*media release*

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A very ‘sweet’ design

The Candy room is a project that Red Design Group holds close to heart. Sweet enough is an importer of sugar free candy products, selling to stores across Australia. After having great success in the wholesaling market they decided to enter the retail market. They needed a design firm that could create great things with a little budget. This is where Red Design Group became involved.

Red Design Group is a multifaceted company that incorporates many disciplines to create spaces for organisations in the Retail and Hospitality industries. We take a collaborative approach to our projects whether that is internally via the merging of interior design, graphic design, branding, architecture, digital, insights or the way we work together with our clients and contractors as a team.

We're not formula driven. The right answer for one job could simply be new fixtures or a store refresh. For other jobs our integrated suite of services might be the preferred scenario. Either way Red Design Group is in the business of flexible solutions and honest results.

This customer focused way of designing is evident in the layout of The Candy Room. It is unlike anything that Red has designed in the past. Owners of the candy room, Cristina Velardo and Leonie Schwetzer came to Red Design with an idea of what they were after but not a specific vision on how to implement it. They didn’t want to create the stock standard candy shop. They instead wanted to create a destination store and a customer experience like no other.

The designers involved in this project included Colin Bell (Creative Director), Aaron Chen (Junior designer) and Sarah Hotchin (Junior graphic designer). They described their inspiration behind the design to be based strongly by the influence of the “idea of designing a playful, simple and somewhat illusional space for the Candy Room, the exaggeration of a 'room' idea was formulated. With the budget being extremely tight we had to be creative in how we represented that, with the application being to use line artwork in a white space to represent a room”. The store was completed using mostly graphics; displaying Red’s knack for innovation.

The Owners of The Candy Room were ecstatic by the Red’s concepts. “The immediate reaction when people walk in the door is, wow this is absolutely fantastic”. “We love the look of the black and white, we love the way that the product stands out”.

It’s not just Cristina and Leonie that appreciate the artistry of this design but visitors from all over the globe. Owner Cristina stated “Overseas visitors have been in the store and always ask the staff, can we take photos, because it’s like nothing we’ve seen anywhere in the world”. This is obvious with the amount of coverage this project has received through international magazines and blogs, including the well known Design Milk.

Red Design Group holds this creation in great Esteem and like manager of Design Ready as part of Design Victoria, Gary Haywood says “The designers have done a great job”.

***Yours sincerely,***

**Deana Moretta**

**deana.moretta@reddesigngroup.com.au**

**For more information please contact me.**