

DETROIT/USA

Whole Foods Detroit

Opening Date: May 2013
 Selling Space: 2.375 sqm
 Submitting Company: JGA

As one of the world's largest retailers of natural and organic foods, Whole Foods has opened a new destination store in Detroit using a more "city-friendly" approach that integrates local icons and sustainability into a new vision for the future. Planners and local artists 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.

Building and décor materials were selected with an eye toward sustainability and reuse. For example, the customer service counter is made from beautiful cobalt blue recycled glass, which comes from Skyy® Vodka bottles. Reclaimed windows were salvaged from an industrial factory, and car hoods were given a new life as café table tops. In addition to this, several feature elements, such as Motown records as checkout lane markers were added. And yet, despite the one-of-a-kind local references, the store is still unmistakably Whole Foods. Green elements in the new store are consistent with the chain's sustainability philosophy and include recycled structural steel, energy efficient-glass, highly efficient refrigeration to reduce the store's carbon footprint, as well as LED illumination for signage and frozen case throughout the space.



Food

Photo: Nicole Reedy, Jem Hulbert


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