



**COLLECTION**  
Signage & wayfinding

## FOREWORD



RAPHAËL BOUCHEMOUSSE  
INTERIOR ARCHITECT & GENERAL MANAGER

“ ARCHITECTURE AND DESIGN,  
A CREATIVE APPROACH BUT ABOVE ALL AN  
ABILITY TO ADAPT. ”

### International

The world is a constant source of inspiration in the diversity of cultures and practices that feeds the development of our creative and methodological approaches.

### Design

The expression and the result of our creative approach and our know-how to projects that are entrusted to us.

### We Are Different

Each of our projects with the ambition to be a unique and original response adapted to a particular context, the context of your project.

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## AUCHAN REFERENCE GUIDE BOOK CHINA

China

Mission : Concept design, branding, signage, wayfinding and graphic material

2015 - 2020  
Global design

Design principles of the Immochan shopping malls

The Reference Guide Book project is designed to create a tool that will allow a consistent development of immochan & auchan galleries in china regarding client journey and stay.

Develop a strong concept that strengthen the identity of the brands auchan & immochan and make them recognizable.

Giving to the actors working on the projects a range of solution for projects and cost optimization and ensure that every project meet the technical objectives of the group internationals standard adapted to the local constraint.











## AUCHAN BEIJING

China

Mission : Concept design, signage, wayfinding and author surveillance

Opening 2004  
Remodeling 2016  
Global design

4 143 GLA  
64 Shops

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老鹰

EAGLE



Auchan

3R









## AUCHAN CHENGDU

China

Mission : Concept design, signage, wayfinding and author surveillance

Opening 2003  
Remodeling 2016  
Global design

3 701 GLA  
63 Shops

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# 寄物柜

Lockers

## 寄物柜

Lockers







## AUCHAN NINGBO HAISHU

China

Mission : Concept design, signage, wayfinding and author surveillance

Opening 2005  
Remodeling 2015  
Global design

3 300 GLA  
54 Shops



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南宁澳尚超市有限公司停车场收费标准

车型	收费标准
小型车	1000元/月
中型车	1500元/月
大型车	2000元/月

停车场出口

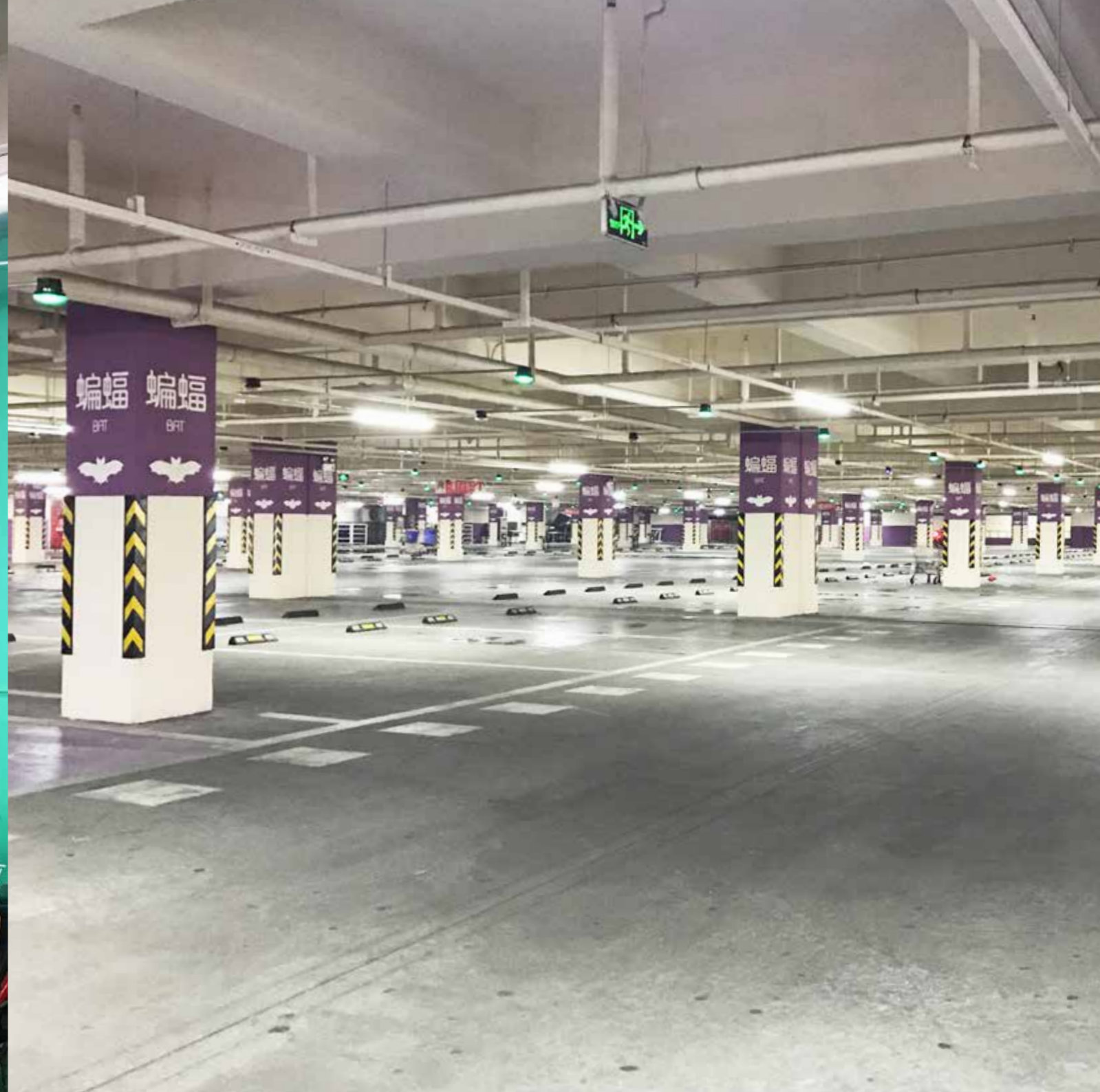
南宁澳尚超市有限公司停车场收费标准

车型	收费标准
小型车	1000元/月
中型车	1500元/月
大型车	2000元/月

停车场入口









鱼

181



鱼



鱼

鱼



鱼





## AQUARELLE VOLGOGRAD

Russia

Mission : Concept design, branding, signage, wayfinding, graphic material and author surveillance

Opening 2013  
Global design

92 000 GLA  
197 Shops

Each project has its own poetry, and here we invite you to a colourful journey along the banks of the Volga. Each floor of this shopping centre has been designed in a different way to offer an experience in line with the project's theme "I want to come, stop, stay and come back".

The Aquarelle Volgograd shopping centre is both a commercial and a social space, which develops from a central atrium of dizzying proportions.

The first level, which we will call "the river", is the level of mass consumption, constantly in motion, and is made up of two shopping galleries, one dedicated to the family and the other to men and sport. One is transported by the flow of consumption.

The second level, the "banks", houses a shopping mall that offers a warm and elegant atmosphere. Here you can stroll through the corridors overlooking the bustling ground floor to discover the latest fashions.

The third level, which represents the "clouds", is dedicated to the food court and leisure activities, a space between heaven and earth where one comes to meet with friends or family before going to the cinema or to the leisure centre, with eyes lost in the sky.







# DALMA GARDEN

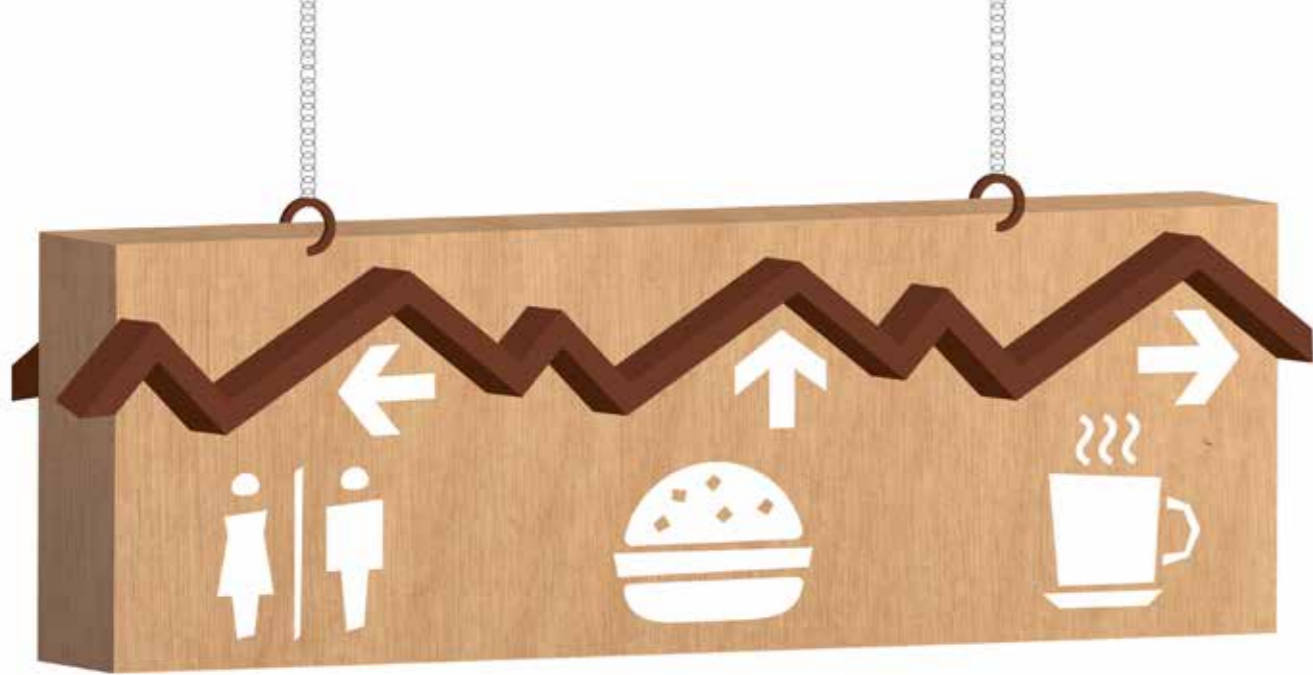
Armenia

Mission :  
Signage and wayfinding

Opening 2012  
Graphic design

43 500 GLA  
Shopping mall of 116 Shops





## AUCHAN MARKET 5

Hungary

Mission : Concept design, signage and wayfinding

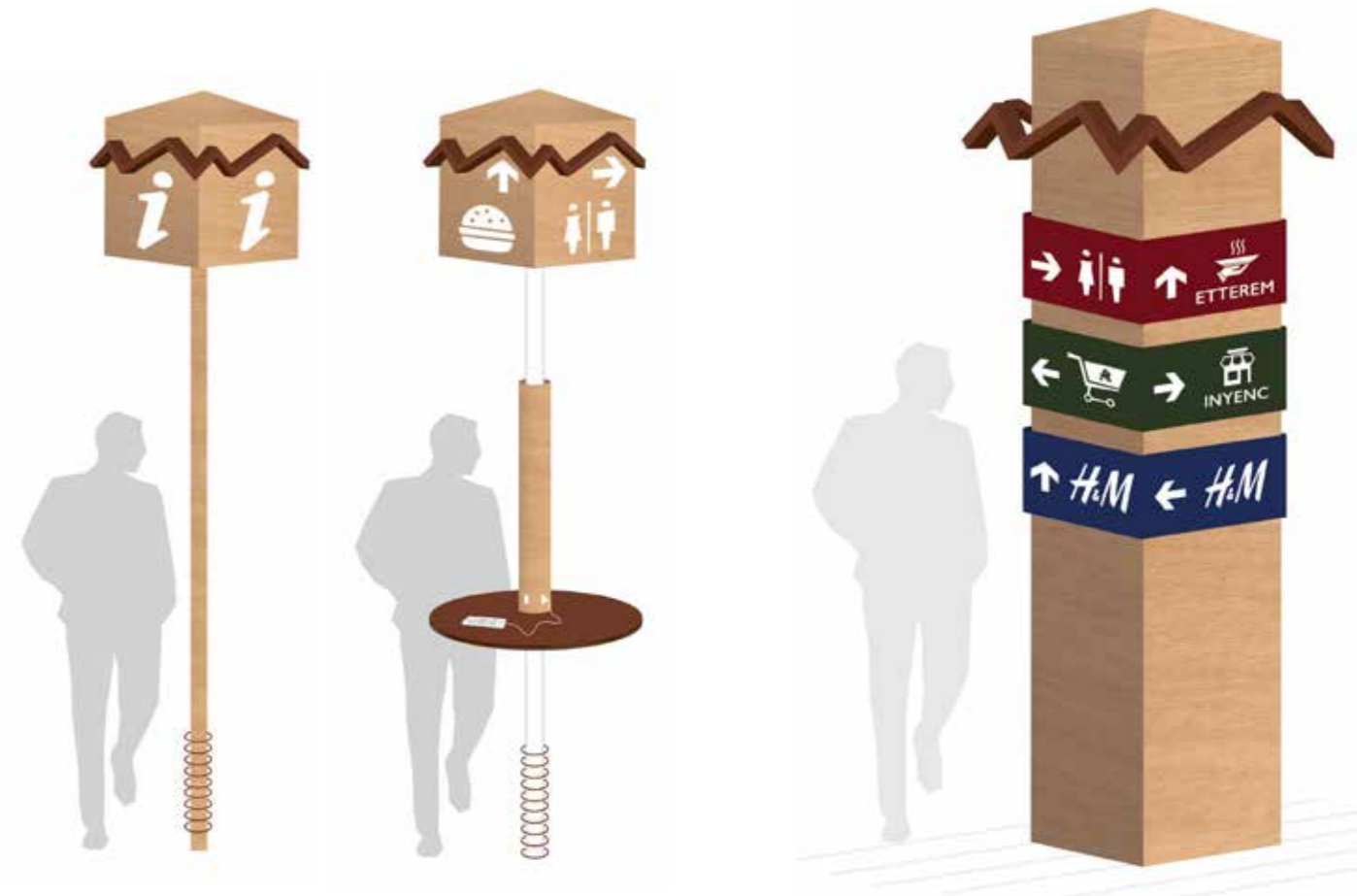
Opening 1998  
Remodeling 2013  
Global design

19 079 GLA  
33 Shops

The aim of the project was to harmoniously combine the renovation of an old shopping mall with its extension while improving the comfort and customer experience.

Designed to be a local shopping centre that is welcoming to the residents of Soröksar, the building's lines recall the profile of the roofs of the surrounding residential area, and these same inspirations have guided the design of the convivial areas that punctuate the customer's journey.

Also designed to be an innovative retail space, a free inspiration of the typology of the traditional markets of Budapest with their balconies has allowed to propose a food hall and a food court with an innovative design to offer a unique experience to the customer.





# KIRCHBERG

Luxembourg

Mission : Concept design, branding, signage, wayfinding and author surveillance

Opening 1996  
Remodeling 2019  
Global design

25 000 GLA  
66 Shops, food court

The project concerns the partial renovation of a building and more particularly of its commercial part. As part of our reflections, we explored the anchoring of the project in the building.

We have therefore studied the ambitions displayed by the Luxembourg territory to put them in perspective through our approach but also observed the context and the surrounding geographical specificity and in particular the liquid element which interested us particularly to inspire the displayed commercial positioning :

AFFLUENCE / OASIS / ADVANTAGE / CLEAN ENERGY FOR USERS

The development axis of the proposed project thus plays on the creation of a fluid and organic space represented through the interior design which is materialised by an atrium with, in the upper part, the conservation of a design inspired by the nautical world (sailing, deck equipment...)









## MARJANE BOUSKOURA

Marocco

Mission : Concept design, signage, wayfinding and author surveillance

Opening 2022  
Global design

19 000 GLA  
50 Shops



Inspired by nature and punctuated by the rhythms of the customer journey, ID-wad sets the pace by orchestrating a symphony that adapts to the expectations of all users. In this project, contemplation, recreation and experiences are subtly mixed around colorful signage in order to that the Bouskouriens do not lose a beat.









## MAUBREUIL

CONFERENCE CENTER, HOTEL AND LEISURE RESIDENCE

France

Mission : Concept design, branding signage, wayfinding and author surveillance

2016  
Global design

Meeting room 150 places,  
Bar, Restaurants, Residence

The interior design and the sign system for the project, inspired by three tracks:

- The nature of the Nantes region
- Water between river and ocean
- Architecture and heritage

These universes will be expressed in the project differently whether in color, materials and textures allowing the stay to become a pleasant experience.



CHAMBRES 100 À 134



ACCUEIL  
SALLES DE FORMATIONS A/L  
FOYER HAUT  
ESPACE CHEMINÉE  
BAGAGERIE



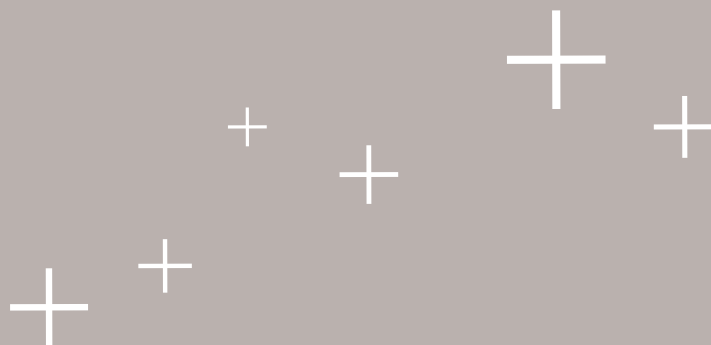
RDC

**SORTIE NIVEAU -2**





WAD



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[contact@id-wad.com](mailto:contact@id-wad.com)