

GODIVA CHOCOLATIER

Circle Center Mall, Indianapolis, IN



In a space of 800 sq. ft., JGA, the retail design organization located in Southfield, MI, was challenged by Godiva Chocolatier to “create a more experiential retail concept that focuses on moving the consumer from a gifting mindset to a more self-indulgent purchase, while having the capability to flex during peak gifting seasons to still handle large inventory of pre-packaged gift products.” Through its new prototype design, Godiva, the world famous chocolatier, reinforces its European heritage and sense of prestige, and even though Godiva wants to make its brand and products more accessible—it still wants to keep the idea that its product “remains special as a unique, self-indulgent, social medium and thoughtful gift to others or oneself.”





DESIGN: **JGA**, Southfield, MI
 CHAIRMAN: **Ken Nisch**
 CREATIVE DIRECTOR: **Kathi McWilliams**
 DESIGN ARCHITECTS: **Parisi Inc.**, Newtown, PA
 LIGHTING DESIGNER: **Illuminating Concepts**, Farmington Hills, MI
 CLIENT'S TEAM
 DIRECTOR OF RETAIL FACILITIES: **Bart Shea**
 PRESIDENT, GODIVA INTL.: **Geralyn Breig**
 PRESIDENT, GODIVA WORLD WIDE: **Jim Goldman**
 DIRECTOR INTERNATIONAL MERCHANDISING: **Chris Scinto**
 VP GLOBAL CREATIVE SERVICES: **Maria Williams**
 VP RETAIL SALES: **Erin Clark**
 DIRECTOR RETAIL MERCHANDISING: **Shelly Kramer**
 VP GLOBAL MARKETING & MERCHANDISING: **Sharon Rothstein**
 GLOBAL VM MANAGER: **Jose Padron**
 PHOTOGRAPHY: **Laszlo Regos Photography**, Berkley, MI

In the interest of modernizing the Godiva image—while maintaining its familiar Belgian art nouveau references—the architectural influences moved from north and east to the Viennese Wiener Werkstatte movement. This calls for the use of geometry, linear pattern, high contrast graphic elements and luxurious materials. Polished mosaic marble tiles, cast resin architectural details and the gently curved surfaces are juxtaposed against the rigid geometry. From the exterior, shoppers are treated to the “theater” of the dipping and beverage bar where confections, cookies, and fruits are hand-dipped in the rich Belgian chocolate. “A self consump-

