



City Right

Much of the character and sensibility of Whole Foods Market is derived from its location, and the elements and icons of the local community

Whole Foods Market in Detroit, Michigan, USA, is about local, natural, and socially and environmentally responsible commerce. Its location lives up to these principles not only in what it purveys, or through the associates in the store, but also with the environment and its building. Design partners, local artists and fabricators joined with the Whole Foods team to create a fusion of food and place through reclaiming, repurposing and even reimagining pieces of Detroit's past into an expression of Detroit's future.

The environment has key feature areas with a café, a series of specialty stalls for dairy products and cheeses, produce and specialty foods, bakery products, and an aggregate area of prepared specialty foods with local-to-international focus. The character of the store creates an instant connection with the neighbourhood that represents the past, present and future of urban Detroit.

The 21,506 sqft store features an assortment of prepared and ready-to-



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prepare foods, in conjunction with fresh and specialty perishables for the young urban resident, neighbourhood consumers, and the working population, for whom the store meets their needs for a healthy lunch, shopping for the evening's dinner, or the week's groceries.

Leading retail design and brand strategy firm JGA created an experiential environment, providing design services related to the store's interior, colours, materials and graphics. Said JGA Chairman, Ken Nisch, "With its cross-cultural mix in places like Eastern Market and great restaurants, Detroit becomes a natural home for Whole Foods. The Detroit store celebrates this rich history not only in what is sold, but as well where it's sold and the environment it is sold in."

Design elements

The overall organising background element used throughout the store is a unique street grid of Detroit with radial streets, squares and avenues. This is used in terms of background graphics, cornice treatments, directional signage, etc.

Feature elements within the store include a Bristle wall "Cooking" graphic constructed with sculpted squares of repurposed broomstick material laser cut into a 3D sculpted graphic. Specialty Foods feature a large panel element with a patchwork of reclaimed signs ranging from street, business, advertising and institutions; rescued from faded scrap. A series of metal conduits bent to create a bakery header is reminiscent of tail pipes and Detroit's namesake "The Motor City." Motown

45-LP records become checkout lane markers, reflecting the company's Motown heritage. There is a corrugated metal background for the Cheese Department; a heritage timeline that highlights the city's history, culture, and its ongoing reinvention, and reclaimed elements and furniture pieces from the city's industrial heritage.



■ A Bristle wall "Cooking" graphic constructed with sculpted squares of repurposed broomstick material laser cut into a 3D sculpted graphic



Architect	WD Partners
Design Consultant	JGA
General Contractor	Sachse Construction
Lighting Designer	Western Extralite
Laminate	Octolam Walmark Corporation
Porcelain Tile Walls	Mercury Mosaics McIntyre Tile Company Virginia Tile
Floors	Forbo
Fixtures	Husmann Fixtures Bay Equipment – Refurbish Trade Fixtures, Bulk Lozier, Grocery/Whole Body
Graphics/Signage	Design Fabrications
Salvage/Graphic Element Consultant	Heritage Co. 2
Millwork	Doors & Drawers Capital Wood Products
Wall Elements	Brush Tile Reclaimed Wood & Salvaged Brick Reclaimed Factory Windows
Furniture	Icon Modern Industry West
Paint	Sherwin Williams
Countertops	Renewed Materials - Alkemi ProTeak Butcher Block/ Silestone Northstar Surfaces
Upholstery	Design Tex
Photography	Nicole Reedy, Jenn Hulbert
Completion Date	June 5, 2013
Project Size	25,580 gross square footage



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Sustainability and reuse

Building and décor materials were selected with an eye toward sustainability and reuse. For example, the McIntyre Tile used in the bakery and deli has recycled content of approximately 85 percent. Biodegradable Marmoleum® has a 25-to-40 year lifespan, and is used on tops of registers, tables and office flooring. The customer service counter is made from Vetrazzo Recycled Glass; the

beautiful cobalt blue glass comes from Skyy® Vodka bottles. The front entrance is clad in reclaimed thin brick from Reclaim Detroit; whose primary focus is to divert materials from landfills. The “brush tile” on the Cooking wall is made from a mix of organic naturally grown vegetable fibers. Reclaimed Factory Windows were salvaged from an industrial factory, and in the café, car hoods were made into table tops. ■