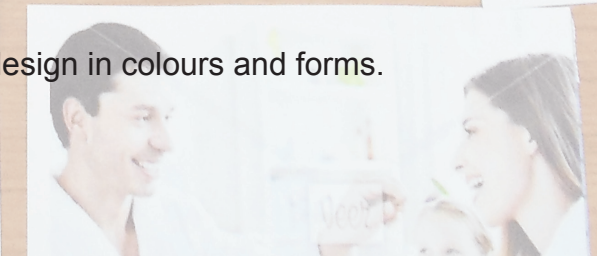


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and the preferred style and design in colours and forms.

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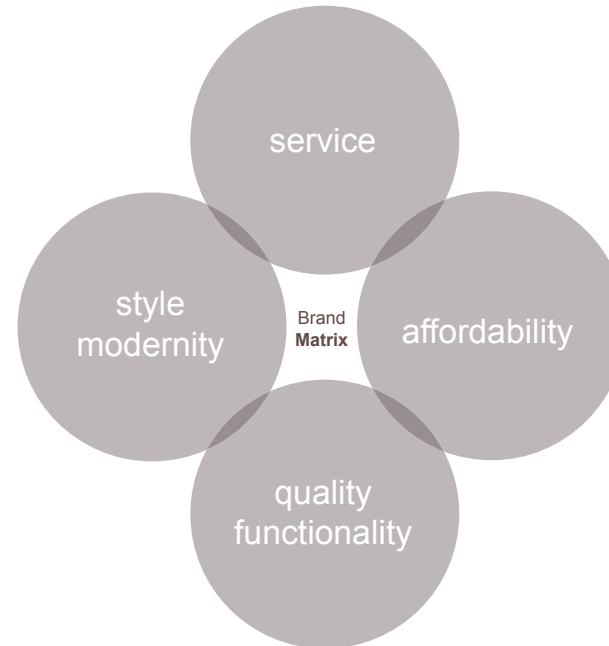
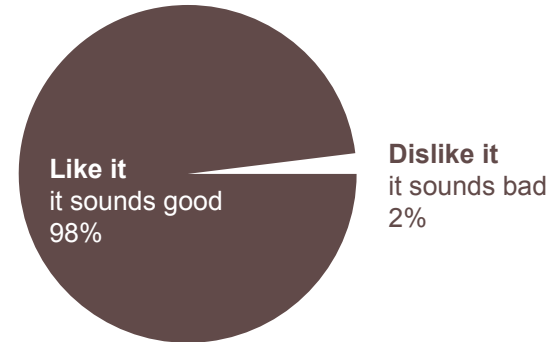
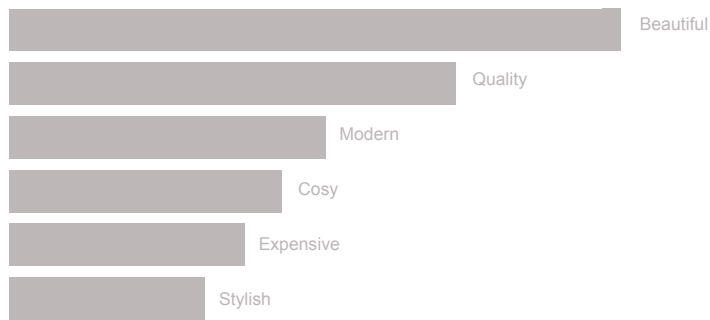
**Lets talk about quality.
How do we define quality?**

**What means “innovation”
in russian context?**

**We want to give inspiration
for your home.**

Defining common ground.

Associations with “**Angstrem**”
company and name



“Be the best in the furniture market. Constantly develop and bring the brightest ideas and dreams about comfort to real life. Make the world perfect, make people – clients, employees and the ones around you happy.”

- Andrej Gvozdevskiy (First Deputy General Director, Angstrom)

2 Design development

Resulting in design recommendations and final development of the Corporate Identity (Logo and shop design) summarized in a brandbook.

We digested the learnings, and created a concept and identity that integrates Angstrems new vision: Inspiration for your home.
Voilà!



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3 The implementation

*The prototyp shop:
to be continued in the future!*

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