AUTONOMY



Responding to the impact of online shopping, design practice Ha has conceived the Autonomy store at Emporium Melbourne as a demountable “kit” that can be relocated and reappropriated.

photography BEN MCGEE



design statement

Autonomy at Emporium Melbourne responds to the fragility of the physical retail industry due to the impact of online shopping and provides a future model for “permanent” retail design. The store’s design investigates the potential to prefabricate a modular “kit of parts,” facilitating a demountable retail presence that can be relocated and reappropriated to suit a future tenancy. The design is a direct attempt to provide earnest and practical solutions for the clients’ needs, while adhering to a very modest budget.

The entire project was designed with almost no waste material. If the tenancy “kit” was to be demounted and relocated, all that would remain would be the base building services, and the floor screed, which could be reused by the next tenant.

The store occupies a prominent corner tenancy among a wing of predominantly fashion stores. As a placemaking strategy, a cafe has been co-located within the store with a service counter accessible from the adjacent mall corridor. Auto Espresso and Autonomy Clothing are individual yet coordinated enterprises that complement each other’s operation.

The facade panels act as both the shopfront and the internal lining for the space. All joinery has been designed to be prefabricated off site and be easily removed and reused.

Ha

project
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Emporium Melbourne
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design practice
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project team
Nick Harding, Dan Cadwallader, Nick Demkiw

time schedule
Design, documentation: 3 months
Construction: 3 weeks

builder
Newpol Construction

structural engineer
Keith Long & Associates

services engineer
Lucid Consulting

lighting
Ambience Lighting

graphics and branding
Nick Demkiw (Autonomy)

