

# THE BERGHAUS CLIFFHANGER

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Berghaus's passion is undoubtedly living on the top of the mountain while they have just launched a more fashion orientated collection for the street, based on their own archive and heritage. This retail design **resolves this contradiction and targets two groups of potential customers:** the native outdoor sportsmen who are interested mainly in practicality and quality; and those who just started to get in touch with these activities and culture and are starving for experiences and fun. Here both of the groups get what they need: **professionalism, passion, fun, engagement.**

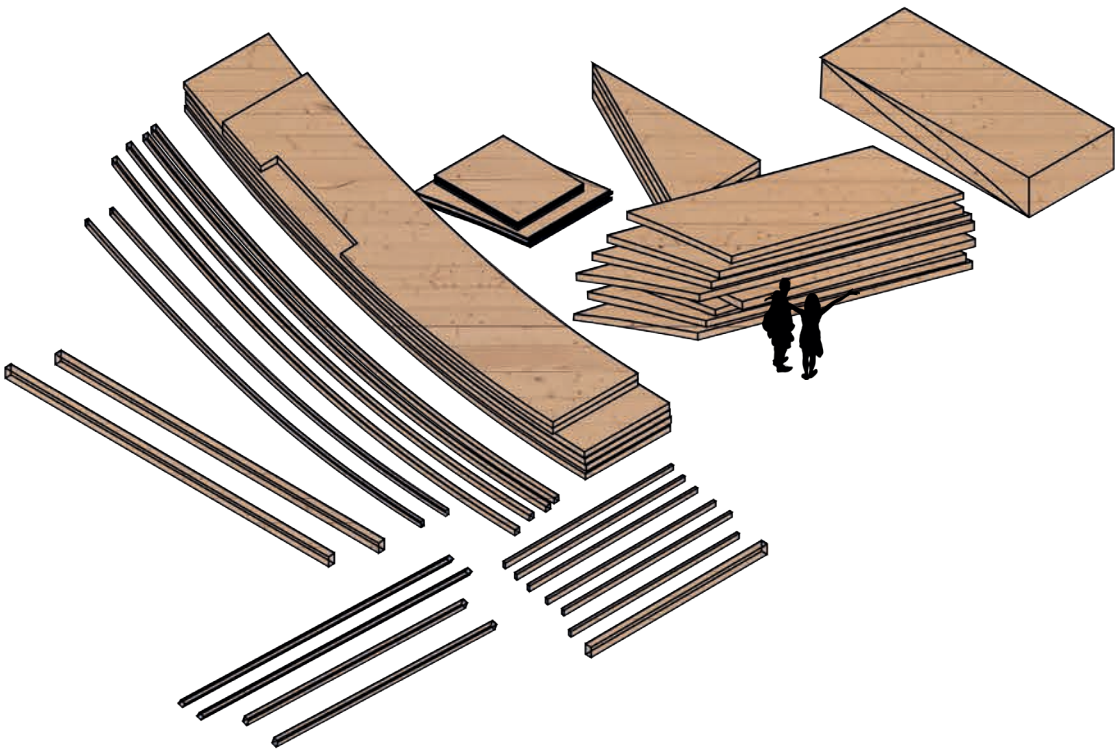
**The form in itself has an advertising value.** It's dynamic from both outside and inside and foster the human body to adopt to these conditions. It's not an easy walk to reach the 'peak' but rewards the effort with the swings and a stunning view. **Nobody can stay dull in this Berghaus store.**



## A nomad flagship store - Wouldn't it be selfish to locate it in only one city?

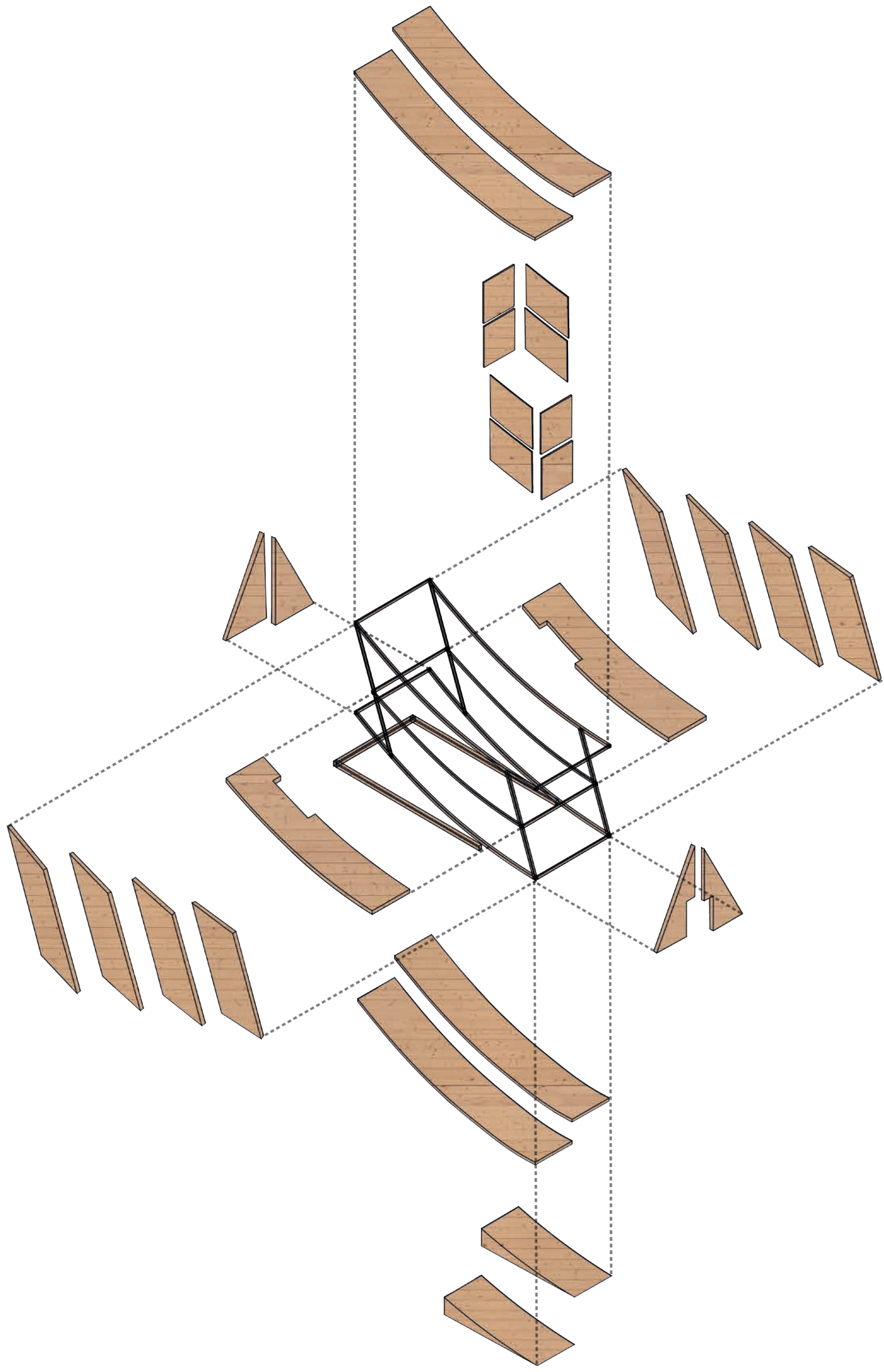
Luckily, its relatively light weight material, **cross laminated timber**, makes it possible to transport as prefabricated elements and build it on site within days. My suggestion would be to relocate it after **minimum 3-4 months** because the structure is not the simplest ever, also, transportation and building takes time, effort and resources.

But this quarter of a year also means time to spread the news that the Berghaus shop is in town and gives the brand opportunities to be **part of the community life** for a little while with mini events such as bouldering championship, map reading workshop or just simply be welcoming and 'berghausy' and give people space and time to experience them.



## The Dean Street heritage - The Berghaus's story is highly valuable, inspiring and worth to show.

The purpose of the Archive black room is to **present Berghaus as a living organization** and establish a clear connection between Dean Street Collection and the brand history. Personally, I love this collection not just because it's aesthetically pleasing and fits to the recent retro trends but because it made the brand alive. But only with the archive context could I understand it deeply. As a potential customer, when I started to feel the **emotional connection with this brand** was the point when I got to know the people and the stories behind.





Low pressure sodium lamp for the 'instagrammability'

The Archive black room is lightened by preferably 18- or 35-Watt low pressure sodium lamps. These are often used as street lights (the yellow light lamps). This lamp emits monochromatic yellow light and inhibits colour vision; therefore, everything looks grey except what is originally white or yellow - as images show below. If we put it into a simple black room then people will look similar like in a black and white movie. In itself it is a fun experience, customers could try to do selfies in sportswear in front of the mountain wallpaper as they were on an expedition. Or they could just experiment the stories and clothes and when they step close to a product a little normal spotlight would light it up to restore that one product's relatively good colour fidelity while everything else remain vintage.



Staff orientated experience

This design delivers a strong outdoor gear shop aesthetic culture rather than a sportswear shop one. A good outdoor gear shop is a little bit like if you were already on the bottom of a well-packed rucksack: might be overcrowded a little but consistent to getting through easily even in dark.

The layout of the store is designed to help the understanding. The cash desk is located very in the front; therefore, every costumer can be welcomed and get help instantly or just encouraged to look around.

The staff and motion

In an outdoor gear shop, customers might ask more help than in other retail units. Therefore, in many cases the customers move with the staff together in the space. The staff should be highly competent in the topic both theoretically and in practice, and be able to occupy the unusual mountain-like space entirely to represent the dynamism and competence of the brand. The ladder makes locomotion easier, faster and more organic for the staff or even for the confident and playful customers. The ropes fixed to the rear wall can help the movement especially in the steepest last 2-3 meaters.

