



HDI designs 1,900 s/f prototype shop for Tutti Frutti

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The Tutti Frutti Organization has authorized one of its franchise operators to retain Horst Design International (HDI) to develop a new green prototype environment. HDI has transformed an existing 1,900 s/f suburban strip center (695 Motor Pkwy.) into a design that will be a prototype for future stores.

"We wanted a store that would appear very different and more fun than our growing competition and highlight the corporate philosophy/image correctly," said Ray Lugo, owner, Tutti Frutti Franchises. "HDI achieved that goal by translating our objectives into a dramatic, exciting space that visually draws people with eye catching architectural features."

Colors exemplify the varied daily yogurt flavors of Tutti Frutti. Brightly colored lighting enables the store to stand out at night in the small strip shopping center.

Members of HDI project team included Douglas Horst, creative director; Eric Bress, account executive; Jeanette Bovich, colors & materials; and Ben Horst, junior designer. The general contractor was Bob Jessen Construction Co. and the engineer/building architect was David Dubinsky, R.A.

Appealing to primarily a female clientele - the color palette, green materials, comfortable furnishings, varied accent lighting and architectural details invite the customer in and encourages them to lounge awhile and enjoy the product.

As customers enter the store, they are attracted to the LED lit focal point that showcases the self-serve yogurt machines at the rear of the shop - with an adjacent brightly lit toppings bar.

"Several graphic panels are interspersed thru-out, describing: the company, the healthy product, and directions on how to serve yourself," explains Doug Horst, President & Creative Director of HDI.

Adhering to the owner's philosophy of a healthy world, it was natural for HDI to create an environmentally friendly - 'green' setting for Tutti Frutti. "We used green & recycled materials (such as: recycled glass / concrete countertops, renewable Cork counters / tabletops, LED lit walls made from eco-resin, renewable laminates, etc.)," explains Horst.

Compartmentalized trash areas await customers near the exit, with informative graphics that assist customers in depositing their trash, compost or recycling waste.

To accommodate various customers, HDI provided different types of seating. " A low informal lounge type booth along the walls, with loose pod seating around low tables - which is fun for families. And full height bar seating for those guests that may be more on-the-go," says Horst.

HDI reinvented and interspersed the existing corporate colors (Orange, Lemon & Lime) into a fun

and uplifting palette of carefully selected materials & hues. The resulting environment promotes the concept of several multicolored yogurt flavors. Sixteen flavors are always on tap, and most customers enjoy at least 2 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 around the world. For more information, visit HDI's website at:www.horstdesign.com

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