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THE STORE MAKERS

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Pharmacy Liebenau in Graz High-quality pharmacy construction by umdasch

Since its opening at the beginning of February 2023, the Liebenau pharmacy in the Murpark shopping centre in Graz has been presenting itself with a contemporary design concept that optimally showcases the wide range of products. umdasch The Store Makers accompanied the project as a holistic partner from the very beginning.

Gone are the days when pharmacies had an impersonal and monotonous appearance. Quite the opposite: the boundaries to retail are visibly blurring and pharmacies are increasingly convincing with an appealing design, including the Liebenau pharmacy in the Murpark shopping centre. Not only medicines and pharmaceuticals can be found in the pharmacy's range, the assortment has been gradually expanded to include cosmetics, drugstore products as well as veterinary and alternative medicine. This extensive range also requires a corresponding shop appearance that meets the requirements of the changed assortment. Together with the Store Makers, the owners embarked on the path to a modernised concept at a new location.

Everything from a single source

The Store Makers were able to demonstrate their wide-ranging service portfolio in this project and show that they can not only build stores but also pharmacies. As general contractor, umdasch was responsible for the coordination of the trades and the lighting as well as for the approval and implementation planning. The design of the pharmacy was also developed by the umdasch architects and the furnishings were manufactured and installed by the Store Makers. A special challenge for the shopfitting professionals was the planning and installation of the largest ROWA automated picking machine for medicines in the whole of Austria, and even in Central Europe.

The project involved the conversion of a former Italian restaurant with an area of 700 m², divided evenly between the ground and upper floors. The new pharmacy provides space for the back office, storage and ancillary rooms as well as the dispensary, i.e. a large sales room. The architects even managed to create separate areas for two laboratories and a lounge with cosmetics on the upper floor. At the special request of the umdasch shop consultants, a cosmetics consultation area and a personal consultation area for special products or treatments were also integrated into the sales area on the ground floor. "The patient is not only a patient but also a customer and as such he has certain expectations of the appearance of the pharmacy. This includes a spacious dispensary, appropriate lighting, high-quality materials and an appealing colour and design scheme. Even a visit to the pharmacy can become an experience this way", says umdasch Shop Consultant Kerima Pia Szelegowitz, who is responsible for the concept, about the increasing relevance of pharmacy interior design. A large

glass window in the laboratory allows a look behind the scenes and provides an experience by watching the pharmacists mixing tinctures and creams.

Perfectly balanced design concept

The Yin Yang sign on the floor of the entrance already signals to customers – the balance is right here! As the pharmacy's logo, the symbol is also reflected in its colour design. The Liebenau pharmacy presents itself with elegant, classic furnishings in polar white with clear lines that are both clean and friendly. "The radiant white is combined with natural and simple materials, such as stone and metal. The design elements were intended to give the entire dispensary a very bright and inviting atmosphere," says Kerima Pia Szelegowitz. Black stickers in the shape of the Yin Yang symbol or an olive tree, which stands for health, age and naturalness, contrast the classic white design. White and black chandeliers from Murano further emphasise and reinforce this colour concept on the upper floor. Sicilian porcelain heads, which come from the property of the pharmacy owners and were already located in the previous business premises, were given a prominent place in the otherwise reduced design and give the pharmacy a personal touch. A black-and-white picture with Venice as a motif is another indication of the owners' love for Italy.

The cosmetic area on the upper floor comprises two generously designed treatment rooms. These were also kept in light white tones and equipped with selected furniture to match the ambience of the ground floor. Structure is added to the area by clearly visible lettering on the third level, which serves as an orientation aid for customers.

Mag. Volker Weißensteiner, owner of the Liebenau pharmacy, is enthusiastic about the result: "More space, more structure and a modern design – these were our requirements for the new location. umdasch accompanied this project from the very beginning as a reliable partner and also integrated our personal wishes perfectly into the spatial concept. We are happy to now be able to offer our customers such an attractive business presence."



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umdasch: rooted in craftsmanship, visionary in the digital, always with human standards and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for exquisite customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous fields of competence from Consulting & Value Engineering to Project Management, General Contracting and Shop Systems to Digital Retail. With around 1,400 employees, umdasch is one of the leading shopfitting companies in Europe. The headquarters are located in Amstetten, Austria. The company realises more than 7,000 shopfitting and 200 general contractor projects every year. Together with the Doka and Umdasch Group Ventures divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the siblings Hilde Umdasch and Alfred Umdasch for 155 years.