

CONCEPTUAL VISUALISATION 1:50

# UD SUPERMARKET

DESIGNED TO HUMAN ABILITIES & HUMAN SCALES

site : Carrefour Market, Lange Lozanastraat 170, 2018 Antwerp

"It can sometimes take up to 15 minutes before someone helps me to grab something I can't reach myself"

This is a testament from a wheelchair-user, I heard on the radio, about her experiences in supermarkets. It got stuck in my head and inspired me to make this design for a more accessible and welcoming supermarket for all.

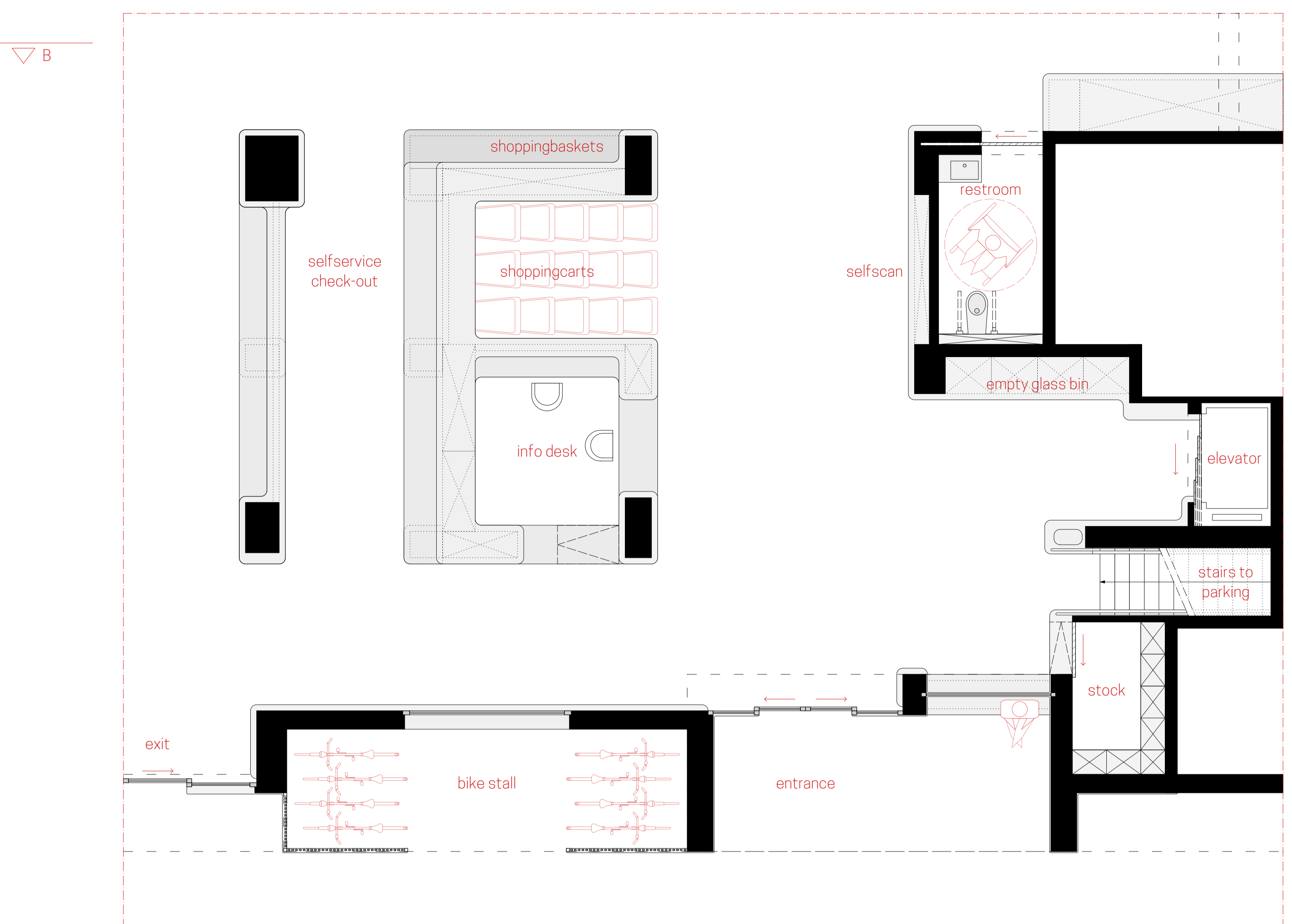
The supermarket I believe is a universal need. It's one of the most common places we go to get the products for our basic human needs like food, drinks and personal hygiene. Although we all need this, a big part of our society gets limited in access and use of the supermarket, and most of it is due to its interior design.

Yet by making some adjustments in our design process, we can not only make the space accessible and usable for all users, we can also make them feel welcome and respected as an essential part of the community.

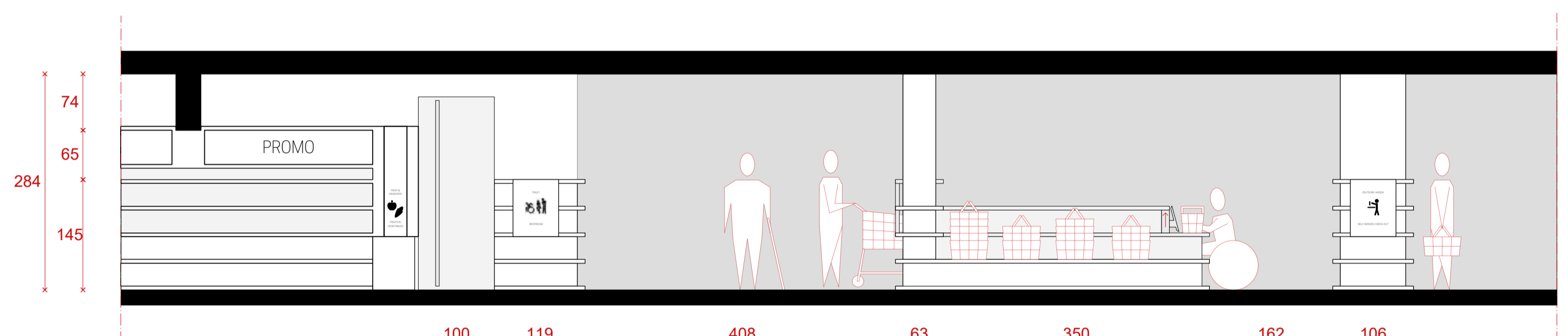
It all starts by talking with experienced users who've been limited by the current interiors of supermarkets, to understand what exactly is limiting them to access and use the space. For this case I've had the opportunity to talk to lots of different people about their experiences with an impairment in a supermarket and their thoughts on my design. I've talked to one person with achondroplasia, two persons with a visual impairment, a group of 7 wheelchair-users and at last also a group of elderly people

with weekend physical conditions. Going on from their experiences and research into the seven principles of Universal Design I came to focus on the next three main interventions:

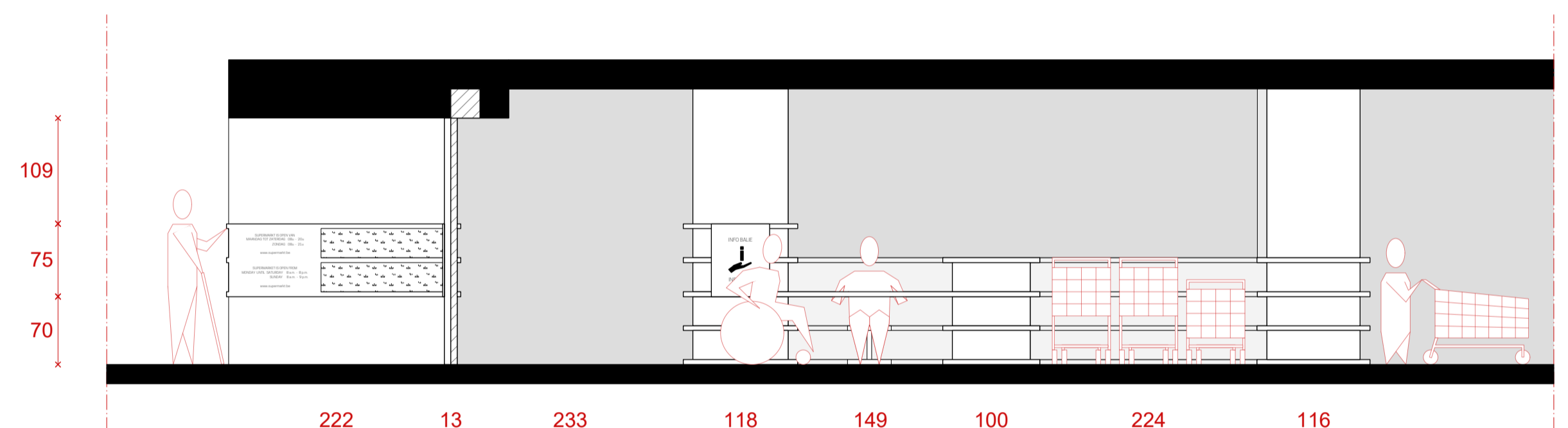
1. Accommodating space for users to access everything in an equal way and using universal heights so all users should be able to use the space to their abilities. In this case this is mostly felt in the width of the circulation paths and the heights used to place the products within reach of all.
2. Providing multi-sensory orientation- and information-elements. Here that has been done by making use of contrasting colours and lighting (sense of sight), contrasting textures (sense of touch), contrasting the hardness of materials (sense of sound) and contrasting scents (sense of smell).
3. Arranging physical and visual resting points where people, who have a weaker physical or visual condition, can take a break. For them the trip to and through the supermarket can be quite tiring. Here there are physical resting points at the entrance, exit and center of the shop, & visually throughout the shop by using a soft colorscheme to compensate the bright colors of the products.



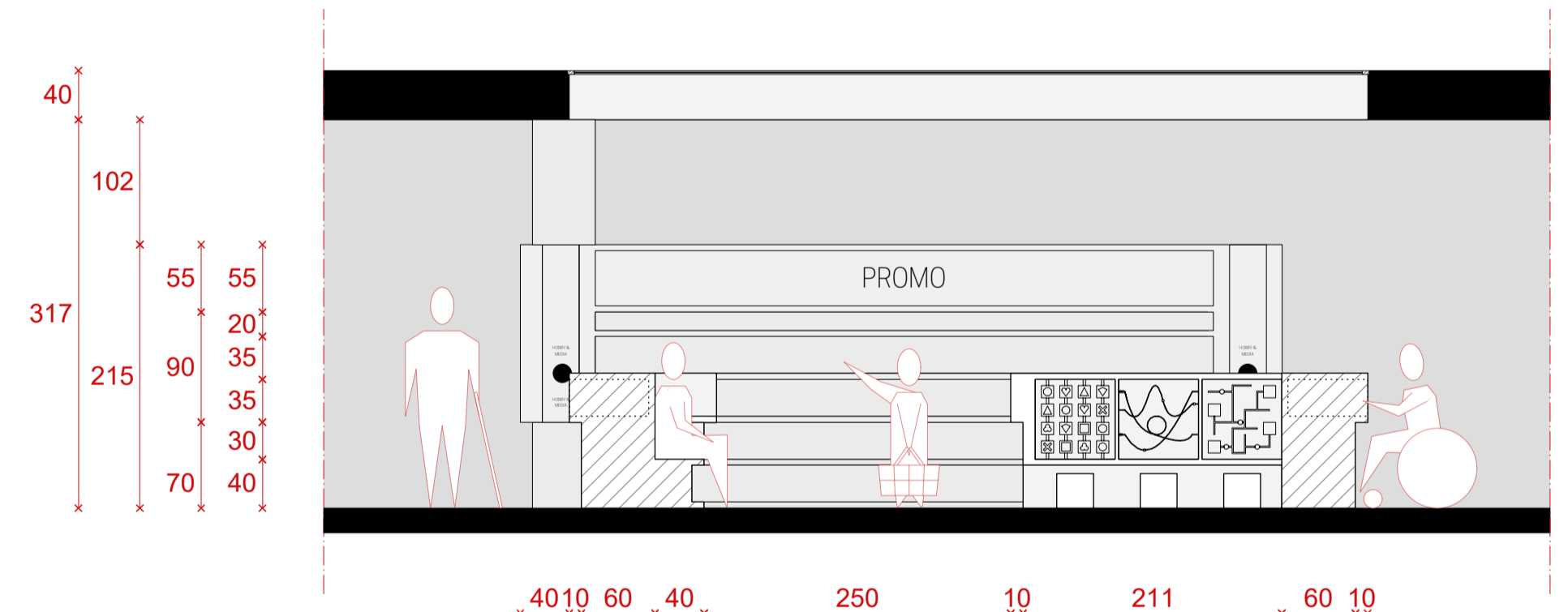
FLOOR PLAN ENTRANCE 1:50



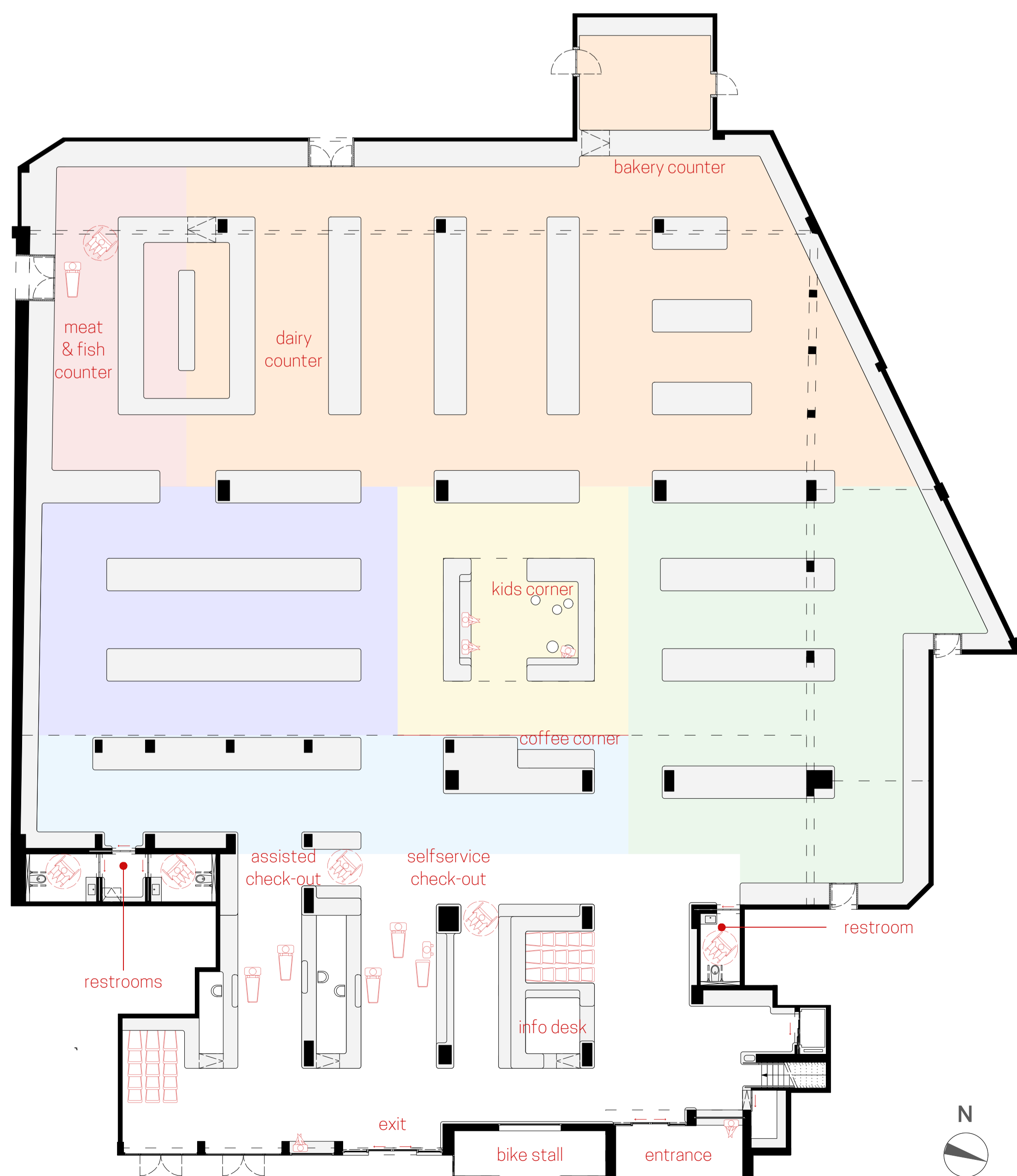
SECTIONVIEW BB' 1:50



SECTION VIEW CC' 1:50

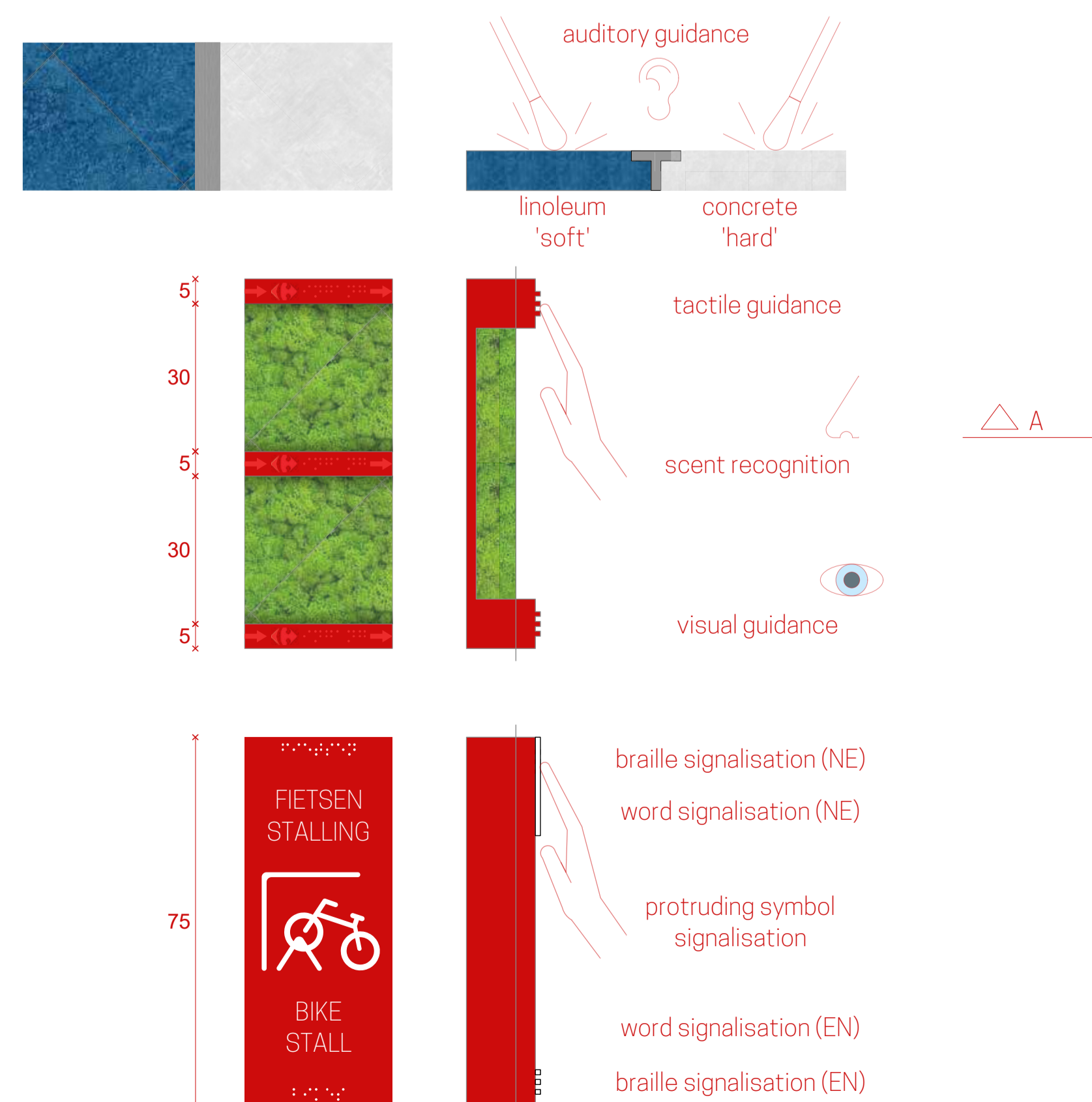


SECTIONVIEW AA' 1:50

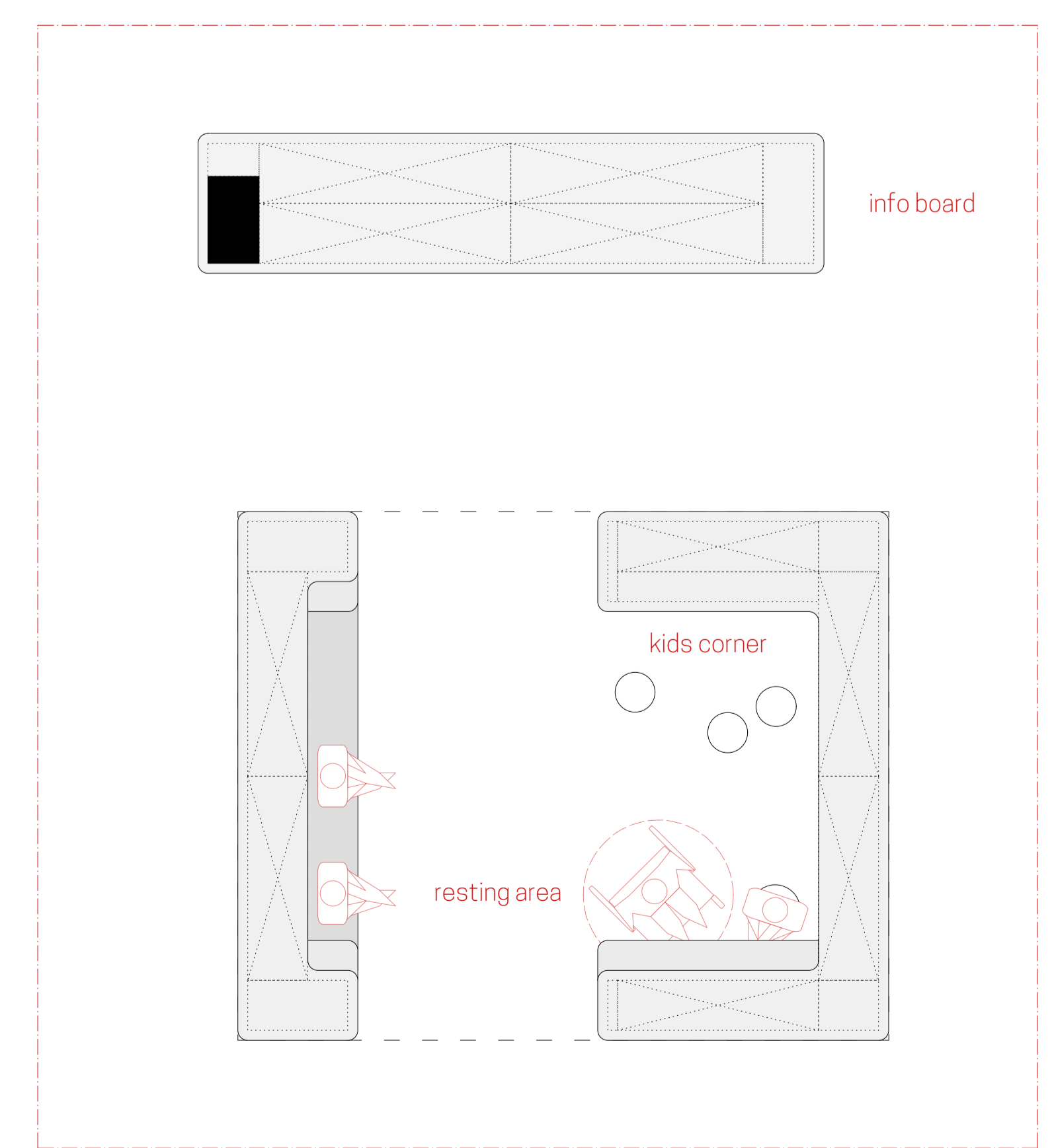


FLOOR PLAN UD SUPERMARKET 1:150

- plant-based products
- animal-based products
- meat, fish and seafood
- hobby & media (books, toys...)
- household & personal hygiene products
- alcoholic & non-alcoholic beverages



DETAILS 1:10 DETAILS 1:5



FLOOR PLAN CENTER RESTING AREA & KIDS CORNER 1:50

special thanks to:  
 my supervisors - my kung-fu teacher Micha, man with achondroplasia  
 De Boetsmangroep @ HEDER, group of wheelchair-users with neuromuscular disorders  
 Ine & Tilly, women with a visual impairment - the residents of Cevell assisted living, group of elderly people  
 An, woman with neuromuscular impairment & uses wheelchair assisted by service-dog  
 Astrid & Maud, shopmanager & interior designer of Carrefour Market  
 U Design For Real People Organisation & Inter Vlaanderen