



CASE STUDY 16

World's Largest Primark, Birmingham

Located close to the Bull Ring in Birmingham, this well known clothing brand has converted and rebuilt the former Pavillions Shopping Centre, into the single largest Primark store in the world!

This impressive flagship store boasts five floors of fashion, and features the latest contemporary shop-fit, where customers are able to do everything from shopping for affordable fashion and eating in a disney-themed cafe, to visiting the in-house barber's shop and beauty studio, expanding Primark into offering experience retailing for high street shoppers.

The Professional Team

Architects:



Installation:



Project Scope

The scope of this project was to supply and install two platform lifts within the Primark megastore with a brief to ensure good visibility across the entire retail space. This design feature was specified by Primark's project lift consultant to ensure all users, including those with impaired mobility, could see across the sales floor.

Architects on the project also wanted to ensure easy access for all visitors to all of the store's facilities, including access to the raised platform areas that make up the store layout and design. To achieve this project requirement, Nova Lifts recommended the use of two half-height platform lifts each used to travel 1300mm to the elevated sections within different departments. This allowed shoppers, including those with impaired mobility or with children in pushchairs, the choice of either using a short staircase or the installed platform lifts.



Aesthetics

The two half-height platform lifts were designed with a standard white finish to the internal and external car walls. Each lift was installed with a glass panel within the door for providing the increased visibility, easily meeting the project brief of the architect and end client. The interior features of the lift were a classic design with charcoal grey carpets and stainless steel hand rails and fittings to easily complement the overall Primark store design and brand colours.

Conclusion

With the investment and opening of such an impressive store whilst many big high street names are currently in decline, Primark's success is showcased in this prestigious project. Primark's retail director for the UK and northern Europe, Simon Gibbs, said it was proud to be part of the "fabric" of Birmingham. For Nova Lifts, this was a long running programme complicated by construction delays onsite, but continued dedication from the team brought this project to a successful conclusion, with all installations being completed in time for the grand opening.

Contact

Please contact us for a free quotation or for more information about our wide range of lifts.

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