



# A HEALTHY KISS

Snog Pure Frozen Yogurt is a London-based purveyor of its own healthy frozen yogurt. The founders adopted the current vernacular 'snog' (i.e. 'kiss') to brand their yummy concoctions, sold in traffic-generating environments.



**S**nog is a product of the current entrepreneurial generation that finds a niche market and then rocket-launches its product or service to an extreme. The identity then becomes synonymous with the product. Here, 'Let's get a Snog' has become interchangeable with frozen yogurt around parts of London.

There are four Snog shops in London – Soho, Piccadilly, Westfield Shopping Centre and, the newest, in Covent Garden. A pop-up Snog operated in the Liberty section from the end of May until the end of August. And, also in August, Snog went international with a shop in Dubai's Mirdif City Centre, attracting a cross-section of residents and visitors alike.

Snog retained London designers Cinimod Studio for four of its retail operations. For the Covent Garden shop, founder and creative director Dominic Harris turned a former apple store at 5 Garrick Street – dating back to the 1860s – into a semi-surrealist orchid-like environment. It is in full view from the street through full-height windows.

Sculptural glossy white trees reach from floor to ceiling where an undulating sky canopy of LED lights by iGuzzini weaves its way



from front to back and return. It is in constant motion, programmed to pulse, sway and change colour by a customised controller.

"We imagined the ceiling as an overhead light sculpture," explains Harris. "The wave-like effect is formed by attaching LEDs to the ends of over a thousand stainless steel rods that are linked to a computerised programme. The end result we set out to achieve is to emulate a soft and endless ripple – like at the seashore," he says. Each LED is individually controllable.

For customers who choose to enjoy their Snog yogurt selection in the shop, they can find seating on a curving white bench that mimics a fallen tree trunk. Surrounding it are stools that appear to be oversized

mushrooms, and marble-topped tables that follow the organic-theme décor. A colourful feature mural on a white glass wall of imaginary landscapes and gardens adds to a lively and fanciful environment.

Harris began his inventive interpretations with interactive architectural design while still a student at the Bartlett School of Architecture in London. Since he started his own firm in 2008, a guiding principle has been the application of lighting technology and interactivity within a project's built environment. For the Snog presence in the Westfield Centre in White City, London, Harris designed a free-form, free-standing service counter. Modelled in white polystyrene, it is punctuated by

three rows of built-in colour-changing LEDs. Sited close to an escalator, the kidney-shaped kiosk with integrated lighting – and the same type of seating and tables used in Covent Garden – helps to attract a steady flow of Snog patrons.

Snog's singular approach to store design has been recognised by several awards, including this year's Lighting Design Award for 'Best Hotel or Restaurant Lighting Scheme'. ■

□ By **Vilma Barr**, a freelance writer based in Philadelphia and a regular contributor to *NZRetail*. For more visuals of Snog, and other Cinimod projects, go to: [www.cinimodstudio.com/](http://www.cinimodstudio.com/).

**Above left** Bold, illuminated signage makes Snog stand out in a crowd.

**Above right** Oversized, misshapen mushroom stools and marble-topped tables enhance the organic-themed fantasy interior design.

**Left** The 'sky' canopy of perpetual animated light gently pulses and sways in an imaginary breeze.

**Opposite** The newest Snog, in Covent Garden, was designed to convey a semi-surrealist orchard-like environment.