

The Tower of London

The Tower of London is the most visited historical attraction in the UK, yet their main store outside the castle walls was disappointingly generic, bland and cramped. Historic Royal Palaces extended the ancient Tudor Pump House building, creating three times the previous retail space with a dramatic contemporary glass extension.

The Brief:

'i-am' were commissioned to create a shopping experience more in keeping with the extraordinarily rich history and heritage of the Tower - to draw in more customers, make them spend longer shopping and increase average transaction values.

The Solution:

The Tower is the nation's jewel box, it's strongest fort and it's scariest prison - 'i-am' designed the retail experience around these three core ideas. Innovative graphic treatments create ghostly images supporting some famous Tower legends, the largest single sheets of chain-mail ever made help zone the store, and the old and the new buildings were joined and circulation encouraged with a blood-red central chamber with imposing red staircases. Design and detailing took its cue from portcullises and weaponry, yet the experience remains theatrical, memorable and fun.

The Result:

A unique sales environment that has out-performed its targets and has become a benchmark for other tourist attraction retail offers throughout Great Britain.



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