



## GO FRESH

**Go Fresh**, a new-concept convenience store in London, uses graphics, color and lighting to create a fun and inviting environment for commuters. Taking advantage of the store's unique location – underneath the barrel vaulting of a bridge – an arched keyhole entrance was built to frame the unit and draw curious customers in. Finished in a high-gloss white lacquer, the brightly polished entrance also contrasts nicely with the rough, exposed station walls.

Signage around the store's perimeter features the Go Fresh logo prominently, architectural track lighting creates visual zones within the space and an arched ceiling adds to the open feel.

**CLIENT**  
Noel Smith, Dublin, Ireland – Fiona Walsh

**DESIGN/ARCHITECTURE**  
DouglasWallace Architects, Dublin, Ireland – Samantha Gates, designer/project leader; Adrian Lambe, designer

**GENERAL CONTRACTOR**  
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**OUTSIDE DESIGN CONSULTANTS**  
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**SHOPFITTING**  
A.M.G. Fit-Out, Kildare, Ireland

**SIGNAGE**  
E. Tapley Installation Ltd., Dublin, Ireland

**PHOTOGRAPHY**  
Courtesy of Design Factory, Dublin, Ireland

