

# The Design Solution crosses the desert in Amman Arrivals store



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Airport retail design specialists The Design Solution provided design support to Dufry for the creation of the recently launched Arrivals store at Amman Queen Alia International Airport, celebrating the natural beauty and heritage of Jordan.

The Arrivals offer comprises a dynamic multi-category main store (700 square meters), located at one end of the Arrivals area, using an open store front to give shoppers a clear perspective through the whole store.

The simple white entrance arch is designed to reflect the shape of the opening to a traditional Bedouin tent.

The product assortment is led by fragrances and cosmetics, food and jewelry, all incorporating a strong local flavor.

The store also shares a powerful digital expression to drive Dufry's emphasis on an absorbing in-store experience, supported by a central promotional space.

Reflecting the fact that Arrivals stores are increasingly important both as revenue drivers and contributors to the overall passenger experience, Dufry emphasized the need for the space to convey an authentic spirit of Amman.

Kevin Patience, Design Director at The Design Solution, outlined the design theme: "The design was principally inspired by the beautiful, shifting natural forms of Jordan's desert dunes, interwoven with contemporary expressions of classic Arabic geometric patterns, blending the natural beauty and the cultural heritage of the region."

The elegant, dune-shaped ridge canopy used over the store was designed to reflect the flowing patterns of Jordan's wind-shaped sand dunes and evoke the beauty of the country's desert locations, such as Wadi Rum.

The Design Solution will also provide specialist design input for a planned new interpretation of the 1

retail experience in the Departures area.