

designing responsibly

WA Cleanskin Cellars

SPACE
TO
GROW



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retail + commercial fitouts

wa cleanskin cellars

Design and Construct

SPACE
TO
GROW

Westfield Whitford City

WA Cleanskin Cellars promises to deliver awesome quality wines at an awesome price. Masterplanners echoed this principle in the fitout itself.

Working closely with the client, our team developed this budget driven, environmentally conscious concept based on three main principles - Reduce, Reuse, Recycle!

This space was created with upcycled produce crates, recycled wooden pallets, cut form ply displays, and reused wine barrels on racks as the shop front.

All the merchandising wall displays and gondolas were created with deconstructed and reconstructed pallets. Modular and designed to maximise capacity, the displays ensured functional and efficient stocking of the retail space. Over 170 form ply crates stored over 2000 bottles of wine, and over 100 pallets were saved from disposal.



Masterplanners
123 Howe Street Osborne Park WA 6017
T. 08 9340 9700 F. 08 9340 9777
info@masterplanners.com.au
masterplanners.com.au

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