

# Toys "R" Us

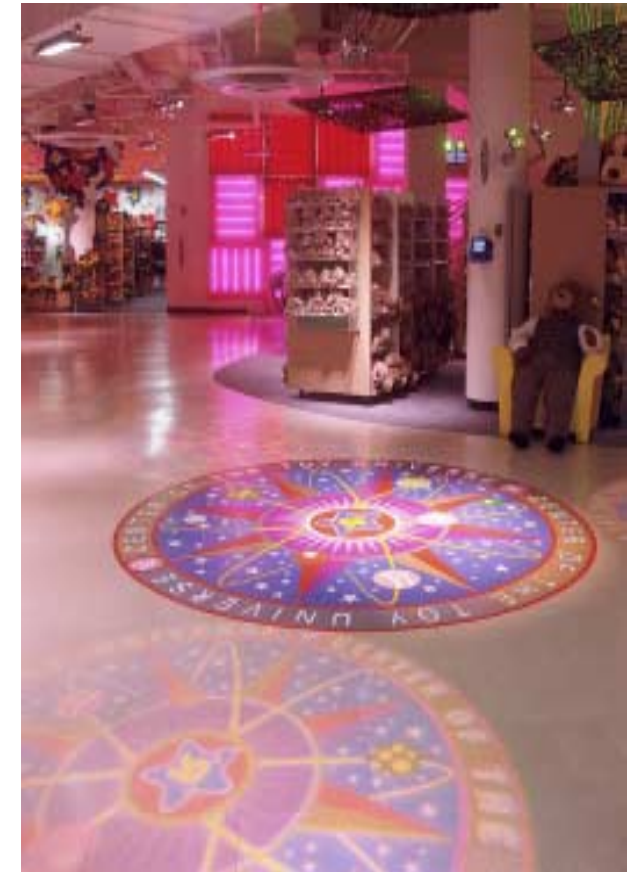


Everything about the new Toys "R" Us superstore is Big with a capital 'B' - but then, we are talking about a multi-



million dollar investment at the heart of Manhattan's Times Square!

Two former theatres have been transformed into an 110,000 square foot (11,000 m<sup>2</sup>) multi-level fantasy world that



provides a truly magical shopping experience for the young and the 'not so young'.

# Toys "R" Us



'The world's largest toy store' brings together the best in architecture, branding, graphic design and broadcast

technology to create what the company's Chairman and CEO, John Eyler, calls "a destination icon that everyone - New Yorkers and tourists alike - will enjoy for years to come."

What the new flagship store represents is nothing less than a declaration that, for the Toys "R" Us brand, this is a new beginning. Gone are the days of the 'pile 'em high, sell 'em cheap' approach. Visitors to the Times Square store are referred to as 'guests', and smiling staff offer to take family photos. Product demonstrators go round the store giving kids the chance to try the latest toys, while 30 multi-lingual store 'ambassadors' are ever-ready to help out the international audience of shoppers!

To the architects and interior design specialists commissioned for this project,



here was an opportunity to create a truly unique shopping environment.

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Concepts, theming, lighting, flooring and audio-visual designs - these are just some of the areas where professionalism and creative flair have come together successfully.

Over 20 in-store leisure attractions set the scene for shoppers, the star of which is a 60-foot neon-lit Ferris wheel. Other big attractions include:

- \* A 20 foot-high T-Rex animatronic from Jurassic Park that can be heard roaring across the whole floor.
- \* A 4,000 square foot Barbie Doll house on two floors with its own staircase, elevator and Barbie merchandise.
- \* The Candy Land Shop full of colourful sweets and life-size candy sculptures.
- \* Pepsi World café with panoramic views over the store.



In all these areas, the architects, contractors and design specialists worked closely together to achieve a



spectacular overall effect. New York-based J. Newbold Associates, for example, used their retail design experience to integrate Amtico flooring into various design schemes throughout the store as Principal, Joanne Newbold, explained:

"The range of designs in the Amtico range enabled us to create icons like 'The Center of the Toy Universe' and 'Candy Land' paths," Joanne enthused. "We love Amtico because it is durable, flexible to use and fun! And for Toys "R" Us Times Square, it was ideal."

Different flooring designs were specified to match the mood of each part of the store. On main walkways, for example, contemporary-looking Molten and Micro were used. For the Barbie Doll house, White Maple and Corinthian White

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Marble complemented each other perfectly.

In the Pepsi Café, meanwhile, Techno was used with sparkling Stardust designs, which echoed Pepsi's corporate colours, whilst the 10 foot-diameter 'Center of the Toy Universe' logo was specially created by Amtico for shoppers to see when they first enter the store.

**Architects:** Gensler

**Retail Design:** J Newbold Associates & FRCH Design (Pepsi Café)

**Amtico Products:** Colormetrics; Micro, Molten, Corinthian, Techno Rib, Stardust.

