

Case Study

HMV CURZON

Brief

HMV is trialing in-store cinemas as part of its 'Get Closer' strategy, where it aligns itself more closely with people's emotional relationships with music, films and games. Our new work here follows our design of HMV's 'next generation' store concept, launched in 2008, which is being rolled out rapidly with great results.

Response

The first HMV Curzon opened late 2009 and is a 263-seat, three-screen cinema, on top of the HMV store in Wimbledon, London. You reach the cinema by entering the front of the store during store trading hours or via direct access from the street for evening shows.

Results

On the cinema level upstairs, we have designed a multifunctional lobby with a club-like vibe, a bar selling food and drink and a space to hang out in. All of this supports the HMV brand vision: to create experiential spaces, not just another transactional space.

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