

UNIT DESIGN MANUAL

COPENHAGEN AIRPORT

AIRSIDE

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COPENHAGEN AIRPORT SHOPPING CENTER

Paul Smith

1.1 VISION



The best and most extraordinary airport shopping center in the world

CASC (Copenhagen Airport Shopping Center) has developed this manual to guide and inspire concessionaires with refurbishments and designs of new units.

Our common goal is to strive to be “The best and most extraordinary airport shopping center in the world”.

The manual describes three areas within the shopping center and provides design guidelines in relation to the unit design, signage, lighting etc. for these areas.

The manual does not prescribe fixed design elements, but is intended to inspire and guide within the airport context.

APPROVAL PROCESS

All design proposals must be approved by CPH.

The approval process is set out in the following appendix in your contract:
“APPENDIX 3b - The rules applying to the lessee’s works, deliveries etc.”

SPECIFIC AND DETAILED RESTRICTIONS

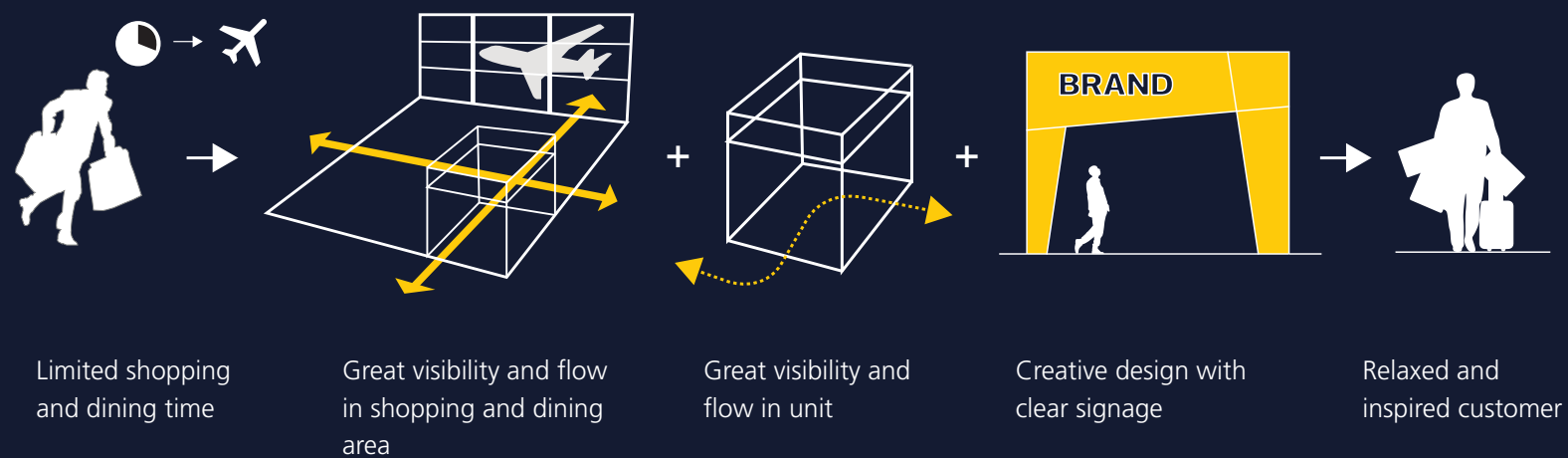
Further detailed restrictions described in appendix 2 + 3b of your contract must be read and met.

1.2

TRAVELLING CUSTOMER FOCUS

Simplicity and visibility

Travelling customers are time constrained and often stressed. They have limited time to make a purchase and therefore need more guidance than the average shopper. Simplicity and visibility are important features to facilitate a stress-free shopping and dining experience.



1.3

ARCHITECTURAL STRATEGY IN CPH

Units should be designed in line with key architectural features of CPH

Copenhagen Airport builds on a proud architectural heritage and has historically had a unique ability to engage architects, designers and artists to create spaces and physical frames of absolute world class.

As one of the world's first civil airports, Copenhagen Airport is a unique example of an ongoing transformation with a series of characteristic buildings. Copenhagen Airport's architectural identity reflects a modern and efficient airport that is orchestrated by the framework of excellent Scandinavian design.

The airport is both part of Copenhagen and a connection point to the world. Travellers must be able to see and sense that. It is our intention that Copenhagen Airport's physical environment leaves our guests with a clear sense that they are not just in an airport, but in one of the world's design capitals: Copenhagen.

For Copenhagen Airport to stand out as an extraordinary dining and shopping location it is essential to respect the overall architectural framework and unit designs must be in line with key architectural airport features. Architectural considerations should always include ease of passenger and operational flow in the terminal space. Copenhagen Airport finds it important to:

- Support passenger conditions of orientation, visibility, flow and wayfinding
- Support operational logistics
- Provide natural light from the exterior towards interior spaces
- Apply appropriate details and choice of materials based on a guiding experience of Nordic colours and Scandinavian design

A further detailed description of the Architectural strategy in CPH is set out in the document "Architectural Strategy for Copenhagen Airport".

1.4

UNIQUE BRAND EXPERIENCE

Designs must be creative and coherent

We encourage concessionaires to design shops and food & beverage (F&B) areas which maximise product expression and go above standard solutions. They must be open and inviting, thus ensuring a strong sense of place in a busy and contemporary travel environment.

A DESTINATION

Imaginative and individually branded design, from the overall concept to the detail, will turn the unit into a specific destination and give the customer a unique shopping and dining experience.

1.5 TRENDS

Implementing the newest trends and technologies will make CPH stand out and become a specific attraction

These are the trends CPH is focusing on:

- Authenticity, local and freshly made products
- Blurred lines between products, hospitality and entertainment
- Rapid change, flexible or changeable appearance of units
- Plug in possibilities (power)
- Seamless payment options
- Digital integration, interactive storytelling
- Experimental retail and working 'theatre'
- Personalised products and experiences
- Accommodating more and more demanding consumers



1.6

QUALITY SOLUTIONS

Timeless, durable and integrated details

The airport is exposed to an extreme load due to the high and frequent customer flows.

To maintain a quality appearance, without visible wear, it is important to choose and construct furniture and displays of high quality with timeless, durable and integrated solutions, from joints to surfaces, which also meet the applicable requirements for fire safety.

Uniform design and quality solutions will signal a strong quality brand and ensure the concessionaire less maintenance over time as the wear and tear of the many customers is quite damaging to the furniture.

1.7 FLOW

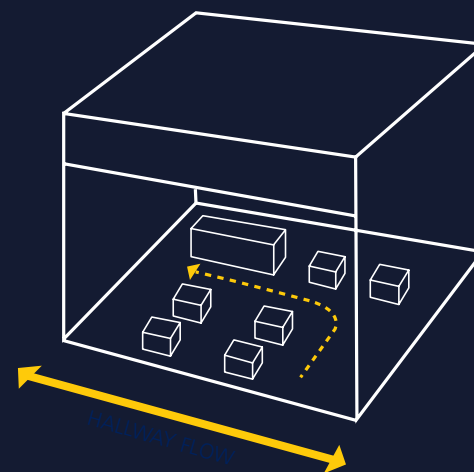
Unit designs must incorporate space for flow and queues in the layout

When designing a unit, make sure to add an integrated space for queueing in the layout. The hallways outside the unit area must not be used for queueing. This will interfere with the flow in the hallways and be a hazard for escape routes in case of emergencies.

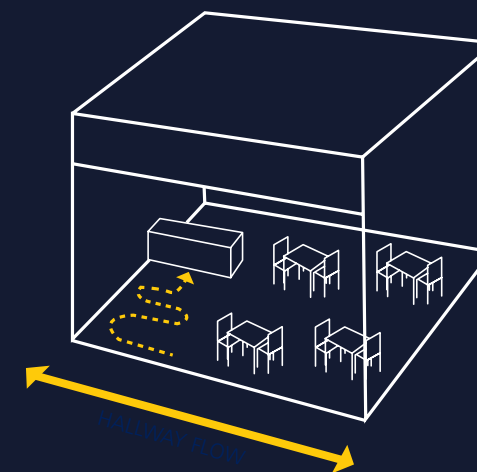
Consider how the layout can ensure a constant and clear customer flow and clearly showcase how the customer will enter the unit and move around it.

Try to guide the customer flow without using separation bollards within the unit.

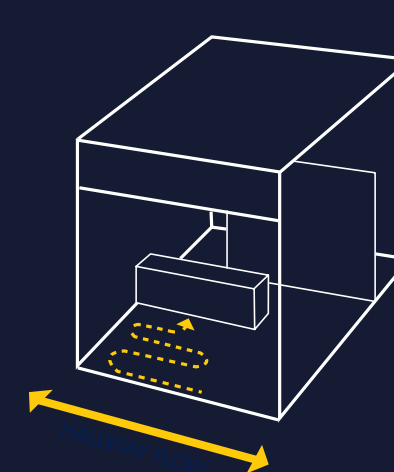
RETAIL



F&B



SERVICE PRODUCT



QUEUEING WITHIN UNIT
INDICATIVE ILLUSTRATIONS



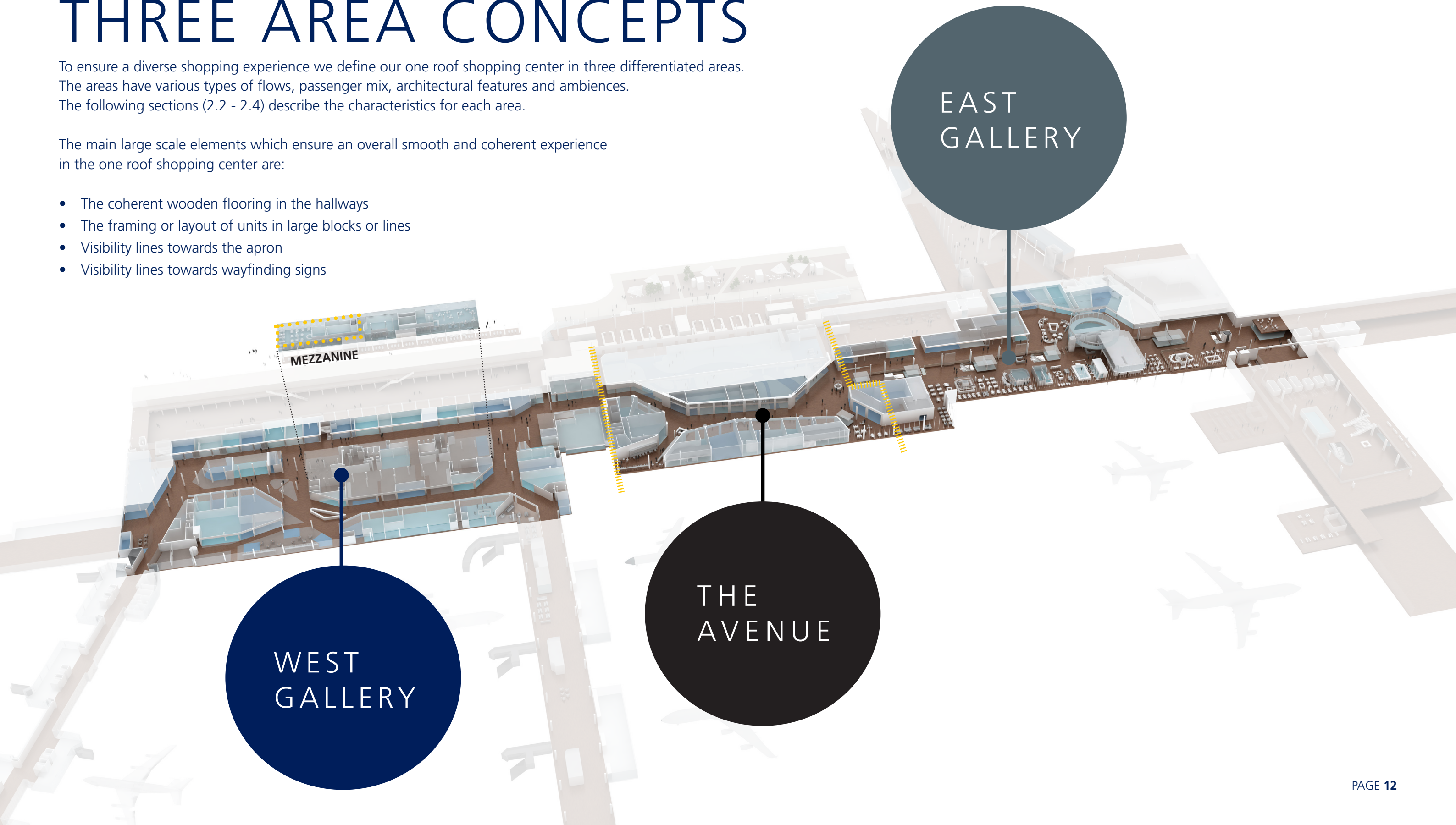
THREE AREA CONCEPTS

ONE ROOF THREE AREA CONCEPTS

To ensure a diverse shopping experience we define our one roof shopping center in three differentiated areas. The areas have various types of flows, passenger mix, architectural features and ambiances. The following sections (2.2 - 2.4) describe the characteristics for each area.

The main large scale elements which ensure an overall smooth and coherent experience in the one roof shopping center are:

- The coherent wooden flooring in the hallways
- The framing or layout of units in large blocks or lines
- Visibility lines towards the apron
- Visibility lines towards wayfinding signs



01. TRANSPARENCY

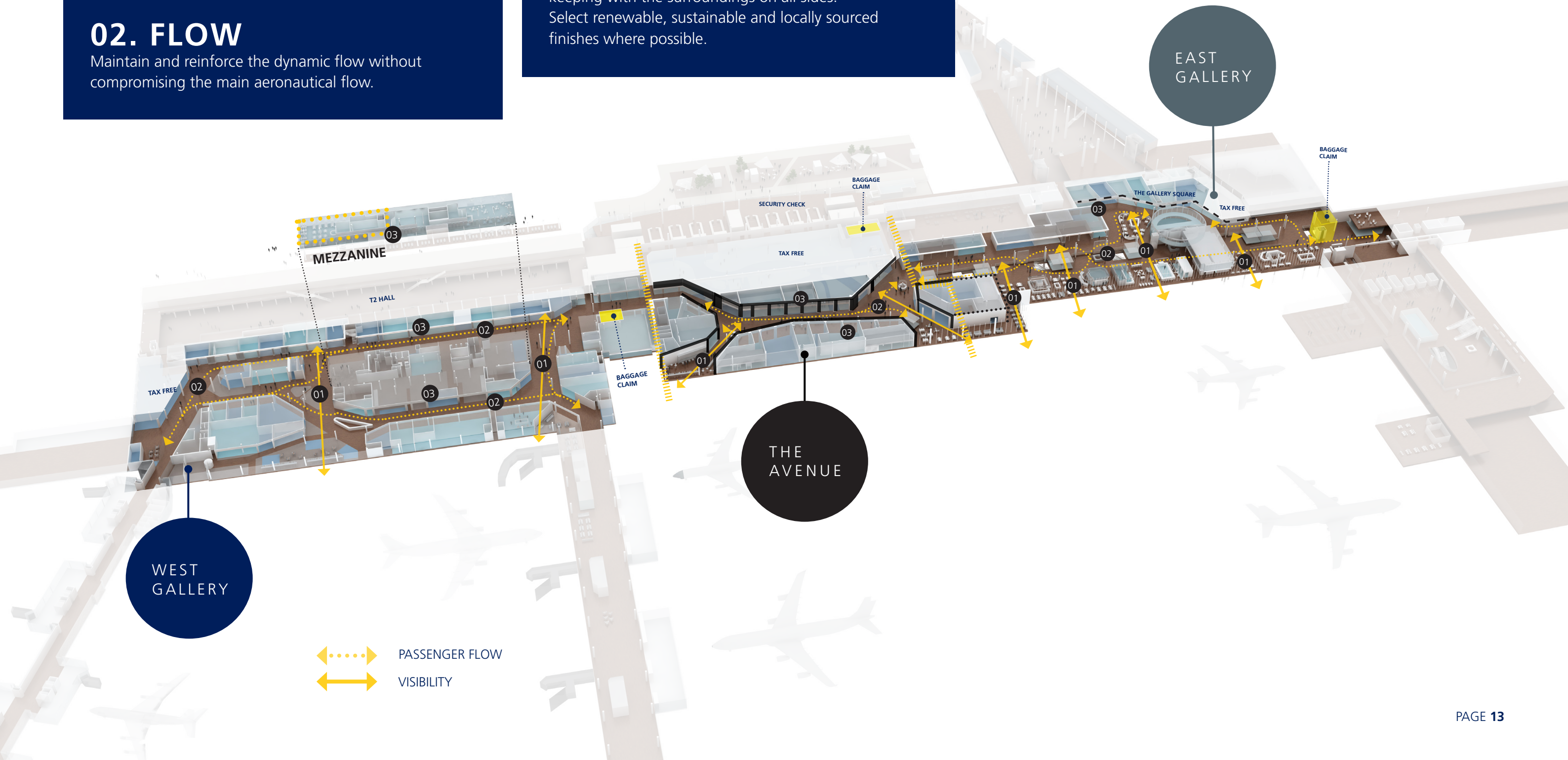
Maintain an open view and connections across the space with clear visibility throughout the shops and dining areas.

02. FLOW

Maintain and reinforce the dynamic flow without compromising the main aeronautical flow.

03. FACADES

Maintain and reinforce the architectural simplicity with straight and clear lines and well-defined units ensuring high brand expression.
Maintain and reinforce the solitary units, designed in keeping with the surroundings on all sides.
Select renewable, sustainable and locally sourced finishes where possible.



WEST GALLERY

ARCHITECTURAL HIGHLIGHTS

THE GALLERY

DYNAMIC FLOW

NORDIC FUNCTIONALISM

THE OPEN SPACE

THE CIRCULAR SKY LIGHTS

THE HIGH CEILING

CHARACTERISTICS

A varied marketplace with a cosy and dynamic feel drawing inspiration from Scandinavian design. This welcoming and attractive area displays the very best products from local heroes and international brands.

The West Gallery hosts passengers of European destinations and domestic flights.

WEST
GALLERY



THE AVENUE

ARCHITECTURAL HIGHLIGHTS

THE AVENUE

DUAL FLOW

THE WIDE PASSAGE

THE SKEWED LINES

THE HIGH FRAMING

THE ANGULAR SKY LIGHTS

CHARACTERISTICS

With elegant surroundings of high ceilings and extravagant store fronts, this area unites a variation of luxury brands in a unique shopping environment.

The Avenue is located in the middle of the airport shopping center and is the starting point of the passenger shopping experience.

THE
AVENUE



EAST GALLERY

ARCHITECTURAL HIGHLIGHTS

THE GALLERY

DYNAMIC FLOW

THE OPEN SPACE

1-4 SIDED UNITS

THE ELEVATION, THE VIEW

THE HIGH CEILING

CHARACTERISTICS

An open and inviting area of the airport that has a fresh and current atmosphere. This diverse area of endless possibilities pampers to the cosmopolitan lifestyle with a focus on contemporary and high street brands from around the world.

The East Gallery is situated on the route towards long haul flights and our low cost terminal. It is therefore an area that caters to a wide variety of passengers from all nationalities.

EAST
GALLERY



RETAIL

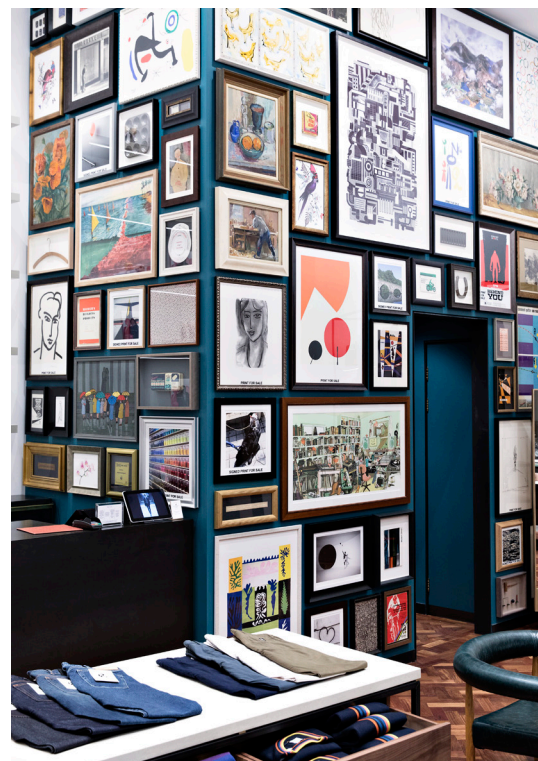
UNIT DESIGN

GUIDELINES

WEST
GALLERY

THE
AVENUE

EAST
GALLERY



REFERENCES

3.1

RETAIL STRATEGY

GUIDELINES

To ensure an extraordinary shopping experience, we encourage concessionaires to consult the following subjects when designing a unit:

- Give a unique brand experience
- Use the unit design for storytelling
- Celebrate the airport feel
- Give the unit a sense of place
- Make the unit open and inviting
- Use tailor-made and site-specific unit designs
- Make sustainable solutions, materials and lighting
- Use quality interior design suited for airport load
- Select options that supports the flow in the interior design
- Make the unit convenient for the customer
- Incorporate the newest trends, digital integration, personalisation etc.
- Integrate storage in solutions



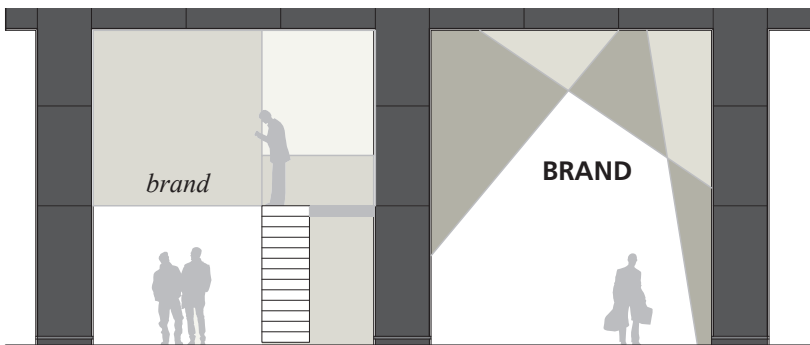
INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

3.2 RETAIL FACADES

THE AVENUE

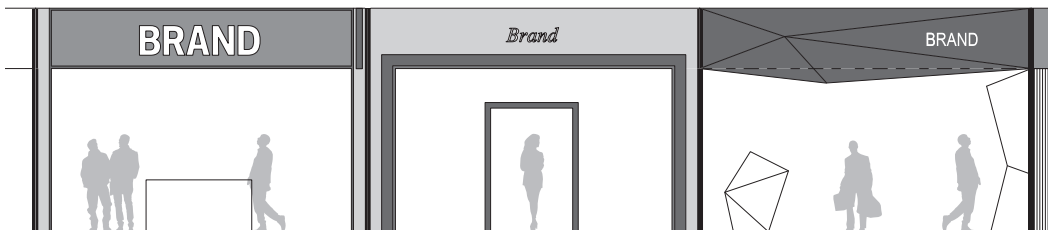
- Equal existing frames
- Free shop front design within the frame
- No projecting signage on shop front (only within unit)



THE AVENUE - INDICATIVE ELEVATION - UNITS SIDE BY SIDE

EAST GALLERY

- Aligned top edge of bulkhead/shop front
- 1- 4 sided units
- No projecting signage on shop front (only within unit)



EAST GALLERY - INDICATIVE ELEVATION - UNITS SIDE BY SIDE

WEST GALLERY

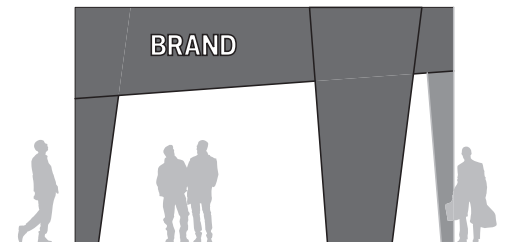
- Aligned top edge of bulkhead
- Shop front design within corten frame
- Projecting signage within corten frame



WEST GALLERY - INDICATIVE ELEVATION - UNITS SIDE BY SIDE



THE GALLERY SQUARE (LOCATED IN EAST GALLERY)
INDICATIVE ELEVATION - UNITS SIDE BY SIDE



EAST GALLERY
INDICATIVE ELEVATION - SOLITARY UNIT

CREATIVE AND COHERENT UNIT DESIGN

New shop fronts should be creative, of high quality and well designed. The shop front should be coherent with the interior design.

BOUNDARIES

The framing/boundary of individual shop fronts varies throughout the shopping area.

* At The East- and West Gallery the bulkheads on the 1-2 sided shop fronts must be aligned with the surrounding shop top edges. Careful consideration should be put into how the unit is adjacent to neighbour unit.

* At The Gallery Square in The East Gallery the design is limited within the concrete/aluminium framing.

* At The West Gallery the design is limited within the corten framing.

* On The Avenue the design is limited within the black wooden framing.

ROLLER SHUTTER & COVERS

Where roller shutters are used, these should be incorporated into the design. High transparency through roller shutters ensures branding in the hours when the unit is closed. Units without walls should also select designs of product cover-ups so that they are coherent with the overall design.

* On The Avenue only glass shutters are permitted.

LIGHTING

* Lighting of the front zone, if needed, must be incorporated discreetly, e.g. in the bottom of the bulkhead.

APPROVAL

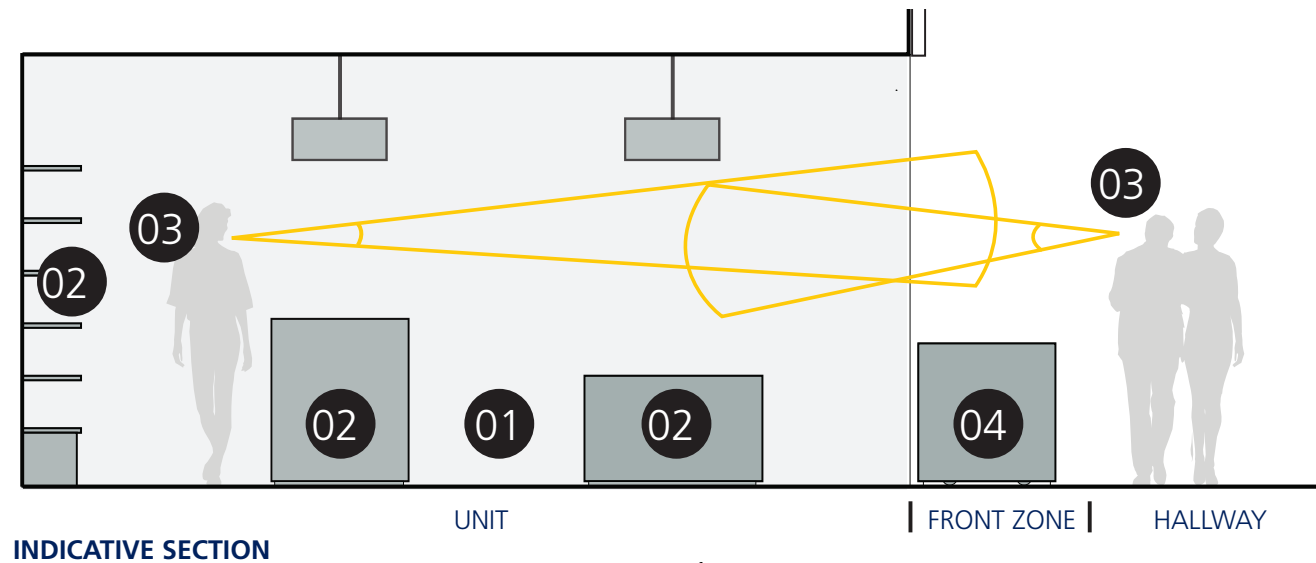
* All facades must be approved by CPH.

* Required guidelines.

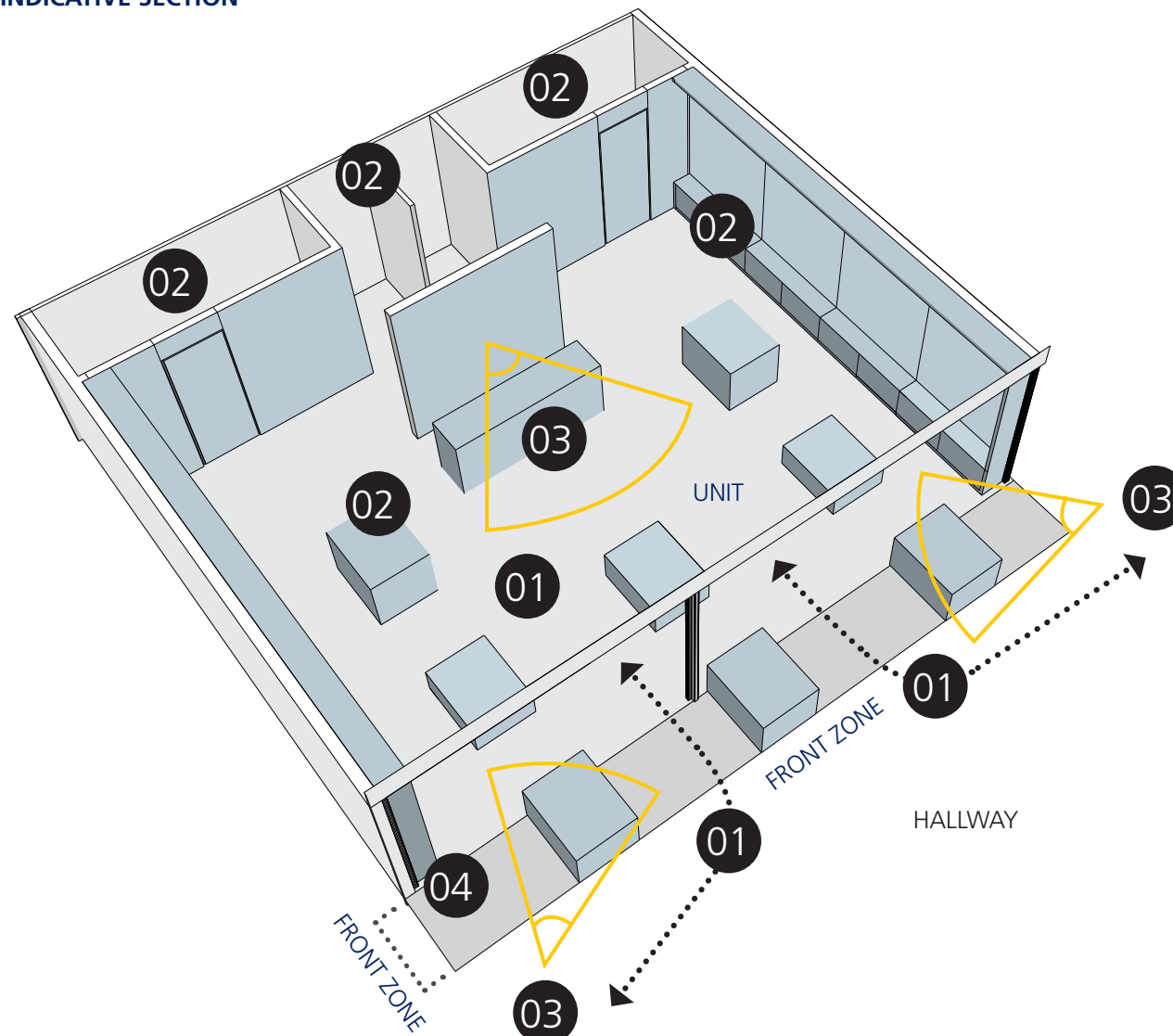


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INDICATIVE SECTION



3.3 RETAIL LAYOUT

01. FLOW

Consider how the layout can ensure a constant and clear customer flow and clearly showcase how the customer will enter the unit and move around it.

02. COHERENT DESIGN & STORAGE

The design concept should be coherent in the choice of surfaces, furniture and details.

Careful consideration should be put into all operational functions. Visible and misplaced storage and waste can have a negative impact on operations and customer experience. Consider how much storage for inventory and waste is needed and how it can be integrated.

* Hidden storage space must be incorporated so no pallets, cardboard boxes, waste containers or similar, are visible.

03. VISIBILITY

Consider how the furniture and design of the unit can help guests to get an easy overview of the area. A good overview ensures the guest an easy entrance and access towards the counter/store staff. The counter should be easy to locate.

04. FRONT ZONE

* Furniture or displays in the front zones must be a natural extension of the interior in the store. It must take up no more than 50% of the front zone floor area. A maximum of 2/5th of the shop furniture is permitted to be higher than 130 cm, however max. 150 cm. The exact size of the front zone by your unit is described in your contract.

APPROVAL

* All layouts must be approved by CPH.

* Required guidelines.



3.4

RETAIL FURNITURE



REFERENCES



CORNERS MADE OF FRAGILE MATERIALS ARE NOT RECOMMENDED

CREATIVE AND SUSTAINABLE DESIGN

Imaginative and unique designs in sustainable materials are encouraged. It will make the unit appear contemporary and attractive.

COLLISION WITH CARTS AND TROLLEYS

Choose furniture solutions that can withstand collisions with carts, suitcases and cleaning machines, but remain elegantly integrated into the design.

MATERIALS AND JOINTS

- * *Natural, genuine materials are to be used, meaning that horizontal surfaces such as table tops are not e.g. to be covered with fake wood vinyl. Chipboard is also not permitted. Laminate with glued corners/edges is not acceptable. Corners are to be reinforced or made of sturdy materials such as solid wood.*
- * *If the furniture is provided with wheels, at least half the wheels must be lockable. Movable furniture must be provided with protecting felt, plastic or rubber pads underneath to prevent marks on the floor.*

STORAGE

Consider how much storage is needed and how it can be integrated into the space or furniture, as this helps prevent messy visible storage in the store that could reflect poorly on the brand and potentially have a negative impact on operations.

A small refrigerator (max. 60 liter) can be integrated in the interior in a place not visible to the customer. Due to fire regulations the refrigerator can not be placed in the back office.

- * *Hidden storage space must be incorporated so no pallets, cardboard boxes, waste containers or similar, are visible.*

APPROVAL

- * *All furniture must be approved by CPH.*

- * *Required guidelines.*



01



WOODEN THRESHOLD
REFERENCES

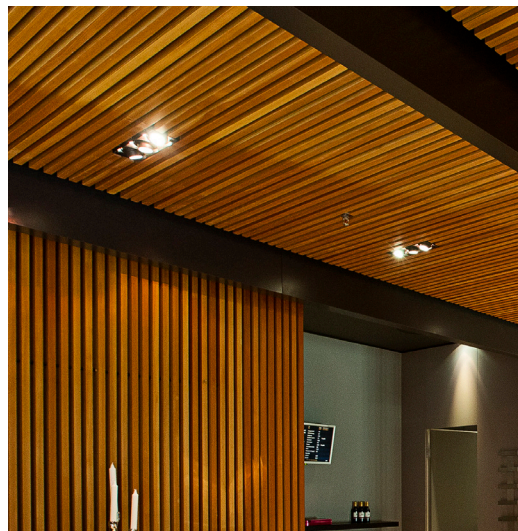


WOODEN FLOOR



TILE FLOOR

02



WOODEN PANEL CEILING
REFERENCES



FIXED PLASTER CEILING



MODULAR ACOUSTIC CEILING

3.5

RETAIL SURFACES

01. FLOORING

The existing solid wooden flooring (type: Jatoba) in the hallways can be found in some units. Choose a floor that is coherent with the design concept or keep the wooden flooring as it supports a direct sense of flow with the hallway. Hard flooring must be chosen due to the severe wear on the floors caused by trolleys, cleaning machines etc. The floors must have a durability of min. 5 years.

The threshold from each unit to the hallway should be on one level.

* *If one level is not possible, then choose a very durable threshold e.g. wood as the existing floor in the hallway. It will provide an elegant transition without adding another material.*

02. CEILINGS

All technical installations must be hidden. In some units the ceilings are fixed. Where sub ceilings are allowed these should generally be suspended, ensuring easy access to the installations above. Acoustic ceilings can improve the dining and shopping experience.

APPROVAL

* *All surfaces must be approved by CPH.*

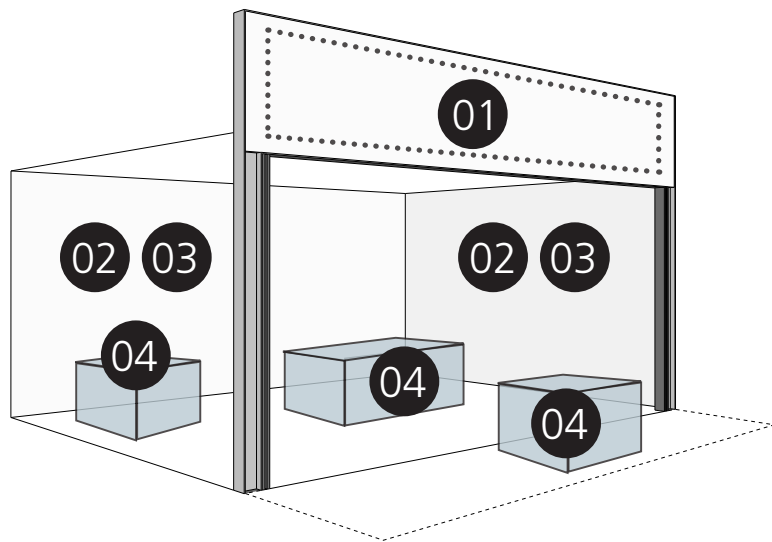
* *Required guidelines.*



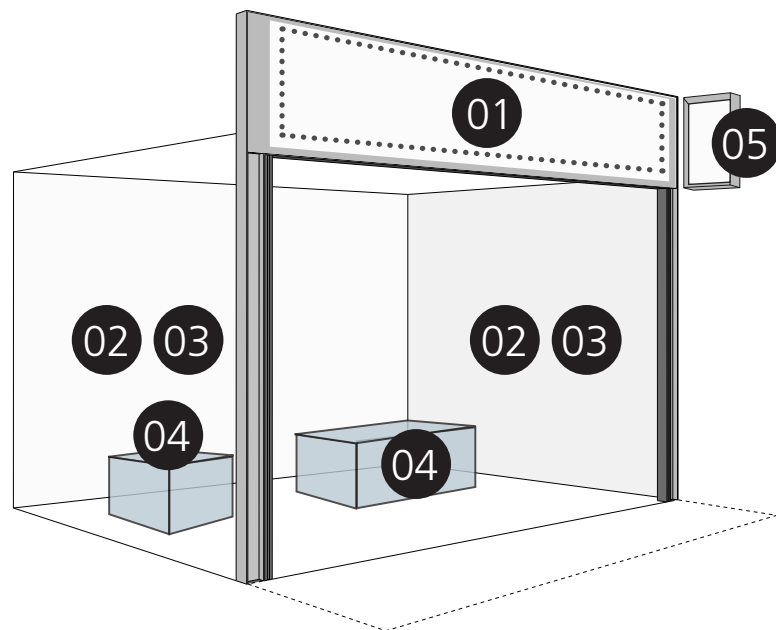
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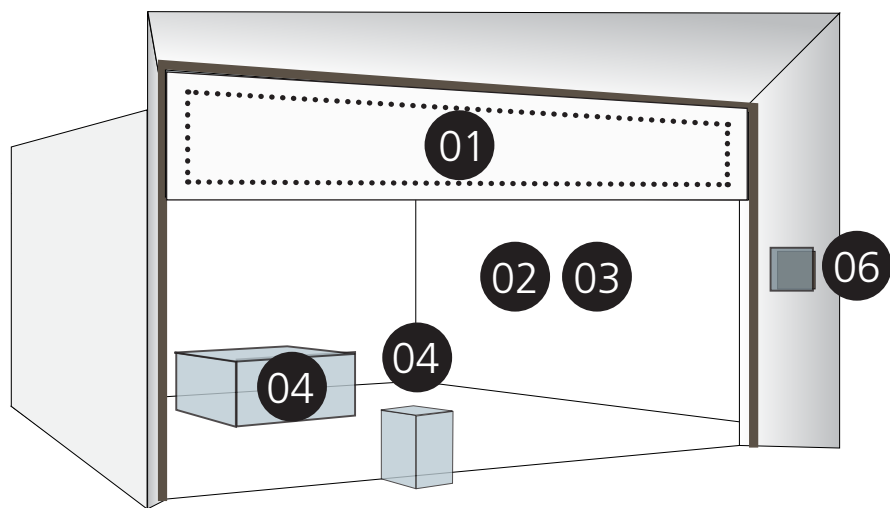
3.6 RETAIL SIGNAGE



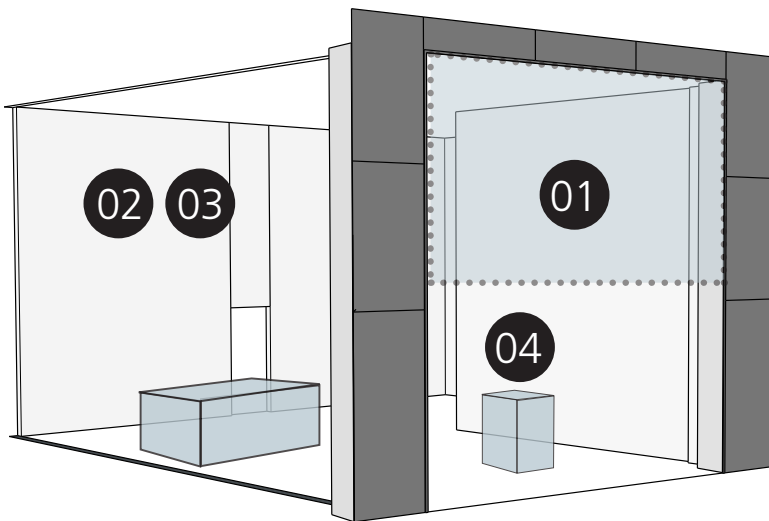
EAST GALLERY- INDICATIVE ILLUSTRATION



WEST GALLERY- INDICATIVE ILLUSTRATION



THE GALLERY SQUARE (LOCATED IN EAST GALLERY)
- INDICATIVE ILLUSTRATION



THE AVENUE - INDICATIVE ILLUSTRATION

UNITS

In general, signage should be well proportioned and integrated into the store layout with a clear hierarchy of signs used within the unit. The signage of the specific site should be given careful consideration. The area concept, the immediate surroundings and the need for strong visual impact must be taken into account.

Consider using a subtitle to communicate the type of products the brand is offering.

POSSIBLE TYPES OF SIGNAGE

- 01** Concessionaire sign on facade
- 02** Concessionaire sign inside shop
- 03** Supplier signs
- 04** Sign placed on furniture side and top
- 05** Projecting sign, illuminated
- 06** Fixed street sign on facade (Only allowed in The Gallery Square)

* Roll - ups are not allowed in CPH.

FILM ON GLASS

Film on glass railings, windows and doors can be used as part of the signage concept, but a dense cover-up with film can decrease the visibility into the unit, making it appear closed or under construction, not revealing the activity in the unit.

* Film on glass must not cover more than 50% of the glass area and should be transparent, designed and well-proportioned with the glass. This ensures high visibility into the unit. Moreover, film on flooring is not permitted.

APPROVAL

* All signage must be approved by CPH.

* Required guidelines.



01



REFERENCES

02



REFERENCES

3.6

RETAIL SIGNAGE

01. CONCESSIONAIRE SIGN ON FACADE

- * Placement clear and above entrance.
- * The sign must either be back lit or have illuminated letters.
- * Multiple signs, whether side by side or above each other, are not permitted.
- * The sign must not be made of film.

In The Avenue suspended signs behind glass is possible.

**NO DIGITAL SCREENS OR MOVING IMAGES IN BULKHEADS
(SEE PAGE 45)**

02. CONCESSIONAIRE SIGN INSIDE SHOP

If a logo is placed on the walls or other elements, then consider the sizing so it differs from the main sign.

APPROVAL

- * All signage must be approved by CPH.

* Required guidelines.



03



REFERENCES

04



REFERENCES

3.6

RETAIL SIGNAGE

03. SUPPLIER SIGNS

- * Supplier logos within the store must be less dominating than the concessionaire brand logo. They must relate to the brand and be part of the design concept.
- * Supplier signs and commercials are not permitted on the facade.

04. SIGN PLACED ON FURNITURE SIDE AND TOP

- * If signs are placed on furniture sides, they must be durable and securely mounted.
- * Signs placed on top of furniture e.g. offers must be of good quality, stable and not handwritten or mounted with tape.

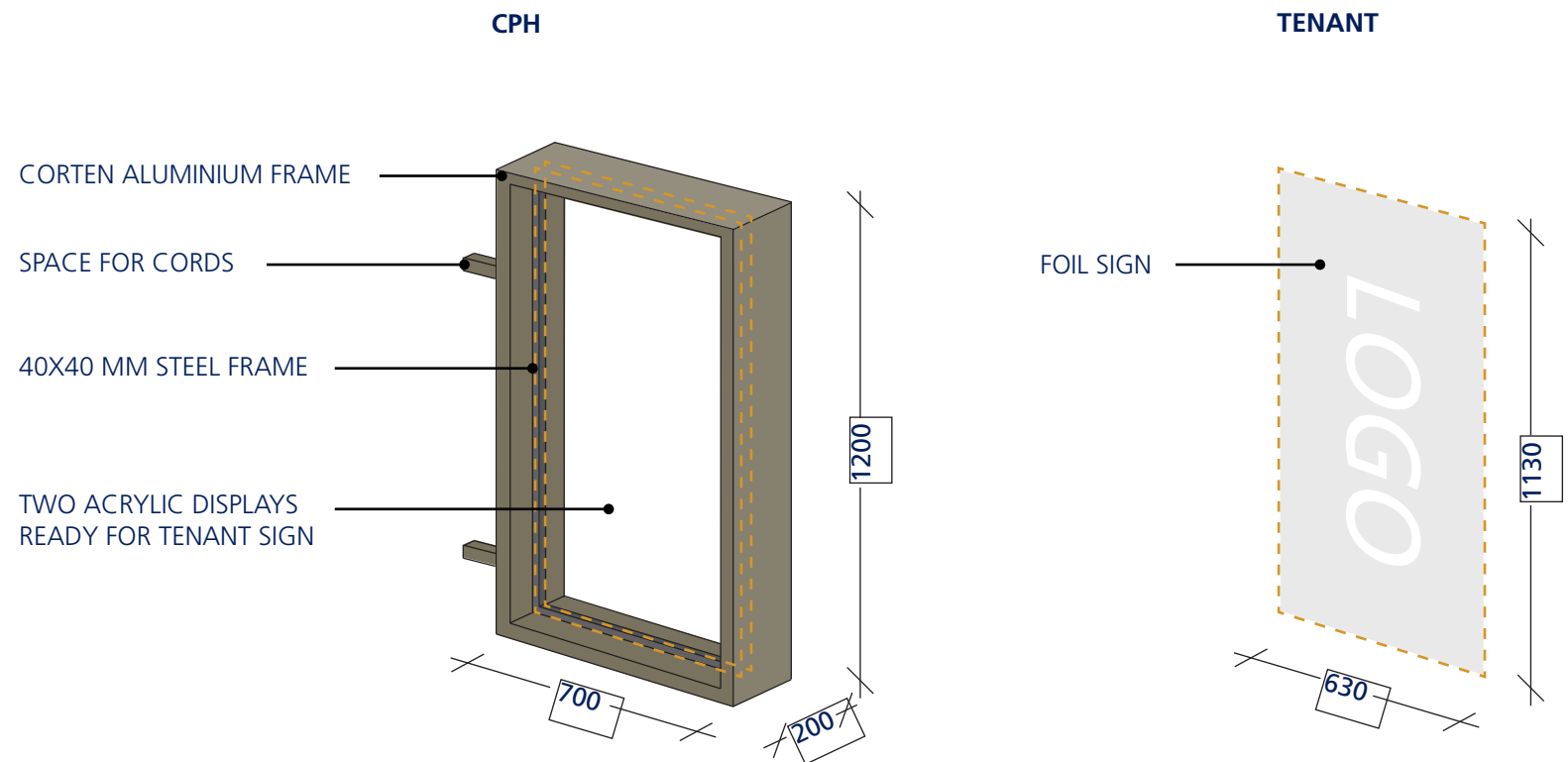
APPROVAL

- * All signage must be approved by CPH.

* Required guidelines.

3.6

RETAIL SIGNAGE



05. PROJECTING SIGN DESIGN

- * The frame is made of corten aluminum (CPH)
- * The tenant signs are made of foil (Tenant).
- * The measurements for the foil signs are 630 x 1130 mm.
- * The tenant signs are fixed on to the acrylic displays.
- * Light is integrated in the projecting sign.
- * All cords must be hidden.

APPROVAL

- * All signage must be approved by CPH.

REFERENCES



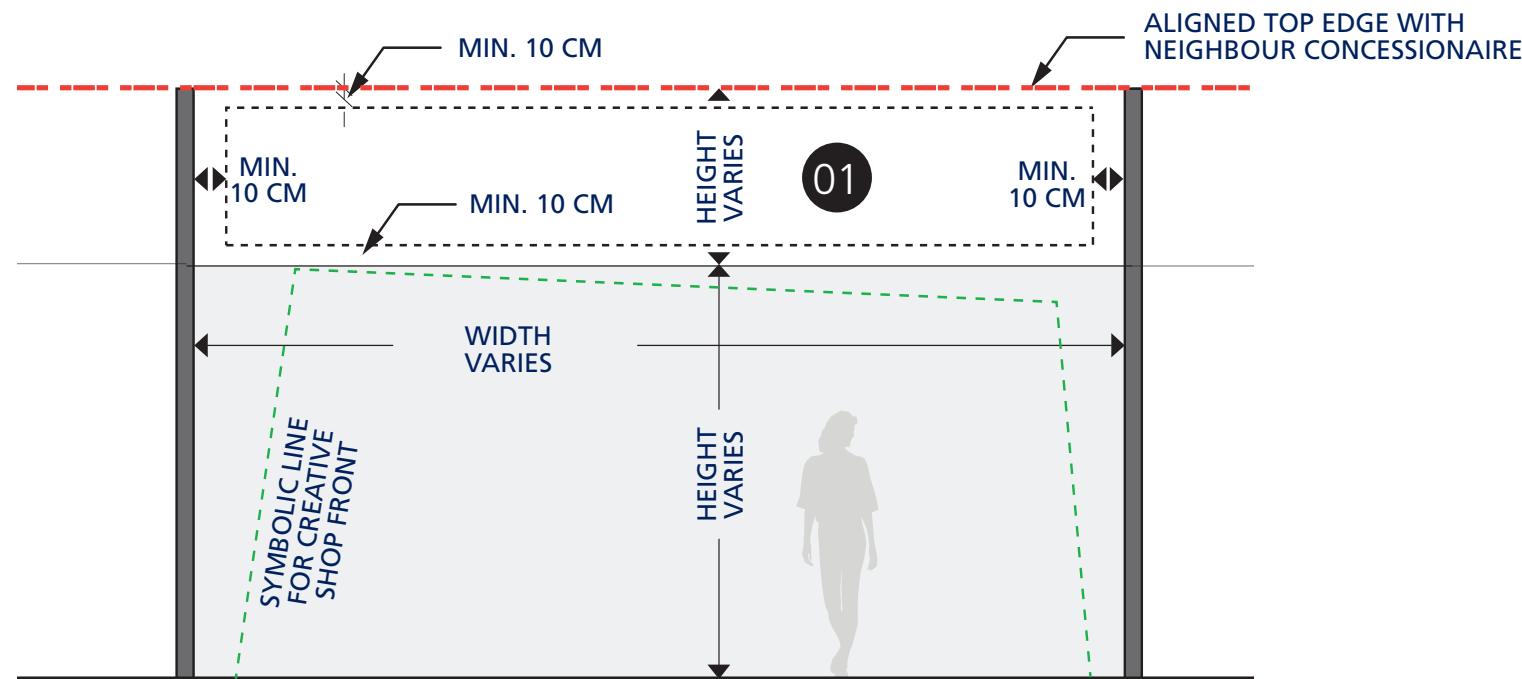
* Required guidelines.



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3.6 RETAIL SIGNAGE



INDICATIVE ELEVATION

01. CONCESSIONAIRE SIGN (MAIN SIGN) SIZE AND PLACEMENT

The main signs are preferred recessed in the shop front/bulkhead, but can also be protruded on the shop front/bulkhead.

- * Placement of logo must be within the dotted line. Min. 10 cm offset from the neighbour's boundary and 10 cm offset from top and bottom edge of bulkhead. The shop front/bulkhead must not exceed D: 12 cm.
- * On the East Gallery Square the bulkhead must be produced with a 0,5 cm gap between the aluminium frame and the shop front/bulkhead and cover the frontzone lighting track.

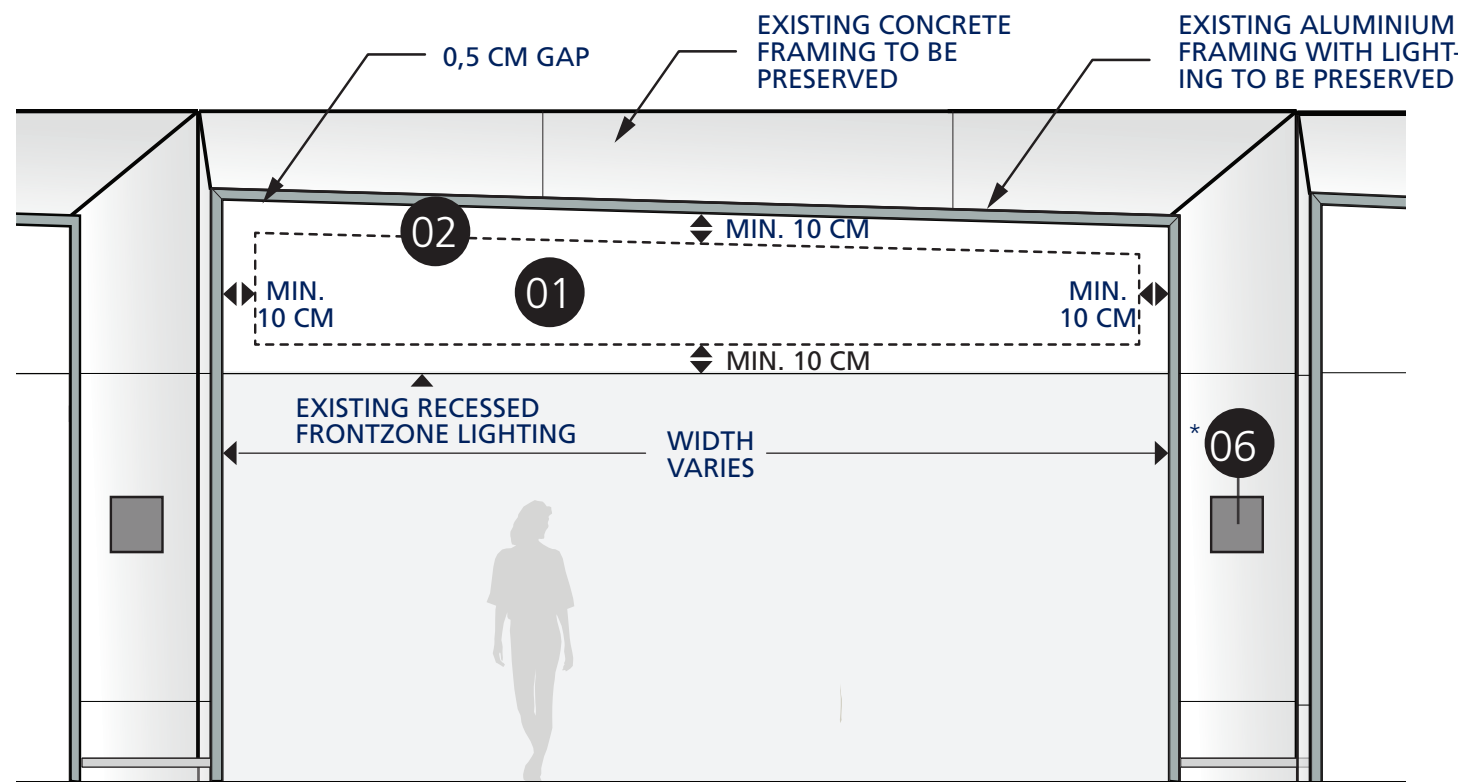
06. STREET SIGN SIZE AND PLACEMENT

- * The street sign has a predefined detachable backplate in anodized aluminium. The placement is fixed and the mounting bracket must be reused when the sign is changed. Alternative design, material or placement is not allowed. Colour: Anodized aluminium, B2, MY20, MIN 12. Size: H: 305 cm x W: 297 cm x D: 0,5 cm. Product: Plan Sign from DanSign.
- * The concessionaire logo must be attached to the aluminium backplate and consist of protruded letters or logo in coated acrylic. Colour: Pearl Gold - Ral 1036, finish: clear matt lacquer, depth: 4 mm.

APPROVAL

- * All signage must be approved by CPH.

* Required guidelines.



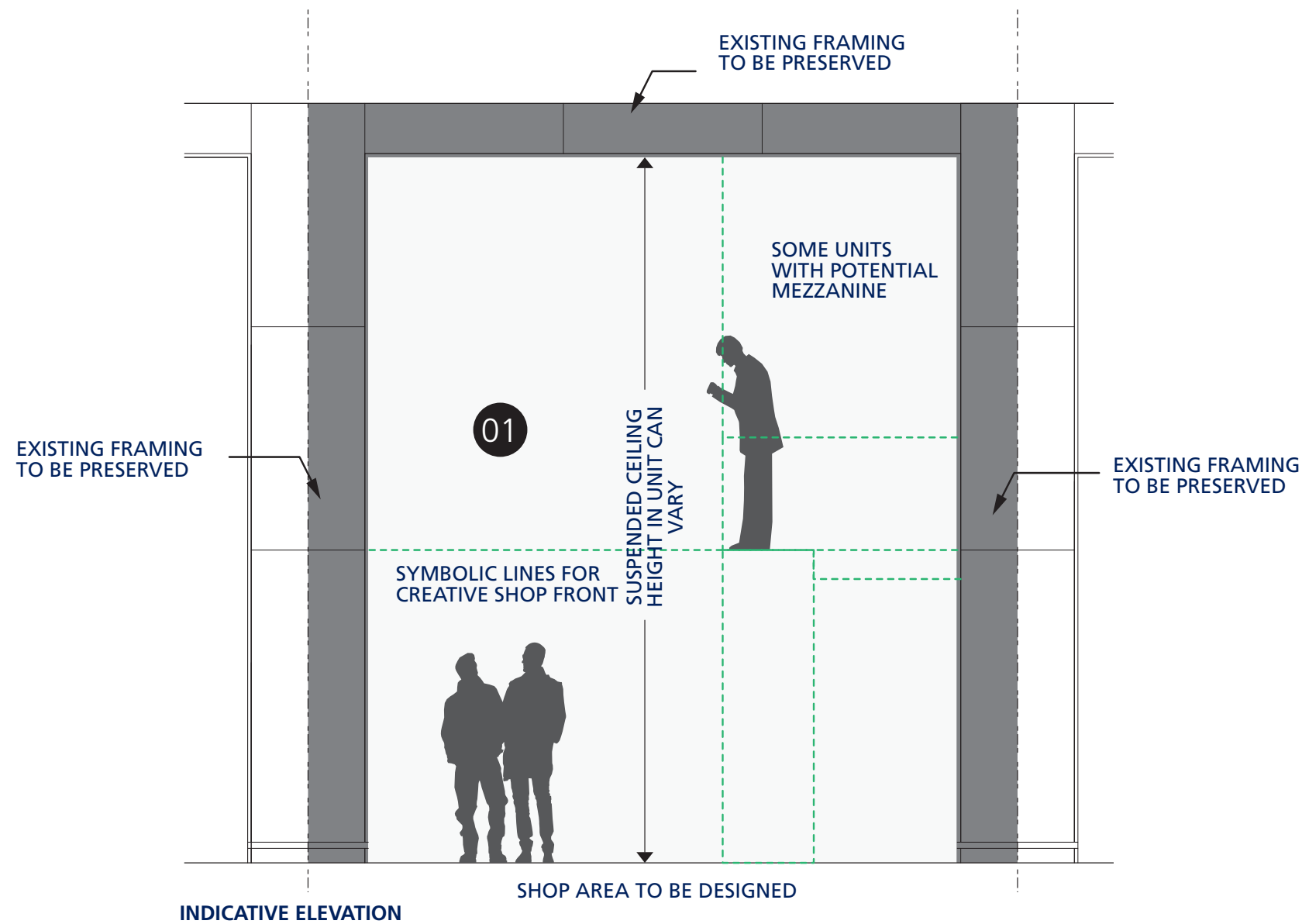
INDICATIVE ELEVATION

*09 ONLY RETAIL UNITS ON THE GALLERY SQUARE



INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL



3.6 RETAIL SIGNAGE

01. CONCESSIONAIRE SIGN (MAIN SIGN) SIZE AND PLACEMENT

- * On The Avenue the placement of the concessionaire sign is more free; however multiple signs, side by side or above each other, are still not permitted.

APPROVAL

- * All signage must be approved by CPH.

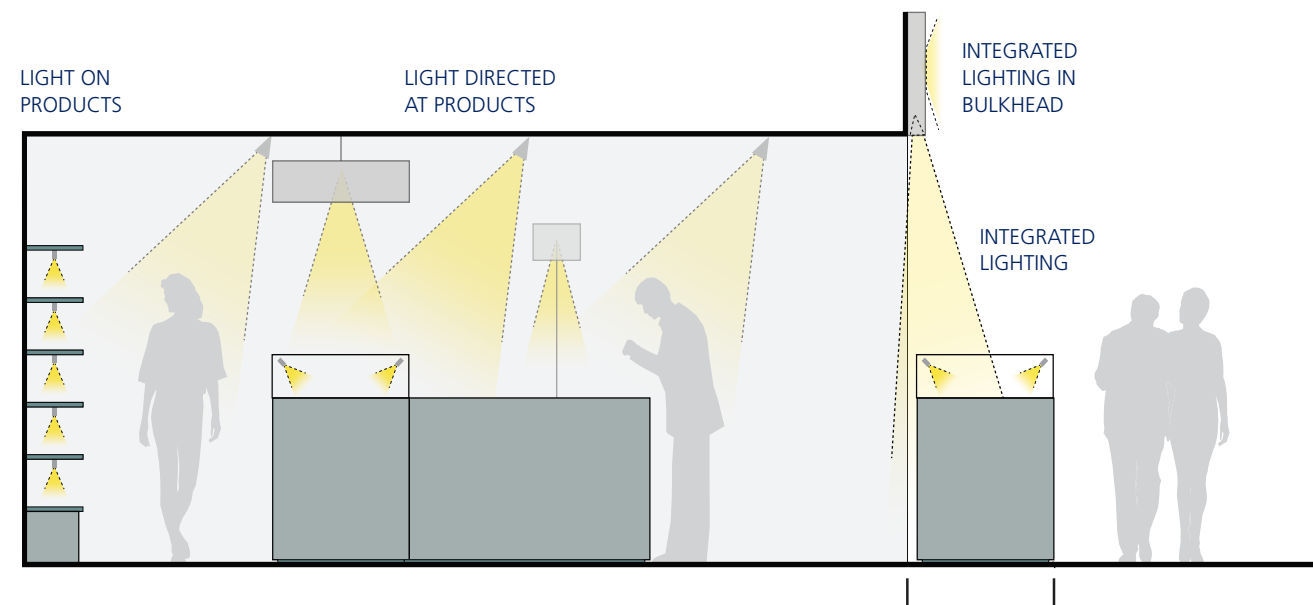
* Required guidelines.



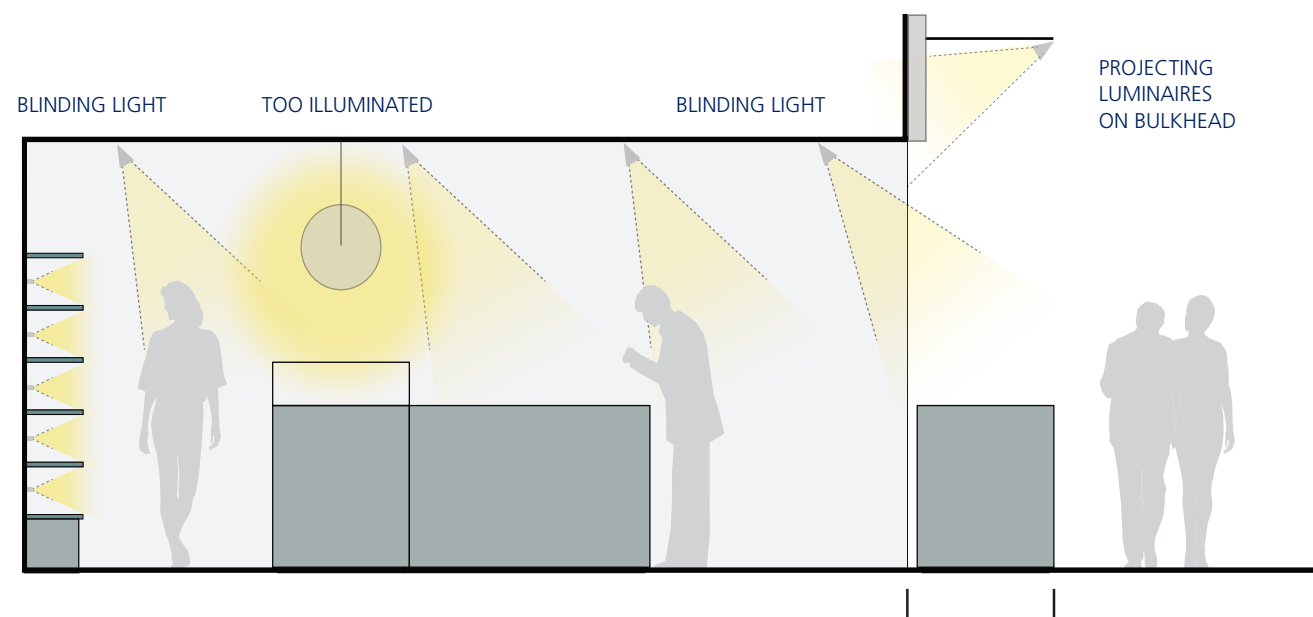
INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL

3.7 RETAIL LIGHTING



RECOMMENDED LIGHTING CONCEPT



NOT RECOMMENDED LIGHTING CONCEPT

GUIDELINES

Lighting should be in accordance with ambience and function and be developed as an integrated part of the design concept.

- *Light sources should generally be LED.*
- *Fixtures which will highlight products should ideally be located at a distance of 100 to 120 cm from the wall. This gives a good direction of light with low amount of glare.*
- *Due to the change of light through the day and the seasons of the year, the lighting concept should be changeable and adaptable to the different scenarios.*
- *Lighting of products in the front zone could elegantly be integrated in the furniture. All cables and installations must be integrated.*
- *Lighting values in the front zone: Ra-value min. 90. Average Lux-value between 800-1200.*
- * *Lighting of the front zone: The lighting fixtures must be of high quality and be incorporated discreetly, e.g. in the bottom of the bulkhead or in the ceiling, mounted in a track so the lighting fixtures are easy to change, maintain and slide into new positions. The lighting must not blind the customers in the hallway and must only light up the defined front zone area of the specific unit.*
- * *The power consumption must not exceed 10-15 watts per sqm.*

APPROVAL

- * *A lighting plan, including the selection of lamps, luminaires, light directions and locations, as well as power consumption per sqm must be approved by CPH.*

- * *Required guidelines.*

FOOD & BEVERAGE UNIT DESIGN GUIDELINES

WEST
GALLERY

THE
AVENUE

EAST
GALLERY



REFERENCES



4.1

F&B

STRATEGY

GUIDELINES

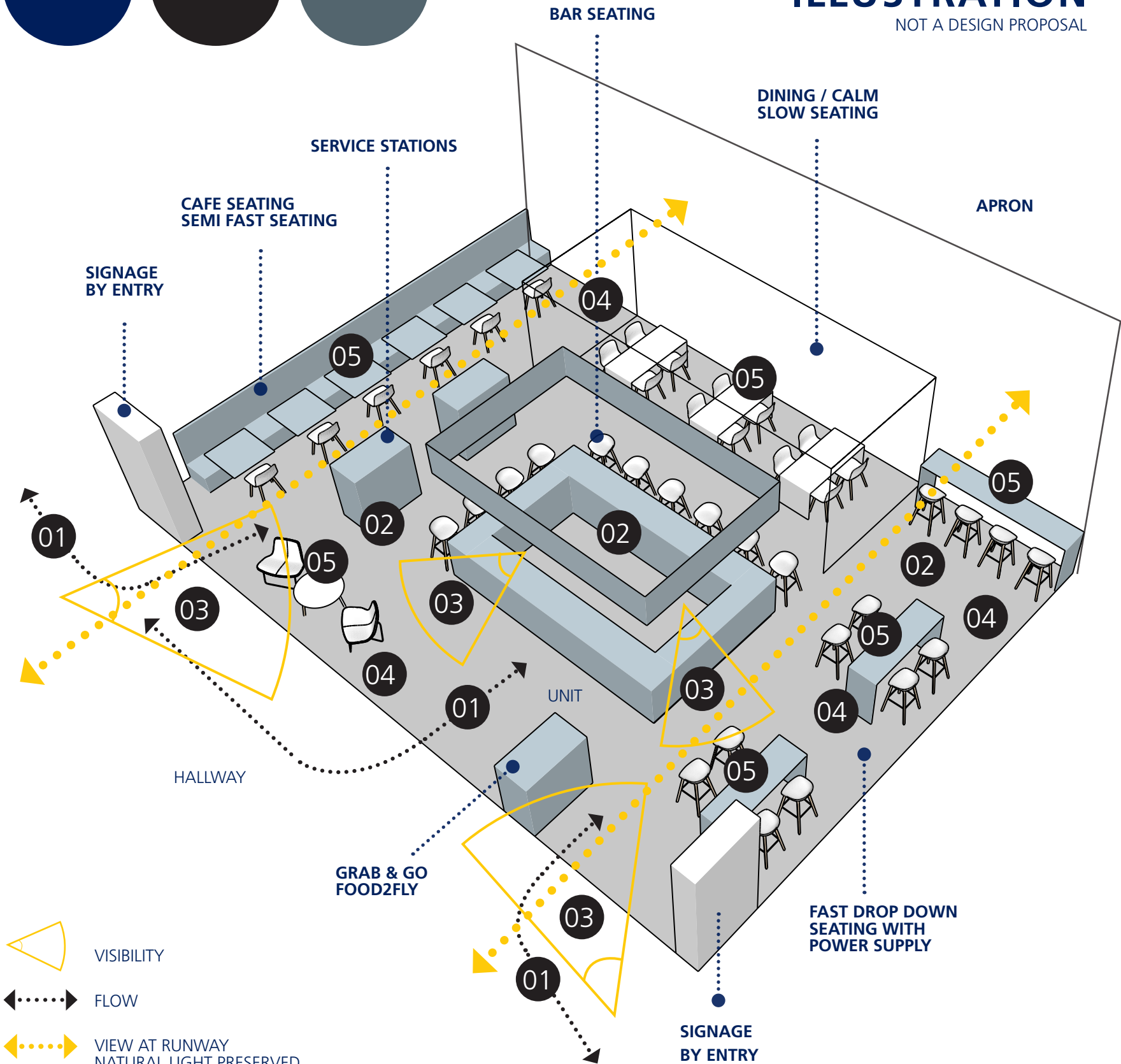
To ensure the traveller a unique experience, we encourage the concessionaires to have the following subjects in mind:

- Focus on the product
- Give a unique brand experience
- Use the unit design for storytelling
- Celebrate the airport feel
- Offer plug in possibilities (power)
- Give the unit a sense of place
- Make the unit open and inviting
- Use tailor-made and site-specific unit designs
- Choose sustainable solutions, materials and lighting
- Use quality interior design suited for airport load
- Consider flow in the interior design
- Make the unit convenient for the customer
- Incorporate the newest trends, digital integration, personalization etc.
- Integrate storage in solutions



INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL



4.2 F&B LAYOUT

01. FLOW

Consider how the layout will ensure a constant and clear customer flow and clearly showcase how the guest will enter the unit and move around it.

- * Add space for queuing within the unit.

02. SERVICE FLOW

All operational functions need careful consideration. Consider how to ensure an efficient floorplan for the unit staff.

- * The clearing of tables and handling of used cutlery and crockery must be considered in the overall design and layout.
- * Consider how much storage for inventory and waste is needed and how it can be integrated.
- * Consider the placement of Grab & Go products.

03. VISIBILITY

Consider how the furniture and design of the unit can help guests get an easy overview of the area. The counter should be easy to locate and make staff accessible to guests.

04. SPACE FOR LUGGAGE

Consider how to accommodate the different customer groups' need for storage space. Space between seats/tables and hooks for jackets/bags will result in relaxed customers.

05. VARIOUS & OPTIMISED SEATINGS

Consider how the arrangement of tables and chairs can be flexible accommodating all from one person to groups and still ensure privacy.

APPROVAL

- * All layouts must be approved by CPH.
- * Required guidelines.

WEST
GALLERY

THE
AVENUE

EAST
GALLERY



REFERENCES



CORNERS MADE OF FRAGILE MATERIALS ARE NOT RECOMMENDED

4.3

F&B FURNITURE

COHERENT, CREATIVE AND SUSTAINABLE DESIGN

Imaginative and unique designs in sustainable materials are encouraged. It will make the unit contemporary and attractive.

TRENDS

Consider how to integrate the newest trends; e.g. digital integration or working theatre.

COLLISION WITH CARTS AND TROLLIES

- * Choose furniture solutions that can withstand collisions with carts, suitcases and cleaning machines, but which are still elegant and integrated into the design.

MATERIALS AND JOINTS

- * Natural, genuine materials are to be used, meaning that surfaces such as table tops are not to be covered with fake wood vinyl. Laminate with glued corners/edges is not acceptable. Corners are to be reinforced or made of sturdy materials.
- * If the furniture is provided with wheels, at least half the wheels must be lockable. Movable furniture must be provided with protecting felt, plastic or rubber pads underneath to prevent marks on the floor.

STORAGE

Consider how much storage is needed and how storage can be integrated in the space or furniture. Visible and misplaced storage and waste can have a negative impact on operations and customer experience.

- * Hidden storage space must be incorporated so no pallets, cardboard boxes, waste containers or similar, are visible.

APPROVAL

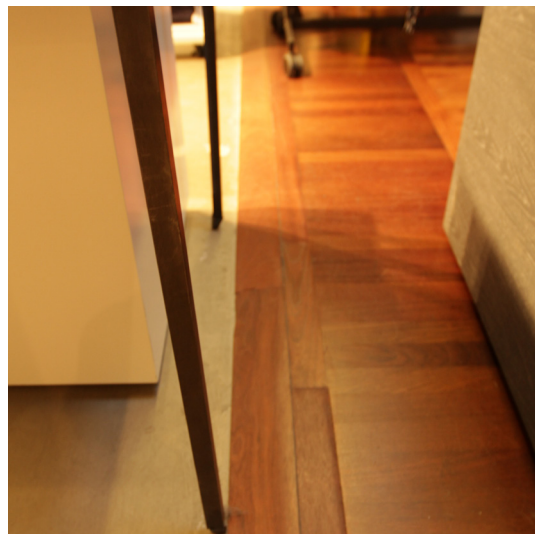
- * All furniture must be approved by CPH.
- * Required guidelines.

WEST
GALLERY

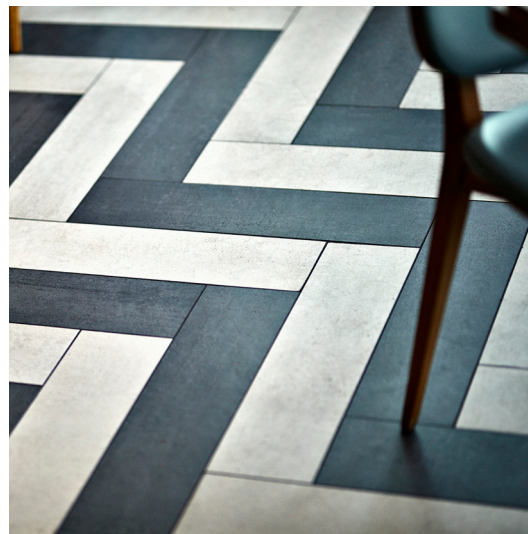
THE
AVENUE

EAST
GALLERY

01



WOODEN THRESHOLD
REFERENCES



TILE FLOOR

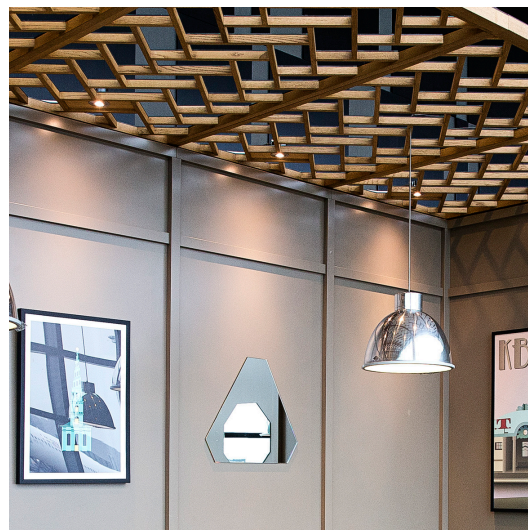


CONCRETE FLOOR

02



GLASS CEILING
REFERENCES



DECORATIVE WOODEN CEILING



FIXED ACOUSTIC CEILING

4.4

F&B SURFACES

01. FLOORING

The existing solid wooden flooring (type: Jatoba) in the hallways can be found in some units. Choose a floor that is coherent with the design concept or keep the wooden flooring as it supports a direct sense of flow with the hallway. Hard flooring must be chosen due to the severe wear on the floors of the airport due to trolleys. The floors must have a durability of min. 5 years.

The threshold from each unit to the hallway should be on one level.

- * *If one level is not possible, then choose a very durable threshold e.g. wood as the existing floor in the hallway. It will provide an elegant transition without adding another material.*

02. CEILINGS

In some units the ceilings are fixed. Where sub ceilings are allowed these should generally be suspended, ensuring easy access to the installations above. Acoustic ceilings can improve the dining and shopping experience.

- * *There are strict regulations regarding cleanliness of ceilings and/or suspended elements in F&B units. Therefore the design of suspended elements must be well thought through in terms of easy or low maintenance.*

APPROVAL

- * *All surfaces must be approved by CPH.*

- * *Required guidelines.*



INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL

4.5

F&B SIGNAGE

UNITS ON MAIN FLOOR

In general, signage should be well proportioned and integrated into the unit layout with a clear hierarchy of signs used within the unit. Careful consideration should be given to the signage of the specific site to take into account the area concept, immediate surroundings and the need for a strong visual impact.

Consider using a subtitle to communicate the type of products the brand is offering.

POSSIBLE TYPES OF SIGNAGE

- 01** Concessionaire sign on slab edge
- 02** Concessionaire sign on wall or plate
- 03** Supplier signs
- 04** Sign placed on furniture side or top
- 05** Projecting sign, illuminated
- 06** Pylon within unit
- 07** Sandwich board

* Roll - ups are not allowed in CPH.

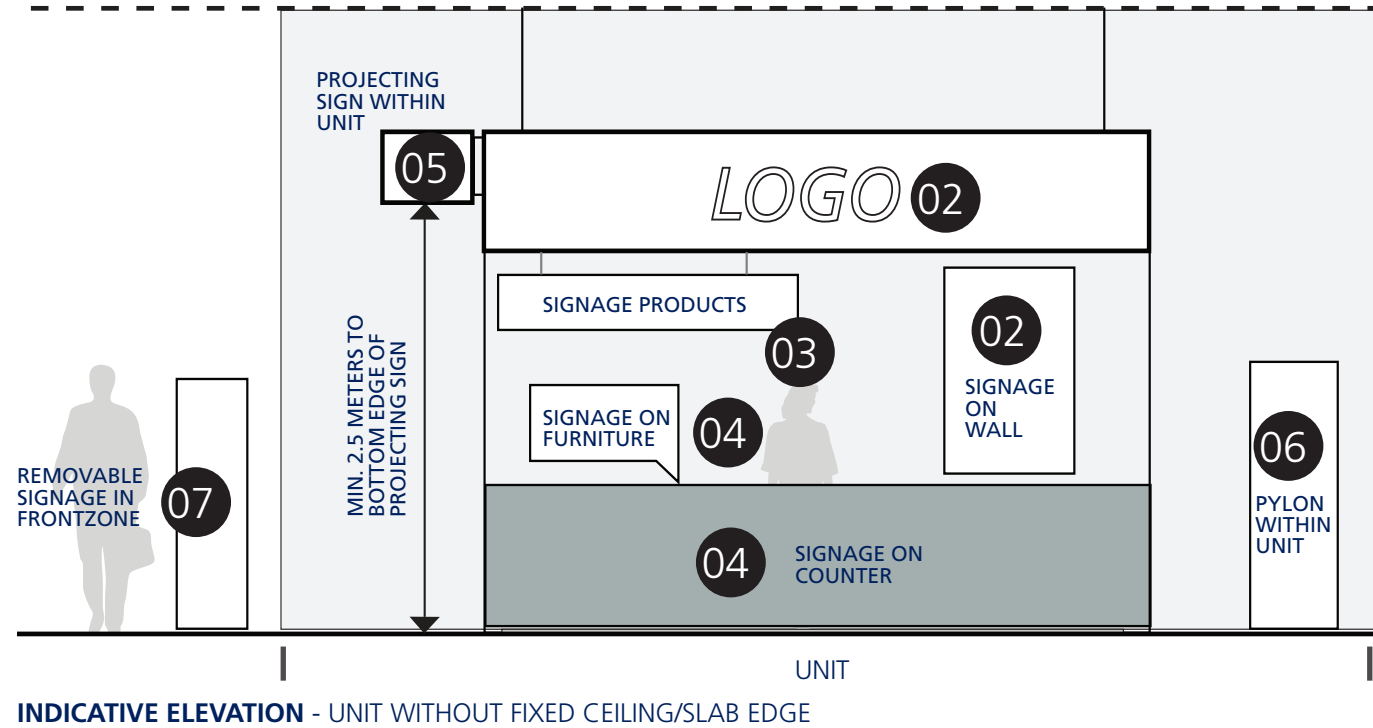
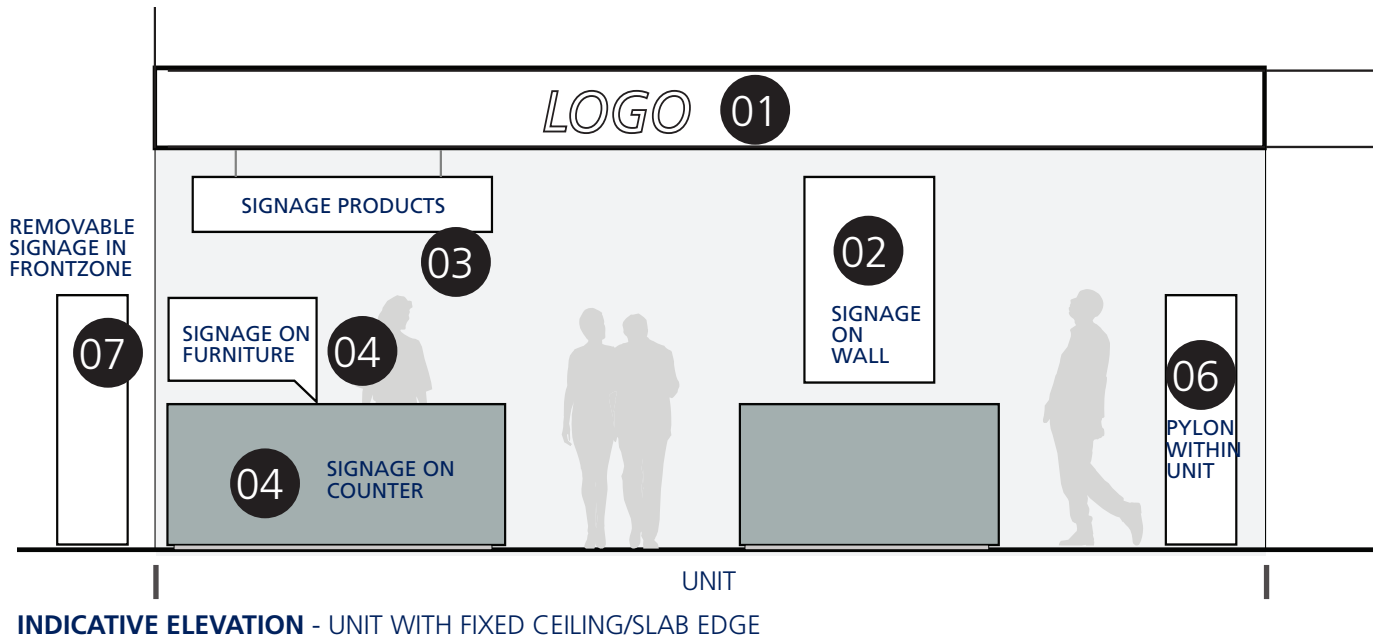
VISIBILITY FROM ALL SIDES

Study the passenger flows in the hallways, so the signs are located (within the following guidelines) with high visibility from various directions.

APPROVAL

* All signage must be approved by CPH.

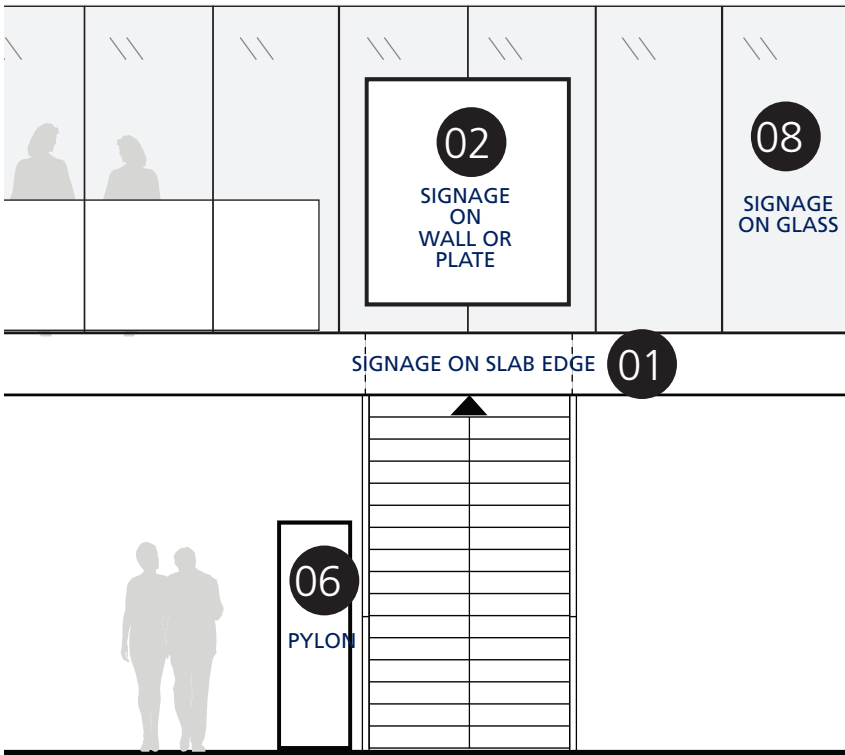
* Required guidelines.



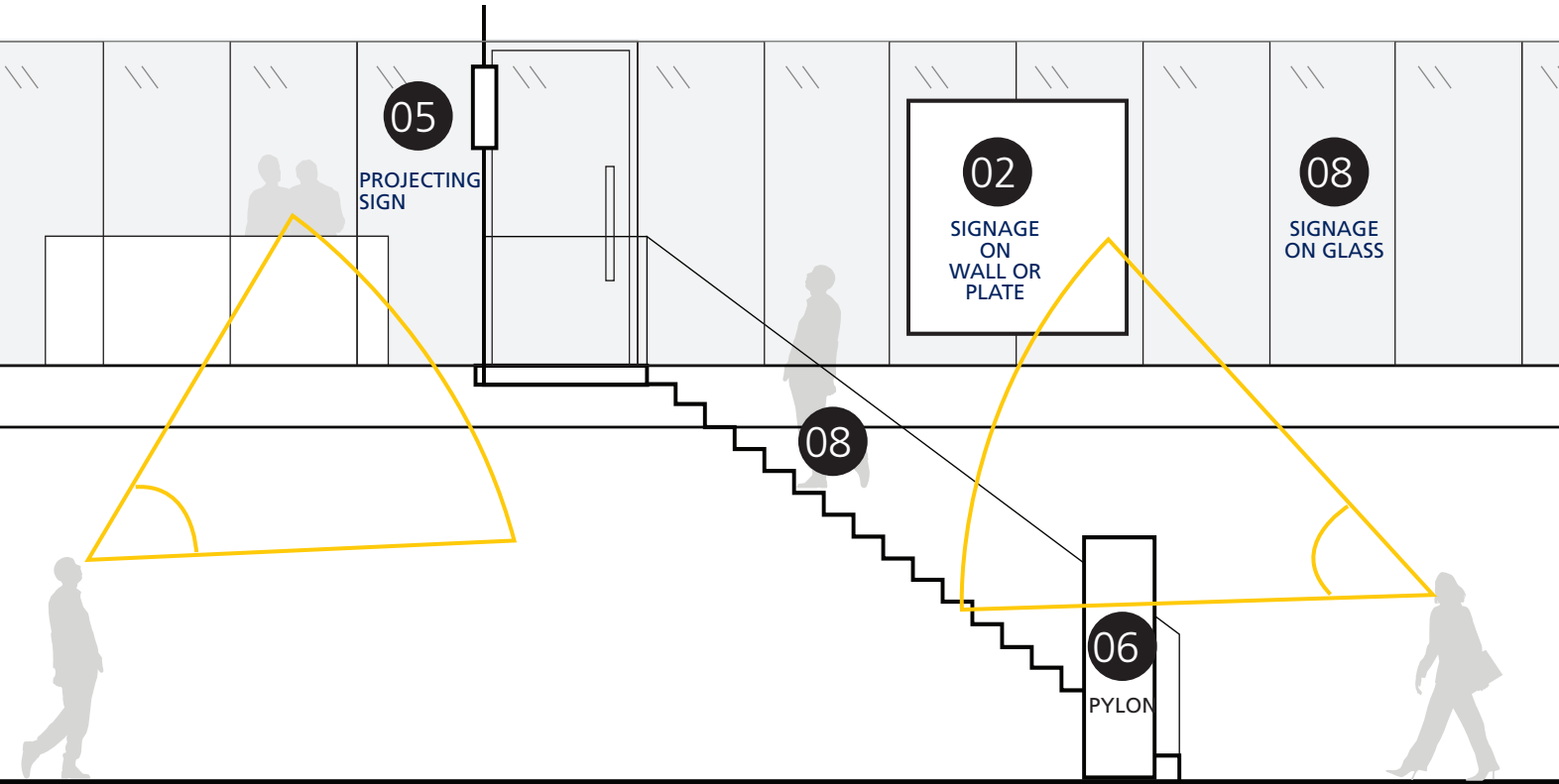


INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL



INDICATIVE ELEVATION - UPSTAIRS UNIT



INDICATIVE ELEVATION - UPSTAIRS UNIT

4.5 F&B SIGNAGE

UPSTAIRS UNIT

To ensure units placed upstairs have great visibility please adhere to the following guidelines. Careful consideration should be given to the signage of the specific site to take into account the area concept, immediate surroundings and the need for a strong visual impact.

* No items are allowed to be placed on the stairs.

POSSIBLE TYPES OF SIGNAGE

- 01 Concessionaire sign on slab edge
- 02 Concessionaire sign on wall or plate
- 05 Projecting sign by landing
- 06 Pylon staircase
- 08 Film on glass

01. + 02. CONCESSIONAIRE SIGN (MAIN SIGN)

* The sign must be placed in line with the center of the main entrance.

VISIBILITY FROM ALL DIRECTIONS

Study the passenger flows in the hallway, so the signs are located (within the following guidelines) with high visibility from all directions.

APPROVAL

* All signage must be approved by CPH.

* Required guidelines.

WEST
GALLERY

THE
AVENUE

EAST
GALLERY

01



REFERENCES

02

03



REFERENCES

4.5

F&B

SIGNAGE

01. CONCESSIONAIRE SIGN ON UNIT (MAIN SIGN)

- * A clear placement; central location, above entrance or by counter.
- * Main concessionaire sign on slab edge, only as cut-out letters located above entrance (NB! Only regarding units with slab edge). Max. height of letters 45 cm with a min. offset by 7.5 cm from the top and bottom slab edge boundaries.
- * The sign must either be back lit or have illuminated letters.
- * The sign must not be made of film.
- * Multiple signs, whether side by side or above each other, are not permitted.

In The Avenue suspended signs behind glass are possible.

02. CONCESSIONAIRE SIGN ON WALL OR SIMILAR

If a logo is placed on the walls or other elements, then consider the sizing so it differs from the main sign.

03. SUPPLIER SIGNS

- * Supplier logos within the unit must be less dominating than the concessionaire brand logo. They must relate to the brand and be part of the design concept.
- * Supplier signs and commercials are not permitted on the facade.

APPROVAL

- * All signage must be approved by CPH.

- * Required guidelines.



04



REFERENCES

05



REFERENCES

4.5

F&B

SIGNAGE

04. SIGN PLACED ON FURNITURE SIDE AND TOP

- * If signs are placed on furniture sides, they must be durable and securely mounted.
- * Signs placed on top of furniture e.g. offers, must be of good quality and stable. Signs must not be handwritten cardboard signs or similar and must not be mounted with tape.

05. PROJECTING SIGN (NB! ONLY WITHIN UNIT AREA)

- * There must be a clear reference to the overall design concept.
- * Must be integrated in the design from the beginning.
- * In general, placed in line with main concessionaire sign, but with a min. of 2.5 metres to bottom edge of sign.
- * Only one per unit.
- * Back lit only.
- * All fixings must be discreet.

APPROVAL

- * All signage must be approved by CPH.

- * Required guidelines.



06 07



REFERENCES

08



REFERENCE

4.5

F&B

SIGNAGE

06. PYLON WITHIN UNIT

Pylons are encouraged for showing menus and as a substitution for using sandwich boards to attract customers.

- * *Pylons must be an integrated part of the unit design. Location and content must be agreed with CPH.*
- * *Max. size of pylon: Height: 200 cm, width: 70 cm, depth: 20 cm.*

07. SANDWICH BOARD

- * *Only sandwich boards which are designed for the specific unit are permitted in the front zone.*
- * *Roll ups are not allowed.*

08. FILM ON GLASS

Film is allowed as dense cover up where necessary to hide installations etc. and has to be coherent with the surrounding area. Film is allowed if it helps wayfinding or daily operations but can only contain logo and color - no text or advertising allowed.

- * *Film on glass must not cover more than 25% of the glass area and should be designed and well-proportioned with the glass. This ensures high visibility into the unit. Film on flooring is not permitted.*

APPROVAL

- * *All signage must be approved by CPH.*

- * *Required guidelines.*

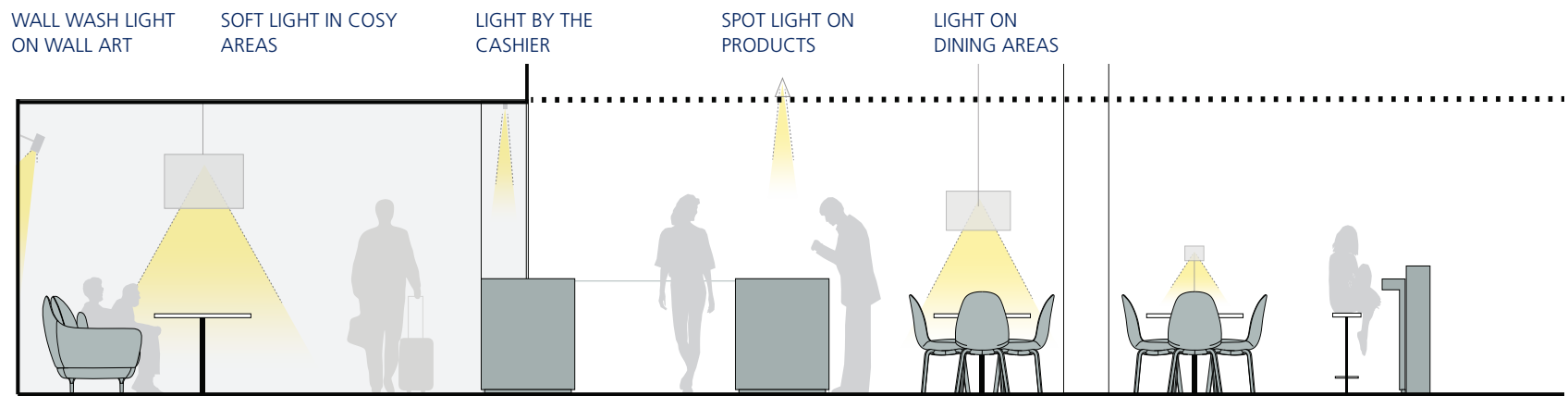


INDICATIVE ILLUSTRATIONS

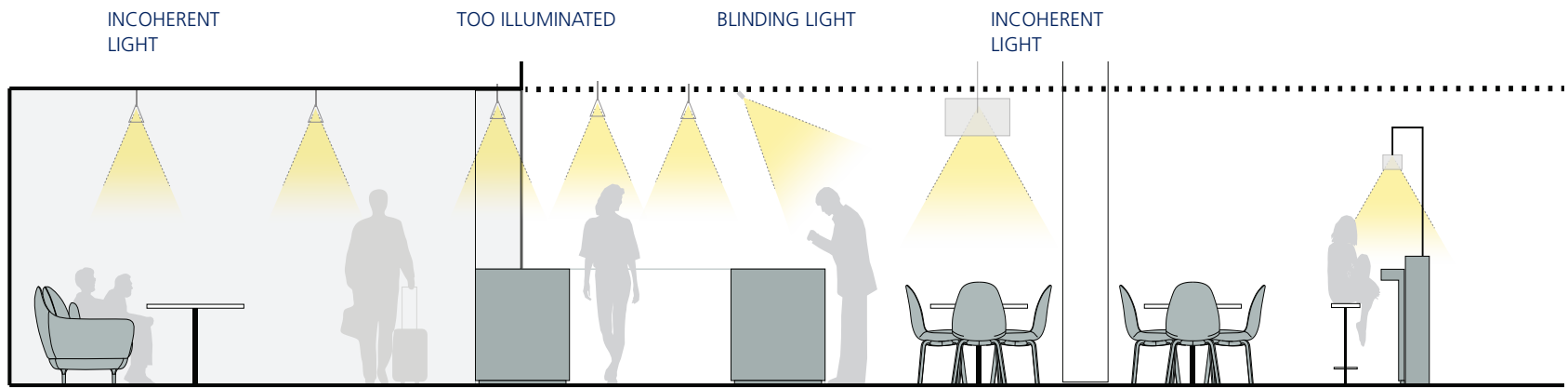
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4.6

F&B LIGHTING



RECOMMENDED LIGHTING CONCEPT



NOT RECOMMENDED LIGHTING CONCEPT

GUIDELINES

Lighting should be in accordance with ambience and function and be developed as an integrated part of the design concept. Consider how the lighting concept suits the change of the natural light during the day and the seasons of the year in Denmark.

- *F&B units should be inviting with a cosy lighting concept.*
- *Light sources should generally be LED.*
- *Fixtures which will highlight products should ideally be located at a distance of 100 to 120 cm from the wall. This gives a good direction of light with low glare.*
- *Due to the change of light through the day and the seasons of the year, the lighting concept should be changeable and adaptable to the different scenarios.*
- *Lighting values in the front zone: Ra-value min. 90. Average Lux-value between 800-1200.*
- * *Lighting of the front zone: The lighting fixtures must be of high quality and be incorporated discreetly, e.g. in the bottom of the bulkhead or in the ceiling, mounted in a track so the lighting fixtures are easy to change, maintain and slide into new positions. The lighting must not blind the customers in the hallway and must only light up the defined front zone area of the specific unit.*
- * *The power consumption must not exceed 10-15 watts per sqm.*

APPROVAL

- * *A lighting plan, including the selection of lamps, luminaires, light directions and locations, as well as power consumption per sqm must be approved by CPH.*
- * *Required guidelines.*

OTHER GUIDELINES



REFERENCE

5.1

DUST SCREEN

CREATIVE AND WELL-DESIGNED DUST SCREEN COVER

During the construction period of a new unit we expect the concessionaire to promote the upcoming retail shop or F&B unit by using a dust screen. A creative and well-designed front will not only cover up the refurbishment but ensure awareness and signal a strong brand while informing the passengers fittingly. Dust screens are made of a solid wooden wall on which a branding film is attached.

- * *A dust screen must reflect the store's brand, creating a banner that is purposeful for the customer, while covering the refurbishment.*
- * *When a dust screen has multiple sides it is a requirement to have branding on all of these to guarantee exposure from every angle.*

If possible, branding should inform the customer as to when the store is scheduled to open.

APPROVAL

- * *All dust screen design must be approved by CPH.*

* *Required guidelines.*



5.2

DIGITAL SCREENS



REFERENCES

DIGITAL SCREENS AND LIGHT BOXES

Digital screens and light boxes are encouraged when they are a part of the unit design and whenever they add storytelling, branding or product knowledge. Placement, design and content must be approved by CPH, and will be individually evaluated in relation to the surrounding area.

- * Digital screens and light boxes cannot show third party branding as it is in violation with our advertising contract.
- * Digital screens and lightboxes must be an integrated part of the design and support the brand.
- * Sound on digital screens is only allowed inside the unit and only when it is a condition for the functionality.
- * Digital surfaces can be composed of several screens all though moving images cannot have more than one position facing in the same direction.
- * No digital screens or moving images on facade bulkheads.
- * Content on digital screens must be of high image quality. All video material shall consist of deliberate movements and down tempo editing.

APPROVAL

- * All content on digital screens must be approved by CPH.

* Required guidelines.