

Canada



Operating since 1992, Groupe Chagall creates one-of-a-kind commercial environments and provides added value through its turnkey service. This ranges from the conception of unique interior designs to the manufacture of customised furniture and decors. Groupe Chagall's ultimate aim is to guide commercial businesses in realising their growth objectives through designing environments consistent with their business strategies.

The Jean Coutu Group, a leader in the North American retail drugstore industry, enlisted the help of Groupe Chagall to create its stunningly beautiful flagship store in downtown Montreal. Since the pharmacy is located in a historic building protected by the city, care had to be taken to keep the exterior storefront intact.

The design team decided to integrate the existing structural elements to provide visual highlights that would enhance the store's impact, such as a large, central support column. With the tight, split-level, low ceiling and blocked windows of the original pharmacy, space was limited for merchandising and it was neither functional nor aesthetic.

Groupe Chagall's goal therefore was to create an inviting, attractive and functional retail environment. The award winning result includes the addition of a second floor to improve the flow of customer traffic while accentuating the beauty of the patrimonial building. Seamlessly integrating with the sophistication of downtown Montreal, the store now goes the necessary extra mile to attract shoppers.



**BEST INTERNATIONAL
RETAIL INTERIOR**
Pharmacy Jean Coutu
by Groupe Chagall

**BEST RETAIL INTERIOR
AMERICAS**
Pharmacy Jean Coutu
by Groupe Chagall



**BEST RETAIL INTERIOR
CANADA**
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