

THE : FUTURE : LABORATORY

: : SWEET SHOPPE

: 2011

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# Media Release

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*'Invention, my dear friends, is 93% perspiration, 6% electricity, 4% evaporation, and 2% butterscotch ripple'*

*Willy Wonka*

## London, September 2011 :

Tasting the future of retail at Sweet Shoppe, an installation at The Future Laboratory during London Design Festival.

Sweet Shoppe was a hyper-real, personalised and technology enabled production that enabled guests to see, smell, touch and taste the retail experience of the future, as created by trend forecasting and brand innovation consultancy The Future Laboratory and retail design specialists Campaign.

On arrival, guests were taken on a 20-minute curated personal journey to source their perfect sweet – a process of exploration, editing and selection – as an analogy for navigating the retail landscape of tomorrow. Sweet Shoppe was created to appeal to the consumers of the future who will have no recollection of life without the internet, will not distinguish between the real and digital worlds, and will seek experiences that seamlessly integrate the online and the offline.

The journey combined the mechanisms of online retailing – social recognition, profile-based recommendations, intuitive navigation and filtering options – with the best of the real world, such as tactility, conviviality, intimacy and serendipity.

The production was the realisation of The Future Laboratory's speciality – navigating a pathway into the future – and drew on the consultancy's network of specialist partners.

For the first time, a vision of the future was been created as a physical experience, fusing key trends to offer a seamless, integrated and continuous encounter that is bespoke, personal, informed, and filled with magic and suspense.

*Welcome to the future of retail.*

## Editor's notes

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The Future Laboratory is a trend forecasting, bespoke research and brand innovation consultancy. Working across 14 sectors, we deliver market and consumer insight to clients across the world.

Campaign is an award-winning retail design agency that develops integrated brand experiences through interior, brand and digital design.  
[www.campaigndesign.co.uk](http://www.campaigndesign.co.uk)

## Sweet Shoppe project partners

Sign Salad is a semiotics and cultural insight agency offering high-level thinking for street-level application, helping brands become more meaningful and relevant to consumers.

Holition is a creative services agency specialising in emerging technologies, specifically in augmented reality for intelligent luxury retail solutions.

A\* Food Design merges design and gastronomy to deliver food as a multi sensory experience, drawing on a fascination with taste, visual aesthetic and the setting in which we consume food.

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# The Sweet Shoppe



THE MAGIC DDOR TO SWEET SHOPPE

PHOTOGRAPHY, HUFTON CROWE

THE : FUTURE : LABORATORY

SWEET SHOPPE



JOURNEY THROUGH THE SWEET SHOPPE

PHOTOGRAPHY, HUFTON CROWE

'PEER-2-PEER' BRAND IDENTITY: ONE OF THREE PACKAGING DESIGNS, REFLECTING THE CUSTOMERS CHARACTER AND PRODUCT PREFERENCE, AS DEFINED BY THEIR JOURNEY THROUGH SWEET SHOPPE.



PHOTOGRAPHY, RICHARD INSTALL



'STORYTELLING' BRAND IDENTITY: ONE OF THREE PACKAGING DESIGNS, REFLECTING THE CUSTOMERS CHARACTER AND PRODUCT PREFERENCE, AS DEFINED BY THEIR JOURNEY THROUGH SWEET SHOPPE.

PHOTOGRAPHY, RICHARD INSTALL



'FACTUAL' BRAND IDENTITY: ONE OF THREE PACKAGING DESIGNS, REFLECTING THE CUSTOMERS CHARACTER AND PRODUCT PREFERENCE, AS DEFINED BY THEIR JOURNEY THROUGH SWEET SHOPPE.

PHOTOGRAPHY, RICHARD INSTALL

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# Sweet Shoppe Partner Pack



'Invention, my dear friends, is 93% perspiration, 6% electricity, 4% evaporation, and 2% butterscotch ripple'

WILLY WONKA

Sweet Shoppe is a creative, collaborative confection born out of the relationship between Campaign and The Future Laboratory. It merges the talents of two studios – one primarily concept-based, the other output-focused. Throughout the research, ideas, concept, design and realisation process, the two teams have met regularly to confer, exchange and sometimes debate how best to realise Sweet Shoppe – hyper-real, personalised and technology-enabled, it lets our guests see, smell, touch and taste the retail experience of the future.

The curated personal journey to source the perfect sweet – a process of exploration, editing and selection – is an analogy for navigating the retail landscape of tomorrow. Sweet Shoppe has been created to appeal to the consumers of the future who will have no recollection of life without the internet, will not distinguish between the real and the digital worlds, and will seek experiences that seamlessly integrate the online and the offline.

The journey combines the mechanisms of online retailing – social recognition, profile-based recommendations, intuitive navigation and filtering options – with the best of the real world, such as tactility, conviviality, intimacy and serendipity.

It is the retail journey of tomorrow. An adventure more and more of us will seek out as the internet mitigates our choices, anticipates our needs and sculpts our moments and time online. In this age of pattern recognition, we were able to read our guests' choices, determine tastes and anticipate moods by using a range of simple, but magical tools and experiential techniques – from online activities – via Facebook, LinkedIn, Twitter – we were able to profile our guests' tastes.

From the verbal and gesture-based choices made with our host, shop assistant and shopkeeper, we are able to use choice architecture to anticipate and to respond to the guests' moods. All of these things were noted throughout the journey by hosts, assistants and shopkeepers trained to be empathic – and to use technology as it needs to be used. Seamless. Invisible. Fun. Experiential, emotional and memorable.

This is how retail will need to be, online and offline – dramatic, adventurous and collaborative. An idea, experience and strategy that is able to cope with the many changes we are about to face, a store model that requires new thinking, new approaches, new solutions, new ways to engage, intrigue and compel customers.

*Welcome to the future of retail*

THE : FUTURE : LABORATORY  
CAMPAIGN

# CAMPAIGN

Campaign is an award-winning retail design agency. The studio develops integrated brand experiences through interior, brand and digital design.

Campaign comprises creatives from a diverse range of backgrounds – architects, film-makers, interior, graphic and product designers – all hands on in exploring different media and methods in order to tell unique and engaging brand stories. Recent client work includes Kirk Originals, Eyewear Store Dunhill, The Momentary Project, Nike, 1948 and Burberry Body.

Sweet Shoppe is a metaphor for a luxury retail experience and born out of Campaign's philosophy of Architecture is Advertising – envisaging high streets as a series of immersive billboards and brand lounges. A place where consumers are engaged in a series of alluring, interactive environments. Just imagine an advert that you can smell, touch and walk around. We believe brand advertising is not about that we are told but what we experience and how we connect physically and emotionally.

Sweet Shoppe will explore the relationship between in-store and online, and will be an immersive, convivial experience creating a tailored shopping experience for one customer at a time.

Sweet Shoppe introduces Architecture as Advertising, the creation of memorable experiences, something between advertising and retail that truly engages with the consumer. Sweet Shoppe is the integration of the online and in-store. It highlights the emergence of the brand lounge, a destination that bridges the social interaction between communities and brands, and considers the seamless integration of technology.

It is a multi-sensory experience that includes a suspended garden, a 4m billboard, animated shop walls, personalised shop displays and bespoke sweets.

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# THE : FUTURE : LABORATORY

Established in 2001, The Future Laboratory is a trend forecasting, bespoke research and brand innovation consultancy. Its motto, Sapere Aude – dare to know – sums up its underlying ethos. It is a consultancy driven by curiosity and framed by the urge to seek the new, the next, the challenging and the innovative – especially the latter. For the future is determined by those who live on the edge, and by doing so, forge paths for the rest of us to follow.

Working across 14 sectors, it does this on a daily basis, delivering trend, market and consumer insights to a client list that includes Louis Vuitton, Sony, American Express, Marks & Spencer, General Motors, British Gas, O2, Pernod Ricard, HSBC and The Body Shop, alongside leading agencies including Edelman, Golin Harris and Consolidated PR.

It looks at the niche, the different and the diverse to ensure that its clients are ahead of the innovation curve. Its job is to make them leaders, not followers, to make their future happen rather than allow it to be determined by others. With its 50-strong team of analysts, strategists, editors, visualisers, and trend researchers, it takes its clients to these places 'to help them understand that today's anomalies can become tomorrow's mainstream trends'.

Over the past 10 years the business has evolved to reflect the changing needs of its clients. While trend forecasting, consumer and market insight are still at the heart of the business, The Future Laboratory now also helps clients to develop strategies to navigate a path to the future through its A.H.E.A.D. programme, a strategic framework for master-planning clients' futures.

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Andrew Stellitano is the founder of A\* Food Design. Fascinated by taste, the visual aesthetic and the setting in which we consume food, A\* merges design and gastronomy to deliver food as a multi-sensory experience.

Recent projects include a collaboration with AnOther Magazine to turn Gucci creative director Frida Giannini's design of her fantasy birthday cake into reality for AnOther's 10th birthday. Curated by Jefferson Hack and Annie Nichols, the cakes were showcased in the Selfridges Wonder Room. Andrew is currently working on a range of laser-cut food products that will be released soon.

For Sweet Shoppe, Andrew worked with The Future Laboratory to develop a range of sweets across three categories – traditional, scientific and crafted. Through ingredients and processes, each is tailored to be unique in appeal, giving the customer an individual piece of confectionery to suit their taste.

Edible fragrances apply the delicate art of perfumery to pair flavours that are consumed through their aromatic qualities as well as their taste, to deliver a crafted experience. The scientific-themed sweets were made with lyophilised fruit, this is the process of removing water content through a combination of pressure and temperature, resulting in an incredible texture with flavour and nutrients preserved. The traditional sweets were made using a traditional sherbet recipe but updated using more sophisticated flavour technology.

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**The Atomised Spray collection**

All perfumes use an alcoholic syrup solution as a base to infuse the blend of natural flavourings and extracts. Perfumes add a new sensory dimension to sweet courses and can enhance existing ingredients and flavours.

Cocoa Bean and Summer Truffle Pheromone : A blend of Italian truffle (*Tuber magnatum*) from the Piedmont region in northern Italy. Paired with a shaving of roast cocoa bean. Hints of bourbon vanilla.

Japanese Yuzu and Lemon Peel : A blend of the Japanese Yuzu and Lemon peel. A refreshing fragrance containing yuzu juice, which is believed by the Japanese to relax the mind.

Spearmint, Black pepper and Bergamot Rind : Based on The Future Laboratory's Inspire room fragrance, this blend has a refreshing top note of spearmint with pepper and bergamot base notes.

**The Lyophilised Fruit collection**

Planning for long-duration Apollo missions, NASA found that freeze-drying techniques were the most effective. The final product retains around 98% of its nutrition. Although variable, the typical freeze-dried item loses 80% of its original pre-lyophilisation weight.

Lyophilised Blackberry Dipped in Dark Chocolate and Mint : Freeze-dried blackberries rehydrated with Chambord, dipped in a 70% chocolate infused with garden mint and aerated mint chocolate.

Lyophilised Raspberries Injected with White Chocolate, Lemon and Olive Oil : Freeze-dried raspberries, injected with white chocolate, lemon and olive oil ganache, garnished with cracked black pepper.

Lyophilised Sour Cherry in Vanilla Custard and Cherry Crumble : Freeze-dried raspberries are dipped in a bourbon vanilla white chocolate and then dusted with a fine cherry crumble.

**The Sherbet Collection**

The word 'sherbet' is from Turkish *şerbet*, Arabic *sharba*, a drink. Sherbet powder became popular in England in the 19th century, originally mixed with water as a drink.

Chocolate Sherbet With a Coconut Lollipop : Following a traditional sherbet recipe, dark cocoa powder and powdered cream.

Raspberry Ripple sherbet with a Toffee lollipop : Natural vanilla extract, powdered Dulche de Leche and raspberry.

Peppermint with a Mango Lollipop : A traditional sherbet with natural mint flavouring.

Sign Salad is a semiotics and cultural insight agency offering high-level thinking for street-level application.

We work globally to help brands become more meaningful and relevant to consumers, by revealing the deeper cultural conditions that shape people's responses to brands.

This semiotic intelligence enables you to take advantage of emerging cultural shifts, making your brand more distinctive and compelling, and capturing consumer attention.

Recent projects include an analysis of Gen Y cultural contexts (specifically mobility and connectivity), a semiotic analysis to assist the converged visual identity of PC World and Curry's and a semiotic analysis of sharing in the UK for the development of T-Mobile's brand positioning and advertising campaign. Other projects included a semiotic analysis of the emerging cultural meaning of 'back to school' for Kohl's in the US, an investigation into the emerging meaning of supermarket retail for True Worldwide advertising agency pitching for the Sainsbury's account, and an analysis of the emerging meaning of Frenchness in the UK for women's fashion retailer Kookai.

For Sweet Shoppe, Sign Salad offered semiotic insights to enable the appropriate selection of objects that represented the identities at the heart of the experience, such as objects representing 'craft lux, scientific or revivalist identities, and specific different objects representing factual, storytelling and peer-to-peer identities. In this way, it was possible for The Future Laboratory to characterise the personality of the customer, according to which objects he or she chooses during the experience. Those semiotically influenced choices thus led to the creation of the ideal sweet for that individual customer.

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Holition has been a trailblazer for the benefits of interactive digital touchpoints for premium brands since 2010. Pushing the boundaries of digital craftsmanship for the luxury sector, Holition's team of marketers, retail specialists and cutting-edge leaders in 3D technology are creating new ways to build communication strategies that are targeting a rapidly emerging generation of digital consumers. Holition's portfolio includes collaborations with LVMH, Gucci Group, Swatch Group, Condé Nast, Harrods and Selfridges.

Holition's premium Augmented Reality solutions enable consumers to virtually 'try on' products online, in-store and through mobile apps, helping to bring audiences closer to brands by delivering memorable retail experiences. Brands such as Boucheron and Tatler use Holition's applications to bridge the gap between an ageing consumer base and a new digitally aware audience. The tools and strategies Holition can offer seamlessly connect the history, integrity and beauty of a brand for a new digital audience in a compelling, relevant and thoroughly modern manner.

The Holition Sweet Shoppe experience has been specifically engineered to showcase Augmented Reality's unique ability to blend together the real and the unreal. Turning this technology towards the retail of tomorrow provides a brand with a set of sophisticated tools that can present products both online and offline, allowing a consumer to visualise and 'wear' a product, including bespoke or limited editions, even before they have been manufactured. The way in which Holition adds magic, wonder, amazement and function to the retail experience will be increasingly important in the new digital retail space.

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### Richard Install

Richard Install is a London-based photographer and video-maker. He holds a BA from Nottingham Trent University and an MA from the London College of Communication in Photography. He works for a wide range of clients, producing still photographs and film. His main clients include The Future Laboratory, Central Saint Martins college of art and design, The Design Laboratory and London College of Fashion. He also regularly exhibits his own art-based work, both in the UK and internationally.

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### The Golden Filter

From New York, enigmatic electronic artists The Golden Filter released their debut album Voluspa in 2010 to worldwide critical acclaim. They have also provided music and sounds that capture a myriad of visual environments for brands such as Vodafone, Smirnoff, Sony and Victoria's Secret, as well as New York, London and Paris fashion weeks.

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### Stephen Woodhams

Renowned for his award winning designs, Stephen Woodhams has established himself as one of the UK's leading garden designers. His approach to creating intriguing outdoor living spaces using over scaled planting and striking architectural schemes, combined with innovative use of lighting, illustrate his individual, creative and eclectic style.

With offices in London, Ibiza and Sydney, Stephen boasts an enviable portfolio of private international clients as well as working closely with leading talent including architects and interior designers.

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