

For: Bona Design Lab, New York, N.Y.
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**BONA DESIGN LAB CREATES PROTOTYPE DESIGN FOR SHELL SELECT
CONVENIENCE STORE IN LOUISVILLE**

--New design introduces Shell Select global brand with a local twist

LOUISVILLE, Ky. (10/3/18) — [Bona Design Lab](#), a global retail design and consulting firm based in New York City, has created the design for the new U.S. concept for the branded Shell Select convenience store, which opened here September 5.

According to veteran store designer and retail consultant Joseph Bona, president of Bona Design Lab, his team was tasked with helping Shell demonstrate its commitment to supporting its wholesale network in the United States through a strong, competitive convenience retail format. The Louisville store is operated by Estep Energy, a Lexington, Ky.-based wholesaler of Shell-branded motor fuel.

“Our mandate was to take the Shell Select global brand and adapt it to the U.S. market while creating a design that communicates the wholesaler’s local roots in Louisville,” Bona explained. “We’re proud to be one of the national and local suppliers that Shell Oil Products US selected to help them with this initiative.”

Louisville was tapped as an area to roll out the Shell Select convenience store concept because of its vibrant local culture and reputation for unique food and beverage offers.

“We are excited to offer a new and unique experience for our customers,” said Gyongyver Menesi-Bondar, Head of Convenience Retail for Shell Oil Products US. “Shell Select is different from traditional convenience stores in that it provides high-quality, fresh, culinary-inspired food and beverage options for customers who are on the go, and it also provides the ability to get in and out at your own pace without being slowed and without feeling rushed.”

The U.S. prototype was created for the site of a former Thornton’s fuel and convenience store location that was acquired by Estep Energy. Although the original store structure was retained, it received a complete redesign of the exterior and interior as well as a new layout. The thrust of the overall design, Bona said, was to create a strong food and beverage presentation that includes local touches and products.

That effort begins with the exterior, a strikingly modern piece of architecture that incorporates an upscale outdoor seating area covered by an awning and screened in by greenery, with signage that invites customers to “Have a Seat and Chill.”

“We wanted to make sure that the architecture, including the outdoor seating, signals to people that this is a destination for food and beverage, with more than just the traditional convenience store categories,” Bona elaborated. “It is intended to disrupt people’s usual expectations of what they’ll find at a gas station.”

Inside the store, layout and design work together to put the focus on the consumable offerings. Customers entering the store immediately find self-serve beverages situated to their left, while facing an array of

food products that fill the back wall. Although the store footprint measures 2,221 square feet, an open ceiling and the layout help create a space that feels spacious and is easy to navigate.

The interior treatment makes use of the Shell Select palette of colors and materials, but reinterprets them to underscore the central role of food and beverage, Bona said. Natural dark materials and warm wood tones work with LED lighting to create visual interest with highlights and contrasts within an overall ambience that is warm and inviting. The effect is a far cry from the harsh fluorescent glare typical of older-generation convenience stores.

The interior design is further distinguished by a clean, understated approach to departmental graphics. “We stayed away from the hectic graphic treatments and vivid colors that characterize a lot of older convenience store designs,” Bona commented. “We wanted to keep the food and other merchandise center stage and used lighting and fixtures to achieve that.”

A notable exception is a mural created by a local artist on one wall that presents a stylized map of Louisville, highlighting some of the iconic features the city is known for.

“This was the one area where we used graphics to create a local feeling,” Bona explained. “We wanted to make sure that the people of Louisville know this is a retailer with local roots who understands their tastes.”

About Bona Design Lab

Based in in New York City, Bona Design Lab is a global retail and design firm known for its elevated approaches to convenience store, food, and fuel retailing. Its suite of services includes brand strategy development, consumer insights, naming/logo development, site planning, store layout, exterior/interior design, and graphic design. Its capabilities in business analysis and consulting run the gamut from menu and communications strategies to equipment layout and workflow analysis, to financial metrics and operational consulting.

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