

MyDutyFree, Munich Airport

Vitra equips retail area and waiting zones

Over 40 million passengers and 336,162 tons of freight transit through Munich Airport every year. The new satellite terminal opened at the end of April and its innovative MyDutyFree retail area and waiting zones have been designed and fitted with Vitra shopfitting products and furniture.

The MyDutyFree shopping area in the new satellite terminal offers 2,600 square metres of retail space. The design concept is inspired by popular sights in the Bavarian capital and communicates the local lifestyle. The traditional Bavarian décor, including maypoles and beer garden tables, highlights the many regional products on offer. As they shop, passengers will encounter bronze figures depicting cultural icons from the Bavarian capital, such as Karl Valentin, Liesl Karlstadt, Helmut Fischer or Helmut Dietl.

The MyDutyFree concept is designed in three outlets with 15 stores selling fragrances, cosmetics, spirits, tobacco products, toys and confectionary as well as accessories from renowned international brands. This wide range of merchandise requires flexible display systems. Powered shopfitting systems from Vitra have even been installed in places where they are not currently needed. This decision has given the store operators the option of being able to access electrical power anywhere, at any time, without additional refurbishment.

The Xero L P/L support system by Vitra is used in mid-floor gondolas for perfume & cosmetics, sweets and spirits. Xero L P/L can be combined with Xero Twin P/L due to a common base element: a vertical aluminium profile. Vitra also developed a special tablet holder for the customer to enhance product marketing. The modular structural system Kado 15 serves as a special cubic-shaped merchandise support for Xero Twin; the cubes highlight selected items in the handbag department. Invisible 3 by Vitra features in mid-floor gondolas displaying small accessory items. The profiles of the horizontal support system are merely discernible as three millimetre narrow slits. Merchandise supports can be inserted and positioned anywhere along the profile. Vitra also spotlights merchandise with bespoke shopfitting systems, developed specifically for the customer.

800 sign holders from the Label range display information on brands, prices and sales promotions throughout the duty-free zone. The frameless holders come with adaptors for many Vitra shopfitting systems and blend in perfectly with the Bavarian décor. Some include lighting and highlight the brand logos in the perfume & cosmetics department. Signs can be quickly and easily inserted by sales personnel in both powered and non-powered versions. Munich airport's existing duty free spaces will also gradually be revamped to bring them into line with the MyDutyFree branding.

Vitra also provided seating facilities for the waiting areas. The Meda Gate system by Alberto Meda, designed especially for public settings, can accommodate 8,000 travellers. Meda Gate comes in several configurations, as a bench with seat shells, recliners and table elements. Quiet zones and work areas have also been furnished with other Vitra products, such as Suita Sofas, Grand Repos, Petit Repos, Zeb Stools and Hexagonal Tables.

Project information

Store: MyDutyFree, Munich Airport (Germany)

Opening: April 2016

Sales floor: 2,600 m²

Shopfitting systems: Invisible 3, Kado 15, Label, Xero L P/L, Xero Twin P/L and Bespoke

Design, planning, construction management: Gruschwitz, Munich (Germany)

Architecture: Househam Henderson, London (United Kingdom)

Photography: Roman Thomas

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