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Maxis – The Gardens

February 2012 Issue

Maxis is Malaysia's leading integrated communications service provider; offering mobile devices, call plans, wireless and wired broadband, and business solutions. In line with their business strategy to further improve their level of customer service and upgrade its retail identity, SL+A Kuala Lumpur was engaged by Maxis to revolutionise their retail concept store located at one of Kuala Lumpur's largest shopping mall -The Gardens Midvalley.

- Our Services:**
- Interior Design Consultancy,
 - Design and Build,
 - Feasibility and Strategic Space Studies,
 - Project Management,
 - Environment a Brand: Brand Application to Interiors,
 - Sustainability Advisers, based on USGBC's LEED Accreditation

The storefront is designed to project a powerful image that attracts you inside to see what's in the store. With strategic placement of corporate branding materials and application of core branding colours, the overall creative changes resulted in a profound effect on the appearance of the space, its impact on visitors, and the way it functions. It is packed with technology to appeal to a generation used to fast cutting and high-action graphics.

We broke up the linearity of the spaces with curved walls, furniture in interesting shapes. It features a seamless flow of space to improve the queuing mechanism so customers will have shorter waiting periods, and more personalized service. The intent of the concept store is to introduce a new touch and feel experience for its customers. the creation of two new ideas: the devices corner and the home corner.

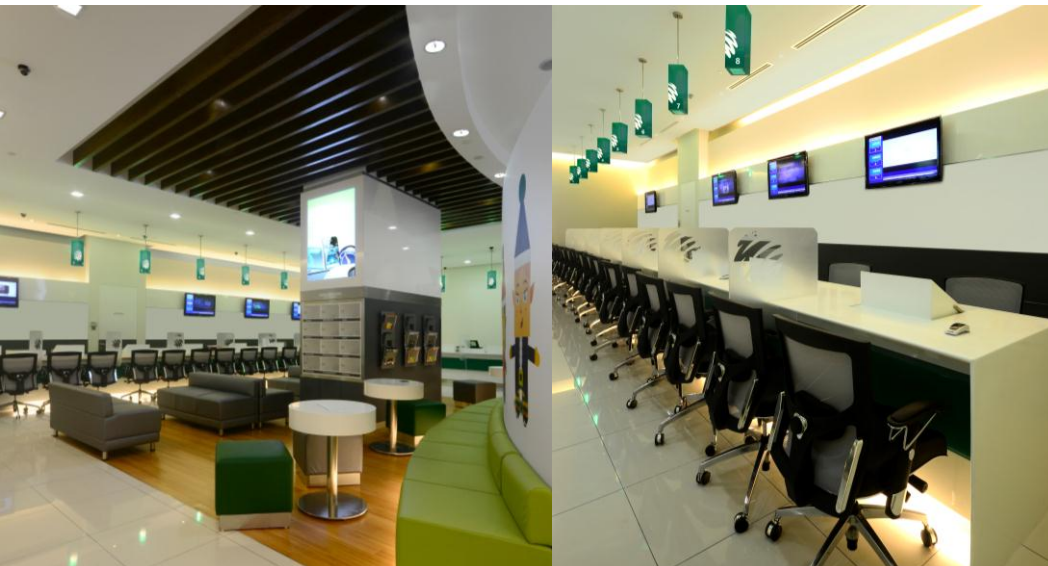
The devices corner enables customers to “live test” the devices they are considering. Therefore, they will be able to get a better feel of the device to make informed decisions. Meanwhile the home corner, which resembles a typical living room, is something of a simulation area to allow customers to experience Maxis Internet Home services. It also has features such as charging pods for various phones, discussion rooms for the customers' convenience and an extensive product display for customer engagement.





The ideas driving the design of the store are standardisation, adaptability and efficiency. Standardising Maxis concept stores with a single concept boosts brand recognition, as well as helping consumers know what to expect. Adaptability was also critical, because the concept must be replicated throughout various future stores of different sizes and shapes in numerous countries.

The new concept store saw an increase in traffic volume of 40% after the revamp.



Designer : Ahmad Zahir
Sr Project Mgr : Miki Kang
Size : 3,528sqft
Type : Design Consultancy & Project Management
Completion : November 2011