



## Moto Red Square

The first Motorola flagship store in Russia demonstrates the new brand message 'refresh, renovate, relax', and focuses on personalisation, self-expression and discovery. It offers a specialised post sales service to help customers get the most from their Motorola handsets and interfaces, encouraging them to return time and again to customise the features and access a 'MOTO-spression' ringtone and game downloading table. A bespoke decoration service is offered for customers to personalise their phones with 'tattoos', etchings and stickers.

LOCATION: GUM, 3rd Line, 3 Ilyinka Street, Moscow, Russia      SIZE: 500sqm

DATE: October 2006

DESIGN: In-house with Hunt Haggarty

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A natural graphic theme, inspired by the brand's popular Pebl phone, is evident in the implementation of interactive technologies through the store. The ground floor is alive with projected images of leaves, fish and stones, which disperse when stepped upon, revealing images of mobile phones. An interactive, digital waterfall also responds to consumers' approach; as the digital water subsides a mystical figure is revealed.

A Motorola history wall near the entrance showcases the development of the brand's handsets from the very first model to the latest cutting-edge formats, and both the ground and first floors feature a wooden pyramid seating area, embedded with transparent cubes housing new handset models. In the store window, a life-size projected

video of tennis star and Motorola brand ambassador Maria Sharapova invites customers to explore the latest products and promotions.

The first floor, dubbed the TechnoSPA, invites visitors to spend unlimited time browsing and customising their handset features, while expert staff encourage visitors to ask questions and 'try on' products and experiences across mobile music, video and imaging, web surfing, gaming and Bluetooth connectivity. A third mezzanine level offers a VIP zone called the Sky Bar, which is used for events, social space and after-sales discussions. Customers can access this level by applying for a VIP Lounge card.

