

01 IMPROVING AND ENHANCING THE IN-STORE EXPERIENCE OF AQUATIC RETAIL



PROBLEM STATEMENT

Based on personal and public user observation there is a noticeable disparity in the quality of the online purchasing experience versus brick-and-mortar aquarium stores. While internet platforms offer convenience and an extensive range of possibilities, traditional aquarium stores often fail to provide adequately designed environments, amidst a growing market and the increasing need for enhanced aquatic environments. These shortcomings frequently result in subpar living conditions for aquatic life, impacting aquatic hobbyists' overall satisfaction. Recognising this gap, brick-and-mortar stores have the opportunity to not only cater to the growing market but also address the need for immersive experiences. By incorporating thematic elements and prioritising educational initiatives within their design, these physical stores can offer a unique and enriching experience for customers, while also ensuring the well-being of the aquatic life they house, according to Lindstrom (2005: 11).

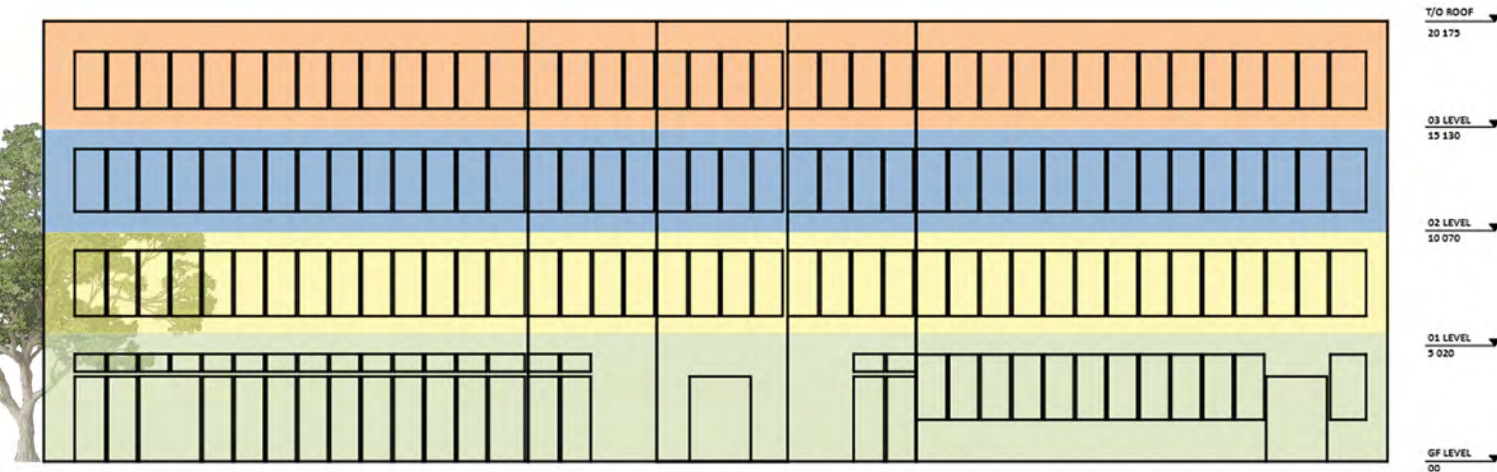
Several pet stores sell aquatic life in the Randburg area but none within the Northcliff/ Greenside/ Montgomery Park areas specifically. Many lean more towards selling aquatic pets, as opposed to also stocking a variety of aquatic plants, meaning that many people buy their plants online. This however leaves a gap in the market for customers to see the quality of the plants they are buying before paying for them. Many stores fall short in good interior design or well-maintained tanks, with a considerably high number lacking in both, says Desyner (2024: sp). While this problem often translates to a lack of finances or knowledge there are many ways to lessen these problems. These stores often provide the bare minimum for aquatic life, leaving the animals and plants with poor health, resulting in things like parasites, infectious diseases, or general health problems, relates Desyner (2024: sp).

THE BUILDING

NORTHCLIFF ATRIUM

Location: 189 Beyers Naudé Dr
Northcliff, Johannesburg

Current use: Offices and retail spaces



FRONT ELEVATION OF THE NORTHCLIFF ATRIUM
N.T.S

USE OF FLOORS:



SITE ANALYSIS

NORTHCLIFF ATRIUM 189 Beyers Naude drive

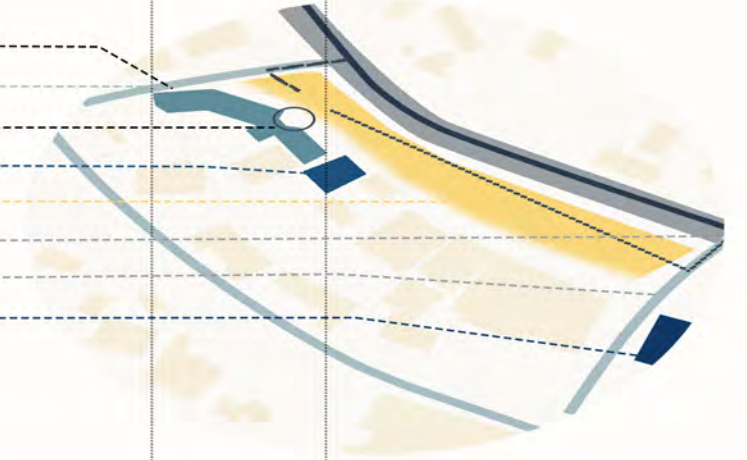
SITE INFORMATION

The Northcliff Atrium is a retail and office building located on Beyers Naude. It is surrounded by a range of typologies, namely: retail, commercial, health care, offices, and residential



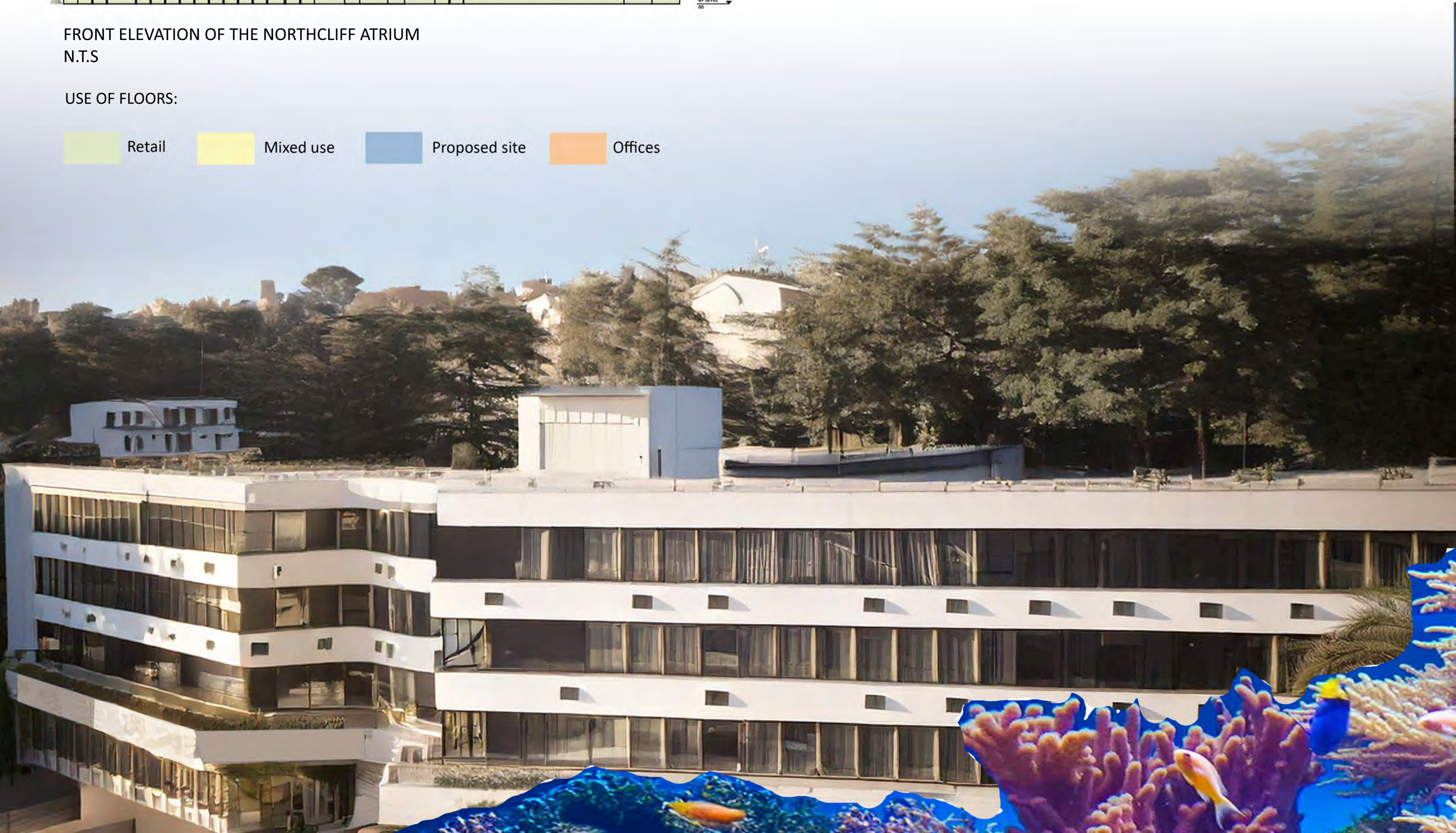
ACCESS POINTS

- Frederick Drive
- Main entrance
- Veterinary clinic
- Parking
- Beyers Naude Drive
- Hockey Avenue
- Pet supply store

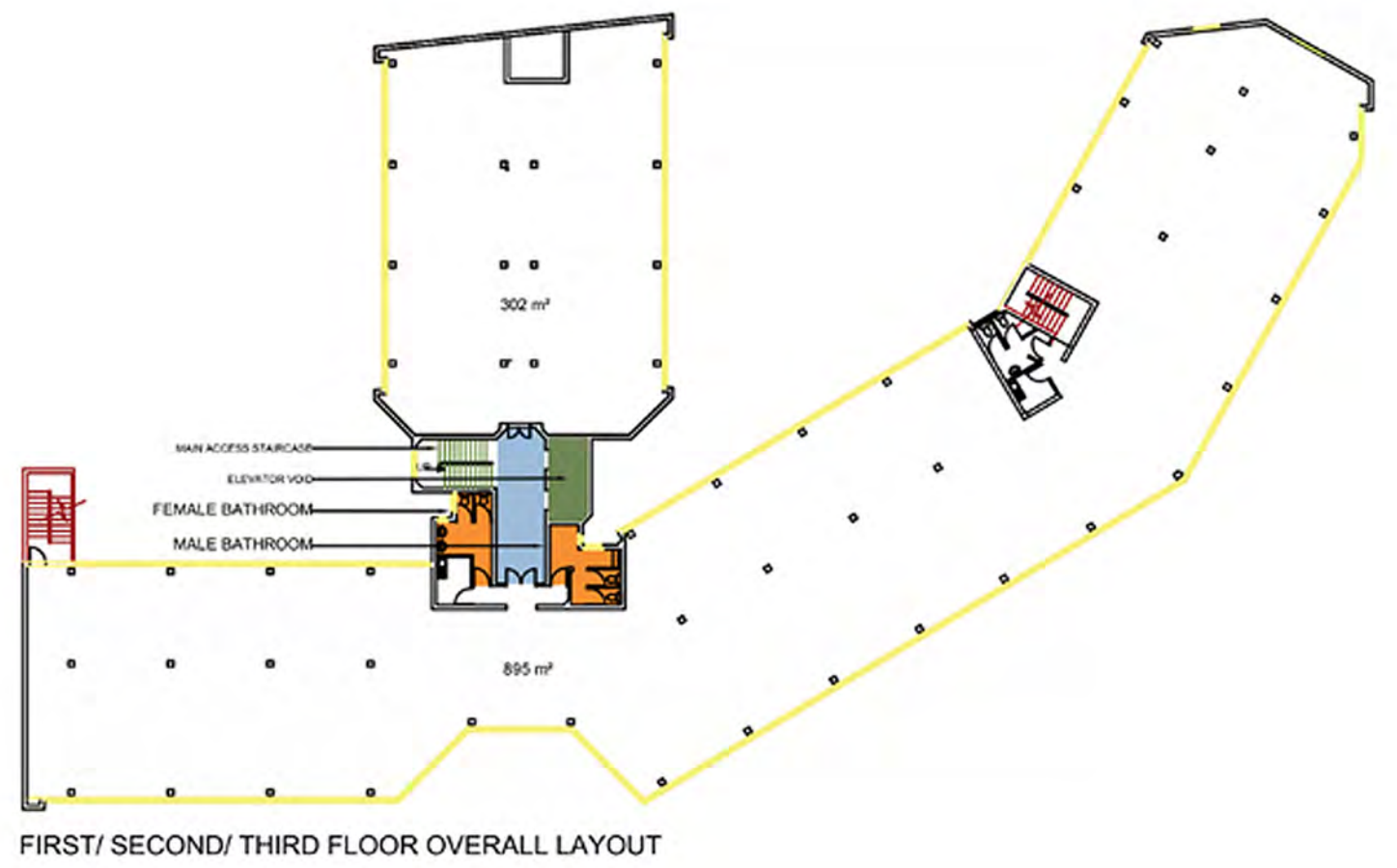
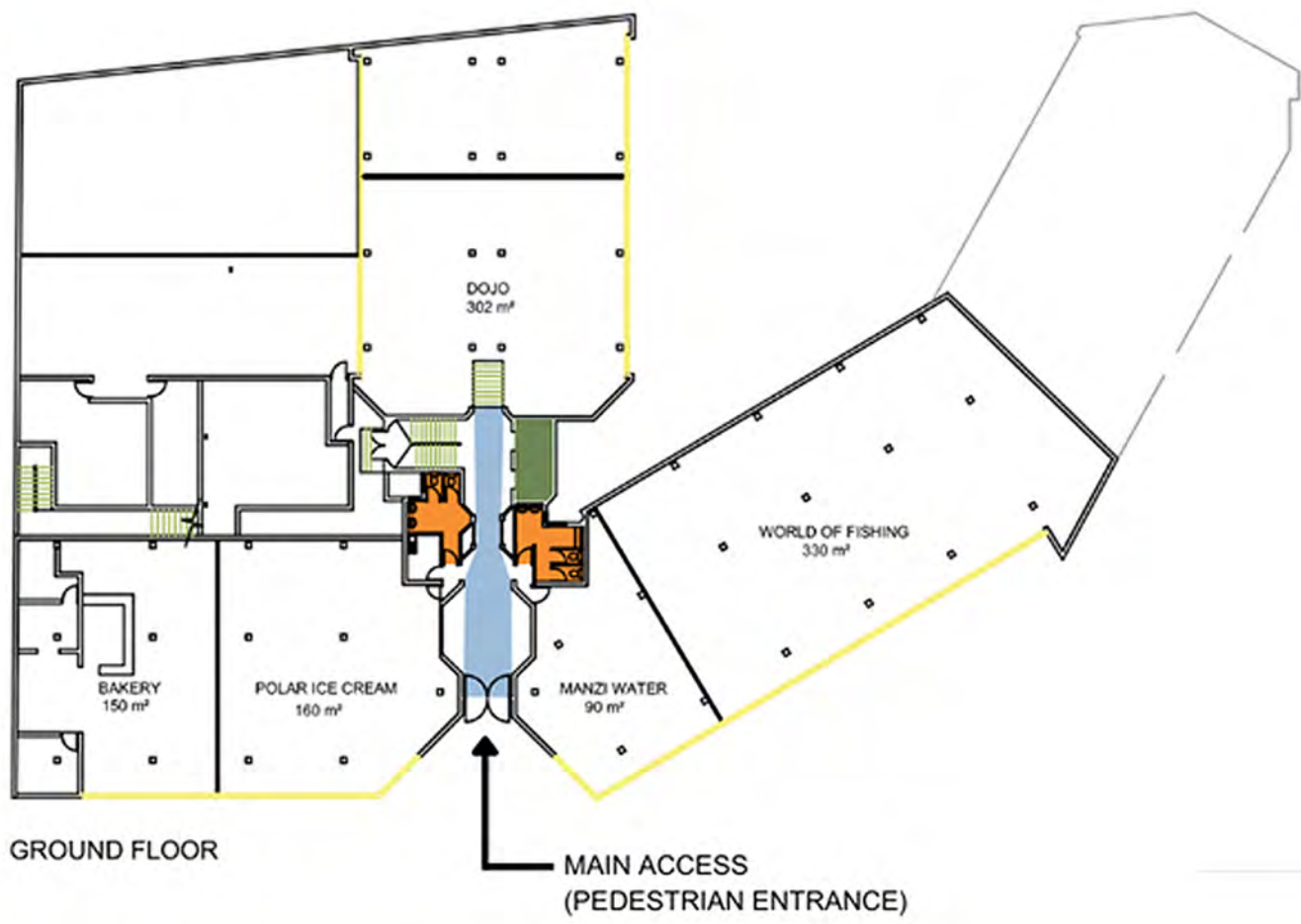


GREENERY SURROUNDING THE SITE

There is ample greenery surrounding the site. Most come from trees on residential properties, however there are some pieces of greenery on public property.



02 RESEARCH



THE BUILDING

NORTHCLIFF ATRIUM

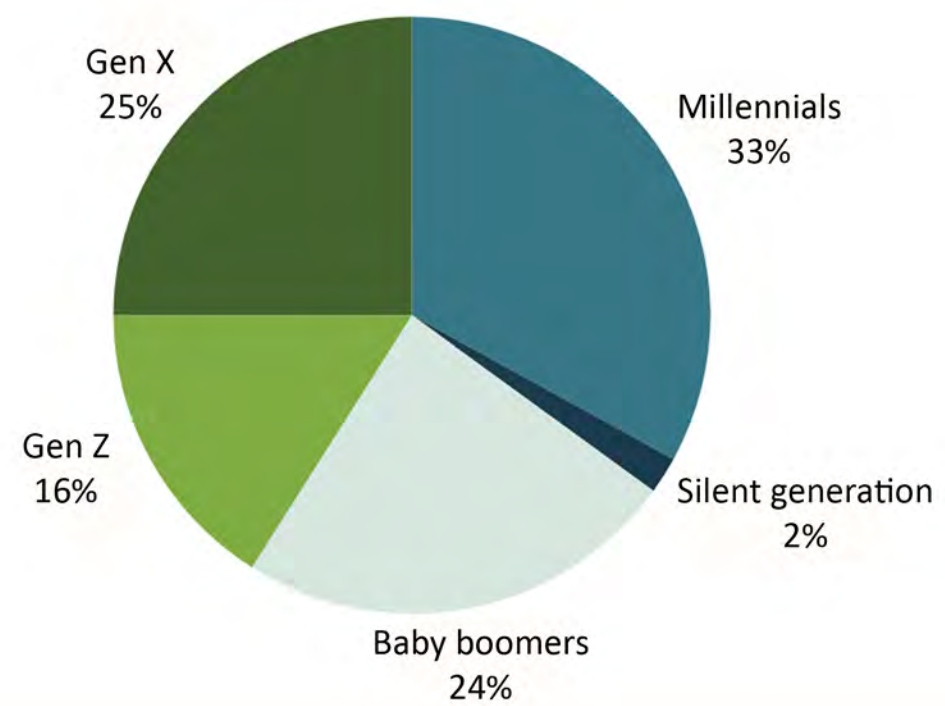
Location: 189 Beyers Naudé Dr, Northcliff, Johannesburg

Current use: Offices and retail spaces

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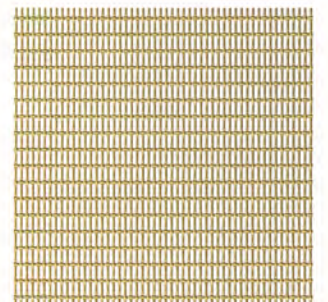
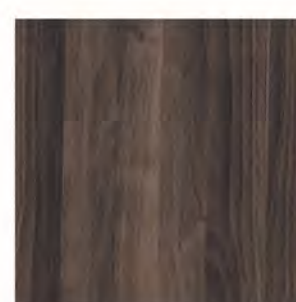


SHARE OF CURRENT PET OWNERS BY GENERATION



A thoughtfully designed aquatic retail space can enhance both the customer experience and the store's functionality. Feedback from focus groups, interviews, and case studies emphasizes the importance of balancing aesthetic appeal with practical considerations. Bilbao's use of a minimalist, neutral palette with raw materials highlights vibrant marine exhibits naturally, creating a visually engaging environment without overwhelming the senses—a design approach echoed by Petmasters Boksburg, where a neutral base provides a cohesive, balanced space that allows colorful aquatic displays to be the focus.

Interviews underscored the importance of practical details like tank positioning to prevent algae growth from direct sunlight, which simplifies maintenance and improves display quality. Focus group feedback also pointed to the need for secure, accessible storage for high-theft items, allowing for both safety and convenience. With the aquatic industry evolving, integrating interactive and automated technologies into retail spaces can further enhance the user experience, whether through educational tools or inspiring displays that showcase what's possible in aquascaping.



03 DESIGN RATIONALE



The concept for my retail aquatic store is an underwater city, hidden in ancient ruins hints at a secret lost civilisation. This theme does not limit itself to one specific design/ architectural style such as, Greek, Mezzo-American or African. Due to the nature of this concept it, wear and minor signs of degradation in the store will actually enhance its aesthetic appeal. The mood I would like to achieve is surreal with a sense of fantasy, discovery and wonder. That being said it is important to keep the feasibility of a retail store in mind.

MOOD BOARD



BRANDING



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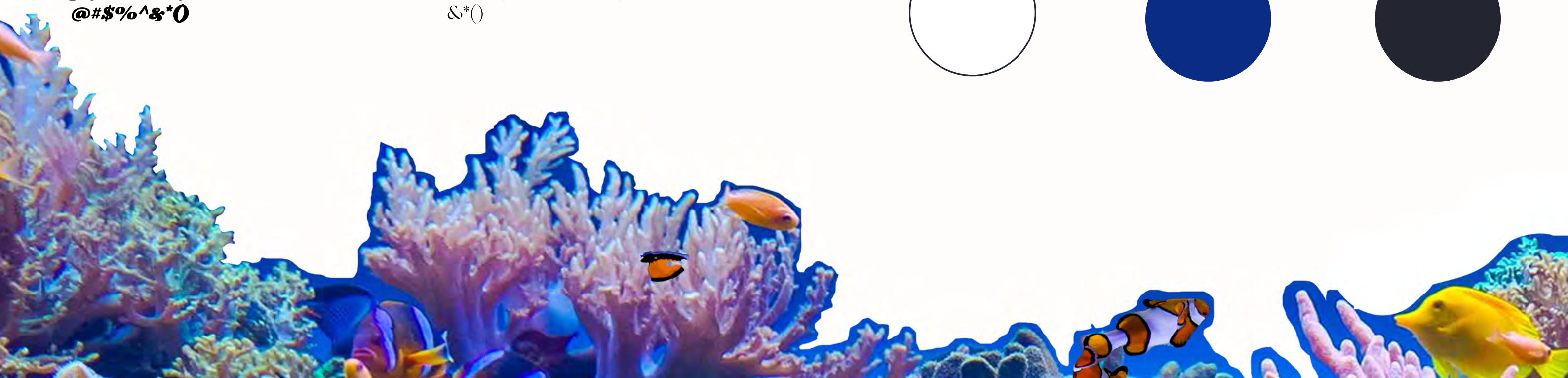
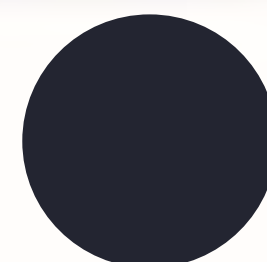
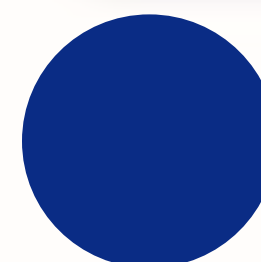
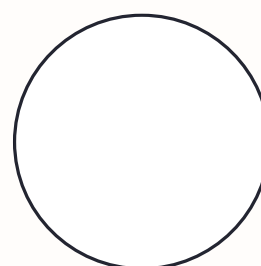
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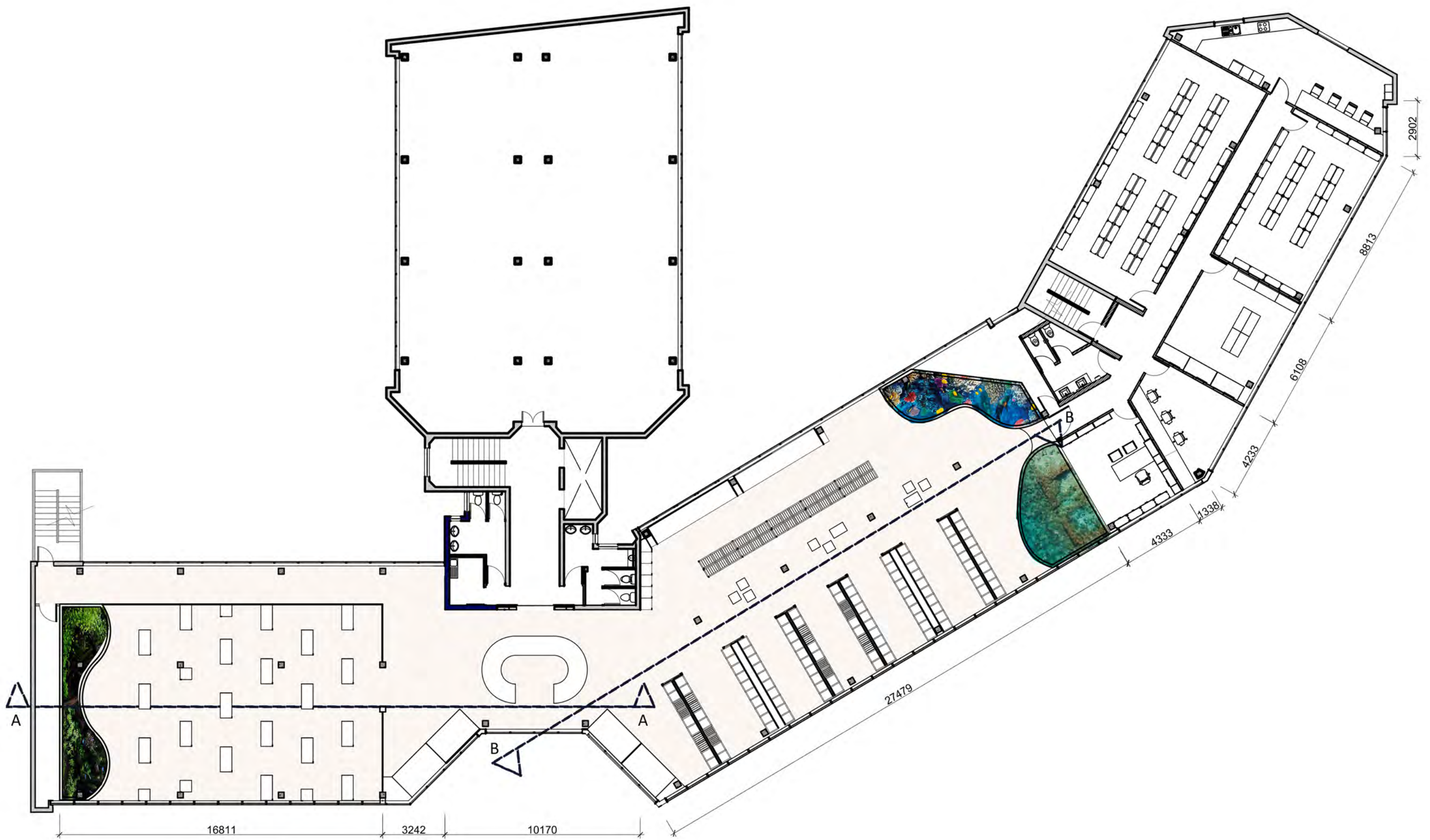
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The seasons

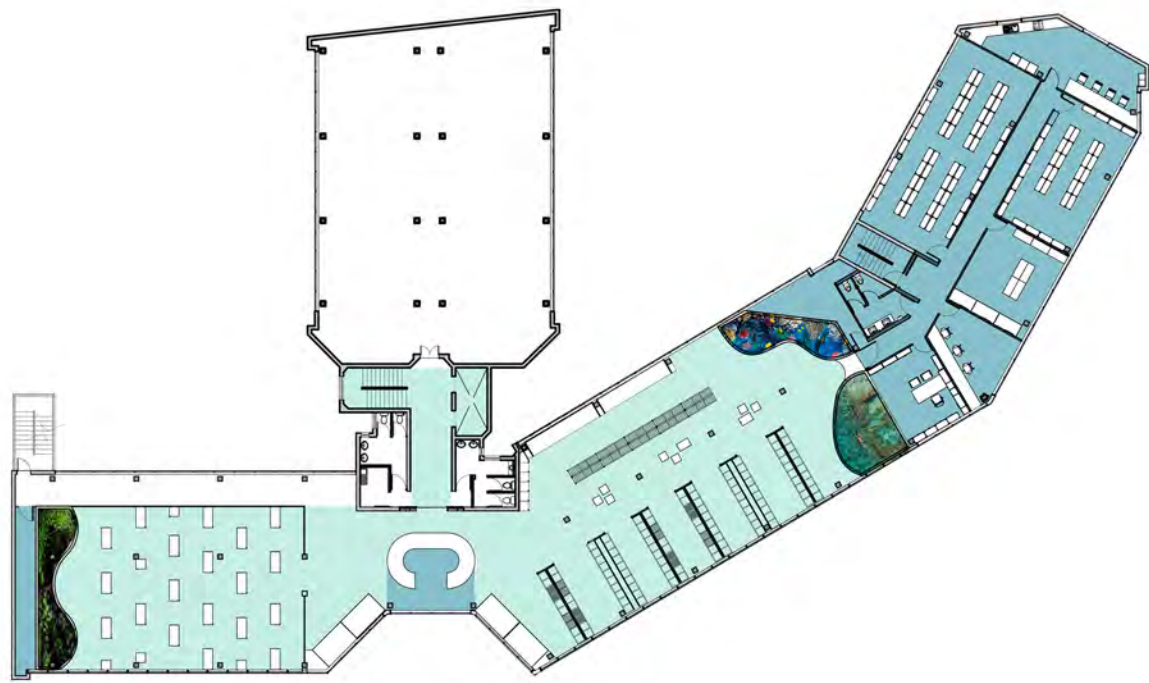
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04 PLANS. ZONING AND CIRCULATION

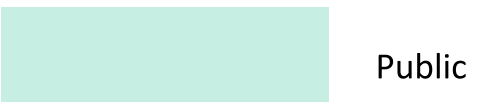


SPLASHED AQUATIC STORE FLOOR PLAN
N.T.S



ZONING

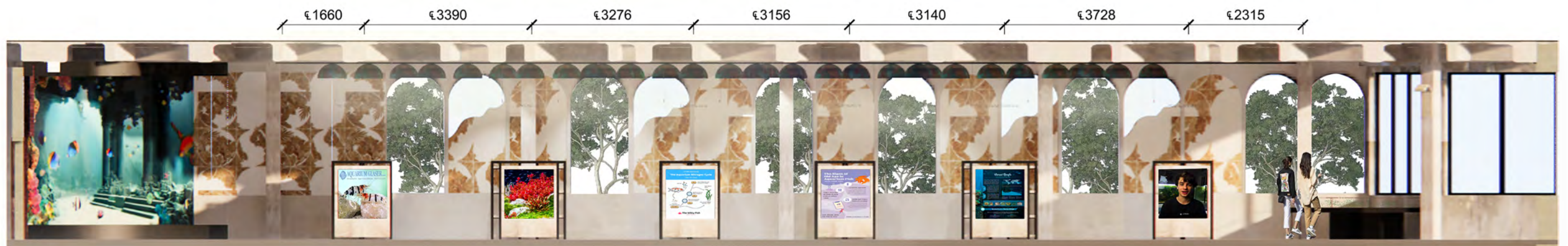
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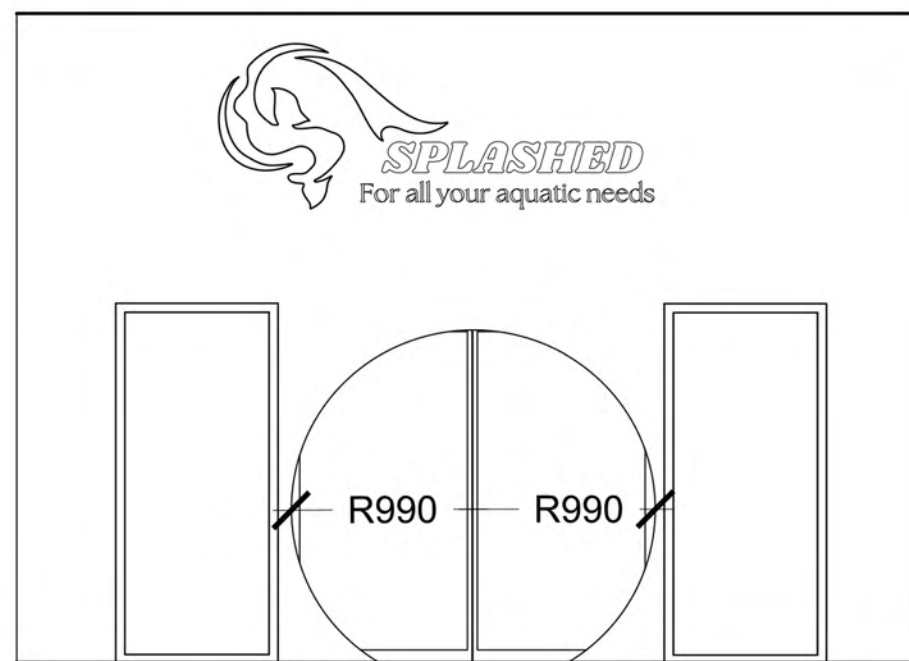
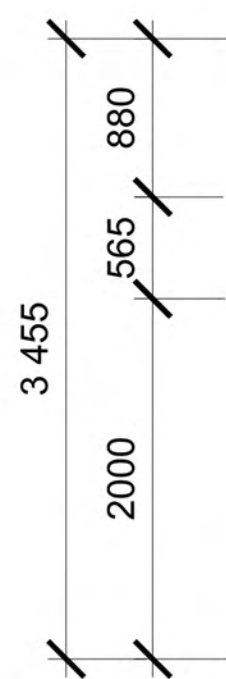
05 SECTIONS AND ELEVATION



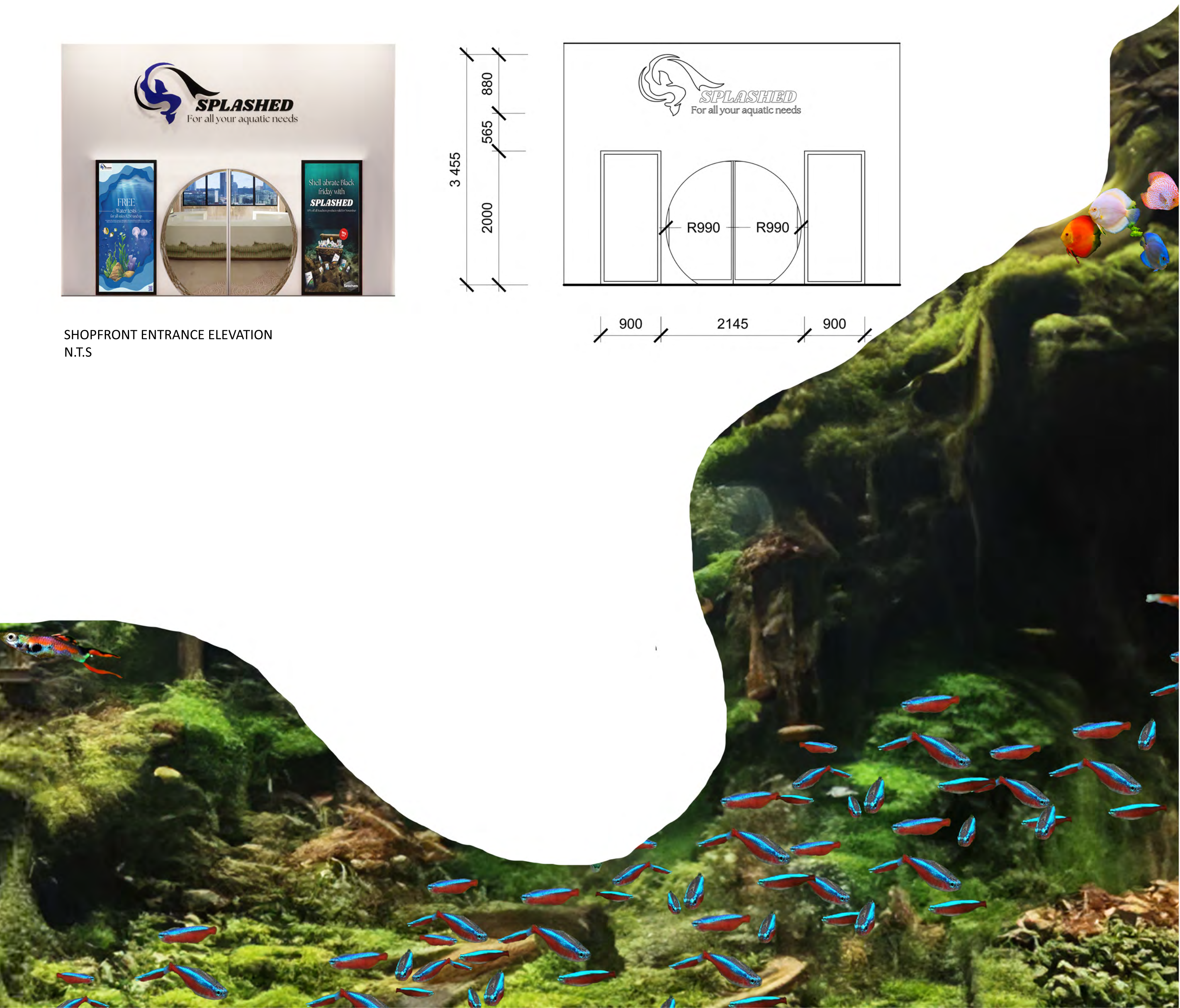
SECTION BB
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SECTION AA
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SHOPFRONT ENTRANCE ELEVATION
N.T.S



06 OUR EARTH



“The accomplishment you are asking for I see not in the many species I have discovered and which were, and are, helping to catalog better the aquatic biodiversity of our planet, for present and future generations (and especially before it is too late), but more though to help people around the globe to enjoy even more what certainly was (and hopefully is and will always be) the most beautiful and educational hobby in the world. I see an accomplishment in helping children and adults around the globe to enjoy life more, to learn and for them to register what we have (in most of the cases "had") out there in this unbelievable nature than man is destroying every single minute more and more. “

- Heiko Bleher. discovered an introduced 40000 fish species and plants into aquariums



07 ENTRANCE RENDERS



STOCK FISHTANK ROOM



DISPLAY FRESH WATER AQUARIUM IN THE STOCK FISH ROOM

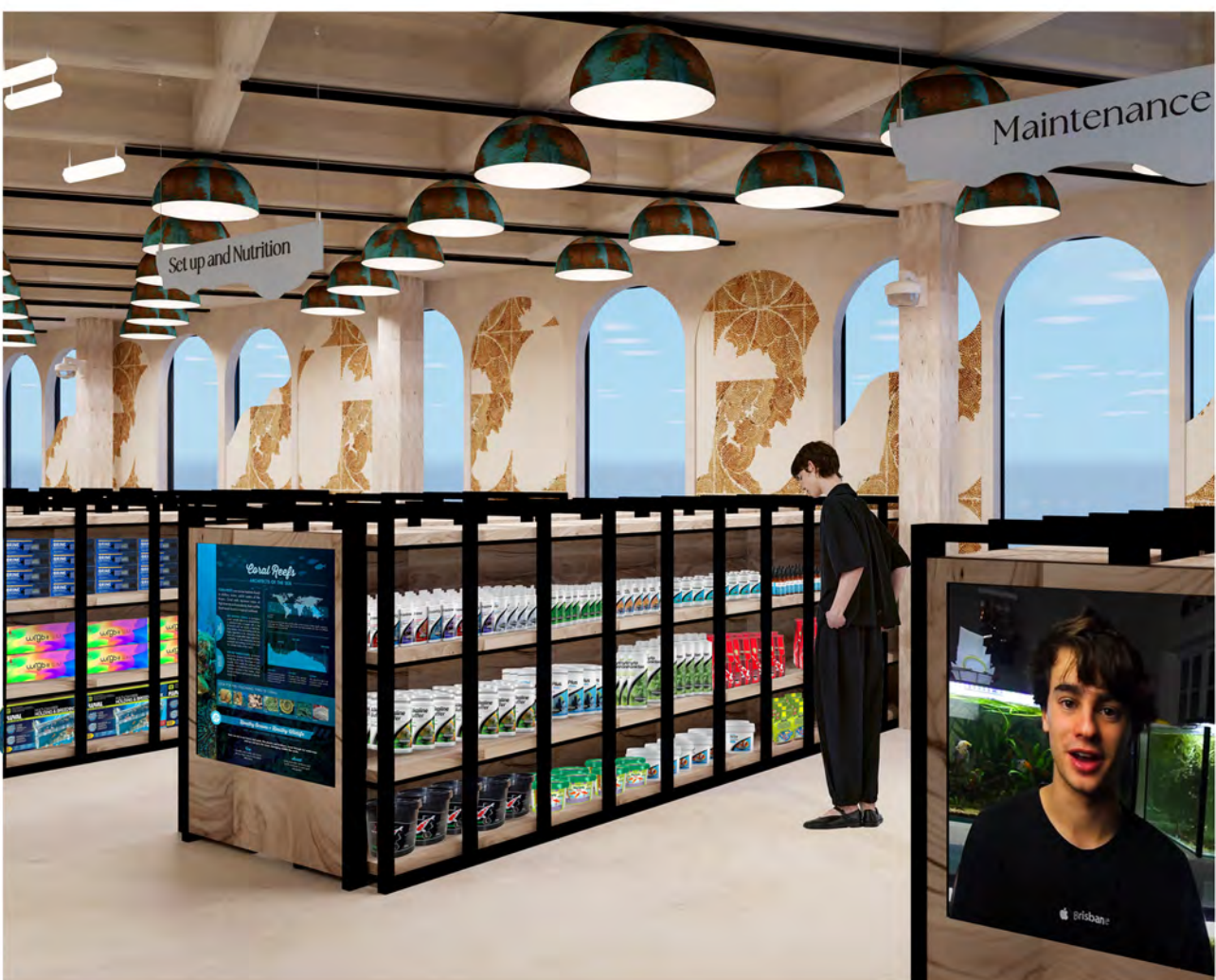


RECEPTION AND PAYPOINT

08 GENERAL RETAIL RENDERS



DISPLAY MARINE AQUARIUM



SHELVES WITH EDUCATIONAL SCREENS AND PRODUCTS



GENERAL RETAIL VIEW