



Horst Design International designs new green 16 Handles yogurt shop

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After two years in Manhattan's East Village, the 16 Handles self serve frozen yogurt franchise is expanding to Long Island. A new green environment has been created for this yogurt brand by Horst Design International (HDI).

HDI has transformed an existing 1,500 s/f deli into a fun and modern design scheme that will be a prototype for future 16 Handles yogurt stores including those scheduled to open from Florida to upstate New York in the next six months.

"We wanted a store that would look very different from the competition and highlight our corporate philosophy - Frozen Yogurt Your Way" - where customers prepare and top their own yogurt servings," says Solomon Choi, president, 16 Handles. "HDI achieved that goal by translating our objectives into a dramatic, dynamic space that visually draws people in through unique organically shaped features instead of the traditional rectangular space."

The exciting, bright colors exemplify the 16 varied daily yogurt flavors of 16 Handles. Brightly colored lighting enables the store to stand out at night in the small strip shopping center.

Appealing to primarily a high-end female clientele - the vibrant color palette, green materials, comfortable furnishings, changing accent lighting and architectural details invite the customer in and encourage them to lounge and enjoy the product.

As customers enter the store, they are attracted to the backlit focal point that showcases the self-serve yogurt machines with an adjacent brightly lit toppings bar. "Several graphic panels are interspersed throughout, highlighting the company's focal points: the pro biotic benefits of the frozen yogurt, the eco-friendly aspect and directions on how to serve yourself," said Doug Horst, president & creative director of HDI.

Adhering to the owners' philosophy of giving back to the environment including planting trees and donating to green causes, was natural for HDI to create a "green" setting for 16 Handles. "We used green & recycled materials such as recycled glass/concrete countertops, renewable bamboo counters - tables, sign panels, backlit walls made from eco-resin, and renewable laminates," said Horst.

Additionally, all cups and spoons are compostable and the napkins are recycled. A multi-compartmentalized trash area awaits customers near the exit, with slick graphics that assist customers in depositing their trash, compost or recycling waste.

To accommodate customers of varied ages, HDI provided three types of seating. A low informal lounge type banquette with pod seating is set along one wall. "Freestanding tables / dining chairs and a large flat screen TV is available, and full height bar seating for those guests that may be more on-the-go," said Horst.

HDI reinvented and interspersed the existing corporate colors (pink, orange and green) into a fun

and uplifting palette of carefully selected materials and hues. The resulting environment promotes the concept of several multicolored yogurt flavors. Sixteen flavors are always on tap, and most customers enjoy at least two or more flavors in each serving.

Horst Design International (HDI), Cold Spring Harbor, New York - is an award winning Retail Brand Imaging design consultancy. Providing restaurant and retail clients worldwide with strategic economic design solutions that maximize their project investments and sales results. HDI has been ranked among the top retail designers in North America. Many of its projects have been published in numerous magazines and design books. For more information, visit HDI's website at:www.horstdesign.com

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