

oke Artichoke

Artichoke — Australia's interiors and design magazine



A toast to the
2018 Eat Drink Design
Awards



The Design Institute of Australia's official magazine

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Winner
Best Retail Design

Designer
Foolscap Studio

Location
Coldstream, Victoria

Chandon Australia

Jury comment —

The Chandon tasting room and boutique is a successful showcase of the brand, elevating it to international standards with impressive design. The jury remarked on the sense of presence: the airy space has generous and comfortable dimensions, with excellent flow from zone to zone, while a connection to landscape allows a sense of rawness to hover at the perimeter. The design aesthetic is feminine, which perfectly personifies the brand, while a bubble motif threaded through it complements the product. Clearly, the budget was generous, speaking to the premium aspirations of the brand, but we saw nothing gaudy or showy; there's restraint and the luxury of ease rather than lavish display. As a retail space, it works well: there's no doubt visitors will purchase here, and in that sense it's design that is supremely fit for purpose.



Design statement —
In this complete overhaul of Chandon Australia's cellar door, the project required a considered and spatially intuitive response to the existing, voluminous 1980s structure. This was achieved through the implementation of dynamic and brand-immersive experiences. The design team took cues from the client's universally applied *méthode traditionnelle* process; anchoring the new fitout through their brand values of French-born tradition and contemporary context with production and new-world outpost in Victoria's Yarra Valley. Drawing upon the site's stunning landscape as it shifts through the seasons, Foolscap Studio applied a fearless approach to colour and native materiality, using dusky pink and green velvet, natural bronze-toned hues, aged leather and printed textiles by Indigenous artists. Spotted gum timber and locally-quarried Dreamtime marble anchors Chandon to its Australian setting, culminating in the delivery of a fresh and relevant environment for existing loyalists and locals, as well as reaching out to an emerging market of food and wine lovers.



Project —
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Design practice —
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