

# visual authenticity

Han Ga Wee Market

SPACE  
TO  
GROW



**masterplanners**  
retail + commercial fitouts



# han ga wee market

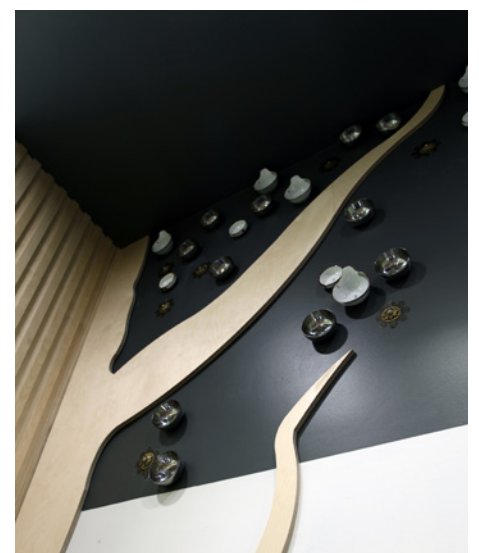
Design and Construct  
2016

SPACE  
TO  
GROW

## Westfield Carousel Shopping Centre

In Korea, Hangawee is a major harvest festival equivalent to Thanksgiving. It is a celebration of food. HanGaWee market is the ultimate Korean grocer bringing the latest and most delicious foods and snacks to Perth. Masterplanners goal was to create a simple, authentic space to highlight this Korean grocer's tribute to their cultural celebration of food.

Colourful and vibrant, our client's products are showcased against the simple, open and clean design. The shopfront allows maximum visibility to all the products within. Culturally, the abstract illuminated mountains draw the eyes to the back, and the abstract blossoming tree reinforces the idea of bountiful fruit. Executed skilfully by the fitout team, this space is a softly suggestive cultural canvas to showcase our client's product.



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