

Pharmacies constitute a special form of commercial architecture. The market for medicines, which is heavily regulated in most countries, has led to a veritable competition of the "atmosphere of space", since where product and price can no longer provide a competitive advantage, customer loyalty must be created with other means. In addition to professional competence and familiarity with the customers, that becomes above all the ambience.

That in turn translates to the modern and hygienic pharmacy, together with a friendly and assuring spatial experience. The selected examples show the design sophistication with which pharmacies today, from a functional as well as atmospheric standpoint, set themselves apart from the historical chemists' shelves - and the competitors.

The sales list contains sample pages in relation.  
The full specifications for the book itself is:

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# Pharmacies

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1 Reception area, front office  
 2 Waiting area with product presentation display

## Kring Pharmacy DOK 11 Alkmaar

The pharmacy is located in an old school building. The starting point for the design focused on exemplary customer service. The strategy was to create an open, inviting atmosphere in order to re-establish the personal distance between the pharmacist and the customer. One of the standing counters and a big table where the pharmacist can wait contributed to creating the desired look. The use of a medicine cabinet gives the pharmacist the opportunity to give more personal attention to the customer. Using the colors of the green in combination with white and grey blue gives the pharmacy a clean and welcoming appearance. The product presentation display was designed for the use as shopping trolley and for the product display inside the pharmacy.

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1. Desk area view, back office  
 2. Glass table with chairs



1. Reception area  
 2. Meeting area with display table

